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SPECIAL SUPPLEMENT
APRIL 1985

R&R

RADIO & RECORDS

RATINGS REPORT

THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING



R&R
RADIO & RECORDS
DIRECTORY
A COMPLETE GUIDE TO THE RADIO INDUSTRY

New Guide To The Radio Industry

FALL '84 RESULTS FOR THE TOP 100 MARKETS — EXCLUSIVE MARKET CHARTS

COMPLETE ARBITRON DEMOGRAPHIC RANKINGS — FALL BIRCH SHARES

DRIVETIME DOMINATORS — FORMAT LEADERS

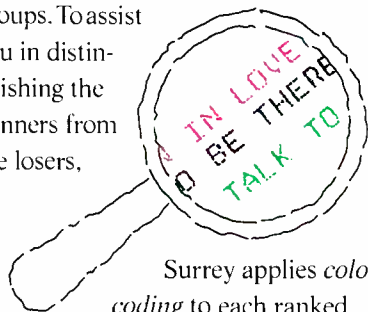
Why are more stations than ever choosing Surrey?

In the last year, Surrey Research has been privileged to experience its greatest clientele growth ever. Among reasons most commonly given for choosing Surrey are their superior quality, past performance and vast experience in radio research. Beyond this more general reasoning, some stations are pointing to more specific features. Here are just a few repeated most often.

Clearness of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our *A & O Auditorium Music Testing*. Results are presented to you alphabetically by artist, in rank-order and also in a page-by-page

cross-tabulation of each song's level of appeal to your key audience groups. To assist you in distinguishing the winners from the losers,



Surrey applies color-coding to each ranked title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.

Stringent Recruiting Methodologies

One of the most important aspects of qualified research is the assembly of those individuals whose opinions most reflect that of your *core-listener*. This approach, as opposed to the often used targeted-demo



concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them *diary-types*. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for most—ratings efficiency.

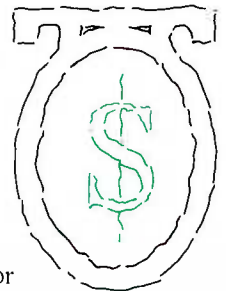
Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

the first time, through Surrey's *investment planning* and *package discounts*, many stations are conducting research programs designed to accommodate their objectives rather than just their budgets.

Through *investment planning*, stations who contract for more than one study over a period of time are now afforded the luxury of monthly payments to accommodate the total investment. Aside from the benefits derived from investment planning, by contracting for more than one study over the course of a year, additional discounts are realized. These discounts are determined by the number of projects conducted.

These are just a few of the many reasons stations are choosing Surrey. Why not let us tell you more? To arrange for a personal visit from one of our representatives, call today (303) 989-9980. We'd like to become your choice.



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WSTO

KAAY



I Come From a Land Down Under



Behind Closed Doors



I've Seen Fire and I've Seen Rain



She Believes in Me



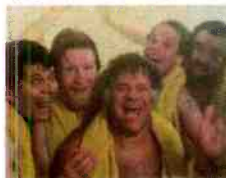
Play Me Some Mountain Music

WJFM WMJI KRAK WHOT WWKA/K92 WAIV KNIX WWWM/3WM KIKK KAYY

KEEL



You Got to Know When to Hold 'em, Know When to Fold 'em



When You're Hot, You're Hot



Yesterday, Love Was Such an Easy Game to Play



Beat It



Parsley, Sage, Rosemary and Thyme

KIZN WCHY WKLH/K92 KZZX KWEN/K95 WNSN WTAR KSON WVOR WPFR

WHK

KFQD



Might as Well Jump



Good, Good, Good, Good Vibrations



Just Can't Wait to Get On the Road Again



All Night Long



Mamas Don't Let Your Babies Grow up to be Cowboys

WSFM WASH KLOZ/K102 KSAQ/Q96 WNAP WPTR KCEE WYYY/Y94 WCAW

WKDA

WDAF



Stand by Your Man



You Picked a Fine Time to Leave Me Lucille



Only the Lonely



Break It to Me Gently



Oh Lord, It's Hard to be Humble

WJET WUSY WNKX/KIX95 WCXI WHYN/Y93 KSPZ/Z93 WJKZ WOWW WWMJ

KXXY

WOW

100

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New Information Guide Lists Industry Sources

Beginning with this issue, the R&R Ratings Report will feature an industry-wide directory of broadcast products and services. This guide was developed due to popular demand, and was compiled for quick and easy reference and consultation. It contains sections on national rep firms, research companies, consultants, media brokers, national networks, program suppliers, and trade associations.

Future directories will also include listings of major broadcast groups, record companies, and equipment manufacturers.

Keep this edition of the R&R Ratings Report on your desk or audio console, and consult it whenever you need the address of your consultant or a rep company. You'll be glad you did.

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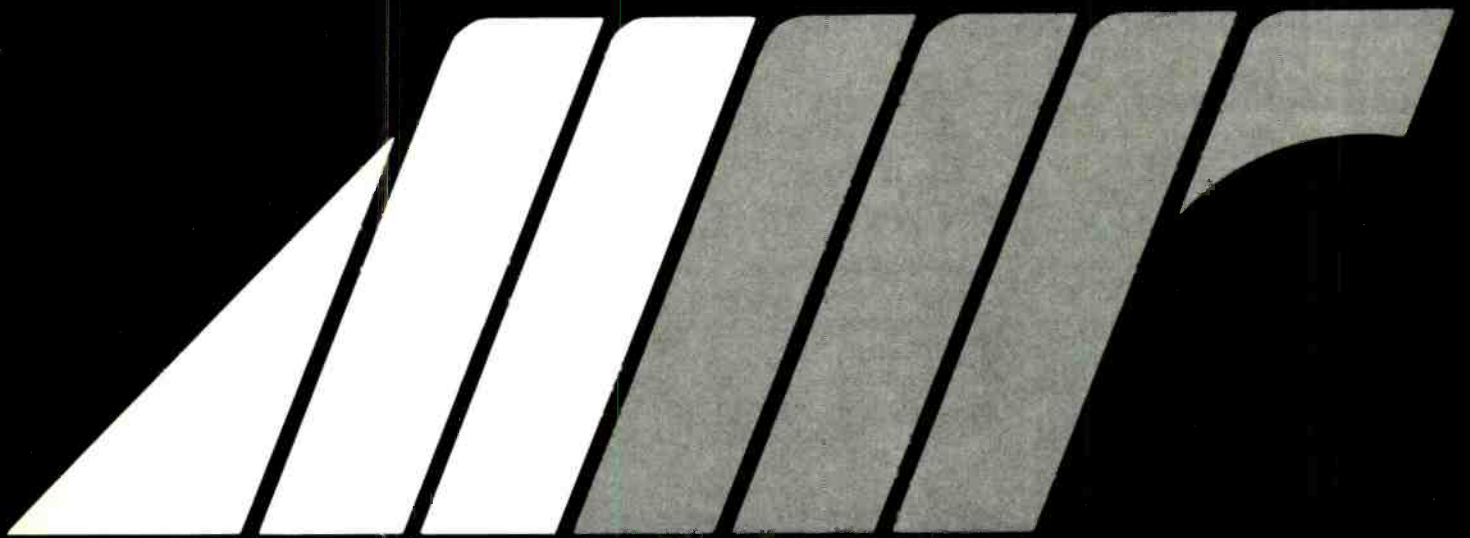
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REPS/See Page 8

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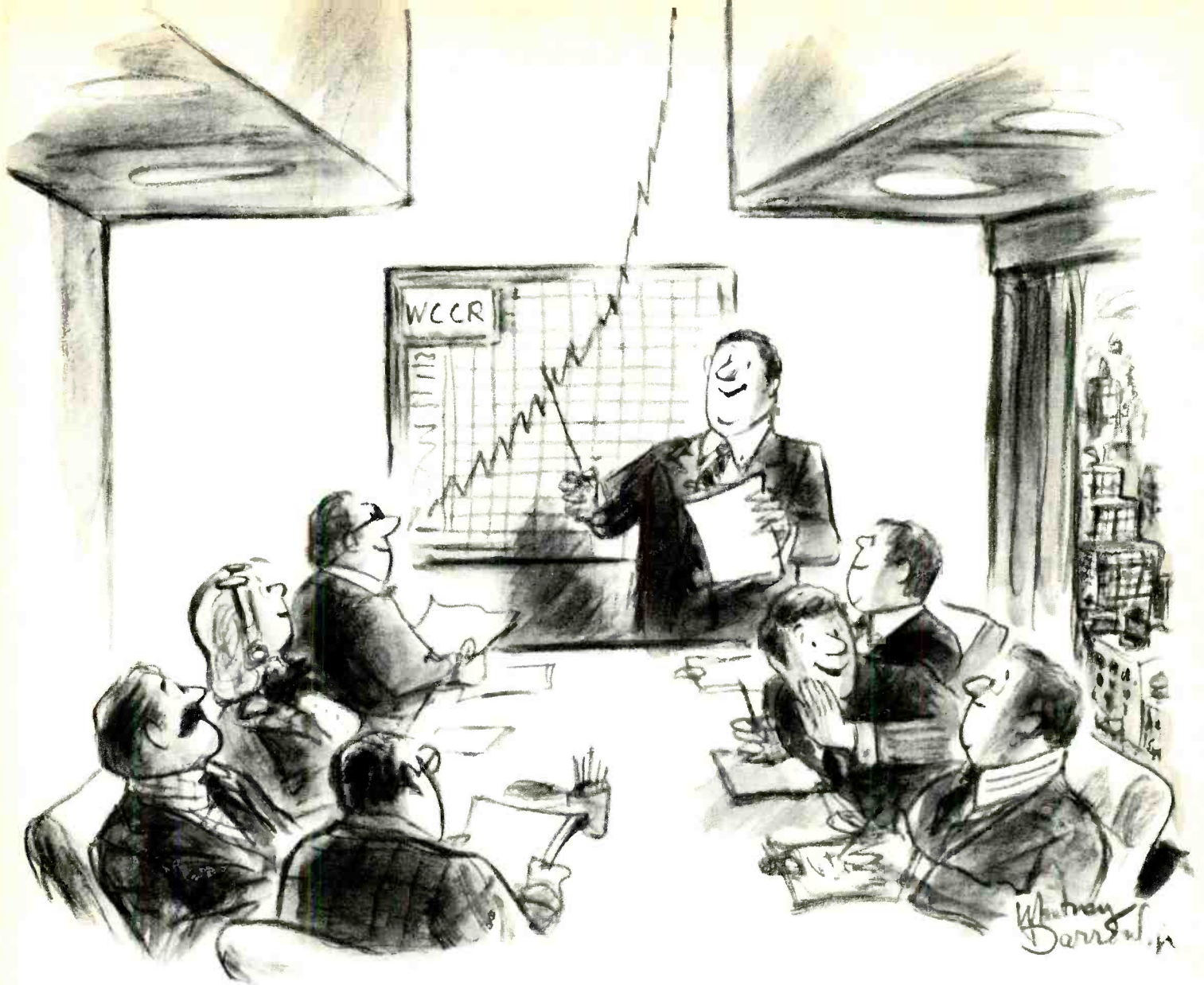
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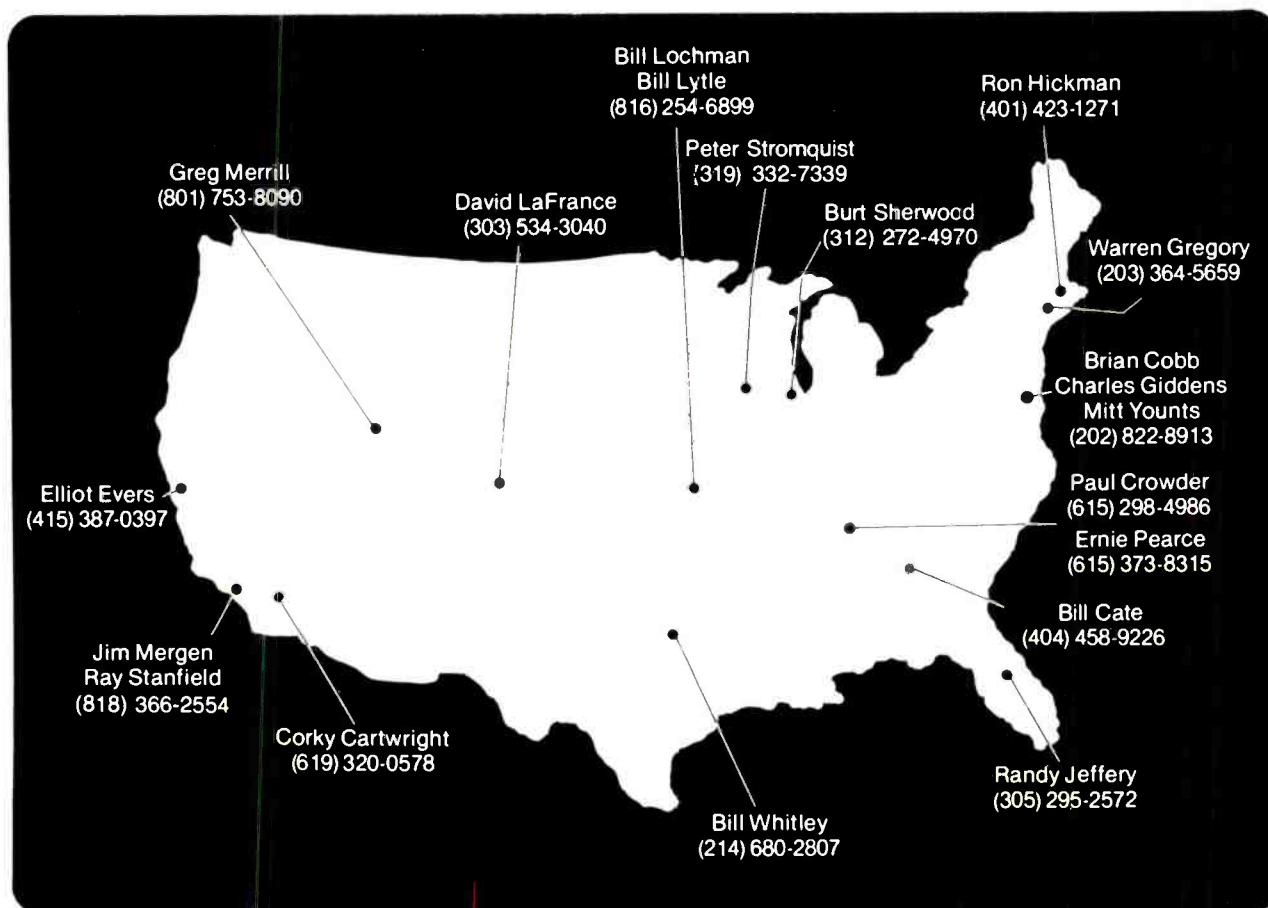
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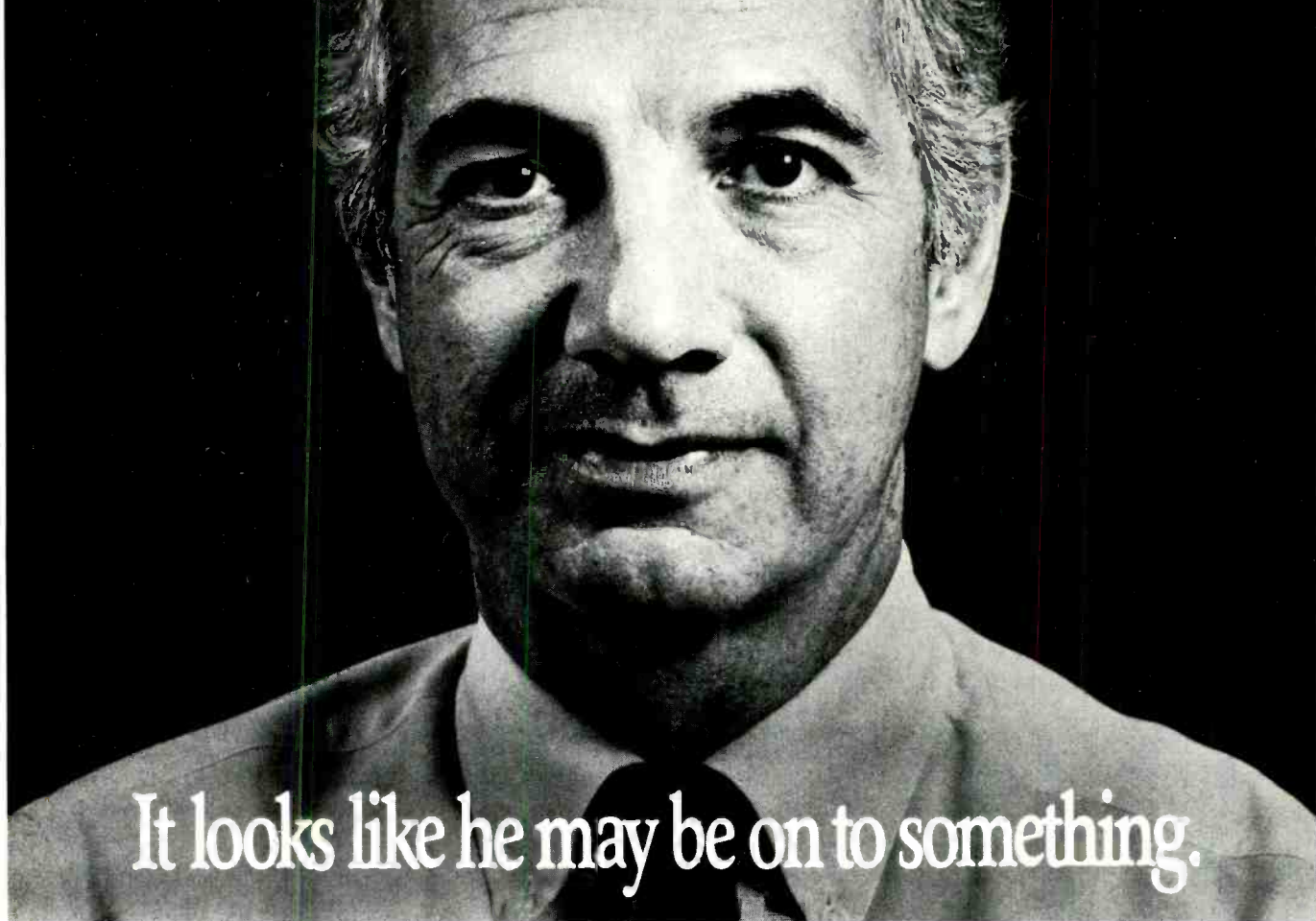
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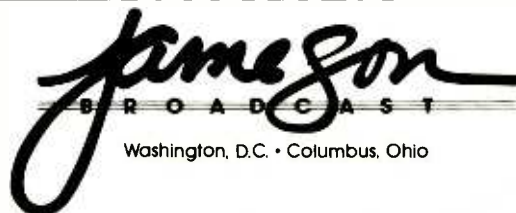
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A/C Growth, CHR Fragmentation, New Metro Definitions Highlight Fall '84 Survey Results

The highlights of the fall 1984 Arbitron survey were founded mainly in Adult/Contemporary, which garnered a larger share of listening in the top 100 metros (now just under 23% of the audience at any given quarter hour) than in our previous Ratings Reports. Because of this continued growth, this adaptable format remains the king of the ratings hill.

Meanwhile, Contemporary Hit Radio (CHR) saw its overall stance this sweep remain virtually as strong as in the spring '84 analysis. However, as more and more stations converted to this format and jumped on the CHR popularity bandwagon, some leading CHRs experienced noticeable share slippage. This is probably an inevitable outcome for stations which attract such a large and enviable audience.

Several new metro definitions, based on the 1980 Census data, were incorporated in this survey and affected a number of markets. As a result, this Ratings Report includes some new entries in the top 100 derby while others dropped out, and some metros saw a nice jump to healthier rank positions. When buying or evaluating markets according to the results of this sweep, remember that some may have seen metro changes. Be sure to inquire.

A few other key points you may want to keep in mind:

- Compared to the spring '84 tabulations, AOR showed the most notable slippage. Primarily because of softness in the South, AOR was down about 10% in 12+ numbers.

draping in black lately, did experience some slippage. This resulted in only a 7% decline, however, which doesn't amount to much of a drop.

- The Arbitron and Birch results were released with speed not seen in recent books, and at press time there had been no serious problems noted with any of the Arbitron data. The only real controversy this sweep arose in Oklahoma City, where there was a 12% sample shortfall.

- Rumors of diary tampering affecting the quality of

the results have yet to be proven. The Postal Service and Arbitron have conducted investigations which have so far yielded no signs of sabotage.

Before I sign off and let you make your way through this collection of data (and the new **R&R Industry Directory**, a regular feature beginning with this issue), let me take a moment to make sure the supporting cast is duly recognized for its tremendous efforts in getting this Ratings Report out in record time. First, sincere appreciation to **Gil Bond** and his **Market-Buy-Market** computerized ratings system for supplying the research data and ratings breakouts. Also, hearty thanks to each and every member of the **R&R** editorial staff who brought this giant task down to size: Senior Associate Editor **Keith Attarian**, for coordinating the general work flow and organizing the production schedule; Associate Editors **Jaye Case**, **Hurricane Heeran**, and **Sean Ross**, and Editorial Assistants **Susan Bravman**, **Gregory Leschishin**, and **Nancey Rabiner**, whose assistance was invaluable and vital; Art Director **Richard Zumwalt**, Production Director **Richard Agata**, and the rest of the **R&R** Production Department — **Teresa Chavez**, **Marilyn Frandsen**, **Maureen Garvey**, **Lucie Morris**, **Todd Pearl**, **Kent Thomas**, **Gary Van Der Steur**, and **Roger Zumwalt** — whose talents were irreplaceable in making this report a physical reality; Managing Editor **Jeff Green**, Executive Editor **Gail Mitchell**, and Editor **Ken Barnes**, whose editorial guidance and input was immeasurable; and Specials Editor **Reed Bunzel**, who supervised the pace and coordinated the project from start to finish. Most of all, I would like to express my gratitude to the **R&R** Computer Services Department — Director **Dan Cole**, and **Lee Clark** and **Mike Lane** — for their technical expertise in developing a new program to process virtually all Arbitron data used in this report.

And — thanks to all of you for your feedback on past Ratings Reports. Hope you enjoy this expanded edition as much. Now . . . dig in!

— **Jhan Hiber**

GLOSSARY OF TERMS

☐ Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for advertisers/agencies; microcomputer access for broadcasters.

☐ Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and reach and frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

☐ Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

☐ Ascription —

A statistical technique used by Arbitron that allocates radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's Total All Listening Output; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that country, a technique also known as Automatic Slogan Assignment.

☐ Audience Trends —

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

☐ Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

☐ Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

☐ Away-From-Home Listening —

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

☐ BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

☐ Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals; or during the survey due to poor return rates.

☐ Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

☐ Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

☐ Cume Daypart Combinations —

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

☐ Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

☐ Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

☐ Daypart —

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

☐ Demographic Categories —

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

☐ Differential Survey Treatment (DST) —

Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

☐ Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

GLOSSARY OF TERMS

☐ Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

☐ Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

☐ Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

☐ Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALC.

☐ Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

☐ Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

☐ Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

☐ High Density Ethnic Areas —

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

☐ Hour-By-Hour Estimates —

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

☐ In-Tab Sample —

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

☐ Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

☐ Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

☐ Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

☐ Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

☐ Schedule Reach (Schedule Cume) —

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

☐ Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

☐ Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

☐ Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted"

☐ Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more upward weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

ARBITRON SURVEY FORMULAS

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports. Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

Question: How much time does the average person spend listening to a station?

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the dayparts are:

Mon-Fri	6-10am	80	quarter hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

Formula:

TSL =

Average ¼ hour Audience X Quarter-Hours in Daypart

Cume Audience

Applications:

- Compare a station's TSL figure with other similarly-formatted station's TSLs.
- Compute a market TSL average by calculating the TSL for each station and taking an average.

Question: How many different groups of people contribute to a station's average audience?

Answer: Calculate the station's **TURNOVER RATIO (T/O)**.

Formula:

Cume Audience

T/O = _____

Average ¼ hr Audience

Application:

- Compare Turnover Ratios of stations in the market.
- Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- Compare T/Os in different dayparts.

Question: How well is a station reaching its target audience?

Answer: Compare TSL figures for your target audience and your total audience to compute an **ETA (Efficiency of Target Audience)** figure.

Formula:

Target Audience TSL

ETA = _____

Total Audience TSL

The higher the ETA, the better the station is reaching its target audience.

Applications:

- Calculate which demographic is most efficiently reached on a station.
- Compare different dayparts to determine the time of the greatest ETA.
- Compare ETAs of different stations with similar target audiences.

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ARBITRON SURVEY FORMULAS

Question: How can I determine the usable sample size for any demo in any market report?

Answer: Use the Page 3 data to determine the number of raw (unweighted) diaries used in each cell. The following formula applies.

Formula:

$$\frac{\text{Percent of Unweighted in-tab for whatever demo} \times \text{metro in-tab total}}{\text{Sample Size for any age/sex cell}}$$

For example, Men 18-24 unweighted in-tab = 10%

$$\times$$

$$1200 \text{ total metro diaries}$$

$$1200 \times 10\% \times 120$$

120 diaries were used to represent the listening of all the males 18-24 in the market.
[Page 3 now lists the in-tab figures by demo.]

Question: What percentage of listeners in one time period also listens to a station in another time period?

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

$$\frac{\text{Percent Recycling} = \frac{\text{Cume Audience listening to both of two time periods.}}{\text{Cume Audience listening to one of the two time periods}}}$$

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents

the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (weekends).
- Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- Compare recycling of target audience for a station vs. total audience.
- Compare recycling between stations.

Question: During which hours does a station best reach its listeners?

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

This formula can be used with both average audience figures and shares.

Formula:

$$\frac{\text{Hour-By-Hour Index} = \frac{\text{Mon-Fri Hour-By-Hour figure}}{\text{Mon-Fri 6am-Mid figure}}}$$

Applications:

- Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- Compare with other stations in as much detail as desired.
- Compare index figures Men vs. Women.

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ARBITRON SURVEY FORMULAS

Question: How much of a station's audience listens only to that station?

Answer: Calculate percentage of Cume Audience that's exclusive.

Formula:

$$\text{Percent Exclusive} = \frac{\text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- A) Compare Percent Exclusive Cumes of various stations.
- B) Chart station's Percent Exclusive Cume over major dayparts.
- C) Compare Percent Exclusive Cumes demographically (Men 18+, for example).

Question: How does a specific station stack up against the market average of Away-From-Home listening?

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

Formula:

$$\text{AFH Listening Index} = \frac{\text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

Applications:

- A) Calculate AFH Listening Indexes for similarly-formatted stations.
- B) Determine difference (if any) between AM and FM station's AFH Listening Indexes.
- C) Compute AFH Listening Indexes for different dayparts and demographics.

Question: Which are the most available audiences during certain times of the day?

Answer: Chart the demographic share of the audience hour by hour.

Formula:

$$\text{Hour-By-Hour Demographic Share} = \frac{\text{Target Audience Avg. Listening for market}}{\text{Total Audience 12+ Avg. Listening}}$$

Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.

Applications:

- A) Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- B) Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- C) Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.

DR. DEMENTO

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FORMAT PREFERENCE CHARTS

Each radio market has its own individual audience composition. Because of this, listener format preference can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Preference Charts on this and the following pages outline listener format preference throughout the U.S. during the fall '84 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the "R&R Ratings Report" was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format preference numbers shown here.

A/C 22.9%

CHR 17.4%

Country 14.1%

BM/Easy 11.3%

AOR 10.7%

Black/Urban 8.0%

News/Talk 6.3%

Big Band 2.8%

Spanish 1.5%

Gold 1.3%

Religious 1.2%

Classical .8%

Misc .8%

Jazz .1%

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, **News**—News, **Rel**—Religious, **Span**—Spanish, **Talk**—Talk.



More people listen to BMI than
to their mothers.

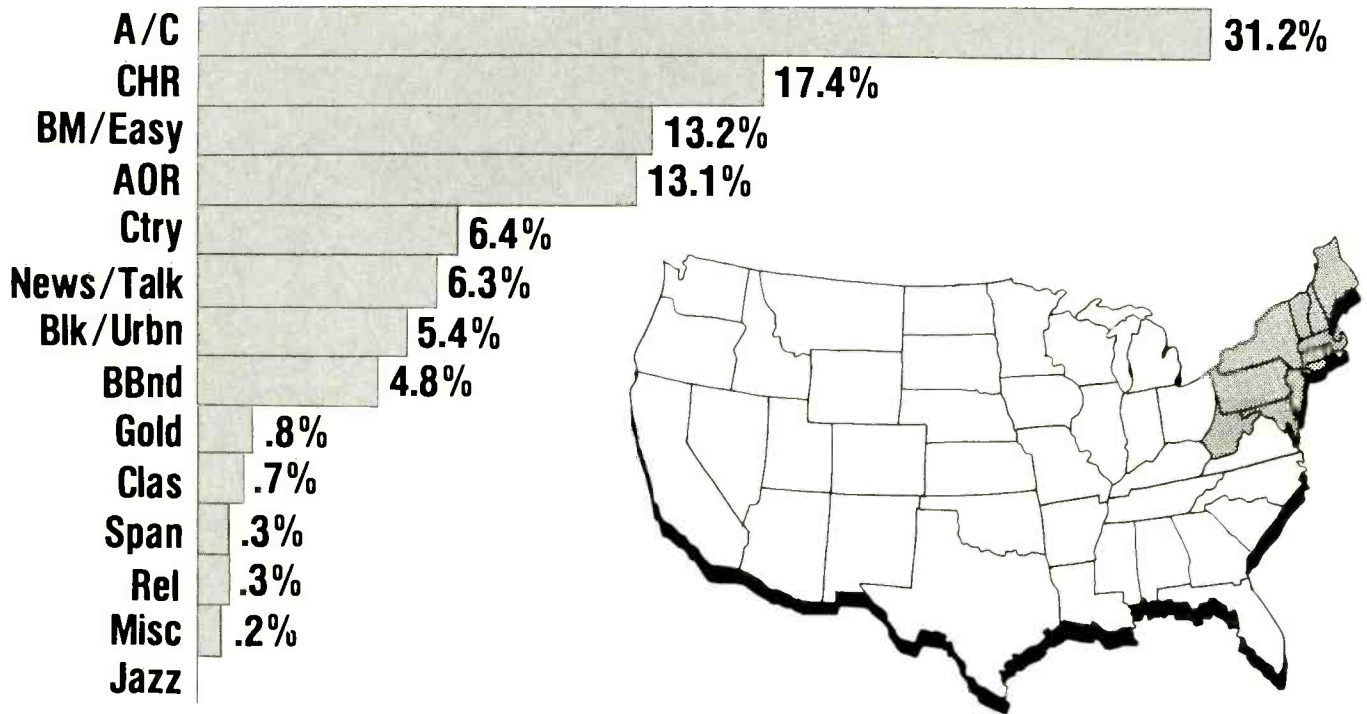
And more moms listen to BMI, too.
Because most of the music played on radio
is licensed by BMI. If anyone tries to tell
you differently, don't listen.



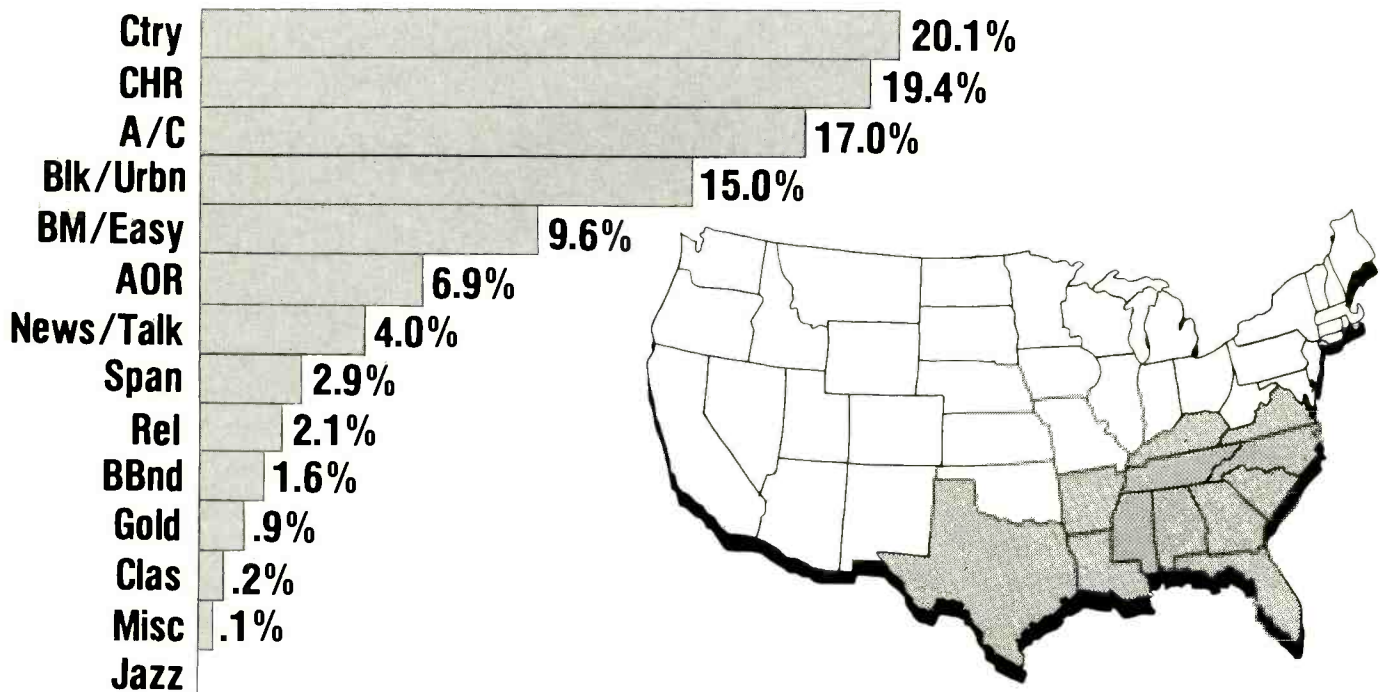
So remember, keep your feet
off the furniture, don't play with
your food, and keep playing plenty
of BMI music.

Wherever there's music, there's BMI.

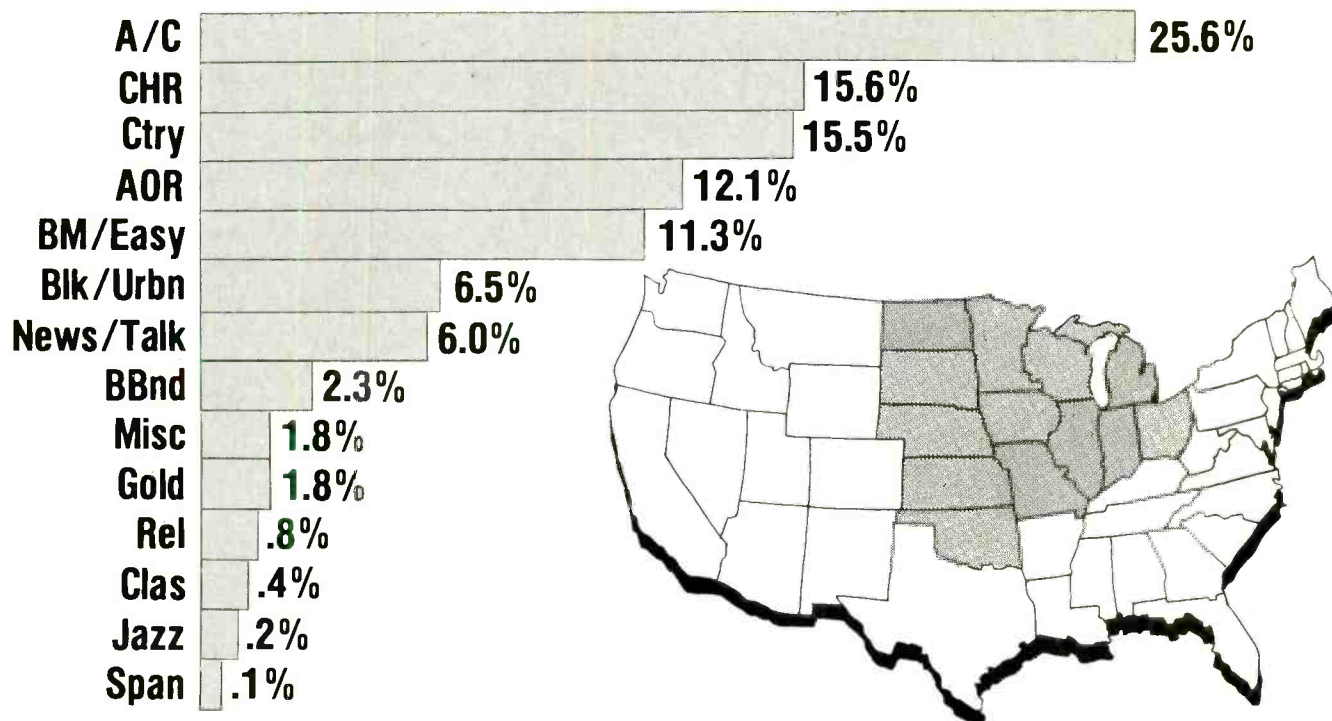
EAST



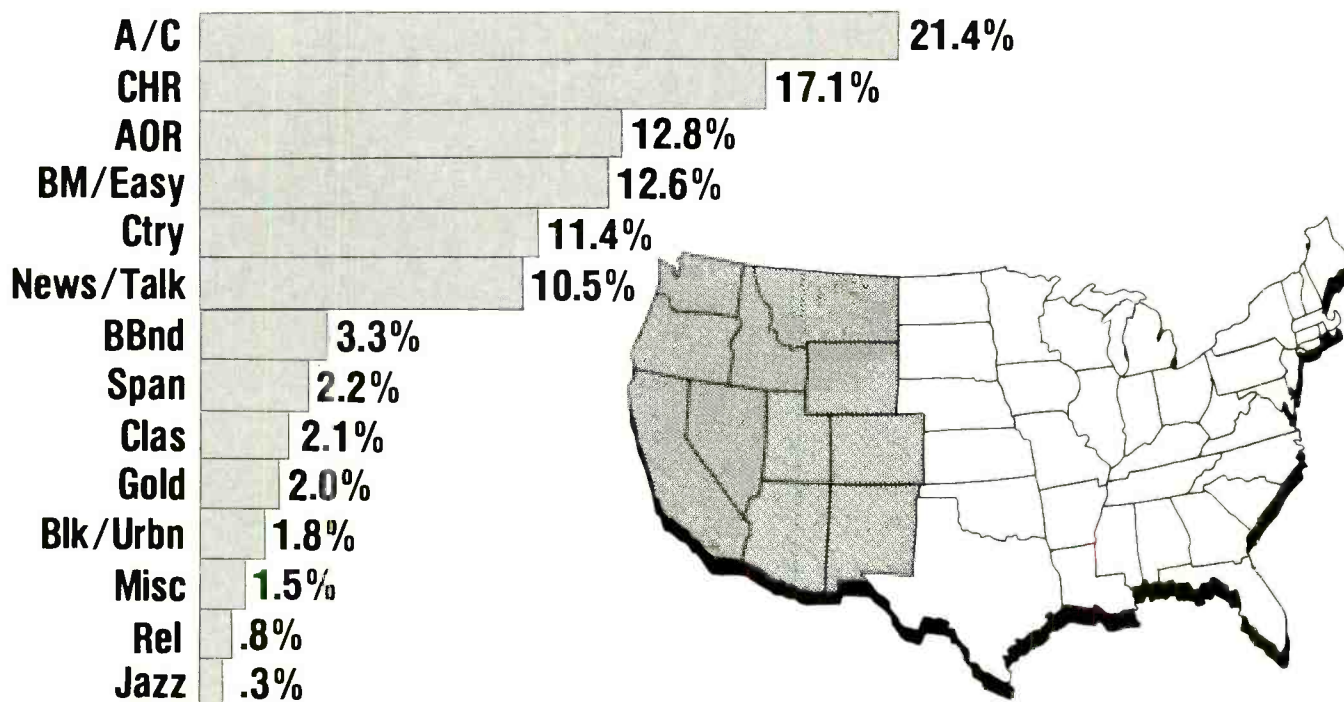
SOUTH



MIDWEST



WEST



FORMAT LEADERS

NATIONAL ALL-FORMAT

AQH		CUME	
1.	KFAB/Omaha (A/C)28.3	1.	WHTZ/New York (CHR)2,670,000
2.	KGBT/McAllen-Brownsville (Span)21.9	2.	WINS/New York (News).....2,546,900
2.	WQUT/Johnson City (CHR)21.9	3.	WPLJ/New York (CHR)2,458,900
4.	WCOS-FM/Columbia (Ctry)21.7	4.	WCBS/New York (News).....2,111,700
5.	WIVK-FM/Knoxville (Ctry)21.6	5.	KIIS-FM/Los Angeles (CHR)2,017,600
6.	WCCO/Minneapolis-St. Paul (A/C)21.4	6.	WRKS/New York (B/U).....1,817,500
6.	WXBQ/Johnson City (Ctry)21.4	7.	WOR/New York (Talk)1,656,900
8.	KMOX/St. Louis (Talk)20.6	8.	WKTU/New York (CHR)1,636,700
9.	WTIC/Hartford (A/C).....18.6	9.	WNBC/New York (A/C)1,634,200
10.	KIHK/Quad Cities (CHR)17.9	10.	WABC/New York (Talk)1,506,300
10.	WSKZ/Chattanooga (CHR).....17.9	11.	WBLS/New York (B/U)1,493,500
12.	WFMF/Baton Rouge (CHR).....17.8	12.	WNEW-FM/New York (AOR).....1,478,000
13.	KASE/Austin (Ctry)17.5	13.	WYNY/New York (A/C).....1,444,100
13.	WICC/Bridgeport (A/C)17.5	14.	WGN/Chicago (Talk)1,394,800
15.	WVIC-FM/Lansing (CHR)17.1	15.	WPIX/New York (A/C).....1,328,700
16.	WYLD-FM/New Orleans (B/U)16.7	16.	WAPP/New York (CHR)1,312,000
17.	WIOG/Saginaw (CHR)16.6	17.	WBBM/Chicago (News)1,202,400
18.	WKSJ-FM/Norfolk (Ctry)16.5	18.	WHN/New York (Ctry)1,169,600
18.	WSSX/Charleston (CHR)16.5	19.	WPAT-FM (B/EZ)1,104,900
20.	KOB-FM/Albuquerque (A/C).....16.3	20.	WRFM/New York (B/EZ)1,103,400
21.	KHFI/Austin (CHR)16.0	21.	WLTW/New York (A/C)1,102,700
21.	WHIO-FM/Dayton (B/EZ)16.0	22.	WBBM-FM/Chicago (CHR)1,060,900
21.	WIBC/Indianapolis (A/C)16.0	23.	KFWB/Los Angeles (News)1,041,500
24.	WYYY/Syracuse (A/C)15.9	24.	WNEW/New York (BBnd)1,034,100
25.	WIZM-FM/Norfolk (AOR)15.8	25.	KYW/Philadelphia (News).....1,030,200
25.	WSOC-FM/Charlotte (Ctry).....15.8		

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FORMAT LEADERS

ADULT/CONTEMPORARY

	AQH		CUME
1. KFAB/Omaha-Council Bluffs	28.3	1. WNBC/New York	1,634,200
2. WCCO/Minneapolis-St. Paul	21.4	2. WYNY/New York	1,444,100
3. WTIC/Hartford	18.6	3. WPIX/New York	1,328,700
4. WICC/Bridgeport	17.5	4. WLTW/New York	1,102,700
5. KOB-FM/Albuquerque	16.3	5. KOST/Los Angeles	951,900
6. WIBC/Indianapolis	16.0	6. WCCO/Minneapolis-St. Paul	787,200
7. WYYY/Syracuse	15.9	7. WCLR/Chicago	689,900
8. WCRZ/Flint	15.6	8. KDKA/Pittsburgh	683,100
9. WHBC/Canton	15.1	9. WLAK/Chicago	660,100
10. KDKA/Pittsburgh	14.9	10. WMAL/Washington	638,900
11. WVOR/Rochester	14.7	11. KMGG/Los Angeles	636,700
12. WBT/Charlotte	13.3	12. WBZ/Boston	629,800
13. WIVY/Jacksonville	13.2	13. WHDH/Boston	619,000
14. KOB/Albuquerque	13.0	14. WFYR/Chicago	609,800
15. WJYO/Orlando	12.9	15. KVIL-FM/Dallas-Ft. Worth	599,500
16. WHNN/Saginaw	12.6	16. WMGK/Philadelphia	568,200
17. WSYR/Syracuse	12.3	17. KYUU/San Francisco	530,200
18. KSSK/Honolulu	12.1	18. WNIC-FM/Detroit	524,500
19. WRAL/Raleigh-Durham	12.0	19. KHTZ/Los Angeles	519,200
19. WTMJ/Milwaukee	12.0	20. KFI/Los Angeles	515,300
21. WRVA/Richmond	11.9	21. WIP/Philadelphia	512,000
22. WELI/New Haven	11.5	22. KIOI/San Francisco	495,400
23. WSGW/Saginaw	11.4	23. KLTR/Houston-Galveston	480,400
23. WFBC-FM/Greenville	11.4	24. WROR/Boston	432,600
25. WSBA/York	11.1	25. WOMC/Detroit	429,800

AOR

	AQH		CUME
1. WIMZ-FM/Norfolk	15.8	1. WNEW-FM/New York	1,478,000
2. WLVQ/Columbus	14.9	2. KLOS/Los Angeles	946,400
3. KEZO/Omaha	14.2	3. KMET/Los Angeles	855,900
4. WTPA/Harrisburg	13.3	4. WMMR/Philadelphia	658,200
5. KSHE/St. Louis	12.0	5. WLUP/Chicago	616,800
6. WWCK/Flint	11.9	6. KROQ-FM/Los Angeles	592,400
7. WAAF/Worcester	11.8	7. WRIF/Detroit	584,600
7. WPYX/Albany	11.8	8. WMET/Chicago	571,700
7. WXLN/Quad Cities	11.8	9. WBCN/Boston	555,600
10. WTUE/Dayton	11.5	10. WLLZ/Detroit	489,500
11. WFYV/Jacksonville	11.4	11. WYSP/Philadelphia	483,200
12. WFBQ/Indianapolis	11.3	12. KLOL/Houston-Galveston	481,600
13. WIOT/Toledo	11.2	13. KSRR/Houston-Galveston	449,300
14. KKDJ/Fresno	11.1	14. WIOQ/Philadelphia	437,600
14. KPOI/Honolulu	11.1	15. WWDC-FM/Washington	419,300
16. WMMS/Cleveland	10.9	16. KSHE/St. Louis	386,400
17. KLAQ/El Paso	10.6	17. WDVE/Pittsburgh	379,700
18. KOMP/Las Vegas	10.4	18. WIYY/Baltimore	377,100
19. WQMF/Louisville	10.3	19. WXRT/Chicago	373,000
20. WKDF/Nashville	10.2	20. WMMS/Cleveland	345,600
21. KICT/Wichita	10.0	21. KTXQ/Dallas-Ft. Worth	339,700
21. WMMS/Cleveland (Akron book)	10.0	22. KZEW/Dallas-Ft. Worth	327,400
23. WLAV-FM/Grand Rapids	9.9	23. KFOG/San Francisco	317,800
24. KATT-FM/Oklahoma City	9.8	24. WKLS-FM/Atlanta	315,700
24. WHJY/Providence	9.8	25. KQRS-AM & FM/Minneapolis-St. Paul	310,400

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FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH

CUME

1. WYLD-FM/New Orleans	16.7
2. WBLX/Mobile	15.3
3. WDZZ/Flint	13.2
4. WWWZ/Charleston	13.0
5. WENN-FM/Birmingham	11.8
6. WHRK/Memphis	11.7
7. WJTT/Chattanooga	11.2
8. WPEG/Charlotte-Gastonia	10.9
9. WQMG/Greenville	10.6
10. WPLZ/Richmond	10.5
11. KMJQ/Houston-Galveston	9.4
11. WGOK/Mobile	9.4
13. WWDW/Columbia	9.1
14. WTLC/Indianapolis	8.8
15. WTKL/Baton Rouge	8.6
16. WVEE/Atlanta	8.5
17. WJAX-FM/Jacksonville	8.4
18. WLOU/Louisville	8.3
19. WQKS/Richmond	8.1
19. WQQK/Nashville	8.1
19. WXOK/Baton Rouge	8.1
22. KMJM/St. Louis	7.7
22. KQXL/Baton Rouge	7.7
24. WOWI/Norfolk	7.5
25. KWTB/Little Rock	7.3
25. WKYS/Washington	7.3

1. WRKS/New York	1,817,500
2. WBLS/New York	1,493,500
3. WBMX-FM/Chicago	880,100
4. WGCI-FM/Chicago	874,400
5. WUSL/Philadelphia	583,900
6. WJLB/Detroit	524,500
7. KMJQ/Houston-Galveston	502,800
8. KJLH/Los Angeles	498,500
9. KSOL/San Francisco	494,800
10. WHUR/Washington	464,700
11. WDAS-FM/Philadelphia	456,000
12. WKYS/Washington	445,300
13. WDRQ/Detroit	417,700
14. KUTE/Los Angeles	408,600
15. KDAY/Los Angeles	386,000
16. WVEE/Atlanta	338,100
17. KKDA-FM/Dallas-Ft. Worth	337,000
18. KBLX/San Francisco	328,300
19. KACE/Los Angeles	325,800
20. WJPC/Chicago	311,300
21. WLIB/New York	299,000
22. WDJY/Washington	283,300
23. WXYV/Baltimore	271,900
24. KMJM/St. Louis	237,800
25. WEDR/Miami	223,600

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AQH

CUME

1. WHIO-FM/Dayton	16.0
2. WHBC-FM/Canton	14.9
3. WEZK/Knoxville	14.8
4. WEZN/Bridgeport	14.7
5. WEAT-FM/West Palm Beach	14.4
6. WSRS/Worcester	14.1
7. WFMZ/Allentown	13.9
8. WWBA/Tampa	13.3
9. WLKW-FM/Providence	13.1
10. KKNK/Oklahoma City	12.6
11. WEZO/Rochester	12.5
12. WOOD-FM/Grand Rapids	12.0
13. WLQR/Toledo	11.9
14. KJYK/Tucson	11.8
14. WGER/Saginaw	11.8
16. KXTZ/Las Vegas	11.6
17. WDEF-FM/Chattanooga	11.2
18. WKBN-FM/Youngstown	10.8
19. WHP-FM/Harrisburg	10.6
20. KSFI/Salt Lake City	10.5
20. KTSM-FM/El Paso	10.5
20. WFOG/Norfolk	10.5
23. KBEZ/Tulsa	10.2
23. WZEZ/Nashville	10.2
25. WNAK/Wilkes Barre-Scranton	9.9

1. WPAT-FM/New York	1,104,900
2. WRFM/New York	1,103,400
3. KBIG/Los Angeles	927,100
4. KJOI/Los Angeles	780,100
5. WPAT/New York	762,900
6. WLOO/Chicago	712,700
7. WEAZ/Philadelphia	677,500
8. WJOI/Detroit	597,400
9. WGAY/Washington	475,200
10. KODA/Houston-Galveston	462,300
11. WLYF/Miami	400,600
12. KMEZ-FM/Dallas-Ft. Worth	372,400
13. KABL-FM/San Francisco	360,900
14. KSFO/San Francisco	359,200
15. WLIF/Baltimore	358,200
16. WSHH/Pittsburgh	356,000
17. KNOB/Los Angeles	345,400
18. KABL/San Francisco	343,100
19. WJIB/Boston	340,400
20. WPCH/Atlanta	325,300
21. WWBA/Tampa	323,100
22. KOIT-FM/San Francisco	311,000
23. KOSI/Denver	308,300
24. WHUE-FM/Boston	286,400
25. WLKW-FM/Providence	282,800

FORMAT LEADERS

CONTEMPORARY HIT RADIO

AQH		CUME	
1.	WQUT/Johnson City21.9	1.	WHTZ/New York2,670,000
2.	KIHK/Quad Cities17.9	2.	WPLJ/New York2,458,900
2.	WSKZ/Chattanooga17.9	3.	KIIS-FM/Los Angeles2,017,600
4.	WFMF/Baton Rouge17.8	4.	WKTU/New York1,636,700
5.	WVIC-FM/Lansing17.1	5.	WAPP/New York1,312,000
6.	WIOG/Saginaw16.6	6.	WBBM-FM/Chicago1,060,900
7.	WSSX/Charleston16.5	7.	WLS/Chicago964,800
8.	KHFI/Austin16.0	8.	WLS-FM/Chicago848,200
9.	KAMZ/El Paso15.7	9.	WCAU-FM/Philadelphia845,700
9.	WHOT-FM/Youngstown15.7	10.	KKHR/Los Angeles810,600
11.	WNOK-FM/Columbia15.1	11.	KIQQ/Los Angeles789,000
12.	KQKQ/Omaha14.4	12.	WKQX/Chicago750,700
13.	WTIC-FM/Hartford14.1	13.	WHYI/Miami703,000
14.	KKYK/Little Rock14.0	14.	KKBQ-FM/Houston-Galveston671,900
14.	WABB-FM/Mobile14.0	15.	WHYT/Detroit625,800
16.	KKXX/Bakersfield13.9	16.	WHTT/Boston602,100
17.	KZZB/Beaumont-Port Arthur13.7	17.	WXKS-FM/Boston559,000
18.	WKCI/New Haven13.6	18.	KFRC/San Francisco552,000
19.	WRVQ/Richmond13.4	19.	WCZY/Detroit542,700
20.	KEYN/Wichita12.5	20.	WINZ-FM/Miami536,700
20.	WHYI/Miami (West Palm Beach book)12.5	21.	WZGC/Atlanta510,700
22.	KZZU/Spokane12.2	22.	WQXI-FM/Atlanta488,000
23.	KRQQ/Tucson11.8	23.	WHTZ/New York (Nassau book)487,500
24.	KLUC/Las Vegas11.2	24.	WRQX/Washington484,200
25.	WRBQ-FM/Tampa11.2	25.	WAGO/Chicago477,600

COUNTRY

COUNTRY		AQH	CUME		
1.	WCOS-FM/Columbia	21.7	1.	WHN/New York	1,169,600
2.	WIVK-FM/Knoxville	21.6	2.	WMAQ/Chicago	618,900
3.	WXBQ/Johnson City	21.4	3.	WUSN/Chicago	508,000
4.	KASE/Austin	17.5	4.	KIKK-FM/Houston-Galveston	490,400
5.	WKSJ-FM/Mobile	16.5	5.	WBAP/Dallas-Ft. Worth	443,600
6.	WSOC-FM/Charlotte	15.8	6.	KZLA/Los Angeles	437,200
7.	KVOO/Tulsa	14.1	7.	KLAC/Los Angeles	374,400
8.	KUZZ/Bakersfield	13.9	8.	KSCS/Dallas-Ft. Worth	348,800
9.	WTQR/Greensboro	13.7	9.	KPLX/Dallas-Ft. Worth	332,200
10.	WEZL/Charleston	13.5	10.	WMZQ-AM & FM/Washington	325,900
11.	WWKA/Orlando	13.4	11.	KSAN/San Francisco	310,900
12.	KFDI-FM/Wichita	12.6	12.	WKHX/Atlanta	306,100
12.	WKCQ/Saginaw	12.6	13.	KXAS/Houston-Galveston	301,100
14.	KYKR/Beaumont-Port Arthur	12.4	14.	WXTU/Philadelphia	279,200
15.	WZZK/Birmingham	12.1	15.	WDAF/Kansas City	272,900
16.	KDRK/Spokane	11.8	16.	KEEY/Minneapolis-St. Paul	266,000
17.	WQIK-FM/Jacksonville	11.7	17.	WPOC/Baltimore	254,900
18.	WSM-FM/Nashville	11.5	18.	WWWW/Detroit	253,700
19.	WAMZ/Louisville	11.4	19.	KNEW/San Francisco	251,500
19.	WDAF/Kansas City	11.4	20.	WIL-FM/St. Louis	251,400
21.	WUSY/Chattanooga	10.8	21.	KNIX-FM/Phoenix	241,300
22.	WCUZ-FM/Grand Rapids	10.6	22.	WCXI-FM/Detroit	241,000
23.	KFMS/Las Vegas	10.4	23.	WPKX-FM/Washington	239,000
24.	WLLR/Quad Cities	10.1	24.	WSUN/Tampa	223,400
25.	WITL-FM/Lansing	9.5	25.	WCAO/Baltimore	209,900

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FORMAT LEADERS

BIG BAND

AQH

CUME

1. WECK/Buffalo	8.1
2. WOKY/Milwaukee	6.8
3. WFBL/Syracuse	6.5
4. KYTE/Portland	6.4
4. WAVZ/New Haven	6.4
6. WBBG/Cleveland	6.3
7. WKAQ/Allentown	6.2
7. WNJY/West Palm Beach	6.2
9. KLEO/Wichita	6.1
10. KGVY/Tucson	5.6

1. WNEW/New York	1,034,100
2. KMPC/Los Angeles	693,300
3. WJJD/Chicago	477,700
4. WPEN/Philadelphia	403,000
5. KIIS/Los Angeles	338,000
6. WAIT/Chicago	319,800
7. KMPC/Los Angeles (Anaheim book)	213,200
8. WBBG/Cleveland	202,300
9. WOKY/Milwaukee	184,000
10. WRTH/St. Louis	174,700

NEWS/TALK

AQH

CUME

1. KMOX/St. Louis (Talk)	20.6
2. KTOK/Oklahoma City (N/T)	11.8
3. KXLY-FM/Spokane (N/T)	11.1
4. KIRO/Seattle (News)	10.7
5. KTAR/Phoenix (News)	10.4
6. WGN/Chicago (Talk)	9.7
7. KMJ/Fresno (N/T)	9.4
8. WOC/Quad Cities (N/T)	9.2
9. KGO/San Francisco (N/T)	9.0
10. WJNO/West Palm Beach (N/T)	8.5
11. WBBW/Youngstown (N/T)	8.3
11. WQBK/Albany (Talk)	8.3
13. KGO/San Francisco (San Jose book) (N/T)	8.2
14. KCMO/Kansas City (N/T)	7.7
15. WSJS/Greensboro (N/T)	7.0
16. KOA/Denver (N/T)	6.7
17. WCKY/Cincinnati (N/T)	6.5
18. KYM/Philadelphia (News)	6.2
18. WKRG/Mobile (N/T)	6.2
18. WRIS/Orlando (N/T)	6.2
21. KABC/Los Angeles (Talk)	5.9
21. WWL/New Orleans (N/T)	5.9
23. WWJ/Detroit (News)	5.8
24. KABC/Los Angeles (Anaheim book) (Talk)	5.6
25. WHJJ/Providence (N/T)	5.4

1. WINS/New York (News)	2,546,900
2. WCBS/New York (News)	2,111,700
3. WOR/New York (Talk)	1,656,900
4. WABC/New York (Talk)	1,506,300
5. WGN/Chicago (Talk)	1,394,800
6. WBBM/Chicago (News)	1,202,400
7. KFWB/Los Angeles (News)	1,041,500
8. KYW/Philadelphia (News)	1,030,200
9. KNX/Los Angeles (News)	1,024,500
10. KABC/Los Angeles (Talk)	1,022,500
11. KGO/San Francisco (N/T)	943,500
12. KCBS/San Francisco (News)	889,700
13. KMOX/St. Louis (Talk)	786,400
14. WMCA/New York (Talk)	635,400
15. WCAU/Philadelphia (N/T)	619,600
16. KRLD/Dallas-Ft. Worth (N/T)	597,500
17. WWJ/Detroit (News)	591,000
18. WIND/Chicago (Talk)	519,100
19. KIRO/Seattle (News)	513,500
20. WEEI/Boston (News)	509,100
21. KTRH/Houston-Galveston (News)	441,800
22. WIOD/Miami (N/T)	385,800
23. WWDB/Philadelphia (Talk)	372,500
24. WTOP/Washington (News)	368,600
25. KOA/Denver (N/T)	356,200

SPANISH

AQH

CUME

1. KGBT/McAllen-Brownsville	21.9
2. KIWW/McAllen-Brownsville	10.1
3. KWAC/Bakersfield	7.8
4. KAMA/EI Paso	6.6
5. KCOR/San Antonio	6.0
6. WQBA/Miami	4.8
7. KQXX/McAllen-Brownsville	3.8
8. WCMQ-FM/Miami	3.7
9. KNTA/San Jose	3.4
10. KEDA/San Antonio	3.3

1. KTNQ/Los Angeles	397,400
2. WADO/New York	394,800
3. WSKQ/New York	317,900
4. KWKW/Los Angeles	248,600
5. KALI/Los Angeles	247,300
6. WQBA/Miami	237,800
7. WCMQ-FM/Miami	183,700
8. WOJO/Chicago	156,600
9. KGBT/McAllen-Brownsville	152,100
10. WOCN/Miami	124,600

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KTAR Newsradio 620



DRIVETIME DOMINATORS

AM Drive/Top 25

Average Quarter-Hour Share
(12+, M-F, 6-10am)



John Cigna
KDKA/Pittsburgh



A.C.
WHOT-AM & FM/Youngstown



Steve Walker
WCOS-AM &
FM/Columbia, SC



Bill Hickok
WICC/Bridgeport



Bob Steele
WTIC/Hartford



Luther Massingill
WDEF-AM & FM/Chattanooga



Charlie Boone & Roger Erickson
WCCO/Minneapolis



Claude Tomlinson
WIVK-FM/Knoxville



Bob Hardy
KMOX/St. Louis



Bill Wilkerson
KMOX/St. Louis



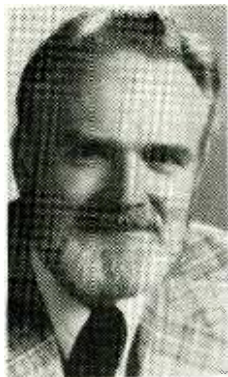
Jack Carney
KMOX/St. Louis

1. **KFAB/Omaha (A/C) 34.6**
Don Cole, Walt Kavanaugh & Kent Pavelka
2. **WTIC/Hartford (A/C) 31.7**
Bob Steele
3. **KGBT/McAllen-Brownsville (Span) 30.6**
Jorge Guillen & Hugo de la Cruz
4. **KMOX/St. Louis (Talk) 30.3**
Bill Wilkerson, Bob Hardy & Jack Carney
5. **WCCO/Minneapolis-St. Paul (A/C) 29.0**
Charlie Boone & Roger Erickson
6. **WDEF-AM & FM/Chattanooga (A/C) 27.6**
Luther Massingill
7. **WIVK-FM/Knoxville (Ctry) 27.2**
Claude Tomlinson
8. **WICC/Bridgeport (A/C) 25.8**
Bill Hickok
9. **WHOT-AM & FM/Youngstown (CHR) 25.2**
A.C.
10. **KDKA/Pittsburgh (A/C) 23.9**
John Cigna
11. **WHBC/Canton (A/C) 23.2**
Bob Krahling
12. **WCOS-AM & FM/Columbia (Ctry) 22.5**
Steve Walker
13. **WIBC/Indianapolis (A/C) 22.3**
Gary Todd
14. **KILK/Quad Cities (CHR) 22.0**
Spike O'Dell
15. **WKSJ-AM & FM/Mobile (Ctry) 21.0**
Wayne Gardner & Tim O'Neil
16. **WFME/Baton Rouge (CHR) 20.1**
Randy Rice & Jim Nasium
16. **WXBQ/Johnson City (Ctry) 20.1**
Dave Carter
18. **KSSK/Honolulu (A/C) 20.0**
Michael Perry & Larry Dale
19. **WRVA/Richmond (A/C) 19.7**
Alden Aaroe
20. **KOB-FM/Albuquerque (A/C) 19.6**
Jay Scott
21. **WSSX/Charleston (CHR) 19.4**
Steve Cochran
22. **KOB/Albuquerque (A/C) 19.1**
Larry Ahrens
23. **WNOK-AM & FM/Columbia (CHR) 18.7**
L. Windham, M. Plemmons & P. Reynolds
24. **WQUT/Johnson City (CHR) 18.6**
Steve Taylor
25. **WSPD/Toledo (A/C) 18.2**
Jack Mitchell

DRIVETIME DOMINATORS

AM Drive/Top 25

Cume Persons
(12+, M-F, 6-10am)



Jim Donnelly
WCBS/New York



Robert Vaughn
WCBS/New York



Jim Kerr
WPLJ/New York

1. **WINS/New York (News)** 1,850,700
Paul Smith, William O'Neil & Jim McGiffert
2. **WHTZ/New York (CHR)** 1,495,400
Scott Shannon & Ross Brittain
3. **WCBS/New York (News)** 1,399,500
Robert Vaughn & Jim Donnelly
4. **KIIS/Los Angeles (CHR)** 1,352,400
Rick Dees, Raechel Donahue & Charleye Wright
5. **WPLJ/New York (CHR)** 1,293,000
Jim Kerr
6. **WOR/New York (Talk)** 1,014,200
John A. Gambling

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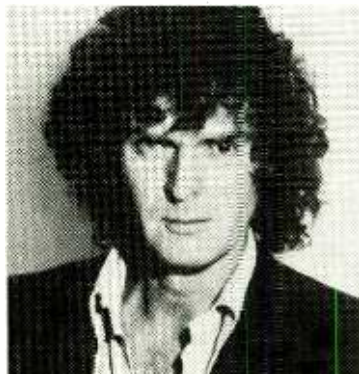
Rick Dees
KIIS-FM/Los Angeles



Richard Neer
WNEW-FM/New York



Larry Lujack
WLS-AM & FM/Chicago



Don Imus
WNBC/New York



John A. Gambling
WOR/New York

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Interbank # _____

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7. **WABC/Los Angeles (Talk)** 800,000
Ken Minyard & Bob Arthur
18. **WYNY/New York (A/C)** 666,600
Dan Daniels
19. **KGO/San Francisco (N/T)** 628,300
Ted Wygant & Jim Dunbar
20. **WCBS-FM/New York (Gold)** 617,800
Harry Harrison
21. **KNX/Los Angeles (News)** 607,000
Jack Salvatore & Dave Zorn
22. **WABC/New York (Talk)** 583,400
Alan Colmes
23. **WNEW/New York (BBnd)** 582,900
Ted Brown
24. **WCCO/Minneapolis (A/C)** 578,900
Charlie Boone & Roger Erickson
25. **WPIX/New York (A/C)** 559,800
Tim Byrd

DRIVETIME DOMINATORS

PM Drive/Top 25

Average Quarter-Hour Share
(12+, M-F, 3-7pm)



Doug Enlow
WCOS-FM/Columbia



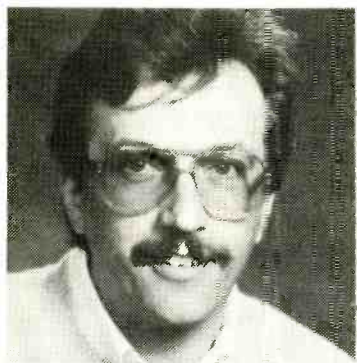
Jay Christian
WQUT/Johnson City



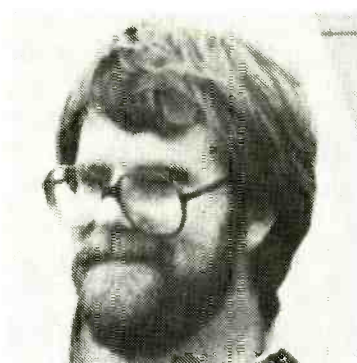
Ed Brantley
WIVK-FM/Knoxville



Mike Allison
WSKZ/Chattanooga



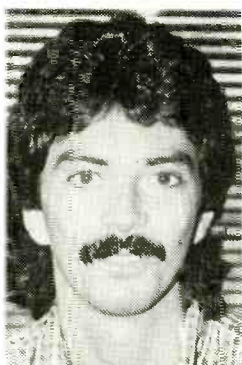
Bob Popa
WHOT-FM/Youngstown



Mark Voss
KLIK/Quad Cities



Scott McAllister
WFMF/Baton Rouge



Scott Paulsen
WIMZ-AM & FM/Knoxville



Danny Stewart
WVIC-AM & FM/Lansing

1. **WCOS-FM/Columbia (Ctry)** 23.1
Doug Enlow
1. **WQUT/Johnson City (CHR)** 23.1
Jay Christian
3. **KFAB/Omaha (A/C)** 21.3
Gary Sadlemyer
4. **WSKZ/Chattanooga (CHR)** 20.0
Mike Allison
5. **WIVK-FM/Knoxville (Ctry)** 19.5
Ed Brantley
6. **WVIC-AM & FM/Lansing (CHR)** 19.3
Danny Stewart
6. **WXBQ/Johnson City (Ctry)** 19.3
Sam Cornette
8. **WIMZ-AM & FM/Knoxville (AOR)** 19.2
Scott Paulsen
9. **KLIK/Quad Cities (CHR)** 18.5
Mark Voss
10. **WHOT-FM/Youngstown (CHR)** 18.2
Bob Popa
11. **KGBT/McAllen-Brownsville (Span)** 17.8
Hugo de la Cruz & Ramon Tellez
11. **WFMF/Baton Rouge (CHR)** 17.8
Scott McAllister
13. **WHIO-FM/Dayton (B/EZ)** 17.5
Lowell Huffman
13. **WYLD-FM/New Orleans (Urbn)** 17.5
Tony Brown
15. **WCCO/Minneapolis (A/C)** 17.3
Steve Cannon
15. **WCRZ/Flint (A/C)** 17.3
Shelley James
17. **KAMZ/El Paso (CHR)** 17.0
Brian Roberts
18. **WIOG/Saginaw (CHR)** 17.0
Scott Shannon
19. **KOB-FM/Albuquerque (A/C)** 16.9
T.J. Lambert
20. **KKXX/Bakersfield (CHR)** 16.7
Dave Kamper
20. **KMOX/St. Louis (Talk)** 16.7
Anne Keefe, Dan Dierdorf & Charlie Brown
20. **WKSJ-AM & FM/Mobile (Ctry)** 16.7
Jeff Funk
23. **WSSX/Charleston (CHR)** 16.5
Andrea Vincent
24. **KHFI/Austin (CHR)** 16.4
Famous Amos
24. **WYYY/Syracuse (A/C)** 16.4
Dr. Phil Locasio

DRIVETIME DOMINATORS

PM Drive/Top 25

Cume Persons
(12+, M-F, 3-7pm)



Pat St. John
WPLJ/New York



Howard Stern
WNBC/New York



Mary Thomas
WRKS/New York



Ron O'Brien
KIIIS/Los Angeles



Scott Muni
WNEW-FM/New York



Carol Miller
WNEW-FM/New York



Dan Ingram
WKTU/New York



John R. Gambling
WOR/New York

1. **WHTZ/New York (CHR)** 1,465,300
Shadow Stevens
2. **WPLJ/New York (CHR)** 1,274,300
Pat St. John
3. **KIIS/Los Angeles (CHR)** 1,146,200
Ron O'Brien
4. **WRKS/New York (Urbn)** 1,096,600
Mary Thomas
5. **WNEW-FM/New York (AOR)** 844,300
Scott Muni & Carol Miller
6. **WINS/New York (News)** 828,900
Stan Burns & Dave Henderson
7. **WPAT-AM & FM/New York (B/EZ)** 827,000
Ken Mackenzie
8. **WNBC/New York (CHR)** 810,900
Howard Stern
9. **WCBS/New York (News)** 779,000
Ben Farnsworth & Tom Franklin
10. **WBLS/New York (Urbn)** 738,800
Ricky Ricardo
11. **WKTU/New York (CHR)** 713,300
Dan Ingram
12. **WCBS-FM/New York (Gold)** 697,800
Dick Heatherton
13. **WAPP/New York (CHR)** 670,700
Harry Nelson
14. **WGN/Chicago (Talk)** 658,600
Bob Collins
15. **WLTW/New York (A/C)** 652,100
Steve Roy
16. **WOR/New York (Talk)** 643,300
John R. Gambling
17. **WABC/New York (Talk)** 639,100
Michael Jackson & Toni Grant
18. **WYNY/New York (A/C)** 631,100
Bill St. James
19. **WPIX/New York (A/C)** 605,100
Mike Wade
20. **WBBM-FM/Chicago (CHR)** 569,300
Gary Spears
21. **WRFM/New York (B/EZ)** 561,400
Jim Aylward
22. **KLOS/Los Angeles (AOR)** 558,600
Geno Mitchellini
23. **KOST/Los Angeles (A/C)** 554,600
Brian Simmons
24. **WHN/New York (Ctry)** 525,200
Dan Taylor
25. **KMET/Los Angeles (AOR)** 518,600
Cynthia Fox

MARKET OVERVIEWS

TOP 50 MARKETS

#50/ALBANY-SCHENECTADY-TROY

COMPLETE RATINGS DATA PG. 76



The dethroning of WGY, the emergence of WPYX as the new market leader, and a boost for WQBK were top stories in the latest Arbitron estimates.

For forever and a day it's been WGY atop the radio race in the Albany area. However, notable losses in AM drive led the station to drop from double digits for the first time in recorded history.

The leadership mantle has now been assumed by WPYX, the AOR outlet. Recording a share virtually identical to its score in the fall '83 results allowed the station to dominate many of the key demos.

At the older end of the spectrum, WQBK showed some muscle. The Talk station rose to third overall by notching its best 12+ share ever.

#19/ANAHEIM-SANTA ANA

COMPLETE RATINGS DATA PG. 77



Another top 10 performance by KIIS-FM, tighter AOR and Easy Listening contests, and a resurgence by local station KYMS highlighted the fall results in Orange County.

KIIS-FM again reigned supreme with a 10.1 total persons share, its third consecutive 12+ share of 10 or higher. Meanwhile, CHR competitor KKHR kept gaining audience too, posting most respectable numbers in any other context.

The AOR race featured closer competition. KLOS continued to lead, but both it and KMET suffered some slippage. KROQ-FM added two shares to its overall score, coming in just behind KLOS — KROQ's best Anaheim area showing in the last several sweeps.

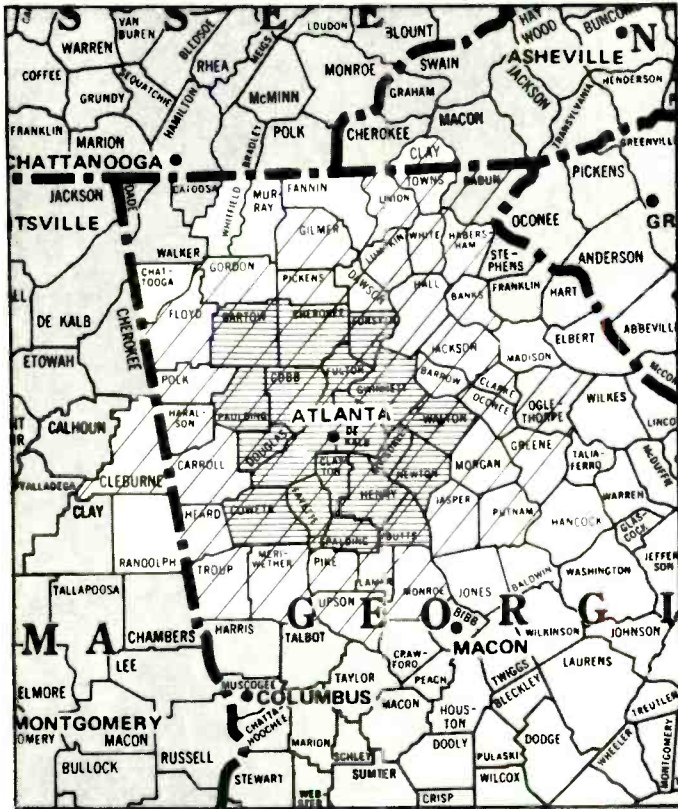
KBIG, the Easy Listening leader in Orange County, slipped notably this book and was just ahead of KJOI.

Among local stations, KYMS's numbers soared. The station's religious format garnered almost three times the audience achieved in the spring '84 sweep.

MARKET OVERVIEWS

#15/ATLANTA

COMPLETE RATINGS DATA PG. 78



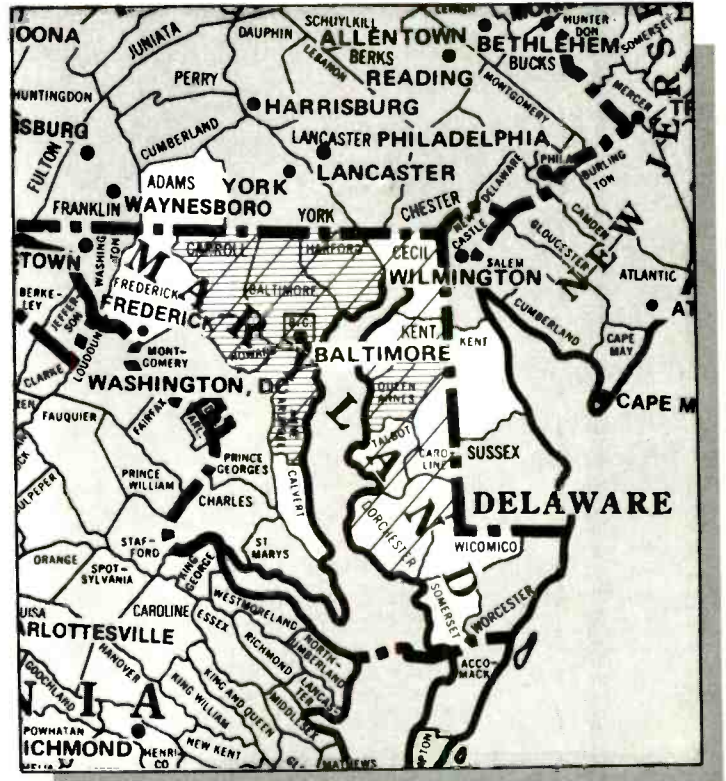
A new overall leader, increasing fragmentation in the Country and Adult Contemporary formats, and a tight CHR battle were the lead stories in Atlanta this sweep.

WKHX, the Country pacesetter which formerly led the market, saw its double-digit 12+ shares drop owing to the onset of new competitor **WYAY**. That slippage paved the way for CHR winner **WZGC** to rebound to double digits and claim the 12+ title. Perennial CHR force **WQXI-FM** was right behind, missing the double digit threshold by just one-tenth of a point.

The A/C arena grew more crowded as **WFOX** signed on this survey. **WSB** retained the A/C crown, but on the FM band **WRMM** surpassed **WSB-FM**, with **WFOX** close behind.

#16/BALTIMORE

COMPLETE RATINGS DATA PG. 79



WLIF held onto first place for the second consecutive book, **WBAL** was runner-up, and **WIYY** jumped to its best numbers in recent surveys, good enough for third overall. On the Black/Urban front **WXYV** and **WWIN-FM** posted healthy gains.

After **WBAL** slipped from the top rung two surveys ago, speculation has centered around who would be the 12+ successor. For two books in a row the answer has been the same — Beautiful Music **WLIF**. The station's overall score approached double digits this survey.

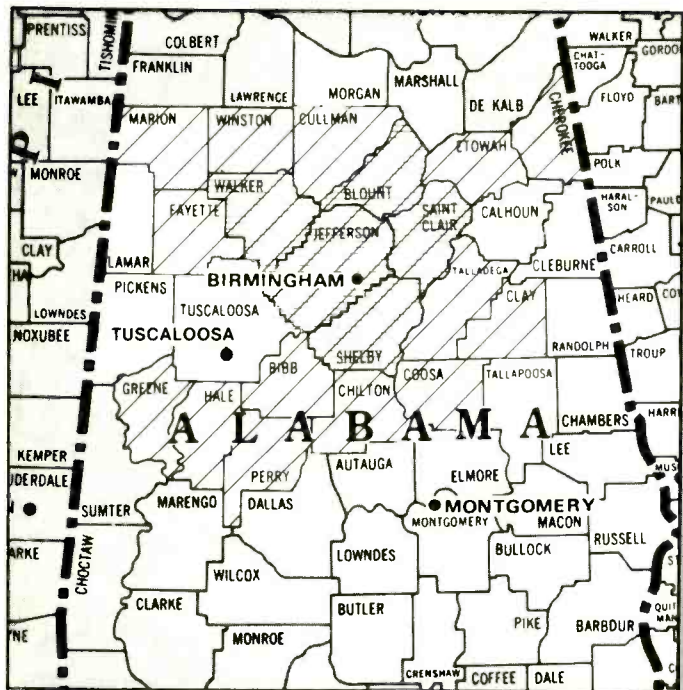
While **WBAL** remained in the No. 2 slot with a stable showing, the younger demos gave a boost to **WIYY**. The AOR fixture attracted its best 12+ numbers in recent years, perhaps helped by poor Arbitron diary returns among men 18-24. A poor return helps to make the usable diaries much more valuable, and the station that grabs them can be a big winner.

An excellent diary return can also be helpful, allowing more cuming opportunities for a station's listeners. The black diary return was above the desired goal, so that may have been part of the reason **WXYV** and **WWIN-FM** bolstered their numbers. **WXYV** added one share while **WWIN-FM** tacked two more onto its 12+ total for its best share ever.

MARKET OVERVIEWS

#46/BIRMINGHAM

COMPLETE RATINGS DATA PG. 80



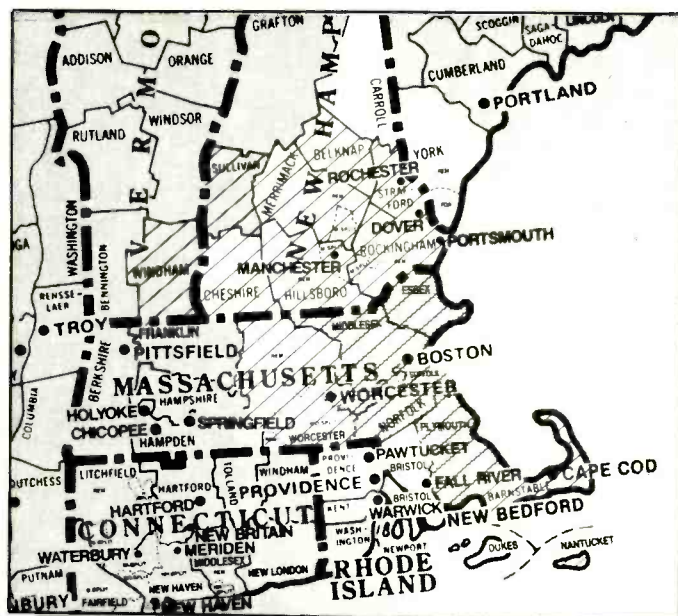
The return of **WZZK** to the top of the totem, the introduction of a new CHR entity to fragment **WKXX**'s shares, and a robust showing by A/C outlet **WMJJ** highlighted the fall **Arbitron** results in Birmingham.

Country giant **WZZK** reclaimed top honors, perhaps because the previous winner, CHR stalwart **WKXX**, attracted some new competition, as **WAPI-FM** deserted AOR for CHR. As it turned out, both stations did well, but the market is now without an AOR facility.

WMJJ has done well since its inception two years ago, but the market's only FM A/C outlet really prospered this sweep. 6am-3pm shares in excess of 11 certainly helped propel the station to its best showing to date.

#7/BOSTON

COMPLETE RATINGS DATA PG. 82



In a tight contest, AM A/C standby **WHDH** edged adult AOR **WBCN** for the 12+ title in Beantown. CHR slippage owing to increasing fragmentation, and the perennially carved-up FM A/C market, were also notable in the latest **Arbitron** tallies.

WBCN took the summer sweep, but the AM fixtures, **WHDH** and **WBZ**, rebounded this book. **WHDH** reclaimed first place while **WBCN** was close behind. **WBZ** was healthier and within striking distance of the leaders.

The CHR combatants, **WXKS-FM** and **WHTT**, collectively slipped. Not a death of CHR by any means — just more stations opting for this increasingly popular format. **WCOZ** segued from A/C to become CHR-formatted **WZOU**, thus carving up the numbers slightly differently.

With the departure of **WCOZ/WZOU**, the city still has a glut of FM A/C outlets. Nine-tenths of a share point separated the four remaining FM A/C entities.

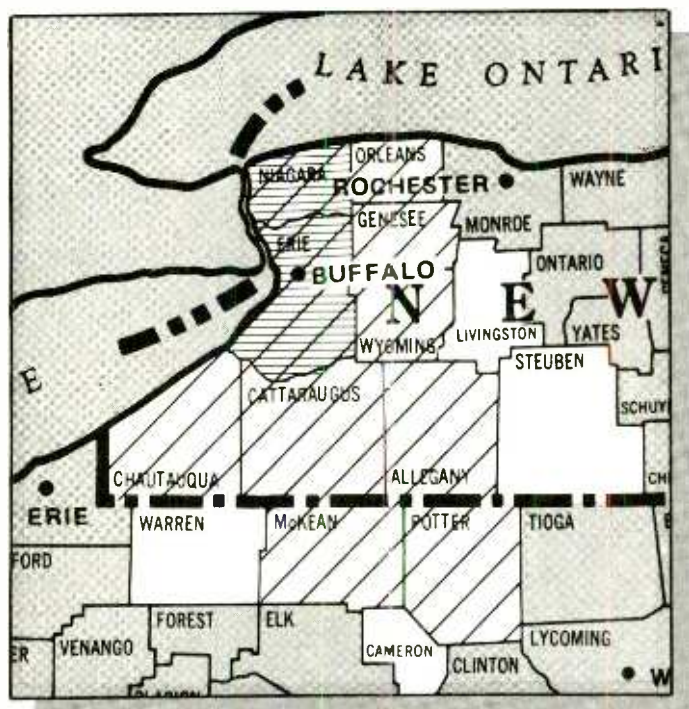
104 FM WBCN : #1 Rock 'n' Roll Connection!

BOSTON'S MOST IMPORTANT RADIO STATION!

MARKET OVERVIEWS

#35/BUFFALO

COMPLETE RATINGS DATA PG. 81



The dethroning of WJYE and the concurrent ascension of WBEN had to be the top story in the latest Buffalo results. Also, the surge of ethnically-formatted WBLK to the top ranks was significant.

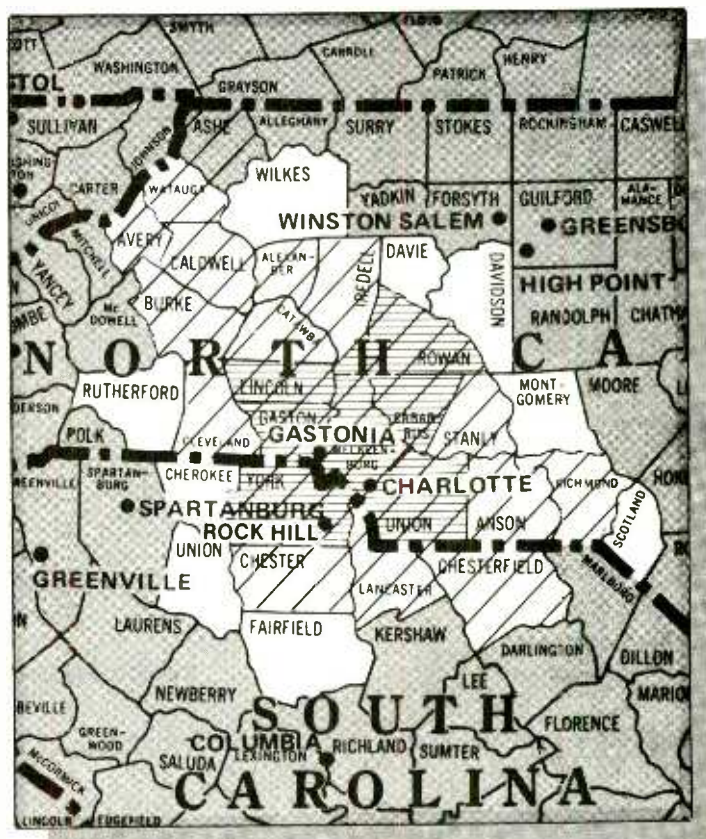
Seemingly since the dawn of time, WJYE has been the top-rated 12+ leader in Buffalo. Now that epoch has ended. WJYE slipped from double digits this sweep, falling behind WBEN, which was just one-tenth of a point shy of double digit nirvana.

In a market with less than 10% black population, WBLK certainly prospered this sweep. The station added three shares to its 12+ total, reaching its highest point ever. Other stations that did well were Big Band WECK and Country WYRK.

The CHR field was more crowded, as WRXT abandoned a fling with adult AOR. As a result, the other CHRs either posted small gains or suffered some slippage.

#39/CHARLOTTE-GASTONIA

COMPLETE RATINGS DATA PG. 84



Another leading, if not as dominant, performance by WSOC-FM; a six-point surge by WBT to the runner-up spot; and a stronger CHR showing emerged as the most newsworthy events in the fall Arbitron results in the expanded Charlotte area metro.

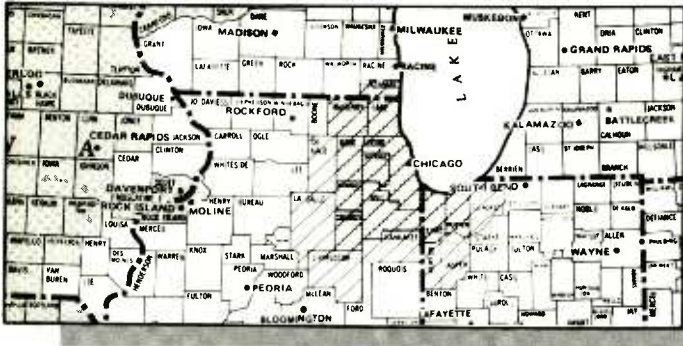
Like a number of Country properties, WSOC-FM experienced a drop in overall share. Still, the station garnered almost 16% of the audience at any given time. The most noteworthy event in this book was the almost six-share jump of WBT — which posted its highest overall numbers in recent years. Urban/Contemporary standby WPEG had another stable double-digit showing, good for third place. Arbitron's diary count from blacks wasn't up to expectations, however.

On the Contemporary Hit Radio front, WBCY, WJZR, and WROQ-FM grabbed bigger chunks of the audience. WBCY rebounded from its softer numbers resulting from WJZR's debut three books ago. WBCY again approached the double-digit share threshold it used to occupy, while WJZR's numbers continued to show solid growth at the same time. The CHR in between these two combatants, WROQ-FM, also had a rosier overall picture.

MARKET OVERVIEWS

#3/CHICAGO

COMPLETE RATINGS DATA PG. 85



Key developments in the fall Arbitron data for the Windy City included the post-Cubs letdown suffered by perennial market leader **WGN**; the resurgence of **WGCI-FM**, helped along by an excellent Arbitron sampling of the market's blacks; a new Country leader; and the notable entrance of **WJMK**.

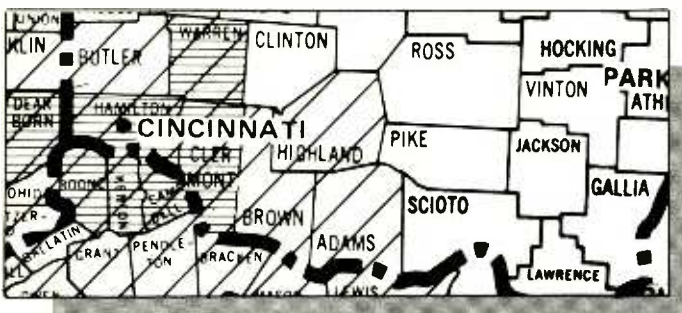
The Cubs' miraculous season didn't last, and neither could the double-digits shares those games brought **WGN**. However, the station still dominates the total market.

The strong runner-up, Urban **WGCI-FM**, retook the lead among Black/Urban stations by rebounding past **WBMX-FM**. Meanwhile, another former market stalwart, Country **WMAQ**, was surpassed for the first time by competitor **WUSN**.

The Adult Contemporary scene has been fragmented again by the strong debut of Gold-formatted **WJMK** ("Magic"), formerly Country **WJEZ**. With **WMET** now (after receipt of these Arbitron numbers) switched to A/C, you can be sure that the forecast for the A/C format in Chicago is unclear and very cloudy.

#29/CINCINNATI

COMPLETE RATINGS DATA PG. 86



WKRC led the market, other A/C stations were softer, **WEBN** had a most healthy book, and a new Country leader were developments that paced the highlight film for the fall Arbitron in Cincinnati.

56/1985 R&R RATINGS REPORT Vol. 1

WKRC rose to double digits to lead the pack, while sister FM CHR **WKRQ** flipfopped, slipping from its double-digit perch to rest in a strong runner-up slot.

AOR leader **WEBN** earned its best numbers since the onset of competitor **WSKS**. While both stations grew this survey, **WEBN** rebounded to its best share since the spring '83 book.

On the Country front, **WKXF** just passed perennial pacesetter **WUBE**.

#22/CLEVELAND

COMPLETE RATINGS DATA PG. 87



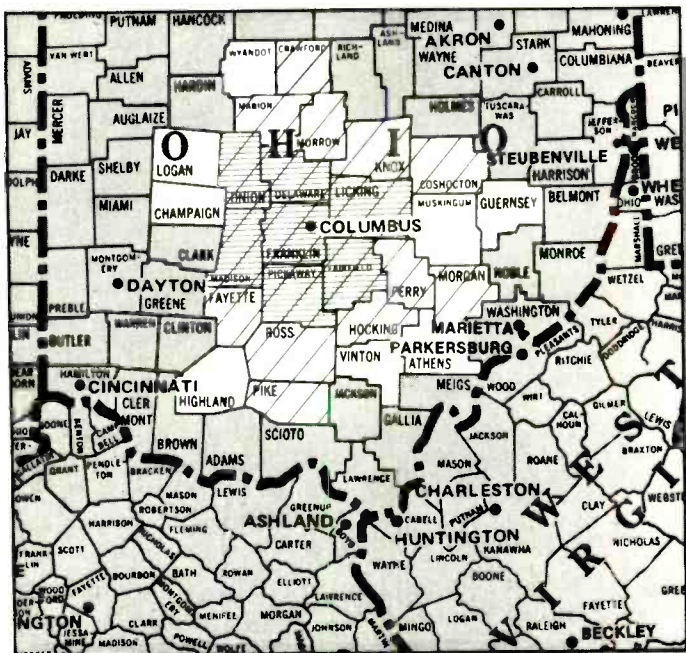
Cleveland's Arbitron tidings included **WMMS** flying higher, **WDOK** rebounding to the runner-up position, and **WLTF** taking the lead in the A/C race.

What do you do after the perfect 10 becomes routine? If you're **WMMS** you go after the even more perfect 11. The station rose to within one-tenth of a share point of that lofty level this book.

Back in the pack, BM outlet **WDOK**, locked in an eternal struggle with **WQAL**, won this time and emerged as the second strongest station overall. Meanwhile, on the A/C scene, **WLTF** passed **WMJI** for the first time, thus heating up an already intense battle.

MARKET OVERVIEWS

#33/COLUMBUS, OH COMPLETE RATINGS DATA PG. 88



WLVQ emerged from a successful rut by becoming even more dominant, WTVN had its usual strong fall book, and WBNS-FM and WXGT slipped from former double-digit shares.

Either Arbitron's computer typesetter was stuck or WLVQ has had a remarkably stable audience. The AOR fixture posted four consecutive 12+ scores of 12.6. To break the monotony, the station did even better this sweep — posting a 14.9 share.

WTVN came in second this book, achieving double digits as it's wont to do in the fall. However, former runner-up WBNS-FM lost double digits for the first time in two years. Likewise, WXGT, the CHR kingpin, dropped just below the magic threshold.

#10/DALLAS-FT. WORTH COMPLETE RATINGS DATA PG. 89



KVIL-FM retained its lead, KRLD had good news this book, and there were new leaders in the CHR and FM Country races.

KVIL-FM slipped a tad to just below double digits. KRLD, the News standby that carries the Cowboys, accelerated into the number two spot overall.

Not such good news for KAFM this sweep. The CHR pacesetter was edged out by KEGF, the former AOR entity that segued to CHR.

Attention should also be paid to the state of the Country stations. WBAP showed significant growth and was thus able to top the format. However, its sister FM, KSCS, dropped more than two shares while KPLX was earning its best numbers ever to win the FM Country competition.

OFF THE RECORD

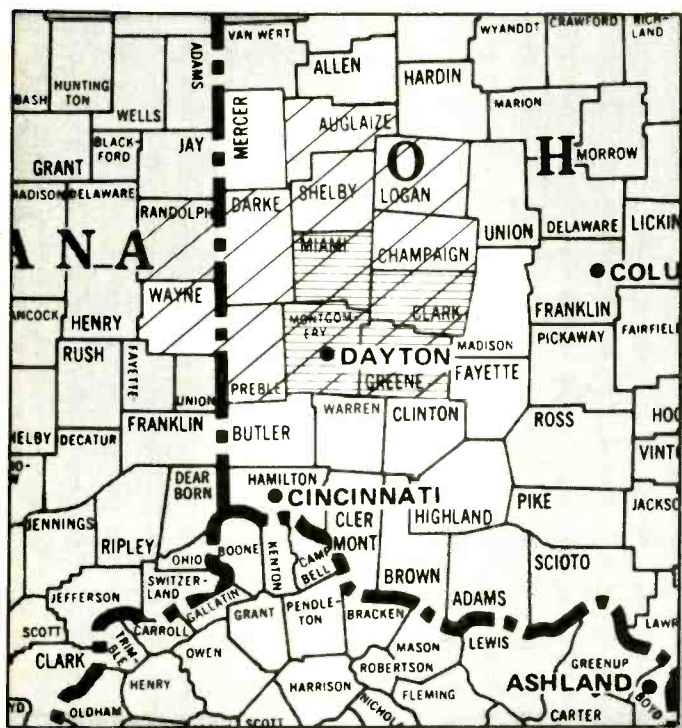
with Mary Turner

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MARKET OVERVIEWS

#45/DAYTON

COMPLETE RATINGS DATA PG. 91

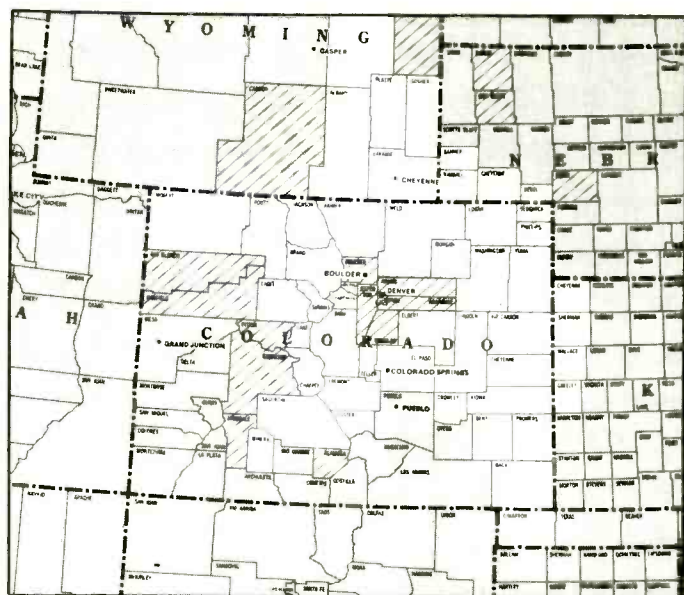


WHIO-AM & FM seemed to be headed in different directions. The FM rose notably and again topped the market with its Beautiful Music sound, while the full-service A/C AM slipped to its lowest 12+ total to date.

Other movement this book included relatively soft showings for WTUE and WONE. WTUE, the dominant AOR, managed to hold onto double-digit shares, but may have slipped because of a relatively poor Arbitron in-tab among men 18-24. WONE, the Country leader, suffered the fate of many other Country properties this survey and was perhaps affected by the slight improvement posted by its competitor, WBZI-FM.

#23/DENVER-BOULDER

COMPLETE RATINGS DATA PG. 92



Another cozy showing for KOSI, a tighter CHR race owing to increasing fragmentation, a Broncos boost for KOA, and the return of KBCO to the top rung in the tight AOR battle were the highlights of the fall Mile High City standings.

KOSI's Easy Listening approach seems to be a comfortable sound for many Denver area residents, as evidenced by the station's consistent showing atop the ratings. KOSI hovers just below the double-digit threshold.

Runner-up KPKE still led the CHR race but faced increased competition. It was not only challenged more successfully by KOAQ, but also saw the scene complicated by the arrival of KRXY-FM (Y108, formerly KPPL).

Looking for a close contest? How about the AOR arena? For the second fall book in a row, KBCO topped the format and men 18-49 in the metro. However, KAZY was just a riff behind with KBPI not much further back.

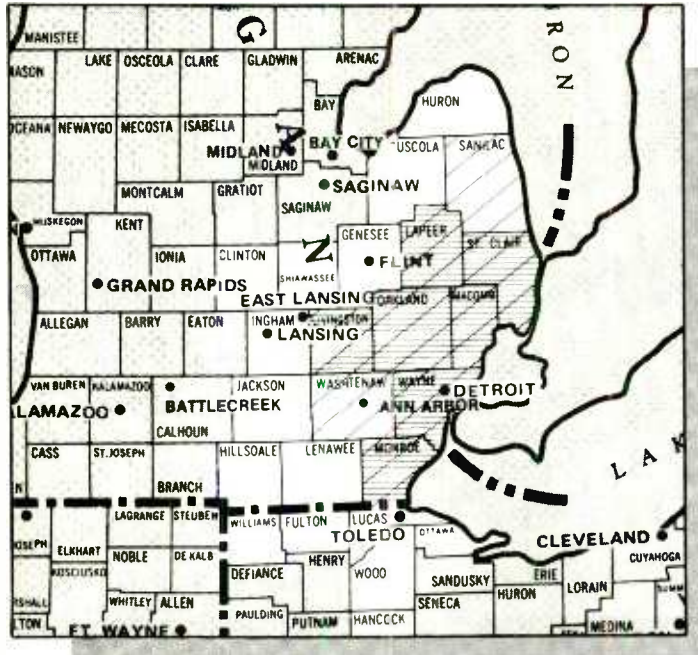
ROCK ALBUM COUNTDOWN

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MARKET OVERVIEWS

#6/DETROIT

COMPLETE RATINGS DATA PG. 93



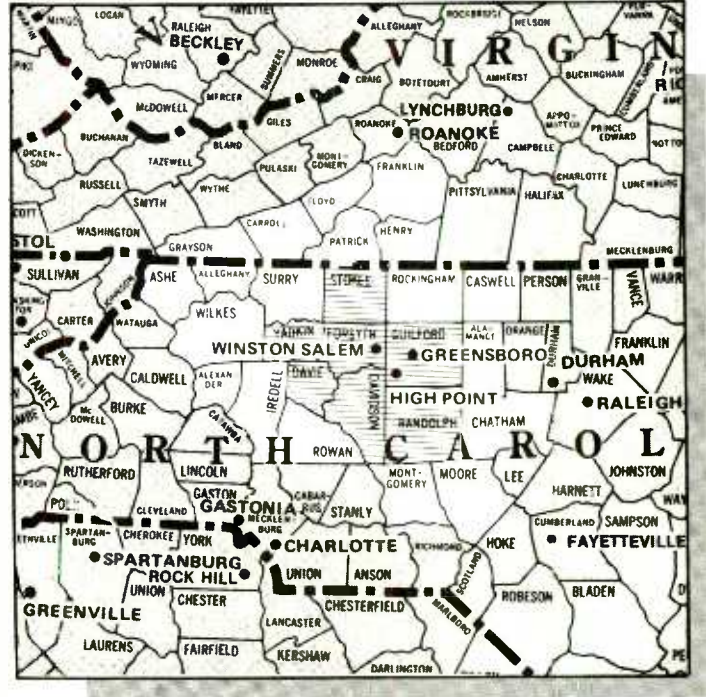
WJR slipped from its Tigers-influenced summer numbers but still managed to retain double digits and lead the pack. Elsewhere, the A/C race tightened notably and WCZY won the honors among the CHRs. WJOI's BM numbers rebounded to a new high point.

Most of the Tigers-influenced numbers affected the summer book, but the playoffs took place in the fall sweep. There was some post-baseball letdown, but WJR still managed to hold onto double-digit shares.

WCZY slipped past WHYT in the CHR contest. The male 18-24 sample wasn't great, which may foreshadow future standings changes. Meanwhile, the A/C format's shares drew more closely together. WNIC-FM remained No. 1, but WOMC and WMJC are bunched not too far behind.

#49/GREENSBORO-WINSTON SALEM-HIGH POINT

COMPLETE RATINGS DATA PG. 94



Another win for Country kingpin WTQR, a strong Urban Contemporary showing for WQMG, and successful format segues by WKZL and WSJS were the headlines of the fall '84 Arbitron.

WTQR usually dominates the Triad, and this book was another win for the Country outlet. However, the station did slip a bit to just below a 14 share. On the rise, however, was Urban WQMG. Its double-digit score was not only its best to date but also was good enough for second overall.

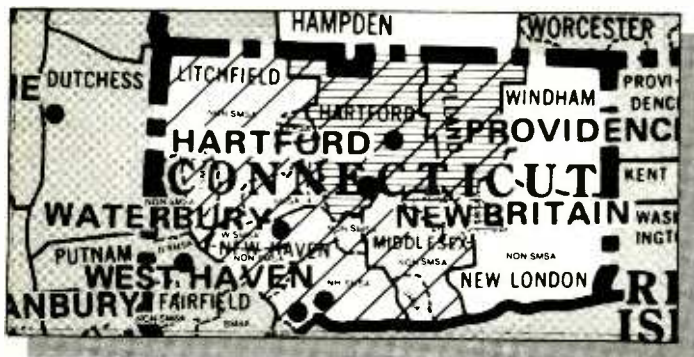
WKZL went from AOR to CHR and prospered in the process earning its highest 12+ share yet. WSJS switched from News to A/C, and the addition of music seemed to help, as WSJS surged to its healthiest numbers in recent years.

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MARKET OVERVIEWS

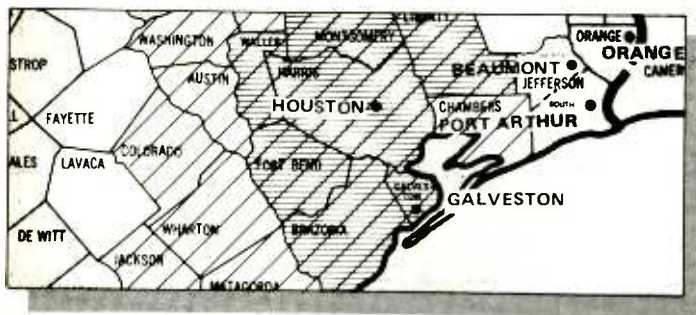
#41/HARTFORD-NEW BRITIAN COMPLETE RATINGS DATA PG. 95



As usual, WTIC-AM & FM collected almost one-third of the overall market listening, but the gap between the two is closing. The CHR FM rose to its best 12+ share to date, while the full-service AM continued to see slippage — if posting over an 18 can be considered slippage.

Several other stations came out of this survey with results to brag about. WRCH, as the lone BM survivor, prospered when WKSS switched to CHR. In addition, WHCN maintained its two-share lead over AOR rival WCCC-FM, WDRC-FM took the crown as the top FM A/C outlet, and Big Band WRCQ rebounded strongly.

#8/HOUSTON-GALVESTON COMPLETE RATINGS DATA PG. 96



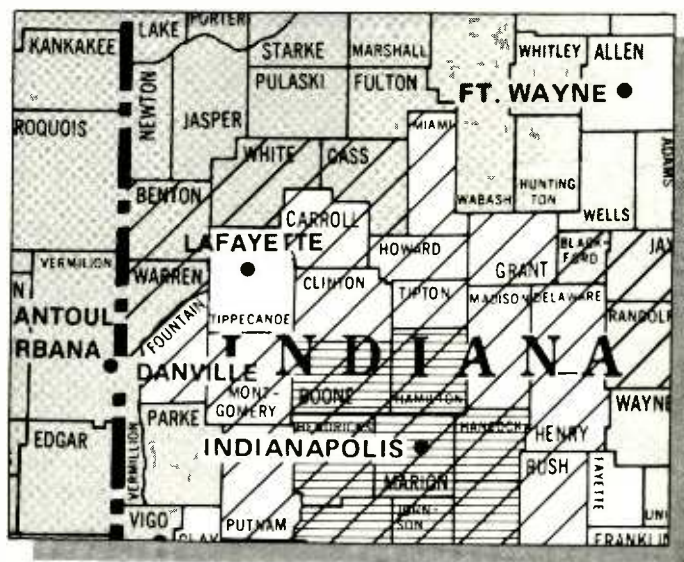
The two leviathans, KMJQ and KKBQ-FM, continued to battle for supremacy in the latest Arbitron. Urban KMJQ slipped from its double-digit share in the summer, while KKBQ-FM's CHR numbers rose slightly this sweep.

60/1985 R&R RATINGS REPORT Vol. 1

The A/C arena had some interesting developments. KLTR widened its lead by adding almost two shares to its 12+ total. Meanwhile, KFMK continued to rebound, adding to a stronger A/C presence in the market.

KIKK-FM had another stable and healthy book, while its Country FM competitor KXAS declined a bit.

#37/INDIANAPOLIS COMPLETE RATINGS DATA PG. 97



WFBQ moved into the number two spot ahead of WZPL, WTLC rebounded notably, and WIBC kept rollin' along in the fall book. WIBC's A/C format continues to draw huge shares, consistently in the 16 range among total persons.

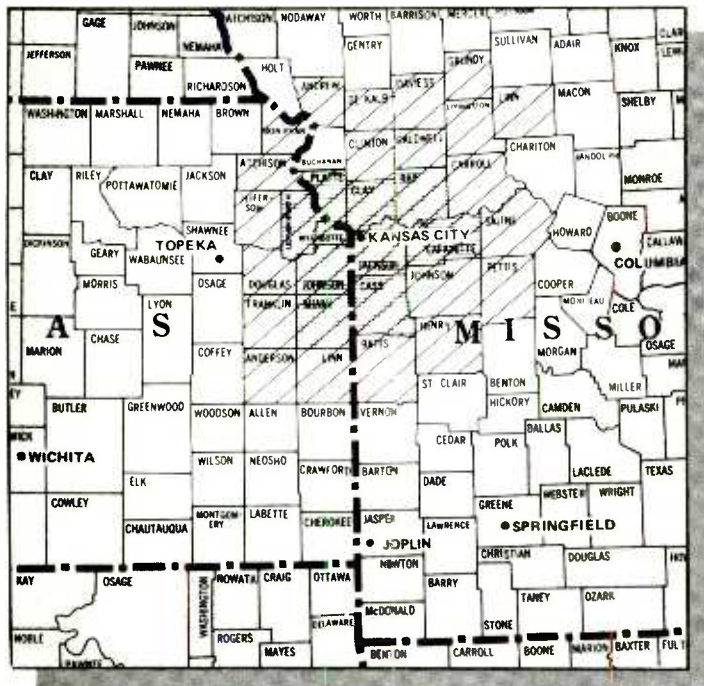
Among the more mortal stations there was a switch in the leadership among the younger-skewing stations. CHR pacesetter WZPL tumbled four shares to just over 11, giving up its runnerup position. AOR outlet WFBQ rose to the double digit level, however, and edged into the number two slot.

Urban Contemporary standby WTLC looked healthier this go-round, perhaps due to an enlargement of the High Density Black Area (HDBA). Arbitron's return from blacks wasn't ideal, but expanding the HDBA may have helped this problem.

MARKET OVERVIEWS

#27/KANSAS CITY

COMPLETE RATINGS DATA PG. 98



#2/LOS ANGELES

COMPLETE RATINGS DATA PG. 99



The return of the Country kingpin and a tightened A/C battle spotlighted this sweep, which also saw the former market leader slip even more.

WDAF shook off its soft spring numbers and returned with a vengeance. The Country killer added almost four shares to resume its usual role as the overall market winner.

The A/C arena saw the combatants draw even closer. KLSI still has an overall edge on KUDL, but the gap is narrower than ever before. Beautiful Music outlet KMBR scored the top 12+ share in the Spring book, but this survey the station dropped to the mid-sevens — which is still an improvement over its share in the fall '83 sweep.

Although KIIS-FM was down from its summer peak (the perfect 10 share) the CHR powerhouse still commands — and deserves — hefty ad rates. KIIS-FM sets the standards by which other L.A. properties measure themselves.

Leading the rest of the pack was KABC (sans Dodgers), trailing in the distance but still notable as runner-up in the 12+ derby. KJOI must also be pleased with the fall results. The station's version of Easy Listening beat rival KBIG for the second book in a row. Meanwhile, on the A/C front, KOST has many reasons to feel proud. This may be the first time an FM A/C entity has hit a four share (4.4 actually) in L.A. radio history — and the number appears to be solid, not a fluke.

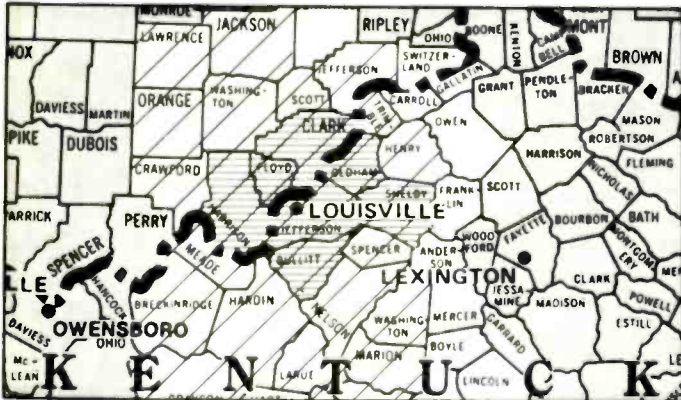
ROCK CHRONICLES

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MARKET OVERVIEWS

#43/LOUISVILLE

COMPLETE RATINGS DATA PG. 100

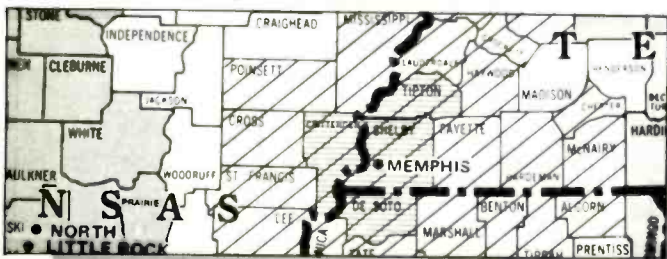


Country standby WAMZ, and its sister full-service AM A/C WHAS, grabbed the 1-2 finishes the fall survey. Other double-digit chunks were carved out by CHR winner WLRS — which was up almost four shares — and WQMF, the remaining AOR in the market. Although the Arbitron sample was poor among men 18-24, WQMF managed to post a stable showing.

Meanwhile, some stations got a lump of coal when they received their ratings results. Previous book leader WLOU saw its Black-formatted sound lose more than two shares and slip from double digits. Some of the phenomenally long-span diarykeepers who were helpful in the spring book were not as plentiful this survey. Also, WRKA slumped to its softest numbers in years while A/C competitor WKJJ held steady.

#47/MEMPHIS

COMPLETE RATINGS DATA PG. 101



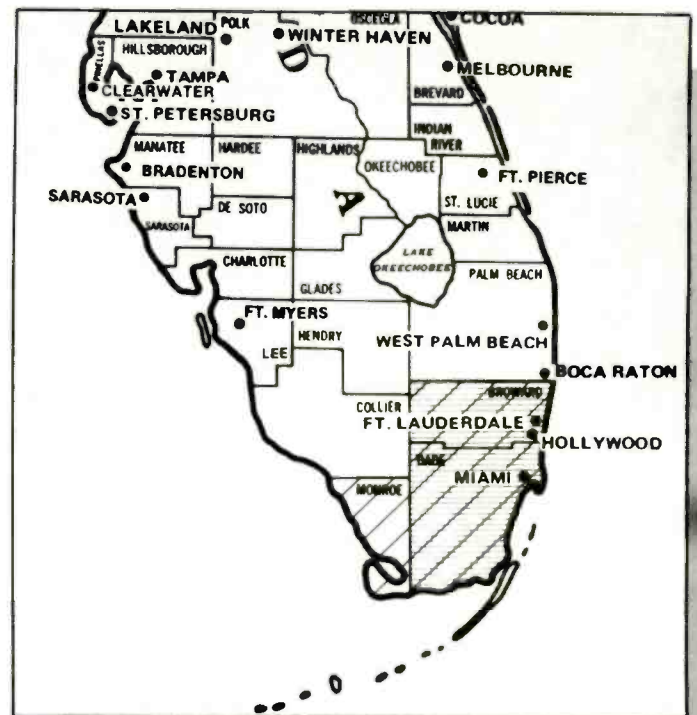
A resurgent WHRK, still-strong WMC-FM, healthier WRVR, and softer Country stations stole the limelight in the latest Arbitron show in Memphis.

62/1985 R&R RATINGS REPORT Vol. 1

Urban WHRK garnered its best 12+ share in recent years by adding more than three to its total, while former pacesetter WMC-FM retained its double-digit status but took a small dip. Losing its double-digit aura was AOR facility WZXR, which moved to its lowest 12+ in the last two years. Likewise, Country stations WMC and WGKX saw their appeal wane. On the up-swing, however, was FM A/C outlet WRVR, equalling its best share in recent sweeps.

#11/MIAMI-FT. LAUDERDALE-HOLLYWOOD

COMPLETE RATINGS DATA PG. 102



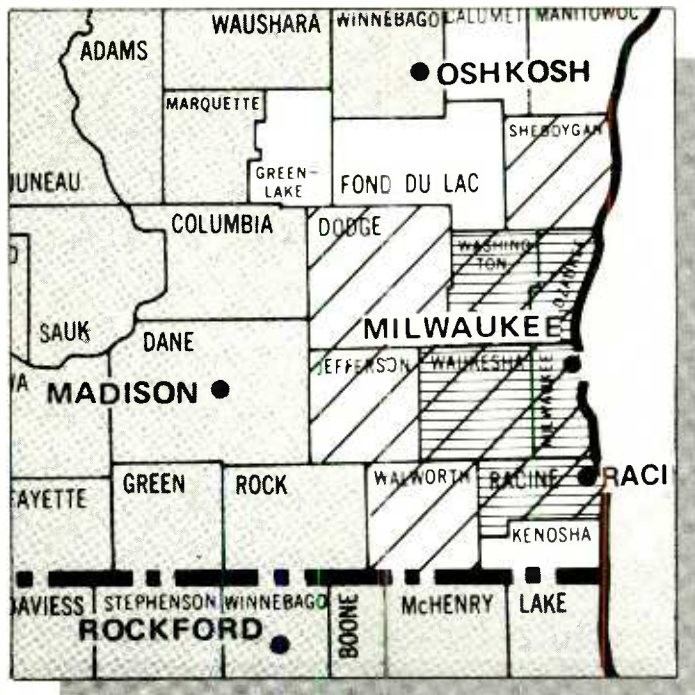
The latest South Florida survey resulted in another stellar performance by WHYI (Y100), steady and strong showing by WLYF, and a significant jump for WJQY.

WHYI added a share to its already-strong total and managed to put some distance between itself and tough competitor WINZ-FM. Meanwhile, WLYF just keeps hanging in with between a seven and eight share — good enough for the runner-up position.

The most positive movement was posted by A/C WJQY, formerly known as WWJF, which almost doubled its previous 12+ share. Unfortunately, Hispanic leader WQBA saw movement the other way, losing more than two shares in the process. Although Arbitron got poor return from the black populace, the diary count from Hispanics was better than expected — making the WQBA slippage difficult to explain.

MARKET OVERVIEWS

#25/MILWAUKEE-RACINE COMPLETE RATINGS DATA PG. 104



Another strong showing by WTMJ, continued improvement by WEZW, and an outstanding performance by WQFM set the tone for the Milwaukee fall results.

Full-service WTMJ slipped from spring numbers without the help of Brewers baseball, but the station still managed to post a 12.0 12+ share and continued to set a standard for the market. One station accepting that challenge was WEZW, the Beautiful Music outlet which scored another notable audience increase and is now on the verge of double digits.

Among the younger-skewing stations, the most healthy showing was scored by WQFM, the AOR. While most of the CHR stations were slipping, WQFM's audience rose to levels not seen in recent years and good enough for third place in the 12+ standings.

#18/MINNEAPOLIS-ST. PAUL COMPLETE RATINGS DATA PG. 105



WCCO got even stronger this sweep while the other double digit contenders — KSTP-FM and WLOL — suffered some slippage. Still, these three stations dominated the 12+ rankings in the Twin Cities.

WCCO continues to defy the laws of ratings gravity, which say the station must go down. Thumbing its nose at conventional wisdom, the legendary full-service A/C achieved its best book in recent years.

KSTP-FM, which next fall will carry the Vikings games (formerly on WCCO), finished just shy of double digits this time. Even so, the FM A/C managed to maintain its niche as the number two station overall. On the CHR front WLOL lost almost three shares from a great spring report card, but still managed to exceed its total in the fall '83 ratings — good enough for third place this go-round.

THE COUNTDOWN

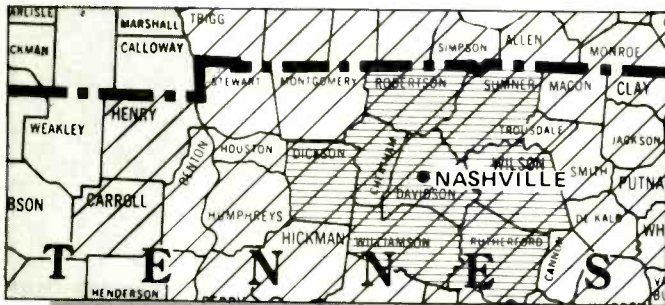
with **Walt Love**

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MARKET OVERVIEWS

#47/NASHVILLE

COMPLETE RATINGS DATA PG. 106

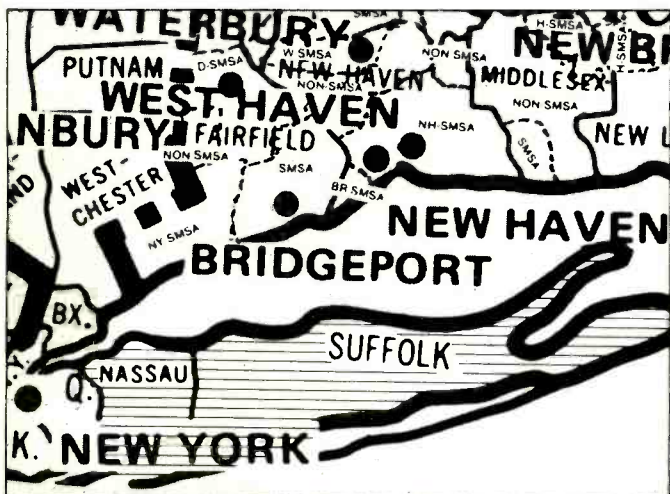


In the parlance of general sports reporting, rebounds were the highlight of the fall Arbitron results in Music City. Three leading stations — WSM-FM, WKDF, and WZEZ — returned to double digits.

Country WSM-FM reclaimed the number one spot by adding almost three shares to its spring total. While the station is down from its fall '83 share, its 11.5 still set the pace for the market this sweep. WKDF, the AOR entity, and WZEZ, the Beautiful Music outlet, tied for second with a 10.2 share of the 12+ audience. The rebound was more dramatic for WZEZ, which seems to notch impressive fall scores but slips in the spring. Meanwhile, another station — WQQK — is also finding its way into the leadership ranks. The Urban/Contemporary rose again, now resting in fifth place behind a stable WLAC-FM.

#12/NASSAU-SUFFOLK

COMPLETE RATINGS DATA PG. 107



The Long Island numbers were dominated this survey by the continued growth of **WHTZ (Z100)** in New York. Other stations also posted positive stories, however, including the vigorous resurgence of **WOR** and **WCBS-FM**.

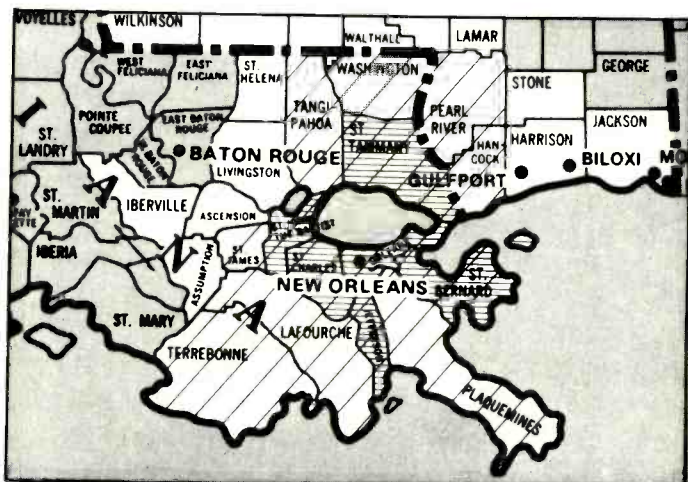
When **WHTZ** debuted in the fall '83 survey, the station assumed a leadership mantle on the island that still has not changed hands. The Z100 12+ chunk keeps getting bigger, although with more CHR competition on the horizon this may not be the case in future sweeps.

WOR took second place with the addition of two shares, for a total of 5.0 and the station's best number in recent surveys. Also on the mend was **WCBS-FM**, which climbed to a level not seen since the fall '82 results.

The AOR front was well manned this book. **WNEW-FM** kept growing (with the segue of **WAPP** to CHR), while **WBAB** also saw a rosier ratings picture.

#32/NEW ORLEANS

COMPLETE RATINGS DATA PG. 110



WYLD-FM lived up to its name this sweep, going wild in the numbers and becoming even more dominant than before. The only other double-digit station, **WEZB (B97)** held onto second place but slipped a bit in the wake of the **WYLD-FM** surge.

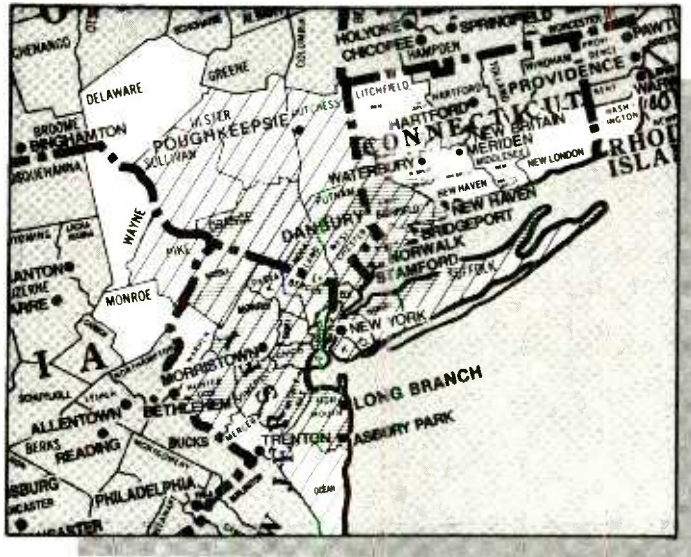
Part of the explanation for Urban **WYLD-FM**'s jump — to almost a 17 12+ share — may be found in the switch of former competitor **WLTS** to A/C, resulting in a transfer of audience.

WEZB'S slippage may be partly explained by a new challenge from **WQUE-FM**, formerly an A/C outlet. Still, B97 lost less than a share in the wake of the competitive threat, so it remains a strong number two.

MARKET OVERVIEWS

#1/NEW YORK

COMPLETE RATINGS DATA PG. 108



Highlights of the fall book in Gotham included a slight expansion of the metro, the continued strength of **WHTZ** (Z100) as the market leader, and a new A/C pacesetter.

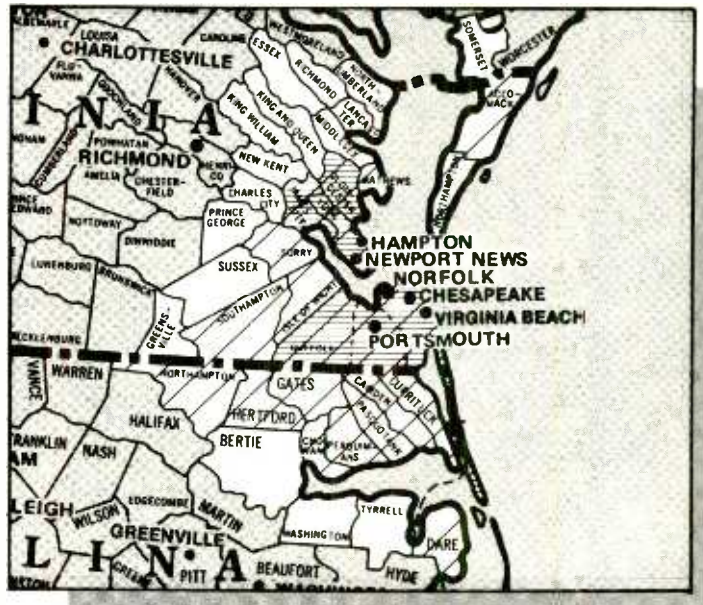
As a result of governmental redefinitions, Arbitron added several New Jersey and Connecticut counties to the metro — effective this book. While the samples in each new county theoretically didn't have much impact, big-signal AMs could be hurt less than some limited coverage FM properties (which might have affected those FMs).

WHTZ did slip in the fall book, probably largely due to fragmentation. With both **WKTU** and **WAPP** off a bit in the CHR race, Z100's position as the mass appeal format leader has little chance of being bruised.

WRKS and **WOR** have a hold on the #2 and 3 properties in New York. **WRKS** had another strong and stable showing this survey, while **WOR** grew to its highest number in the last few books. Meanwhile, **WLTW** (formerly Country **WKHK**) cut through the A/C pack and has emerged as its format kingpin.

#36/NORFOLK-PORTSMOUTH NEWPORT NEWS-HAMPTON

COMPLETE RATINGS DATA PG. 111



The biggest standout in the Tidewater area this sweep was pacesetter **WFOG**. The station's Beautiful Music approach again garnered it double-digit shares, the only station in the metro to achieve that goal.

WNSY moved from A/C to CHR this book, with some interesting results. **WLTJ** was thus able to see its A/C shares improve notably, while CHR leader **WNVZ** slipped two shares in the face of the threat from **WNSY**.

Other major movements were posted by Urban **WOWI**, recouping from a soft Spring book, and downward movement by **WNOR-FM** and **WMYK** — each of which lost approximately two shares.

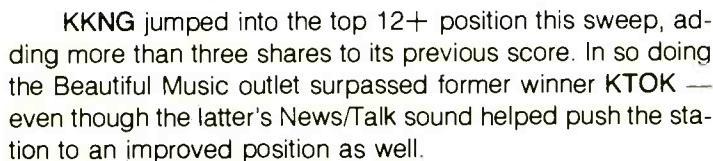
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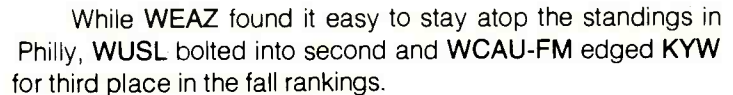
#42/OKLAHOMA CITY

COMPLETE RATINGS DATA PG. 112



Falling to the ranks of single-digit share stations was **KATT-FM**, the AOR which usually grabs hefty double-digit numbers. Also dipping was Country king **KXXY-FM**, perhaps affected by **WKY**'s move to that format. On the upswing, however, was **KOFM**, a CHR entry that closed much of the gap between itself and format rival **KJYO**.

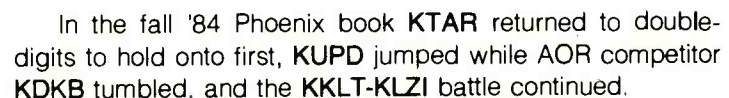
#5/PHILADELPHIA



WEAZ's Beautiful Music sound was more popular this sweep, bringing the station more than an eight share of the total metro. Another big jump was posted by Urban leader WUSL, which managed to put more daylight between itself and competitor **WDAS-FM**.

WCAU-FM saw its CHR format attract a higher share than seen in recent times. Meanwhile, KYW slipped from its summer stance and delivered its second straight down book. The AORs also suffered — all three were softer this book than in the summer, although **WMMR** did grab a higher share this fall than in the fall '83 report card.

#24/PHOENIX
COMPLETE RATINGS DATA PG. 114



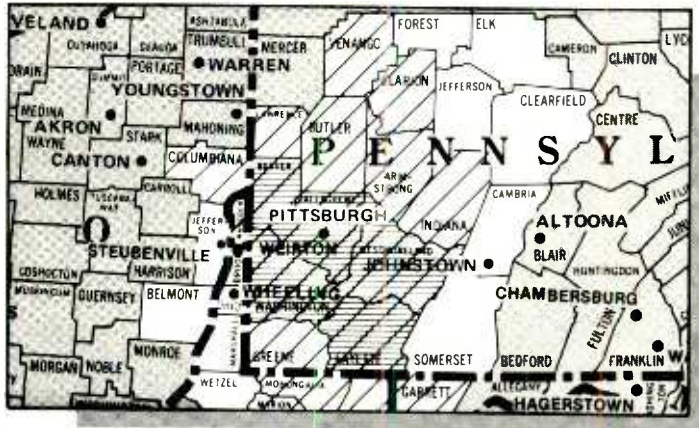
As usual, KTAR's News approach led the market 12+ basis as the station bolted to the double digit threshold for the first time in recent sweeps. Market standbys **KQYT** and **KNIX-FM** ranked 2-3.

AOR stations had the biggest flux in the standings, as KUPD added almost two shares to lead the format and KDKB lost more than three shares. On the FM A/C front, KKLT and KLZI both had an up book, and although KKLT remains ahead KLZI did close the gap.

MARKET OVERVIEWS

#13/PITTSBURGH

COMPLETE RATINGS DATA PG. 116



An expanded metro led to changes in the Pittsburgh survey, while continued slippage by KDKA, gains by WSHH, and increasing A/C fragmentation highlighted the fall Arbitron results.

Governmental redefinition of Pittsburgh added another county to the metro, aiding stations with big signals and possibly hurting some limited-coverage stations.

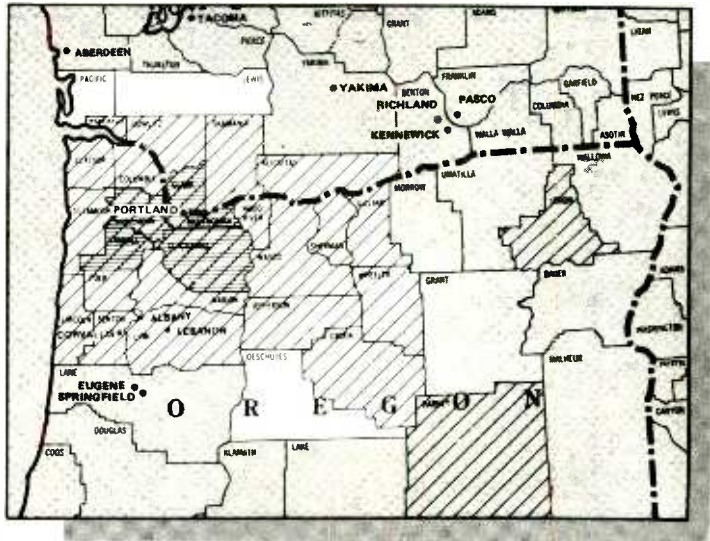
KDKA is one station with no signal problem but continued erosion. The perennial powerhouse fell under a 15 share for the first time in the history of Arbitron — but still has numbers others would lust after. Complicating matters this sweep was a growing A/C contest.

WPNT, formerly a Beautiful Music station, segued to A/C this survey. Besides fragmenting the market even further, this move left WSHH — the remaining BM station — with increased ratings success. WSHH saw its numbers more than double as a result of the WPNT switch.

WBZZ continued to look strong on the CHR front. The station's numbers rose enough to jump into third place, while competitor WHTX saw some slippage.

#31/PORTLAND, OR

COMPLETE RATINGS DATA PG. 117



Poor sampling of men 18-24 and an expanded metro this sweep were noteworthy in a fall book that saw a dramatic surge by one CHR station and erosion on the part of the former market leader.

KXL-FM saw its Beautiful Music share slip, but not enough to be devastating. Now the lone BM entity in the market, the station emerged as the top 12+ station this sweep. Partly responsible for a new market leader was the flux in the CHR format arena. KKRZ more than doubled its numbers, surpassing competitor and former market titlist KMJK, which dropped from double digits.

KINK was the only station to gain on the AOR front, placing it ahead of the competition. However, Arbitron's poor return from men 18-24 may have affected the reporting of listening from that demo. The addition of another county to the metro this book might also have affected the trends, helping stations with notable coverage patterns.

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#26/PROVIDENCE-WARWICK-PAWTUCKET

COMPLETE RATINGS DATA PG. 118

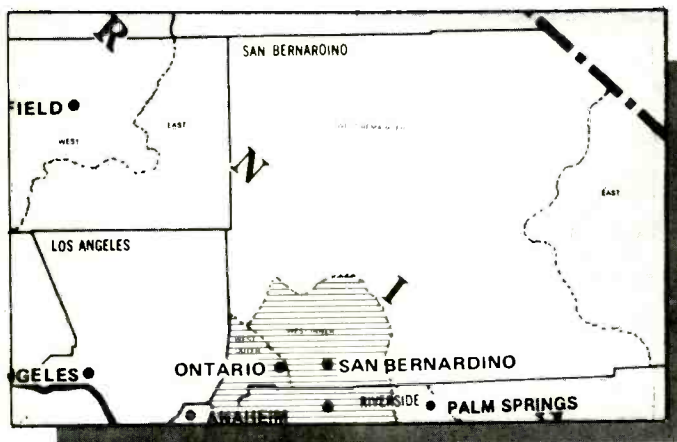


WLKW-FM broke a first place tie with **WPRO-FM**, enjoying its usual good Fall book with a 13.1 12+ in the Arbitron survey. In a strong and stable second place stance was AOR **WHJY**, lurking just below the double-digit threshold. **WPRO-FM** was close behind in third.

Looking deeper than the top three stations is a notable fragmentation of the market. Most notable movements among these others is an increase by **WPRO** to approximate its fall '83 standing, and the slippage of **WSNE**, dropping almost two shares.

#30/RIVERSIDE-SAN BERNARDINO

COMPLETE RATINGS DATA PG. 119



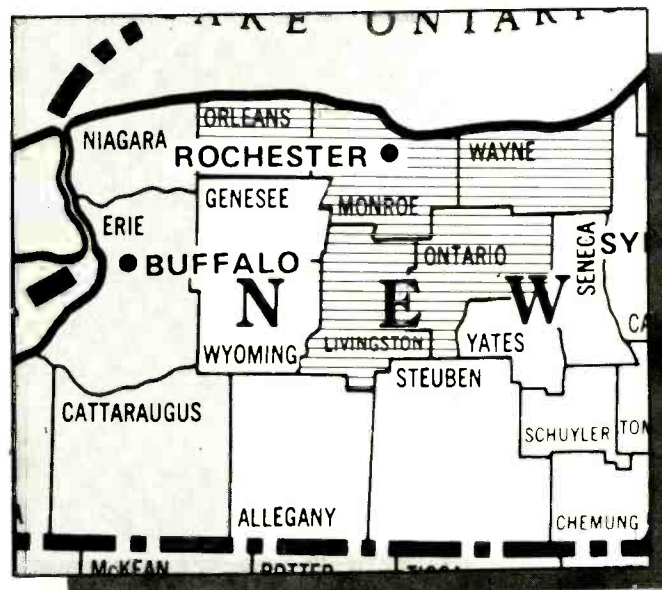
Another increase for **KIIS-FM**, improvements by local stations **KDUO** and **KGGI**, a virtual doubling for **KOST**, and a new AOR leader were the highlights of the latest **Arbitron** sweep.

KIIS-FM held onto the top spot and approached the double-digit threshold after three straight up books. Among local stations, KDUO and KGGI both grew notably. KDUO rebounded to the same share it had in the fall '83 survey, tops among locals, KGGI was local runner-up with its fourth straight advance.

The biggest growth was earned by KOST. Meanwhile, in the battle of the L.A. AORs, **KMET** edged past **KLOS**, while both stations recouped from softer spring numbers.

#40/ROCHESTER

COMPLETE RATINGS DATA PG. 120



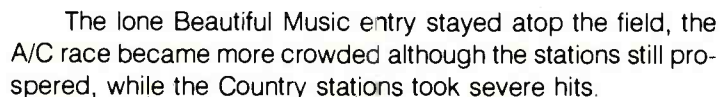
Another number one performance by **WVOR**, a stable **WEZO** showing, and a new CHR leader were the lead items in the latest diary derby.

WVOR, the FM A/C outlet, was tops again for the second straight book. Having derailed WEZO, the WVOR train just keeps rolling along, up again for the fifth consecutive survey.

As for former perennial winner WEZO, this Beautiful Music entity is hanging in there. Still a solid double-digit performer, WEZO remained the market runner-up.

The CHR battle seems to be a back-and-forth affair. This book saw **WPXY-FM** rebound while **WMJQ** was stable. The result was a narrow win for **WPXY-FM**.

#34/SACRAMENTO

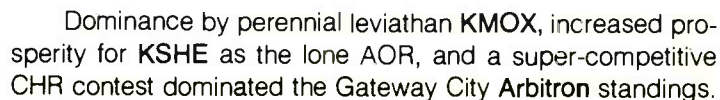


KCTC won the 12+ race again, plowing along as the market's only BM outlet. However, there's fierce competition among the rest of the pack.

KROY became an A/C known as **KSAC**, while **KXOA-FM** was overall runner-up and led the A/C contingent, as usual. On the rise, however, was **KHYL**, which grabbed high rankings in the key demos and had a sizable increase this book (its fourth straight gain).

Among the Country stations, **KRAK** and **KAER** each lost two shares or more, while newcomer **KSKK** slipped too.

#14/ST. LOUIS
COMPLETE RATINGS DATA PG. 122

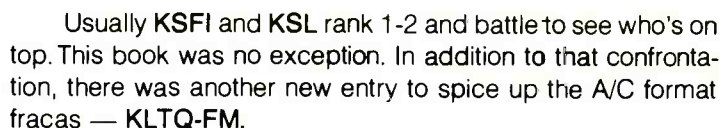


The Arbitron computer must get stuck when it comes to printing the 12+ share for KMOX. In three of the last five local surveys, the Talk and sports outlet has garnered an overall tally of 20.6.

KSHE entered the vaunted double-digit realm this sweep by increasing its audience almost 50%, a remarkable feat in a metro the size of St. Louis.

In the CHR wars both leader KHTR and KWK were softer, ending up closer than before.

#44/SALT LAKE CITY-OGDEN
COMPLETE RATINGS DATA PG. 123



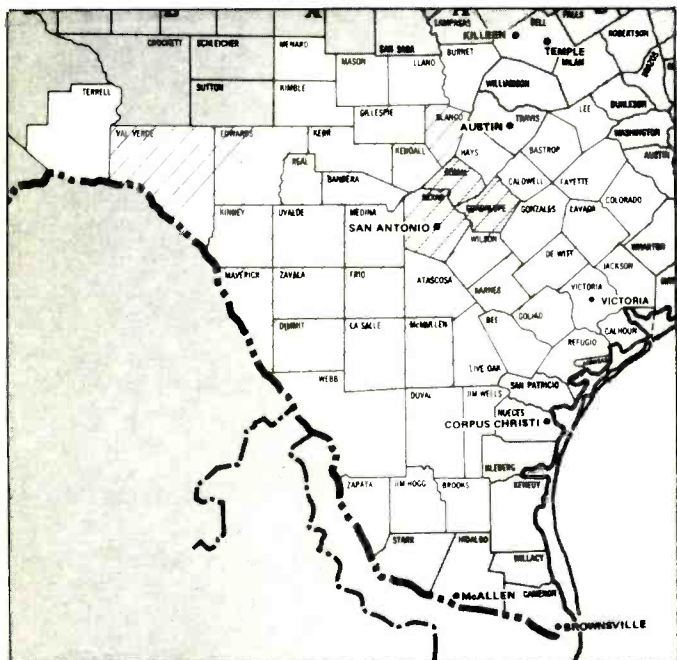
This time it was KSFI's turn to rule the 12+ roost, even though the station's share slipped ever so slightly. KSL remained the most cuned station and rebounded strongly.

On the FM A/C front there always seems to be a new competitor. In the fall '83 sweep it was **KLCY**. This book it was **KLTQ-FM**. KLCY prospered this book and KLTQ-FM debuted notably, so the saturation point has yet to be reached.

MARKET OVERVIEWS

#38/SAN ANTONIO

COMPLETE RATINGS DATA PG. 126



San Antonio had a new number one station that gained by staying the same, a new AOR leader, and a more fragmented CHR picture.

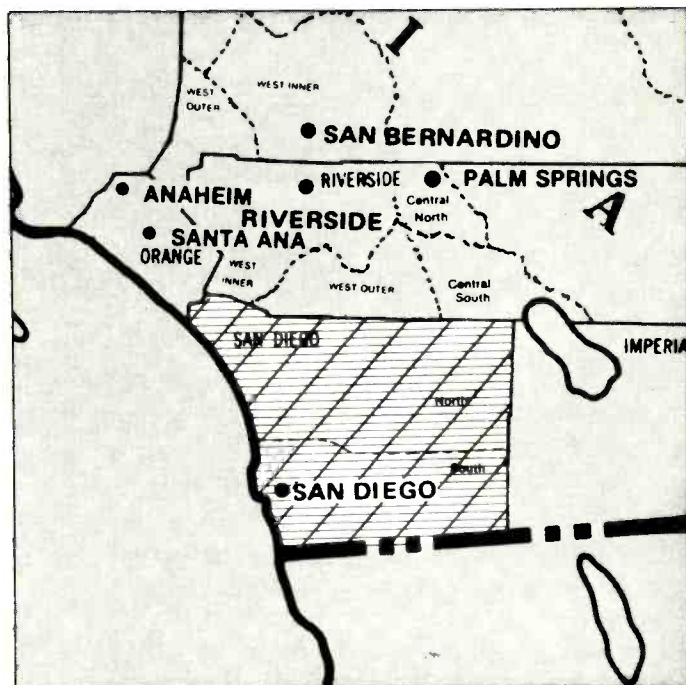
KQXT, the local Beautiful Music outlet, had a stable book that enabled it to gain the top spot in the metro. The former winner, **KTFM**, was nicked by a new CHR entry, **KSAQ**, which segued from A/C. **KTFM** was still a strong second overall.

In the AOR race, **KISS** took the lead. Its fourth consecutive gain allowed it to slip past **KXZL**, whose 12+ levels slipped again.

The Hispanic situation deserves a note. **Arbitron** did not do a superb job of sampling this portion of the San Antonio area. Still, **KCOR** was able to grow — perhaps because the usable Hispanic diaries had notable cume values.

#20/SAN DIEGO

COMPLETE RATINGS DATA PG. 127



The first-place tie in San Diego was broken. **KGB**, the legendary AOR franchise, topped the market all by itself, having surpassed **KJQY** — its former partner at the top.

KGB not only emerged as the top 12+ station again but also showed significant growth over its numbers a year ago. Can **KGB** achieve a 10 share?

BM entry **KJQY** showed some softness. However, the station was vigorous enough to claim the No. 2 slot.

Third in the metro (not to be confused with the separate San Diego North book issued in the spring and fall), and also much improved over fall '83, was **KFMB**. This AM A/C carried the Padres during their great year, but was also up almost three shares over its fall '83 showing.

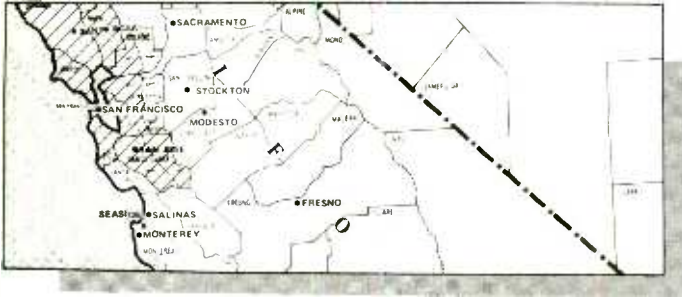
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MARKET OVERVIEWS

#4/SAN FRANCISCO

COMPLETE RATINGS DATA PG. 128



KGO's strongest book in recent sweeps, a boost for runner-up KCBS, and slippage suffered by KSOL and KSN were among San Francisco's ratings showings.

KGO shot up to a 9 share 12+, once again leading the Bay Area pack. KCBS prospered too, helped no doubt by the 49ers in their championship season drive.

Two perennially strong properties didn't exactly garner their best shares. KSOL (Urban) and KSN (Country) both slipped notably.

The AOR/CHR arenas underwent some switches. KMEL went CHR, helping KFOG and the other remaining AORs to pick up various pieces of the former KMEL audience.

#28/SAN JOSE

COMPLETE RATINGS DATA PG. 130



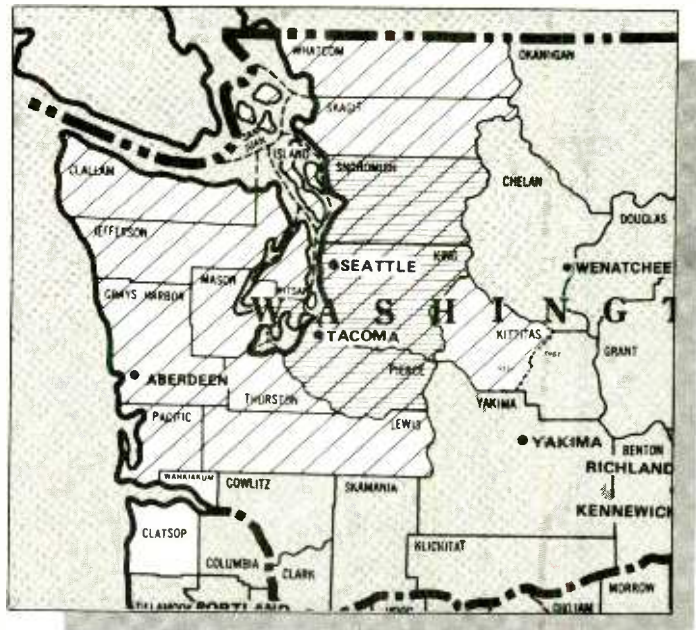
One of those strange books cropped up again in San Jose. Arbitron's sampling of the Hispanic public fell over 50% short, equating to heavy come values for the Hispanic diaries that were returned. Stations that were listened to by Hispanics prospered — others had a harder time.

A similar result was seen in the fall '83 survey. KBAY and KARA garnered shares virtually identical to the fall '83 data. Meanwhile, Hispanic KNTA surged, almost tripling its previous numbers.

One station not overly affected by these fall follies was KGO. It slipped, but remained clearly No. 1.

#17/SEATTLE-TACOMA

COMPLETE RATINGS DATA PG. 131

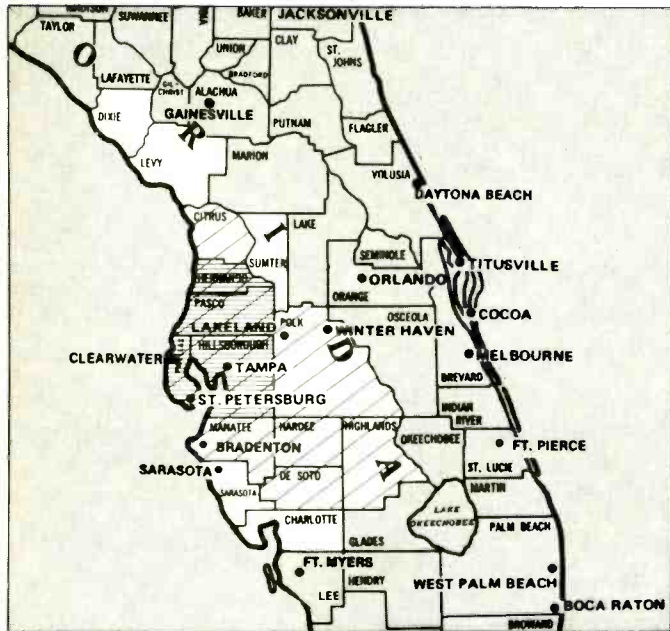


With a cast of thousands, led by Seahawks hysteria, KIRO jumped to its best book in recent sweeps. Perennial combatant KOMO followed suit, adding two shares to its 12+ tally to rank second overall.

Not to be outdone, CHR king KUBE enjoyed a healthier scorecard. While other CHRs were slipping, KUBE notched its best book ever. Meanwhile, AOR KISW widened its margin over KZOK, and KMPS-FM took the Country crown away from KRPM.

MARKET OVERVIEWS

#21/TAMPA-ST. PETERSBURG COMPLETE RATINGS DATA PG. 132

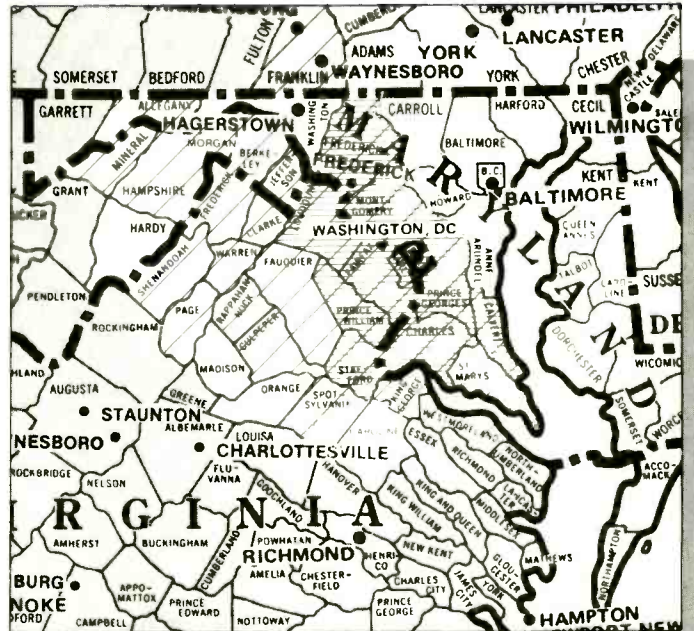


"Ditto" could be the key descriptive word for the Tampa Bay survey this fall sweep. That's because both market leader **WWBA** and runner-up **WRBQ-FM** achieved either exactly the same 12+ share as before or close enough to count as the same.

WWBA, the Beautiful Music franchise, remained in the mid-13 range again to top the metro. At the younger end of the demos, **WRBQ-FM** grabbed another 11.1 to fend off competition from new CHR entry **WMGG**.

An interesting contest shaped up in the Country arena. **WSUN** rose this book to within a hair of **WQYK**, which was softer.

#9/WASHINGTON, DC COMPLETE RATINGS DATA PG. 133



Redskins fever rampaged through the Washington area and may have helped propel **WMAL** to its best book in recent surveys. Certainly the AM powerhouse didn't get tackled for a loss this sweep.

WKYS was down three shares from its fall '83 standing, while the Beautiful Music sound of **WGAY** kept it near the top of the overall rankings.

The CHR contest was again won by **WRQX**, but by a narrower margin over **WAVA**. The effect of **WASH**'s return to A/C after these results were released will be most interesting to gauge.

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As you delve into the Fall 1984 Ratings Report you'll find that the information has been divided into two sections for your perusal. First are the market overviews — summaries of winners and circumstances which might have influenced the estimates in the relevant metro. After reading the highlights you can then turn to the second section — in-depth ratings breakouts to provide insights for broadcasters and advertisers alike.

Here are some guidelines on what you'll see as you read through this Ratings Report.

SHARE TRENDS

All stations in the top 50 markets earning a 1.0 share or better, and the top ten stations in markets 51-100 (according to the fall '84 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the fall '84 12+ share (highlighted) to the far right. The stations are ranked according to their total week, total persons, 12+ average quarter-hour share, top to bottom. Up to five surveys can be shown in the trends, which cover the previous year.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you zero in on the station's core strength. The first listing is the station's total week, total persons 12+ cume rank in the metro (all rankers are based on metro).

Four key demographic cells are then broken out for each station, with the top station in each demo highlighted. These demographic groups are teens (12-17) and adults 18-34, 18-49, and 25-54, the key advertising targets.

At the lower part of each page are more detailed breakdowns on the key adult demos. Top 10 stations are listed for men and women in the 18-34, 18-49, and 25-54 cells. All top 10 rankers are based on average quarter-hour persons, for the top 50 markets only.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the right of the adults 25-54 rankings contains numbers that demonstrate the relationship between audience turnover and daily time spent listening to each station. Based on total persons 12+, metro, these figures give a quick idea of how stations compare based on audience loyalty. Programming efforts of various stations and formats can be easily compared.

Understanding these numbers is not difficult. Remember, there is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL (minutes listened daily) the lower the turnover, or audience flux. That indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily from its listeners.

REP/NET INFORMATION

As a convenience for users of this report, we designate network and/or rep affiliations as listed in the Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in many of the markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the fall '84 Birch quarterly.

FORMAT REACH CHART

The lower right corner of each top 50 market page offers a chart that shows format comparisons within each market. The formats are alphabetized for ready examination as you leaf through the report.

The format totals are arrived at by summing the total week, total persons 12+ average quarter hour shares for all stations that qualified. All CHRs are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format.

A Step-By-Step For Using R Ratings Data

NEW YORK

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT
6.2	5.5	7.2	6.6	5.9	1	WHTZ 100.3	CHR
4.8	5.6	5.1	5.4	5.3	2	WRKS 98.7	B/U
5.1	4.9	4.2	4.7	5.2	3	WOR 710	TALK
4.5	4.6	4.6	4.4	4.8	4	WINS 1010	NEWS

DEMOGRAPHIC RANK				
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54
1 WNEW-FM	1 WHTZ	1 WHTZ	1 WHTZ	1 WCBF
2 WHTZ	2 WRKS	2 WNEW-FM	2 WRKS	2 WNBC
3 WRKS	3 WPLJ	3 WCBF	3 WBLS	3 WHTZ
4 WNBC	4 WBLS	4 WNBC	4 WPLJ	4 WNEV
5 WPLJ	5 WNEW-FM	5 WBLS	5 WLTW	5 WBLS
6 WAPP	6 WYNY	6 WRKS	6 WYNY	6 WLTW
7 WBLS	7 WKTU	7 WPLJ	7 WKTU	7 WINS
8 WCBF	8 WPIX	8 WAPP	8 WPIX	8 WPLJ
9 WKTU	9 WLTW	9 WLTW	9 WCBF	9 WRKS
10 WYNY	10 WCBF	10 WINS	10 WNEW-FM	10 WSKC

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ORK #1

CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
1	1	1	3	16/69	EASTMAN			8.1
2	3	2	6	12/90	RKO		RKO-1	6.3
27	27	21	19	11/98	RKO-2		ABC-E	5.3
11	14	12	9	18/59	BLAIR		ABC-D	4.8

FORMAT REACH			
Station	Women 25-54	Format	Reach
1 WLTW		A/C	10.6
2 WBLS		AOR	3.9
3 WRKS		BBnd	3.0
4 WHTZ		Bik/Urbn	10.1
5 WPLJ		BM/Easy	7.8
6 WCBS-FM		CHR	14.8
7 WYNY		Clas	2.3
8 WPIX		Ctry	2.5
9 WKTU		Gold	3.2
10 WHN		N/T	17.8
		Span	4.3

Network Abbreviation Key

ABC-C	ABC Contemporary	MBS	Mutual Broadcasting System
ABC-D	ABC Direction	NBC	NBC
ABC-E	ABC Entertainment	NBC-S	NBC Source
ABC-F	ABC FM	NBC-T	NBC Talknet
ABC-I	ABC Information	NBN	National Black Network
ABC-R	ABC RockRadio	RKO-1	RKO-1
ABC-T	ABC TalkRadio	RKO-2	RKO-2
AP	Associated Press Radio	SHRDN	Sheridan
CBS	CBS	UPI	United Press International Audio
CBS-R	CBS RadioRadio		

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media, Inc.
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company, Inc.
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRANFORD	Cranford Broadcasting Company
D-CLAYTON	Dora-Clayton Agency, Inc.
DEVNEY	The Devney Organization
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio, Inc.
GROSKIN	Herbert E. Groskin & Company
GROUP W	Group W Radio Sales
H OAKES	Harlan Oakes & Associates
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Company
KATZ	Katz Radio
KEYSTONE	Keystone Broadcasting System
LOTUS	Lotus-Albertini
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
MEDIA	Media Sales South
NATL TIME	National Time Sales, Ltd.
P MILLER	Paul Miller & Company
PAN AMER	Pan American Broadcasting Company
PEARSE	Pearse Sales
PRO RADIO	PRO Radio
P-W RADIO	P/W Radio Representatives
RADIO SPT	Radio Spot Sales, Inc.
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
REGIONAL	Regional Reps Corporation
REPUBLIC	Republic Radio Sales, Inc.
RILEY	Riley Representatives
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli & Schutz, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales, Inc.
STARCOM	Starcom
STARS INC	Stars, Inc.
SWAGGART	Jimmy Swaggart Broadcasting
TACHER	Tacher Company, Inc.
TORBET	Torbet Radio, Inc.
UNIREP	Unirep Broadcasting Company
W & P	Weiss & Powell, Inc.
WALTON	Walton Broadcasting Sales
WESTERN	Western Broadcast Sales

ALBANY-SCHENECTADY-TROY #50

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
11.9	12.5	11.8	1		WPYX 106.5	AOR	3	2	1	1	3	12/90	MCGAVREN	ABC-R	16.3
12.1	12.8	9.0	2		WGY 810	A/C	2	7	7	8	2	16/68	CHRISTAL	NBC	10.9
6.7	6.6	8.3	3		WQBK 1300	TALK	9	10	10	12	11	9/128	HNWH	CBS	6.6
6.0	9.4	7.8	4		WGFM 99.5	CHR	1	1	2	3	4	19/58	CHRISTAL	NBC-S	8.9
7.3	5.0	6.8	5		WROW 590	A/C	6	8	9	9	9	12/87	MMR	RKO-2	3.7
5.3	6.5	6.4	6		WWOM 100.9	A/C	7	4	5	2	1	13/82	SELCOM	RKO-1	5.4
7.5	6.0	5.6	7		WFLY 92.3	CHR	4	3	3	4	10	19/57	EASTMAN	ABC-C	6.0
7.3	6.0	5.5	8		WROW-FM 95.5	B/EZ	8	11	15	10	7	15/74	MMR	RKO-2	5.1
3.5	4.9	5.0	9		WGNA 107.7	CTRY	12	5	8	7	5	10/113	TORBET		3.5
4.1	3.9	4.1	10		WTRY 980	CHR	5	6	6	5	6	22/50	MCGAVREN	MBS	4.6
2.6	3.1	3.6	11		WQBK-FM 103.9	AOR	10	12	4	6	8	16/68	HNWH	CBS-R	5.2
3.9	2.3	3.3	12		WABY 1400	BBND	13	16	14	14	14	10/108	SELCOM	ABC-D	3.5
5.7	5.4	2.4	13		WPTR 1540	CTRY	11	9	11	11	12	20/54	EASTMAN	ABC-I	3.2
--	--	1.6	14		WCKL 560	A/C	19	17	12	15	13	6/169	SAVALLI	UPI	1.6
--	0.4	1.5	15		WWCN 1460	N/T	14	13	22	19	19	14/77	ROSLIN		0.1
0.8	1.0	1.1	16		WHAZ 1330	REL	18	19	16	13	15	10/110			0.6
0.6	0.8	1.0	17		WASM 102.3	B/EZ	21	14	21	20	20	7/153		AP	---

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WPYX	1 WPYX	1 WPYX	1 WWOM	1 WPYX	1 WWOM	A/C	23.8
2 WQBK-FM	2 WGFM	2 WQBK-FM	2 WPYX	2 WGNA	2 WGY	AOR	15.4
3 WFLY	3 WFLY	3 WFLY	3 WGFM	3 WQBK-FM	3 WGFM	BBnd	3.3
4 WGFM	4 WWOM	4 WGFM	4 WFLY	4 WGY	4 WROW-FM	BM/Easy	6.5
5 WTRY	5 WTRY	5 WGNA	5 WTRY	5 WGFM	5 WTRY	CHR	17.5
6 WWOM	6 WGY	6 WTRY	6 WGY	6 WTRY	6 WPYX	Ctry	7.4
7 WGY	7 WQBK-FM	7 WWOM	7 WROW	7 WROW-FM	7 WROW	N/T	9.8
8 WQBK	8 WROW	8 WGY	8 WGNA	8 WWOM	8 WGNA	Rel	1.1
9 WPTR	9 WGNA	9 WROW-FM	9 WROW-FM	9 WFLY	9 WFLY		
10 WGNA	10 WCKL	10 WQBK	10 WQBK-FM	10 WQBK	10 WQBK		

ANAHEIM-SANTA ANA #19

FALL '83	SPRING '84	FALL '84	METRO RANK 12-ACM	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.6	10.0	10.1	1	KIIS 102.7	CHR	1	2	1	1	1	14/75	McGAVREN	
5.5	6.7	5.6	2	KABC 790	TALK	5	21	17	8	5	15/72	KATZ	ABC-T
6.8	7.1	5.3	3	KBIG 104.3	B/EZ	6	13	13	5	2	15/71	TORBET	
4.3	4.3	5.1	4	KJOI 98.7	B/EZ	9	22	29	15	9	13/81	MMR	
4.2	2.9	4.7	5	KNX 1070	NEWS	3	30	24	14	8	18/59	CBS-SPOT	CBS
4.1	5.3	4.6	6	KLOS 95.5	AOR	2	5	2	2	6	19/57	KATZ	ABC-R
3.2	3.2	4.3	7	KOST 103.5	A/C	10	7	6	4	4	15/71	CHRISTAL	
3.8	2.3	4.2	8	KROQ-FM 106.7	AOR	11	3	3	7	18	15/71	HNWH	
2.4	3.5	3.9	9	KKHR 100.3	CHR	4	1	7	10	24	22/49	CBS-FM	
3.1	4.5	3.8	10	KMPC 710	BBND	8	33	33	22	15	19/56	SELCOM	
3.5	3.7	3.8	10	KRTH 101.1	GOLD	12	10	5	3	3	16/66	REPUBLIC	
5.3	4.6	3.6	12	KMET 94.7	AOR	7	6	4	6	11	20/53	SELCOM	
1.9	0.8	2.5	13	KMGH 105.9	A/C	18	24	8	9	7	15/70	HNWH	RKO-1
0.5	0.8	2.1	14	KYMS-FM 106.3	REL	21	14	10	11	12	14/75		
2.4	1.7	2.1	14	KFI 640	A/C	15	23	14	13	13	24/45	CHRISTAL	ABC-E
2.2	2.1	2.0	16	KHTZ 97.1	A/C	16	20	9	12	14	20/53	MMR	RKO-2
3.0	2.1	2.0	16	KNOB 97.9	B/EZ	17	32	15	16	10	20/53	GROSKIN	
2.4	3.6	1.9	18	KIQQ 100.3	CHR	14	4	12	17	27	30/36	EASTMAN	
2.5	2.0	1.9	18	KFWB 980	NEWS	13	37	34	23	19	33/33	BLAIR	NBC
1.6	0.6	1.7	20	KFAC-FM 92.3	CLAS	19	28	20	21	17	20/53	McGAVREN	
--	--	1.7	20	KIIS 1150	BBND	27	36	44	38	29	13/82	McGAVREN	MBS
0.4	0.4	1.5	22	KBRT 740	REL	28	44	16	20	16	13/84		
2.1	2.6	1.3	23	KLAC 570	CTRY	23	29	37	27	20	20/53	EASTMAN	ABC-D
0.9	0.8	1.3	23	KEZY-FM 95.9	CHR	22	17	11	18	28	22/49	ROSLIN	
1.6	1.6	1.3	23	KZLA-FM 93.9	CTRY	24	26	26	26	21	20/54	EASTMAN	
2.0	2.4	1.2	26	KWIZ-FM 96.7	A/C	20	19	22	19	23	26/41	TORBET	
1.5	1.0	1.0	27	KKGO 105.1	JAZZ	26	12	23	25	25	23/47	BLAIR/RAR	AP

ATLANTA #15

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
10.0	9.2	10.5	1	WZGC 92.9	CHR	1	1	4	3	6	14/76	TORBET		12.3
8.1	9.1	9.9	2	WQXI-FM 94.1	CHR	2	5	1	1	1	14/75	BLAIR		9.8
7.3	7.0	9.0	3	WPCH 94.9	B/EZ	5	13	9	5	2	11/103	KATZ		5.8
10.8	9.1	8.5	4	WVEE 103.3	B/U	4	3	2	2	3	12/93	MCGAVREN	RKO-1	11.6
7.2	6.8	7.2	5	WSB 750	A/C	3	11	13	10	7	15/71	CHRISTAL	NBC	5.9
9.2	10.0	6.7	6	WKHX 101.5	CTRY	7	7	6	7	5	13/82	SELCOM		5.9
6.2	6.9	6.7	6	WKLS-FM 96.1	AOR	6	2	3	4	10	14/79	MASLA	ABC-R	10.1
4.6	4.3	5.3	8	WRMM 99.7	A/C	10	10	5	6	4	13/86	EASTMAN		3.4
4.9	4.8	3.5	9	WSB-FM 98.5	A/C	8	8	8	9	9	21/51	CHRISTAL	CBS-R	3.4
--	--	3.3	10	WFOX 97.1	A/C	11	9	7	8	8	19/56	MMR		3.7
3.9	2.9	3.2	11	WGST 920	NEWS	9	17	15	13	13	21/52	KATZ	CBS	2.7
4.0	4.6	2.9	12	WAOK 1380	B/U	12	6	10	11	11	18/60	MASLA	SHRDN	4.0
0.8	1.1	2.4	13	WYAY 106.7	CTRY	15	12	11	12	12	14/79	REPUBLIC		3.6
1.5	3.1	2.0	14	WIGO 1340	B/U	14	4	12	14	18	17/63	CITI MEDIA	ABC-D	2.7
2.9	2.6	1.9	15	WPLO 590	CTRY	16	22	20	16	15	16/66	MCGAVREN	ABC-I	1.8
1.2	2.3	1.3	16	WCNN 680	NEWS	13	21	18	17	16	29/38	HNWH		1.0
2.2	1.5	1.3	16	WJYA-AM & FM 1080 104.1	BBND	18	20	21	18	17	18/124	W&P	AP	1.8
2.3	1.2	1.2	18	WQXI 790	GOLD	17	14	14	15	14	22/49	BLAIR		0.4
1.4	1.5	1.0	19	WYZE 1480	REL	20	15	16	19	21	10/105			0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	19.3
1 WQXI-FM	1 WQXI-FM	1 WQXI-FM	1 WQXI-FM	1 WQXI-FM	1 WQXI-FM	AOR	6.7
2 WKLS-FM	2 WVEE	2 WKLS-FM	2 WVEE	2 WVEE	2 WPCH	BBnd	1.3
3 WVEE	3 WZGC	3 WVEE	3 WZGC	3 WPCH	3 WVEE	Blk/Urbn	13.4
4 WZGC	4 WRMM	4 WKHX	4 WPCH	4 WRMM	4 WZGC	BM/Easy	9.0
5 WKHX	5 WKLS-FM	5 WZGC	5 WRMM	5 WKHX	5 WKHX	CHR	20.4
6 WFOX	6 WSB -FM	6 WRMM	6 WKHX	6 WSB	6 WRMM	Ctry	11.0
7 WRMM	7 WPCH	7 WPCH	7 WSB -FM	7 WKLS-FM	7 WSB	Gold	1.2
8 WPCH	8 WKHX	8 WFOX	8 WKLS-FM	8 WZGC	8 WSB -FM	N/T	4.5
9 WYAY	9 WAOK	9 WSB	9 WFOX	9 WFOX	9 WAOK	Rel	1.0
10 WSB	10 WFOX	10 WYAY	10 WAOK	10 WYAY	10 WFOX		

BALTIMORE #16

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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	8.5	8.8	9.7	1		WLIF 101.9	B/EZ	3	21	11	7	1	10/108	CHRISTAL		8.4
9.0	9.7	8.0	8.2	2		WBAL 1090	A/C	1	20	18	11	8	13/84	BLAIR	ABC-E	8.3
6.5	6.2	6.9	8.0	3		WIYY 97.9	AOR	2	2	1	1	3	13/84	BLAIR	ABC-R	9.2
5.8	5.6	5.3	6.2	4		WXYV 102.7	B/U	5	3	2	2	6	12/91	MCGAVREN		7.5
6.4	6.7	6.2	5.8	5		WPOC 93.1	CTRY	7	9	7	4	2	12/90	EASTMAN	ABC-D	6.6
3.9	2.7	2.9	4.9	6		WWIN-FM 95.5	B/U	12	7	3	3	5	10/104	HNWH		2.9
6.8	6.3	7.5	4.4	7		WBSB 104.3	CHR	4	4	4	6	7	21/51	TORBET	ABC-C	8.1
2.8	3.1	3.4	4.2	8		WMAR 106.5	CHR	6	1	6	8	15	18/62	KATZ		4.8
4.2	4.0	3.6	3.9	9		WYST-FM 92.3	A/C	9	17	5	5	4	15/73	MASLA	RKO-1	3.4
3.8	3.9	3.2	3.8	10		WCBM 680	N/T	8	28	19	14	9	18/61	KATZ	ABC-I	3.3
2.9	3.3	4.1	3.6	11		WCAO 600	CTRY	10	13	14	10	10	16/69	MCGAVREN	RKO-2	3.9
4.4	3.0	4.3	3.3	12		WITH 1230	BBND	14	25	33	25	17	11/100	HNWH	MBS	2.3
4.0	3.3	6.4	3.2	13		WFBR 1300	A/C	11	23	13	12	11	18/61	MMR	NBC	3.2
3.6	4.1	2.6	3.0	14		WWIN 1400	B/U	13	5	8	9	12	15/74	HNWH	NBN	1.9
3.8	3.3	1.7	2.7	15		WEBB 1360	B/U	16	8	10	13	13	13/86	CITIMEDIA	SHRDN	2.3
0.3	1.6	2.1	2.5	16		WBGR 860	REL	22	15	17	16	14	6/182		UPI	1.5
1.7	1.7	2.3	1.7	17		WWDC-FM 101.1	AOR	15	11	9	15	19	21/52	CHRISTAL	RKO-1	2.3
1.5	1.5	1.0	1.4	18		WHUR 96.3	B/U	19	14	12	17	16	17/62	W&P		1.1
1.6	1.3	1.4	1.3	19		WRQX 107.3	CHR	18	6	22	19	20	20/55	BLAIR	ABC-C	2.1
1.6	1.5	1.2	1.2	20		WQSR 105.7	A/C	17	16	15	18	18	27/40	CBS-FM	CBS	1.0
--	--	0.6	1.1	21		WHFS 99.1	AOR	23	10	16	20	21	14/78	MASLA	MBS	1.4
0.8	0.6	0.9	1.0	22		WTOP 1500	NEWS	20	32	29	24	23	20/54	CBS SPOT	CBS	1.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIYY	1 WIYY	1 WIYY	1 WXYV	1 WIYY	1 WLIF
2 WXYV	2 WWIN-FM	2 WXYV	2 WWIN-FM	2 WLIF	2 WYST-FM
3 WWDC-FM	3 WXYV	3 WWIN-FM	3 WBSB	3 WPOC	3 WPOC
4 WWIN-FM	4 WBSB	4 WPOC	4 WIYY	4 WWIN-FM	4 WXYV
5 WYST-FM	5 WYST-FM	5 WYST-FM	5 WYST-FM	5 WYST-FM	5 WBSB
6 WPOC	6 WMAR	6 WWDC-FM	6 WPOC	6 WCBM	6 WWIN-FM
7 WMAR	7 WWIN	7 WLIF	7 WLIF	7 WXYV	7 WBAL
8 WBSB	8 WPOC	8 WBSB	8 WMAR	8 WBAL	8 WIYY
9 WWIN	9 WEBB	9 WWIN	9 WEBB	9 WFBR	9 WEBB
10 WHFS	10 WLIF	10 WCAO	10 WWIN	10 WCAO	10 WCAO

FORMAT REACH

A/C	16.5
AOR	10.8
BBnd	3.3
Blk/Urbrn	18.2
BMI/Easy	9.7
CHR	9.9
Ctry	9.4
N/T	4.8
Rel	2.5

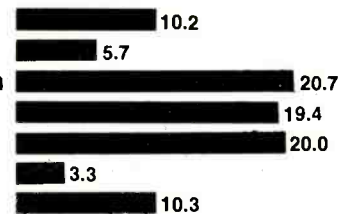
BIRMINGHAM #46

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	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
12.3	11.3	12.1	1	WZZK 104.7	CTRY	2	5	5	1	1	12/90	KATZ		14.3
9.8	11.7	11.8	2	WENN-FM 107.7	B/U	4	2	2	4	3	9/119	SELCOM	NBN	13.0
11.3	13.4	11.0	3	WKXX 106.9	CHR	1	1	1	2	4	16/69	MOGAVREN	ABC-D	12.4
7.9	8.2	8.4	4	WAPI-FM 94.5	CHR	3	3	3	5	5	14/79	CHRISTAL	NBC-S	16.6
4.9	6.9	8.3	5	WMJJ 96.5	A/C	5	8	4	3	2	13/84	BLAIR	RKO-1	8.7
7.6	5.9	6.5	6	WATV 900	B/U	9	4	6	6	7	9/120	W&P		2.4
4.2	7.2	6.1	7	WAGG 1320	REL	13	7	7	7	9	6/180	SELCOM	NBN	3.9
3.0	5.5	5.7	8	WSGN 1610	BBND	6	15	15	11	8	12/88	EASTMAN		3.6
3.7	4.1	5.6	9	WVOK 690	CTRY	7	20	13	8	6	12/87	CHRISTAL	RKO-2	3.8
4.8	3.1	3.3	10	WERC 960	N/T	8	13	9	9	10	19/57	MOGAVREN		3.5
4.9	1.9	2.4	11	WJLD 1410	B/U	11	9	10	12	13	23/47	MASLA	MBS	1.2
2.2	2.6	2.3	12	WQUS 99.5	CTRY	14	14	12	10	11	15/72	CHRISTAL		1.6
3.1	2.2	1.9	13	WAPI 1070	A/C	10	11	17	16	16	30/36	CHRISTAL	CBS	2.1
2.8	2.6	1.8	14	WDJC 93.7	REL	12	10	11	13	12	23/47	CRAWFORD		3.3
2.3	2.6	1.4	15	WYDE 850	REL	15	12	14	14	14	16/68			1.0
1.5	1.6	1.0	16	WCRT 1260	REL	16	17	8	15	15	14/78			1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C BBnd Blk/Urbn CHR Ctry N/T Rel
1 WAPI-FM 2 WKXX 3 WZZK 4 WENN-FM 5 WMJJ 6 WERC 7 WATV 8 WQUS 9 WCRT 10 WYDE	1 WENN-FM 2 WKXX 3 WMJJ 4 WZZK 5 WAPI-FM 6 WATV 7 WAGG 8 WDJC 9 WJLD 10 WCRT	1 WZZK 2 WAPI-FM 3 WKXX 4 WENN-FM 5 WMJJ 6 WERC 7 WATV 8 WQUS 9 WVOK 10 WYDE	1 WMJJ 2 WENN-FM 3 WZZK 4 WKXX 5 WAPI-FM 6 WAGG 7 WATV 8 WVOK 9 WDJC 10 WSGN	1 WZZK 2 WMJJ 3 WAPI-FM 4 WENN-FM 5 WKXX 6 WVOK 7 WATV 8 WERC 9 WQUS 10 WSGN	1 WMJJ 2 WZZK 3 WENN-FM 4 WKXX 5 WAGG 6 WATV 7 WSGN 8 WVOK 9 WDJC 10 WAPI-FM	



BUFFALO-NIAGRA FALLS #35

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	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
10.8	10.1	9.9	1	WBEN 930	A/C	1	8	9	7	4	19/57	EASTMAN	NBC	10.5
12.5	10.8	9.4	2	WJYE 96.1	B/EZ	2	12	13	9	3	14/79	MMR		8.1
6.9	7.3	8.1	3	WECK 1230	BBND	10	15	20	14	11	9/118	W&P	ABC-I	5.6
7.1	7.1	7.4	4	WYRK 106.5	CTRY	11	10	7	3	1	10/113	MOGAVREN		6.7
5.5	4.2	7.2	5	WBLK 93.7	B/U	13	2	4	1	5	9/127	SELCOM	ABC-F	4.5
3.4	6.4	6.6	6	WNYS-FM 104.1	CHR	4	1	5	5	9	16/66	CHRISTAL	ABC-C	9.4
7.0	6.6	5.7	7	WBUF 92.9	A/C	8	11	2	2	2	15/72	MOGAVREN		8.0
5.8	4.1	5.3	8	WGR 550	A/C	3	13	11	8	6	21/51	KATZ	ABC-E	4.7
4.1	5.8	5.2	9	WGRQ 96.9	AOR	9	5	1	4	12	16/67	KATZ	NBC-S	8.3
5.1	6.4	5.0	10	WKBW 1520	A/C	6	14	8	11	7	20/55	BLAIR	ABC-D	5.2
5.5	6.1	4.9	11	WPHD 103.3	AOR	7	3	3	6	10	20/54	CBS-FM	CBS-R	5.8
5.4	4.2	4.1	12	WBEN-FM 102.5	CHR	5	6	6	10	8	26/42	EASTMAN		5.5
2.7	4.2	3.2	13	WYSL 1400	CHR	12	4	10	12	15	20/55	CBS-FM		1.8
0.9	1.3	2.3	14	WUWU 107.7	A/C	15	16	22	15	13	15/71			1.7
3.2	2.4	1.8	15	WRXT 98.5	CHR	14	7	12	13	14	29/37	HNWH		2.3
0.8	--	1.2	16	WJL 1440	A/C	17	19	19	21	21	15/71		MES	0.2
2.0	0.6	1.1	17	WUFO 1080	B/U	18	9	14	16	17	14/79	SELCOM	SHRDN	0.8
0.5	0.9	1.1	17	WXRL 1300	CTRY	16	23	15	17	16	19/58		MES	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WGRQ	1 WBLK	1 WYRK	1 WBLK	1 WYRK	1 WBLK	A/C	29.4
2 WPHD	2 WNYS-FM	2 WGRQ	2 WNYS-FM	2 WBEN	2 WJYE	AOR	10.1
3 WBUF	3 WBUF	3 WBUF	3 WBUF	3 WBUF	3 WBUF	BBnd	8.1
4 WYRK	4 WGRQ	4 WBEN	4 WGR	4 WGR	4 WGR	Blk/Urbn	8.3
5 WBEN	5 WBEN-FM	5 WPHD	5 WJYE	5 WKBW	5 WYRK	BM/Easy	9.4
6 WNYS-FM	6 WPHD	6 WKBW	6 WYRK	6 WJYE	6 WKBW	CHR	15.7
7 WBEN-FM	7 WKBW	7 WBEN-FM	7 WBEN-FM	7 WBEN-FM	7 WBEN	Ctry	8.5
8 WBLK	8 WJYE	8 WBLK	8 WGRQ	8 WGRQ	8 WNYS-FM		
9 WKBW	9 WYRK	9 WGR	9 WPHD	9 WPHD	9 WECK		
10 WRXT	10 WYSL	10 WNYS-FM	10 WKBW	10 WBLK	10 WBEN-FM		

BOSTON #7

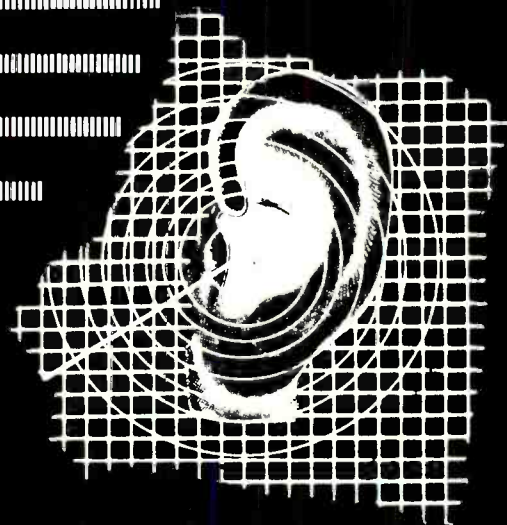
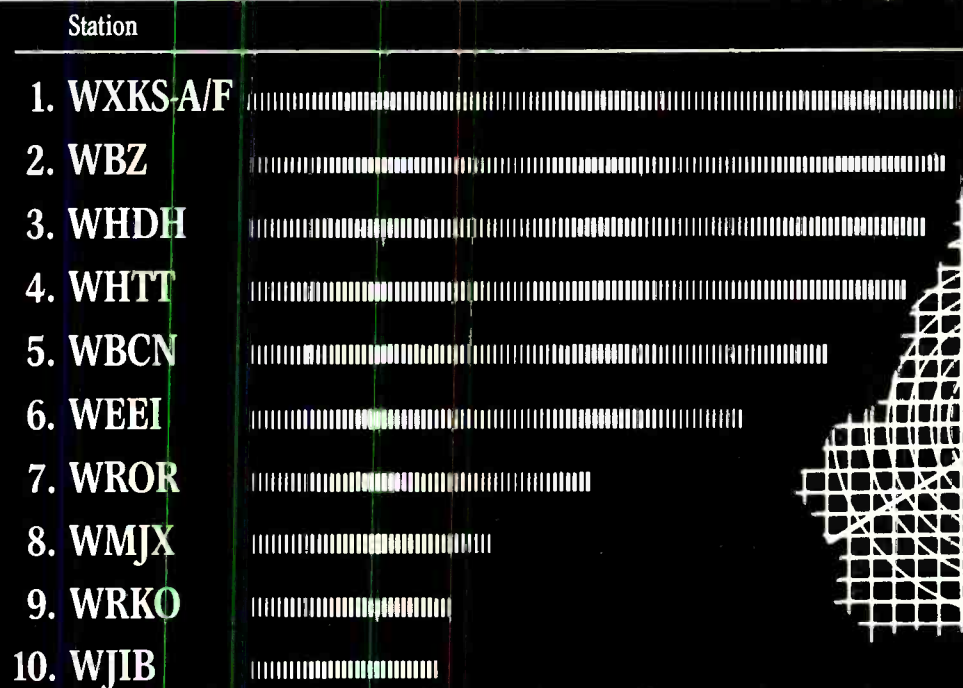
FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.5	5.7	7.2	8.4	8.7	1		WHDH 850	A/C	2	13	7	3	1	12/88	BLAIR		7.1
7.8	8.2	9.0	8.6	8.4	2		WBCN 104.1	AOR	5	3	1	1	2	11/95	TORBET		11.6
7.6	8.3	7.4	7.4	8.1	3		WBZ 1030	A/C	1	9	12	5	3	13/81	BLAIR	ABC-E	10.4
7.9	7.5	8.1	7.5	6.5	4		WXKS-FM 107.9	CHR	4	2	2	2	4	15/73	MMR		8.8
7.0	7.6	6.3	6.6	5.8	5		WHTT 103.3	CHR	3	1	4	8	14	18/60	CBS-FM	CBS-R	7.6
5.1	5.3	4.8	4.6	5.0	6		WEEI 590	NEWS	6	15	14	12	9	18/61	CBS SPOT	CBS	4.1
4.3	4.1	4.7	4.7	4.9	7		WRKO 680	TALK	9	17	13	13	11	12/87	REPUBLIC	RKO-2	4.3
5.5	4.8	4.6	4.1	4.1	8		WJIB 96.9	B/EZ	10	11	19	18	10	14/76	CHRISTAL		3.0
3.8	5.3	3.8	4.5	4.0	9		WROR 98.5	A/C	7	7	6	4	5	19/58	REPUBLIC	RKO-1	3.9
3.5	3.1	3.2	2.7	3.9	10		WHUE-FM 100.7	B/EZ	13	19	18	14	12	13/86	MOGAVREN		2.3
4.1	3.8	3.5	3.1	3.3	11		WMJX 106.7	A/C	8	10	3	6	7	19/57	EASTMAN		3.2
3.2	2.6	4.4	4.5	3.3	11		WVBF 105.7	A/C	11	14	5	7	6	16/68	MOGAVREN		3.2
3.6	2.8	2.3	2.1	3.1	13		WSSH 99.5	A/C	14	27	17	9	8	15/72	HNWH		2.8
1.0	1.8	2.0	1.9	2.6	14		WAAF 107.3	AOR	15	4	8	11	20	15/73	KATZ		2.9
1.0	1.4	1.4	1.8	2.3	15		WBOS 92.9	CTRY	17	21	15	10	13	11/97	KATZ	ABC-D	0.9
3.3	2.3	2.2	1.7	2.1	16		WZOU 94.5	CHR	12	5	9	17	18	24/46	BLAIR		2.2
1.6	2.1	1.9	2.4	1.6	17		WILD 1090	B/U	21	8	16	15	15	11/99		SHRDN	1.0
2.4	1.5	3.1	2.2	1.5	18		WXKS 1430	BBND	22	31	26	23	23	11/98	MMR		1.0
1.1	1.3	1.2	1.5	1.3	19		WCGY 93.7	GOLD	18	12	11	16	16	18/62	MASLA		1.1
0.5	0.6	0.3	0.5	1.2	20		WHJY 94.1	AOR	23	6	10	19	27	12/91	KATZ	ABC-R	0.6
1.1	1.7	1.2	0.9	1.2	20		WCRB 102.5	CLAS	16	16	20	20	17	22/49	DONOFRIO		1.2
0.8	1.0	0.8	0.9	1.2	20		WROL 950	REL	19	30	21	24	21	17/64			0.5
1.9	1.0	1.1	0.8	1.1	23		WMRE 1510	BBND	20	25	22	21	19	16/66	MASLA	UPI	0.3

BOSTON/See Page 90



WXKS A/F REACHES *THE EARS* of BOSTON*

#1 Total Persons 12+



SCALE: 192000 256000 320000 384000 448000 512000 576000

Average persons estimates

*Weekly cume MSA Mon-Sun 6am-midnight
Fall 1984 Arbitron



MAJOR MARKET RADIO SALES

For more information contact Mary P. Cashman at 617-396-1430 or write to P.O. Box 128, Medford, Massachusetts 02155.

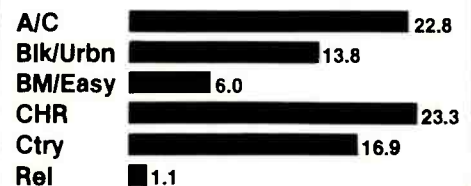
CHARLOTTE-GASTONIA-ROCK HILL #39

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	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
17.1	17.3	15.8	1	WSOC-FM 103.7	CTRY	1	5	4	1	1	10/106	CHRISTAL	MBS	20.0
10.7	7.7	13.3	2	WBT 1110	A/C	2	10	7	4	2	12/94	BLAIR		12.2
10.8	10.8	10.9	3	WPEG 97.9	B/U	5	1	2	2	5	10/106	HNWH	SHRDN	8.9
8.4	7.4	9.2	4	WBCY 107.9	CHR	3	4	1	3	3	14/76	BLAIR	ABC-F	10.1
8.2	7.2	7.7	5	WROQ-FM 95.1	CHR	4	3	3	6	8	15/71	EASTMAN	RKO-1	10.1
6.1	6.1	6.7	6	WEZC 104.7	A/C	6	9	5	5	4	12/91	MMR		7.2
2.7	5.4	6.4	7	WJZR 99.7	CHR	7	2	6	7	6	12/88	SELCOM		6.7
8.7	4.1	6.0	8	WZXI 101.9	B/EZ	8	14	9	9	7	10/111	REPUBLIC		3.1
3.2	3.7	2.8	9	WLTV 96.9	A/C	9	6	8	8	9	19/57	KATZ		2.7
3.4	2.3	1.8	10	WGIV 1600	B/U	11	11	10	10	10	16/67	SELCOM	NBN	1.4
--	2.7	1.1	11	WLON 1050	CTRY	18	20	17	13	13	7/148	SOUTHERN		1.4
--	1.3	1.1	11	WRKB 1460	REL	21	22	19	22	22	6/190	SELCOM		--
2.9	2.8	1.1	11	WQCC 1540	B/U	13	21	14	11	11	15/74	SAVALLI		0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPEG	1 WBCY	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	A/C
2 WROQ-FM	2 WPEG	2 WPEG	2 WBCY	2 WBT	2 WBT	Bk/Urbn
3 WSOC-FM	3 WEZC	3 WBCY	3 WPEG	3 WBCY	3 WEZC	BM/Easy
4 WBCY	4 WROQ-FM	4 WROQ-FM	4 WEZC	4 WPEG	4 WBCY	CHR
5 WJZR	5 WSOC-FM	5 WBT	5 WBT	5 WEZC	5 WPEG	Ctry
6 WBT	6 WJZR	6 WEZC	6 WROQ-FM	6 WJZR	6 WZXI	Rel
7 WEZC	7 WBT	7 WJZR	7 WJZR	7 WROQ-FM	7 WJZR	
8 WLTV	8 WZXI	8 WLTV	8 WZXI	8 WLTV	8 WROQ-FM	
9 WGIV	9 WLTV	9 WZXI	9 WLTV	9 WZXI	9 WLTV	
10 WKZL	10 WGIV	10 WGIV	10 WGIV	10 WTQR	10 WGIV	



CHICAGO #3

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
9.6	8.6	8.8	11.4	9.7	1	720	WGN	TALK	1	18	14	2	1	12/88	CHRISTAL	ABC-I	9.6
4.7	5.8	6.1	4.7	6.1	2	107.5	WGCI-FM	B/U	6	3	1	1	2	12/89	McGAVREN	MBS	7.4
5.3	5.8	5.6	6.8	5.4	3	100.3	WLOO	B/EZ	9	32	17	13	4	11/96	KATZ		3.6
5.5	4.9	4.5	4.4	4.9	4	780	WBBM	NEWS	2	23	20	17	10	21/52	CBS SPOT	CBS	5.3
4.9	4.8	4.8	5.2	4.5	5	102.7	WBMX	B/U	5	2	3	4	13	17/65	MASLA	ABC-F	5.7
5.1	5.0	4.6	5.0	4.2	6	96.3	WBBM-FM	CHR	3	1	9	14	18	22/50	CBS-FM	CBS-R	5.5
3.7	3.4	4.1	4.1	3.8	7	101.9	WCLR	A/C	10	11	8	3	3	15/70	TORBET		2.8
3.8	3.7	3.2	2.7	3.6	8	890	WLS	CHR	4	7	6	7	8	23/48	BLAIR	ABC-C	3.9
2.9	2.4	2.9	2.5	3.4	9	1160	WJJD	BBND	19	29	35	28	22	12/90	MMR	ABC-I	2.1
3.0	4.3	4.6	3.3	3.3	10	101.1	WKQX	CHR	8	8	5	5	5	19/56	EASTMAN	NBC-S	4.2
2.6	2.7	2.7	2.9	3.3	10	99.5	WUSN	CTRY	18	20	16	11	6	13/83	SELCOM	ABC-D	2.6
3.7	3.9	3.2	3.2	3.2	12	93.9	WLAK	A/C	11	12	13	10	9	18/61	CHRISTAL		3.7
2.3	3.0	3.4	2.8	3.1	13	97.9	WLUP	AOR	13	9	2	6	17	17/64	MMR		3.1
1.7	1.8	1.7	1.9	2.9	14	104.3	WJMK	GOLD	17	22	7	8	7	15/73	MMR	RKO-2	2.9
4.2	3.3	2.7	3.4	2.9	14	560	WIND	TALK	16	31	25	23	19	15/71	BLAIR	ABC-E	2.5
3.6	2.9	4.1	3.2	2.8	16	670	WMAQ	CTRY	12	19	21	19	14	19/58	EASTMAN	NBC	3.1
2.7	3.2	2.4	2.4	2.6	17	93.1	WXRT	AOR	21	21	4	9	12	12/88	SELCOM		4.9
3.1	3.0	2.7	2.4	2.5	18	103.5	WFYR	A/C	14	16	10	12	11	21/51	REPUBLIC	RKO-1	2.2
3.2	2.9	3.5	2.8	2.3	19	94.7	WLS-FM	CHR	7	6	12	15	16	31/35	BLAIR	ABC-R	2.4
3.2	3.4	3.3	2.9	2.3	19	95.5	WMET	AOR	15	4	11	16	27	21/52	HNWH		6.2
0.8	0.6	0.6	1.7	1.9	21	105.9	WAGO	CHR	20	5	15	20	21	21/51	KATZ		1.1
2.5	2.5	2.0	1.9	1.7	22	105.1	WOJO	SPAN	29	27	18	18	15	8/137	CABALLERO		0.4
1.9	1.7	2.0	2.3	1.7	22	820	WAIT	BBND	23	33	33	35	35	16/67	KATZ		1.2
1.3	1.5	1.6	1.6	1.7	22	98.7	WFMT	CLAS	22	17	27	21	20	18/60	CMBS		2.0
1.4	1.3	1.4	1.5	1.2	25	950	WJPC	B/U	24	10	19	22	23	23/47		NBN	1.0
0.8	1.2	1.0	1.0	1.1	26	1450	WVON	B/U	28	26	22	24	24	13/85			--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLUP	1 WGCI-FM	1 WLUP	1 WGCI-FM	1 WGN	1 WGN
2 WXRT	2 WBMX	2 WGCI-FM	2 WCLR	2 WGCI-FM	2 WGCI-FM
3 WGCI-FM	3 WKQX	3 WGN	3 WBMX	3 WLOO	3 WCLR
4 WLS	4 WCLR	4 WXRT	4 WGN	4 WXRT	4 WLOO
5 WBMX	5 WFYR	5 WLS	5 WKQX	5 WLS	5 WLAK
6 WKQX	6 WJMK	6 WJMK	6 WLAK	6 WCLR	6 WKQX
7 WMET	7 WLAK	7 WBMX	7 WFYR	7 WKQX	7 WUSN
8 WJMK	8 WBBM-FM	8 WKQX	8 WJMK	8 WBBM	8 WJMK
9 WGN	9 WAGO	9 WCLR	9 WLS	9 WUSN	9 WFYR
10 WBBM-FM	10 WLS	10 WBBM	10 WBBM-FM	10 WJMK	10 WLS

FORMAT REACH

A/C	9.5
AOR	8.0
BBnd	5.1
Blk/Urbn	12.9
BM/Easy	5.4
CHR	15.3
Clas	1.7
Ctry	6.1
Gold	2.9
N/T	17.0
Span	1.7

CINCINNATI #29

FALL '83	SPRING '84	FALL '84	METRO RANK 13+ AQH	STATIONS	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	8.7	10.3	1	WKRC 550	A/C	1	6	4	2	1	15/70	KATZ	ABC-E	6.7
8.2	10.0	9.6	2	WKRC 101.9	CHR	2	1	2	4	8	15/70	KATZ		10.7
7.2	8.0	8.7	3	WEBN 102.7	AOR	4	3	1	1	3	12/87	TORBET		9.6
6.6	7.9	7.4	4	WRRM 98.5	A/C	5	7	3	3	2	14/79	BLAIR		7.0
5.4	8.9	6.5	5	WLW 700	A/C	3	12	10	8	6	19/58	EASTMAN	ABC-I	6.9
6.2	5.3	6.5	5	WCKY 1530	N/T	6	14	14	13	11	14/79	CBS-SPOT	CBS	7.8
7.6	6.1	6.0	7	WWEZ 92.5	B/EZ	7	13	12	11	4	14/75	CBS-SPOT		6.6
5.7	5.7	5.2	8	WBLZ 103.5	B/U	8	2	7	6	10	16/69	MASLA	SHRDN	9.3
4.2	4.2	4.8	9	WKXF 94.1	CTRY	11	8	8	7	5	13/82	MMR		3.7
4.9	4.9	4.6	10	WUBE 105.1	CTRY	12	10	11	10	7	12/92	MOGAVREN		4.5
3.2	2.7	4.4	11	WMLX 1230	BBND	13	16	18	16	15	10/108	MOGAVREN		2.3
5.9	5.6	4.3	12	WLLT 94.9	A/C	9	9	5	5	9	17/65	HNWH		4.8
4.5	3.6	4.0	13	WSKS 96.5	AOR	10	4	6	9	13	16/67	BLAIR	ABC-R	5.3
4.1	2.7	3.0	14	WCIN 1480	B/U	14	5	9	12	12	14/76	W&P	NBN	1.5
2.0	1.7	1.9	15	WSAI 1360	CTRY	15	15	15	14	14	20/54	MMR	AP	1.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEBN	1 WKRC	1 WEBN	1 WKRC	1 WKRC	1 WKRC	A/C	28.5
2 WSKS	2 WRRM	2 WKRC	2 WKRC	2 WEBN	2 WRRM	AOR	12.7
3 WRRM	3 WLLT	3 WRRM	3 WRRM	3 WLW	3 WWEZ	BBnd	4.4
4 WKRC	4 WBLZ	4 WLW	4 WLLT	4 WRRM	4 WKRC	Bik/Urbn	8.2
5 WKRC	5 WEBN	5 WSKS	5 WBLZ	5 WKXF	5 WLLT	BM/Easy	6.0
6 WKXF	6 WKRC	6 WKRC	6 WEBN	6 WUBE	6 WUBE	CHR	9.6
7 WLLT	7 WCIN	7 WKXF	7 WKXF	7 WWEZ	7 WKXF	Ctry	11.3
8 WLW	8 WKXF	8 WLLT	8 WWEZ	8 WKRC	8 WBLZ	N/T	6.5
9 WBLZ	9 WSKS	9 WBLZ	9 WCIN	9 WSKS	9 WLW		
10 WCIN	10 WLW	10 WUBE	10 WUBE	10 WCKY	10 WCKY		

CLEVELAND #22

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
10.2	10.0	10.4	10.4	10.9	1	WMMS 100.7	AOR	1	2	1	1	3	12/89	KATZ	NBC-S	14.7
7.3	9.3	8.5	5.7	7.6	2	WDOK 102.1	B/EZ	4	14	8	8	5	12/87	MOGAVREN		8.0
7.2	9.0	7.0	7.3	5.8	3	WQAL 104.1	B/EZ	6	12	12	9	4	14/78	CHRISTAL		5.3
--	4.9	6.1	5.3	6.4	4	WLTF 106.5	A/C	5	6	2	2	1	15/73	CHRISTAL	AP	5.1
7.0	6.7	5.6	7.8	6.3	5	WBBG 1260	BBND	7	20	18	18	14	12/89	EASTMAN		5.2
6.6	6.1	6.1	6.4	6.1	6	WMJI 105.7	A/C	3	7	3	3	2	17/65	EASTMAN		4.9
8.1	6.6	6.7	7.0	5.9	7	WGCL 98.5	CHR	2	1	4	5	9	20/55	MMR	ABC-F	7.2
5.3	7.1	7.3	7.4	5.7	8	WZAK 93.1	B/U	11	4	5	4	6	12/92	SELCOM	CBS-R	5.9
4.2	4.5	3.6	3.5	4.6	9	WERE 1300	N/T	8	13	14	15	17	16/67	MMR	MBS	4.4
3.8	3.6	4.2	4.8	4.2	10	WDMT 107.9	B/U	10	5	6	6	10	16/66	HNWH	RKO-1	4.9
4.5	4.8	4.0	4.2	3.9	11	WGAR-FM 99.5	CTRY	12	10	7	7	7	14/77	BLAIR	RKO-2	4.8
3.6	2.8	4.4	3.9	3.2	12	WJW 850	N/T	15	17	21	19	18	15/75	REPUBLIC	ABC-I	3.7
2.7	1.6	1.8	2.8	3.1	13	WABQ 1540	REL	20	22	17	13	12	9/121		SHRDN	1.8
3.8	2.2	1.5	2.2	2.7	14	WHK 1420	GOLD	9	9	10	10	8	27/40	KATZ	NBC	3.4
1.6	2.7	1.7	2.1	2.3	15	WJMO 1490	B/U	16	11	11	11	15	19/58	MASLA	NBN	2.5
1.5	2.0	2.1	1.9	2.3	15	WRQC 92.3	CHR	13	3	9	17	20	24/45	MASLA	ABC-R	3.3
1.9	1.8	3.2	4.1	2.3	15	WWWE 1100	A/C	14	18	15	14	11	22/49	MOGAVREN	CBS	2.1
2.4	1.7	1.7	1.6	2.2	18	WCLV 95.5	CLAS	18	16	13	12	13	14/79	CMBS		2.2
3.1	3.4	3.1	1.9	2.0	19	WGAR 1220	CTRY	17	15	19	16	16	20/54	BLAIR	ABC-E	2.3
0.8	0.7	1.4	1.3	1.3	20	WDBN 94.9	B/EZ	21	19	20	20	19	10/106	MASLA		0.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WLTF	A/C 14.8
2 WLTF	2 WLTF	2 WLTF	2 WLTF	2 WLTF	2 WMJI	AOR 10.9
3 WMJI	3 WMJI	3 WMJI	3 WMJI	3 WMJI	3 WDOK	BBnd 6.3
4 WZAK	4 WGCL	4 WZAK	4 WZAK	4 WHK	4 WQAL	Blk/Urbn 12.2
5 WGCL	5 WZAK	5 WGCL	5 WGCL	5 WGAR-FM	5 WZAK	BM/Easy 15.7
6 WDMT	6 WDMT	6 WDMT	6 WDOK	6 WQAL	6 WGAR-FM	CHR 8.2
7 WGAR-FM	7 WDOK	7 WHK	7 WDMT	7 WWWE	7 WMMS	Clas 2.2
8 WHK	8 WRQC	8 WGAR-FM	8 WQAL	8 WZAK	8 WABQ	Ctry 5.9
9 WDOK	9 WGAR-FM	9 WDOK	9 WGAR-FM	9 WDOK	9 WGCL	Gold 2.7
10 WRQC	10 WJMO	10 WQAL	10 WJMO	10 WBBG	10 WDMT	N/T 7.8
						Rel 3.1

WMMS

THE CONTINUOUS CLEVELAND MARKET LEADER



Rolling Stone

STATION OF THE YEAR FOR SIX STRAIGHT YEARS



MALRITE COMMUNICATIONS GROUP, INC.

COLUMBUS #33

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ ACH	STATIONS	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	12.6	14.9	1	1	WLWQ 96.3	AOR	1	2	1	1	2	11/99	KATZ	
10.6	8.6	10.5	2	2	WTVN 610	A/C	3	10	5	3	1	14/76	KATZ	ABC-E
11.0	11.2	9.7	3	3	WBNS-FM 97.1	B/EZ	6	15	10	7	4	12/93	BLAIR	
9.7	10.1	9.2	4	4	WXGT 92.3	CHR	2	1	2	4	7	17/62	EASTMAN	CBS-R
8.4	8.4	7.5	5	5	WSNY 94.7	A/C	4	4	3	2	3	17/64	MMR	
5.9	5.7	6.1	6	6	WNCI 97.9	CHR	5	3	4	5	5	20/53	CHRISTAL	ABC-C
4.6	5.4	4.8	7	7	WRMZ 99.7	CTRY	8	8	6	6	6	13/85	TORBET	MBS
2.6	3.2	3.6	8	8	WHOK 95.5	CTRY	10	7	9	8	8	13/83		AP
3.6	4.3	3.1	9	9	WMNI 920	CTRY	9	17	18	14	13	17/65	TORBET	MBS
3.9	3.0	2.9	10	10	WBNS 1460	A/C	7	11	14	12	12	25/43	BLAIR	ABC-I
7.7	7.1	2.6	11	11	WVKO 1580	B/U	12	5	8	9	9	16/66	MMR	SHRDN
4.9	3.7	2.2	12	12	WCOL 1230	GOLD	11	13	12	11	10	21/51	EASTMAN	CBS
--	--	2.1	13	13	WZZT 103.1	B/U	13	6	7	10	14	14/76	MASLA	
1.5	1.5	2.0	14	14	WBBY 103.9	JAZZ	14	14	11	13	11	15/72	REGIONAL	RKO-2
1.3	1.4	1.8	15	15	WRFD 880	REL	17	22	15	18	18	12/93	PRO RADIO	ABC-D
--	--	1.4	16	16	WCLT-FM 100.3	A/C	18	23	13	15	15	14/80		MBS
0.4	1.4	1.2	17	17	WLW 700	A/C	15	12	17	17	16	24/44	EASTMAN	ABC-I
1.0	1.4	1.1	18	18	WCKX 106.3	B/U	16	9	16	16	17	21/51	REGIONAL	
--	--	1.1	18	18	WCLT 1430	MISC	20	18	23	23	22	8/137		MBS

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	23.5
1 WLWQ	1 WLWQ	1 WLWQ	1 WSNY	1 WLWQ	1 WSNY	AOR	14.9
2 WNCI	2 WSNY	2 WTVN	2 WLWQ	2 WTVN	2 WTVN	Bik/Urbn	5.8
3 WXGT	3 WXGT	3 WNCI	3 WXGT	3 WSNY	3 WBNS-FM	BM/Easy	9.7
4 WRMZ	4 WNCI	4 WXGT	4 WTVN	4 WNCI	4 WRMZ	CHR	15.3
5 WSNY	5 WTVN	5 WSNY	5 WNCI	5 WBNS-FM	5 WLWQ	Ctry	11.5
6 WTVN	6 WRMZ	6 WRMZ	6 WRMZ	6 WRMZ	6 WNCI	Gold	2.2
7 WZZT	7 WVKO	7 WBNS-FM	7 WBNS-FM	7 WXGT	7 WXGT	Jazz	2.0
8 WBBY	8 WHOK	8 WHOK	8 WVKO	8 WBBY	8 WHOK	Misc	1.1
9 WCOL	9 WBNS-FM	9 WBBY	9 WHOK	9 WHOK	9 WVKO	Rel	1.8
10 WVKO	10 WZZT	10 WZZT	10 WZZT	10 WCOL	10 WMNI		

DALLAS-FT. WORTH #10

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	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
10.8	9.4	10.2	9.9	1	KVIL-FM 103.7	A/C	1	10	1	1	1	13/85	BLAIR		12.7
7.7	8.1	7.1	8.0	2	KRLD 1080	NEWS	2	12	15	9	4	16/69	KATZ	CBS	6.2
5.4	6.9	6.3	6.9	3	WBAP 820	CTRY	4	13	11	7	2	13/81	EASTMAN	ABC-I	6.8
5.6	5.9	7.1	6.7	4	KKDA-FM 104.5	B/U	9	3	2	2	5	11/103	SELCOM	AP	8.5
6.0	6.2	5.9	6.3	5	KMEZ-FM 100.3	B/EZ	5	20	16	11	6	12/88	MOGAVREN		5.6
5.5	5.2	4.7	5.9	6	KPLX 99.5	CTRY	10	8	6	3	3	12/92	REPUBLIC	AP	5.7
4.7	5.3	4.3	5.2	7	KEGL 97.1	CHR	3	2	3	5	11	18/59	BLAIR	ABC-C	5.5
4.6	5.0	5.9	4.5	8	KAFM 92.5	CHR	6	1	7	10	12	17/62	W&P		5.4
6.0	7.4	6.6	4.4	9	KSCS 96.3	CTRY	7	9	9	8	8	17/66	EASTMAN		5.1
4.5	3.8	4.0	4.3	10	KTXQ 102.1	AOR	8	4	4	6	10	16/66	CHRISTAL	ABC-R	6.0
2.7	2.6	2.9	4.1	11	KMGC 102.9	A/C	12	11	5	4	7	16/68	SELCOM		2.3
3.6	3.0	3.4	3.7	12	KQZY 105.3	B/EZ	13	24	21	13	9	12/91	BLAIR		1.9
4.9	4.9	4.5	2.9	13	KZEW 97.9	AOR	11	7	8	12	14	23/46	MMR	NBC-S	5.2
4.6	3.7	3.2	2.5	14	KNOK 107.5	B/U	15	5	12	15	19	16/66	W&P	RKO-1	2.7
1.1	1.1	0.6	2.1	15	KTKS 106.1	CHR	14	6	10	14	17	21/52	HNWH		3.0
1.4	1.2	1.7	1.7	16	KRQX 570	GOLD	17	28	13	16	13	17/63	MMR	CBS-R	0.7
1.9	0.9	1.5	1.6	17	KPBC 1040	REL	22	17	14	17	16	10/112			0.8
1.0	1.5	1.7	1.5	18	KLIF 1190	CTRY	21	18	26	25	25	11/96	REPUBLIC	NBC	1.1
1.1	0.9	1.4	1.5	18	WRR 101.1	CLAS	18	23	20	21	20	15/72	CMBS		1.2
2.4	1.9	2.1	1.4	20	KLUV 98.7	A/C	16	16	17	18	15	27/40	CBS SPOT	ABC-F	1.3
1.0	1.7	1.0	1.1	21	KESS 94.1	SPAN	25	15	18	23	23	10/107	CABALLERO		2.5
1.2	1.2	2.1	1.1	21	KAAM 1310	GOLD	20	19	19	19	18	16/70	W&P		0.6
1.0	0.3	0.9	1.1	21	KVIL 1150	GOLD	19	21	23	20	22	18/60	BLAIR		0.7
0.6	0.7	1.1	1.0	24	KKDA 730	B/U	23	14	24	22	21	15/72	SELCOM	AP	0.6

DALLAS-FT. WORTH/See Page 90



KTXQ...Q102...DELIVERS DALLAS/FT. WORTH MEN*

#1 MEN 18-34

#2 MEN 25-34

CELEBRATING 10 YEARS IN ROCK 'n' ROLL

*Source Arbitron Fall '84

ANAHEIM-SANTA ANA #19

Continued from Page 77

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	A/C 12.1
2 KLOS	2 KOST	2 KLOS	2 KOST	2 KLOS	2 KBIG	AOR 12.4
3 KROQ-FM	3 KRTH	3 KMET	3 KBIG	3 KBIG	3 KOST	BBnd 5.5
4 KMET	4 KMGG	4 KROQ-FM	4 KRTH	4 KABC	4 KRTH	BM/Easy 12.4
5 KRTH	5 KROQ-FM	5 KRTH	5 KMGG	5 KRTH	5 KMGG	CHR 17.2
6 KKHR	6 KLOS	6 KBIG	6 KNOB	6 KNX	6 KABC	Clas 1.7
7 KYMS	7 KKHR	7 KABC	7 KROQ-FM	7 KMET	7 KNOB	Ctry 2.6
8 KOST	8 KMET	8 KOST	8 KFI	8 KJOI	8 KFI	Gold 3.8
9 KHTZ	9 KHTZ	9 KYMS	9 KABC	9 KMGG	9 KJOI	Jazz 1.0
10 KMGG	10 KNOB	10 KKHR	10 KKHR	10 KOST	10 KBRT	N/T 12.2
						Rel 3.6

BOSTON #7

Continued from Page 82

DEMOGRAPHIC RANK						FORMAT REACH
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	A/C 30.5
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WBCN	2 WHDH	2 WXKS-FM	AOR 12.4
3 WAAF	3 WMJX	3 WROR	3 WMJX	3 WBZ	3 WBZ	BBnd 2.6
4 WVBF	4 WHTT	4 WHDH	4 WHDH	4 WROR	4 WVBF	Blk/Urbn 1.6
5 WHDH	5 WVBF	5 WBZ	5 WVBF	5 WEEI	5 WROR	BM/Easy 8.0
6 WROR	6 WROR	6 WAAF	6 WROR	6 WXKS-FM	6 WSSH	CHR 14.4
7 WMJX	7 WHDH	7 WVBF	7 WHTT	7 WRKO	7 WMJX	Clas 1.2
8 WHTT	8 WSSH	8 WBOS	8 WBZ	8 WBOS	8 WBCN	Ctry 2.3
9 WRKO	9 WZOU	9 WILD	9 WSSH	9 WVBF	9 WJIB	Gold 1.3
10 WCGY	10 WBZ	10 WEEI	10 WJIB	10 WILD	10 WHUE	N/T 9.9
						Rel 1.2

DALLAS-FT. WORTH #10

Continued from Page 89

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KTXQ	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	A/C 15.4
2 KKDA-FM	2 KKDA-FM	2 KKDA-FM	2 KKDA-FM	2 WBAP	2 KPLX	AOR 7.2
3 KVIL-FM	3 KMGC	3 KTXQ	3 KPLX	3 KRLD	3 KMEZ-FM	Blk/Urbn 10.2
4 KEGL	4 KEGL	4 KPLX	4 KMGC	4 KTXQ	4 KKDA-FM	BM/Easy 10.0
5 KPLX	5 KPLX	5 KEGL	5 KMEZ-FM	5 KPLX	5 KMGC	CHR 11.8
6 KZEW	6 KAFM	6 WBAP	6 KSCS	6 KKDA-FM	6 WBAP	Clas 1.5
7 KAFM	7 KTXQ	7 KRLD	7 KEGL	7 KMGC	7 KQZY	Ctry 18.7
8 KMGC	8 KSCS	8 KSCS	8 KAFM	8 KSCS	8 KSCS	Gold 3.9
9 KSCS	9 KZEW	9 KMGC	9 WBAP	9 KEGL	9 KRLD	N/T 8.0
10 KRQX	10 KTKS	10 KZEW	10 KQZY	10 KQZY	10 KAFM	Rel 1.6
						Span 1.1

DAYTON #45

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
13.9	14.4	16.0	1		WHIO-FM 99.1	B/EZ	1	14	6	2	1	11/	CHRISTAL		13.5
12.4	13.6	11.5	2		WTUE 104.7	AOR	3	2	1	1	2	12/88	MCGAVREN		12.6
9.1	9.8	8.0	3		WHIO 1290	A/C	2	15	14	8	3	18/60	CHRISTAL	CBS	8.1
5.8	6.4	6.5	4		WDAO 107.7	B/U	7	4	2	3	5	13/85	EASTMAN	ABC-C	7.8
7.5	7.6	6.1	5		WONE 980	CTRY	6	16	9	5	4	14/76	MCGAVREN	ABC-D	6.8
4.8	6.6	5.8	6		WGTZ 92.9	CHR	4	1	4	6	10	18/60	KATZ		9.7
2.5	3.6	4.2	7		WAVI 1210	TALK	13	22	20	15	9	11/98	EASTMAN	ABC-E	3.5
5.4	5.4	4.1	8		WING 1410	A/C	5	11	12	9	7	23/47	KATZ	MBS	4.1
4.9	4.4	4.1	8		WYMJ 103.9	A/C	9	10	5	4	6	17/63	REPUBLIC	RKO-1	5.9
5.4	3.9	3.6	10		WVUD 99.9	A/C	8	6	3	7	8	21/52	MASLA	CBS-R	4.5
2.7	2.1	3.1	11		WBLZ 103.5	B/U	12	5	8	10	13	15/71	MASLA	SHRDN	3.5
2.8	2.1	2.6	12		WSKS 96.5	AOR	10	3	7	12	17	19/57	BLAIR	ABC-R	3.0
2.3	1.9	2.4	13		WBZI 95.3	CTRY	14	13	10	11	12	15/73		RKO-2	1.3
1.1	1.3	2.1	14		WPTW-FM 95.7	A/C	15	26	16	16	16	12/89	REGIONAL		0.5
--	--	1.9	15		WBLY 1600	CTRY	21	23	25	26	21	9/118	DEVNEY	MBS	0.8
3.0	3.0	1.8	16		WLW 700	A/C	11	19	13	14	11	27/40	EASTMAN	ABC-I	1.5
0.4	--	1.6	17		WAZU 102.9	A/C	17	12	11	13	14	14/76	DEVNEY	MBS	0.8
0.5	1.2	1.4	18		WFCJ 93.7	REL	20	17	19	20	19	14/76	PEARSE	AP	0.8

DEMOGRAPHIC RANK

FORMAT REACH

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 WTUE	1 WHIO-FM	1 WHIO-FM	A/C	25.3
2 WVUD	2 WDAO	2 WHIO-FM	2 WHIO-FM	2 WTUE	2 WHIO	AOR	17.1
3 WSKS	3 WGTZ	3 WONE	3 WDAO	3 WONE	3 WDAO	Blk/Urban	9.6
4 WYMJ	4 WYMJ	4 WVUD	4 WYMJ	4 WVUD	4 WONE	BM/Easy	16.0
5 WGTZ	5 WHIO-FM	5 WDAO	5 WGTZ	5 WDAO	5 WING	CHR	5.8
6 WDAO	6 WVUD	6 WYMJ	6 WHIO	6 WYMJ	6 WYMJ	Ctry	10.4
7 WHIO-FM	7 WBLZ	7 WSKS	7 WONE	7 WHIO	7 WVUD	N/T	4.2
8 WONE	8 WONE	8 WHIO	8 WING	8 WING	8 WTUE	Rel	1.4
9 WLW	9 WBZI	9 WING	9 WVUD	9 WLW	9 WGTZ		
10 WPTW-FM	10 WAZU	10 WGTZ	10 WBLZ	10 WBLZ	10 WAVI		

DENVER-BOULDER #23

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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
8.9	9.5	9.9	9.7	1	KOSI 101.1	B/EZ	2	14	10	4	1	12/87	BLAIR		8.6
6.5	6.8	7.9	7.2	2	KPKE 95.7	CHR	5	1	6	6	14	13/81	HNWH		5.9
7.3	6.7	5.7	6.7	3	KOA 850	TALK	1	10	11	12	7	21/52	KATZ	CBS	4.7
4.6	5.0	5.0	6.0	4	KOAQ 103.5	CHR	4	4	2	1	4	17/65	KATZ	CBS-R	4.8
4.2	4.7	5.2	5.9	5	KIMN 950	CHR	3	6	4	2	2	17/64	BLAIR	ABC-C	4.0
4.4	4.5	5.0	4.9	6	KMJI 100.3	A/C	8	9	5	3	3	15/72	CHRISTAL		4.8
3.5	3.4	3.3	4.7	7	KRXY 107.5	CHR	7	2	8	8	13	17/62	MMR		8.1
5.2	4.4	4.0	4.5	8	KBCO 97.3	AOR	11	11	1	5	6	12/90	MASLA		5.9
4.0	3.8	4.2	4.4	9	KAZY 106.7	AOR	9	7	3	7	9	16/67	MCGAVREN	NBC-S	4.2
5.9	5.1	4.9	4.2	10	KYGO 98.5	CTRY	12	12	13	10	8	13/86	BLAIR		5.9
5.1	6.0	4.4	4.1	11	KBPI 105.9	AOR	6	3	7	9	16	21/50	SELCOM		6.3
4.1	3.5	2.5	3.9	12	KVOD 99.5	CLAS	14	18	18	15	12	12/89	TORBET		4.1
3.8	3.6	3.2	3.8	13	KEZW 1430	BBND	16	16	28	21	17	11/102	BLAIR	MBS	2.0
4.5	3.7	4.7	3.6	14	KHOW 630	A/C	10	8	15	11	5	16/67	EASTMAN	RKO-1	2.6
3.3	4.5	4.0	3.6	14	KLZ 560	CTRY	13	20	12	14	10	13/82	MCGAVREN	ABC-I	4.3
2.6	2.3	2.9	3.2	16	KNUS 710	N/T	15	17	20	16	15	13/84	SELCOM	ABC-I	3.1
2.2	2.6	2.0	2.5	17	KRZN 1150	GOLD	17	22	9	13	11	13/81	CHRISTAL		1.0
1.1	2.5	2.4	1.9	18	KDKO 1510	B/U	19	5	14	17	21	14/80			2.6
2.0	1.8	1.5	1.6	19	KBRQ-FM 105.1	CTRY	20	13	17	18	18	15/72	TORBET	ABC-E	1.6
1.3	1.6	1.6	1.4	20	KDEN 1340	NEWS	18	19	24	22	22	24/45	SAVALLI	ABC-E	1.7
0.6	--	0.6	1.1	21	KLTT 800	REL	28	26	21	23	23	6/191	RADIO SPOT		1.1
--	--	--	1.0	22	KPPL 1390	JAZZ	22	27	19	19	19	12/90		ABC-I	0.9

DENVER-BOULDER/See Page 103



Denver's 18-49 Leader with Men*

*Denver Fall 1984 Arbitron

DETROIT #6

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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
9.6	7.6	11.4	13.8	10.6	1	WJR 760	MISC	1	10	14	3	1	13/86	EASTMAN	NBC	9.8
7.3	9.1	8.4	7.5	9.8	2	WJOI 97.1	B/EZ	3	13	13	5	2	10/114	CBS-SPOT		6.8
6.3	5.9	4.6	4.6	5.8	3	WWJ 950	NEWS	4	14	16	15	12	16/68	CBS-SPOT	CBS	5.6
5.0	5.7	5.9	5.8	5.8	3	WJLB 97.9	B/U	7	1	2	4	11	14/77	MASLA		6.2
5.3	6.2	5.4	5.7	5.6	5	WRIF 101.3	AOR	5	6	1	1	3	16/66	BLAIR	ABC-R	8.3
3.9	5.0	5.3	5.1	4.6	6	WXYT 1270	TALK	14	21	19	16	13	11/100	BLAIR	ABC-I	4.2
4.5	4.8	4.3	4.9	4.5	7	WNIC-FM 100.3	A/C	8	7	3	2	4	18/60	REPUBLIC		5.1
3.1	3.6	4.1	4.1	4.3	8	WCZY 95.5	CHR	6	5	6	6	7	20/55	HNWH		5.0
5.3	4.8	4.7	4.2	3.9	9	WLLZ 98.7	AOR	9	3	4	9	14	19/56	MOGAVREN		6.1
3.8	4.2	4.6	4.8	3.9	9	WHYT 96.3	CHR	2	2	10	11	16	25/43	EASTMAN	ABC-C	5.6
2.9	4.0	4.2	4.7	3.8	11	WOMC 104.3	A/C	10	15	7	7	5	18/62	KATZ	RKO-2	3.1
6.0	3.9	2.9	2.8	3.7	12	WMJC 94.7	A/C	12	12	5	8	6	17/63	MMR	RKO-1	1.8
5.3	4.3	4.6	3.7	3.5	13	WDRQ 93.1	B/U	11	4	9	12	15	19/58	CHRISTAL		4.0
3.5	3.1	2.3	3.1	2.9	14	WWWW 106.7	CTRY	15	20	17	14	10	14/79	CHRISTAL	AP	3.5
1.9	1.8	1.6	2.6	2.8	15	WCLS 99.5	A/C	13	11	8	10	8	21/52	SELCOM		2.7
2.4	2.0	2.5	2.5	2.5	16	WJZZ 105.9	JAZZ	16	22	11	13	9	15/73	W&P		1.9
2.2	3.3	2.7	1.7	2.1	17	WCXI 1130	CTRY	20	17	24	23	20	13/83	SELCOM	MBS	1.5
2.3	2.1	2.5	2.2	1.8	18	WCXI-FM 92.3	CTRY	17	19	21	19	17	21/52	SELCOM	ABC-E	2.3
1.6	1.7	1.3	1.0	1.7	19	WKSG 102.7	GOLD	18	9	12	17	18	18/59		NBC-S	2.0
0.6	1.0	1.6	1.0	1.6	20	WCHB 1440	B/U	22	16	22	20	21	14/79	W&P	NBN	2.0
1.5	1.6	1.8	1.3	1.5	21	WQRS 105.1	CLAS	23	27	20	21	19	13/85	CMBS		1.4
1.3	1.6	1.2	2.3	1.4	22	WHND 560	GOLD	24	25	15	18	22	14/77	MMR	ABC-C	1.2
1.3	1.1	1.3	1.3	1.1	23	WGPR 107.5	B/U	21	8	18	22	23	22/50	LAZAR	SHRDN	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	14.8
1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WJR	1 WJOI	AOR	9.5
2 WLLZ	2 WJLB	2 WJR	2 WOMC	2 WRIF	2 WJR	Bk/Urbn	12.0
3 WJLB	3 WOMC	3 WLLZ	3 WCZY	3 WJOI	3 WNIC-FM	BM/Easy	9.8
4 WNIC-FM	4 WRIF	4 WJLB	4 WJLB	4 WJZZ	4 WOMC	CHR	8.2
5 WMJC	5 WCZY	5 WJOI	5 WJR	5 WMJC	5 WCZY	Clas	1.5
6 WCZY	6 WMJC	6 WNIC-FM	6 WJOI	6 WWJ	6 WCLS	Ctry	6.8
7 WJZZ	7 WCLS	7 WMJC	7 WMJC	7 WNIC-FM	7 WMJC	Gold	3.1
8 WKSG	8 WDRQ	8 WJZZ	8 WCLS	8 WOMC	8 WWWW	Jazz	2.5
9 WHND	9 WHYT	9 WCZY	9 WHYT	9 WLLZ	9 WJLB	Misc	10.6
10 WCLS	10 WLLZ	10 WWJ	10 WDRQ	10 WCZY	10 WDRQ	N/T	10.4

GREENSBORO-WINSTON SALEM-HIGH POINT #49

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	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
16.6	16.9	13.7	1	WTQR 104.1	CTRY	1	6	4	1	1	11/95	MOGAVREN		16.5
8.5	8.1	10.6	2	WQMG 97.1	B/U	5	3	1	2	3	9/126	HNWH	CBS-R	7.5
6.5	6.8	8.0	3	WKZL 107.5	CHR	3	2	2	3	6	12/87	KATZ	ABC-R	12.7
7.2	8.8	7.3	4	WMAG 99.5	A/C	2	5	3	4	2	15/71	MMR	ABC-E	11.0
6.7	4.3	7.0	5	WSJS 1600	A/C	6	11	9	9	7	13/86	MOGAVREN	ABC-T	8.0
6.4	8.2	6.9	6	WGLD 100.3	B/EZ	7	12	12	8	5	12/89	CHRISTAL		5.5
4.8	6.8	6.3	7	WSEZ 93.1	CHR	4	1	5	5	4	16/70	TORBET	RKO-1	5.4
3.6	3.8	4.1	8	WDCG 105.1	CHR	9	4	7	7	10	11/103	BLAIR	RKO-1	4.5
4.1	2.6	3.8	9	WRQK 98.7	A/C	8	9	6	6	8	14/77	EASTMAN	MBS	3.8
2.2	3.3	3.0	10	WAIR 1340	B/U	10	7	8	10	9	13/81	TORBET		0.9
2.4	1.3	2.0	11	WHPE 95.5	REL	15	14	15	14	19	12/92			1.2
2.0	1.0	1.7	12	WWMO 102.1	REL	11	17	19	12	12	16/66			1.2
3.3	2.6	1.7	12	WAAA 980	B/U	13	8	17	17	15	15/72	W&P	NBN	2.1
2.5	2.5	1.7	12	WBIG 1470	BBND	14	24	21	24	11	15/73	BLAIR	CBS	2.7
1.7	3.3	1.7	12	WMFR 1230	B/EZ	17	21	24	25	22	14/78	MMR	ABC-I	0.3
2.2	0.8	1.4	16	WPCM 101.1	CTRY	12	15	22	11	13	18/61	MASLA		2.6
1.9	1.5	1.2	17	WSMX 1500	REL	22	13	13	13	14	11/100		ABC-I	0.6
0.6	0.7	1.2	17	WFMX 105.7	CTRY	23	20	27	16	16	10/105		RKO-2	--
0.7	1.2	1.2	17	WPET 950	REL	21	26	18	18	18	11/100	EASTMAN		0.7
3.5	2.6	1.0	20	WEAL 1510	B/U	16	10	11	19	23	23/48	HNWH	SHRDN	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQMG	1 WQMG	1 WTQR	1 WTQR	1 WTQR	1 WTQR	A/C	18.1
2 WKZL	2 WMAG	2 WQMG	2 WQMG	2 WMAG	2 WMAG	BBnd	1.7
3 WTQR	3 WKZL	3 WKZL	3 WMAG	3 WQMG	3 WQMG	Blk/Urban	16.3
4 WDCG	4 WSEZ	4 WMAG	4 WSEZ	4 WKZL	4 WSEZ	BM/Easy	8.6
5 WSEZ	5 WTQR	5 WSEZ	5 WKZL	5 WRQK	5 WGLD	CHR	18.4
6 WMAG	6 WRQK	6 WDCG	6 WRQK	6 WGLD	6 WSJS	Ctry	16.3
7 WRQK	7 WAIR	7 WRQK	7 WGLD	7 WSEZ	7 WRQK	Rel	6.1
8 WAIR	8 WDCG	8 WSJS	8 WAIR	8 WSJS	8 WKZL		
9 WPEG	9 WGLD	9 WGLD	9 WSJS	9 WDCG	9 WAIR		
10 WROQ	10 WSJS	10 WPCM	10 WDCG	10 WPCM	10 WDCG		

HARTFORD-NEW BRITAIN #41

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
21.1	19.3	18.6	1	WTIC 1080	A/C	1	6	7	2	2	11/95	KATZ	NBC	19.1
11.5	11.5	14.1	2	WTIC-FM 96.5	CHR	2	1	1	1	1	13/80	KATZ		21.0
8.6	7.7	9.4	3	WRCH 100.5	B/EZ	4	13	8	7	3	11/98	CHRISTAL	ABC-D	7.8
5.7	5.8	6.7	4	WHCN 105.9	AOR	3	2	2	3	6	15/70	MASLA	ABC-R	7.7
4.0	4.6	5.5	5	WDRG-FM 102.9	A/C	5	4	4	5	5	17/64	MOGAVREN		3.1
4.5	4.1	5.3	6	WRCQ 910	BBND	9	17	24	19	9	10/105	CHRISTAL	ABC-I	2.4
3.3	4.8	5.1	7	WIOF 104.1	A/C	7	12	5	4	4	16/69	EASTMAN	CBS-R	3.2
4.1	3.8	4.7	8	WCCC-FM 106.9	AOR	6	3	3	6	10	18/60	SELCOM	ABC-C	4.5
3.5	4.4	4.1	9	WPOP 1410	NEWS	8	15	19	15	11	15/75	EASTMAN	CBS	3.3
2.9	3.0	2.7	10	WDRG 1360	A/C	11	14	10	9	8	19/58	MOGAVREN		2.6
3.3	2.6	2.6	11	WWYZ 92.5	A/C	10	22	6	8	7	20/55	CBS-FM	RKO-1	2.2
5.4	4.6	2.4	12	WKSS 95.7	CHR	12	7	13	11	12	20/55	MMR		3.4
1.4	0.8	1.4	13	WKCI 101.3	CHR	14	8	9	10	14	26/42	MOGAVREN		0.4
2.5	1.7	1.3	14	WKND 1480	B/U	16	9	16	13	13	16/69	ROSLIN	NBN	1.3
1.5	2.1	1.1	15	WAQY 102.1	AOR	13	5	11	12	22	40/27	EASTMAN	ABC-C	1.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHCN	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	A/C	34.5
2 WTIC-FM	2 WDRG-FM	2 WHCN	2 WTIC	2 WTIC	2 WTIC	AOR	12.5
3 WCCC-FM	3 WIOF	3 WTIC	3 WDRG-FM	3 WIOF	3 WRCH	BBnd	5.3
4 WDRG-FM	4 WHCN	4 WCCC-FM	4 WIOF	4 WHCN	4 WDRG-FM	Bik/Urbn	1.3
5 WIOF	5 WRCH	5 WIOF	5 WRCH	5 WRCH	5 WIOF	BM/Easy	9.4
6 WTIC	6 WCCC-FM	6 WDRG-FM	6 WHCN	6 WWYZ	6 WDRG	CHR	17.9
7 WWYZ	7 WWYZ	7 WWYZ	7 WWYZ	7 WDRG-FM	7 WWYZ	N/T	4.1
8 WAQY	8 WTIC	8 WRCH	8 WCCC-FM	8 WCCC-FM	8 WHCN		
9 WKCI	9 WKCI	9 WNBC	9 WDRG	9 WRCQ	9 WRCQ		
10 WNBC	10 WDRG	10 WAQY	10 WKSS	10 WDRG	10 WKSS		

HOUSTON-GALVESTON #8

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
6.4	7.8	9.1	10.2	9.4	1	KMJQ 102.1	B/U	2	2	1	1	3	10/107	MCGAVREN		12.3
7.7	8.7	10.7	8.9	9.2	2	KKBQ-FM 92.9	CHR	1	1	2	2	6	14/79	EASTMAN	ABC-F	10.9
7.5	8.4	6.4	7.5	7.6	3	KIKK-FM 95.7	CTRY	3	7	6	3	1	12/89	TORBET		7.9
6.7	7.0	8.4	6.8	7.4	4	KODA 99.1	B/EZ	6	14	11	6	2	12/93	BLAIR		5.1
4.7	4.8	3.2	4.5	6.3	5	KLTR 93.7	A/C	5	6	3	4	5	14/76	MMR	CBS-R	6.3
5.6	6.0	7.4	5.5	5.3	6	KSRR 96.5	AOR	7	3	4	7	10	16/68	HNWH	ABC-R	8.7
4.9	5.8	5.8	5.8	4.8	7	KLOL 101.1	AOR	4	4	5	8	8	19/58	CHRISTAL		7.1
5.2	4.7	3.8	4.1	4.8	7	KFMK 97.9	A/C	9	12	7	5	4	16/68	SELCOM		5.8
3.8	4.4	3.5	4.6	4.5	9	KQUE 102.9	A/C	13	27	16	12	9	10/105	REPUBLIC	ABC-E	2.0
4.1	5.2	3.5	4.3	4.4	10	KTRH 740	NEWS	8	13	15	13	11	19/58	CHRISTAL	CBS	3.7
6.9	5.9	4.9	4.9	4.1	11	KXAS 100.3	CTRY	11	10	10	9	7	14/79	BLAIR		4.3
5.0	3.8	3.1	3.6	3.7	12	KPRC 950	NEWS	12	20	21	16	13	15/72	CBS SPOT	NBC	2.5
4.0	3.7	4.7	4.4	2.7	13	KRBE-FM 104.1	CHR	10	8	8	10	12	24/46	KATZ		1.7
0.6	0.8	2.6	1.5	2.6	14	KYOK 1590	B/U	14	5	9	11	20	15/72			1.7
1.9	1.5	1.2	1.4	2.2	15	KLEF 94.5	CLAS	15	19	18	14	14	13/80	CMBS		1.6
2.1	2.6	1.7	1.7	1.9	16	KILT 610	CTRY	17	23	20	18	16	15/75	BLAIR		1.5
1.3	0.8	1.8	1.3	1.3	17	KXYZ 1320	SPAN	21	15	12	15	15	10/107	CABALLERO		0.9
1.7	1.5	0.8	0.8	1.2	18	KGOL 107.5	REL	19	17	13	17	17	14/75		UPI	0.7
1.5	2.0	1.0	1.5	1.1	19	KLAT 1010	SPAN	22	16	17	19	18	12/91	CABELLERO		1.9
2.1	2.1	2.2	1.6	1.0	20	KKBQ 790	CHR	16	9	14	20	23	28/39	EASTMAN	ABC-F	0.9
1.0	1.1	0.9	1.3	1.0	20	KIKK 650	CTRY	18	29	23	21	19	18/61	TORBET		0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KSRR	1 KMJQ	1 KSRR	1 KMJQ	1 KIKK-FM	1 KIKK-FM	A/C	15.6
2 KMJQ	2 KKBQ-FM	2 KMJQ	2 KKBQ-FM	2 KODA	2 KODA	AOR	10.1
3 KLOL	3 KLTR	3 KIKK-FM	3 KLTR	3 KLTR	3 KMJQ	Bik/Urbn	12.0
4 KKBQ-FM	4 KIKK-FM	4 KLOL	4 KIKK-FM	4 KMJQ	4 KFMK	BM/Easy	7.4
5 KLTR	5 KFMK	5 KKBQ-FM	5 KFMK	5 KFMK	5 KLTR	CHR	12.9
6 KIKK-FM	6 KLOL	6 KLTR	6 KODA	6 KLOL	6 KKBQ-FM	Clas	2.2
7 KFMK	7 KRBE-FM	7 KFMK	7 KXAS	7 KXAS	7 KXAS	Ctry	14.6
8 KRBE-FM	8 KXAS	8 KODA	8 KRBE-FM	8 KKBQ-FM	8 KQUE	N/T	8.1
9 KYOK	9 KYOK	9 KXAS	9 KLOL	9 KSRR	9 KRBE-FM	Rel	1.2
10 KXYZ	10 KSRR	10 KTRH	10 KYOK	10 KTRH	10 KLOL	Span	2.4

INDIANAPOLIS #37

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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
15.9	16.2	16.0	1	WIBC 1070	A/C	1	7	6	4	1	12/94	BLAIR		15.3
9.9	9.6	11.3	2	WFBQ 94.7	AOR	3	3	1	1	4	11/100	KATZ	NBC-S	13.1
14.6	15.1	11.1	3	WZPL 99.5	CHR	2	1	2	2	5	15/71	HNWH		15.5
6.6	6.6	8.9	4	WFMS 95.5	CTRY	7	8	5	5	3	10/105	TORBET		5.6
7.7	6.0	8.8	5	WTLC 105.7	B/U	9	4	3	6	6	8/135	MCGAVREN	SHRDN	12.4
6.0	6.7	7.8	6	WENS 97.1	A/C	4	5	4	3	2	14/76	CHRISTAL		5.9
8.6	9.6	7.7	7	WXTZ 103.3	B/EZ	5	10	8	8	7	12/88	EASTMAN		9.2
7.6	5.6	5.1	8	WIRE 1430	CTRY	8	6	11	10	8	15/74	EASTMAN	RKO-2	6.4
3.9	4.7	4.9	9	WNAP 93.1	CHR	6	2	7	7	9	19/57	BLAIR		5.0
3.6	2.9	3.2	10	WMLF 1310	BBND	11	13	19	13	11	12/89	MCGAVREN	NBC	2.5
1.7	2.6	2.6	11	WNDE 1260	A/C	10	9	10	9	10	17/66	KATZ	ABC-I	2.8
--	--	1.3	12	WTPI 107.9	A/C	12	11	9	11	12	17/62	MMR	AP	---
--	--	1.2	13	WGRT 810	B/U	14	19	15	19	21	10/110	W&P	SHRDN	0.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBQ	1 WZPL	1 WFBQ	1 WZPL	1 WFBQ	1 WIBC	A/C 27.7
2 WTLC	2 WENS	2 WFMS	2 WENS	2 WFMS	2 WENS	AOR 11.3
3 WZPL	3 WFBQ	3 WTLC	3 WIBC	3 WIBC	3 WFMS	BBnd 3.2
4 WFMS	4 WTLC	4 WENS	4 WFMS	4 WENS	4 WZPL	Blk/Urbn 10.0
5 WENS	5 WIBC	5 WIBC	5 WFBQ	5 WTLC	5 WXTZ	BM/Easy 7.7
6 WIBC	6 WNAP	6 WZPL	6 WTLC	6 WZPL	6 WTLC	CHR 16.0
7 WNAP	7 WFMS	7 WNDE	7 WNAP	7 WXTZ	7 WFBQ	Ctry 14.0
8 WNDE	8 WXTZ	8 WNAP	8 WXTZ	8 WNDE	8 WNAP	
9 WTPI	9 WTPI	9 WXTZ	9 WIRE	9 WIRE	9 WIRE	
10 WXTZ	10 WIRE	10 WIRE	10 WTPI	10 WNAP	10 WNDE	

KANSAS CITY #27

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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
10.6	10.7	7.7	11.4	1	WDAF 610	CTRY	1	11	5	1	1	12/89	KATZ	ABC-E	9.2
6.6	6.0	8.0	7.7	2	KCMO 810	N/T	2	14	12	10	7	17/65	MMR	CBS	5.4
7.0	9.8	9.7	7.5	3	KMBR 99.7	B/EZ	6	19	13	8	5	12/89	TORBET		5.5
7.7	9.7	8.4	6.7	4	KBEQ 104.3	CHR	3	1	2	5	8	18/60	HNWH	ABC-C	8.7
7.7	7.7	6.9	6.5	5	KLSI 93.3	A/C	9	12	3	2	2	13/84	SELCOM	ABC-D	5.9
5.9	4.6	6.3	6.3	6	KUDL 98.1	A/C	4	7	4	3	3	16/67	CHRISTAL	AP	7.0
5.0	6.6	6.8	6.1	7	KFKF-FM 94.1	CTRY	10	10	7	4	4	13/83	MOGAVREN		4.6
8.7	6.3	5.9	5.8	8	KYYS 102.1	AOR	5	3	1	6	11	16/66	KATZ	NBC-S	9.6
2.9	3.7	4.6	4.9	9	KMBZ 980	N/T	11	24	17	14	12	16/68	TORBET	ABC-I	4.4
6.2	5.5	4.7	4.7	10	KPRS 103.3	B/U	14	5	6	9	9	11/100	HNWH	NBN	4.5
4.5	4.0	3.7	4.4	11	WHB 710	A/C	7	8	9	7	6	19/56	BLAIR	NBC	3.5
3.1	3.5	3.7	4.1	12	KCMO-FM 94.9	CTRY	12	6	8	11	10	17/65	MMR	CBS	4.1
2.0	1.5	2.2	3.8	13	KZZC 98.9	CHR	8	2	11	12	13	22/49	EASTMAN		5.5
4.9	4.8	4.3	3.7	14	KJLA 1190	BBND	15	20	24	20	20	12/91	W&P	MBS	4.0
5.6	3.2	3.0	2.7	15	KKCI 106.5	AOR	13	4	10	13	17	20/55	CBS-FM	CBS-R	5.2
1.9	1.8	1.1	2.5	16	KPRT 1590	REL	18	13	16	16	14	8/130	HNWH	MBS	0.8
--	0.7	1.5	1.3	17	KCFX 100.7	AOR	16	9	14	15	16	28/39			1.6
0.4	0.6	1.5	1.1	18	KCXL 1140	B/U	20	15	15	17	15	13/84	LAZAR		--
1.0	0.6	--	1.0	19	KCCV 1510	REL	21	21	21	21	23	14/75			1.0

DEMOGRAPHIC RANK

FORMAT REACH

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 KLSI	1 WDAF	1 KLSI	A/C 17.2
2 WDAF	2 KLSI	2 KYYS	2 KUDL	2 KFKF-FM	2 WDAF	AOR 9.8
3 KUDL	3 KUDL	3 KFKF-FM	3 KBEQ	3 KUDL	3 KMBR	BBnd 3.7
4 KLSI	4 KPRS	4 KUDL	4 WDAF	4 KCMO	4 KUDL	Blk/Urbn 5.8
5 KBEQ	5 KYYS	5 KLSI	5 KMBR	5 KLSI	5 WHB	BM/Easy 7.5
6 KCMO-FM	6 KZZC	6 KCMO	6 KFKF-FM	6 KMBR	6 KFKF-FM	CHR 10.5
7 KKCI	7 WDAF	7 WHB	7 WHB	7 WHB	7 KBEQ	Ctry 21.6
8 KPRS	8 KFKF-FM	8 KCMO-FM	8 KPRS	8 KYYS	8 KPRS	N/T 12.6
9 WHB	9 WHB	9 KBEQ	9 KYYS	9 KCMO-FM	9 KCMO	Rel 3.5
10 KFKF-FM	10 KCMO-FM	10 KPRS	10 KZZC	10 KPRS	10 KCMO-FM	

LOS ANGELES #2

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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	7.8	9.7	10.0	9.1	1	KIIS-FM 102.7	CHR	1	1	1	1	1	15/70	McGAVREN		11.8
5.2	5.7	7.6	7.9	5.9	2	KABC 790	TALK	4	22	19	8	4	12/89	KATZ	ABC-T	6.0
4.4	4.5	4.3	4.4	5.5	3	KJOI 98.7	B/EZ	12	28	23	9	5	10/109	MMR		3.5
5.0	4.1	4.3	4.1	4.8	4	KBIG 104.3	B/EZ	7	19	10	4	3	13/81	TORBET		2.8
2.7	3.5	2.7	3.4	4.4	5	KOST 103.5	A/C	5	10	4	2	2	15/71	CHRISTAL		3.4
3.6	3.3	3.9	3.5	3.7	6	KLOS 95.5	AOR	6	6	2	3	9	18/61	KATZ	ABC-R	5.4
3.7	3.5	3.0	2.9	3.7	6	KNX 1070	NEWS	3	40	26	21	12	19/56	CBS SPOT	CBS	3.4
3.5	3.0	2.9	2.9	3.3	8	KFWB 980	NEWS	2	31	28	23	17	22/49	BLAIR/RAR	NBC	3.6
3.8	3.9	3.4	3.1	3.2	9	KMET 94.7	AOR	8	4	3	6	14	19/57	SELCOM		4.5
2.8	3.2	2.9	3.4	3.1	10	KMPC 710	BBND	13	37	39	32	24	15/71	SELCOM		1.8
2.6	2.8	2.6	2.9	2.8	11	KRTH 101.1	GOLD	10	15	5	5	6	20/54	REPUBLIC		2.7
2.6	3.0	2.1	2.8	2.5	12	KROQ-FM 106.7	AOR	15	5	6	11	33	16/67	HNWH		3.6
1.6	2.6	2.9	3.0	2.4	13	KKHR 93.1	CHR	9	2	12	18	29	23/46	CBS-FM		2.4
2.3	2.3	1.8	2.4	2.4	13	KMGG 105.9	A/C	14	11	8	7	8	18/59	HNWH	RKO-1	2.1
2.1	1.6	1.8	3.2	2.4	13	KTNQ 1020	SPAN	22	23	11	10	7	12/93	CABALLERO		2.2
1.9	2.4	2.2	2.0	2.0	16	KZLA-FM 93.9	CTRY	20	26	22	15	11	15/73	EASTMAN		2.5
1.2	2.0	1.7	1.2	2.0	16	KLVE 107.5	SPAN	24	25	14	13	10	13/83	CABALLERO		2.4
2.4	2.2	2.3	2.0	2.0	16	KJLH 102.3	B/U	18	9	7	12	20	17/62	RAR		3.6
3.2	2.3	2.4	1.7	1.9	19	KIIS 1150	BBND	28	42	44	38	32	12/89	McGAVREN	MBS	0.8
1.3	1.6	1.6	1.6	1.7	20	KDAY 1580	B/U	23	3	16	25	27	15/71	W & P	NBN	1.5
2.6	2.7	2.6	2.4	1.7	20	KIQQ 100.3	CHR	11	7	13	19	26	31/34	EASTMAN		1.7
2.1	1.1	1.3	1.3	1.7	20	KUTE 101.9	B/U	21	20	9	14	15	17/64	MASLA		1.2
1.9	2.0	1.4	1.8	1.6	23	KFI 640	A/C	17	17	20	17	18	22/48	CHRISTAL	ABC-E	0.8
1.8	2.1	2.0	1.6	1.5	24	KRLA 1110	GOLD	19	18	25	20	16	21/51	HNWH		1.4
2.1	1.7	2.0	1.7	1.5	24	KHTZ 97.1	A/C	16	21	15	16	19	25/44	MMR	RKO-2	1.0
1.6	1.6	2.0	1.9	1.5	24	KLAC 570	CTRY	25	34	40	29	25	18/61	EASTMAN	ABC-D	1.4
1.8	1.4	1.8	1.7	1.4	27	KALI 1430	SPAN	33	14	18	22	22	12/89	MASLA		3.7
2.1	1.3	1.8	1.5	1.4	27	KWKW 1300	SPAN	32	32	21	24	13	12/88	LOTUS		2.3
1.8	1.3	1.5	1.6	1.4	27	KNOB 97.9	B/EZ	26	39	24	27	21	17/63	GROSKIN		1.1
1.4	1.4	1.3	1.0	1.2	30	KKGO 105.1	JAZZ	31	30	27	28	23	18/60	BLAIR	AP	0.7
1.6	2.0	1.3	1.3	1.2	30	KACE 103.9	B/U	29	12	17	26	30	19/57	W & P		1.3
1.3	1.1	0.9	1.0	1.0	32	KFAC-FM 92.3	CLAS	30	36	32	31	31	22/50	McGAVERN		0.7

LOUISVILLE #43

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
12.2	10.3	10.4	11.4	1	1	WAMZ 97.5	CTRY	4	6	3	1	1	12/89	CHRISTAL	ABC-E	10.0
9.7	12.2	10.3	10.7	2	2	WHAS 840	A/C	1	8	7	4	2	16/68	CHRISTAL	ABC-I	12.4
4.3	4.0	6.8	10.4	3	3	WLRS 102.3	CHR	2	1	2	3	7	16/69	SELCOM	NBC-S	13.2
10.0	9.7	10.5	10.3	4	4	WQMF 95.7	AOR	3	2	1	2	5	14/77	TORBET		12.9
11.4	10.7	10.8	8.3	5	5	WLOU 1350	B/U	11	3	4	5	3	8/129	HNWH	NBN	7.8
8.6	9.4	9.0	7.8	6	6	WVEZ 106.9	B/EZ	6	11	12	9	4	12/87	KATZ		6.8
4.3	5.3	4.9	7.0	7	7	WAVG 970	A/C	7	13	11	12	10	14/80	SELCOM	RKO-2	5.0
5.9	6.3	5.8	5.7	8	8	WKJJ 99.7	A/C	5	5	5	6	6	17/62	EASTMAN	CBS	4.5
3.3	7.0	5.7	5.1	9	9	WJYL 101.7	B/U	10	4	6	7	9	14/77	HNWH		5.2
6.2	5.5	5.8	5.0	10	10	WCII 1080	CTRY	8	10	10	10	8	16/69	EASTMAN	CBS	4.7
5.4	4.8	5.8	3.5	11	11	WRKA 103.1	A/C	9	12	8	8	11	22/50	BLAIR	ABC-D	4.2
4.4	3.2	3.6	2.7	12	12	WAKY 790	GOLD	12	9	9	11	12	21/53	KATZ	MBS	1.7
2.8	1.9	2.3	2.2	13	13	WXVW 1450	B/EZ	13	18	18	15	14	13/80	KATZ	MBS	1.4
1.6	1.1	0.7	1.4	14	14	WXLN 103.9	REL	14	7	13	13	13	15/70	RADIO SPOT	ABC-C	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQMF	1 WLRS	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ	A/C 26.9
2 WLRS	2 WKJJ	2 WAMZ	2 WLRS	2 WHAS	2 WHAS	AOR 10.3
3 WAMZ	3 WQMF	3 WHAS	3 WKJJ	3 WQMF	3 WKJJ	Bik/Urbn 14.4
4 WLOU	4 WAMZ	4 WLRS	4 WHAS	4 WLOU	4 WLOU	BM/Easy 10.0
5 WJYL	5 WLOU	5 WLOU	5 WLOU	5 WVEZ	5 WVEZ	CHR 10.4
6 WHAS	6 WHAS	6 WJYL	6 WQMF	6 WCII	6 WLRS	Ctry 16.4
7 WRKA	7 WJYL	7 WRKA	7 WJYL	7 WLRS	7 WCII	Gold 2.7
8 WKJJ	8 WRKA	8 WKJJ	8 WRKA	8 WJYL	8 WAVG	Rel 1.4
9 WCII	9 WAKY	9 WCII	9 WVEZ	9 WKJJ	9 WJYL	
10 WAKY	10 WAVG	10 WVEZ	10 WAVG	10 WRKA	10 WRKA	

MEMPHIS #47

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.5	8.1	11.7	1	1	WHRK 97.1	B/U	1	1	1	1	2	14/79	KATZ	RKO-1
9.6	10.7	10.1	2	2	WMC-FM 99.7	CHR	2	3	2	3	3	14/78	BLAIR	ABC-C
7.8	6.2	8.8	3	3	WRVR 104.5	A/C	5	7	3	2	1	13/81	CHRISTAL	
7.2	9.2	7.8	4	4	WMC 790	CTRY	7	9	13	8	4	13/81	BLAIR	ABC-I
6.1	6.9	7.3	5	5	KRNB 101.1	B/U	4	4	5	4	7	16/66	STARS INC	
8.6	10.0	7.2	6	6	WZXR 102.7	AOR	6	2	4	6	10	15/74	MCGAVREN	NBC-S
9.5	8.4	7.1	7	7	WDIA 1070	B/U	3	5	7	7	6	19/57	HNWH	AP
8.4	6.7	6.3	8	8	WGKX 105.9	CTRY	8	10	6	5	5	14/77	EASTMAN	
6.8	7.4	6.1	9	9	WLOK 1340	B/U	9	8	9	9	8	14/75	MASLA	NBN
5.7	4.9	5.4	10	10	WLVS 94.3	B/EZ	12	12	10	10	9	12/87	CHRISTAL	
4.3	4.3	4.3	11	11	WREC 500	BBND	11	11	15	14	11	16/69	MCGAVREN	MBS
3.2	3.1	3.6	12	12	WHBQ 560	N/T	13	13	12	13	12	14/78	REPUBLIC	RKO-2
3.4	4.0	2.8	13	13	WKDJ 680	B/U	10	6	8	12	13	26/42	KATZ	NEC
0.6	--	2.8	13	13	KSUD 730	REL	16	14	11	11	14	6/197		
2.3	3.1	2.2	15	15	KWAM 990	REL	14	15	16	16	16	14/78		
1.3	1.2	1.0	16	16	WMSO 640	REL	15	16	14	15	15	17/63		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHRK	1 WMC-FM	1 WHRK	1 WMC-FM	1 WHRK	1 WRVR	A/C 8.8
2 WZXR	2 WHRK	2 WRVR	2 WRVR	2 WRVR	2 WMC-FM	AOR 7.2
3 WMC-FM	3 WRVR	3 WZXR	3 WHRK	3 WMC	3 WHRK	BBnd 4.3
4 WRVR	4 KRNB	4 WMC-FM	4 KRNB	4 WGKX	4 WLOK	Bik/Urbn 35.0
5 WGKX	5 WZXR	5 WGKX	5 WDIA	5 WMC-FM	5 WMC	BM/Easy 5.4
6 KRNB	6 WDIA	6 KRNB	6 WGKX	6 WZXR	6 KRNB	CHR 10.1
7 KSUD	7 WGKX	7 KSUD	7 WLOK	7 WDIA	7 WDIA	Ctry 14.1
8 WDIA	8 WLOK	8 WDIA	8 WMC	8 KRNB	8 WLVS	N/T 3.6
9 WKDJ	9 WKDJ	9 WMC	9 WZXR	9 WLVS	9 WGKX	Rel 6.0
10 WHBQ	10 WLVS	10 WLVS	10 WLVS	10 WLOK	10 WREC	

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

FALL '83	WINTER '84	SPRING '84	FALL '84	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.4	8.3	8.4	9.4	1	WHYI 100.7	CHR	1	2	1	1	1	15/73	MCGAVREN	ABC-C
8.2	8.0	7.6	7.8	2	WLYF 101.5	B/EZ	3	15	17	9	5	10/106	BLAIR	
7.2	6.7	7.5	6.7	3	WINZ-FM 94.9	CHR	2	1	3	2	4	16/69	KATZ	
--	--	--	5.6	4	WJQY 106.7	A/C	5	14	8	6	2	11/103	TORBET	
3.8	3.7	3.4	4.9	5	WEDR 99.1	B/U	13	3	4	5	6	9/121	STARS INC	NBN
6.3	7.2	7.2	4.8	6	WQBA 1140	SPAN	10	19	22	15	9	10/111	EASTMAN	
4.1	3.2	3.0	4.0	7	WIOD 610	N/T	4	12	15	14	13	19/57	CHRISTAL	NBC
3.0	3.4	3.0	3.8	8	WSHE 103.5	AOR	12	6	2	3	10	12/89	EASTMAN	ABC-R
4.0	3.3	2.7	3.7	9	WCMQ-FM 92.1	SPAN	16	8	12	8	7	10/112	MMR	
4.2	4.3	3.0	3.7	9	WNWS 790	TALK	11	30	16	19	18	13/85	CBS SPOT	
2.8	3.6	3.7	3.5	11	WAXY 105.9	A/C	6	9	5	4	3	17/65	RKO	RKO-1
3.2	3.3	3.7	3.2	12	WAIA 97.3	A/C	7	4	7	7	8	17/64	CHRISTAL	
3.1	4.3	3.8	3.2	12	WINZ 940	NEWS	8	22	18	20	17	17/66	KATZ	CBS
1.1	1.9	1.9	3.1	14	WOCN 1450	SPAN	21	25	25	18	14	8/138	LOTUS	
3.7	3.5	3.1	2.9	15	WRHC 1550	SPAN	23	28	28	27	26	8/145	P/W	
2.6	2.5	2.7	2.5	16	WLVE 93.9	A/C	9	10	6	10	11	21/52	MASLA	CBS-R
3.5	3.0	2.8	2.5	16	WKQS 99.9	CTRY	15	20	11	11	12	15/74	HNWH	RKO-2
1.9	2.5	2.2	2.2	18	WTMI 93.1	CLAS	17	23	20	24	20	16/66	CMBS	
3.0	2.5	2.7	2.1	19	WQBA-FM 107.5	SPAN	18	11	13	12	15	15/71	EASTMAN	
2.0	2.1	2.2	1.9	20	WEZI 105.1	A/C	20	13	9	13	16	16/68	MMR	
1.5	1.3	1.7	1.8	21	WCKO 102.7	AOR	19	5	10	16	23	17/63	W&P	ABC-C
1.7	1.5	1.4	1.6	22	WSUA 1260	SPAN	22	17	23	21	19	14/78	CABALLERO	
1.4	1.8	2.3	1.5	23	WLQY 1320	BBND	26	29	30	30	32	10/104	HNWH	ABC-D
0.9	1.1	1.9	1.4	24	WKAT 1360	BBND	24	26	32	29	27	13/81	P/W	MBS
1.5	1.7	0.9	1.3	25	WRBD 1470	B/U	29	7	14	17	25	12/94	W&P	NBN
1.6	1.6	1.6	1.2	26	WQAM 560	CTRY	25	18	24	25	24	15/71	BLAIR	NBC
1.6	1.4	1.5	1.2	26	WCMQ 1210	SPAN	28	24	21	22	22	13/87	MMR	
1.1	1.3	1.3	1.2	26	WGBS 710	N/T	14	16	26	26	28	31/35	BLAIR	MBS
0.8	0.7	0.8	1.1	29	WMBM 1490	REL	27	21	19	23	21	14/77	MASLA	NBN

DENVER-BOULDER #23

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DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	
1 KAZY	1 KOAQ	1 KBCO	1 KOAQ	1 KOSI	1 KOSI	AOR	8.5
2 KBCO	2 KMJI	2 KAZY	2 KIMN	2 KBCO	2 KIMN	BBnd	13.0
3 KBPI	3 KPKE	3 KIMN	3 KOSI	3 KOA	3 KOAQ	Bik/Urbn	3.8
4 KIMN	4 KIMN	4 KBPI	4 KMJI	4 KMJI	4 KMJI	BM/Easy	1.9
5 KOAQ	5 KRXY	5 KOAQ	5 KPKE	5 KAZY	5 KRXY	CHR	9.7
6 KPKE	6 KBCO	6 KMJI	6 KRXY	6 KIMN	6 KHOW	Clas	23.8
7 KMJI	7 KOSI	7 KOSI	7 KBCO	7 KYGO	7 KYGO	Ctry	3.9
8 KRZN	8 KAZY	8 KPKE	8 KHOW	8 KOAQ	8 KVOD	Gold	9.4
9 KRXY	9 KBPI	9 KOA	9 KYGO	9 KHOW	9 KBCO	Jazz	2.5
10 KOA	10 KRZN	10 KRZN	10 KAZY	10 KLZ	10 KOA	N/T	1.0
						Rel	10.3
							1.1

LOS ANGELES #2

Continued from Page 99

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	AOR	9.9
2 KLOS	2 KOST	2 KLOS	2 KOST	2 KABC	2 KOST	BBnd	9.4
3 KMET	3 KMGG	3 KMET	3 KBIG	3 KLOS	3 KBIG	Bik/Urbn	5.0
4 KROQ-FM	4 KRTH	4 KRTH	4 KRTH	4 KJOI	4 KJOI	BM/Easy	6.6
5 KRTH	5 KLOS	5 KABC	5 KMGG	5 KBIG	5 KABC	CHR	11.7
6 KOST	6 KBIG	6 KOST	6 KJOI	6 KRTH	6 KRTH	Clas	13.2
7 KJLH	7 KJLH	7 KBIG	7 KLVE	7 KTNQ	7 KMGG	Ctry	1.0
8 KMGG	8 KMET	8 KTNQ	8 KJLH	8 KOST	8 KLVE	Gold	3.5
9 KTNQ	9 KROQ-FM	9 KROQ-FM	9 KLOS	9 KMGG	9 KWKW	Jazz	4.3
10 KUTE	10 KUTE	10 KJOI	10 KALI	10 KNX	10 KTNQ	N/T	1.2
						Span	12.9
							7.2

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

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DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	
1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	AOR	16.7
2 WSHE	2 WINZ-FM	2 WSHE	2 WINZ-FM	2 WAXY	2 WJQY	BBnd	5.6
3 WEDR	3 WAIA	3 WAXY	3 WJQY	3 WEDR	3 WINZ-FM	Bik/Urbn	2.9
4 WAXY	4 WEDR	4 WEDR	4 WAIA	4 WJQY	4 WCMQ-FM	BM/Easy	6.2
5 WINZ-FM	5 WLVE	5 WINZ-FM	5 WEDR	5 WSHE	5 WAIA	CHR	7.8
6 WCKO	6 WAXY	6 WLYF	6 WCMQ-FM	6 WLYF	6 WLYF	Clas	16.1
7 WLVE	7 WJQY	7 WKQS	7 WAXY	7 WIOD	7 WAXY	Ctry	2.2
8 WKQS	8 WEZI	8 WJQY	8 WLVE	8 WINZ-FM	8 WQBA	N/T	3.7
9 WQBA	9 WSHE	9 WIOD	9 WLYF	9 WKQS	9 WEDR	Rel	12.1
10 WAIA	10 WRBD	10 WCMQ-FM	10 WEZI	10 WCMQ-FM	10 WLVE	Span	1.1
							19.4

MILWAUKEE-RACINE #25

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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
12.5	14.7	12.0	1	WTMJ 620	A/C	1	14	7	6	2	14/76	CHRISTAL	NBC	9.7
7.6	8.1	9.2	2	WEZW 103.7	B/EZ	3	13	10	4	1	11/102	MOGAVREN		4.9
8.5	7.2	8.6	3	WQFM 93.3	AOR	4	1	1	1	6	11/100	SELCOM		10.9
6.5	6.1	6.8	4	WOKY 920	BBND	5	20	18	15	13	12/89	REPUBLIC	CBS	9.2
4.9	4.8	5.9	5	WMIL 106.1	CTRY	9	10	6	5	3	13/83	REPUBLIC		5.6
6.9	7.0	5.7	6	WKTJ 94.5	CHR	2	4	2	2	5	22/50	CHRISTAL	ABC-C	6.5
6.2	5.5	5.3	7	WLUM 102.1	B/U	7	2	4	7	10	15/72	W&P	CBS-R	7.8
3.8	5.1	5.1	8	WMYX 98.1	A/C	6	8	3	3	4	16/67	BLAIR		5.4
4.2	4.9	3.8	9	WISN 1130	A/C	8	19	11	11	11	21/52	KATZ	ABC-I	3.5
4.9	4.6	3.6	10	WBCS-FM 102.9	CTRY	13	15	14	9	7	16/67	TORBET	ABC-D	5.5
1.6	2.7	3.2	11	WMGF 96.5	A/C	11	9	5	8	9	21/52	MMR		3.6
1.6	2.9	2.8	12	WEMP 1250	GOLD	12	12	8	10	8	22/48	BLAIR	ABC-E	2.5
2.1	1.8	2.6	13	WFMR 98.3	CLAS	16	18	13	12	12	13/84	CMBS		2.9
2.8	3.1	2.5	14	WNOV 860	B/U	17	7	9	13	14	12/89	WALTON	NBN	2.0
3.1	3.1	2.4	15	WZUU-FM 95.7	CHR	10	3	12	14	17	27/40	EASTMAN	RKO-1	3.9
2.0	1.0	1.6	16	WRKR-FM 100.7	CHR	15	5	15	16	15	29/38	ROSLIN	ABC-C	1.4
1.0	0.8	1.2	17	WAWA 1590	B/U	22	16	19	18	20	14/75	W&P	SHRDN	0.2
--	1.4	1.1	18	WBTT 97.3	CHR	14	6	16	17	19	49/22	KATZ	ABC-R	1.7
0.7	0.4	1.0	19	WBCS 1340	CTRY	19	30	22	19	16	22/49	TORBET	ABC-D	0.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQFM	1 WMYX	1 WQFM	1 WMYX	1 WTMJ	1 WEZW	A/C	24.1
2 WKTJ	2 WLUM	2 WKTJ	2 WEZW	2 WEZW	2 WMYX	AOR	8.6
3 WTMJ	3 WKTJ	3 WTMJ	3 WKTJ	3 WQFM	3 WMIL	BBnd	6.8
4 WMYX	4 WMGF	4 WMIL	4 WLUM	4 WMIL	4 WTMJ	Blk/Urbn	9.0
5 WLUM	5 WQFM	5 WEZW	5 WMGF	5 WKTJ	5 WBCS-FM	BM/Easy	9.2
6 WMIL	6 WMIL	6 WEMP	6 WMIL	6 WEMP	6 WKTJ	CHR	10.8
7 WEMP	7 WEZW	7 WMYX	7 WQFM	7 WISN	7 WMGF	Clas	2.6
8 WMGF	8 WNOV	8 WISN	8 WBCS-FM	8 WMYX	8 WLUM	Ctry	9.5
9 WISN	9 WEMP	9 WLUM	9 WTMJ	9 WLUM	9 WFMR	Gold	2.8
10 WNOV	10 WFMR	10 WMGF	10 WFMR	10 WMGF	10 WQFM		

MINNEAPOLIS-ST. PAUL #18

FALL '83	SPRING '84	FALL '84	12+ AOH METRO RANK	STATIONS	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
20.9	19.1	21.4	1	WCCO 830	A/C	1	7	8	2	1	11/95	CBS SPOT	CBS	19.3
10.8	11.3	9.9	2	KSTP-FM 94.5	A/C	3	6	2	1	2	13/84	CHRISTAL		9.7
7.9	11.3	8.5	3	WLOL 99.5	CHR	2	3	1	3	5	16/67	HNWH		8.8
7.2	7.0	7.4	4	WAYL 93.7	B/EZ	7	9	12	7	4	10/104	REPUBLIC		4.2
5.0	6.2	6.5	5	KQRS AM & FM 1440 92.5	AOR	5	1	3	5	11	15/73	TORBET	ABC-R	10.1
6.7	5.9	6.4	6	KEEY 102.1	CTRY	6	4	7	4	3	13/84	KATZ		8.4
5.0	5.2	5.2	7	KDWB-FM 101.3	CHR	4	2	4	8	10	21/52	MCGAVREN		8.6
4.4	3.7	4.1	8	WDGY 1130	CTRY	10	14	11	10	6	15/73	KATZ	NBC	3.4
4.2	3.5	3.7	9	KSTP 1500	TALK	9	11	10	12	8	18/61	CHRISTAL	ABC-I	3.3
6.0	3.8	3.7	9	WLTE 102.9	A/C	8	5	6	6	9	18/59	SELCOM		3.1
--	2.4	3.2	11	KTCZ 97.1	AOR	11	16	5	9	7	13/82	MMR		2.2
2.2	2.7	2.2	12	KJJO 104.1	GOLD	13	8	9	11	12	15/71	EASTMAN	ABC-E	3.0
1.8	1.7	1.3	13	KLBB 1400	BBND	16	15	18	19	16	14/79	KATZ	ABC-D	1.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 WLOL	1 KSTP-FM	1 KSTP-FM	1 WCCO	1 WCCO	A/C 35.0
2 KSTP-FM	2 KSTP-FM	2 WCCO	2 WLOL	2 KSTP-FM	2 KSTP-FM	AOR 9.7
3 WLOL	3 WLTE	3 KQRS-FM	3 WCCO	3 WAYL	3 WLOL	BBnd 1.3
4 KTCZ	4 KDWB-FM	4 WLOL	4 KEEY	4 KSTP	4 WAYL	BM/Easy 7.4
5 KJJO	5 KEEY	5 KEEY	5 WLTE	5 WLOL	5 KEEY	CHR 13.7
6 KDWB-FM	6 KTCZ	6 KTCZ	6 WAYL	6 KEEY	6 KQRS-FM	Ctry 10.5
7 KEEY	7 WCCO	7 KSTP	7 KDWB-FM	7 KTCZ	7 KDWB	Gold 2.2
8 WCCO	8 KQRS-FM	8 KJJO	8 WDGY	8 WDGY	8 WDGY	N/T 3.7
9 KSTP	9 WDGY	9 KDWB-FM	9 KTCZ	9 KDWB-FM	9 KSTP	
10 WLTE	10 WAYL	10 WLTE	10 KQRS-FM	10 WLTE	10 WLTE	

NASHVILLE #47

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
13.0	8.8	11.5	1	WSM -FM 95.5	CTRY	1	8	3	1	1	11/96	CHRISTAL		16.4
11.7	9.5	10.2	2	WKDF 103.3	AOR	4	2	1	2	4	10/111	KATZ	ABC-R	16.8
10.8	8.9	10.2	2	WZEZ 92.9	B/EZ	7	16	12	5	3	9/123	TORBET		6.8
6.4	8.5	8.3	4	WLAC-FM 105.9	A/C	2	5	2	3	2	15/74	BLAIR		7.7
--	7.3	8.1	5	WQQK 92.1	B/U	10	3	4	4	7	8/138	SELCOM		11.5
5.1	6.1	7.2	6	WSM 650	CTRY	3	9	11	7	6	15/71	CHRISTAL	NBC	5.1
6.8	7.2	6.3	7	WSIX-FM 97.9	CTRY	8	22	6	6	5	14/80	EASTMAN	ABC-I	5.5
--	6.1	5.6	8	WZKS 96.3	CHR	6	1	7	9	10	16/67	HNWH		7.0
8.0	7.1	4.1	9	WWKX 104.5	CHR	5	4	5	8	8	22/49	MMR	RKO-1	4.4
4.0	3.3	3.3	10	WLAC 1510	TALK	12	20	14	13	13	15/72	BLAIR	CBS	2.7
5.0	6.7	3.1	11	WVOL 1470	B/U	11	6	9	10	11	17/63	SELCOM	NBN	2.1
0.6	0.7	2.8	12	WKDA 1240	GOLD	13	11	10	11	9	13/83	KATZ	ABC-I	2.1
3.6	2.6	2.7	13	WYHY 107.5	CHR	9	12	8	12	12	24/46	MCGAVREN		2.1
2.0	1.6	1.9	14	WSIX 980	CTRY	14	14	15	15	15	16/67	EASTMAN	MBS	1.2
3.4	3.4	1.4	15	WAMB 1160	BBND	16	18	22	23	23	11/96	ROSLIN	MBS	0.5
--	--	1.1	16	WDBL 1590	REL	21	21	13	14	14	8/129			---

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM	1 WSM-FM	1 WSM-FM	A/C 8.3
2 WSM-FM	2 WKDF	2 WSM-FM	2 WSM-FM	2 WZEZ	2 WLAC-FM	AOR 10.2
3 WQQK	3 WQQK	3 WLAC-FM	3 WQQK	3 WKDF	3 WZEZ	BBnd 1.4
4 WLAC-FM	4 WSM-FM	4 WZEZ	4 WKDF	4 WLAC-FM	4 WSIX-FM	Blk/Urbn 11.2
5 WWKX	5 WWKX	5 WQQK	5 WSIX-FM	5 WSM	5 WQQK	BM/Easy 10.2
6 WYHY	6 WSIX-FM	6 WSM	6 WZKS	6 WSIX-FM	6 WSM	CHR 12.4
7 WKDA	7 WZKS	7 WSIX-FM	7 WWKX	7 WKDA	7 WZKS	Ctry 26.9
8 WZKS	8 WVOL	8 WKDA	8 WZEZ	8 WWKX	8 WVOL	Gold 2.8
9 WSM	9 WYHY	9 WWKX	9 WVOL	9 WYHY	9 WKDF	N/T 3.3
10 WSIX-FM	10 WDBL	10 WYHY	10 WSM	10 WLAC	10 WWKX	Rel 1.1

NASSAU-SUFFOLK #12

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.1	7.5	8.3	1	WHTZ 100.3	CHR	1	1	1	1	4	14/77	EASTMAN	
3.9	3.0	5.0	2	WOR 710	TALK	8	27	26	24	17	12/89	RKO	ABC-E
4.1	5.0	4.9	3	WALK AM & FM 1370 97.5	A/C	11	21	15	5	2	12/93	W&P	
4.6	3.9	4.3	4	WNBC 660	A/C	3	13	4	2	3	18/60	HNWH	NBC
4.1	4.2	4.1	5	WCBS 880	NEWS	4	23	19	11	8	18/59	CBS SPOT	CBS
1.9	3.0	4.0	6	WNEW-FM 102.7	AOR	13	7	2	3	7	13/85	KATZ	NBC-S
3.8	3.2	3.9	7	WBAB 102.3	AOR	6	3	3	7	14	17/62		
5.2	7.4	3.9	7	WBLI 106.1	CHR	9	6	6	6	5	15/70	MASLA	
3.6	2.2	3.8	9	WCBS-FM 101.1	GOLD	7	17	7	4	1	16/66	CBS-FM	CBS-R
3.5	3.7	3.4	10	WHLI 1100	BBND	25	40	20	21	9	7/149	W&P	
3.8	4.3	3.4	10	WPLJ 95.5	CHR	2	2	5	9	11	24/45	BLAIR	ABC-R
3.3	2.0	3.2	12	WLTW 106.7	A/C	17	22	8	8	6	11/94	SELCOM	
3.6	3.5	3.0	13	WINS 1010	NEWS	5	41	22	23	18	23/46	BLAIR	ABC-D
2.0	2.7	2.9	14	WCTO 94.3	B/EZ	20	31	21	17	13	10/107	ROSLIN	
2.0	1.1	2.4	15	WKJY 98.3	B/EZ	28	32	23	26	22	9/123	ROSLIN	
3.9	4.4	2.2	16	WRFM 105.1	B/EZ	19	34	24	27	20	14/76	TORBET	
1.5	1.8	2.2	16	WNEW 1130	BBND	21	25	29	28	21	13/83	KATZ	
4.0	3.0	2.2	16	WAPP 103.5	CHR	10	5	11	13	30	26/41	MMR	
1.8	2.9	2.2	16	WHN 1050	CTRY	15	18	18	15	10	19/58	MMR	MBS
3.5	2.7	2.1	20	WYNY 97.1	A/C	14	14	9	10	12	20/54	HNWH	
1.9	1.3	2.1	20	WABC 770	TALK	12	28	25	25	23	27/40	BLAIR	ABC-I
1.6	1.3	2.1	20	WGSM 740	A/C	29	39	34	33	24	9/125	ROSLIN	
1.2	2.4	1.9	23	WRKS 98.7	B/U	18	4	17	19	25	18/61	RKO	RKO-1
1.7	2.1	1.7	24	WPAT-FM 93.1	B/EZ	23	29	30	30	15	16/67	CHRISTAL	
2.6	2.3	1.7	24	WPIX 101.9	A/C	16	16	13	12	16	22/49	CHRISTAL	
1.2	1.2	1.5	26	WEZN 99.9	B/EZ	27	30	32	20	19	14/79	KATZ	
1.9	1.7	1.5	26	WLIR 92.7	AOR	24	15	10	14	26	19/58	MASLA	

NEW YORK #1

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ ADP	STATIONS	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
6.2	5.5	7.2	6.6	5.9	1		WHTZ 100.3	CHR	1	1	1	1	3	16/69	EASTMAN		8.1
4.8	5.6	5.1	5.4	5.3	2		WRKS 98.7	B/U	5	2	3	2	6	12/90	REPUBLIC	RKO-1	6.3
5.1	4.9	4.2	4.7	5.2	3		WOR 710	TALK	6	27	27	21	19	11/98	REPUBLIC	RKO-2	5.3
4.5	4.6	4.6	4.4	4.8	4		WINS 1010	NEWS	2	11	14	12	9	18/59	BLAIR	ABC-D	4.8
3.5	4.1	4.4	5.3	4.3	5		WPLJ 95.5	CHR	3	3	4	5	7	20/54	BLAIR	ABC-R	6.1
3.8	4.6	3.6	3.3	3.9	6		WCBS 880	NEWS	4	19	19	17	16	19/58	CBS SPOT	CBS	2.7
2.3	2.6	3.1	3.1	3.9	6		WNEW-FM 102.7	AOR	11	5	2	3	8	13/82	KATZ		4.2
3.3	3.7	2.6	3.5	3.7	8		WBLS 107.5	B/U	10	7	5	4	2	14/76	MOGAVREN	ABC-F	3.9
2.7	2.7	3.3	3.3	3.2	9		WCBS-FM 101.1	GOLD	12	20	9	6	1	16/68	CBS-FM	CBS-R	2.7
3.7	3.8	3.7	3.7	3.2	9		WRFM 105.1	B/EZ	18	35	23	18	15	12/89	TORBET		1.9
2.0	1.6	2.4	2.8	3.0	11		WLTW 106.7	A/C	19	21	12	8	4	13/85	SELCOM		1.6
2.9	2.9	3.1	3.1	3.0	11		WNEW 1130	BBND	20	31	24	24	21	12/90	KATZ		3.2
3.3	4.0	3.6	2.9	3.0	11		WPAT-FM 93.1	B/EZ	17	29	20	16	12	13/83	CHRISTAL		3.2
3.0	2.9	3.0	3.0	2.9	14		WNBC 660	A/C	8	13	6	7	5	20/55	HNWH	NBC	2.9
3.5	4.0	3.3	3.1	2.8	15		WKTU 92.3	CHR	7	4	7	9	14	21/52	TORBET		3.7
1.9	2.3	2.9	2.9	2.5	16		WHN 1050	CTRY	16	16	15	14	11	16/66	MMR	MBS	1.9
2.3	2.2	2.6	2.6	2.4	17		WABC 770	TALK	9	23	18	20	20	22/50	BLAIR	ABC-I	3.1
3.6	2.9	2.6	2.8	2.4	17		WYNY 97.1	A/C	13	15	8	10	10	21/51	HNWH		1.8
3.2	1.5	2.3	1.4	2.4	17		WADO 1280	SPAN	24	25	29	19	18	6/187			2.7
3.4	2.9	2.7	2.3	2.3	20		WPIX 101.9	A/C	14	9	10	11	13	20/55	CHRISTAL		2.3
0.8	1.2	2.1	1.8	1.9	21		WSKQ 620	SPAN	27	18	13	15	17	6/188	CABALLERO		0.9
3.2	3.3	2.9	2.4	1.8	22		WAPP 103.5	CHR	15	6	11	13	23	25/43	MMR		2.7
1.3	1.5	1.6	2.0	1.6	23		WPAT 930	B/EZ	21	28	35	34	28	17/65	CHRISTAL		0.7
1.6	1.5	1.5	1.8	1.5	24		WMCA 570	TALK	22	41	36	31	30	15/74	ROSLIN	AP	1.4
1.3	1.4	1.0	1.6	1.3	25		WOXR-FM 96.3	CLAS	23	32	26	28	25	15/72	MOGAVREN		1.5
0.7	1.3	0.9	1.0	1.1	26		WLIB 1190	B/U	28	17	17	22	24	9/115	MOGAVREN	SBN	--
1.3	1.0	1.0	1.1	1.0	27		WNCN 104.3	CLAS	26	40	21	23	22	12/88	CMBS	AP	1.1

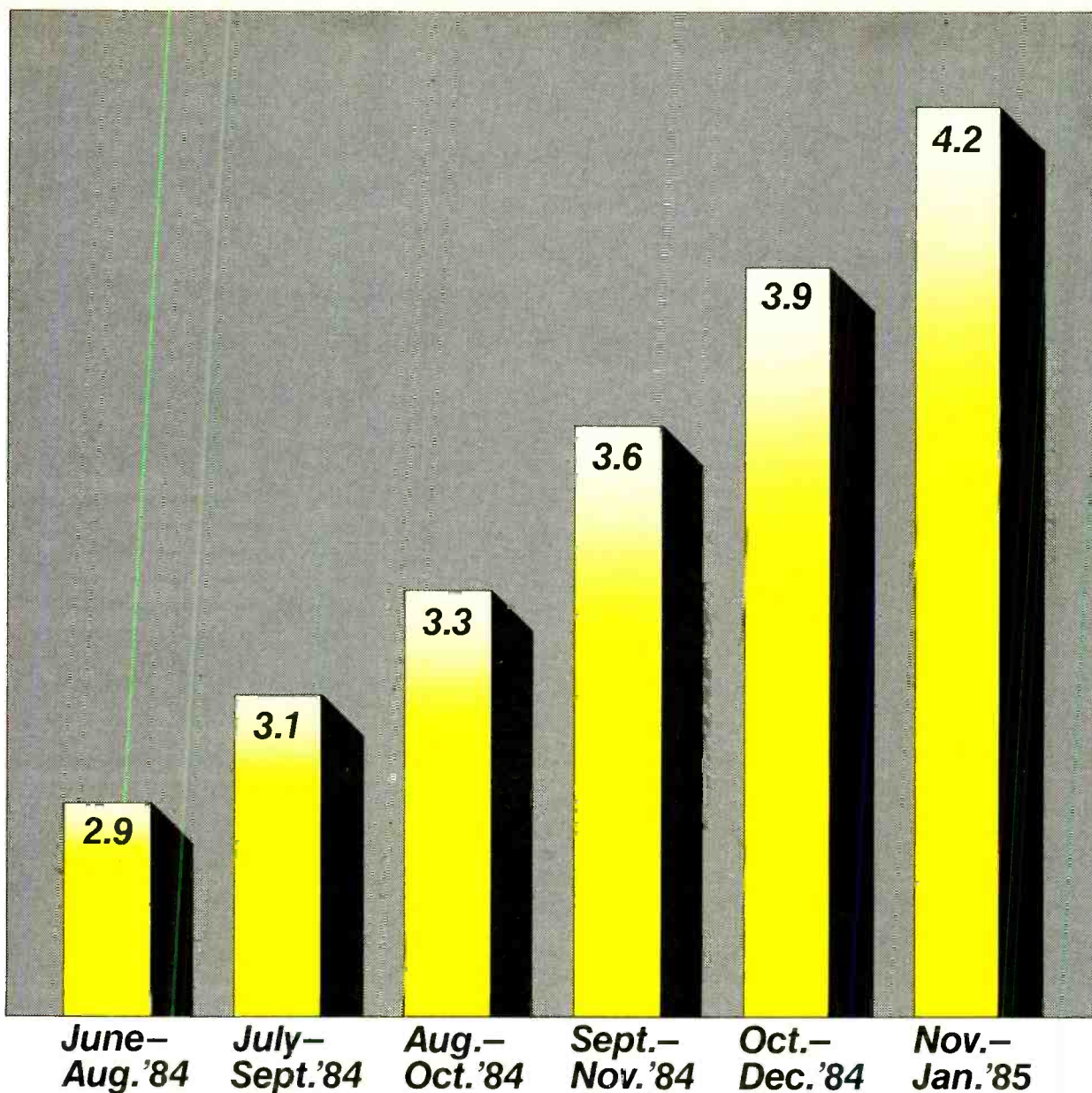
NEW YORK/See Page 124

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NEW ORLEANS #32

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
14.1	14.9	16.7	1	WYLD-FM 98.5	B/U	2	2	1	1	1	8/144	HNWH		17.8
12.5	11.7	10.9	2	WEZB 97.1	CHR	1	1	2	2	4	16/70	BLAIR	RKO-1	16.3
5.7	7.0	7.0	3	WBYU 95.7	B/EZ	9	12	10	10	9	10/109	CHRISTAL		5.1
4.2	6.4	6.8	4	WQUE-FM 93.3	CHR	3	3	4	4	6	17/62	EASTMAN		7.7
7.1	5.8	6.8	4	WLTS-FM 105.3	A/C	7	7	3	3	2	11/98	SELCOM	CBS-R	5.4
6.6	5.3	6.3	6	WNOE-FM 101.1	CTRY	6	10	6	6	3	12/91	MCGAVREN	ABC-E	5.6
4.9	4.9	5.9	7	WWL 87.0	N/T	4	11	13	11	8	18/61	KATZ	CBS	5.4
6.5	7.3	5.7	8	WRNO 99.5	CHR	5	4	5	5	11	15/75	MMR	ABC-F	5.8
5.2	5.3	5.6	9	WBOK 123.0	REL	10	6	9	8	7	10/104		SHRDN	4.9
5.3	5.9	5.3	10	WAJY 101.9	A/C	8	14	7	7	5	13/82	KATZ		3.4
3.7	3.4	3.3	11	WTIX 69.0	A/C	11	8	8	9	10	17/63	CHRISTAL	NBC	2.3
4.2	3.5	3.2	12	WSMB 135.0	TALK	14	18	17	17	14	11/101	ROSLIN		3.7
3.7	3.4	2.7	13	WNOE 106.0	CTRY	13	17	14	12	12	13/82	MCGAVREN	ABC-E	2.8
2.6	2.6	1.6	14	WYLD 94.0	B/U	12	5	12	14	16	25/44	HNWH		.9
2.1	1.6	1.5	15	WWIW 145.0	BBND	15	21	20	18	15	17/64	P/W	ABC-D	1.3
--	--	1.0	16	WLTS 99.0	A/C	17	20	16	13	13	10/104	SELCOM	CBS-R	.7
--	--	1.0	16	WAFB 98.1	A/C	20	13	11	15	17	8/129	KATZ	CBS-R	--

DEMOGRAPHIC RANK

FORMAT REACH

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	A/C 17.4
2 WRNO	2 WEZB	2 WQUE-FM	2 WEZB	2 WQUE-FM	2 WLTS-FM	BBnd 1.5
3 WQUE-FM	3 WLTS-FM	3 WRNO	3 WLTS-FM	3 WLTS-FM	3 WEZB	Bik/Urban 18.3
4 WEZB	4 WQUE-FM	4 WEZB	4 WQUE-FM	4 WNOE-FM	4 WNOE-FM	BM/Easy 7.0
5 WLTS-FM	5 WRNO	5 WLTS-FM	5 WAJY	5 WAJY	5 WAJY	CHR 23.4
6 WNOE-FM	6 WAJY	6 WNOE-FM	6 WNOE-FM	6 WWL	6 WBOK	Ctry 9.0
7 WAJY	7 WNOE-FM	7 WAJY	7 WRNO	7 WEZB	7 WBYU	N/T 9.1
8 WWL	8 WTIX	8 WWL	8 WBOK	8 WBOK	8 WQUE-FM	Rel 5.6
9 WTIX	9 WBOK	9 WBOK	9 WBYU-FM	9 WTIX	9 WTIX	
10 WAFB	10 WYLD	10 WTIX	10 WTIX	10 WRNO	10 WWL	

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON #36

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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	10.7	10.5	1	WFOG 92.9	B/EZ	4	9	12	5	2	10/111	MMR		6.6
10.6	8.6	8.3	2	WCMS-FM 100.5	CTRY	6	10	10	4	1	11/103	KATZ	ABC-E	8.2
9.5	10.3	8.0	3	WNOR-FM 98.7	AOR	3	4	1	1	4	13/82	MOGAVREN	ABC-R	12.0
7.8	4.8	7.5	4	WOWI 102.9	B/U	2	2	3	3	5	14/77	MOGAVREN	SHRDN	10.8
6.8	9.3	7.3	5	WNVZ 104.5	CHR	1	1	4	6	9	17/63	KATZ		7.5
8.1	5.6	7.3	5	WLTY 95.7	A/C	5	11	2	2	3	13/84	CHRISTAL		6.8
3.5	6.9	5.0	7	WMYK 93.7	B/U	7	3	6	8	8	17/62	EASTMAN	NBC-S	5.3
4.3	4.5	4.8	8	WWDE 101.3	A/C	9	8	5	7	6	15/71	CBS-FM	CBS-R	4.3
5.0	5.3	4.7	9	WTAR 790	A/C	8	17	13	11	7	18/60	CHRISTAL	CBS	4.2
2.7	2.6	4.0	10	WPCE 1400	REL	12	14	15	14	12	11/97	MOGAVREN	SHRDN	3.1
2.2	2.1	3.6	11	WNSY-FM 97.3	CHR	10	7	7	10	11	18/59	BLAIR		3.9
2.4	1.3	3.4	12	WXRI 105.3	A/C	14	12	8	9	10	12/93	HNWH		2.9
5.2	3.9	3.1	13	WRAP 850	B/U	11	6	11	12	15	20/53	SELCOM	NBN	3.7
2.1	3.4	2.8	14	WQKS 96.5	B/U	13	5	9	13	13	16/69	TORBET	ABC-F	4.4
3.3	2.9	2.5	15	WNIS 1350	NEWS	15	20	16	15	14	15/71	HNWH	NBC	2.7
--	1.2	1.8	15	WTID 106.9	CTRY	17	15	17	16	17	13/85			0.9
1.8	1.1	1.8	16	WCMS 1050	CTRY	18	22	19	18	16	12/90	KATZ	ABC-D	0.9
1.6	1.1	1.2	18	WTJZ 1270	BBND	19	19	22	22	21	13/82	KATZ		0.8
1.5	1.2	1.1	19	WNOR 1230	GOLD	16	16	14	17	18	22/49	MOGAVREN		1.0
--	--	1.0	20	WPMH 1010	REL	22	24	20	21	20	11/97	KEYSTONE	MBS	0.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	20.8
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WCMS-FM	AOR	8.0
2 WLTY	2 WOWI	2 WLTY	2 WFOG	2 WCMS-FM	2 WFOG	BBnd	1.2
3 WOWI	3 WNVZ	3 WOWI	3 WNVZ	3 WFOG	3 WLTY	Blk/Urbn	18.4
4 WNVZ	4 WWDE	4 WCMS-FM	4 WCMS-FM	4 WOWI	4 WWDE	BM/Easy	10.5
5 WMYK	5 WNOR-FM	5 WMYK	5 WOWI	5 WLTY	5 WNVZ	CHR	11.0
6 WNSY-FM	6 WXRI	6 WNVZ	6 WWDE	6 WTAR	6 WXRI	Ctry	11.9
7 WWDE	7 WMYK	7 WWDE	7 WXRI	7 WWDE	7 WTAR	Gold	1.1
8 WQKS	8 WNSY-FM	8 WFOG	8 WNOR-FM	8 WMYK	8 WOWI	N/T	2.5
9 WXRI	9 WCMS-FM	9 WNSY-FM	9 WMYK	9 WQKS	9 WPCE	Rel	5.0
10 WRAP	10 WRAP	10 WTAR	10 WPCE	10 WNSY-FM	10 WMYK		

OKLAHOMA CITY #42

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AQH	STATIONS	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
10.4	9.3	12.6	1		KKNG 92.5	B/EZ	6	9	9	9	4	9/126	CHRISTAL		5.8
12.6	11.2	11.8	2		KTOK 1000	N/T	1	7	7	7	5	13/87	BLAIR	ABC-I	8.6
14.2	10.9	9.8	3		KATT-FM 100.5	AOR	3	3	1	2	6	12/88	SELCOM	NBC-S	14.6
7.8	9.8	9.1	4		KXXY-FM 96.7	CTRY	7	4	5	3	1	12/92	MCGAVREN		10.8
7.6	8.9	8.8	5		KZBS 98.9	A/C	4	5	2	1	2	13/81	HNWH		9.6
6.6	8.3	8.5	6		KEBC 94.7	CTRY	8	13	8	8	3	11/97	TORBET	ABC-E	7.2
8.0	8.2	7.9	7		KJYO 102.7	CHR	2	1	4	5	10	15/70	BLAIR		11.1
3.7	5.5	6.9	8		KOFM 104.1	CHR	5	2	3	4	8	17/64	KATZ	ABC-C	7.9
5.4	6.0	4.5	9		KLTE 101.9	A/C	9	8	6	6	7	18/62	MASLA		5.6
5.3	4.1	3.2	10		KOMA 1520	CTRY	11	6	11	10	9	17/62	KATZ	NBC	2.8
3.4	2.4	2.3	11		WKY 930	CTRY	10	10	15	11	11	30/36	EASTMAN	CBS	2.7
3.5	2.2	2.0	12		KJIL 104.9	REL	12	11	10	13	14	16/69	STARCOM	AP	3.0
1.1	0.5	1.6	13		KXXY 1340	CTRY	13	16	12	12	13	16/67	MCGAVREN	ABC-D	0.4
2.6	2.4	1.4	14		KAEZ 107.7	B/U	15	14	13	15	15	11/97	W&P		2.4
--	--	1.3	15		KKLR 97.7	A/C	14	15	16	14	12	13/86			1.0

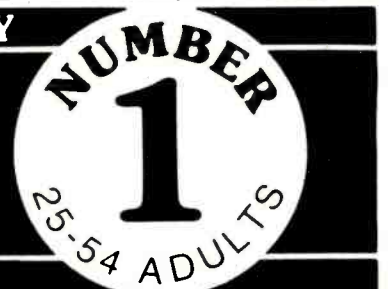
DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KXXY-FM	1 KZBS	A/C 14.6
2 KZBS	2 KOFM	2 KXXY-FM	2 KXXY-FM	2 KATT-FM	2 KXXY-FM	AOR 9.8
3 KXXY-FM	3 KJYO	3 KZBS	3 KOFM	3 KKNG	3 KEBC	Bik/Urbn 1.4
4 KJYO	4 KLTE	4 KJYO	4 KLTE	4 KZBS	4 KLTE	BM/Easy 12.6
5 KOFM	5 KXXY-FM	5 KKNG	5 KJYO	5 KTOK	5 KTOK	CHR 14.8
6 KLTE	6 KATT-FM	6 KTOK	6 KTOK	6 KEBC	6 KKNG	Ctry 24.7
7 KTOK	7 KTOK	7 KOFM	7 KATT-FM	7 KOMA	7 KOFM	N/T 11.8
8 KKNG	8 KEBC	8 KEBC	8 KEBC	8 KJYO	8 KJYO	Rel 2.0
9 KEBC	9 KKNG	9 KLTE	9 KKNG	9 KOFM	9 KOMA	
10 KJIL	10 KAEZ	10 KXXY	10 KOMA	10 KLTE	10 KATT-FM	

OKLAHOMA'S BEST COUNTRY • OKLAHOMA CITY

KXXY 96 FM



KXXY-FM, NO. 1 25-54, AQH-METRO, SOURCE FALL 1984 ARBITRON.

PHILADELPHIA #5

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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	9.1	7.5	7.1	8.3	1	WEAZ 101.1	B/EZ	3	19	12	9	3	11/101	McGAVREN		6.8
5.8	5.0	6.2	6.1	6.7	2	WUSL 98.9	B/U	6	2	2	3	5	11/95	EASTMAN	ABC-F	7.2
5.2	5.5	5.5	4.7	6.3	3	WCAU-FM 98.1	CHR	2	1	6	6	11	18/62	CBS-FM	CBS	7.4
7.5	7.8	8.0	6.9	6.2	4	KYW 106.0	NEWS	1	10	11	11	6	22/50	BLAIR	NBC	8.3
5.2	4.7	5.5	6.2	5.9	5	WMMR 93.3	AOR	4	4	1	2	9	14/75	KATZ	NBC-S	9.0
6.4	6.1	5.4	6.6	5.8	6	WMGK 102.9	A/C	7	7	3	1	1	13/84	MMR		3.0
4.5	5.5	4.3	4.9	5.0	7	WPEN 95.0	BBND	12	31	26	19	14	10/104	MMR	RKO-2	4.7
6.8	6.7	5.7	5.6	5.0	7	WDAS-FM 105.3	B/U	10	6	5	4	2	12/90	HNWH		5.2
4.7	4.6	4.4	3.4	4.5	9	WWDB 96.5	TALK	14	28	16	17	16	11/101	SELCOM	ABC-I	5.2
4.5	4.1	5.6	5.5	4.4	10	WCAU 121.0	N/T	5	13	15	13	13	18/59	CBS SPOT	CBS	5.2
3.4	3.7	3.3	3.5	3.7	11	WIP 61.0	A/C	8	15	17	14	12	18/61	KATZ	ABC-D	3.1
4.9	4.6	4.4	4.3	3.7	11	WIOQ 102.1	AOR	11	11	4	5	4	15/71	MOGAVREN		3.8
--	0.6	2.6	3.3	3.7	11	WXTU 92.5	CTRY	18	8	10	8	7	10/110	W&P	MBS	2.3
3.2	2.8	3.2	3.0	3.4	14	WSNI-FM 104.5	A/C	13	9	7	7	8	15/71	REPUBLIC	RKO-1	1.6
3.5	2.4	2.3	2.7	3.2	15	WKSZ 100.3	A/C	16	22	13	10	10	13/80	CHRISTAL		3.4
3.5	4.1	4.1	3.7	2.9	16	WYSP 94.1	AOR	9	3	8	12	19	21/51	TORBET	ABC-R	4.5
2.1	2.7	2.8	2.3	2.4	17	WZGO 106.1	CHR	15	5	9	16	18	19/57	CHRISTAL	ABC-C	1.9
2.5	2.0	1.8	2.3	1.9	18	WFIL 56.0	GOLD	17	18	14	15	15	22/50	EASTMAN	ABC-D	1.7
1.7	1.6	1.7	1.6	1.7	19	WFLN-FM 95.7	CLAS	19	25	18	18	17	18/61	CMBS		1.8
1.5	1.8	2.0	1.5	1.4	20	WHAT 134.0	B/U	21	16	20	21	21	14/76	SELCOM	SHRDN	0.8
1.1	1.1	1.2	1.1	1.2	21	WJBR-FM 99.5	B/EZ	22	26	28	24	23	13/83			0.6
2.0	1.6	1.6	1.9	1.1	22	WDAS 148.0	B/U	20	20	19	20	20	21/53	HNWH	NBN	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMR	1 WMGK	1 WMMR	1 WMGK	1 WMGK	1 WMGK	A/C 16.1
2 WUSL	2 WUSL	2 WMGK	2 WUSL	2 WMMR	2 WDAS-FM	AOR 12.5
3 WDAS-FM	3 WIOQ	3 WUSL	3 WDAS-FM	3 WXTU	3 WEAZ	BBnd 5.0
4 WIOQ	4 WDAS-FM	4 WDAS-FM	4 WIOQ	4 KYW	4 WUSL	Blk/Urbn 14.2
5 WMGK	5 WCAU-FM	5 WXTU	5 WCAU-FM	5 WDAS-FM	5 WIOQ	BM/Easy 9.5
6 WCAU-FM	6 WMMR	6 WIOQ	6 WSNI-FM	6 WIOQ	6 WKSZ	CHR 8.7
7 WYSP	7 WSNI-FM	7 WCAU-FM	7 WKSZ	7 WEAZ	7 WSNI-FM	Clas 1.7
8 WSNI-FM	8 WZGO	8 WSNI-FM	8 WEAZ	8 WCAU	8 KYW	Ctry 3.7
9 WXTU	9 WYSP	9 WCAU	9 WMMR	9 WSNI-FM	9 WCAU-FM	Gold 1.9
10 KYW	10 WKSZ	10 KYW	10 WXTU	10 WUSL	10 WIP	N/T 15.1

PHOENIX #24

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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
8.5	9.0	9.1	10.4	1	KTAR 620	NEWS	1	16	12	9	5	11/95	CBS SPOT	ABC-I	6.7
7.3	8.5	8.0	8.0	2	KQYT 95.5	B/EZ	7	18	10	10	6	11/96	EASTMAN		3.9
7.6	6.9	7.1	7.2	3	KNIX-FM 102.5	CTRY	4	8	6	2	1	14/80	KATZ		8.1
5.4	6.9	5.4	7.1	4	KUPD 97.9	AOR	5	2	1	1	10	13/83	MASLA		9.9
4.3	6.7	5.5	6.0	5	KZZP-FM 104.7	CHR	3	1	3	5	11	17/64	MCGAVREN		7.5
6.5	8.3	5.5	5.9	6	KKLT 98.7	A/C	6	6	2	3	2	15/70	CBS SPOT		8.0
6.4	5.8	5.9	5.8	7	KMEO-FM 96.9	B/EZ	9	17	20	12	7	14/76	MCGAVREN		3.4
5.3	5.8	4.5	5.3	8	KOPA-FM 100.7	CHR	2	3	5	4	9	20/55	SELCOM	RKO-1	6.3
5.5	3.9	4.6	4.6	9	KOY 550	A/C	10	21	13	11	4	16/69	EASTMAN	NBC	4.2
1.1	0.8	3.2	4.2	10	KLZI 99.9	A/C	11	7	7	6	8	16/68	TORBET	ABC-E	3.7
6.3	7.1	7.4	4.1	11	KDKB 93.3	AOR	8	4	4	8	12	21/51	BLAIR	NBC-S	7.2
3.7	4.4	4.9	3.8	12	KOOL-FM 94.5	A/C	12	12	8	7	3	14/75	CHRISTAL	CBS	5.1
2.3	1.5	2.3	2.8	13	KHEP-FM 101.5	CLAS	13	20	19	19	15	14/78	CMBS		1.1
4.3	2.4	2.6	2.6	14	KUKQ 1060	B/U	14	5	11	14	17	13/83	MASLA		3.7
3.1	2.5	2.9	2.6	14	KLFF 1360	BBND	18	23	29	29	23	9/116	MASLA		1.9
1.6	2.1	2.0	2.2	16	KSTM 107.1	AOR	19	15	9	13	13	10/106	ROSLIN		1.6
0.4	0.4	1.4	1.9	17	KVVA 860	SPAN	28	24	16	18	22	6/170	LOTUS		--
5.5	3.9	3.8	1.8	18	KJJJ-FM 92.3	CTRY	15	13	18	15	14	18/60	MMR	RKO-2	2.2
1.6	1.8	1.1	1.5	19	KNIX 1580	CTRY	16	22	21	21	18	18/60	KATZ		1.3
--	1.1	0.8	1.3	20	KPHX 1480	SPAN	26	26	22	17	16	11/102	CABALLERO		1.8
0.8	0.6	0.9	1.2	21	KFLR 1230	REL	24	14	27	23	19	13/84			1.3
1.8	1.1	1.1	1.1	22	KOOL 960	A/C	17	29	28	26	26	22/49	CHRISTAL	CBS	0.9
0.3	0.6	0.7	1.1	22	KOPA 1440	CHR	23	11	14	16	21	15/73	SELCOM	ABC-C	0.7

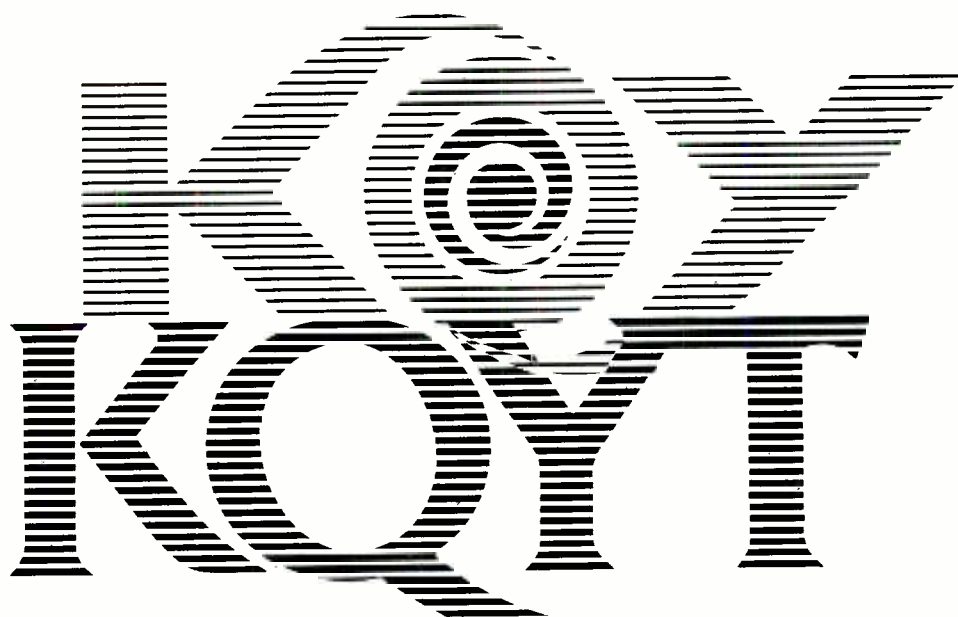
PHOENIX/See Page 125

Find out more about Arizona's #1 combo.

KTAR Newsradio and **K-Lite** Light Rock **99FM**

Call Mike Shields, Director of Sales (602) 274-6200

IN PHOENIX IT'S 7-LETTER RADIO



KOY 55 AM is the only full service radio station in Phoenix; featuring personalities, news/information and current hit music. For over 63 years KOY has been Arizona's radio station.

KQYT FM 95 has consistently led the market in the beautiful music/easy listening format for over 21 years. If it's quiet music in Phoenix...it's KQYT.



EDENS BROADCASTING



REPRESENTED NATIONALLY BY EASTMAN RADIO, INC.

PITTSBURGH #13

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	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
15.9	17.5	15.5	14.9	1	KDKA 1020	A/C	1	7	7	4	1	12/87	BLAIR	NBC	12.8
4.6	5.3	4.5	9.7	2	WSHH 99.7	B/EZ	6	12	12	9	2	10/108	MMR		5.4
6.0	6.3	7.4	8.8	3	WBZZ 93.7	CHR	2	1	2	2	3	14/77	BLAIR		9.7
8.1	6.4	7.9	7.9	4	WDVE 102.5	AOR	5	2	1	1	7	13/82	EASTMAN	RKO-1	9.9
4.9	5.1	6.1	5.5	5	WHTX 96.1	CHR	4	4	3	3	4	19/57	KATZ	RKO-1	6.0
7.6	5.8	4.7	5.3	6	WTAE 1250	A/C	3	8	9	7	6	20/53	KATZ	RKO-2	3.7
4.4	4.5	5.7	4.5	7	WWSW 94.5	A/C	7	5	4	5	5	16/67	MOGAVREN	ABC-C	4.3
5.3	5.1	5.5	4.0	8	WAMO-FM 105.9	B/U	8	3	5	8	10	14/76	SELCOM	SHRDN	6.6
3.0	3.8	3.4	3.9	9	WTKN 970	TALK	10	17	14	13	12	13/81	MOGAVREN	ABC-C	2.8
4.8	4.1	4.1	3.6	10	WJAS 1320	BBND	13	27	19	15	14	11/94	MMR	ABC-D	4.4
3.8	3.3	3.2	3.4	11	WDSY 107.9	CTRY	15	11	10	10	9	11/98	REPUBLIC	ABC-I	2.3
5.1	4.4	4.7	3.2	12	WHYW 96.9	A/C	9	9	6	6	8	18/61	CHRISTAL		3.6
5.5	4.7	4.5	2.3	13	WPNT 92.9	A/C	14	10	11	12	11	17/64	CHRISTAL		3.3
2.6	3.4	2.8	2.1	14	KQV 1410	NEWS	11	18	17	16	16	23/47	CHRISTAL	CBS	2.6
2.1	2.7	2.2	1.8	15	WYDD 104.7	AOR	12	6	8	11	13	27/40	MASLA	ABC-R	3.2
--	--	--	1.8	15	WMBS 590	A/C	20	22	23	23	25	10/113		CBS	1.7
2.2	2.2	1.8	1.4	17	WEED 1080	CTRY	17	16	18	14	15	14/76	RKO	ABC-I	1.8
1.0	1.0	1.2	1.0	18	WNUF 100.7	BBND	18	20	29	26	26	19/56		UPI	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 KDKA	1 KDKA	A/C	30.2
2 WBZZ	2 WHTX	2 WBZZ	2 WHTX	2 WDVE	2 WSHH	AOR	9.7
3 WHTX	3 WDVE	3 WHTX	3 KDKA	3 WWSW	3 WHTX	BBnd	4.6
4 WAMO-FM	4 WHYW	4 KDKA	4 WDVE	4 WSHH	4 WBZZ	Bik/Urbn	4.0
5 WWSW	5 WWSW	5 WWSW	5 WWSW	5 WTAE	5 WWSW	BM/Easy	9.7
6 WYDD	6 WAMO-FM	6 WTAE	6 WHYW	6 WBZZ	6 WHYW	CHR	14.3
7 KDKA	7 KDKA	7 WAMO-FM	7 WSHH	7 WHTX	7 WTAE	Ctry	4.8
8 WDSY	8 WSHH	8 WDSY	8 WAMO-FM	8 WDSY	8 WDSY	N/T	6.0
9 WTAE	9 WYDD	9 WHYW	9 WTAE	9 WHYW	9 WAMO-FM		
10 WHYW	10 WTAE	10 WYDD	10 WPNT	10 WAMO-FM	10 WPNT		

PORTLAND #31

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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
5.1	8.5	8.2	1	KXL-FM 95.5	B/EZ	7	10	16	10	5	9/119	MOGAVREN		4.4
1.8	3.1	7.0	2	KKRZ 100.3	CHR	3	2	2	4	7	14/80	KATZ	RKO-1	10.7
5.9	5.9	6.8	3	KINK 101.9	AOR	5	23	1	1	1	12/89	BLAIR		6.1
7.8	10.2	6.7	4	KMJK 106.7	CHR	4	1	7	6	10	14/77	EASTMAN	ABC-C	8.5
1.4	5.3	6.4	5	KYTE 97.0	BBND	12	22	24	17	17	9/116	SELCOM	AP	3.6
5.2	3.8	6.0	6	KEX 119.0	MISC	2	9	14	12	8	17/65	KATZ	ABC-I	5.5
6.7	7.9	5.7	7	KGW 62.0	A/C	1	5	3	2	2	19/57	BLAIR	AP	9.5
--	4.6	5.3	8	KKCW 103.3	A/C	8	6	5	3	3	13/80	MASLA		4.7
4.5	4.4	4.6	9	KWJJ 108.0	CTRY	13	19	11	11	11	11/96	EASTMAN	ABC-E	3.1
6.3	4.2	4.3	10	KCNR-FM 97.1	A/C	10	7	8	5	6	16/70	CHR ISTAL		3.7
4.8	4.8	4.1	11	KRCK 101.1	AOR	11	3	4	7	13	15/72	SELCOM		5.5
3.4	4.0	3.9	12	KXL 75.0	NEWS	9	20	18	16	14	18/60	MOGAVREN	NBC	4.2
3.4	2.1	3.8	13	KKSN 91.0	CLAS	17	21	13	15	12	9/122	CMBS		1.2
--	--	3.6	14	KSGO 152.0	GOLD	15	15	9	8	4	12/93	HNWH		3.8
4.6	5.3	3.5	15	KGON 92.3	AOR	6	4	6	9	15	21/50	HNWH		5.2
8.8	4.1	3.3	16	KUPL-FM 98.5	CTRY	14	17	10	13	9	13/81	TORBET	ABC-D	4.8
1.4	2.4	2.7	17	KKEY 115.0	TALK	20	25	25	26	26	6/168		MBS	1.3
7.0	4.1	1.8	18	KJIB 99.5	CTRY	16	14	12	14	16	19/56	EASTMAN	ABC-E	2.7
1.6	1.7	1.2	19	KPDQ-FM 93.7	REL	18	26	20	18	18	20/56			1.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KINK	1 KKCW	1 KINK	1 KKCW	1 KINK	1 KGW	A/C 15.3
2 KRCK	2 KINK	2 KRCK	2 KGW	2 KGW	2 KKCW	AOR 14.3
3 KGON	3 KGW	3 KGW	3 KINK	3 KSGO	3 KINK	BBnd 6.4
4 KKRZ	4 KKRZ	4 KGON	4 KMJK	4 KKCW	4 KXL -FM	BM/Easy 8.2
5 KGW	5 KMJK	5 KKRZ	5 KKRZ	5 KKRZ	5 KCNR-FM	CHR 13.7
6 KCNR-FM	6 KCNR-FM	6 KCNR-FM	6 KCNR-FM	6 KCNR-FM	6 KSGO	Clas 3.8
7 KSGO	7 KSGO	7 KKCW	7 KXL-FM	7 KRCK	7 KUPL-FM	Ctry 9.7
8 KMJK	8 KUPL-FM	8 KSGO	8 KSGO	8 KXL -FM	8 KEX	Gold 3.6
9 KKCW	9 KGON	9 KWJJ	9 KUPL-FM	9 KEX	9 KMJK	Misc 6.0
10 KWJJ	10 KRCK	10 KMJK	10 KEX	10 KWJJ	10 KKRZ	N/T 6.6
						Rel 1.2

PROVIDENCE-WARWICK-PAWTUCKET #26

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
12.0	10.0	13.1	1	WLKW-FM 101.5	B/EZ	2	14	10	5	2	9/120	CHRISTAL	RKO-2	12.5
7.3	9.9	9.8	2	WHJY 94.1	AOR	3	1	1	1	5	11/98	KATZ	ABC-R	10.5
9.3	10.0	9.5	3	WPRO-FM 92.3	CHR	1	2	2	2	1	15/71	BLAIR	ABC-C	10.4
6.2	5.2	6.1	4	WPRO 630	A/C	4	10	7	4	3	17/63	BLAIR	ABC-D	3.7
6.1	6.7	5.4	5	WHJJ 920	N/T	8	31	15	10	9	12/91	KATZ	ABC-I	4.6
3.4	6.2	4.5	6	WSNE 93.3	A/C	5	12	3	3	4	16/66	EASTMAN		3.4
4.0	2.4	3.7	7	WPJB 105.1	A/C	6	5	5	6	6	19/58		RKO-1	3.8
0.5	2.9	3.5	8	WERI 103.7	CHR	9	3	6	9	12	17/64	ROSLIN	MBS	4.1
4.5	2.3	3.5	8	WMYS 98.1	A/C	11	11	8	8	7	13/83	TORBET		2.9
2.8	3.4	3.4	10	WEAN 790	N/T	7	15	13	14	11	19/56	MOGAVREN	CBS	3.4
2.3	3.3	3.3	11	WBRU 95.5	AOR	10	6	4	7	8	17/65	EASTMAN	CBS-R	4.2
1.7	2.5	2.4	12	WBSM 1420	TALK	16	19	28	23	20	10/110		ABC-I	2.1
3.6	3.7	2.3	13	WLKW 990	BBND	13	37	26	20	16	13/81	CHRISTAL	RKO-2	1.5
4.6	1.7	2.1	14	WHIM 1110	CTRY	19	36	19	17	15	9/125	MMR	MBS	1.5
2.3	1.9	1.8	15	WBZ 1030	A/C	14	20	21	15	10	16/66	BLAIR	ABC-E	1.9
2.0	1.7	1.6	16	WXKS-FM 107.9	CHR	12	7	9	11	17	20/55	MMR		3.2
2.5	2.2	1.5	17	WHTT 103.3	CHR	15	4	12	18	24	19/56	CBS-FM	CBS-R	2.0
--	1.4	1.4	18	WPEP 1570	N/T	33	38	33	34	36	6/192	KIRBY		--
0.5	1.3	1.0	19	WPLM 99.1	BBND	22	42	42	42	33	14/78			0.3
0.6	0.5	1.0	19	WNBH 1340	GOLD	27	22	36	32	34	10/105	TORBET	ABC-E	1.0
2.2	1.4	1.0	19	WGNG 550	CTRY	20	23	23	13	13	18/59		RKO-2	1.6

DEMOGRAPHIC RANK

FORMAT REACH

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	A/C 19.6
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WSNE	2 WHJY	2 WLKW-FM	AOR 13.1
3 WBRU	3 WSNE	3 WBRU	3 WLKW-FM	3 WPRO	3 WPRO	BBnd 3.3
4 WSNE	4 WPJB	4 WSNE	4 WPRO	4 WLKW-FM	4 WSNE	BM/Easy 13.1
5 WPRO	5 WERI	5 WPRO	5 WHJY	5 WSNE	5 WMYS	CHR 16.1
6 WPJB	6 WMYS	6 WPJB	6 WPJB	6 WBRU	6 WPJB	Ctry 3.1
7 WMYS	7 WPRO	7 WMYS	7 WMYS	7 WPJB	7 WHJY	Gold 1.0
8 WERI	8 WBRU	8 WLKW-FM	8 WERI	8 WMYS	8 WHJJ	N/T 12.6
9 WBCN	9 WXKS-FM	9 WERI	9 WXKS-FM	9 WHJJ	9 WBRU	
10 WLKW-FM	10 WLKW-FM	10 WHJJ	10 WBRU	10 WBZ	10 WGNG	

RIVERSIDE-SAN BERNARDINO #30

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.2	8.7	9.5	1	KIIS-FM 102.7	CHR	1	1	1	1	1	13/82	McGAVREN	
6.7	5.9	6.7	2	KDUO 97.15	B/EZ	4	17	15	9	6	10/106	TORBET	
4.3	4.7	5.8	3	KGGI 99.1	A/C	2	2	4	2	3	14/77	McGAVREN	CBS-R
3.4	4.5	5.1	4	KBIG 104.3	B/EZ	7	19	9	8	7	12/88	TORBET	
2.4	2.4	4.6	5	KOST 103.5	A/C	6	12	5	3	2	14/76	CHRISTAL	
4.5	2.8	3.7	6	KMET 94.7	AOR	11	5	3	5	11	14/76	SELCOM	
4.6	3.0	3.6	7	KLOS 95.5	AOR	5	6	2	4	10	18/59	KATZ	ABC-R
5.6	5.6	3.4	8	KFI 640	A/C	3	11	8	7	5	23/48	CHRISTAL	ABC-E
3.2	4.0	3.3	9	KNX 1070	NEWS	9	34	19	15	12	17/66	CBS-SPOT	CBS
2.5	2.4	3.3	9	KQLH 95.1	A/C	12	37	12	10	8	13/84	W&P	MBS
4.2	2.3	3.2	11	KRTH 101.1	GOLD	10	15	7	6	4	17/64	REPUBLIC	
3.1	3.3	2.8	12	KABC 790	TALK	14	22	26	18	13	12/88	KATZ	ABC-T
3.3	2.3	2.3	13	KOLA 99.9	AOR	8	4	6	11	28	25/44	MASLA	ABC-R
1.9	2.8	2.1	14	KCKC 1350	CTRY	17	35	25	20	15	14/80	HNWH	ABC-I
1.7	1.0	2.0	15	KKHR 93.7	CHR	13	3	11	13	25	20/55	CBS-FM	
1.7	2.1	1.9	16	KNTF 93.5	CTRY	16	18	14	12	9	15/72	HNWH	
0.7	0.9	1.7	17	KPRO 1440	N/T	25	42	44	41	40	11/99	BLAIR	CBS
1.7	0.9	1.6	18	KCAL 1410	SPAN	33	14	17	21	14	9/124	W&P	
2.9	3.2	1.5	19	KCAL-FM 96.7	AOR	18	9	10	14	30	18/62	W&P	NBC-S
3.3	1.3	1.5	19	KLAC 570	CTRY	21	27	29	27	18	15/71	EASTMAN	ABC-D
--	1.4	1.4	21	KNSE 1510	SPAN	29	20	27	16	16	11/96	CABALLERO	
1.1	1.3	1.4	21	KDIG 1240	CTRY	22	30	34	30	23	15/71	SELCOM	
0.6	1.1	1.4	21	KBRT 740	REL	26	45	24	22	20	13/85		
1.3	2.2	1.3	24	KFXM 590	CHR	15	7	20	25	29	25/43	TORBET	
1.7	0.9	1.1	25	KFWB 980	NEWS	20	28	39	40	36	21/52	BLAIR	NBC
0.8	0.8	1.1	25	KWOW 1600	GOLD	23	41	21	17	19	17/63		
0.4	0.9	1.1	25	KWDJ 92.7	CTRY	27	38	23	24	21	16/67	ROSLIN	MBS
1.4	0.7	1.0	28	KZLA 93.9	CTRY	28	13	32	23	17	18/60	EASTMAN	

ROCHESTER #40

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	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
11.2	13.5	14.7	1	WVOR 100.5	A/C	1	4	1	1	1	12/94	MOGAVREN		12.6
14.4	12.9	12.5	2	WEZO 101.3	B/EZ	2	9	5	5	2	12/90	KATZ		8.7
8.4	9.1	9.2	3	WHAM 1180	A/C	5	18	6	6	5	14/80	MMR	ABC-I	6.3
10.0	11.6	8.8	4	WCMF 96.5	AOR	6	3	2	2	3	12/89	CBS-FM		9.2
8.0	7.7	8.4	5	WPXY-FM 97.9	CHR	3	1	4	4	4	17/65	CHRISTAL		10.7
6.5	8.1	8.2	6	WMJQ 92.5	CHR	4	2	3	3	6	16/66	EASTMAN	ABC-R	11.9
6.2	4.6	5.3	7	WBBF 950	N/T	7	10	11	10	8	17/65	EASTMAN	RKO-2	4.9
6.8	6.7	5.2	8	WYLF 95.1	BBND	8	19	15	12	9	14/79	ROSLIN		3.9
5.2	4.3	4.5	9	WNYR 990	CTRY	9	7	9	7	7	15/71	KATZ	ABC-E	4.8
3.1	2.5	2.3	10	WDKX 103.9	B/U	11	5	8	9	12	15/74	W&P	NBN	7.2
3.4	2.4	2.3	10	WHFM 98.9	CHR	10	6	7	8	10	22/49	MMR	ABC-C	1.7
1.2	1.1	1.8	12	WFLC 102.3	CTRY	13	13	16	14	11	11/100	MARKET 4	ABC-E	1.0

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WCMF	1 WVOR	1 WVOR	1 WVOR	1 WVOR	1 WVOR	A/C	23.9
2 WMJQ	2 WMJQ	2 WCMF	2 WMJQ	2 WEZO	2 WEZO	AOR	8.8
3 WVOR	3 WPXY-FM	3 WMJQ	3 WPXY-FM	3 WCMF	3 WPXY-FM	BBnd	5.2
4 WPXY-FM	4 WCMF	4 WPXY-FM	4 WEZO	4 WHAM	4 WNYR	Bik/Urbn	2.3
5 WEZO	5 WEZO	5 WEZO	5 WCMF	5 WMJQ	5 WHAM	BM/Easy	12.5
6 WHFM	6 WHAM	6 WHAM	6 WHAM	6 WPXY-FM	6 WMJQ	CHR	18.9
7 WHAM	7 WDKX	7 WHFM	7 WNYR	7 WNYR	7 WCMF	Ctry	6.3
8 WDKX	8 WHFM	8 WNYR	8 WDKX	8 WBBF	8 WBBF	N/T	5.3
9 WBBF	9 WNYR	9 WBBF	9 WHFM	9 WHFM	9 WYLF		
10 WBEN-FM	10 WBEN-FM	10 WDKX	10 WBBF	10 WYLF	10 WFLC		

SACRAMENTO #34

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOR	STATIONS	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
6.6	8.6	8.9	1		KCTC 96.1	B/EZ	3	8	10	6	3	12/92	CHRISTAL		9.6
7.2	8.0	8.7	2		KSFM 102.5	CHR	1	2	3	2	2	16/68	MMR		10.8
9.1	7.9	8.2	3		KXOA-FM 107.9	A/C	2	7	2	1	1	14/78	BLAIR		7.8
6.8	8.3	7.5	4		KZAP 98.5	AOR	4	3	1	3	5	14/80	MOGAVREN		11.2
6.8	7.3	4.9	5		KAER 92.5	CTRY	11	6	9	7	6	12/91	KATZ		4.9
3.1	6.4	4.7	6		KFBK 1530	NEWS	7	18	12	14	8	17/63	KATZ	MBS	3.3
3.3	3.5	4.7	6		KHYL 101.1	A/C	9	9	5	4	4	16/66	TORBET		3.3
5.3	3.4	4.6	8		KWOD 106.5	CHR	5	4	4	5	9	21/51		RKO-1	5.9
2.3	3.4	4.5	9		KXOA 1470	BBND	12	16	20	17	15	12/89	BLAIR	ABC-D	3.0
5.0	4.2	4.4	10		KGNR 1320	N/T	6	11	16	13	10	21/52	CHRISTAL	ABC-I	3.4
6.3	6.3	4.3	11		KRAK 1140	CTRY	10	17	13	12	7	14/75	EASTMAN		7.0
3.2	2.5	3.9	12		KPOP 93.5	CHR	8	1	7	10	18	20/54	CBS-FM	ABC-C	5.4
6.8	3.5	3.0	13		KSKK 105.1	CTRY	14	15	11	11	12	16/68	EASTMAN		1.8
4.6	3.8	2.5	14		KSAC 96.9	A/C	15	10	6	8	11	19/58	SELCOM		4.7
1.6	2.3	2.5	14		KFRC 810	CHR	13	5	8	9	14	22/48	REPUBLIC	RKO-1	1.3
2.7	2.4	2.5	14		KGO 810	N/T	16	12	19	15	13	15/70	BLAIR	ABC-I	2.2
0.9	1.3	2.1	17		KFIA 710	REL	19	23	14	16	16	12/88			2.1
1.5	1.0	1.7	18		KGMS 1380	B/EZ	17	21	23	22	21	20/54	MMR	CBS	1.2
0.9	0.4	1.1	19		KAHI 950	BBND	22	25	25	25	25	9/115	TORBET		0.8
2.2	2.0	1.0	20		KNBR 680	MISC	18	13	17	18	17	26/42	MOGAVREN	NBC	0.9

DEMOGRAPHIC RANK

FORMAT REACH

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

A/C	15.4
AOR	7.5
BBnd	5.6
BM/Easy	10.6
CHR	19.7
Ctry	12.2
Misc	1.0
N/T	11.6
Rel	2.1

ST. LOUIS #14

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
20.6	20.6	20.2	21.8	20.6	1		KMOX 1120	TALK	1	9	5	2	1	11/99	CBS SPOT	CBS	20.9
7.0	5.6	7.2	8.8	12.0	2		KSHE 103.3	AOR	2	1	1	1	4	9/118	KATZ		16.1
6.9	6.8	6.2	6.7	7.6	3		KMJM 107.7	B/U	8	3	2	3	3	9/121	CHRISTAL		9.9
8.1	7.7	5.6	6.4	5.9	4		KEZK 102.5	B/EZ	5	23	12	10	6	13/85	MMR		4.3
6.3	6.3	6.8	5.8	5.8	5		WIL -FM 92.3	CTRY	6	7	8	5	2	12/87	BLAIR		4.7
8.3	8.0	7.9	6.5	4.8	6		KHTR 103.3	CHR	3	2	4	7	9	19/56	CBS-FM	CBS	6.9
5.4	4.7	5.7	4.9	4.8	6		KSD 93.7	A/C	7	6	3	4	7	15/74	MCGAVREN		5.5
5.9	5.9	5.9	5.3	4.3	8		KWK 106.5	CHR	4	4	7	8	11	19/57	HNWH		5.1
4.4	3.5	4.5	3.1	4.1	9		WRTH 590	BBND	11	15	22	19	17	12/88	MMR	RKO-2	2.4
3.5	3.9	3.9	4.1	3.9	10		KUSA 550	CTRY	10	10	14	9	8	15/72	MCGAVREN	MBS	3.9
3.4	3.1	3.2	3.3	3.7	11		KYKY 98.1	A/C	9	11	6	6	5	18/61	REPUBLIC		3.2
1.9	2.0	1.7	2.0	2.6	12		KXOK 630	TALK	13	19	19	18	14	15/73	KATZ	ABC-T	1.9
1.8	2.6	1.9	2.5	1.9	13		KATZ 1600	B/U	17	16	15	16	15	14/77	W&P	NBN	0.6
1.1	0.9	1.1	2.0	1.9	13		KGLD 1380	GOLD	14	14	9	11	10	17/62	HNWH		1.8
2.1	2.2	1.8	1.7	1.7	15		KADI 96.3	A/C	12	13	10	12	13	25/43	MASLA	RKO-1	1.1
1.5	1.8	1.1	1.4	1.6	16		WESL 1490	B/U	18	8	13	14	16	16/69	LAZAR	SHRDN	0.9
1.3	1.8	1.3	1.4	1.6	16		KCFM 97.1	B/EZ	19	17	21	15	12	13/81	W&P	ABC-D	1.5
1.6	1.5	1.8	1.7	1.4	18		WZEN 100.3	B/U	16	5	11	13	19	19/56	W&P	NBN	1.2
1.4	2.3	2.0	1.6	1.4	18		WIL 1430	CTRY	15	21	17	17	18	22/49	BLAIR	ABC-I	1.6
1.1	0.8	0.7	1.0	1.2	20		WEW 770	BBND	23	27	27	26	27	10/114			0.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KSHE	1 KSHE	1 KSHE	1 KMJM	1 KMOX	1 KMOX	A/C	10.2
2 KMJM	2 KSD	2 KMOX	2 KMOX	2 KSHE	2 WIL -FM	AOR	12.0
3 KMOX	3 KHTR	3 KMJM	3 KSD	3 KMJM	3 KMJM	BBnd	5.3
4 KWK	4 KMJM	4 WIL -FM	4 KHTR	4 WIL -FM	4 KSD	Blk/Urbn	12.5
5 KYKY	5 KYKY	5 KUSA	5 KSHE	5 KUSA	5 KYKY	BM/Easy	7.5
6 WIL -FM	6 KWK	6 KWK	6 KYKY	6 KEZK	6 KEZK	CHR	9.1
7 KSD	7 KMOX	7 KYKY	7 WIL -FM	7 KYKY	7 KHTR	Ctry	11.1
8 KGLD	8 WIL -FM	8 KSD	8 KWK	8 KSD	8 KUSA	Gold	1.9
9 WZEN	9 KADI	9 KEZK	9 KEZK	9 KGLD	9 KSHE	N/T	23.2
10 KHTR	10 KGLD	10 KGLD	10 KUSA	10 KWK	10 KCFM		

SALT LAKE CITY-OGDEN #44

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
11.5	10.8	10.5	1	KSFI 100.3	B/EZ	2	10	9	3	1	13/81	BLAIR		9.0
10.8	8.5	9.3	2	KSL 1160	A/C	1	8	5	2	2	16/68	TORBET	CBS	9.5
9.9	8.9	7.1	3	KRSP-FM 103.5	AOR	3	2	1	4	12	17/64	SELCOM		12.6
3.8	7.2	6.4	4	KCPX 98.7	CHR	4	1	4	8	8	16/66	KATZ		7.2
5.9	5.7	6.3	5	KLCY 94.1	A/C	5	12	2	1	3	16/67	EASTMAN	RKO-1	5.2
6.6	4.1	5.6	6	KSOP-FM 104.3	CTRY	7	3	7	5	5	14/78	MMR		6.5
5.1	4.3	5.6	6	KLUB 570	B/EZ	11	18	21	20	14	12/87	MOGAVREN	NBC	4.0
4.8	5.3	4.5	8	KALL 910	A/C	8	19	12	6	4	17/62	EASTMAN	NBC	5.3
1.0	1.2	3.9	9	KLTQ-FM 93.3	CLAS	6	15	3	7	7	20/53			3.6
4.7	3.7	3.6	10	KISN 97.1	CHR	10	6	6	10	11	20/54	MOGAVREN	CBS-R	3.4
0.8	4.1	3.4	11	KKAT 101.9	CTRY	16	14	13	9	6	14/77	W&P		3.1
4.8	2.9	3.2	12	KZAN 97.9	CTRY	15	9	14	13	9	16/68	CHRISTAL		2.7
3.3	3.9	2.6	13	KBUG 1320	A/C	9	20	8	11	10	29/37	KATZ		2.4
3.2	3.2	2.6	13	KDAB 101.1	A/C	12	11	10	12	13	26/42	TORBET		3.0
--	1.2	2.5	15	KCGL 105.5	AOR	20	7	11	14	18	13/85	SCHWARTZ		2.3
3.1	2.9	2.3	16	KFMY 96.1	CHR	13	5	16	16	19	27/40	MASLA		3.0
2.4	2.5	2.1	17	KRSP 1060	CHR	14	4	15	15	16	27/41	SELCOM		0.8
2.1	1.2	1.8	18	KSOP 1370	CTRY	19	23	18	18	15	19/57	MMR		0.6
2.3	2.2	1.7	19	KLRZ 94.9	A/C	18	13	17	17	21	24/45	CHRISTAL		1.9
--	0.7	1.4	20	KRGO-FM 107.9	CTRY	25	22	22	21	20	11/100	CHRISTAL	ABC-E	0.7
1.5	1.6	1.3	21	KDYL 1280	NEWS	17	25	24	22	22	34/32	BLAIR	MBS	1.7
2.1	1.8	1.1	22	KZJO 630	TALK	22	26	25	26	26	18/61		ABC-T	1.9
1.0	0.5	1.1	22	KLO 1430	BBND	23	24	27	28	27	16/70	EASTMAN	ABC-I	0.6
2.0	1.1	1.0	24	KRGO 1550	CTRY	21	17	20	19	17	22/48	CHRISTAL	ABC-E	1.1

NASSAU-SUFFOLK #12

Continued from Page 103

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
0.5	0.6	1.4	28	WRCN 103.9	AOR	30	8	14	18	27	12/91	UNIREP	
1.0	1.5	1.4	28	WBLS 107.5	B/U	26	12	12	16	28	18/60	MCGAVREN	ABC-F
1.6	1.3	1.1	30	WKTU 92.3	CHR	22	11	16	22	29	25/44	TORBET	
0.6	0.6	1.1	30	WMCA 570	TALK	31	36	41	36	33	13/82	ROSLIN	AP/MB

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNEW-FM	1 WHTZ	1 WNEW-FM	1 WHTZ	1 WCBS-FM	1 WBLI	A/C	18.3
2 WBAB	2 WNEW-FM	2 WNBC	2 WBLI	2 WNBC	2 WHTZ	AOR	10.8
3 WHTZ	3 WLTW	3 WCBS-FM	3 WALK-FM	3 WALK-FM	3 WALK-FM	BBnd	5.6
4 WNBC	4 WPLJ	4 WHTZ	4 WLTW	4 WLTW	4 WLTW	Blk/Urbn	3.3
5 WPLJ	5 WYNY	5 WBAB	5 WNBC	5 WHTZ	5 WCBS-FM	BM/Easy	10.7
6 WCBS-FM	6 WNBC	6 WALK	6 WCBS-FM	6 WNEW-FM	6 WNBC	CHR	18.9
7 WLIR	7 WBLI	7 WLTW	7 WYNY	7 WCBS	7 WHN	Ctry	2.2
8 WAPP	8 WBAB	8 WPLJ	8 WPIX	8 WHLI	8 WYNY	Gold	3.8
9 WRCN	9 WBLS	9 WBLI	9 WNEW-FM	9 WBLI	9 WPIX	N/T	15.3
10 WBLI	10 WPIX	10 WCBS	10 WPLJ	10 WBAB	10 WCTO		

NEW YORK #1

Continued from Page 108

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNEW-FM	1 WHTZ	1 WHTZ	1 WHTZ	1 WCBS-FM	1 WLTW	A/C	10.6
2 WHTZ	2 WRKS	2 WNEW-FM	2 WRKS	2 WNBC	2 WBLS	AOR	3.9
3 WRKS	3 WPLJ	3 WCBS-FM	3 WBLS	3 WHTZ	3 WRKS	BBnd	3.0
4 WNBC	4 WBLS	4 WNBC	4 WPLJ	4 WNEW-FM	4 WHTZ	Blk/Urbn	10.1
5 WPLJ	5 WNEW-FM	5 WBLS	5 WLTW	5 WBLS	5 WPLJ	BM/Easy	7.8
6 WAPP	6 WYNY	6 WRKS	6 WYNY	6 WLTW	6 WCBS-FM	CHR	14.8
7 WBLS	7 WKTU	7 WPLJ	7 WKTU	7 WINS	7 WYNY	Clas	2.3
8 WCBS-FM	8 WPIX	8 WAPP	8 WPIX	8 WPLJ	8 WPIX	Ctry	2.5
9 WKTU	9 WLTW	9 WLTW	9 WCBS-FM	9 WRKS	9 WKTU	Gold	3.2
10 WYNY	10 WCBS-FM	10 WINS	10 WNEW-FM	10 WSKQ	10 WHN	N/T	17.8
						Span	4.3

BUDWEISER CONCERT HOUR

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PHOENIX #24

Continued from Page 114

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C
1 KUPD	1 KKLT	1 KUPD	1 KKLT	1 KNIX-FM	1 KKLT	18.5
2 KDKB	2 KZZP-FM	2 KNIX-FM	2 KNIX-FM	2 KOOL-FM	2 KNIX-FM	AOR 13.4
3 KSTM	3 KOPA-FM	3 KOOL-FM	3 KOPA-FM	3 KTAR	3 KOY	BBnd 2.6
4 KKLT	4 KLZI	4 KKLT	4 KZZP-FM	4 KKLT	4 KMEQ-FM	Blk/Urbn 2.6
5 KZZP-FM	5 KUPD	5 KDKB	5 KLZI	5 KUPD	5 KOPA-FM	BM/Easy 13.8
6 KOOL-FM	6 KNIX-FM	6 KTAR	6 KUPD	6 KLZI	6 KQYT	CHR 11.3
7 KNIX-FM	7 KDKB	7 KZZP-FM	7 KOY	7 KQYT	7 KLZI	Clas 2.8
8 KOPA-FM	8 KOOL-FM	8 KSTM	8 KMEQ-FM	8 KOY	8 KOOL-FM	Ctry 10.5
9 KLZI	9 KQYT	9 KLZI	9 KQYT	9 KSTM	9 KZZP-FM	N/T 10.4
10 KUKQ	10 KUKQ	10 KOPA-FM	10 KOOL-FM	10 KMEQ-FM	10 KTAR	Rel 1.2
						Span 1.9

RIVERSIDE-SAN BERNARDINO #30

Continued from Page 119

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	17.1
2 KMET	2 KOST	2 KMET	2 KOST	2 KOST	2 KOST	AOR 11.1
3 KLOS	3 KGGI	3 KLOS	3 KGGI	3 KFI	3 KGGI	BM/Easy 11.8
4 KGGI	4 KBIG	4 KGGI	4 KBIG	4 KRTH	4 KBIG	CHR 12.8
5 KOST	5 KLOS	5 KOST	5 KRTH	5 KLOS	5 KQLH	Ctry 9.0
6 KOLA	6 KRTH	6 KFI	6 KDUO	6 KGGI	6 KRTH	Gold 4.3
7 KRTH	7 KFI	7 KRTH	7 KFI	7 KMET	7 KDUO	N/T 9.0
8 KFI	8 KOLA	8 KOLA	8 KQLH	8 KDUO	8 KFI	Rel 1.4
9 KCAL-FM	9 KKHR	9 KABC	9 KLOS	9 KABC	9 KNTF	Span 3.0
10 KUTE	10 KMET	10 KDUO	10 KNTF	10 KNX	10 KCAL	

SALT LAKE CITY-OGDEN #44

Continued from Page 123

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C
1 KRSP-FM	1 KLCY	1 KRSP-FM	1 KSFI	1 KSL	1 KSFI	27.0
2 KLCY	2 KLTQ	2 KLCY	2 KSL	2 KLCY	2 KSL	AOR 9.6
3 KCPX	3 KSL	3 KSL	3 KLCY	3 KALL	3 KALL	BBnd 1.1
4 KISN	4 KSFI	4 KSOP	4 KLTQ	4 KSFI	4 KSOP	BM/Easy 16.1
5 KLTQ	5 KCPX	5 KCPX	5 KALL	5 KSOP	5 KLCY	CHR 14.4
6 KSL	6 KBUG	6 KALL	6 KCPX	6 KZAN	6 KLTQ	Clas 3.9
7 KDAB	7 KSOP	7 KISN	7 KSOP	7 KKAT	7 KKAT	Ctry 16.4
8 KSOP	8 KISN	8 KKAT	8 KBUG	8 KISN	8 KCPX	N/T 2.4
9 KCGI	9 KLRZ	9 KSFI	9 KKAT	9 KRSP-FM	9 KBUG	
10 KKAT	10 KALL	10 KZAN	10 KISN	10 KLTQ	10 KLTQ	

SAN ANTONIO #38

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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	8.5	8.4	1	KQXT 101.9	B/EZ	4	9	11	8	3	11/102	KATZ		5.3
9.3	9.5	8.2	2	KTFM 102.7	CHR	1	3	1	1	2	14/78	BLAIR		10.0
6.0	6.3	7.1	3	KISS 99.5	AOR	2	1	2	3	10	13/81	MCGAVREN	NBC-S	11.5
4.9	5.2	6.4	4	KLLS-FM 100.3	A/C	7	13	4	2	1	12/90	SELCOM		6.9
8.0	7.6	6.4	4	KXZL 104.5	AOR	6	2	3	4	13	13/83	TORBET		7.8
7.4	7.3	6.3	6	KAJA 97.3	CTRY	8	7	6	5	5	12/92	CBS-FM		7.4
5.3	7.3	6.3	6	KKYX 680	CTRY	9	17	8	10	7	12/93	CHRISTAL	ABC-D	4.1
9.1	5.5	6.0	8	KCOR 1350	SPAN	12	16	15	11	8	9/122	KATZ		2.7
4.6	4.5	5.8	9	KBUC-FM 107.5	CTRY	11	10	9	6	4	11/103	EASTMAN		3.4
5.0	4.5	5.0	10	WOAI 1200	N/T	10	20	18	14	12	15/75	CBS SPOT	CBS	6.4
6.0	6.1	4.8	11	KTSA 550	A/C	3	8	7	9	6	19/58	BLAIR		6.0
4.1	5.3	4.6	12	KITY 92.9	CHR	5	6	5	7	9	19/58	MMR	ABC-F	5.5
2.6	1.9	3.3	13	KEDA 1540	SPAN	16	19	21	19	18	9/117	SELCOM		2.4
4.8	3.1	2.7	14	KONO 860	A/C	13	11	13	12	11	18/60	MMR	ABC-C	2.1
0.6	2.3	2.4	15	KSAQ 96.1	CHR	14	4	12	15	17	16/66	HNWH	MBS	3.5
1.3	2.6	2.3	16	KAPE 1480	B/U	20	22	10	13	14	8/132	MASLA	CBS	2.5
--	--	1.8	17	KSJL 760	CHR	15	5	16	20	22	19/58			2.2
0.8	1.6	1.7	18	KBUC 1310	CTRY	17	21	20	18	16	18/61	EASTMAN		1.2
1.3	0.8	1.4	19	KSLR 630	REL	21	18	17	17	15	10/105			1.5
1.4	0.7	1.1	20	KESI 106.3	A/C	18	15	14	16	19	18/60	MASLA	CBS	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KBUC-FM	1 KLLS-FM	A/C	15.0
2 KXZL	2 KLLS-FM	2 KXZL	2 KLLS-FM	2 KTFM	2 KTFM	AOR	13.5
3 KTFM	3 KITY	3 KAJA	3 KITY	3 KLLS-FM	3 KQXT	Blk/Urbn	2.3
4 KLLS-FM	4 KXZL	4 KLLS-FM	4 KAJA	4 KKYX	4 KCOR	BM/Easy	8.4
5 KAJA	5 KISS	5 KTFM	5 KQXT	5 KISS	5 KTSA	CHR	17.0
6 KKYX	6 KAJA	6 KBUC-FM	6 KTSA	6 KAJA	6 KAJA	Ctry	20.1
7 KITY	7 KTSA	7 KKYX	7 KXZL	7 KQXT	7 KBUC-FM	N/T	5.0
8 KBUC-FM	8 KQXT	8 KTSA	8 KCOR	8 KTSA	8 KITY	Rel	1.4
9 KESI	9 KSAQ	9 KQXT	9 KBUC-FM	9 KXZL	9 KKYX	Span	9.3
10 KAPE	10 KCOR	10 KITY	10 KISS	10 WOAI	10 KAPE		

SAN DIEGO #20

WINTER '84 FALL '83	SPRING '84	SUMMER '84	FALL '84	METRO RANK 12+ ADH	STATIONS	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
7.2	7.9	7.6	9.2	8.9	1 KGB 101.5	AOR	2	2	1	1	5	12/94	KATZ	NBC-S	12.7
8.7	7.3	8.4	9.2	8.0	2 KJOY 103.7	B/EZ	5	12	19	10	4	11/100	BLAIR		7.5
4.3	5.5	8.0	9.4	7.1	3 KFMB 760	A/C	1	10	7	2	1	16/68	MOGAVREN		6.9
3.5	5.2	6.5	5.0	5.7	4 KSDO-FM 102.9	CHR	4	3	3	4	10	16/67	HNWH		5.9
5.1	4.7	4.2	6.2	5.3	5 KFMB-FM 100.7	A/C	3	7	2	3	2	18/60	MOGAVREN		5.5
5.1	6.5	4.1	4.4	4.8	6 XTRA-FM 91.1	AOR	6	1	4	6	13	16/69	MMR		5.5
4.5	4.5	4.6	5.8	4.5	7 KSDO 1130	N/T	7	18	20	18	7	16/67	HNWH	CBS	4.9
3.8	4.1	5.5	4.4	4.1	8 XHRM 92.5	B/U	13	4	6	8	16	12/94	W&P	SHRDN	4.9
2.7	2.9	2.7	2.7	3.6	9 KIFM 98.1	A/C	12	25	5	5	6	14/80	SELCOM	CBS-R	2.2
3.7	3.8	3.6	3.7	3.5	10 KYXY 96.5	A/C	9	16	11	7	3	16/69	TORBET		2.3
3.1	4.4	4.0	2.5	3.3	11 KPQP 1360	BBND	19	32	31	25	20	11/100	KATZ	ABC-E	3.5
3.2	1.5	3.5	2.5	2.9	12 KLZZ 106.5	A/C	14	9	8	9	8	16/68	EASTMAN		3.2
2.7	3.8	2.9	3.5	2.7	13 XTRA 690	GOLD	8	5	9	11	15	23/47	MMR		2.5
4.8	2.5	2.6	1.8	2.6	14 KFSD 94.1	CLAS	17	30	15	16	11	15/71	CHRISTAL		2.8
2.1	3.1	2.0	1.5	2.6	14 KCBQ-FM 105.3	CTRY	15	19	14	13	12	16/66	RKO		2.2
4.4	3.6	2.9	3.0	2.4	16 KBZT 94.9	A/C	11	20	10	12	9	22/50	CHRISTAL		2.3
2.5	2.7	3.1	2.3	2.3	17 KSON-FM 97.3	CTRY	16	11	13	14	17	18/59	BLAIR	MBS	2.2
2.0	1.3	1.5	1.4	2.2	18 KOGO 600	A/C	10	21	21	20	18	23/46	EASTMAN	NBC	0.8
2.2	2.4	2.5	1.2	1.9	19 KCBQ 1170	CTRY	20	14	23	21	19	18/59	REPUBLIC		2.6
1.1	1.6	1.2	1.4	1.9	19 XHZ 90.3	B/U	21	6	12	15	25	17/62	SELCOM		2.3
2.0	1.9	1.6	1.2	1.8	21 KNX 1070	NEWS	18	23	29	26	24	20/53	CBS SPOT	CBS	1.1
1.8	2.2	2.6	1.9	1.8	21 KEZL AM & FM 1320 102.1	A/C	22	36	17	17	14	17/64	SELCOM	ABC-D	1.1
3.3	2.0	2.4	2.7	1.7	23 KMLO 1000	BBND	25	29	32	31	27	13/84			3.0
1.7	1.4	0.9	1.6	1.5	24 KSON 1240	CTRY	23	33	25	24	21	19/58	BLAIR	ABC-I	1.6
0.7	1.0	1.0	1.1	1.2	25 KKOS 95.9	A/C	27	22	16	19	22	14/76			0.4
0.7	0.9	1.1	0.7	1.0	26 KFI 640	A/C	24	13	22	23	23	28/39	CHRISTAL	ABC-E	0.8

FORMAT REACH

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KFMB	1 KFMB	A/C 31.0
2 XTRA-FM	2 KSDO-FM	2 KFMB	2 KFMB	2 KGB	2 KYXY	AOR 13.7
3 KSDO-FM	3 KLZZ	3 KFMB-FM	3 KYXY	3 KFMB-FM	3 KJQY	BBnd 5.0
4 KFMB-FM	4 KIFM	4 XTRA-FM	4 KSDO-FM	4 KIFM	4 KFMB-FM	Blk/Urbn 6.0
5 XHRM	5 KGB	5 KSDO-FM	5 KLZZ	5 KSDO	5 KLZZ	BM/Easy 8.0
6 KFMB-FM	6 XTRA-FM	6 KIFM	6 KIFM	6 KBZT	6 KIFM	CHR 5.7
7 XTRA	7 KYXY	7 XHRM	7 KJQY	7 KJQY	7 KSDO-FM	Clas 2.6
8 KIFM	8 XHRM	8 XTRA	8 KGB	8 KFSD	8 KSDO	Ctry 8.3
9 KBZT	9 KFMB	9 KSON-FM	9 XHRM	9 KYXY	9 KBZT	Gold 2.7
10 KSON-FM	10 KBZT	10 KBZT	10 KBZT	10 XTRA-FM	10 KGB	N/T 6.3

SAN FRANCISCO #4

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BUNCH SHARE
8.7	7.4	8.7	7.4	9.0	1	1	KGO 810	N/T	1	17	12	2	1	13/84	BLAIR	ABC-I	8.6
6.8	5.8	4.3	4.4	5.3	2	2	KCBS 740	NEWS	2	21	22	12	3	21/53	CBS SPOT	CBS	5.0
4.7	3.8	5.1	6.1	4.0	3	3	KSOL 107.7	B/U	6	2	1	1	4	15/72	MASLA	AP	3.7
2.8	3.5	3.6	3.9	3.4	4	4	KYUU 99.7	A/C	4	10	3	3	2	19/56	McGAVREN		6.9
3.3	4.3	3.0	3.5	3.0	5	5	KABL-FM 98.1	B/EZ	9	25	37	24	16	15/74	CHRISTAL		2.3
2.7	2.8	4.0	3.3	2.9	6	6	KNBR 680	MISC	7	14	20	13	7	19/58	McGAVREN	NBC	2.3
3.2	3.4	2.8	3.0	2.8	7	7	KIOI 101.3	A/C	5	12	4	4	6	21/51	MMR		3.4
2.3	2.6	2.6	2.6	2.8	7	7	KABL 960	B/EZ	12	46	27	28	23	15/71	CHRISTAL		0.8
3.0	3.1	3.4	2.6	2.7	9	9	KFRC 610	CHR	3	5	8	8	13	25/43	REPUBLIC	RKO-1	3.4
2.4	4.0	3.0	2.6	2.7	9	9	KOIT-FM 96.5	B/EZ	16	29	23	17	12	14/76	TORBET		1.3
1.9	1.9	2.1	1.9	2.6	11	11	KFOG 104.5	AOR	15	28	2	6	5	15/73	SELCOM	NBC-S	2.8
2.7	3.0	2.3	2.7	2.5	12	12	KBLX 102.9	B/U	13	34	5	5	8	16/67	HNWH	SHRDN	3.1
3.0	2.6	3.0	2.7	2.4	13	13	KSFO 560	B/EZ	10	16	33	25	18	18/59	EASTMAN	RKO-2	1.6
2.1	1.7	2.6	2.3	2.4	13	13	KBAY 100.5	B/EZ	20	30	34	29	20	14/80	MMR		1.3
2.9	2.7	2.8	2.5	2.3	15	15	KNEW 910	CTRY	23	20	26	21	14	14/79	KATZ		2.2
--	--	--	--	2.2	16	16	KFYI 7310	NEWS	19	11	7	9	19	16/68		ABC-E	2.6
1.7	1.8	2.0	1.8	2.2	16	16	KKHI AM & FM 1550 95.7	CLAS	25	32	35	30	22	17/65	HNWH		1.1
1.7	1.6	1.4	1.6	2.2	16	16	KMEL 106.1	CHR	11	3	14	15	24	20/54	CHRISTAL		2.3
2.2	2.4	2.8	1.8	2.2	16	16	KRQR 97.3	AOR	18	9	6	7	28	17/63	CBS-FM	CBS	3.3
2.3	1.5	1.2	1.2	2.0	20	20	KDFC AM & FM 1220 102.1	CLAS	24	31	29	23	15	16/67	CMBS		1.0
2.1	2.3	2.4	3.1	2.0	20	20	KITS 105.3	CHR	8	1	17	26	31	24/46	REPUBLIC		2.0
1.3	1.6	1.8	2.3	1.9	22	22	KWSS 94.5	CHR	22	4	15	18	26	16/68	McGAVREN		2.2
1.3	1.4	2.2	2.8	1.9	22	22	KLOK-FM 103.7	A/C	14	15	10	10	11	21/52	W & P		2.6
3.6	3.8	3.0	3.5	1.9	22	22	KSAN 94.9	CTRY	17	22	19	14	10	20/53	KATZ		3.3
0.9	0.9	0.9	1.1	1.8	25	25	KYA 93.3	GOLD	27	26	11	11	9	14/78	EASTMAN	RKO-2	1.0
1.1	1.4	2.0	1.5	1.7	26	26	KOME 98.5	AOR	21	6	13	19	33	19/58	TORBET	ABC-R	1.3
1.9	2.1	1.4	1.6	1.7	26	26	KQAK 98.9	AOR	26	8	9	16	25	15/71	W & P		1.2
1.0	1.3	1.1	1.1	1.5	28	28	KJAZ 92.7	JAZZ	28	35	30	20	17	16/68	ROSLIN		1.4

SAN FRANCISCO/See Page 134

THE BAY AREA'S #1 MUSIC STATION

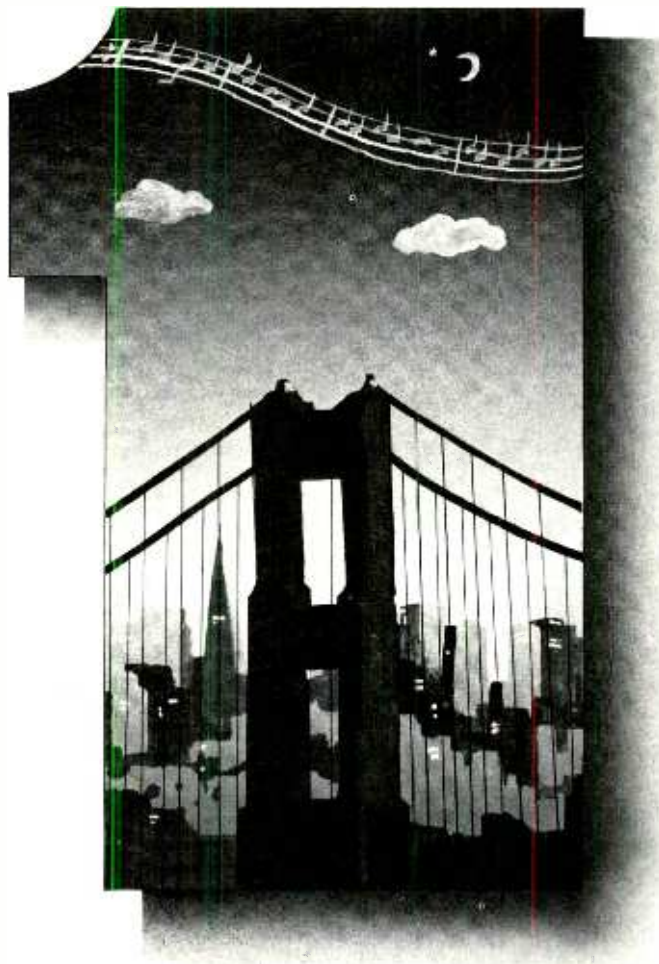
#1 ADULTS 18-49

KSOL 107.7 MORE MUSIC

*Source: San Francisco Arbitron Fall '84 Average Quarter Hour M.S.A.
Monday-Sunday 6 am-12 midnight

KSOL 107.7

MORE MUSIC



#1 Music Station in San Francisco

KSOL is northern California's most popular music radio station. This urban contemporary format is #1 in adults 18-49*. More music KSOL is the station that people of the San Francisco Bay Area listen to for music, news, and public affairs programming. **KSOL** exemplifies United Broadcasting Company's standard of service. . . .

**A UNITED COMMITMENT TO EXCELLENCE,
A UNITED COMMITMENT TO SUCCESS**



United Broadcasting Company
Corporate Offices/Bethesda

WJMO-AM
Cleveland

WRQC-FM
Cleveland

WYST-AM
Baltimore

WYST-FM
Baltimore

WDJY-FM
Washington, D.C.

WKDM-AM
New York

KALI-AM
Los Angeles

KSOL-FM
San Francisco

WINX-AM
Rockville

UNITED CABLE COMPANY OF NEW HAMPSHIRE

Represented Nationally by Jack Masla & Co.

WJMO-AM/WRQC-FM Cleveland Heights, KALI-AM San Gabriel, KSOL-FM San Mateo

*Arbitron Fall '84 Average Quarter Hour M.S.A. Mon.-Sun. 6 A.M.-12 midnight

SAN JOSE #28

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
5.7	6.8	9.2	8.2	1	KGO 810	N/T	1	35	11	3	1	13/84	BLAIR	ABC-I	7.8
6.4	5.0	8.0	6.3	2	KBAY 100.3	B/EZ	4	21	15	8	2	13/86	MMR		4.9
5.0	5.9	6.7	5.8	3	KWSS 94.5	CHR	3	1	3	1	4	15/71	MCGAVREN		7.5
3.2	3.8	4.9	4.6	4	KOME 98.5	AOR	6	2	1	4	18	15/71	TORBET	ABC-R	3.9
4.7	4.9	3.4	4.4	5	KCBS 740	NEWS	2	18	18	15	9	21/51	CBS SPOT	CBS	4.6
3.9	2.2	2.8	4.0	6	KARA 105.7	A/C	9	22	6	2	3	14/76	SELCOM		2.3
3.1	4.3	4.1	3.8	7	KSOL 107.7	B/U	10	4	2	7	8	14/76	MASLA	AP	3.9
3.5	3.3	3.0	3.7	8	KYUU 99.7	A/C	5	8	8	6	5	20/53	MCGAVREN		7.5
2.4	3.1	2.4	3.7	8	KIOI 103.1	A/C	7	10	4	5	6	17/63	MMR		2.3
3.3	4.1	4.2	3.5	10	KSJO 92.3	AOR	8	3	7	10	24	16/66	HNWH		4.9
0.8	1.6	1.3	3.4	11	KNTA 1430	SPAN	30	38	10	12	14	6/176	LOTUS		0.5
3.2	2.8	3.7	3.1	12	KLIV 1590	BBND	17	24	38	35	25	13/84	SELCOM		3.2
2.2	4.6	2.7	2.8	13	KOIT-FM 96.5	B/EZ	14	23	33	20	10	15/72	TORBET		2.4
--	1.8	--	2.8	13	KBRG 104.9	SPAN	32	16	9	11	13	7/158	WALLACE		---
1.4	1.2	0.7	2.7	15	KFOG 104.5	AOR	20	25	5	9	7	13/85	SELCOM	NBC-S	3.2
2.9	2.1	3.2	2.3	16	KEEN 1370	CTRY	21	27	27	24	11	15/72	MMR	UPI	2.9
3.3	2.7	3.4	2.2	17	KLOK 1170	A/C	11	11	17	14	15	24/44	W&P		1.2
2.9	3.4	3.8	2.0	18	KSAN 94.9	CTRY	18	37	14	16	12	20/54	KATZ		2.7
2.6	1.1	1.1	2.0	18	KDFC AM & FM 1220 102.1	CLAS	22	28	22	19	20	19/58	CMBS		1.2
3.4	3.4	3.1	1.9	20	KEZR 106.5	A/C	12	13	12	13	19	27/40	CHRISTAL		1.8
2.5	2.3	0.7	1.8	21	KBLX 102.9	B/U	23	20	13	17	16	19/56	HNWH	SHRDN	2.8
1.2	0.7	1.3	1.7	22	KLOK-FM 103.7	A/C	13	15	16	18	17	26/41	W&P		2.2
--	--	--	1.6	23	KLZE 97.7	B/EZ	25	41	21	25	22	19/58			--
2.6	2.4	2.8	1.5	24	KFRC 610	CHR	15	6	20	21	23	27/40	REPUBLIC	RKO-1	1.0
2.1	1.9	2.6	1.5	24	KNBR 680	MISC	16	19	24	22	21	27/40	MCGAVREN	NBC	1.5
1.4	1.1	0.7	1.5	24	KABL 960	B/EZ	28	39	39	36	29	18/61	CHRISTAL		0.4
0.7	1.2	1.6	1.3	27	KKHI AM & FM 1550 95.7	CLAS	26	34	31	28	26	25/44	HNWH		1.0
1.2	1.0	0.8	1.2	28	KMEL 106.1	CHR	24	9	23	23	28	26/42	CHRISTAL		1.3
1.3	0.7	1.3	1.2	28	KNEW 910	CTRY	34	26	35	29	31	16/70	KATZ		0.3
1.7	2.1	0.7	1.1	30	KSFO 560	B/EZ	27	30	37	37	32	25/43	EASTMAN	RKO-2	1.0

SEATTLE-TACOMA #17

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.6	8.6	7.8	10.7	1	KIRO 710	NEWS	1	8	6	2	1	16/68	CBS SPOT	CBS
5.5	7.7	6.5	8.5	2	KOMO 1000	A/C	2	15	12	5	2	17/66	KATZ	ABC-I
5.8	5.5	6.5	7.4	3	KUBE 93.3	CHR	3	2	1	1	3	15/73	MMR	
5.9	5.8	6.2	6.6	4	KBRD 103.7	B/EZ	9	17	18	15	11	10/113	MASLA	
5.9	3.9	4.7	5.4	5	KISW 99.9	AOR	4	3	2	3	10	14/79	MCGAVREN	
4.9	4.5	4.6	4.6	6	KIXI 880	BBND	12	23	28	20	15	12/91	CHRISTAL	
5.3	4.6	4.8	4.5	7	KSEA 100.7	B/EZ	6	12	15	16	7	14/75	CBS SPOT	
1.7	3.7	4.7	4.4	8	KPLZ 101.5	CHR	5	1	5	10	25	16/68	SELCOM	
3.8	4.5	4.2	4.4	8	KLSY 92.5	A/C	10	14	3	4	4	15/75	SELCOM	CBS-R
4.4	4.7	3.9	3.3	10	KNBQ 97.3	CHR	8	4	4	8	16	19/56	CHRISTAL	
2.1	1.7	3.4	3.2	11	KVI 570	GOLD	7	13	10	7	6	20/54	SELCOM	MBS
3.8	3.4	2.9	3.1	12	KING-FM 98.1	CLAS	15	19	17	12	8	14/79	BLAIR	
4.2	3.9	3.0	3.1	12	KMPS-FM 94.1	CTRY	14	22	16	9	9	15/73	EASTMAN	
2.8	2.7	3.3	3.0	14	KJR 950	A/C	11	11	9	6	5	21/51	EASTMAN	ABC-D
2.5	2.5	3.3	2.6	15	KRPM 106.1	CTRY	22	18	22	17	13	12/94	CHRISTAL	AP
4.3	3.7	3.2	2.5	16	KZOK 102.5	AOR	13	5	8	13	22	19/57	HNWH	
2.0	3.2	3.2	2.2	17	KEZX 98.9	AOR	18	26	7	11	12	15/70	HNWH	ABC-E
2.8	3.2	2.4	2.1	18	KCMS 105.3	REL	23	7	11	14	14	13/82	RADIO SPOT	UPI
2.2	1.9	1.5	1.9	19	KING 1090	NEWS	16	28	27	25	21	20/53	BLAIR	NBC
1.9	1.6	1.6	1.8	20	KKFX 1250	B/U	20	6	13	19	20	17/65	W&P	UPI
2.4	2.3	2.1	1.3	21	KIXI-FM 95.7	A/C	17	29	20	21	19	29/37	CHRISTAL	
1.7	1.7	1.0	1.2	22	KKMI 96.5	A/C	21	20	14	18	17	25/43		
2.9	2.6	2.2	1.2	22	KMPS 1300	CTRY	19	21	23	22	18	27/40	EASTMAN	
1.0	1.7	0.8	1.0	24	KCIS 630	REL	24	25	26	26	24	18/61		UPI

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	18.4
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KIRO	AOR	10.1
2 KUBE	2 KLSY	2 KUBE	2 KLSY	2 KUBE	2 KLSY	BBnd	4.6
3 KZOK	3 KPLZ	3 KIRO	3 KIRO	3 KOMO	3 KOMO	Bik/Urbn	1.8
4 KIRO	4 KNBQ	4 KOMO	4 KOMO	4 KISW	4 KUBE	BM/Easy	11.1
5 KVI	5 KJR	5 KVI	5 KJR	5 KVI	5 KSEA	CHR	15.1
6 KEZX	6 KEZX	6 KZOK	6 KNBQ	6 KMPS-FM	6 KJR	Clas	3.1
7 KLSY	7 KIRO	7 KMPS-FM	7 KPLZ	7 KING-FM	7 KBRD	Ctry	6.9
8 KNBQ	8 KISW	8 KJR	8 KSEA	8 KJR	8 KCMS	Gold	3.2
9 KPLZ	9 KKFX	9 KING-FM	9 KCMS	9 KLSY	9 KEZX	N/T	12.6
10 KCMS	10 KCMS	10 KLSY	10 KBRD	10 KRPM	10 KING-FM	Rel	3.1

TAMPA-ST. PETERSBURG #21

FALL '83	WINTER '84	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	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
14.8	15.1	13.5	13.3	1	WWBA 107.3	B/EZ	2	14	9	9	3	8/129	REPUBLIC		9.3
11.7	11.1	11.2	11.2	2	WRBQ-FM 104.7	CHR	1	1	1	1	1	12/89	EASTMAN	ABC-F	14.3
4.7	5.9	5.2	6.8	3	WIQI 100.7	A/C	3	9	3	2	2	12/91	MOGAVREN		6.6
5.3	5.8	8.7	6.7	4	WQYK 99.5	CTRY	7	10	11	6	4	9/115	TORBET		8.7
6.1	6.7	7.5	6.7	4	WYNF 94.9	AOR	6	2	2	3	8	10/105	KATZ	ABC-E	8.1
4.9	5.0	4.8	6.5	6	WSUN 620	CTRY	4	8	7	5	5	12/92	KATZ	ABC/R	5.9
6.3	5.6	4.9	5.2	7	WDAE 1250	BBND	10	16	16	18	13	11/99	MOGAVREN	ABC-I	6.4
4.9	6.0	5.6	4.3	8	WZNE 97.9	CHR	5	3	4	7	11	17/63	CHRISTAL	NBC-S	5.3
3.5	3.9	3.2	4.0	9	WFLA 970	A/C	9	11	15	13	9	15/74	BLAIR	NBC	3.8
3.3	3.2	3.3	3.8	10	WTMP 1150	B/U	13	4	5	4	6	10/108	HNWH	SHRDN	1.7
2.9	2.7	3.2	3.5	11	WMGG 95.7	CHR	8	5	6	8	7	17/65	MMR		5.4
3.1	3.6	2.9	3.5	11	WPLP 570	TALK	11	23	17	17	17	13/85	SELCOM	MBS	2.9
2.3	2.7	3.0	3.5	11	WGUL AM & FM 1500 105.5	BBND	14	24	24	16	14	12/92	SOUTHERN	MBS	2.6
3.1	2.0	2.5	2.3	14	WFLA-FM 93.3	A/C	12	6	10	11	10	17/65	BLAIR		2.5
2.1	2.0	1.6	2.1	15	WDUV 103.3	B/EZ	15	17	14	15	18	12/89	MASLA		2.1
2.0	2.3	2.2	1.4	16	WAVE 102.5	A/C	17	18	8	10	12	16/67	CBS-FM	CBS-R	2.6
1.3	1.1	1.7	1.2	17	WRBQ 1380	CHR	16	7	12	12	16	21/51	EASTMAN	ABC-F	--
1.5	1.1	1.8	1.1	18	WRXB 1590	B/U	18	13	13	14	15	11/100	LAZAR	NBN	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	A/C 14.5
2 WRBQ-FM	2 WIQI	2 WYNF	2 WIQI	2 WIQI	2 WIQI	AOR 6.7
3 WIQI	3 WYNF	3 WIQI	3 WTMP	3 WSUN	3 WWBA	BBnd 8.7
4 WZNE	4 WTMP	4 WSUN	4 WYNF	4 WQYK	4 WQYK	Blk/Urbn 4.9
5 WSUN	5 WZNE	5 WQYK	5 WMGG	5 WYNF	5 WTMP	BM/Easy 15.4
6 WAVE	6 WMGG	6 WZNE	6 WZNE	6 WWBA	6 WMGG	CHR 20.2
7 WMGG	7 WSUN	7 WMGG	7 WWBA	7 WMGG	7 WSUN	Ctry 13.2
8 WWBA	8 WFLA-FM	8 WWBA	8 WQYK	8 WTMP	8 WYNF	N/T 3.5
9 WQYK	9 WRXB	9 WAVE	9 WSUN	9 WFLA	9 WFLA-FM	
10 WTMP	10 WRBQ	10 WTMP	10 WFLA-FM	10 WAVE	10 WZNE	

WASHINGTON #9

FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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	9.4	7.2	6.6	9.7	1	1	WMAL 630	A/C	1	14	14	5	1	13/83	MCGAVREN	ABC-I	8.0
8.5	8.4	8.0	8.5	8.2	2	2	WGAY 99.5	B/EZ	3	20	13	8	2	12/94	MMR		6.1
10.2	8.0	8.9	8.2	7.3	3	3	WKYS 93.9	B/U	5	3	1	1	3	12/89	EASTMAN	NBC	7.7
5.9	5.2	7.3	7.1	6.4	4	4	WHUR 96.3	B/U	4	6	3	2	4	15/74	W&P		7.2
3.0	5.1	4.2	5.3	5.8	5	5	WWDC-FM 101.1	AOR	7	4	2	3	9	15/74	CHRISTAL	RKO-1	9.2
6.4	6.3	5.7	5.6	5.3	6	6	WRQX 107.3	CHR	2	2	4	6	8	18/60	BLAIR	ABC-C	6.6
4.1	4.4	4.6	4.7	4.6	7	7	WLTT 94.7	A/C	8	16	5	4	5	16/67	HNWH		4.0
4.4	5.6	4.0	4.4	4.6	7	7	WMZO AM & FM 1390 98.7	CTRY	11	9	9	9	6	14/78	CHRISTAL		3.2
4.3	4.3	5.6	4.1	4.4	9	9	WAVA 105.1	CHR	6	1	7	10	15	20/55	HNWH	ABC-R	5.7
3.5	3.5	3.3	4.6	4.1	10	10	WPGC AM & FM 1580 95.5	A/C	9	8	6	7	7	18/60	TORBET		3.0
2.9	2.7	3.2	2.3	3.3	11	11	WGMS AM & FM 570 103.5	CLAS	14	17	17	11	10	16/70	REPUBLIC	MBS	2.8
3.6	3.3	4.6	4.1	3.2	12	12	WTOP 1500	NEWS	10	19	18	15	11	23/48	CBS SPOT	CBS	3.9
3.1	2.3	3.0	2.8	2.8	13	13	WPKX-FM 105.9	CTRY	15	13	16	14	12	17/65	SELCOM		3.3
3.8	2.3	2.2	2.6	2.8	13	13	WASH 97.1	CHR	12	7	8	13	14	23/46	KATZ	RKO-1	3.1
--	2.3	2.7	3.7	2.8	13	13	WDJY 100.3	B/U	13	5	10	16	16	20/53	MASLA	SHRDN	2.7
2.0	2.7	2.6	2.5	2.1	16	16	WXTR AM & FM 1560 104.1	GOLD	16	24	15	14	13	18/59	MASLA		1.4
1.4	1.2	1.5	1.8	1.6	17	17	WEZR 106.7	A/C	17	15	12	17	17	21/52	W&P		1.4
--	--	1.2	1.7	1.6	17	17	WHFS 102.3	AOR	22	11	11	18	18	9/119	MASLA	MBS	1.4
4.1	4.2	3.3	4.2	1.5	19	19	WWRC 980	A/C	18	23	22	21	20	19/56	MMR	NBC	1.9
1.3	1.0	0.9	1.2	1.2	20	20	WOL 1450	B/U	19	10	19	19	21	19/56	ROSLIN	SHRDN	1.0
2.5	2.0	1.7	1.9	1.1	21	21	WYCB 1340	REL	24	21	25	20	19	12/91	SAVALLI	SHRDN	1.2
0.7	1.7	0.6	0.8	1.0	22	22	WTKS 102.3	B/EZ	20	27	24	23	22	17/64	CBS SPOT		0.3
0.8	0.6	0.8	0.9	1.0	22	22	WWDC 1260	BBND	21	25	28	28	24	15/72	CHRISTAL	RKO-2	0.8

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THE #1 VOICE IN WASHINGTON



4400 JENIFER ST. N.W., WASHINGTON, D.C. 20015
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SAN FRANCISCO #4

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FALL '83	WINTER '84	SPRING '84	SUMMER '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
1.2	1.1	0.6	0.9	1.3	29		KIQI 1010	SPAN	38	47	42	36	27	7/163	CABALLERO		3.0
1.1	0.8	0.8	1.2	1.3	29		KARA 105.7	A/C	31	23	18	22	23	15/72	SELCOM		0.7
1.1	1.3	1.2	1.3	1.3	29		KSJO 92.3	AOR	29	7	16	27	41	18/59	HNWH		2.3
1.2	1.1	1.3	1.2	1.0	32		KLOK 1170	A/C	30	18	32	31	29	24/45	W & P		0.8
--	0.4	--	--	1.0	32		KNTA 1430	SPAN	48	48	24	34	38	6/178	LOTUS		--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	Jazz	Misc	N/T	Span
1 KFOG	1 KSOL	1 KGO	1 KSOL	1 KGO	1 KGO												
2 KRQR	2 KYUU	2 KSOL	2 KYUU	2 KCBS	2 KIOI												
3 KSOL	3 KIOI	3 KFOG	3 KIOI	3 KYUU	3 KSOL												
4 KYUU	4 KFYI	4 KYUU	4 KGO	4 KFOG	4 KBLX												
5 KBLX	5 KBLX	5 KRQR	5 KBLX	5 KYA	5 KYUU												
6 KOME	6 KFOG	6 KBLX	6 KFYI	6 KSOL	6 KABL-FM												
7 KIOI	7 KFRC	7 KYA	7 KFRC	7 KNBR	7 KFYI												
8 KYA	8 KLOK-FM	8 KIOI	8 KLOK-FM	8 KNEW	8 KFRC												
9 KFRC	9 KQAK	9 KCBS	9 KWSS	9 KIOI	9 KNBR												
10 KMEL	10 KWSS	10 KNBR	10 KFOG	10 KBLX	10 KOIT-FM												

SAN JOSE #28

Continued from Page 130

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Misc	N/T	Span
1 KOME	1 KWSS	1 KWSS	1 KOME	1 KGO	1 KBAY											
2 KFOG	2 KSOL	2 KIOI	2 KGO	2 KFOG	2 KWSS											
3 KSJO	3 KIOI	3 KBAY	3 KFOG	3 KARA	3 KGO											
4 KYUU	4 KNTA	4 KSOL	4 KSJO	4 KYUU	4 KARA											
5 KARA	5 KBRG	5 KARA	5 KYUU	5 KCBS	5 KIOI											
6 KGO	6 KARA	6 KNTA	6 KARA	6 KBAY	6 KSOL											
7 KSOL	7 KEZR	7 KBRG	7 KCBS	7 KSAN	7 KOIT-FM											
8 KIOI	8 KYUU	8 KYUU	8 KSOL	8 KOME	8 KNTA											
9 KBRG	9 KOME	9 KLOK	9 KIOI	9 KBRG	9 KYUU											
10 KWSS	10 KBAY	10 KEZR	10 KBRG	10 KNBR	10 KLOK											

WASHINGTON #9

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Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	N/T	Rel
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WMAL	1 WMAL											
2 WKYS	2 WLTT	2 WHUR	2 WLTT	2 WGAY	2 WKYS											
3 WHUR	3 WHUR	3 WKYS	3 WHUR	3 WHUR	3 WGAY											
4 WHFS	4 WRQX	4 WMAL	4 WRQX	4 WKYS	4 WLTT											
5 WRQX	5 WPGC-FM	5 WMZQ	5 WPGC-FM	5 WWDC-FM	5 WHUR											
6 WPGC-FM	6 WAVA	6 WLTT	6 WMAL	6 WLTT	6 WPGC-FM											
7 WAVA	7 WWDC-FM	7 WRQX	7 WGAY	7 WMZQ	7 WRQX											
8 WLTT	8 WASH	8 WPGC-FM	8 WAVA	8 WTOP	8 WMZQ											
9 WDJY	9 WMZQ	9 WGAY	9 WMZQ	9 WPGC	9 WPKX											
10 WMZQ	10 WEZR	10 WHFS	10 WWDC-FM	10 WRQX	10 WGMS-FM											

AKRON #60

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.5	10.3	10.7	1	WKDD 96.5	CHR	1	3	2	1	1	14/77	KATZ	
11.5	11.1	10.4	2	WAKR 1590	A/C	2	22	8	4	3	14/79	McGAVREN	MBS
11.7	12.6	10.0	3	WMMS 100.7	AOR	3	2	1	2	2	14/76	KATZ	NBC-S
4.7	5.0	5.7	4	WSLR 1350	CTRY	6	20	13	8	5	12/92	KATZ	ABC-E
5.7	5.4	5.5	5	WAEZ 97.5	B/EZ	9	15	14	13	6	10/109	McGAVREN	
4.1	4.3	5.2	6	WNIR 100.1	TALK	8	10	10	11	8	11/100	KATZ	ABC-E
5.0	5.8	4.8	7	WMJI 105.7	A/C	5	21	3	3	4	16/66	EASTMAN	
5.9	5.0	4.4	8	WGCL 98.5	CHR	4	1	4	6	11	23/47	MMR	ABC-F
--	4.3	3.2	9	WLTF 106.5	A/C	7	7	5	5	7	20/55	CHRISTAL	AP
2.7	2.4	3.2	9	WZAK 93.1	B/U	14	4	6	7	10	11/96	SELCOM	CBS-R

ALBUQUERQUE #79

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
13.8	14.0	16.3	1	KOB -FM 93.3	A/C	1	4	1	1	1	11/99	CHRISTAL	
10.9	7.0	13.0	2	KOB 770	A/C	2	5	7	5	2	12/87	CHRISTAL	ABC-I
1.8	10.5	9.2	3	KNMQ 105.9	CHR	4	1	2	3	6	11/96	HNWH	
7.3	6.7	8.3	4	KRST 92.3	CTRY	5	6	5	2	3	12/94	McGAVREN	
8.3	10.2	6.4	5	KFMG 107.9	AOR	3	2	3	4	10	16/66	HNWH	ABC-C
8.0	8.1	5.9	6	KKJY 100.3	B/EZ	7	8	10	8	4	13/86	TORBET	ABC-E
6.7	5.2	5.7	7	KWXL 94.1	AOR	6	3	4	6	11	14/77	KATZ	NBC-S
3.2	2.1	5.5	8	KHFM 96.3	CLAS	11	16	11	9	5	8/144	CMBS	
3.7	5.8	3.4	9	KZZX 99.5	A/C	8	9	6	7	7	21/51	MMR	
3.3	5.5	3.4	9	KRZY 1450	CTRY	10	13	9	10	8	16/69	McGAVREN	

ALLENTOWN-BETHLEHEM-EASTON #58

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
12.7	14.3	13.9	1	WFMZ 100.7	B/EZ	2	5	8	6	6	9/127	CHRISTAL		10.8
8.2	7.2	10.8	2	WQQQ 99.9	CHR	3	1	2	3	2	11/102	EASTMAN		11.8
8.2	11.5	9.7	3	WLEV 96.1	A/C	4	4	3	1	1	12/93	KATZ		9.2
11.3	11.3	9.2	4	WZZO 95.1	AOR	1	2	1	2	3	15/70	BLAIR		11.6
9.6	7.7	8.1	5	WXKW 104.1	CTRY	5	21	6	5	4	11/97	McGAVREN	ABC-I	9.5
5.2	6.0	6.2	6	WKAP 1320	BBND	8	10	18	10	8	12/92	EASTMAN	ABC-E	6.9
5.4	5.7	5.2	7	WAEB 790	A/C	6	9	4	4	5	17/62	McGAVREN	CBS	3.9
3.6	3.3	3.7	8	WSAN 1470	A/C	7	19	7	7	7	20/53	MMR	RKO-1	2.4
7.6	6.5	3.7	8	WEST 1400	BBND	9	28	26	19	11	12/90	KATZ	CBS	5.5
1.6	2.3	2.5	10	WYSP 94.1	AOR	11	3	5	8	12	16/68	TORBET	ABC-R	3.6

AUSTIN #61

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
16.1	12.7	17.5	1	KASE 100.7	CTRY	2	2	4	1	1	10/113	KATZ		15.0
13.6	11.6	16.0	2	KHFI 98.3	CHR	1	1	1	2	3	12/91	CHRISTAL		19.9
7.3	9.6	9.5	3	KEYI 103.5	A/C	3	6	2	3	2	13/84	TORBET		9.0
9.9	14.4	8.0	4	KLBJ-FM 93.7	AOR	4	4	3	4	5	15/74	EASTMAN		17.4
7.8	4.4	6.2	5	KPEZ 102.3	B/EZ	8	14	7	6	4	11/94	McGAVREN		2.5
4.5	5.4	5.3	6	KOKE 95.5	A/C	5	5	5	5	6	21/53	SELCOM	AP	5.4
3.8	4.3	5.2	7	KNOW 1490	B/U	9	3	6	7	7	12/90	TORBET		3.1
4.3	5.0	4.7	8	KLBJ 590	N/T	7	15	13	9	9	16/70	EASTMAN	CBS	2.0
6.8	5.4	4.2	9	KVET 1300	CTRY	6	11	9	8	8	21/53	KATZ	ABC-I	4.1
1.2	2.4	1.8	10	KTXZ 1560	GOLD	10	13	8	10	10	17/63	PRO RADIO	AP	1.2

BAKERSFIELD #87

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.1	14.0	13.9	1	KKXX 107.9	CHR	1	1	1	1	2	13/85	KATZ	
14.3	9.6	13.9	1	KUZZ 970	CTRY	2	5	2	2	1	10/113	KATZ	
4.0	6.1	7.8	3	KWAC 1490	SPAN	6	28	3	3	3	8/132	LOTUS	
6.7	10.8	7.6	4	KGFM 101.5	B/EZ	4	10	11	6	4	11/100	SELCOM	
7.2	9.8	6.6	5	KQXR 94.1	CHR	3	2	4	4	7	18/60	HNWH	ABC-E
5.5	3.7	5.0	6	KGEO 1230	GOLD	5	8	5	5	6	13/82	SELCOM	NBC
3.3	3.9	3.1	7	KAFY 550	CTRY	7	20	7	7	5	16/70	BLAIR	ABC-D
7.6	3.0	3.1	7	KLYD 1350	BBND	14	3	9	11	21	9/126	TORBET	
1.0	1.7	3.0	9	KVLI 1140	MISC	28	30	30	23	18	3/397	WESTERN	MBS
4.0	1.9	2.3	10	KERN 1410	A/C	8	15	10	8	8	18/60	HNWH	ABC-C
0.3	0.7	2.3	10	KFI 640	A/C	11	11	12	10	9	15/74	CHRISTAL	ABC-E

BATON ROUGE #74

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
21.5	18.3	17.8	1	WFME 102.5	CHR	1	1	1	1	1	12/88	BLAIR	ABC-F
6.5	4.2	8.6	2	WTKL 1260	B/U	8	4	3	4	5	11/103	W&P	
10.0	8.2	8.1	3	WXOK 1460	B/U	2	2	5	6	6	15/73	HNWH	NBN
2.4	6.3	7.7	4	KQXL-FM 106.3	B/U	6	3	2	3	7	13/84	W&P	SHDRN
8.3	11.1	6.9	5	WQXY 100.7	A/C	4	6	4	2	2	17/63	CHRISTAL	
4.1	1.8	6.8	6	WJBO 1150	N/T	5	10	9	9	8	15/73	BLAIR	CBS
13.8	14.7	6.6	7	WYNK-FM 101.5	CTRY	7	12	8	7	4	15/74	TORBET	ABC-I
7.3	6.1	6.2	8	WAFB 98.1	A/C	3	5	6	5	3	19/56	KATZ	CBS-R
--	--	5.2	9	WKJN-FM 103.3	CTRY	9	16	7	8	9	14/79	EASTMAN	
3.6	2.5	2.5	10	WIBR 1300	CTRY	10	9	13	11	13	14/79	KATZ	NBC

BEAUMONT-PORT ARTHUR-ORANGE #98

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
15.6	22.3	15.9	1	KHYS 98.5	B/U	4	2	2	1	1	7/159	MCGAVREN	CBS-R	15.2
13.7	9.5	13.7	2	KZZB 95.1	CHR	1	1	1	2	3	11/100	SELCOM	MBS	12.5
8.8	11.2	12.4	3	KYKR 93.3	CTRY	2	12	4	3	2	10/105	KATZ		11.1
1.3	8.4	7.7	4	KWIC 107.9	CHR	3	3	3	5	7	14/75	MASLA	ABC-C	11.4
10.9	8.2	7.6	5	KQXY 94.1	B/EZ	8	8	14	7	5	13/86	CHRISTAL	NBC	6.1
8.8	7.0	6.7	6	KAYD 97.5	CTRY	7	4	6	6	6	14/75	EASTMAN		6.6
5.8	5.3	5.9	7	KIOC 106.1	A/C	6	5	5	4	4	16/67	REPUBLIC	RKO-1	5.0
9.2	5.9	5.6	8	KLVI 560	CTRY	5	13	13	8	8	19/58	KATZ	ABC-I	9.5
5.6	3.6	4.9	9	KTRH 740	N/T	9	18	11	15	12	12/88	CHRISTAL	CBS	4.3
3.4	1.5	2.2	10	KKMY 104.5	A/C	10	17	7	9	10	19/58	HNWH		1.0

BRIDGEPORT #93

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
17.9	16.6	17.5	1	WICC 600	A/C	1	6	2	1	1	13/80	CHRISTAL		
16.4	16.3	14.7	2	WEZN 99.9	B/EZ	2	19	8	5	2	10/107	KATZ		
7.5	9.8	8.6	3	WKCI 101.3	CHR	3	1	1	3	4	15/72	MCGAVREN		
4.1	3.9	7.2	4	WNBC 660	A/C	4	8	4	2	3	18/62	HNWH	NBC	
4.3	5.8	5.9	5	WPLR 99.1	AOR	5	2	3	4	6	16/67	CHRISTAL		
--	1.9	4.1	6	WEBE 107.9	A/C	7	13	5	6	5	12/87	ROSLIN		
2.4	2.8	3.0	7	WDJZ 1530	A/C	19	35	35	10	8	7/160	KATZ	AP	
2.9	2.5	2.7	8	WRKS 98.7	B/U	13	3	6	7	30	12/93	REPUBLIC	RKO-1	
2.1	1.9	2.7	8	WADS 690	MISC	14	36	36	35	31	12/94		AP	
4.3	5.4	2.5	10	WNAB 1450	A/C	9	33	37	21	17	17/63	ROSLIN	MBS	

CHARLESTON-NORTH CHARLESTON, SC #81

FALL '83	SPRING '84	FALL '84	METRO RANK 12-AQH	STATIONS	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
7.8	13.5	16.5	1	WSSX 95.1	CHR	1	1	1	1	2	12/91	KATZ		23.9
14.3	13.2	13.5	2	WEZL 103.5	CTRY	2	9	3	3	1	10/108	BLAIR	NBC	12.9
15.3	12.5	13.0	3	WWWZ 93.5	B/U	3	2	2	2	3	10/109	HNWH	SHRDN	17.4
11.3	9.7	9.4	4	WXTG 96.9	B/EZ	4	12	9	4	4	11/100	MOGAVREN		8.2
9.1	7.0	6.5	5	WPAL 730	B/U	7	4	4	5	7	11/96	W&P	NBN	8.9
0.3	--	5.5	6	WMCJ 950	REL	14	5	10	8	5	5/230	CLAYTON		
3.5	4.4	5.3	7	WKQB 107.5	CHR	5	3	5	7	11	17/62	REPUBLIC		4.1
5.1	4.5	5.0	8	WCSC 1390	A/C	6	17	8	6	6	16/69	MOGAVREN	ABC-C	4.1
5.4	6.4	3.9	9	WQIZ 810	REL	10	7	12	11	8	10/111	SELCOM	SHRDN	1.4
2.7	5.1	3.6	10	WTMA 1250	A/C	8	8	7	9	9	20/55	KATZ	MBS	2.4

CANTON #95

FALL '83	SPRING '84	FALL '84	METRO RANK 12-AQH	STATIONS	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
17.3	15.2	15.1	1	WHBC 1480	A/C	1	16	5	3	1	14/76	CHRISTAL	ABC-E	
14.0	12.3	14.9	2	WHBC-FM 94.1	B/EZ	2	28	6	5	3	9/120	CHRISTAL		
6.7	6.6	9.2	3	WDJQ 92.5	A/C	3	1	2	2	2	14/75	HNWH		
9.3	10.6	8.1	4	WOOS 106.9	AOR	4	3	1	1	4	14/78	EASTMAN		
4.9	9.3	5.9	5	WMMS 100.7	AOR	5	4	3	4	6	15/73	KATZ	NBC-S	
6.1	4.9	5.7	6	WQXK 105.1	CTRY	7	8	11	7	5	11/103	MMR	ABC-D	
4.5	4.9	5.0	7	WKDD 96.5	CHR	6	2	4	6	9	17/64	KATZ		
2.8	3.4	2.6	8	WSLR 1350	CTRY	10	23	21	9	8	16/66	KATZ	ABC-E	
2.4	4.2	2.4	9	WMJI 105.7	A/C	9	18	7	8	7	19/56	EASTMAN		
1.8	0.9	2.4	9	WFAH 1310	A/C	15	26	23	17	12	12/88	HNWH	ABC-I	

FLYING
HIGH

WOOS-FM
CANTON

CHATTANOOGA #88

FALL '83	SPRING '84	FALL '84	12+ ACH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.7	13.8	17.9	1	WSKZ 106.5	CHR	1	1	1	1	3	11/103	EASTMAN	
11.2	8.9	11.2	2	WDEF-FM 92.3	B/EZ	2	13	7	5	4	12/87	KATZ	CBS
8.7	12.4	11.2	2	WJTT 94.3	B/U	5	2	2	3	5	10/108	MOGAVREN	CBS-R
11.0	12.5	10.8	4	WUSY 100.7	CTRY	4	4	4	2	1	11/98	HNWH	AP
8.7	6.7	9.4	5	WDEF 1370	A/C	6	12	10	7	8	12/92	KATZ	CBS
9.4	8.6	9.1	6	WDOD-FM 96.5	CTRY	3	5	3	4	2	15/74	CHRISTAL	ABC-E
5.8	5.9	5.0	7	WDOD 1310	CTRY	7	9	8	8	7	15/71	CHRISTAL	ABC-E
5.6	8.7	5.0	7	WNOO 1260	B/U	9	6	9	9	9	11/103	R A LAZAR	SHRDN
4.3	4.3	3.6	9	WGOW 1150	A/C	8	16	5	6	6	20/55	EASTMAN	
3.0	2.4	2.3	10	WOWE 105.5	AOR	11	3	6	10	11	17/63		NBC-S

COLUMBIA, SC #86

FALL '83	SPRING '84	FALL '84	12+ ACH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
18.0	20.4	21.7	1	WCOS-FM 97.9	CTRY	2	5	1	1	1	8/129	MOGAVREN	ABC-I
9.2	10.8	15.1	2	WNOK-FM 104.7	CHR	1	1	2	2	2	12/88	KATZ	ABC-C
11.6	10.7	9.1	3	WWDN 101.3	B/U	5	2	3	3	4	11/99	HNWH	SHRDN
7.2	6.6	9.0	4	WIS 560	A/C	3	7	8	5	3	16/69	CHRISTAL	CBS
11.1	8.3	8.2	5	WZLD 96.7	CHR	4	3	4	4	6	13/86	W&P	
7.9	6.6	6.6	6	WOIC 1320	B/U	8	6	6	6	7	12/92	EASTMAN	NBC
5.6	7.1	5.7	7	WCEZ 93.5	B/EZ	6	11	9	9	5	15/73	BLAIR	RKO-2
5.6	6.8	4.6	8	WSCQ 100.1	A/C	7	9	7	7	9	17/63	TORBET	CBS
5.9	6.4	4.4	9	WDPN 103.1	B/U	9	4	5	8	8	17/65	UNIREP	NBN
1.1	0.9	2.5	10	WNOK 1230	GOLD	11	12	10	10	10	9/124	KATZ	ABC-C

EL PASO #78

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.4	11.1	15.7	1	KAMZ 93.1	CHR	1	1	1	1	1	11/95	EASTMAN	
11.5	11.1	10.6	2	KLAQ 95.5	AOR	3	3	2	2	6	11/95	HNWH	NBC-S
7.4	8.8	10.5	3	KTSM-FM 99.9	B/EZ	6	11	13	5	2	9/124	HNWH	
7.6	7.2	8.5	4	KSET-FM 94.7	CHR	2	2	3	4	5	18/60	TORBET	
6.8	11.4	7.6	5	KHEY-FM 96.3	CTRY	5	7	4	3	3	14/80	KATZ	
9.6	10.0	6.6	6	KAMA 1060	SPAN	12	9	10	6	4	9/127	EASTMAN	
7.4	5.4	5.1	7	KHEY 690	CTRY	7	17	11	10	7	16/69	KATZ	ABC-I
3.6	4.2	4.4	8	KEZB 93.9	CHR	4	4	5	7	10	24/44	CHRISTAL	RKO-1
3.7	4.1	4.2	9	KLOZ 102.1	CTRY	10	8	8	8	8	15/74	BLAIR	RKO-1
4.6	4.7	3.3	10	KROD 1600	GOLD	9	10	9	11	9	20/54	HNWH	
3.2	2.6	3.3	10	KYSR-FM 97.5	A/C	13	13	6	9	11	14/78	SELCOM	ABC-D

FLINT #89

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.0	7.4	15.6	1	WCRZ 107.9	A/C	1	3	1	1	1	11/100	KATZ	ABC-F
11.7	13.3	13.2	2	WDZZ 92.7	B/U	3	2	3	2	2	9/120	HNWH	SHRDN
12.0	18.1	11.9	3	WWCK 105.5	AOR	2	1	2	3	6	13/83	MOGAVREN	ABC-F
8.3	7.9	6.5	4	WTRX 1330	A/C	4	4	4	4	3	18/60	CHRISTAL	ABC-I
9.1	8.0	6.5	4	WJR 760	MISC	5	15	9	6	5	16/68	EASTMAN	NBC
2.7	3.5	6.5	4	WKMF 1470	CTRY	7	20	8	5	4	10/105	KATZ	ABC-E
3.7	3.9	5.3	7	WFDF 910	A/C	6	7	7	7	7	16/68	BLAIR	CBS
3.7	2.0	4.3	8	WGER 102.5	A/C	9	10	17	12	9	13/84	MOGAVREN	UPI
4.6	2.5	3.8	9	WTAC 600	CTRY	8	14	12	8	8	15/74	TORBET	MBS
1.1	0.6	2.2	10	WGMZ 1570	B/EZ	23	22	16	17	16	3/35 1	MOGAVREN	

FRESNO #71

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.9	10.1	11.1	1	1	KKDJ 105.9	AOR	5	3	1	1	2	9/121	EASTMAN	ABC-R
9.0	8.2	9.4	2	2	KMJ 580	N/T	2	8	9	7	5	12/87	KATZ	ABC-T
9.4	9.9	9.3	3	3	KYNO-FM 95.7	CHR	1	1	2	2	3	19/57	CHRISTAL	
6.7	4.1	6.4	4	4	KFYE 93.7	A/C	3	5	3	3	1	17/65	SELCOM	
3.8	6.1	5.7	5	5	KMGX 103.7	CHR	4	2	5	5	9	19/58	REPUBLIC	RKO-1
7.1	6.7	5.6	6	6	KKNU 102.7	B/EZ	8	10	10	13	12	13/85	BLAIR	
3.2	2.4	5.6	6	6	KNAX 97.9	CTRY	9	6	8	6	6	12/87	KATZ	MBS
5.1	4.0	5.5	8	8	KFIG 93.7	A/C	7	7	4	4	4	17/64	TORBET	
4.2	3.3	5.1	9	9	KGST 1600	SPAN	15	13	7	8	11	7/157	LOTUS	
3.3	6.0	3.7	10	10	KBOS 94.9	CHR	6	4	6	9	14	26/41	MOGAVREN	ABC-C

GRAND RAPIDS #66

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AOH	STATIONS	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
11.5	8.2	12.0	1	1	WOOD-FM 105.7	B/EZ	1	23	6	5	2	12/88	KATZ	NBC	8.7
12.5	9.3	10.6	2	2	WCUZ-FM 101.3	CTRY	3	5	3	2	1	12/89	CHRISTAL	ABC-E	10.8
9.5	11.8	9.9	3	3	WLAV-FM 96.9	AOR	6	2	1	1	5	12/89	BLAIR	ABC-R	13.7
12.4	11.3	8.7	4	4	WOOD 1300	A/C	5	10	12	8	4	14/78	KATZ	NBC	9.8
7.2	6.9	8.4	5	5	WLHT 95.7	A/C	4	3	2	3	3	15/72	SELCOM		8.1
6.7	9.2	8.2	6	6	WGRD 97.9	CHR	2	1	4	4	10	17/63	W&P	ABC-C	9.5
3.0	3.0	5.0	7	7	WMUS-FM 106.9	CTRY	9	6	7	7	6	12/89	MASLA		2.5
4.8	6.3	4.0	8	8	WCUZ 1230	CTRY	7	11	10	9	8	20/55	CHRISTAL	ABC-I	2.3
--	3.0	4.0	8	8	WKLO 94.5	CHR	8	4	5	6	7	18/60	EASTMAN		3.1
3.3	2.1	2.7	10	10	WFUR-FM 102.9	B/EZ	11	18	17	14	16	16/67			5.1

GREENVILLE-SPARTANBURG, SC #65

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.2	14.1	11.4	1	WFBC-FM 93.7	A/C	1	6	2	1	1	15/72	KATZ	ABC-F
9.9	10.2	10.7	2	WANS-FM 107.3	CHR	2	1	1	2	5	13/83	TORBET	RKO-1
7.9	7.7	9.8	3	WSPA-FM 98.9	B/EZ	5	18	7	7	4	10/111	MOGAVREN	
11.1	15.0	9.4	4	WESC-FM 92.5	CTRY	3	10	6	4	2	13/81	BLAIR	ABC-E
8.6	7.6	9.0	5	WSSL-FM 100.5	CTRY	4	3	3	3	3	11/96	EASTMAN	RKO-2
8.9	6.2	6.3	6	WHYZ 1070	B/U	8	5	5	5	6	9/120	HNWH	SHRDN
2.4	3.0	4.9	7	WFBC 1330	GOLD	7	15	11	8	7	14/75	KATZ	NBC
7.7	5.9	4.5	8	WCKN 101.1	AOR	6	4	4	6	12	16/69		ABC-R
3.7	3.4	4.1	9	WESC 660	CTRY	10	20	10	9	8	12/91	BLAIR	ABC-E
5.2	5.4	3.4	10	WASC 1530	B/U	13	8	12	11	10	10/113	W&P	NBN

HARRISBURG #81

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
10.3	11.4	13.3	1	WTPA 104.1	AOR	2	1	1	1	3	9/115	EASTMAN	ABC-R	19.0
12.4	10.3	10.6	2	WHP -FM 97.3	B/EZ	3	19	6	4	4	10/104	KATZ		8.8
12.3	10.6	9.9	3	WHP 580	A/C	1	11	11	7	6	13/82	KATZ	CBS	5.0
5.9	8.8	9.0	4	WSFM 99.3	A/C	4	13	2	2	1	12/88	TORBET	RKO-2	10.3
7.3	6.2	7.7	5	WKBO 1230	A/C	5	4	5	6	5	13/81	BLAIR	NBC	5.5
7.1	8.5	7.5	6	WRKZ 106.7	CTRY	6	9	4	3	2	14/80	MOGAVREN	ABC-E	6.6
6.4	5.3	5.3	7	WQXA 105.7	CHR	7	3	3	5	8	17/64	MMR	ABC-C	6.4
1.8	4.2	4.3	8	WHGB 1400	BBND	9	18	16	16	11	12/87	MOGAVREN	MBS	5.0
2.7	4.6	4.1	9	WCMB 1460	CTRY	8	12	14	8	7	13/82	TORBET	ABC-D	2.9
8.	6.1	3.2	10	WHYL-AM & FM 960 102.3	CTRY	10	8	8	9	9	24/63	HNWH	AP	5.3

HONOLULU #52

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
19.1	11.6	12.1	1	KSSK 590	A/C	2	6	5	3	1	13/83	EASTMAN	
13.1	14.2	11.6	2	KULA 92.3	A/C	1	3	2	1	2	15/73	EASTMAN	
9.0	9.6	11.1	3	KPOI 97.5	AOR	4	2	1	2	4	12/89	REPUBLIC	
5.9	9.8	10.2	4	KQMQ 93.1	CHR	3	1	3	4	6	14/78	SELCOM	AP
--	0.9	6.7	5	KRTR 96.3	A/C	7	5	4	5	3	12/91	ROSLIN	
7.4	6.4	6.6	6	KUMU-FM 94.7	B/EZ	8	9	10	10	5	11/99	TORBET	
4.3	7.7	5.3	7	KIKI 830	CHR	6	4	6	6	9	18/59	KATZ	
5.0	4.0	5.3	7	KCCN 1420	MISC	10	7	9	7	7	12/87	W&P	
2.2	3.1	4.8	9	KGU 760	N/T	9	13	12	11	11	14/76	BLAIR	CBS
6.3	3.8	4.5	10	KKUA 690	A/C	5	10	7	8	8	23/47	SELCOM	AP

JACKSONVILLE #55

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	11.9	13.2	1	WIVY 102.9	A/C	1	2	2	1	1	13/81	TORBET	
8.7	8.2	11.7	2	WQIK-FM 99.1	CTRY	3	6	5	4	3	11/96	MCGAVREN	
10.8	14.9	11.4	3	WFYV 104.5	AOR	4	3	1	2	5	10/104	EASTMAN	NBC-S
11.8	11.3	9.5	4	WKTZ-FM 96.1	B/EZ	5	11	9	6	4	12/91	SELCOM	
8.3	7.9	9.2	5	WAIV 96.9	A/C	2	7	3	3	2	15/74	BLAIR	
6.5	8.3	8.4	6	WJAX-FM 95.1	B/U	6	1	4	5	6	11/97	W&P	ABC-C
8.6	6.2	4.7	7	WCRJ-FM 107.3	CTRY	7	10	7	7	7	14/79	KATZ	
2.5	4.0	3.5	8	WZAZ 1400	MISC	11	9	6	8	8	12/92		NBN
5.5	6.4	2.8	9	WPDQ 1460	B/U	9	5	8	10	10	15/71	MASLA	NBN
2.2	3.4	2.5	10	WOKV 600	N/T	12	23	14	11	13	17/66	BLAIR	ABC-I

JOHNSON CITY-KINGSPORT-BRISTOL #84

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
17.0	25.2	21.9	1		WQUT 101.5	CHR	1	1	1	2	2	11/100	KATZ	RKO-1
21.1	20.0	21.4	2		WXBQ 96.9	CTRY	2	2	2	1	1	10/104	MOGAVREN	ABC-I
7.3	9.0	9.2	3		WTFM 98.5	B/EZ	3	8	4	3	3	13/86	REPUBLIC	ABC-E
8.1	9.5	8.8	4		WJCW 910	CTRY	4	11	9	5	4	12/94	KATZ	CBS
2.5	2.3	3.9	5		WFHG 980	A/C	5	4	5	4	5	16/69	MOGAVREN	ABC-D
2.4	2.1	2.7	6		WZAP 690	REL	15	24	24	15	10	9/119	JC GATES	
4.1	1.6	2.5	7		WKIN 1320	CTRY	6	13	11	12	8	19/56	CHRISTAL	AP
0.5	0.8	2.2	8		WIKQ 94.9	A/C	16	14	3	6	6	11/102	TN SPOT	
2.0	1.3	2.0	9		WJSO-FM 99.3	CTRY	8	7	10	9	7	19/58	HNWH	
2.4	1.6	2.0	9		WBBI 1230	CTRY	12	15	20	16	12	14/75		NBC

KNOXVILLE #67

FALL '83	SPRING '84	FALL '84	METRO RANK	12+ AQH	STATIONS	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
18.4	19.6	21.6	1		WIVK-FM 107.7	CTRY	1	5	2	1	1	9/117	KATZ	ABC-E	19.5
11.5	18.6	15.8	2		WIMZ-FM 103.5	AOR	2	1	1	2	3	10/105	BLAIR	NBC-S	22.8
14.8	15.8	14.8	3		WEZK 97.5	B/EZ	3	8	6	4	2	9/116	TORBET		11.9
8.7	7.0	8.0	4		WMYU 102.1	A/C	5	4	3	3	4	15/75	MOGAVREN		9.4
11.1	9.8	7.7	5		WOKI 100.3	CHR	4	2	4	5	7	18/62	SELCOM	ABC-F	5.6
6.1	4.0	5.7	6		WNOX 990	CTRY	6	9	7	6	5	15/74	CHRISTAL	ABC-C	4.4
--	--	4.3	7		WIVK 850	CTRY	7	7	9	8	8	11/95	KATZ	ABC-E	4.2
3.8	1.3	4.3	7		WBMK 1430	B/U	11	3	5	7	6	5/228	MASLA	SHRDN	2.9
1.9	2.0	2.0	9		WNKX 95.3	CTRY	9	6	8	9	9	12/88	CHRISTAL	RKO-2	2.2
1.5	1.2	1.8	10		WGAP 1400	CTRY	10	14	14	12	10	14/79	MID-SOUTH		2.1

LANSING-EAST LANSING #92

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	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
13.2	18.8	17.1	1	WVIC-FM 94.9	CHR	1	1	1	1	2	14/77	BLAIR		18.3
11.6	9.9	9.5	2	WITL-FM 100.7	CTRY	4	3	7	4	3	13/82	MOGAVREN	RKO-2	10.5
8.7	7.2	9.3	3	WFMK 99.1	A/C	2	4	2	2	1	19/58	SELCOM	ABC-F	10.3
7.2	11.0	9.3	3	WJXQ 106.1	CHR	3	2	3	3	8	15/74	CHRISTAL		14.3
6.0	5.1	7.6	5	WJIM-FM 97.5	B/EZ	6	8	9	6	4	12/93	PEARSE	NBC	4.9
6.1	7.0	7.2	6	WJR 760	MISC	5	12	11	8	6	15/73	EASTMAN	NBC	6.6
8.9	3.3	5.6	7	WILS-FM 101.7	A/C	7	6	4	5	7	16/70	MASLA	RKO-1	5.4
2.4	1.9	3.5	8	WIBM 94.1	GOLD	8	10	5	7	5	18/60	TORBET	MBS	3.2
0.6	0.6	2.7	9	WXLA 1170	B/U	16	7	6	10	11	7/151	UNIREP		2.2
1.6	2.4	2.3	10	WMMQ 92.7	A/C	9	11	8	9	10	22/50	UNIREP	CBS-R	1.0
2.6	3.7	2.3	10	WKLH 92.1	CTRY	13	9	12	12	9	16/70		ABC-I	2.1

LAS VEGAS #72

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	
9.0	9.5	11.6	1	KXTZ 94.1	B/EZ	4	12	8	4	2	10/112	SELCOM		
9.8	13.1	11.2	2	KLUC 98.5	CHR	1	1	2	3	3	13/81	MOGAVREN	ABC-C	
11.3	9.3	10.4	3	KOMP 92.3	AOR	2	2	1	1	4	11/96	CHRISTAL	NBC-S	
8.4	8.0	10.4	3	KFMS 101.9	CTRY	3	7	3	2	1	11/99	KATZ		
7.1	6.0	5.6	5	KORK 920	MISC	9	11	17	14	12	11/98	EASTMAN	NBC	
5.4	4.3	4.4	6	KDWN 720	N/T	8	16	13	12	10	15/73	BLAIR		
3.6	4.8	4.0	7	KVEG 1410	CTRY	12	14	12	10	8	14/78	KATZ		
3.7	3.8	4.0	7	KENO 1460	A/C	11	6	5	6	5	14/77	CHRISTAL		
3.6	3.0	3.9	9	KUDO 93.1	A/C	5	5	4	7	9	21/52	HNWH	CBS-R	
2.4	3.3	3.9	9	KMZQ 100.5	A/C	10	9	7	5	6	15/72	MMR	MBS	

LITTLE ROCK-NORTH LITTLE ROCK #80

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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
12.9	12.3	15.4	1	KSSN 95.7	CTRY	2	6	4	2	1	11/99	EASTMAN	ABC-E	16.2
15.7	16.4	14.0	2	KKYK 103.7	CHR	1	2	1	1	2	14/75	BLAIR		16.9
8.4	8.3	9.8	3	KEZQ 100.3	B/EZ	5	9	9	6	3	11/100	SELCOM		6.6
8.6	11.4	9.6	4	KMJX 105.1	AOR	4	1	2	3	8	12/92	HNWH	ABC-R	14.5
6.0	5.9	7.3	5	KLAZ-FM 96.5	A/C	3	4	3	4	5	18/60			9.4
4.0	5.9	7.3	5	KWTD 106.3	B/U	10	3	5	5	4	8/133	ROSLIN	MBS	5.0
7.0	8.6	5.1	7	KARN 920	N/T	6	8	10	10	6	17/64	BLAIR	CBS	8.2
5.2	3.2	4.2	8	KLPQ 94.1	CTRY	7	7	8	7	7	17/65	KATZ		2.6
7.2	4.7	3.8	9	KAUL 1380	BBND	12	13	17	16	16	9/121	ROSLIN	NBC	3.0
5.8	6.5	3.6	10	KLAZ 1250	B/U	9	5	6	8	10	17/65			4.1

McALLEN-BROWNSVILLE #76

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
21.6	20.1	21.9	1	KGBT 1530	SPAN	1	7	5	1	1	8/136	KATZ		
12.1	12.7	10.1	2	KIWW 96.1	SPAN	5	5	1	2	2	11/101	MCGAVREN		
10.4	13.6	9.5	3	KRGV 1290	CHR	3	1	3	4	4	13/82	BLAIR	RKO-1	
4.6	3.9	9.3	4	KELT 94.5	A/C	4	4	2	3	3	12/90	KATZ		
9.7	14.4	7.9	5	KBFM 104.1	CHR	2	2	6	6	8	16/66	CHRISTAL	ABC-F	
8.6	5.0	7.9	5	KRIX 99.5	AOR	6	3	4	5	6	11/99	MASLA	ABC-R	
5.1	3.8	5.3	7	KVLY 107.9	B/EZ	9	10	12	9	9	10/111	HNWH		
2.6	3.1	4.9	8	KTXF 100.3	CTRY	8	8	7	7	5	11/102	EASTMAN		
5.4	4.9	3.8	9	KQXX 98.5	SPAN	10	9	8	8	7	13/85	CABALLERO		
1.3	1.9	2.4	10	KIRT 1580	SPAN	13	14	11	10	10	10/109	CABALLERO		

MOBILE #83

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
20.0	18.5	16.5	1	WKSJ-FM 94.9	CTRY	1	5	4	2	1	11/95	BLAIR	ABC-E
16.1	17.6	15.3	2	WBLX 92.9	B/U	4	2	1	1	2	8/128	HNWH	RKO-1
8.2	13.2	14.0	3	WABB-FM 97.5	CHR	2	1	2	3	3	13/81	CHRISTAL	ABC-F
8.5	9.3	9.4	4	WGOK 900	B/U	7	3	6	6	6	8/136	ROSLIN	SHRDN
8.8	4.3	7.0	5	WLPR 96.1	B/EZ	5	21	7	7	5	12/87		
2.4	3.6	6.7	6	WDLT 98.3	A/C	6	6	3	4	4	12/93	SELCOM	CBS-R
7.6	6.7	6.3	7	WKRG-FM 99.9	CHR	3	4	5	5	7	22/49	KATZ	
6.4	4.5	6.2	8	WKRG 710	N/T	8	18	12	8	8	12/89	KATZ	CBS
1.9	3.1	2.3	9	WMOB 1360	REL	13	7	9	9	9	10/106		
4.9	2.0	2.0	10	WMML 1410	CTRY	9	17	13	11	10	17/65		NBC

NEW HAVEN-WEST HAVEN #73

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.4	10.7	13.6	1	WKCI 101.3	CHR	1	1	1	1	1	13/82	MOGAVREN	
13.9	16.1	11.5	2	WELI 960	A/C	2	12	9	4	2	13/83	BLAIR	
6.5	8.0	6.4	3	WAVZ 1300	BBND	9	27	18	12	10	10/103	MOGAVREN	ABC-I
7.5	6.8	6.0	4	WPLR 99.1	AOR	3	2	2	2	4	17/63	CHRISTAL	
8.9	6.3	5.0	5	WEZN 99.9	B/EZ	6	21	19	14	9	16/68	KATZ	
2.6	1.1	4.7	6	WTIC 1080	A/C	11	22	17	16	15	12/87	KATZ	NBC
2.9	4.1	4.6	7	WCBS 880	NEWS	5	20	13	11	8	18/60	CBS SPOT	CBS
3.1	3.8	4.4	8	WDRC-FM 102.9	A/C	4	5	3	3	6	22/49	MOGAVREN	
5.0	5.4	4.0	9	WNHC 1340	B/U	13	3	7	7	13	12/90	SAVALLI	SHDRN
5.5	3.1	3.8	10	WNBC 660	A/C	7	7	5	5	3	20/55	HNWH	NBC

ORLANDO #51

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
10.0	9.6	13.4	1	WWKA 92.3	CTRY	3	4	3	2	2	10/112	KATZ		10.7
8.8	10.4	12.9	2	WJYO 107.7	A/C	1	6	4	1	1	11/98	MOGAVREN		10.4
4.6	10.5	8.8	3	WHLY 106.7	CHR	4	1	5	5	6	15/75	CHRISTAL		13.6
6.3	5.8	8.7	4	WDBO 580	A/C	5	14	8	6	3	12/89	KATZ	CBS	5.3
10.3	10.7	8.0	5	WBJW 105.1	CHR	2	2	2	4	4	17/63	BLAIR	ABC-C	10.3
9.6	10.9	7.9	6	WDIZ 100.3	AOR	6	3	1	3	5	13/84	SELCOM	NBC-S	15.2
4.5	5.0	6.2	7	WKIS 740	N/T	9	12	10	10	8	11/98	EASTMAN	MBS	4.0
5.7	4.3	4.7	8	WHOO-FM 96.5	CTRY	7	8	9	9	7	16/69	TORBET		6.3
6.2	3.7	4.4	9	WHOO 990	CTRY	8	11	12	11	9	16/68	TORBET	ABC-I	4.0
4.7	6.2	4.2	10	WORL 1270	B/U	10	5	6	7	11	12/90	MOGAVREN		4.1

QUAD CITIES (DAVENPORT-ROCK ISLAND) #99

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
12.2	15.9	17.9	1	KIHK 103.7	CHR	1	1	1	1	1	13/86	CHRISTAL	ABC-D	18.9
13.3	10.3	11.8	2	WXLP 96.9	AOR	2	2	2	2	6	12/87	KATZ	NBC-S	14.9
9.6	12.4	10.1	3	WLLR 101.3	CTRY	4	3	4	3	2	11/97	HNWH		13.1
8.0	8.2	9.2	4	WOC 1420	N/T	3	8	11	8	7	13/85	CHRISTAL	MBS	9.8
9.6	10.5	8.5	5	KRVR 106.5	B/EZ	6	14	8	6	4	12/92	EASTMAN		6.1
11.8	8.4	7.2	6	WHBF 1270	CTRY	7	7	10	10	8	14/78	MOGAVREN	CBS	6.1
7.5	7.1	6.4	7	WHBF-FM 98.9	A/C	5	5	3	4	5	17/65	MOGAVREN	CBS	8.0
4.1	3.6	5.3	8	WMRZ 1230	GOLD	8	10	5	5	3	15/72	HNWH	ABC-E	2.6
4.5	4.8	2.9	9	KKZX 1170	A/C	9	4	7	7	9	26/42	KATZ	ABC-C	2.1
1.4	1.1	2.9	9	WKEI 1450	MISC	13	19	13	12	11	8/139	MASLA	ABC-D	1.9

OMAHA-COUNCIL BLUFFS #69

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
27.4	20.6	28.3	1	KFAB 1110	A/C	1	5	5	2	1	10/113	CHRISTAL	NBC
14.3	15.5	14.4	2	KQKQ 98.5	CHR	2	1	2	3	2	13/80	EASTMAN	
9.8	12.2	14.2	3	KEZO 92.3	AOR	3	2	1	1	3	11/99	BLAIR	ABC-R
7.3	10.2	6.3	4	KGOR 99.9	A/C	4	3	3	4	5	18/61	CHRISTAL	NBC
4.7	5.5	5.5	5	KOIL 1290	A/C	5	15	4	5	4	16/69	SELCOM	RKO-1
7.0	5.8	5.4	6	KESY 104.5	B/EZ	8	12	13	9	8	11/95	SELCOM	
1.0	1.8	4.5	7	KEFM 96.1	A/C	7	4	6	6	9	18/61	MOGAVREN	
4.5	6.6	4.3	8	WOW -FM 94.1	CTRY	9	9	7	8	7	13/81	TORBET	ABC-E
5.7	6.2	4.0	9	WOW 590	CTRY	6	10	10	7	6	20/54	TORBET	ABC-I
0.5	1.2	1.3	10	KCRO 660	REL	13	14	9	10	10	10/111		

RALEIGH-DURHAM #62

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.8	8.6	12.0	1	WRAL 101.5	A/C	2	4	1	1	1	12/89	KATZ	
11.9	14.5	9.6	2	WDCG 105.1	CHR	1	1	3	2	4	16/68	BLAIR	RKO-1
15.2	7.3	7.0	3	WPTF 680	A/C	3	8	10	9	5	17/64	MOGAVREN	ABC-E
--	--	6.7	4	WRDU 106.1	AOR	5	7	2	3	3	11/98	MMR	
--	2.2	5.5	5	WFXC 107.1	B/U	8	2	4	4	10	12/92	SELCOM	
2.5	5.6	4.7	6	WDNC 620	BBND	9	18	14	14	12	12/91	BLAIR	CBS
7.9	10.8	4.7	6	WQDR 94.7	CTRY	7	15	9	5	2	14/79	MOGAVREN	ABC-F
--	--	3.8	8	WZZU 93.9	CHR	4	3	5	7	11	20/53	TORBET	
6.5	6.2	3.6	9	WYYD 96.1	A/C	6	13	6	6	7	19/56	CHRISTAL	
4.1	4.9	3.6	9	WKIX 850	CTRY	10	23	12	10	6	14/79	CHRISTAL	ABC-D

RICHMOND #53

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.9	16.6	13.4	1	WRVQ 94.5	CHR	2	1	1	1	2	13/84	EASTMAN	RKO-1
14.1	15.5	11.9	2	WRVA 1140	A/C	1	6	8	7	3	15/72	EASTMAN	NBC
9.2	9.2	10.5	3	WPLZ 99.3	B/U	5	3	3	3	4	11/101	MCGAVREN	RKO-1
10.9	10.7	9.7	4	WEZS 103.7	A/C	3	5	4	2	1	15/74	BLAIR	
7.2	8.7	8.8	5	WRXL 102.1	AOR	4	4	2	4	6	13/84	KATZ	ABC-R
1.9	6.7	8.1	6	WQKS 96.5	B/U	6	2	5	5	7	13/86	TORBET	ABC-F
9.5	5.2	6.5	7	WTVR-FM 98.1	CTRY	7	9	6	6	5	13/81	MMR	MBS
7.7	5.8	4.7	8	WLEE 1480	B/EZ	8	12	14	13	10	13/85	HNWH	CBS
5.1	3.4	4.2	9	WANT 990	B/U	10	8	7	8	8	13/85	MASLA	NBN
5.4	4.1	3.3	10	WRNL 910	CTRY	9	11	9	9	9	18/62	KATZ	ABC-I

SAGINAW-BAY CITY-MIDLAND #97

	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
	13.6	16.6	1	WIOG 106.3	CHR	1	1	1	1	3	12/91	KATZ	ABC-C
	11.4	12.6	2	WKCQ 98.1	CTRY	2	6	4	3	1	12/90	CHRISTAL	NBC
	9.4	12.6	2	WHNN 96.1	A/C	3	5	2	2	2	12/94	SELCOM	RKO-1
	9.7	11.8	4	WGER 102.5	B/EZ	5	18	9	5	4	10/105	MCGAVREN	UPI
	17.6	11.4	5	WSGW 790	A/C	4	7	8	6	5	12/89	KATZ	ABC-I
	3.1	7.6	6	WFXZ 100.9	CHR	6	2	3	4	7	14/75	KATZ	
	2.0	3.4	7	WSAM 1400	GOLD	7	12	6	7	6	18/61	CHRISTAL	NBC
	12.5	3.0	8	WWWS 107.1	B/U	10	4	7	8	8	13/84	MASLA	SHRDN
	7.1	2.7	9	WWCK 105.5	AOR	9	3	5	9	17	15/73	MCGAVREN	ABC-F
	2.0	2.4	10	WJR 760	MISC	8	10	10	11	9	17/63	EASTMAN	NBC

SAN DIEGO NORTH COUNTY #70

	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
	8.9	1	KJQY 103.7	B/EZ	4	13	15	12	6	10/111	BLAIR	
	7.0	2	KFMB 760	A/C	1	10	9	2	1	14/78	MCGAVREN	
	6.5	3	XTRA-FM 91.1	AOR	5	1	2	6	10	13/82	MMR	
	5.6	4	KEZL-AM & FM 1320 102.1	A/C	3	15	5	5	2	16/69	SELCOM	ABC-D
	5.6	4	KGB 101.5	AOR	7	6	1	1	11	13/81	KATZ	NBC-S
	5.3	6	KFMB-FM 100.7	A/C	2	5	4	3	3	17/62	MCGAVREN	
	5.1	7	KMLO 1000	BBND	11	22	34	27	16	11/97		
	4.7	8	KKOS 95.9	A/C	8	11	3	4	5	14/77		
	3.9	9	KNX 1070	NEWS	9	16	25	20	15	17/64	CBS SPOT	CBS
	3.1	10	KSDO-FM 102.9	CHR	12	2	11	13	20	17/65	HNWH	
	3.1	10	KYXY 96.5	A/C	14	24	12	10	7	15/71	TORBET	
	3.1	10	XTRA 690	GOLD	6	8	6	8	14	24/44	MMR	

SPOKANE #91

	FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
	7.3	5.8	12.2	1	KZZU 92.9	CHR	2	1	2	2	4	11/97	CHRISTAL	
	10.2	12.0	11.8	2	KDRK 93.7	CTRY	3	6	5	1	1	11/97	EASTMAN	RKO-1
	18.8	13.0	11.1	3	KXLY-FM 99.9	N/T	1	8	8	6	3	12/88	TORBET	
	6.4	8.7	9.7	4	KEZE 105.7	AOR	6	2	1	3	6	10/106	MCGAVREN	
	8.8	10.2	8.5	5	KKPL 96.1	A/C	4	4	3	4	2	15/74	HNWH	
	5.8	8.0	7.8	6	KGA 1510	CTRY	9	12	9	7	5	11/98	EASTMAN	ABC-I
	8.4	7.7	5.9	7	KHQ -FM 98.1	A/C	5	3	4	5	9	19/58	KATZ	NBC
	4.7	4.2	5.6	8	KHQ 590	A/C	8	13	12	11	8	16/69	KATZ	NBC
	4.9	5.7	5.4	9	KXLY 920	N/T	7	7	7	8	7	16/67	TORBET	CBS
	5.1	4.2	3.7	10	KJRB 790	A/C	10	5	6	9	10	21/52	MCGAVREN	ABC-C

SPRINGFIELD-CHICOPEE-HOLYOKE #68

FALL '83	SPRING '84	FALL '84	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.4	8.4	10.0	1	WMAS-FM 94.7	A/C	3	6	2	1	1	14/80	McGAVREN	
12.1	8.5	9.9	2	WHYN-FM 93.1	A/C	1	7	4	2	2	16/70	BLAIR	RKO-2
4.8	6.9	9.0	3	WTIC-FM 96.5	CHR	4	1	3	4	5	15/72	KATZ	
8.7	11.2	8.7	4	WMAS 1450	B/EZ	6	12	17	12	8	10/107	McGAVREN	MBS
10.3	8.9	8.7	4	WAQY 102.1	AOR	2	2	1	3	4	16/67	EASTMAN	ABC-C
7.8	8.3	7.6	6	WHYN 560	A/C	5	8	5	5	3	16/69	BLAIR	RKO-1
5.6	6.1	6.7	7	WRCH 100.5	B/EZ	8	18	19	9	6	10/107	CHRISTAL	ABC-D
2.6	3.6	3.1	8	WIXY 1600	CTRY	13	15	10	7	7	12/92	EASTMAN	CBS
2.1	2.0	2.9	9	WAAF 107.3	AOR	9	5	6	6	11	20/54	KATZ	
3.7	2.6	2.8	10	WTIC 1080	A/C	10	17	18	17	12	20/55	KATZ	NBC

STOCKTON #100

FALL '83	SPRING '84	FALL '84	12+ AQH METRO RANK	STATIONS	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	7.4	8.4	1	KJAX 99.3	B/EZ	7	17	9	7	5	10/111	McGAVREN	ABC-E	2.4
9.2	6.6	7.9	2	KHOP 104.1	CHR	1	1	1	1	3	18/60	BLAIR	ABC-C	10.5
9.0	8.4	7.9	2	KRAK 1140	CTRY	3	16	13	6	1	13/84	EASTMAN		8.4
--	1.8	5.9	4	KBEE 103.3	B/EZ	10	13	14	13	10	11/99	McGAVREN		6.1
6.3	5.8	5.7	5	KFMR 101.1	CTRY	5	14	6	3	2	15/70	CBS/FM		3.2
4.4	4.0	5.4	6	KCBS 740	NEWS	8	22	18	16	11	14/75	CBS SPOT	CBS	4.3
3.9	4.2	5.2	7	KZAP 98.5	AOR	12	5	2	4	8	12/93	McGAVREN		3.7
5.2	3.8	4.8	8	KSTN 1420	CHR	4	2	4	5	9	20/55	W & P	ABC-C	3.6
3.3	3.6	4.4	9	KWIN 97.7	A/C	6	8	3	2	4	20/55	MMR		3.6
3.9	3.4	4.2	10	KJOY 1280	CHR	2	3	7	9	13	24/44	McGAVREN	ABC-I	1.7

SYRACUSE #59

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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	14.3	15.9	1	WYYY 94.5	A/C	1	4	1	1	1	13/86	KATZ		17.1
11.5	9.7	12.3	2	WSYR 570	A/C	2	8	6	6	2	14/76	KATZ	NBC	13.6
2.4	7.7	9.5	3	WNTQ 93.1	CHR	3	1	2	2	9	16/69	MOGAVREN	CBS-R	9.4
9.2	8.2	7.5	4	WHEN 620	A/C	4	9	4	3	3	18/59	BLAIR	ABC-E	7.1
7.6	12.3	7.4	5	WAQX 95.3	AOR	5	2	3	4	7	17/66	MMR	ABC-R	13.7
3.0	4.9	7.1	6	WEZG-FM 100.9	B/EZ	8	11	11	7	4	10/111	EASTMAN		4.2
9.7	6.3	6.5	7	WFBL 1390	BBND	7	12	15	14	11	12/93	W&P	ABC-D	5.9
6.0	5.8	5.6	8	WKFM 104.7	CHR	6	3	5	5	8	21/52	CHRISTAL	ABC-F	4.7
6.1	6.4	4.0	9	WRRB 107.9	CTRY	9	6	7	8	6	17/64	BLAIR		4.6
5.1	4.8	3.9	10	WSEN AM & FM 1050 92.1	CTRY	10	10	9	9	5	16/68	MOGAVREN	ABC-I	4.2

TOLEDO #63

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ ACH	STATIONS	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
9.0	11.3	11.9	1	WLQR 101.5	B/EZ	4	7	6	6	3	12/93	KATZ		9.6
10.3	9.1	11.2	2	WIOT 104.7	AOR	3	2	1	1	6	13/82	MOGAVREN		17.1
7.5	6.0	9.5	3	WMHE 92.5	A/C	1	3	2	2	1	17/66	CHRISTAL	ABC-F	8.2
8.8	9.9	9.3	4	WSPD 1370	A/C	2	6	8	7	5	17/65	KATZ	NBC	14.3
9.2	7.5	8.3	5	WKLR 99.9	CTRY	7	8	5	4	4	11/98	MASLA	ABC-E	8.5
4.4	8.1	7.8	6	WRQN 93.5	CHR	5	1	4	5	8	13/81	W&P		7.4
5.2	6.1	6.4	7	WWWM 105.5	A/C	6	10	3	3	2	16/67	TORBET		6.3
5.9	6.6	4.9	8	WJR 760	MISC	8	11	12	9	7	16/67	EASTMAN	NBC	3.1
3.2	4.4	4.4	9	WCWA 1230	BBND	9	13	18	13	11	16/66	MOGAVREN	MBS	4.4
3.3	2.5	3.7	10	WVOI 1520	B/U	11	4	7	8	9	13/81	LAZAR	SHRDN	5.0

TUCSON #64

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.4	13.9	11.8	1	KRQQ 93.7	CHR	1	1	1	1	4	15/73	MCGAVREN	
9.7	10.6	11.8	1	KJYK 94.9	B/EZ	2	12	6	4	2	10/108	BLAIR	
11.0	8.4	8.1	3	KCUB 1290	CTRY	6	8	7	6	3	11/99	KATZ	
5.1	4.0	7.5	4	KCEE 790	A/C	5	7	3	2	1	12/87	MMR	
8.4	7.7	6.1	5	KLPX 96.1	AOR	4	3	4	5	8	16/69	TORBET	
8.7	6.8	6.0	6	KWFM 92.9	AOR	3	4	2	3	7	16/67	MMR	
5.1	3.9	5.6	7	KGvy 1080	BBND	14	18	18	17	17	6/173	ROSLIN	AP
4.4	5.7	5.1	8	KHYT 1330	CHR	8	2	5	8	13	16/69	REPUBLIC	
4.5	6.1	4.8	9	KXEW 1600	SPAN	12	15	9	9	5	9/124	LOTUS	
1.6	6.2	4.2	10	KIIM 99.5	CTRY	10	16	8	7	6	16/67	KATZ	

TULSA #54

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	13.7	14.1	1	KVOO 1170	CTRY	1	7	7	3	1	10/109	BLAIR	
7.9	9.9	10.2	2	KBEZ 92.9	B/EZ	6	9	9	7	4	10/104	EASTMAN	
12.7	11.6	9.9	3	KWEN 95.5	CTRY	5	5	4	2	3	11/95	KATZ	AP
8.6	10.8	9.7	4	KRAV 96.5	A/C	4	6	1	1	2	12/88	SELCOM	
7.9	7.4	9.4	5	KAYI 106.9	CHR	3	1	3	5	7	13/84	TORBET	ABC-E
10.3	9.2	8.3	6	KRMG 740	A/C	2	10	10	8	6	16/68	CHRISTAL	ABC-I
8.9	7.8	7.7	7	KMOD 97.5	AOR	7	2	2	4	8	12/92	CBS-FM	
1.7	3.1	5.1	8	KGTO 1050	GOLD	11	17	5	6	5	8/144	SELCOM	RKO-1
6.3	3.5	3.8	9	KTFX 103.3	CTRY	8	8	11	10	9	17/63	HNWH	
4.5	4.5	3.6	10	KCFO 98.5	REL	10	14	6	9	10	14/78	W&P	ABC-D

WEST PALM BEACH-BOCA RATON #57

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
13.5	12.4	14.4	1	WEAT-FM 104.5	B/EZ	1	11	10	5	4	9/123	KATZ	
8.8	12.2	12.5	2	WHYI 100.7	CHR	2	1	1	2	2	10/110	MOGAVREN	ABC-C
10.1	6.9	10.2	3	WRMF 97.9	A/C	3	6	2	1	1	10/108	BLAIR	
6.0	6.4	8.5	4	WJNO 1230	N/T	4	25	14	12	6	10/108	BLAIR	ABC-E
6.6	8.5	6.2	5	WNJY 94.3	BBND	5	10	21	21	12	10/105	CHRISTAL	
8.4	7.5	6.0	6	WIRK 107.9	CTRY	6	4	5	3	3	9/114	MOGAVREN	
5.1	3.1	4.9	7	WPOM 1600	B/U	8	3	3	4	5	8/131	HNWH	SHDRN
2.1	2.1	2.6	8	WCKO 102.7	AOR	10	2	6	7	9	15/75	W&P	ABC-C
1.2	3.3	2.6	8	WLYF 101.5	B/EZ	12	22	23	17	19	13/85	BLAIR	
--	2.9	2.5	10	WKGR 98.7	AOR	7	12	4	6	8	18/60	HNWH	RKO-1

WICHITA #90

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOH	STATIONS	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
10.3	10.5	12.6	1	KFDI-FM 101.3	CTRY	2	5	3	2	1	13/84	TORBET	ABC-E	14.7
13.1	14.4	12.5	2	KEYN 103.7	CHR	1	1	1	1	2	15/73	MOGAVREN	RKO-1	13.2
9.0	11.5	10.0	3	KICT 95.1	AOR	6	2	2	3	3	10/106	KATZ	ABC-R	9.0
7.3	10.1	8.7	4	KKRD 107.3	CHR	3	3	4	4	9	17/62	HNWH		7.8
9.8	6.3	8.7	4	KFH 1330	CTRY	4	7	8	8	7	14/76	EASTMAN	MBS	6.0
10.8	9.4	8.2	6	KFDI 1070	CTRY	5	11	7	9	8	14/76	TORBET	ABC-E	12.7
5.9	5.5	7.8	7	KOEZ 92.3	B/EZ	7	14	15	7	5	10/107			5.6
3.1	2.6	6.1	8	KLEO 1480	BBND	8	10	11	11	10	12/88		ABC-C	5.3
--	--	5.6	9	KLZS 97.9	A/C	9	6	5	5	6	14/80	EASTMAN		3.6
4.1	3.9	5.4	10	KQAM 1480	A/C	10	12	6	6	4	13/80	MOGAVREN	RKO-1	4.0

WILKES BARRE-SCRANTON #56

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	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
9.2	7.1	9.9	1	WNAK 730	B/EZ	8	34	24	20	12	6/194	MASLA	NBC	8.4
8.3	7.4	8.8	2	WARM 590	A/C	2	7	6	4	2	13/82	EASTMAN	MBS	9.1
11.7	10.3	8.5	3	WKRZ-FM 98.5	CHR	1	2	2	1	3	16/67	KATZ		12.1
6.3	5.6	7.2	4	WGBI-FM 101.3	A/C	3	4	3	2	1	13/83	TORBET	CBS-R	4.4
6.6	6.9	7.1	5	WEZX 107.1	AOR	5	3	1	3	5	11/95	SELCOM	ABC-R	11.5
8.0	5.2	6.0	6	WEJL 630	A/C	9	19	33	15	11	8/143	SELCOM	ABC-I	3.2
0.6	4.7	5.8	7	WTLQ 102.3	CHR	4	1	4	5	4	14/75			6.4
4.7	3.2	4.1	8	WYZZ 92.9	B/EZ	7	22	26	23	9	14/75	MASLA		4.5
3.2	3.9	3.8	9	WILK 980	CHR	6	9	5	6	6	16/68	MCGAVREN	ABC-E	2.3
0.6	--	3.5	10	WHLM-AM & FM 550 106.5	CHR	9	5	7	7	7	17/63		NBC	3.6

WILMINGTON #75

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
9.4	7.2	11.1	1	WSTW 93.7	CHR	1	4	2	1	1	14/79	EASTMAN		
6.9	8.8	9.7	2	WMMR 93.3	AOR	2	2	1	2	2	14/80	KATZ	NBC-S	
8.9	7.3	8.7	3	WDEL 1150	A/C	3	21	15	10	3	11/96	EASTMAN	NBC	
9.3	8.0	7.4	4	WJBR-FM 99.5	B/EZ	6	28	10	6	4	11/99			
3.8	7.1	5.2	5	WUSL 98.9	B/U	9	3	3	3	8	11/103	EASTMAN	ABC-F	
4.7	4.4	4.1	6	WCAU-FM 98.1	CHR	4	1	5	7	13	22/50	CBS-FM	CBS	
5.0	5.5	4.0	7	WAMS 1380	CTRY	11	17	11	9	6	12/88	SELCOM	ABC-D	
4.0	4.1	3.5	8	WYSP 94.1	AOR	5	5	4	5	15	23/47	TORBET	ABC-R	
2.5	2.3	3.5	8	WILM 1450	A/C	7	20	16	15	14	18/61	SAVALLI	CBS	
2.9	3.5	3.3	10	WKSZ 100.3	A/C	8	18	9	8	7	17/64	CHRISTAL		

WORCESTER #94

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
15.1	12.6	14.1	1	WSRS 96.1	B/EZ	3	11	7	2	1	9/116	BLAIR	
10.2	13.4	11.8	2	WAAF 107.3	AOR	1	1	1	1	2	13/87	KATZ	
9.5	9.6	9.6	3	WTAG 580	A/C	2	22	14	9	5	15/72	MCGAVREN	NBC
3.3	6.1	6.4	4	WBZ 1030	A/C	6	12	9	6	4	13/82	BLAIR	ABC-E
7.5	7.0	5.6	5	WHTT 103.3	CHR	4	2	4	5	9	19/57	CBS-FM	CBS-R
3.6	7.0	5.6	5	WROR 98.5	A/C	5	6	3	3	3	17/65	REPUBLIC	RKO-1
8.0	6.5	4.0	7	WFTQ 1440	A/C	7	9	8	8	6	16/69	KATZ	ABC-I
4.2	2.1	3.9	8	WBCN 104.1	AOR	8	7	2	4	8	15/74	TORBET	
5.8	5.0	3.9	8	WNEB 1230	BBND	10	26	26	19	16	12/87	ROSLIN	CBS
--	1.9	3.7	10	WXLO 104.5	A/C	9	20	5	7	7	13/82	MCGAVREN	

YORK #95

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
9.0	13.5	11.1	1	WSBA 910	A/C	1	14	7	4	2	12/94	EASTMAN	
11.7	12.3	9.0	2	WRKZ 106.7	CTRY	3	7	5	1	1	11/95	MCGAVREN	ABC-E
7.9	9.9	8.4	3	WSBA-FM 103.3	A/C	4	20	2	2	3	11/102	EASTMAN	
11.1	7.4	8.4	3	WNCE 101.3	B/EZ	6	10	17	8	5	9/127	TORBET	NBC
7.3	7.1	7.6	5	WQXA-FM 105.7	CHR	2	3	1	3	4	14/76	MMR	ABC-C
5.9	6.4	5.9	6	WHTF 92.7	CHR	7	1	6	6	6	12/91	BLAIR	
6.2	5.5	5.0	7	WTPA 104.1	AOR	9	2	4	5	7	11/99	EASTMAN	ABC-R
4.8	4.4	4.2	8	WNOW 1250	CTRY	11	9	11	10	8	7/159	MMR	ABC-I
6.7	5.5	4.1	9	WYCR 98.5	CHR	5	4	3	7	12	19/56	HNWH	NBC-S
2.4	2.2	2.8	10	WHVR 1280	A/C	8	31	18	11	10	21/52	HNWH	

YOUNGSTOWN-WARREN #77

FALL '83	SPRING '84	FALL '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.2	13.4	15.7	1	WHOT-FM 101.1	CHR	1	1	1	1	1	12/88	EASTMAN	
12.8	10.7	10.8	2	WKBN-FM 98.9	B/EZ	4	11	5	4	3	12/92	KATZ	
10.2	11.0	9.2	3	WQXK 105.1	CTRY	5	6	7	3	2	10/110	MMR	ABC-D
11.2	11.3	8.3	4	WBBW 1240	N/T	6	15	17	12	10	11/102	MOGAVREN	ABC-E
9.1	6.5	7.5	5	WYFM 102.9	CHR	2	2	2	2	4	20/55	W&P	ABC-C
7.4	7.2	7.5	5	WKBN 570	A/C	3	13	8	5	5	19/57	KATZ	CBS
6.5	6.1	5.4	7	WFMJ 1390	A/C	7	12	16	13	13	15/70	UNIREP	NBC
6.0	4.2	4.5	8	WHOT 1330	CHR	8	5	6	8	6	15/70	BLAIR	
2.2	2.8	4.2	9	WDMT 107.9	B/U	10	3	4	7	7	13/83	HNWH	RKO-1
3.4	3.1	3.7	10	WMMS 100.7	AOR	9	4	3	6	9	16/69	KATZ	NBC-S

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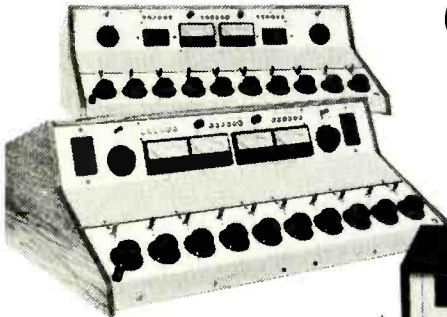
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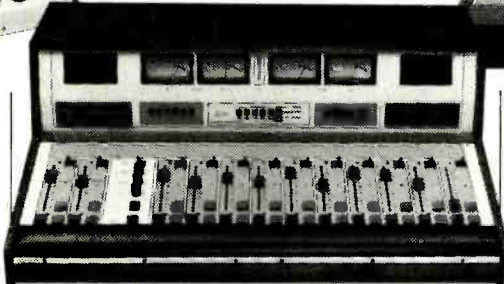


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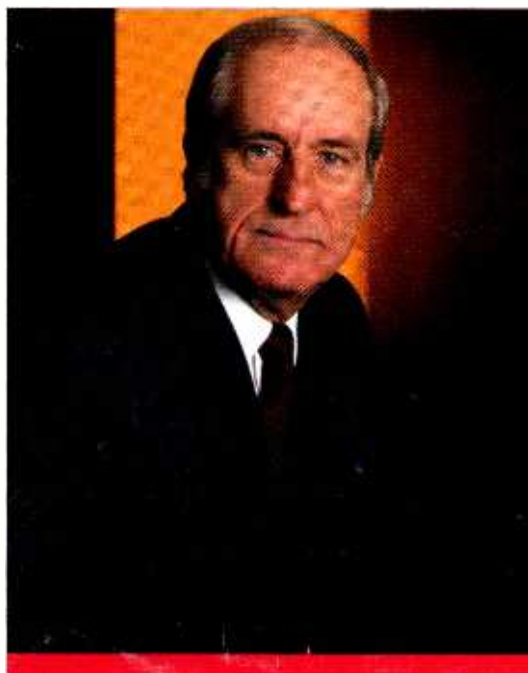
From AOR to CHR, Country to Jazz—Whatever the format, this cart's for you. For outstanding high frequency sensitivity and headroom, compatibility with all cart machines, the multi-format AA-4 delivers the sound that audiences turn on.

THE AUDIO PAK AA-4. FOR STATIONS WHO CARE HOW THEY SOUND.

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AUDIOPAK
AA-4





WE OWE YOU.

For 50 years our radio station clients have made Blair the leader in national radio sales. You are the foundation on which we built our company.

We intend to honor your loyalty with a continuing commitment to excellence in radio station representation.

Our plan is to put in place an all-star lineup to manage Blair's radio rep companies. Charlie Colombo and Barbara Crooks are already on board. You know them. Their experience. Their leadership capability. They are committed to making Blair #1 in every important way you measure a rep's performance.

Jim Hilliard, John Boden and I are unequivocal in supporting this commitment. We owe you that. We will deliver.

Our thanks go to you, Blair's many friends in the radio business, for your support. We know that our strength is yours. Together, we'll keep on winning for another 50 years . . . and more.

A handwritten signature in black ink, appearing to read "Jack Fritz".

Jack Fritz
President
John Blair & Company



A BLAIR COMMITMENT
To Radio Station Representation
Blair Radio·Blair/RAR