

COMPLIMENTS OF:  
BLAIR RADIO-BLAIR/RAR

SPECIAL SUPPLEMENT  
SEPTEMBER 1985

# R&R

RADIO & RECORDS

## ***RATINGS REPORT & DIRECTORY***



**SPRING '85 ARBITRON RESULTS FOR TOP 100 MARKETS — EXCLUSIVE MARKET CHARTS**  
**NEW RECORD COMPANY, GROUP OWNERSHIP & PRODUCTION COMPANY LISTINGS**

**GO WITH THE WINNERS.**

**DYNAMAX CTR100 SERIES**

*"We installed Dynamax CTR100s  
at KIIS-FM, #1 in Los Angeles.  
We plan to make Dynamax  
Cart Machines standard  
equipment at all our  
stations."*

*Joe Dorton  
President  
Gannett Radio*



**DYNAMAX®**  
BROADCAST PRODUCTS BY FIDELIPAC

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# Film House

## State of The Art

### TV Marketing for Radio Stations



*"We work with Film House in all our markets.  
They're an integral part of our marketing team.  
They know how to sell radio on TV."*

Brian Bieler, President, Viacom Radio.

**F**ilm House is the leading producer of TV spots to promote radio stations. And for good reason. We understand radio. It's our specialty. Most agencies or producers start with the "creative" and then try to "work in" your dial position and call letters. We start by focusing on your dial position and call letters and build spots around them. We know that the most creative spot in the world isn't worth a dime if the audience can't remember who it's for. So we hammer your calls and dial position. Most folks don't. In fact, a lot of them feel that you're infringing on their creativity if you demand lots of station ID. So, are you out to give them something flashy for their demo reel or sell your station?

#### Half Perfect

We also know that a powerful TV spot is only half the battle. How your spot is placed is equally vital. That's why Film House decided to move into media buying as well, by acquiring the resources of Broadcast Marketing Group, the only company

specializing in placing TV buys for radio stations. They've tailored their strategies to maximizing your impact on those elusive Arbitron diaries. Their weekly monitoring alone will dramatically improve the effectiveness of your buy because it keeps those TV stations from bumping your schedule into the next century. And here's the best part—it won't cost you a penny more to have the state of the art in your media buy. Now for the first time, radio stations can plan their marketing strategies, produce their TV spots and place their media buy with the one company that specializes in marketing radio on TV. Film House.

#### The Bottom Line

So if you're tired of fighting with your agency's creative director to get your logo in your own TV spot, if you've had it with explaining how you want your spots placed to the new agency media buyer every week or two, call Film House. We understand.

*The Leader*  
**Filmhouse**  
FILM HOUSE, INC. BROADCAST MARKETING SERVICES

24 MUSIC SQUARE W., NASHVILLE, TN 37203 (615) 255-4000

## How accountability helps make our selling better

How do you evaluate your radio rep's sales performance? Is simply meeting budgets all that you require? Or exceeding last year's? How do you measure accountability?

At HNW&H, we have developed a standard that evaluates our performance against specific marketing conditions. This is a unique grading system that lets us measure ourselves far more harshly than any outsider could. This way, we can quickly pinpoint any areas that are not up to our standards. We then create and institute a plan of action to correct the situation. That's part of the way we've gotten to almost \$65 million in less than four years.

We'd like to show you how we evaluate ourselves on behalf of our clients. It just might help make you want to become one.

*The radio industry's hottest new call letters!*

# HNWH

**HILLIER, NEWMARK, WECHSLER & HOWARD**

New York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit,  
Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco

**212/832-8900**

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FOUNDER: Bob Wilson  
PUBLISHER: Dwight Case  
EXECUTIVE VICE PRESIDENT: Dick Krizman  
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ART DIRECTOR: Richard Zurnwalt  
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COVER ILLUSTRATION: Tim Kummerow

RECORD LABELS, RADIO GROUPS ADDED

## More Information In Expanded Industry Guide

**W**elcome to the second edition of the R&R Ratings Report industry directory. Following your suggestions, we've added information sources this time, including radio group owners, jingle suppliers, and TV commercial production houses working with radio stations.

We've also consolidated the record label promotion checklists that previously ran in our regular issues and created a label source one-stop listing for music of all major formats.

In addition, we've updated our listings for reps, researchers, consultants, brokers, networks, program suppliers, and trade associations. Keep this directory handy — you'll find a multitude of uses for it.

### Radio Group Owners

Stations are listed in order of **Arbitron** metro market rank, except for unranked and Canadian stations, which appear alphabetically.

#### ABC Owned Stations

1330 Avenue of the Americas  
New York, NY 10019  
(212) 887-7777

Radio President: Charles De Bare

|               |             |
|---------------|-------------|
| New York      | WABC & WPLJ |
| Los Angeles   | KABC & KLOS |
| Chicago       | WLS-AM & FM |
| San Francisco | KGO         |
| Washington    | WMAL & WRQX |

Note: For proposed **Cap Cities/ABC** merged group, also see **Capital Cities Communications**

#### Ackerley Communications

1111 Third Avenue  
Suite 2888  
Seattle, WA 98101  
(206) 624-2888

President: Barry Ackerley

|          |             |
|----------|-------------|
| Seattle  | KJR         |
| Portland | KSGO & KGON |

#### Adams Communications

109 Bushaway Road  
Suite 100  
Wayzata, MN 55391  
(612) 473-5434

President: Paul Brissette

|              |              |
|--------------|--------------|
| St. Louis    | WRTH & KEZK  |
| Memphis      | WDIA & WHRK  |
| Grand Rapids | WLAV-AM & FM |

#### Affiliated Broadcasting

135 Morrissey Blvd.  
P.O. Box 2337  
Boston, MA 02107  
(617) 929-3178,79

President: John Giuggio

|                 |              |
|-----------------|--------------|
| Seattle         | KMPS-AM & FM |
| Phoenix         | KONC         |
| Sacramento      | KRAK & KSKK  |
| Jacksonville    | WOKV & WAIV  |
| Springfield, MA | WHYN-AM & FM |
| Fresno          | KFYE         |
| White Plains    | WFAS-AM & FM |

#### Allegheny Mountain Network

P.O. Box 247  
Tyrone, PA 16686  
(814) 238-0792

President: Cary Simpson

|                   |              |
|-------------------|--------------|
| Johnstown, PA     | WIYQ         |
| Bellevue, PA      | WBLF         |
| Coudersport, PA   | WFRM-AM & FM |
| St. Mary's-       |              |
| Ridgway, PA       | WKBI-AM & FM |
| Tyrone-           |              |
| State College, PA | WTRN & WGMR  |
| Wellsboro, PA     | WNBT-AM & FM |

#### All Pro Broadcasting

1710 E. 111th Street  
Los Angeles, CA 90059  
(213) 564-7951

President: Willie Davis

|             |             |
|-------------|-------------|
| Los Angeles | KACE        |
| Houston     | KYOK        |
| Seattle     | KQIN        |
| Milwaukee   | WLUM & WAWA |

#### Amaturo Group

2100 Northwest 21st. Avenue  
P.O. Box 5333  
Ft. Lauderdale, FL 33310  
(305) 484-8107

President/Radio Division: Monte Lang  
(713) 623-0102

|           |      |
|-----------|------|
| Detroit   | WDRQ |
| Houston   | KMJQ |
| St. Louis | KMJM |

#### American Media

66 Colonial Drive  
East Patchogue, NY 11772  
Box 230  
Patchogue, NY 11772  
(516) 475-5200

President: Alan Beck

|                 |              |
|-----------------|--------------|
| Long Island, NY | WALK-AM & FM |
| Baltimore       | WLIF         |
| San Antonio     | KSMG         |

#### Aries Communications

1623 Fifth Avenue  
San Rafael, CA 94901  
(415) 456-1510

President: Art Astor

|               |              |
|---------------|--------------|
| San Francisco | KTIM-AM & FM |
| Orange, CA    | KIK-FM       |

We said RADAR 31<sup>®</sup> would turn out like this:

**ADULTS 25-54, #3**

Back around the time of RADAR 28 we made a commitment to gain new listeners, and we started telling people that big things were ahead.

Were they ever! We're now #3 in Adults 25-54 AQH among adult profile networks\*, and #3

in Adults 25-54 CUME among all networks. And to think the full weight of all our affiliates still hasn't been counted.

At Mutual we don't just talk, we deliver.

Call our sales offices:  
New York, (212) 661-8360;  
Detroit, (313) 354-4270;  
Chicago, (312) 467-9790; or  
Los Angeles, (213) 277-7862.

 **Mutual's on a Roll.**

RADAR 31: Mon-Sun 6 AM-12 Mid AQH (Volume 2) and CUME

\*NOTE: Adult Profile Radio Networks: CBS, NBC, ABC, D, ABC-E, ABC-L, US 2, TALKNET, Satellite Music and Mutual.

## Radio Group Owners

## Bahakel Communications

P.O. Box 32488  
Charlotte, NC 28232  
(704) 372-4434

*President: Cy Bahakel*

|                   |              |
|-------------------|--------------|
| Chattanooga       | WDOD-AM & FM |
| Charleston, SC    | WXLY         |
| Colorado Springs  | KILO         |
| Lynchburg, VA     | WWOD & WKZZ  |
| Waterloo, IA      | KXEL & KOKZ  |
| Bowling Green, KY | WLBJ-AM & FM |
| Greenwood, MS     | WABG         |
| Kingsport, TN     | WKIN & WZXY  |

## Beach-Schmidt Group

2300 Hall  
Box 817  
Hays, KS 67601  
(913) 625-2578

**Executive VP:** Bob Schmidt

|                  |             |
|------------------|-------------|
| Alliance, NE     | KCOW & KAAQ |
| Goodland, KS     | KLOE        |
| Hays, KS         | KAYS        |
| North Platte, NE | KOOQ & KELN |
| Plainview, TX    | KVOP & KATX |
| St. Joseph, MO   | KFEQ        |

**Beasley Broadcast Group**

200 West Ash Street  
Box 1355  
Goldsboro, NC 27530  
(919) 734-8003

*President: George Beasley*

|                  |             |
|------------------|-------------|
| Philadelphia     | WXTU        |
| Cleveland        | WDMT        |
| Mobile           | WMOO & WBLX |
| Augusta          | WGAC        |
| Evansville       | WYNG        |
| Charleston, WV   | WTIP & WWSR |
| Conway, SC       | WLAT & WYAV |
| Fayetteville, NC | WFAI & WKML |
| Reidsville, NC   | WWMO        |

## Belo Broadcasting

Communications Center  
Dallas, TX 75202  
(214) 748-9631

President: Ward Huey

Dallas KRQX & KZEW  
Denver KOA & KOAQ

**John Blair & Co. (Owned Stations Division)**

1290 Avenue of the Americas  
New York, NY 10104  
(212) 603-5000

*Owned Stations Division*

*President: Jim Hilliard*

|              |              |
|--------------|--------------|
| Boston       | WHDH & WZOU  |
| Dallas       | KVIL-AM & FM |
| Tampa        | WFLA-AM & FM |
| Indianapolis | WIBC & WNAP  |

**Bonneville International**

Broadcast House  
Salt Lake City, UT 84180-1160  
(801) 575-7500

*President: Rodney Brady*

|                |             |
|----------------|-------------|
| New York       | WRFM        |
| Los Angeles    | KBIG        |
| Chicago        | WCLR        |
| San Francisco  | KXLR & KOIT |
| Dallas         | KAAM & KAFM |
| Seattle        | KIRO & KSEA |
| Kansas City    | KMBZ & KMBR |
| Salt Lake City | KSL         |

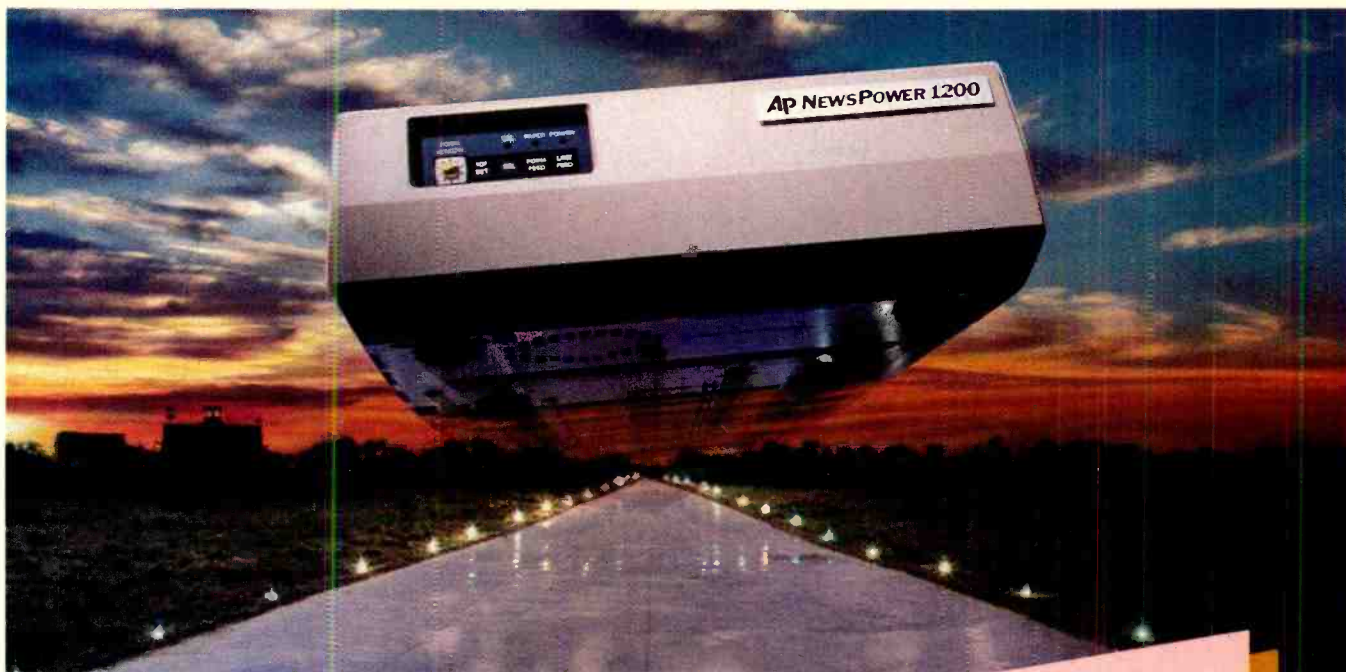
**CART'EM UP ON AA-4!**

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.

**AUDIOPAK AA-4**  
For stations who care how they sound.

**CAPITOL MAGNETICS PRODUCTS**  
6902 Sunset Blvd. Los Angeles, CA 90028  
(213) 461-2701

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## **SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.**

From the minute we launched our NEWSPower 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPower lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPower 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPower 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPower 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

## **AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.**

# DIRECTORY

## Radio Group Owners

### Booth American

333 West Fort Street  
Detroit, MI 48226  
(313) 965-3360

President: John Booth

|                |             |
|----------------|-------------|
| Detroit        | WJLB        |
| Cleveland      | WRMR & WLTF |
| Cincinnati     | WSAI & WKXF |
| Toledo         | WTOD & WKLR |
| Saginaw        | WSGW & WIOG |
| South Bend, IN | WZZP        |

### Broadcast Properties

1700 Kyle South  
College Station, TX 77840  
(409) 693-7356

President: Barry Turner

|                              |             |
|------------------------------|-------------|
| Boise                        | KIYS        |
| Tyler, TX                    | KDOK & KEYP |
| Panama City, FL              | WWWQ & WPFM |
| Grand Junction, CO           | KIIO & KVEE |
| Santa Fe, NM                 | KAFE & KKSS |
| Bryan-College<br>Station, TX | KAGC & KKYS |

### Brown Broadcasting

9230 Wilshire Blvd.  
Beverly Hills, CA 90212  
VP: Michael Brown  
(213) 274-8411

Director/Operations: Philip Melrose  
(916) 446-4965

|                |              |
|----------------|--------------|
| San Diego      | KGB & KPQP   |
| Sacramento     | KXOA-AM & FM |
| Salt Lake City | KKAT         |
| Fresno         | KYNO-AM & FM |

### Buckley Broadcasting

166 West Putnam Avenue  
Greenwich, CT 06830  
(203) 661-4307

President: Richard Buckley, Jr.

|                     |              |
|---------------------|--------------|
| San Fernando (L.A.) | KGIL-AM & FM |
| San Francisco       | KKHI-AM & FM |
| Hartford            | WDRG-AM & FM |
| Syracuse, NY        | WSEN-AM & FM |
| Stockton-Merced     | KUBB         |
| Monterey-Salinas    | KWAV         |
| Portland, ME        | WYNZ-AM & FM |

### Capital Cities Communications

24 East 51st Street  
New York, NY 10022  
(212) 421-9595

President: Daniel Burke

|            |              |
|------------|--------------|
| Detroit    | WJR & WHYT   |
| Dallas     | WBAP & KSCS  |
| Atlanta    | WKHX         |
| Providence | WPRO-AM & FM |
| Buffalo    | WKBW         |

Note: For proposed **Cap Cities/ABC** merged group, also see **ABC Owned Stations**

### Capitol Broadcasting Co.

2619 Western Blvd.  
Box 12000  
Raleigh, NC 27605  
(919) 821-8500

President: Jim Goodman

|                 |              |
|-----------------|--------------|
| Kansas City     | KBEQ         |
| San Antonio     | KISS         |
| Richmond, VA    | WRNL & WRXL  |
| Raleigh         | WRAL         |
| Huntington, WV  | WKEE-AM & FM |
| Cocoa Beach, FL | WSTF         |
| Shelby, NC      | WXIK & WOHS  |

### Capitol Broadcasting Corp.

P.O. Box 160706  
Mobile, AL 36616  
(205) 343-1000

President: Ken Johnson

|                       |              |
|-----------------------|--------------|
| Louisville            | WRKA         |
| Birmingham            | WMJJ         |
| Mobile                | WKSJ-AM & FM |
| Statesville-Charlotte | WLVK         |
| Charleston, WV        | WCAW & WVAF  |
| Statesville, NC       | WDRV         |

### Cariboo Central Interior Radio

1940 Third Avenue  
Prince George, British Columbia V2M 1G7  
(604) 564-2524

President: R.A. East

|                    |             |
|--------------------|-------------|
| Burns Lake, BC     | CFLD        |
| Ft. St. James, BC  | CIFJ        |
| Fraser Lake, BC    | CIFL        |
| Granisle, BC       | CHLD        |
| Hazelton, BC       | CKBV        |
| Houston, BC        | CHBV        |
| 100 Mile House, BC | CKBX        |
| Prince George, BC  | CJCI & CIBC |
| Quesnel, BC        | CKCQ        |
| St. James, BC      | CIFJ        |
| Smithers, BC       | CBFV        |
| Vanderhoof, BC     | CIVH        |
| Williams Lake, BC  | CKWL        |

### CBS Broadcast Group

51 West 52nd Street  
New York, NY 10019  
(212) 975-4321

President/Radio Division: Robert Hosking

|               |              |
|---------------|--------------|
| New York      | WCBS-AM & FM |
| Los Angeles   | KNX & KKHR   |
| Chicago       | WBBM-AM & FM |
| San Francisco | KCBS & KRQR  |
| Philadelphia  | WCAU-AM & FM |
| Boston        | WHTT         |
| Houston       | KLTR         |
| Washington    | WLTT         |
| Dallas        | KTXQ         |
| St. Louis     | KMOX & KHTR  |
| Tampa         | WSUN & WYNF  |

### Century Broadcasting

875 No. Michigan Avenue  
Chicago, IL 60611  
(312) 922-1000

President: Howard Grafman

|                |             |
|----------------|-------------|
| Chicago        | WAIT & WLOO |
| San Francisco  | KMEL        |
| St. Petersburg | WLFF        |

### CKO, Inc.

30 Carlton Street  
Toronto, Ontario M5B 2E9  
(416) 591-1222

President: Stan M. Stewart

|               |          |
|---------------|----------|
| Montreal, QB  | CKO      |
| Ottawa, ON    | CKO-FM-1 |
| Toronto, ON   | CKO-FM-2 |
| London, ON    | CKO-FM-3 |
| Vancouver, BC | CKO-FM-4 |
| Calgary, AL   | CKO-FM-5 |
| Edmonton, AL  | CKO-FM-6 |
| Halifax, NS   | CKO-FM-9 |

### Clear Channel Communications

540 San Antonio Bank & Trust Bldg.  
San Antonio, TX 78205  
(512) 225-4231

President: L. Lowry Mays

|                          |              |
|--------------------------|--------------|
| New Orleans              | WQUE-AM & FM |
| San Antonio              | WOAI & KAJA  |
| Oklahoma City            | KTOK & KJYO  |
| Tulsa                    | KBBJ & KMOD  |
| Austin                   | KPEZ         |
| New Haven                | WELI         |
| Beaumont-<br>Port Arthur | KTXC & KHYS  |

### Communications Investment Corp.

312 East South Temple  
Salt Lake City, UT 84111  
(801) 364-3561

Exec. VP: Homer K. Peterson

|                 |                |
|-----------------|----------------|
| Salt Lake City  | KALL & KLCY-FM |
| Boise           | KGEM & KJOT    |
| Billings, MT    | KGHL & KIDX    |
| Idaho Falls, ID | KUPI & KPPI    |
| Missoula, MT    | KLCY & KYSS    |
| Vernal, UT      | KVEL & KUIN    |

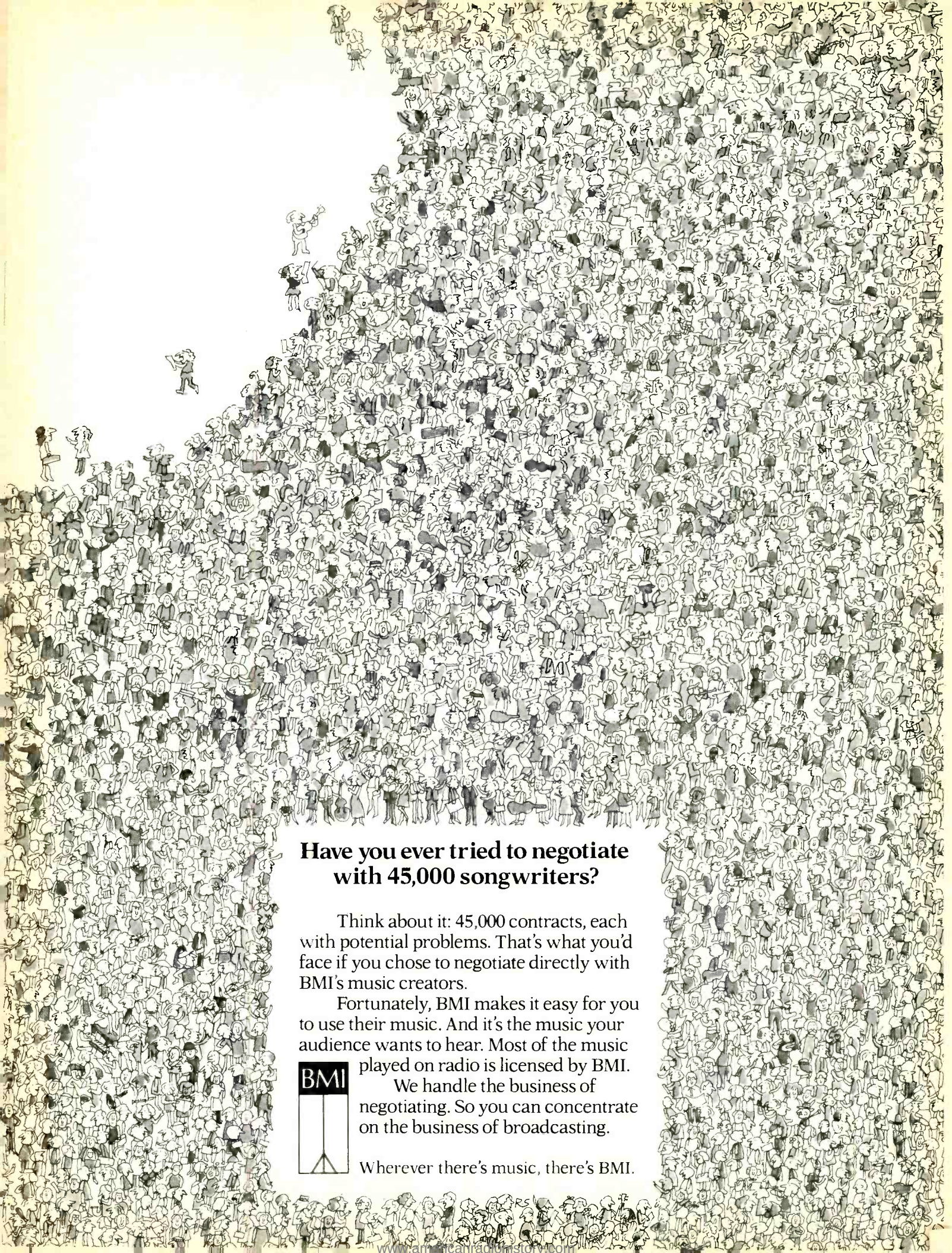
### Cox Communications

1400 Lake Hearn Drive NE  
Atlanta, GA 30319  
(404) 843-5000

President/Broadcasting Division:

Walter Liss, Jr.

|              |              |
|--------------|--------------|
| Los Angeles  | KFI & KOST   |
| Chicago      | WAGO         |
| Philadelphia | WZGO         |
| Miami        | WIOD & WAIA  |
| Atlanta      | WSB-AM & FM  |
| Charlotte    | WSOC-AM & FM |
| Dayton       | WHIO-AM & FM |



## Have you ever tried to negotiate with 45,000 songwriters?

Think about it: 45,000 contracts, each with potential problems. That's what you'd face if you chose to negotiate directly with BMI's music creators.

Fortunately, BMI makes it easy for you to use their music. And it's the music your audience wants to hear. Most of the music played on radio is licensed by BMI.



We handle the business of negotiating. So you can concentrate on the business of broadcasting.

Wherever there's music, there's BMI.

# DIRECTORY

## Radio Group Owners

### Crawford Broadcasting

Box 86  
Flourtown, PA 19031  
(215) 628-3500

President: Don Crawford

|                   |      |
|-------------------|------|
| Avalon (L.A.)     | KBRT |
| Hammond (Chicago) | WYCA |
| Detroit           | WMUZ |
| Dallas            | KPBC |
| Buffalo           | WDCX |
| Birmingham, AL    | WDJC |

### Davis-Weaver Broadcasting

P.O. Box 21248  
San Jose, CA 95151  
(408) 274-1170

President: Philip C. Davis

|               |              |
|---------------|--------------|
| San Francisco | KLOK-FM      |
| Santa Ana     | KWIZ-AM & FM |
| San Jose      | KLOK         |
| Fresno        | KFIG-AM & FM |

### DKM Broadcasting

6520 Powers Ferry Road, Suite 160  
Atlanta, GA 30339, (404) 955-8855

President: Jim Wesley

DKM Midwest President: Dick Chapin  
(402) 475-4204

|                  |              |
|------------------|--------------|
| Atlanta          | WAOX & WVEE  |
| Baltimore        | WCAO & WXYV  |
| Tampa            | WZNE         |
| Cincinnati       | WDJO & WUBE  |
| Springfield, MO  | KWTO-AM & FM |
| Lincoln          | KFOR & KFRX  |
| Grand Island, NE | KRGI-AM & FM |
| Oelwein, IA      | KOEL-AM & FM |
| Salina, KS       | KSAL & KYEZ  |

### Doubleday Broadcasting

100 Park Avenue  
New York, NY 10017  
(212) 684-7650

President: Gary Stevens

|             |              |
|-------------|--------------|
| New York    | WHN & WAPP   |
| Chicago     | WMET         |
| Detroit     | WLLZ         |
| Washington  | WAVA         |
| Minneapolis | KDWB-AM & FM |
| Denver      | KPKE         |

### Duffy Broadcasting

5949 Sherry Lane  
Suite 935  
Lock Box 31  
Dallas, TX 75225  
(214) 361-2932

President: Marty Greenberg

|            |             |
|------------|-------------|
| Denver     | KRZN & KMJI |
| Sacramento | KGMS & KSFM |

### Eastern Broadcasting

1875 Connecticut Avenue, NW  
Washington, DC 20009  
(202) 387-0661

President: Roger Neuhoft

|                   |             |
|-------------------|-------------|
| Providence        | WEAN & WWLI |
| New Haven         | WAVZ & WKCI |
| Anderson, IL      | WHUT & WLHN |
| Hershey, PA       | WRKZ        |
| Springfield, IL   | WCVS & WFMB |
| State College, PA | WRSC & WQWK |

### Edens Broadcasting

840 No. Central Avenue  
Phoenix, AZ 85004  
(602) 258-8181

President: Gary Edens

|          |              |
|----------|--------------|
| Tampa    | WRBQ-AM & FM |
| Phoenix  | KOY & KQYT   |
| Richmond | WRVA & WRVQ  |

### Emmis Broadcasting

1099 No. Meridian Street  
Suite 1197  
Indianapolis, IN 46204  
(317) 266-0100

President: Jeff Smulyan

|              |      |
|--------------|------|
| Los Angeles  | KMGH |
| St. Louis    | KSHE |
| Minneapolis  | WLOL |
| Indianapolis | WENS |

### Entertainment Communications (Entercom)

Two Bala Plaza  
Suite 908  
Bala Cynwyd, PA 19004  
(215) 667-1226

President: Joe Field

|                  |             |
|------------------|-------------|
| San Francisco    | KITS        |
| Houston          | KLEF        |
| Pittsburgh       | WEPP & WDSY |
| Tacoma (Seattle) | KTAC & KBRD |
| Minneapolis      | KMFY & WAYL |

### EZ Communications

10380 Democracy Lane  
Fairfax, VA 22030  
(703) 691-1900

President: Alan Box

|             |      |
|-------------|------|
| Washington  | WBMW |
| Miami       | WHQT |
| Pittsburgh  | WBZZ |
| St. Louis   | KYKY |
| New Orleans | WEZB |
| Charlotte   | WEZC |
| Richmond    | WEZS |

### Family Stations

290 Hegenberger Road  
Oakland, CA 94621  
(415) 568-6200

President/GM: Harold Camping

|                   |      |
|-------------------|------|
| Long Beach (L.A.) | KFRN |
| San Francisco     | KEAR |
| San Diego         | KECR |
| Sacramento        | KEBR |
| Buffalo           | WBFR |
| Jacksonville      | WJFR |
| Fresno            | KFSR |
| Charleston, SC    | WFCH |
| Johnstown, PA     | tba  |
| Columbus, GA      | WFRC |
| Annapolis, MD     | WFSI |
| Camden, NJ        | WKDN |
| Joliet, IL        | WJCH |
| LeGrand, CA       | KEFR |
| Middle Island, NY | WFRS |
| Newark, NJ        | WFME |
| Okeechobee, FL    | WWFR |
| Shenandoah, IA    | KYFR |
| Webster, NY       | WFRW |

### Federated Media

Box 2500  
Elkhart, IN 46515  
(219) 295-2500

President: John Dille III

|              |              |
|--------------|--------------|
| Cincinnati   | WCKY & WWEZ  |
| Grand Rapids | WCUZ-AM & FM |
| Ft. Wayne    | WQHK & WMEE  |
| Elkhart, IN  | WTRC & WYEZ  |

### First Media

Box 10239  
Washington, DC 20018  
(301) 441-3561

President: Glenn Potter

|                      |              |
|----------------------|--------------|
| Chicago              | WUSN         |
| Boston               | WKKT         |
| Houston              | KFMK         |
| Washington           | WPGC & WCLY  |
| Atlanta              | WZGC         |
| Seattle              | KUBE         |
| Phoenix              | KOPA-AM & FM |
| Provo-Salt Lake City | KDOT & KFMV  |

### Forward Communications

1114 Grand Avenue, Box 1088  
Wausau, WI 54401  
(715) 845-4211

President: Richard Dudley

|                |              |
|----------------|--------------|
| Waterloo, IA   | KWLO & KFMW  |
| Moorhead, MN   | KVOX-AM & FM |
| Great Bend, KS | KVGB-AM & FM |
| Kaukauna, WI   | WKAU-AM & FM |

### Gannett Broadcasting Group

10155 Corporate Square  
St. Louis, MO 63132  
(314) 997-5594

President/Radio Division: Joe Dorton

|             |              |
|-------------|--------------|
| Los Angeles | KIIS-AM & FM |
| Chicago     | WGCI-AM & FM |
| Detroit     | WCZY-AM & FM |
| Houston     | KKBK-AM & FM |
| Dallas      | KTKS*        |
| St. Louis   | KUSA & KSD   |
| Tampa       | WDAE & WIQI  |
| San Diego   | KSDO-AM & FM |

\*pending Cap Cities/ABC merger

### Guy Gannett Broadcasting Services

Box 1731  
Northport Business Park  
Portland, ME 04104  
(207) 797-9330

President: Jean Gannett Hawley

|                          |              |
|--------------------------|--------------|
| Miami                    | WINZ-AM & FM |
| Pinellas Park<br>(Tampa) | WPLP         |
| Oklahoma City            | KOFM         |
| Cocoa Beach-             |              |
| Orlando                  | WRKT & WSSP  |
| Quad Cities, IL          | KKZX & WXL   |



## AGGRESSIVENESS.

The meek may indeed inherit the earth, but they won't win athletic contests and they'll make precious few sales.

At Torbet, we understand that.

That's why aggressiveness is something we prize when we see it and nurture when we hire it. It's why our sales force has a reputation for getting the extra order and the extra dollar. It's why we've been able to increase our clients' billings and why Torbet is the fastest growing rep in the business.

But we also know that aggressiveness has limitations. That without skill, judgment, research and a specific familiarity with individual markets we'd be spinning our wheels. Without continuing service, fast response to new developments and alert anticipation of future trends, we'd be shortchanging our clients.

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# DIRECTORY

## Radio Group Owners

### Gazette Printing

1 South Parker Drive  
Janesville, WI 53545  
(608) 754-3311

President: M.W. Johnston

|                      |              |
|----------------------|--------------|
| Huron, SD            | KIJV & KURO  |
| Janesville, WI       | WCLO & WJVL  |
| Rice Lake, WI        | WJMC-AM & FM |
| West Bend, WI        | WBKV-AM & FM |
| Wisconsin Rapids, WI | WFHR & WWRW  |

### GHB Broadcasting

3008 Wadsworth Mill Place  
Decatur, GA 30032  
(404) 288-1480

President: George Buck, Jr.

|                |              |
|----------------|--------------|
| Atlanta        | WYZE         |
| Charlotte      | WHVN         |
| Columbia, SC   | WCOS-AM & FM |
| Montgomery     | WMGY         |
| Columbus, GA   | WIZY         |
| Roanoke        | WSAY         |
| Lobelville, TN | WIST         |

### GO Radio

Box 550  
Webster City, IA 50595  
(515) 832-1570

President: Glenn Olson

|                  |              |
|------------------|--------------|
| Creston, IA      | KSIB & KITR  |
| Kewanee, IL      | WKEI & WJRE  |
| Webster City, IA | KQWC-AM & FM |
| Windom, MN       | KDOM-AM & FM |

### Golden West Broadcasters

5858 Sunset Blvd., Box 710  
Los Angeles, CA 90078  
(213) 460-5672

President/Radio Division: Bill Ward

|             |              |
|-------------|--------------|
| Los Angeles | KMPC & KUTE  |
| Detroit     | WCXI-AM & FM |
| Seattle     | KVI & KPLZ   |

### Great Scott Stations

Box 638  
Pottstown, PA 19464  
(215) 326-4000

President: Faye Scott

|                  |             |
|------------------|-------------|
| Albany-Troy, NY  | WTRY & WPYX |
| Harrisburg       | WHGB        |
| Trenton          | WTTM & WCHR |
| Auburn, NY       | WMBO & WPCX |
| Ellwood City, PA | WFEM        |
| Georgetown, DE   | WJWL & WSEA |
| New Castle, PA   | WKST        |
| Pottstown, PA    | WPAZ        |

### Great Trails Broadcasting

4 South Main Street  
Suite 200-202  
Dayton, OH 45402  
(513) 223-4822

President: Alexander Williams

|                 |              |
|-----------------|--------------|
| Milwaukee       | WBCS-AM & FM |
| Columbus, OH    | WCOL & WXGT  |
| Louisville      | WCII & WKJJ  |
| Dayton          | WING & WGTZ  |
| Springfield, OH | WIZE         |

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**PROGRAMMING CONCEPT & EXECUTION.** High output programming to strategically establish station position.

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SHANE MEDIA SERVICES

6405 RICHMOND AVE. SUITE 311  
HOUSTON, TX. 77057  
713/952-9221

## Radio Group Owners

### Greater Media

197 Turnpike Plaza Bldg.  
P.O. Box 859  
East Brunswick, NJ 08816  
(201) 247-6161

*President: Frank Kabel*

|                   |             |
|-------------------|-------------|
| Los Angeles       | KRLA & KHTZ |
| Philadelphia      | WPEN & WMGK |
| Detroit           | WHND & WMJC |
| Boston            | WMEX & WMJX |
| Washington        | WWRC & WGAY |
| Nassau-Suffolk    | WGSM & WCTO |
| New Brunswick, NJ | WCTC & WMGQ |

### Group One Broadcasting

Box 1590  
Akron, OH 44309  
(216) 535-7831

*President: Roger Berk, Sr.*

|        |                |
|--------|----------------|
| Dallas | KMEZ-AM & FM   |
| Denver | KLZ & KAZY     |
| Dayton | WONE & WTUE    |
| Akron  | WAKR & WONE-FM |

### Hall Communications

Cuprak Road  
Norwich, CT 06360  
(203) 887-3511

*President: Robert Hall*

|                  |             |
|------------------|-------------|
| Providence       | WMYS        |
| Lancaster, PA    | WLPA & WNCE |
| New Bedford, MA  | WNBH        |
| Burlington, VT   | WJOY & WQCR |
| Beaver Falls, PA | WBVP & WWKS |
| Lakeland-        |             |
| Winter Haven, FL | WONN & WPCV |
| Norwich, CT      | WICH & WCTY |

### Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251

*VP: Robert Wells*

|                 |              |
|-----------------|--------------|
| Lubbock         | KSEL-AM & FM |
| Waco            | WACO & KHOO  |
| Topeka          | KTOP & KDVV  |
| Burlington, IA  | KBUR & KGRS  |
| Garden City, KS | KIUL         |
| Joliet, IL      | WJOL & WLLI  |
| Leoti, KS       | KWKR         |

### Hearst Broadcasting Group

400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 244-4444

*VP/Hearst Corp. & GM/Broadcasting:*

*John Conomikes*

|              |             |
|--------------|-------------|
| Pittsburgh   | WTAE & WHTX |
| Baltimore    | WBAL & WIYY |
| Milwaukee    | WISN & WLTQ |
| San Juan, PR | WAPA        |

### Hedberg Broadcasting Group

Box 528  
Spirit Lake, IA 51360  
(712) 336-5800

*President: Paul Hedberg*

|                 |              |
|-----------------|--------------|
| Luverne, MN     | KQAD & KLQL  |
| Mankato, MN     | KEEZ         |
| Mason City, IA  | KLSS-AM & FM |
| Morris, MN      | KMRS & KKOK  |
| Spirit Lake, IA | KUOO         |

### Henry Broadcasting

2277 Jerrold Ave.  
San Francisco, CA 94124  
(415) 285-1133

*President: Charlton Buckley*

|                |              |
|----------------|--------------|
| Riverside-     |              |
| San Bernardino | KFXM & KDUO  |
| Denver         | KVOD         |
| Portland       | KYTE-AM & FM |

### Hubbard Broadcasting

3415 University Avenue  
St. Paul, MN 55114  
(612) 646-5555

*President: Stan Hubbard*

|                |              |
|----------------|--------------|
| Ft. Lauderdale | WGTO         |
| Minneapolis    | KSTP-AM & FM |
| Albuquerque    | KOB-AM & FM  |

### Humber Valley Broadcasting

P.O. Box 570  
Corner Brook, Newfoundland A2H 6E6  
(709) 634-3111

*President: Dr. Noel Murphy*

|                      |             |
|----------------------|-------------|
| Corner Brook, NF     | CFCB        |
| Deer Lake, NF        | CFDL        |
| Labrador, NF         | CFLN & CFLC |
| Labrador, NF         | CFLW        |
| Port aux Basques, NF | CFCN        |
| St. Andrews, NF      | CFCV        |
| St. Anthony, NF      | CFNN        |
| Stephenville, NF     | CFSX        |

### H & W Communications (dba Heftel Broadcasting)

1599 Kapiolani Blvd.  
Honolulu, HI 96814  
(808) 949-6131

*President: Cecil Heftel*

|              |             |
|--------------|-------------|
| Los Angeles  | KTNQ & KLVE |
| Chicago      | WLUP        |
| Cincinnati   | WLLT        |
| Indianapolis | WZPL        |
| Honolulu     | KSSK & KULA |

### Infinity Broadcasting

655 Madison Avenue  
New York, NY 10021  
(212) 750-6400

*Radio Division President: Mel Karmazin*

|              |              |
|--------------|--------------|
| New York     | WJIT & WXRK  |
| Chicago      | WJJD & WJMK  |
| Philadelphia | WYSP         |
| Boston       | WBCN         |
| Houston      | KXYZ         |
| San Diego    | KCBQ-AM & FM |
| San Jose     | KOME         |

### Inner City Broadcasting

801 Second Avenue  
New York, NY 10017  
(212) 661-3344

*President: Pierre Sutton*

|               |             |
|---------------|-------------|
| New York      | WLIB & WBLB |
| Los Angeles   | KGFJ        |
| San Francisco | KRE & KBLX  |
| Detroit       | WKSG        |
| San Antonio   | KSJL        |

### JACOR Communications

602 Main Street  
Suite 601  
Cincinnati, OH 45202  
(513) 579-8240

*President: Terry Jacobs*

|                 |             |
|-----------------|-------------|
| Baltimore       | WTOW        |
| Atlanta         | WPCH & WGST |
| Cleveland       | WBBG & WMJI |
| Cincinnati      | WTSJ        |
| Toledo          | WVOI        |
| Parkersburg, WV | WKYG & WXXK |
| Georgetown, OH  | WURD        |

### Jefferson-Pilot Communications

One Julian Price Place  
Charlotte, NC 28208  
(704) 374-3500

*President: Wallace Jorgenson*

|            |              |
|------------|--------------|
| Miami      | WNWS & WLYF  |
| Atlanta    | WQXI-AM & FM |
| San Diego  | KSON-AM & FM |
| Denver     | KIMN & KYGO  |
| Charlotte  | WBT & WBCY   |
| Greensboro | WBIG         |

### Josephson Communications

400 Renaissance Center  
Suite 2150  
Detroit, MI 48243  
(313) 567-4040

*Broadcast President: Ed Christian*

|               |              |
|---------------|--------------|
| Milwaukee     | WMGF         |
| Columbus, OH  | WVVO & WSNY  |
| Norfolk       | WNOR-AM & FM |
| Rochester, NY | WZKC         |

### Katz Broadcasting

Park City Plaza  
Bridgeport, CT 06604  
(203) 333-4800

*President: Dick Ferguson*

|                     |             |
|---------------------|-------------|
| Atlanta-Gainesville | WYAY        |
| Birmingham          | WZZK        |
| Orlando             | WDBO & WWKA |
| Tulsa               | KWEN        |
| Syracuse            | WSYR & WYYY |
| Bridgeport          | WEZN        |
| Worcester           | WFTQ & WAAF |

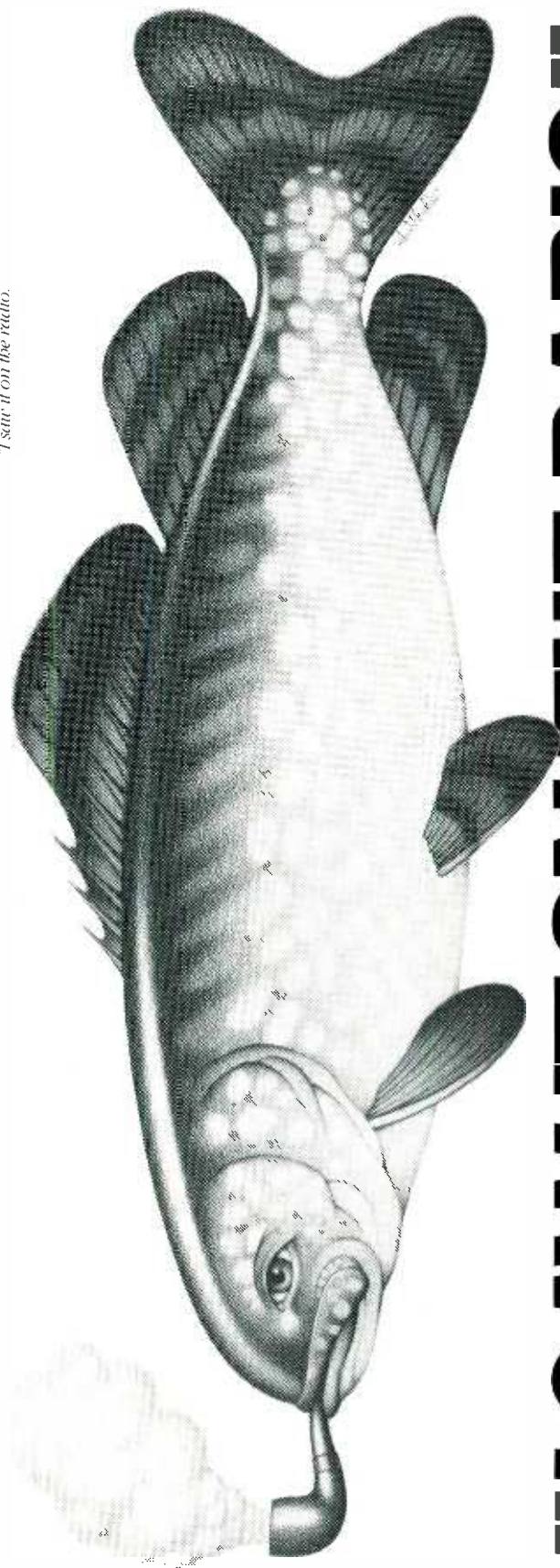
### Kaye-Smith Radio

Box 3010  
Bellevue, WA 98009  
(206) 455-0923

*President: Lester Smith*

|          |             |
|----------|-------------|
| Seattle  | KISW        |
| Portland | KXL-AM & FM |
| Spokane  | KJRB & KEZE |

Where else?  
On the radio you can show practically any idea  
you've got swimming around.  
From a pipe-puffing pike to a bevy of  
be-hopping barracudas. And no one's ever going to scream  
"Holy Mackerel!" when they see the cost.  
Get creative and show your stuff with the power  
of sound. Then everyone will say:  
*"I saw it on the radio."*



# "I SAW IT ON THE RADIO."

## Radio Group Owners

### Keymarket Group

344 Greene Street  
Augusta, GA 30901  
(404) 724-9700

*Principals: Donald Alt, Kerby Confer,  
and Paul Rothfuss*

|                        |              |
|------------------------|--------------|
| Greenville, SC         | WSSL-AM & FM |
| Baton Rouge            | WKJN         |
| Harrisburg             | WNNK         |
| Mobile-Pensacola       | WIZD         |
| Columbia, SC           | WTCB         |
| Jackson, MS            | WJDX & WMSI  |
| Augusta, GA            | WZNY         |
| Atmore, AL             | WSKR         |
| Ottawa, KS             | KOFO & KKKY  |
| Russellville, KY       | WRUS & WBVR  |
| Tuscaloosa, AL         | WRLX & WFFX  |
| Wapakoneta-Lima,<br>OH | WAXC         |

### King Broadcasting

333 Dexter Avenue North  
Seattle, WA 98109  
(206) 343-3000

*President: Ancil Payne*

|               |              |
|---------------|--------------|
| San Francisco | KSFO & KYA   |
| Seattle       | KING-AM & FM |
| Portland      | KGW & KINK   |

### Knight Quality Group Stations

63 Bay State Road  
Boston, MA 02215  
(617) 262-1950

*President: Scott Knight*

|                |              |
|----------------|--------------|
| Worcester, MA  | WSRS         |
| Portsmouth, NH | WHEB-AM & FM |
| Manchester, NH | WGIR-AM & FM |
| Fall River, MA | WSAR         |
| Burlington, VT | WEZF         |
| Fitchburg, MA  | WEIM         |

### LIN Broadcasting

1370 Avenue of the Americas  
New York, NY 10019  
(212) 765-1902

*President: Donald Pels*

|               |              |
|---------------|--------------|
| Philadelphia  | WFIL & WUSL  |
| Houston       | KILT-AM & FM |
| St. Louis     | WIL-AM & FM  |
| Milwaukee     | WEMP & WMYX  |
| Rochester, NY | WBBF & WMJQ  |

### Lotus Communications

6777 Hollywood Blvd.  
Hollywood, CA 90028  
(213) 461-8225

*President: Howard Kalmenson*

|                    |             |
|--------------------|-------------|
| Los Angeles        | KWKW        |
| Chicago            | WTAQ        |
| San Diego          | KFSD        |
| San Antonio        | KXET & KXZL |
| Tucson             | KTKT & KLPX |
| Las Vegas          | KENO & KOMP |
| Lubbock            | KTEZ        |
| Reno               | KONE & KOZZ |
| Oxnard-Ventura, CA | KOXR        |
| Wheaton, MD        | WMDO        |

### Malrite Communications Group

1200 Statler Office Tower  
Cleveland, OH 44115  
(216) 781-3010

*President: Carl Hirsch*

|               |              |
|---------------|--------------|
| New York      | WHTZ         |
| Los Angeles   | KLAC & KZLA  |
| San Francisco | KNEW & KSAN  |
| Houston       | KSRR         |
| Minneapolis   | WDGY & KEEY  |
| Cleveland     | WHK & WMMS   |
| Denver        | KRXY-AM & FM |
| Milwaukee     | WZUU-AM & FM |

### Metromedia

1 Harmon Plaza  
Seacaucus, NJ 07094  
(201) 348-3244

*President: John Kluge*

|              |              |
|--------------|--------------|
| New York     | WNEW-AM & FM |
| Los Angeles  | KMET         |
| Philadelphia | WIP & WMMR   |
| Detroit      | WOMC         |
| Washington   | WASH         |
| Dallas       | KRLD         |
| Baltimore    | WCBM         |
| Tampa        | WWBA         |
| Denver       | KHOW         |

### Metroplex Communications

1723 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080

*President: Norman Wain*

|              |              |
|--------------|--------------|
| Washington   | WPKX-AM & FM |
| Miami        | WHYI         |
| Tampa        | WMGG         |
| Orlando      | WORL & WJYO  |
| Jacksonville | WPDQ & WFVY  |

### Mid-West Family Stations

Box 2058  
Madison, WI 53701  
(608) 271-1484

*President: William Walker*

|                 |              |
|-----------------|--------------|
| Lansing, MI     | WITL-AM & FM |
| Madison         | WTDY & WMGN  |
| Rockford, IL    | WKKN & WYFE  |
| Springfield, IL | WMAY & WNNS  |
| La Crosse, WI   | WIZM-AM & FM |
| St. Joseph, MI  | WSJM & WIRX  |
| Oshkosh, WI     | WOSH & WMGV  |

### Moffat Communications Limited

CKY Building, Third Floor  
Polo Park  
Winnipeg, Manitoba R3G 0L7  
(204) 774-2461

*President: Randy Moffat*

|               |             |
|---------------|-------------|
| Calgary, AL   | CKXL & CHFM |
| Edmonton, AL  | CHED        |
| Hamilton, ON  | CHAM        |
| Moosejaw, SK  | CHAB        |
| Vancouver, BC | CKLG & CFOX |
| Winnipeg, MN  | CKY & CITI  |

### Moody Bible Institute of Chicago (Moody Broadcasting Network)

820 North LaSalle Street  
Chicago, IL 60610  
(312) 329-4000

*Broadcasting Division Manager: Robert Neff*

|                 |              |
|-----------------|--------------|
| Chicago         | WMBI-AM & FM |
| Tampa           | WGNB & WKES  |
| Cleveland       | WCRF         |
| West Palm Beach | WRMB         |
| Chattanooga     | WMBW         |
| Spokane         | KMBI-AM & FM |
| Quad Cities     | WDLN-AM & FM |

### Multimedia Broadcasting

140 West Ninth Street  
Cincinnati, OH 45202  
(513) 352-5000

*Radio President: Paul Fiddick*

|                |              |
|----------------|--------------|
| Milwaukee      | WEZW         |
| Greenville, SC | WFBC-AM & FM |
| Shreveport     | KEEL & KMBQ  |
| Macon          | WMAZ & WAYS  |
| Asheville, NC  | WWNC         |

### Nationwide Communications

One Nationwide Plaza  
Columbus, OH 43216  
(614) 227-7676

*President: Clark Pollock*

|               |              |
|---------------|--------------|
| Baltimore     | WPOC         |
| Cleveland     | WGAR-AM & FM |
| Phoenix       | KZZP-AM & FM |
| San Jose      | KWSS         |
| Columbus, OH  | WNCI         |
| Sacramento    | KZAP         |
| Winston-Salem | WKZL         |
| Orlando       | WBJW-AM & FM |
| Tucson        | KNST & KRQQ  |
| Las Vegas     | KMJJ & KLUC  |

### NBC Radio Stations

30 Rockefeller Plaza  
New York, NY 10020  
(212) 664-4501

*President: Randy Bongarten*

*Sr. VP/Radio: Bob Mounty*

|               |             |
|---------------|-------------|
| New York      | WNBC & WYNY |
| Chicago       | WMAQ & WKQX |
| San Francisco | KNBR & KYUU |
| Boston        | WJIB        |
| Washington    | WKYS        |

### Newfoundland Broadcasting

Box 2020  
St. John's, Newfoundland A1C 5S2  
(709) 722-5015

*President: G.W. Stirling*

|                  |      |
|------------------|------|
| Argentia, NF     | CFOZ |
| Bonavista, NF    | CJOZ |
| Corner Brook, NF | CKOZ |
| Grand Falls, NF  | CHOS |
| Marystown, NF    | CIOZ |
| Red Rocks, NF    | CKSS |
| St. John's, NF   | CHOZ |
| Stephenville, NF | CIOS |

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Every year, thousands of teachers, broadcasters, business executives and other Americans like you encourage young people to join the Army or Air National Guard.

We want to thank you for giving your time and talents so generously. And we hope you will continue to lend us your invaluable support.

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So from one group of Americans at their best to another, thanks.



## National Guard

*Americans At Their Best.*

## Radio Group Owners

### NEWSystems Group, Inc.

1422 Chestnut Street  
Philadelphia, PA 19102  
(215) 563-2910

*President/Radio Division: Chuck Schwartz*

|              |             |
|--------------|-------------|
| Atlanta      | WBUS-FM     |
| Cincinnati   | WBLZ        |
| Indianapolis | WMLF & WTLC |

### Noalmark Broadcasting

202 West 19th Street  
El Dorado, AR 71730  
(501) 862-7777

*President: William C. Nolan, Jr.*

|                  |             |
|------------------|-------------|
| Fayetteville, AR | KKIX        |
| El Dorado, AR    | KELD & KAYZ |
| Hobbs, NM        | KYKK & KZOR |
| Hot Springs, AR  | KXOW & KACQ |
| Kilgore, TX      | KOCA & KKTG |

### Northwestern College Radio Network

3003 North Snelling Avenue  
Roseville, MN 55113  
(612) 636-4900

*Executive Director/Radio Network:*

*Paul Ramseyer*

|                 |              |
|-----------------|--------------|
| Minneapolis     | KTIS-AM & FM |
| Madison         | WNWC         |
| Duluth          | KDNW         |
| Waterloo, IA    | KNWS-AM & FM |
| Fargo, ND       | KFNW-AM & FM |
| Sioux Falls, SD | KNWC-AM & FM |

### Olympic Broadcasting

605 1st Avenue  
Seattle, WA 98104  
(206) 340-1496

*President: Ivan Braiker*

|               |              |
|---------------|--------------|
| San Francisco | KKCY         |
| Seattle       | KRPM         |
| Las Vegas     | KMZQ         |
| Spokane       | KZZU-AM & FM |

### Ostrander-Wilson Stations

114 Lakeside Avenue  
Seattle, WA 98122  
(206) 324-2000

*President: George Wilson*

|            |             |
|------------|-------------|
| Seattle    | KBLE        |
| Phoenix    | KASA & KMLE |
| Blaine, WA | KARI        |

### Outlet Communications

Broadcast House  
111 Dorrance Street  
Providence, RI 02903  
(401) 751-1110

*President: David Henderson*

*VP/Radio: Joseph Chairs*

|              |             |
|--------------|-------------|
| Los Angeles  | KIQQ        |
| Philadelphia | WIOQ        |
| Washington   | WTOP & WTKS |

### Pacific Northwest Broadcasting

Box 1280  
Boise, ID 83701  
(208) 336-3670

*President: Charles Wilson*

|               |              |
|---------------|--------------|
| Boise         | KBOI-AM & FM |
| Eugene, OR    | KPNW-AM & FM |
| Chico, CA     | KPAY-AM & FM |
| Ashland, OR   | KCMX-AM & FM |
| Pocatello, ID | KSEI-AM & FM |

### Pacifica Foundation

5316 Venice Blvd.  
Los Angeles, CA 90019  
(213) 931-1625

*Chairman: Jack O'Dell*

|               |             |
|---------------|-------------|
| New York      | WBAI        |
| Los Angeles   | KPFK        |
| San Francisco | KPFA & KPFB |
| Houston       | KPFT        |
| Washington    | WPFW        |

### Palmer Communications

1801 Grand Avenue  
Des Moines, IA 50308  
(515) 242-3500

*President: William Ryan*

|             |              |
|-------------|--------------|
| Quad Cities | WOC & KLIK   |
| Des Moines  | WHO & KLYF   |
| Tallahassee | WTNT-AM & FM |
| Naples, FL  | WNOG & WCVU  |

### Park Communications

Box 550  
Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020

*President: Roy Park*

*VP/Radio Operations: Bill Fowler*

|                |               |
|----------------|---------------|
| New York       | WPAT-AM & FM* |
| Seattle        | KEZX          |
| Minneapolis    | KRSI & KJJO   |
| Portland       | KWJJ & KJIB   |
| Richmond, VA   | WTVR-AM & FM  |
| Syracuse       | WHEN & WRRB   |
| Chattanooga    | WDEF-AM & FM  |
| Greenville, NC | WNCT-AM & FM  |
| Yankton, SD    | WNAX          |

*\*Pending Cap Cities/ABC merger*

### Price Broadcasting

35 Century Parkway  
Salt Lake City, UT 84115  
(801) 486-3911

*President: John Price*

|                |             |
|----------------|-------------|
| Salt Lake City | KBUG & KCPX |
| Charleston, SC | WEZL        |
| Wichita, KS    | KKRD        |
| Spokane        | KGA & KDRK  |
| Modesto, CA    | KHYV & KBEE |
| Reno           | KROW & KNEV |
| Wheeling, WV   | WWVA & WOVK |

### Price Communications

45 Rockefeller Plaza  
New York, NY 10020  
(212) 757-5600

*President: Robert Price*

|                 |              |
|-----------------|--------------|
| San Francisco   | KIOI         |
| Detroit         | WNIC-AM & FM |
| New Orleans     | WTIX         |
| Oklahoma City   | KOMA & KAEZ  |
| West Palm Beach | WPCK & WIRK  |
| Ft. Wayne       | WOWO & WIOE  |
| Madison         | WIBA-AM & FM |

### Pyramid Broadcasting

99 Revere Beach Parkway  
Medford, MA 02155  
(617) 396-1430

*President: Richard Balsbaugh*

|               |              |
|---------------|--------------|
| Philadelphia  | WPGR & WSNI  |
| Boston        | WXKS-AM & FM |
| Pittsburgh    | WPIT-AM & FM |
| Buffalo       | WNYS-AM & FM |
| Rochester, NY | WPXY-AM & FM |

### RKO General

1440 Broadway  
New York, NY 10018  
(212) 764-7123

*Radio Division President: Jerry Lyman*

|                      |              |
|----------------------|--------------|
| New York             | WOR & WRKS   |
| Los Angeles          | KHJ & KRTH   |
| Chicago              | WFYR         |
| San Francisco        | KFRC         |
| Boston               | WRKO & WROR  |
| Washington           | WGMS-AM & FM |
| Ft. Lauderdale-Miami | WAXY         |
| Memphis              | WHBQ         |

### Roden Stations

Box 3320  
Jackson, MS 39207  
(601) 948-1515

*President: Zane Roden, Sr.*

|                |              |
|----------------|--------------|
| Jackson, MS    | WOKJ & WJMI  |
| Pensacola, FL  | WBOP & WTKX  |
| Gulfport, MS   | WTAM & WGCM  |
| Baldwyn, MS    | WESE         |
| Booneville, MS | WBIP-AM & FM |
| Tupelo, MS     | WTUP         |

### Rollins Communications

2170 Piedmont Road NE  
Atlanta, GA 30324  
(404) 888-2000

*President: R. Randall Rollins*

*Director of Radio: Jim Nesbit*

|                |             |
|----------------|-------------|
| Los Angeles    | KDAY        |
| Chicago        | WBEE        |
| Norfolk        | WRAP        |
| Charleston, WV | WCHS & WBES |
| Wilmington, DE | WAMS        |

# DIRECTORY

## Radio Group Owners

### S & F Communications

200 E. Joppa Road  
Suite 201  
Baltimore, MD 21204  
(301) 825-5400

President: *Stuart Frankel*

|              |             |
|--------------|-------------|
| Baltimore    | WMKR        |
| Norfolk      | WTJZ & WNVZ |
| Jacksonville | WCFI-FM     |

### Salem Broadcasting Group

2310 Ponderosa Drive  
Suite 29  
Camarillo, CA 93010  
(805) 485-7777

President: *Stuart Epperson*

|               |              |
|---------------|--------------|
| New York      | WNYM         |
| San Francisco | KFAX         |
| Boston        | WEZE         |
| Columbus      | WRFD         |
| San Antonio   | KSLR         |
| Winston-Salem | WTOB         |
| Tulsa         | KCFO-AM & FM |

### Sandusky Broadcasting

4450 Morrison Road  
Denver, CO 80219  
(303) 937-1200

Radio Division President: *Toney Brooks*

|                 |              |
|-----------------|--------------|
| Dallas          | KEGL         |
| Seattle         | KLSY-AM & FM |
| San Diego       | KBZT         |
| Denver          | KNUS & KBPI  |
| Phoenix         | KDKB         |
| Kansas City     | KLSI         |
| San Luis Obispo | KUNA & KSLY  |

### Sconnix Broadcasting

Village West  
Box 7326  
Gilford, NH 03246  
(603) 524-1341

Partners: *Randy Odeneal, Scott McQueen, Ted Nixon*

|             |              |
|-------------|--------------|
| Boston      | WBOS         |
| Miami       | WRBD & WMXJ  |
| Kansas City | KFKF-AM & FM |
| Quad Cities | WMRZ & WLLR  |
| Laconia, NH | WLNH & WMRS  |

### Scripps-Howard Broadcasting

3001 Euclid Avenue  
Cleveland, OH 44115  
(216) 431-5555

President: *Donald Perris*

|           |              |
|-----------|--------------|
| Baltimore | WBSB         |
| Phoenix   | KMEO-AM & FM |
| Portland  | KUPL-AM & FM |
| Memphis   | WMC-AM & FM  |

### Selkirk Communications Ltd.

121 Bloor Street East  
Toronto, Ontario M4W 3M5  
(416) 967-5550

President: *Rafe Engle*

|                    |             |
|--------------------|-------------|
| Blairmore, AL      | CJPR        |
| Calgary, AL        | CFAC        |
| Canmore-Banff, AL  | CFHC        |
| Edmonton, AL       | CJCA & CIRK |
| Elkford, BC        | CJEV        |
| Grande Prairie, AL | CFGP        |
| Lethbridge, AL     | CJOC & CILA |
| Toronto, ON        | CFNY        |
| Vancouver, BC      | CKWX & CKKS |
| Vernon, BC         | CJIB        |
| Victoria, BC       | CJVI        |

### Sentry Broadcasting

1800 North Point Drive  
Stevens Point, WI 54481  
(715) 346-7208

President: *Tom Jirous*

|                   |              |
|-------------------|--------------|
| Milwaukee-Racine  | WRJN         |
| Lansing, MI       | WILS-AM & FM |
| Rockford, IL      | WYBR & WXTA  |
| Springfield, IL   | WTAX & WDBR  |
| Eau Claire, WI    | WJJK & WBIZ  |
| Sioux City, IA    | KMNS & KSEZ  |
| Stevens Point, WI | WXYQ & WSPT  |

### Shamrock Broadcasting

4444 Lakeside Drive  
Burbank, CA 91510  
(818) 845-4444

President: *Stanley Gold*

|               |              |
|---------------|--------------|
| San Francisco | KABL-AM & FM |
| Detroit       | WWWW         |
| Dallas        | KMGC         |
| Pittsburgh    | WTKN & WWSW  |
| Atlanta       | WFOX         |
| Kansas City   | WHB & KUDL   |

### Shamrock Communications

149 Penn Avenue  
Scranton, PA 18501  
(717) 348-9108

VP/CEO: *William Lynett*

|                       |             |
|-----------------------|-------------|
| Baltimore             | WTTR & WGRX |
| Milwaukee             | WQFM        |
| Orlando               | WDIZ        |
| Tulsa                 | KMYZ        |
| Wilkes-Barre/Scranton | WEJL & WEZX |
| Pryor, OK             | KGCR        |

### Shepherd Enterprises

300 West Reed Street  
Moberly, MO 65270  
(816) 263-1230

President: *Jerrell Shepherd*

|                |              |
|----------------|--------------|
| Bethany, MO    | KAAN-AM & FM |
| Farmington, MO | KREI & KTJJ  |
| Lebanon, MO    | KJEL & KIRK  |
| Moberly, MO    | KWIX & KRES  |

### Sorenson Broadcasting

604 No. Kiwanis Plaza  
Sioux Falls, SD 57104  
(605) 334-1117

President: *Dean Sorenson*

|                  |              |
|------------------|--------------|
| Grand Rapids, MN | KOZY         |
| Hot Springs, SD  | KOBH-AM & FM |
| Jamestown, ND    | KQDJ-AM & FM |
| Pierre, SD       | KCCR & KNEY  |
| Red Wing, MN     | KCUE & KWNG  |
| Watertown, SD    | KWAT & KIXX  |
| Yankton, SD      | KYNT & KKYA  |

### Southern Minnesota Broadcasting

122 Fourth Street SW  
Rochester, MN 55902  
(507) 286-1010

President: *G. David Gentling*

|                 |              |
|-----------------|--------------|
| Lubbock, TX     | KFMX-AM & FM |
| Sioux Falls, SD | KXRB & KIOV  |
| Rapid City, SD  | KKLS-AM & FM |
| Rochester, MN   | KROC-AM & FM |

### Standard Broadcasting

2 St. Clair Avenue West  
Toronto, Ontario M4V 1L6  
(416) 924-5711

President: *Larry Nichols*

|                    |             |
|--------------------|-------------|
| Montreal, QB       | CJAD & CJFM |
| Ottawa, ON         | CJSB        |
| St. Catharines, ON | CKTB & CJQR |
| Toronto, ON        | CFRB & CKFM |

### Statewide Broadcasting

950 North Federal Highway  
Pompano Beach, FL 33062  
(305) 781-9340

President/CEO: *Scott Ginsburg*

|                |             |
|----------------|-------------|
| Chicago        | WCFL        |
| Dallas         | KLTY        |
| Ft. Lauderdale | WVCG        |
| Jacksonville   | WAPE & WJAX |
| Tallahassee    | WKQE & WBGM |

### Stoner Broadcasting System

3520 Beaver Avenue  
Des Moines, IA 50310  
(515) 274-9401

President: *Glenn Bell*

|                           |              |
|---------------------------|--------------|
| Buffalo                   | WYRK         |
| Rochester                 | WCMF         |
| Dayton                    | WDAO & WWSN  |
| Knoxville                 | WIMZ-AM & FM |
| Des Moines                | KSO & KGGO   |
| Huntington-Ashland, WV-KY | WGNT & WAMX  |
| Cedar Rapids, IA          | KHAK-AM & FM |
| Binghamton, NY            | WNBF & WHWK  |

### Stuart Broadcasting

625 Stuart Bldg.  
Lincoln, NE 68501  
(402) 475-4204

President: *Richard Chapin*

|                  |              |
|------------------|--------------|
| Springfield, MO  | KWTO-AM & FM |
| Lincoln          | KFOR & KFRX  |
| Grand Island, NE | KRGI-AM & FM |
| Oelwein, IA      | KOEL-AM & FM |
| Salina, KS       | KSAL & KYEZ  |

# DIRECTORY

## Radio Group Owners

### Suburban Radio Group

Box 888  
Belmont, NC 28012  
(704) 825-5272  
*President: William R. Rollins*  
Belmont, NC WCGC  
Blacksburg, VA WVVV  
Brunswick, GA WYNR & WPIQ  
Christiansburg, VA WJJJ  
Concord, NC WEGO & WPEG  
Orangeburg, SC WDIX & WORG  
Valdese, NC WSVM

### Sudbrink Broadcasting

801 SE 6th Avenue  
Suite 207  
Delray Beach, FL 33444  
(305) 276-3114  
*President: Robert Sudbrink*  
Tampa WCBF  
Birmingham WYDE  
Nashville WLAC-AM & FM  
Honolulu KPOI  
Little Rock KAAY  
Roswell, NM KBCQ-AM & KCKN

### Sudbury Services, Inc. & Newport Broadcasting

Box 989  
Blytheville, AR 72315  
(501) 762-2093  
*President: Harold Sudbury*  
Blytheville, AR KLCN & KHLS  
Heber Springs, AR KAWW-AM & FM  
Hope, AR KHPA  
Newport, AR KNBY & KOKR  
Prescott, AR KTPA  
West Memphis, AR KSUD

### Summit Communications

Box 10418  
Winston-Salem, NC 27108  
(919) 748-8820  
*President: Dick Stakes*  
Kansas City KCMO & KBKC  
Oklahoma City KCNN & KXXY  
Memphis WREC & WZXR  
Winston-Salem WSJS & WTQR  
Pensacola, FL WCOA & WJLQ

### Susquehanna Broadcasting

140 East Market Street  
York, PA 17401  
(717) 848-5500  
*Sr. VP/Radio: Art Carlson*  
San Francisco KFOG  
Dallas KLIF & KPLX  
Miami WQBA-AM & FM  
Atlanta WRMM  
Cincinnati WRRM  
Norfolk WGH & WNSY  
Indianapolis WFMS  
Orlando WKIS  
Wilkes-Barre/  
Scranton WARM & WYZZ  
York, PA WSBA-AM & FM

### Taft Broadcasting

1718 Young Street  
Cincinnati, OH 45210  
(513) 721-1414  
*Executive VP/Radio: Carl Wagner*  
Pittsburgh WDV  
Atlanta WKLS-AM & FM  
Kansas City WDAF & KYYS  
Cincinnati WKRC & WKRQ  
Portland KEX & KKRZ  
Columbus, OH WTVN & WLWQ  
Buffalo WGR-AM & FM  
Indianapolis WNDE & WFBQ

### Telemedia Communications

1010 Sherbrooke West  
Suite 1610  
Montreal, Quebec H3A 2R7  
(514) 845-6291  
*Chairman: Philippe de Gaspere Beaubien*  
Hull, QB CKCH & CIMF  
Midland, ON CKMP  
Montreal, QB CKAC & CITE  
North Bay, ON CFCH & CKAT  
Orillia, ON CFOR  
Quebec, QB CKCV & CITE  
Sault Ste. Marie, ON CFYN & CHAS  
Sherbrooke, QB CHLT, CKTS,  
& CITE-FM-1  
Stratford, ON CJCS  
Timmins, ON CKGB & CFTI  
Toronto, ON CJCL  
Trois Rivières, QB CHLN

### B.F.J. Timm Stations

Box 1874  
Tallahassee, FL 32302  
(904) 224-4001  
*President: B.F.J. Timm*  
Jacksonville WVOJ  
Tallahassee WANM & WGLF  
Naples, FL WSGI  
Douglas, GA WDMG-AM & FM  
Warner Robins, GA WVIJ & WRBN

### TK Communications

3000 S.W. 60th Avenue  
Ft. Lauderdale, FL 33314  
(305) 581-1580  
*President: John Tenaglia*  
Dallas KLUV  
Ft. Lauderdale WSRF & WSHE

### Tribune Broadcasting

435 North Michigan Avenue  
Chicago, IL 60611  
(312) 222-3333  
*President: James Dowdle*  
New York WPIX  
Chicago WGN  
Sacramento KGNR & KCTC  
Bridgeport WICC

## HOW TO AVOID PAYING FOR YOUR NEXT PROMOTION



Now you can do radio's most successful promotion — and not have to pay for it.

What's the catch? There isn't any. Your sponsors foot the bill.

Hundreds of stations...in all size markets, with virtually every format...have discovered that they can reap all the benefits of the fabulous 2B Plastic Card Promotion — boost ratings, sell more time, increase profits — without it costing them a cent.

Why will sponsors pay for your promotion? Because, quite simply, it's THEIR promotion, too. They, like you, profit handsomely from it.

Fast foods, bottlers, retailers, supermarkets and convenience stores, auto dealers, restaurants, video and record stores...local merchants

and franchises of every description...come aboard 2B Plastic Card Promotions with cash and schedules because.

They know that, in this coupon-crazy world, nothing generates immediate and continuing business for them like the Plastic Card in your 2B Plastic Card Promotion. For them, your station's Plastic Card is a PERMANENT PLASTIC COUPON.

Your Plastic Card, like a Plastic Credit Card, lives on and on. Your sponsors' cash registers keep on ringing. Your audience keeps on growing. Listeners tune in with greater frequency, stay tuned longer. And your ratings keep on climbing. This is one promotion that never burns out. And you never have to pay for it!

For complete information, phone Bruce Mansfield, National Sales Manager, Broadcast Promotions Division, 2B System Corporation, 30105 Stephenson Hwy., Madison Heights, Michigan 48071.

313/588-7400



## Radio Group Owners

### Twin W Communications

1600 Modern  
Detroit, MI 48203  
(313) 865-3900

*President: Walter Wolpin*

|         |             |
|---------|-------------|
| Detroit | WCAR        |
| Phoenix | KFYI & KJJJ |

### United Broadcasting

4733 Bethesda Avenue  
Suite 808  
Bethesda, MA 20814  
(301) 652-7706

*President: Gerald Hroblak*

|               |              |
|---------------|--------------|
| New York      | WKDM         |
| Los Angeles   | KALI         |
| San Francisco | KSOL         |
| Washington    | WINX & WDJY  |
| Baltimore     | WYST-AM & FM |
| Cleveland     | WJMO & WRQC  |

### Universal Broadcasting

40 Roselle Street  
Mineola, NY 11501  
(516) 741-1200

*President: Howard Warsaw*

|               |      |
|---------------|------|
| New York      | WTHE |
| Los Angeles   | KMAX |
| Chicago       | WVVX |
| San Francisco | KEST |
| Houston       | KTEK |
| Washington    | WDCT |
| Pittsburgh    | WARO |
| St. Louis     | WCBW |
| Minneapolis   | KUXL |
| Milwaukee     | WYLO |
| Kansas City   | KCNW |
| Indianapolis  | WGRT |
| Danville, IN  | WATI |

### Viacom Broadcast Group

140 West 43rd Street  
New York, NY 10036  
(212) 382-6100

*President/Radio Division: Brian Bieler*

|            |              |
|------------|--------------|
| New York   | WLTW         |
| Chicago    | WLAK         |
| Houston    | KIKK-AM & FM |
| Washington | WMZQ-AM & FM |
| Memphis    | WRVR-AM & FM |

### John Walton Stations

Box 1417  
Pebble Beach, CA 93953  
(408) 649-6622

*President: John Walton*

|                  |             |
|------------------|-------------|
| Colorado Springs | KKHT & KKCS |
| Monterey-Salinas | KIDD & KWST |
| Amarillo         | KDJW & KBUY |
| Elk City, OK     | KADS & KECO |
| Ruidoso, NM      | KREE & KTNT |

### Westinghouse Broadcasting & Cable (Group W Radio)

888 Seventh Avenue  
New York, NY 10106  
(212) 307-3000

*Radio Station Group President: Dick Harris*

|              |      |
|--------------|------|
| New York     | WINS |
| Los Angeles  | KFWB |
| Chicago      | WIND |
| Philadelphia | KYW  |
| Boston       | WBZ  |
| Houston      | KODA |
| Dallas       | KQZY |
| Pittsburgh   | KDKA |
| San Diego    | KJQY |
| Denver       | KOSI |
| San Antonio  | KQXT |

### Wichita Great Empire Broadcasting

Box 1402  
Wichita, KS 67201  
(316) 838-9141

*President: Mike Lynch*

|                 |              |
|-----------------|--------------|
| Denver          | KBRQ-AM & FM |
| Omaha           | WOW-AM & FM  |
| Wichita         | KFDI-AM & FM |
| Shreveport      | KWKH-AM & FM |
| Springfield, MO | KTTS-AM & FM |

### Willis Broadcasting

1010 Park Avenue  
Norfolk, VA 23504  
(804) 622-4600

*President: Bishop L. E. Willis*

|                        |             |
|------------------------|-------------|
| New Orleans            | WBOK        |
| Norfolk                | WPCE & WOWI |
| Richmond, VA           | WFTH        |
| Trenton                | WIMG        |
| Gary, IN               | WWCA        |
| Green Cove Springs, FL | WSVE        |

### Withers Broadcasting

Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500

*President: W. Russell Withers, Jr.*

|                    |              |
|--------------------|--------------|
| Keokuk, IA         | KOKX-AM & FM |
| Cape Girardeau, MO | KEWI & KGMO  |
| Mt. Vernon, IL     | WMIX-AM & FM |
| Normal, IL         | WMLA & WTNW  |

## Jingle Suppliers

### American Image Productions

P.O. Box 366  
Memphis, TN 38151  
*Tom Lannan*

### Toby Arnold & Associates

3234 Commander Drive  
Carrollton, TX 75006  
(214) 661-8201  
*Toby Arnold, President*

### Continental Recordings

210 South Street  
Boston, MA 02111  
(617) 426-3131  
*Mr. Daniel Flynn, President*

### Creative Productions Marketing Group

1555 Niagara Street  
Buffalo, NY 14213  
(716) 834-CPMG  
*Benjamin Freedman, President*

### Eagle Marketing, Inc.

202 Remington  
Fort Collins, CO 80524  
(303) 484-4736  
*Paul Meacham, President*

### Firstcom

13747 Montfort Drive  
Suite 220  
Dallas, TX 75240  
(214) 934-2222  
*Cecilia Garr, Vice President/GM*

### International Graphics

3737 N. 7th Street  
Suite 155  
Phoenix, AZ 85014  
(602) 277-1637  
*Kevin Mutt, President*

### JAM Creative Productions

4631 Insurance Lane  
Dallas, TX 75205  
(214) 526-7080  
*Jon Wolfert, President*

### JDK Music Productions

4917 Park Avenue  
Richmond, VA 23226  
(804) 288-8769  
*John Keltonic, President*

## Jingle Suppliers

**The Jingle Machine**

4242 South 35th Street  
Arlington, VA 22206  
(703) 998-0222  
*Dan Levine, President*  
*Gordon Wallace, National Sales Rep*

**William Meeks Production Co.**

1265 Record Crossing  
Dallas, TX 75235  
(214) 638-3965  
*William Meeks, President*  
*Larry Carolla, Vice President/GM*

**Miller Design**

2005 Manchester  
Oklahoma City, OK 73120  
(405) 751-0074  
*Paul Miller, President*

**Otis Conner Productions**

4801 Spring Valley #105  
Dallas, TX 75234  
(214) 386-6847  
*Otis Conner, President*

**Philadelphia Music Works**

P.O. Box 947  
Bryn Mawr, PA 19010  
(215) 825-5656  
*Andrew P. Mark, President*

**The Radio Syndication Network**

5400 S. 60th Street  
Greendale, WI 53129  
(414) 423-0100  
*Fred Raasch, Vice President*

**60 Second Productions**

Rd. 4, Box 392  
York, PA 17404  
(717) 266-1422  
*Karl Brunig, President*

**Soundtrack**

77 North Washington Street  
Boston, MA 02114  
(617) 267-0510  
*Robert Cavicchio, President*

**Startrack Studios**

806 Oaklawn Avenue  
Cranston, RI 02920  
(401) 944-7411  
*Jack Rametta, President*

## TV Production Houses

**American Image Productions**

P.O. Box 366  
Memphis, TN 38151  
(901) 320-5126  
*Tom Lannan*

**Biore/Richman**

1606 N. Argyle Ave.  
Los Angeles, CA 90028  
(213) 462-0944  
*Chuck Biore, Chief Executive Officer*  
*Don Richman, President*

**Broadcast Arts**

632 Broadway, 2nd Floor  
New York, New York 10012  
(212) 254-5910  
*Peter Rosenthal, Vice President*  
*Joel Stillerman, Publicity Coordinator*

**CMI**

612 N. Hampton Drive  
Venice, CA 90291  
(213) 392-8771  
*Bob Benderson, President*

**Creative Works**

101 Bryn Mawr Avenue  
Bryn Mawr, PA 19010  
(215) 525-6430  
*Jay Bigelow, Account Manager*

**Dumas Production Services**

1247 First Ave., South  
Seattle, WA 98134  
(206) 623-9110  
*Doug Dumas, President*

**Eagle Marketing, Inc.**

202 Remington  
Fort Collins, CO 80524  
(303) 484-4736  
*Paul Meacham, President*

**Film House, Inc.**

24 Music Square W.  
Nashville, TN 37203  
(615) 255-4000  
*Curt Hahn, President*

**Instant Replay**

1349 E. McMillan Street  
Cincinnati, OH 45206  
(513) 861-7065  
*Terry Hamad, President*

**Robert Michelson, Inc.**

127 West 26th Street  
New York, NY 10001  
(212) 243-2702  
*Susan Scharf, Vice President*

**Silverman Productions**

5 W. Cary Street  
Richmond, VA 23220  
(804) 343-1934  
*Donald Silverman, President*

**Sheridan Elson Gourvitz**

20 West 37th Street  
New York, New York 10018  
(212) 239-2000  
*Paul Gourvitz, President*

**Spotwise**

1170 Commonwealth Avenue  
3rd Floor  
Boston, MA 02134  
(617) 232-2002  
*Lawrence P. Crowley, President*

**Studio Center**

200 West 22nd Street  
Norfolk, VA 23517  
(804) 622-2111  
*Warren Miller, President*

**Tour De Force**

840 N. 3rd Street  
Milwaukee, WI 53203  
(414) 271-7000  
*Thomas J. Ewing, President*

## Record Companies

### A&M

(inc. **Exit, Gold Mountain, Horizon, Windham Hill**)  
1416 N. LaBrea Ave.  
Los Angeles, CA 90028  
(213) 469-2411  
*Charlie Minor (CHR, A/C)*  
*J.B. Brenner (AOR)*  
*Jesus Garber (B/U, Jazz)*  
595 Madison Ave.  
New York, NY 10022  
(212) 826-0477  
*Rick Stone (CHR)*  
*Al Cafaro (AOR)*  
*Gwen Franklin (B/U)*

### Allegiance

7525 Fountain Ave.  
Hollywood, CA 90046  
(213) 851-8852  
*Michael Matthews*

### Alligator

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736  
*Mindy Giles (AOR)*  
*Bruce Iglauer (B/U)*

### American

1120 Crown Point Road  
Westville, NJ 08093  
(609) 848-1900  
*Bill Buster (Ctry)*

### American Gramophone

9130 Mormon Bridge Road  
Omaha, NE 68152  
(402) 457-4341  
*Carol Davis (Jazz)*

### Amherst (SRO)

1800 Main St.  
Buffalo, NY 14208  
(716) 883-9520  
*Larry Silver*

### AMI

111 Freehill Road  
Hendersonville, TN 37075  
(615) 822-6786  
*Harold Hodges (Ctry)*

### Amor

P.O. Box 332  
Lookout Mountain, GA 37350  
*Bill Poindexter (Ctry)*

### Antilles/Island

14 East 4th Street  
3rd Floor  
New York, NY 10012  
(212) 477-8000  
*Herb Corsack (Jazz)*

### Arista

(including **Jive, Norvus**)  
6 W. 57th St.  
New York, NY 10019  
(212) 489-7400  
*Don Ienner (CHR)*  
*Sean Coakley (AOR)*  
*Tony Anderson (B/U, Jazz)*  
*Bruce Schoen (A/C)*  
8370 Wilshire Blvd.  
Beverly Hills, CA 90211  
(213) 655-9222  
*Vaughn Thomas (B/U, Jazz)*  
509 Armistead Place  
Nashville, TN 37215  
(615) 269-6412  
*Joanie Lawrence (Ctry)*

### Atco

(inc. **Bronze, Cotillion, Emergency, Island, Mirage, Modern, 21**)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6400  
*Marc Nathan (CHR, A/C)*  
*Michael Prince (AOR)*

### Atlantic

(inc. **Atlantic America, Es Paranza, Philly World**)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6000  
*Vince Faraci (CHR)*  
*Judy Libow (AOR)*  
*Hank Caldwell (B/U)*  
(inc. **Atco/Cotillion, etc.**)  
*Vince Faraci (Ctry)*  
*Mary Conroy (A/C, Jazz)*  
9229 Sunset Blvd.  
Suite 710  
Los Angeles, CA 90069  
(213) 205-7450  
*Paul Cooper (CHR)*

### Attic

P.O. Box 3242  
Thousand Oaks, CA 91359  
(805) 494-0881  
*Lee Armstrong (Jazz)*

### AVI

7060 Hollywood Blvd.  
Suite 1212  
Hollywood, CA 90028  
(213) 462-7151  
*Ray Harris (Jazz)*

### Avocet

P.O. Box 6769  
Portland, OR 97228-6769  
(503) 287-1662  
*Hal Lee (Jazz)*

### Baccarat

1085 Whalley Ave.  
New Haven, CT 06515  
(203) 387-4321  
*Steven Blum (Jazz)*

### Bainbridge

2507 Roscomare Road  
Los Angeles, CA 90077  
(213) 476-0631  
*Harlene Marshall (Jazz)*

### Bee Hive

1130 Colfax Street  
Evanston, IL 60201  
(312) 328-5593  
*Jim Neumann (Jazz)*

### Bee Pee

3787 Cahuenga Blvd.  
North Hollywood, CA 91604  
(818) 763-7388  
*Don Randi (Jazz)*

### Bermuda Dunes

40655 Jefferson  
Bermuda Dunes, CA 92201  
(619) 345-2851  
*Lisa Opsitnick (Ctry)*  
*Rick Lewis (A/C)*

### Beverly Glen

6430 Sunset Blvd. #816  
Los Angeles, CA 90028  
(213) 469-1246 or (800) 421-3101  
*Roma Chugani (B/U)*  
*Lauri Howes (A/C)*

### Bosco

P.O. Box 2085  
Canoga Park, CA 91306  
(818) 993-0659  
*Pete Christleib (Jazz)*

### Boulevard

19456 Ventura Blvd.  
2nd Floor  
Tarzana, CA 91356  
(213) 705-1994  
*Larry Tollin (CHR, A/C)*

### Brainchild

P.O. Box 8545  
Universal City, CA 91608  
(818) 760-8434  
*Dean Whitney (Jazz)*

### Breaker/Meadowlark

9255 Deering Ave.  
Chatsworth, CA 91311  
(818) 709-6900  
*John Taylor (Jazz)*

### Bronze

14 East 4th Street  
New York, NY 10012  
(212) 477-8006  
*Richard Bron (AOR)*

### Cadence

Cadence Building  
Redwood, NY 13679  
(315) 287-2852  
*Larry Raye (Jazz)*

### Cafe/Mobile Fidelity

1260 Holm Road  
Petaluma, CA 94952  
(707) 778-0134  
*Mike Dion (Jazz)*

### Camel

8255 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 656-6592  
*Bruce Bird (CHR, AOR)*

### Capitol

(inc. **Curb, Red Label**)  
1750 N. Vine Street  
Los Angeles, CA 90028  
(213) 462-6252  
*Walter Lee (CHR)*  
*Bill Bartlett (AOR)*  
*Ronnie Jones (B/U, Jazz)*  
*Tom Gorman (A/C)*  
1370 Avenue of the Americas  
New York, NY 10019  
(212) 757-7470  
1111 16th Avenue South  
Nashville, TN 37212-2304  
(615) 320-5009  
*Paul Lovelace (Ctry)*  
(inc. **EMI America/Liberty**)

### Capricorn

P.O. Box 120513  
Nashville, TN 37212  
(615) 321-0903  
*Phil Walden (Ctry)*

### Cexton

P.O. Box 703  
Placentia, CA 92663  
(714) 631-4074  
*John Anello Jr. (Jazz)*

### Chaparral

P.O. Box 309  
Blue Springs, MO 64015  
(816) 229-0801  
*Johnny Maggard (Ctry)*

# DIRECTORY

## Record Companies

### Chrysalis

645 Madison Ave.  
New York, NY 10022  
(212) 758-3555  
*Daniel Glass (CHR, AOR, A/C)*  
9255 Sunset Blvd.  
Suite 319  
Los Angeles, CA 90069  
(213) 550-0171  
*Jason Minkler (CHR)*  
*Steve Brack (B/U, A/C)*

### Churchill

3225 S. Norwood  
Tulsa, OK 74135  
(918) 663-3883  
*Bob Smith (Ctry)*

### Clean Cuts

P.O. Box 16264  
Roland Park Station  
Baltimore, MD 21210  
(301) 467-4231  
*Brice Freeman (Jazz)*

### Columbia

(inc. 415)  
51 West 52nd Street  
New York, NY 10019  
(212) 975-4321  
*Ray Anderson (CHR)*  
*Paul Rappaport (AOR)*  
*Vernon Slaughter (B/U)*  
*Mike Martucci (A/C)*  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700  
*George Chaltas (CHR, A/C)*  
*Jim McKeon (AOR)*  
*Junious Taylor (B/U)*  
*Doug Wilkins (Jazz)*  
34 Music Square East  
Nashville, TN 37203  
(615) 742-4321  
*Jack Lameier (Ctry)*

### Compleat

21 Music Circle East  
Nashville, TN 37203  
(615) 255-8855  
*Sarah Sherill (Ctry)*

### Comstock

Box 3247  
Shawnee, KS 66203  
(913) 631-6060  
*Denise Mott (Ctry)*

### Concord

P.O. Box 845  
Concord, CA 94522  
(415) 682-6770  
*Ellen Findlay (Jazz)*

### Country International

23 Music Circle East  
Nashville, TN 37203  
(615) 327-4656  
*Tom Dean (Ctry)*

### Critique

400 Main St.  
Reading, MA 01867  
(617) 944-0423  
*Michael Patt (B/U)*

### Curb

111 N. Hollywood Way  
Burbank, CA 91505  
(213) 840-6350  
*Phil Gernhard (CHR)*  
*Dick Whitehouse (Ctry)*

### De-Lite

1733 Broadway  
New York, NY 10019  
(212) 757-6770  
*Bill Cataldo (CHR, B/U, A/C)*

### Delos

2210 Wilshire Blvd.  
Suite 664  
Santa Monica, CA 90403  
(213) 454-0524  
*Jerome Stine (Jazz)*

### Delta

P.O. Box 225  
Nacogdoches, TX 75961  
(713) 564-2509  
*David Stallings (Ctry)*

### D.E.T.T./T.T.E.D

5180 Bladensburg Rd. NW  
Washington, DC 20018  
(202) 269-6250  
*Maxx Kidd (B/U)*

### Discovery

(inc. Trend, Musicraft, AM-PM)  
117 N. Las Palmas Ave.  
Los Angeles, CA 90004  
(213) 938-5482  
*Patricia Nickerson (Jazz)*

### Door Knob

2125 8th Avenue South  
Nashville, TN 37204  
(615) 383-6002  
*Butch Paulson (Ctry)*

### East Coasting

P.O. Box 866  
Ansonia Station  
New York, NY 10023  
(212) 877-1836/736-4749  
*Frederick Cohen (Jazz)*

### ECM

3 East 54th Street  
New York, NY 10022  
(212) 702-0312  
*Meredith Breitbarth (Jazz)*

### El Dorado

1233 17th Avenue South  
Nashville, TN 37212  
(615) 321-3070  
*Hylton Hawkins (Ctry)*

### Elektra/Asylum

(inc. Curb, Solar)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-7200  
*Mike Bone (CHR, AOR)*  
*Greg Peck (B/U)*  
*Lisa Frank (A/C)*  
*Doug Daniel (Jazz)*  
9229 Sunset Blvd.  
7th Floor  
Los Angeles, CA 90069  
(213) 205-7400  
*Dave Urso (CHR, A/C)*  
*Primus Robinson (B/U)*

### Emergency

915 Broadway  
Suite 1607  
New York, NY 10010  
(212) 777-3200  
*Curtis Urbina (B/U)*

### EMH

1300 Division St.  
Suite 304  
Nashville, TN 37203  
(615) 255-3009  
*Phyllis Kiper (Ctry)*

### EMI America/Liberty

6920 Sunset Blvd.  
Hollywood, CA 90028  
(213) 461-9141  
*Dick Williams (CHR)*  
*Don Wasley (AOR)*  
*Jack Satter (A/C)*

### Enigma

P.O. Box 2428  
El Segundo, CA 90245-1528  
(213) 640-6869  
*Rick Winward (AOR, Jazz)*

### Epic/Portrait/Associated Labels

(inc. Boulevard, Caribou, Carrere,  
CBS Associated, Curb, Full Moon, HME,  
Jet, Lorimar, Nemperor, Pasha, Private I,  
Rock 'N' Roll, Scotti Bros., Signature,  
Silver Blue, Tabu)  
51 West 52nd Street  
New York, NY 10019  
(212) 975-4321  
*Walter Winnick (CHR)*  
*Bill Bennett (AOR)*  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700  
*Larry Douglas (CHR)*  
*Jon Kirksey (AOR)*  
*Maurice Warfield (B/U)*  
*Polly Anthony (A/C)*  
18 Executive Park Drive  
Atlanta, GA 30329  
(404) 321-4553  
*Jimi Starks (B/U)*  
34 Music Square East  
Nashville, TN 37203  
(615) 742-4321  
*Rich Schwan (Ctry)*

### Europa

155 West 29th Street  
New York, NY 10001  
(212) 714-0033  
*Doug Keogh (Jazz)*

### Evergreen

1021 16th Avenue South  
Nashville, TN 37203  
(615) 327-3213  
*Johnny Morris (Ctry)*

### F & L

50 Music Square West  
Suite 902  
Nashville, TN 37203  
(615) 329-2278  
*Bobby Fischer (Ctry)*

### Fantasy

(inc. Galaxy, Landmark, Milestone,  
Reality, Starlite, Stax)  
10th & Parker Streets  
Berkeley, CA 94710  
(415) 549-2500/(800) 227-0466  
*Dede Whiteside (CHR, AOR, B/U, A/C, Jazz)*

### Flying Fish

1304 W. Schubert  
Chicago, IL 60614  
(312) 528-5455  
*Rick Swenson (AOR, Jazz)*

### 415

P.O. Box 14563  
San Francisco, CA 94114  
(415) 621-3415  
*Howie Klein (CHR, AOR)*

# DIRECTORY

## Record Companies

### Geffen

(inc. **Network**)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
*Johnny Barbis (CHR)*  
*Marko Babineau (AOR)*  
*Don Wright (B/U, A/C)*

### Gervasi

P.O. Box 4547  
Redding, CA 96099  
(916) 222-1401  
*Denise Gervasi (Ctry)*

### Glad-Hamp

1995 Broadway  
Suite 601  
New York, NY 10023  
(212) 787-1222  
*August Sims (Jazz)*

### GNP Crescendo

8400 Sunset Blvd.  
Suite 4-A  
Los Angeles, CA 90069  
(213) 656-2614  
*Gene Norman (Jazz)*

### Gold Mountain

1416 N. La Brea Avenue  
Los Angeles, CA 90028  
(213) 469-2411  
*Burt Stein (CHR, AOR)*

### Golden Boy

3929 Kentucky Dr.  
Los Angeles, CA 90068  
(818) 980-7501  
*Billy Johnson (B/U)*

### Gramavision

260 W. Broadway  
New York, NY 10013  
(212) 226-7057  
*Suzanne Berg (Jazz)*

### Greene Street

46 W. 11th Street  
New York, NY 10011  
(212) 674-1837  
*Tom Rogan (Jazz)*

### GRP

555 W. 57th Street  
New York, NY 10019  
(212) 245-7033  
*Duke Dubois (Jazz)*

### Guacamole

P.O. Box 1624  
Pacifica, CA 94044  
(415) 355-5252  
*Paul Potyen (Jazz)*

### Heat Records

359 S. Arlington  
Akron, OH 44306  
(216) 762-2064  
*James McCants (B/U)*

### Hoodswamp

Box 855  
Greenville, NC 27834  
(919) 355-6525  
*Buzz Ledford (Ctry)*

### Important

149-03 Guy R. Brewer Blvd.  
Jamaica, NY 11434  
(718) 995-9200  
*Michael Schnapp (AOR)*  
14505 Hindry Street  
Lawndale, CA 90260  
(213) 643-9783  
*Patrick Cooney (AOR)*

### India Navigation

177 Franklin Street  
New York, NY 10013  
(212) 219-3670  
*Beth Cummins (Jazz)*

### Inner City

3030 Alta View Drive  
Suite C203  
San Diego, CA 92139  
(619) 267-8828  
*Dave Kratka (Jazz)*

### IRS

445 Park Avenue  
6th Floor  
New York, NY 10022  
(212) 605-0601  
*Michael Plen (CHR, AOR, A/C)*  
100 Universal City Plaza  
Building 422  
Universal City, CA 91608

### Island

(inc. **Antilles, 4th & Broadway, Garage, Mango, Prism**)  
14 East 4th Street  
3rd Floor  
New York, NY 10012  
(212) 477-8000  
*Phil Quartararo (CHR, AOR, A/C)*  
*Ruben Rodriguez (B/U)*  
6525 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 469-7205

### ITI

P.O. Box 2168  
Van Nuys, CA 91404  
(213) 851-8852  
*Mike Dion (Jazz)*

### Ivory

P.O. Box 194  
Balboa Island, CA 92662  
(818) 846-6781  
*Jim Snowden (Jazz)*

### Jam

1737 DeSales Street, NW  
Suite 300  
Washington, D.C. 20036  
(202) 638-3355  
*Richard Spring (Jazz)*

### Jamex

15301 Ventura Blvd.  
Suite 320  
Sherman Oaks, CA 91403  
(818) 906-3131  
*Saul Greenberg (Ctry)*

### Jammer

38 Music Square East  
Nashville, TN 37203  
(615) 726-0300

### Jazzmania

60 Pineapple Street  
Apartment 7B  
Brooklyn, NY 11201  
(718) 852-3572  
*Mike Morgenstern (Jazz)*

### Jazzology

3008 Wadsworth Mill Place  
Decatur, GA 30032  
(404) 288-1480  
*George H. Buck, Jr. (Jazz)*

### Jem

(inc. **Passport, PVC**)  
3619 Kennedy Road  
South Plainfield, NJ 07080  
(201) 753-6100  
*Bob Aponti (AOR)*

### Jewel

(inc. **CMC, Paula, Ronn, Wilbe**)  
728 Texas Street  
P.O. Box 1125  
Shreveport, LA 71163  
(318) 459-3751  
*Stan Lewis (B/U)*

### Joey Boy

3081 NW 24th Street  
Miami, FL 33142  
(305) 635-5588  
*Allen Johnston (B/U)*

### JWP

1944½ N. Cahuenga Blvd.  
Los Angeles, CA 90028  
(213) 460-6763  
*Jeanie Long (B/U)*

### Landmark

2600 10th Street  
Berkeley, CA 94710  
(415) 849-0442  
*Dede Whiteside (Jazz)*

### Lew's Record Co.

1865 N. Fuller  
Suite 207  
Hollywood, CA 90046  
(213) 876-4071  
*Lew Linet (A/C)*

### Lifesong

94 Grand Avenue  
Englewood, NJ 07631  
(201) 568-3996  
*Vincent Adinolfi (A/C)*

### Living Music

65G Gate 5 Road  
Sausalito, CA 94965  
(415) 331-2401  
*Paul Schulman (JAZZ)*

### Macola

(inc. **Rapsur, Dream Team, Kru-Cut, Freakbeat**)  
6209 Santa Monica Blvd.  
Los Angeles, CA 90038  
(213) 469-5821  
*Don MacMillan (B/U)*

### Malaco

P.O. Box 9287  
Jackson, MS 39206  
(601) 982-4522  
*Dave Clark (B/U)*

### Manhattan

(inc. **Blue Note, Philadelphia International**)  
1370 Avenue Of The Americas  
16th Floor  
New York, NY 10019  
(212) 757-7470  
*Gordon Anderson (CHR, AOR, B/U, A/C, Jazz)*

### MCA

(inc. **Camel, Constellation, Curb, IRS**)  
70 Universal City Plaza  
Universal City, CA 91608  
(818) 508-4000  
*Steve Meyer (CHR, A/C)*  
*John Schoenberger (AOR)*  
*Jheryl Busby (B/U, Jazz)*  
1701 West End Avenue  
Suite 400  
Nashville, TN 37203  
(615) 244-8944  
*Shelia Shipley (Ctry)*

# DIRECTORY

## Record Companies

### Mei-O

94 Union St.  
Jersey City, N.J. 07304  
(201) 432-5444  
*Melvin Odoms (B/U)*

### Memory Machine

2716 Penn Avenue  
Pittsburgh, PA 15222  
(800) 245-4805  
*Harvey Campbell (Ctry)*

### Mesa

P.O. Box 25066  
Nashville, TN 37202  
(615) 269-0593  
*Taylor Sparks (Ctry)*

### Mirage

75 Rockefeller Plaza  
New York, NY 10019  
*Jerry Greenberg (CHR, AOR, A/C)*  
9229 Sunset Blvd.  
Suite 710  
Los Angeles, CA 90069  
(213) 465-5144  
*Bob Greenberg (CHR, AOR, A/C)*

### Mirus Music

(inc. **Lakeside, Future**)  
2440 Lakeside Avenue  
Cleveland, OH 44114  
(216) 241-0892  
*Doc Remer (B/U, Jazz)*

### Modern

9111 Sunset Blvd., Penthouse  
Los Angeles, CA 90069  
(213) 273-8111  
*Paul Fishkin (CHR)*  
*Marc Kreiner (B/U)*

### Montage

112 S. 16th Street  
Suite 906  
Philadelphia, PA 19102  
(215) 567-1696  
*Frank Chackler (CHR)*

### Moonshine

1201 Division Street  
Nashville, TN 37203  
(615) 244-1990  
*Tracy Gaylord (Ctry)*

### Moss Music Group

48 West 38th Street  
New York, NY 10018  
(212) 944-9560  
*Claudia Dumitrescu (A/C)*

### Motown

(inc. **Gordy, Tamla**)  
6255 Sunset Blvd.  
17th Floor  
Los Angeles, CA 90028  
(213) 468-3500  
*Michael Lessner (CHR)*  
*Maurice Watkins (B/U)*  
*Vicki Leben (A/C)*

### MPB

5535 Balboa Blvd.  
Suite 214  
Encino, CA 91316  
(213) 986-5130  
*Ray Shaw (Ctry)*

### MTM

Box 121347  
Nashville, TN 37212  
(615) 327-4494  
*Bruce Shindler (Ctry)*

### Muse/Savoy

160 W. 71st Street  
New York, NY 10023  
(212) 873-2020  
*Joe Fields (Jazz)*

### National Distribution Network

(inc. **Telstar, Riza, Man, Pizazz, Unlimited Gold**)  
34-12 36th St.  
Astoria, NY 11106  
(718) 729-5800  
*Neil Levine (B/U)*

### Nationwide Sound Distributors

(inc. **NSD, AMI Soundwaves, Mesa, Myrtle, Grass, Able, Rhinestone, Soapville, Raven, Charta, Seeds, Clockwork, S.S. Titanic, Concert**)  
1204 Elmwood Avenue  
Nashville, TN 37212  
(615) 385-2704  
*Betty Gibson (Ctry)*

### Network

8255 Sunset Blvd.  
Suite 204  
Los Angeles, CA 90046  
(213) 650-3940  
*John Brodey (CHR, AOR, A/C)*

### New Colony

455 Massieville Road  
Chillicothe, OH 45601  
(614) 663-4030  
*Harriet Dwight (Ctry)*

### New York Music

(inc. **Mainline**)  
29 West 57th Street  
New York, NY 10019  
(212) 980-1485  
*Denny Zeitler (B/U)*

### NIA

790 Riverside Dr.  
Suite 6-D  
New York, NY 10032  
(212) 281-8900  
*Jerrie Turner (B/U)*

### Nimbus

P.O. Box 205  
Santa Barbara, CA 91302  
(805) 682-6873  
*Tom Albach (Jazz)*

### Nite Records Of America

9145 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 273-6001  
*Ray White (Ctry)*

### Noble Vision

P.O. Box 1387  
Franklin, TN 37065  
(615) 794-1905  
*Don Tolle (Ctry)*

### Noran

27 S. El Molino Avenue  
Pasadena, CA 91101  
(818) 449-9266  
*Tim Kenefick (Jazz)*

### Palo Alto

(inc. **TBA, Tall Tree**)  
11026 Ventura Blvd.  
Suite 3  
Studio City, CA 91604  
(213) 877-5016  
*Don Graham (B/U, Jazz)*

### Pandisc

13116 NW 7th Avenue  
Miami, FL 33168  
(305) 687-3761  
*Joe Kolsky (B/U)*

### Panoramic

60 Main Street  
Hackensack, NJ 07601  
(201) 489-2320  
*Lenny Adams (B/U)*

### Pasha

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Los Angeles, CA 90069  
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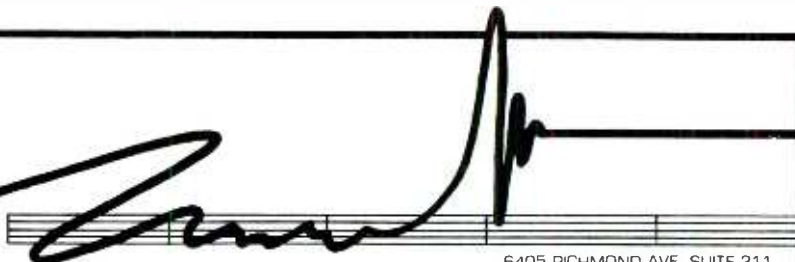
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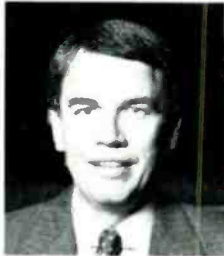
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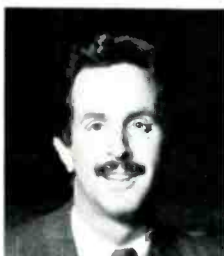
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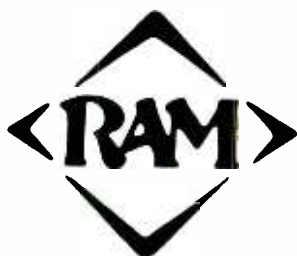
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(202) 429-5300  
*Edward O. Fritts, President*  
*David Parnigoni, Sr. VPRadio*

### National Association Of Farm Broadcasters

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Topeka, KS 66601  
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### National Radio Broadcasters Association

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*Bernie Mann, President*

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New York, NY 10017  
(212) 599-6666  
*William L. Stakelin, President/CEO*

### Radio Network Association

51 East 42nd Street  
New York, NY 10017  
(212) 573-9122  
*Richard Brescia, President*

### Radio-Television News Directors Association

1735 DeSales Street, NW  
Washington, DC 20036  
(202) 737-8657  
*Lou Adler, President*

## A/C Stable Atop The Format File; CHR Growth Continues; Country Still Showing Slippage In Spring '85 Survey Results

**C**ompiling the Spring '85 edition of the Ratings Report was a religious experience — in a sense. You'd be surprised how much truth and light are shed on format advances and declines when you delve into the top 100 metros. A sudden dose of reality is injected into the format fracas.

This sweep saw a rerun of past Ratings Reports, with Adult/Contemporary again leading the pack. In fact, the overall tally for A/C stations in the top 100 metros was identical to the showing posted by the format in our fall '84 report. Compared to the spring '84 sweep, A/C was actually up slightly this time.

One format that has been the focus of much speculation is Contemporary Hit Radio (CHR). Is the hit-bound sound still on the rise, or has it peaked? Judging by our analysis, CHR is up — and up notably. The overall CHR score places it a strong second to A/C, and the CHR showing is up 13% on a 12+ basis compared to the spring '84 survey. While CHR has become fragmented in some larger markets, the format is still showing healthy growth in medium markets. It will be interesting to see what the fall '85 Arbitron tea leaves have to say about CHR, but for now it's the format on the rise.

As in our last two Ratings Reports, Country remains in third place overall among the top 100 markets. However, the 12+ share trend continues to show slippage. Country may actually be delivering just as many quarter-hour listeners as in the past, but with the growth of CHR, Country's shares have declined. In fact, the overall Country score is down 10% from spring '84.

As for the other major formats, the picture is one of stability or softening. Beautiful Music/Easy Listening posted a mellow score virtually identical to that seen in the last two major sweeps. Album Oriented Rock (AOR), fifth in the overall derby, was down slightly from the spring '84 sweep but was again almost a carbon copy of the fall '84 returns.

The Black/Urban Contemporary format spectrum has been slipping over the last few major books, and the trend continued this survey as well. The format's 10% softening versus last spring may be related to the growth of CHR, as some quarter hours are shifted to that format. Meanwhile, News/Talk stations continued to pull in a consistent level of listening good enough for seventh in the overall ratings race.

The best news about these results is that there was little going on at Arbitron to affect the ballgame. No major methodology changes were plugged in, and no massive redefinition of markets was in effect. A relatively clean job done by the ratings kingpin this sweep.

Before you dig into this version of the Ratings Report, keep in mind that we are already thinking about the next project dealing with the fall '85 estimates. We will continue to improve this volume based on your input, so keep the suggestions coming.

As you prepare to weave through the numbers and commentary here keep in mind a "cast of thousands" makes this Ratings Report possible: First, sincerest thanks to **Gil Bond**, whose Market-By-Market computerized ratings system supplies us with the research data and ratings breakouts. Also, a hearty "thanks" to **Ellen Gazecki**, who performed yeoman's work in an unexpected crunch; to **Hurricane Heeran**, who practically moved into the R&R building to make sure that the ratings process went smoothly; and to **Susan Bravman**, who worked beyond the call of duty to get this book out. Thanks, too, to Senior Associate Editor **Keith Attarian** for organizing the ratings schedule and staff; to Associate Editors **Jaye Case**, **Yvonne Olson**, and **Sean Ross**, and Editorial Assistants **Nancey Rabiner** and **Tony Rice**, whose input was invaluable and vital. Kudos to Production Director **Richard Agata** and Art Director **Richard Zumwalt** and the rest of R&R's Production Department — **Teresa Chavez**, **Marilyn Frandsen**, **Lucie Morris**, **Todd Pearl**, **Maria Quinones**, **Kent Thomas**, **Gary Van Der Steur**, and **Roger Zumwalt** — whose expertise and professionalism made this report a physical reality. Special thanks to Managing Editor **Jeff Green**, Executive Editor **Gail Mitchell**, and Sr. VP/Editor **Ken Barnes**, whose guidance and direction was immeasurable; and to Specials Editor **Reed Bunzel**, who supervised and coordinated the project from the start. Last, but not least, thanks to the R&R Computer Services Department — Director **Dan Cole**, and **Lee Clark** and **Mike Lane** — for the technical expertise and computer program which makes this volume possible.

Now — dig in and enjoy your journey through Spring 1985.

— 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 TALO.

## ☐ 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 =** 
$$\frac{\text{Cume Audience}}{\text{Average ¼ hr Audience}}$$

**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 =** 
$$\frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

**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.

# 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:**

Percent of Unweighted in-tab  
for whatever demo × metro in-tab total  
= Sample Size for any age/sex cell  
For example, Men 18-24 unweighted in-tab = 10%  
×

1200 total metro diaries

1200 × 10% × 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:**

Percent Recycling =

Cume Audience listening to both of two time periods

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:**

Hour-By-Hour Index =

Mon-Fri Hour-By-Hour figure

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.

## DR. DEMENTO

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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.

## BUDWEISER CONCERT HOUR

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# FORMAT PREFERENCE CHARTS

**E**ach 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 spring '85 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 19.7%**

**Ctry 13.7%**

**B/EZ 11.6%**

**AOR 10.8%**

**B/U 7.6%**

**N/T 5.6%**

**BBnd 2.8%**

**Gold 1.5%**

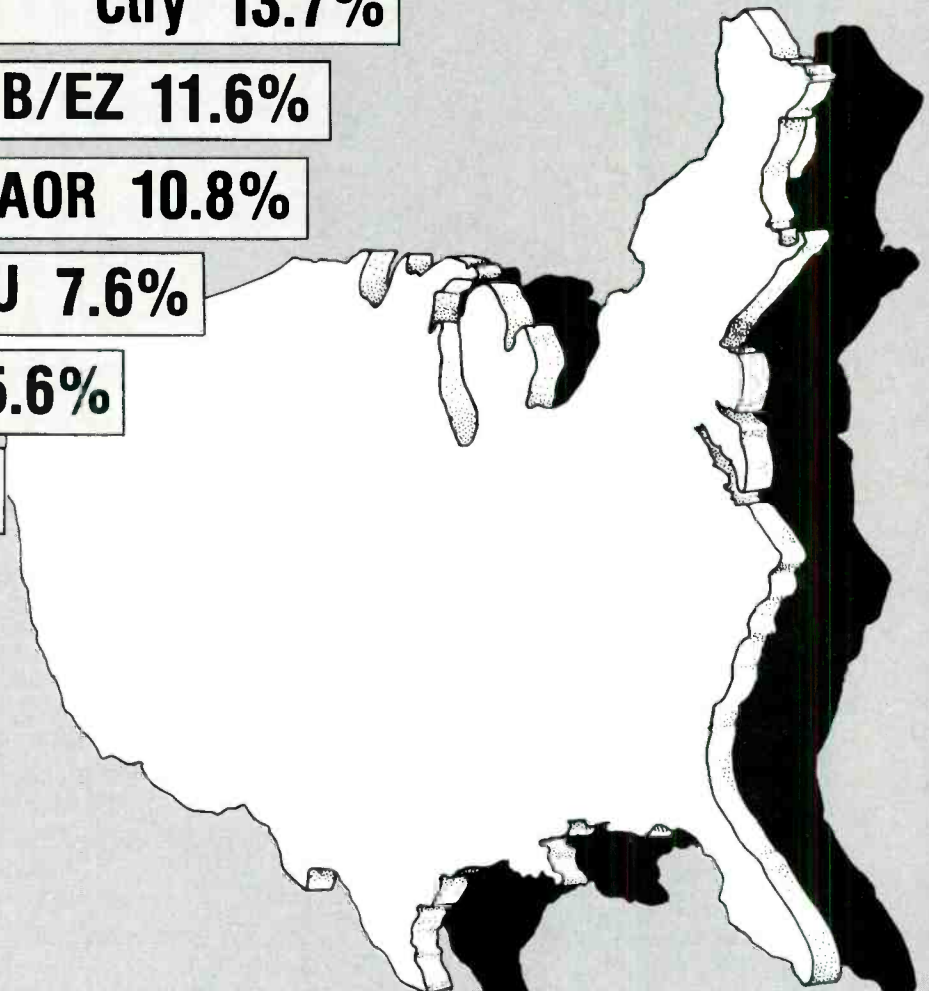
**Span 1.3%**

**Rel 1.0%**

**Misc .7%**

**Clas .5%**

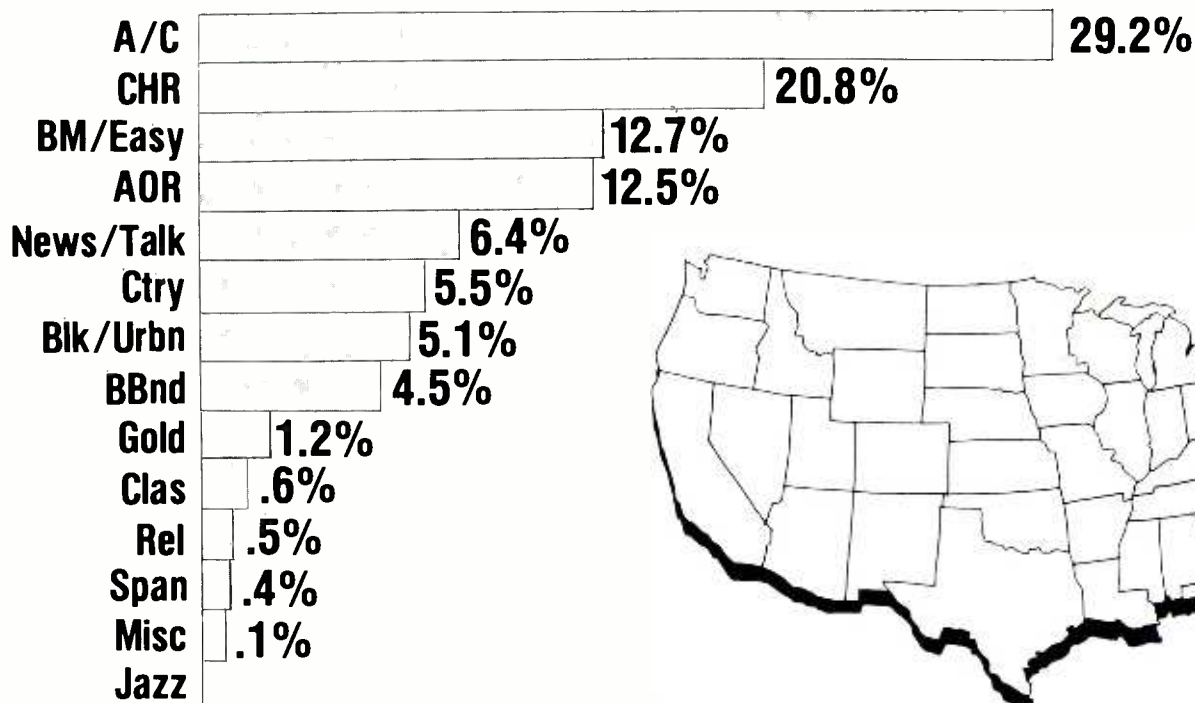
**Jazz .1%**



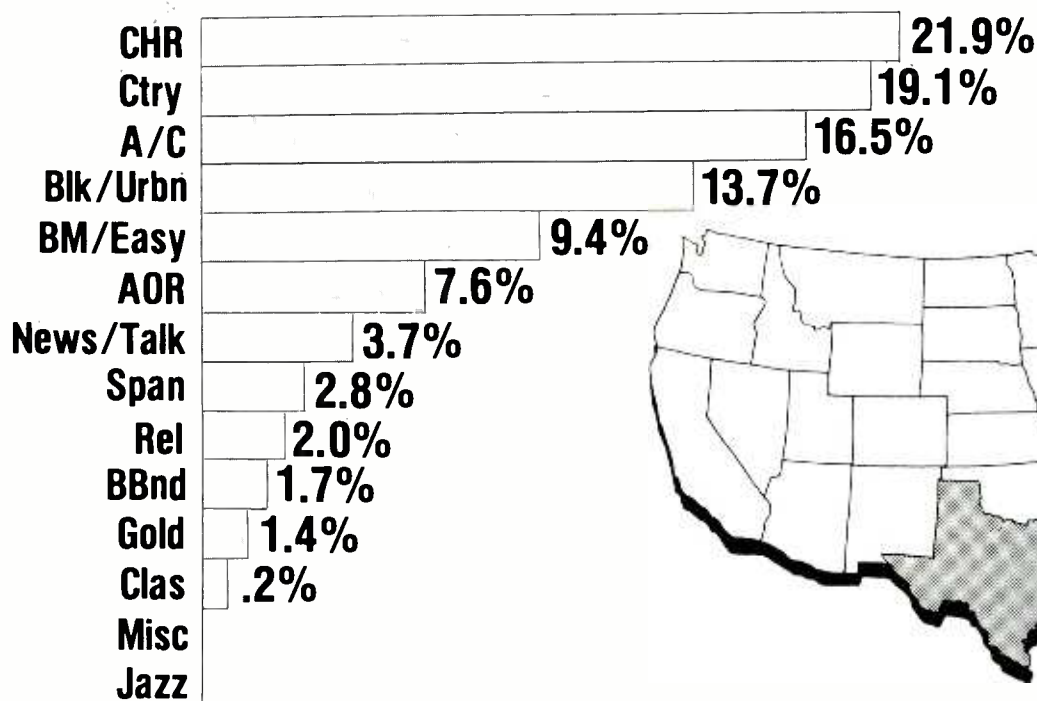
## Format Legend

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

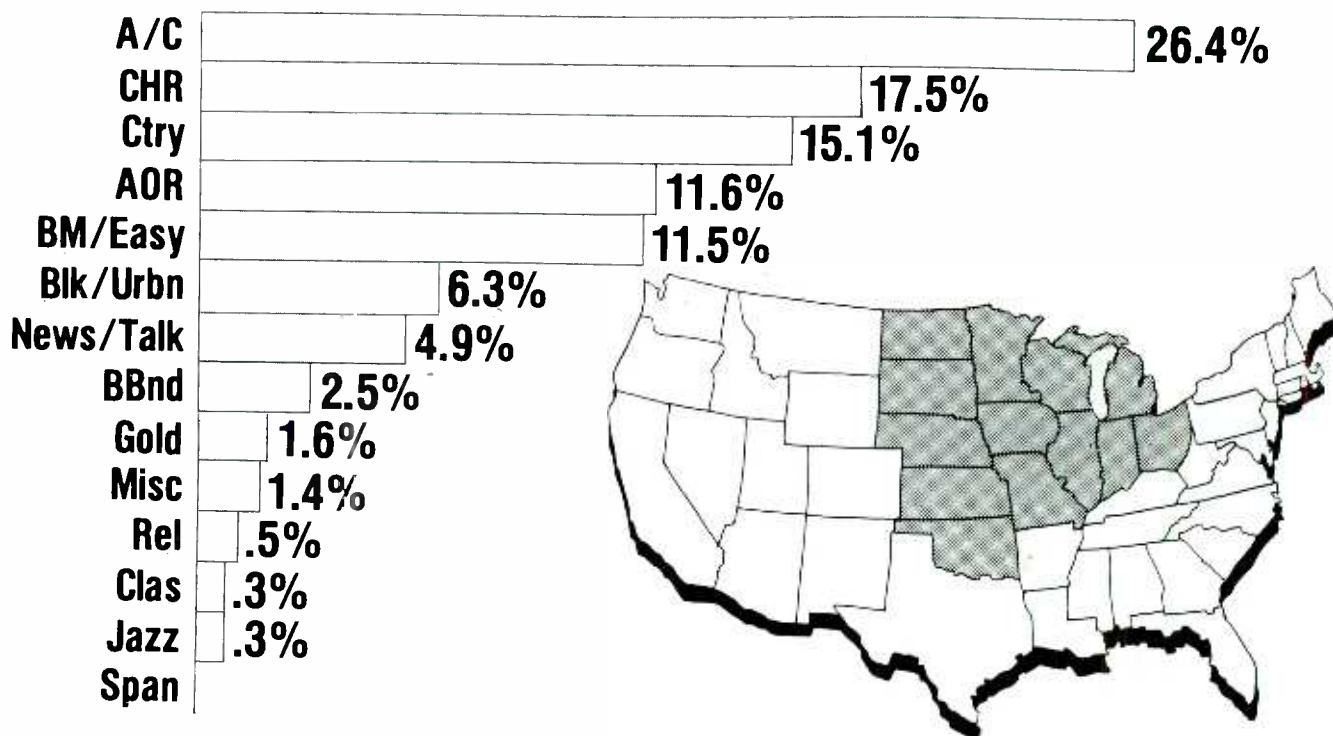
# EAST



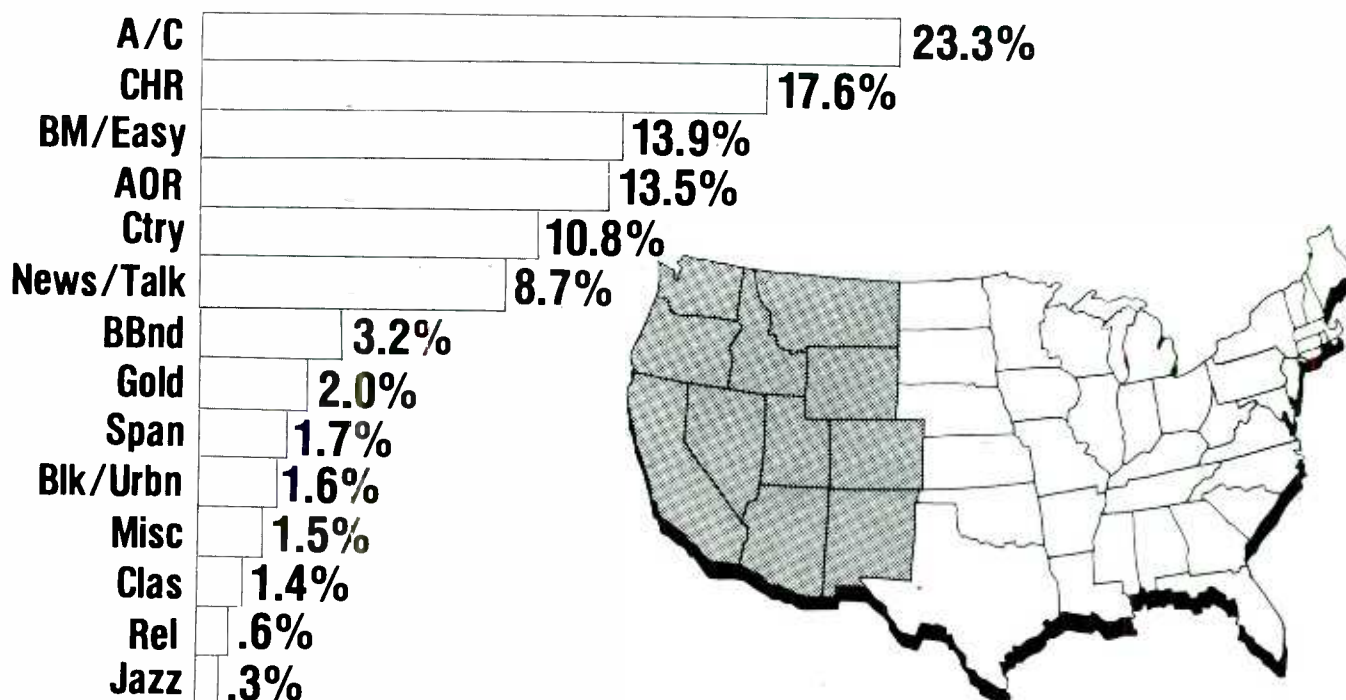
# SOUTH



# MIDWEST



# WEST



## NATIONAL ALL-FORMAT

AQH

CUME

1. WQUT/Johnson City (CHR) .....24.2
2. WIVK-FM/Knoxville (Ctry).....23.3
3. WCCO/Minneapolis (A/C) .....22.5
4. WGBT/McAllen-Brownsville (Span).....21.3
5. KIIK/Quad Cities (CHR) .....21.1
6. WVIC-FM/Lansing (CHR).....20.5
7. KFAB/Omaha (A/C) .....20.1
7. WTIC/Hartford (A/C).....20.1
9. WSKZ/Chattanooga (CHR) .....19.9
10. KMOX/St. Louis (Talk) .....19.7
11. WIOG/Saginaw (CHR) .....19.4
12. WNNK/Harrisburg (CHR) .....18.7
13. WCOS-FM/Columbia (Ctry) .....18.6
13. WXBQ/Johnson City (Ctry) .....18.6
15. KHFI/Austin (CHR).....18.4
16. KKYK/Little Rock (CHR).....18.0
17. WDUV/Sarasota (B/EZ) .....17.9
18. WHOT-FM/Youngstown (CHR) .....17.5
18. WIMZ-FM/Knoxville (AOR).....17.5
20. KXLY-FM/Spokane (B/EZ) .....16.9
20. KZZU/Spokane (CHR) .....16.9
22. WHBC/Canton (A/C) .....16.8
22. WTQR/Greensboro (Ctry) .....16.8
22. WYLD-FM/New Orleans (B/U) .....16.8
25. KOB-FM/Albuquerque (A/C) .....16.7

1. WHTZ/New York (CHR) .....2,637,900
2. WPLJ/New York (CHR) .....2,614,400
3. WINS/New York (News).....2,548,200
4. WCBS/New York (News) .....2,054,700
5. KIIS-FM/Los Angeles (CHR) .....1,984,900
6. WRKS/New York (B/U).....1,812,100
7. WNEW-FM/New York (AOR).....1,687,000
8. WOR/New York (Talk) .....1,674,000
9. WABC/New York (Talk) .....1,629,600
10. WNBC/New York (A/C) .....1,577,700
11. WGN/Chicago (Talk) .....1,521,900
12. WKTU/New York (CHR) .....1,437,800
13. WHN/New York (Ctry) .....1,416,400
14. WYNY/New York (A/C) .....1,393,800
15. WBLS/New York (B/U) .....1,371,300
16. WAPP/New York (CHR) .....1,350,700
17. KABC/Los Angeles (Talk) .....1,235,100
18. WPAT-FM/New York (B/EZ) .....1,223,500
19. WLTW/New York (A/C) .....1,211,400
20. WBBM/Chicago (News) .....1,122,300
21. WRFM/New York (B/EZ) .....1,102,800
22. KFWB/Los Angeles (News) .....1,050,100
23. KYW/Philadelphia (News) .....1,047,400
24. WBBM-FM/Chicago (CHR) .....1,036,400
25. WNEW/New York (BBnd) .....1,001,700

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# FORMAT LEADERS

## ADULT/CONTEMPORARY

AQH

CUME

|                              |      |
|------------------------------|------|
| 1. WCCO/Minneapolis-St. Paul | 22.5 |
| 2. KFAB/Omaha                | 20.1 |
| 2. WTIC/Hartford             | 20.1 |
| 4. WHBC/Canton               | 16.8 |
| 5. KOB-FM/Albuquerque        | 16.7 |
| 6. KSSK/Honolulu             | 16.6 |
| 7. WYYY/Syracuse             | 15.6 |
| 8. WCRZ/Flint                | 15.4 |
| 8. WIBC/Indianapolis         | 15.4 |
| 8. WIVY/Jacksonville         | 15.4 |
| 11. KDKA/Pittsburgh          | 15.1 |
| 11. WHAS/Louisville          | 15.1 |
| 13. WSYR/Syracuse            | 14.4 |
| 14. KOB/Albuquerque          | 14.2 |
| 15. WVOR/Rochester           | 13.6 |
| 16. WICC/Bridgeport          | 13.5 |
| 17. KULA/Honolulu            | 12.6 |
| 17. WJYO/Orlando             | 12.6 |
| 19. WRAL/Raleigh-Durham      | 12.5 |
| 20. WLAC-FM/Nashville        | 12.4 |
| 21. KZBS/Oklahoma City       | 12.3 |
| 21. WTMJ/Milwaukee           | 12.3 |
| 23. WMHE/Toledo              | 12.2 |
| 24. WGY/Albany-Schenectady   | 11.6 |
| 25. WRVA/Richmond            | 11.5 |

|                              |           |
|------------------------------|-----------|
| 1. WNBC/New York             | 1,577,700 |
| 2. WYNY/New York             | 1,393,800 |
| 3. WLTW/New York             | 1,211,400 |
| 4. WPIX/New York             | 999,700   |
| 5. KOST/Los Angeles          | 883,700   |
| 6. WFYR/Chicago              | 791,100   |
| 7. WCCO/Minneapolis-St. Paul | 764,700   |
| 8. KDKA/Pittsburgh           | 706,100   |
| 9. WLAK/Chicago              | 701,000   |
| 10. WCLR/Chicago             | 646,200   |
| 11. WBZ/Boston               | 601,200   |
| 12. WMGK/Philadelphia        | 583,600   |
| 13. KHTZ/Los Angeles         | 579,600   |
| 14. KMGG/Los Angeles         | 577,600   |
| 15. WNIC-FM/Detroit          | 572,000   |
| 16. WHDH/Boston              | 570,000   |
| 17. KVIL-FM/Dallas-Ft. Worth | 550,100   |
| 18. KYUU/San Francisco       | 542,900   |
| 19. WMET/Chicago             | 538,200   |
| 20. KIOI/San Francisco       | 516,900   |
| 21. KLTR/Houston-Galveston   | 511,700   |
| 22. KFI/Los Angeles          | 459,800   |
| 23. WMAL/Washington          | 450,300   |
| 24. WSNI/Philadelphia        | 446,300   |
| 25. WROR/Boston              | 432,100   |

## AOR

AQH

CUME

|                                 |      |
|---------------------------------|------|
| 1. WIMZ-FM/Knoxville            | 17.5 |
| 2. WFBQ/Indianapolis            | 15.5 |
| 3. WAAF/Worcester               | 14.0 |
| 4. KLAQ/El Paso                 | 13.8 |
| 5. KLBK-FM/Austin               | 13.6 |
| 6. KEZO/Omaha                   | 13.2 |
| 7. KSHE/St. Louis               | 12.9 |
| 8. KGB/San Diego (North County) | 12.4 |
| 9. WWCK/Flint                   | 11.8 |
| 10. KATT-FM/Oklahoma City       | 11.6 |
| 11. WLVQ/Columbus               | 11.5 |
| 12. KOMP/Las Vegas              | 11.4 |
| 13. WCMF/Rochester              | 11.2 |
| 13. WQMF/Louisville             | 11.2 |
| 13. WZZO/Allentown              | 11.2 |
| 16. KEZE/Spokane                | 10.9 |
| 16. WMMR/Philadelphia           | 10.9 |
| 18. KZAP/Sacramento             | 10.4 |
| 19. KICT/Wichita                | 10.3 |
| 21. WFYV/Jacksonville           | 10.3 |
| 21. KFMG/Albuquerque            | 10.2 |
| 21. WAQX-FM/Syracuse            | 10.2 |
| 23. WLAV-FM/Grand Rapids        | 10.0 |
| 24. WDIZ/Orlando                | 9.9  |
| 24. WIOT/Toledo                 | 9.9  |
| 24. WTUE/Dayton                 | 9.9  |

|                                       |           |
|---------------------------------------|-----------|
| 1. WNEW-FM/New York                   | 1,687,000 |
| 2. KMET/Los Angeles                   | 896,000   |
| 3. KLOS/Los Angeles                   | 846,900   |
| 4. WMMR/Philadelphia                  | 743,200   |
| 5. WLUP/Chicago                       | 739,500   |
| 6. KROQ/Los Angeles                   | 701,700   |
| 7. WRIF/Detroit                       | 584,500   |
| 8. WBCN/Boston                        | 552,300   |
| 9. WLLZ/Detroit                       | 536,800   |
| 10. WXRT/Chicago                      | 513,300   |
| 11. WYSP/Philadelphia                 | 462,500   |
| 12. WWDC-FM/Washington                | 459,200   |
| 13. KSHE/St. Louis                    | 446,300   |
| 14. KSSR/Houston-Galveston            | 438,800   |
| 15. WIOQ/Philadelphia                 | 425,100   |
| 16. KLOL/Houston-Galveston            | 421,600   |
| 17. KTXQ/Dallas-Ft. Worth             | 401,800   |
| 18. WCKG/Chicago                      | 354,600   |
| 19. WDVE/Pittsburgh                   | 348,500   |
| 20. WBAB/Nassau-Suffolk               | 344,700   |
| 21. KFOG/San Francisco                | 334,700   |
| 22. KQRS-AM & FM/Minneapolis-St. Paul | 334,400   |
| 23. WIYY/Baltimore                    | 331,600   |
| 24. WSHE/Miami                        | 328,500   |
| 25. WKLS-FM/Atlanta                   | 303,000   |

# FORMAT LEADERS

## BLACK/URBAN CONTEMPORARY

AQH

CUME

|                              |      |
|------------------------------|------|
| 1. WYLD-FM/New Orleans       | 16.8 |
| 2. WDZZ/Flint                | 15.1 |
| 3. WPEG/Charlotte-Gastonia   | 13.4 |
| 4. WHRK/Memphis              | 12.9 |
| 5. KHYS/Beaumont-Port Arthur | 12.8 |
| 6. WBLX/Mobile               | 11.9 |
| 7. WENN-FM/Birmingham        | 11.6 |
| 7. WGOK/Mobile               | 11.6 |
| 9. WPLZ/Richmond             | 11.4 |
| 10. WVEE/Atlanta             | 11.0 |
| 11. WWWZ/Charleston          | 10.8 |
| 12. WFXC/Raleigh-Durham      | 10.2 |
| 13. WPAL/Charleston          | 9.9  |
| 14. WJAX-FM/Jacksonville     | 9.7  |
| 15. WHYZ/Greenville          | 9.5  |
| 16. KMJQ/Houston-Galveston   | 9.3  |
| 17. KQXL-FM/Baton Rouge      | 9.1  |
| 17. WWDW/Columbia, S.C.      | 9.1  |
| 19. WUSL/Philadelphia        | 8.8  |
| 20. WJTT/Chattanooga         | 8.4  |
| 21. WTKL/Baton Rouge         | 8.3  |
| 21. WTLC/Indianapolis        | 8.3  |
| 23. WXOK/Baton Rouge         | 8.1  |
| 24. WQMG/Greensboro          | 7.5  |
| 25. KKDA-FM/Dallas           | 7.4  |
| 25. KRNH/Memphis             | 7.4  |
| 25. WQQK/Nashville           | 7.4  |

|                              |           |
|------------------------------|-----------|
| 1. WRKS/New York             | 1,812,100 |
| 2. WBLS/New York             | 1,371,300 |
| 3. WBMX-FM/Chicago           | 918,500   |
| 4. WGCI-FM/Chicago           | 850,800   |
| 5. WUSL/Philadelphia         | 642,100   |
| 6. WJLB/Detroit              | 528,500   |
| 7. KSOL/San Francisco        | 503,600   |
| 8. KMJQ/Houston-Galveston    | 502,800   |
| 9. KDAY/Los Angeles          | 487,600   |
| 10. WDAS-FM/Philadelphia     | 486,800   |
| 11. KJLH/Los Angeles         | 470,600   |
| 12. WKYS/Washington          | 437,300   |
| 13. WHUR/Washington          | 424,500   |
| 14. KUTE/Los Angeles         | 424,000   |
| 15. KACE/Los Angeles         | 421,100   |
| 16. WLIB/New York            | 391,800   |
| 17. WVEE/Atlanta             | 378,800   |
| 18. KKDA-FM/Dallas-Ft. Worth | 345,800   |
| 19. KBLX/San Francisco       | 329,100   |
| 20. WDJY/Washington          | 320,000   |
| 21. KGFJ/Los Angeles         | 303,000   |
| 22. WJPC/Chicago             | 294,300   |
| 23. WHQT/Miami               | 280,100   |
| 24. WXYV/Baltimore           | 275,000   |
| 25. KMJM/St. Louis           | 242,400   |

## BEAUTIFUL MUSIC/EASY LISTENING

AQH

CUME

|                             |      |
|-----------------------------|------|
| 1. WDUV/Sarasota            | 17.9 |
| 2. KXLY-FM/Spokane          | 16.9 |
| 3. WEZN/Bridgeport          | 16.4 |
| 4. WHIO-FM/Dayton           | 15.8 |
| 5. WEZK/ Knoxville          | 14.5 |
| 5. WWBA/Tampa               | 14.5 |
| 7. WHBC-FM/Canton           | 14.2 |
| 8. KXTZ/Las Vegas           | 13.6 |
| 9. WFMZ/Allentown           | 13.5 |
| 10. WEAT-FM/West Palm Beach | 13.0 |
| 11. WBNS-FM/Columbus        | 12.6 |
| 11. WLKW-FM/Providence      | 12.6 |
| 13. WRCH/Hartford           | 12.0 |
| 14. WHP-FM/Harrisburg       | 11.9 |
| 15. WSRS/Worcester          | 11.8 |
| 16. KJYK/Tucson             | 11.7 |
| 17. WEZO/Rochester          | 11.1 |
| 18. KKNB/Oklahoma City      | 10.7 |
| 19. KOSI/Denver             | 10.7 |
| 20. WFOG/Norfolk            | 10.6 |
| 20. WLQR/Toledo             | 10.6 |
| 22. WGER/Saginaw            | 10.5 |
| 23. KSFI/Salt Lake City     | 10.1 |
| 23. WLIF/Baltimore          | 10.1 |
| 25. WJYE/Buffalo            | 9.8  |

|                              |           |
|------------------------------|-----------|
| 1. WPAT-FM/New York          | 1,223,500 |
| 2. WRFM/New York             | 1,102,800 |
| 3. KBIG/Los Angeles          | 855,200   |
| 4. WLOO/Chicago              | 771,800   |
| 5. KJOI/Los Angeles          | 748,700   |
| 6. WPAT/New York             | 705,500   |
| 7. WEAZ/Philadelphia         | 640,200   |
| 8. WGAY/Washington           | 527,200   |
| 9. WJOI/Detroit              | 493,300   |
| 10. WLYF/Miami               | 417,300   |
| 10. KODA/Houston-Galveston   | 403,100   |
| 12. WJIB/Boston              | 395,600   |
| 13. KABL-FM/San Francisco    | 381,700   |
| 14. KSFO/San Francisco       | 358,500   |
| 15. WWBA/Tampa               | 357,300   |
| 16. WSHH/Pittsburgh          | 343,600   |
| 17. WLIF/Baltimore           | 341,000   |
| 18. KMEZ-FM/Dallas-Ft. Worth | 325,000   |
| 19. KOIT-FM/San Francisco    | 322,100   |
| 20. KOSI/Denver              | 313,100   |
| 21. KABL/San Francisco       | 296,700   |
| 22. KEZK/St. Louis           | 284,900   |
| 23. WLKW-FM/Providence       | 284,000   |
| 24. KNOB/Los Angeles         | 279,000   |
| 25. KJQY/San Diego           | 270,300   |

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## THREE COMPELLING REASONS TO CONSIDER THE EASY LISTENING FORMAT... AND BONNEVILLE.

---

ONE: Demos are one of the criteria used to judge a radio station's performance. Therefore, the right demo in a competitive market could be the edge your station needs.

Bonneville Easy Listening stations deliver the 35-54 audience. Our listeners spend money... more than any other age group.

TWO: What plays well in one market may need adjustments in another. That takes flexibility.

Unlike other delivery systems, Bonneville offers an Easy Listening taped format of incredibly high quality, easy maintenance and total flexibility... no time zone shift or fixed commercial windows to fill.

THREE: Every syndicator has a success story, but nobody comes close to Bonneville.

In markets where there is more than one Easy Listening station, Bonneville wins seven out of eleven times.

Demos. Flexibility. Success. We are Bonneville, and the more you know about Easy Listening Music, the better we sound.

 **BONNEVILLE**  
BROADCASTING SYSTEM

4080 COMMERCIAL AVENUE  
NORTHBROOK, ILLINOIS 60062  
1-800-631-1600

SOURCE: ARBITRON, Spring 1985. Adults 35-54  
Shares, Monday-Sunday, 6AM-12M. MSA. Subject to survey  
qualifications. Based on ARB rated markets.

# FORMAT LEADERS

## CONTEMPORARY HIT RADIO

|                                     | AQH  |                                     | CUME      |
|-------------------------------------|------|-------------------------------------|-----------|
| 1. WQUT/Johnson City .....          | 24.2 | 1. WHTZ/New York .....              | 2,637,900 |
| 2. KIIK/Quad Cities .....           | 21.1 | 2. WPLJ/New York .....              | 2,614,400 |
| 3. WVIC-FM/Lansing .....            | 20.5 | 3. KIIS-FM/Los Angeles .....        | 1,984,900 |
| 4. WSKZ/Chattanooga .....           | 19.9 | 4. WKTU/New York .....              | 1,437,800 |
| 5. WIOG/Saginaw .....               | 19.4 | 5. WAPP/New York .....              | 1,350,700 |
| 6. WNNK/Harrisburg .....            | 18.7 | 6. WBBM-FM/Chicago .....            | 1,036,400 |
| 7. KHFI/Austin .....                | 18.4 | 7. WKQX/Chicago .....               | 858,900   |
| 8. KKYK/Little Rock .....           | 18.0 | 8. KKHR/Los Angeles .....           | 831,900   |
| 9. WHOT-FM/Youngstown .....         | 17.5 | 9. WLS-FM/Chicago .....             | 817,300   |
| 10. KZZU/Spokane .....              | 16.9 | 10. WLS/Chicago .....               | 779,300   |
| 11. WRVQ/Richmond .....             | 16.6 | 11. WCAU-FM/Philadelphia .....      | 762,900   |
| 12. WABB-FM/Mobile .....            | 16.4 | 12. WHYT/Detroit .....              | 737,600   |
| 13. KQKQ/Omaha .....                | 16.1 | 13. KIQQ/Los Angeles .....          | 667,100   |
| 14. WTIC-FM/Hartford .....          | 15.8 | 14. WCZY/Detroit .....              | 662,600   |
| 15. WSSX/Charleston .....           | 15.3 | 15. KKBQ-FM/Houston-Galveston ..... | 653,800   |
| 16. KBFM/McAllen-Brownsville .....  | 14.3 | 16. WZGC/Atlanta .....              | 579,500   |
| 17. KKXX/Bakersfield .....          | 13.9 | 17. WHYI/Miami .....                | 569,400   |
| 17. WNOK-FM/Columbia,S.C .....      | 13.9 | 18. WHTT/Boston .....               | 548,800   |
| 19. KAMZ/El Paso .....              | 13.7 | 19. WXKS-FM/Boston .....            | 547,400   |
| 20. KKRQ/Wichita .....              | 13.5 | 20. KMEL/San Francisco .....        | 537,800   |
| 21. KRQQ/Tucson .....               | 13.3 | 21. KRBE-FM/Houston-Galveston ..... | 523,100   |
| 22. KZZB/Beaumont-Port Arthur ..... | 13.0 | 22. WBZZ/Pittsburgh .....           | 503,800   |
| 23. WFMF/Baton Rouge .....          | 12.5 | 23. WRQX/Washington .....           | 499,800   |
| 23. WPYX-FM/Rochester .....         | 12.5 | 24. WINZ-FM/Miami .....             | 489,600   |
| 25. KLUC/Las Vegas .....            | 12.4 | 25. KITS/San Francisco .....        | 478,600   |
| 25. WEZB/New Orleans .....          | 12.4 | 25. WAVA/Washington .....           | 478,600   |
| 25. WRBQ-FM/Tampa .....             | 12.4 |                                     |           |

## COUNTRY

|                                     | AQH  |                                     | CUME      |
|-------------------------------------|------|-------------------------------------|-----------|
| 1. WIVK-FM/Knoxville .....          | 23.3 | 1. WHN/New York .....               | 1,416,400 |
| 2. WCOS-FM/Columbia .....           | 18.6 | 2. WMAQ/Chicago .....               | 821,800   |
| 2. WXBQ/Johnson City .....          | 18.6 | 3. KZLA/Los Angeles .....           | 491,400   |
| 4. WTQR/Greensboro .....            | 16.8 | 4. WUSN/Chicago .....               | 475,900   |
| 5. WUSY/Chattanooga .....           | 16.2 | 5. KIKK-FM/Houston-Galveston .....  | 467,800   |
| 6. WESC-FM/Greenville .....         | 15.9 | 6. KLAC/Los Angeles .....           | 460,000   |
| 7. WKCQ/Saginaw .....               | 15.7 | 7. WBAP/Dallas-Ft. Worth .....      | 409,100   |
| 8. KFDI-FM/Wichita .....            | 15.2 | 8. KSAN/San Francisco .....         | 385,400   |
| 9. WKSJ-FM/Mobile .....             | 15.1 | 9. WKHX/Atlanta .....               | 355,000   |
| 10. KSSN/Little Rock .....          | 14.1 | 10. KSCS/Dallas-Ft. Worth .....     | 349,100   |
| 10. KYKR/Beaumont-Port Arthur ..... | 14.1 | 11. KILT-FM/Houston-Galveston ..... | 340,700   |
| 12. WAMZ/Louisville .....           | 14.0 | 12. WWWW/Detroit .....              | 336,800   |
| 13. KUZZ/Bakersfield .....          | 13.4 | 13. KPLX/Dallas-Ft. Worth .....     | 323,900   |
| 14. WZZK/Birmingham .....           | 12.8 | 14. KNEW/San Francisco .....        | 311,400   |
| 15. KDRK/Spokane .....              | 12.6 | 15. WMZQ-AM & FM/Washington .....   | 303,400   |
| 15. KVOO/Tulsa .....                | 12.6 | 16. WIL-FM/St. Louis .....          | 276,400   |
| 15. WSOC-FM/Charlotte .....         | 12.6 | 17. WDAF/Kansas City .....          | 253,500   |
| 18. WLLR/Quad Cities .....          | 12.5 | 18. WXTU/Philadelphia .....         | 243,600   |
| 19. KASE/Austin .....               | 11.9 | 19. KEEY/Minneapolis-St. Paul ..... | 240,000   |
| 19. WEZL/Charleston .....           | 11.9 | 20. KNIX-FM/Phoenix .....           | 228,400   |
| 21. KWEN/Tulsa .....                | 11.4 | 21. WPOC/Baltimore .....            | 223,400   |
| 22. WSM-FM/Nashville .....          | 11.1 | 22. WQYK/Tampa .....                | 206,000   |
| 23. WKJN-FM/Baton Rouge .....       | 11.0 | 23. WPKX-FM/Washington .....        | 198,000   |
| 24. WDAF/Kansas City .....          | 10.7 | 24. KUSA/St. Louis .....            | 193,500   |
| 25. KXXY/Oklahoma City .....        | 10.6 | 25. WDGY/Minneapolis .....          | 192,800   |

# Your Country's Calling.

**Music Country Radio Network  
puts your listeners on the line with their  
favorite country music stars.**

Music Country Radio Network has it all! The winning mix of country music and information, with call-in conversations between your listeners and country music's biggest stars...all live from Music City!

With Music Country Radio Network, you'll have quality programming all night long at lower cost...the kind of programming that draws regular listeners, builds audiences, and boosts ratings. Your nights will be more sell-able, and the results will show in your bottom line!

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For more information, contact  
Jeff Lyman at (615) 889-6595.



# FORMAT LEADERS

## BIG BAND

AQH

CUME

|                          |     |
|--------------------------|-----|
| 1. WMAS-FM/Springfield   | 8.5 |
| 2. WNJY/West Palm Beach  | 7.7 |
| 3. WECK/Buffalo          | 6.9 |
| 4. KRLD/Dallas-Ft. Worth | 6.8 |
| 5. WOKY/Milwaukee        | 6.7 |
| 6. WYLF/Rochester        | 6.4 |
| 7. WKAP/Allentown        | 6.3 |
| 8. WAMR/Sarasota         | 6.2 |
| 9. WDAE/Tampa            | 5.7 |
| 10. WFBL/Syracuse        | 5.6 |

|                                    |           |
|------------------------------------|-----------|
| 1. WNEW/New York                   | 1,001,700 |
| 2. KMPC/Los Angeles                | 782,200   |
| 3. WJJD/Chicago                    | 445,700   |
| 4. CKLW/Detroit                    | 391,800   |
| 5. WPEN/Philadelphia               | 377,800   |
| 6. WAIT/Chicago                    | 282,900   |
| 7. KMPC/Los Angeles (Anaheim Book) | 217,600   |
| 8. WRTH/St. Louis                  | 174,300   |
| 9. WBBG/Cleveland                  | 173,400   |
| 10. WOKY/Milwaukee                 | 165,900   |

## NEWS/TALK

AQH

CUME

|                                            |      |
|--------------------------------------------|------|
| 1. KMOX/St. Louis (Talk)                   | 19.7 |
| 2. KIRO/Seattle (N/T)                      | 10.2 |
| 3. KTAR/Phoenix (N/T)                      | 10.1 |
| 4. WGN/Chicago (Talk)                      | 9.6  |
| 5. KGO/San Francisco (San Jose Book) (N/T) | 8.8  |
| 6. KMJ/Fresno (N/T)                        | 8.5  |
| 7. KGO/San Francisco (N/T)                 | 8.2  |
| 8. KARN/Little Rock (N/T)                  | 8.0  |
| 9. WOC/Quad Cities (N/T)                   | 7.9  |
| 10. KTOK/Oklahoma City (N/T)               | 7.2  |
| 11. WJNO/West Palm Beach (N/T)             | 7.1  |
| 12. KCMO/Kansas City (N/T)                 | 6.8  |
| 12. WBBW/Youngstown (N/T)                  | 6.8  |
| 12. WQBK/Albany (Talk)                     | 6.8  |
| 15. WRKO/Boston (Talk)                     | 6.7  |
| 16. KYW/Philadelphia (News)                | 6.5  |
| 17. WHJJ/Providence (N/T)                  | 6.4  |
| 18. KABC/Los Angeles (Talk)                | 6.3  |
| 19. KLBK/Austin (N/T)                      | 5.8  |
| 19. WKIS/Orlando (N/T)                     | 5.8  |
| 21. KABC/Los Angeles (Talk) (Anaheim Book) | 5.7  |
| 21. KFBK/Sacramento (N/T)                  | 5.7  |
| 23. KXL/Portland (News)                    | 5.6  |
| 23. WWL/New Orleans (N/T)                  | 5.6  |
| 25. KSDO/San Diego (N/T)                   | 5.5  |
| 25. WCKY/Cincinnati (N/T)                  | 5.5  |

|                                   |           |
|-----------------------------------|-----------|
| 1. WINS/New York (News)           | 2,548,200 |
| 2. WCBS/New York (News)           | 2,054,700 |
| 3. WOR/New York (Talk)            | 1,674,000 |
| 4. WABC/New York (Talk)           | 1,629,600 |
| 5. WGN/Chicago (Talk)             | 1,521,900 |
| 6. KABC/Los Angeles (Talk)        | 1,235,100 |
| 7. WBBM/Chicago (News)            | 1,122,300 |
| 8. KFVB/Los Angeles (News)        | 1,050,100 |
| 9. KYW/Philadelphia (News)        | 1,047,400 |
| 10. KNX/Los Angeles (News)        | 959,200   |
| 11. KGO/San Francisco (N/T)       | 879,600   |
| 12. KMOX/St. Louis (Talk)         | 755,100   |
| 13. KCBS/San Francisco (News)     | 734,700   |
| 14. WCAU/Philadelphia (N/T)       | 599,800   |
| 15. WIND/Chicago (Talk)           | 540,700   |
| 16. WWJ/Detroit (News)            | 528,100   |
| 17. WMCA/New York (Talk)          | 500,800   |
| 18. KRLD/Dallas-Ft. Worth (News)  | 498,100   |
| 19. WRKO/Boston (Talk)            | 493,000   |
| 20. KIRO/Seattle (News)           | 464,200   |
| 21. WEEI/Boston (News)            | 456,500   |
| 22. KTRH/Houston-Galveston (News) | 445,500   |
| 23. WTOP/Washington (News)        | 370,600   |
| 24. WXYT/Detroit (Talk)           | 339,700   |
| 25. WWDB/Philadelphia (Talk)      | 303,800   |

## SPANISH

AQH

CUME

|                             |      |
|-----------------------------|------|
| 1. KGBT/McAllen-Brownsville | 21.3 |
| 2. KIWW/McAllen-Brownsville | 8.5  |
| 3. KWAC/Bakersfield         | 8.3  |
| 4. WQBA/Miami               | 5.7  |
| 5. KAMA/El Paso             | 5.4  |
| 6. KCOR/San Antonio         | 5.0  |
| 7. KGST/Fresno              | 4.9  |
| 8. KQXX/McAllen-Brownsville | 4.6  |
| 9. KEDA/San Antonio         | 4.4  |
| 10. KXEW/Tucson             | 4.3  |

|                     |         |
|---------------------|---------|
| 1. WADO/New York    | 389,100 |
| 2. KTNQ/Los Angeles | 346,600 |
| 3. KLVE/Los Angeles | 339,400 |
| 4. KALI/Los Angeles | 267,900 |
| 5. KWKW/Los Angeles | 262,100 |
| 6. WSKQ/New York    | 247,100 |
| 7. KSKQ/Los Angeles | 236,200 |
| 8. WQBA/Miami       | 210,300 |
| 9. WOJO/Chicago     | 191,000 |
| 10. WQBA-FM/Miami   | 163,600 |

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(303) 388-9245

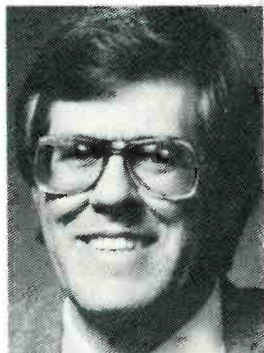


# DRIVETIME DOMINATORS

## AM Drive/Top 25



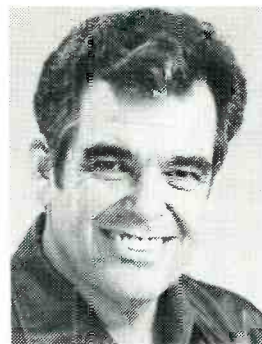
Steve Taylor  
WQUT/Johnson City



Larry Ahrens  
KOB/Albuquerque



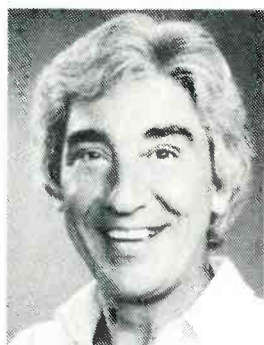
Craig O'Neill  
KKYK/Little Rock



Larry Price  
KSSK/Honolulu



John Cigna  
KDKA/Pittsburgh



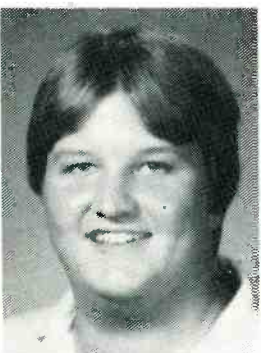
Wayne Perkey  
WHAS/Louisville



Spike O'Dell  
KIKK/Quad Cities



Gary Todd  
WIBC/Indianapolis



Rich Michaels  
WVIC-AM & FM/Lansing



Alden Aaroe  
WRVA/Richmond



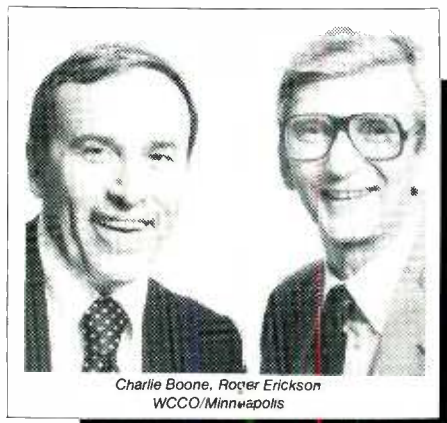
Bob Hardy  
KMOX/St. Louis



Bob Krahling  
WHBC/Canton

# DRIVETIME DOMINATORS

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



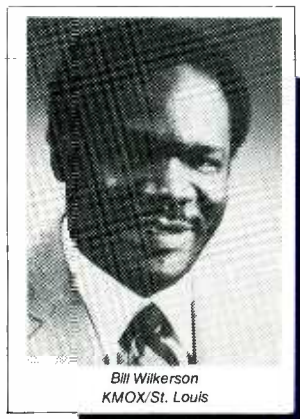
Charlie Boone, Roger Erickson  
WCCO/Minneapolis



Arnie Warren  
KMOX/St. Louis



Michael W. Perry  
KSSK/Honolulu



Bill Wilkerson  
KMOX/St. Louis



Bob Steele  
WTIC/Hartford

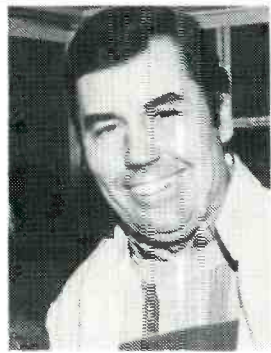
1. **WTIC/Hartford (A/C) 33.3**  
*Bob Steele*
2. **WIVK-AM & FM/Knoxville (Ctry) 32.6**  
*Claude Tomlinson*
3. **WCCO/Minneapolis (A/C) 29.3**  
*Charlie Boone, Roger Erickson*
4. **KFAB/Omaha-Council Bluffs (A/C) 28.9**  
*Don Cole*
5. **KGBT/McAllen-Brownsville (Span) 27.9**  
*Jorge Guillen, Hugo de la Cruz*
6. **WHBC/Canton (A/C) 27.7**  
*Bob Krahling*
7. **KMOX/St. Louis (Talk) 25.5**  
*Bob Hardy, Bill Wilkerson, Arnie Warren*
8. **KSSK/Honolulu (A/C) 24.0**  
*Michael W. Perry & Larry Price*
9. **WDEF-AM & FM/Chattanooga (A/C) 23.7**  
*Luther Massingill*
10. **KDKA/Pittsburgh (A/C) 23.5**  
*John Cigna*
11. **KOB/Albuquerque (A/C) 23.2**  
*Larry Ahrens*
12. **WICC/Bridgeport (A/C) 23.0**  
*Ed Baer*
13. **WCOS-AM & FM/Columbis, SC (Ctry) 22.4**  
*Steve Walker*
14. **WVIC-AM & FM/Lansing (CHR) 22.2**  
*Rich Michaels*
15. **WHOT-AM & FM/Youngstown (CHR) 21.6**  
*A.C. McCullough*
16. **KIHK/Quad Cities (CHR) 21.3**  
*Spike O'Dell*
17. **WESC-AM & FM/Greenville (Ctry) 21.2**  
*Bob Hooper*
18. **WIBC/Indianapolis (A/C) 21.1**  
*Gary Todd*
19. **KKYK/Little Rock (CHR) 21.0**  
*Craig O'Neill*
19. **WQUT/Johnson City (CHR) 21.0**  
*Steve Taylor*
21. **WSYR/Syracuse (A/C) 20.4**  
*Don Dauer, Rick Gary*
21. **WRVA/Richmond (A/C) 20.4**  
*Alden Aaroe*
23. **WXBQ/Johnson City (Ctry) 20.0**  
*Dave Carter*
24. **WRVQ/Richmond (CHR) 19.1**  
*Corey Deitz, Garrett Chester*
25. **WHAS/Louisville (A/C) 18.9**  
*Wayne Perkey*

# DRIVETIME DOMINATORS

## AM Drive/Top 25



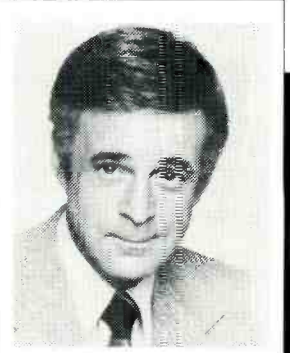
KFWB/Los Angeles  
John Leisher



Harry Harrison  
WCBS-FM/New York



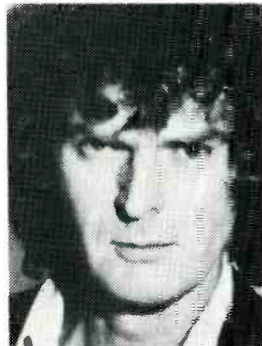
Larry Lujack  
WLS/Chicago



Michael Jackson  
KABC/Los Angeles



Wally Phillips  
WGN/Chicago



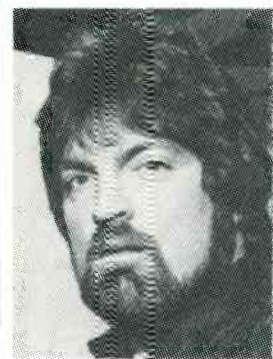
Don Imus  
WNBC/New York



"The Coach" Charleye Wright  
KHS-AM & FM/Los Angeles



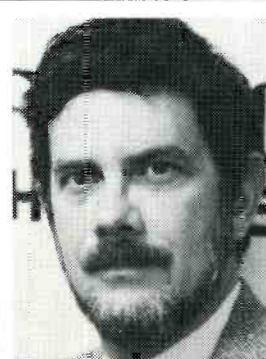
Rick Dees & Raechel Conahue  
KHS-AM & FM/Los Angeles



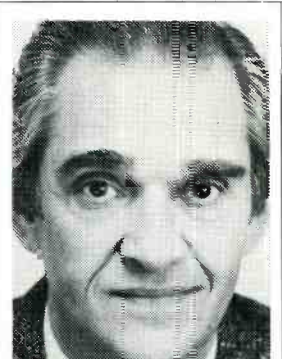
Scott Shannon  
WHTZ/New York



Michael O'Neil  
WINS/New York



Jim McGiffert  
WINS/New York



Paul Smith  
WINS/New York



Jim Donnelly, Robert Vaughn  
WCBG/New York



Mark McEwen  
WNEW-FM/New York



Ted Wygant  
KGO/San Francisco



Jim Kerr  
WPLJ/New York

# DRIVETIME DOMINATORS

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



Ken Minyard & Bob Arthur  
KABC/Los Angeles



Felicia Middlebrooks  
WBBM/Chicago



John R. & John A. Gambling  
WOR/New York



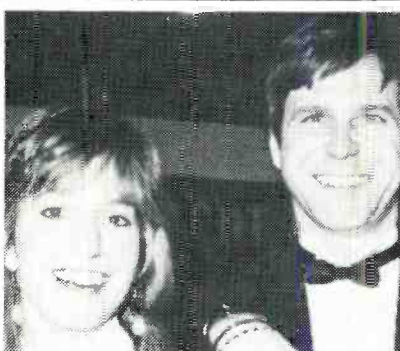
Bill Yeager  
KYW/Philadelphia



Charlie Brailer  
KFVB/Los Angeles



Alan Colmes  
WABC/New York



Lisa Glasberg, Richard Neer  
WNEW-FM/New York



Dan Avey  
KFVB/Los Angeles

1. **WINS/New York (News)** 1,874,700  
*Paul Smith, Jim McGiffert, Michael O'Neil*
2. **WCBS/New York (News)** 1,466,000  
*Jim Donnelly, Robert Vaughn*
3. **WHTZ/New York (CHR)** 1,425,500  
*Scott Shannon, Ross Brittain & the Zoo Crew*
4. **WPLJ/New York (CHR)** 1,409,700  
*Jim Kerr & the Crew*
5. **KIIS-AM & FM/Los Angeles (CHR)** 1,401,800  
*Rick Dees, Raechel Donahue, & Charleye Wright*
6. **WOR/New York (Talk)** 1,038,200  
*John A. Gambling, John R. Gambling*
7. **WGN/Chicago (Talk)** 910,400  
*Wally Phillips*
8. **WNBC/New York (A/C)** 922,500  
*Don Imus*
9. **WRKS/New York (B/U)** 897,500  
*Ken Webb, Chuck Leonard*
10. **WNEW-FM/New York (AOR)** 869,200  
*Richard Neer, Mark McEwen, Lisa Glasberg*
11. **KYW/Philadelphia (News)** 787,500  
*Gene Scott, Harry Donahue, Bill Yeager*
12. **WLS-AM & FM/Chicago (CHR)** 750,600  
*Larry Lujack*
13. **WBBM/Chicago (News)** 732,600  
*Felicia Middlebrooks, John Hultman*
14. **KFWB/Los Angeles (News)** 715,900  
*Dan Avey, Charlie Brailer, John Leisher*
15. **WCBS-FM/New York (Gold)** 698,900  
*Harry Harrison*
16. **KABC/Los Angeles (Talk)** 676,300  
*Ken Minyard, Bob Arthur, Michael Jackson*
17. **KNX/Los Angeles (News)** 664,700  
*Dave Zorn, Jack Salvatore*
18. **WKTU/New York (CHR)** 654,900  
*Jay Thomas*
19. **WBLS/New York (B/U)** 639,000  
*Sergio*
20. **WLTW/New York (A/C)** 620,700  
*Batt Johnson*
21. **WABC/New York (Talk)** 617,200  
*Alan Colmes*
22. **WNEW/New York (BBnd)** 614,500  
*Ted Brown*
23. **WHN/New York (Ctry)** 592,100  
*Del Demontreaux*
24. **KGO/San Francisco (N/T)** 589,700  
*Jim Dunbar, Ted Wygant*
25. **WRFM/New York (B/EZ)** 577,600  
*Jim Alyward*

# DRIVETIME DOMINATORS

## PM Drive/Top 25



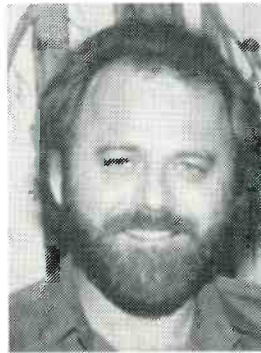
Gary Calvert  
WHIO-FM/Dayton



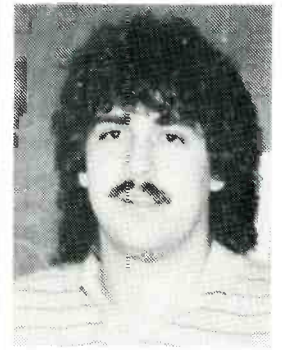
Dennis Stacey, Leslie Fram  
WABB-FM/Mobile



Bob Gelms  
KLIK/Quad Cities



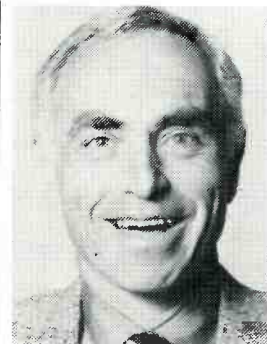
John Hart  
WUSY/Chattanooga



Scott Shannon  
WIOG/Saginaw



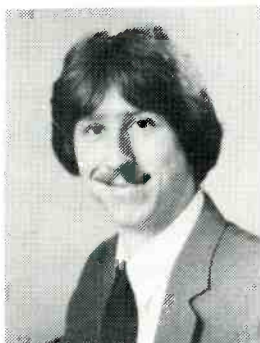
Jay Christian  
WQUT/Johnson City



Steve Cannon  
WCCO/Minneapolis



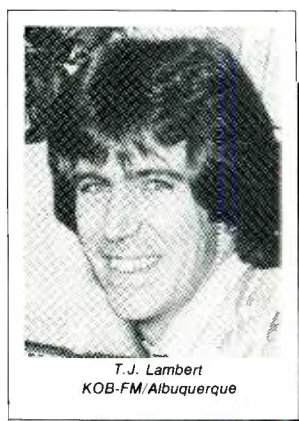
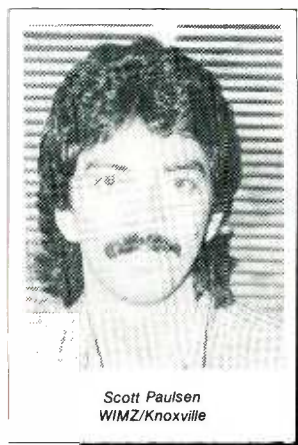
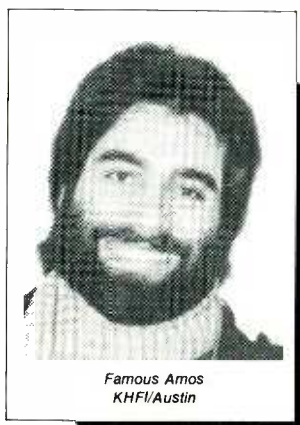
Eric Funk  
KZZU-FM/Spokane



Mark McCain  
KKYK/Little Rock

# DRIVETIME DOMINATORS

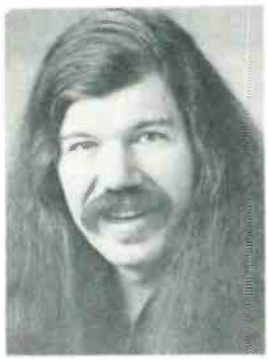
Average Quarter-Hour Share  
(12+, M-F, 3-7pm)



1. **WIVK-AM & FM/Knoxville (Ctry)** 24.2  
*Ed Brantley*
2. **WQUT/Johnson City (CHR)** 23.8  
*Jay Christian*
3. **WSKZ/Chattanooga (CHR)** 22.1  
*Mike Allison*
4. **KIHK/Quad Cities (CHR)** 21.2  
*Bob Gelms*
5. **WIOG/Saginaw (CHR)** 21.2  
*Scott Shannon*
6. **WVIC-AM & FM/Lansing (CHR)** 21.2  
*Danny Stewart*
7. **WIMZ-AM & FM/Knoxville (AOR)** 20.6  
*Scott Paulsen*
8. **WNNK/Harrisburg (CHR)** 20.6  
*Bruce Bond*
9. **WXBQ/Johnson City (Ctry)** 19.6  
*Jeff Jeffries*
10. **KHFI/Austin (CHR)** 19.3  
*Famous Amos*
11. **WHOT-FM/Youngstown (CHR)** 18.8  
*Bob Popa*
11. **WDUV/Sarasota (B/EZ)** 18.8  
*Automated — Peters Production*
13. **WCRZ/Flint (A/C)** 18.4  
*Shelley Bond*
14. **KGBT/McAllen-Brownsville (Span)** 18.3  
*Hugo de la Cruz, Ramon Taylor*
15. **WCCO/Minneapolis (A/C)** 18.2  
*Steve Cannon*
15. **WKCQ/Saginaw (Ctry)** 18.2  
*Kelly Judson*
17. **KOB-FM/Albuquerque (A/C)** 17.8  
*T.J. Lambert*
17. **WHIO-FM/Dayton (B/EZ)** 17.8  
*Cary Calvert*
19. **KKYK/Little Rock (CHR)** 17.6  
*Mark McCain*
19. **KZZU-FM/Spokane (CHR)** 17.6  
*Eric Funk*
21. **KXLY-FM/Spokane (B/EZ)** 17.5  
*Rusty Nelson*
22. **WCOS-FM/Columbia, SC (Ctry)** 17.5  
*Doug Enlow*
23. **WUSY/Chattanooga (Ctry)** 17.3  
*John Hart*
24. **WABB-FM/Mobile (CHR)** 17.1  
*Leslie Fram & Dennis Stacey*
25. **WTQR/Greensboro (Ctry)** 16.9  
*Danny Hall*

# DRIVETIME DOMINATORS

## PM Drive/Top 25



Pat St. John  
WPLJ/New York



Dan Ingram  
WKTU/New York



Ron O'Brien  
KJIS-AM/FM/Los Angeles



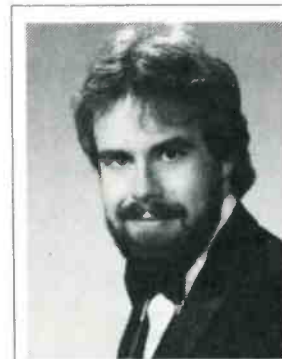
Carol Miller  
WNEW-FM/New York



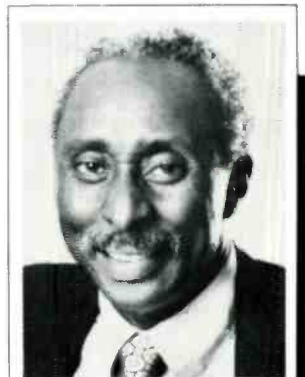
Tom Franklin and Ben Farnsworth  
WCBS/New York



Harry Nelson  
WAPP/New York



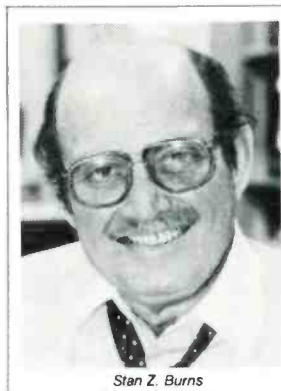
Evan Luck  
WGC-FM/Chicago



Art Rust, Jr.  
WABC/New York



Bernard Meltzer  
WOR/New York



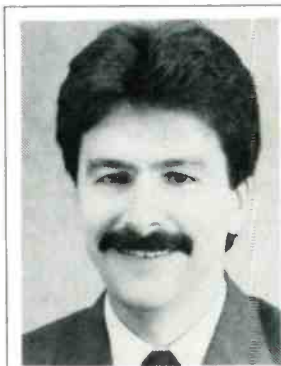
Stan Z. Burns  
WINS/New York



Shadow Stevens  
WHTZ/New York



Scott Muni  
WNEW-FM/New York



Steve Roy  
WLTW/New York



Mary Thomas  
WBSL/New York

# DRIVETIME DOMINATORS



Bud Furillo, Lisa Bowman and Tommy Hawkins  
KABC/Los Angeles



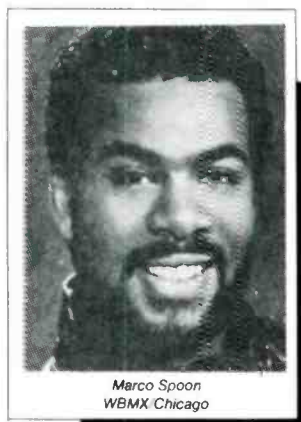
Howard Stern  
WNBC New York



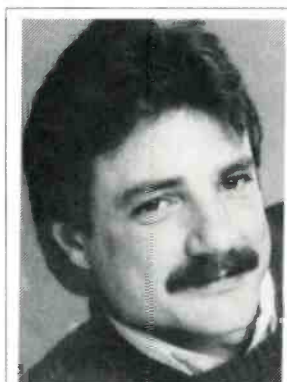
Dave Henderson  
WINS New York



Bob Collins  
WGN/Chicago



Marco Spoon  
WBMX Chicago



Jack Armstrong  
KKHR/Los Angeles



Joe Bohannon  
WBBM-FM/Chicago

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

1. **WPLJ/New York (CHR)** 1,492,000  
*Pat St. John*
2. **WHTZ/New York (CHR)** 1,477,000  
*Shadow Stevens*
3. **KIIS-FM/Los Angeles (CHR)** 1,084,500  
*Ron O'Brien*
4. **WRKS/New York (B/U)** 1,064,100  
*Carol Ford*
5. **WNEW-FM/New York (AOR)** 943,500  
*Scott Muni, Carol Miller*
6. **WPAT-AM & FM/New York (B/EZ)** 917,400  
*Ken Lance*
7. **WNBC/New York (A/C)** 877,400  
*Howard Stern*
8. **WINS/New York (News)** 851,700  
*Stan Z. Burns, Dave Henderson*
9. **WGN/Chicago (Talk)** 776,300  
*Bob Collins*
11. **WCBS/New York (News)** 755,400  
*Ben Farnsworth, Tom Franklin*
11. **WOR/New York (Talk)** 740,800  
*Bernard Meltzer*
12. **WCBS-FM/New York (Gold)** 687,800  
*Dick Heatherton*
13. **WHN/New York (Ctry)** 673,300  
*Dan Taylor*
14. **WLTW/New York (A/C)** 639,000  
*Steve Roy*
15. **WBLS/New York (B/U)** 626,400  
*Mary Thomas*
16. **WKTU/New York (CHR)** 617,600  
*Dan Ingram*
17. **WAPP/New York (CHR)** 614,200  
*Harry Nelson*
18. **WYNY/New York (A/C)** 606,900  
*Steve O'Brien*
19. **WBBM-FM/Chicago (CHR)** 586,000  
*Joe Bohannon*
20. **WABC/New York (Talk)** 580,400  
*Art Rust, Jr.*
21. **WRFM/New York (B/EZ)** 571,300  
*Wes Richards*
22. **KABC/Los Angeles (Talk)** 565,900  
*Bud Furillo, Tommy Hawkins, Lisa Bowman*
23. **WBMX-FM/Chicago (B/U)** 510,600  
*Marco Spoon*
24. **KKHR/Los Angeles (CHR)** 488,000  
*Jack Armstrong*
25. **WGCI-FM/Chicago (B/U)** 483,500  
*Evan Luck*

# MARKET OVERVIEWS

## TOP 50 MARKETS

### #50/ALBANY-SCHENECTADY-TROY

COMPLETE RATINGS DATA PG. 94

### #19/ANAHEIM-SANTA ANA

COMPLETE RATINGS DATA PG. 95



A perennial blossomed again, the CHR leader extended its margin, and the previous kingpin slipped to the runner-up slot in the Albany book, which featured an especially poor sample among men 18-24.

WGY had been the perennial titleholder in the Albany metro — until AOR outlet WPYX dethroned the full-service A/C last fall. But now the tables have turned. With well-balanced gains in both genders, WGY again crossed the double-digit threshold while WPYX was down more than two shares in second place. WGY's rebound may be partially due to the concurrent drop suffered by A/C competitor WROW, which saw its shares cut in half.

CHR pacesetter WGFM also rebounded from a soft fall showing, with much of its advance coming from increasing dominance among teens (now more than a 40 share in that demo). Other notable increases were posted by WROW-FM's Easy Listening sound, and by the AOR aura of WQBK-FM — which seems to belie the fact that Arbitron got back only half as many diaries as desired from the male 18-24 demo.

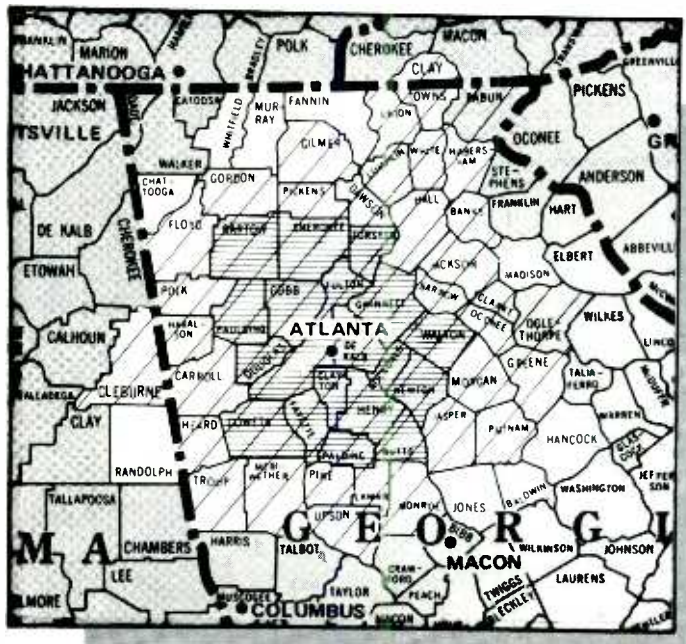
The Orange County ratings scene usually mirrors the story for all of the L.A. area, but this time there are some subtle differences. Dominant stations such as KIIS-FM achieved virtually identical numbers as those in the L.A. books, but those further down show some interesting nuances.

For instance, Easy Listening stations KBIG and KJOI both reaped stronger numbers in Orange than they did in the entire L.A. metro. CHR outlet KKHR had a better showing in suburbia, and AOR KLOS looked especially strong in the spring numbers. California Angels flagship KMPC also had a strong book, in this one-country breakout due to the success of the hometown Halos.

# MARKET OVERVIEWS

## #15/ATLANTA

COMPLETE RATINGS DATA PG. 96



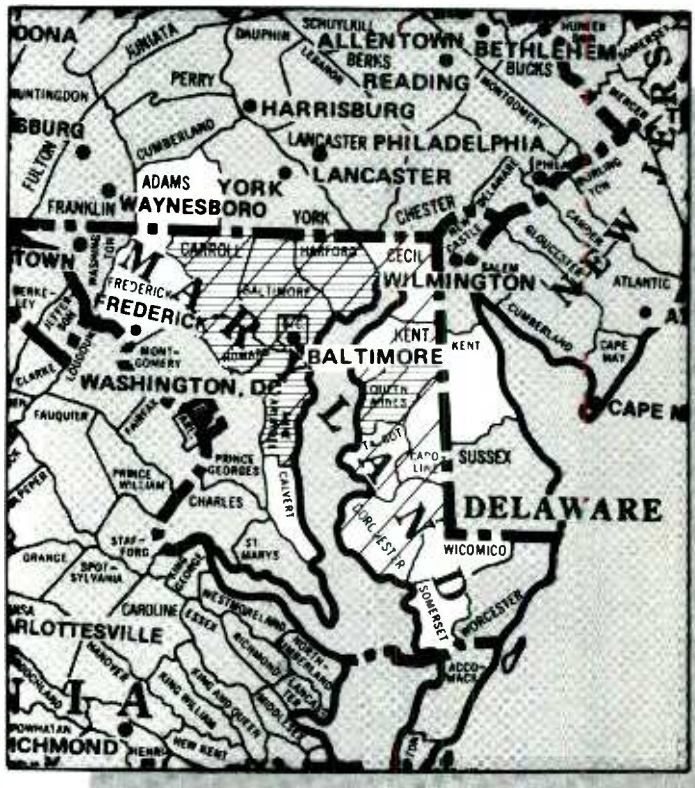
Another case of CHR wars, a resurgent Urban station, a Country climber, and an amazing A/C share-exchange highlight the Atlanta spring results.

The latest round of the CHR slugfest between WZGC and WQXI-FM found 'ZGC on top in the 12+ numbers with a 12+ share. 'ZGC's success was built on a huge foundation of teens, while WQXI-FM has a greater adult composition. WVEE also enjoyed the double-digit atmosphere, building its Urban audience by attracting a notable increase in female listeners.

Country is also alive and well in Atlanta. WKHX shook off the recent debut of WYAY and recouped significantly, while WYAY also enlarged its audience. Meanwhile, in a heated A/C battle, competitors WRMM and WSB-FM flip-flopped overall shares, with WSB-FM adding two shares and WRMM dropping almost three.

## #16/BALTIMORE

COMPLETE RATINGS DATA PG. 98



For the fourth straight week, Easy Listening WLIF is number one in the market, a position built on hefty female numbers.

WBAL stayed in second place with an improved overall score, but the big news in this market is the showing of CHR WBSB. A second straight major rise saw WBSB hold onto third place more powerfully than ever. Noteworthy ratings movement was also achieved by WFBR, which scored its usual strong spring showing, boosted by Orioles broadcasts.

## ROCK CHRONICLES

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# MARKET OVERVIEWS

## #46/BIRMINGHAM

COMPLETE RATINGS DATA PG. 99



WZZK-FM became even more dominant this sweep, WAPI-FM was up almost four shares to second (grabbing the CHR crown in the process), WENN held its strength, and WMJJ surged to double digits in the spring Birmingham book.

WZZK-FM again laid a successful claim to the top spot. With the segue of the former WSGN to WZZK-AM (now partially simulcast), this Country force looks especially strong. However, a vigorous contender for the top spot emerged in the presence of WAPI-FM. The CHR station was up almost 50%, taking the CHR laurels and becoming a strong number two overall.

Other double digit scorers include ethnic leader and consistently powerful WENN, as well as surging A/C fixture WMJJ. WENN saw improved male numbers, while WMJJ rode to its third straight up book on broad demographic shoulders.

## #7/BOSTON

COMPLETE RATINGS DATA PG. 100



WBCN kept rocking along, the Bosox helped WHDH gain on WBZ, and WXKS-FM and WRKO flexed their muscles in the spring book for Beantown.

Adult AOR WBCN consistently delivers powerful demos across a wide range, and has remained remarkably stable over the last five surveys. The station gave a solid performance this book, again sitting on top in Boston. Runner-up WBZ slipped but managed to win the A/C derby over WHDH, which was bolstered by the Red Sox mania.

At different ends of the demographic spectrum, CHR WXKS-FM and Talk station WRKO (which carries the Celtics games) saw notable increases. WXKS-FM gained among teens and adult males, while the WRKO growth led to an almost evenly balanced male/female audience makeup.

## THE COUNTDOWN

with **Walt Love**

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# MARKET OVERVIEWS

## #34/BUFFALO-NIAGARA FALLS COMPLETE RATINGS DATA PG. 102

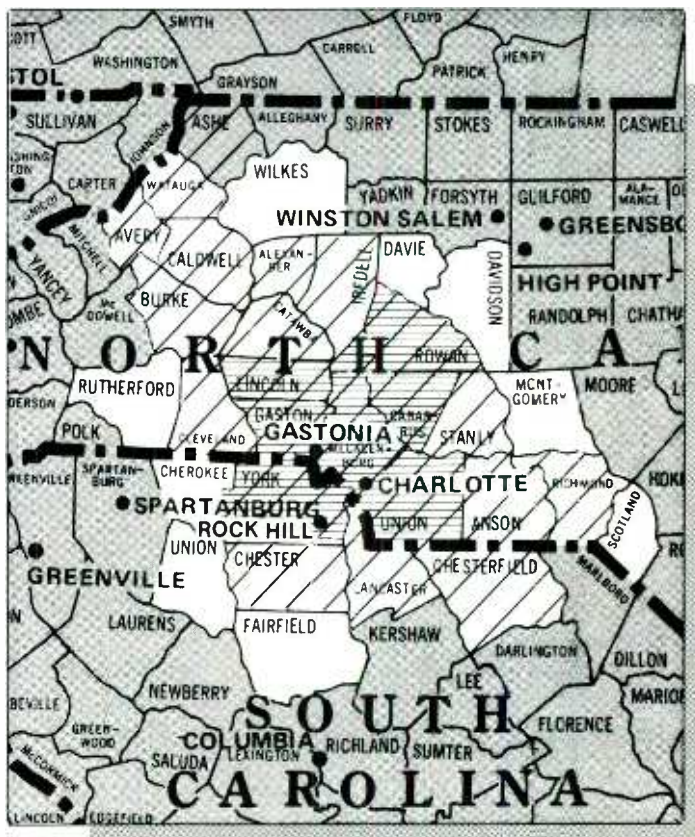


A perennial leader returned to the top spot, an FM A/C garnered its best book ever, and a new strong CHR entered an already-crowded CHR field in the spring Buffalo book.

There's bound to be joy at **WJYE**, as the B/EZ station improved enough to climb back to its usual top rung. **WBEN**, which dethroned WJYE last fall, slipped to the runner-up slot. However, **WBUF** grew in strength, achieving its best overall share ever (female gains were the foundation of the surge).

In a market seemingly overpopulated with CHR stations, there is now a new factor to be reckoned with. **WKSE**, formerly known as AOR **WRXT**, came on like a cyclone and plunged into the CHR fray, propelled by the typical base of teens and adult females.

## #40/CHARLOTTE-GASTONIA-ROCK HILL COMPLETE RATINGS DATA PG. 103



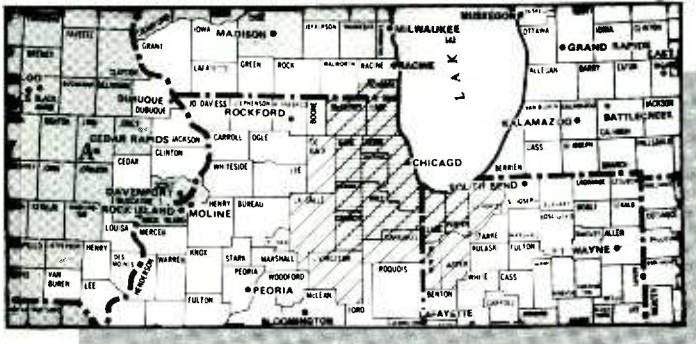
It seems as if **WSOC-FM** has been number one in the Charlotte metro since God created country music. That is no longer the case, however, as increased competition — coupled with the best book ever for Urban **WPEG** — finds **WSOC-FM** number two.

**WPEG** was up almost 30%, even though Arbitron's sample sample was short of its target. **WPEG** remained the most popular teen choice and also garnered healthy female gains. Meanwhile, **WSOC-FM** attracted competition from **WLVK** (formerly A/C entity **WLVV**). Among other significant market developments was the slippage of **WBT**, with the full-service A/C losing its double-digit share status. Also, the CHR race ended in a tie, with **WBCY** sliding from its lofty fall levels while maintaining a largely adult profile and **WROQ-FM** rising on its teen strength.

# MARKET OVERVIEWS

## #3/CHICAGO

COMPLETE RATINGS DATA PG. 104



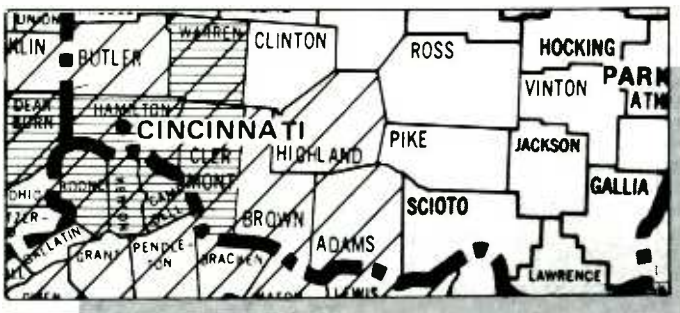
The WGN-Cubs marriage paid off again, the B/U race tightened, WKQX climbed, and the adult AORs prospered in the spring Arbitron survey.

WGN and the Cubs are so intertwined that the station can't help but benefit. WGN was again perched in its usual number one niche, with Beautiful Music WLOO a healthy number two 12+. The battle for third place was interesting, however, with WGGI-FM slipping into a virtual tie with a growing WBMX in the B/U contest.

On the contemporary front, WKQX's gain among female listeners was largely responsible for its surge. On the male side, WXRT and WLUP both benefitted, as their AOR numbers improved among the key sales demos (WXRT also saw increased female numbers).

## #29/CINCINNATI

COMPLETE RATINGS DATA PG. 105



WKRQ and WKRC flip-flopped, WLW surged with the rejuvenated Reds machine, and WVEZ rebounded to its best book in recent years, according to the latest Cincinnati Arbitron oracle.

WKRQ is the new number one station, as the CHR powerhouse took over from its A/C AM sister WKRC (which is now a close third overall). A dominant (and growing) share of teens helped WKRQ achieve double digits.

You might say that it's a Rose-y picture at WLW with Pete managing the Reds into exciting action again. That helped WLW achieve its best numbers in recent years, again crossing that double-digit threshold. WVEZ also showed significant improvement, jumping more than 50% over its figures from the two previous surveys and coming in a close second to WKRC in listening by adult women.

## #22/CLEVELAND

COMPLETE RATINGS DATA PG. 106

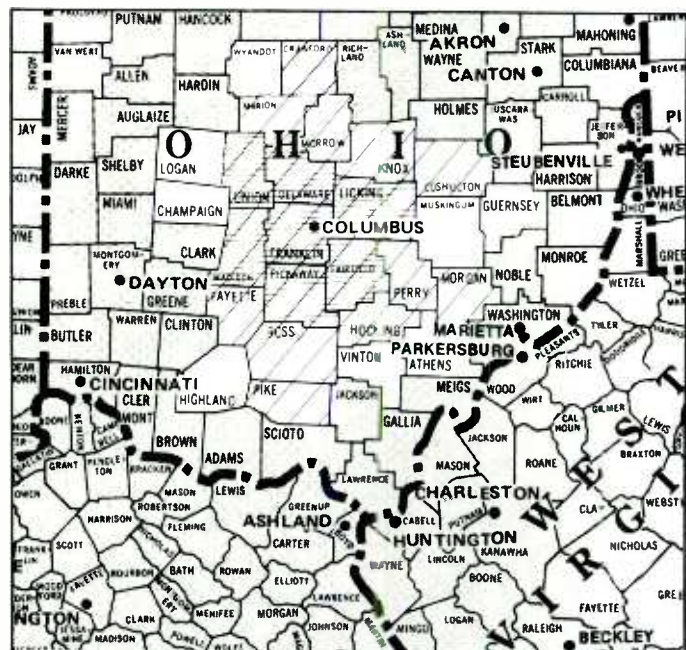


The Buzzard is displaying slightly different format feathers but is still flying high. WMMS, legendary and perennial AOR market leader, segued to more of a Contemporary Hit Radio sound and saw its teen audience actually grow. It maintained its adult numbers to help keep it atop the 12+ standings by a wide margin.

WDOK put some distance between itself and consistent competitor WQAL, with WDOK strengthening its hold on second place. Meanwhile, in the A/C race, new pacesetter WLTF jumped past rival WMNI, due largely to growth among target females, where the station now has a two-share lead over WMJI.

# MARKET OVERVIEWS

## #32/COLUMBUS, OH COMPLETE RATINGS DATA PG. 107



The easy sound of **WBNS-FM** was such a hit among females in the Columbus metro that the station jumped three shares into the top spot with its best 12+ share in recent years.

Coming in second is a new experience for AOR outlet **WLVQ**, but the station still managed to grab double digits. A newcomer to that top neighborhood, however, was CHR leader **WXGT**, which slipped last fall but returned with more than an 11 share. Increases among both teens and young adults accounted for this growth. A/C **WSNY** can now also boast of winning double-digit laurels, since more than a 50% jump in female shares boosted the station three shares overall.

## #10/DALLAS-FT. WORTH COMPLETE RATINGS DATA PG. 108



**KVIL-FM** kept rolling along, **WBAP** rose to tie **KKDA-FM** for second place, the CHR race closed up, and both AORs grew respectively in the spring numbers for the Metroplex.

A/C giant **KVIL-FM** remained on top of this vibrant market, but gains among male listeners turned the tide for Country **WBAP**.

Meanwhile, **KEGL** saw its CHR lead trimmed, while **KAFM** rebounded after several soft books. **KEGL** has more teens, but it will be interesting to see if **KAFM** can continue to grow and take back the CHR crown. On the AOR front, both **KTXQ** and **KZEW** enjoyed increased shares, with **KTXQ** still in the lead.

## SPECIAL EDITION

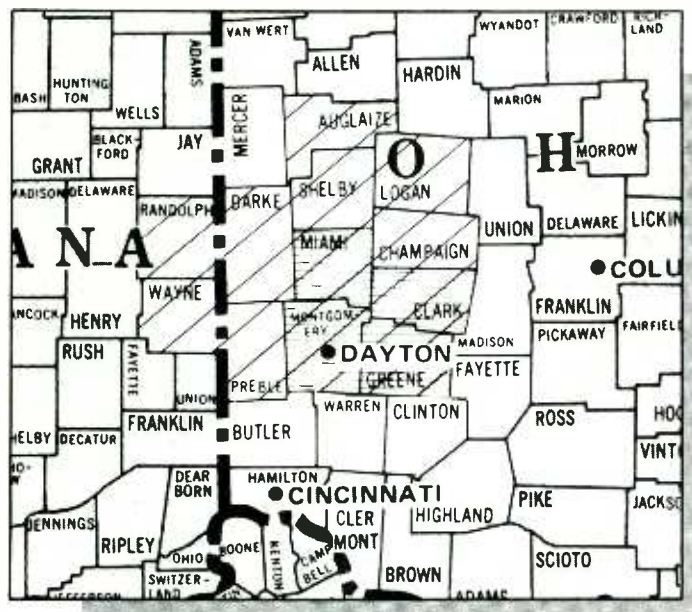
with Sid McCoy

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# MARKET OVERVIEWS

## #45/DAYTON

COMPLETE RATINGS DATA PG. 110



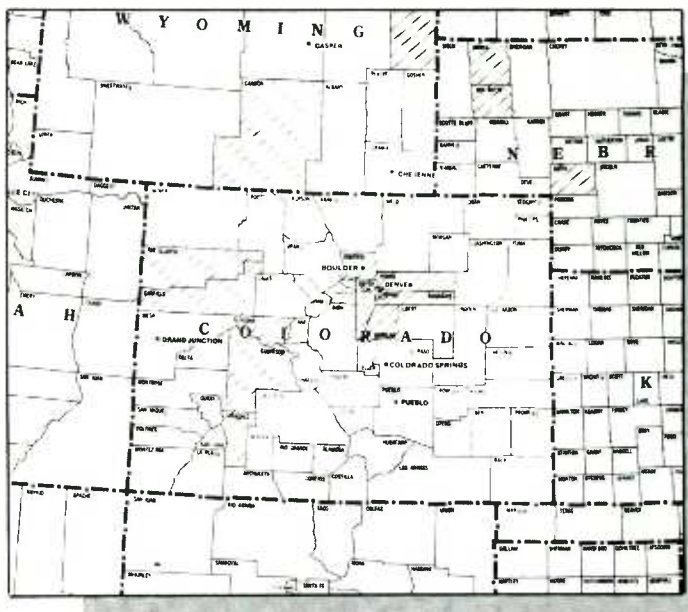
WHIO-FM remained the 12+ leader in the Dayton metro, but CHR WGTZ bolted into the runner-up slot ahead of WHIO-AM's full-service A/C format.

The soft sounds of WHIO-FM have translated into hard numbers and the top spot for several years, a situation which is not likely to change. However, sister station WHIO is usually the runner-up, especially in the spring with the Cincinnati Reds games. Obviously WGTZ didn't read the script, because by almost doubling its teen and adult shares the station zoomed, doubling its 12+ score as well.

Other stations of note this sweep were Country WONE, which rebounded from the fall, and WTUE, which suffered its second consecutive overall slip. Keep in mind too that WWSN is the former WDAO-FM, while WDAO (AM) is the former WAVI. Format changes were part of the makeovers in both cases, with WWSN now an A/C while WDAO is B/U.

## #23/DENVER-BOULDER

COMPLETE RATINGS DATA PG. 111



KOSI stayed above a 10 share, KBPI climbed into second place, KBCO-FM had a great male book, A/Cs KMJI and KHOW prospered, and KRXY-FM was the new CHR leader in the latest Mile High Arbitron.

Easy Listening KOSI settled in as the only double-digit station in the Denver area, with increases in the station's adult female numbers leading to overall growth. KOSI also had a good male audience, and tied for second with AOR KBCO-FM among men 18+ (close behind AOR KBPI). On the A/C front, both KMJI and KHOW attracted more loyal listeners, but with different gender skews. KHOW made big male gains, while KMJI lured more females to its quarter-hour audiences. Meanwhile, KRXY-FM (Y108) took over the CHR lead in its third book. KPKE still has more teens, but KRXY-FM is the adult CHR leader.

## FUTURE HITS

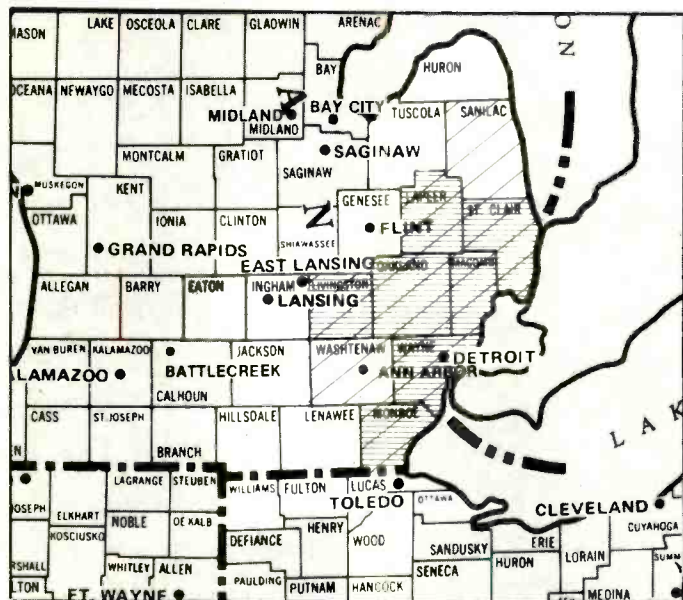
with Joel Denver

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# MARKET OVERVIEWS

## #6/DETROIT

COMPLETE RATINGS DATA PG. 112

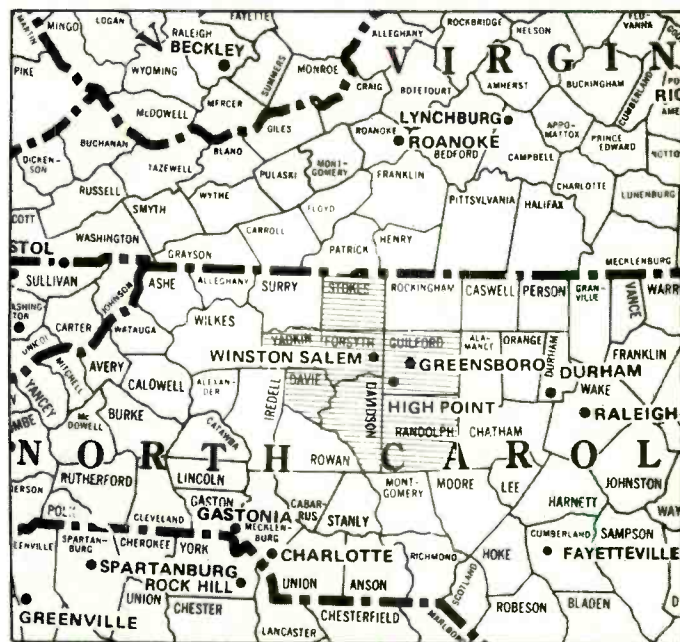


WJR scored big with Tigerball, WJLB emerged as the new runner-up station, and both CHR leaders grew, with WCZY-FM taking the overall CHR title away from WHYT in the Detroit book.

WJR usually enjoys healthy spring numbers, and following the World Series victory last year the Tiger station had a strong performance this season. Urban WJLB garnered its best overall share ever, becoming the metro's number two property with an increase of almost 50% in the station's adult female shares. At the same time the CHR race was getting a new leader, as WCZY-FM posted solid results. Both WCZY-FM and WHYT increased their shares; the winning difference was among the men. WCZY-FM saw its male numbers grow, while WHYT saw some slippage.

## #49/GREENSBORO-WINSTON SALEM-HIGHPOINT

COMPLETE RATINGS DATA PG. 114



With the onslaught of new Country competitors, some thought market giant WTQR might be brought to its knees. Not so. The Triad's number one station added three shares to its already strong total, while the challengers made little progress.

The other major story was the jump of CHR WKZL into the double-digit atmosphere. The station added more than four shares to land in its best position ever. Also pleased with these results was A/C powerhouse WMAG, which climbed into third. The big loser this book was the local B/U fixture, WQMG, which saw three shares disappear.

## LIVE FROM GILLEY'S

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# MARKET OVERVIEWS

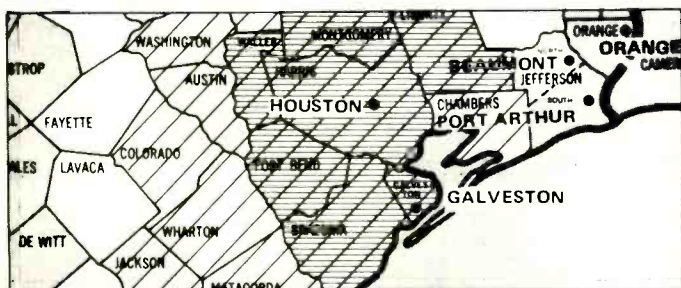
## #38/HARTFORD-NEW BRITAIN COMPLETE RATINGS DATA PG. 116



Talk about too much of a good thing: both WTIC and WTIC-FM were up this sweep, the first time that's happened in quite a while. This now gives the sister stations about 36% of the market between them, which should suffice for awhile.

Back in the rest of the Hartford metro pack, the big news is the entry of WRCH into the previously WTIC-only realm of double-digit shares. WRCH usually has strong female numbers, but the difference this survey was a big injection of male quarter hours. With this surge, the top three Hartford stations now command almost half the listening in the market during any given quarter-hour.

## #8/HOUSTON-GALVESTON COMPLETE RATINGS DATA PG. 117

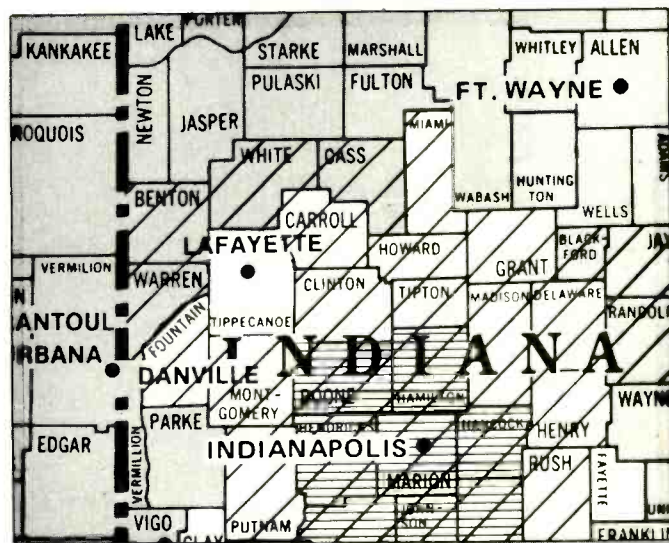


Urban KMJQ continued as the market pacesetter, the CHR and Country races tightened, and KLTR extended its winning A/C margin in the Houston book.

Both KMJQ and CHR king KKBQ-FM had relatively stable books. KMJQ has no direct competition, however, while KKBQ-FM must contend with a resurgent KRBE-FM, which

enjoyed growth from men, women, and teens. Meanwhile, Country killer KIKK-FM was softer this sweep, while KILT-FM rose slightly. Both AORs showed some slippage, with KSRR emerging as the stronger. The A/C title was retained by KLTR, expanding its margin over the sliding KFMK.

## #36/INDIANAPOLIS COMPLETE RATINGS DATA PG. 118



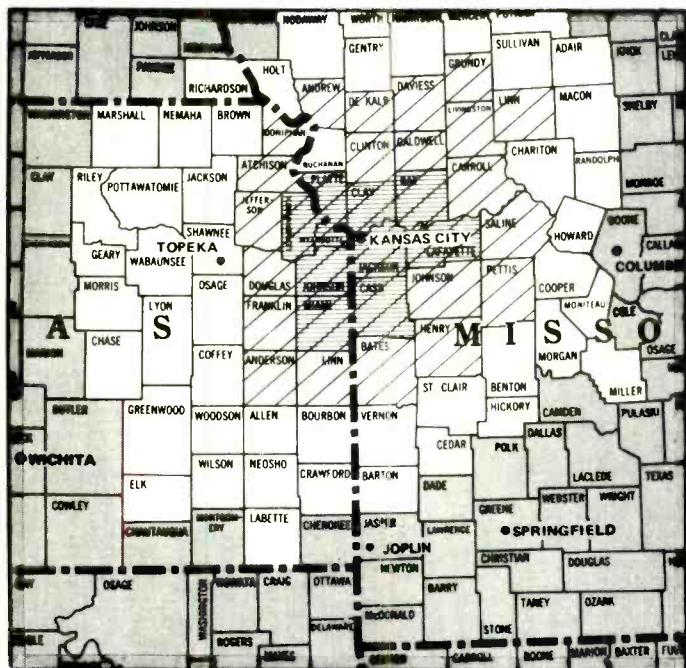
There's been an upset in the Indianapolis ratings race. WIBC, formerly thought to be cast in stone as the overall Arbitron leader, has fallen, as AOR WFBQ just edged past the perennial leader.

All WFBQ needed to grab the coveted top spot was a 25% increase in adult male numbers plus a hefty rise in teen loyalty, but WIBC is still super-strong. Key movements among the rest of the metro saw WZPL suffer through its second straight down book, slipping from double digits. At the same time, WXTZ regrouped from soft fall '84 numbers and saw its B/EZ sound take third place.

# MARKET OVERVIEWS

## #27/KANSAS CITY

COMPLETE RATINGS DATA PG. 119



A Country stalwart remained tough, a new leader emerged in a super-tight A/C race, and an AOR rebounded in the KC spring results.

WDAF climbed three shares over a soft spring book last year, maintaining its double-digit and market leader position. The Country king shows no signs of giving up its throne, especially with former competitor KCMO-FM taking on different calls and format after the spring sweep.

In the A/C battle, KUDL came out on top over KLSI, but both stations improved their overall shares. The stations were tied among women 18+, but KUDL had the edge among male listeners. A strong male cumé also propelled AOR KYYS to a healthier showing, bringing it close to the 12+ share of softer CHR fixture, KBEQ.

## #2/LOS ANGELES

COMPLETE RATINGS DATA PG. 120



KIIS-FM kept right on rollin' along in the stratosphere, KABC won a healthy boost from the Dodgers, the Easy Listening stations slipped, and the AOR race tightened. Those results, plus an oversample of Hispanics, highlighted the L.A. story.

Often in L.A., Arbitron has trouble sampling the ethnic populace. This sweep, however, the blacks were well-surveyed and the Hispanics were overly well-surveyed. As a result, stations appealing to ethnic audiences probably garnered estimates based on a relatively solid foundation.

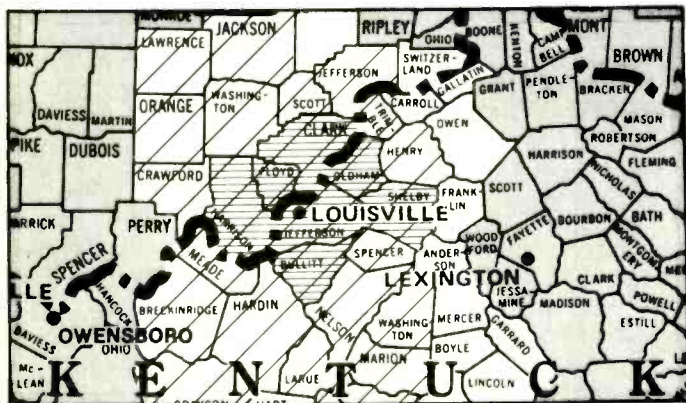
KIIS-FM continued to dominate the market. Its CHR competitor, KKHR, continued to post steadily improving numbers, though not in KIIS-FM's league yet. Number two 12+ was KABC. The Talk station earned its usual strong spring numbers with an assist from the Dodgers.

Two demographically disparate formats experienced tightened races. Both Easy Listening stations, KBIG and KJOI, slipped, with KJOI losing its edge in this format. Meanwhile, on the AOR front, the pack came closer together as KROQ continued to grow while KLOS and KMET were softer.

# MARKET OVERVIEWS

## #43/LOUISVILLE

COMPLETE RATINGS DATA PG. 123



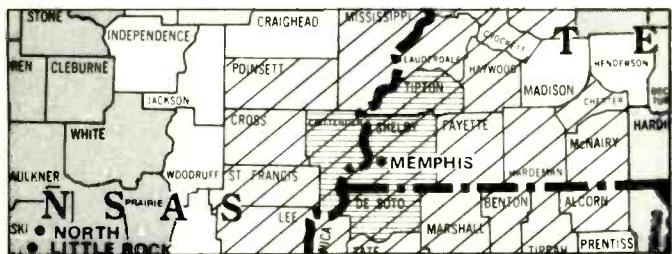
The last three Arbitron sweeps in Louisville have found either Country **WAMZ** or its sister full-service A/C **WHAS** at the top of the 12+ ladder, and this spring is no different. **WAMZ** soared to its best book ever and **WHAS** recorded the best spring sweep in its history.

**WAMZ** took top honors with improved results among both genders. **WHAS** also did amazingly well, especially since the 50,000-watt clear lost its tower and was either off the air or operating at reduced power for 17 days at the start of the survey.

The other double-digit performance was recorded by local CHR **WLRS**, which owes much of its growth to a 50+ share among teens.

## #47/MEMPHIS

COMPLETE RATINGS DATA PG. 124

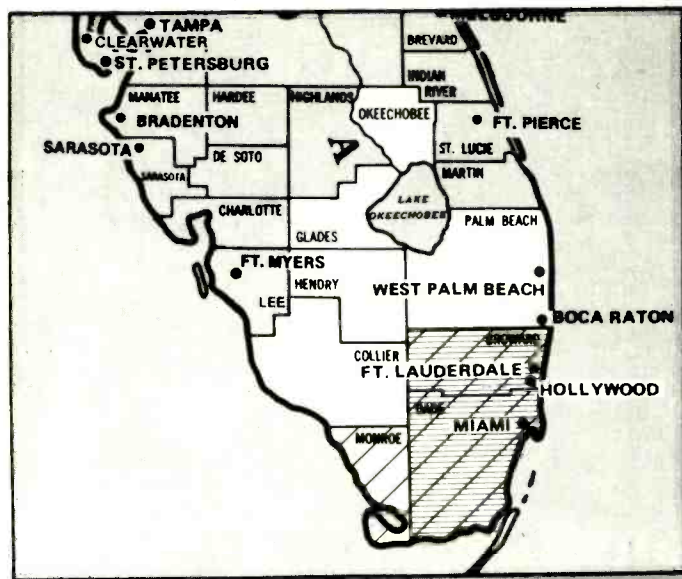


The powerful tandem of Urban **WHRK** and CHR **WMC-FM** continued to reign in the spring Memphis book, which had a good survey among blacks but a poor sample of males.

**WHRK** was even stronger this sweep, recording just under a 13 share, largely due to gains among teens and female listeners. Meanwhile, **WMC-FM** wasn't sitting on its past laurels, as the station picked up a lot of the male listeners who mysteriously disappeared in the fall '84 sweep. **WMC** also posted notable gains, rebounding after a soft fall survey to duplicate its spring '84 share and recapture the Country crown. **WEZI** (former **WLVS-FM**) gained even more ground among its Easy Listening loyalists.

## #11/MIAMI-FT. LAUDERDALE-HOLLYWOOD

COMPLETE RATINGS DATA PG. 125



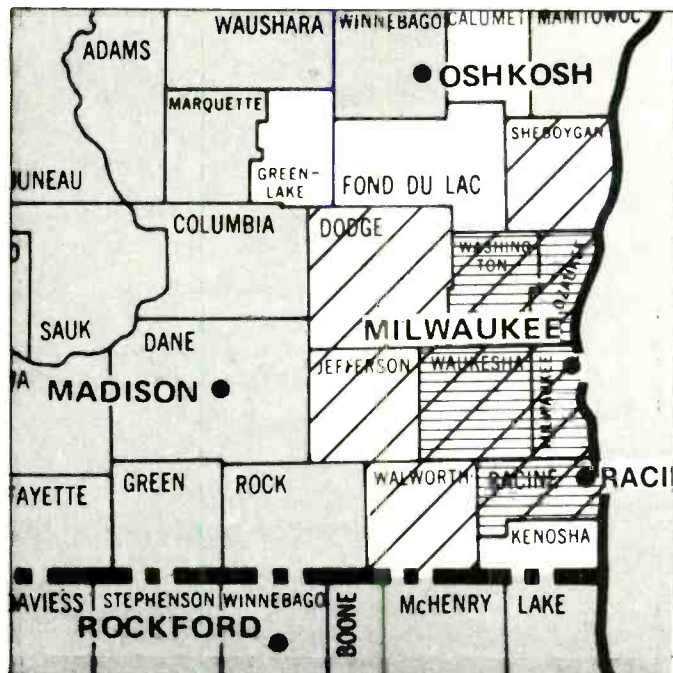
**WLYF** held on as the top station, **WHYI** (Y100) shrugged off new competitors, and **WSHE** has a great book in the spring South Florida standings. Arbitron did a so-so job surveying this tricky market, with Hispanics returning more diaries than expected while blacks were under-represented.

Life can be easy when you are the number one station in the 11th market, which is where **WLYF** stands. The Easy Listening outlet saw its share slip, but not enough to lose its throne. One strong contender, however, is longtime CHR leader **WHYI**, which rebounded in the face of several new competitors and is now a strong number two overall (with the market's largest cume).

The real surge this book was posted by the lone AOR, **WSHE**. Its male 18+ results were double its score in the spring '84 results, and **WSHE** delivered excellent adult numbers with very few teens.

# MARKET OVERVIEWS

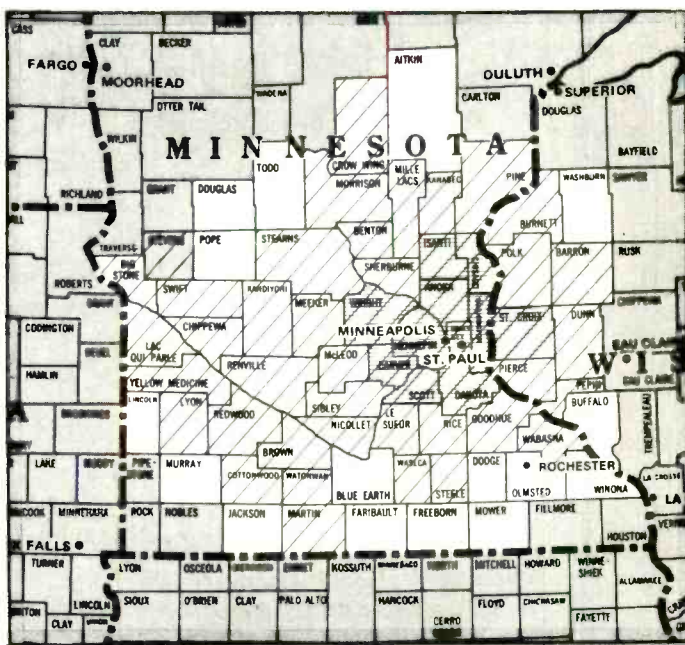
## #25/MILWAUKEE-RACINE COMPLETE RATINGS DATA PG. 126



No surprise in Milwaukee, with **WTMJ** again number one. Even with lackluster performances by the Brewers, this full-service A/C was at the head of the metro class — the only station to achieve a double-digit overall share.

The standings didn't change very much for the rest of the pack, either. **WEZW** held onto second and AOR **WQFM** was third, even though both experienced some slippage. The gainer among the bunch was **WKTI**, the leading CHR, which moved into fourth on the strength of its best 12+ ever, rebounding from a soft fall '84 performance.

## #18/MINNEAPOLIS-ST. PAUL COMPLETE RATINGS DATA PG. 127



Twin Cities powerhouse **WCCO** was even stronger in the spring '85 book, posting its strongest 12+ share in years — due largely to an improvement among female listeners.

Back in the real world of competition, several of the more normal stations continued to prosper. **KSTP-FM** held steady, just below the double-digit threshold. **WLOL** led the CHR charge, recouping from a slip in the fall, while **KDWB-FM** posted its best book in memory.

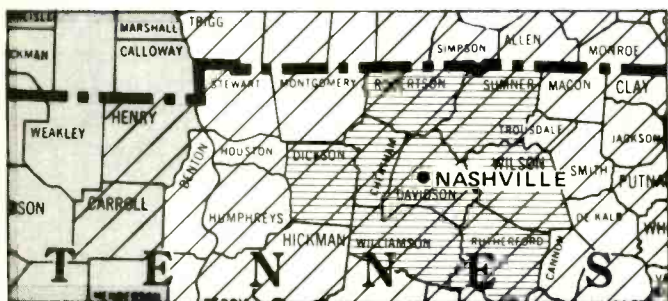
## EARTH NEWS

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# MARKET OVERVIEWS

## #47/NASHVILLE

COMPLETE RATINGS DATA PG. 128



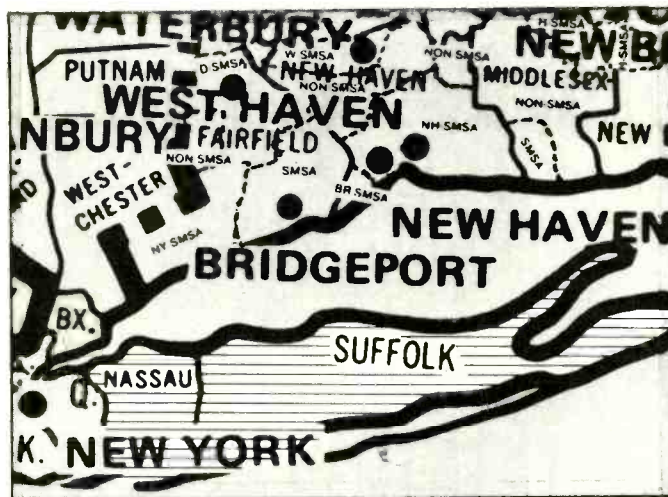
An outstanding performance by A/C **WLAC-FM** was the key story this book. The station jumped four shares, led by a 50% increase in female shares, although male numbers were up notably also.

While **WLAC-FM** was bolting to the top spot, former pacesetter **WSM-FM** was slipping to second. Another double-digit entry last sweep, **WZEZ**, saw its Easy Listening sound soften a bit. It fell two shares this survey, while **AOR WKDF** slipped to match its share from the spring '84 book.

There were some other "up" stories. **WSIX-FM** posted its healthiest overall share in several years to tighten the Country race. At the same time, **WVOL** added two shares to recoup partially after a hard hit in fall '84.

## #12/NASSAU-SUFFOLK

COMPLETE RATINGS DATA PG. 129



Another winning score for **WHTZ**, a strong showing by local stations **WBLI** and **WBAB**, a rebound by **WRFM**, and continued growth on the part of **WNBC** and **WLTW** highlighted the Long Island situation.

**WHTZ** (Z100) slipped from its fall peak yet still managed to maintain quite a lead. Locals finished 2-3, with **CHR WBLI** up two to take the runner-up spot. **AOR WBAB** was third overall, achieving its best 12+ score ever.

**WNBC** and **WTLW**, two A/C combatants, registered steady improvement. Also, **WRFM** rebounded with a vengeance, doubling its soft fall showing.

# 5.2

**THE LARGEST 12+ SHARE FOR AN AOR  
IN NASSAU/SUFFOLK HISTORY.**

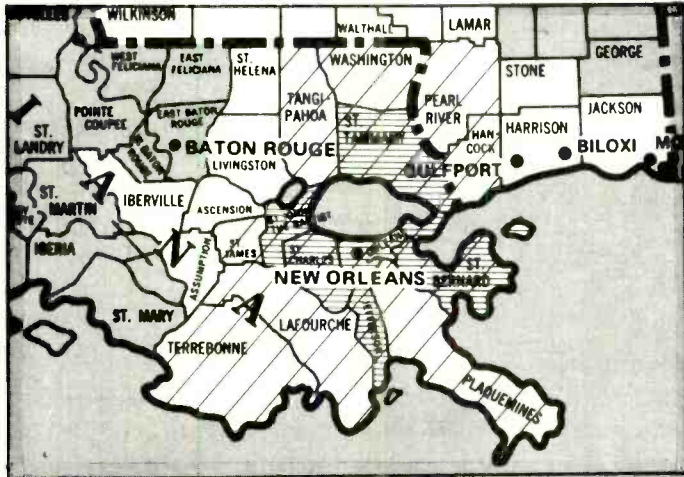
**102.3 WBAB .....**  
**LONG ISLAND'S ROCK n' ROLL!**



# MARKET OVERVIEWS

## #31/NEW ORLEANS

COMPLETE RATINGS DATA PG. 131



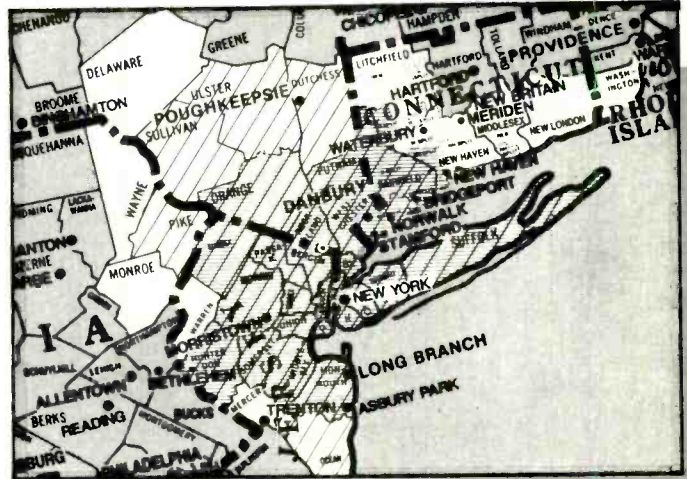
In a good Arbitron sampling effort, **WYLD-FM** managed to maintain its dominant shares, while CHR king **WEZB** again posted double-digit runner-up scores.

**WYLD-FM's** B/U format achieved a remarkably stable overall share, just a whisker different from the fall tally. Meanwhile, **WEZB** added to its ratings loot by climbing over a 12, its best book in the last several.

Among the rest of the pack, **WQUE-FM** had much to be pleased about. While it didn't post as great an advance as its CHR competitor, **WQUE-FM** did grow nicely, copping third place overall. Obviously, CHR is alive and well in New Orleans.

## #1/NEW YORK

COMPLETE RATINGS DATA PG. 132



**WHTZ** again reigned, snatching the lead away from Urban **WRKS**. **WPLJ** rose, while the remaining AOR, **WNEW-FM**, continued to improve steadily.

With **Z100** retaking the overall lead and **WPLJ** growing, it's apparent the CHR wars in Gotham have left some winners and losers. The post-book switch of **WKUT** to **WXRK**, an AOR, identified one casualty. CHR now seems to be a two-horse race between **WHTZ** and **WPLJ**.

**WNEW-FM's** sustained rise continued. It will be interesting to see how the new competition affects the loyalties of its audience. Also worth watching is the Country cache over at **WHN**. The station garnered its best showing in years. How much is due to the Mets games will have to be examined in future survey results.

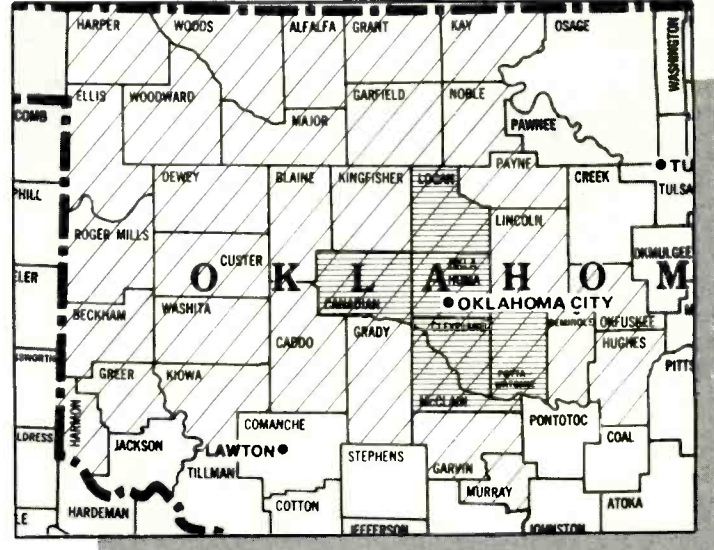
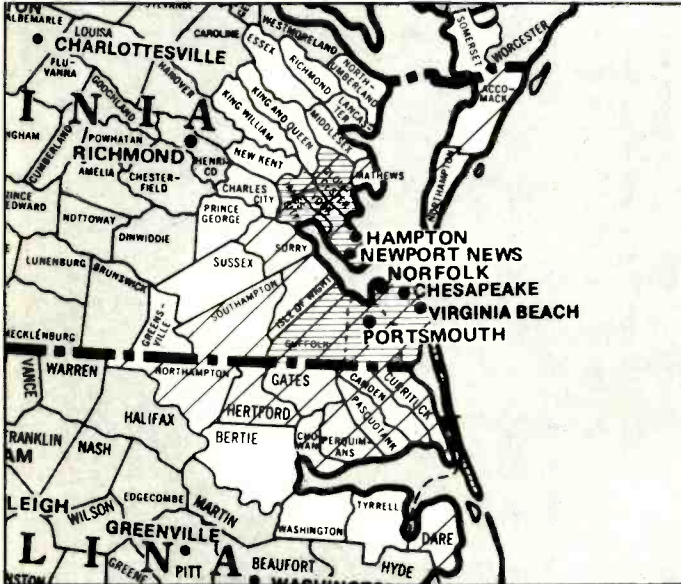
## BUDWEISER CONCERT HOUR

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# MARKET OVERVIEWS

## #35/NORFOLK-PORTSMOUTH- NEWPORT NEWS-HAMPTON COMPLETE RATINGS DATA PG. 133

## #42/OKLAHOMA CITY COMPLETE RATINGS DATA PG. 134



Other than its usual shortfall in sampling men 18-24 here, owing to its inability to survey people in group quarters (such as Navy barracks), Arbitron apparently conducted a fairly clean sweep here. The results show almost a carbon copy of the two previous books. **WFOG** had nearly the identical 12+ share it earned in those two prior sweeps, remaining the market's only double-digit entity.

**WNOR-FM** came in second with a stronger book, while **WLTY** climbed again to take third. **WNOR-FM**'s AOR sound rebounded from a dip in the fall, giving the station the dominant male shares in the metro. **WLTY**'s A/C approach continued to show growth, thanks largely to a more loyal batch of male listeners.

Other stories included the tightened CHR race. **WNVZ** still led in this contest but **WNSY** jumped two shares this survey to move within shouting distance of **WNVZ**. Also, **WMYK**'s male numbers doubled, propelling it to a much healthier score.

One of the better A/C stories this spring was **KZBS**'s. The station increased its numbers in both genders, jumping almost four shares to the top spot. That surge overshadowed another fine score earned by **AOR KATT-FM**.

**KATT-FM** added almost two shares 12+ to take the runner-up slot. Its teen shares slipped, but adult males boosted the station's fortunes. Meanwhile, other double-digit performances were being recorded by **KKNG** and **KXXY**. **KKNG** had been the leader last sweep but its B/EZ loyalists faltered this book. Country **KXXY**, on the other hand, lured more quarter-hour fans than before and climbed to its best overall share to date.

## #5/PHILADELPHIA

COMPLETE RATINGS DATA PG. 135



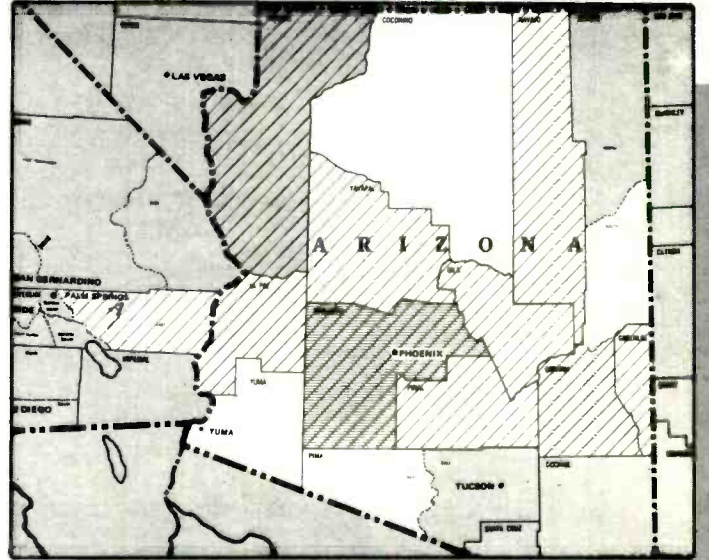
There was a new leader in Philly, the Easy Listening station rebounded, and both Urbans improved (perhaps influenced by Arbitron's oversampling of blacks this sweep).

AOR **WMMR** was the new pacesetter in Philadelphia. Up strongly for the second straight book, WMMR emerged as the dominant male listening choice this sweep. Right behind was **WEAZ**, which has led in the past but was recovering from a soft winter story.

In third overall, and still atop the Urban race, was **WUSL**. A boost from teens gave it the edge needed to stay ahead of likewise-improved **WDAS-FM** in the Black/Urban contest.

# #24/PHOENIX

COMPLETE RATINGS DATA PG. 136



Perennial market leader **KTAR** virtually cloned last spring's results. In the process, however, the N/T station almost lost its crown. **KNIX-FM's** Country shares, which had been on the rise since last spring, came within a hair's breadth of **KTAR**, which slipped from double digits. Consistently improving female numbers contributed to **KNIX-FM's** showing.

In the rest of the market, **KUPD** remained stable and strong, its AOR sounds good enough for third overall. **KZZP-FM's** CHR appeal moved it into fourth 12+ and its best total-persons share in recent sweeps.

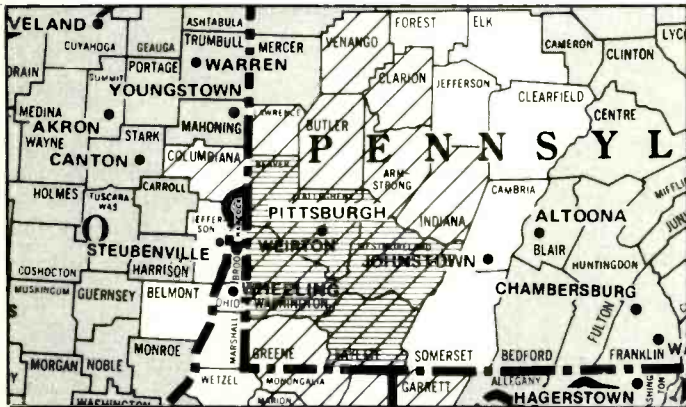
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# MARKET OVERVIEWS

## #13/PITTSBURGH

COMPLETE RATINGS DATA PG. 139



A good-caliber survey showed continued dominance by KDKA and a close-to-double-digits finish for WBZZ.

Arbitron's good job of sampling the market this survey was good news to a station like KDKA. The giant A/C's share slipped just a bit from the spring '84 estimate, but it was still the only double-digit outlet in the metro.

That may change soon if WBZZ has its way. The CHR kingpin earned its highest 12+ share ever. Also improved this book was top AOR WDVE, which rose to fourth behind a slipping WSHH.

A female-oriented usable sample and squabbling over direct-mail contests were factors in the spring results here. KGW and KEX were arguing over who had rights to certain direct-mail promotions. However that worked out, it appears KGW did something right. The station added almost four shares, grabbed double digits for the first time in years, and ended up the market leader.

The other major item of note was the CHR donnybrook. KKRZ and KMJK remained locked in a vigorous struggle, and as luck would have it, both improved this sweep. The stations were virtually tied among teens, while KMJK had an edge among female adults. KKRZ got the nod among adult males.

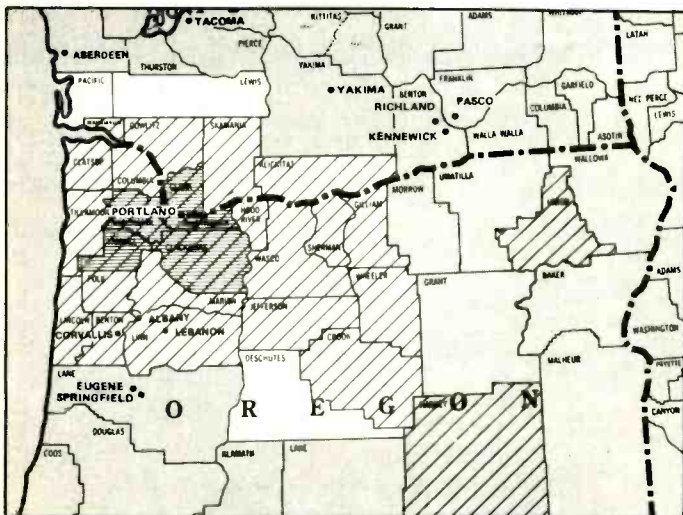
## #26/PROVIDENCE-WARWICK-PAWTUCKET

COMPLETE RATINGS DATA PG. 141



## #30/PORTLAND

COMPLETE RATINGS DATA PG. 140



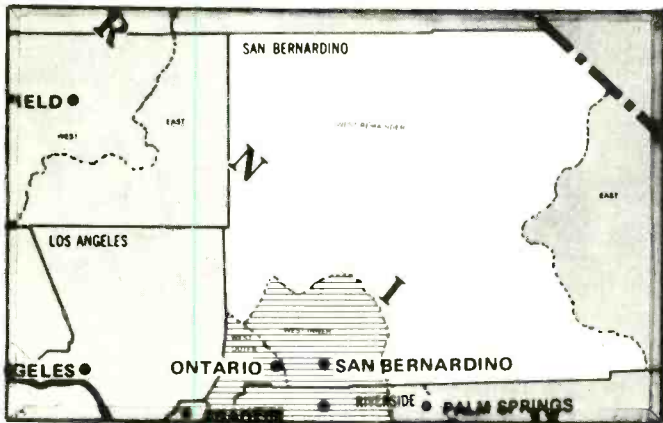
WLKW-FM stayed in its usual first place stance, WPRO-FM returned to double digits for its best score ever, and WHJJ continued to hover just below the 10-share level.

While WLKW-FM's Beautiful Music sound continued to pace the 12+ derby, it was WPRO-FM that showed the strongest improvement. The CHR fixture not only scored gains among teens, but also adults — especially females. AOR WHJJ emerged as the top preference among adult men in the market. The station's teen profile slipped this book, giving it a more adult skew.

Other success stories included the improvement of WPRO (AM) (male numbers up a third) and the rebound by N/T WHJJ, which improved in each of the four key dayparts.

# MARKET OVERVIEWS

## #39/RIVERSIDE- SAN BERNARDINO-ONTARIO COMPLETE RATINGS DATA PG. 142

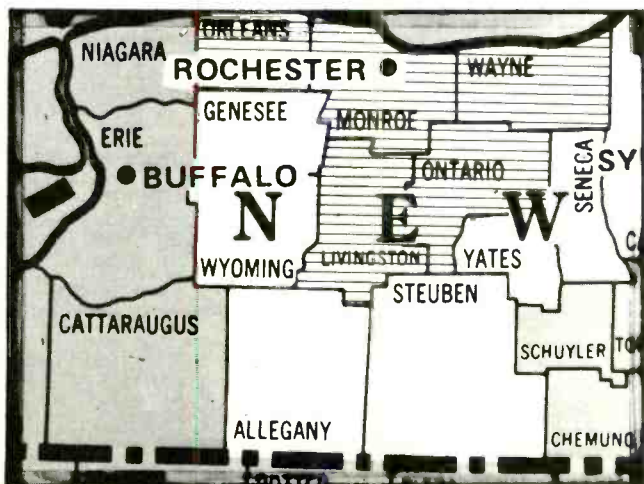


The results of this survey won't go into any Arbitron highlight film. Arbitron did a poor job of getting usable sample from men and Hispanics.

Usually an L.A. station is top dog here. However, this time local A/C KGGI took the honors, jumping almost three shares into first. KIIS-FM slipped to second, while local B/EZ franchise KDUO held steady, good enough for third overall.

Two other L.A. stations posted worthwhile gains. KFI's signal got through to some diarykeepers this time and allowed the station to rebound from a soft fall stance. KRTH, on the other hand, had been making steady progress, and that climb continued this sweep.

## #41/ROCHESTER COMPLETE RATINGS DATA PG. 143

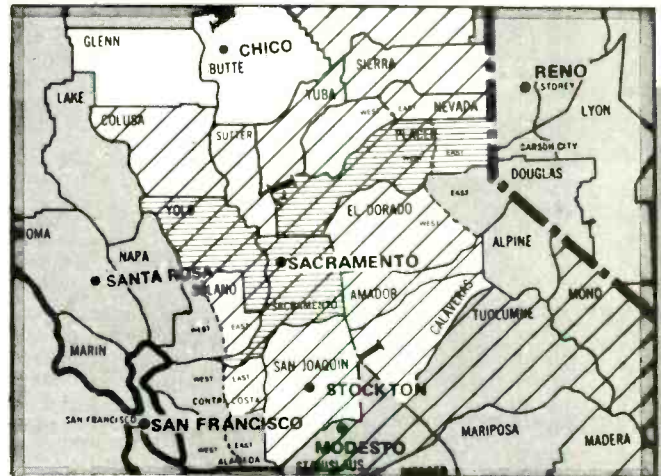


Rochester's ratings resulted in another strong performance by A/C WVOR, a four-share surge by CHR leader WPXY-FM, and the climb of AOR WCMF into third place.

WVOR actually slipped a notch this survey. WPXY-FM gave WVOR a race for it, breaking open a close CHR competition by zooming to the runner-up spot, within one point of the overall lead.

WCMF recovered from a soft fall showing to recapture double digits. Meanwhile, the remaining double-digit station, B/EZ franchise WEZO, slipped for the third straight book.

## #33/SACRAMENTO COMPLETE RATINGS DATA PG. 144



There's a new leader in Sacramento, as CHR king KSFM rose again, this time garnering double digits and edging AOR KZAP for the 12+ crown.

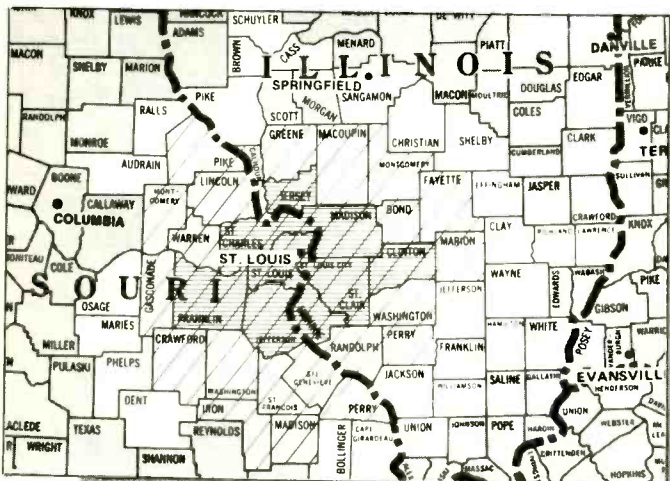
Both stations' teen shares slipped, but KZAP emerged as the top choice among adult men in the community. KSFM, along with previous winner KCTC and A/C leader KXOA-FM, virtually tied for the honors among women 18+ in the metro.

When evaluating the survey data you may want to keep in mind Arbitron's sample return. Men were under-represented, especially men 18-24.

# MARKET OVERVIEWS

## #14/ST. LOUIS

COMPLETE RATINGS DATA PG. 145



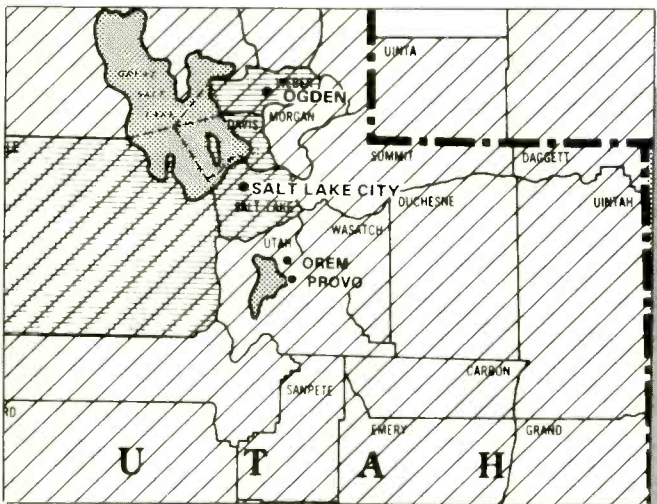
KMOX slipped below a 20, but this leviathan continued to roll along in its dominant fashion.

In the real world, two stories stand out. The AOR, KSHE, was up another point and continues to be the only other St. Louis area station that travels in the rarefied air of double digits. The CHR race switched leaders, as KWK edged KHTR for the first time.

Good news about the survey quality here. Arbitron apparently did one of its best jobs of sampling, so you can treat these numbers with confidence.

## #44/SALT LAKE CITY-OGDEN

COMPLETE RATINGS DATA PG. 146



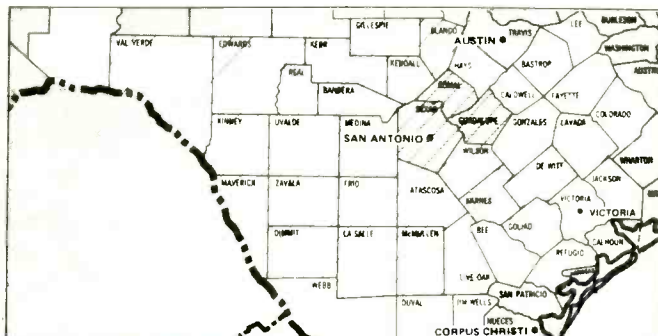
A real 1-2 punch featuring the CHR leader and the local AOR threw the market into a tizzy. Perennial leaders KSFI

and KSL were softer, while CHR KCPX jumped three shares into second and AOR KRSP-FM added more than two shares, landing in a close third.

In the face of this youthful charge, KSFI barely remained on top. KSL moved to fourth. No real sampling anomalies seem to have played a part in the latest standings.

## #37/SAN ANTONIO

COMPLETE RATINGS DATA PG. 149

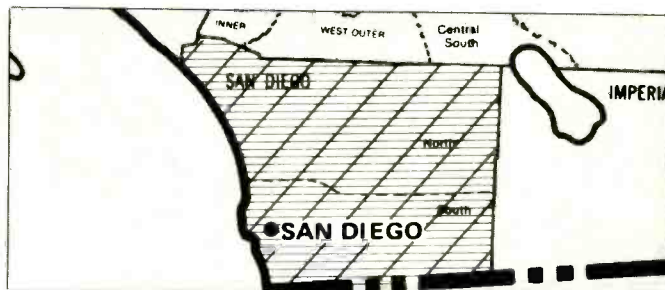


Former leader KQXT had a stable book, but KTFM earned its highest 12+ share to date to take over the top slot. The CHR leader rebounded from a slightly down fall '84 tally.

There's a new A/C kingpin also. KSMG debuted this survey and surged to the top of the format standings with a well-balanced audience profile. Previous A/C winner KLLS was down almost two shares.

## #20/SAN DIEGO

COMPLETE RATINGS DATA PG. 150



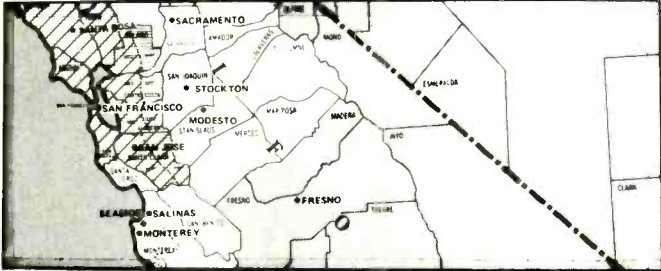
A new hierarchy emerged in San Diego this sweep, as former winner KJQY's B/EZ shares were reduced in the wake of spring listening patterns. The killer this book was KFMB, which had an assist from the Padres. The station exceeded its share last spring and claimed the top spot in the latest results.

Also strutting its stuff this book was AOR legend KGB. Bouncing back from a slip in the winter tallies, it became the new No. 2, ahead of KJQY. A/C KFMB-FM had a solid up book. CHR KSDO-FM hit its lowest 12+ share in the last several surveys. Finally, another AOR, XTRA-FM, added two shares and jumped into contention.

# MARKET OVERVIEWS

## #4/SAN FRANCISCO

COMPLETE RATINGS DATA PG. 151



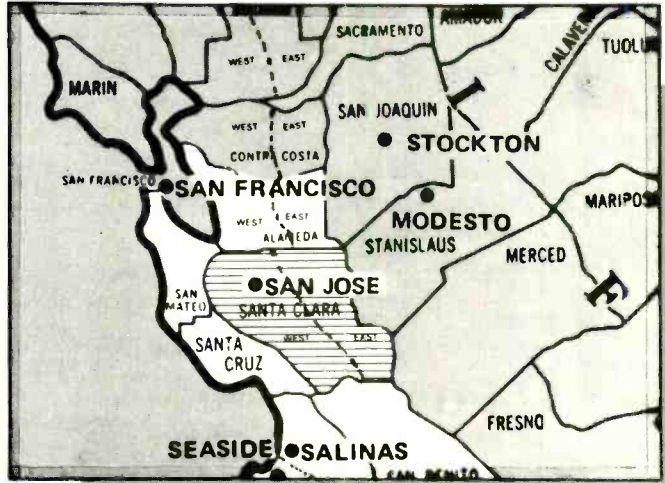
KGO remained embedded in first, KCBS had a stable showing for the number two position, KSOL regrouped, and KFRC's "Game Zone" experiment seems to have gotten off to a poor start.

KGO and KCBS perennially hold the 1-2 slots, and this sweep was no exception. The two N/T stations seem locked in a never-ending struggle. Among music stations, however, KSOL passed KYUU as the top choice, picking up a share that had been surrendered in the winter data.

Former CHR leader KFRC, in an effort to boost its mid-days, debuted the six-hour "Game Zone" approach. Unfortunately, it looks as though the station's numbers in midday dropped about 50%. Let's see if this concept catches on, as RKO seems willing to give it more time.

## #28/SAN JOSE

COMPLETE RATINGS DATA PG. 154



KGO is usually on top here, and this sweep told the same story. Among local stations, KBAY was back on top, with KWSS slipping.

Success stories in this book included a jump by San Jose A/C KARA, a surge by San Francisco A/C KIOI, and the rebound of KCBS. A factor in some of the survey results here was the usual poor job done by Arbitron in sampling local Hispanics. Stations appealing to that audience may have risen or fallen accordingly.

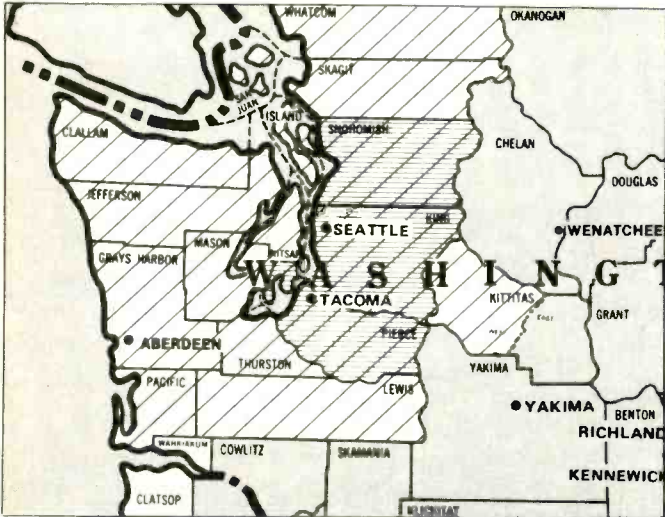
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# MARKET OVERVIEWS

## #17/SEATTLE-EVERETT-TACOMA

COMPLETE RATINGS DATA PG. 155



KIRO was back to double digits, KUBE still led the CHR pack, and the A/C arena became more congested.

KIRO picked up two shares to return to its comfortable double-digit neighborhood. Meanwhile, KUBE's share eroded just a bit, but it still managed to pace the CHR contenders. KISW, the AOR fixture, slipped but not to a dangerous degree.

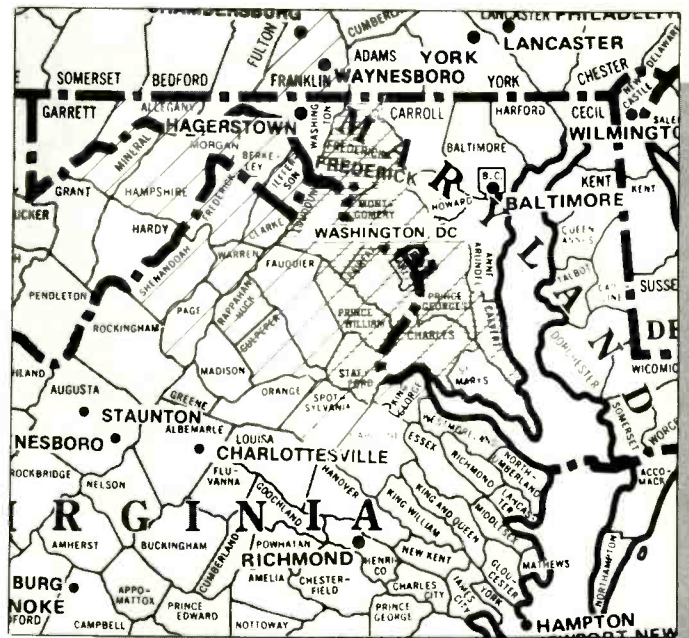
The A/C race had another entrant. KMGJ debuted this sweep, perhaps accounting for the softness experienced by KOMO.

For the last few years, WWBA's Beautiful Music sound and the CHR strains of WRBQ-FM have been a dominant 1-2 in the Tampa Bay metro. This book was no different.

The two stations were miles ahead again. Among the rest of the mere mortal world, however, there was good news for WIQI, the A/C leader, as it moved into a tie for third. Also tied for third overall was Country WQYK, which slipped (while WSUN rose) to make the Country contest a closer one.

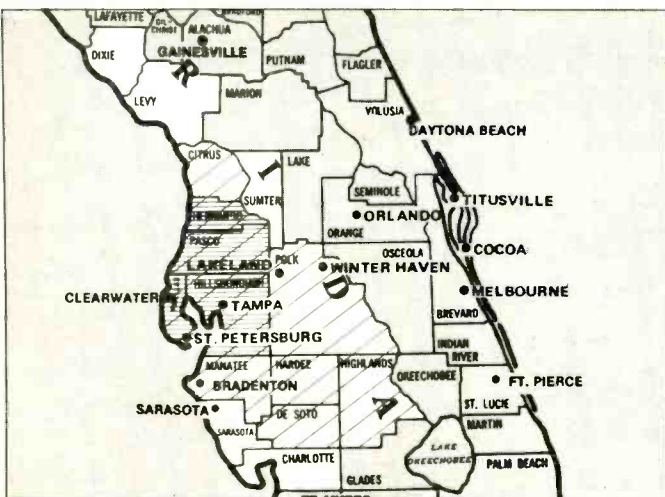
## #9/WASHINGTON, DC

COMPLETE RATINGS DATA PG. 157



## #21/TAMPA-ST. PETERSBURG

COMPLETE RATINGS DATA PG. 156



It must have been a gay old time at WGAY when the spring results arrived. The Beautiful Music station emerged as the top station for the first time.

WKYS slipped but landed in second place. WWDC-FM enjoyed a healthy rise. WMAL dropped to its lowest 12+ share in years. As for the CHR battle, WRQX was soft but still managed to stay ahead of a stable WAVA. The other Black/Urban stations, like WKYS, were down. A sampling problem? Possible but not likely, as Arbitron got a good return from blacks.

# MARKETPLACE

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VIDEO #2 features Dr. Don Rose/KFRC, Jack Armstrong/KFRC-KKHR, Big Ron O'Brien/KIIS-KFI, Eric Chase/KFI, Tim Kelly-Bruce Vidal/KIIS, Magic Christian/KLZZ, Hudson & Bauer/KFMB. 2 full hours, VHS or BETA, \$39.95.

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As you delve into the Spring 1985 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 Spring '85 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the Spring '85 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+ cum 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 Spring '85 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 Ratings Data

## NEW YORK

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ AORH | STATIONS | FORMAT |
|------------|------------|----------|------------|------------|------------|----------|----------|--------|
| 7.2        | 6.6        | 5.9      | 5.7        | 6.0        | 1          | 100.3    | WHTZ     | CHR    |
| 5.1        | 5.4        | 5.3      | 6.0        | 5.4        | 2          | 98.7     | WRKS     | B/U    |
| 4.4        | 5.3        | 4.3      | 4.8        | 5.1        | 3          | 95.5     | WPLJ     | CHR    |
| 4.2        | 4.7        | 5.2      | 4.1        | 5.0        | 4          | 71.0     | WOR      | TALK   |
| 3.1        | 3.1        | 3.9      | 4.1        | 4.3        | 5          | 102.7    | WNEW-FM  | AOR    |

## DEMOGRAPHIC RANK

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 |    |
|--------------|----------------|--------------|----------------|----|
| 1 WNEW-FM    | 1 WPLJ         | 1 WNEW-FM    | 1 WPLJ         | 1  |
| 2 WHTZ       | 2 WRKS         | 2 WCBS-FM    | 2 WHTZ         | 2  |
| 3 WPLJ       | 3 WHTZ         | 3 WHTZ       | 3 WRKS         | 3  |
| 4 WRKS       | 4 WBLS         | 4 WNBC       | 4 WLTW         | 4  |
| 5 WBLS       | 5 WNEW-FM      | 5 WPLJ       | 5 WBLS         | 5  |
| 6 WNBC       | 6 WLTW         | 6 WBLS       | 6 WNEW-FM      | 6  |
| 7 WCBS-FM    | 7 WYNY         | 7 WRKS       | 7 WYNY         | 7  |
| 8 WKTU       | 8 WNBC         | 8 WHN        | 8 WCBS-FM      | 8  |
| 9 WYNY       | 9 WPIX         | 9 WKTU       | 9 WNBC         | 9  |
| 10 WAPP      | 10 WCBS-FM     | 10 WYNY      | 10 WHN         | 10 |

# Step Manual &R's Unique a Features

## ORK #1

| CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|-----------|------------|------------|------------|------------|-----------------------------------|----------------------|---------|--------------------|
| 2         | 2          | 3          | 1          | 2          | 15/72                             | EASTMAN              |         | 9.6                |
| 5         | 1          | 4          | 4          | 9          | 11/95                             | RKO                  | RKO-1   | 8.1                |
| 2         | 3          | 2          | 2          | 4          | 17/62                             | BLAIR                | ABC-R   | 6.2                |
| 7         | 43         | 25         | 21         | 17         | 11/96                             | RKO                  | RKO-2   | 4.5                |
| 6         | 4          | 1          | 3          | 5          | 13/81                             | KATZ                 | NBC-S   | 5.9                |

|              |                | FORMAT REACH |      |
|--------------|----------------|--------------|------|
| Men<br>25-54 | Women<br>25-54 | A/C          |      |
| VCBS-FM      | 1 WLTW         | AOR          | 10.1 |
| VNEW-FM      | 2 WHTZ         | BBnd         | 4.3  |
| VNBC         | 3 WPLJ         | Blk/Urbn     | 2.7  |
| VBLS         | 4 WRKS         | BM/Easy      | 9.8  |
| VHTZ         | 5 WYNY         | CHR          | 8.4  |
| VHN          | 6 WCBS-FM      | Clas         | 14.7 |
| VPLJ         | 7 WBLS         | Ctry         | 2.7  |
| VLTW         | 8 WHN          | Gold         | 3.1  |
| VINS         | 9 WRFM         | N/T          | 3.3  |
| VRKS         | 10 WINS        | Span         | 16.5 |
|              |                |              | 1.4  |

## 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          | SHRDN | Sheridan                   |
| ABC-T | ABC TalkRadio          | US1   | United Stations 1          |
| AP    | Associated Press Radio | US2   | United Stations 2          |
| CBS   | CBS                    | UPI   | United Press International |
| 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 & Co.                    |
| KATZ       | Katz Radio                          |
| KEYSTONE   | Keystone Broadcasting System        |
| LOTUS      | Lotus Reps                          |
| 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.           |
| PATT MEDIA | Patt Media                          |
| P MILLER   | Paul Miller & Co.                   |
| PAN AMER   | Pan American Broadcasting Co.       |
| PEARSE     | Pearse Sales                        |
| PRO RADIO  | PRO Radio                           |
| P/W RADIO  | P/W Radio Representatives           |
| RADIO SPT  | Radio Spot Sales, Inc.              |
| RADIO STN  | Radio Station, Inc.                 |
| R A LAZAR  | R.A. Lazar & Company                |
| RAR        | Radio Advertising Reps              |
| REGIONAL   | Regional Reps Corp.                 |
| 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 Co. Inc.                     |
| TORBET     | Torbet Radio                        |
| UNIREP     | Unirep Broadcasting Company         |
| W & P      | Weiss & Powell, Inc.                |
| WALLACE    | Hugh Wallace, Inc.                  |
| WALTON     | Walton Broadcasting Sales           |
| WESTERN    | Western Broadcast Sales             |

# ALBANY-SCHENECTADY-TROY #50

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 12.8       | 9.0      | 11.6       | 1                     | <b>WGY</b><br>810       | A/C    | 1         | 5          | 7          | 3          | 1          | 15/71                            | CHRISTAL             | NBC     |
| 12.5       | 11.8     | 9.5        | 2                     | <b>WPYX</b><br>106.5    | AOR    | 3         | 2          | 1          | 1          | 2          | 13/83                            | MCGAVREN             | ABC-R   |
| 9.4        | 7.8      | 9.3        | 3                     | <b>WGFM</b><br>99.5     | CHR    | 2         | 1          | 2          | 2          | 6          | 14/75                            | CHRISTAL             | NBC-S   |
| 6.0        | 5.5      | 8.4        | 4                     | <b>WROW-FM</b><br>95.5  | B/EZ   | 5         | 11         | 11         | 8          | 3          | 10/110                           | MMR                  | US2     |
| 6.6        | 8.3      | 6.8        | 5                     | <b>WQBK</b><br>1300     | TALK   | 9         | 12         | 9          | 10         | 9          | 9/115                            | HNWH                 | CBS     |
| 6.5        | 6.4      | 5.7        | 6                     | <b>WWOM</b><br>100.9    | A/C    | 7         | 9          | 4          | 4          | 4          | 13/82                            | BLAIR                | US1     |
| 3.1        | 3.6      | 5.5        | 7                     | <b>WQBK-FM</b><br>103.9 | AOR    | 10        | 6          | 3          | 5          | 5          | 11/96                            | HNWH                 | CBS-R   |
| 6.0        | 5.6      | 5.4        | 8                     | <b>WFLY</b><br>92.3     | CHR    | 4         | 3          | 5          | 6          | 8          | 22/49                            | EASTMAN              | ABC-C   |
| 4.9        | 5.0      | 4.8        | 9                     | <b>WGNA</b><br>107.7    | CTRY   | 11        | 4          | 8          | 9          | 10         | 12/91                            | CHRISTAL             | NBC-S   |
| 3.9        | 4.1      | 4.1        | 10                    | <b>WTRY</b><br>980      | A/C    | 6         | 8          | 6          | 7          | 7          | 20/54                            | MCGAVREN             | ABC-D   |
| 5.4        | 2.4      | 3.5        | 11                    | <b>WPTR</b><br>1540     | CTRY   | 12        | 10         | 10         | 11         | 11         | 15/73                            | EASTMAN              | ABC-I   |
| 5.0        | 6.8      | 3.3        | 12                    | <b>WROW</b><br>590      | A/C    | 8         | 7          | 12         | 12         | 12         | 20/54                            | MMR                  | US2     |
| 2.3        | 3.3      | 3.2        | 13                    | <b>WABY</b><br>1400     | BBND   | 13        | 16         | 16         | 19         | 14         | 12/92                            | BLAIR                | ABC-D   |
| 0.7        | 0.6      | 1.9        | 14                    | <b>WCSS</b><br>1490     | A/C    | 16        | 13         | 20         | 17         | 17         | 7/148                            |                      |         |
| --         | 1.6      | 1.9        | 14                    | <b>WCKL</b><br>560      | A/C    | 17        | 17         | 19         | 14         | 16         | 7/161                            | SAVALLI              | UPI     |
| 0.4        | 1.5      | 1.3        | 16                    | <b>WWCN</b><br>1460     | N/T    | 14        | 18         | 14         | 13         | 15         | 20/54                            | ROSLIN               |         |
| 0.9        | 0.8      | 1.0        | 17                    | <b>WHRL</b><br>103.1    | B/EZ   | 15        | 20         | 18         | 16         | 13         | 15/74                            |                      | MBS     |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WPYX       | 1 WWOM         | 1 WPYX       | 1 WWOM         | 1 WPYX       | 1 WGY          | A/C 28.5    |
| 2 WQBK-FM    | 2 WGFM         | 2 WQBK-FM    | 2 WGFM         | 2 WGY        | 2 WROW-FM      | AOR 15.0    |
| 3 WGFM       | 3 WFLY         | 3 WGFM       | 3 WGY          | 3 WQBK-FM    | 3 WWOM         | BBnd 3.2    |
| 4 WFLY       | 4 WPYX         | 4 WGY        | 4 WFLY         | 4 WGFM       | 4 WGFM         | BM/Easy 9.4 |
| 5 WWOM       | 5 WQBK-FM      | 5 WGNA       | 5 WPYX         | 5 WTRY       | 5 WFLY         | CHR 14.7    |
| 6 WGNA       | 6 WTRY         | 6 WTRY       | 6 WROW-FM      | 6 WROW-FM    | 6 WTRY         | Ctry 8.3    |
| 7 WTRY       | 7 WGY          | 7 WWOM       | 7 WTRY         | 7 WGNA       | 7 WQBK         | N/T 8.1     |
| 8 WGY        | 8 WGNA         | 8 WFLY       | 8 WQBK-FM      | 8 WWOM       | 8 WPYX         |             |
| 9 WQBK       | 9 WROW         | 9 WROW-FM    | 9 WQBK         | 9 WQBK       | 9 WQBK         |             |
| 10 WPTR      | 10 WQBK        | 10 WQBK      | 10 WGNA        | 10 WFLY      | 10 WGNA        |             |

# ANAHEIM-SANTA ANA #19

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 10.0       | 10.1     | 9.1        | 1                     | <b>KIIS-FM</b><br>102.7 | CHR    | 1         | 2          | 1          | 1          | 1          | 15/70                               | MCGAVREN             |         |
| 7.1        | 5.3      | 6.8        | 2                     | <b>KBIG</b><br>104.3    | B/EZ   | 5         | 13         | 8          | 5          | 2          | 11/97                               | TORBET               |         |
| 6.7        | 5.6      | 5.7        | 3                     | <b>KABC</b><br>790      | TALK   | 2         | 20         | 17         | 8          | 5          | 15/74                               | KATZ                 | ABC-T   |
| 4.3        | 5.1      | 4.9        | 4                     | <b>KJOI</b><br>98.7     | B/EZ   | 13        | 28         | 19         | 16         | 15         | 12/93                               | MMR                  |         |
| 5.3        | 4.6      | 4.7        | 5                     | <b>KLOS</b><br>95.5     | AOR    | 3         | 7          | 2          | 2          | 6          | 16/66                               | KATZ                 | ABC-R   |
| 4.5        | 3.8      | 4.3        | 6                     | <b>KMPC</b><br>710      | BBND   | 7         | 18         | 25         | 20         | 14         | 16/68                               | SELCOM               |         |
| 3.2        | 4.3      | 4.3        | 6                     | <b>KOST</b><br>103.5    | A/C    | 10        | 14         | 6          | 3          | 3          | 15/72                               | CHRISTAL             |         |
| 2.3        | 4.2      | 4.3        | 6                     | <b>KROQ</b><br>106.7    | AOR    | 12        | 3          | 4          | 7          | 20         | 15/74                               | BLAIR                |         |
| 3.5        | 3.9      | 4.0        | 9                     | <b>KKHR</b><br>93.1     | CHR    | 6         | 1          | 7          | 9          | 23         | 18/60                               | CBS SPOT             |         |
| 4.6        | 3.6      | 3.9        | 10                    | <b>KMET</b><br>94.7     | AOR    | 4         | 6          | 3          | 4          | 4          | 19/56                               | SELCOM               |         |
| 3.7        | 3.8      | 3.3        | 11                    | <b>KRTH</b><br>101.1    | GOLD   | 9         | 8          | 5          | 6          | 7          | 20/55                               | REPUBLIC             | US-2    |
| 2.9        | 4.7      | 3.2        | 12                    | <b>KNX</b><br>1070      | NEWS   | 11        | 34         | 24         | 15         | 12         | 20/55                               | CBS SPOT             | CBS     |
| 1.6        | 1.3      | 2.5        | 13                    | <b>KZLA</b><br>93.9     | CTRY   | 16        | 26         | 15         | 11         | 9          | 15/70                               | EASTMAN              |         |
| 2.0        | 1.9      | 2.5        | 13                    | <b>KFWB</b><br>980      | NEWS   | 8         | 35         | 32         | 26         | 19         | 27/40                               | BLAIR/RAR            | NBC     |
| 2.1        | 2.0      | 2.3        | 15                    | <b>KHTZ</b><br>97.1     | A/C    | 14        | 30         | 11         | 10         | 8          | 18/60                               | MMR                  |         |
| 2.1        | 2.0      | 2.0        | 16                    | <b>KNOB</b><br>97.9     | B/EZ   | 23        | 33         | 34         | 28         | 24         | 14/78                               | MASLA                |         |
| 2.4        | 1.2      | 2.0        | 16                    | <b>KWIZ-FM</b><br>96.7  | A/C    | 20        | 12         | 10         | 12         | 10         | 16/66                               | TORBET               |         |
| 2.6        | 1.3      | 1.8        | 18                    | <b>KLAC</b><br>570      | CTRY   | 17        | 27         | 26         | 22         | 17         | 20/54                               | EASTMAN              | ABC-D   |
| 0.8        | 2.5      | 1.6        | 19                    | <b>KMGG</b><br>105.9    | A/C    | 22        | 17         | 9          | 13         | 11         | 18/59                               | HNWH                 |         |
| 1.7        | 2.1      | 1.6        | 19                    | <b>KFI</b><br>640       | A/C    | 18        | 15         | 21         | 17         | 16         | 22/50                               | CHRISTAL             | ABC-E   |
| 0.6        | 1.7      | 1.6        | 19                    | <b>KFAC-FM</b><br>92.3  | CLAS   | 24        | 32         | 27         | 23         | 21         | 16/66                               | MCGAVREN             |         |
| 1.2        | 0.9      | 1.5        | 22                    | <b>KIKF</b><br>94.3     | CTRY   | 21        | 38         | 22         | 18         | 18         | 20/54                               | HNWH                 |         |
| 0.8        | 0.8      | 1.4        | 23                    | <b>KUTE</b><br>101.9    | B/U    | 27        | 40         | 13         | 14         | 13         | 14/76                               | HNWH                 |         |
| 3.6        | 1.9      | 1.4        | 23                    | <b>KIQQ</b><br>100.3    | CHR    | 15        | 4          | 14         | 24         | 33         | 29/37                               | MASLA                |         |
| 0.8        | 1.3      | 1.3        | 25                    | <b>KEZY-FM</b><br>95.9  | CHR    | 19        | 11         | 12         | 19         | 25         | 28/39                               | ROSLIN               |         |
| 0.9        | 0.8      | 1.2        | 26                    | <b>KTNQ</b><br>1020     | SPAN   | 31        | 25         | 16         | 21         | 28         | 12/94                               | CABALLERO            |         |
| 1.0        | 1.0      | 1.0        | 27                    | <b>KKGO</b><br>105.1    | JAZZ   | 28        | 36         | 20         | 27         | 27         | 19/57                               | BLAIR/RAR            | AP      |

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# ATLANTA #15

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS                              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|---------|---------------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 9.2        | 10.5     | 12.1       | 1          |         | <b>WZGC</b><br>92.9                   | CHR    | 1         | 1          | 3          | 3          | 4          | 14/78                           | TORBET               | ABC-C   | 11.7               |
| 9.1        | 8.5      | 11.0       | 2          |         | <b>WVEE</b><br>103.3                  | B/U    | 3         | 2          | 2          | 1          | 1          | 10/108                          | MCGAVREN             | US-1    | 9.7                |
| 9.1        | 9.9      | 9.2        | 3          |         | <b>WQXI-FM</b><br>94.1                | CHR    | 2         | 5          | 1          | 2          | 2          | 15/73                           | BLAIR                |         | 8.9                |
| 10.0       | 6.7      | 8.9        | 4          |         | <b>WKHX</b><br>101.5                  | CTRY   | 4         | 4          | 6          | 4          | 3          | 12/93                           | SELCOM               |         | 7.7                |
| 7.0        | 9.0      | 6.5        | 5          |         | <b>WPCH</b><br>94.9                   | B/EZ   | 8         | 14         | 13         | 8          | 6          | 12/90                           | KATZ                 |         | 6.2                |
| 6.9        | 6.7      | 6.4        | 6          |         | <b>WKLS-FM</b><br>96.1                | AOR    | 7         | 3          | 4          | 5          | 9          | 14/79                           | MASLA                | ABC-R   | 10.1               |
| 6.8        | 7.2      | 6.3        | 7          |         | <b>WSB</b><br>750                     | A/C    | 5         | 16         | 10         | 9          | 8          | 16/67                           | CHRISTAL             | ABC-E   | 6.0                |
| 4.8        | 3.5      | 5.4        | 8          |         | <b>WSB-FM</b><br>98.5                 | A/C    | 6         | 8          | 5          | 6          | 5          | 17/64                           | CHRISTAL             | CBS-R   | 5.1                |
| --         | 3.3      | 3.7        | 9          |         | <b>WFOX</b><br>97.1                   | A/C    | 9         | 10         | 7          | 7          | 7          | 16/66                           | MMR                  |         | 4.2                |
| 1.1        | 2.4      | 3.3        | 10         |         | <b>WYAY</b><br>106.7                  | CTRY   | 12        | 7          | 8          | 10         | 11         | 14/80                           | REPUBLIC             |         | 3.8                |
| 2.9        | 3.2      | 2.9        | 11         |         | <b>WGST</b><br>920                    | N/T    | 11        | 15         | 15         | 14         | 12         | 18/59                           | KATZ                 | CBS     | 2.9                |
| 4.3        | 5.3      | 2.5        | 12         |         | <b>WRMM</b><br>99.7                   | A/C    | 10        | 13         | 9          | 11         | 10         | 22/50                           | EASTMAN              |         | 1.4                |
| 4.6        | 2.9      | 2.3        | 13         |         | <b>WAOK</b><br>1380                   | B/U    | 13        | 9          | 12         | 12         | 13         | 16/69                           | MASLA                | NBC     | 2.4                |
| 2.6        | 1.9      | 1.7        | 14         |         | <b>WPLO</b><br>590                    | CTRY   | 16        | 17         | 18         | 16         | 14         | 16/70                           | MCGAVREN             | ABC-I   | 1.2                |
| 1.2        | 1.2      | 1.6        | 15         |         | <b>WQXI</b><br>790                    | GOLD   | 17        | 12         | 11         | 13         | 15         | 16/69                           | BLAIR                |         | .4                 |
| 1.5        | 1.3      | 1.6        | 15         |         | <b>WJYA-AM &amp; FM</b><br>1080 104.1 | BBND   | 18        | 22         | 20         | 18         | 17         | 17/65                           | W&P                  | AP      | 1.8                |
| 3.1        | 2.0      | 1.3        | 17         |         | <b>WIGO</b><br>1340                   | B/U    | 15        | 6          | 14         | 15         | 17         | 22/49                           | CITI MEDIA           | ABC-D   | 1.9                |
| 2.3        | 1.3      | 1.2        | 18         |         | <b>WCNN</b><br>680                    | TALK   | 14        | 21         | 16         | 17         | 16         | 27/39                           | HNHW                 | ABC-T   | 1.2                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |          |      |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|------|
| 1 WQXI-FM    | 1 WVEE         | 1 WQXI-FM    | 1 WVEE         | 1 WQXI-FM    | 1 WVEE         | A/C      | 17.9 |
| 2 WKLS-FM    | 2 WQXI-FM      | 2 WVEE       | 2 WZGC         | 2 WVEE       | 2 WQXI-FM      | AOR      | 6.4  |
| 3 WVEE       | 3 WZGC         | 3 WKLS-FM    | 3 WQXI-FM      | 3 WSB        | 3 WKHX         | BBnd     | 1.6  |
| 4 WZGC       | 4 WSB-FM       | 4 WZGC       | 4 WKHX         | 4 WKHX       | 4 WZGC         | Blk/Urbn | 14.6 |
| 5 WKHX       | 5 WKHX         | 5 WKHX       | 5 WSB-FM       | 5 WZGC       | 5 WSB-FM       | BM/Easy  | 6.5  |
| 6 WSB-FM     | 6 WKLS-FM      | 6 WSB        | 6 WPCH         | 6 WKLS-FM    | 6 WPCH         | CHR      | 21.3 |
| 7 WYAY       | 7 WFOX         | 7 WSB-FM     | 7 WFOX         | 7 WFOX       | 7 WFOX         | Ctry     | 13.9 |
| 8 WSB        | 8 WRMM         | 8 WFOX       | 8 WKLS-FM      | 8 WSB-FM     | 8 WRMM         | Gold     | 1.6  |
| 9 WFOX       | 9 WYAY         | 9 WYAY       | 9 WRMM         | 9 WPCH       | 9 WSB          | N/T      | 4.1  |
| 10 WRMM      | 10 WAOK        | 10 WPCH      | 10 WYAY        | 10 WYAY      | 10 WKLS-FM     |          |      |



Hosted by Ron O'Brien

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# BALTIMORE #16

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 8.8        | 9.7      | 10.1       | 9.9        | 1                     | <b>WLIF</b><br>101.9    | B/EZ   | 3         | 20         | 16         | 4          | 1          | 9/116                           | CHRISTAL             |         |
| 8.0        | 8.2      | 8.0        | 8.6        | 2                     | <b>WBAL</b><br>1090     | A/C    | 2         | 26         | 21         | 13         | 8          | 12/93                           | BLAIR                | ABC-E   |
| 7.5        | 4.4      | 6.7        | 7.4        | 3                     | <b>WBSB</b><br>104.3    | CHR    | 1         | 2          | 2          | 2          | 2          | 14/75                           | TORBET               | ABC-C   |
| 6.9        | 8.0      | 5.9        | 6.9        | 4                     | <b>WIYY</b><br>97.9     | AOR    | 4         | 4          | 1          | 1          | 6          | 13/84                           | BLAIR                | ABC-R   |
| 5.3        | 6.2      | 5.4        | 5.4        | 5                     | <b>WXYV</b><br>102.7    | B/U    | 6         | 5          | 3          | 3          | 3          | 14/79                           | MCGAVREN             |         |
| 6.2        | 5.8      | 6.0        | 5.4        | 6                     | <b>WPOC</b><br>93.1     | CTRY   | 8         | 9          | 7          | 5          | 4          | 11/97                           | EASTMAN              | ABC-D   |
| 3.4        | 4.2      | 3.2        | 4.8        | 7                     | <b>WMKR</b><br>106.5    | CHR    | 5         | 1          | 4          | 7          | 10         | 16/66                           | KATZ                 |         |
| 6.4        | 3.2      | 3.0        | 4.4        | 8                     | <b>WFBR</b><br>1300     | A/C    | 7         | 13         | 14         | 11         | 7          | 17/65                           | MMR                  | NBC     |
| 2.1        | 2.5      | 4.5        | 3.3        | 9                     | <b>WBGR</b><br>860      | REL    | 20        | 11         | 18         | 15         | 9          | 6/193                           |                      | UPI     |
| 3.6        | 3.9      | 3.7        | 3.3        | 10                    | <b>WYST-FM</b><br>92.3  | A/C    | 10        | 18         | 8          | 6          | 5          | 16/69                           | MASLA                | US-1    |
| 2.6        | 3.0      | 3.4        | 3.1        | 11                    | <b>WWIN</b><br>1400     | B/U    | 9         | 3          | 9          | 12         | 16         | 18/61                           | HNWH                 | NBN     |
| 4.1        | 3.6      | 2.5        | 2.9        | 12                    | <b>WCAO</b><br>600      | CTRY   | 13        | 17         | 19         | 14         | 11         | 15/72                           | MCGAVREN             | US-2    |
| 2.9        | 4.9      | 3.1        | 2.9        | 13                    | <b>WWIN-FM</b><br>95.9  | B/U    | 12        | 8          | 6          | 8          | 12         | 16/70                           | HNWH                 |         |
| 1.7        | 2.7      | 3.6        | 2.8        | 14                    | <b>WEBB</b><br>1360     | B/U    | 15        | 6          | 12         | 16         | 14         | 12/88                           | CITIMEDIA            | SHRDN   |
| 4.3        | 3.3      | 2.3        | 2.5        | 15                    | <b>WITH</b><br>1230     | BBND   | 17        | 30         | 35         | 33         | 26         | 13/81                           |                      | MBS     |
| 3.2        | 3.8      | 3.1        | 2.5        | 16                    | <b>WCBM</b><br>680      | N/T    | 11        | 22         | 24         | 22         | 17         | 18/59                           | KATZ                 | ABC-I   |
| 2.3        | 1.7      | 1.9        | 2.3        | 17                    | <b>WWDC-FM</b><br>101.1 | AOR    | 16        | 12         | 5          | 9          | 15         | 15/73                           | CHRISTAL             | US-1    |
| 1.2        | 1.2      | 1.6        | 2.1        | 18                    | <b>WQSR</b><br>105.7    | GOLD   | 14        | 15         | 10         | 10         | 13         | 17/63                           | CBS-FM               | CBS     |
| 1.4        | 0.6      | 1.1        | 1.2        | 19                    | <b>WRBS</b><br>95.1     | REL    | 22        | 24         | 23         | 24         | 21         | 15/73                           |                      |         |
| 0.6        | 0.7      | 0.6        | 1.2        | 19                    | <b>WYST</b><br>1010     | GOLD   | 29        | 35         | 31         | 21         | 18         | 8/130                           | MASLA                | US1     |
| 0.6        | 1.1      | 1.2        | 1.1        | 21                    | <b>WHFS</b><br>99.1     | AOR    | 23        | 10         | 11         | 17         | 20         | 15/72                           | W&P                  |         |
| 1.4        | 1.3      | 1.5        | 1.1        | 21                    | <b>WRQX</b><br>107.3    | CHR    | 18        | 7          | 17         | 19         | 27         | 25/43                           | BLAIR                | ABC-C   |
| 1.0        | 1.4      | 1.0        | 1.0        | 23                    | <b>WHUR</b><br>96.3     | B/U    | 19        | 14         | 13         | 18         | 19         | 21/53                           | W&P                  |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C      | 14.7 |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|------|
| 1 WIYY       | 1 WBSB         | 1 WIYY       | 1 WBSB         | 1 WLIF       | 1 WBSB         | AOR      | 7.8  |
| 2 WXYV       | 2 WIYY         | 2 WXYV       | 2 WXYV         | 2 WIYY       | 2 WLIF         | BBnd     | 2.3  |
| 3 WWDC       | 3 WXYV         | 3 WBSB       | 3 WLIF         | 3 WXYV       | 3 WXYV         | Bik/Urbn | 15.5 |
| 4 WBSB       | 4 WMKR         | 4 WWDC       | 4 WIYY         | 4 WPOC       | 4 WPOC         | BM/Easy  | 10.1 |
| 5 WPOC       | 5 WWIN-FM      | 5 WPOC       | 5 WMKR         | 5 WFBR       | 5 WBGR         | CHR      | 9.9  |
| 6 WWIN       | 6 WQSR         | 6 WLIF       | 6 WYST-FM      | 6 WYST-FM    | 6 WYST-FM      | Ctry     | 8.5  |
| 7 WYST-FM    | 7 WYST-FM      | 7 WFBR       | 7 WWIN-FM      | 7 WWDC       | 7 WMKR         | Gold     | 1.6  |
| 8 WHFS       | 8 WWIN         | 8 WYST-FM    | 8 WPOC         | 8 WBSB       | 8 WCAO         | N/T      | 3.1  |
| 9 WMKR       | 9 WPOC         | 9 WQSR       | 9 WWIN         | 9 WBAL       | 9 WEBB         | Rel      | 5.6  |
| 10 WWIN      | 10 WBGR        | 10 WWIN-FM   | 10 WBGR        | 10 WQSR      | 10 WWIN-FM     |          |      |

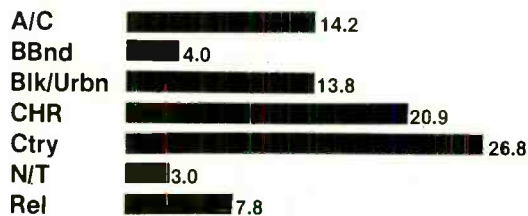
# BIRMINGHAM #46

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| 11.3       | 12.1     | 12.8       | 1                     | <b>WZZK-FM</b><br>104.7 | CTRY   | 1         | 5          | 5          | 3          | 1          | 11/100                         | KATZ                 |         |
| 8.2        | 8.4      | 12.0       | 2                     | <b>WAPI-FM</b><br>94.5  | CHR    | 2         | 1          | 2          | 2          | 4          | 11/97                          | CHRISTAL             | NBC-S   |
| 11.7       | 11.8     | 11.6       | 3                     | <b>WENN-FM</b><br>107.7 | B/U    | 5         | 3          | 3          | 4          | 3          | 9/120                          | SELCOM               | NBN     |
| 6.9        | 8.3      | 11.1       | 4                     | <b>WMJJ</b><br>96.5     | A/C    | 4         | 4          | 1          | 1          | 2          | 11/102                         | BLAIR                | US-1    |
| 13.4       | 11.0     | 8.9        | 5                     | <b>WKXX</b><br>106.9    | CHR    | 3         | 2          | 4          | 5          | 5          | 15/74                          | MCGAVREN             | ABC-D   |
| 4.1        | 5.6      | 6.1        | 6                     | <b>WVOK</b><br>690      | CTRY   | 6         | 10         | 9          | 7          | 6          | 11/101                         | EASTMAN              | US-2    |
| 7.2        | 6.1      | 5.2        | 7                     | <b>WAGG</b><br>1320     | REL    | 12        | 9          | 8          | 8          | 8          | 8/143                          | SELCOM               | NBN     |
| 1.9        | 2.4      | 4.0        | 8                     | <b>WJLD</b><br>1400     | B/U    | 7         | 7          | 7          | 9          | 11         | 14/79                          | MASLA                | MBS     |
| 2.6        | 2.3      | 3.4        | 9                     | <b>WLTB</b><br>99.5     | CTRY   | 8         | 14         | 6          | 6          | 7          | 15/72                          | EASTMAN              | US-2    |
| 5.5        | 5.7      | 3.2        | 10                    | <b>WZZK</b><br>610      | CTRY   | 10        | 12         | 14         | 11         | 10         | 13/81                          |                      |         |
| 3.1        | 3.3      | 3.0        | 11                    | <b>WERC</b><br>960      | N/T    | 11        | 16         | 11         | 10         | 9          | 14/78                          | MCGAVREN             |         |
| 5.9        | 6.5      | 2.2        | 12                    | <b>WATV</b><br>900      | B/U    | 13        | 6          | 12         | 12         | 12         | 17/64                          | W&P                  |         |
| 2.2        | 1.9      | 2.1        | 13                    | <b>WAPI</b><br>1070     | A/C    | 9         | 15         | 15         | 16         | 18         | 21/53                          | CHRISTAL             | CBS     |
| 2.6        | 1.8      | 1.6        | 14                    | <b>WDJC</b><br>93.7     | REL    | 14        | 13         | 13         | 13         | 14         | 19/57                          | CRAWFORD             |         |
| --         | --       | 1.3        | 15                    | <b>WSMQ</b><br>1450     | CTRY   | 19        | 20         | 18         | 18         | 17         | 6/183                          | SAVALLI              | MBS     |
| 1.6        | 1.0      | 1.0        | 16                    | <b>WCRT</b><br>1260     | REL    | 18        | 11         | 16         | 15         | 13         | 8/137                          |                      |         |
| 0.6        | 0.5      | 1.0        | 16                    | <b>WQEN</b><br>103.7    | A/C    | 15        | 8          | 10         | 14         | 16         | 19/57                          | D. CLAYTON           | ABC-C   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |          |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|
| 1 WAPI-FM    | 1 WMJJ         | 1 WAPI-FM    | 1 WMJJ         | 1 WZZK-FM    | 1 WMJJ         | A/C      |
| 2 WMJJ       | 2 WENN-FM      | 2 WZZK-FM    | 2 WENN-FM      | 2 WMJJ       | 2 WZZK-FM      | BBnd     |
| 3 WENN-FM    | 3 WKXX         | 3 WMJJ       | 3 WZZK-FM      | 3 WAPI-FM    | 3 WENN-FM      | Bik/Urbn |
| 4 WZZK-FM    | 4 WAPI-FM      | 4 WENN-FM    | 4 WKXX         | 4 WENN-FM    | 4 WKXX         | CHR      |
| 5 WKXX       | 5 WZZK-FM      | 5 WKXX       | 5 WAPI-FM      | 5 WLTB       | 5 WAGG         | Ctry     |
| 6 WLTB       | 6 WAGG         | 6 WLTB       | 6 WAGG         | 6 WKXX       | 6 WVOK         | N/T      |
| 7 WERC       | 7 WJLD         | 7 WVOK       | 7 WLTB         | 7 WVOK       | 7 WAPI-FM      | Rel      |
| 8 WVOK       | 8 WLTB         | 8 WERC       | 8 WVOK         | 8 WERC       | 8 WJLD         |          |
| 9 WJLD       | 9 WVOK         | 9 WZZK       | 9 WJLD         | 9 WZZK       | 9 WLTB         |          |
| 10 WQEN      | 10 WQEN        | 10 WJLD      | 10 WATV        | 10 WDJC      | 10 WATV        |          |



# BOSTON #7

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|--------------------|
| 9.0        | 8.6        | 8.4      | 9.0        | 8.8        | 1                     | <b>WBCN</b><br>104.1    | AOR    | 3         | 5          | 1          | 1          | 1          | 11/101                              | TORBET               |         | 10.1               |
| 7.4        | 7.4        | 8.1      | 8.9        | 8.3        | 2                     | <b>WBZ</b><br>1030      | A/C    | 1         | 12         | 10         | 3          | 3          | 12/88                               | BLAIR/RAR            | ABC-I   | 7.6                |
| 7.2        | 8.4        | 8.7      | 5.8        | 7.5        | 3                     | <b>WHDH</b><br>850      | A/C    | 2         | 9          | 9          | 4          | 2          | 13/84                               | BLAIR                |         | 4.9                |
| 8.1        | 7.5        | 6.5      | 6.4        | 7.4        | 4                     | <b>WXKS-FM</b><br>107.9 | CHR    | 5         | 2          | 2          | 2          | 5          | 13/86                               | MMR                  |         | 11.3               |
| 4.7        | 4.7        | 4.9      | 5.8        | 6.7        | 5                     | <b>WRKO</b><br>680      | TALK   | 6         | 13         | 13         | 12         | 7          | 12/87                               | REPUBLIC             | US-2    | 6.3                |
| 6.3        | 6.6        | 5.8      | 5.5        | 4.8        | 6                     | <b>WHTT</b><br>103.3    | CHR    | 4         | 1          | 5          | 7          | 12         | 20/55                               | CBS-FM               | CBS-R   | 6.4                |
| 4.6        | 4.1        | 4.1      | 6.0        | 4.5        | 7                     | <b>WJIB</b><br>96.9     | B/EZ   | 9         | 21         | 21         | 15         | 8          | 15/73                               | MCGAVREN             |         | 5.1                |
| 4.8        | 4.6        | 5.0      | 4.1        | 4.4        | 8                     | <b>WEEI</b><br>590      | NEWS   | 7         | 25         | 20         | 17         | 13         | 18/61                               | CBS SPOT             | CBS     | 4.2                |
| 3.8        | 4.5        | 4.0      | 4.4        | 3.6        | 9                     | <b>WROR</b><br>98.5     | A/C    | 8         | 6          | 6          | 5          | 4          | 20/54                               | REPUBLIC             | US-1    | 3.3                |
| 2.0        | 1.9        | 2.6      | 2.3        | 3.6        | 9                     | <b>WAAF</b><br>107.3    | AOR    | 14        | 3          | 3          | 9          | 16         | 12/91                               | KATZ                 |         | 3.1                |
| 2.2        | 1.7        | 2.1      | 2.8        | 3.2        | 11                    | <b>WZOU</b><br>94.5     | CHR    | 10        | 4          | 7          | 10         | 14         | 20/53                               | BLAIR                |         | 4.3                |
| 3.5        | 3.1        | 3.3      | 3.2        | 3.0        | 12                    | <b>WMJX</b><br>106.7    | A/C    | 11        | 8          | 4          | 6          | 6          | 19/58                               | EASTMAN              |         | 2.9                |
| 4.4        | 4.5        | 3.3      | 3.0        | 2.8        | 13                    | <b>WVBF</b><br>105.7    | A/C    | 12        | 11         | 8          | 8          | 10         | 19/57                               | MCGAVREN             |         | 2.6                |
| 2.3        | 2.1        | 3.1      | 3.5        | 2.5        | 14                    | <b>WSSH</b><br>99.5     | A/C    | 13        | 14         | 12         | 11         | 9          | 18/61                               | HNWH                 |         | 2.5                |
| 1.4        | 1.8        | 2.3      | 1.8        | 2.4        | 15                    | <b>WBOS</b><br>92.9     | CTRY   | 15        | 19         | 14         | 13         | 11         | 13/82                               | KATZ                 | ABC-D   | 2.3                |
| 1.9        | 2.4        | 1.6      | 1.3        | 1.7        | 16                    | <b>WILD</b><br>1090     | B/U    | 23        | 17         | 11         | 14         | 17         | 9/117                               |                      | SHRDN   | 1.8                |
| 3.1        | 2.2        | 1.5      | 2.0        | 1.6        | 17                    | <b>WXKS</b><br>1430     | BBND   | 20        | 18         | 26         | 23         | 19         | 13/85                               | MMR                  |         | .9                 |
| 0.7        | --         | 0.3      | 0.3        | 1.3        | 18                    | <b>WMEX</b><br>1150     | GOLD   | 17        | 20         | 15         | 16         | 15         | 17/63                               | EASTMAN              |         | 1.1                |
| 1.2        | 0.9        | 1.2      | 1.5        | 1.3        | 18                    | <b>WCRB</b><br>102.5    | CLAS   | 18        | 16         | 22         | 22         | 18         | 18/61                               | DONOFRIO             |         | .9                 |
| 3.2        | 2.7        | 3.9      | 1.4        | 1.0        | 20                    | <b>WKKT</b><br>100.7    | CHR    | 16        | 10         | 16         | 19         | 22         | 31/35                               | CHRISTAL             |         | 1.2                |
| 0.3        | 0.5        | 1.2      | 0.6        | 1.0        | 20                    | <b>WHJY</b><br>94.1     | AOR    | 24        | 7          | 19         | 20         | 21         | 12/88                               | KATZ                 | ABC-R   | .9                 |
| 1.1        | 0.5        | 0.6      | --         | 1.0        | 20                    | <b>WJDA</b><br>1300     | B/EZ   | 27        | 31         | 25         | 29         | 32         | 8/130                               |                      |         | .1                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C  | AOR | BBnd | Bik/Urbn | BM/Easy | CHR | Clas | Ctry | Gold | N/T |
|--------------|----------------|--------------|----------------|--------------|----------------|------|-----|------|----------|---------|-----|------|------|------|-----|
| 1 WBCN       | 1 WXKS-FM      | 1 WBCN       | 1 WXKS-FM      | 1 WBCN       | 1 WHDH         | 27.7 |     |      |          |         |     |      |      |      |     |
| 2 WXKS-FM    | 2 WBCN         | 2 WXKS-FM    | 2 WBCN         | 2 WHDH       | 2 WBZ          | 13.4 |     | 1.6  |          |         |     |      |      |      |     |
| 3 WAAF       | 3 WROR         | 3 WAAF       | 3 WROR         | 3 WBZ        | 3 WROR         |      |     | 1.7  |          |         |     |      |      |      |     |
| 4 WHDH       | 4 WHTT         | 4 WBZ        | 4 WVBF         | 4 WXKS-FM    | 4 WBCN         | 5.5  |     |      |          |         |     |      |      |      |     |
| 5 WMJX       | 5 WVBF         | 5 WHDH       | 5 WHTT         | 5 WRKO       | 5 WSSH         | 16.4 |     |      |          |         |     |      |      |      |     |
| 6 WHTT       | 6 WMJX         | 6 WMJX       | 6 WMJX         | 6 WROR       | 6 WVBF         |      |     |      |          |         |     |      |      |      |     |
| 7 WBZ        | 7 WZOU         | 7 WHTT       | 7 WHDH         | 7 WBOS       | 7 WMJX         |      |     |      |          |         |     |      |      |      |     |
| 8 WRKO       | 8 WILD         | 8 WRKO       | 8 WBZ          | 8 WEEI       | 8 WXKS-FM      |      |     |      |          |         |     |      |      |      |     |
| 9 WZOU       | 9 WSSH         | 9 WROR       | 9 WZOU         | 9 WMJX       | 9 WJIB         |      |     |      |          |         |     |      |      |      |     |
| 10 WROR      | 10 WHDH        | 10 WBOS      | 10 WILD        | 10 WJIB      | 10 WHTT        | 11.1 |     |      |          |         |     |      |      |      |     |

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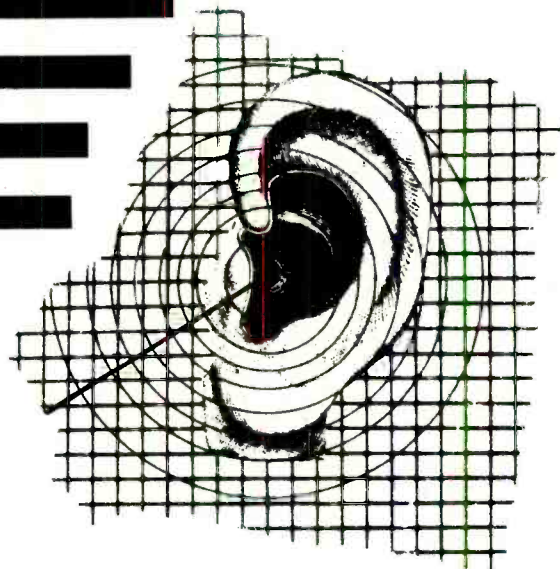
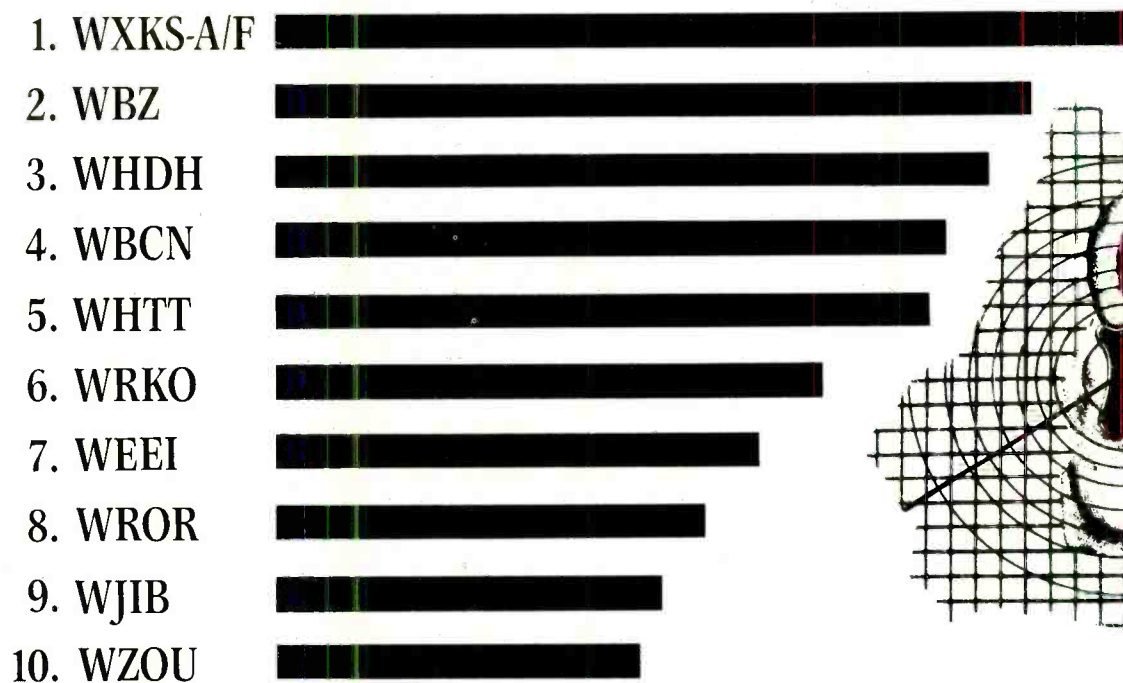
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# BUFFALO-NIAGARA FALLS #34

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12-AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 10.8       | 9.4      | 9.8        | 1                    | <b>WJYE</b><br>96.1     | B/EZ   | 2         | 13         | 12         | 6          | 2          | 12/91                          | MMR                  |         | 9.4                |
| 10.1       | 9.9      | 9.6        | 2                    | <b>WBEN</b><br>930      | A/C    | 1         | 11         | 13         | 11         | 3          | 16/68                          | EASTMAN              | NBC     | 7.7                |
| 6.6        | 5.7      | 7.4        | 3                    | <b>WBUF</b><br>92.9     | A/C    | 8         | 8          | 1          | 1          | 1          | 12/87                          | MCGAVREN             |         | 5.0                |
| 7.3        | 8.1      | 6.9        | 4                    | <b>WECK</b><br>1230     | BBND   | 11        | 18         | 24         | 16         | 12         | 10/110                         | W&P                  | ABC-I   | 4.3                |
| 6.1        | 4.9      | 6.2        | 5                    | <b>WPHD</b><br>103.3    | CHR    | 4         | 3          | 2          | 2          | 9          | 18/61                          | CBS-FM               | CBS-R   | 9.7                |
| 7.1        | 7.4      | 5.6        | 6                    | <b>WYRK</b><br>106.5    | CTRY   | 10        | 14         | 7          | 3          | 5          | 13/82                          | MCGAVREN             |         | 6.8                |
| 6.4        | 5.0      | 5.5        | 7                    | <b>WKBW</b><br>1520     | A/C    | 6         | 17         | 9          | 4          | 4          | 18/60                          | BLAIR                | ABC-D   | 4.4                |
| 6.4        | 6.6      | 5.5        | 7                    | <b>WNYS-FM</b><br>104.1 | CHR    | 5         | 1          | 3          | 8          | 13         | 20/54                          | MMR                  | ABC-C   | 7.9                |
| 4.2        | 7.2      | 5.1        | 9                    | <b>WBLK</b><br>93.7     | B/U    | 12        | 4          | 5          | 5          | 7          | 12/89                          | SELCOM               | ABC-F   | 5.8                |
| 2.4        | 1.8      | 5.0        | 10                   | <b>WKSE</b><br>98.5     | CHR    | 9         | 2          | 4          | 9          | 11         | 17/64                          | HNWH                 |         | 6.1                |
| 4.2        | 4.1      | 4.6        | 11                   | <b>WBEN-FM</b><br>102.5 | CHR    | 3         | 7          | 6          | 7          | 8          | 25/44                          | EASTMAN              | ABC-C   | 5.7                |
| 4.1        | 5.3      | 4.2        | 12                   | <b>WGR</b><br>550       | A/C    | 7         | 15         | 10         | 10         | 6          | 23/48                          | KATZ                 | ABC-E   | 5.6                |
| --         | --       | 2.6        | 13                   | <b>CILQ</b><br>107.1    | AOR    | 15        | 6          | 8          | 12         | 15         | 13/86                          |                      |         | 2.4                |
| 4.2        | 3.2      | 2.4        | 14                   | <b>WYSL</b><br>1400     | CHR    | 13        | 5          | 15         | 15         | 14         | 23/47                          | CBS-FM               |         | 2.3                |
| 5.8        | 5.2      | 2.3        | 15                   | <b>WGR -FM</b><br>96.9  | A/C    | 14        | 19         | 14         | 13         | 10         | 18/59                          | KATZ                 | NBC-S   | 2.0                |
| 0.6        | 1.1      | 1.6        | 16                   | <b>WUFO</b><br>1080     | B/U    | 17        | 10         | 11         | 14         | 16         | 11/102                         | SELCOM               | SHRDN   | 1.2                |
| 1.3        | 2.3      | 1.0        | 17                   | <b>WUWU</b><br>107.7    | A/C    | 16        | 24         | 21         | 20         | 18         | 25/43                          |                      |         | 1.6                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WPHD       | 1 WBUF         | 1 WPHD       | 1 WBUF         | 1 WYRK       | 1 WBUF         | A/C 30.0     |
| 2 CILQ       | 2 WKSE         | 2 WYRK       | 2 WKSE         | 2 WBUF       | 2 WKBW         | AOR 2.6      |
| 3 WNYS-FM    | 3 WPHD         | 3 WBUF       | 3 WBLK         | 3 WJYE       | 3 WJYE         | BBnd 6.9     |
| 4 WBUF       | 4 WBLK         | 4 WJYE       | 4 WKBW         | 4 WBEN       | 4 WBEN         | Blk/Urbn 6.7 |
| 5 WYRK       | 5 WBEN-FM      | 5 CILQ       | 5 WBEN-FM      | 5 WKBW       | 5 WGR          | BM/Easy 9.8  |
| 6 WBEN-FM    | 6 WNYS-FM      | 6 WNYS-FM    | 6 WPHD         | 6 WPHD       | 6 WBLK         | CHR 23.7     |
| 7 WBLK       | 7 WKBW         | 7 WKBW       | 7 WGR          | 7 WGR        | 7 WBEN-FM      | Ctry 5.6     |
| 8 WKBW       | 8 WYRK         | 8 WBEN-FM    | 8 WNYS-FM      | 8 WBEN-FM    | 8 WYRK         |              |
| 9 WKSE       | 9 WJYE         | 9 WBLK       | 9 WJYE         | 9 WBLK       | 9 WPHD         |              |
| 10 WBEN      | 10 WGR         | 10 WBEN      | 10 WYRK        | 10 CILQ      | 10 WKSE        |              |

# CHARLOTTE-GASTONIA-ROCK HILL #40

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ACH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.8       | 10.9     | 13.4       | 1                     | <b>WPEG</b><br>97.9     | B/U    | 5         | 1          | 1          | 1          | 2          | 8/132                            | HNWH                 | CBS-R   | 10.7               |
| 17.3       | 15.8     | 12.6       | 2                     | <b>WSOC-FM</b><br>103.7 | CTRY   | 1         | 6          | 5          | 2          | 1          | 12/89                            | CHRISTAL             | MBS     | 10.9               |
| 7.7        | 13.3     | 9.4        | 3                     | <b>WBT</b><br>1110      | A/C    | 2         | 8          | 9          | 6          | 5          | 14/76                            | BLAIR                |         | 9.4                |
| 7.2        | 7.7      | 8.3        | 4                     | <b>WROQ-FM</b><br>95.1  | CHR    | 3         | 2          | 3          | 5          | 7          | 16/69                            | EASTMAN              | US-1    | 15.8               |
| 7.4        | 9.2      | 8.3        | 4                     | <b>WBCY</b><br>107.9    | CHR    | 4         | 4          | 2          | 3          | 3          | 15/71                            | BLAIR                | ABC-F   | 7.6                |
| 6.1        | 6.7      | 7.4        | 6                     | <b>WEZC</b><br>104.7    | A/C    | 6         | 7          | 4          | 4          | 4          | 14/79                            | MMR                  |         | 10.6               |
| --         | --       | 6.6        | 7                     | <b>WLVK</b><br>96.9     | CTRY   | 8         | 5          | 6          | 7          | 6          | 11/94                            | SELCOM               |         | 6.2                |
| 4.1        | 6.0      | 5.6        | 8                     | <b>WZXI</b><br>101.9    | B/EZ   | 9         | 11         | 15         | 9          | 8          | 12/93                            | REPUBLIC             |         | 7.2                |
| 5.4        | 6.4      | 4.4        | 9                     | <b>WJZR</b><br>99.7     | CHR    | 7         | 3          | 7          | 8          | 9          | 17/63                            | TORBET               |         | 4.6                |
| 1.3        | 0.6      | 2.1        | 10                    | <b>WGSP</b><br>1310     | GOLD   | 13        | 9          | 8          | 10         | 10         | 8/144                            | SELCOM               | ABC-D   | 1.5                |
| 2.0        | 0.9      | 1.6        | 11                    | <b>WSOC</b><br>930      | CTRY   | 10        | 12         | 12         | 11         | 11         | 20/54                            | CHRISTAL             | MBS     | 1.1                |
| 2.8        | 1.1      | 1.4        | 12                    | <b>WQCC</b><br>1540     | B/U    | 16        | 24         | 13         | 14         | 13         | 8/128                            | SAVALLI              |         | .8                 |
| 2.7        | 1.1      | 1.3        | 13                    | <b>WLON</b><br>1050     | CTRY   | 15        | 22         | 22         | 19         | 17         | 10/104                           | SOUTHERN             |         | 1.0                |
| 2.3        | 1.8      | 1.1        | 14                    | <b>WGIV</b><br>1600     | B/U    | 11        | 13         | 10         | 12         | 12         | 24/45                            | SELCOM               | NBN     | 1.0                |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
|------------------|----------------|--------------|----------------|--------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | <div> A/C  16.8<br/> Blk/Urbn  15.9<br/> BM/Easy  15.0<br/> CHR  21.0<br/> Ctry  22.1<br/> Gold  2.1 </div> |  |
| 1 WPEG           | 1 WBCY         | 1 WPEG       | 1 WPEG         | 1 WSOC-FM    | 1 WPEG         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 2 WROQ-FM        | 2 WPEG         | 2 WSOC-FM    | 2 WBCY         | 2 WPEG       | 2 WSOC-FM      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 3 WBCY           | 3 WEZC         | 3 WROQ-FM    | 3 WEZC         | 3 WLVK       | 3 WBCY         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 4 WSOC-FM        | 4 WROQ-FM      | 4 WBCY       | 4 WSOC-FM      | 4 WBCY       | 4 WEZC         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 5 WLVK           | 5 WSOC-FM      | 5 WEZC       | 5 WBT          | 5 WROQ-FM    | 5 WBT          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 6 WEZC           | 6 WJZR         | 6 WLVK       | 6 WROQ-FM      | 6 WBT        | 6 WLVK         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 7 WJZR           | 7 WBT          | 7 WBT        | 7 WLVK         | 7 WEZC       | 7 WZXI         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 8 WGSP           | 8 WLVK         | 8 WJZR       | 8 WZXI         | 8 WZXI       | 8 WROQ-FM      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 9 WBT            | 9 WGIV         | 9 WGSP       | 9 WJZR         | 9 WGSP       | 9 WJZR         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 10 WSOC          | 10 WQCC        | 10 WZXI      | 10 WGIV        | 10 WJZR      | 10 WQCC        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |

# CHICAGO #3

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|------------|----------|------------|------------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 8.8        | 11.4       | 9.7      | 9.3        | 9.6        | 1          | 1       | WGN<br>720       | TALK   | 1         | 17         | 15         | 7          | 1          | 13/85                          | CHRISTAL             | ABC-I   | 7.9                |
| 5.6        | 6.8        | 5.4      | 5.8        | 6.5        | 2          | 2       | WLOO<br>100.3    | B/EZ   | 11        | 15         | 20         | 9          | 3          | 10/113                         | KATZ                 |         | 2.7                |
| 6.1        | 4.7        | 6.1      | 5.5        | 5.4        | 3          | 3       | WGCI-FM<br>107.5 | B/U    | 6         | 3          | 2          | 1          | 2          | 13/85                          | MCGAVREN             | SHRDN   | 6.8                |
| 4.8        | 5.2        | 4.5      | 4.5        | 5.3        | 4          | 4       | WBMX<br>102.7    | B/U    | 4         | 2          | 1          | 2          | 5          | 14/78                          | MASLA                | ABC-F   | 7.2                |
| 4.5        | 4.4        | 4.9      | 4.5        | 4.8        | 5          | 5       | WBBM<br>780      | NEWS   | 2         | 19         | 21         | 18         | 15         | 19/58                          | CBS SPOT             | CBS     | 4.9                |
| 4.6        | 5.0        | 4.2      | 4.4        | 4.4        | 6          | 6       | WBBM-FM<br>96.3  | CHR    | 3         | 1          | 8          | 13         | 19         | 19/57                          | CBS SPOT             | CBS-R   | 5.7                |
| 3.4        | 2.8        | 3.1      | 3.5        | 3.8        | 7          | 7       | WLUP<br>97.9     | AOR    | 12        | 4          | 3          | 3          | 13         | 16/69                          | MMR                  |         | 5.6                |
| 2.9        | 2.5        | 3.4      | 2.9        | 3.6        | 8          | 8       | WJJD<br>1160     | BBND   | 20        | 16         | 30         | 27         | 20         | 10/109                         | MMR                  |         | 3.1                |
| 4.6        | 3.3        | 3.3      | 2.5        | 3.6        | 8          | 8       | WKQX<br>101.1    | CHR    | 5         | 8          | 5          | 4          | 8          | 19/56                          | EASTMAN              | NBC-S   | 3.7                |
| 3.2        | 3.2        | 3.2      | 3.9        | 3.5        | 10         | 10      | WLAK<br>93.9     | A/C    | 13        | 13         | 13         | 10         | 7          | 16/66                          | CHRISTAL             |         | 2.0                |
| 4.1        | 3.2        | 2.8      | 3.5        | 3.4        | 11         | 11      | WMAQ<br>670      | CTRY   | 7         | 21         | 19         | 15         | 9          | 19/57                          | EASTMAN              | NBC     | 3.4                |
| 1.7        | 1.9        | 2.9      | 3.1        | 3.2        | 12         | 12      | WJMK<br>104.3    | GOLD   | 15        | 18         | 7          | 5          | 4          | 16/69                          | MMR                  | US-2    | 2.5                |
| 2.4        | 2.4        | 2.6      | 2.7        | 3.2        | 12         | 12      | WXRT<br>93.1     | AOR    | 18        | 23         | 4          | 6          | 6          | 13/84                          | SELCOM               |         | 4.1                |
| 2.7        | 2.4        | 2.5      | 2.8        | 3.2        | 12         | 12      | WFYR<br>103.5    | A/C    | 9         | 9          | 6          | 8          | 11         | 20/54                          | REPUBLIC             | US-1    | 2.3                |
| 4.1        | 4.1        | 3.8      | 3.8        | 2.9        | 15         | 15      | WCLR<br>101.9    | A/C    | 14        | 14         | 11         | 11         | 10         | 18/61                          | TORBET               |         | 3.3                |
| 2.7        | 3.4        | 2.9      | 2.8        | 2.8        | 16         | 16      | WIND<br>560      | TALK   | 16        | 26         | 24         | 22         | 18         | 15/70                          | BLAIR/RAR            | ABC-E   | 3.2                |
| 3.2        | 2.7        | 3.6      | 4.3        | 2.8        | 16         | 16      | WLS<br>890       | CHR    | 10        | 6          | 9          | 12         | 14         | 23/48                          | HNWH                 | ABC-C   | 3.8                |
| 3.5        | 2.8        | 2.3      | 2.5        | 2.7        | 18         | 18      | WLS-FM<br>94.7   | CHR    | 8         | 5          | 10         | 14         | 16         | 25/44                          | HNWH                 | ABC-R   | 4.9                |
| 2.7        | 2.9        | 3.3      | 3.2        | 2.4        | 19         | 19      | WUSN<br>99.5     | CTRY   | 19        | 12         | 16         | 16         | 12         | 16/69                          | SELCOM               | ABC-D   | 2.6                |
| 2.0        | 1.9        | 1.7      | 1.8        | 1.8        | 20         | 20      | WOJO<br>105.1    | SPAN   | 26        | 27         | 17         | 20         | 17         | 9/124                          | CABALLERO            |         | 1.5                |
| 3.3        | 2.9        | 2.3      | 1.6        | 1.7        | 21         | 21      | WMET<br>95.5     | A/C    | 17        | 10         | 14         | 19         | 22         | 26/42                          | MCGAVREN             |         | 2.1                |
| 2.0        | 2.3        | 1.7      | 1.7        | 1.6        | 22         | 22      | WAIT<br>820      | BBND   | 23        | 33         | 36         | 31         | 29         | 14/75                          | KATZ                 |         | 1.2                |
| 0.6        | 1.7        | 1.9      | 2.3        | 1.6        | 22         | 22      | WCKG<br>105.9    | AOR    | 21        | 11         | 12         | 17         | 24         | 18/60                          | KATZ                 |         | 1.3                |
| 1.4        | 1.5        | 1.2      | 0.8        | 1.4        | 24         | 24      | WJPC<br>950      | B/U    | 22        | 7          | 18         | 21         | 23         | 17/65                          |                      | NBN     | .6                 |
| 1.6        | 1.6        | 1.7      | 2.0        | 1.3        | 25         | 25      | WFMT<br>98.7     | CLAS   | 24        | 32         | 23         | 23         | 21         | 16/66                          | CMBS                 |         | 1.9                |
| 1.0        | 1.0        | 1.1      | 1.4        | 1.2        | 26         | 26      | WVON<br>1450     | B/U    | 29        | 20         | 25         | 26         | 25         | 11/102                         |                      |         |                    |

Continued on Page 122

## PROGRAMMING CONCEPT & EXECUTION



High output programming to strategically establish station position.

SHANE MEDIA SERVICES

*[Handwritten signature]*

6405 RICHMOND AVE. SUITE 311  
HOUSTON, TX 77057  
713/952-9221

# CINCINNATI #29

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ ACH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 10.0       | 9.6      | 10.6       | 1          | 1       | <b>WKRQ</b><br>101.9 | CHR    | 2         | 1          | 2          | 1          | 4          | 15/73                            | KATZ                 |         |
| 8.9        | 6.5      | 10.3       | 2          | 2       | <b>WLW</b><br>700    | A/C    | 1         | 11         | 6          | 4          | 1          | 15/70                            | EASTMAN              | ABC-I   |
| 8.7        | 10.3     | 9.6        | 3          | 3       | <b>WKRC</b><br>550   | A/C    | 3         | 13         | 8          | 6          | 2          | 12/90                            | KATZ                 | ABC-E   |
| 6.1        | 6.0      | 9.4        | 4          | 4       | <b>WWEZ</b><br>92.5  | B/EZ   | 6         | 12         | 12         | 9          | 5          | 10/106                           | CBS SPOT             |         |
| 8.0        | 8.7      | 7.4        | 5          | 5       | <b>WEBN</b><br>102.7 | AOR    | 4         | 3          | 1          | 2          | 7          | 15/73                            | TORBET               |         |
| 7.9        | 7.4      | 6.6        | 6          | 6       | <b>WRRM</b><br>98.5  | A/C    | 5         | 6          | 3          | 3          | 3          | 15/70                            | BLAIR                |         |
| 5.7        | 5.2      | 6.3        | 7          | 7       | <b>WBLZ</b><br>103.5 | B/U    | 8         | 2          | 4          | 7          | 8          | 12/89                            | MASLA                | SHRDN   |
| 5.3        | 6.5      | 5.5        | 8          | 8       | <b>WCKY</b><br>1530  | N/T    | 9         | 18         | 16         | 14         | 12         | 12/89                            | CBS SPOT             | CBS     |
| 5.6        | 4.3      | 5.1        | 9          | 9       | <b>WLLT</b><br>94.9  | A/C    | 7         | 8          | 5          | 5          | 6          | 16/69                            | HNWH                 |         |
| 4.9        | 4.6      | 4.2        | 10         | 10      | <b>WUBE</b><br>105.1 | CTRY   | 10        | 9          | 9          | 8          | 9          | 14/77                            | MCGAVREN             |         |
| 3.6        | 4.0      | 2.8        | 11         | 11      | <b>WSKS</b><br>96.5  | AOR    | 11        | 4          | 7          | 10         | 15         | 19/58                            | EASTMAN              | ABC-R   |
| 4.2        | 4.8      | 2.8        | 11         | 11      | <b>WKXF</b><br>94.1  | CTRY   | 12        | 7          | 11         | 11         | 10         | 17/65                            | MMR                  |         |
| 2.7        | 3.0      | 2.3        | 13         | 13      | <b>WCIN</b><br>1480  | B/U    | 15        | 10         | 13         | 13         | 11         | 11/96                            | W&P                  | NBN     |
| 2.7        | 4.4      | 1.9        | 14         | 14      | <b>WDJO</b><br>1230  | GOLD   | 13        | 15         | 10         | 12         | 13         | 15/71                            | MCGAVREN             | US 2    |
| 1.7        | 1.9      | 1.6        | 15         | 15      | <b>WSAI</b><br>1360  | CTRY   | 14        | 14         | 19         | 16         | 14         | 18/61                            | MMR                  | AP      |
| 0.9        | 0.6      | 1.0        | 16         | 16      | <b>WNOP</b><br>740   | JAZZ   | 16        | 21         | 21         | 20         | 16         | 10/106                           | MARKET 4             |         |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WEBN           | 1 WKRQ         | 1 WEBN       | 1 WRRM         | 1 WLW        | 1 WRRM         | A/C          | 31.6 |
| 2 WLW            | 2 WRRM         | 2 WLW        | 2 WKRC         | 2 WEBN       | 2 WKRC         | AOR          | 10.2 |
| 3 WKRQ           | 3 WBLZ         | 3 WKRQ       | 3 WKRC         | 3 WKRC       | 3 WKRQ         | Blk/Urbn     | 8.6  |
| 4 WLLT           | 4 WLLT         | 4 WLLT       | 4 WLLT         | 4 WLLT       | 4 WWEZ         | BM/Easy      | 9.4  |
| 5 WBLZ           | 5 WEBN         | 5 WBLZ       | 5 WBLZ         | 5 WWEZ       | 5 WLW          | CHR          | 10.6 |
| 6 WSKS           | 6 WKRC         | 6 WKRC       | 6 WEBN         | 6 WKRC       | 6 WLLT         | Ctry         | 8.6  |
| 7 WRRM           | 7 WLW          | 7 WRRM       | 7 WLW          | 7 WRRM       | 7 WBLZ         | Gold         | 1.9  |
| 8 WDJO           | 8 WSKS         | 8 WUBE       | 8 WWEZ         | 8 WUBE       | 8 WUBE         | Jazz         | 1.0  |
| 9 WUBE           | 9 WUBE         | 9 WDJO       | 9 WUBE         | 9 WBLZ       | 9 WCIN         | N/T          | 5.5  |
| 10 WKRC          | 10 WCIN        | 10 WSKS      | 10 WCIN        | 10 WDJO      | 10 WEBN        |              |      |

# CLEVELAND #22

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 10.4       | 10.4       | 10.9     | 12.8       | 11.0       | 1                     | <b>WMMS</b><br>100.7   | CHR    | 1         | 2          | 1          | 1          | 1          | 11/99                               | KATZ                 | NBC-S   |
| 8.5        | 5.7        | 7.6      | 8.1        | 9.1        | 2                     | <b>WDOK</b><br>102.1   | B/EZ   | 5         | 15         | 10         | 7          | 4          | 9/115                               | MCGAVREN             |         |
| 7.0        | 7.3        | 6.8      | 7.5        | 7.7        | 3                     | <b>WQAL</b><br>104.1   | B/EZ   | 6         | 16         | 11         | 8          | 5          | 11/101                              | CHRISTAL             |         |
| 6.1        | 5.3        | 6.4      | 5.4        | 7.3        | 4                     | <b>WLTF</b><br>106.5   | A/C    | 3         | 6          | 2          | 2          | 2          | 13/81                               | CHRISTAL             | AP      |
| 6.7        | 7.0        | 5.9      | 6.7        | 6.2        | 5                     | <b>WGCL</b><br>98.5    | CHR    | 2         | 1          | 5          | 5          | 9          | 18/60                               | MMR                  | ABC-F   |
| 7.3        | 7.4        | 5.7      | 5.2        | 6.0        | 6                     | <b>WZAK</b><br>93.1    | B/U    | 7         | 5          | 3          | 4          | 6          | 11/94                               | SELCOM               | CBS-R   |
| 6.1        | 6.4        | 6.1      | 6.0        | 5.9        | 7                     | <b>WMJI</b><br>105.7   | A/C    | 4         | 8          | 4          | 3          | 3          | 16/69                               | EASTMAN              |         |
| 5.6        | 7.8        | 6.3      | 4.5        | 5.5        | 8                     | <b>WBBG</b><br>1260    | BBND   | 9         | 23         | 21         | 18         | 14         | 11/97                               | EASTMAN              |         |
| 4.2        | 4.8        | 4.2      | 4.0        | 4.2        | 9                     | <b>WDMT</b><br>107.9   | B/U    | 11        | 4          | 6          | 6          | 11         | 14/78                               | HNWH                 | US -1   |
| 4.0        | 4.2        | 3.9      | 5.4        | 3.7        | 10                    | <b>WGAR-FM</b><br>99.5 | CTRY   | 13        | 13         | 12         | 9          | 8          | 13/81                               | BLAIR                | ABC-E   |
| --         | --         | --       | --         | 3.5        | 11                    | <b>WRMR</b><br>850     | B/EZ   | 15        | 19         | 15         | 14         | 12         | 13/85                               | CHRISTAL             | AP      |
| 3.6        | 3.5        | 4.6      | 5.2        | 3.4        | 12                    | <b>WERE</b><br>1300    | N/T    | 10        | 18         | 17         | 16         | 15         | 18/59                               | MMR                  | CBS     |
| 3.2        | 4.1        | 2.3      | 2.9        | 3.1        | 13                    | <b>WWWE</b><br>1100    | A/C    | 8         | 12         | 9          | 11         | 10         | 20/54                               | REPUBLIC             | ABC-I   |
| 1.5        | 2.2        | 2.7      | 1.6        | 2.7        | 14                    | <b>WHK</b><br>1420     | GOLD   | 14        | 14         | 8          | 10         | 7          | 17/65                               | KATZ                 | NBC     |
| 2.1        | 1.9        | 2.3      | 2.1        | 2.6        | 15                    | <b>WRQC</b><br>92.3    | CHR    | 12        | 3          | 7          | 12         | 18         | 23/48                               | MASLA                | ABC-R   |
| 1.7        | 2.1        | 2.3      | 2.1        | 1.7        | 16                    | <b>WJMO</b><br>1490    | B/U    | 18        | 9          | 14         | 13         | 13         | 17/63                               | MASLA                | NBN     |
| 3.1        | 1.9        | 2.0      | 1.3        | 1.6        | 17                    | <b>WGAR</b><br>1220    | CTRY   | 16        | 21         | 23         | 17         | 19         | 19/57                               | BLAIR                | ABC-E   |
| 1.8        | 2.8        | 3.1      | 2.2        | 1.6        | 17                    | <b>WABQ</b><br>1540    | REL    | 20        | 10         | 20         | 19         | 16         | 10/107                              |                      | SHRDN   |
| 1.7        | 1.6        | 2.2      | 2.1        | 1.3        | 19                    | <b>WCLV</b><br>95.5    | CLAS   | 17        | 22         | 18         | 20         | 20         | 22/49                               | CMBS                 |         |
| --         | --         | --       | 1.0        | 1.0        | 20                    | <b>WONE-FM</b><br>97.5 | AOR    | 21        | 17         | 13         | 15         | 17         | 12/90                               | MCGAVREN             |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |               |
|--------------|----------------|--------------|----------------|--------------|----------------|---------------|
| 1 WMMS       | 1 WMMS         | 1 WMMS       | 1 WLTF         | 1 WMMS       | 1 WLTF         | A/C 16.3      |
| 2 WZAK       | 2 WLTF         | 2 WZAK       | 2 WMJI         | 2 WMJI       | 2 WMJI         | BBnd 5.5      |
| 3 WLTF       | 3 WMJI         | 3 WLTF       | 3 WMMS         | 3 WLTF       | 3 WDOK         | Blk/Urbn 11.9 |
| 4 WMJI       | 4 WGCL         | 4 WMJI       | 4 WZAK         | 4 WZAK       | 4 WQAL         | BM/Easy 20.3  |
| 5 WGCL       | 5 WZAK         | 5 WGCL       | 5 WGCL         | 5 WDOK       | 5 WMMS         | CHR 19.8      |
| 6 WDMT       | 6 WDMT         | 6 WHK        | 6 WDOK         | 6 WWWE       | 6 WZAK         | Clas 1.3      |
| 7 WWWE       | 7 WRQC         | 7 WDMT       | 7 WDMT         | 7 WHK        | 7 WGAR-FM      | Ctry 5.3      |
| 8 WGAR-FM    | 8 WHK          | 8 WWWE       | 8 WQAL         | 8 WQAL       | 8 WGCL         | Gold 2.7      |
| 9 WHK        | 9 WJMO         | 9 WGAR-FM    | 9 WGAR-FM      | 9 WGCL       | 9 WDMT         | N/T 3.4       |
| 10 WONE-FM   | 10 WDOK        | 10 WQAL      | 10 WHK         | 10 WGAR-FM   | 10 WHK         | Rel 1.6       |

# COLUMBUS #32

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|
| 11.2       | 9.7      | 12.6       | 1                     | <b>WBNS-FM</b><br>97.1 | B/EZ   | 6         | 12         | 13         | 6          | 4          | 9/117                            | BLAIR                 |         |
| 12.6       | 14.9     | 11.5       | 2                     | <b>WLWQ</b><br>96.3    | AOR    | 2         | 2          | 1          | 1          | 3          | 13/84                            | KATZ                  |         |
| 10.1       | 9.2      | 11.1       | 3                     | <b>WXGT</b><br>92.3    | CHR    | 1         | 1          | 3          | 3          | 5          | 15/74                            | EASTMAN               | CBS-R   |
| 8.4        | 7.5      | 10.8       | 4                     | <b>WSNY</b><br>94.7    | A/C    | 3         | 4          | 2          | 2          | 1          | 13/84                            | MCGAVREN              |         |
| 8.6        | 10.5     | 10.1       | 5                     | <b>WTVN</b><br>610     | A/C    | 4         | 7          | 5          | 4          | 2          | 14/79                            | KATZ                  | ABC-E   |
| 5.7        | 6.1      | 4.9        | 6                     | <b>WNCI</b><br>97.9    | CHR    | 5         | 5          | 4          | 5          | 7          | 24/45                            | CHRISTAL              | ABC-C   |
| 5.4        | 4.8      | 3.9        | 7                     | <b>WRMZ</b><br>99.7    | CTRY   | 11        | 19         | 6          | 7          | 6          | 12/92                            | TORBET                | MBS     |
| 3.2        | 3.6      | 3.6        | 8                     | <b>WHOK</b><br>95.5    | CTRY   | 9         | 11         | 10         | 8          | 8          | 13/84                            |                       | AP      |
| 4.3        | 3.1      | 3.6        | 8                     | <b>WMNI</b><br>920     | CTRY   | 8         | 21         | 18         | 15         | 13         | 15/75                            | TORBET                | MBS     |
| --         | 2.1      | 3.1        | 10                    | <b>WZZT</b><br>103.1   | B/U    | 10        | 3          | 8          | 9          | 12         | 15/72                            | MASLA                 |         |
| 7.1        | 2.6      | 2.7        | 11                    | <b>WVKO</b><br>1580    | B/U    | 12        | 10         | 7          | 10         | 9          | 15/70                            | MCGAVREN              | SHRDN   |
| 1.4        | 1.8      | 2.4        | 12                    | <b>WRFD</b><br>880     | REL    | 18        | 9          | 9          | 11         | 16         | 7/146                            | W&P                   | ABC-D   |
| 3.0        | 2.9      | 2.2        | 13                    | <b>WBNS</b><br>1460    | A/C    | 7         | 8          | 14         | 12         | 11         | 25/43                            | BLAIR                 | ABC-I   |
| 1.4        | 1.1      | 1.9        | 14                    | <b>WCKX</b><br>106.3   | B/U    | 15        | 6          | 11         | 14         | 15         | 14/75                            |                       | NBN     |
| 1.5        | 2.0      | 1.6        | 15                    | <b>WBBY</b><br>103.9   | JAZZ   | 14        | 14         | 12         | 13         | 10         | 18/59                            | TORBET                | US-2    |
| 1.4        | 1.2      | 1.5        | 16                    | <b>WLW</b><br>700      | A/C    | 13        | 17         | 15         | 16         | 14         | 24/44                            | EASTMAN               | ABC-I   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WLWQ       | 1 WSNY         | 1 WLWQ       | 1 WSNY         | 1 WLWQ       | 1 WSNY         | A/C 24.6     |
| 2 WXGT       | 2 WXGT         | 2 WXGT       | 2 WXGT         | 2 WTVN       | 2 WBNS-FM      | AOR 11.5     |
| 3 WTVN       | 3 WLWQ         | 3 WTVN       | 3 WLWQ         | 3 WSNY       | 3 WTVN         | Blk/Urbn 7.7 |
| 4 WNCI       | 4 WNCI         | 4 WNCI       | 4 WBNS-FM      | 4 WXGT       | 4 WXGT         | BM/Easy 12.6 |
| 5 WSNY       | 5 WTVN         | 5 WSNY       | 5 WTVN         | 5 WBNS-FM    | 5 WLWQ         | CHR 16.0     |
| 6 WRMZ       | 6 WZZT         | 6 WRMZ       | 6 WNCI         | 6 WRMZ       | 6 WRMZ         | Ctry 11.1    |
| 7 WVKO       | 7 WVKO         | 7 WBNS-FM    | 7 WRMZ         | 7 WNCI       | 7 WNCI         | Jazz 1.6     |
| 8 WZZT       | 8 WRMZ         | 8 WHOK       | 8 WHOK         | 8 WHOK       | 8 WHOK         | Rel 2.4      |
| 9 WRFD       | 9 WRFD         | 9 WZZT       | 9 WZZT         | 9 WBBY       | 9 WVKO         |              |
| 10 WBBY      | 10 WHOK        | 10 WBBY      | 10 WRFD        | 10 WBNS      | 10 WZZT        |              |

# DALLAS-FT. WORTH #10

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | 12+ AOH<br>METRO RANK | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 10.2       | 9.9      | 10.2       | 9.3        | 1                     | <b>KVIL-FM</b><br>103.7 | A/C    | 1         | 7          | 1          | 1          | 1          | 12/89                               | BLAIR                |         |
| 6.3        | 6.9      | 6.3        | 7.4        | 2                     | <b>WBAP</b><br>820      | CTRY   | 4         | 4          | 3          | 4          | 2          | 1/95                                | EASTMAN              | ABC-I   |
| 7.1        | 6.7      | 7.8        | 7.4        | 2                     | <b>KKDA-FM</b><br>104.5 | B/U    | 7         | 2          | 2          | 2          | 3          | 10/113                              | SELCOM               | AP      |
| 7.1        | 8.0      | 7.8        | 6.8        | 4                     | <b>KRLD</b><br>1080     | NEWS   | 2         | 18         | 15         | 10         | 7          | 15/72                               | KATZ                 | CBS     |
| 4.3        | 5.2      | 6.7        | 5.8        | 5                     | <b>KEGL</b><br>97.1     | CHR    | 3         | 1          | 5          | 8          | 14         | 17/65                               | BLAIR                | ABC-C   |
| 4.7        | 5.9      | 4.6        | 5.3        | 6                     | <b>KPLX</b><br>99.5     | CTRY   | 11        | 9          | 8          | 6          | 4          | 13/87                               | REPUBLIC             | AP      |
| 5.9        | 6.3      | 5.3        | 5.3        | 6                     | <b>KMEZ-FM</b><br>100.3 | B/EZ   | 10        | 31         | 16         | 13         | 8          | 13/85                               | MCGAVREN             |         |
| 4.0        | 4.3      | 4.5        | 5.2        | 8                     | <b>KTXQ-FM</b><br>102.1 | AOR    | 5         | 5          | 3          | 3          | 6          | 16/67                               | CHRISTAL             | ABC-R   |
| 6.6        | 4.4      | 5.3        | 4.7        | 9                     | <b>KSCS</b><br>96.3     | CTRY   | 6         | 10         | 9          | 7          | 5          | 15/71                               | EASTMAN              |         |
| 4.5        | 2.9      | 3.8        | 4.3        | 10                    | <b>KZEW</b><br>97.9     | AOR    | 12        | 8          | 4          | 5          | 12         | 15/72                               | MMR                  | NBC-S   |
| 0.6        | 2.1      | 4.1        | 4.0        | 11                    | <b>KTKS</b><br>106.1    | CHR    | 8         | 4          | 6          | 9          | 10         | 18/61                               | HNWH                 |         |
| 5.9        | 4.5      | 3.1        | 3.7        | 12                    | <b>KAFM</b><br>92.5     | CHR    | 9         | 3          | 7          | 11         | 15         | 18/59                               | W&P                  |         |
| 3.2        | 2.5      | 2.5        | 3.0        | 13                    | <b>KNOK</b><br>107.5    | B/U    | 15        | 6          | 10         | 14         | 13         | 14/75                               | W&P                  | US-1    |
| 2.9        | 4.1      | 3.1        | 2.6        | 14                    | <b>KMGC</b><br>102.9    | A/C    | 13        | 16         | 11         | 12         | 9          | 20/55                               | SELCOM               |         |
| 3.4        | 3.7      | 3.1        | 2.5        | 15                    | <b>KQZY</b><br>105.3    | B/EZ   | 16        | 22         | 21         | 17         | 16         | 14/76                               | BLAIR/RAR            |         |
| 2.1        | 1.4      | 2.6        | 2.1        | 16                    | <b>KLUV</b><br>98.7     | A/C    | 14        | 15         | 14         | 15         | 11         | 22/49                               | TORBET               | US-2    |
| 1.5        | 1.6      | 1.4        | 1.9        | 17                    | <b>KPBC</b><br>1040     | REL    | 19        | 12         | 12         | 16         | 19         | 11/103                              |                      |         |
| 0.4        | --       | 0.6        | 1.7        | 18                    | <b>KJIM</b><br>94.9     | REL    | 25        | 28         | 18         | 18         | 17         | 8/142                               | SWAGGART             | UPI     |
| 1.0        | 1.1      | 0.7        | 1.4        | 19                    | <b>KESS</b><br>94.1     | SPAN   | 21        | 13         | 20         | 23         | 24         | 12/92                               | CABALLERO            |         |
| 1.1        | 1.0      | 1.1        | 1.2        | 20                    | <b>KKDA</b><br>730      | B/U    | 22        | 21         | 23         | 19         | 20         | 12/88                               | SELCOM               | AP      |
| 1.4        | 1.5      | 1.4        | 1.2        | 20                    | <b>WRR</b><br>101.1     | CLAS   | 18        | 25         | 23         | 24         | 21         | 18/60                               | CMBS                 |         |
| 0.5        | 0.8      | 1.0        | 1.1        | 22                    | <b>KSSA</b><br>1270     | SPAN   | 26        | 11         | 17         | 22         | 22         | 7/146                               | CABALLERO            | UPI     |
| 2.1        | 1.1      | 1.0        | 1.1        | 22                    | <b>KAAM</b><br>1310     | GOLD   | 23        | 29         | 22         | 20         | 18         | 13/84                               | W&P                  |         |
| 1.7        | 1.7      | 1.4        | 1.1        | 22                    | <b>KRQX</b><br>570      | GOLD   | 17        | 23         | 19         | 21         | 23         | 22/50                               | MMR                  | CBS-R   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |          |      |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|------|
| 1 KTXQ-FM    | 1 KVIL-FM      | 1 KTXQ-FM    | 1 KVIL-FM      | 1 WBAP       | 1 KVIL-FM      | A/C      | 14.0 |
| 2 KZEW       | 2 KKDA-FM      | 2 KVIL-FM    | 2 KKDA-FM      | 2 KVIL-FM    | 2 KKDA-FM      | AOR      | 9.5  |
| 3 KVIL-FM    | 3 KEGL         | 3 KZEW       | 3 KTKS         | 3 KTXQ-FM    | 3 WBAP         | Blk/Urbn | 10.4 |
| 4 KKDA-FM    | 4 KTKS         | 4 WBAP       | 4 KSCS         | 4 KPLX       | 4 KMEZ-FM      | BM/Easy  | 7.8  |
| 5 KEGL       | 5 KAFM         | 5 KKDA-FM    | 5 KEGL         | 5 KRLD       | 5 KPLX         | CHR      | 13.5 |
| 6 KPLX       | 6 KTXQ-FM      | 6 KPLX       | 6 KPLX         | 6 KKDA-FM    | 6 KSCS         | Ctry     | 17.4 |
| 7 KSCS       | 7 KZEW         | 7 KSCS       | 7 WBAP         | 7 KSCS       | 7 KTKS         | N/T      | 6.8  |
| 8 KAFM       | 8 KPLX         | 8 KRLD       | 8 KAFM         | 8 KZEW       | 8 KMGC         | Rel      | 3.6  |
| 9 KTKS       | 9 KMGC         | 9 KEGL       | 9 KMEZ-FM      | 9 KMEZ-FM    | 9 KRLD         | Span     | 1.4  |
| 10 KNOK      | 10 KSCS        | 10 KTKS      | 10 KTXQ-FM     | 10 KMGC      | 10 KLUV        |          |      |

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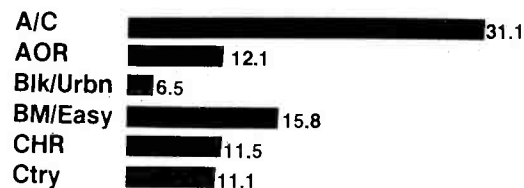
# DAYTON #45

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 14.4       | 16.0     | 15.8       | 1                     | <b>WHIO-FM</b><br>99.1 | B/EZ   | 1         | 7          | 6          | 3          | 1          | 10/109                           | CHRISTAL             |         | 13.6               |
| 6.6        | 5.8      | 11.5       | 2                     | <b>WGTZ</b><br>92.9    | CHR    | 3         | 1          | 2          | 2          | 3          | 12/93                            | KATZ                 |         | 19.1               |
| 9.8        | 8.0      | 10.3       | 3                     | <b>WHIO</b><br>1290    | A/C    | 2         | 12         | 14         | 6          | 6          | 14/78                            | CHRISTAL             | CBS     | 5.9                |
| 13.6       | 11.5     | 9.9        | 4                     | <b>WTUE</b><br>104.7   | AOR    | 4         | 2          | 1          | 1          | 5          | 11/95                            | MCGAVREN             | ABC-R   | 13.5               |
| 7.6        | 6.1      | 7.9        | 5                     | <b>WONE</b><br>980     | CTRY   | 5         | 11         | 8          | 5          | 4          | 10/104                           | MCGAVREN             | ABC-D   | 5.7                |
| 4.4        | 4.1      | 6.1        | 6                     | <b>WYMJ</b><br>103.9   | A/C    | 6         | 5          | 3          | 4          | 2          | 14/80                            | REPUBLIC             | US-1    | 7.1                |
| 5.4        | 4.1      | 4.3        | 7                     | <b>WING</b><br>1410    | A/C    | 7         | 21         | 10         | 7          | 7          | 17/63                            | KATZ                 | ABC-I   | 4.3                |
| 2.1        | 3.1      | 3.7        | 8                     | <b>WBLZ</b><br>103.5   | B/U    | 11        | 3          | 4          | 10         | 13         | 13/84                            | MASLA                | SHRDN   | 4.4                |
| 6.4        | 6.5      | 3.2        | 9                     | <b>WWSN</b><br>107.7   | A/C    | 10        | 9          | 9          | 8          | 8          | 16/68                            | EASTMAN              |         | 1.1                |
| 3.9        | 3.6      | 2.8        | 10                    | <b>WVUD</b><br>99.9    | A/C    | 8         | 8          | 5          | 9          | 9          | 24/46                            | MASLA                | CBS-R   | 2.4                |
| 3.6        | 4.2      | 2.8        | 10                    | <b>WDAO</b><br>1210    | B/U    | 12        | 6          | 11         | 11         | 10         | 13/84                            | EASTMAN              | SHRDN   | 3.5                |
| 2.1        | 2.6      | 2.2        | 12                    | <b>WSKS</b><br>96.5    | AOR    | 13        | 4          | 7          | 13         | 14         | 16/68                            | EASTMAN              | ABC-R   | 3.3                |
| 3.0        | 1.8      | 2.0        | 13                    | <b>WLW</b><br>700      | A/C    | 9         | 18         | 16         | 14         | 12         | 29/38                            | EASTMAN              | ABC-I   | 2.7                |
| 1.9        | 2.4      | 1.8        | 14                    | <b>WBZI</b><br>95.3    | CTRY   | 14        | 10         | 12         | 12         | 11         | 19/57                            |                      | US-2    | 1.7                |
| --         | 1.9      | 1.4        | 15                    | <b>WBLY</b><br>1600    | CTRY   | 18        | 20         | 21         | 21         | 19         | 12/89                            | DEVNEY               | MBS     | 1.1                |
| --         | 1.6      | 1.2        | 16                    | <b>WAZU</b><br>102.9   | A/C    | 15        | 19         | 13         | 15         | 15         | 19/56                            | DEVNEY               | MBS     | .8                 |
| 1.3        | 2.1      | 1.2        | 16                    | <b>WPTW-FM</b><br>95.7 | A/C    | 19        | 23         | 23         | 20         | 21         | 15/75                            | REGIONAL             |         | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |         |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|
| 1 WTUE       | 1 WGTZ         | 1 WTUE       | 1 WGTZ         | 1 WHIO-FM    | 1 WHIO-FM      | A/C     |
| 2 WGTZ       | 2 WTUE         | 2 WGTZ       | 2 WHIO-FM      | 2 WTUE       | 2 WGTZ         | AOR     |
| 3 WBLZ       | 3 WYMJ         | 3 WHIO-FM    | 3 WTUE         | 3 WYMJ       | 3 WYMJ         | Bk/Urbn |
| 4 WSKS       | 4 WVUD         | 4 WONE       | 4 WYMJ         | 4 WHIO       | 4 WONE         | BM/Easy |
| 5 WYMJ       | 5 WHIO-FM      | 5 WYMJ       | 5 WONE         | 5 WONE       | 5 WHIO         | CHR     |
| 6 WONE       | 6 WBLZ         | 6 WING       | 6 WHIO         | 6 WING       | 6 WTUE         | CTry    |
| 7 WVUD       | 7 WWSN         | 7 WWSN       | 7 WVUD         | 7 WGTZ       | 7 WING         |         |
| 8 WING       | 8 WONE         | 8 WBLZ       | 8 WWSN         | 8 WWSN       | 8 WWSN         |         |
| 9 WWSN       | 9 WLLT         | 9 WHIO       | 9 WBLZ         | 9 WLW        | 9 WVUD         |         |
| 10 WHIO-FM   | 10 WDAO        | 10 WSKS      | 10 WDAO        | 10 WBZI      | 10 WDAO        |         |



# DENVER-BOULDER #23

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | 12+ AOH<br>METRO RANK | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 9.9        | 9.7      | 10.0       | 10.7       | 1                     | <b>KOSI</b><br>101.1    | B/EZ   | 2         | 12         | 9          | 4          | 1          | 11/101                              | BLAIR                |         |
| 4.4        | 4.1      | 6.8        | 7.7        | 2                     | <b>KBPI</b><br>105.9    | AOR    | 1         | 3          | 1          | 1          | 6          | 15/72                               | SELCOM               |         |
| 5.0        | 4.9      | 5.9        | 6.8        | 3                     | <b>KMJI</b><br>100.3    | A/C    | 5         | 9          | 3          | 2          | 2          | 12/87                               | CHRISTAL             |         |
| 3.3        | 4.7      | 5.4        | 5.7        | 4                     | <b>KRXY-FM</b><br>107.5 | CHR    | 3         | 2          | 4          | 5          | 11         | 16/68                               | MMR                  |         |
| 4.0        | 4.5      | 5.5        | 5.5        | 5                     | <b>KBCO-FM</b><br>97.3  | AOR    | 8         | 6          | 2          | 3          | 4          | 13/83                               | MASLA                |         |
| 4.7        | 3.6      | 3.4        | 5.2        | 6                     | <b>KHOW</b><br>630      | A/C    | 12        | 13         | 11         | 6          | 3          | 11/100                              | EASTMAN              | US-1    |
| 5.7        | 6.7      | 5.2        | 5.0        | 7                     | <b>KOA</b><br>850       | TALK   | 7         | 14         | 15         | 12         | 7          | 17/65                               | KATZ                 | CBS     |
| 7.9        | 7.2      | 6.3        | 4.6        | 8                     | <b>KPKE</b><br>95.7     | CHR    | 4         | 1          | 8          | 11         | 17         | 18/60                               | HNWH                 |         |
| 5.0        | 6.0      | 3.7        | 4.3        | 9                     | <b>KOAQ</b><br>103.5    | CHR    | 6         | 5          | 5          | 7          | 8          | 20/55                               | KATZ                 | CBS-R   |
| 4.9        | 4.2      | 5.7        | 4.0        | 10                    | <b>KYGO</b><br>98.5     | CTRY   | 11        | 8          | 10         | 10         | 5          | 15/74                               | BLAIR                |         |
| 4.2        | 4.4      | 4.7        | 3.9        | 11                    | <b>KAZY</b><br>106.7    | AOR    | 10        | 7          | 6          | 8          | 13         | 17/63                               | MCGAVREN             |         |
| 2.5        | 3.9      | 2.9        | 3.8        | 12                    | <b>KVOD</b><br>99.5     | CLAS   | 13        | 16         | 14         | 13         | 10         | 15/75                               | REPUBLIC             |         |
| 2.9        | 3.2      | 4.0        | 3.7        | 13                    | <b>KNUS</b><br>710      | N/T    | 14        | 26         | 23         | 14         | 12         | 12/94                               | SELCOM               | ABC-I   |
| 5.2        | 5.9      | 3.9        | 3.6        | 14                    | <b>KIMN</b><br>950      | CHR    | 9         | 10         | 7          | 9          | 9          | 20/54                               | BLAIR                | ABC-C   |
| 3.2        | 3.8      | 3.8        | 3.1        | 15                    | <b>KEZW</b><br>1430     | BBND   | 16        | 25         | 27         | 24         | 22         | 14/80                               | BLAIR/RAR            | MBS     |
| 4.0        | 3.6      | 2.8        | 2.4        | 16                    | <b>KLZ</b><br>560       | CTRY   | 15        | 17         | 21         | 16         | 14         | 18/60                               | MCGAVREN             | ABC-I   |
| 2.4        | 1.9      | 1.4        | 2.4        | 16                    | <b>KDKO</b><br>1510     | B/U    | 19        | 4          | 12         | 17         | 19         | 11/101                              |                      |         |
| 1.5        | 1.6      | 2.5        | 1.6        | 18                    | <b>KBRQ-FM</b><br>105.1 | CTRY   | 17        | 23         | 18         | 19         | 18         | 17/64                               | TORBET               | ABC-E   |
| 2.0        | 2.5      | 1.6        | 1.5        | 19                    | <b>KRZN</b><br>1150     | GOLD   | 18        | 21         | 13         | 15         | 15         | 17/63                               | CHRISTAL             |         |
| 0.9        | 0.5      | 1.3        | 1.5        | 19                    | <b>KADX</b><br>92.1     | JAZZ   | 21        | 24         | 16         | 18         | 16         | 12/88                               |                      | AP      |
| 1.6        | 1.4      | 1.4        | 1.2        | 21                    | <b>KDEN</b><br>1340     | NEWS   | 20        | 20         | 29         | 28         | 27         | 20/54                               | SAVALLI              | NBC     |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C      | 12.0 |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|------|
| 1 KBPI       | 1 KMJI         | 1 KBPI       | 1 KMJI         | 1 KBCO-FM    | 1 KOSI         | AOR      | 17.1 |
| 2 KBCO-FM    | 2 KRXY         | 2 KBCO-FM    | 2 KOSI         | 2 KHOW       | 2 KMJI         | BBnd     | 3.1  |
| 3 KAZY       | 3 KBPI         | 3 KAZY       | 3 KRXY-FM      | 3 KMJI       | 3 KHOW         | Bik/Urbn | 2.4  |
| 4 KMJI       | 4 KOAQ         | 4 KMJI       | 4 KBPI         | 4 KOSI       | 4 KYGO         | BM/Easy  | 10.7 |
| 5 KOAQ       | 5 KBCO-FM      | 5 KHOW       | 5 KOAQ         | 5 KBPI       | 5 KOAQ         | CHR      | 18.2 |
| 6 KRXY-FM    | 6 KIMN         | 6 KOSI       | 6 KYGO         | 6 KOA        | 6 KRXY-FM      | Clas     | 3.8  |
| 7 KIMN       | 7 KOSI         | 7 KOAQ       | 7 KHOW         | 7 KYGO       | 7 KIMN         | Ctry     | 8.0  |
| 8 KHOW       | 8 KAZY         | 8 KIMN       | 8 KIMN         | 8 KNUS       | 8 KVOD         | Gold     | 1.5  |
| 9 KPKE       | 9 KPKE         | 9 KRXY-FM    | 9 KBCO-FM      | 9 KAZY       | 9 KOA          | Jazz     | 1.5  |
| 10 KYGO      | 10 KYGO        | 10 KOA       | 10 KPKE        | 10 KIMN      | 10 KBPI        | N/T      | 9.9  |

# DETROIT #6

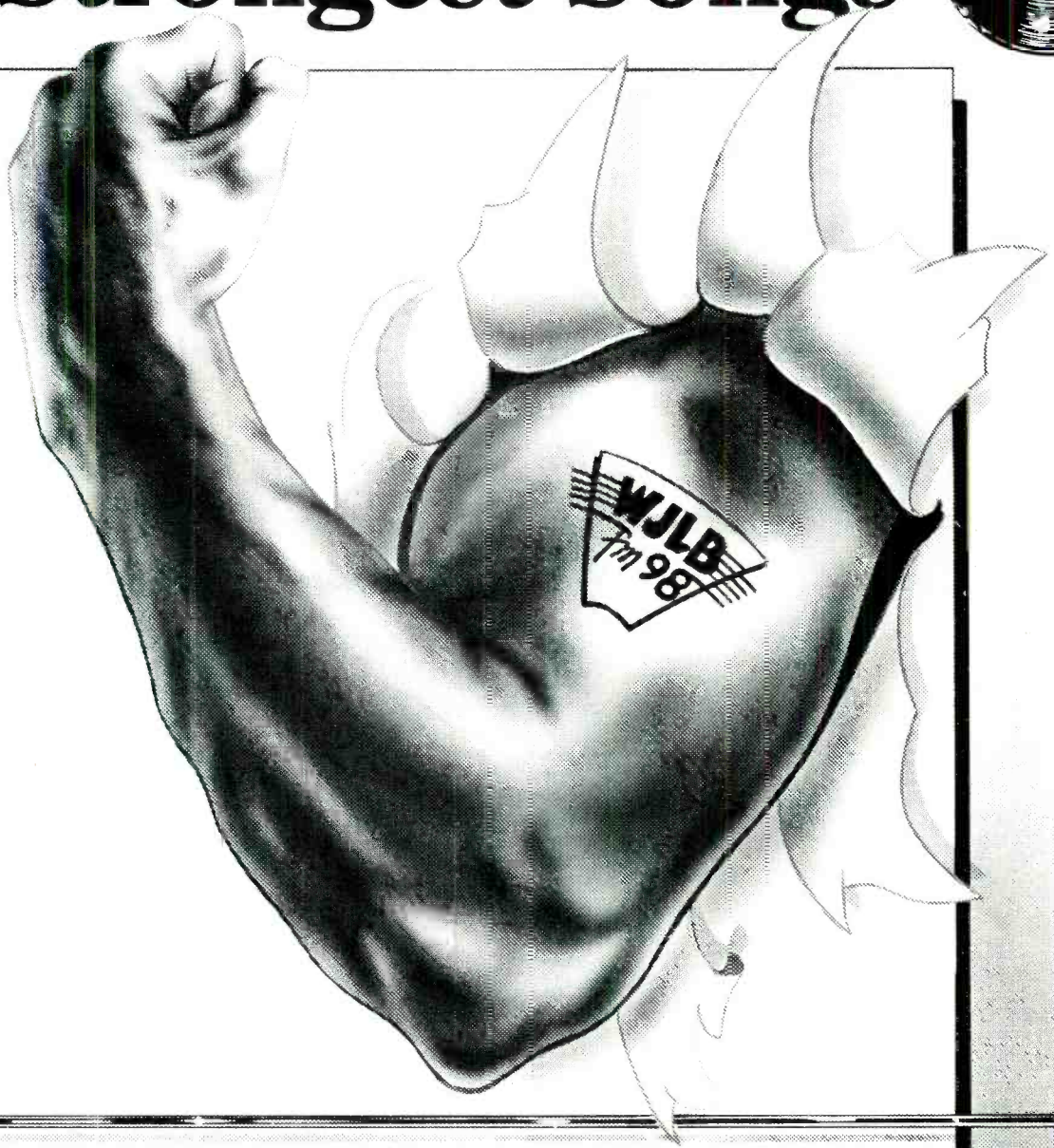
| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 11.4       | 13.8       | 10.6     | 7.2        | 10.4       | 1                     | <b>WJR</b><br>760       | MISC   | 1         | 9          | 11         | 3          | 1          | 14/79                               | EASTMAN              | ABC-I   |
| 5.9        | 5.8        | 5.8      | 5.6        | 6.3        | 2                     | <b>WJLB</b><br>97.9     | B/U    | 7         | 2          | 2          | 2          | 4          | 12/89                               | MMR                  |         |
| 8.4        | 7.5        | 9.8      | 7.2        | 6.1        | 3                     | <b>WJOI</b><br>97.1     | B/EZ   | 9         | 22         | 13         | 10         | 2          | 12/93                               | CBS SPOT             |         |
| 5.4        | 5.7        | 5.6      | 6.6        | 6.0        | 4                     | <b>WRIF</b><br>101.1    | AOR    | 4         | 4          | 1          | 1          | 7          | 14/77                               | BLAIR                | ABC-R   |
| 4.6        | 4.8        | 3.9      | 5.0        | 5.5        | 5                     | <b>WHYT</b><br>96.3     | CHR    | 2         | 1          | 6          | 6          | 11         | 19/56                               | EASTMAN              | ABC-C   |
| 4.1        | 4.1        | 4.3      | 4.8        | 5.5        | 5                     | <b>WCZY-FM</b><br>95.5  | CHR    | 3         | 3          | 4          | 4          | 8          | 18/62                               | HNWH                 |         |
| 1.2        | 0.7        | 0.8      | 4.0        | 5.2        | 7                     | <b>CKLW</b><br>800      | BBND   | 11        | 28         | 27         | 20         | 16         | 11/100                              | TORBET               |         |
| 4.6        | 4.6        | 5.8      | 5.6        | 4.9        | 8                     | <b>WWJ</b><br>950       | NEWS   | 8         | 26         | 20         | 17         | 12         | 16/69                               | CBS SPOT             | CBS     |
| 4.3        | 4.9        | 4.5      | 3.9        | 4.1        | 9                     | <b>WNIC-FM</b><br>100.3 | A/C    | 5         | 6          | 3          | 5          | 6          | 20/54                               | MCGAVREN             |         |
| 4.7        | 4.2        | 3.9      | 3.1        | 3.8        | 10                    | <b>WLLZ</b><br>98.7     | AOR    | 6         | 5          | 5          | 8          | 19         | 20/53                               | MCGAVREN             | ABC-F   |
| 4.2        | 4.7        | 3.8      | 3.8        | 3.7        | 11                    | <b>WOMC</b><br>104.3    | A/C    | 10        | 16         | 7          | 7          | 3          | 16/67                               | KATZ                 | US -2   |
| 2.3        | 3.1        | 2.9      | 2.8        | 3.6        | 12                    | <b>WWWW</b><br>106.7    | CTRY   | 13        | 10         | 16         | 9          | 5          | 13/81                               | CHRISTAL             |         |
| 5.3        | 5.1        | 4.6      | 5.1        | 3.4        | 13                    | <b>WXYT</b><br>1270     | TALK   | 12        | 27         | 18         | 21         | 14         | 14/75                               | BLAIR/RAR            | ABC-I   |
| 1.3        | 1.3        | 1.1      | 1.5        | 2.9        | 14                    | <b>WGPR</b><br>107.5    | B/U    | 19        | 8          | 9          | 12         | 15         | 12/94                               | R A LAZAR            | SHRDN   |
| 2.5        | 2.5        | 2.5      | 3.2        | 2.6        | 15                    | <b>WJZZ</b><br>105.9    | JAZZ   | 18        | 12         | 12         | 14         | 10         | 13/83                               | W&P                  |         |
| 1.3        | 1.0        | 1.7      | 3.3        | 2.5        | 16                    | <b>WKSG</b><br>102.7    | GOLD   | 15        | 14         | 10         | 11         | 9          | 18/61                               | MASLA                | NBC-S   |
| 2.9        | 2.8        | 3.7      | 2.7        | 2.4        | 17                    | <b>WMJC</b><br>94.7     | A/C    | 14        | 11         | 8          | 13         | 13         | 20/55                               | MMR                  | US -1   |
| 4.6        | 3.7        | 3.5      | 2.8        | 1.8        | 18                    | <b>WLTJ</b><br>93.1     | A/C    | 17        | 7          | 14         | 16         | 22         | 19/57                               | CHRISTAL             |         |
| 1.6        | 2.6        | 2.8      | 2.0        | 1.8        | 18                    | <b>WCLS</b><br>99.5     | A/C    | 16        | 15         | 15         | 15         | 18         | 24/45                               | REPUBLIC             |         |
| 2.7        | 1.7        | 2.1      | 2.2        | 1.8        | 18                    | <b>WCXI</b><br>1130     | CTRY   | 21        | 24         | 28         | 24         | 21         | 14/80                               | SELCOM               | MBS     |
| 2.5        | 2.2        | 1.8      | 1.9        | 1.6        | 21                    | <b>WCXI-FM</b><br>92.3  | CTRY   | 20        | 21         | 22         | 18         | 17         | 16/66                               | SELCOM               | ABC-E   |
| 1.6        | 1.0        | 1.6      | 1.3        | 1.4        | 22                    | <b>WCHB</b><br>1440     | B/U    | 23        | 20         | 19         | 22         | 23         | 13/80                               | W&P                  | NBN     |
| 1.2        | 2.3        | 1.4      | 1.0        | 1.3        | 23                    | <b>WHND</b><br>560      | GOLD   | 25        | 13         | 17         | 19         | 20         | 12/90                               | MMR                  | US -1   |
| 1.8        | 1.3        | 1.5      | 1.3        | 1.2        | 24                    | <b>WQRS</b><br>105.1    | CLAS   | 22        | 31         | 21         | 23         | 24         | 17/63                               | CMBS                 |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WRIF       | 1 WJLB         | 1 WRIF       | 1 WJLB         | 1 WJR        | 1 WJR          | A/C 13.8    |
| 2 WLLZ       | 2 WHYT         | 2 WJR        | 2 WHYT         | 2 WRIF       | 2 WNIC-FM      | AOR 9.8     |
| 3 WJLB       | 3 WNIC-FM      | 3 WLLZ       | 3 WNIC-FM      | 3 WJOI       | 3 WJLB         | BBnd 5.2    |
| 4 WCZY-FM    | 4 WCZY-FM      | 4 WJLB       | 4 WCZY-FM      | 4 WOMC       | 4 WWWW         | Bk/Urbn 9.2 |
| 5 WNIC-FM    | 5 WMJC         | 5 WCZY-FM    | 5 WWWW         | 5 WJZZ       | 5 WJOI         | BM/Easy 6.1 |
| 6 WKSG       | 6 WRIF         | 6 WOMC       | 6 WOMC         | 6 WKSG       | 6 WOMC         | CHR 11.0    |
| 7 WJR        | 7 WOMC         | 7 WNIC-FM    | 7 WMJC         | 7 WCZY-FM    | 7 WCZY-FM      | Ctry 3.6    |
| 8 WJZZ       | 8 WGPR         | 8 WJOI       | 8 WJR          | 8 WWWW       | 8 WHYT         | Gold 2.5    |
| 9 WJOI       | 9 WLLZ         | 9 WJZZ       | 9 WGPR         | 9 WJLB       | 9 WMJC         | Jazz 2.6    |
| 10 WOMC      | 10 WKSG        | 10 WKSG      | 10 WJOI        | 10 WNIC-FM   | 10 WGPR        | Misc 10.4   |
|              |                |              |                |              |                | N/T 8.3     |

# Detroit's Strongest Songs



# GREENSBORO-WINSTON SALEM-HIGH POINT #49

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ ADH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 16.9       | 13.7     | 16.8       | 1          | 1       | <b>WTQR</b><br>104.1 | CTRY   | 1         | 6          | 3          | 1          | 1          | 10/113                          | MCGAVREN             |         | 15.2               |
| 6.8        | 8.0      | 12.3       | 2          | 2       | <b>WKZL</b><br>107.5 | CHR    | 2         | 1          | 1          | 2          | 3          | 10/107                          | KATZ                 | ABC-R   | 17.1               |
| 8.8        | 7.3      | 7.9        | 3          | 3       | <b>WMAG</b><br>99.5  | A/C    | 3         | 5          | 2          | 3          | 2          | 14/78                           | MMR                  | ABC-E   | 10.1               |
| 8.1        | 10.6     | 7.5        | 4          | 4       | <b>WQMG</b><br>97.1  | B/U    | 7         | 2          | 5          | 5          | 7          | 9/118                           | HNWH                 | CBS-R   | 6.8                |
| 4.3        | 7.0      | 5.9        | 5          | 5       | <b>WSJS</b><br>600   | A/C    | 6         | 11         | 11         | 7          | 6          | 13/87                           | MCGAVREN             | MBS     | 6.3                |
| 6.8        | 6.3      | 5.6        | 6          | 6       | <b>WSEZ</b><br>93.1  | CHR    | 4         | 4          | 4          | 4          | 5          | 17/65                           | TORBET               | US-1    | 4.8                |
| 8.2        | 6.9      | 5.6        | 6          | 6       | <b>WOJY</b><br>100.3 | B/EZ   | 5         | 12         | 7          | 6          | 4          | 15/72                           | CHRISTAL             |         | 5.5                |
| 3.3        | 1.7      | 2.8        | 8          | 8       | <b>WMFR</b><br>1230  | B/EZ   | 12        | 30         | 27         | 22         | 18         | 9/122                           | MMR                  | ABC-E   | .4                 |
| 2.6        | 1.7      | 2.5        | 9          | 9       | <b>WAAA</b><br>980   | B/U    | 9         | 13         | 8          | 9          | 9          | 16/68                           | W&P                  | NBN     | 2.2                |
| 2.6        | 1.0      | 2.5        | 9          | 9       | <b>WEAL</b><br>1510  | B/U    | 15        | 7          | 18         | 13         | 11         | 8/133                           | HNWH                 | SHRDN   | 2.2                |
| 2.6        | 3.8      | 2.3        | 11         | 11      | <b>WRQK</b><br>98.7  | A/C    | 8         | 10         | 6          | 8          | 8          | 20/54                           | EASTMAN              | MBS     | 3.4                |
| 3.8        | 4.1      | 2.3        | 11         | 11      | <b>WDCG</b><br>105.1 | CHR    | 10        | 3          | 9          | 10         | 15         | 17/64                           | BLAIR                | US-1    | 2.9                |
| 1.5        | 1.2      | 2.0        | 13         | 13      | <b>WSMX</b><br>1500  | REL    | 16        | 14         | 14         | 14         | 13         | 10/109                          |                      | ABC-I   | 1.0                |
| 3.3        | 3.0      | 1.9        | 14         | 14      | <b>WAIR</b><br>1340  | B/U    | 13        | 9          | 10         | 11         | 10         | 13/82                           | TORBET               |         | 1.6                |
| 1.3        | 2.0      | 1.5        | 15         | 15      | <b>WHPE</b><br>95.5  | REL    | 18        | 26         | 26         | 17         | 12         | 12/90                           |                      |         | 1.8                |
| 0.8        | 1.4      | 1.4        | 16         | 16      | <b>WPCM</b><br>101.1 | CTRY   | 11        | 17         | 16         | 15         | 16         | 19/58                           | MASLA                |         | .6                 |
| 2.5        | 1.7      | 1.3        | 17         | 17      | <b>WBIG</b><br>1470  | BBND   | 17        | 16         | 32         | 24         | 21         | 15/71                           | BLAIR                | CBS     | 1.6                |
| 1.0        | 1.7      | 1.2        | 18         | 18      | <b>WWMO</b><br>102.1 | REL    | 14        | 32         | 21         | 21         | 22         | 20/55                           |                      |         | 1.0                |
| --         | --       | 1.2        | 18         | 18      | <b>WEZC</b><br>104.7 | A/C    | 20        | 31         | 12         | 12         | 14         | 11/96                           | MMR                  |         | ---                |
| 0.8        | 0.6      | 1.1        | 20         | 20      | <b>WTOB</b><br>1380  | BBND   | 19        | 18         | 28         | 19         | 17         | 12/88                           | SAVALLI              | ABC-C   | .2                 |
| --         | --       | 1.0        | 21         | 21      | <b>WWWI</b><br>94.5  | CTRY   | 22        | 21         | 13         | 16         | 24         | 13/84                           | HNWH                 |         | .7                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |               |
|--------------|----------------|--------------|----------------|--------------|----------------|---------------|
| 1 WKZL       | 1 WKZL         | 1 WTQR       | 1 WTQR         | 1 WTQR       | 1 WTQR         | A/C 17.3      |
| 2 WTQR       | 2 WMAG         | 2 WKZL       | 2 WMAG         | 2 WKZL       | 2 WMAG         | BBnd 2.4      |
| 3 WMAG       | 3 WSEZ         | 3 WMAG       | 3 WKZL         | 3 WMAG       | 3 WOJY         | Blk/Urbn 14.4 |
| 4 WQMG       | 4 WTQR         | 4 WQMG       | 4 WSEZ         | 4 WOJY       | 4 WKZL         | BM/Easy 8.4   |
| 5 WSEZ       | 5 WQMG         | 5 WSEZ       | 5 WOJY         | 5 WSEZ       | 5 WSEZ         | CHR 20.2      |
| 6 WDCG       | 6 WOJY         | 6 WOJY       | 6 WQMG         | 6 WQMG       | 6 WSJS         | Ctry 19.2     |
| 7 WRQK       | 7 WRQK         | 7 WAIR       | 7 WSJS         | 7 WAIR       | 7 WRQK         | Rel 4.7       |
| 8 WAIR       | 8 WAAA         | 8 WRQK       | 8 WRQK         | 8 WSJS       | 8 WQMG         |               |
| 9 WSJS       | 9 WLK          | 9 WDCG       | 9 WAAA         | 9 WRQK       | 9 WAAA         |               |
| 10 WOJY      | 10 WDCG        | 10 WSJS      | 10 WEAL        | 10 WEZC      | 10 WEAL        |               |

A large, stylized white 'W' logo is centered on a black background. The 'W' is composed of several sharp, angular shapes that create a sense of depth and movement.

**WESTWOOD ONE**

**RADIO NETWORKS**

Los Angeles • Chicago • New York • London

# HARTFORD-NEW BRITAIN #38

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 19.3       | 18.6     | 20.1       | 1                     | <b>WTIC</b><br>1080     | A/C    | 1         | 6          | 5          | 2          | 2          | 11/103                          | KATZ                 | NBC     |
| 11.5       | 14.1     | 15.8       | 2                     | <b>WTIC-FM</b><br>96.5  | CHR    | 2         | 1          | 1          | 1          | 1          | 12/88                           | KATZ                 |         |
| 7.7        | 9.4      | 12.0       | 3                     | <b>WRCH</b><br>100.5    | B/EZ   | 3         | 12         | 8          | 4          | 3          | 9/118                           | TORBET               | ABC-D   |
| 5.8        | 6.7      | 6.1        | 4                     | <b>WHCN</b><br>105.9    | AOR    | 4         | 2          | 2          | 3          | 6          | 18/62                           | MASLA                | ABC-R   |
| 4.1        | 5.3      | 4.5        | 5                     | <b>WRCQ</b><br>910      | BBND   | 10        | 15         | 18         | 16         | 12         | 11/102                          | TORBET               | ABC-I   |
| 4.8        | 5.1      | 4.2        | 6                     | <b>WIOF</b><br>104.1    | A/C    | 8         | 8          | 4          | 5          | 4          | 17/62                           | EASTMAN              | CBS-R   |
| 4.4        | 4.1      | 3.7        | 7                     | <b>WPOP</b><br>1410     | NEWS   | 9         | 13         | 11         | 11         | 11         | 17/65                           | EASTMAN              | CBS     |
| 4.6        | 5.5      | 3.5        | 8                     | <b>WDRC-FM</b><br>102.9 | A/C    | 5         | 10         | 6          | 6          | 5          | 23/46                           | MCGAVREN             |         |
| 3.8        | 4.7      | 3.4        | 9                     | <b>WCCC-FM</b><br>106.9 | AOR    | 6         | 4          | 3          | 7          | 9          | 23/47                           | SELCOM               | ABC-C   |
| 4.6        | 2.4      | 3.4        | 9                     | <b>WKSS</b><br>95.7     | CHR    | 7         | 3          | 7          | 8          | 10         | 23/47                           | MMR                  |         |
| 3.0        | 2.7      | 2.4        | 11                    | <b>WDRC</b><br>1360     | A/C    | 12        | 16         | 10         | 10         | 7          | 18/61                           | MCGAVREN             |         |
| 2.6        | 2.6      | 2.0        | 12                    | <b>WWYZ</b><br>92.5     | A/C    | 11        | 11         | 9          | 9          | 8          | 22/50                           | CBS SPOT             | US-1    |
| 1.5        | 0.8      | 1.0        | 13                    | <b>WPLR</b><br>99.1     | AOR    | 13        | 7          | 12         | 13         | 14         | 33/32                           | CHRISTAL             |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WTIC-FM    | 1 WTIC-FM      | 1 WTIC-FM    | 1 WTIC-FM      | 1 WTIC       | 1 WTIC-FM      | A/C 32.2     |
| 2 WHCN       | 2 WHCN         | 2 WHCN       | 2 WTIC         | 2 WTIC-FM    | 2 WTIC         | AOR 10.4     |
| 3 WCCC-FM    | 3 WIOF         | 3 WTIC       | 3 WIOF         | 3 WRCH       | 3 WRCH         | BBnd 4.5     |
| 4 WRCH       | 4 WTIC         | 4 WRCH       | 4 WRCH         | 4 WHCN       | 4 WIOF         | BM/Easy 12.0 |
| 5 WDRC-FM    | 5 WDRC-FM      | 5 WCCC-FM    | 5 WHCN         | 5 WDRC-FM    | 5 WDRC-FM      | CHR 19.2     |
| 6 WTIC       | 6 WCCC-FM      | 6 WDRC-FM    | 6 WDRC-FM      | 6 WIOF       | 6 WHCN         | N/T 3.7      |
| 7 WKSS       | 7 WKSS         | 7 WIOF       | 7 WWYZ         | 7 WDRC       | 7 WWYZ         |              |
| 8 WIOF       | 8 WWYZ         | 8 WKSS       | 8 WKSS         | 8 WCCC-FM    | 8 WDRC         |              |
| 9 WPOP       | 9 WDRC         | 9 WPOP       | 9 WCCC-FM      | 9 WKSS       | 9 WCCC-FM      |              |
| 10 WPLR      | 10 WRCH        | 10 WDRC      | 10 WDRC        | 10 WPOP      | 10 WKSS        |              |

# HOUSTON-GALVESTON #8

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | 12+ ACH<br>METRO RANK | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|------------|----------|------------|------------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|--------------------|
| 9.1        | 10.2       | 9.4      | 9.5        | 9.3        | 1                     | KMJQ<br>102.1    | B/U    | 4         | 2          | 1          | 1          | 2          | 10/111                              | CHRISTAL             |         | 10.3               |
| 10.7       | 8.9        | 9.2      | 8.5        | 8.1        | 2                     | KKBQ-FM<br>92.9  | CHR    | 1         | 1          | 2          | 2          | 6          | 15/74                               | EASTMAN              | ABC-F   | 9.1                |
| 6.4        | 7.5        | 7.6      | 7.8        | 6.8        | 3                     | KIKK-FM<br>95.7  | CTRY   | 5         | 8          | 7          | 4          | 3          | 12/87                               | TORBET               |         | 8.4                |
| 8.4        | 6.8        | 7.4      | 7.8        | 6.6        | 4                     | KODA<br>99.1     | B/EZ   | 9         | 15         | 10         | 10         | 4          | 11/98                               | BLAIR/RAR            |         | 4.6                |
| 3.2        | 4.5        | 6.3      | 5.8        | 6.3        | 5                     | KLTR<br>93.7     | A/C    | 3         | 7          | 3          | 3          | 1          | 15/73                               | MMR                  | CBS-R   | 6.0                |
| 4.7        | 4.4        | 2.7      | 2.8        | 5.7        | 6                     | KRBE-FM<br>104.1 | CHR    | 2         | 3          | 6          | 5          | 8          | 17/65                               | KATZ                 |         | 5.9                |
| 3.5        | 4.6        | 4.5      | 4.3        | 5.1        | 7                     | KQUE<br>102.9    | A/C    | 13        | 23         | 11         | 11         | 9          | 10/111                              | REPUBLIC             | ABC-E   | 4.9                |
| 7.4        | 5.5        | 5.3      | 5.2        | 5.0        | 8                     | KSRR<br>96.5     | AOR    | 7         | 4          | 4          | 6          | 11         | 16/68                               | HNWH                 | ABC-R   | 7.2                |
| 3.5        | 4.3        | 4.4      | 4.4        | 4.9        | 9                     | KTRH<br>740      | NEWS   | 6         | 20         | 13         | 12         | 10         | 16/66                               | CBS SPOT             | CBS     | 4.5                |
| 4.9        | 4.9        | 4.1      | 4.3        | 4.7        | 10                    | KILT-FM<br>100.3 | CTRY   | 11        | 10         | 9          | 9          | 7          | 13/83                               | BLAIR                |         | 4.8                |
| 5.8        | 5.8        | 4.8      | 5.2        | 4.5        | 11                    | KLOL<br>101.1    | AOR    | 8         | 6          | 5          | 7          | 12         | 17/64                               | CBS RADIO            |         | 5.4                |
| 3.8        | 4.1        | 4.8      | 5.6        | 4.1        | 12                    | KFMK<br>97.9     | A/C    | 10        | 12         | 8          | 8          | 5          | 17/65                               | SELCOM               |         | 4.7                |
| 3.1        | 3.6        | 3.7      | 4.2        | 3.7        | 13                    | KPRC<br>950      | N/T    | 12        | 17         | 20         | 13         | 14         | 14/79                               | EASTMAN              | NBC     | 3.3                |
| 1.2        | 1.4        | 2.2      | 1.8        | 2.0        | 14                    | KLEF<br>94.5     | CLAS   | 16        | 11         | 16         | 15         | 13         | 13/82                               | CMBS                 |         | 1.8                |
| 2.6        | 1.5        | 2.6      | 1.9        | 1.8        | 15                    | KYOK<br>1590     | B/U    | 14        | 5          | 15         | 17         | 26         | 17/64                               | MASLA                |         | 1.2                |
| 1.0        | 1.5        | 1.1      | 1.8        | 1.4        | 16                    | KLAT<br>1010     | SPAN   | 22        | 21         | 17         | 16         | 19         | 10/113                              | CABALLERO            |         | 1.4                |
| 1.7        | 1.7        | 1.9      | 1.6        | 1.3        | 17                    | KILT<br>610      | CTRY   | 17        | 22         | 22         | 22         | 18         | 18/60                               | BLAIR                |         | 1.1                |
| 1.4        | 1.3        | 0.8      | 0.7        | 1.3        | 17                    | KCOH<br>1430     | B/U    | 18        | 16         | 21         | 24         | 20         | 14/77                               | ROSLIN               | SERDND  | 0.7                |
| 0.8        | 0.6        | 0.4      | 0.7        | 1.3        | 17                    | KRBE<br>1070     | AOR    | 19        | 19         | 12         | 14         | 15         | 13/83                               | KATZ                 |         | 1.2                |
| 2.2        | 1.6        | 1.0      | 0.9        | 1.0        | 20                    | KKBQ<br>790      | B/U    | 15        | 9          | 19         | 21         | 24         | 27/40                               | EASTMAN              | ABC-F   | 0.8                |
| 1.0        | 1.2        | 0.6      | 0.5        | 1.0        | 20                    | KNUZ<br>1230     | GOLD   | 20        | 27         | 26         | 18         | 16         | 17/65                               | REPUBLIC             | ABC-D   | 0.7                |
| 1.8        | 1.3        | 1.3      | 1.2        | 1.0        | 20                    | KXYZ<br>1320     | SPAN   | 26        | 13         | 14         | 19         | 25         | 10/107                              | CABALLERO            |         | 1.4                |

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## MULTIFORMAT EXPERIENCE



Documented success in Country, AC, CHR, Oldies, AOR  
and News-Talk.

SHANE MEDIA SERVICES

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HOUSTON, TX 77057  
713/952-9221

# INDIANAPOLIS #36

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 9.6        | 11.3     | 15.5       | 1          |         | <b>WFBQ</b><br>94.7  | AOR    | 2         | 2          | 1          | 1          | 2          | 9/116                            | KATZ                 | NBC-S   |
| 16.2       | 16.0     | 15.4       | 2          |         | <b>WIBC</b><br>107.0 | A/C    | 1         | 6          | 5          | 2          | 1          | 11/101                           | BLAIR                |         |
| 9.6        | 7.7      | 9.2        | 3          |         | <b>WXTZ</b><br>103.3 | B/EZ   | 4         | 8          | 9          | 7          | 5          | 12/94                            | MMR                  |         |
| 15.1       | 11.1     | 8.3        | 4          |         | <b>WZPL</b><br>99.5  | CHR    | 3         | 1          | 4          | 6          | 7          | 16/68                            | HNWH                 |         |
| 6.0        | 8.8      | 8.3        | 4          |         | <b>WTLC</b><br>105.7 | B/U    | 8         | 4          | 2          | 3          | 6          | 9/128                            | MCGAVREN             | SHRDN   |
| 6.6        | 8.9      | 8.2        | 6          |         | <b>WFMS</b><br>95.5  | CTRY   | 7         | 7          | 7          | 4          | 3          | 10/106                           | TORBET               |         |
| 6.7        | 7.8      | 6.1        | 7          |         | <b>WENS</b><br>97.1  | A/C    | 5         | 5          | 3          | 5          | 4          | 16/66                            | CHRISTAL             |         |
| 5.6        | 5.1      | 5.1        | 8          |         | <b>WIRE</b><br>1430  | CTRY   | 9         | 10         | 10         | 11         | 8          | 14/80                            | MMR                  | ABC-E   |
| 4.7        | 4.9      | 4.9        | 9          |         | <b>WNAP</b><br>93.1  | CHR    | 6         | 3          | 6          | 8          | 10         | 20/54                            | BLAIR                |         |
| 2.9        | 3.2      | 4.4        | 10         |         | <b>WMLF</b><br>1310  | BBND   | 11        | 15         | 17         | 13         | 12         | 9/119                            | MCGAVREN             | MBS     |
| --         | 1.3      | 2.6        | 11         |         | <b>WTPI</b><br>107.9 | A/C    | 12        | 9          | 8          | 9          | 9          | 13/83                            | MMR                  | AP      |
| 2.6        | 2.6      | 2.1        | 12         |         | <b>WNDE</b><br>1260  | A/C    | 10        | 12         | 11         | 10         | 11         | 21/52                            | KATZ                 | ABC-I   |
| 1.6        | 1.2      | 1.3        | 13         |         | <b>WGRT</b><br>810   | B/U    | 18        | 18         | 12         | 12         | 13         | 7/163                            | W&P                  | SHRDN   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WFBQ       | 1 WFBQ         | 1 WFBQ       | 1 WFBQ         | 1 WFBQ       | 1 WIBC         | A/C 26.2     |
| 2 WTLC       | 2 WZPL         | 2 WIBC       | 2 WZPL         | 2 WIBC       | 2 WXTZ         | AOR 15.5     |
| 3 WIBC       | 3 WENS         | 3 WTLC       | 3 WIBC         | 3 WFMS       | 3 WFMS         | BBnd 4.4     |
| 4 WENS       | 4 WTLC         | 4 WFMS       | 4 WTLC         | 4 WENS       | 4 WFBQ         | Bik/Urbn 9.6 |
| 5 WZPL       | 5 WNAP         | 5 WENS       | 5 WENS         | 5 WTLC       | 5 WENS         | BM/Easy 9.2  |
| 6 WFMS       | 6 WTPI         | 6 WZPL       | 6 WFMS         | 6 WXTZ       | 6 WTLC         | CHR 13.2     |
| 7 WNAP       | 7 WIBC         | 7 WXTZ       | 7 WXTZ         | 7 WZPL       | 7 WZPL         | Ctry 13.3    |
| 8 WIRE       | 8 WXTZ         | 8 WNDE       | 8 WTPI         | 8 WNDE       | 8 WTPI         |              |
| 9 WNDE       | 9 WFMS         | 9 WNAP       | 9 WNAP         | 9 WIRE       | 9 WIRE         |              |
| 10 WXTZ      | 10 WGRT        | 10 WIRE      | 10 WIRE        | 10 WNAP      | 10 WNAP        |              |

# KANSAS CITY #27

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 7.7        | 11.4     | 10.5       | 10.7       | 1                     | <b>WDAF</b><br>610     | CTRY   | 2         | 6          | 11         | 4          | 1          | 11/96                            | KATZ                 | ABC-E   |
| 9.7        | 7.5      | 7.8        | 8.5        | 2                     | <b>KMBR</b><br>99.7    | B/EZ   | 5         | 19         | 9          | 6          | 2          | 11/99                            | TORBET               |         |
| 8.4        | 6.7      | 8.9        | 7.1        | 3                     | <b>KBEQ</b><br>104.3   | CHR    | 1         | 1          | 3          | 5          | 9          | 19/58                            | REPUBLIC             | ABC-C   |
| 8.0        | 7.7      | 5.2        | 6.8        | 4                     | <b>KCMO</b><br>810     | N/T    | 3         | 13         | 14         | 12         | 7          | 16/66                            | MMR                  | CBS     |
| 5.9        | 5.8      | 5.9        | 6.8        | 4                     | <b>KYYS</b><br>102.1   | AOR    | 4         | 3          | 1          | 1          | 6          | 14/75                            | KATZ                 | NBC-S   |
| 6.3        | 6.3      | 5.1        | 6.4        | 6                     | <b>KUDL</b><br>98.1    | A/C    | 6         | 7          | 2          | 2          | 3          | 14/80                            | CHRISTAL             | AP      |
| 6.9        | 6.5      | 5.4        | 6.0        | 7                     | <b>KLSI</b><br>93.3    | A/C    | 8         | 11         | 4          | 3          | 4          | 13/80                            | SELCOM               | ABC-D   |
| 6.8        | 6.1      | 6.3        | 5.4        | 8                     | <b>KFKF-FM</b><br>94.1 | CTRY   | 9         | 9          | 6          | 7          | 5          | 14/77                            | SELCOM               |         |
| 4.7        | 4.7      | 4.5        | 4.7        | 9                     | <b>KPRS</b><br>103.3   | B/U    | 12        | 4          | 5          | 8          | 10         | 13/85                            | HNWH                 | NBN     |
| 2.2        | 3.8      | 3.8        | 4.6        | 10                    | <b>KZZC</b><br>98.9    | CHR    | 7         | 2          | 7          | 9          | 13         | 19/58                            | EASTMAN              |         |
| 4.6        | 4.9      | 4.9        | 4.6        | 10                    | <b>KMBZ</b><br>980     | N/T    | 11        | 15         | 16         | 15         | 12         | 15/75                            | TORBET               | ABC-I   |
| 3.7        | 4.1      | 3.3        | 3.8        | 12                    | <b>KCMO-FM</b><br>94.9 | CTRY   | 13        | 14         | 13         | 10         | 8          | 13/83                            | MMR                  | CBS     |
| 4.3        | 3.7      | 3.9        | 3.4        | 13                    | <b>KJLA</b><br>1190    | BBND   | 15        | 20         | 26         | 22         | 14         | 14/79                            | W&P                  | MBS     |
| 3.7        | 4.4      | 4.0        | 3.2        | 14                    | <b>WHB</b><br>710      | A/C    | 10        | 12         | 12         | 11         | 11         | 21/51                            | CHRISTAL             | NBC     |
| 3.0        | 2.7      | 3.4        | 2.3        | 15                    | <b>KKCI</b><br>106.5   | AOR    | 14        | 5          | 8          | 13         | 15         | 20/54                            | CBS SPOT             | CBS-R   |
| 1.5        | 1.3      | 1.5        | 1.8        | 16                    | <b>KCFX</b><br>100.7   | AOR    | 16        | 8          | 10         | 14         | 17         | 24/46                            | W&P                  |         |
| 1.8        | 0.9      | 2.3        | 1.7        | 17                    | <b>KXTR</b><br>96.5    | CLAS   | 17        | 22         | 22         | 17         | 16         | 18/60                            | CMBS                 | US-2    |
| 1.5        | 1.1      | 1.6        | 1.2        | 18                    | <b>KCXL</b><br>1140    | B/U    | 19        | 10         | 15         | 16         | 18         | 14/77                            | RA LAZAR             |         |
| --         | 1.0      | 1.0        | 1.0        | 19                    | <b>KCCV</b><br>1510    | REL    | 22        | 26         | 24         | 25         | 23         | 11/100                           |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 KYYS       | 1 KUDL         | 1 KYYS       | 1 KUDL         | 1 WDAF       | 1 WDAF         | A/C 15.6     |
| 2 KBEQ       | 2 KLSI         | 2 WDAF       | 2 KLSI         | 2 KYYS       | 2 KMBR         | AOR 10.9     |
| 3 KUDL       | 3 KBEQ         | 3 KFKF-FM    | 3 KMBR         | 3 KCMO       | 3 KUDL         | BBnd 3.3     |
| 4 KFKF-FM    | 4 KYYS         | 4 KUDL       | 4 KBEQ         | 4 KFKF-FM    | 4 KLSI         | Bik/Urbn 5.9 |
| 5 KPRS       | 5 KPRS         | 5 KLSI       | 5 WDAF         | 5 KUDL       | 5 KFKF-FM      | BM/Easy 8.5  |
| 6 KKCI       | 6 KZZC         | 6 KBEQ       | 6 KPRS         | 6 KLSI       | 6 KPRS         | CHR 11.7     |
| 7 KLSI       | 7 KFKF-FM      | 7 KCMO-FM    | 7 KYYS         | 7 KCMO       | 7 KBEQ         | Clas 1.7     |
| 8 KZZC       | 8 KMBR         | 8 KMBR       | 8 KFKF-FM      | 8 KCMO-FM    | 8 WHB          | Ctry 19.9    |
| 9 KCMO-FM    | 9 WHB          | 9 KPRS       | 9 KZZC         | 9 KBEQ       | 9 KZZC         | N/T 11.4     |
| 10 KCFX      | 10 WDAF        | 10 KCMO      | 10 WHB         | 10 KPRS      | 10 KCMO        | Rel 1.0      |

# LOS ANGELES #2

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|
| 9.7        | 10.0       | 9.1      | 9.7        | 9.0        | 1                     | <b>KIIS-FM</b><br>102.7 | CHR    | 1         | 1          | 1          | 1          | 1          | 15/75                               | MCGAVREN             |         |
| 7.6        | 7.9        | 5.9      | 5.8        | 6.3        | 2                     | <b>KABC</b><br>790      | TALK   | 2         | 23         | 19         | 8          | 3          | 13/84                               | KATZ                 | ABC-T   |
| 4.3        | 4.1        | 4.8      | 5.1        | 4.4        | 3                     | <b>KBIG</b><br>104.3    | B/EZ   | 7         | 24         | 17         | 10         | 4          | 13/84                               | TORBET               |         |
| 4.3        | 4.4        | 5.5      | 5.7        | 4.1        | 4                     | <b>KJOI</b><br>98.7     | B/EZ   | 12        | 22         | 24         | 15         | 9          | 12/90                               | MMR                  |         |
| 2.7        | 3.4        | 4.4      | 3.8        | 3.8        | 5                     | <b>KOST</b><br>103.5    | A/C    | 6         | 11         | 4          | 2          | 2          | 15/71                               | CHRISTAL             |         |
| 3.9        | 3.5        | 3.7      | 4.2        | 3.6        | 6                     | <b>KLOS</b><br>95.5     | AOR    | 8         | 5          | 2          | 3          | 13         | 16/69                               | KATZ                 | ABC-R   |
| 2.9        | 3.4        | 3.1      | 3.5        | 3.5        | 7                     | <b>KMPC</b><br>710      | BBND   | 10        | 35         | 38         | 30         | 21         | 15/74                               | SELCOM               |         |
| 3.4        | 3.1        | 3.2      | 4.1        | 3.3        | 8                     | <b>KMET</b><br>94.7     | AOR    | 5         | 6          | 3          | 4          | 7          | 18/61                               | SELCOM               |         |
| 3.0        | 2.9        | 3.7      | 3.4        | 3.2        | 9                     | <b>KNX</b><br>1070      | NEWS   | 4         | 33         | 32         | 27         | 15         | 20/55                               | CBS SPOT             | CBS     |
| 2.9        | 2.9        | 3.3      | 3.0        | 3.2        | 9                     | <b>KFWB</b><br>980      | NEWS   | 3         | 32         | 31         | 24         | 14         | 22/50                               | BLAIR/RAR            | NBC     |
| 2.1        | 2.8        | 2.5      | 2.9        | 3.1        | 11                    | <b>KROQ</b><br>106.7    | AOR    | 13        | 2          | 5          | 7          | 24         | 15/72                               | BLAIR                |         |
| 2.9        | 3.0        | 2.4      | 2.5        | 2.7        | 12                    | <b>KKHR</b><br>93.1     | CHR    | 9         | 3          | 8          | 12         | 26         | 20/54                               | CBS-FM               |         |
| 2.6        | 2.9        | 2.8      | 2.9        | 2.5        | 13                    | <b>KRTH</b><br>101.1    | GOLD   | 11        | 15         | 7          | 5          | 5          | 20/53                               | REPUBLIC             | US -2   |
| 2.0        | 1.6        | 1.5      | 1.7        | 2.4        | 14                    | <b>KRLA</b><br>1110     | GOLD   | 15        | 12         | 12         | 9          | 8          | 17/65                               | MMR                  |         |
| 1.8        | 2.4        | 2.4      | 1.7        | 2.3        | 15                    | <b>KMG</b><br>105.9     | A/C    | 17        | 14         | 6          | 6          | 10         | 16/67                               | HNWH                 |         |
| 2.0        | 1.7        | 1.5      | 2.5        | 2.1        | 16                    | <b>KHTZ</b><br>97.1     | A/C    | 16        | 29         | 9          | 11         | 6          | 18/61                               | MMR                  |         |
| 2.3        | 2.0        | 2.0      | 1.9        | 2.1        | 16                    | <b>KJLH</b><br>102.3    | B/U    | 20        | 8          | 10         | 13         | 20         | 15/74                               | RADIO STN            |         |
| 2.2        | 2.0        | 2.0      | 1.9        | 2.1        | 16                    | <b>KZLA</b><br>93.9     | CTRY   | 18        | 30         | 26         | 16         | 12         | 16/69                               | EASTMAN              |         |
| 1.8        | 3.2        | 2.4      | 1.7        | 2.0        | 19                    | <b>KTNQ</b><br>1020     | SPAN   | 25        | 25         | 14         | 19         | 16         | 12/93                               | CABALLERO            |         |
| 1.3        | 1.3        | 1.7      | 1.3        | 1.9        | 20                    | <b>KUTE</b><br>101.9    | B/U    | 23        | 20         | 11         | 14         | 11         | 15/74                               | HNWH                 |         |
| 1.6        | 1.6        | 1.7      | 1.7        | 1.9        | 20                    | <b>KDAY</b><br>1580     | B/U    | 19        | 4          | 16         | 26         | 34         | 17/64                               | W&P                  | NBN     |
| 1.8        | 1.5        | 1.4      | 1.3        | 1.7        | 22                    | <b>KWKW</b><br>1300     | SPAN   | 34        | 21         | 22         | 17         | 18         | 10/109                              | LOTUS                |         |

Continued on Page 130

## PERSONNEL TRAINING



Hands-on development of air talent performance.

SHANE MEDIA SERVICES

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# SEVEN CALL LETTER GIANT!

# KFIKOST

## CONSISTENTLY LA's #1 ADULT CONTEMPORARY COMBO

### LOS ANGELES METRO TOP FIVE : ADULTS 18-49

SPRING, 1984 - SPRING, 1985

ARB MONDAY-SUNDAY/AVERAGE ¼ HOUR ESTIMATES/6AM-12MID.

| ADULTS 18-49<br>SPRING, 1984 | ADULTS 18-49<br>SUMMER, 1984 | ADULTS 18-49<br>FALL, 1984 | ADULTS 18-49<br>WINTER, 1985 | ADULTS 18-49<br>SPRING, 1985 |
|------------------------------|------------------------------|----------------------------|------------------------------|------------------------------|
| KIIS/KPRZ 123,100            | KIIS/KPRZ 114,500            | KIIS AM/FM 108,100         | KIIS AM/FM 113,700           | KIIS AM/FM 116,000           |
| <b>KFIKOST 51,300</b>        | <b>KFIKOST 58,800</b>        | <b>KFIKOST 73,500</b>      | <b>KFIKOST 69,400</b>        | <b>KFIKOST 67,400</b>        |
| KLOS 47,700                  | KLVE/KTNQ 51,200             | KLVE/KTNQ 49,500           | KLOS 51,600                  | KHTZ/KRLA 60,300             |
| KLVE/KTNQ 42,700             | KLOS 43,100                  | KLOS 45,200                | KHTZ/KRLA 49,700             | KLOS 44,700                  |
| KMET 42,300                  | KRTH 39,500                  | KBIG 39,600                | KMET 49,500                  | KMET 42,600                  |

### LOS ANGELES METRO TOP FIVE : ADULTS 25-54

SPRING, 1984 - SPRING, 1985

ARB MONDAY-SUNDAY/AVERAGE ¼ HOUR ESTIMATES/6AM-12MID.

| ADULTS 25-54<br>SPRING, 1984 | ADULTS 25-54<br>SUMMER, 1984 | ADULTS 25-54<br>FALL, 1984 | ADULTS 25-54<br>WINTER, 1985 | ADULTS 25-54<br>SPRING, 1985 |
|------------------------------|------------------------------|----------------------------|------------------------------|------------------------------|
| KIIS/KPRZ 85,400             | KIIS/KPRZ 80,400             | KIIS AM/FM 75,000          | KIIS AM/FM 74,300            | KIIS AM/FM 75,000            |
| KABC 42,100                  | <b>KFIKOST 49,700</b>        | <b>KFIKOST 59,500</b>      | <b>KFIKOST 55,900</b>        | <b>KFIKOST 54,900</b>        |
| <b>KFIKOST 40,800</b>        | KLVE/KTNQ 46,500             | KLVE/KTNQ 46,900           | KBIG 47,500                  | KHTZ/KRLA 53,200             |
| KBIG 35,900                  | KABC 40,800                  | KBIG 40,600                | KHTZ/KRLA 46,900             | KZLA/KLAC 35,400             |
| KRTH 32,300                  | KRTH 33,700                  | KJOI/XTRA 36,300           | KLVE/KTNQ 36,500             | KABC 35,100                  |

## ONE TO REMEMBER

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610 SOUTH ARDMORE AVE.  
LOS ANGELES, CA 90005

REPRESENTED NATIONALLY BY  
THE CRISTAL CO.

# ANAHEIM-SANTA ANA #19

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| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 KLOS           | 1 KIIS-FM      | 1 KLOS       | 1 KIIS-FM      | 1 KLOS       | 1 KIIS-FM      | AOR          | 11.8 |
| 2 KMET           | 2 KOST         | 2 KIIS-FM    | 2 KBIG         | 2 KIIS-FM    | 2 KBIG         | BBnd         | 12.9 |
| 3 KIIS-FM        | 3 KBIG         | 3 KMET       | 3 KOST         | 3 KMET       | 3 KOST         | Bik/Urbn     | 4.3  |
| 4 KRTH           | 4 KROQ         | 4 KRTH       | 4 KRTH         | 4 KBIG       | 4 KABC         | BM/Easy      | 1.4  |
| 5 KROQ           | 5 KMET         | 5 KROQ       | 5 KHTZ         | 5 KRTH       | 5 KHTZ         | CHR          | 13.7 |
| 6 KKHR           | 6 KKHR         | 6 KOST       | 6 KROQ         | 6 KOST       | 6 KRTH         | Clas         | 15.8 |
| 7 KOST           | 7 KLOS         | 7 KKHR       | 7 KMET         | 7 KABC       | 7 KMET         | Ctry         | 1.6  |
| 8 KUTE           | 8 KRTH         | 8 KABC       | 8 KABC         | 8 KZLA       | 8 KZLA         | Gold         | 5.8  |
| 9 KMGG           | 9 KHTZ         | 9 KBIG       | 9 KKHR         | 9 KNX        | 9 KWIZ         | Jazz         | 3.3  |
| 10 KTNQ          | 10 KEZY-FM     | 10 KZLA      | 10 KLOS        | 10 KUTE      | 10 KWIZ-FM     | N/T          | 1.0  |
|                  |                |              |                |              |                | Span         | 11.4 |
|                  |                |              |                |              |                |              | 1.2  |

# CHICAGO #3

Continued from Page 104

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 WLUP           | 1 WBMX         | 1 WLUP       | 1 WGCI-FM      | 1 WGN        | 1 WGN          | AOR          | 11.3 |
| 2 WXRT           | 2 WGCI-FM      | 2 WGCI-FM    | 2 WBMX         | 2 WJMK       | 2 WGCI-FM      | BBnd         | 8.6  |
| 3 WBMX           | 3 WKQX         | 3 WXRT       | 3 WKQX         | 3 WGCI-FM    | 3 WLOO         | Bik/Urbn     | 5.2  |
| 4 WGCI-FM        | 4 WBBM-FM      | 4 WJMK       | 4 WCLR         | 4 WLOO       | 4 WBMX         | BM/Easy      | 13.3 |
| 5 WFYR           | 5 WFYR         | 5 WBMX       | 5 WLAK         | 5 WXRT       | 5 WCLR         | CHR          | 6.5  |
| 6 WKQX           | 6 WCLR         | 6 WGN        | 6 WFYR         | 6 WLUP       | 6 WKQX         | Ctry         | 13.5 |
| 7 WCKG           | 7 WJMK         | 7 WLS        | 7 WJMK         | 7 WMAQ       | 7 WLAK         | Clas         | 1.3  |
| 8 WJMK           | 8 WXRT         | 8 WFYR       | 8 WLOO         | 8 WBMX       | 8 WJMK         | Gold         | 5.8  |
| 9 WLS            | 9 WLAK         | 9 WLOO       | 9 WGN          | 9 WLAK       | 9 WFYR         | N/T          | 3.2  |
| 10 WLS-FM        | 10 WLUP        | 10 WKQX      | 10 WBBM-FM     | 10 WKQX      | 10 WXRT        | Span         | 17.2 |
|                  |                |              |                |              |                |              | 1.8  |

# HOUSTON-GALVESTON #8

Continued from Page 117

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 KLOL-FM        | 1 KKBQ-FM      | 1 KMJQ-FM    | 1 KMJQ-FM      | 1 KIKK-FM    | 1 KMJQ-FM      | AOR          | 16.8 |
| 2 KSRR-FM        | 2 KLTR-FM      | 2 KLOL-FM    | 2 KLTR-FM      | 2 KLTR-FM    | 2 KLTR-FM      | Bik/Urbn     | 9.5  |
| 3 KMJQ-FM        | 3 KMJQ-FM      | 3 KSRR-FM    | 3 KKBQ-FM      | 3 KMJQ-FM    | 3 KIKK-FM      | BM/Easy      | 13.4 |
| 4 KKBQ-FM        | 4 KRBE-FM      | 4 KKBQ-FM    | 4 KIKK-FM      | 4 KFMK-FM    | 4 KODA-FM      | CHR          | 6.6  |
| 5 KLTR-FM        | 5 KIKK-FM      | 5 KIKK-FM    | 5 KRBE-FM      | 5 KTRH       | 5 KRBE-FM      | Ctry         | 13.8 |
| 6 KRBE-FM        | 6 KFMK-FM      | 6 KLTR-FM    | 6 KFMK-FM      | 6 KKBQ-FM    | 6 KKBQ-FM      | Clas         | 2.0  |
| 7 KIKK-FM        | 7 KSRR-FM      | 7 KFMK-FM    | 7 KODA-FM      | 7 KODA-FM    | 7 KILT-FM      | Gold         | 12.8 |
| 8 KFMK-FM        | 8 KLOL-FM      | 8 KRBE-FM    | 8 KILT-FM      | 8 KSRR-FM    | 8 KFMK-FM      | N/T          | 1.0  |
| 9 KILT-FM        | 9 KODA-FM      | 9 KTRH       | 9 KSRR-FM      | 9 KLOL-FM    | 9 KQUE-FM      | Span         | 8.6  |
| 10 KRBE          | 10 KILT-FM     | 10 KILT-FM   | 10 KQUE-FM     | 10 KQUE-FM   | 10 KTRH        |              | 2.4  |

# LOUISVILLE #43

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 10.4       | 11.4     | 11.1       | 14.0       | 1                     | <b>WAMZ</b><br>97.5  | CTRY   | 3         | 7          | 3          | 1          | 1          | 9/115                           | CHRISTAL             |         |
| 10.3       | 10.7     | 15.1       | 12.4       | 2                     | <b>WHAS</b><br>840   | A/C    | 1         | 11         | 6          | 4          | 2          | 14/76                           | CHRISTAL             | ABC-I   |
| 6.8        | 10.4     | 9.8        | 11.9       | 3                     | <b>WLRS</b><br>102.3 | CHR    | 2         | 1          | 2          | 3          | 3          | 14/76                           | SELCOM               | ABC-R   |
| 10.5       | 10.3     | 11.2       | 8.6        | 4                     | <b>WQMF</b><br>95.7  | AOR    | 4         | 2          | 1          | 2          | 6          | 14/80                           | TORBET               | NBC-S   |
| 10.8       | 8.3      | 6.2        | 8.4        | 5                     | <b>WLOU</b><br>1350  | B/U    | 9         | 3          | 4          | 5          | 5          | 8/131                           | HNWH                 | NBN     |
| 9.0        | 7.8      | 9.1        | 5.6        | 6                     | <b>WVEZ</b><br>106.9 | B/EZ   | 8         | 12         | 12         | 9          | 9          | 14/77                           | KATZ                 |         |
| 4.9        | 7.0      | 5.8        | 5.5        | 7                     | <b>WAVG</b><br>970   | A/C    | 7         | 8          | 13         | 12         | 12         | 15/72                           | SELCOM               | US-2    |
| 5.8        | 3.5      | 3.9        | 5.0        | 8                     | <b>WRKA</b><br>103.1 | A/C    | 6         | 5          | 5          | 6          | 4          | 21/52                           | BLAIR                | ABC-D   |
| 5.8        | 5.0      | 5.4        | 4.5        | 9                     | <b>WCII</b><br>1080  | CTRY   | 11        | 10         | 9          | 10         | 8          | 13/83                           | EASTMAN              | CBS     |
| 5.7        | 5.1      | 3.5        | 4.3        | 10                    | <b>WJYL</b><br>101.7 | B/U    | 12        | 4          | 8          | 8          | 10         | 14/80                           | HNWH                 |         |
| 5.8        | 5.7      | 4.7        | 4.1        | 11                    | <b>WKJJ</b><br>99.7  | A/C    | 5         | 6          | 7          | 7          | 7          | 25/43                           | EASTMAN              | CBS     |
| 3.6        | 2.7      | 2.6        | 2.9        | 12                    | <b>WAKY</b><br>790   | GOLD   | 10        | 9          | 10         | 11         | 11         | 23/48                           | KATZ                 | MBS     |
| 2.3        | 2.2      | 1.9        | 2.0        | 13                    | <b>WXVW</b><br>1450  | B/EZ   | 13        | 14         | 17         | 16         | 16         | 14/76                           | KATZ                 | MBS     |
| 0.6        | 0.9      | 1.2        | 1.9        | 14                    | <b>WTMT</b><br>620   | CTRY   | 16        | 17         | 15         | 15         | 13         | 7/158                           | MASLA                |         |
| 0.7        | 1.4      | 1.7        | 1.3        | 15                    | <b>WXLN</b><br>103.9 | REL    | 14        | 13         | 11         | 13         | 14         | 13/85                           |                      | ABC-C   |
| 0.4        | 0.5      | 0.5        | 1.0        | 16                    | <b>WDGS</b><br>1290  | REL    | 17        | 15         | 14         | 14         | 15         | 15/64                           |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |               |
|--------------|----------------|--------------|----------------|--------------|----------------|---------------|
| 1 WQMF       | 1 WLRS         | 1 WQMF       | 1 WAMZ         | 1 WAMZ       | 1 WAMZ         | A/C 29.5      |
| 2 WLOU       | 2 WAMZ         | 2 WAMZ       | 2 WLRS         | 2 WHAS       | 2 WHAS         | AOR 11.2      |
| 3 WLRS       | 3 WLOU         | 3 WLOU       | 3 WHAS         | 3 WQMF       | 3 WLRS         | Blk/Urban 9.7 |
| 4 WAMZ       | 4 WKJJ         | 4 WHAS       | 4 WLOU         | 4 WRKA       | 4 WLOU         | BM/Easy 11.0  |
| 5 WHAS       | 5 WRKA         | 5 WLRS       | 5 WRKA         | 5 WLRS       | 5 WRKA         | CHR 9.8       |
| 6 WRKA       | 6 WHAS         | 6 WRKA       | 6 WKJJ         | 6 WLOU       | 6 WKJJ         | Ctry 17.7     |
| 7 WKJJ       | 7 WQMF         | 7 WJYL       | 7 WJYL         | 7 WAKY       | 7 WAVG         | Gold 2.6      |
| 8 WJYL       | 8 WJYL         | 8 WAKY       | 8 WQMF         | 8 WJYL       | 8 WVEZ         | Rel 1.7       |
| 9 WCII       | 9 WCII         | 9 WKJJ       | 9 WVEZ         | 9 WCII       | 9 WCII         |               |
| 10 WAKY      | 10 WAVG        | 10 WCII      | 10 WCII        | 10 WVEZ      | 10 WJYL        |               |

# MEMPHIS #47

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| 8.1        | 11.7     | 12.9       | 1          |         | <b>WHRK</b><br>97.1     | B/U    | 1         | 1          | 2          | 2          | 4          | 13/84                          | KATZ                 | US-1    |
| 10.7       | 10.1     | 11.8       | 2          |         | <b>WMC -FM</b><br>99.7  | CHR    | 2         | 2          | 1          | 1          | 3          | 14/77                          | BLAIR                | ABC-C   |
| 9.2        | 7.8      | 9.2        | 3          |         | <b>WMC</b><br>790       | CTRY   | 8         | 10         | 9          | 7          | 1          | 11/102                         | BLAIR                | ABC-I   |
| 6.2        | 8.8      | 7.8        | 4          |         | <b>WRVR-FM</b><br>104.5 | A/C    | 5         | 6          | 5          | 3          | 2          | 15/71                          | CHRISTAL             |         |
| 6.7        | 6.3      | 7.6        | 5          |         | <b>WGKX</b><br>105.9    | CTRY   | 9         | 7          | 7          | 5          | 5          | 11/102                         | EASTMAN              |         |
| 6.9        | 7.3      | 7.4        | 6          |         | <b>KRNB</b><br>101.1    | B/U    | 4         | 3          | 3          | 4          | 8          | 17/64                          | SELCOM               |         |
| 8.4        | 7.1      | 7.0        | 7          |         | <b>WDIA</b><br>1070     | B/U    | 3         | 5          | 6          | 8          | 7          | 20/54                          | KATZ                 | AP      |
| 7.4        | 6.1      | 6.9        | 8          |         | <b>WLOK</b><br>1340     | B/U    | 7         | 8          | 8          | 9          | 6          | 14/76                          | MASLA                | SHRDN   |
| 10.0       | 7.2      | 6.7        | 9          |         | <b>WZXR</b><br>102.7    | CHR    | 6         | 4          | 4          | 6          | 9          | 16/69                          | MCGAVREN             | NBC-S   |
| --         | --       | 6.2        | 10         |         | <b>WEZI</b><br>94.3     | B/EZ   | 11        | 12         | 10         | 10         | 10         | 11/103                         | CHRISTAL             |         |
| 4.3        | 4.3      | 3.8        | 11         |         | <b>WREC</b><br>600      | BBND   | 10        | 14         | 16         | 15         | 12         | 17/62                          | MCGAVREN             | CBS     |
| 3.1        | 3.6      | 2.9        | 12         |         | <b>WHBQ</b><br>560      | N/T    | 12        | 11         | 12         | 12         | 11         | 21/52                          | REPUBLIC             | US-2    |
| 4.0        | 2.8      | 1.5        | 13         |         | <b>WRVR</b><br>680      | A/C    | 13        | 9          | 11         | 11         | 14         | 31/35                          | CHRISTAL             |         |
| 3.1        | 2.2      | 1.5        | 13         |         | <b>KWAM</b><br>990      | REL    | 14        | 16         | 14         | 13         | 13         | 20/54                          |                      |         |
| --         | --       | 1.3        | 15         |         | <b>WXSS</b><br>1030     | A/C    | 15        | 13         | 13         | 14         | 15         | 17/62                          | J. BOLTON            |         |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WMC-FM         | 1 WMC-FM       | 1 WMC-FM     | 1 WMC-FM       | 1 WMC        | 1 WRVR-FM      | A/C          | 10.6 |
| 2 WZXR           | 2 WHRK         | 2 WHRK       | 2 WHRK         | 2 WMC-FM     | 2 WGKX         | BBnd         | 3.8  |
| 3 WHRK           | 3 WRVR-FM      | 3 WZXR       | 3 WZXR         | 3 WHRK       | 3 WLOK         | Blk/Urbn     | 34.2 |
| 4 KRNB           | 4 KRNB         | 4 WRVR-FM    | 4 WGKX         | 4 WRVR-FM    | 4 WMC          | BM/Easy      | 6.2  |
| 5 WRVR-FM        | 5 WGKX         | 5 KRNB       | 5 WLOK         | 5 WZXR       | 5 WDIA         | CHR          | 18.5 |
| 6 WDIA           | 6 WLOK         | 6 WMC        | 6 WDIA         | 6 WDIA       | 6 WMC-FM       | Ctry         | 16.8 |
| 7 WGKX           | 7 WDIA         | 7 WDIA       | 7 KRNB         | 7 WGKX-FM    | 7 WHRK         | N/T          | 2.9  |
| 8 WLOK           | 8 WZXR         | 8 WGKX       | 8 WMC          | 8 WLOK       | 8 KRNB         | Rel          | 1.5  |
| 9 WMC            | 9 WEZI         | 9 WLOK       | 9 WEZI         | 9 KRNB       | 9 WEZI         |              |      |
| 10 WHBQ          | 10 WMC         | 10 WHBQ      | 10 WZXR        | 10 WREC      | 10 WXSS        |              |      |

# MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 7.6        | 7.8      | 9.4        | 8.1        | 1                     | <b>WLYF</b><br>101.5    | B/EZ   | 3         | 19         | 13         | 11         | 4          | 10/107                           | BLAIR                |         |
| 8.4        | 9.4      | 6.6        | 7.3        | 2                     | <b>WHYI</b><br>100.7    | CHR    | 1         | 1          | 2          | 2          | 2          | 15/70                            | MCGAVREN             | ABC-C   |
| 3.0        | 3.8      | 4.8        | 6.3        | 3                     | <b>WSHE</b><br>103.5    | AOR    | 4         | 5          | 1          | 1          | 1          | 10/106                           | EASTMAN              | ABC-R   |
| 7.2        | 4.8      | 5.7        | 5.7        | 4                     | <b>WQBA</b><br>1140     | SPAN   | 13        | 20         | 20         | 12         | 5          | 7/149                            | EASTMAN              |         |
| 7.5        | 6.7      | 5.0        | 5.2        | 5                     | <b>WINZ-FM</b><br>94.9  | CHR    | 2         | 2          | 4          | 3          | 6          | 19/58                            | KATZ                 |         |
| 3.1        | 5.6      | 4.4        | 4.0        | 6                     | <b>WJQY</b><br>106.7    | A/C    | 10        | 17         | 12         | 5          | 3          | 12/90                            | MASLA                |         |
| --         | --       | 4.5        | 3.9        | 7                     | <b>WHQT</b><br>105.1    | B/U    | 6         | 3          | 3          | 4          | 10         | 14/76                            | MMR                  |         |
| 3.8        | 3.2      | 3.0        | 3.5        | 8                     | <b>WINZ</b><br>940      | N/T    | 8         | 21         | 23         | 21         | 19         | 15/70                            | KATZ                 | CBS     |
| 3.4        | 4.9      | 2.7        | 3.5        | 8                     | <b>WEDR</b><br>99.1     | B/U    | 14        | 4          | 5          | 6          | 9          | 12/93                            | HNWH                 | NBN     |
| 3.0        | 4.0      | 3.9        | 3.4        | 10                    | <b>WIOD</b><br>610      | N/T    | 9         | 18         | 17         | 15         | 14         | 15/70                            | CHRISTAL             | ABC-I   |
| 3.0        | 3.7      | 3.3        | 3.3        | 11                    | <b>WNWS</b><br>790      | TALK   | 11        | 22         | 18         | 20         | 20         | 14/75                            | CBS SPOT             |         |
| 2.7        | 2.5      | 3.1        | 3.2        | 12                    | <b>WLVE</b><br>93.9     | A/C    | 7         | 15         | 6          | 7          | 7          | 17/64                            | TORBET               | MBS     |
| 2.8        | 2.5      | 3.7        | 3.1        | 13                    | <b>WKQS</b><br>99.9     | CTRY   | 16        | 12         | 9          | 10         | 13         | 11/94                            | HNWH                 | US-2    |
| 3.1        | 2.9      | 2.5        | 3.1        | 13                    | <b>WRHC</b><br>1550     | SPAN   | 22        | 28         | 24         | 23         | 22         | 7/152                            | HNWH                 |         |
| 1.9        | 3.1      | 3.2        | 2.8        | 15                    | <b>WOCN</b><br>1450     | SPAN   | 21        | 23         | 29         | 24         | 16         | 9/127                            | LOTUS                |         |
| 3.7        | 3.5      | 4.4        | 2.7        | 16                    | <b>WAXY</b><br>105.9    | A/C    | 5         | 10         | 7          | 8          | 8          | 22/50                            | REPUBLIC             | US-1    |
| 1.5        | 1.2      | 1.3        | 2.7        | 16                    | <b>WCMQ</b><br>1210     | SPAN   | 24        | 13         | 21         | 14         | 12         | 6/171                            | MMR                  |         |
| 3.7        | 3.2      | 2.6        | 2.6        | 18                    | <b>WAIA</b><br>97.3     | A/C    | 12        | 9          | 8          | 9          | 11         | 18/60                            | CHRISTAL             |         |
| 2.2        | 2.2      | 2.8        | 2.6        | 18                    | <b>WTMI</b><br>93.1     | CLAS   | 17        | 32         | 14         | 18         | 21         | 13/86                            | CMBS                 |         |
| 2.7        | 2.1      | 2.3        | 2.3        | 20                    | <b>WQBA-FM</b><br>107.5 | SPAN   | 18        | 11         | 11         | 13         | 17         | 14/77                            | EASTMAN              |         |
| 2.7        | 3.7      | 2.9        | 2.0        | 21                    | <b>WCMQ-FM</b><br>92.1  | SPAN   | 20        | 8          | 16         | 16         | 15         | 12/88                            | MMR                  |         |
| 1.3        | 1.2      | 1.4        | 1.8        | 22                    | <b>WGBS</b><br>710      | N/T    | 15        | 29         | 25         | 28         | 28         | 20/55                            | BLAIR                | ABC-E   |
| 0.8        | 1.1      | 0.8        | 1.6        | 23                    | <b>WMBM</b><br>1490     | REL    | 26        | 25         | 19         | 19         | 18         | 9/117                            | MASLA                | NBN     |
| 2.3        | 1.5      | 1.2        | 1.4        | 24                    | <b>WLQY</b><br>1320     | BBND   | 28        | 31         | 32         | 30         | 30         | 10/108                           | HNWH                 | ABC-D   |
| 1.7        | 1.8      | 1.4        | 1.3        | 25                    | <b>WMXJ</b><br>102.7    | CHR    | 19        | 6          | 10         | 17         | 26         | 20/55                            | SELCOM               | ABC-C   |
| 1.9        | 1.4      | 1.3        | 1.2        | 26                    | <b>WKAT</b><br>1360     | BBND   | 23        | 26         | 33         | 29         | 29         | 16/67                            | P/W                  | MBS     |
| 2.0        | 0.9      | 1.6        | 1.0        | 27                    | <b>WFTL</b><br>1400     | A/C    | 29        | 33         | 35         | 35         | 35         | 13/83                            | ROSLIN               | AP      |
| 1.4        | 1.6      | 0.8        | 1.0        | 27                    | <b>WSUA</b><br>1260     | SPAN   | 25        | 16         | 26         | 25         | 23         | 17/65                            | CABALLERO            |         |

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# MILWAUKEE-RACINE #25

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|----------------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 14.7       | 12.0     | 12.3       | 1                     | <b>WTMJ</b><br>62.0                    | A/C    | 1         | 8          | 9          | 5          | 1          | 13/82                            | CHRISTAL             | NBC     | 8.0                |
| 8.1        | 9.2      | 8.7        | 2                     | <b>WEZW</b><br>103.7                   | B/EZ   | 3         | 16         | 10         | 6          | 2          | 11/99                            | MCGAVREN             |         | 6.6                |
| 7.2        | 8.6      | 8.2        | 3                     | <b>WQFM</b><br>93.3                    | AOR    | 4         | 1          | 1          | 1          | 7          | 11/99                            | SELCOM               |         | 13.9               |
| 7.0        | 5.7      | 7.4        | 4                     | <b>WKTJ</b><br>94.5                    | CHR    | 2         | 3          | 2          | 2          | 3          | 18/62                            | CHRISTAL             | ABC-C   | 8.8                |
| 6.1        | 6.8      | 6.7        | 5                     | <b>WOKY</b><br>92.0                    | BBND   | 7         | 24         | 12         | 15         | 12         | 11/98                            | EASTMAN              | CBS     | 4.9                |
| 5.5        | 5.3      | 5.6        | 6                     | <b>WLUM</b><br>102.1                   | B/U    | 6         | 2          | 3          | 4          | 8          | 14/79                            | MASLA                | CBS-R   | 6.8                |
| 5.1        | 5.1      | 4.6        | 7                     | <b>WMYX</b><br>99.1                    | A/C    | 9         | 10         | 4          | 3          | 4          | 15/70                            | BLAIR                |         | 4.2                |
| 4.8        | 5.9      | 4.1        | 8                     | <b>WMIL</b><br>106.1                   | CTRY   | 8         | 12         | 8          | 9          | 9          | 17/62                            | EASTMAN              |         | 4.4                |
| 3.1        | 2.4      | 4.0        | 9                     | <b>WZUU-FM</b><br>95.7                 | CHR    | 5         | 4          | 5          | 10         | 13         | 21/51                            | EASTMAN              | US-1    | 4.4                |
| 2.9        | 2.8      | 3.6        | 10                    | <b>WEMP</b><br>125.0                   | GOLD   | 13        | 18         | 7          | 8          | 5          | 15/75                            | BLAIR                | ABC-E   | 2.3                |
| 2.7        | 3.2      | 3.6        | 10                    | <b>WMGF</b><br>96.5                    | A/C    | 11        | 9          | 6          | 7          | 6          | 17/65                            | MCGAVREN             |         | 3.5                |
| 4.9        | 3.8      | 3.5        | 12                    | <b>WISN</b><br>113.0                   | A/C    | 10        | 17         | 14         | 12         | 11         | 20/55                            | KATZ                 | ABC-I   | 3.2                |
| 4.6        | 3.6      | 3.2        | 13                    | <b>WBCS-FM</b><br>102.9                | CTRY   | 12        | 11         | 15         | 11         | 10         | 18/60                            | TORBET               | ABC-D   | 4.3                |
| 3.1        | 2.5      | 2.0        | 14                    | <b>WNOV</b><br>86.0                    | B/U    | 17        | 6          | 13         | 14         | 16         | 13/85                            | W&P                  | NBN     | 2.1                |
| 1.4        | 1.1      | 1.9        | 15                    | <b>WLTD</b><br>97.3                    | A/C    | 15        | 7          | 11         | 13         | 14         | 20/55                            | KATZ                 |         | 1.4                |
| 1.8        | 2.6      | 1.6        | 16                    | <b>WFMR</b><br>98.3                    | CLAS   | 18        | 27         | 21         | 16         | 15         | 14/77                            | CMBS                 |         | 3.5                |
| 1.0        | 1.6      | 1.4        | 17                    | <b>WRKR</b><br>100.7                   | CHR    | 14        | 5          | 16         | 19         | 22         | 35/31                            | ROSLIN               | ABC-C   | 1.7                |
| 1.8        | 0.5      | 1.1        | 18                    | <b>WZUU</b><br>129.0                   | CHR    | 16        | 14         | 18         | 17         | 17         | 29/37                            | EASTMAN              | US-1    | .4                 |
| .4         | --       | 1.0        | 19                    | <b>WTKM-AM &amp; FM</b><br>154.0 104.9 | MISC   | 26        | 25         | 25         | 27         | 29         | 11/47                            |                      |         | .5                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WQFM       | 1 WKTJ         | 1 WQFM       | 1 WKTJ         | 1 WTMJ       | 1 WEZW         | A/C 25.9     |
| 2 WKTJ       | 2 WMYX         | 2 WKTJ       | 2 WMYX         | 2 WQFM       | 2 WTMJ         | AOR 8.2      |
| 3 WLUM       | 3 WLUM         | 3 WTMJ       | 3 WEZW         | 3 WEMP       | 3 WKTJ         | BBnd 6.7     |
| 4 WMYX       | 4 WMGF         | 4 WEMP       | 4 WMGF         | 4 WKTJ       | 4 WMGF         | Blk/Urbn 7.6 |
| 5 WZUU-FM    | 5 WQFM         | 5 WLUM       | 5 WLUM         | 5 WEZW       | 5 WMYX         | BM/Easy 8.7  |
| 6 WEMP       | 6 WZUU-FM      | 6 WMYX       | 6 WTMJ         | 6 WMYX       | 6 WLUM         | CHR 13.9     |
| 7 WMIL       | 7 WEMP         | 7 WMIL       | 7 WMIL         | 7 WMIL       | 7 WMIL         | Clas 1.6     |
| 8 WTMJ       | 8 WEZW         | 8 WEZW       | 8 WQFM         | 8 WLUM       | 8 WBCS-FM      | Ctry 7.3     |
| 9 WMGF       | 9 WTMJ         | 9 WZUU-FM    | 9 WZUU-FM      | 9 WMGF       | 9 WISN         | Gold 3.6     |
| 10 WLTD      | 10 WMIL        | 10 WMGF      | 10 WBCS-FM     | 10 WBCS-FM   | 10 WEMP        | Misc 1.0     |

# MINNEAPOLIS-ST. PAUL #18

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|--------------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 19.1       | 21.4     | 22.5       | 1                     | <b>WCCO</b><br>830                   | A/C    | 1         | 4          | 6          | 2          | 1          | 10/104                           | CBS SPOT             | CBS     | 21.0               |
| 11.3       | 9.9      | 9.9        | 2                     | <b>KSTP-FM</b><br>94.5               | A/C    | 3         | 5          | 2          | 1          | 2          | 13/81                            | CHRISTAL             |         | 10.6               |
| 11.3       | 8.5      | 9.4        | 3                     | <b>WLOL</b><br>99.5                  | CHR    | 2         | 1          | 1          | 3          | 3          | 15/70                            | HNWH                 |         | 9.4                |
| 6.2        | 6.5      | 7.1        | 4                     | <b>KQRS-AM &amp; FM</b><br>1440 92.5 | AOR    | 5         | 2          | 3          | 4          | 10         | 14/76                            | TORBET               | ABC-R   | 9.1                |
| 5.2        | 5.2      | 7.0        | 5                     | <b>KDWB-FM</b><br>101.3              | CHR    | 4         | 2          | 4          | 5          | 9          | 18/62                            | MCGAVREN             |         | 10.4               |
| 7.0        | 7.4      | 7.0        | 5                     | <b>WAYL</b><br>93.7                  | B/EZ   | 6         | 12         | 12         | 9          | 4          | 11/97                            | REPUBLIC             |         | 3.7                |
| 5.9        | 6.4      | 5.2        | 7                     | <b>KEEY</b><br>102.1                 | CTRY   | 7         | 8          | 7          | 7          | 5          | 14/77                            | KATZ                 |         | 6.7                |
| 2.4        | 3.2      | 4.2        | 8                     | <b>KTCZ</b><br>97.1                  | AOR    | 10        | 11         | 5          | 6          | 6          | 13/82                            | SELCOM               |         | 3.8                |
| 3.8        | 3.7      | 3.7        | 9                     | <b>WLTE</b><br>102.9                 | A/C    | 8         | 6          | 8          | 8          | 7          | 17/62                            | CBS SPOT             | CBS-R   | 2.6                |
| 3.7        | 4.1      | 3.3        | 10                    | <b>WDGY</b><br>1130                  | CTRY   | 9         | 10         | 10         | 10         | 8          | 18/60                            | KATZ                 | NBC     | 2.3                |
| 3.5        | 3.7      | 2.7        | 11                    | <b>KSTP</b><br>1500                  | TALK   | 11        | 13         | 13         | 13         | 11         | 19/57                            | CHRISTAL             | ABC-I   | 2.6                |
| 2.7        | 2.2      | 2.3        | 12                    | <b>KJJO</b><br>104.1                 | GOLD   | 12        | 7          | 9          | 11         | 13         | 16/67                            | EASTMAN              | ABC-E   | 2.5                |
| 0.8        | 0.8      | 2.1        | 13                    | <b>KMGW</b><br>107.9                 | A/C    | 13        | 15         | 11         | 12         | 12         | 17/63                            | BLAIR                |         | 2.1                |
| 1.7        | 1.3      | 1.6        | 14                    | <b>KLBB</b><br>1400                  | BBND   | 15        | 14         | 19         | 16         | 15         | 12/92                            |                      | ABC-D   | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KQRS-FM    | 1 KSTP-FM      | 1 WCCO       | 1 KSTP-FM      | 1 WCCO       | 1 KSTP-FM      | A/C 38.2    |
| 2 WLOL       | 2 WLOL         | 2 KSTP-FM    | 2 WLOL         | 2 KSTP-FM    | 2 WCCO         | AOR 11.3    |
| 3 KTCZ       | 3 KDWB-FM      | 3 WLOL       | 3 WCCO         | 3 KTCZ       | 3 WAYL         | BBnd 1.6    |
| 4 KSTP-FM    | 4 KQRS-FM      | 4 KQRS-FM    | 4 KDWB-FM      | 4 KEEY       | 4 WLOL         | BM/Easy 7.0 |
| 5 KDWB-FM    | 5 WLTE         | 5 KTCZ       | 5 KEEY         | 5 WLOL       | 5 KEEY         | CHR 16.4    |
| 6 WCCO       | 6 KEEY         | 6 KDWB-FM    | 6 WAYL         | 6 WLTE       | 6 WLTE         | Ctry 8.5    |
| 7 KJJO       | 7 KTCZ         | 7 KEEY       | 7 WLTE         | 7 WAYL       | 7 KDWB-FM      | Gold 2.3    |
| 8 KEEY       | 8 WCCO         | 8 WLTE       | 8 KQRS-FM      | 8 WDGY       | 8 KMGW         | N/T 2.7     |
| 9 WLTE       | 9 KMGW         | 9 KJJO       | 9 KTCZ         | 9 KSTP       | 9 WDGY         |             |
| 10 KSTP      | 10 WDGY        | 10 WDGY      | 10 KMGW        | 10 KQRS-FM   | 10 KTCZ        |             |

# NASHVILLE #47

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|--------------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 8.5        | 8.3      | 12.4       | 1                     | <b>WLAC-FM</b><br>105.9              | A/C    | 1         | 7          | 2          | 1          | 1          | 12/93                            | BLAIR                |         |
| 8.8        | 11.5     | 11.1       | 2                     | <b>WSM -FM</b><br>95.5               | CTRY   | 2         | 8          | 3          | 2          | 2          | 10/106                           | CHRISTAL             |         |
| 9.5        | 10.2     | 9.6        | 3                     | <b>WKDF</b><br>103.3                 | AOR    | 3         | 2          | 1          | 3          | 3          | 11/98                            | KATZ                 | ABC-E   |
| 8.9        | 10.2     | 8.1        | 4                     | <b>WZEZ</b><br>92.9                  | B/EZ   | 10        | 16         | 10         | 6          | 4          | 9/117                            | TORBET               |         |
| 7.2        | 6.3      | 7.4        | 5                     | <b>WSIX-FM</b><br>97.9               | CTRY   | 7         | 9          | 9          | 5          | 5          | 12/92                            | EASTMAN              |         |
| 7.3        | 8.1      | 7.4        | 5                     | <b>WQQK</b><br>92.1                  | B/U    | 8         | 3          | 4          | 4          | 9          | 10/104                           | SELCOM               |         |
| 6.1        | 7.2      | 6.2        | 7                     | <b>WSM</b><br>650                    | CTRY   | 4         | 10         | 11         | 11         | 8          | 16/68                            | CHRISTAL             | NBC     |
| 6.1        | 5.6      | 5.6        | 8                     | <b>WZKS</b><br>96.3                  | CHR    | 5         | 1          | 7          | 8          | 10         | 17/63                            | HNWH                 |         |
| 6.7        | 3.1      | 5.0        | 9                     | <b>WVOL</b><br>1470                  | GOLD   | 11        | 6          | 8          | 10         | 7          | 11/98                            | SELCOM               | NBN     |
| 2.6        | 2.7      | 4.8        | 10                    | <b>WYHY</b><br>107.5                 | CHR    | 6         | 5          | 5          | 7          | 6          | 20/54                            | MCGAVREN             |         |
| 7.1        | 4.1      | 4.2        | 11                    | <b>WWKX</b><br>104.5                 | CHR    | 9         | 4          | 6          | 9          | 11         | 18/59                            | W&P                  | US-1    |
| 3.3        | 3.3      | 3.4        | 12                    | <b>WLAC</b><br>1510                  | TALK   | 12        | 14         | 13         | 12         | 12         | 15/73                            | BLAIR                | CBS     |
| 1.6        | 1.9      | 1.4        | 13                    | <b>WSIX</b><br>980                   | CTRY   | 13        | 12         | 16         | 16         | 14         | 19/56                            | EASTMAN              | MBS     |
| 3.4        | 1.4      | 1.3        | 14                    | <b>WAMB</b><br>1160                  | BBND   | 16        | 19         | 20         | 19         | 18         | 18/60                            | ROSLIN               | MBS     |
| .4         | 1.6      | 1.3        | 14                    | <b>WDBL-AM &amp; FM</b><br>1590 94.3 | CTRY   | 17        | 20         | 15         | 16         | 22         | 12/43                            |                      | US-1    |
| 0.7        | 2.8      | 1.1        | 16                    | <b>WKDA</b><br>1240                  | GOLD   | 15        | 18         | 12         | 13         | 13         | 22/49                            | KATZ                 | ABC-I   |
| 1.4        | 0.8      | 1.1        | 16                    | <b>WMDB</b><br>880                   | B/U    | 18        | 11         | 17         | 15         | 16         | 13/82                            |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WKDF       | 1 WLAC-FM      | 1 WKDF       | 1 WLAC-FM      | 1 WKDF       | 1 WLAC-FM      | A/C 12.4     |
| 2 WQQK       | 2 WSM-FM       | 2 WLAC-FM    | 2 WSM-FM       | 2 WLAC-FM    | 2 WSM-FM       | AOR 9.6      |
| 3 WLAC-FM    | 3 WQQK         | 3 WSM-FM     | 3 WZEZ         | 3 WSM-FM     | 3 WZEZ         | BBnd 1.3     |
| 4 WSM-FM     | 4 WKDF         | 4 WQQK       | 4 WQQK         | 4 WSM        | 4 WSIX-FM      | Blk/Urbn 8.5 |
| 5 WWKX       | 5 WZKS         | 5 WYHY       | 5 WKDF         | 5 WYHY       | 5 WVOL         | BM/Easy 8.1  |
| 6 WYHY       | 6 WYHY         | 6 WWKX       | 6 WSIX-FM      | 6 WSIX-FM    | 6 WKDF         | CHR 14.6     |
| 7 WZKS       | 7 WSIX-FM      | 7 WSIX-FM    | 7 WZKS         | 7 WZEZ       | 7 WZKS         | Ctry 27.4    |
| 8 WVOL       | 8 WVOL         | 8 WSM        | 8 WVOL         | 8 WQQK       | 8 WQQK         | Gold 6.1     |
| 9 WSIX-FM    | 9 WWKX         | 9 WZKS       | 9 WYHY         | 9 WVOL       | 9 WYHY         | N/T 3.4      |
| 10 WSM       | 10 WZEZ        | 10 WVOL      | 10 WWKX        | 10 WZKS      | 10 WSM         |              |

# NASSAU-SUFFOLK #12

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 7.5        | 8.3      | 7.2        | 1                     | <b>WHTZ</b><br>100.3    | CHR    | 1         | 1          | 3          | 1          | 2          | 15/74                           | EASTMAN              |         |
| 7.4        | 3.9      | 5.7        | 2                     | <b>WBLI</b><br>106.1    | CHR    | 6         | 4          | 4          | 2          | 1          | 12/91                           | MASLA                |         |
| 3.2        | 3.9      | 5.2        | 3                     | <b>WBAB</b><br>102.3    | AOR    | 3         | 2          | 1          | 4          | 11         | 15/72                           |                      |         |
| 3.9        | 4.3      | 4.7        | 4                     | <b>WNBC</b><br>660      | A/C    | 5         | 15         | 5          | 3          | 4          | 15/74                           | HNWH                 | NBC     |
| 3.0        | 5.0      | 4.6        | 5                     | <b>WOR</b><br>710       | TALK   | 12        | 21         | 27         | 25         | 18         | 10/110                          | REPUBLIC             | ABC-E   |
| 4.3        | 3.4      | 4.5        | 6                     | <b>WPLJ</b><br>95.5     | CHR    | 2         | 3          | 6          | 7          | 10         | 18/61                           | BLAIR                | ABC-R   |
| 4.4        | 2.2      | 4.3        | 7                     | <b>WRFM</b><br>105.1    | B/EZ   | 16        | 22         | 18         | 13         | 8          | 9/116                           | TORBET               |         |
| 3.0        | 4.0      | 3.9        | 8                     | <b>WNEW-FM</b><br>102.7 | AOR    | 9         | 8          | 2          | 6          | 7          | 13/81                           | KATZ                 | NBC-S   |
| 2.2        | 3.8      | 3.9        | 8                     | <b>WCBS-FM</b><br>101.1 | GOLD   | 11        | 32         | 9          | 5          | 3          | 13/81                           | CBS SPOT             | CBS-R   |
| 5.0        | 4.9      | 3.8        | 10                    | <b>WALK-FM</b><br>97.5  | A/C    | 10        | 10         | 12         | 8          | 6          | 15/73                           | W&P                  |         |
| 4.2        | 4.1      | 3.8        | 10                    | <b>WCBS</b><br>880      | NEWS   | 4         | 19         | 20         | 19         | 13         | 18/59                           | CBS SPOT             | CBS     |
| 3.7        | 3.4      | 3.7        | 12                    | <b>WHLI</b><br>1100     | BBND   | 20        | 41         | 22         | 18         | 14         | 8/128                           | W&P                  |         |
| 2.0        | 3.2      | 3.5        | 13                    | <b>WLTW</b><br>106.7    | A/C    | 14        | 27         | 7          | 9          | 5          | 12/90                           | MMR                  |         |
| 2.9        | 2.2      | 2.9        | 14                    | <b>WHN</b><br>1050      | CTRY   | 13        | 17         | 15         | 9          | 10         | 15/73                           | MCGAVREN             | MBS     |
| 3.5        | 3.0      | 2.7        | 15                    | <b>WINS</b><br>1010     | NEWS   | 7         | 38         | 24         | 20         | 20         | 22/48                           | BLAIR/RAR            | ABC-D   |
| 1.3        | 2.1      | 2.4        | 16                    | <b>WGSM</b><br>740      | A/C    | 28        | 42         | 36         | 23         | 16         | 8/136                           | ROSLIN               |         |
| 2.7        | 2.1      | 2.1        | 17                    | <b>WYNY</b><br>97.1     | A/C    | 17        | 13         | 10         | 11         | 12         | 17/63                           | HNWH                 |         |
| 2.1        | 1.7      | 2.1        | 17                    | <b>WPAT-FM</b><br>93.1  | B/EZ   | 22        | 29         | 28         | 33         | 30         | 12/88                           | CHRISTAL             |         |
| 3.0        | 2.2      | 1.9        | 19                    | <b>WAPP</b><br>103.5    | CHR    | 8         | 6          | 11         | 12         | 23         | 30/36                           | MCGAVREN             |         |
| 2.4        | 1.9      | 1.9        | 19                    | <b>WRKS</b><br>98.7     | B/U    | 19        | 5          | 13         | 17         | 27         | 17/64                           | REPUBLIC             | US-1    |
| 1.7        | 1.5      | 1.8        | 21                    | <b>WLIR</b><br>92.7     | AOR    | 18        | 7          | 8          | 14         | 25         | 19/57                           | MASLA                |         |
| 2.7        | 2.9      | 1.7        | 22                    | <b>WCTO</b><br>94.3     | B/EZ   | 23        | 37         | 34         | 32         | 29         | 14/76                           | ROSLIN               |         |
| 1.3        | 2.1      | 1.5        | 23                    | <b>WABC</b><br>770      | TALK   | 15        | 20         | 23         | 22         | 17         | 27/40                           | BLAIR                | ABC-I   |
| 1.5        | 1.4      | 1.3        | 24                    | <b>WBLS</b><br>107.5    | B/U    | 27        | 12         | 14         | 15         | 15         | 15/70                           | MCGAVREN             | ABC-F   |
| 1.2        | 1.5      | 1.2        | 25                    | <b>WEZN</b><br>99.9     | B/EZ   | 33        | 31         | 39         | 26         | 22         | 10/106                          | KATZ                 |         |
| 0.6        | 1.1      | 1.2        | 25                    | <b>WMCA</b><br>570      | TALK   | 30        | 36         | 32         | 28         | 24         | 15/73                           | ROSLIN               | AP      |

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# LOS ANGELES #2

Continued from Page 120

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 1.4        | 1.8        | 1.6      | 2.0        | 1.6        | 23         |         | KFI<br>640      | A/C    | 22        | 19         | 21         | 20         | 17         | 19/58                              | CHRISTAL             | ABC-E   |
| 1.3        | 1.3        | 1.2      | 1.3        | 1.6        | 23         |         | KACE<br>103.9   | B/U    | 24        | 9          | 13         | 18         | 27         | 18/61                              | MASLA                | AP      |
| 2.6        | 2.4        | 1.7      | 2.2        | 1.5        | 25         |         | KIQQ<br>100.3   | CHR    | 14        | 7          | 15         | 21         | 30         | 29/38                              | MASLA                |         |
| 2.0        | 1.9        | 1.5      | 1.4        | 1.5        | 25         |         | KLAC<br>570     | CTRY   | 21        | 36         | 30         | 28         | 22         | 20/54                              | EASTMAN              | ABC-D   |
| --         | --         | 0.4      | 0.6        | 1.5        | 25         |         | KSKQ<br>1540    | SPAN   | 35        | 18         | 18         | 23         | 23         | 10/104                             | CABALLERO            |         |
| 1.5        | 1.6        | 1.4      | 1.2        | 1.4        | 28         |         | KNOB<br>97.9    | B/EZ   | 32        | 37         | 41         | 33         | 25         | 13/83                              | MASLA                |         |
| 1.7        | 1.2        | 2.0      | 2.1        | 1.3        | 29         |         | KLVE<br>107.5   | SPAN   | 26        | 16         | 20         | 22         | 19         | 17/65                              | CABALLERO            |         |
| 1.8        | 1.7        | 1.4      | 1.3        | 1.1        | 30         |         | KALI<br>1430    | SPAN   | 33        | 28         | 23         | 25         | 28         | 16/70                              | MASLA                |         |
| 1.3        | 1.0        | 1.2      | 1.4        | 1.1        | 30         |         | KKGO<br>105.1   | JAZZ   | 29        | 46         | 28         | 29         | 29         | 19/58                              | BLAIR/RAR            | AP      |
| 0.9        | 1.0        | 1.0      | 1.1        | 1.0        | 32         |         | KFAC-FM<br>92.3 | CLAS   | 27        | 41         | 40         | 35         | 31         | 23/47                              | MCGAVREN             |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 KIIS-FM    | 1 KIIS-FM      | 1 KIIS-FM    | 1 KIIS-FM      | 1 KIIS-FM    | 1 KIIS-FM      | A/C 9.8      |
| 2 KLOS       | 2 KOST         | 2 KLOS       | 2 KOST         | 2 KMET       | 2 KOST         | AOR 10.0     |
| 3 KMET       | 3 KKHR         | 3 KMET       | 3 KBIG         | 3 KRTH       | 3 KBIG         | BBnd 3.5     |
| 4 KROQ       | 4 KHTZ         | 4 KROQ       | 4 KHTZ         | 4 KABC       | 4 KABC         | Bik/Urbn 3.7 |
| 5 KMG        | 5 KMG          | 5 KRTH       | 5 KMG          | 5 KLOS       | 5 KHTZ         | BM/Easy 9.9  |
| 6 KRTH       | 6 KLOS         | 6 KOST       | 6 KABC         | 6 KOST       | 6 KJOI         | CHR 13.2     |
| 7 KOST       | 7 KMET         | 7 KRLA       | 7 KRTH         | 7 KRLA       | 7 KZLA         | Clas 1.0     |
| 8 KKHR       | 8 KROQ         | 8 KMG        | 8 KKHR         | 8 KUTE       | 8 KRTH         | Ctry 3.8     |
| 9 KUTE       | 9 KRTH         | 9 KABC       | 9 KRLA         | 9 KBIG       | 9 KRLA         | Gold 4.9     |
| 10 KJLH      | 10 KJLH        | 10 KUTE      | 10 KJOI        | 10 KNX       | 10 KMG         | Jazz 1.1     |
|              |                |              |                |              |                | N/T 12.7     |
|              |                |              |                |              |                | Span 5.9     |

# NASSAU-SUFFOLK #12

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| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS                  | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|---------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 0.7        | 0.9      | 1.1        | 27         |         | WGBB<br>1240              | A/C    | 24        | 16         | 29         | 21         | 21         | 19/58                              | ROSLIN               |         |
| 1.3        | 0.9      | 1.1        | 27         |         | WQXR-AM & FM<br>1560 96.3 | CLAS   | 31        | 34         | 31         | 36         | 32         | 15/74                              | MCGAVREN             |         |
| 1.1        | 2.4      | 1.1        | 27         |         | WKJY<br>98.3              | B/EZ   | 29        | 23         | 35         | 30         | 26         | 17/64                              | W&P                  |         |
| 2.3        | 1.7      | 1.0        | 30         |         | WPIX<br>101.9             | A/C    | 21        | 18         | 16         | 16         | 19         | 29/37                              | CHRISTAL             |         |
| 0.6        | 1.4      | 1.0        | 30         |         | WRCN<br>103.9             | AOR    | 26        | 9          | 19         | 29         | 28         | 20/55                              |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WNEW-FM    | 1 WHTZ         | 1 WBAB       | 1 WHTZ         | 1 WCBS-FM    | 1 WBLI         | A/C 18.6     |
| 2 WBAB       | 2 WBLI         | 2 WCBS-FM    | 2 WBLI         | 2 WNEW-FM    | 2 WHTZ         | AOR 11.9     |
| 3 WHTZ       | 3 WPLJ         | 3 WNEW-FM    | 3 WNBC         | 3 WNBC       | 3 WLTV         | BBnd 3.7     |
| 4 WNBC       | 4 WBAB         | 4 WNBC       | 4 WPLJ         | 4 WHTZ       | 4 WNBC         | Bik/Urbn 3.2 |
| 5 WBLI       | 5 WNBC         | 5 WHTZ       | 5 WLTV         | 5 WBLI       | 5 WALK-FM      | BM/Easy 10.4 |
| 6 WPLJ       | 6 WLTV         | 6 WBLI       | 6 WALK-FM      | 6 WLTV       | 6 WRFM         | CHR 19.3     |
| 7 WCBS-FM    | 7 WAPP         | 7 WPLJ       | 7 WBAB         | 7 WBAB       | 7 WPLJ         | Clas 1.1     |
| 8 WYNY       | 8 WNEW-FM      | 8 WHN        | 8 WNEW-FM      | 8 WHN        | 8 WHN          | Ctry 2.9     |
| 9 WLIR       | 9 WRKS         | 9 WLTV       | 9 WCBS-FM      | 9 WPLJ       | 9 WCBS-FM      | Gold 3.9     |
| 10 WLTV      | 10 WLIR        | 10 WYNY      | 10 WHN         | 10 WRFM      | 10 WBAB        | N/T 13.8     |

# NEW ORLEANS #31

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ACH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|
| 14.9       | 16.7     | 16.8       | 1                     | <b>WYLD-FM</b><br>98.5  | B/U    | 3         | 2          | 1          | 1          | 1          | 8/144                            | HNWH                  |         |
| 11.7       | 10.9     | 12.4       | 2                     | <b>WEZB</b><br>97.1     | CHR    | 1         | 1          | 2          | 2          | 2          | 14/78                            | BLAIR                 | US-1    |
| 6.4        | 6.8      | 8.0        | 3                     | <b>WQUE-FM</b><br>93.3  | CHR    | 2         | 3          | 3          | 3          | 3          | 17/63                            | EASTMAN               |         |
| 7.3        | 5.7      | 6.1        | 4                     | <b>WRNO</b><br>99.5     | CHR    | 4         | 5          | 4          | 4          | 6          | 15/74                            | MMR                   | ABC-F   |
| 7.0        | 7.0      | 5.9        | 5                     | <b>WBYU</b><br>95.7     | B/EZ   | 6         | 11         | 13         | 11         | 9          | 13/85                            | CHRISTAL              |         |
| 5.3        | 5.6      | 5.7        | 6                     | <b>WBOK</b><br>1230     | REL    | 11        | 6          | 8          | 8          | 7          | 10/108                           |                       | SHRDN   |
| 4.9        | 5.9      | 5.6        | 7                     | <b>WWL</b><br>870       | N/T    | 5         | 13         | 10         | 10         | 11         | 15/70                            | KATZ                  | CBS     |
| 5.8        | 6.8      | 4.9        | 8                     | <b>WLTS</b><br>105.3    | A/C    | 7         | 9          | 5          | 5          | 5          | 15/73                            | SELCOM                | CBS-R   |
| 5.9        | 5.3      | 4.5        | 9                     | <b>WAJY</b><br>101.9    | A/C    | 8         | 14         | 7          | 6          | 4          | 15/73                            | KATZ                  |         |
| 5.3        | 6.3      | 4.2        | 10                    | <b>WNOE-FM</b><br>101.1 | CTRY   | 9         | 8          | 11         | 9          | 8          | 15/73                            | MCGAVREN              | ABC-E   |
| 3.5        | 3.2      | 4.0        | 11                    | <b>WSMB</b><br>1350     | TALK   | 14        | 16         | 18         | 16         | 16         | 10/112                           | ROSLIN                | ABC-I   |
| 3.4        | 3.3      | 3.6        | 12                    | <b>WTIX</b><br>690      | A/C    | 10        | 7          | 6          | 7          | 10         | 17/64                            | CHRISTAL              | NBC     |
| 3.4        | 2.7      | 3.2        | 13                    | <b>WNOE</b><br>1060     | CTRY   | 13        | 12         | 15         | 15         | 12         | 14/80                            | MCGAVREN              | ABC-E   |
| 2.6        | 1.6      | 3.0        | 14                    | <b>WYLD</b><br>940      | B/U    | 12        | 4          | 9          | 12         | 15         | 17/64                            | HNWH                  |         |
| 1.6        | 1.5      | 1.3        | 15                    | <b>WWIW</b><br>1450     | BBND   | 15        | 18         | 19         | 19         | 17         | 19/58                            | P/W                   | ABC-D   |
| --         | --       | 1.3        | 15                    | <b>WYAT</b><br>990      | GOLD   | 17        | 19         | 14         | 13         | 14         | 12/91                            | SELCOM                | CBS-R   |
| 0.8        | 0.4      | 1.2        | 17                    | <b>WSHO</b><br>800      | REL    | 18        | 15         | 12         | 14         | 13         | 10/111                           |                       | AP      |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |               |
|--------------|----------------|--------------|----------------|--------------|----------------|---------------|
| 1 WYLD-FM    | 1 WYLD-FM      | 1 WYLD-FM    | 1 WYLD-FM      | 1 WYLD-FM    | 1 WEZB         | A/C 13.0      |
| 2 WRNO       | 2 WEZB         | 2 WQUE-FM    | 2 WEZB         | 2 WQUE-FM    | 2 WYLD-FM      | BBnd 1.3      |
| 3 WEZB       | 3 WQUE-FM      | 3 WRNO       | 3 WQUE-FM      | 3 WRNO       | 3 WAJY         | Blk/Urbn 19.8 |
| 4 WQUE-FM    | 4 WLTS         | 4 WEZB       | 4 WLTS         | 4 WEZB       | 4 WBOK         | BM/Easy 5.9   |
| 5 WLTS       | 5 WRNO         | 5 WLTS       | 5 WAJY         | 5 WWL        | 5 WQUE-FM      | CHR 26.5      |
| 6 WWL        | 6 WBOK         | 6 WTIX       | 6 WBOK         | 6 WNOE-FM    | 6 WLTS         | Ctry 7.4      |
| 7 WTIX       | 7 WAJY         | 7 WWL        | 7 WRNO         | 7 WTIX       | 7 WBYU         | Gold 1.3      |
| 8 WNOE-FM    | 8 WTIX         | 8 WNOE-FM    | 8 WTIX         | 8 WLTS       | 8 WNOE-FM      | N/T 9.6       |
| 9 WAJY       | 9 WYLD         | 9 WAJY       | 9 WNOE-FM      | 9 WAJY       | 9 WTIX         | Rel 6.9       |
| 10 WYAT      | 10 WBYU        | 10 WBOK      | 10 WBYU        | 10 WBYU      | 10 WRNO        |               |

# NEW YORK #1

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ ACH | STATIONS                  | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. # MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|------------|----------|------------|------------|------------|---------|---------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------------|----------------------|---------|--------------------|
| 7.2        | 6.6        | 5.9      | 5.7        | 6.0        | 1          | 1       | WHTZ<br>100.3             | CHR    | 1         | 2          | 3          | 1          | 2          | 15/72                                 | EASTMAN              |         | 9.6                |
| 5.1        | 5.4        | 5.3      | 6.0        | 5.4        | 2          | 2       | WRKS<br>98.7              | B/U    | 5         | 1          | 4          | 4          | 9          | 11/95                                 | REPUBLIC             | US-1    | 8.1                |
| 4.4        | 5.3        | 4.3      | 4.8        | 5.1        | 3          | 3       | WPLJ<br>95.5              | CHR    | 2         | 3          | 2          | 2          | 4          | 17/62                                 | BLAIR                | ABC-R   | 6.2                |
| 4.2        | 4.7        | 5.2      | 4.8        | 5.0        | 4          | 4       | WOR<br>710                | TALK   | 7         | 43         | 25         | 21         | 17         | 11/96                                 | REPUBLIC             | US-2    | 4.5                |
| 3.1        | 3.1        | 3.9      | 4.1        | 4.3        | 5          | 5       | WNEW-FM<br>102.7          | AOR    | 6         | 4          | 1          | 3          | 5          | 13/81                                 | KATZ                 | NBC-S   | 5.9                |
| 4.6        | 4.4        | 4.8      | 4.2        | 4.2        | 6          | 6       | WINS<br>1010              | NEWS   | 3         | 15         | 16         | 12         | 11         | 21/52                                 | BLAIR/RAR            | ABC-D   | 4.6                |
| 3.6        | 2.9        | 3.0      | 3.3        | 3.6        | 7          | 7       | WPAT-FM<br>93.1           | B/EZ   | 16        | 38         | 27         | 18         | 14         | 12/94                                 | CHRISTAL             |         | 2.8                |
| 3.6        | 3.3        | 3.9      | 3.6        | 3.5        | 8          | 8       | WCBS<br>880               | NEWS   | 4         | 23         | 20         | 15         | 13         | 20/55                                 | CBS SPOT             | CBS     | 2.0                |
| 3.3        | 3.3        | 3.2      | 2.9        | 3.3        | 9          | 9       | WCBS-FM<br>101.1          | GOLD   | 10        | 17         | 8          | 5          | 1          | 16/69                                 | CBS SPOT             | CBS-R   | 2.9                |
| 2.6        | 3.5        | 3.7      | 3.5        | 3.3        | 9          | 9       | WBLS<br>107.5             | B/U    | 14        | 7          | 5          | 6          | 7          | 14/75                                 | MCGAVREN             | ABC-F   | 3.1                |
| 2.9        | 2.9        | 2.5      | 2.2        | 3.1        | 11         | 11      | WHN<br>1050               | CTRY   | 12        | 25         | 14         | 10         | 8          | 15/70                                 | MCGAVREN             | MBS     | 2.4                |
| 2.4        | 2.8        | 3.0      | 3.0        | 3.1        | 11         | 11      | WLTW<br>106.7             | A/C    | 17        | 34         | 10         | 8          | 3          | 13/81                                 | MMR                  |         | 2.2                |
| 3.7        | 3.7        | 3.2      | 3.8        | 3.0        | 13         | 13      | WRFM<br>105.1             | B/EZ   | 18        | 18         | 23         | 16         | 12         | 13/87                                 | TORBET               |         | 2.3                |
| 3.0        | 3.0        | 2.9      | 2.9        | 3.0        | 13         | 13      | WNBC<br>660               | A/C    | 9         | 11         | 6          | 7          | 6          | 18/60                                 | HNWH                 | NBC     | 3.7                |
| 2.6        | 2.6        | 2.4      | 2.6        | 2.8        | 15         | 15      | WABC<br>770               | TALK   | 8         | 19         | 21         | 17         | 15         | 20/54                                 | BLAIR                | ABC-I   | 2.9                |
| 3.1        | 3.1        | 3.0      | 2.9        | 2.7        | 16         | 16      | WNEW<br>1130              | BBND   | 19        | 12         | 38         | 32         | 21         | 13/84                                 | KATZ                 |         | 3.0                |
| 2.6        | 2.8        | 2.4      | 2.2        | 2.4        | 17         | 17      | WYNY<br>97.1              | A/C    | 13        | 13         | 7          | 9          | 10         | 20/55                                 | HNWH                 |         | 1.2                |
| 3.3        | 3.1        | 2.8      | 2.3        | 2.0        | 18         | 18      | WKTU<br>92.3              | CHR    | 11        | 6          | 9          | 11         | 18         | 24/45                                 | TORBET               |         | 3.0                |
| 1.6        | 2.0        | 1.6      | 1.6        | 1.8        | 19         | 19      | WPAT<br>930               | B/EZ   | 21        | 42         | 39         | 33         | 30         | 13/83                                 | CHRISTAL             |         | .5                 |
| 2.7        | 2.3        | 2.3      | 2.4        | 1.6        | 20         | 20      | WPIX<br>101.9             | A/C    | 20        | 20         | 12         | 13         | 16         | 21/52                                 | CHRISTAL             |         | 1.4                |
| 2.9        | 2.4        | 1.8      | 1.7        | 1.6        | 20         | 20      | WAPP<br>103.5             | CHR    | 15        | 5          | 11         | 14         | 24         | 29/38                                 | MCGAVREN             |         | 2.5                |
| 1.1        | 1.9        | 1.3      | 1.7        | 1.6        | 20         | 20      | WQXR-AM & FM<br>1560 96.3 | CLAS   | 22        | 49         | 29         | 29         | 26         | 15/73                                 | MCGAVREN             |         | 1.7                |
| 2.3        | 1.4        | 2.4      | 2.0        | 1.4        | 23         | 23      | WADO<br>1280              | SPAN   | 27        | 36         | 34         | 27         | 20         | 10/112                                |                      |         | 2.2                |
| 1.0        | 1.1        | 1.0      | 1.4        | 1.1        | 24         | 24      | WNCN<br>104.3             | CLAS   | 23        | 44         | 32         | 26         | 25         | 17/64                                 | CMBS                 | AP      | 1.4                |
| 0.9        | 1.0        | 1.1      | 1.0        | 1.1        | 24         | 24      | WLIB<br>1190              | NEWS   | 26        | 16         | 17         | 20         | 22         | 13/86                                 | MCGAVREN             | SHRDN   | --                 |
| 1.5        | 1.8        | 1.5      | 1.2        | 1.0        | 26         | 26      | WMCA<br>570               | TALK   | 24        | 37         | 47         | 43         | 37         | 17/63                                 | ROSLIN               | AP      | 1.1                |

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## RESEARCH COORDINATION & EXECUTION



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| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 10.7       | 10.5     | 10.6       | 1                     | <b>WFOG</b><br>92.9     | B/EZ   | 2         | 18         | 13         | 9          | 2          | 10/112                           | MMR                  |         |
| 10.3       | 8.0      | 9.0        | 2                     | <b>WNOR-FM</b><br>98.7  | AOR    | 5         | 4          | 1          | 1          | 5          | 10/104                           | MCGAVREN             | ABC-R   |
| 5.6        | 7.3      | 8.3        | 3                     | <b>WLTY</b><br>95.7     | A/C    | 6         | 9          | 2          | 2          | 1          | 11/100                           | CHRISTAL             |         |
| 8.6        | 8.3      | 7.2        | 4                     | <b>WCMS-FM</b><br>100.5 | CTRY   | 7         | 8          | 8          | 5          | 3          | 12/94                            | KATZ                 | ABC-D   |
| 4.8        | 7.5      | 7.1        | 5                     | <b>WOWI</b><br>102.9    | B/U    | 1         | 2          | 4          | 3          | 7          | 15/70                            | MCGAVREN             | SHRDN   |
| 9.3        | 7.3      | 6.7        | 6                     | <b>WNVZ</b><br>104.5    | CHR    | 4         | 1          | 6          | 8          | 11         | 15/74                            | REPUBLIC             |         |
| 6.9        | 5.0      | 6.1        | 7                     | <b>WMYK</b><br>93.7     | B/U    | 3         | 5          | 5          | 4          | 6          | 16/68                            | EASTMAN              | ABC-C   |
| 2.1        | 3.6      | 5.6        | 8                     | <b>WNSY</b><br>97.3     | CHR    | 10        | 3          | 3          | 7          | 10         | 13/86                            | BLAIR                |         |
| 4.5        | 4.8      | 5.5        | 9                     | <b>WWDE</b><br>101.3    | A/C    | 8         | 7          | 7          | 6          | 4          | 13/81                            | CBS SPOT             | CBS-R   |
| 2.6        | 4.0      | 4.6        | 10                    | <b>WPCE</b><br>1400     | REL    | 12        | 11         | 14         | 12         | 9          | 10/105                           | MCGAVREN             | SHRDN   |
| 5.3        | 4.7      | 4.4        | 11                    | <b>WTAR</b><br>790      | A/C    | 9         | 13         | 10         | 10         | 8          | 16/67                            | CHRISTAL             | CBS     |
| 3.9        | 3.1      | 3.4        | 12                    | <b>WRAP</b><br>850      | B/U    | 11        | 6          | 9          | 11         | 12         | 19/58                            | SELCOM               | NBN     |
| 1.3        | 3.4      | 2.2        | 13                    | <b>WXRI</b><br>105.3    | A/C    | 14        | 12         | 12         | 13         | 13         | 12/90                            | MASLA                |         |
| 3.4        | 2.8      | 1.8        | 14                    | <b>WQSF</b><br>96.5     | B/EZ   | 13        | 10         | 11         | 14         | 17         | 15/72                            |                      |         |
| --         | 0.7      | 1.8        | 14                    | <b>WNRN</b><br>94.9     | B/EZ   | 19        | 15         | 20         | 16         | 15         | 11/99                            | MASLA                |         |
| 2.9        | 2.5      | 1.7        | 16                    | <b>WNIS</b><br>1350     | TALK   | 15        | 14         | 21         | 19         | 16         | 16/68                            | HNWH                 | ABC-T   |
| 1.2        | 1.8      | 1.6        | 17                    | <b>WTID</b><br>106.9    | CTRY   | 17        | 19         | 18         | 15         | 14         | 13/84                            |                      |         |
| 1.1        | 1.8      | 1.2        | 18                    | <b>WCMS</b><br>1050     | CTRY   | 18        | 21         | 16         | 17         | 18         | 17/65                            | KATZ                 | ABC-D   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |               |
|--------------|----------------|--------------|----------------|--------------|----------------|---------------|
| 1 WNOR-FM    | 1 WLTY         | 1 WNOR-FM    | 1 WLTY         | 1 WNOR-FM    | 1 WFOG         | A/C 20.4      |
| 2 WLTY       | 2 WMYK         | 2 WLTY       | 2 WMYK         | 2 WLTY       | 2 WLTY         | AOR 9.0       |
| 3 WNSY       | 3 WOWI         | 3 WNSY       | 3 WOWI         | 3 WCMS-FM    | 3 WWDE         | Blk/Urbn 16.6 |
| 4 WOWI       | 4 WNOR-FM      | 4 WCMS-FM    | 4 WWDE         | 4 WWDE       | 4 WMYK         | BM/Easy 14.2  |
| 5 WNVZ       | 5 WNVZ         | 5 WOWI       | 5 WNVZ         | 5 WFOG       | 5 WCMS-FM      | CHR 12.3      |
| 6 WMYK       | 6 WWDE         | 6 WWDE       | 6 WFOG         | 6 WTAR       | 6 WPCE         | Ctry 10.0     |
| 7 WCMS-FM    | 7 WNSY         | 7 WMYK       | 7 WCMS-FM      | 7 WMYK       | 7 WOWI         | N/T 1.7       |
| 8 WWDE       | 8 WRAP         | 8 WNVZ       | 8 WNOR-FM      | 8 WOWI       | 8 WNVZ         | Rel 4.6       |
| 9 WQSF       | 9 WCMS-FM      | 9 WTAR       | 9 WPCE         | 9 WNSY       | 9 WTAR         |               |
| 10 WRAP      | 10 WTAR        | 10 WFOG      | 10 WRAP        | 10 WTID      | 10 WRAP        |               |

# OKLAHOMA CITY #42

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12 * ADH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|----------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 8.9        | 8.8      | 12.3       | 1          |          | <b>KZBS</b><br>98.9     | A/C    | 1         | 5          | 2          | 1          | 1          | 12/92                           | HNWH                 |         |
| 10.9       | 9.8      | 11.6       | 2          |          | <b>KATT-FM</b><br>100.5 | AOR    | 4         | 3          | 1          | 2          | 4          | 10/105                          | SELCOM               | NBC-S   |
| 9.3        | 12.6     | 10.7       | 3          |          | <b>KKNG</b><br>92.5     | B/EZ   | 6         | 13         | 7          | 6          | 3          | 10/110                          | CHRISTAL             |         |
| 9.8        | 9.1      | 10.6       | 4          |          | <b>KXXY</b><br>96.1     | CTRY   | 5         | 4          | 4          | 3          | 2          | 10/105                          | MCGAVREN             |         |
| 8.2        | 7.9      | 8.4        | 5          |          | <b>KJYO</b><br>102.7    | CHR    | 2         | 1          | 3          | 4          | 11         | 16/68                           | BLAIR                |         |
| 5.5        | 6.9      | 7.4        | 6          |          | <b>KOFM</b><br>104.1    | CHR    | 3         | 2          | 5          | 5          | 6          | 17/65                           | KATZ                 | ABC-C   |
| 11.2       | 11.8     | 7.2        | 7          |          | <b>KTOK</b><br>1000     | N/T    | 7         | 12         | 12         | 10         | 8          | 14/80                           | BLAIR                | ABC-I   |
| 8.3        | 8.5      | 6.9        | 8          |          | <b>KEBC</b><br>94.7     | CTRY   | 8         | 8          | 9          | 8          | 5          | 13/82                           | TORBET               | ABC-E   |
| 6.0        | 4.5      | 3.8        | 9          |          | <b>KLTE</b><br>101.9    | A/C    | 9         | 15         | 6          | 7          | 7          | 19/56                           | MASLA                |         |
| 4.1        | 3.2      | 2.8        | 10         |          | <b>KOMA</b><br>1520     | CTRY   | 11        | 9          | 14         | 9          | 9          | 20/54                           | KATZ                 | MBS     |
| 2.2        | 2.0      | 2.5        | 11         |          | <b>KJIL</b><br>104.9    | REL    | 12        | 10         | 8          | 11         | 10         | 15/73                           | STARCOM              | UPI     |
| 2.4        | 2.3      | 2.3        | 12         |          | <b>WKY</b><br>930       | CTRY   | 10        | 11         | 16         | 15         | 12         | 26/42                           | EASTMAN              | ABC-E   |
| 2.4        | 1.4      | 1.7        | 13         |          | <b>KAEZ</b><br>107.7    | B/U    | 13        | 6          | 13         | 13         | 14         | 15/71                           | W&P                  |         |
| --         | --       | 1.4        | 14         |          | <b>WWLS</b><br>640      | GOLD   | 16        | 14         | 11         | 12         | 15         | 11/102                          | MCGAVREN             | MBS     |
| --         | 1.3      | 1.4        | 14         |          | <b>KKLR</b><br>97.7     | A/C    | 14        | 7          | 10         | 14         | 13         | 16/66                           |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 KATT-FM    | 1 KZBS         | 1 KATT-FM    | 1 KZBS         | 1 KATT-FM    | 1 KZBS         | A/C 17.5     |
| 2 KZBS       | 2 KJYO         | 2 KZBS       | 2 KXXY         | 2 KXXY       | 2 KXXY         | AOR 11.6     |
| 3 KXXY       | 3 KATT-FM      | 3 KXXY       | 3 KOFM         | 3 KZBS       | 3 KKNG         | Blk/Urbn 1.7 |
| 4 KJYO       | 4 KOFM         | 4 KJYO       | 4 KKNG         | 4 KKNG       | 4 KEBC         | BM/Easy 10.7 |
| 5 KOFM       | 5 KXXY         | 5 KKNG       | 5 KLTE         | 5 KEBC       | 5 KLTE         | CHR 15.8     |
| 6 KKNG       | 6 KLTE         | 6 KOFM       | 6 KJYO         | 6 KTOK       | 6 KOFM         | Ctry 22.6    |
| 7 KLTE       | 7 KKNG         | 7 KEBC       | 7 KATT-FM      | 7 KOMA       | 7 KJIL         | Gold 1.4     |
| 8 WWLS       | 8 KEBC         | 8 KOMA       | 8 KEBC         | 8 KOFM       | 8 KATT-FM      | N/T 7.2      |
| 9 KTOK       | 9 KJIL-FM      | 9 KTOK       | 9 KJIL         | 9 WKY        | 9 KOMA         | Rel 2.5      |
| 10 KKLR      | 10 KAEZ        | 10 KLTE      | 10 KOMA        | 10 KJYO      | 10 KTOK        |              |

# PHILADELPHIA #5

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 5.5        | 6.2        | 5.9      | 7.6        | 8.8        | 1                     | <b>WMMR</b><br>93.3     | AOR    | 3         | 3          | 1          | 1          | 2          | 11/101                          | KATZ                 | NBC-S   |
| 7.5        | 7.1        | 8.3      | 6.3        | 7.9        | 2                     | <b>WEAZ</b><br>101.1    | B/EZ   | 5         | 14         | 14         | 8          | 8          | 10/104                          | MCGAVREN             |         |
| 6.2        | 6.1        | 6.7      | 6.5        | 7.5        | 3                     | <b>WUSL</b><br>98.9     | B/U    | 4         | 1          | 2          | 3          | 9          | 11/99                           | EASTMAN              | ABC-F   |
| 8.0        | 6.9        | 6.2      | 7.9        | 6.5        | 4                     | <b>KYW</b><br>106.0     | NEWS   | 1         | 9          | 10         | 9          | 6          | 21/52                           | BLAIR/RAR            | NBC     |
| 5.5        | 4.7        | 6.3      | 5.2        | 5.7        | 5                     | <b>WCAU-FM</b><br>98.1  | CHR    | 2         | 2          | 6          | 6          | 10         | 17/63                           | CBS-FM               | CBS     |
| 5.7        | 5.6        | 5.0      | 4.4        | 5.4        | 6                     | <b>WDAS-FM</b><br>105.3 | B/U    | 8         | 5          | 3          | 4          | 3          | 12/94                           | HNWH                 |         |
| 5.4        | 6.6        | 5.8      | 5.5        | 5.3        | 7                     | <b>WMGK</b><br>102.9    | A/C    | 7         | 10         | 4          | 2          | 1          | 14/77                           | MMR                  |         |
| 4.3        | 4.9        | 5.0      | 6.8        | 4.4        | 8                     | <b>WPEN</b><br>95.0     | BBND   | 13        | 25         | 23         | 23         | 18         | 11/98                           | MMR                  | US-2    |
| 5.6        | 5.5        | 4.4      | 4.2        | 4.2        | 9                     | <b>WCAU</b><br>121.0    | N/T    | 6         | 12         | 17         | 16         | 13         | 18/59                           | CBS SPOT             | CBS     |
| 3.2        | 3.0        | 3.4      | 4.2        | 3.6        | 10                    | <b>WSNI</b><br>104.5    | A/C    | 10        | 7          | 8          | 7          | 4          | 16/69                           | REPUBLIC             | US-1    |
| 3.3        | 3.5        | 3.7      | 3.9        | 3.5        | 11                    | <b>WIP</b><br>61.0      | A/C    | 12        | 16         | 15         | 15         | 15         | 15/74                           | KATZ                 | ABC-D   |
| 4.4        | 4.3        | 3.7      | 4.1        | 3.4        | 12                    | <b>WIOQ</b><br>102.1    | AOR    | 11        | 8          | 5          | 5          | 5          | 16/68                           | MCGAVREN             |         |
| 4.4        | 3.4        | 4.5      | 4.3        | 3.4        | 12                    | <b>WWDB</b><br>96.5     | TALK   | 15        | 18         | 18         | 17         | 16         | 12/93                           | SELCOM               | ABC-I   |
| 2.6        | 3.3        | 3.7      | 2.6        | 3.3        | 14                    | <b>WXTU</b><br>92.5     | CTRY   | 18        | 23         | 13         | 13         | 7          | 9/115                           | BLAIR                | MBS     |
| 4.1        | 3.7        | 2.9      | 3.2        | 3.0        | 15                    | <b>WYSP</b><br>94.1     | AOR    | 9         | 4          | 7          | 11         | 19         | 20/55                           | TORBET               | ABC-R   |
| 2.8        | 2.3        | 2.4      | 2.3        | 2.9        | 16                    | <b>WZGO</b><br>106.1    | CHR    | 14        | 6          | 9          | 10         | 14         | 15/71                           | CHRISTAL             | ABC-C   |
| 2.3        | 2.7        | 3.2      | 4.1        | 2.6        | 17                    | <b>WKSZ</b><br>100.3    | A/C    | 16        | 13         | 11         | 12         | 12         | 15/72                           | MASLA                |         |
| 1.8        | 2.3        | 1.9      | 2.3        | 2.1        | 18                    | <b>WFIL</b><br>56.0     | GOLD   | 17        | 22         | 12         | 14         | 11         | 17/62                           | EASTMAN              | ABC-D   |
| 1.7        | 1.6        | 1.7      | 1.4        | 1.5        | 19                    | <b>WFLN-FM</b><br>95.7  | CLAS   | 19        | 21         | 21         | 19         | 17         | 17/64                           | CMBS                 |         |
| 1.6        | 1.9        | 1.1      | 1.3        | 1.3        | 20                    | <b>WDAS</b><br>148.0    | B/U    | 21        | 17         | 20         | 20         | 21         | 16/66                           | HNWH                 | NBN     |
| 2.0        | 1.5        | 1.4      | 0.8        | 1.2        | 21                    | <b>WHAT</b><br>134.0    | B/U    | 20        | 11         | 19         | 21         | 22         | 17/63                           | SELCOM               | SHRDN   |
| 1.2        | 1.1        | 1.2      | 0.8        | 1.0        | 22                    | <b>WJBR-FM</b><br>99.5  | B/EZ   | 22        | 24         | 25         | 25         | 24         | 16/68                           |                      |         |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C  | AOR  | BBnd | Blk/Urban | BM/Easy | CHR | Clas | Ctry | Gold | N/T  |
|--------------|----------------|--------------|----------------|--------------|----------------|------|------|------|-----------|---------|-----|------|------|------|------|
| 1 WMMR       | 1 WMGK         | 1 WMMR       | 1 WMGK         | 1 WMMR       | 1 WMGK         | 15.0 | 15.2 | 4.4  | 12.9      | 7.9     | 8.6 | 1.5  | 3.3  | 2.1  | 14.1 |
| 2 WUSL       | 2 WUSL         | 2 WUSL       | 2 WUSL         | 2 WMGK       | 2 WSNI         |      |      |      |           |         |     |      |      |      |      |
| 3 WDAS-FM    | 3 WMMR         | 3 WDAS-FM    | 3 WDAS-FM      | 3 WXTU       | 3 WEAZ         |      |      |      |           |         |     |      |      |      |      |
| 4 WYSP       | 4 WDAS-FM      | 4 WMGK       | 4 WMMR         | 4 KYW        | 4 WDAS-FM      |      |      |      |           |         |     |      |      |      |      |
| 5 WIOQ       | 5 WIOQ         | 5 WIOQ       | 5 WSNI         | 5 WIOQ       | 5 WKSZ         |      |      |      |           |         |     |      |      |      |      |
| 6 WZGO       | 6 WCAU-FM      | 6 WYSP       | 6 WCAU-FM      | 6 WDAS-FM    | 6 WUSL         |      |      |      |           |         |     |      |      |      |      |
| 7 WCAU-FM    | 7 WSNI         | 7 KYW        | 7 WIOQ         | 7 WUSL       | 7 WIOQ         |      |      |      |           |         |     |      |      |      |      |
| 8 WMGK       | 8 WZGO         | 8 WCAU-FM    | 8 WKSZ         | 8 WFIL       | 8 WCAU-FM      |      |      |      |           |         |     |      |      |      |      |
| 9 WSNI       | 9 WKSZ         | 9 WZGO       | 9 WEAZ         | 9 WCAU       | 9 KYW          |      |      |      |           |         |     |      |      |      |      |
| 10 KYW       | 10 WYSP        | 10 WSNI      | 10 WZGO        | 10 WSNI      | 10 WMMR        |      |      |      |           |         |     |      |      |      |      |

# PHOENIX #24

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|--------------------|
| 9.1        | 10.4     | 10.1       | 9.2        | 1                     | <b>KTAR</b><br>620      | N/T    | 2         | 9          | 10         | 8          | 6          | 12/91                               | CBS SPOT             | ABC-I   | 8.0                |
| 7.1        | 7.2      | 8.0        | 8.9        | 2                     | <b>KNIX-FM</b><br>102.5 | CTRY   | 6         | 6          | 6          | 3          | 1          | 10/107                              | KATZ                 |         | 9.6                |
| 5.4        | 7.1      | 8.2        | 8.3        | 3                     | <b>KUPD</b><br>97.9     | AOR    | 4         | 3          | 1          | 1          | 3          | 12/91                               | MASLA                |         | 12.1               |
| 5.5        | 6.0      | 6.7        | 7.6        | 4                     | <b>KZZP-FM</b><br>104.7 | CHR    | 1         | 1          | 2          | 4          | 7          | 15/71                               | MCGAVREN             |         | 12.0               |
| 5.5        | 5.9      | 6.7        | 6.4        | 5                     | <b>KKLT</b><br>98.7     | A/C    | 5         | 10         | 4          | 2          | 2          | 15/74                               | CBS SPOT             |         | 5.0                |
| 8.0        | 8.0      | 6.0        | 5.9        | 6                     | <b>KQYT</b><br>95.5     | B/EZ   | 9         | 20         | 19         | 12         | 13         | 13/85                               | EASTMAN              |         | 4.1                |
| 5.9        | 5.8      | 6.7        | 5.9        | 6                     | <b>KMEO-FM</b><br>96.9  | B/EZ   | 10        | 18         | 18         | 15         | 8          | 11/99                               | MCGAVREN             |         | 6.2                |
| 4.5        | 5.3      | 5.0        | 5.3        | 8                     | <b>KOPA-FM</b><br>100.7 | CHR    | 3         | 2          | 5          | 6          | 10         | 19/57                               | SELCOM               | ABC-C   | 4.9                |
| 3.2        | 4.2      | 4.2        | 4.8        | 9                     | <b>KLZI</b><br>99.9     | A/C    | 7         | 8          | 3          | 5          | 4          | 16/68                               | TORBET               | US-1    | 3.8                |
| 4.9        | 3.8      | 4.5        | 3.9        | 10                    | <b>KOOL-FM</b><br>94.5  | A/C    | 12        | 13         | 8          | 7          | 5          | 15/72                               | CHRISTAL             | CBS     | 4.1                |
| 7.4        | 4.1      | 4.1        | 3.7        | 11                    | <b>KDKB</b><br>93.3     | AOR    | 8         | 5          | 7          | 9          | 12         | 20/53                               | BLAIR                | NBC-S   | 5.5                |
| 4.6        | 4.6      | 5.5        | 3.6        | 12                    | <b>KOY</b><br>550       | A/C    | 11        | 15         | 15         | 11         | 9          | 17/63                               | EASTMAN              | NBC     | 3.2                |
| 2.3        | 2.8      | 1.6        | 2.9        | 13                    | <b>KONC</b><br>101.5    | CLAS   | 14        | 12         | 16         | 16         | 15         | 13/83                               | CMBS                 |         | 2.6                |
| 2.0        | 2.2      | 2.0        | 2.5        | 14                    | <b>KSTM</b><br>107.1    | AOR    | 16        | 19         | 9          | 10         | 11         | 13/85                               | W&P                  |         | 1.9                |
| 3.8        | 1.8      | 1.8        | 2.3        | 15                    | <b>KJJJ-FM</b><br>92.3  | CTRY   | 13        | 11         | 14         | 13         | 14         | 19/57                               | MMR                  | US-2    | 2.4                |
| 1.1        | 1.1      | 1.8        | 2.2        | 16                    | <b>KOOL</b><br>960      | A/C    | 21        | 21         | 27         | 24         | 23         | 9/121                               | CHRISTAL             | CBS     | .9                 |
| 2.9        | 2.6      | 2.8        | 2.2        | 16                    | <b>KLFF</b><br>1360     | BBND   | 19        | 25         | 22         | 23         | 18         | 12/88                               | MASLA                |         | 2.1                |
| 2.6        | 2.6      | 3.2        | 2.0        | 18                    | <b>KUKQ</b><br>1060     | B/U    | 15        | 4          | 11         | 14         | 16         | 17/65                               | MASLA                |         | 3.1                |
| 1.1        | 1.5      | 1.6        | 1.7        | 19                    | <b>KNIX</b><br>1580     | CTRY   | 17        | 17         | 17         | 18         | 20         | 18/59                               | KATZ                 |         | .8                 |
| .6         | .8       | .8         | 1.2        | 20                    | <b>KMEO</b><br>740      | B/EZ   | 22        | 26         | 24         | 25         | 24         | 13/84                               | MCGAVREN             |         | .6                 |
| 2.0        | .9       | 1.5        | 1.1        | 21                    | <b>KJJJ</b><br>910      | CTRY   | 18        | 14         | 20         | 22         | 22         | 26/41                               | MMR                  | US-2    | .7                 |
| 1.2        | .8       | .4         | 1.1        | 21                    | <b>KRDS</b><br>1190     | REL    | 23        | 24         | 12         | 17         | 17         | 13/84                               |                      |         | 1.3                |

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# MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

Continued from Page 125

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 WSHE           | 1 WHYI         | 1 WSHE       | 1 WHYI         | 1 WSHE       | 1 WJQY         | AOR          | 13.5 |
| 2 WHYI           | 2 WINZ-FM      | 2 WHYI       | 2 WINZ-FM      | 2 WHYI       | 2 WQBA         | BBnd         | 6.3  |
| 3 WHQT           | 3 WSHE         | 3 WHQT       | 3 WJQY         | 3 WLYF       | 3 WHYI         | Blk/Urbn     | 2.6  |
| 4 WKQS           | 4 WHQT         | 4 WKQS       | 4 WSHE         | 4 WHQT       | 4 WINZ-FM      | BM/Easy      | 7.4  |
| 5 WEDR           | 5 WLVE         | 5 WEDR       | 5 WLVE         | 5 WKQS       | 5 WLVE         | CHR          | 8.1  |
| 6 WINZ-FM        | 6 WAIA         | 6 WINZ-FM    | 6 WAIA         | 6 WIOD       | 6 WLYF         | Clas         | 13.8 |
| 7 WAXY           | 7 WEDR         | 7 WLVE       | 7 WHQT         | 7 WAXY       | 7 WAIA         | Ctry         | 2.6  |
| 8 WLVE           | 8 WAXY         | 8 WAXY       | 8 WAXY         | 8 WEDR       | 8 WCMQ         | N/T          | 3.1  |
| 9 WMXJ           | 9 WLYF         | 9 WJQY       | 9 WEDR         | 9 WINZ-FM    | 9 WAXY         | Rel          | 12.0 |
| 10 WAIA          | 10 WQBA-FM     | 10 WIOD      | 10 WLYF        | 10 WQBA      | 10 WEDR        | Span         | 1.6  |
|                  |                |              |                |              |                |              | 19.6 |

# NEW YORK #1

Continued from Page 132

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 WNEW-FM        | 1 WPLJ         | 1 WNEW-FM    | 1 WPLJ         | 1 WCBS-FM    | 1 WLTW         | AOR          | 10.1 |
| 2 WHTZ           | 2 WRKS         | 2 WCBS-FM    | 2 WHTZ         | 2 WNEW-FM    | 2 WHTZ         | BBnd         | 4.3  |
| 3 WPLJ           | 3 WHTZ         | 3 WHTZ       | 3 WRKS         | 3 WNBC       | 3 WPLJ         | Blk/Urbn     | 2.7  |
| 4 WRKS           | 4 WBLS         | 4 WNBC       | 4 WLTW         | 4 WBLS       | 4 WRKS         | BM/Easy      | 8.7  |
| 5 WBLS           | 5 WNEW-FM      | 5 WPLJ       | 5 WBLS         | 5 WHTZ       | 5 WYNY         | CHR          | 8.4  |
| 6 WNBC           | 6 WLTW         | 6 WBLS       | 6 WNEW-FM      | 6 WHN        | 6 WCBS-FM      | Clas         | 14.7 |
| 7 WCBS-FM        | 7 WYNY         | 7 WRKS       | 7 WYNY         | 7 WPLJ       | 7 WBLS         | Ctry         | 2.7  |
| 8 WKTU           | 8 WNBC         | 8 WHN        | 8 WCBS-FM      | 8 WLTW       | 8 WHN          | Gold         | 3.1  |
| 9 WYNY           | 9 WPIX         | 9 WKTU       | 9 WNBC         | 9 WINS       | 9 WRFM         | N/T          | 3.3  |
| 10 WAPP          | 10 WCBS-FM     | 10 WYNY      | 10 WHN         | 10 WRKS      | 10 WINS        | Span         | 17.6 |
|                  |                |              |                |              |                |              | 1.4  |

# PHOENIX #24

Continued from Page 136

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C          |      |
| 1 KUPD           | 1 KZZP-FM      | 1 KUPD       | 1 KKLT         | 1 KUPD       | 1 KNIX-FM      | AOR          | 20.9 |
| 2 KLZI           | 2 KKLT         | 2 KNIX-FM    | 2 KNIX-FM      | 2 KNIX-FM    | 2 KKLT         | AOR          | 14.5 |
| 3 KDKB           | 3 KOPA-FM      | 3 KLZI       | 3 KZZP-FM      | 3 KTAR       | 3 KLZI         | BBnd         | 2.2  |
| 4 KSTM           | 4 KLZI         | 4 KKLT       | 4 KLZI         | 4 KLZI       | 4 KOOL-FM      | Blk/Urbn     | 2.0  |
| 5 KZZP-FM        | 5 KUPD         | 5 KTAR       | 5 KOPA-FM      | 5 KKLT       | 5 KOPA-FM      | BM/Easy      | 13.0 |
| 6 KNIX-FM        | 6 KOOL-FM      | 6 KZZP-FM    | 6 KOOL-FM      | 6 KOOL-FM    | 6 KZZP-FM      | CHR          | 12.9 |
| 7 KOPA-FM        | 7 KNIX-FM      | 7 KDKB       | 7 KUPD         | 7 KSTM       | 7 KOY          | Clas         | 2.9  |
| 8 KKLT           | 8 KDKB         | 8 KOOL-FM    | 8 KTAR         | 8 KZZP-FM    | 8 KTAR         | Ctry         | 14.0 |
| 9 KOOL-FM        | 9 KSTM         | 9 KSTM       | 9 KDKB         | 9 KDKB       | 9 KJJJ-FM      | N/T          | 9.2  |
| 10 KTAR          | 10 KTAR        | 10 KOPA-FM   | 10 KOY         | 10 KMEQ-FM   | 10 KMEQ-FM     | Rel          | 1.1  |

# PITTSBURGH #13

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.5       | 14.9     | 16.1       | 15.1       | 1                     | <b>KDKA</b><br>1020     | A/C    | 1         | 7          | 9          | 4          | 1          | 12/88                            | BLAIR/RAR            | NBC     | 14.6               |
| 7.4        | 8.8      | 8.8        | 9.8        | 2                     | <b>WBZZ</b><br>93.7     | CHR    | 2         | 1          | 2          | 2          | 2          | 14/79                            | BLAIR                |         | 11.6               |
| 4.5        | 9.7      | 11.0       | 9.4        | 3                     | <b>WSHH</b><br>99.7     | B/EZ   | 4         | 10         | 12         | 7          | 4          | 10/112                           | MMR                  |         | 7.9                |
| 7.9        | 7.9      | 7.5        | 8.1        | 4                     | <b>WDVE</b><br>102.5    | AOR    | 3         | 2          | 1          | 1          | 5          | 11/95                            | EASTMAN              | NBC-S   | 10.5               |
| 5.7        | 4.5      | 4.8        | 4.9        | 5                     | <b>WWSW</b><br>94.5     | A/C    | 6         | 6          | 4          | 3          | 3          | 15/72                            | MCGAVREN             | ABC-C   | 3.6                |
| 5.5        | 4.0      | 4.9        | 4.7        | 6                     | <b>WAMO-FM</b><br>105.9 | B/U    | 8         | 3          | 5          | 6          | 11         | 13/86                            | SELCOM               | SHRON   | 7.4                |
| 6.1        | 5.5      | 4.8        | 4.4        | 7                     | <b>WHTX</b><br>96.1     | CHR    | 5         | 5          | 3          | 5          | 7          | 20/54                            | KATZ                 | US-1    | 5.3                |
| 4.1        | 3.6      | 2.9        | 3.9        | 8                     | <b>WJAS</b><br>1320     | BBND   | 13        | 30         | 19         | 17         | 13         | 10/104                           | MMR                  | ABC-D   | 2.1                |
| 4.5        | 2.3      | 2.2        | 3.8        | 9                     | <b>WPNT</b><br>92.9     | A/C    | 9         | 8          | 8          | 10         | 9          | 13/85                            | CHRISTAL             |         | 2.6                |
| 4.7        | 5.3      | 4.0        | 3.7        | 10                    | <b>WTAE</b><br>1250     | A/C    | 7         | 11         | 10         | 9          | 6          | 19/57                            | KATZ                 | ABC-E   | 2.8                |
| 4.7        | 3.2      | 2.6        | 2.9        | 11                    | <b>WHYW</b><br>96.9     | A/C    | 10        | 9          | 7          | 8          | 8          | 17/66                            | CHRISTAL             |         | 3.5                |
| 2.2        | 1.8      | 1.9        | 2.9        | 11                    | <b>WYDD</b><br>104.7    | AOR    | 11        | 4          | 6          | 11         | 15         | 16/66                            | MASLA                | ABC-R   | 2.5                |
| 3.2        | 3.4      | 2.9        | 2.8        | 13                    | <b>WDSY</b><br>107.9    | CTRY   | 15        | 19         | 11         | 12         | 10         | 12/91                            | REPUBLIC             | ABC-I   | 2.7                |
| 3.4        | 3.9      | 4.7        | 2.8        | 13                    | <b>WTKN</b><br>970      | TALK   | 12        | 20         | 17         | 15         | 14         | 16/69                            | MCGAVREN             | ABC-T   | 3.5                |
| 2.8        | 2.1      | 2.5        | 1.9        | 15                    | <b>KQV</b><br>1410      | NEWS   | 14        | 17         | 24         | 18         | 18         | 21/52                            | CHRISTAL             | CBS     | 3.0                |
| 1.8        | 1.4      | 1.1        | 1.8        | 16                    | <b>WEEP</b><br>1080     | CTRY   | 16        | 14         | 14         | 13         | 12         | 12/90                            | REPUBLIC             | ABC-I   | 1.5                |
| --         | 1.8      | 1.0        | 1.0        | 17                    | <b>WMBS</b><br>590      | A/C    | 21        | 21         | 25         | 29         | 29         | 13/85                            |                      | CBS     | .4                 |
| 1.2        | 1.0      | --         | 1.0        | 17                    | <b>WWCL</b><br>100.7    | A/C    | 17        | 12         | 13         | 14         | 16         | 20/55                            | TORBET               |         | 1.1                |
| 0.9        | 0.9      | 0.6        | 1.0        | 17                    | <b>WPIT-FM</b><br>101.5 | REL    | 18        | 13         | 15         | 16         | 17         | 19/59                            |                      |         | .8                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C      | 31.4 |
|--------------|----------------|--------------|----------------|--------------|----------------|----------|------|
| 1 WDVE       | 1 WBZZ         | 1 WDVE       | 1 WBZZ         | 1 WWSW       | 1 KDKA         | AOR      | 11.0 |
| 2 WBZZ       | 2 WDVE         | 2 WBZZ       | 2 KDKA         | 2 WDVE       | 2 WSHH         | BBnd     | 3.9  |
| 3 WWSW       | 3 WHTX         | 3 WWSW       | 3 WDVE         | 3 WBZZ       | 3 WBZZ         | Blk/Urbn | 4.7  |
| 4 WHTX       | 4 WAMO-FM      | 4 WHTX       | 4 WAMO-FM      | 4 WSHH       | 4 WWSW         | BM/Easy  | 9.4  |
| 5 WYDD       | 5 WWSW         | 5 WAMO-FM    | 5 WHTX         | 5 KDKA       | 5 WHTX         | CHR      | 14.2 |
| 6 WAMO-FM    | 6 WHYW         | 6 WHYW       | 6 WWSW         | 6 WTAE       | 6 WPNT         | Ctry     | 4.6  |
| 7 WHYW       | 7 WYDD         | 7 WSHH       | 7 WSHH         | 7 WHYW       | 7 WDVE         | N/T      | 4.7  |
| 8 WPNT       | 8 WPNT         | 8 WYDD       | 8 WPNT         | 8 WHTX       | 8 WTAE         | Rel      | 11.0 |
| 9 WTAE       | 9 KDKA         | 9 WTAE       | 9 WHYW         | 9 WDSY       | 9 WHYW         |          |      |
| 10 KDKA      | 10 WWCL        | 10 KDKA      | 10 WTAE        | 10 WPNT      | 10 WAMO-FM     |          |      |

# PORTLAND #30

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ ADH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 7.9        | 5.7      | 6.5        | 10.1       | 1                     | <b>KGW</b><br>620       | A/C    | 1         | 4          | 2          | 1          | 1          | 15/73                            | BLAIR                | A P     |
| 3.1        | 7.0      | 7.8        | 8.9        | 2                     | <b>KKRZ</b><br>100.3    | CHR    | 3         | 1          | 1          | 2          | 4          | 14/78                            | KATZ                 | ABC-F   |
| 3.8        | 6.0      | 8.9        | 8.1        | 3                     | <b>KEX</b><br>1190      | A/C    | 2         | 11         | 6          | 6          | 2          | 15/71                            | KATZ                 | ABC-I   |
| 10.2       | 6.7      | 6.9        | 3.0        | 4                     | <b>KMJK</b><br>106.7    | CHR    | 4         | 2          | 5          | 3          | 7          | 13/84                            | EASTMAN              | ABC-C   |
| 8.5        | 8.2      | 7.0        | 7.4        | 5                     | <b>KXL-FM</b><br>95.5   | B/EZ   | 7         | 16         | 14         | 10         | 6          | 10/111                           | MCGAVREN             |         |
| 5.3        | 3.5      | 5.5        | 6.2        | 6                     | <b>KGON</b><br>92.3     | AOR    | 5         | 3          | 3          | 4          | 8          | 16/69                            | HNWH                 |         |
| 5.9        | 6.8      | 5.8        | 5.7        | 7                     | <b>KINK</b><br>101.9    | AOR    | 6         | 15         | 4          | 5          | 3          | 13/81                            | BLAIR                |         |
| 4.0        | 3.9      | 5.5        | 5.6        | 8                     | <b>KXL</b><br>750       | NEWS   | 8         | 19         | 16         | 11         | 9          | 13/84                            | MCGAVREN             | NBC     |
| 5.3        | 6.4      | 5.3        | 4.8        | 9                     | <b>KYTE</b><br>970      | BBND   | 12        | 21         | 19         | 14         | 12         | 11/103                           | SELCOM               | CBS     |
| 4.6        | 5.3      | 6.7        | 4.6        | 10                    | <b>KKCW</b><br>103.3    | A/C    | 9         | 8          | 7          | 7          | 5          | 14/79                            | MASLA                |         |
| 4.1        | 3.3      | 4.3        | 4.0        | 11                    | <b>KUPL-FM</b><br>98.5  | CTRY   | 13        | 5          | 9          | 9          | 10         | 12/91                            | TORBET               | ABC-D   |
| 4.2        | 4.3      | 3.8        | 3.0        | 12                    | <b>KCNR-FM</b><br>97.1  | A/C    | 10        | 14         | 8          | 8          | 11         | 19/58                            | CHRISTAL             |         |
| 4.4        | 4.6      | 3.2        | 2.6        | 13                    | <b>KWJJ</b><br>1080     | CTRY   | 11        | 13         | 15         | 15         | 13         | 21/51                            | EASTMAN              | ABC-E   |
| 4.8        | 4.1      | 2.4        | 2.3        | 14                    | <b>KYTE-FM</b><br>101.1 | CLAS   | 14        | 22         | 11         | 12         | 14         | 19/57                            | SELCOM               |         |
| 2.1        | 3.8      | 2.0        | 2.1        | 15                    | <b>KKSN</b><br>910      | CLAS   | 16        | 25         | 18         | 18         | 17         | 16/70                            | CMBS                 |         |
| 2.1        | 3.6      | 1.8        | 1.7        | 16                    | <b>KSGO</b><br>1520     | GOLD   | 15        | 10         | 10         | 13         | 15         | 25/44                            | HNWH                 |         |
| 1.7        | 1.2      | 1.5        | 1.7        | 16                    | <b>KPDQ-FM</b><br>93.7  | REL    | 18        | 12         | 13         | 17         | 16         | 17/64                            |                      |         |
| 4.1        | 1.8      | 2.8        | 1.7        | 16                    | <b>KJIB</b><br>99.5     | CTRY   | 17        | 23         | 12         | 16         | 18         | 19/57                            | EASTMAN              | ABC-E   |
| 2.4        | 2.7      | 2.3        | 1.4        | 19                    | <b>KKEY</b><br>1150     | TALK   | 21        | 24         | 23         | 21         | 19         | 11/100                           |                      | MBS     |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KGON       | 1 KGW          | 1 KGON       | 1 KGW          | 1 KGW        | 1 KGW          | A/C 25.8    |
| 2 KKRZ       | 2 KMJK         | 2 KGW        | 2 KMJK         | 2 KINK       | 2 KEX          | AOR 11.9    |
| 3 KINK       | 3 KKRZ         | 3 KKRZ       | 3 KEX          | 3 KKRZ       | 3 KKCW         | BBnd 4.8    |
| 4 KMJK       | 4 KINK         | 4 KINK       | 4 KKRZ         | 4 KEX        | 4 KXL-FM       | BM/Easy 7.4 |
| 5 KGW        | 5 KGON         | 5 KMJK       | 5 KKCW         | 5 KGON       | 5 KMJK         | CHR 16.9    |
| 6 KCNR-FM    | 6 KKCW         | 6 KEX        | 6 KINK         | 6 KXL        | 6 KKRZ         | Clas 4.4    |
| 7 KEX        | 7 KEX          | 7 KKCW       | 7 KGON         | 7 KKCW       | 7 KINK         | Ctry 8.3    |
| 8 KKCW       | 8 KCNR-FM      | 8 KCNR-FM    | 8 KCNR-FM      | 8 KXL-FM     | 8 KUPL-FM      | Gold 1.7    |
| 9 KUPL-FM    | 9 KUPL-FM      | 9 KUPL-FM    | 9 KUPL-FM      | 9 KWJJ       | 9 KCNR-FM      | N/T 7.0     |
| 10 KSGO      | 10 KXL-FM      | 10 KSGO      | 10 KXL-FM      | 10 KMJK      | 10 KYTE        | Rel 1.7     |

# PROVIDENCE-WARWICK-PAWTUCKET #26

| SPRING '84 | FALL '84 | SPRING '85 | 12+ AOH<br>METO RANK | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 10.0       | 13.1     | 12.6       | 1                    | <b>WLKW-FM</b><br>101.5 | B/EZ   | 2         | 12         | 11         | 5          | 2          | 10/114                           | CHRISTAL             | US-2    |
| 10.0       | 9.5      | 11.6       | 2                    | <b>WPRO-FM</b><br>92.3  | CHR    | 1         | 1          | 2          | 2          | 1          | 13/82                            | BLAIR                | ABC-C   |
| 9.9        | 9.8      | 9.8        | 3                    | <b>WHJY</b><br>94.1     | AOR    | 3         | 2          | 1          | 1          | 4          | 11/98                            | KATZ                 | ABC-R   |
| 5.2        | 6.1      | 7.4        | 4                    | <b>WPRO</b><br>630      | A/C    | 4         | 9          | 5          | 3          | 3          | 14/76                            | BLAIR                | ABC-D   |
| 6.7        | 5.4      | 6.4        | 5                    | <b>WHJJ</b><br>920      | N/T    | 5         | 28         | 19         | 11         | 8          | 11/98                            | KATZ                 | ABC-I   |
| 6.2        | 4.5      | 4.4        | 6                    | <b>WSNE</b><br>93.3     | A/C    | 6         | 10         | 3          | 4          | 5          | 15/72                            | EASTMAN              |         |
| --         | --       | 3.2        | 7                    | <b>WWLI</b><br>105.1    | A/C    | 7         | 5          | 8          | 8          | 7          | 19/56                            |                      |         |
| 2.3        | 3.5      | 3.0        | 8                    | <b>WMYS</b><br>98.1     | A/C    | 11        | 11         | 6          | 7          | 6          | 14/78                            | TORBET               |         |
| 3.3        | 3.3      | 2.9        | 9                    | <b>WBRU</b><br>95.5     | AOR    | 8         | 8          | 4          | 6          | 9          | 17/62                            | EASTMAN              | CBS-R   |
| 2.9        | 3.5      | 2.8        | 10                   | <b>WERI</b><br>103.7    | CHR    | 9         | 3          | 9          | 9          | 13         | 17/63                            | ROSLIN               |         |
| 2.5        | 2.4      | 2.7        | 11                   | <b>WBSM</b><br>1420     | TALK   | 18        | 27         | 29         | 24         | 19         | 7/147                            |                      | ABC-I   |
| 3.4        | 3.4      | 2.2        | 12                   | <b>WEAN</b><br>790      | B/EZ   | 10        | 17         | 23         | 15         | 12         | 21/52                            | MCGAVREN             | CBS     |
| 3.7        | 2.3      | 2.1        | 13                   | <b>WLKW</b><br>990      | BBND   | 14        | 33         | 24         | 27         | 17         | 11/95                            | CHRISTAL             | US-2    |
| 1.7        | 1.6      | 1.9        | 14                   | <b>WXKS-FM</b><br>107.9 | CHR    | 12        | 7          | 7          | 10         | 10         | 17/66                            | MMR                  |         |
| 1.7        | 2.1      | 1.6        | 15                   | <b>WHIM</b><br>1110     | CTRY   | 19        | 32         | 22         | 14         | 11         | 11/96                            | MMR                  | MBS     |
| 1.6        | 0.8      | 1.3        | 16                   | <b>WALE</b><br>1400     | TALK   | 23        | 30         | 37         | 33         | 35         | 10/106                           | MCGAVREN             | MBS     |
| 1.9        | 1.8      | 1.2        | 17                   | <b>WBZ</b><br>1030      | A/C    | 13        | 18         | 20         | 23         | 22         | 22/50                            | BLAIR/RAR            | ABC-I   |
| 0.8        | 0.4      | 1.2        | 17                   | <b>WZOU</b><br>94.5     | CHR    | 16        | 6          | 12         | 13         | 15         | 18/59                            | BLAIR                |         |
| 1.2        | 0.9      | 1.2        | 17                   | <b>WBCN</b><br>104.1    | AOR    | 17        | 15         | 10         | 12         | 14         | 16/66                            | TORBET               |         |
| 0.5        | 1.0      | 1.1        | 20                   | <b>WNBH</b><br>1340     | GOLD   | 20        | 19         | 26         | 28         | 27         | 16/66                            | TORBET               | ABC-E   |
| 0.6        | 0.7      | 1.0        | 21                   | <b>WADK</b><br>1540     | MISC   | 34        | 29         | 32         | 30         | 32         | 8/137                            | W&P                  | MBS     |
| 2.2        | 1.5      | 1.0        | 21                   | <b>WHTT</b><br>103.3    | CHR    | 15        | 4          | 14         | 19         | 26         | 24/45                            | CBS-FM               | CBS-R   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WHJY       | 1 WPRO-FM      | 1 WHJY       | 1 WPRO-FM      | 1 WHJY       | 1 WPRO-FM      | A/C 19.2     |
| 2 WPRO-FM    | 2 WHJY         | 2 WPRO-FM    | 2 WSNE         | 2 WLKW-FM    | 2 WLKW-FM      | AOR 13.9     |
| 3 WBRU       | 3 WSNE         | 3 WPRO       | 3 WHJY         | 3 WPRO-FM    | 3 WPRO         | BBnd 2.1     |
| 4 WPRO       | 4 WMYS         | 4 WLKW-FM    | 4 WPRO         | 4 WPRO       | 4 WSNE         | BM/Easy 14.8 |
| 5 WBCN       | 5 WXKS-FM      | 5 WBRU       | 5 WLKW-FM      | 5 WHJJ       | 5 WMYS         | CHR 18.5     |
| 6 WSNE       | 6 WBRU         | 6 WWLI       | 6 WMYS         | 6 WBRU       | 6 WHJY         | Ctry 1.6     |
| 7 WWLI       | 7 WERI         | 7 WSNE       | 7 WWLI         | 7 WWLI       | 7 WWLI         | Gold 1.1     |
| 8 WMYS       | 8 WPRO         | 8 WHJJ       | 8 WXKS-FM      | 8 WSNE       | 8 WHJJ         | Misc 1.0     |
| 9 WERI       | 9 WWLI         | 9 WBCN       | 9 WERI         | 9 WHIM       | 9 WEAN         | N/T 10.4     |
| 10 WXKS-FM   | 10 WZOU        | 10 WMYS      | 10 WBRU        | 10 WBCN      | 10 WXKS-FM     |              |

# RIVERSIDE-SAN BERNARDINO #39

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 4.7        | 5.8      | 8.7        | 1          |         | <b>KGCI</b><br>99.1     | A/C    | 2         | 2          | 1          | 1          | 1          | 12/89                            | MCGAVREN             | CBS-R   |
| 8.7        | 9.5      | 7.9        | 2          |         | <b>KIIS-FM</b><br>102.7 | CHR    | 1         | 1          | 2          | 2          | 2          | 15/73                            | MCGAVREN             |         |
| 5.9        | 6.7      | 6.8        | 3          |         | <b>KDUO</b><br>97.5     | B/EZ   | 4         | 33         | 14         | 8          | 6          | 11/102                           | KATZ                 |         |
| 5.6        | 3.4      | 5.0        | 4          |         | <b>KFI</b><br>640       | A/C    | 3         | 8          | 6          | 4          | 4          | 18/59                            | CHRISTAL             | ABC-E   |
| 4.5        | 5.1      | 4.7        | 5          |         | <b>KBIG</b><br>104.3    | B/EZ   | 7         | 11         | 13         | 11         | 8          | 13/84                            | TORBET               |         |
| 2.3        | 3.2      | 4.3        | 6          |         | <b>KRTH</b><br>101.1    | GOLD   | 6         | 34         | 5          | 3          | 3          | 14/75                            | REPUBLIC             | US-2    |
| 4.0        | 3.3      | 3.8        | 7          |         | <b>KNX</b><br>1070      | NEWS   | 5         | 30         | 23         | 21         | 17         | 18/60                            | CBS SPOT             | CBS     |
| 3.0        | 3.6      | 3.6        | 8          |         | <b>KLOS</b><br>95.5     | AOR    | 9         | 5          | 3          | 5          | 11         | 16/68                            | KATZ                 | ABC-R   |
| 2.2        | 1.3      | 3.6        | 8          |         | <b>KFXM</b><br>590      | BBND   | 13        | 12         | 31         | 22         | 15         | 12/91                            | KATZ                 |         |
| 2.8        | 3.7      | 3.4        | 10         |         | <b>KMET</b><br>94.7     | AOR    | 10        | 7          | 4          | 6          | 7          | 14/76                            | SELCOM               |         |
| 2.4        | 4.6      | 3.1        | 11         |         | <b>KOST</b><br>103.5    | A/C    | 11        | 15         | 7          | 7          | 5          | 16/69                            | CHRISTAL             |         |
| 2.3        | 2.3      | 2.7        | 12         |         | <b>KOLA</b><br>99.9     | AOR    | 8         | 4          | 8          | 9          | 10         | 22/49                            | MASLA                | ABC-R   |
| 1.0        | 2.0      | 2.4        | 13         |         | <b>KKHR</b><br>93.7     | CHR    | 12        | 3          | 12         | 12         | 21         | 19/57                            | CBS-FM               |         |
| 1.4        | 1.4      | 2.4        | 13         |         | <b>KNSE</b><br>1510     | SPAN   | 32        | 17         | 10         | 10         | 9          | 6/177                            | CABELLERO            |         |
| 3.6        | 0.8      | 1.8        | 15         |         | <b>KMPC</b><br>710      | BBND   | 16        | 20         | 39         | 38         | 35         | 16/67                            | SELCOM               |         |
| 0.5        | 0.9      | 1.5        | 16         |         | <b>KROQ</b><br>106.7    | AOR    | 22        | 6          | 9          | 13         | 33         | 13/85                            | BLAIR                |         |
| 2.4        | 3.3      | 1.5        | 16         |         | <b>KQLH</b><br>95.1     | A/C    | 14        | 26         | 18         | 18         | 14         | 27/41                            | W&P                  | MBS     |
| 3.2        | 1.5      | 1.5        | 16         |         | <b>KCAL-FM</b><br>96.7  | AOR    | 15        | 10         | 11         | 15         | 18         | 22/50                            | TORBET               | NBC-S   |
| 0.9        | 1.6      | 1.5        | 16         |         | <b>KCAL</b><br>1410     | SPAN   | 27        | 28         | 19         | 20         | 16         | 12/90                            | LOTUS                | UPI     |
| 0.9        | 1.1      | 1.4        | 20         |         | <b>KWDJ</b><br>92.7     | CTRY   | 25        | 19         | 17         | 14         | 13         | 13/82                            | ROSLIN               | MBS     |
| 3.3        | 2.8      | 1.2        | 21         |         | <b>KABC</b><br>790      | TALK   | 17        | 27         | 20         | 31         | 28         | 24/46                            | KATZ                 | ABC-T   |
| 2.8        | 2.1      | 1.2        | 21         |         | <b>KCKC</b><br>1350     | CTRY   | 18        | 23         | 29         | 29         | 26         | 20/54                            | HNWH                 | ABC-I   |
| 2.1        | 1.9      | 1.2        | 21         |         | <b>KNTF</b><br>93.5     | CTRY   | 24        | 29         | 21         | 16         | 12         | 16/69                            | HNWH                 |         |
| 1.3        | 1.5      | 1.2        | 21         |         | <b>KLAC</b><br>570      | CTRY   | 28        | 21         | 30         | 24         | 23         | 15/75                            | EASTMAN              | ABC-D   |
| 0.3        | 0.3      | 1.1        | 25         |         | <b>KBON</b><br>103.9    | A/C    | 29        | 24         | 15         | 17         | 20         | 15/71                            | SELCOM               |         |
| 1.1        | 1.4      | 1.1        | 25         |         | <b>KBRT</b><br>740      | REL    | 35        | 41         | 22         | 19         | 19         | 13/85                            |                      |         |

# ROCHESTER #41

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|--------------------|
| 13.5       | 14.7     | 13.6       | 1                     | <b>WVOR</b><br>100.5   | A/C    | 1         | 5          | 2          | 1          | 1          | 12/90                            | MCGAVREN              |         | 10.4               |
| 7.7        | 8.4      | 12.5       | 2                     | <b>WPXY-FM</b><br>97.9 | CHR    | 2         | 1          | 3          | 3          | 2          | 13/85                            | MMR                   |         | 15.5               |
| 11.6       | 8.8      | 11.2       | 3                     | <b>WCMF</b><br>96.5    | AOR    | 5         | 2          | 1          | 2          | 6          | 10/106                           | CBS-SPOT              |         | 15.5               |
| 12.9       | 12.5     | 11.1       | 4                     | <b>WEZO</b><br>101.3   | B/EZ   | 4         | 7          | 6          | 5          | 3          | 11/97                            | KATZ                  |         | 7.5                |
| 8.1        | 8.2      | 7.7        | 5                     | <b>WMJQ</b><br>92.5    | CHR    | 3         | 3          | 4          | 4          | 4          | 18/61                            | EASTMAN               | ABC-R   | 7.7                |
| 9.1        | 9.2      | 6.4        | 6                     | <b>WHAM</b><br>1180    | A/C    | 6         | 15         | 9          | 6          | 5          | 15/73                            | MCGAVREN              | ABC-I   | 5.8                |
| 6.7        | 5.2      | 6.4        | 6                     | <b>WYLF</b><br>95.1    | BBND   | 8         | 12         | 19         | 14         | 11         | 9/125                            | MARKET 4              |         | 5.2                |
| 4.6        | 5.3      | 5.5        | 8                     | <b>WBBF</b><br>950     | N/T    | 7         | 11         | 11         | 10         | 10         | 11/95                            | EASTMAN               | US-2    | 4.0                |
| 4.3        | 4.5      | 3.6        | 9                     | <b>WNYR</b><br>990     | CTRY   | 9         | 9          | 8          | 8          | 7          | 15/74                            | KATZ                  | ABC-E   | 2.8                |
| 2.5        | 2.3      | 2.9        | 10                    | <b>WDXK</b><br>103.9   | B/U    | 10        | 4          | 5          | 7          | 9          | 16/67                            | W&P                   | NBN     | 6.8                |
| --         | --       | 2.5        | 11                    | <b>WZKC</b><br>98.9    | CTRY   | 11        | 6          | 7          | 9          | 8          | 18/59                            | TORBET                |         | 4.6                |
| 1.7        | 0.7      | 1.0        | 12                    | <b>WPXY</b><br>1280    | CHR    | 12        | 18         | 10         | 11         | 12         | 23/47                            | MMR                   |         | 1.0                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WCMF       | 1 WVOR         | 1 WCMF       | 1 WVOR         | 1 WVOR       | 1 WVOR         | A/C 20.0     |
| 2 WPXY-FM    | 2 WPXY-FM      | 2 WVOR       | 2 WPXY-FM      | 2 WCMF       | 2 WPXY-FM      | AOR 11.2     |
| 3 WMJQ       | 3 WMJQ         | 3 WPXY-FM    | 3 WMJQ         | 3 WMJQ       | 3 WEZO         | BBnd 6.4     |
| 4 WVOR       | 4 WCMF         | 4 WMJQ       | 4 WEZO         | 4 WPXY-FM    | 4 WHAM         | Blk/Urbn 2.9 |
| 5 WHAM       | 5 WEZO         | 5 WHAM       | 5 WCMF         | 5 WHAM       | 5 WMJQ         | BM/Easy 11.1 |
| 6 WDKX       | 6 WDKX         | 6 WEZO       | 6 WDKX         | 6 WEZO       | 6 WZKC         | CHR 21.2     |
| 7 WPXY       | 7 WZKC         | 7 WNYR       | 7 WHAM         | 7 WNYR       | 7 WDKX         | Ctry 7.1     |
| 8 WNYR       | 8 WNYR         | 8 WZKC       | 8 WNYR         | 8 WYLF       | 8 WNYR         | N/T 5.5      |
| 9 WZKC       | 9 WBEN-FM      | 9 WDKX       | 9 WZKC         | 9 WZKC       | 9 WCMF         |              |
| 10 WBBF      | 10 WHAM        | 10 WPXY      | 10 WBBF        | 10 WDKX      | 10 WBBF        |              |

# SACRAMENTO #33

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 8.0        | 8.7      | 9.2        | 10.5       | 1                     | <b>KSFM</b><br>102.5    | CHR    | 1         | 1          | 2          | 3          | 3          | 14/79                           | MMR                  |         |
| 8.3        | 7.5      | 9.4        | 10.4       | 2                     | <b>KZAP</b><br>98.5     | AOR    | 3         | 4          | 1          | 1          | 2          | 10/108                          | MCGAVREN             |         |
| 8.6        | 8.9      | 10.5       | 9.2        | 3                     | <b>KCTC</b><br>96.1     | B/EZ   | 5         | 13         | 9          | 7          | 4          | 11/99                           | CHRISTAL             |         |
| 7.9        | 8.2      | 8.4        | 9.0        | 4                     | <b>KXOA-FM</b><br>107.9 | A/C    | 2         | 5          | 3          | 2          | 1          | 12/90                           | BLAIR                |         |
| 3.4        | 4.6      | 5.1        | 5.9        | 5                     | <b>KWOD</b><br>106.5    | CHR    | 4         | 2          | 4          | 4          | 9          | 17/62                           |                      | CBS-R   |
| 6.4        | 4.7      | 5.1        | 5.7        | 6                     | <b>KFBK</b><br>1530     | N/T    | 6         | 12         | 12         | 11         | 10         | 12/87                           | KATZ                 | MBS     |
| 6.3        | 4.3      | 5.2        | 5.0        | 7                     | <b>KRAK</b><br>1140     | CTRY   | 9         | 7          | 11         | 9          | 8          | 12/93                           | EASTMAN              |         |
| 7.3        | 4.9      | 3.4        | 4.4        | 8                     | <b>KAER</b><br>92.5     | CTRY   | 10        | 9          | 6          | 6          | 6          | 13/85                           | KATZ                 |         |
| 3.4        | 4.5      | 3.9        | 4.1        | 9                     | <b>KXOA</b><br>1470     | BBND   | 13        | 16         | 23         | 18         | 14         | 10/104                          | BLAIR                | ABC-D   |
| 3.5        | 4.7      | 3.4        | 4.0        | 10                    | <b>KHYL</b><br>101.1    | A/C    | 8         | 11         | 5          | 5          | 5          | 16/69                           | TORBET               |         |
| 3.5        | 3.0      | 2.9        | 3.5        | 11                    | <b>KSKK</b><br>105.1    | CTRY   | 12        | 8          | 10         | 8          | 7          | 15/74                           | EASTMAN              |         |
| 4.2        | 4.4      | 3.7        | 2.9        | 12                    | <b>KGNR</b><br>1320     | BBND   | 11        | 24         | 19         | 14         | 12         | 18/59                           | CHRISTAL             | ABC-I   |
| 2.5        | 3.9      | 4.2        | 2.8        | 13                    | <b>KPOP</b><br>93.5     | CHR    | 7         | 3          | 7          | 12         | 15         | 24/46                           | W&P                  | ABC-C   |
| 3.8        | 2.5      | 3.3        | 2.0        | 14                    | <b>KSAC</b><br>96.9     | A/C    | 14        | 17         | 8          | 10         | 11         | 18/59                           | SELCOM               |         |
| 2.0        | 1.0      | 0.7        | 1.7        | 15                    | <b>KNBR</b><br>680      | MISC   | 15        | 10         | 13         | 13         | 13         | 21/52                           | MCGAVREN             | NBC     |
| 2.4        | 2.5      | 2.0        | 1.5        | 16                    | <b>KGO</b><br>810       | N/T    | 17        | 22         | 20         | 20         | 19         | 17/64                           | BLAIR                | ABC-I   |
| 0.7        | --       | 0.3        | 1.3        | 17                    | <b>KENZ</b><br>1240     | A/C    | 18        | 15         | 18         | 15         | 16         | 19/57                           | SELCOM               |         |
| 1.3        | 2.1      | 0.8        | 1.2        | 18                    | <b>KFIA</b><br>710      | REL    | 19        | 21         | 14         | 16         | 17         | 19/58                           |                      |         |
| 0.7        | --       | 0.4        | 1.1        | 19                    | <b>KEBR</b><br>100.5    | REL    | 24        | 25         | 22         | 24         | 23         | 7/155                           |                      |         |
| --         | 0.9      | 0.4        | 1.0        | 20                    | <b>KCBS</b><br>740      | N/T    | 20        | 20         | 24         | 23         | 20         | 17/65                           | CBS SPOT             | CBS     |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KZAP       | 1 KSFM         | 1 KZAP       | 1 KSFM         | 1 KZAP       | 1 KXOA-FM      | A/C 16.3    |
| 2 KSFM       | 2 KXOA-FM      | 2 KXOA-FM    | 2 KXOA-FM      | 2 KXOA-FM    | 2 KSFM         | AOR 10.4    |
| 3 KWOD       | 3 KZAP         | 3 KSFM       | 3 KZAP         | 3 KSFM       | 3 KCTC         | BBnd 7.0    |
| 4 KXOA-FM    | 4 KWOD         | 4 KHYL       | 4 KWOD         | 4 KHYL       | 4 KAER         | BM/Easy 9.2 |
| 5 KHYL       | 5 KHYL         | 5 KWOD       | 5 KCTC         | 5 KSKK       | 5 KZAP         | CHR 19.2    |
| 6 KAER       | 6 KAER         | 6 KSKK       | 6 KAER         | 6 KCTC       | 6 KHYL         | Ctry 12.9   |
| 7 KPOP       | 7 KPOP         | 7 KRAK       | 7 KHYL         | 7 KRAK       | 7 KWOD         | Misc 1.7    |
| 8 KSAC       | 8 KSAC         | 8 KAER       | 8 KSAC         | 8 KFBK       | 8 KRAK         | N/T 8.2     |
| 9 KSKK       | 9 KCTC         | 9 KFBK       | 9 KPOP         | 9 KAER       | 9 KSAC         | Rel 2.3     |
| 10 KNBR      | 10 KSKK        | 10 KCTC      | 10 KRAK        | 10 KWOD      | 10 KSKK        |             |

# ST. LOUIS #14

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP. FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|-----------------------|---------|
| 20.2       | 21.8       | 20.6     | 20.9       | 19.7       | 1                     | <b>KMOX</b><br>1120   | TALK   | 1         | 5          | 6          | 2          | 1          | 10/106                              | CBS-SPOT              | CBS     |
| 7.2        | 8.8        | 12.0     | 11.9       | 12.9       | 2                     | <b>KSHE</b><br>94.7   | AOR    | 2         | 1          | 1          | 1          | 2          | 9/117                               | KATZ                  |         |
| 6.8        | 5.8        | 5.8      | 6.2        | 6.7        | 3                     | <b>WIL-FM</b><br>92.3 | CTRY   | 6         | 8          | 4          | 3          | 3          | 11/99                               | BLAIR                 | ABC-E   |
| 6.2        | 6.7        | 7.6      | 7.0        | 6.2        | 4                     | <b>KMJM</b><br>107.7  | B/U    | 8         | 2          | 2          | 5          | 7          | 10/104                              | CHRISTAL              |         |
| 5.6        | 6.4        | 5.9      | 7.2        | 5.6        | 5                     | <b>KEZK</b><br>102.5  | B/EZ   | 5         | 7          | 14         | 11         | 8          | 14/80                               | MMR                   |         |
| 5.7        | 4.9        | 4.8      | 5.2        | 5.0        | 6                     | <b>KSD</b><br>93.7    | A/C    | 7         | 6          | 7          | 4          | 4          | 14/78                               | MCGAVREN              |         |
| 5.9        | 5.3        | 4.3      | 3.8        | 4.9        | 7                     | <b>KWK</b><br>106.5   | CHR    | 4         | 3          | 3          | 7          | 11         | 18/60                               | EASTMAN               |         |
| 7.9        | 6.5        | 4.8      | 4.5        | 4.8        | 8                     | <b>KHTR</b><br>103.3  | CHR    | 3         | 4          | 5          | 6          | 6          | 20/54                               | CBS-FM                | CBS     |
| 4.5        | 3.1        | 4.1      | 3.1        | 4.3        | 9                     | <b>WRTH</b><br>590    | BBND   | 11        | 17         | 24         | 21         | 14         | 11/101                              | MMR                   | US-2    |
| 3.9        | 4.1        | 3.9      | 4.3        | 3.5        | 10                    | <b>KUSA</b><br>550    | CTRY   | 10        | 10         | 12         | 10         | 9          | 15/74                               | MCGAVREN              | MBS     |
| 3.2        | 3.3        | 3.7      | 3.3        | 3.5        | 10                    | <b>KYKY</b><br>98.1   | A/C    | 9         | 13         | 8          | 8          | 5          | 16/69                               | REPUBLIC              |         |
| 1.8        | 1.7        | 1.7      | 1.5        | 2.3        | 12                    | <b>KADI</b><br>96.3   | A/C    | 12        | 14         | 9          | 9          | 10         | 18/62                               | MASLA                 | NBC-S   |
| 1.7        | 2.0        | 2.6      | 2.5        | 2.0        | 13                    | <b>KXOK</b><br>630    | TALK   | 16        | 23         | 17         | 17         | 17         | 13/82                               | KATZ                  | ABC-T   |
| 1.9        | 2.5        | 1.9      | 2.0        | 1.7        | 14                    | <b>KATZ</b><br>1600   | B/U    | 14        | 12         | 18         | 15         | 15         | 16/67                               | W&P                   | NBN     |
| 1.8        | 1.7        | 1.4      | 1.4        | 1.4        | 15                    | <b>WZEN</b><br>100.3  | B/U    | 15        | 9          | 10         | 12         | 16         | 19/56                               | W&P                   | NBN     |
| 1.1        | 1.4        | 1.6      | 1.0        | 1.4        | 15                    | <b>WESL</b><br>1490   | B/U    | 17        | 11         | 15         | 16         | 18         | 16/67                               | RA LAZAR              | SHRDN   |
| 0.8        | 1.0        | 0.6      | 0.6        | 1.3        | 17                    | <b>WMRY</b><br>101.1  | A/C    | 19        | 22         | 11         | 14         | 13         | 15/71                               |                       |         |
| 1.1        | 2.0        | 1.9      | 2.1        | 1.3        | 17                    | <b>KGLD</b><br>1380   | GOLD   | 13        | 16         | 13         | 13         | 12         | 23/47                               | EASTMAN               |         |
| 2.0        | 1.6        | 1.4      | 1.2        | 1.1        | 19                    | <b>WIL</b><br>1430    | CTRY   | 18        | 20         | 20         | 20         | 21         | 19/57                               | BLAIR                 | ABC-I   |
| 0.6        | 0.8        | 0.7      | 0.7        | 1.0        | 20                    | <b>KFUO</b><br>99.1   | CLAS   | 21        | 24         | 21         | 19         | 19         | 16/70                               | CMBS                  |         |

## DEMOGRAPHIC RANK

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KSHE       | 1 KSHE         | 1 KSHE       | 1 KSHE         | 1 KMOX       | 1 KMOX         |
| 2 KMOX       | 2 KMJM         | 2 KMOX       | 2 KSD          | 2 KSHE       | 2 KSD          |
| 3 KMJM       | 3 KSD          | 3 WIL-FM     | 3 KMOX         | 3 WIL-FM     | 3 WIL-FM       |
| 4 KWK        | 4 KYKY         | 4 KMJM       | 4 KMJM         | 4 KSD        | 4 KSHE         |
| 5 WIL-FM     | 5 KHTR         | 5 KWK        | 5 KYKY         | 5 KHTR       | 5 KYKY         |
| 6 KHTR       | 6 KWK          | 6 KSD        | 6 WIL-FM       | 6 KUSA       | 6 KEZK         |
| 7 WMRY       | 7 WIL-FM       | 7 KHTR       | 7 KHTR         | 7 KMJM       | 7 KHTR         |
| 8 KADI       | 8 KADI         | 8 WMRY       | 8 KWK          | 8 KYKY       | 8 KMJM         |
| 9 KSD        | 9 KMOX         | 9 KYKY       | 9 KADI         | 9 WMRY       | 9 KUSA         |
| 10 KYKY      | 10 KUSA        | 10 KUSA      | 10 KUSA        | 10 KEZK      | 10 KADI        |

## FORMAT REACH

|          |      |
|----------|------|
| A/C      | 12.1 |
| AOR      | 12.9 |
| BBnd     | 4.3  |
| Blk/Urbn | 10.7 |
| BM/Easy  | 5.2  |
| CHR      | 9.7  |
| Ctry     | 11.3 |
| Gold     | 1.3  |
| N/T      | 21.7 |

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# SALT LAKE CITY-OGDEN #44

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|-------------------------------------|----------------------|---------|--------------------|
| 10.8       | 10.5     | 10.1       | 1                     | <b>KSFI</b><br>100.3    | B/EZ   | 3         | 14         | 10         | 4          | 1          | 12/88                               | BLAIR                |         | 7.6                |
| 7.2        | 6.4      | 9.5        | 2                     | <b>KCPX</b><br>98.7     | CHR    | 2         | 1          | 2          | 2          | 8          | 13/82                               | KATZ                 |         | 9.0                |
| 8.9        | 7.1      | 9.4        | 3                     | <b>KRSP-FM</b><br>103.5 | AOR    | 4         | 2          | 1          | 1          | 6          | 11/97                               | SELCOM               |         | 12.3               |
| 8.5        | 9.3      | 7.2        | 4                     | <b>KSL</b><br>1160      | A/C    | 1         | 24         | 7          | 5          | 2          | 19/56                               | TORBET               | CBS     | 7.4                |
| 5.7        | 6.3      | 6.8        | 5                     | <b>KLCY</b><br>94.1     | A/C    | 5         | 10         | 3          | 3          | 3          | 13/83                               | EASTMAN              | US-1    | 5.4                |
| 5.3        | 4.5      | 4.7        | 6                     | <b>KALL</b><br>910      | A/C    | 7         | 27         | 6          | 7          | 4          | 16/69                               | EASTMAN              | ABC-I   | 4.7                |
| --         | 3.9      | 4.2        | 7                     | <b>KLTQ-FM</b><br>93.3  | A/C    | 6         | 13         | 4          | 6          | 7          | 18/60                               | REPUBLIC             |         | 3.9                |
| 4.3        | 5.6      | 3.9        | 8                     | <b>KLUB</b><br>570      | B/EZ   | 9         | 17         | 27         | 21         | 14         | 15/71                               | MCGAVREN             | NBC     | 3.1                |
| 3.9        | 2.6      | 3.4        | 9                     | <b>KBUG</b><br>1320     | A/C    | 10        | 22         | 5          | 8          | 5          | 17/64                               | KATZ                 |         | 3.3                |
| 4.1        | 3.4      | 3.4        | 9                     | <b>KKAT</b><br>101.9    | CTRY   | 15        | 6          | 11         | 9          | 10         | 15/72                               | W&P                  |         | 5.4                |
| 3.7        | 3.6      | 3.3        | 11                    | <b>KISN</b><br>97.1     | CHR    | 8         | 4          | 8          | 11         | 18         | 22/48                               | MCGAVREN             | CBS-R   | 2.2                |
| 4.1        | 5.6      | 3.3        | 11                    | <b>KSOP-FM</b><br>104.3 | CTRY   | 14        | 8          | 12         | 10         | 9          | 16/68                               | MMR                  |         | 5.6                |
| 3.2        | 2.6      | 2.6        | 13                    | <b>KDAB</b><br>101.1    | A/C    | 11        | 11         | 9          | 12         | 12         | 21/52                               | TORBET               |         | 3.6                |
| 2.9        | 3.2      | 2.5        | 14                    | <b>KZAN</b><br>97.9     | CTRY   | 16        | 9          | 16         | 13         | 11         | 19/58                               | CHRISTAL             |         | 2.4                |
| 2.2        | 1.7      | 2.5        | 14                    | <b>KLRZ</b><br>94.9     | CHR    | 13        | 3          | 13         | 14         | 19         | 21/51                               | CHRISTAL             |         | 3.9                |
| 1.2        | 2.5      | 1.9        | 16                    | <b>KCGL</b><br>105.5    | AOR    | 19        | 5          | 14         | 15         | 24         | 15/73                               | SCHWARTZ             |         | 2.6                |
| 1.6        | 1.3      | 1.9        | 16                    | <b>KDYL</b><br>1280     | NEWS   | 17        | 18         | 22         | 23         | 21         | 23/46                               | BLAIR                | AP      | 2.0                |
| 1.2        | 1.8      | 1.7        | 18                    | <b>KSOP</b><br>1370     | CTRY   | 20        | 25         | 18         | 17         | 16         | 14/78                               | MMR                  |         | .4                 |
| 2.9        | 2.3      | 1.5        | 19                    | <b>KFMY</b><br>96.1     | CHR    | 12        | 7          | 15         | 16         | 22         | 36/30                               | MASLA                |         | 2.0                |
| 0.7        | 0.5      | 1.5        | 19                    | <b>KANN</b><br>1090     | REL    | 29        | 29         | 25         | 22         | 13         | 5/235                               |                      |         | 1.2                |
| 1.8        | 1.1      | 1.4        | 21                    | <b>KZJO</b><br>630      | TALK   | 21        | 19         | 28         | 27         | 23         | 15/70                               |                      | ABC-T   | 2.0                |
| 0.7        | 1.4      | 1.3        | 22                    | <b>KRGO</b><br>1550     | CTRY   | 23        | 20         | 19         | 19         | 15         | 12/93                               | CHRISTAL             | ABC-E   | .8                 |
| 2.5        | 2.1      | 1.0        | 23                    | <b>KRSP</b><br>1060     | CHR    | 18        | 12         | 17         | 20         | 26         | 32/34                               | SELCOM               |         | .6                 |

Continued on Page 148

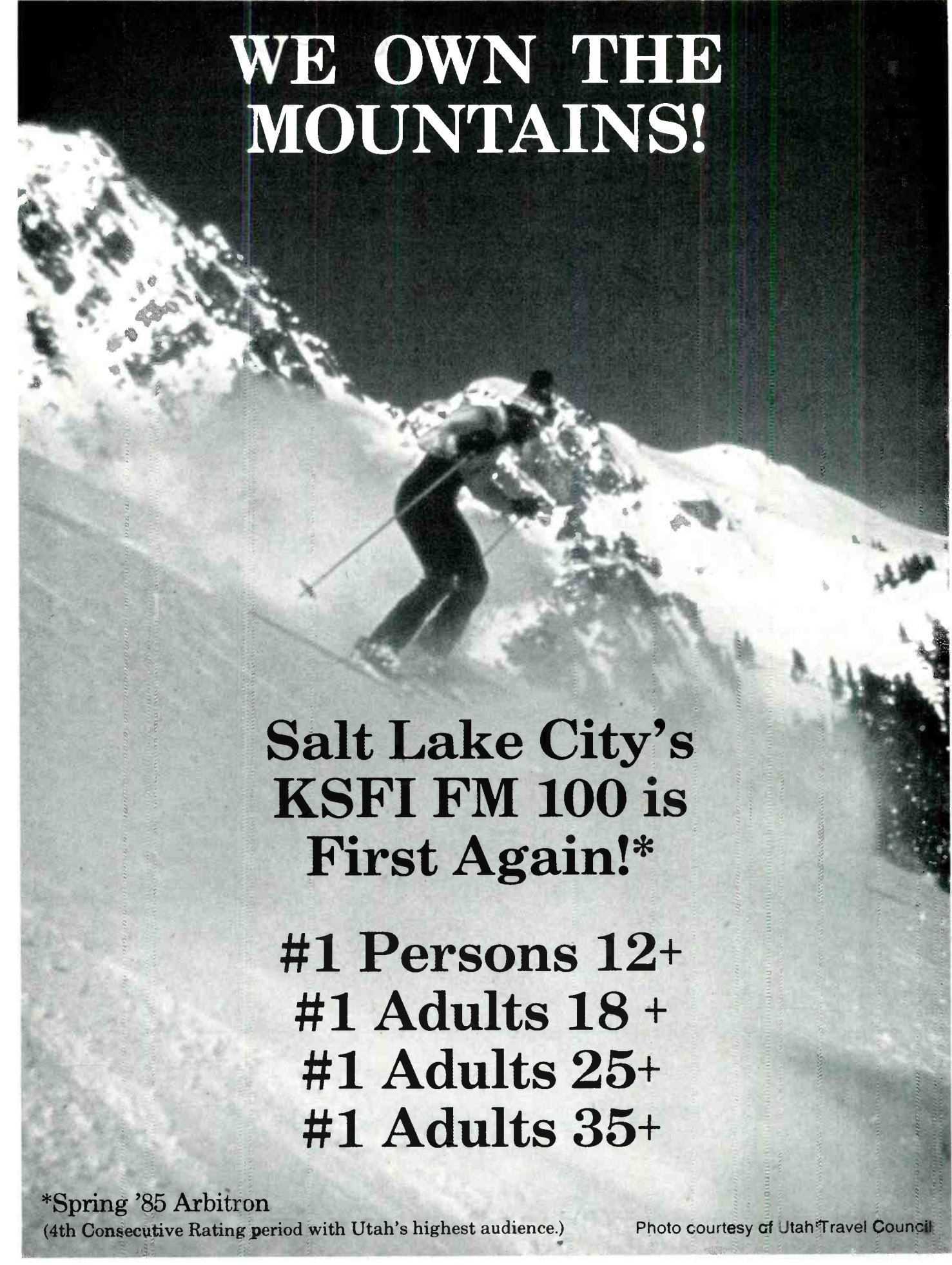
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#1 Adults 35+**

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Photo courtesy of Utah Travel Council

# RIVERSIDE-SAN BERNARDINO #39

Continued from Page 142

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
| 1 KGGI           | 1 KIIS-FM      | 1 KGGI       | 1 KGGI         | 1 KRTH       | 1 KGGI         | A/C 19.4     |
| 2 KLOS           | 2 KGGI         | 2 KIIS-FM    | 2 KIIS-FM      | 2 KGGI       | 2 KIIS-FM      | AOR 12.7     |
| 3 KIIS-FM        | 3 KRTH         | 3 KLOS       | 3 KOST         | 3 KIIS-FM    | 3 KFI          | BBnd 5.4     |
| 4 KMET           | 4 KOST         | 4 KRTH       | 4 KFI          | 4 KFI        | 4 KRTH         | BM/Easy 11.5 |
| 5 KRTH           | 5 KFI          | 5 KMET       | 5 KRTH         | 5 KMET       | 5 KDUO         | CHR 10.3     |
| 6 KROQ           | 6 KLOS         | 6 KFI        | 6 KDUO         | 6 KOST       | 6 KOST         | Ctry 5.0     |
| 7 KFI            | 7 KOLA         | 7 KOST       | 7 KBIG         | 7 KLOS       | 7 KBIG         | Gold 4.3     |
| 8 KOLA           | 8 KKHR         | 8 KROQ       | 8 KKHR         | 8 KOLA       | 8 KNSE         | N/T 5.0      |
| 9 KCAL-FM        | 9 KDUO         | 9 KCAL-FM    | 9 KLOS         | 9 KCAL-FM    | 9 KFXM         | Rel 1.1      |
| 10 KOST          | 10 KMET        | 10 KOLA      | 10 KMET        | 10 KWDJ      | 10 KCAL        | Span 3.9     |

# SALT LAKE CITY-OGDEN #44

Continued from Page 146

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
| 1 KRSP-FM        | 1 KLCY         | 1 KRSP-FM    | 1 KLCY         | 1 KSFI       | 1 KSFI         | A/C 28.9     |
| 2 KCPX           | 2 KCPX         | 2 KCPX       | 2 KSFI         | 2 KRSP-FM    | 2 KLCY         | AOR 11.3     |
| 3 KLCY           | 3 KRSP-FM      | 3 KSFI       | 3 KCPX         | 3 KALL       | 3 KSL          | BM/Easy 14.0 |
| 4 KLTQ-FM        | 4 KSL          | 4 KLCY       | 4 KRSP-FM      | 4 KSL        | 4 KLTQ-FM      | CHR 16.8     |
| 5 KALL           | 5 KLTQ-FM      | 5 KALL       | 5 KSL          | 5 KLCY       | 5 KBUG         | Ctry 10.9    |
| 6 KBUG           | 6 KSFI         | 6 KSL        | 6 KLTQ-FM      | 6 KBUG       | 6 KCPX         | N/T 1.9      |
| 7 KDAB           | 7 KBUG         | 7 KLTQ-FM    | 7 KBUG         | 7 KLTQ-FM    | 7 KALL         |              |
| 8 KISN           | 8 KISN         | 8 KBUG       | 8 KKAT         | 8 KCPX       | 8 KSOP-FM      |              |
| 9 KKAT           | 9 KDAB         | 9 KKAT       | 9 KALL         | 9 KKAT       | 9 KKAT         |              |
| 10 KSOP-FM       | 10 KALL        | 10 KSOP-FM   | 10 KISN        | 10 KSOP-FM   | 10 KZAN        |              |

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# SAN ANTONIO #37

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 9.5        | 8.2      | 9.6        | 1                     | <b>KTFM</b><br>102.7    | CHR    | 1         | 1          | 1          | 1          | 1          | 14/80                              | BLAIR                |         |
| 8.5        | 8.4      | 8.5        | 2                     | <b>KQXT</b><br>101.9    | B/EZ   | 2         | 15         | 10         | 4          | 2          | 11/102                             | KATZ                 |         |
| 6.3        | 7.1      | 7.0        | 3                     | <b>KISS</b><br>99.5     | AOR    | 3         | 2          | 2          | 3          | 12         | 12/88                              | KATZ                 | NBC-S   |
| 7.3        | 6.3      | 5.8        | 4                     | <b>KKYX</b><br>680      | CTRY   | 12        | 21         | 15         | 10         | 9          | 10/108                             | CHRISTAL             | ABC-D   |
| 0.5        | --       | 5.3        | 5                     | <b>KSMG</b><br>105.3    | A/C    | 10        | 9          | 3          | 2          | 3          | 12/89                              | SELCOM               |         |
| 7.3        | 6.3      | 5.2        | 6                     | <b>KAJA</b><br>97.3     | CTRY   | 6         | 14         | 5          | 5          | 5          | 15/75                              | CBS-FM               |         |
| 5.5        | 6.0      | 5.0        | 7                     | <b>KCOR</b><br>1350     | SPAN   | 15        | 13         | 18         | 15         | 10         | 8/130                              | KATZ                 |         |
| 4.5        | 5.8      | 4.8        | 8                     | <b>KBUC-FM</b><br>107.5 | CTRY   | 11        | 12         | 13         | 8          | 6          | 12/87                              | EASTMAN              |         |
| 5.2        | 6.4      | 4.6        | 9                     | <b>KLLS</b><br>100.3    | A/C    | 8         | 7          | 4          | 6          | 7          | 15/72                              | CHRISTAL             | MBS     |
| 4.5        | 5.0      | 4.5        | 10                    | <b>WOAI</b><br>1200     | N/T    | 9         | 16         | 21         | 20         | 13         | 15/73                              | CBS SPOT             | CBS     |
| 6.1        | 4.8      | 4.4        | 11                    | <b>KTSA</b><br>550      | A/C    | 4         | 11         | 9          | 9          | 8          | 18/59                              | BLAIR                |         |
| 3.1        | 2.7      | 4.4        | 11                    | <b>KONO</b><br>860      | A/C    | 14        | 8          | 11         | 7          | 4          | 12/92                              | MMR                  | ABC-C   |
| 1.9        | 3.3      | 4.4        | 11                    | <b>KEDA</b><br>1540     | SPAN   | 16        | 19         | 19         | 14         | 11         | 9/116                              | SELCOM               |         |
| 5.3        | 4.6      | 4.3        | 14                    | <b>KITY</b><br>92.9     | CHR    | 5         | 3          | 8          | 11         | 14         | 18/59                              | MMR                  | ABC-F   |
| 7.6        | 6.4      | 3.2        | 15                    | <b>KXZL</b><br>104.5    | AOR    | 7         | 4          | 7          | 13         | 18         | 23/47                              | TORBET               |         |
| 2.3        | 2.4      | 3.1        | 16                    | <b>KSAQ</b><br>96.1     | CHR    | 13        | 5          | 6          | 12         | 20         | 17/64                              | HNWH                 | MBS     |
| --         | 1.8      | 2.2        | 17                    | <b>KSJL</b><br>760      | CHR    | 17        | 6          | 14         | 17         | 19         | 15/72                              | W&P                  | UPI     |
| 2.6        | 2.3      | 2.2        | 17                    | <b>KAPE</b><br>1480     | B/U    | 20        | 17         | 16         | 18         | 15         | 8/134                              | MASLA                | CBS     |
| 0.8        | 1.4      | 2.1        | 19                    | <b>KSLR</b><br>630      | REL    | 19        | 18         | 17         | 19         | 17         | 9/116                              |                      |         |
| 0.7        | 1.1      | 1.7        | 20                    | <b>KESI</b><br>106.7    | A/C    | 18        | 10         | 12         | 16         | 16         | 17/64                              | MASLA                | CBS     |
| 1.6        | 1.7      | 1.0        | 21                    | <b>KBUC</b><br>1310     | CTRY   | 21        | 22         | 25         | 22         | 21         | 18/60                              | EASTMAN              |         |
| 1.6        | 0.6      | 1.0        | 21                    | <b>KWED</b><br>1580     | CTRY   | 23        | 25         | 20         | 21         | 23         | 10/105                             |                      | MBS     |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KISS       | 1 KTFM         | 1 KISS       | 1 KTFM         | 1 KTFM       | 1 KTFM         |
| 2 KTFM       | 2 KSMG         | 2 KTFM       | 2 KSMG         | 2 KQXT       | 2 KQXT         |
| 3 KSMG       | 3 KLLS         | 3 KSMG       | 3 KLLS         | 3 KSMG       | 3 KLLS         |
| 4 KXZL       | 4 KITY         | 4 KQXT       | 4 KQXT         | 4 KAJA       | 4 KONO         |
| 5 KLLS       | 5 KISS         | 5 KAJA       | 5 KAJA         | 5 KBUC-FM    | 5 KSMG         |
| 6 KAJA       | 6 KAJA         | 6 KBUC-FM    | 6 KITY         | 6 KONO       | 6 KAJA         |
| 7 KQXT       | 7 KONO         | 7 KONO       | 7 KONO         | 7 KTSA       | 7 KEDA         |
| 8 KBUC-FM    | 8 KSAQ         | 8 KTSA       | 8 KISS         | 8 KISS       | 8 KTSA         |
| 9 KSAQ       | 9 KXZL         | 9 KXZL       | 9 KEDA         | 9 KKYX       | 9 KBUC-FM      |
| 10 KTSA      | 10 KSJL        | 10 KLLS      | 10 KTSA        | 10 KLLS      | 10 KCOR        |

|          |      |
|----------|------|
| A/C      | 18.7 |
| AOR      | 10.2 |
| Blk/Urbn | 2.2  |
| BM/Easy  | 8.5  |
| CHR      | 19.2 |
| Ctry     | 15.8 |
| N/T      | 4.5  |
| Rel      | 2.1  |
| Span     | 9.4  |

# SAN DIEGO #20

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 8.0        | 9.4        | 7.1      | 5.5        | 9.2        | 1                     | KFMB<br>76.0     | A/C    | 1         | 11         | 7          | 4          | 1          | 14/76                           | MCGAVREN             |         |
| 7.6        | 9.2        | 8.9      | 6.9        | 8.6        | 2                     | KGB<br>101.5     | AOR    | 4         | 3          | 1          | 1          | 6          | 11/102                          | KATZ                 |         |
| 8.4        | 9.2        | 8.0      | 9.7        | 7.8        | 3                     | KJQY<br>103.7    | B/EZ   | 5         | 15         | 19         | 8          | 3          | 11/97                           | BLAIR/RAR            |         |
| 4.2        | 6.2        | 5.3      | 6.5        | 6.2        | 4                     | KFMB-FM<br>100.7 | A/C    | 2         | 5          | 3          | 2          | 2          | 17/62                           | MCGAVREN             |         |
| 4.1        | 4.4        | 4.8      | 4.2        | 6.1        | 5                     | XTRA-FM<br>91.1  | AOR    | 6         | 4          | 2          | 3          | 14         | 13/84                           | MMR                  |         |
| 4.6        | 5.8        | 4.5      | 5.4        | 5.5        | 6                     | KSDO<br>113.0    | N/T    | 7         | 28         | 18         | 14         | 7          | 13/85                           | HNWH                 | ABC-F   |
| 6.5        | 5.0        | 5.7      | 6.1        | 5.4        | 7                     | KSDO-FM<br>102.9 | CHR    | 3         | 1          | 4          | 5          | 11         | 18/62                           | HNWH                 |         |
| 3.5        | 2.5        | 2.9      | 5.3        | 4.0        | 8                     | KLZZ-FM<br>106.5 | A/C    | 8         | 6          | 5          | 7          | 5          | 13/82                           | EASTMAN              |         |
| 5.5        | 4.4        | 4.1      | 4.8        | 4.0        | 8                     | XHRM<br>92.5     | B/U    | 9         | 2          | 8          | 9          | 15         | 13/82                           | W&P                  | SHRDN   |
| 2.7        | 2.7        | 3.6      | 3.6        | 3.7        | 10                    | KIFM<br>98.1     | A/C    | 10        | 20         | 6          | 6          | 4          | 14/77                           | CBS-FM               | CBS-R   |
| 2.6        | 1.8        | 2.6      | 2.7        | 3.6        | 11                    | KFSD<br>94.1     | CLAS   | 17        | 23         | 14         | 15         | 10         | 10/108                          | CHRISTAL             |         |
| 4.0        | 2.5        | 3.3      | 4.1        | 3.2        | 12                    | KPQP<br>136.0    | BBND   | 14        | 22         | 31         | 22         | 19         | 13/85                           | KATZ                 | ABC-E   |
| 3.1        | 2.3        | 2.3      | 3.0        | 2.8        | 13                    | KSON-FM<br>97.3  | CTRY   | 13        | 19         | 12         | 12         | 8          | 15/72                           | BLAIR                | MBS     |
| 2.9        | 3.5        | 2.7      | 2.5        | 2.7        | 14                    | XTRA<br>69.0     | GOLD   | 12        | 12         | 10         | 10         | 9          | 17/62                           | MMR                  |         |
| 2.9        | 3.0        | 2.4      | 2.6        | 2.3        | 15                    | KBZT<br>94.9     | A/C    | 11        | 13         | 9          | 11         | 12         | 22/50                           | CHRISTAL             |         |
| 3.6        | 3.7        | 3.5      | 3.1        | 2.2        | 16                    | KYXY<br>96.5     | A/C    | 15        | 14         | 15         | 13         | 13         | 19/58                           | TORBET               |         |
| 2.4        | 2.7        | 1.7      | 1.6        | 2.1        | 17                    | KMLO<br>100.0    | BBND   | 23        | 24         | 25         | 26         | 24         | 11/99                           |                      |         |
| 2.0        | 1.5        | 2.6      | 2.1        | 1.7        | 18                    | KCBQ-FM<br>105.3 | CTRY   | 20        | 21         | 13         | 16         | 16         | 15/70                           | REPUBLIC             |         |
| --         | --         | --       | --         | 1.7        | 18                    | XHIT<br>90.3     | CHR    | 16        | 7          | 11         | 17         | 20         | 22/49                           | MASLA                |         |
| 1.6        | 1.2        | 1.8      | 1.8        | 1.6        | 20                    | KNX<br>107.0     | NEWS   | 18        | 26         | 26         | 25         | 25         | 22/49                           | CBS-FM               | CBS     |
| 2.5        | 1.2        | 1.9      | 1.3        | 1.4        | 21                    | KCBQ<br>117.0    | CTRY   | 19        | 16         | 24         | 19         | 17         | 20/55                           | REPUBLIC             |         |
| 2.3        | 1.8        | 1.7      | 1.2        | 1.3        | 22                    | KEZL-FM<br>102.1 | A/C    | 25        | 30         | 16         | 18         | 18         | 16/70                           | SELCOM               | ABC-D   |
| 1.1        | 0.7        | 1.0      | 1.3        | 1.0        | 23                    | KFI<br>64.0      | A/C    | 22        | 10         | 20         | 20         | 21         | 25/43                           | CHRISTAL             | ABC-E   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 KGB        | 1 KFMB-FM      | 1 KGB        | 1 KFMB-FM      | 1 KFMB       | 1 KFMB-FM      | A/C 29.9     |
| 2 XTRA-FM    | 2 KIFM         | 2 XTRA-FM    | 2 KFMB         | 2 KGB        | 2 KJQY         | AOR 14.7     |
| 3 KFMB-FM    | 3 KSDO-FM      | 3 KFMB       | 3 KLZZ         | 3 KFMB-FM    | 3 KFMB         | BBnd 5.3     |
| 4 KFMB       | 4 KGB          | 4 KFMB-FM    | 4 KIFM         | 4 KIFM       | 4 KIFM         | Blk/Urbn 4.0 |
| 5 KSDO-FM    | 5 XTRA-FM      | 5 KSDO-FM    | 5 KSDO-FM      | 5 KSDO       | 5 KLZZ         | BM/Easy 7.8  |
| 6 KLZZ       | 6 KLZZ         | 6 KIFM       | 6 KJQY         | 6 XTRA       | 6 KBZT         | CHR 7.1      |
| 7 XHRM       | 7 KBZT         | 7 KLZZ       | 7 KGB          | 7 KJQY       | 7 KSON-FM      | Clas 3.6     |
| 8 KIFM       | 8 XHRM         | 8 XTRA       | 8 XTRA-FM      | 8 KLZZ       | 8 KSDO         | Ctry 5.9     |
| 9 XTRA       | 9 KFMB         | 9 XHRM       | 9 XHRM         | 9 XTRA-FM    | 9 KYXY         | Gold 2.7     |
| 10 KCBQ-FM   | 10 XHIT        | 10 KJQY      | 10 KBZT        | 10 KSON-FM   | 10 KFSD        | N/T 7.1      |

# SAN FRANCISCO #4

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                  | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|---------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 8.7        | 7.4        | 9.0      | 8.8        | 8.2        | 1                     | KGO<br>810                | N/T    | 1         | 23         | 10         | 3          | 1          | 13/84                            | BLAIR                | ABC-I   |
| 4.3        | 4.4        | 5.3      | 5.3        | 5.2        | 2                     | KCBS<br>740               | N/T    | 2         | 30         | 28         | 16         | 6          | 17/65                            | CBS SPOT             | CBS     |
| 5.1        | 6.1        | 4.0      | 3.4        | 4.4        | 3                     | KSOL<br>107.7             | B/U    | 7         | 1          | 2          | 2          | 10         | 14/78                            | MASLA                | AP      |
| 3.6        | 3.9        | 3.4      | 4.1        | 3.8        | 4                     | KYUU<br>99.7              | A/C    | 3         | 8          | 1          | 1          | 2          | 17/64                            | MCGAVREN             |         |
| 3.0        | 3.5        | 3.0      | 3.3        | 3.5        | 5                     | KABL-FM<br>98.1           | B/EZ   | 11        | 21         | 38         | 20         | 11         | 13/83                            | CHRISTAL             |         |
| 4.0        | 3.3        | 2.9      | 2.8        | 3.4        | 6                     | KNBR<br>680               | MISC   | 5         | 22         | 16         | 8          | 7          | 18/59                            | MCGAVREN             | NBC     |
| 2.8        | 3.0        | 2.8      | 3.5        | 3.3        | 7                     | KIOI<br>101.3             | A/C    | 6         | 13         | 4          | 4          | 4          | 19/57                            | MMR                  |         |
| 3.0        | 3.5        | 1.9      | 3.2        | 3.2        | 8                     | KSAN<br>94.9              | CTRY   | 10        | 18         | 13         | 7          | 3          | 14/75                            | KATZ                 |         |
| 2.6        | 2.6        | 2.8      | 2.0        | 3.1        | 9                     | KABL<br>960               | B/EZ   | 19        | 38         | 36         | 21         | 13         | 12/94                            | CHRISTAL             |         |
| 2.8        | 2.5        | 2.3      | 2.5        | 2.8        | 10                    | KNEW<br>910               | CTRY   | 17        | 15         | 22         | 17         | 12         | 13/82                            | KATZ                 |         |
| 3.0        | 2.6        | 2.7      | 1.8        | 2.8        | 10                    | KOIT-FM<br>96.5           | B/EZ   | 16        | 31         | 18         | 12         | 9          | 14/78                            | TORBET               |         |
| 1.4        | 1.6        | 2.2      | 2.5        | 2.7        | 12                    | KMEL<br>106.1             | CHR    | 4         | 2          | 9          | 14         | 26         | 23/46                            | CHRISTAL             |         |
| 2.1        | 1.9        | 2.6      | 2.7        | 2.7        | 12                    | KFOG<br>104.5             | AOR    | 14        | 20         | 3          | 5          | 5          | 15/74                            | SELCOM               | NBC-S   |
| 2.3        | 2.7        | 2.5      | 2.6        | 2.7        | 12                    | KBLX<br>102.9             | B/U    | 15        | 24         | 5          | 6          | 8          | 15/73                            | HNWH                 | SHRDN   |
| 2.4        | 3.1        | 2.0      | 2.4        | 2.5        | 15                    | KITS<br>105.3             | CHR    | 8         | 3          | 12         | 15         | 23         | 23/47                            | REPUBLIC             |         |
| 3.0        | 2.7        | 2.4      | 1.8        | 2.1        | 16                    | KSFO<br>560               | A/C    | 12        | 29         | 29         | 24         | 15         | 20/54                            | EASTMAN              | US 2    |
| 2.8        | 1.8        | 2.2      | 2.7        | 2.1        | 16                    | KRQR<br>97.3              | AOR    | 20        | 7          | 6          | 9          | 20         | 16/67                            | CBS-FM               | CBS     |
| 1.4        | 1.6        | 1.7      | 1.7        | 2.0        | 18                    | KQAK<br>98.9              | AOR    | 21        | 6          | 7          | 11         | 21         | 16/67                            | W&P                  |         |
| 2.6        | 2.3        | 2.4      | 2.1        | 2.0        | 18                    | KBAY<br>100.3             | B/EZ   | 23        | 27         | 34         | 29         | 17         | 14/76                            | MMR                  |         |
| 3.4        | 2.6        | 2.7      | 3.1        | 1.9        | 20                    | KFRC<br>610               | CHR    | 9         | 5          | 15         | 18         | 19         | 29/37                            | REPUBLIC             | US 1    |
| 2.2        | 2.8        | 1.9      | 2.3        | 1.9        | 20                    | KLOK-FM<br>103.7          | A/C    | 13        | 11         | 11         | 10         | 14         | 22/49                            | W&P                  |         |
| 2.0        | 1.8        | 2.2      | 1.8        | 1.9        | 20                    | KKHI-AM & FM<br>95.7 1550 | CLAS   | 18        | 35         | 30         | 30         | 18         | 18/61                            | HNWH                 |         |
| 2.0        | 1.5        | 1.7      | 1.8        | 1.8        | 23                    | KOME<br>98.5              | AOR    | 24        | 9          | 8          | 13         | 28         | 16/69                            | TORBET               | ABC-R   |

Continued on Page 152

THE BAY AREA'S #1 MUSIC STATION

# KSOL 107.7 MORE MUSIC

\*Source: San Francisco Arbitron Spring '85 12+ Average Quarter Hour M.S.A.  
Monday-Sunday 6am-12 midnight

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# SAN FRANCISCO #4

Continued from Page 151

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ ADH | STATIONS                   | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK |
|------------|------------|----------|------------|------------|-----------------------|----------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|
| 1.2        | 1.2        | 2.0      | 2.0        | 1.8        | 23                    | KDFC-AM & FM<br>1220 102.1 | CLAS   | 23        | 51         | 26         | 22         | 16         | 17/63                            | CMBS                  |         |
| 1.8        | 2.3        | 1.9      | 1.7        | 1.7        | 25                    | KWSS<br>94.5               | CHR    | 21        | 4          | 14         | 19         | 32         | 18/59                            | MCGAVREN              |         |
| 0.4        | 0.4        | --       | 0.8        | 1.1        | 26                    | KRE<br>1400                | B/U    | 33        | 12         | 21         | 31         | 30         | 13/81                            | HNWH                  | SHRDN   |
| 1.3        | 1.2        | 1.0      | 1.2        | 1.1        | 26                    | KLOK<br>1170               | A/C    | 25        | 17         | 23         | 25         | 25         | 24/45                            | W&P                   |         |
| 0.8        | 1.2        | 1.3      | 1.0        | 1.1        | 26                    | KARA<br>105.7              | A/C    | 28        | 32         | 19         | 23         | 24         | 18/60                            | SELCOM                |         |
| 1.1        | 1.1        | 1.5      | 1.0        | 1.1        | 26                    | KJAZZ<br>92.7              | JAZZ   | 30        | 41         | 25         | 27         | 23         | 16/68                            | ROSLIN                |         |
| 0.9        | 1.1        | 1.8      | 1.3        | 1.0        | 30                    | KYA<br>93.3                | GOLD   | 31        | 28         | 20         | 26         | 27         | 17/63                            | EASTMAN               | AP      |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 KFOG       | 1 KIOI         | 1 KFOG       | 1 KIOI         | 1 KGO        | 1 KGO          | A/C 11.4     |
| 2 KRQR       | 2 KYUU         | 2 KGO        | 2 KYUU         | 2 KFOG       | 2 KIOI         | AOR 6.8      |
| 3 KSOL       | 3 KSOL         | 3 KYUU       | 3 KSOL         | 3 KSAN       | 3 KYUU         | Blk/Urbn 8.2 |
| 4 KYUU       | 4 KLOK-FM      | 4 KSOL       | 4 KGO          | 4 KYUU       | 4 KOIT-FM      | BM/Easy 11.4 |
| 5 KQAK       | 5 KMEL         | 5 KSAN       | 5 KLOK-FM      | 5 KCBS       | 5 KBLX         | CHR 6.9      |
| 6 KBLX       | 6 KBLX         | 6 KRQR       | 6 KBLX         | 6 KNBR       | 6 KABL-FM      | Clas 1.8     |
| 7 KOME       | 7 KFOG         | 7 KBLX       | 7 KOIT-FM      | 7 KBLX       | 7 KSOL         | Ctry 6.0     |
| 8 KIOI       | 8 KGO          | 8 KNBR       | 8 KMEL         | 8 KNEW       | 8 KSAN         | Gold 1.0     |
| 9 KGO        | 9 KITS         | 9 KQAK       | 9 KSAN         | 9 KSOL       | 9 KLOK-FM      | Jazz 1.1     |
| 10 KSAN      | 10 KFRC        | 10 KOME      | 10 KITS        | 10 KIOI      | 10 KCBS        | Misc 3.4     |
|              |                |              |                |              |                | N/T 13.4     |

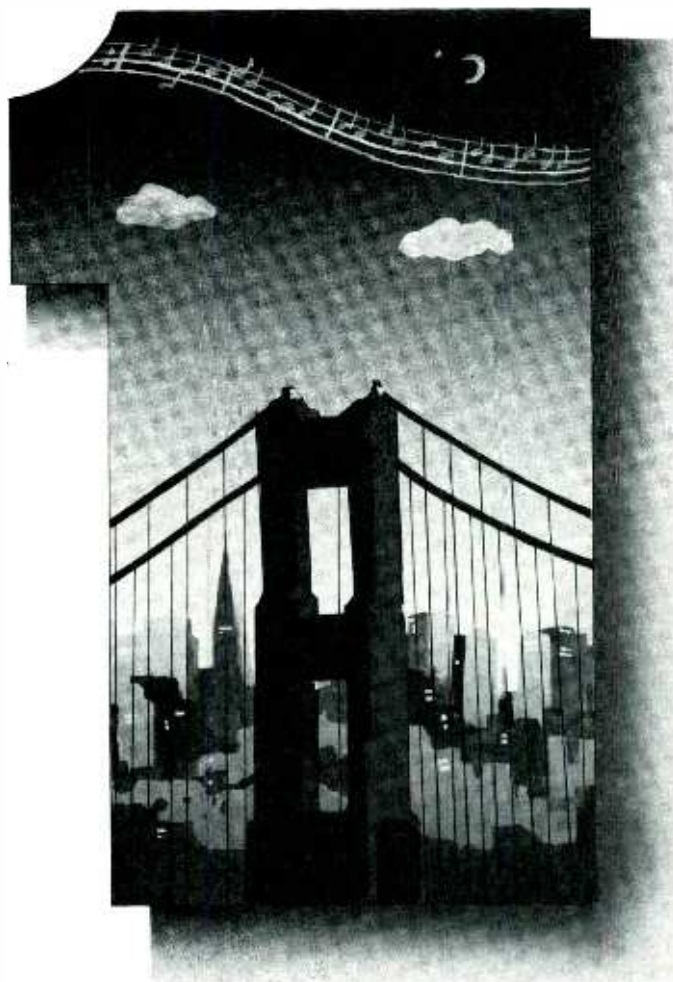
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# KSOL 107.7

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\*Arbitron Spring '85 12+ Average Quarter Hour M.S.A. Mon.-Sun. 6 A.M.-12 midnight

# SAN JOSE #28

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                   | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|----------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 9.2        | 8.2      | 8.5        | 8.8        | 1                     | KGO<br>810                 | N/T    | 1         | 18         | 12         | 2          | 1          | 12/89                           | BLAIR                | ABC-I   |
| 8.0        | 6.3      | 5.4        | 5.6        | 2                     | KBAY<br>100.3              | B/EZ   | 4         | 39         | 16         | 9          | 3          | 14/79                           | MMR                  |         |
| 4.9        | 4.6      | 5.2        | 5.3        | 3                     | KOME<br>98.5               | AOR    | 7         | 3          | 1          | 1          | 9          | 14/78                           | TORBET               | ABC-R   |
| 6.7        | 5.8      | 5.7        | 4.5        | 4                     | KWSS<br>94.5               | CHR    | 2         | 1          | 2          | 6          | 18         | 20/53                           | MCGAVREN             |         |
| 2.4        | 3.7      | 2.5        | 4.3        | 5                     | KIOI<br>101.3              | A/C    | 5         | 12         | 4          | 3          | 2          | 17/62                           | MMR                  |         |
| 3.4        | 4.4      | 3.6        | 4.2        | 6                     | KCBS<br>740                | N/T    | 3         | 22         | 25         | 16         | 8          | 20/55                           | CBS SPOT             | CBS     |
| 3.0        | 3.7      | 4.4        | 4.1        | 7                     | KYUU<br>99.7               | A/C    | 6         | 5          | 3          | 5          | 7          | 18/61                           | MCGAVREN             |         |
| 2.8        | 4.0      | 2.9        | 3.9        | 8                     | KARA<br>105.7              | A/C    | 9         | 14         | 5          | 4          | 4          | 17/62                           | SELCOM               |         |
| 4.1        | 3.8      | 3.5        | 3.7        | 9                     | KSOL<br>107.7              | B/U    | 10        | 2          | 7          | 11         | 19         | 17/65                           | MASLA                | AP      |
| 3.8        | 2.0      | 3.7        | 3.6        | 10                    | KSAN<br>94.9               | CTRY   | 13        | 19         | 11         | 8          | 6          | 15/73                           | KATZ                 |         |
| 3.4        | 2.2      | 3.4        | 3.4        | 11                    | KLOK<br>1170               | A/C    | 12        | 10         | 10         | 7          | 5          | 18/60                           | W&P                  |         |
| 2.6        | 1.5      | 2.0        | 3.0        | 12                    | KNBR<br>680                | MISC   | 14        | 20         | 19         | 15         | 12         | 17/65                           | MCGAVREN             | NBC     |
| 1.2        | 1.6      | 2.8        | 2.8        | 13                    | KLZE<br>97.7               | B/EZ   | 17        | 41         | 27         | 19         | 10         | 15/74                           | REPUBLIC             |         |
| 3.1        | 1.9      | 4.5        | 2.6        | 14                    | KEZR<br>106.5              | A/C    | 8         | 13         | 6          | 10         | 13         | 27/                             | CHRISTAL             |         |
| 3.7        | 3.1      | 3.2        | 2.6        | 14                    | KLIV<br>1590               | BBND   | 19        | 35         | 37         | 32         | 24         | 15/71                           | SELCOM               |         |
| 4.2        | 3.5      | 2.8        | 2.3        | 16                    | KSJO<br>92.3               | AOR    | 11        | 9          | 9          | 12         | 17         | 27/40                           | HNWH                 |         |
| 3.2        | 2.3      | 4.4        | 2.0        | 17                    | KEEN<br>1370               | CTRY   | 20        | 30         | 26         | 18         | 11         | 17/63                           | MMR                  | UPI     |
| 0.7        | 2.7      | 2.8        | 2.0        | 17                    | KFOG<br>104.5              | AOR    | 21        | 37         | 8          | 13         | 15         | 18/62                           | SELCOM               | NBC-S   |
| 2.7        | 2.8      | 1.0        | 2.0        | 17                    | KOIT-FM<br>96.5            | B/EZ   | 22        | 34         | 28         | 17         | 14         | 18/62                           | TORBET               |         |
| 1.3        | 1.7      | 1.3        | 1.9        | 20                    | KLOK-FM<br>103.7           | A/C    | 15        | 11         | 14         | 14         | 16         | 26/42                           | W&P                  |         |
| 1.3        | 1.2      | 0.7        | 1.8        | 21                    | KNEW<br>910                | CTRY   | 30        | 32         | 31         | 28         | 21         | 10/108                          | KATZ                 |         |
| 1.1        | 2.0      | 1.5        | 1.8        | 21                    | KDFC-AM & FM<br>1220 102.1 | CLAS   | 25        | 39         | 30         | 24         | 18         | 18/60                           | CMBS                 |         |
| 1.3        | 3.4      | 1.6        | 1.7        | 23                    | KNTA<br>1430               | SPAN   | 34        | 29         | 22         | 29         | 23         | 10/114                          | LOTUS                |         |
| --         | --       | 0.6        | 1.7        | 23                    | KAZA<br>1290               | SPAN   | 38        | 42         | 20         | 26         | 26         | 8/143                           | CABALLERO            |         |
| 0.8        | 0.9      | 1.7        | 1.6        | 25                    | KQAK<br>98.9               | AOR    | 28        | 6          | 13         | 21         | 37         | 15/73                           | W&P                  |         |
| 1.6        | 0.9      | 1.2        | 1.5        | 26                    | KITS<br>105.3              | CHR    | 16        | 4          | 18         | 23         | 31         | 31/35                           | REPUBLIC             |         |
| 0.7        | 1.1      | 1.0        | 1.4        | 27                    | KSFO<br>560                | A/C    | 27        | 38         | 34         | 25         | 22         | 18/61                           | EASTMAN              | US-2    |
| 0.7        | 1.8      | 1.6        | 1.3        | 28                    | KBLX<br>102.9              | B/U    | 24        | 25         | 15         | 20         | 20         | 22/49                           | HNWH                 | SHRDN   |
| 0.6        | 0.9      | 1.4        | 1.2        | 29                    | KABL-FM<br>98.1            | B/EZ   | 26        | 24         | 39         | 39         | 27         | 22/50                           | CHRISTAL             |         |

# SEATTLE-TACOMA #17

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER<br>AVG MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.8        | 10.7     | 8.3        | 10.2       | 1          | 1       | KIRO<br>710     | N/T    | 1         | 12         | 8          | 3          | 1          | 15/74                            | CBS SPOT             | CBS     | 8.0                |
| 6.5        | 7.4      | 7.9        | 7.5        | 2          | 2       | KUBE<br>93.3    | CHR    | 2         | 4          | 1          | 1          | 2          | 16/69                            | MMR                  |         | 7.2                |
| 4.7        | 5.4      | 6.5        | 6.1        | 3          | 3       | KISW<br>99.9    | AOR    | 4         | 2          | 2          | 2          | 11         | 12/87                            | MCGAVREN             |         | 8.1                |
| 6.5        | 8.5      | 6.8        | 5.9        | 4          | 4       | KOMO<br>1000    | A/C    | 3         | 13         | 19         | 7          | 5          | 17/64                            | KATZ                 | ABC-I   | 6.0                |
| 4.8        | 4.5      | 4.5        | 5.3        | 5          | 5       | KSEA<br>100.7   | B/EZ   | 7         | 19         | 11         | 5          | 3          | 11/96                            | CBS SPOT             |         | 3.0                |
| 6.2        | 6.6      | 5.9        | 5.0        | 6          | 6       | KBRD<br>103.7   | B/EZ   | 8         | 16         | 20         | 17         | 8          | 11/95                            | MCGAVREN             |         | 4.5                |
| 4.2        | 4.4      | 3.5        | 4.1        | 7          | 7       | KLSY<br>92.5    | A/C    | 9         | 14         | 3          | 4          | 4          | 14/80                            | SELCOM               | CBS-R   | 3.6                |
| 3.0        | 3.1      | 3.7        | 4.0        | 8          | 8       | KMPS-FM<br>94.1 | CTRY   | 15        | 11         | 13         | 8          | 6          | 12/91                            | EASTMAN              |         | 5.1                |
| 4.7        | 4.4      | 4.5        | 3.9        | 9          | 9       | KPLZ<br>101.5   | CHR    | 6         | 1          | 6          | 13         | 23         | 17/64                            | SELCOM               |         | 4.1                |
| 3.9        | 3.3      | 3.5        | 3.8        | 10         | 10      | KNBQ<br>97.3    | CHR    | 5         | 3          | 4          | 6          | 15         | 19/57                            | CHRISTAL             |         | 5.5                |
| 4.6        | 4.6      | 3.8        | 3.5        | 11         | 11      | KIXI<br>880     | BBND   | 12        | 30         | 29         | 23         | 18         | 14/77                            | CHRISTAL             |         | 3.3                |
| 2.9        | 3.1      | 3.8        | 3.4        | 12         | 12      | KING-FM<br>98.1 | CLAS   | 13        | 17         | 16         | 15         | 7          | 15/74                            | BLAIR                |         | 2.6                |
| 3.3        | 2.6      | 3.4        | 3.3        | 13         | 13      | KRPM<br>106.1   | CTRY   | 17        | 25         | 14         | 11         | 9          | 11/100                           | CHRISTAL             |         | 2.6                |
| 2.2        | 1.2      | 1.8        | 3.2        | 14         | 14      | KMPS<br>1300    | CTRY   | 21        | 26         | 27         | 19         | 16         | 10/114                           | EASTMAN              |         | .7                 |
| 3.3        | 3.0      | 3.0        | 2.5        | 15         | 15      | KJR<br>950      | A/C    | 10        | 10         | 9          | 9          | 12         | 22/49                            | EASTMAN              | ABC-D   | 2.9                |
| 3.2        | 2.5      | 2.7        | 2.3        | 16         | 16      | KZOK<br>102.5   | AOR    | 11        | 7          | 5          | 14         | 20         | 23/47                            | HNWH                 |         | 4.3                |
| 3.4        | 3.2      | 2.1        | 2.2        | 17         | 17      | KVI<br>570      | GOLD   | 14        | 22         | 10         | 12         | 10         | 22/49                            | SELCOM               | MBS     | 3.2                |
| 3.2        | 2.2      | 3.3        | 2.2        | 17         | 17      | KEZX<br>98.9    | AOR    | 20        | 21         | 7          | 10         | 13         | 14/77                            | HNWH                 | ABC-E   | 2.6                |
| --         | --       | --         | 2.0        | 19         | 19      | KMGI<br>107.7   | A/C    | 18        | 18         | 12         | 16         | 14         | 18/60                            |                      |         | 2.7                |
| 1.5        | 1.9      | 2.1        | 1.9        | 20         | 20      | KING<br>1090    | NEWS   | 16        | 27         | 26         | 24         | 19         | 21/53                            | BLAIR                | NBC     | 1.5                |
| 2.4        | 2.1      | 2.6        | 1.6        | 21         | 21      | KCMS<br>105.3   | REL    | 22        | 5          | 15         | 18         | 22         | 18/61                            | RADIO SPT            | UPI     | 2.4                |
| 2.1        | 1.3      | 1.6        | 1.6        | 21         | 21      | KIXI-FM<br>95.7 | A/C    | 19        | 29         | 24         | 21         | 17         | 21/52                            | CHRISTAL             |         | 2.5                |
| 0.8        | 1.0      | 0.6        | 1.4        | 23         | 23      | KCIS<br>630     | REL    | 26        | 23         | 28         | 26         | 24         | 14/78                            |                      | AP      | 0.8                |
| 1.6        | 1.8      | 1.2        | 1.2        | 24         | 24      | KKFX<br>1250    | B/U    | 23        | 8          | 17         | 22         | 25         | 22/49                            | ROSLIN               | UPI     | 2.5                |
| 1.0        | 1.2      | 2.5        | 1.2        | 24         | 24      | KQKT<br>96.5    | A/C    | 24        | 15         | 18         | 20         | 21         | 20/55                            | BLAIR/RAR            |         | .7                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | A/C       | 17.3 |
|--------------|----------------|--------------|----------------|--------------|----------------|-----------|------|
| 1 KISW       | 1 KUBE         | 1 KISW       | 1 KUBE         | 1 KIRO       | 1 KIRO         | AOR       | 8.4  |
| 2 KUBE       | 2 KLSY         | 2 KUBE       | 2 KLSY         | 2 KUBE       | 2 KLSY         | BBnd      | 3.5  |
| 3 KZOK       | 3 KISW         | 3 KIRO       | 3 KIRO         | 3 KSEA       | 3 KUBE         | Bik/Urbrn | 1.2  |
| 4 KIRO       | 4 KNBQ         | 4 KZOK       | 4 KISW         | 4 KVI        | 4 KSEA         | BM/Easy   | 10.3 |
| 5 KEZX       | 5 KPLZ         | 5 KVI        | 5 KSEA         | 5 KRPM       | 5 KOMO         | CHR       | 15.2 |
| 6 KNBQ       | 6 KMGI         | 6 KEZX       | 6 KNBQ         | 6 KMPS       | 6 KBRD         | Clas      | 3.4  |
| 7 KLSY       | 7 KSEA         | 7 KJR        | 7 KPLZ         | 7 KOMO       | 7 KMGI         | Ctry      | 10.5 |
| 8 KJR        | 8 KEZX         | 8 KRPM       | 8 KOMO         | 8 KING-FM    | 8 KMPS-FM      | Gold      | 2.2  |
| 9 KVI        | 9 KJR          | 9 KNBQ       | 9 KMGI         | 9 KISW       | 9 KING-FM      | N/T       | 12.1 |
| 10 KMPS-FM   | 10 KCMS        | 10 KSEA      | 10 KMPS-FM     | 10 KJR       | 10 KIXI-FM     | Rel       | 3.0  |

# TAMPA-ST. PETERSBURG #21

| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.5       | 13.3     | 12.9       | 14.5       | 1                     | <b>WWBA</b><br>107.3    | B/EZ   | 2         | 8          | 8          | 6          | 3          | 8/132                            | REPUBLIC             |         |
| 11.2       | 11.2     | 11.5       | 12.4       | 2                     | <b>WRBQ-FM</b><br>104.7 | CHR    | 1         | 1          | 1          | 1          | 1          | 11/95                            | EASTMAN              | ABC-F   |
| 5.2        | 6.8      | 5.9        | 7.0        | 3                     | <b>WIQI</b><br>100.7    | A/C    | 3         | 5          | 3          | 2          | 2          | 12/90                            | MCGAVREN             |         |
| 8.7        | 6.7      | 7.5        | 7.0        | 3                     | <b>WQYK</b><br>99.5     | CTRY   | 5         | 9          | 7          | 5          | 4          | 10/110                           | TORBET               |         |
| 7.5        | 6.7      | 7.8        | 6.7        | 5                     | <b>WYNF</b><br>94.9     | AOR    | 6         | 3          | 2          | 3          | 6          | 10/110                           | KATZ                 | ABC-R   |
| 4.9        | 5.2      | 4.8        | 5.7        | 6                     | <b>WDAE</b><br>1250     | BBND   | 8         | 12         | 20         | 15         | 12         | 9/123                            | MCGAVREN             | ABC-I   |
| 4.8        | 6.5      | 4.3        | 5.3        | 7                     | <b>WSUN</b><br>620      | CTRY   | 7         | 11         | 10         | 7          | 5          | 12/90                            | KATZ                 | ABC-E   |
| 5.6        | 4.3      | 4.3        | 4.9        | 8                     | <b>WZNE</b><br>97.9     | CHR    | 4         | 2          | 4          | 4          | 8          | 16/67                            | CHRISTAL             | NBC-S   |
| 3.2        | 4.0      | 3.8        | 3.4        | 9                     | <b>WFLA</b><br>970      | A/C    | 9         | 17         | 16         | 11         | 9          | 14/76                            | BLAIR                | NBC     |
| 1.8        | 2.1      | 3.8        | 3.1        | 10                    | <b>WGUL</b><br>105.5    | BBND   | 15        | 13         | 19         | 20         | 19         | 9/127                            | MASLA                | MBS     |
| 2.9        | 3.5      | 3.0        | 3.0        | 11                    | <b>WPLP</b><br>570      | TALK   | 12        | 14         | 18         | 16         | 15         | 11/99                            | SELCOM               | CBS     |
| 3.2        | 3.5      | 2.9        | 2.6        | 12                    | <b>WMGG</b><br>95.7     | CHR    | 10        | 6          | 5          | 8          | 7          | 17/62                            | MMR                  |         |
| 3.3        | 3.8      | 3.2        | 2.5        | 13                    | <b>WTMP</b><br>1150     | B/U    | 11        | 4          | 6          | 9          | 11         | 15/73                            | HNWH                 | SHRDN   |
| 3.1        | 0.9      | 1.5        | 1.9        | 14                    | <b>WLFF</b><br>680      | BBND   | 19        | 21         | 21         | 21         | 21         | 7/165                            | CHRISTAL             |         |
| 1.6        | 2.1      | 2.1        | 1.9        | 14                    | <b>WDUV</b><br>103.3    | B/EZ   | 13        | 19         | 15         | 18         | 17         | 17/63                            | MASLA                | MBS     |
| --         | --       | 0.7        | 1.5        | 16                    | <b>WHBO</b><br>1040     | GOLD   | 20        | 20         | 11         | 10         | 10         | 8/130                            |                      | UPI     |
| 2.5        | 2.3      | 1.3        | 1.4        | 17                    | <b>WFLA-FM</b><br>93.3  | A/C    | 14        | 10         | 12         | 14         | 14         | 20/53                            | BLAIR                |         |
| 2.2        | 1.4      | 1.5        | 1.3        | 18                    | <b>WAVE</b><br>102.5    | A/C    | 16        | 18         | 9          | 12         | 13         | 18/61                            | CBS-FM               | CBS-R   |
| --         | 0.7      | 1.3        | 1.2        | 19                    | <b>WXCR</b><br>92.1     | CLAS   | 18        | 15         | 17         | 19         | 16         | 15/70                            | CMBS                 | UPI     |
| 1.7        | 1.2      | 0.9        | 1.1        | 20                    | <b>WRBQ</b><br>1380     | CHR    | 17        | 7          | 13         | 13         | 18         | 20/53                            | EASTMAN              | ABC-F   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WYNF       | 1 WRBQ-FM      | 1 WRBQ-FM    | 1 WRBQ-FM      | 1 WRBQ-FM    | 1 WRBQ         | A/C 13.1     |
| 2 WRBQ-FM    | 2 WIQI         | 2 WYNF       | 2 WIQI         | 2 WIQI       | 2 WIQI         | AOR 6.7      |
| 3 WZNE       | 3 WZNE         | 3 WIQI       | 3 WZNE         | 3 WYNF       | 3 WWBA         | BBnd 10.7    |
| 4 WIQI       | 4 WYNF         | 4 WZNE       | 4 WYNF         | 4 WQYK       | 4 WQYK         | Blk/Urbn 2.5 |
| 5 WMGG       | 5 WMGG         | 5 WWBA       | 5 WQYK         | 5 WSUN       | 5 WSUN         | BM/Easy 16.4 |
| 6 WWBA       | 6 WTMP         | 6 WSUN       | 6 WWBA         | 6 WWBA       | 6 WZNE         | CHR 19.9     |
| 7 WTMP       | 7 WQYK         | 7 WQYK       | 7 WMGG         | 7 WHBO       | 7 WYNF         | Clas 1.2     |
| 8 WAVE       | 8 WRBQ         | 8 WHBO       | 8 WTMP         | 8 WMGG       | 8 WTMP         | Ctry 12.3    |
| 9 WQYK       | 9 WWBA         | 9 WMGG       | 9 WSUN         | 9 WZNE       | 9 WMGG         | Gold 1.5     |
| 10 WHBO      | 10 WAVE        | 10 WTMP      | 10 WRBQ        | 10 WFLA      | 10 WFLA        | N/T 3.0      |

# WASHINGTON #9

| SPRING '84 | SUMMER '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                   | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|------------|----------|------------|------------|-----------------------|----------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 8.0        | 8.5        | 8.2      | 7.2        | 9.0        | 1                     | WGAY<br>99.5               | B/EZ   | 1         | 14         | 11         | 5          | 1          | 11/96                          | MMR                  |         | 5.4                |
| 8.9        | 8.2        | 7.3      | 8.0        | 7.1        | 2                     | WKYS<br>93.9               | B/U    | 6         | 4          | 2          | 1          | 2          | 12/93                          | EASTMAN              | NBC     | 8.6                |
| 4.2        | 5.3        | 5.8      | 5.9        | 6.8        | 3                     | WWDC-FM<br>101.1           | AOR    | 4         | 3          | 1          | 2          | 7          | 13/84                          | CHRISTAL             | US-1    | 9.5                |
| 7.2        | 6.6        | 9.7      | 7.6        | 6.4        | 4                     | WMAL<br>630                | A/C    | 5         | 16         | 20         | 11         | 6          | 13/81                          | MCGAVREN             | ABC-I   | 7.0                |
| 5.7        | 5.6        | 5.3      | 7.3        | 5.7        | 5                     | WRQX<br>107.3              | CHR    | 2         | 2          | 4          | 4          | 9          | 17/65                          | BLAIR                | ABC-C   | 4.6                |
| 7.3        | 7.1        | 6.4      | 6.5        | 5.6        | 6                     | WHUR<br>96.3               | B/U    | 7         | 7          | 3          | 3          | 3          | 15/75                          | W&P                  |         | 8.2                |
| 5.6        | 4.1        | 4.4      | 4.7        | 4.8        | 7                     | WAVA<br>105.1              | CHR    | 3         | 1          | 6          | 8          | 14         | 19/57                          | HNWH                 | ABC-R   | 6.9                |
| 3.7        | 4.1        | 4.3      | 3.6        | 4.6        | 8                     | WMZQ-FM<br>98.7            | CTRY   | 13        | 9          | 10         | 9          | 5          | 13/85                          | CHRISTAL             |         | 4.8                |
| 4.6        | 4.1        | 3.2      | 4.4        | 3.9        | 9                     | WTOP<br>1500               | NEWS   | 8         | 23         | 17         | 16         | 15         | 18/60                          | CBS SPOT             | CBS     | 4.2                |
| 4.6        | 4.7        | 4.6      | 3.5        | 3.9        | 9                     | WLTT<br>94.7               | A/C    | 9         | 10         | 7          | 6          | 4          | 18/61                          | HNWH                 |         | 4.7                |
| 3.3        | 4.6        | 4.1      | 3.4        | 3.8        | 11                    | WCLY & WPGC<br>95.5 1580   | A/C    | 10        | 8          | 5          | 7          | 8          | 17/64                          | TORBET               |         | 3.3                |
| 3.2        | 2.3        | 3.3      | 3.2        | 3.2        | 12                    | WGMS-AM & FM<br>103.5 570  | CLAS   | 14        | 31         | 18         | 14         | 11         | 16/67                          | REPUBLIC             | MBS     | 2.4                |
| 2.2        | 2.6        | 2.8      | 3.2        | 3.1        | 13                    | WASH<br>97.1               | A/C    | 12        | 11         | 8          | 10         | 10         | 19/56                          | KATZ                 | US-1    | 2.7                |
| 3.0        | 2.8        | 2.8      | 2.9        | 3.1        | 13                    | WPKX-FM<br>105.9           | CTRY   | 17        | 19         | 15         | 15         | 12         | 12/88                          | SELCOM               |         | 2.8                |
| 2.7        | 3.7        | 2.8      | 3.3        | 2.8        | 15                    | WDJY<br>100.3              | B/U    | 11        | 5          | 9          | 13         | 17         | 22/50                          | MASLA                | SHRDN   | 3.6                |
| 3.3        | 4.2        | 1.5      | 2.2        | 2.4        | 16                    | WWRC<br>980                | B/EZ   | 15        | 22         | 22         | 21         | 18         | 16/67                          | MMR                  | NBC     | 1.3                |
| 2.6        | 2.5        | 2.1      | 2.2        | 2.0        | 17                    | WXTR-AM & FM<br>104.1 1580 | GOLD   | 18        | 26         | 14         | 12         | 13         | 19/58                          | MASLA                |         | 1.7                |
| 1.7        | 1.9        | 1.1      | 1.0        | 1.7        | 18                    | WYCB<br>1340               | REL    | 21        | 20         | 16         | 17         | 16         | 9/124                          | SAVALLI              | SHRDN   | 1.4                |
| 1.5        | 1.8        | 1.6      | 1.1        | 1.4        | 19                    | WBMW<br>106.7              | CHR    | 16        | 6          | 13         | 19         | 21         | 28/38                          | W&P                  |         | 2.3                |
| 0.8        | 0.9        | 1.0      | 1.3        | 1.3        | 20                    | WWDC<br>1260               | BBND   | 23        | 33         | 35         | 34         | 24         | 11/98                          | CHRISTAL             | US-2    | .6                 |
| 0.6        | 0.8        | 1.0      | 0.7        | 1.2        | 21                    | WTKS<br>102.3              | A/C    | 19        | 25         | 19         | 18         | 19         | 16/66                          | CBS SPOT             |         | .7                 |
| 1.2        | 1.7        | 1.6      | 1.6        | 1.0        | 22                    | WHFS<br>99.1               | AOR    | 20        | 12         | 12         | 20         | 20         | 18/61                          | MASLA                | MBS     | 1.4                |

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## STAR TRAK

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# SAN JOSE #28

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| SPRING '84 | FALL '84 | WINTER '85 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| 2.8        | 1.5      | 1.4        | 1.0        | 30         |         | <b>KFRC</b><br>610   | CHR    | 23        | 17         | 21         | 24         | 32         | 32/34                          | REPUBLIC             | US-1    |
| 1.5        | 0.8      | 1.2        | 1.0        | 30         |         | <b>KHTT</b><br>1500  | CHR    | 25        | 8          | 24         | 27         | 28         | 26/42                          | HNWH                 | AP      |
| --         | 2.8      | 1.1        | 1.0        | 30         |         | <b>KBRG</b><br>104.9 | SPAN   | 35        | 16         | 17         | 22         | 30         | 15/74                          | WALLACE              |         |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 KOME           | 1 KWSS         | 1 KOME       | 1 KIOI         | 1 KGO        | 1 KGO          | A/C          | 18.3 |
| 2 KSJO           | 2 KIOI         | 2 KGO        | 2 KARA         | 2 KIOI       | 2 KBAY         | AOR          | 9.6  |
| 3 KWSS           | 3 KOME         | 3 KIOI       | 3 KGO          | 3 KLOK       | 3 KARA         | BBnd         | 2.6  |
| 4 KYUU           | 4 KYUU         | 4 KYUU       | 4 KYUU         | 4 KSAN       | 4 KIOI         | Bik/Urbn     | 3.7  |
| 5 KFOG           | 5 KARA         | 5 KARA       | 5 KWSS         | 5 KOME       | 5 KYUU         | BM/Easy      | 10.4 |
| 6 KEZR           | 6 KEZR         | 6 KLOK       | 6 KBAY         | 6 KARA       | 6 KLOK         | CHR          | 6.5  |
| 7 KARA           | 7 KSOL         | 7 KSAN       | 7 KOME         | 7 KYUU       | 7 KSAN         | Ctry         | 5.6  |
| 8 KQAK           | 8 KLOK         | 8 KSJO       | 8 KLOK         | 8 KBAY       | 8 KOIT-FM      | Misc         | 3.0  |
| 9 KSOL           | 9 KLOK-FM      | 9 KWSS       | 9 KSAN         | 9 KCBS       | 9 KLOK-FM      | N/T          | 13.0 |
| 10 KGO           | 10 KSAN        | 10 KEZR      | 10 KEZR        | 10 KFOG      | 10 KEEN        | Span         | 1.0  |

# WASHINGTON #9

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| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WWDC-FM        | 1 WKYS         | 1 WWDC-FM    | 1 WKYS         | 1 WWDC-FM    | 1 WGAY         | A/C          | 17.2 |
| 2 WHUR           | 2 WRQX         | 2 WHUR       | 2 WRQX         | 2 WMZQ-FM    | 2 WKYS         | AOR          | 7.8  |
| 3 WKYS           | 3 WLTT         | 3 WKYS       | 3 WHUR         | 3 WHUR       | 3 WHUR         | BBnd         | 1.3  |
| 4 WRQX           | 4 WHUR         | 4 WMZQ-FM    | 4 WGAY         | 4 WLTT       | 4 WLTT         | Bik/Urbn     | 15.5 |
| 5 WCLY           | 5 WAVA         | 5 WRQX       | 5 WLTT         | 5 WKYS       | 5 WRQX         | BM/Easy      | 12.6 |
| 6 WMZQ-FM        | 6 WCLY         | 6 WGAY       | 6 WAVA         | 6 WMAL       | 6 WASH         | CHR          | 11.9 |
| 7 WAVA           | 7 WASH         | 7 WCLY       | 7 WCLY         | 7 WLTT       | 7 WCLY         | Clas         | 3.2  |
| 8 WDJY           | 8 WWDC-FM      | 8 WMAL       | 8 WASH         | 8 WGMS       | 8 WMAL         | Ctry         | 7.7  |
| 9 WASH           | 9 WDJY         | 9 WLTT       | 9 WWDC-FM      | 9 WRQX       | 9 WPKX-FM      | Gold         | 2.0  |
| 10 WLTT          | 10 WGAY        | 10 WAVA      | 10 WPKX-FM     | 10 WCLY      | 10 WAVA        | N/T          | 3.9  |
|                  |                |              |                |              |                | Rel          | 1.7  |

# AKRON #60

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 11.1       | 10.4     | 10.3       | 1                     | <b>WAKR</b><br>1590    | A/C    | 1         | 10         | 11         | 5          | 2          | 14/78                            | MCGAVREN             | MBS     |
| 12.6       | 10.0     | 9.9        | 2                     | <b>WMMS</b><br>100.7   | CHR    | 3         | 3          | 1          | 1          | 1          | 14/77                            | KATZ                 | NBC-S   |
| 10.3       | 10.7     | 9.5        | 3                     | <b>WKDD</b><br>96.5    | CHR    | 2         | 1          | 2          | 2          | 4          | 15/72                            | KATZ                 |         |
| --         | --       | 6.4        | 4                     | <b>WONE-FM</b><br>97.5 | AOR    | 7         | 7          | 3          | 3          | 5          | 10/112                           | MCGAVREN             |         |
| 3.8        | 2.8      | 5.6        | 5                     | <b>WDBN-FM</b><br>94.9 | B/EZ   | 9         | 22         | 22         | 14         | 12         | 10/108                           | MASLA                |         |
| 4.3        | 5.2      | 5.3        | 6                     | <b>WNIR</b><br>100.1   | TALK   | 8         | 5          | 9          | 7          | 8          | 11/103                           | KATZ                 | ABC-E   |
| 5.0        | 5.7      | 5.2        | 7                     | <b>WSLR</b><br>1350    | CTRY   | 10        | 12         | 10         | 9          | 7          | 10/104                           | KATZ                 | ABC-E   |
| 4.3        | 3.2      | 4.7        | 8                     | <b>WLTF</b><br>106.5   | A/C    | 5         | 20         | 4          | 4          | 3          | 16/68                            | CHRISTAL             | AP      |
| 5.0        | 4.4      | 4.2        | 9                     | <b>WGCL</b><br>98.5    | CHR    | 4         | 2          | 7          | 11         | 13         | 20/54                            | MMR                  | ABC-F   |
| 5.8        | 4.8      | 3.4        | 10                    | <b>WMJI</b><br>105.7   | A/C    | 6         | 11         | 5          | 6          | 6          | 20/54                            | EASTMAN              |         |

# ALBUQUERQUE #80

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 14.0       | 16.3     | 16.7       | 1                     | <b>KOB-FM</b><br>93.3  | A/C    | 2         | 3          | 1          | 1          | 1          | 9/118                            | CHRISTAL             |         |
| 7.0        | 13.0     | 14.2       | 2                     | <b>KOB</b><br>770      | A/C    | 1         | 4          | 6          | 3          | 2          | 11/96                            | CHRISTAL             | ABC-I   |
| 10.2       | 6.4      | 10.2       | 3                     | <b>KFMG</b><br>107.9   | AOR    | 3         | 2          | 2          | 2          | 4          | 11/99                            | HNWH                 | ABC-C   |
| 10.5       | 9.2      | 9.5        | 4                     | <b>KNMQ</b><br>100.3   | CHR    | 4         | 1          | 3          | 5          | 6          | 11/95                            | HNWH                 | ABC-C   |
| 6.7        | 8.3      | 6.9        | 5                     | <b>KRST</b><br>92.3    | CTRY   | 6         | 10         | 4          | 4          | 3          | 11/96                            | MCGAVREN             |         |
| 8.1        | 5.9      | 5.6        | 6                     | <b>KKJY</b><br>100.3   | B/EZ   | 5         | 7          | 9          | 7          | 5          | 15/74                            | TORBET               |         |
| 5.2        | 5.7      | 3.8        | 7                     | <b>KRKE-FM</b><br>94.1 | AOR    | 7         | 5          | 5          | 6          | 9          | 19/58                            | KATZ                 | NBC-S   |
| 5.5        | 3.4      | 3.8        | 7                     | <b>KRZY</b><br>1450    | CTRY   | 10        | 12         | 11         | 9          | 7          | 12/87                            | MCGAVREN             |         |
| 3.6        | 3.1      | 3.8        | 7                     | <b>KZIA</b><br>1580    | N/T    | 15        | 19         | 19         | 19         | 16         | 7/151                            | MASLA                | MBS     |
| --         | --       | 3.7        | 10                    | <b>KDEF</b><br>1150    | B/EZ   | 11        | 15         | 17         | 17         | 15         | 10/112                           |                      |         |

# ALLENTOWN-BETHLEHEM-EASTON #58

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 14.3       | 13.9     | 13.5       | 1                     | <b>WFMZ</b><br>100.7    | B/EZ   | 4         | 15         | 9          | 6          | 5          | 8/129                           | TORBET               |         |
| 11.3       | 9.2      | 11.2       | 2                     | <b>WZZO</b><br>95.1     | AOR    | 1         | 2          | 1          | 1          | 2          | 14/80                           | BLAIR                |         |
| 7.2        | 10.8     | 10.0       | 3                     | <b>WQQQ</b><br>99.9     | CHR    | 2         | 1          | 3          | 3          | 4          | 14/80                           | EASTMAN              | ABC-C   |
| 11.5       | 9.7      | 8.5        | 4                     | <b>WLEV</b><br>96.1     | A/C    | 3         | 4          | 2          | 2          | 1          | 15/74                           | KATZ                 |         |
| 6.0        | 6.2      | 6.3        | 5                     | <b>WKAP</b><br>1320     | BBND   | 7         | 12         | 19         | 11         | 8          | 10/105                          | EASTMAN              | ABC-E   |
| 5.7        | 5.2      | 6.2        | 6                     | <b>WAEB</b><br>790      | A/C    | 5         | 5          | 4          | 4          | 3          | 15/74                           | MCGAVREN             | CBS     |
| 7.7        | 8.1      | 6.1        | 7                     | <b>WAEB-FM</b><br>104.1 | A/C    | 6         | 7          | 6          | 5          | 6          | 13/85                           | MCGAVREN             | ABC-I   |
| 6.5        | 3.7      | 5.3        | 8                     | <b>WEST</b><br>1400     | BBND   | 10        | 27         | 29         | 14         | 10         | 9/126                           | KATZ                 | CBS     |
| 3.3        | 3.7      | 3.4        | 9                     | <b>WXKW</b><br>1470     | CTRY   | 9         | 23         | 12         | 7          | 7          | 14/79                           | MMR                  | NBC     |
| 1.5        | 1.6      | 3.0        | 10                    | <b>WEEX</b><br>1230     | CTRY   | 12        | 8          | 11         | 10         | 9          | 13/81                           | EASTMAN              | MBS     |

# AUSTIN #61

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 11.6       | 16.0     | 18.4       | 1                     | <b>KHFI</b><br>98.3    | CHR    | 1         | 1          | 2          | 1          | 3          | 11/98                           | CHRISTAL             |         |
| 14.4       | 8.0      | 13.6       | 2                     | <b>KLBJ-FM</b><br>93.7 | AOR    | 2         | 2          | 1          | 2          | 1          | 11/102                          | EASTMAN              |         |
| 12.7       | 17.5     | 11.9       | 3                     | <b>KASE</b><br>100.7   | CTRY   | 3         | 3          | 4          | 3          | 2          | 11/97                           | KATZ                 |         |
| 9.6        | 9.5      | 8.3        | 4                     | <b>KEYI</b><br>103.5   | A/C    | 4         | 6          | 3          | 4          | 4          | 14/77                           | TORBET               |         |
| 5.4        | 5.3      | 6.4        | 5                     | <b>KOKE</b><br>95.5    | A/C    | 5         | 5          | 5          | 5          | 5          | 14/77                           | SELCOM               | AP      |
| 5.0        | 4.7      | 5.8        | 6                     | <b>KLBJ</b><br>590     | N/T    | 6         | 7          | 8          | 6          | 6          | 15/73                           | EASTMAN              | CBS     |
| 4.4        | 6.2      | 4.5        | 7                     | <b>KPEZ</b><br>102.3   | B/EZ   | 7         | 14         | 10         | 10         | 8          | 13/81                           | MCGAVREN             |         |
| 5.4        | 4.2      | 4.5        | 7                     | <b>KVET</b><br>1300    | CTRY   | 8         | 13         | 9          | 7          | 7          | 13/86                           | KATZ                 | ABC-I   |
| 4.3        | 5.2      | 2.6        | 9                     | <b>KNOW</b><br>1490    | GOLD   | 9         | 12         | 6          | 8          | 10         | 16/69                           | TORBET               |         |
| 2.4        | 1.8      | 2.0        | 10                    | <b>KTXZ</b><br>1560    | GOLD   | 10        | 11         | 7          | 9          | 9          | 16/68                           | W&P                  | AP      |
| --         | 0.6      | 2.0        | 10                    | <b>KRGF</b><br>92.1    | SPAN   | 16        | 17         | 14         | 11         | 11         | 5/211                           | CABALLERO            |         |

# BAKERSFIELD #89

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ADH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 14.0       | 13.9     | 13.9       | 1                     | <b>KKXX</b><br>107.9   | CHR    | 1         | 1          | 1          | 1          | 1          | 13/83                            | KATZ                 |         |
| 9.6        | 13.9     | 13.4       | 2                     | <b>KUZZ</b><br>970     | CTRY   | 2         | 12         | 3          | 2          | 2          | 10/109                           | KATZ                 |         |
| 10.8       | 7.6      | 9.0        | 3                     | <b>KGFM</b><br>101.5   | B/EZ   | 4         | 30         | 9          | 5          | 4          | 9/126                            | SELCOM               |         |
| 9.8        | 6.6      | 8.8        | 4                     | <b>KQXR</b><br>94.1    | CHR    | 3         | 2          | 2          | 3          | 5          | 14/79                            | HNWH                 | ABC-E   |
| 6.1        | 7.8      | 8.3        | 5                     | <b>KWAC</b><br>1490    | SPAN   | 7         | 5          | 4          | 4          | 3          | 6/173                            | LOTUS                |         |
| 3.7        | 5.0      | 3.9        | 6                     | <b>KGEO</b><br>1230    | GOLD   | 5         | 8          | 5          | 6          | 6          | 17/64                            | SELCOM               | NBC     |
| 1.9        | 2.3      | 3.7        | 7                     | <b>KERN</b><br>1410    | N/T    | 6         | 28         | 12         | 12         | 8          | 14/76                            | HNWH                 | ABC-I   |
| 3.9        | 3.1      | 2.4        | 8                     | <b>KAFY</b><br>550     | CTRY   | 8         | 10         | 19         | 10         | 9          | 21/53                            | BLAIR                | ABC-D   |
| 1.2        | 1.5      | 2.4        | 8                     | <b>KLOS</b><br>95.5    | AOR    | 11        | 4          | 8          | 9          | 13         | 12/91                            | KATZ                 | ABC-R   |
| 1.9        | 1.7      | 2.2        | 10                    | <b>KPMC</b><br>1560    | N/T    | 9         | 24         | 21         | 17         | 19         | 19/57                            | MASLA                | CBS     |
| --         | --       | 2.2        | 10                    | <b>KLLY-FM</b><br>95.3 | A/C    | 10        | 21         | 6          | 7          | 7          | 16/67                            | TORBET               | AP      |
| --         | --       | 2.2        | 10                    | <b>KUNN</b><br>1350    | CHR    | 14        | 3          | 17         | 18         | 14         | 12/92                            | TORBET               | US-1    |

# BATON ROUGE #74

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ADH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 18.3       | 17.8     | 12.5       | 1                     | <b>WFMF</b><br>102.5    | CHR    | 1         | 1          | 1          | 1          | 3          | 13/80                            | BLAIR                |         |
| --         | 5.2      | 11.0       | 2                     | <b>WKJN-FM</b><br>103.3 | CTRY   | 5         | 6          | 5          | 2          | 1          | 9/116                            | EASTMAN              |         |
| 6.1        | 6.2      | 9.6        | 3                     | <b>WGGZ</b><br>98.1     | CHR    | 2         | 2          | 3          | 4          | 6          | 15/72                            | KATZ                 | CBS-R   |
| 14.7       | 6.6      | 9.5        | 4                     | <b>WYNK-FM</b><br>101.5 | CTRY   | 4         | 8          | 7          | 5          | 2          | 11/97                            | TORBET               | ABC-I   |
| 6.3        | 7.7      | 9.1        | 5                     | <b>KQXL</b><br>106.3    | B/U    | 7         | 4          | 2          | 3          | 7          | 9/118                            | W&P                  | SHRDN   |
| 4.2        | 8.6      | 8.3        | 6                     | <b>WTKL</b><br>1260     | B/U    | 6         | 3          | 4          | 6          | 4          | 10/108                           | W&P                  |         |
| 8.2        | 8.1      | 8.1        | 7                     | <b>WXOK</b><br>1460     | B/U    | 3         | 5          | 6          | 7          | 5          | 14/76                            | HNWH                 | NBN     |
| 11.1       | 6.9      | 3.8        | 8                     | <b>WQXY</b><br>100.7    | A/C    | 8         | 7          | 8          | 8          | 8          | 21/51                            | CHRISTAL             |         |
| 1.8        | 6.8      | 3.6        | 9                     | <b>WJBO</b><br>1150     | N/T    | 9         | 10         | 13         | 9          | 9          | 17/64                            | BLAIR                | CBS     |
| 1.3        | 1.9      | 3.3        | 10                    | <b>WXAM</b><br>910      | BBND   | 10        | 9          | 16         | 11         | 10         | 12/93                            | CHRISTAL             |         |

# BEAUMONT-PORT ARTHUR-ORANGE #98

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 11.2       | 12.4     | 14.1       | 1                     | KYKR<br>93.3  | CTRY   | 2         | 6          | 5          | 3          | 1          | 10/104                           | KATZ                 |         |
| 9.5        | 13.7     | 13.0       | 2                     | KZZB<br>95.1  | CHR    | 1         | 1          | 1          | 2          | 3          | 13/86                            | SELCOM               | MBS     |
| 22.3       | 15.9     | 12.8       | 3                     | KHYS<br>98.5  | B/U    | 5         | 2          | 2          | 1          | 2          | 8/134                            | MCGAVREN             | CBS-R   |
| 5.9        | 5.6      | 8.2        | 4                     | KLVI<br>560   | CTRY   | 3         | 15         | 7          | 6          | 4          | 14/77                            | KATZ                 | ABC-I   |
| 8.2        | 7.6      | 8.0        | 5                     | KQXY<br>94.1  | B/EZ   | 6         | 18         | 8          | 7          | 5          | 12/89                            | CHRISTAL             | NBC     |
| 8.4        | 7.7      | 7.6        | 6                     | KWIC<br>107.9 | CHR    | 4         | 3          | 3          | 4          | 6          | 14/79                            | MASLA                | ABC-C   |
| 7.0        | 6.7      | 6.5        | 7                     | KAYD<br>97.5  | CTRY   | 8         | 16         | 4          | 5          | 7          | 14/78                            | EASTMAN              |         |
| 3.6        | 4.9      | 3.7        | 8                     | KTRH<br>740   | N/T    | 10        | 17         | 21         | 13         | 11         | 13/81                            | CBS SPOT             | CBS     |
| 5.3        | 5.9      | 3.5        | 9                     | KIOC<br>106.1 | A/C    | 7         | 5          | 6          | 8          | 9          | 26/41                            | REPUBLIC             | US-1    |
| 1.5        | 2.2      | 3.3        | 10                    | KKMY<br>104.5 | A/C    | 9         | 9          | 9          | 9          | 8          | 15/70                            | HNWH                 |         |

# BRIDGEPORT #86

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 16.3       | 14.8     | 16.4       | 1                     | WEZN<br>99.9  | B/EZ   | 2         | 10         | 6          | 3          | 2          | 10/114                           | KATZ                 |         |
| 16.6       | 16.8     | 13.5       | 2                     | WICC<br>600   | A/C    | 1         | 7          | 3          | 2          | 1          | 15/72                            | CHRISTAL             |         |
| 9.8        | 9.3      | 12.0       | 3                     | WKCI<br>101.3 | CHR    | 3         | 2          | 1          | 1          | 3          | 13/85                            | MCGAVREN             |         |
| 5.8        | 6.4      | 5.7        | 4                     | WPLR<br>99.1  | AOR    | 5         | 3          | 2          | 4          | 6          | 14/75                            | CHRISTAL             |         |
| 2.5        | 2.4      | 4.8        | 5                     | WRKS<br>98.7  | B/U    | 9         | 1          | 7          | 8          | 13         | 9/124                            | REPUBLIC             | US-1    |
| 3.9        | 7.1      | 4.0        | 6                     | WNBC<br>660   | A/C    | 4         | 9          | 4          | 5          | 4          | 23/47                            | HNWH                 | NBC     |
| 2.8        | 2.7      | 3.8        | 7                     | WDJZ<br>1530  | A/C    | 17        | 38         | 29         | 30         | 24         | 6/170                            | KATZ                 | AP      |
| 3.0        | 2.1      | 2.8        | 8                     | WCBS<br>880   | NEWS   | 6         | 34         | 16         | 14         | 9          | 24/46                            | CBS SPOT             | CBS     |
| 1.4        | 1.6      | 2.6        | 9                     | WOR<br>710    | TALK   | 14        | 25         | 32         | 29         | 29         | 11/100                           | REPUBLIC             | ABC-E   |
| 2.2        | 2.0      | 2.5        | 10                    | WRKI<br>95.1  | AOR    | 7         | 6          | 5          | 6          | 7          | 21/53                            | ROSLIN               | NBC-S   |

# CANTON #95

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--|
| 15.2       | 15.1     | 16.8       | 1                     | <b>WHBC</b><br>1480    | A/C    | 1         | 13         | 8          | 3          | 1          | 12/92                            | CHRISTAL             | ABC-E   |  |
| 12.3       | 14.9     | 14.2       | 2                     | <b>WHBC-FM</b><br>94.1 | B/EZ   | 2         | 10         | 9          | 6          | 2          | 9/117                            | CHRISTAL             |         |  |
| 6.6        | 9.2      | 7.7        | 3                     | <b>WDJQ</b><br>92.5    | A/C    | 4         | 2          | 1          | 1          | 4          | 15/72                            | HNWH                 |         |  |
| 4.9        | 5.0      | 7.2        | 4                     | <b>WKDD</b><br>96.5    | CHR    | 3         | 1          | 3          | 4          | 6          | 17/64                            | KATZ                 |         |  |
| 10.6       | 8.1      | 6.5        | 5                     | <b>WOOS</b><br>106.9   | AOR    | 5         | 4          | 2          | 2          | 5          | 15/72                            | EASTMAN              | US-1    |  |
| 4.9        | 5.7      | 5.7        | 6                     | <b>WQXK</b><br>105.1   | CTRY   | 7         | 21         | 6          | 5          | 3          | 13/81                            | MMR                  | ABC-D   |  |
| 9.3        | 5.9      | 4.8        | 7                     | <b>WMMS</b><br>100.7   | CHR    | 6         | 3          | 4          | 7          | 8          | 17/62                            | KATZ                 | NBC-S   |  |
| --         | --       | 2.8        | 8                     | <b>WONE-FM</b><br>97.5 | AOR    | 12        | 11         | 5          | 8          | 9          | 12/93                            | MCGAVREN             |         |  |
| 4.2        | 2.4      | 2.6        | 9                     | <b>WMJI</b><br>105.7   | A/C    | 8         | 15         | 11         | 9          | 7          | 17/62                            | EASTMAN              |         |  |
| 0.9        | 1.5      | 2.6        | 9                     | <b>WZAK</b><br>93.1    | B/U    | 13        | 5          | 7          | 10         | 17         | 11/96                            | SELCOM               | CBS-R   |  |
| 0.9        | 2.4      | 2.6        | 9                     | <b>WFAH</b><br>1310    | A/C    | 19        | 26         | 19         | 25         | 21         | 9/122                            | HNWH                 | ABC-I   |  |

# CHARLESTON-NORTH CHARLESTON, SC #82

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.5       | 16.5     | 15.3       | 1                     | <b>WSSX</b><br>95.1  | CHR    | 1         | 1          | 1          | 1          | 4          | 13/86                            | KATZ                 |         | 24.6               |
| 13.2       | 13.5     | 11.9       | 2                     | <b>WEZL</b><br>103.5 | CTRY   | 3         | 12         | 6          | 4          | 2          | 10/106                           | BLAIR                | NBC     | 9.6                |
| 12.5       | 13.0     | 10.8       | 3                     | <b>WWWZ</b><br>93.5  | B/U    | 4         | 2          | 2          | 3          | 3          | 11/102                           | HNWH                 | SHRDN   | 9.6                |
| 7.0        | 6.5      | 10.0       | 4                     | <b>WPAL</b><br>730   | B/U    | 5         | 3          | 4          | 5          | 5          | 9/122                            | W&P                  | NBN     | 7.7                |
| 9.7        | 9.4      | 9.5        | 5                     | <b>WXTC</b><br>96.9  | A/C    | 2         | 5          | 3          | 2          | 1          | 15/74                            | MCGAVREN             |         | 11.6               |
| --         | --       | 4.8        | 6                     | <b>WAVF</b><br>96.1  | A/C    | 7         | 11         | 5          | 6          | 6          | 17/63                            |                      |         | 8.0                |
| 4.4        | 5.3      | 4.2        | 7                     | <b>WKQB</b><br>107.5 | CHR    | 6         | 4          | 7          | 8          | 14         | 19/56                            | REPUBLIC             |         | 4.9                |
| --         | --       | 3.8        | 8                     | <b>WDXZ</b><br>104.9 | B/EZ   | 13        | 20         | 13         | 11         | 9          | 8/138                            |                      |         | 3.1                |
| 3.6        | 3.2      | 3.8        | 8                     | <b>WXLY</b><br>102.5 | CTRY   | 8         | 10         | 8          | 7          | 7          | 16/66                            | TORBET               | US-1    | 3.6                |
| 6.4        | 3.9      | 3.5        | 10                    | <b>WQIZ</b><br>910   | REL    | 15        | 15         | 9          | 10         | 11         | 7/163                            | SELCOM               | SHRDN   | 2.2                |

# CHATTANOOGA #70

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.8       | 17.9     | 19.9       | 1                     | <b>WSKZ</b><br>106.5   | CHR    | 1         | 1          | 1          | 1          | 2          | 10/106                           | EASTMAN              |         |
| 12.5       | 10.8     | 16.2       | 2                     | <b>WUSY</b><br>100.7   | CTRY   | 2         | 4          | 2          | 2          | 1          | 9/120                            | HNWH                 | AP      |
| 8.9        | 11.2     | 9.0        | 3                     | <b>WDEF-FM</b><br>92.3 | B/EZ   | 3         | 9          | 5          | 5          | 4          | 13/84                            | KATZ                 | CBS     |
| 12.4       | 11.2     | 8.4        | 4                     | <b>WJTT</b><br>94.3    | B/U    | 5         | 2          | 3          | 3          | 5          | 11/96                            | MCGAVREN             | CBS-R   |
| 6.7        | 9.4      | 6.7        | 5                     | <b>WDEF</b><br>1370    | A/C    | 6         | 18         | 12         | 11         | 8          | 10/108                           | KATZ                 | CBS     |
| 8.6        | 9.1      | 6.5        | 6                     | <b>WDOD-FM</b><br>96.5 | CTRY   | 4         | 7          | 4          | 4          | 3          | 15/70                            | TORBET               | ABC-E   |
| 0.5        | 0.5      | 3.7        | 7                     | <b>WMOC</b><br>1450    | REL    | 10        | 5          | 11         | 8          | 6          | 10/108                           |                      |         |
| 4.3        | 3.6      | 3.4        | 8                     | <b>WGOW</b><br>1150    | A/C    | 7         | 12         | 6          | 6          | 7          | 17/65                            | EASTMAN              |         |
| 2.4        | 2.3      | 2.9        | 9                     | <b>WOWE</b><br>105.5   | AOR    | 8         | 6          | 7          | 7          | 11         | 17/66                            |                      | NBC-S   |
| 5.9        | 5.0      | 2.2        | 10                    | <b>WDOD</b><br>1310    | CTRY   | 9         | 8          | 14         | 12         | 10         | 19/58                            | TORBET               | ABC-E   |
| 2.4        | 2.0      | 2.2        | 10                    | <b>WDXB</b><br>1490    | GOLD   | 13        | 16         | 21         | 9          | 9          | 11/97                            |                      | MBS     |

# COLUMBIA, SC #88

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 20.4       | 21.7     | 18.6       | 1                     | <b>WCOS-FM</b><br>97.9  | CTRY   | 2         | 5          | 2          | 1          | 1          | 10/112                           | MCGAVREN             | ABC-I   |
| 10.8       | 15.1     | 13.9       | 2                     | <b>WNOK-FM</b><br>104.7 | CHR    | 1         | 1          | 1          | 2          | 2          | 13/81                            | KATZ                 | ABC-C   |
| 10.7       | 9.1      | 9.1        | 3                     | <b>WWDN</b><br>101.3    | B/U    | 4         | 2          | 3          | 3          | 7          | 11/97                            | HNWH                 | SHRDN   |
| 8.3        | 8.2      | 8.2        | 4                     | <b>WZLD</b><br>96.7     | CHR    | 3         | 3          | 4          | 4          | 5          | 14/76                            | W&P                  |         |
| --         | --       | 6.4        | 5                     | <b>WWGO</b><br>102.3    | GOLD   | 8         | 12         | 5          | 5          | 3          | 10/105                           |                      |         |
| 6.8        | 4.6      | 6.1        | 6                     | <b>WSCQ</b><br>100.1    | A/C    | 6         | 15         | 7          | 6          | 4          | 14/76                            | TORBET               | CBS     |
| 6.6        | 9.0      | 5.8        | 7                     | <b>WIS</b><br>560       | A/C    | 5         | 13         | 11         | 9          | 9          | 18/62                            | CHRISTAL             | CBS     |
| 6.4        | 4.4      | 5.1        | 8                     | <b>WDPN</b><br>103.1    | B/U    | 7         | 4          | 6          | 7          | 6          | 16/66                            | UNIREP               | MBS     |
| 6.6        | 6.6      | 3.8        | 9                     | <b>WOIC</b><br>1320     | B/U    | 9         | 6          | 9          | 10         | 10         | 17/65                            | EASTMAN              | NBC     |
| 0.5        | 0.6      | 3.7        | 10                    | <b>WTCB</b><br>106.7    | CTRY   | 11        | 8          | 8          | 8          | 8          | 10/105                           | EASTMAN              | ABC-E   |

# EL PASO #79

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 11.1       | 10.6     | 13.8       | 1                     | <b>KLAQ</b><br>95.5    | AOR    | 3         | 3          | 1          | 1          | 2          | 10/111                             | HNWH                 | NBC-S   |
| 11.1       | 15.7     | 13.7       | 2                     | <b>KAMZ</b><br>93.1    | CHR    | 1         | 1          | 2          | 2          | 1          | 12/88                              | EASTMAN              |         |
| 4.2        | 4.4      | 10.1       | 3                     | <b>KEZB</b><br>93.9    | CHR    | 2         | 2          | 3          | 3          | 4          | 16/69                              | CHRISTAL             | US-1    |
| 8.8        | 10.5     | 8.0        | 4                     | <b>KTSM-FM</b><br>99.9 | B/EZ   | 6         | 9          | 9          | 7          | 5          | 10/111                             | HNWH                 |         |
| 11.4       | 7.6      | 7.0        | 5                     | <b>KHEY-FM</b><br>96.3 | CTRY   | 5         | 7          | 6          | 4          | 3          | 14/79                              | KATZ                 |         |
| 7.2        | 8.5      | 5.5        | 6                     | <b>KSET</b><br>94.7    | CHR    | 4         | 4          | 4          | 5          | 11         | 21/53                              | TORBET               | ABC-C   |
| 10.0       | 6.6      | 5.4        | 7                     | <b>KAMA</b><br>1060    | SPAN   | 10        | 17         | 8          | 9          | 7          | 9/124                              | EASTMAN              | UPI     |
| 3.8        | 3.0      | 4.6        | 8                     | <b>KFIM</b><br>92.3    | CHR    | 7         | 5          | 5          | 6          | 8          | 16/67                              | MCGAVREN             |         |
| 5.4        | 5.1      | 4.0        | 9                     | <b>KHEY</b><br>690     | CTRY   | 8         | 13         | 18         | 12         | 6          | 16/67                              | KATZ                 | ABC-I   |
| 4.7        | 3.3      | 2.9        | 10                    | <b>KROD</b><br>600     | GOLD   | 9         | 6          | 11         | 10         | 9          | 19/57                              | HNWH                 |         |
| 4.1        | 4.2      | 2.9        | 10                    | <b>KLOZ</b><br>102.1   | CTRY   | 11        | 8          | 10         | 11         | 12         | 16/67                              | SELCOM               | US-1    |
| 2.6        | 3.3      | 2.9        | 10                    | <b>KYSR-FM</b><br>97.5 | A/C    | 13        | 14         | 7          | 8          | 13         | 12/89                              | SELCOM               | ABC-D   |

# FLINT #90

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 7.4        | 15.6     | 15.4       | 1                     | <b>WCRZ</b><br>107.9 | A/C    | 1         | 3          | 1          | 1          | 1          | 12/91                              | KATZ                 | ABC-F   |
| 13.3       | 13.2     | 15.1       | 2                     | <b>WDZZ</b><br>92.7  | B/U    | 5         | 2          | 3          | 2          | 2          | 7/148                              | HNWH                 | SHRDN   |
| 18.1       | 11.9     | 11.8       | 3                     | <b>WWCK</b><br>105.5 | AOR    | 2         | 1          | 2          | 3          | 4          | 13/81                              | MCGAVREN             | ABC-F   |
| 8.0        | 6.5      | 8.6        | 4                     | <b>WJR</b><br>760    | MISC   | 4         | 14         | 7          | 5          | 5          | 13/83                              | EASTMAN              | ABC-I   |
| 7.9        | 6.5      | 7.3        | 5                     | <b>WTRX</b><br>1330  | A/C    | 3         | 4          | 4          | 4          | 3          | 17/64                              | CHRISTAL             | ABC-I   |
| 2.0        | 4.3      | 6.6        | 6                     | <b>WGER</b><br>102.5 | A/C    | 8         | 17         | 17         | 12         | 6          | 9/116                              | MCGAVREN             | UPI     |
| 3.5        | 6.5      | 5.8        | 7                     | <b>WKMF</b><br>1470  | CTRY   | 7         | 12         | 13         | 6          | 7          | 11/96                              | KATZ                 | ABC-E   |
| 2.5        | 3.8      | 3.8        | 8                     | <b>WTAC</b><br>600   | CTRY   | 9         | 20         | 9          | 7          | 8          | 16/67                              | TORBET               | MBS     |
| 3.9        | 5.3      | 3.5        | 9                     | <b>WFDF</b><br>910   | A/C    | 6         | 11         | 12         | 10         | 9          | 19/56                              | BLAIR                | CBS     |
| 0.8        | 1.7      | 2.0        | 10                    | <b>WWWS</b><br>107.1 | B/U    | 10        | 5          | 8          | 8          | 10         | 20/55                              | MASLA                | SHRDN   |
| 0.7        | 0.3      | 2.0        | 10                    | <b>WCZY</b><br>95.5  | CHR    | 13        | 7          | 5          | 9          | 13         | 14/76                              | HNWH                 |         |

# GRAND RAPIDS #66

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ACH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 9.2        | 8.2      | 11.7       | 1                     | <b>WGRD</b><br>97.9     | CHR    | 1         | 1          | 3          | 4          | 8          | 14/75                              | W&P                  | ABC-C   |
| 9.3        | 10.6     | 10.5       | 2                     | <b>WCUZ-FM</b><br>101.3 | CTRY   | 5         | 6          | 4          | 2          | 1          | 12/94                              | CHRISTAL             | ABC-E   |
| 11.8       | 9.9      | 10.0       | 3                     | <b>WLAV-FM</b><br>96.9  | AOR    | 2         | 2          | 1          | 1          | 3          | 13/83                              | MMR                  | ABC-R   |
| 6.3        | 4.0      | 8.0        | 4                     | <b>WCUZ</b><br>1230     | CTRY   | 4         | 7          | 6          | 5          | 4          | 16/69                              | CHRISTAL             | ABC-I   |
| 8.2        | 12.0     | 8.0        | 4                     | <b>WOOD-FM</b><br>105.7 | B/EZ   | 6         | 8          | 10         | 6          | 5          | 13/81                              | KATZ                 | NBC     |
| 6.9        | 8.4      | 7.4        | 6                     | <b>WLHT</b><br>95.7     | A/C    | 3         | 3          | 2          | 3          | 2          | 17/63                              | SELCOM               |         |
| 11.3       | 8.7      | 7.2        | 7                     | <b>WOOD</b><br>1300     | A/C    | 7         | 14         | 13         | 9          | 6          | 14/76                              | KATZ                 | NBC     |
| 3.0        | 5.0      | 4.8        | 8                     | <b>WMUS-FM</b><br>106.9 | CTRY   | 10        | 9          | 8          | 7          | 7          | 11/96                              | HNWH                 |         |
| 3.0        | 4.0      | 3.2        | 9                     | <b>WKLQ</b><br>94.5     | CHR    | 8         | 5          | 5          | 8          | 9          | 26/42                              | EASTMAN              |         |
| 2.1        | 2.7      | 2.8        | 10                    | <b>WFUR-FM</b><br>102.9 | B/EZ   | 11        | 20         | 27         | 19         | 15         | 18/60                              |                      |         |

# FRESNO #72

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ ACH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 9.9        | 9.3      | 11.7       | 1                     | <b>KYNO-FM</b><br>95.7  | CHR    | 1         | 1          | 2          | 1          | 1          | 14/76                              | BLAIR                |         |
| 10.1       | 11.1     | 9.1        | 2                     | <b>KKDJ</b><br>105.9    | AOR    | 4         | 4          | 1          | 2          | 7          | 11/103                             | W&P                  |         |
| 8.2        | 9.4      | 8.5        | 3                     | <b>KMJ</b><br>580       | N/T    | 3         | 13         | 13         | 7          | 3          | 12/88                              | KATZ                 | NBC     |
| 6.1        | 5.7      | 5.9        | 4                     | <b>KMGX</b><br>103.7    | CHR    | 6         | 2          | 6          | 6          | 13         | 15/73                              | REPUBLIC             | US-1    |
| 4.1        | 6.4      | 5.7        | 5                     | <b>KFYE</b><br>93.7     | A/C    | 5         | 6          | 3          | 3          | 2          | 16/68                              | EASTMAN              |         |
| 6.0        | 3.7      | 5.5        | 6                     | <b>KBOS</b><br>94.9     | CHR    | 2         | 3          | 5          | 5          | 15         | 19/56                              | MCGAVREN             | ABC-F   |
| 4.0        | 5.5      | 4.9        | 7                     | <b>KFIG-FM</b><br>101.1 | A/C    | 7         | 5          | 4          | 4          | 5          | 17/66                              | TORBET               |         |
| 1.1        | 1.8      | 4.9        | 7                     | <b>KOJY</b><br>98.9     | B/EZ   | 9         | 15         | 17         | 15         | 11         | 11/100                             | MASLA                |         |
| 3.3        | 5.1      | 4.9        | 7                     | <b>KGST</b><br>1600     | SPAN   | 14        | 11         | 9          | 9          | 4          | 9/127                              | LOTUS                |         |
| 2.4        | 5.6      | 4.3        | 10                    | <b>KNAX</b><br>97.9     | CTRY   | 10        | 14         | 7          | 8          | 6          | 12/90                              | KATZ                 | MBS     |

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# GREENVILLE-SPARTANBURG, SC #65

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 15.0       | 9.4      | 13.9       | 1                     | <b>WESC-FM</b><br>92.5  | CTRY   | 3         | 8          | 7          | 2          | 1          | 9/115                           | BLAIR                | ABC-E   |
| 14.1       | 11.4     | 10.3       | 2                     | <b>WFBC-FM</b><br>93.7  | A/C    | 2         | 6          | 2          | 1          | 2          | 13/83                           | KATZ                 | ABC-F   |
| 6.2        | 6.3      | 9.5        | 3                     | <b>WHYZ</b><br>107.0    | B/U    | 8         | 3          | 3          | 4          | 4          | 6/171                           | HNWH                 | ABC-C   |
| 10.2       | 10.7     | 9.1        | 4                     | <b>WANS-FM</b><br>107.3 | CHR    | 1         | 1          | 1          | 3          | 5          | 15/71                           | TORBET               | CBS-R   |
| 7.7        | 9.8      | 7.8        | 5                     | <b>WSPA-FM</b><br>98.9  | B/EZ   | 4         | 19         | 13         | 9          | 6          | 13/81                           | MCGAVREN             |         |
| 7.6        | 9.0      | 7.3        | 6                     | <b>WSSL-FM</b><br>100.5 | CTRY   | 6         | 7          | 8          | 5          | 3          | 12/91                           | EASTMAN              | US-2    |
| 5.9        | 4.5      | 6.1        | 7                     | <b>WCKN</b><br>101.1    | CHR    | 5         | 2          | 6          | 6          | 7          | 17/65                           |                      | MBS     |
| 1.0        | 2.7      | 5.5        | 8                     | <b>WKSF</b><br>99.9     | CHR    | 7         | 4          | 4          | 7          | 10         | 12/87                           | MCGAVREN             |         |
| 5.4        | 3.4      | 4.8        | 9                     | <b>WASC</b><br>153.0    | B/U    | 13        | 5          | 5          | 8          | 11         | 6/185                           | W&P                  | ABC-C   |
| 3.0        | 4.9      | 3.2        | 10                    | <b>WFBC</b><br>133.0    | GOLD   | 9         | 14         | 10         | 11         | 9          | 15/71                           | KATZ                 | NBC     |

# HARRISBURG #82

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|---------------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| --         | --       | 18.7       | 1                     | <b>WNNK</b><br>104.1                  | CHR    | 1         | 1          | 1          | 1          | 1          | 11/100                          | EASTMAN              | ABC-R   |
| 10.3       | 10.6     | 11.9       | 2                     | <b>WHP-FM</b><br>97.3                 | B/EZ   | 3         | 13         | 14         | 6          | 3          | 9/116                           | KATZ                 |         |
| 10.6       | 9.9      | 10.2       | 3                     | <b>WHP</b><br>58.0                    | A/C    | 2         | 14         | 9          | 9          | 5          | 12/91                           | KATZ                 | CBS     |
| 8.5        | 7.5      | 7.1        | 4                     | <b>WRKZ</b><br>106.7                  | CTRY   | 5         | 9          | 5          | 4          | 2          | 11/98                           | MCGAVREN             | ABC-E   |
| 5.3        | 5.3      | 5.6        | 5                     | <b>WQXA</b><br>105.7                  | CHR    | 6         | 3          | 2          | 3          | 6          | 14/78                           | MMR                  | ABC-C   |
| 8.8        | 9.0      | 5.2        | 6                     | <b>WSFM</b><br>99.3                   | A/C    | 4         | 8          | 4          | 2          | 4          | 15/70                           | TORBET               | US-2    |
| 11.4       | 13.3     | 4.3        | 7                     | <b>WTPA</b><br>93.5                   | AOR    | 9         | 4          | 3          | 5          | 13         | 11/97                           | SELCOM               | ABC-R   |
| 4.2        | 4.3      | 4.0        | 8                     | <b>WHGB</b><br>140.0                  | BBND   | 10        | 7          | 21         | 16         | 12         | 12/92                           | MCGAVREN             | MBS     |
| 6.1        | 3.2      | 3.7        | 9                     | <b>WHYL-AM &amp; FM</b><br>96.0 102.3 | CTRY   | 11        | 20         | 7          | 7          | 8          | 11/97                           | HNWH                 | AP      |
| 6.2        | 7.7      | 3.1        | 10                    | <b>WKBO</b><br>123.0                  | A/C    | 7         | 12         | 8          | 11         | 9          | 22/48                           | BLAIR                | NBC     |
| 4.5        | 2.4      | 3.1        | 10                    | <b>WHTF</b><br>92.7                   | CHR    | 8         | 5          | 6          | 8          | 10         | 17/62                           | BLAIR                |         |

# HONOLULU #52

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS            | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|---------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 11.6       | 12.1     | 16.6       | 1                     | <b>KSSK</b><br>590  | A/C    | 2         | 3          | 4          | 2          | 1          | 10/107                           | EASTMAN              |         |
| 14.2       | 11.6     | 12.6       | 2                     | <b>KULA</b><br>92.3 | A/C    | 1         | 4          | 1          | 1          | 2          | 14/79                            | EASTMAN              |         |
| 9.6        | 11.1     | 9.5        | 3                     | <b>KPOI</b><br>97.5 | AOR    | 4         | 2          | 2          | 3          | 6          | 13/83                            | REPUBLIC             |         |
| 9.8        | 10.2     | 8.7        | 4                     | <b>KQQQ</b><br>93.1 | CHR    | 3         | 1          | 3          | 4          | 8          | 16/66                            | SELCOM               | AP      |
| 6.4        | 6.6      | 8.1        | 5                     | <b>KUMU</b><br>94.7 | B/EZ   | 6         | 18         | 8          | 5          | 3          | 11/101                           | TORBET               |         |
| 0.9        | 6.7      | 5.4        | 6                     | <b>KRTR</b><br>96.3 | A/C    | 5         | 6          | 5          | 6          | 4          | 19/58                            | HNWH                 |         |
| 4.0        | 5.3      | 5.0        | 7                     | <b>KCCN</b><br>95.5 | MISC   | 10        | 10         | 9          | 9          | 9          | 14/78                            |                      |         |
| 3.8        | 4.5      | 4.9        | 8                     | <b>KKUA</b><br>690  | A/C    | 8         | 9          | 6          | 8          | 7          | 17/65                            | SELCOM               | AP      |
| 7.7        | 5.3      | 4.3        | 9                     | <b>KIKI</b><br>830  | A/C    | 7         | 7          | 7          | 7          | 5          | 19/56                            | KATZ                 |         |
| 4.9        | 1.7      | 4.0        | 10                    | <b>KORL</b><br>650  | B/EZ   | 13        | 15         | 16         | 14         | 12         | 11/102                           | WESTERN              | UPI     |

# JACKSONVILLE #55

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 11.9       | 13.2     | 15.4       | 1                     | <b>WIVY</b><br>102.9    | A/C    | 1         | 3          | 1          | 1          | 1          | 13/85                            | TORBET               |         |
| 8.2        | 11.7     | 10.3       | 2                     | <b>WQIK-FM</b><br>99.1  | CTRY   | 3         | 6          | 4          | 3          | 2          | 12/93                            | MCGAVREN             |         |
| 14.9       | 11.4     | 10.3       | 2                     | <b>WFYV</b><br>104.5    | AOR    | 5         | 2          | 2          | 2          | 4          | 11/101                           | MMR                  | NBC-S   |
| 8.3        | 8.4      | 9.7        | 4                     | <b>WJAX-FM</b><br>95.1  | B/U    | 6         | 1          | 3          | 5          | 6          | 11/103                           | W&P                  | ABC-C   |
| 11.3       | 9.5      | 9.5        | 5                     | <b>WKTZ</b><br>96.1     | B/EZ   | 4         | 18         | 12         | 7          | 7          | 12/91                            | SELCOM               |         |
| 7.9        | 9.2      | 7.3        | 6                     | <b>WAIV</b><br>96.9     | A/C    | 2         | 8          | 5          | 4          | 3          | 17/66                            | EASTMAN              |         |
| 4.0        | 3.5      | 4.7        | 7                     | <b>WZAZ</b><br>1400     | B/U    | 9         | 7          | 8          | 6          | 5          | 10/105                           | LAZAR                |         |
| --         | 2.2      | 3.4        | 8                     | <b>WNFI</b><br>99.9     | CHR    | 7         | 4          | 6          | 9          | 18         | 16/68                            | EASTMAN              |         |
| 1.3        | 1.8      | 3.1        | 9                     | <b>WCGL</b><br>1360     | REL    | 14        | 21         | 7          | 8          | 8          | 9/126                            | RAWLING              |         |
| 6.2        | 4.7      | 2.8        | 10                    | <b>WCRJ-FM</b><br>107.3 | CTRY   | 8         | 10         | 10         | 10         | 9          | 18/59                            | KATZ                 |         |

# JOHNSON CITY-KINGSPORT-BRISTOL #85

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--|
| 25.2       | 21.9     | 24.2       | 1                     | <b>WQUT</b><br>101.5   | CHR    | 1         | 1          | 1          | 1          | 2          | 10/107                         | KATZ                 | US-1    |  |
| 20.0       | 21.4     | 18.6       | 2                     | <b>WXBQ</b><br>96.9    | CTRY   | 2         | 3          | 2          | 2          | 1          | 10/105                         | MCGAVREN             | ABC-I   |  |
| 9.5        | 8.8      | 9.7        | 3                     | <b>WJCW</b><br>910     | CTRY   | 3         | 7          | 12         | 3          | 3          | 11/99                          | KATZ                 | CBS     |  |
| 9.0        | 9.2      | 7.0        | 4                     | <b>WTFM</b><br>98.5    | B/EZ   | 4         | 8          | 5          | 4          | 4          | 12/94                          | REPUBLIC             | ABC-E   |  |
| 2.6        | 1.5      | 3.2        | 5                     | <b>WZXY</b><br>104.9   | AOR    | 5         | 2          | 3          | 5          | 8          | 18/59                          | TORBET               | NBC-S   |  |
| --         | 0.3      | 2.4        | 6                     | <b>WKSF</b><br>99.9    | CHR    | 8         | 4          | 4          | 7          | 7          | 15/74                          | MCGAVREN             |         |  |
| 1.3        | 2.0      | 2.2        | 7                     | <b>WJSO-FM</b><br>99.3 | CTRY   | 7         | 31         | 11         | 6          | 5          | 16/68                          | HNWH                 |         |  |
| 2.1        | 2.7      | 2.0        | 8                     | <b>WZAP</b><br>690     | REL    | 9         | 9          | 17         | 11         | 11         | 15/73                          | J C GATES            |         |  |
| 1.3        | 0.8      | 2.0        | 8                     | <b>WJSO</b><br>1590    | A/C    | 12        | 13         | 6          | 9          | 9          | 14/76                          | HNWH                 |         |  |
| 1.6        | 0.5      | 1.7        | 10                    | <b>WMCH</b><br>1260    | REL    | 15        | 25         | 25         | 19         | 13         | 14/78                          |                      |         |  |

# KNOXVILLE #67

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 19.6       | 21.6     | 23.3       | 1                     | <b>WIVK-FM</b><br>107.7 | CTRY   | 2         | 1          | 1          | 1          | 1          | 9/115                          | KATZ                 | ABC-E   | 25.3               |
| 18.6       | 15.8     | 17.5       | 2                     | <b>WIMZ-FM</b><br>103.5 | AOR    | 1         | 2          | 2          | 2          | 2          | 11/97                          | BLAIR                | NBC-S   | 20.6               |
| 15.8       | 14.8     | 14.5       | 3                     | <b>WEZK</b><br>97.5     | B/EZ   | 5         | 5          | 3          | 5          | 3          | 9/127                          | TORBET               |         | 10.9               |
| 9.8        | 7.7      | 8.2        | 4                     | <b>WOKI</b><br>100.3    | CHR    | 3         | 4          | 6          | 4          | 6          | 15/71                          | SELCOM               | ABC-F   | 9.4                |
| 7.0        | 8.0      | 6.7        | 5                     | <b>WMYU</b><br>102.1    | A/C    | 4         | 3          | 4          | 3          | 4          | 16/67                          | MCGAVREN             |         | 7.0                |
| 3.4        | 4.3      | 4.5        | 6                     | <b>WIVK</b><br>850      | CTRY   | 8         | 6          | 5          | 6          | 5          | 12/87                          | KATZ                 | ABC-E   | 3.4                |
| 4.0        | 5.7      | 2.6        | 7                     | <b>WNOX</b><br>990      | CTRY   | 6         | 8          | 7          | 8          | 7          | 23/47                          | CHRISTAL             | CBS     | 3.7                |
| 1.9        | 1.1      | 1.8        | 8                     | <b>WRJZ</b><br>620      | GOLD   | 7         | 7          | 8          | 7          | 8          | 17/64                          |                      |         | 1.7                |
| 1.6        | 1.0      | 1.8        | 8                     | <b>WKGN</b><br>1340     | N/T    | 13        | 11         | 9          | 11         | 9          | 14/75                          |                      | ABC-T   | 1.8                |
| --         | 1.6      | 1.7        | 10                    | <b>WSEV</b><br>930      | CTRY   | 15        | 15         | 12         | 15         | 12         | 12/88                          |                      |         | 1.4                |

# LANSING-EAST LANSING #93

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 18.8       | 17.1     | 20.5       | 1                     | <b>WVIC-FM</b><br>94.9  | CHR    | 1         | 1          | 1          | 1          | 1          | 10/105                           | BLAIR                |         |
| 9.9        | 9.5      | 10.3       | 2                     | <b>WITL-FM</b><br>100.7 | CTRY   | 4         | 12         | 6          | 4          | 3          | 11/99                            | MCGAVREN             | US-2    |
| 7.2        | 9.3      | 9.4        | 3                     | <b>WFMK</b><br>99.1     | A/C    | 2         | 8          | 3          | 2          | 2          | 13/82                            | SELCOM               | ABC-F   |
| 11.0       | 9.3      | 8.4        | 4                     | <b>WJXQ</b><br>106.1    | CHR    | 3         | 2          | 2          | 3          | 7          | 14/78                            | CHRISTAL             |         |
| 7.0        | 7.2      | 5.6        | 5                     | <b>WJR</b><br>760       | MISC   | 5         | 11         | 8          | 9          | 9          | 15/71                            | EASTMAN              | ABC-I   |
| 5.1        | 7.6      | 5.6        | 5                     | <b>WJIM-FM</b><br>97.5  | B/EZ   | 7         | 23         | 10         | 8          | 6          | 12/88                            | TORBET               | NBC     |
| 3.3        | 5.6      | 5.6        | 5                     | <b>WILS-FM</b><br>101.7 | A/C    | 6         | 5          | 4          | 6          | 4          | 15/74                            | HNWH                 | US-1    |
| 2.4        | 2.3      | 5.5        | 8                     | <b>WMMQ</b><br>92.7     | A/C    | 8         | 7          | 5          | 5          | 5          | 12/87                            | PATT MEDIA           | CBS-R   |
| 1.9        | 3.5      | 3.5        | 9                     | <b>WIBM</b><br>94.1     | GOLD   | 9         | 4          | 7          | 7          | 8          | 14/77                            | W&P                  | MBS     |
| 2.7        | 1.9      | 1.7        | 10                    | <b>WJIM</b><br>1240     | GOLD   | 10        | 22         | 9          | 10         | 18         | 24/45                            | TORBET               | NBC     |
| 0.6        | 2.7      | 1.7        | 10                    | <b>WXLA</b><br>1170     | B/U    | 17        | 3          | 14         | 14         | 14         | 11/98                            | UNIREP               |         |

# LAS VEGAS #73

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 9.5        | 11.6     | 13.6       | 1                     | <b>KXTZ</b><br>94.1  | B/EZ   | 3         | 6          | 8          | 3          | 1          | 9/122                            | SELCOM               |         |
| 13.1       | 11.2     | 12.4       | 2                     | <b>KLUC</b><br>98.5  | CHR    | 1         | 1          | 2          | 2          | 4          | 13/80                            | MCGAVREN             | ABC-C   |
| 9.3        | 10.4     | 11.4       | 3                     | <b>KOMP</b><br>92.3  | AOR    | 2         | 2          | 1          | 1          | 2          | 11/99                            | CHRISTAL             |         |
| 8.0        | 10.4     | 7.4        | 4                     | <b>KFMS</b><br>101.9 | CTRY   | 5         | 13         | 5          | 6          | 3          | 14/80                            | KATZ                 |         |
| 3.0        | 3.9      | 6.6        | 5                     | <b>KUDO</b><br>93.1  | A/C    | 4         | 4          | 3          | 5          | 5          | 17/66                            | HNWH                 | CBS-R   |
| 3.3        | 3.9      | 5.9        | 6                     | <b>KMZQ</b><br>100.5 | A/C    | 6         | 8          | 4          | 4          | 6          | 15/72                            | MMR                  | MBS     |
| 6.0        | 5.6      | 5.4        | 7                     | <b>KORK</b><br>920   | MISC   | 7         | 14         | 14         | 11         | 11         | 13/83                            | EASTMAN              | NBC     |
| 4.3        | 4.4      | 4.6        | 8                     | <b>KDWN</b><br>720   | N/T    | 9         | 15         | 13         | 12         | 8          | 13/82                            | BLAIR                |         |
| 3.8        | 4.0      | 3.3        | 9                     | <b>KENO</b><br>1460  | A/C    | 10        | 10         | 6          | 7          | 7          | 16/67                            | CHRISTAL             |         |
| 2.1        | 3.1      | 2.6        | 10                    | <b>KMJJ</b><br>1140  | CHR    | 11        | 9          | 11         | 8          | 9          | 19/57                            | MCGAVREN             | ABC-E   |

# LITTLE ROCK-NORTH LITTLE ROCK #81

| SPRING '84 | FALL '84 | SPRING '85 | 12+ AOH<br>METRO RANK | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 16.4       | 14.0     | 18.0       | 1                     | <b>KKYK</b><br>103.7   | CHR    | 1         | 1          | 1          | 1          | 1          | 13/83                            | BLAIR                |         | 19.5               |
| 12.3       | 15.4     | 14.1       | 2                     | <b>KSSN</b><br>95.7    | CTRY   | 2         | 6          | 3          | 2          | 2          | 10/108                           | EASTMAN              | ABC-E   | 13.4               |
| 11.4       | 9.6      | 9.0        | 3                     | <b>KMJX</b><br>105.1   | AOR    | 4         | 3          | 2          | 3          | 4          | 13/84                            | HNWH                 | ABC-R   | 12.4               |
| 8.3        | 9.8      | 8.4        | 4                     | <b>KEZQ</b><br>100.3   | B/EZ   | 6         | 8          | 9          | 6          | 3          | 11/95                            | MMR                  |         | 8.9                |
| 8.6        | 5.1      | 8.0        | 5                     | <b>KARN</b><br>92.0    | N/T    | 5         | 13         | 8          | 9          | 6          | 13/84                            | BLAIR                | CBS     | 6.5                |
| 5.9        | 7.3      | 7.1        | 6                     | <b>KLAZ-FM</b><br>98.5 | A/C    | 3         | 5          | 4          | 4          | 5          | 19/57                            |                      |         | 9.9                |
| 5.9        | 7.3      | 5.9        | 7                     | <b>KWTD</b><br>106.3   | B/U    | 11        | 2          | 5          | 5          | 9          | 10/53                            | ROSLIN               | MBS     | 6.1                |
| 3.6        | 3.2      | 4.8        | 8                     | <b>KLRA</b><br>101.0   | CTRY   | 10        | 18         | 12         | 10         | 7          | 12/89                            | CHRISTAL             | UPI     | 4.6                |
| 6.5        | 3.6      | 4.7        | 9                     | <b>KLAZ</b><br>125.0   | B/U    | 7         | 4          | 6          | 7          | 8          | 14/77                            |                      |         | 2.7                |
| 3.2        | 4.2      | 3.2        | 10                    | <b>KHLT</b><br>94.1    | A/C    | 8         | 7          | 7          | 8          | 10         | 20/55                            | CHRISTAL             | ABC-D   | 3.3                |

# McALLEN-BROWNSVILLE #76

| SPRING '84 | FALL '84 | SPRING '85 | 12+ AOH<br>METRO RANK | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--|
| 20.1       | 21.9     | 21.3       | 1                     | <b>KGBT</b><br>153.0 | SPAN   | 2         | 5          | 6          | 1          | 1          | 8/134                            | KATZ                 |         |  |
| 14.4       | 7.9      | 14.3       | 2                     | <b>KBFM</b><br>104.1 | CHR    | 1         | 1          | 2          | 3          | 4          | 14/76                            | CHRISTAL             | ABC-F   |  |
| 3.9        | 9.3      | 9.9        | 3                     | <b>KELT</b><br>94.5  | A/C    | 4         | 7          | 1          | 2          | 2          | 12/90                            | KATZ                 |         |  |
| 12.7       | 10.1     | 8.5        | 4                     | <b>KIWW</b><br>95.1  | SPAN   | 5         | 4          | 3          | 4          | 3          | 13/81                            | MCGAVREN             |         |  |
| 13.6       | 9.5      | 7.9        | 5                     | <b>KRGV</b><br>129.0 | CHR    | 3         | 2          | 5          | 5          | 7          | 16/66                            | BLAIR                | US-1    |  |
| 5.0        | 7.9      | 6.5        | 6                     | <b>KRIX</b><br>99.5  | AOR    | 6         | 3          | 4          | 6          | 10         | 15/72                            | MMR                  | ABC-R   |  |
| 4.9        | 3.8      | 4.6        | 7                     | <b>KQXX</b><br>98.5  | SPAN   | 8         | 9          | 8          | 8          | 5          | 13/85                            | CABALLERO            |         |  |
| 3.1        | 4.9      | 4.4        | 8                     | <b>KTXF</b><br>100.3 | CTRY   | 7         | 6          | 7          | 7          | 6          | 13/81                            | EASTMAN              |         |  |
| 3.8        | 5.3      | 3.8        | 9                     | <b>KVLY</b><br>107.9 | B/EZ   | 10        | 13         | 13         | 11         | 9          | 12/93                            | HNWH                 |         |  |
| 1.9        | 2.4      | 3.2        | 10                    | <b>KIRT</b><br>158.0 | SPAN   | 12        | 10         | 14         | 9          | 8          | 9/117                            | CABALLERO            |         |  |

# MOBILE #84

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.2       | 14.0     | 16.4       | 1                     | <b>WABB-FM</b><br>97.5 | CHR    | 1         | 1          | 1          | 1          | 3          | 11/100                           | CHRISTAL             | ABC-F   |
| 18.5       | 16.5     | 15.1       | 2                     | <b>WKSJ-FM</b><br>94.9 | CTRY   | 2         | 6          | 4          | 2          | 1          | 10/109                           | BLAIR                | ABC-E   |
| 17.6       | 15.3     | 11.9       | 3                     | <b>WBLX</b><br>92.9    | B/U    | 4         | 2          | 2          | 3          | 2          | 10/108                           | HNWH                 | US-1    |
| 9.3        | 9.4      | 11.6       | 4                     | <b>WGOK</b><br>900     | B/U    | 5         | 3          | 6          | 6          | 6          | 7/152                            | ROSLIN               | SHRDN   |
| 6.7        | 6.3      | 7.5        | 5                     | <b>WKRQ-FM</b><br>99.9 | CHR    | 3         | 4          | 3          | 4          | 4          | 17/64                            | KATZ                 | MBS     |
| 4.3        | 7.0      | 5.0        | 6                     | <b>WLPR</b><br>96.1    | B/EZ   | 8         | 9          | 14         | 11         | 7          | 12/91                            | MASLA                |         |
| 4.5        | 6.2      | 4.7        | 7                     | <b>WKRQ</b><br>710     | N/T    | 6         | 8          | 12         | 12         | 12         | 15/73                            | KATZ                 | CBS     |
| 3.6        | 6.7      | 4.6        | 8                     | <b>WDLT</b><br>98.3    | A/C    | 7         | 5          | 5          | 5          | 5          | 14/75                            | SELCOM               | CBS-R   |
| 3.1        | 2.3      | 4.3        | 9                     | <b>WMOB</b><br>1360    | REL    | 11        | 7          | 9          | 10         | 8          | 6/179                            |                      |         |
| 1.2        | 1.3      | 2.2        | 10                    | <b>WZEW</b><br>92.1    | AOR    | 14        | 11         | 7          | 7          | 9          | 9/122                            | MASLA                |         |

# NEW HAVEN-WEST HAVEN #78

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 10.7       | 13.4     | 11.5       | 1                     | <b>WKCI</b><br>101.3    | CHR    | 1         | 1          | 1          | 1          | 1          | 14/77                            | MCGAVREN             |         |
| 16.1       | 11.5     | 8.7        | 2                     | <b>WELI</b><br>960      | A/C    | 2         | 22         | 12         | 9          | 3          | 14/76                            | BLAIR                |         |
| 6.3        | 5.2      | 7.3        | 3                     | <b>WEZN</b><br>99.9     | B/EZ   | 6         | 20         | 18         | 12         | 9          | 10/110                           | KATZ                 |         |
| 6.8        | 5.9      | 7.0        | 4                     | <b>WPLR</b><br>99.1     | AOR    | 3         | 2          | 2          | 2          | 4          | 14/75                            | CHRISTAL             |         |
| 3.8        | 3.8      | 6.5        | 5                     | <b>WHCN</b><br>105.9    | AOR    | 4         | 4          | 3          | 3          | 7          | 13/85                            | MASLA                | ABC-R   |
| 8.0        | 6.6      | 5.0        | 6                     | <b>WAVZ</b><br>1300     | BBND   | 7         | 26         | 22         | 23         | 15         | 14/80                            | MCGAVREN             | ABC-I   |
| 5.4        | 4.3      | 4.6        | 7                     | <b>WNHC</b><br>1340     | B/U    | 13        | 6          | 8          | 6          | 5          | 11/102                           | SAVALLI              | SHRDN   |
| 3.1        | 3.9      | 4.0        | 8                     | <b>WNBC</b><br>660      | A/C    | 5         | 12         | 5          | 4          | 2          | 19/59                            | HNWH                 | NBC     |
| 3.8        | 4.3      | 3.3        | 9                     | <b>WDRC-FM</b><br>102.9 | A/C    | 8         | 8          | 6          | 7          | 10         | 20/55                            | MCGAVREN             |         |
| 1.1        | 4.5      | 3.2        | 10                    | <b>WTIC</b><br>1080     | A/C    | 12        | 14         | 17         | 20         | 13         | 16/69                            | KATZ                 | NBC     |

# OMAHA-COUNCIL BLUFFS #69

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-----------------|--------|-----------|------------|------------|------------|------------|-----------------------------------|----------------------|---------|--------------------|
| 20.6       | 28.3     | 20.1       | 1                     | KFAB<br>1110    | A/C    | 1         | 5          | 6          | 4          | 1          | 10/106                            | CHRISTAL             | NBC     | 18.2               |
| 15.5       | 14.4     | 16.1       | 2                     | KQKQ<br>98.5    | CHR    | 2         | 1          | 2          | 2          | 3          | 11/98                             | EASTMAN              |         | 22.7               |
| 12.2       | 14.2     | 13.2       | 3                     | KEZO<br>92.3    | AOR    | 4         | 2          | 1          | 1          | 4          | 9/117                             | BLAIR                | ABC-R   | 17.4               |
| 10.2       | 6.3      | 9.2        | 4                     | KGOR<br>99.9    | A/C    | 3         | 3          | 3          | 3          | 2          | 14/77                             | CHRISTAL             | NBC     | 8.7                |
| 5.8        | 5.4      | 7.4        | 5                     | KESY<br>104.5   | B/EZ   | 6         | 12         | 9          | 9          | 6          | 10/108                            | SELCOM               |         | 3.3                |
| 1.8        | 4.5      | 5.9        | 6                     | KEFM<br>96.7    | A/C    | 5         | 4          | 4          | 5          | 7          | 14/76                             | MCGAVREN             |         | 6.5                |
| 6.6        | 4.3      | 5.5        | 7                     | WOW -FM<br>94.1 | CTRY   | 9         | 11         | 7          | 6          | 5          | 10/112                            | TORBET               | ABC-E   | 4.1                |
| 5.5        | 5.5      | 3.9        | 8                     | KOIL<br>1290    | A/C    | 7         | 7          | 5          | 7          | 8          | 19/57                             | SELCOM               | US-1    | 2.6                |
| 6.2        | 4.0      | 3.2        | 9                     | WOW<br>590      | CTRY   | 8         | 8          | 10         | 10         | 10         | 18/61                             | TORBET               | ABC-I   | 3.5                |
| 1.3        | 1.0      | 3.1        | 10                    | KEDS<br>1490    | GOLD   | 10        | 13         | 8          | 8          | 9          | 13/81                             | BLAIR                | MBS     | 3.6                |

# ORLANDO #51

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|-----------------------------------|----------------------|---------|--|
| 10.4       | 12.9     | 12.6       | 1                     | WJYO<br>107.7    | A/C    | 3         | 7          | 3          | 1          | 1          | 10/110                            | MCGAVREN             |         |  |
| 10.5       | 8.8      | 12.0       | 2                     | WHLY<br>106.7    | CHR    | 1         | 1          | 2          | 3          | 5          | 13/82                             | CHRISTAL             |         |  |
| 10.9       | 7.9      | 9.9        | 3                     | WDIZ<br>100.3    | AOR    | 5         | 2          | 1          | 2          | 3          | 11/102                            | SELCOM               | ABC-R   |  |
| 9.6        | 13.4     | 9.1        | 4                     | WWKA<br>92.3     | CTRY   | 4         | 6          | 5          | 5          | 2          | 12/90                             | KATZ                 |         |  |
| 10.7       | 8.0      | 8.1        | 5                     | WBJW-FM<br>105.1 | CHR    | 2         | 3          | 4          | 4          | 4          | 19/58                             | BLAIR                | ABC-C   |  |
| 5.8        | 8.7      | 7.7        | 6                     | WDBO<br>580      | A/C    | 6         | 9          | 8          | 6          | 6          | 14/80                             | KATZ                 | CBS     |  |
| 5.0        | 6.2      | 5.8        | 7                     | WKIS<br>740      | N/T    | 7         | 10         | 11         | 11         | 9          | 13/81                             | EASTMAN              | MBS     |  |
| 4.3        | 4.7      | 4.4        | 8                     | WHOO-FM<br>96.5  | CTRY   | 8         | 19         | 9          | 7          | 7          | 15/70                             | TORBET               |         |  |
| 6.2        | 4.2      | 3.7        | 9                     | WORL<br>1270     | B/U    | 9         | 4          | 6          | 8          | 8          | 14/75                             | MCGAVREN             |         |  |
| --         | --       | 3.4        | 10                    | WSSP<br>104.1    | B/EZ   | 13        | 16         | 16         | 12         | 11         | 10/106                            | HNWH                 |         |  |

## INTERPRETATION OF RESEARCH



Detailed implementation plans and timetables for action.

SHANE MEDIA SERVICES

6405 RICHMOND AVE SUITE 311  
HOUSTON, TX 77057  
713/952-9221

# QUAD CITIES (DAVENPORT-ROCK ISLAND) #99

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 15.9       | 17.9     | 21.1       | 1          |         | <b>KIHK</b><br>103.7   | CHR    | 1         | 1          | 1          | 1          | 1          | 11/103                          | CHRISTAL             | ABC-D   | 24.7               |
| 12.4       | 10.1     | 12.5       | 2          |         | <b>WLLR</b><br>101.3   | CTRY   | 2         | 4          | 3          | 2          | 2          | 11/100                          | HNWH                 |         | 11.8               |
| 10.3       | 11.8     | 9.4        | 3          |         | <b>WXLP</b><br>96.9    | AOR    | 3         | 2          | 2          | 3          | 5          | 14/79                           | KATZ                 | NBC-S   | 13.7               |
| 10.5       | 8.5      | 8.4        | 4          |         | <b>KRVR</b><br>106.5   | B/EZ   | 4         | 10         | 7          | 5          | 6          | 12/90                           | MMR                  |         | 5.1                |
| 8.4        | 7.2      | 8.1        | 5          |         | <b>WHBF</b><br>1270    | CTRY   | 7         | 7          | 10         | 7          | 8          | 12/94                           | MCGAVREN             | CBS     | 4.9                |
| 8.2        | 9.2      | 7.9        | 6          |         | <b>WOC</b><br>1420     | N/T    | 6         | 8          | 13         | 10         | 4          | 12/90                           | CHRISTAL             | ABC-T   | 10.0               |
| 7.1        | 6.4      | 5.3        | 7          |         | <b>WHBF-FM</b><br>98.9 | A/C    | 5         | 6          | 4          | 4          | 3          | 19/58                           | MCGAVREN             | CBS     | 6.9                |
| 3.6        | 5.3      | 3.7        | 8          |         | <b>WMRZ</b><br>1230    | GOLD   | 8         | 9          | 6          | 6          | 7          | 16/66                           | HNWH                 |         | 2.8                |
| 4.8        | 2.9      | 2.2        | 9          |         | <b>KKZX</b><br>1170    | CHR    | 9         | 3          | 8          | 9          | 11         | 26/41                           | KATZ                 | ABC-C   | 3.2                |
| 1.1        | 2.9      | 2.0        | 10         |         | <b>WKEI</b><br>1450    | MISC   | 14        | 18         | 16         | 14         | 15         | 10/112                          | MASLA                | ABC-D   | .9                 |

# RALEIGH-DURHAM #62

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 8.6        | 12.0     | 12.5       | 1          |         | <b>WRAL</b><br>101.5 | A/C    | 1         | 7          | 1          | 1          | 1          | 12/90                           | KATZ                 |         | 14.2               |
| 2.2        | 5.5      | 10.2       | 2          |         | <b>WFXC</b><br>107.1 | B/U    | 5         | 2          | 3          | 2          | 2          | 8/141                           | SELCOM               |         | 10.1               |
| 14.5       | 9.6      | 6.6        | 3          |         | <b>WDCG</b><br>105.1 | CHR    | 2         | 1          | 4          | 4          | 6          | 18/61                           | BLAIR                | US-1    | 11.8               |
| 7.3        | 7.0      | 6.5        | 4          |         | <b>WPTF</b><br>680   | A/C    | 3         | 19         | 11         | 10         | 8          | 14/75                           | MCGAVREN             | ABC-E   | 5.9                |
| --         | 1.9      | 6.3        | 5          |         | <b>WSES</b><br>1550  | B/U    | 14        | 22         | 7          | 5          | 5          | 4/299                           | LOTUS                | NBN     | ---                |
| --         | 6.7      | 6.0        | 6          |         | <b>WRDU</b><br>106.1 | AOR    | 6         | 5          | 2          | 3          | 7          | 13/86                           | MMR                  |         | 10.0               |
| 3.2        | 3.5      | 5.4        | 7          |         | <b>WLLE</b><br>570   | B/U    | 10        | 4          | 6          | 6          | 3          | 9/125                           | W&P                  | SHDRN   | 2.9                |
| --         | 3.8      | 5.2        | 8          |         | <b>WZZU</b><br>93.9  | CHR    | 4         | 3          | 5          | 7          | 9          | 16/69                           | TORBET               |         | 6.2                |
| 10.8       | 4.7      | 4.5        | 9          |         | <b>WQDR</b><br>94.7  | CTRY   | 7         | 10         | 9          | 8          | 4          | 15/74                           | MCGAVREN             | ABC-E   | 5.1                |
| 5.6        | 4.7      | 3.5        | 10         |         | <b>WDNC</b><br>620   | BBND   | 9         | 11         | 19         | 19         | 18         | 14/76                           | BLAIR                | CBS     | 2.8                |

# RICHMOND #53

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 16.6       | 13.4     | 16.6       | 1          |         | <b>1</b> WRVQ<br>94.5  | CHR    | 1         | 1          | 1          | 1          | 2          | 11/103                           | EASTMAN              | US-1    |
| 15.5       | 11.9     | 11.5       | 2          |         | WRVA<br>1140           | A/C    | 2         | 8          | 8          | 6          | 5          | 14/80                            | EASTMAN              | NBC     |
| 10.7       | 9.7      | 11.4       | 3          |         | <b>3</b> WEZS<br>103.7 | A/C    | 3         | 7          | 4          | 2          | 1          | 11/97                            | BLAIR                |         |
| 9.2        | 10.5     | 11.4       | 3          |         | WPLZ<br>99.3           | B/U    | 5         | 2          | 2          | 3          | 3          | 10/113                           | MCGAVREN             | US-1    |
| 8.7        | 8.8      | 9.7        | 5          |         | WRXL<br>102.1          | AOR    | 4         | 3          | 3          | 4          | 4          | 12/94                            | KATZ                 | ABC-R   |
| 5.2        | 6.5      | 7.1        | 6          |         | WTVR<br>98.1           | CTRY   | 6         | 5          | 5          | 5          | 6          | 13/85                            | MMR                  | MBS     |
| 5.8        | 4.7      | 3.7        | 7          |         | WLEE<br>1480           | B/EZ   | 9         | 19         | 16         | 14         | 10         | 12/88                            | HNWH                 | CBS     |
| 4.1        | 3.3      | 3.5        | 8          |         | WRNL<br>910            | CTRY   | 7         | 6          | 9          | 9          | 8          | 16/68                            | KATZ                 | ABC-I   |
| 3.0        | 2.5      | 3.1        | 9          |         | WFTH<br>1590           | REL    | 12        | 14         | 12         | 10         | 7          | 11/103                           |                      |         |
| 6.7        | 8.1      | 2.8        | 10         |         | WQSF<br>96.5           | B/EZ   | 8         | 4          | 6          | 8          | 11         | 16/66                            |                      |         |

# SAGINAW-BAY CITY-MIDLAND #97

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.6       | 16.6     | 19.4       | 1          |         | <b>1</b> WIOG<br>106.3 | CHR    | 1         | 1          | 1          | 1          | 3          | 12/94                            | KATZ                 | ABC-C   |
| 11.4       | 12.6     | 15.7       | 2          |         | WKCQ<br>98.1           | CTRY   | 3         | 6          | 3          | 2          | 1          | 9/125                            | CHRISTAL             | NBC     |
| 17.6       | 11.4     | 11.4       | 3          |         | WSGW<br>790            | A/C    | 4         | 7          | 7          | 4          | 4          | 11/103                           | KATZ                 | ABC-I   |
| 9.4        | 12.6     | 10.6       | 4          |         | WHNN<br>96.1           | A/C    | 2         | 5          | 2          | 3          | 2          | 13/81                            | SELCOM               | US-1    |
| 9.7        | 11.8     | 10.1       | 5          |         | WGER<br>102.5          | B/EZ   | 5         | 9          | 6          | 5          | 5          | 10/106                           | MCGAVREN             | UPI     |
| 3.1        | 7.6      | 5.9        | 6          |         | WFXZ<br>100.9          | CHR    | 6         | 2          | 4          | 6          | 7          | 16/68                            | TORBET               |         |
| 7.1        | 2.7      | 2.9        | 7          |         | WWCK<br>105.5          | AOR    | 9         | 4          | 5          | 7          | 11         | 13/80                            | MCGAVREN             | ABC-F   |
| 12.5       | 3.0      | 2.9        | 7          |         | WWWS<br>107.1          | B/U    | 10        | 3          | 8          | 9          | 9          | 13/85                            | MASLA                | SHRDN   |
| 2.0        | 3.4      | 2.6        | 9          |         | WSAM<br>1400           | GOLD   | 7         | 8          | 9          | 8          | 6          | 17/63                            | CHRISTAL             | NBC     |
| 2.0        | 2.4      | 2.2        | 10         |         | WJR<br>760             | MISC   | 8         | 12         | 16         | 13         | 12         | 18/60                            | EASTMAN              | ABC-I   |

# SAN DIEGO NORTH COUNTY #71

| FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 5.6      | 12.4       | 1                     | <b>KGB</b><br>101.5     | AOR    | 3         | 4          | 1          | 1          | 4          | 7/158                            | KATZ                 | NBC-S   |
| 7.0      | 7.9        | 2                     | <b>KFMB</b><br>760      | A/C    | 2         | 7          | 12         | 4          | 2          | 15/73                            | MCGAVREN             |         |
| 5.3      | 7.9        | 2                     | <b>KFMB-FM</b><br>100.7 | A/C    | 1         | 2          | 2          | 2          | 1          | 16/66                            | MCGAVREN             |         |
| 8.9      | 7.6        | 4                     | <b>KJQY</b><br>103.7    | B/EZ   | 4         | 9          | 22         | 10         | 5          | 11/99                            | BLAIR/RAR            |         |
| 5.1      | 5.0        | 5                     | <b>KMLO</b><br>1000     | BBND   | 7         | 17         | 16         | 19         | 10         | 11/101                           |                      |         |
| 3.0      | 4.3        | 6                     | <b>KIFM</b><br>98.1     | A/C    | 11        | 29         | 3          | 3          | 3          | 11/96                            | CBS SPOT             | CBS-R   |
| 5.2      | 3.8        | 7                     | <b>KEZL</b><br>102.1    | A/C    | 8         | 32         | 7          | 5          | 6          | 14/78                            | SELCOM               | ABC-D   |
| 6.5      | 3.7        | 8                     | <b>XTRA-FM</b><br>97.1  | AOR    | 5         | 1          | 4          | 8          | 11         | 18/61                            | MMR                  |         |
| 3.1      | 3.3        | 9                     | <b>XTRA</b><br>690      | GOLD   | 13        | 8          | 8          | 6          | 7          | 14/79                            | MMR                  |         |
| 2.9      | 3.2        | 10                    | <b>KCBQ-FM</b><br>105.3 | CTRY   | 10        | 12         | 6          | 7          | 16         | 16/69                            | REPUBLIC             |         |

# SARASOTA-BRADENTON #87

| FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 21.6     | 17.9       | 1                     | <b>WDUV</b><br>103.3    | B/EZ   | 1         | 5          | 4          | 5          | 3          | 10/114                           | MASLA                | MBS     |
| 7.2      | 10.3       | 2                     | <b>WSUN</b><br>620      | CTRY   | 2         | 9          | 6          | 2          | 1          | 9/119                            | KATZ                 | ABC-E   |
| 6.2      | 7.9        | 3                     | <b>WYNF</b><br>94.9     | AOR    | 3         | 3          | 1          | 1          | 4          | 11/100                           | KATZ                 | ABC-R   |
| 4.9      | 6.2        | 4                     | <b>WAMR</b><br>1320     | BBND   | 7         | 24         | 21         | 23         | 23         | 9/121                            |                      | NBC     |
| 4.7      | 5.4        | 5                     | <b>WZNE</b><br>97.9     | CHR    | 4         | 1          | 3          | 3          | 5          | 15/71                            | CHRISTAL             | NBC-S   |
| 5.6      | 5.2        | 6                     | <b>WWBA</b><br>107.3    | B/EZ   | 6         | 22         | 14         | 9          | 10         | 13/86                            | REPUBLIC             |         |
| 7.2      | 4.1        | 7                     | <b>WAVE</b><br>102.5    | A/C    | 5         | 13         | 2          | 4          | 2          | 16/66                            | CBS-FM               | CBS-R   |
| 0.8      | 2.7        | 8                     | <b>WQSA</b><br>1220     | N/T    | 14        | 26         | 12         | 12         | 11         | 11/98                            | J. BOLTON            | MBS     |
| 3.1      | 2.5        | 9                     | <b>WRBQ-FM</b><br>104.7 | CHR    | 9         | 4          | 5          | 7          | 8          | 16/68                            | EASTMAN              | ABC-F   |
| 0.7      | 2.4        | 10                    | <b>WMLO</b><br>106.3    | A/C    | 8         | 11         | 7          | 6          | 6          | 18/62                            | HNWH                 | US-1    |

# SPOKANE #92

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.0       | 11.1     | 16.9       | 1                     | <b>KXLY-FM</b><br>99.9 | B/EZ   | 2         | 7          | 6          | 5          | 2          | 8/137                            | TORBET               |         |
| 5.8        | 12.2     | 14.1       | 2                     | <b>KZZU-FM</b><br>92.9 | CHR    | 1         | 1          | 1          | 2          | 4          | 12/87                            | CHRISTAL             |         |
| 12.0       | 11.8     | 12.6       | 3                     | <b>KDRK</b><br>93.7    | CTRY   | 4         | 8          | 4          | 1          | 1          | 8/132                            | EASTMAN              | US-1    |
| 8.7        | 9.7      | 10.9       | 4                     | <b>KEZE</b><br>105.7   | AOR    | 5         | 2          | 2          | 3          | 5          | 9/117                            | MCGAVREN             |         |
| 10.2       | 8.5      | 7.5        | 5                     | <b>KKPL</b><br>96.1    | A/C    | 3         | 4          | 3          | 4          | 3          | 17/64                            | HNWH                 |         |
| 8.0        | 7.8      | 6.1        | 6                     | <b>KGA</b><br>1510     | CTRY   | 7         | 12         | 11         | 7          | 6          | 13/84                            | EASTMAN              | ABC-I   |
| 4.2        | 5.6      | 6.0        | 7                     | <b>KLSN</b><br>590     | A/C    | 8         | 6          | 10         | 8          | 8          | 13/85                            | KATZ                 | NBC     |
| 7.7        | 5.9      | 5.0        | 8                     | <b>KISC</b><br>98.1    | CHR    | 6         | 3          | 5          | 6          | 7          | 20/54                            | KATZ                 | NBC     |
| 5.7        | 5.4      | 4.6        | 9                     | <b>KXLY</b><br>920     | N/T    | 9         | 10         | 13         | 11         | 9          | 16/67                            | TORBET               | CBS     |
| 4.2        | 3.7      | 2.6        | 10                    | <b>KJRB</b><br>790     | A/C    | 10        | 13         | 7          | 9          | 10         | 22/49                            | MCGAVREN             | ABC-C   |

# SPRINGFIELD-CHICOPEE-HOLYOKE #68

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 6.9        | 9.0      | 10.1       | 1                     | <b>WTIC-FM</b><br>96.5  | CHR    | 1         | 1          | 1          | 1          | 4          | 13/81                            | KATZ                 |         |
| 8.5        | 9.9      | 9.2        | 2                     | <b>WHYN-FM</b><br>93.1  | A/C    | 3         | 9          | 5          | 2          | 1          | 13/81                            | BLAIR                | US-2    |
| 8.4        | 10.0     | 8.5        | 3                     | <b>WMAS-FM</b><br>94.7  | BBND   | 4         | 7          | 3          | 3          | 2          | 13/81                            | MCGAVREN             |         |
| 11.2       | 8.7      | 8.4        | 4                     | <b>WMAS</b><br>1450     | B/EZ   | 7         | 13         | 19         | 11         | 8          | 9/125                            | MCGAVREN             | MBS     |
| 6.1        | 6.7      | 7.9        | 5                     | <b>WRCH-FM</b><br>100.5 | B/EZ   | 6         | 17         | 14         | 8          | 5          | 10/105                           | TORBET               | ABC-D   |
| 8.9        | 8.7      | 7.5        | 6                     | <b>WAQY</b><br>102.1    | AOR    | 2         | 2          | 2          | 4          | 7          | 17/63                            | EASTMAN              | ABC-C   |
| 8.3        | 7.6      | 6.3        | 7                     | <b>WHYN</b><br>560      | A/C    | 5         | 12         | 7          | 6          | 3          | 16/66                            | BLAIR                | US-1    |
| 3.5        | 2.3      | 4.8        | 8                     | <b>WCCC-FM</b><br>106.9 | AOR    | 8         | 6          | 4          | 5          | 6          | 15/71                            | SELCOM               | ABC-C   |
| 2.0        | 2.9      | 3.0        | 9                     | <b>WAAF</b><br>107.3    | AOR    | 9         | 4          | 6          | 7          | 11         | 17/64                            | KATZ                 |         |
| 2.6        | 2.8      | 2.9        | 10                    | <b>WTIC</b><br>1080     | A/C    | 10        | 20         | 20         | 12         | 9          | 16/66                            | KATZ                 | NBC     |
| 2.5        | 1.5      | 2.9        | 10                    | <b>WHMP-FM</b><br>99.3  | CHR    | 13        | 5          | 9          | 10         | 10         | 13/82                            | MASLA                |         |

# STOCKTON #100

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 8.4        | 7.9      | 10.1       | 1                     | <b>KRAK</b><br>1140     | CTRY   | 2         | 19         | 4          | 2          | 1          | 9/127                            | EASTMAN              |         | 9.0                |
| 7.4        | 8.4      | 8.6        | 2                     | <b>KJAX</b><br>99.3     | B/EZ   | 3         | 16         | 9          | 5          | 2          | 10/111                           | MCGAVREN             | ABC-E   | 4.0                |
| 6.6        | 7.9      | 8.4        | 3                     | <b>KHOP</b><br>104.1    | CHR    | 1         | 1          | 1          | 1          | 3          | 16/69                            | BLAIR                | ABC-C   | 8.7                |
| 5.4        | 3.6      | 5.7        | 4                     | <b>KNBR</b><br>680      | MISC   | 5         | 29         | 3          | 4          | 4          | 14/77                            | MCGAVREN             | NBC     | 3.9                |
| 1.8        | 5.9      | 5.5        | 5                     | <b>KBEE</b><br>103.3    | B/EZ   | 12        | 31         | 11         | 9          | 6          | 9/126                            | MCGAVREN             |         | 5.0                |
| 3.6        | 4.4      | 4.7        | 6                     | <b>KWIN</b><br>97.7     | CHR    | 4         | 8          | 2          | 3          | 9          | 18/61                            | MMR                  |         | 4.2                |
| 4.0        | 5.4      | 4.5        | 7                     | <b>KCBS</b><br>740      | NEWS   | 8         | 25         | 23         | 17         | 10         | 15/74                            | CBS SPOT             | CBS     | 3.5                |
| 1.4        | 2.1      | 3.9        | 8                     | <b>KWG</b><br>1230      | GOLD   | 11        | 12         | 10         | 7          | 5          | 12/87                            | KATZ                 | MBS     | 2.0                |
| 3.6        | 3.4      | 3.5        | 9                     | <b>KSTN-FM</b><br>107.3 | SPAN   | 17        | 7          | 5          | 6          | 12         | 9/114                            | W&P                  | ABC-C   | 1.0                |
| 5.8        | 5.7      | 3.3        | 10                    | <b>KFMR</b><br>100.1    | CTRY   | 9         | 11         | 13         | 10         | 8          | 16/66                            | CBS-FM               |         | 2.4                |

# SYRACUSE #59

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS                             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|--------------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 14.3       | 15.9     | 15.6       | 1                     | <b>WYYY</b><br>94.5                  | A/C    | 1         | 4          | 1          | 1          | 1          | 12/94                            | KATZ                 |         | 18.7               |
| 9.7        | 12.3     | 14.4       | 2                     | <b>WSYR</b><br>570                   | A/C    | 2         | 8          | 8          | 5          | 2          | 11/100                           | KATZ                 | NBC     | 9.0                |
| 13.2       | 8.2      | 10.2       | 3                     | <b>WAQX-AM &amp; FM</b><br>95.3 1490 | AOR    | 4         | 2          | 2          | 2          | 6          | 12/92                            | MMR                  | ABC-R   | 13.1               |
| 7.7        | 9.5      | 8.1        | 4                     | <b>WNTQ</b><br>93.1                  | CHR    | 3         | 1          | 3          | 3          | 7          | 16/70                            | MCGAVREN             |         | 10.5               |
| 4.9        | 7.1      | 6.5        | 5                     | <b>WEZG-FM</b><br>100.9              | B/EZ   | 8         | 11         | 10         | 8          | 5          | 11/103                           | EASTMAN              |         | 3.0                |
| 6.3        | 6.5      | 5.6        | 6                     | <b>WFBL</b><br>1390                  | BBND   | 7         | 15         | 21         | 22         | 11         | 14/80                            | W&P                  | ABC-D   | 4.8                |
| 6.4        | 4.0      | 5.3        | 7                     | <b>WRRB</b><br>107.9                 | CTRY   | 9         | 5          | 7          | 7          | 4          | 12/91                            | BLAIR                |         | 6.5                |
| 8.2        | 7.5      | 4.9        | 8                     | <b>WHEN</b><br>620                   | A/C    | 5         | 7          | 5          | 4          | 3          | 22/50                            | BLAIR                | ABC-E   | 6.0                |
| 5.8        | 5.6      | 4.5        | 9                     | <b>WKFM</b><br>104.7                 | CHR    | 6         | 3          | 4          | 6          | 8          | 17/64                            | CHRISTAL             | ABC-F   | 5.1                |
| 4.8        | 3.9      | 2.7        | 10                    | <b>WSEN-AM &amp; FM</b><br>1050 92.1 | CTRY   | 10        | 16         | 11         | 9          | 9          | 18/62                            | MCGAVREN             | ABC-I   | 1.2                |

# TOLEDO #63

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 6.0        | 9.5      | 12.2       | 1                     | <b>WMHE</b><br>92.5  | A/C    | 1         | 1          | 2          | 1          | 1          | 14/80                          | CHRISTAL             | ABC-F   | 12.8               |
| 11.3       | 11.9     | 10.6       | 2                     | <b>WLQR</b><br>101.5 | B/EZ   | 4         | 14         | 8          | 6          | 3          | 12/90                          | KATZ                 |         | 6.9                |
| 9.9        | 9.3      | 9.9        | 3                     | <b>WSPD</b><br>1370  | A/C    | 2         | 16         | 7          | 7          | 4          | 15/73                          | KATZ                 | NBC     | 10.2               |
| 9.1        | 11.2     | 9.9        | 3                     | <b>WIOT</b><br>104.7 | AOR    | 3         | 3          | 1          | 2          | 6          | 13/83                          | MCGAVREN             |         | 17.3               |
| 7.5        | 8.3      | 7.3        | 5                     | <b>WKLR</b><br>99.9  | CTRY   | 6         | 8          | 5          | 3          | 2          | 12/90                          | MMR                  | ABC-E   | 9.2                |
| 8.1        | 7.8      | 6.7        | 6                     | <b>WRQN</b><br>93.5  | CHR    | 5         | 2          | 3          | 5          | 8          | 16/69                          | W&P                  |         | 8.8                |
| 4.7        | 3.3      | 5.2        | 7                     | <b>WTOD</b><br>1560  | CTRY   | 10        | 23         | 12         | 9          | 10         | 10/109                         | MMR                  | ABC-I   | 1.9                |
| 6.1        | 6.4      | 5.0        | 8                     | <b>WWWM</b><br>105.5 | A/C    | 7         | 15         | 4          | 4          | 5          | 17/63                          | BLAIR                |         | 6.5                |
| 6.6        | 4.9      | 4.6        | 9                     | <b>WJR</b><br>760    | MISC   | 8         | 9          | 13         | 10         | 9          | 18/61                          | EASTMAN              | ABC-I   | 3.6                |
| 2.5        | 3.7      | 4.4        | 10                    | <b>WVOI</b><br>1520  | B/U    | 11        | 4          | 6          | 8          | 7          | 11/100                         | RA LAZAR             | SHRDN   | 3.7                |

# TUCSON #64

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS            | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|---------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--|
| 13.9       | 11.8     | 13.3       | 1                     | <b>KRQQ</b><br>93.7 | CHR    | 1         | 1          | 1          | 1          | 3          | 12/91                          | MCGAVREN             |         |  |
| 10.6       | 11.8     | 11.7       | 2                     | <b>KJYK</b><br>94.9 | B/EZ   | 3         | 16         | 10         | 7          | 5          | 10/111                         | SELCOM               |         |  |
| 7.7        | 6.1      | 9.0        | 3                     | <b>KLPX</b><br>96.1 | AOR    | 2         | 2          | 2          | 2          | 7          | 13/86                          | TORBET               |         |  |
| 6.8        | 6.0      | 8.0        | 4                     | <b>KWFM</b><br>92.9 | A/C    | 4         | 5          | 3          | 3          | 4          | 14/78                          | MMR                  |         |  |
| 6.2        | 4.2      | 7.4        | 5                     | <b>KIIM</b><br>99.5 | CTRY   | 6         | 4          | 4          | 5          | 2          | 11/100                         | KATZ                 |         |  |
| 4.8        | 2.0      | 6.5        | 6                     | <b>KAIR</b><br>1490 | A/C    | 5         | 9          | 5          | 4          | 1          | 13/85                          | SELCOM               | NBC     |  |
| 3.9        | 5.6      | 5.3        | 7                     | <b>KGvy</b><br>1080 | BB     | 12        | 18         | 17         | 16         | 14         | 8/144                          | ROSLIN               | AP      |  |
| 4.0        | 7.5      | 4.7        | 8                     | <b>KCEE</b><br>790  | A/C    | 7         | 8          | 6          | 6          | 6          | 16/66                          | MMR                  |         |  |
| 5.7        | 5.1      | 4.7        | 8                     | <b>KHYT</b><br>1330 | CHR    | 8         | 3          | 7          | 8          | 11         | 16/66                          | REPUBLIC             |         |  |
| 6.1        | 4.8      | 4.3        | 10                    | <b>KXEW</b><br>1600 | SPAN   | 13        | 15         | 9          | 10         | 8          | 7/153                          | LOTUS                |         |  |

# TULSA #54

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|------------|---------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.7       | 14.1     | 12.6       | 1          |         | <b>KVOO</b><br>117.0 | CTRY   | 1         | 6          | 10         | 5          | 2          | 11/99                            | BLAIR                |         | 12.3               |
| 11.6       | 9.9      | 11.4       | 2          |         | <b>KWEN</b><br>95.5  | CTRY   | 6         | 4          | 4          | 1          | 1          | 10/113                           | KATZ                 | AP      | 9.6                |
| 7.4        | 9.4      | 10.9       | 3          |         | <b>KAYI</b><br>106.9 | CHR    | 2         | 1          | 2          | 2          | 6          | 12/91                            | TORBET               | ABC-F   | 10.6               |
| 9.9        | 10.2     | 9.6        | 4          |         | <b>KBEZ</b><br>92.9  | B/EZ   | 7         | 11         | 8          | 9          | 8          | 11/96                            | MMR                  |         | 6.4                |
| 9.2        | 8.3      | 9.2        | 5          |         | <b>KRMG</b><br>74.0  | A/C    | 3         | 13         | 9          | 6          | 3          | 13/82                            | CHRISTAL             | ABC-I   | 8.2                |
| 7.8        | 7.7      | 9.0        | 6          |         | <b>KMOD</b><br>97.5  | AOR    | 5         | 2          | 1          | 3          | 9          | 13/86                            | MCGAVREN             |         | 16.5               |
| 10.8       | 9.7      | 7.8        | 7          |         | <b>KRAV</b><br>96.5  | A/C    | 4         | 8          | 3          | 4          | 4          | 15/72                            | SELCOM               |         | 8.1                |
| 3.5        | 3.8      | 6.6        | 8          |         | <b>KTFX</b><br>103.3 | CTRY   | 8         | 9          | 6          | 7          | 5          | 11/95                            | HNWH                 |         | 4.8                |
| 3.1        | 5.1      | 4.3        | 9          |         | <b>KGTO</b><br>105.0 | GOLD   | 11        | 17         | 5          | 8          | 7          | 7/147                            | SELCOM               | US-1    | 1.1                |
| 4.5        | 3.6      | 3.2        | 10         |         | <b>KCFO</b><br>98.5  | REL    | 10        | 5          | 7          | 10         | 10         | 16/69                            | W&P                  | ABC-D   | 4.0                |

# WEST PALM BEACH-BOCA RATON #57

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK | 12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--|
| 12.4       | 14.4     | 13.0       | 1          |         | <b>WEAT-FM</b><br>104.5 | B/EZ   | 1         | 13         | 14         | 7          | 3          | 9/115                            | KATZ                 |         |  |
| 6.9        | 10.2     | 10.5       | 2          |         | <b>WRMF</b><br>97.9     | A/C    | 3         | 2          | 2          | 1          | 1          | 11/99                            | BLAIR                |         |  |
| 12.2       | 12.5     | 9.8        | 3          |         | <b>WHYI</b><br>100.7    | CHR    | 2         | 1          | 1          | 2          | 2          | 12/91                            | MCGAVREN             | ABC-C   |  |
| 8.5        | 6.2      | 7.7        | 4          |         | <b>WNJY</b><br>94.3     | BBND   | 5         | 17         | 13         | 16         | 12         | 9/116                            | CHRISTAL             |         |  |
| 6.4        | 8.5      | 7.1        | 5          |         | <b>WJNO</b><br>123.0    | N/T    | 4         | 26         | 9          | 8          | 8          | 13/80                            | BLAIR                | ABC-E   |  |
| 1.9        | 1.6      | 4.9        | 6          |         | <b>WSHE</b><br>103.5    | AOR    | 7         | 8          | 3          | 3          | 4          | 11/103                           | EASTMAN              | ABC-R   |  |
| 7.5        | 6.0      | 4.2        | 7          |         | <b>WIRK</b><br>107.9    | CTRY   | 6         | 10         | 5          | 4          | 5          | 13/86                            | MCGAVREN             |         |  |
| 3.1        | 4.9      | 3.8        | 8          |         | <b>WPOM</b><br>160.0    | B/U    | 8         | 5          | 4          | 5          | 7          | 12/90                            | HNWH                 | SHRDN   |  |
| 3.3        | 2.6      | 2.8        | 9          |         | <b>WLYF</b><br>101.5    | B/EZ   | 10        | 23         | 27         | 22         | 17         | 15/73                            | BLAIR                |         |  |
| 1.7        | 1.4      | 2.3        | 10         |         | <b>WAXY</b><br>105.9    | A/C    | 11        | 9          | 10         | 6          | 6          | 17/64                            | REPUBLIC             | US-1    |  |

# WICHITA #91

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.5       | 12.6     | 15.2       | 1                     | KFDI-FM<br>101.3 | CTRY   | 2         | 10         | 4          | 1          | 1          | 11/103                           | TORBET               | ABC-E   | 12.9               |
| 10.1       | 8.7      | 13.5       | 2                     | KKRD<br>107.3    | CHR    | 3         | 1          | 3          | 2          | 2          | 12/93                            | HNWH                 |         | 13.7               |
| 11.5       | 10.0     | 10.3       | 3                     | KICT<br>95.1     | AOR    | 6         | 2          | 1          | 3          | 5          | 11/102                           | KATZ                 | ABC-R   | 11.3               |
| 14.4       | 12.5     | 10.0       | 4                     | KEYN<br>103.7    | CHR    | 1         | 3          | 2          | 4          | 3          | 16/67                            | MCGAVREN             | US-1    | 11.0               |
| 9.4        | 8.2      | 8.9        | 5                     | KFDI<br>107.0    | CTRY   | 4         | 13         | 11         | 9          | 6          | 13/84                            | TORBET               | ABC-E   | 9.7                |
| 6.3        | 8.7      | 7.5        | 6                     | KFH<br>133.0     | CTRY   | 5         | 8          | 10         | 7          | 4          | 15/73                            | EASTMAN              | CBS     | 4.6                |
| 5.5        | 7.8      | 5.4        | 7                     | KOEZ<br>92.3     | B/EZ   | 7         | 7          | 16         | 10         | 9          | 15/72                            |                      |         | 5.4                |
| 2.6        | 6.1      | 4.7        | 8                     | KLEO<br>148.0    | BBND   | 11        | 4          | 13         | 13         | 11         | 12/93                            |                      | ABC-I   | 4.9                |
| 6.3        | 5.6      | 4.6        | 9                     | KLZS<br>97.9     | A/C    | 8         | 9          | 7          | 5          | 7          | 15/74                            | EASTMAN              |         | 2.9                |
| 3.9        | 5.4      | 4.4        | 10                    | KQAM<br>141.0    | A/C    | 9         | 12         | 5          | 6          | 8          | 15/72                            | MCGAVREN             | US-1    | 4.4                |

# WILKES BARRE-SCRANTON #56

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |  |
|------------|----------|------------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--|
| 10.3       | 8.5      | 10.3       | 1                     | WKRZ-FM<br>98.5  | CHR    | 1         | 1          | 1          | 1          | 2          | 13/82                            | KATZ                 |         |  |
| 7.1        | 9.9      | 7.9        | 2                     | WNAK<br>73.0     | B/EZ   | 8         | 37         | 21         | 15         | 17         | 6/181                            | MASLA                | NBC     |  |
| 5.6        | 7.2      | 7.4        | 3                     | WGBI-FM<br>101.3 | A/C    | 3         | 4          | 3          | 2          | 1          | 14/77                            | TORBET               | CBS-R   |  |
| 7.4        | 8.8      | 6.8        | 4                     | WARM<br>59.0     | A/C    | 2         | 8          | 7          | 4          | 3          | 16/67                            | EASTMAN              | MBS     |  |
| 5.2        | 6.0      | 6.4        | 5                     | WEJL<br>63.0     | A/C    | 9         | 11         | 26         | 18         | 11         | 7/148                            | SELCOM               | ABC-I   |  |
| 6.9        | 7.1      | 6.2        | 6                     | WEZX<br>107.1    | AOR    | 5         | 3          | 2          | 3          | 7          | 11/94                            | SELCOM               | ABC-R   |  |
| 4.7        | 5.8      | 4.3        | 7                     | WTLQ<br>102.3    | CHR    | 4         | 2          | 4          | 5          | 9          | 17/64                            |                      |         |  |
| --         | --       | 4.1        | 8                     | WWSH<br>97.9     | B/EZ   | 10        | 29         | 9          | 8          | 6          | 10/112                           |                      |         |  |
| 3.2        | 4.1      | 3.9        | 9                     | WMGS<br>92.9     | B/EZ   | 7         | 15         | 5          | 6          | 4          | 14/76                            | EASTMAN              |         |  |
| 3.9        | 3.8      | 3.4        | 10                    | WILK<br>98.0     | CHR    | 6         | 5          | 6          | 7          | 5          | 19/58                            | MCGAVREN             | ABC-E   |  |
| 5.7        | 3.2      | 3.4        | 10                    | WARD<br>154.0    | TALK   | 13        | 31         | 30         | 10         | 8          | 9/122                            | SAVALLI              | AP      |  |

# WILMINGTON #75

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 8.8        | 9.7      | 10.9       | 1                     | <b>WMMR</b><br>93.3    | AOR    | 2         | 3          | 1          | 1          | 2          | 12/93                            | KATZ                 | NBC-S   |
| 7.2        | 11.1     | 9.3        | 2                     | <b>WSTW</b><br>93.7    | CHR    | 1         | 4          | 2          | 2          | 1          | 15/71                            | EASTMAN              |         |
| 8.0        | 7.4      | 8.6        | 3                     | <b>WJBR-FM</b><br>99.5 | B/EZ   | 5         | 14         | 14         | 9          | 3          | 9/114                            |                      |         |
| 7.1        | 5.2      | 6.4        | 4                     | <b>WUSL</b><br>98.9    | B/U    | 9         | 2          | 3          | 3          | 5          | 10/111                           | EASTMAN              | ABC-F   |
| 7.3        | 8.7      | 5.8        | 5                     | <b>WDEL</b><br>1150    | A/C    | 4         | 11         | 10         | 7          | 6          | 16/69                            | EASTMAN              | NBC     |
| 4.4        | 4.1      | 5.3        | 6                     | <b>WCAU-FM</b><br>98.1 | CHR    | 3         | 1          | 6          | 5          | 11         | 18/62                            | CBS-FM               | CBS     |
| 2.3        | 3.5      | 4.5        | 7                     | <b>WILM</b><br>1450    | A/C    | 8         | 21         | 18         | 17         | 13         | 15/73                            | SAVALLI              | CBS     |
| 3.2        | 2.9      | 4.2        | 8                     | <b>WMGK</b><br>102.9   | A/C    | 6         | 7          | 5          | 4          | 4          | 17/63                            | MMR                  |         |
| 4.1        | 3.5      | 3.0        | 9                     | <b>WYSP</b><br>94.1    | AOR    | 7         | 5          | 4          | 6          | 18         | 23/47                            | TORBET               | ABC-R   |
| 3.5        | 3.3      | 3.0        | 9                     | <b>WKSZ</b><br>100.3   | A/C    | 10        | 18         | 13         | 8          | 7          | 18/59                            | MASLA                |         |
| 5.5        | 4.0      | 3.0        | 9                     | <b>WAMS</b><br>1380    | CTRY   | 14        | 29         | 11         | 12         | 9          | 14/80                            | SELCOM               | ABC-D   |

# WORCESTER #94

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.4       | 11.8     | 14.0       | 1                     | <b>WAAF</b><br>107.3 | AOR    | 1         | 1          | 1          | 1          | 2          | 11/98                            | KATZ                 |         |
| 12.6       | 14.1     | 11.8       | 2                     | <b>WSRS</b><br>96.1  | B/EZ   | 3         | 23         | 8          | 4          | 1          | 10/107                           | BLAIR                |         |
| 9.6        | 9.6      | 9.7        | 3                     | <b>WTAG</b><br>580   | A/C    | 2         | 11         | 15         | 11         | 6          | 13/84                            | MCGAVREN             | NBC     |
| 6.5        | 4.0      | 6.1        | 4                     | <b>WFTQ</b><br>1440  | A/C    | 4         | 8          | 3          | 3          | 4          | 16/67                            | KATZ                 | ABC-I   |
| 7.0        | 5.6      | 5.2        | 5                     | <b>WROR</b><br>98.5  | A/C    | 6         | 9          | 4          | 2          | 3          | 16/68                            | REPUBLIC             | US-1    |
| 6.1        | 6.4      | 5.2        | 5                     | <b>WBZ</b><br>1030   | A/C    | 7         | 25         | 11         | 9          | 5          | 15/73                            | BLAIR/RAR            | ABC-I   |
| 7.0        | 5.6      | 4.8        | 7                     | <b>WHTT</b><br>103.3 | CHR    | 5         | 2          | 6          | 7          | 11         | 18/60                            | CBS-FM               | CBS-R   |
| 2.1        | 3.9      | 4.5        | 8                     | <b>WBCN</b><br>104.1 | AOR    | 8         | 5          | 2          | 5          | 7          | 13/84                            | TORBET               |         |
| 1.1        | 1.5      | 3.9        | 9                     | <b>WZOU</b><br>94.5  | CHR    | 9         | 3          | 7          | 8          | 13         | 15/73                            | BLAIR                |         |
| 5.0        | 3.9      | 3.9        | 9                     | <b>WNEB</b><br>1230  | BBND   | 12        | 27         | 21         | 14         | 10         | 12/88                            | KETTELL              | MBS     |

# YORK #95

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 9.9        | 8.4      | 10.5       | 1                     | <b>WSBA-FM</b><br>103.3 | A/C    | 5         | 10         | 2          | 1          | 1          | 10/109                           | EASTMAN              |         |
| 7.1        | 7.6      | 10.3       | 2                     | <b>WQXA-FM</b><br>105.7 | CHR    | 1         | 1          | 1          | 2          | 3          | 13/84                            | MMR                  | ABC-C   |
| 12.3       | 9.0      | 10.2       | 3                     | <b>WRKZ</b><br>106.7    | A/C    | 3         | 5          | 5          | 3          | 2          | 12/94                            | MCGAVREN             | ABC-E   |
| 7.4        | 8.4      | 8.8        | 4                     | <b>WNCE</b><br>101.3    | B/EZ   | 6         | 13         | 9          | 6          | 4          | 11/99                            | TORBET               | NBC     |
| 13.5       | 11.1     | 8.5        | 5                     | <b>WSBA</b><br>910      | A/C    | 2         | 15         | 6          | 7          | 5          | 14/77                            | EASTMAN              |         |
| 5.5        | 4.1      | 5.6        | 6                     | <b>WYCR</b><br>98.5     | CHR    | 4         | 2          | 4          | 5          | 6          | 19/58                            | HNWH                 | NBC-S   |
| 6.4        | 5.9      | 5.4        | 7                     | <b>WHTF</b><br>92.7     | AOR    | 8         | 4          | 3          | 4          | 7          | 11/101                           | BLAIR                |         |
| --         | --       | 3.7        | 8                     | <b>WNNK</b><br>104.1    | CHR    | 7         | 3          | 7          | 8          | 10         | 16/67                            | EASTMAN              | ABC-R   |
| 0.9        | 1.1      | 2.9        | 9                     | <b>WLAN-FM</b><br>96.9  | A/C    | 10        | 6          | 10         | 10         | 16         | 13/84                            | HNWH                 | ABC-F   |
| 5.5        | 5.0      | 2.7        | 10                    | <b>WTPA</b><br>93.5     | AOR    | 11        | 7          | 8          | 9          | 12         | 12/90                            | SELCOM               | ABC-R   |

# YOUNGSTOWN-WARREN #77

| SPRING '84 | FALL '84 | SPRING '85 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|------------|----------|------------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.4       | 15.7     | 17.5       | 1                     | <b>WHOT-FM</b><br>101.1 | CHR    | 1         | 1          | 1          | 1          | 1          | 11/95                            | EASTMAN              |         | 17.6               |
| 7.2        | 7.5      | 11.0       | 2                     | <b>WKBN</b><br>570      | A/C    | 2         | 19         | 9          | 4          | 3          | 12/87                            | KATZ                 | CBS     | 12.0               |
| 10.7       | 10.8     | 9.6        | 3                     | <b>WKBN-FM</b><br>98.9  | B/EZ   | 4         | 15         | 12         | 6          | 5          | 12/88                            | KATZ                 |         | 8.5                |
| 11.0       | 9.2      | 8.1        | 4                     | <b>WQXK</b><br>105.1    | CTRY   | 6         | 6          | 6          | 3          | 2          | 10/106                           | MMR                  | ABC-D   | 7.0                |
| 6.5        | 7.5      | 6.8        | 5                     | <b>WYFM</b><br>102.9    | A/C    | 3         | 4          | 2          | 2          | 4          | 18/61                            | W&P                  | ABC-C   | 6.4                |
| 11.3       | 8.3      | 6.8        | 5                     | <b>WBBW</b><br>1240     | N/T    | 5         | 17         | 19         | 14         | 11         | 12/87                            | MCGAVREN             | ABC-T   | 6.9                |
| 6.1        | 5.4      | 5.0        | 7                     | <b>WFMJ</b><br>1390     | A/C    | 7         | 13         | 18         | 15         | 13         | 13/86                            | UNIREP               | NBC     | 5.1                |
| 2.8        | 4.2      | 4.7        | 8                     | <b>WDMT</b><br>107.9    | B/U    | 9         | 2          | 4          | 7          | 8          | 12/93                            | HNWH                 | US-1    | 7.4                |
| 3.1        | 3.7      | 4.2        | 9                     | <b>WMMS</b><br>100.7    | CHR    | 10        | 3          | 3          | 5          | 6          | 12/89                            | KATZ                 | NBC-S   | 3.8                |
| 4.2        | 4.5      | 2.7        | 10                    | <b>WHOT</b><br>1330     | A/C    | 8         | 5          | 8          | 11         | 7          | 21/51                            | EASTMAN              |         | 4.5                |

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# BLAIR RADIO/BLAIR RAR

FROM THE DESK OF:  
JIM HILLIARD

## 1985 STRATEGIC PLANNER

### MARCH

- ✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION.
- ✓ EXPAND RAR'S NY SALES. ADD: STEVE APPEL, CARYN JACOBY.
- ✓ BRING TOM TURNER BACK.

### MAY

- ✓ SCOTT LAZARE, VP/GM, BLAIR RADIO, NY.
- ✓ KAREN WALD, WEST COAST DIV. VENDOR SALES MGR.
- ✓ FRANK KELLY STARTS SPORTS & SPEC. SLS.
- ✓ RADIO TO SIGN WABY/WWOM, ALBANY.
- ✓ TO BLAIR RADIO, NY: AE'S ROSEMARY ZIMMERMAN & ELISE RANDALL

### JULY

- ✓ GREG D'ALBA, NY SALES, BLAIR RADIO.
- ✓ ORDER NATIONWIDE ARBITRON.
- ✓ BRN IMPLEMENTS DIRECT MAIL NEW BUSINESS PRESENTATIONS PROGRAM.
- ✓ REINSTATE QUARTERLY REPORTS
- ✓ ROB KNIGHT, AE, SAN FRANCISCO.

### APRIL

- ✓ BLAIR RADIO TO SIGN: WOHO, WWW/M, TOLEDO/WGNT, WAMX, HUNTINGTON, W. VA. / KROQ-FM, LOS ANGELES.
- ✓ BOB LION, GM, BRN
- ✓ MARISA KESHIN, AE, NY NETWORK SALES.
- ✓ SUE HAGY, HOUSTON MGR.

### JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KQKT (FM) SEATTLE.
- ✓ GROUP W SIGNS FOR VENDOR SALES PROGRAM.
- ✓ IMPLEMENT MARKETRON SYSTEM.

### AUGUST

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