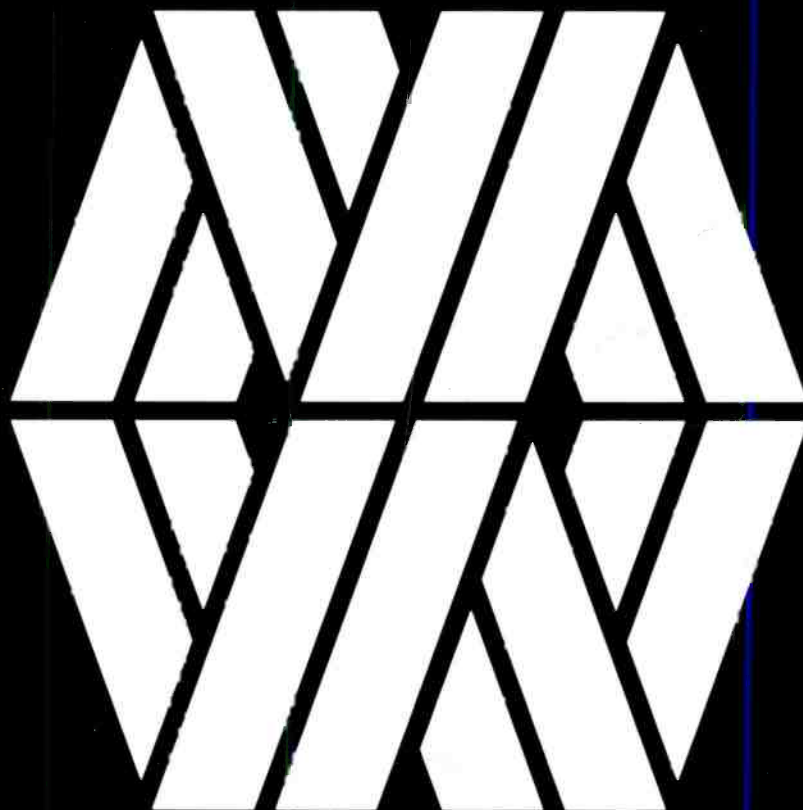




RADIO & RECORDS

RATINGS REPORT & DIRECTORY

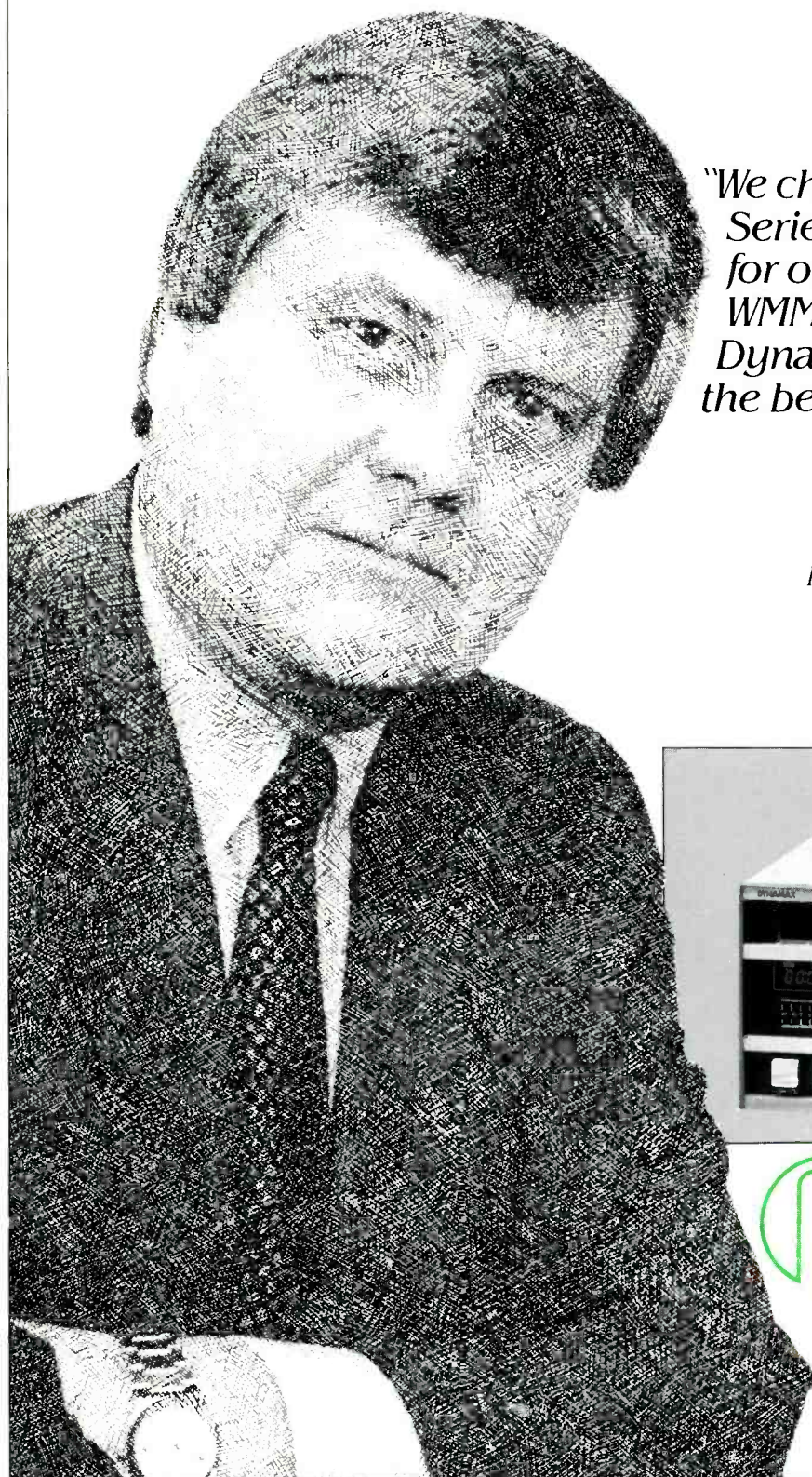


WESTWOOD ONE

FALL '85 ARBITRON & BIRCH RESULTS FOR TOP 100 MARKETS — DRIVETIME DOMINATORS
NEW EQUIPMENT MANUFACTURERS, EXPANDED GROUP OWNERSHIP LISTINGS

GO WITH THE WINNERS.

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The rep VS. the conglomerate.

By Jerry Schubert, President, Eastman Radio.



The selling of America's radio stations is in the throes of change. Most of the industry's major rep firms have caught the mergermania fever that is sweeping the business community.

They are fast becoming "Conglomerates" whose main selling efforts are packaging stations into so-called "networks."

Is the "Conglomerate" the future?

We wonder if the packaged or commodity approach to selling radio is indeed the way to go.

It's not that we're against networks. Eastman is a member of Supernet because it does provide some ease of buying advantages for agencies and can deliver some benefit in reaching specialized audiences.

But we try to keep the concept of a network in perspective. For at Eastman, we have reservations about the impact of this approach on the quality stations across the country. Stations that have more to sell.

As we see it, the faceless network will submerge the identities of the individual stations.

The faceless network will blur the competitive differences between stations.

The faceless network will make the sale on price, not value. (How do you sell value if, as in the case of one Conglomerate, you handle fifteen stations in one market?)

Eastman's view of the future.

With more network selling, we see the need for a rep firm to sell value, not just numbers.

We see the need for a firm to represent the best stations in all markets.

We see the need for a firm to train its people to know its markets, its stations and to know how to sell value instead of price.

Since that has always been our approach, we see Eastman as that firm.

Eastman. The largest independent Rep.

If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerate, Eastman is not only your best choice, it's your only choice.

Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



EASTMAN RADIO

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GLOSSARY

The terms of the radio ratings industry explained in English.

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A quick look at the top radio formats and how their overall numbers compare on both a national and regional basis.

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A guide to R&R's comprehensive and exclusive method of presenting ratings information.

MARKET CHARTS

R&R's exclusive single-source approach to ratings data, including Arbitron one-year trends, Birch figures, rankings in four key demographics, rep and net affiliations, and more.

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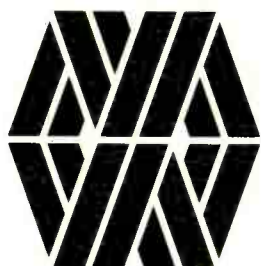


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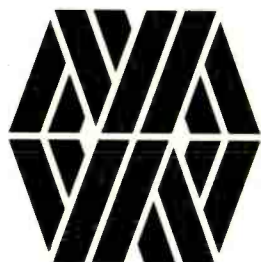
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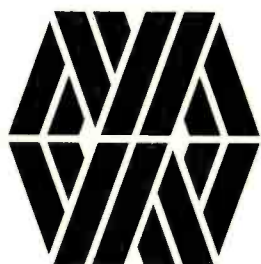




***WESTWOOD ONE
INCORPORATED***



***WESTWOOD ONE
RADIO NETWORKS***



***MUTUAL
BROADCASTING SYSTEM***

A BRAND NEW LOOK...



FOR A WINNING COMBINATION.

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Seattle, WA 98101
(206) 624-2888

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Portland	KSGO & KGON

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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
Fresno	KFYE

Allegheny Mountain Network

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

President: Cary Simpson

Johnstown, PA	WIYQ
Bellefonte, 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

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1710 E. 11th Street
Los Angeles, CA 90059
(213) 564-7951

President: Willie Davis

Los Angeles	KACE
Houston	KYOK
Seattle	KQIN
Milwaukee	WLUM & WAWA

American Media

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

President: Alan Beck

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Baltimore	WLIF
San Antonio	KSMG
Orlando	WMGG

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Denver, CO 80226
(303) 922-5511

President: George Anderson

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Newton, KS	KJRG & KOEZ
Scott City, KS	KFLA & KEZU
Columbus, NE	KJSK & KLIR

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San Rafael, CA 94901
(415) 456-1510

President: Art Astor

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Orange, CA	KIK-FM

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

President: Cy Bahakel

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

Beach-Schmidt Group

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

Executive VP: Bob Schmidt

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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

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Cleveland	WDMT
Mobile	WMOO & WBLX
Augusta	WGAC
Evansville	WYNG
Charleston, WV	WTIP & WVSR
Conway, SC	WLAT & WYAV
Fayetteville, NC	WFAI & WKML
Reidsville, NC	WWMO
Kinston, NC	WFTC & WRNS

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	KVIX & KVIL
Tampa	WFLA & WPDS
Indianapolis	WIBC & WNAP

Bloomington Broadcasting Corp.

236 Greenwood Avenue
Bloomington, IL 61702
(309) 829-1221

President: Timothy Ives

Grand Rapids	WKLQ
Chattanooga	WGOW & WSKZ
Johnson City, TN	WJCW & WQUT
Bloomington, IL	WJBC & WBNQ

Bonneville International

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

President: Rodney Brady

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Los Angeles	KBIG
Chicago	WCLE
San Francisco	KOIT AM & FM
Dallas	KAAM & KZPS
Seattle	KIRO & KSEA
Kansas City	KMBZ & KMBR
Salt Lake City	KSL

Booth American

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

President: John Booth

Detroit	WJLB
Cleveland	WRMR & WLTF
Cincinnati	WWNK-AM & FM
Toledo	WTOD & WKLR
Saginaw	WSGW & WIOG
South Bend, IN	WZZP

250%

MORE AUDIENCE!

RADAR 32 is out...the results are in...and there's more great news from Mutual! In its first ratings report since being acquired by Westwood One, Mutual showed a phenomenal 25% increase in the all-important adult 25-54 demographic. This makes Mutual number one in audience growth and number three overall among the 18 measured networks. With a 51% increase in women and a number one ranking in upper-income men, Mutual's balance in the key 25-54 category is unparalleled. For innovation and information...it's the Mutual Broadcasting System. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

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420 Northwest 5th Street
Box 3353
Evansville, IN 47708
(812) 423-6200

President: Alan Brill

Duluth	WEBC & WAVC
Fargo-Moorhead, ND-MN	KQWB-AM & FM
Ephrata, PA	WIOV
Jefferson City, MO	KLIK & KTXV
Petersburg, VA	WPVA & WKHK
Reading, PA	WHUM

Broadcast Properties

1700 Kyle South
Suite 100
College Station, TX 77840
(409) 693-7356

President: Barry Turner

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Tyler, TX	KDOK & KEYP
Panama City, FL	WKSD & WPFM
Grand Junction, CO	KIIO & KVEE
Santa Fe, NM	KAFE & KKSS
Bryan-College Station, TX	KAGC & KKYS

Brown Broadcasting

9230 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 274-8411

VP: Michael Brown

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	WDRC-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced	KUBB
Monterey-Salinas	KWAV
Portland, ME	WYNZ-AM & FM

Capital Cities/ABC

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

Radio President: James Arcara

New York	WABC & WPLJ
Los Angeles	KABC & KLOS
Chicago	WLS-AM & FM
San Francisco	KGO
Washington	WMAL & WRQX
Detroit	WJR & WHYT
Dallas	WBAP & KSCS
Atlanta	WKHX
Providence	WPRO-AM & FM

Capitol Broadcasting Co.

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

President: Jim Goodmon

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.

917 Western America Circle
Suite 500
Mobile, AL 36609
(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
Smithers, BC	CBFV
Vanderhoof, BC	CIVH
Williams Lake, BC	CKWL

Carlson Communications International

Box 7040
Salt Lake City, UT 84107
(801) 268-8181

President: Ralph J. Carlson

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Caldwell, ID	KLCI
Cottonwood, AZ	KSMK
Elko, NV	KRJC
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New York, NY 10019
(212) 975-4321

President/Radio Division: Robert Hosking

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Los Angeles	KNX & KKHR
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San Francisco	KCBS & KRQR
Philadelphia	WCAU-AM & FM
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Houston	KLTR
Washington	WLTT
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St. Louis	KMOX & KHTR
Tampa	WSUN & WYNF

Central Broadcasting Group

Box 1646
Richmond, IN 473375
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President: William Quigg

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Chicago, IL 60611
(312) 922-1000

President: Howard Grafman

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San Francisco	KMEL
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CKO, Inc.

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

President: Stan M. Stewart

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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

500 Two Republic Bank Plaza
175 East Houston Street
San Antonio, TX 78205
(512) 225-4231

President: L. Lowry Mays

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San Antonio	WOAI & KAJA
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WESTWOOD ONE RADIO NETWORKS

DIRECTORY

Radio Group Owners

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
Idaho Falls, ID	KUPI & KPPI
Missoula, MT	KLCY & KYSS
Vernal, UT	KVEL & KUIN

Communications Properties, Inc.

One Dubuque Plaza
Dubuque, IA 52001
(319) 582-7570

President: *Philip Kelly*

Fargo, ND	KFGO & KRRZ
Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

Compass Communications

1100 Larkspur Landing Circle
Suite 315
Larkspur, CA 94939
(415) 461-8550

Albuquerque	KRKE-AM & FM
Wichita	KICT
Colorado Springs	KSSS & KVVU
Marina, CA	KBOQ
Salina, KS	KNNN

Community Pacific Broadcasting Corp.

933 N. Main Street
Salinas, CA 93906
(408) 422-7484

President: *Charles Banta*

Salinas, CA	KTOM-AM & FM
Modesto, CA	KFIV-AM & FM
Eugene, OR	KEED & KSND
Anchorage, AL	KASH-AM & FM
Gresham, OR	KRDR

Cox Communications

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

President/Broadcasting Division:

Walter Liss, Jr.

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

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506 Bethlehem Pike
Fort Washington, PA 19034
(215) 628-3500

President: *Don Crawford*

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Hammond (Chicago)	WYCA
Detroit	WMUZ
Dallas	KPBC
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P.O. Box 21248
San Jose, CA 95151
(408) 274-1170

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Santa Ana	KWIZ-AM & FM
San Jose	KLOK
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DKM Broadcasting

6201 Powers Ferry Road
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Atlanta, GA 30339
(404) 955-8855

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Baltimore	WCAO & WXYV
Cincinnati	WDJO & WUBE
Springfield, MO	KWTO-AM & FM
Lincoln	KFOR & KFRX
Oelwein, IA	KOEL-AM & FM
Salina, KS	KSAL & KYEZ

Donrey Media Group

Donrey House
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Fort Smith, AR 72901
(501) 785-7810

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Newport Beach, CA	KOCM-FM
Reno	KOLO
Springdale, AR	KBRS
Delta, CO	KLDR
Grand Junction, CO	KEXO

Duffy Broadcasting

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

President: *Marty Greenberg*

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Sacramento	KGMS & KSFM
San Antonio	KONO & KITV

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Washington, DC 20009
(202) 387-0661

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New Haven	WAVZ & WKCI
Hershey, PA	WRKZ
Springfield, IL	WCVS & WFMB
State College, PA	WRSC & WQWK

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840 N. Central Avenue
Phoenix, AZ 85004
(602) 258-8181

President: *Gary Edens*

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

Emmis Broadcasting

1099 N. Meridian Street
Suite 1197
Indianapolis, IN 46204
(317) 266-0100

President: *Jeff Smulyan*

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Los Angeles	KPWR
Washington	WAVA
St. Louis	KSHE
Minneapolis	WLOL
Indianapolis	WENS

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

President: *Joe Field*

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Houston	KLEF
Pittsburgh	WEPP & WDSY
Tacoma (Seattle)	KTAC & KBRD
Minneapolis	KMFY & WAYL
Tampa	WXCR

EZ Communications

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

President: *Alan Box*

Washington	WBWM
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*

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
Long Beach, CA	KFRN
Middle Island, NY	WFRS
Newark, NJ	WFME
Okeechobee, FL	WWFR
Shenandoah, IA	KYFR
Webster, NY	WFRW

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Do we have news for you...Mutual news! The only commercial radio network headquartered in Washington, D.C., Mutual is first on the national and international news scene with former White House press secretary Ron Nessen leading a distinguished group of reporters and news anchors. Plus viewpoints from Sens. Ted Kennedy and Bob Dole, entertainment news from Rona Barrett and more. As the only network broadcasting the news exclusively for radio, Mutual continues a 52-year tradition of excellence in 1986. **MUTUAL SALES OFFICES:** New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

DIRECTORY

Radio Group Owners

Federated Media

421 South 2nd Street
Elkhart, IN 46516
(219) 295-2500

President: John Dille III

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

First Media

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

President: Glenn Potter

Boston	WKKT
Houston	KFMK
Seattle	KUBE
Washington, DC	WPGC & WCLY
Atlanta	WZGC
Chicago	WUSN
Phoenix	KOPA & KSLX
Provo-Salt Lake City	KDOT & KFMY

Forward Communications

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

President: Richard Dudley

Waterloo, IA	KWLO & KFMW
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	KKBQ-AM & FM
St. Louis	KUSA & KSD
Tampa	WDAE & WIQI
San Diego	KSDO-AM & FM

Guy Gannett Broadcasting Services

Box 1731
Northport Business Park
Portland, ME 04103
(207) 797-9330

President: Jean Gannett Hawley

Miami	WINZ-AM & FM
Pinellas Park (Tampa)	WPLP
Oklahoma City	KOFM
Cocoa Beach-Orlando	WRKT & WSSP
Davenport, IA	KKZX & WXL

Gazette Printing

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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
Lobelville, TN	WIST

GO Radio

1020 E. Second Street
Webster City, IA 50595
(515) 832-1570

President: Glenn Olson

Creston, IA	KSIB & KITR
Kewanee, IL	WKEL & 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
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
Yardley, PA	WCHR

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 & WDIX
Dayton	WING & WGTZ
Springfield, OH	WIZE

Greater Media

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

President: Frank Kabala

Los Angeles	KRLA & KBZT
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
Lakeland-	WONN & WPCV
Winter Haven, FL	
Norwich, CT	WICH & WCTY

Harris Enterprises

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

VP: Robert Wells

Waco	WACO & KHOO
Topeka	KTOP & KDVV
Burlington, IA	KBUR & KGRS
Garden City, KS	KIUL
Grand Island, NE	KRGI-AM & FM
Joliet, IL	WJOL & WLLI
Leoti, KS	KWKR

CONCERTS

Nothing demonstrates Westwood One's commitment to quality like our concert division. With three mobile recording studios located in the West, Midwest and East – giving Westwood One and its featured artists complete control of the product from sound check to broadcast – Westwood One records more than 200 concerts a year, for all major formats. The *Superstar Concert Series*, *Live From Gilley's*, *In Concert*, *BBC Classic Concerts*, *Live From The Apollo*, the *Budweiser Concert Hour* – they're all part of Westwood One's sound of success! WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

Radio Group Owners

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 Avenue
San Francisco, CA 94124
(415) 285-1133

President: Charlton Buckley

Denver	KVOD
Riverside-	KFXM & KUDO
San Bernardino, CA	
Portland	KYTE-AM & FM

Home News Publishing Co.

Box 551
New Brunswick, NJ 08901
(201) 246-5633

President: William Boyd

Stockton, CA	KWG
Santa Barbara, CA	KTYD
Danbury, CT	WINE & WRKI
Tracy, CA	KYBB
Kingsport, TN	WKPT & WTFM

Hubbard Broadcasting

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

President: Stan Hubbard

Cyprus Gardens-	WGTO
Ft. Lauderdale	
Minneapolis-St. Paul	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 & FLC
Labrador, NF	CFLW
Port aux Basques, NF	CFGN
Ft. Andrews, NF	CFCV
St. Anthony, NF	CFNN
Stephenville, NF	CFSX

H & W Communications (dba Heftel Broadcasting)

1599 Kapiolai 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

Ingstad Broadcasting Group and Tom Ingstad Broadcasting

Box 1415
Grand Forks, ND 58206
(701) 775-0575

President: Tom Ingstad

Breckenridge, MN	KLTA & KBMW
Iowa City	KXIC & KKRQ
Rapid City, SD	KIMM & KGGG
Valley City, ND	KOVC & KKVC
Wadena, MN	KWAD & KKWS

Inner City Broadcasting

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

President: Pierre Sutton

New York	WLIB & WBLS
San Francisco	KRE & KBLX
Detroit	WKSG
San Antonio	KSJL

JACOR Communications

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

President: Frank Wood

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

JAG Communications

6 East 45th Street, Suite 1301
New York, N.Y. 10017
(212) 557-4450

Owner: John A. Gambling

Providence	WLKW-AM & FM
Norfolk	WLTY
Albany	WROW-AM & FM

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
Richmond, VA	WWBT

Jesup Broadcasting Corp.

1250 W. Charlton St.
Milledgeville, GA 31061
(912) 452-0586

President: Gary Davidson

Camden, SC	WPUB-AM & FM
Jesup, GA	WLOP & WIFO
Kingstree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

Josephson Communications

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

Broadcast President: Ed Christian

Milwaukee	WMGF
Columbus, OH	WVWK & 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-AM & FM
Orlando	WDBO & WWKA
Tulsa	KWEN
Syracuse	WSYR & WYYY
Bridgeport	WEZN
Worcester	WFTQ & WAAF

TALK

Larry King and Dr. Toni Grant – two of the best ways we know to introduce Mutual's talk show lineup. Larry King at 11: It's the difference between night and day! It's *King time*...prime time for your listeners with America's favorite talk show host. And now, Mutual brings you Dr. Toni Grant, radio's foremost psychologist, who you'll hear every night, Monday – Friday at 9 p.m. (EST), giving Mutual an eight-hour talk bloc second to none! Larry King, Dr. Toni Grant and *America In The Morning* with Jim Bohannon – can we talk? You *bet* we can. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

Radio Group Owners

Kaye-Smith Radio

Box 3010
Bellevue, WA 98009
(206) 455-0923
President: Lester Smith

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

David Keister Stations

1639 Burton Lane
Martinsville, IN 46151
(317) 342-3394
President: David Keister

Lebanon, IN	WBCI
Connersville, IN	WIFE & WCNB
Martinsville, IN	WMCB & WCBK
Washington Court	WOFR & WCHO

Keymarket Group

804 Carolina Avenue
N. Augusta, SC 29841
(803) 278-4646
Principals: Donald Alt, Kerby Confer, and Paul Rothfuss

Detroit	WLTJ
Houston	KMJQ
St. Louis	KMJM
Greenville, SC	WSSL-AM & FM
Baton Rouge	WKJN
Harrisburg	WNNK
Mobile-Pensacola	WIZD
Columbia, SC	WTCB
Jackson, MS	WJDX & WMSI
Atmore, AL	WSKR

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

Kuiper Stations

399 Garfield SW
Box 1808
Grand Rapids, MI 49501
(616) 456-9541
President: William E. Kuiper Sr.

Grand Rapids	WFUR-AM & FM
Kalamazoo, MI	WKPR
Muskegon Heights, MI	WKJR & WABM
Dowagiac, MI	WDOW-AM & FM

KWHK Broadcasting

525 N. Main Street
Hutchinson, KS 67501
(316) 663-4461
President: William Mitchell

Sante Fe, NM	KTRC
Hot Springs, AK	KBHS & KSPA
Hutchinson, KS	KWHK
Pocatello, ID	KZBQ-AM & FM

Legacy Broadcasting

6430 Sunset Blvd.
Suite 700
Los Angeles, CA 90028
(213) 469-9968
President: Carl Hirsch

Los Angeles	KJOI
Detroit	WLLZ
Minneapolis	KDWB-AM & FM
Denver	KHOW & KPKE

Lesso, Inc.

Box 11705
Wichita, KS 67202
(316) 267-0293
President: Larry Steckline

Alva, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSLs
Pratt, KS	KWLS & KGLS

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

Linder Radio Group

Box 838
Willmar, MN 56201
President: Willard Linder

Mankato, MN	KTOE
Marshall, MN	KMHL & KKCK
Montevideo, MN	KDMA
Willmar, MN	KWLM & KQIC

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
Fresno	KGST
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
Radio President: Gil Rosenwald

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

Marcom Media

804 Carolina Avenue
N. Augusta, GA 29841
(803) 278-4646
CEO: Marshall Magee

Augusta, GA	WZNY
Lufkin-Nacogdoches, TX	KIPR-AM & FM
Ottawa, KS	KOFO & KKKY
Russellville, KY	WRUS & WBVR
Tuscaloosa, AL	WRLX & WFFX
Wapakoneta-Lima, OH	WAXC

McKenna Radio Stations

c/o **McKenna, Wilkinson & Kittner**
1150 17th St. NW
Washington, DC 20036
(202) 861-2600
President: James McKenna

Minneapolis	KQRS-AM & FM
Harrisburg, PA	WCMB & WFSM
Madison, WI	WHIT
Middleton, WI	WWQM

Mesa Broadcasting

Room 1876
208 S. LaSalle Street
Chicago, IL 60604
(312) 346-7900
President: John W. Hough

Billings, MT	KOOK & KBIT
Grand Junction, CO	KQIL & KQIX
Cheyenne, WY	KUUY & KKAZ

BIG EVENTS

For the biggest events on radio, it's Westwood One...and only! That was true 10 years ago and remains true today. When major entertainment events are broadcast on the radio, chances are you'll hear them on Westwood One – stereo simulcasts, live concerts, rock festivals, exclusive interviews, major benefits and satellite broadcasts from around the world! Nothing builds an audience like big events. And nobody brings you more big events than Westwood One! WESTWOOD ONE
SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

DIRECTORY

Radio Group Owners

Metromedia

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

President/Radio Division: Carl Brazell

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

Metroplex Communications

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

President: Norman Wain

Washington	WPKX-AM & FM
Miami	WHYI
Tampa	WNLT
Charlotte	WRKB & WJZR
Orlando	WORL & WJYO
Jacksonville	WPDQ & WFYV

Meyer Communications, Inc.

Box 3676
Springfield, MO 65808
(417) 887-3990

President: Kenneth Meyer

Springfield, MO	KTXR
Fulton, MO	KFAL
Kennett, MO	KBOA & KTMO
Lexington, MO	KLEX & KCAC

Mid America Media

6 Dearborn Square
Kankakee, IL 60901
(815) 937-2750

President: Leslie Small

Indianapolis	WIRE & WXTZ
Tulsa, OK	KBEZ
Davenport, IA	KRVR
Peoria, IL	WIRL & WSWT
Kankakee, IL	WKAN

Midwest Communications Stations

115 South Jefferson St.
Green Bay, WI 54301
(414) 435-3771

President: B.C. Wright

Des Moines	KIOA & KMGK
Duluth	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ

Mid-West Family Stations

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

President: William Walker

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

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

Mortenson Broadcasting

333 West Vine Street
Vine Center, Suite 200
Lexington, KY 40507
(606) 252-1000

President: Jack Mortenson

Baltimore	WBGR
Cleveland	WSUM
Canton, OH	WTOF-AM & FM
Huntington, WV	WEMM
Erlanger, KY	WSAI
Versailles, KY	WJMM

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) 249-7676

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	CIOZ

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
Oakland, CA	KDIA

Nininger Stations

Box 1389
Bristol, VA 24203
(703) 669-8112

President: W.L. Nininger

Charleston, WV	WQBE-AM & FM
Bristol, VA	WFHG & WXBQ
Henderson, KY	WKDQ
Paducah, KY	WKYX & WKYQ

SPORTS

NFL Football. Notre Dame Football. Exclusive coverage of major college bowl game classics including the Sugar Bowl. U.S. Open tennis. Golf. Auto racing. Plus daily sports reports, commentaries and interviews with all of the leading players and personalities. Mutual covers the world of sports year-round for the largest group of radio network affiliates in the country! From the traditional to the exceptional, Mutual's live-via-satellite coverage sets the standard for radio sports. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

DIRECTORY

Radio Group Owners

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 & KKTZ

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

Ogden Newspapers, Inc.

1500 Main Street
Wheeling, WV 26003

Radio Group VP: Robert Koon

Titusville, FL	WAMT & WAJX
North Myrtle Beach, SC	WGSN & WNMB
Punta Gorda, FL	WCCF & WQLM
Staunton, WV	WTON

Olympic Broadcasting

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

President: Ivan Braiker

San Francisco	KKCY
Seattle	KXA-AM & FM
Las Vegas	KMZQ
Spokane	KZZU-AM & FM
Reno	KSRN-AM & FM
Anchorage, AK	KYAK & KGOT
Fairbanks, AK	KIAK & KQRZ

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) 276-6200

VP/Radio: Joseph Chairs

Los Angeles	KIQQ
Philadelphia	WIOQ
Detroit	WQRS
Washington	WTOP & WTKS

Pacific Northwest Broadcasting

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

President: Charles Wilson

Boise	KBOI & KQFC
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 & KIKK
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, Sr.

VP/Radio Operations: Bill Fowler

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

Parker Communications, Inc.

The Cities Broadcasting Center
Butler Square
100 North 6th Street
Minneapolis, MN 55403
(612) 349-6500

President: John Parker

Minneapolis	KTCJ & KTCZ
Honolulu	KIKI & KMAI
Las Vegas	KXTZ
San Jose	KLZE

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
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WIRK-AM & FM
Buffalo	WWKB
Ft. Wayne	WOWO & WIOE
Madison	WIBA-AM & FM

Pyramid Broadcasting

99 Revere Beach Parkway
Medford, MA 02155
(617) 396-11430

President: Richard Balsbaugh

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

Resort Broadcasters

121 Wyck Street
Suite 300
Richmond, VA 23225
(804) 276-9339

Elle Seymour, President/CEO

Virginia Beach, VA	WVAB
Raleigh	WAKS-AM & FM
Charleston, SC	WLNH-AM & FM
Columbia, SC	WGAI & WWOK
Fayetteville, NC	WFLB
Wilmington, NC	WVBS-AM & FM
Ahoskie, NC	WRCS & WQDK
Cape Charles, VA	WWGH
Crewe, VA	WSVS-AM & FM
Dillon, SC	WDSC & WZNS
Ocean City, MS	WETT & WWTR
Ocean City, NJ	WDVR
Surfside Beach, SC	WYAK-AM & FM
Waynesville, NC	WHCC & WQNS

TOURS

What began on the *radio* continues on the *road*! Westwood One, the largest source of artist exposure on American radio, brings together radio, advertisers and artists with the perfect way to maximize national media advertising – tour sponsorships! In 1985, Westwood One became the first and only broadcast network to co-sponsor major rock tours – Foreigner with Coca Cola USA and Rick Springfield with Chewels Sugarless Gum. And now, kicking off 1986, we're sponsoring the Stevie Nicks U.S. tour with Sun Country Cooler! For innovation and entertainment...it's Westwood One. WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



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DIRECTORY

Radio Group Owners

RKO General

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

President/Radio Division: Jerry Lyman

New York	WOR & WRKS
Los Angeles	KRTH-AM & FM
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

Roth Communications

830 Main Street
Melrose, MA 02176
(617) 665-0851

President: David Roth

Reno	KCBN & KRNO
Ft. Pierce, FL	WIRA & WOVV
Cape Cod, MA	WKPE-AM & FM

S & F Communications

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

President: Stuart Frankel

Baltimore	WMKR
Norfolk	WTJZ & WNVZ
Orlando	WCFI-FM

Salem Broadcasting

2310 Ponderosa Drive
Suite 29
Camarillo, CA 93010
(805) 987-0400

Executive VP: Fletcher Anderson

New York	WNYM
Los Angeles	KKLA
San Francisco	KFAX
Boston	WEZE
Seattle	KGNW
San Diego	KTRZ
Columbus, OH	WRFD
San Antonio	KSLR
Tulsa	KCFO-AM & FM
Knoxville	WRGZ
Santa Barbara	KGFT
Rosamund, CA	KAVC-FM
Oxnard, CA	KDAR
El Centro, CA	KGBA

Sandusky Broadcasting

1 Tabor Center
1200 17th Street
Denver, CO 80202
(303) 937-1200

Radio Division President: Toney Brooks

Dallas	KEGL
Seattle	KLSY-AM & FM
San Diego	KWLT
Tampa	WKRL
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
Portland	KUPL-AM & FM
Memphis	WMC-AM & FM

Seaton Stations

Box 877
Coffeyville, KS 67337
(316) 251-2900

Chairman: R.M. Seaton

Lubbock, TX	KFYO & KRUX
Hastings, NE	KHAS
Manhattan, KS	KMAN & KMKF
Coffeyville, KS	KGGF & KQQF

Seehafer Broadcasting Corp.

3730 Mangin Street
Manitowoc, WI 54220
(414) 682-0351

President: Don Seehafer

Wausau, WI	WXCO & WYCO
Two Rivers, WI	WQTC
Manitowoc, WI	WOMT
Rochester, MN	KWEB & WRCH
Beloit, WI	WGEZ

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	WCYQ & WSPT

Shamrock Broadcasting

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

President: Stanley Gold

San Francisco	KABL-AM & FM
Detroit	WCXI & 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	WTGR & WGRX
Milwaukee	WQFM
Orlando	WDIZ
Tulsa	KMYZ
Wilkes-Barre/Scranton	WEJL & WEZX
Pryor, OK	KGCR



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President: Jerrell Shepherd

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Lebanon, MO	KJEL & KIRK
Moberly, MO	KWIX & KRES

Sky Corp.

221 East 48th Street
New York, NY 10017
(212) 355-5551

Executive: Mike Connelly

Dallas	KSKY
Nashville	WSIX-AM & FM
Riverhead, NY	WRIV

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

Stauffer Communications, Inc.

616 Jefferson
Topeka, KS 66607
(913) 295-1111

President: Stanley Stauffer

Des Moines	KRNT & KRNO
Topeka, KS	WIBW-AM & FM
Amarillo, TX	KGNC-AM & FM
Shawnee, OK	KGFF

Sterling Recreation Organization

Box 91723
Bellevue, WA 98009
(206) 455-8100

President: Frederic Danz

Seattle	KJET & KZOK
Racine, WI	WRKR-AM & FM
Las Vegas	KYYX
Richland, WA	KIOK
Boulder, CO	KDKO & KBVL

Stoner Broadcasting System

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

President: Glenn Bell

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

Suburban Radio Group

Box 888
Belmont, NC 28012
(704) 825-5272

President: William R. Rollins

St. Croix	WSTX-AM & FM
Belmont, NC	WCGC
Blacksburg, VA	WVVV
Brunswick, GA	WYNN & 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

Denver	KJIM
Tampa	WCBF
Birmingham	WYDE
Honolulu	KPOI
Jacksonville, FL	WBIX
Little Rock	KAAY
Roswell, NM	KBCQ & 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
Salem Station, NC 27108
(919) 748-8820

President: Dick Stakes

Kansas City	KCMO & KBKC
Oklahoma City	KXXY-AM & FM
Memphis	WREC & WZXR
Winston-Salem	WSJS & WTQR
Pensacola, FL	WCOA & WJLQ

Susquehanna Radio Corp.

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	WARM-FM
Cincinnati	WRRM
Norfolk	WGH & WRSR
Indianapolis	WFMS
Orlando	WKIS
Wilkes-Barre-Scranton	WARM & WMGS
York, PA	WSBA-AM & FM

Swanson Broadcasting, Inc.

7136 S. Yale, Swanson Plaza
Tulsa, OK 74316
(918) 493-7225

President: Gerry Swanson

San Antonio	KKYX & KLLS
Oklahoma City	KKNG
Tulsa	KRMG
Henrietta, OK	KQMJ

Taft Broadcasting

1718 Young Street
Cincinnati, OH 45210
(513) 721-1414

Executive VP/Radio: Carl Wagner

Pittsburgh	WDVE
Atlanta	WKLS-AM & FM
Kansas City	WDAF & KYYS
Cincinnati	WKRC & WKRC
Portland	KEX & KKRZ
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Radio Group Owners

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Suite 1610
Montreal, Québec H3A 2R7
(514) 845-6291

Chairman: *Philippe de Gaspé Beaubien*

Hull, QB	CKCH & CIMF
Midland, ON	CKMP
Montreal, QB	CKAC & CITE
North Bay, ON	CFCH & CKAT
Orillia, ON	CFOR
Quebec, QB	CKCV & CITF
Sault Ste. Marie, ON	CFYN & CHAS
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Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois Rivières, QB	CHLN

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Box 711
Harlingen, TX 78551
(512) 423-3910

President: *McHenry Tichenor Jr.*

Houston	KLAT
San Antonio	KCOR
Corpus Christi, TX	KUNO
Harlingen, TX	KGBT & KELT

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	WSGL
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

Twin W Communications

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

President: *Walter Wolpin*

Detroit	WCAR
Phoenix	KJJJ-AM & FM

United Broadcasting

4733 Bethesda Avenue
Suite 808
Bethesda, MD 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 Warshaw*

New York	WTHE
Los Angeles	KMAX
Chicago	WVVX
San Francisco	KEST
Houston	KTEK
Washington	WDCT
Fort Worth	KWJS
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

Warner Stations

4343 O Street
Lincoln, NE 68510
(402) 475-4567

President: *Norton Warner*

Lincoln, NE	KLIN-AM & FM
Abilene, KS	KABI-AM & FM
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM

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
Philadelphia	KYW
Boston	WBZ
Houston	KODA
Dallas	KQZY
Pittsburgh	KDKA
San Diego	KJQY
Denver	KOSI
Phoenix	KMEO
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

Wilkes/Schwartz Broadcasting

45 Fisher Avenue
East Longmeadow, MA 01028
(413) 525-4141

Owners: *Donald Wilks and Michael Schwartz*

East Providence, RI	WSNE
Syracuse	WKFM
Springfield, MA	WIXY & WAQY
Easton, PA	WEEX & WQQQ

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
Wilson, NC	WGTM

Winfas, Inc.

Box 2447
Burlington, NC 27215
(803) 423-5971

President: *Roger Ingram*

Jacksonville	WJNC & WRCM
Amherst, MA	WAMV & WCNV
Marion, SC	WATP & WKXS
Belhaven, NC	WKJA

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
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Ajax, Ontario L1S 1P6
(416) 683-8200
Allan Proctor
C M S T

AGFA-GEVAERT INC.
275 North Street
Teterboro, NJ 07608
(201) 288-4100
Joe Tibensky
O

AKG Acoustics
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Stamford, CT 06902
(203) 348-2121
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AKG®

AMPEX Corporation
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Redwood City, CA 94063
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B = Consoles: Production
C = Tape Deck (Reel to Reel)
D = Cart Decks
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F = Microphones
G = Equalizers
H = Compressors/Limiters
I = Audio Processors: On Air
J = Audio Processors: Production
K = Headphones
L = Effects/Reverbs, Digital Delay, etc.
M = Turntables & Accessories
N = Amplifiers
O = Recording Tape/Cart Tapes
P = Noise Reduction
Q = Distributor
R = Towers/Antennas
S = Transmission Equipment
T = Monitoring Equipment

AVC Systems
2709 East 25th Street
Minneapolis, MN 55406
(612) 729 8305
Mike Troje
A B C D E M R T

ATI-Audio Technologies Inc.
328 West Maple Avenue
Horsham, PA 19044
(215) 443-0330
Ed Mullin
E G H L N

Allen & Heath Brenell
Five Conair Road
Orange, CT 06477
203-795-3594
Chuck Augustowski
B

Allied Broadcast Equipment
3712 National Road West
Richmond, IN 47375
(317) 962-8596
David Burns
A - Q

ALLIED
Broadcast Equipment

Allied Tower Company Inc.
12450 Old Galveston Road
Webster, TX 77598
(713) 486-7691
Jeff Philippe
R

Alpha Audio Acoustics
2049 West Broad Street
Richmond, VA 23220
(804) 358-3852
Dave Walker

Amber Electro Design
4810 Jean Talon West
Montreal, Quebec H4P 2N5
(514) 735-4105
Wayne Jones

Andrew Corporation
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Orland Park, IL 60462
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Harry McKee
R

Aphex Systems
13340 Saticoy Street
North Hollywood, CA 91605
(818) 765-2212
Paula Lintz
G H L

Arrakis Systems
2609 Riverbend Court
Fort Collins, Co 80525
(303) 224-2248
Mike Palmer
A B

Audio & Design Calrec
P.O. Box 786
Bremerton, WA 98310
(206) 275-5009
Nigel Branwell
F G H L P

Audio Broadcast Group
2342 South Division
Grand Rapids, MI 49507
(800) 253 9281
David Veldsma
A - Q

Audio Technica U.S. Inc.
1221 Commerce Drive
Stow, OH 44224
(216) 686-2600
Greg Sisby
F M

Auditronics, Inc.
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Memphis, TN 38118-0838
(901) 362-1350
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A B

Auratone
P.O. Box 698
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Elaine Wilson
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Autogram Corporation
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Plano, TX 75074
(214) 424-8585
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AUTOGram

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Address _____

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Phone _____

President/CEO _____

Additional Information-Stations/Offices/Personnel:



Radio & Records
1930 Century Park West
Los Angeles, CA 90067
ATTN: Reed Bunzel

DIRECTORY

Equipment Manufacturers

BGW Systems

13130 South Yukon Avenue
Hawthorne, CA 90251-5042
(213) 973-8090
Brian Wachner
N

BSM Broadcast Systems

P.O. Box 19007
Spokane, WA 99219-9007
(509) 838-0110
Dave Poppe
N

Barrett Associates Inc.

3205 Production Avenue
Oceanside, CA 92054
(619) 433-5600
Patrick Mitchell
A - T

Belar Electronics

119 Lancaster Avenue
Devon, PA 19333
(215) 687-5550
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N T

Beyer Dynamic Inc.

5-05 Burns Avenue
Hicksville, NY 11801
(516) 935-8000
Paul Murphy
F

Blamp Systems Inc.

14270 North West Science Park
Portland, OR 97229
(503) 641-7287
Ralph Lockhart
A B G H L N

Bradley Broadcast Sales

8101 Cessna Avenue
Gaithersburg, MD 20879
(800) 732-7665
Art Reed
A - T

Broadcast Audio Corp.

11306 Sunco Drive
Rancho Cordova, CA 95670
(916) 635-1048
David W. Evans
A B N S T

Broadcast Cartridge Service

15131 Triton Lane, #108
Huntington Beach, CA 92649
(714) 898-7224
Bryant Ellis
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Broadcast Electronics

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Quincy, IL 62305
(217) 224-9600
Curtis I. Kring
A B D H I J M S T

Broadcast Supply West

7012 27th Street West
Tacoma, WA 98466
(800) 426-8434
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1. Ruggedly built for industry use.
 2. Automatically cues to within 300 MS of audio.
 3. Direct access via RS-232C port.
 4. *Unit returns "arming complete" and time data from selected cut to host computer by others. In addition, time pulses are returned once each second, after starting, and an end-of-message at end of selection.
 5. Audio outputs-stereo, 10K at 2V RMS and 600 OHMS at +4.
 6. *100 disc capacity - full R.A. ability. Up to 99 cuts per disc.
 7. 15 second disc/cut access time max.
 8. *Programmer may be downloaded from user's existing computer.
- *features with optional programmer

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TRUTH: A lot of monitors "color" their sound. They don't deliver truly flat response. Their technology is full of compromises. Their components are from a variety of sources, and not designed to precisely integrate with each other.

CONSEQUENCES: Bad mixes. Re-mixes. Having to "trash" an entire session. Or, worst of all, no mixes because clients simply don't come back.

TRUTH: JBL eliminates these consequences by achieving a new "truth" in sound: JBL's remarkable new 4400 Series. The design, size, and materials have been specifically tailored to each monitor's function. For example, the 2-way 4406 6" Monitor is ideally designed for console or close-in listening. While the 2-way 8" 4408 is ideal for broadcast applications. The 3-way 10" 4410 Monitor captures maximum spatial detail at greater listening distances. And the 3-way 12" 4412 Monitor is mounted with a tight-cluster arrangement for close-in monitoring.

CONSEQUENCES: "Universal" monitors, those not specifically designed for a precise application or environment, invariably compromise technology, with inferior sound the result.

TRUTH: JBL's 4400 Series Studio Monitors achieve a new "truth" in sound with

an extended high frequency response that remains effortlessly smooth through the critical 3,000 to 20,000 Hz range. And even extends beyond audibility to 27 kHz, reducing phase shift within the audible band for a more open and natural sound. The 4400 Series' incomparable high end clarity is the result of JBL's use of pure titanium for its unique ribbed-dome tweeter and diamond surround, capable of withstanding forces surpassing a phenomenal 1000 G's.

CONSEQUENCES: When pushed hard, most tweeters simply fail. Transient detail blurs, and the material itself deforms and breaks down. Other materials can't take the stress, and crack under pressure.

TRUTH: The Frequency Dividing Network in each 4400 Series monitor allows optimum transitions between drivers in both amplitude and phase. The precisely calibrated reference controls let you adjust for personal preferences, room variations, and specific equalization.

CONSEQUENCES: When the interaction between drivers is not carefully orchestrated, the results can be edgy, indistinctive, or simply "false" sound.

TRUTH: All 4400 Studio Monitors feature JBL's exclusive Symmetrical Field Geometry magnetic structure, which dramatically reduces second harmonic

distortion, and is key in producing the 4400's deep, powerful, clean bass.

CONSEQUENCES: Conventional magnetic structures utilize non-symmetrical magnetic fields, which add significantly to distortion due to a nonlinear pull on the voice coil.

TRUTH: 4400 Series monitors also feature special low diffraction grill frame designs, which reduce time delay distortion. Extra-large voice coils and ultra-rigid cast frames result in both mechanical and thermal stability under heavy professional use.

CONSEQUENCES: For reasons of economics, monitors will often use stamped rather than cast frames, resulting in both mechanical distortion and power compression.

TRUTH: The JBL 4400 Studio Monitor Series captures the full dynamic range, extended high frequency, and precise character of your sound as no other monitors in the business. Experience the 4400 Series Studio Monitors at your JBL dealer's today.

CONSEQUENCES: You'll never know the "truth" until you do.



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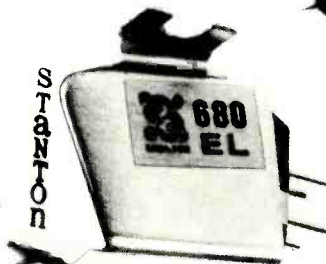
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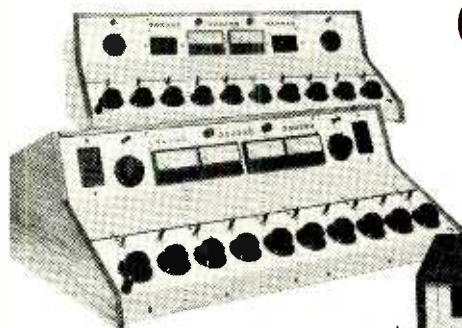
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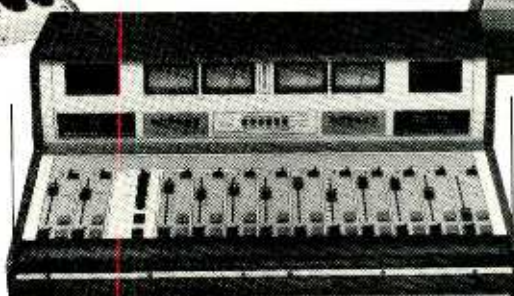
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(inc. *Bronze, Cotillion, Emergency, Island, Mirage, Modern, 21*)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6400
Marc Nathan (CHR, AC)
Michael Prince (AOR)

*If you don't listen,
a terrible thing happens ...*

nothing.



Record Companies

Atlantic

(inc. **Atlantic America, Es Paranza**)

75 Rockefeller Plaza
New York, NY 10019
(212) 484-8168
Vince Faraci (CHR, Ctry)
Judy Libow (AOR)
Hank Caldwell, Sylvia Rhone (B/U)
Mary Conroy (AC, Jazz)
9229 Sunset Blvd., Suite 710
Los Angeles, CA 90069
(213) 205-7450
Paul Cooper (CHR)
Marty Mack (B/U)

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 (AC)

Beverly Glen

6430 Sunset Blvd., #816
Los Angeles, CA 90028
(213) 469-1246 or (800) 421-3101
Ron Richardson (B/U)
Lauri Howes (AC)

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, AC)

Brainchild

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

17950 Burbank Bl.
Encino, CA 91316
(818) 708-0644
Mike Dion (Jazz)

Camel

4221 Lankershim
North Hollywood, CA 91602
(818) 761-3200
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 (CHR)

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)

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)

Chrysalis

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

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, Def Jam**)
51 West 52nd Street
New York, NY 10019
(212) 975-4321
Bob Sherwood (VP)
Paul Rappaport (AOR)
Mike Martucci (AC)
John Fagot (CHR)
Ruben Rodriguez (B/U)
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
George Chaltas (CHR, AC)
Jim McKeon (AOR)
Junious Taylor (B/U)
Doug Wilkins (B/U, 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

P.O. 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
(818) 508-1951
Phil Gernhard (CHR)
Dick Whitehouse (Ctry)

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)

Record Companies

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, VP
Greg Peck (B/U)
Lisa Frank (AC)
Doug Daniel (Jazz)
Brad Hunt (AOR)

9229 Sunset Blvd., 7th Floor
Los Angeles, CA 90069
(213) 205-7400
Dave Urso (CHR, AC)
Primus Robinson (B/U)
Ray Gmeiner

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, VP
Don Wasley (CHR)
Mike Johnson (B/U)
Tony Smith (AOR)

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
Ray Anderson (VP)
Jimi Starks (B/U)
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 (AC)

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, First String**)
10th & Parker Streets
Berkeley, CA 94710
(415) 549-2500/(800) 227-0466
Phil Jones

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)

Geffen

(inc. **Network**)
9130 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010
Al Coury (CHR)
Marko Babineau (AOR)
Don Wright (B/U, AC)

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)

Global Concepts

589 First Street West
Sonoma, CA 95475
(707) 996-2748
Don Jaffe (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)

Gramavision

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

139 Wooster Ave.
Akron, OH 44306
(216) 836-7918
James McCants (B/U)

Hoodswamp

P.O. 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, VP

100 Universal City Plaza, Bldg. 422
Universal City, CA 91608
Larry Reisman (CHR, AOR, AC)

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, AC)
Dolores Gonzalez (B/U)

6525 Sunset Blvd.
Los Angeles, CA 90028
(213) 469-7205
Bob Catania (AOR)

ITI

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

Ivory

P.O. Box 194
Balboa Island, CA 92662
(714) 720-1919
Paige Reynolds (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

DIRECTORY

Record Companies

Jazzmania

60 Pineapple Street, Apt. 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. **Jam, Passport, PVC**)
3619 Kennedy Road
South Plainfield, NJ 07080
(201) 753-6100
Marty Scott (all formats)

Stan's

(inc. **CMC, Ichiban, Jewel, Paula, Ronn, Wilbe**)
728 Texas Street
P.O. Box 1125
Shreveport, LA 71163
(318) 222-3553
Stan Lewis (B/U)

Joey Boy

3081 N.W. 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
Orrin Keepnews (Jazz)

Lew's Record Co.

1865 N. Fuller
Hollywood, CA 90046
(213) 876-4071
Lew Linet (AC)

Lifesong

94 Grand Avenue
Englewood, NJ 07631
(201) 568-3996
Vincent Adinolfi (AC)

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, Phila. Int'l.**)
Also see **EMI**
1370 Avenue Of The Americas
16th Floor
New York, NY 10019
(212) 757-7470
Varnell Johnson (B/U)
Jack Satter (CHR, AOR, AC)
Susan Levin (Jazz)

MCA

(inc. **Camel, Constellation, Cranberry, Curb, Gold Mountain, Impulse, IRS, PW, Zebra**)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
Steve Meyer (CHR, AC)
John Schoenberger (AOR)
Jheryl Busby (B/U)
Ricky Schultz (Jazz)

1701 West End Avenue, Suite 400
Nashville, TN 37203
(615) 244-8944
Shelia Shipley (Ctry)

Meadowlark/Sparrow

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

Mel-O

94 Union St.
Jersey City, N.J. 07304
(201) 432-5444
Melvin Odums (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, AC)

9229 Sunset Blvd., Suite 710
Los Angeles, CA 90069
(213) 465-5144
Bob Greenberg (CHR, AOR, AC)

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)

Mopro

2959 Kling Ave.
Cincinnati, OH 45211
(513) 661-0500
Helen Morr (Jazz)

Moss Music Group

48 West 38th Street
New York, NY 10018
(212) 944-9560
Claudia Dumitrescu (AC)

Motown

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

MPB

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

MTM

P.O. 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)

Record Companies

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)

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
Nia Aleem (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

3109 Maple Drive, Suite 300
Atlanta, GA 30305
(404) 266-0177
Don Tolle (Ctry)

Noran

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

Pablo

451 N. Canon Drive
Beverly Hills, CA 90210
(213) 274-9831
Eric Miller (Jazz)

Palo Alto

(inc. **TBA, Tall Tree**)
11026 Ventura Blvd., Suite 2
Studio City, CA 91604
(213) 877-5106
Don Graham (B/U, Jazz)

Pandisc

13116 N.W. 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

5615 Melrose Avenue
Los Angeles, CA 90038
(213) 466-3507
Carol Peters (CHR, AC)
Gail Lee (AOR)

Pausa

P.O. Box 10069
Glendale, CA 91209
(818) 244-7276
Bill Stilfield (Jazz)

Penthouse

924 Westwood Blvd., Suite 1002
Los Angeles, CA 90024
(213) 824-9831
Toni Biggs (AC)

Permian

3122 Sales Street
Dallas, TX 75219
(214) 522-8900
Ralph Whistell (Ctry)

Philly World

2001 W. Moyamensing Avenue
Philadelphia, PA 19145
(215) 271-8645
Preston Marsett (B/U)

Phoenix

201 East 61st Street
New York, NY 10021
(212) 832-2980
John Apostol (AOR)

PM Records

20 Martha Street
Woodcliff, NJ 07675
(201) 391-2486
Gene Perla (Jazz)

Polygram

(inc. **Casablanca, Compleat, De-Lite, Deram, Gramavision, London, Mercury, Polydor, PolyGram Classics, PolyGram Special Imports, Riva, RSO**)

810 7th Avenue
New York, NY 10019
(212) 399-7100
John Betancourt (CHR)
Drew Murray (AOR)
Rowena Harris (B/U, Jazz)
Doreen Gruin (AC)
Don Elfman (Jazz, Classics)
Paul Del Campo (PSI)

11340 Sherman Way
Sun Valley, CA 91352
(818) 764-3505
Kyle Hetherington (CHR)

8335 Sunset Blvd.
Los Angeles, CA 90069
(213) 656-3003
Narvalyn Hunt (B/U, JAZZ)

10 Music Circle South
Nashville, TN 37203
(615) 244-3776
Frank Leffel (Ctry)

Pop Art

P.O. Box 15591
Philadelphia, PA 19131
(215) 878-5551
Dana Goodman (B/U)

Poverty

4540 Kearny Villa Road, Suite 114
San Diego, CA 92123
(619) 571-8961
Gary Blankenship (Ctry)

Prairie Dust

P.O. Box 40364
Nashville, TN 37204
(615) 297-8076
Larry Morton (Ctry)

Prelude

342 Westminster Avenue
Elizabeth, NJ 07208
(201) 351-6800
Joe Bonner (CHR, B/U, AC)

Pro Indie

P.O. Box 22153
Phoenix, AZ 85028
(602) 971-0979
Leon Ross (Jazz)

Profile

1775 Broadway, Suite 527
New York, NY 10019
(212) 582-3555
Manny Bella (B/U)

DIRECTORY

Record Companies

Quabbin

P.O. Box 102
New Salem, MA 01355
(617) 544-8185
Jane Schaffer (Jazz)

Qwest

3300 Warners Blvd.
Burbank, CA 91510
(818) 953-3472
Harold Childs (VP)

R&R

19634 W. 7 Mile Road
Detroit, MI 48219
(313) 533-7880
Robert Hills (B/U)

Rass

P.O. Box 42517
Washington, DC 20015
(301) 564-1295
Cynthia Abrams (B/U, Jazz)

RCA

(inc. **Curb, Dream, Grunt, Salsoul, Total Experience**)

1133 Avenue of the Americas
New York, NY 10036
(212) 930-4000
Eddie Mascolo (CHR)
Alan Wolmark (AOR)
Basil Marshall (B/U, Jazz)
Mike Becce (AC)
Lygia Brown (B/U)

6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
Bonnie Goldner (CHR, AC)
Jeff Naumann (AOR)

30 Music Square West
Nashville, TN 37203
(615) 244-9880
Jack Weston (Ctry)

Red Label

980 N. Michigan Ave.
Chicago, IL 60611
(312) 337-8190
Rich Girod (AOR, B/U)
Rich Tufo (AC)

Rhino

1201 Olympic Blvd.
Santa Monica, CA 90404
(213) 450-6323
Grace Ensenat (AOR, CHR)

Rounder

One Camp Street
Cambridge, MA 02140
(617) 354-0700
Brad Paul (all formats)

Rustic Records

P.O. Box 1100829
Nashville, TN 37222
(615) 776-2060
Bill Wence (Ctry)

Scotti Brothers

(inc. **Rock 'N' Roll**)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193
Nick Testa (CHR)
Rita Fukui (AOR)
Steve Lake (Ctry, AC, B/U)

Sea Breeze

P.O. Box 690
Bryn Mawr, CA 92318
(714) 796-6110
John Brechler (Jazz)

Select

175 5th Avenue
New York, NY 10010
(212) 777-3130
Gary Harris (B/U)

Shemp

611 Broadway, Suite 415
New York, NY 10012
Hal Wilner (Jazz)

Signature

813 18th Avenue South
Nashville, TN 37203
(615) 227-2611
Phil Baugh (Ctry)

Slash

7381 Beverly Blvd.
Los Angeles, CA 90036
(213) 937-4660
Anna Statman (AOR)

Sleeping Bag

(inc. **Fresh**)
1974 Broadway
New York, NY 10023
(212) 724-1440
Ron Resnick (B/U)

Solar

1635 N. Cahuenga Blvd.
Los Angeles, CA 90028
(213) 461-0390
Chuck Johnson (CHR)
Ray Harris (B/U)
Herb Trawick (AC)

Sound Factory

1806 Division Street
Nashville, TN 37203
(615) 320-5544
Phil Baugh (Ctry)

Southern Tracks

3051 Clairmont Road NE
Atlanta, GA 30329
(404) 325-0832

Spring

161 W. 54th Street
New York, NY 10019
(212) 581-5398
Julie Rifkind (B/U)

Statiras

1304 Fletcher Road
Tifton, GA 31794
(912) 382-6257
Gus Statiras (Jazz)

Steeplechase

3943 W. Lawrence Avenue
Chicago, IL 60625
(312) 463-6146
Pete Crawford (Jazz)

Step One

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

Stomp Off

P.O. Box 342
York, PA 17405
(717) 854-9265
Bob Erdos (Jazz)

Sugar Hill

96 West Street
Englewood, NJ 07631
(201) 569-5170
Donna Jones (B/U)

Sugarscoop

(inc. **Importe 12**)
915 Broadway
New York, NY 10010
(212) 505-2511
Patricia Rosiello (B/U)

Sunny Side

344 W. 38th Street, Suite 11B
New York, NY 10018
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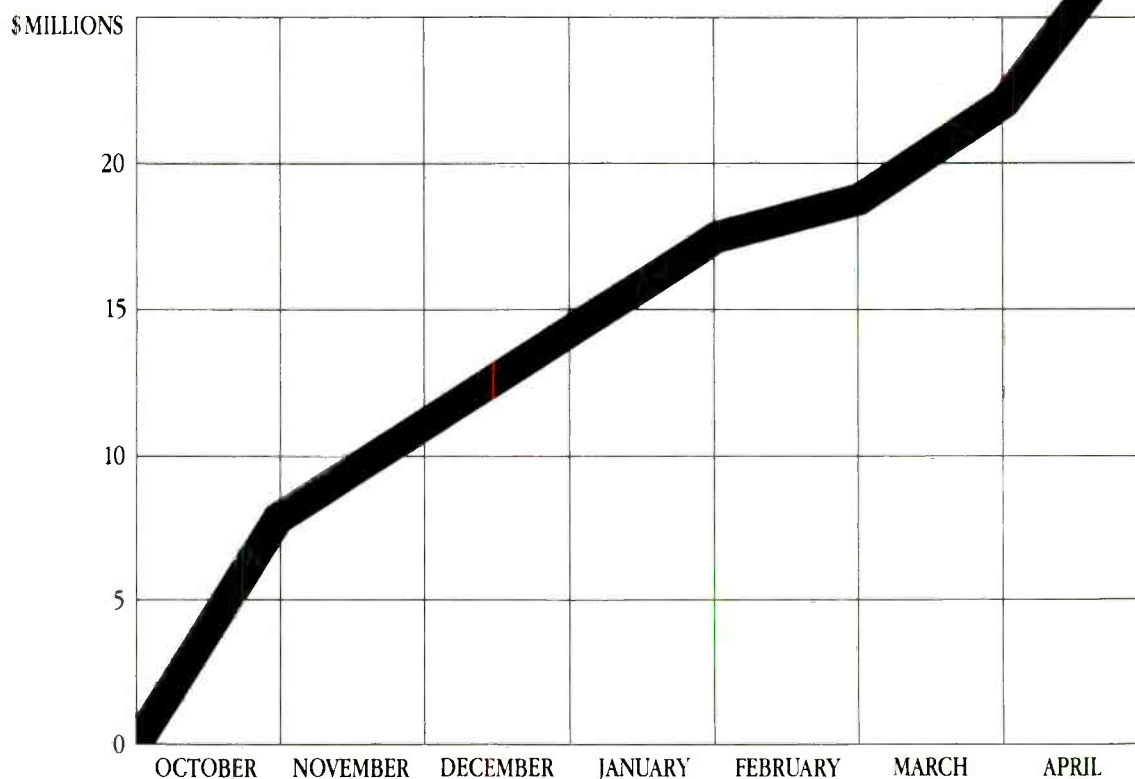
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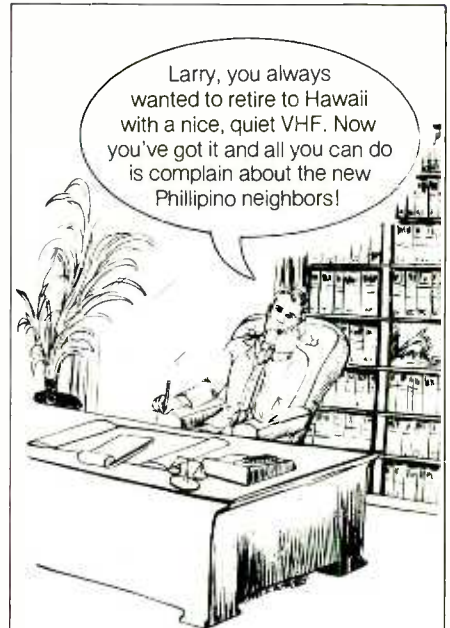
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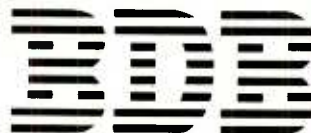
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GLOSSARY OF TERMS

☐ Arbitrends —

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

☐ 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.

☐ 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.

☐ 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.

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

☐ 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.

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

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GLOSSARY OF TERMS

☐ 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.

☐ 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.

☐ 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.

☐ 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:

$$TSL = \frac{\text{Average } \frac{1}{4} \text{ hour Audience} \times \text{Quarter-Hours in Daypart}}{\text{Cume Audience}}$$

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:

$$T/O = \frac{\text{Cume Audience}}{\text{Average } \frac{1}{4} \text{ hr Audience}}$$

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:

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

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

$1200 \times 10\% \times 120$

120 diaries were used to represent the listening of all the males 18-24 in the market.

[Page 3 now lists the in-tab figures by demo.]

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

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

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:

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

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



**OFF THE
RECORD**
with MARY TURNER

ARBITRON SURVEY FORMULAS

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

Answer: Calculate percentage of Cumulative 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.

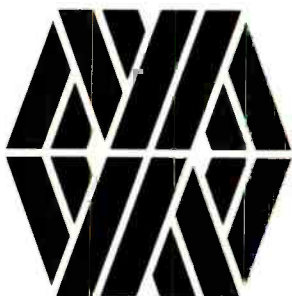
Formula:

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

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.



FUTURE HITS
with JOEL DENVER

FORMAT PREFERENCE CHARTS

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

AC 24.0%

CHR 17.7%

Ctry 14.0%

B/EZ 11.6%

AOR 10.9%

B/U 8.0%

N/T 6.1%

BBnd 2.6%

Gold 1.7%

Span 1.2%

Rel .9%

Clas .7%

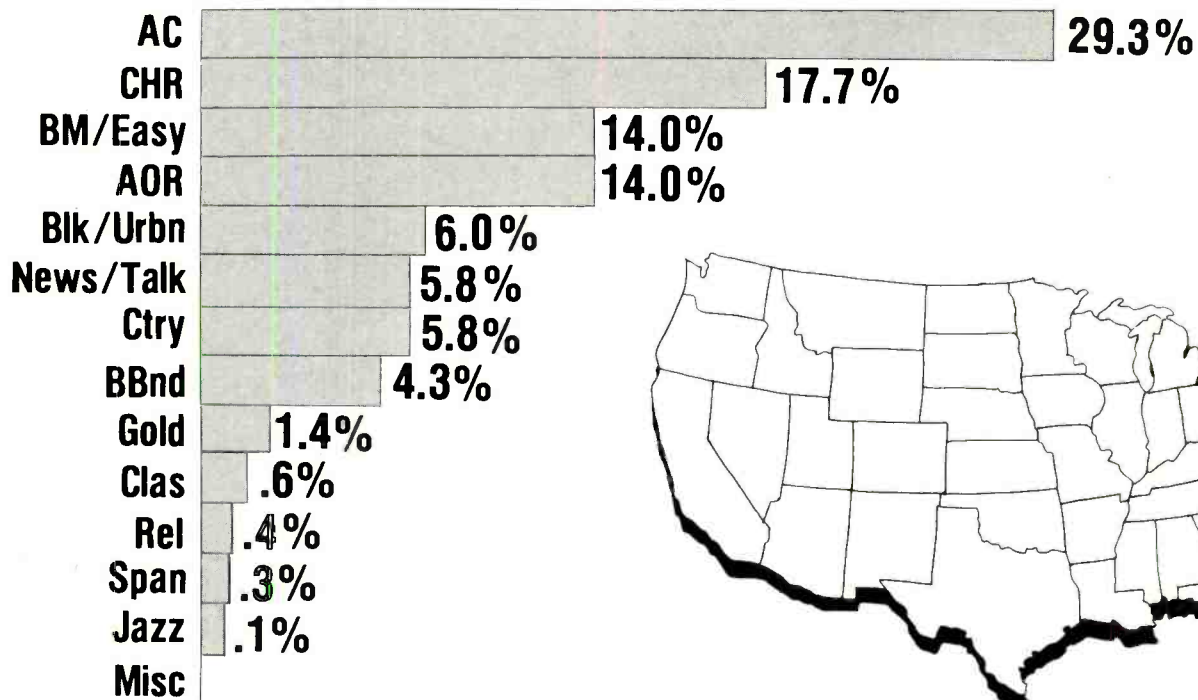
Misc .6%

Jazz .1%

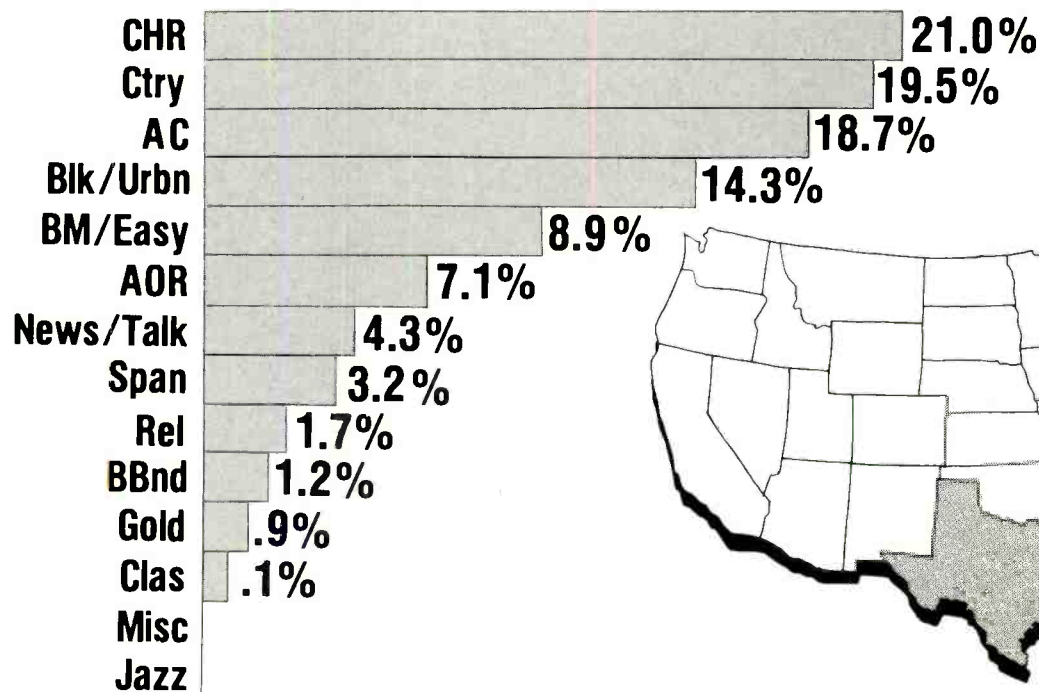
Format Legend

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.

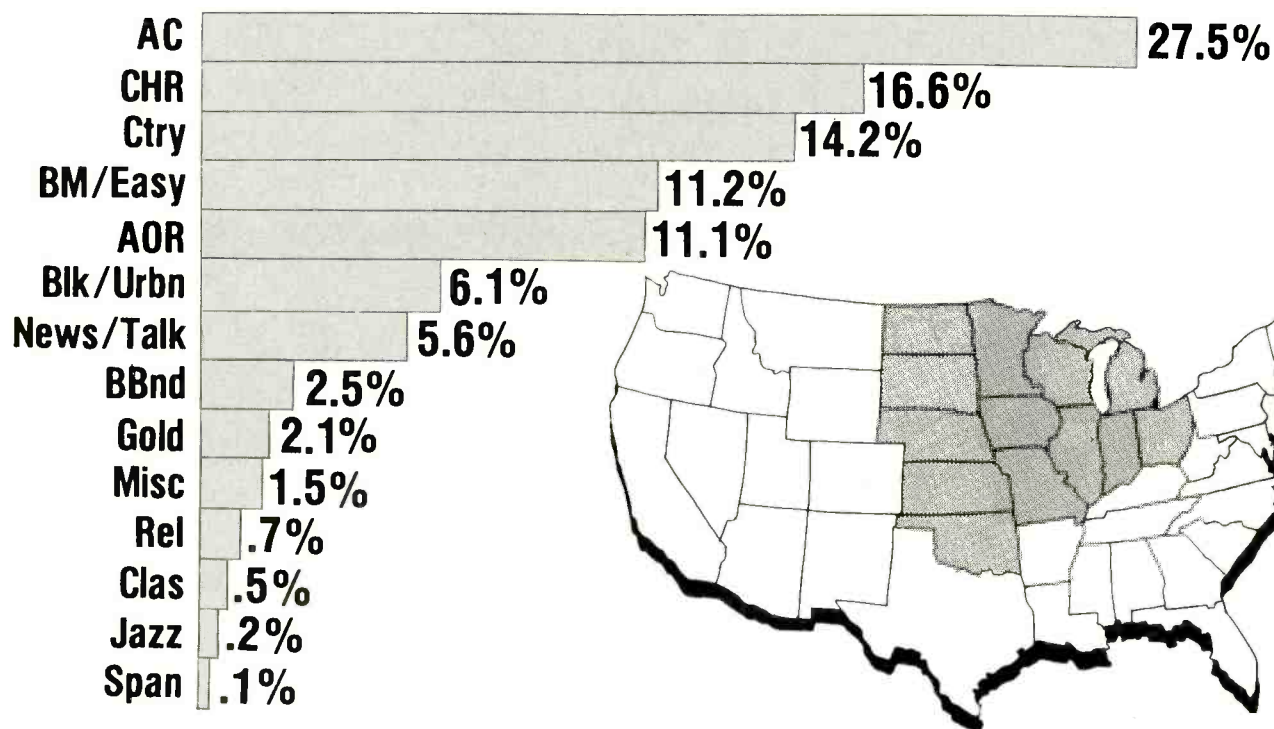
EAST



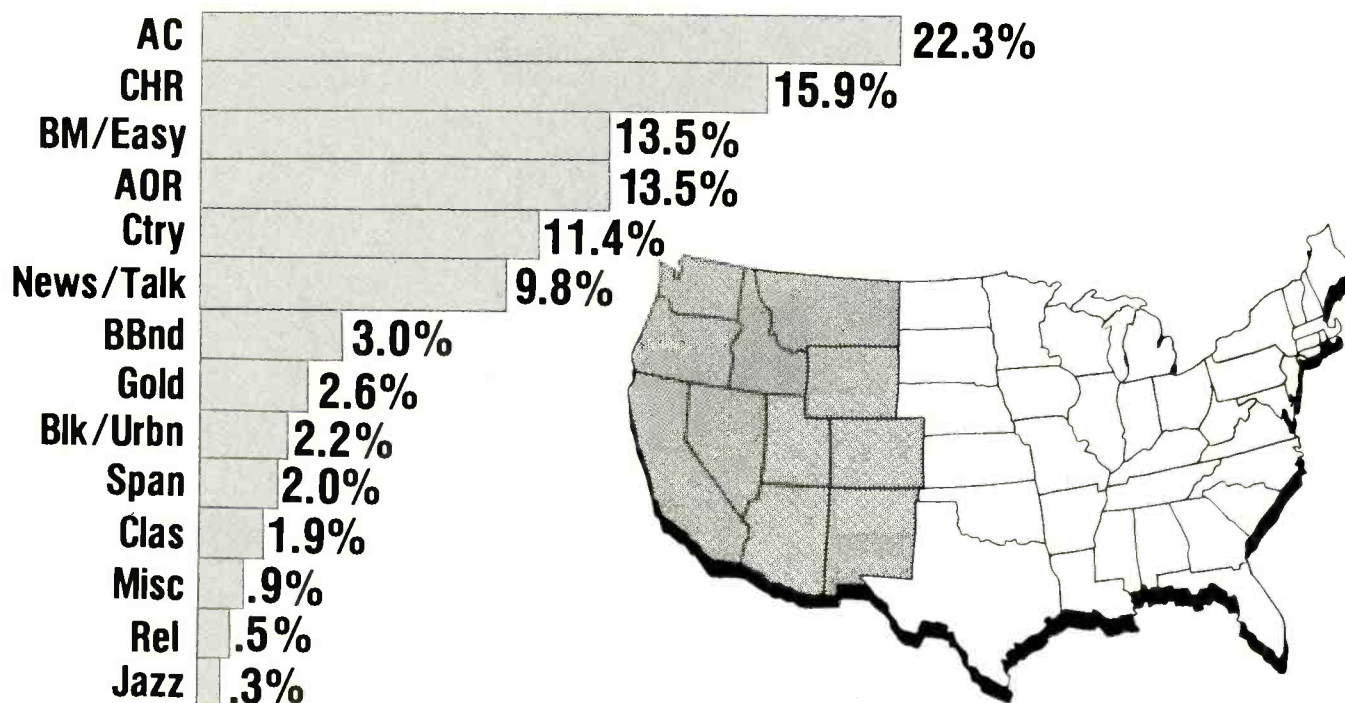
SOUTH



MIDWEST



WEST



FORMAT LEADERS

NATIONAL ALL-FORMAT

AQH

CUME

1. KFAB/Omaha (AC)	26.8
2. WIVK-FM/Knoxville (Ctry)	26.7
3. WIOG/Saginaw-Bay City (CHR)	26.6
4. WKSJ-FM/Mobile (Ctry)	23.1
5. KMOX/St. Louis (Talk)	22.6
6. WQUT/Johnson City (CHR)	22.4
7. WXBQ/Johnson City (Ctry)	20.3
8. WHBC/Canton (AC)	20.1
9. WCRZ/Flint (AC)	19.9
10. WICC/Bridgeport (AC)	19.6
11. WTQR/Greensboro (Ctry)	19.1
12. WSKZ/Chattanooga (CHR)	19.0
13. WVIC-FM/Lansing-East Lansing (CHR)	18.9
14. WCCO/Minneapolis-St. Paul (AC)	18.5
15. WTIC/Hartford (AC)	18.3
16. KXLY-FM/Spokane (B/EZ)	17.8
16. WCOS-FM/Columbia, SC (Ctry)	17.8
18. KSSN/Little Rock (Ctry)	17.7
19. KGBT/McAllen-Brownsville (Span)	16.8
20. WYYY/Syracuse (AC)	16.6
21. KASE/Austin (Ctry)	16.3
22. WHOT-FM/Youngstown (CHR)	15.8
23. KZZU-FM/Spokane (CHR)	15.6
23. WUSY/Chattanooga (Ctry)	15.6
25. WHRK/Memphis (B/U)	15.5

1. WPLJ/New York (CHR)	2,583,600
2. WINS/New York (News)	2,494,000
3. WHTZ/New York (CHR)	2,363,500
4. KIIS-FM/Los Angeles (CHR)	2,052,100
5. WCBS/New York (News)	1,996,000
6. WRKS/New York (B/U)	1,745,300
7. WBLS/New York (B/U)	1,608,200
8. WOR/New York (Talk)	1,581,700
9. WLTW/New York (AC)	1,581,700
10. WNEW-FM/New York (AOR)	1,574,100
11. WYNY/New York (AC)	1,342,600
12. WABC/New York (Talk)	1,312,300
13. WGN/Chicago (Talk)	1,306,300
14. WNBC/New York (AC)	1,302,100
15. WXRK/New York (AOR)	1,183,700
16. KFWB/Los Angeles (News)	1,182,200
17. WPAT-FM/New York (B/EZ)	1,173,000
18. KABC/Los Angeles (Talk)	1,141,500
19. WAPP/New York (CHR)	1,119,400
20. KYW/Philadelphia (News)	1,100,100
21. WPIX/New York (AC)	1,075,800
22. WRFM/New York (B/EZ)	1,074,500
23. WBBM/Chicago (News)	1,046,900
24. KNX/Los Angeles (News)	1,034,100
25. KLOS/Los Angeles (AOR)	1,007,900



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FORMAT LEADERS

ADULT/CONTEMPORARY

	AQH		CUME
1. KFAB/Omaha-Council Bluffs	26.8	1. WLTW/New York	1,574,000
2. WHBC/Canton	20.1	2. WYNY/New York	1,342,600
3. WCRZ/Flint	19.9	3. WNBC/New York	1,302,100
4. WICC/Bridgeport	19.6	4. WPIX/New York	1,075,800
5. WCCO/Minneapolis-St. Paul	18.5	5. KOST/Los Angeles	914,100
6. WTIC/Hartford	18.3	6. WFYR/Chicago	762,800
7. WYYY/Syracuse	16.6	7. KIQQ/Los Angeles	696,700
8. WHAS/Louisville	15.3	8. WCCO/Minneapolis-St. Paul	683,800
9. WELI/New Haven	15.1	9. WCLR/Chicago	682,100
10. WIBC/Indianapolis	14.7	10. WLAK/Chicago	666,300
10. WRVA/Richmond	14.7	11. KDKA/Pittsburgh	642,900
12. KSSK/Honolulu	13.9	12. WBZ/Boston	627,700
13. WBEN/Buffalo	13.3	13. KMGG/Los Angeles	606,100
14. WLAC-FM/Nashville	13.2	14. WMGK/Philadelphia	595,900
15. WIVY/Jacksonville	13.0	15. KBZT/Los Angeles	580,200
15. WMHE/Toledo	13.0	16. KYUU/San Francisco	578,100
17. KULA/Honolulu	12.7	17. WMAL/Washington	540,300
18. WSYR/Syracuse	12.4	18. KVIL/Dallas-Ft. Worth	524,500
19. WSGW/Saginaw-Bay City	12.0	19. WNIC-FM/Detroit	521,900
21. KDKA/Pittsburgh	11.9	20. KIOI/San Francisco	507,800
21. WKBN/Youngstown	11.9	21. KLTR/Houston	482,400
23. WFBC-FM/Greenville	11.7	21. WROR/Boston	482,400
24. KRUG/Tulsa	11.5	23. WHDH/Boston	478,200
24. WAKR/Akron	11.5	24. WSNI/Philadelphia	476,200
		25. KFI/Los Angeles	471,000

AOR

	AQH		CUME
1. WLVQ/Columbus	15.1	1. WNEW-FM/New York	1,546,000
2. WIMZ-FM/Knoxville	14.7	2. WXRK/New York	1,183,700
3. WFBQ/Indianapolis	14.4	3. KLOS/Los Angeles	1,007,900
4. WAAF/Worcester	13.1	4. KMET/Los Angeles	868,700
5. WZZO/Allentown	12.6	5. WMMR/Philadelphia	825,500
6. KSHE/St. Louis	12.4	6. KROQ/Los Angeles	781,000
7. WWCK/Flint	12.3	7. WLUP/Chicago	667,900
8. WNOR-FM/Norfolk	11.8	8. WRIF/Detroit	606,900
9. WCMF/Rochester	11.7	9. WBCN/Boston	557,200
10. KLBJ-FM/Austin	11.6	10. WLLZ/Detroit	526,300
11. KEZO/Omaha-Council Bluffs	11.1	11. WWDC-FM/Washington	491,000
11. KLAQ/El Paso	11.1	12. WIOQ/Philadelphia	458,200
13. WAQX-AM & FM/Syracuse	11.0	13. WXRT/Chicago	433,600
14. WHJY/Providence (New Bedford Book)	10.8	14. WYSP/Philadelphia	428,500
15. KUPD/Phoenix	10.4	15. KSHE/St. Louis	410,800
16. WIOT/Toledo	10.2	16. KLOL/Houston	407,300
16. WLAV-FM/Grand Rapids	10.2	17. KSRR/Houston	403,100
18. KRSP-FM/Salt Lake City	9.9	18. KQRS-AM & FM/Minneapolis-St. Paul	377,400
19. WFYV/Jacksonville	9.8	19. KTXQ/Dallas-Ft. Worth	371,000
19. WKDF/Nashville	9.8	20. WDVE/Pittsburgh	355,600
19. WMMR/Philadelphia	9.8	21. WCKG/Chicago	347,900
22. WPYX/Albany-Schenectady	9.7	22. WKLS-FM/Atlanta	347,800
23. KATT-FM/Oklahoma City	9.5	23. KRQR/San Francisco	331,400
23. KOMP/Las Vegas	9.5	24. KFOG/San Francisco	301,500
25. KLPX/Tucson	9.3	25. WIYY/Baltimore	295,400

FORMAT LEADERS

CONTEMPORARY HIT RADIO

AQH		CUME	
1. WIOG/Saginaw-Bay City	26.6	1. WPLJ/New York	2,583,600
2. WQUT/Johnson City	22.4	2. WHTZ/New York	2,363,500
3. WSKZ/Chattanooga	19.0	3. KIS-FM/Los Angeles	2,052,100
4. WVIC-FM/Lansing-East Lansing	18.9	4. WAPP/New York	1,119,400
5. WHOT-FM/Youngstown	15.8	5. WBBM-FM/Chicago	960,700
6. KZZU-FM/Spokane	15.6	6. KKHR/Los Angeles	821,400
7. WNNK/Harrisburg	15.3	7. WLS/Chicago	796,000
8. KHFI/Austin	15.1	8. WKQX/Chicago	728,900
8. KKXX/Bakersfield	15.1	9. WHYI/Detroit	701,900
10. WTIC-FM/Hartford	14.9	10. WLS-FM/Chicago	695,100
11. WMMS/Cleveland	14.5	11. WCZY-AM & FM/Detroit	672,000
12. KBFM/McAllen-Brownsville	14.3	12. WCAU-FM/Philadelphia	660,400
13. WAPI-FM/Birmingham	14.0	13. KKIQ-FM/Houston	628,100
14. WABB-FM/Mobile	13.7	14. KEGD/Dallas-Ft. Worth	526,100
15. KQMQ/Honolulu	13.5	15. KMEL/San Francisco	516,000
16. KKYK/Little Rock	13.1	16. WZGC/Atlanta	504,300
17. WSSZ/Charleston	12.4	17. WRQX/Washington	493,100
18. WRBQ-FM/Tampa-St. Petersburg	12.2	18. WXKS-FM/Boston	485,800
19. KQKQ/Omaha-Council Bluffs	12.1	19. WBZZ/Pittsburgh	482,100
20. WRVQ/Richmond	12.1	20. WHYI/Miami	461,900
21. KEZB/El Paso	12.0	21. WHTT/Boston	458,200
21. WPXY-FM/Rochester	12.0	22. WLOL/Minneapolis-St. Paul	455,100
23. KAYI/Tulsa	11.5	23. KIS-FM/Los Angeles (Anaheim book)	453,700
23. WMC-FM/Memphis	11.5	24. KITS/San Francisco	451,000
25. WKRQ/Cincinnati	11.3	25. WQXI-FM/Atlanta	437,400

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FORMAT LEADERS

COUNTRY

COUNTRY	AQH	CUME	
1. WIVK-FM/Knoxville	26.7	1. WHN/New York	889,000
2. WKSJ-FM/Mobile	23.1	2. KZLA/Los Angeles	879,800
3. WXBQ/Johnson City	20.3	3. WMAQ/Chicago	582,100
4. WTQR/Greensboro	19.1	4. WUSN/Chicago	512,100
5. WCOS-FM/Columbia, SC	17.8	5. KIKK-FM/Houston	475,000
6. KSSN/Little Rock	17.6	6. KSCS/Dallas-Ft. Worth	432,700
7. KASE/Austin	16.3	7. KPLX/Dallas-Ft. Worth	429,400
8. WUSY/Chattanooga	15.6	8. WBAP/Dallas-Ft. Worth	422,400
9. WZZK-FM/Birmingham	14.2	9. KSAN/San Francisco	402,900
10. WSM-FM/Nashville	14.0	10. KILT-FM/Houston	354,400
11. WESC-FM/Greenville	13.2	11. KLAC/Los Angeles	346,600
11. WRKZ/York	13.2	12. WWWW/Detroit	323,900
13. WSOC-FM/Charlotte	13.1	13. WKHX/Atlanta	308,400
14. WKCQ/Saginaw-Bay City	12.9	14. KNEW/San Francisco	299,600
15. KDRK/Spokane	12.4	15. KEEY/Minneapolis-St. Paul	288,700
15. WEZL/Charleston	12.4	16. KNIX-FM/Phoenix	278,700
17. KVOO/Tulsa	11.6	17. WIL-FM/St. Louis	275,100
18. KFDI/Wichita	11.5	18. WMZQ-FM/Washington	266,900
18. KWEN/Tulsa	11.5	19. WCXI-FM/Detroit	249,500
20. WAMZ/Louisville	11.4	20. WDAF/Kansas City	245,100
21. KFDI-FM/Wichita	11.3	21. WKQS/Miami	225,800
22. KUZZ/Bakersfield	11.2	22. WXTU/Philadelphia	244,100
23. WDAF/Kansas City	11.1	23. WPOC/Baltimore	230,500
24. WRKZ/Harrisburg	10.7	24. WQYK/Tampa	218,100
25. KFMS/Las Vegas	10.6	25. WSUN/Tampa	217,800

NEWS/TALK

	AQH		CUME
1. KMOX/St. Louis (Talk)	22.6	1. WINS/New York (News)	2,494,000
2. KIRO/Seattle (N/T)	10.9	2. WCBS/New York (News)	1,996,000
3. KTOK/Oklahoma City (N/T)	9.8	3. WOR/New York (Talk)	1,581,700
4. KMJ/Fresno (N/T)	9.6	4. WABC/New York (Talk)	1,312,300
4. WGN/Chicago (Talk)	9.6	5. WGN/Chicago (Talk)	1,306,300
6. KTAR/Phoenix (N/T)	9.3	6. KFWB/Los Angeles (News)	1,182,200
7. WBBW/Youngstown (N/T)	9.1	7. KABC/Los Angeles (Talk)	1,141,500
8. KGO/San Francisco (N/T)	9.0	8. KYW/Philadelphia (News)	1,034,100
9. KARN/Little Rock (N/T)	8.7	9. WBBM/Chicago (News)	1,046,900
10. KGO/San Francisco (San Jose Book) (N/T)	8.3	10. KNX/Los Angeles (News)	1,034,100
10. KXL/Portland (News)	8.3	11. KGO/San Francisco (N/T)	878,800
12. WQBK/Albany-Schenectady (Talk)	8.1	12. KCBS/San Francisco (N/T)	878,000
13. KCMO/Kansas City (N/T)	7.8	13. KMOX/ St. Louis (Talk)	854,900
14. KRLD/Dallas-Ft. Worth (News)	7.7	14. WWJ/Detroit (News)	585,600
15. WJNO/West Palm Beach (N/T)	7.6	15. KRLD/Dallas-Ft. Worth (News)	579,100
16. WCKY/Cincinnati (N/T)	7.2	16. KIRO/Seattle (N/T)	537,100
17. KYW/Philadelphia (News)	7.0	17. WCAU/Philadelphia (N/T)	534,800
17. WHJJ/Providence (N/T)	7.0	18. WEEI/Boston (News)	530,300
19. KFBK/Sacramento (N/T)	6.7	19. WMCA/New York (Talk)	491,500
20. KOA/Denver (Talk)	6.5	20. KTRH/Houston (News)	472,300
21. WNIR/Akron (Talk)	6.4	21. WIND/Chicago (Talk)	454,400
22. WKRK/Mobile (N/T)	6.3	22. WTOP/Washington (News)	406,000
23. KCBS/San Francisco (N/T)	6.2	23. WWDB/Philadelphia (Talk)	391,600
23. KLBK/Austin (N/T)	6.2	24. WRKO/Boston (Talk)	346,600
23. WWL/New Orleans (N/T)	6.2	25. KOA/Denver (Talk)	346,400

FORMAT LEADERS

BIG BAND

	AQH
1. WMAS-FM/Springfield	10.3
2. WOKY/Milwaukee	7.9
3. WNJY/West Palm Beach	6.8
4. KGUY/Tucson	6.6
4. WAVZ/New Haven	6.6
6. WBBG/Cleveland	6.5
7. CKLW/Detroit	5.4
8. WPEN/Philadelphia	5.3
9. KLEO/Wichita	5.1
9. WDAE/Tampa-St. Petersburg	5.1
9. WEST/Allentown	5.1

	CUME
1. WNEW/New York	977,100
2. KMPC/Los Angeles	749,200
3. WJJD/Chicago	468,200
4. WPEN/Philadelphia	434,600
5. CKLW/Detroit	385,000
6. WAIT/Chicago	317,800
7. WOKY/Milwaukee	194,200
8. KIXI/Seattle	176,500
9. KMPC/Los Angeles (Anaheim book)	168,400
10. WDAE/Tampa	164,900

SPANISH

	AQH
1. KGBT/McAllen-Brownsville	16.8
2. KWAC/Bakersfield	7.9
3. KQXX/McAllen-Brownsville	7.7
4. KIWW/McAllen-Brownsville	7.2
5. KCOR/San Antonio	7.0
6. KGST/Fresno	6.2
7. KAMA/El Paso	5.8
8. WQBA/Miami-Ft. Lauderdale	5.7
9. WCMQ-FM/Miami-Ft. Lauderdale	4.0
10. WRHC/Miami-Ft. Lauderdale	2.9

	CUME
1. WADO/New York	514,400
2. WSKQ/New York	361,200
3. KLVE/Los Angeles	348,300
4. KTNQ/Los Angeles	304,200
5. WKDM/New York	270,900
6. KSKQ/Los Angeles	249,100
7. WQBA/Miami	245,600
8. KWKW/Los Angeles	219,800
9. WCMQ-FM/Miami	195,000
10. WQBA-FM/Miami	176,400

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FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH

CUME

1. WHRK/Memphis	15.5
2. WYLD-FM/New Orleans	14.7
3. WPLZ/Richmond	14.2
4. WBLX/Mobile	13.8
5. WWWZ/Charleston	12.7
6. WWDM/Columbia, SC	12.4
7. WPEG/Charlotte	12.1
8. WENN-FM/Birmingham	10.6
8. WGOK/Mobile	10.6
10. WDZZ/Flint	10.1
11. KMJQ/Houston	9.9
12. WXOK/Baton Rouge	9.8
13. WVEE/Atlanta	8.9
14. KKDA-FM/Dallas-Ft. Worth	8.7
14. WTKL/Baton Rouge	8.7
16. WHUR/Washington	8.6
17. WHYZ/Greenville	8.2
18. WTLC/Indianapolis	8.0
19. WATV/Birmingham	7.6
19. WOWI/Norfolk	7.6
21. WJAX-FM/Jacksonville	7.5
22. WDIA/Memphis	7.3
23. WPAL/Charleston	7.1
24. WJLB/Detroit	6.9
24. WUSL/Philadelphia	6.9

1. WRKS/New York	1,745,300
2. WBLS/New York	1,608,200
3. WBMX-FM/Chicago	929,300
4. WGCI-FM/Chicago	838,100
5. WUSL/Philadelphia	581,200
6. KJLH/Los Angeles	558,700
7. WHUR/Washington	525,800
8. WJLB/Detroit	508,400
9. KMJQ/Houston	495,800
10. WKYS/Washington	483,400
11. KSOL/San Francisco	473,500
12. KDAY/Los Angeles	419,400
13. WDAS-FM/Philadelphia	383,600
14. KKDA-FM/Dallas-Ft. Worth	375,600
15. KUTE/Los Angeles	371,500
16. KBLX/San Francisco	360,400
17. WVEE/Atlanta	329,100
18. WWRL/New York	326,400
19. WDJY/Washington	316,600
20. KACE/Los Angeles	296,500
21. WXYV/Baltimore	278,100
22. WJPC/Chicago	270,200
23. WHQT/Miami	260,900
24. WAMO-FM/Pittsburgh	225,900
25. KMJM/St. Louis	203,200

BEAUTIFUL MUSIC/EASY LISTENING

AQH

CUME

1. KXLY-FM/Spokane	17.8
2. WEZN/Bridgeport	15.1
2. WHIO-FM/Dayton	15.1
4. KXTZ/Las Vegas	13.4
5. WSRS/Worcester	13.0
6. WFMZ/Allentown	12.8
7. WSSP/Orlando	12.7
8. WLKW-FM/Providence	12.5
9. KEZQ/Little Rock	12.4
10. WWBA/Tampa-St. Petersburg	11.7
11. KKNQ/Oklahoma City	11.4
11. WEZO/Rochester	11.4
11. WRCH/Hartford	11.4
14. WLQR/Toledo	11.0
15. KSFI/Salt Lake City	10.9
16. KBEZ/Tulsa	10.8
16. KJYK/Tucson	10.8
18. WGER/Saginaw-Bay City	10.7
18. WHBC-FM/Canton	10.7
20. WJYE/Buffalo	10.6
21. KOSI/Denver	10.5
21. WWEZ/Cincinnati	10.5
23. WEAT-FM/West Palm Beach	10.4
24. WXTZ/Indianapolis	10.2
25. WMAS/Springfield	10.1

1. WPAT-FM/New York	1,173,000
2. WRFM/New York	1,074,500
3. KBIG/Los Angeles	915,000
4. KJOI/Los Angeles	860,900
5. WEAZ/Philadelphia	664,600
6. WLOO/Chicago	658,400
7. WPAT/New York	558,700
8. KODA/Houston	473,500
9. WJOI/Detroit	464,800
10. WGAY/Washington	447,000
11. WJIB/Boston	433,100
12. KABL-FM/San Francisco	365,900
13. WLIF/Baltimore	352,700
14. WLYF/Miami	352,800
15. KOSI/Denver	348,200
16. KOIT/San Francisco	345,400
17. WPCH/Atlanta	325,800
18. WSHH/Pittsburgh	310,900
19. KJQY/San Diego	298,400
20. KMEZ-FM/Dallas	291,500
21. WWBA/Tampa	289,900
22. WDOK/Cleveland	275,800
23. KEZK/St. Louis	269,100
24. KBAY/San Francisco	260,100
25. KBIG/Los Angeles (Anaheim book)	254,300

EASY LISTENING DOES IT AGAIN!

The results of the Fall '85 Arbitron Ratings survey conclusively demonstrate the continuing strength of the Easy Listening format.

CONGRATULATIONS TO THESE MARKET ACHIEVERS

These stations represent 82 percent of Bonneville's Easy Listening clients who ranked in the top 3 positions of their respective markets in the key 35-54 demographic.

KKJY	Albuquerque	WNCE	Lancaster
KBIG	Anaheim	KBIG	Los Angeles
KNIK	Anchorage	KTEZ	Lubbock
WROE	Appleton	WLYF	Miami
WPCH	Atlanta	KBEE	Modesto
KGFM	Bakersfield	WZEZ	Nashville
WLIF	Baltimore	WBYU	New Orleans
WJYE	Buffalo	WFOG	Norfolk
WHBC-FM	Canton	KKNG	Oklahoma City
WDEF	Chattanooga	KESY	Omaha
WLOO	Chicago	WSWT	Peoria
WWEZ	Cincinnati	WEAZ	Philadelphia
WQAL	Cleveland	WSHH	Pittsburgh
KRDC	Colorado Springs	KXL-FM	Portland
WHIC-FM	Dayton	KRVR	Quad Cities
WWLV	Daytona Beach	KNEV	Reno
KOSI	Denver	WEZO	Rochester
WJOI	Detroit	KCTC	Sacramento
EPNW	Eugene	KSFI	Salt Lake City
WOOD-FM	Grand Rapids	KQXT	San Antonio
WHP-FM	Harrisburg	KJOY	San Diego
WRCH	Hartford	KCOZ	Shreveport
KUMU-FM	Honolulu	WLQR	Toledo
FODA	Houston	KJYK	Tucson
WXTZ	Indianapolis	WEAF-FM	West Palm Beach
WTFM	Johnson City	KOEZ	Wichita
KMBR	Kansas City	WKBN-FM	Youngstown
WEZK	Knoxville		



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DRIVETIME DOMINATORS

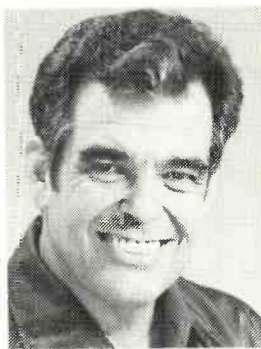
AM Drive/Top 25



Wayne Gardner
WKSJ-FM/Mobile



Claude Tomlinson
WIVK-AM & FM/Knoxville



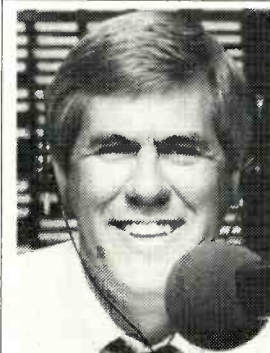
Larry Price
KSSK/Honolulu



Gary Todd
WIBC/Indianapolis



John Cigna
KDKA/Pittsburgh



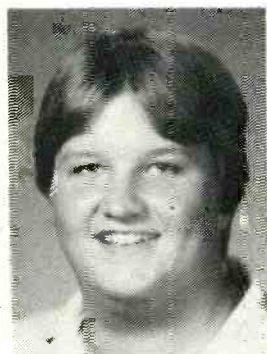
Larry Ahrens
KOB/Albuquerque



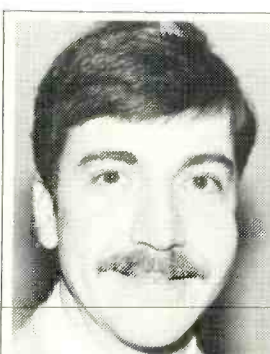
Liz Curtis
WHAS/Louisville



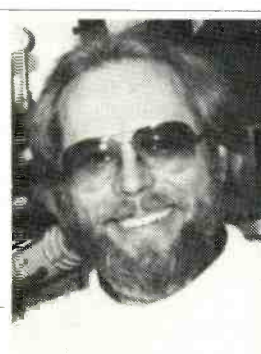
Alden Aaroe
WRVA/Richmond



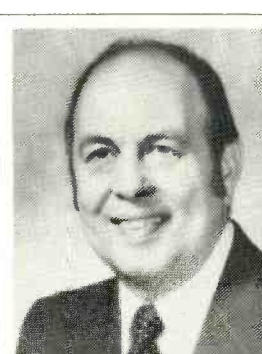
Rich Michaels
WVIC-AM & FM/Lansing



Steve Walker
WCOS-AM & FM/Columbia



Dave Carter
WXBQ/Johnson City

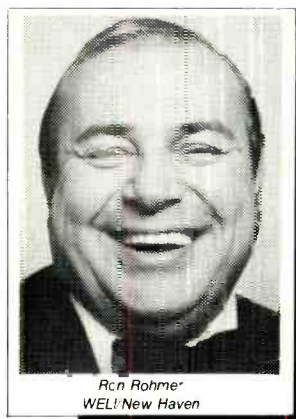


Bob Krahling
WHBC/Canton

DRIVETIME DOMINATORS



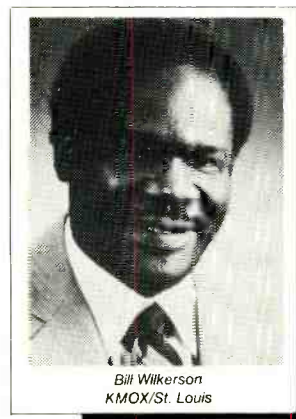
Charlie Boone, Roger Erickson
WCCO/Minneapolis



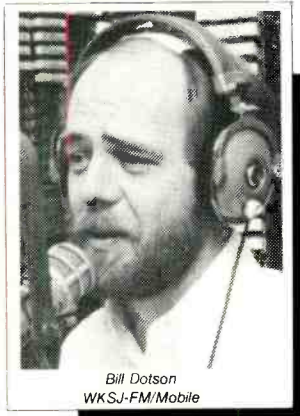
Ron Rohmer
WELI/New Haven



Michael W. Perry
KSSK/Honolulu



Bill Wilkerson
KMOX/St. Louis



Bill Dotson
WKSJ-FM/Mobile



Bob Hardy
KMOX/St. Louis



Bob Steele
WTIC/Hartford

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

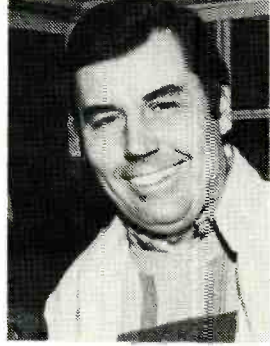
1. **WIVK-AM & FM/Knoxville (Ctry)** 33.5
Claude Tomlinson
2. **KFAB/Omaha-Council Bluffs (AC)** 32.0
Don Cole, Walt Kavanagh, Kent Pavelka
3. **WTIC/Hartford (AC)** 31.5
Bob Steele
4. **WICC/Bridgeport (AC)** 30.5
Ed Flynn
5. **WKSJ-FM/Mobile (Ctry)** 30.0
Wayne Gardner & Bill Dotson
6. **KMOX/St. Louis (Talk)** 29.5
Bob Hardy, Rick Davis & Bill Wilkerson, Mike Murphy
7. **WHBC/Canton (AC)** 29.3
Bob Krahling
8. **WCCO/Minneapolis (AC)** 25.3
Charlie Boone, Roger Erickson
9. **WRVA/Richmond (AC)** 23.6
Alden Aaroe
10. **WHAS/Louisville (AC)** 22.4
Wayne Perkey, Liz Curtis
11. **WDEF-AM & FM/Chattanooga (AC)** 22.1
Luther Massingil
11. **WVIC-AM & FM/Lansing (CHR)** 22.1
Rich Michaels
13. **KSSK/Honolulu (AC)** 22.0
Mike Perry & Larry Price
13. **WCOS-AM & FM/Columbia, SC (Ctry)** 22.0
Steve Walker
13. **WHOT-AM & FM/Youngstown (CHR)** 22.0
A.C. McCullough
16. **WIOG/Saginaw-Bay City (CHR)** 21.9
Dean Myers
17. **KOB/Albuquerque (AC)** 21.8
Larry Ahrens
18. **WQUT/Johnson City (CHR)** 21.6
Mark Potter
19. **WELI/New Haven (AC)** 21.5
Ron Rohmer
20. **KDKA/Pittsburgh (AC)** 21.3
John Cigna
21. **WIBC/Indianapolis (AC)** 21.1
Gary Todd
22. **WXBQ/Johnson City (Ctry)** 21.0
Dave Carter
23. **WFBQ/Indianapolis (AOR)** 19.8
Bob Kevoian, Tom Griswold
24. **WTQR/Greensboro (Ctry)** 19.3
Billy (Buck) Blevins
25. **WSYR/Syracuse (AC)** 19.2
Don Daver, Rick Gary

DRIVETIME DOMINATORS

AM Drive/Top 25



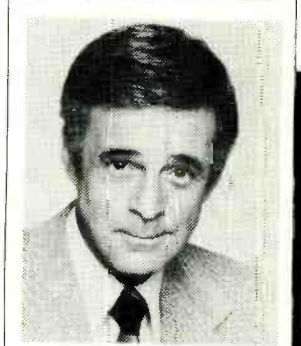
John Lelsher
KFWB/Los Angeles



Harry Harrison
WCBS-FM/New York



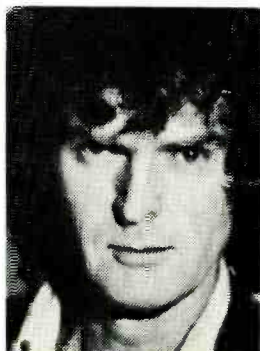
Shana
KLOS/Los Angeles



Michael Jackson
KABC/Los Angeles



Wally Phillips
WGN/Chicago



Don Imus
WNBC/New York



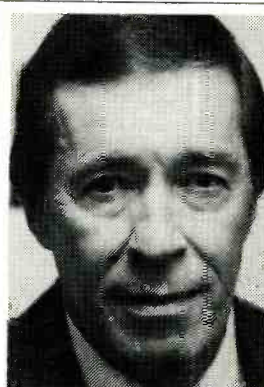
Jim Dunbar
KGO/San Francisco



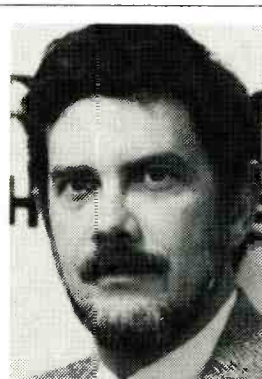
Rick Dees & Rachel Donahue
KHS-AM & FM/Los Angeles



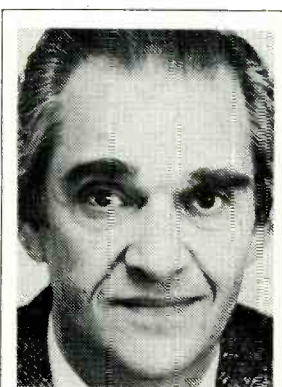
Scott Shannon
WHTZ/New York



Michael O'Neil
WINS/New York



Jim McGiffert
WINS/New York



Paul Smith
WINS/New York



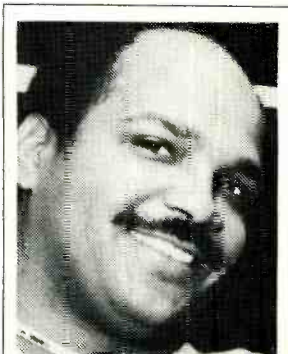
Jim Donnelly, Robert Vaughn
WCBG/New York



Jim Kerr
WPLJ/New York

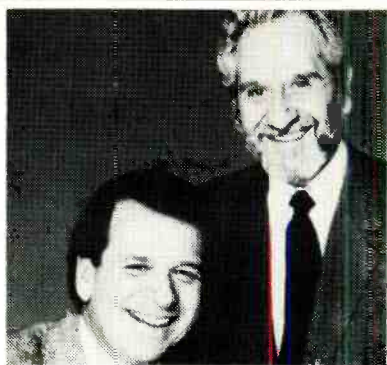


Ted Wygant
KGO/San Francisco



Mark McEwen
WNEW-FM/New York

DRIVETIME DOMINATORS



Ken Minyard & Bob Arthur
KABC/Los Angeles



Felicia Middlebrooks
WBBM/Chicago



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



Bill Yeager
KYW/Philadelphia



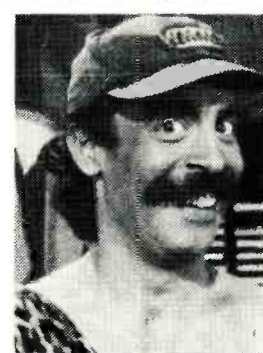
Batt Johnson
WLTW/New York



Alan Colmes
WABC/New York



Lisa Glasberg, Richard Neer
WNEW-FM/New York



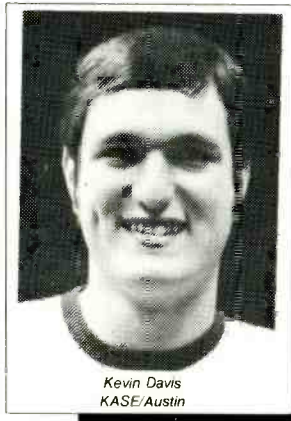
John DeBella
WMMR/Philadelphia

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

1. **WINS/New York (News)** 1,778,200
Paul Smith, Michael O'Neil & Jim McGiffert
2. **KIIS-AM & FM/Los Angeles (CHR)** 1,461,600
Rick Dees, Raechel Donahue, Charleye Wright
3. **WPLJ/New York (CHR)** 1,430,400
Jim Kerr
4. **WHTZ/New York (CHR)** 1,359,600
Scott Shannon
5. **WCBS/New York (News)** 1,329,900
Jim Donnelly & Robert Vaughn
6. **WOR/New York (Talk)** 1,074,000
John R. & John A. Gambling
7. **WRKS/New York (B/U)** 981,700
Chuck Leonard
8. **KYW/Philadelphia (News)** 847,200
Gene Scott, Bill Yeager, Harry Donohue
9. **WGN/Chicago (Talk)** 835,600
Wally Phillips
10. **WNBC/New York (AC)** 825,500
Don Imus
11. **KFWB/Los Angeles (News)** 819,100
Dan Avey, Charlie Brailer, John Leisher
12. **WNEW-FM/New York (AOR)** 801,900
Richard Neer, Mark McEwen, Lisa Glasberg
13. **WBLS/New York (B/U)** 769,700
Ken Webb
14. **WLTW/New York (AC)** 706,000
Batt Johnson, Phil Redo
15. **KABC/Los Angeles (Talk)** 678,600
Ken Minyard, Bob Arthur, Michael Jackson
16. **WBBM/Chicago (News)** 674,600
John Hultman, Felicia Middlebrooks
17. **KGO/San Francisco (Talk)** 609,300
Jim Dunbar, Ted Wygant
18. **KNX/Los Angeles (News)** 603,200
Dave Zorn, Jack Salvatore
19. **WCBS-FM/New York (Gold)** 593,200
Harry Harrison, Ron Lundry
20. **WMMR/Philadelphia (AOR)** 570,700
John DeBella, Mark Drucker
21. **KMOX/St. Louis (Talk)** 567,300
Bob Hardy, Rick Davis, Bill Wilkerson, Mike Murphy
22. **WABC/New York (Talk)** 562,000
Alan B. Colmes, Paul W. Smith
23. **KCBS/San Francisco (News)** 542,500
Valerie Coleman, Stan Bunker, Mike Pulsipher
24. **WRFM/New York (B/EZ)** 527,600
Jim Aylward
25. **KLOS/Los Angeles (AOR)** 525,700
Shana, Chuck Moshontz

DRIVETIME DOMINATORS

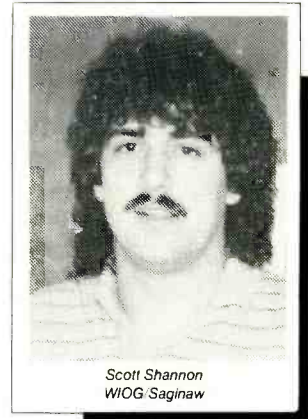
PM Drive/Top 25



Kevin Davis
KASE/Austin



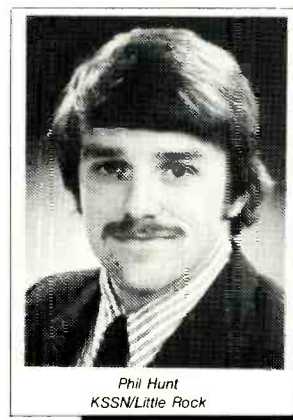
Bob Gelms
KLIK/Quad Cities



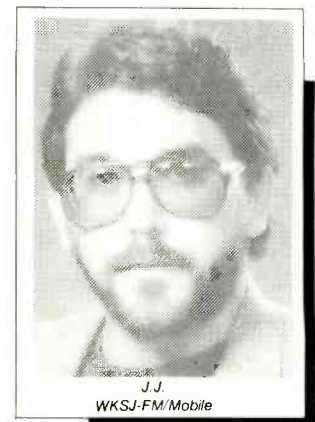
Scott Shannon
WIOG/Saginaw



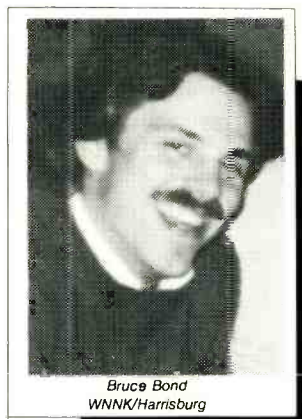
Shelley James
WCFZ/Flint



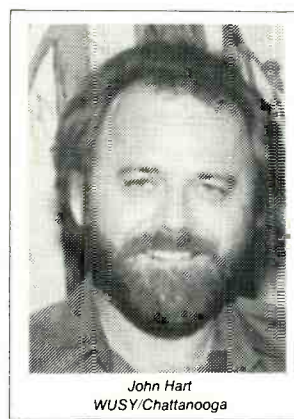
Phil Hunt
KSSN/Little Rock



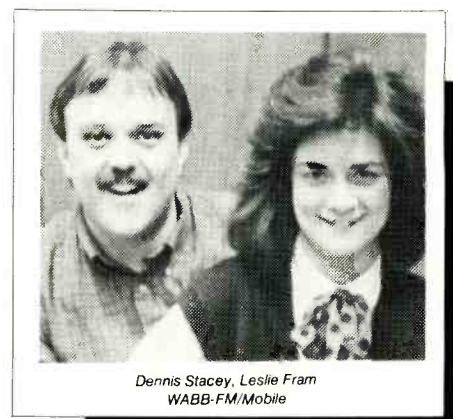
J.J.
WKSJ-FM/Mobile



Bruce Bond
WNNK/Harrisburg



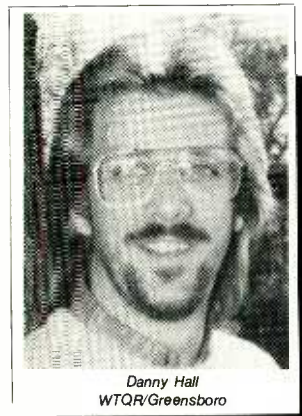
John Hart
WUSY/Chattanooga



Dennis Stacey, Leslie Fram
WABB-FM/Mobile

DRIVETIME DOMINATORS

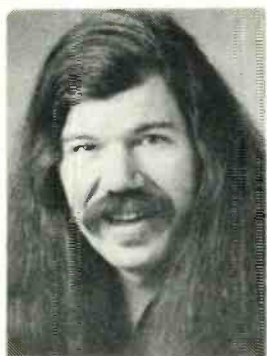
Average Quarter-Hour Share
(12+, M-F, 3-7pm)



1. **WIVK-AM & FM/Knoxville (Ctry)** 28.8
Ed Brantley
2. **WIOG/Saginaw (CHR)** 27.8
Scott Shannon
3. **WKSJ-FM/Mobile (Ctry)** 24.1
J.J.
4. **WCRZ/Flint (AC)** 23.3
Shelley James
5. **WSKZ/Chattanooga (CHR)** 22.0
Mike Allison
6. **WQUT/Johnson City (CHR)** 21.8
Steve Taylor
7. **WXBQ/Johnson City (Ctry)** 20.9
Jeff Jeffries
8. **KZZU-FM/Spokane (CHR)** 20.6
Eric Funk
9. **KSSN/Little Rock (Ctry)** 19.8
Phil Hunt
10. **WTQR/Greensboro (Ctry)** 19.7
Danny Hall
11. **WVIC-AM & FM/Lansing (CHR)** 19.4
Danny Stewart
12. **KFAB/Omaha-Council Bluffs (AC)** 19.2
Gary Sadlemyer
13. **WHRK/Memphis (B/U)** 18.6
John Skywalker
14. **WCOS-FM/Columbia, SC (Ctry)** 18.3
Doug Enlow
14. **WIMZ-AM & FM/Knoxville (AOR)** 18.3
Scott Paulsen
16. **KXLY-FM/Spokane (B/EZ)** 18.2
Kerry O'Brien
16. **WNNK/Harrisburg (CHR)** 18.2
Bruce Bond
16. **WYYY/Syracuse (AC)** 18.2
Dr. Phil
19. **KKXX/Bakersfield (CHR)** 18.0
Dave Kamper
20. **WHOT-FM/Youngstown (CHR)** 17.3
Bob Popa
21. **KMOX/St. Louis (Talk)** 17.2
Ron Morgan
22. **WICC/Bridgeport (AC)** 16.9
Jim Buchanan, Tiny Markle
23. **KASE/Austin (Ctry)** 16.6
Kevin Davis
23. **WUSY/Chattanooga (Ctry)** 16.6
John Hart
25. **WAPI/Birmingham (CHR)** 16.1
Joe Madison, Jimbo Wood

DRIVETIME DOMINATORS

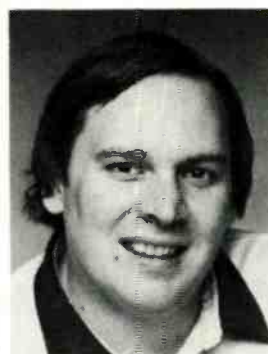
PM Drive/Top 25



Pat St. John
WPLJ/New York



Wes Richards
WRFM/New York



Ron O'Brien
KIS-AM/FM Los Angeles



Carol Miller
WNEW-FM/New York



Tom Franklin and Ben Farnsworth
WCBS/New York



Bob Grant
WABC/New York



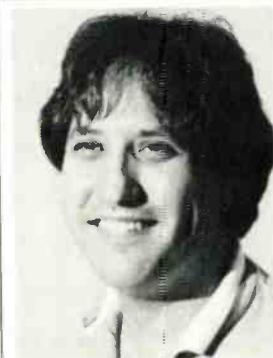
Dick Heatherton
WCBS-FM/New York



Bernard Meltzer
WOR/New York



Freddie Snakeskin
KROQ/Los Angeles



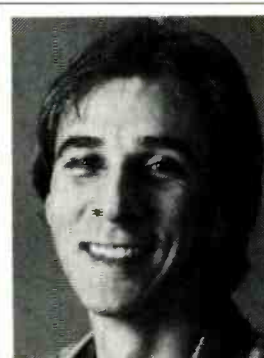
Joe Bonadonna
WMMR/Philadelphia



Art Rust, Jr.
WABC/New York



Steve Roy
WLTW/New York



Geno Mitchellini
KLOS/Los Angeles



Shadow Stevens
WHTZ/New York



Scott Muni
WNEW-FM/New York

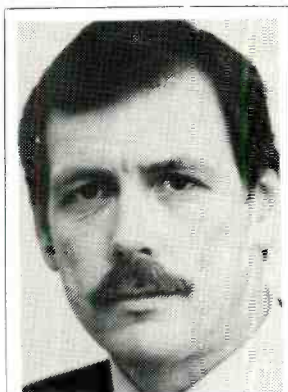
DRIVETIME DOMINATORS



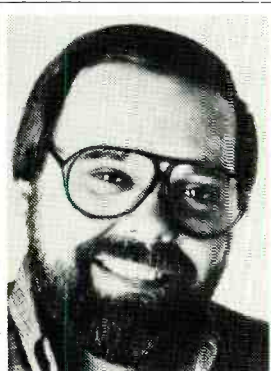
Bud Furillo, Lisa Bowman and Tommy Hawkins
KABC/Los Angeles



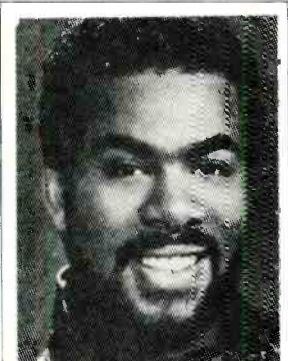
Steve O'Brien
WYNY/New York



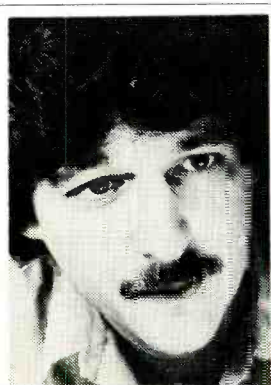
Dave Henderson
WINS/New York



Bob Collins
WGN/Chicago



Marco Spoon
WBMX/Chicago



Howard Stern
WXRK/New York



Joe Bohannon
WBBM-FM/Chicago

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

1. **WPLJ/New York (CHR)** 1,392,300
Pat St. John, Fast Jimmy Roberts
2. **WHTZ/New York (CHR)** 1,371,500
Shadow Stevens
3. **KIIS-FM/Los Angeles (CHR)** 1,042,300
Big Ron O'Brien, Bruce Vidal
4. **WRKS/New York (B/U)** 1,027,300
Carol Ford
5. **WNEW-FM/New York (AOR)** 894,900
Scott Muni, Carol Miller
6. **WINS/New York (News)** 859,100
Dave Henderson, Stan Z. Burns
7. **WLTW/New York (AC)** 850,100
Steve Roy
8. **WCBS/New York (News)** 829,500
Ben Farnsworth, Tom Franklin
9. **WBLS/New York (B/U)** 775,800
Rickey Ricardo
10. **WPAT-AM & FM/New York (B/EZ)** 771,800
Ken Lamb
11. **WOR/New York (Talk)** 673,100
Bernard Meltzer, Dick Oliver
12. **KLOS/Los Angeles (AOR)** 659,000
Geno Mitchellini
13. **WXRK/New York (AOR)** 657,200
Howard Stern
14. **WABC/New York (Talk)** 598,200
Bob Grant, Art Rust Jr.
15. **WYNY/New York (AC)** 579,900
Steve O'Brien, Shawn Burke
16. **WBBM-FM/Chicago (CHR)** 575,000
Joe Bohannon, Paul Donovan
17. **WAPP/New York (CHR)** 571,500
Rufus Hurt, Gary Spears
18. **WBMX/Chicago (B/U)** 570,900
Marco Spoon
19. **WCBS-FM/New York (Gold)** 558,200
Dick Heatherton, Bob Shannon
20. **KROQ/Los Angeles (AOR)** 525,000
Freddie Snakeskin
21. **WMMR/Philadelphia (AOR)** 518,000
Joe Bonadonna
22. **WRFM/New York (B/EZ)** 509,000
Wes Richards
23. **KABC/Los Angeles (Talk)** 505,000
Bud Furillo, Tommy Hawkins, Lisa Bowman
24. **WGN/Chicago (Talk)** 499,500
Bob Collins, Chuck Swarski
25. **WPIX/New York (AC)** 498,900
Gerri Latchford

As you delve into the Fall 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 Fall '85 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the Fall '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+ come rank in the metro (all rankers are based on metro).

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

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

TURNOVER/DAILY TIME SPENT LISTENING

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

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

REP/NET INFORMATION

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

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in many of the markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the Fall '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 CHR's are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format.

A Step-By-Step For Using R Ratings Da

NEW YORK

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	12+ ADH METRO RANK	STATIONS	FORMAT
4.3	4.8	5.1	5.6	6.0	1	WPLJ 95.5	CHR
5.3	6.0	5.4	6.0	5.5	2	WRKS 98.7	B/U
5.9	5.7	6.0	5.9	5.5	2	WHTZ 100.3	CHR
5.2	4.8	5.0	4.0	5.2	4	WOR 71.0	TALK
3.7	3.5	3.3	3.8	4.7	5	WBLS 107.5	B/U
3.0	3.0	3.1	3.0	4.5	6	WLTW 106.7	AC
4.8	4.2	4.2	4.0	4.5	6	WINS 101.0	NEWS

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1
2 WPLJ	2 WHTZ	2 WPLJ	2 WBLS	2
3 WHTZ	3 WRKS	3 WBLS	3 WLTW	3
4 WRKS	4 WBLS	4 WHTZ	4 WHTZ	4
5 WBLS	5 WLTW	5 WRKS	5 WRKS	5
6 WXRK	6 WNEW-FM	6 WCBS-FM	6 WPIX	6
7 WNBC	7 WPIX	7 WLTW	7 WNEW-FM	7
8 WPIX	8 WYNY	8 WNBC	8 WCBS-FM	8
9 WLTW	9 WXRK	9 WXRK	9 WYNY	9
10 WCBS-FM	10 WSKQ	10 WPIX	10 WSKQ	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/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1	3	1	1	2	16/67	BLAIR	ABC-R	6.3	
5	1	4	6	9	12/91	REPUBLIC	US-1	7.5	
4	2	3	3	4	16/67	EASTMAN		5.8	
7	28	33	22	18	11/96	REPUBLIC	ABC-E	4.0	
5	5	5	2	3	13/84	MCGAVREN	ABC-F	5.7	
3	17	6	5	1	13/82	MMR		2.9	
2	13	14	12	7	21/52	BLAIR/RAR	ABC-D	4.6	

FORMAT REACH		
Men 25-54	Women 25-54	
VNEW-FM	1 WLTW	AC 15.0
VPLJ	2 WPLJ	AOR 6.2
VLTW	3 WBLS	BBnd 3.0
VBLS	4 WHTZ	Blk/Urbn 11.2
VCBS-FM	5 WRKS	BM/Easy 7.5
VNBC	6 WINS	CHR 14.2
VHTZ	7 WPIX	Clas 2.9
VINS	8 WCBS-FM	Ctry 2.2
VPIX	9 WRFM	Gold 2.8
VRKS	10 WYNY	N/T 16.9
		Span 4.8

Network Abbreviation Key

ABC-C	ABC Contemporary
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
ABC-T	ABC Talkradio
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
SHRDN	Sheridan
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-CLAYTON	Dora Clayton Agency, Inc.
EASTMAN	Eastman Radio, Inc.
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
R A LAZAR	R.A. Lazar & Co.
REPUBLIC	Republic Radio Sales
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli, Schutz & Peterson, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Co.
W & P	Weiss & Powell, Inc.

ANAHEIM-SANTA ANA #19

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.1	9.1	9.0	1	KIIS-FM 102.7	CHR	1	2	1	1	1	17/64	MCGAVREN	
5.3	6.8	6.8	2	KBIG 104.3	B/EZ	2	31	11	5	3	13/86	TORBET	
5.6	5.7	5.9	3	KABC 790	TALK	7	17	15	9	5	12/88	KATZ	ABC-I
4.2	4.3	5.9	3	KROQ 106.7	AOR	10	1	3	4	15	11/101	BLAIR	
4.6	4.7	5.7	5	KLOS 95.5	AOR	3	6	2	2	4	14/77	KATZ	ABC-R
3.8	3.3	4.9	6	KRTH 101.1	GOLD	5	16	4	3	2	15/70	REPUBLIC	US 2
5.1	4.9	3.9	7	KJOI 98.7	B/EZ	13	22	30	15	7	13/82	MMR	
4.7	3.2	3.6	8	KNX 1070	NEWS	4	27	16	13	9	22/50	CBS SPOT	CBS
3.8	4.3	3.4	9	KMPC 710	BBND	12	18	35	30	24	17/65	DURPETTI	
3.9	4.0	3.4	9	KKHR 93.1	CHR	6	3	7	8	23	22/50	CBS SPOT	
4.3	4.3	3.2	11	KOST 103.5	AC	11	12	6	6	6	19/58	CHRISTAL	
3.6	3.9	3.1	12	KMET 94.7	AOR	8	4	5	7	13	21/51	SELCOM	
1.9	2.5	2.5	13	KFWB 980	NEWS	9	29	29	23	22	25/43	BLAIR/RAR	NBC
2.1	1.6	2.4	14	KFI 640	AC	16	9	10	11	8	17/66	CHRISTAL	ABC-E
1.7	1.6	2.2	15	KFAC-FM 92.3	CLAS	22	35	34	19	14	13/81	MCGAVREN	
1.9	1.4	2.1	16	KIQQ 100.3	AC	14	25	13	14	16	22/49	MASLA	
1.0	1.0	2.1	16	KKGO 105.1	JAZZ	24	24	14	12	10	14/79	BLAIR/RAR	AP
--	--	2.0	18	KBZT 97.1	AC	17	21	8	10	11	20/55	MMR	
1.3	2.5	1.9	19	KZLA 93.9	CTRY	19	38	19	16	12	18/60	EASTMAN	
2.5	1.6	1.8	20	KMGG 105.9	AC	21	7	9	17	20	17/62	HNWH	
2.0	2.0	1.6	21	KNOB 97.9	AC	23	13	25	22	18	18/61	MASLA	
0.9	1.5	1.6	21	KIKF 94.3	CTRY	26	34	33	24	19	13/84		
1.3	1.8	1.4	23	KLAC 570	CTRY	25	26	32	31	26	18/59	EASTMAN	ABC-D
1.3	1.3	1.4	23	KEZY 95.9	CHR	15	5	12	20	32	31/35	ROSLIN	
0.6	0.9	1.3	25	KRLA 1110	GOLD	20	19	27	18	17	24/44	MMR	
0.8	1.2	1.2	26	KTNQ 1020	SPAN	33	32	21	25	21	11/102	CABALLERO	

Q. What do Katz, Christal, Blair, Republic, Durpetti & Associates, Weiss & Powell, Gannett Radio, NBC Radio network, RKO Radio, Group W Radio, Westwood One, Tapscan, Associated Press Radio and Don Beveridge have in common?

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ATLANTA #14

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.5	12.1	9.8	1	WZGC 92.9	CHR	1	1	4	4	6	15/73	TORBET	ABC-C	10.7
6.7	6.4	9.0	2	WKLS-FM 96.1	AOR	4	2	1	2	3	11/97	MASLA	ABC-R	9.5
8.5	11.0	8.9	3	WVEE 103.3	B/U	5	3	3	3	2	11/102	MCGAVREN	US1	12.9
9.9	9.2	8.9	3	WQXI-FM 94.1	CHR	2	6	2	1	1	14/77	BLAIR		8.3
9.0	6.5	7.4	5	WPCH 94.9	B/EZ	6	12	11	6	5	13/85	KATZ		6.8
7.2	6.3	6.7	6	WSB 750	AC	3	15	12	10	7	16/70	CHRISTAL	ABC-E	5.6
6.7	8.9	6.6	7	WKHX 101.5	CTRY	7	7	7	5	4	13/81	SELCOM		6.4
3.5	5.4	4.9	8	WSB-FM 98.5	AC	8	10	5	8	9	17/65	CHRISTAL	CBS-R	6.5
2.4	3.3	4.9	8	WYAY 106.7	CTRY	10	5	8	9	10	13/85	REPUBLIC		5.1
3.3	3.7	4.1	10	WFOX 97.1	AC	9	8	6	7	8	19/58	MMR		4.6
5.3	2.5	3.2	11	WARM 99.7	AC	11	11	9	11	12	18/61	EASTMAN		2.7
2.9	2.3	3.0	12	WAOK 1380	B/U	13	13	10	12	11	14/76	MCGAVREN	NBC	2.5
3.2	2.9	2.6	13	WGST 920	N/T	12	19	18	13	13	18/60	KATZ	CBS	1.9
1.9	1.7	2.1	14	WPLO 590	CTRY	15	14	16	14	14	15/71	SELCOM		1.6
1.3	1.2	1.5	15	WCNN 680	TALK	14	18	20	19	17	24/45	HNWH	ABC-T	1.3
1.2	1.6	1.3	16	WQXI 790	GOLD	16	16	14	15	15	21/51	BLAIR		.6
2.0	1.3	1.1	17	WIGO 1340	B/U	17	9	13	16	18	21/53	CITI MEDIA	ABC-D	1.4
1.3	1.6	1.1	17	WJYA-AF 1080 104.1	BBND	18	25	24	24	22	23/63	W&P	AP	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	AC 18.9
2 WVEE	2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WVEE	AOR 9.0
3 WQXI-FM	3 WZGC	3 WVEE	3 WZGC	3 WVEE	3 WPCH	BBnd 1.1
4 WZGC	4 WKLS-FM	4 WZGC	4 WSB-FM	4 WKHX	4 WKHX	Blk/Urbn 13.0
5 WFOX	5 WSB-FM	5 WKHX	5 WPCH	5 WPCH	5 WZGC	BM/Easy 7.4
6 WYAY	6 WFOX	6 WFOX	6 WKHX	6 WSB	6 WSB-FM	CHR 18.7
7 WSB-FM	7 WKHX	7 WYAY	7 WKLS-FM	7 WFOX	7 WFOX	Ctry 13.6
8 WKHX	8 WARM	8 WSB	8 WFOX	8 WZGC	8 WYAY	Gold 1.3
9 WAOK	9 WYAY	9 WPCH	9 WARM	9 WAOK	9 WSB	N/T 4.1
10 WARM	10 WPCH	10 WAOK	10 WYAY	10 WYAY	10 WARM	

BALTIMORE #16

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	10.1	9.9	8.7	1		WLIF 101.9	B/EZ	2	10	14	7	2	11/96	CHRISTAL		7.1
8.2	8.0	8.6	7.5	2		WBAL 1090	AC	3	12	24	13	6	13/85	HNWH	ABC-E	10.9
6.2	5.4	5.4	6.8	3		WXYV 102.7	B/U	6	3	2	1	1	11/96	MCGAVREN	NBC-S	8.5
4.4	6.7	7.4	6.7	4		WBSB 104.3	CHR	1	2	3	2	4	15/70	TORBET	ABC-C	7.2
8.0	5.9	6.9	5.6	5		WIYY 97.9	AOR	4	4	1	3	10	15/75	HNWH	ABC-R	7.4
5.8	6.0	5.4	5.6	5		WPOC 93.1	CTRY	7	11	9	4	3	11/96	EASTMAN	ABC-D	5.3
3.6	2.5	2.9	4.4	7		WCAO 600	CTRY	10	14	11	11	5	11/102	MCGAVREN	NBC	4.2
3.2	3.0	4.4	4.1	8		WFBR 1300	AC	8	21	18	14	12	14/77	REPUBLIC	NBC	3.1
4.2	3.2	4.8	3.9	9		WMKR 106.5	CHR	5	1	6	9	13	20/54	KATZ		5.2
4.9	3.1	2.9	3.5	10		WWIN-FM 95.9	B/U	11	7	5	6	9	13/84	MMR		2.4
3.9	3.7	3.3	3.2	11		WYST-FM 92.3	AC	9	15	7	5	7	17/65	MASLA	US1	3.3
2.5	4.5	3.3	3.1	12		WBGR 860	REL	22	35	25	12	8	6/194		UPI	3.0
3.3	2.3	2.5	3.0	13		WITH 1230	BBND	15	25	31	31	24	11/96	GROSKIN	MBS	2.3
1.2	1.6	2.1	2.6	14		WQSR 105.7	GOLD	12	20	8	8	11	16/69		CBS	1.8
1.7	1.9	2.3	2.5	15		WWDC-FM 101.1	AOR	14	9	4	10	15	15/72	CHRISTAL	US1	2.8
2.7	3.6	2.8	2.2	16		WEBB 1360	B/U	17	6	17	18	14	13/85	CITIMEDIA	SBN	2.2
3.0	3.4	3.1	2.1	17		WWIN 1400	B/U	13	5	12	17	21	19/58	MMR	NBN	2.4
3.8	3.1	2.5	1.5	18		WCBM 680	AC	19	22	28	21	18	17/63	KATZ		.8
1.4	1.0	1.0	1.5	18		WHUR 96.3	B/U	20	13	13	15	17	16/69	DURPETTI		1.4
1.0	1.1	0.7	1.4	20		WTOP 1500	NEWS	18	32	27	24	22	20/55	HNWH	CBS	.7
1.3	1.5	1.1	1.2	21		WRQX 107.3	CHR	16	8	15	19	23	24/44	BLAIR	ABC-C	1.6
0.7	1.0	0.8	1.1	22		WGRX 100.7	AOR	21	24	10	16	16	17/66	SELCOM		1.5

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	16.3
AOR	9.2
BBnd	3.0
Blk/Urban	16.1
BM/Easy	8.7
CHR	11.8
Ctry	10.0
Gold	
N/T	1.4
Rel	3.1

BOSTON #7

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.1	8.9	8.3	7.4	8.6	1		WBZ 1030	AC	1	17	12	3	1	12/88	BLAIR/RAR	ABC-I	8.3
8.4	9.0	8.8	9.4	7.4	2		WBCN 104.1	AOR	2	5	1	1	2	13/85	TORBET		12.2
8.7	5.8	7.5	6.9	6.4	3		WHDH 850	AC	6	12	13	7	3	13/85	BLAIR		6.4
4.1	6.0	4.5	4.6	6.2	4		WJIB 96.9	B/EZ	8	24	22	16	9	12/91	MCGAVREN		5.2
4.9	5.8	6.7	5.3	5.2	5		WRKO 680	TALK	9	25	18	15	10	11/97	REPUBLIC	MBS	5.4
6.5	6.4	7.4	5.9	5.0	6		WXKS-FM 107.9	CHR	4	3	2	2	7	16/66	MMR		8.7
5.0	4.1	4.4	5.0	5.0	6		WEEI 590	NEWS	3	20	19	17	13	18/60	CBS SPOT	CBS	3.9
4.0	4.4	3.6	4.2	4.4	8		WROR 98.5	AC	5	6	4	4	5	19/58	REPUBLIC	US1	3.2
3.1	3.5	2.5	2.7	4.1	9		WSSH 99.5	AC	11	18	10	5	4	13/81	HNWH		3.6
5.8	5.5	4.8	4.7	3.6	10		WHTT 103.3	CHR	7	1	7	10	14	22/50	CBS-FM	CBS-R	5.1
3.3	3.0	2.8	3.7	3.3	11		WVBF 105.7	AC	12	8	6	6	6	16/68	MCGAVREN		2.2
3.9	1.4	1.0	2.1	3.1	12		WZLX 100.7	GOLD	14	11	3	8	11	14/77	CHRISTAL		2.3
2.3	1.8	2.4	2.0	2.9	13		WBOS 92.9	CTRY	16	9	15	11	8	10/106	KATZ	ABC-D	2.9
2.1	2.8	3.2	2.7	2.7	14		WZOU 94.5	CHR	10	2	11	13	16	22/49	BLAIR		3.3
1.6	1.3	1.7	1.6	2.5	15		WILD 1090	B/U	22	7	8	12	15	7/158		SBN	1.8
3.3	3.2	3.0	3.1	2.4	16		WMJX 106.7	AC	13	13	5	9	12	22/49	SELCOM		1.9
2.6	2.3	3.6	3.6	2.4	16		WAAF 107.3	AOR	15	4	9	14	20	17/	KATZ		3.7
1.5	2.0	1.6	2.0	2.1	18		WXKS 1430	BBND	20	26	28	26	24	9/119	MMR		1.6
1.1	1.1	0.4	0.7	1.4	19		WMRE 1510	BBND	21	27	21	21	23	13/85	MASLA		.4
1.3	1.2	0.9	1.3	1.1	20		WCGY 93.7	GOLD	18	15	14	18	19	20/55	MASLA		.8
1.2	1.5	1.3	1.1	1.1	20		WCRB 102.5	CLAS	17	22	24	23	17	24/45	DONOFRIO		.7
0.3	0.3	1.3	1.5	1.0	22		WMEX 1150	GOLD	19	31	20	19	18	20/55	EASTMAN	ABC-E	.6

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Kiss
108 FM

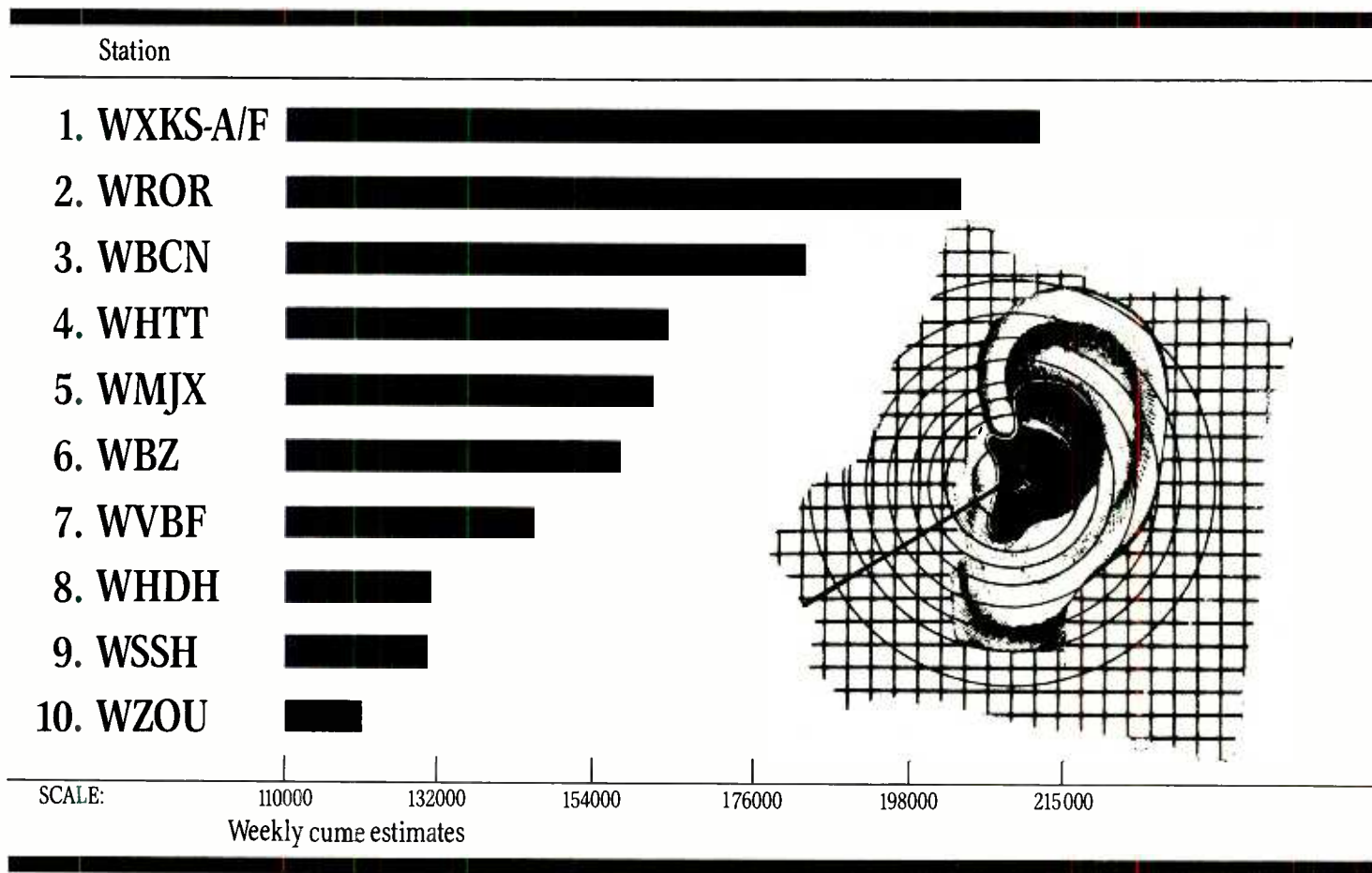
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BIRMINGHAM #47

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.1	12.8	14.2	1	WZZK-FM 104.7	CTRY	2	5	4	2	1	9/110	KATZ		15.5
8.4	12.0	14.0	2	WAPI-FM 94.5	CHR	1	1	1	1	4	11/105	CHRISTAL	ABC-C	17.1
11.8	11.6	10.6	3	WENN-FM 107.7	B/U	5	2	2	3	3	10/105	SELCOM	NBN	10.4
8.3	11.1	9.0	4	WMJJ 96.5	AC	3	7	3	4	2	13/83	BLAIR	US1	12.3
6.5	2.2	7.6	5	WATV 900	B/U	9	4	7	5	6	7/152	W&P		2.8
1.9	2.1	5.8	6	WAPI 1070	AC	7	16	15	12	8	11/101	CHRISTAL	NBC	4.5
11.0	8.9	5.4	7	WKXX 106.9	CHR	4	3	5	6	7	22/50	MCGAVREN	ABC-D	7.2
2.4	4.0	4.8	8	WJLD 1400	B/U	10	18	8	9	12	11/100	MASLA	MBS	5.2
2.3	3.4	4.3	9	WLTB 99.5	CTRY	8	6	6	7	5	14/75	EASTMAN		2.8
6.1	5.2	3.9	10	WAGG 1320	REL	14	10	9	10	11	10/109	SELCOM	NBN	6.3
3.3	3.0	3.7	11	WERC 960	N/T	6	13	10	8	9	19/59	MCGAVREN		4.1
5.6	6.1	2.1	12	WVOK 690	CTRY	11	15	14	14	13	22/48	EASTMAN	CBS	.8
5.7	3.2	1.9	13	WZZK 610	CTRY	13	19	11	11	10	21/52	KATZ		.5
1.8	1.6	1.9	13	WDJC 93.7	REL	12	8	12	13	14	22/49	CRAWFORD		1.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAPI-FM	1 WAPI-FM	1 WAPI-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM
2 WMJJ-FM	2 WENN-FM	2 WZZK-FM	2 WAPI-FM	2 WAPI-FM	2 WMJJ-FM
3 WENN-FM	3 WZZK-FM	3 WENN-FM	3 WENN-FM	3 WMJJ-FM	3 WATV
4 WKXX-FM	4 WMJJ-FM	4 WMJJ-FM	4 WMJJ-FM	4 WENN-FM	4 WENN-FM
5 WZZK-FM	5 WATV	5 WKXX-FM	5 WATV	5 WLTB-FM	5 WLTB-FM
6 WLTB-FM	6 WLTB-FM	6 WLTB-FM	6 WLTB-FM	6 WKXX-FM	6 WAPI-FM
7 WATV	7 WKXX-FM	7 WERC	7 WKXX-FM	7 WAPI	7 WKXX-FM
8 WJLD	8 WJLD	8 WATV	8 WAGG	8 WERC	8 WAGG
9 WERC	9 WAGG	9 WJLD	9 WJLD	9 WZZK	9 WAPI
10 WAGG	10 WZZK	10 WZZK	10 WVOK	10 WJLD	10 WVOK

AC	14.8
Blk/Urbn	23.0
CHR	19.4
Ctry	22.5
N/T	3.7
Rel	5.8

ANAHEIM-SANTA ANA #19

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FALL '84	SPRING '85	FALL '85	METRO RANK	12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
0.6	0.9	1.0	27		KWIZ 1480	AC	28	15	23	29	29	17/64	TORBET	
0.8	1.4	1.0	27		KUTE 101.9	B/U	27	36	17	21	25	18/60	DURPETTI	
2.1	0.9	1.0	27		KYMS 106.3	REL	32	8	18	27	35	14/77		

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KRTH	1 KIIS-FM	AC	14.1
2 KROQ	2 KLOS	2 KROQ	2 KBIG	2 KLOS	2 KBIG	AOR	14.7
3 KIIS-FM	3 KRTH	3 KRTH	3 KOST	3 KIIS-FM	3 KRTH	BBnd	3.4
4 KMET	4 KOST	4 KIIS-FM	4 KRTH	4 KBIG	4 KOST	Blk/Urbn	1.0
5 KRTH	5 KKHR	5 KMET	5 KLOS	5 KABC	5 KBZT	BM/Easy	10.7
6 KKHR	6 KBZT	6 KABC	6 KKHR	6 KJOI	6 KFI	CHR	13.8
7 KOST	7 KMET	7 KBIG	7 KBZT	7 KNX	7 KABC	Clas	2.2
8 KMGG	8 KBIG	8 KJOI	8 KIQQ	8 KROQ	8 KIQQ	Ctry	4.9
9 KABC	9 KIQQ	9 KNX	9 KFI	9 KKGO	9 KLOS	Gold	6.2
10 KNAC	10 KKGO	10 KKGO	10 KKGO	10 KMET	10 KNOB	Jazz	2.1
						N/T	12.0
						Rel	1.0
						Span	1.2

BOSTON #7

Continued from Page 94

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WBZ	AC	29.2
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WROR	2 WBZ	2 WHDH	AOR	9.8
3 WAAF	3 WROR	3 WZLX	3 WBZ	3 WXKS-FM	3 WROR	BBnd	3.5
4 WZLX	4 WHTT	4 WBZ	4 WBCN	4 WVBF	4 WSSH	Blk/Urbn	2.5
5 WMJX	5 WMJX	5 WVBF	5 WSSH	5 WRKO	5 WVBF	BM/Easy	6.2
6 WVBF	6 WVBF	6 WROR	6 WHDH	6 WHDH	6 WBCN	CHR	11.3
7 WCGY	7 WSSH	7 WAAF	7 WVBF	7 WSSH	7 WJIB	Clas	1.1
8 WILD	8 WZLX	8 WHDH	8 WMJX	8 WROR	8 WXKS-FM	Ctry	2.9
9 WFNX	9 WILD	9 WSSH	9 WHTT	9 WBOS	9 WMJX	Gold	5.2
10 WHTT	10 WZOU	10 WRKO	10 WILD	10 WZLX	10 WBOS	N/T	10.2

BUFFALO-NIAGARA FALLS #35

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	9.6	13.3	1	WBEN 930	AC	1	9	12	4	1	14/82	EASTMAN	NBC	8.9
9.4	9.8	10.6	2	WJYE 96.1	B/EZ	3	14	11	7	3	11/95	BLAIR		6.6
7.4	5.6	7.3	3	WYRK 106.5	CTRY	9	11	8	3	2	11/100	MCGAVREN		7.2
5.7	7.4	6.6	4	WBUF 92.9	AC	7	10	2	1	4	15/71	MCGAVREN		8.9
4.9	6.2	6.5	5	WPHD 103.3	CHR	4	2	1	2	6	17/63	CBS	CBS-R	7.2
5.0	5.5	6.0	6	WWKB 1520	AC	5	13	9	9	5	18/62	BLAIR	ABC-D	5.1
6.6	5.5	5.9	7	WNYS-FM 104.1	CHR	6	1	5	5	9	18/61	MMR	ABC-C	5.1
8.1	6.9	4.9	8	WECK 1230	BBND	11	19	20	17	13	12/94	W&P	ABC-I	5.9
5.3	4.2	4.9	8	WGR 550	AC	8	18	13	10	7	19/56	KATZ	ABC-E	4.0
4.1	4.6	4.7	10	WBEN-FM 102.5	CHR	2	4	3	8	10	27/41	EASTMAN	ABC-C	5.8
7.2	5.1	4.5	11	WBLK 93.7	B/U	13	5	4	6	8	12/91	SELCOM	ABC-F	5.1
1.8	5.0	3.7	12	WKSE 98.5	CHR	10	3	6	11	11	19/56	HNWH		8.8
5.2	2.3	2.4	13	WGR-FM 96.9	AC	12	12	10	12	12	22/48	KATZ	NBC-S	2.7
0.8	0.9	2.4	13	WDCX 99.5	REL	17	8	17	14	14	7/146			2.2
--	2.6	2.2	15	CILQ 107.1	AOR	15	7	7	13	18	13/82			2.1
2.3	1.0	1.3	16	WUWU 107.7	AC	16	22	19	19	15	19/58			1.4
3.2	2.4	1.1	17	WYSL 1400	CHR	14	6	16	18	16	37/30	CBS		.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPHD	1 WBUF	1 WPHD	1 WBUF	1 WBEN	1 WBEN	AC 34.5
2 WBUF	2 WPHD	2 WBEN	2 WYRK	2 WYRK	2 WJYE	AOR 2.2
3 CILQ	3 WBEN	3 WYRK	3 WJYE	3 WPHD	3 WBUF	BBnd 4.9
4 WBLK	4 WKSE	4 WBUF	4 WNYS-FM	4 WJYE	4 WWKB	Blk/Urbn 4.5
5 WBEN	5 WNYS-FM	5 WBLK	5 WBEN	5 WBUF	5 WYRK	BM/Easy 10.6
6 WNYS-FM	6 WBLK	6 WGR	6 WBEN	6 WGR	6 WBLK	CHR 21.9
7 WYRK	7 WWKB	7 WNYS-FM	7 WWKB	7 WWKB	7 WNYS-FM	Ctry 7.3
8 WKSE	8 WYRK	8 WWKB	8 WBLK	8 WBLK	8 WGR	Rel 2.4
9 WGR-FM	9 WJYE	9 WBEN	9 WPHD	9 WBEN	9 WBEN	
10 WBEN	10 WGR-FM	10 CILQ	10 WKSE	10 WNYS-FM	10 WKSE	

CHARLOTTE-GASTONIA-ROCK HILL #40

FALL '84	SPRING '85	FALL '85	12+ ADH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
15.8	12.6	13.1	1	WSOC-FM 103.7	CTRY	1	6	5	3	1	11/98	CHRISTAL	MBS	13.6
10.9	13.4	12.1	2	WPEG 97.9	B/U	4	2	1	1	3	9/117	HNWH	CBS-R	11.5
6.7	7.4	9.9	3	WEZC 104.7	AC	3	8	2	2	2	11/95	MMR		9.8
7.7	8.3	9.8	4	WROQ-FM 95.1	CHR	2	1	3	4	7	13/86	EASTMAN	US1	12.5
2.8	6.6	7.3	5	WLVK 96.9	CTRY	7	7	6	6	4	12/94	SELCOM		8.1
13.3	9.4	7.2	6	WBT 1110	AC	6	11	9	7	5	14/78	BLAIR	ABC-I	7.0
9.2	8.3	6.4	7	WBCY 107.9	CHR	5	4	4	5	6	17/63	BLAIR	ABC-F	6.6
6.0	5.6	6.0	8	WZXI 101.9	B/EZ	9	12	11	9	8	10/111	RKO		4.8
6.4	4.4	4.1	9	WJZR 99.7	CHR	8	3	7	8	9	17/65	TORBET		5.6
--	--	2.2	10	WXRC 95.7	AOR	13	5	8	10	18	9/89	SOUTHERN	NBC-S	
1.8	1.1	1.9	11	WGIV 1600	B/U	10	16	10	11	10	15/72	SELCOM	NBN	3.0
1.1	1.4	1.7	12	WQCC 1540	B/U	16	24	16	14	12	7/155	SAVALLI		.4
0.4	--	1.2	13	WWDM 101.3	B/U	14	9	12	12	17	14/79	HNWH	ABC-F	
--	--	1.0	14	WRDX 106.5	AC	15	19	14	13	11	13/82	SOUTHERN		
1.1	1.3	1.0	14	WLON 1050	CTRY	18	13	19	20	14	10/114	SOUTHERN		.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPEG	1 WEZC	1 WSOC-FM	1 WEZC	1 WSOC-FM	1 WEZC
2 WROQ-FM	2 WPEG	2 WPEG	2 WPEG	2 WEZC	2 WPEG
3 WBCY	3 WROQ-FM	3 WROQ-FM	3 WSOC-FM	3 WLVK	3 WSOC-FM
4 WEZC	4 WBCY	4 WEZC	4 WROQ-FM	4 WBT	4 WBT
5 WSOC-FM	5 WSOC-FM	5 WLVK	5 WBCY	5 WPEG	5 WLVK
6 WXRC	6 WLVK	6 WBCY	6 WLVK	6 WBCY	6 WBCY
7 WJZR	7 WJZR	7 WBT	7 WBT	7 WROQ-FM	7 WROQ-FM
8 WLVK	8 WGIV	8 WXRC	8 WJZR	8 WZXI	8 WZXI
9 WBT	9 WZXI	9 WJZR	9 WZXI	9 WGIV	9 WJZR
10 WWDM	10 WBT	10 WZXI	10 WGIV	10 WJZR	10 WLON

FORMAT REACH

AC	17.1
AOR	2.2
Blk/Urbn	16.9
BM/Easy	6.0
CHR	20.3
Ctry	21.4

CHICAGO #3

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	11.4	9.7	9.3	9.6	1	1	WGN 720	TALK	1	17	15	7	1	13/85	CHRISTAL	ABC-I	9.7
5.6	6.8	5.4	5.8	6.5	2	2	WLOO 100.3	B/EZ	11	15	20	9	3	10/113	KATZ		3.5
6.1	4.7	6.1	5.5	5.4	3	3	WGCI-FM 107.5	B/U	6	3	2	1	2	13/85	MCGAVREN		6.5
4.8	5.2	4.5	4.5	5.3	4	4	WBMX 102.7	B/U	4	2	1	2	5	14/78	DURPETTI	ABC-F	7.0
4.5	4.4	4.9	4.5	4.8	5	5	WBBM 780	NEWS	2	19	21	18	15	19/58	CBS SPOT	CBS	6.6
4.6	5.0	4.2	4.4	4.4	6	6	WBBM-FM 96.3	CHR	3	1	8	13	19	19/57	CBS-FM	CBS-R	3.7
3.4	2.8	3.1	3.5	3.8	7	7	WLUP 97.9	AOR	12	4	3	3	13	16/69	MMR		5.7
2.9	2.5	3.4	2.9	3.6	8	8	WJJD 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 101.1	CHR	5	8	5	4	8	19/56	EASTMAN	NBC-S	3.5
3.2	3.2	3.2	3.9	3.5	10	10	WLAK 93.9	AC	13	13	13	10	7	16/66	CHRISTAL		3.3
4.1	3.2	2.8	3.5	3.4	11	11	WMAQ 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 104.3	GOLD	15	18	7	5	4	16/69	MMR	US2	2.2
2.4	2.4	2.6	2.7	3.2	12	12	WXRT 93.1	AOR	18	23	4	6	6	13/84	SELCOM		3.3
2.7	2.4	2.5	2.8	3.2	12	12	WFYR 103.5	AC	9	9	6	8	11	20/54	REPUBLIC	US1	3.3
4.1	4.1	3.8	3.8	2.9	15	15	WCLR 101.9	AC	14	14	11	11	10	18/61	TORBET		2.8
2.7	3.4	2.9	2.8	2.8	16	16	WIND 560	TALK	16	26	24	22	18	15/70	BLAIR	MBS	4.1
3.2	2.7	3.6	4.3	2.8	16	16	WLS 890	CHR	10	6	9	12	14	23/48	HNWH	ABC-C	3.6
3.5	2.8	2.3	2.5	2.7	18	18	WLS-FM 94.7	CHR	8	5	10	14	16	25/44	MMR		3.1
2.7	2.9	3.3	3.2	2.4	19	19	WUSN 99.5	CTRY	19	12	16	16	12	16/69	SELCOM	ABC-D	2.1
2.0	1.9	1.7	1.8	1.8	20	20	WOJO 105.1	SPAN	26	27	17	20	17	9/124	CABALLERO		.5
3.3	2.9	2.3	1.6	1.7	21	21	WMET 95.5	AC	17	10	14	19	22	26/42	MCGAVREN		1.5
2.0	2.3	1.7	1.7	1.6	22	22	WAIT 820	BBND	23	33	36	31	29	14/75	KATZ		1.5
0.6	1.7	1.9	2.3	1.6	22	22	WCKG 105.9	AOR	21	11	12	17	24	18/60	KATZ		1.7
1.4	1.5	1.2	0.8	1.4	24	24	WJPC 950	B/U	22	7	18	21	23	17/65		NBN	.2
1.6	1.6	1.7	2.0	1.3	25	25	WFMT 98.7	CLAS	24	32	23	23	21	16/66	CMBS		1.7
1.0	1.0	1.1	1.4	1.2	26	26	WVON 1450	B/U	29	20	25	26	25	11/102			1.2

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	11.3
AOR	7.0
BBnd	5.2
Bik/Urbn	13.3
BM/Easy	6.5
CHR	13.5
Clas	1.3
Ctry	5.8
Gold	3.2
N/T	17.2
Span	1.8

CHICAGO #3

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	9.3	9.6	9.9	8.0	1	1	WGN 720	TALK	1	19	15	8	1	14/77	CHRISTAL	ABC-I	9.7
4.5	4.5	5.3	7.0	6.4	2	2	WBMX 102.7	B/U	4	2	1	1	7	12/87	DURPETTI	ABC-F	7.0
6.1	5.5	5.4	4.8	5.3	3	3	WGCI-FM 107.5	B/U	5	3	3	2	2	14/80	MCGAVREN		6.5
5.4	5.8	6.5	5.1	5.2	4	4	WLOO 100.3	B/EZ	13	23	19	14	6	11/101	KATZ		3.5
4.9	4.5	4.8	4.9	4.5	5	5	WBBM 780	NEWS	2	14	18	18	14	20/55	CBS SPOT	CBS	6.6
3.6	4.3	2.8	4.2	4.1	6	6	WLS 890	CHR	6	8	4	4	3	17/65	HNWH	ABC-C	3.6
3.1	3.5	3.8	3.5	4.0	7	7	WLUP 97.9	AOR	11	5	2	3	13	14/76	MMR		5.7
4.2	4.4	4.4	3.8	3.7	8	8	WBBM-FM 96.3	CHR	3	1	12	15	23	22/49	CBS-FM	CBS-R	3.7
3.2	3.9	3.5	3.4	3.4	9	9	WLAK 93.9	AC	12	18	10	11	8	17/65	CHRISTAL		3.3
3.8	3.8	2.9	2.6	3.3	10	10	WCLR 101.9	AC	10	12	8	7	5	18/61	TORBET		2.8
3.3	3.2	2.4	2.7	3.3	11	11	WUSN 99.5	CTRY	16	22	13	12	10	13/82	SELCOM	ABC-D	2.1
2.9	2.8	2.8	3.4	3.2	12	12	WIND 560	TALK	18	27	26	21	17	12/91	BLAIR	MBS	4.1
2.9	3.1	3.2	3.5	3.2	13	13	WJMK 104.3	GOLD	15	16	11	5	4	15/71	MMR	US2	2.2
3.3	2.5	3.6	3.6	3.2	14	14	WKQX 101.1	CHR	8	9	6	6	11	20/55	EASTMAN	NBC-S	3.5
3.4	2.9	3.6	3.0	3.2	15	15	WJJD 1160	BBND	17	28	27	25	21	13/86	MMR		3.1
2.5	2.8	3.2	2.8	3.1	16	16	WFYR 103.5	AC	7	6	7	9	9	21/51	REPUBLIC	US1	3.3
2.6	2.7	3.2	2.5	2.6	17	17	WXRT 93.1	AOR	20	21	5	10	12	14/76	SELCOM		3.3
2.8	3.5	3.4	2.8	2.6	18	18	WMAQ 670	CTRY	14	15	17	16	16	19/56	EASTMAN	NBC	3.4
1.7	1.7	1.6	2.0	2.2	19	19	WAIT 820	BBND	22	31	30	30	28	12/89	KATZ		1.5
2.3	2.5	2.7	2.5	2.0	20	20	WLS-FM 94.7	CHR	9	4	14	17	19	29/37	MMR		3.1
1.9	2.3	1.6	1.6	1.9	21	21	WCKG 105.9	AOR	21	10	9	13	18	15/71	KATZ		1.7
1.7	1.8	1.8	2.3	1.9	22	22	WOJO 105.1	SPAN	29	29	20	20	15	7/164	CABALLERO		.5
1.1	1.4	1.2	1.3	1.6	23	23	WVON 1450	B/U	28	13	23	23	24	10/113			1.2
2.3	1.6	1.7	1.7	1.6	24	24	WMET 95.5	AC	19	7	16	19	22	24/45	MCGAVREN		1.5
1.7	2.0	1.3	1.3	1.5	25	25	WFMT 98.7	CLAS	23	24	24	22	20	17/65	CMBS		1.7
0.9	0.7	0.7	0.5	1.0	26	26	WGCI 1390	B/U	25	17	25	26	25	20/55	MCGAVREN		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLUP	1 WBMX	1 WLUP	1 WBMX	1 WGN	1 WGN	AC 11.2
2 WBMX	2 WGCI-FM	2 WLS	2 WGCI-FM	2 WLS	2 WCLR	AOR 8.5
3 WLS	3 WFYR	3 WBMX	3 WCLR	3 WJMK	3 WGCI-FM	BBnd 5.4
4 WXRT	4 WCLR	4 WGCI-FM	4 WFYR	4 WGCI-FM	4 WLAK	Bik/Urbn 14.3
5 WCKG	5 WLUP	5 WXRT	5 WLAK	5 WXRT	5 WLOO	BM/Easy 5.2
6 WGCI-FM	6 WLAK	6 WJMK	6 WKQX	6 WLUP	6 WBMX	CHR 13.0
7 WKQX	7 WKQX	7 WGN	7 WLS	7 WUSN	7 WFYR	Clas 1.5
8 WJMK	8 WJMK	8 WCKG	8 WJMK	8 WBBM	8 WKQX	Ctry 5.9
9 WCLR	9 WLS	9 WKQX	9 WGN	9 WLOO	9 WJMK	Gold 3.2
10 WGN	10 WBBM-FM	10 WUSN	10 WLUP	10 WBMX	10 WLS	N/T 15.7
						Span 1.9

CINCINNATI #29

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
9.6	10.6	11.3	1	WKRC 101.9	CHR	1	1	2	1	7	16/68	KATZ		10.0
6.0	9.4	10.5	2	WWEZ 92.5	B/EZ	5	7	12	9	4	10/107	CBS		10.5
8.7	7.4	8.2	3	WEBN 102.7	AOR	4	3	1	2	3	15/74	TORBET		9.8
6.5	10.3	7.8	4	WLW 700	AC	2	17	10	7	2	17/65	EASTMAN	ABC-I	7.4
4.6	4.2	7.8	4	WUBE 105.1	CTRY	8	5	6	3	1	11/95	MCGAVREN		11.8
6.5	5.5	7.2	6	WCKY 1530	N/T	7	14	14	11	9	12/87	CBS	CBS	4.4
10.3	9.6	6.8	7	WKRC 550	AC	3	11	11	8	6	19/58	KATZ	ABC-E	7.0
5.2	6.3	6.6	8	WBLZ 103.5	B/U	9	2	3	5	10	13/86	MASLA		7.5
7.4	6.6	6.2	9	WRRM 98.5	AC	6	6	4	4	5	15/73	BLAIR		4.5
4.3	5.1	4.2	10	WLLT 94.9	AC	10	9	5	6	8	17/63	HNWH		4.7
4.0	2.8	2.9	11	WSKS 96.5	AOR	12	4	7	13	14	18/61	EASTMAN	ABC-R	4.7
3.0	2.3	2.6	12	WCIN 1480	B/U	13	10	9	12	12	16/69	W&P	NBN	1.1
4.8	2.8	2.5	13	WWNK-FM 94.1	AC	11	8	8	10	13	23/47	MMR		3.6
4.4	1.9	1.6	14	WDJO 1230	GOLD	15	13	13	14	11	14/79	MCGAVREN	US2	1.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEBN	1 WKRC	1 WEBN	1 WKRC	1 WEBN	1 WWEZ
2 WBLZ	2 WRRM	2 WUBE	2 WRRM	2 WUBE	2 WRRM
3 WKRC	3 WEBN	3 WKRC	3 WLLT	3 WLW	3 WKRC
4 WRRM	4 WLLT	4 WBLZ	4 WEBN	4 WKRC	4 WKRC
5 WLLT	5 WBLZ	5 WLW	5 WWEZ	5 WRRM	5 WLW
6 WUBE	6 WUBE	6 WRRM	6 WUBE	6 WWEZ	6 WUBE
7 WSKS	7 WCIN	7 WKRC	7 WBLZ	7 WKRC	7 WLLT
8 WLW	8 WSKS	8 WLLT	8 WKRC	8 WCKY	8 WEBN
9 WWNK-FM	9 WKRC	9 WWEZ	9 WLW	9 WLLT	9 WBLZ
10 WCIN	10 WWNK-FM	10 WCKY	10 WCIN	10 WBLZ	10 WCKY

FORMAT REACH

AC	27.5
AOR	11.1
Blk/Urbn	9.2
BM/Easy	10.5
CHR	11.3
Ctry	7.8
Gold	1.6
N/T	7.2

CLEVELAND #22

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.9	12.8	11.0	12.2	14.5	1	1	WMMS 100.7	CHR	1	2	1	1	1	10/111	KATZ	NBC-S	18.2
6.8	7.5	7.7	6.9	8.2	2	2	WQAL 104.1	B/EZ	6	25	10	5	4	11/98	CHRISTAL		5.1
6.1	6.0	5.9	6.0	6.8	3	3	WMJI 105.7	AC	4	7	2	2	2	15/73	EASTMAN		6.9
7.6	8.1	9.1	6.3	6.7	4	4	WDOK 102.1	B/EZ	2	14	13	9	6	15/70	MCGAVREN		6.8
6.3	4.5	5.5	4.9	6.5	5	5	WBBG 1260	BBND	10	22	26	21	16	9/117	EASTMAN		3.1
2.3	2.9	3.1	6.6	5.5	6	6	WWWE 1100	AC	7	13	12	10	9	16/66	MCGAVREN	ABC-I	4.6
6.4	5.4	7.3	7.1	5.2	7	7	WLTF 106.5	AC	5	6	4	3	3	18/59	CHRISTAL	AP	7.3
5.7	5.2	6.0	5.1	5.1	8	8	WZAK 93.1	B/U	9	5	3	4	5	12/91	SELCOM	CBS-R	7.8
5.9	6.7	6.2	7.1	4.9	9	9	WGCL 98.5	CHR	3	1	5	7	10	21/53	MMR	ABC-F	5.8
4.6	5.2	3.4	4.3	4.5	10	10	WERE 1300	N/T	8	11	18	15	11	16/68	MMR	CBS	4.2
4.2	4.0	4.2	3.5	4.3	11	11	WDMT 107.9	B/U	11	3	6	6	7	13/82	HNWH	US1	5.0
3.9	5.4	3.7	4.1	3.4	12	12	WGAR-FM 99.5	CTRY	13	10	8	8	8	14/80	BLAIR	ABC-E	3.1
3.1	2.2	1.6	2.3	2.6	13	13	WABQ 1540	REL	20	24	17	18	13	9/128		SHRDN	1.0
2.2	2.1	1.3	2.4	2.1	14	14	WCLV 95.5	CLAS	14	17	16	16	14	17/65	CMBS		2.6
3.2	4.3	3.5	2.1	2.0	15	15	WRMR 850	B/EZ	16	19	20	13	12	15/70	CHRISTAL	AP	1.2
2.3	2.1	2.6	2.3	2.0	15	15	WRQC 92.3	CHR	12	4	9	14	18	24/44	MASLA	ABC-R	2.2
2.7	1.6	2.7	1.5	1.8	17	17	WHK 1420	GOLD	15	12	11	12	15	20/55	KATZ	NBC	2.3
--	1.0	1.0	1.5	1.4	18	18	WONE-FM 97.5	AOR	21	8	7	11	17	11/98	MCGAVREN		2.3
2.3	2.1	1.7	1.8	1.1	19	19	WJMO 1490	B/U	17	21	15	19	20	27/40	MASLA	NBN	.8
0.6	0.7	0.5	0.5	1.1	19	19	WKDD 96.5	CHR	19	9	14	17	19	20/54	KATZ		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMJI	AC 17.5
2 WMJI	2 WMJI	2 WMJI	2 WMJI	2 WMJI	2 WLTF	AOR 1.4
3 WZAK	3 WLTF	3 WZAK	3 WLTF	3 WDOK	3 WMMS	BBnd 6.5
4 WONE-FM	4 WZAK	4 WLTF	4 WZAK	4 WQAL	4 WQAL	Bik/Urbn 10.5
5 WGCL	5 WDMT	5 WDMT	5 WQAL	5 WLTF	5 WZAK	BM/Easy 16.9
6 WDMT	6 WGCL	6 WWWE	6 WGCL	6 WWWE	6 WDMT	CHR 22.5
7 WLTF	7 WQAL	7 WGCL	7 WDMT-FM	7 WGAR-FM	7 WDOK	Clas 2.1
8 WWWE	8 WRQC	8 WQAL	8 WGAR-FM	8 WDMT	8 WGAR-FM	Ctry 3.4
9 WGAR-FM	9 WGAR-FM	9 WGAR-FM	9 WDOK	9 WZAK	9 WGCL	Gold 1.8
10 WHK	10 WABQ	10 WDOK	10 WABQ	10 WONE-FM	10 WWWE	N/T 4.5
						Rel 2.6

COLUMBUS #33

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.9	11.5	15.1	1	WLWQ 96.3	AOR	1	2	1	1	1	11/101	KATZ		20.6
9.2	11.1	10.5	2	WXGT 92.3	CHR	2	1	3	4	5	15/71	CHRISTAL		10.9
10.5	10.1	10.4	3	WTVN 610	AC	3	8	5	3	2	14/76	KATZ	ABC-E	7.9
9.7	12.6	9.7	4	WBNS-FM 97.1	B/EZ	6	13	9	7	4	11/99	BLAIR		6.5
7.5	10.8	9.6	5	WSNY 94.7	AC	4	7	2	2	3	14/76	MCGAVREN		9.5
6.1	4.9	5.3	6	WNCI 97.9	CHR	5	4	4	5	7	22/48	CHRISTAL	ABC-C	5.1
4.8	3.9	4.2	7	WRMZ 99.7	CTRY	8	9	8	6	6	13/86	TORBET	MBS	4.6
3.1	3.6	3.4	8	WMNI 920	CTRY	10	12	19	18	12	14/80	TORBET	MBS	3.0
1.1	1.9	3.4	8	WCKX 106.3	B/U	14	3	7	9	11	9/120	REGIONAL	NBN	2.7
2.6	2.7	3.3	10	WVKO 1580	B/U	12	6	6	8	10	11/101	MCGAVREN	SHRDN	2.4
2.9	2.2	3.2	11	WBNS 1460	AC	7	17	12	11	8	25/44	BLAIR	ABC-I	2.5
3.6	3.6	3.0	12	WHOK 95.5	CTRY	9	10	13	10	9	17/64		AP	3.5
2.1	3.1	1.5	13	WZZT 103.1	B/U	16	5	10	14	18	18/62	MASLA	CBS-R	2.3
1.4	0.7	1.5	13	WCLT-FM 100.3	AC	15	14	11	15	15	19/57		MBS	0.7
1.2	1.5	1.5	13	WLW 700	AC	13	18	14	16	14	21/64	EASTMAN	ABC-I	1.3
1.8	2.4	1.4	16	WRFD 880	REL	18	22	15	12	16	12/87	W&P		2.0
2.0	1.6	1.3	17	WBBY 103.9	JAZZ	17	16	16	13	13	19/58	TORBET	US2	2.2
2.2	0.8	1.1	18	WCOL 1230	N/T	11	15	17	17	17	33/33	CHRISTAL	CBS	1.7

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLWQ	1 WLWQ	1 WLWQ	1 WSNY	1 WLWQ	1 WSNY
2 WSNY	2 WSNY	2 WSNY	2 WLWQ	2 WTVN	2 WTVN
3 WXGT	3 WXGT	3 WTVN	3 WTVN	3 WSNY	3 WLWQ
4 WNCI	4 WNCI	4 WXGT	4 WXGT	4 WBNS-FM	4 WBNS-FM
5 WCKX	5 WTVN	5 WNCI	5 WNCI	5 WNCI	5 WXGT
6 WTVN	6 WVKO	6 WRMZ	6 WBNS-FM	6 WRMZ	6 WRMZ
7 WVKO	7 WRMZ	7 WBNS-FM	7 WRMZ	7 WXGT	7 WNCI
8 WRMZ	8 WBNS-FM	8 WCKX	8 WVKO	8 WHOK	8 WBNS
9 WZZT	9 WCKX	9 WVKO	9 WCKX	9 WBNS	9 WHOK
10 WLW	10 WBNS	10 WLW	10 WHOK	10 WLW	10 WVKO

FORMAT REACH

AC	26.2
AOR	15.1
Blk/Urbn	8.2
BM/Easy	9.7
CHR	15.8
Ctry	10.6
Jazz	1.3
N/T	1.1
Rel	1.4

DALLAS-FT. WORTH #10

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.2	9.3	7.5	10.6	1 KVIL 103.7	AC	3	7	1	1	1	10/107	BLAIR		11.8
6.7	7.8	7.4	8.3	8.7	2 KKDA-FM 104.5	B/U	7	2	2	2	2	9/	SELCOM	AP	9.7
8.0	7.8	6.8	6.7	7.7	3 KRLD 108.0	NEWS	1	18	15	12	6	15/71	KATZ	CBS	7.4
5.2	6.7	5.8	6.6	6.3	4 KEGl 97.1	CHR	2	1	3	5	11	17/64	BLAIR	ABC-C	7.9
5.9	4.6	5.3	6.1	6.0	5 KPLX 99.5	CTRY	5	8	5	3	3	15/74	REPUBLIC	AP	7.2
6.9	6.3	7.4	6.1	5.9	6 WBAP 82.0	CTRY	6	13	13	7	4	15/75	BLAIR	ABC-I	5.8
4.4	5.3	4.7	5.0	5.9	6 KSCS 96.3	CTRY	4	6	9	4	5	15/72	BLAIR		5.6
6.3	5.3	5.3	5.4	5.4	8 KMEZ-FM 100.3	B/EZ	10	14	19	13	8	11/99	MCGAVREN		4.0
4.3	4.5	5.2	6.1	4.7	9 KTXQ 102.1	AOR	8	3	4	6	10	16/67	CHRISTAL	ABC-R	5.5
2.1	4.1	4.0	4.2	3.7	10 KTKS 106.1	CHR	9	4	7	10	12	20/55	HNWH		4.6
4.1	3.1	2.6	3.5	3.4	11 KMGC 102.9	AC	12	11	8	8	9	16/66	CHRISTAL		2.3
1.4	2.6	2.1	2.5	3.3	12 KLUV 98.7	GOLD	14	20	10	9	7	15/75	TORBET	US2	2.8
3.7	3.1	2.5	3.5	3.1	13 KQZY 105.3	B/EZ	15	23	20	17	14	12/90	BLAIR/RAR		1.9
2.9	3.8	4.3	4.1	3.1	13 KZEW 97.9	AOR	11	9	6	11	13	19/56	MMR	NBC-S	4.6
1.1	0.7	1.4	1.7	2.2	15 KESS 94.1	SPAN	20	17	14	14	15	8/131	CABALLERO		.7
4.5	3.1	3.7	2.5	2.0	16 KAFM 92.5	CHR	13	5	12	16	22	25/43	DURPETTI		2.6
2.5	2.5	3.0	2.3	2.0	16 KDLZ 107.5	B/U	16	10	11	15	16	16/69	DURPETTI	US1	1.6
--	0.6	1.7	0.7	1.3	18 KLTY 94.9	REL	18	12	16	18	18	15/71			2.4
0.8	1.0	1.1	0.7	1.2	19 KSSA 127.0	SPAN	26	16	17	19	17	7/151	CABALLERO	UPI	---
1.5	1.4	1.2	1.3	1.2	19 WRR 101.1	CLAS	19	24	21	22	19	15/71	CMBS		.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KKDA-FM	1 KVIL	1 KKDA-FM	1 KVIL	1 KVIL	1 KVIL	AC 14.0
2 KTXQ	2 KKDA-FM	2 KVIL	2 KKDA-FM	2 KKDA-FM	2 KKDA-FM	AOR 7.8
3 KEGl	3 KEGl	3 KPLX	3 KSCS	3 WBAP	3 KSCS	Blk/Urbn 10.7
4 KZEW	4 KTKS	4 KTXQ	4 KPLX	4 KPLX	4 KMEZ-FM	BM/Easy 8.5
5 KPLX	5 KLUV	5 WBAP	5 KTKS	5 KRLD	5 KPLX	CHR 12.0
6 KVIL	6 KSCS	6 KEGl	6 KLUV	6 KTXQ	6 KLUV	Clas 1.2
7 KMGC	7 KPLX	7 KRLD	7 KEGl	7 KSCS	7 KMGC	Ctry 17.8
8 KSCS	8 KMGC	8 KSCS	8 KMGC	8 KZEW	8 WBAP	Gold 3.3
9 KTKS	9 KTXQ	9 KZEW	9 KMEZ-FM	9 KLUV	9 KRLD	N/T 7.7
10 WBAP	10 KZEW	10 KMGC	10 KTXQ	10 KMGC	10 KTKS	Rel 1.3
						Span 3.4

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DAYTON #46

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.0	15.8	15.1	1	1	WHIO-FM 99.1	B/EZ	2	14	10	4	1	10/113	CHRISTAL		12.9
5.8	11.5	11.1	2	2	WGTZ 92.9	CHR	1	1	2	2	4	14/80	KATZ		15.3
11.5	9.9	8.7	3	3	WTUE 104.7	AOR	4	2	1	1	3	14/76	MCGAVREN		9.1
8.0	10.3	8.6	4	4	WHIO 1290	AC	3	10	15	11	7	16/70	CHRISTAL	CBS	7.1
6.5	3.2	6.4	5	5	WWSN 107.7	AC	5	9	3	3	2	14/78	EASTMAN	US1	6.8
6.1	7.9	6.0	6	6	WONE 980	CTRY	6	12	11	6	5	13/81	MCGAVREN	ABC-D	6.4
4.1	6.1	4.2	7	7	WYMJ 103.9	AC	8	6	5	5	6	17/64	REPUBLIC	US1	4.2
3.1	3.7	3.7	8	8	WBLZ 103.5	B/U	9	3	6	9	11	16/68	MASLA		7.9
2.6	2.2	3.7	8	8	WSKS 96.5	AOR	12	4	4	7	15	13/83	EASTMAN	ABC-R	3.0
4.2	2.8	3.6	10	10	WDAO 1210	B/U	13	8	8	8	10	12/93	EASTMAN	SHRDN	3.4
4.1	4.3	3.4	11	11	WING 1410	AC	7	13	9	10	9	23/47	KATZ	ABC-I	3.2
1.8	2.0	3.0	12	12	WLW 700	AC	10	18	12	14	12	19/56	EASTMAN	ABC-I	1.9
2.4	1.8	3.0	12	12	WBZI 95.3	CTRY	14	5	14	12	8	13/83		US2	1.7
3.6	2.8	2.5	14	14	WVUD 99.9	AC	11	7	7	13	13	23/47	MASLA	CBS-R	1.6
1.9	1.4	1.7	15	15	WBLY 1600	CTRY	16	15	21	19	16	11/100	DEVNEY	MBS	.9
0.6	0.7	1.4	16	16	WIZE 1340	AC	15	11	19	21	19	16/69	UNIREP	ABC-I	1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTUE	1 WGTZ	1 WTUE	1 WGTZ	1 WHIO-FM	1 WHIO-FM	AC 29.5
2 WGTZ	2 WTUE	2 WGTZ	2 WWSN	2 WTUE	2 WWSN	AOR 12.4
3 WSKS	3 WWSN	3 WWSN	3 WTUE	3 WONE	3 WGTZ	Blk/Urbn 7.3
4 WWSN	4 WYMJ	4 WHIO-FM	4 WHIO-FM	4 WLW	4 WYMJ	BM/Easy 15.1
5 WYMJ	5 WVUD	5 WSKS	5 WYMJ	5 WWSN	5 WONE	CHR 11.1
6 WBLZ	6 WBLZ	6 WONE	6 WONE	6 WHIO	6 WTUE	Ctry 7.7
7 WLW	7 WSKS	7 WDAO	7 WBZI	7 WGTZ	7 WHIO	
8 WDAO	8 WHIO-FM	8 WYMJ	8 WBLZ	8 WYMJ	8 WBZI	
9 WVUD	9 WDAO	9 WLW	9 WVUD	9 WBLZ	9 WING	
10 WING	10 WING	10 WBLZ	10 WING	10 WING	10 WDAO	

DENVER-BOULDER #23

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	10.0	10.7	10.5	1	KOSI 101.1	B/EZ	1	11	9	5	1	13/85	BLAIR		11.3
4.1	6.8	7.7	7.3	2	KBPI 105.9	AOR	3	1	3	4	8	15/75	SELCOM		7.8
4.9	5.9	6.8	6.8	3	KMJI 100.3	AC	4	9	4	1	2	14/77	CHRISTAL		4.9
6.7	5.2	5.0	6.5	4	KOA 850	TALK	2	13	11	8	4	20/53	KATZ	CBS	7.4
4.5	5.5	5.5	5.9	5	KBCO-FM 97.3	AOR	6	8	2	2	3	14/79	MASLA		7.3
4.4	4.7	3.9	5.6	6	KAZY 106.7	AOR	10	7	1	3	7	12/91	MCGAVREN		4.2
4.7	5.4	5.7	4.9	7	KRXY-FM 107.5	CHR	5	3	5	6	12	18/59	MMR		5.2
7.2	6.3	4.6	4.0	8	KPKE 95.7	CHR	7	2	7	12	16	19/56	HNWH		6.2
4.2	5.7	4.0	4.0	8	KYGO 98.5	CTRY	11	14	10	7	5	14/76	BLAIR		5.0
3.9	2.9	3.8	3.7	10	KVOD 99.5	CLAS	12	22	16	13	6	15/74	REPUBLIC		2.9
3.2	4.0	3.7	3.3	11	KNUS 710	N/T	14	21	19	16	14	14/78	SELCOM	ABC-I	2.0
6.0	3.7	4.3	3.2	12	KOAQ 103.5	CHR	9	6	6	9	11	22/50	KATZ	CBS-R	5.2
5.9	3.9	3.6	3.1	13	KIMN 950	CHR	8	5	8	10	10	23/48	BLAIR	ABC-C	2.8
3.6	3.4	5.2	3.0	14	KHOW 630	AC	13	15	15	11	9	17/63	EASTMAN	US 1	3.0
3.8	3.8	3.1	3.0	14	KEZW 1430	BBND	15	25	27	24	20	14/78	BLAIR	MBS	2.0
1.9	1.4	2.4	2.7	16	KDKO 1510	B/U	18	4	14	15	17	12/90			2.9
3.6	2.8	2.4	2.4	17	KLZ 560	CTRY	16	19	23	18	15	16/67	MCGAVREN	ABC-I	3.9
2.5	1.6	1.5	2.1	18	KRZN 1150	GOLD	17	10	13	14	13	18/61	CHRISTAL		2.1
1.4	1.4	1.2	1.6	19	KDEN 1340	NEWS	19	26	24	26	25	17/63	SAVALLI	ABC-E	.9
0.9	1.0	0.7	1.5	20	KTCL 93.3	MISC	23	24	12	17	18	11/98			.5
0.7	0.7	0.8	1.1	21	KBRQ-FM 105.1	CTRY	24	23	20	20	19	13/84	TORBET	ABC-E	1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KAZY	1 KMJI	1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KMJI
2 KBPI	2 KBCO-FM	2 KAZY	2 KOSI	2 KOSI	2 KOSI
3 KBCO-FM	3 KAZY	3 KBPI	3 KBCO-FM	3 KOA	3 KYGO
4 KMJI	4 KBPI	4 KMJI	4 KAZY	4 KMJI	4 KHOW
5 KRXY-FM	5 KOAQ	5 KOSI	5 KOAQ	5 KVOD	5 KIMN
6 KTCL	6 KRXY-FM	6 KOA	6 KBPI	6 KBPI	6 KOA
7 KPKE	7 KIMN	7 KVOD	7 KRXY-FM	7 KAZY	7 KBCO-FM
8 KOA	8 KPKE	8 KYGO	8 KIMN	8 KYGO	8 KOAQ
9 KOAQ	9 KOSI	9 KRXY-FM	9 KYGO	9 KNUS	9 KAZY
10 KYGO	10 KDKO	10 KTCL	10 KHOW	10 KHOW	10 KVOD

FORMAT REACH

AC	9.8
AOR	18.8
BBnd	3.0
Bik/Urbn	2.7
BM/Easy	10.5
CHR	15.2
Clas	3.7
Ctry	7.5
Gold	2.1
Misc	1.5
N/T	11.4

DETROIT #6

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
10.6	7.2	10.4	11.5	9.0	1 WJR 760	MISC	1	16	12	6	1	14/80	EASTMAN	ABC-I	9.2
5.8	5.6	6.3	8.3	6.9	2 WJLB 97.9	B/U	8	2	2	1	3	12/93	MMR		6.7
9.8	7.2	6.1	6.1	6.3	3 WJOI 97.1	B/EZ	9	14	17	13	6	12/92	CBS SPOT		3.7
5.8	5.6	4.9	5.0	6.2	4 WWJ 950	NEWS	5	22	18	17	11	15/73	CBS SPOT	CBS	5.3
3.9	5.0	5.5	4.5	5.4	5 WHYT 96.3	CHR	2	1	6	7	14	21/53	EASTMAN	ABC-C	6.8
0.8	4.0	5.2	4.8	5.4	5 CKLW 800	BBND	10	23	22	18	13	11/95	TORBET		3.7
4.7	5.1	5.9	5.5	5.3	7 WCZY-AF 1500 95.5	CHR	3	3	5	4	4	20/55	HNWH		4.7
5.6	6.6	6.0	7.0	4.9	8 WRIF 101.1	AOR	4	5	1	2	7	20/55	BLAIR	ABC-R	6.5
4.5	3.9	4.1	4.3	4.3	9 WNIC-FM 100.3	AC	7	7	4	3	2	19/57	KATZ		6.2
3.9	3.1	3.8	3.6	4.2	10 WLLZ 98.7	AOR	6	4	3	5	16	20/55	MCGAVREN	ABC-F	6.7
4.6	5.1	3.4	3.4	3.2	11 WXYT 1270	TALK	12	26	25	23	18	16/69	BLAIR	ABC-I	4.1
2.9	2.8	3.6	2.6	3.2	11 WWWW 106.7	CTRY	11	28	16	11	10	16/67	CHRISTAL	AP	3.3
3.8	3.8	3.7	3.4	3.1	13 WOMC 104.3	AC	13	13	8	9	5	16/68	KATZ	US2	3.1
1.7	3.3	2.5	2.3	3.1	13 WKSG 102.7	GOLD	17	21	7	8	8	13/81	MASLA	NBC-S	2.6
3.5	--	1.8	1.8	2.9	15 WLTJ 93.1	AC	16	17	11	10	9	14/76	CHRISTAL		2.7
2.5	3.2	2.6	2.0	2.4	16 WJZZ 105.9	JAZZ	19	25	9	12	12	16/67	W&P		3.4
1.8	1.9	1.6	2.0	2.2	17 WCXI-FM 92.3	CTRY	18	11	13	15	15	18/61	DURPETTI	ABC-E	2.4
1.5	1.3	1.2	1.2	2.1	18 WQRS 105.1	CLAS	22	31	19	22	23	12/87	CMBS		1.1
1.1	1.5	2.9	2.2	2.0	19 WGPR 107.5	B/U	20	8	14	16	19	17/66	LAZAR	SHRON	1.0
2.8	2.0	1.8	2.5	1.9	20 WDTX 99.5	MISC	15	6	10	14	22	22/48	REPUBLIC		2.4
3.7	2.7	2.4	1.8	1.5	21 WMJC 93.1	AC	14	10	15	19	17	28/39	MMR	US1	1.8
1.6	1.3	1.4	1.2	1.3	22 WCHB 1440	B/U	23	18	20	21	20	14/78	W&P	NBN	1.1
2.1	2.2	1.8	2.5	1.3	22 WCXI 1130	CTRY	21	27	27	24	24	21/52	DURPETTI	UPI	1.6
1.4	1.0	1.3	0.7	1.2	24 WHND 560	GOLD	27	15	21	20	21	12/93	MMR	US1	0.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WJR	1 WNIC-FM	AC 11.8
2 WLLZ	2 WJLB	2 WLLZ	2 WJLB	2 WRIF	2 WJOI	AOR 9.1
3 WJLB	3 WHYT	3 WJLB	3 WCZY-FM	3 WKSG	3 WJLB	BBnd 5.4
4 WKSG	4 WCZY-FM	4 WJR	4 WHYT	4 WWWW	4 WOMC	Bik/Urbn 10.2
5 WCZY-FM	5 WRIF	5 WKSG	5 WLTJ	5 WJZZ	5 WCZY-FM	BM/Easy 6.3
6 WJZZ	6 WOMC	6 WCZY-FM	6 WOMC	6 WCZY-FM	6 WLTJ	CHR 10.7
7 WHYT	7 WLLZ	7 WJZZ	7 WJOI	7 WJLB	7 WJR	Clas 2.1
8 WNIC-FM	8 WDTX	8 WWWW	8 WRIF	8 WWJ	8 WHYT	Ctry 6.7
9 WJR	9 WKSG	9 WOMC	9 WKSG	9 WOMC	9 WWWW	Gold 4.3
10 WOMC	10 WLTJ	10 WNIC-FM	10 WJR	10 WLLZ	10 CKLW	Jazz 2.4
						Misc 10.9
						N/T 9.4

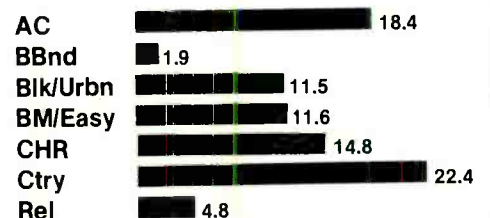
GREENSBORO-WINSTON SALEM-HIGH POINT #49

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.7	16.8	19.1	1	WTQR 104.1	CTRY	1	7	1	1	1	10/108	MCGAVREN		15.3
6.9	5.6	9.3	2	WOJY 100.3	B/EZ	4	12	5	3	3	11/95	CHRISTAL		5.7
7.3	7.9	8.8	3	WMAG 99.5	AC	2	8	2	2	2	13/83	MMR	ABC-E	6.4
8.0	12.3	8.3	4	WKZL 107.5	CHR	3	1	3	4	5	14/80	KATZ	ABC-R	11.4
7.0	5.9	7.5	5	WSJS 600	AC	6	11	14	7	4	10/108	MCGAVREN	MBS	7.5
--	2.3	4.9	6	WKSI 98.7	CHR	5	2	6	6	7	20/55	EASTMAN		5.7
10.6	7.5	4.8	7	WQMG 97.1	B/U	7	6	4	5	6	12/93	HNWH	CBS-R	6.0
1.7	2.5	2.7	8	WAAA 980	B/U	11	9	7	8	8	11/101	W&P	NBN	3.1
1.7	2.8	2.3	9	WMFR 1230	B/EZ	14	16	21	19	18	11/96	MMR	ABC-E	2.5
6.3	5.6	2.1	10	WSEZ 93.1	AC	8	4	8	9	10	25/43	TORBET	US1	0.0
--	1.0	2.0	11	WWWI 94.5	CTRY	10	15	9	10	11	15/71	KATZ		1.2
1.7	1.3	1.9	12	WBIG 1470	BBND	13	27	27	29	20	14/79	BLAIR	CBS	2.7
1.2	2.0	1.7	13	WSMX 1500	REL	27	29	10	11	9	6/196		ABC-I	.8
4.1	2.3	1.6	14	WDCG 105.1	CHR	9	3	11	12	16	22/48	BLAIR	US1	2.7
1.7	1.2	1.6	14	WWMO 102.1	REL	12	21	18	17	12	17/62			1.1
--	--	1.5	16	WTHP 98.3	B/U	16	5	15	15	14	13/84			1.7
2.0	1.5	1.5	16	WHPE 95.5	REL	17	23	31	30	25	12/93			1.6
1.0	2.5	1.4	18	WEAL 1510	B/U	21	14	12	13	17	11/101	HNWH	SBN	1.8
1.4	1.4	1.3	19	WPCM 101.1	CTRY	15	22	17	14	13	15/71	MASLA		.7
3.0	1.9	1.1	20	WAIR 1340	B/U	20	13	13	16	15	15/71	TORBET		1.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTQR	1 WMAG	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WKZL	2 WOJY	2 WMAG	2 WMAG	2 WMAG	2 WOJY
3 WMAG	3 WKZL	3 WKZL	3 WOJY	3 WOJY	3 WMAG
4 WQMG	4 WQMG	4 WOJY	4 WKZL	4 WKZL	4 WSJS
5 WKSI	5 WTQR	5 WQMG	5 WQMG	5 WSJS	5 WQMG
6 WOJY	6 WKSI	6 WKSI	6 WKSI	6 WQMG	6 WKSI
7 WWWI	7 WAAA	7 WSJS	7 WAAA	7 WKSI	7 WKZL
8 WSEZ	8 WAIR	8 WWWI	8 WSJS	8 WWWI	8 WAAA
9 WAAA	9 WEAL	9 WSEZ	9 WEAL	9 WWMO	9 WSMX
10 WDCG	10 WSEZ	10 WAAA	10 WSEZ	10 WAAA	10 WSEZ

FORMAT REACH



HARTFORD-NEW BRITAIN #39

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
18.6	20.1	18.3	1	WTIC 1080	AC	2	9	7	2	2	11/96	KATZ	NBC	17.1
14.1	15.8	14.9	2	WTIC-FM 96.5	CHR	1	1	1	1	1	14/77	KATZ		19.9
9.4	12.0	11.4	3	WRCH 100.5	B/EZ	3	6	11	7	3	10/107	TORBET	ABC-D	4.6
5.1	4.2	6.0	4	WIOF 104.1	AC	7	5	4	3	4	13/81	EASTMAN	CBS-R	2.4
6.7	6.1	5.8	5	WHCN 105.9	AOR	5	3	2	4	5	15/71	MASLA	ABC-R	9.5
2.4	3.4	4.9	6	WKSS 95.7	CHR	4	2	5	6	8	20/55	MMR		6.9
5.5	3.5	4.8	7	WDRC-FM 102.9	AC	6	10	3	5	6	17/65	MCGAVREN		3.8
5.3	4.5	3.7	8	WRCQ 910	BBND	11	17	22	19	14	11/95	TORBET	ABC-E	2.2
4.1	3.7	3.6	9	WPOP 1410	NEWS	9	15	16	12	11	16/67	EASTMAN	CBS	3.6
4.7	3.4	3.0	10	WCCC-FM 106.9	AOR	8	4	6	8	10	23/47	SELCOM	ABC-C	8.4
2.7	2.4	2.8	11	WDRC 1360	AC	10	14	8	9	7	17/62	MCGAVREN		3.7
2.6	2.0	1.8	12	WWYZ 92.5	AC	12	16	9	10	9	21/51	CBS	US1	1.4
0.6	0.4	1.4	13	WKHT 1230	CTRY	16	24	21	13	13	10/112	P/W	MBS	0.4
0.8	1.0	1.1	14	WPLR 99.1	AOR	13	8	10	11	16	33/33	CHRISTAL		1.3
0.5	--	1.1	14	WCTY 97.7	CTRY	20	18	24	14	12	9/123	TORBET	ABC-F	0.2
1.3	0.6	1.0	16	WKND 1480	B/U	22	11	19	16	15	9/117	ROSLIN	NBN	2.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	AC 33.7
2 WHCN	2 WDRC-FM	2 WHCN	2 WTIC	2 WTIC-FM	2 WTIC	AOR 6.9
3 WCCC-FM	3 WIOF	3 WTIC	3 WIOF	3 WHCN	3 WIOF	BBnd 3.7
4 WKSS	4 WKSS	4 WIOF	4 WDRC-FM	4 WRCH	4 WRCH	Bik/Urbn 1.0
5 WIOF	5 WHCN	5 WCCC-FM	5 WKSS	5 WIOF	5 WDRC-FM	BM/Easy 11.4
6 WDRC-FM	6 WTIC	6 WDRC-FM	6 WRCH	6 WDRC-FM	6 WDRC	CHR 19.8
7 WTIC	7 WWYZ	7 WKSS	7 WHCN	7 WDRC	7 WWYZ	CTry 2.5
8 WPLR	8 WDRC	8 WRCH	8 WWYZ	8 WCCC-FM	8 WHCN-FM	N/T 3.6
9 WDRC	9 WCCC-FM	9 WDRC	9 WDRC	9 WKSS	9 WKSS	
10 WAQY	10 WRCH	10 WPLR	10 WCCC-FM	10 WPOP	10 WKND	

HOUSTON-GALVESTON #8

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
9.4	9.5	9.3	10.2	9.9	1 KMJQ 102.1	B/U	2	2	1	1	2	9/122	CHRISTAL		11.0
9.2	8.5	8.1	7.8	8.6	2 KKBQ-FM 92.9	CHR	1	1	2	2	5	13/84	MCGAVREN	ABC-F	9.0
7.4	7.8	6.6	6.0	6.9	3 KODA 99.1	B/EZ	5	15	10	7	4	12/89	BLAIR/RAR		5.4
7.6	7.8	6.8	7.2	6.7	4 KIKK-FM 95.7	CTRY	4	8	7	5	3	13/87	TORBET		7.5
4.8	5.6	4.1	4.4	5.9	5 KFMK 97.9	AC	10	12	6	3	1	11/101	SELCOM		4.9
6.3	5.8	6.3	6.3	5.6	6 KLTR 93.7	AC	3	9	4	4	6	15/71	MMR		5.4
4.4	4.4	4.9	6.4	5.3	7 KTRH 740	NEWS	6	17	11	10	8	16/68	CBS SPOT	CBS	3.7
5.3	5.2	5.0	5.4	5.0	8 KSRR 96.5	AOR	8	4	3	6	9	14/76	HNWH	ABC-R	6.3
4.1	4.3	4.7	4.5	4.5	9 KILT-FM 100.3	CTRY	11	7	9	9	7	14/79	BLAIR		5.8
4.8	5.2	4.5	5.3	4.5	9 KLOL 101.1	AOR	7	6	5	8	11	16/68	CBS-FM		7.3
4.5	4.3	5.1	4.3	4.3	11 KQUE 102.9	AC	13	21	27	15	10	9/117	REPUBLIC	ABC-E	4.5
2.7	2.8	5.7	4.7	3.5	12 KRBE-FM 104.1	CHR	9	3	8	11	12	19/56	KATZ		5.3
3.7	4.2	3.7	3.3	3.2	13 KPRC 950	N/T	12	32	20	12	13	14/77	EASTMAN	NBC	3.1
2.6	1.9	1.8	2.3	1.9	14 KYOK 1590	B/U	14	5	19	21	19	15/72	MASLA	CBS-R	1.3
1.9	1.6	1.3	1.5	1.4	15 KILT 610	CTRY	15	19	26	19	15	17/66	BLAIR		.6
1.1	1.8	1.4	1.2	1.4	15 KLAT 1010	SPAN	20	26	12	13	14	11/96	CABALLERO		1.0
--	0.4	0.9	0.5	1.3	17 KXXK 106.5	SPAN	26	10	14	14	17	9/120	LOTUS		---
1.3	1.2	1.0	1.3	1.2	18 KXYZ 1320	SPAN	18	11	13	16	23	15/88	CABALLERO		.5
2.2	1.8	2.0	1.7	1.2	18 KLEF 94.5	CLAS	17	23	21	20	18	18/59	CMBS	CBS	1.5
0.8	0.7	1.3	0.9	1.2	18 KCOH 1430	B/U	22	22	23	24	22	12/94	ROSLIN	SHRDN	.7
1.2	1.1	0.9	0.9	1.0	21 KGOL 107.5	REL	19	16	17	18	21	17/65		UPI	.7
0.7	1.1	0.5	0.8	1.0	21 KEYH 850	SPAN	24	30	22	22	20	13/81	LOTUS		.3
0.6	0.5	1.0	0.7	1.0	21 KNUZ 1230	GOLD	27	25	18	17	16	12/92	REPUBLIC	ABC-D	.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJQ	1 KMJQ	1 KMJQ	1 KMJQ	1 KFMK	1 KIKK-FM
2 KSRR	2 KKBQ-FM	2 KFMK	2 KKBQ-FM	2 KMJQ	2 KFMK
3 KKBQ-FM	3 KLTR	3 KKBQ-FM	3 KLTR	3 KTRH	3 KODA
4 KLOL	4 KFMK	4 KSRR	4 KIKK-FM	4 KLTR	4 KKBQ-FM
5 KFMK	5 KSRR	5 KLOL	5 KFMK	5 KKBQ-FM	5 KMJQ
6 KLTR	6 KLOL	6 KLTR	6 KODA	6 KODA	6 KLTR
7 KIKK-FM	7 KRBE-FM	7 KTRH	7 KILT-FM	7 KIKK-FM	7 KILT-FM
8 KRBE-FM	8 KIKK-FM	8 KIKK-FM	8 KLOL	8 KILT-FM	8 KQUE
9 KTRH	9 KILT-FM	9 KODA	9 KSRR	9 KSRR	9 KSRR
10 KODA	10 KODA	10 KILT-FM	10 KRBE-FM	10 KLOL	10 KRBE-FM

FORMAT REACH

AC	15.8
AOR	9.5
Blk/Urbn	13.0
BM/Easy	6.9
CHR	12.1
Clas	1.2
Ctry	12.6
Gold	1.0
N/T	8.5
Rel	1.0
Span	4.9

INDIANAPOLIS #36

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.0	15.4	14.7	1	WIBC 107.0	AC	1	5	5	3	2	12/94	BLAIR		13.9
11.3	15.5	14.4	2	WFBQ 94.7	AOR	2	2	1	1	3	11/96	KATZ	NBC-S	18.2
7.7	9.2	10.2	3	WXTZ 103.3	B/EZ	4	6	9	7	4	11/95	MMR		8.4
8.9	8.2	10.0	4	WFMS 95.5	CTRY	5	8	6	2	1	11/99	TORBET		10.7
11.1	8.3	9.6	5	WZPL 99.5	CHR	3	1	2	4	6	15/74	HNWH		10.5
8.8	8.3	8.0	6	WTLC 105.7	B/U	8	4	4	6	7	9/120	MCGAVREN	SBN	8.4
7.8	6.1	6.1	7	WENS 97.1	AC	6	7	3	5	5	16/68	CHRISTAL		4.9
3.2	4.4	4.5	8	WMLF 131.0	BBND	10	14	18	12	11	11/97	MCGAVREN	MBS	2.5
4.9	4.9	4.1	9	WNAP 93.1	CHR	7	3	7	9	10	22/48	BLAIR		5.3
1.3	2.6	3.4	10	WTPI 107.9	AC	11	10	8	8	8	13/81	REPUBLIC	AP	3.3
5.1	5.1	2.4	11	WIRE 143.0	GOLD	9	9	11	11	12	25/44	MMR	ABC-E	2.1
2.6	2.1	2.1	12	WNDE 126.0	AC	12	13	10	10	9	20/53	KATZ	ABC-I	1.7
1.2	1.3	1.0	13	WGRT 81.0	B/U	17	17	15	13	13	8/145	W&P	SBN	.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFMS	AC 26.3
2 WZPL	2 WENS	2 WZPL	2 WFMS	2 WFMS	2 WIBC	AOR 14.4
3 WTLC	3 WTLC	3 WFMS	3 WENS	3 WIBC	3 WXTZ	BBnd 4.5
4 WENS	4 WZPL	4 WIBC	4 WIBC	4 WZPL	4 WENS	Blk/Urbn 9.0
5 WIBC	5 WIBC	5 WENS	5 WTLC	5 WENS	5 WFBQ	BM/Easy 10.2
6 WFMS	6 WNAP	6 WTLC	6 WXTZ	6 WXTZ	6 WTLC	CHR 13.7
7 WNAP	7 WFMS	7 WTPI	7 WZPL	7 WTLC	7 WZPL	Ctry 10.0
8 WTPI	8 WXTZ	8 WXTZ	8 WTPI	8 WTPI	8 WTPI	Gold 2.4
9 WNDE	9 WTPI	9 WNAP	9 WNAP	9 WIRE	9 WNDE	
10 WIRE	10 WNDE	10 WNDE	10 WNDE	10 WNDE	10 WNAP	

KANSAS CITY #27

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.4	10.5	10.7	11.1	1	WDAF 610	CTRY	2	9	15	1	1	12/94	KATZ	ABC-E	14.5
7.7	5.2	6.8	7.8	2	KCMO 810	N/T	1	14	12	10	4	18/60	MCGAVREN	CBS	5.7
7.5	7.8	8.5	7.7	3	KMBR 99.7	B/EZ	6	15	11	9	3	12/91	DURPETTI		6.5
6.7	8.9	7.1	7.0	4	KBEQ 104.3	CHR	3	1	3	6	10	18/59	REPUBLIC	ABC-C	9.2
4.7	4.5	4.7	6.1	5	KPRS 103.3	B/U	12	6	2	7	9	10/111	HNWH	NBN	5.6
6.3	5.1	6.4	6.0	6	KUDL 98.1	AC	4	8	4	3	2	17/64	CHRISTAL	AP	5.7
5.8	5.9	6.8	5.9	7	KYYS 102.1	AOR	5	4	1	2	8	17/65	KATZ	NBC-S	8.3
6.1	6.3	5.4	5.8	8	KFKF-FM 94.1	CTRY	7	12	6	5	5	14/75	SELCOM		4.5
6.5	5.4	6.0	5.2	9	KLSI 93.3	AC	8	11	5	4	6	16/69	SELCOM	ABC-D	6.0
4.4	4.0	3.2	4.2	10	WHB 710	AC	9	18	9	8	7	18/59	CHRISTAL		2.5
4.9	4.9	4.6	4.1	11	KMBZ 980	N/T	10	17	18	16	14	17/63	DURPETTI	ABC-I	3.8
3.7	3.9	3.4	4.0	12	KJLA 1190	BBND	15	24	19	17	12	11/97	W&P	MBS	2.9
3.8	3.8	4.6	3.5	13	KZZC 98.9	CHR	11	3	7	11	13	20/54	EASTMAN		5.2
1.3	1.5	1.8	2.9	14	KCFX 100.7	AOR	14	7	8	12	11	16/68	MMR	ABC-R	4.2
4.1	3.3	3.8	2.7	15	KBKC 94.9	CHR	13	2	14	14	17	22/50	MCGAVREN		2.8
2.7	3.4	2.3	1.9	16	KKCI 106.5	AOR	16	5	13	15	21	19/58	CBS SPOT	CBS-R	2.0
0.9	2.3	1.7	1.9	16	KXTR 96.5	CLAS	17	22	16	18	16	14/78	CMBS	US2	2.0
1.1	1.6	1.2	1.9	16	KCXL 1140	B/U	19	13	10	13	15	10/113	LAZAR		0.9
0.9	1.2	0.7	1.1	19	KEXS 1090	REL	20	23	23	23	19	14/78	KEYSTONE		0.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYYS	1 KUDL	1 KYYS	1 WDAF	1 WDAF	1 WDAF
2 KPRS	2 KPRS	2 KFKF	2 KLSI	2 KYYS	2 KMBR
3 KBEQ	3 KLSI	3 WDAF	3 KUDL	3 KFKF	3 KLSI
4 KUDL	4 KBEQ	4 KPRS	4 KMBR	4 KCMO	4 KUDL
5 KCFX	5 KZZC	5 WHB	5 KBEQ	5 WHB	5 KCMO
6 KFKF	6 KFKF	6 KBEQ	6 KFKF	6 KUDL	6 KFKF
7 KZZC	7 KYYS	7 KUDL	7 KPRS	7 KPRS	7 WHB
8 KKCI	8 KCXL	8 KCMO	8 KCMO	8 KLSI	8 KPRS
9 KCMO	9 KMBR	9 KLSI	9 WHB	9 KMBR	9 KBEQ
10 KLSI	10 WHB	10 KCFX	10 KYYS	10 KBEQ	10 KYYS

FORMAT REACH

AC	15.4
AOR	10.7
BBnd	4.0
Blk/Urbn	8.0
BM/Easy	7.7
CHR	13.2
Clas	1.9
Ctry	16.9
N/T	11.9
Rel	1.1

LOS ANGELES #2

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	9.7	9.0	8.8	8.2	1	1	KIIS-FM 102.7	CHR	1	2	1	1	1	17/65	MCGAVREN		12.1
5.9	5.8	6.3	8.3	6.0	2	2	KABC 790	TALK	3	32	24	11	5	13/85	KATZ	ABC-I	5.7
5.5	5.7	4.1	3.6	4.9	3	3	KJOI 98.7	B/EZ	10	27	21	9	8	12/91	MMR		4.3
3.7	4.2	3.6	4.4	4.8	4	4	KLOS 95.5	AOR	5	6	2	2	4	14/77	KATZ	ABC-R	6.7
4.8	5.1	4.4	4.2	4.7	5	5	KBIG 104.3	B/EZ	7	24	13	6	3	13/84	TORBET		3.4
2.5	2.9	3.1	3.1	3.9	6	6	KROQ 106.7	AOR	12	1	3	5	22	13/81	BLAIR		6.2
3.3	3.0	3.2	2.7	3.9	6	6	KFWB 980	NEWS	2	28	31	18	14	20/53	BLAIR/RAR	NBC	3.1
4.4	3.8	3.8	4.0	3.4	8	8	KOST 103.5	AC	8	9	4	4	6	18/60	CHRISTAL		4.9
3.1	3.5	3.5	4.2	3.4	8	8	KMPC 710	BBND	13	36	40	29	15	15/73	DURPETTI		2.0
2.8	2.9	2.5	2.5	3.3	10	10	KRTH 101.1	GOLD	6	16	5	3	2	19/58	REPUBLIC	US2	2.7
3.7	3.4	3.2	3.1	3.0	11	11	KNX 1070	NEWS	4	37	27	24	16	23/47	CBS-FM	CBS	2.8
2.0	1.9	2.1	2.1	2.6	12	12	KZLA 93.9	CTRY	19	23	17	12	9	12/88	EASTMAN		1.2
3.2	4.1	3.3	3.3	2.5	13	13	KMET 94.7	AOR	9	7	6	7	13	23/47	SELCOM		4.0
1.7	2.2	1.5	1.4	2.5	13	13	KIQQ 100.3	AC	14	18	9	8	7	18/59	MASLA		2.3
2.4	2.5	2.7	2.6	2.4	15	15	KKHR 93.1	CHR	11	4	11	17	29	23/47	CBS-FM		2.6
2.0	1.9	2.1	2.5	2.3	16	16	KJLH 102.3	B/U	18	5	7	15	23	16/66	ROSLIN		2.5
1.7	1.7	1.9	1.5	2.2	17	17	KDAY 1580	B/U	21	3	16	23	32	13/87	W&P	NBN	1.4
2.4	1.7	2.0	2.3	2.0	18	18	KTNQ 1020	SPAN	27	34	10	13	12	10/107	CABALLERO		1.1
1.5	1.7	2.4	2.0	2.0	18	18	KRLA 1110	GOLD	16	10	18	14	11	20/54	MMR		2.6
1.5	2.5	2.1	1.5	2.0	18	18	KBZT 97.1	AC	17	31	8	10	10	20/55	MMR		1.5
2.4	1.7	2.3	2.4	1.8	21	21	KMGG 105.9	AC	15	8	12	16	20	23/47	HNWH		1.2
1.6	2.0	1.6	1.7	1.6	22	22	KFI 640	AC	20	14	20	25	18	19/56	CHRISTAL	ABC-E	1.7
2.0	2.1	1.3	1.6	1.6	22	22	KLVE 107.5	SPAN	25	19	14	20	19	14/76	CABALLERO		1.4
1.2	1.4	1.1	1.3	1.6	22	22	KKGO 105.1	JAZZ	24	33	23	19	17	16/69	BLAIR/RAR	AP	1.6
1.0	1.1	1.0	1.2	1.6	22	22	KFAC-FM 92.3	CLAS	22	22	34	28	21	17/62	MCGAVREN		.7
1.5	1.4	1.5	1.6	1.5	26	26	KLAC 570	CTRY	26	35	37	31	27	15/72	EASTMAN	ABC-D	1.6
1.4	1.3	1.7	1.4	1.3	27	27	KWKW 1300	SPAN	35	41	26	26	24	11/98	LOTUS		1.1
0.4	0.6	1.5	2.1	1.3	27	27	KSKQ 1540	SPAN	32	11	19	21	26	13/84	CABALLERO		--
1.7	1.3	1.9	1.5	1.2	29	29	KUTE 101.9	B/U	23	29	15	22	25	21/52	DURPETTI		1.8
1.2	1.3	1.6	1.7	1.0	30	30	KACE 103.9	B/U	28	13	22	27	31	19/56	MASLA	AP	1.2

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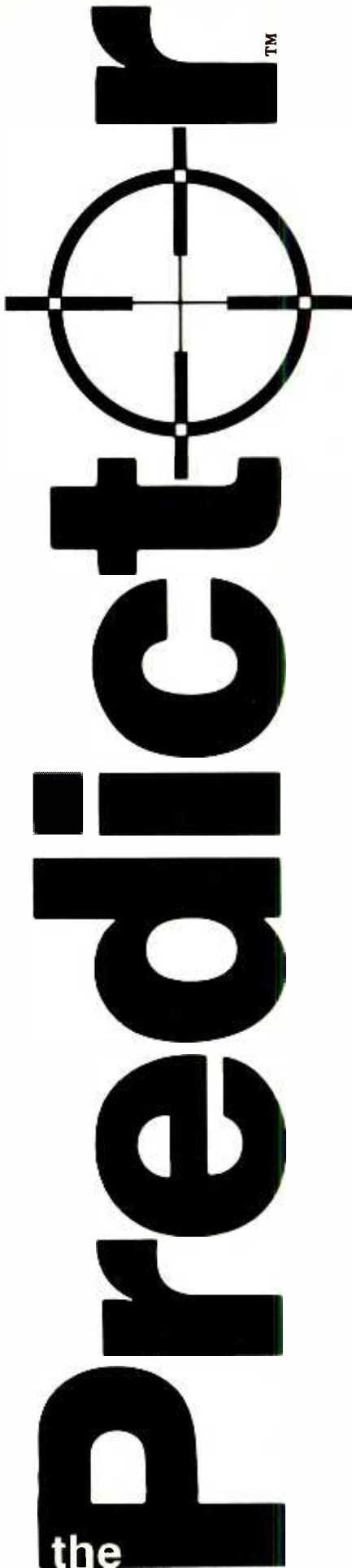
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LOUISVILLE #44

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	15.1	12.4	15.3	1	WHAS 840	AC	1	7	5	1	1	12/87	CHRISTAL	ABC-I	12.7
11.4	11.1	14.0	11.4	2	WAMZ 97.5	CTRY	2	8	4	2	2	14/78	CHRISTAL		15.7
10.4	9.8	11.9	9.0	3	WLRS 102.3	CHR	3	1	3	5	4	17/64	SELCOM	ABC-R	9.3
3.5	3.9	5.0	8.9	4	WRKA 103.1	AC	4	6	2	3	3	14/75	BLAIR	ABC-D	8.1
10.3	11.2	8.6	8.5	5	WQMF 95.7	AOR	5	3	1	4	6	15/73	TORBET	NBC-S	10.1
7.8	9.1	5.6	7.7	6	WVEZ 106.9	B/EZ	8	12	12	11	7	11/99	KATZ		7.9
7.0	5.8	5.5	6.8	7	WAVG 97.0	AC	7	10	11	9	5	14/80	SELCOM	US2	3.3
5.7	4.7	4.1	5.8	8	WDJX 99.7	CHR	6	2	7	8	10	19/58	EASTMAN	CBS-R	6.8
8.3	6.2	8.4	4.9	9	WLOU 135.0	B/U	12	4	8	7	8	13/85	MMR	NBN	4.4
5.1	3.5	4.3	4.2	10	WJYL 101.7	B/U	9	5	6	6	11	16/69	HNWH		4.9
5.0	5.4	4.5	4.0	11	WCII 108.0	CTRY	10	11	10	12	12	16/67	EASTMAN	CBS	3.4
2.7	2.6	2.9	2.9	12	WAKY 79.0	GOLD	11	13	9	10	9	22/48	KATZ	MBS	2.1
1.4	1.7	1.3	1.5	13	WXLN 103.9	REL	14	9	13	13	13	16/67		ABC-C	2.7
2.2	1.9	2.0	1.4	14	WXVW 145.0	B/EZ	13	14	16	16	16	22/49	KATZ	MBS	2.0

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	31.0
AOR	8.5
Blk/Urban	9.1
BM/Easy	9.1
CHR	14.8
Ctry	15.4
Gold	2.9
Rel	1.5

MEMPHIS #50

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.7	12.9	15.5	1	WHRK 97.1	B/U	1	1	1	1	1	11/100	KATZ	US1
10.1	11.8	11.5	2	WMC-FM 99.7	CHR	2	3	2	2	2	14/78	BLAIR	ABC-C
6.3	7.6	8.9	3	WGKX 105.9	CTRY	7	5	6	4	4	12/93	HNWH	
7.2	6.7	7.7	4	WZXR 102.7	CHR	5	2	4	5	9	15/71	MCGAVREN	NBC-S
8.8	7.8	7.6	5	WRVR-FM 104.5	AC	3	7	3	3	3	17/64	CHRISTAL	
7.1	7.0	7.3	6	WDIA 1070	B/U	4	6	7	7	5	16/66	KATZ	AP
7.8	9.2	6.9	7	WMC 790	CTRY	8	12	12	9	7	14/78	BLAIR	ABC-I
7.3	7.4	6.1	8	KRNB 101.1	B/U	6	4	5	6	10	17/63	SELCOM	
--	6.2	6.0	9	WEZI 94.3	B/EZ	9	9	11	10	6	12/92	CHRISTAL	
6.1	6.9	5.2	10	WLOK 1340	B/U	10	8	8	8	8	13/83	MASLA	SBN
3.6	2.9	3.6	11	WHBQ 560	N/T	12	16	9	11	11	16/69	REPUBLIC	ABC-T
4.3	3.8	2.7	12	WREC 600	BBND	11	19	14	12	12	21/52	MCGAVREN	CBS
--	1.3	1.1	13	WXSS 1030	AC	15	10	13	15	14	17/62	BOLTON	
2.8	1.5	1.0	14	WRVR 680	AC	13	13	10	13	16	22/49	CHRISTAL	
2.2	1.5	1.0	14	KWAM 990	REL	14	14	16	14	13	21/51		
1.0	0.5	1.0	14	WMSO 630	REL	16	11	15	16	15	17/65		

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	8.7
BBnd	2.7
Blk/Urbn	34.1
BM/Easy	6.0
CHR	19.2
Ctry	15.8
N/T	3.6
Rel	2.0

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	9.4	8.1	7.4	1	WLYF 101.5	B/EZ	3	18	15	11	5	9/117	BLAIR		5.5
4.8	5.7	5.7	5.7	2	WQBA 1140	SPAN	11	17	18	13	6	8/129	EASTMAN		6.6
3.8	4.8	6.3	5.6	3	WSHE 103.5	AOR	6	6	1	1	1	10/106	EASTMAN	ABC-R	6.8
9.4	6.6	7.3	5.1	4	WHYI 100.7	CHR	1	2	2	2	7	18/61	MCGAVREN	ABC-C	9.8
3.5	4.4	2.7	4.3	5	WAXY 105.9	AC	4	13	3	3	2	15/70	REPUBLIC	US1	4.3
4.9	2.7	3.5	4.2	6	WEDR 99.1	B/U	15	4	5	5	10	9/115	HNWH	NBN	2.3
5.6	4.4	4.0	4.2	6	WJQY 106.7	AC	10	21	11	7	3	12/93	MASLA		3.7
3.7	2.9	2.0	4.0	8	WCMQ-FM 92.1	SPAN	16	15	7	4	4	9/115	MMR		1.8
--	4.5	3.9	3.9	9	WHQT 105.1	B/U	8	5	4	6	12	13/83	MMR		5.4
3.7	3.3	3.3	3.9	9	WNWS 790	TALK	12	25	21	25	23	12/91	BLAIR		3.1
6.7	5.0	5.2	3.5	11	WINZ-FM 94.9	CHR	2	3	8	10	13	21/52	KATZ		5.4
2.5	3.7	3.1	3.4	12	WKQS 99.9	CTRY	13	7	12	9	9	13/85	HNWH	US2	3.8
3.2	3.0	3.5	3.4	12	WINZ 940	N/T	9	30	23	24	24	15/74	KATZ	CBS	4.5
4.0	3.9	3.4	3.3	14	WIOD 610	N/T	5	16	19	19	15	19/56	CHRISTAL	ABC-I	4.2
2.5	3.1	3.2	2.9	15	WLVE 93.9	AC	7	14	6	8	8	18/62	TORBET	MBS	3.3
2.9	2.5	3.1	2.9	15	WRHC 1550	SPAN	23	29	24	21	18	8/140	SAVALLI		2.9
1.2	1.3	2.7	2.5	17	WCMQ 1210	SPAN	27	22	22	15	11	7/154	MMR		.3
3.2	2.6	2.6	2.3	18	WAIA 97.3	AC	18	8	9	12	14	16/67	CHRISTAL		2.7
2.1	2.3	2.3	2.2	19	WQBA-FM 107.5	SPAN	19	9	14	16	16	16/69	EASTMAN		2.6
2.2	2.8	2.6	2.2	19	WTMI 93.1	CLAS	17	33	17	20	20	17/64	CMBS		2.4
--	--	--	2.0	21	WCJX 96.3	CHR	14	1	13	18	28	22/50			1.9
1.2	1.4	1.8	1.8	22	WAQI 710	N/T	21	34	26	23	22	13/82			2.0
1.8	1.4	1.3	1.8	22	WMXJ 102.7	AC	20	12	10	14	19	17/64	SELCOM	ABC-C	1.5
1.6	0.8	1.0	1.8	22	WSUA 1260	SPAN	24	23	16	17	17	12/88	CABALLERO		1.0
3.1	3.2	2.8	1.7	25	WOCN 1450	SPAN	25	19	28	22	21	12/92	LOTUS		.9
1.4	1.3	1.2	1.6	26	WKAT 1360	BBND	22	28	35	35	32	14/76	W&P	MBS	2.3
1.2	0.9	0.9	1.4	27	WQAM 560	CTRY	26	20	27	27	26	14/80	HNWH	NBC	.8
0.9	1.6	1.0	1.3	28	WFTL 1400	AC	28	27	33	32	35	12/90	ROSLIN	AP	.9
1.1	0.8	1.6	1.0	29	WMBM 1490	REL	30	32	30	26	25	11/96	MASLA	NBN	1.6

LOS ANGELES #2

Continued from Page 114

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	AC 11.3
2 KIIS-FM	2 KOST	2 KLOS	2 KOST	2 KRTH	2 KRTH	AOR 11.2
3 KROQ	3 KLOS	3 KRTH	3 KBIG	3 KLOS	3 KLOS	BBnd 3.4
4 KMET	4 KRTH	4 KROQ	4 KLOS	4 KABC	4 KABC	Blk/Urban 6.7
5 KRTH	5 KROQ	5 KMET	5 KRTH	5 KJOI	5 KJOI	BM/Easy 9.6
6 KTNQ	6 KIQQ	6 KABC	6 KIQQ	6 KBIG	6 KBIG	CHR 10.6
7 KOST	7 KJLH	7 KJOI	7 KJLH	7 KZLA	7 KZLA	Clas 1.6
8 KBZT	8 KBIG	8 KTNQ	8 KZLA	8 KMET	8 KMET	Ctry 4.1
9 KJLH	9 KMET	9 KRLA	9 KJOI	9 KRLA	9 KRLA	Gold 5.3
10 KKHR	10 KKHR	10 KOST	10 KROQ	10 KBZT	10 KBZT	Jazz 1.6
						N/T 12.9
						Span 7.2

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

Continued from Page 118

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WSHE	1 WAXY	1 WSHE	1 WAXY	1 WSHE	1 WAXY	AC 16.8
2 WHQT	2 WHYI	2 WHYI	2 WCMQ-FM	2 WQBA	2 WJQY	AOR 5.6
3 WHYI	3 WSHE	3 WHQT	3 WHYI	3 WAXY	3 WCMQ-FM	BBnd 1.6
4 WEDR	4 WEDR	4 WEDR	4 WLVE	4 WKQS	4 WLYF	Blk/Urban 8.1
5 WAXY	5 WLVE	5 WAXY	5 WJQY	5 WHYI	5 WLVE	BM/Easy 7.4
6 WKQS	6 WCMQ-FM	6 WKQS	6 WEDR	6 WJQY	6 WQBA	CHR 10.6
7 WLVE	7 WHQT	7 WJQY	7 WSHE	7 WLYF	7 WHYI	Ctry 4.8
8 WMXJ	8 WINZ-FM	8 WLVE	8 WHQT	8 WCMQ-FM	8 WCMQ	N/T 12.4
9 WINZ-FM	9 WAIA	9 WCMQ-FM	9 WAIA	9 WEDR	9 WKQS	Rel 1.0
10 WJQY	10 WJQY	10 WINZ-FM	10 WLYF	10 WHQT	10 WEDR	Span 20.8



WESTWOOD ONE

PRESENTS

Line One

MILWAUKEE-RACINE #25

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.0	12.3	9.7	1	WTMJ 620	AC	2	9	11	7	2	14/75	CHRISTAL	NBC	10.8
8.6	8.2	8.4	2	WQFM 93.3	AOR	3	1	1	1	12	11/96	SELCOM		9.2
5.7	7.4	8.3	3	WKTI 94.5	CHR	1	2	2	2	1	17/62	CHRISTAL	ABC-C	10.4
9.2	8.7	8.1	4	WEZW 103.7	B/EZ	4	12	9	6	3	11/97	MCGAVREN		5.7
6.8	6.7	7.9	5	WOKY 920	BBND	5	15	19	13	9	11/98	EASTMAN	CBS	7.0
5.3	5.6	6.4	6	WLUM 102.1	B/U	7	4	3	3	4	12/93	MASLA	CBS-R	5.0
3.8	3.5	5.0	7	WISN 1130	AC	6	14	16	11	7	17/64	KATZ	ABC-I	4.4
5.9	4.1	4.6	8	WMIL 106.1	CTRY	14	10	7	5	6	12/89	EASTMAN		6.0
1.1	1.9	4.1	9	WLTQ 97.3	AC	9	8	4	4	5	16/66	KATZ		2.2
3.6	3.2	4.0	10	WBCS-FM 102.9	CTRY	11	16	14	12	10	15/72	DURPETTI	ABC-D	4.4
5.1	4.6	3.3	11	WMYX 99.1	AC	12	7	5	8	8	18/60	BLAIR		2.6
2.8	3.6	2.8	12	WEMP 1250	GOLD	13	11	8	9	11	20/54	BLAIR	ABC-E	2.4
2.5	2.0	2.7	13	WNOV 860	B/U	17	5	10	14	15	11/97	W&P	NBN	2.5
3.2	3.6	2.4	14	WMGF 96.5	AC	10	13	6	10	13	26/42	MCGAVREN		3.7
2.4	4.0	2.4	14	WZUU-FM 95.7	CHR	8	3	12	16	17	30/37	REPUBLIC	US1	3.7
2.6	1.6	2.2	16	WFMR 98.3	CLAS	16	27	15	15	14	16/69	CMBS		2.0
1.6	1.4	1.6	17	WRKR 100.7	CHR	15	6	13	17	16	28/38	HNWH	ABC-C	2.8
0.9	0.8	1.5	18	WGN 720	TALK	19	23	21	21	20	13/84	CHRISTAL	NBC-S	1.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQFM	1 WKTI	1 WQFM	1 WKTI	1 WTMJ	1 WKTI	AC	24.5
2 WLUM	2 WLUM	2 WLUM	2 WLUM	2 WLUM	2 WEZW	AOR	8.4
3 WKTI	3 WMYX	3 WKTI	3 WEZW	3 WISN	3 WTMJ	BBnd	7.9
4 WEMP	4 WQFM	4 WEMP	4 WLTQ	4 WEMP	4 WLTQ	Blk/Urbn	9.1
5 WLTQ	5 WLTQ	5 WMIL	5 WMYX	5 WKTI	5 WOKY	BM/Easy	8.1
6 WTMJ	6 WMGF	6 WTMJ	6 WMIL	6 WLTQ	6 WMYX	CHR	12.3
7 WMIL	7 WEZW	7 WLTQ	7 WQFM	7 WQFM	7 WBCS-FM	Clas	2.2
8 WMGF	8 WISN	8 WMIL	8 WMGF	8 WMIL	8 WLUM	Ctry	8.6
9 WNOV	9 WNOV	9 WMYX	9 WTMJ	9 WEZW	9 WMIL	Gold	2.8
10 WZUU-FM	10 WZUU-FM	10 WEZW	10 WBCS-FM	10 WMYX	10 WMGF	N/T	1.5

MINNEAPOLIS-ST. PAUL #18

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.4	22.5	18.5	1	1	WCCO 830	AC	1	7	9	4	2	12/89	CBS-SPOT	CBS	17.8
9.9	9.9	10.4	2	2	KSTP-FM 94.5	AC	3	4	2	1	1	14/80	CHRISTAL		8.2
6.5	7.1	9.0	3	3	KQRS-AF 1440 92.5	AOR	5	3	1	2	7	14/79	TORBET	ABC-R	10.7
8.5	9.4	8.6	4	4	WLOL 99.5	CHR	2	2	3	3	5	18/62	HNWH		8.7
7.4	7.0	7.0	5	5	WAYL 93.7	B/EZ	7	10	10	7	4	12/92	REPUBLIC		3.8
6.4	5.2	6.1	6	6	KEEY 102.1	CTRY	6	6	7	5	3	16/69	KATZ		6.7
5.2	7.0	5.5	7	7	KDWB-FM 101.3	CHR	4	1	6	9	13	24/46	MCGAVREN		8.9
3.7	2.7	4.0	8	8	KSTP 1500	TALK	10	14	12	12	10	15/70	CHRISTAL	ABC-I	4.2
3.7	3.7	3.8	9	9	WLTE 102.9	AC	8	8	4	6	6	18/59	CBS-FM	CBS-R	3.4
4.1	3.3	3.3	10	10	WDGY 1130	CTRY	11	12	11	11	9	17/65	KATZ	NBC	2.7
2.2	2.3	3.2	11	11	KJJO 104.1	GOLD	9	5	5	8	11	20/54	EASTMAN	ABC-E	3.8
3.2	4.2	2.7	12	12	KTCZ 97.1	AOR	12	15	8	10	8	16/69	SELCOM		3.2
0.8	2.1	2.0	13	13	KMGW 107.9	AC	14	11	14	13	12	20/55	MMR		1.3
1.3	1.6	1.5	14	14	KLBB 1400	BBND	15	18	17	18	15	13/83		ABC-D	1.6
0.9	0.9	1.0	15	15	KDWB 630	CHR	13	13	13	14	14	40/27	MCGAVREN		.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KQRS-FM	1 KSTP-FM	1 KQRS-FM	1 KSTP-FM	1 KSTP-FM	1 KSTP-FM
2 KSTP-FM	2 WLOL	2 KSTP-FM	2 WLOL	2 WCCO	2 WCCO
3 WLOL	3 WLTE	3 WCCO	3 WCCO	3 KEEY	3 KEEY
4 KJJO	4 KQRS-FM	4 WLOL	4 WLTE	4 WAYL	4 WAYL
5 KDWB-FM	5 KDWB-FM	5 KEEY	5 KEEY	5 KQRS-FM	5 WLTE
6 KEEY	6 KEEY	6 KJJO	6 KQRS-FM	6 WLOL	6 WLOL
7 KTCZ	7 KJJO	7 KTCZ	7 WAYL	7 KTCZ	7 WDGY
8 WCCO	8 KTCZ	8 WAYL	8 KDWB-FM	8 KSTP	8 KTCZ
9 KSTP	9 WCCO	9 KSTP	9 KTCZ	9 KJJO	9 KMGW
10 WLTE	10 WAYL	10 KDWB-FM	10 WDGY	10 WDGY	10 KDWB-FM

FORMAT REACH

AC	34.7
AOR	11.7
BBnd	1.5
BM/Easy	7.0
CHR	15.1
Ctry	9.4
Gold	3.2
N/T	4.0

NASHVILLE #48

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	11.1	14.0	1	WSM-FM 95.5	CTRY	1	6	3	2	1	11/100	CHRISTAL		13.9
8.3	12.4	13.2	2	WLAC-FM 105.9	AC	2	4	1	1	2	11/100	BLAIR		9.9
10.2	9.6	9.8	3	WKDF 103.3	AOR	3	1	2	3	5	12/88	KATZ	ABC-E	16.2
6.3	7.4	8.6	4	WSIX-FM 97.9	CTRY	5	8	7	4	3	12/87	EASTMAN		5.4
10.2	8.1	8.0	5	WZEZ 92.9	B/EZ	8	11	9	7	4	10/104	TORBET		6.3
8.1	7.4	5.8	6	WQKQ 92.1	B/U	9	5	4	5	8	13/86	HNWH		10.6
2.7	4.8	5.7	7	WYHY 107.5	CHR	4	3	5	6	9	19/56	MCGAVREN		6.6
7.2	6.2	5.3	8	WSM 650	CTRY	6	20	14	10	6	17/65	CHRISTAL	NBC	6.0
3.1	5.0	4.3	9	WVOL 1470	B/U	13	10	12	12	11	10/114	HNWH	NBN	2.3
4.1	4.2	4.1	10	WWKX 104.5	CHR	7	2	6	8	13	21/52	W&P	US1	5.2
3.3	3.4	2.8	11	WLAC 1510	TALK	11	14	13	14	14	16/68	BLAIR	CBS	2.0
5.6	5.6	2.8	11	WTMG 96.3	AC	12	7	11	9	7	16/69	SELCOM		2.1
0.5	0.9	2.5	13	WLRQ-FM 100.1	AC	10	9	8	11	10	19/58	REPUBLIC	US1	2.1
2.8	1.1	1.9	14	WKDA 1240	GOLD	15	16	10	13	12	13/80	KATZ	ABC-I	.6
1.9	1.4	1.7	15	WSIX 980	CTRY	14	15	15	15	15	18/60	EASTMAN	MBS	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WLAC-FM	1 WSM-FM	1 WLAC-FM	1 WSM-FM	1 WLAC-FM	AC 18.5
2 WLAC-FM	2 WSM-FM	2 WKDF	2 WSM-FM	2 WKDF	2 WSM-FM	AOR 9.8
3 WSM-FM	3 WKDF	3 WLAC-FM	3 WSIX-FM	3 WLAC-FM	3 WZEZ	Blk/Urbn 10.1
4 WQKQ	4 WQKQ	4 WSIX-FM	4 WKDF	4 WSIX-FM	4 WSIX	BM/Easy 8.0
5 WYHY	5 WYHY	5 WQKQ	5 WZEZ	5 WSM	5 WKDF	CHR 9.8
6 WWKX	6 WSIX-FM	6 WYHY	6 WQKQ	6 WKDA	6 WQKQ	Ctry 29.6
7 WSIX-FM	7 WZEZ	7 WWKX	7 WYHY	7 WZEZ	7 WYHY	Gold 1.9
8 WKDA	8 WVOL	8 WSM	8 WTMG	8 WTMG	8 WTMG	N/T 2.8
9 WLRQ-FM	9 WWKX	9 WTMG	9 WLRQ-FM	9 WQKQ	9 WVOL	
10 WTMG	10 WLRQ-FM	10 WKDA	10 WVOL	10 WLRQ-FM	10 WSM	

NASSAU-SUFFOLK #12

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
4.9	3.8	6.2	1	WALK-AF 1370 97.5	AC	6	7	7	4	2	12/88	W&P	
3.9	5.7	6.1	2	WBLI 106.1	CHR	3	2	2	1	1	13/81	MASLA	
8.3	7.2	4.9	3	WHTZ 100.3	CHR	2	1	4	6	6	18/59	EASTMAN	
4.3	4.7	4.9	3	WNBC 660	AC	7	12	6	3	3	15/74	HNWH	NBC
3.9	5.2	4.7	5	WBAB 102.3	AOR	8	6	1	2	5	14/76		
3.4	4.5	4.4	6	WPLJ 95.5	CHR	1	4	3	5	9	22/49	BLAIR	ABC-R
5.0	4.6	4.1	7	WOR 710	TALK	9	26	27	30	21	14/76	REPUBLIC	ABC-E
4.1	3.8	3.9	8	WCBS 880	NEWS	5	34	19	18	15	20/55	CBS SPOT	CBS
3.2	3.5	3.8	9	WLTW 106.7	AC	12	19	8	7	4	14/78	MMR	
3.0	2.7	3.3	10	WINS 1010	NEWS	4	16	18	14	12	25/43	BLAIR/RAR	ABC-D
4.0	3.9	2.9	11	WNEW-FM 102.7	AOR	11	8	5	8	8	18/61	KATZ	NBC-S
2.2	4.3	2.8	12	WRFM 105.1	B/EZ	19	32	24	17	10	13/85	TORBET	
2.1	2.4	2.8	12	WGSM 740	AC	28	39	25	16	11	8/139	ROSLIN	
3.8	3.9	2.5	14	WCBS-FM 101.1	GOLD	10	24	14	9	7	23/48	CBS-FM	CBS-R
1.9	1.9	2.5	14	WRKS 98.7	B/U	16	5	9	13	29	16/69	REPUBLIC	US1
2.9	1.7	2.5	14	WCTO 94.3	B/EZ	25	20	29	24	22	10/113	ROSLIN	
2.1	1.5	2.5	14	WABC 770	TALK	14	25	23	21	19	19/56	BLAIR	ABC-I
3.4	3.7	2.3	18	WHLI 1100	BBND	30	18	38	38	26	7/148	ROSLIN	
2.4	1.1	2.2	19	WKJY 98.3	B/EZ	24	23	28	23	17	12/94	ROSLIN	
1.4	1.3	2.1	20	WBLS 107.5	B/U	22	10	11	12	16	13/81	MCGAVREN	ABC-F
2.2	1.9	2.0	21	WAPP 103.5	CHR	13	3	15	19	34	24/45	MCGAVREN	
2.1	2.1	1.9	22	WYNY 97.1	AC	15	13	10	10	14	21/51	HNWH	
2.2	0.6	1.9	22	WNEW 1130	BBND	23	21	30	28	25	13/80	KATZ	
2.2	2.9	1.9	22	WHN 1050	CTRY	17	15	26	20	18	21/52	MCGAVREN	MBS
1.7	1.0	1.7	25	WPIX 101.9	AC	21	27	13	11	13	18/61	CHRISTAL	
0.9	1.1	1.6	26	WQXR-AF 1560 96.3	CLAS	27	30	36	31	20	14/76	MCGAVREN	
1.5	1.8	1.3	27	WLIR 92.7	AOR	20	11	12	15	30	25/43	MASLA	

Continued on Page 124

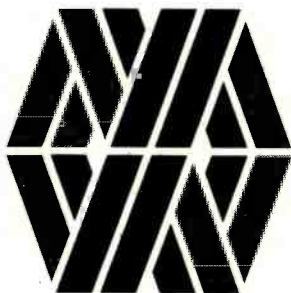
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NASSAU-SUFFOLK #12

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FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
1.1	1.2	1.2	28	WMCA 570	TALK	29	33	35	36	35	17/62	ROSLIN	AP
1.7	2.1	1.1	29	WPAT-FM 93.1	B/EZ	26	35	31	27	23	20/54	CHRISTAL	
1.1	0.7	1.1	29	WXRK 92.3	AOR	18	9	16	22	31	34/31	TORBET	ABC-C
0.9	1.1	1.0	31	WGBB 1240	AC	31	28	22	26	24	17/64	ROSLIN	

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBAB	1 WBLI	1 WBAB	1 WBLI	1 WNBC	1 WBLI	AC	22.3
2 WPLJ	2 WHTZ	2 WNBC	2 WALK-FM	2 WBAB	2 WALK-FM	AOR	10.0
3 WNBC	3 WPLJ	3 WPLJ	3 WLTW	3 WALK-FM	3 WLTW	BBnd	4.2
4 WNEW-FM	4 WALK-FM	4 WHTZ	4 WHTZ	4 WNEW-FM	4 WRFM	Blk/Urbn	4.6
5 WHTZ	5 WRKS	5 WNEW-FM	5 WPLJ	5 WBLI	5 WHTZ	BM/Easy	8.6
6 WBLI	6 WBAB	6 WCBS-FM	6 WPIX	6 WLTW	6 WPIX	CHR	17.4
7 WLTW	7 WNEW-FM	7 WBLI	7 WBAB	7 WCBS-FM	7 WNBC	Clas	1.6
8 WYNY	8 WLTW	8 WLTW	8 WNBC	8 WHTZ	8 WPLJ	Ctry	1.9
9 WCBS-FM	9 WBSL	9 WALK-FM	9 WYNY	9 WKJY	9 WGSM	Gold	2.5
10 WLIR-FM	10 WPIX	10 WYNY	10 WNEW-FM	10 WPLJ	10 WINS	N/T	15.0



ROCKIN' AMERICA
THE TOP 30 COUNTDOWN
 with **SCOTT SHANNON™**

NEW ORLEANS #31

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.7	16.8	14.7	1	WYLD-FM 98.5	B/U	3	2	1	1	1	9/122	HNWH		19.5
10.9	12.4	10.5	2	WEZB 97.1	CHR	1	1	2	2	3	16/67	BLAIR	US1	14.7
6.8	4.9	7.2	3	WLTS 105.3	AC	7	6	3	3	2	12/92	SELCOM	CBS-R	4.4
6.8	8.0	6.9	4	WQUE-FM 93.3	CHR	2	3	5	4	5	19/56	EASTMAN		9.7
5.7	6.1	6.2	5	WRNO 99.5	CHR	5	5	4	5	8	15/72	MMR	ABC-F	6.2
7.0	5.9	6.2	5	WBYU 95.7	B/EZ	6	11	11	8	6	14/79	CHRISTAL		5.6
5.9	5.6	6.2	5	WWL 870	N/T	4	10	12	10	9	19/56	KATZ	CBS	5.2
5.6	5.7	5.9	8	WBOK 1230	REL	10	12	7	7	10	11/102		SHRDN	4.1
5.3	4.5	5.3	9	WAJY 101.9	AC	8	8	6	6	4	13/80	KATZ		4.7
6.3	4.2	4.8	10	WNOE-FM 101.1	CTRY	9	13	9	9	7	14/77	MCGAVREN	ABC-E	5.4
3.2	4.0	4.4	11	WSMB 1350	TALK	13	18	19	15	12	8/135	ROSLIN	ABC-I	2.3
1.6	3.0	3.1	12	WYLD 940	B/U	12	4	8	12	15	16/69	HNWH		2.9
1.5	1.3	2.5	13	WWIW 1450	BBND	15	16	20	20	20	10/114	M & C	ABC-D	1.1
3.3	3.6	2.4	14	WTIX 690	AC	11	7	10	11	11	24/44	CHRISTAL	MBS	1.5
2.7	3.2	2.3	15	WNOE 1060	CTRY	14	20	18	14	14	15/74	MCGAVREN	ABC-E	2.1
1.0	1.3	1.7	16	WYAT 990	GOLD	16	9	13	13	13	12/89	SELCOM	CBS-R	1.3

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	14.9
BBnd	2.5
Blk/Urban	17.8
BM/Easy	6.2
CHR	23.6
Ctry	7.1
Gold	1.7
N/T	10.6
Rel	5.9

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NEW YORK #1

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.3	4.8	5.1	5.6	6.0	1	WPLJ 95.5	CHR	1	3	1	1	2	16/67	BLAIR	ABC-R	6.3
5.3	6.0	5.4	6.0	5.5	2	WRKS 98.7	B/U	5	1	4	6	9	12/91	REPUBLIC	US 1	7.5
5.9	5.7	6.0	5.9	5.5	2	WHTZ 100.3	CHR	3	2	3	3	4	16/67	EASTMAN		5.8
5.2	4.8	5.0	4.0	5.2	4	WOR 710	TALK	7	28	33	22	18	11/96	REPUBLIC	ABC-E	4.0
3.7	3.5	3.3	3.8	4.7	5	WBLS 107.5	B/U	6	5	5	2	3	13/84	MCGAVREN	ABC-F	5.7
3.0	3.0	3.1	3.0	4.5	6	WLTW 106.7	AC	8	17	6	5	1	13/82	MMR		2.9
4.8	4.2	4.2	4.0	4.5	6	WINS 1010	NEWS	2	13	14	12	7	21/52	BLAIR/RAR	ABC-D	4.6
3.9	4.1	4.3	3.5	4.1	8	WNEW-FM 102.7	AOR	9	6	2	4	5	14/77	KATZ	NBC-S	4.7
3.9	3.6	3.5	3.6	3.6	9	WCBS 880	NEWS	4	22	19	21	16	21/51	CBS SPOT	CBS	4.1
3.0	3.3	3.6	2.6	3.4	10	WPAT-FM 93.1	B/EZ	15	35	26	18	13	13/84	CHRISTAL		2.6
3.2	3.8	3.0	3.5	3.1	11	WRFM 105.1	B/EZ	18	26	22	14	12	13/84	TORBET		1.8
3.0	2.9	2.7	2.9	3.0	12	WNEW 1130	BBND	19	25	34	24	19	12/89	KATZ		2.7

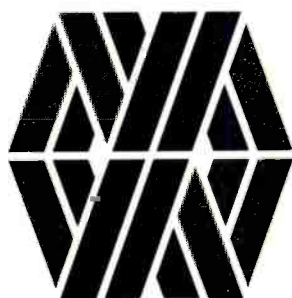
Continued on Page 128

ROCK LIVES IN NEW YORK AT



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WNEW-FM -- A Metromedia Station **M/I**



IN CONCERT

NEW YORK #1

Continued from Page 127

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
3.2	2.9	3.3	3.3	2.8	13		WCBS-FM 101.1	GOLD	11	19	10	7	6	18/61	CBS-FM	CBS-R	2.9
2.4	2.6	2.8	2.8	2.6	14		WABC 770	TALK	12	21	20	17	15	19/57	BLAIR	ABC-I	1.9
2.9	2.9	3.0	2.9	2.6	14		WNBC 660	AC	13	18	11	8	8	19/57	HNWH	NBC	1.8
2.3	2.4	1.6	1.6	2.3	16		WPIX 101.9	AC	17	16	8	9	10	18/61	CHRISTAL		1.5
2.5	2.2	3.1	2.8	2.2	17		WHN 1050	CTRY	20	15	25	19	21	15/73	MCGAVREN	MBS	2.2
2.8	2.3	2.0	2.5	2.1	18		WXRK 92.3	AOR	14	7	7	11	20	21/52	TORBET	ABC-C	2.8
2.4	2.2	2.4	2.1	2.0	19		WYNY 97.1	AC	10	11	9	10	11	25/43	HNWH		1.1
2.4	2.0	1.4	1.7	1.9	20		WADO 1280	SPAN	23	30	21	15	17	10/107			1.4
1.9	0.8	0.8	1.0	1.8	21		WSKQ 620	SPAN	26	12	13	13	14	8/143	CABALLERO		1.6
1.8	1.7	1.6	1.6	1.7	22		WAPP 103.5	CHR	16	4	12	16	26	25/44	MCGAVREN		2.3
1.3	1.7	1.6	1.6	1.7	22		WQXR-AF 1560 96.3	CLAS	21	47	35	26	24	18/62	MCGAVREN		1.6
1.0	1.4	1.1	1.0	1.2	24		WNCN 104.3	CLAS	24	41	30	28	23	16/70	CMBS	AP	1.2
--	0.7	0.8	0.8	1.1	25		WKDM 1380	SPAN	32	20	15	20	22	9/118	MASLA		.4
1.5	1.2	1.0	1.0	1.0	26		WMCA 570	TALK	25	33	42	39	39	18/60	ROSLIN	AP	1.5
0.7	0.8	0.8	1.0	1.0	26		WWRL 1600	REL	30	24	31	31	28	12/90	W&P	NBN	.9
1.6	1.6	1.8	1.5	1.0	26		WPAT 930	B/EZ	22	29	39	38	31	21/51	CHRISTAL		1.2
0.6	0.7	0.9	0.9	1.0	26		WBLI 106.1	CHR	30	8	18	23	25	14/80	MASLA		1.3
0.7	0.7	0.7	1.1	1.0	26		WALK-AF 1370 97.5	AC	30	13	27	26	27	13/72	W&P		.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WLTW	AC	15.0
2 WPLJ	2 WHTZ	2 WPLJ	2 WBLS	2 WPLJ	2 WPLJ	AOR	6.2
3 WHTZ	3 WRKS	3 WBLS	3 WLTW	3 WLTW	3 WBLS	BBnd	3.0
4 WRKS	4 WBLS	4 WHTZ	4 WHTZ	4 WBLS	4 WHTZ	Bik/Urbn	10.2
5 WBLS	5 WLTW	5 WRKS	5 WRKS	5 WCBS-FM	5 WRKS	BM/Easy	7.5
6 WXRK	6 WNEW-FM	6 WCBS-FM	6 WPIX	6 WNBC	6 WINS	CHR	14.2
7 WNBC	7 WPIX	7 WLTW	7 WNEW-FM	7 WHTZ	7 WPIX	Clas	2.9
8 WPIX	8 WYNY	8 WNBC	8 WCBS-FM	8 WINS	8 WCBS-FM	Ctry	2.2
9 WLTW	9 WXRK	9 WXRK	9 WYNY	9 WPIX	9 WRFM	Gold	2.8
10 WCBS-FM	10 WSKQ	10 WPIX	10 WSKQ	10 WRKS	10 WYNY	N/T	16.9
						Rel	1.0
						Span	4.8

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	9.0	11.8	1	1	WNOR-FM 98.7	AOR	1	3	1	1	2	10/112	MCGAVREN	ABC-R	17.6
10.5	10.6	9.7	2	2	WFOG 92.9	B/EZ	4	9	11	7	4	10/110	MMR		6.5
8.3	7.2	8.7	3	3	WCMS-FM 100.5	CTRY	2	8	8	5	3	12/87	KATZ	ABC-E	9.2
7.5	7.1	7.6	4	4	WOWI 102.9	B/U	5	2	2	3	6	12/88	MCGAVREN	SHRDN	8.7
7.3	8.3	7.5	5	5	WLTY 95.7	AC	6	7	3	2	1	12/87	CHRISTAL		6.7
4.8	5.5	5.8	6	6	WWDE 101.3	AC	8	10	5	4	5	13/81	CBS SPOT	CBS-R	4.8
5.0	6.1	5.7	7	7	WMYK 93.7	B/U	7	5	4	6	7	16/67	EASTMAN	ABC-C	8.5
7.3	6.7	5.6	8	8	WNVZ 104.5	CHR	3	1	6	8	12	19/58	REPUBLIC		7.4
3.1	3.4	4.5	9	9	WRAP 85.0	B/U	10	4	9	12	10	14/75	SELCOM	NBN	3.4
4.7	4.4	4.3	10	10	WTAR 79.0	AC	9	12	13	11	8	17/62	CHRISTAL	CBS	3.2
4.0	4.6	4.0	11	11	WPCE 140.0	REL	12	13	12	13	9	11/98	MCGAVREN	SHRDN	2.5
3.6	5.6	3.7	12	12	WRSR 97.3	CHR	11	6	7	9	14	16/67	BLAIR		3.6
3.4	2.2	3.3	13	13	WXRI 105.3	AC	13	11	10	10	11	13/81	MASLA		4.0
2.5	1.7	2.6	14	14	WNIS 135.0	TALK	14	16	19	14	13	13/81	HNWH	ABC-T	1.9
0.7	1.8	1.8	15	15	WNRN 94.9	B/EZ	16	14	24	18	15	11/95	MASLA		.9
1.8	1.6	1.3	16	16	WTID 106.9	CTRY	15	17	15	16	17	16/66			1.8
1.1	0.8	1.0	17	17	WNOR 123.0	GOLD	17	18	14	15	18	16/69	MCGAVREN	ABC-R	1.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	AC 20.9
2 WOWI	2 WNOR-FM	2 WOWI	2 WWDE	2 WCMS-FM	2 WFOG	AOR 11.8
3 WMYK	3 WOWI	3 WCMS-FM	3 WNOR-FM	3 WLTY	3 WCMS-FM	Blk/Urbn 17.8
4 WWDE	4 WNVZ	4 WWDE	4 WCMS-FM	4 WFOG	4 WWDE	BM/Easy 11.5
5 WRSR	5 WMYK	5 WLTY	5 WOWI	5 WOWI	5 WOWI	CHR 9.3
6 WLTY	6 WWDE	6 WMYK	6 WMYK	6 WTAR	6 WPCE	Ctry 10.0
7 WCMS-FM	7 WRAP	7 WRSR	7 WFOG	7 WMYK	7 WMYK	Gold 1.0
8 WNVZ	8 WCMS-FM	8 WFOG	8 WNVZ	8 WWDE	8 WNOR-FM	N/T 2.6
9 WXRI	9 WRSR	9 WNVZ	9 WPCE	9 WXRI	9 WRAP	Rel 4.0
10 WRAP	10 WPCE	10 WTAR	10 WRAP	10 WNIS	10 WTAR	

OKLAHOMA CITY #42

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.6	10.7	11.4	1		KKNG 92.5	B/EZ	5	9	11	5	3	11/101	CHRISTAL		6.6
8.8	12.3	10.8	2		KZBS 98.9	AC	6	4	1	1	1	11/98	HNWH	AP	8.7
9.1	10.6	9.9	3		KXXY-FM 96.1	CTRY	7	8	3	3	2	11/100	MCGAVREN		8.9
11.8	7.2	9.8	4		KTOK 1000	N/T	1	11	8	8	7	14/77	BLAIR	ABC-I	7.5
9.8	11.6	9.5	5		KATT-FM 100.5	AOR	4	3	2	2	6	13/81	SELCOM	NBC-S	11.9
7.9	8.4	6.8	6		KJYO 102.7	CHR	3	1	6	7	11	19/56	BLAIR		8.4
6.9	7.4	6.4	7		KOFM 104.1	CHR	2	2	5	6	9	21/50	KATZ	ABC-C	10.2
4.5	3.8	6.0	8		KLTE 101.9	AC	9	5	4	4	4	15/71	MASLA		7.1
8.5	6.9	5.6	9		KEBC 94.7	CTRY	10	7	14	10	5	14/79	TORBET	ABC-E	7.8
2.3	2.3	4.9	10		WKY 930	CTRY	8	15	9	9	8	20/55	EASTMAN	ABC-E	3.7
1.4	1.7	3.0	11		KIMY 107.7	B/U	13	6	7	11	10	11/102	W&P		2.8
2.0	2.5	1.7	12		KJIL 104.9	REL	12	14	10	12	12	21/51	STARCOM	UPI	2.2
3.2	2.8	1.5	13		KOMA 1520	AC	11	10	16	14	13	28/39	KATZ	NBC	1.7
1.3	1.4	1.1	14		KKLR 92.7	AC	16	13	12	13	14	16/67			.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KXXY-FM	1 KZBS	AC 19.4
2 KZBS	2 KLTE	2 KZBS	2 KLTE	2 KZBS	2 KKNG	AOR 9.5
3 KXXY-FM	3 KOFM	3 KXXY-FM	3 KXXY-FM	3 KATT-FM	3 KXXY-FM	Blk/Urbn 3.0
4 KJYO	4 KATT-FM	4 KLTE	4 KKNG	4 KTOK	4 KLTE	BM/Easy 11.4
5 KLTE	5 KJYO	5 KTOK	5 KOFM	5 KLTE	5 KEBC	CHR 23.1
6 KOFM	6 KXXY-FM	6 KJYO	6 KATT-FM	6 KKNG	6 WKY	Ctry 20.4
7 KIMY	7 KIMY	7 KOFM	7 KJYO	7 KEBC	7 KOFM	N/T 9.8
8 KTOK	8 WKY	8 WKY	8 KEBC	8 WKY	8 KTOK	Rel 1.7
9 WWLS	9 KJIL	9 KKNG	9 WKY	9 KIMY	9 KJYO	
10 WKY	10 KKNG	10 KIMY	10 KIMY	10 KOFM	10 KJIL	

PHILADELPHIA #5

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.9	7.6	8.8	9.4	9.8	1 WMMR 93.3	AOR	2	3	1	1	1	11/98	KATZ	NBC-S	11.2
6.2	7.9	6.5	7.0	7.0	2 KYW 106.0	NEWS	1	12	11	8	7	21/52	BLAIR	NBC	7.3
6.7	6.5	7.5	7.9	6.9	3 WUSL 98.9	B/U	6	1	2	3	9	11/97	EASTMAN	ABC	8.2
8.3	6.3	7.9	6.2	6.5	4 WEAZ 101.1	B/EZ	3	21	17	12	6	13/81	MCGAVREN		6.6
5.0	6.8	4.4	4.7	5.3	5 WPEN 95.0	BBND	11	20	20	20	15	11/100	MMR	US2	5.3
5.8	5.5	5.3	5.1	5.2	6 WMGK 102.9	AC	5	8	5	2	2	15/71	MMR		4.5
3.4	4.2	3.6	3.2	4.6	7 WSNI 104.5	AC	8	9	6	4	3	14/79	SELCOM	US1	3.1
6.3	5.2	5.7	4.7	4.2	8 WCAU-FM 98.1	CHR	4	2	8	11	13	21/52	CBS	CBS-F	6.5
5.0	4.4	5.4	5.0	4.2	8 WDAS-FM 105.3	B/U	15	5	4	6	10	12/90	HNWH		5.1
4.5	4.3	3.4	4.1	4.1	10 WWDB 96.5	TALK	14	22	15	13	11	13/86	W&P	ABC-I	4.9
3.2	4.1	2.6	2.7	4.0	11 WKSZ 100.3	AC	13	15	9	7	5	13/81	MASLA		2.7
4.4	4.2	4.2	5.5	3.7	12 WCAU 121.0	N/T	7	11	16	17	14	19/57	CBS SPOT	CBS	3.2
3.7	4.1	3.4	3.1	3.7	12 WIOQ 102.1	AOR	9	10	3	5	4	16/66	MCGAVREN		2.7
3.7	3.9	3.5	2.5	3.7	12 WIP 61.0	AC	10	14	13	15	12	16/68	KATZ	ABC-D	3.1
3.7	2.6	3.3	3.2	3.3	15 WXTU 92.5	CTRY	18	17	12	10	8	10/111	BLAIR	MBS	3.5
2.9	3.2	3.0	3.1	3.0	16 WYSP 94.1	AOR	12	4	7	9	17	19/57	TORBET	ABC-R	5.5
2.4	2.3	2.9	3.0	2.0	17 WZGO 106.1	CHR	16	6	10	14	18	20/53	CHRISTAL	ABC-C	1.7
1.7	1.4	1.5	1.3	1.8	18 WFLN 95.7	CLAS	19	25	18	18	19	15/70	CMBS		1.8
1.9	2.3	2.1	2.1	1.7	19 WFIL 56.0	GOLD	17	19	14	16	16	20/54	EASTMAN	ABC-D	1.9
1.4	0.8	1.2	1.2	1.2	20 WHAT 134.0	B/U	20	16	21	21	21	15/75	W&P	SBN	--
1.1	1.3	1.3	1.4	1.0	21 WDAS 148.0	B/U	21	18	22	22	22	18/61	HNWH	NBN	--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMGK
2 WUSL	2 WUSL	2 WUSL	2 WMGK	2 WSNI	2 WKSZ
3 WIOQ	3 WIOQ	3 WMGK	3 WUSL	3 WMGK	3 WSNI
4 WYSP	4 WMGK	4 WSNI	4 WSNI	4 WIOQ	4 WEAZ
5 WDAS-FM	5 WDAS-FM	5 WIOQ	5 WDAS-FM	5 KYW	5 WIOQ
6 WMGK	6 WSNI	6 WDAS-FM	6 WKSZ	6 WUSL	6 KYW
7 WSNI	7 WCAU-FM	7 WYSP	7 WIOQ	7 WXTU	7 WXTU
8 KYW	8 WKSZ	8 KYW	8 WCAU-FM	8 WWDB	8 WMMR
9 WCAU-FM	9 WZGO	9 WXTU	9 WEAZ	9 WDAS-FM	9 WDAS-FM
10 WKSZ	10 WYSP	10 WKSZ	10 KYW	10 WEAZ	10 WUSL

FORMAT REACH

AC	17.5
AOR	16.5
BBnd	5.3
Blk/Urbn	13.3
BM/Easy	6.5
CHR	6.2
Clas	1.8
Ctry	3.3
Gold	1.7
N/T	14.8

PHOENIX #24

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	8.0	8.9	10.4	1	KNIX-FM 102.5	CTRY	3	7	8	2	1	10/112	KATZ		10.8
7.1	8.2	8.3	10.4	1	KUPD 97.9	AOR	4	2	1	1	3	10/109	MASLA		12.7
10.4	10.1	9.2	9.3	3	KTAR 620	N/T	1	13	12	9	5	14/80	CBS SPOT	ABC-I	9.6
8.0	6.0	5.9	7.1	4	KQYT 95.5	B/EZ	5	19	15	14	7	11/103	EASTMAN		4.3
5.8	6.7	5.9	6.7	5	KMEO-FM 96.9	B/EZ	6	17	13	7	6	11/98	MCGAVREN		5.7
6.0	6.7	7.6	6.2	6	KZZP-FM 104.7	CHR	2	1	3	5	11	18/62	MCGAVREN		11.1
3.8	4.5	3.9	5.9	7	KOOL-FM 94.5	GOLD	10	9	2	3	2	12/91	CHRISTAL	CBS	3.7
4.6	5.5	3.6	4.8	8	KOY 550	AC	11	16	18	11	8	14/78	EASTMAN	NBC	3.6
5.9	6.7	6.4	4.6	9	KKLT 98.7	AC	9	26	5	4	4	16/69	CBS SPOT		7.2
4.1	4.1	3.7	3.7	10	KDKB 93.3	AOR	7	5	4	6	10	20/54	BLAIR	NBC-S	4.6
5.3	5.0	5.3	3.4	11	KOPA-FM 100.7	CHR	8	4	6	10	12	21/52	SELCOM	ABC-C	3.7
2.6	2.8	2.2	3.3	12	KLFF 1360	BBND	14	25	27	25	21	9/119	MASLA		1.1
4.2	4.2	4.8	3.2	13	KLZI 99.9	AC	12	6	7	8	9	19/56	TORBET	US1	3.5
2.6	3.2	2.0	2.9	14	KUKQ 1060	B/U	13	3	9	12	13	12/88	MASLA		2.4
1.5	1.6	1.7	2.4	15	KNIX 1580	CTRY	15	10	17	16	14	12/88	KATZ		1.5
2.2	2.0	2.5	2.0	16	KSTM 107.1	AOR	18	12	10	13	16	11/97	W&P		2.6
2.8	1.6	2.9	1.9	17	KONC 101.5	CLAS	16	20	20	19	15	15/70	CMBS		2.3
1.3	--	0.7	1.7	18	KPHX 1480	SPAN	26	27	11	15	18	6/171	CABALLERO		.8
1.1	1.8	2.2	1.4	19	KOOL 960	AC	17	21	23	22	20	18/60	CHRISTAL	CBS	1.0
0.8	0.4	1.1	1.3	20	KRDS 1190	REL	22	8	14	17	22	12/92			2.0
1.9	0.8	0.8	1.3	20	KVVA 860	SPAN	25	18	16	18	17	8/128	LOTUS		--

Continued on Page 138

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PITTSBURGH #13

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.9	16.1	15.1	11.9	1	KDKA 1020	AC	1	6	7	5	1	15/71	BLAIR/RAR	NBC	11.8
8.8	8.8	9.8	9.2	2	WBZZ 93.7	CHR	2	1	2	2	3	15/73	BLAIR		11.8
7.9	7.5	8.1	8.4	3	WDVE 102.5	AOR	3	2	1	1	6	12/91	EASTMAN	NBC-S	12.1
9.7	11.0	9.4	7.8	4	WSHH 99.7	B/EZ	4	16	11	7	7	11/97	MMR		9.2
4.0	4.9	4.7	6.7	5	WAMO-FM 105.9	B/U	8	3	3	4	4	10/114	SELCOM	SBN	7.1
4.5	4.8	4.9	5.4	6	WWSW 94.5	AC	7	7	4	3	2	14/77	MCGAVREN	ABC-C	3.4
5.5	4.8	4.4	4.6	7	WHTX 96.1	CHR	5	5	5	6	5	18/59	KATZ	US1	4.6
3.9	4.7	2.8	4.3	8	WTKN 970	TALK	9	21	14	15	12	14/79	MCGAVREN	ABC-C	3.3
5.3	4.0	3.7	4.2	9	WTAE 1250	AC	6	12	13	8	8	20/55	KATZ	ABC-E	3.6
3.6	2.9	3.9	3.7	10	WJAS 1320	BBND	14	28	26	28	18	11/99	MMR	ABC-D	2.9
3.4	2.9	2.8	2.7	11	WDSY 107.9	CTRY	15	10	10	11	11	14/78	REPUBLIC	ABC-I	2.0
2.1	2.5	1.9	2.6	12	KQV 1410	NEWS	10	20	21	20	19	21/53	CHRISTAL	CBS	3.1
1.4	1.1	1.8	2.6	12	WEED 1080	CTRY	17	14	19	16	9	10/112	REPUBLIC	ABC-I	1.0
1.8	1.9	2.9	2.5	14	WYDD 104.7	CHR	11	4	8	12	15	21/50	MASLA	ABC-F	2.6
2.3	2.2	3.8	2.4	15	WPNT 92.9	AC	13	29	9	10	10	17/63	CHRISTAL		3.3
3.2	2.6	2.9	2.2	16	WHYW 96.9	AC	12	11	6	9	13	21/52	CHRISTAL		2.9
1.8	1.0	1.0	2.1	17	WMBS 590	AC	19	26	20	22	17	8/133		CBS	1.0
0.5	0.3	0.5	1.4	18	WAMO 860	JAZZ	20	24	17	13	14	10/113	SELCOM	SBN	.3
1.0	--	1.0	1.3	19	WWCL 100.7	AC	16	9	12	14	16	19/57	TORBET		1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 KDKA	1 WBZZ
2 WBZZ	2 WAMO-FM	2 WBZZ	2 WAMO-FM	2 WDVE	2 WWSW
3 WAMO-FM	3 WDVE	3 WWSW	3 WWSW	3 WWSW	3 KDKA
4 KDKA	4 WWSW	4 KDKA	4 WHTX	4 WTAE	4 WAMO-FM
5 WWSW	5 WHTX	5 WAMO-FM	5 WDVE	5 WBZZ	5 WSHH
6 WYDD	6 WHYW	6 WHTX	6 WSHH	6 WHTX	6 WHTX
7 WHTX	7 WYDD	7 WTAE	7 KDKA	7 WAMO-FM	7 WTAE
8 WHYW	8 WPNT	8 WYDD	8 WPNT	8 WSHH	8 WPNT
9 WDSY	9 WSHH	9 WHYW	9 WHYW	9 WEEP	9 WEEP
10 WPNT	10 KDKA	10 WAMO	10 WDSY	10 WAMO	10 WDSY

FORMAT REACH

AC	29.5
AOR	8.4
BBnd	3.7
Blk/Urbn	6.7
BM/Easy	7.8
CHR	16.3
Ctry	5.3
Jazz	1.4
N/T	6.9

PORTLAND #30

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.0	7.8	8.9	9.8	1	KKRZ 100.3	CHR-	1	1	2	2	8	12/88	KATZ	ABC-F	12.5
8.2	7.0	7.4	8.3	2	KXL -FM 95.5	B/EZ	6	20	17	10	5	10/111	MCGAVREN		6.0
3.9	5.5	5.6	8.0	3	KXL 750	NEWS	3	17	10	11	7	11/94	MCGAVREN	NBC	5.6
6.8	5.8	5.7	7.1	4	KINK 101.9	AOR	9	13	1	1	1	10/110	BLAIR		5.5
3.5	5.5	6.2	6.4	5	KGON 92.3	AOR	5	3	3	3	10	13/81	HNWH		9.2
5.7	6.5	10.1	6.3	6	KGW 620	AC	2	9	5	4	2	19/57	BLAIR	AP	6.3
6.0	8.9	8.1	6.3	6	KEX 1190	AC	4	14	9	9	6	14/76	KATZ	ABC-I	5.8
5.3	6.7	4.6	5.9	8	KKCW 103.3	AC	8	4	4	5	3	13/85	MASLA		5.0
3.3	4.3	4.0	4.8	9	KUPL-FM 98.5	CTRY	12	12	8	6	4	11/95	TORBET	ABC-D	5.3
6.4	5.3	4.8	4.6	10	KYTE 970	BBND	11	21	23	20	17	12/90	SELCOM	CBS	2.4
6.7	6.9	8.0	4.3	11	KMJK-FM 106.7	CHR	7	2	6	8	12	18/59	EASTMAN	ABC-C	--
4.3	3.8	3.0	3.6	12	KKLI 97.1	AC	10	11	7	7	9	17/64	CHRISTAL		5.0
4.6	3.2	2.6	2.8	13	KWJJ 1080	CTRY	13	19	13	12	11	17/62	EASTMAN	ABC-E	3.4
1.8	2.8	1.7	2.5	14	KWJJ-FM 99.5	CTRY	16	5	14	14	13	15/74	EASTMAN	ABC-E	1.9
4.1	2.4	2.3	2.3	15	KYTE-FM 101.1	CLAS	14	8	12	15	14	19/57	SELCOM		3.6
1.2	1.5	1.7	2.1	16	KPDQ-FM 93.7	REL	17	16	15	16	16	14/75			1.6
2.7	2.3	1.4	1.7	17	KKEY 1150	TALK	21	18	22	22	21	8/132		MBS	1.8
3.6	1.8	1.7	1.6	18	KSGO 1520	GOLD	15	15	11	13	15	23/47	HNWH		0.7
3.8	2.0	2.1	1.4	19	KKSN 910	CLAS	18	22	19	17	18	17/63	CMBS		1.6
0.5	0.4	0.6	1.2	20	KPDQ 800	REL	23	6	16	18	19	11/103			0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGON	1 KKRZ	1 KGON	1 KKRZ	1 KINK	1 KGW	AC 22.1
2 KINK	2 KINK	2 KINK	2 KKCW	2 KUPL-FM	2 KKCW	AOR 13.5
3 KKRZ	3 KKCW	3 KKRZ	3 KINK	3 KGW	3 KINK	BBnd 4.6
4 KGW	4 KMJK-FM	4 KGW	4 KGW	4 KKCW	4 KXL-FM	BM/Easy 3.3
5 KKLI	5 KKLI	5 KKCW	5 KKLI	5 KGON	5 KEX	CHR 14.1
6 KMJK-FM	6 KGON	6 KUPL-FM	6 KUPL-FM	6 KKRZ	6 KKLI	Clas 3.7
7 KUPL-FM	7 KGW	7 KKLI	7 KMJK-FM	7 KXL	7 KUPL-FM	Ctry 10.1
8 KKCW	8 KUPL-FM	8 KEX	8 KXL-FM	8 KEX	8 KXL	Gold 1.6
9 KEX	9 KEX	9 KXL	9 KEX	9 KXL-FM	9 KKRZ	N/T 9.7
10 KXL	10 KPDQ	10 KWJJ	10 KGON	10 KWJJ	10 KMJK-FM	Rel 3.3

PROVIDENCE-WARWICK-PAWTUCKET #26

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.1	12.6	12.5	1	WLKW-FM 101.5	B/EZ	3	15	15	9	3	8/81	CHRISTAL	ABC-I	10.7
9.5	11.6	9.3	2	WPRO-FM 92.3	CHR	1	1	2	2	2	16/68	BLAIR	ABC-C	10.3
9.8	9.8	9.2	3	WHJY 94.1	AOR	2	2	1	1	5	12/79	KATZ	ABC-R	11.8
3.7	3.2	7.2	4	WWLI 105.1	AC	5	11	4	3	1	12/92	MCGAVREN		7.2
6.1	7.4	7.0	5	WPRO 630	AC	4	8	6	4	4	15/74	BLAIR	ABC-D	5.9
5.4	6.4	7.0	5	WHJJ 920	N/T	6	29	12	11	7	11/102	KATZ	ABC-I	7.2
3.3	2.9	4.2	7	WBRU 95.5	AOR	7	6	3	5	6	15/71	SELCOM	CBS-R	4.4
3.5	2.8	3.9	8	WERI-FM 103.7	CHR	8	3	5	7	10	16/67	ROSLIN		4.6
3.5	3.0	3.1	9	WMYS 98.1	AC	10	10	8	6	9	15/70	TORBET		2.2
4.5	4.4	2.7	10	WSNE 93.3	AC	9	9	7	8	8	21/51	EASTMAN		3.7
3.4	2.2	1.9	11	WEAN 790	B/EZ	11	22	28	27	21	24/45	MCGAVREN	MBS	2.0
2.4	2.7	1.9	11	WBSM 1420	TALK	18	18	23	20	16	11/103	W&P	NBC	1.5
0.9	1.2	1.6	13	WBCN 104.1	AOR	17	16	9	10	11	13/84	TORBET		1.4
2.3	2.1	1.5	14	WLKW 990	BBND	19	35	35	36	35	12/91	CHRISTAL	ABC-I	.7
1.6	1.9	1.4	15	WXKS-FM 107.9	CHR	13	7	10	12	17	18/62	MMR		3.7
2.1	1.6	1.4	15	WHIM 1110	CTRY	16	33	20	13	12	15/73	MMR	MBS	1.7
1.8	1.2	1.3	17	WBZ 1030	AC	12	19	26	18	15	22/50	BLAIR	ABC-I	2.9
0.4	0.6	1.0	18	WARA 1320	AC	21	31	21	21	23	16/66	NE SPOT		.5
1.5	1.0	1.0	18	WHTT 103.3	CHR	14	4	17	22	32	25/49	CBS-FM	CBS-R	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WLKW-FM	1 WPRO-FM	AC 22.3
2 WBRU	2 WHJY	2 WWLI	2 WWLI	2 WHJY	2 WWLI	AOR 15.0
3 WPRO-FM	3 WWLI	3 WPRO-FM	3 WHJY	3 WWLI	3 WPRO	BBnd 1.5
4 WWLI	4 WBRU	4 WBRU	4 WPRO	4 WPRO-FM	4 WLKW-FM	BM/Easy 14.4
5 WERI-FM	5 WPRO	5 WPRO	5 WMYS	5 WPRO	5 WSNE	CHR 15.6
6 WBCN	6 WERI-FM	6 WERI-FM	6 WBRU	6 WBRU	6 WMYS	Ctry 1.4
7 WPRO	7 WSNE	7 WBCN	7 WSNE	7 WBCN	7 WHJJ	N/T 1.9
8 WSNE	8 WMYS	8 WMYS	8 WLKW-FM	8 WHJJ	8 WHJY	
9 WMYS	9 WXKS-FM	9 WSNE	9 WERI-FM	9 WSNE	9 WBRU	
10 WXKS-FM	10 WZOU	10 WLKW-FM	10 WHJJ	10 WMYS	10 WERI-FM	

RIVERSIDE-SAN BERNARDINO #38

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.7	6.8	8.6	1	1	KDUO 97.5	B/EZ	3	32	19	10	4	10/113	KATZ	
5.8	8.7	7.0	2	2	KGGI 99.1	AC	2	1	2	1	1	15/74	MCGAVREN	CBS-R
9.5	7.9	6.8	3	3	KIIS-FM 102.7	CHR	1	2	1	2	2	16/69	MCGAVREN	
5.1	4.7	4.5	4	4	KBIG 104.3	B/EZ	9	35	20	11	10	12/92	TORBET	
3.6	3.6	3.9	5	5	KLOS 95.5	AOR	5	7	3	3	7	15/70	KATZ	ABC-R
3.4	5.0	3.8	6	6	KFI 640	AC	4	11	8	5	5	19/57	CHRISTAL	ABC-E
3.2	4.3	3.6	7	7	KRTH 101.1	GOLD	6	16	4	4	3	16/68	REPUBLIC	US 2
3.3	3.8	3.1	8	8	KNX 1070	NEWS	8	31	28	24	19	17/63	CBS SPOT	CBS
4.6	3.1	3.0	9	9	KOST 103.5	AC	11	6	7	6	6	15/72	CHRISTAL	
1.3	3.6	2.9	10	10	KFXM 590	BBND	14	26	32	20	14	13/83	KATZ	ABC-E
3.3	1.5	2.7	11	11	KQLH 95.1	AC	13	12	9	9	8	15/71	TORBET	MBS
2.1	1.2	2.7	11	11	KCKC 1350	CTRY	15	17	14	15	12	12/90	HNWH	ABC-I
3.7	3.4	2.6	13	13	KMET 94.7	AOR	10	8	5	7	9	18/61	SELCOM	
2.3	2.7	2.5	14	14	KOLA 99.9	AOR	7	5	6	8	17	22/50	MASLA	ABC-R
2.8	1.2	2.2	15	15	KABC 790	TALK	18	34	33	23	21	12/92	KATZ	ABC-I
1.6	1.5	2.1	16	16	KCAL 1410	SPAN	29	10	13	12	11	8/137	LOTUS	UPI
2.0	2.4	1.9	17	17	KKHR 93.1	CHR	12	4	12	16	33	22/48	CBS SPOT	
0.9	1.5	1.9	17	17	KROQ 106.7	AOR	17	3	11	19	34	16/68	BLAIR	
1.1	1.4	1.5	19	19	KWDJ 92.7	CTRY	21	9	18	17	18	15/70	ROSLIN	MBS
1.4	0.7	1.5	19	19	KDIG 1240	CTRY	32	27	25	28	22	9/124	SELCOM	
1.5	1.2	1.4	21	21	KLAC 570	CTRY	22	25	24	21	16	15/70	EASTMAN	ABC-D
1.5	1.5	1.4	21	21	KCAL-FM 96.7	AOR	16	13	10	13	20	22/48	TORBET	NBC-S
1.9	1.2	1.3	23	23	KNTF 93.5	CTRY	23	20	31	18	15	14/76	HNWH	
0.8	1.8	1.3	23	23	KMPC 710	BBND	20	29	40	40	37	20/55	DURPETTI	
0.4	0.6	1.3	23	23	KRLA 1110	GOLD	19	19	15	14	13	20/55	MMR	
0.4	0.6	1.2	26	26	KJOI 98.7	B/EZ	31	18	16	22	35	12/88	MMR	
0.8	0.8	1.1	27	27	KFAC-FM 92.3	CLAS	25	24	41	38	28	17/63	MCGAVREN	
1.7	0.9	1.0	28	28	KPRO 1440	N/T	27	40	36	36	36	17/63		CBS

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PHOENIX #24

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC 14.0 AOR 16.1 BBnd 3.3 Bik/Urbn 2.9 BM/Easy 13.8 CHR 9.6 Clas 1.9 Ctry 12.8 Gold 5.9 N/T 9.3 Rel 1.3 Span 3.0
1 KUPD 2 KOOL-FM 3 KDKB 4 KZZP-FM 5 KOPA-FM 6 KKLT 7 KNIX-FM 8 KTAR 9 KSTM 10 KUKQ	1 KUPD 2 KKLT 3 KZZP-FM 4 KLZI 5 KOPA-FM 6 KOOL-FM 7 KDKB 8 KNIX-FM 9 KUKQ 10 KSTM	1 KUPD 2 KOOL-FM 3 KNIX-FM 4 KDKB 5 KZZP-FM 6 KTAR 7 KKLT 8 KOY 9 KLZI 10 KSTM	1 KUPD 2 KKLT 3 KNIX-FM 4 KZZP-FM 5 KMEQ-FM 6 KLZI 7 KOOL-FM 8 KOPA-FM 9 KDKB 10 KOY	1 KNIX-FM 2 KOOL-FM 3 KUPD 4 KTAR 5 KDKB 6 KKLT 7 KQYT 8 KOY 9 KLZI 10 KMEQ-FM	1 KNIX-FM 2 KKLT 3 KMEQ-FM 4 KOOL-FM 5 KUPD 6 KQYT 7 KTAR 8 KLZI 9 KOY 10 KZZP-FM	

RIVERSIDE-SAN BERNARDINO #38

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC 16.5 AOR 12.3 BBnd 4.2 BM/Easy 14.3 CHR 8.7 Clas 1.1 Ctry 8.4 Gold 4.9 N/T 6.3 Span 2.1
1 KLOS 2 KGGI 3 KMET 4 KIIS-FM 5 KRTH 6 KOLA 7 KFI 8 KCAL-FM 9 KROQ 10 KOST	1 KIIS-FM 2 KGGI 3 KQLH 4 KLOS 5 KOST 6 KRTH 7 KFI 8 KFI 9 KOLA 10 KKHR	1 KLOS 2 KRTH 3 KGGI 4 KIIS-FM 5 KMET 6 KFI 7 KOLA 8 KRLA 9 KOST 10 KCAL-FM	1 KGGI 2 KIIS-FM 3 KOST 4 KQLH 5 KFI 6 KLOS 7 KDUO 8 KRTH 9 KCAL 10 KBIG	1 KRTH 2 KIIS-FM 3 KGGI 4 KFI 5 KMET 6 KLOS 7 KDUO 8 KRLA 9 KOST 10 KLAC	1 KGGI 2 KIIS-FM 3 KDUO 4 KQLH 5 KOST 6 KFI 7 KCAL 8 KRTH 9 KBIG 10 KLOS	



DR. DEMENTO™

ROCHESTER #41

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	12.5	12.0	1	WPXY-FM 97.9	CHR	1	1	2	3	5	14/78	MMR		11.8
8.8	11.2	11.7	2	WCMF 96.5	AOR	5	2	1	1	3	12/89	W&P		16.1
12.5	11.1	11.4	3	WEZO 101.3	B/EZ	3	7	7	5	2	13/83	KATZ	ABC-E	8.3
14.7	13.6	11.4	3	WVOR 100.5	AC	2	5	3	2	1	14/77	MCGAVREN		9.7
9.2	6.4	9.1	5	WHAM 1180	AC	6	9	8	8	6	14/79	MCGAVREN	CBS	7.7
8.2	7.7	6.9	6	WMJQ 92.5	CHR	4	4	4	4	4	21/52	EASTMAN	ABC-C	8.4
2.3	2.9	5.6	7	WDKX 103.9	B/U	10	3	5	7	8	9/115	W&P	NBN	8.9
2.3	2.5	5.3	8	WZKC 98.9	CTRY	7	14	6	6	7	15/75	TORBET		6.0
5.2	6.4	4.9	9	WYLF 95.1	BBND	9	18	16	11	10	12/88	MARKET 4		4.2
5.3	5.5	3.6	10	WBBF 950	N/T	8	10	9	9	11	19/57	EASTMAN	US2	2.5
4.5	3.6	3.1	11	WNYR 990	CTRY	11	12	11	10	9	14/77	KATZ	ABC-I	3.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WVOR	1 WVOR	AC 20.5
2 WPXY-FM	2 WVOR	2 WVOR	2 WVOR	2 WCMF	2 WEZO	AOR 11.7
3 WVOR	3 WCMF	3 WPXY-FM	3 WCMF	3 WEZO	3 WHAM	BBnd 4.9
4 WMJQ	4 WMJQ	4 WMJQ	4 WMJQ	4 WMJQ	4 WPXY-FM	Blk/Urbn 5.6
5 WDKX	5 WDKX	5 WZKC	5 WEZO	5 WPXY-FM	5 WMJQ	BM/Easy 11.4
6 WZKC	6 WZKC	6 WEZO	6 WZKC	6 WZKC	6 WCMF	CHR 18.9
7 WHAM	7 WEZO	7 WDKX	7 WDKX	7 WHAM	7 WZKC	Ctry 8.4
8 WBBF	8 WHAM	8 WHAM	8 WHAM	8 WDKX	8 WDKX	N/T 3.6
9 WEZO	9 WBBF	9 WNYR	9 WBBF	9 WNYR	9 WYLF	
10 WNYR	10 WPXY	10 WBBF	10 WYLF	10 WBBF	10 WNYR	

SACRAMENTO #32

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.7	9.2	10.5	10.4	1	KSFM 102.5	CHR	1	2	2	1	1	15/74	MMR		15.4
4.6	5.1	5.9	8.9	2	KWOD 106.5	CHR	2	1	4	4	8	12/92		CBS-R	8.8
8.9	10.5	9.2	8.2	3	KCTC 96.1	B/EZ	5	18	12	7	3	12/91	CHRISTAL		8.4
8.2	8.4	9.0	7.7	4	KXOA-FM 107.9	AC	4	6	3	2	2	13/84	BLAIR		6.9
7.5	9.4	10.4	7.0	5	KZAP 98.5	AOR	3	3	1	3	4	15/73	MCGAVREN		10.8
4.7	5.1	5.7	6.7	6	KFBK 1530	N/T	6	15	10	8	6	14/77	KATZ	MBS	3.8
4.5	3.9	4.1	4.7	7	KXOA 1470	BBND	13	16	25	17	13	11/101	BLAIR	ABC-D	2.9
3.0	2.9	3.5	4.6	8	KRAK-FM 105.1	CTRY	9	9	7	5	5	12/92	EASTMAN		3.4
4.7	3.4	4.0	3.7	9	KHYL 101.1	AC	7	11	5	6	7	21/52	TORBET		3.2
4.3	5.2	5.0	3.4	10	KRAK 1140	CTRY	10	13	11	10	9	16/68	EASTMAN		6.0
4.9	3.4	4.4	3.3	11	KAER 92.5	CTRY	14	12	6	9	10	14/78	KATZ		2.9
4.4	3.7	2.9	3.0	12	KGNR 1320	BBND	8	19	21	13	11	20/55	CHRISTAL	ABC-I	3.0
2.5	3.3	2.0	2.4	13	KROY 96.9	AC	12	5	8	11	12	22/50	HNWH		3.0
3.9	4.2	2.8	2.0	14	KPOP 93.5	CHR	11	4	9	12	14	26/41	W&P	ABC-C	1.6
2.5	2.0	1.5	1.3	15	KGO 810	N/T	17	23	17	18	16	21/52	BLAIR	ABC-I	2.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	1 KZAP	1 KSFM	AC 13.8
2 KSFM	2 KSFM	2 KSFM	2 KSFM	2 KSFM	2 KXOA-FM	AOR 7.0
3 KWOD	3 KWOD	3 KXOA-FM	3 KWOD	3 KXOA-FM	3 KCTC	BBnd 7.7
4 KXOA-FM	4 KZAP	4 KWOD	4 KZAP	4 KFBK	4 KRAK	BM/Easy 8.2
5 KAER	5 KHYL	5 KFBK	5 KHYL	5 KRAK	5 KWOD	CHR 21.3
6 KHYL	6 KROY	6 KRAK	6 KCTC	6 KRAK	6 KHYL	Ctry 11.3
7 KPOP	7 KRAK	7 KHYL	7 KRAK	7 KHYL	7 KZAP	N/T 8.0
8 KFBK	8 KAER	8 KRAK	8 KAER	8 KCTC	8 KFBK	
9 KRAK	9 KPOP	9 KAER	9 KROY	9 KAER	9 KAER	
10 KRAK	10 KCTC	10 KROY	10 KRAK	10 KWOD	10 KRAK	

ST. LOUIS #15

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.6	20.9	19.7	22.0	22.6	1		KMOX 112.0	TALK	1	6	2	2	1	11/97	CBS-SPOT	CBS	24.0
12.0	11.9	12.9	14.1	12.4	2		KSHE 94.7	AOR	2	1	1	1	2	10/111	KATZ		19.2
5.9	7.2	5.6	5.8	6.4	3		KEZK 102.5	B/EZ	5	26	16	9	6	13/87	MMR		5.1
5.8	6.2	6.7	5.0	6.3	4		WIL-FM 92.3	CTRY	4	5	6	4	3	13/84	BLAIR	ABC-E	3.8
7.6	7.0	6.2	6.3	5.8	5		KMJM 107.7	B/U	8	2	3	5	8	10/105	CHRISTAL		8.1
4.8	5.2	5.0	6.1	5.5	6		KSD 93.7	AC	7	8	4	3	4	13/81	MCGAVREN		4.8
3.9	4.3	3.5	3.4	4.5	7		KUSA 550	CTRY	9	13	9	6	5	13/86	MCGAVREN	MBS	3.6
4.8	4.5	4.8	5.9	3.9	8		KHTR 103.3	CHR	3	4	5	8	9	25/42	CBS-FM	CBS	4.4
4.1	3.1	4.3	3.3	3.6	9		WRTH 590	BBND	11	23	25	21	16	13/82	MMR	US2	1.6
4.3	3.8	4.9	3.9	3.4	10		KWK 106.5	CHR	6	3	8	10	12	22/48	EASTMAN		4.7
3.7	3.3	3.5	3.8	3.0	11		KYKY 98.1	AC	10	12	7	7	7	18/59	HNHW		2.6
2.6	2.5	2.0	1.7	2.0	12		KXOK 630	TALK	12	18	20	20	14	19/56	KATZ	ABC-T	1.9
1.9	2.0	1.7	2.0	1.7	13		KATZ 96.3	B/U	17	19	17	15	15	14/78	W&P	NBN	1.6
1.7	1.5	2.3	1.6	1.6	14		KADI 96.3	AC	13	9	10	12	11	23/48	MASLA	NBC-S	1.1
1.9	2.1	1.3	1.0	1.6	14		KGLD 1380	GOLD	14	17	12	11	10	18/61	EASTMAN		1.0
1.6	1.6	0.7	1.2	1.3	16		KLTH 97.1	AC	18	16	18	13	13	17/64	W&P		.7
1.4	1.4	1.4	1.0	1.3	16		WZEN 100.3	B/U	15	7	11	14	17	20/54	W&P	NBN	1.0
1.6	1.0	1.4	0.8	1.2	18		WESL 1490	B/U	16	10	15	17	18	20/54	LAZAR	SHRDN	.7
--	--	--	--	1.0	19		WKKX 104.1	CTRY	20	21	19	16	20	17/62	REPUBLIC		.9

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	11.4
AOR	12.4
BBnd	3.6
Blk/Urbn	10.0
BM/Easy	6.4
CHR	7.3
Ctry	11.8
Gold	1.6
N/T	24.6

SALT LAKE CITY-OGDEN #43

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.5	10.1	10.9	1	KSFI 100.3	B/EZ	2	15	8	4	2	13/86	BLAIR		8.7
9.3	7.2	10.4	2	KSL 1160	AC	1	7	7	3	1	16/68	TORBET	CBS	12.3
7.1	9.4	9.9	3	KRSP-FM 103.5	AOR	3	2	1	1	9	12/88	SELCOM		9.1
6.4	9.5	6.2	4	KCPX 98.7	CHR	4	1	4	7	13	18/59	KATZ		8.0
6.3	6.8	5.5	5	KLCY 94.1	AC	6	11	2	2	3	15/70	EASTMAN	US1	4.9
3.6	3.3	4.4	6	KISN 97.1	AC	7	5	3	5	10	18/62	MCGAVREN	CBS-R	3.2
3.4	3.4	4.0	7	KKAT 101.9	CTRY	9	8	5	8	11	16/68	W&P		6.0
2.6	3.4	3.9	8	KBUG 1320	GOLD	11	22	6	6	4	15/74	KATZ		2.6
4.5	4.7	3.7	9	KALL 910	AC	5	20	13	11	5	24/45	EASTMAN	ABC-I	5.5
5.6	3.3	3.7	9	KSOP-FM 104.3	CTRY	8	12	11	9	6	18/61	MMR		5.3
3.2	2.5	3.6	11	KZAN 97.9	CTRY	14	14	12	12	8	14/80	CHRISTAL		2.9
3.9	4.2	3.6	11	KLTO 93.3	AC	10	9	9	10	12	18/62	REPUBLIC		3.6
1.1	1.4	2.9	13	KTKK 630	TALK	19	27	28	26	20	9/119		ABC-T	2.4
--	0.6	2.7	14	KMGR 107.5	AC	17	18	15	13	7	14/77	HNWH		1.7
2.6	2.6	2.2	15	KDAB 101.1	AC	15	10	10	14	15	22/50	TORBET		2.8
1.7	2.5	1.9	16	KLRZ 94.9	CHR	12	3	14	16	23	29/38	CHRISTAL		2.1
2.5	1.9	1.8	17	KCGL 105.5	AOR	21	4	16	18	21	14/77	SCHWARTZ		4.1
5.6	3.9	1.5	18	KLUB 570	AC	16	23	26	25	16	29/38	MCGAVREN	NBC	2.0
2.3	1.5	1.4	19	KFMY 96.1	CHR	13	6	17	17	19	36/30	MASLA		1.2
0.5	0.7	1.3	20	KFAM 700	B/EZ	24	26	24	28	26	14/76		UPI	0.0
2.4	2.2	1.3	20	KRGO-AF 1550 107.9	CTRY	18	27	18	15	14	16/72	CHRISTAL	ABC-E	2.3
2.1	1.0	1.2	22	KRSP 1060	GOLD	22	17	18	17	14	21/52	SELCOM		0.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRSP-FM	1 KISN	1 KRSP-FM	1 KISN	1 KSL	1 KSFI
2 KCPX	2 KLCY	2 KSL	2 KLCY	2 KSFI	2 KSL
3 KLCY	3 KRSP-FM	3 KLCY	3 KSFI	3 KLCY	3 KLCY
4 KBUG	4 KCPX	4 KBUG	4 KSL	4 KBUG	4 KISN
5 KSL	5 KKAT	5 KSFI	5 KKAT	5 KALL	5 KZAN
6 KISN	6 KSFI	6 KALL	6 KRSP-FM	6 KSOP-FM	6 KBUG
7 KDAB	7 KLTO	7 KCPX	7 KCPX	7 KRSP-FM	7 KSOP-FM
8 KALL	8 KSL	8 KSOP-FM	8 KZAN	8 KMGR	8 KALL
9 KKAT	9 KBUG	9 KMGR	9 KLTO	9 KCPX	9 KMGR
10 KSOP-FM	10 KDAB	10 KLTO	10 KSOP-FM	10 KKAT	10 KKAT

FORMAT REACH

AC	34.0
AOR	11.7
BM/Easy	12.2
CHR	9.5
Ctry	12.6
Gold	5.1

SAN ANTONIO #37

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	8.5	9.8	1	KQXT 101.9	B/EZ	2	11	11	4	2	9/119	BLAIR/RAR		8.4
8.2	9.6	9.3	2	KTFM 102.7	CHR	1	1	1	1	1	13/83	BLAIR		13.1
6.0	5.0	7.0	3	KCOR 1350	SPAN	14	12	12	6	5	8/143	KATZ		4.5
7.1	7.0	6.8	4	KISS 99.5	AOR	3	2	2	3	12	12/90	KATZ	NBC-S	9.7
6.3	5.2	5.9	5	KAJA 97.3	CTRY	6	10	3	2	3	12/89	HNWH		5.4
5.0	4.5	5.8	6	WOAI 1200	N/T	5	21	20	13	7	13/85	HNWH	CBS	2.8
--	5.3	4.7	7	KSMG 105.3	AC	8	9	4	5	4	15/71	SELCOM		4.3
2.7	4.4	4.2	8	KONO 860	AC	10	8	10	7	6	14/80	MMR	ABC-C	4.9
5.8	4.8	3.9	9	KBUC-FM 107.5	CTRY	12	13	15	15	9	14/79	EASTMAN		3.6
6.3	5.8	3.7	10	KKYX 680	CTRY	11	20	21	17	13	15/71	CHRISTAL	ABC-D	3.5
4.6	4.3	3.6	11	KITY 92.9	CHR	4	4	6	9	22	23/48	MMR	ABC-F	3.7
2.4	3.1	3.4	12	KSAQ 96.1	CHR	15	3	8	12	23	15/72	HNWH	MBS	3.9
3.3	4.4	3.2	13	KEDA 1540	SPAN	16	18	17	19	10	10/106	SELCOM		.7
6.4	3.2	3.1	14	KXZL 104.5	AOR	13	5	5	10	15	17/63	TORBET		3.3
6.4	4.6	3.1	14	KLLS 100.3	AC	9	15	9	8	8	19/57	CHRISTAL	UPI	3.5
4.8	4.4	2.9	16	KTSA 550	AC	7	7	14	14	14	24/44	BLAIR		6.0
1.1	1.7	2.4	17	KESI 106.7	AOR	19	17	7	11	11	10/104	MASLA	CBS	3.5
1.7	1.0	2.3	18	KBUC 1310	CTRY	21	27	19	21	19	9/117	EASTMAN		3.6
2.3	2.2	2.1	19	KAPE 1480	B/U	23	16	13	16	16	7/157	MASLA	CBS	2.3
1.8	2.2	2.0	20	KSJL 760	CHR	17	6	16	18	21	16/67	W&P	UPI	3.0
0.9	--	1.8	21	KRNN 930	N/T	18	24	22	22	18	15/72	REPUBLIC	ABC-I	.6
1.4	2.1	1.2	22	KSLR 630	REL	20	14	18	20	17	19/57			1.8
0.9	0.3	1.1	23	KXET 1250	SPAN	22	22	23	23	20	19/57	LOTUS		1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KSMG	1 KTFM
2 KTFM	2 KAJA	2 KTFM	2 KAJA	2 KAJA	2 KCOR
3 KAJA	3 KSMG	3 KAJA	3 KQXT	3 KONO	3 KQXT
4 KXZL	4 KLLS	4 KSMG	4 KCOR	4 KQXT	4 KAJA
5 KITY	5 KISS	5 KONO	5 KSMG	5 WOAI	5 KLLS
6 KSAQ	6 KESI	6 KQXT	6 KLLS	6 KISS	6 KSMG
7 KSMG	7 KQXT	7 KXZL	7 KISS	7 KTFM	7 KTSA
8 KONO	8 KAPE	8 KITY	8 KESI	8 KEDA	8 KBUC-FM
9 KESI	9 KITY	9 KSAQ	9 KBUC-FM	9 KESI	9 KONO
10 KCOR	10 KXZL	10 KESI	10 KTSA	10 KCOR	10 WOAI

FORMAT REACH

AC	14.9
AOR	12.3
Bik/Urbn	2.1
BM/Easy	9.8
CHR	18.3
Ctry	15.8
N/T	7.6
Rel	1.2
Span	11.3

SAN DIEGO #20

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	9.7	7.8	8.0	9.4	1 KJQY 103.7	B/EZ	2	11	15	11	3	11/100	BLAIR/RAR		7.7
8.9	6.9	8.6	9.3	7.8	2 KGB 101.5	AOR	3	3	1	1	4	13/86	KATZ		8.3
5.3	6.5	6.2	5.9	7.6	3 KFMB-FM 100.7	AC	1	5	2	2	1	15/74	MCGAVREN		6.1
7.1	5.5	9.2	9.5	6.4	4 KFMB 760	AC	4	8	12	3	2	14/77	MCGAVREN	CBS	3.6
4.5	5.4	5.5	5.2	6.1	5 KSDO 1130	N/T	6	14	16	16	9	13/85	HNWH	ABC-I	4.7
5.7	6.1	5.4	6.3	4.8	6 KSDO-FM 102.9	CHR	5	1	8	12	16	18/59	HNWH		6.8
3.3	4.1	3.2	3.2	4.8	6 KPOP 1360	BBND	12	20	29	23	19	10/105	KATZ	NBC	4.8
4.8	4.2	6.1	6.1	4.5	8 XTRA-FM 91.1	AOR	7	2	3	6	17	16/66	MMR		7.0
2.3	3.0	2.8	3.2	4.5	8 KSON-FM 97.3	CTRY	8	17	9	4	5	13/80	BLAIR		5.7
4.1	4.8	4.0	3.3	4.5	8 XHRM 92.5	B/U	11	4	4	5	12	12/89	W&P	SHRDN	9.0
2.9	5.3	4.0	2.8	3.5	11 KLZZ-FM 106.5	AC	9	6	6	7	6	17/65	EASTMAN		2.9
3.6	3.6	3.7	3.3	3.0	12 KIFM 98.1	AC	10	10	7	8	7	19/58	CBS-FM	CBS-R	2.6
2.6	2.1	1.7	1.6	3.0	12 KCBQ-FM 105.3	CTRY	14	12	13	13	11	16/69	REPUBLIC		2.6
2.7	2.5	2.7	2.5	2.9	14 XTRA 690	GOLD	15	16	10	10	8	16/67	MMR		2.4
--	--	1.7	2.5	2.7	15 XHIT 90.3	AOR	19	25	5	9	15	15/71	CBS-R		2.4
2.6	2.7	3.6	2.8	2.6	16 KFSD 94.1	CLAS	16	28	20	17	13	17/63	CHRISTAL		2.2
3.5	3.1	2.2	2.8	2.6	16 KYXY 96.5	AC	17	22	14	14	10	16/66	TORBET		2.0
2.4	2.6	2.3	1.9	2.1	18 KWLT 94.9	AC	18	13	11	15	14	20/54	CHRISTAL		2.6
1.8	1.8	1.6	2.4	1.6	19 KNX 1070	NEWS	20	24	26	25	22	23/48	CBS-R	CBS	2.3
--	1.3	0.9	0.8	1.4	20 KLZZ 600	AC	13	7	18	20	21	35/31	EASTMAN	AP	1.2
1.9	1.3	1.4	0.9	1.3	21 KCBQ 1170	CTRY	21	19	24	18	18	24/44	REPUBLIC		1.1
1.7	1.2	1.3	1.4	1.1	22 KEZL 102.1	AC	23	21	17	19	20	20/54	SELCOM	ABC-D	1.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	N/T
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	27.7	15.0	4.8	4.5	9.4	4.8	2.6	5.8	2.9	7.7
2 KFMB-FM	2 KGB	2 KFMB-FM	2 KLZZ-FM	2 KFMB	2 KFMB										
3 XTRA-FM	3 KLZZ-FM	3 XTRA-FM	3 KGB	3 KFMB-FM	3 KJQY										
4 XHIT	4 XHRM	4 KFMB	4 KSON-FM	4 KJQY	4 KSON-FM										
5 XHRM	5 KIFM	5 KSON-FM	5 KFMB	5 KSON-FM	5 KLZZ-FM										
6 KIFM	6 KWLT	6 XHIT	6 KJQY	6 KSDO	6 KYXY										
7 KSDO-FM	7 KSON-FM	7 XHRM	7 XHRM	7 KIFM	7 XTRA										
8 KSON-FM	8 XTRA	8 KIFM	8 KYXY	8 XTRA	8 KFSD										
9 XTRA	9 KSDO-FM	9 XTRA	9 KIFM	9 KLZZ-FM	9 KIFM										
10 KLZZ-FM	10 KFMB	10 KSDO-FM	10 KSDO-FM	10 XHIT	10 KGB										

SAN JOSE #28

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.2	8.5	8.8	8.3	1	KGO 81.0	N/T	2	35	15	5	2	13/85	BLAIR	ABC-I	8.0
6.3	5.4	5.6	6.7	2	KBAY 100.3	B/EZ	5	23	14	3	1	12/92	MMR		4.4
5.8	5.7	4.5	6.1	3	KWSS 94.5	CHR	1	1	1	1	8	18/60	MCGAVREN		8.3
4.4	3.6	4.2	5.3	4	KCBS 74.0	N/T	3	19	22	12	6	18/60	CBS SPOT	CBS	4.1
3.7	4.4	4.1	4.3	5	KYUU 99.7	AC	4	5	2	2	5	22/50	MCGAVREN		7.1
3.8	3.5	3.7	3.6	6	KSOL 107.7	B/U	8	2	6	10	17	19/56	MASLA	AP	4.6
4.0	2.9	3.9	3.4	7	KARA 105.7	AC	10	13	7	4	3	18/59	SELCOM		1.8
3.7	2.5	4.3	3.2	8	KIOI 101.3	AC	7	12	5	6	10	23/47	MMR		3.1
3.5	2.8	2.3	3.2	8	KSJO 92.3	AOR	9	7	3	7	22	21/51	HNWH		3.4
2.0	3.7	3.6	3.1	10	KSAN 94.9	CTRY	15	29	9	8	7	15/72	KATZ		2.1
2.2	3.4	3.4	3.1	10	KLOK 117.0	AC	12	14	16	9	4	19/57	W&P		2.9
4.6	5.2	5.3	3.0	12	KOME 98.5	AOR	6	4	4	11	23	25/44	TORBET	ABC-R	6.7
1.6	2.8	2.8	2.9	13	KLZE 97.7	B/EZ	22	20	28	19	16	12/88	REPUBLIC		1.9
2.8	1.0	2.0	2.7	14	KOIT-FM 96.5	A C	14	25	13	16	11	17/62	TORBET		2.1
2.3	4.4	2.0	2.7	14	KEEN 137.0	CTRY	20	40	21	14	9	14/79	MMR	UPI	1.8
1.8	1.6	1.3	2.3	16	KBLX 102.9	B/U	18	17	10	13	12	17/65	HNWH	SHRDN	2.2
3.4	1.6	1.7	2.2	17	KNTA 143.0	SPAN	31	34	19	22	13	8/132	LOTUS		.1
1.5	2.0	3.0	2.1	18	KNBR 68.0	MISC	16	32	26	21	18	21/53	MCGAVREN	NBC	1.4
1.9	4.5	2.6	2.0	19	KEZR 106.5	AC	11	16	8	15	14	29/37	CHRISTAL		2.6
3.1	3.2	2.6	1.9	20	KLIV 159.0	BBND	21	38	33	31	28	19/58	SELCOM		2.7
--	--	--	1.9	20	KATD 95.3	CHR	25	8	12	18	21	13/83			0.0
0.9	1.2	1.5	1.8	22	KITS 105.3	CHR	13	3	23	26	33	28/39	REPUBLIC		2.2
2.7	2.8	2.0	1.8	22	KFOG 104.5	AOR	23	21	11	17	15	19/57	SELCOM	NBC-S	2.4
1.7	1.3	1.9	1.4	24	KLOK-FM 103.7	AC	17	15	18	20	19	29/38	W&P		1.3
1.5	1.4	1.0	1.4	24	KFRC 61.0	CHR	19	11	20	23	29	28/39	REPUBLIC	US1	.9
1.3	1.1	0.6	1.4	24	KKHI-AF 155.0 95.7	CLAS	26	24	36	30	27	19/58	HNWH		.9
2.8	1.1	1.0	1.3	27	KBRG 104.9	SPAN	33	9	25	28	25	12/88	WALLACE		1.1
1.2	1.3	0.9	1.2	28	KMEL 106.1	CHR	24	6	17	24	41	28/39	CHRISTAL		2.0
0.9	1.4	1.2	1.2	28	KABL-FM 98.1	B/EZ	29	31	39	29	26	16/69	CHRISTAL		.9

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SAN FRANCISCO #4

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	8.8	8.2	7.8	9.0	1	KGO 810	N/T	1	26	12	2	1	12/87	BLAIR	ABC-I	8.2
5.3	5.3	5.2	4.8	6.2	2	KCBS 740	N/T	2	18	18	10	5	18/61	CBS SPOT	CBS	4.2
4.0	3.4	4.4	3.8	4.5	3	KSOL 107.7	B/U	6	1	1	3	6	13/81	MASLA	AP	5.0
1.9	3.2	3.2	3.2	4.1	4	KSAN 94.9	CTRY	10	21	8	1	2	13/86	KATZ		1.6
3.0	3.3	3.5	3.4	3.6	5	KABL-FM 98.1	B/EZ	12	47	23	15	10	13/84	CHRISTAL		3.5
2.8	3.5	3.3	4.0	3.5	6	KIOI 101.3	AC	5	10	3	4	4	19/58	MMR		2.8
3.4	4.1	3.8	3.9	3.4	7	KYUU 99.7	AC	3	5	2	5	7	22/50	MCGAVREN		4.4
2.5	2.6	2.7	2.6	3.0	8	KBLX 102.9	B/U	13	12	5	6	3	15/71	HNWH	SHRDN	4.5
2.2	2.5	2.7	3.4	3.0	8	KMEL 106.1	CHR	4	2	6	9	24	22/49	CHRISTAL		5.0
2.4	2.1	2.0	2.7	2.8	10	KBAY 100.3	B/EZ	19	33	28	18	13	12/90	MMR		1.4
2.7	1.8	2.8	2.5	2.5	11	KOIT-FM 96.5	AC	14	25	11	11	8	17/62	TORBET		1.7
2.2	2.7	2.1	2.2	2.5	11	KRQR 97.3	AOR	15	8	4	7	12	17/64	CBS-FM	CBS	3.2
2.9	2.8	3.4	3.7	2.4	13	KNBR 680	MISC	8	24	19	13	11	23/47	MCGAVREN	NBC	1.8
2.6	2.7	2.7	3.0	2.3	14	KFOG 104.5	AOR	16	19	7	8	9	17/64	SELCOM	NBC-S	4.0
2.3	2.5	2.8	2.2	2.3	14	KNEW 910	CTRY	17	32	22	20	15	17/64	KATZ		2.3
1.9	2.3	1.9	1.9	2.2	16	KLOK-FM 103.7	AC	11	6	10	12	14	23/47	DURPETTI		2.7
2.0	2.4	2.5	2.7	2.2	16	KITS 105.3	CHR	7	3	13	16	29	27/41	REPUBLIC		2.4
1.9	1.7	1.7	2.2	2.1	18	KWSS 94.5	CHR	18	4	9	14	25	17/62	MCGAVREN		2.8
2.8	2.0	3.1	2.8	2.0	19	KABL 960	B/EZ	21	41	46	33	28	15/74	CHRISTAL		1.9
2.4	1.8	2.1	2.9	1.8	20	KSFO 560	AC	23	27	31	26	23	16/68	EASTMAN	US2	3.7
2.7	3.1	1.9	1.5	1.7	21	KFRC 610	CHR	9	7	16	17	22	32/34	REPUBLIC	US1	1.7
1.7	1.5	1.5	1.2	1.5	22	KDFC-FM 102.1	CLAS	27	34	24	25	16	15/73	CMBS		.7

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THE BAY AREA'S #1 MUSIC STATION

KSOL 107.7

MORE MUSIC

*Source: San Francisco Arbitron Fall '85 Average Persons, M.S.A.,
Monday—Sunday 6 am—12 midnight

KSOL

**#1
Music
Station
in San
Francisco**

There's a
music station
in the San
Francisco Bay
Area that
stands out
above the rest
—KSOL

107.7 FM—the
Bay Area's
most popular
music radio
station. As a
matter of fact,
KSOL is #1 in
two key cells
—#1 in teens,
and #1
in adults 18-34.

For more
music and
excellent
news and
public affairs
programming,
there's only
one station
that stands
out —KSOL
107.7 FM.



United Broadcasting Company
Corporate Offices/Bethesda

WJMO-AM
Cleveland

WRQC-FM
Cleveland

WYST-AM
Baltimore

WYST-FM
Baltimore

WDJY-FM
Washington, D.C.

WKDM-AM
New York

KALI-AM
Los Angeles

KSOL-FM
San Francisco

WINX-AM
Rockville

UNITED CABLE COMPANY OF NEW HAMPSHIRE

Represented Nationally by Jack Masla & Co.
WJMC-AM/WRQC-FM Cleveland Heights, KALI-AM San Gabriel, KSOL-FM San Mateo

*Arbitron Fall '85 Average Persons, M.S.A. Mon.—Sun. 6 A.M.—12 midnight

SAN FRANCISCO #4

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Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
2.2	1.8	1.9	1.8	1.5	22	KKHI-AF 1550 95.7	CLAS	24	30	37	28	20	19/56	HNWH		2.3
1.8	1.3	1.0	1.2	1.3	24	KYA 93.3	GOLD	22	17	20	19	17	22/49	EASTMAN	AP	1.0
1.0	1.2	1.1	1.1	1.2	25	KLOK 1170	AC	25	20	27	23	19	20/53	DURPETTI		1.4
1.7	1.8	1.8	2.6	1.2	25	KOME 98.5	AOR	20	9	14	22	31	25/44	TORBET	ABC-R	2.5
1.3	1.0	1.1	1.0	1.2	25	KARA 105.7	AC	28	28	17	21	18	17/62	SELCOM		.8
1.3	0.9	0.8	1.3	1.1	28	KSJO 92.3	AOR	26	14	15	24	38	22/49	KATZ		.9
1.5	1.0	1.1	1.1	1.0	29	KJAZ 92.7	JAZZ	29	35	26	27	21	19/56	ROSLIN		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	Jazz	Misc	N/T
1 KRQR	1 KIOI	1 KSAN	1 KIOI	1 KGO	1 KGO	14.6	7.1	7.5	8.4	9.0	3.0	6.4	1.3	1.0	2.4	15.2
2 KSOL	2 KYUU	2 KGO	2 KYUU	2 KSAN	2 KIOI											
3 KFOG	3 KSOL	3 KSOL	3 KGO	3 KCBS	3 KBLX											
4 KMEL	4 KBLX	4 KFOG	4 KBLX	4 KFOG	4 KYUU											
5 KYUU	5 KMEL	5 KRQR	5 KSOL	5 KSOL	5 KSAN											
6 KBLX	6 KLOK-FM	6 KBLX	6 KSAN	6 KBLX	6 KCBS											
7 KSAN	7 KRQR	7 KIOI	7 KOIT-FM	7 KRQR	7 KOIT-FM											
8 KIOI	8 KOIT-FM	8 KYUU	8 KLOK-FM	8 KIOI	8 KBAY											
9 KOME	9 KFOG	9 KCBS	9 KMEL	9 KNBR	9 KLOK-FM											
10 KGO	10 KWSS	10 KMEL	10 KCBS	10 KDFC	10 KABL-FM											

SAN JOSE #28

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Fall '84	WINTER '85	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.4	1.0	1.2	1.2	28	KDFC-FM 102.1	CLAS	28	28	29	25	20	17/62	CMBS		.6
--	0.6	1.7	1.2	28	KAZA 1290	SPAN	36	10	32	38	37	11/98	CABALLERO		.6
0.7	0.4	0.6	1.0	32	KFAX 1100	REL	32	41	31	32	30	17/65			.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Misc	N/T	Rel	Span
1 KSJO	1 KWSS	1 KSAN	1 KBAY	1 KGO	1 KBAY	17.0	8.0	1.9	5.9	10.8	12.4	2.6	3.1	2.1	13.6	1.0	4.7
2 KWSS	2 KYUU	2 KARA	2 KWSS	2 KSAN	2 KLOK-FM												
3 KYUU	3 KIOI	3 KGO	3 KIOI	3 KARA	3 KGO												
4 KOME	4 KSJO	4 KYUU	4 KLOK-FM	4 KCBS	4 KYUU												
5 KSOL	5 KEZR	5 KSJO	5 KYUU	5 KEEN	5 KIOI												
6 KSAN	6 KOME	6 KWSS	6 KARA	6 KBAY	6 KARA												
7 KARA	7 KARA	7 KSOL	7 KGO	7 KYUU	7 KWSS												
8 KFOG	8 KBLX	8 KCBS	8 KBLX	8 KWSS	8 KOIT												
9 KATD	9 KLOK-FM	9 KOME	9 KEZR	9 KBLX	9 KNTA												
10 KEZR	10 KSOL	10 KEEN	10 KOIT	10 KIOI	10 KCBS												

SEATTLE-TACOMA #17

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	8.3	10.2	10.1	10.9	1 KIRO 710	N/T	1	13	6	3	1	16/68	CBS SPOT	CBS	10.5
8.5	6.8	5.9	6.3	8.3	2 KOMO 1000	AC	2	10	11	4	2	17/63	KATZ	ABC-I	7.2
7.4	7.9	7.5	6.9	6.8	3 KUBE 93.3	CHR	3	4	1	1	3	15/70	MMR		6.6
5.4	6.5	6.1	7.3	6.2	4 KISW 99.9	AOR	4	3	2	2	8	12/87	MCGAVREN		8.1
6.6	5.9	5.0	4.8	5.1	5 KBRD 103.7	B/EZ	7	22	22	14	7	12/87	MCGAVREN		3.8
4.5	4.5	5.3	4.5	5.0	6 KSEA 100.7	B/EZ	5	25	17	15	9	13/82	CBS SPOT		2.9
4.6	3.8	3.5	5.1	5.0	6 KIXI 880	BBND	10	17	30	26	20	12/94	CHRISTAL		2.4
3.1	3.7	4.0	4.3	4.5	8 KMPS-FM 94.1	CTRY	11	8	10	7	5	13/86	MCGAVREN		7.2
4.4	3.5	4.1	2.9	4.4	9 KLSY-FM 92.5	AC	6	6	3	5	4	15/73	BLAIR	CBS-R	3.5
3.1	3.8	3.4	2.5	3.9	10 KING-FM 98.1	CLAS	14	19	19	11	10	13/82	BLAIR		3.3
4.4	4.5	3.9	4.7	3.8	11 KPLZ 101.5	CHR	8	1	8	10	21	17/65	DURPETTI		3.5
--	--	2.0	2.5	3.6	12 KMGI 107.7	AC	16	16	4	6	6	14/80	REPUBLIC		2.8
3.3	3.5	3.8	3.1	3.3	13 KNBQ 97.3	CHR	9	2	5	8	18	19/57	CHRISTAL		5.0
2.6	3.4	3.3	3.8	2.8	14 KRPM 106.1	CTRY	18	24	15	12	11	13/82	TORBET		3.0
2.5	2.7	2.3	2.6	2.2	15 KZOK 102.5	AOR	12	7	7	9	15	24/44	HNWH	NBC-S	2.4
3.0	3.0	2.5	1.8	1.9	16 KJR 950	AC	13	12	14	17	14	28/38	EASTMAN		1.8
1.2	1.8	3.2	2.4	1.9	16 KMPS 1300	CTRY	19	30	23	19	16	17/62	MCGAVREN		2.7
2.2	3.3	2.2	1.6	1.9	16 KEZX 98.9	AOR	21	27	9	13	13	15/71	EASTMAN	ABC-E	1.7
3.2	2.1	2.2	2.3	1.8	19 KVI 570	GOLD	15	28	16	16	12	28/39	DURPETTI	MBS	2.0
2.1	2.6	1.6	2.6	1.6	20 KCMS 105.3	REL	24	14	12	18	17	14/78	RADIO SPT	AP	2.7
1.9	2.1	1.9	1.8	1.4	21 KING 1090	NEWS	17	18	25	24	23	30/36	BLAIR	NBC	1.5
1.2	2.5	1.2	0.9	1.2	22 KQKT 96.5	AC	25	20	13	20	24	17/62	BLAIR		0.1
1.3	1.6	1.6	1.5	2.2	23 KIXI-FM 99.9	AC	20	21	24	23	19	26/41	CHRISTAL		1.4
1.8	1.2	1.2	1.6	1.0	24 KKFX 1250	B/U	23	9	20	21	22	22/49	ROSLIN	AP	1.7
0.5	0.7	0.9	1.9	1.0	24 KHIT 106.9	CHR	22	5	21	25	30	28/39	W&P		1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KOMO	AC 21.6
2 KUBE	2 KLSY-FM	2 KIRO	2 KLSY-FM	2 KOMO	2 KIRO	AOR 10.3
3 KZOK	3 KMGI	3 KUBE	3 KMPS-FM	3 KISW	3 KUBE	BBnd 5.0
4 KIRO	4 KNBQ	4 KOMO	4 KMGI	4 KUBE	4 KLSY-FM	Bik/Urbn 1.0
5 KMGI	5 KMPS-FM	5 KLSY-FM	5 KOMO	5 KMPS-FM	5 KMGI	BM/Easy 10.1
6 KLSY-FM	6 KISW	6 KZOK	6 KIRO	6 KLSY-FM	6 KMPS-FM	CHR 14.9
7 KNBQ	7 KEZX	7 KMGI	7 KSEA	7 KRPM	7 KBRD	Clas 3.9
8 KPLZ	8 KOMO	8 KMPS-FM	8 KING-FM	8 KBRD	8 KSEA	Ctry 9.2
9 KEZX	9 KPLZ	9 KNBQ	9 KNBQ	9 KMGI	9 KING-FM	Gold 1.8
10 KMPS-FM	10 KCMS	10 KRPM	10 KISW	10 KING-FM	10 KJR	N/T 12.3
						Rel 1.6

TAMPA-ST. PETERSBURG #21

FALL '84	WINTER '85	SPRING '85	FALL '85	12+ ACH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.2	11.5	12.4	12.2	①	WRBQ-FM 104.7	CHR	①	2	①	①	①	12/93	EASTMAN	ABC-F
13.3	12.9	14.5	11.7	2	WWBA 107.3	B/EZ	2	15	11	7	6	8/130	REPUBLIC	
6.7	7.5	7.0	8.2	3	WQYK 99.5	CTRY	4	6	7	4	3	9/121	KATZ	
6.8	5.9	7.0	7.6	4	WIQI 100.7	AC	3	5	3	2	2	11/100	MCGAVREN	
6.7	7.8	6.7	6.3	5	WYNF 94.9	AOR	7	3	2	3	4	10/105	CBS SPOT	ABC-R
6.5	4.3	5.3	5.8	6	WSUN 620	CTRY	5	12	12	8	5	13/85	CBS SPOT	ABC-E
5.2	4.8	5.7	5.1	7	WDAE 1250	BBND	9	13	18	16	12	11/99	MCGAVREN	ABC-I
4.3	4.3	4.9	4.8	8	WZNE 97.9	CHR	6	①	5	6	9	15/72	CHRISTAL	NBC-S
3.5	2.9	2.6	3.8	9	WNLT 95.7	AC	8	4	4	5	7	15/71	MMR	
2.1	3.8	3.1	3.7	10	WGUL 105.5	BBND	13	18	24	23	19	8/131	MASLA	MBS
4.0	3.8	3.4	3.3	11	WFLA 970	AC	10	17	17	14	11	16/68	BLAIR	NBC
3.5	3.0	3.0	2.9	12	WPLP 570	TALK	12	10	15	17	16	12/87	SELCOM	CBS
2.3	1.3	1.4	2.1	13	WPDS 93.3	AC	11	9	9	10	10	19/58	BLAIR	
3.8	3.2	2.5	1.9	14	WTMP 1150	B/U	17	7	8	9	8	12/89	HNWH	SHRDN
2.1	2.1	1.9	1.8	15	WDUV 103.3	B/EZ	14	20	20	20	18	17/65	SELCOM	MBS
1.1	1.5	0.6	1.6	16	WRXB 1590	B/U	18	8	6	11	17	9/127	LAZAR	NBN
1.4	1.1	--	1.3	17	WPSO 1500	AC	21	26	22	24	25	8/139	MASLA	MBS
1.4	1.5	1.3	1.1	18	WAVE 102.5	AC	16	19	10	12	14	22/50		CBS-R
--	0.7	1.5	1.0	19	WHBO 1040	GOLD	20	23	14	13	13	13/86		UPI

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WIQI
2 WYNF	2 WIQI	2 WYNF	2 WIQI	2 WIQI	2 WRBQ-FM
3 WIQI	3 WYNF	3 WIQI	3 WYNF	3 WQYK	3 WQYK
4 WNLT	4 WZNE	4 WQYK	4 WZNE	4 WYNF	4 WWBA
5 WZNE	5 WNLT	5 WNLT	5 WQYK	5 WSUN	5 WNLT
6 WAVE	6 WRXB	6 WSUN	6 WNLT	6 WNLT	6 WSUN
7 WTMP	7 WQYK	7 WZNE	7 WWBA	7 WWBA	7 WPDS
8 WQYK	8 WPDS	8 WTMP	8 WRXB	8 WTMP	8 WZNE
9 WRXB	9 WTMP	9 WAVE	9 WPDS	9 WFLA	9 WYNF
10 WWBA	10 WWBA	10 WWBA	10 WTMP	10 WHBO	10 WTMP

FORMAT REACH

AC	19.2
AOR	6.3
BBnd	8.8
Blk/Urbn	3.5
BM/Easy	13.5
CHR	17.0
Ctry	14.0
Gold	1.0
N/T	2.9

WASHINGTON #9

WINTER '85 Feb '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.4	6.5	5.6	7.8	8.6	1 WHUR 96.3	B/U	2	5	3	1	1	12/91	DURPETTI		6.8
8.2	7.2	9.0	8.6	8.0	2 WGAY 99.5	B/EZ	6	13	15	6	2	11/99	MMR		5.1
9.7	7.6	6.4	6.7	7.1	3 WMAL 630	AC	1	20	14	7	4	15/73	MCGAVREN	ABC-I	7.0
7.3	8.0	7.1	7.5	7.0	4 WKYS 93.9	B/U	5	4	2	2	3	14/80	EASTMAN	NBC	8.0
5.8	5.9	6.8	6.5	6.5	5 WWDC-FM 101.1	AOR	4	3	1	3	6	15/73	CHRISTAL	US1	8.3
3.2	4.4	3.9	4.0	4.5	6 WTOP 1500	NEWS	8	17	17	14	11	17/62	HNWH	CBS	4.0
5.3	7.3	5.7	5.7	4.3	7 WRQX 107.3	CHR	3	7	5	5	9	22/48	BLAIR	ABC-C	5.4
4.6	3.5	3.9	3.9	4.0	8 WLTT 94.7	AC	7	14	6	4	5	20/54	CBS-FM		3.1
4.4	4.7	4.8	3.9	4.0	8 WAVA 105.1	CHR	9	6	4	8	13	20/54	HNWH	ABC-R	4.8
2.8	3.3	2.8	3.1	3.8	10 WDJY 100.3	B/U	10	1	7	13	15	16/67	MASLA	AP	4.0
4.3	3.6	4.6	4.1	3.5	11 WMZQ-FM 98.7	CTRY	14	18	12	12	7	15/72	CHRISTAL		3.9
4.1	3.4	3.8	3.8	3.4	12 WCLY & WPGC 95.5 1580	AC	11	8	9	9	8	18/59	TORBET		3.4
2.8	3.2	3.1	3.0	2.7	13 WASH 97.1	AC	12	15	10	10	10	21/52	KATZ	US1	2.4
2.1	2.2	2.0	2.3	2.7	13 WXTR-AF 1560 104.1	GOLD	15	11	11	11	12	16/66	MASLA		1.9
1.6	1.1	1.4	2.1	2.4	15 WBMW 106.7	CHR	13	2	13	18	19	22/49	BLAIR/RAR		3.5
3.3	3.2	3.2	2.1	2.7	16 WGMS-AF 570 103.5	CLAS	16	22	20	19	18	17/65	REPUBLIC	MBS	2.9
1.5	2.2	2.4	1.9	2.1	17 WWRC 980	B/EZ	18	26	27	25	22	15/83	MMR	NBC	2.1
2.8	2.9	3.1	2.7	1.9	18 WPKX-FM 105.9	CTRY	17	19	19	16	14	19/56	SELCOM		4.0
1.6	1.6	1.0	1.1	1.8	19 WHFS 99.1	AOR	20	21	8	15	18	12/87	MASLA	MBS	.8
1.0	0.7	1.2	1.1	1.5	20 WTKS 102.3	AC	19	23	18	17	16	17/65	HNWH		1.0
1.2	1.1	0.5	1.0	1.2	21 WOL 1450	B/U	21	9	16	20	20	17/66	ROSLIN	SHRDN	1.2
1.1	1.0	1.7	1.1	1.0	22 WYCB 1340	REL	23	28	22	21	21	13/81		SHRDN	1.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WHUR	1 WHUR	1 WHUR
2 WHUR	2 WHUR	2 WHUR	2 WKYS	2 WWDC-FM	2 WGAY
3 WKYS	3 WRQX	3 WKYS	3 WRQX	3 WKYS	3 WMAL
4 WAVA	4 WLTT	4 WAVA	4 WLTT	4 WGAY	4 WKYS
5 WHFS	5 WWDC-FM	5 WLTT	5 WGAY	5 WMAL	5 WLTT
6 WDJY	6 WAVA	6 WMAL	6 WCLY	6 WLTT	6 WRQX
7 WXTR-FM	7 WDJY	7 WXTR-FM	7 WMAL	7 WTOP	7 WMZQ-FM
8 WRQX	8 WCLY	8 WTOP	8 WASH	8 WCLY	8 WASH
9 WASH	9 WASH	9 WMZQ-FM	9 WDJY	9 WMZQ-FM	9 WCLY
10 WCLY	10 WBMW	10 WASH	10 WWDC-FM	10 WASH	10 WXTR-FM

FORMAT REACH

AC	18.7
AOR	8.3
Blk/Urbn	20.6
BM/Easy	10.1
CHR	10.7
Clas	2.7
Ctry	5.4
Gold	2.7
N/T	4.5
Rel	1.0

AKRON #62

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
10.4	10.3	11.5	1	WAKR 1590	AC	1	12	7	6	1	13/85	MCGAVREN	MBS	
10.0	9.9	9.9	2	WMMS 100.7	CHR	2	1	1	1	2	14/75	KATZ	NBC-S	
10.7	9.5	7.9	3	WKDD 96.5	CHR	3	3	3	2	3	17/65	KATZ		
--	6.4	6.7	4	WONE-FM 97.5	AOR	8	9	2	3	7	10/111	MCGAVREN		
5.2	5.3	6.4	5	WNIR 100.1	TALK	9	10	10	8	4	10/112	KATZ	ABC-E	
4.8	3.4	4.3	6	WMJI 105.7	AC	4	18	5	4	5	19/57	EASTMAN		
3.2	4.7	4.2	7	WLTF 106.5	AC	5	7	4	5	8	20/55	CHRISTAL	AP	
3.0	3.2	4.2	7	WGAR-FM 99.5	CTRY	7	8	8	7	6	16/68	BLAIR	ABC-E	
2.8	5.6	3.9	9	WDBN 94.9	B/EZ	13	26	17	12	10	12/88	MASLA		
5.7	5.2	3.8	10	WSLR 1350	CTRY	11	17	20	16	14	14/75	KATZ	ABC-E	
2.6	2.1	3.8	10	WDOK 102.1	B/EZ	12	20	16	10	9	14/79	MCGAVREN		

ALBANY-SCHENECTADY-TROY #51

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	11.6	11.0	1	WGY 810	AC	1	8	6	5	4	14/75	CHRISTAL	NBC	9.9
5.5	8.4	9.8	2	WROW-FM 95.5	B/EZ	4	17	9	6	2	11/96	MMR	ABC-I	5.9
11.8	9.5	9.7	3	WPYX 106.5	AOR	3	2	1	1	1	13/81	MCGAVREN	ABC-R	12.5
8.3	6.8	8.1	4	WQBK 1300	TALK	7	18	10	12	10	10/113	HNWH	CBS	10.2
7.8	9.3	7.7	5	WGFM 99.5	CHR	2	1	2	3	8	20/55	CHRISTAL	NBC-S	9.2
6.4	5.7	6.5	6	WWOM 100.9	AC	6	4	3	2	3	15/73	BLAIR	US1	5.0
5.6	5.4	5.9	7	WFLY 92.3	CHR	5	3	4	4	5	18/59	EASTMAN	ABC-C	5.7
5.0	4.8	4.2	8	WGNA 107.7	CTRY	11	9	8	8	6	13/85	TORBET	ABC-E	5.2
6.8	3.3	4.1	9	WROW 590	AC	8	16	11	10	9	18/59	MMR	ABC-I	1.7
3.6	5.5	3.9	10	WQBK-FM 103.9	AOR	10	5	5	7	7	15/72	HNWH	CBS-R	6.8

ALBUQUERQUE #82

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.0	14.2	12.6	①	KOB 770	AC	①	11	7	3	2	12/88	CHRISTAL	ABC-I
16.3	16.7	11.1	2	KOB-FM 93.3	AC	2	4	①	①	①	12/88	CHRISTAL	
9.2	9.5	9.4	3	KNMQ 105.9	CHR	3	①	3	5	8	13/80	HNWH	ABC-C
6.4	10.2	7.9	4	KFMG 107.9	AOR	4	2	2	2	9	13/86	HNWH	ABC-C
8.3	6.9	7.1	5	KRST 92.3	CTRY	5	5	5	4	3	12/92	MCGAVREN	
5.9	5.6	6.8	6	KKJY 100.3	B/EZ	6	16	10	8	4	12/92	TORBET	
5.7	3.8	3.9	7	KRKE-FM 94.1	AOR	7	7	4	6	10	17/64	EASTMAN	NBC-S
--	--	3.6	8	KIVA 105.1	CHR	8	3	6	7	19	15/73		
3.4	3.8	3.2	9	KRZY 1450	CTRY	11	13	14	10	7	13/81	MCGAVREN	
5.5	1.9	3.2	9	KHFM 96.3	CLAS	12	19	18	14	5	13/84	CMBS	

ALLENTOWN-BETHLEHEM-EASTON #60

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.9	13.5	12.8	①	WFMZ 100.7	B/EZ	3	19	13	6	3	10/107	TORBET		11.0
9.2	11.2	12.6	2	WZZO 95.1	AOR	①	2	①	①	①	12/88	BLAIR		12.0
9.7	8.5	9.7	3	WLEV 96.1	AC	4	6	2	2	2	13/83	KATZ		7.9
10.8	10.0	9.6	4	WQQQ 99.9	CHR	2	①	3	3	5	15/73	EASTMAN	ABC-C	11.5
8.1	6.1	6.3	5	WAEB-FM 104.1	AC	6	11	5	4	4	12/92	MCGAVREN	ABC-I	4.0
3.7	5.3	5.1	6	WEST 1400	BBND	8	9	21	13	15	8/139	KATZ	CBS	3.7
5.2	6.2	5.0	7	WAEB 790	AC	5	15	6	5	6	17/65	MCGAVREN	ABC-I	6.5
6.2	6.3	4.7	8	WKAP 1320	BBND	7	14	20	14	9	13/81	EASTMAN	ABC-E	6.4
1.6	3.0	2.5	9	WEEX 1230	CTRY	11	26	9	9	7	13/84	EASTMAN	MBS	1.7
3.7	3.4	2.5	9	WXXW 1470	CTRY	9	23	15	8	8	15/73	MMR	NBC	2.6

AUSTIN #59

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.5	11.9	16.3	①	KASE 100.7	CTRY	2	2	3	3	①	9/115	KATZ		13.2
16.0	18.4	15.1	2	KHFI 98.3	CHR	①	①	2	2	3	13/84	CHRISTAL		21.6
8.0	13.6	11.6	3	KLBJ-FM 93.7	AOR	3	3	①	①	2	13/85	EASTMAN		16.6
5.3	6.4	6.9	4	KOKE 95.5	AC	4	4	4	4	4	17/63	SELCOM		6.9
4.7	5.8	6.2	5	KLBJ 590	N/T	6	16	6	6	7	14/75	EASTMAN	CBS	2.8
6.2	4.5	5.8	6	KPEZ 102.3	B/EZ	8	9	10	7	6	11/101	MCGAVREN		4.1
9.5	8.3	5.5	7	KEYI 103.5	AC	5	5	5	5	5	18/61	TORBET		8.4
4.2	4.5	3.7	8	KVET 1300	CTRY	7	11	7	8	8	20/54	KATZ	ABC-I	3.9
1.5	--	2.6	9	KOKE 1370	B/U	13	21	13	10	10	7/153	SELCOM		.6
0.9	0.9	1.6	10	KIXL 970	REL	11	14	9	9	9	16/70	CHRISTAL		.6

BAKERSFIELD #88

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
13.9	13.9	15.1	①	KKXX 107.9	CHR	①	①	①	①	①	13/84	KATZ		
13.9	13.4	11.2	2	KUZZ 970	CTRY	2	3	4	3	2	11/99	KATZ		
7.8	8.3	7.9	3	KWAC 1490	SPAN	6	8	2	2	3	7/165	LOTUS		
7.6	9.0	7.2	4	KGFM 101.5	B/EZ	4	20	20	6	5	10/106	SELCOM		
6.6	8.8	6.9	5	KQXR 94.1	CHR	3	2	3	4	8	16/68	HNWH	ABC-E	
5.0	3.9	4.3	6	KGEO 1230	GOLD	5	7	5	5	4	15/74	SELCOM	NBC	
--	2.2	3.1	7	KLLY 95.3	AC	9	5	6	7	6	13/82	TORBET	AP	
2.3	3.7	2.9	8	KERN 1410	N/T	8	16	27	19	18	16/66	HNWH	ABC-I	
3.1	2.4	2.1	9	KAFY 550	CTRY	7	14	11	9	9	25/43	BLAIR	ABC-D	
1.7	2.2	1.9	10	KPMC 1560	N/T	10	21	29	20	15	19/58	MASLA	CBS	
1.2	0.8	1.9	10	KOST 103.5	AC	16	25	9	8	7	11/96	CHRISTAL		

BATON ROUGE #78

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.2	9.6	11.1	1	WGGZ 98.1	CHR	2	1	2	2	6	15/73	KATZ	CBS-R	13.5
17.8	12.5	10.9	2	WFME 102.5	CHR	1	2	1	1	4	17/64	BLAIR		13.6
6.6	9.5	10.4	3	WYNK-FM 101.5	CTRY	3	11	7	3	1	11/95	TORBET	ABC-E	13.5
5.2	11.0	10.2	4	WKJN 103.3	CTRY	5	6	8	4	2	10/108	EASTMAN		9.9
8.1	8.1	9.8	5	WXOK 1460	B/U	4	4	6	6	3	12/92	HNWH	NBN	6.0
8.6	8.3	8.7	6	WTKL 1260	B/U	8	3	3	5	5	9/123	W&P		6.6
7.7	9.1	6.2	7	KQXL 106.3	B/U	7	5	4	8	8	13/85	W&P	SHRDN	9.7
6.9	3.8	6.1	8	WQXY 100.7	AC	6	7	5	7	7	15/70	CHRISTAL		4.8
6.8	3.6	3.2	9	WJBO 1150	N/T	9	17	11	11	9	23/47	BLAIR	CBS	2.6
1.9	3.3	2.5	10	WXAM 910	BBND	11	15	17	13	12	15/73	CHRISTAL		1.8

BRIDGEPORT #90

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
16.8	13.5	19.6	1	WICC 600	AC	1	7	4	1	1	15/91	CHRISTAL	ABC-I	
14.8	16.4	15.1	2	WEZN 99.9	B/EZ	2	14	9	4	2	17/109	KATZ		
9.3	12.0	8.5	3	WKCI 101.3	CHR	3	1	2	2	3	11/65	MCGAVREN		
6.4	5.7	6.5	4	WPLR 99.1	AOR	5	4	1	3	5	10/84	CHRISTAL		
2.1	2.8	4.4	5	WCBS 880	NEWS	4	28	12	10	10	12/54	CBS SPOT	CBS	
2.0	2.5	4.4	5	WRKI 95.1	AOR	8	3	3	5	8	9/92	ROSLIN	NBC-S	
2.4	4.8	3.8	7	WRKS 98.7	B/U	9	2	6	8	7	13/84	REPUBLIC	US1	
7.1	4.0	3.7	8	WNBC 660	AC	6	23	7	6	4	15/49	HNWH	NBC	
3.8	1.9	3.0	9	WEBE 107.9	GOLD	7	15	5	7	6	23/62	ROSLIN		
0.7	1.6	2.6	10	WBLS 107.5	B/U	10	9	8	9	9	15/82	MCGAVREN	ABC-F	

CANTON #98

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
15.1	16.8	20.1	1		WHBC 1480	AC	1	6	6	1	1	11/94	CHRISTAL	ABC-E	
14.9	14.2	10.7	2		WHBC-FM 94.1	B/EZ	2	9	9	8	2	13/85	CHRISTAL		
9.2	7.7	7.5	3		WDJQ 92.5	AC	3	2	1	2	4	15/73	HNWH		
8.1	6.5	6.4	4		WRQK 106.9	AOR	5	3	2	3	3	12/88	EASTMAN	US1	
5.0	7.2	6.2	5		WKDD 96.5	CHR	4	1	3	4	7	17/63	KATZ		
5.7	5.7	5.5	6		WQXK 105.1	CTRY	8	20	7	7	5	13/86	MMR	ABC-D	
2.4	2.6	4.1	7		WMJI 105.7	AC	7	14	5	5	6	17/65	EASTMAN		
5.9	4.8	4.1	7		WMMS 100.7	CHR	6	7	4	6	8	17/62	KATZ	NBC-S	
2.4	2.6	3.6	9		WFAH 1310	AC	11	24	24	24	19	9/119	HNWH	ABC-I	
2.6	2.4	2.6	10		WSLR 1350	CTRY	9	22	26	10	9	15/73	KATZ	ABC-E	

CHARLESTON-NORTH CHARLESTON, SC #85

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.0	10.8	12.7	1		WWVZ 93.5	B/U	2	1	2	2	5	10/105	HNWH	SHRDN	16.8
16.5	15.3	12.4	2		WSSX 95.1	CHR	1	2	1	1	4	15/73	KATZ		15.5
13.5	11.9	10.2	3		WEZL 103.5	CTRY	3	6	7	4	1	12/87	BLAIR	NBC	11.1
9.4	9.5	8.0	4		WXTG 96.9	AC	4	9	3	3	2	14/79	MCGAVREN		6.0
6.5	10.0	7.1	5		WPAL 730	B/U	7	5	6	5	3	10/105	W&P	ABC-D	4.5
5.3	4.2	6.3	6		WKQB 107.5	CHR	5	3	5	8	10	14/79	REPUBLIC		9.6
3.2	3.8	6.3	6		WXLV 102.5	CTRY	8	8	8	7	6	11/94	TORBET	US1	6.9
--	4.8	4.9	8		WAVF 96.1	AC	6	7	4	6	7	17/64	MMR	US2	8.3
5.0	1.8	3.2	9		WCSC 1390	AC	9	17	9	9	12	15/73	MCGAVREN	ABC-E	1.3
3.9	3.5	3.2	9		WQIZ 810	REL	13	19	10	10	9	9/122	SELCOM	SHRDN	2.5
5.5	2.0	3.2	9		WMCJ 950	B/U	16	10	12	11	8	6/186	CLAYTON	US1	---

CHATTANOOGA #72

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
17.9	19.9	19.0	1	WSKZ 106.5	CHR	1	1	1	1	2	10/106	CHRISTAL	
10.8	16.2	15.6	2	WUSY 100.7	CTRY	2	3	2	2	1	9/115	HNWH	AP
11.2	9.0	9.1	3	WDEF-FM 92.3	B/EZ	3	19	7	5	3	13/85	KATZ	CBS
9.1	6.5	7.0	4	WDOD-FM 96.5	CTRY	4	5	5	4	4	13/81	TORBET	ABC-E
11.2	8.4	6.8	5	WJTT 94.3	B/U	5	2	3	3	5	12/92	MCGAVREN	CBS-R
9.4	6.7	6.3	6	WDEF 1370	AC	6	18	16	13	9	12/92	KATZ	CBS
5.0	2.0	3.8	7	WNOO 1260	B/U	12	7	6	7	8	7/161	MASLA	SHRDN
5.0	2.2	3.3	8	WDOD 1310	CTRY	8	12	20	9	7	15/71	TORBET	ABC-E
3.6	3.4	3.0	9	WGOW 1150	AC	7	8	8	6	6	17/65	CHRISTAL	
2.3	2.9	3.0	9	WOWE 105.5	AOR	9	4	4	8	13	13/83		NBC-S

COLUMBIA, SC #91

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
21.7	18.6	17.8	1	WCOS-FM 97.9	CTRY	1	7	2	1	1	11/103	MCGAVREN	ABC-I
9.1	9.1	12.4	2	WWDN 101.3	B/U	3	2	1	2	2	11/99	HNWH	ABC-F
15.1	13.9	8.7	3	WNOK-FM 104.7	CHR	2	3	3	3	5	18/61	KATZ	ABC-C
5.7	3.5	7.6	4	WCEZ 93.5	B/EZ	10	11	11	11	9	9/123	BLAIR	US2
0.6	3.7	7.3	5	WTCB 106.7	CTRY	6	6	5	4	3	14/78	EASTMAN	ABC-E
8.2	8.2	7.2	6	WZLD 96.7	CHR	4	1	4	5	11	18/59	W&P	
6.6	3.8	6.2	7	WOIC 1320	B/U	7	5	8	8	6	14/77	EASTMAN	NBC
4.6	6.1	6.0	8	WSCQ 100.1	AC	9	16	7	6	4	14/77	TORBET	CBS-R
9.0	5.8	5.9	9	WIS 560	AC	5	10	9	9	7	21/52	CHRISTAL	CBS
4.4	5.1	4.9	10	WDPN 103.1	B/U	8	4	6	7	8	18/62	UNIREP	MBS

EL PASO #81

FALL '84	SPRING '85	FALL '85	METRO RANK 12* AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
4.4	10.1	12.0	1	KEZB 93.9	CHR	1	1	2	3	2	14/76	CHRISTAL	US1	
10.6	13.8	11.1	2	KLAQ 95.5	AOR	3	2	1	1	6	12/92	HNWH	NBC-S	
15.7	13.7	9.8	3	KAMZ 93.1	CHR	2	3	3	2	1	15/72	EASTMAN		
7.6	7.0	7.6	4	KHEY-FM 96.3	CTRY	4	7	4	4	4	13/84	KATZ		
10.5	8.0	6.4	5	KTSM-FM 99.9	B/EZ	10	16	10	8	8	11/103	HNWH		
3.3	2.9	6.3	6	KROD 600	GOLD	5	6	5	5	3	15/74	HNWH		
6.6	5.4	5.8	7	KAMA 750	SPAN	6	9	8	7	7	13/81	CABALLERO		
5.1	4.0	5.2	8	KHEY 690	CTRY	8	12	12	6	5	14/78	KATZ	ABC-I	
3.0	2.3	4.0	9	KTSM 1380	N/T	11	15	16	14	13	11/96	HNWH	CBS	
3.0	4.6	3.5	10	KFIM 92.3	CHR	9	4	7	10	12	20/54	MCGAVREN		

FLINT #94

FALL '84	SPRING '85	FALL '85	METRO RANK 12* AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12* BIRCH SHARE
15.6	15.4	19.9	1	WCRZ 107.9	AC	1	3	1	1	1	11/95	KATZ	ABC-F	23.1
11.9	11.8	12.3	2	WWCK 105.5	AOR	2	1	2	2	2	14/77	MCGAVREN	NBC	16.3
13.2	15.1	10.1	3	WDZZ 92.7	B/U	4	2	3	3	3	13/86	HNWH	SHRDN	11.8
6.5	7.3	6.8	4	WTRX 1330	AC	3	5	4	4	4	21/51	CHRISTAL	ABC-I	12.4
4.3	6.6	6.3	5	WGER 102.5	AC	7	10	7	6	7	12/91	MCGAVREN	AP	3.8
6.5	8.6	5.9	6	WJR 760	MISC	5	14	12	9	5	16/69	EASTMAN	ABC-I	5.1
6.5	5.8	4.2	7	WKMF 1470	CTRY	8	12	13	7	6	17/64	KATZ	ABC-E	3.8
5.3	3.5	4.0	8	WDFD 910	AC	6	11	11	8	8	20/53	HNWH	CBS	1.3
1.7	2.0	3.2	9	WWWS 107.1	B/U	11	8	5	5	9	15/74	MASLA	SHRDN	2.4
3.8	3.8	2.5	10	WTAC 600	CTRY	9	19	15	16	10	27/41	TORBET	MBS	3.6

FRESNO #73

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.4	8.5	9.6	1	KMJ 580	N/T	2	8	10	6	1	12/87	KATZ	NBC	11.2
9.3	11.7	7.5	2	KYNO-FM 95.7	CHR	1	2	2	2	3	20/55	BLAIR		12.0
11.1	9.1	7.4	3	KKDJ 105.9	AOR	7	4	1	1	10	10/103	W&P		10.8
1.8	4.9	7.3	4	KOJY 98.9	B/EZ	8	16	15	9	2	10/107	MMR		3.3
5.1	4.9	6.2	5	KGST 1600	SPAN	10	5	9	10	4	10/106	LOTUS		1.8
3.7	5.5	5.9	6	KBOS 94.9	CHR	3	1	6	5	14	16/66	DURPETTI	ABC-F	5.6
5.7	5.9	5.5	7	KMGX 103.7	CHR	4	3	3	4	12	16/68	REPUBLIC	US1	8.3
5.6	4.1	4.7	8	KKNU 102.7	AC	9	24	11	11	7	15/73	CHRISTAL		3.8
5.5	4.9	4.6	9	KFIG-FM 101.1	AC	5	6	4	3	5	18/61	TORBET		4.8
5.6	4.3	4.6	9	KNAX 97.9	CTRY	11	9	12	13	11	11/95	KATZ	MBS	3.8

GRAND RAPIDS #65

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.0	10.2	1	WLAV-FM 96.9	AOR	3	4	1	1	2	12/89	MMR	NBC-S	15.0
10.6	10.5	10.1	2	WCUZ-FM 101.3	CTRY	4	8	4	3	1	12/88	CHRISTAL	ABC-E	9.1
8.2	11.7	8.7	3	WGRD 97.9	CHR	1	1	3	4	7	17/65	BLAIR	ABC-C	9.3
12.0	8.0	8.7	3	WOOD-FM 105.7	B/EZ	2	11	7	6	5	15/71	KATZ	NBC	9.4
8.4	7.4	7.7	5	WLHT 95.7	AC	5	5	2	2	3	15/70	SELCOM		8.8
8.7	7.2	7.7	5	WOOD 1300	AC	6	14	10	7	6	15/74	KATZ	NBC	8.5
5.0	4.8	7.1	7	WMUS-FM 106.9	CTRY	10	10	6	5	4	9/122	HNWH		2.8
2.7	2.8	3.5	8	WFUR-FM 102.9	REL	11	21	17	17	12	15/73			3.4
4.0	8.0	3.4	9	WCUZ 1230	CTRY	9	12	11	10	9	19/58	CHRISTAL	ABC-I	2.8
4.0	3.2	3.3	10	WKLO 94.5	CHR	7	2	5	8	11	28/39	EASTMAN		4.9

GREENVILLE-SPARTANBURG, SC #66

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.4	13.9	13.2	1	WESC-FM 92.5	CTRY	2	7	3	2	2	10/112	BLAIR	ABC-E
11.4	10.3	11.7	2	WFBC-FM 93.7	AC	1	6	1	1	1	13/81	KATZ	
9.8	7.8	8.3	3	WSPA-FM 98.9	B/EZ	5	10	12	8	5	11/96	MCGAVREN	
6.3	9.5	8.2	4	WHYZ 107.0	B/U	8	4	7	5	4	7/163	HNWH	ABC-C
9.0	7.3	8.0	5	WSSL-FM 100.5	CTRY	6	11	5	3	3	11/99	EASTMAN	US2
10.7	9.1	7.1	6	WANS-FM 107.3	CHR	3	2	2	4	6	18/61	TORBET	US1
4.5	6.1	6.6	7	WCKN 101.1	CHR	4	1	4	6	8	17/64		MBS
2.7	5.5	4.5	8	WKSF 99.9	CHR	7	3	6	7	11	17/64	MCGAVREN	
3.4	4.8	3.6	9	WASC 1530	B/U	16	5	9	9	7	6/195	W&P	ABC-C
4.9	3.2	2.9	10	WFBC 1530	GOLD	9	12	14	13	13	17/66	KATZ	NBC

HARRISBURG #71

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
--	18.7	15.3	1	WNNK 104.1	CHR	1	1	1	1	1	11/101	EASTMAN	AP
7.5	7.1	10.7	2	WRKZ 106.7	CTRY	2	12	6	2	2	10/107	MCGAVREN	ABC-E
10.6	11.9	9.9	3	WHP -FM 97.3	B/EZ	3	17	11	7	3	10/107	KATZ	
9.0	5.2	6.2	4	WSFM 99.3	AC	6	7	2	3	4	11/94	TORBET	US2
5.3	5.6	5.4	5	WQXA 105.7	CHR	4	2	4	4	6	17/62	KATZ	ABC-C
9.9	10.2	5.0	6	WHP 580	AC	5	13	13	10	8	16/68	KATZ	CBS
13.3	4.3	4.2	7	WTPA 93.5	AOR	9	3	3	5	10	12/94	SELCOM	ABC-R
2.4	3.1	3.8	8	WHTF 92.7	AOR	12	5	5	6	9	9/115	BLAIR	
4.1	2.5	3.5	9	WCMB 1460	CTRY	8	24	10	8	5	14/78	TORBET	ABC-D
7.7	3.1	3.3	10	WKBO 1230	AC	7	10	7	9	7	19/56	BLAIR	NBC

HONOLULU #53

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
12.1	16.6	13.9	1	KSSK 590	AC	2	11	4	2	1	12/87	EASTMAN	
10.2	8.7	13.5	2	KOMQ 93.1	CHR	3	1	2	3	5	11/95	SELCOM	AP
11.6	12.6	12.7	3	KULA 92.3	AC	1	2	1	1	2	14/79	EASTMAN	
6.6	8.1	8.0	4	KUMU-FM 94.7	B/EZ	4	9	9	5	3	14/79	TORBET	
11.1	9.5	7.7	5	KPOI 97.5	AOR	5	3	3	4	4	14/77	REPUBLIC	
2.8	3.3	4.6	6	KHVV 990	NEWS	8	17	15	9	6	17/64	HNWH	ABC-I
4.5	4.9	4.5	7	KKUA 690	AC	6	4	5	6	10	23/47	SELCOM	AP
5.3	5.0	4.5	7	KCCN 1420	MISC	9	18	10	10	7	15/72	W&P	
6.7	5.4	4.0	9	KRTR 96.3	AC	7	5	6	7	8	21/52	HNWH	
1.7	4.0	3.5	10	KORL 650	B/EZ	13	14	16	13	11	14/78	WESTERN	UPI

JACKSONVILLE #55

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.2	15.4	13.0	1	WIVY 102.9	AC	1	2	1	1	1	14/79	TORBET		11.6
11.4	10.3	9.8	2	WFYV 104.5	AOR	2	3	2	2	6	12/89	MMR	NBC-S	12.2
11.7	10.3	9.5	3	WQIK-FM 99.1	CTRY	4	5	5	4	3	11/95	MCGAVREN		10.6
9.2	7.3	7.8	4	WAIV 96.9	AC	3	6	3	3	2	15/74	EASTMAN		7.8
8.4	9.7	7.5	5	WJAX-FM 95.1	B/U	6	1	4	7	8	12/88	W&P	ABC-C	7.0
4.7	2.8	5.9	6	WCRJ-FM 107.3	CTRY	7	9	7	5	4	13/84	KATZ	ABC-D	5.7
9.5	9.5	5.6	7	WLCS 96.1	AC	5	8	6	6	5	17/64	SELCOM		5.1
3.5	4.7	5.6	7	WZAZ 1400	B/U	8	11	9	8	7	10/114	LAZAR		3.5
2.2	3.4	2.6	9	WNFI 99.9	CHR	10	4	10	11	18	17/62	EASTMAN		3.5
2.8	1.9	2.6	9	WPDQ 1460	B/U	11	7	8	9	10	17/63	MMR	NBN	2.7

JOHNSON CITY-KINGSPORT-BRISTOL #89

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
21.9	24.2	22.4	1	WQUT 101.5	CHR	1	1	1	1	2	10/110	KATZ	US1	
21.4	18.6	20.3	2	WXBQ 96.9	CTRY	2	3	2	2	1	10/108	MCGAVREN	ABC-I	
9.2	7.0	9.5	3	WTFM 98.5	B/EZ	3	14	3	3	4	11/96	REPUBLIC	ABC-E	
8.8	9.7	8.9	4	WJCW 910	CTRY	4	8	6	4	3	12/93	KATZ	CBS	
1.5	3.2	3.2	5	WZXY 104.9	CHR	5	2	5	6	9	17/63	TORBET	NBC-S	
2.5	0.5	2.6	6	WKIN 1320	CTRY	7	15	15	8	5	16/68	TORBET	AP	
2.7	2.0	2.6	6	WZAP 690	REL	16	5	13	17	15	8/140	J.C. GATES		
2.2	1.5	2.3	8	WIKQ 94.9	AC	8	19	4	5	7	16/66	TN SPOT		
1.9	1.4	2.1	9	WBEJ 1240	CTRY	10	20	20	14	10	15/71			
1.0	1.5	1.9	10	WRGS 1370	B/EZ	22	30	30	9	6	7/152		US2	

KNOXVILLE #68

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.6	23.3	26.7	1	WIVK-FM 107.7	CTRY	1	4	2	1	1	9/119	KATZ	ABC-E	25.2
15.8	17.5	14.7	2	WIMZ-FM 103.5	AOR	2	2	1	2	2	12/94	BLAIR	NBC-S	17.0
14.8	14.5	13.4	3	WEZK 97.5	B/EZ	4	6	5	4	4	10/114	CHRISTAL		12.7
8.0	6.7	9.0	4	WMYU 102.1	AC	3	3	3	3	3	15/70	MCGAVREN		12.2
7.7	8.2	7.6	5	WOKI 100.3	CHR	5	1	4	5	7	15/74	SELCOM	ABC-F	6.4
4.3	4.5	4.0	6	WIVK 850	CTRY	7	14	7	6	5	15/70	KATZ	ABC-E	4.3
5.7	2.6	3.4	7	WNOX 990	CTRY	6	8	10	8	6	21/52	EASTMAN	CBS	4.1
4.3	1.1	2.5	8	WBMK 1430	B/U	12	5	6	7	9	7/156	MASLA	SHRDN	1.4
1.0	1.8	1.7	9	WKGN 1340	B/U	10	9	8	10	11	16/68		MBS	1.3
0.6	1.6	1.5	10	WBZW 1040	B/EZ	17	12	21	19	19	8/134			---

LANSING-EAST LANSING #96

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.1	20.5	18.9	①	WVIC-FM 94.9	CHR	①	①	①	①	①	12/87	BLAIR		20.5
9.5	10.3	9.0	2	WITL-FM 100.7	CTRY	3	11	8	6	3	13/81	MCGAVREN	US2	12.7
7.6	5.6	8.8	3	WJIM-FM 97.5	B/EZ	5	14	11	9	5	11/100	TORBET	NBC	5.7
9.3	9.4	7.5	4	WFMK 99.9	AC	2	9	4	3	2	18/60	SELCOM	ABC-F	7.9
2.3	5.5	7.0	5	WMMQ 92.7	AOR	6	8	2	2	4	13/83	HNWH	CBS-R	11.6
9.3	8.4	6.6	6	WJXQ 106.1	CHR	4	2	3	4	9	18/61	CHRISTAL		6.3
7.2	5.6	5.1	7	WJR 760	MISC	7	15	15	10	8	16/69	EASTMAN	ABC-I	5.4
2.7	1.7	4.6	8	WXLA 1170	B/U	16	3	6	7	10	6/182	MICHIGAN		2.6
3.5	3.5	4.4	9	WIBM 94.1	GOLD	8	7	5	5	6	18/60	W&P	MBS	3.5
5.6	5.6	3.8	10	WILS-FM 101.7	AC	9	4	7	8	7	20/54	HNWH	US1	3.2

LAS VEGAS #75

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
11.6	13.6	13.4	①	KXTZ 94.1	B/EZ	2	15	10	5	2	10/107	SELCOM		
10.4	7.4	10.6	2	KFMS 101.9	CTRY	3	5	4	2	①	11/99	KATZ		
11.2	12.4	10.2	3	KLUC 98.5	CHR	①	①	2	3	4	14/76	MCGAVREN	ABC-C	
10.4	11.4	9.5	4	KOMP 92.3	AOR	4	2	①	①	5	11/95	CHRISTAL		
3.9	5.9	6.9	5	KMZQ 100.5	AC	5	7	3	4	3	11/98	MMR	MBS	
5.6	5.4	5.0	6	KORK 920	MISC	10	11	19	18	12	12/92	EASTMAN	NBC	
4.4	4.6	3.8	7	KDWN 720	N/T	8	13	16	14	10	17/65	BLAIR		
1.3	1.7	2.9	8	KYRK 97.1	B/U	7	3	6	8	15	24/45	EASTMAN		
4.0	3.3	2.7	9	KENO 1460	AC	11	19	7	7	7	17/62	CHRISTAL		
4.0	2.2	2.6	10	KVEG 1410	CTRY	12	18	12	12	6	18/61	KATZ		
3.5	1.8	2.6	10	KRAM 1340	CTRY	16	16	15	17	17	12/88	TORBET		
3.9	6.6	2.6	10	KUDO-FM 93.1	AC	9	6	5	6	13	24/44			

LITTLE ROCK-NORTH LITTLE ROCK #83

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.4	14.1	17.6	1	KSSN 95.7	CTRY	2	4	3	1	1	11/100	EASTMAN	ABC-E	20.2
14.0	18.0	13.1	2	KKYK 103.7	CHR	1	1	1	2	3	16/69	BLAIR		18.6
9.8	8.4	12.4	3	KEZQ 100.3	B/EZ	5	11	8	5	2	9/120	MMR		6.9
5.1	8.0	8.7	4	KARN 920	N/T	6	8	9	8	7	11/98	BLAIR	CBS	5.1
9.6	9.0	7.7	5	KMJX 105.1	AOR	4	3	2	3	5	15/71	HNWH	ABC-R	9.2
4.2	3.2	6.6	6	KHLT 94.1	AC	7	7	4	4	4	15/75	CHRISTAL	ABC-D	8.3
7.3	7.1	4.8	7	KLAZ-FM 98.5	AC	3	2	5	6	6	25/43			6.8
3.6	4.7	4.7	8	KLAZ 1250	B/U	9	6	6	7	8	13/81			2.4
3.2	4.8	4.1	9	KLRA 1010	CTRY	8	12	13	11	10	16/68	CHRISTAL		3.6
7.3	5.9	3.2	10	KWTD 106.3	B/U	10	5	7	9	9	16/66	ROSLIN	MBS	4.1

McALLEN-BROWNSVILLE #77

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
21.9	21.3	16.8	1	KGBT 1530	SPAN	2	5	4	2	1	9/119	KATZ		
7.9	14.3	14.3	2	KBFM 104.1	CHR	1	1	1	1	4	13/87	CHRISTAL	ABC-F	
9.3	9.9	9.9	3	KELT 94.5	AC	3	4	2	3	2	12/89	KATZ		
3.8	4.6	7.7	4	KQXX 98.5	SPAN	8	6	6	6	6	8/141	CABALLERO		
10.1	8.5	7.2	5	KIWW 96.1	SPAN	4	7	3	4	3	13/81	MCGAVREN		
4.9	4.4	6.8	6	KTXF 100.3	CTRY	7	9	5	5	5	10/111	EASTMAN		
7.9	6.5	6.1	7	KRIX 99.5	AOR	6	3	7	7	11	13/86	MMR	ABC-R	
9.5	7.9	5.9	8	KRGV 1290	CHR	5	2	8	8	10	16/67	BLAIR	US1	
5.3	3.8	5.2	9	KVLY 107.9	B/EZ	9	12	14	12	9	9/117	HNWH		
2.4	3.2	3.2	10	KIRT 1580	SPAN	12	14	15	9	7	10/110	CABALLERO		

MOBILE #87

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.5	15.1	23.1	1	WKSJ-FM 94.9	CTRY	1	5	1	1	1	8/129	BLAIR	ABC-E
15.3	11.9	13.8	2	WBLX 92.9	B/U	3	2	2	3	2	9/125	HNWH	US1
14.0	16.4	13.7	3	WABB-FM 97.5	CHR	2	1	3	2	3	11/95	CHRISTAL	ABC-F
9.4	11.6	10.6	4	WGOK 90.0	B/U	5	3	5	4	4	8/136	ROSLIN	SHRDN
6.2	4.7	6.3	5	WKRQ 71.0	N/T	6	9	13	9	9	10/111	KATZ	CBS
6.3	7.5	5.3	6	WKRQ-FM 99.9	CHR	4	4	4	5	5	18/65	KATZ	MBS
7.0	5.0	4.6	7	WLPR 96.1	B/EZ	7	16	9	8	7	12/91	MASLA	
2.3	4.3	3.5	8	WMOB 136.0	REL	12	13	12	11	10	8/133		
6.7	4.6	3.2	9	WDLT 98.3	AC	8	7	7	7	6	17/64	SELCOM	CBS-R
--	1.7	2.9	10	WIZD-FM 104.1	AC	9	15	6	6	8	14/78	EASTMAN	

NEW BEDFORD #84

FALL '84	SPRING '85	FALL '85	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.6	9.8	10.8	1	WHJY 94.1	AOR	1		1	1	3	12/92	KATZ	ABC-R
8.0	8.2	9.7	2	WLKW 101.5	B/EZ	4		14	4	2	8/136	CHRISTAL	ABC-I
9.4	7.0	8.6	3	WMYS 98.1	AC	2		2	2	1	13/84	TORBET	
7.5	8.2	5.9	4	WBSM 142.0	N/T	6	NO TEEN RANKINGS	19	11	9	10/106	W&P	NBC
6.8	7.9	4.9	5	WPRO-FM 92.3	CHR	3		3	3	8	23/48	BLAIR	ABC-C
2.0	3.0	3.5	6	WPRO 63.0	AC	8		10	9	5	16/68	BLAIR	ABC-D
0.9	1.4	3.4	7	WBRU 95.5	AOR	10		5	5	10	14/75	SELCOM	CBS-R
1.4	1.8	3.2	8	WARA 132.0	AC	9		15	12	14	16/68	NE SPOT	
3.8	3.4	3.1	9	WSNE 93.3	AC	5		6	7	4	22/50	EASTMAN	
1.8	1.9	3.0	10	WXKS-FM 107.9	CHR	13		7	10	16	13/86	MMR	

NEW HAVEN-MERIDEN #80

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	8.7	15.1	1	WELI 96.0	AC	1	11	10	3	2	12/93	BLAIR		12.5
13.4	11.5	11.2	2	WKCI 101.3	CHR	2	2	1	1	1	15/73	MCGAVREN		14.5
6.6	5.0	6.6	3	WAVZ 1300	BBND	4	19	19	13	8	13/86	MCGAVREN	ABC-I	3.4
5.9	7.0	6.2	4	WPLR 99.1	AOR	3	3	2	2	4	16/68	CHRISTAL		9.6
5.2	7.3	5.8	5	WEZN 99.9	B/EZ	5	21	16	11	3	14/78	KATZ		1.5
4.3	4.6	5.8	5	WNHC 1340	B/U	11	4	3	4	9	10/107	SAVALLI	SHRDN	7.6
2.9	2.9	4.7	7	WKSS 95.7	CHR	7	1	4	7	14	16/69	MMR		7.3
4.2	2.9	3.6	8	WCBS 880	NEWS	6	15	11	12	11	21/51	CBS SPOT	CBS	3.0
2.8	3.1	3.2	9	WWYZ 92.5	AC	13	17	7	5	5	14/79	CBS-FM	US1	1.0
3.1	3.1	3.2	9	WRCH 100.5	B/EZ	14	18	23	14	12	13/87	TORBET	ABC-D	2.4

OMAHA-COUNCIL BLUFFS #69

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
28.3	20.1	26.8	1	KFAB 1110	AC	1	5	5	2	1	11/100	CHRISTAL	NBC	
14.4	16.1	12.1	2	KQKQ 98.5	CHR	2	1	2	3	5	14/79	EASTMAN	ABC-F	
14.2	13.2	11.1	3	KEZO 92.3	AOR	4	3	1	1	3	11/95	BLAIR	ABC-R	
6.3	9.2	8.1	4	KGOR 99.9	AC	3	2	3	4	2	16/69	CHRISTAL	NBC	
5.4	7.4	8.0	5	KESY-FM 104.5	B/EZ	5	8	10	7	7	12/94	SELCOM		
4.5	5.9	7.3	6	KEFM 96.1	AC	6	4	4	5	4	12/88	MCGAVREN		
4.3	5.5	4.7	7	WOW -FM 94.1	CTRY	9	11	6	6	6	13/85	TORBET	ABC-E	
4.0	3.2	4.2	8	WOW 950	CTRY	8	10	9	9	9	17/64	TORBET	ABC-I	
1.0	3.1	3.0	9	KEDS 1490	GOLD	10	12	7	8	8	15/72	BLAIR	MBS	
5.5	3.9	2.3	10	KOIL 1290	AC	7	9	8	10	10	33/32	SELCOM	CBS-R	

ORLANDO #52

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
--	3.4	12.7	1		WSSP 104.1	B/EZ	5	18	12	7	4	8/132	HNWH		8.4
12.9	12.6	9.1	2		WJYO 107.7	AC	4	8	5	2	1	12/93	MCGAVREN		6.2
13.4	9.1	9.1	2		WWKA 92.3	CTRY	8	7	7	6	3	10/110	KATZ		9.9
8.8	12.0	9.0	4		WHLY 106.7	CHR	2	1	4	5	8	15/73	CHRISTAL		9.4
--	--	8.7	5		WSTF 101.1	AC	3	5	3	1	2	13/84	REPUBLIC		7.7
8.0	8.1	8.1	6		WBJW-FM 105.1	CHR	1	2	2	4	6	17/65	BLAIR	ABC-C	10.6
7.9	9.9	7.7	7		WDIZ 100.3	AOR	7	4	1	3	5	12/90	SELCOM	ABC-R	14.6
8.7	7.7	6.9	8		WDBO 580	AC	6	14	11	9	7	14/78	KATZ	ABC-I	6.2
4.2	3.7	4.8	9		WORL 1270	B/U	10	6	6	8	9	10/106	MCGAVREN		4.9
6.2	5.8	4.3	10		WKIS 740	N/T	9	9	15	12	12	15/72	EASTMAN	MBS	2.9

RALEIGH-DURHAM #63

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.0	6.5	10.7	1		WPTF 680	AC	2	19	8	5	3	12/91	MCGAVREN	NBC	9.6
12.0	12.5	10.5	2		WRAL 101.5	AC	1	5	1	1	1	13/84	KATZ		12.3
5.5	10.2	9.1	3		WFXC 107.1	AC	7	2	3	4	8	9/124	SELCOM		9.3
6.7	6.0	8.5	4		WRDU 106.1	AOR	4	4	2	3	4	12/88	MMR		8.5
9.6	6.6	7.0	5		WDCG 105.1	CHR	3	1	5	8	5	18/61	BLAIR	US1	8.9
3.6	2.7	6.5	6		WYLT 96.1	AC	6	7	4	2	2	15/71	CHRISTAL		5.4
4.7	4.5	5.3	7		WQDR 94.7	CTRY	8	8	7	6	7	14/76	MCGAVREN	ABC-E	7.3
3.8	5.2	5.0	8		WZZU 93.9	CHR	5	3	6	7	6	20/54	TORBET		4.7
2.2	2.8	3.5	9		WDUR 1490	B/U	10	6	10	10	9	13/87	SELCOM		1.8
4.7	3.5	3.3	10		WDNC 620	BBND	9	14	19	14	12	17/65	BLAIR	CBS	2.3

RICHMOND #54

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.9	11.5	14.7	1	WRVA 1140	AC	1	13	7	5	4	11/97	EASTMAN	NBC
10.5	11.4	14.2	2	WPLZ 99.3	B/U	4	1	2	1	2	9/121	MCGAVREN	US1
13.4	16.6	12.1	3	WRVQ 94.5	CHR	2	2	3	2	3	14/80	EASTMAN	ABC-C
9.7	11.4	9.9	4	WEZS 103.7	AC	3	5	4	3	1	14/80	BLAIR	
8.8	9.7	9.6	5	WRXL 102.1	AOR	5	3	1	4	5	11/101	KATZ	ABC-R
6.5	7.1	7.0	6	WTVR 98.1	CTRY	6	6	5	6	6	11/95	MMR	MBS
2.5	3.1	3.2	7	WFTH 1590	REL	13	17	13	12	11	7/161		
3.3	3.5	3.1	8	WRNL 910	CTRY	7	12	10	9	7	17/62	KATZ	ABC-I
--	--	2.7	9	WZZR 92.7	CHR	8	4	6	7	8	15/70		
4.7	3.7	2.7	9	WLEE 1480	B/EZ	10	18	18	16	15	15/72	HNWH	CBS

SAGINAW-BAY CITY-MIDLAND #99

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
16.6	19.4	26.6	1	WIOG 106.3	CHR	1	1	1	1	1	10/112	KATZ	ABC-C
12.6	15.7	12.9	2	WKCQ 98.1	CTRY	2	4	3	2	2	11/96	CHRISTAL	NBC
11.4	11.4	12.0	3	WSGW 790	AC	4	8	8	5	4	10/108	KATZ	ABC-I
11.8	10.1	10.7	4	WGER 102.5	B/EZ	5	14	6	4	5	11/100	MCGAVREN	AP
12.6	10.6	8.5	5	WHNN 96.1	AC	3	3	2	3	3	17/64	SELCOM	US1
7.6	5.9	4.3	6	WFXZ 1440	AOR	6	2	4	6	6	19/58	UNIREP	ABC-D
2.7	2.9	3.0	7	WWCK 105.5	AOR	8	6	5	7	9	15/74	MCGAVREN	NBC
3.4	2.6	2.7	8	WSAM 1400	GOLD	7	7	7	8	7	18/61	CHRISTAL	NBC
2.4	2.2	2.3	9	WJR 760	MISC	9	10	13	13	10	17/65	EASTMAN	ABC-I
0.5	0.3	1.8	10	WRCI 93.5	AC	14	15	10	9	8	10/106	P/W RADIO	

SAN DIEGO NORTH COUNTY #74

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.9	7.6	9.5	①	KJQY 103.7	B/EZ	2	7	22	19	8	11/98	BLAIR	
5.3	7.9	9.2	2	KFMB-FM 100.7	AC	①	3	①	①	①	15/72	MCGAVREN	
7.0	7.9	6.3	3	KFMB 760	AC	3	32	8	4	2	15/70	MCGAVREN	CBS
5.6	12.4	6.3	3	KGB 101.5	AOR	4	5	2	2	6	13/86	KATZ	
6.5	3.7	6.1	5	XTRA-FM 91.1	AOR	5	2	3	3	14	13/85	MMR	
2.9	3.2	5.0	6	KCBQ-FM 105.3	CTRY	6	6	5	5	4	14/79	REPUBLIC	
5.2	3.8	4.1	7	KEZL 102.1	AC	8	24	4	6	3	16/69	SELCOM	ABC-D
3.9	3.0	3.4	8	KNX 1070	NEWS	7	21	20	21	15	21/52	CBS-FM	CBS
4.7	2.4	3.2	9	KKOS 95.9	AC	9	10	6	7	7	15/72		
2.6	2.5	2.9	10	KCBQ 1170	CTRY	11	15	24	9	5	14/75	REPUBLIC	

SPOKANE #95

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.1	16.9	17.8	①	KXLY-FM 99.9	B/EZ	2	6	8	4	2	8/141	TORBET	
12.2	14.1	15.6	2	KZZU-FM 92.9	CHR	①	①	①	①	3	12/92	CHRISTAL	
11.8	12.6	12.4	3	KDRK 93.7	CTRY	3	5	3	2	①	9/127	EASTMAN	US1
9.7	10.9	8.6	4	KEZE 105.7	AOR	6	3	2	3	4	10/109	MCGAVREN	
5.4	4.6	5.9	5	KXLY 920	N/T	5	11	13	10	7	15/70	TORBET	CBS
7.8	6.1	5.2	6	KGA 1510	CTRY	7	12	10	6	5	16/69	EASTMAN	ABC-I
8.5	7.5	5.0	7	KKPL-AF 630 96.1	AC	4	4	4	5	6	20/55	HNWH	
5.6	6.0	4.9	8	KLSN 590	AC	9	17	15	11	10	14/80	KATZ	NBC
0.9	0.3	3.5	9	KQSP 98.9	AC	11	7	5	7	8	14/79	BLAIR	
5.9	5.0	3.0	10	KISC 98.1	CHR	8	2	6	9	11	27/41	KATZ	NBC
3.7	2.6	3.0	10	KJRB 790	AC	10	9	7	8	9	16/67	MCGAVREN	ABC-C

SPRINGFIELD-CHICOPEE-HOLYOKE #70

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.0	8.5	10.3	1	WMAS-FM 94.7	BBND	2	5	1	1	1	12/87	MCGAVREN	
8.7	8.4	10.1	2	WMAS 1450	B/EZ	6	13	17	11	7	9/120		MBS
6.7	7.9	9.7	3	WRCH 100.5	B/EZ	7	14	11	7	4	9/118	TORBET	ABC-D
7.6	6.3	7.3	4	WHYN 560	AC	4	9	6	2	2	17/64	BLAIR	US1
9.0	10.1	7.1	5	WTIC-FM 96.5	CHR	1	1	3	5	6	18/59	KATZ	
8.7	7.5	6.8	6	WAQY 102.1	AOR	3	2	2	4	5	19/58	EASTMAN	ABC-C
9.9	9.2	6.4	7	WHFM 93.1	AC	5	7	5	3	3	17/65	MCGAVREN	CBS-R
2.8	2.9	4.4	8	WTIC 1080	AC	9	12	16	21	11	16/69	KATZ	NBC
2.3	4.8	4.0	9	WCCC-FM 106.9	AOR	8	6	4	6	8	18/61	SELCOM	ABC-C
1.5	2.9	2.8	10	WHMP-FM 99.3	CHR	11	3	9	8	9	16/68	MASLA	

SYRACUSE #61

FALL '84	SPRING '85	FALL '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.9	15.6	16.6	1	WYYY 94.5	AC	1	3	1	1	1	12/88	KATZ		17.4
12.3	14.4	12.4	2	WSYR 570	AC	2	6	10	6	2	12/90	KATZ	NBC	9.9
8.2	10.2	11.0	3	WAQX-AF 1490 95.3	AOR	4	2	2	2	5	11/97	MMR	ABC-R	11.8
9.5	8.1	9.9	4	WNTQ 93.1	CHR	3	1	3	3	6	13/84	MCGAVREN		8.5
7.1	6.5	6.6	5	WURS-WEZG 1220 100.9	B/EZ	7	13	9	9	7	10/110	SELCOM		5.4
4.0	5.3	6.1	6	WRRB 107.9	CTRY	6	8	7	4	4	11/95	EASTMAN		7.1
7.5	4.9	5.8	7	WHEN 620	AC	5	10	6	5	3	20/55	EASTMAN	ABC-E	5.0
6.5	5.6	3.6	8	WFBL 1390	BBND	9	17	17	16	12	14/79	W&P	ABC-D	3.9
5.6	4.5	3.5	9	WKFM 104.7	AOR	8	4	4	7	10	18/59	CHRISTAL	ABC-F	3.5
2.0	1.9	2.9	10	WNDR 1260	GOLD	10	11	8	8	8	16/69	MCGAVREN	CBS	2.1

TOLEDO #67

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.5	12.2	13.0	1	WMHE 92.5	AC	1	1	2	1	1	12/88	CHRISTAL	ABC-F	12.7
11.9	10.6	11.0	2	WLQR 101.5	B/EZ	4	7	6	5	3	10/107	KATZ		9.1
11.2	9.9	10.2	3	WIOT 104.7	AOR	2	3	1	2	4	13/85	MCGAVREN		9.7
9.3	9.9	8.8	4	WSPD 1370	AC	3	6	7	6	6	15/74	KATZ	NBC	10.1
8.3	7.3	6.3	5	WKLR 99.9	CTRY	7	8	4	4	2	12/94	MMR	ABC-E	9.1
6.4	5.0	5.9	6	WWWM 105.5	AC	5	9	3	3	5	15/70	BLAIR		6.5
3.3	5.2	5.8	7	WTOD 1560	CTRY	11	24	9	8	8	8/136	MMR	ABC-I	4.8
7.8	6.7	4.7	8	WRQN 93.5	CHR	6	2	5	7	11	19/58	MASLA		8.0
4.9	4.6	4.1	9	WJR 760	MISC	8	16	12	9	7	16/67	EASTMAN	ABC-I	3.9
0.9	1.7	3.9	10	CKLW 800	BBND	13	20	21	14	12	11/102	TORBET		2.1

TUCSON #64

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	
11.8	11.7	10.8	1	KJYK 94.9	B/EZ	5	12	13	8	4	9/126	SELCOM		
6.1	9.0	9.3	2	KLPX 96.1	AOR	2	3	1	1	2	13/85	TORBET		
4.2	7.4	9.2	3	KIIM 99.5	CTRY	4	6	2	2	1	11/102	KATZ		
11.8	13.3	7.2	4	KRQQ 93.9	CHR	1	1	3	3	8	18/62	MCGAVREN		
5.6	5.3	6.6	5	KGvy 1080	BBND	13	19	20	20	16	7/164	ROSLIN	AP	
6.0	8.0	5.8	6	KWFM 92.9	AC	3	5	5	4	3	18/60	MMR		
8.1	3.5	5.1	7	KCUB 1290	CTRY	8	14	9	7	5	12/92	KATZ		
--	--	5.0	8	KUPD 97.9	CHR	12	4	4	5	12	10/107	MASLA		
7.5	4.7	4.9	9	KCEE 790	AC	7	9	8	6	6	12/87	MMR		
3.5	1.8	4.7	10	KNST 940	N/T	6	8	11	11	9	18/62	MCGAVREN	ABC-I	

TULSA #56

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.1	12.6	11.6	1	KVOO 1170	CTRY	3	5	10	6	2	11/95	BLAIR		11.5
8.3	9.2	11.5	2	KRMG 740	AC	1	9	5	5	4	14/75	CHRISTAL	ABC-I	10.6
9.4	10.9	11.5	2	KAYI 106.9	CHR	2	1	4	4	7	13/83	TORBET	ABC-F	11.8
9.9	11.4	11.5	2	KWEN 95.5	CTRY	4	3	3	1	1	11/95	KATZ	AP	11.2
10.2	9.6	10.8	5	KBEZ 92.9	B/EZ	6	10	6	7	5	11/96	MMR		7.6
7.7	9.0	8.6	6	KMOD 97.5	AOR	7	2	1	3	6	12/90	MCGAVREN		11.2
9.7	7.8	8.1	7	KRAV 96.5	AC	5	7	2	2	3	15/72	SELCOM		8.0
3.8	6.6	5.4	8	KTFX 103.3	CTRY	8	8	9	8	8	15/72	HNWH		4.1
5.1	4.3	3.2	9	KGTO 1050	GOLD	11	14	8	9	9	11/100	SELCOM	US1	1.8
3.6	3.2	3.1	10	KCFO-FM 98.5	REL	9	6	7	10	10	14/75	W&P	ABC-D	6.4

WEST PALM BEACH-BOCA RATON #57

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
10.2	10.5	11.3	1	WRMF 97.9	AC	3	3	1	1	1	11/103	BLAIR		
14.4	13.0	10.4	2	WEAT-FM 104.5	B/EZ	1	15	22	12	7	12/91	KATZ		
8.5	7.1	7.6	3	WJNO 1230	N/T	4	30	11	6	4	11/96	BLAIR	ABC-E	
12.5	9.8	6.9	4	WHYI 100.7	CHR	2	1	3	2	6	18/61	MCGAVREN	ABC-C	
6.2	7.7	6.8	5	WNJY 94.3	BBND	5	17	12	13	10	12/93	EASTMAN		
6.0	4.2	5.5	6	WIRK 107.9	CTRY	6	7	4	3	2	11/96	CHRISTAL		
1.6	4.9	4.5	7	WSHE 103.5	AOR	7	6	2	4	5	11/99	EASTMAN	ABC-R	
1.4	1.5	3.3	8	WIOD 610	N/T	11	21	21	15	8	13/86	CHRISTAL	ABC-I	
2.5	1.8	3.2	9	WKGR 98.7	AOR	10	34	5	5	3	13/83	HNWH	US1	
2.6	2.8	2.7	10	WLYF 101.5	B/EZ	12	25	26	14	13	14/75	BLAIR		

WICHITA #93

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	8.9	11.5	1	KFDI 107.0	CTRY	4	7	10	10	4	12/89	TORBET	ABC-E	11.0
12.6	15.2	11.3	2	KFDI-FM 101.3	CTRY	2	9	6	1	1	15/73	TORBET	ABC-E	14.0
8.7	13.5	10.1	3	KKRD 107.3	CHR	1	1	3	3	6	17/65	HNWH		11.5
7.8	5.4	8.4	4	KOEZ 92.3	B/EZ	7	16	12	8	5	11/97			6.2
10.0	10.3	7.8	5	KICT 91.5	AOR	8	4	1	2	2	11/99	KATZ	ABC-R	9.2
12.5	10.0	7.2	6	KEYN 103.7	CHR	3	2	2	4	7	22/50	MCGAVREN	US1	8.7
8.7	7.5	6.8	7	KFH 133.0	CTRY	5	14	9	9	8	16/68	EASTMAN	CBS	6.2
5.6	4.6	5.3	8	KLZS 97.9	AC	11	6	7	7	9	13/82	EASTMAN		3.7
5.4	4.4	5.3	8	KQAM 141.0	GOLD	6	8	5	5	3	18/59	MCGAVREN	US1	3.7
6.1	4.7	5.1	10	KLEO 148.0	BBND	9	10	14	13	12	15/74		ABC-I	4.3
--	--	5.1	10	KXLK-FM 105.3	AC	12	15	4	6	10	13/85	BLAIR	US2	5.2

WILKES BARRE-SCRANTON #58

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	10.3	9.7	1	WKRZ-FM 98.5	CHR	1	1	2	1	2	15/74	KATZ		9.9
8.8	6.8	8.8	2	WARM 59.0	AC	2	5	7	4	1	14/75	EASTMAN	MBS	9.5
7.1	6.2	7.6	3	WEZX 107.1	AOR	4	3	1	2	4	10/108	SELCOM	ABC-R	9.6
9.9	7.9	6.9	4	WNAK 73.0	B/EZ	8	38	25	15	7	7/155	MASLA	NEC	8.8
7.2	7.4	5.8	5	WGBI-FM 101.3	AC	3	4	3	3	3	15/73	TORBET	CBS-R	4.7
6.0	6.4	5.2	6	WEJL 63.0	AC	10	13	18	16	6	8/143	SELCOM	AEC-I	4.5
5.8	4.3	5.0	7	WTLQ 102.3	CHR	5	2	4	6	9	14/76	MCGAVREN		3.5
3.2	4.1	4.9	8	WWSH 97.9	B/EZ	9	12	20	13	11	9/117			3.0
4.1	3.9	4.1	9	WMGS 92.9	B/EZ	7	9	5	5	5	14/79	EASTMAN		3.1
3.2	3.4	3.6	10	WARD 154.0	TALK	13	14	16	17	12	8/133	SAVALLI	AP	1.5

WILMINGTON #76

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.1	9.3	10.5	1	WSTW 93.7	CHR	1	5	1	1	1	14/76	EASTMAN	
9.7	10.9	10.5	1	WMMR 93.3	AOR	2	3	2	2	2	14/79	KATZ	NBC-S
8.7	5.8	8.8	3	WDEL 1150	AC	3	10	8	6	4	13/80	EASTMAN	NBC
5.2	6.4	6.5	4	WUSL 98.9	B/U	7	1	3	3	7	11/98	EASTMAN	ABC-F
7.4	8.6	4.8	5	WJBR-FM 99.5	B/EZ	5	7	11	4	3	18/61		
2.4	2.6	4.8	5	WEAZ 101.1	B/EZ	6	13	20	16	10	16/67	MCGAVREN	
3.3	3.0	4.3	7	WKSZ 100.3	AC	10	9	7	7	5	16/70	MASLA	
4.1	5.3	3.9	8	WCAU-FM 98.1	CHR	4	2	9	12	16	23/47	CBS-FM	CBS
3.5	3.0	3.7	9	WYSP 94.1	AOR	8	4	5	9	17	18/59	TORBET	ABC-R
4.0	3.0	3.6	10	WAMS 1380	CTRY	12	12	22	11	8	12/87	SELCOM	ABC-D

WORCESTER #97

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.8	14.0	13.1	1	WAAF 107.3	AOR	1	1	1	1	2	11/95	KATZ	
14.1	11.8	13.0	2	WSRS 96.1	B/EZ	3	9	8	2	1	10/108	BLAIR	
9.6	9.7	10.5	3	WTAG 580	AC	2	15	16	6	3	13/82	MCGAVREN	NBC
4.0	6.1	5.5	4	WFTQ 1440	AC	6	8	3	3	5	13/83	KATZ	ABC-I
5.6	5.2	5.0	5	WROR 98.5	AC	4	4	4	4	4	16/68	REPUBLIC	US1
3.9	3.9	4.8	6	WNEB 1230	BBND	11	27	21	20	18	10/104	KATTELL	CBS
6.4	5.2	4.3	7	WBZ 1030	AC	5	13	17	11	8	17/65	BLAIR/RAR	ABC-I
3.9	4.5	4.0	8	WBCN 104.1	AOR	9	6	2	5	7	15/72	TORBET	
5.6	4.8	3.7	9	WHTT 103.3	CHR	8	2	7	10	13	19/57	CBS-FM	CBS-R
2.4	3.2	3.5	10	WORC 1310	AC	10	21	15	9	6	17/63	MASLA	ABC-D

YORK #100

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
9.0	10.2	13.2	1	WRKZ 106.7	CTRY	3	6	3	1	1	10/111	MCGAVREN	ABC-E	
11.1	8.5	10.6	2	WSBA 910	AC	2	24	9	5	4	15/74	EASTMAN		
7.6	10.3	10.2	3	WQXA 105.7	CHR	1	1	1	2	2	16/67	KATZ	ABC-C	
8.4	8.8	9.0	4	WNCE 101.3	B/EZ	6	14	7	7	5	11/102	TORBET	NBC	
8.4	10.5	7.5	5	WSBA-FM 103.3	AC	4	16	5	4	3	15/73	EASTMAN		
4.1	5.6	6.6	6	WYCR 98.5	CHR	5	2	4	6	7	16/66	HNWH	NBC-S	
5.9	5.4	6.2	7	WHTF 92.7	AOR	7	5	2	3	6	12/90	BLAIR		
1.2	2.5	2.7	8	WOYK 1350	BBND	11	13	20	23	16	14/76	REPUBLIC	MBS	
4.2	1.4	2.4	9	WOBG 1250	GOLD	14	17	18	13	9	11/96	KATZ	ABC-I	
1.6	2.4	2.2	10	WGTY 107.7	CTRY	12	11	8	8	8	17/62	MARKET 4	MBS	
2.2	2.0	2.2	10	WPOC 93.1	CTRY	13	26	12	12	10	13/80	EASTMAN	ABC-D	
1.4	1.5	2.2	10	WIYY	AOR	20	7	6	9	17	9/119	BLAIR	ABC-R	

YOUNGSTOWN-WARREN #79

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.7	17.5	15.8	1	WHOT-FM 101.1	CHR	1	1	1	1	1	12/87	EASTMAN		22.3
10.8	9.6	12.1	2	WKBN-FM 98.9	B/EZ	3	10	8	4	3	10/106	KATZ		9.8
7.5	11.0	11.9	3	WKBN 570	AC	2	11	3	2	2	13/82	KATZ	CBS	12.1
8.3	6.8	9.1	4	WBBW 1240	N/T	5	17	14	9	7	9/118	MCGAVREN	ABC-E	5.8
9.2	8.1	6.9	5	WQXK 105.1	CTRY	6	5	10	5	4	11/102	MMR	ABC-D	6.5
7.5	6.8	5.6	6	WYFM 102.9	AC	4	7	2	3	5	18/61	BLAIR	ABC-C	7.1
4.2	4.7	4.9	7	WDMT 107.9	B/U	9	2	4	6	8	11/102	HNWH	US1	7.9
4.5	2.7	4.2	8	WHOT 1330	AC	8	8	5	7	6	14/77	EASTMAN		2.4
5.4	5.0	3.1	9	WFMJ 1390	AC	7	14	17	13	11	23/47	UNIREP	NBC	5.5
3.7	4.2	3.1	9	WMMS 100.7	CHR	10	3	6	8	9	16/69	KATZ	NBC-S	2.7

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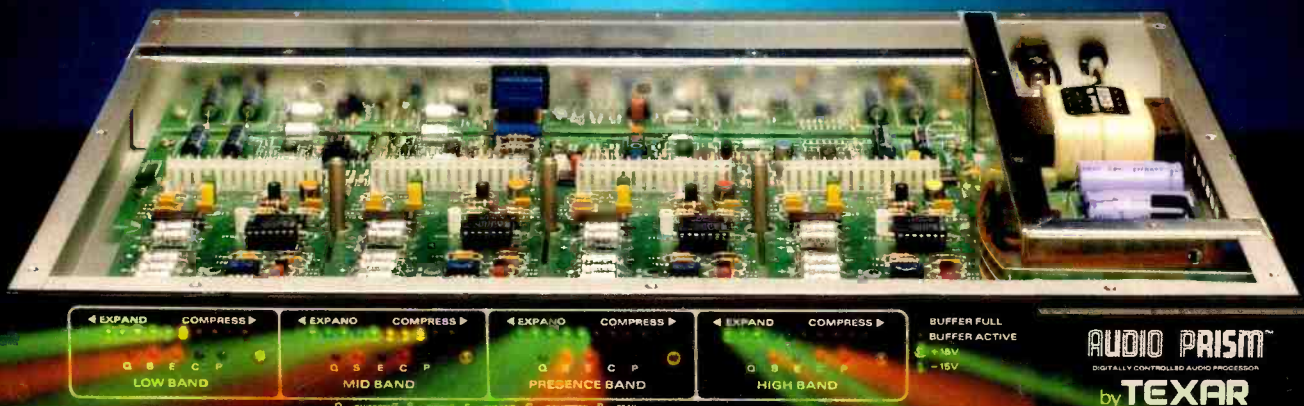
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