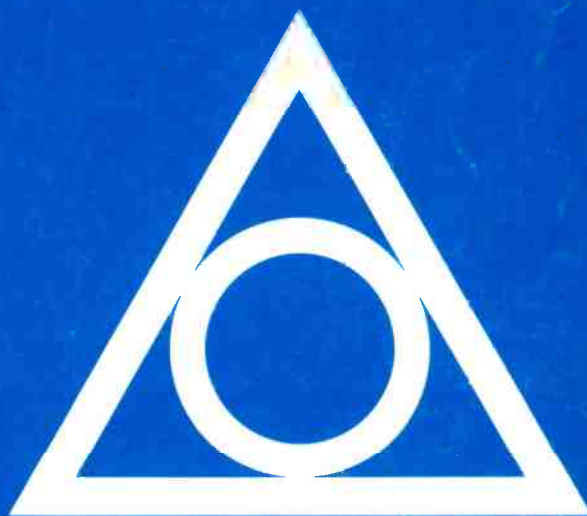




RADIO & RECORDS

RATINGS REPORT & DIRECTORY



INTEREP

Durpetti & Associates
Hillier, Newmark, Wechsler & Howard
Major Market Radio
McGavren Guild Radio
Weiss & Powell

SPRING '86 ARBITRON & BIRCH RESULTS FOR TOP 100 MARKETS —

DRIVETIME DOMINATORS — FORMAT LEADERS — UPDATED INDUSTRY DIRECTORY

the best of everything!

With the joining of the Westwood One Radio Networks and The Mutual Broadcasting System the dream became a reality – for us *and* you – because what we *have* you *get*: the best of everything. In programming and audience.

More than 5,000 stations strong, we are by far the largest source of exposure on American radio. We bring the Music, News, Concerts, Sports, Talk and Major Events of America *to* America...and the World.

Since bringing our forces together, Mutual has experienced a phenomenal growth of 25% in the most important adult demographic: Adults 25-54*. When it's News, Talk and Sports you want, you get the best from Mutual.

Westwood One continues to dominate the field of Entertainment and Special programming. We present more Music, Interviews, Concerts, Countdowns and Big Events than anyone (over 30 regularly scheduled programs a week and 40 specials a year). And we've revolutionized the world of Music Marketing with our Media-Driven concepts.

From the heights of our ratings to the depths of our resources: We dream; We innovate; We achieve and deliver...the best of everything!



WESTWOOD ONE RADIO NETWORKS

MUTUAL BROADCASTING SYSTEM

World Headquarters: 9540 Washington Boulevard
Culver City, California (213) 204-5000

*Radar 32, Volume 2 (Fall 1985) Mon.-Sun., 6 AM-12 MID.

CROSS PLUGSSM

Introducing Cross-Plugs,SM a major new development in promoting adult music radio stations on television.

Cross-Plugs,SM is pure tactical television—using a powerful, immediate call to action to promote the station's product itself *without contests or giveaways*.

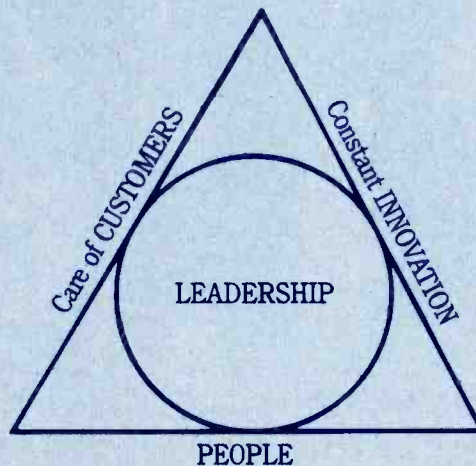
Cross-PlugsSM debuts in several major markets this fall. Let the people who created Direct-TV,SM the most powerful tactical television campaign ever produced for radio stations, introduce you to Cross-PlugsSM now.

Stop at Booth #401 or visit the Film House suite at the Marriott.

filmhouse
FILM HOUSE, INC. BROADCAST MARKETING SERVICES

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

The blueprint for successful radio representation.



Care of Customers, Constant Innovation and Care for People driven by strong leadership form the strategic guidelines that serve to distinguish INTEREP from its competition. INTEREP is committed to providing superior service to its

clients and customers. Ever-expanding areas of growth are identified and pursued with a spirit of teamwork. The standard for modern national radio representation starts here—with the INTEREP blueprint for success.



INTEREP

Durpetti & Associates
Hillier, Newmark, Wechsler & Howard
Major Market Radio
McGavren Guild Radio
Weiss & Powell

CONTENTS

DIRECTORY

6

A comprehensive listing of radio-oriented companies and organizations.

Group Owners	4	Consultant Firms	53
Equipment Manufacturers	32	Media Brokers	62
Jingle Producers	37	Networks	64
TV Spot Producers	39	Program Suppliers	64
Record Companies	40	Trade Associations	72
Rep Firms	47	Miscellaneous	73
Research Companies	51		

GLOSSARY

74

The terms of the radio ratings industry explained in English.

FORMULAS

76

An explanation of the most requested formulas used in ratings analysis.

FORMAT PREFERENCE CHARTS

79

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

FORMAT LEADERS

82

The top stations in each of the nine formats — and a national “all-format” section — ranked by both AQH and Cume, Monday-Sunday, 6am to midnight.

National All-Format	82	Country	86
Adult Contemporary	84	Contemporary Hit Radio	85
Album-Oriented Rock	84	Big Band	87
Black/Urban	88	News/Talk	86
Beautiful Music/Easy Listening	88	Spanish	87

DRIVETIME DOMINATORS

90

Radio's top 25 morning and afternoon personalities and stations, ranked by both AQH and Cume estimates.

THE RATINGS INFORMATION GUIDE

98

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

MARKET CHARTS

100

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.

MARKET INDEX

184



FOUNDER: Bob Wilson
PUBLISHER: Dwight Case
EXECUTIVE VICE PRESIDENT: Dick Krizman
SENIOR VP/EDITOR: Ken Barnes
MANAGING EDITOR: Jeff Green
EXECUTIVE EDITOR: Gail Mitchell
ART DIRECTOR: Richard Zumwalt
RATINGS REPORT EDITOR: Reed Bunzel
SPECIAL RATINGS EDITOR: Jim Dawson
PRODUCTION COORDINATOR: Roger Zumwalt
PRODUCTION DIRECTOR: Richard Agata
RATINGS COORDINATOR: Hurricane Heeran
ASSOCIATE EDITORS: Jim Nelson, Yvonne Olson, Sean Ross
EDITORIAL ASSISTANTS: Greg Agnew, Tara Beyer, Tony Rice
PRODUCTION: Marilyn Frandsen, Tim Kummerow, Bill Mohr, Lucie Morris, Maria Quinones, Kent Thomas, Gary Van Der Steur

The “1986 R&R Ratings Report Vol. II” is published by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067. All reasonable care taken but no responsibility assumed for incorrect listings. Nothing may be reproduced in whole or in part without written permission from the publisher. Printed in USA. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan.

© Radio & Records, Inc.,
a subsidiary of Harte-Hanks Communications.



Radio Group Owners

Ackerley Communications

1111 Third Avenue, Suite 2888
Seattle, WA 98101
(206) 624-2888
President: Barry Ackerley
Seattle KJR
Portland KSGO & KGON

Adams Communications

109 Bushaway Road, Suite 100
Wayzata, MN 55391
(612) 473-5434
President: Paul Brissette
St. Louis WRTN & KEZK
Memphis WDMA & 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

Albimar Communications

60 State Street, Suite 408
Boston, MA 02109
(617) 742-4910
President: Skip Finley
Omaha KEDS & KEZO
Salt Lake City KDAB-FM

Allegheny Mountain Network

P.O. Box 247
Tyrone, PA 16686
(814) 238-0792
President: Cary Simpson
Johnstown, PA WIYQ
Bellevue, PA WBLF
Coudersport, PA WFRM-AM & FM
St. Mary's-Ridgway, PA WKBI-AM & FM
Tyrone-State College, PA WTRN & WGMR
Wellsboro, PA WNBT-AM & FM

All Pro Broadcasting

1710 E. 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
Long Island WALK-AM & FM
Baltimore WLIF
San Antonio KSMG
Orlando WOCL

Anderson Stations

6535 West Jewell
Denver, CO 80226
(303) 922-5511
President: George Anderson
Denver KRKS
Newton, KS KJRG & KOEZ
Scott City, KS KFLA & KEZU
Columbus, NE KJSK & KLIR

Aries Communications

1623 Fifth Avenue
San Rafael, CA 94901
(415) 456-1510
President: Art Astor
San Francisco KTIM-AM & FM
Orange, CA KIKF-FM

Bahakel Communications

P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434
President: Cy Bahakel
Chattanooga WDOO-AM & FM
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

2300 Hall, Box 817
Hays, KS 67601
(913) 625-2578
Executive VP: Bob Schmidt
Alliance, NE KCOW & KAAQ
Goodland, KS KLOE
Hays, KS KAYS
North Platte, NE KOOQ & KELN
Plainview, TX KVOP & KATX
St. Joseph, MO KFEQ

Beasley Broadcast Group

200 West Ash Street, Box 1355
Goldsboro, NC 27530
(919) 734-8000
President: George Beasley
Philadelphia WXTU
Cleveland WDMT
Mobile WMOO & WBLX
Augusta, GA WGAC
Evansville WYNG
Charleston, WV WTIP & WVSR
Conway, SC WLAT & WYAV
Fayetteville, NC WFAI & WKML
Reidsville, NC WWMO
Kingston, NC WFTC & WRNS
Des Moines, IA KFMD
Miami, FL WPOW

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

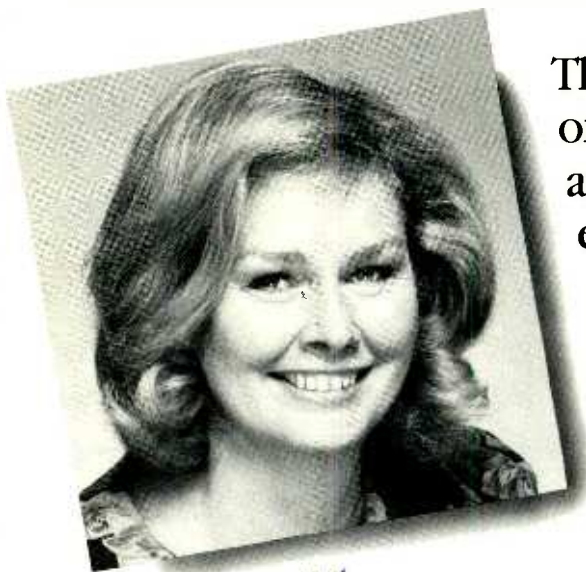
Bloomington Broadcasting Corp.

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

Why our salespeople spend two weeks a year working at our client stations.



Ellen Hulleberg, President
McGavren Guild Radio

This is the year to keep “Right On Track” of what’s happening in the economy, audience trends and advertising expenditures.

We realize that being “Right On Track” means providing you with the type of distinctive service that you expect. Getting first hand knowledge of the stations we represent and the markets they’re located in, is just one

of the ways we do this.

Our salespeople will spend two weeks this year working at our client stations. They are there to collect qualitative station and market facts that will enable us to better understand the needs and unique attributes of our clients. In 1985, our salespeople made over 300 trips to our client stations, and in 1986 we are beating this record.

Our innovative approach to serving clients better than any other representative is why we have maintained our leadership position in the industry.



McGAVREN GUILD RADIO
Innovative Leadership

Mary Beth Garber knows more about the New York market because she's been there.



*WBLS Personality Kenny Webb,
Mary Beth Garber and WBLS
GSM Maury Warsbauer.*



*Mary Beth with Orion Pictures
VP/Dir. of Media Services Sue Taylor.*

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Mary Beth Garber, Vice President/Sales Manager from our Los Angeles office, recently traveled throughout New York to visit a few advertisers and work at WQXR, WAPP/WHN, and WBLS.

"Each market has its own pace and personality while each station has its own place in the market. By visiting New York, I experienced the WBLS phenomenon. I can truly comprehend the unique relationship of WQXR with the New York community. Until you've met a 'Mets fan,' you can't really understand what the Mets mean to WHN. My agencies and clients count on me more because my information is based on first hand experience."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



M^cGAVREN GUILD RADIO
Innovative Leadership

*WQXR President/GM Warren Bodow,
VP Sales Simona McCray
and Mary Beth*



*Mary Beth with
Dancer Fitzgerald Sample
VP/Assoc. Buying Director
Sam Michaelson.*



*Mary Beth
with WQXR Announcer
George Edwards.*



*WAPP/WHN Dir. Creative
Services Susan Storms,
NSM Rae Carole Fischer,
AE Neil Atkinson,
SM Judy Ellis and
Mary Beth.*



*Mary Beth with
WQXR NSM Diana Mayo.*



*WBLS PD B.K. Kirkland
with Mary Beth.*

Larry Julius knows more about WYRK because he's been there.

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

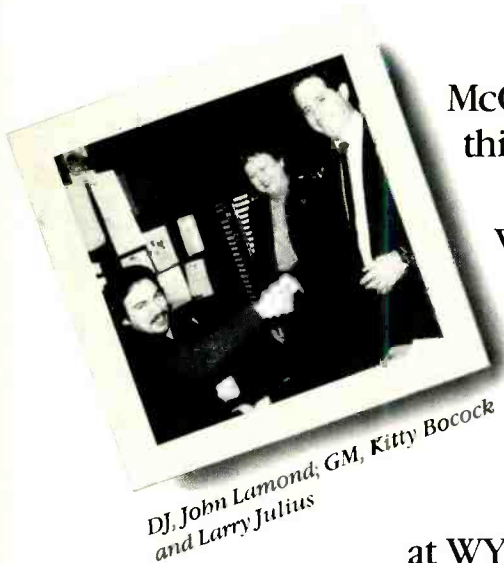
That's why Larry Julius, Account Executive from our New York office, recently traveled to Buffalo to work at WYRK.

"I like to be the best I can at what I do. Working at WYRK gave me an opportunity to see first hand what makes them and the Buffalo market unique. I may never be as knowledgeable as a local salesperson, but now I am better equipped to accurately represent the station."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



McGAVREN GUILD RADIO
Innovative Leadership



DJ, John Lamond; GM, Kitty Bocock
and Larry Julius



Kitty Bocock; Sales Manager,
Bill Newton; PD,
Ken Johnson and Larry



Larry and Ken Johnson

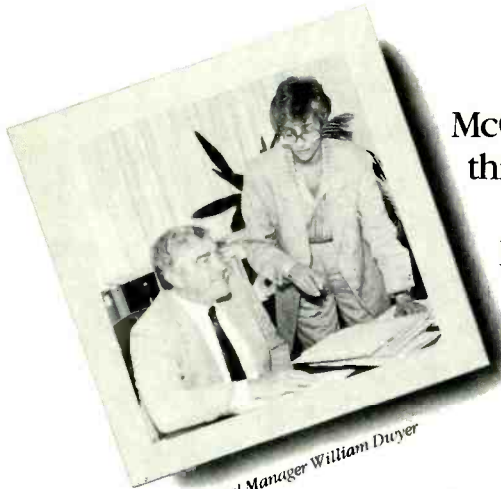


WYRK Sales Meeting



Salesman,
Mike Doller;
Kitty Bocock and Larry

Valerie Tuttle knows more about KFAC and KNBR/KYUU because she's been there.



*KNBR General Manager William Dwyer
and Valerie.*

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Valerie Tuttle, Regional Manager from our Detroit office, recently traveled to Los Angeles and San Francisco to work at KFAC and KNBR/KYUU.

"I experienced such a feeling of energy and spirit of teamwork at KYUU that I can't wait to visit again. You really have to see San Francisco to appreciate the typography and importance of KNBR's AM signal. KFAC is in a class by itself—the station is phenomenal."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



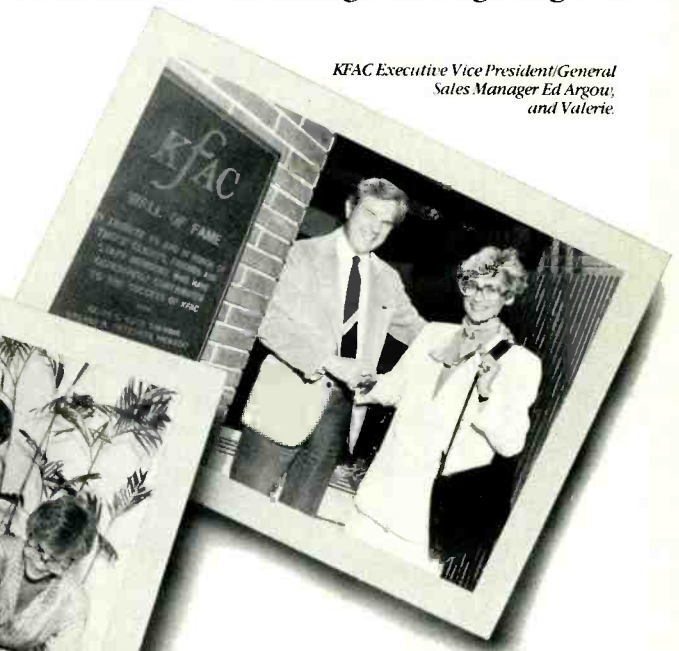
*Valerie, KNBR General Sales
Manager Dave Kendrick and
Sales Manager David Brumnick.*



*KFAC National Sales Manager
Susan Wallace, Promotion & Advertising
Director Susan Tudisco, Valerie and
Sales Assistant Denise Roberts*



*KYUU Vice President
General Manager Terry DeVoto,
General Sales Manager
Bob Barnett and Valerie*



*KFAC Executive Vice President/General
Sales Manager Ed Argou,
and Valerie.*



M^cGAVREN GUILD RADIO
Innovative Leadership

Michael Rich knows more about KIIS because he's been there.

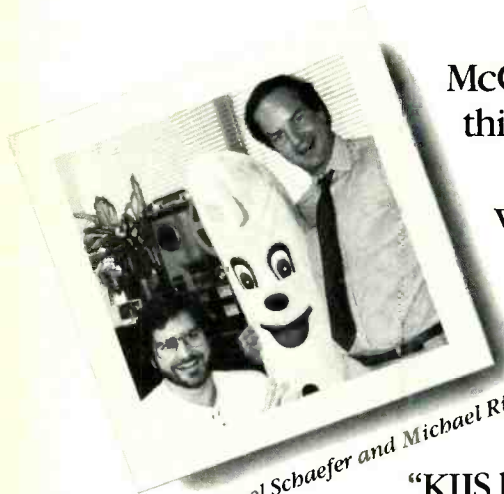
McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Michael Rich, Vice President/Sales from our New York office, recently traveled to Los Angeles to work at KIIS.

"KIIS has a personality all it's own. By being with the people at the station I know why they are a top-rated station and how they got there. That's more important in helping me represent them than the numbers."

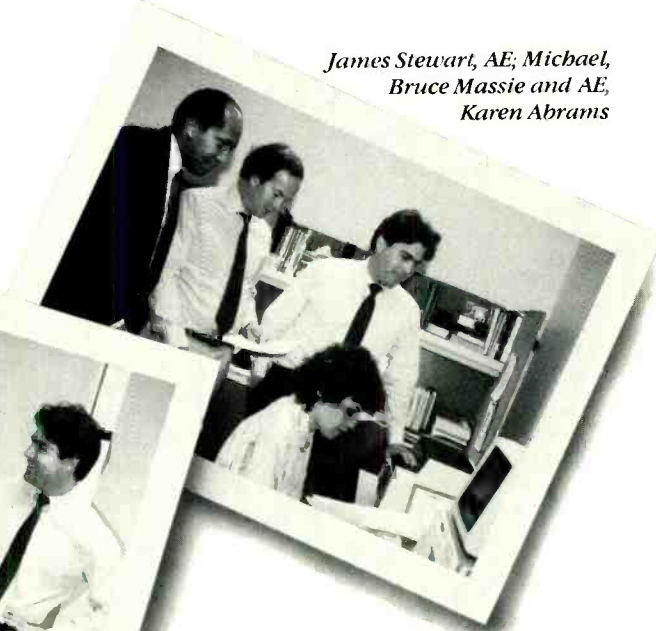
At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



PD, Michael Schaefer and Michael Rich



Michael with President/GM,
Wally Clark



James Stewart, AE; Michael,
Bruce Massie and AE,
Karen Abrams



DJ, Paul Freeman
with Michael



Michael
and National Sales
Manager, Bruce Massie



McGAVREN GUILD RADIO
Innovative Leadership

DIRECTORY

Radio Group Owners

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 & WKKO
Saginaw WSGW & WIOG
South Bend, IN WZZP

Brill Media

420 Northwest 5th Street, Box 3353
Evansville, IN 47708
(812) 423-6200
President: Alan Brill
Duluth WEBC & WAVC-FM
 Fargo-Moorhead, ND-MN KQWB-AM & FM
Lancaster, PA WIOV-FM
Jefferson City, MO KLIK & KTXV
Colonial Heights, VA WPVA & WKHK-FM
Reading, PA WHUM

Broadcast Properties

1700 Kyle South, Suite 100
College Station, TX 77840
(409) 693-7356
President: Barry Turner
Boise KIYS
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 & KPMP
Sacramento KXOA
Salt Lake City KKAT
Fresno KYNO

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 & WYTZ
San Francisco KGO
Washington WMAL & WRQX
Detroit WJR & WHYT
Dallas WBAP & KSOS
Atlanta WKHX & WPLO
Providence WPRO-AM & FM
Minneapolis KQRS-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

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 WLKX
Charleston, WV WCAW & WVAF
Statesville, NC WDRV

Caravelle Broadcast Group

212 S. Tryon Street
Charlotte, NC 28282
(704) 333-6062
President: Howard Schrott
CEO: Robert Beacham
Greenville, NC WISP & WQDW
Gulfport, MS WQFX-AM & FM
Kokomo, IN WIOU & WZWZ
Charleston, SC WKNB & WDXZ

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 CIFL
Granisle, BC CHLD
Hazelton, BC CKBV
Houston, BC CHBV
100 Mile House, BC CKBX
Prince George, BC CJC1 & CIBC
Quesnel, BC CKCQ
Smithers, BC CFBV
Vanderhoof, BC CIVH
Williams Lake, BC CKWL

Carlson Communications International

Box 7040
Salt Lake City, UT 84107
(801) 268-8181
President: Ralph J. Carlson
Salt Lake City KRSP-AM & FM
Caldwell, ID KLCI
Cottonwood, AZ KSMK
Elko, NV KRJC
Nampa, ID KNPA

CBS Broadcast Group

51 West 52nd Street
New York, NY 10019
(212) 975-4321
President/Radio Division: Robert Hosking
New York WCBS-AM & FM
Los Angeles KNX & KKHR
Chicago WBBM-AM & FM
San Francisco KCBS & KRQR
Philadelphia WCAU-AM & FM
Boston WHTT
Houston KLTR
Washington WLTT
Dallas KTXQ
St. Louis KMOX & KHTR
Tampa WSUN & WYNF

Central Broadcasting Group

Box 1646
Richmond, IN 473375
(317) 962-6533
President: William Quigg
Chillicothe, OH WBEX & WKKJ
Richmond, IN WKBV & WRJA
Adrian, MI WABJ & WQTE
Marion, IN WBAT

Century Broadcasting

875 N. Michigan Avenue
Chicago, IL 60611
(312) 922-1000
President: Howard Grafman
Chicago WAIT & WLOO
San Francisco KMEL
Denver KLSC
St. Petersburg WLFF

Citadel Communications

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1490
President: Fritz Bessemyer
Tucson KAIR & KJYK
Colorado Springs KKFM

CKO, Inc.

30 Carlton Street
Toronto, Ontario M5B 2E9
(416) 591-1222
President: Stan M. Stewart
Montreal, QB CKO
Ottawa, ON CKO-FM-1
Toronto, ON CKO-FM-2
London, ON CKO-FM-3
Vancouver, BC CKO-FM-4
Calgary, AL CKO-FM-5
Edmonton, AL CKO-FM-6
Halifax, NS CKO-FM-9

MORE PROGRAMMING THAT WINS

Special Programming from ABC Radio Networks wins big audiences, ratings and profits—and offers an unbeatable variety of programs to choose from:



AMERICAN COUNTRY COUNTDOWN

The weekly Country Music show that reaches America's heartland!

AMERICAN TOP 40 WITH CASEY KASEM *

The single most listened to weekly radio program in the world!

GORDON WILLIAMS BUSINESS REPORT

Daily hot-line to the world of business and finance!

KENTUCKY DERBY/ PREAKNESS STAKES/ BELMONT STAKES

Horse racing's most exciting and prestigious events—all 3 jewels in the Triple Crown!

MUSIC OF AMERICA

Country Music concerts that spotlight the foremost performers in America today!



NBA CHAMPIONSHIPS

Basketball's most important and thrilling annual event—an ABC exclusive!

PARTY AMERICA

The weekly party that never stops, continuous music sweeps & celebrity guests!



POWERCUTS

The weekly rock Superstation with the latest breaking music news.

ROCKLINE

The original hot-line to today's superstars!

SUPERGROUPS IN CONCERT

Premier showcase for rock's finest concerts. Special Programming from ABC Radio Networks. For more information call Beverly Padratzki at (212) 887-5218.

* Radar 33 Vol. 3

FROM ABC RADIO NETWORKS



U.S. Tape & Label
Saint Louis, Missouri

For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

Radio Group Owners

Clear Channel Communications

175 East Houston Street, Suite 500
San Antonio, TX 78205
(512) 225-4231

President/CEO: L. Lowry Mays

New Orleans	WQUE-AM & FM
San Antonio	WOAI & KAJA
Oklahoma City	KTOK & KJYO
Tulsa	KBBJ & KMOD
Austin	KPEZ
New Haven	WELI
Beaumont-Port Arthur	KALO & KHYS
Louisville	WHAS & WAMZ

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 & KQPI
Missoula, MT	KLCY & KYSS
Vernal, UT	KVEL & KUIN

Communications Properties, Inc.

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

President: Philip Kelly

Green Bay, WI	WNFL
Fargo, ND	KFGO
Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

Community Service Broadcasting

108 N. 10th Street
Mt. Vernon, IL 62864
(618) 242-4023

President: Bill Glassman

Jackson, TN	WDXI & WRJX
Wheeling, WV	WKWK-AM & FM
Murphysboro, IL	WTAO-FM
McLeansboro, IL	WMCL

Compass Communications

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

Managing Partners: Herb Victor & Don Curran

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

Constant Communications

Portland Center, Garden Suite 1
222 S.W. Harrison
Portland, OR 97201
(503) 295-6900

President: Frederic Constant

Cox Enterprises

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

President/Broadcasting Division:

Walter Liss, Jr.

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

Crawford Broadcasting

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

President: Don Crawford

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

Davis-Weaver Broadcasting

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

President: Philip C. Davis

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

Dee Rivers Group

P.O. Box 3930
Ocala, FL 32678
(904) 237-4320

President: Dee Rivers

Atlanta	WGUN
Memphis	KWAM & KRNB
Savannah	WWJD & WEAS
Valdosta	WGOV & WAAC
Belle Glade, FL	WSWN-AM & FM
Plantation Key, FL	WXOS-FM

DKM Broadcasting

6201 Powers Ferry Road, Suite 100
Atlanta, GA 30339
(404) 955-8855

President: Jim Wesley

Atlanta	WAOK & WVEE
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
920 Rogers Avenue
Fort Smith, AR 72901
(501) 785-7810

President: Donald Reynolds

Las Vegas	KORK & KYRK
Newport Beach, CA	KOCM-FM
Reno	KOLO
Springdale, AR	KBRS
Delta, CO	KLDR
Grand Junction, CO	KEXO

Duffy Broadcasting

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

President: Marty Greenberg

Denver	KRZN & KMJI
Sacramento	KSMJ & KSFM
San Antonio	KONO & KITV
Orlando	WORZ-FM

Eastern Broadcasting

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

President: Roger Neuhoff

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

Edens Broadcasting

840 N. Central Avenue
Phoenix, AZ 85004
(602) 258-5293

President: Gary Edens

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

Emmis Broadcasting

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

President: Jeff Smulyan

New York	WHN & WQHT
Los Angeles	KPWR
Washington	WAVA
St. Louis	KSHE
Minneapolis	WLOL
Indianapolis	WENS

Entertainment Communications (Entercom)

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

President: Joe Field

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

The Results of a Great Five Year Plan.

HNW&H is five years old this month. We started in 1981 with one client. Today we represent many of the most prestigious broadcasters in the industry.

We're proud of our success, but we aren't going to rest on it. We know that what got us here is a two-way street: the faith that our clients entrust in us, and our being able to produce on their behalf.

We plan to continue energetic, innovative business development for our clients. And we will continue to make an important contribution to the radio industry. Our thanks to our staff, clients and Interep for making our Fifth Birthday a very happy one.



HILLIER, NEWMARK, WECHSLER & HOWARD

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

Radio Group Owners

EZ Communications

10800 Main Street
P.O. Box 10103
Fairfax, VA 22030
(703) 591-1000
President: Alan Box

Washington	WBW
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
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

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	WZLX
Houston	KFMK
Seattle	KUBE
Washington, DC	WPGC & WCLY
Atlanta	WZGC
Chicago	WUSN
Phoenix	KOPA-AM & FM
Provo-Salt Lake City	KFMY-AM & FM

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

Fuller-Jeffrey Broadcasting Companies, Inc.

5301 Madison Ave., Suite 204
Sacramento, CA 95841
(916) 334-5235
President: Bob Fuller

Lewiston-Portland	WBLM
Portsmouth-Dover	WOKQ
Des Moines	KMRY & KJJY
Roseville-Sacramento	KRCX & KDJQ
Santa Cruz-Santa Jose	KSCO-AM & FM
Chico	KFMF

Gannett Radio Group

6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-8381
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
Dallas	KTKS-FM
Kansas City	KCMO-AM & FM
Seattle	KHOT

Gilmore Broadcasting

1776 K Street, NW
Washington, DC 20006
(202) 429-7318
COO: Larry Patrick

Miami	WLVE
Jacksonville	WIVY
Harrisonburg, VA	WSVA & WQPO

Grace Broadcasting

29100 Northwestern Hwy.
Southfield, MI 48034
(313) 353-3333
Chairman: Harvey Grace
President: Michael Lareau

Grand Rapids	WOOD-AM & FM
Rochester	WNYR & WEZO
Salinas-Monterey, CA	KDON & KLCZ
Killeen, TX	KIIZ & KIXS

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

Guy Gannett Broadcasting Services

Box 1731, Northport Business Park
Portland, ME 04103
(207) 797-9330
VP/Radio: Mike Horn

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

Gazette Printing

1 South Parker Drive
Janesville, WI 53545
(608) 754-3311
President: M.W. Johnston

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

GHB Broadcasting

3008 Wadsworth Mill Place
Decatur, GA 30032
(404) 288-1480
President: George Buck, Jr.

Atlanta	WYZE
Charlotte	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery	WMGY
Columbus, GA	WIZY
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

Radio Group Owners

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 & WDJX
Dayton WING & WGTZ
Springfield, OH WIZE

Greater Media

Two Kennedy Blvd.
East Brunswick, NJ 08816
(201) 247-6161
President: Frank Kabala
Los Angeles KRLA & KHTZ
Philadelphia WPEN & WMGK
Detroit WHND & WMJC
Boston WMEX & WMJX
Washington WWRC & WGAY
Nassau-Suffolk WGSM & WCTO
New Brunswick, NJ WCTC & WMGQ

Group One Broadcasting

Box 1590
Akron, OH 44309
(216) 535-7831
President: Roger Berk, Sr.
Dallas KMEZ-AM & FM
Denver KLZ & KAZY
Dayton WONE & WTUE
Akron WAKR & WONE-FM

Hall Communications

Cuprak Road
Norwich, CT 06360
(203) 887-3511
President: Robert Hall
Providence WMY5
Lancaster, PA WLPA & WNCE
New Bedford, MA WNBH
Burlington, VT WJOY & WQCR
Lakeland- WONN & WPCV
Winter Haven, FL
Norwich, CT WICH & WCTY

Harris Communications Corp.

1021 Lancaster Ave., Suite 206
Bryn Mawr, PA 19010
(215) 525-0933
George Harris, President
New York WNEW-FM
Philadelphia WMMR
Baltimore WIYY
Portland KGON

Harris Enterprises

Box 878
Garden City, KS 67846
(316) 276-3251
VP: Robert Wells
Lubbock KSEL-AM & FM
Waco WACO & KHOO
Topeka KTOP & KDVV
Burlington, IA KBUR & KGRS
Garden City, KS KIUL
Joliet, IL WJOL & WLLI
Leoti, KS KWKR

Hearst Broadcasting Group

400 Ardmore Blvd.
Pittsburgh, PA 15221
(412) 244-4444
VP/Hearst Corp. & GM/Broadcasting:
John Conomikes
Pittsburgh WTAE & WHTX
Baltimore WBAL & WIYY
Milwaukee WISN & WLTK
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 FM
Riverside- KFXM & KDUO
San Bernardino, CA
Portland KYTE-AM & FM
Salinas-Monterey KDON-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, NFF 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
Los Angeles KROQ

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

WHAT'S IN A NAME?



What's in a name? Plenty, if the name is Major Market Radio. Our name tells our story. We represent quality radio stations in sixty markets. We have the time and manpower to know those stations inside out. Since there are a lot of reps making all sorts of claims, we're going to let our clients do the talking. Look for them in up-coming ads. Our performance speaks for itself.

J. Warner Rush,
President



MAJOR MARKET RADIO

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA
DETROIT • BOSTON • SAN FRANCISCO • DALLAS • ST. LOUIS • MINNEAPOLIS

An **interrep** Company

PLENTY.

Radio Group Owners

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

1300 Central Trust Center
201 E. 5th Street
Cincinnati, OH 45202
(513) 621-1300
Chairman: Terry Jacobs
President: Frank Wood
Atlanta WPCH & WGST
Cleveland WBBG & WMJI
Cincinnati WLW & WEBN
Nashville WYHY
Toledo WVOI
Jacksonville WQIK-AM & FM
Knoxville WSEV & WMYU
Georgetown, OH WURD
Parkersburg, WV WKYG & WXXK

JAG Communications

6 East 45th Street, Suite 1301
New York, NY 10017
(212) 687-2211
Chairman: 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

Journal Star Stations

1 News Plaza
Peoria, IL 61643
(309) 686-3146
President: H.B. Slane
Albuquerque KRKE & KWXL
Wichita KICT
Colorado Springs KSSS
Pueblo, CO KVVU
Salina, KS KFRM

Katz Broadcasting (now NewCity Communications)

10 Middle Street
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

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 House, OH WOFR & WCHO

Keymarket Group

804 Carolina Avenue
N. Augusta, SC 29841
(803) 278-4646
Principals: Donald Alt, Kerby Confer & Paul Rothfuss
Detroit WLTJ
Houston KMJQ
St. Louis KMJM
Harrisburg WNNK
Mobile-Pensacola WIZD
Columbia, SC WTCB
Atmore, AL WSKR

King Broadcasting

333 Dexter Avenue North
Seattle, WA 98109
(206) 448-5555
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

Kulper Stations

399 Garfield SW
Grand Rapids, MI 49504
(616) 456-9541
President: William E. Kuiper Sr.
Grand Rapids WFUR-AM & FM
Kalamazoo, MI WKPR
Muskegon Heights, MI WKJR & WQWQ
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) 465-1700
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 & KILS
Pratt, KS KWLS & KGLS

Liggett Broadcasting

185 E. Grand River Ave.
Williamston, MI 48895
(517) 349-2040
Robert Liggett, Jr., President
Santa Rosa KMGH
Lansing WFMK
Saginaw WHNN
Grand Rapids WLHT
Battle Creek WCLS & WMKG

FROM LOS ANGELES
TO LONG BRANCH...

FROM MIAMI
TO MARQUETTE...

FROM SALT LAKE
TO SOUTH BEND...

CONCERNED STATIONS are with WEISS & POWELL.

Management at stations with specialized sales needs have recognized that Weiss & Powell's "PRIORITY PARTNERSHIP" approach best suited their national sales needs.

As an INTEREP Company, Weiss & Powell offers tremendous resources.

- Young and aggressive sales people.
- Participation in the industry's quality unwired spot network.
- Outstanding radio sales promotion and research materials.
- The industry's most effective new business development department.

A one hundred percent commitment to Radio!



NEW YORK • BOSTON • CHICAGO • DETROIT • ATLANTA • DALLAS • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • PORTLAND • SEATTLE

Call or write Ralph C. Conner, President
(212) 818-8950

DIRECTORY

Radio Group Owners

Multimedia Broadcasting

140 West Ninth Street
Cincinnati, OH 45202
(513) 352-5905

Radio President: Paul Fiddick

Milwaukee	WEZW
Greenville, SC	WFBC-AM & FM
Shreveport	KEEL & KITT
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
Seattle	KISW-FM*

NBC Radio Stations

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

President: Randy Bongarten

Exec. 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-FM
Indianapolis	WTUX & WTLC-FM
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

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 & KLAZ
Kilgore, TX	KOCA & KCTX

Northwestern College Radio Network

3003 North Snelling Avenue
Roseville, MN 55113
(612) 631-5000

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

1500 Main Street
Wheeling, WV 26003

Radio Group VP: Robert Koon

North Myrtle Beach, SC	WGSN & WNMB
Punta Gorda, FL	WCCF & WQLM
Staunton, VA	WTON
Moorehead, MN	KVOX

Olympic Broadcasting

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

President: Ivan Braiker

San Francisco	KKCY
Seattle	KRPM-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
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

Pacific Foundation

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

Chairman: Jack O'Dell

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

Palmer Communications

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

President: William Ryan

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

Park Communications

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

President: Roy Park, Sr.

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

WHEN YOUR CASH IS ON THE LINE.

It's no secret that national spot dollars have become tougher to come by. At Torbet Radio, we've made a habit of grabbing more than a fair share for our client stations. By selling creatively and aggressively—which is the only way to win in today's changing radio marketplace.

We know what you need and how to get it. Some folks, though, will guar-

antee the moon but give you just a song. We don't buy that act, and you shouldn't either. At Torbet Radio, we earn you maximum spot dollars with superior representation.

**TORBET RADIO
PROFESSIONALS
WIN MAXIMUM
NATIONAL DOLLARS**



Torbet Radio

TORBET



**RADIO
REPRESENTATION
DIVISION**

DIRECTORY

Radio Group Owners

Stauffer Communications, Inc.

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

Chairman: 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, WV-KY	WGNT & WAMX
Cedar Rapids, IA	KHAK-AM & FM
Binghamton, NY	WNBF & WHWK

Suburban Radio Group

P.O. Box 128, 520 Hwy. 29S
Concord, NC 28025
(704) 788-3910

President: William R. Rollins

St. Croix, US V.I.	WSTX-AM & FM
Belmont, NC	WCGC
Blacksburg, VA	WVWV
Brunswick, GA	WYNR & WPIQ
Christiansburg, VA	WJJJ
Concord, NC	WEGO & WPEG
Orangeburg, SC	WDIX & WORG
Valdese, NC	WSVM

Sudbrink Broadcasting

801 SE 6th Avenue, Suite 207
Delray Beach, FL 33444
(305) 276-3114

President: Robert Sudbrink

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 & KHLN
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
Winston-Salem, NC 27108
(919) 748-8820

President: Dick Stakes

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

Sundance Broadcasting

1 Radio Place
Milwaukee, WI 53220
(414) 545-5920

Milwaukee	WOKY & WMIL
Boise, ID	KIDO & KLTB

Susquehanna Radio Corp.

140 East Market Street
York, PA 17401
(717) 848-5500

President: 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
Sarasota	WAVE-FM

Swanson Broadcasting, Inc.

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

President: Gary 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 & WKRR
Portland	KEX & KKRZ
Columbus, OH	WTVN & WLWQ
Buffalo	WGR & WRLT
Indianapolis	WNDE & WFBO

Telemedia Communications

1010 Sherbrooke West, Suite 1610
Montreal, Quebec 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
Sherbrooke, QB	CHLT CKTS & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois Rivières, QB	CHLN

Tichenor Media System, Inc.

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
El Paso, TX	KDXX & KBNA
Chicago	WIND

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

1 Bala Plaza
Bala Cynwyd, PA 19004
(305) 581-1580

President: John Tenaglia

Dallas	KLUV
Ft. Lauderdale	WSRF & WSHE



Christal Radio



Katz Radio



Republic Radio

Katz Radio Group. The best.

DIRECTORY

Equipment Manufacturers

Soundcraft, Inc.
1517 20th Street
Santa Monica, CA 90404
(213) 453-4591
Erika Lopez
A B C

Spencer Broadcast
P.O. Box 26899
Phoenix, AZ 85068
(602) 242-2211
Charles Spencer
A - T

Stanton Magnetics Inc.
200 Terminal Drive
Plainview, NY 11803
(718) 445-0063
G.L. Bidwell
G K M



Studer Revox America Inc.
1425 Elm Hill Pike
Nashville, TN 37210
(615) 254-5651
Thomas E. Mintner
A B C

Tapecaster
P.O. Box 18838
Memphis, TN 38118
(800) 638-0977
Bob Jones
A B D

Texar Inc.
616 Beatty Road
Monroeville, PA 15146
(412) 856-4276
Glen Clark
L I J

TEXAR

3 M Magnetic Division
Building 223-5 South
St. Paul, MN 55144
(612) 736-5209
Rich Collins
O

Trident USA Inc.
308 North Stanley Avenue
Los Angeles, CA 90036
(213) 933-7555
Lon Lemaster
A B

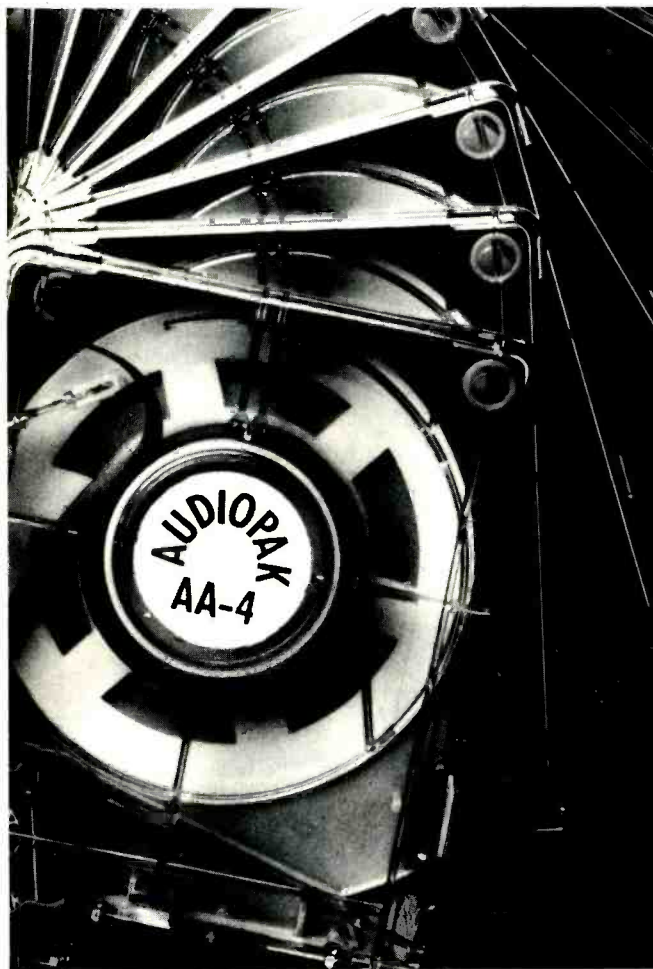
Utility Tower Co.
P.O. Box 12369
Oklahoma City, OK 73157
(405) 946-5551
R.G. Nelson
R

Valley People Inc.
P.O. Box 40306
Nashville, TN 37204
(615) 383-4737
Tom Irby
G H N P

Ward Beck Systems
841 Progress Avenue
Scarborough, Ontario M1H 2X4
(416) 438-6550
Arthur Schubert
A B

World Tower Company Inc.
P.O. Box 405
Mayfield, KY 42066
(502) 247-3642
Jeff Sholar
R

Yamaha International Corp.
P.O. Box 6600
Buena Park, CA 90622
(714) 522-9011
Phil Moon
B E G H L N



CART'EM UP ON AA-4!

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

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

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

© 1985 Capitol Magnetic Products, a division of Capitol Records, Inc. All Rights Reserved.

Jingle Suppliers

American Image Productions
1708 Grand Ave.
Memphis, TN 38151
(615) 327-4521
Tom Lannan, President

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

Brahminy Kite Productions
65 High Park Avenue, #1212
Toronto, Ontario MGP 1R7
(416) 766-2833
Paul Atkinson

Century 21 Programming, Inc.
4340 Beltwood Parkway
Dallas, TX 75244-3225
(800) 582-2100
(214) 934-2121
Dave Scott, President

Ron Chase Productions
7827 Farrell
Amarillo, TX 79121
(806) 352-7503

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

Creative Productions Marketing Group
1555 Niagara Street
Buffalo, NY 14213
(716) 834-CPMG
Benjamin Freedman, President

Eagle Marketing, Inc.
202 Remington
Fort Collins, CO 80524
(303) 484-4736
Paul Meacham, President

Firstcom
13747 Montfort Drive, Suite 220
Dallas, TX 75240
(214) 934-2222
Cecilia Garr, VP/GM

HLC Broadcast Division
6528 Sunset Blvd.
Los Angeles, CA 90028
(213) 464-6333
Michael Sheehy, VP/Broadcast Div.

IGC/Creative Services
1055 Lowden Ave.
Union, NJ 07083
(201) 558-0098
Henry Kavett, President

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

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



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

The Jingle Machine
4242 South 35th Street
Arlington, VA 22206
(703) 998-0222
Dan Levine, President

William Meeks Production Co.
1265 Record Crossing
Dallas, TX 75235
(214) 638-3965

(Tear here or send photocopy)

Make Sure You're A Part Of The Industry's Most Complete Directory ... The R&R Ratings Report & Directory.

Fill in the information requested below and return to R&R to be included in the next Ratings Report & Directory.

Category:

☐ Radio Group Owner	☐ Representative	☐ Media Broker
☐ Jingle Supplier	☐ Equipment Supplier	☐ Network
☐ TV Production House	☐ Research Firm	☐ Program Supplier
☐ Record Company	☐ Consultant	☐ Trade Association

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

President/CEO _____

Additional Information-Stations/Offices/Personnel:



Radio & Records
1930 Century Park West
Los Angeles, CA 90067
ATTN: Sales Department

SHAMELESS PERFECTION

HLC

BROADCAST JINGLES

When you need to stand above the others.

(213) 464-6333

DIRECTORY

Jingle Suppliers

Miller Design

8151 N. Northern Ave.
Tucson, AZ 85704
(602) 297-3942
Paul Miller, President

Reel Good Productions, Inc.

230 10th Ave. South
Minneapolis, MN 55415
(612) 342-4444
Kyrl Henderson, President

Philadelphia Music Works

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

John Ritter Productions

P.O. Box 6994
Lake Tahoe, CA 89449
(702) 588-4542
John Ritter, President

60 Second Productions

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

Soundtrack

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

Startrack Studios

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

Superspots

216 W. Ohio St.
Chicago, IL 60610
(312) 280-9433
Rick Figura

TM Communications

1349 Regal Row
Dallas, TX 75247
(800) 527-7759
Pat Shaughnessy, President

Tuesday Productions

4429 Morena Blvd.
San Diego, CA 92117
(619) 272-7660

TV Production Houses

American Image Productions

1708 Grand Ave.
Memphis, TN 37212
(615) 327-4521
Tom Lannan

Blore/Richman

1606 N. Argyle Ave.
Los Angeles, CA 90028
(213) 462-0944
Don Richman, President

Broadcast Arts

632 Broadway, 2nd Floor
New York, NY 10012
(212) 254-5910
Peter Rosenthal, VP

CMI

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

WE BUILT THIS COMPANY ON ROCK AND ROLL

(and News and Information, and Easy Listening, and Hot Hits, etc...)

SPOTWISE
PRODUCTIONS

Creators and producers of quality
television commercials and campaigns.

For more information or a look at our
latest Demo Reel, call Carol Gormally at (617) 232-2002.
1170 Commonwealth Ave., Boston, MA 02134

DIRECTORY

TV Production Houses

Creative Works

101 Bryn Mawr Ave.
Bryn Mawr, PA 19010
(215) 525-6430
Jay Bigelow

Eagle Marketing, Inc.

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

Thomas J. Ewing Prod.

302 N. Jackson St.
Milwaukee, WI 53202
(414) 278-0900
Thomas J. Ewing, President

Film House, Inc.

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



Media Designs

100 Park Ave., 5th Floor
New York, NY 10017
(212) 818-8913
Scott Randall

Robert Michelson, Inc.

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

Radio Syndication Network

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

Sheridan Elson Gourvitz

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

Silverman Productions

5 W. Cary Street
Richmond, VA 23320
(804) 343-1934
Donald Silverman, President

Spotwise Productions

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



Studio Center

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

Superspots

216 W. Ohio Street
Chicago, IL 60610
(312) 280-9433
Rick Figura

Tannebring Rose Assoc., Inc.

10300 North Central Expressway
Dallas, TX 75231
(214) 363-3464
Bill Tannebring, President

Tour De Force

840 North 3rd Street
Milwaukee, WI 53203
(414) 271-7000
Steve Ewing, President

Record Companies

A&M

(inc. Exit, Gold Mountain, Horizon, Windham Hill)

1416 N. LaBrea Ave.
Los Angeles, CA 90028
(213) 469-2411

Charlie Minor (CHR, AC)
J.B. Brenner (AOR)
Jesus Garber (B/U, Jazz)

595 Madison Ave.
New York, NY 10022
(212) 826-0477

Rick Stone (CHR)
Al Cafaro (AOR)
Gwen Franklin (B/U)

Allegiance

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

Allied Artists

11330 Ventura Blvd.
Studio City, CA 91604
(818) 506-3600
Kim Richards, President

Alligator

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

American

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

American Gramophone

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

Amherst (SRO)

1800 Main St.
Buffalo, NY 14208
(716) 883-9520
Lenny Silver (B/U)

AMI

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

Amor

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

Antilles/Island

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

Record Companies

Arista

(including **Jive**, **Norvus**)
6 W. 57th St.
New York, NY 10019
(212) 489-7400
Don Jenner (CHR)
Sean Coakley (AOR)
Tony Anderson (B/U, Jazz)
Bruce Schoen (AC)
8370 Wilshire Blvd.
Beverly Hills, CA 90211
(213) 655-9222
Vaughn Thomas (B/U, Jazz)

509 Armistead Place
Nashville, TN 37215
(615) 269-6412
Joanie Lawrence (Ctry)

Atco

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

Atlantic

(inc. **Atlantic America**, **Es Paranza**, **Philly World**)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-8168
Vince Faraci (CHR, Ctry)
Judy Libow (AOR)
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

PO 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)

Blackhawk

525 Brannan, Penthouse
San Francisco, CA 94107
Bob Gooding

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)
Ray Tusken (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
Jason Minkler (CHR)
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**)
51 West 52nd Street
New York, NY 10019
(212) 975-4321
Ray Anderson (CHR)
Paul Rappaport (AOR)
Mike Martucci (AC)
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)

Compeat

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)

DIRECTORY

Record Companies

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.E.D

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

Discovery

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

Door Knob

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

East Coasting

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

ECM

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

El Dorado

1233 17th Avenue South
Nashville, TN 37212
(615) 321-3070
Hyllton 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 (AOR)

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
Tony Smith (CHR)
Mike Johnson (B/U)
John Hey (AOR)
Tony Richland (AC)

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
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)

Fortuna

P.O. Box 116
Novato, CA 94948
(415) 883-9054
Ashley Birtwell (all formats)

Record Companies

415

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

Fun Stuff

P.O. Box 1814
Beverly Hills, CA 90213
(213) 858-6957
Richard Crowley (all formats)

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 95476
(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

3575 Cahuenga Blvd. West, Suite 470
Los Angeles, CA 90068
(213) 850-5660
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

100 Universal City Plaza
Building 422

Universal City, CA 91608
Michael Plen, VP (CHR, AOR, AC)

Island

(inc. **Antilles, 4th & Broadway, Garage, Mango, Prism**)
14 East 4th Street, 3rd Floor
New York, NY 10012
(212) 477-8000
Dolores Gonzalez (B/U)
Bob Catania (CHR)
Andy Allen (AOR)
6525 Sunset Blvd.
Los Angeles, CA 90028
(213) 469-7205

ITI

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

Ivory

P.O. Box 194
Balboa Island, CA 92662
(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

Jazzmania

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

Jazzology

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

Jem

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

Joey Boy

3081 N.W. 24th Street
Miami, FL 33142
(305) 635-5588
Allen Johnston (B/U)

JWP

1944 1/2 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)

Record Companies

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. **Raspur, 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, Impulse, IRS, Zebra**)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
Steve Meyer (CHR, AC)
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, NJ 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
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

H160 W. 71st Street
New York, NY 10023
(212) 873-2020
Joe Fields (Jazz)

Music Specialists Inc.

67 N.W. 71st Street
Miami, FL 33150
(305) 756-7160
Sherman Nealy, Pres.
Joe Kolsky, VP/Sales
"Pretty" Tony Butler, VP A&R

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)

Record Companies

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)

Private Music

220 E. 23rd St.
New York, NY 10010
(212) 684-2533
Doreen D'Agostino (all formats)

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)

Quabbin

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

Qwest

7250 Beverly Blvd
Suite 207
Los Angeles, CA 90036
(213) 934-4711

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)
Michael Kidd (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)

DIRECTORY

Record Companies

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

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 N.E.
Atlanta, GA 30329
(404) 325-0832

Spring

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

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)

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
(212) 563-0773
Jane Rosenberg (Jazz)

Sutra (inc. **Becket, Buddah, Domino, Fever, Roulette, Streetwise, Sunnyview**)

1790 Broadway
New York, NY 10019
(212) 582-6900
Joanne Cordero

Tee Vee Toons

220 Central Park So., Ste. 2B
New York, NY 10019
(212) 307-0720
Steve Gottlieb

Teresa Gramophone

(inc. **Dr. Jazz**)
1414 Avenue of the Americas
6th Floor
New York, NY 10019
(212) 759-5565

Theresa

800 Arlington
Berkeley, CA 94707
(415) 524-4908
Nana Kirk (Jazz)

Tommy Boy

1747 1st Avenue
New York, NY 10128
(212) 722-2211
Joey Gardner (B/U)

Total Experience

1800 Argyle Avenue, Suite 302
Los Angeles, CA 90028
(213) 462-6585
Edna Collison (B/U)

TSR

8335 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069
(213) 656-0970
Tom Hayden (B/U)

Universal Artists

223 Woodruff Street
Madison, TN 37115
(615) 865-8692
Bobby Rich (Ctry)

DIRECTORY

Record Companies

Uptown

276 Pearl Street
Kingston, NY 12401
(914) 338-1834
Mark Feldman (Jazz)

Valley Vue

3840 Crenshaw Blvd., Suite 208
Los Angeles, CA 90008
(213) 299-4956
Hillary Johnson (B/U)

Vanguard

71 West 23rd Street
New York, NY 10010
(212) 255-7732
John Hammond (AOR)
Tommy Barrata (B/U)

Vanity

9033 Wilshire Blvd., Suite 404
Beverly Hills, CA 90211
(213) 275-9093
Tom Gamache (AOR)

Viva

4121 1/2 Radford
Studio City, CA 91604
(818) 506-8964
Dave Pell (Ctry)

V.S.O.P.

P.O. Box 50082
Washington, D.C. 20004
(301) 340-9326
Peter Johnson (Jazz)

Warner Brothers

(Inc. Bearsville, Curb, ECM, Full Moon, Qwest, Sire, Slash)
3300 Warner Blvd.
Burbank, CA 91501
(818) 846-9090
Russ Thyret (CHR)
George Gerrity (AOR)
Tom Draper (B/U, Jazz)
Dino Barba (AC)
Rich Fitzgerald (CHR)

P.O. Box 120897
Nashville, TN 37212
(615) 320-7525
Bob Saporiti (Ctry)

Who's Who In Jazz

P.O. Box 290007
Ft. Lauderdale, FL 33329
(305) 581-9050
Darryl Dobson (Jazz)

Willow Rose

1166 Santa Lucia
Pleasant Hill, CA 94523
(415) 889-8680
Connie Butler (Jazz)

Windham Hill

(Inc. Dancing Cat, Hip Pocket, Lost Lake Arts, Magenta, Open Air)
1416 N. LaBrea Avenue
Los Angeles, CA 90028
(213) 469-2411
Jeff Helman (AOR, AC, Jazz)

Xanadu

3242 Irwin Avenue
Kingsbridge, NY 10463
(212) 549-3655
Don Schlitten (Jazz)

Representatives

Blair Representation Division

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

James Hilliard, Chairman
John Boden, Vice Chairman
Charlie Colombo, President
Barbara Crooks, Exec. VP/Station Development



Blair Radio

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

Atlanta, GA: (404) 231-3633
Boston, MA: (617) 536-8235
Cedar Rapids, IA: (319) 393-8832
Chicago, IL: (312) 787-2300
Dallas, TX: (214) 239-9700
Detroit, MI: (313) 871-3086
Houston, TX: (713) 552-0600
Los Angeles, CA: (213) 937-4820
Minneapolis, MN: (612) 339-8865
Philadelphia, PA: (215) 588-8540
Portland, OR: (503) 228-5007
St. Louis, MO: (314) 421-5282
San Francisco, CA: (415) 434-3272
Seattle, WA: (206) 448-3813

Jack Bolton Associates

3384 Peachtree Rd., NE, Suite 415
Atlanta, GA 30326
(404) 237-1577
Jack Bolton, President

Boston, MA: (617) 482-4370
Chicago, IL: (312) 782-9732
Dallas, TX: (214) 788-1630
Detroit, MI: (313) 354-0646
Kansas City, MO: (816) 471-5502
Los Angeles, CA: (213) 937-7247
New York, NY: (212) 354-8474
St. Louis, MO: (314) 991-4261
San Francisco, CA: (415) 391-2272

Caballero Spanish Media Inc.

18 E. 53rd St.
New York, NY 10022
(212) 223-8410
Eduardo Caballero, President

Atlanta, GA: (404) 262-1200
Chicago, IL: (312) 443-0101
Dallas, TX: (214) 871-9513
Detroit, MI: (313) 445-0491
Houston, TX: (713) 222-9119
Los Angeles, CA: (213) 465-8337
San Francisco, CA: (415) 928-3323

CBS Radio Representatives

51 W. 52nd St.
New York, NY 10019
(212) 975-4321
Edward C. Kiernan, VP/GM

Atlanta, GA: (404) 233-8281
Chicago, IL: (312) 951-3357
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 476-5812
Los Angeles, CA: (213) 460-3701
Philadelphia, PA: (215) 581-5990
St. Louis, MO: (314) 444-3221
San Francisco, CA: (415) 765-4006
Houston, TX: (713) 782-0911

CBS Radio National Sales

51 W. 52nd St.
New York, NY 10019
(212) 975-6769

Atlanta, GA: (404) 223-8411
Chicago, IL: (312) 951-3731
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 352-2800
San Francisco, CA: (415) 765-4008
Los Angeles, CA: (213) 460-3387

DIRECTORY

Representatives

CBS Radio Spot Sales

51 W. 52nd St.
New York, NY 10019
(212) 975-4575

Atlanta, GA: (404) 233-8281
Chicago, IL: (312) 951-3357
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 352-2800
Los Angeles, CA: (213) 460-3701
Philadelphia, PA: (215) 581-5990
St. Louis, MO: (314) 444-3221
San Francisco, CA: (415) 765-4006

Christal Radio

919 Third Ave.
New York, NY 10022
(212) 688-4414
Bill Fortenbaugh, President

Atlanta, GA: (404) 237-5236
Boston, MA: (617) 267-1180
Chicago, IL: (312) 836-0780
Dallas, TX: (214) 871-0155
Detroit, MI: (313) 649-3230
Houston, TX: (713) 629-4151
Los Angeles, CA: (213) 852-8880
Minneapolis, MN: (612) 333-8833
Philadelphia, PA: (215) 564-4561
St. Louis, MO: (314) 421-4948
San Francisco, CA: (415) 957-9960
Seattle, WA: (206) 782-4343

CMBS (Concert Music Broadcast Sales, Inc.)

271 Madison Ave., Suite 700
New York, NY 10016
(212) 532-1900
Peter J. Cleary, President

Atlanta, GA: (404) 266-1735
Chicago, IL: (312) 565-5065
Los Angeles, CA: (213) 384-3800
St. Louis, MO: (314) 725-3030

DURPETTI & ASSOCIATES

Durpetti & Associates
111 East Wacker Drive
Chicago, IL 60601
(312) 819-0100
Tony Durpetti, President

Atlanta, GA: (404) 237-0016
Dallas, TX: (214) 855-5215
Detroit, MI: (313) 649-0906
Los Angeles, CA: (213) 475-5513
New York, NY: (212) 309-9050
San Francisco, CA: (415) 986-1933

Eastman Radio, Inc.

One Rockefeller Plaza
New York, NY 10020

(212) 581-0800
Jerry Schubert, President



Atlanta, GA: (404) 321-5136
Boston, MA: (617) 482-0440
Chicago, IL: (312) 644-0670
Dallas, TX: (214) 691-7984
Detroit, MI: (313) 873-2090
Houston, TX: (713) 960-1252
Los Angeles, CA: (213) 464-6104
Minneapolis, MN: (612) 854-8980
Philadelphia, PA: (215) 557-6610
St. Louis, MO: (314) 241-7040
San Francisco, CA: (415) 956-3994
Seattle, WA: (206) 285-1217

Gillis Broadcasting Representatives

8693 Wilshire Blvd., #208
Beverly Hills, CA 90211
(213) 657-2061
Jim Gillis, President

Hillier, Newmark, Wechsler & Howard

100 Park Ave.
New York, NY 10017
(212) 309-9000



Dick Sharpe, President

Atlanta, GA: (404) 256-3084
Boston, MA: (617) 267-4415
Charlotte, NC: (704) 554-5852
Chicago, IL: (312) 372-9600
Dallas, TX: (214) 871-0007
Detroit, MI: (313) 540-2660
Houston, TX: (713) 784-4694
Los Angeles, CA: (213) 270-3183
Minneapolis, MN: (612) 339-2626
Philadelphia, PA: (215) 735-5843
St. Louis, MO: (314) 241-7799
San Francisco, CA: (415) 398-7662

Interop

100 Park Ave.
New York, NY 10017
(212) 916-0600



Ralph Guild, Chairman
Les Goldberg, President
Erica Farber, Exec. VP/Radio
Development Director

Katz Radio

One Dag Hammarskjold Plaza
New York, NY 10017

(212) 572-5560

Dick Rominick, President



Atlanta, GA: (404) 233-0203
Boston, MA: (617) 426-7290
Chicago, IL: (312) 836-0500
Dallas, TX: (214) 871-1980
Detroit, MI: (313) 649-4333
Houston, TX: (713) 961-5094
Los Angeles, CA: (213) 852-8700
Minneapolis, MN: (612) 339-2002
Philadelphia, PA: (215) 567-5166
Portland, OR: (503) 226-3973
St. Louis, MO: (314) 231-1666
San Francisco, CA: (415) 777-3377
Seattle, WA: (206) 682-8131

Katz Radio Group

One Dag Hammarskjold Plaza
New York, NY 10017

(212) 572-5520

Ken Swetz, President

Stu Olds, VP/Mgr. Network

David Halberstam, VP/Mgr. Sports

Glenn Kummerow, VP/Mgr. Farm

Shelly Katz Radio Sales, Inc.

150 E. 39th St., Suite 1703
New York, NY 10016

(212) 685-9240

Shelly Katz, President

Atlanta, GA: (404) 633-9080
Chicago, IL: (312) 263-3340
Detroit, MI: (313) 961-3353
Los Angeles, CA: (213) 657-2061
San Francisco, CA: (415) 391-1984

R.A. Lazer & Co.

3059 Priscilla Ave., Suite 208
Highland Park, IL 60035

(312) 433-6032

Robert Lazer, President

Arlington, TX: (817) 265-6242

Atlanta, GA: (404) 237-1577

Boston, MA: (617) 542-0476

Los Angeles, CA: (213) 657-2061

New York, NY: (212) 575-5077

San Francisco, CA: (415) 391-1984

Why WHTZ chose a rep instead of a conglomerate.

By Dean Thacker, Vice President & General Manager.



Jerry Schubert (left), President, Eastman Radio, with Dean Thacker

As the most listened-to station in America, Z-100 has created a lot of excitement in the New York marketplace. And Malrite knew from the start that we'd need a rep that could communicate that impact—a rep that could sell beyond the “numbers.”

Eastman Radio sells Z-100 by pitching what we're worth, not just our cost. They sell the true value of our station, beyond the numbers in a ratings book.

Eastman tells the whole story.

Now don't get us wrong. WHTZ has plenty of numbers, and we're proud of our consistency in Arbitron and Birch. But there's more to our success than numbers alone.

Z-100 is known for across-the-board strength in all dayparts, from the Morning Zoo through the evening hours. For the multiple demo nature of the job we do for our advertisers. For our tremendous, exclusive come story, and track record of great results.

These are stories worth telling, and Eastman makes sure they're told. As a result, the graph of our national revenue shares has far out-stepped that of our audience share.

In the summer of 1984, WHTZ and Eastman rose to the number 1 national billing position among all New York stations. Z-100 was on top again for 7 out of 12 months (the last 5 in a row) and number 1 overall at year end in 1985.

Eastman has a style all its own.

We believe a radio station can't get the attention it deserves being sold “supermarket-style” by a conglomerate.

Eastman sells the momentum and impact of what we do at Z-100 like no conglomerate can. They've worked right alongside WHTZ through every exciting day of our growth from “worst to first.” And they've kept our national sales steadily growing. In our book, they're the best.



EASTMAN RADIO

Representatives

Lotus Hispanic Reps.

50 E. 42nd St., Suite 702
New York, NY 10017
(212) 697-7601
Richard Kraushaar, President
Monica Messina, VP/Eastern Mgr.

Atlanta, GA: (404) 633-8424
Chicago, IL: (312) 346-8442
Dallas, TX: (214) 960-1707
Los Angeles, CA: (213) 464-1311
San Francisco, CA: (415) 563-3252

Major Market Radio Sales

100 Park Ave.
New York, NY 10017
(212) 818-8900 
Warner Rush, President

Atlanta, GA: (404) 892-7525
Boston, MA: (617) 523-0357
Chicago, IL: (312) 938-0999
Dallas, TX: (214) 871-1977
Detroit, MI: (313) 358-2060
Los Angeles, CA: (213) 474-5311
Philadelphia, PA: (215) 567-3600
St. Louis, MO: (314) 727-5502
San Francisco, CA: (415) 922-9600

Market 4 Radio

15 E. 40th St., #306
New York, NY 10016
(212) 683-7990
Jim Smith, President

Atlanta, GA: (404) 262-1097
Chicago, IL: (312) 346-3334
Dallas, TX: (214) 788-1630
Detroit, MI: (313) 961-3353
Houston, TX: (713) 759-0549
Kansas City, MO: (816) 471-5502
Los Angeles, CA: (213) 657-2061
St. Louis, MO: (816) 471-5502
San Francisco, CA: (415) 391-1984

Masia Radio

41 E. 42nd St., #1200
New York, NY 10017
(212) 490-3760
Jack Masia, President
Peter Moore, Exec. V.P.

Boston, MA: (617) 338-5084
Chicago, IL: (312) 670-3570
Dallas, TX: (214) 637-2052
Detroit, MI: (313) 354-0691
Los Angeles, CA: (213) 462-7351

McGavren Guild Radio

100 Park Ave.
New York, NY 10017
(212) 916-0500
Ellen Hulleberg, President



Atlanta, GA: (404) 953-1111
Boston, MA: (617) 266-0606
Charlotte, NC: (704) 552-7761
Chicago, IL: (312) 644-7150
Dallas, TX: (214) 350-0800
Denver, CO: (303) 368-0334
Detroit, MI: (313) 649-6200
Houston, TX: (713) 266-7667
Minneapolis, MN: (612) 333-8717
Philadelphia, PA: (215) 732-3380
Portland, OR: (503) 223-1700
St. Louis, MO: (314) 231-0000
San Francisco, CA: (415) 986-4112
Seattle, WA: (206) 223-1183

Paul Miller & Company

4300 MacArthur, #213
Dallas, TX 75209
(214) 528-2923
Paul Miller, President

Atlanta, GA: (404) 262-1200
Chicago, IL: (312) 446-2487
Los Angeles, CA: (213) 657-2061
Minneapolis, MN: (612) 333-3660
New York, NY: (212) 683-7990
San Francisco, CA: (415) 731-3620

Harlan G. Oakes, Inc.

11332 Camarillo St.
North Hollywood, CA 91602
(818) 980-3212

Chicago, IL: (312) 478-5544
New York, NY: (212) 575-5077
San Francisco, CA: (415) 731-3620

Patt Media Sales

21714 Lakeland
P.O. Box 691
St. Clair Shores, MI 48081
(313) 445-0491
Kenneth D. Patt, President
Michael A. Martin, VP

Atlanta, GA: (404) 633-9080
Chicago, IL: (312) 263-3340
Dallas, TX: (214) 788-1630
New York, NY: (212) 683-7990
San Francisco, CA: (415) 391-2272

Radio Time Sales/International

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984
Sam Posner, President

Atlanta, GA: (404) 252-2668
Chicago, IL: (312) 346-3334
Dallas, TX: (214) 350-7737
Detroit, MI: (313) 961-3353
Los Angeles, CA: (213) 657-2061
New York, NY: (212) 683-7990
Portland, OR: (509) 221-0330
Seattle, WA: (206) 624-2290

Republic Radio

900 Third Ave.
New York, NY 10022-4728
(212) 644-6577
Jerry Cregan, President

Atlanta, GA: (404) 261-1724
Boston, MA: (617) 542-5069
Chicago, IL: (312) 836-0850
Dallas, TX: (214) 871-1152
Detroit, MI: (313) 649-1416
Houston, TX: (713) 961-4823
Los Angeles, CA: (213) 852-8768
Minneapolis, MN: (612) 339-8941
Philadelphia, PA: (215) 972-0311
St. Louis, MO: (314) 231-3975
San Francisco, CA: (415) 957-9920
Seattle, WA: (206) 441-1356

Roslin Radio Sales, Inc.

509 Madison Ave.
New York, NY 10022
(212) 486-0720
Mary Roslin, President

Atlanta, GA: (404) 266-0614
Boston, MA: (617) 262-3400
Chicago, IL: (312) 726-5451
Dallas, TX: (214) 238-5057
Los Angeles, CA: (213) 306-4300
San Francisco, CA: (415) 974-1966

Savalli, Schutz, Peterson

515 Madison Ave.
New York, NY 10022
(212) 688-2380
Joseph Savalli, President
Al Peterson, Vice President

Atlanta, GA: (404) 633-9080
Boston, MA: (617) 482-4370
Chicago, IL: (312) 263-3340
Dallas, TX: (214) 350-7737
Detroit, MI: (313) 445-0491
Los Angeles, CA: (213) 657-2061
Philadelphia, PA: (215) 242-3660
St. Louis, MO: (816) 471-5502
San Francisco, CA: (415) 731-3620

DIRECTORY

Representatives



Select Radio Representatives

1290 Avenue of the Americas
New York, NY 10104
(212) 603-6200
Frank Oxarart, President
Bill McHale, Exec. Vice President

Atlanta, GA: (404) 355-2500
Boston, MA: (617) 262-6881
Chicago, IL: (312) 943-5858
Dallas, TX: (214) 522-3970
Denver, CO: (303) 393-1828
Detroit, MI: (313) 540-7300
Houston, TX: (713) 552-0281
Minneapolis, MN: (612) 332-4411
Los Angeles, CA: (213) 653-3266
Philadelphia, PA: (215) 732-4244
St. Louis, MO: (314) 621-1417
San Francisco, CA: (415) 397-7366

TORBET



Torbet Radio

1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 355-7705
Tony Fasolino, President

Atlanta, GA: (404) 325-4500
Boston, MA: (617) 426-3374
Chicago, IL: (312) 222-1430
Dallas, TX: (214) 528-7980
Denver, CO: (303) 321-2354
Detroit, MI: (313) 362-1405
Houston, TX: (713) 961-1626
Los Angeles, CA: (213) 653-2271
Lubbock, TX: (806) 792-2000
Minneapolis, MN: (612) 854-1373
Philadelphia, PA: (215) 732-9532
Portland, OR: (503) 239-4354
St. Louis, MO: (314) 241-8130
Salt Lake City, UT: (801) 521-2177
San Francisco, CA: (415) 956-7778
Seattle, WA: (206) 282-3400

The TRM Group (formerly Milam & Cowart)
3446 Whitewall Drive
Dallas, TX 75229
(214) 350-7737

Tamela A. Bembenek, Owner

Atlanta, GA: (404) 266-3133
Beverly Hills, CA: (213) 657-2061
Chicago, IL: (312) 263-3340
Little Rock, AR: (501) 227-7564
Memphis, TN: (901) 452-3569
New York, NY: (212) 688-2380
Raleigh, NC: (919) 782-0896
St. Louis, MO: (314) 991-4261
San Francisco, CA: (415) 731-3620

WEISS-POWELL, INC.

RADIO SALES

Weiss & Powell, Inc.

100 Park Avenue
New York, NY 10017
(212) 818-8950
Ralph Conner, President

Atlanta, GA: (404) 233-4942
Boston, MA: (617) 482-3216
Chicago, IL: (312) 236-2338
Dallas, TX: (214) 522-3762
Detroit, MI: (313) 649-4820
Los Angeles, CA: (213) 938-0118
Minneapolis, MN: (612) 333-6582
Philadelphia, PA: (215) 625-0331
St. Louis, MO: (314) 621-6040
San Francisco, CA: (415) 981-3676

Research Firms

Accend TeleComputer Sampling Services

3833 Lansdale Court
Laurel, MD 20707
(301) 890-8833
Michael J. Weiner, President

Arbitron Ratings Company

1350 Ave. of the Americas
New York, NY 10019
(212) 887-1314
Director of Communications:
Thomas F. Mocarsky

ARBITRON RATINGS
GD

Balon & Associates, Inc.

3532 Bee Caves Rd., #110
Austin, TX 78746
(512) 327-7010
Robert E. Balon, President

BALON
A ASSOCIATES

Quality Research for Broadcasters

Spectrum Research

1808 Landmark One/Cherry Hill, NJ 08034-2217
609/795-7990

- Focus Groups
- Individual Depth Interviews
- Strategic Market Studies
- Audience Profile Studies
- Auditorium Music Tests

DIRECTORY

Research Firms

Birch Radio

Colonial Plaza
44 Sylvan Ave.
Englewood Cliffs, NJ 07632
(201) 585-7667
President: Bill Livek

Bolton Research Corp.

2401 Pennsylvania Ave.
Philadelphia, PA 19130
(215) 232-2240
Ted Bolton, President

Coleman Research

3101 Poplarwood Ct., Suite 108
Raleigh, NC 27604
(919) 790-0000
Jon A. Coleman, President

Communication Design

2033 6th Ave., #750
Seattle, WA 98121
(206) 441-7655
Stewart Elway, President

Directions Research

1136 E. Campbell Ave.
Phoenix, AZ 85014
(602) 264-3337
Bob Lowry, President



FMR Associates, Inc.

6045 E. Grant Road
Tucson, AZ 85712
(602) 886-5548
Bruce Fohr, President

Focus Research Of Georgia

6445 Powers Ferry Rd., #180
Atlanta, GA 30339
(404) 955-1550
Traci Douglas, President
Kent Burkhardt, Chairman

Bob Harper's Company

P.O. Box 24337
San Diego, CA 92124
(619) 268-4497
Bob Harper, President

JHAN HIBER & ASSOCIATES

Jhan Hiber & Associates
26384 Carmel Rancho Ln. #202
Carmel, CA 93923
(408) 625-3356
Jhan Hiber, President

Mark Kassof & Co.

1876 E. Lincoln Ave.
Birmingham, MI 48008
(313) 540-9499
Mark I. Kassof, President

Klemm Media, Inc.

P.O. Box 79
Warren, CT 06754
(203) 868-0505
David R. Klemm, President

Landsman Media

Landsman Media
575 Lexington Ave.
New York, NY 10022
(212) 688-5552
Dean Landsman, President

R.M. Lowry & Company

5888 E. Onyx Ave.
Scottsdale, AZ 85253
(602) 483-0586
Bob Lowry, President

Lund Consultants

1330 Millbrae Ave.
Millbrae, CA 94030
(415) 692-7777
John Lund, President

Bobby Magic & Associates

5553 N.E. Gulfstream Way
Stuart, FL 33494
(305) 225-0761
Bobby Magic, President

Frank N. Magid Associates

One Research Center
Marion, IA 52302
(319) 377-7345
Frank N. Magid, President

MJM Research

11539 W. 83rd Terrace
Lenexa, KS 66215
(913) 888-3366
Randy Knight, President

Media-Lifestyle Research

38201 6th St. East
Palmdale, CA 93550
(805) 947-3107
P. Dale Ware, VP/Director

Programming Co-Op

Rt. 1, Box 400 E
Fayetteville, AR 72703
(501) 521-1435
Steven Warren, Director

Programming Plus

P.O. Box 90486
Pacific Beach, CA 92109-0860
(619) 272-PLUS
Jack Hayes, President

Radioactivity

3954 Peachtree Rd., #201
Atlanta, GA 30319
(404) 266-1977
Dain Schult, President

Radio Information Center

575 Lexington Avenue
New York, NY 10022
(212) 371-4828
Maurie Webster, President

The OLD: Focus groups & one-on-ones

The NEW: Confrontation Analysis™

The REASONS: Larger sample size (150-200); removes moderator fatigue and listener bias; affords a quick and accurate read on talent, contests, music, promotions, liners, billboards, TV spots, and best of all, IT TARGETS THE DIARY KEEPER!

Call BALON & ASSOCIATES, INC. - 512/327-7010

3532 Bee Caves Road, Suite 110, Austin, TX 78746

DIRECTORY

Research Firms

Rantel Research
P.O. Box 681
Laurel, MD 20707
(301) 490-8700

Research Concepts Company
P.O. Box 65117
Baltimore, MD 21209
(301) 484-8615
Jay M. Krakowitz, President

Reymer & Gersin, Associates
20300 Civic Center Dr., #320
Southfield, MI 48076
(313) 354-4950
Harvey Gersin, Exec. VP

The Research Group
2517 Eastlake Avenue East
Seattle, WA 98102
(206) 624-3888
Larry B. Campbell, President
William C. Moyes, Chairman

Smith & Company
5910 John Hancock Center
175 East Delaware Place
Chicago, IL 60611
(312) 822-0123
James A. Smith, President

Southeast Media Research, Inc.
P.O. Box 40542
Washington, DC 20016-0542
(703) 534-3003
Don Hagen, President

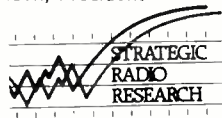
*Southeast Media
Research, Inc.*

Spectrum Research

Spectrum Research
1808 Landmark One
Cherry Hill, NJ 08034
(609) 795-7990
Peter Mokover, President

SRI Research Center, Inc.
301 South 68th Street
Lincoln, NE 68510
(800) 228-4526
Tom Barker, VP/GM

Strategic Radio Research
211 East Ontario
Chicago, IL 60611
(312) 280-8300
Kurt Hanson, President



Stratford Research
2965 Pickle Road
Toledo, OH 43616
(419) 698-1166
Lewis W. Dickey, Jr., President
Lewis W. Dickey, Chairman

Surrey Consulting and Research

165 South Union, #606
Denver, CO 80228
(303) 989-9980



Roger Wimmer, President
Mike Henry, Dir./Marketing

Consultants

Now call toll free!
1-800-952-1986

Now's the time to call Surrey.

CALL (303) 989-9980 TODAY!

Research	Consulting
- Radio	- Radio Programming
- Television	- Radio Engineering
- Cable	

SURREY
CONSULTING & RESEARCH

Accend Radio Programming
3833 Lansdale Court
Laurel, MD 20707
(301) 890-8833
Michael J. Weiner, President

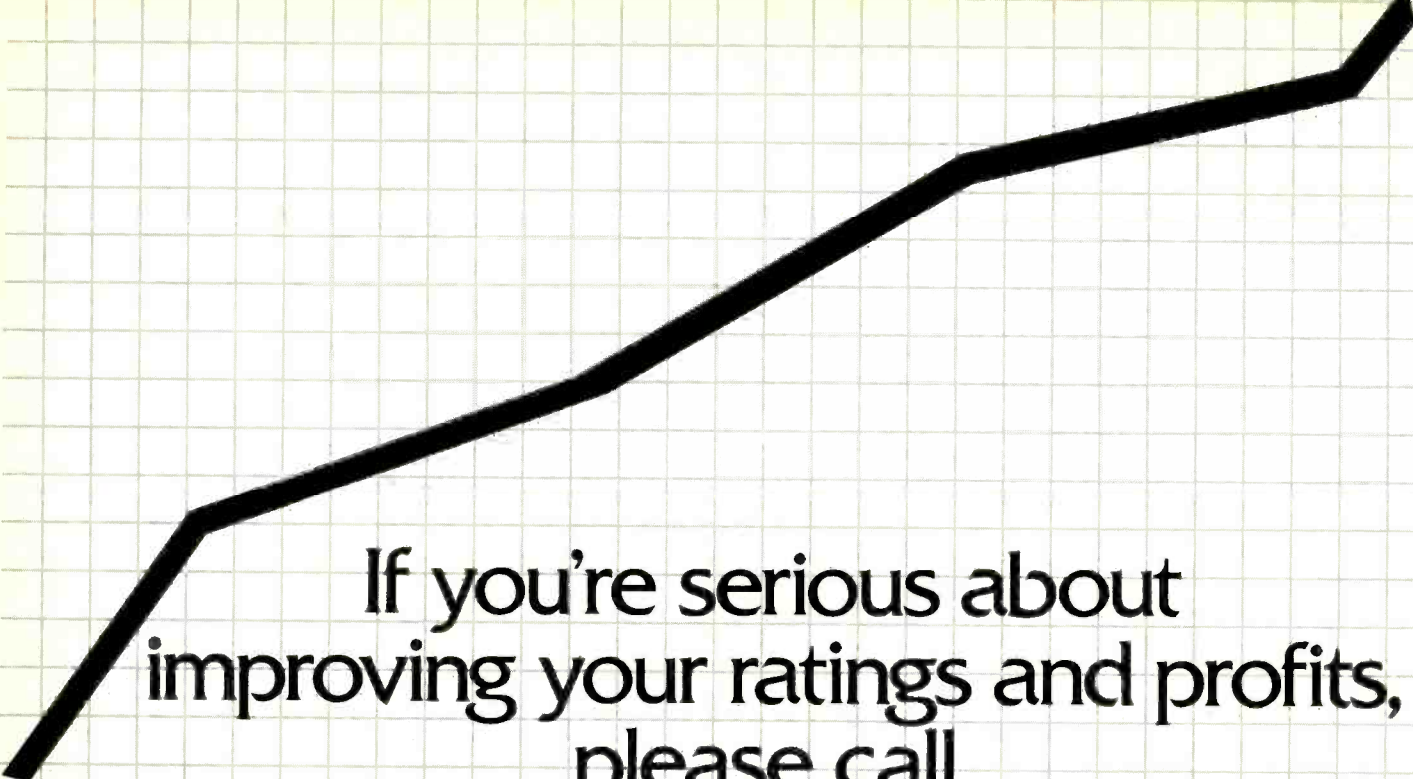
Atkinson Consultants
12 Lords Hwy.
Weston, CT 06883
(203) 226-3110
Bob Atkinson, President

Lee Bayley Associates
3401 Plantation Drive
Irving, TX 75062
(214) 258-8635
Lee Bayley, President

Lawrence Behr Associates, Inc.
P.O. Box 8026
Greenville, NC 27834
(919) 758-4509
Lawrence Behr, President

Beveridge Business Systems
P.O. Box 223
Barrington, IL 60011
(312) 381-7797
Don Beveridge, President

Lee Boyan & Associates
11813 Crawford Road West
Minnetonka, MN 55343
(612) 938-5904
Lee Boyan, President



If you're serious about
improving your ratings and profits,
please call.

At The Research Group, we won't ask you for your business unless we can help you to improve it. To do that, we have to *listen* to you... to learn your goals and your concerns for now and for the next five years. Our firm is dedicated to the long-term real development and improvement of radio stations.

If you have an interest in bringing your radio station to a posture of excellence in product, in market share, and in profitability, please give us a call. We'll listen.

It all starts with a two-way dialogue.

Larry B. Campbell
President
(206) 624-3888

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

DIRECTORY

Consultants

Broadcast Programming International
P.O. Box 2027
Bellevue, WA 98009
(206) 454-5010
(800) 426-9082
Bob English, President

Broadcasting Unlimited
16 Coltsway
Wayland, MA 01778
(617) 358-4828
Jay Williams, President

**Burkhart/Abrams/Douglas/
Elliot & Associates**
6500 River Chase Circle, East
Atlanta, GA 30328
(404) 955-1550
Kent Burkhart, Chairman

Alan Burns & Associates
2301 Churchill Road
Silver Spring, MD 20902
(301) 593-7250
Alan Burns, President



Burns & Associates
15435 River Bend
San Antonio, TX 78247
(512) 490-1910
Gary Burns, President

Burns Media Consultants
3054 Dona Marta Drive
Studio City, CA 91604
(818) 985-8522
George A. Burns, President

C & W Communications
5900 Dunmore Drive
W. Bloomfield, MI 48033
(313) 626-1820
Don Watson, President

Cameron Communications, Inc.
117 Prospect Park West
Brooklyn, NY 11215
(718) 788-8528
Jim Cameron, President

Century 21 Programming, Inc.
4340 Beltwood Parkway
Dallas, TX 75244-3225
(800) 582-2100
(214) 934-2121
Dave Scott, President

Cole/Ray Associates
2402 Arpdale Street
Austin, TX 78704
Bob Cole, President
Jim Ray, Chairman

Collins Broadcast Services
174 King Henry Court
Palatine, IL 60067
(312) 991-1522
Stu Collins



Four years ago, two women with a couple of creative ideas about how radio stations should promote themselves started a small company. The radio stations they worked with listened and they grew...which meant that small company grew...in fact the small company outgrew its name, its office, and just doing promotions.

Women At Work is now The Marketing Works. They've opened an additional office in Los Angeles, have lots of great people working with them (men, too), and offer the full spectrum of marketing services including:

- marketing plans
- TeleWork® telemarketing
- direct mail
- creative TV ads
- billboard designs
- innovative promotions
- logo design
- public relations

By the way, those two women are still there and have a few more creative ideas up their sleeves...call and find out how they can work for you!



**7 LANSDOWNE ST
BOSTON, MA 02215
(617) 266-2619**

DIRECTORY

Consultants

Comedy Warehouse

10240 W. St. Martins Road
Franklin, WI 53132
(414) 529-5813
Mark Tuschel



Cross-Country Communications

Box 535
Suffern, NY 10901
(914) 368-1720
Joe Capobianco, President

DDS Sales Training

5904 West 35th Street
Sioux Falls, SD 57106
(605) 361-9923
Darrell Solberg, President

E. Alvin Davis & Associates

9851 Forest Glen Drive
Cincinnati, OH 45242
(513) 984-5000
E. Alvin Davis, President



Alex DeMers Consultants

617 Newcomen Rd.
Exton, PA 19341
(215) 363-2636
Alex DeMers, President

Drake Chenault Enterprises

2000 Randolph Road
Albuquerque, NM 87106
(505) 247-3303
(800) 247-3303
Denny Adkins, President

Edinborough Rand

8026 East McLellan
Scottsdale, AZ 85253
(602) 991-6761
Gary Guthrie, President

Doc Elliot & Associates

3014 W. Greenleaf Ave.
Wilmette, IL 60091
(312) 251-4381
Elliot B. Pollock, President

Fairwest/John's Co.

1250 Prospect Place, Suite 102
La Jolla, CA 92037
(619) 454-3202
Dana Horner, President



Frank Felix Associates

3760 South, 43120 West
Salt Lake City, UT 84120
(801) 967-8917
Frank Felix, President

The Greenfield Group

3003 North Central Avenue, #1802
Phoenix, AZ 85012
(602) 230-0400
Al Greenfield, President

Greenwood Performance Systems

330 Plaza Center
800 West 47th St.
Kansas City, MO 64112
(816) 561-1000
Jim Taszarek, President

Donna Halper & Associates

28 Exeter Street
Boston, MA 02116
(617) 226-5666
Donna Halper, President

Harris Communication Corporation

1021 Lancaster Avenue, Suite 206
Bryn Mawr, PA 19010-1401
(215) 525-0933
George Harris, President

Harris Marketing Group, Inc.

2811 Tam O'Shanter Lane
Dallas, TX 75080
(214) 644-8733
Bob Harris, President

Bob Hattrik Communications

P.O. Box 1333
St. Petersburg, FL 33731
(813) 896-6666
Sue Jackson-Raines, Director

Bob Henabery Associates

136 E. 55th St.
New York, NY 10022
(212) 753-6513
Bob Henabery, President

Bill Hennes & Associates

1814 Catalpa Lane
Mt. Prospect, IL 60056
(312) 364-6966
Bill Hennes, President

IGC/Strategic Communications

1055 Lowden Ave.
Union, NJ 07083
(201) 558-0098
Henry Kavett, President

Irv Joel & Associates

528 River Road
Teaneck, NJ 07666
(201) 692-0010
Irv Joel, President

Joint Communications Corp.

41 Peter St.
Toronto, ONT
Canada M5V 2G2
(416) 593-1136
John Parikhal, CEO

Mike Joseph

11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326
Mike Joseph, President

Paul Kagan Associates

126 Clock Tower Place
Carmel, CA 93923
(408) 224-1536
Paul F. Kagan, President

Gary Kaplan & Associates

201 S. Lake Avenue, Suite 507
Pasadena, CA 91101
(818) 796-8100
Gary Kaplan, President

E. Karl Broadcast Consulting

1665 Knoll Drive
San Luis Obispo, CA 93401
(805) 543-6386
E. Karl, President

Don Kelly & Associates

39 Mayberry Road
Chappaqua, NY 10514
(914) 666-0175
Don Kelly, President

Klemm Media, Inc.

P.O. Box 79
Warren, CT 06754
(203) 868-0505
David R. Klemm, President

Landsman Media

575 Lexington Ave.
New York, NY 10022
(212) 688-5552
Dean Landsman, President
Landsman Media

Local Marketing Corp.

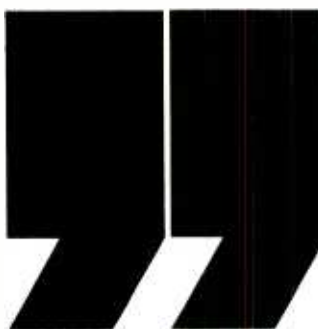
319 Dixie Terminal Building
Cincinnati, OH 45202
(513) 241-5158
Lee Carter, President

Jim Long Companies

13747 Montfort Drive, #220
Dallas, TX 75240
(214) 934-2222
Jim Long, President



*For over 500 radio
broadcasters, One
word has made the
difference between
a good sales
department and a
great one.*



Greenwood.

*Call now and
find out how you
can own the
Greenwood Master
System exclusively
in your market.*

GREENWOOD

Performance Systems

Ken Greenwood, Jim Rhea, Stan Forrer: 1-800-331-9115
Jim Taszarek, Tim Menowsky: 1-800-521-2250 Joe Archer: 1-800-222-4898

DIRECTORY

Consultants

Lontos Sales & Motivation
7345 Shepard Mesa
Carpinteria, CA 93013
(805) 684-6953
Pam Lontos, President

R.M. Lowry & Company
5888 E. Onyx Ave.
Scottsdale, AZ 85253
(602) 483-0586
Bob Lowry, President

**The Lund Consultants To
Broadcast Management, Inc.**
1330 Millbrae Ave.
Millbrae, CA 94030
(415) 692-777
John C. Lund, President

Chris Lytle & Associates
429 Gammon Place
Madison, WI 53719
(608) 833-8384
Sarah McCann, President

Bobby Magic & Associates
5553 N.E. Gulfstream Way
Stuart, FL 33494
(305) 225-0761
Bobby Magic, Pres.

The Marketing Works
(formerly Women at Work)
7 Landsdowne Street
Boston, MA 02215
(617) 266-2619
Ilene Falber, President
Cindy Betz, Vice President



Pat Martin & Associates
906 W. Montana Ave.
Milwaukee, WI 53215
(414) 482-2638
Pat Martin, President

McVay Media
24650 Center Ridge Rd., #340
Westlake, OH 44145
(216) 574-2311
Michael A. McVay, President

Media Strategies
30606 Squire's Trail
Farmington Hills, MI 48108
(313) 626-7158
Fred Jacobs, President

Mega Features
270 Lafayette Street, #901
New York, NY 10012
(212) 226-8700
Whitten Pell, Vice President

Jay Mitchell Associates
P.O. Box 1285
Fairfield, IA 52556
(515) 472-4087
Jay Mitchell, President
Cathy Higdun, Associate

Larry Moffit, Consultant
3900 NE Broadway
Des Moines, IA 50317
(515) 265-6181
Larry Moffit, President

**MusioMedia
Communications Corp.**
2337 Middle Creek Lane
Reston, VA 22091
(703) 476-1999
Jack Taddeo, President

Music Research Specialists
1510 E. Fleming Dr.
Arlington Heights, IL 60004
(312) 392-2525
Marc McCoy, President

News Horizons
10861 Moorpark Street, #209
North Hollywood, CA 91602
(818) 506-5793
Fred Walters

Only Radio Sales
8681 South West 137th Ave.
Miami, FL 33183
(305) 385-1880
Bob Grim, President

Ott & Sneed
300 Turner Road, Suite 514
Richmond, VA 23225
(804) 320-5223
Rick Ott, President
Martin Sneed, Vice President

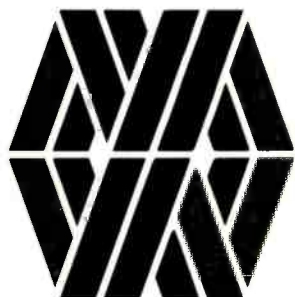
Peterson Media Services
3397 Wrightwood Dr.
Studio City, CA 91604
(213) 650-4168
Al Peterson, President

Jeff Pollack Communications
984 Monument Street,
Suite 105
Pacific Palisades, CA 90272
(213) 459-8556
Jeff Pollack, President

**Read any
good books
lately?
Our clients have...**

The next good book you read *can* be yours.
Talk to Alan Burns & Associates.
(301) 593-7250

**ALAN
BURNS
& Associates.**



**OFF THE
RECORD**
with MARY TURNER

MEDIA-DRIVEN MUSIC MARKETING

$$E^m = mc^2$$

EMPHASIZE THE MEDIA
TO MAXIMIZE THE CONCEPT



That's our formula. And Westwood One delivers. Converting your target audience into sponsor-knowing, brand-buying consumers. As your collaborator in musical tour sponsorship, we'll put our voice behind your promotion. And our voice has the ear of America.

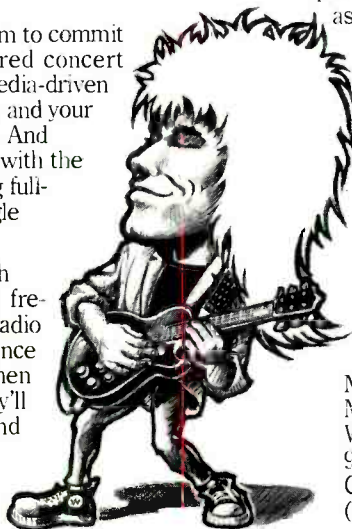
With over 5000 radio stations airing Westwood One programming, you'll have the benefit of more outlets than all other radio networks *combined*. Westwood One is, by far,

the largest source of exposure in U.S. radio, with 40 regularly-scheduled programs.

As the only national broadcast medium to commit its resources to nationally-sponsored concert tours, we create and implement media-driven support programs that make the tour, and your sponsorship, appear bigger than life. And our Music Marketing experts travel with the tour to handle every detail, including full-scale field coordination at every single concert date.

A collaborative tour sponsorship with Westwood One harnesses the reach, frequency and promotional power of radio (both nationally and locally). And since our programs air everywhere, when your tour is playing in Boston, they'll know about it in Bakersfield. And they'll know *who's* sponsoring it.

Westwood One has revolutionized the sponsor/artist/tour process



with recent success stories like Foreigner (with Coca-Cola USA), Rick Springfield (with Warner-Lambert), and Stevie Nicks (with Sun Country Cooler). And we're the exclusive national sponsor of the single biggest tour of summer '86: Bob Dylan with Tom Petty and The Heartbreakers!

Our Talent Department gives you the benefit of valuable ongoing relationships with virtually every major artist. And our vast Radio Relations staff helps provide the full support of our multiple station affiliates in each market. The depth and professionalism of our Mobile Recording, Promotion, Production and Marketing staffs add up to resources that finally produce the brand/artist

association, local dealer/distributor support and substantial return on investment that tour sponsorship has always

promised but rarely delivered. All this with cost efficiency never-before-possible in the tour sponsorship arena.

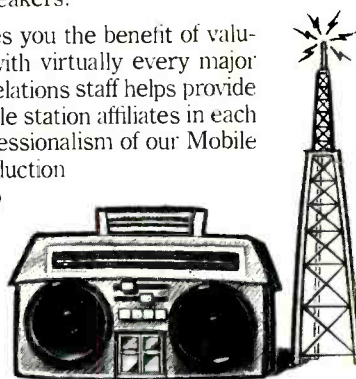
It doesn't take an Einstein to figure out that $E^m = mc^2$ is a formula that really works. It's an absolute force. And we can put it to work for you!

For more information on Media-Driven Music Marketing, call or write:

Mark Kress, General Manager
Music Marketing and Promotion
Westwood One Radio Networks
9540 Washington Boulevard
Culver City, California 90232
(213) 204-5000



**WESTWOOD ONE
RADIO NETWORKS**



DIRECTORY

Consultants

Margie Poole Creative Services
6124 Sherry Lane, Suite 324A
Dallas, TX 75225
(214) 368-3704
Margie Poole, President

Programming Co-Op
Rt. 1, Box 400E
Fayetteville, AR 72703
(501) 521-1435
Steven Warren, Director

Radioactivity Broadcast Consultation
3954 Peachtree Road, Suite 201
Atlanta, GA 30319
(404) 266-1977
Dain Schult, President

Radio Arts, Inc.
210 N. Pass Ave., #104
Burbank, CA 91505
(818) 841-0225
Larry C. Vanderveen, President

Radio Marketing Concepts
Route 4, Box 43
Warrenton, VA 22186
(703) 347-3555
Norm Goldsmith, President

The Research Group
2517 Eastlake Ave. East
Seattle, WA 98102
(206) 624-3888
William Moyes, President

Reymer & Gersin Associates
20300 Civic Center Drive, #320
Southfield, MI 48076
(313) 354-4950
Harvey Gersin, Exec. VP

RSN Promotions
302 N. Jackson, Suite 203
Milwaukee, WI 53202
(414) 289-9899

Pete Salant Broadcast Consultants
Box 575
Cheshire, CT 06410
(203) 272-9424
Pete Salant, President

SB Management
550 Price Ave., #8
Redwood City, CA 94063
(415) 366-1781
Mike Hesser, President

Ray Sasser & Associates
P.O. Box 3181
Winston-Salem, NC 27102
(919) 945-5323
Ray Sasser, President

Shane Media Services
6405 Richmond Ave., Suite 311
Houston, TX 77057
(713) 952-9221
Ed Shane, Owner

Jon Sinton Associates
943 Otter Way
Marietta, GA 30067
(404) 971-4647
Jon Sinton, President

Barry Skidelsky & Associates
132 E. 45th Street, Suite 12C
New York, NY 10017
(212) 370-0130
Barry Skidelsky, President

Sklar Communications
100 Park Ave.
New York, NY 10017
(212) 370-0077
Rick Sklar, President

Clark Smidt, Inc
85 Westbourne Terrace
Brookline, MA 02146
(617) 232-1322
Clark Smidt, Broadcast Advisor

Smith and Company
5910 John Hancock Center
175 East Delaware Place
Chicago, IL 60611
(312) 822-0123
James A. Smith, President

Stecker-Thompson Associates
4202 Hidden Elm Woods
San Antonio, TX 78249
(512) 492-8677

Mary Catherine Sneed
5010 Spruce Bluff Drive
Atlanta, GA 30360
(404) 394-8291
Mary Sneed, President

Surrey Consulting & Research
165 South Union, #606
Denver, CO 80228
(800) 952-1986
Roger Wimmer, President
Mike Henry, Dir./Marketing

TM Communications, Inc.
1349 Regal Row
Dallas, TX 75247
(214) 634-8511
Pat Shaughnessy, President

Walker & Associates
P.O. Box 417
Iuka, MS 38852
(601) 423-1046
Rusty Walker, President

Todd Wallace/Associates
P.O. Box 11347
Phoenix, AZ 85061
(602) 242-6800

Charles Warner & Associates
528 Patricia Lane
Palo Alto, CA 94303
(415) 322-8027
Charles Warner, President

The Webster Group
575 Lexington Avenue
New York, NY 10022
(212) 371-4828
Maurie Webster, President

Jim West Company
2007 N. Collins Blvd. #501
Richardson, TX 75080
(214) 644-7800
Jim West, President

Ron White Co.
P.O. Box 4189
Little Rock, AR 72214
(501) 661-7522
Ron White, President

George Williams Communications
5330 Bent Tree Forest Dr. #912
Dallas, TX 75248
(214) 980-4050
George Williams, President

Winton Communications, Inc.
10014 N. Dale Mabry
Tampa, FL 33618
(813) 962-2336
Ed Winton, President

HAVE YOU CHECKED YOUR BENCHMARKS LATELY?

At Balon & Associates, Inc. our Benchmark phone surveys give it to you straight — how listeners can describe your station — how well they understand it — and how you are doing in the “Battle of Unaided Recall.”

CALL BALON & ASSOCIATES, INC.-512/327-7010

3532 Bee Caves Road, Suite 110, Austin, Texas 78746

MAKE A **BOLD** STATEMENT FOR YOUR COMPANY . . .

Have Your Listing In Bold Type In The Next Issue Of The Ratings Report & Directory!

Your present clients will be impressed, your future prospects will find you more easily and you'll feel more successful with a bold listing. Take the **bold** step in marketing — fill out the coupon below and send it to R&R.

Yes, I'd like my company listing in bold face, bill me \$125.00 for this additional service.

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

President/CEO _____

____ Have an R&R Sales Representative contact me about display advertising.



Radio & Records
1930 Century Park West
Los Angeles, CA 90067
ATTN: Sales Department

Media Brokers

American Radio Brokers
1255 Post Street
Suite 625
San Francisco, CA 94109
(415) 441-3377
Chester Coleman, President

Americom Media Brokers, Inc.
900 17th Street, NW, #1050
Washington, DC 20006
(202) 737-9000
Daniel Gammon, VP

Blackburn & Company
1100 Connecticut Ave. NW
Washington, DC 20036
(202) 331-9270
James W. Blackburn, Jr., President

Frank Boyle & Co.
55 Old Field Point Road
Greenwich, CT 06830
(203) 869-4433
Frank Boyle, President

Broadcasting Unlimited
18-V Green
Woodstock, VT 05091
(802) 457-3171
Bruce M. Lyonne, VP/Sales

Business Broker Associates
399 Sommerville Ave.
Chattanooga, TN 37405
(615) 756-7635
C. Alfred Dick, Owner

Robert A. Chaisson, Inc.
39 Locust Ave.
New Canaan, CT 06840
(203) 966-6333
Bob Chaisson, President

Chapman Associates
8425 Dunwoody Place
Atlanta, GA 30338
(404) 998-1100
William N. Cate, President

Donald K. Clark, Inc.
P.O. Box 1065
Merritt Island, FL 32952
(305) 453-3311
Donald K. Clark, President

Communications Equity Associates
1133 20th St. NW, Suite 260
Washington, DC 20036
(202) 778-1400
Glenn Serafin, Director-Radio

R.C. Crisler & Company
580 Walnut St., #801
Cincinnati, OH 45202
(513) 381-7775
Richard C. Crisler, President

William A. Exline
4340 Redwood Hwy., #F-121
San Rafael, CA 94903
(415) 479-3484
William A. Exline, President

Norman Fischer & Assoc.
P.O. Box 5308
Austin, TX 78763
(512) 476-9457
Norman Fischer, President

Milton Q. Ford & Associates
5050 Poplar, #1135
Memphis, TN 38157
(901) 767-7980
Milton Q. Ford, President

Richard Foreman & Associates
370 Emory Drive East
Stamford, CT 06902
(203) 327-9741
Richard Foreman, President

**RICHARD A.
FOREMAN
ASSOCIATES**

Frazier, Gross & Kadlec
4801 Massachusetts Ave., NW, #390
Washington, DC 20016
(202) 966-2280
Charles Kadlec, President

Gammon & Ninowski Media Brokers, Inc.
1925 K Street, NW, #306
Washington, DC 20006
(202) 861-0960
Ronald Ninowski, President

Grandy & Berkson
1029 Pacific St.
San Luis Obispo, CA 93401
(805) 541-1900
W. John Grandy, President

Dan Hayslett & Associates
10509 Berry Knoll Dr.
Dallas, TX 75230
(214) 691-2076
Dan Hayslett, President

The Ted Hepburn Company
P.O. Box 42401
Cincinnati, OH 45242
(513) 791-8730
Ted Hepburn, President

Hogan-Feldmann
16255 Ventura Blvd., #219
Encino, CA 91436
(818) 986-3201
Arthur B. Hogan, President

The Holt Corporation
Westgate Mall, #205
Bethlehem, PA 18017
(215) 865-3775
Arthur H. Holt, President

Hudson Investment Corporation
1150 17th St., NW
Washington, DC 20036
(202) 296-8995
Edward R. McKenna, President

Kalil & Co., Inc.
3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050
Frank C. Kalil, President

**Radio's blue-chip broker for
Major and Medium Markets.**



New York: 914-779-7003
Bob Biernacki Bob Mahlman
Josh Mayberry
California: 619-341-0855
Lou Faust

THE MAHLMAN COMPANY One Stone Place, Bronxville, NY 10708 / 73-981 Highway 111, Palm Desert, CA 92260

Media Brokers

Kozacko-Horton Company

P.O. Box 948
1500 Woodland Park
Elmira, NY 14902
(607) 733-7138
Dick Kozacko, Keith Horton

H.B. La Rue

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
(404) 956-0673

500 East 77th St., #1909
New York, NY 10021
(212) 288-0737

44 Montgomery St., #500
San Francisco, CA 94104
(415) 434-1750

The Mahlman Co.

1 Stone Pl., 3rd Floor
Bronxville, NY 10708
(914) 779-7003
Robert O. Mahlman, President



R.A. Marshall & Co.

Pineland Office Center, Suite 508A
Hilton Head Island, SC 29928
(803) 681-5252

Media Development

20055 Wells Drive
Woodland Hills, CA 91364
(213) 883-2231
Kevin Sweeney, President

George Moore & Associates

712 Expressway Tower
Dallas, TX 75206
(214) 361-8970
George W. Moore, President

Radioactivity

3954 Peachtree Road, Suite 201
Atlanta, GA 30319
(404) 266-1977
Dain Schult, President

Stan Raymond & Associates, Inc.

1819 Peachtree Road, NE, #714
Atlanta, GA 30309
(404) 351-0555
Stan Raymond, President

Cecil L. Richards

7700 Leesburg Pike, #408
Falls Church, VA 22043
(703) 821-2552
Cecil L. Richards, President

Richter Broadcasting

6498 Santa Eleno
Tucson, AZ 85715
(602) 886-5369
Edwin G. Richter, Jr., President

Riley Representatives

14330 Midway Road, #207
Dallas, TX 75234
(214) 788-1630
Jack Riley, Owner

Robert W. Rounsaville and Associates

3104 E. Shadowlawn Ave., NE
Atlanta, GA 30305
(404) 261-3000
Robert W. Rounsaville, President

Barry Sherman & Assoc.

1828 L Street, NW, #300
Washington, D.C. 20036
(202) 429-0658
Barry Sherman, President

Sherman & Brown Associates, Inc.

4770 Biscayne Blvd., #600
Miami, FL 33137
(305) 326-6797
Gordon Sherman, President

Howard E. Stark, Media Broker

575 Madison Avenue
New York, NY 10022
(212) 355-0405
Howard E. Stark, President

Edwin Tornberg & Company, Inc.

P.O. Box 55298
Washington, DC 20011
(202) 291-8700
Edwin Tornberg, President

Walker Media & Management, Inc.

P.O. Box 1845
5412 Marina Dr.
Holmes Beach, CA 33509
(813) 778-3617
John F. Hurlbut, President

J.N. Wells & Company

210 W. 22nd St., #125
Oak Brook, IL 60521
(312) 325-0901
Joseph N. Wells, President



FUTURE HITS

with J O E L D E N V E R

Networks

ABC Radio Networks

1330 Avenue Of The Americas
New York, NY 10019
(212) 887-7777
Aaron Daniels, President

AP (Associated Press) Radio Network

1825 K St., NW
Washington, D.C. 20006
(800) 821-4747
Jim Williams, Deputy Director

CBS Radio Networks

51 West 52nd St.
New York, NY 10019
(212) 975-4321
Richard M. Brescia, Senior VP

CBS RadioRadio

51 West 52nd St.
New York, NY 10019
(212) 975-4321
Robert Kipperman, VP/GM



Mutual Broadcasting System, Inc.

1755 S. Jefferson Davis Hwy.
Arlington, VA 22202
(703) 685-2000
Jack Clements, President
Ben Avery, Station Relations

NBC Radio Networks

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444
Craig Simon, VP/GM

NBC's "The Source"

30 Rockefeller Plaza
New York, NY 10021
(212) 644-4444
Willard Lochridge, VP/GM

National Black Network

10 Columbus Circle
New York, NY 10019
(212) 586-0610
Eugene D. Jackson, Chairman

Satellite Music Network

12655 N. Central Expressway, Suite 600
Dallas, TX 75243
(214) 991-9200
John Tyler, Chairman

Sheridan Broadcasting Network

1500 Chamber of Commerce Building
Pittsburgh, PA 15219
(800) 874-3010
Ronald Davenport, Chairman & President



Transtar

620 South Pointe Court, Suite 185
Colorado Springs, CO 80906
(303) 576-2620
Gary Fries, President

United Press International

1400 I Street, NW
Washington, D.C. 20005
(202) 898-8200
Bruce Kanner, Stations Relations

United Stations Radio Networks

1440 Broadway
New York, NY 10018
(212) 575-6100
Nick Verbitsky, President



Westwood One

9540 Washington Blvd.
Culver City, CA 90230
(213) 204-5000
Norman Pattiz, Chairman

Program Suppliers

ABC Watermark

3575 Cahuenga Blvd., Suite 555
Los Angeles, CA 90068
(818) 980-9490



Active Markets

3000 Ocean Park Blvd., Suite 3001
Santa Monica, CA 90405
(213) 452-2733
Judy Gold, Vice President

Air Force Broadcast Services

216 Carlton Street, Suite 300
Toronto, Canada M5A2L1
(416) 961-2541
Richard Loth, President

All Star Radio

3575 Cahuenga Blvd., Suite 207
Los Angeles, CA 90068
(213) 850-1169
Merrill Barr, President

American Comedy Network

Park City Plaza
Bridgeport, CT 06604-4277
(203) 384-9443
Andrew Goodman, President

Arielle Productions

265 East 66th Street, Suite 32-B
New York, NY 10021
(212) 535-3581
Leslie Corn, President

Bands Of Gold

1222 Glenarm Place
Denver, CO 80204
Ev Wren, President

Barnett-Robbins Enterprises

16030 Ventura Blvd., Suite 290
Encino, CA 91436
(818) 788-2331
Bill Barnett, President
Lance Robbins, Exec. VP



Beethoven Satellite Network

303 E. Wacker Drive
Chicago, IL 60601
(313) 565-5005
Ray Norstrand, President



Bonneville Broadcasting System

4080 Commercial Avenue
Northbrook, IL 60062
(800) 631-1600
James Opsitnik, President

THE OLDIES CHANNELSM

MAKING AM STATIONS HAPPEN!

MINNEAPOLIS

KDWB-AM

May
87,000

June
98,700

July
112,300

"We came on-board The Oldies ChannelSM in early May and the response has been tremendous! I believe there hasn't been an AM station showing this much growth so quickly in this market for the past ten years. I know you're getting the same results in other major markets. Transtar's Oldies ChannelSM is a winner! Congratulations."

*Doug Brown - KDWB
Vice President, Group Operations
Legacy Broadcasting, Inc.*

The Oldies ChannelSM is available on a market exclusive basis...

1-800-654-3904

Please send me more information on "The Oldies ChannelSM"

Name/Title: _____

Station: _____

Address: _____

Phone: _____

Send To: 660 Southpointe Court, Suite 300, Colorado Springs, Colorado 80906

TRANSTAR

The Quality Satellite Network

1986 Arbitrends, 18+ Cume, Mon-Sun, 6A - 12M, MSA



TURN US ON . . .

AND YOUR LISTENERS WILL TUNE YOU IN!



America's No. 1 Weekly Black Music Magazine captures the heart and soul of today's hottest artists. STREETBEAT brings you exclusive interviews with the biggest superstars, great hit music and exciting special features. Now in its 4th smash year!



This exciting 1-hour weekly music series is for rockers only! Each program salutes 3 major rock acts. Exclusive interviews highlight the fascinating lives and careers of the greatest rock stars. Plus . . . features, contests and promotions . . . all year long!

THE GREAT STAR-SHIP

THE GREAT STAR-SHIP delivers America's brightest superstars to your station in a 2-hour weekly musical showcase. Music and entertainment features plus intimate interviews with the top contemporary artists on the charts.



Radio's 1st weekly music-trivia magazine! The Memory Makers is 2-hours of fascinating trivia, fun features and great hit music from the legendary pop superstars! Promotions and merchandising and much more!

We deliver original, quality programming to hundreds of the finest radio stations coast-to-coast. All programs are offered on a barter basis and supported by America's most important advertisers.

We offer more than just music . . . like station sales kits, contests, giveaways and built-in promotions! Plus . . . daily features and holiday specials in all formats.

For more information, contact BRE Radio at (818) 788-2331

BARNETT
ROBBINS
ENTERPRISES



Program Suppliers

Botik Broadcast Services

Route 5, Box 49B
Austin, TX 78737
(512) 288-0625
Bob Botik, President

Broadcast Programming International

P.O. Box 2027
Bellevue, WA 98009
(206) 454-5010
Bob English, President

Brown Bag Productions

482 S. Jasmine
Denver, CO 80224
(303) 388-9245
Michael Lee, President

Jim Brown Productions

131 Ocean Park Blvd.
Santa Monica, CA 90405
(213) 392-8743
Jim Brown, President

Cat Trax, Inc.

309 West End Lane
Knoxville, TN 37919
(615) 584-8783
Andrew Leeton, President

Century 21 Programming Inc.

4340 Beltwood Parkway
Dallas, TX 75244
(800) 582-2100
(214) 934-2121
Dave Scott, President

Century 21

Cheep Lafts

CHEEP LAFFS

1111 W. El Camino Real, Suite 109/212
Sunnyvale, CA 94087
(415) 964-0165
Del Gundlach

Chicago Entertainment Source

1449 South Shore Court, Suite 382
Barrington, IL 60010
(312) 382-7551
Jerry St. James
Jeff Elliott

Christian Countdown America

P.O. Box 900
Wheaton, IL 60187
(312) 820-1369
Jim Channell

Churchill Productions

1136 E. Campbell Ave.
Phoenix, AZ 85014
(602) 264-3331
Tom Churchill, President

Christian Science Monitor

1 Norway St.
Boston, MA 02115
(800) 225-2090
Don Feldheim

Clayton Webster Corporation

27 Carriage Ln.
St. Louis, MO 63108
(314) 361-3166
Stephen Bunyard, President

Concept Productions

1224 Coloma Way
Roseville, CA 95678
(916) 782-7754
Dick Wagner, President

Contemporary Comedy

5804 Twining
P.O. Box 271043
Dallas, TX 75227
(214) 381-4779
Joe Hickman

Continuum Broadcasting Productions

345 West 85th Street, Suite 46
New York, NY 10024
(212) 580-9525
Steve Vaughn, Vice President

Creative Radio Shows

7136 Haskell Ave., Suite 216
Van Nuys, CA 91406
(800) 392-9999
Darwin Lamm, President

Ron Cutler Productions

1639 Westwood Blvd.
Los Angeles, CA 90024
(213) 478-2166
Ron Cutler, President

Daily Insider

708 Cole Street
San Francisco, CA 94117
(415) 564-5800
Terry Marshall

DC Audio

1012 14th Street, NW, Suite 201
Washington, DC 20005
(202) 638-4222
John Dryden, President

DIR Broadcasting Corporation

32 East 57th Street, 6th Floor
New York, NY 10022
(212) 371-6850
Robert Meyrowitz, President

Digital Programming

P.O. Box 8008
Van Nuys, CA 91409
(818) 780-9780

Digitracks

3110 Roswell Road, #218
Atlanta, GA 30305
(404) 237-3919
Marcus Allen Graham

Donnelly Media

1170 Corporate Dr., Suite 207
Arlington, TX 76006
(817) 649-1141
T.J. Donnelly, President

Drake Chenault Enterprises

2000 Randolph Rd., SE
Albuquerque, NM 87106
(505) 247-3303
(800) 247-3303
Denny Adkins, President

Electric Weenie

Joke Service **the Electric WEENIE**
P.O. Box 2715
Quincy, MA 02269
(617) 749-6900 or
(800) 225-5061
Jerry Ellis
Jane Zooleck

Emfana Syndication Group

801 West Roseburg, #133
Modesto, CA 95350
(209) 578-6747
Thom Reinstein

Entertainment Radio Inc.

11684 Ventura Blvd., Suite 589
Studio City, CA 91604
Edward Rasen, President

Fairwest

2007 N. Collins Blvd., Suite 501
Dallas, TX 75080
(214) 243-7800
Jim West, President

Funny Business, The

210 Hollywood Street
Fitchburg, MA 01420
(617) 342-1074
Jack Raymond

Funny Button Incorporated

2400 N. Street, NW
Washington, D.C. 20037
(202) 659-5959
Robert E. Cobbins, President

DIRECTORY

Program Suppliers

Galaxy

P.O. Box 3482
Rubidoux, CA 92519
(714) 685-1942
Terry Moss

Ghostwriters

2301 Unity Avenue N., Dept. R
Minneapolis, MN 55422
(612) 522-6256
Dave Dworkin

Gladney Communications

919 Third Ave.
New York, NY 10022
(212) 752-7150
Norman Gladney, President

Global Satellite Network

15477 Ventura Blvd., Suite 300
Sherman Oaks, CA 91403
(818) 906-1888
Cindy Tollin, Ops. Mgr./Producer

Al Ham's "Music Of Your Life"

90 Soundview Ave.
Huntington, CT 06484
(203) 929-6395
Al Ham, President

HEALTH NEWSFEED

Health Newsfeed

126 Houck Bldg.
600 N. Wolfe Street
Baltimore, MD 21205
(301) 955-2849
Director: Ellen Beth Levitt

Hype Ink

7805 Sunset Blvd., Suite 206
Los Angeles, CA 90046
(213) 850-5755
Ed Hider

IS INC

655 Redwood Highway, Suite 285
Mill Valley, CA 94941
(415) 383-7500
Jo Interrante, President

Info-Bits

P.O. Box 112576
San Diego, CA 92111
(619) 279-3119
Dave Somers

Infocom Broadcast Services

Box 1001, Hemlock Farms
Hawley, PA 18428
(800) 233-8257
John Scott, President

In-Kha-Hoots

51 Talawanda Trail
Dayton, OH 45429
(513) 439-5745
Scott & Laurie Wallace

International Syndication Corp.

333 E. 49th Street
New York, NY 10017
(212) 750-1075
Meddy Woodyard

"Jackie The Joke Man"

Off Hour Rockers
P.O. Box 62
East Norwich, NY 11732
(516) 628-1490
Nancy Sirianni

"Jackie The
Joke Man"

Jameson Broadcast

3919 Sunbury Road
Columbus, OH 43219
(614) 476-4424

Jazz Tracks

701 Kettner, #204
San Diego, CA 92101
(619) 233-9228
Art Good

Kalamusic

600 Comerica Building
Kalamazoo, MI 49007
(616) 385-5110
Stephen Trivers, President

Kaleidophonic Jazz

3805 H Street
Eureka, CA 95501
(707) 443-9836
Alan Olmstead, President

Steve Lehman Productions

6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 467-2346
Steve Lehman, President

Linear Group

P.O. Box 18267
Asheville, NC 28814
(704) 254-7278
Lawson Warren, President

LTD Vision, Inc.

P.O. Box 4942
Los Angeles, CA 90051
(714) 441-0231
Steve Lowe, President

Marleigh Radio Syndicators

505 Fifth Ave., Suite 1602
New York, NY 10017
(212) 370-0110

Media Communications, Inc.

P.O. Box 37732
Shreveport, LA 71133-7732
(318) 746-IDEA
Mark Christopher



Media General Broadcast Services, Inc.

2714 Union Extended
Memphis, TN 38112
(901) 320-4212
Dick Denham, GM

MJI Broadcasting

666 Fifth Ave.
New York, NY 10103
(212) 245-5010
Josh Feigenbaum, President

Charles Michelson, Inc.

9350 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 278-4546
Charles Michelson, President

OLDIES ON TAPE • COUNTRY A/C • CHR

Call collect 413-783-4626 for information and free list of titles.



"THE MUSIC DIRECTOR"

PROGRAMMING SERVICE

P.O. BOX 103, INDIAN ORCHARD, MASSACHUSETTS 01151

FORMAT 41[®]

WINS BIG!

PROVIDENCE LITE 105 FM (WWLI-FM)

#1 Adults 25-54!

Before
Transtar

4.6

Fall '85
(1st Book)

10.9

Spring '86
(2nd Book)

11.5

#1 Women 25-54!

Before
Transtar

4.7

Fall '85
(1st Book)

12.3

Spring '86
(2nd Book)

13.4

Transtar congratulates the WWLI staff for a great effort. And congratulations to all of our new Format 41[®] affiliates for a great first book....

Find out how your station can join over 400 winning affiliates using one of Transtar's four quality formats!

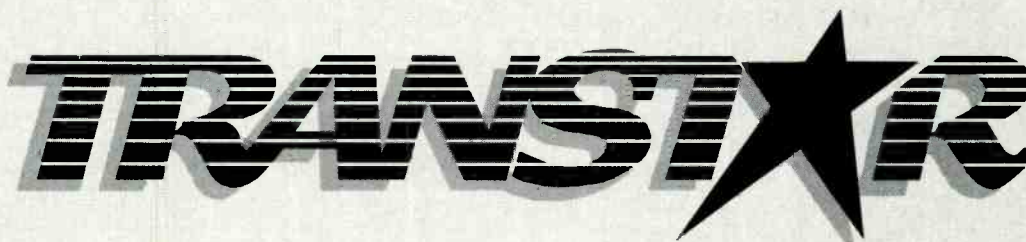
ADULT-CONTEMPORARY

COUNTRY

FORMAT 41[®]

THE OLDIES CHANNEL

Call Now: 1-800-654-3904



The Quality Satellite Network

Spring 1986 Arbitron, AQH Share, Mon-Sun, 6A-12M, MSA

DIRECTORY

Program Suppliers

Robert Michelson, Inc.
127 W. 26th Street
New York, NY 10001
(212) 243-2702
Robert Michelson, President

Motor Racing Network
P.O. Drawer S
Daytona Beach, FL 32015
(904) 258-0100
John McMullin, President

Musical Starstreams
P.O. Box 44
Mill Valley, CA 94942
(415) 383-7827
Frank Forest

Music Director Programming Service
P.O. Box 103
Indian Orchard, MA 01151
(413) 783-4625 **"THE MUSIC DIRECTOR"**
Budd Clain, General Manager

Musicworks, Inc.
128 Holiday Court
Franklin, TN 37064
(615) 790-1200
Bill Robinson, President

National Wildlife Federation
1412 Sixteenth St. NW
Washington, DC 20036
(202) 637-3754
Rosemary Walker **Nature NewsBreak**

Narwood Productions Inc.
40 East 49th Street
New York, NY 10017
(212) 755-3320
Ted LeVan, President

Nationally Syndicated Broadcast Alliance (NSBA)
400 Sunridge Street
Playa Del Rey, CA 90291
(213) 306-8009
Jeff Leve, President

NBC Radio Entertainment
30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444
Willard Lochridge, VP & GM

O'Connor Creative Services
P.O. Box 5432
Playa del Rey, CA 90296
(213) 827-2527
Harry O'Connor, President

O'Liners
1237 Armacost Avenue, #6-R
Los Angeles, CA 90025
(213) 479-1767
Dan O'Day

Orange Productions
105 Forrest Ave.
Narbeth, PA 19072
(215) 667-8620
Lita Cohen, President

Parkway
2400 N. Street, NW
Washington, DC 20037
(202) 659-5959
Roger Elm, Director

Peters Productions Inc
9590 Chesapeake Dr.
San Diego, CA 92123
(800) 255-8511
Edward Peters, President

Phantastic Phunnies
1343 Strafford Drive
Kent, OH 44240
(216) 673-5095
John Fultz

PPA USA
P.O. Box 10848
Eugene, OR 97440
(503) 686-0248
Peter Powell, President

ProMedia
P.O. Box 172
Bronx, NY 10451
(212) 585-9400
Richard Barna, President

Public Interest Affiliates
213 West Institute Place,
Suite 204
Chicago, IL 60610
(312) 943-8888
Brad Saul, President

R&R Syndication
460 Park Avenue S.
New York, NY 10016
(212) 686-6220
Charles Brandt

Radio Arts
210 N. Pass Ave., Suite 104
Burbank, CA 91505
(818) 841-0225
Larry Vanderveen, President

Radio International
165 W. 46th Street
New York, NY 10036
(212) 696-2350
Don Eberle, President

Radio Shorts, Ltd.
P.O. Box 4234
Arcata, CA 95521
(707) 822-2665
Paul Ennis

Radio USA
P.O. Box 22
Boston, MA 02168
(617) 449-0885
Steven Bernson, President

REM Communications Corp.
2 West 45th Street
New York, NY 10036
(212) 302-9120
Edward Milarsky, President

Tony Rizzini Associates
RR #1 Saw Mill Road
Chepachet, RI 02814
(401) 949-4142
Tony Rizzini, President

RPMC Inc.
11950 San Vicente, Suite 216
Brentwood, CA 90049
(213) 826-5592

Sixty-Second LP Inc.
10 Waterside Plaza, Suite 21E
New York, NY 10010
(212) 684-2292
Jeff Craig, President

60 Second Production
Rd 4, Box 392
York, PA 17404
(717) 266-1422
Karl Brunig

Denny Somach Productions
19 Rock Hill Road
Bala Cynwyd, PA 19004
(215) 642-8646
Denny Somach, President

SpecMark
4156 Bellingham Ave.
Studio City, CA 91604
(818) 505-9746
Joe Speck, B.J. Markel




Join an exciting nature adventure

Mutual of Omaha's

Nature NewsBreak™

A daily, one-minute radio feature
on nature, wildlife and our living planet.

Hosted by leading wildlife educator Jim Fowler

Produced by the
**NATIONAL WILDLIFE
FEDERATION**
Nation's largest conservation organization

Presented by
Mutual of Omaha
People you can count on...

For more information call Station Relations
Mutual Radio Network (703) 685-2050 (213) 277-7700



GET YOUR MORNING SHOW OUT OF TOWN



At Active Markets, we specialize in
creating and organizing remote broadcasting opportunities
for the radio industry.

CALL US NOW.

(800) 472-5014 / (800) 221-2673 (Calif.)
(213) 452-2733 / Telex: 691288 ACTIVE

**Now you can broadcast LIVE
from anywhere in the world
with one phone call.**

Active
MARKETS

3000 Ocean Park Boulevard, Suite 3001 • Santa Monica, California 90405

Rock Experience is a trademark of Active Markets, Inc.

DIRECTORY

Program Suppliers

SP Sound/Techsonics
709 Shadowfield Ct.
Chesapeake, VA 23320
(804) 547-0500
Steve Peppos

Starstream Communications
800 Wilcrest, Suite 210
Houston, TX 77042
(713) 781-0781
Gary Firth, President

Kris Stevens Enterprises
14241 Ventura Blvd.
Sherman Oaks, CA 91423
(818) 961-8255
Kris Stevens, President

Strand Broadcast Services
1117 11th Street, Suite 205
Manhattan Beach, CA 90266
(213) 318-1666
Mike Carruthers, President

Syndicate It Productions
2000 West Magnolia Blvd., Suite 206
Burbank, CA 91506
(818) 841-9350
Bob Dockery, President

Syndicom
550 Price Ave., #8
Redwood City, CA 94603
(415) 366-1781
Michael Hesser, President

Talk/Talk Productions
1724 Madison Road
Cincinnati, OH 45206
(513) 475-4444
(513) 751-0991
Jeff Kryz
Jerry Galvin

TelePrograms, Inc.
16030 Ventura Blvd., #290
Encino, CA 91436
(818) 905-1855
Jim Hampton, Pres.

The Programming Consultants
2000 Randolph Road, SE
Albuquerque, NM 87109
(515) 843-7807
Neil Sargent

Transtar Special Programming
6430 Sunset Blvd., #401
Los Angeles, CA 90028
Mike Harvey, Exec. VP

TRANSTAR
RADIO NETWORK

Unidyne Industries/Communications
401 West A Street, Suite 1001
San Diego, CA 92101
(619) 696-9890
Jack McCoy, President Industries
Bill Alfredo, President Communications



United Stations Programming
2000 15th Street North, Suite 200
Arlington, VA 22201
(703) 276-2900
Ruth Presslaff, VP

USA Today Update
P.O. Box 450
Washington, DC 20044
(800) 222-0990

Weedeck Radio Network
1516 Crossroads Of The World
Hollywood, CA 90028
(213) 462-5922
Lloyd Heaney, President

Western Front Broadcasting
115 North Vine Street
Anaheim, CA 92805
(714) 772-5729
Julio Flores, President



Westwood One
9540 Washington Blvd.
Culver City, CA 90230
(213) 204-5000
Norm Pattiz, Chairman

World Beat
1463 Sacramento Street
San Francisco, CA 94109
(415) 474-7773
Doug Wendt, President

Trade Associations

Academy Of Country Music
P.O. Box 508
Hollywood, CA 90078
(213) 462-2351
Bill Boyd, Exec. Director

American Women In Radio & Television, Inc.
1321 Connecticut Ave., NW
Washington, DC 20036
(202) 296-0009
Norma Cox, President

Broadcast Promotion & Marketing Executives
402 E. Orange Street
Lancaster, PA 17602
(717) 397-5727
Patricia Evans, Admin. Director

Country Music Association
7 Music Circle North
Nashville, TN 37203
(615) 244-2840
Jo Walker-Meador, Executive Director

Electronic Media Rating Council
420 Lexington Ave.
New York, NY 10017
(212) 687-7733
Gary Chapman, Chairman

International Radio-Television Society
420 Lexington Ave.
New York, NY 10170
(212) 867-6650
Edward Bleier, President

National Association Of Broadcasters
1771 N St., NW
Washington, DC 20036
(202) 293-3500
Edward O. Fritts, President
David Parnigoni, Sr. VP/Radio

National Association Of Farm Broadcasters
P.O. Box 119
Topeka, KS 66601
(913) 272-3456

Radio Advertising Bureau, Inc.
304 Park Ave.
New York, NY 10010
(212) 254-4800
William Stakelin, President

Radio Network Association
51 East 42nd Street
New York, NY 10017
(212) 573-9122
Robert Lobdell, President

Radio-Television News Directors Association
1735 DeSales Street, NW
Washington, DC 20036
(202) 737-8657

Miscellaneous

Aircheck Factory

Aircheck Acres
Wild Rose, WI 54984
(414) 622-3447
Tom Konard

American Radio Job Market

1553 N. Eastern Ave.
Las Vegas, NV 89101
Tim Ingstad

ASCAP

1 Lincoln Plaza
New York, NY 10023
(212) 595-3050
Morton Gould, President

BMI

320 W. 57th Street
New York, NY 10019
(212) 586-2000
Frances Preston, President



Boom Media Services

300 Turner Rd., Suite 514
Richmond, VA 23225
(804) 320-1137
Rick Ott, President

Broadcast Systems Corporation

701 NW 22nd Street
Ft. Lauderdale, FL 33311
(305) 566-3264
Dave Camp

California Airchecks

P.O. Box 4408
San Diego, CA 92104
(619) 460-6104
George Junack

Communications Graphics, Inc.

313 North Redbud
Broken Arrow, OK 74012
(918) 258-6502
(800) 331-4438
Rick Lawrence, VP/GMr

Eagle Marketing Services, Inc.

3412 Terryridge Road
Fort Collins, CO 80524
(303) 484-4736
Paul Meacham, President

The Green Book/

Professional Desk References

2246 Maiden Lane
Altadena, CA 91001
(818) 791-2332
Jeff Green, President

Harte-Hanks Direct Marketing

1329 Arlington Street
Cincinnati, OH 45225
(513) 542-7700
Mike Eisele, VP/Radio Direct Marketing

Immaterial

1395 Overlook Avenue NW
Salem, OR 97304
(503) 581-4395
Lee Hazell



Major Market Airchecks

444 Brickell Avenue, Suite 51
Miami, FL 33131
(305) 923-8320
Gary Travers

Making The Majors

133 World Trade Center, #226
Dallas, TX 75258
(817) 588-0060
Carol Charette

The Marketing Works

(formerly **Women At Work**)
7 Landsdowne Street
Boston, MA 02215
(617) 266-2619
Ilene Falber, President

National Broadcast Talent Coordinators

Dept. R, P.O. Box 20551
Birmingham, AL 35216
(205) 822-9144
Wynn Alby

PPA/USA, INC.

315 Madison, Suite 201
Eugene, OR 97402
(503) 686-0248
Mike Overton, President

RPM

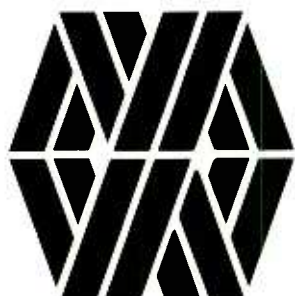
9136 South Jefferson Place
Sandy, UT 84070
(801) 562-0273
John Hart

Unidyne Direct Mail Co., Inc.

P.O. Box 19060
San Diego, CA 92119
(619) 588-6747
William Alfredo

U.S. Tape & Label

1561 Fairview Ave.
St. Louis, Missouri 63132
(314) 423-4411
Byron J. Crecelius, VP/Sales & Marketing



WESTWOOD ONE

PRESENTS

Line One

GLOSSARY OF TERMS

☐ Arbitrends —

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

☐ Arbitron Information On Demand (AID) —

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

☐ Area Of Dominant Influence (ADI) —

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

☐ Ascription —

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

☐ Audience Trends —

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

☐ Average Quarter-Hour Persons —

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

☐ Average Quarter-Hour Rating —

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

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

☐ Away-From-Home Listening —

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

☐ BirchScan —

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

☐ Buffer Sample —

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

☐ Cost Per Rating Point —

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

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

☐ Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

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

☐ Cume Daypart Combinations —

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

☐ Cume Persons (REACH) —

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

☐ Cume Rating —

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

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

☐ Daypart —

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

☐ Demographic Categories —

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

☐ Differential Survey Treatment (DST) —

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

☐ Effective Sample Base —

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

GLOSSARY OF TERMS

☐ Exclusive Cume —

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

☐ Expanded Sample Frame (ESF) —

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

☐ Flip —

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

☐ Flips, Automatic —

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

☐ Frequency —

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

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

☐ Gross Impressions (GI) —

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

☐ Gross Rating Points —

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

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

☐ High Density Ethnic Areas —

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

☐ Hour-By-Hour Estimates —

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

☐ In-Tab Sample —

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

☐ Minimum Reporting Standards (MRS) —

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

☐ Quarterly Measurement —

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

☐ Rating —

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

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

☐ Sampling Unit —

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

☐ Schedule Reach (Schedule Cume) —

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

☐ Share —

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

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

☐ Time Spent Listening (TSL) —

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

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

☐ Unweighted In-Tab —

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

☐ Weighted In-Tab —

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

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

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

ARBITRON SURVEY FORMULAS

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

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

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

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

Formula:

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

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:

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

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

$$\times$$

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

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

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

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

Applications:

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

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

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

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

Formula:

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

Applications:

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

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:

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

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

FORMAT LEADERS

COUNTRY

AQH

CUME

1. WIVK-FM/Knoxville	26.7	1. WHN/New York	1,321,500
2. WKSJ-FM/Mobile	23.7	2. WMAQ/Chicago	664,300
3. WXBQ/Johnson City	18.9	3. KIKK-FM/Houston	458,600
4. KSSN/Little Rock	17.7	4. WUSN/Chicago	439,500
5. WTQR/Greensboro	17.4	5. KZLA/Los Angeles	424,100
6. WUSY/Chattanooga	16.7	6. WBAP/Dallas-Ft. Worth	423,700
7. KASE/Austin	16.2	7. KPLX/Dallas-Ft. Worth	412,700
8. WAMZ/Louisville	15.7	8. KLAC/Los Angeles	402,600
9. WZZK-AM & FM/Birmingham	15.2	9. KILT-FM/Houston	400,600
10. WCOS-FM/Columbia, SC	14.2	10. KSCS/Dallas-Ft. Worth	394,700
11. KUZZ/Bakersfield	13.5	11. WMZQ-FM/Washington	358,000
12. WSM-FM/Nashville	12.4	12. KSAN/San Francisco	345,700
12. WSOC-FM/Charlotte	12.4	13. WWWW/Detroit	320,200
14. KXXY-FM/Oklahoma City	12.1	14. KNIX-FM/Phoenix	312,100
14. WITL-FM/Lansing	12.1	15. WXTU/Philadelphia	306,300
16. KWEN/Tulsa	11.8	16. WKHX/Atlanta	288,900
17. KDRK/Spokane	11.1	17. KEEY/Minneapolis	269,500
18. KVOO/Tulsa	11.0	18. WYAY/Atlanta	259,600
19. WEZL/Charleston	10.9	19. KNEW/San Francisco	257,200
19. WRNS/Coastal North Carolina	10.9	20. WQYK/Tampa-St. Petersburg	237,000
21. KFDI-FM/Wichita	10.4	21. WPOC/Baltimore	236,200
22. WESC-FM/Greenville	10.3	22. WKQS/Miami	219,300
23. WSSL/Greenville	10.2	23. WBOS/Boston	216,000
23. WWKA/Orlando	10.2	24. WDAF/Kansas City	214,900
25. KFMS-AM & FM/Las Vegas	10.1	25. WIL-FM/St. Louis	211,700

NEWS/TALK

AQH

CUME

1. KMOX/St. Louis (Talk)	22.4	1. WINS/New York (News)	2,546,800
2. WGN/Chicago (Talk)	11.4	2. WCBS/New York (News)	2,078,100
3. KIRO/Seattle (N/T)	10.7	3. WABC/New York (Talk)	1,548,200
4. KMBZ/Kansas City (N/T)	9.7	4. WGN/Chicago (Talk)	1,509,700
5. KGO/San Francisco (San Jose book) (N/T)	8.4	5. WOR/New York (Talk)	1,485,100
6. KTAR/Phoenix (N/T)	8.3	6. KABC/Los Angeles (Talk)	1,296,200
7. WOR/New York (Monmouth book) (Talk)	7.6	7. WBBM/Chicago (News)	1,236,000
8. KARN/Little Rock (N/T)	7.5	8. KFWB/Los Angeles (News)	1,140,700
9. KGO/San Francisco (N/T)	7.2	9. KYW/Philadelphia (News)	1,073,200
10. WBBW/Youngstown (N/T)	7.1	10. KNX/Los Angeles (News)	947,300
11. KABC/Los Angeles (Talk)	7.0	11. KGO/San Francisco (N/T)	841,300
11. KSDO/San Diego (N/T)	7.0	12. KMOX/St. Louis (Talk)	829,300
11. KTOK/Oklahoma City (N/T)	7.0	13. KCBS/San Francisco (N/T)	816,300
14. WBAL/Baltimore (N/T)	6.9	14. WCAU/Philadelphia (N/T)	621,400
15. KCBS/San Francisco (N/T)	6.8	15. WWJ/Detroit (News)	579,500
15. KYW/Philadelphia (News)	6.8	16. KRLD/Dallas-Ft. Worth (News)	525,200
17. KMJ/Fresno (N/T)	6.6	17. KIRO/Seattle (N/T)	485,200
17. WHJJ/Providence (N/T)	6.6	18. KTRH/Houston (News)	481,400
17. WQBK/Albany (Talk)	6.6	19. WTOP/Washington (News)	459,600
20. KXL/Portland (N/T)	6.4	20. WRKO/Boston (N/T)	447,200
21. KRLD/Dallas-Ft. Worth (News)	6.3	21. WEEI/Boston (News)	414,300
21. WJNO/West Palm Beach (N/T)	6.3	22. WWDB/Philadelphia (Talk)	372,900
21. WWJ/Detroit (News)	6.3	23. WCBS/New York (News) (Nassau book)	343,700
24. KXLY/Spokane (N/T)	6.2	24. WBAL/Baltimore (N/T)	332,400
25. KABC/Los Angeles (Anaheim book) (Talk)	6.1	25. WINS/New York (News) (Nassau book)	303,700
25. WNIR/Akron (Talk)	6.1		

FORMAT LEADERS

BIG BAND

	AQH		CUME
1. WMAS-FM /Springfield	9.8	1. WNEW/New York	864,600
2. WOKY/Milwaukee	7.7	2. KMPC/Los Angeles	664,300
2. WYLF/Rochester	7.7	3. WJJD/Chicago	422,300
4. WNJY/West Palm Beach	7.3	4. WPEN/Philadelphia	384,300
5. KLEO/Wichita	6.9	5. CKLW/Detroit	359,300
6. WECK/Buffalo	5.7	6. KMPC/Los Angeles (Anaheim book)	192,500
7. KMPC/Los Angeles (Anaheim book)	5.2	7. WWRC/Washington	190,000
7. WAVZ/New Haven	5.2	8. WOKY/Milwaukee	186,000
7. WFBL/Syracuse	5.2	9. KIXI/Seattle	165,600
10. WKAP/Allentown	5.1	10. WJAS/Pittsburgh	155,100

SPANISH

	AQH		CUME
1. KBGT/McAllen-Brownsville	19.5	1. KLVE/Los Angeles	492,400
2. KIWW/McAllen-Brownsville	7.6	2. KTNQ/Los Angeles	443,100
3. KQXX/McAllen-Brownsville	6.3	3. KWKW/Los Angeles	243,000
4. KCOR/San Antonio	5.8	4. KSKQ/Los Angeles	218,800
5. WQBA/Miami-Ft. Lauderdale	5.6	5. WQBA/Miami	210,300
6. KGST/Fresno	5.5	6. WOJO/Chicago	187,500
7. KAMA/El Paso	5.4	7. WCMQ-FM/Miami	173,200
8. KEDA/San Antonio	4.3	8. WAQI/Miami	156,200
9. KQTL/Tucson	3.9	9. WADO/New York	409,900
9. WCMQ-FM/Miami-Ft. Lauderdale	3.9	10. WSKQ/New York	314,900

(Tear here or send photocopy)

Make Sure You're A Part Of The Industry's Most Complete Directory ... The R&R Ratings Report & Directory.

Fill in the information requested below and return to R&R to be included in the next Ratings Report & Directory.

Category:

☐ Radio Group Owner ☐ Representative ☐ Media Broker
☐ Jingle Supplier ☐ Equipment Supplier ☐ Network
☐ TV Production House ☐ Research Firm ☐ Program Supplier
☐ Record Company ☐ Consultant ☐ Trade Association

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

President/CEO _____

Additional Information-Stations/Offices/Personnel:



Radio & Records
1930 Century Park West
Los Angeles, CA 90067
ATTN: Sales Department

FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH

CUME

1. WBLX/Mobile	17.0
2. WHRK/Memphis	15.6
3. WDZZ/Flint	14.5
3. WYLD-FM/New Orleans	14.5
5. WWDW/Columbia, SC	14.3
6. WPLZ/Richmond	13.8
7. WENN/Birmingham	13.1
8. WPEG/Charlotte	10.7
9. WXOK/Baton Rouge	10.4
10. WFXC/Raleigh	10.2
10. WOWI/Norfolk	10.2
12. WQDW/Coastal North Carolina	10.1
13. WGOK/Mobile	9.7
14. WPAL/Charleston	9.3
14. WQK/Nashville	9.3
16. WWWZ/Charleston	9.0
16. WTLC/Indianapolis	9.0
18. WMMC/Columbia, SC	8.7
19. WVEE/Atlanta	8.6
20. KKDA-FM/Dallas	8.5
21. KMJQ/Houston	8.0
22. WJLB/Detroit	7.9
23. WKYS/Washington	7.6
24. WGCI-FM/Chicago	7.2
24. WHYZ/Greenville	7.2

1. WRKS/New York	1,837,900
2. WBSL/New York	1,525,300
3. KPWR/Los Angeles	1,360,500
4. WGCI-FM/Chicago	1,004,400
5. WBMX-FM/Chicago	932,300
6. WUSL/Philadelphia	627,800
7. WJLB/Detroit	533,500
8. KSOL/San Francisco	523,100
9. KJLH/Los Angeles	493,200
10. WKYS/Washington	439,400
11. WDAS-FM/Philadelphia	437,500
12. WHUR/Washington	435,400
13. KMJQ/Houston	433,500
14. WVEE/Atlanta	353,200
15. KKDA-FM/Dallas-Ft. Worth	349,000
16. WXYV/Baltimore	308,600
17. WDJY/Washington	306,200
18. WHQT/Miami	275,000
19. WAMO-FM/Pittsburgh	218,500
20. WGPR/Detroit	213,400
21. KMJM/St. Louis	213,000
22. WEDR/Miami	200,700
23. WZAK/Cleveland	199,000
24. WDMT/Cleveland	193,400
25. WAOK/Atlanta	180,000

BEAUTIFUL MUSIC/EASY LISTENING

AQH

CUME

1. WDUV/Sarasota	23.4
2. WEZN/Bridgeport	16.5
3. WHBC-FM/Canton	14.1
3. WPVR/Roanoke	14.1
5. WHIO-FM/Dayton	13.8
6. WSRS/Worcester	13.3
7. KXTZ/Las Vegas	13.2
8. WEZK/Knoxville	12.7
9. WFMZ/Allentown	12.1
10. WEAT-FM/West Palm Beach	11.6
11. WZEZ/Nashville	11.4
12. KXLY-FM/Spokane	10.8
13. WWBA/Tampa-St. Petersburg	10.6
14. KBEZ/Tulsa	10.4
14. KEZQ/Little Rock	10.4
16. KGFM/Bakersfield	10.3
16. WKBN-FM/Youngstown	10.3
16. WNCT-FM/Coastal North Carolina	10.3
16. WOOD-FM/Grand Rapids	10.3
16. WPAT-FM/Morristown-New York City	10.3
21. WLIF/Baltimore	10.2
22. WHP-FM/Harrisburg	10.1
22. WLKW-FM/Providence	10.1
24. WJYE/Buffalo	10.0
25. KCTC/Sacramento	9.8
25. WLQR/Toledo	9.8
25. WSHH/Pittsburgh	9.8

1. WPAT-FM/New York	1,354,800
2. KJOI/Los Angeles	833,900
3. KBIG/Los Angeles	821,600
4. WLOO/Chicago	790,500
5. WEAZ/Philadelphia	678,000
6. WPAT/New York	646,900
7. WJOI/Detroit	437,800
8. WGAY/Washington	429,700
9. KODA/Houston	409,400
10. KABL-FM/San Francisco	404,700
11. WLYF/Miami	391,600
12. WPCH/Atlanta	363,300
13. WLIF/Baltimore	361,200
14. WJIB/Boston	359,800
15. KMEZ-FM/Dallas-Ft. Worth	334,100
16. WSHH/Pittsburgh	333,700
17. WWBA/Tampa	293,000
18. KOSI/Denver	283,200
19. KEZK/St. Louis	274,100
20. KJQY/San Diego	270,400
21. WQAL/Cleveland	237,800
22. WEZW/Milwaukee	237,500
23. WLKW-FM/Providence	232,600
24. KBAY/San Francisco	228,000
25. KABL/San Francisco	225,100

LOOK FAMILIAR?

ARE YOU FRUSTRATED OVER...

- Sound Alike Formats
- High Operating Cost
- Expensive Talent
- Fickle Audiences
- Low Bottom Line Performance

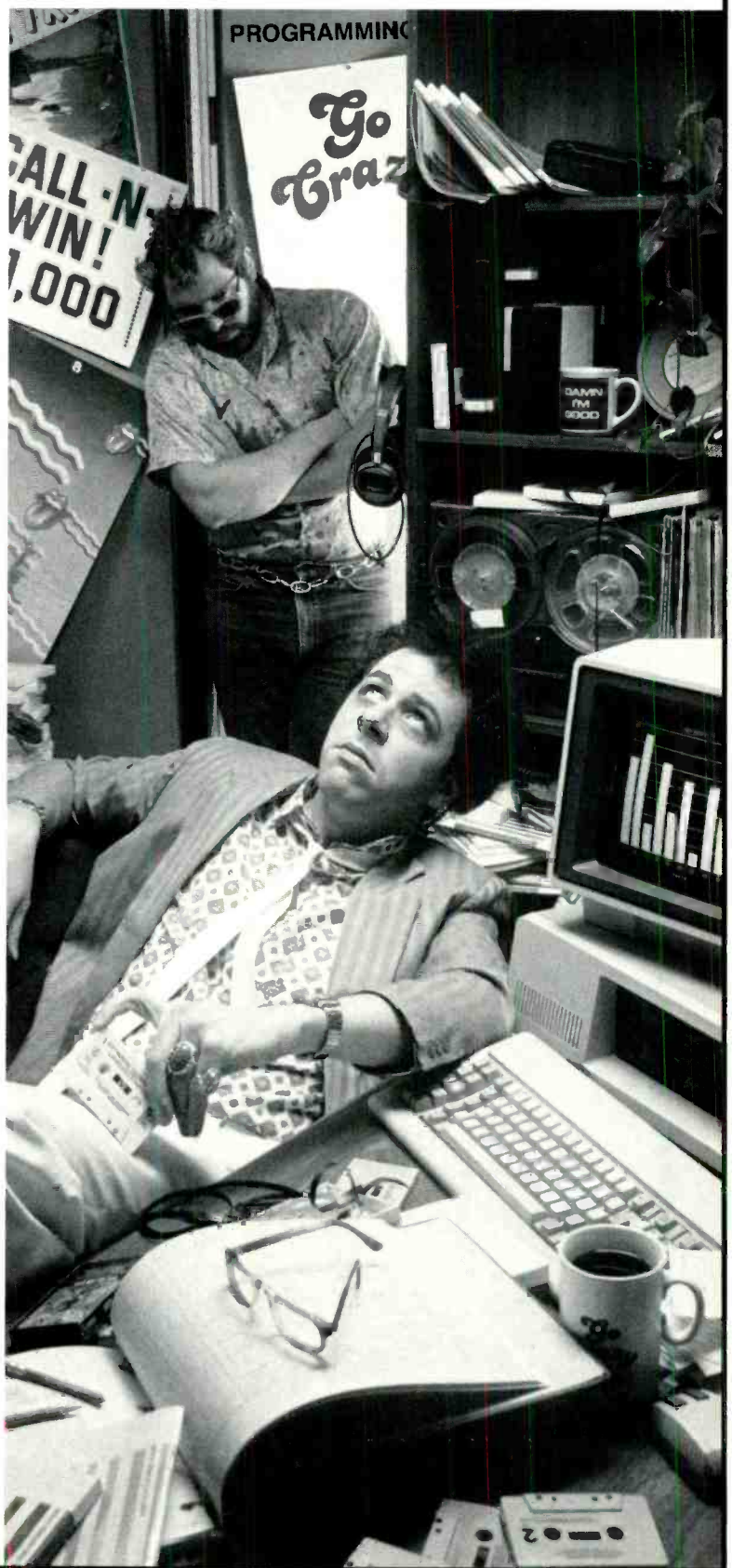
If you're planning on changing format...or if your "bottom line" isn't where you think it should be...or if you're in the process of investing in a radio station...call Bonneville and talk to the people who have a track record of high performance.

We'll send you our music demo. Hear for yourself why our Easy Listening format is the only one available today designed with research and sixteen years of experience to make listeners *and* station owners relax!

BONNEVILLE
BROADCASTING SYSTEM

4080 COMMERCIAL AVENUE
NORTHBROOK, ILLINOIS 60062

1-800-631-1600



DRIVETIME DOMINATORS

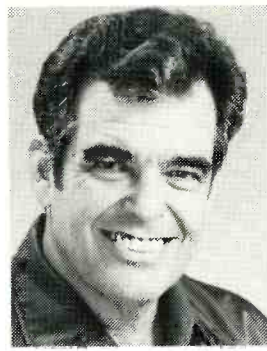
AM Drive/Top 25



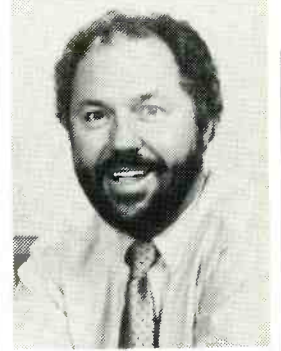
Wayne Gardner
WKSJ-FM Mobile



Claude Tomlinson
WIVK-AM & FM/Knoxville



Larry Price
KSSK/Honolulu



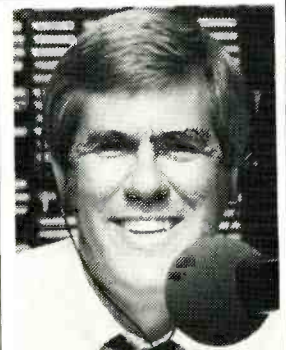
Gary Todd
WIBC/Indianapolis



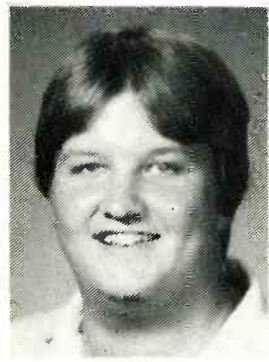
John Cigna
KDKA/Pittsburgh



Alden Aaroe & Tim Timberlake
WRVA/Richmond



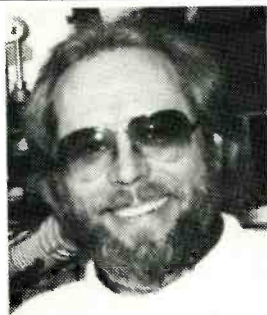
Larry Ahrens
KOB Albuquerque



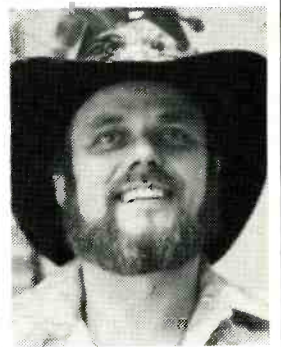
Rich Michaels
WVIC-AM & FM/Lansing



Michael W. Perry
KSSK/Honolulu



Dave Carter
WXBQ/Johnson City



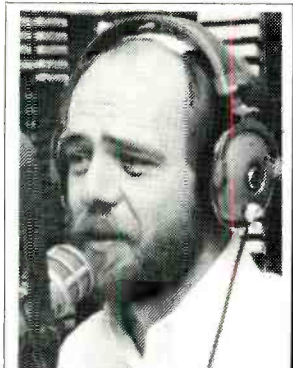
Bob Robbins
KSSN/Little Rock

DRIVETIME DOMINATORS

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



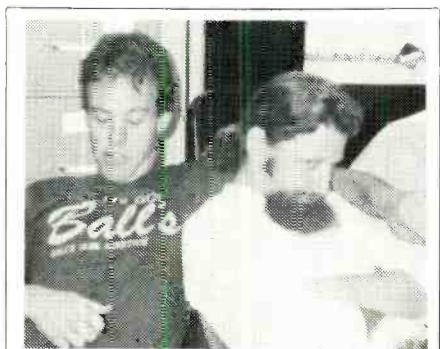
Bill Wilkerson
KMOX/St. Louis



Bill Dotson
WKSJ-FM/Mobile



Charlie Boone, Roger Erickson
WCCO/Minneapolis



Jim Arnold & Craig Johnson
KZZU/Spokane



Bob Hardy
KMOX/St. Louis



Bob Steele
WTIC/Hartford

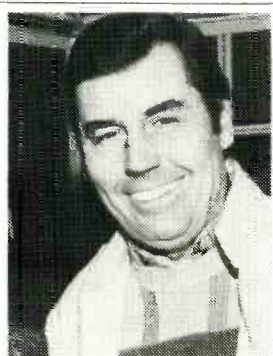
1. **WIVK-AM & FM/Knoxville (Ctry)** 33.7
Claude Tomlinson
2. **KFAB/Omaha (AC)** 30.9
Don Cole, Walt Kavanaugh, Kent Pavelka
3. **WKSJ-FM/Mobile (Ctry)** 30.4
Wayne Gardner, Bill Dotson
4. **WTIC/Hartford (AC)** 30.1
Bob Steele
5. **KMOX/St. Louis (Talk)** 27.0
Bob Hardy, Bill Wilkerson, Wendy Wiese
6. **WHAS/Louisville (AC)** 25.3
Wayne Purkey
7. **WCCO/Minneapolis-St. Paul (AC)** 24.7
Charlie Boone, Roger Erickson
8. **WICC/Bridgeport (AC)** 24.3
Ed Flynn
9. **KGBT/McAllen-Brownsville (Span)** 23.7
Jorge Guillen, Hugo de la Cruz
10. **KDKA/Pittsburgh (AC)** 23.5
John Cigna
11. **WFBC-FM/Greenville (AC)** 23.4
Russ Cassel
11. **WHBC/Canton (AC)** 23.4
Mike Dorn
13. **WIBC/Indianapolis (AC)** 23.3
Gary Todd
14. **WRVA/Richmond (AC)** 22.5
Alden Aaroe, Tim Timberlake
15. **WHOT AM & FM/Youngstown (CHR)** 22.0
A.C. McCullough
16. **KOB/Albuquerque (AC)** 21.5
Larry Ahrens
17. **WDUV/Sarasota (B/EZ)** 21.3
Dick Ring
18. **KSSK/Honolulu (AC)** 20.8
Michael Perry, Larry Price
18. **WDEF-AM & FM/Chattanooga (B/EZ)** 20.8
Luther Massingi II
20. **KZZU-AM & FM/Spokane (CHR)** 19.6
Jim Arnold, Craig Johnson
21. **WXBQ-AM & FM/Johnson City (Ctry)** 19.5
Dave Carter
22. **WRBQ-AM & FM/Tampa (CHR)** 19.3
Cleveland Wheeler, Terrence McKeever
23. **WSYR/Syracuse (AC)** 19.2
Don Dauer, Rick Gary
24. **KSSN/Little Rock (Ctry)** 18.8
Bob Robbins
25. **WVIC-AM & FM/Lansing (CHR)** 18.7
Rich Michaels

DRIVETIME DOMINATORS

AM Drive/Top 25



John Leisher
KFWB/Los Angeles



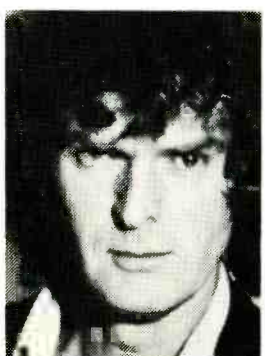
Harry Harrison
WCBS-FM/New York



Rick Dees
KIS-AM & FM/Los Angeles



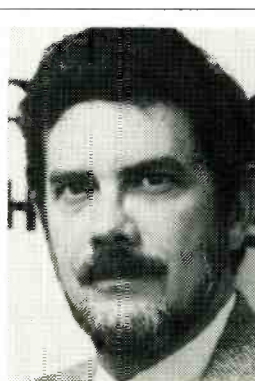
John A. Gambling
WOR/New York



Don Imus
WNBC/New York



Michael O'Neil
WINS/New York



Jim McGiffert
WINS/New York



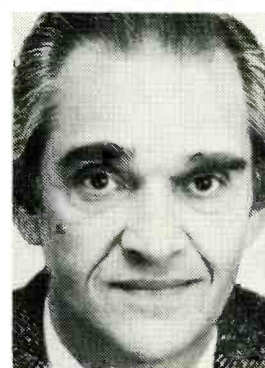
Scott Shannon
WHTZ/New York



Jim Dunbar
KGO/San Francisco



Howard Stern & Robyn Quivers
WXRK/New York



Paul Smith
WINS/New York



Jim Donnelly & Robert Vaughn
WCBS/New York



Mark McEwen
WNEW-FM/New York



John DeBella & Mark Drucker
WMMR/Philadelphia

DRIVETIME DOMINATORS

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



Ken Minyard & Bob Arthur
KABC/Los Angeles

1. **WINS/New York (News)** 1,872,600
Paul Smith, Michael O'Neil, Jim McGiffert
2. **WHTZ/New York (CHR)** 1,609,900
Scott Shannon
3. **WCBS/New York (News)** 1,456,600
Jim Donnelly, Robert Vaughn
4. **WPLJ/New York (CHR)** 1,398,900
Jim Kerr
5. **KIIS-AM & FM/Los Angeles (CHR)** 1,217,800
Rick Dees
6. **WRKS/New York (B/U)** 1,014,800
Chuck Leonard
7. **WGN/Chicago (Talk)** 981,400
Bob Collins
8. **WOR/New York (Talk)** 913,500
John Gambling
9. **WBBM/Chicago (News)** 847,300
John Hultman, Felicia Middlebrooks
10. **WPAT-AM & FM/New York (B/EZ)** 833,300
Ken MacKenzie
11. **KYW/Philadelphia (News)** 782,400
Pat Sarnack, Harry Donahue, Gene Scott
12. **WBLS/New York (B/U)** 774,600
Ken Webb
13. **WNEW-FM/New York (AOR)** 740,300
Richard Neer, Mark McEwen, Lisa Glasberg
14. **WLTW/New York (AC)** 724,200
Batt Johnson, Gary Nolan
15. **KPWR/Los Angeles (B/U)** 719,400
Tommy Jaxon
16. **WXRK/New York (AOR)** 709,700
Howard Stern, Robyn Quivers
17. **KFWB/Los Angeles (News)** 703,300
John Leisher, Charlie Brailer, Vince Campagna
18. **KABC/Los Angeles (Talk)** 702,200
Kin Minyard & Bob Arthur
19. **WCBS-FM/New York (Gold)** 690,900
Harry Harrison
20. **KNX/Los Angeles (News)** 635,300
Dave Zorn, Jack Salvatore
21. **WNBC/New York (AC)** 627,900
Don Imus
22. **WMMR/Philadelphia (AOR)** 617,000
John DeBella, Mark Drucker
23. **WGCI-FM/Chicago (B/U)** 571,600
Bob Wall
24. **KCBS/San Francisco (N/T)** 568,800
Stan Bunger, Paul Drake, Mike Pulsipher
25. **KGO/San Francisco (N/T)** 548,100
Jim Dunbar, Ted Wygant



Batt Johnson
WLTW/New York



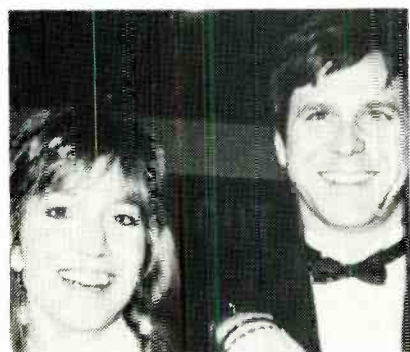
Felicia Middlebrooks
WBBM/Chicago



Jim Kerr
WPLJ/New York



Ted Wygant
KGO/San Francisco



Lisa Glasberg, Richard Neer
WNEW-FM/New York

DRIVETIME DOMINATORS

PM Drive/Top 25



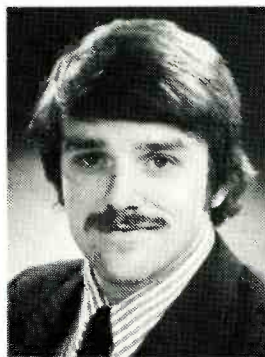
Heidi Aiken
WFBC Greenville



J.J.
WKSJ-FM/Mobile



Shelley James
WCRZ/Flint



Phil Hunt
KSSN/Little Rock



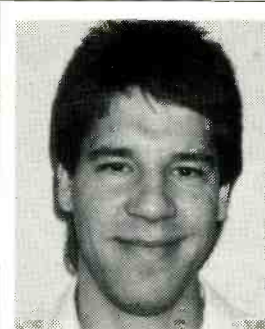
Ed Brantley
WIVK-AM & FM/Knoxville



Bruce Bond
WNNK Harrisburg



Mark Ellis
WCMF/Rochester



Ken Hopkins
KZZU-AM & FM/Spokane

DRIVETIME DOMINATORS

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



Jeff Jeffries
WXBQ/Johnson City



Danny Hall
WTQR/Greensboro



Dave Kamper
KKXX/Bakersfield

1. **WIVK-AM & FM/Knoxville (Ctry)** 27.6
Ed Brantley
2. **WDUV/Sarasota (B/EZ)** 23.6
Automated
2. **WKSJ-FM/Mobile (Ctry)** 23.6
J.J.
4. **KZZU-AM & FM/Spokane (CHR)** 22.0
Kendall Hopkins
5. **WSKZ/Chattanooga (CHR)** 21.5
Mike Allison
6. **KEZB-AM & FM/El Paso (CHR)** 20.7
Chris Michaels
7. **WFBC-FM/Greenville (AC)** 20.0
Heidi Aiken
8. **WHOT-FM/Youngstown (CHR)** 19.9
Bob Popa
9. **WCRZ/Flint (AC)** 19.0
Shelley James, Grant Smith
10. **WTQR/Greensboro (Ctry)** 18.8
Danny Hall
11. **WQUT/Johnson City (CHR)** 18.3
Steve Taylor
11. **WXBQ/Johnson City (Ctry)** 18.3
Jeff Jeffries
13. **KKXX/Bakersfield (CHR)** 18.0
Dave Kamper
13. **WXLK/Roanoke (CHR)** 18.0
Bart Prater, Cat Thomas
15. **WEZN/Bridgeport (B/EZ)** 17.7
Ed Zelle
16. **KSSN/Little Rock (Ctry)** 17.6
Phil Hunt
17. **KMOX/St. Louis (Talk)** 17.5
Chuck Buell
17. **WBLX/Mobile (B/U)** 17.5
Michael Angelo
19. **WHAS/Louisville (AC)** 17.1
Terry Meiners
19. **WNNK/Harrisburg (CHR)** 17.1
Bruce Bond
19. **WYYY/Syracuse (AC)** 17.1
Don Kelley
22. **KFAB/Omaha (AC)** 17.0
Gary Saddlemeier
22. **WCMF/Rochester (AOR)** 17.0
Mark Ellis
24. **KEZO/Omaha (AOR)** 16.9
Joe Blood
25. **WRMF/West Palm Beach (AC)** 16.8
Don Wright

DRIVETIME DOMINATORS

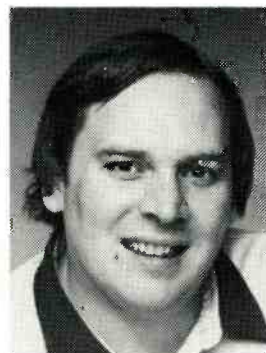
PM Drive/Top 25



Pat St. John
WPLJ/New York



Jimi Roberts
WPLJ/New York



Ron O'Brian
KIS-AM & FM/Los Angeles



Shadow Stevens
WHTZ/New York



Steve O'Brien
WYNY/New York



Carol Ford
WRKS/New York



Bob Grant
WABC/New York



Don Kelley
WYYY/Syracuse



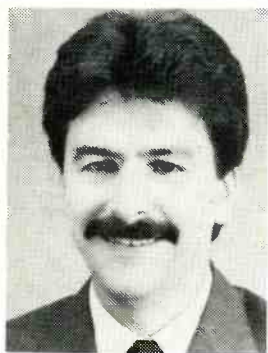
Bernard Meltzer
WOR/New York



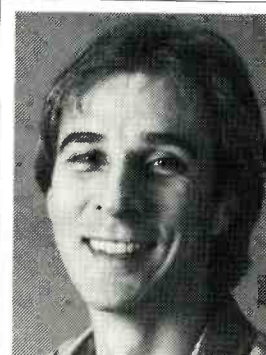
Bud Furillo & Lee Marshall
KABC/Los Angeles



Wally Phillips
WGN/Chicago



Steve Roy
WLTV/New York



Geno Mitchellini
KLOS/Los Angeles



Carol Miller
WNEW-FM/New York



Scott Muni
WNEW-FM/New York

DRIVETIME DOMINATORS

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



Joe Bonadonna
WMMR/Philadelphia



Freddie Snakeskin
KROQ/Los Angeles



Tom Franklin
WCBS/New York



Meg Griffin
WXRK/New York

1. **WHTZ/New York (CHR)** 1,501,100
Shadow Stevens
2. **WPLJ/New York (CHR)** 1,419,900
Pat St. John, Fast Jimmy Roberts
3. **WRKS/New York (B/U)** 1,067,700
Carol Ford
4. **WPAT-AM & FM/New York (B/EZ)** 991,300
Ken Lamb
5. **WLTW/New York (AC)** 878,800
Steve Roy
6. **WINS/New York (News)** 860,800
Stan Burns, Brad Phillips, Clarence Rock
7. **KPWR/Los Angeles (B/U)** 838,400
Mucho Morales, Joe Nasty
8. **KIIS-FM/Los Angeles (CHR)** 823,300
Big Ron O'Brian
9. **WCBS/New York (News)** 784,000
Tom Franklin
10. **WBLS/New York (B/U)** 775,700
Rickey Recardo
11. **WNEW-FM/New York (AOR)** 771,700
Scott Muni, Carol Miller
12. **WCBS-FM/New York (Gold)** 735,200
Bob Shannon
13. **WGN/Chicago (Talk)** 719,500
Wally Phillips
14. **WABC/New York (Talk)** 628,000
Bob Grant
15. **WOR/New York (Talk)** 627,400
Bernard Meltzer
16. **WGCI-FM/Chicago (B/U)** 605,100
Tom Joyner
17. **WHN/New York (Ctry)** 594,700
Dan Taylor
18. **WMMR/Philadelphia (AOR)** 588,200
Joe Bonadonna
19. **WXRK/New York (AOR)** 580,600
Meg Griffin
20. **WYNY/New York (AC)** 567,700
Steve O'Brien
21. **KABC/Los Angeles (Talk)** 551,500
Bud Furillo, Lee Marshall
22. **KLOS/Los Angeles (AOR)** 547,400
Geno Mitchellini
23. **KROQ/Los Angeles (AOR)** 534,600
Freddie Snakeskin
24. **KFWB/Los Angeles (News)** 528,100
John Brooks, Judy Ford
25. **WBBM-FM/Chicago (CHR)** 516,900
Paul Donovan

As you examine the Spring 1986 R&R Ratings Report you will find that we have made a few changes, additions, deletions, and alterations. Following are some of the highlights to look for in the in-depth market breakouts:

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the Spring '86 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the Spring '85 share on the left. Results from additional surveys (summer, fall, and winter) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 station listed on top.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday, (total persons 12+) cume rank, followed by four AQH demo ranks for teens, adults 18-34, adults 18-49, and adults 25-54. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the immediate right of the adults 25-54 rankings in each market break-out chart demonstrates the relationship between audience turnover and daily time spent listening for each station. Again based on adults 12+, these figures examine how stations compare according to audience loyalty. Programming efforts of various stations can be easily checked by comparing these figures.

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

REP & NETWORK INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all network and representative affiliations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the Spring '86 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the Spring '86 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR's shares are added together.

A Step-By-Step For Using R Ratings Data

NEW

SPRING '86	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT
6.0	5.9	5.5	6.1	6.9	1	WHTZ 100.3	CHR
5.4	6.0	5.5	5.6	6.2	2	WRKS 98.7	B/U
5.1	5.6	6.0	5.5	5.9	3	WPLJ 95.5	CHR
4.2	4.0	4.5	4.7	4.6	4	WINS 1010	NEWS
5.0	4.0	5.2	5.2	4.5	5	WOR 710	TALK
3.6	2.6	3.4	3.5	4.3	6	WPAT-FM 93.1	B/EZ
3.3	3.8	4.7	4.0	4.3	6	WBLS 107.5	B/U

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49
1 WNEW-FM	1 WHTZ	1 WNEW-FM	1 WHTZ
2 WXRK	2 WPLJ	2 WXRK	2 WPLJ
3 WHTZ	3 WRKS	3 WHTZ	3 WRKS
4 WRKS	4 WBLS	4 WPLJ	4 WBLS
5 WPLJ	5 WNEW-FM	5 WCBS-FM	5 WLTW
6 WBLS	6 WLTW	6 WRKS	6 WCBS-FM
7 WCBS-FM	7 WCBS-FM	7 WBLS	7 WNEW-FM
8 WLTW	8 WYNY	8 WLTW	8 WPIX
9 WAPP	9 WPIX	9 WNBC	9 WINS
10 WNBC	10 WXRK	10 WINS	10 WYNY

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	1	1	3	15/72	EASTMAN			7.7
2	3	3	5	11/98	REPUBLIC	US1		9.2
3	2	2	1	17/63	BLAIR	ABC-R		6.5
18	13	9	8	20/53	SELECT	ABC-D		5.0
30	33	20	15	12/89	REPUBLIC	ABC-E		3.2
22	23	16	10	12/93	CHRISTAL			2.8
4	5	4	6	13/82	MCGAVREN	ABC-F		4.9

		FORMAT REACH	
Men 15-54	Women 25-54		
'CBS-FM	1 WLTW	AC	13.7
'NEW-FM	2 WPLJ	AOR	7.0
'XRK	3 WHTZ	BBnd	2.7
'HTZ	4 WRKS	Blk/Urbn	10.5
'PLJ	5 WBLS	BM/Easy	5.9
'LTW	6 WCBS-FM	CHR	12.8
'BLS	7 WINS	Clas	2.9
'RKS	8 WPIX	Ctry	3.0
'INS	9 WOR	Gold	3.6
'CBS	10 WPAT-FM	N/T	15.0
		Rel	1.0
		Span	3.9

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
TRAN	Transtar
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.
DURPETTI	Durpetti & Associates
EASTMAN	Eastman Radio, Inc.
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LAZAR	R.A. Lazar & Co.
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
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

SPRING '85	FALL '85	SPRING '86	METRO RANK 12-17 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
9.1	9.0	7.4	1	KIIS-FM 102.7	CHR	1	2	1	1	1	15/73	MCGAVREN	
6.8	6.8	6.1	2	KBIG 104.3	B/EZ	7	16	11	7	3	11/102	CBS SPOT	
5.7	5.9	6.1	2	KABC 790	TALK	3	24	19	9	4	13/82	KATZ	ABC-I
4.9	3.9	5.7	4	KJOI 98.7	B/EZ	13	29	20	11	7	10/114	BLAIR	
4.3	5.9	5.3	5	KROQ 106.7	AOR	6	1	7	8	16	12/88	TORBET	
4.3	3.4	5.2	6	KMPC 710	BBND	9	32	15	16	13	11/96	DURPETTI	
4.7	5.7	5.1	7	KLOS 95.5	AOR	2	4	2	2	9	16/68	KATZ	ABC-R
3.3	4.9	4.4	8	KRTH-FM 101.1	GOLD	5	11	6	4	2	16/67	REPUBLIC	US2
4.3	3.2	4.4	8	KOST 103.5	AC	8	14	4	3	5	14/75	CHRISTAL	
3.2	3.6	4.3	10	KNX 1070	NEWS	4	26	23	14	10	19/58	CBS SPOT	CBS
3.9	3.1	4.0	11	KMET 94.7	AOR	11	10	3	5	8	14/76	BLAIR	
1.4	2.1	3.5	12	KIQQ 100.3	AC	12	18	9	6	6	16/68	SELECT	TRAN
1.6	1.8	3.4	13	KPWR 105.9	B/U	14	3	5	10	26	15/71	HNWH	
1.6	2.4	2.5	14	KFI 640	AC	16	20	16	13	11	16/68	CHRISTAL	ABC-E
0.4	0.7	2.2	15	KNAC 105.5	AOR	19	6	8	12	32	13/87	ROSLIN	
2.5	1.9	2.0	16	KZLA 93.9	CTRY	20	12	21	19	12	14/79	EASTMAN	
2.5	2.5	1.9	17	KFWB 980	NEWS	10	33	30	26	21	30/36	BLAIR	ABC-E
--	--	1.9	17	KNX-FM 93.1	AOR	15	5	14	15	14	24/45	CBS SPOT	
2.0	1.6	1.8	19	KNOB 97.9	AC	22	22	18	17	15	13/82	MASLA	
1.5	1.6	1.7	20	KIKF 94.3	CTRY	21	13	25	25	20	15/73	ROSLIN	
1.3	1.4	1.5	21	KEZY 95.9	CHR	17	8	10	18	17	26/42		
1.8	1.4	1.3	22	KLAC 570	CTRY	18	28	31	29	25	23/48	EASTMAN	ABC-D
0.6	0.8	1.2	23	KLVE 107.5	SPAN	32	31	12	20	22	10/104	CABALLERO	
1.4	1.0	1.1	24	KUTE 101.9	AA	28	35	13	21	19	16/68	DURPETTI	
1.6	2.2	1.1	24	KFAC 92.3	CLAS	25	27	35	34	30	20/55	MCGAVREN	
0.9	1.3	1.1	24	KRLA 1110	GOLD	27	30	33	23	18	18/60	MMR	
--	2.0	1.0	27	KBZT 97.1	AC	23	15	17	22	24	22/50	MMR	
1.0	2.1	1.0	27	KKGO 105.1	JAZZ	24	21	27	28	27	23/48	W&P	AP

This Company Can Boost Your Ratings.



*We have in the past
and continue to do so every week.*

*To see our list of clients,
keep turning the pages.*



Chrysalis™

ATLANTA #14

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.5	7.4	9.5	9.2	1	WPCH 94.9	B/EZ	3	13	12	7	4	11/101	KATZ		7.2
6.4	9.0	10.5	9.2	1	WKLS-FM 96.1	AOR	5	3	1	2	2	11/102	MASLA	ABC-R	13.5
9.2	8.9	7.0	9.1	3	WQXI-FM 94.1	CHR	1	7	2	1	1	13/82	BLAIR		10.3
11.0	8.9	9.8	8.6	4	WVEE 103.3	B/U	6	2	3	3	3	11/96	MCGAVREN	US-1	13.8
3.3	4.9	4.6	6.1	5	WYAY 106.7	CTRY	9	10	8	5	6	12/94	REPUBLIC		6.7
12.1	9.8	8.5	6.1	5	WZGC 92.9	CHR	2	1	7	10	12	18/61	TORBET	ABC-C	10.1
6.3	6.7	5.5	5.7	7	WSB 750	AC	4	14	14	12	9	17/62	CHRISTAL	ABC-E	5.2
3.7	4.1	3.6	5.6	8	WFOX 97.1	AC	11	8	5	4	5	12/91	MMR		3.4
5.4	4.9	5.4	5.3	9	WSB-FM 98.5	AC	8	11	4	6	7	15/74	CHRISTAL	CBS-R	4.1
8.9	6.6	6.2	5.3	9	WKHX 101.5	CTRY	7	12	9	8	8	15/72	SELECT		5.8
2.3	3.0	3.0	4.1	11	WAOK 1380	B/U	12	6	11	11	10	12/91	MCGAVREN	NBN	1.3
2.5	3.2	2.4	3.9	12	WARM 99.7	CHR	10	4	6	9	11	18/61	EASTMAN		2.7
1.6	1.1	2.0	2.4	13	WEKS-AF 1080 104.1	B/U	14	5	10	13	14	13/87	DURPETTI		3.3
2.9	2.6	3.1	1.7	14	WGST 920	N/T	13	19	18	15	13	21/51	KATZ	CBS	1.5
1.7	2.1	1.2	1.2	15	WPLO 590	CTRY	17	22	17	16	16	16/68	SELECT		1.1
1.6	1.3	1.2	1.1	16	WQXI 790	GOLD	18	16	13	14	15	17/66	BLAIR		0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	AC 16.6
2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WSB-FM	AOR 9.2
3 WVEE	3 WSB-FM	3 WVEE	3 WSB-FM	3 WYAY	3 WVEE	Bik/Urbn 15.1
4 WARM	4 WKLS-FM	4 WFOX	4 WFOX	4 WVEE	4 WPCH	BM/Easy 9.2
5 WFOX	5 WFOX	5 WYAY	5 WYAY	5 WFOX	5 WFOX	CHR 19.1
6 WZGC	6 WYAY	6 WPCH	6 WKLS-FM	6 WPCH	6 WYAY	Ctry 12.6
7 WYAY	7 WZGC	7 WKHX	7 WPCH	7 WKHX	7 WKHX	
8 WKHX	8 WARM	8 WARM	8 WKHX	8 WSB-FM	8 WKLS-FM	
9 WSB-FM	9 WEKS-FM	9 WZGC	9 WZGC	9 WSB	9 WSB	
10 WAOK	10 WKHX	10 WSB-FM	10 WARM	10 WARM	10 WAOK	

BALTIMORE #16

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
9.9	8.7	10.0	10.2	1		WLIF 101.9	B/EZ	2	15	10	5	1	10/113	CHRISTAL		8.8
5.4	6.8	6.6	7.7	2		WXYV 102.7	B/U	4	3	3	1	3	11/100	MCGAVREN	NBC-S	8.3
7.4	6.7	6.0	7.3	3		WBSB 104.3	CHR	1	1	2	2	4	14/76	TORBET	ABC-C	8.9
8.6	7.5	10.5	6.9	4		WBAL 109.0	N/T	3	17	24	14	8	13/84	HNWH	ABC-E	7.4
5.4	5.6	7.7	6.6	5		WPOC 93.1	CTRY	8	8	4	4	2	10/112	EASTMAN	ABC-D	7.5
6.9	5.6	5.6	6.4	6		WIYY 97.9	AOR	5	4	1	3	5	12/90	HNWH	ABC-R	7.7
4.4	4.1	2.8	4.6	7		WFBR 130.0	AC	6	26	16	12	9	16/68	REPUBLIC	CBS	2.9
4.8	3.9	3.6	3.6	8		WMKR 106.5	CHR	7	2	6	9	15	19/58	KATZ		5.4
2.9	4.4	3.2	3.3	9		WCAO 600	CTRY	9	21	17	13	12	14/77	MCGAVREN	NBC	2.3
2.1	2.6	1.9	2.9	10		WQSR 105.7	GOLD	12	14	8	6	6	15/72		CBS	2.1
3.3	3.1	3.3	2.9	10		WBGR 86.0	REL	21	13	23	15	11	7/166	ROSLIN	UPI	2.1
3.3	3.2	3.6	2.8	12		WYST-FM 92.3	AC	10	16	11	7	7	17/64	MASLA	US1	1.6
2.9	3.5	3.6	2.8	12		WWIN-FM 95.9	B/U	13	9	7	8	10	16/69	MMR		2.5
2.5	3.0	2.6	2.6	14		WITH 1230	BBND	17	29	28	29	22	11/98	GROSKIN	MBS	1.6
2.3	2.5	2.5	2.4	15		WWDC-FM 101.1	AOR	14	7	5	10	14	17/64	CHRISTAL	US1	3.9
2.8	2.2	1.8	2.3	16		WEBB 136.0	B/U	15	6	13	16	19	14/75	CITIMEDIA	SHRDN	1.9
3.1	2.1	1.6	2.1	17		WWIN 140.0	B/U	11	5	14	18	21	21/50	MMR	NBN	2.2
1.0	1.5	1.9	2.0	18		WHUR 96.3	B/U	18	20	9	11	13	14/75	DURPETTI		2.8
2.5	1.5	1.4	1.4	19		WCBM 68.0	AC	19	22	22	21	16	19/57	KATZ	UPI	1.9
1.2	0.7	0.8	1.3	20		WRBS 95.1	REL	25	30	29	28	26	10/106			1.9
1.1	0.8	1.1	1.2	21		WHFS 99.1	AOR	22	12	15	19	20	14/76	MASLA	MBS	1.3
0.8	1.1	1.3	1.2	21		WGRX 100.7	AOR	23	31	12	17	18	14/78	SELECT	ABC-F	1.0
0.7	1.4	1.1	1.1	23		WTOP 150.0	NEWS	16	28	25	25	23	26/41	HNWH	CBS	1.0
0.6	0.9	0.5	1.1	23		WCLY-WPGC 158.0 95.5	AC	26	19	20	20	17	11/99	TORBET		.2

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 WPOC	1 WLIF
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WIYY	2 WBSB
3 WWDC-FM	3 WIYY	3 WPOC	3 WLIF	3 WXYV	3 WXYV
4 WBSB	4 WMKR	4 WBSB	4 WPOC	4 WLIF	4 WPOC
5 WPOC	5 WYST-FM	5 WWDC-FM	5 WYST-FM	5 WQSR	5 WYST-FM
6 WHUR	6 WWIN-FM	6 WLIF	6 WIYY	6 WBSB	6 WBGR
7 WQSR	7 WPOC	7 WQSR	7 WMKR	7 WFBR	7 WBAL
8 WWIN-FM	8 WLIF	8 WHUR	8 WWIN-FM	8 WWDC-FM	8 WQSR
9 WLIF	9 WQSR	9 WFBR	9 WQSR	9 WBAL	9 WCAO
10 WMKR	10 WWIN	10 WWIN-FM	10 WBGR	10 WHUR	10 WMKR

FORMAT REACH

AC	9.9
AOR	11.2
BBnd	2.6
Bik/Urbn	15.8
BM/Easy	10.2
CHR	10.9
Ctry	9.9
Gold	2.9
N/T	8.0
Rel	4.2

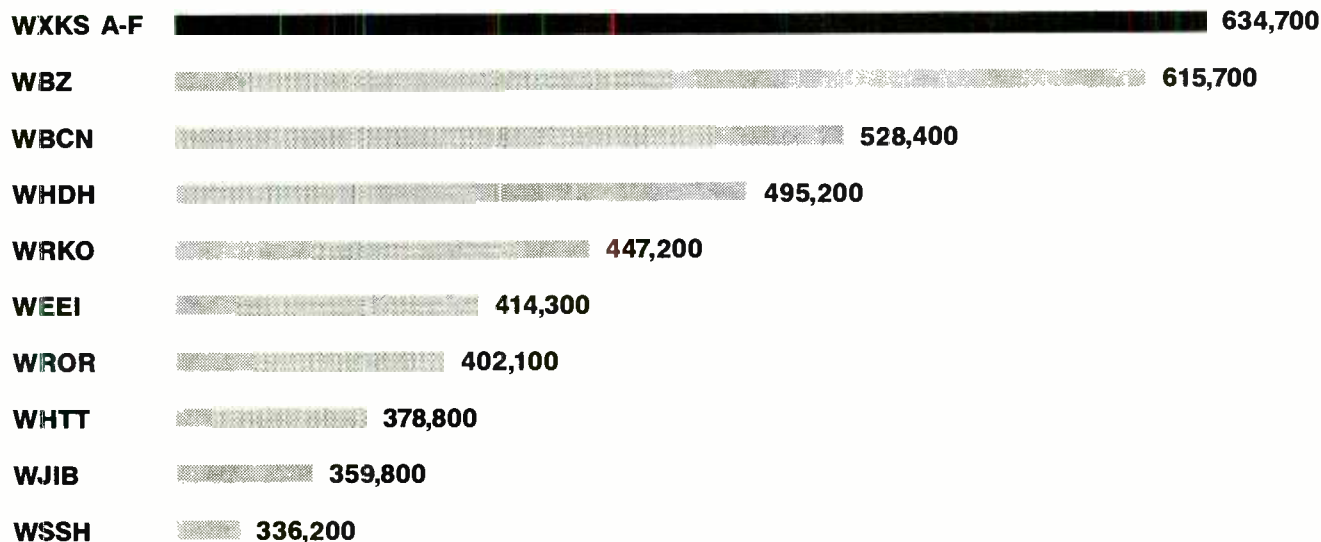
BOSTON #7

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
8.3	7.4	8.6	6.7	9.2	1	WBZ 1030	AC	1	9	14	4	3	11/95	BLAIR/RAR	ABC-I	8.0
8.8	9.4	7.4	6.8	7.7	2	WBCN 104.1	AOR	3	4	1	1	1	12/92	TORBET		10.2
7.5	6.9	6.4	5.6	6.9	3	WHDH 850	AC	4	15	11	5	2	12/87	BLAIR		4.5
7.4	5.9	5.0	6.4	6.7	4	WXKS-FM 107.9	CHR	2	1	2	2	7	14/78	MMR		8.4
6.7	5.3	5.2	7.6	6.0	5	WRKO 680	N/T	5	21	15	10	10	13/84	REPUBLIC	MBS	8.1
4.5	4.6	6.2	7.0	5.3	6	WJIB 96.9	B/EZ	9	19	18	14	12	12/93	MCGAVREN		4.6
2.5	2.7	4.1	4.2	4.7	7	WSSH 99.5	AC	10	16	7	6	4	12/88	HNWH		4.2
1.0	2.1	3.1	5.0	4.1	8	WZLX 100.7	GOLD	12	7	3	3	6	13/87	CHRISTAL		3.8
4.4	5.0	5.0	4.5	3.9	9	WEEI 590	NEWS	6	13	20	18	13	18/59	CBS SPOT	CBS	3.8
3.6	4.2	4.4	3.3	3.3	10	WROR 98.5	AC	7	8	9	7	5	21/52	REPUBLIC	US1	3.4
3.0	3.1	2.4	2.5	3.0	11	WMJX 106.7	AC	13	10	4	8	11	17/65	DURPETTI		2.7
2.8	3.7	3.3	3.0	2.9	12	WVBF 105.7	AC	14	17	5	9	9	14/76	MCGAVREN		2.1
4.8	4.7	3.6	2.8	2.8	13	WHTT 103.3	CHR	8	2	10	15	18	23/46	CBS SPOT	CBS-R	3.2
2.4	2.0	2.9	2.6	2.8	13	WBOS 92.9	CTRY	16	11	17	11	8	13/81	KATZ	ABC-D	3.6
3.2	2.7	2.7	2.6	2.4	15	WZOU 94.5	CHR	11	3	13	16	20	21/51	BLAIR		3.3
3.6	3.6	2.4	3.3	2.2	16	WAAF 107.3	AOR	15	5	6	13	17	17/63	KATZ		3.8
1.7	1.6	2.5	2.1	2.0	17	WILD 1090	B/U	18	6	8	12	15	11/100		SHRDN	2.6
1.6	2.0	2.1	1.7	1.7	18	WXKS 1430	BBND	21	27	28	25	23	10/106	MMR		.9
0.6	0.9	0.8	0.9	1.3	19	WFNX 101.7	AOR	20	14	12	17	21	14/78			1.7
0.8	1.3	0.9	0.9	1.2	20	WPLM 99.1	BBND	22	23	27	27	25	15/75			.5
1.3	1.5	1.0	0.4	1.2	20	WMEX 1150	GOLD	24	20	23	19	14	12/90	EASTMAN	ABC-E	1.7
1.3	1.1	1.1	1.7	1.2	20	WCRB 102.5	CLAS	17	22	19	21	16	19/56	DONOFRIO		1.2
0.9	0.9	0.7	0.5	1.0	23	WROL 950	REL	23	29	24	23	22	16/69			.3

Continued on Page 107



BOSTON'S WXKS AM, FM: WHERE A LONG LINE MEANS MORE CONSUMER TRAFFIC.



**MAJOR
MARKET
RADIO
SALES**

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

Kiss
108 FM

WXKS
1430 AM

Source: Boston Arbitron.
Spring 1986. Persons 12+
Cume. Metro Atd.



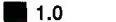
BIRMINGHAM #47

SPRING '85	FALL '85	SPRING '86	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
16.0	16.1	15.2	1	WZZK-FM 610 104.7	CTRY	1	5	5	2	1	11/102	KATZ	
11.6	10.6	13.1	2	WENN 107.7	B/U	5	2	2	3	3	9/121	SELECT	NBN
11.1	9.0	11.9	3	WMJJ 96.5	AC	3	6	3	1	2	11/103	BLAIR	
12.0	14.0	11.3	4	WAPI-FM 94.5	CHR	2	1	1	4	4	12/88	CHRISTAL	ABC-C
8.9	5.4	8.3	5	WKXX 106.9	CHR	4	3	4	5	5	15/73	MCGAVREN	ABC-D
2.2	7.6	6.2	6	WATV 900	B/U	6	4	6	6	6	10/103	W&P	
2.1	5.8	5.0	7	WAPI 1070	BBND	8	12	17	12	8	12/90	CHRISTAL	NBC
3.0	3.7	4.4	8	WERC 960	N/T	7	18	9	10	10	14/78	MCGAVREN	
5.2	3.9	3.3	9	WAGG 1320	REL	13	9	11	9	9	11/95	SELECT	NBN
4.0	4.8	3.0	10	WJLD 1400	B/U	10	8	12	13	12	17/63	MASLA	MBS
3.4	4.3	2.7	11	WLTB 99.5	CTRY	9	10	8	7	7	19/57	EASTMAN	
1.6	1.9	2.2	12	WDJC 93.7	REL	12	11	7	8	14	21/53	CRAWFORD	
6.1	2.1	2.0	13	WVOK 690	CTRY	11	19	13	14	13	25/44	EASTMAN	CBS
3.2	1.9	1.5	14	WZZK 610	CTRY	14	13	15	15	15	20/55	KATZ	
1.0	--	1.3	15	WQEN 103.7	CHR	15	7	10	11	11	12/89	D-CLAYTON	ABC-C

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 WENN	1 WMJJ	1 WMJJ	1 WMJJ	1 WZZK-FM	AC	11.9
2 WKXX	2 WMJJ	2 WAPI-FM	2 WZZK-FM	2 WZZK-FM	2 WMJJ	BBnd	5.0
3 WENN	3 WAPI-FM	3 WZZK-FM	3 WENN	3 WENN	3 WENN	Blk/Urbn	22.3
4 WMJJ	4 WZZK-FM	4 WKXX	4 WAPI-FM	4 WAPI-FM	4 WATV	CHR	20.9
5 WZZK-FM	5 WKXX	5 WENN	5 WKXX	5 WKXX	5 WAPI-FM	Ctry	21.4
6 WERC	6 WATV	6 WATV	6 WATV	6 WATV	6 WKXX	N/T	4.4
7 WLTB	7 WDJC	7 WERC	7 WLTB	7 WERC	7 WAGG	Rel	5.5
8 WDJC	8 WLTB	8 WLTB	8 WAGG	8 WAPI	8 WLTB		
9 WVOK	9 WAGG	9 WQEN	9 WDJC	9 WQEN	9 WAPI		
10 WATV	10 WJLD	10 WAPI	10 WJLD	10 WLTB	10 WJLD		

ANAHEIM-SANTA ANA #19

Continued from Page 102

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA  1.1 AC  13.2 AOR  18.5 BBnd  5.2 Blk/Urbn  3.4 BM/Easy  11.8 CHR  8.9 Clas  1.1 Ctry  5.0 Gold  5.5 Jazz  1.0 N/T  12.3 Span  1.2
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KRTH-FM	1 KIIS-FM	
2 KMET	2 KOST	2 KMET	2 KOST	2 KMET	2 KOST	
3 KNAC	3 KPWR	3 KIIS-FM	3 KBIG	3 KIIS-FM	3 KBIG	
4 KIIS-FM	4 KRTH-FM	4 KRTH-FM	4 KRTH-FM	4 KABC	4 KIQQ	
5 KROQ	5 KLOS	5 KNAC	5 KIQQ	5 KJOI	5 KRTH-FM	
6 KRTH-FM	6 KIQQ	6 KABC	6 KPWR	6 KLOS	6 KFI	
7 KPWR	7 KROQ	7 KROQ	7 KFI	7 KBIG	7 KJOI	
8 KEZY	8 KFI	8 KJOI	8 KLOS	8 KIQQ	8 KABC	
9 KOST	9 KMET	9 KIQQ	9 KROQ	9 KNX	9 KNX	
10 KMPC	10 KNOB	10 KBIG	10 KJOI	10 KMPC	10 KLOS	

BOSTON #7

Continued from Page 104

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-49	Women 18-34	Men 18-49	Men 25-54	Women 25-54	AC  30.0 AOR  11.2 BBnd  1.7 Blk/Urbn  3.2 BM/Easy  5.3 CHR  16.9 Clas  1.2 Ctry  2.8 Gold  5.3 N/T  9.9 Rel  1.0
1 WBCN	1 WXKS-FM	1 WXKS-FM	1 WBCN	1 WBCN	1 WBZ	
2 WZLX	2 WBCN	2 WBCN	2 WZLX	2 WHDH	2 WHDH	
3 WXKS-FM	3 WSSH	3 WVBF	3 WXKS-FM	3 WZLX	3 WSSH	
4 WAAF	4 WBZ	4 WMJX	4 WRKO	4 WBZ	4 WVBF	
5 WILD	5 WHDH	5 WSSH	5 WROR	5 WSSH	5 WXKS-FM	
6 WMJX	6 WVBF	6 WZLX	6 WBZ	6 WRKO	6 WROR	
7 WFNX	7 WMJX	7 WHDH	7 WHDH	7 WROR	7 WBCN	
8 WCGY	8 WROR	8 WHTT	8 WSSH	8 WXKS-FM	8 WMJX	
9 WRKO	9 WZLX	9 WROR	9 WAAF	9 WBOS	9 WJIB	
10 WROR	10 WJIB	10 WILD	10 WMJX	10 WEEI	10 WZLX	

BUFFALO-NIAGARA FALLS #35

SPRING '85	FALL '85	SPRING '86	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
7.4	6.6	10.8	1	WBUF 92.9	AC	2	11	1	1	1	11/102	MCGAVREN		9.6
9.8	10.6	10.0	2	WJYE 96.1	B/EZ	4	17	11	6	2	11/101	CHRISTAL		8.9
5.6	7.3	7.3	3	WYRK 106.5	CTRY	10	10	5	2	3	9/115	MCGAVREN		3.0
9.6	13.3	6.6	4	WBEN 93.0	AC	6	12	17	13	10	14/76	EASTMAN	NBC	7.5
6.2	6.5	6.4	5	WPHD 103.3	CHR	3	3	2	3	8	17/64	CBS	CBS-R	10.2
5.1	4.5	6.1	6	WBLK 93.7	B/U	12	6	3	4	4	9/116	SELECT	CBS-R	8.1
6.9	4.9	5.7	7	WECK 123.0	BBND	13	18	18	16	14	9/119	W&P	ABC-I	4.9
4.6	4.7	5.6	8	WBEN-FM 102.5	CHR	1	4	4	5	6	22/50	EASTMAN	ABC-C	5.1
4.2	4.9	5.4	9	WGR 55.0	AC	5	15	8	7	5	18/61	KATZ	ABC-E	3.7
5.5	5.9	4.8	10	WNYS-FM 104.1	CHR	8	1	6	8	11	17/64	MMR	ABC-C	5.6
5.5	6.0	4.3	11	WWKB 152.0	AC	7	8	12	12	9	19/56	BLAIR	ABC-D	3.9
5.0	3.7	3.8	12	WKSE 98.5	CHR	9	2	9	10	12	19/56	HNWH		4.8
2.3	2.4	3.8	12	WRLT 96.9	AC	11	14	10	9	7	17/62	KATZ	NBC-S	3.0
2.6	2.2	3.0	14	CILQ 107.1	AOR	14	5	7	11	13	13/86			3.2
--	--	1.7	15	WBYR 107.7	AOR	16	9	14	14	15	15/74			.8
2.4	1.1	1.3	16	WYSL 140.0	CHR	15	7	16	18	18	23/46	CBS		1.2
1.6	0.7	1.2	17	WUFO 108.0	B/U	17	16	15	15	16	17/65	SELECT	SHRDN	.3
0.9	2.4	1.1	18	WDCX 99.5	REL	18	22	19	19	17	16/66			.7

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 WBUF	1 WBUF	1 WBUF	1 WBUF	AC 30.9
2 WBUF	2 WPHD	2 WYRK	2 WJYE	2 WYRK	2 WJYE	AOR 4.7
3 WBLK	3 WNYS-FM	3 WPHD	3 WRLT	3 WBLK	3 WRLT	BBnd 5.7
4 WYRK	4 WBEN-FM	4 WBLK	4 WBEN-FM	4 WGR	4 WYRK	Blk/Urbn 7.3
5 WBEN-FM	5 WBLK	5 WBEN-FM	5 WPHD	5 WPHD	5 WGR	BM/Easy 10.0
6 CILQ	6 WRLT	6 WGR	6 WBLK	6 WBEN-FM	6 WBLK	CHR 21.9
7 WNYS-FM	7 WKSE	7 CILQ	7 WNYS-FM	7 WJYE	7 WBEN-FM	CTry 7.3
8 WGR	8 WJYE	8 WJYE	8 WYRK	8 CILQ	8 WWKB	Rel 1.1
9 WWKB	9 WGR	9 WKSE	9 WGR	9 WBEN	9 WBEN	
10 WKSE	10 CILQ	10 WNYS-FM	10 WKSE	10 WWKB	10 WNYS-FM	

CHARLOTTE-GASTONIA-ROCK HILL #40

SPRING '85	FALL '85	SPRING '86	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
12.6	13.1	12.4	1	WSOC-FM 103.7	CTRY	1	7	7	3	1	11/100	CHRISTAL	MBS	13.7
13.4	12.1	10.7	2	WPEG 97.9	B/U	4	2	1	1	4	9/115	HNWH	CBS-R	15.5
7.4	9.9	9.2	3	WEZC 104.7	AC	3	4	2	2	2	12/91	MMR		8.7
6.6	7.3	9.1	4	WLVK 96.9	CTRY	7	6	5	4	3	10/111	HNWH		12.0
8.3	9.8	9.0	5	WROQ 95.1	CHR	2	1	3	5	9	14/78	EASTMAN	US1	8.8
9.4	7.2	7.2	6	WBT 1110	AC	5	15	9	8	5	13/81	BLAIR	ABC-I	5.7
4.4	4.1	5.5	7	WRFX 99.7	AOR	8	3	4	7	7	12/88	MCGAVREN		7.0
8.3	6.4	5.1	8	WBCY 107.9	CHR	6	5	6	6	6	18/62	BLAIR	ABC-F	7.0
5.6	6.0	4.7	9	WZXI 101.9	B/EZ	9	10	11	9	8	11/95	REPUBLIC		2.4
--	1.2	2.4	10	WWDN 101.3	B/U	12	8	12	11	10	8/138	HNWH	ABC-F	1.8
--	2.2	2.2	11	WXRC 95.7	AOR	10	11	8	10	13	15/71	W&P	NBC-S	1.5
1.1	1.9	1.6	12	WGIV 1600	B/U	11	9	14	13	12	14/77	SELECT	NBN	2.0
--	1.0	1.5	13	WRDX 106.5	AC	13	17	10	12	11	12/93	SOUTHERN		.5
1.3	1.0	1.0	14	WLON 1050	CTRY	22	25	23	23	22	8/136	SOUTHERN		1.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRFX	1 WEZC	1 WSOC-FM	1 WEZC	1 WSOC-FM	1 WEZC	AC	17.8
2 WROQ	2 WPEG	2 WPEG	2 WLVK	2 WPEG	2 WLVK	AOR	7.7
3 WPEG	3 WBCY	3 WROQ	3 WPEG	3 WEZC	3 WSOC-FM	Blk/Urbn	14.7
4 WLVK	4 WLVK	4 WRFX	4 WSOC-FM	4 WLVK	4 WPEG	BM/Easy	4.7
5 WXRC	5 WROQ	5 WEZC	5 WBCY	5 WBT	5 WBT	CHR	14.1
6 WEZC	6 WRFX	6 WLVK	6 WROQ	6 WRFX	6 WBCY	Ctry	22.5
7 WSOC-FM	7 WSOC-FM	7 WBCY	7 WBT	7 WROQ	7 WZXI		
8 WBCY	8 WRDX	8 WBT	8 WZXI	8 WBCY	8 WRFX		
9 WBT	9 WZXI	9 WXRC	9 WRFX	9 WWDN	9 WGIV		
10 WWDN	10 WBT	10 WWDN	10 WGIV	10 WZXI	10 WROQ		

CHICAGO #3

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
9.6	9.9	8.0	9.7	11.4	1	1	WGN 720	TALK	1	11	15	3	1	11/98	CHRISTAL	ABC-I	8.5
5.4	4.8	5.3	6.4	7.2	2	2	WGCI-FM 107.5	B/U	3	3	1	1	2	12/93	MCGAVREN		10.6
4.8	4.9	4.5	6.1	5.7	3	3	WBBM 780	NEWS	2	14	18	14	10	18/60	CBS SPOT	CBS	4.9
6.5	5.1	5.2	5.8	5.5	4	4	WLOO 100.3	B/EZ	8	18	20	13	9	12/90	KATZ	ABC-E	3.0
5.3	7.0	6.4	5.6	5.3	5	5	WBMX-FM 102.7	B/U	5	1	4	4	13	15/73	DURPETTI	ABC-F	6.9
3.8	3.5	4.0	4.7	4.6	6	6	WLUP 97.9	AOR	6	6	2	2	3	16/69	MMR		5.9
3.5	3.4	3.4	3.5	3.9	7	7	WLAK 93.9	AC	9	19	10	7	5	16/68	CHRISTAL		3.3
2.9	2.6	3.3	3.2	3.6	8	8	WCLR 101.9	AC	10	15	6	5	6	17/64	TORBET		2.8
3.6	3.6	3.2	3.3	3.3	9	9	WKQX 101.1	CHR	7	5	5	10	11	21/51	EASTMAN	NBC-S	3.3
4.4	3.8	3.7	3.3	3.2	10	10	WBBM-FM 96.3	CHR	4	2	12	16	21	25/42	CBS SPOT	CBS-R	4.2
3.2	2.8	3.1	2.0	3.1	11	11	WFYR 103.5	AC	12	7	8	9	7	19/57	REPUBLIC	US1	3.1
3.2	2.5	2.6	2.8	3.1	11	11	WXRT 93.1	AOR	16	23	3	6	8	14/77	SELECT		3.5
3.2	3.5	3.2	3.4	3.0	13	13	WJMK 104.3	GOLD	14	13	9	8	4	16/66	MMR	US2	2.1
2.4	2.7	3.3	2.7	2.9	14	14	WUSN 99.5	CTRY	18	16	14	12	12	13/86	MASLA	ABC-D	2.4
3.6	3.0	3.2	3.1	2.9	14	14	WJJD 1160	BBND	19	33	31	25	22	12/89	MMR		3.3
3.4	2.8	2.6	2.5	2.6	16	16	WMAQ 670	CTRY	13	20	19	18	15	22/50	EASTMAN	NBC	2.2
2.8	4.2	4.1	2.7	2.4	17	17	WLS 890	CHR	11	8	13	15	14	25/43	HNWH	ABC-C	2.9
1.6	1.6	1.9	2.2	2.2	18	18	WCKG 105.9	AOR	17	12	7	11	16	18/62	KATZ		2.9
2.7	2.5	2.0	2.2	2.0	19	19	WYFZ 94.7	CHR	15	4	11	17	18	23/47	HNWH	ABC-R	3.0
1.3	1.3	1.5	1.7	1.7	20	20	WFMT 98.7	CLAS	21	22	22	23	20	16/67	CMBS		2.0
1.2	1.3	1.6	1.5	1.3	21	21	WVON 1450	B/U	28	29	24	21	19	9/121			1.2
1.8	2.3	1.9	1.3	1.3	21	21	WOJO 105.1	SPAN	24	27	16	19	17	12/90	CABALLERO		.5
1.7	1.7	1.6	1.2	1.2	23	23	WRXR 95.5	AC	20	9	17	20	25	29/37			.8
0.6	0.9	0.8	0.8	1.2	23	23	WNIB 97.1	CLAS	22	31	26	24	24	19/58			.8

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 WGCI-FM	1 WLUP	1 WGCI-FM	1 WGN	1 WGCI-FM	AC 11.8
2 WXRT	2 WBMX	2 WXRT	2 WCLR	2 WLUP	2 WGN	AOR 9.9
3 WGCI-FM	3 WKQX	3 WGCI-FM	3 WBMX-FM	3 WJMK	3 WCLR	BBnd 2.9
4 WCKG	4 WLUP	4 WGN	4 WGN	4 WXRT	4 WLAK	Blk/Urbn 13.8
5 WBMX-FM	5 WCLR	5 WCKG	5 WFYR	5 WGCI-FM	5 WFYR	BM/Easy 5.5
6 WKQX	6 WFYR	6 WJMK	6 WLAK	6 WUSN	6 WLOO	CHR 10.9
7 WJMK	7 WLAK	7 WBMX-FM	7 WKQX	7 WBBM	7 WKQX	Clas 2.9
8 WCLR	8 WXRT	8 WLAK	8 WLUP	8 WLAK	8 WJMK	Ctry 5.5
9 WFYR	9 WJMK	9 WCLR	9 WJMK	9 WCKG	9 WBMX-FM	Gold 3.0
10 WLAK	10 WBBM-FM	10 WUSN	10 WLOO	10 WMAQ	WBBM	N/T 17.1
						Span 1.3

CINCINNATI #29

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.4	8.2	11.1	1	WEBN 102.7	AOR	3	4	1	1	2	11/99	TORBET		12.9
10.3	7.8	10.7	2	WLW 700	AC	1	10	8	5	3	15/72	EASTMAN	ABC-I	8.8
4.2	7.8	9.2	3	WUBE 105.1	CTRY	6	6	3	2	1	11/97	MCGAVREN		8.3
10.6	11.3	9.0	4	WKRO 101.9	CHR	2	1	2	3	5	16/68	KATZ	ABC-F	10.3
9.4	10.5	8.8	5	WWEZ 92.5	B/EZ	5	16	13	10	6	12/88	CBS SPOT		7.4
9.6	6.8	6.8	6	WKRC 550	AC	4	9	11	7	4	16/67	KATZ	ABC-E	6.3
6.3	6.6	6.5	7	WBLZ 103.5	B/U	8	2	4	4	8	11/94	REPUBLIC		8.3
5.5	7.2	5.4	8	WCKY 1530	N/T	11	12	17	13	11	13/84	CBS SPOT	CBS	4.8
6.6	6.2	3.9	9	WRRM 98.5	AC	7	19	5	6	7	20/54	BLAIR		5.1
2.8	2.9	3.8	10	WSKS 96.5	AOR	9	3	6	9	13	19/56	EASTMAN	ABC-R	4.3
2.8	2.5	3.3	11	WWNK-FM 94.1	AC	12	8	9	11	10	17/63	MMR		2.4
5.1	4.2	3.1	12	WLLT 94.9	AC	10	7	7	8	9	23/47	HNWH		3.2
2.3	2.6	2.5	13	WCIN 1480	B/U	13	5	12	14	14	16/70	W&P	SHRDN	2.9
1.9	1.6	2.0	14	WDJO 1230	GOLD	15	13	10	12	12	12/89	MCGAVREN	US2	2.1
1.6	0.9	1.1	15	WWNK 1360	AC	14	11	14	16	20	24/45	MMR		0.7
0.7	0.5	1.1	15	WPFB-FM 105.9	REL	18	14	19	15	15	10/107	LOTUS	MBS	1.7
0.3	0.3	1.0	17	WJOJ 107.1	AC	16	15	16	17	16	24/45	MASLA		0.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEBN	1 WKRO	1 WEBN	1 WKRO	1 WEBN	1 WUBE	AC 29.9
2 WSKS	2 WEBN	2 WUBE	2 WUBE	2 WLW	2 WKRO	AOR 14.9
3 WUBE	3 WUBE	3 WLW	3 WEBN	3 WUBE	3 WWEZ	Blk/Urbn 9.0
4 WKRO	4 WBLZ	4 WSKS	4 WBLZ	4 WKRC	4 WRRM	BM/Easy 8.8
5 WBLZ	5 WRRM	5 WKRO	5 WRRM	5 WKRO	5 WKRC	CHR 9.0
6 WLW	6 WWNK-FM	6 WBLZ	6 WKRC	6 WRRM	6 WBLZ	Ctry 9.2
7 WLLT	7 WLLT	7 WKRC	7 WWEZ	7 WWEZ	7 WLW	Gold 2.0
8 WRRM	8 WKRC	8 WRRM	8 WLLT	8 WBLZ	8 WLLT	N/T 5.4
9 WWNK-FM	9 WCIN	9 WLLT	9 WWNK-FM	9 WSKS	9 WEBN	Rel 1.1
10 WDJO	10 WSKS	10 WDJO	10 WLW	10 WCKY	10 WWNK-FM	

CLEVELAND #21

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
11.0	12.2	14.5	13.9	13.2	1	WMMS 100.7	CHR	1	2	1	1	1	12/90	KATZ	NBC-S	21.0
7.7	6.9	8.2	8.6	7.1	2	WOAL 104.1	B/EZ	6	23	15	8	4	11/98	CHRISTAL		3.4
5.9	6.0	6.8	7.7	7.0	3	WMJI 105.7	AC	3	8	3	2	2	15/74	EASTMAN		6.2
7.3	7.1	5.2	5.5	6.7	4	WLTF 106.5	AC	4	6	2	3	3	15/74	CHRISTAL	AP	3.8
9.1	6.3	6.7	7.4	6.5	5	WDOK 102.1	B/EZ	7	12	8	9	6	12/91	MCGAVREN		4.2
6.2	7.1	4.9	4.4	5.4	6	WGCL 98.5	CHR	2	1	6	6	10	22/50	MMR	ABC-F	5.6
3.1	6.6	5.5	4.8	4.9	7	WWWE 1100	N/T	5	9	12	11	8	18/62	MCGAVREN	ABC-I	6.3
6.0	5.1	5.1	4.2	4.8	8	WZAK 93.1	B/U	8	5	5	4	7	14/79	DURPETTI	CBS-R	7.5
4.2	3.5	4.3	4.8	4.8	8	WDMT 107.9	B/U	9	3	4	5	9	13/80	HNWH	US1	5.3
5.5	4.9	6.5	5.5	4.5	10	WBBG 1260	BBND	13	22	25	22	21	11/102	EASTMAN		4.0
3.7	4.1	3.4	3.7	4.0	11	WGAR-FM 99.5	CTRY	12	11	9	7	5	13/84	BLAIR	ABC-E	3.6
3.4	4.3	4.5	4.9	3.8	12	WERE 1300	N/T	10	19	18	16	15	16/69	MMR	CBS	4.4
2.6	2.3	2.0	2.0	2.1	13	WRQC 92.3	CHR	11	4	10	14	18	26/42	MASLA	ABC-R	2.5
1.7	1.8	1.1	2.0	2.0	14	WJMO 1490	A/A	15	13	14	13	11	16/69	MASLA	NBN	2.5
2.7	1.5	1.8	1.9	1.9	15	WHK 1420	GOLD	14	14	11	12	14	17/62	KATZ	NBC	1.6
3.5	2.1	2.0	1.9	1.9	15	WRMR 850	B/EZ	19	17	17	17	12	11/97	CHRISTAL	AP	1.6
1.0	1.5	1.4	1.5	1.9	15	WONE-FM 97.5	AOR	21	16	7	10	13	11/102	MCGAVREN		2.7
1.6	2.3	2.6	1.7	1.4	18	WABQ 1540	REL	22	25	21	21	16	12/93		SHRDN	1.6
1.3	2.4	2.1	2.3	1.3	19	WCLV 95.5	CLAS	20	18	19	20	20	16/68	CMBS		2.3
0.7	0.8	0.8	0.4	1.3	19	WDBN 94.9	B/EZ	23	21	20	18	17	10/109			0.1
0.4	--	0.3	0.3	1.2	21	WBEA 107.3	CHR	16	7	13	15	19	20/54	REGIONAL		0.1
--	--	--	--	1.0	22	WEOL 930	B/EZ	26	20	23	25	25	9/118	REGIONAL	ABC-E	---

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WLTF
2 WMJI	2 WLTF	2 WMJI	2 WLTF	2 WMJI	2 WMJI
3 WONE-FM	3 WMJI	3 WONE-FM	3 WMJI	3 WLTF	3 WMMS
4 WDMT	4 WDMT	4 WONE-FM	4 WDMT	4 WGAR-FM	4 WOAL
5 WGCL	5 WZAK	5 WZAK	5 WZAK	5 WOAL	5 WDOK
6 WLTF	6 WGCL	6 WGCL	6 WGCL	6 WWWE	6 WZAK
7 WZAK	7 WDOK	7 WDMT	7 WDOK	7 WZAK	7 WGAR-FM
8 WWWE	8 WJMO	8 WWWE	8 WOAL	8 WONE-FM	8 WDMT
9 WHK	9 WGAR-FM	9 WGAR-FM	9 WGAR-FM	9 WDOK	9 WJMO
10 WRQC	10 WBEA	10 WHK	10 WJMO	10 WGCL	10 WGCL

FORMAT REACH

AC	13.7
AOR	1.9
BBnd	4.5
Blk/Urbn	9.6
BM/Easy	17.8
CHR	21.9
Clas	1.3
Ctry	4.0
Gold	1.9
N/T	8.7
Rel	1.4
A/A	2.0

COLUMBUS #33

SPRING '85	FALL '85	SPRING '86	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
11.5	15.1	13.4	1	WLWQ 96.3	AOR	3	2	1	1	2	10/104	KATZ		15.2
10.8	9.6	11.9	2	WSNY 94.7	AC	2	6	2	2	1	13/84	MCGAVREN		10.7
4.9	5.3	9.4	3	WNCI 97.9	CHR	1	3	3	3	3	17/65	MMR	ABC-C	10.3
12.6	9.7	9.3	4	WBNS-FM 97.1	B/EZ	5	15	10	6	5	13/86	BLAIR		6.2
11.1	10.5	8.0	5	WXGT 92.3	CHR	4	1	4	4	8	17/64	CHRISTAL		11.9
10.1	10.4	6.2	6	WTVN 610	AC	6	7	9	5	4	19/58	KATZ	ABC-E	6.2
2.7	3.3	4.6	7	WVKO 1580	B/U	7	5	5	7	6	13/82	MCGAVREN	SHRDN	4.4
3.9	4.2	4.0	8	WRMZ 99.7	CTRY	8	8	6	8	7	14/76	TORBET	MBS	5.9
3.6	3.4	3.4	9	WMNI 920	CTRY	10	18	16	14	15	11/95	TORBET	MBS	2.6
3.6	3.0	3.1	10	WHOK 95.5	CTRY	14	9	7	9	9	11/96		AP	3.3
1.6	1.3	2.1	11	WBBY 103.9	JAZZ	15	11	12	11	10	15/73	TORBET	US2	2.3
2.2	3.2	2.1	11	WBNS 1460	AC	9	10	19	13	11	22/49	BLAIR	ABC-I	2.4
3.1	1.5	1.9	13	WZZT 103.1	B/U	12	4	8	10	14	20/55	MASLA	CBS-R	4.3
0.8	1.1	1.7	14	WCOL 1230	GOLD	11	17	15	18	19	22/49	CHRISTAL	CBS	1.7
1.5	1.5	1.7	14	WLW 700	AC	13	14	13	16	12	22/49	EASTMAN	ABC-I	0.7
0.9	0.7	1.4	16	WCLT 1430	AC	21	20	20	22	21	7/162		MBS	0.7
0.7	1.5	1.3	17	WCLT-FM 100.3	AC	18	16	14	12	13	17/64		MBS	0.9
2.4	1.4	1.1	18	WRFD 880	REL	16	22	11	15	18	23/48	W&P	CNN	0.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	24.6
AOR	13.4
Blk/Urbn	6.5
BM/Easy	9.3
CHR	17.4
Ctry	10.5
Gold	1.7
Jazz	2.1
Rel	1.1

DALLAS-FT. WORTH #10

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
9.3	7.5	10.6	9.1	8.8	1	KVIL-FM 103.7	AC	1	8	2	1	1	12/91	BLAIR		9.1
7.4	8.3	8.7	8.7	8.5	2	KKDA-FM 104.5	B/U	8	2	1	2	4	8/137	KATZ	AP	11.5
5.3	6.1	6.0	6.9	7.3	3	KPLX 99.5	CTRY	5	7	4	3	2	11/100	REPUBLIC	AP	6.4
7.4	6.1	5.9	6.5	6.9	4	WBAP 820	CTRY	4	17	14	6	3	12/92	BLAIR	ABC-I	4.9
6.8	6.7	7.7	7.2	6.3	5	KRLD 1080	NEWS	2	18	18	12	8	16/68	KATZ	CBS	4.2
5.3	5.4	5.4	6.4	6.3	5	KMEZ-FM 100.3	B/EZ	10	28	21	15	7	10/106	MCGAVREN		4.1
4.7	5.0	5.9	5.5	5.7	7	KSCS 96.3	CTRY	6	5	7	4	6	13/82	BLAIR		5.8
5.8	6.6	6.3	5.2	5.2	8	KEGL 97.1	CHR	3	1	5	9	17	16/67	SELECT	ABC-C	8.4
5.2	6.1	4.7	5.1	5.0	9	KTXQ 102.1	AOR	7	3	3	5	10	15/72	CBS SPOT	ABC-R	7.5
2.5	3.5	3.1	2.9	3.8	10	KQZY 105.3	AC	12	15	13	10	9	13/81	TORBET		2.2
2.1	2.5	3.3	3.3	3.4	11	KLUV 98.7	GOLD	14	14	12	7	5	14/79	REPUBLIC	US2	2.9
4.3	4.1	3.1	4.4	3.2	12	KZEW 97.9	AOR	11	9	6	8	12	16/67	MMR	NBC-S	4.9
4.0	4.2	3.7	3.2	3.1	13	KTKS 106.1	CHR	9	4	8	13	16	21/52	HNWH		4.1
2.6	3.5	3.4	3.8	2.9	14	KMGC 102.9	AC	13	11	9	11	11	16/66	CHRISTAL		2.6
1.4	1.7	2.2	0.9	2.6	15	KESS 94.1	SPAN	21	13	11	16	15	7/159	CABALLERO		2.6
1.7	0.7	1.3	1.5	2.5	16	KLTY 94.9	REL	16	6	10	14	14	13/82			2.8
3.0	2.3	2.0	1.7	2.2	17	KDLZ 107.5	B/U	15	12	15	17	13	15/72	DURPETTI	US1	3.1
0.5	1.7	0.8	2.8	1.9	18	KHVN 970	REL	22	16	19	20	18	7/160	DURPETTI	NBN	---
1.1	1.4	0.8	1.4	1.4	19	KROX 570	GOLD	18	20	16	18	19	16/70	MMR	CBS	0.9
--	--	--	1.3	1.3	20	KZPS 92.5	CHR	17	10	17	19	20	24/44	DURPETTI		1.9
1.2	1.3	1.2	1.1	1.1	21	WRR 101.1	CLAS	20	24	23	21	21	18/61	CMBS		0.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KTXQ	1 KVIL	1 KVIL	1 KVIL	1 KVIL	1 KVIL
2 KKDA-FM	2 KKDA-FM	2 KTXQ	2 KKDA-FM	2 WBAP	2 KPLX
3 KZEW	3 KPLX	3 KPLX	3 KPLX	3 KPLX	3 KKDA-FM
4 KEGL	4 KLTY	4 WBAP	4 KSCS	4 KRLD	4 KMEZ-FM
5 KVIL	5 KTKS	5 KKDA-FM	5 KQZY	5 KLUV	5 KSCS
6 KPLX	6 KSCS	6 KZEW	6 KMGC	6 KTXQ	6 KQZY
7 KSCS	7 KTXQ	7 KSCS	7 KLTY	7 KKDA-FM	7 KLUV
8 WBAP	8 KMGC	8 KLUV	8 KLUV	8 KSCS	8 WBAP
9 KESS	9 KEGL	9 KEGL	9 KMEZ-FM	9 KZEW	9 KMGC
10 KMGC	10 KQZY	10 KRLD	10 KTKS	10 KQZY	10 KRLD

FORMAT REACH

AC	15.5
AOR	8.2
Bik/Urbn	10.7
BM/Easy	6.3
CHR	9.6
Clas	1.1
Ctry	19.9
Gold	4.8
N/T	6.3
Rel	4.4
Span	2.6

GEORGE JOHNS

“24 Hour Service”

Over the years, George has helped build many of North America's legendary radio stations. His ideas, his approach to science and an emotion that is dedicated to winning, has kept him on the leading edge.

If you would like to discuss being part of a limited client list featuring 24 hour service, call us at 619-454-3202 or see us at the NRBA – Suite 805 (Marriott).

FairWest

1250 Prospect, Suite 102 • La Jolla, CA 92037 • (619) 454-3202

DAYTON #46

SPRING '85	FALL '85	SPRING '86	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
15.8	15.1	13.8	1	99.1	WHIO-FM	B/EZ	1	8	7	5	2	10/108	CHRISTAL		11.4
11.5	11.1	9.9	2	92.9	WGTZ	CHR	2	1	2	2	5	14/79	KATZ		17.2
10.3	8.6	7.8	3	1290	WHIO	AC	3	14	15	9	7	15/72	CHRISTAL	CBS	9.3
9.9	8.7	7.8	3	104.7	WTUE	AOR	4	4	1	1	3	13/84	MCGAVREN		11.0
3.2	6.4	6.8	5	107.7	WWSN	AC	5	7	4	3	1	13/87	EASTMAN	US1	5.6
7.9	6.0	5.6	6	980	WONE	CTRY	7	19	14	7	6	12/93	MCGAVREN	ABC-D	3.6
6.1	4.2	5.4	7	103.9	WYMJ	AC	6	5	3	4	4	14/75	REPUBLIC	US1	5.0
3.7	3.7	5.0	8	103.5	WBLZ	B/U	8	2	5	6	11	13/85	REPUBLIC		5.7
2.8	3.6	4.1	9	1210	WDAO	B/U	13	6	8	8	8	11/99	EASTMAN	SHRDN	2.4
2.0	3.0	3.6	10	700	WLW	AC	9	10	9	11	9	15/73	EASTMAN	ABC-I	2.8
2.2	3.7	3.6	10	96.5	WSKS	AOR	12	3	6	10	18	13/83	EASTMAN	ABC-R	6.6
1.8	3.0	2.4	12	95.3	WBZI	CTRY	14	13	10	12	10	13/86		US2	2.4
4.3	3.4	2.3	13	1410	WING	AC	10	9	12	13	12	23/47	KATZ	ABC-I	1.7
1.2	0.8	1.9	14	95.7	WPTW-FM	B/EZ	16	17	18	16	15	12/89	REGIONAL		.6
2.8	2.5	1.7	15	99.9	WVUD	CTRY	11	22	11	14	14	28/39	MASLA	CBS-R	2.4
1.4	1.7	1.7	15	1600	WBLY	CTRY	20	23	23	23	23	11/97	DEVNEY	MBS	.4
--	0.7	1.5	17	1500	WLGY	BBND	22	11	22	22	21	6/192		US2	0.0
1.2	0.8	1.4	18	102.9	WAZU	AC	15	21	13	15	13	17/63	DEVNEY	MBS	1.1
0.9	0.8	1.4	18	93.7	WFCJ	REL	18	18	16	17	17	15/74	JL PIERCE	AP	.7
0.6	0.8	1.2	20	105.9	WPFB	CTRY	19	15	20	20	16	16/66	LOTUS	MBS	.3
0.7	1.4	1.0	21	1340	WIZE	AC	17	20	19	18	20	21/51	UNIREP	ABC-I	.2

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 WWSN	1 WTUE	1 WHIO-FM	AC 28.3
2 WGTZ	2 WTUE	2 WGTZ	2 WHIO-FM	2 WGTZ	2 WWSN	AOR 11.4
3 WSKS	3 WWSN	3 WLW	3 WGTZ	3 WHIO	3 WYMJ	BBnd 1.5
4 WYMJ	4 WYMJ	4 WYMJ	4 WYMJ	4 WLW	4 WGTZ	Blk/Urbn 9.1
5 WBLZ	5 WHIO-FM	5 WSKS	5 WTUE	5 WONE	5 WONE	BM/Easy 15.7
6 WDAO	6 WBLZ	6 WWSN	6 WBLZ	6 WWSN	6 WTUE	CHR 9.9
7 WLW	7 WVUD	7 WHIO	7 WONE	7 WHIO-FM	7 WHIO	Ctry 12.6
8 WWSN	8 WDAO	8 WBLZ	8 WBZI	8 WYMJ	8 WBLZ	Rel 1.4
9 WAZU	9 WBZI	9 WONE	9 WDAO	9 WDAO	9 WBZI	
10 WBZI	10 WING	10 WDAO	10 WHIO	10 WBZI	10 WDAO	

DENVER-BOULDER #23

SPRING '85	FALL '85	WINTER '86	SPRING '86	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	10.5	9.6	9.6	1	KOSI 101.1	B/EZ	1	15	15	7	3	11/97	SELECT		8.0
6.8	6.8	6.6	7.0	2	KMJI 100.3	AC	2	5	3	2	1	15/73	CHRISTAL		5.9
5.5	5.9	6.7	6.9	3	KBCO-FM 97.3	AOR	7	10	1	1	2	11/94	MASLA		8.8
4.6	4.0	5.2	6.7	4	KPKE 95.7	CHR	5	1	4	4	11	13/83	EASTMAN		5.3
7.7	7.3	7.2	6.7	4	KBPI 105.9	AOR	3	3	2	3	9	15/70	SELECT		12.1
5.0	6.5	6.0	5.7	6	KOA 850	TALK	4	14	13	12	6	17/64	KATZ	CBS	3.9
4.0	4.0	5.3	4.6	7	KYGO 98.5	CTRY	9	13	9	6	4	15/73	BLAIR		3.7
3.1	3.0	3.7	4.5	8	KEZW 1430	BBND	13	18	26	23	18	10/104	BLAIR/RAR	MBS	4.4
3.9	5.6	3.4	4.1	9	KAZY 106.7	AOR	10	9	5	5	8	15/72	MCGAVREN		4.2
5.7	4.9	4.8	3.9	10	KRXY-FM 107.5	CHR	6	2	8	11	16	21/52	MMR		5.5
4.3	3.2	4.2	3.7	11	KOAQ 103.5	AC	8	6	7	8	7	21/51	KATZ	CBS-R	4.3
5.2	3.0	3.7	3.6	12	KHOW 630	AC	12	16	16	10	5	15/73	EASTMAN	US1	2.7
3.7	3.3	3.8	3.6	12	KNUS 710	N/T	14	11	12	15	12	13/85	SELECT	ABC-I	1.4
3.8	3.7	3.1	3.6	12	KVOD 99.5	CLAS	15	21	20	14	13	12/91	REPUBLIC		3.6
3.6	3.1	4.0	3.3	15	KIMN 950	CHR	11	7	6	9	10	18/59	BLAIR	ABC-C	2.7
2.4	2.4	2.3	2.7	16	KLZ 560	CTRY	17	8	22	17	15	13/83	MCGAVREN	ABC-I	2.8
2.4	2.7	2.2	2.2	17	KDKO 1510	B/U	18	4	11	16	17	11/98			4.5
1.5	2.1	1.3	2.1	18	KRZN 1150	GOLD	16	12	10	13	14	17/62	CHRISTAL		1.3
0.7	1.5	1.1	1.1	19	KTCL 93.3	AOR	22	25	14	18	19	13/81			0.6
1.6	0.8	2.1	1.0	20	KBRQ-FM 105.1	CTRY	20	26	21	21	21	22/49	TORBET	ABC-E	1.4

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	14.3
AOR	18.8
BBnd	4.5
Blk/Urbn	2.2
BM/Easy	9.6
CHR	13.9
Clas	3.6
Ctry	8.3
N/T	9.3

DETROIT #6

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
10.4	11.5	9.0	8.0	9.9	1	WJR 76.0	MISC	1	16	10	4	1	13/83	EASTMAN	ABC-I	8.7
6.3	8.3	6.9	9.6	7.9	2	WJLB 97.9	B/U	6	1	2	1	2	10/107	MMR		11.8
4.9	5.0	6.2	5.6	6.3	3	WWJ 95.0	NEWS	4	20	16	15	10	14/78	CBS SPOT	CBS	3.8
5.5	5.4	5.2	5.8	5.8	4	WCZY-FM 95.5	CHR	3	3	3	3	5	17/63	HNWH		6.3
6.1	6.1	6.3	7.4	5.4	5	WJOI 97.1	B/EZ	9	21	19	16	11	12/90	CBS SPOT		3.4
6.0	7.0	4.9	4.4	5.3	6	WRIF 101.1	AOR	5	6	1	2	4	16/68	BLAIR	ABC-R	6.3
5.5	4.5	5.4	4.4	5.0	7	WHYT 96.3	CHR	2	2	5	5	14	21/52	EASTMAN	ABC-C	5.5
5.2	4.8	5.4	5.1	5.0	7	CKLW 80.0	BBND	12	24	25	18	12	11/101	MASLA		3.8
3.8	3.6	4.2	4.1	4.1	9	WLLZ 98.7	AOR	7	4	4	7	16	18/59	BLAIR	ABC-F	6.0
4.1	4.3	4.3	3.9	3.8	10	WNIC 100.3	AC	8	7	6	6	6	19/56	KATZ		4.3
3.7	3.4	3.1	2.7	3.6	11	WOMC 104.3	AC	10	12	9	8	3	18/61	KATZ	US2	2.6
3.4	3.4	3.2	3.2	3.5	12	WXYT 127.0	TALK	15	26	20	21	18	13/86	BLAIR/RAR	MBS	3.2
3.6	2.6	3.2	2.9	3.5	12	WWWW 106.7	CTRY	13	8	15	12	8	14/79	CHRISTAL	AP	4.1
2.5	2.3	3.1	2.4	3.1	14	WKSG 102.7	GOLD	16	14	7	9	7	14/79	MASLA	NBC-S	2.5
1.8	2.5	1.9	2.6	2.8	15	WDTX 99.5	MISC	11	5	8	11	19	22/50	DURPETTI	CBS	4.3
1.8	1.8	2.9	3.4	2.5	16	WLTJ 93.1	AC	17	13	11	10	9	15/71	CHRISTAL		2.4
2.6	2.0	2.4	2.1	2.3	17	WJZZ 105.9	JAZZ	18	17	13	13	13	15/70	W&P		3.0
2.4	1.8	1.5	2.8	2.2	18	WMJC 94.7	AC	14	10	12	14	15	21/51	MMR	US1	2.1
2.9	2.2	2.0	1.5	1.8	19	WGPR 107.5	B/U	19	11	14	17	17	17/62	LAZAR	SHRDN	1.9
--	--	--	--	1.6	20	WNTM 92.3	AC	20	9	17	20	20	16/66	SELECT		1.1
1.3	0.7	1.2	0.7	1.1	21	WHND 56.0	GOLD	26	23	21	19	21	13/83	MMR	US1	.2
1.2	1.2	2.1	1.4	1.1	21	WORS 105.1	CLAS	21	25	26	23	23	18/59	CMBS		1.4
1.4	1.2	1.3	1.3	1.1	21	WCHB 144.0	B/U	24	15	18	22	22	15/72	W&P	NBN	.9
1.8	2.5	1.3	1.6	1.0	24	WCXI 113.0	CTRY	23	28	28	25	24	18/59	DURPETTI	UPI	1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRIF	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WJLB
2 WLLZ	2 WCZY-FM	2 WJR	2 WCZY-FM	2 WRIF	2 WOMC
3 WJLB	3 WHYT	3 WJLB	3 WOMC	3 WKSG	3 WCZY-FM
4 WKSG	4 WNIC	4 WLLZ	4 WHYT	4 WWWW	4 WNIC
5 WDTX	5 WOMC	5 WKSG	5 WNIC	5 WWJ	5 WLTJ
6 WHYT	6 WRIF	6 WNIC	6 WLTJ	6 WJLB	6 WJR
7 WJR	7 WLTJ	7 WCZY-FM	7 WRIF	7 WLLZ	7 WJOI
8 WNIC	8 WDTX	8 WHYT	8 WJR	8 WNIC	8 WWWW
9 WCZY-FM	9 WMJC	9 WDTX	9 WJOI	9 WJZZ	9 WGPR
10 WJZZ	10 WLLZ	10 WJZZ	10 WGPR	10 WOMC	10 WHYT

FORMAT REACH

AC	13.7
AOR	9.4
BBnd	5.0
Bk/Urbn	11.9
BM/Easy	5.4
CHR	10.8
Clas	1.1
Ctry	4.5
Gold	4.2
Jazz	2.3
Misc	12.7
N/T	9.8

GREENSBORO-WINSTON SALEM-HIGH POINT #49

SPRING '85	FALL '85	SPRING '86	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
16.8	19.1	17.4	1	WTQR 104.1	CTRY	1	7	2	1	1	10/111	MCGAVREN		18.0
--	--	7.8	2	WKRR 92.3	AOR	7	4	1	2	3	9/124	REPUBLIC		12.1
5.6	9.3	7.0	3	WOJY 100.3	B/EZ	5	22	7	5	2	13/83	CHRISTAL		4.9
5.9	7.5	6.9	4	WSJS 600	AC	6	15	12	9	6	11/103	MCGAVREN	CBS	5.8
7.5	4.8	6.2	5	WQMG 97.1	B/U	8	3	3	4	5	8/130	HNWH	CBS-R	6.8
7.9	8.8	6.1	6	WMAG 99.5	AC	3	6	4	3	4	16/69	MMR	ABC-E	7.4
2.3	4.9	5.9	7	WKSI 98.7	CHR	2	1	6	7	7	17/65	EASTMAN		6.7
12.3	8.3	5.5	8	WKZL 107.5	CHR	4	2	5	6	8	17/62	KATZ	ABC-R	7.0
2.5	1.4	2.5	9	WEAL 1510	B/U	16	13	9	10	10	7/154	HNWH	SHRDN	1.4
5.6	2.1	2.3	10	WSEZ 93.1	AC	9	10	8	8	9	17/63	TORBET	US1	3.5
0.7	0.9	2.0	11	WGLD 1320	GOLD	11	26	34	30	24	13/82	CHRISTAL	US2	1.0
1.3	1.9	1.9	12	WBIG 1470	AC	10	14	29	27	23	16/69	BLAIR	CBS	1.9
--	1.5	1.7	13	WTHP 98.3	B/U	17	5	10	11	15	10/104			2.9
2.5	2.7	1.6	14	WAAA 980	B/U	12	25	13	13	12	15/72	W&P	NBN	.9
1.0	2.0	1.2	15	WKLM 94.5	B/EZ	13	19	14	19	17	17/64	KATZ		1.1
1.2	1.6	1.2	15	WWMO 102.1	REL	15	18	18	15	18	17/64			1.1
0.3	0.9	1.2	15	WSOC 103.7	CTRY	26	24	26	16	11	10/110	CHRISTAL	MBS	.8
0.5	0.5	1.2	15	WTNC 790	CTRY	28	16	30	26	21	8/128			0.0
0.5	0.4	1.0	19	WKOQ 94.1	REL	18	12	16	14	19	17/65	SOUTHERN		.9
--	0.6	1.0	19	WRDX 106.5	AC	24	17	11	12	13	13/83	SOUTHERN		0.0
1.5	1.5	1.0	19	WHPE 95.5	REL	20	27	23	20	14	17/62			.8
0.5	0.7	1.0	19	WKXR 1260	AC	30	28	27	28	29	10/110	REPUBLIC		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKRR	1 WQMG	1 WTQR	1 WTQR	1 WTQR	1 WTQR	AC 19.2
2 WTQR	2 WKRR	2 WKRR	2 WMAG	2 WKRR	2 WOJY	AOR 7.8
3 WQMG	3 WKRR	3 WOJY	3 WQMG	3 WOJY	3 WMAG	Blk/Urbn 12.0
4 WKZL	4 WMAG	4 WQMG	4 WOJY	4 WMAG	4 WQMG	BM/Easy 8.2
5 WKSI	5 WKSI	5 WMAG	5 WKRR	5 WSJS	5 WKRR	CHR 11.4
6 WMAG	6 WKZL	6 WKZL	6 WKSI	6 WQMG	6 WSJS	Ctry 19.8
7 WSEZ	7 WOJY	7 WKSI	7 WKZL	7 WKSI	7 WEAL	Gold 2.0
8 WOJY	8 WSEZ	8 WSEZ	8 WSJS	8 WKZL	8 WKSI	Rel 3.2
9 WTHP	9 WEAL	9 WSJS	9 WEAL	9 WSEZ	9 WKZL	
10 WEAL	10 WTHP	10 WAAA	10 WSEZ	10 WSOC	10 WSEZ	

HARTFORD-NEW BRITAIN #39

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.1	18.3	19.2	1	WTIC 1080	AC	2	4	8	2	2	9/114	KATZ	NBC	17.3
15.8	14.9	15.3	2	WTIC-FM 96.5	CHR	1	1	1	1	1	12/90	KATZ		17.8
12.0	11.4	9.6	3	WRCH 100.5	B/EZ	3	14	13	9	4	12/94	TORBET	ABC-D	5.6
3.4	3.0	4.9	4	WCCC-FM 106.9	AOR	8	3	2	4	7	13/85	SELECT	NBC-S	6.8
3.4	4.9	4.8	5	WKSS 95.7	CHR	4	2	5	7	10	19/57	MMR		7.9
6.1	5.8	4.7	6	WHCN 105.9	AOR	6	6	3	3	6	16/70	MASLA	ABC-R	7.6
4.2	6.0	4.2	7	WIOF 104.1	AC	5	12	4	5	5	18/60	EASTMAN	CBS-R	3.7
2.4	2.8	4.2	7	WDRC 1360	GOLD	10	17	7	6	3	11/95	MCGAVREN		2.3
3.5	4.8	3.1	9	WDRC-FM 102.9	AC	7	8	9	8	8	21/51	MCGAVREN		4.2
4.5	3.7	3.0	10	WRCQ 910	BBND	12	19	22	20	14	12/89	TORBET	ABC-E	2.7
3.7	3.6	2.6	11	WPOP 1410	NEWS	9	16	15	13	11	23/47	EASTMAN	CBS	3.1
1.0	1.1	2.3	12	WPLR 99.1	AOR	13	9	6	10	12	16/68	DURPETTI		1.1
2.0	1.8	2.2	13	WWYZ 92.5	AC	11	11	10	11	9	17/63	CBS SPOT	US1	1.3
0.6	1.0	1.8	14	WKND 1480	B/U	17	5	11	12	15	10/111	ROSLIN	NBN	1.5
0.9	0.8	1.2	15	WAQY 102.1	AOR	14	7	12	14	17	24/45	EASTMAN	ABC-C	2.0
0.4	1.4	1.1	16	WKHT 1230	CTRY	15	22	19	15	13	18/61	P/W REPS	MBS	.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCCC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM
2 WTIC-FM	2 WIOF	2 WHCN	2 WTIC	2 WTIC	2 WTIC
3 WHCN	3 WHCN	3 WCCC-FM	3 WIOF	3 WHCN	3 WRCH
4 WPLR	4 WCCC-FM	4 WDRC	4 WDRC	4 WDRC	4 WDRC
5 WKSS	5 WTIC	5 WTIC	5 WRCH	5 WCCC-FM	5 WIOF
6 WDRC	6 WKSS	6 WIOF	6 WKSS	6 WIOF	6 WDRC-FM
7 WDRC-FM	7 WDRC	7 WKSS	7 WHCN	7 WDRC-FM	7 WWYZ
8 WAAF	8 WDRC-FM	8 WPLR	8 WCCC-FM	8 WRCH	8 WKSS
9 WIOF	9 WKND	9 WDRC-FM	9 WDRC-FM	9 WKSS	9 WCCC-FM
10 WTIC	10 WWYZ	10 WWYZ	10 WWYZ	10 WWYZ	10 WHCN

FORMAT REACH

AC	28.7
AOR	13.1
BBnd	3.0
Bik/Urbn	1.8
BM/Easy	9.5
CHR	20.1
Ctry	1.1
Gold	4.2
N/T	2.6

HOUSTON-GALVESTON #8

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.1	7.8	8.6	6.2	8.3	1	KKBQ-FM 92.9	CHR	1	1	2	3	6	15/74	MCGAVREN	ABC-F	11.2
9.3	10.2	9.9	8.8	8.0	2	KMJQ 102.1	B/U	5	2	1	2	4	10/107	CHRISTAL		12.0
6.8	7.2	6.7	7.7	7.4	3	KIKK-FM 95.7	CTRY	4	6	6	4	2	12/94	TORBET		7.1
4.1	4.4	5.9	6.2	6.6	4	KFMK 97.9	AC	10	15	3	1	1	11/100	MMR		4.6
6.6	6.0	6.9	7.2	6.2	5	KODA 99.1	B/EZ	8	11	10	9	5	12/88	SELECT		3.5
4.9	6.4	5.3	4.6	5.8	6	KTRH 740	NEWS	3	17	12	12	8	16/69	CBS SPOT	CBS	6.2
4.7	4.5	4.5	6.3	5.7	7	KILT-FM 100.3	CTRY	9	9	9	5	3	13/82	BLAIR		4.7
5.7	4.7	3.5	4.8	5.1	8	KRBE-FM 104.1	CHR	2	3	5	6	11	18/60	KATZ		6.1
5.0	5.4	5.0	4.7	4.8	9	KSRR 96.5	AOR	6	4	4	8	10	16/66	HNWH	ABC-R	6.2
5.1	4.3	4.3	4.7	4.6	10	KQUE 102.9	AC	13	22	24	14	12	10/107	REPUBLIC	ABC-E	1.9
6.3	6.3	5.6	5.5	4.4	11	KLTR 93.7	AC	7	8	7	7	7	18/61	CBS SPOT		4.7
4.5	5.3	4.5	4.3	3.8	12	KLOL 101.1	AOR	11	5	8	10	13	18/59	CBS SPOT	NBC-S	6.0
3.7	3.3	3.2	3.5	3.4	13	KPRC 950	N/T	12	23	17	13	14	15/71	EASTMAN	NBC	2.9
2.0	1.7	1.2	2.0	2.7	14	KJYY 94.5	AC	14	16	11	11	9	16/66	MASLA	TRAN	1.5
1.8	2.3	1.9	1.5	1.4	15	KYOK 1590	B/U	16	7	13	18	23	18/60	MASLA	CBS-R	1.7
1.3	1.5	1.4	1.2	1.4	15	KILT 610	CTRY	15	25	18	15	15	26/42	BLAIR		1.1
1.4	1.2	1.4	1.0	1.1	17	KLAT 1010	SPAN	17	21	14	16	17	15/71	CABALLERO		.8
0.9	0.4	0.7	0.7	1.0	18	KIKK 650	CTRY	20	30	23	17	16	14/80	TORBET		.9
1.0	1.3	1.2	1.6	1.0	18	KXYZ 1320	SPAN	22	13	20	20	18	14/75	CABALLERO		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KMJQ	1 KKBQ-FM	1 KMJQ	1 KFMK	1 KIKK-FM	1 KFMK	AC 18.3
2 KSRR	2 KMJQ	2 KFMK	2 KKBQ-FM	2 KFMK	2 KIKK-FM	AOR 8.6
3 KKBQ-FM	3 KFMK	3 KIKK-FM	3 KMJQ	3 KILT-FM	3 KMJQ	Blk/Urbn 9.4
4 KLLO	4 KRBE-FM	4 KSRR	4 KIKK-FM	4 KODA	4 KILT-FM	BM/Easy 6.2
5 KFMK	5 KIKK-FM	5 KKBQ-FM	5 KRBE-FM	5 KTRH	5 KODA	CHR 13.4
6 KRBE-FM	6 KLTR	6 KLLO	6 KLTR	6 KMJQ	6 KKBQ-FM	Ctry 15.5
7 KIKK-FM	7 KODA	7 KILT-FM	7 KODA	7 KLTR	7 KLTR	N/T 9.2
8 KLTR	8 KLLO	8 KLTR	8 KILT-FM	8 KKBQ-FM	8 KJYY	Span 2.1
9 KILT-FM	9 KSRR	9 KRBE-FM	9 KJYY	9 KSRR	9 KRBE-FM	
10 KTRH	10 KILT-FM	10 KTRH	10 KSRR	10 KLLO	10 KQUE	

INDIANAPOLIS #36

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.4	14.7	18.6	1	WIBC 1070	AC	1	7	6	4	1	9/117	BLAIR		15.7
15.5	14.4	13.3	2	WFBQ 94.7	AOR	2	2	1	1	2	11/98	KATZ	NBC-S	21.0
8.2	10.0	9.8	3	WFMS 95.9	CTRY	6	6	8	5	3	11/101	MCGAVREN		9.6
8.3	8.0	9.0	4	WTLC 105.7	B/U	8	4	3	3	5	8/129	DURPETTI	NBN	12.7
9.2	10.2	8.6	5	WXTZ 103.3	B/EZ	5	11	9	7	6	13/87	MMR		6.2
6.1	6.1	8.0	6	WENS 97.1	AC	4	5	2	2	4	14/79	CHRISTAL		5.4
8.3	9.6	7.1	7	WZPL 99.5	CHR	3	1	4	6	7	18/62	HNWH		8.8
4.9	4.1	4.6	8	WEAG 93.1	CHR	7	3	5	8	9	19/56	BLAIR		6.5
4.4	4.5	3.9	9	WTUX 1310	BBND	9	15	15	15	14	10/104	DURPETTI	CBS	1.8
2.6	3.4	3.1	10	WTPI 107.9	AC	11	9	7	9	8	13/85	REPUBLIC	AP	1.7
2.1	2.1	1.9	11	WNDE 1260	AC	12	14	10	10	10	18/61	KATZ	ABC-I	.9
5.1	2.4	1.6	12	WIRE 1430	GOLD	10	10	12	12	12	25/43	MMR	ABC-E	1.1
0.6	0.4	1.2	13	WXIR 98.3	REL	13	13	11	11	11	17/63			.7
1.3	1.0	1.2	13	WGRT 810	B/U	17	17	14	13	13	8/134	W&P	SHRDN	.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	31.5
1 WFBQ	1 WENS	1 WFBQ	1 WENS	1 WFBQ	1 WIBC	AOR	13.3
2 WTLC	2 WFBQ	2 WIBC	2 WFBQ	2 WIBC	2 WENS	BBnd	3.9
3 WEAG	3 WTLC	3 WTLC	3 WTLC	3 WFMS	3 WTLC	Blk/Urbn	10.2
4 WZPL	4 WZPL	4 WFMS	4 WIBC	4 WXTZ	4 WFMS	BM/Easy	8.6
5 WENS	5 WEAG	5 WENS	5 WFMS	5 WENS	5 WXTZ	CHR	11.7
6 WIBC	6 WIBC	6 WZPL	6 WZPL	6 WTLC	6 WZPL	Ctry	9.8
7 WFMS	7 WTPI	7 WEAG	7 WXTZ	7 WZPL	7 WFBQ	Gold	1.6
8 WXTZ	8 WFMS	8 WXTZ	8 WTPI	8 WTPI	8 WTPI	Rel	1.2
9 WTPI	9 WXTZ	9 WTPI	9 WEAG	9 WEAG	9 WEAG		
10 WIRE	10 WXIR	10 WNDE	10 WNDE	10 WNDE	10 WNDE		

KANSAS CITY #27

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
4.6	4.1	4.6	9.7	1	KMBZ 98.0	N/T	1	15	9	9	7	14/78	DURPETTI	NBC	5.2
6.8	5.9	7.2	8.6	2	KYYS 102.1	AOR	3	3	1	1	5	14/79	KATZ	NBC-S	10.9
10.7	11.1	11.6	8.5	3	WDAF 610	CTRY	4	12	13	7	2	14/78	KATZ	ABC-E	9.5
5.4	5.8	8.1	7.9	4	KFKF 94.1	CTRY	7	6	6	2	1	13/85	HNWH		7.8
8.5	7.7	8.1	7.8	5	KMBR 99.7	B/EZ	6	11	12	8	3	13/84	DURPETTI		3.6
7.1	7.0	9.0	7.5	6	KBEQ 104.3	CHR	2	1	3	6	9	18/62	REPUBLIC	ABC-C	9.7
6.4	6.0	5.2	6.0	7	KUDL 98.1	AC	5	10	4	4	6	18/60	CHRISTAL	AP	5.7
6.0	5.2	3.5	6.0	7	KLSI 93.3	AC	8	8	5	5	4	15/74	SELECT	ABC-D	5.7
1.8	2.9	4.8	5.9	9	KCFX 100.7	GOLD	11	7	2	3	8	13/84	MMR	ABC-R	5.9
6.8	7.8	5.4	4.9	10	KCMO 810	N/T	9	14	15	13	11	17/63	MCGAVREN	CBS	4.0
3.8	2.7	3.3	3.5	11	KBKC 94.9	B/U	10	4	7	10	13	23/48	MCGAVREN		5.3
4.7	6.1	4.8	3.5	11	KPRS 103.3	B/U	14	5	8	12	12	14/76	HNWH	NBN	5.4
4.6	3.5	3.5	3.4	13	KZZC 98.9	CHR	12	2	10	14	14	21/53	EASTMAN		4.3
3.2	4.2	4.2	2.9	14	WHB 710	AC	13	16	11	11	10	21/51	CHRISTAL	UPI	3.2
3.4	4.0	3.4	2.2	15	KJLA 1190	BBND	15	20	21	19	17	16/68	W&P	MBS	2.3
1.2	1.9	1.1	1.5	16	KCXL 1140	B/U	17	9	14	15	15	11/102	LAZAR		0.7
1.7	1.9	2.4	1.1	17	KXTR 96.5	CLAS	16	21	18	17	18	26/41	CMBS	US2	0.9
1.0	0.9	0.9	1.0	18	KCCV 1510	REL	19	19	22	20	20	14/78			1.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KYYS	1 KYYS	1 KYYS	1 KUDL	1 KFKF	1 KMBR	AC	14.9
2 KCFX	2 KLSI	2 KCFX	2 KLSI	2 KYYS	2 WDAF	AOR	8.6
3 KBEQ	3 KUDL	3 KFKF	3 KFKF	3 WDAF	3 KUDL	BBnd	2.2
4 KFKF	4 KBEQ	4 KBEQ	4 KBEQ	4 KCFX	4 KLSI	Blk/Urbn	8.5
5 KUDL	5 KCFX	5 KMBZ	5 KYYS	5 KMBZ	5 KFKF	BM/Easy	7.8
6 KMBZ	6 KBKC	6 KUDL	6 KMBR	6 KLSI	6 KMBZ	CHR	10.9
7 KLSI	7 KFKF	7 KLSI	7 WDAF	7 KMBR	7 WHB	Clas	1.1
8 KZZC	8 KPRS	8 WDAF	8 KCFX	8 KUDL	8 KYYS	Ctry	16.4
9 KPRS	9 KMBR	9 KCMO	9 KBKC	9 KBEQ	9 KBEQ	Gold	5.9
10 KBKC	10 WHB	10 KPRS	10 WHB	10 KCMO	10 KCFX	N/T	14.6
						Rel	1.0

LOS ANGELES #2

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
6.3	8.3	6.0	6.1	7.0	1		KABC 790	TALK	3	15	19	12	4	12/91	KATZ	ABC-I	5.9
2.3	2.4	1.8	4.4	6.0	2		KPWR 105.9	B/U	2	1	2	2	12	15/74	HNWH		7.4
9.0	8.8	8.2	7.4	5.9	3		KIIS-FM 102.7	CHR	1	3	1	1	2	18/59	MCGAVREN		8.0
4.1	3.6	4.9	5.1	5.2	4		KJOI 98.7	B/EZ	10	29	24	16	11	10/105	BLAIR		3.3
4.4	4.2	4.7	5.1	4.3	5		KBIG 104.3	B/EZ	11	25	15	10	5	12/87	CBS SPOT		3.1
3.8	4.0	3.4	4.1	4.2	6		KOST 103.5	AC	5	6	5	3	1	16/70	CHRISTAL		2.8
3.1	3.1	3.9	4.3	3.8	7		KROQ 106.7	AOR	9	2	4	7	18	14/76	TORBET		6.5
3.2	2.7	3.9	3.3	3.7	8		KFWB 980	NEWS	4	28	29	19	15	20/54	BLAIR/RAR	ABC-E	2.8
2.5	2.5	3.3	3.7	3.5	9		KRTH-FM 101.1	GOLD	6	14	6	5	3	18/61	REPUBLIC	US2	3.7
3.6	4.4	4.8	3.3	3.4	10		KLOS 95.5	AOR	8	8	3	4	9	17/64	KATZ	ABC-R	6.1
1.3	1.6	1.6	1.5	3.4	10		KLVE 107.5	SPAN	18	11	8	6	8	9/116	CABALLERO		1.3
3.2	3.1	3.0	3.3	3.1	12		KNX 1070	NEWS	7	37	31	25	16	20/55	CBS SPOT	CBS	2.5
3.5	4.2	3.4	2.9	3.0	13		KMPC 710	BBND	14	40	34	29	25	14/77	DURPETTI		2.4
1.5	1.4	2.5	3.9	2.9	14		KIQQ 100.3	AC	12	35	12	9	6	15/71	SELECT	TRAN	2.1
2.0	2.3	2.0	2.2	2.7	15		KTNQ 1020	SPAN	19	23	9	8	7	10/104	CABALLERO		2.9
2.1	2.1	2.6	1.9	2.5	16		KZLA 93.9	CTRY	21	17	18	13	10	11/99	EASTMAN		1.8
3.3	3.3	2.5	3.2	2.2	17		KMET 94.7	AOR	13	10	7	11	14	20/54	BLAIR		4.0
2.7	2.6	2.4	1.6	1.8	18		KNX-FM 93.1	AOR	15	5	10	15	21	23/47	CBS SPOT		2.2
1.7	1.4	1.3	1.3	1.7	19		KWKW 1300	SPAN	30	12	20	14	13	9/118	LOTUS		1.6
1.6	1.7	1.6	1.6	1.6	20		KFI 640	AC	16	26	21	20	19	20/54	CHRISTAL	ABC-E	1.3
2.1	2.5	2.3	2.0	1.4	21		KJLH 102.3	B/U	17	7	14	17	26	22/48	W&P		2.1
1.1	1.3	1.6	1.4	1.3	22		KKGO 105.1	JAZZ	26	33	25	26	17	17/65	W&P	AP	1.2
2.1	1.5	2.0	1.6	1.2	23		KBZT 97.1	AC	23	13	13	18	20	21/52	MMR		.9
0.3	0.3	0.5	0.6	1.2	23		KNAC 105.5	AOR	34	9	11	23	34	11/94	ROSLIN		2.4
1.4	1.2	0.8	1.0	1.2	23		KNOB 97.9	AC	27	36	23	27	24	18/61	MASLA		.6
1.5	1.6	1.5	1.4	1.2	23		KLAC 570	CTRY	22	39	35	30	27	21/50	EASTMAN	ABC-D	1.1
1.9	1.5	1.2	1.4	1.2	23		KUTE 101.9	AA	24	20	16	21	23	20/53	DURPETTI		2.0
2.4	2.0	2.0	1.7	1.2	23		KRLA 1110	GOLD	20	21	27	24	22	24/45	MMR		1.7
1.6	1.7	1.0	0.9	1.2	23		KACE 103.9	B/U	28	22	17	22	28	17/65	MASLA	AP	.6

Continued on Page 132

LOUISVILLE #44

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
12.4	15.3	12.4	17.6	1	WHAS 840	AC	1	8	4	2	1	12/92	CHRISTAL	ABC-I	12.6
14.0	11.4	12.2	15.7	2	WAMZ 97.5	CTRY	2	6	1	1	2	10/112	CHRISTAL		13.8
5.0	8.9	8.8	9.2	3	WRKA 103.1	AC	4	7	2	3	3	13/85	BLAIR	ABC-D	8.1
5.6	7.7	7.5	8.8	4	WVEZ 106.9	B/EZ	5	10	8	5	4	12/90	KATZ		8.1
4.1	5.8	6.2	6.7	5	WDJX 99.7	CHR	7	1	5	6	7	15/71	EASTMAN	CBS-R	7.7
8.6	8.5	8.8	6.6	6	WQMF 95.7	AOR	6	3	3	4	5	15/70	TORBET	NBC-S	11.6
11.9	9.0	7.3	5.6	7	WLRS 102.3	CHR	3	2	6	8	9	22/50	SELECT	ABC-R	7.8
4.3	4.2	5.2	4.6	8	WJYL 101.7	B/U	9	4	7	7	6	12/88	HNWH		8.2
8.4	4.9	5.2	3.8	9	WLOU 1350	B/U	10	5	9	9	11	14/78	MMR	SHRDN	5.9
5.5	6.8	7.2	3.5	10	WAVG 970	AC	8	17	14	13	12	21/52	SELECT	US2	3.6
2.0	1.4	2.4	3.1	11	WXVW 1450	B/EZ	13	13	16	17	15	12/94	KATZ	MBS	.9
4.5	4.0	2.7	2.4	12	WCII 1080	CTRY	12	15	11	11	10	17/64	EASTMAN	ABC-E	2.3
2.9	2.9	3.7	2.3	13	WAKY 790	GOLD	11	12	10	10	8	21/52	KATZ	MBS	2.2
1.3	1.5	1.1	1.4	14	WXLN 103.9	REL	14	14	13	12	13	20/53		ABC-C	1.4
--	0.8	--	1.1	15	WLLV 1240	REL	17	9	15	15	16	13/82	ROSLIN		.5

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 WAMZ	1 WHAS	1 WAMZ	1 WHAS	1 WAMZ	AC 30.3
2 WHAS	2 WRKA	2 WAMZ	2 WRKA	2 WAMZ	2 WHAS	AOR 6.6
3 WAMZ	3 WDJX	3 WQMF	3 WHAS	3 WRKA	3 WRKA	Blk/Urbn 8.4
4 WRKA	4 WQMF	4 WRKA	4 WVEZ	4 WVEZ	4 WVEZ	BM/Easy 11.9
5 WLRS	5 WHAS	5 WJYL	5 WDJX	5 WQMF	5 WDJX	CHR 12.3
6 WDJX	6 WLRS	6 WLRS	6 WQMF	6 WAKY	6 WQMF	Ctry 18.1
7 WJYL	7 WJYL	7 WVEZ	7 WLRS	7 WJYL	7 WJYL	Gold 2.3
8 WVEZ	8 WVEZ	8 WAKY	8 WJYL	8 WLRS	8 WLOU	Rel 2.5
9 WLOU	9 WLOU	9 WDJX	9 WLOU	9 WDJX	9 WLRS	
10 WAKY	10 WAKY	10 WLOU	10 WCII	10 WCII	10 WCII	

MEMPHIS #50

SPRING '85	FALL '85	SPRING '86	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
12.9	15.5	15.6	1	WHRK 97.1	B/U	1	1	1	1	1	11/100	KATZ	US 1
11.8	11.5	9.2	2	WMC-FM 99.7	CHR	2	3	3	2	6	17/62	BLAIR	ABC-C
6.7	7.7	8.3	3	WEGR 102.7	AOR	5	4	2	3	4	12/87	MCGAVREN	ABC-R
7.8	7.6	8.3	3	WRVR-FM 104.5	AC	3	7	4	4	2	14/79	CHRISTAL	
7.6	8.9	7.8	5	WGKX 105.9	CTRY	7	6	7	5	3	12/90	HNWH	
7.0	7.3	6.6	6	WDIA 1070	B/U	6	5	6	8	9	15/73	KATZ	AP
9.2	6.9	6.5	7	WMC 790	CTRY	9	10	11	10	8	11/97	BLAIR	ABC-I
7.4	6.1	6.1	8	KRNB 101.1	B/U	4	2	5	6	7	18/61	SELECT	ABC-F
6.9	5.2	6.1	8	WLOK 1340	B/U	8	8	8	7	5	13/84	MASLA	SHRDN
6.2	6.0	5.2	10	WEZI 94.3	B/EZ	10	13	10	11	10	13/85	CHRISTAL	
3.8	2.7	4.8	11	WREC 600	BBND	11	14	16	13	12	13/85	MCGAVREN	CBS
2.9	3.6	3.4	12	WHBQ 560	N/T	12	16	9	9	11	15/74	REPUBLIC	ABC-T
1.5	1.0	1.8	13	KWAM 990	REL	13	12	17	18	16	14/77		
0.5	1.0	1.1	14	WMSO 630	REL	14	20	13	12	13	19/58		

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	8.3
AOR	8.3
BBnd	4.8
Blk/Urbn	34.4
BM/Easy	5.2
CHR	9.2
Ctry	14.3
N/T	3.4
Rel	2.9

MILWAUKEE-RACINE #25

SPRING '85	FALL '85	SPRING '86	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+ BRCH SHARE
12.3	9.7	14.6	1	WTMJ 820	AC	1	8	6	4	2	12/90	CHRISTAL	NBC	9.5
7.4	8.3	9.4	2	WKTI 94.5	CHR	2	1	3	2	3	15/75	CHRISTAL	NBC-S	8.4
8.7	8.1	8.9	3	WEZW 103.7	B/EZ	3	12	11	9	4	12/91	MCGAVREN		5.8
6.7	7.9	7.7	4	WOKY 920	BBND	6	17	19	14	11	11/102	EASTMAN	CBS	6.4
3.6	2.4	7.0	5	WKLH 98.5	GOLD	4	6	1	1	1	13/84	MCGAVREN	CNN	6.7
8.2	8.4	6.7	6	WQFM 93.3	AOR	5	2	2	3	9	12/88	SELECT		11.3
5.6	6.4	4.7	7	WLUM 102.1	B/U	7	3	4	5	12	15/74	MASLA	CBS-R	8.2
4.1	4.6	4.5	8	WMIL 106.1	CTRY	8	7	9	8	6	15/74	EASTMAN		3.9
4.6	3.3	3.7	9	WMYX 99.1	AC	10	14	5	6	7	17/64	BLAIR		3.0
3.2	4.0	3.4	10	WBCS-FM 102.9	CTRY	14	15	14	10	8	13/86	DURPETTI	ABC-D	4.3
1.9	4.1	3.3	11	WLTQ 97.3	AC	12	10	7	7	5	15/72	KATZ		3.2
2.0	2.7	3.0	12	WNOV 880	B/U	16	5	8	12	14	9/119	W&P	NBN	3.7
3.5	5.0	2.7	13	WISN 1130	AC	11	23	16	15	13	21/51	KATZ	ABC-I	3.6
3.6	2.8	2.3	14	WEMP 1280	GOLD	13	16	12	11	10	21/53	BLAIR	ABC-E	1.9
1.4	1.6	2.3	14	WRKR-FM 100.7	CHR	9	4	10	13	17	28/38	HNWH	ABC-C	4.1
0.8	1.5	1.3	16	WGN 720	TALK	18	20	20	21	23	15/70	CHRISTAL	ABC-I	.7
1.1	0.6	1.3	16	WMVP 1290	GOLD	19	9	15	16	15	14/78	REPUBLIC	SHRDN	1.3
1.6	2.2	1.1	18	WFMR 98.3	CLAS	15	19	18	17	16	26/42	CMBS		1.4
1.0	0.8	1.1	18	WTKM-AF 1540 104.9	B/EZ	23	24	21	22	24	15/64			.5

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 WKLH	1 WKTI	1 WKLH	1 WKTI	AC 20.8
2 WKLH	2 WKLH	2 WQFM	2 WKLH	2 WTMJ	2 WEZW	AOR 6.7
3 WKTI	3 WLUM	3 WKTI	3 WMYX	3 WKTI	3 WTMJ	BBnd 7.7
4 WLUM	4 WQFM	4 WTMJ	4 WLUM	4 WEZW	4 WKLH	Blk/Urbn 7.7
5 WTMJ	5 WMYX	5 WLUM	5 WLTQ	5 WMIL	5 WLTQ	BM/Easy 10.0
6 WNOV	6 WLTQ	6 WMIL	6 WTMJ	6 WQFM	6 WMYX	CHR 11.7
7 WMYX	7 WTMJ	7 WBCS-FM	7 WQFM	7 WBCS-FM	7 WMIL	Clas 1.1
8 WMIL	8 WEZW	8 WEZW	8 WEZW	8 WEMP	8 WOKY	Ctry 7.9
9 WRKR-FM	9 WMIL	9 WEMP	9 WMIL	9 WISN	9 WBCS-FM	Gold 10.8
10 WBCS-FM	10 WRKR-FM	10 WNOV	10 WEMP	10 WLTQ	10 WLUM	N/T 1.3

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

SPRING '85	FALL '85	WINTER '86	SPRING '86	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+ BRCH SHARE
8.1	7.4	8.9	8.6	1	WLYF 101.5	B/EZ	2	11	14	9	6	9/120	BLAIR		6.2
6.3	5.6	6.0	5.9	2	WSHE 103.8	AOR	5	7	1	1	1	10/110	EASTMAN		8.3
5.7	5.7	5.7	5.6	3	WQBA 1140	SPAN	13	24	16	13	8	8/145	EASTMAN		4.1
7.3	5.1	5.7	5.3	4	WHYI 100.7	CHR	1	1	3	3	5	17/63	MCGAVREN		8.4
3.9	3.9	3.3	4.9	5	WHQT 105.1	B/U	6	4	2	2	7	11/97	MMR	ABC-F	7.1
4.0	4.2	3.8	4.5	6	WJQY 106.7	AC	11	26	6	5	2	10/105	MASLA		4.1
3.3	3.9	3.1	4.0	7	WNWS 790	TALK	10	21	22	19	18	11/95	BLAIR	ABC-E	2.6
2.0	4.0	3.6	3.9	8	WCMQ-FM 92.1	SPAN	17	12	12	7	4	9/122	MMR		2.3
2.7	4.3	4.0	3.9	8	WAXY 105.9	AC	4	14	4	4	3	16/69	REPUBLIC	US1	3.7
3.5	4.2	3.8	3.7	10	WEDR 99.1	B/U	14	5	5	6	10	11/100	HNWH	SHRDN	3.6
3.4	3.3	3.1	3.7	10	WIOD 610	N/T	8	22	26	20	19	14/79	CHRISTAL	ABC-I	2.8
3.5	3.4	4.1	3.6	12	WINZ 940	N/T	7	27	23	26	22	15/74	KATZ	CBS	3.3
3.1	3.4	3.5	3.3	13	WKQS 99.9	CTRY	12	10	15	15	9	13/81	HNWH	US2	5.0
1.8	1.8	3.5	3.2	14	WAQI 710	SPAN	20	15	19	16	14	10/113			2.8
--	--	3.5	2.7	15	WINZ-FM 94.9	CHR	3	3	8	11	16	23/47	KATZ		4.8
--	--	--	2.3	16	WPOW 96.3	CHR	9	2	11	17	21	21/51	W&P	ABC-F	1.6
2.6	2.3	2.3	2.2	17	WAIA 97.3	AC	15	13	7	8	12	18/61	CHRISTAL		2.5
3.1	2.9	3.2	2.2	17	WRHC 1580	SPAN	24	30	28	25	24	9/114	SAVALLI		1.0
1.2	1.6	1.9	2.2	17	WKAT 1360	BBND	22	34	34	31	29	13/83	SAVALLI	ABC-D	1.6
2.3	2.2	2.7	2.2	17	WQBA-FM 107.5	SPAN	21	8	13	14	15	13/81	EASTMAN		2.7
1.3	1.8	2.1	2.1	21	WMXJ 96.3	GOLD	18	17	9	10	11	16/67	DURPETTI	ABC-C	2.4
2.6	2.2	2.2	2.1	21	WTMI 93.1	CLAS	19	31	25	21	20	16/68	CMBS		4.6
1.0	1.3	1.4	1.9	23	WFTL 1400	AC	23	28	33	33	30	11/95		AP	1.3
3.2	2.9	2.5	1.8	24	WLVE 93.9	AC	16	16	10	12	13	21/51	TORBET	MBS	3.5
2.7	2.5	1.7	1.7	25	WCMQ 1210	SPAN	27	25	18	18	17	9/117	MMR		1.1
1.0	1.8	1.4	1.3	26	WSUA 1260	SPAN	25	29	30	24	23	12/90	CABALLERO		.7
1.6	1.0	0.8	1.1	27	WMBM 1490	REL	28	18	20	23	25	13/87	MASLA	NBN	1.3

Continued on Page 132

FORMAT 41[®]

SIX ARBITRONS WITH FORMAT 41[®] STILL WINNING

MIAMI

JOY 107 FM (WJQY-FM)

#2 Adults 25-54 6.3!

#1 Women 25-54 8.1!

The Miami ratings prove that Format 41[®] is not just a short term success. Transtar congratulates the WJQY staff for a great effort. And congratulations to all of our new Format 41[®] affiliates for a great first book...

Find out how your station can join over 400 winning affiliates
using one of Transtar's four quality formats!

ADULT-CONTEMPORARY

COUNTRY

FORMAT 41[®]

THE OLDIES CHANNELSM

1-800-654-3904

TRANSTAR

The Quality Satellite Network

Spring 1986 Arbitron, AQH Share, Mon-Sun, 6A-12M, MSA

MINNEAPOLIS-ST. PAUL #18

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
22.5	18.5	18.0	17.9	1	WCCO 830	AC	1	7	9	5	2	12/92	CBS SPOT	CBS	18.2
7.1	9.0	8.5	9.9	2	KQRS-AF 1440 92.5	AOR	5	3	1	2	4	13/86	TORBET	ABC-R	13.9
9.9	10.4	11.0	9.5	3	KSTP-FM 94.5	AC	3	8	3	1	1	13/82	CHRISTAL		9.2
9.4	8.6	7.3	7.8	4	WLWL 99.5	CHR	2	2	2	3	5	17/62	HNWH		10.7
5.2	6.1	5.9	6.8	5	KEEY 102.1	CTRY	6	5	4	4	3	13/87	KATZ		5.6
7.0	5.5	5.9	6.2	6	KDWB-FM 101.3	CHR	4	1	5	6	12	20/54	BLAIR		9.1
7.0	7.0	7.9	5.0	7	WAYL 93.7	B/EZ	8	14	13	12	8	13/86	REPUBLIC		3.2
2.3	3.2	3.2	3.9	8	KJJO-FM 104.1	AOR	7	4	6	8	7	17/62	EASTMAN	ABC-E	3.1
4.2	2.7	4.5	3.8	9	KTCZ 97.1	AOR	11	13	7	7	6	13/82	SELECT		3.4
2.7	4.0	3.1	3.7	10	KSTP 1500	TALK	9	12	11	11	9	17/65	CHRISTAL	ABC-I	4.1
3.7	3.8	2.6	2.7	11	WLTE 102.9	AC	10	6	8	9	10	22/50	CBS SPOT	CBS-R	2.4
1.6	1.5	1.5	2.6	12	KLBB 1400	BBND	15	17	18	15	15	11/96	ROSLIN	ABC-D	.9
3.3	3.3	2.3	2.5	13	WDGY 1130	CTRY	12	11	14	13	13	18/59	KATZ	CNN	2.0
--	--	--	2.0	14	KMGK 107.9	AC	13	10	12	10	11	19/57	MMR		1.0
0.9	1.0	1.2	1.3	15	KDWB 630	CHR	14	9	10	14	14	28/38	BLAIR		1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 WLWL	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC 32.1
2 KJJO	2 KSTP-FM	2 KSTP-FM	2 WLWL	2 KSTP-FM	2 WCCO	AOR 17.6
3 KSTP-FM	3 KDWB-FM	3 WCCO	3 KEEY	3 KQRS-FM	3 KEEY	BBnd 2.6
4 WLWL	4 KEEY	4 KEEY	4 KDWB-FM	4 KTCZ	4 WLWL	BM/Easy 5.0
5 KTCZ	5 KQRS-FM	5 KJJO	5 WCCO	5 KEEY	5 WAYL	CHR 15.3
6 KEEY	6 WLTE	6 KTCZ	6 KQRS-FM	6 KJJO	6 KMGK	Ctry 9.3
7 KDWB-FM	7 KTCZ	7 WLWL	7 WLTE	7 WLWL	7 KQRS-FM	N/T 3.7
8 WCCO	8 KJJO	8 KDWB-FM	8 KTCZ	8 KSTP	8 WLTE	
9 WLTE	9 KDWB	9 KSTP	9 KMGK	9 WLTE	9 KDWB-FM	
10 KSTP	10 KMGK	10 WLTE	10 WAYL	10 WAYL	10 KTCZ	

MONMOUTH-OCEAN #45

SPRING '85	SPRING '86	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
3.7	7.6	①	WOR 710	TALK	3		31	31	①	9/125	REPUBLIC	ABC-E
3.9	7.4	2	WNEW-FM 102.7	AOR	5		①	①	13	9/123	KATZ	NBC-S
6.1	6.1	3	WOBM-FM 92.7	AC	4		10	7	5	11/101		
4.4	5.0	4	WHTZ 100.3	CHR	6		5	11	15	13/85	EASTMAN	
5.5	4.3	5	WPAT-FM 93.1	B/EZ	9		15	12	11	12/93	CHRISTAL	
3.4	4.1	6	WJLK-FM 94.3	AC	10		11	8	6	12/91	MASLA	
3.5	3.6	7	WADB 95.9	B/EZ	12		28	26	21	13/85	CHRISTAL	
3.4	3.5	8	WCBS-FM 101.1	GOLD	13		12	2	2	13/84	CBS	CBS-R
1.7	3.5	8	WHLI 1100	BBND	28	NO TEEN RANKINGS	35	3	18	5/209	ROSLIN	
1.4	3.4	10	WRKS 98.7	B/U	24		7	14	4	9/125	REPUBLIC	US1
3.3	3.2	11	WCBS 880	NEWS	2		18	17	8	22/49	CBS	CBS
1.1	3.1	12	WXRK 92.3	AOR	7		3	3	9	18/61	TORBET	ABC-R
3.7	3.1	12	WHN 1050	CTRY	20		21	5	3	11/102	MCGAVREN	MBS
1.7	2.9	14	WJRZ 100.1	CHR	16		6	9	12	13/82	KATZ	ABC-C
4.1	2.9	14	WPLJ 95.5	CHR	①		4	10	14	25/44	BLAIR	ABC-R
5.2	2.8	16	WNBC 660	AC	8		9	6	7	18/60	HNWH	NBC
7.6	2.7	17	WMMR 93.3	AOR	15		2	4	10	15/70	KATZ	NBC-S
1.1	2.2	18	WJLK 1310	AC	18		26	22	22	15/71	MASLA	
2.1	2.0	19	WNEW 1130	BBND	19		32	24	25	16/67	KATZ	
2.2	1.9	20	WABC 770	TALK	11		24	20	19	25/43	BLAIR	ABC-I
1.2	1.9	20	WAPP 103.5	AOR	17		8	18	26	18/59	MCGAVREN	
--	1.7	22	WNSR 105.1	AC	14		25	15	16	25/44	TORBET	
0.7	1.7	22	WYNY 97.1	AC	22		16	13	17	18/61	HNWH	
1.6	1.4	24	WMJY 107.1	CHR	21		13	16	24	22/49	W&P	
1.9	1.2	25	WLTW 106.7	AC	25		22	21	23	20/53	MMR	
0.8	1.0	26	WKXW 101.5	AC	23		14	19	20	32/34	W&P	

Continued on Page 132

1986 R&R RATINGS REPORT Vol. 2/131

LOS ANGELES #2

Continued from Page 124

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.0	1.2	1.6	1.1	1.1	30		KFAC-FM 92.3	CLAS	25	32	30	31	30	21/51	MCGAVREN		.8
1.9	1.5	2.2	1.3	1.1	30		KDAY 1580	B/U	29	4	28	33	38	18/60	W&P	NBN	1.1
1.5	2.1	1.3	1.2	1.0	32		KSKQ 1540	SPAN	33	16	22	28	29	15/73	CABALLERO		--

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	1.2
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KABC	1 KOST	AC	11.1
2 KPWR	2 KPWR	2 KIIS-FM	2 KOST	2 KRTH-FM	2 KIIS-FM	AOR	12.4
3 KIIS-FM	3 KOST	3 KPWR	3 KPWR	3 KLOS	3 KBIG	BBnd	3.0
4 KROQ	4 KRTH-FM	4 KRTH-FM	4 KLVE	4 KTNQ	4 KIQQ	Bik/Urbn	9.7
5 KMET	5 KROQ	5 KROQ	5 KRTH-FM	5 KIIS-FM	5 KLVE	BM/Easy	9.5
6 KRTH-FM	6 KLVE	6 KMET	6 KIQQ	6 KOST	6 KRTH-FM	CHR	5.9
7 KNAC	7 KLOS	7 KTNQ	7 KBIG	7 KZLA	7 KWKW	Clas	1.1
8 KOST	8 KTNQ	8 KLVE	8 KROQ	8 KMET	8 KTNQ	Ctry	2.5
9 KLVE	9 KIQQ	9 KABC	9 KWKW	9 KJOI	9 KABC	Gold	4.7
10 KTNQ	10 KNX-FM	10 KOST	10 KTNQ	10 KLVE	10 KPWR	Jazz	1.3
						N/T	13.8
						Span	8.8

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

Continued from Page 128

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.3
1 WSHE	1 WSHE	1 WSHE	1 WJQY	1 WSHE	1 WJQY	AOR	5.9
2 WHQT	2 WHQT	2 WHQT	2 WAXY	2 WHYI	2 WCMQ-FM	BBnd	2.2
3 WEDR	3 WAXY	3 WHYI	3 WSHE	3 WHQT	3 WAXY	Bik/Urbn	8.6
4 WHYI	4 WJQY	4 WEDR	4 WHQT	4 WKQS	4 WLYF	BM/Easy	8.6
5 WAXY	5 WHYI	5 WAXY	5 WHYI	5 WAXY	5 WQBA	CHR	10.3
6 WAIA	6 WAIA	6 WKQS	6 WCMQ-FM	6 WEDR	6 WHYI	Clas	2.1
7 WPOW	7 WEDR	7 WINZ-FM	7 WLYF	7 WCMQ-FM	7 WSHE	Ctry	3.3
8 WINZ-FM	8 WLVE	8 WAIA	8 WAIA	8 WQBA	8 WHQT	Gold	2.3
9 WMXJ	9 WINZ-FM	9 WCMQ-FM	9 WEDR	9 WJQY	9 WAQI	N/T	11.3
10 WQBA-FM	10 WMXJ	10 WMXJ	10 WMXJ	10 WLYF	10 WMXJ	Rel	1.1
						Span	20.1

MONMOUTH-OCEAN #45

Continued from Page 131

DEMOGRAPHIC RANK	FORMAT REACH
Arbitron does not publish demographic ranking information for this condensed market.	AC 19.8
	AOR 15.1
	BBnd 5.5
	Bik/Urbn 3.4
	BM/Easy 7.9
	CHR 13.2
	Ctry 3.1
	Gold 3.5
	N/T 12.7

NASHVILLE #48

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.1	14.0	12.4	1	WSM-FM 95.5	CTRY	1	7	5	2	1	11/100	CHRISTAL		13.1
9.6	9.8	12.3	2	WKDF 103.3	AOR	2	3	1	1	3	11/102	KATZ	ABC-E	14.4
8.1	8.0	11.4	3	WZEZ 92.9	B/EZ	5	9	12	6	4	9/121	DURPETTI		6.4
4.8	5.7	9.7	4	WYHY 107.5	CHR	3	2	3	5	5	13/83	MCGAVREN		10.8
7.4	5.8	9.3	5	WQOK 92.1	B/U	6	1	4	4	7	9/119	HNWH		10.7
12.4	13.2	8.4	6	WLAC-FM 105.9	AC	4	5	2	3	2	13/82	BLAIR		7.9
7.4	8.6	4.8	7	WSIX-FM 97.9	CTRY	8	21	7	7	6	16/67	EASTMAN	MBS	3.9
6.2	5.3	4.1	8	WSM 650	CTRY	9	14	14	12	9	18/59	CHRISTAL	NBC	4.7
4.2	4.1	3.3	9	WWKX 104.5	CHR	7	4	6	9	12	24/44	W&P	US1	3.7
5.6	2.8	3.0	10	WTMG 96.3	AC	10	13	10	8	8	16/66	TORBET		3.4
5.0	4.3	2.8	11	WVOL 1470	GOLD	11	6	11	10	10	17/63	HNWH	NBN	2.9
3.4	2.8	2.0	12	WLAC 1510	N/T	13	16	15	14	14	17/63	BLAIR	CBS	3.3
0.9	2.5	1.8	13	WLRQ-FM 100.1	AC	12	8	9	11	11	20/53	REPUBLIC	CBS	1.6
1.3	0.8	1.7	14	WAMB 1160	BBND	14	19	18	19	16	19/57	ROSLIN	MBS	.7
1.1	1.9	1.5	15	WKDA 1240	GOLD	16	11	8	13	13	14/76	KATZ	ABC-I	2.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKDF	1 WKDF	1 WKDF	1 WSM-FM	1 WSM-FM	1 WSM-FM
2 WLAC-FM	2 WYHY	2 WSM-FM	2 WLAC-FM	2 WKDF	2 WLAC-FM
3 WYHY	3 WQOK	3 WLAC-FM	3 WYHY	3 WLAC-FM	3 WZEZ
4 WQOK	4 WLAC-FM	4 WQOK	4 WQOK	4 WSIX-FM	4 WYHY
5 WSM-FM	5 WSM-FM	5 WYHY	5 WKDF	5 WZEZ	5 WKDF
6 WKDA	6 WWKX	6 WSIX-FM	6 WZEZ	6 WYHY	6 WSIX-FM
7 WWKX	7 WSIX-FM	7 WZEZ	7 WSIX-FM	7 WQOK	7 WQOK
8 WSIX-FM	8 WTMG	8 WKDA	8 WTMG	8 WKDA	8 WTMG
9 WLRQ-FM	9 WLRQ-FM	9 WTMG	9 WWKX	9 WSM	9 WSM
10 WTMG	10 WVOL	10 WLRQ-FM	10 WVOL	10 WTMG	10 WVOL

FORMAT REACH

AC	13.2
AOR	12.3
BBnd	1.7
Blk/Urbn	9.3
BM/Easy	11.4
CHR	13.0
Ctry	21.3
Gold	4.3
N/T	2.0

NASSAU-SUFFOLK #12

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.2	4.9	7.4	①	WHTZ 100.3	CHR	①	①	3	①	4	15/73	EASTMAN	
5.7	6.1	5.7	2	WBLI 106.1	CHR	4	3	4	2	3	13/85	MASLA	
3.8	6.2	5.5	3	WALK-AF 1370 97.5	AC	7	17	7	5	①	13/86	W&P	
4.5	4.4	5.4	4	WPLJ 95.5	CHR	2	2	①	3	8	19/58	BLAIR	ABC-R
5.2	4.7	4.6	5	WBAB 102.3	AOR	6	7	2	4	7	14/76		
3.5	3.8	4.1	6	WLTW 106.7	AC	10	15	8	6	2	13/82	MMR	
3.8	3.9	3.5	7	WCBS 880	NEWS	3	36	22	14	10	23/47	CBS SPOT	CBS
4.7	4.9	3.5	7	WNBC 660	AC	9	11	9	8	6	16/69	HNWH	NBC
3.9	2.5	3.5	7	WCBS-FM 101.1	GOLD	8	20	15	9	5	17/65	CBS SPOT	CBS-R
3.9	2.9	3.3	10	WNEW-FM 102.7	AOR	13	8	5	7	9	14/75	KATZ	NBC-S
4.6	4.1	3.1	11	WOR 710	TALK	14	22	34	24	19	15/74	REPUBLIC	ABC-E
3.7	2.3	3.1	11	WHLI 1100	BBND	23	33	35	35	25	9/122	ROSLIN	
2.7	3.3	2.9	13	WINS 1010	NEWS	5	30	24	22	18	25/44	SELECT	ABC-D
2.9	1.9	2.7	14	WHN 1050	CTRY	12	21	18	13	11	18/61	MCGAVREN	MBS
2.1	1.1	2.7	14	WPAT-FM 93.1	B/EZ	20	27	29	21	17	11/101	CHRISTAL	
1.5	2.5	2.4	16	WABC 770	TALK	15	19	20	19	16	18/61	BLAIR	ABC-I
1.9	2.0	2.2	17	WAPP 103.5	AOR	11	5	10	11	21	23/48	MCGAVREN	
0.7	1.1	2.2	17	WXRK 92.3	AOR	18	12	6	10	12	16/69	TORBET	ABC-R
1.1	2.2	2.2	17	WKJY 98.3	B/EZ	25	34	37	28	20	11/99	ROSLIN	
1.9	2.5	2.1	20	WRKS 98.7	B/U	17	4	13	17	26	18/62	REPUBLIC	US1
1.8	1.3	2.0	21	WLIR 92.7	AOR	24	6	11	15	28	13/84	MASLA	
--	--	2.0	21	WNSR 105.1	AC	19	18	17	20	15	17/63	TORBET	
2.1	1.9	2.0	21	WYNY 97.1	AC	16	14	12	12	13	21/52	HNWH	
1.7	2.5	1.7	24	WCTO 94.3	B/EZ	28	29	26	27	24	11/96	ROSLIN	
1.0	1.7	1.6	25	WPIX 101.9	AC	21	13	14	16	14	17/62	CHRISTAL	
2.4	2.8	1.6	25	WGSM 740	AC	30	40	27	25	23	10/112	ROSLIN	

NEW ORLEANS #31

SPRING '85	FALL '85	SPRING '86	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
16.8	14.7	14.5	1	WYLD-FM 98.5	B/U	2	2	1	1	1	8/134	HNWH		19.9
12.4	10.5	9.9	2	WEZB 97.1	CHR	1	1	2	2	5	15/73	BLAIR	US1	11.9
5.9	6.2	7.7	3	WBYU 95.7	B/EZ	7	15	14	11	6	10/108	CHRISTAL		4.8
4.9	7.2	6.7	4	WLTS 105.3	AC	6	7	3	3	2	12/93	DURPETTI	CBS-R	5.9
5.6	6.2	5.9	5	WWL 870	N/T	4	11	12	9	8	14/78	KATZ	CBS	3.6
8.0	6.9	5.6	6	WQUE-FM 93.3	CHR	3	3	5	4	9	19/57	EASTMAN		7.0
4.2	4.8	5.3	7	WNOE-FM 101.1	CTRY	9	13	9	7	4	11/96	MCGAVREN	ABC-E	5.7
6.1	6.2	4.9	8	WRNO 99.5	CHR	5	5	4	5	11	16/67	MMR	ABC-F	6.3
4.5	5.3	4.9	8	WAJY 101.9	AC	8	10	7	6	3	13/81	KATZ		4.2
5.7	5.9	4.3	10	WBOK 1230	REL	11	6	11	8	7	11/103		SHRDN	4.3
4.0	4.4	3.4	11	WSMB 1350	TALK	13	14	19	17	15	9/125	ROSLIN	ABC-I	3.4
3.0	3.1	2.9	12	WYLD 940	B/U	10	4	13	14	17	17/66	HNWH		2.5
3.6	2.4	2.8	13	WTIX 690	GOLD	12	8	10	13	10	16/70	CHRISTAL	MBS	2.5
3.2	2.3	2.3	14	WNOE 1060	CTRY	15	16	15	15	14	12/93	MCGAVREN	ABC-E	1.7
0.4	0.4	2.3	14	WMKJ 1280	GOLD	17	9	8	10	12	8/144	EASTMAN		.9
--	0.6	2.2	16	WCKW 92.3	AC	14	17	6	12	13	13/86		ABC-I	3.4
1.3	2.5	2.2	16	WWIW 1450	BBND	16	18	20	20	20	12/90	MILAM	ABC-D	.9
1.3	1.7	1.3	18	WYAT 990	GOLD	18	12	18	16	16	13/84	DURPETTI	CBS-R	.8

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	13.8
BBnd	2.2
Bik/Urbn	17.4
BM/Easy	7.7
CHR	20.4
Ctry	7.6
Gold	6.4
N/T	9.3
Rel	4.3

NEW YORK #1

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
6.0	5.9	5.5	6.1	6.9	1	WHTZ 100.3	CHR	1	1	1	1	3	15/72	EASTMAN		7.7
5.4	6.0	5.5	5.6	6.2	2	WRKS 98.7	B/U	5	2	3	3	5	11/98	REPUBLIC	US1	9.2
5.1	5.6	6.0	5.5	5.9	3	WPLJ 95.5	CHR	2	3	2	2	1	17/63	BLAIR	ABC-R	6.5
4.2	4.0	4.5	4.7	4.6	4	WINS 101.0	NEWS	3	18	13	9	8	20/53	SELECT	ABC-D	5.0
5.0	4.0	5.2	5.2	4.5	5	WOR 71.0	TALK	10	30	33	20	15	12/89	REPUBLIC	ABC-E	3.2
3.6	2.6	3.4	3.5	4.3	6	WPAT-FM 93.1	B/EZ	12	22	23	16	10	12/93	CHRISTAL		2.8
3.3	3.8	4.7	4.0	4.3	6	WBLS 107.5	B/U	7	4	5	4	6	13/82	MCGAVREN	ABC-F	4.9
3.1	3.0	4.5	3.8	4.2	8	WLTW 106.7	AC	8	16	7	6	2	13/81	MMR		3.2
4.3	3.5	4.1	3.7	3.9	9	WNEW-FM 102.7	AOR	11	6	4	5	7	13/80	KATZ	NBC-S	4.1
3.3	3.3	2.8	3.4	3.6	10	WCBS-FM 101.1	GOLD	9	17	8	7	4	15/71	CBS SPOT	CBS-R	3.3
3.5	3.6	3.6	3.7	3.3	11	WCBS 88.0	NEWS	4	23	20	14	13	23/46	CBS SPOT	CBS	2.8
2.0	2.5	2.1	2.8	3.1	12	WXRK 92.3	AOR	15	7	6	8	9	15/74	TORBET	ABC-R	3.6
3.1	2.8	2.2	2.2	3.0	13	WHN 105.0	CTRY	13	11	16	12	11	16/67	MCGAVREN	MBS	2.4
2.7	2.9	3.0	2.9	2.7	14	WNEW 113.0	BBND	20	31	29	28	22	12/90	KATZ		3.2
2.8	2.8	2.6	2.8	2.6	15	WABC 77.0	TALK	6	12	21	19	18	22/50	BLAIR	ABC-I	2.6
3.0	2.9	2.6	2.0	2.0	16	WNBC 66.0	AC	16	15	14	11	14	20/54	HNWH	NBC	2.0
1.6	1.6	2.3	1.7	2.0	16	WPIX 101.9	AC	18	9	11	10	12	17/64	CHRISTAL		2.4
2.4	2.1	2.0	1.9	2.0	16	WYNY 97.1	AC	14	13	9	13	17	24/45	HNWH		1.1
3.0	3.5	3.1	3.5	1.9	19	WNSR 105.1	AC	19	21	12	15	16	17/63	TORBET		1.6
1.4	1.7	1.9	1.8	1.8	20	WADO 128.0	SPAN	25	27	28	25	19	9/126			.8
1.6	1.6	1.7	1.5	1.7	21	WQXR-AF 156.0 96.3	CLAS	21	28	30	31	24	17/63	MCGAVREN		1.3
1.6	1.6	1.7	1.6	1.6	22	WAPP 103.5	AOR	17	5	10	17	28	23/47	MCGAVREN		2.1
1.8	1.5	1.0	1.3	1.6	22	WPAT 93.0	B/EZ	22	34	34	32	31	15/72	CHRISTAL		.8
1.1	1.0	1.2	1.3	1.2	24	WNCN 104.3	CLAS	23	32	26	22	21	17/63	CMBS	AP	.8
0.8	0.8	1.1	1.3	1.1	25	WKDM 138.0	SPAN	31	20	15	18	20	9/118	MASLA		.5
0.8	1.0	1.8	1.7	1.0	26	WSKQ 62.0	SPAN	27	19	22	21	23	12/94	CABALLERO		1.1
0.8	1.0	1.0	1.2	1.0	26	WWRL 160.0	REL	32	37	27	27	25	9/117	W&P	NBN	.8

Continued on Page 137

NASSAU-SUFFOLK #12

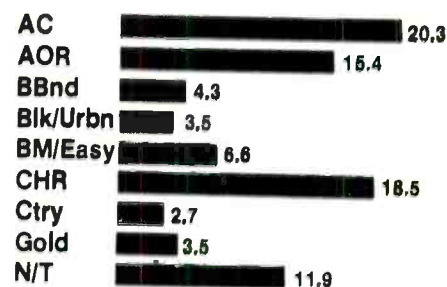
Continued from Page 134

SPRING '85	FALL '85	SPRING '86	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
1.3	2.1	1.4	27	WBSL 107.5	B/U	22	9	16	18	22	20/56	MCGAVREN	ABC-F
0.6	1.9	1.2	28	WNEW 1130	BBND	27	25	30	36	38	17/65	KATZ	
1.0	0.8	1.1	29	WRCN 103.9	AOR	26	10	19	23	32	20/55		

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 WHTZ	1 WBAB	1 WHTZ	1 WNBC	1 WALK-FM	AC
2 WNEW-FM	2 WBLI	2 WNBC	2 WBLI	2 WBAB	2 WBLI	AOR
3 WPLJ	3 WPLJ	3 WNEW-FM	3 WPLJ	3 WLTW	3 WLTW	BBnd
4 WXRK	4 WALK-FM	4 WPLJ	4 WALK-FM	4 WHTZ	4 WHTZ	Blk/Urbn
5 WHTZ	5 WNEW-FM	5 WXRK	5 WLTW	5 WNEW-FM	5 WCBS-FM	BM/Easy
6 WBLI	6 WBAB	6 WHTZ	6 WCBS-FM	6 WALK-FM	6 WPLJ	CHR
7 WLIR	7 WLTW	7 WBLI	7 WBAB	7 WXRK	7 WYNY	Ctry
8 WNBC	8 WYNY	8 WCBS-FM	8 WYNY	8 WBLI	8 WNBC	Gold
9 WPIX	9 WAPP	9 WLTW	9 WAPP	9 WCBS-FM	9 WBAB	N/T
10 WLTW	10 WRKS	10 WHN	10 WNEW-FM	10 WPLJ	10 WCBS	



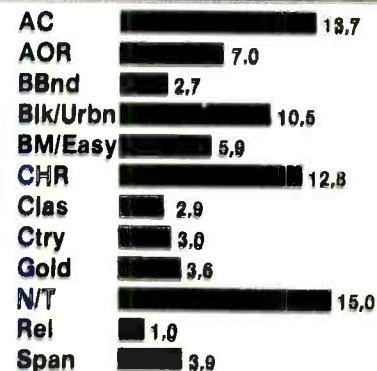
NEW YORK #1

Continued from Page 136

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WHTZ	1 WNEW-FM	1 WHTZ	1 WCBS-FM	1 WLTW	AC
2 WXRK	2 WPLJ	2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ	AOR
3 WHTZ	3 WRKS	3 WHTZ	3 WRKS	3 WXRK	3 WHTZ	BBnd
4 WRKS	4 WBSL	4 WPLJ	4 WBSL	4 WHTZ	4 WRKS	Blk/Urbn
5 WPLJ	5 WNEW-FM	5 WCBS-FM	5 WLTW	5 WPLJ	5 WBSL	BM/Easy
6 WBSL	6 WLTW	6 WRKS	6 WCBS-FM	6 WLTW	6 WCBS-FM	CHR
7 WCBS-FM	7 WCBS-FM	7 WBSL	7 WNEW-FM	7 WBSL	7 WINS	Clas
8 WLTW	8 WYNY	8 WLTW	8 WPIX	8 WRKS	8 WPIX	Ctry
9 WAPP	9 WPIX	9 WNBC	9 WINS	9 WINS	9 WOR	Gold
10 WNBC	10 WXRK	10 WINS	10 WYNY	10 WCBS	10 WPAT-FM	N/T



NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #34

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
9.0	11.8	11.4	1	1	WNOR-FM 99.7	AOR	1	5	1	1	1	11/97	MCGAVREN	ABC-R	17.5
7.1	7.6	10.2	2		WOWI 102.9	B/U	3	2	2	2	4	11/98	MCGAVREN	SHRDN	8.9
7.2	8.7	9.1	3		WCMS-FM 100.5	CTRY	5	11	8	4	2	10/109	KATZ	ABC-E	11.6
10.6	9.7	7.9	4		WFOG 92.9	B/EZ	8	10	12	10	5	10/107	MMR		5.4
6.7	5.6	7.4	5		WNVZ 104.5	CHR	2	1	4	5	10	17/65	REPUBLIC		9.8
8.3	7.5	6.2	6		WLTY 95.7	AC	4	9	5	3	3	15/72	CHRISTAL		4.3
5.6	3.7	5.2	7		WRSR 97.3	CHR	7	4	3	8	9	17/65	BLAIR		6.6
6.1	5.7	5.1	8		WMYK 93.7	B/U	6	6	6	7	8	17/64	EASTMAN	ABC-C	4.4
4.4	4.3	5.1	8		WTAR 790	AC	9	15	10	9	7	15/71	CHRISTAL	CBS	4.8
5.5	5.8	5.1	8		WWDE 101.3	AC	10	7	7	6	6	15/74	CBS	CBS-R	4.7
3.4	4.5	4.4	11		WRAP 850	B/U	11	3	9	11	13	16/67	TORBET	NBN	4.1
1.7	2.6	3.2	12		WNIS 1350	TALK	12	17	13	12	11	12/90	W&P	ABC-T	2.1
4.6	4.0	3.0	13		WPCZ 1400	REL	13	12	14	13	12	11/101	MCGAVREN	SHRDN	2.0
1.8	1.8	1.6	14		WNRN 94.9	B/EZ	15	14	25	23	16	13/82	W&P		1.7
2.2	3.3	1.3	15		WXRI 105.3	AC	14	8	11	14	15	20/54	MASLA		2.5
0.8	0.8	1.2	16		WKEZ 94.1	CTRY	18	18	17	15	14	12/93	ROSLIN	NBS	.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	17.7
AOR	11.4
Blk/Urbn	19.7
BM/Easy	9.5
CHR	12.8
Ctry	10.3
N/T	3.2
Rel	3.0

OKLAHOMA CITY #42

SPRING '85	FALL '85	SPRING '86	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
11.6	9.5	12.8	1	KATT 100.5	AOR	1	2	1	1	3	11/100	BLAIR	NBC-S
10.6	9.9	12.1	2	KXXY-FM 96.1	CTRY	3	4	2	2	1	10/109	MCGAVREN	
6.9	5.6	8.1	3	KEBC 94.7	CTRY	9	8	7	6	6	11/102	TORBET	ABC-E
10.7	11.4	7.7	4	KKNG 92.5	B/EZ	7	11	15	9	5	13/85	CHRISTAL	
12.3	10.8	7.3	5	KZBS 98.9	AC	5	6	3	3	2	15/74	HNWH	AP
8.4	6.8	7.1	6	KJYO 102.7	CHR	2	1	4	5	10	18/61	BLAIR	
7.2	9.8	7.0	7	KTOK 1000	N/T	8	19	11	11	7	14/77	BLAIR	ABC-I
3.8	6.0	5.6	8	KLTE 101.9	AC	6	7	5	4	4	18/60	DURPETTI	
--	--	5.0	9	KMGL 104.1	AC	4	3	6	7	11	23/48	KATZ	ABC-C
2.3	4.9	4.6	10	WKY 930	CTRY	11	13	10	10	8	15/72	CHRISTAL	ABC-E
2.8	1.5	4.2	11	KOMA 1520	AC	12	12	14	13	12	14/79	KATZ	NBC
1.7	3.0	3.5	12	KIMY 107.7	AC	10	9	8	8	9	22/50	SELECT	
1.4	1.1	2.0	13	KKLR 92.7	AC	14	10	9	12	13	16/67		
2.5	1.7	1.5	14	KJIL 104.9	REL	15	15	13	15	15	19/57	STARCOM	UPI
1.4	0.8	1.2	15	WWLS 640	CTRY	13	16	12	14	14	27/40	MCGAVREN	CBS-R
0.9	0.9	1.0	16	KXXY 1340	CTRY	16	14	19	16	16	25/44	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KZBS	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 27.6
2 KXXY-FM	2 KATT	2 KXXY-FM	2 KZBS	2 KATT	2 KZBS	AOR 12.8
3 KJYO	3 KXXY-FM	3 KZBS	3 KATT	3 KZBS	3 KKNG	BM/Easy 7.7
4 KZBS	4 KJYO	4 KLTE	4 KEBC	4 KLTE	4 KEBC	CHR 7.1
5 KLTE	5 KMGL	5 KJYO	5 KLTE	5 KTOK	5 KLTE	Ctry 27.0
6 KMGL	6 KIMY	6 KEBC	6 KJYO	6 WKY	6 KIMY	N/T 7.0
7 KEBC	7 KLTE	7 KMGL	7 KKNG	7 KKNG	7 KJYO	Rel 1.5
8 KIMY	8 KEBC	8 KTOK	8 KIMY	8 KEBC	8 WKY	
9 KKLR	9 KJIL	9 KTOK	9 KIMY	9 KIMY	9 KATT	
10 KTOK	10 KKNG	10 WWLS	10 WKY	10 KMGL	10 KMGL	

PHILADELPHIA #5

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
8.8	9.4	9.8	9.7	10.9	1	WMMR 93.3	AOR	2	3	1	1	1	11/101	KATZ	NBC-S	14.0
7.9	6.2	6.5	7.3	8.1	2	WEAZ 101.1	B/EZ	4	17	12	12	5	11/101	MCGAVREN		5.8
7.5	7.9	6.9	7.4	6.9	3	WUSL 98.9	B/U	5	1	2	2	4	12/93	EASTMAN	ABC-F	11.6
6.5	7.0	7.0	8.0	6.8	4	KYW 106.0	NEWS	1	13	13	11	6	20/54	BLAIR	NBC	6.4
5.3	5.1	5.2	5.1	4.9	5	WMGK 102.9	AC	7	9	3	3	3	15/73	MMR		3.3
4.2	5.5	3.7	3.7	4.7	6	WCAU 121.0	N/T	6	18	14	15	13	17/64	CBS SPOT	CBS	3.1
3.6	3.2	4.6	3.7	4.7	6	WSNI 104.5	AC	9	10	6	4	2	13/85	SELECT	US1	3.6
4.4	4.7	5.3	5.0	4.5	8	WPEN 95.0	BBND	13	24	25	20	17	11/98	MMR	US2	3.6
5.7	4.7	4.2	4.2	4.4	9	WCAU-FM 98.1	CHR	3	2	8	9	14	21/52	CBS SPOT	CBS	6.2
5.4	5.0	4.2	3.9	4.0	10	WDAS-FM 105.3	B/U	10	5	5	5	8	14/78	HNWH		6.0
3.4	4.1	4.1	4.7	4.0	10	WWDB 96.5	TALK	14	22	17	16	12	12/90	W&P	ABC-I	4.1
3.3	3.2	3.3	3.6	3.8	12	WXTU 92.5	CTRY	16	14	9	7	7	10/106	BLAIR	MBS	3.8
3.0	3.1	3.0	2.8	3.6	13	WYSP 94.1	AOR	8	4	4	6	11	18/59	TORBET	ABC-R	4.3
2.6	2.7	4.0	4.2	3.4	14	WKSZ 100.3	AC	12	8	10	8	9	15/71	MASLA		2.6
3.5	2.5	3.7	3.6	3.2	15	WIP 61.0	AC	15	16	23	17	16	13/87	KATZ	ABC-E	2.8
3.4	3.1	3.7	2.8	2.6	16	WIOQ 102.1	AOR	11	7	7	10	10	21/51	MCGAVREN		3.1
1.5	1.3	1.8	2.1	1.8	17	WFLN 95.7	CLAS	19	20	18	18	18	17/63	CMBS		2.3
2.1	2.1	1.7	1.5	1.8	17	WFIL 56.0	GOLD	18	19	15	13	15	21/52	EASTMAN	ABC-D	1.8
--	--	--	--	1.5	19	WTRK 106.1	CHR	17	6	11	14	19	25/43	CHRISTAL	ABC-C	1.7
1.2	1.2	1.2	1.2	1.2	20	WHAT 134.0	B/U	22	21	24	25	23	13/82	W&P	SHRDN	.6
1.3	1.4	1.0	1.1	1.0	21	WDAS 148.0	B/U	20	15	21	19	20	21/51	HNWH	NBN	.4

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 WUSL	1 WMMR	1 WMGK
2 WYSP	2 WUSL	2 WSNI	2 WMMR	2 WSNI	2 WUSL
3 WUSL	3 WMGK	3 WUSL	3 WMGK	3 KYW	3 WEAZ
4 WDAS-FM	4 WDAS-FM	4 WMGK	4 WSNI	4 WDAS-FM	4 WSNI
5 WMGK	5 WSNI	5 WYSP	5 WKSZ	5 WMGK	5 WMMR
6 WSNI	6 WCAU-FM	6 WDAS-FM	6 WDAS-FM	6 WXTU	6 WKSZ
7 WIOQ	7 WYSP	7 WXTU	7 WCAU-FM	7 WYSP	7 WXTU
8 WXTU	8 WIOQ	8 KYW	8 WEAZ	8 WCAU	8 KYW
9 WCAU-FM	9 WKSZ	9 WIOQ	9 WIOQ	9 WEAZ	9 WDAS-FM
10 KYW	10 WEAZ	10 WCAU	10 WXTU	10 WUSL	10 WIOQ

FORMAT REACH

AC	16.2
AOR	17.1
BBnd	4.5
Blk/Urbn	13.1
BM/Easy	8.1
CHR	5.9
Clas	1.8
Ctry	3.8
Gold	1.8
N/T	15.5

PHOENIX #24

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
7.6	6.2	8.9	11.6	1	KZZP-FM 104.7	CHR	1	1	1	1	5	11/95	MCGAVREN		15.3
8.9	10.4	11.1	9.7	2	KNIX-FM 102.5	CTRY	2	9	4	2	1	12/87	KATZ		12.8
9.2	9.3	8.4	8.3	3	KTAR 620	N/T	3	18	12	6	2	13/83	CBS SPOT	ABC-I	7.5
8.3	10.4	7.6	7.5	4	KUPD 97.9	AOR	4	2	2	3	6	13/86	MASLA		11.0
5.9	6.7	6.2	7.0	5	KMEO-FM 96.9	B/EZ	5	20	17	16	11	12/89	SELECT		2.6
5.9	7.1	8.4	6.1	6	KQYT 95.5	B/EZ	7	14	16	12	8	12/92	EASTMAN		4.1
6.4	4.6	5.3	4.9	7	KKLT 98.7	AC	6	7	3	4	3	16/69	CBS SPOT		5.3
3.6	4.8	3.3	3.9	8	KOY 550	AC	11	13	14	11	9	15/74	EASTMAN	NBC	3.6
3.9	5.9	4.2	3.8	9	KOOL-FM 94.5	GOLD	9	16	9	7	4	17/62	CHRISTAL	CBS	4.1
5.3	3.4	3.3	3.5	10	KSLX 100.7	GOLD	13	10	6	5	7	12/87	MMR		6.2
4.8	3.2	3.3	3.4	11	KLZI 99.9	AC	10	6	5	8	12	19/57	TORBET	US1	4.0
3.7	3.7	3.9	3.2	12	KDKB 93.3	AOR	8	4	7	9	10	22/49	BLAIR	NBC-S	4.5
2.0	2.9	2.7	3.0	13	KUKQ 1060	B/U	15	3	8	10	17	10/104	MASLA		3.8
2.2	3.3	2.3	2.6	14	KLFF 1360	BBND	17	25	26	24	22	11/98			1.0
2.9	1.9	1.7	2.2	15	KAMJ 101.5	AC	14	22	15	14	13	15/73			1.4
2.3	0.7	1.3	2.1	16	KKFR 92.3	CHR	12	8	11	13	14	22/50	HNWH	ABC-C	1.9
1.1	0.5	0.9	1.8	17	KFYI 910	N/T	16	24	18	17	16	16/66	HNWH	ABC-E	1.1
2.5	2.0	2.2	1.6	18	KSTM 107.1	AOR	18	12	10	15	15	17/62	W&P		1.5
0.8	1.3	1.8	1.5	19	KVVA 860	SPAN	23	5	19	18	18	8/140	LOTUS		---
1.2	0.6	0.5	1.2	20	KMEO 740	B/EZ	21	29	25	20	19	15/71	SELECT		.2
1.7	2.4	2.0	1.0	21	KNIX 1580	CTRY	19	23	23	21	20	23/47	KATZ		1.7
2.2	1.4	1.9	1.0	21	KOOL 960	AC	20	27	22	23	21	21/51	CHRISTAL	CBS	.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD	1 KZZP-FM	1 KUPD	1 KNIX-FM	1 KNIX-FM	1 KNIX-FM
2 KZZP-FM	2 KKLT	2 KZZP-FM	2 KZZP-FM	2 KTAR	2 KKLT
3 KDKB	3 KLZI	3 KNIX-FM	3 KKLT	3 KOOL-FM	3 KZZP-FM
4 KSLX	4 KUPD	4 KTAR	4 KLZI	4 KSLX	4 KQYT
5 KUKQ	5 KNIX-FM	5 KDKB	5 KUPD	5 KUPD	5 KOOL-FM
6 KKLT	6 KSLX	6 KSLX	6 KOOL-FM	6 KDKB	6 KMEO-FM
7 KSTM	7 KOOL-FM	7 KOOL-FM	7 KQYT	7 KOY	7 KLZI
8 KTAR	8 KUKQ	8 KUKQ	8 KSLX	8 KZZP-FM	8 KUPD
9 KNIX-FM	9 KKFR	9 KOY	9 KOY	9 KKLT	9 KTAR
10 KOOL-FM	10 KDKB	10 KKLT	10 KUKQ	10 KAMJ	10 KSLX

FORMAT REACH

AC	15.4
AOR	12.3
BBnd	2.6
Bik/Urbn	3.0
BM/Easy	14.3
CHR	13.7
Ctry	10.7
Gold	7.3
N/T	10.1
Span	1.5

PITTSBURGH #13

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
15.1	11.9	16.9	15.3	1	KDKA 1020	AC	1	7	7	3	1	12/89	BLAIR	NBC	14.1
9.4	7.8	8.0	9.8	2	WSHH 99.7	B/EZ	4	21	14	9	4	9/122	MMR		5.5
9.8	9.2	7.4	8.0	3	WBZZ 93.7	CHR	2	1	3	4	9	14/77	BLAIR		11.1
8.1	8.4	7.3	7.2	4	WDVE 102.5	AOR	3	2	1	1	3	13/84	EASTMAN	NBC-S	13.0
4.7	6.7	5.5	6.8	5	WAMO-FM 105.9	B/U	8	3	2	2	6	8/130	MASLA	SHRDN	8.8
4.9	5.4	4.6	4.9	6	WWSW 94.5	AC	6	8	5	5	2	15/73	MCGAVREN	ABC-C	4.7
4.4	4.6	4.7	4.4	7	WHTX 96.1	AC	5	6	6	6	5	18/60	KATZ	US1	3.8
2.8	4.3	3.9	4.2	8	WTKN 970	TALK	11	26	19	15	13	11/99	MCGAVREN	ABC-T	2.6
2.9	2.2	2.2	3.7	9	WMYG 96.9	AC	9	10	4	7	7	14/78	CHRISTAL		2.6
3.9	3.7	4.0	3.4	10	WJAS 1320	BBND	14	29	25	18	17	12/92	MMR	ABC-D	2.9
3.8	2.4	--	3.3	11	WLTJ 92.9	AC	13	13	10	8	8	13/81	W&P		3.3
3.7	4.2	3.8	3.3	11	WTAE 1250	AC	7	15	9	11	10	20/55	KATZ	ABC-E	2.2
1.9	2.6	2.1	3.1	13	KQV 1410	NEWS	12	18	16	16	14	14/75	CHRISTAL	CBS	2.4
2.9	2.5	3.0	2.3	14	WYDD 104.7	CHR	10	5	8	10	15	22/50	ROSLIN	ABC-F	3.2
2.8	2.7	2.6	2.2	15	WDSY 107.9	CTRY	15	12	11	12	11	15/71	REPUBLIC	ABC-I	2.6
1.0	2.1	1.0	1.8	16	WMBS 590	AC	19	17	30	22	19	8/128		CBS	1.7
1.8	2.6	1.7	1.7	17	WEPP 1080	CTRY	17	28	12	13	12	14/79	REPUBLIC	ABC-I	.9
--	--	--	1.4	18	WXXP 100.7	AOR	16	9	13	14	16	18/59	TORBET		.7
0.6	0.7	0.6	1.1	19	WBVP 1230	B/EZ	21	24	28	24	27	11/101	MARKET 4	ABC-I	.2
1.0	0.7	0.8	1.0	20	WPIT-FM 101.5	REL	18	14	22	17	18	20/55			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 KDKA
2 WAMO-FM	2 WAMO-FM	2 WAMO-FM	2 WAMO-FM	2 WDVE	2 WWSW
3 WBZZ	3 WDVE	3 KDKA	3 KDKA	3 WWSW	3 WBZZ
4 WMYG	4 WHTX	4 WWSW	4 WWSW	4 WSHH	4 WAMO-FM
5 KDKA	5 WWSW	5 WHTX	5 WDVE	5 WHTX	5 WSHH
6 WWSW	6 WMYG	6 WBZZ	6 WHTX	6 WLTJ	6 WHTX
7 WHTX	7 WYDD	7 WMYG	7 WMYG	7 WAMO-FM	7 WMYG
8 WYDD	8 KDKA	8 WLTJ	8 WLTJ	8 WMYG	8 WDVE
9 WTAE	9 WLTJ	9 WTAE	9 WSHH	9 WTAE	9 WLTJ
10 WEPP	10 WXXP	10 WDSY	10 WYDD	10 WBZZ	10 WTAE

FORMAT REACH

AC	36.7
AOR	8.6
BBnd	3.4
Blk/Urbn	6.8
BM/Easy	10.9
CHR	10.3
Ctry	3.9
N/T	7.3
Rel	1.0

PORTLAND #30

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.4	8.3	6.1	9.1	1	KXL-FM 95.5	B/EZ	7	18	14	12	8	9/122	MCGAVREN		5.1
8.9	9.8	9.9	7.7	2	KKRZ 100.3	CHR	2	1	4	4	11	16/70	KATZ	US1	13.3
10.1	6.3	6.3	7.4	3	KGW 620	AC	1	7	3	3	1	18/61	BLAIR	AP	8.0
6.2	6.4	6.0	7.1	4	KGON 92.3	AOR	4	3	1	1	4	13/82	HNWH		9.9
5.6	8.0	6.3	6.4	5	KXL 750	N/T	6	12	13	11	9	13/84	MCGAVREN	NBC	6.9
5.7	7.1	6.5	6.3	6	KINK 101.9	AOR	8	10	2	2	2	12/88	BLAIR		7.0
8.1	6.3	8.0	5.8	7	KEX 1190	AC	3	19	15	9	7	16/67	KATZ	ABC-I	5.3
4.0	4.8	4.4	5.0	8	KUPL-FM 98.5	CTRY	10	6	7	6	3	14/79	TORBET	ABC-D	6.7
8.0	4.3	5.0	4.7	9	KMJK-FM 106.7	CHR	5	2	6	8	14	19/56	EASTMAN	ABC-C	5.4
4.8	4.6	4.4	4.5	10	KYTE 970	BBND	15	20	23	18	16	11/95	DURPETTI	CBS	3.2
4.6	5.9	5.3	4.4	11	KKCW 103.3	AC	9	5	8	7	5	16/67	SELECT		4.4
3.0	3.6	3.2	4.2	12	KKLI 97.1	AC	11	8	5	5	6	14/78	REPUBLIC		2.4
1.7	2.5	3.2	3.8	13	KWJJ-FM 99.5	CTRY	13	9	9	10	10	14/77	EASTMAN	ABC-E	2.7
2.6	2.8	3.9	3.7	14	KWJJ 1080	CTRY	14	15	12	13	12	15/75	EASTMAN	ABC-E	2.6
2.3	2.3	3.0	2.9	15	KYTE-FM 101.1	CLAS	12	21	10	15	15	19/57	DURPETTI		1.3
1.7	1.6	2.4	2.0	16	KSGO 1520	GOLD	16	11	11	14	13	19/57	HNWH		1.9
1.7	2.1	1.5	1.9	17	KPDQ-FM 93.7	REL	17	17	17	16	17	17/63			1.8
0.8	0.4	1.0	1.3	18	KUPL 1330	CTRY	20	13	18	17	18	16/66	TORBET	MBS	0.9
2.1	1.4	2.2	1.2	19	KKSN 910	CLAS	19	14	22	19	19	19/56	CMBS		1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGON	1 KINK	1 KGON	1 KGW	1 KINK	1 KGW
2 KINK	2 KGW	2 KINK	2 KINK	2 KGW	2 KINK
3 KKRZ	3 KGON	3 KGW	3 KKLI	3 KGON	3 KKLI
4 KGW	4 KKRZ	4 KUPL-FM	4 KKRZ	4 KEX	4 KKCW-FM
5 KMJK-FM	5 KKLI	5 KKRZ	5 KKCW-FM	5 KUPL-FM	5 KUPL-FM
6 KKLI	6 KMJK-FM	6 KEX	6 KGON	6 KWJJ-FM	6 KXL-FM
7 KWJJ-FM	7 KKCW	7 KWJJ-FM	7 KUPL-FM	7 KXL-FM	7 KKRZ
8 KUPL-FM	8 KUPL-FM	8 KKCW	8 KMJK-FM	8 KXL	8 KGON
9 KYTE-FM	9 KWJJ-FM	9 KKLI	9 KXL-FM	9 KKCW	9 KXL
10 KKCW	10 KYTE-FM	10 KSGO	10 KEX	10 KSGO	10 KEX

FORMAT REACH

AC	21.8
AOR	13.4
BBnd	4.5
BM/Easy	9.1
CHR	12.4
Clas	4.1
Ctry	13.8
Gold	2.0
N/T	6.4
Rel	1.9

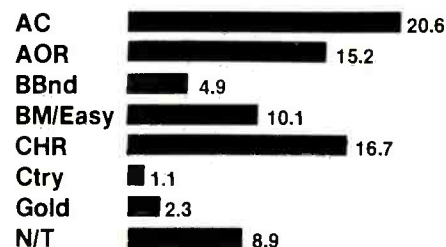
PROVIDENCE-WARWICK-PAWTUCKET #26

SPRING '85	FALL '85	SPRING '86	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
11.6	9.3	10.9	1	WPRO-FM 92.3	CHR	1	2	1	1	2	13/84	BLAIR	ABC-C	10.1
12.6	12.5	10.1	2	WLKW-FM 101.5	B/EZ	3	11	16	9	4	10/112	CHRISTAL	ABC-I	7.6
9.8	9.2	8.7	3	WHJY 94.1	AOR	2	1	2	2	3	13/85	KATZ	ABC-R	15.8
3.2	7.2	7.4	4	WWLI 105.1	AC	5	6	4	3	1	11/103	MCGAVREN		7.1
6.4	7.0	6.6	5	WHJJ 920	N/T	7	30	19	10	8	10/114	KATZ	ABC-I	5.0
7.4	7.0	5.3	6	WPRO 630	AC	4	14	12	8	5	18/61	BLAIR	UPI	4.1
2.9	4.2	4.2	7	WBRU 95.5	AOR	6	7	3	4	6	15/71	SELECT	CBS-R	4.1
2.8	3.9	4.1	8	WERI-FM 103.7	CHR	8	3	6	5	10	15/72	ROSLIN		3.9
2.2	1.9	3.8	9	WWAZ 790	BBND	11	32	21	19	15	10/114	MCGAVREN	MBS	2.1
3.0	3.1	3.0	10	WMYS 98.1	AC	10	12	7	6	7	14/80	TORBET		3.4
4.4	2.7	2.6	11	WSNE 93.3	AC	9	13	5	7	9	21/51	EASTMAN		3.2
1.2	1.3	2.3	12	WBZ 1030	AC	12	15	17	14	11	13/83	BLAIR RAR	ABC-I	1.8
1.9	1.4	1.7	13	WXKS-FM 107.9	CHR	13	5	10	11	14	18/61	MMR		2.4
0.7	0.5	1.3	14	WICE 550	GOLD	15	20	13	13	12	16/67	REPUBLIC	US1	2.0
1.2	1.6	1.2	15	WBCN 104.1	AOR	18	18	8	12	16	13/84	TORBET		2.4
2.7	1.9	1.2	15	WBSM 1420	TALK	24	38	27	25	22	11/95	W&P	NBC	3.1
0.5	0.8	1.1	17	WPLM 99.1	BBND	16	19	34	35	25	18/61			0.4
0.6	0.7	1.1	17	WBOS 92.9	CTRY	25	39	23	18	17	12/94	KATZ	ABC-D	1.1
0.6	0.6	1.1	17	WAAF 107.3	AOR	19	10	11	16	23	14/80	KATZ		0.6
1.3	0.6	1.1	17	WALE 1400	TALK	30	34	30	33	32	10/111	MCGAVREN	MBS	0.2
--	0.8	1.0	21	WZLX 100.7	GOLD	29	31	9	15	13	11/102	CHRISTAL		---

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WWLI
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WPRO-FM	2 WPRO-FM
3 WBRU	3 WWLI	3 WBRU	3 WHJY	3 WWLI	3 WLKW-FM
4 WWLI	4 WBRU	4 WWLI	4 WSNE	4 WBRU	4 WPRO
5 WBCN	5 WSNE	5 WMYS	5 WBRU	5 WMYS	5 WHJY
6 WERI-FM	6 WERI-FM	6 WPRO	6 WERI-FM	6 WPRO	6 WSNE
7 WAAF	7 WMYS	7 WERI-FM	7 WPRO	7 WLKW-FM	7 WHJJ
8 WMYS	8 WXKS-FM	8 WSNE	8 WLKW-FM	8 WHJJ	8 WERI-FM
9 WSNE	9 WPRO	9 WBCN	9 WMYS	9 WERI-FM	9 WBRU
10 WZLX	10 WROR	10 WAAF	10 WXKS-FM	10 WZLX	10 WMYS

FORMAT REACH



RIVERSIDE-SAN BERNARDINO #38

SPRING '85	FALL '85	SPRING '86	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
6.8	8.6	7.9	1	KDUO 97.5	B/EZ	5	12	11	8	4	9/124	KATZ	
8.7	7.0	7.1	2	KGGI 99.1	AC	1	1	2	1	3	13/80	MCGAVREN	CBS-R
5.0	3.8	5.1	3	KFI 640	AC	2	9	8	4	2	16/68	CHRISTAL	ABC-E
4.3	3.6	5.0	4	KRTH-FM 101.1	GOLD	4	7	4	2	1	14/77	REPUBLIC	US2
7.9	6.8	4.9	5	KIIS-FM 102.7	CHR	3	2	3	5	8	16/67	MCGAVREN	
3.6	3.9	4.5	6	KLOS 95.5	AOR	7	11	1	3	7	11/94	KATZ	ABC-R
4.7	4.5	4.2	7	KBIG 104.3	B/EZ	9	23	15	11	9	12/92	CBS	
3.6	2.9	3.7	8	KFXM 590	BBND	13	33	34	23	11	10/112	KATZ	ABC-E
3.1	3.0	3.5	9	KOST 103.5	AC	6	8	6	6	6	16/68	CHRISTAL	
1.5	2.7	3.2	10	KQLH 95.1	AC	12	28	9	7	5	12/93	TORBET	MBS
1.2	2.7	2.8	11	KCKC 1350	CTRY	19	14	31	12	10	10/105	HNWH	ABC-I
3.8	3.1	2.4	12	KNX 1070	NEWS	8	27	29	24	13	21/52	CBS	CBS
1.5	2.1	2.4	12	KCAL 1410	SPAN	33	29	19	19	15	6/184	LOTUS	UPI
3.4	2.6	2.2	14	KMET 94.7	AOR	11	13	5	9	18	19/58	BLAIR	
1.2	2.2	2.2	14	KABC 790	TALK	15	21	25	27	25	15/74	KATZ	ABC-I
1.5	1.9	2.2	14	KROQ 106.7	AOR	16	4	10	13	32	14/79	TORBET	
1.5	1.4	2.0	17	KCAL-FM 96.7	AOR	14	10	7	10	12	17/64	TORBET	NBC-S
--	0.3	2.0	17	KPWR 105.9	B/U	22	3	13	15	24	12/88	HNWH	
2.7	2.5	1.7	19	KOLA 99.9	AOR	10	5	12	14	30	25/43	BLAIR	ABC-R
1.2	1.3	1.6	20	KNTF 93.5	CTRY	23	30	20	21	20	13/84	HNWH	
--	--	1.4	21	KNX-FM 93.1	AOR	17	6	14	17	27	21/51	CBS	
1.8	1.3	1.4	21	KMPC 710	BBND	21	26	36	36	35	18/60	DURPETTI	
0.8	0.8	1.3	23	KMEN 1290	GOLD	18	19	23	20	17	23/48	MCGAVREN	CBS
0.6	1.2	1.2	24	KJOI 98.7	B/EZ	34	32	35	37	37	11/95	BLAIR	
--	--	1.2	24	KHSJ 1320	AC	36	37	32	35	36	10/110	MASLA	ABC-E
1.1	0.7	1.2	24	KBON 103.9	AC	24	16	16	16	16	16/67	SELECT	

Continued on Page 154

1986 R&R RATINGS REPORT Vol. 2/145

ROCHESTER #41

SPRING '85	FALL '85	SPRING '86	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
11.2	11.7	15.6	1	WCMF 96.5	AOR	3	2	1	1	2	11/100	CBS		18.0
13.6	11.4	14.1	2	WVOR 100.5	AC	1	5	2	2	1	14/78	MCGAVREN		9.8
12.5	12.0	10.5	3	WPXY-FM 97.9	CHR	2	1	3	3	5	17/65	MMR		11.9
11.1	11.4	8.9	4	WEZO 101.3	B/EZ	4	7	7	4	3	16/68	KATZ	ABC-E	7.3
6.4	9.1	7.9	5	WHAM 1180	AC	5	6	8	8	6	16/68	MCGAVREN	CBS	5.3
6.4	4.9	7.7	6	WYLF 95.1	BBND	8	9	14	12	8	9/121	MARKET 4		5.1
2.5	5.3	6.0	7	WZKC 98.9	CTRY	7	10	6	5	4	12/87	TORBET		4.0
7.7	6.9	5.1	8	WMJQ 92.5	CHR	6	4	4	6	7	24/45	EASTMAN	ABC-C	5.7
2.9	5.6	4.2	9	WDKX 103.9	B/U	9	3	5	7	9	13/83	W&P	NBN	11.6
3.6	3.1	3.0	10	WNYR 990	CTRY	10	11	12	9	10	15/73	KATZ	ABC-I	3.8
5.5	3.6	1.7	11	WBBF 950	GOLD	11	14	11	10	11	26/42	EASTMAN	US2	1.4
0.5	0.4	1.1	12	WBEN-FM 102.5	CHR	14	16	9	11	12	10/104	EASTMAN	ABC-C	.2

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 WCMF	1 WCMF	1 WVOR	1 WCMF	1 WVOR	AC	22.0
2 WVOR	2 WPXY-FM	2 WVOR	2 WCMF	2 WVOR	2 WEZO	AOR	15.6
3 WPXY-FM	3 WVOR	3 WPXY-FM	3 WPXY-FM	3 WZKC	3 WCMF	BBnd	7.7
4 WMJQ	4 WMJQ	4 WZKC	4 WEZO	4 WHAM	4 WPXY-FM	Blk/Urbn	4.2
5 WZKC	5 WDKX	5 WEZO	5 WMJQ	5 WEZO	5 WZKC	BM/Easy	8.9
6 WHAM	6 WEZO	6 WHAM	6 WDKX	6 WPXY-FM	6 WHAM	CHR	16.7
7 WDKX	7 WZKC	7 WMJQ	7 WZKC	7 WMJQ	7 WMJQ	Ctry	9.0
8 WEZO	8 WHAM	8 WDKX	8 WHAM	8 WNYR	8 WDKX	Gold	1.7
9 WBBF	9 WPXY	9 WBBF	9 WNYR	9 WYLF	9 WYLF		
10 WBEN-FM	10 WBEN-FM	10 WBEN-FM	10 WYLF	10 WDKX	10 WNYR		

SACRAMENTO #32

SPRING '85	FALL '85	WINTER '86	SPRING '86	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+ BIRTH SHARE
10.5	10.4	10.9	12.5	1	KSFM 102.5	CHR	1	2	1	1	1	12/93	MMR		14.8
9.2	8.2	10.6	9.8	2	KCTC 96.1	B/EZ	4	15	8	6	4	9/115	CHRISTAL		5.1
9.0	7.7	6.4	7.8	3	KXOA-FM 107.9	AC	5	11	3	3	2	12/93	BLAIR		7.4
10.4	7.0	6.9	7.5	4	KZAP 98.5	AOR	3	4	2	2	5	13/87	MCGAVREN		9.1
3.5	4.6	5.4	7.5	4	KRAK-FM 105.1	CTRY	6	3	5	4	3	11/99	DURPETTI		8.1
5.9	8.9	5.9	6.4	6	KWOD 106.5	CHR	2	1	4	5	8	16/68		CBS-R	9.2
5.7	6.7	7.3	5.7	7	KFBK 1530	N/T	7	19	11	10	7	13/82	KATZ	AP	5.6
5.0	3.4	5.2	4.2	8	KRAK 1140	CTRY	9	10	9	8	9	12/92	DURPETTI		5.3
4.0	3.7	3.7	3.3	9	KHYL 101.1	AC	8	7	6	7	6	17/62	TORBET		2.4
4.1	4.7	4.4	2.9	10	KXOA 1470	BBND	14	14	22	22	20	11/96	BLAIR	AP	1.3
2.9	3.0	2.6	2.8	11	KGNR 1320	BBND	11	17	20	19	18	15/73	FARMAKIS	CBS	2.5
--	--	--	2.1	12	KDJQ 93.5	AOR	13	5	7	9	14	19/56	W&P		5.0
4.4	3.3	3.9	2.0	13	KAER 92.5	AC	10	9	10	11	10	22/49	KATZ		2.3
1.7	0.9	0.6	1.6	14	KNBR 680	MISC	15	24	15	15	12	18/61	MCGAVREN	NBC	1.0
1.5	1.3	2.0	1.5	15	KGO 810	N/T	16	23	18	17	15	14/76	BLAIR	ABC-I	2.1
0.6	0.6	1.1	1.5	15	KSMJ 1380	GOLD	17	8	12	12	11	15/74	MMR		1.0
1.2	0.7	1.3	1.4	17	KFIA 710	REL	18	22	14	16	13	14/79			1.7
2.0	2.4	1.7	1.2	18	KROY 96.9	AC	12	13	13	13	16	33/32	HNWH	US2	1.3
--	0.6	0.3	1.1	19	KHWY 1030	CTRY	19	16	19	20	19	15/74	TORBET		0.0
--	--	0.8	1.1	19	KRCX 1110	SPAN	22	12	17	14	17	10/106	LOTUS		.7

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KZAP	1 KSFM	1 KZAP	1 KSFM	1 KZAP	1 KSFM
2 KSFM	2 KXOA-FM	2 KSFM	2 KXOA-FM	2 KSFM	2 KXOA-FM
3 KXOA-FM	3 KWOD	3 KRAK-FM	3 KRAK-FM	3 KXOA-FM	3 KCTC
4 KRAK-FM	4 KZAP	4 KXOA-FM	4 KCTC	4 KRAK-FM	4 KRAK-FM
5 KWOD	5 KRAK-FM	5 KWOD	5 KWOD	5 KCTC	5 KHYL
6 KDJQ	6 KCTC	6 KDJQ	6 KZAP	6 KFBK	6 KWOD
7 KHYL	7 KHYL	7 KHYL	7 KHYL	7 KHYL	7 KZAP
8 KFBK	8 KAER	8 KCTC	8 KRAK	8 KRAK	8 KRAK
9 KRAK	9 KDJQ	9 KFBK	9 KAER	9 KWOD	9 KFBK
10 KROY	10 KRAK	10 KRAK	10 KSMJ	10 KDJQ	10 KAER

FORMAT REACH

AC	14.3
AOR	9.6
BBnd	5.7
BM/Easy	9.8
CHR	18.9
Ctry	12.8
Gold	1.5
Misc	1.6
N/T	7.2
Rel	1.4
Span	1.1

ST. LOUIS #15

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	12+ ACH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.7	22.0	22.6	17.5	22.4	1	KMOX 1120	TALK	1	9	2	2	1	11/101	CBS SPOT	CBS	15.4
12.9	14.1	12.4	12.6	12.0	2	KSHE 94.7	AOR	2	1	1	1	2	11/99	KATZ		15.7
5.6	5.8	6.4	8.6	6.5	3	KEZK 102.5	B/EZ	4	16	12	8	4	12/89	MMR		4.2
6.2	6.3	5.8	6.3	5.5	4	KMJM 107.7	B/U	7	2	3	4	7	11/97	CHRISTAL		7.9
6.7	5.0	6.3	5.3	4.8	5	WIL-FM 92.3	CTRY	8	10	9	7	5	13/85	BLAIR	ABC-E	5.0
3.5	3.8	3.0	4.4	4.8	5	KYKY 98.1	AC	5	6	5	3	3	15/70	HNWH		3.7
4.8	5.9	3.9	4.2	4.1	7	KHTR 103.3	CHR	3	4	6	9	11	20/53	CBS SPOT	CBS	5.0
5.0	6.1	5.5	4.9	3.7	8	KSD 93.7	AC	9	7	7	5	6	16/67	MCGAVREN		4.3
1.3	1.5	0.8	2.3	3.5	9	WMRY 101.1	AOR	11	12	4	6	9	12/90			2.8
4.9	3.9	3.4	4.2	3.4	10	KWK 106.5	CHR	6	3	8	12	15	21/51	DURPETTI		5.4
3.5	3.4	4.5	3.7	3.3	11	KUSA 550	CTRY	10	8	13	11	8	14/76	MCGAVREN	ABC-D	2.8
4.3	3.3	3.6	3.2	3.1	12	WRTH 590	BBND	12	18	24	22	21	13/84	MMR	NBC	3.1
0.7	1.2	1.3	1.0	2.3	13	KLTH 97.1	AC	16	23	11	10	10	14/77	W&P	SHRDN	1.5
1.7	2.0	1.7	1.8	2.1	14	KATZ 1600	B/U	17	17	16	15	13	15/73	W&P	NBN	1.2
--	--	1.0	1.2	1.8	15	WKKX 104.1	CTRY	19	11	17	14	14	15/71	REPUBLIC		2.6
1.4	1.0	1.3	1.7	1.7	16	WZEN 100.3	B/U	18	5	10	17	18	18/60	W&P	NBN	1.9
2.0	1.7	2.0	1.5	1.6	17	KXOK 630	TALK	14	21	20	20	20	22/50	KATZ	ABC-I	1.6
1.3	1.0	1.6	1.4	1.5	18	KGLD 1380	GOLD	15	19	14	13	12	22/50	DURPETTI		1.0
2.3	1.6	1.6	1.8	1.3	19	KADI 96.3	AC	13	15	15	16	17	29/37	MASLA	NBC-S	1.2
1.4	0.8	1.2	1.8	1.2	20	WESL 1490	B/U	21	14	18	18	16	14/76	LAZAR	SHRDN	1.7
1.0	0.6	0.8	0.6	1.0	21	KFUO 99.1	REL	20	24	22	21	19	21/52	CMBS		.6

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 WMRY	2 KYKY	2 KMOX	2 KMOX	2 KSHE	2 KYKY
3 KMOX	3 KMJM	3 WMRY	3 KYKY	3 WIL-FM	3 WIL-FM
4 KMJM	4 KHTR	4 WIL-FM	4 KSD	4 KEZK	4 KEZK
5 WIL-FM	5 KSD	5 KMJM	5 KMJM	5 WMRY	5 KMJM
6 KYKY	6 KMOX	6 KYKY	6 KHTR	6 KYKY	6 KSHE
7 KWK	7 KWK	7 KEZK	7 KEZK	7 KMJM	7 WIL-FM
8 KHTR	8 WMRY	8 KUSA	8 KLTH	8 KUSA	8 KLTH
9 KUSA	9 KLTH	9 KHTR	9 WIL-FM	9 KSD	9 KHTR
10 WZEN	10 KEZK	10 KWK	10 KWK	10 WKKX	10 KATZ

FORMAT REACH

AC	12.1
AOR	15.5
BBnd	3.1
Blk/Urbn	10.5
BM/Easy	6.5
CHR	7.5
Ctry	9.9
Gold	1.5
N/T	24.0
Rel	1.0

SALT LAKE CITY-OGDEN #43

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
7.2	10.4	8.7	11.0	1	KSL 1160	AC	1	6	5	2	1	14/77	MMR	CBS	7.1
10.1	10.9	12.1	9.1	2	KSFI 100.3	B/EZ	2	11	15	5	3	14/78	BLAIR		6.3
9.4	9.9	9.0	7.5	3	KRSP-FM 103.5	AOR	4	2	1	3	5	15/73	SELECT	ABC-R	12.5
3.4	4.0	6.0	7.4	4	KKAT 101.9	CTRY	6	10	2	1	2	11/102	BLAIR		6.2
9.5	6.2	5.8	6.5	5	KCPX 98.7	CHR	3	1	3	4	14	18/61	KATZ		10.5
3.3	3.7	7.0	4.6	6	KSOP-FM 104.3	CTRY	8	12	7	8	6	13/80	MMR		4.0
3.3	4.4	5.1	4.0	7	KISN 97.1	AC	5	4	6	9	10	22/50	MCGAVREN	CBS-R	7.2
6.8	5.5	4.2	4.0	7	KLCY 94.1	AC	7	18	4	6	8	18/60	EASTMAN	US1	4.6
4.7	3.7	4.7	3.9	9	KALL 910	AC	9	29	10	7	4	15/71	EASTMAN	ABC-I	3.3
--	0.9	2.1	3.5	10	KUTR 860	AC	17	7	8	10	7	10/104	DURPETTI		2.7
3.9	1.5	2.3	2.9	11	KLUB 570	AC	15	22	20	19	17	14/79	MCGAVREN	NBC	1.5
1.9	0.7	2.2	2.9	11	KDYL 1280	BBND	18	28	24	22	19	12/90	BLAIR	AP	2.0
1.9	1.8	2.4	2.6	13	KCGL 105.5	AOR	12	3	9	16	22	16/66	SCHWARTZ		5.6
4.2	3.6	2.7	2.3	14	KLTO 93.3	AC	10	16	12	13	13	23/47	DURPETTI		1.9
2.5	3.6	2.1	2.3	14	KZAN 97.9	CTRY	16	15	17	15	12	17/62	CHRISTAL		2.0
0.6	2.7	1.9	2.3	14	KMGR 107.5	AC	19	19	16	11	11	14/75	TORBET	TRAN	1.9
3.4	3.9	2.4	2.2	17	KBUG 1320	GOLD	11	26	13	14	15	20/54	KATZ	ABC-D	2.2
2.6	2.2	1.7	2.2	17	KDAB 101.1	AC	13	14	14	12	9	20/55	HNWH		2.0
1.4	2.9	2.8	2.0	19	KTKK 630	TALK	23	20	19	18	16	13/87		ABC-T	1.6
0.7	1.3	0.8	1.7	20	KFAM 700	B/EZ	24	13	30	27	25	13/84		UPI	0.0
--	--	--	1.4	21	KBER 106.5	AOR	21	17	11	17	20	22/49		NBC-S	1.3
2.5	1.9	1.4	1.3	22	KLRZ 94.9	AC	20	5	21	26	26	25/44	CHRISTAL		1.4
1.0	1.2	1.3	1.1	23	KRSP 1060	GOLD	22	21	26	20	18	25/43	SELECT	ABC-R	1.5
1.7	0.9	1.1	1.0	24	KSOP 1370	CTRY	25	25	27	28	23	21/52	MMR		1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Women 25-54	Men 25-54	
1 KRSP-FM	1 KCPX	1 KRSP-FM	1 KCPX	1 KSL	1 KSL	AC 37.4
2 KKAT	2 KRSP-FM	2 KKAT	2 KSL	2 KSFI	2 KKAT	AOR 11.5
3 KSL	3 KLCY-FM	3 KSL	3 KKAT	3 KKAT	3 KSFI	BM/Easy 10.8
4 KCPX	4 KISN	4 KALL	4 KSFI	4 KUTR	4 KRSP-FM	BBnd 2.9
5 KLCY-FM	5 KKAT	5 KLCY-FM	5 KRSP-FM	5 KALL	5 KALL	CHR 6.5
6 KSOP-FM	6 KUTR	6 KSOP-FM	6 KLCY-FM	6 KSOP-FM	6 KSOP-FM	Ctry 15.3
7 KISN	7 KSFI	7 KCPX	7 KUTR	7 KZAN	7 KLCY-FM	Gold 3.3
8 KBER	8 KSL	8 KSFI	8 KISN	8 KLTO	8 KDAB	N/T 2.0
9 KDAB	9 KSOP-FM	9 KISN	9 KSOP-FM	9 KLCY-FM	9 KISN	
10 KALL	10 KCGL	10 KDAB	10 KALL	10 KRSP-FM	10 KMGR	

SAN ANTONIO #37

SPRING '85	FALL '85	SPRING '86	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
9.6	9.3	9.9	1	KTFM 102.7	CHR	1	3	2	1	1	13/87	BLAIR	
8.5	9.8	8.9	2	KQXT 101.9	B/EZ	3	22	12	8	6	9/118	SELECT	
7.0	6.8	8.5	3	KISS 99.5	AOR	2	2	1	2	10	10/111	KATZ	ABC-R
5.8	6.2	6.1	4	KBUC-AF 1310 107.5	CTRY	8	15	11	6	5	11/95	EASTMAN	
5.0	7.0	5.8	5	KCOR 1350	SPAN	11	6	16	11	7	10/111	KATZ	
5.2	5.9	5.4	6	KAJA 97.3	CTRY	5	10	4	3	4	13/81	HNWH	
4.4	4.2	5.2	7	KONO 860	AC	6	11	6	5	2	14/80	MMR	NBC
4.3	3.6	5.1	8	KITY 92.9	CHR	4	1	7	9	15	16/68	MMR	ABC-F
5.3	4.7	4.7	9	KSMG 105.3	AC	7	18	3	4	3	15/74	MCGAVREN	
4.4	3.2	4.3	10	KEDA 1540	SPAN	17	19	19	12	9	9/115	SELECT	
4.5	5.8	3.8	11	WOAI 1200	N/T	10	21	17	17	11	16/68	HNWH	CBS
1.7	2.4	3.2	12	KESI 106.7	AOR	14	20	8	7	8	14/77	MASLA	
5.8	3.7	3.2	12	KKYX 680	CTRY	15	16	20	19	14	13/82	CHRISTAL	ABC-D
3.1	3.4	3.1	14	KSAQ 96.1	CHR	9	4	9	13	17	19/56	REPUBLIC	MBS
3.2	3.1	2.7	15	KZEP 104.5	AOR	16	14	5	9	16	15/71	TORBET	NBC
4.4	2.9	2.7	15	KTSA 550	AC	12	8	14	16	12	21/52	BLAIR	
0.3	1.1	2.4	17	KXET 1250	SPAN	19	13	10	15	19	12/94	LOTUS	
4.6	3.1	2.3	18	KLLS 100.3	AC	13	9	13	14	13	22/49	CHRISTAL	UPI
--	1.8	2.0	19	KRNN 930	N/T	20	25	25	23	21	12/94	REPUBLIC	ABC-I
2.2	2.0	1.9	20	KSJL 760	CHR	18	5	15	20	22	16/66	W&P	CBS-R
2.2	2.1	1.9	20	KAPE 1480	B/U	22	7	18	18	18	9/124	MASLA	CBS
0.6	0.9	1.4	22	KGNB 1420	BBND	25	26	24	24	24	6/191	MILAM	ABC-I
1.0	2.3	1.2	23	KBUC 1310	CTRY	21	23	21	21	20	15/72	EASTMAN	

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 KONO	1 KTFM
2 KTFM	2 KAJA	2 KTFM	2 KAJA	2 KTFM	2 KSMG
3 KSMG	3 KISS	3 KSMG	3 KSMG	3 KAJA	3 KONO
4 KZEP	4 KSMG	4 KONO	4 KONO	4 KSMG	4 KAJA
5 KAJA	5 KITY	5 KAJA	5 KISS	5 KESI	5 KCOR
6 KONO	6 KONO	6 KZEP	6 KITY	6 KISS	6 KQXT
7 KESI	7 KESI	7 KESI	7 KESI	7 KQXT	7 KBUC-FM
8 KXET	8 KSAQ	8 KQXT	8 KQXT	8 KEDA	8 KESI
9 KITY	9 KZEP	9 WOAI	9 KSAQ	9 WOAI	9 KEDA
10 KSAQ	10 KLLS	10 KBUC-FM	10 KLLS	10 KBUC-FM	10 KTSA

FORMAT REACH

AC	14.9
AOR	14.4
BBnd	1.4
Bik/Urbn	1.9
BM/Easy	8.9
CHR	20.0
Ctry	15.9
N/T	5.8
Span	12.5

SAN DIEGO #20

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.2	9.5	6.4	4.8	9.0	1	KFMB 760	AC	1	6	5	4	1	14/76	MCGAVREN	CBS	5.3
7.8	8.0	9.4	9.7	8.2	2	KJQY 103.7	B/EZ	3	27	15	9	4	11/97	BLAIR		5.1
5.5	5.2	6.1	6.6	7.0	3	KSDO 1130	N/T	7	19	16	13	6	12/90	HNWH	ABC-I	5.7
6.2	5.9	7.6	5.9	6.8	4	KFMB-FM 100.7	AC	2	5	3	1	2	18/59	MCGAVREN		6.0
6.1	6.1	4.5	5.5	6.6	5	XTRA-FM 91.1	AOR	5	2	1	3	11	13/82	MMR		6.8
8.6	9.3	7.8	5.9	6.6	5	KGB 101.5	AOR	6	4	2	2	3	13/84	KATZ		9.2
4.0	3.3	4.5	5.7	4.9	7	XHRM 92.5	B/U	9	3	4	5	12	12/89	W&P	SHRDN	9.7
5.4	6.3	4.8	4.3	4.8	8	KSDO-FM 102.9	CHR	4	1	7	10	14	19/58	HNWH		6.2
2.8	3.2	4.5	3.3	3.9	9	KSON-FM 97.3	CTRY	8	8	12	11	7	16/70	BLAIR		4.6
3.2	3.2	4.8	5.1	3.5	10	KPQP 1360	BBND	15	26	26	20	17	13/85	KATZ	NBC	2.7
2.3	1.9	2.1	3.7	3.1	11	KWLT 94.9	AC	11	11	6	6	10	16/67	CHRISTAL		3.7
2.2	2.8	2.6	3.1	3.1	11	KYXY 96.5	AC	10	14	13	12	9	18/60	TORBET		1.9
3.7	3.3	3.0	3.7	3.1	11	KIFM 98.1	AC	13	23	8	8	8	16/69	CBS SPOT	CBS-R	2.5
2.7	2.5	2.9	3.1	2.9	14	XTRA 690	GOLD	12	13	9	7	5	17/63	MMR		3.3
1.7	1.6	3.0	2.7	2.8	15	KCBQ-FM 105.3	CTRY	17	15	14	15	13	14/77	TORBET		3.1
3.6	2.8	2.6	3.0	2.4	16	KFSD 94.1	CLAS	16	25	24	17	15	17/65	CHRISTAL		1.6
4.0	2.8	3.5	3.0	2.3	17	KLZZ-FM 106.5	AC	14	7	10	14	16	20/53	EASTMAN		2.5
1.6	2.4	1.6	2.1	1.6	18	KNX 1070	NEWS	18	17	27	26	22	23/47	CBS SPOT	CBS	1.6
1.4	0.9	1.3	1.3	1.6	18	KCBQ 1170	CTRY	19	9	19	19	18	20/53	TORBET		2.1
1.7	2.5	2.7	1.8	1.4	20	XHIT 90.3	AOR	20	20	11	16	20	21/51	CBS SPOT		2.7
0.8	0.9	0.9	1.0	1.3	21	KSON 1240	CTRY	21	21	21	21	21	22/48	BLAIR	MBS	.5
1.3	1.4	1.1	1.5	1.0	22	KGMG 102.1	AC	22	12	18	18	19	23/48	SELECT	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 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KFMB	1 KFMB	AC 28.4
2 XTRA-FM	2 XTRA-FM	2 XTRA-FM	2 KFMB	2 KGB	2 KFMB-FM	AOR 14.6
3 KFMB-FM	3 KWLT	3 KFMB	3 XTRA-FM	3 KSDO	3 KJQY	BBnd 3.5
4 XHRM	4 KSDO-FM	4 KFMB-FM	4 KWLT	4 KFMB-FM	4 KYXY	Bik/Urbn 4.9
5 KFMB	5 XHRM	5 XHRM	5 XHRM	5 XTRA-FM	5 KSON-FM	BM/Easy 8.2
6 XHITZ	6 KLZZ-FM	6 KSDO	6 KSDO-FM	6 XTRA	6 KIFM	CHR 4.8
7 XTRA	7 KIFM	7 XTRA	7 KSON-FM	7 KJQY	7 XTRA	Clas 2.4
8 KIFM	8 KFMB	8 KIFM	8 KJQY	8 KIFM	8 KWLT	Ctry 8.0
9 KSDO	9 KGB	9 KWLT	9 KYXY	9 KSON-FM	9 KCBQ-FM	Gold 2.9
10 KSDO-FM	10 KSON-FM	10 KJQY	10 KIFM	10 XHRM	10 XHRM	N/T 8.6

SAN FRANCISCO #4

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	12+ AQH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.8	9.0	7.6	7.2	1	KGO 810	N/T	1	21	14	2	1	14/77	BLAIR	ABC-I	8.6
5.2	4.8	6.2	6.6	6.8	2	KCBS 740	N/T	2	29	13	9	2	14/76	CBS SPOT	CBS	4.0
3.4	3.7	2.4	2.9	4.9	3	KNBR 680	MISC	3	24	11	4	3	16/67	MCGAVREN	NBC	3.1
4.4	3.8	4.5	4.6	4.4	4	KSOL 107.1	B/U	6	1	1	1	11	14/77	MASLA	AP	6.5
3.5	3.4	3.6	4.2	3.7	5	KABL-FM 98.1	B/EZ	11	27	35	23	12	13/82	CHRISTAL		2.6
2.7	3.4	3.0	3.3	3.0	6	KMEL 106.1	CHR	5	2	4	11	20	21/50	CHRISTAL		5.1
3.8	3.9	3.4	3.2	2.9	7	KYUU 99.7	AC	4	6	3	6	9	22/49	MCGAVREN		4.8
2.7	2.6	3.0	3.2	2.9	7	KBLX 102.9	AA	14	20	6	5	4	14/77	HNWH	SHRDN	4.4
2.7	3.0	2.3	2.4	2.8	9	KFOG 104.5	AOR	12	22	2	3	8	15/71	SELECT	NBC-S	3.2
3.2	3.2	4.1	3.0	2.8	9	KSAN 94.9	CTRY	13	12	20	10	7	15/72	KATZ		3.0
2.8	2.5	2.5	2.8	2.7	11	KOIT-FM 96.5	AC	10	34	10	8	5	18/60	TORBET		2.8
3.3	4.0	3.5	2.7	2.5	12	KIOI 101.3	AC	7	11	7	7	6	23/47	MMR		2.7
1.9	1.9	2.2	2.8	2.4	13	KLOK-FM 103.7	AC	9	5	8	13	14	21/52	DURPETTI		2.7
2.0	2.7	2.8	2.0	2.3	14	KBAY 100.3	B/EZ	23	25	32	28	23	12/92	MMR		.9
2.1	2.2	2.5	2.2	2.1	15	KRQR 97.3	AOR	20	8	5	12	13	14/77	CBS SPOT	CBS	3.6
2.1	2.9	1.8	1.7	2.1	15	KSFO 560	AC	16	37	27	25	18	19/58	EASTMAN	UPI	1.2
3.1	2.8	2.0	2.0	2.0	17	KABL 960	B/EZ	24	42	44	35	26	13/81	CHRISTAL		1.3
2.8	2.2	2.3	2.0	2.0	17	KNEW 910	CTRY	19	32	29	20	16	16/70	KATZ		1.9
2.5	2.7	2.2	1.7	1.9	19	KITS 105.3	CHR	8	4	12	16	22	26/41	REPUBLIC		2.3
1.7	2.2	2.1	2.0	1.8	20	KWSS 94.5	CHR	17	3	15	21	27	20/54	MCGAVREN		3.3
--	--	--	--	1.8	20	KOFY 1050	GOLD	30	30	24	14	10	9/116			---
1.9	1.8	1.5	2.0	1.8	20	KKHI-AF 1550 95.7	CLAS	18	43	42	36	29	18/61	HNWH		1.5

Continued on Page 156

Stronger Than Ever

KSOL 107.7 FM

The Bay Area's Best

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

*Source: San Francisco Arbitron, Spring '86, Average persons M.S.A. Monday - Sunday 6am - 12 midnight

SAN JOSE #28

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	8.3	7.5	8.4	1	KGO 810	N/T	2	16	6	3	1	14/79	BLAIR	ABC-I	8.0
5.6	6.7	5.6	6.1	2	KBAY 100.3	B/EZ	6	15	20	14	10	11/98	MMR		3.0
4.2	5.3	5.4	6.0	3	KCBS 740	N/T	3	26	19	11	2	14/75	CBS SPOT	CBS	4.2
4.5	6.1	6.1	5.9	4	KWSS 94.5	CHR	1	1	2	1	3	20/53	MCGAVREN		9.4
5.3	3.0	3.9	4.0	5	KOME 3.5	AOR	5	7	1	2	6	17/62	TORBET	ABC-R	6.3
3.0	2.1	2.4	3.6	6	KNBR 680	MISC	10	33	13	10	5	17/63	MCGAVREN	NBC	2.1
4.1	4.3	3.9	3.6	6	KYUU 99.7	AC	4	9	4	4	13	22/50	MCGAVREN		5.6
3.7	3.6	5.2	3.5	8	KSOL 107.7	B/U	9	2	7	13	29	18/60	MASLA	AP	7.0
2.3	3.2	3.6	3.3	9	KSJO 92.3	AOR	11	10	3	5	16	19/56	KATZ		5.1
1.0	1.3	1.1	3.3	9	KBRG 104.9	SPAN	26	3	8	8	7	7/147	WALLACE		.6
2.8	2.9	4.7	3.2	11	KLZE 97.7	B/EZ	21	39	31	21	11	12/94	REPUBLIC		2.3
3.4	3.1	2.9	3.0	12	KLOK 1170	AC	8	8	14	12	8	21/51	DURPETTI		1.6
2.0	1.8	1.6	2.6	13	KFOG 104.5	AOR	20	18	5	6	14	15/71	SELECT	NBC-S	2.3
3.9	3.4	2.5	2.6	13	KARA 105.7	AC	7	37	12	9	4	26/42	SELECT		2.6
2.6	2.0	2.5	2.6	13	KEZR 106.5	AC	12	13	9	7	9	24/45	CHRISTAL		2.4
2.0	2.7	1.8	2.2	16	KEEN 1370	CTRY	25	19	26	25	17	14/79	MMR	UPI	2.5
4.3	3.2	2.6	2.1	17	KIOI 101.3	AC	13	17	15	16	12	29/37	MMR		2.1
1.3	2.3	2.5	1.9	18	KBLX 102.9	AA	24	25	10	15	15	17/65	HNWH	SHRDN	2.9
2.6	1.9	2.2	1.9	18	KLIV 1590	BBND	22	41	34	31	27	19/56	SELECT		1.6
--	1.9	2.4	1.8	20	KATD 95.3	CHR	15	6	11	20	30	28/39			.2
3.6	3.1	2.5	1.8	20	KSAN 94.9	CTRY	19	14	24	19	20	23/47	KATZ		4.2
--	--	0.5	1.8	20	KOFY 1050	GOLD	36	22	23	17	19	8/140			---
0.9	1.2	1.8	1.8	20	KMEL 106.1	CHR	14	5	16	22	26	32/34	CHRISTAL		1.9
2.0	2.7	2.3	1.7	24	KOIT-FM 96.5	AC	16	35	17	18	18	28/39	TORBET		1.1
1.4	0.7	0.7	1.6	25	KSFO 569	AC	31	38	29	29	28	13/82	EASTMAN	UPI	.6
0.6	1.2	0.9	1.4	26	KKHI-AF 1550 95.5	CLAS	23	29	33	30	21	20/53	HNWH		.3
1.5	1.8	1.5	1.4	26	KITS 105.3	CHR	17	4	18	24	31	32/34	REPUBLIC		1.2

Continued on Page 154

RIVERSIDE-SAN BERNARDINO #38

Continued from Page 145

SPRING '85	FALL '85	SPRING '86	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
0.7	1.5	1.1	27	KDIG 1240	CTRY	31	24	37	32	29	14/78	SELECT	
0.6	0.9	1.1	27	KKGO 105.1	JAZZ	30	22	17	25	22	15/72	W&P	AP
1.2	1.4	1.1	27	KLAC 570	CTRY	25	15	30	30	23	18/61	EASTMAN	ABC-D
0.6	1.3	1.0	30	KRLA 1110	GOLD	29	31	18	18	14	27/63	MMR	
0.8	1.1	1.0	30	KFAC-FM 92.3	CLAS	27	17	38	34	33	17/61	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 KLOS	1 KIIS-FM	1 KLOS	1 KGGI	1 KRTH-FM	1 KGGI	21.3
2 KGGI	2 KGGI	2 KRTH-FM	2 KIIS-FM	2 KIIS-FM	2 KIIS-FM	14.0
3 KMET	3 KQLH	3 KGGI	3 KOST	3 KGGI	3 KDUO	5.1
4 KIIS-FM	4 KLOS	4 KIIS-FM	4 KQLH	4 KFI	4 KQLH	2.0
5 KRTH-FM	5 KOST	5 KMET	5 KFI	5 KMET	5 KOST	13.3
6 KOLA	6 KRTH-FM	6 KFI	6 KLOS	6 KLOS	6 KFI	4.9
7 KFI	7 KCAL	7 KOLA	7 KDUO	7 KDUO	7 KCAL	1.0
8 KCAL-FM	8 KFI	8 KRLA	8 KRTH-FM	8 KRLA	8 KRTH-FM	6.6
9 KROQ	9 KOLA	9 KOST	9 KCAL	9 KOST	9 KBIG	7.3
10 KOST	10 KKHR	10 KCAL-FM	10 KBIG	10 KLAC	10 KLOS	1.1
						4.6
						2.4

SAN JOSE #28

Continued from Page 153

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
1.7	2.2	1.4	1.3	28	KNTA 1430	SPAN	30	12	22	28	25	18/60	LOTUS		1.7
1.9	1.4	1.9	1.2	29	KLOK-FM 103.7	AC	18	11	21	26	24	34/32	DURPETTI		1.7
1.2	1.2	2.1	1.1	30	KABL-FM 98.4	B/EZ	29	24	41	42	37	22/49	CHRISTAL		.8
1.8	1.6	1.8	1.3	31	KDFC-AF 1220 102.1	CLAS	27	34	32	23	22	22/50	CMBS		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA
1 KOME	1 KWSS	1 KOME	1 KWSS	1 KGO	1 KGO	1.9
2 KSJO	2 KBRG	2 KGO	2 KBRG	2 KNBR	2 KCBS	18.4
3 KGO	3 KYUU	3 KSJO	3 KYUU	3 KOME	3 KWSS	9.9
4 KWSS	4 KBLX	4 KNBR	4 KLOK	4 KARA	4 KLOK	1.9
5 KYUU	5 KSJO	5 KYUU	5 KEZR	5 KCBS	5 KBRG	1.6
6 KFOG	6 KFOG	6 KFOG	6 KGO	6 KFOG	6 KBAY	10.4
7 KNBR	7 KEZR	7 KWSS	7 KCBS	7 KWSS	7 KEZR	10.9
8 KSOL	8 KOME	8 KARA	8 KBLX	8 KYUU	8 KARA	2.7
9 KEZR	9 KLOK	9 KOFY	9 KBAY	9 KEZR	9 KIOI	4.0
10 KARA	10 KSOL	10 KEZR	10 KIOI	10 KSJO	10 KBLX	1.8
						3.6
						14.4
						4.6

SEATTLE-TACOMA #17

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
10.2	10.1	10.9	9.2	10.7	1	KIRO 710	N/T	1	7	5	2	1	14/77	CBS SPOT	CBS	9.7
6.1	7.3	6.2	4.7	7.5	2	KISW 99.9	AOR	3	2	1	1	9	12/90	MCGAVREN		12.5
5.9	6.3	8.3	7.3	5.8	3	KOMO 1000	AC	2	13	16	9	3	16/68	KATZ	ABC-I	5.0
4.0	4.3	4.5	3.4	5.1	4	KMPS-FM 94.1	CTRY	7	9	11	6	2	11/100	MCGAVREN	UPI	4.0
7.5	6.9	6.8	6.9	5.0	5	KUBE 93.3	CHR	4	3	2	3	7	17/64	MMR		6.7
5.0	4.8	5.1	6.6	5.0	5	KBRD 103.7	B/EZ	6	15	27	15	12	11/96	REPUBLIC		3.3
3.5	5.1	5.0	4.5	4.6	7	KIXI 880	BBND	11	17	29	28	21	11/96	CHRISTAL		4.0
5.3	4.5	5.0	5.4	4.2	8	KSEA 100.7	B/EZ	10	28	23	16	10	12/88	CBS SPOT		2.9
3.9	4.7	3.8	3.4	4.0	9	KPLZ 101.5	CHR	5	1	10	13	26	19/57	DURPETTI		4.3
2.2	2.3	1.8	1.9	3.5	10	KVI 570	GOLD	15	31	6	4	4	13/85	DURPETTI	MBS	2.5
2.2	1.6	1.9	2.6	3.4	11	KEZX 98.9	AOR	16	26	3	5	5	13/85	EASTMAN	ABC-E	2.1
4.1	2.9	4.4	4.4	3.4	11	KLSY-FM 92.5	AC	8	6	7	7	8	16/66	BLAIR	CBS-R	3.7
2.0	2.5	3.6	3.3	3.2	13	KMGI 107.7	AC	13	12	4	8	6	16/70	REPUBLIC		3.0
3.4	2.5	3.9	4.1	3.0	14	KING-FM 98.1	CLAS	12	18	20	14	11	17/65	BLAIR		2.1
3.3	3.8	2.8	3.2	2.9	15	KRPM-FM 106.1	CTRY	21	19	12	11	13	10/106	TORBET		3.1
3.8	3.1	3.3	2.7	2.7	16	KNBQ 97.3	CHR	14	5	9	12	15	19/58	CHRISTAL		4.5
2.3	2.6	2.2	2.4	2.3	17	KZOK 102.5	AOR	9	10	8	10	14	23/47	HNWH	NBC-S	2.5
1.9	1.8	1.4	2.1	2.2	18	KING 1090	N/T	17	30	25	23	19	19/56	BLAIR	NBC	2.3
3.2	2.4	1.9	1.5	1.9	19	KMPS 1300	CTRY	23	27	21	19	18	13/82	MCGAVREN	UPI	2.2
1.6	2.6	1.6	1.8	1.7	20	KCMS 105.3	REL	22	11	13	17	17	15/70	SPOT SALES	AP	1.3
0.9	1.9	1.0	1.0	1.6	21	KHIT 106.9	CHR	19	4	17	24	30	20/55	W&P		2.3
2.5	1.8	1.9	1.8	1.5	22	KJR 950	AC	18	23	18	18	16	27/40	EASTMAN		1.8
--	--	--	--	1.2	23	KLTX 95.7	AC	20	20	24	20	20	26/42	CHRISTAL		1.0
1.4	1.3	0.7	1.0	1.1	24	KCIS 630	REL	26	21	26	26	25	17/63		AP	.7
1.2	0.9	1.2	0.7	1.1	24	KQKT 96.5	AC	24	16	14	22	24	22/50	BLAIR/RAR		.5
1.2	1.6	1.0	1.6	1.0	26	KKFX 1250	B/U	25	8	19	25	22	20/55	ROSLIN	BLAIR	1.9
0.6	0.6	0.8	0.6	1.0	26	KJET 1590	AOR	27	14	15	21	23	16/69	HNWH	NBC-S	.5

Continued on Page 156

SAN FRANCISCO #4

Continued from Page 152

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	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
1.0	1.2	1.3	1.5	1.6	23	KYA 93.3	GOLD	21	19	19	15	15	19/58	EASTMAN	UPI	.8
1.8	2.6	1.2	1.4	1.6	23	KOME 98.5	AOR	22	7	9	17	25	18/60	TORBET	ABC-R	2.6
1.9	1.5	1.7	1.7	1.6	23	KFRC 610	CHR	15	17	16	18	17	26/42	REPUBLIC	US1	1.5
2.0	0.4	0.7	1.1	1.3	26	KKCY 98.9	AOR	33	40	17	19	19	12/87	EASTMAN		1.1
1.8	1.2	1.5	1.7	1.3	26	KDFC-AF 1220 102.1	CLAS	25	48	21	22	21	19/57	CMBS		.5
0.8	1.3	1.1	1.1	1.1	28	KSJO 92.3	AOR	27	13	18	24	32	20/54	KATZ		1.7
0.5	0.9	0.5	0.7	1.0	29	KBRG 104.9	SPAN	40	10	23	27	31	9/117	WALLACE		---
0.8	1.0	0.8	0.9	1.0	29	KLIV 1590	BBND	34	44	47	47	42	16/68	SELECT		.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KFOG	1 KSOL	1 KNBR	1 KSOL	1 KNBR	1 KGO	AA	2.9
2 KRQR	2 KYUU	2 KGO	2 KYUU	2 KGO	2 KCBS	AC	12.6
3 KSOL	3 KBLX	3 KFOG	3 KBLX	3 KCBS	3 KBLX	AOR	8.9
4 KOME	4 KFOG	4 KRQR	4 KOIT-FM	4 KBLX	4 KOIT-FM	BBnd	1.0
5 KMEL	5 KLOK-FM	5 KSOL	5 KIOI	5 KRQR	5 KIOI	Blk/Urbn	4.4
6 KNBR	6 KIOI	6 KCBS	6 KLOK-FM	6 KFOG	6 KYUU	BM/Easy	8.0
7 KIOI	7 KMEL	7 KBLX	7 KCBS	7 KOIT-FM	7 KABL-FM	CHR	8.3
8 KYUU	8 KOIT-FM	8 KSAN	8 KFOG	8 KSAN	8 KLOK-FM	Clas	3.1
9 KBLX	9 KWSS	9 KYUU	9 KMEL	9 KIOI	9 KSOL	Ctry	4.8
10 KGO	10 KITS	10 KIOI	10 KGO	10 KOFY	10 KSAN	Gold	3.4
						Misc	4.9
						N/T	14.0
						Span	1.0

SEATTLE-TACOMA #17

Continued from Page 155

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISW	1 KUBE	1 KISW	1 KLSY-FM	1 KIRO	1 KMPS-FM	AC	16.2
2 KZOK	2 KLSY-FM	2 KIRO	2 KUBE	2 KVI	2 KIRO	AOR	14.2
3 KVI	3 KISW	3 KVI	3 KMPS-FM	3 KISW	3 KLSY-FM	BBnd	4.6
4 KIRO	4 KEZX	4 KUBE	4 KISW	4 KOMO	4 KEZX	Blk/Urbn	1.0
5 KUBE	5 KMGI	5 KZOK	5 KEZX	5 KEZX	5 KOMO	BM/Easy	9.2
6 KEZX	6 KNBQ	6 KEZX	6 KMGI	6 KMGI	6 KMGI	CHR	13.3
7 KMGI	7 KPLZ	7 KMGI	7 KIRO	7 KUBE	7 KUBE	Clas	3.0
8 KPLZ	8 KMPS-FM	8 KOMO	8 KNBQ	8 KMPS-FM	8 KING	Ctry	9.9
9 KNBQ	9 KIRO	9 KRPM-FM	9 KOMO	9 KRPM-FM	9 KBRD	Gold	3.5
10 KRPM-FM	10 KVI	10 KMPS-FM	10 KING-FM	10 KZOK	10 KSEA	N/T	12.9
						Rel	2.8

TAMPA-ST. PETERSBURG #22

SPRING '85	FALL '85	WINTER '86	SPRING '86	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
12.4	12.2	12.5	14.8	1	WRBQ-FM 104.7	CHR	1	1	1	1	1	10/105	EASTMAN	ABC-F
14.5	11.7	13.0	10.6	2	WWBA 107.3	B/EZ	2	16	15	12	10	9/119	REPUBLIC	
7.0	8.2	7.9	8.5	3	WQYK 99.5	CTRY	3	11	6	5	2	9/117	KATZ	
--	--	--	5.7	4	WUSA 100.7	AC	4	9	4	2	3	13/84	MCGAVREN	
6.7	6.3	5.5	5.2	5	WYNF 94.9	AOR	5	2	2	3	7	13/86	CBS SPOT	ABC-R
4.9	4.8	4.5	5.0	6	WKRL 97.9	AOR	6	3	3	4	4	12/89	CHRISTAL	NBC-S
5.7	5.1	4.5	4.7	7	WDAE 1250	BBND	10	24	16	16	14	10/106	MCGAVREN	ABC-I
3.4	3.3	3.6	4.1	8	WFLA 970	N/T	7	18	19	14	12	14/75	BLAIR	NBC
3.1	3.7	3.9	3.9	9	WGUL 105.5	BBND	16	21	27	23	17	6/179	MASLA	MBS
1.4	2.1	3.0	3.9	9	WPDS 93.3	AC	8	7	7	7	6	14/75	BLAIR	
2.6	3.8	3.4	3.6	11	WNLT 95.7	AC	9	8	5	6	5	14/80	MMR	
5.3	5.8	4.9	3.6	11	WSUN 620	CTRY	11	10	12	9	8	13/83	CBS SPOT	ABC-E
3.0	2.9	1.7	2.7	13	WPLP 570	TALK	14	22	20	22	19	9/116	KATZ	CBS
2.5	1.9	2.0	2.5	14	WTMP 1150	B/U	13	4	8	8	9	12/94	HNWH	SHRON
1.9	1.8	2.8	2.2	15	WDUV 103.3	B/EZ	12	20	22	24	25	16/70	SELECT	MBS
1.5	1.0	1.8	1.5	16	WHBO 1040	GOLD	19	13	10	11	11	11/100	MMR	
1.3	1.1	1.7	1.3	17	WHVE 102.5	AC	15	19	9	10	13	18/60	MASLA	CBS-R
--	--	0.6	1.2	18	WXCR 92.1	CLAS	17	17	17	18	16	15/73	CMBS	UPI
0.6	1.6	2.1	1.0	19	WRXB 1590	B/U	20	5	11	15	18	13/82	LAZAR	NBN
1.9	0.9	1.3	1.0	19	WLFF 680	BBND	21	25	25	19	20	12/89	CHRISTAL	

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 WRBQ-FM
2 WYNF	2 WUSA	2 WKRL	2 WUSA	2 WKRL	2 WQYK
3 WKRL	3 WYNF	3 WYNF	3 WQYK	3 WQYK	3 WUSA
4 WUSA	4 WNLT	4 WUSA	4 WPDS	4 WUSA	4 WPDS
5 WNLT	5 WQYK	5 WQYK	5 WNLT	5 WNLT	5 WNLT
6 WTMP	6 WKRL	6 WNLT	6 WYNF	6 WPDS	6 WSUN
7 WQYK	7 WPDS	7 WPDS	7 WKRL	7 WYNF	7 WWBA
8 WPDS	8 WTMP	8 WTMP	8 WSUN	8 WHBO	8 WTMP
9 WAVE	9 WAVE	9 WHBO	9 WTMP	9 WTMP	9 WYNF
10 WRXB	10 WHBO	10 WAVE	10 WWBA	10 WSUN	10 WDAE

FORMAT REACH

AC	14.5
AOR	10.2
BBnd	9.6
Blk/Urbn	3.5
BM/Easy	12.8
CHR	14.8
Clas	1.2
Ctry	12.1
Gold	1.5
N/T	6.8

WASHINGTON #9

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.1	7.5	7.0	6.6	7.6	1	1	WKYS 93.9	B/U	2	4	1	1	1	11/98	EASTMAN	NBC	12.5
9.0	8.6	8.0	7.2	7.3	2	2	WGAY 99.5	B/EZ	4	21	13	9	4	11/96	MMR		6.0
6.4	6.7	7.1	6.6	6.8	3	3	WMAL 630	AC	5	11	17	12	7	12/94	MCGAVREN	ABC-I	5.1
4.6	4.1	3.5	5.0	6.8	3	3	WMZQ-FM 98.7	CTRY	10	10	8	3	2	10/106	CHRISTAL		5.9
5.6	7.8	8.6	6.7	6.1	5	5	WHUR 96.3	B/U	3	8	4	2	3	14/79	DURPETTI		7.5
3.1	2.7	1.9	4.1	5.3	6	6	WCXR 105.9	GOLD	8	7	2	4	5	14/78	SELECT		6.7
4.8	3.9	4.0	4.1	4.7	7	7	WAVA 105.1	CHR	7	1	5	7	11	16/68	HNWH	ABC-R	5.5
6.8	6.5	6.5	5.0	4.4	8	8	WWDC-FM 101.1	AOR	9	6	3	5	8	16/66	CHRISTAL	US1	6.6
3.9	4.0	4.5	4.7	4.3	9	9	WTOP 1510	NEWS	1	15	15	13	9	20/53	HNWH	CBS	3.8
2.8	3.1	3.8	3.8	3.9	10	10	WDJY 100.3	B/U	12	3	7	8	12	15/72	MASLA	AP	4.2
3.9	3.9	4.0	4.3	3.8	11	11	WLTT 94.7	AC	11	17	6	6	6	18/61	CBS SPOT		2.2
5.7	5.7	4.3	4.4	3.5	12	12	WRQX 107.3	CHR	6	5	9	10	14	22/49	BLAIR	ABC-C	5.0
2.4	1.9	2.1	2.7	3.1	13	13	WWRC 980	BBND	17	26	21	21	18	12/93	MMR	NBC	1.7
3.2	2.1	2.7	3.6	3.1	13	13	WGMS-AF 570 103.5	CLAS	15	31	19	16	13	14/75	REPUBLIC	MBS	2.2
3.8	3.8	3.4	3.1	2.7	15	15	WPGC & WCLY 1580 95.5	AC	14	13	10	11	11	17/65	TORBET		2.2
1.4	2.1	2.4	2.4	2.3	16	16	WBMW 106.7	CHR	13	2	12	17	21	25/44	BLAIR		3.5
3.1	3.0	2.7	1.7	1.7	17	17	WASH 97.1	AC	16	16	14	14	15	22/50	KATZ	US1	1.0
2.0	2.3	2.7	2.1	1.6	18	18	WXTR 104.1	GOLD	18	20	16	15	16	22/49	MASLA		1.6
1.2	1.1	1.5	1.6	1.5	19	19	WTKS 102.3	AC	19	28	18	18	17	16/66	HNWH		1.3
1.0	1.1	1.8	1.3	1.3	20	20	WHFS 99.1	AOR	20	14	11	19	20	15/73	MASLA	MBS	1.1
1.7	1.1	1.0	1.2	1.0	21	21	WYCB 1340	REL	22	22	23	20	19	17/64		SHRDN	1.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WWDC-FM	1 WKYS	1 WMZQ-FM	1 WKYS	1 WMZQ-FM	1 WKYS	AC	16.5
2 WCXR	2 WHUR	2 WWDC-FM	2 WHUR	2 WHUR	2 WHUR	AOR	5.7
3 WKYS	3 WCXR	3 WCXR	3 WMZQ-FM	3 WGAY	3 WMZQ-FM	BBnd	3.1
4 WDJY	4 WAVA	4 WKYS	4 WCXR	4 WCXR	4 WMAL	Blk/Urbn	17.6
5 WAVA	5 WLTT	5 WHUR	5 WLTT	5 WWDC-FM	5 WGAY	BM/Easy	7.3
6 WMZQ-FM	6 WMZQ-FM	6 WAVA	6 WAVA	6 WKYS	6 WCXR	CHR	10.5
7 WHUR	7 WRQX	7 WLTT	7 WRQX	7 WLTT	7 WLTT	Clas	3.1
8 WLTT	8 WDJY	8 WGAY	8 WCLY	8 WTOP	8 WCLY	Ctry	6.8
9 WHFS	9 WCLY	9 WDJY	9 WDJY	9 WMAL	9 WAVA	Gold	6.9
10 WRQX	10 WWDC-FM	10 WTOP	10 WGAY	10 WAVA	10 WASH	N/T	4.3
						Rel	1.0

AKRON #62

SPRING '85	FALL '85	SPRING '86	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
9.9	9.9	12.3	1	WMMS 100.7	CHR	1	2	1	1	1	12/91	KATZ	NBC-S
9.5	7.9	9.0	2	WKDD 96.5	CHR	2	1	3	2	2	16/68	KATZ	
10.3	11.5	8.9	3	WAKR 1590	AC	3	13	10	6	4	14/80	MCGAVREN	MBS
6.4	6.7	6.3	4	WONE-FM 97.5	AOR	6	10	2	3	3	12/91	MCGAVREN	
5.3	6.4	6.1	5	WNIR 100.1	TALK	8	11	11	8	8	11/96	KATZ	CBS
3.4	4.3	4.9	6	WMJI 105.7	AC	4	5	5	4	5	19/57	EASTMAN	
5.6	3.9	4.7	7	WDBN 94.9	B/EZ	11	20	23	19	11	9/117		
4.7	4.2	4.5	8	WLTF 106.5	AC	7	9	4	5	7	16/67	CHRISTAL	AP
3.2	4.2	4.2	9	WGAR-FM 99.5	CTRY	10	12	7	7	6	12/91	BLAIR	ABC-E
2.0	3.2	3.5	10	WWWE 1100	AC	9	26	12	12	9	17/63	MCGAVREN	ABC-I

ALBANY-SCHENECTADY-TROY #51

SPRING '85	FALL '85	SPRING '86	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
11.6	11.0	9.6	1	WGY 810	AC	1	4	8	5	2	16/68	CHRISTAL	NBC	11.1
9.5	9.7	9.6	1	WPYX 106.5	AOR	3	3	1	1	3	14/77	MCGAVREN	ABC-R	15.7
9.3	7.7	9.4	3	WGFM 99.5	CHR	2	1	2	2	4	16/68	CHRISTAL	NBC-S	9.6
8.4	9.8	8.4	4	WROW-FM 95.5	B/EZ	6	12	11	10	8	10/107	CHRISTAL	ABC-I	5.8
5.4	5.9	7.7	5	WFLY 92.3	CHR	4	2	4	4	7	17/65	MMR		9.0
5.7	6.5	7.5	6	WWOM 100.9	AC	5	7	3	3	1	13/86	BLAIR	US1	6.1
6.8	8.1	6.6	7	WQBK 1300	TALK	10	22	16	12	12	9/119	HNWH	CBS	5.7
5.5	3.9	4.3	8	WQBK-FM 103.9	AOR	8	5	5	6	6	15/75	HNWH	CBS-R	3.9
4.8	4.2	4.2	9	WGNA 107.7	CTRY	11	10	7	8	5	13/82	TORBET	ABC-E	4.4
3.3	4.1	3.9	10	WROW 590	AC	7	8	12	11	11	17/62	CHRISTAL	ABC-I	3.0
3.5	2.6	3.9	10	WPTR 1540	CTRY	12	16	9	9	10	14/78	MMR	ABC-C	3.0

ALBUQUERQUE #82

SPRING '85	FALL '85	SPRING '86	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
16.7	11.1	13.6	1	KOB-FM 93.3	AC	1	7	1	1	1	11/95	CHRISTAL	
14.2	12.6	13.4	2	KOB 770	AC	2	21	5	2	2	11/97	CHRISTAL	ABC-I
10.2	7.9	7.4	3	KFMG 107.9	AOR	4	3	2	3	4	13/83	HNWH	ABC-C
9.5	9.4	7.3	4	KNMQ 105.9	CHR	3	1	4	6	13	16/68	HNWH	ABC-C
6.9	7.1	7.0	5	KRST 92.3	CTRY	5	2	6	4	3	12/91	MCGAVREN	
5.6	6.8	5.8	6	KKJY 100.3	B/EZ	6	13	11	7	5	14/79	TORBET	
3.8	3.9	4.1	7	KRKE-FM 94.1	AOR	7	6	3	5	6	16/69	EASTMAN	NBC-S
3.7	3.1	3.8	8	KDEF 1150	BBND	14	16	22	18	18	10/103		
2.5	2.2	3.0	9	KQEO 920	GOLD	9	9	7	8	7	16/66	KATZ	US2
3.8	3.2	3.0	9	KRZY 1450	CTRY	11	12	13	13	9	15/70	MCGAVREN	MBS
1.9	3.2	3.0	9	KHFM 96.3	CLAS	13	23	12	14	11	13/82	CMBS	

ALLENTOWN-BETHLEHEM #60

SPRING '85	FALL '85	SPRING '86	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
13.5	12.8	12.1	1	WFMZ 100.7	B/EZ	4	13	7	6	6	9/123	HNWH		9.3
11.2	12.6	11.5	2	WZZO 95.1	AOR	1	2	1	1	2	12/93	BLAIR		16.1
8.5	9.7	11.1	3	WLEV 96.1	AC	3	4	2	2	1	11/95	KATZ		10.9
10.0	9.6	9.9	4	WQQQ 99.9	CHR	2	1	3	3	3	13/81	EASTMAN		11.7
6.2	5.0	5.8	5	WAEB 790	AC	5	8	9	5	5	15/73	MCGAVREN	ABC-I	3.9
6.1	6.3	5.6	6	WAEB-FM 104.1	AC	6	5	4	4	4	14/78	MCGAVREN	ABC-I	4.9
6.3	4.7	5.1	7	WKAP 1320	BBND	7	32	13	14	12	10/111	EASTMAN	ABC-E	4.3
5.3	5.1	4.5	8	WEST 1400	BBND	8	18	23	15	8	9/121	KATZ	CBS	3.4
1.6	1.2	2.1	9	WMMR 93.3	AOR	12	10	6	8	16	14/77	KATZ	NBC-S	1.2
2.3	2.1	2.0	10	WYSP 94.1	AOR	10	9	5	7	13	17/63	TORBET	ABC-R	4.3
3.4	2.5	2.0	10	WXKW 1470	CTRY	13	6	8	9	9	13/83	REPUBLIC	NBC	3.0

AUSTIN #59

SPRING '85	FALL '85	SPRING '86	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
11.9	16.3	16.2	1	KASE 100.7	CTRY	2	5	3	1	1	10/108	KATZ		13.4
18.4	15.1	14.2	2	KHFI 98.3	CHR	1	1	2	3	5	14/80	CHRISTAL		18.7
13.6	11.6	12.1	3	KLBJ-FM 93.7	AOR	4	3	1	2	3	12/93	EASTMAN		15.3
8.3	5.5	9.7	4	KEYI 103.5	AC	3	6	4	4	2	16/66	TORBET		10.2
6.4	9.5	8.2	5	KOKE-AF 95.5 1370	AC	5	2	5	5	5	17/64	SELECT		8.6
4.5	5.8	5.7	6	KPEZ 102.3	B/EZ	7	10	8	6	6	11/98	HNWH		3.9
5.8	6.2	4.7	7	KLBJ 590	N/T	6	12	7	7	7	15/70	EASTMAN	CBS	3.4
4.5	3.7	3.0	8	KVET 1300	CTRY	8	11	14	8	8	18/59	KATZ	ABC-I	2.5
--	--	2.7	9	KELG 1440	CTRY	14	8	6	9	9	5/199		AP	---
1.2	1.0	1.4	10	KTAE 1260	CTRY	16	13	20	19	17	9/126			.4

BAKERSFIELD #89

SPRING '85	FALL '85	SPRING '86	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	
13.9	15.1	15.1	1	KKXX 107.9	CHR	1	1	1	1	2	13/85	KATZ		
13.4	11.2	13.5	2	KUZZ 550	CTRY	2	3	3	2	1	10/104	KATZ		
9.0	7.2	10.3	3	KGFM 101.5	B/EZ	4	14	7	5	4	8/128	MCGAVREN		
8.8	6.9	8.5	4	KQXR 94.1	CHR	3	2	2	3	3	14/76	HNWH	ABC-E	
3.9	4.3	5.0	5	KGEO 1230	GOLD	5	13	4	4	5	12/94	SELECT	NBC	
8.3	7.9	3.7	6	KWAC 1490	SPAN	7	11	8	9	8	11/96	LOTUS		
3.7	2.9	3.1	7	KERN 1410	N/T	8	22	16	11	12	14/80	HNWH	ABC-I	
2.4	2.1	2.9	8	KAFY 970	CTRY	9	7	10	10	11	10/106	BLAIR	ABC-D	
2.2	3.1	2.6	9	KLLY 95.3	AC	6	21	5	6	6	18/61	TORBET	AP	
1.7	1.7	2.6	9	KLYD 97.7	AC	10	4	9	7	7	11/95	TORBET	US1	

BATON ROUGE #78

SPRING '85	FALL '85	SPRING '86	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
9.6	11.1	11.8	1	WGGZ 98.1	CHR	1	1	1	1	5	15/74	KATZ	CBS-R	14.5
8.1	9.8	10.4	2	WXOK 1460	B/U	4	4	4	5	3	11/96	HNWH	NBC	5.0
12.5	10.9	10.1	3	WFMF 102.5	CHR	2	2	2	2	4	17/65	BLAIR		12.5
9.5	10.4	9.4	4	WYNK-FM 101.5	CTRY	3	10	6	4	2	14/78	TORBET	ABC-E	9.0
11.0	10.2	8.9	5	WKJN 103.3	CTRY	5	11	3	3	1	12/93	EASTMAN		9.5
9.1	6.2	6.6	6	KQXL 106.3	B/U	7	3	5	7	9	12/92	W&P	ABC-F	12.7
3.8	6.1	5.8	7	WQXY 100.7	AC	6	9	7	6	6	16/68	CHRISTAL		4.3
3.6	3.2	5.3	8	WJBO 1150	N/T	8	18	10	9	8	13/82	BLAIR	CBS	3.7
8.3	8.7	4.1	9	WTKL 1260	B/U	9	5	8	8	7	13/84	W&P		2.6
3.3	2.5	2.8	10	WXAM 910	BBND	13	12	22	21	13	8/133	CHRISTAL		1.4

BRIDGEPORT #91

SPRING '85	FALL '85	SPRING '86	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	
16.4	15.1	16.5	1	WEZN 99.9	B/EZ	2	30	7	4	2	9/118	KATZ		
13.5	19.6	16.3	2	WICC 600	AC	1	6	3	1	1	12/89	CHRISTAL	ABC-I	
12.0	8.5	9.8	3	WKCI 101.3	CHR	3	2	2	2	3	16/70	MCGAVREN		
5.7	6.5	7.0	4	WPLR 99.1	AOR	4	3	1	3	5	15/73	DURPETTI		
2.8	4.4	4.2	5	WCBS 880	NEWS	6	20	26	11	7	18/60	CBS SPOT	CBS	
4.8	3.8	4.0	6	WRKS 98.7	B/U	9	1	10	12	13	11/100	REPUBLIC	US1	
1.9	3.0	3.4	7	WEBC 107.9	GOLD	5	21	6	5	6	24/45	ROSLIN		
4.0	3.7	3.4	7	WNBC 660	AC	7	24	9	6	4	20/54	HNWH	NBC	
2.5	4.4	2.4	9	WRKI 95.1	AOR	8	9	5	8	12	21/51	KATZ	NBC-S	
--	0.3	2.2	10	WXRK 92.3	AOR	14	33	4	7	8	13/83	TORBET	ABC-R	

CANTON #100

SPRING '85	FALL '85	SPRING '86	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
16.8	20.1	14.5	1	WHBC 1480	AC	1	8	6	4	1	12/90	CHRISTAL	ABC-E
14.2	10.7	14.1	2	WHBC-FM 94.1	B/EZ	2	25	11	5	3	10/110	CHRISTAL	
6.5	6.4	9.5	3	WRQK 106.9	AOR	5	2	1	1	4	11/103	EASTMAN	
7.2	6.2	7.7	4	WKDD 96.5	CHR	3	1	3	3	5	14/75	KATZ	
7.7	7.5	7.4	5	WDJQ 92.5	CHR	4	4	2	2	2	14/75	HNWH	
5.7	5.5	4.5	6	WQXK 105.1	CTRY	6	14	7	6	6	14/75	MMR	ABC-D
2.6	4.1	3.3	7	WMJI 105.7	AC	8	16	9	7	7	17/64	EASTMAN	
2.6	--	3.3	7	WZAK 93.1	B/U	13	3	8	10	12	8/129	DURPETTI	CBS-R
4.8	4.1	2.9	9	WMMS 100.7	CHR	7	7	5	8	9	21/51	KATZ	NBC-S
2.6	3.6	2.9	9	WFAH 1310	AC	12	26	10	11	14	11/101	HNWH	ABC-I

CHARLESTON #85

SPRING '85	FALL '85	SPRING '86	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
15.3	12.4	11.3	1	WSSX 95.1	CHR	1	3	1	1	4	15/74	KATZ		16.0
11.9	10.2	10.9	2	WEZL 103.5	CTRY	2	7	6	2	1	11/97	BLAIR	MBS	9.5
10.0	7.1	9.3	3	WPAL 730	B/U	7	4	3	5	5	9/125	W&P	ABC-D	6.4
10.8	12.7	9.0	4	WWWZ 93.5	B/U	5	2	2	4	6	11/101	HNWH	SHRDN	14.3
9.5	8.0	7.5	5	WXTC 96.9	AC	3	9	4	3	2	15/73	MCGAVREN	CBS-R	6.8
3.8	2.8	6.2	6	WDXZ 104.9	B/EZ	9	13	13	11	9	8/134	HNWH	CBS	3.2
4.8	4.9	6.0	7	WAVF 96.1	AC	4	12	5	6	3	16/66	MMR	US2	5.1
4.2	6.3	6.0	7	WKQB 107.5	CHR	6	1	8	9	12	15/70	REPUBLIC		6.0
3.8	6.3	4.7	9	WXLY 102.5	CTRY	8	8	9	7	8	14/78	TORBET	US1	3.6
2.0	3.2	4.6	10	WMCJ 950	B/U	14	11	12	8	7	6/170	D-CLAYTON		0.0

CHATTANOOGA #72

SPRING '85	FALL '85	SPRING '86	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
19.9	19.0	19.6	1	WSKZ 106.5	CHR	1	1	1	1	2	10/107	CHRISTAL	
16.2	15.6	16.7	2	WUSY 100.7	CTRY	2	3	2	2	1	9/121	MCGAVREN	AP
6.5	7.0	9.0	3	WDOD-FM 96.5	CTRY	4	4	5	3	3	12/93	TORBET	ABC-E
9.0	9.1	8.7	4	WDEF-FM 92.3	B/EZ	3	8	7	4	4	12/88	KATZ	ABC-D
8.4	6.8	4.5	5	WJTT 94.3	B/U	5	2	4	7	12	16/68	HNWH	CBS-R
2.2	3.3	4.4	6	WDOD 1310	CTRY	8	12	15	10	6	10/104	TORBET	ABC-E
6.7	6.3	3.7	7	WDEF 1370	AC	6	14	16	16	13	17/65	KATZ	CBS
2.9	3.0	3.3	8	WOWE 105.5	AOR	9	5	3	6	7	12/88		NBC-S
3.4	3.0	3.2	9	WGOW 1150	AC	7	6	6	5	5	16/69	CHRISTAL	
2.0	2.8	3.0	10	WBLJ 1230	AC	10	10	8	8	8	8/130		MBS

COASTAL NORTH CAROLINA #86

FALL '85		SPRING '86		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
	6.6	10.9	1	WRNS 95.1	CTRY	4	5	5	3	1	9/122	HNWH						
	8.1	10.3	2	WNCT-FM 107.7	B/EZ	5	15	13	8	4	9/117	EASTMAN	ABC-E					
	16.5	10.1	3	WQDW 97.7	B/U	3	2	2	1	2	12/93	MASLA	SHRDN					
	8.6	7.9	4	WDLX 93.3	CHR	1	1	4	5	6	17/64	KATZ	ABC-F					
	2.2	7.7	5	WZYC 103.3	AOR	7	7	1	2	7	11/97	SOUTHERN	CBS-R					
	6.9	7.6	6	WAZZ 101.9	CTRY	6	13	7	6	3	12/93		MBS					
	5.9	7.3	7	WSFL-FM 106.5	AC	2	4	3	4	5	16/66		US1					
	5.9	3.9	8	WRDU 106.1	AOR	9	19	6	7	10	11/97	MMR	NBC-S					
	--	2.5	9	WXQR 105.5	AOR	10	6	8	9	13	16/70	MARKET 4	NBC-S					
	10.	2.4	10	WRAL 101.5	AC	11	10	9	10	8	17/66	KATZ						

COLUMBIA, SC #92

SPRING '85	FALL '85	SPRING '86	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
9.1	12.4	14.3	1	WWDM 101.3	B/U	3	2	1	1	2	9/118	HNWH	ABC-F	16.2
18.6	17.8	14.2	2	WCOS-FM 97.9	CTRY	2	7	4	3	1	11/101	MCGAVREN	ABC-I	16.7
13.9	8.7	12.2	3	WNOK-FM 104.7	CHR	1	1	2	2	3	13/84	KATZ	ABC-R	15.8
5.1	4.9	8.7	4	WMMC 103.1	B/U	4	3	3	4	5	13/86	EASTMAN		9.1
3.8	6.2	6.2	5	WOIC 1320	B/U	7	5	7	6	6	14/77	EASTMAN	NBC	4.7
3.7	7.3	5.9	6	WTCB 106.7	AC	6	6	6	5	4	15/73	CHRISTAL	ABC-F	6.3
3.5	7.6	5.9	6	WCEZ 93.5	B/EZ	9	17	12	10	7	11/98	BLAIR	US2	4.2
5.8	5.9	5.5	8	WIS 560	AC	8	10	14	12	10	14/76	CHRISTAL	CBS	4.2
8.2	7.2	4.0	9	WZLD 96.7	AC	5	4	5	8	12	23/46	W&P		4.9
6.1	6.0	3.7	10	WSCQ 100.1	AC	10	9	8	7	8	15/73	TORBET	CBS-R	2.8

EL PASO #81

SPRING '85	FALL '85	SPRING '86	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	
10.1	12.0	17.8	1	KEZB 93.9	CHR	1	1	1	1	1	12/92	CHRISTAL	ABC-F	
13.8	11.1	12.4	2	KLAQ 95.5	AOR	3	3	2	2	4	10/103	HNWH	NBC-S	
13.7	9.8	9.8	3	KAMZ 93.1	CHR	2	2	3	3	2	15/73	EASTMAN		
8.0	6.4	6.7	4	KTSM-FM 99.9	B/EZ	6	15	13	11	5	12/89	HNWH		
7.0	7.6	6.4	5	KHEY-FM 96.3	CTRY	5	13	5	4	3	13/82	KATZ		
5.4	5.8	5.4	6	KAMA 750	SPAN	7	6	9	9	8	12/87	CABALLERO		
5.5	2.9	4.9	7	KLTO 94.7	AC	4	4	4	5	10	17/62	TORBET		
4.0	5.2	4.9	7	KHEY 690	CTRY	9	20	11	10	7	11/95	KATZ	ABC-I	
2.9	6.3	3.8	9	KROD 600	GOLD	8	7	7	6	6	17/63	HNWH		
2.3	4.0	3.5	10	KTSM 1380	N/T	13	14	14	13	12	10/108	HNWH	CBS	
2.9	2.0	3.5	10	KBNA 97.5	SPAN	11	12	6	8	9	11/98	CABALLERO		

FLINT #96

SPRING '85	FALL '85	SPRING '86	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
15.4	19.9	19.4	1	WCRZ 107.9	AC	1	3	1	1	1	11/96	KATZ	ABC-F	17.5
15.1	10.1	14.5	2	WDZZ 92.7	B/U	3	1	3	3	2	9/115	HNWH		21.1
11.8	12.3	12.6	3	WWCK-FM 105.5	AOR	2	2	2	2	3	12/89	MCGAVREN	NBC	13.3
8.6	5.9	8.0	4	WJR 760	MISC	5	16	7	5	5	14/79	EASTMAN	ABC-T	5.3
7.3	6.8	7.2	5	WTRX 1330	AC	4	7	5	4	4	16/66	CHRISTAL	ABC-I	6.0
6.6	6.3	5.9	6	WGER 102.5	AC	6	11	13	10	8	12/88	MCGAVREN	AP	4.9
5.8	4.2	4.9	7	WKMF 1470	CTRY	7	20	6	6	6	14/77	KATZ	ABC-E	5.0
2.0	3.2	3.7	8	WWWS 107.1	B/U	10	4	4	7	11	14/78	MASLA	SHRDN	3.0
3.8	2.5	3.3	9	WTAC 600	CTRY	8	10	8	8	7	19/57	TORBET	MBS	2.3
1.5	1.3	1.9	10	WHNN 96.1	AC	12	8	9	9	9	18/60	REPUBLIC	US1	1.1

FRESNO #73

SPRING '85	FALL '85	SPRING '86	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
11.7	7.5	9.2	1	KYNO-FM 95.7	CHR	1	1	2	2	2	16/70	BLAIR		11.7
9.1	7.4	7.3	2	KKDJ 105.9	AOR	5	6	1	1	4	11/101	EASTMAN		16.4
5.9	5.5	6.9	3	KMGX 103.7	CHR	2	2	3	5	7	15/71	REPUBLIC	US1	10.6
8.5	9.6	6.6	4	KMJ 580	N/T	4	14	12	12	9	13/81	KATZ	NBC	9.1
4.3	4.6	6.0	5	KNAX 97.9	CTRY	8	11	5	4	3	11/102	KATZ	ABC-E	6.7
4.9	6.2	5.5	6	KGST 1600	SPAN	10	5	11	8	6	10/109	LOTUS		.3
5.7	3.6	5.2	7	KFYE 93.7	B/EZ	7	7	6	3	1	14/80	MCGAVREN		3.0
5.5	5.9	5.1	8	KBOS 94.9	CHR	3	3	4	6	8	18/61	TORBET	ABC-F	3.2
4.9	7.3	4.6	9	KOJY 98.9	B/EZ	11	16	20	14	11	11/97	MMR		3.2
4.1	4.7	4.5	10	KKNU 102.7	AC	9	9	9	7	5	13/83	CHRISTAL		3.4

KMJ 58
NEWS/TALK

**FRESNO'S
#1 COMBO!**

98 KNAX fm
Continuous Country

Call General Sales Manager, Mary Lou Hutchens (209) 224-5734

GRAND RAPIDS #65

SPRING '85	FALL '85	SPRING '86	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
10.0	10.2	11.0	①	WLAV-FM 96.9	AOR	2	4	①	①	2	12/92	MMR	NBC-S	17.4
8.0	8.7	10.3	2	WOOD-FM 105.7	B/EZ	①	9	7	5	3	13/84	KATZ	NBC	8.8
3.2	3.3	9.2	3	WKLO 94.5	CHR	3	①	2	2	7	14/80	EASTMAN		6.9
7.2	7.7	8.6	4	WOOD 1300	AC	4	27	8	7	5	13/80	KATZ	NBC	9.4
10.5	10.1	7.9	5	WCUZ-FM 101.3	CTRY	6	7	4	4	①	13/81	CHRISTAL	ABC-E	11.1
7.4	7.7	6.4	6	WLHT 95.7	AC	7	8	3	3	4	16/68	REPUBLIC		7.7
4.8	7.1	5.4	7	WMUS-FM 106.9	CTRY	10	12	6	6	6	10/108	HNWH		3.1
11.7	8.7	5.2	8	WGRD 97.9	CHR	5	2	5	8	9	21/50	BLAIR	ABC-C	8.7
8.0	3.4	5.0	9	WCUZ 1230	CTRY	8	5	12	9	8	17/65	CHRISTAL	ABC-I	2.8
2.8	3.5	3.5	10	WFUR-FM 102.9	REL	11	22	20	17	11	15/73			2.2

GREENVILLE-SPARTANBURG, SC #66

SPRING '85	FALL '85	SPRING '86	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	
10.3	11.7	19.4	①	WFBC-FM 93.7	AC	①	7	①	①	①	10/111	KATZ		
13.9	13.2	10.3	2	WESC-FM 92.5	CTRY	2	8	7	3	2	12/87	BLAIR	ABC-E	
7.3	8.0	10.2	3	WSSL 100.5	CTRY	4	5	3	2	3	11/95	EASTMAN	US2	
9.5	8.2	7.2	4	WHYZ 1070	B/U	8	4	2	4	4	7/146	HNWH	ABC-C	
7.8	8.3	7.0	5	WSPA-FM 98.9	B/EZ	6	16	12	8	5	12/89	MCGAVREN		
6.1	6.6	6.3	6	WCKN 101.1	CHR	5	①	5	6	7	18/60		ABC-C	
9.1	7.1	5.7	7	WANS-FM 107.3	CHR	3	2	4	5	6	22/48	TORBET	US1	
2.8	2.6	3.9	8	WORD 910	CHR	9	21	9	10	8	12/89	MASLA	UPI	
4.8	3.6	3.5	9	WASC 1530	B/U	14	9	6	7	9	8/135	W&P	ABC-C	
5.5	4.5	3.4	10	WKSF 99.9	CHR	7	3	8	9	12	21/52	MCGAVREN		

HARRISBURG - LEBANON - CARLISLE #71

SPRING '85	FALL '85	SPRING '86	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	14.0	1	WNNK 104.1	CHR	1	1	1	1	1	12/92	CHRISTAL	AP
11.9	9.9	10.1	2	WHP-FM 97.3	B/EZ	2	18	8	3	3	11/98	KATZ	
7.1	10.7	7.5	3	WRKZ 106.7	CTRY	5	5	6	2	2	12/94	MCGAVREN	ABC-E
10.2	5.0	5.9	4	WHP 580	AC	3	20	20	13	8	15/72	KATZ	CBS
3.7	3.1	4.9	5	WHYL-AF 960-102.3	CTRY	8	9	12	8	5	14/75	HNWH	AP
5.6	5.4	4.7	6	WQXA 105.7	CHR	4	2	4	6	7	18/59	KATZ	ABC-C
5.2	6.2	4.4	7	WSFM 99.3	AC	6	7	5	4	4	15/70	TORBET	US1
4.3	4.2	4.1	8	WTPA 93.5	AOR	7	3	2	5	10	16/68	SELECT	ABC-R
3.1	3.8	3.8	9	WHTF 92.7	AOR	13	4	3	7	11	11/98	BLAIR	ABC-F
2.5	2.6	3.4	10	WNCE 101.3	B/EZ	10	15	19	16	13	13/83	TORBET	NBC
2.5	3.5	3.4	10	WCMB 1460	CTRY	12	13	9	8	5	13/86	TORBET	US2
4.0	2.8	3.4	10	WHGB 1400	BBND	14	26	23	26	21	12/93	MCGAVREN	MBS

HONOLULU #53

SPRING '85	FALL '85	SPRING '86	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
16.6	13.9	14.2	1	KSSK 590	AC	1	7	5	1	1	12/92	EASTMAN	
8.7	13.5	9.8	2	KQQQ 93.1	CHR	2	2	1	2	4	16/66	SELECT	AP
8.1	8.0	9.6	3	KUMU-FM 94.7	B/EZ	5	9	10	7	3	11/103	TORBET	
2.0	2.7	8.0	4	KMAI 93.9	CHR	4	1	4	5	11	17/64	KATZ	
12.6	12.7	7.1	5	KULA 92.3	AC	3	5	3	3	2	20/55	EASTMAN	
9.5	7.7	7.0	6	KPOI 97.5	AOR	6	4	2	4	5	14/79	REPUBLIC	
5.0	4.5	5.1	7	KCCN 1420	MISC	9	18	11	10	6	13/87	W&P	
3.3	4.6	4.5	8	KHVV 990	NEWS	7	10	13	12	10	18/59	HNWH	ABC-I
5.4	4.0	4.5	8	KRTR 96.3	AC	8	6	6	6	7	18/61	HNWH	
2.6	3.3	3.9	10	KDEO 940	CTRY	13	16	8	8	8	11/95	MASLA	MBS

JACKSONVILLE #55

SPRING '85	FALL '85	SPRING '86	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	7.5	15.6	1	WAPE-FM 95.1	CHR	1	1	1	1	4	11/103	EASTMAN		15.5
15.4	13.0	9.9	2	WIVY 102.9	AC	2	4	3	3	2	14/80	TORBET		10.2
10.3	9.8	9.8	3	WFYV 104.5	AOR	4	3	2	2	1	10/110	MMR	NBC-S	13.6
10.3	9.5	9.4	4	WQIK-FM 99.1	CTRY	3	7	4	4	3	11/100	MCGAVREN		8.3
2.8	5.9	5.6	5	WCRJ-FM 107.3	CTRY	7	9	7	7	6	11/98	KATZ	ABC-D	5.6
7.3	7.8	5.1	6	WAIV 96.9	AC	5	6	5	5	5	17/64	EASTMAN		6.1
9.5	5.6	4.5	7	WLCS 96.1	AC	6	8	6	6	7	17/63	SELECT		3.8
3.1	2.3	3.5	8	WCGL 1360	REL	13	19	14	11	9	7/161	RAWLING		4.1
1.9	2.6	3.0	9	WPDQ 1460	B/U	8	5	10	8	10	16/69	MMR	NBN	2.0
3.4	2.6	2.5	10	WNFI 99.9	CHR	9	2	8	10	13	17/62	ROSLIN		3.8

JOHNSON CITY-KINGSPORT-BRISTOL #90

SPRING '85	FALL '85	SPRING '86	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	
24.2	22.4	19.1	1	WQUT 101.5	CHR	1	1	1	1	3	12/93	KATZ	US1	
18.6	20.3	18.9	2	WXBQ 96.9	CTRY	2	3	3	2	1	10/105	MCGAVREN	ABC-I	
7.0	9.5	13.4	3	WTFM 98.5	AC	3	5	2	3	2	12/91	REPUBLIC	ABC-E	
9.7	8.9	5.6	4	WJCW 910	CTRY	4	11	9	5	4	16/68	KATZ	CBS	
3.2	3.2	5.4	5	WZXY 104.9	CHR	5	2	4	4	6	12/89	TORBET	ABC-C	
4.2	1.9	3.1	6	WUSJ-AF 1590 99.3	CTRY	7	9	10	6	5	12/87	HNWH	CBS-R	
0.7	1.1	3.0	7	WKPT 1410	B/EZ	6	26	18	11	9	18/60	REPUBLIC	ABC-E	
0.5	2.6	2.3	8	WKIN 1320	CTRY	8	17	7	8	7	14/78	TORBET	AP	
2.0	2.6	2.3	8	WZAP 690	REL	13	14	23	16	13	10/106	J.C. GATES		
1.4	2.1	1.7	10	WBEJ 1240	CTRY	10	19	19	13	10	15/72			

KNOXVILLE #68

SPRING '85	FALL '85	SPRING '86	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
23.3	26.7	26.7	①	WIVK-FM 107.7	CTRY	①	3	①	①	①	8/132	KATZ	ABC-E
17.5	14.7	13.3	2	WIMZ-FM 103.5	AOR	2	2	2	2	2	12/90	BLAIR	NBC-S
14.5	13.4	12.7	3	WEZK 97.5	B/EZ	5	7	6	5	4	9/118	CHRISTAL	
6.7	9.0	9.9	4	WMYU 102.1	AC	3	5	3	3	3	15/70	MCGAVREN	
8.2	7.6	8.2	5	WOKI 100.3	CHR	4	①	4	4	5	15/74	SELECT	ABC-F
1.8	1.7	4.1	6	WKGN 1340	B/U	9	4	5	6	8	7/159		MBS
4.5	4.0	3.6	7	WIVK 850	CTRY	6	14	9	8	6	16/67	KATZ	ABC-E
1.8	1.3	2.7	8	WRJZ 620	REL	8	8	7	7	7	12/88		
2.6	3.4	2.4	9	WNOX 990	CTRY	7	10	11	9	9	21/52	EASTMAN	CBS
1.7	0.8	2.2	10	WSEV 930	CTRY	15	20	15	12	11	6/180		

LANSING-EAST LANSING #98

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.5	18.9	16.0	①	WVIC-FM 94.9	CHR	①	①	①	①	①	13/84	BLAIR		21.0
10.3	9.0	12.1	2	WITL-FM 100.7	CTRY	2	6	7	3	2	11/103	MCGAVREN	ABC-E	13.4
5.5	7.0	9.0	3	WMMQ 92.7	GOLD	3	5	2	2	4	13/86	HNWH	NBC-S	8.6
0.7	1.5	7.5	4	WLNZ-FM 92.1	AOR	7	3	3	5	10	12/92			7.7
9.4	7.5	6.8	5	WFMK 99.9	AC	5	8	4	4	5	15/72	REPUBLIC		8.4
8.4	6.6	6.3	6	WJXQ 106.1	CHR	4	2	5	7	11	18/61	CHRISTAL		6.6
5.6	5.1	6.1	7	WJR 760	MISC	8	15	10	9	6	14/76	EASTMAN	ABC-I	5.3
5.6	8.8	5.4	8	WJIM-FM 97.5	B/EZ	9	20	11	11	8	14/76	TORBET	NBC	5.6
3.5	4.4	5.4	8	WIBM 94.1	GOLD	6	19	6	6	3	17/66	W&P	MBS	3.7
1.7	4.6	3.7	10	WXLA 1170	B/U	13	4	8	10	7	5/201	MICHIGAN		3.1

LAS VEGAS #75

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.6	13.4	13.2	①	KXTZ 94.1	B/EZ	3	6	11	6	2	8/129	SELECT	
9.6	13.2	10.1	2	KFMS-AF 1410 101.9	CTRY	2	9	5	4	①	13/84	KATZ	
12.4	10.2	9.9	3	KLUC 98.5	CHR	①	①	3	2	5	15/74	MCGAVREN	ABC-C
--	--	9.0	4	KKLZ 96.3	GOLD	5	4	①	①	4	10/105	TORBET	
5.9	6.9	7.6	5	KMZQ 100.5	AC	6	5	4	3	3	12/91	MMR	MBS
11.4	9.5	7.5	6	KOMP 92.3	AOR	4	3	2	5	6	13/83	CHRISTAL	
5.4	5.0	5.4	7	KORK 920	MISC	8	13	17	15	8	11/102	W&P	NBC
1.7	2.9	4.4	8	KYRK 97.1	CHR	7	2	6	8	14	19/58	W&P	
4.6	3.8	3.7	9	KDWN 720	N/T	9	7	16	16	13	14/75	BLAIR	
0.7	2.3	3.0	10	KRRI 105.1	GOLD	11	10	9	7	7	13/80	HUGH WALLA	

LITTLE ROCK #83

SPRING '85	FALL '85	SPRING '86	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	17.6	17.7	①	KSSN 95.7	CTRY	2	6	3	①	①	10/108	KATZ	ABC-E	15.7
18.0	13.1	11.7	2	KKYK 103.7	CHR	①	2	2	2	2	15/71	BLAIR		14.2
8.4	12.4	10.4	3	KEZQ 100.3	B/EZ	4	13	6	5	3	11/99	MMR	ABC-D	9.3
7.1	4.8	10.3	4	KZOU 98.5	CHR	3	①	4	4	5	12/92	CHRISTAL		15.1
9.0	7.7	8.7	5	KMJX 105.1	AOR	7	4	①	3	6	10/107	HNWH	HNWH	8.6
8.0	8.7	7.5	6	KARN 920	N/T	5	8	12	9	8	12/87	CBS	CBS	6.7
4.7	4.7	6.3	7	KOKY 1250	B/U	8	3	5	7	7	11/99	CHRISTAL		6.7
3.2	6.6	5.3	8	KHLT 94.1	AC	6	7	7	6	4	17/64	MCGAVREN	ABC-D	4.3
4.8	4.1	4.0	9	KLRA 1010	CTRY	9	11	11	12	10	11/94	MCGAVREN		1.1
5.9	3.2	3.2	10	KWTD 106.3	B/U	10	5	8	8	9	14/80	ROSLIN	MBS	4.9

McALLEN-BROWNSVILLE #77

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
21.3	16.8	19.5	1	KGBT 1530	SPAN	2	4	4	1	1	8/139	KATZ	
14.3	14.3	11.7	2	KBFM 104.1	CHR	1	1	1	2	3	14/80	CHRISTAL	ABC-F
7.9	5.9	8.7	3	KRGV 1290	CHR	3	2	6	7	7	13/86	BLAIR	US1
8.5	7.2	7.6	4	KIWW 96.1	SPAN	4	6	3	3	2	13/85	MCGAVREN	
4.4	6.8	6.4	5	KTXF 100.3	CTRY	8	10	5	5	6	10/110	EASTMAN	
9.9	9.9	6.3	6	KELT 94.5	AC	5	9	2	4	4	13/86	KATZ	
4.6	7.7	6.3	6	KQXX 98.5	SPAN	6	5	8	6	5	11/99	CABALLERO	
3.8	5.2	6.1	8	KVLY 107.9	B/EZ	9	20	10	9	9	10/114	HNWH	
6.5	6.1	4.8	9	KRIX 99.5	AOR	7	3	7	8	11	14/76	MMR	ABC-R
3.2	3.2	3.6	10	KIRT 1580	SPAN	11	11	13	11	10	10/108	CABALLERO	

MOBILE #88

SPRING '85	FALL '85	SPRING '86	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
15.1	23.1	23.7	1	WKSJ-FM 94.9	CTRY	1	4	3	1	1	8/131	BLAIR	ABC-E
11.9	13.8	17.0	2	WBLX 92.9	B/U	3	2	2	2	2	8/139	HNWH	US1
16.4	13.7	14.3	3	WABB-FM 97.5	CHR	2	1	1	3	3	11/102	CHRISTAL	ABC-F
11.6	10.6	9.7	4	WGOK 900	B/U	4	3	4	4	4	9/120	ROSLIN	SHRDN
4.7	6.3	5.8	5	WKRQ 710	N/T	8	15	9	10	9	9/127	KATZ	CBS
5.0	4.6	5.2	6	WLPR 96.1	B/EZ	6	11	11	9	7	11/100	MASLA	
1.7	2.9	4.2	7	WIZD 104.1	AC	7	6	5	5	5	13/86	EASTMAN	
4.6	3.2	2.7	8	WDLT 98.3	AC	9	9	8	6	6	15/72	DURPETTI	CBS-R
2.2	1.4	2.7	8	WZEW 92.1	AOR	10	8	6	7	11	12/92	MASLA	ABC-R
1.7	1.8	2.3	10	WMML 1410	CTRY	11	16	13	11	10	12/87		NBC
7.5	5.3	2.3	10	WKRQ-FM 99.9	CHR	5	5	7	8	8	29/38	KATZ	MBS

MORRISTOWN #94

SPRING '85	SPRING '86	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
9.2	11.0	1	WPLJ 95.5	CHR	1	4	1	1	1	17/62	BLAIR	ABC-R
9.4	10.3	2	WPAT-FM 93.1	B/EZ	5	20	15	9	2	9/119	CHRISTAL	
1.1	7.7	3	WXRK 92.3	AOR	3	12	2	2	6	13/83	TORBET	ABC-R
8.5	6.7	4	WHTZ 100.3	CHR	2	4	3	3	7	19/56	EASTMAN	
4.0	4.6	5	WYNY 97.1	AC	7	27	4	6	9	20/54	HNWH	
5.6	4.5	6	WNEW-FM 92.7	AOR	7	27	4	6	9	21/52	KATZ	
5.2	4.5	6	WOR 710	TALK	9	26	29	23	12	18/61	REPUBLIC	ABC-E
3.1	4.3	8	WLTW 106.7	AC	11	21	7	5	4	16/68	MMR	
2.7	4.1	9	WCBS-FM 101.1	GOLD	10	24	9	8	3	17/64	CBS	CBS-R
2.9	4.0	10	WABC 770	TALK	4	7	12	12	11	24/46	BLAIR	ABC-I

NEW BEDFORD - FALL RIVER #84

SPRING '85	FALL '85	SPRING '86	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
9.8	10.8	9.3	1	WHJY 94.1	AOR	1		1	1	3	12/88	KATZ	ABC-R
7.0	8.6	7.3	2	WMYS 98.1	AC	4		2	2	1	10/105	TORBET	
7.9	4.9	6.7	3	WPRO-FM 92.3	CHR	2		4	3	4	16/66	BLAIR	ABC-C
8.2	9.7	6.6	4	WLKW 101.5	B/EZ	3		18	9	5	13/84	CHRISTAL	ABC-I
1.9	2.8	4.9	5	WWLI 105.1	AC	5		5	4	2	13/83	MCGAVREN	
1.9	2.8	4.2	6	WBZ 1030	AC	7		13	8	6	13/85	BLAIR/RAR	ABC-I
8.2	5.9	3.7	7	WBSM 1420	N/T	11		19	16	11	11/97	W&P	NBC
1.9	2.8	3.4	8	WBCN 104.1	AOR	15		3	5	7	10/110	TORBET	
4.0	1.6	3.4	8	WALE 1400	TALK	17		26	26	20	9/118	MCGAVREN	MBS
1.9	3.0	2.8	10	WXKS-FM 107.9	CHR	12		10	7	8	14/76	MMR	

NEW HAVEN-MERIDEN #80

SPRING '85	FALL '85	SPRING '86	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	11.2	12.6	1	WKCI 101.3	CHR	1	1	1	1	1	14/79	MCGAVREN		11.5
8.7	15.1	10.7	2	WELI 96.0	AC	2	29	10	4	2	13/86	BLAIR		7.2
7.0	6.2	6.6	3	WPLR 99.1	AOR	3	4	2	2	3	16/68	DURPETTI		9.3
6.5	2.4	5.2	4	WHCN 105.9	AOR	8	5	3	3	5	11/99	MASLA	ABC-R	6.0
5.0	6.6	5.2	4	WAVZ 1300	BBND	9	14	27	21	15	11/103	MCGAVREN	ABC-I	4.9
4.6	5.8	4.6	6	WNHC 1340	B/U	11	3	5	5	7	11/103	SAVALLI	SHRDN	5.6
7.3	5.8	4.2	7	WEZN 99.9	B/EZ	6	16	23	13	11	14/76	KATZ		4.7
2.9	4.7	4.1	8	WKSS 95.7	CHR	5	2	4	6	10	17/65	MMR		7.5
2.9	3.6	4.0	9	WCBS 880	NEWS	4	19	20	14	12	18/61	CBS SPOT	CBS	2.7
2.8	3.0	3.3	10	WIOF 104.1	AC	7	11	6	8	9	18/61	EASTMAN	CBS-R	1.3

OMAHA-COUNCIL BLUFFS #69

SPRING '85	FALL '85	SPRING '86	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	
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	HNWH	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	SELECT		
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	HNWH	MBS	
5.5	3.9	2.3	10	KOIL 1290	AC	7	9	8	10	10	33/32	SELECT	CBS-R	

ORLANDO #52

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.0	9.0	10.6	1	WHLY 106.7	CHR	2	1	3	4	5	12/93	DURPETTI		11.1
9.1	9.1	10.2	2	WWKA 92.3	CTRY	4	5	5	3	1	11/100	KATZ		11.9
--	8.7	9.9	3	WSTF 101.1	AC	3	6	2	1	2	11/97	REPUBLIC		9.7
3.4	12.7	9.5	4	WSSP 104.1	B/EZ	5	14	11	10	8	10/110	CHRISTAL		7.0
9.9	7.7	8.1	5	WDIZ 100.3	AOR	8	3	1	2	6	10/106	SELECT	ABC-R	14.0
7.7	6.9	7.2	6	WDBO 580	AC	6	13	9	7	4	13/87	KATZ	ABC-I	8.1
12.6	9.1	6.7	7	WJYO 107.7	AC	7	7	6	5	3	13/85	MCGAVREN		4.4
8.1	8.1	6.6	8	WBJW-FM 105.1	CHR	1	2	4	6	7	19/57	BLAIR	ABC-C	.2
4.4	2.4	5.1	9	WHOO 96.5	CTRY	9	11	10	9	9	13/86	TORBET		3.0
3.7	4.8	4.6	10	WORL 1270	B/U	11	4	7	8	10	8/128	MCGAVREN	CBS-R	4.1

RALEIGH-DURHAM #63

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.2	9.1	10.2	1	WFXC 107.1	B/U	5	3	1	2	3	9/116	SELECT		10.9
12.5	10.5	9.9	2	WRAL 101.5	AC	1	7	3	1	1	14/79	KATZ		11.3
6.6	7.0	8.4	3	WDCG 105.1	CHR	2	1	4	4	6	14/78	BLAIR	ABC-F	7.2
6.5	10.7	7.7	4	WPTF 680	AC	4	21	13	8	7	13/81	MCGAVREN	ABC-E	6.7
4.5	5.3	7.1	5	WQDR 94.7	CTRY	8	6	6	6	2	11/101	MCGAVREN	ABC-E	9.9
6.0	8.5	6.9	6	WRDU 106.1	AOR	6	4	2	3	5	13/86	MMR	NBC-S	10.8
5.2	5.0	6.5	7	WZZU 93.9	CHR	3	2	5	5	8	17/65	TORBET		8.1
2.7	6.5	5.5	8	WYLT 96.1	AC	7	11	7	7	4	15/73	CHRISTAL		4.2
3.5	3.3	4.0	9	WDNC 620	BBND	9	20	17	16	11	12/90	BLAIR	CBS	1.8
5.4	3.1	3.3	10	WLLE 570	B/U	11	5	10	9	9	10/108	W&P	SHRDN	1.9

RICHMOND #54

SPRING '85	FALL '85	SPRING '86	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
11.5	14.7	13.9	1	WRVA 1140	AC	1	6	7	5	3	13/86	EASTMAN	NBC
11.4	14.2	13.8	2	WPLZ 99.3	B/U	4	2	2	1	1	8/131	MCGAVREN	US1
16.6	12.1	10.8	3	WRVQ 94.5	CHR	2	1	3	4	4	15/71	EASTMAN	ABC-C
9.7	9.6	10.5	4	WRXL 102.1	AOR	5	4	1	2	5	10/111	KATZ	ABC-R
11.4	9.9	9.5	5	WEZS 103.7	AC	3	5	4	3	2	13/83	BLAIR	
7.1	7.0	5.6	6	WTVR 98.1	CTRY	7	8	6	6	6	16/70	MMR	MBS
--	2.7	5.4	7	WZZR 92.7	CHR	6	3	5	7	7	18/62		
2.8	1.7	4.5	8	WQSF-FM 96.5	B/EZ	8	18	12	9	8	13/81	W&P	
2.2	2.3	2.9	9	WANT 990	B/U	9	7	8	8	9	17/65	MASLA	NBN
--	1.2	2.4	10	WSSV 1240	B/U	15	15	15	12	11	9/127	MCGAVREN	US2

ROANOKE-LYNCHBURG #93

SPRING '85	FALL '85	SPRING '86	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
34.9	28.1	17.2	1	WXLK 92.3	CHR	1	1	1	1	1	12/92	TORBET	US1
14.4	16.7	14.1	2	WPVR 94.9	B/EZ	2	12	5	3	2	9/120	MCGAVREN	
--	--	9.1	3	WYYD 107.9	CTRY	4	5	3	4	4	9/116	EASTMAN	MBS
9.9	7.6	8.3	4	WSLQ 99.1	AC	3	3	2	2	3	15/73	KATZ	ABC-F
--	--	5.0	5	WKZZ 100.1	CHR	6	2	4	6	12	12/92	BLAIR	CBS
--	--	5.0	5	WJJS 1320	B/U	11	4	7	7	9	8/144	MASLA	ABC-E
8.0	8.5	4.2	7	WSLC 610	CTRY	5	24	12	9	7	15/70	KATZ	NBC
5.8	7.3	3.9	8	WJLM 93.5	CTRY	7	7	11	8	6	15/72		ABC-E
4.2	4.7	3.9	8	WROV 1240	AC	9	9	6	5	5	14/80	W&P	ABC-C
6.7	6.9	3.7	10	WFIR 960	AC	8	13	13	10	8	16/70	MCGAVREN	CBS

SAN DIEGO NORTH COUNTY #74

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.6	9.5	9.5	1	KJQY 103.7	B/EZ	2	17	14	10	7	10/104	BLAIR/RAR	
7.9	9.2	9.1	2	KFMB-FM 100.7	AC	1	3	2	1	2	18/60	MCGAVREN	
3.7	6.1	8.8	3	XTRA-FM 91.1	AOR	4	1	1	2	9	10/112	MMR	
12.4	6.3	6.6	4	KGB 101.5	AOR	5	4	3	3	4	12/89	KATZ	
7.9	6.3	6.4	5	KFMB 760	AC	3	11	5	4	1	15/71	MCGAVREN	CBS
3.2	5.0	5.3	6	KCBQ-FM 105.3	CTRY	9	19	4	5	3	10/109	TORBET	
1.4	1.7	3.3	7	KSDO 1130	N/T	13	24	25	23	11	13/84	HNWH	ABC-I
3.8	4.1	3.1	8	KGMG 102.1	AC	8	7	9	6	6	18/62	SELECT	MBS
3.0	3.4	2.9	9	KNX 1070	NEWS	6	13	28	26	17	22/50	CBS SPOT	CBS
2.9	2.5	2.9	9	KFSD 94.1	CLAS	10	20	24	18	12	18/61	CHRISTAL	

SARASOTA-BRADENTON #87

SPRING '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
	17.9	23.4	1	WDUV 103.3	B/EZ	1	11	8	5	2	8/132	SELECT	MBS
	10.3	7.8	2	WSUN 620	CTRY	2	19	5	2	1	12/94	CBS	ABC-E
	7.9	7.3	3	WYNF 94.9	AOR	4	2	1	1	3	10/109	CBS	ABC-R
	2.5	6.6	4	WRBQ-FM 104.7	CHR	3	1	2	3	4	13/80	EASTMAN	ABC-F
	1.9	4.8	5	WWZZ 1280	BBND	11	26	26	22	15	8/144	KATZ	
	5.2	3.9	6	WWBA 107.3	B/EZ	5	21	21	24	16	15/74	REPUBLIC	
	6.2	3.8	7	WAMR 1320	BBND	7	18	19	17	19	16/67	ROSLIN	NBC
	--	3.1	8	WUSA 100.7	AC	10	6	7	4	6	12/92	MCGAVREN	
	4.1	3.0	9	WHVE 102.5	AC	8	22	6	6	5	16/67	MASLA	CBS-R
	2.1	2.8	10	WINK-FM 96.9	CHR	9	4	3	9	13	14/77	MCGAVREN	

SPOKANE #97

SPRING '85	FALL '85	SPRING '86	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
15.3	16.4	20.0	1	KZZU-AF 97.0 92.9	CHR	1	1	1	1	1	10/110	CHRISTAL	
12.6	12.4	11.1	2	KDRK 93.7	CTRY	3	6	3	2	2	9/117	EASTMAN	US1
16.9	17.8	10.8	3	KXLY-FM 99.9	B/EZ	2	14	12	6	3	10/104	TORBET	
10.9	8.6	10.0	4	KEZE 105.7	AOR	4	2	2	3	4	10/110	MCGAVREN	
4.6	5.9	6.2	5	KXLY 92.0	N/T	6	10	10	10	6	13/86	TORBET	CBS
6.1	5.2	6.0	6	KGA 1510	CTRY	8	9	9	9	8	12/89	EASTMAN	ABC-I
5.0	3.0	4.7	7	KISC 98.1	CHR	7	3	4	4	5	17/66	KATZ	NBC
6.0	4.9	4.7	7	KLSN 590	AC	9	7	14	11	11	12/92	KATZ	NBC
7.5	5.0	3.8	9	KKPL-AF 630 96.1	AC	5	4	5	5	7	22/50	HNWH	
--	1.3	3.7	10	KEYF 1050	BBND	13	18	18	14	12	8/137		ABC-D

SPRINGFIELD #70

SPRING '85	FALL '85	SPRING '86	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
10.1	7.1	11.6	1	WTIC 96.5	CHR	1	1	1	1	2	14/79	KATZ	
8.5	10.3	9.8	2	WMAS-FM 94.7	BBND	4	4	3	3	1	12/93	BLAIR	
7.5	6.8	8.2	3	WAQY 102.1	AOR	3	2	2	2	6	15/74	EASTMAN	ABC-C
8.4	10.1	8.1	4	WMAS 1450	B/EZ	7	11	20	14	8	9/115	BLAIR	MBS
7.9	9.7	7.5	5	WRCH 100.5	B/EZ	6	9	11	7	5	12/91	TORBET	ABC-D
6.3	7.3	7.4	6	WHYN 560	AC	2	8	6	5	4	17/64	MCGAVREN	ABC-I
9.2	6.4	5.8	7	WHFM 93.1	AC	5	6	4	4	3	17/64	MCGAVREN	CBS-R
4.8	4.0	3.2	8	WCCC-FM 96.9	AOR	8	7	5	6	7	18/61	SELECT	ABC-C
2.9	4.4	3.0	9	WTIC 1080	AC	9	20	26	18	11	15/70	KATZ	NBC
1.8	2.3	2.7	10	WHMP 1410	AC	15	16	22	21	13	11/102	MASLA	NBC

SYRACUSE #61

SPRING '85	FALL '85	SPRING '86	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	16.6	16.6	1	WYYY 94.5	AC	1	3	1	1	1	13/86	KATZ		16.1
14.4	12.4	12.3	2	WSYR 570	AC	2	6	8	7	3	13/83	KATZ	NBC	9.8
8.1	9.9	11.3	3	WNTQ 93.1	CHR	3	1	2	2	5	14/78	MCGAVREN		11.0
10.2	11.0	7.6	4	WAQX-AF 1490 95.3	AOR	4	2	3	3	8	16/66	MMR	ABC-R	16.5
5.3	6.1	6.4	5	WRRB 107.9	CTRY	8	10	5	5	2	12/90	EASTMAN		5.3
6.5	6.6	6.1	6	WEZG 100.9	B/EZ	6	12	10	9	7	13/82	SELECT		3.8
4.5	3.5	5.5	7	WKFM 104.7	AOR	7	4	4	4	9	14/76	CHRISTAL	ABC-F	3.9
4.9	5.8	5.3	8	WHEN 620	AC	5	5	7	6	4	22/50	EASTMAN	ABC-E	4.7
5.6	3.6	5.2	9	WFBL 1390	BBND	10	19	20	12	11	12/94	W&P	ABC-D	2.7
2.7	2.8	4.6	10	WSEN-AF 1050 92.1	CTRY	9	13	6	8	6	17/65	HNWH	ABC-I	4.1

TOLEDO #67

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.2	13.0	14.8	1	WMHE 92.5	CHR	1	2	1	1	1	13/86	CHRISTAL	ABC-F	12.
9.9	8.8	11.7	2	WSPD 1370	AC	2	13	6	6	4	12/87	KATZ	NBC	8.1
10.6	11.0	9.8	3	WLQR 101.5	B/EZ	5	10	10	7	5	11/98	KATZ		8.4
7.3	6.3	9.6	4	WKKO 99.9	CTRY	6	4	5	4	2	10/114	MMR	ABC-E	6.7
6.7	4.7	9.0	5	WRQN 93.5	CHR	3	1	3	3	7	14/79	MASLA		10.9
9.9	10.2	6.7	6	WIOT 104.7	AOR	4	3	2	2	6	18/62	MCGAVREN	NBC-S	15.2
5.0	5.9	5.8	7	WWWM 105.5	AC	7	5	4	5	3	15/71	BLAIR		7.4
4.6	4.1	5.0	8	WJR 760	MISC	8	9	12	9	8	16/69	EASTMAN	ABC-I	4.2
5.2	5.8	3.7	9	WTOD 1560	CTRY	11	17	9	10	9	12/90	MMR	ABC-I	2.5
4.4	3.1	3.2	10	WVOI 1520	B/U	9	7	7	8	10	15/71	REGIONAL	SHRDN	5.6

TUCSON #64

SPRING '85	FALL '85	SPRING '86	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
13.3	7.2	11.2	1	KRQQ 93.9	CHR	1	1	2	1	3	13/84	MCGAVREN	
9.0	9.3	10.5	2	KLPX 96.1	AOR	2	2	1	2	2	11/98	TORBET	
11.7	10.8	9.7	3	KJYK 94.9	B/EZ	3	12	10	7	5	11/102	CHRISTAL	
7.4	9.2	9.2	4	KIIM 99.5	CTRY	4	7	3	3	1	11/101	KATZ	
8.0	5.8	6.1	5	KWFM 92.9	AC	5	5	5	4	4	16/67	MMR	
--	5.0	5.8	6	KUPD 97.9	AOR	11	4	4	5	12	8/128	MASLA	
3.5	5.1	5.4	7	KCUB 1290	CTRY	7	19	12	12	6	13/83	KATZ	
5.3	6.6	4.4	8	KGvy 1080	BBND	13	21	19	20	16	8/142	ROSLIN	AP
1.8	4.7	4.0	9	KNST 940	N/T	6	11	13	11	7	18/61	MCGAVREN	ABC-I
--	1.7	3.9	10	KQTL 1210	SPAN	17	13	9	9	9	6/185	CABALLERO	

TULSA #56

SPRING '85	FALL '85	SPRING '86	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
11.4	11.5	11.8	1	KWEN 95.5	CTRY	4	5	2	1	(1)	11/99	KATZ	AP	11.4
12.6	11.6	11.0	2	KVOO 1170	CTRY	2	10	8	5	4	12/89	MCGAVREN		9.8
9.6	10.8	10.4	3	KBEZ 92.9	B/EZ	5	16	11	7	3	12/91	MMR		8.9
10.9	11.5	10.3	4	KAYI 106.9	CHR	1	1	3	4	8	13/83	TORBET	ABC-F	15.0
9.2	11.5	8.5	5	KRMG 740	AC	3	8	10	10	6	15/71	CHRISTAL	ABC-I	7.5
9.0	8.6	8.3	6	KMOD 97.5	AOR	7	2	1	2	5	13/84	HNWH		11.9
7.8	8.1	7.4	7	KRAV 96.5	AC	6	4	4	3	2	16/70	SELECT		6.1
6.6	5.4	5.5	8	KTFX 103.3	CTRY	8	6	9	6	7	15/74	MMR		4.9
--	--	3.5	9	KQMJ-FM 99.5	AC	11	9	6	8	9	12/88	CHRISTAL		2.6
3.2	3.1	3.4	10	KCFO-FM 98.5	REL	10	11	7	9	10	15/73	W&P	ABC-D	6.1

WEST PALM BEACH-BOCA RATON #57

SPRING '85	FALL '85	SPRING '86	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
10.5	11.3	14.8	1	WRMF 97.9	AC	1	4	1	1	1	9/119	BLAIR	
13.0	10.4	11.6	2	WEAT-FM 104.5	B/EZ	2	27	21	11	6	11/103	KATZ	
7.7	6.8	7.3	3	WNJY 94.3	BBND	5	19	20	14	11	10/106	TORBET	NBC
7.1	7.6	6.3	4	WJNO 1230	N/T	4	29	10	8	8	12/90	BLAIR	CBS
4.9	4.5	5.7	5	WSHE 103.5	AOR	6	5	2	2	2	11/97	EASTMAN	
9.8	6.9	5.6	6	WHYI 100.7	CHR	3	1	3	3	3	17/62	MCGAVREN	
4.2	5.5	4.1	7	WIRK-FM 107.9	CTRY	8	11	7	5	4	11/97	EASTMAN	
3.8	1.9	4.1	7	WPOM 1600	B/U	11	3	6	6	5	8/135	HNWH	SHRDN
1.8	3.2	2.7	9	WKGR 98.7	AOR	7	9	4	4	7	18/59	HNWH	US1
1.4	0.6	2.6	10	WJQY 106.7	AC	15	21	13	12	10	10/107	MASLA	

WICHITA #95

SPRING '85	FALL '85	SPRING '86	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
13.5	10.1	15.8	1	KKRD 107.3	CHR	1	1	1	1	2	11/98	HNWH		13.9
15.2	11.3	10.4	2	KFDI-FM 101.3	CTRY	3	4	6	2	1	13/86	TORBET	ABC-E	10.6
1.1	0.8	7.3	3	KZSN 102.1	CTRY	4	6	5	4	3	14/77			5.3
8.9	11.5	6.9	4	KFDI 1070	CTRY	5	14	14	10	9	14/79	TORBET	ABC-E	7.1
10.3	7.8	6.9	4	KICT 91.5	AOR	7	3	2	3	6	13/87	KATZ	ABC-R	14.9
4.7	5.1	6.9	4	KLEO 1480	BBND	10	9	12	15	14	10/106		ABC-I	3.8
10.0	7.2	6.7	7	KEYN 103.7	CHR	2	2	4	6	8	23/48	MCGAVREN	US1	9.3
7.5	6.8	6.0	8	KFH 1330	CTRY	6	16	13	9	10	16/69	EASTMAN	CBS	5.1
5.4	8.4	6.0	8	KOEZ 92.3	B/EZ	8	17	15	11	11	14/78			3.5
--	5.1	5.6	10	KXLK-FM 105.3	AC	9	8	3	5	4	15/74	BLAIR	US2	4.5

WILKES BARRE-SCRANTON #58

SPRING '85	FALL '85	SPRING '86	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
10.3	9.7	10.7	1	WKRZ-FM 98.5	CHR	1	1	1	1	1	13/80	KATZ		13.1
7.9	6.9	7.8	2	WNAK 730	B/EZ	7	37	37	25	11	7/154	MASLA	NBC	5.3
6.8	8.8	7.4	3	WARM 590	AC	2	6	8	7	4	16/69	EASTMAN	MBS	8.0
6.2	7.6	6.3	4	WEZX 107.1	AOR	5	3	2	2	8	11/102	SELECT	ABC-R	10.8
6.4	5.2	6.1	5	WEJL 630	AC	9	35	28	28	14	7/153	SELECT	ABC-I	3.0
7.4	5.8	5.5	6	WGBI-FM 101.3	AC	3	5	3	3	3	17/65	TORBET	CBS-R	4.2
4.3	5.0	4.8	7	WTLQ 102.3	CHR	4	2	4	5	6	18/61	MCGAVREN		7.7
2.8	2.5	4.5	8	WHLM-AF 550 106.5	AC	10	4	5	7	5	9/126		NBC	2.8
3.9	4.1	4.4	9	WMGS 92.9	B/EZ	6	11	6	4	2	14/78	EASTMAN		3.1
4.1	4.9	3.7	10	WWSH 97.9	B/EZ	11	22	20	10	9	11/98			2.8

WILMINGTON #76

SPRING '85	FALL '85	SPRING '86	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	
10.9	10.5	10.0	1	WMMR 93.3	AOR	2	2	1	1	3	15/74	KATZ	NBC-S	
9.3	10.5	9.3	2	WSTW 93.7	CHR	1	3	2	2	2	16/68	EASTMAN		
8.6	4.8	8.6	3	WJBR-FM 99.5	B/EZ	4	7	3	3	1	11/96	MCGAVREN	ABC-I	
5.8	8.8	8.1	4	WDEL 1150	AC	3	9	9	6	4	13/81	EASTMAN	NBC	
2.6	4.8	6.2	5	WEAZ 101.1	B/EZ	6	12	19	13	8	11/94	MCGAVREN		
3.0	3.7	4.1	6	WYSP 94.1	AOR	7	5	4	4	13	17/63	TORBET	ABC-R	
3.0	4.3	3.7	7	WKSZ 100.3	AC	8	10	7	7	5	17/64	MASLA		
6.4	6.5	3.7	7	WUSL 98.9	B/U	10	4	5	5	10	14/77	EASTMAN	ABC-F	
4.5	2.8	3.6	9	WILM 1450	NEWS	9	17	21	15	12	15/74	SAVALLI	CBS	
2.1	3.1	3.4	10	WDSD 94.7	CTRY	14	15	12	9	7	9/119	SELECT	MBS	
5.3	3.9	3.4	10	WCAU-FM 98.1	CHR	5	1	11	12	19	23/47	CBS SPOT	CBS	

WORCESTER #99

SPRING '85	FALL '85	SPRING '86	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
11.8	13.0	13.3	①	WSRS 96.1	B/EZ	3	4	8	2	①	9/120	BLAIR	
14.0	13.1	11.5	2	WAAF 107.3	AOR	①	①	①	①	2	13/87	KATZ	
9.7	10.5	10.5	3	WTAG 580	AC	2	20	15	10	3	12/89	MCGAVREN	NBC
5.2	4.3	6.9	4	WBZ 1030	AC	4	12	17	5	4	12/91	BLAIR	ABC-I
3.9	4.8	4.9	5	WNEB 1230	BBND	12	14	27	26	21	10/105	KATTELL	CBS
4.5	4.0	3.9	6	WBCN 104.1	AOR	13	16	2	3	6	12/93	TORBET	
3.2	3.5	3.8	7	WORC 1310	CTRY	9	19	14	12	11	15/72	HNWH	ABC-D
5.2	5.0	3.6	8	WROR 98.5	AC	5	5	4	6	10	21/52	REPUBLIC	US1
6.1	5.5	3.6	8	WFTQ 1440	AC	6	25	9	9	7	19/58	KATZ	ABC-I
1.9	2.5	3.6	8	WSSH 99.5	B/EZ	11	6	7	8	5	15/74	HNWH	
0.3	1.3	3.6	8	WZLX 100.7	GOLD	14	17	3	4	8	10/106	CHRISTAL	

YOUNGSTOWN-WARREN #79

SPRING '85	FALL '85	SPRING '86	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
17.5	15.8	18.8	①	WHOT-FM 101.1	CHR	①	①	①	①	①	11/95	EASTMAN		20.0
11.0	11.9	10.7	2	WKBN 570	AC	3	10	6	3	3	12/92	KATZ	CBS	9.2
9.6	12.1	10.3	3	WKBN-FM 98.9	B/EZ	2	16	7	4	5	13/83	KATZ		9.2
6.8	5.6	8.1	4	WYFM 102.9	AC	4	4	2	2	2	15/73	BLAIR	ABC-C	8.1
6.8	9.1	7.1	5	WBBW 1240	N/T	5	8	15	14	7	13/82	MCGAVREN	ABC-E	5.2
8.1	6.9	6.4	6	WQXK 105.1	CTRY	6	21	10	6	4	11/103	MMR	ABC-D	7.3
5.0	3.1	4.4	7	WFMJ 1390	AC	7	18	19	16	10	15/73	UNIREP	NBC	3.2
4.2	3.1	4.3	8	WMMS 100.7	CHR	9	5	3	5	6	13/87	KATZ	NBC-S	5.7
4.7	4.9	2.9	9	WDMT 107.9	B/U	10	2	8	10	12	13/82	HNWH	US1	9.0
2.7	4.2	2.5	10	WHOT 1330	AC	8	6	9	9	9	23/48	EASTMAN		2.2

MARKET INDEX

Akron (62)	159	Harrisburg-Lebanon-Carlisle (71)	168	Pittsburgh (13)	142
Albany-Schenectady-Troy (51)	159	Hartford-New Britain (39)	120	Portland (30)	143
Albuquerque (82)	160	Honolulu (53)	168	Providence-Warwick-Pawtucket (26)	144
Allentown-Bethlehem (60)	160	Houston-Galveston (8)	121	Raleigh-Durham (63)	175
Anaheim-Santa Ana (19)	100	Indianapolis (36)	122	Richmond (54)	176
Atlanta (14)	102	Jacksonville (55)	169	Riverside-San Bernardino (38)	145
Austin (59)	161	Johnson City-Kingsport-Bristol (90)	169	Roanoke-Lynchburg (93)	176
Bakersfield (89)	161	Kansas City (27)	123	Rochester (41)	146
Baltimore (16)	103	Knoxville (68)	170	Sacramento (32)	147
Baton Rouge (78)	162	Lansing-East Lansing (98)	170	St. Louis (15)	148
Birmingham (47)	106	Las Vegas (75)	171	Salt Lake City-Ogden (43)	149
Boston (7)	104	Little Rock (83)	171	San Antonio (37)	150
Bridgeport (91)	162	Los Angeles (2)	124	San Diego (20)	151
Buffalo (35)	108	Louisville (44)	125	San Diego North County (74)	177
Canton (100)	163	McAllen-Brownsville (77)	172	San Francisco (4)	152
Charleston, SC (85)	163	Memphis (50)	126	San Jose (28)	153
Charlotte-Gastonia (40)	109	Miami-Ft. Lauderdale-Hollywood (11)	128	Sarasota-Bradenton (87)	177
Chattanooga (72)	164	Milwaukee-Racine (25)	127	Seattle-Tacoma (17)	155
Chicago (3)	110	Minneapolis-St. Paul (18)	130	Spokane (97)	178
Cincinnati (29)	111	Mobile (88)	172	Springfield, MA (70)	178
Cleveland (21)	112	Monmouth-Ocean, NJ (45)	131	Syracuse (61)	179
Coastal North Carolina (86)	164	Morristown, NJ (94)	173	Tampa-St. Petersburg (22)	157
Columbia, SC (92)	165	Nashville (48)	133	Toledo (67)	179
Columbus, OH (33)	113	Nassau-Suffolk (12)	133	Tucson (64)	180
Dallas-Ft. Worth (10)	114	New Bedford-Fall River (84)	173	Tulsa (56)	180
Dayton (46)	116	New Haven-Meriden (80)	174	Washington, DC (9)	158
Denver-Boulder (23)	117	New Orleans (31)	135	West Palm Beach-Boca Raton (57)	181
Detroit (6)	118	New York (1)	136	Wichita (95)	181
El Paso (81)	165	Norfolk-Virginia Beach-Newport News (34)	138	Wilkes Barre-Scranton (58)	182
Flint (96)	166	Oklahoma City (42)	139	Wilmington (76)	182
Fresno (73)	166	Omaha-Council Bluffs (69)	174	Worcester (99)	183
Grand Rapids (65)	167	Orlando (52)	175	Youngstown-Warren (79)	183
Greensboro-Winston Salem (49)	119	Philadelphia (5)	140		
Greenville-Spartanburg, SC (66)	167	Phoenix (24)	141		

Numbers following market listings indicate market rank in the Spring '86 book.

Here's How to Order More Copies of the R&R

RATINGS REPORT & DIRECTORY

Please send me _____ additional copies of the Spring 1986 R&R Ratings Report at \$25.00 per copy.

NAME _____

EXPIRATION DATE _____

STATION/AFFILIATION _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

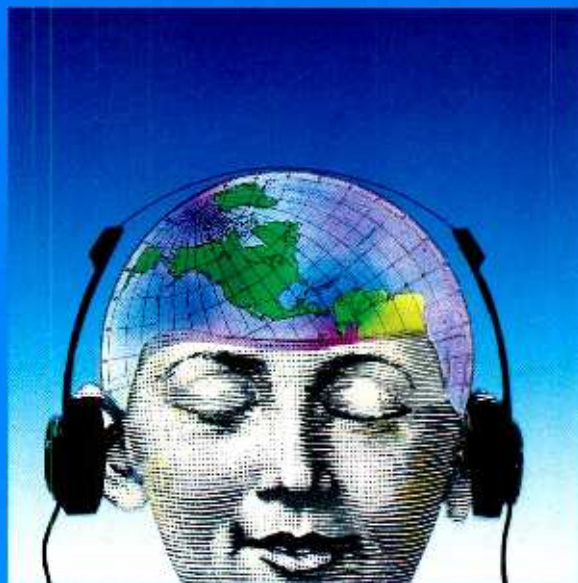
MASTERCARD # _____

VISA # _____

Make check payable to R&R Books
(Please allow 4-6 weeks for delivery.)
Calif. residents add 6½% sales tax.

R&R BOOKS/RATINGS REPORT
1930 CENTURY PARK WEST
LOS ANGELES, CA 90067

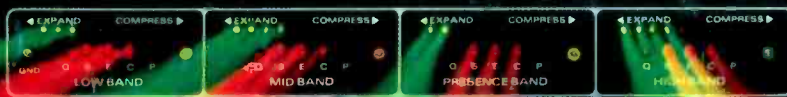
R&R
BOOKS



It reaches beyond sight. Into the imagination. 200 million listen every week. Three and a half hours every day. On the road, at work, on the jogging path, 96% of all Americans sing its tune, hear its message. That's the power of radio. Radio advertising sells. How do we know? We've been measuring and describing radio audiences so you can turn the power of radio into money—for over 21 years. Arbitron. We know the territory.

ARBITRON RATINGS

~~Four~~! **THREE ARBITRONS IN A ROW.*** **THE #1 MARKET...** **THE TOP THREE STATIONS.**



AUDIO PRISM™
by **TEXAR**

Step up to digital control! The digitally-controlled TEXAR AUDIO PRISM™ breaks the old quality-versus-loudness tradeoff of analog audio processors. The AUDIO PRISM delivers unsurpassed modulation power for maximum cumes but with a

clarity that keeps listeners quarter-hour after quarter-hour.

Digital control delivers ratings and revenues. The AUDIO PRISM has been the audio processor of choice for the top three rated stations in America's

largest market, New York City...for four Arbitrons in a row.*

Step into the future. Put the power and clarity of digital control to work for you today! Call Barry Honel at (412) 85-MICRO to arrange for a 10-day demo in your station.

TEXAR

616 Beatty Road • Monroeville, PA 15146-1502 • 412/856-4276 • 412/85-MICRO

*Summer & Fall '85 and Winter & Spring '86 ARB TRON Ratings. Total Persons 12+ Share. Mon-Sun, 6A-12M. (Used with permission.)