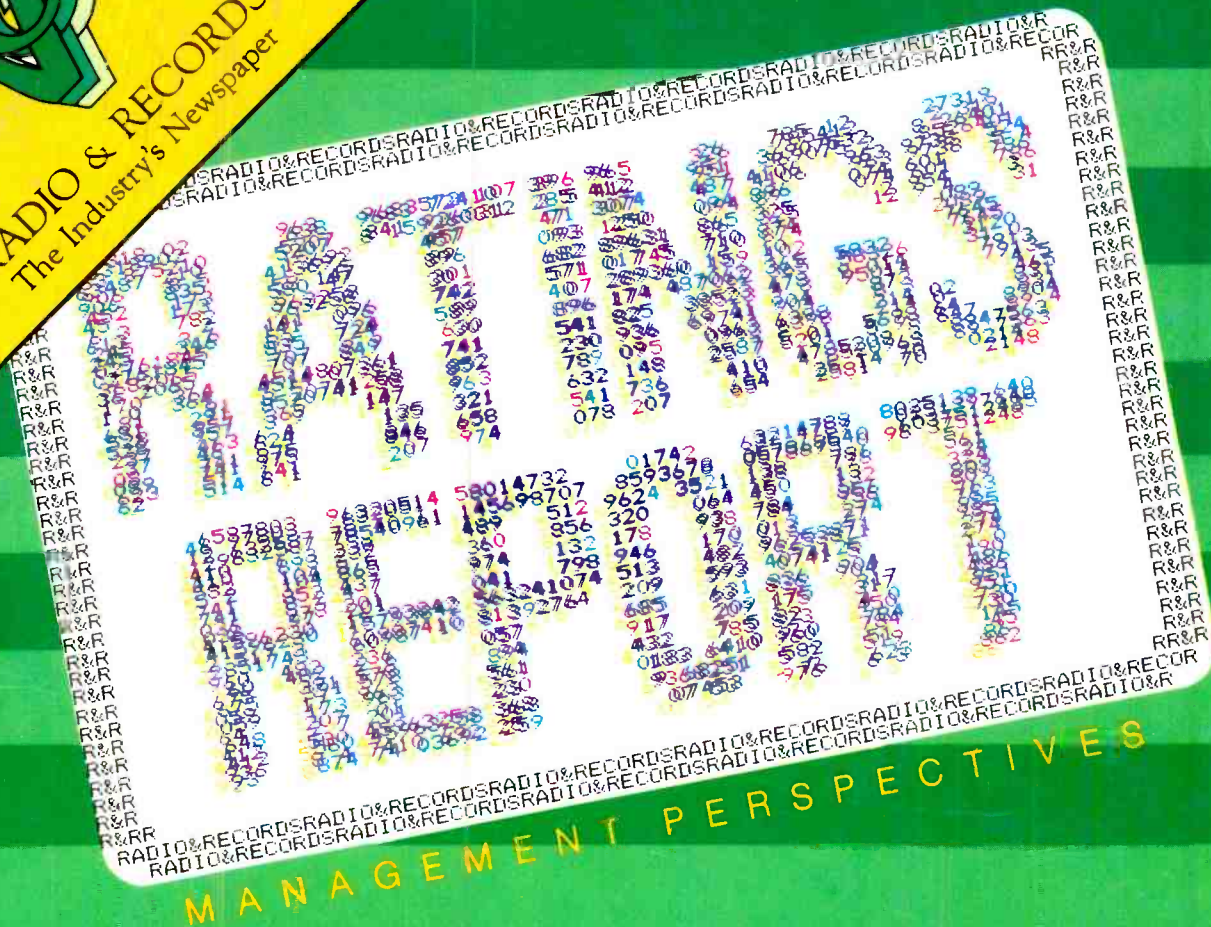




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The Industry's Newspaper



Fall '82 Quarterly Results for the TOP 50 MARKETS

Exclusive Comprehensive Market Charts

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MEL TORME • FEB. 11-13
TERESA BREWER • FEB. 4-6
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LES & LARRY ELGART • FEB. 25-27



The United Stations
AMERICA'S TARGET RADIO NETWORKS



The Great Sounds. An exciting new weekly four hour radio program from The United Stations.

From The Desk Of:
MICHAEL A. McVAY
WMJI/WBBG OPERATIONS MANAGER

Subj: The Great Sounds
January 12, 1983

To: Ed Salamon
United Stations

The Great Sounds is the most remarkable Nostalgia program I've ever heard! The show has not even aired yet...and we've sold it out!!!

I don't remember, in my 12 years of programming from Los Angeles to Cleveland, when I've ever listened to a more entertaining show. The demo you supplied was the key to our easy sales success.

We expect the same enthusiastic response from our listeners as we've experienced from advertisers.

Best wishes for 1983.

Sincerely Yours,

Michael A. McVay

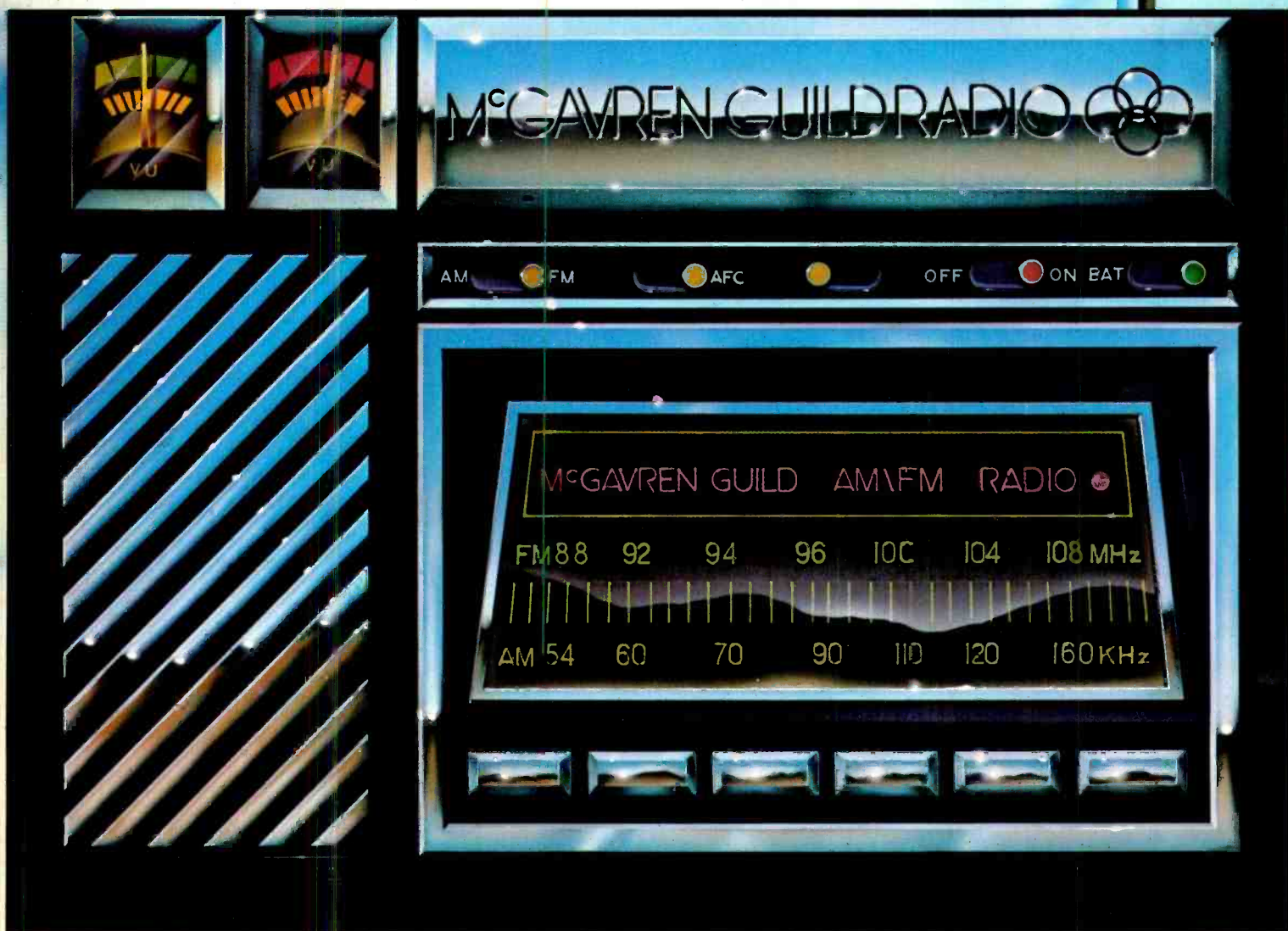
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McGAVREN GUILD'S MARKETING STRATEGY FOR THE 80's WILL BE MARKETING-DRIVEN RATHER THAN PRODUCT-DRIVEN

RATIONALE:

A representative is a uniquely positioned person.

- Our clients are the radio stations we represent. They represent our "products." Our job is to get the highest share of advertising dollars placed at the highest rates on those stations.

...to do this, we must satisfy our "customers."

- Our customers are the advertisers and the agencies that represent them.

Markets or customers cannot be created. There must first be a need and a demand, and then a product (radio and the packaging of radio) developed to satisfy that need.

Product vs. Customer Needs

- Salespeople generally consider only the product (the radio stations) they have to sell and the features (market position, ownership, demographics, lifestyles, facilities, etc.), that make a station saleable and competitive.
- Marketers, however, consider the need of the customers (the advertiser and the agency), and how his product, (the radio station and the packaging of radio stations), can help satisfy those needs. The needs of the advertiser are product related—getting his product or service used by the consumer. These vary by advertiser. The needs of the agency are creativity, efficiency and effectiveness in production, planning and buying, and getting the best media values for their clients, the advertisers.

Volume vs. Profitability

- Salespeople are interested in high-sales volume, with little concern to profitability for their customers or products (the advertisers or the radio stations).

- Marketers plan sales volume with profitability in mind. Their plan includes the best mix of customers, marketing and products that will combine the most profitable market share for all concerned. This insures that the advertiser will be satisfied and will return, and that the radio station has made best use of his inventory at the best rate possible.

Short-Term vs. Long-Range Planning

- Salespeople think short-term. They are concerned with current availabilities from advertisers, and current inventory from stations.
- Marketers pre-sell and pre-plan for the future for both generating and maintaining radio ad dollars, and insuring the optimum use of present and future inventory for the radio station.

EXECUTION:

Through this marketing process it is possible for McGavren Guild and our radio networks to offer the products and services that satisfy the advertiser's needs and values. Our marketing people ask, "What does the advertiser need to accomplish"? Our marketing people do not say, "Here is the radio package you should buy." Advertisers at this level are not interested in GRP or gross impressions. They are interested in moving their product or having their service used. Our marketers, therefore, do not say, "This radio plan offers 50% reach at this cost." Our marketers do say, "Here is how radio can help you solve your needs." "Unlike selling, the aim of marketing is to fit the product or service to the customer so that the product sells itself."

McGavren Guild's Marketing Strategy to accomplish this includes:

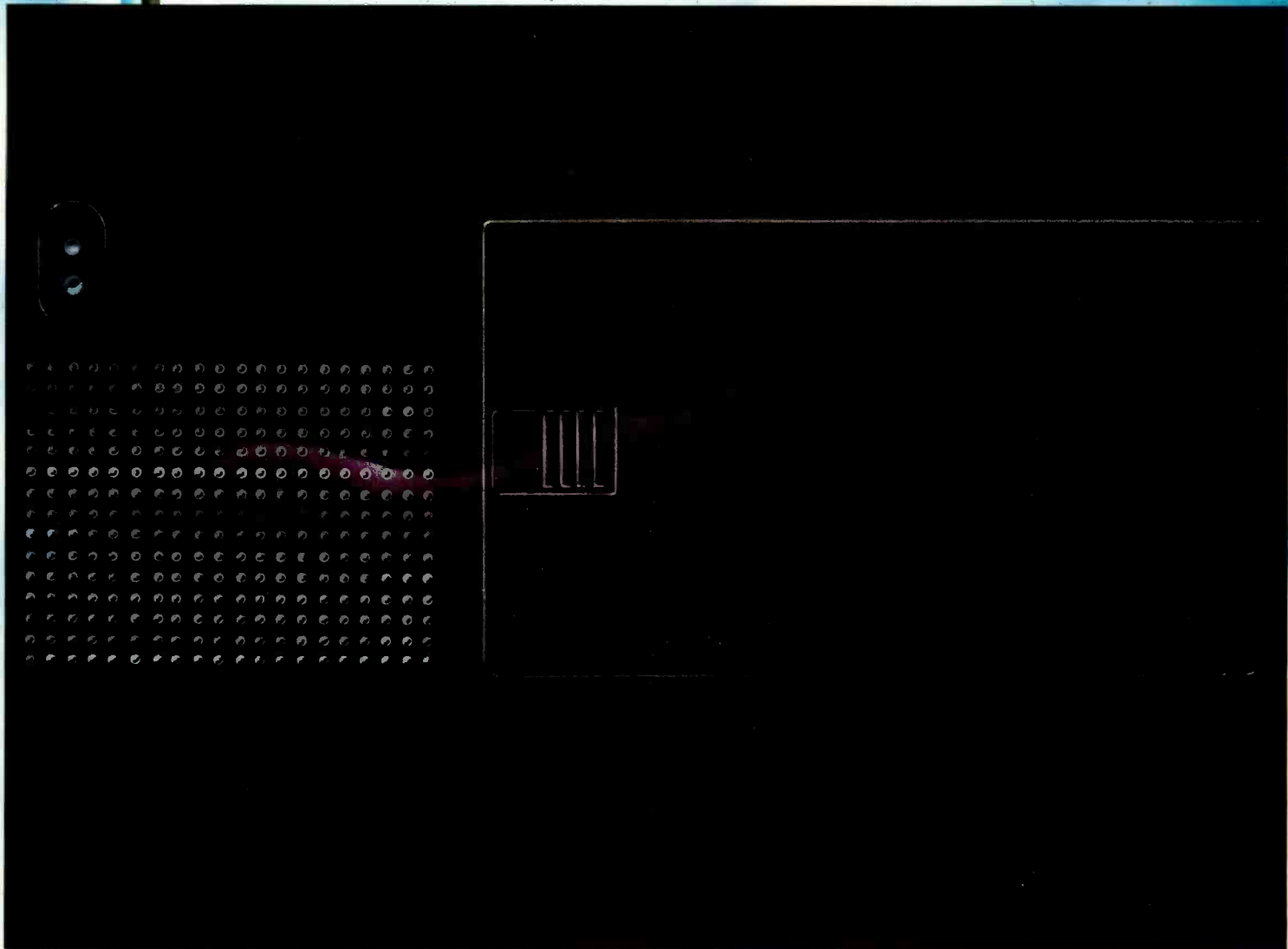
- 6 Product/Service Category seminars during 1983 presented for our marketers by Yankelovich, Skelly and White, (the renowned research company which is known for tracking lifestyle changes and how these affect the consumer values and choices).
- Product category teams established specializing in target areas.
- Special incentives for all McGavren Guild marketers to develop new business.
- Target networks established offering the best mix of radio stations to match the advertisers needs, (examples not inclusive)
 - Demo networks (Teens, 18-34, 18-49, 25-54, 35 +)
 - Lifestyle networks (Upper Income, Professional Managerial, Working Women)
 - Product networks (Automotive, Airline, Food)

RADIO: WE'RE MAKING IT BIGGER THAN EVER!



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This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

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The best way to get access to an earth station? Turn to AP Radio Network.

We own, operate and offer the use of 900 functioning earth stations,

making us the largest privately-operated satellite network in the world. So, very likely, you're within a local loop of one of our dishes right now.

We also offer a greater variety of news and information features—in long and short versions—than any other network. Those include our Business Barometer, Sportsline and our one-of-a-kind AgReport.

Plus, we deliver 200 actualities per day, many of them regional reports.

But the best thing about AP Radio Network is that you control

the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

You even control all of your own commercial time. What's more, you pocket the profit from every valuable second you sell.

So if you want to explore the very limits of radio technology, while enjoying unlimited programming freedom, contact Glenn Serafin, Broadcast Services Division of



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BLAIR CAN SHOW YOU HOW TO USE THE POWER OF RADIO TO BUILD SALES.

Let's be honest. In spite of its proven power, radio remains the most overlooked and undervalued weapon in marketers' arsenals. Television has the glamour. It gets the attention, the glory, and the lion's share of broadcast budgets.

But advertisers have the right to demand the most clout from every dollar they spend. And at Blair, we know that when it comes to sales clout, no medium is more powerful than radio.

Only radio gives advertisers the flexibility to generate both reach and frequency against specifically targetted demographic groups. But radio does much more than help advertisers meet demographic goals.

Radio motivates listeners. It's a closer, more intimate, more personal medium. People trust radio, like a friend. That makes it a more influential and more powerful sales tool. And that's why radio does more than just deliver media numbers. It delivers sales results.



When knowledgeably planned, radio can help make an entire media schedule work more effectively. But radio is a unique, complex medium. And its proper use requires a specialized understanding of its potential and limitations.

At Blair, we're radio experts. And we can put our knowledge and the power of radio to work for you.

Blair's innovative and experienced marketing team can help you use radio to achieve sales objectives effectively. We use the newest analytical tools and resources to help advertisers target their message. We can show you why radio should be an integral part of your media mix.

At Blair we're realists. We know that radio works. And we want to put its power to work for you. Then you too will appreciate radio's hidden glory—its sales results.

 **Blair Radio**
A division of John Blair & Company
Reliable people, reliable data.



RADIO & RECORDS



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Our exclusive single-source 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.

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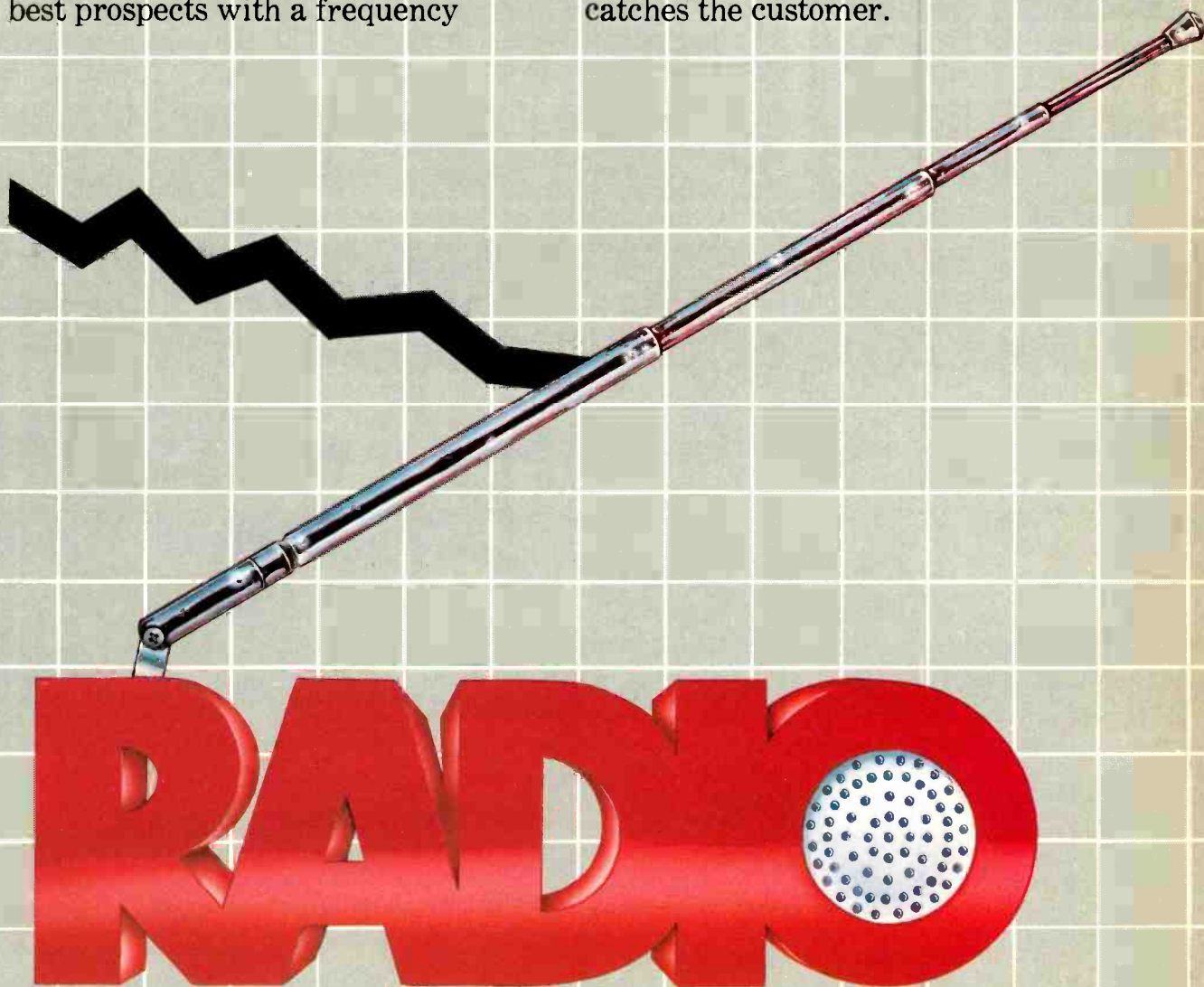
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RATINGS REPORT

What a topsy-turvy **Arbitron** this fall '82 survey was! Compared to the spring '82 sweep results in the top 50 markets, some of the findings you'll see in this volume were almost 180 degrees different. For example:

- This was the first fall survey where Differential Survey Treatment (DST) for blacks was used. Since the results of the spring sweeps showed that when DST was used it usually resulted in significantly improved shares for Black/Urban stations, the same might have been expected this fall. Not so, as it turned out.

- Black/Urban stations in many markets suffered, largely owing to Arbitron's poor performance at retrieving enough usable black diaries. In some markets the diary returns for blacks, even with DST, were down 50% compared to the previous survey.

- Two other methodology adjustments may have affected the results this fall. As happens every fall, Arbitron gets population updates by demographic from **Market Statistics, Inc.**, and the population segment that was almost universally reduced was teens, with the 25-44 cells becoming more important. Also, the high density areas for blacks and Hispanics were redefined based on new data from the 1980 Census. In most cases the HDBAs and HDHAs were enlarged compared to the geographies used for the previous decade.

- Two formats may have been affected by the methodology notes above. AOR, which was the leading format overall several **Ratings Reports** ago,

continued to slip, with an especially poor showing in most markets this survey. The exception may have been the markets where **Rick Carroll's** "new music" AOR approach has caught on. Also, in some markets — from New York to Phoenix — Hispanic-language stations which had previously had marginal shares suddenly spurted, perhaps thanks to the enlargement — and increased sampling of — the High Density Hispanic Areas.

- Beautiful Music, a format written off by many after poor showings in the spring books, rebounded consistently across the country. Just another twist to what is one of the strangest surveys I've observed in quite a while.

As you peruse this edition, keep these highlights in mind. Note how the station or market you're interested in compared to or varied from the trends outlined here. For example, an AOR or Black/Urban station which countered the generally negative trend this sweep deserves a real pat on the back.

As always, there are many people I'd like to thank for their assistance in the compilation of this edition of the Ratings Report. **Gil Bond** and his **Market-Buy-Market©** ratings breakout system were a big help in obtaining the rankings, trends, time spent, and turnover data so useful to programmers and advertisers. In-house, **Sylvia Salazar** performed superbly in supervising the massive project of assembling the market data for this report, with indispensable contributions from Associate Editors **Krisann Alio**, **Christina Anthony**, **Ellen Barnes**, **Karen Biondo**, **Judy Lucarelli**, **Paula Ponce**, **Nina Rossman**, **Claudia Stewart**, and **Carol Taylor**. Art Director **Richard Zumwalt** and the production staff of **Richard Agata**, **Marilyn Frandsen**, **Sandra Gutierrez**, **Lucie Morris**, **Todd Pearl**, **Kent Thomas**, and **Gary Van Der Steur** did an excellent job of assembling the report ingredients into an attractive finished product. Executive Editors **John Leader** and **Ken Barnes** were invaluable in the timely and high-quality completion of the report.

Biggest thanks go out to you, of course. Feedback from the stations and advertisers who use the Ratings Reports always inspire us to try to outdo ourselves in future editions. Thanks for your support!

— Jhan Hiber

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Drivetime Dominators

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

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

AM Drive/Top 25

Average Quarter-Hour Share

AM (12+, M-F, 6-10am) FM

| | | |
|--|----|---|
| WTIC/Hartford (A/C) Bob Steele 38.3 | 1 | |
| KMOX/St. Louis (Talk) Bob Hardy & Bill Wilkerson, Jack Carney/33.4 | 2 | |
| WCCO/Minneapolis (A/C) Charlie Boone & Roger Erickson 29.8 | 3 | |
| KDKA/Pittsburgh (A/C) Jack Bogut 28.6 | 4 | |
| WGY/Schenectady (A/C) Don Weeks 20.6 | 5 | |
| WIBC/Indianapolis (A/C) Gary Todd 17.8 | 6 | |
| WDAF/Kansas City (Ctry) David Lawrence 17.7 | 7 | |
| WGN/Chicago (Talk) Wally Phillips 17.7 | 7 | |
| WHIO/Dayton (A/C) Lou Emm 17.6 | 9 | |
| WSPD/Toledo (A/C) Jack Mitchell 17.5 | 10 | |
| WBEN/Buffalo (A/C) Jeff Kaye 17.1 | 11 | |
| KIRO/Seattle (News) Bill Yeend & Dave Stone 16.9 | 12 | |
| KYW/Philadelphia (News) Harry Donahue, Jeff Collins, Bill Shustal/15.7 | 13 | |
| | 14 | WZZK/Birmingham (Ctry) Patti & the Doc, Chris Blake 15.6 |
| WTVN/Columbus, OH (A/C) Bob Conners 15.1 | 15 | |
| KTOK/Oklahoma City (A/C) Bob Riggins 14.7 | 16 | |
| WMAL/Washington, DC (A/C)/Harden & Weaver 14.7 | 16 | |
| | 18 | WTQR/Winston-Salem (Ctry)/Mark Austin 14.5 |
| WBAL/Baltimore (A/C) Bob Jones, Allen Prell 14.4 | 19 | |
| WJR/Detroit (Misc) J.P. McCarthy 14.4 | 19 | |
| WHAS/Louisville (A/C) Wayne Perkey 14.1 | 21 | |
| KSL/Salt Lake City (A/C) Mark Van Wagoner 14.0 | 22 | |
| WAMZ/Louisville (Ctry) Dick Braun 13.9 | 23 | |
| WTMJ/Milwaukee (A/C) Gordon Hinkley 13.9 | 23 | |
| | 25 | KSTP-FM/Minneapolis (A/C) Chuck Knapp & Michael J. Douglas/13.7 |

PM Drive/Top 25

Average Quarter-Hour Share

AM (12+, M-F, 3-7pm) FM

| | | |
|---|----|---|
| KMOX/St. Louis (Talk) Anne Keefe, Jim White, Rob Silverstein/18.0 | 1 | |
| WCCO/Minneapolis (A/C) Steve Cannon 17.2 | 2 | |
| | 3 | WTQR/Winston-Salem (Ctry)/Billy Buck Blevins 15.9 |
| | 4 | WHIO-FM/Dayton (BM) Lowell Huffman, David Woods 15.5 |
| | 5 | WENN-FM/Birmingham (Blk) Roosevelt Bonner, Tyrone Robinson/15.4 |
| | 6 | WZZK/Birmingham (Ctry) Ron Wallace, Rusty Walker 15.2 |
| KDKA/Pittsburgh (A/C) Trish Beatty 14.9 | 7 | |
| | 8 | WJYE/Buffalo (BM) Joe Chille, Skip Edmunds 14.5 |
| | 9 | KATT/Oklahoma City (AOR) Warren Williams 14.4 |
| WTIC/Hartford (A/C) Tom Taylor 14.4 | 9 | |
| | 11 | WKDF/Nashville (AOR) David Hall, Mike Beck 14.1 |
| | 11 | WTUE/Dayton (AOR) Bob Clark 14.1 |
| | 13 | KSTP-FM/Minneapolis (A/C) Dan Donovan 13.9 |
| | 14 | WEZO/Rochester (BM) None 13.7 |
| | 14 | KISS/San Antonio (AOR) John Dodge 13.7 |
| | 16 | KRNB/Memphis (Blk) Cheryl Baker 13.3 |
| | 16 | WLWQ/Columbus (AOR) Bill Pugh 13.3 |
| | 16 | WFMS/Indianapolis (Ctry) J.D. Cannon, Jeny Edwards 13.3 |
| | 19 | WYLD-FM/New Orleans (Blk) Tony Brown 13.0 |
| | 20 | WKXX/Birmingham (CHR) Tom Scott 12.5 |
| | 21 | WRBQ/Tampa (CHR) Mason Dixon 12.4 |
| | 21 | WAMZ/Louisville (Ctry) Coyote Calhoun, Bobby Jack Murphy/12.4 |
| | 23 | WIOT/Toledo (AOR) Terry Sullivan 12.2 |
| WDAF/Kansas City (Ctry) Phil Young 12.2 | 23 | |
| | 25 | WLKW-FM/Providence (BM)/Jack Murphy, Warren Schroeger, Jack Victor/12.1 |

THE MICROMINICOMPUTER

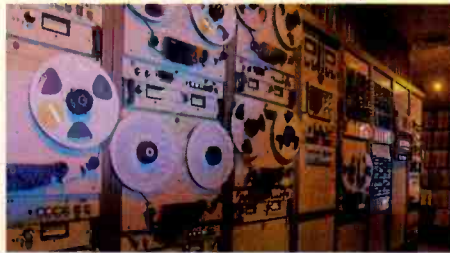
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to generate custom reports, financial packages including Receivables, Payables, General Ledger, Payroll, and a new feature for business forecasting and graphing. There's a Music Format Control package. Plus...this system is a powerful Word Processor, which we use for everything from promotional and business letters to the newsroom. And there's more to come."

Bottom Line Value

"The bottom line is that with Snarr/Chase Systems I got every major feature I needed at a price that made sense. They have proven software, with over 85 station users around the world, and local hardware service just about everywhere. Why spend more and get less? Buy the microminicomputer. Only from Snarr/Chase Systems."

G.Craig Hanson, General Manager
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Drivetime Dominators

AM Drive/Top 25

| AM | Cume Persons (12 + , M-F, 6-10am) | FM |
|---|--------------------------------------|--|
| WINS/New York (News) Michael O'Neil, Paul Smith 1,727,900 | 1 | |
| WCBS/New York (News) Jim Donnelly & Robert Vaughn 1,590,000 | 2 | |
| WOR/New York (Talk) John Gambling 1,155,100 | 3 | |
| WNBC/New York (CHR) Don Imus 1,151,200 | 4 | |
| | 5 | WYNY/New York (A/C) Bruce Bradley 1,042,300 |
| | 6 | WPLJ/New York (AOR) Jim Kerr 1,017,100 |
| WGN/Chicago (Talk) Wally Phillips 996,300 | 7 | |
| | 8 | WBLS/New York (Urbn) Ken Webb 983,300 |
| KYW/Philadelphia (News) Harry Donahue, Jeff Collins & Bill Shusta/878,100 | 9 | |
| | 10 | WKTU/New York (Urbn) Joe Cavi 852,400 |
| | 11 | WRKS/New York (Urbn) Jeff Troy 801,500 |
| WABC/New York (Talk) Ross & Wilson 755,200 | 12 | |
| KFWB/Los Angeles (News) Dan Avey & Jim Burson 749,100 | 13 | |
| WBBM/Chicago (News) Dale McCarran & John Hultman/729,400 | 14 | |
| | 15 | WPAT-FM/New York (BM) Ken Lamb 642,600 |
| | 16 | WRFM/New York (BM) Jim Aylward, Joe Roberts 635,100 |
| | 17 | WAPP/New York (AOR) Mark McEwen & E.J. Crummey 630,400 |
| WNEW/New York (BBnd) Ted Brown 627,900 | 18 | |
| KABC/Los Angeles (Talk) Ken & Bob, Michael Jackson 623,900 | 19 | |
| KCBS/San Francisco (News) Chris Brecher & Al Hart, Ted Robinson/605,600 | 20 | |
| WLS/Chicago (CHR) Larry Lujack 603,800 | 21 | |
| KDKA/Pittsburgh (A/C) Jack Bogut 602,500 | 22 | |
| KNX/Los Angeles (News) Dave Zorn & Alex Sullivan 598,400 | 23 | |
| KMOX/St. Louis (Talk) Bob Hardy & Bill Wilkerson, Jack Carney/595,300 | 24 | |
| | 25 | WCBS-FM/New York (Gold) Harry Harrison 564,600 |

PM Drive/Top 25

| AM | Cume Persons (12 + , M-F, 3-7pm) | FM |
|---|-------------------------------------|--|
| | 1 | WPLJ/New York (AOR) Pat St. John 1,068,700 |
| | 2 | WYNY/New York (A/C) Dan Daniel, Dave O'Brien 1,040,700 |
| | 3 | WKTU/New York (Urbn) Paco, Rosko 1,002,900 |
| | 4 | WBLS/New York (Urbn) Frankie Crocker 1,001,000 |
| | 5 | WRKS/New York (Urbn) Charlie Burger, Mary Thomas 964,100 |
| WINS/New York (News) Don Baldwin, Bob Howard 926,300 | 6 | |
| WCBS/New York (News) Ben Farnsworth & Pat Parson 904,700 | 7 | |
| WNBC/New York (CHR) Howard Stern 880,700 | 8 | |
| | 9 | WAPP/New York (AOR) Chip Hobart 828,000 |
| | 10 | WPAT-FM/New York (BM) Ken McKenzie 701,800 |
| | 11 | WRFM/New York (BM) Wes Richards, Al Turk 621,600 |
| WGN/Chicago (Talk) Bob Collins 582,800 | 12 | |
| | 13 | WBBM-FM/Chicago (CHR) Gary Spears 575,800 |
| | 14 | WCBS-FM/New York (Gold) Dick Heatherton 570,800 |
| | 15 | KLOS/Los Angeles (AOR) Linda McInnes, Bob Coburn 568,200 |
| WOR/New York (Talk) Carlton Fredericks, John R. Gambling/565,100 | 16 | |
| WABC/New York (Talk) Michael Jackson, Toni Grant, Art Rust/556,200 | 17 | |
| | 18 | KIIS/Los Angeles (CHR) Bruce Vidal 531,100 |
| | 19 | WNEW-FM/New York (AOR) Scott Muni 523,200 |
| | 20 | WLS-FM/Chicago (CHR) Steve Dahl & Gary Meier 511,900 |
| WPAT/New York (BM) Ken McKenzie 517,500 | 21 | |
| | 22 | KMET/Los Angeles (AOR) Jack Snyder, David Perry 497,800 |
| WLS/Chicago (CHR) Tommy Edwards 495,800 | 23 | |
| WNEW/New York (BBnd) Jim Lowe, Bob Jones 487,000 | 24 | |
| KYW/Philadelphia (News) Bill Bransome, Harry Johnson, Don Lancer, Bob Nelson 479,600 | 25 | |
| KFWB/Los Angeles (News) Julia Chavez, Charlie Brailer 479,600 | | 25 |



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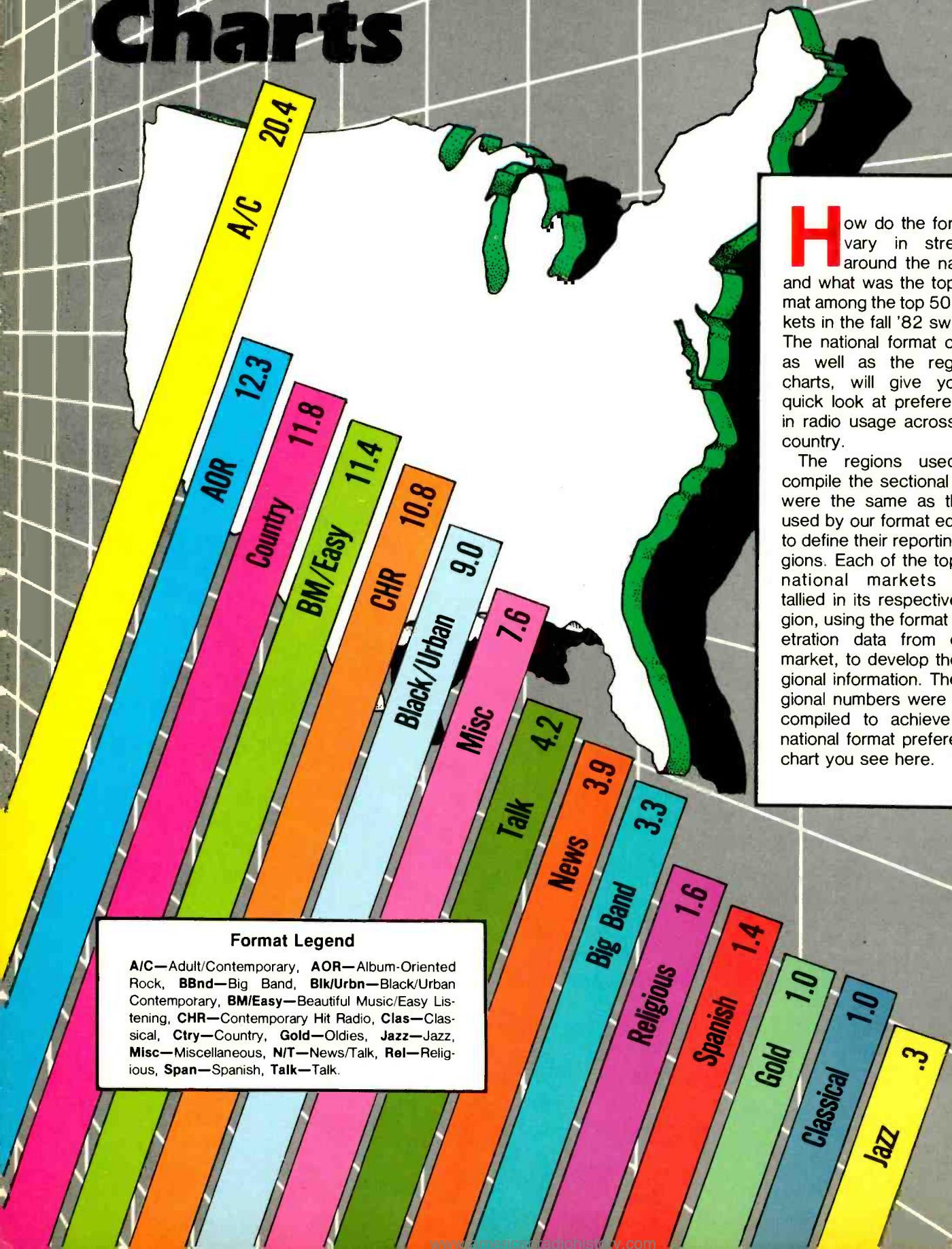
Format Preference Charts

How do the formats vary in strength around the nation, and what was the top format among the top 50 markets in the fall '82 sweep? The national format chart, as well as the regional charts, will give you a quick look at preferences in radio usage across the country.

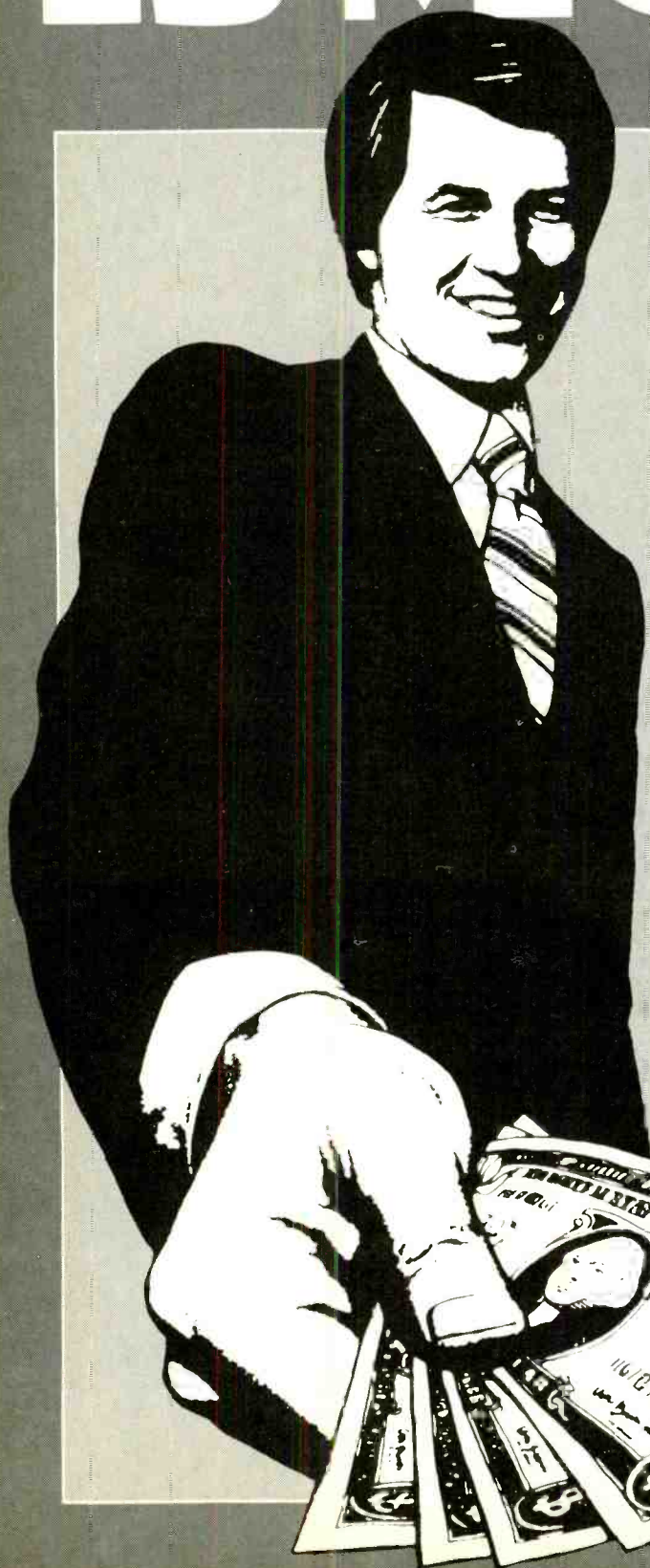
The regions used to compile the sectional data were the same as those used by our format editors to define their reporting regions. Each of the top 50 national markets was tallied in its respective region, using the format penetration data from each market, to develop the regional information. The regional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

Format Legend

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



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Audience Research

Frank Felix

Album Oriented Rock, Top 40

Rick Carroll

Rock of the 80's/Modern Music

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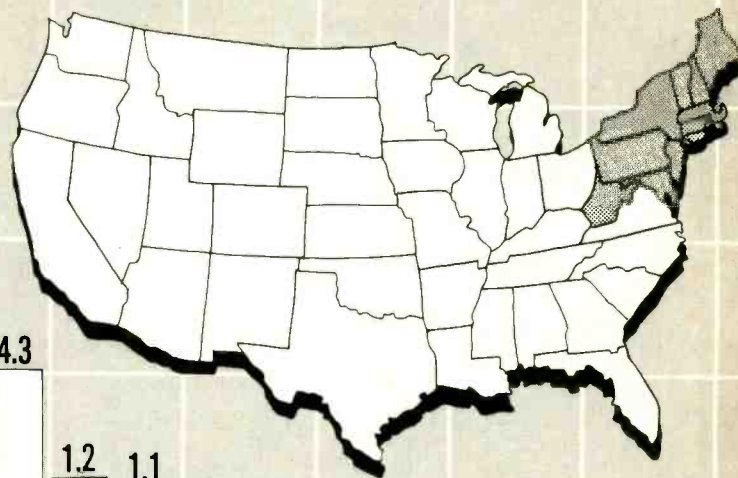
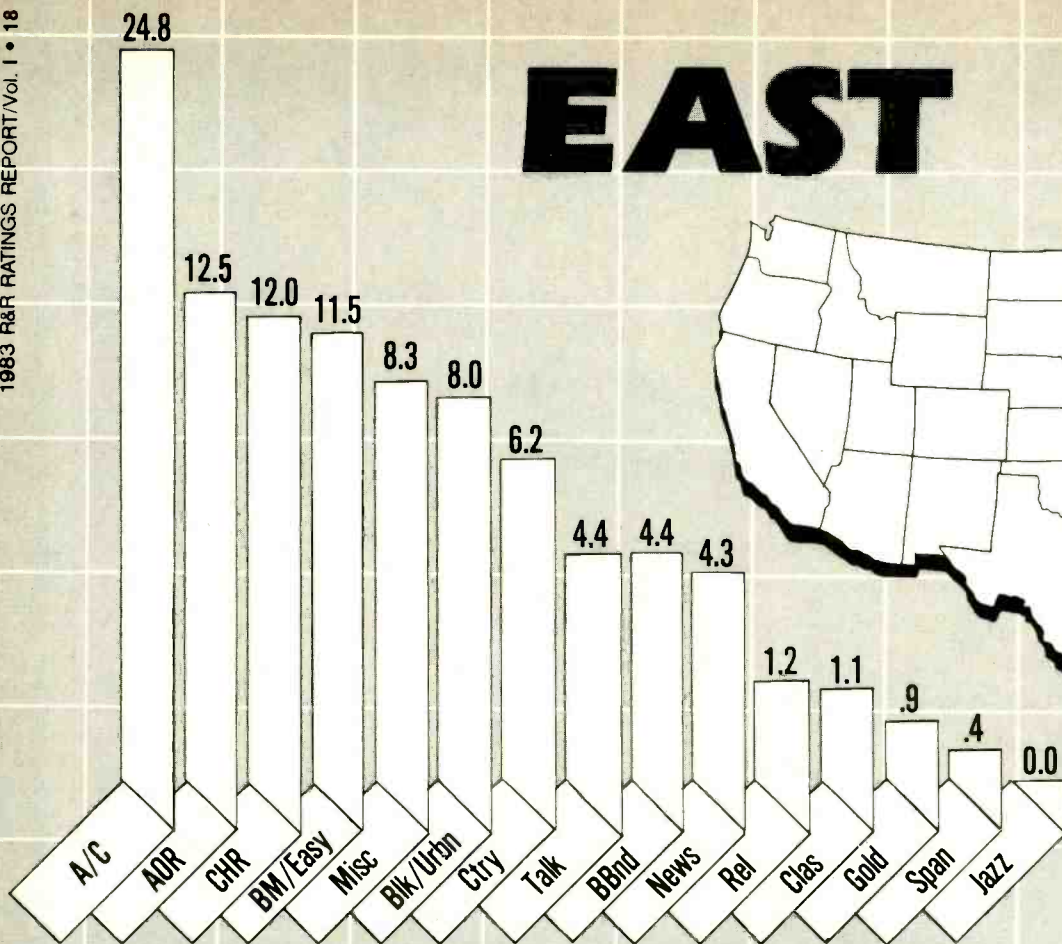


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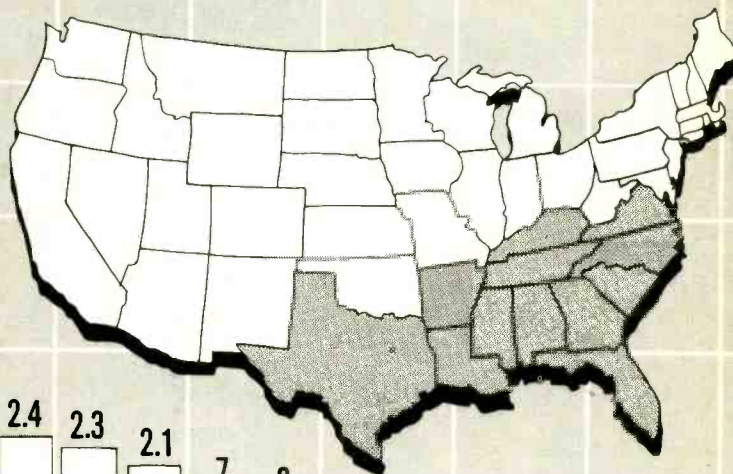
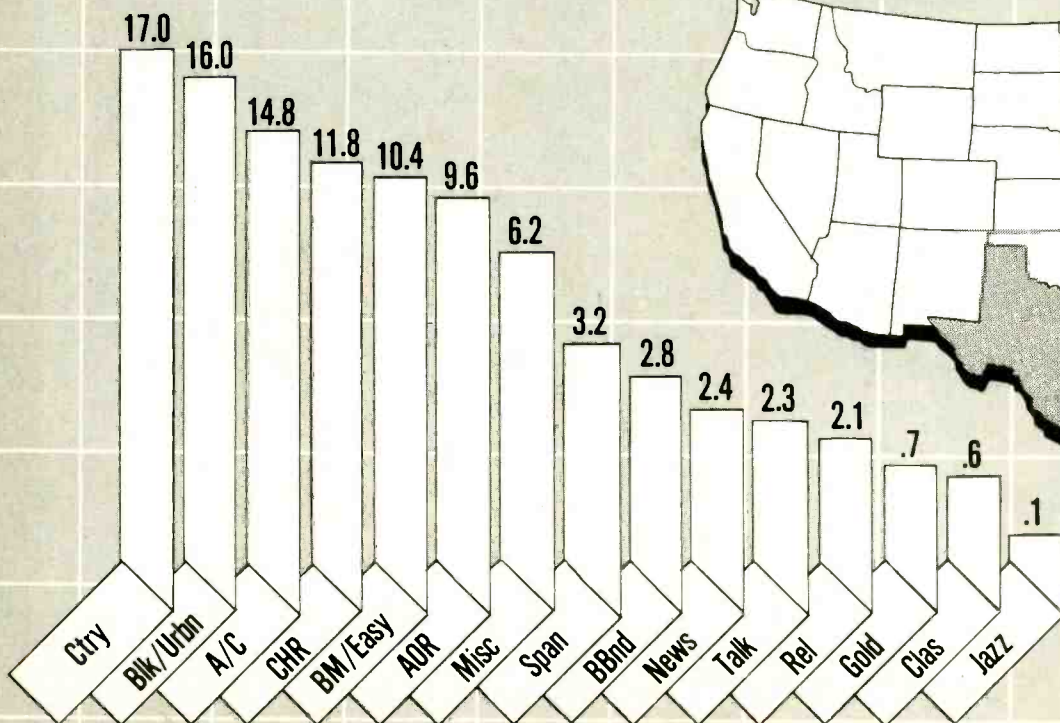
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Vice President and General Manager

EAST



SOUTH



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— (Paul Davis, WGN)

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 - KCBS radio, San Francisco
 - WGN radio, Chicago (May, 1983)
 - CBS News Radio, New York (June, 1983)

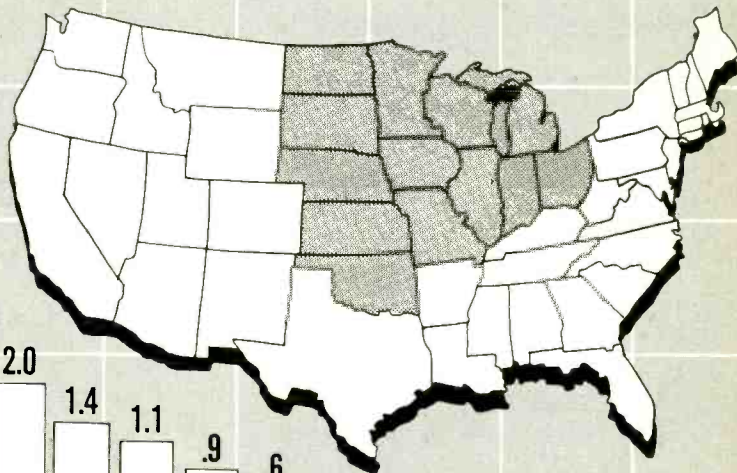
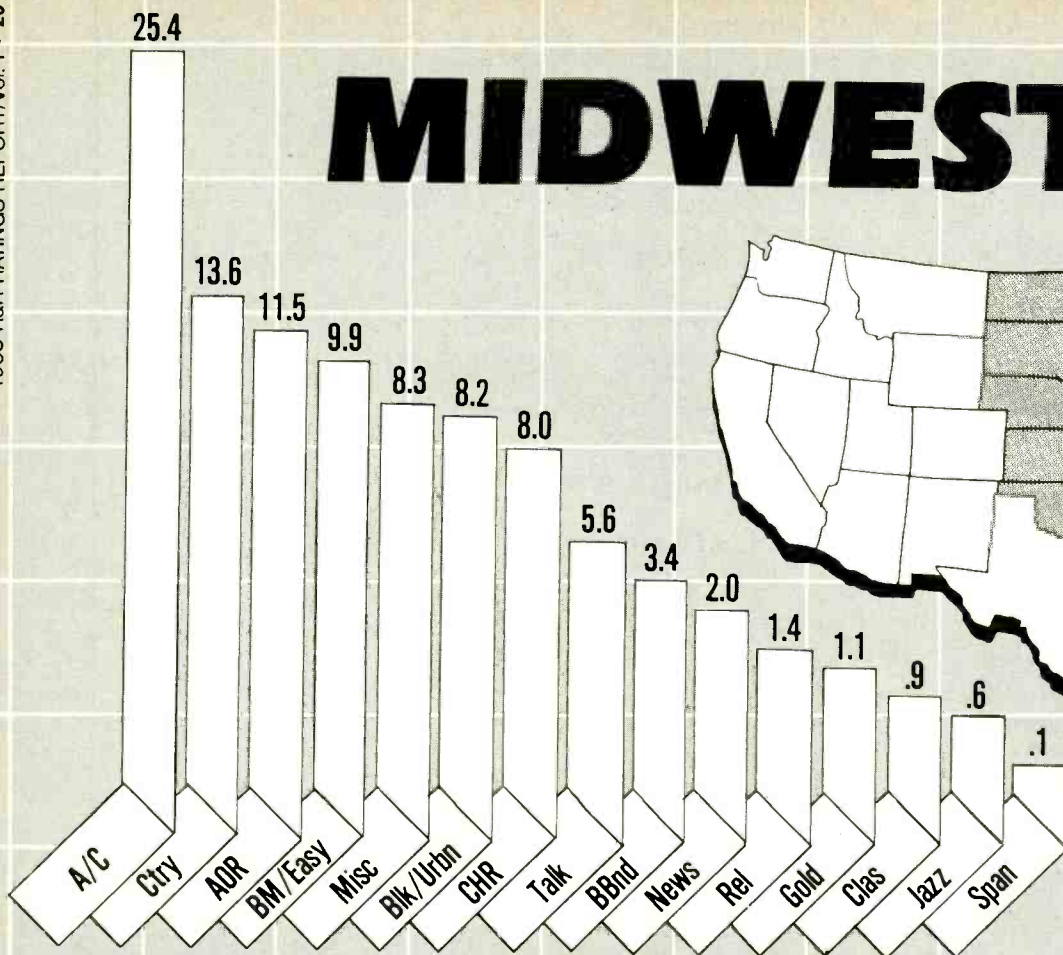
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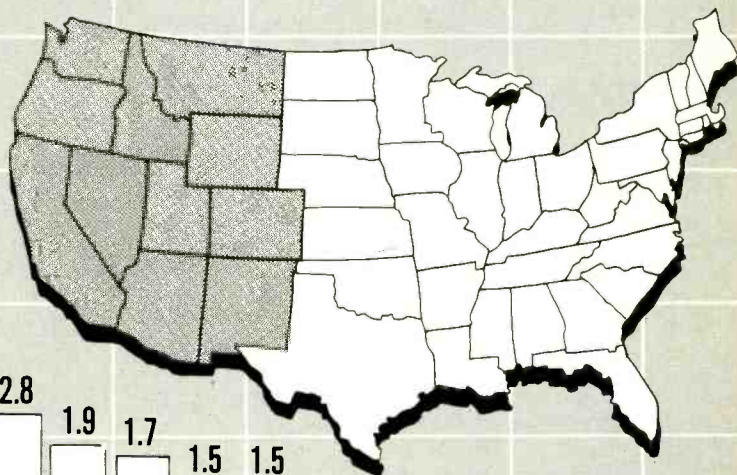
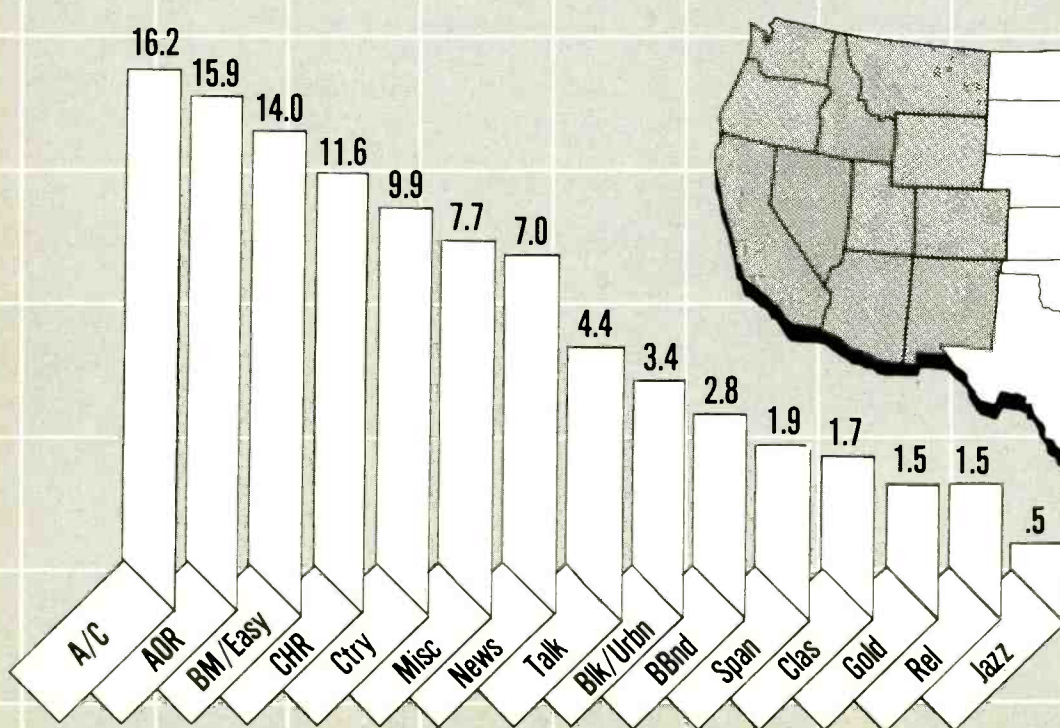
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WEST



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“DAYBREAK” is the evolutionary adult music radio format that's designed to offer morning-drive adults an Easy Listening balance of music, information and personality. The show follows the famous KBIG morning drivetime concept... minute-by-minute... allowing you to adapt it to your local market conditions and customize it to your needs.

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More of what you come to Bonneville for!

Format Leaders

Adult/Contemporary AQH

Cume

| | | | |
|---------------------------------|------|----------------------------------|-----------|
| 1. WTIC/Hartford | 21.1 | 1. WYNY/New York | 2,069,900 |
| 2. WCCO/Minneapolis-St. Paul | 20.5 | 2. WPIX/New York | 907,500 |
| 3. KDKA/Pittsburgh | 18.4 | 3. KDKA/Pittsburgh | 822,100 |
| 4. WGY/Schenectady | 13.7 | 4. WMGK/Philadelphia | 805,200 |
| 5. KSL/Salt Lake City | 13.1 | 5. WCCO/Minneapolis-St. Paul | 727,100 |
| 6. KSTP-FM/Minneapolis-St. Paul | 12.4 | 6. WBZ/Boston | 724,400 |
| 7. WSPD/Toledo | 12.3 | 7. WCLR/Chicago | 722,900 |
| 8. WTVN/Columbus, OH | 11.2 | 8. KHTZ/Los Angeles | 695,900 |
| 9. WIBC/Indianapolis | 11.1 | 9. WHDH/Boston | 636,100 |
| 10. WHIO/Dayton | 10.9 | 10. WFYR/Chicago | 619,100 |
| 11. WLQR/Toledo | 10.6 | 11. WNIC-FM/Detroit | 596,000 |
| 12. WENS/Indianapolis | 10.5 | 12. WMAL/Washington, DC | 554,600 |
| 13. KXOA-FM/Sacramento | 10.2 | 13. WIP/Philadelphia | 517,700 |
| 13. WBAL/Baltimore | 10.2 | 14. KOST/Los Angeles | 500,800 |
| 15. WBEN/Buffalo | 9.8 | 15. WMJC/Detroit | 500,600 |
| 16. WVOR/Rochester | 9.6 | 16. KIOI/San Francisco | 480,700 |
| 17. WHAS/Louisville | 9.4 | 17. KNBR/San Francisco | 479,800 |
| 18. WHAM/Rochester | 9.1 | 18. KVIL-FM/Dallas-Ft. Worth | 470,700 |
| 19. WMAL/Washington, DC | 8.9 | 19. KSTP-FM/Minneapolis-St. Paul | 466,100 |
| 20. WBZ/Boston | 8.6 | 20. KYUU/San Francisco | 463,400 |
| 20. WKRC/Cincinnati | 8.6 | 21. WSB/Atlanta | 441,300 |
| 20. WISN/Milwaukee | 8.6 | 22. WTAE/Pittsburgh | 426,600 |
| 23. WTMJ/Milwaukee | 8.4 | 23. WMJX/Boston | 423,600 |
| 24. WSNY/Columbus, OH | 8.3 | 24. WPEN/Philadelphia | 422,400 |
| 25. WGR/Buffalo | 8.0 | 25. KOMO/Seattle | 420,100 |

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KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC

Format Leaders



AQH

Cume

| | |
|----------------------------|------|
| 1. KATT-FM/Oklahoma City | 14.2 |
| 2. WTUE/Dayton | 13.3 |
| 3. WKDF/Nashville | 12.8 |
| 4. WLWQ/Columbus, OH | 12.6 |
| 5. KISS/San Antonio | 12.2 |
| 6. WIOT/Toledo | 11.4 |
| 7. WCMF/Rochester | 10.8 |
| 7. WPYX/Albany | 10.8 |
| 9. WEBN/Cincinnati | 9.5 |
| 10. KGON/Portland | 9.1 |
| 11. WHJY/Providence | 8.9 |
| 12. KZAP/Sacramento | 8.5 |
| 13. WMMS/Cleveland | 8.4 |
| 14. KSJO/San Jose | 8.3 |
| 15. WRNO/New Orleans | 8.1 |
| 16. WKLS-FM/Atlanta | 7.9 |
| 16. WNOR-FM/Norfolk | 7.9 |
| 18. WQMF/Louisville | 7.8 |
| 19. KDKB/Phoenix | 7.6 |
| 19. KINK/Portland | 7.6 |
| 21. WAPI-FM/Birmingham | 7.4 |
| 21. WFBQ/Indianapolis | 7.4 |
| 23. WMJQ/Rochester | 7.2 |
| 24. WZXR/Memphis | 7.1 |
| 25. KRSP-FM/Salt Lake City | 7.0 |

| | |
|---------------------------|-----------|
| 1. WPLJ/New York | 1,869,900 |
| 2. WAPP/New York | 1,438,700 |
| 3. WNEW-FM/New York | 1,037,500 |
| 4. KLOS/Los Angeles | 1,018,100 |
| 5. KMET/Los Angeles | 905,000 |
| 6. WLUP/Chicago | 709,800 |
| 7. WRIF/Detroit | 708,000 |
| 8. KROQ-FM/Los Angeles | 661,900 |
| 9. WMMR/Philadelphia | 619,900 |
| 10. WLLZ/Detroit | 606,500 |
| 11. WYSP/Philadelphia | 568,200 |
| 12. KNX-FM/Los Angeles | 561,300 |
| 13. WABX/Detroit | 529,900 |
| 14. WMET/Chicago | 515,800 |
| 15. WCOZ/Boston | 497,500 |
| 16. WIOQ/Philadelphia | 460,700 |
| 17. KMEL/San Francisco | 455,400 |
| 18. KLOL/Houston | 440,600 |
| 19. WBCN/Boston | 427,300 |
| 20. WXRT/Chicago | 409,100 |
| 21. KRQR/San Francisco | 385,600 |
| 22. KZEW/Dallas-Ft. Worth | 377,900 |
| 23. WDVE/Pittsburgh | 320,800 |
| 24. KGB/San Diego | 317,200 |
| 25. KSRR/Houston | 316,500 |

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Beautiful Music

AQH

Format Leaders

Cume

| | |
|-------------------------------|------|
| 1. WHIO-FM/Dayton | 15.1 |
| 2. WEZO/Rochester | 13.5 |
| 3. WJYE/Buffalo | 12.7 |
| 4. WLKW-FM/Providence | 12.6 |
| 5. WWBA/Tampa-St. Petersburg | 10.9 |
| 6. WFOG-FM/Norfolk | 10.6 |
| 7. KSFI/Salt Lake City | 10.2 |
| 7. WZEZ/Nashville | 10.2 |
| 9. KKNQ/Oklahoma City | 9.9 |
| 10. WVEZ/Louisville | 9.6 |
| 11. KOSI/Denver | 9.5 |
| 12. KJQY/San Diego | 9.2 |
| 13. WXTZ/Indianapolis | 9.0 |
| 14. WEZW/Milwaukee | 8.7 |
| 15. WEZI/Memphis | 8.3 |
| 15. WGLD/Greensboro | 8.3 |
| 17. WEAZ/Philadelphia | 8.2 |
| 18. WDOK/Cleveland | 7.9 |
| 19. WVEZ/Cincinnati | 7.8 |
| 20. KCTC/Sacramento | 7.7 |
| 21. WGAY-FM/Washington, DC | 7.3 |
| 22. KBAY/San Jose | 7.1 |
| 22. KMEZ-FM/Dallas-Ft. Worth | 7.1 |
| 24. WBYU/New Orleans | 7.0 |
| 25. KUPL-FM/Portland (Easy) | 6.9 |
| 25. WBNS-FM/Columbus, OH | 6.9 |
| 25. WJYW/Tampa-St. Petersburg | 6.9 |
| 25. WWBA/Tampa-St. Petersburg | 6.9 |

| | |
|-------------------------------------|-----------|
| 1. WPAT-FM/New York | 1,456,400 |
| 2. WRFM/New York | 1,220,100 |
| 3. WPAT/New York | 985,900 |
| 4. KBIG/Los Angeles (Easy) | 855,400 |
| 5. WLOO/Chicago | 830,800 |
| 6. KMPC/Los Angeles (Easy) | 717,700 |
| 7. WEAZ/Philadelphia | 679,200 |
| 8. KJOI/Los Angeles | 669,400 |
| 9. WLAK/Chicago | 536,700 |
| 10. WJOI/Detroit | 484,700 |
| 11. WGAY-FM/Washington, DC | 392,600 |
| 12. WJIB/Boston | 380,000 |
| 13. KOIT/San Francisco (Easy) | 372,900 |
| 14. WVNJ-FM/New York | 369,300 |
| 15. KABL-FM/San Francisco | 364,200 |
| 16. KMEZ-FM/Dallas-Ft. Worth | 361,700 |
| 17. KABL/San Francisco | 345,200 |
| 18. WLYF/Miami-Ft. Lauderdale | 320,700 |
| 19. WPCH/Atlanta | 297,900 |
| 20. KOSI/Denver | 287,200 |
| 21. KODA/Houston | 285,800 |
| 22. KJQY/San Diego | 277,500 |
| 23. WLKW-FM/Providence | 277,000 |
| 24. KNOB/Los Angeles (Easy) | 273,800 |
| 25. KBIG/Los Angeles (Anaheim book) | 260,700 |

Big Band

AQH**Cume**

| | |
|------------------------------|-----|
| 1. WOKY/Milwaukee | 6.7 |
| 2. WBBG/Cleveland | 6.2 |
| 3. WREC/Memphis | 5.6 |
| 4. WCOL/Columbus, OH | 5.5 |
| 5. KXOA/Sacramento | 5.3 |
| 6. KMLO/San Diego | 5.2 |
| 6. WDAE/Tampa-St. Petersburg | 5.2 |
| 6. WJAS/Pittsburgh | 5.2 |
| 6. WPXN/Rochester | 5.2 |
| 10. WRCQ/Hartford | 5.0 |

| | |
|---------------------|-----------|
| 1. WNEW/New York | 1,113,600 |
| 2. WJJD/Chicago | 545,400 |
| 3. KPRZ/Los Angeles | 384,000 |
| 4. WAIT/Chicago | 341,600 |
| 5. WJAS/Pittsburgh | 242,100 |
| 6. WBBG/Cleveland | 203,800 |
| 7. WHLI/New York | 198,500 |
| 8. WRTH/St. Louis | 189,200 |
| 9. CKJY/Detroit | 177,900 |
| 10. WOKY/Milwaukee | 175,600 |

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| KMGC | KHOW |
| KBPI | KBEQ(Q104) |
| KMBZ | WSLR |
| KEYN | WKDD |
| KYGO | KTYN |
| KZZC | |

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Contemporary Hit Radio

AQH

Format Leaders

Cume

| | |
|--------------------------------------|------|
| 1. WRBQ/Tampa-St. Petersburg | 11.6 |
| 2. WTIC-FM/Hartford | 11.1 |
| 3. WKXX/Birmingham | 10.2 |
| 3. WZGC/Atlanta | 10.2 |
| 5. WFLY/Albany | 9.9 |
| 6. WLOL/Minneapolis-St. Paul | 9.7 |
| 7. WMC-FM/Memphis | 9.5 |
| 8. WPRO-FM/Providence | 9.4 |
| 9. WWKX/Nashville | 9.0 |
| 9. WXKS-FM/Boston | 9.0 |
| 11. KBEQ/Kansas City | 8.8 |
| 12. WIKS/Indianapolis | 8.7 |
| 13. WEZB/New Orleans | 8.6 |
| 13. WXGT/Columbus, OH | 8.6 |
| 15. WQXI-FM/Atlanta | 8.3 |
| 16. WKRQ/Cincinnati | 8.1 |
| 17. KTFM/San Antonio | 7.3 |
| 18. KOFM/Oklahoma City | 7.0 |
| 19. WHYI/Miami-Ft. Lauderdale | 6.7 |
| 20. KFI/Los Angeles (Riverside book) | 6.6 |
| 20. WBSB/Baltimore | 6.6 |
| 22. WRQK/Greensboro | 6.5 |
| 23. KTSA/San Antonio | 6.4 |
| 24. KCPX-FM/Salt Lake City | 6.3 |
| 24. WTRY/Albany | 6.3 |

| | |
|---------------------------------------|-----------|
| 1. WNBC/New York | 1,942,200 |
| 2. WLS/Chicago | 1,067,400 |
| 3. WBBM-FM/Chicago | 1,047,100 |
| 4. KIIS/Los Angeles | 994,200 |
| 5. WLS-FM/Chicago | 917,700 |
| 6. KIQQ/Los Angeles | 888,500 |
| 7. WCAU-FM/Philadelphia | 792,300 |
| 8. KRTH/Los Angeles | 705,500 |
| 9. WKQX/Chicago | 704,500 |
| 10. KFI/Los Angeles | 687,000 |
| 11. KFRC/San Francisco | 681,300 |
| 12. XTRA/San Diego (Los Angeles book) | 664,000 |
| 13. WHYT/Detroit | 612,400 |
| 14. WXKS-FM/Boston | 609,200 |
| 15. WHYI/Miami-Ft. Lauderdale | 498,900 |
| 16. WZGC/Atlanta | 480,100 |
| 17. KMGG/Los Angeles | 471,700 |
| 18. WEEI-FM/Boston | 462,700 |
| 19. WINZ-FM/Miami-Ft. Lauderdale | 453,300 |
| 20. WLOL/Minneapolis-St. Paul | 451,100 |
| 21. WRQX/Washington, DC | 446,400 |
| 22. WROR/Boston | 423,300 |
| 23. CKLW/Detroit | 421,000 |
| 24. WQXI-FM/Atlanta | 402,800 |
| 25. WRBQ/Tampa-St. Petersburg | 396,200 |

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There are a lot of delivery firms that can get your package there tomorrow. Unfortunately, tomorrow is too late for a lot of deliveries.

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COUNTRY SIX PACK

Produced by Ed Salamon

1

MEMORIAL DAY

The Eddie Rabbitt Story

Hear the stories behind one of today's hottest crossover artists. Eddie got his start in 1970 when Elvis Presley recorded a song he had written.

THANKSGIVING

4

The Family Reunion

Spend an hour each with the Cash household, the West/Frizzell family and the Mandrell clan, each of whom has contributed more than one star to the roster of country music hitmakers.

2

FOURTH OF JULY

The Alabama Story

CMA's entertainers of the year all get together and talk about their climb to national stardom, from the earliest days to their current award as "Entertainers of the Year."

CHRISTMAS

5

Christmas

Around the Country

Ever wonder how the stars spend Christmas? Why not find out directly from your favorite artists in a show loaded with holiday music and memories.

3

LABOR DAY

Award Winners

This year's top male singer, Ricky Skaggs, joins female vocalist of the year, Janie Fricke, in exclusive interviews to tell the stories behind their hits.

NEW YEARS

6

Crystal Gayle's Golden Decade

Crystal lets down her hair and talks honestly about her ten years at the top in this program dedicated to Crystal and her music.

This package of three hour radio specials is offered at no charge on a swap-exchange basis in Arbitron-rated metro markets 1-171. Your market exclusivity will be protected so call immediately to pick up your Six Pack! (212) 869-7444.

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Format Leaders



| | AQH | | Cume |
|-------------------------------|------|-------------------------------|---------|
| 1. WTQR/Greensboro | 14.9 | 1. WHN/New York | 945,400 |
| 2. WZZK/Birmingham | 14.1 | 2. WMAQ/Chicago | 742,700 |
| 3. WAMZ/Louisville | 13.4 | 3. WKHK/New York | 726,600 |
| 4. WDAF/Kansas City | 12.5 | 3. KLAC/Los Angeles | 513,700 |
| 4. WFMS/Indianapolis | 12.5 | 5. KSCS/Dallas-Ft. Worth | 463,600 |
| 6. WCMS-FM/Norfolk | 10.6 | 6. KIKK-FM/Houston | 442,000 |
| 7. KSOP-FM/Salt Lake City | 10.4 | 7. KILT-FM/Houston | 420,600 |
| 8. WSIX-FM/Nashville | 10.0 | 8. KZLA-FM/Los Angeles | 403,600 |
| 9. KEBC/Oklahoma City | 9.9 | 9. WWWW/Detroit | 391,700 |
| 10. WKHX/Atlanta | 9.4 | 10. WJEZ/Chicago | 381,900 |
| 11. WIRE/Indianapolis | 8.8 | 11. KHJ/Los Angeles | 372,700 |
| 12. WQYK/Tampa-St. Petersburg | 8.6 | 12. WUSN/Chicago | 371,300 |
| 13. KSCS/Dallas-Ft. Worth | 8.3 | 13. WBAP/Dallas-Ft. Worth | 354,600 |
| 13. WKLR/Toledo | 8.3 | 14. WFIL/Philadelphia | 354,100 |
| 15. WMC/Memphis | 8.0 | 15. KNEW/San Francisco | 339,000 |
| 16. KAJA/San Antonio | 7.5 | 16. KPLX/Dallas-Ft. Worth | 337,700 |
| 16. WYRK/Buffalo | 7.5 | 17. WKHX/Atlanta | 320,200 |
| 18. WUBE-FM/Cincinnati | 7.4 | 18. WPOC/Baltimore | 299,200 |
| 19. WONE/Dayton | 7.3 | 19. KSAN/San Francisco | 297,300 |
| 20. WPOC/Baltimore | 7.2 | 20. WPKX/Washington, DC | 270,100 |
| 21. KOMA/Oklahoma City | 7.0 | 21. WDAF/Kansas City | 267,500 |
| 22. WSUN/Tampa-St. Petersburg | 6.8 | 22. WIL-FM/St. Louis | 266,900 |
| 22. KIKK-FM/Houston | 6.6 | 23. WCXI-FM/Detroit | 255,900 |
| 24. KNIX-FM/Phoenix | 6.5 | 24. WDGY/Minneapolis-St. Paul | 246,700 |
| 24. WIL-FM/St. Louis | 6.5 | 25. KNIX-FM/Phoenix | 231,600 |
| 24. WMNI/Columbus, OH | 6.5 | | |

Black/Urban Contemporary

| | AQH | | Cume |
|---------------------------------|------|--------------------------------------|-----------|
| 1. WENN-FM/Birmingham (Black) | 13.7 | 1. WKTU/New York (Urban) | 1,930,600 |
| 2. WYLD-FM/New Orleans (Black) | 12.9 | 2. WBLS/New York (Urban) | 1,867,800 |
| 3. KRNB/Memphis (Black) | 11.0 | 3. WRKS/New York (Urban) | 1,694,500 |
| 4. WHRK/Memphis (Urban) | 9.9 | 4. WGC/Chicago (Urban) | 826,800 |
| 5. WLOU/Louisville (Black) | 9.8 | 5. WBMX/Chicago (Black) | 789,800 |
| 6. WVEE/Atlanta (Urban) | 9.7 | 6. WJPC/Chicago (Black) | 519,200 |
| 7. WKYS/Washington, DC (Urban) | 9.3 | 7. WJLB/Detroit (Black) | 502,200 |
| 8. WTLC/Indianapolis (Urban) | 9.2 | 8. WKYS/Washington, DC (Urban) | 498,900 |
| 9. WDIA/Memphis (Black) | 9.0 | 9. WDRQ/Detroit (Urban) | 475,900 |
| 10. WAIL/New Orleans (Urban) | 8.8 | 10. WHUR/Washington, DC (Black) | 468,300 |
| 10. WQMG/Greensboro (Black) | 8.8 | 11. WDAS-FM/Philadelphia (Black) | 445,900 |
| 12. KMJQ/Houston (Urban) | 7.9 | 12. WUSL/Philadelphia (Urban) | 425,000 |
| 12. WXYV/Baltimore (Urban) | 7.9 | 13. KSOL/San Francisco (Urban) | 400,200 |
| 14. WATV/Birmingham (Black) | 7.7 | 14. KUTE/Los Angeles (Urban) | 398,600 |
| 15. WHUR/Washington, DC (Black) | 7.5 | 15. KMJQ/Houston (Urban) | 397,500 |
| 16. KPRS/Kansas City (Black) | 7.4 | 16. KDIA/San Francisco (Black) | 394,000 |
| 16. WAMO-FM/Pittsburgh (Urban) | 7.4 | 17. KRLY/Houston (Urban) | 373,500 |
| 18. KRLY/Houston (Urban) | 7.1 | 18. WVON/Chicago (Black) | 367,000 |
| 19. WVKO/Columbus, OH (Black) | 7.0 | 19. KGFJ/Los Angeles (Black) | 360,700 |
| 20. WOWI/Norfolk (Black) | 6.7 | 20. WOOK/Washington, DC (Black) | 329,200 |
| 21. WLOK/Memphis (Black) | 6.5 | 21. KACE/Los Angeles (Black) | 324,600 |
| 22. WBLK/Buffalo (Black) | 6.2 | 22. WVEE/Atlanta (Urban) | 320,900 |
| 23. WVOL/Nashville (Black) | 6.1 | 23. KKDA-FM/Dallas-Ft. Worth (Urban) | 319,400 |
| 24. WDAO/Dayton (Black) | 5.9 | 24. WXYV/Baltimore (Urban) | 318,800 |
| 24. WLUM/Milwaukee (Urban) | 5.9 | 25. WLBS/Detroit (Black) | 317,000 |

| | |
|---------------------------------|-----|
| 1. WQBA/Miami-Ft. Lauderdale | 6.4 |
| 2. KCOR/San Antonio | 6.0 |
| 3. WCMQ-FM/Miami-Ft. Lauderdale | 5.2 |
| 4. WRHC/Miami-Ft. Lauderdale | 3.8 |
| 5. KLAT/Houston | 3.1 |
| 6. WCMQ/Miami-Ft. Lauderdale | 3.0 |
| 7. KPHX/Phoenix | 2.7 |
| 7. WADO/New York | 2.7 |
| 9. KEDA/San Antonio | 2.6 |
| 10. KVAR/San Antonio | 2.3 |
| 10. KVVA/Phoenix | 2.3 |

| | |
|---------------------------------|---------|
| 1. WADO/New York | 488,600 |
| 2. KALI/Los Angeles | 314,300 |
| 3. WJIT/New York | 308,500 |
| 4. KLVE/Los Angeles | 252,700 |
| 5. KTNQ/Los Angeles | 250,900 |
| 6. KWKW/Los Angeles | 244,500 |
| 7. WQBA/Miami-Ft. Lauderdale | 195,300 |
| 8. WCMQ-FM/Miami-Ft. Lauderdale | 188,500 |
| 9. WOJO/Chicago | 163,500 |
| 10. WRHC/Miami-Ft. Lauderdale | 123,800 |

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AQH

Cume

| | |
|--------------------------------------|------|
| 1. KMOX/St. Louis (Talk) | 23.4 |
| 2. KTOK/Oklahoma City (News/Talk) | 12.3 |
| 3. KIRO/Seattle (News) | 10.8 |
| 4. KTAR/Phoenix (News) | 10.1 |
| 5. WGN/Chicago (Talk) | 9.6 |
| 6. KGO/San Francisco (Talk) | 8.7 |
| 6. KYW/Philadelphia (News) | 8.7 |
| 8. WCKY/Cincinnati (News/Talk) | 7.2 |
| 9. WLAC/Nashville (Talk) | 6.8 |
| 10. KCBS/San Francisco (News) | 6.7 |
| 11. KOA/Denver (Talk) | 6.6 |
| 12. KRLD/Dallas-Ft. Worth (News) | 5.9 |
| 12. WEAN/Providence (News) | 5.9 |
| 14. KCMO/Kansas City (News/Talk) | 5.7 |
| 15. KABC/Los Angeles (Talk) | 5.6 |
| 15. WXYZ/Detroit (Talk) | 5.6 |
| 17. WNWS/Miami-Ft. Lauderdale (News) | 5.5 |
| 17. WQBK/Albany (Talk) | 5.5 |
| 17. WWJ/Detroit (News) | 5.5 |
| 20. KTRH/Houston (Talk) | 5.4 |
| 20. WEEI/Boston (News) | 5.4 |
| 22. WAVI/Dayton (Talk) | 5.3 |
| 22. WOR/New York (Talk) | 5.3 |
| 23. KCBS/San Jose (News) | 5.2 |
| 23. WINS/New York (News) | 5.2 |
| 23. WOAI/San Antonio (News/Talk) | 5.2 |

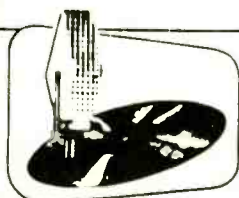
| | |
|----------------------------------|-----------|
| 1. WINS/New York (News) | 2,343,400 |
| 2. WCBS/New York (News) | 2,297,600 |
| 3. WOR/New York (Talk) | 1,702,800 |
| 4. WABC/New York (Talk) | 1,469,700 |
| 5. WGN/Chicago (Talk) | 1,345,400 |
| 6. KYW/Philadelphia (News) | 1,148,900 |
| 7. WBBM/Chicago (News) | 1,103,700 |
| 8. KFWB/Los Angeles (News) | 1,100,000 |
| 9. KNX/Los Angeles (News) | 1,025,200 |
| 10. KABC/Los Angeles (Talk) | 1,005,000 |
| 11. WMCA/New York (Talk) | 875,200 |
| 12. KCBS/San Francisco (News) | 838,500 |
| 13. KGO/San Francisco (Talk) | 834,000 |
| 14. KMOX/St. Louis (Talk) | 831,600 |
| 15. WWJ/Detroit (News) | 617,600 |
| 16. WCAU/Philadelphia (Talk) | 605,800 |
| 17. WIND/Chicago (Talk) | 580,400 |
| 18. WEEI/Boston (News) | 537,300 |
| 19. KIRO/Seattle (News) | 496,700 |
| 20. KRLD/Dallas-Ft. Worth (News) | 444,900 |
| 21. WXYZ/Detroit (Talk) | 421,100 |
| 22. WWDB/Philadelphia (Talk) | 407,600 |
| 23. WRKO/Boston (Talk) | 399,400 |
| 24. KTRH/Houston (Talk) | 388,700 |
| 25. WTOP/Washington, DC (News) | 350,500 |

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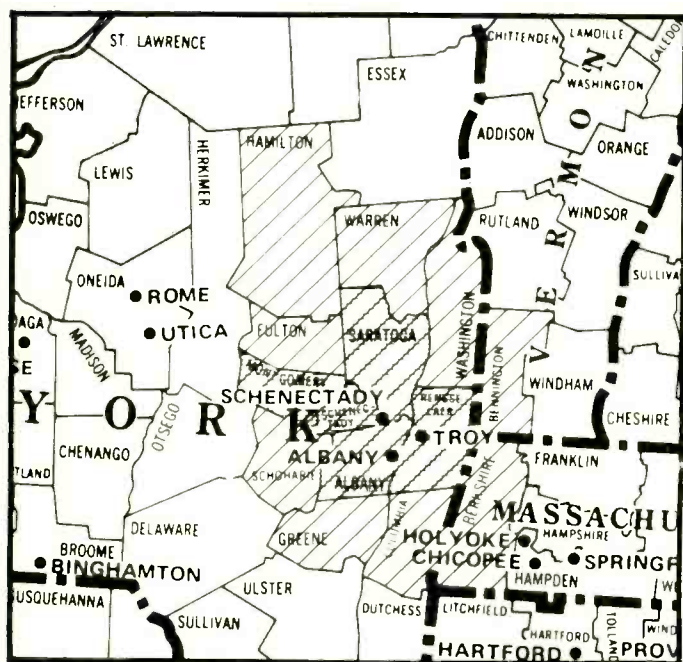
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Fall 1982

Market Overviews

Albany-Schenectady-Troy #49



Complete Ratings Data Page 70

WGY hung on as the leader in the Albany area, although the station slipped to its lowest overall share in recent memory. The other double digit entity, **WPYX**, was down too, but not as drastically. Part of its slippage may have been due to improvement shown by an AOR competitor, **WQBK-FM**.

The biggest upward move this sweep was made by **CHR WFLY**. **WFLY** solidified its teen numbers and more than doubled its male audience, contributing to the overall growth seen for the station. Others showing improvement included **WGFM**, **WGNA**, **WPTR**, **WQBK**, and **WTRY**.

Anaheim-Santa Ana-Garden Grove #19



Complete Ratings Data Page 71

There was no DST to be concerned with in Orange County, but there was a much smaller diary count this book than in the spring — 22% fewer usable diaries were returned. Although the sample was well-distributed among the various demos, it's disconcerting to see such a drop in a major market. The sample this sweep did approximate what **Arbitron** normally strives for in the Anaheim area, so perhaps the spring was an oversample.

The results showed some perennial powers remaining, but others stumbled and fell as new factors emerged. **KBIG's** Easy Listening approach continued to hold the top spot, but former power **KMET** lost almost four shares. The new leader among the AORs is **KROQ-FM** with its new music sound.

On the CHR front there was a major new force, **KIIS**, which surged to its best showing ever in the Anaheim metro, causing grief especially for **KRTH**, which dropped notably.

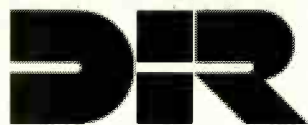
Among the local stations there was a new medalist, as **KIKF** continued to show growth and took the top spot. **KWIZ**, the previous local pacesetter, dropped to its softest book in over a year.



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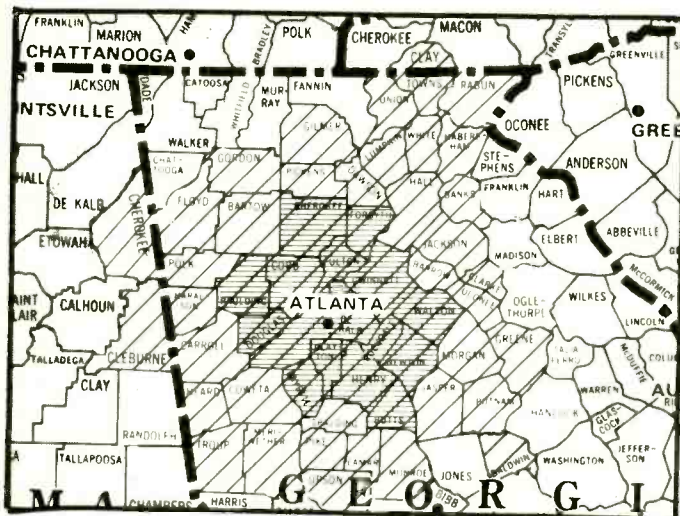
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Market Overviews Market Overviews Market Overviews

Atlanta #18



Complete Ratings Data Page 72

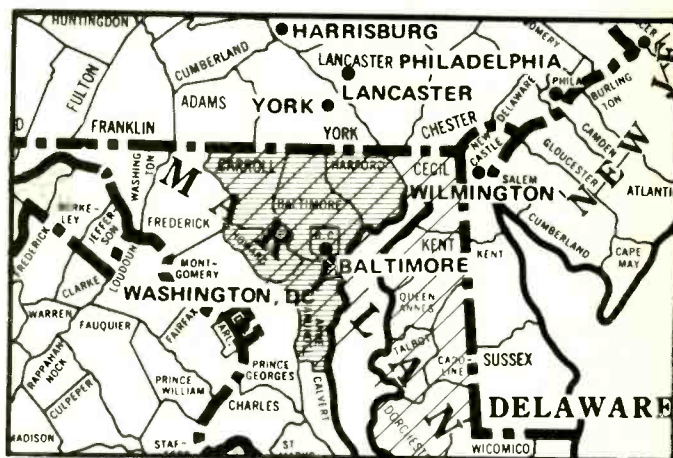
Thirteen came up as a notable number this sweep in Atlanta, with 13% more folks listening to radio in this DST-affected sweep compared to the non-DST fall '81 effort. Also, there was a 13% drop in the market's overall diary return, perhaps an **Arbitron** adjustment after the first DST book in the spring, when the diary return rose 31%.

The black diary return was stable from the spring book to this one, but **Arbitron** is still having trouble retrieving enough black diaries in Atlanta. Approximately 18% of the returned and usable 12+ diaries were from blacks this sweep, but **Arbitron** is trying to get 23%.

A station that might benefit from an increase in black diaries, Urban **WVEE**, slipped from its one-book stand as the overall leader in the market. The new 12+ king was CHR **WZGC**, which recovered from some soft spring estimates. **WVEE** was runner-up, with **WKHX** continuing to attract Country listeners and grabbing third place in the process.

Two other notable advances worth mentioning . . . **WKLS-FM** bucked the poor trend for AORs this book with an upturn based largely on young adult men, and **WSB-FM** continued to draw adherents to its soft-rock A/C approach.

Baltimore #15



Complete Ratings Data Page 73

As with Atlanta, 13 is the key number to keep in mind as you evaluate the fall '82 data in Baltimore. According to **Arbitron**, the overall market listening was up 13% this sweep (with DST for blacks) compared to fall '81. Also, the black return was up in Baltimore this survey compared to the spring results, posting a gain of 13% more usable ethnic diaries — contrary to the results in many other fall markets. With that increase, **Arbitron** came close to hitting its goal for the portion of overall sample sought from blacks.

With this book showing the highest fall listening levels ever for the market, and with good ethnic representation, there was little in the way of notable changes in the overall standing. **Hearst's WBAL** remained the only station in double digits, **WXYV's** numbers slipped with the more stable ethnic return, **WPOC** had a relatively stable survey, and **WYYY**, as did so many other AORs, suffered (down 34% since fall '81).

Two success stories stood out. **Plough's WCAO** moved to the Country format this book and improved its score over the station's previous CHR numbers. Also, as **WCAO** switched, **WBSB** may have been the beneficiary of some rock quarter-hours coming to the station. Gains among young adults and teens helped propel **WBSB** to its best book yet.

11

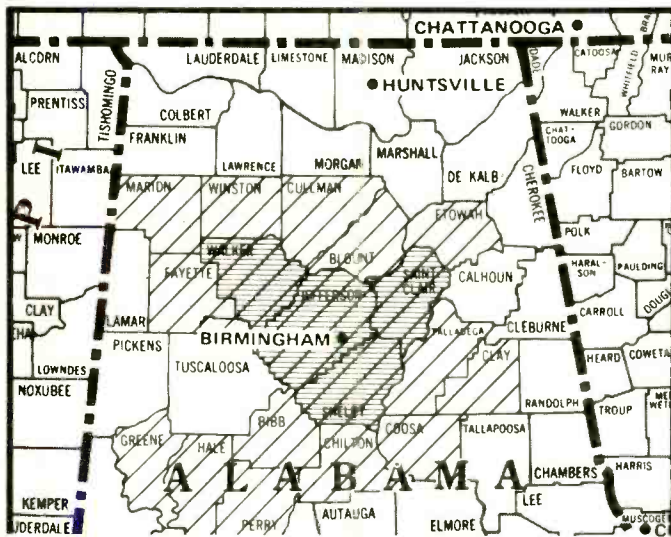
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Birmingham #45



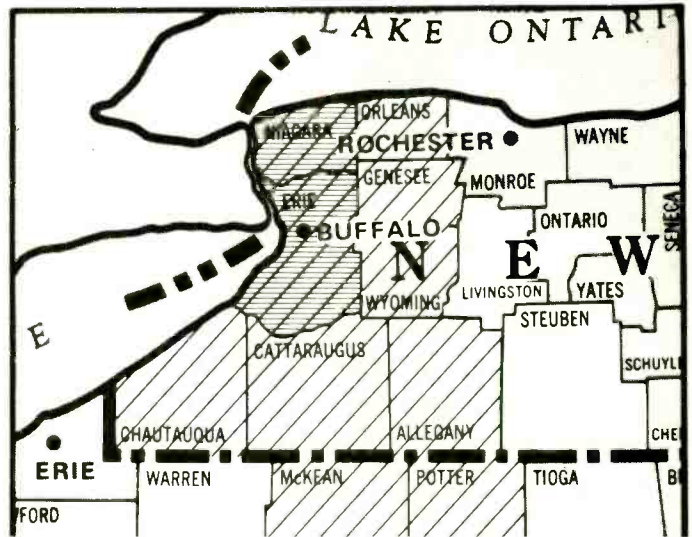
Complete Ratings Data Page 74

Country **WZZK** slipped again but held on to 14% of the 12+ audience to capture the top spot for the fourth book in a row. However, with DST in use **WENN-FM**'s Black approach is generating better and better numbers, and the station was up again to threaten **WZZK**'s dominance, despite black diary return being down 18% from the spring, compared to an 11% drop overall.

WKXX's rock format slipped in popularity but still held double digits, while a big improvement was being recorded by **WAPI-FM**. The AOR entity added three shares, with young adult gains fueling the advance.

There was a new factor to consider in Birmingham. **WQEZ** transferred ownership and became **WMJJ**, moving from BM to A/C. The spring results will tell what impact this move will have.

Buffalo #32



Complete Ratings Data Page 79

This fall '82 sweep in Buffalo had a slightly poorer diary return than the spring effort, with estimates for males 18-24 somewhat shaky, since the demo was notably affected by the sample slippage. The poorer young adult male sample may have caused some problems for stations such as **WGRQ**, which saw its shares slip. However, the appearance of a new AOR competitor — **WUWU** — may have had an impact also.

WJYE remained the leader with a level showing, **WGR** was up nicely, and Country **WYRK** added three. **WNYS** and **WPHD** also garnered better numbers, while CHRs **WBEN-FM** and **WKBW** slipped noticeably.



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Boston #7



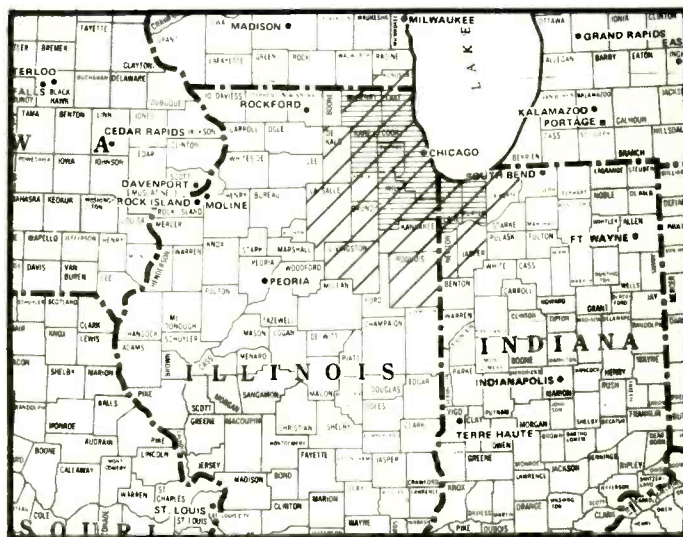
Complete Ratings Data Page 76

There was a new kingpin in Boston as **WXKS-FM** scored gains across the teen and young adult demos to emerge with its best book ever. Previous pacesetter **WBZ** had a stable book, keeping ahead of **WHDH** for the second consecutive survey; **WEEI-FM** went CHR and made a notable impression; and **WBCN** recaptured the AOR laurels as **WCOZ** dropped almost three shares (down 50% from fall '81).

Among stations with appeal to the 35+ demos, there were some success stories. Beautiful Music made an across-the-board comeback from the doldrums in earlier '82 surveys. Also, **WRKO's** Talk format apparently was the talk of town, as the station added two shares to its total, with the most spectacular improvement in the AM drive daypart, especially among women.

From an **Arbitron** perspective there were several items worthy of note. With DST, listening was up 8% over the fall '81 results, about what might be expected given the relatively small ethnic population in the Boston metro (less than 5%). Black diary return was up nicely this sweep, accounting for 7% of the total metro in-tab, while the overall diary count for the metro was down 345, or 15%, from the summer book. To the relief of stations targeting young adults, there was a better rate of return among 18-34 diarykeepers. Thus, this book showed more overall market listening due to DST, and a slightly more ethnic tinge to the sample than the previous survey, with good rates of return among the hard-to-survey young adults.

Chicago #3



Complete Ratings Data Page 80

The results of the fall **Arbitron** sweep in the Windy City were a good microcosm of the national survey picture. While the traditional market leaders, **WGN** and **WBBM**, held their own in the first fall DST effort in Chicago, others showed more fluctuation. All the Black/Urban Contemporary stations were dealt softer numbers than in the previous survey, while Beautiful Music stations **WLOO** and **WLAK** showed renewed vigor. Country was down slightly, although most of that slippage hit **WMAQ**, as expected when the station's broadcasts of the White Sox baseball ended. **WCLR** emerged more "clearly" as the A/C leader, AOR became a closer battle as **WXRT** improved and **WMET** and **WLUP** were down, and **WLS-AM & FM** were up while **WBBM-FM** stepped back from its high in the summer book.

In this first fall DST sweep **Arbitron** may not have placed enough diaries among the black populace, evidenced by the fact that black diary return was down 10% compared to the previous sweep. Meanwhile, overall diary return in the metro was up by more than 240 compared to the summer. Combined with the decline in black diaries, the results showed a less ethnic report than before, good news for the A/C and BM stations, not such good news for the Black/Urban properties.

The winter '83 survey introduces Differential Survey Treatment for Hispanics to the market, an item that should bear watching. Also, it will be interesting to see how the ethnic/non-ethnic overall diary counts compare — on such comparisons do ratings successes or failures in some part depend.

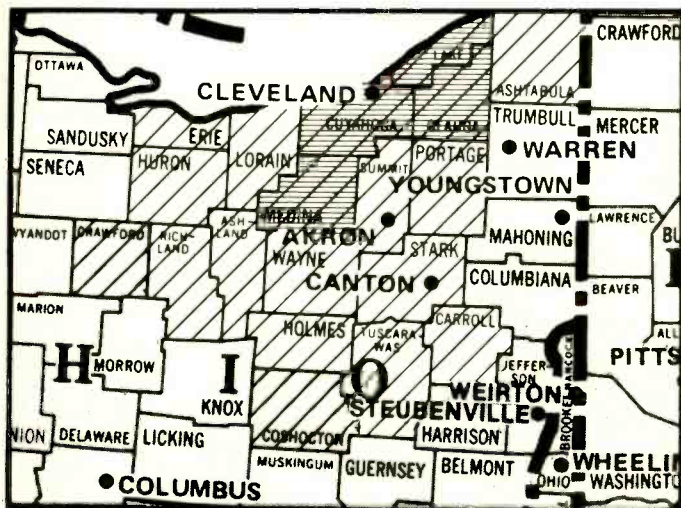
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Cleveland #21

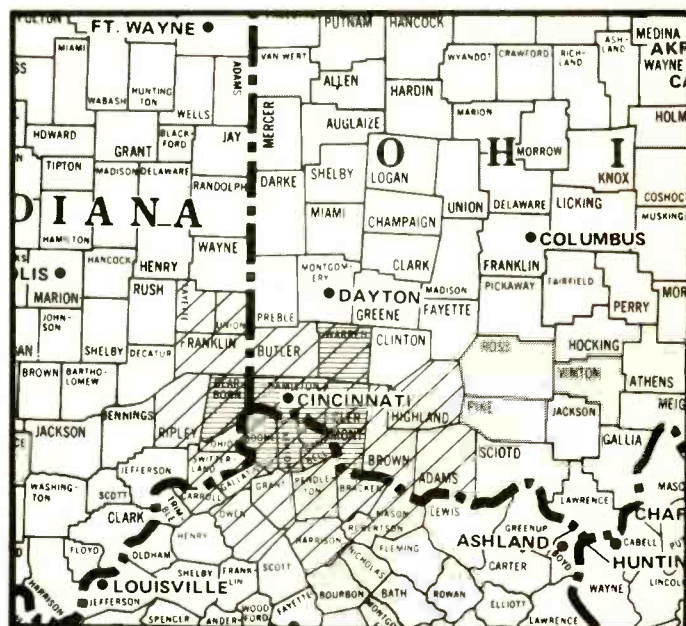


Complete Ratings Data Page 83

The first fall sweep with DST influence in Cleveland showed some impact from the new black measurement technique. Overall listening was up 15% compared to the fall '81 survey, and hit the highest level recorded in Cleveland since DST began last winter. Unfortunately, even with DST, **Arbitron's** problems in getting back enough diaries surfaced in this market, as in others this sweep. Black in-tab totals dropped from 352 diaries in the summer to 273 this book, a decline of 22%. Overall diary return totals have remained fairly stable in Cleveland in the last year; thus, the totals this book reflected a slightly more non-ethnic sample.

Formatically, **WMMS's** AOR dominance slipped just slightly as **WRQC** evolved from the former **WLYT** to challenge the Buzzard. Nevertheless, **WMMS** remained the top station overall in Cleveland. The Beautiful Music properties, **WDOK** and **WQAL**, were both reborn this sweep, but the spotty ethnic return may have caused the Black/Urban stations to slip. On the Adult Contemporary front **WMJI** (formerly **WWWM**) has come on strong in two books and grabbed the lead in that format. **WZZP** and **WGCL** posted gains as well.

Cincinnati #27



Complete Ratings Data Page 82

The fall '82 **Arbitron** survey in the Queen City was one of the more smoothly-administered this go-round. Diary return was stable compared to the spring, black in-tab was also level and proportionate to the ethnic group's percentage of the local 12+ population, and all in all it was an unremarkable survey — which was remarkable in itself this sweep.

With **WLW's** loss of Reds baseball to boost its numbers, there was a new number one station, AOR **WEBN**. Other stations with promising stories this book included **WUBE** with its best score, **WRRM** tying its best total, and an almost three-share gain for **WCKY's** News/Talk approach. Urban Contemporary **WBLZ** notched another sizable gain as well. Please note, by the way, that **WYYS** is changing calls and will be known as **WLTT**.

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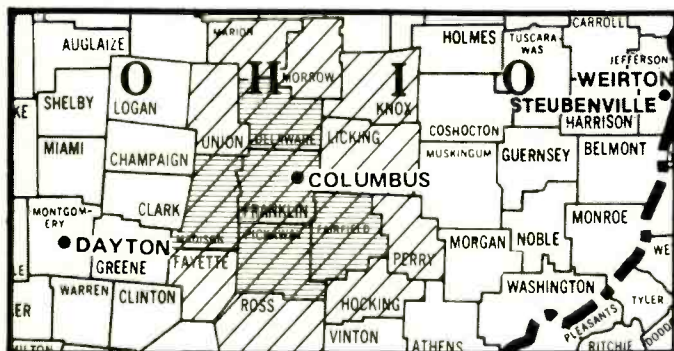
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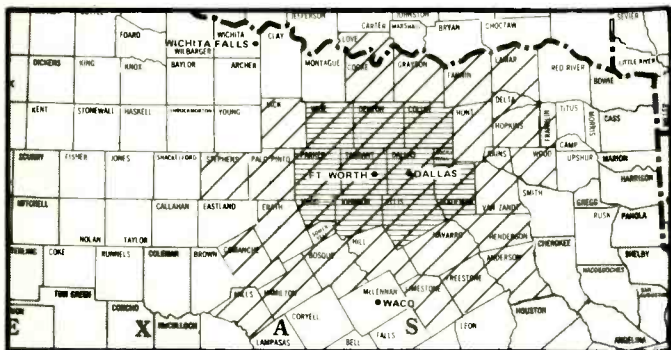


Complete Ratings Data Page 84

DST for blacks had a notable impact in the spring book, as listening in the market rose and the fortunes of **WV KO**, the local Black-formatted entity, improved. The impact continued in the fall sweep, even though black diary return was down 35%. WV KO managed to prosper with fewer diaries, perhaps because the cume value of the diaries that were returned was higher than in the spring survey. It will bear watching in upcoming sweeps whether or not the black diary count stabilizes, and what impact that will have on the numbers for WV KO.

AOR **WLWQ** held on to first place, posting the kind of growth few AORs achieved this book. **WTVN** became the new runner-up with its typically strong fall book, thanks to Buckeyes football broadcasts. **WSNY** made itself heard, scoring a solid share, and **WMNI**'s Country appeal garnered more listeners this book.

Dallas-Ft. Worth #10



Complete Ratings Data Page 85

There was a new number one station in the Metroplex as **Cap Cities' KSCS** rebounded from a dip in the spring book to pass **KVIL-FM** and take the 12+ honors. KSCS's growth came among male listeners.

There were two especially noteworthy format situations. First, the local AORs took a dive. Also, there was slip-

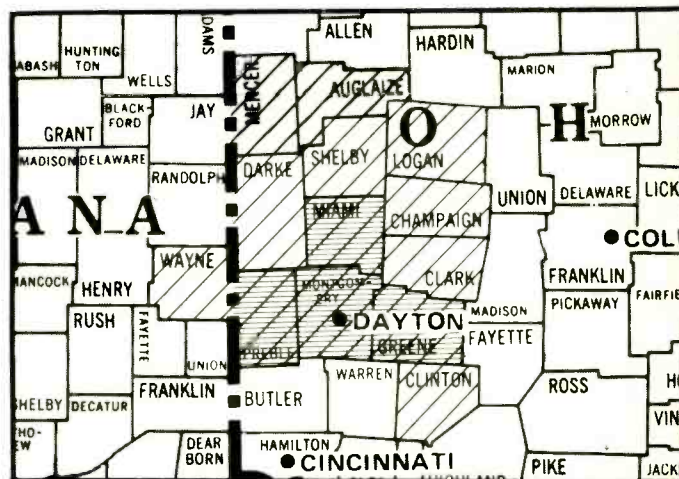
page in the Urban arena, particularly affecting **KNOK**. **Arbitron** sampling problems may have contributed to both cases of format malaise.

Although there was just a slight dip from the spring sample compared to the number of usable fall diaries, there was a notable drop in returned and usable 18-24 year-old representation. With 18-24's diary count down 22% compared to the spring, and with teens also returning fewer usable diaries this sweep, it's not surprising that the AOR format suffered from less stable and reliable estimates generated by fewer format-loyal diarykeepers.

The same problem may have also hurt Urban performances. Black diary return was down 28% compared to the DST effort in the spring. That adjustment may seem drastic, but since Arbitron came in just under the percentage of diaries from blacks it was targeting, don't expect any great rebound in upcoming sweeps. The return this time may have been good enough for Arbitron's purposes.

On a positive note, the market's Beautiful Music stations posted vigorous showings. **KMEZ-FM** and **KOAX** were each up more than two shares over downcast spring results.

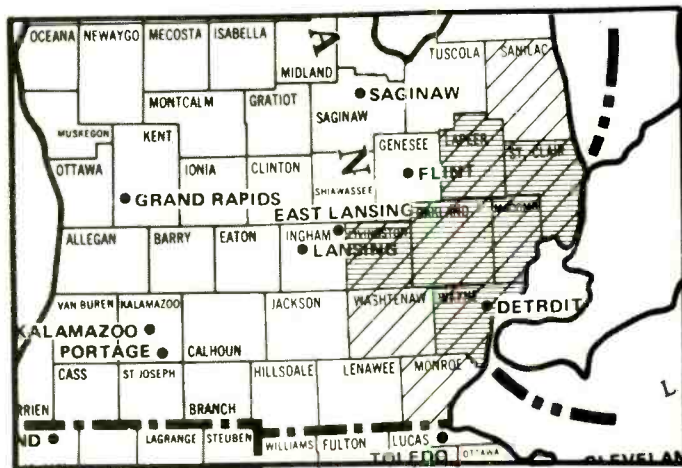
Dayton #48

**Complete Ratings Data Page 86**

The spring standings remained the same this sweep — **WHIO-FM** on top with its Beautiful Music format. **WTUE** next with an AOR sound, and **WHIO** third with its brand of A/C. Besides these double-digit stations, **WONE** also had a good book, moving to recapture some losses in the spring survey results.

WDAO did not do as well this sweep, perhaps because overall diary return was up and return among blacks was down. **Arbitron** is still not achieving the desired black return rates in Dayton, falling about one-third short of its goal.

Detroit #6



Complete Ratings Data Page 88

There were some interesting movements in the fall results for the Motor City. **WJR**, perennially the leader, slipped as usual in the fall since the Tigers didn't have much impact on this book. The new number two station in the metro was Beautiful Music **WJOI**, which zoomed into prominence after **WJR-FM** switched calls and format and became **WHYT**.

WHYT's emergence, with the **Mike Joseph** "Hot Hits" approach, was one of the factors that definitely shook up the market this survey. While the CHR format was taking hold, stations such as **WNIC-FM**, **WDRQ**, and **WMJC** experienced losses at least partially attributable to changing patterns as listeners cumed WHYT. Future books will bear watching to see how long this state of flux remains and how the audience will sort itself out.

Other stories of interest were found in AOR, where **WRIF's** lead over **WLLZ** widened; on the information scene, where both **WWJ** and **WXYZ** improved; and in the Country race, where **WCXI-AM & FM** and **WWWW** were locked in mortal combat.

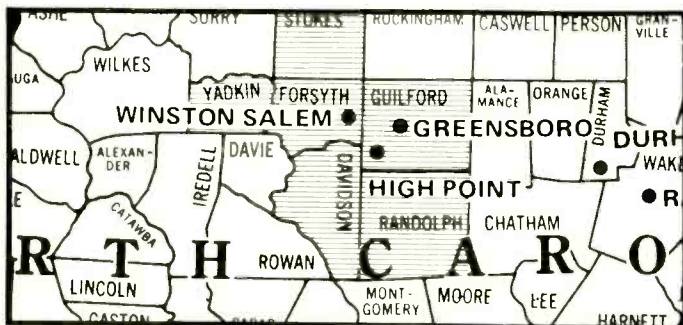
As for **Arbitron** impact, the book looked relatively stable. One positive note was that there were 16% more usable diaries this sweep than in the fall '81 effort, giving advertisers a reason to place more faith in these more stable estimates.



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Greensboro-Winston Salem-High Point #46



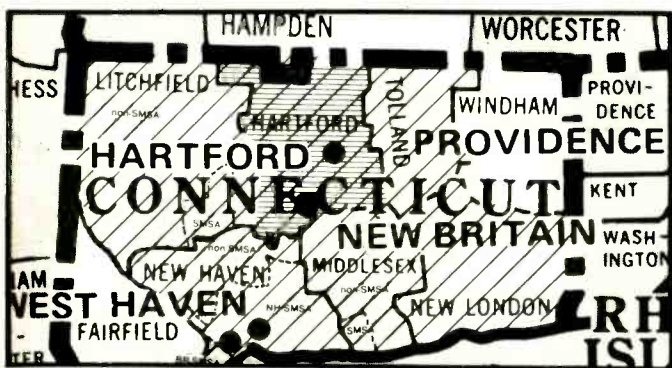
Complete Ratings Data Page 90

As in other markets, **Arbitron** had difficulty implementing DST in the Piedmont area. Although Arbitron wants 19% of the sample from blacks, to date neither DST sweep has achieved that figure. In this book the return was down 22% from the ethnic sample in the spring, and the diaries represented only 11% of the metro total. **WQMG** has done well since DST hit the metro, and it and other Black-formatted stations may prosper down the road should Arbitron decide to oversample in order to proportionately represent local black residents.

Country fixture **WTQR** didn't seem to have much to worry about, as it continued to outpace the rest of the market, even while slipping this book. **WQMG** was the new runner-up, **WGLD** rebounded into third, while formerly strong **WKZL** lost one-third of its audience this book.

There were some interesting developments taking place in the CHR arena. New entry **WDCG** came out of the chute strongly, causing some problems for **WSEZ** especially. Keep an eye on this one.

Hartford-New Britain #40



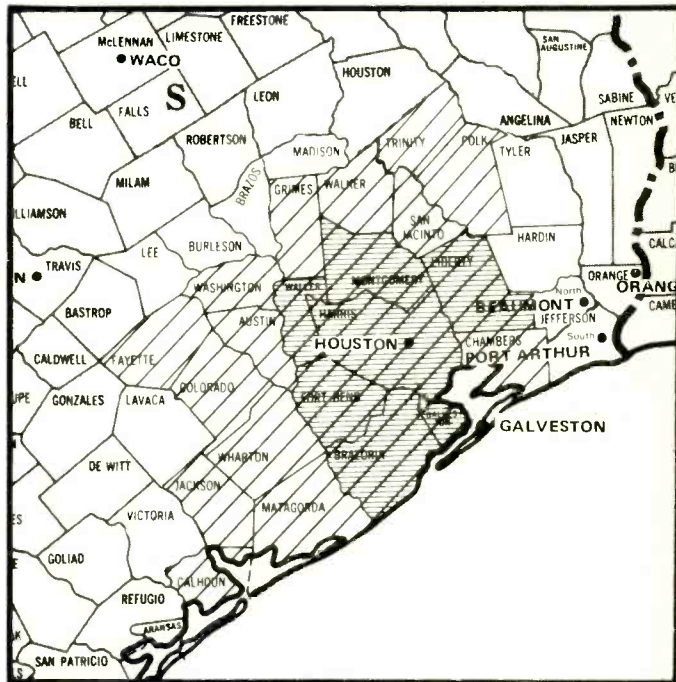
Complete Ratings Data Page 91

Hartford was one of the easier markets to figure out this sweep — all you needed to know was **WTIC**. In either the AM version, the dominant full service A/C, or the FM, a

CHR entity that gained four shares this book, **WTIC** has about one-third of the market listening at any given moment. Not a bad posture.

Among the mortals in the metro, **WCCC-FM's** AOR impact grew, **WKSS** improved its Beautiful Music presence, and **WRCQ** experienced continued growth for its Big Band sound.

Houston-Galveston #8



Complete Ratings Data Page 92

The big news in this fall's **Arbitron** sweep was the diary return problem among the local black populace. Although overall diary return was just slightly less than in the summer survey, black return plummeted 36%, even with the use of DST for the first time in a fall survey here. Arbitron wanted to retrieve about 18% of the 12+ total from blacks, but succeeded in getting only 13%. Blacks returned 433 diaries in the summer — just 276 this sweep. Black/Urban shares didn't fall appreciably, but the quality and stability of these estimates is certainly open to question.

Two other items were worthy of note. Country stations **KIKK-FM** and **KILT-FM**, both stumbled. Their AM counterparts were also softer. The audience decline was real, since although overall listening in the market was up 12% compared to the fall '81 results, listening was down from the summer levels.

Of note too is the emergence of **KKBQ**, formerly **KULF**. This new AM CHR entry took the market by storm after its debut in the summer survey. This go-round, **KKBQ** became the top teen station in the Houston area, with good young adult numbers on top of the teen niche.

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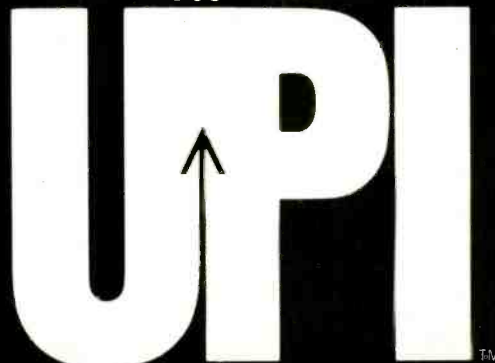
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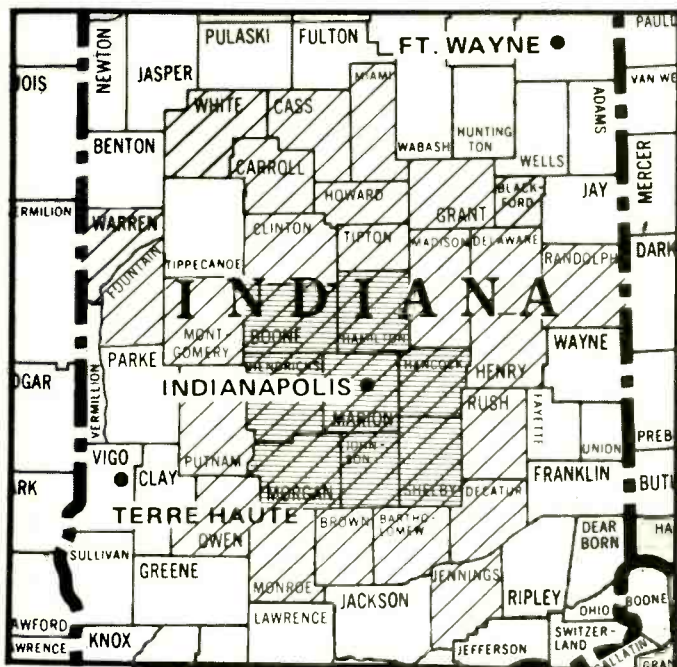
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One Up on the Wire

Market Overviews Market Overviews Market Overview

Indianapolis #36

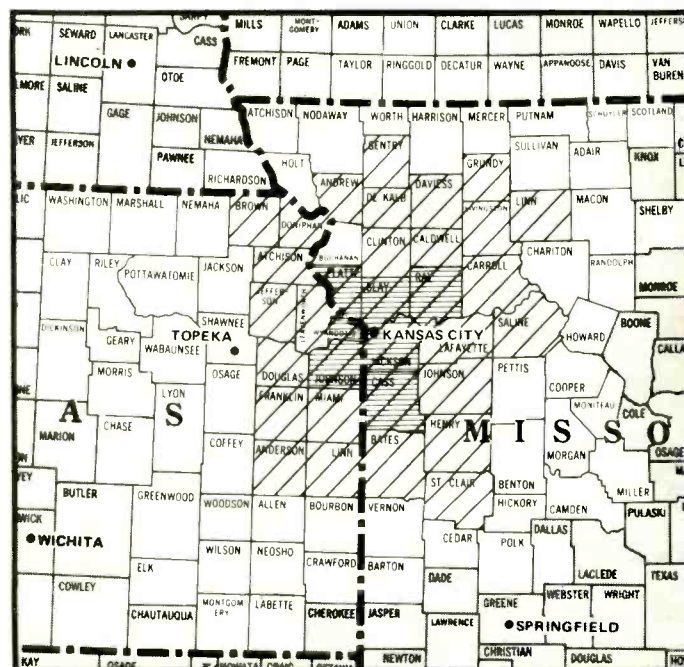


Complete Ratings Data Page 94

It was a good news/bad news sampling situation this **Arbitron** sweep. The good news was that there was a slight increase in the overall sample total for the market. The not-so-good news was that black return dropped 20% from the first DST effort in the spring. Arbitron did not meet its goal of proportionately representing the local black populace, since only 10% of the usable diaries were returned by blacks, compared to 14% in the spring. Blacks represent about 13% of the 12+ Indianapolis population. Such a return disparity may have hurt **WTLC**, although another Urban station, **WGRT**, did show slight improvement.

The new market leader was **WFMS**, which passed Country competitor **WIBC**. Another winner was A/C **WENS**, which continued to build impressively. **WIKS** had a book worth writing home about as well, including a big jump in teen appeal.

Kansas City #29



Complete Ratings Data Page 95

In a survey of relatively stable sampling, **WDAF** reasserted itself and widened its lead over the rest of the market. The other **Taft** station in the metro, AOR leader **KYYS**, had its once-dominant position seriously challenged by **KKCI**, which jumped three shares this sweep as **KYYS** was losing four shares.

Other notable movements included **KCEZ** retaking the lead in the Beautiful Music race, **KMBZ** slipping without Royals baseball and downturns for **KFKF**, **KUDL**, and **WHB**. Market fixtures **KBEQ** and **KPRS** secured stable showings to remain healthy.

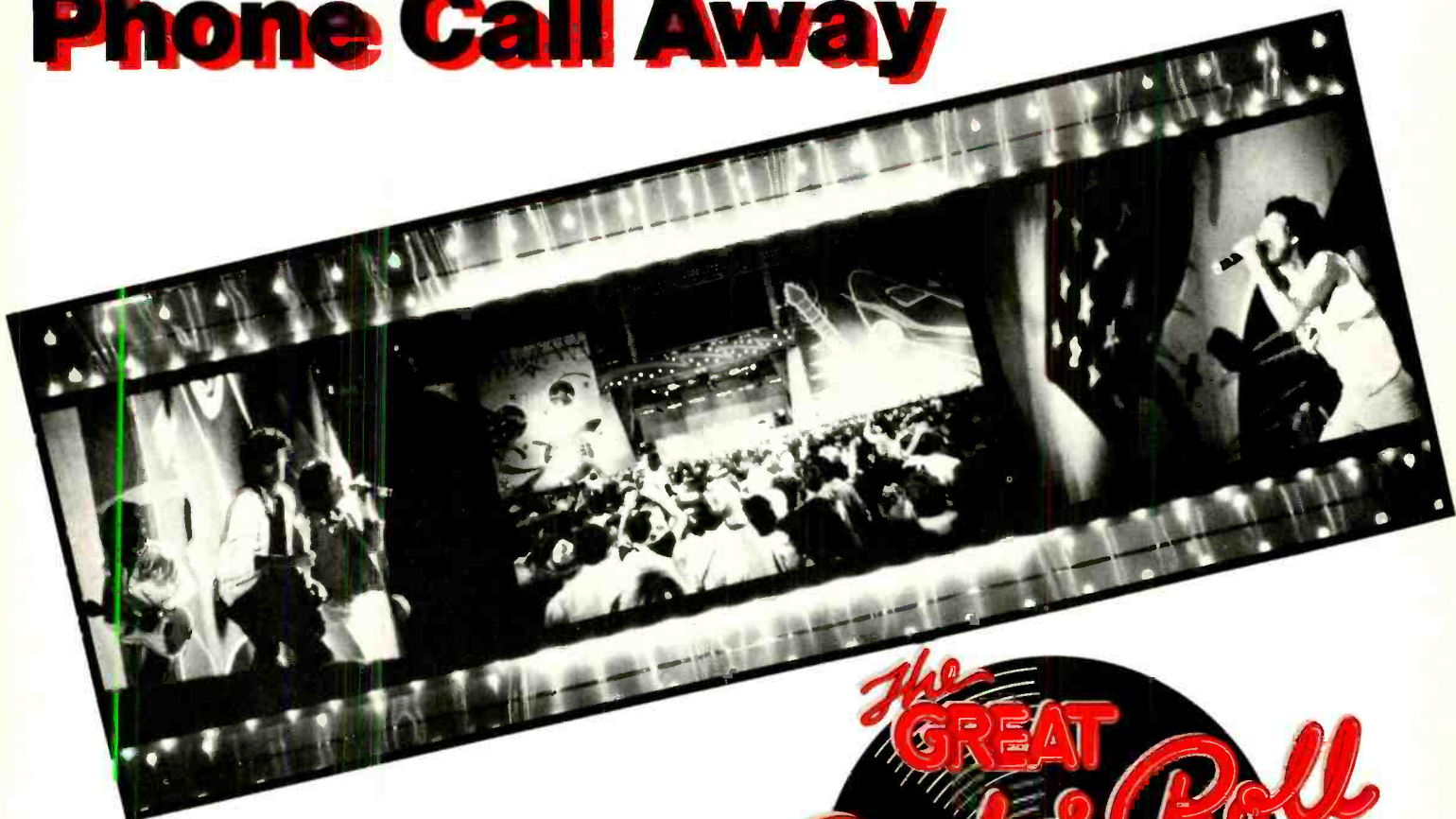
11

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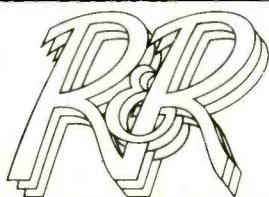
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Los Angeles #2



Complete Ratings Data Page 96

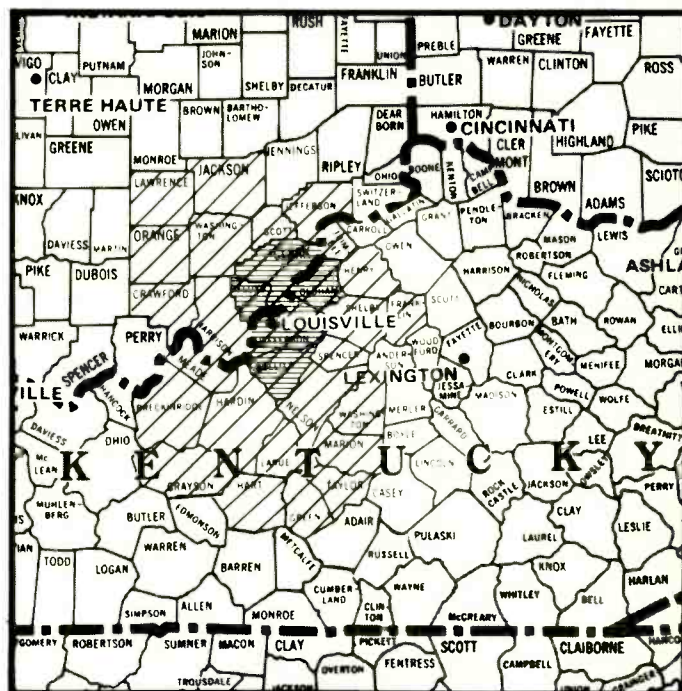
The fall '82 results in L.A. may never be shown in an **Arbitron** highlight film, considering the firm's problems getting back enough diaries from blacks and unlisted households. The ratings firm retrieved 197 usable black diaries, down 50% from the 393 received in the summer. In some demos the return was pitiful — only 10 diaries back from black males 18-24, for example, in the second largest market in the nation. With returns like those, some diaries carrying individual cume values of almost 9000 people, this book could not be used as a shining example of ratings reliability.

The return problem among those not in the phone book (the Expanded Sample Frame or ESF portion of the diaries) still plagues **Arbitron** in L.A. The ESF target was approximately 45% of the metro sample, but actual ESF return was only 29% of the 12+ total. Stations and formats that might be affected by ESF return — ethnic/Urban properties and AORs at one end of the spectrum, Beautiful Musics at the other — undoubtedly had their numbers tainted by such poor ESF response.

In any case, **KABC** stayed on top even though dropping three shares thanks to scant Dodgers baseball in the sweep. **KBIG** had a healthy upturn, partially thanks to former BM competitor **KOST** switching to A/C midway through the survey. On the AOR front the seemingly inevitable happened — **KROQ-FM** became the top album rock entity in the

Southland, highlighting **Rick Carroll's** "ROQ of the '80s" modern music approach. **KIIS** demonstrated strength across the various dayparts and shot to its best book ever to lead the CHR pack, while Country and News stations posted solid improvements.

Louisville #41



Complete Ratings Data Page 98

Better diary return overall and among ethnics helped improve the quality of this Louisville survey over the spring effort by **Arbitron**. A new leader emerged, **WAMZ**, a Country entry which almost doubled its spring shares with spectacular improvements in every major daypart, particularly among mornings and middays.

Black-formatted **WLOU** held number two, no doubt benefitting from DST. However, **Arbitron** is still not getting back as many blacks diaries as desired in the metro — it wants about 13% of the sample to be returned by blacks, but in the fall only 8% was. It's not unlikely that **Arbitron** will add more black sample in an upcoming sweep — which could have additional impact on the fates and fortunes of **WLOU**, as well as the rest of the market.

WVEZ recovered somewhat this book, the Beautiful Music property moving into third, just ahead of another healthier station, **WHAS**.

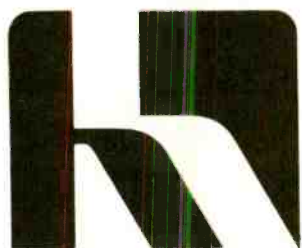
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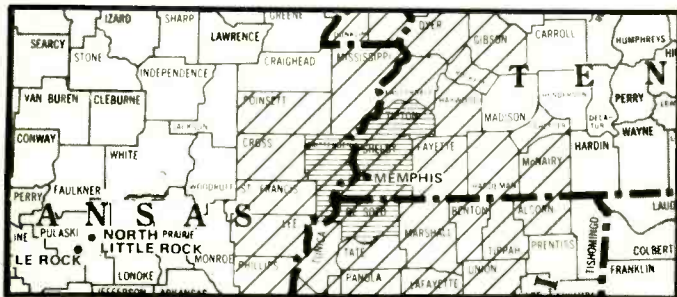
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Memphis #42



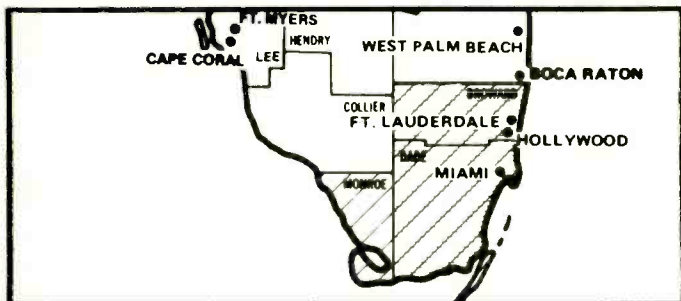
Complete Ratings Data Page 99

Memphis is one of the markets where DST for blacks, combined with the 1980 Census population updates reflecting the growth of the local ethnic population, had a most significant impact on the **Arbitron** results. In the spring **Arbitron** got back more black diaries than expected, 523. In this sweep that figure dropped to 393, a 27% decline, accounting for 34% of the metro Memphis diaries. **Arbitron** is trying to get black diaries to total 38% of the 12+ total diary count, so the ratings firm is still trying to find a key to get proper representation of the local black population.

Since DST hit, market listening levels have shot up 27% compared to last fall, when there was no DST for blacks. Also, shares for the Memphis Black/Urban stations, such as new market leader **KRNB**, have gone through the roof. Three of the four leading stations feature Black or Urban formats, with only **WMC-FM** hanging in there among the non-ethnically-targeted stations.

Among the remaining contenders, **WEZI**, **WMC**, and **WLOK** (another Black-formatted station) showed notable overall gains.

Miami-Ft. Lauderdale-Hollywood #11



Complete Ratings Data Page 100

The two main developments in the South Florida survey were the strengthening of **WHYI**'s position, as it took the top spot overall, and the healthier numbers of new Hispanic leaders **WQBA** and **WCMQ-FM**. **WHYI** rode gains

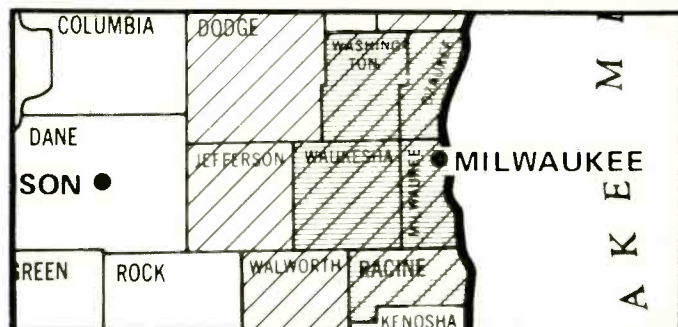
among teens and the ladies to put some distance between itself and **WINZ-FM**. Meanwhile, **WQBA** recaptured the top spot among the Hispanic-formatted stations.

Some **Arbitron** factors may have made a contribution to the above successes. There were more diaries in this first fall sweep in the combined metro than in the spring survey, and there was notable improvement in the return rates among those 12-34 years of age. For **CHR**, **AOR**, **A/C** and ethnic/Urban stations appealing to the younger end of the spectrum, the additional diary count meant more cuming opportunities and more stable estimates for this audience.

There was also more ethnic return than before. Black diaries totalled 349, up from the 283 in the spring. In this book both black stations, **WEDR** and **WRBD**, did well. Return from the High Density Hispanic Area was up too, from 528 to 593. When Hispanic DST hits the market in the spring '83 sweep, estimates for the stations with Hispanic formats may be even higher.

Other success stories this survey included **WWWL**'s switch from **AOR** to **A/C**, and the capture by **WNWS** of the News crown.

Milwaukee-Racine #25



Complete Ratings Data Page 102

A slight drop in overall metro diary return, a larger drop in black diary totals, and a huge drop in the number of usable diaries from men 18-24 transpired in Milwaukee this book. The 12+ diary return was down 9%, black return was down 18% (but reached a figure proportional to the percentage of blacks in the 12+ populace), and the male 18-24 return plunged 42%. 59 diaries were used to generate estimates for the male 18-24 population of the greater Milwaukee market.

WEZW's Beautiful Music numbers bounced back enough to take the overall market lead, while **A/C WISN** improved enough to finish just a hair's breath behind. Previous leader **WBCS-FM** had a catastrophic book, losing more than half its audience.

Given the poor young male diary return, how did the **AORs** fare? Not well — **WLPX** was down for the third straight book, and **WQFM** lost a share. More positive notes were struck by **WZUU**, which regrouped after a softer spring score, and Urban **WLUM** (which has done well since DST came into the market last spring).

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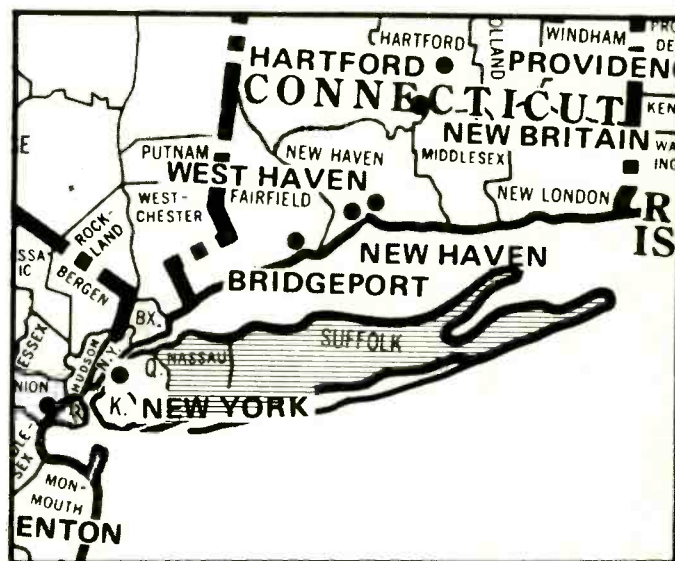
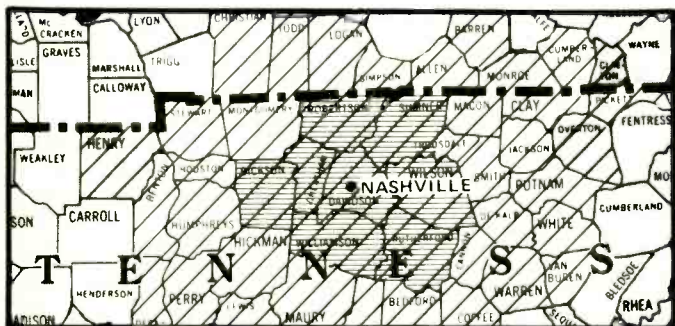
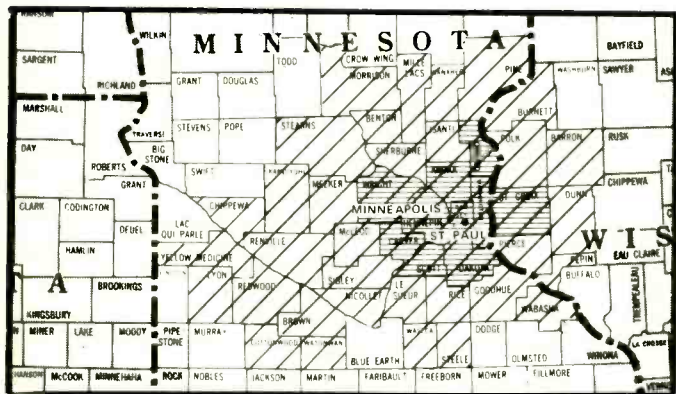
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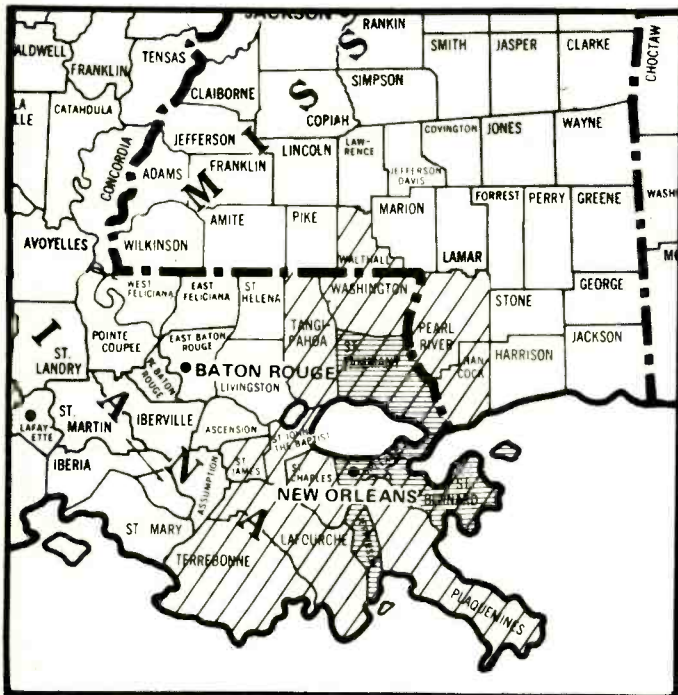
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New Orleans #33

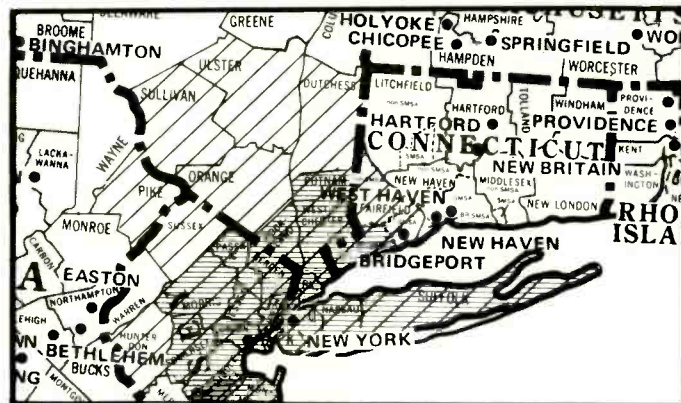


Complete Ratings Data Page 107

WYLD-FM, the only Black/Urban station that didn't go up when DST hit the market in the spring book, made up for lost time with its showing this survey. The station doubled its overall shares and shot to the top of the Crescent City metro. **WAIL**, which led in the previous book, was down four shares this time but still ranked second, while rocker **WEZB** had a stable book for third.

Some interesting **Arbitron** implications were present in New Orleans. First, although DST has had a tremendous impact on the standings in the area, more shakeups may be on the way. Arbitron has yet to achieve its black return target, 30% of the metro's diaries. In the fall book only 22% of the diaries were returned from blacks, and that number was down slightly from the spring sweep's black total. Thus, it might be possible that Arbitron will boost the amount of sample placed among local blacks. That could mean additional coming opportunities and possibly more stable estimates for Black/Urban stations.

New York #1



Complete Ratings Data Page 108

As in some other key markets, New York City's **Arbitron** results in the fall were less than a splendid thing. While there were 260 additional diaries this sweep than in the summer, the ethnic return suffered, leading to flukes in the data. Black in-tab was down 26%, from 783 in the summer to 576 this survey, and Hispanic return slipped also. As a partial result, the shares of the Black/Urban Contemporary stations slipped from previous surveys, while Hispanic **WADO** soared. **WADO** was tops in the market among women 35-44, largely due to a gaggle of heavy listening diaries in that demo, some of which were worth more than 9000 cume persons each.

Return in the ESF (Expanded Sample Frame) portion of the metro was poor also. Although Arbitron strove for 32% of the total in-tab to comprise unlisted listeners, only 24% of the usable tally came from the ESF folks. Stations that normally garner a good chunk of audience from the ESF diaries — either ethnic/Urban stations, AORs, or Beautiful Music stations at the other end of the spectrum — may have had their estimates affected by this ESF shortfall.

As for the numbers themselves, **WBLS** emerged first among the Urban trio, as **WKTU** and **WRKS** slipped, giving **WBLS** the market lead as well. **WINS** won the News battle, **WPLJ** reclaimed first among the AORs, and **WYNY** stood rock solid. On the Beautiful Music scene there was progress, as **WPAT** dropped **Schulke**, programmed its AM-FM properties locally, and scored ratings gains. **WRFM** had a stable book.

1

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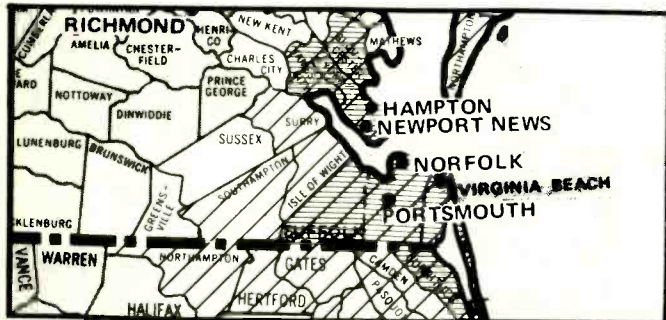
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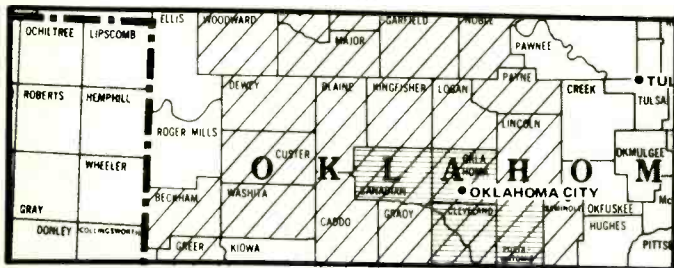
Complete Ratings Data Page 111

In the Tidewater metro there was a battle between Country and Beautiful Music for the overall lead — and a tie resulted. Country **WCMS-FM**, which was tops in the last book, improved to double digits this sweep. However, so did BM **WFOG**.

In the rest of the marketplace the main action was in the CHR/AOR arena. **WNVZ**, formerly **WQRK**, came on strong with its version of CHR and in the process became a major factor among teens and young adults. As a result **WMYK**'s shares slipped significantly. This will be an interesting story to keep an eye on, and the stature of **WNOR-FM** will also bear watching, to see if it's affected by **WNVZ**'s move as well.

A pretty stable sweep here, similar to the spring in terms of in-tab and black diary return. Compared to the fall '81 book, which didn't have DST, the listening levels were up 19%, a plus for Norfolk radio.

Oklahoma City #47

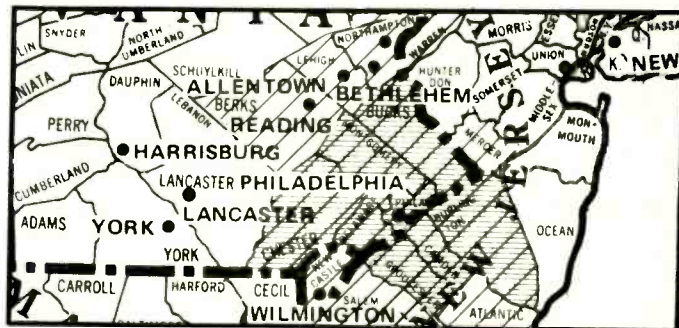


Complete Ratings Data Page 112

KATT-FM became the new leader in Oklahoma City by adding five shares, with huge teen and young adult growth. Former market leader **KEBC** dropped five shares, **KKNG** added four to approach double digits, and **KTOK** improved to hold onto second place.

With all this turbulence in the market, you might expect some stations would see their numbers slip. You'd be right. Besides the KEBC decline, other Country stations had their problems too — **KOMA** and **KKLR**, for example. On the other hand, **WKY**'s new Gold approach helped boost its fortunes.

Philadelphia #5



Complete Ratings Data Page 113

As predicted in the last Ratings Report, **WDAS-FM** knocked off **KYW** in the summer '82 sweep to lay claim to the top 12+ spot in the market. However, with the release of the fall '82 scoreboard **KYW** was back on top while **WDAS-FM** gained a new competitor to worry about. Beautiful Music holdover **WEAZ** soared and **WMGK** held off new A/C competitor **WWSH**, formerly a BM station.

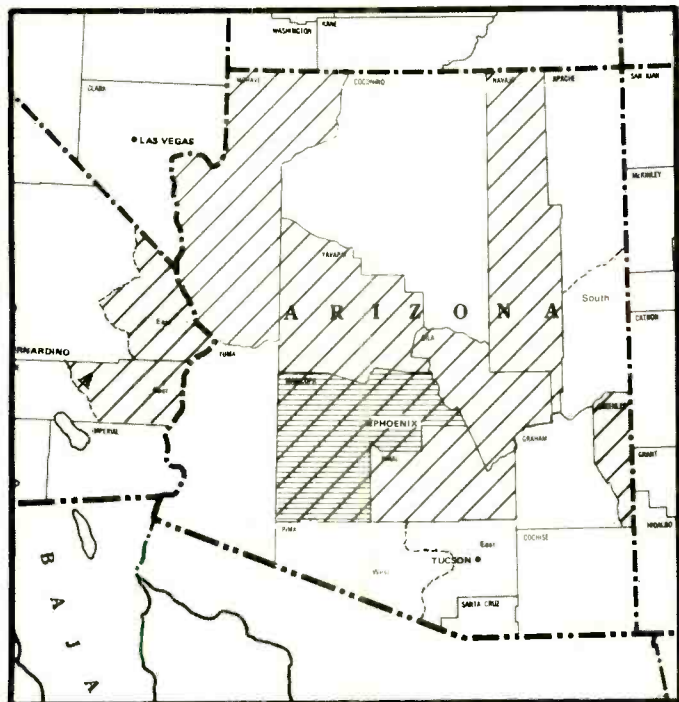
In the summer standings WDAS-FM grabbed the lead from KYW, but in doing so made its Black/Urban audience an inviting target for a hungry competitor. Enter **Don Kelly**, former PD at **WRKS/New York City**. Now a consultant, Don was hired by **WUSL** as it switched to an Urban format. Bingo — improvement for WUSL, big slide for WDAS-FM. The outcome of this battle should be interesting.

Greater Media's combo of **WMGK & WPEN** did well, with WWSH's move to A/C apparently having little immediate affect on the fortune of "Magic." However, with WWSH leaving Beautiful Music, WEAZ was the happy recipient of WWSH's disenfranchised listeners.

Other notable shifts in the market included **WMMR** dropping two shares as **WYSP** and **WIOQ** improved, **WCAU** losing two shares as the Phillies season came to an end, and the remaining Country outlet, **WFIL**, doubling its overall total from the summer book.

There were a number of sampling anomalies in this book. First was the continued oversample of blacks. **Arbitron** wanted to get back approximately 18% of the diaries from this group, but almost 23% of the usable diaries were ethnic — almost the same as the summer returns. In fact, with DST, listening in the total market was up 12%, compared to the fall '81 book. There was also more sample returned in a usable fashion — 19% more on a fall-to-fall basis. This means more stable estimates generally, and with the high return among ethnics means the Urban battleground is an important one.

Phoenix #24

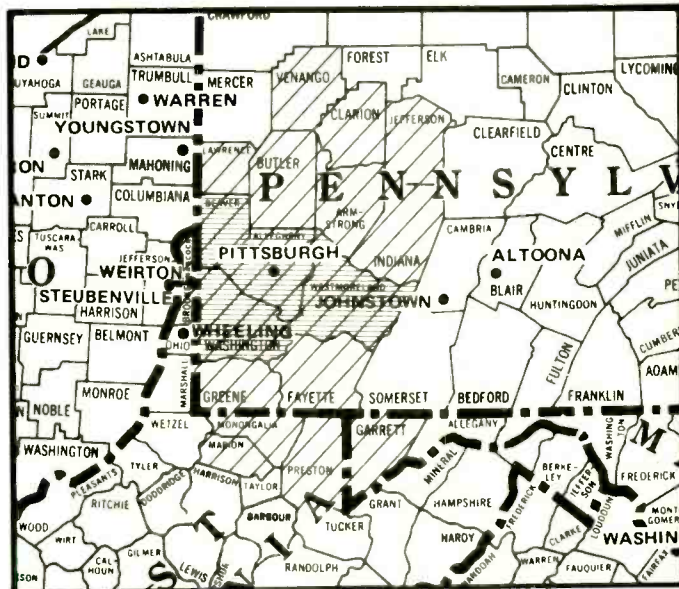


Complete Ratings Data Page 114

Some sampling instabilities may have affected the fall results in the Valley of the Sun. Although the overall number of usable diaries was up 9% compared to the spring sweep, the number of diaries from the High Density Hispanic Area dropped by 31%. This may have led to high cume values for Hispanic diaries, which can lead to unstable estimates. That may explain why **KPHX** and **KVVA**, the Spanish-formatted stations, both scored substantial gains this book.

Other than the possible Hispanic sampling problems, the results looked relatively stable for Phoenix. **KTAR** took the top spot, boosted by carrying Arizona State football games. AOR **KDKB** showed improved numbers, **KNIX-FM** held on to the top 25-54 spot, and Urban **KUKQ** jumped (perhaps affected by the Hispanic situation noted above). **KQYT** and **KZZP** showed some softer numbers this survey.

Pittsburgh #14



Complete Ratings Data Page 116

A major new factor in the Steel City, the lowest **KDKA** share in recent memory, and the highest shares yet for other stations highlighted the fall Pittsburgh scorecard. **KDKA** still led, but the station slipped almost two shares without Pirates baseball — still, an 18 is hardly anything to panic over.

The biggest move this sweep was made by the former **WFFM-FM**, now A/C entry **WHYW-FM (Y97)**. With a massive media blitz and major contests, the station made an impression in one book, causing competitors grief.

Another station with the right to smile was **WAMO-FM**, which soared to its best share ever as DST boosted the overall market's listening 14% compared to the non-DST fall '81 report. Also happy were **WDVE**, which posted its best book recently, and **WBZZ**, which led the CHR contingent.

Two others made notable comebacks this sweep. **WTAE**, boosted by a partial Steelers season, shored up its numbers, and **WJAS** rebounded from spring survey doldrums.

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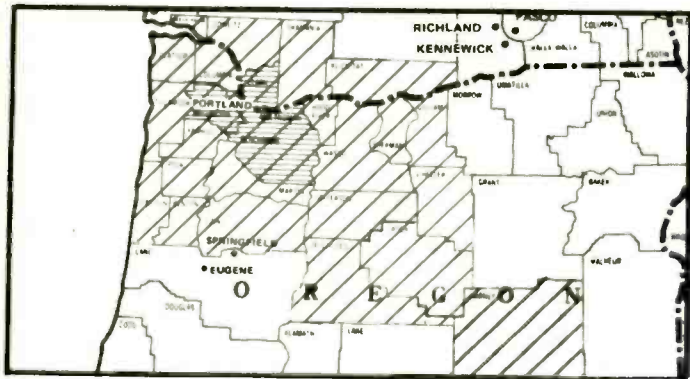
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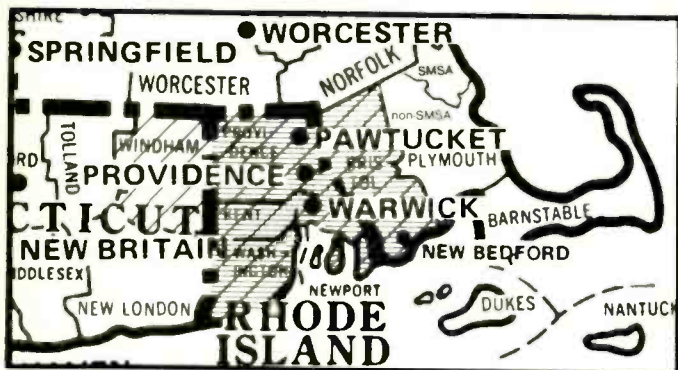
Complete Ratings Data Page 117

The main note regarding this Portland book was that Arbitron "delisted," or removed from the report, estimates for KKSX. KKSX admitted mailing its listeners "program guides" which included the plea to "report listening to KKSX as much as you can."

KGON again was the 12+ leader, even though it dropped four shares (see below). The more adult-targeted AOR, KINK, rebounded from a downturn in the spring to add two shares to its total this sweep.

There was a new Country leader, as KJIB achieved its best shares yet while KWJJ and KYTE were slipping. Also rising notably was KMJK, whose CHR format took off this survey. KXL and KXL-FM did better with their respective News and Beautiful Music formats. Finally, KLLB, which changed to AOR in mid-survey, came on with enough quarter-hours to cause some grief for KGON.

Providence-Warwick-Pawtucket #26



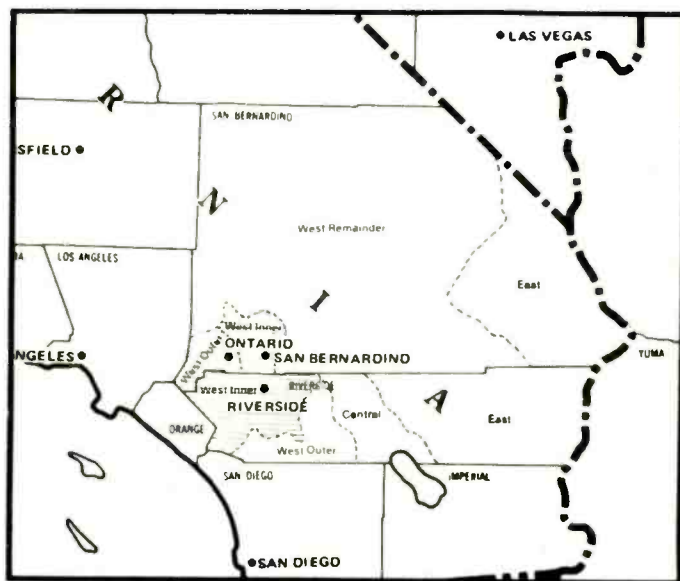
Complete Ratings Data Page 118

From our "Why AOR GMs/PDs have ulcers department," this fall book in Providence highlighted the vagaries of Arbitron's sampling of males 18-24. Although overall

diary return was down 10% in this book the slippage among men 18-24 was triple that, a decline of 30%. Fewer diaries can lead to poorer sampling of this volatile demo, which may explain partially why WHJY slipped and CHR WPJB lost half its numbers.

As for other results, WLKW-FM had its usual good fall book to hold on to first in the metro. Information was apparently a hot button, as WEAN's News format and WBSM's Talk approach were well received this sweep. WSNE's A/C sound also garnered a larger audience, boosting the station to its best book ever.

Riverside-San Bernardino-Ontario #31



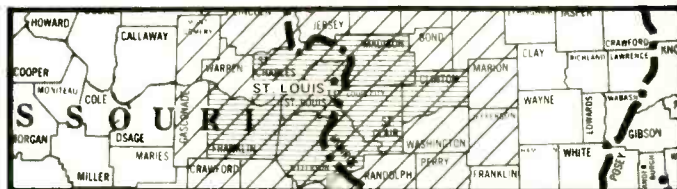
Complete Ratings Data Page 119

L.A. stations continued to dominate the listening in the Riverside-San Bernardino metro, with KFI, KIIS, and KBIG posting leading numbers this survey. KIIS enjoyed the biggest improvement, while KMET and KRTH showed notable slippage.

Among the local stations, KDUO had a stable book to remain the pacesetter. KQLH almost doubled this sweep to rise into contention, and KCAL-FM posted its best shares in recent history.

One methodology note worth mentioning here: although the 12+ diary was down slightly compared to the spring, the return from the High Density Hispanic Area dropped 47% — such unstable estimates for this part of the metro may have led to the drop in numbers for KCAL with its Hispanic format.

St. Louis #13



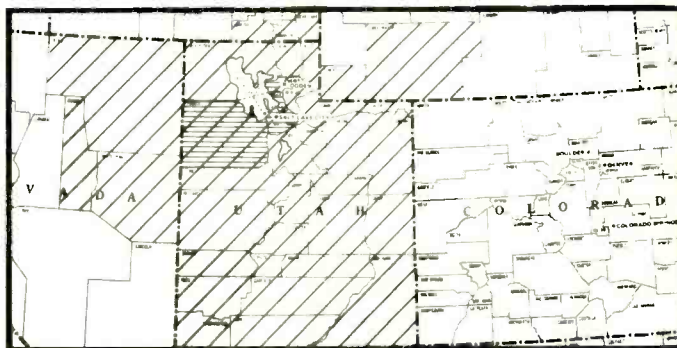
Complete Ratings Data Page 123

Several juicy stories emerged from this sweep in the Gateway City. **KMOX** dominated as usual, with its best book in the past year. However, the “stepchild,” **KMOX-FM** (now known as **KHTR**), changed from A/C to CHR and doubled its previous tally. Not a bad debut, and it made the **CBS** properties 1-2.

As KMOX-FM abandoned the A/C universe it helped **KSD-FM**, which posted a healthy jump. Also improving this book was **Century's KSHE**, which won the AOR race with **Doubleday's KWK-AM & FM** by a hair. KSHE was stronger among adult men while the Doubleday properties were better among teens and the ladies.

One **Arbitron** note worthy of your attention: the usable diary return among blacks was down 32% from the spring survey. The return was close to the percentage desired by Arbitron as proportionately representing the metro's black populace, so although there was a bit of trauma this book the black totals should not be too different in upcoming surveys.

Salt Lake City-Ogden #43



Complete Ratings Data Page 124

Some upsets in the standings this survey, as **KZAP** was dethroned, losing five shares. The new leader in the market was **KXOA-FM** (whose AM sister station improved too). Others with positive books included **KAER**, **KCTC**, **KROY**, and **KFBK**. **KRAK** and **KEWT** both continued to slip.

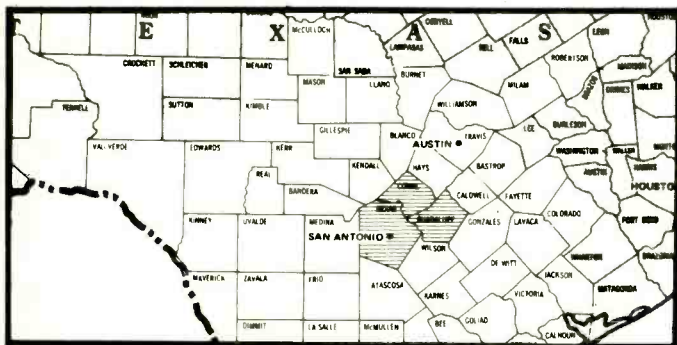
KSL reclaimed first place among the Wasatch Front area stations with a significant jump in a wide range of demos. Part of the station's success may have come from its "Blue Chip" card promotion, tied in with McDonald's this past book.

Former winner **KSFI's** Beautiful Music shares slipped just enough to let Country **KSOP-FM** eke past to claim the runner-up slot this sweep. Neither the KSL nor the KSOP-FM gains appeared to be methodology flukes.

Another major success story was generated by **KRSP-FM**. With its new AOR approach the station knocked off former AOR leader **KCPX-FM**.

Market Overviews Market Overviews Market Overview

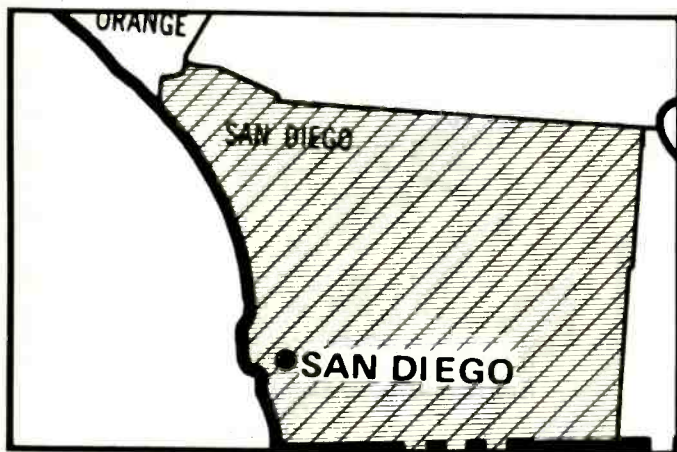
San Antonio #38



Complete Ratings Data Page 125

One of the better AOR books this sweep was generated by **KISS**, which not only stayed in double digits but also improved and continued to lead the market. Meanwhile, on the Country front, there was a new kingpin as **KAJA** passed **KKYX**, moving into second place overall in the process. **KITY**'s CHR approach picked up steam and propelled the station into contention, and **KCOR**'s Hispanic audience enlarged this sweep even though returns from the High Density Hispanic Area were down slightly. When DST for Hispanics hits San Antonio in the spring '83 sweep, it will be interesting to observe the impact.

San Diego #20

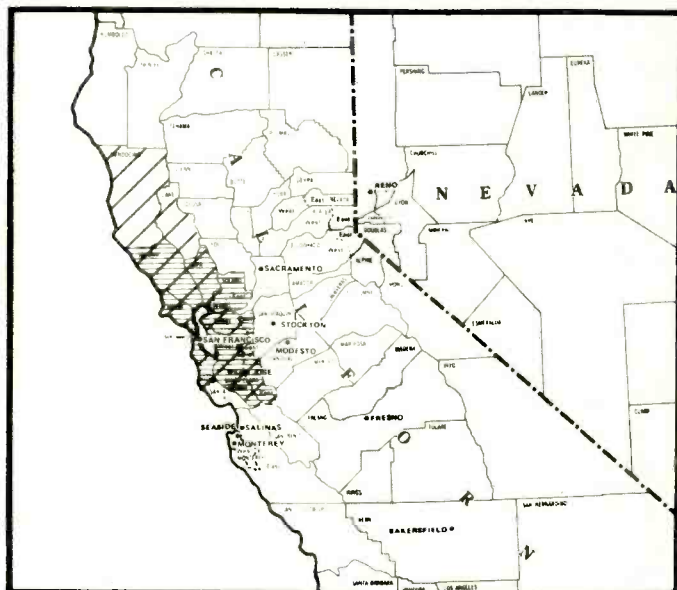


Complete Ratings Data Page 126

Group W's **KJQY** recaptured first in San Diego, as previous winner **KFMB** dropped seven shares after the Padres' hot baseball season ended. **KMLO**'s Big Band sound almost doubled its numbers this sweep, **KGB** took the AOR lead from **KPRI**, and **KSON-FM** became the new power in the Country arena. Also making a positive move was **XHRM**, located south of the border and programming a Black-oriented format.

No major **Arbitron** sampling problems cropped up in this book. The only item worthy of mention is that compared to the summer book, the overall diary count was down 12%. However, listening levels were identical to those for the spring book.

San Francisco #4



Complete Ratings Data Page 127

With the end of the A's and Giants' playoff hopes and merely a partial NFL season for the defending champion 49'ers, there were some sports-related shakeups in the Bay Area ratings. **KNBR** and **KSFO** slipped without baseball, while **KCBS** surged even with only a partial slate of 49'ers contests. Overall, **KGO** sailed along to cop the identical share it achieved in the fall '81 book, topping the market again.

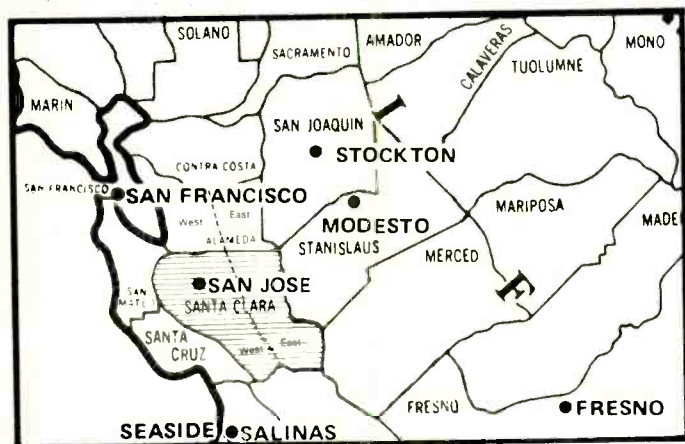
Meanwhile, back at the AOR ranch, there was a real gunfight as more and more stations vied for the album rock audience. Previous leader **KRQR** slipped, **KMEL** led the pack with a stable performance, and **KFOG** and **KQAK** added to the fragmentation of the format.

With the switch of **KFOG** from Beautiful Music to AOR, you might expect the remaining BM stations to garner larger audiences, and they did. Biggest improvement was shown by **Bonneville's KOIT**, although **KABL-AM & FM** looked healthier also.

On the Country scene there was a new leader. **KSAN**, which had been climbing over the last few books, passed **KNEW** in the fall to narrowly capture the crown.

From an **Arbitron** perspective there appeared to be few flukes this survey. Overall, 16% more diaries were returned this book than in the summer, with return among women 18-24 and ethnics slightly better than in earlier surveys.

San Jose #28

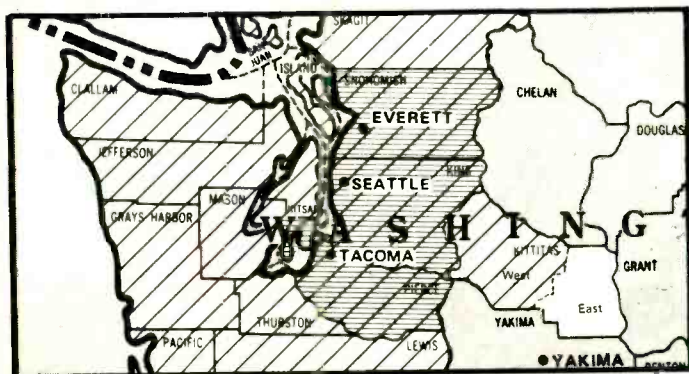


Complete Ratings Data Page 128

Some sampling shakeups, newly emergent stations, and the continued leadership of **KGO** highlighted the San Jose story. Although **KGO** stayed on top overall, **KSJO** came very close to knocking off the **ABC** Talk giant. Two other San Jose stations were especially improved — **KBAY**, whose Beautiful Music format topped the seven-share threshold, and **KEZR**, whose A/C approach caught fire this book. Among San Francisco stations, **KOIT** picked up quite well, after **KFOG** changed from BM to AOR.

Overall in-tab was down 21% from the spring book, in itself enough to cause some ratings variations owing to increased instability of the estimates. However, return from the High Density Hispanic Area dropped off precipitously — down 54% from book to book. This poorer representation of the HDHA may have hurt stations like **KBLX** or **KSOL**, while **KAZA** may have caught a few of the remaining heavily-weighted diaries to cause it to show up this sweep.

Seattle-Everett-Tacoma #16



Complete Ratings Data Page 129

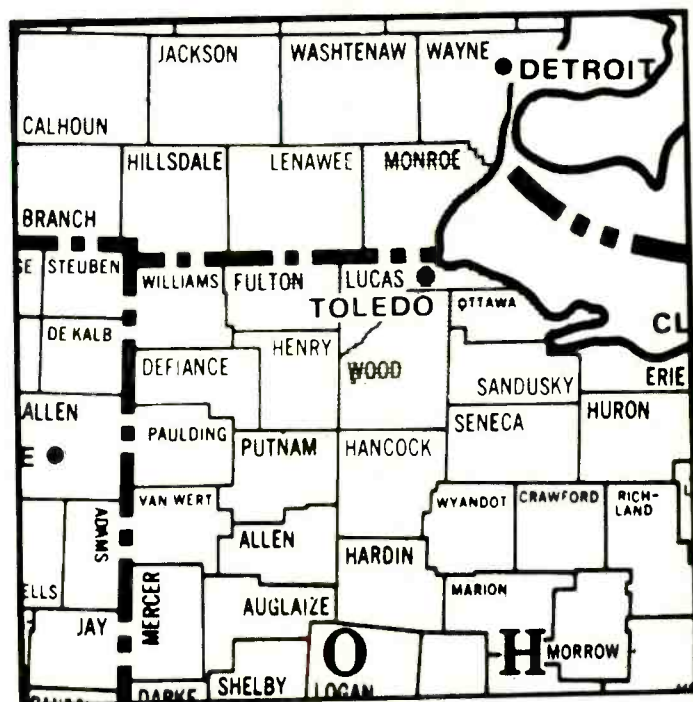
Bonneville's **KIRO** generated another stable book to

remain in double digits and continue to set the pace. The station might have done even better if part of the Seahawks season had not been cancelled due to the strike.

KIRO's sister station, **KSEA**, joined the other Beautiful Music stations in town in rising Lazarus-like from poor spring showings. Meanwhile, at the other end of the demographic spectrum, there was a real battle among the AORs. **KISW** slipped appreciably as **KZOK** rose to a tie with the former AOR leader. **KZOK**'s improvement included the station taking the teens title in the metro.

Others showing healthy advances this sweep included the CHR entries, **KUBE** and **KNBQ**, and A/C fixture **KOMO**, rebounding from a slight dip in the spring estimates.

Toledo #50

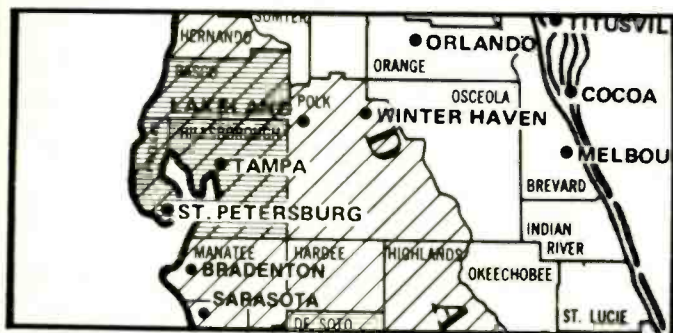


Complete Ratings Data Page 131

There are two Toledo books showing fall '82 data — be sure you look at the reissued version. The report had to be redone by **Arbitron** because it inadvertently treated **WSPD** as a daytimer, awarding the station higher shares in the original report than it should have had.

Looking at the reissued version (with 12 stations having share differences), the leading station remained **WIOT**, an AOR which lost two shares compared to the spring but had a score comparable to its fall '81 tally. **WLQR** took the runner-up spot again, but there was a new third place finisher — **WSPD**, with a stable book. **WMHE** lost almost three shares and moved to fifth. **WKLR** continued to expand its audience and copped fourth in this sweep, while **WTOD** rebounded from its spring showing.

Tampa-St. Petersburg #22



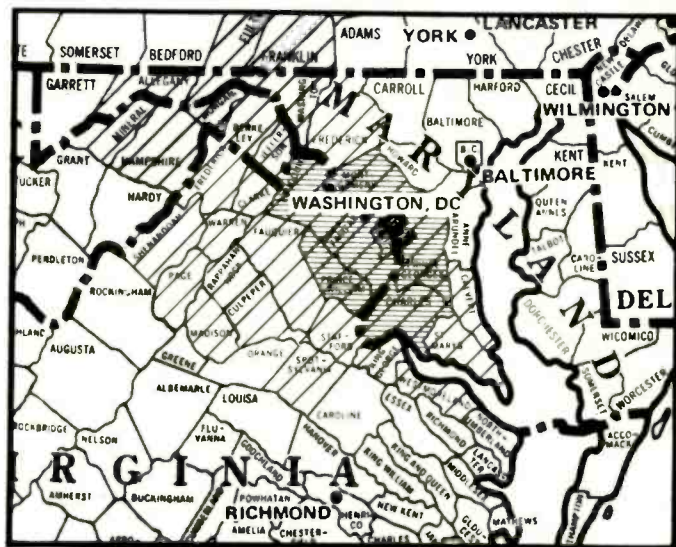
Complete Ratings Data Page 150

Some interesting items lurk below the surface of Tampa Bay's fall **Arbitron**. **WRBQ** continued to grow and finally copped the top spot in the market, passing previous leader **WWBA**, which had a stable book. Beyond these two double-digit dominators, however, there was quite a lot of flux. **WJYW**, in its final Beautiful Music book (it's now A/C), scored more impressively. Look for **WWBA** to benefit from **WJYW**'s move. Also, **WCKX** became A/C entry **WMGG** this sweep and debuted with a notable share of the metro. Black-formatted **WTMP** had done well since the inception of DST, and that rise continued this survey. Finally, there was a new AOR leader, as **WYNF** passed **WQXM** for the first time in a year.

Methodology may have had some impact on the **WTMP** and **WYNF** moves. Although the diary return for the market was up slightly (7%) compared to the spring book, usable return from blacks was down 30%. Apparently the return from blacks in the spring was higher than desired by **Arbitron**, so a lower in-tab goal was sought. The black portion of this book's total diary count was closer to **Arbitron**'s goal, just under the percentage sought.

As for the AOR universe, there was a 64% jump in the number of diaries returned from men 18-24 this sweep, compared to the spring. With that amount of additional sample, advertisers and broadcasters can feel better about the quality of these young adult numbers.

Washington, DC #9



Complete Ratings Data Page 132

In the nation's capital, the four leading stations — **WKYS**, **WMAL**, **WHUR**, and **WGAY-FM** — held their spots with little trouble. **WKYS** lost a share, but listening in the market was up compared to the summer (indeed, it was up 20% compared to last year's non-DST fall book). **WMAL** perked up owing to a partial schedule of (destined-to-be) champion Redskins football games.

Two formats had a gap open between the leading station and the runner-up. In Country, **WPKX** shot past **WMZQ** to insert itself into the top spot, while **WAVA**'s edge over **WWDC-FM** became larger as DC-101 slipped again. Since the departure of **Howard Stern** for New York **WWDC-FM**'s overall numbers have dropped 36%, with Stern's old AM drive totals now depleted by 58%.

Arbitron had some problems properly measuring the sizable black population in the area. Black in-tab dropped 20% compared to the summer sweep. Also, while **Arbitron** wanted approximately 27% of the total return to come from blacks, just under 21% was. As a result, there may be an oversample of blacks in the upcoming sweeps. If so, Black/Urban stations such as **WHUR**, **WOKK**, or **WKYS** could benefit.

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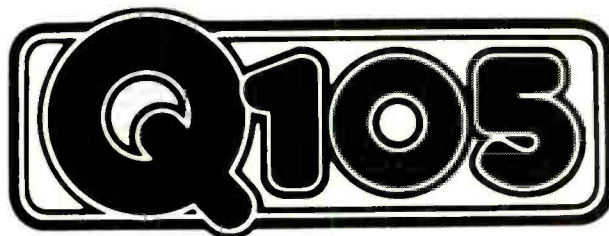
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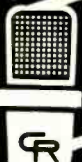
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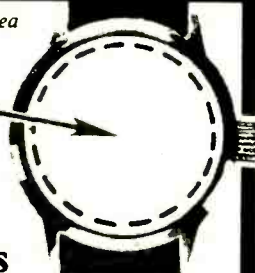
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THE RATINGS INFORMATION GUIDE

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

As we present R&R's first **Ratings Report** of 1983, you'll notice our exclusive single-source approach to ratings data has been made even easier to read. As before, the written market overviews are 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.

Here are the keys for reading and getting the most from these data pages.

Share Trends

All stations achieving a one share or better in the fall '82 **Arbitron** are listed. The share trends shown begin with the oldest survey on the left and move to the most recent number (highlighted), which is the station's overall share for the fall '82 survey period. The stations are ranked according to their 12+ total week metro shares in the fall book.

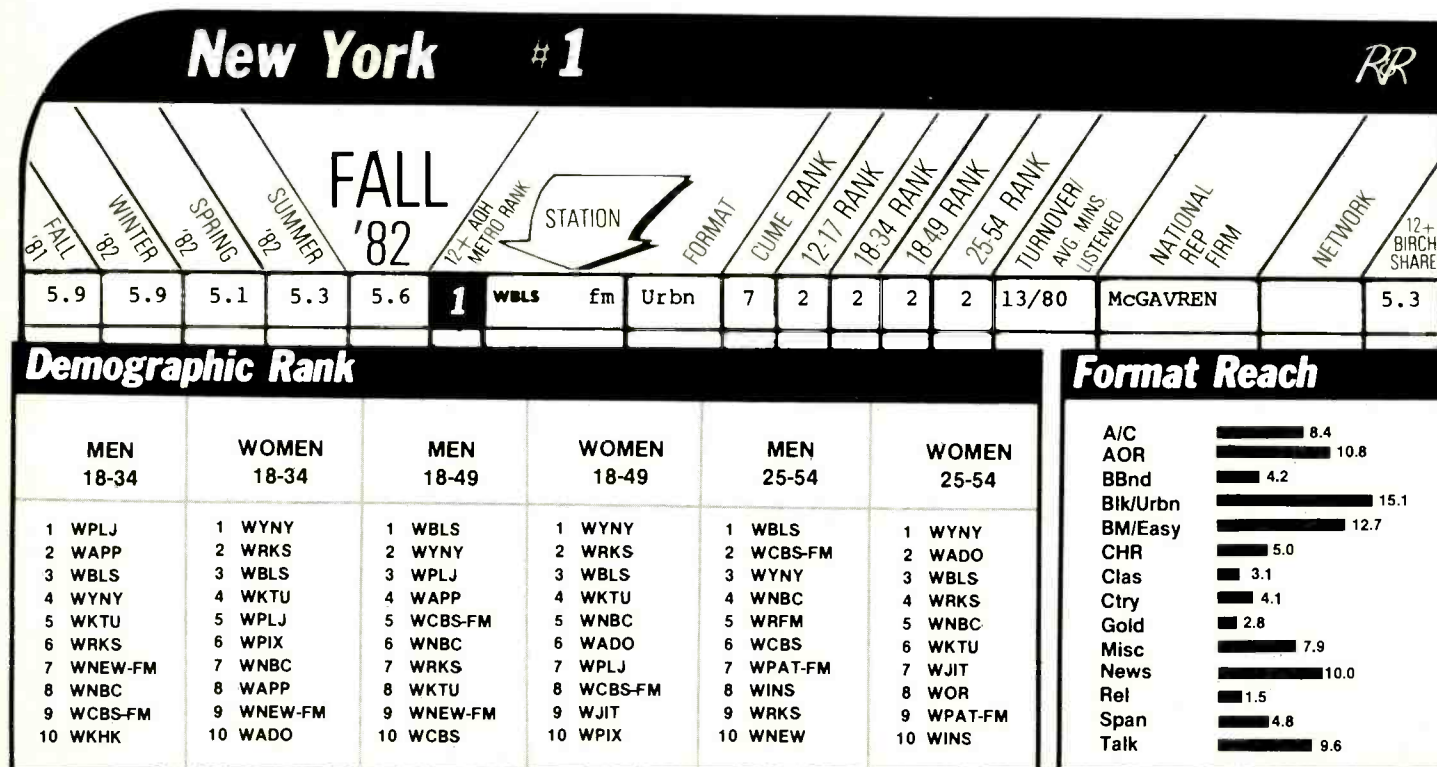
Audience Rankings

The rankings to the right of the format designation for each station will help you further define that station's specific strength. The first listing is the *cume* rank, based on a total week, total persons 12+ metro figure.

Next are four key demographic rankings based on average persons, total week metro. The demographic cells ranked are 12-17, 18-34, 18-49, and 25-54.

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

Continued on Page 68





Healthy profits come from quarterly **and** monthly check-ups.

Check-ups every month mean healthy profits. If you're in a market that's increasingly competitive, you need a research service that helps you recognize symptoms early. To help you stay healthy.

To do that, you need current, reliable information on programming, promotion and sales. The Birch Monthly Trend Report, the most timely tracking report in the industry, will give you the market's pulse.

Birch gives you a unique early warning system that lets you diagnose important audience shifts early, as they develop. While there's still time to fine tune.

No need to wait until the next sweep. With Birch, you can protect yourself against "closet" buys, by updating buyers on your current position.

More than just quarterly check-ups. The Birch Quarterly Summary Report adds important features to Average Quarter Hour and Cume Listening.

For instance, you can sell with cume duplication. Because, if it's reach they're after, you can show your

high exclusive cume. If they want frequency, just show how your high duplication can add frequency to a given schedule.

Or you can target by county. Local co-op advertisers are especially interested in how a schedule does in their county. With Birch, you can show them.

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Birch. The affordable radio station prescription. Monthly. Quarterly. DataNOW for fast access to our entire data base. And, if you're in a small market, we have reports suited to your needs: standard, condensed or capsule.

All that sounds expensive, but it's not. It's remarkably affordable. Even less than you've been spending on your other radio research.

Find out how much you'll save. And how much more you'll know.

Frequent check-ups cure the station blahs. Don't take two aspirins. Just call us in the morning.

Birch Radio

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Turnover/Time Spent Listening Data

Next to the 25-54 rankings are numbers that demonstrate the relationship between a station's average time spent listening and its turnover rate. Based on the 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.

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).

Rep/Net Information

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

Birch Shares

For comparison purposes we have provided total week, total persons 12+ shares from the Birch fall '82 quarterly, wherever possible.

Format Reach Chart

The lower right corner of each data page contains a chart showing how each format compares within that 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 (those stations below the one share level are included). All AORs are added together, all CHRs, 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 Contemporary, **BM/Easy**—Beautiful Music/Easy Listening, **CHR**—Contemporary Hit Radio, **Clas**—Classical, **Ctry**—Country, **Gold**—Oldies, **Jazz**—Jazz, **Misc**—Miscellaneous, **N/T**—News/Talk, **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 use.

This data is copyrighted by Arbitron. Nonsubscribers to Arbitron's syndicated radio service may not reprint or use this information in any form.

Network Abbreviation Key

| | |
|-------|--|
| ABC-C | American Contemporary Network |
| 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 |
| NBN | National Black Network |
| RKO-1 | RKO-1 |
| RKO-2 | RKO-2 |
| SHRDN | Sheridan |
| TSTAR | Transtar |
| UPI | United Press International Radio Network |

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 |
| CITIMEDIA | Citimedia |
| CMBS | Concert Music Broadcast Sales |
| D-CLAYTON | Dore-Clayton Agency, Inc. |
| DONOFRIO | John Donofrio |
| EASTMAN | Eastman Radio |
| FULFORD | Michael Fulford Co. Inc. |
| GILLIS | Gillis Broadcast Representatives |
| GROSKIN | Herbert E. Groskin & Co. |
| H OAKES | Harlan Oakes & Associates |
| HILLIER | Hillier, Newmark & Wechsler |
| HR-STONE | HR-Stone Radio Reps |
| J BOLTON | Jack Bolton & Associates |
| J W KOEHN | John W. Koehn Company |
| KATZ | Katz Radio |
| KEYSTONE | Keystone Broadcasting System |
| KIRBY | Nona Kirby Company Inc. |
| LOTUS | Lotus Representatives |
| M & C | Milain & Cowart |
| MARKET 4 | Market 4 Radio |
| MASLA | Jack Masla & Company |
| MMR | Major Market Radio |
| M ROSLIN | Mary 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 |
| RILEY | Riley Representatives |
| RKO | RKO Radio Sales |
| ROSLIN | Roslin Radio Sales |
| RSR | Radio Station Reps |
| SAVALLI | Savalli & Schutz |
| SELCOM | Selcom |
| SMITH | Frederick W. Smith |
| SOUTHERN | Southern Spot Sales |
| STARCOM | Starcom |
| STARS INC | Stars Inc. |
| TM SPOT | TM Spot Sales |
| TORBET | Torbet Radio |
| UNIREP | Unirep Broadcasting Company |
| WALTON | Walton Broadcasting Sales |



Who just teamed up with Doubleday to launch the hottest new rock program on radio?

"Rock USA" explodes onto radio, ignited by the power of two industry giants. Mutual — the leader in broadcast technology — has joined forces with Doubleday — the country's largest rock station group to bring you an eclectic, electric mix of music, news and information that's going to rock your radio.

Every week, available live via satellite, Rock USA's Ted Cannarozzi takes listeners behind the scenes to meet the hottest stars; up the charts to hear the hits — as tallied by "Friday Morning Quarterback Album Report" — and down a roll call of classics to relive rock 'n' roll history.

The same success formula that's worked wonders for Doubleday is built right into

Rock USA. Now, Rock USA is ready to fill radio stations with devoted rock fans. And give advertisers a coast-to-coast following of listeners who spend as well as rock. Rock USA! Mutual's exclusive satellite multicasting and Doubleday's successful track record make it possible. And now you can get it, but only from Mutual — the one full-service network. For Rock USA — the hottest new rock magazine to hit radio — the answer is Mutual.

**The answer
is Mutual.**



MUTUAL BROADCASTING SYSTEM

Albany-Schenectady-Troy #49

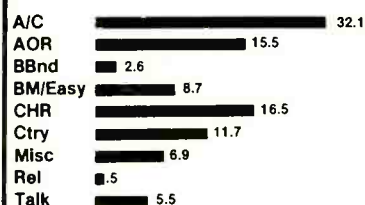
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| FALL '81 | SPRING '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|--------------------------|---------|
| 15.8 | 16.2 | 13.7 | 1 | WGY am | A/C | 1 | 5 | 6 | 3 | 1 | 14/79 | CHRISTAL | NBC |
| 9.9 | 11.6 | 10.8 | 2 | WPYX fm | AOR | 3 | 1 | 1 | 2 | 6 | 12/90 | McGAVREN | ABC-R |
| 6.5 | 5.8 | 9.9 | 3 | WFLY fm | CHR | 2 | 2 | 2 | 1 | 2 | 14/78 | EASTMAN | ABC-C |
| 9.6 | 9.8 | 7.0 | 4 | WROW am | A/C | 5 | 13 | 13 | 11 | 9 | 14/76 | BLAIR | ABC-D |
| 8.9 | 5.9 | 6.3 | 5 | WTRY am | CHR | 4 | 3 | 5 | 5 | 4 | 20/54 | McGAVREN | MBS |
| 7.0 | 8.1 | 5.7 | 6 | WROW-FM | BM | 7 | 14 | 10 | 10 | 10 | 13/82 | BLAIR | |
| 3.9 | 4.0 | 5.5 | 7 | WGNA fm | Ctry | 12 | 9 | 9 | 8 | 3 | 9/117 | TORBET | RKO-2 |
| 7.5 | 5.0 | 5.5 | 7 | WQBK am | Talk | 10 | 21 | 11 | 12 | 12 | 10/105 | B HOWARD | CBS |
| 5.2 | 3.8 | 5.1 | 9 | WGFM fm | A/C | 6 | 4 | 3 | 4 | 5 | 19/57 | CHRISTAL | NBC-S |
| 2.8 | 3.3 | 4.7 | 10 | WPTR am | Ctry | 8 | 10 | 8 | 9 | 11 | 15/72 | EASTMAN | ABC-I |
| 1.8 | 3.3 | 4.7 | 10 | WQBK-FM | AOR | 11 | 7 | 4 | 6 | 8 | 12/93 | B HOWARD | CBS-R |
| 5.0 | 4.4 | 4.0 | 12 | WWOM fm | A/C | 9 | 6 | 7 | 7 | 7 | 16/68 | SELCOM | RKO-1 |
| -- | 0.5 | 2.6 | 13 | WABY am | BBnd | 13 | 17 | 15 | 13 | 13 | 14/75 | SELCOM | |
| 1.4 | 1.2 | 2.1 | 14 | WHRL fm | BM | 14 | 15 | 18 | 14 | 14 | 12/92 | SAVALLI | MBS |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WPYX | 1 WFLY | 1 WPYX | 1 WFLY | 1 WGY | 1 WGY |
| 2 WFLY | 2 WPYX | 2 WFLY | 2 WGY | 2 WPYX | 2 WFLY |
| 3 WQBK-FM | 3 WTRY | 3 WGY | 3 WPYX | 3 WFLY | 3 WGFM |
| 4 WGFM | 4 WGFM | 4 WQBK-FM | 4 WTRY | 4 WGNA | 4 WTRY |
| 5 WGY | 5 WWOM | 5 WGFM | 5 WGFM | 5 WTRY | 5 WGNA |
| 6 WTRY | 6 WGY | 6 WTRY | 6 WWOM | 6 WGFM | 6 WWOM |
| 7 WGNA | 7 WQBK-FM | 7 WPTR | 7 WQBK-FM | 7 WWOM | 7 WROW |
| 8 WPTR | 8 WPTR | 8 WGNA | 8 WGNA | 8 WPTR | 8 WROW-FM |
| 9 WWOM | 9 WROW-FM | 9 WWOM | 9 WROW-FM | 9 WQBK-FM | 9 WQBK-FM |
| 10 WQBK | 10 WGNA | 10 WQBK | 10 WROW | 10 WROW | 10 WPTR |

Format Reach



Anaheim-Santa Ana-Garden Grove

#19

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ A/H METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|--------------------------------|-------------------|---------|
| 7.1 | 6.7 | 6.5 | 1 | KBIG fm | B'M | 1 | 7 | 20 | 8 | 1 | 13/81 | TORBET | |
| 3.2 | 5.4 | 5.8 | 2 | KROQ-FM | AOR | 4 | 1 | 2 | 3 | 18 | 13/84 | ROSLIN | |
| 6.1 | 5.7 | 4.6 | 3 | KABC am | Talk | 9 | 34 | 18 | 11 | 7 | 14/76 | KATZ | ABC-I |
| 3.6 | 2.8 | 4.4 | 4 | KNX-FM | AOR | 13 | 11 | 1 | 1 | 2 | 14/80 | CBS-FM | |
| 2.4 | 2.7 | 4.3 | 5 | KIIS fm | CHR | 5 | 5 | 4 | 2 | 6 | 17/64 | McGAVREN | ABC-C |
| 6.1 | 4.8 | 4.3 | 5 | KLOS fm | AOR | 2 | 3 | 3 | 4 | 17 | 20/55 | KATZ | ABC-R |
| 2.3 | 3.1 | 4.2 | 7 | KMPC am | Easy | 8 | 28 | 24 | 10 | 3 | 16/68 | MMR | |
| 3.0 | 3.3 | 4.2 | 7 | KNX am | News | 3 | 22 | 34 | 26 | 15 | 20/55 | CBS SPOT | CBS |
| 3.6 | 2.7 | 3.4 | 9 | KFI am | CHR | 7 | 10 | 8 | 6 | 4 | 20/55 | CHRISTAL | ABC-E |
| 2.7 | 3.0 | 3.4 | 9 | KFWB am | News | 6 | 36 | 35 | 24 | 10 | 21/52 | RAR | NBC |
| 2.7 | 2.3 | 3.4 | 9 | KJOI fm | BM | 15 | 29 | 26 | 19 | 11 | 15/73 | SELCOM | |
| 4.4 | 5.1 | 3.2 | 12 | KRTH fm | CHR | 11 | 9 | 6 | 5 | 5 | 20/54 | RKO | RKO-1 |
| 5.8 | 6.7 | 2.9 | 13 | KMET fm | AOR | 10 | 6 | 5 | 9 | 24 | 23/47 | EASTMAN | |
| 3.8 | 2.8 | 2.7 | 14 | KHTZ fm | A/C | 17 | 25 | 7 | 7 | 8 | 17/63 | SELCOM | |
| 3.4 | 1.9 | 2.6 | 15 | KLAC am | Ctry | 16 | 16 | 28 | 23 | 16 | 20/55 | EASTMAN | ABC-D |
| 2.7 | 2.2 | 2.5 | 16 | KIQQ fm | CHR | 14 | 2 | 9 | 16 | 28 | 24/45 | MASLA | |
| 3.4 | 3.5 | 2.4 | 17 | KOST fm | A/C | 21 | 31 | 31 | 14 | 12 | 14/79 | CHRISTAL | |
| 2.8 | 1.7 | 2.2 | 18 | XTRA am | CHR | 12 | 4 | 12 | 18 | 22 | 29/37 | MMR | |
| 1.6 | 1.7 | 1.9 | 19 | KIKF fm | Ctry | 27 | 18 | 11 | 15 | 19 | 14/79 | | |
| 2.1 | 2.1 | 1.9 | 19 | KZLA-FM | Ctry | 19 | 21 | 16 | 12 | 9 | 20/53 | BLAIR | |
| 0.9 | 1.0 | 1.8 | 21 | KBRT am | Rel | 32 | 39 | 19 | 27 | 13 | 11/103 | | |
| 1.7 | 1.5 | 1.8 | 21 | KNOB fm | BM | 23 | 32 | 37 | 20 | 14 | 18/60 | GROSKIN | |
| -- | 2.0 | 1.7 | 23 | KPRZ am | BBnd | 25 | 38 | 39 | 39 | 32 | 17/62 | McGAVREN | |
| 2.2 | 1.9 | 1.6 | 24 | KEZY-FM | AOR | 18 | 14 | 10 | 13 | 27 | 27/40 | ROSLIN | |
| 1.2 | 1.7 | 1.6 | 24 | KHJ am | Ctry | 26 | 26 | 21 | 25 | 20 | 17/63 | RKO | RKO-2 |
| 1.2 | 1.1 | 1.4 | 26 | KFAC-FM | Clas | 24 | 37 | 32 | 30 | 26 | 21/52 | McGAVREN | MBS |

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Atlanta #18

RR

| FALL '82 | | FALL '81 | | SPRING '82 | | FALL '82 | | 12+ AOH METRO RANK | | STATION | | FORMAT | | CUME RANK | | 12-17 RANK | | 18-34 RANK | | 18-49 RANK | | 25-54 RANK | | TURNOVER/ A/C MINS LISTENED | | NATIONAL REP FIRM | | NETWORK | | 12+ BIRCH SHARE | |
|----------|------|----------|----|------------|----|----------|----|--------------------|----|---------|----|--------|------------|-----------|------|------------|--|------------|--|------------|--|------------|--|-----------------------------|--|-------------------|--|---------|--|-----------------|--|
| 12.6 | 9.5 | 10.2 | 1 | WZGC | fm | CHR | 1 | 1 | 3 | 4 | 6 | 16/70 | TORBET | ABC-C | 9.5 | | | | | | | | | | | | | | | | |
| 10.3 | 11.5 | 9.7 | 2 | WVEE | fm | Urbn | 5 | 3 | 2 | 2 | 3 | 11/99 | McGAVREN | RKO-1 | 11.7 | | | | | | | | | | | | | | | | |
| 5.3 | 7.8 | 9.4 | 3 | WKHX | fm | Ctry | 6 | 4 | 6 | 3 | 1 | 11/96 | SELCOM | | 8.8 | | | | | | | | | | | | | | | | |
| 8.6 | 8.0 | 8.3 | 4 | WQXI-FM | | CHR | 3 | 7 | 1 | 1 | 2 | 16/68 | BLAIR | | 8.2 | | | | | | | | | | | | | | | | |
| 8.7 | 6.2 | 7.9 | 5 | WKLS-FM | | AOR | 7 | 2 | 4 | 5 | 9 | 13/85 | MASLA | NBC-S | 13.7 | | | | | | | | | | | | | | | | |
| 10.2 | 8.7 | 7.9 | 5 | WSB | am | A/C | 2 | 12 | 8 | 8 | 4 | 19/58 | CHRISTAL | NBC | 9.1 | | | | | | | | | | | | | | | | |
| 5.3 | 7.5 | 6.8 | 7 | WPCH | fm | BM | 8 | 9 | 11 | 9 | 7 | 15/75 | KATZ | | 6.1 | | | | | | | | | | | | | | | | |
| 3.8 | 4.1 | 5.9 | 8 | WSB-FM | | A/C | 4 | 8 | 5 | 6 | 5 | 18/60 | CHRISTAL | CBS-R | 5.1 | | | | | | | | | | | | | | | | |
| 7.0 | 4.8 | 4.2 | 9 | WLTA | fm | A/C | 12 | 14 | 7 | 7 | 8 | 15/72 | EASTMAN | | 4.3 | | | | | | | | | | | | | | | | |
| 3.0 | 3.6 | 3.9 | 10 | WAOK | am | Blk | 10 | 5 | 9 | 10 | 11 | 17/63 | B HOWARD | NBN | 2.1 | | | | | | | | | | | | | | | | |
| 5.5 | 4.1 | 3.6 | 11 | WPLO | am | Ctry | 11 | 10 | 14 | 11 | 10 | 18/61 | McGAVREN | ABC-I | 4.2 | | | | | | | | | | | | | | | | |
| 5.0 | 4.0 | 2.8 | 12 | WGST | am | News | 9 | 19 | 13 | 13 | 12 | 25/43 | KATZ | MBS | 4.1 | | | | | | | | | | | | | | | | |
| 0.4 | 1.1 | 2.2 | 13 | WIGO | am | Blk | 14 | 6 | 12 | 14 | 14 | 18/61 | CITI MEDIA | SHRDN | 0.9 | | | | | | | | | | | | | | | | |
| 0.8 | 0.8 | 1.6 | 14 | WJYI | am | BBnd | 17 | 20 | 20 | 17 | 17 | 10/111 | | | 1.9 | | | | | | | | | | | | | | | | |
| 1.8 | 2.2 | 1.6 | 14 | WQXI | am | CHR | 13 | 11 | 10 | 12 | 13 | 26/41 | BLAIR | | 1.0 | | | | | | | | | | | | | | | | |
| -- | -- | 1.5 | 16 | WCNN | am | News | 15 | 16 | 16 | 16 | 16 | 24/45 | RKO | | 1.2 | | | | | | | | | | | | | | | | |
| 1.2 | 1.3 | 1.3 | 17 | WYZE | am | Rel | 16 | 24 | 19 | 18 | 18 | 13/83 | | | 0.5 | | | | | | | | | | | | | | | | |
| 0.8 | 0.9 | 1.1 | 18 | WGKA | am | Clas | 19 | 18 | 15 | 15 | 15 | 9/119 | CMBS | | -- | | | | | | | | | | | | | | | | |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WKLS-FM | 1 WQXI-FM | 1 WKLS-FM | 1 WQXI-FM | 1 WKHX | 1 WKHX |
| 2 WVEE | 2 WZGC | 2 WQXI-FM | 2 WKHX | 2 WQXI-FM | 2 WQXI-FM |
| 3 WQXI-FM | 3 WVEE | 3 WVEE | 3 WZGC | 3 WVEE | 3 WVEE |
| 4 WZGC | 4 WSB-FM | 4 WKHX | 4 WVEE | 4 WSB | 4 WSB-FM |
| 5 WSB-FM | 5 WKHX | 5 WZGC | 5 WSB-FM | 5 WZGC | 5 WPCH |
| 6 WKHX | 6 WKLS-FM | 6 WSB | 6 WLTA | 6 WKLS-FM | 6 WZGC |
| 7 WSB | 7 WLTA | 7 WSB-FM | 7 WPCH | 7 WSB-FM | 7 WSB |
| 8 WLTA | 8 WAOK | 8 WLTA | 8 WKLS-FM | 8 WLTA | 8 WLTA |
| 9 WQXI | 9 WIGO | 9 WPCH | 9 WSB | 9 WPCH | 9 WAOK |
| 10 WGST | 10 WPCH | 10 WGST | 10 WAOK | 10 WGST | 10 WPLO |

Format Reach

| | |
|----------|------|
| A/C | 18.0 |
| AOR | 8.2 |
| BBnd | 1.6 |
| Blk/Urbn | 15.8 |
| BM/Easy | 6.8 |
| CHR | 20.1 |
| Clas | 1.1 |
| Ctry | 13.0 |
| Misc | 8.4 |
| News | 4.3 |
| Rel | 2.7 |

Baltimore #15

RR

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| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12-17 RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|------------|----------|------------|---------|---------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|---------|
| 12.6 | 10.6 | 10.0 | 10.2 | 1 | WBAL | am A/C | 1 | 17 | 12 | 11 | 4 | 11/100 | BLAIR | ABC-E |
| 5.8 | 8.9 | 8.7 | 7.9 | 2 | WXYV | fm Urbn | 3 | 3 | 2 | 1 | 2 | 11/95 | McGAVREN | |
| 6.1 | 7.9 | 7.5 | 7.2 | 3 | WPOC | fm Ctry | 6 | 8 | 5 | 2 | 1 | 12/91 | EASTMAN | ABC-D |
| 5.8 | 4.5 | 4.8 | 6.6 | 4 | WBSB | fm CHR | 2 | 1 | 3 | 4 | 6 | 14/78 | TORBET | ABC-F |
| 9.7 | 7.1 | 7.7 | 6.4 | 5 | WIYY | fm AOR | 5 | 2 | 1 | 3 | 9 | 14/80 | BLAIR | ABC-R |
| 8.5 | 6.8 | 5.3 | 5.3 | 6 | WLIF | fm BM | 8 | 23 | 15 | 9 | 7 | 13/86 | CHRISTAL | |
| 3.2 | 4.3 | 4.3 | 4.9 | 7 | WWIN | am Blk | 7 | 4 | 4 | 6 | 10 | 14/76 | B HOWARD | NBN |
| 3.9 | 3.4 | 4.5 | 4.5 | 8 | WFBR | am A/C | 4 | 10 | 7 | 7 | 5 | 20/55 | MMR | NBC |
| 3.1 | 2.6 | 2.4 | 3.6 | 9 | WCAO | am Ctry | 9 | 11 | 9 | 8 | 8 | 17/65 | McGAVREN | RKO-2 |
| 1.9 | 4.1 | 3.2 | 3.6 | 9 | WYST | fm A/C | 10 | 15 | 6 | 5 | 3 | 15/71 | MASLA | RKO-1 |
| 3.4 | 3.5 | 4.2 | 3.5 | 11 | WITH | am BBnd | 13 | 21 | 23 | 21 | 15 | 12/93 | HILLIER | MBS |
| -- | 2.8 | 3.7 | 3.0 | 12 | WRLX | fm BM | 12 | 20 | 18 | 14 | 12 | 15/71 | KATZ | |
| 1.3 | 2.0 | 2.8 | 2.5 | 13 | WEBB | am Blk | 15 | 5 | 14 | 13 | 14 | 16/70 | CITI MEDIA | |
| 1.2 | 0.7 | 1.4 | 2.5 | 13 | WRQX | fm CHR | 14 | 6 | 8 | 10 | 13 | 16/68 | BLAIR | ABC-R |
| 5.3 | 4.0 | 3.7 | 2.4 | 15 | WCBM | am N/T | 11 | 19 | 20 | 12 | 11 | 21/51 | KATZ | ABC-T |
| 1.7 | 2.5 | 2.3 | 2.0 | 16 | WSID | am Blk | 19 | 18 | 17 | 17 | 17 | 13/86 | MASLA | SHRDN |
| 1.5 | 1.2 | 1.5 | 1.5 | 17 | WRBS | fm Rel | 22 | 23 | 22 | 23 | 18 | 11/98 | | |
| 2.0 | 1.9 | 2.1 | 1.5 | 17 | WWDC-FM | AOR | 16 | 7 | 11 | 16 | 23 | 21/52 | CHRISTAL | |
| -- | 0.6 | 0.6 | 1.3 | 19 | WAVA | fm AOR | 23 | 9 | 10 | 15 | 23 | 20/91 | CBS-FM | |
| 1.5 | 1.0 | 1.2 | 1.2 | 20 | WTOP | am News | 17 | 23 | 23 | 22 | 20 | 25/43 | CBS SPOT | CBS |
| -- | -- | -- | 1.0 | 21 | WQSR | fm A/C | 18 | 14 | 16 | 19 | 19 | 29/38 | CBS SPT | |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WIYY | 1 WBSB | 1 WIYY | 1 WPOC | 1 WXYV | 1 WPOC |
| 2 WXYV | 2 WXYV | 2 WXYV | 2 WBSB | 2 WPOC | 2 WXYV |
| 3 WBSB | 3 WWIN | 3 WPOC | 3 WXYV | 3 WIYY | 3 WLIF |
| 4 WWIN | 4 WIYY | 4 WBSB | 4 WYST | 4 WYST | 4 WBAL |
| 5 WPOC | 5 WYST | 5 WYST | 5 WWIN | 5 WBAL | 5 WYST |
| 6 WAVA | 6 WPOC | 6 WWIN | 6 WIYY | 6 WFBR | 6 WBSB |
| 7 WFBR | 7 WCAO | 7 WFBR | 7 WCAO | 7 WCAO | 7 WFBR |
| 8 WYST | 8 WFBR | 8 WRQX | 8 WFBR | 8 WBSB | 8 WCAO |
| 9 WRQX | 9 WRQX | 9 WAVA | 9 WLIF | 9 WWIN | 9 WWIN |
| 10 WWDC | 10 WRLX | 10 WCAO | 10 WBAL | 10 WCBM | 10 WRLX |

Format Reach

| | |
|----------|------|
| A/C | 21.6 |
| AOR | 9.2 |
| BBnd | 3.5 |
| Blk/Urbn | 18.9 |
| BM/Easy | 9.0 |
| CHR | 9.4 |
| Clas | 1.5 |
| Ctry | 11.1 |
| Gold | 1.5 |
| Misc | 8.8 |
| News | 1.2 |
| Rel | 3.4 |
| Talk | 2.9 |

Birmingham #45

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AQH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------|-------------------|---------|-----------------|
| 17.7 | 16.6 | 14.1 | 1 | WZZK fm | Ctry | 1 | 5 | 3 | 2 | 1 | 13/87 | KATZ | | 15.6 |
| 7.0 | 12.3 | 13.7 | 2 | WENN-FM | Blk | 3 | 1 | 1 | 1 | 2 | 9/125 | SELCOM | NBN | 10.8 |
| 10.5 | 11.3 | 10.2 | 3 | WKXX fm | CHR | 2 | 2 | 2 | 2 | 3 | 16/69 | McGAVREN | ABC-D | 15.3 |
| 4.6 | 7.3 | 7.7 | 4 | WATV am | Blk | 10 | 4 | 5 | 5 | 5 | 8/129 | B HOWARD | | 4.1 |
| 5.5 | 4.4 | 7.4 | 5 | WAPI-FM | AOR | 4 | 3 | 4 | 4 | 10 | 12/90 | TORBET | NBC | 11.8 |
| 6.7 | 5.9 | 4.9 | 6 | WQEZ fm | BM | 12 | 14 | 10 | 6 | 4 | 12/91 | BLAIR | | 3.9 |
| 4.9 | 4.3 | 4.7 | 7 | WJLD am | Blk | 6 | 8 | 7 | 8 | 7 | 16/66 | MASLA | ABC-C | 2.9 |
| 4.9 | 3.3 | 4.5 | 8 | WVOK am | Ctry | 8 | 13 | 13 | 9 | 8 | 16/70 | CHRISTAL | RKO-1 | 3.2 |
| 6.0 | 5.0 | 3.7 | 9 | WSGN am | A/C | 5 | 7 | 8 | 7 | 6 | 23/47 | EASTMAN | RKO-2 | 4.9 |
| 4.3 | 3.0 | 3.6 | 10 | WERC am | N/T | 7 | 16 | 15 | 13 | 11 | 21/52 | McGAVREN | | 4.8 |
| 3.3 | 4.0 | 3.4 | 11 | WENN am | Blk | 13 | 12 | 11 | 12 | 12 | 16/68 | SELCOM | NBN | 3.6 |
| 3.7 | 2.1 | 3.1 | 12 | WDJC fm | Rel | 14 | 6 | 12 | 14 | 13 | 16/68 | SAVALLI | | 4.2 |
| 4.5 | 2.2 | 2.7 | 13 | WAPI am | A/C | 9 | 15 | 16 | 16 | 16 | 25/44 | TORBET | CBS | 4.1 |
| 2.8 | 3.1 | 2.6 | 14 | WRKK fm | Ctry | 11 | 10 | 9 | 11 | 14 | 23/48 | MASLA | | 2.2 |
| 2.3 | 1.9 | 2.3 | 15 | WYDE am | Gold | 15 | 19 | 6 | 10 | 9 | 21/51 | PRO RADIO | | 2.3 |
| 1.4 | 2.8 | 1.9 | 16 | WCRT am | BBnd | 17 | 17 | 19 | 17 | 17 | 13/84 | BLAIR | | 1.9 |
| 1.4 | 2.6 | 1.6 | 17 | WBUL am | Blk | 16 | 9 | 14 | 15 | 15 | 19/57 | R A LAZAR | SHRDN | 0.5 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|------------|-------------|
| 1 WENN-FM | 1 WENN-FM | 1 WENN-FM | 1 WZZK | 1 WZZK | 1 WZZK |
| 2 WAPI-FM | 2 WKXX | 2 WZZK | 2 WENN-FM | 2 WENN-FM | 2 WENN-FM |
| 3 WKXX | 3 WZZK | 3 WAPI-FM | 3 WKXX | 3 WSGN | 3 WKXX |
| 4 WZZK | 4 WAPI-FM | 4 WKXX | 4 WATV | 4 WQEZ | 4 WATV |
| 5 WATV | 5 WATV | 5 WATV | 5 WAPI-FM | 5 WJLD | 5 WQEZ |
| 6 WSGN | 6 WJLD | 6 WSGN | 6 WQEZ | 6 WKXX | 6 WVOK |
| 7 WYDE | 7 WJLD | 7 WSGN | 7 WQEZ | 7 WYDE | 7 WSGN |
| 8 WJLD | 8 WQEZ | 8 WQEZ | 8 WJLD | 8 WVOK | 8 WJLD |
| 9 WRKK | 9 WRKK | 9 WYDE | 9 WRKK | 9 WERC | 9 WYDE |
| 10 WENN | 10 WSGN | 10 WVOK | 10 WENN | 10 WAPI-FM | 10 WENN |

Format Reach

| | |
|-----------|------|
| A/C | 6.9 |
| AOR | 7.4 |
| BBnd | 1.9 |
| Blk/Urban | 31.1 |
| BM/Easy | 5.2 |
| CHR | 10.2 |
| Ctry | 21.7 |
| Gold | 2.3 |
| Misc | 6.6 |
| News | 1.8 |
| Rel | 3.1 |
| Talk | 1.8 |



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Country
You'll
Ever Need!**



**WRKK-FM
100,000 WATTS-STEREO**

Birmingham, Alabama

Boston #7

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 6.1 | 5.8 | 7.0 | 7.8 | 9.0 | 1 | WXKS-FM | CHR | 3 | 1 | 1 | 1 | 3 | 12/89 | MMR | | 13.1 |
| 8.2 | 8.5 | 8.4 | 8.6 | 8.6 | 2 | WBZ am | A/C | 1 | 13 | 10 | 5 | 2 | 15/72 | RAR | ABC-E | 8.7 |
| 8.7 | 7.9 | 8.5 | 8.0 | 7.9 | 3 | WHDH am | A/C | 2 | 8 | 8 | 3 | 1 | 14/75 | BLAIR | | 8.0 |
| 5.9 | 5.9 | 4.7 | 6.3 | 5.6 | 4 | WBCN fm | AOR | 7 | 5 | 2 | 2 | 5 | 14/79 | TORBET | | 9.0 |
| 6.6 | 6.2 | 6.6 | 4.8 | 5.4 | 5 | WEEI am | News | 4 | 16 | 13 | 14 | 11 | 18/61 | CBS SPOT | CBS | 4.4 |
| 9.3 | 6.7 | 7.4 | 7.5 | 4.9 | 6 | WCOZ fm | AOR | 5 | 2 | 4 | 6 | 15 | 18/59 | BLAIR | | 10.0 |
| 5.3 | 6.1 | 4.4 | 4.2 | 4.9 | 6 | WJIB fm | BM | 11 | 20 | 16 | 12 | 8 | 14/79 | CHRISTAL | | 4.6 |
| 0.5 | 3.5 | 5.3 | 4.5 | 4.4 | 8 | WMJX fm | A/C | 8 | 10 | 3 | 4 | 4 | 17/63 | EASTMAN | | 3.5 |
| 2.8 | 3.1 | 3.0 | 2.4 | 4.4 | 8 | WRKO am | Talk | 10 | 11 | 14 | 13 | 12 | 16/67 | RKO | ABC-1 | 3.9 |
| 4.0 | 3.9 | 3.1 | 2.8 | 3.9 | 10 | WEEI-FM | CHR | 6 | 3 | 5 | 8 | 9 | 21/52 | CBS-FM | CBS-R | 4.5 |
| 5.0 | 4.6 | 4.1 | 4.4 | 3.8 | 11 | WROR fm | CHR | 9 | 6 | 6 | 7 | 6 | 20/54 | RKO | RKO-1 | 3.5 |
| 3.2 | 3.7 | 2.7 | 4.0 | 3.5 | 12 | WXKS am | BBnd | 18 | 24 | 24 | 22 | 18 | 7/151 | MMR | | 1.9 |
| 2.6 | 2.5 | 2.1 | 2.4 | 3.0 | 13 | WSSH fm | BM | 14 | 21 | 12 | 10 | 7 | 15/73 | HILLIER | | 1.9 |
| 2.7 | 3.1 | 2.3 | 2.2 | 2.9 | 14 | WHUE-FM | BM | 13 | 22 | 21 | 17 | 16 | 16/67 | SELCOM | | 2.6 |
| 4.1 | 3.1 | 4.0 | 3.0 | 2.7 | 15 | WVBF fm | A/C | 12 | 14 | 7 | 9 | 10 | 19/56 | McGAVREN | | 2.0 |
| 1.2 | 1.7 | 1.9 | 1.3 | 2.5 | 16 | WILD am | Blk | 23 | 9 | 9 | 11 | 14 | 6/179 | | SHRDN | 0.4 |
| 1.4 | 1.7 | 1.4 | 1.3 | 1.9 | 17 | WCRB fm | Clas | 16 | 18 | 18 | 15 | 13 | 16/68 | DONOFRIO | | 1.0 |
| 0.7 | 0.9 | 1.3 | 1.5 | 1.2 | 18 | WCGY fm | CHR | 20 | 15 | 11 | 16 | 17 | 16/68 | MASLA | | 0.4 |
| 1.6 | 1.3 | 1.7 | 1.2 | 1.1 | 19 | WAAF fm | AOR | 19 | 4 | 17 | 20 | 24 | 22/49 | KATZ | NBC-S | 2.1 |
| 1.0 | 1.3 | 1.3 | 0.7 | 1.1 | 19 | WROL am | Rel | 22 | 24 | 24 | 24 | 23 | 14/79 | | | 0.1 |
| 1.1 | 1.0 | 1.3 | 2.5 | 1.0 | 21 | WBOS fm | AOR | 15 | 7 | 15 | 18 | 24 | 41/26 | B HOWARD | | 1.6 |
| 0.7 | 1.6 | 0.7 | 0.6 | 1.0 | 21 | WJDA am | A/C | 24 | 24 | 24 | 24 | 24 | 7/164 | | | 0.5 |

Continued on Page 78



KISS 108 FM IS BETTER HIT MUSIC



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WXKS
FOR THE MUSIC OF YOUR LIFE
1430 AM

Kiss
fm 108

Kiss *108 fm* **Now #1** and**
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in the Boston Area
is as Easy as 1, 2, 3
EASIER THAN EVER!!!

#1*

| | | |
|--------|------|----------|
| A25-49 | M-SU | 6am-mid |
| A25-49 | M-F | 10am-3pm |
| A25-49 | M-F | 3-7pm |
| A25-54 | M-F | 10am-3pm |
| M25-54 | M-F | 10am-3pm |
| W25-54 | M-F | 10am-3pm |

#2*

| | | |
|--------|------|----------|
| A25-54 | M-SU | 6am-mid |
| A25-54 | M-F | 3-7pm |
| M25-49 | M-F | 10am-3pm |
| M25-54 | M-F | 3-7pm |
| W25-54 | M-SU | 6am-mid |
| W25-54 | M-F | 3-7pm |

#3*

| | | |
|--------|------|---------|
| A25-49 | M-F | 6-10am |
| A25-54 | M-F | 6-10am |
| M25-49 | M-SU | 6am-mid |
| M25-54 | M-SU | 6am-mid |
| W25-49 | M-F | 6-10am |
| W25-54 | M-F | 6-10am |

WXKS-AM/FM is POSITIONED Right Where it Counts!!



MAJOR MARKET RADIO SALES

* **SOURCE:** Arbitron Fall '82/Avg. 1/4 Hour Estimates, Metro Survey Area: **All dayparts as listed.**
 ** **SOURCE:** Arbitron Fall '82/Avg. 1/4 Hour Estimates, Metro Survey Area: **Total persons 12 +.**

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

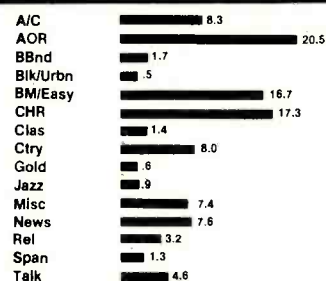
Anaheim-Santa Ana-Garden Grove #19

Continued from Page 71

| FALL '81 | SPRING '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------|--------------------|---------|
| 2.0 | 0.8 | 1.4 | 26 | KWIZ-FM | A/C | 28 | 27 | 29 | 28 | 21 | 17/63 | TORBET | |
| 1.1 | 1.1 | 1.4 | 26 | KYMS-FM | Rel | 29 | 23 | 13 | 17 | 25 | 17/63 | | |
| 1.6 | 2.0 | 1.3 | 29 | KWIZ am | A/C | 20 | 13 | 17 | 21 | 23 | 28/39 | TORBET | |
| -- | 1.1 | 1.2 | 30 | KMGG fm | CHR | 22 | 15 | 14 | 22 | 31 | 26/41 | TORBET | CBS-R |

Demographic Rank

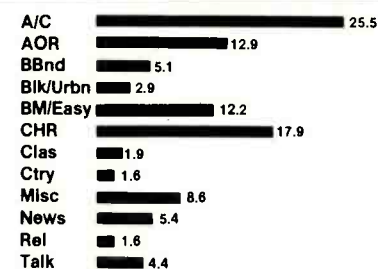
| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|------------|-------------|-----------|-------------|-----------|-------------|
| 1 KROQ-FM | 1 KIIS | 1 KROQ-FM | 1 KIIS | 1 KMPC | 1 KBIG |
| 2 KLOS | 2 KNX-FM | 2 KNX-FM | 2 KNX | 2 KFI | 2 KRTH |
| 3 KNX-FM | 3 KLOS | 3 KLOS | 3 KBIG | 3 KNX-FM | 3 KIIS |
| 4 KMET | 4 KHTZ | 4 KFI | 4 KRTH | 4 KRTH | 4 KNX-FM |
| 5 KRTH | 5 KROQ-FM | 5 KMET | 5 KLOS | 5 KBIG | 5 KABC |
| 6 KHTZ | 6 KRTH | 6 KMPC | 6 KHTZ | 6 KHTZ | 6 KJOI |
| 7 KIIS | 7 KFI | 7 KROQ-FM | 7 KROQ-FM | 7 KABC | 7 KFI |
| 8 XTRA | 8 KIQQ | 8 KHTZ | 8 KFI | 8 KLOS | 8 KBRT |
| 9 KFI | 9 KEZY-FM | 9 KIIS | 9 KJOI | 9 KZLA-FM | 9 KMPC |
| 10 KEZY-FM | 10 KIKF | 10 KABC | 10 KMPC | 10 KNX | 10 KHTZ |

Format Reach**Boston #7**

Continued from Page 76

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WBCN | 1 WXKS-FM | 1 WBCN | 1 WXKS-FM | 1 WBCN | 1 WHDH |
| 2 WXKS-FM | 2 WMJX | 2 WXKS-FM | 2 WHDH | 2 WBZ | 2 WBZ |
| 3 WCOZ | 3 WROR | 3 WCOZ | 3 WMJX | 3 WHDH | 3 WXKS-FM |
| 4 WMJX | 4 WEEI-FM | 4 WBZ | 4 WROR | 4 WXKS-FM | 4 WMJX |
| 5 WVBF | 5 WBCN | 5 WMJX | 5 WBZ | 5 WMJX | 5 WSSH |
| 6 WEEI-FM | 6 WHDH | 6 WHDH | 6 WEEI-FM | 6 WEEI | 6 WROR |
| 7 WILD | 7 WVBF | 7 WVBF | 7 WBCN | 7 WROR | 7 WJIB |
| 8 WROR | 8 WCOZ | 8 WEEI-FM | 8 WSSH | 8 WRKO | 8 WEEI-FM |
| 9 WHDH | 9 WBZ | 9 WROR | 9 WVBF | 9 WCOZ | 9 WVBF |
| 10 WBZ | 10 WSSH | 10 WILD | 10 WJIB | 10 WJIB | 10 WHUE-FM |

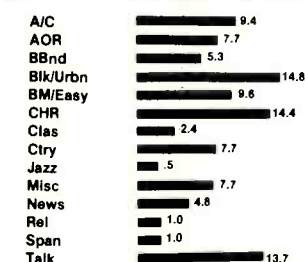
Format Reach**Chicago #3**

Continued from Page 80

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------|--------------------|---------|-----------------|
| 1.1 | 1.6 | 1.1 | 1.1 | 1.0 | 25 | WCFL am | A/C | 24 | 24 | 19 | 23 | 23 | 29/37 | B HOWARD | MBS | 1.0 |
| 1.3 | 1.0 | 1.6 | 1.2 | 1.0 | 25 | WOJO fm | Span | 26 | 19 | 24 | 25 | 21 | 14/79 | LOTUS | | 0.5 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WLUP | 1 WGCI | 1 WBMX | 1 WGCI | 1 WGN | 1 WGN |
| 2 WBMX | 2 WFYR | 2 WLUP | 2 WCLR | 2 WBMX | 2 WLOO |
| 3 WXRT | 3 WKQX | 3 WGCI | 3 WGN | 3 WLOO | 3 WCLR |
| 4 WLS-FM | 4 WCLR | 4 WGN | 4 WFYR | 4 WGCI | 4 WGCI |
| 5 WGCI | 5 WBMX | 5 WLS-FM | 5 WBMX | 5 WBBM | 5 WFYR |
| 6 WKQX | 6 WBBM-FM | 6 WXRT | 6 WKQX | 6 WCLR | 6 WBMX |
| 7 WLS | 7 WLS | 7 WCLR | 7 WLOO | 7 WFYR | 7 WMAQ |
| 8 WMET | 8 WLUP | 8 WLS | 8 WLS | 8 WMAQ | 8 WJEZ |
| 9 WCLR | 9 WLS-FM | 9 WFYR | 9 WBBM-FM | 9 WLS-FM | 9 WBBM |
| 10 WFYR | 10 WUSN | 10 WKQX | 10 WJEZ | 10 WKQX | 10 WKQX |

Format Reach

| FALL '82 | | | 12+ AOH METRO RANK | | STATION | | FORMAT | CUME RANK | | 12-17 RANK | | 18-34 RANK | | 18-49 RANK | | 25-54 RANK | | TURNOVER AVG. MINS. LISTED | | NATIONAL REP. FIRM | | NETWORK | | 12+ BIRCH SHARE | |
|------------|--------------|------|-----------------------|---------|---------|------|--------|-----------|----|------------|----|------------|-----------|------------|--|------------|--|----------------------------------|--|--------------------------|--|---------|--|-----------------------|--|
| FALL 81 | SPRING 82 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.6 | 12.5 | 12.7 | 1 | WJYE | fm | BM | 2 | 15 | 12 | 3 | 1 | 10/104 | TORBET | | | | | | | | | | | 10.7 | |
| 13.1 | 10.6 | 9.8 | 2 | WBEN | am | A/C | 1 | 12 | 13 | 11 | 5 | 17/64 | EASTMAN | NBC | | | | | | | | | | 9.7 | |
| 7.6 | 7.3 | 8.0 | 3 | WGR | am | A/C | 4 | 11 | 5 | 2 | 2 | 16/68 | KATZ | ABC-E | | | | | | | | | | 5.8 | |
| 2.8 | 4.6 | 7.5 | 4 | WYRK | fm | Ctry | 9 | 10 | 7 | 1 | 3 | 9/117 | McGAVREN | RKO-2 | | | | | | | | | | 6.3 | |
| 5.0 | 7.0 | 6.2 | 5 | WBLK | fm | Blk | 10 | 4 | 4 | 5 | 7 | 9/119 | PRO RADIO | NBN | | | | | | | | | | 4.5 | |
| 8.8 | 8.3 | 5.7 | 6 | WBEN-FM | | CHR | 3 | 5 | 1 | 4 | 8 | 23/47 | EASTMAN | | | | | | | | | | | 7.5 | |
| 9.7 | 7.7 | 5.5 | 7 | WGRQ | fm | AOR | 7 | 1 | 3 | 8 | 14 | 17/65 | KATZ | NBC-S | | | | | | | | | | 8.0 | |
| 8.4 | 9.7 | 5.2 | 8 | WKBW | am | CHR | 5 | 7 | 8 | 6 | 4 | 24/44 | BLAIR | ABC-D | | | | | | | | | | 7.5 | |
| -- | -- | 4.8 | 9 | WNYS | fm | CHR | 8 | 2 | 6 | 9 | 11 | 15/72 | SELCOM | | | | | | | | | | | 5.6 | |
| 4.3 | 2.7 | 4.8 | 9 | WPHD | fm | CHR | 6 | 3 | 2 | 7 | 9 | 20/54 | MMR | ABC-C | | | | | | | | | | 5.0 | |
| 5.1 | 4.7 | 4.6 | 11 | WECK | am | BBnd | 11 | 21 | 16 | 14 | 10 | 12/90 | MASLA | ABC-I | | | | | | | | | | 5.2 | |
| 1.5 | 1.4 | 3.2 | 12 | WBUF | fm | A/C | 12 | 14 | 11 | 10 | 6 | 17/63 | McGAVREN | ABC-E | | | | | | | | | | 2.3 | |
| 1.1 | 1.1 | 2.1 | 13 | WYSL | am | A/C | 14 | 6 | 14 | 16 | 15 | 25/44 | MMR | CBS | | | | | | | | | | 3.1 | |
| -- | 0.7 | 2.0 | 14 | WUWU | fm | AOR | 15 | 9 | 9 | 12 | 13 | 13/84 | | | | | | | | | | | | 2.1 | |
| 2.2 | 2.8 | 2.0 | 14 | WZIR | fm | CHR | 13 | 8 | 10 | 13 | 18 | 27/41 | CHRISTAL | ABC-R | | | | | | | | | | 2.7 | |
| 3.3 | 1.4 | 1.9 | 16 | WWOL | am | Ctry | 18 | 22 | 18 | 18 | 17 | 9/118 | SELCOM | ABC-I | | | | | | | | | | 1.4 | |
| 1.1 | 1.1 | 1.6 | 17 | WDCX | fm | Rel | 17 | 16 | 17 | 17 | 12 | 11/97 | | | | | | | | | | | | 1.1 | |
| 1.4 | 1.7 | 1.2 | 18 | WUFO | am | Blk | 16 | 13 | 15 | 15 | 16 | 16/66 | SELCOM | SHRDN | | | | | | | | | | 0.7 | |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|------------|-------------|
| 1 WGRQ | 1 WBEN-FM | 1 WGR | 1 WJYE | 1 WGR | 1 WJYE |
| 2 WPHD | 2 WBLK | 2 WYRK | 2 WYRK | 2 WYRK | 2 WYRK |
| 3 WGR | 3 WNYS | 3 WGRQ | 3 WBEN-FM | 3 WJYE | 3 WGR |
| 4 WUWU | 4 WGR | 4 WPHD | 4 WBLK | 4 WBEN | 4 WKBW |
| 5 WBEN-FM | 5 WPHD | 5 WJYE | 5 WGR | 5 WKBW | 5 WBEN-FM |
| 6 WNYS | 6 WYRK | 6 WBEN | 6 WKBW | 6 WPHD | 6 WBLK |
| 7 WBEN | 7 WKBW | 7 WUWU | 7 WNYS | 7 WECK | 7 WBUF |
| 8 WYRK | 8 WGRQ | 8 WKBW | 8 WBUF | 8 WBUF | 8 WBEN |
| 9 WZIR | 9 WBUF | 9 WBEN-FM | 9 WPHD | 9 WBLK | 9 WNYS |
| 10 WJYE | 10 WZIR | 10 WBLK | 10 WBEN | 10 WBEN-FM | 10 WDCX |

Format Reach

| | |
|----------|------|
| A/C | 23.7 |
| AOR | 7.5 |
| BBnd | 4.6 |
| Blk/Urbn | 7.4 |
| BM/Easy | 13.2 |
| CHR | 22.5 |
| Ctry | 9.9 |
| Misc | 9.6 |
| Rel | 1.6 |

Chicago #3

RR

| FALL '82 | | | | | 12+ AOH METRO RANK | | STATION | | FORMAT | | CUME RANK | | 12-17 RANK | | 18-34 RANK | | 18-49 RANK | | 25-54 RANK | | TURNOVER/ AVG. MINS. LISTENED | | NATIONAL REP. FIRM | | NETWORK | | 12+ BIRCH SHARE | |
|----------|------------|------------|------------|----------|--------------------|---------|---------|------|--------|----|-----------|----|------------|-------|------------|-------|------------|--|------------|--|-------------------------------|--|--------------------|--|---------|--|-----------------|--|
| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.6 | 9.2 | 7.8 | 9.3 | 9.6 | 1 | WGN | am | Talk | 1 | 18 | 13 | 2 | 1 | 12/89 | CHRISTAL | MBS | 9.6 | | | | | | | | | | | |
| 6.5 | 5.8 | 4.9 | 4.8 | 6.1 | 2 | WLOO | fm | BM | 6 | 20 | 16 | 8 | 2 | 12/91 | KATZ | | 4.6 | | | | | | | | | | | |
| 6.9 | 6.1 | 6.6 | 6.1 | 5.3 | 3 | WGCI | fm | Urbn | 7 | 3 | 1 | 1 | 3 | 13/80 | MCGAVREN | MBS | 5.0 | | | | | | | | | | | |
| 6.0 | 5.9 | 4.9 | 4.8 | 4.8 | 4 | WBBM | am | News | 2 | 22 | 18 | 14 | 7 | 20/55 | CBS SPOT | CBS | 5.5 | | | | | | | | | | | |
| 2.1 | 4.6 | 5.1 | 5.2 | 4.7 | 5 | WBMX | fm | Blk | 8 | 6 | 2 | 3 | 5 | 15/74 | MASLA | | 3.7 | | | | | | | | | | | |
| 2.7 | 2.1 | 2.7 | 5.3 | 4.1 | 6 | WBBM-FM | | CHR | 4 | 1 | 10 | 11 | 18 | 22/49 | CBS-FM | CBS-R | 5.0 | | | | | | | | | | | |
| 3.4 | 3.5 | 3.7 | 3.7 | 4.1 | 6 | WCLR | fm | A/C | 10 | 11 | 5 | 4 | 4 | 15/71 | TORBET | | 3.0 | | | | | | | | | | | |
| 4.7 | 4.8 | 4.5 | 3.5 | 4.1 | 6 | WIND | am | Talk | 14 | 23 | 22 | 20 | 14 | 12/88 | RAR | ABC-E | 5.0 | | | | | | | | | | | |
| 4.7 | 4.5 | 4.8 | 3.6 | 3.8 | 9 | WLS | am | CHR | 3 | 2 | 9 | 9 | 11 | 25/44 | BLAIR | ABC-C | 3.9 | | | | | | | | | | | |
| 1.1 | 1.1 | 3.7 | 4.2 | 3.5 | 10 | WJJD | am | BBnd | 15 | 14 | 27 | 24 | 17 | 14/80 | MMR | ABC-I | 3.6 | | | | | | | | | | | |
| 3.5 | 3.6 | 4.1 | 2.7 | 3.4 | 11 | WLS-FM | | CHR | 5 | 5 | 7 | 10 | 15 | 23/46 | BLAIR | ABC-R | 4.6 | | | | | | | | | | | |
| 4.2 | 4.2 | 3.8 | 4.2 | 3.4 | 11 | WLUP | fm | AOR | 11 | 7 | 3 | 6 | 24 | 18/60 | MMR | | 6.0 | | | | | | | | | | | |
| 3.7 | 4.4 | 3.9 | 2.7 | 3.2 | 13 | WLAK | fm | BM | 16 | 28 | 23 | 18 | 12 | 15/74 | CHRISTAL | | 2.4 | | | | | | | | | | | |
| 4.2 | 3.9 | 3.5 | 3.8 | 3.2 | 13 | WMAQ | am | Ctry | 9 | 16 | 17 | 15 | 8 | 20/54 | EASTMAN | NBC | 3.6 | | | | | | | | | | | |
| 3.1 | 3.8 | 2.5 | 3.3 | 3.1 | 15 | WFYR | fm | A/C | 13 | 13 | 6 | 5 | 6 | 17/62 | RKO | RKO-1 | 2.9 | | | | | | | | | | | |
| 3.3 | 2.9 | 2.7 | 2.7 | 3.1 | 15 | WKQX | fm | CHR | 12 | 9 | 4 | 7 | 9 | 20/54 | EASTMAN | | 4.5 | | | | | | | | | | | |
| 2.5 | 2.5 | 3.7 | 2.9 | 2.5 | 17 | WJPC | am | Blk | 17 | 4 | 14 | 19 | 22 | 18/60 | B HOWARD | NBN | 2.4 | | | | | | | | | | | |
| 3.0 | 1.6 | 2.3 | 2.1 | 2.4 | 18 | WJEZ | fm | Ctry | 20 | 21 | 15 | 13 | 10 | 14/78 | MMR | RKO-2 | 2.1 | | | | | | | | | | | |
| 1.6 | 2.0 | 1.6 | 2.1 | 2.3 | 19 | WXRT | fm | AOR | 19 | 12 | 8 | 12 | 16 | 16/69 | MASLA | | 3.6 | | | | | | | | | | | |
| -- | 1.3 | 1.6 | 2.0 | 2.1 | 20 | WUSN | fm | Ctry | 21 | 17 | 12 | 16 | 13 | 15/72 | HILLIER | ABC-D | 1.8 | | | | | | | | | | | |
| 3.4 | 2.3 | 2.4 | 2.2 | 2.0 | 21 | WMET | fm | AOR | 18 | 8 | 11 | 17 | 26 | 22/49 | KATZ | NBC-S | 1.7 | | | | | | | | | | | |
| 2.5 | 2.0 | 1.5 | 1.4 | 1.8 | 22 | WAIT | am | BBnd | 23 | 28 | 28 | 28 | 28 | 16/66 | KATZ | | 1.0 | | | | | | | | | | | |
| 2.2 | 2.0 | 1.3 | 1.4 | 1.8 | 22 | WFMT | fm | Clas | 25 | 28 | 21 | 22 | 19 | 15/71 | CMBS | | 2.4 | | | | | | | | | | | |
| 1.6 | 2.0 | 2.4 | 2.1 | 1.6 | 24 | WVON | am | Blk | 22 | 10 | 20 | 21 | 20 | 20/55 | MCGAVREN | SHRDN | 0.8 | | | | | | | | | | | |

Continued on Page 78

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by its cover*

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a Radio Station
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WLUP UP AGAIN IN MEN 18-34
UP AGAIN IN FEMALES 18-34
UP AGAIN IN ADULTS 18-34

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on The Loop FM 98

the Loop[®]
FM98

Where Rock Comes of Age

Cincinnati #27

RR

| FALL '81 | FALL '82 | FALL '82 | 12+ AQH METHO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|----------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|----------|-----------------------|
| 11.8 | 9.8 | 9.5 | 1 | WEBN | fm | AOR | 2 | 2 | 1 | 1 | 9 | 14/76 | TORBET | 14.4 |
| 7.8 | 8.2 | 8.6 | 2 | WKRC | am | A/C | 1 | 8 | 6 | 3 | 3 | 17/65 | KATZ | 8.0 |
| 8.3 | 8.0 | 8.1 | 3 | WKRQ | fm | CHR | 3 | 1 | 3 | 4 | 12 | 17/65 | KATZ | 10.4 |
| 8.9 | 7.1 | 7.8 | 4 | WWEZ | fm | BM | 7 | 14 | 12 | 8 | 4 | 11/101 | EASTMAN | 8.5 |
| 5.9 | 5.6 | 7.4 | 5 | WUBE-FM | | Ctry | 8 | 5 | 8 | 6 | 1 | 11/103 | McGAVREN | 5.9 |
| 6.4 | 4.5 | 7.2 | 6 | WCKY | am | N/T | 6 | 16 | 11 | 12 | 10 | 12/87 | EASTMAN | 7.1 |
| 6.3 | 6.2 | 7.1 | 7 | WRRM | fm | A/C | 5 | 10 | 2 | 2 | 2 | 14/78 | BLAIR | 6.1 |
| 8.1 | 10.2 | 5.8 | 8 | WLW | am | A/C | 4 | 17 | 10 | 11 | 5 | 21/52 | CBS SPOT | 5.4 |
| 2.4 | 3.9 | 5.1 | 9 | WBLZ | fm | Urbn | 9 | 3 | 4 | 5 | 8 | 13/81 | HILLIER | 5.1 |
| 6.1 | 5.9 | 4.3 | 10 | WMLX | am | BBnd | 11 | 20 | 19 | 15 | 13 | 12/94 | McGAVREN | 4.7 |
| 5.5 | 4.3 | 4.1 | 11 | WYYS | fm | A/C | 10 | 7 | 5 | 7 | 6 | 15/72 | MMR | 3.3 |
| 2.6 | 4.4 | 3.6 | 12 | WCIN | am | Blk | 12 | 4 | 7 | 10 | 11 | 13/82 | HILLIER | 2.4 |
| 1.9 | 1.9 | 3.2 | 13 | WSAI-FM | | Ctry | 14 | 13 | 13 | 9 | 7 | 14/80 | CHRISTAL | 1.7 |
| 1.3 | 2.4 | 2.1 | 14 | WSKS | fm | AOR | 13 | 6 | 9 | 13 | 15 | 22/48 | CBS-FM | 1.4 |
| 0.8 | 1.5 | 1.5 | 15 | WNOP | am | Jazz | 16 | 21 | 14 | 16 | 16 | 10/113 | | 0.9 |
| 2.6 | 2.9 | 1.5 | 15 | WSAI | am | Ctry | 15 | 12 | 15 | 14 | 14 | 23/48 | CHRISTAL | 2.9 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WEBN | 1 WRRM | 1 WEBN | 1 WRRM | 1 WRRM | 1 WUBE-FM |
| 2 WRRM | 2 WKRC | 2 WRRM | 2 WKRC | 2 WUBE-FM | 2 WRRM |
| 3 WBLZ | 3 WEBN | 3 WKRC | 3 WKRC | 3 WKRC | 3 WKRC |
| 4 WKRC | 4 WBLZ | 4 WEBN | 4 WEBN | 4 WLW | 4 WVEZ |
| 5 WSKS | 5 WYYS | 5 WUBE-FM | 5 WYYS | 5 WEBN | 5 WYYS |
| 6 WKRC | 6 WCIN | 6 WKRC | 6 WUBE | 6 WVEZ | 6 WLW |
| 7 WYYS | 7 WKRC | 7 WSKS | 7 WBLZ | 7 WCKY | 7 WCIN |
| 8 WUBE-FM | 8 WUBE-FM | 8 WLW | 8 WCIN | 8 WSAI-FM | 8 WKRC |
| 9 WCIN | 9 WVEZ | 9 WSAI-FM | 9 WVEZ | 9 WBLZ | 9 WSAI-FM |
| 10 WLW | 10 WSAI-FM | 10 WCKY | 10 WSAI-FM | 10 WYYS | 10 WBLZ |

Format Reach

| | |
|----------|------|
| A/C | 26.3 |
| AOR | 11.6 |
| BBnd | 4.3 |
| Blk/Urbn | 8.7 |
| BM/Easy | 8.6 |
| CHR | 8.1 |
| Ctry | 12.7 |
| Jazz | 1.5 |
| Misc | 9.0 |
| News | 3.6 |
| Rel | 2.0 |
| Talk | 3.6 |

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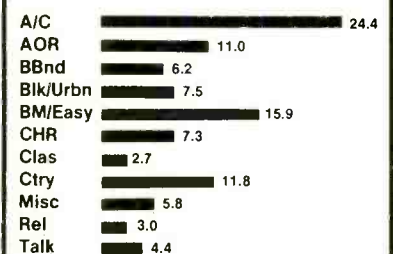
LITE ROCK • LESS TALK

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12-17 RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 17+ BIRCH SHARE |
|----------|------------|------------|------------|----------|------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 9.0 | 8.3 | 8.2 | 9.6 | 8.4 | 1 | WMMS fm | AOR | 1 | 2 | 1 | 1 | 4 | 13/83 | KATZ | NBC-S | 13.8 |
| 8.1 | 9.7 | 7.6 | 6.4 | 7.9 | 2 | WDOK fm | BM | 4 | 17 | 10 | 7 | 3 | 12/94 | EASTMAN | | 6.8 |
| -- | -- | -- | 4.7 | 7.7 | 3 | WMJI fm | A/C | 3 | 7 | 2 | 2 | 1 | 13/83 | TORBET | CBS-R | 6.8 |
| 6.6 | 6.5 | 7.3 | 5.3 | 6.7 | 4 | WQAL fm | BM | 6 | 16 | 11 | 9 | 5 | 12/90 | McGAVREN | | 5.0 |
| 3.4 | 5.3 | 5.6 | 7.5 | 6.2 | 5 | WBBG am | BBnd | 9 | 15 | 19 | 14 | 11 | 12/92 | TORBET | | 4.9 |
| 5.6 | 5.2 | 6.3 | 5.2 | 5.9 | 6 | WGCL fm | CHR | 2 | 1 | 6 | 5 | 10 | 18/61 | MMR | ABC-F | 9.2 |
| 6.1 | 5.9 | 7.0 | 5.1 | 5.5 | 7 | WZZP fm | A/C | 5 | 8 | 3 | 3 | 2 | 15/74 | CHRISTAL | APR | 4.3 |
| 4.9 | 7.2 | 5.9 | 6.7 | 5.3 | 8 | WDMT fm | Urbn | 10 | 3 | 5 | 4 | 6 | 13/86 | B HOWARD | RKO-1 | 4.9 |
| 6.7 | 4.8 | 4.8 | 5.2 | 5.1 | 9 | WHK am | Ctry | 11 | 13 | 15 | 11 | 8 | 13/83 | KATZ | NBC | 3.8 |
| 5.8 | 6.1 | 4.9 | 4.5 | 4.4 | 10 | WERE am | Talk | 7 | 21 | 17 | 17 | 12 | 18/59 | MMR | MBS | 3.3 |
| 2.2 | 2.9 | 2.8 | 4.4 | 4.3 | 11 | WZAK fm | Urbn | 14 | 4 | 4 | 6 | 13 | 11/99 | SELCOM | | 5.8 |
| 4.7 | 5.2 | 3.7 | 4.2 | 3.6 | 12 | WGAR am | A/C | 8 | 9 | 7 | 8 | 7 | 22/49 | BLAIR | ABC-E | 4.4 |
| 3.7 | 3.7 | 2.6 | 3.8 | 3.5 | 13 | WKSW fm | Ctry | 13 | 14 | 9 | 10 | 9 | 15/73 | BLAIR | RKO-2 | 3.1 |
| 3.2 | 3.5 | 4.5 | 4.4 | 3.2 | 14 | WWWE am | Ctry | 12 | 12 | 14 | 13 | 16 | 18/60 | EASTMAN | CBS | 1.9 |
| 3.0 | 2.7 | 2.4 | 3.0 | 2.7 | 15 | WCLV fm | Clas | 18 | 19 | 13 | 16 | 17 | 15/75 | CMBS | | 2.5 |
| -- | -- | -- | -- | 2.6 | 16 | WRQC fm | AOR | 15 | 5 | 8 | 12 | 18 | 17/63 | MASLA | | 3.1 |
| 1.2 | 3.0 | 3.2 | 2.4 | 2.4 | 17 | WABQ am | Rel | 20 | 24 | 18 | 18 | 15 | 8/135 | LOTUS | SHRDN | 0.8 |
| 4.4 | 2.6 | 2.4 | 1.5 | 2.3 | 18 | WJW am | A/C | 16 | 18 | 21 | 20 | 21 | 19/58 | CHRISTAL | ABC-D | 2.0 |
| 2.7 | 2.7 | 2.7 | 2.6 | 2.2 | 19 | WJMO am | Blk | 17 | 11 | 12 | 15 | 14 | 19/58 | MASLA | NBN | 2.8 |
| 1.1 | 1.3 | 1.7 | 0.9 | 1.0 | 20 | WDBN fm | BM | 21 | 22 | 25 | 22 | 19 | 14/80 | MASLA | | 1.1 |
| 1.1 | 1.7 | 0.9 | 1.6 | 1.0 | 20 | WKDD fm | CHR | 19 | 6 | 16 | 19 | 22 | 30/36 | KATZ | | 1.5 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WMMS | 1 WMJI | 1 WMMS | 1 WMJI | 1 WMJI | 1 WMJI |
| 2 WMJI | 2 WMMS | 2 WMJI | 2 WZZP | 2 WMMS | 2 WZZP |
| 3 WDMT | 3 WZZP | 3 WDMT | 3 WMMS | 3 WDOK | 3 WDOK |
| 4 WZZP | 4 WZAK | 4 WZZP | 4 WZAK | 4 WZZP | 4 WQAL |
| 5 WRQC | 5 WGCL | 5 WRQC | 5 WGCL | 5 WDMT | 5 WDMT |
| 6 WZAK | 6 WDMT | 6 WDOK | 6 WDMT | 6 WGAR | 6 WGAR |
| 7 WGCL | 7 WGAR | 7 WGAR | 7 WQAL | 7 WHK | 7 WBBG |
| 8 WGAR | 8 WQAL | 8 WGCL | 8 WGAR | 8 WQAL | 8 WHK |
| 9 WKSW | 9 WKSW | 9 WZAK | 9 WDOK | 9 WKSW | 9 WABQ |
| 10 WDOK | 10 WDOK | 10 WHK | 10 WKSW | 10 WGCL | 10 WZAK |

Format Reach



Columbus, OH #37

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|--------------------------------|-----------------------|---------|
| 12.6 | 11.0 | 12.6 | 1 | WLWQ fm | AOR | 3 | 2 | 1 | 1 | 3 | 11/98 | KATZ | |
| 13.0 | 9.3 | 11.2 | 2 | WTVN am | A/C | 1 | 6 | 6 | 3 | 1 | 18/62 | KATZ | ABC-E |
| 10.9 | 10.9 | 8.6 | 3 | WXGT fm | CHR | 2 | 1 | 3 | 4 | 9 | 16/67 | EASTMAN | CBS-R |
| -- | -- | 8.3 | 4 | WSNY fm | A/C | 4 | 5 | 2 | 2 | 2 | 16/67 | MMR | |
| 3.1 | 4.5 | 7.0 | 5 | WVKO am | Blk | 10 | 3 | 4 | 5 | 10 | 8/135 | MASLA | NBN |
| 6.7 | 7.4 | 6.9 | 6 | WBNS-FM | BM | 6 | 9 | 12 | 10 | 7 | 15/71 | BLAIR | |
| 6.2 | 5.1 | 6.5 | 7 | WMNI am | Ctry | 8 | 18 | 10 | 9 | 6 | 13/84 | McGAVREN | MBS |
| 8.6 | 8.5 | 6.1 | 8 | WNCI fm | A/C | 5 | 4 | 5 | 6 | 4 | 22/50 | CHRISTAL | ABC-C |
| 6.3 | 6.7 | 5.8 | 9 | WBNS am | A/C | 7 | 8 | 7 | 7 | 5 | 17/64 | BLAIR | ABC-I |
| 7.2 | 6.6 | 5.5 | 10 | WCOL am | BBnd | 9 | 12 | 13 | 13 | 11 | 15/72 | EASTMAN | CBS |
| 3.7 | 3.3 | 4.1 | 11 | WHOK fm | Ctry | 11 | 10 | 8 | 8 | 8 | 14/80 | P W RADIO | AP |
| 0.8 | 1.4 | 2.0 | 12 | WBBY fm | Jazz | 14 | 11 | 9 | 11 | 12 | 15/74 | ROSLIN | |
| 0.8 | 0.5 | 1.8 | 13 | WRFD am | A/C | 15 | 7 | 11 | 12 | 13 | 14/80 | McGAVREN | AP |
| 2.6 | 3.0 | 1.8 | 13 | WRMZ fm | BM | 12 | 15 | 14 | 14 | 14 | 18/61 | McGAVREN | MBS |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WLWQ | 1 WSNY | 1 WLWQ | 1 WSNY | 1 WTVN | 1 WTVN |
| 2 WXGT | 2 WLWQ | 2 WTVN | 2 WLWQ | 2 WLWQ | 2 WSNY |
| 3 WSNY | 3 WXGT | 3 WSNY | 3 WTVN | 3 WSNY | 3 WNCI |
| 4 WVKO | 4 WVKO | 4 WBNS | 4 WVKO | 4 WBNS | 4 WMNI |
| 5 WTVN | 5 WNCI | 5 WXGT | 5 WNCI | 5 WNCI | 5 WBNS-FM |
| 6 WNCI | 6 WTVN | 6 WNCI | 6 WXGT | 6 WHOK | 6 WVKO |
| 7 WBNS | 7 WBNS | 7 WVKO | 7 WBNS | 7 WMNI | 7 WBNS |
| 8 WHOK | 8 WHOK | 8 WHOK | 8 WBNS-FM | 8 WXGT | 8 WXGT |
| 9 WBBY | 9 WMNI | 9 WMNI | 9 WHOK | 9 WCOL | 9 WHOK |
| 10 WRFD | 10 WBNS-FM | 10 WBBY | 10 WMNI | 10 WBNS-FM | 10 WCOL |

Format Reach

| | |
|-----------|------|
| A/C | 35.2 |
| AOR | 12.6 |
| BBnd | 5.5 |
| Blk/Urban | 7.0 |
| BM/Easy | 8.7 |
| CHR | 8.6 |
| Ctry | 10.6 |
| Jazz | 2.0 |
| Misc | 9.5 |
| Rel | 1.3 |

Dallas-Ft. Worth #10

RR

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| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 8.3 | 8.4 | 7.5 | 8.3 | 1 | KSCS fm | Ctry | 2 | 6 | 3 | 2 | 2 | 13/83 | EASTMAN | | 7.3 |
| 8.2 | 7.9 | 8.4 | 7.9 | 2 | KVIL-FM | A/C | 1 | 9 | 1 | 1 | 1 | 14/78 | BLAIR | | 9.9 |
| 5.0 | 6.3 | 4.6 | 7.1 | 3 | KMEZ-FM | BM | 6 | 15 | 13 | 6 | 3 | 12/92 | McGAVREN | | 4.2 |
| 6.4 | 5.2 | 5.4 | 5.9 | 4 | KRLD am | News | 3 | 16 | 19 | 13 | 6 | 18/61 | KATZ | CBS | 5.2 |
| 3.4 | 6.4 | 4.5 | 5.7 | 5 | KPLX fm | Ctry | 8 | 8 | 6 | 3 | 4 | 14/78 | RKO | AP | 5.5 |
| 6.5 | 6.6 | 5.2 | 5.3 | 6 | KKDA-FM | Urbn | 9 | 3 | 4 | 5 | 7 | 14/77 | SELCOM | MBS | 6.3 |
| 4.0 | 3.4 | 2.5 | 5.1 | 7 | KOAX fm | BM | 12 | 19 | 15 | 16 | 8 | 12/93 | RAR | | 1.9 |
| 6.5 | 4.9 | 6.4 | 4.9 | 8 | KZEW fm | AOR | 5 | 7 | 2 | 4 | 11 | 18/61 | MMR | NBC-S | 6.6 |
| 6.8 | 6.7 | 7.7 | 4.8 | 9 | WBAP am | Ctry | 7 | 10 | 12 | 8 | 5 | 17/64 | EASTMAN | ABC-I | 3.9 |
| 5.0 | 4.1 | 4.7 | 4.6 | 10 | KEGL fm | CHR | 4 | 1 | 8 | 10 | 15 | 19/56 | HILLIER | ABC-C | 6.8 |
| 4.1 | 3.8 | 3.0 | 4.1 | 11 | WFAA am | N/T | 13 | 21 | 17 | 15 | 10 | 14/76 | CBS SPT | NBC | 2.5 |
| 4.3 | 4.9 | 6.3 | 3.8 | 12 | KNOK-FM | Urbn | 16 | 4 | 9 | 12 | 13 | 13/85 | B HOWARD | NBN | 5.2 |
| 4.4 | 3.7 | 4.0 | 3.4 | 13 | KMGC fm | A/C | 11 | 12 | 5 | 7 | 9 | 18/59 | SELCOM | | 3.5 |
| 4.6 | 6.4 | 6.3 | 3.4 | 13 | KTXQ fm | AOR | 10 | 5 | 7 | 11 | 20 | 21/52 | CBS-FM | | 7.3 |
| 1.0 | 1.7 | 2.3 | 3.2 | 15 | KAFM fm | CHR | 14 | 2 | 11 | 14 | 18 | 17/64 | TORBET | | 3.6 |
| 1.8 | 1.4 | 2.0 | 2.8 | 16 | KLVU fm | A/C | 15 | 11 | 10 | 9 | 12 | 19/58 | HILLIER | | 1.6 |
| 2.3 | 1.8 | 2.0 | 2.2 | 17 | KFJZ am | BBnd | 17 | 23 | 25 | 25 | 22 | 17/62 | CHRISTAL | | 1.8 |
| 1.2 | 0.8 | 1.0 | 1.7 | 18 | KLIF am | Ctry | 20 | 14 | 24 | 24 | 25 | 14/80 | RKO | MBS | 1.1 |
| 1.6 | 1.2 | 1.2 | 1.5 | 19 | KIXK fm | Ctry | 19 | 17 | 18 | 19 | 17 | 15/71 | | | 1.1 |
| 1.5 | 1.4 | 0.8 | 1.2 | 20 | WRR fm | Clas | 18 | 24 | 21 | 20 | 16 | 20/54 | CMBS | | 1.7 |
| 0.2 | 0.3 | -- | 1.1 | 21 | KAAM am | Gold | 21 | 18 | 14 | 17 | 14 | 19/56 | TORBET | | 0.8 |
| 0.6 | 1.0 | 1.5 | 1.0 | 22 | KKDA am | Urbn | 23 | 22 | 22 | 21 | 19 | 17/64 | | | 0.3 |
| 1.2 | 1.9 | 1.3 | 1.0 | 22 | KPBC am | Rel | 25 | 25 | 16 | 18 | 21 | 13/83 | | | 1.1 |

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Dayton #48

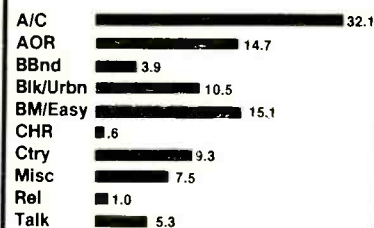
RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------|--------------------|---------|
| 15.2 | 15.2 | 15.1 | 1 | WHIO-FM | BM | 1 | 13 | 5 | 2 | 1 | 10/106 | CHRISTAL | |
| 10.1 | 14.4 | 13.3 | 2 | WTUE fm | AOR | 4 | 1 | 1 | 1 | 6 | 10/111 | McGAVREN | |
| 10.2 | 10.8 | 10.9 | 3 | WHIO am | A/C | 2 | 11 | 9 | 6 | 4 | 14/78 | CHRISTAL | CBS |
| 8.2 | 6.0 | 7.3 | 4 | WONE am | Ctry | 5 | 6 | 8 | 4 | 3 | 13/81 | McGAVREN | |
| 8.3 | 6.1 | 6.9 | 5 | WING am | A/C | 3 | 10 | 4 | 3 | 2 | 19/56 | KATZ | ABC-I |
| 9.7 | 6.6 | 5.9 | 6 | WDAO fm | Blk | 7 | 4 | 3 | 5 | 5 | 12/88 | B HOWARD | ABC-C |
| 4.9 | 5.2 | 5.3 | 7 | WAVI am | Talk | 12 | 16 | 14 | 10 | 9 | 8/143 | B HOWARD | ABC-E |
| 1.7 | 4.4 | 4.6 | 8 | WBLZ fm | Urbn | 10 | 2 | 7 | 9 | 11 | 12/94 | HILLIER | |
| 7.7 | 6.1 | 4.5 | 9 | WDJX fm | A/C | 6 | 3 | 6 | 8 | 7 | 21/53 | TORBET | RKO-1 |
| 2.7 | 4.4 | 3.9 | 10 | WJAI fm | BBnd | 11 | 17 | 17 | 15 | 10 | 10/104 | KATZ | |
| 4.0 | 2.8 | 3.9 | 10 | WVUD fm | A/C | 8 | 7 | 2 | 7 | 8 | 18/61 | MASLA | CBS-R |
| 1.3 | 0.4 | 2.0 | 12 | WBZI fm | Ctry | 14 | 18 | 13 | 12 | 13 | 15/75 | REGIONAL | RKO-2 |
| 1.7 | 1.6 | 1.8 | 13 | WLW am | A/C | 9 | 12 | 15 | 14 | 14 | 32/34 | CBS SPOT | NBC |
| 2.7 | 2.2 | 1.6 | 14 | WPBF fm | A/C | 13 | 15 | 11 | 11 | 12 | 21/52 | LOTUS | MBS |
| 0.7 | 1.6 | 1.4 | 15 | WYYS fm | A/C | 15 | 9 | 10 | 13 | 15 | 17/63 | MMR | |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WTUE | 1 WTUE | 1 WTUE | 1 WHIO-FM | 1 WHIO-FM | 1 WHIO-FM |
| 2 WDAO | 2 WBLZ | 2 WING | 2 WTUE | 2 WING | 2 WING |
| 3 WVUD | 3 WING | 3 WHIO-FM | 3 WING | 3 WONE | 3 WONE |
| 4 WING | 4 WVUD | 4 WDAO | 4 WONE | 4 WTUE | 4 WHIO |
| 5 WHIO-FM | 5 WDJX | 5 WONE | 5 WDJX | 5 WHIO | 5 WDAO |
| 6 WONE | 6 WHIO-FM | 6 WVUD | 6 WBLZ | 6 WDAO | 6 WDJX |
| 7 WDJX | 7 WDAO | 7 WHIO | 7 WHIO | 7 WVUD | 7 WTUE |
| 8 WHIO | 8 WHIO | 8 WDJX | 8 WDAO | 8 WAVI | 8 WBLZ |
| 9 WSKS | 9 WONE | 9 WAVI | 9 WVUD | 9 WLW | 9 WPBF |
| 10 WYYS | 10 WPBF | 10 WLW | 10 WPBF | 10 WDJX | 10 WAVI |

Format Reach



Denver-Boulder #23

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|-----------------------|---------|---------|-----------|------------|------------|------------|------------|-------------------------------|----------------------|---------|-----------------------|
| 6.9 | 7.1 | 7.8 | 9.5 | 1 | KOSI | fm BM | 2 | 14 | 11 | 2 | 1 | 12/90 | RAR | | 6.7 |
| 8.2 | 6.6 | 5.6 | 6.6 | 2 | KOA | am Talk | 1 | 17 | 20 | 12 | 4 | 18/62 | KATZ | CBS | 7.1 |
| 5.4 | 5.8 | 6.2 | 5.9 | 3 | KAZY | fm AOR | 5 | 1 | 8 | 11 | 18 | 17/65 | McGAVREN | NBC-S | 6.9 |
| 4.2 | 4.2 | 4.2 | 5.9 | 3 | KLIR | fm CHR | 7 | 8 | 1 | 1 | 2 | 15/74 | CHRISTAL | | 5.4 |
| 7.1 | 6.2 | 7.2 | 5.5 | 5 | KBPI | fm AOR | 3 | 2 | 2 | 3 | 12 | 20/53 | SELCOM | | 6.7 |
| 6.5 | 5.0 | 4.8 | 5.0 | 6 | KOAQ | fm CHR | 6 | 3 | 4 | 6 | 10 | 18/62 | KATZ | | 6.1 |
| 4.5 | 6.5 | 5.9 | 4.7 | 7 | KPPL | fm A/C | 8 | 7 | 5 | 4 | 5 | 18/62 | MMR | RKO-1 | 3.2 |
| 4.9 | 4.1 | 5.4 | 4.5 | 8 | KIMN | am CHR | 4 | 5 | 7 | 7 | 7 | 22/49 | BLAIR | ABC-C | 4.6 |
| 5.2 | 5.4 | 5.0 | 4.4 | 9 | KHOW | am A/C | 9 | 18 | 12 | 8 | 3 | 18/59 | EASTMAN | | 3.8 |
| 3.5 | 3.6 | 3.1 | 4.2 | 10 | KBCO | fm AOR | 14 | 13 | 3 | 5 | 8 | 12/89 | MASLA | | 4.6 |
| 5.9 | 6.6 | 5.8 | 3.9 | 11 | KPKE | fm AOR | 12 | 4 | 6 | 10 | 19 | 14/77 | CBS-FM | | 7.3 |
| 5.2 | 6.0 | 4.5 | 3.9 | 11 | KYGO | fm Ctry | 11 | 12 | 10 | 9 | 6 | 15/71 | BLAIR | ABC-D | 6.7 |
| 3.8 | 3.7 | 3.5 | 3.7 | 13 | KVOD | fm Clas | 13 | 22 | 17 | 15 | 9 | 14/77 | CMBS | | 3.2 |
| 5.2 | 4.3 | 4.4 | 3.5 | 14 | KEZW | am BBnd | 15 | 19 | 22 | 19 | 14 | 14/76 | CHRISTAL | MBS | 3.1 |
| 3.8 | 3.7 | 5.1 | 3.2 | 15 | KLZ | am Ctry | 10 | 9 | 15 | 14 | 13 | 18/59 | McGAVREN | ABC-E | 5.1 |
| -- | -- | -- | 2.7 | 16 | KRZN | am Gold | 16 | 15 | 9 | 13 | 11 | 17/65 | B HOWARD | | 2.3 |
| -- | 1.2 | 0.9 | 2.6 | 17 | KNUS | am Talk | 18 | 26 | 26 | 21 | 16 | 12/91 | SELCOM | ABC-I | 2.0 |
| 1.4 | 1.4 | 2.0 | 1.9 | 18 | KDEN | am News | 17 | 20 | 29 | 26 | 24 | 22/50 | SAVALLI | NBC | 2.0 |
| 1.7 | 2.3 | 2.9 | 1.7 | 19 | KDKO | am Blk | 20 | 6 | 14 | 22 | 23 | 14/75 | M ROSLIN | SHRDN | 1.6 |
| -- | -- | 1.2 | 1.7 | 19 | KJJZ | am Jazz | 25 | 27 | 19 | 16 | 17 | 9/115 | UNIREP | MBS | 0.8 |
| 1.1 | 0.8 | 1.3 | 1.5 | 21 | KBRQ | am Ctry | 21 | 23 | 18 | 17 | 15 | 14/75 | TORBET | ABC-E | 1.2 |
| -- | 0.8 | 1.8 | 1.4 | 22 | KBRQ-FM | Ctry | 19 | 10 | 16 | 18 | 21 | 21/52 | TORBET | ABC-E | 1.3 |
| 1.1 | 1.6 | 0.8 | 1.2 | 23 | KTCL | fm AOR | 24 | 24 | 13 | 20 | 20 | 14/77 | PRO RADIO | | 1.3 |
| -- | -- | 0.3 | 1.0 | 24 | KKBB | am A/C | 23 | 28 | 28 | 29 | 27 | 18/61 | P-W RADIO | ABC-C | -- |

Continued on Page 101



WESTWOOD ONE

EARTH NEWS

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

Detroit #6

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 35-49 RANK | 50-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 9.7 | 8.4 | 10.8 | 11.2 | 9.3 | 1 | WJR | am Misc | 1 | 15 | 18 | 9 | 1 | 14/80 | EASTMAN | NBC | 10.4 |
| 3.5 | 4.1 | 2.8 | 3.2 | 6.6 | 2 | WJOI | fm BM | 10 | 22 | 16 | 12 | 5 | 11/97 | CBS SPOT | | 3.7 |
| 6.0 | 5.1 | 5.6 | 4.0 | 5.6 | 3 | WXYZ | am Talk | 12 | 26 | 21 | 18 | 12 | 11/96 | BLAIR | ABC-I | 5.3 |
| 5.3 | 6.0 | 5.9 | 4.6 | 5.5 | 4 | WWJ | am News | 3 | 20 | 20 | 17 | 14 | 17/63 | CBS SPT | CBS | 5.0 |
| 5.3 | 6.7 | 6.3 | 5.6 | 5.4 | 5 | WRIF | fm AOR | 2 | 4 | 1 | 1 | 11 | 20/54 | BLAIR | ABC-R | 8.0 |
| 2.3 | 1.4 | 3.0 | 6.6 | 5.1 | 6 | WDRQ | fm Urbn | 11 | 3 | 4 | 3 | 7 | 14/77 | SELCOM | RKO-1 | 6.8 |
| 4.7 | 4.4 | 3.9 | 3.8 | 4.9 | 7 | WHYT | fm CHR | 4 | 1 | 8 | 10 | 13 | 19/57 | EASTMAN | | 4.5 |
| 4.5 | 5.6 | 5.1 | 6.1 | 4.8 | 8 | WNIC-FM | A/C | 6 | 7 | 2 | 2 | 2 | 19/58 | RKO | | 4.7 |
| 2.7 | 3.7 | 3.8 | 3.5 | 4.7 | 9 | WJLB | fm Blk | 8 | 6 | 6 | 5 | 8 | 16/67 | MASLA | | 4.1 |
| 7.0 | 4.7 | 6.1 | 4.7 | 4.3 | 10 | WLLZ | fm AOR | 5 | 2 | 3 | 6 | 19 | 21/51 | McGAVREN | | 6.3 |
| 5.1 | 3.6 | 4.0 | 4.5 | 4.0 | 11 | WWW | fm Ctry | 14 | 14 | 11 | 8 | 3 | 15/73 | CHRISTAL | AP | 4.8 |
| 3.4 | 3.5 | 3.7 | 4.8 | 3.9 | 12 | WMJC | fm A/C | 9 | 11 | 5 | 4 | 4 | 20/55 | MMR | ABC-C | 4.3 |
| 2.4 | 2.6 | 2.2 | 2.6 | 3.5 | 13 | WOMC | fm A/C | 15 | 19 | 10 | 7 | 6 | 16/68 | KATZ | RKO-2 | 2.2 |
| 3.0 | 2.7 | 2.3 | 2.6 | 2.9 | 14 | CKLW | am CHR | 13 | 10 | 12 | 13 | 10 | 22/48 | CHRISTAL | | 2.5 |
| 3.6 | 3.4 | 3.3 | 4.0 | 2.8 | 15 | WABX | fm AOR | 7 | 5 | 7 | 14 | 20 | 28/38 | KATZ | NBC-S | 4.4 |
| 3.5 | 3.8 | 3.1 | 3.0 | 2.8 | 15 | WCZY | fm A/C | 16 | 13 | 9 | 11 | 9 | 18/60 | CBS-FM | CBS-R | 2.3 |
| 2.8 | 4.3 | 3.1 | 3.0 | 2.3 | 17 | WCXI | am Ctry | 20 | 26 | 24 | 22 | 17 | 15/72 | TORBET | MBS | 1.7 |
| 2.5 | 2.8 | 2.8 | 1.7 | 2.2 | 18 | WCXI-FM | Ctry | 19 | 16 | 17 | 19 | 16 | 18/61 | TORBET | ABC-E | 3.0 |
| 3.7 | 2.5 | 2.5 | 2.4 | 1.9 | 19 | WLBS | fm Blk | 17 | 9 | 13 | 16 | 23 | 26/42 | UNIREP | | 1.8 |
| 0.3 | 1.3 | 1.4 | 1.4 | 1.8 | 20 | CKJY | fm BBnd | 22 | 26 | 26 | 26 | 21 | 15/72 | CHRISTAL | | 0.7 |
| 3.9 | 3.4 | 4.9 | 3.0 | 1.8 | 20 | WGPR | fm Blk | 18 | 8 | 15 | 21 | 22 | 22/48 | R A LAZAR | SHRDN | 1.2 |
| 2.8 | 3.0 | 2.4 | 2.7 | 1.7 | 22 | WJZZ | fm Jazz | 21 | 21 | 14 | 20 | 18 | 20/53 | B HOWARD | | 2.3 |
| 1.1 | 1.1 | 1.0 | 1.2 | 1.6 | 23 | WHND | am Gold | 24 | 26 | 19 | 15 | 15 | 13/83 | MMR | ABC-C | 0.8 |
| 1.5 | 1.8 | 1.2 | 1.1 | 1.4 | 24 | WQRS | fm Clas | 23 | 18 | 22 | 23 | 24 | 16/69 | CMBS | | 1.3 |

Continued on Page 101

HOT HITS DETROIT HOT HITS DETROIT HOT HITS DETROIT HOT HITS

WHYT 96 FM



AP LaserPhoto

When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin,



Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

Greensboro-Winston Salem-High Point #46 RR

| FALL '81 | FALL '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER A/C MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12 BIRCH SHARE |
|-------------|-------------|-------------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------|----------------------|---------|----------------------|
| 15.8 | 15.6 | 14.9 | 1 | WTQR fm | Ctry | 1 | 8 | 2 | 1 | 1 | 10/109 | McGAVREN | | 16.8 |
| 5.5 | 7.8 | 8.8 | 2 | WQMG fm | Blk | 7 | 4 | 1 | 2 | 3 | 8/128 | B HOWARD | CBS-R | 7.2 |
| 8.4 | 7.4 | 8.3 | 3 | WGLD fm | BM | 2 | 25 | 8 | 5 | 2 | 12/90 | BLAIR | | 11.4 |
| 7.0 | 6.8 | 6.5 | 4 | WRQK fm | CHR | 4 | 5 | 4 | 3 | 4 | 14/78 | EASTMAN | MBS | 6.0 |
| 8.9 | 9.2 | 6.1 | 5 | WKZL fm | AOR | 6 | 2 | 3 | 4 | 7 | 13/81 | KATZ | ABC-R | 11.7 |
| 8.3 | 10.8 | 5.9 | 6 | WSEZ fm | CHR | 3 | 1 | 5 | 6 | 5 | 16/67 | TORBET | RKO-1 | 10.2 |
| 6.8 | 5.5 | 5.4 | 7 | WSJS am | A/C | 5 | 34 | 10 | 9 | 6 | 16/66 | McGAVREN | NBC | 5.5 |
| 3.5 | 4.0 | 3.7 | 8 | WAAA am | Blk | 11 | 12 | 11 | 10 | 8 | 9/115 | PRO RADIO | NBN | 2.3 |
| -- | -- | 3.3 | 9 | WDCG fm | CHR | 9 | 3 | 6 | 7 | 19 | 12/87 | CBS-FM | | 3.2 |
| 3.6 | 2.1 | 3.2 | 10 | WAIR am | Blk | 10 | 7 | 7 | 8 | 11 | 12/92 | TORBET | | 2.6 |
| 0.8 | 1.9 | 2.7 | 11 | WPET am | Rel | 18 | 15 | 34 | 18 | 14 | 7/147 | | | 1.1 |
| 3.8 | 3.0 | 2.6 | 12 | WBIG am | BBnd | 8 | 18 | 21 | 12 | 10 | 20/55 | | CBS | 3.9 |
| 1.7 | 2.4 | 2.6 | 12 | WEAL am | Blk | 15 | 6 | 9 | 11 | 9 | 9/118 | | SHRDN | 1.3 |
| 1.6 | 2.6 | 1.8 | 14 | WMFR am | A/C | 18 | 10 | 15 | 17 | 26 | 17/62 | MMR | ABC-F | 0.7 |
| -- | -- | 1.5 | 15 | WBCY fm | CHR | 25 | 36 | 12 | 15 | 21 | 9/125 | BLAIR | | -- |
| 1.0 | 1.0 | 1.4 | 16 | WCOG am | Ctry | 13 | 9 | 13 | 13 | 12 | 20/53 | MASLA | ABC-C | 1.8 |
| 0.9 | 1.3 | 1.4 | 16 | WHPE fm | Rel | 19 | 14 | 23 | 24 | 20 | 14/78 | | | 1.8 |
| 1.3 | 0.5 | 1.2 | 18 | WTNC am | A/C | 23 | 16 | 31 | 32 | 23 | 12/87 | | | -- |
| 1.1 | 0.7 | 1.1 | 19 | WTOB am | A/C | 17 | 31 | 28 | 28 | 18 | 19/57 | SAVALLI | ABC-C | 0.8 |
| 1.6 | 2.1 | 1.1 | 19 | WWMO fm | Rel | 14 | 20 | 17 | 14 | 15 | 22/49 | | | 2.0 |
| 1.0 | 0.9 | 1.0 | 21 | WBUY am | A/C | 16 | 22 | 35 | 23 | 24 | 23/46 | TN SPOT | | 0.3 |
| 0.7 | 0.5 | 1.0 | 21 | WMFR-FM | BM | 21 | 32 | 32 | 37 | 35 | 17/62 | MMR | ABCFM | -- |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WKZL | 1 WQMG | 1 WTQR | 1 WTQR | 1 WTQR | 1 WTQR |
| 2 WTQR | 2 WRQK | 2 WQMG | 2 WQMG | 2 WQMG | 2 WGLD |
| 3 WQMG | 3 WTQR | 3 WKZL | 3 WRQK | 3 WGLD | 3 WRQK |
| 4 WRQK | 4 WSEZ | 4 WRQK | 4 WGLD | 4 WRQK | 4 WQMG |
| 5 WSEZ | 5 WKZL | 5 WGLD | 5 WSEZ | 5 WKZL | 5 WSEZ |
| 6 WDCG | 6 WAIR | 6 WSEZ | 6 WKZL | 6 WSEZ | 6 WSJS |
| 7 WBCY | 7 WGLD | 7 WDCG | 7 WAIR | 7 WSJS | 7 WAAA |
| 8 WAIR | 8 WEAL | 8 WSJS | 8 WAAA | 8 WOKX | 8 WKZL |
| 9 WSJS | 9 WAAA | 9 WOKX | 9 WSJS | 9 WBIG | 9 WEAL |
| 10 WMFR | 10 WDCG | 10 WAIR | 10 WEAL | 10 WAAA | 10 WBIG |

Format Reach

| Category | Value |
|----------|-------|
| A/C | 12.9 |
| AOR | 6.1 |
| BBnd | 2.6 |
| Blk/Urbn | 18.3 |
| BM/Easy | 10.2 |
| CHR | 17.8 |
| Ctry | 19.9 |
| Misc | 5.2 |
| Rel | 7.0 |

Hartford-New Britain #40

RR

1983 R&R RATINGS REPORT Vol. 1 • 91

| FALL '81 | SPRING '82 | FALL '82 | 12+ AOH METHOD RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AUC MMS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|---------------------|---------|--------|-----------|------------|------------|------------|------------|---------------------------|-------------------|---------|-----------------|
| 23.8 | 21.7 | 21.1 | 1 | WTIC am | A/C | 1 | 7 | 4 | 2 | 1 | 12/94 | KATZ | NBC | 19.8 |
| 7.0 | 6.9 | 11.1 | 2 | WTIC-FM | CHR | 2 | 3 | 1 | 1 | 2 | 14/78 | KATZ | | 10.5 |
| 6.3 | 7.5 | 6.4 | 3 | WRCH fm | BM | 6 | 17 | 17 | 9 | 3 | 14/79 | CHRISTAL | | 6.7 |
| 5.8 | 4.4 | 6.0 | 4 | WKSS fm | BM | 9 | 13 | 11 | 10 | 4 | 12/88 | BLAIR | | 4.9 |
| 4.9 | 5.0 | 5.9 | 5 | WCCC-FM | AOR | 5 | 1 | 2 | 3 | 9 | 15/70 | SELCOM | ABC-C | 7.2 |
| 6.5 | 6.9 | 5.4 | 6 | WHCN fm | AOR | 4 | 2 | 3 | 4 | 12 | 18/61 | MASLA | ABC-R | 9.2 |
| 2.0 | 3.7 | 5.0 | 7 | WRCQ am | BBnd | 11 | 16 | 23 | 17 | 10 | 12/92 | CHRISTAL | | 2.7 |
| 5.3 | 3.2 | 4.2 | 8 | WDRG-FM | A/C | 3 | 5 | 5 | 5 | 8 | 24/44 | McGAVREN | | 3.7 |
| 3.6 | 5.0 | 3.8 | 9 | WPOP am | News | 8 | 22 | 15 | 13 | 11 | 20/54 | TORBET | CBS | 3.7 |
| 3.6 | 3.1 | 3.3 | 10 | WDRG am | A/C | 7 | 8 | 8 | 8 | 6 | 24/46 | McGAVREN | | 3.0 |
| 3.7 | 4.5 | 3.2 | 11 | WWYZ fm | A/C | 12 | 12 | 7 | 6 | 5 | 18/60 | CBS-FM | RKO-1 | 3.2 |
| 4.0 | 3.9 | 3.1 | 12 | WIOF fm | A/C | 10 | 9 | 6 | 7 | 7 | 20/55 | TORBET | CBS-R | 2.9 |
| 1.7 | 1.6 | 2.0 | 13 | WAQY fm | AOR | 13 | 4 | 9 | 15 | 20 | 25/44 | EASTMAN | ABC-C | 1.9 |
| 3.0 | 3.3 | 2.0 | 13 | WKND am | Blk | 17 | 6 | 14 | 12 | 14 | 10/109 | R A LAZAR | NBN | 1.8 |
| 1.8 | 1.8 | 1.7 | 15 | WKCI fm | CHR | 14 | 11 | 10 | 11 | 13 | 23/46 | McGAVREN | | 1.8 |
| 0.4 | 0.5 | 1.1 | 16 | WCCC am | AOR | 19 | 10 | 16 | 18 | 22 | 16/67 | SELCOM | ABC-C | -- |
| 0.5 | 0.5 | 1.1 | 16 | WMAS-FM | A/C | 16 | 20 | 13 | 16 | 15 | 19/56 | MCGAVREN | | 0.8 |
| 1.3 | 1.0 | 1.1 | 16 | WPLR fm | AOR | 15 | 15 | 12 | 14 | 16 | 25/43 | CHRISTAL | | 2.1 |
| 0.9 | 0.4 | 1.0 | 19 | WHYN-FM | BM | 18 | 19 | 18 | 19 | 18 | 20/53 | BLAIR | RKO-2 | 0.5 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WCCC-FM | 1 WTIC-FM | 1 WTIC | 1 WTIC-FM | 1 WTIC | 1 WTIC |
| 2 WHCN | 2 WWYZ | 2 WCCC-FM | 2 WTIC | 2 WTIC-FM | 2 WTIC-FM |
| 3 WTIC-FM | 3 WHCN | 3 WTIC-FM | 3 WWYZ | 3 WRCH | 3 WRCH |
| 4 WTIC | 4 WIOF | 4 WHCN | 4 WDRG-FM | 4 WCCC-FM | 4 WKSS |
| 5 WDRG-FM | 5 WTIC | 5 WDRG-FM | 5 WIOF | 5 WDRG | 5 WWYZ |
| 6 WIOF | 6 WDRG-FM | 6 WDRG | 6 WDRG | 6 WKSS | 6 WIOF |
| 7 WPLR | 7 WCCC-FM | 7 WWYZ | 7 WHCN | 7 WWYZ | 7 WDRG |
| 8 WWYZ | 8 WDRG | 8 WIOF | 8 WCCC-FM | 8 WDRG-FM | 8 WDRG-FM |
| 9 WDRG | 9 WKSS | 9 WRCH | 9 WRCH | 9 WPOP | 9 WRCQ |
| 10 WPOP | 10 WAQY | 10 WKND | 10 WKSS | 10 WIOF | 10 WKCI |

Format Reach

| | |
|-----------|------|
| A/C | 36.3 |
| AOR | 15.5 |
| BBnd | 5.0 |
| Blk/Urban | 2.0 |
| BM/Easy | 13.4 |
| CHR | 13.1 |
| Ctry | 1.3 |
| Misc | 8.8 |
| News | 3.8 |
| Rel | .4 |
| Span | .4 |

Houston-Galveston #8

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ ADR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|-----------------------|---------|---------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|-----------------------|
| 7.7 | 8.1 | 9.1 | 8.6 | 7.9 | 1 | KMJQ | fm Urbn | 5 | 2 | 4 | 3 | 5 | 10/104 | McGAVREN | | 4.7 |
| 7.3 | 5.3 | 6.5 | 7.0 | 7.1 | 2 | KRLY | fm Urbn | 9 | 5 | 2 | 1 | 3 | 11/99 | MASLA | CBS-R | 5.3 |
| 7.0 | 5.9 | 6.5 | 6.9 | 6.9 | 3 | KLOL | fm AOR | 2 | 3 | 1 | 4 | 10 | 13/81 | CHRISTAL | | 10.0 |
| 7.4 | 7.8 | 8.8 | 8.6 | 6.6 | 4 | KIKK-FM | Ctry | 1 | 6 | 6 | 5 | 2 | 14/77 | TORBET | | 5.9 |
| 6.0 | 5.5 | 6.5 | 7.7 | 6.0 | 5 | KFMK | fm A/C | 4 | 12 | 3 | 2 | 1 | 14/77 | SELCOM | | 7.6 |
| 6.7 | 6.9 | 7.5 | 6.7 | 5.4 | 6 | KILT-FM | Ctry | 3 | 7 | 8 | 7 | 4 | 16/67 | BLAIR | | 5.0 |
| 6.1 | 5.3 | 4.7 | 4.9 | 5.4 | 6 | KTRH | am Talk | 8 | 14 | 14 | 12 | 7 | 15/72 | CHRISTAL | MBS | 3.9 |
| -- | -- | -- | 2.1 | 5.3 | 8 | KKBQ | am CHR | 6 | 1 | 9 | 10 | 13 | 16/70 | EASTMAN | RKO-1 | 9.1 |
| 6.3 | 6.0 | 5.7 | 5.6 | 5.0 | 9 | KRBE | fm A/C | 7 | 8 | 5 | 6 | 8 | 16/66 | KATZ | | 7.0 |
| 5.6 | 5.5 | 4.2 | 3.8 | 4.7 | 10 | KODA | fm BM | 12 | 13 | 13 | 9 | 6 | 13/85 | RAR | | 4.9 |
| 2.8 | 3.4 | 3.5 | 3.4 | 4.1 | 11 | KSRR | fm AOR | 10 | 4 | 7 | 8 | 19 | 16/68 | HILLIER | ABC-R | 4.8 |
| 5.5 | 5.3 | 4.6 | 4.2 | 3.9 | 12 | KPRC | am News | 11 | 24 | 20 | 15 | 12 | 15/71 | CBS SPOT | NBC | 4.4 |
| 1.9 | 1.7 | 0.9 | 1.1 | 3.1 | 13 | KLAT | am Span | 20 | 11 | 10 | 11 | 9 | 6/175 | CABALLERO | | 1.9 |
| 4.1 | 3.5 | 3.9 | 3.4 | 3.1 | 13 | KYND | fm BM | 13 | 17 | 16 | 17 | 15 | 16/67 | EASTMAN | | 4.0 |
| 2.2 | 2.7 | 2.4 | 3.3 | 2.9 | 15 | KILT | am Ctry | 14 | 9 | 12 | 13 | 11 | 16/67 | BLAIR | | 2.2 |
| 3.4 | 3.0 | 3.3 | 3.9 | 2.9 | 15 | KQUE | fm A/C | 15 | 18 | 21 | 18 | 14 | 11/96 | MMR | ABC-E | 4.6 |
| 0.3 | 2.9 | 1.3 | 1.3 | 2.0 | 17 | KXYZ | am Span | 21 | 16 | 11 | 14 | 17 | 9/117 | P-W RADIO | | 1.6 |
| 1.8 | 2.4 | 1.4 | 1.3 | 1.8 | 18 | KLEF | fm Clas | 16 | 21 | 15 | 16 | 16 | 16/68 | CMBS | | 2.5 |
| 0.4 | 1.0 | 1.1 | -- | 1.2 | 19 | KHCB | fm Rel | 22 | 24 | 19 | 19 | 20 | 15/74 | | | -- |
| 2.0 | 1.4 | 1.9 | 2.3 | 1.1 | 20 | KENR | am Ctry | 17 | 24 | 24 | 23 | 23 | 23/47 | KATZ | ABC-I | 2.0 |
| 1.2 | 1.0 | 0.9 | 0.8 | 1.1 | 20 | KYOK | am Blk | 18 | 10 | 17 | 22 | 24 | 22/48 | B HOWARD | | 0.2 |
| 1.4 | 2.1 | 1.6 | 1.3 | 1.0 | 22 | KLVL | am Span | 24 | 23 | 24 | 21 | 18 | 10/110 | NATL TIME | | -- |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KLLOL | 1 KFMK | 1 KLLOL | 1 KFMK | 1 KFMK | 1 KFMK |
| 2 KRLY | 2 KMJQ | 2 KRLY | 2 KMJQ | 2 KRLY | 2 KIKK-FM |
| 3 KMJQ | 3 KRBE | 3 KFMK | 3 KRLY | 3 KIKK-FM | 3 KMJQ |
| 4 KFMK | 4 KRLY | 4 KIKK-FM | 4 KIKK-FM | 4 KTRH | 4 KRLY |
| 5 KRBE | 5 KLLOL | 5 KILT-FM | 5 KRBE | 5 KILT-FM | 5 KODA |
| 6 KILT-FM | 6 KIKK-FM | 6 KMJQ | 6 KILT-FM | 6 KLAT | 6 KILT-FM |
| 7 KSRR | 7 KKBQ | 7 KRBE | 7 KLLOL | 7 KLLOL | 7 KRBE |
| 8 KIKK-FM | 8 KSRR | 8 KSRR | 8 KKBQ | 8 KILT | 8 KKBQ |
| 9 KLAT | 9 KILT-FM | 9 KTRH | 9 KODA | 9 KPRC | 9 KYND |
| 10 KKBQ | 10 KLAT | 10 KLAT | 10 KSRR | 10 KRBE | 10 KQUE |

Format Reach


| | |
|----------|------|
| A/C | 13.9 |
| AOR | 11.0 |
| Blk/Urbn | 16.1 |
| BM/Easy | 7.8 |
| CHR | 5.3 |
| Clas | 1.8 |
| Ctry | 17.4 |
| Misc | 8.0 |
| News | 3.9 |
| Rel | 3.3 |
| Span | 6.1 |
| Talk | 5.4 |

KKBQ
am **79** **Q** **93** *fm*

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| FALL '82 | | | STATION | | | | RANK | | | | | NATIONAL REP FIRM | | NETWORK | |
|----------|------------|------|--------------------|------|--------|-----------|------------|------------|------------|------------|-------------------------------|-------------------|-----------|-----------------|------|
| FALL '81 | SPRING '82 | | 12+ ACH METRO RANK | | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG MINS LISTENED | | | 12+ BIRCH SHARE | |
| 8.8 | 7.9 | 12.5 | 1 | WFMS | fm | Ctry | 4 | 5 | 6 | 2 | 1 | 9/115 | TORBET | | 7.9 |
| 13.5 | 14.3 | 11.1 | 2 | WIBC | am | A/C | 1 | 8 | 7 | 4 | 3 | 13/82 | BLAIR | | 12.5 |
| 7.0 | 8.1 | 10.5 | 3 | WENS | fm | A/C | 2 | 6 | 1 | 1 | 2 | 12/87 | CBS-FM | | 11.0 |
| 9.3 | 11.0 | 9.2 | 4 | WTLC | fm | Urbn | 9 | 2 | 5 | 5 | 6 | 9/127 | MCGAVREN | NBN | 7.9 |
| 11.1 | 11.8 | 9.0 | 5 | WXTZ | fm | BM | 5 | 13 | 9 | 9 | 4 | 13/84 | EASTMAN | | 8.3 |
| 9.8 | 8.6 | 8.8 | 6 | WIRE | am | Ctry | 7 | 9 | 8 | 8 | 5 | 11/100 | EASTMAN | ABC-E | 7.0 |
| 4.6 | 6.1 | 8.7 | 7 | WIKS | fm | CHR | 3 | 1 | 3 | 6 | 9 | 14/76 | MMR | | 11.1 |
| 11.2 | 8.8 | 7.4 | 8 | WFBQ | fm | AOR | 6 | 3 | 2 | 3 | 8 | 13/83 | KATZ | NBC-S | 13.2 |
| 7.6 | 5.2 | 5.8 | 9 | WNAP | fm | CHR | 8 | 4 | 4 | 7 | 7 | 16/69 | BLAIR | | 6.9 |
| 2.7 | 3.4 | 2.2 | 10 | WIFE | am | N/T | 10 | 14 | 17 | 14 | 14 | 17/62 | SELCOM | NBC | 1.9 |
| 2.9 | 2.6 | 2.1 | 11 | WATI | am | BM | 12 | 11 | 16 | 13 | 13 | 12/89 | MASLA | | 1.6 |
| -- | 0.5 | 1.5 | 12 | WGRT | fm | Ctry | 13 | 7 | 10 | 11 | 12 | 15/70 | REGIONAL | ABC-F | 1.9 |
| 2.2 | 2.1 | 1.5 | 12 | WNDE | am | A/C | 11 | 15 | 11 | 10 | 10 | 24/46 | KATZ | CBS | 1.2 |
| -- | 0.5 | 1.3 | 14 | WFBM | am | BBnd | 17 | 18 | 20 | 20 | 15 | 8/143 | | | 0.6 |
| 1.3 | 1.3 | 1.2 | 15 | WGTC | fm | Ctry | 14 | 21 | 12 | 12 | 11 | 15/70 | PRO RADIO | | 0.8 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WFBQ | 1 WENS | 1 WFMS | 1 WENS | 1 WFMS | 1 WFMS |
| 2 WENS | 2 WIKS | 2 WFBQ | 2 WFMS | 2 WENS | 2 WENS |
| 3 WNAP | 3 WTLC | 3 WENS | 3 WIBC | 3 WIBC | 3 WIBC |
| 4 WIKS | 4 WNAP | 4 WNAP | 4 WTLC | 4 WXTZ | 4 WIRE |
| 5 WTLC | 5 WFMS | 5 WTLC | 5 WIKS | 5 WIRE | 5 WTLC |
| 6 WFMS | 6 WIBC | 6 WIBC | 6 WNAP | 6 WFBQ | 6 WXTZ |
| 7 WIBC | 7 WFBQ | 7 WIKS | 7 WIRE | 7 WNAP | 7 WIKS |
| 8 WIRE | 8 WXTZ | 8 WIRE | 8 WFBQ | 8 WTLC | 8 WNAP |
| 9 WNDE | 9 WIRE | 9 WXTZ | 9 WXTZ | 9 WIKS | 9 WFBQ |
| 10 WGRT | 10 WNDE | 10 WNDE | 10 WGRT | 10 WNDE | 10 WATI |

Format Reach

| Category | Percentage |
|----------|------------|
| A/C | 24.4 |
| AOR | 7.4 |
| BBnd | 1.6 |
| Blk/Urbn | 9.2 |
| BM/Easy | 11.1 |
| CHR | 14.9 |
| Ctry | 24.0 |
| Misc | 4.3 |
| News | 1.1 |
| Rel | .9 |
| Talk | 1.1 |

Kansas City #29

RR

1983 R&R RATINGS REPORT/Vol. 1 • 95

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE | |
|-------------|---------------|---------------|-------------|-----------------------|---------|--------|-----------|---------------|---------------|---------------|---------------|-----------------------------------|-------------------------|----------|-----------------------|------|
| 13.6 | 12.9 | 10.3 | 12.5 | 1 | WDAF | am | Ctry | 1 | 8 | 4 | 1 | 1 | 12/91 | KATZ | ABC-E | 11.6 |
| 7.4 | 6.9 | 8.7 | 8.8 | 2 | KBEQ | fm | CHR | 2 | 1 | 1 | 3 | 11 | 15/74 | EASTMAN | ABC-C | 11.2 |
| 7.4 | 8.0 | 7.5 | 7.4 | 3 | KPRS | fm | Blk | 12 | 3 | 2 | 2 | 2 | 8/131 | B HOWARD | NBN | 6.4 |
| 5.6 | 6.1 | 9.1 | 6.2 | 4 | KMBZ | am | A/C | 4 | 10 | 10 | 10 | 6 | 17/65 | TORBET | ABC-D | 4.6 |
| 5.6 | 6.8 | 6.9 | 5.7 | 5 | KCMO | am | N/T | 6 | 13 | 13 | 12 | 8 | 17/63 | MMR | MBS | 4.6 |
| 4.9 | 5.4 | 4.4 | 5.6 | 6 | KCEZ | fm | BM | 11 | 15 | 11 | 13 | 10 | 12/94 | MMR | | 4.6 |
| -- | -- | -- | 5.4 | 7 | KLSI | fm | A/C | 9 | 5 | 3 | 4 | 4 | 14/80 | SELCOM | | 6.7 |
| 7.9 | 10.6 | 9.6 | 5.2 | 8 | KYYS | fm | AOR | 5 | 2 | 6 | 7 | 12 | 19/58 | KATZ | | 9.2 |
| 9.1 | 6.5 | 6.4 | 5.0 | 9 | WHB | am | A/C | 3 | 6 | 8 | 5 | 3 | 24/45 | BLAIR | NBC | 4.1 |
| 7.9 | 6.6 | 6.7 | 4.8 | 10 | KMBR | fm | BM | 8 | 14 | 12 | 11 | 7 | 17/65 | TORBET | | 5.2 |
| 1.6 | 0.9 | 1.2 | 4.4 | 11 | KKCI-FM | | AOR | 14 | 4 | 5 | 8 | 16 | 13/84 | CBS-FM | RKO-1 | 9.0 |
| 7.6 | 5.4 | 6.7 | 4.3 | 12 | KUDL | fm | A/C | 7 | 7 | 7 | 6 | 5 | 19/58 | CHRISTAL | | 5.7 |
| 3.7 | 4.7 | 4.0 | 4.2 | 13 | KJLA | am | BBnd | 13 | 19 | 16 | 15 | 13 | 14/78 | ROSLIN | ABC-I | 2.6 |
| 5.5 | 7.0 | 6.7 | 3.9 | 14 | KFKF | fm | Ctry | 10 | 9 | 9 | 9 | 9 | 17/65 | McGAVREN | | 5.5 |
| 1.6 | 2.9 | 2.6 | 2.9 | 15 | KPRT | am | Rel | 15 | 24 | 15 | 14 | 14 | 8/129 | B HOWARD | MBS | 0.1 |
| 2.0 | 1.5 | 1.0 | 1.2 | 16 | KXTR | fm | Clas | 16 | 16 | 18 | 16 | 15 | 19/56 | CMBS | RKO-2 | 1.7 |
| -- | 0.3 | 0.6 | 1.1 | 17 | KCCV | am | Rel | 22 | 22 | 23 | 21 | 19 | 11/101 | | | 1.0 |
| 0.7 | 0.8 | 0.6 | 1.1 | 17 | KEXS | am | Rel | 20 | 23 | 21 | 18 | 18 | 12/90 | KEYSTONE | AP | 0.7 |
| 0.4 | -- | -- | 1.0 | 19 | KRKR | am | CHR | 17 | 17 | 17 | 19 | 17 | 19/57 | MCGAVREN | | 0.5 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 KYYS | 1 KBEQ | 1 WDAF | 1 WDAF | 1 WDAF | 1 WDAF |
| 2 KKCI-FM | 2 KLSI | 2 KPRS | 2 KLSI | 2 KPRS | 2 KLSI |
| 3 KPRS | 3 KPRS | 3 KYYS | 3 KBEQ | 3 WHB | 3 KPRS |
| 4 KBEQ | 4 KUDL | 4 KKCI-FM | 4 KPRS | 4 KCMO | 4 KUDL |
| 5 WDAF | 5 WDAF | 5 KBEQ | 5 KUDL | 5 KMBZ | 5 WHB |
| 6 KLSI | 6 WHB | 6 WHB | 6 WHB | 6 KFKF | 6 KMBR |
| 7 WHB | 7 KFKF | 7 KFKF | 7 KFKF | 7 KYYS | 7 KMBZ |
| 8 KFKF | 8 KKCI-FM | 8 KLSI | 8 KMBR | 8 KMBR | 8 KCEZ |
| 9 KUDO | 9 KYYS | 9 KCMO | 9 KMBZ | 9 KUDL | 9 KFKF |
| 10 KMBZ | 10 KMBZ | 10 KMBZ | 10 KCEZ | 10 KBEQ | 10 KBEQ |

Format Reach

| | |
|----------|------|
| A/C | 20.9 |
| AOR | 10.4 |
| BBnd | 4.2 |
| Blk/Urbn | 7.4 |
| BM/Easy | 10.4 |
| CHR | 10.4 |
| Clas | 1.2 |
| Ctry | 17.0 |
| Misc | 6.3 |
| News | 3.2 |
| Rel | 5.7 |
| Talk | 2.9 |

Los Angeles #2

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 8.0 | 5.7 | 6.7 | 8.6 | 5.6 | 1 | KABC | am Talk | 4 | 3 | 19 | 10 | 3 | 13/84 | KATZ | ABC-I | 8.2 |
| 5.0 | 4.6 | 5.0 | 4.0 | 5.1 | 2 | KBIG | fm Easy | 8 | 18 | 17 | 4 | 1 | 12/90 | TORBET | | 3.2 |
| 2.1 | 3.1 | 3.9 | 3.3 | 4.4 | 3 | KIIS | fm CHR | 5 | 7 | 1 | 1 | 2 | 16/67 | McGAVREN | ABC-C | 5.7 |
| 4.4 | 4.3 | 3.6 | 3.5 | 4.2 | 4 | KFWB | am News | 1 | 33 | 25 | 24 | 11 | 19/58 | RAR | NBC | 3.8 |
| 2.4 | 3.0 | 3.7 | 3.7 | 3.9 | 5 | KROQ-FM | AOR | 15 | 1 | 4 | 7 | 25 | 12/89 | ROSLIN | | 7.7 |
| 3.7 | 3.5 | 3.5 | 3.4 | 3.8 | 6 | KJOI | fm BM | 13 | 30 | 27 | 20 | 7 | 13/87 | SELCOM | | 2.8 |
| 4.7 | 3.8 | 3.9 | 4.7 | 3.7 | 7 | KLOS | fm AOR | 3 | 3 | 3 | 3 | 15 | 19/56 | KATZ | ABC-R | 6.5 |
| 4.5 | 3.9 | 4.0 | 3.4 | 3.7 | 7 | KMET | fm AOR | 6 | 4 | 2 | 2 | 22 | 17/63 | EASTMAN | | 6.3 |
| 3.2 | 3.7 | 3.5 | 2.7 | 3.7 | 7 | KNX | am News | 2 | 36 | 29 | 22 | 12 | 20/54 | CBS SPOT | CBS | 4.6 |
| 2.5 | 3.1 | 3.7 | 4.1 | 3.1 | 10 | KIQQ | fm CHR | 7 | 2 | 8 | 9 | 19 | 21/52 | MASLA | | 3.0 |
| 3.0 | 4.0 | 3.5 | 3.0 | 2.9 | 11 | KHTZ | fm A/C | 11 | 14 | 7 | 5 | 4 | 17/62 | SELCOM | AP | 1.9 |
| 2.0 | 2.5 | 2.4 | 2.6 | 2.8 | 12 | KMPC | am Easy | 9 | 36 | 31 | 16 | 6 | 18/59 | MMR | | 2.3 |
| 3.1 | 3.3 | 3.2 | 3.2 | 2.6 | 13 | KRTH | fm CHR | 10 | 17 | 5 | 6 | 5 | 19/57 | RKO | RKO-1 | 3.4 |
| 2.6 | 3.2 | 2.2 | 1.6 | 2.5 | 14 | KNX-FM | AOR | 16 | 23 | 6 | 8 | 8 | 16/68 | CBS-FM | | 1.4 |
| 2.7 | 2.0 | 2.1 | 1.9 | 2.4 | 15 | KLAC | am Ctry | 17 | 25 | 33 | 18 | 13 | 16/70 | EASTMAN | ABC-D | 2.1 |
| 2.6 | 2.5 | 2.4 | 2.0 | 2.4 | 15 | KOST | fm A/C | 18 | 27 | 26 | 21 | 16 | 15/73 | CHRISTAL | | 1.2 |
| 2.2 | 2.4 | 2.5 | 1.7 | 2.3 | 17 | KFI | am CHR | 12 | 16 | 12 | 12 | 10 | 22/50 | CHRISTAL | ABC-E | 2.2 |
| 2.4 | 1.8 | 1.9 | 1.9 | 2.2 | 18 | KTNQ | am Span | 34 | 20 | 9 | 11 | 18 | 8/134 | CABALLERO | | 1.8 |
| 2.4 | 2.0 | 1.9 | 1.6 | 2.1 | 19 | KGFJ | am Blk | 25 | 6 | 10 | 15 | 33 | 12/89 | MASLA | | 1.5 |
| 2.5 | 2.5 | 2.1 | 1.6 | 2.1 | 19 | KZLA-FM | Ctry | 21 | 24 | 21 | 13 | 9 | 14/78 | BLAIR | | 0.8 |
| 0.9 | 2.3 | 2.6 | 3.1 | 2.0 | 21 | KPRZ | am BBnd | 23 | 36 | 36 | 36 | 30 | 14/80 | McGAVREN | | 1.2 |
| 2.5 | 1.2 | 1.2 | 1.5 | 1.9 | 22 | KALI | am Span | 28 | 19 | 11 | 14 | 17 | 12/93 | MASLA | | 2.4 |
| 2.4 | 1.4 | 1.5 | 1.4 | 1.8 | 23 | XTRA | am CHR | 14 | 5 | 18 | 26 | 24 | 26/42 | MMR | | 1.6 |
| 2.1 | 1.4 | 1.3 | 1.9 | 1.7 | 24 | KWKW | am Span | 35 | 12 | 23 | 28 | 21 | 10/105 | LOTUS | | 2.7 |

Continued on Page 104

How to pick up an easy million.

KFWB ALL NEWS 98



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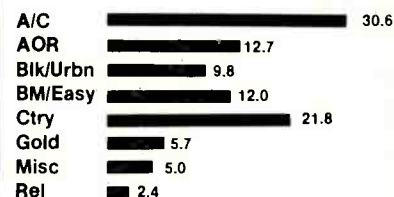
RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|----------------|--------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|---------|-----------------|
| 7.9 | 9.2 | 7.3 | 13.4 | 1 | WAMZ fm | Ctry | 2 | 5 | 1 | 1 | 1 | 10/106 | CHRISTAL | ABC-E | 12.0 |
| 8.0 | 8.7 | 9.3 | 9.8 | 2 | WLOU am | Blk | 11 | 2 | 3 | 2 | 2 | 7/162 | B HOWARD | NBN | 6.9 |
| 9.3 | 10.2 | 8.4 | 9.6 | 3 | WVEZ fm | BM | 8 | 12 | 9 | 10 | 4 | 10/106 | KATZ | | 5.6 |
| 8.4 | 10.1 | 9.0 | 9.4 | 4 | WHAS am | A/C | 1 | 9 | 8 | 6 | 3 | 18/60 | CHRISTAL | CBS | 9.6 |
| 7.7 | 7.4 | 7.9 | 7.8 | 5 | WQMF fm | AOR | 5 | 1 | 4 | 5 | 11 | 13/80 | TORBET | | 12.7 |
| 9.2 | 8.4 | 9.6 | 7.7 | 6 | WRKA fm | A/C | 6 | 6 | 2 | 3 | 5 | 13/81 | BLAIR | ABC-D | 10.0 |
| 7.2 | 10.2 | 8.1 | 7.2 | 7 | WAVG am | A/C | 3 | 10 | 11 | 11 | 8 | 17/63 | EASTMAN | NBC | 4.4 |
| 8.4 | 6.9 | 7.2 | 6.0 | 8 | WCII am | Ctry | 10 | 8 | 10 | 9 | 7 | 16/67 | MMR | MBS | 5.1 |
| 6.2 | 4.1 | 7.0 | 5.7 | 9 | WAKY am | Gold | 4 | 7 | 6 | 4 | 6 | 20/55 | KATZ | ABC-I | 5.5 |
| 5.1 | 5.3 | 5.8 | 4.9 | 10 | WLRS fm | AOR | 9 | 3 | 5 | 8 | 10 | 20/54 | EASTMAN | NBC-S | 9.9 |
| 6.9 | 6.3 | 6.3 | 4.7 | 11 | WKJJ fm | A/C | 7 | 4 | 7 | 7 | 9 | 22/50 | MMR | CBS | 6.7 |
| 0.9 | 1.1 | 1.4 | 2.4 | 12 | WXVW am | Easy | 14 | 14 | 13 | 14 | 14 | 12/89 | LOTUS | ABC-I | 1.5 |
| 3.3 | 1.9 | 3.3 | 1.6 | 13 | WINN am | Ctry | 12 | 17 | 15 | 13 | 13 | 21/51 | McGAVREN | RKO-1 | 1.5 |
| 0.9 | 1.0 | 0.7 | 1.6 | 13 | WJYL fm | A/C | 13 | 11 | 12 | 12 | 12 | 20/53 | | | 2.2 |
| 2.2 | 1.1 | 0.6 | 1.1 | 15 | WFIA am | Rel | 17 | 16 | 18 | 18 | 18 | 11/99 | RADIO SPT | | 0.7 |

Demographic Rank

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

Format Reach


WESTWOOD ONE

ROCK ALBUM COUNTDOWN

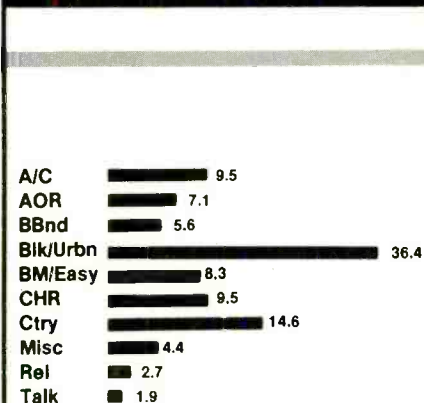
ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

| FALL '81 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AIG. MINS LISTED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|---------------------------|-------------------|---------|-----------------|
| -- | -- | 11.0 | 1 | KRNB fm | Blk | 3 | 1 | 2 | 2 | 7 | 13/85 | STARS INC | | 6.9 |
| 16.7 | 8.9 | 9.9 | 2 | WHRK fm | Urbn | 4 | 2 | 3 | 3 | 5 | 14/79 | KATZ | RKO-1 | 8.9 |
| 9.1 | 10.2 | 9.5 | 3 | WMC-FM | CHR | 2 | 4 | 1 | 1 | 4 | 15/72 | BLAIR | ABC-C | 11.7 |
| 7.6 | 8.3 | 9.0 | 4 | WDIA am | Blk | 1 | 6 | 7 | 8 | 6 | 17/63 | B HOWARD | AP | 9.7 |
| 11.2 | 7.7 | 8.3 | 5 | WEZI fm | BM | 7 | 12 | 9 | 7 | 1 | 13/82 | CHRISTAL | | 7.4 |
| 7.9 | 7.2 | 8.0 | 6 | WMC am | Ctry | 9 | 9 | 8 | 6 | 2 | 12/87 | BLAIR | ABC-I | 7.5 |
| 6.6 | 8.3 | 7.5 | 7 | WRVR fm | A/C | 6 | 7 | 5 | 4 | 3 | 15/74 | B HOWARD | | 5.8 |
| 8.8 | 10.7 | 7.1 | 8 | WZXR fm | AOR | 8 | 3 | 4 | 5 | 10 | 14/78 | McGAVREN | NBC-S | 9.9 |
| 5.1 | 5.0 | 6.5 | 9 | WLOK am | Blk | 5 | 5 | 6 | 9 | 8 | 18/59 | MASLA | SHRDN | 5.3 |
| 3.7 | 4.9 | 5.6 | 10 | WREC am | BBnd | 10 | 11 | 13 | 13 | 12 | 16/68 | McGAVREN | MBS | 5.9 |
| 4.2 | 3.8 | 3.5 | 11 | WLVS fm | Ctry | 13 | 8 | 10 | 10 | 9 | 15/70 | HILLIER | MBS | 4.9 |
| 4.0 | 3.1 | 3.1 | 12 | WMPS am | Ctry | 12 | 10 | 12 | 12 | 11 | 21/51 | KATZ | NBC | 5.1 |
| 3.8 | 2.1 | 2.0 | 13 | WHBQ am | A/C | 11 | 13 | 11 | 11 | 13 | 37/29 | RKO | RKO-2 | 3.5 |
| 2.0 | 1.4 | 1.9 | 14 | WWEE am | Talk | 15 | 16 | 16 | 14 | 14 | 8/139 | HILLIER | MBS | 0.5 |
| 0.7 | 3.8 | 1.3 | 15 | KWAM am | Rel | 14 | 15 | 14 | 15 | 15 | 22/50 | D-CLAYTON | | 2.9 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WMC-FM | 1 KRNB | 1 WHRK | 1 WMC-FM | 1 WMC | 1 WEZI |
| 2 WZXR | 2 WMC-FM | 2 WRVR | 2 KRNB | 2 WRVR | 2 WDIA |
| 3 WHRK | 3 WHRK | 3 WMC-FM | 3 WHRK | 3 WHRK | 3 WMC-FM |
| 4 KRNB | 4 WRVR | 4 KRNB | 4 WRVR | 4 WEZI | 4 WMC |
| 5 WRVR | 5 WZXR | 5 WZXR | 5 WEZI | 5 KRNB | 5 WRVR |
| 6 WLOK | 6 WDIA | 6 WMC | 6 WDIA | 6 WMC-FM | 6 WHRK |
| 7 WMC | 7 WLOK | 7 WLOK | 7 WMC | 7 WDIA | 7 WLOK |
| 8 WDIA | 8 WEZI | 8 WEZI | 8 WLOK | 8 WLVS | 8 KRNB |
| 9 WLVS | 9 WMC | 9 WDIA | 9 WZXR | 9 WLOK | 9 WLVS |
| 10 WEZI | 10 WHBQ | 10 WLVS | 10 WLVS | 10 WMPS | 10 WZXR |

Format Reach



Miami-Ft. Lauderdale-Hollywood #11

RR

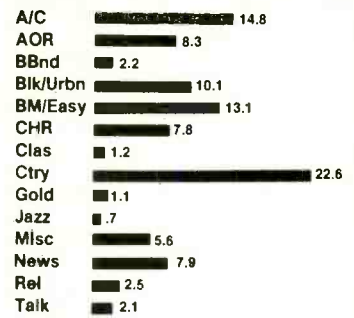
| FALL '82 | SPRING '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AUG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------------|--------------------------|---------|-----------------------|
| 5.2 | 6.0 | 6.7 | 1 | WHYI fm | CHR | 1 | 1 | 1 | 1 | 4 | 15/71 | McGAVREN | | 11.6 |
| 4.1 | 4.3 | 6.4 | 2 | WQBA am | Span | 12 | 10 | 11 | 9 | 16 | 6/175 | EASTMAN | | 7.2 |
| 6.5 | 6.9 | 5.9 | 3 | WLYF fm | BM | 4 | 21 | 19 | 15 | 11 | 11/98 | TORBET | | 3.8 |
| 4.9 | 4.7 | 5.5 | 4 | WNWS am | News | 5 | 29 | 16 | 17 | 12 | 10/105 | RKO | | 4.2 |
| 4.1 | 3.6 | 5.2 | 5 | WCMQ-FM | Span | 14 | 13 | 3 | 2 | 1 | 7/148 | MMR | | 2.4 |
| 5.5 | 5.4 | 4.8 | 6 | WINZ-FM | CHR | 2 | 2 | 6 | 5 | 14 | 19/56 | KATZ | | 6.6 |
| 3.1 | 4.4 | 4.6 | 7 | WYOR fm | BM | 11 | 29 | 21 | 16 | 15 | 10/109 | MMR | | 2.1 |
| 4.3 | 4.0 | 4.5 | 8 | WEDR fm | Blk | 15 | 3 | 2 | 3 | 7 | 8/131 | R A LAZAR | NBN | 2.7 |
| 4.8 | 5.0 | 4.3 | 9 | WINZ am | News | 3 | 19 | 23 | 22 | 20 | 16/67 | KATZ | CBS | 4.6 |
| 9.1 | 6.4 | 3.8 | 10 | WRHC am | Span | 20 | 25 | 27 | 21 | 17 | 7/164 | SELCOM | | 4.4 |
| 3.7 | 4.4 | 3.5 | 11 | WSHE fm | AOR | 6 | 4 | 5 | 6 | 13 | 14/75 | EASTMAN | ABC-R | 5.8 |
| 2.4 | 1.9 | 3.5 | 11 | WWWL fm | A/C | 10 | 8 | 4 | 4 | 5 | 14/80 | MASLA | NBC-S | 3.9 |
| 2.2 | 2.9 | 3.2 | 13 | WWJF fm | A/C | 16 | 15 | 10 | 11 | 9 | 11/97 | HILLIER | | 1.7 |
| 2.9 | 2.5 | 3.1 | 14 | WKQS fm | Ctry | 13 | 7 | 14 | 14 | 10 | 12/87 | ROSLIN | | 2.9 |
| 2.9 | 3.4 | 3.0 | 15 | WAIA fm | A/C | 9 | 9 | 9 | 8 | 8 | 16/69 | CHRISTAL | | 2.8 |
| 3.3 | 3.7 | 3.0 | 15 | WAXY fm | CHR | 8 | 11 | 7 | 7 | 6 | 16/67 | RKO | RKO-1 | 3.4 |
| 3.6 | 3.0 | 3.0 | 15 | WCMQ am | Span | 25 | 22 | 15 | 10 | 3 | 7/197 | MMR | | 1.9 |
| 3.6 | 3.1 | 2.9 | 18 | WIOD am | A/C | 7 | 17 | 24 | 20 | 22 | 17/63 | CHRISTAL | ABC-I | 3.8 |
| 1.9 | 2.0 | 2.5 | 19 | WLQY am | BBnd | 22 | 29 | 28 | 29 | 27 | 9/115 | SELCOM | | 1.5 |
| 1.3 | 1.5 | 2.2 | 20 | WRBD am | Blk | 24 | 6 | 8 | 13 | 21 | 8/129 | LOTUS | NBN | 1.2 |
| 1.3 | 2.0 | 2.0 | 21 | WQBA-FM | Span | 23 | 14 | 11 | 12 | 16 | 10/107 | EASTMAN | | 2.3 |
| 2.2 | 1.6 | 1.7 | 22 | WQAM am | Ctry | 21 | 29 | 17 | 18 | 18 | 15/74 | BLAIR | NBC | 1.8 |
| 1.6 | 2.3 | 1.6 | 23 | WCKO fm | AOR | 17 | 5 | 12 | 19 | 29 | 21/52 | LOTUS | ABC-C | 3.1 |
| 0.7 | 1.6 | 1.5 | 24 | WOCN am | Span | 27 | 18 | 29 | 23 | 19 | 11/101 | LOTUS | | 0.9 |
| 1.6 | 1.7 | 1.5 | 24 | WTMI fm | Clas | 18 | 28 | 26 | 26 | 25 | 18/62 | CMBS | | 2.3 |
| 1.4 | 1.0 | 1.2 | 26 | WGBS am | A/C | 19 | 20 | 20 | 24 | 23 | 22/49 | CBS SPOT | MBS | 0.9 |
| 1.1 | 1.3 | 1.0 | 27 | WFTL am | A/C | 29 | 27 | 29 | 29 | 28 | 15/74 | | ABC-I | 1.3 |

Continued on Page 101

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KZEW | 1 KVIL-FM | 1 KSCS | 1 KVIL-FM | 1 KSCS | 1 KVIL-FM |
| 2 KSCS | 2 KMGC | 2 KZEW | 2 KSCS | 2 WBAP | 2 KSCS |
| 3 KTXQ | 3 KSCS | 3 KVIL-FM | 3 KPLX | 3 KVIL-FM | 3 KPLX |
| 4 KEGF | 4 KKDA-FM | 4 KPLX | 4 KMGC | 4 KMEZ-FM | 4 KMEZ-FM |
| 5 KKDA-FM | 5 KZEW | 5 WBAP | 5 KKDA-FM | 5 KRLD | 5 KKDA-FM |
| 6 KVIL-FM | 6 KPLX | 6 KMEZ-FM | 6 KMEZ-FM | 6 KPLX | 6 KMGC |
| 7 KNOK-FM | 7 KLVU | 7 KTXQ | 7 KZEW | 7 KZEW | 7 KRLD |
| 8 KPLX | 8 KTXQ | 8 KEGF | 8 KLVU | 8 KKDA-FM | 8 WBAP |
| 9 WBAP | 9 KEGF | 9 KKDA-FM | 9 KEGF | 9 WFAA | 9 KOAX |
| 10 KMGC | 10 KNOK-FM | 10 KNOK-FM | 10 KNOK-FM | 10 KOAX | 10 KLVU |

Format Reach



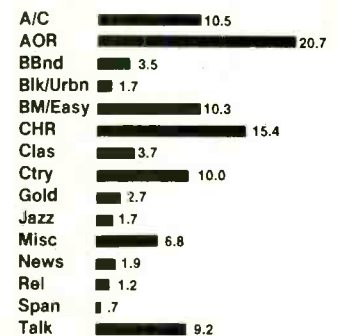
Denver-Boulder #23

Continued from Page 87

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KBPI | 1 KLIR | 1 KBPI | 1 KOSI | 1 KOSI | 1 KOSI |
| 2 KBCO | 2 KPPL | 2 KLIR | 2 KLIR | 2 KOA | 2 KLIR |
| 3 KPKE | 3 KOAQ | 3 KBCO | 3 KPPL | 3 KLIR | 3 KPPL |
| 4 KOAQ | 4 KBPI | 4 KOAQ | 4 KIMN | 4 KHOW | 4 KHOW |
| 5 KLIR | 5 KIMN | 5 KPKE | 5 KOAQ | 5 KBCO | 5 KYGO |
| 6 KAZY | 6 KBCO | 6 KOSI | 6 KBPI | 6 KYGO | 6 KIMN |
| 7 KIMN | 7 KAZY | 7 KOA | 7 KHOW | 7 KVOD | 7 KOA |
| 8 KPPL | 8 KRZN | 8 KAZY | 8 KYGO | 8 KPPL | 8 KVOD |
| 9 KOSI | 9 KPKE | 9 KPPL | 9 KBCO | 9 KBPI | 9 KOAQ |
| 10 KRZN | 10 KYGO | 10 KIMN | 10 KAZY | 10 KRZN | 10 KLZ |

Format Reach



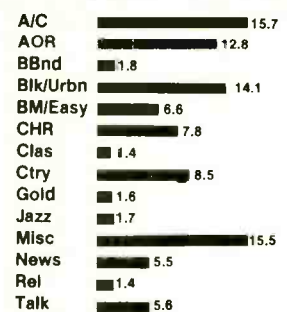
Detroit #6

Continued from Page 88

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WRIF | 1 WNIC-FM | 1 WRIF | 1 WNIC-FM | 1 WJR | 1 WMJC |
| 2 WLLZ | 2 WMJC | 2 WLLZ | 2 WMJC | 2 WRIF | 2 WJOI |
| 3 WNIC-FM | 3 WRIF | 3 WNIC-FM | 3 WDRQ | 3 WWWW | 3 WNIC-FM |
| 4 WDRQ | 4 WDRQ | 4 WJR | 4 WOMC | 4 WNIC-FM | 4 WJR |
| 5 WABX | 5 WJLB | 5 WDRQ | 5 WJLB | 5 WJLB | 5 WOMC |
| 6 WJLB | 6 WHYT | 6 WJLB | 6 WRIF | 6 WDRQ | 6 WWWW |
| 7 WMJC | 7 WCZY | 7 WABX | 7 WHYT | 7 CKLW | 7 WCZY |
| 8 WHYT | 8 WOMC | 8 WWWW | 8 WCZY | 8 WJLB | 8 WDRQ |
| 9 WLBS | 9 WLLZ | 9 WMJC | 9 WJOI | 9 WJOI | 9 WJLB |
| 10 WWWW | 10 CKLW | 10 CKLW | 10 WWWW | 10 WMJC | 10 CKLW |

Format Reach



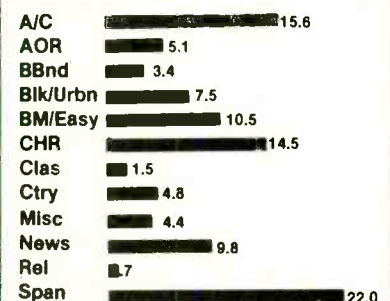
Miami-Ft. Lauderdale-Hollywood #11

Continued from Page 100

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WSHE | 1 WHYI | 1 WSHE | 1 WCMQ-FM | 1 WCMQ-FM | 1 WCMQ-FM |
| 2 WHYI | 2 WEDR | 2 WHYI | 2 WHYI | 2 WAXY | 2 WCMQ |
| 3 WEDR | 3 WCMQ-FM | 3 WCMQ-FM | 3 WEDR | 3 WQBA | 3 WAIA |
| 4 WCMQ-FM | 4 WWWL | 4 WWWL | 4 WWWL | 4 WHYI | 4 WQBA |
| 5 WWWL | 5 WINZ-FM | 5 WEDR | 5 WAIA | 5 WSHE | 5 WEDR |
| 6 WINZ-FM | 6 WAXY | 6 WAXY | 6 WINZ-FM | 6 WWJF | 6 WWWL |
| 7 WAXY | 7 WAIA | 7 WINZ-FM | 7 WCMQ | 7 WWWL | 7 WHYI |
| 8 WRBD | 8 WRBD | 8 WQBA | 8 WQBA | 8 WNWS | 8 WLYF |
| 9 WCKO | 9 WWJF | 9 WWJF | 9 WAXY | 9 WEDR | 9 WAXY |
| 10 WAIA | 10 WQBA | 10 WAIA | 10 WQBA-FM | 10 WCMQ | 10 WWJF |

Format Reach



Milwaukee-Racine #25

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AQH METHO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|---------|-----------------------|
| 9.4 | 6.6 | 8.7 | 1 | WEZW fm | BM | 3 | 11 | 9 | 7 | 2 | 12/92 | McGAVREN | | 5.8 |
| 8.1 | 8.0 | 8.6 | 2 | WISN am | A/C | 1 | 8 | 5 | 1 | 1 | 19/57 | KATZ | ABC-I | 9.2 |
| 9.8 | 8.1 | 8.4 | 3 | WTMJ am | A/C | 2 | 13 | 8 | 10 | 4 | 17/63 | CHRISTAL | NBC | 8.5 |
| 2.7 | 6.6 | 6.7 | 4 | WOKY am | BBnd | 9 | 15 | 19 | 14 | 11 | 12/92 | RKO | RKO-2 | 5.6 |
| 4.0 | 5.1 | 5.9 | 5 | WLUM fm | Urbn | 11 | 4 | 2 | 2 | 9 | 10/113 | B HOWARD | CBS-R | 5.5 |
| 5.5 | 6.5 | 5.5 | 6 | WQFM fm | AOR | 6 | 1 | 1 | 3 | 14 | 18/62 | SELCOM | | 8.3 |
| 6.6 | 4.6 | 5.3 | 7 | WZUU-FM | A/C | 5 | 7 | 7 | 5 | 3 | 19/57 | EASTMAN | NBC-S | 4.7 |
| 3.4 | 4.1 | 4.7 | 8 | WKTI fm | CHR | 4 | 3 | 4 | 6 | 10 | 21/50 | CHRISTAL | ABC-C | 5.3 |
| 3.8 | 4.7 | 4.6 | 9 | WMYX fm | A/C | 10 | 9 | 3 | 4 | 5 | 17/64 | BLAIR | | 7.8 |
| 9.2 | 8.5 | 4.2 | 10 | WBCS-FM | Ctry | 8 | 10 | 11 | 9 | 6 | 19/57 | TORBET | CBS | 5.6 |
| 5.8 | 5.6 | 4.1 | 11 | WLPX fm | AOR | 7 | 2 | 6 | 8 | 15 | 20/53 | KATZ | | 5.9 |
| -- | 2.4 | 3.7 | 12 | WMIL fm | Ctry | 13 | 20 | 13 | 11 | 8 | 15/72 | RKO | | 4.0 |
| 2.9 | 2.4 | 3.3 | 13 | WFMR fm | Clas | 14 | 16 | 15 | 12 | 7 | 12/91 | CMBS | | 3.6 |
| 1.0 | 2.0 | 2.4 | 14 | WAWA am | Blk | 18 | 6 | 14 | 13 | 12 | 10/104 | B HOWARD | SHRDN | 0.6 |
| 1.7 | 2.8 | 2.3 | 15 | WRKR fm | CHR | 12 | 5 | 12 | 16 | 25 | 25/44 | CBS-FM | ABC-C | 3.0 |
| -- | -- | 1.6 | 16 | WLZZ am | Gold | 15 | 25 | 10 | 15 | 13 | 23/47 | EASTMAN | NBC-S | 1.4 |
| 1.5 | 0.5 | 1.4 | 17 | WBKV-FM | A/C | 26 | 27 | 23 | 24 | 20 | 12/87 | | | 0.6 |
| 1.3 | 0.9 | 1.4 | 17 | WIND am | Talk | 27 | 18 | 24 | 27 | 21 | 11/95 | RAR | ABC-E | 0.6 |
| 1.0 | 1.8 | 1.4 | 17 | WNOV am | Blk | 23 | 14 | 16 | 17 | 19 | 14/76 | WALTON | NBN | 0.5 |
| 2.8 | 1.1 | 1.3 | 20 | WEMP am | A/C | 16 | 21 | 17 | 19 | 17 | 25/43 | BLAIR | ABC-E | 0.9 |
| 0.6 | 0.8 | 1.2 | 21 | WBKV am | A/C | 30 | 17 | 26 | 23 | 24 | 7/146 | | | -- |

Continued on Page 104



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

Monday thru Sunday
6 a.m.-Midnight Fall 1982 ARB.

Minneapolis-St. Paul #17

RR

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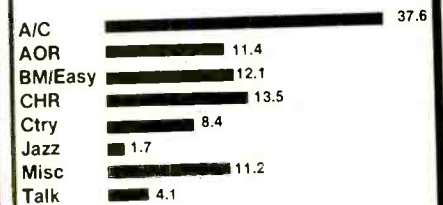
| FALL '81 | SPRING '82 | FALL '82 | 12+ ADH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS LISTED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 22.9 | 20.0 | 20.5 | 1 | WCCO am | A/C | 1 | 5 | 6 | 2 | 1 | 11/96 | CBS SPOT | CBS | 18.4 |
| 14.8 | 12.2 | 12.4 | 2 | KSTP-FM | A/C | 2 | 4 | 1 | 1 | 2 | 12/90 | CHRISTAL | | 13.6 |
| 4.2 | 10.0 | 9.7 | 3 | WLOL fm | CHR | 3 | 1 | 2 | 3 | 4 | 15/73 | SELCOM | | 12.6 |
| 6.0 | 4.6 | 5.7 | 4 | KQRS-FM | AOR | 4 | 2 | 3 | 4 | 10 | 17/63 | TORBET | ABC-R | 7.5 |
| 6.4 | 8.5 | 5.5 | 5 | WDGY am | Ctry | 6 | 6 | 7 | 5 | 3 | 14/76 | BLAIR | NBC | 6.8 |
| 6.6 | 6.0 | 4.9 | 6 | KDWB-FM | AOR | 5 | 3 | 4 | 6 | 12 | 19/57 | McGAVREN | | 7.4 |
| 4.2 | 4.1 | 4.8 | 7 | KEEY fm | BM | 9 | 10 | 11 | 7 | 5 | 14/79 | KATZ | | 4.5 |
| 4.1 | 3.2 | 4.6 | 8 | WAYL fm | BM | 10 | 16 | 14 | 11 | 6 | 14/78 | RKO | RKO-1 | 3.4 |
| 3.3 | 3.1 | 4.1 | 9 | KSTP am | Talk | 7 | 9 | 9 | 9 | 7 | 19/58 | CHRISTAL | ABC-I | 3.3 |
| 4.4 | 4.4 | 3.8 | 10 | WCCO-FM | CHR | 8 | 8 | 5 | 8 | 9 | 18/62 | EASTMAN | CBS-R | 3.2 |
| 2.5 | 2.3 | 2.1 | 11 | WWTC am | A/C | 12 | 15 | 8 | 10 | 8 | 19/56 | MASLA | MBS | 1.4 |
| 1.8 | 2.0 | 1.8 | 12 | KJJO fm | Ctry | 13 | 13 | 13 | 13 | 13 | 20/55 | MMR | ABC-E | 2.2 |
| -- | 0.6 | 1.7 | 13 | KLBB am | BBnd | 17 | 19 | 18 | 17 | 16 | 14/80 | KATZ | ABC-D | 0.5 |
| 0.8 | 1.6 | 1.7 | 13 | KTWN fm | Jazz | 14 | 20 | 12 | 12 | 11 | 19/56 | LOTUS | | 1.7 |
| 1.8 | 2.0 | 1.6 | 15 | KDWB am | A/C | 11 | 7 | 10 | 14 | 14 | 36/30 | McGAVREN | | 0.5 |
| 1.6 | 1.1 | 1.1 | 16 | KTCR-FM | Ctry | 18 | 18 | 17 | 15 | 15 | 19/56 | ROSLIN | | 1.3 |
| 1.6 | 1.0 | 1.0 | 17 | KKSS am | A/C | 16 | 14 | 16 | 16 | 17 | 24/46 | KATZ | RKO-1 | 1.3 |
| 1.0 | 0.7 | 1.0 | 17 | KRSI am | Easy | 19 | 17 | 19 | 19 | 18 | 19/58 | MMR | ABC-E | 0.3 |

1983 R&R RATINGS REPORT/V

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 KQRS-FM | 1 KSTP-FM | 1 KSTP-FM | 1 KSTP-FM | 1 WCCO | 1 KSTP-FM |
| 2 KSTP-FM | 2 WLOL | 2 WCCO | 2 WCCO | 2 KSTP-FM | 2 WCCO |
| 3 KDWB-FM | 3 KQRS-FM | 3 KQRS-FM | 3 WLOL | 3 WDGY | 3 WDGY |
| 4 WLOL | 4 WCCO-FM | 4 KDWB-FM | 4 WDGY | 4 KSTP | 4 KEEY |
| 5 WCCO | 5 KEEY | 5 WLOL | 5 KEEY | 5 WLOL | 5 WLOL |
| 6 KSTP | 6 KDWB-FM | 6 KSTP | 6 WCCO-FM | 6 KDWB-FM | 6 WAYL |
| 7 WWTC | 7 WDGY | 7 WDGY | 7 KQRS-FM | 7 WWTC | 7 WCCO-FM |
| 8 WCCO-FM | 8 WCCO | 8 WWTC | 8 WAYL | 8 KQRS-FM | 8 WWTC |
| 9 WDGY | 9 WWTC | 9 WCCO-FM | 9 KDWB-FM | 9 KEEY | 9 KTWN |
| 10 KDWB | 10 KTWN | 10 KEEY | 10 WWTC | 10 WAYL | 10 KJJO |

Format Reach



Nassau-Suffolk #12

RR

| FALL '81 | FALL '82 | FALL '82 | 12+ ADH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | |
|----------|----------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------|--------------------|----------|-------|
| 7.9 | 6.3 | 6.2 | 1 | WNBC | am | CHR | 1 | 2 | 3 | 1 | 1 | 19/58 | HILLIER | NBC |
| 5.2 | 5.7 | 5.8 | 2 | WBLI | fm | CHR | 7 | 4 | 1 | 2 | 2 | 12/87 | MASLA | |
| 4.6 | 4.8 | 4.7 | 3 | WCBS | am | News | 2 | 22 | 19 | 13 | 5 | 20/55 | CBS SPOT | CBS |
| 4.1 | 4.8 | 4.7 | 3 | WOR | am | Talk | 9 | 24 | 23 | 15 | 11 | 12/88 | RKO | ABC-E |
| 5.5 | 5.7 | 4.2 | 5 | WYNY | fm | A/C | 3 | 11 | 2 | 3 | 3 | 19/57 | HILLIER | |
| 3.7 | 3.1 | 4.1 | 6 | WINS | am | News | 4 | 23 | 22 | 16 | 13 | 19/57 | RAR | ABC-D |
| 6.0 | 4.8 | 4.1 | 6 | WRFM | fm | BM | 12 | 19 | 32 | 23 | 10 | 12/94 | TORBET | |
| -- | 2.9 | 3.9 | 8 | WAPP | fm | AOR | 5 | 3 | 4 | 5 | 19 | 20/55 | MMR | |
| 2.9 | 3.9 | 3.9 | 8 | WHLI | am | BBnd | 23 | 32 | 32 | 12 | 7 | 8/132 | ROSLIN | |
| 3.7 | 3.4 | 3.8 | 10 | WCBS-FM | | Gold | 10 | 15 | 6 | 4 | 4 | 15/72 | CBS-FM | CBS |
| 4.5 | 5.0 | 3.8 | 10 | WPLJ | fm | AOR | 6 | 1 | 7 | 8 | 18 | 20/55 | BLAIR | ABC-R |
| 3.1 | 1.9 | 3.7 | 12 | WALK-FM | | A/C | 11 | 18 | 14 | 7 | 6 | 14/78 | M ROSLIN | |
| 3.8 | 3.6 | 3.2 | 13 | WBAB | fm | AOR | 8 | 6 | 5 | 6 | 12 | 19/59 | | |
| 2.3 | 2.7 | 2.9 | 14 | WHN | am | Ctry | 16 | 27 | 17 | 11 | 8 | 14/76 | SELCOM | MBS |
| 1.4 | 1.9 | 2.5 | 15 | WNEW | am | BBnd | 24 | 14 | 32 | 18 | 9 | 12/92 | KATZ | |
| 2.3 | 1.7 | 2.4 | 16 | WBLS | fm | Urbn | 14 | 7 | 9 | 9 | 17 | 17/63 | McGAVREN | |
| 1.9 | 2.7 | 2.4 | 16 | WPAT-FM | | BM | 17 | 30 | 21 | 25 | 14 | 17/65 | CHRISTAL | |
| 3.3 | 1.5 | 2.3 | 18 | WCTO | fm | BM | 21 | 26 | 25 | 26 | 16 | 14/76 | McGAVREN | |
| 2.0 | 1.9 | 2.1 | 19 | WMCA | am | Talk | 22 | 25 | 32 | 29 | 26 | 15/72 | SELCOM | AP |
| 1.9 | 1.3 | 1.9 | 20 | WEZN | fm | BM | 29 | 28 | 27 | 22 | 20 | 10/108 | KATZ | |
| 1.6 | 1.2 | 1.9 | 20 | WLIR | fm | AOR | 20 | 8 | 8 | 14 | 30 | 17/64 | MASLA | |
| 1.8 | 2.4 | 1.8 | 22 | WKTU | fm | Urbn | 15 | 5 | 12 | 20 | 28 | 22/48 | TORBET | |
| 0.4 | 1.7 | 1.8 | 22 | WPIX | fm | A/C | 19 | 13 | 10 | 10 | 15 | 21/52 | CHRISTAL | |
| 1.9 | 2.9 | 1.7 | 24 | WRKS | fm | Urbn | 18 | 10 | 11 | 17 | 24 | 23/47 | RKO | RKO-1 |
| 2.4 | 2.0 | 1.6 | 25 | WABC | am | Talk | 13 | 21 | 20 | 24 | 23 | 27/40 | BLAIR | ABC-I |

Continued on Page 110

New Orleans #33

PR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AUL METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|---------|-----------------|
| 6.8 | 6.4 | 12.9 | 1 | WYLD-FM | Blk | 2 | 4 | 1 | 1 | 1 | 9/127 | B HOWARD | | 11.7 |
| 10.6 | 12.9 | 8.8 | 2 | WAIL fm | Urbn | 3 | 1 | 4 | 4 | 5 | 11/98 | SELCOM | NBC-S | 7.1 |
| 11.5 | 8.6 | 8.6 | 3 | WEZB fm | CHR | 1 | 2 | 3 | 3 | 6 | 15/70 | TORBET | RKO-1 | 13.3 |
| 7.3 | 8.5 | 8.1 | 4 | WRNO fm | AOR | 5 | 3 | 2 | 2 | 7 | 12/93 | MASLA | ABC-F | 7.8 |
| 7.5 | 5.9 | 7.0 | 5 | WBYU fm | BM | 10 | 12 | 10 | 9 | 8 | 10/104 | CHRISTAL | | 7.0 |
| 5.7 | 5.0 | 6.1 | 6 | WAJY fm | A/C | 8 | 13 | 7 | 6 | 3 | 13/84 | KATZ | | 6.0 |
| 5.0 | 5.6 | 5.9 | 7 | WTIX am | CHR | 4 | 7 | 6 | 5 | 2 | 16/67 | BLAIR | NBC | 3.9 |
| 8.4 | 6.8 | 5.5 | 8 | WNOE-FM | Ctry | 7 | 9 | 9 | 8 | 4 | 15/72 | McGAVREN | ABC-E | 8.0 |
| 5.2 | 4.5 | 4.7 | 9 | WQUE fm | A/C | 9 | 8 | 5 | 7 | 9 | 17/65 | EASTMAN | | 5.9 |
| 4.8 | 4.8 | 4.6 | 10 | WWL am | Talk | 6 | 11 | 11 | 10 | 10 | 20/53 | KATZ | CBS | 5.4 |
| 2.3 | 3.3 | 4.0 | 11 | WNNR am | Blk | 17 | 10 | 15 | 15 | 14 | 5/226 | SELCOM | NBN | 1.9 |
| 5.1 | 4.4 | 3.2 | 12 | WGSO am | N/T | 11 | 15 | 14 | 14 | 12 | 18/61 | EASTMAN | ABC-I | 2.1 |
| 2.8 | 2.6 | 3.0 | 13 | WNOE am | Ctry | 12 | 14 | 13 | 12 | 11 | 18/59 | McGAVREN | ABC-C | 1.8 |
| 1.7 | 3.2 | 2.9 | 14 | WBOK am | Blk | 13 | 5 | 8 | 11 | 13 | 17/63 | B HOWARD | SHRDN | 2.9 |
| 3.5 | 3.7 | 2.7 | 15 | WSMB am | A/C | 15 | 16 | 16 | 17 | 16 | 13/87 | B HOWARD | MBS | 4.8 |
| 1.9 | 3.2 | 2.5 | 16 | WYLD am | Blk | 14 | 6 | 12 | 13 | 15 | 19/58 | B HOWARD | | 1.4 |
| 2.4 | 2.0 | 1.2 | 17 | WSHO am | BBnd | 18 | 18 | 18 | 16 | 18 | 10/109 | CHRISTAL | AP | 1.4 |
| 1.4 | 2.3 | 1.1 | 18 | WWIW am | BBnd | 16 | 17 | 17 | 18 | 17 | 21/52 | LOTUS | MBS | 1.0 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WYLD-FM | 1 WYLD-FM | 1 WYLD-FM | 1 WYLD-FM | 1 WYLD-FM | 1 WYLD-FM |
| 2 WRNO | 2 WEZB | 2 WRNO | 2 WEZB | 2 WTIX | 2 WAJY |
| 3 WAIL | 3 WQUE | 3 WTIX | 3 WAJY | 3 WNOE-FM | 3 WAIL |
| 4 WEZB | 4 WAIL | 4 WAIL | 4 WAIL | 4 WRNO | 4 WEZB |
| 5 WQUE | 5 WRNO | 5 WEZB | 5 WQUE | 5 WWL | 5 WTIX |
| 6 WTIX | 6 WAJY | 6 WNOE-FM | 6 WRNO | 6 WEZB | 6 WQUE |
| 7 WNOE-FM | 7 WTIX | 7 WQUE | 7 WTIX | 7 WAJY | 7 WBYU |
| 8 WAJY | 8 WBOK | 8 WAJY | 8 WBYU | 8 WAIL | 8 WNOE-FM |
| 9 WWL | 9 WNOE-FM | 9 WWL | 9 WNOE-FM | 9 WBYU | 9 WRNO |
| 10 WGSO | 10 WBYU | 10 WGSO | 10 WBOK | 10 WQUE | 10 WNNR |

Format Reach

| | |
|----------|------|
| A/C | 13.5 |
| AOR | 8.1 |
| BBnd | 2.3 |
| Blk/Urbn | 31.1 |
| BM/Easy | 7.0 |
| CHR | 14.5 |
| Ctry | 8.5 |
| Misc | 6.4 |
| News | 3.2 |
| Rel | .8 |
| Talk | 4.6 |

New York #1

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|---------|-----------------|
| 5.9 | 5.9 | 5.1 | 5.3 | 5.6 | 1 | WBLS fm | Urbn | 7 | 2 | 2 | 2 | 2 | 13/80 | McGAVREN | | 5.3 |
| 6.2 | 6.5 | 5.9 | 5.1 | 5.3 | 2 | WOR am | Talk | 8 | 24 | 26 | 20 | 13 | 13/85 | RKO | ABC-E | 5.9 |
| 5.6 | 5.2 | 4.3 | 4.6 | 5.2 | 3 | WINS am | News | 1 | 18 | 13 | 11 | 9 | 18/60 | RAR | ABC-I | 7.3 |
| 4.4 | 4.6 | 4.7 | 5.0 | 5.0 | 4 | WYNY fm | A/C | 3 | 7 | 1 | 1 | 1 | 17/65 | HILLIER | | 3.2 |
| 4.2 | 4.2 | 4.5 | 4.6 | 4.8 | 5 | WCBS am | News | 2 | 19 | 17 | 14 | 8 | 19/56 | CBS SPOT | CBS | 4.4 |
| 5.6 | 5.1 | 5.9 | 5.1 | 4.5 | 6 | WRKS fm | Urbn | 9 | 4 | 3 | 3 | 5 | 15/72 | RKO | RKO-1 | 6.0 |
| 4.5 | 4.0 | 4.5 | 3.5 | 4.3 | 7 | WPLJ fm | AOR | 6 | 1 | 5 | 6 | 19 | 17/62 | BLAIR | ABC-R | 4.9 |
| 4.4 | 4.5 | 4.2 | 4.2 | 4.3 | 7 | WRFM fm | BM | 14 | 20 | 24 | 16 | 6 | 11/95 | TORBET | | 1.7 |
| 6.1 | 4.5 | 6.2 | 5.5 | 4.2 | 9 | WKTU fm | Urbn | 5 | 3 | 4 | 4 | 10 | 18/59 | TORBET | | 5.8 |
| 4.5 | 3.9 | 3.7 | 4.4 | 4.0 | 10 | WNBC am | CHR | 4 | 5 | 7 | 5 | 3 | 20/55 | HILLIER | NBC | 3.8 |
| 3.8 | 3.9 | 3.3 | 3.3 | 3.8 | 11 | WPAT-FM | BM | 11 | 23 | 22 | 13 | 7 | 15/71 | CHRISTAL | | 2.7 |
| 3.0 | 2.7 | 3.2 | 3.5 | 3.4 | 12 | WNEW am | BBnd | 15 | 21 | 25 | 21 | 11 | 13/82 | KATZ | | 2.2 |
| 1.5 | 1.4 | 1.5 | 4.9 | 3.1 | 13 | WAPP fm | AOR | 12 | 6 | 6 | 8 | 21 | 18/59 | MMR | | 4.8 |
| 2.7 | 2.6 | 2.8 | 3.2 | 2.8 | 14 | WCBS-FM | Gold | 13 | 14 | 9 | 7 | 4 | 18/61 | CBS-FM | CBS-R | 2.5 |
| 2.1 | 2.0 | 1.9 | 1.6 | 2.7 | 15 | WADO am | Span | 24 | 22 | 11 | 10 | 12 | 7/152 | | | 3.7 |
| 3.1 | 3.8 | 2.6 | 3.0 | 2.5 | 16 | WABC am | Talk | 10 | 13 | 14 | 18 | 17 | 23/46 | BLAIR | ABC-I | 3.5 |
| 2.1 | 2.4 | 2.7 | 2.6 | 2.3 | 17 | WHN am | Ctry | 18 | 16 | 20 | 19 | 14 | 17/65 | SELCOM | MBS | 1.6 |
| 2.0 | 2.5 | 2.4 | 1.9 | 2.3 | 17 | WPAT am | BM | 17 | 28 | 28 | 28 | 25 | 17/63 | CHRISTAL | | 1.8 |
| 2.5 | 2.3 | 2.2 | 1.8 | 2.1 | 19 | WJIT am | Span | 26 | 17 | 12 | 15 | 15 | 6/183 | CABALLERO | | 2.6 |
| 2.4 | 2.5 | 2.9 | 2.0 | 2.1 | 19 | WNEW-FM | AOR | 16 | 12 | 8 | 9 | 20 | 20/54 | KATZ | NBC-S | 2.3 |
| 1.5 | 1.5 | 1.7 | 2.2 | 1.8 | 21 | WKHK fm | Ctry | 21 | 15 | 15 | 17 | 16 | 16/66 | B HOWARD | | 1.9 |
| 2.2 | 2.5 | 2.2 | 2.6 | 1.8 | 21 | WMCA am | Talk | 20 | 25 | 28 | 26 | 24 | 20/55 | SELCOM | SHRDN | 2.3 |
| 0.8 | 1.2 | 1.6 | 1.7 | 1.8 | 21 | WPIX fm | A/C | 19 | 10 | 10 | 12 | 18 | 21/52 | CHRISTAL | | 1.3 |
| 0.7 | 1.1 | 1.0 | 0.7 | 1.4 | 24 | WNCN fm | Clas | 23 | 28 | 21 | 22 | 22 | 15/72 | LOTUS | | 0.9 |

Continued on Page 110

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New York is a multi-ethnic town... and so are we! Buying along the old stereotypical lines of "ethnic" or "non-ethnic" may work elsewhere—but not here. It's almost impossible to distinguish those kinds of population distributions in Metro New York.

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1440 Broadway, New York, N.Y. 10018 (212) 764-6856

Nashville-Davidson #44

Continued from Page 105

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WKDF | 1 WKDF | 1 WKDF | 1 WKDF | 1 WSIX-FM | 1 WZEZ |
| 2 WWKX | 2 WWKX | 2 WSIX-FM | 2 WWKX | 2 WKDF | 2 WSIX-FM |
| 3 WYHY | 3 WVOL | 3 WYHY | 3 WZEZ | 3 WZEZ | 3 WWKX |
| 4 WSM-FM | 4 WSM-FM | 4 WWKX | 4 WSIX-FM | 4 WLAC | 4 WSM-FM |
| 5 WSIX-FM | 5 WYHY | 5 WZEZ | 5 WVOL | 5 WSM-FM | 5 WVOL |
| 6 WVOL | 6 WJYN | 6 WLAC | 6 WYHY | 6 WWKX | 6 WSM |
| 7 WZEZ | 7 WMAK | 7 WSM-FM | 7 WSM-FM | 7 WYHY | 7 WKDF |
| 8 WMAK | 8 WSIX-FM | 8 WSM | 8 WJYN | 8 WSM | 8 WYHY |
| 9 WLAC | 9 WZEZ | 9 WVOL | 9 WMAK | 9 WSIX | 9 WJYN |
| 10 WSM | 10 WNKZ | 10 WSIX | 10 WSM | 10 WVOL | 10 WLAC |

Format Reach

| | |
|----------|------|
| A/C | 10.3 |
| AOR | 13.8 |
| BBnd | 1.5 |
| Bik/Urbn | 6.1 |
| BM/Easy | 13.0 |
| CHR | 13.3 |
| Ctry | 25.1 |
| Misc | 9.5 |
| Rel | 6 |
| Talk | 6.8 |

Nassau-Suffolk #12

Continued from Page 106

| FALL '81 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------------|-----------------------|---------|
| 1.7 | 1.8 | 1.4 | 26 | WKJY fm | BM | 27 | 31 | 29 | 31 | 21 | 16/68 | ROSLIN | |
| 1.8 | 1.5 | 1.3 | 27 | WKHK fm | Ctry | 26 | 20 | 15 | 19 | 29 | 17/63 | B HOWARD | |
| 2.0 | 1.8 | 1.2 | 28 | WGSM am | A/C | 32 | 32 | 32 | 30 | 27 | 11/102 | McGAVREN | |
| 0.9 | 1.0 | 1.1 | 29 | WNEW-FM | AOR | 25 | 16 | 13 | 21 | 25 | 26/42 | KATZ | NBC-S |
| | 0.8 | 1.0 | 30 | WGBB am | A/C | 32 | 32 | 32 | 28 | 22 | 14/75 | | |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WAPP | 1 WBLI | 1 WNBC | 1 WBLI | 1 WBLI | 1 WNBC |
| 2 WBLI | 2 WYNY | 2 WBLI | 2 WYNY | 2 WYNY | 2 WCBS-FM |
| 3 WNBC | 3 WNBC | 3 WCBS-FM | 3 WNBC | 3 WNBC | 3 WCBS |
| 4 WYNY | 4 WAPP | 4 WAPP | 4 WALK | 4 WALK | 4 WBLI |
| 5 WCBS | 5 WBAB | 5 WYNY | 5 WCBS-FM | 5 WHLI | 5 WYNY |
| 6 WBAB | 6 WBSL | 6 WBAB | 6 WHLI | 6 WHN | 6 WBAB |
| 7 WPLJ | 7 WPIX | 7 WPLJ | 7 WBSL | 7 WOR | 7 WALK |
| 8 WLIR | 8 WCBS-FM | 8 WCBS | 8 WBAB | 8 WCBS-FM | 8 WNEW |
| 9 WBSL | 9 WPLJ | 9 WLIR | 9 WOR | 9 WNEW | 9 WPIX |
| 10 WKTU | 10 WRKS | 10 WPIX | 10 WAPP | 10 WRFM | 10 WHN |

Format Reach

| | |
|----------|------|
| A/C | 12.7 |
| AOR | 15.3 |
| BBnd | 6.4 |
| Bik/Urbn | 5.9 |
| BM/Easy | 13.1 |
| CHR | 12.9 |
| Clas | 1.3 |
| Ctry | 4.2 |
| Gold | 4.8 |
| Misc | 6.2 |
| News | 8.8 |
| Talk | 8.4 |

New York #1

Continued from Page 108

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------------|-----------------------|---------|-----------------------|
| 1.1 | 1.3 | 1.1 | 1.0 | 1.4 | 24 | WQXR-FM | Clas | 22 | 28 | 27 | 25 | 23 | 16/67 | McGAVREN | | 1.8 |
| 0.8 | 0.9 | 0.8 | 0.7 | 1.0 | 26 | WBLI fm | CHR | 27 | 8 | 16 | 23 | 26 | 13/83 | MASLA | | 1.0 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WPLJ | 1 WYNY | 1 WBSL | 1 WYNY | 1 WBSL | 1 WYNY |
| 2 WAPP | 2 WRKS | 2 WYNY | 2 WRKS | 2 WCBS-FM | 2 WADO |
| 3 WBSL | 3 WBSL | 3 WPLJ | 3 WBSL | 3 WYNY | 3 WBSL |
| 4 WYNY | 4 WKTU | 4 WAPP | 4 WKTU | 4 WNBC | 4 WRKS |
| 5 WKTU | 5 WPLJ | 5 WCBS-FM | 5 WNBC | 5 WRFM | 5 WNBC |
| 6 WRKS | 6 WPIX | 6 WNBC | 6 WADO | 6 WCBS | 6 WKTU |
| 7 WNEW-FM | 7 WNBC | 7 WRKS | 7 WPLJ | 7 WPAT-FM | 7 WJIT |
| 8 WNBC | 8 WAPP | 8 WKTU | 8 WCBS-FM | 8 WINS | 8 WOR |
| 9 WCBS-FM | 9 WNEW-FM | 9 WNEW-FM | 9 WJIT | 9 WRKS | 9 WPAT-FM |
| 10 WKHK | 10 WADO | 10 WCBS | 10 WPIX | 10 WNEW | 10 WINS |

Format Reach

| | |
|----------|------|
| A/C | 8.4 |
| AOR | 10.8 |
| BBnd | 4.2 |
| Bik/Urbn | 15.1 |
| BM/Easy | 12.7 |
| CHR | 5.0 |
| Clas | 3.1 |
| Ctry | 4.1 |
| Gold | 2.8 |
| Misc | 7.9 |
| News | 10.0 |
| Rel | 1.5 |
| Span | 4.8 |
| Talk | 9.6 |

Norfolk-Portsmouth-Newport News-Hampton #34 *RR*

| FALL '81 | FALL '82 | FALL '82 | 12+ AHH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. LMS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|----------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 10.8 | 8.9 | 10.6 | 1 | WCMS-FM | Ctry | 2 | 7 | 5 | 1 | 1 | 10/107 | KATZ | ABC-E | 13.4 |
| 10.0 | 8.6 | 10.6 | 1 | WFOG-FM | BM | 4 | 14 | 10 | 5 | 2 | 9/115 | TORBET | | 7.6 |
| 7.1 | 8.6 | 7.9 | 3 | WNOR-FM | AOR | 1 | 2 | 1 | 3 | 6 | 14/75 | RKO | ABC-R | 11.1 |
| 7.8 | 7.7 | 7.4 | 4 | WLTY fm | A/C | 5 | 8 | 2 | 2 | 3 | 12/88 | CHRISTAL | | 7.5 |
| 5.9 | 7.4 | 6.7 | 5 | WOWI fm | Blk | 6 | 4 | 3 | 4 | 4 | 13/85 | McGAVREN | SHRDN | 8.1 |
| -- | 8.1 | 5.7 | 6 | WMYK fm | AOR | 3 | 1 | 4 | 6 | 12 | 18/59 | EASTMAN | NBC-S | 10.9 |
| 5.4 | 5.0 | 5.4 | 7 | WTAR am | A/C | 7 | 17 | 13 | 11 | 7 | 15/71 | CHRISTAL | CBS | 5.0 |
| -- | -- | 4.4 | 8 | WNVZ fm | CHR | 8 | 3 | 7 | 8 | 9 | 18/59 | KATZ | ABC-C | 6.0 |
| 3.7 | 3.2 | 4.0 | 9 | WWDE fm | A/C | 11 | 12 | 6 | 7 | 5 | 15/73 | CBS-FM | ABC-F | 2.6 |
| 5.9 | 4.5 | 3.8 | 10 | WGH am | CHR | 9 | 11 | 11 | 10 | 8 | 21/52 | BLAIR | | 2.5 |
| 3.8 | 4.0 | 3.7 | 11 | WRAP am | Blk | 10 | 5 | 9 | 12 | 11 | 19/57 | B HOWARD | NBN | 3.9 |
| 2.6 | 4.2 | 3.6 | 12 | WNOR am | Blk | 12 | 6 | 8 | 9 | 10 | 14/76 | RKO | | 2.6 |
| 3.4 | 6.2 | 3.4 | 13 | WPCE am | Blk | 14 | 10 | 17 | 15 | 14 | 12/91 | McGAVREN | SHRDN | 2.6 |
| 3.5 | 3.0 | 2.8 | 14 | WNIS am | News | 13 | 20 | 19 | 17 | 13 | 15/71 | HILLIER | NBC | 1.8 |
| 1.8 | 1.3 | 2.4 | 15 | WXRI fm | A/C | 16 | 9 | 14 | 14 | 15 | 15/74 | HILLIER | | 3.5 |
| -- | 1.1 | 2.0 | 16 | WKEZ fm | Ctry | 19 | 26 | 12 | 13 | 16 | 13/85 | EASTMAN | | 0.6 |
| 2.1 | 1.9 | 1.8 | 17 | WGH-FM | Clas | 15 | 19 | 18 | 18 | 17 | 19/56 | BLAIR | | 2.0 |
| 0.7 | 1.3 | 1.7 | 18 | WTJZ am | BBnd | 20 | 24 | 27 | 22 | 20 | 12/90 | KATZ | MBS | 1.1 |
| 2.3 | 2.2 | 1.3 | 19 | WCMS am | Ctry | 17 | 21 | 20 | 19 | 18 | 22/50 | KATZ | | 1.3 |
| -- | -- | 1.2 | 20 | WQKS fm | Urbn | 18 | 15 | 15 | 16 | 19 | 21/52 | | | 0.6 |

Demographic Rank

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

Format Reach

| | |
|----------|------|
| A/C | 19.5 |
| AOR | 14.5 |
| BBnd | 1.7 |
| Blk/Urbn | 18.6 |
| BM/Easy | 11.0 |
| CHR | 8.2 |
| Clas | 1.8 |
| Ctry | 14.9 |
| Misc | 6.3 |
| News | 2.8 |
| Rel | .7 |

Oklahoma City #47

RR

| FALL '82 | FALL '82 | FALL '82 | FALL '82 | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|----------|----------|----------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|---------|-----------------------|
| 7.4 | 9.1 | 14.2 | 1 | KATT-FM | AOR | 2 | 1 | 1 | 1 | 2 | 10/111 | SELCOM | NBC-S | 20.0 |
| 11.3 | 10.6 | 12.3 | 2 | KTOK am | N/T | 1 | 10 | 10 | 7 | 3 | 13/84 | MMR | ABC-I | 15.4 |
| 11.8 | 14.7 | 9.9 | 3 | KEBC fm | Ctry | 3 | 5 | 4 | 2 | 1 | 12/89 | TORBET | ABC-E | 9.2 |
| 9.0 | 5.7 | 9.9 | 3 | KKNG fm | BM | 5 | 6 | 12 | 8 | 4 | 12/94 | CHRISTAL | | 6.2 |
| 7.7 | 5.1 | 7.0 | 5 | KOFM fm | CHR | 4 | 2 | 2 | 4 | 7 | 16/66 | KATZ | ABC-C | 7.2 |
| 8.0 | 9.5 | 7.0 | 5 | KOMA am | Ctry | 7 | 9 | 3 | 3 | 5 | 14/76 | BLAIR | NBC | 7.3 |
| 5.7 | 4.5 | 5.7 | 7 | WKY am | Gold | 6 | 14 | 7 | 5 | 8 | 18/59 | EASTMAN | CBS | 5.0 |
| 5.7 | 6.0 | 5.5 | 8 | KXXY fm | AOR | 8 | 3 | 5 | 6 | 9 | 14/77 | McGAVREN | | 6.2 |
| 3.7 | 5.8 | 4.6 | 9 | KLTE fm | A/C | 9 | 12 | 8 | 9 | 6 | 16/66 | MASLA | CBS | 4.6 |
| 3.6 | 5.9 | 3.9 | 10 | KLNK fm | A/C | 10 | 4 | 6 | 10 | 10 | 18/59 | SELCOM | | 2.8 |
| 3.6 | 6.8 | 3.0 | 11 | KKLR fm | Ctry | 11 | 8 | 9 | 11 | 12 | 16/69 | B HOWARD | AP | 2.5 |
| 4.8 | 4.0 | 2.4 | 12 | KAEZ fm | Blk | 14 | 7 | 11 | 12 | 13 | 11/98 | B HOWARD | | 4.3 |
| 2.5 | 1.7 | 2.1 | 13 | KJYO fm | Easy | 12 | 13 | 15 | 13 | 11 | 21/51 | MMR | | 1.4 |
| 1.3 | 1.8 | 1.7 | 14 | KJIL fm | Rel | 13 | 11 | 13 | 14 | 14 | 18/60 | | | 1.8 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KATT-FM | 1 KATT-FM | 1 KATT-FM | 1 KATT-FM | 1 KEBC | 1 KEBC |
| 2 KOMA | 2 KOFM | 2 KEBC | 2 KOFM | 2 KATT-FM | 2 KKNG |
| 3 KXXY | 3 KEBC | 3 KOMA | 3 KEBC | 3 KOMA | 3 KOFM |
| 4 KEBC | 4 KOMA | 4 KXXY | 4 KOMA | 4 KTOK | 4 KTOK |
| 5 KOFM | 5 KLNK | 5 WKY | 5 WKY | 5 KKNG | 5 KLTE |
| 6 KLNK | 6 KXXY | 6 KTOK | 6 KLTE | 6 WKY | 6 WKY |
| 7 WKY | 7 WKY | 7 KKNG | 7 KTOK | 7 KLTE | 7 KATT-FM |
| 8 KTOK | 8 KLTE | 8 KOFM | 8 KLNK | 8 KOFM | 8 KOMA |
| 9 KLTE | 9 KKLR | 9 KLTE | 9 KKNG | 9 KXXY | 9 KLNK |
| 10 KAEZ | 10 KKNG | 10 KLNK | 10 KXXY | 10 KLNK | 10 KXXY |

Format Reach

| | |
|----------|------|
| A/C | 9.2 |
| AOR | 14.9 |
| BBnd | |
| Blk/Urbn | 2.4 |
| BM/Easy | 12.4 |
| CHR | 7.0 |
| Ctry | 26.7 |
| Gold | 5.7 |
| Misc | 6.7 |
| News | 6.6 |
| Rel | 2.2 |
| Talk | 6.2 |

Philadelphia #5

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|---------|-----------------|
| 9.3 | 10.5 | 8.8 | 7.9 | 8.7 | 1 | KYW | am News | 1 | 13 | 8 | 7 | 3 | 18/62 | RAR | NBC-R | 9.8 |
| 5.3 | 5.7 | 4.7 | 4.8 | 8.2 | 2 | WEAZ | fm BM | 4 | 23 | 14 | 9 | 2 | 11/99 | McGAVREN | | 7.1 |
| 8.0 | 7.2 | 7.6 | 7.2 | 7.9 | 3 | WMGK | fm A/C | 2 | 15 | 1 | 1 | 1 | 13/80 | MMR | | 6.3 |
| 6.0 | 7.4 | 6.4 | 6.3 | 5.9 | 4 | WCAU-FM | CHR | 3 | 1 | 6 | 5 | 8 | 18/61 | CBS-FM | CBS | 6.9 |
| 5.4 | 7.9 | 7.4 | 8.8 | 4.9 | 5 | WDAS-FM | Blk | 10 | 5 | 4 | 2 | 5 | 12/91 | B HOWARD | | 9.2 |
| 3.5 | 4.1 | 3.7 | 4.4 | 4.8 | 6 | WYSP | fm AOR | 7 | 2 | 5 | 6 | 17 | 16/69 | TORBET | | 6.4 |
| 5.0 | 4.7 | 4.7 | 4.0 | 4.7 | 7 | WWDB | fm Talk | 13 | 22 | 19 | 14 | 13 | 11/95 | HILLIER | ABC-I | 5.1 |
| 5.8 | 4.8 | 5.5 | 4.9 | 4.6 | 8 | WIP | am A/C | 8 | 16 | 11 | 11 | 4 | 15/73 | KATZ | ABC-D | 3.8 |
| 6.2 | 5.1 | 5.1 | 6.5 | 4.5 | 9 | WMMR | fm AOR | 5 | 4 | 2 | 4 | 11 | 18/60 | KATZ | | 6.6 |
| 3.4 | 3.6 | 4.7 | 6.2 | 4.4 | 10 | WCAU | am Talk | 6 | 17 | 17 | 16 | 12 | 18/60 | CBS SPT | CBS | 4.0 |
| 4.0 | 2.6 | 3.0 | 3.3 | 4.4 | 10 | WUSL | fm Urbn | 11 | 3 | 7 | 8 | 10 | 13/86 | ELAIR | | 5.7 |
| 4.1 | 4.6 | 4.4 | 4.0 | 4.2 | 12 | WPEN | am A/C | 12 | 19 | 23 | 15 | 9 | 13/81 | MMR | ABC-E | 4.1 |
| 4.3 | 3.5 | 4.4 | 3.1 | 4.1 | 13 | WIOQ | fm AOR | 9 | 8 | 3 | 3 | 7 | 15/72 | McGAVREN | RKO-1 | 4.3 |
| 2.1 | 2.4 | 2.5 | 1.7 | 3.5 | 14 | WFIL | am Ctry | 14 | 11 | 12 | 10 | 6 | 13/82 | BLAIR | RKO-1 | 1.7 |
| 5.4 | 3.9 | 3.4 | 3.8 | 2.4 | 15 | WWSH | fm A/C | 15 | 14 | 10 | 12 | 15 | 16/66 | CHRISTAL | | 1.7 |
| 2.0 | 2.0 | 3.0 | 2.4 | 2.1 | 16 | WSNI | fm A/C | 16 | 12 | 9 | 13 | 14 | 19/57 | RKO | RKO-2 | 1.8 |
| 1.4 | 0.9 | 1.4 | 1.3 | 2.0 | 17 | WJBR-FM | BM | 21 | 21 | 23 | 19 | 18 | 11/96 | McGAVREN | | -- |
| 1.7 | 1.6 | 1.8 | 1.5 | 1.9 | 18 | WFLN-FM | Clas | 18 | 23 | 15 | 17 | 16 | 16/68 | CMBS | | 2.9 |
| 1.4 | 2.0 | 1.8 | 2.1 | 1.9 | 18 | WHAT | am Blk | 19 | 9 | 16 | 20 | 19 | 14/75 | HILLIER | SHRDN | 0.7 |
| 1.8 | 1.6 | 1.9 | 1.9 | 1.4 | 20 | WDAS | am Blk | 20 | 18 | 18 | 22 | 21 | 18/62 | B HOWARD | NBN | 0.7 |
| 2.5 | 2.0 | 1.6 | 1.7 | 1.3 | 21 | WIFI | fm CHR | 17 | 6 | 13 | 18 | 22 | 26/41 | EASTMAN | ABC-C | 1.1 |

Continued on Page 120

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W
WINTON COMMUNICATIONS

Phoenix #24

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|-----------------------------------|-------------------------|---------|-----------------------|
| 8.2 | 7.4 | 8.8 | 10.1 | 1 | KTAR | am News | 1 | 16 | 9 | 6 | 2 | 13/85 | CBS SPOT | ABC-I | 9.2 |
| 8.5 | 8.2 | 6.8 | 7.6 | 2 | KDKB | fm AOR | 2 | 1 | 1 | 1 | 9 | 15/74 | BLAIR | NBC-S | 12.1 |
| 6.7 | 6.5 | 8.4 | 6.7 | 3 | KQYT | fm Easy | 7 | 20 | 15 | 12 | 4 | 12/88 | EASTMAN | | 4.6 |
| 7.7 | 9.1 | 8.1 | 6.5 | 4 | KMEO-FM | Easy | 6 | 18 | 17 | 13 | 8 | 14/76 | McGAVREN | | 4.2 |
| 7.7 | 8.0 | 7.8 | 6.5 | 4 | KNIX-FM | Ctry | 4 | 8 | 8 | 2 | 1 | 15/72 | CHRISTAL | | 8.4 |
| 5.2 | 5.3 | 5.9 | 5.5 | 6 | KUPD | fm AOR | 3 | 2 | 3 | 4 | 15 | 18/59 | MASLA | | 9.2 |
| 5.5 | 5.6 | 5.7 | 4.9 | 7 | KOY | am A/C | 5 | 13 | 13 | 8 | 3 | 19/57 | EASTMAN | NBC | 4.2 |
| 4.6 | 5.3 | 4.0 | 4.9 | 7 | KUKQ | am Urbn | 14 | 3 | 4 | 5 | 10 | 9/116 | MASLA | | 3.0 |
| 3.0 | 3.3 | 4.8 | 4.6 | 9 | KKLT | fm A/C | 8 | 9 | 2 | 3 | 5 | 16/66 | CBS SPOT | | 7.4 |
| 4.4 | 6.2 | 4.8 | 3.8 | 10 | KZZP-FM | CHR | 9 | 5 | 5 | 7 | 12 | 19/57 | McGAVREN | | 7.3 |
| -- | 1.8 | 3.1 | 3.6 | 11 | KEZC | fm Ctry | 11 | 7 | 12 | 10 | 7 | 19/58 | MMR | ABC-E | 2.8 |
| 4.2 | 3.8 | 3.3 | 3.3 | 12 | KOOL | fm A/C | 12 | 19 | 6 | 9 | 6 | 16/67 | KATZ | CBS | 5.3 |
| 5.4 | 5.0 | 3.5 | 3.3 | 12 | KOPA-FM | A/C | 10 | 4 | 7 | 11 | 16 | 21/50 | TORBET | | 3.5 |
| 2.9 | 1.7 | 1.5 | 2.7 | 14 | KPHX | am Span | 21 | 6 | 14 | 14 | 13 | 6/171 | CABALLERO | | 2.6 |
| 2.4 | 1.8 | 2.7 | 2.6 | 15 | KLFF | am BBnd | 17 | 26 | 29 | 24 | 22 | 12/89 | LOTUS | | 1.0 |
| 2.6 | 3.0 | 2.5 | 2.4 | 16 | KJJJ | am Ctry | 13 | 14 | 21 | 18 | 14 | 21/51 | MMR | ABC-E | 1.1 |
| 1.8 | 2.5 | 1.5 | 2.4 | 16 | KNIX | am Ctry | 15 | 10 | 18 | 16 | 11 | 18/60 | CHRISTAL | | 1.6 |
| -- | -- | -- | 2.3 | 18 | KVVA | am Span | 29 | 12 | 11 | 15 | 19 | 4/262 | CABALLERO | | 0.5 |
| 1.7 | 1.5 | 2.1 | 1.9 | 19 | KHEP-FM | Clas | 18 | 27 | 23 | 21 | 18 | 16/70 | CMBS | | 1.6 |
| 1.8 | 1.5 | 2.4 | 1.6 | 20 | KSTM | fm AOR | 22 | 11 | 10 | 17 | 23 | 10/108 | ROSLIN | | 2.7 |
| 2.1 | 3.0 | 1.5 | 1.5 | 21 | KARZ | am A/C | 16 | 21 | 24 | 22 | 20 | 21/51 | KATZ | CBS | 0.5 |
| 1.0 | 1.3 | 1.4 | 1.5 | 21 | KMEO | am Easy | 19 | 29 | 31 | 28 | 27 | 18/59 | McGAVREN | | 0.1 |

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Pittsburgh #14

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|---------|-----------------------|
| 19.8 | 19.3 | 20.2 | 18.4 | 1 | KDKA am | A/C | 1 | 8 | 7 | 2 | 1 | 12/89 | RAR | NBC | 22.6 |
| 5.1 | 5.8 | 6.1 | 7.4 | 2 | WAMO-FM | Urbn | 11 | 3 | 2 | 3 | 3 | 8/130 | SELCOM | SHRDN | 6.9 |
| 6.1 | 6.5 | 5.9 | 6.7 | 3 | WDVE fm | AOR | 4 | 2 | 1 | 4 | 7 | 13/83 | EASTMAN | NBC-S | 8.3 |
| 8.2 | 6.7 | 5.5 | 6.7 | 3 | WTAE am | A/C | 2 | 9 | 4 | 1 | 2 | 17/63 | KATZ | ABC-E | 5.1 |
| 3.8 | 5.0 | 5.7 | 6.0 | 5 | WBZZ fm | CHR | 3 | 1 | 5 | 6 | 6 | 16/69 | TORBET | | 8.6 |
| 5.5 | 5.3 | 3.7 | 5.2 | 6 | WJAS am | BBnd | 8 | 20 | 20 | 14 | 13 | 13/85 | HILLIER | ABC-D | 5.0 |
| 5.3 | 5.0 | 5.6 | 5.0 | 7 | WSHH fm | BM | 10 | 20 | 13 | 15 | 10 | 13/85 | BLAIR | | 4.2 |
| 2.6 | 2.0 | 1.6 | 4.8 | 8 | WHYW-FM | A/C | 5 | 7 | 3 | 5 | 4 | 16/53 | HILLIER | | 6.0 |
| 3.4 | 4.7 | 4.3 | 4.1 | 9 | KQV am | News | 9 | 12 | 14 | 16 | 12 | 16/67 | EASTMAN | CBS | 4.0 |
| 3.0 | 5.6 | 5.0 | 4.1 | 9 | WPNT fm | BM | 13 | 20 | 11 | 11 | 9 | 13/85 | RAR | | 2.7 |
| 4.9 | 4.3 | 4.3 | 3.9 | 11 | WWSW fm | A/C | 7 | 6 | 6 | 7 | 5 | 17/63 | McGAVREN | ABC-C | 3.4 |
| 2.2 | 1.9 | 2.3 | 2.8 | 12 | WDSY fm | Ctry | 14 | 11 | 10 | 9 | 8 | 12/93 | MMR | ABC-I | 2.1 |
| 4.6 | 4.2 | 5.2 | 2.7 | 13 | WXXK fm | CHR | 6 | 4 | 9 | 10 | 16 | 27/40 | KATZ | | 4.3 |
| 3.9 | 3.6 | 3.0 | 2.6 | 14 | WYDD fm | AOR | 12 | 5 | 8 | 8 | 14 | 20/54 | MASLA | ABC-R | 2.3 |
| 4.7 | 3.4 | 2.8 | 2.2 | 15 | WEEP am | Ctry | 16 | 20 | 16 | 12 | 11 | 11/100 | MMR | ABC-I | 1.8 |
| 0.6 | 1.1 | 0.6 | 1.8 | 16 | WNUF fm | BBnd | 17 | 19 | 20 | 20 | 19 | 12/87 | FULFORD | | 0.6 |
| -- | -- | 1.7 | 1.5 | 17 | WTKN am | Talk | 15 | 15 | 20 | 20 | 17 | 20/54 | McGAVREN | ABC-T | 1.4 |
| 0.3 | 0.8 | 0.4 | 1.2 | 18 | WAMO am | Gold | 20 | 20 | 12 | 13 | 15 | 9/118 | SELCOM | SHRDN | -- |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WDVE | 1 WAMO-FM | 1 WDVE | 1 WAMO-FM | 1 KDKA | 1 KDKA |
| 2 WAMO-FM | 2 WBZZ | 2 WTAE | 2 WHYW-FM | 2 WTAE | 2 WTAE |
| 3 WTAE | 3 WHYW-FM | 3 KDKA | 3 KDKA | 3 WAMO-FM | 3 WHYW-FM |
| 4 WYDD | 4 WDVE | 4 WAMO-FM | 4 WBZZ | 4 WWSW | 4 WAMO-FM |
| 5 WHYW-FM | 5 WWSW | 5 WHYW-FM | 5 WTAE | 5 WHYW-FM | 5 WWSW |
| 6 KDKA | 6 WTAE | 6 WWSW | 6 WWSW | 6 WDVE | 6 WBZZ |
| 7 WBZZ | 7 KDKA | 7 WBZZ | 7 WDVE | 7 KQV | 7 WPNT |
| 8 WWSW | 8 WXXK | 8 WYDD | 8 WDSY | 8 WBZZ | 8 WDSY |
| 9 WXS | 9 WDSY | 9 WDSY | 9 WXXK | 9 WYDD | 9 WSHH |
| 10 WAMO | 10 WYDD | 10 WAMO | 10 WEEP | 10 WAMO | 10 WEEP |

Format Reach

| | |
|----------|------|
| A/C | 36.2 |
| AOR | 9.3 |
| BBnd | 7.0 |
| Blk/Urbn | 7.4 |
| BM/Easy | 9.1 |
| CHR | 9.7 |
| Ctry | 6.1 |
| Gold | 1.2 |
| Misc | 8.4 |
| News | 4.1 |
| Talk | 1.5 |

Portland, OR #30

PR

1983 R&R RATINGS REPORT/Vol. 1 • 117

| FALL '81 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MIN. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|----------------|--------|-----------|------------|------------|------------|------------|-----------------------------|--------------------|---------|-----------------|
| 11.1 | 13.3 | 9.1 | 1 | KGON fm | AOR | 2 | 1 | 1 | 2 | 8 | 13/82 | HILLIER | | 14.2 |
| 8.4 | 5.8 | 7.6 | 2 | KINK fm | AOR | 6 | 9 | 2 | 1 | 1 | 12/92 | BLAIR | | 7.0 |
| 7.3 | 7.4 | 6.9 | 3 | KUPL-FM | Easy | 5 | 12 | 10 | 8 | 6 | 15/74 | TORBET | | 5.2 |
| 9.0 | 6.1 | 6.8 | 4 | KGW am | A/C | 1 | 6 | 3 | 3 | 2 | 22/49 | BLAIR | RKO-1 | 4.7 |
| 5.5 | 4.9 | 6.3 | 5 | KXL-FM | BM | 8 | 16 | 16 | 12 | 7 | 12/93 | McGAVREN | | 4.2 |
| 4.9 | 6.6 | 5.6 | 6 | KCNR-FM | CHR | 3 | 3 | 4 | 4 | 3 | 19/58 | CHRISTAL | ABC-C | 6.5 |
| 7.7 | 5.9 | 5.6 | 6 | KEX am | A/C | 4 | 11 | 9 | 6 | 4 | 19/58 | MMR | ABC-I | 6.2 |
| 4.7 | 2.7 | 4.8 | 8 | KXL am | News | 11 | 18 | 17 | 16 | 13 | 14/77 | McGAVREN | NBC-T | 4.0 |
| 3.1 | 4.3 | 4.7 | 9 | KYXI am | News | 7 | 13 | 15 | 14 | 12 | 17/62 | HILLIER | CBS | 3.5 |
| 2.7 | 1.5 | 4.2 | 10 | KMJK fm | CHR | 10 | 2 | 6 | 9 | 17 | 17/63 | EASTMAN | AP | 5.7 |
| 3.2 | 2.7 | 4.1 | 11 | KJIB fm | Ctry | 16 | 10 | 7 | 5 | 5 | 13/86 | KATZ | ABC-E | 2.2 |
| 6.3 | 5.4 | 3.9 | 12 | KWJJ am | Ctry | 9 | 14 | 13 | 13 | 9 | 19/57 | KATZ | ABC-E | 4.5 |
| 3.1 | 4.7 | 3.6 | 13 | KLLB fm | AOR | 12 | 7 | 5 | 7 | 10 | 17/64 | SELCOM | | 4.9 |
| 3.5 | 4.1 | 3.2 | 14 | KUPL am | BBnd | 15 | 17 | 18 | 18 | 16 | 17/65 | TORBET | MBS | 3.6 |
| 2.2 | 2.2 | 3.1 | 15 | KQFM fm | A/C | 14 | 5 | 8 | 10 | 14 | 18/61 | MMR | RKO-1 | 2.7 |
| 2.7 | 3.3 | 3.1 | 15 | KYTE am | Ctry | 13 | 8 | 11 | 11 | 11 | 18/59 | SELCOM | | 3.2 |
| 2.8 | 2.8 | 2.3 | 17 | KKEY am | Talk | 19 | 20 | 21 | 21 | 18 | 8/135 | | MBS | 2.9 |
| 1.2 | 1.4 | 2.3 | 17 | KPDQ-FM | Rel | 18 | 19 | 14 | 15 | 15 | 14/37 | | | 1.7 |
| 0.5 | 1.0 | 1.8 | 19 | KSKD fm | CHR | 17 | 4 | 12 | 17 | 21 | 19/58 | B HOWARD | | 0.9 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|------------|-------------|
| 1 KGON | 1 KGW | 1 KINK | 1 KGW | 1 KINK | 1 KGW |
| 2 KINK | 2 KCNR-FM | 2 KGON | 2 KCNR-FM | 2 KGON | 2 KUPL-FM |
| 3 KCNR-FM | 3 KINK | 3 KGW | 3 KINK | 3 KGW | 3 KINK |
| 4 KGW | 4 KGON | 4 KCNR-FM | 4 KGON | 4 KEX | 4 KCNR-FM |
| 5 KLLB | 5 KLLB | 5 KEX | 5 KUPL-FM | 5 KJIB | 5 KXL |
| 6 KMJK | 6 KQFM | 6 KJIB | 6 KLLB | 6 KCNR-FM | 6 KJIB |
| 7 KJIB | 7 KMJK | 7 KMJK | 7 KJIB | 7 KWJJ | 7 KEX |
| 8 KQFM | 8 KJIB | 8 KLLB | 8 KQFM | 8 KXL | 8 KYTE |
| 9 KEX | 9 KUPL | 9 KYXI | 9 KYTE | 9 KYXI | 9 KWJJ |
| 10 KWJJ | 10 KEX | 10 KWJJ | 10 KEX | 10 KUPL-FM | 10 KLLB |

Format Reach

| | |
|---------|------|
| A/C | 15.5 |
| AOR | 20.3 |
| BBnd | 3.2 |
| BM/Easy | 13.2 |
| CHR | 11.6 |
| Ctry | 11.6 |
| Misc | 10.0 |
| News | 9.5 |
| Rel | 2.8 |
| Talk | 2.3 |

Providence-Warwick-Pawtucket

#26

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AQH METHO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVE. MINS LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-----------------------------------|-----------------------|---------|
| 11.9 | 10.7 | 12.6 | 1 | WLKW-FM | BM | 4 | 12 | 11 | 6 | 3 | 9/118 | TORBET | ABC-I |
| 8.6 | 9.2 | 9.4 | 2 | WPRO-FM | CHR | 1 | 2 | 2 | 1 | 2 | 16/67 | BLAIR | ABC-C |
| 8.8 | 10.4 | 8.9 | 3 | WHJY fm | AOR | 3 | 1 | 1 | 2 | 9 | 13/83 | KATZ | ABC-R |
| 8.6 | 7.6 | 7.0 | 4 | WPRO am | A/C | 2 | 5 | 5 | 3 | 1 | 18/61 | BLAIR | MBS |
| 4.3 | 4.6 | 5.9 | 5 | WEAN am | News | 5 | 30 | 14 | 11 | 8 | 14/80 | McGAVREN | CBS |
| 3.5 | 3.2 | 4.6 | 6 | WSNE fm | A/C | 7 | 6 | 3 | 4 | 4 | 16/70 | EASTMAN | RKO-1 |
| 3.0 | 2.9 | 4.1 | 7 | WBSM am | Talk | 16 | 35 | 33 | 21 | 14 | 7/162 | PRO RADIO | NBC-T |
| 5.2 | 3.8 | 3.9 | 8 | WLKW am | BBnd | 11 | 16 | 20 | 17 | 12 | 10/111 | TORBET | ABC-I |
| 3.4 | 3.4 | 3.7 | 9 | WHIM am | Ctry | 15 | 17 | 10 | 9 | 5 | 8/142 | CHRISTAL | MBS |
| 5.9 | 7.3 | 3.6 | 10 | WPJB fm | CHR | 6 | 4 | 6 | 5 | 6 | 21/51 | McGAVREN | |
| 3.2 | 4.9 | 3.2 | 11 | WHJJ am | A/C | 8 | 11 | 15 | 12 | 11 | 19/57 | KATZ | ABC-E |
| 2.5 | 2.2 | 2.9 | 12 | WMYS fm | A/C | 9 | 13 | 7 | 8 | 7 | 17/64 | CHRISTAL | |
| 0.9 | 1.3 | 2.7 | 13 | WBRU fm | AOR | 10 | 9 | 4 | 7 | 10 | 18/61 | ROSLIN | CBS-R |
| 2.1 | 2.7 | 2.1 | 14 | WXKS-FM | CHR | 13 | 3 | 8 | 10 | 16 | 16/66 | MMR | |
| 2.0 | 1.9 | 1.8 | 15 | WBZ am | A/C | 14 | 15 | 26 | 18 | 17 | 19/58 | RAR | ABC-E |
| 1.0 | 0.7 | 1.3 | 16 | WGNG am | Ctry | 17 | 14 | 24 | 14 | 13 | 17/62 | SELCOM | RKO-2 |
| 1.1 | 2.2 | 1.1 | 17 | WADK am | A/C | 29 | 31 | 40 | 20 | 15 | 7/159 | LOTUS | MBS |
| 2.0 | 1.6 | 1.1 | 17 | WCOZ fm | AOR | 12 | 8 | 9 | 13 | 31 | 30/35 | BLAIR | |
| 0.9 | 0.8 | 1.1 | 17 | WPEP am | Talk | 29 | 21 | 38 | 39 | 34 | 7/159 | | |
| 1.1 | 0.6 | 1.0 | 20 | WEEI-FM | CHR | 22 | 10 | 12 | 15 | 18 | 15/70 | CBS-FM | CBS-R |
| 2.5 | 1.8 | 1.0 | 20 | WSAR am | Talk | 18 | 20 | 23 | 26 | 22 | 18/52 | MMR | CBS |
| 0.9 | 0.3 | 1.0 | 20 | WWON am | Talk | 23 | 39 | 39 | 37 | 32 | 14/76 | KIRBY | |

Continued on Page 120

11

WESTWOOD ONE

IN CONCERT

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

Riverside-San Bernardino-Ontario

#31

RR

| FALL '82 | | | 12+ ADH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK |
|----------|------------|-----|--------------------|---------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| FALL '81 | SPRING '82 | | | | | | | | | | | | |
| 5.2 | 6.2 | 6.6 | 1 | KFI am | CHR | 1 | 8 | 2 | 1 | 1 | 17/65 | CHRISTAL | ABC-E |
| 6.0 | 5.3 | 5.3 | 2 | KDUO fm | BM | 9 | 28 | 31 | 18 | 8 | 10/106 | BLAIR | |
| 2.7 | 3.0 | 5.2 | 3 | KHIS fm | CHR | 2 | 9 | 1 | 2 | 3 | 14/80 | McGAVREN | ABC-C |
| 4.9 | 3.8 | 4.8 | 4 | KBIG fm | BM | 6 | 14 | 14 | 5 | 4 | 12/87 | TORBET | |
| 4.6 | 4.7 | 4.1 | 5 | KMET fm | AOR | 5 | 4 | 3 | 3 | 7 | 15/74 | EASTMAN | |
| 3.9 | 3.7 | 3.6 | 6 | KOLA fm | AOR | 4 | 1 | 6 | 6 | 20 | 17/62 | MASLA | ABC-F |
| 4.3 | 3.0 | 3.5 | 7 | KNX am | News | 3 | 33 | 27 | 25 | 21 | 18/59 | CBS SPOT | CBS |
| 1.0 | 1.8 | 3.4 | 8 | KQLH fm | A/C | 13 | 17 | 10 | 4 | 2 | 12/93 | B HOWARD | MBS |
| 3.1 | 2.1 | 3.3 | 9 | KCAL-FM | AOR | 11 | 2 | 4 | 8 | 17 | 13/82 | LOTUS | NBC-S |
| 3.0 | 4.1 | 3.2 | 10 | KGGI fm | CHR | 7 | 5 | 5 | 7 | 11 | 18/59 | MCGAVREN | CBS-R |
| 1.5 | 2.7 | 2.6 | 11 | KMEN am | Gold | 19 | 38 | 11 | 9 | 5 | 13/86 | MCGAVREN | CBS |
| 3.5 | 3.3 | 2.5 | 12 | KABC am | Talk | 14 | 26 | 26 | 20 | 13 | 15/72 | KATZ | ABC-I |
| 2.9 | 2.4 | 2.5 | 12 | KLOS fm | AOR | 8 | 6 | 7 | 11 | 25 | 23/47 | KATZ | ABC-R |
| 2.0 | 2.1 | 2.5 | 12 | KNTF fm | Ctry | 24 | 21 | 13 | 10 | 6 | 11/97 | HILLIER | |
| 2.3 | 3.3 | 2.4 | 15 | KCKC am | Ctry | 16 | 20 | 17 | 15 | 12 | 15/74 | HILLIER | ABC-I |
| 1.9 | 2.2 | 2.3 | 16 | KBON fm | BM | 25 | 22 | 32 | 24 | 23 | 11/95 | SELCOM | |
| 3.6 | 3.7 | 2.1 | 17 | KOST fm | BM | 18 | 35 | 30 | 27 | 18 | 16/67 | CHRISTAL | |
| 2.3 | 1.9 | 2.0 | 18 | KFXM am | CHR | 12 | 10 | 15 | 16 | 16 | 20/54 | BLAIR | |
| 2.5 | 2.1 | 2.0 | 18 | KLAC am | Ctry | 17 | 18 | 28 | 19 | 10 | 17/65 | EASTMAN | ABC-D |
| 2.8 | 2.4 | 1.8 | 20 | KNX-FM | AOR | 20 | 15 | 8 | 13 | 14 | 16/66 | CBS-FM | |
| 5.4 | 2.8 | 1.8 | 20 | KRTH fm | CHR | 10 | 16 | 12 | 12 | 9 | 26/42 | RKO | RKO-1 |
| 1.1 | 2.2 | 1.8 | 20 | KUTE fm | Urbn | 23 | 11 | 9 | 14 | 22 | 16/70 | MASLA | |
| 0.5 | 0.8 | 1.7 | 23 | KHSJ am | A/C | 33 | 45 | 44 | 46 | 45 | 8/139 | H OAKES | ABC-E |
| 1.2 | 2.0 | 1.5 | 24 | KDIG am | Ctry | 26 | 19 | 29 | 21 | 19 | 15/72 | SELCOM | ABC-E |
| 0.5 | 0.9 | 1.5 | 24 | XTRA am | CHR | 15 | 3 | 22 | 29 | 33 | 25/44 | MMR | |

Continued on Page 134

Philadelphia #5

Continued from Page 113

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WMMR | 1 WMGK | 1 WMGK | 1 WMGK | 1 WMGK | 1 WMGK |
| 2 WYSP | 2 WDAS-FM | 2 WMMR | 2 WDAS-FM | 2 KYW | 2 WEAZ |
| 3 WIOQ | 3 WCAU-FM | 3 WYSP | 3 WCAU-FM | 3 WIOQ | 3 WIP |
| 4 WMGK | 4 WIOQ | 4 WIOQ | 4 WIOQ | 4 WEAZ | 4 KYW |
| 5 WDAS-FM | 5 WUSL | 5 WDAS-FM | 5 WEAZ | 5 WFIL | 5 WCAU-FM |
| 6 WUSL | 6 WMMR | 6 KYW | 6 WUSL | 6 WMMR | 6 WDAS-FM |
| 7 WCAU-FM | 7 WYSP | 7 WUSL | 7 KYW | 7 WDAS-FM | 7 WPEN |
| 8 KYW | 8 WWSH | 8 WFIL | 8 WIP | 8 WUSL | 8 WFIL |
| 9 WFLN-FM | 9 KYW | 9 WCAU-FM | 9 WMMR | 9 WCAU | 9 WIOQ |
| 10 WIP | 10 WSNI | 10 WEAZ | 10 WWSH | 10 WIP | 10 WSNI |

Format Reach

| | |
|-----------|------|
| A/C | 22.6 |
| AOR | 13.4 |
| Blk/Urban | 13.2 |
| BM/Easy | 10.2 |
| CHR | 8.2 |
| Clas | 2.1 |
| Ctry | 3.5 |
| Gold | .9 |
| Misc | 7.1 |
| News | 8.7 |
| Rel | .5 |
| Talk | 9.6 |

Phoenix #24

Continued from Page 114

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER | Avg. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------|---------------------|--------------------|---------|-----------------|
| 0.8 | 0.8 | 1.1 | 1.3 | 23 | KFLR | am | Rel | 23 | 24 | 26 | 25 | 21 | 10/107 | | | 0.7 |
| -- | -- | -- | 1.1 | 24 | KNNN | fm | Span | 26 | 22 | 19 | 20 | 17 | 10/110 | LOTUS | | |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KDKB | 1 KKLT | 1 KDKB | 1 KKLT | 1 KTAR | 1 KNIX-FM |
| 2 KUPD | 2 KDKB | 2 KUPD | 2 KNIX-FM | 2 KNIX-FM | 2 KOYT |
| 3 KZZP-FM | 3 KUKQ | 3 KTAR | 3 KUKQ | 3 KOY | 3 KOY |
| 4 KKLT | 4 KZZP-FM | 4 KNIX-FM | 4 KDKB | 4 KOOL | 4 KKLT |
| 5 KOOL | 5 KUPD | 5 KOOL | 5 KPHX | 5 KDKB | 5 KPHX |
| 6 KUKQ | 6 KOPA-FM | 6 KZZP-FM | 6 KOY | 6 KEZC | 6 KTAR |
| 7 KSTM | 7 KNIX-FM | 7 KKLT | 7 KOYT | 7 KMEO-FM | 7 KEZC |
| 8 KTAR | 8 KPHX | 8 KOY | 8 KZZP-FM | 8 KUKQ | 8 KMEO-FM |
| 9 KNIX-FM | 9 KOOL | 9 KUKQ | 9 KOPA-FM | 9 KUPD | 9 KOPA-FM |
| 10 KOPA-FM | 10 KEZC | 10 KSTM | 10 KEZC | 10 KOYT | 10 KDKB |

Format Reach

| | |
|-----------|------|
| A/C | 17.6 |
| AOR | 15.0 |
| BBnd | 3.4 |
| Blk/Urban | 4.9 |
| BM/Easy | 14.7 |
| CHR | 4.9 |
| Clas | 1.9 |
| Ctry | 14.9 |
| Misc | 3.2 |
| News | 10.4 |
| Rel | 2.7 |
| Span | 6.1 |
| Talk | .3 |

Providence-Warwick-Pawtucket #26

Continued from Page 118

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WHJY | 1 WPRO-FM | 1 WHJY | 1 WPRO-FM | 1 WPRO-FM | 1 WPRO-FM |
| 2 WPRO-FM | 2 WSNE | 2 WPRO-FM | 2 WPRO | 2 WLKW-FM | 2 WPRO-FM |
| 3 WBRU | 3 WHJY | 3 WPRO | 3 WSNE | 3 WPRO | 3 WLKW-FM |
| 4 WPJB | 4 WPRO | 4 WBRU | 4 WHJY | 4 WHIM | 4 WSNE |
| 5 WSNE | 5 WMYS | 5 WLKW-FM | 5 WPJB | 5 WSNE | 5 WMYS |
| 6 WPRO | 6 WPJB | 6 WSNE | 6 WMYS | 6 WPJB | 6 WPJB |
| 7 WXS-FM | 7 WBRU | 7 WHIM | 7 WLKW-FM | 7 WJY | 7 WHIM |
| 8 WHIM | 8 WXS-FM | 8 WPJB | 8 WBRU | 8 WBRU | 8 WEAN |
| 9 WCOZ | 9 WCOZ | 9 WMYS | 9 WHIM | 9 WEAN | 9 WHJJ |
| 10 WMYS | 10 WLKW | 10 WXS-FM | 10 WXS-FM | 10 WLWK | 10 WGNG |

Format Reach

| | |
|---------|------|
| A/C | 23.7 |
| AOR | 13.5 |
| BBnd | 4.6 |
| BM/Easy | 13.4 |
| CHR | 17.1 |
| Clas | 1.7 |
| Ctry | 5.5 |
| Misc | 6.7 |
| News | 6.7 |
| Rel | .6 |
| Talk | 7.5 |

Salt Lake City-Ogden #43

Continued from Page 124

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KCPX-FM | 1 KSOP-FM | 1 KSOP-FM | 1 KSOP-FM | 1 KSOP-FM | 1 KSFI |
| 2 KRSP-FM | 2 KISN | 2 KSL | 2 KSFI | 2 KSL | 2 KSL |
| 3 KSOP | 3 KCPX-FM | 3 KCPX-FM | 3 KSL | 3 KALL | 3 KSOP-FM |
| 4 KDAB | 4 KDAB | 4 KRSP-FM | 4 KISN | 4 KSFI | 4 KALL |
| 5 KSL | 5 KSL | 5 KALL | 5 KCPX-FM | 5 KDAB | 5 KISN |
| 6 KALL-FM | 6 KFMY | 6 KDAB | 6 KDAB | 6 KCPX | 6 KALL-FM |
| 7 KCPX | 7 KRSP-FM | 7 KALL-FM | 7 KALL | 7 KALL-FM | 7 KDAB |
| 8 KALL | 8 KLRZ | 8 KCPX | 8 KFMY | 8 KCPX-FM | 8 KCPX-FM |
| 9 KISN | 9 KCPX | 9 KSFI | 9 KALL-FM | 9 KISN | 9 KCPX |
| 10 KLRZ | 10 KSFI | 10 KISN | 10 KRSP-FM | 10 KRGO | 10 KLRZ |

Format Reach

| | |
|---------|------|
| A/C | 33.8 |
| AOR | 7.0 |
| BBnd | 1.6 |
| BM/Easy | 14.6 |
| CHR | 17.3 |
| Ctry | 16.5 |
| Misc | 5.2 |
| News | 2.3 |
| Talk | 1.7 |

Rochester, NY #39

RR

1983 R&R RATINGS REPORT/Vol. 1 • 121

| FALL '81 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------|--------------------|---------|-----------------|
| 16.9 | 13.7 | 13.5 | 1 | WEZO fm | BM | 1 | 14 | 6 | 5 | 2 | 13/86 | KATZ | | 11.6 |
| 6.4 | 9.9 | 10.8 | 2 | WCMF fm | AOR | 3 | 1 | 1 | 2 | 5 | 14/75 | CBS-FM | | 12.2 |
| 6.7 | 10.0 | 9.6 | 3 | WVOR fm | A/C | 4 | 10 | 2 | 1 | 1 | 15/74 | McGAVREN | | 7.8 |
| 7.7 | 10.1 | 9.1 | 4 | WHAM am | A/C | 2 | 11 | 7 | 7 | 3 | 19/58 | MMR | ABC-I | 8.5 |
| 9.7 | 8.2 | 7.2 | 5 | WMJQ fm | AOR | 5 | 2 | 3 | 4 | 9 | 18/60 | BLAIR | ABC-R | 9.3 |
| 6.0 | 3.2 | 6.5 | 6 | WPXY fm | A/C | 6 | 5 | 4 | 3 | 4 | 19/56 | RKO | | 5.3 |
| 4.2 | 5.1 | 5.9 | 7 | WHFM fm | CHR | 7 | 3 | 5 | 6 | 8 | 21/52 | MMR | | 5.9 |
| 6.1 | 5.3 | 5.2 | 8 | WPXN am | BBnd | 10 | 19 | 12 | 11 | 10 | 12/89 | RKO | CBS | 4.4 |
| 4.6 | 4.4 | 5.1 | 9 | WBBF am | A/C | 8 | 8 | 9 | 9 | 7 | 18/61 | BLAIR | ABC-D | 4.7 |
| 5.1 | 7.9 | 4.9 | 10 | WNYR am | Ctry | 9 | 13 | 8 | 8 | 6 | 15/74 | KATZ | ABC-E | 5.7 |
| -- | 0.5 | 2.9 | 11 | WYLF fm | BBnd | 11 | 17 | 14 | 13 | 12 | 14/79 | MASLA | | 2.9 |
| 4.7 | 3.1 | 2.5 | 12 | WDKX fm | Blk | 12 | 4 | 10 | 10 | 11 | 15/74 | RILEY | NBN | 6.6 |
| 1.5 | 2.2 | 1.6 | 13 | WFLC fm | Ctry | 14 | 18 | 17 | 12 | 13 | 14/77 | MARKET 4 | ABC-E | 0.9 |
| -- | -- | 1.4 | 14 | WRTK am | A/C | 13 | 20 | 21 | 19 | 16 | 20/53 | HILLIER | MBS | 0.2 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WCMF | 1 WVOR | 1 WCMF | 1 WVOR | 1 WVOR | 1 WVOR |
| 2 WMJQ | 2 WCMF | 2 WVOR | 2 WEZO | 2 WCMF | 2 WEZO |
| 3 WVOR | 3 WPXY | 3 WMJQ | 3 WCMF | 3 WEZO | 3 WHAM |
| 4 WPXY | 4 WHFM | 4 WPXY | 4 WPXY | 4 WHAM | 4 WPXY |
| 5 WHFM | 5 WMJQ | 5 WHFM | 5 WHFM | 5 WNYR | 5 WNYR |
| 6 WHAM | 6 WEZO | 6 WHAM | 6 WNYR | 6 WMJQ | 6 WBBF |
| 7 WEZO | 7 WNYR | 7 WEZO | 7 WHAM | 7 WPXY | 7 WPXN |
| 8 WNYR | 8 WHAM | 8 WNYR | 8 WMJQ | 8 WHFM | 8 WHFM |
| 9 WBBF | 9 WDKX | 9 WBBF | 9 WBBF | 9 WBBF | 9 WCMF |
| 10 WDKX | 10 WBBF | 10 WDKX | 10 WDKX | 10 WPXN | 10 WDKX |

Format Reach

| | |
|----------|------|
| A/C | 33.1 |
| AOR | 18.4 |
| BBnd | 8.1 |
| Blk/Urbn | 2.5 |
| BM/Easy | 13.5 |
| CHR | 6.8 |
| Ctry | 6.5 |
| Misc | 10.2 |
| Rel | .9 |

| FALL '82 | | | STATION | | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------|------|---------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|--------------------------|---------|-----------------------|
| 5.8 | 9.9 | 10.2 | 1 | KXOA-FM | A/C | 1 | 6 | 1 | 1 | 1 | 14/75 | BLAIR | ABC-D | 8.5 |
| 12.0 | 13.7 | 8.5 | 2 | KZAP fm | AOR | 2 | 1 | 2 | 2 | 6 | 14/77 | McGAVREN | | 16.3 |
| 4.2 | 5.6 | 7.7 | 3 | KCTC fm | BM | 7 | 17 | 9 | 6 | 2 | 11/102 | CHRISTAL | | 5.8 |
| 3.1 | 3.1 | 5.7 | 4 | KAER fm | BM | 12 | 8 | 5 | 3 | 3 | 11/97 | KATZ | | 5.7 |
| 8.3 | 5.8 | 5.5 | 5 | KEWT fm | BM | 8 | 24 | 17 | 13 | 8 | 14/76 | EASTMAN | | 4.0 |
| 1.2 | 3.9 | 5.3 | 6 | KXOA am | BBnd | 13 | 14 | 23 | 16 | 10 | 11/100 | BLAIR | ABC-D | 5.2 |
| 7.9 | 4.7 | 5.2 | 7 | KSFM fm | CHR | 4 | 2 | 4 | 5 | 4 | 17/65 | MMR | | 5.1 |
| 3.4 | 3.3 | 5.1 | 8 | KROY fm | AOR | 3 | 3 | 3 | 4 | 11 | 19/58 | SELCOM | | 6.6 |
| 8.2 | 5.6 | 4.8 | 9 | KRAK am | Ctry | 6 | 10 | 12 | 9 | 5 | 17/62 | EASTMAN | | 6.9 |
| 3.8 | 3.9 | 4.6 | 10 | KFBK am | News | 9 | 19 | 18 | 14 | 14 | 17/65 | KATZ | NBC | 3.0 |
| 6.2 | 4.2 | 4.6 | 10 | KGNR am | Talk | 5 | 12 | 14 | 11 | 7 | 19/58 | CHRISTAL | ABC-I | 3.3 |
| 3.4 | 3.1 | 3.3 | 12 | KPOP fm | Blk | 14 | 4 | 7 | 10 | 13 | 14/78 | LOTUS | | 5.1 |
| 3.1 | 2.4 | 3.3 | 12 | KWOD fm | A/C | 10 | 7 | 6 | 7 | 12 | 20/54 | MASLA | RKO-1 | 2.9 |
| 4.0 | 3.3 | 3.0 | 14 | KHYL fm | Gold | 15 | 9 | 8 | 8 | 9 | 14/78 | B HOWARD | | 4.0 |
| 1.8 | 2.0 | 2.5 | 15 | KFRC am | CHR | 11 | 5 | 10 | 12 | 15 | 25/43 | RKO | | 2.1 |
| 2.2 | 2.2 | 1.5 | 16 | KGO am | Talk | 19 | 20 | 22 | 21 | 18 | 18/60 | BLAIR | ABC-I | 1.3 |
| 1.0 | 2.5 | 1.4 | 17 | KNBR am | A/C | 18 | 26 | 15 | 15 | 16 | 24/45 | McGAVREN | NBC | 1.0 |
| 0.7 | 1.0 | 1.2 | 18 | KFIA am | Rel | 20 | 15 | 13 | 17 | 22 | 15/71 | | | 1.2 |
| 2.1 | 2.0 | 1.2 | 18 | KGMS am | Misc | 17 | 25 | 24 | 23 | 21 | 29/37 | MMR | CBS | 1.4 |
| -- | -- | 1.0 | 20 | KRLT fm | A/C | 25 | 22 | 11 | 18 | 17 | 11/103 | PRO | AP | -- |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KZAP | 1 KXOA-FM | 1 KXOA-FM | 1 KXOA-FM | 1 KXOA-FM | 1 KXOA-FM |
| 2 KXOA-FM | 2 KZAP | 2 KZAP | 2 KSFM | 2 KAER | 2 KCTC |
| 3 KROY | 3 KSFM | 3 KROY | 3 KAER | 3 KCTC | 3 KSFM |
| 4 KHYL | 4 KAER | 4 KAER | 4 KZAP | 4 KRAK | 4 KAER |
| 5 KWOD | 5 KROY | 5 KHYL | 5 KCTC | 5 KHYL | 5 KEWT |
| 6 KAER | 6 KWOD | 6 KCTC | 6 KWOD | 6 KZAP | 6 KRAK |
| 7 KSFM | 7 KPOP | 7 KWOD | 7 KROY | 7 KROY | 7 KXOA |
| 8 KPOP | 8 KCTC | 8 KSFM | 8 KPOP | 8 KGNR | 8 KGNR |
| 9 KCTC | 9 KFRC | 9 KRAK | 9 KEWT | 9 KSFM | 9 KZAP |
| 10 KFRC | 10 KHYL | 10 KGNR | 10 KRAK | 10 KFRC | 10 KWOD |

Format Reach

| Category | Percentage |
|----------|------------|
| A/C | 17.3 |
| AOR | 14.4 |
| BBnd | 5.6 |
| Blk/Urbn | 3.3 |
| BM/Easy | 18.9 |
| CHR | 7.7 |
| Ctry | 5.3 |
| Gold | 3.0 |
| Misc | 10.9 |
| News | 7.2 |
| Rel | 1.7 |
| Span | .9 |
| Talk | 3.8 |

St. Louis #13

RR

1983 R&R RATINGS REPORT/Vol. I • 123

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 21.8 | 20.0 | 21.1 | 23.4 | 1 | KMOX am | Talk | 1 | 7 | 5 | 1 | 1 | 10/108 | CBS SPT | CBS | 23.1 |
| 2.8 | 3.2 | 3.4 | 6.9 | 2 | KMOX-FM | CHR | 2 | 1 | 7 | 7 | 8 | 16/67 | CBS-FM | CBS | 8.6 |
| 6.3 | 6.0 | 6.7 | 6.5 | 3 | WIL-FM | Ctry | 7 | 12 | 8 | 4 | 3 | 12/94 | CHRISTAL | | 5.9 |
| 6.0 | 5.5 | 5.4 | 6.2 | 4 | KSD-FM | A/C | 3 | 11 | 2 | 2 | 2 | 13/81 | EASTMAN | | 6.8 |
| 6.5 | 6.3 | 4.5 | 5.7 | 5 | KSHE fm | AOR | 6 | 4 | 1 | 3 | 10 | 14/79 | KATZ | | 7.2 |
| 6.1 | 5.9 | 6.1 | 5.5 | 6 | KMJM fm | Urbn | 8 | 3 | 4 | 6 | 5 | 13/87 | McGAVREN | | 7.9 |
| 6.7 | 6.5 | 6.6 | 4.9 | 7 | KEZK fm | BM | 9 | 16 | 15 | 13 | 6 | 13/82 | TORBET | | 3.4 |
| 6.5 | 7.5 | 7.4 | 4.8 | 8 | KWK-FM | AOR | 4 | 2 | 6 | 8 | 13 | 17/65 | HILLIER | | 6.6 |
| -- | 3.2 | 4.1 | 4.1 | 9 | KYKY fm | A/C | 5 | 9 | 3 | 5 | 4 | 19/57 | RKO | | 4.1 |
| 3.6 | 4.7 | 3.9 | 3.8 | 10 | WRTH am | BBnd | 12 | 20 | 21 | 16 | 14 | 14/78 | BLAIR | ABC-I | 3.3 |
| 5.2 | 5.0 | 4.1 | 3.5 | 11 | KSD am | Ctry | 11 | 15 | 11 | 9 | 7 | 17/64 | EASTMAN | MBS | 4.3 |
| 2.4 | 2.0 | 2.8 | 3.3 | 12 | WZEN fm | Blk | 14 | 5 | 9 | 10 | 12 | 12/91 | B HOWARD | NBN | 3.3 |
| 3.1 | 3.1 | 3.5 | 2.6 | 13 | KXOK am | A/C | 10 | 13 | 12 | 11 | 9 | 23/48 | KATZ | NBC | 1.9 |
| 2.5 | 2.1 | 2.2 | 2.3 | 14 | KADI-FM | A/C | 13 | 10 | 10 | 12 | 11 | 22/49 | SELCOM | NBC-S | 2.4 |
| 1.6 | 2.1 | 1.9 | 2.1 | 15 | WESL am | Blk | 16 | 6 | 13 | 14 | 15 | 16/68 | R A LAZAR | SHRDN | 0.7 |
| 2.8 | 2.2 | 3.0 | 2.0 | 16 | WIL am | Ctry | 15 | 18 | 17 | 18 | 17 | 18/62 | CHRISTAL | ABC-E | 1.2 |
| 1.6 | 3.2 | 2.7 | 1.9 | 17 | KATZ am | Blk | 17 | 14 | 14 | 15 | 16 | 18/61 | B HOWARD | NBN | 1.0 |
| 0.5 | 0.8 | 0.4 | 1.0 | 18 | KCFM fm | Easy | 19 | 19 | 18 | 17 | 18 | 18/60 | ROSLIN | AP | 0.3 |
| 0.7 | 0.8 | 0.6 | 1.0 | 18 | WEW am | BBnd | 21 | 21 | 21 | 21 | 19 | 11/95 | | ABC-E | 1.2 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|------------|-------------|-----------|-------------|
| 1 KSHE | 1 KSD-FM | 1 KMOX | 1 KSD-FM | 1 KMOX | 1 KMOX |
| 2 KMOX | 2 KMJM | 2 KSHE | 2 KMOX | 2 WIL-FM | 2 KSD-FM |
| 3 KWK-FM | 3 KYKY | 3 WIL-FM | 3 KMJM | 3 KSD-FM | 3 WIL-FM |
| 4 KYKY | 4 KMOX-FM | 4 KSD-FM | 4 KMOX-FM | 4 KSHE-FM | 4 KEZK |
| 5 KSD-FM | 5 KWK-FM | 5 KWK-FM | 5 KYKY | 5 KSD | 5 KMOX-FM |
| 6 WIL-FM | 6 KADI-FM | 6 KYKY | 6 WIL-FM | 6 KYKY | 6 KMJM |
| 7 WZEN | 7 KSHE | 7 KSD | 7 KADI-FM | 7 KXOK | 7 KYKY |
| 8 KMJM | 8 KMOX | 8 KMJM | 8 KEZK | 8 KMJM | 8 KXOK |
| 9 KMOX-FM | 9 WIL-FM | 9 WZEN | 9 KWK-FM | 9 KWK-FM | 9 KADI-FM |
| 10 KSD | 10 WZEN | 10 KMOX-FM | 10 KXOK | 10 KEZK | 10 KSD |

Format Reach

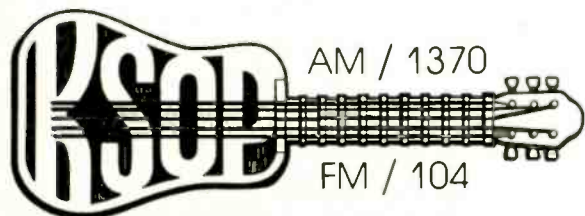
| | |
|----------|------|
| A/C | 15.7 |
| AOR | 11.3 |
| BBnd | 4.3 |
| Blk/Urbn | 12.8 |
| BM/Easy | 5.9 |
| CHR | 6.9 |
| Ctry | 12.8 |
| Jazz | .5 |
| Misc | 4.6 |
| Rel | 1.3 |
| Talk | 23.4 |

Salt Lake City-Ogden #43

RR

| FALL '81 | FALL '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER A/C, MMS LISTENED | NATIONAL REP FIRM | NETWORK | 17+ BIRCH SHARE |
|----------|----------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| 10.5 | 9.0 | 13.1 | 1 | KSL am | A/C | 1 | 6 | 5 | 2 | 2 | 15/73 | TORBET | CBS | 10.8 |
| 6.4 | 6.8 | 10.4 | 2 | KSOP-FM | Ctry | 4 | 8 | 2 | 1 | 1 | 11/100 | MMR | | 6.9 |
| 8.9 | 10.7 | 10.2 | 3 | KSFI fm | BM | 2 | 11 | 12 | 4 | 3 | 13/82 | BLAIR | | 8.2 |
| 5.0 | 5.8 | 7.0 | 4 | KRSP-FM | AOR | 3 | 1 | 3 | 5 | 12 | 18/60 | SELCOM | | 8.9 |
| 7.1 | 7.6 | 6.3 | 5 | KCPX-FM | CHR | 5 | 3 | 1 | 3 | 9 | 17/64 | KATZ | | 7.8 |
| 7.2 | 3.8 | 4.9 | 6 | KALL am | A/C | 6 | 10 | 10 | 6 | 4 | 19/56 | EASTMAN | ABC-I | 4.8 |
| 3.2 | 4.0 | 4.5 | 7 | KDAB fm | A/C | 8 | 7 | 4 | 7 | 7 | 19/57 | B HOWARD | | 4.2 |
| 6.9 | 5.5 | 4.4 | 8 | KLUB am | BM | 12 | 17 | 21 | 17 | 17 | 17/65 | McGAVREN | NBC | 2.5 |
| 4.6 | 4.6 | 3.8 | 9 | KISN fm | A/C | 9 | 14 | 6 | 8 | 5 | 22/49 | McGAVREN | CBS-R | 5.2 |
| 2.5 | 3.7 | 3.8 | 9 | KRSP am | CHR | 7 | 2 | 13 | 14 | 18 | 24/45 | SELCOM | AP | 5.2 |
| 3.5 | 3.4 | 3.4 | 11 | KALL-FM | A/C | 13 | 18 | 9 | 9 | 6 | 21/52 | EASTMAN | RKO-1 | 3.6 |
| 4.7 | 5.1 | 3.3 | 12 | KFMY fm | CHR | 11 | 4 | 11 | 12 | 15 | 23/46 | MASLA | | 4.0 |
| 5.0 | 3.2 | 3.2 | 13 | KCPX am | CHR | 10 | 9 | 7 | 10 | 8 | 25/43 | KATZ | ABC-C | 3.0 |
| -- | 3.2 | 3.2 | 13 | KLRZ fm | A/C | 14 | 5 | 8 | 11 | 13 | 21/53 | HILLIER | | 2.5 |
| -- | -- | 2.3 | 15 | KDYL am | News | 17 | 15 | 20 | 19 | 16 | 21/52 | BLAIR | AP | 0.9 |
| 2.1 | 3.0 | 2.1 | 16 | KRGO am | Ctry | 16 | 20 | 14 | 13 | 10 | 23/47 | CHRISTAL | ABC-E | 2.0 |
| 4.0 | 3.2 | 2.1 | 16 | KZAN fm | Ctry | 18 | 13 | 15 | 15 | 11 | 17/64 | CHRISTAL | RKO-2 | 2.9 |
| 2.3 | 2.0 | 1.9 | 18 | KSOP am | Ctry | 15 | 12 | 17 | 16 | 14 | 30/36 | MMR | | 2.4 |

Continued on Page 120



AM / 1370

FM / 104

REPRESENTED BY: MAJOR MARKET RADIO SALES

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— MORE COUNTRY MUSIC —

San Antonio #38

RR

| FALL '81 | SPRING '82 | FALL '82 | 12+ AOH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------|--------------------|---------|-----------------|
| 8.8 | 11.1 | 12.2 | 1 | KISS fm | AOR | 1 | 1 | 1 | 1 | 2 | 9/115 | McGAVREN | NBC-S | 18.8 |
| 6.0 | 6.0 | 7.5 | 2 | KAJA fm | Ctry | 4 | 5 | 2 | 2 | 1 | 13/86 | CBS-FM | | 7.7 |
| 11.0 | 9.0 | 7.3 | 3 | KTFM fm | CHR | 3 | 3 | 3 | 4 | 3 | 15/71 | BLAIR | | 13.1 |
| 7.9 | 7.4 | 6.4 | 4 | KTSA am | CHR | 2 | 4 | 5 | 5 | 4 | 18/61 | BLAIR | | 8.7 |
| 8.4 | 6.5 | 6.3 | 5 | KQXT fm | BM | 8 | 17 | 13 | 11 | 9 | 12/93 | KATZ | | 2.5 |
| 8.8 | 5.5 | 6.0 | 6 | KCOR am | Span | 12 | 20 | 10 | 10 | 7 | 8/132 | KATZ | | 6.4 |
| 6.1 | 6.4 | 6.0 | 6 | KKYX am | Ctry | 7 | 12 | 8 | 8 | 10 | 13/82 | CHRISTAL | | 4.6 |
| 4.8 | 3.8 | 5.7 | 8 | KITY fm | CHR | 5 | 2 | 6 | 7 | 11 | 16/66 | MMR | ABC-F | 5.3 |
| 2.1 | 4.6 | 5.4 | 9 | KLLS fm | A/C | 9 | 6 | 4 | 3 | 5 | 12/91 | SELCOM | | 5.7 |
| 5.7 | 5.4 | 5.2 | 10 | WOAI am | N/T | 6 | 14 | 15 | 12 | 12 | 16/70 | CBS SPOT | CBS | 3.8 |
| 4.0 | 4.2 | 4.6 | 11 | KBUC-FM | Ctry | 11 | 13 | 9 | 9 | 6 | 11/95 | EASTMAN | ABC-I | 4.1 |
| 4.0 | 4.9 | 4.0 | 12 | KONO am | Gold | 10 | 9 | 7 | 6 | 8 | 14/77 | MMR | ABC-C | 3.6 |
| 2.3 | 3.6 | 3.3 | 13 | KCCW am | BBnd | 13 | 16 | 20 | 14 | 13 | 12/92 | SELCOM | UPI | 2.6 |
| 4.4 | 4.5 | 2.6 | 14 | KEDA am | Span | 15 | 19 | 11 | 13 | 14 | 10/104 | SELCOM | | 1.4 |
| 1.7 | 1.7 | 2.3 | 15 | KVAR fm | Span | 17 | 11 | 12 | 15 | 16 | 9/124 | LOTUS | | 1.1 |
| 3.2 | 2.0 | 2.2 | 16 | KBUC am | Ctry | 14 | 15 | 19 | 16 | 15 | 17/65 | EASTMAN | ABC-I | 1.4 |
| 1.4 | 0.7 | 1.8 | 17 | KGNB am | A/C | 19 | 23 | 16 | 20 | 18 | 8/128 | M & C | ABC-E | 0.3 |
| -- | 0.5 | 1.7 | 18 | KESI fm | AOR | 16 | 7 | 14 | 17 | 19 | 12/88 | PRO | | 2.4 |
| -- | -- | 1.2 | 19 | KSLR fm | Rel | 18 | 10 | 18 | 18 | 17 | 14/79 | GROSKIN | | 2.0 |
| 1.2 | 2.1 | 1.0 | 20 | KAPE am | Blk | 23 | 8 | 17 | 19 | 20 | 9/123 | PRO RADIO | SHRDN | 0.4 |
| -- | 0.5 | 1.0 | 20 | KWED-FM | Ctry | 21 | 26 | 23 | 21 | 23 | 11/102 | | MBS | -- |

Continued on Page 134



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San Diego #20

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|------------------------------------|-----------------------|---------|-----------------------|
| 7.9 | 9.2 | 9.0 | 8.4 | 9.2 | 1 | KJQY fm | BM | 2 | 17 | 14 | 6 | 1 | 10/109 | RAR | | 7.1 |
| 8.2 | 9.1 | 9.6 | 5.5 | 6.6 | 2 | KGB fm | AOR | 1 | 2 | 1 | 1 | 8 | 16/68 | KATZ | NBC-S | 6.2 |
| 3.8 | 3.7 | 4.0 | 4.8 | 5.7 | 3 | XHRM fm | Blk | 14 | 1 | 3 | 2 | 10 | 8/130 | BUCKLEY | | 7.6 |
| 2.5 | 4.0 | 2.5 | 2.8 | 5.2 | 4 | KMLO am | BBnd | 22 | 19 | 23 | 21 | 17 | 6/172 | ROSLIN | | 2.5 |
| 4.7 | 4.4 | 4.4 | 5.8 | 5.1 | 5 | KPRI fm | AOR | 4 | 3 | 2 | 4 | 18 | 17/63 | EASTMAN | | 4.3 |
| 5.9 | 5.3 | 4.4 | 4.4 | 4.8 | 6 | KSDO am | N/T | 8 | 21 | 20 | 17 | 7 | 16/70 | CBS SPT | CBS | 2.0 |
| 3.7 | 4.4 | 7.3 | 11.6 | 4.7 | 7 | KFMB am | A/C | 6 | 26 | 10 | 5 | 2 | 18/60 | McGAVREN | | 3.9 |
| 4.5 | 4.0 | 2.5 | 4.2 | 4.2 | 8 | KFMB-FM | CHR | 5 | 6 | 4 | 3 | 4 | 20/53 | McGAVREN | | 4.4 |
| 3.0 | 2.7 | 2.7 | 3.1 | 4.2 | 8 | XTRA am | CHR | 3 | 5 | 8 | 9 | 15 | 21/51 | MMR | | 7.9 |
| 2.7 | 5.4 | 4.2 | 4.3 | 3.7 | 10 | KYXY fm | A/C | 9 | 12 | 9 | 7 | 3 | 16/68 | CBS-FM | | 6.4 |
| 5.7 | 5.5 | 4.9 | 4.7 | 3.5 | 11 | XTRA-FM | AOR | 7 | 5 | 7 | 11 | 21 | 22/49 | MMR | | 4.9 |
| 3.7 | 2.8 | 4.3 | 3.0 | 3.4 | 12 | KOGO am | A/C | 10 | 13 | 13 | 13 | 6 | 16/68 | EASTMAN | ABC-E | 2.0 |
| 3.9 | 3.3 | 4.5 | 3.2 | 3.3 | 13 | KFSD fm | Clas | 11 | 23 | 16 | 15 | 9 | 16/69 | LOTUS | | 2.5 |
| 4.4 | 3.5 | 3.4 | 2.9 | 3.2 | 14 | KBZT fm | A/C | 12 | 14 | 6 | 10 | 13 | 15/71 | CHRISTAL | ABC-F | 1.7 |
| 3.0 | 2.5 | 2.7 | 3.4 | 3.1 | 15 | KIFM fm | AOR | 15 | 18 | 5 | 8 | 5 | 15/73 | SELCOM | CBS-R | 1.9 |
| 2.7 | 3.1 | 2.9 | 1.9 | 3.1 | 15 | KSON-FM | Ctry | 17 | 10 | 12 | 12 | 11 | 14/80 | CHRISTAL | MBS | 2.3 |
| 3.9 | 3.5 | 2.4 | 2.6 | 3.0 | 17 | KCBQ am | Ctry | 16 | 9 | 15 | 16 | 14 | 15/72 | RKO | RKO-1 | 2.7 |
| -- | 2.5 | 2.9 | 2.0 | 2.8 | 18 | KSDO-FM | A/C | 18 | 7 | 11 | 14 | 12 | 15/73 | CBS SPT | ABC-D | 1.7 |
| 2.0 | 2.1 | 1.6 | 2.2 | 2.5 | 19 | KNX am | News | 13 | 16 | 27 | 25 | 25 | 19/56 | CBS SPOT | CBS | 1.9 |
| 2.5 | 1.6 | 2.7 | 2.3 | 2.4 | 20 | KSON am | Ctry | 20 | 29 | 17 | 19 | 16 | 14/77 | CHRISTAL | ABC-I | 1.4 |
| 1.9 | 2.9 | 3.0 | 2.9 | 2.2 | 21 | KCBQ-FM | Ctry | 19 | 11 | 19 | 18 | 19 | 17/64 | RKO | RKO-1 | 2.1 |
| 1.3 | 1.3 | 1.4 | 1.5 | 1.8 | 22 | KJFM fm | BM | 23 | 25 | 26 | 24 | 23 | 14/80 | MASLA | | -- |
| 0.4 | 0.6 | 0.9 | 0.6 | 1.2 | 23 | KBRT am | Rel | 27 | 28 | 18 | 20 | 20 | 10/104 | | | -- |
| 1.7 | 1.9 | 1.3 | 0.8 | 1.2 | 23 | KCNN am | News | 21 | 22 | 24 | 23 | 22 | 27/40 | KATZ | ABC-T | 0.9 |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KGB | 1 KGB | 1 KGB | 1 XHRM | 1 KFMB | 1 KJQY |
| 2 KPRI | 2 XHRM | 2 KPRI | 2 KJQY | 2 KJQY | 2 KYXY |
| 3 XHRM | 3 KIFM | 3 XHRM | 3 KYXY | 3 KGB | 3 KIFM |
| 4 KFMB-FM | 4 XTRA | 4 KFMB | 4 KGB | 4 KYXY | 4 KOGO |
| 5 KBZT | 5 KPRI | 5 KFMB-FM | 5 XTRA | 5 KFMB-FM | 5 KFMB |
| 6 XTRA-FM | 6 KYXY | 6 KBZT | 6 KFMB-FM | 6 KSDO | 6 KFMB-FM |
| 7 KIFM | 7 KFMB-FM | 7 XTRA-FM | 7 KIFM | 7 KFSD | 7 KCBQ |
| 8 XTRA | 8 XTRA-FM | 8 KIFM | 8 KPRI | 8 KSON | 8 XTRA |
| 9 KFMB | 9 KBZT | 9 KYXY | 9 KOGO | 9 KBZT | 9 KSDO |
| 10 KSON-FM | 10 KSDO-FM | 10 KJQY | 10 KFMB | 10 KFIM | 10 XHRM |

Format Reach

| | |
|----------|------|
| A/C | 18.5 |
| AOR | 18.9 |
| BBnd | 5.2 |
| Blk/Urbn | 5.7 |
| BM/Easy | 11.0 |
| CHR | 9.5 |
| Clas | 3.3 |
| Ctry | 10.7 |
| Misc | 6.7 |
| News | 6.1 |
| Rel | 1.2 |
| Talk | 3.2 |

San Francisco #4

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AQH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|---------|-----------------|
| 8.4 | 9.1 | 8.6 | 7.2 | 8.4 | 1 | KGO | am Talk | 2 | 14 | 18 | 2 | 1 | 13/85 | BLAIR | ABC-I | 10.6 |
| 6.5 | 5.0 | 4.9 | 4.6 | 6.7 | 2 | KCBS | am News | 1 | 20 | 17 | 4 | 2 | 16/67 | CBS SPT | CBS | 5.6 |
| 5.4 | 4.5 | 4.2 | 5.0 | 3.7 | 3 | KFRC | am CHR | 3 | 1 | 12 | 11 | 11 | 24/46 | RKO | | 4.9 |
| 5.8 | 4.8 | 4.8 | 4.2 | 3.7 | 3 | KSOL | fm Urbn | 8 | 3 | 2 | 3 | 12 | 14/78 | MASLA | | 4.8 |
| 2.0 | 2.5 | 2.4 | 2.5 | 3.5 | 5 | KOIT | fm Easy | 11 | 21 | 22 | 17 | 8 | 14/79 | TORBET | | 2.0 |
| 1.9 | 2.6 | 2.7 | 3.2 | 3.3 | 6 | KDIA | am Blk | 9 | 5 | 8 | 9 | 9 | 15/70 | B HOWARD | SHRDN | 2.5 |
| 4.7 | 4.2 | 3.7 | 3.3 | 3.3 | 6 | KMEL | fm AOR | 7 | 6 | 1 | 5 | 17 | 18/60 | CHRISTAL | | 3.1 |
| 2.5 | 2.3 | 2.5 | 3.4 | 3.2 | 8 | KYUU | fm A/C | 6 | 7 | 3 | 1 | 3 | 19/57 | McGAVREN | | 3.1 |
| 2.0 | 3.1 | 2.4 | 2.8 | 3.0 | 9 | KSAN | fm Ctry | 18 | 18 | 7 | 8 | 5 | 13/85 | KATZ | ABC-E | 3.4 |
| 2.7 | 3.0 | 2.0 | 2.6 | 2.9 | 10 | KABL-FM | BM | 12 | 30 | 33 | 24 | 13 | 17/66 | CHRISTAL | | 3.5 |
| 2.7 | 3.1 | 2.9 | 3.2 | 2.8 | 11 | KIOI | fm A/C | 4 | 9 | 5 | 7 | 7 | 22/49 | SELCOM | ABC-C | 2.9 |
| 3.5 | 2.5 | 3.5 | 4.2 | 2.8 | 11 | KNBR | am A/C | 5 | 17 | 15 | 10 | 4 | 22/49 | McGAVREN | NBC | 2.9 |
| 2.9 | 2.1 | 2.9 | 2.8 | 2.8 | 11 | KNEW | am Ctry | 16 | 23 | 23 | 20 | 14 | 16/69 | KATZ | ABC-E | 2.7 |
| 1.4 | 2.6 | 3.3 | 3.7 | 2.7 | 14 | KRQR | fm AOR | 10 | 2 | 10 | 16 | 33 | 18/59 | CBS-FM | CBS-R | 3.5 |
| 2.6 | 3.3 | 3.2 | 2.7 | 2.6 | 15 | KBLX | fm Blk | 19 | 13 | 4 | 6 | 6 | 13/81 | HILLIER | SHRDN | 2.8 |
| 1.5 | 2.6 | 2.8 | 2.9 | 2.6 | 15 | KSJO | fm AOR | 17 | 4 | 6 | 13 | 33 | 15/73 | ROSLIN | | 2.7 |
| 2.8 | 2.3 | 2.5 | 2.3 | 2.4 | 17 | KABL | am BM | 14 | 33 | 33 | 32 | 22 | 19/58 | CHRISTAL | | 2.3 |
| 2.4 | 1.7 | 1.5 | 1.5 | 2.3 | 18 | KBAY | fm BM | 24 | 33 | 27 | 22 | 18 | 12/89 | MMR | | 1.4 |
| 2.9 | 3.3 | 3.7 | 2.9 | 2.2 | 19 | KSFO | am A/C | 15 | 33 | 33 | 23 | 16 | 20/55 | MMR | | 1.8 |
| 2.0 | 2.0 | 1.9 | 2.1 | 2.1 | 20 | KYA | am Gold | 13 | 19 | 16 | 12 | 10 | 22/50 | EASTMAN | RKO-2 | 1.3 |
| 1.0 | 1.2 | 1.1 | 1.6 | 1.7 | 21 | KEZR | fm A/C | 28 | 22 | 11 | 14 | 23 | 15/74 | CHRISTAL | | 1.8 |
| 1.4 | 1.4 | 1.7 | 1.4 | 1.7 | 21 | KLHT | fm A/C | 25 | 15 | 9 | 15 | 15 | 15/70 | EASTMAN | RKO-2 | 1.5 |
| 1.9 | 2.0 | 1.7 | 1.6 | 1.6 | 23 | KLOK | am A/C | 20 | 11 | 21 | 19 | 19 | 20/53 | KATZ | | 0.9 |
| 1.7 | 0.8 | 1.4 | 0.9 | 1.6 | 23 | KQAK | fm AOR | 21 | 10 | 13 | 18 | 30 | 19/56 | B HOWARD | | 3.0 |
| 2.0 | 1.6 | 1.8 | 1.6 | 1.5 | 25 | KOME | fm AOR | 22 | 8 | 14 | 21 | 27 | 20/54 | TORBET | | 2.0 |

Continued on Page 135



The Bay Area's #1 Music Station

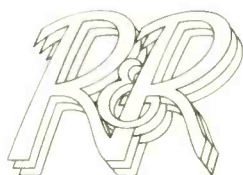
Source: San Francisco Fall 1982 ARB/persons 12+/M-F/6a-12m/
AQH/MSA/ Subject to limitation as stated therein.

San Jose #28

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MIN. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|-----------------------------|--------------------|---------|
| 8.8 | 7.6 | 9.1 | 8.7 | 1 | KGO | am Talk | 2 | 15 | 9 | 6 | 4 | 11/95 | BLAIR | ABC-I |
| 4.9 | 8.1 | 8.5 | 8.3 | 2 | KSJO | fm AOR | 1 | 1 | 2 | 2 | 7 | 14/79 | ROSLIN | |
| 7.0 | 5.3 | 4.7 | 7.1 | 3 | KBAY | fm BM | 6 | 34 | 10 | 7 | 1 | 11/97 | MMR | |
| 4.5 | 4.3 | 3.9 | 6.1 | 4 | KEZR | fm A/C | 5 | 9 | 1 | 1 | 3 | 14/80 | CHRISTAL | |
| 4.9 | 4.1 | 4.1 | 5.2 | 5 | KCBS | am News | 3 | 21 | 12 | 9 | 5 | 18/60 | CBS SPOT | CBS |
| 5.2 | 4.4 | 5.2 | 4.4 | 6 | KLOK | am A/C | 4 | 5 | 8 | 4 | 2 | 19/58 | KATZ | |
| 4.8 | 3.8 | 5.3 | 4.2 | 7 | KOME | fm AOR | 7 | 4 | 3 | 3 | 8 | 19/58 | TORBET | |
| 2.3 | 2.5 | 2.0 | 3.9 | 8 | KOIT | fm BM | 12 | 29 | 23 | 18 | 15 | 14/80 | TORBET | |
| 5.1 | 4.3 | 2.9 | 3.5 | 9 | KSOL | fm Urbn | 13 | 2 | 6 | 11 | 22 | 15/75 | MASLA | NBN |
| 2.3 | 3.1 | 2.4 | 3.5 | 9 | KYUU | fm A/C | 10 | 8 | 4 | 5 | 6 | 17/62 | McGAVREN | |
| 3.0 | 2.8 | 2.6 | 3.2 | 11 | KLIV | am BBnd | 15 | 13 | 29 | 20 | 13 | 14/79 | B HOWARD | |
| 2.9 | 3.7 | 2.6 | 2.9 | 12 | KIOI | fm A/C | 9 | 7 | 7 | 10 | 9 | 22/49 | SELCOM | ABC-C |
| 2.8 | 4.0 | 2.1 | 2.8 | 13 | KARA | fm Gold | 11 | 31 | 5 | 8 | 10 | 20/54 | B HOWARD | |
| 2.0 | 2.8 | 2.7 | 2.8 | 13 | KSAN | fm Ctry | 17 | 19 | 11 | 12 | 16 | 11/97 | KATZ | ABC-E |
| 4.9 | 4.0 | 3.5 | 2.5 | 15 | KFRC | am CHR | 8 | 3 | 13 | 16 | 19 | 28/38 | RKO | |
| 2.9 | 1.9 | 2.6 | 2.4 | 16 | KNBR | am A/C | 14 | 18 | 19 | 15 | 14 | 21/52 | McGAVREN | NBC |
| 2.5 | 2.5 | 2.8 | 2.3 | 17 | KEEN | am Ctry | 18 | 22 | 16 | 14 | 11 | 14/80 | MMR | |
| 1.2 | 1.6 | 1.6 | 1.9 | 18 | KFAT | fm Ctry | 20 | 23 | 15 | 13 | 12 | 16/68 | HILLIER | |
| 1.5 | 0.8 | 0.7 | 1.4 | 19 | KABL-FM | BM | 22 | 30 | 36 | 22 | 20 | 19/58 | CHRISTAL | |
| 2.5 | 1.7 | 2.4 | 1.3 | 20 | KBLX | fm Blk | 23 | 16 | 14 | 17 | 18 | 19/57 | HILLIER | SHRDN |
| 1.6 | 1.4 | 2.0 | 1.3 | 20 | KNTA | am Span | 29 | 36 | 39 | 34 | 31 | 10/107 | LOTUS | |
| 0.7 | 0.8 | -- | 1.2 | 22 | KAZA | am Span | 29 | 37 | 27 | 25 | 26 | 8/140 | | |
| 1.7 | 1.8 | 0.6 | 1.2 | 22 | KYA | am Gold | 25 | 24 | 18 | 19 | 17 | 19/56 | EASTMAN | RKO-2 |
| 1.1 | 0.8 | 2.0 | 1.1 | 24 | KSFO | am A/C | 19 | 33 | 33 | 30 | 24 | 27/40 | MMR | |

Continued on Page 134



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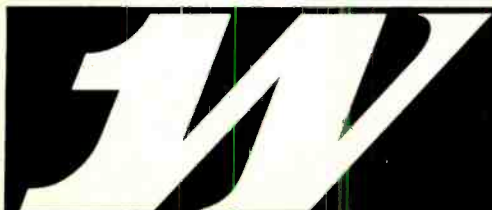
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Seattle-Everett-Tacoma #16

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE | |
|----------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|-----------------------------|-------------------|-----------|-----------------|-----|
| 9.5 | 11.0 | 11.0 | 10.8 | 1 | KIRO | am | News | 1 | 9 | 7 | 1 | 1 | 15/72 | TORBET | CBS | 8.9 |
| 6.7 | 7.9 | 6.6 | 7.1 | 2 | KOMO | am | A/C | 2 | 10 | 12 | 6 | 2 | 19/56 | KATZ | ABC-I | 6.3 |
| 7.9 | 7.5 | 7.5 | 6.2 | 3 | KISW | fm | AOR | 5 | 2 | 1 | 2 | 13 | 12/87 | McGAVREN | | 6.6 |
| 4.1 | 3.9 | 5.4 | 6.2 | 3 | KZOK-FM | | AOR | 4 | 1 | 2 | 3 | 14 | 13/86 | CBS-FM | NBC-5 | 6.0 |
| 6.1 | 6.1 | 4.9 | 5.7 | 5 | KSEA | fm | BM | 8 | 11 | 13 | 9 | 3 | 12/90 | TORBET | | 4.0 |
| 5.3 | 5.2 | 4.1 | 4.9 | 6 | KUBE | fm | CHR | 3 | 4 | 4 | 4 | 9 | 18/60 | RKO | | 5.8 |
| 3.0 | 3.7 | 3.0 | 4.5 | 7 | KBRD | fm | BM | 11 | 26 | 21 | 16 | 7 | 13/82 | MASLA | | 3.3 |
| 2.8 | 3.6 | 2.6 | 3.6 | 8 | KNBQ | fm | CHR | 9 | 3 | 8 | 8 | 17 | 17/65 | B HOWARD | | 4.9 |
| 3.7 | 3.0 | 3.2 | 3.6 | 8 | KZAM | fm | AOR | 10 | 19 | 3 | 5 | 4 | 17/65 | SELCOM | | 3.1 |
| 3.6 | 3.9 | 3.1 | 3.5 | 10 | KING-FM | | Clas | 13 | 30 | 20 | 11 | 6 | 14/78 | BLAIR | | 3.6 |
| 3.1 | 3.1 | 4.3 | 3.5 | 10 | KVI | am | N/T | 7 | 14 | 19 | 15 | 12 | 20/55 | MMR | MBS | 3.0 |
| 3.0 | 2.7 | 2.0 | 3.4 | 12 | KIXI | am | BM | 17 | 22 | 25 | 22 | 16 | 13/82 | CHRISTAL | AP | 2.4 |
| 2.7 | 2.0 | 3.6 | 3.2 | 13 | KMPS-FM | | Ctry | 16 | 12 | 15 | 14 | 8 | 14/76 | EASTMAN | | 3.7 |
| 3.3 | 2.4 | 2.6 | 2.9 | 14 | KPLZ | fm | A/C | 12 | 20 | 6 | 7 | 5 | 17/65 | MMR | RKO-1 | 2.7 |
| 2.4 | 2.8 | 1.7 | 2.8 | 15 | KYYX | fm | CHR | 14 | 5 | 5 | 10 | 19 | 17/65 | CHRISTAL | ABC-C | 4.1 |
| 2.8 | 3.2 | 3.3 | 2.6 | 16 | KJR | am | A/C | 6 | 8 | 9 | 12 | 10 | 28/39 | McGAVREN | | 2.5 |
| 2.5 | 2.7 | 1.6 | 2.3 | 17 | KIXI-FM | | A/C | 18 | 13 | 11 | 13 | 11 | 19/58 | CHRISTAL | | 3.3 |
| 2.9 | 1.7 | 2.2 | 2.2 | 18 | KMPS | am | Ctry | 19 | 16 | 18 | 18 | 15 | 15/70 | EASTMAN | | 2.4 |
| 1.1 | 1.9 | 2.3 | 1.8 | 19 | KGDN | am | Rel | 27 | 33 | 32 | 27 | 25 | 9/123 | | | 1.3 |
| 0.4 | 0.5 | 1.6 | 1.8 | 19 | KKFX | am | CHR | 20 | 6 | 10 | 17 | 23 | 18/59 | LOTUS | UPI | 2.8 |
| 2.2 | 1.8 | 2.6 | 1.7 | 21 | KRPM | fm | Ctry | 21 | 15 | 23 | 21 | 20 | 16/70 | | | 2.4 |
| 2.7 | 2.0 | 2.4 | 1.6 | 22 | KING | am | News | 15 | 18 | 14 | 20 | 21 | 29/37 | BLAIR | | 1.5 |
| 2.1 | 2.5 | 2.2 | 1.4 | 23 | KEZX | fm | A/C | 24 | 24 | 17 | 19 | 18 | 17/65 | HILLIER | ABC-E | 2.2 |
| 2.0 | 1.6 | 2.1 | 1.2 | 24 | KBIQ | fm | Rel | 26 | 32 | 22 | 23 | 22 | 18/59 | RADIO SPT | UPI | 2.5 |

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SPECIAL EDITION

WITH SID McCOY

WESTWOOD ONE

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

Tampa-St. Petersburg #22

RR

| FALL '81 | WINTER '82 | SPRING '82 | FALL '82 | 12+ ACH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|----------|--------------------|---------|---------|-----------|------------|------------|------------|------------|------------------------------|--------------------|---------|-----------------|
| 9.7 | 10.3 | 10.5 | 11.6 | 1 | WRBQ | fm CHR | 1 | 1 | 1 | 1 | 1 | 13/86 | EASTMAN | RKO-1 | 12.9 |
| 8.4 | 7.7 | 11.0 | 10.9 | 2 | WWBA | fm BM | 2 | 14 | 12 | 11 | 7 | 9/125 | KATZ | | 9.0 |
| 8.4 | 9.3 | 10.9 | 8.6 | 3 | WQYK | fm Ctry | 4 | 5 | 5 | 3 | 2 | 10/109 | TORBET | | 8.6 |
| 7.2 | 6.6 | 5.2 | 6.9 | 4 | WJYW | fm BM | 7 | 18 | 8 | 8 | 5 | 10/109 | CHRISTAL | | 5.5 |
| 7.3 | 7.3 | 6.6 | 6.8 | 5 | WSUN | am Ctry | 3 | 7 | 9 | 6 | 4 | 13/86 | McGAVREN | ABC-E | 7.9 |
| -- | -- | -- | 5.8 | 6 | WMGG | fm A/C | 5 | 6 | 2 | 2 | 3 | 14/75 | SELCOM | ABC-C | 6.5 |
| 3.4 | 3.9 | 4.6 | 5.7 | 7 | WTMP | am Blk | 11 | 2 | 4 | 4 | 6 | 8/140 | MASLA | SHRDN | 3.0 |
| 4.6 | 5.7 | 6.5 | 5.2 | 8 | WDAE | am BBnd | 9 | 13 | 17 | 12 | 10 | 11/100 | KATZ | ABC-I | 5.6 |
| 5.0 | 5.1 | 4.1 | 5.0 | 9 | WYNF | fm AOR | 8 | 3 | 3 | 5 | 9 | 13/86 | KATZ | ABC-R | 9.0 |
| 2.3 | 2.9 | 2.2 | 3.7 | 10 | WPLP | am Talk | 12 | 23 | 16 | 16 | 13 | 11/103 | LOTUS | MBS | 5.6 |
| 5.7 | 4.7 | 3.6 | 3.2 | 11 | WFLA-FM | BM | 13 | 9 | 15 | 14 | 14 | 12/88 | BLAIR | | 1.2 |
| 5.1 | 4.5 | 5.3 | 3.0 | 12 | WFLA | am A/C | 6 | 11 | 11 | 10 | 11 | 23/46 | BLAIR | NBC | 4.5 |
| 4.9 | 5.2 | 4.2 | 3.0 | 12 | WQXM | fm AOR | 10 | 4 | 7 | 9 | 12 | 18/60 | McGAVREN | NBC-S | 5.1 |
| 2.9 | 1.8 | 1.6 | 2.6 | 14 | WGUL | am BBnd | 17 | 19 | 21 | 23 | 23 | 7/155 | SOUTHERN | AP | 0.8 |
| 2.8 | 2.2 | 1.9 | 2.5 | 15 | WSRZ | fm A/C | 15 | 12 | 6 | 7 | 8 | 13/84 | CBS-FM | CBS-R | 3.5 |
| -- | -- | -- | 1.9 | 16 | WLFW | am BBnd | 16 | 21 | 19 | 21 | 17 | 10/107 | ROSLIN | | -- |
| 1.5 | 1.9 | 1.9 | 1.4 | 17 | WNSI | am CHR | 14 | 10 | 13 | 15 | 16 | 26/42 | EASTMAN | CBS | 0.5 |
| 0.6 | 0.9 | 0.9 | 1.1 | 18 | WDUV | fm BM | 18 | 16 | 20 | 18 | 18 | 13/83 | MASLA | | 0.8 |
| 0.6 | 0.9 | -- | 1.0 | 19 | WHBS | fm BM | 20 | 15 | 18 | 20 | 21 | 12/87 | J BOLTON | | 0.5 |
| 1.7 | -- | 1.4 | 1.0 | 19 | WRXB | am Blk | 21 | 8 | 10 | 13 | 15 | 12/88 | R A LAZAR | NBN | 0.8 |

Continued on Page 135

WWBA,
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Let me do the
same for you.
Ed Winton
813-576-2299



WINTON COMMUNICATIONS

| FALL '81 | FALL '82 | FALL '82 | 12+ ADH METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER A/C MMS LISTENED | NATIONAL REP FIRM | NETWORK |
|----------|----------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|---------------------------|-------------------|---------|
| 11.8 | 13.6 | 11.7 | 1 | WIOT fm | AOR | 1 | 1 | 1 | 1 | 5 | 14/78 | McGAVREN | |
| 12.9 | 11.2 | 10.9 | 2 | WLQR fm | A/C | 4 | 22 | 6 | 5 | 1 | 11/102 | BLAIR | |
| 11.8 | 9.6 | 9.7 | 3 | WSPD am | A/C | 2 | 24 | 7 | 6 | 3 | 14/77 | KATZ | NBC |
| 5.2 | 7.3 | 8.5 | 4 | WKLR fm | Ctry | 7 | 11 | 4 | 3 | 2 | 10/105 | MASLA | ABC-I |
| 10.2 | 10.8 | 8.0 | 5 | WMHE fm | A/C | 3 | 2 | 2 | 2 | 4 | 15/74 | CHRISTAL | ABC-F |
| -- | -- | 6.5 | 6 | WMJI fm | A/C | 5 | 4 | 3 | 4 | 6 | 15/71 | TORBET | CBS-R |
| 2.3 | 3.8 | 6.0 | 7 | WCWA am | Gold | 10 | 21 | 14 | 10 | 9 | 10/111 | McGAVREN | MBS |
| 7.8 | 4.5 | 6.0 | 7 | WTOD am | Ctry | 11 | 15 | 15 | 11 | 7 | 8/130 | MASLA | ABC-I |
| 6.6 | 6.7 | 5.3 | 9 | WJR am | Misc | 8 | 13 | 13 | 9 | 8 | 15/72 | EASTMAN | NBC |
| 2.5 | 3.0 | 3.8 | 10 | CKLW am | CHR | 6 | 3 | 5 | 7 | 11 | 24/46 | CHRISTAL | |
| 4.2 | 4.6 | 3.2 | 11 | WOHO am | A/C | 9 | 6 | 10 | 8 | 10 | 23/47 | MMR | ABC-E |
| 2.1 | 2.3 | 1.7 | 12 | WVOI am | Urbn | 15 | 10 | 9 | 13 | 13 | 13/82 | LOTUS | SHRDN |
| 0.8 | 1.1 | 1.6 | 13 | WLLZ fm | AOR | 13 | 8 | 8 | 12 | 16 | 18/60 | McGAVREN | |
| 0.9 | 0.8 | 1.2 | 14 | WOSE fm | Ctry | 20 | 20 | 17 | 15 | 12 | 9/115 | | CBS |
| 1.5 | 0.8 | 1.1 | 15 | WRIF fm | AOR | 12 | 5 | 12 | 16 | 21 | 29/37 | BLAIR | ABC-R |

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WIOT | 1 WMHE | 1 WIOT | 1 WMHE | 1 WKLR | 1 WLQR |
| 2 WMJI | 2 WMJI | 2 WKLR | 2 WKLR | 2 WLQR | 2 WKLR |
| 3 WMHE | 3 WIOT | 3 WMHE | 3 WMJI | 3 WIOT | 3 WSPD |
| 4 WKLR | 4 WKLR | 4 WMJI | 4 WLQR | 4 WMHE | 4 WMHE |
| 5 CKLW | 5 WLQR | 5 WLQR | 5 WIOT | 5 WSPD | 5 WMJI |
| 6 WLLZ | 6 CKLW | 6 CKLW | 6 WSPD | 6 WJR | 6 WTOD |
| 7 WLQR | 7 WVOI | 7 WSPD | 7 CKLW | 7 WMJI | 7 WCWA |
| 8 WOHO | 8 WSPD | 8 WJR | 8 WCWA | 8 WTOD | 8 WIOT |
| 9 WTWR | 9 WOHO | 9 WOHO | 9 WOHO | 9 WOHO | 9 WOHO |
| 10 WSPD | 10 WOSE | 10 WLZZ | 10 WTOD | 10 WCWA | 10 WJR |

Format Reach

| | |
|----------|------|
| A/C | 38.9 |
| AOR | 14.4 |
| Blk/Urbn | 2.1 |
| BM/Easy | .4 |
| CHR | 3.8 |
| Ctry | 17.8 |
| Gold | 6.0 |
| Misc | 16.6 |

Washington, DC #9

RR

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/ AVG. MINS. LISTENED | NATIONAL REP. FIRM | NETWORK | 12+ BIRCH SHARE | |
|-------------|---------------|---------------|---------------|-------------|-----------------------|--------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|-----------------------|-----------|-----------------------|-----|
| 8.1 | 9.5 | 8.4 | 10.2 | 9.3 | 1 | WKYS | fm | Urbn | 2 | 1 | 1 | 1 | 11/98 | EASTMAN | NBC | 10.7 | |
| 10.6 | 9.7 | 7.5 | 7.9 | 8.9 | 2 | WMAL | am | A/C | 1 | 13 | 13 | 5 | 3 | 13/84 | McGAVREN | ABC-I | 7.9 |
| 6.2 | 7.6 | 6.9 | 7.4 | 7.5 | 3 | WHUR | fm | Blk | 3 | 6 | 2 | 2 | 2 | 13/84 | | | 8.1 |
| 7.8 | 7.9 | 7.7 | 7.1 | 7.3 | 4 | WGAY-FM | | BM | 5 | 21 | 15 | 10 | 4 | 11/98 | MMR | | 4.8 |
| 3.8 | 4.2 | 4.9 | 5.1 | 5.1 | 5 | WRQX | fm | CHR | 4 | 2 | 5 | 4 | 10 | 18/59 | BLAIR | ABC-R | 7.4 |
| 3.2 | 2.9 | 2.9 | 3.4 | 5.0 | 6 | WPKX-FM | | Ctry | 14 | 9 | 11 | 7 | 7 | 11/96 | SELCOM | AP | 3.6 |
| 4.4 | 3.3 | 4.4 | 4.4 | 4.4 | 7 | WLTT | fm | A/C | 7 | 16 | 3 | 3 | 5 | 17/65 | HILLIER | | 3.7 |
| 3.3 | 2.8 | 4.1 | 3.9 | 4.0 | 8 | WAVA | fm | AOR | 13 | 4 | 4 | 8 | 15 | 14/77 | CBS-FM | | 5.9 |
| 4.6 | 4.5 | 3.5 | 3.8 | 3.8 | 9 | WASH | fm | A/C | 11 | 10 | 7 | 6 | 6 | 16/66 | KATZ | | 3.5 |
| 3.3 | 3.0 | 2.7 | 3.5 | 3.6 | 10 | WMZQ | fm | Ctry | 16 | 8 | 10 | 9 | 8 | 12/88 | B HOWARD | | 3.2 |
| 3.5 | 3.9 | 4.2 | 3.9 | 3.6 | 10 | WOOK | fm | Blk | 9 | 3 | 9 | 12 | 12 | 19/58 | MASLA | SHRDN | 3.1 |
| 5.2 | 4.9 | 5.3 | 5.3 | 3.6 | 10 | WPGC-AM & FM | | A/C | 6 | 7 | 6 | 11 | 9 | 24/46 | TORBET | ABC-C | 4.7 |
| 3.4 | 2.9 | 4.3 | 3.0 | 3.6 | 10 | WRC | am | Talk | 15 | 20 | 19 | 16 | 14 | 15/73 | EASTMAN | NBC | 3.7 |
| 4.2 | 3.9 | 2.9 | 3.1 | 3.4 | 14 | WGMS-AM & FM | | Clas | 12 | 23 | 14 | 13 | 10 | 18/113 | RKO | | 3.0 |
| 4.0 | 3.8 | 3.6 | 4.2 | 3.3 | 15 | WTOP | am | News | 8 | 14 | 17 | 14 | 13 | 22/50 | CBS SPOT | CBS | 3.0 |
| 5.1 | 4.7 | 4.5 | 3.1 | 2.9 | 16 | WWDC-FM | | AOR | 10 | 5 | 8 | 13 | 20 | 22/48 | CHRISTAL | | 5.2 |
| 1.0 | 1.9 | 2.1 | 1.4 | 1.9 | 17 | WYCB | am | Rel | 17 | 12 | 18 | 18 | 16 | 13/84 | RA LAZAR | NBN | 1.7 |
| 3.2 | 1.8 | 1.9 | 1.7 | 1.5 | 18 | WEZR | fm | BM | 18 | 19 | 20 | 20 | 17 | 16/68 | GROSKIN | | 1.1 |
| -- | 1.1 | 1.1 | 0.9 | 1.3 | 19 | WRMR | am | BBnd | 23 | 23 | 23 | 23 | 23 | 12/90 | SELCOM | AP | 0.6 |
| 1.4 | 1.2 | 1.3 | 1.4 | 1.2 | 20 | WHFS | fm | AOR | 22 | 17 | 12 | 17 | 19 | 14/75 | P-W RADIO | | 1.6 |
| 0.3 | 0.5 | 2.2 | 2.0 | 1.2 | 20 | WXTR-FM | | A/C | 19 | 18 | 16 | 19 | 18 | 19/57 | MASLA | | 1.8 |

Demographic Rank

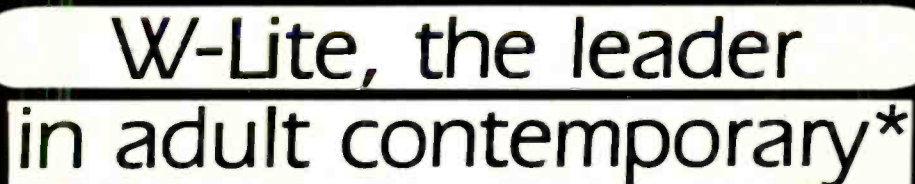
| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-------------------|-------------------|--------------|-------------------|--------------|--------------------|
| 1 WKYS | 1 WKYS | 1 WKYS | 1 WKYS | 1 WHUR | 1 WKYS |
| 2 WHUR | 2 WHUR | 2 WHUR | 2 WHUR | 2 WKYS | 2 WMAL |
| 3 WAVA | 3 WLTT | 3 WAVA | 3 WLTT | 3 WLTT | 3 WGAY-FM |
| 4 WLTT | 4 WPGC-AM & FM | 4 WLTT | 4 WPGC-AM & FM | 4 WMAL | 4 WHUR |
| 5 WRQX | 5 WRQX | 5 WRQX | 5 WRQX | 5 WGAY-FM | 5 WASH |
| 6 WWDC-FM | 6 WOOK | 6 WASH | 6 WMAL | 6 WASH | 6 WPGC-AM & FM |
| 7 WASH | 7 WASH | 7 WMAL | 6 WASH | 7 WPKX-FM | 7 WLTT |
| 8 WMZQ | 8 WAVA | 8 WPKX-FM | 7 WASH | 8 WMZQ | 8 WPKX-FM |
| 9 WPGC-AM & FM | 9 WPKX-FM | 9 WMZQ | 8 WGAY-FM | 9 WTOP | 9 WMZQ |
| 10 WOOK | 10 WMZQ | 10 WWDC-FM | 9 WPKX-FM | 10 WAVA | 10 WGMS-AM & FM |

Format Reach

| | |
|----------|------|
| A/C | 21.6 |
| AOR | 8.4 |
| BBnd | 2.0 |
| Blk/Urbn | 21.2 |
| BM/Easy | 9.5 |
| CHR | 5.4 |
| Clas | 3.4 |
| Ctry | 8.6 |
| Misc | 9.9 |
| News | 3.1 |
| Rel | 3.1 |
| Talk | 3.6 |



The
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has turned on a
new lite...



W-Lite, the leader
in adult contemporary*



WLT
94.7 FM

Washington, DC

*Arbitron/Fall '82: Mon.-Sun. 6am - 12mid., MSA - ACH/A 18-34, A 18-49, A 25-49

Subject to qualifications and limitations of the report

Represented Nationally by:

H&H

HILLIER NEWMARK WECHSLER & HOWARD



A Gulf Broadcast
Group Station

Riverside-San Bernardino-Ontario #31

Continued from Page 119

| FALL '81 | SPRING '82 | FALL '82 | 12+ AOR METHO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER A/C MIN. LISTENED | NATIONAL REP. FIRM | NETWORK |
|----------|------------|----------|-----------------------|---------|--------|-----------|------------|------------|------------|------------|-------------------------------|-----------------------|---------|
| 0.5 | -- | 1.3 | 26 | KTNQ am | Span | 36 | 40 | 24 | 17 | 15 | 6/168 | CABALLERO | |
| 1.2 | 1.8 | 1.2 | 27 | KPRO am | BBnd | 21 | 34 | 41 | 40 | 35 | 24/45 | | CBS |
| 0.6 | 0.8 | 1.2 | 27 | KROQ-FM | AOR | 29 | 7 | 16 | 28 | 40 | 14/79 | ROSLIN | |
| 1.4 | 0.7 | 1.2 | 27 | KZLA-FM | Ctry | 32 | 27 | 19 | 23 | 24 | 11/98 | BLAIR | |
| 1.4 | 1.6 | 1.1 | 30 | KFWB am | News | 22 | 23 | 38 | 39 | 34 | 25/44 | RAR | NBC |
| 1.1 | 1.2 | 1.0 | 31 | KMPC am | Easy | 27 | 31 | 36 | 35 | 29 | 23/48 | MMR | |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KMET | 1 KIIS | 1 KFI | 1 KFI | 1 KFI | 1 KFI |
| 2 KCAL | 2 KFI | 2 KMET | 2 KIIS | 2 KQLH | 2 KQLH |
| 3 KIIS | 3 KGGI | 3 KIIS | 3 KGGI | 3 KIIS | 3 KIIS |
| 4 KOLA | 4 KMET | 4 KCAL-FM | 4 KQLH | 4 KMET | 4 KBIG |
| 5 KLOS | 5 KOLA | 5 KOLA | 5 KBIG | 5 KBIG | 5 KDUO |
| 6 KFI | 6 KUTE | 6 KQLH | 6 KNTF | 6 KMEN | 6 KNTF |
| 7 KNX-FM | 7 KRTH | 7 KLOS | 7 KMEN | 7 KLAC | 7 KMEN |
| 8 KMEN | 8 KNX-FM | 8 KMEN | 8 KDUO | 8 KNTF | 8 KGGI |
| 9 KQLH | 9 KQLH | 9 KBIG | 9 KMET | 9 KRTH | 9 KCKC |
| 10 KGGI | 10 KNTF | 10 KRTH | 10 KOLA | 10 KABC | 10 KTNQ |

Format Reach

| | |
|----------|------|
| A/C | 8.3 |
| AOR | 16.5 |
| BBnd | 1.6 |
| Bik/Urbn | 3.5 |
| BM/Easy | 15.5 |
| CHR | 20.9 |
| Clas | 1.3 |
| Ctry | 10.8 |
| Gold | 3.1 |
| Jazz | 1.3 |
| Misc | 9.9 |
| News | 4.6 |
| Span | 2.2 |
| Talk | 1.3 |

San Antonio #38

Continued from Page 125

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KISS | 1 KISS | 1 KISS | 1 KAJA | 1 KISS | 1 KAJA |
| 2 KLLS | 2 KAJA | 2 KLLS | 2 KISS | 2 KBUC-FM | 2 KTSA |
| 3 KTFM | 3 KTFM | 3 KTFM | 3 KTFM | 3 KONO | 3 KTFM |
| 4 KAJA | 4 KTSA | 4 KKYX | 4 KTSA | 4 KKYX | 4 KLLS |
| 5 KTSA | 5 KLLS | 5 KTSA | 5 KLLS | 5 KTFM | 5 KQXT |
| 6 KKYX | 6 KITY | 6 KONO | 6 KITY | 6 KLLS | 6 KCOR |
| 7 KITY | 7 KONO | 7 KAJA | 7 KONO | 7 KCOR | 7 KISS |
| 8 KONO | 8 KBUC-FM | 8 KBUC-FM | 8 KCOR | 8 WOAI | 8 KBUC-FM |
| 9 KBUC-FM | 9 KKYX | 9 KITY | 9 KBUC-FM | 9 KTSA | 9 KONO |
| 10 KVAR | 10 KCOR | 10 WOAI | 10 KKYX | 10 KAJA | 10 KCCW |

Format Reach

| | |
|----------|------|
| A/C | 7.2 |
| AOR | 13.9 |
| BBnd | 3.3 |
| Bik/Urbn | 1.0 |
| BM/Easy | 7.0 |
| CHR | 19.4 |
| Ctry | 21.3 |
| Gold | 4.0 |
| Misc | 3.5 |
| Rel | 1.2 |
| Span | 13.0 |
| Talk | 5.2 |

San Jose #28

Continued from Page 128

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KSJO | 1 KEZR | 1 KSJO | 1 KEZR | 1 KCBS | 1 KBAY |
| 2 KOME | 2 KSJO | 2 KOME | 2 KLOK | 2 KGO | 2 KEZR |
| 3 KEZR | 3 KYUU | 3 KEZR | 3 KBAY | 3 KSJO | 3 KLOK |
| 4 KSOL | 4 KLOK | 4 KGO | 4 KSJO | 4 KYUU | 4 KGO |
| 5 KYUU | 5 KIOI | 5 KCBS | 5 KIOI | 5 KOME | 5 KIOI |
| 6 KGO | 6 KARA | 6 KYUU | 6 KYUU | 6 KFAT | 6 KARA |
| 7 KARA | 7 KOME | 7 KARA | 7 KARA | 7 KLOK | 7 KEEN |
| 8 KCBS | 8 KBAY | 8 KLOK | 8 KGO | 8 KEZR | 8 KYUU |
| 9 KFAT | 9 KSOL | 9 KFAT | 9 KOME | 9 KBAY | 9 KOIT |
| 10 KSAN | 10 KEEN | 10 KSAN | 10 KSOL | 10 KARA | 10 KCBS |

Format Reach

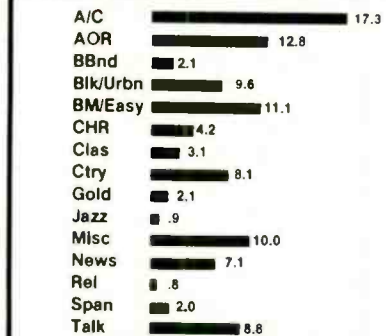
| | |
|----------|------|
| A/C | 21.8 |
| AOR | 14.4 |
| BBnd | 3.2 |
| Bik/Urbn | 5.6 |
| BM/Easy | 13.8 |
| CHR | 2.5 |
| Clas | 1.8 |
| Ctry | 7.7 |
| Gold | 4.0 |
| Jazz | 1.9 |
| Misc | 6.8 |
| News | 5.5 |
| Rel | 1.5 |
| Span | 2.5 |
| Talk | 9.0 |

| FALL '81 | WINTER '82 | SPRING '82 | SUMMER '82 | FALL '82 | 12+ AOR METRO RANK | STATION | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/AVG MINS LISTENED | NATIONAL REP FIRM | NETWORK | 12+ BIRCH SHARE |
|----------|------------|------------|------------|----------|--------------------|---------|--------|-----------|------------|------------|------------|------------|----------------------------|-------------------|---------|-----------------|
| -- | 1.8 | 1.4 | -- | 1.3 | 26 | KIQI am | Span | 33 | 33 | 28 | 26 | 20 | 6/170 | CABALLERO | | -- |
| 3.1 | 2.9 | 3.1 | 2.7 | 1.1 | 27 | KFOG fm | AOR | 26 | 27 | 19 | 27 | 33 | 24/45 | RAR | | 1.3 |
| 1.3 | 1.5 | 1.3 | 1.2 | 1.1 | 27 | KKHI-FM | Clas | 29 | 33 | 29 | 30 | 25 | 21/50 | HILLIER | | 2.0 |
| 0.8 | 1.0 | 0.9 | 1.1 | 1.1 | 27 | KLIV am | BBnd | 32 | 24 | 33 | 33 | 32 | 14/79 | B HOWARD | | 0.9 |
| 1.4 | 1.4 | 1.4 | 1.8 | 1.0 | 30 | KDFC fm | Clas | 27 | 33 | 32 | 33 | 26 | 26/42 | GROSKIN | | 1.5 |
| 0.5 | -- | 0.4 | 0.4 | 1.0 | 30 | KTIM-FM | BBnd | 33 | 33 | 20 | 25 | 21 | 9/127 | RADIO TIME | | 0.9 |

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 KMEL | 1 KYUU | 1 KCBS | 1 KYUU | 1 KCBS | 1 KGO |
| 2 KSJO | 2 KSOL | 2 KMEL | 2 KSOL | 2 KGO | 2 KYUU |
| 3 KSOL | 3 KIOI | 3 KGO | 3 KIOI | 3 KSAN | 3 KOIT |
| 4 KSAN | 4 KBLX | 4 KSAN | 4 KBLX | 4 KNBR | 4 KCBS |
| 5 KRQR | 5 KEZR | 5 KSOL | 5 KDIA | 5 KBLX | 5 KIOI |
| 6 KBLX | 6 KDIA | 6 KBLX | 6 KGO | 6 KYUU | 6 KDIA |
| 7 KYUU | 7 KMEL | 7 KYUU | 7 KEZR | 7 KMEL | 7 KNBR |
| 8 KOME | 8 KFRC | 8 KSJO | 8 KFRC | 8 KYA | 8 KBLX |
| 9 KCBS | 9 KLHT | 9 KRQR | 9 KYA | 9 KNEW | 9 KYA |
| 10 KOAK | 10 KYA | 10 KNBR | 10 KOIT | 10 KDIA | 10 KFRC |

Format Reach



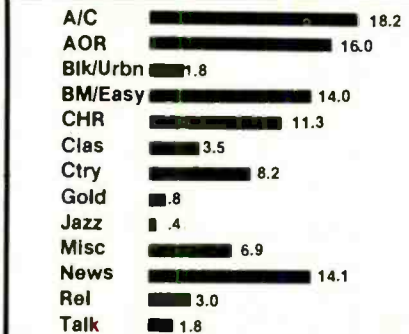
Seattle-Everett-Tacoma #16

Continued from Page 129

Demographic Rank

| MEN 18-34 | WOMEN 18-34 | MEN 18-49 | WOMEN 18-49 | MEN 25-54 | WOMEN 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 KISW | 1 KUBE | 1 KISW | 1 KIRO | 1 KIRO | 1 KIRO |
| 2 KZOK-FM | 2 KPLZ | 2 KIRO | 2 KUBE | 2 KZAM | 2 KOMO |
| 3 KZAM | 3 KZAM | 3 KZOK-FM | 3 KPLZ | 3 KOMO | 3 KSEA |
| 4 KUBE | 4 KNBQ | 4 KZAM | 4 KSEA | 4 KSEA | 4 KBRD |
| 5 KIRO | 5 KZOK-FM | 5 KUBE | 5 KNBQ | 5 KING-FM | 5 KPLZ |
| 6 KYYX | 6 KISW | 6 KOMO | 6 KIXI-FM | 6 KZOK-FM | 6 KIXI-FM |
| 7 KNBQ | 7 KYYX | 7 KYYX | 7 KZAM | 7 KMPS-FM | 7 KUBE |
| 8 KPLZ | 8 KJR | 8 KING-FM | 8 KOMO | 8 KPLZ | 8 KING-FM |
| 9 KOMO | 9 KKFX | 9 KPLZ | 9 KJR | 9 KVI | 9 KMPS-FM |
| 10 KJR | 10 KIXI-FM | 10 KVI | 10 KISW | 10 KISW | 10 KJR |

Format Reach



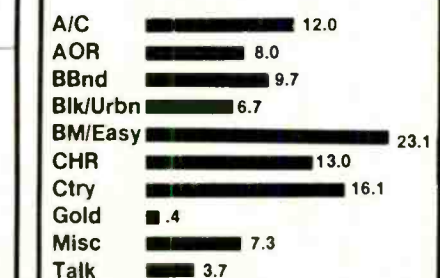
Tampa-St. Petersburg #22

Continued from Page 130

Demographic Rank

| Men 18-34 | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |
|-----------|-------------|-----------|-------------|-----------|-------------|
| 1 WRBQ | 1 WRBQ | 1 WRBQ | 1 WRBQ | 1 WQYK | 1 WRBQ |
| 2 WYNF | 2 WMGG | 2 WQYK | 2 WMGG | 2 WRBQ | 2 WQYK |
| 3 WTMP | 3 WQYK | 3 WYNF | 3 WQYK | 3 WMGG | 3 WMGG |
| 4 WQYK | 4 WTMP | 4 WMGG | 4 WJYW | 4 WSUN | 4 WJYW |
| 5 WMGG | 5 WYNF | 5 WTMP | 5 WTMP | 5 WTMP | 5 WSUN |
| 6 WSRZ | 6 WSRZ | 6 WSRZ | 6 WSUN | 6 WYNF | 6 WTMP |
| 7 WQXM | 7 WJYX | 7 WQXM | 7 WYNF | 7 WSRZ | 7 WWBA |
| 8 WSUN | 8 WQXM | 8 WSUN | 8 WSRZ | 8 WJYW | 8 WDAE |
| 9 WRXB | 9 WSUN | 9 WFLA | 9 WFLA | 9 WDAE | 9 WFLA |
| 10 WFLA | 10 WFLA | 10 WDAE | 10 WWBA | 10 WWBA | 10 WSRZ |

Format Reach



MARKET INDEX

| | | | |
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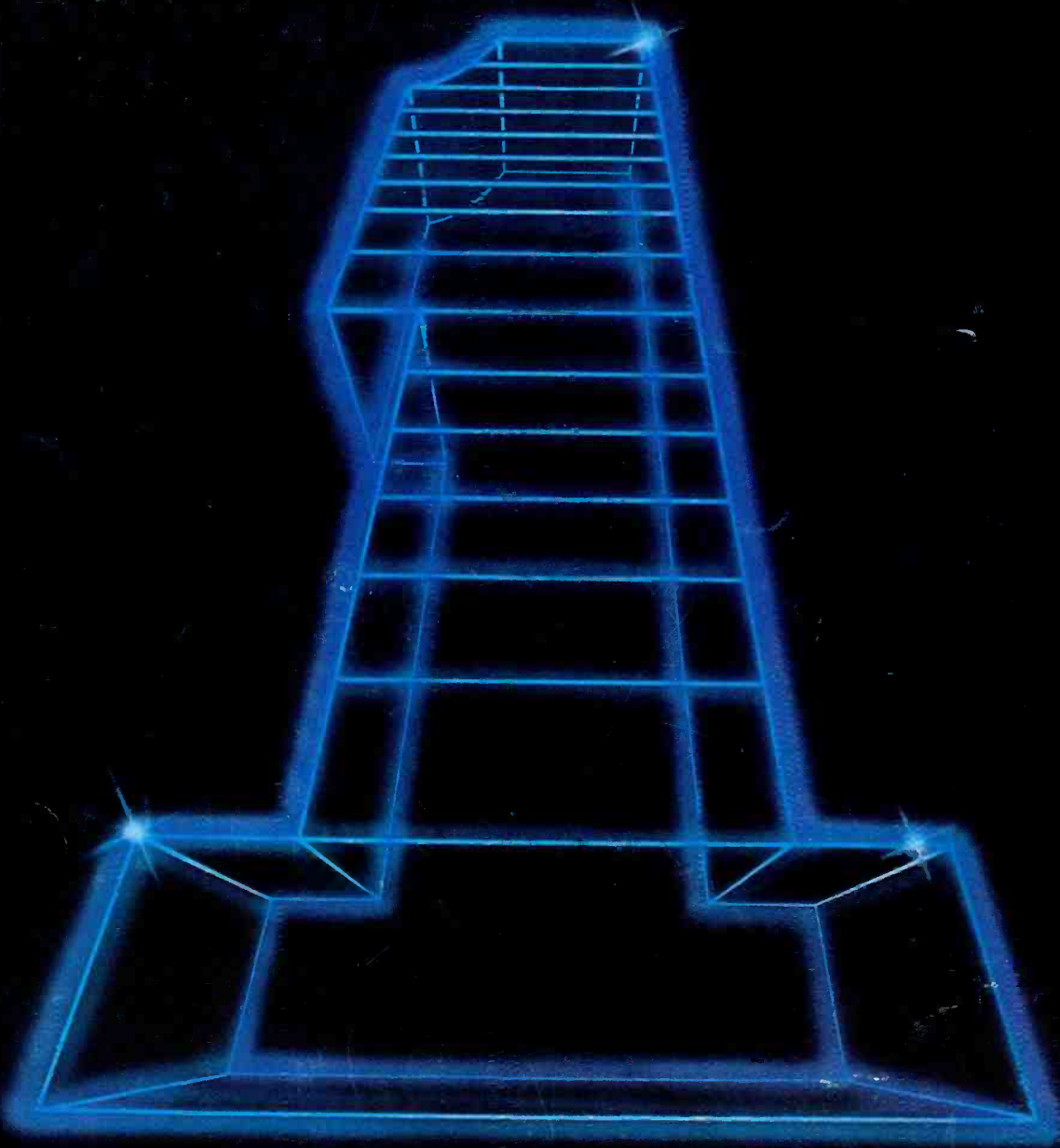


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