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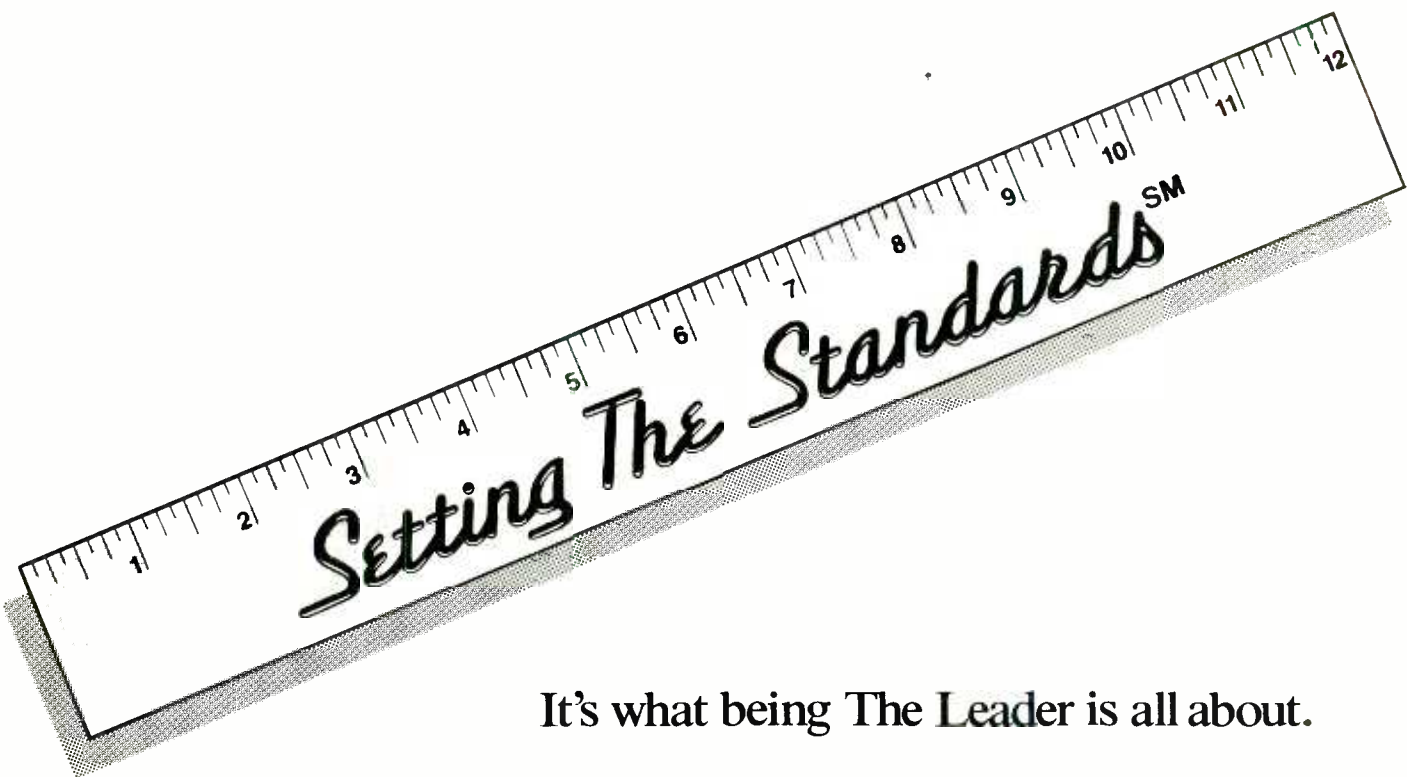
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DRIVETIME DOMINATORS & FORMAT LEADERS

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*Based on Arbitron Average Quarter Hour Metro Share 12+



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PUBLISHER: Bob Wilson
EXECUTIVE VP/GM: Dick Krizman
SR. VP/EDITOR: Ken Barnes

EXECUTIVE EDITOR: Gail Mitchell
ART DIRECTOR: Richard Zumwalt

RATINGS REPORT EDITOR: Hurricane Heeran
CONSULTING EDITORS: Jim Dawson, Brad Munson
PRODUCTION COORDINATOR: Roger Zumwalt
PRODUCTION DIRECTOR: Richard Agata
PRODUCTION: Marilyn Frandsen, Tim Kummerow, Kathy Markbreit, Bill Mohr, Lucie Morris, Kent Thomas, Gary Van Der Steur

Los Angeles Offices: (213) 553-4330, 1930 Century Park West, Los Angeles, CA 90067
New York Bureau: (212) 605-0355, 575 Madison Avenue, Suite 1006, New York, NY 10022
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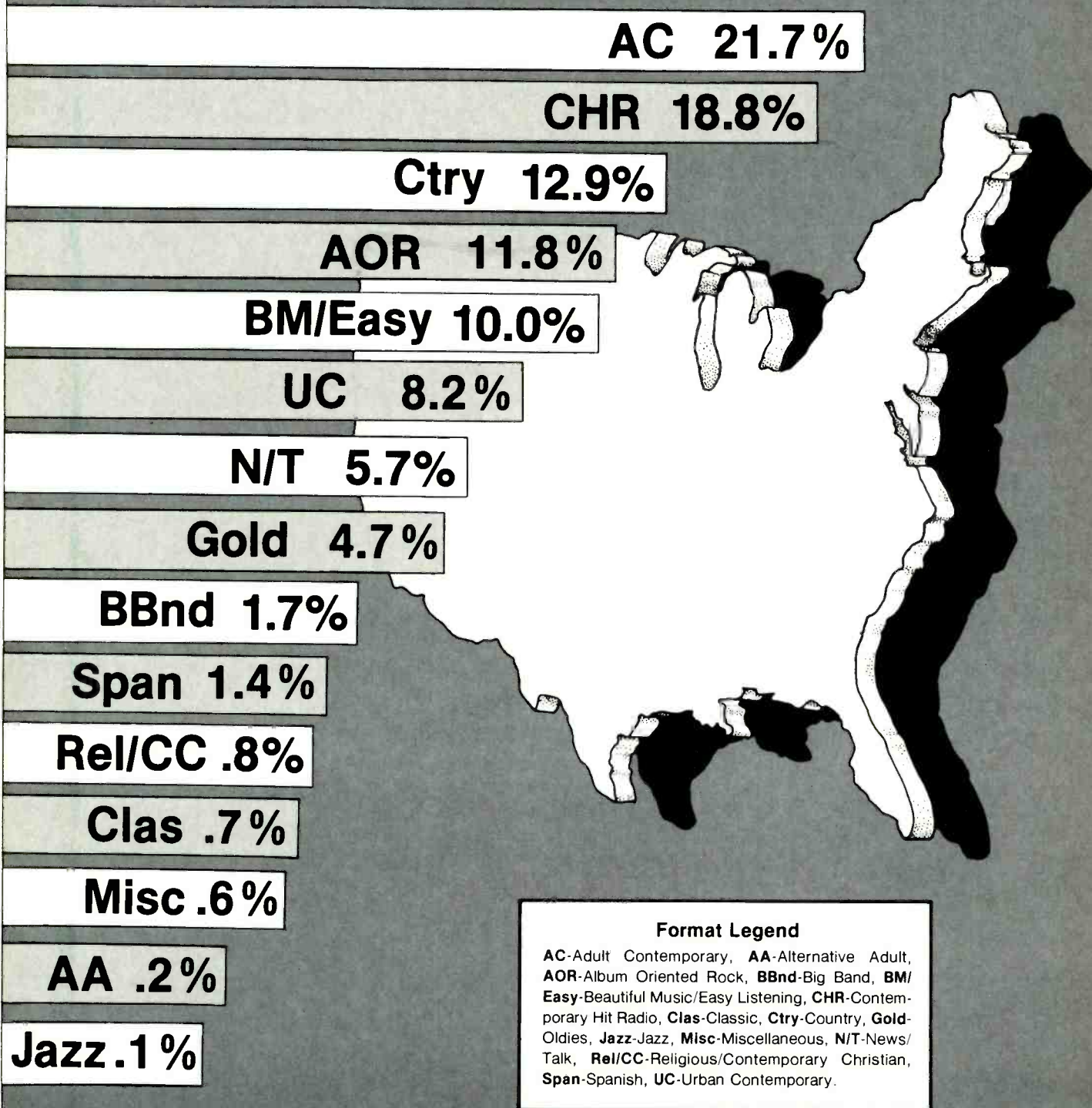
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FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following pages outline listener format reach throughout the U.S. during the Spring '87 book.

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



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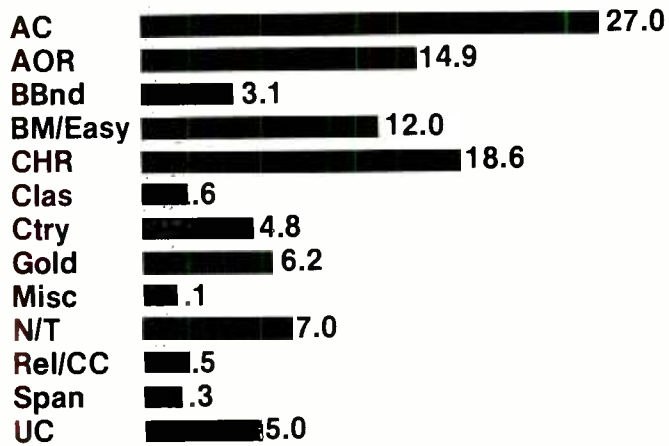
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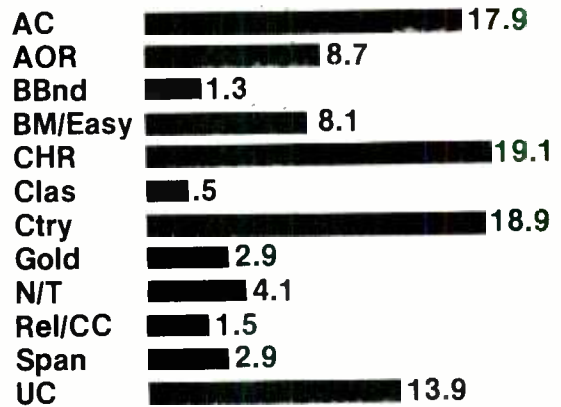
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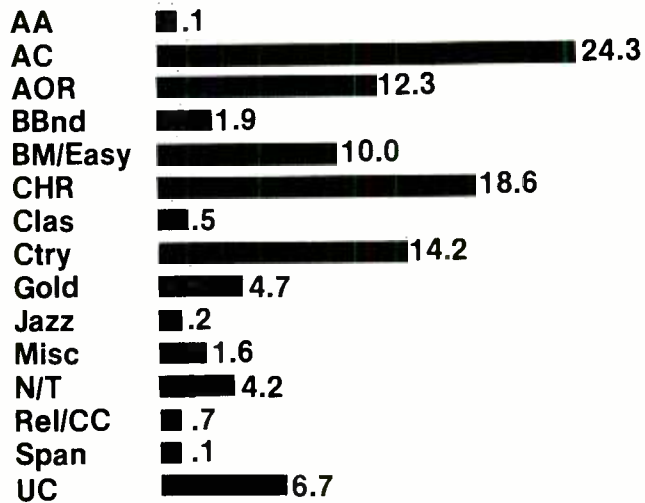
EAST



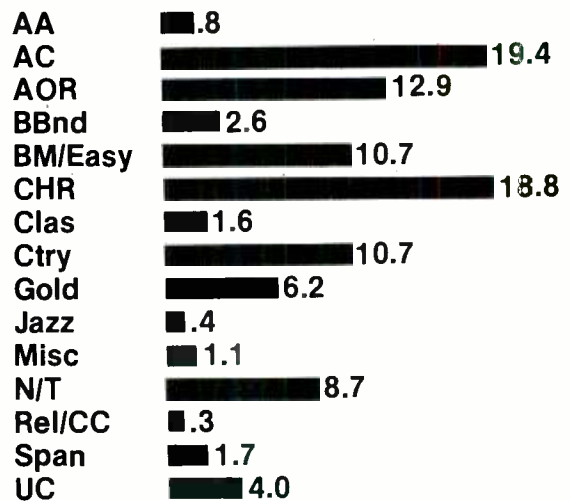
SOUTH



MIDWEST



WEST



DRIVETIME DOMINATORS

AM Drive/Top 25

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



Claude Tomlinson
WIVK-AM & FM/Knoxville



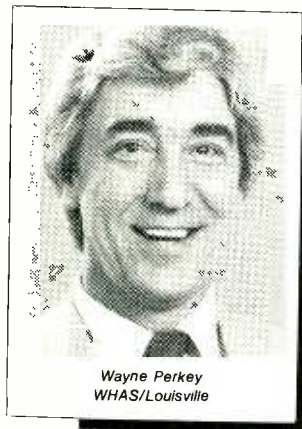
Rich Michaels
WVIC-AM & FM/Lansing



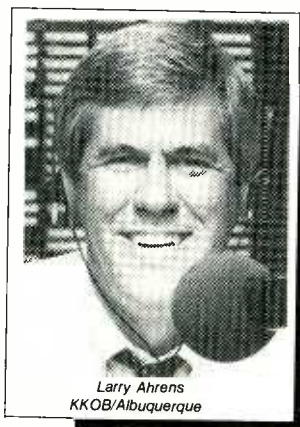
Jorge Guillen
KGBT/McAllen-Brownsville



Bob Steele
WTIC/Hartford



Wayne Perkey
WHAS/Louisville



Larry Ahrens
KKOB/Albuquerque

1. **WIVK-AM & FM/Knoxville (Ctry)** 41.3
Claude Tomlinson
2. **WVIC-AM & FM/Lansing (CHR)** 30.6
Rich Michaels
3. **WTIC/Hartford (AC)** 30.4
Bob Steele
4. **KMOX/St. Louis (AC)** 29.4
Bob Hardy, Bill Wilkerson, Wendy Wiese
5. **KFAB/Omaha-Council Bluffs (AC)** 29.1
Don Cole, Walt Kavanagh, Kent Pavelka
6. **KGBT/McAllen-Brownsville (Span)** 25.4
Jorge Guillen
7. **WRVA/Richmond (AC)** 24.8
Alden Aaroe, Tim Timberlake
8. **WHAS/Louisville (AC)** 23.8
Wayne Perkey
9. **WKSJ-FM/Mobile (Ctry)** 23.3
Wayne Gardner, Bill Dotson
10. **WFBQ/Indianapolis (AOR)** 22.2
Bob & Tom
11. **WCCO/Minneapolis (AC)** 22.1
Charles Boone & Roger Erickson
11. **WICC/Bridgeport (AC)** 22.1
Crosson & Crosson
11. **WIKS/Coastal North Carolina (UC)** 22.1
Tony Richards
11. **WXLK/Roanoke-Lynchburg (CHR)** 22.1
Bart Prader, Larry Dowdy
15. **KSSK/Honolulu (AC)** 22.0
Michael W. Perry, Larry Price
15. **WESC-AM & FM/Greenville (Ctry)** 22.0
Bob Hooper
17. **WQUT/Johnson City (CHR)** 21.5
Steve Man
18. **WDEF-AM & FM/Chattanooga (B/EZ)** 21.4
Luther Masingill
18. **WTQR/Greensboro-Winston Salem (Ctry)** 21.4
Dale Mitchell, Aunt Eloise
20. **KDKA/Pittsburgh (AC)** 21.3
John Cigna and the K-Team
21. **WRBQ-AM & FM/Tampa (CHR)** 21.0
Cleveland Wheeler, Jack Harris, & Q-Zoo
22. **WABB-AM & FM/Mobile (CHR)** 20.7
Bill Evans, Trey Matthews
22. **WYYY/Syracuse (AC)** 20.7
Big Mike Fiss
24. **WNNK/Harrisburg-Lebanon-Carlisle (CHR)** 19.8
Tim Burns
25. **KKOB/Albuquerque (AC)** 19.4
Larry Ahrens
25. **WIBC/Indianapolis (AC)** 19.4
Garry Todd
25. **WXBQ/Johnson City (Ctry)** 19.4
Dave Carter

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National Spot Radio Expenditures

Market By Market
Account By Account

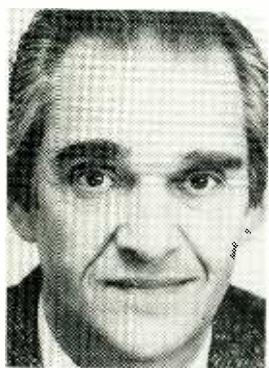
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DRIVETIME DOMINATORS

AM Drive/Top 25

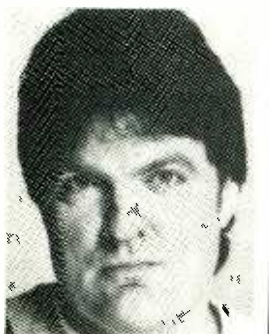
Cume Persons
(12+, M-F, 6-10am)



Paul Smith
WINS/New York



Michael O'Neil
WINS/New York



Scott Shannon
WHTZ/New York



Rick Dees
KIIS-AM & FM/Los Angeles



Jay Thomas
KPWR/Los Angeles



Jim Kerr
WPLJ/New York

1. **WINS/New York (News)** 1,964,800
Paul Smith, Michael O'Neil, Jim McGiffert
2. **WHTZ/New York (CHR)** 1,413,300
Scott Shannon
3. **KIIS-AM & FM/Los Angeles (CHR)** 1,235,600
Rick Dees, Charleye Wright, Liz Fulton
4. **WCBS/New York (News)** 1,216,100
Jim Donnelly, Robert Vaughn
5. **WPLJ/New York (CHR)** 1,197,700
Jim Kerr & The Morning Crew
6. **KPWR/Los Angeles (CHR)** 917,300
Jay Thomas, Powermouth Patty, Monica Brooks
7. **WXRK/New York (AOR)** 921,600
Howard Stern
8. **WOR/New York (Talk)** 853,800
John A. Gambling, John R. Gambling
9. **WBBM/Chicago (News)** 821,100
Ed Volkman, Mike Elston
10. **WPAT-AM & FM/New York (B/EZ)** 823,000
Ken McKenzie
11. **WBLS/New York (UC)** 820,600
Ken Webb
12. **WGN/Chicago (Talk)** 812,300
Bob Collins
13. **KYW/Philadelphia (News)** 782,700
Pat Farnak, Jean Scott, Harry Donahue
14. **WRKS/New York (UC)** 772,800
Carol Ford, B.J. Steele
15. **WLTW/New York (AC)** 733,300
Batt Johnson
15. **WCBS-FM/New York (Gold)** 723,300
Harry Harrison
17. **WQHT/New York (CHR)** 718,200
Rufus
18. **WNEW-FM/New York (AOR)** 711,400
Dave Herman
19. **KFWB/Los Angeles (News)** 686,200
Charlie Braler, Jay Riggerbock, Jeff Leisher
20. **WGCI-FM/Chicago (UC)** 637,800
Banks & Company
21. **KNX/Los Angeles (News)** 616,600
Dave Zorn, Jack Salvator
22. **KABC/Los Angeles (Talk)** 582,900
Ken Minyard, Bob Arthur
23. **KROQ/Los Angeles (AOR)** 582,200
Richard Blade, Poorman
24. **WNBC/New York (AC)** 575,400
Don Imus
25. **WMMR/Philadelphia (AOR)** 543,400
John DeBella

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Bill Burkett
Operations Manager/Program Director
WLMX-FM

*Winter 1987 Arbitron. AQH Share. M-S, 6A-12M, MSA.

WLMX-FM



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DRIVETIME DOMINATORS

PM Drive/Top 25

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



Ed Brantley
WIVK-AM & FM/Knoxville



Danny Stewart
WVIC-AM & FM/Lansing



Doug Enlow
WCOS-AM & FM/Columbia, SC



Steve Taylor
WQUT/Johnson City



Cat Thomas
WXLK/Roanoke-Lynchburg



Jeff Jeffreys
WXBQ/Bristol

1. **WIVK-AM & FM/Knoxville (Ctry)** 33.2
Ed Brantley
2. **WVIC-AM & FM/Lansing (CHR)** 28.1
Danny Stewart
3. **WQUT/Johnson City (CHR)** 27.3
Steve Taylor
4. **WDUV/Sarasota-Bradenton (B/EZ)** 25.6
Automated
5. **WIKS/Coastal North Carolina (UC)** 24.0
Ceacer Gooding
6. **WXLK/Roanoke-Lynchburg (CHR)** 23.5
Eddie Haskell, Cat Thomas
7. **WIOG/Flint (CHR)** 22.6
Rick Donahue
8. **WNNK/Harrisburg-Lebanon-Carlisle (CHR)** 22.4
Bruce Bond
9. **WYYY/Syracuse (AC)** 20.1
Jeff Brown
10. **WRBQ-AM & FM/Tampa (CHR)** 19.6
Mason Dixon
11. **WWDW/Columbia, SC (UC)** 19.0
Hobie Mack
12. **WKSJ-FM/Mobile (Ctry)** 18.8
Jef (J.J.) Funk
13. **WABB-FM/Mobile (CHR)** 18.7
Leslie Fram, Dennis "Hound Dog" Stacy
14. **WCOS-AM & FM/Columbia, SC (Ctry)** 18.6
Doug Enlow
14. **WSKZ/Chattanooga (CHR)** 18.6
Mike Alison
16. **WTAR/Greensboro-Winston-Salem (Ctry)** 18.4
Bruce Garraway
16. **WXBQ/Johnson City (Ctry)** 18.4
Jeff Jeffreys
18. **WHOT-FM/Youngstown-Warren (CHR)** 18.2
Bob Popa
19. **KASE/Austin (Ctry)** 17.7
Terry Hunt
20. **WAPE-FM/Jacksonville (CHR)** 17.3
Cadillac Jack
21. **KZZU-AM & FM/Spokane (CHR)** 17.2
Randy Robbins
22. **WHRK/Memphis (UC)** 17.0
Lisa Lipps
22. **WZZK-AM & FM/Birmingham (Ctry)** 17.0
Rusty Russel
24. **KMOX/St. Louis (AC)** 16.9
Bruce Bradley
25. **KFAB/Omaha-Council Bluffs (AC)** 16.6
Gary Sadlemeyer

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DRIVETIME DOMINATORS

PM Drive/Top 25

Cume Persons
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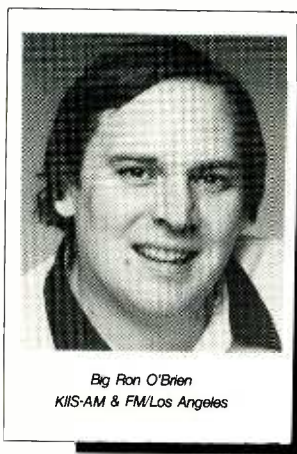
Pat St. John
WPLJ/New York



Scott Muni
WNEW-FM/New York



Mucho Morales
KPWR/Los Angeles



Big Ron O'Brien
KIIS-AM & FM/Los Angeles



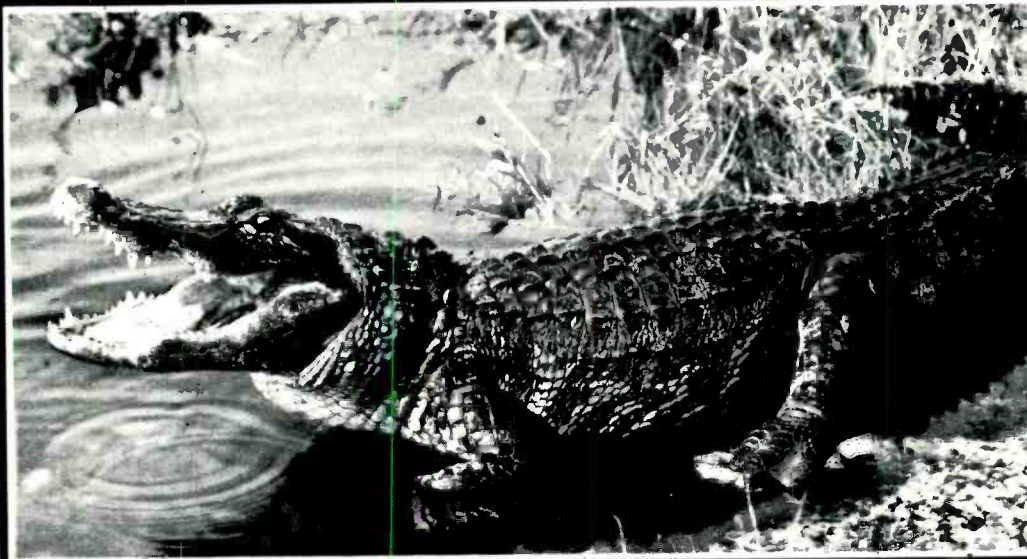
Bob Shannon
WCBS-FM/New York



Chuck Leonard
WRKS/New York

1. **WHTZ/New York (CHR)** 1,449,900
Magical Matthew Allen
2. **WPLJ/New York (CHR)** 1,270,800
Pat. St. John
3. **WPAT-AM & FM/New York (B/EZ)** 1,045,300
Ken Lamb
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,008,100
Big Ron O'Brien, Hollywood Hamilton
5. **KPWR/Los Angeles (CHR)** 913,700
Mucho Morales, Joe Nasty
6. **WINS/New York (News)** 877,600
Ralph Howard, Iris Lynn Shelton
7. **WQHT/New York (CHR)** 868,800
Al Bandiero, Bill Lee
8. **WLTW/New York (AC)** 865,600
Steve Roy
9. **WRKS/New York (UC)** 842,900
Chuck Leonard
10. **WNEW-FM/New York (AO R)** 800,700
Scott Muni, Carol Miller
11. **WBLS/New York (UC)** 786,300
Jim Buggs
12. **WCBS-FM/New York (Gold)** 775,500
Bob Shannon
13. **WGN/Chicago (Talk)** 699,700
Wally Phillips, Spike O'Dell
14. **WABC/New York (Talk)** 659,100
Bob Grant
15. **WGCI-FM/Chicago (UC)** 620,200
Tom Joyner
16. **WOR/New York (Talk)** 617,200
Bernard Meltzer
17. **WCBS/New York (News)** 614,400
Tom Franklin, Rita Sams
18. **KROQ/Los Angeles (AOR)** 599,800
Jed The Fish, Dusty Street
19. **WNSR/New York (AC)** 540,300
Jim Douglas
20. **KABC/Los Angeles (Talk)** 526,000
Stu Nahan
21. **KOST/Los Angeles (AC)** 505,000
Brian Simmion
22. **WXRK/New York (AOR)** 504,400
Meg Griffin, Marc Coppola
23. **WMMR/Philadelphia (AOR)** 491,000
Joe Bonadonna
24. **WBBM/Chicago (News)** 487,400
Paul Donovan
25. **KFWB/Los Angeles (News)** 481,000
Judy Ford, Jim Brusom

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Florida Alligator

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The strength and quality of our relationship with broadcasters is a direct result of sensitivity to our clients' needs. Together, we reject the unjust and discriminatory advertising tax recently approved by the State of Florida. Our 9th Annual Information Sharing "Fly-In," featuring keynote speaker Dr. Henry Kissinger and 3 days of workshops, panels and spouse programs, was scheduled for Orlando, Florida. At great expense, we have relocated the "Fly-In" to La Costa in San Diego, California, February 17-20. It's our way of saying NO! to legislation that will hurt all broadcasters.

We urge all stations and reps alike to let the Governor's office know how you feel on this crucial issue by sending a letter or telegram today to Governor Robert Martinez at The Capitol, Tallahassee, Florida, 32301.

J. Warner Rush
President, Major Market Radio



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NEW EXPANDED DIRECTORY

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| 20 CONSULTANT FIRMS | 57 PROGRAM SUPPLIERS |
| 32 EMPLOYMENT SERVICES | 68 RADIO GROUP OWNERS |
| 33 EQUIPMENT MANUFACTURERS | 81 RECORD COMPANIES |
| 37 FINANCIAL INSTITUTIONS | 86 REPRESENTATIVES |
| 40 MARKETING & PROMOTIONAL SERVICES | 90 RESEARCH FIRMS |
| 42 MEDIA BROKERS | 94 TRADE & LICENSING ORGANIZATIONS |
| 47 MOTION PICTURE COMPANIES | 96 TV PRODUCTION FIRMS |
| 48 NETWORKS | |

COMPUTERS & SOFTWARE



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D = Billing

E = Accounting

F = Other

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UNITED KINGDOM	KAAM-AM	KJLH-FM	KRTH-FM	WBCY-FM	WGTR-FM	WKSJ-AM	WONE-AM	WTRG-FM
CAPITOL RADIO	KJYO-FM	KKBQ-FM	KSCO-AM	WBEE-FM	WGTV-FM	WKSJ-AM	WONE-FM	WTUE-FM
OCEAN SOUND	KAER-FM	KKBC-FM	KSDO-FM	WBHP-AM	WHAM-AM	WKSZ-FM	WOVW-FM	WTVN-AM
RADIO AVON	KASE-FM	KKCW-FM	KSDO-FM	WBHU-AM	WHAS-AM	WKY-AM	WOVW-FM	WUBE-FM
RADIO ESSEX	KASH-AM	KKFR-FM	KSJL-AM	WBLM-FM	WHBT-FM	WKYS-FM	WPEG-FM	WUSA-FM
BBC KENT	KATF-FM	KKHT-FM	KSJL-AM	WBMW-FM	WHBY-AM	WKZL-FM	WPHR-FM	WUSL-FM
BBC SHROPSHIRE	KATF-FM	KKLQ-FM	KSMG-FM	WBOS-FM	WHCN-FM	WKZS-FM	WPIX-FM	WUSY-FM
ITALY	KATF-FM	KKLS-FM	KSND-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 1 FERMO	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
AUSTRALIA	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 10	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2CC	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2DAY-FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2MMM-FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2N	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2SM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2UW	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 2WS	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 3AK	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 3FOX-FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 3KZ	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 3UZ	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 3X	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 4BC	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 4BK	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 4KQ-AM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 4S	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 4XO	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 5KA	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
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RADIO 89FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 96FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO FM104	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 55A-FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
FRANCE	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 95.2 PARIS	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO 95.2 SCOOP	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO CVS FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO FUN FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO GILDA	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO METROPOLIS	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO RVS ROUEN	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO SERVICE	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO VIBRATION	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
ROCKIN' CHAIR FM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
NEW ZEALAND	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO AVON	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO HAURAKI	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
RADIO I-AM	KATF-FM	KKNU-FM	KSON-FM	WBOS-FM	WHDH-FM	WLAJ-FM	WPLJ-FM	WVAF-FM
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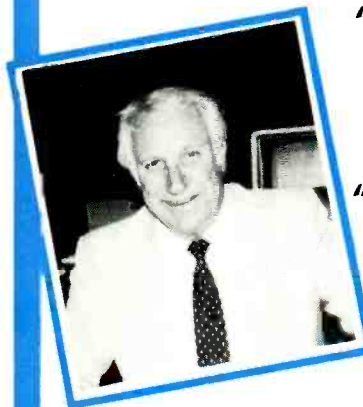
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Bob Henabery Associates, Inc.

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Lake Forest, IL 60045
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2204 Morris Ave. #304
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528 River Rd.
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(303) 684-9488

Ron Webster, President
D

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Lee Carter, President
D

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(516) 546-8508
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Fairfield, IA 52556
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Sandy Shore
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A D

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Norm Goldsmith, President
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The Research Group

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New York, NY 10017
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F

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Joint Communications Positioning Newsflash

**Research at least 500 people. Create a market "map."
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As you know, some consultants are big on generalities and vague on specifics. Joint Communications International has changed that.

We are the media strategists. That's why we've worked for NBC, KZEW, WEEI, KLPX, Y100, Shamrock Communications, Taft, Lotus, KISW, WIOT, KSJO, CBS, Infinity, Standard and many more.

A radio station's "position" is its place in the listener's mind. A position is not necessarily what a radio station does. Rather, it's where the radio station fits in the listener's mind in relation to other choices such as radio stations, music television, other forms of pre-

recorded music and even spoken word audio cassettes.

A clear position is important because the public has more choices than ever before. In this environment of "over-choice" the public are easily confused unless a radio station's position is extremely clear.

There are three keys to positioning which will allow a radio station to cut through the clutter:

1. RESEARCH.

• Survey at least 500 people.

Make sure you find out how the listeners themselves perceive radio stations. Conduct research with a large sample size. This guarantees accuracy for ana-

lyzing sub-samples. Some radio stations get lucky and are able to develop good positioning from a series of focus groups. However, to develop a precise strategy, a statistically valid research study is essential.

• Pretest all advertising.

Once you have developed a campaign, pretest the advertising to make sure the message you are trying to convey is the message the listener is getting. This small investment will pay big dividends.

2. STRATEGY.

• Create a "market map."

Use the research to map your position in relation to your competitors. The best way is to use a grid, which allows you to visually place stations in their "position." This will help you develop your programming and marketing strategy.

• Keep it simple.

The complex strategy will fail. If the strategy has to be explained twice, it's probably too complex.

3. PROMOTE.

• Warning: Wait till the product is right.

Don't market heavily until you are satisfied with the product. If you invite listeners to the store and they don't like the produce, they won't come back.

• Focus on one key attribute.

Promote the element that lets you hold your position. If it's your morning drive show, promote that. If you are an Easy Listening station, you might focus on a word such as "relax." A country music station which plays a lot of music, might call itself "Continuous Country."

FREE OFFER

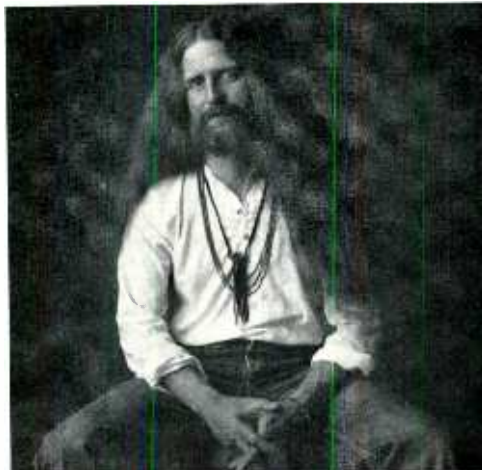
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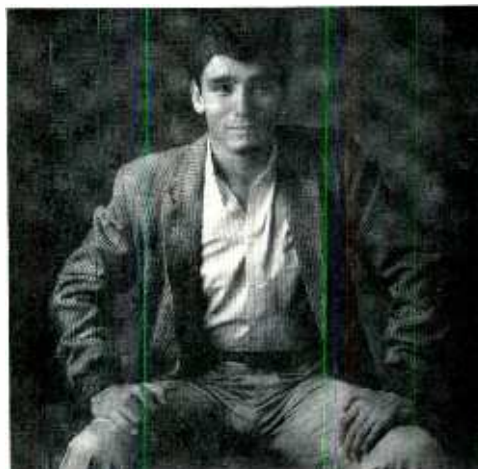


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An example of successful repositioning in the media category – Rolling Stone.

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(412) 346-2046
Jeffrey Tobin, President
A B

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P.O. Box 11347
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(602) 242-6800
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O

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R S

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Mike Palmer
A B

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A B

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F K

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N

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(214) 381-7161
A.V. Collins
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Crown International
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(219) 294-8000
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CSI Electronics
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Highland City, FL 33846
(813) 644-3573
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A - T

dbx
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Delta Electronics, Inc.
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(703) 354-3350
John Bissett
H I R S T

Disctronics
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Los Angeles, CA 90069
(213) 654-5550
Michele Winer, Manager

DOD Electronics
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Salt Lake City, UT 84107
(801) 268-8400
John Johnson
G H J L

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100 Potrero Ave.
San Francisco, CA 94103
(415) 558-0200
Bob Cavanaugh
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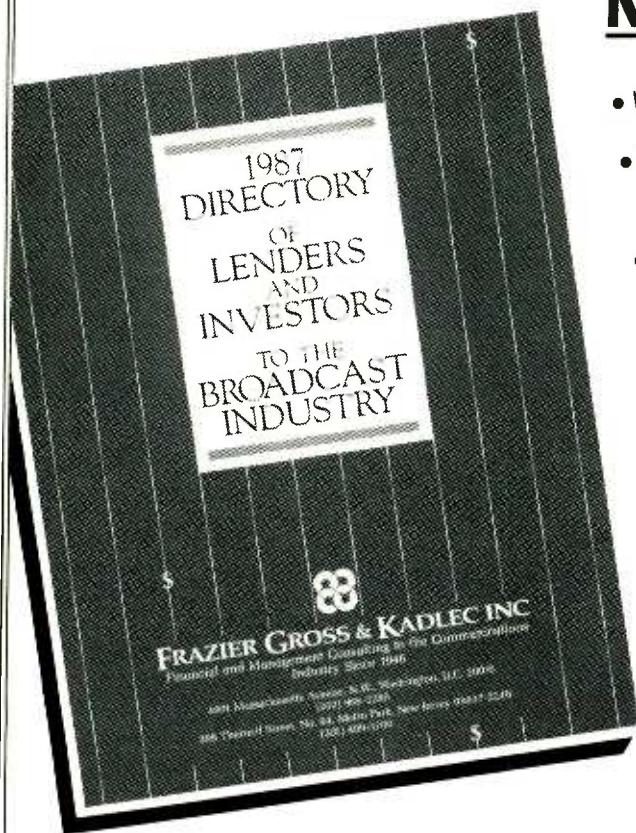
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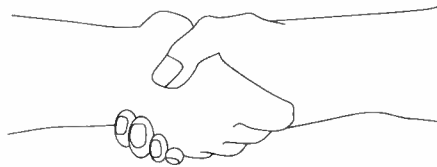
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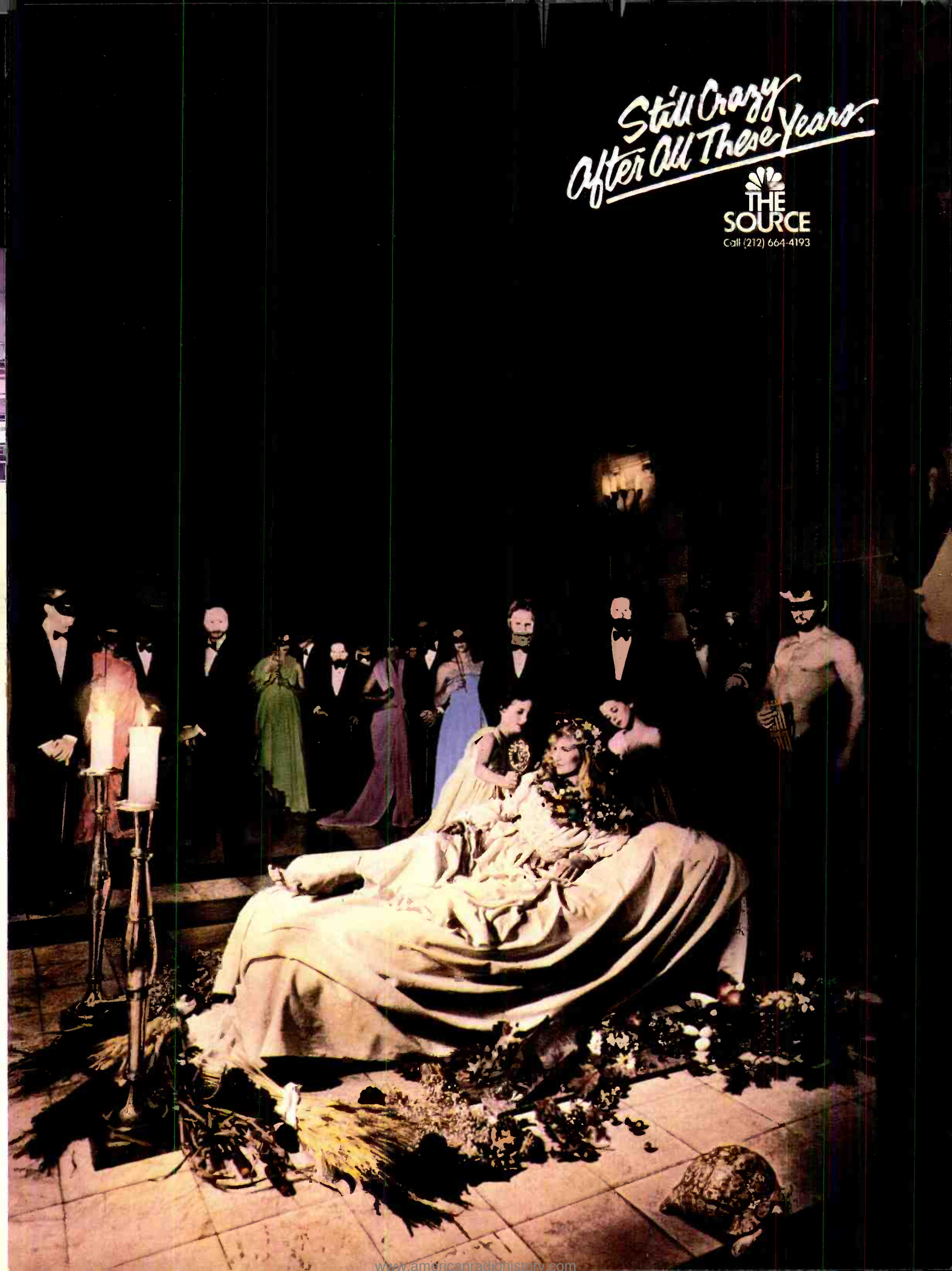
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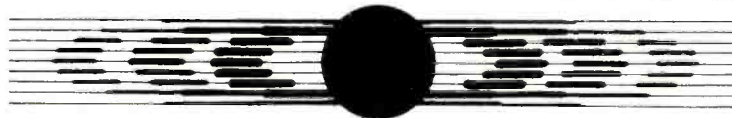
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Henry Broadcasting

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

President: **Charlton Buckley**

Denver KVOB-FM
Riverside-San Bernardino,
CA KFXM & KDUO
Portland KYTE-AM & FM
Salinas/Monterey, CA KDON-AM & FM
Omaha KFAB & KGOR

Heritage Communications

2195 Ingersoll
Des Moines, IA 50312
(515) 246-1440

President: **James Hoak**

Dir./Radio: **Paul Fiddick**

Los Angeles KDAY
Charleston, WV WBES

Holt Communications Corp.

1850 Lynch
Jackson, MS 39203
(601) 946-1515

President: **Arthur Holt**

Jackson, MS WOKJ & WJMI
Pensacola, FL WBOP & WTKX
Gulfport, MS WGCM-AM & FM

The Home News Co.

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

President: **William Boyd**

Santa Barbara, CA KTYD
Danbury, CT WINE & WRKI
Stockton, CA KWG & KYBB
Kingsport, TN WKPT & WTFM
Spokane, WA KAAQ & KISC

Hubbard Broadcasting

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

President: **Stanley S. Hubbard**

Minneapolis-St. Paul KSTP-AM & FM

Humber Valley Broadcasting

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

President: **Dr. Noel Murphy**

Corner Brook, NF CFCB
Deer Lake, NF CFDL
Labrador, NF CFLW
Port aux Basques, NF CFGN
St. Andrews, NF CFCV
Port Au Choix, NF CFNW
St. Anthony, NF CFNN
Stephenville, NF CFSX
Goose Bay, NF CFLN
Churchill Falls, LAB CFLC

Infinity Broadcasting

600 Madison Ave.
New York, NY 10022
(212) 750-6400

Radio Division President: **Mel Karmazin**

New York WJIT & WXRK
Chicago WJJD & WJMK
Philadelphia WYSP
Boston WBCN
Houston KXYZ
San Jose, CA KOME
Los Angeles KROQ
Dallas KVIL-AM & FM
Washington WBWM
Tampa WQYK

Ingstad Broadcasting Group

Box 1415
Grand Forks, ND 58206
(701) 772-2481

President: **Tom Ingstad**

Breckenridge, MN KBMW & KLTA
Iowa City, IA KXIC & KKRQ
Rapid City, SD KIMM & KGGM
Anchorage KPXR

Inner City Broadcasting

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

President: **Pierre Sutton**

New York WLIB & WBLS
San Francisco KBLX-AM & FM
Detroit WKSG
San Antonio KSJL & KSAQ

JACOR Communications, Inc.

1300 Central Trust Center
201 E. 5th St.
Cincinnati, OH 45202
(301) 621-1300

Chairman: **Terry Jacobs**

President: **Frank Wood**

Sr. VP/Programming: **Randy Michaels**

Sr. VP/Sales & Marketing: **Bob Lawrence**
Atlanta WPCB & WGST
Cleveland WBBG & WMJI
Cincinnati WLW & WEBN
Nashville WYHY
Knoxville WMYU
Jacksonville, TN WQIK-AM & FM
Parkersburg, WV WKYG & WXXK
Denver KOA & KOAQ

JAG Communications, Inc.

6 E. 45th St., Ste. 1301
New York, NY 10017
(212) 687-2211

Chairman/CEO: **John A. Gambling**

President/COO: **Morton I. Hamburg**

VP/Radio: **Jack Hobbs**

Providence WLKW
Norfolk, VA WFOG
Albany, NY WROW-AM & FM
Baltimore WLIF

RADIO GROUP OWNERS

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, NC	WBT & WBCY

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

Jones-Eastern

Jones Eastern Radio Inc.

11 Broad St.
Charleston, SC 29401
(803) 722-5900

President: **C.J. Jones**
Sr. VP: **Carolyn Jones**

Journal Star Stations

1 News Plaza
Peoria, IL 61643
(309) 686-3146

President: **H.P. Slane**

Wichita	KICT
Colorado Springs	KSSS
Pueblo	KVUU
Salina, KS	KFRM

Joyner Broadcasting

125 Edinburgh S., Ste. 201
Cary, NC 27511
(919) 469-8383

President: **A. Thomas Joyner**

Whiteville/Fayetteville, NC	WZFX
New Bern, NC	WIKS
South Hill, VA/ Raleigh, NC	WQOK

Kaye-Smith Radio

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

President: **Lester M. Smith**

Portland	KXL-AM & FM
Spokane	KJRB & KEZE

David Keister Stations

1639 Burton Ln.
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
Normal, IL	WMLA-AM & FM



Keymarket Group

804 Carolina Ave.
N. Augusta, SC 29841
(803) 278-4646

President: **Kerby Confer**

Detroit	WLTJ
Houston	KMJQ
St. Louis	KMJM
Harrisburg, PA	WNNK
Mobile-Pensacola	WIZD
Columbia, SC	WTCB
Atmore, AL	WSKR
Austin	KKMJ
Charlotte	WRLX

King Broadcasting

333 Dexter Ave. N.
Seattle, WA 98109
(206) 448-5555

President/CEO: **Steven Clifford**

President/Broadcasting: **Eric Bremner**

VP/Radio: **Stan Mak**

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



Knight Quality Group Stations

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

President: **Scott Knight**

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

Kuiper Stations

399 Garfield S.W.
Grand Rapids, MI 49504
(616) 456-9541

President: **William E. Kuiper Sr.**

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

KWHK Broadcasting

525 N. Main St.
Hutchinson, KS 67501
(316) 663-4461

President: **William Mitchell**

Santa Fe	KTRC
Hot Springs, AZ	KBHS & KSPA
Hutchinson, KS	KWHK

Legacy Broadcasting, Inc.

6430 Sunset Blvd., Ste. 700
Los Angeles, CA 90028
(213) 465-1700

President: **Carl E. Hirsch**

Los Angeles	KJOI
Detroit	WLLZ
Minneapolis	KDWB-AM & FM
Denver	KHOW & KSYX
Houston	KILT-AM & FM

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

President: **Robert G. Liggett, Jr.**

Santa Rosa, CA	KMGG
Lansing	WFMK
Saginaw, MI	WHNN
Grand Rapids, MI	WLHT
Battle Creek, MI	WCLS & WMKG
Fresno	KCLQ
Hanford, CA	KNGS

Lincoln Group, Ltd.

351 S. Warren St., Ste. 600
Syracuse, NY 13202
(315) 478-5030

President: **Albert "Bud" Wertheimer**

Buffalo	WBUF
Rochester, NY	WVOR & WHAM
Salem, MA	WQXK & WSOM

Linder Radio Group

Box 838
Willmar, MN 56201
(612) 235-8695

President: **Steven Linder**

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

RADIO GROUP OWNERS

Lotus Communications

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

President: **Howard Kaimenson**

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

MacDonald Broadcasting Company

2000 Whittier St.
P.O. Box 1776
Saginaw, MI 48605
(517) 752-8161

CEO: **Kenneth MacDonald, Sr.**

President: **Ken MacDonald, Jr.**

Saginaw, MI	WSAM & WKQC
Cadillac, MI	WATT & WEVZ
Petoskey, MI	WWPZ & WMBN

Malrite Communications Group

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

Radio President: **Gil Rosenwald**

New York	WHTZ
Los Angeles	KLAC & KZLA
San Francisco	KNEW & KSAN
Houston	KKHT
Minneapolis	WDGY & KEEY
Cleveland	WHK & WMMS
Philadelphia	WEGX

Marcom Media

804 Carolina Ave.
N. Augusta, GA 29841
(803) 278-4644

CEO: **Marshall Magee**

Lufkin-Nacogdoches, TX	KAFX-AM & FM
Ottawa, KS	KOFO & KHUM
Russellville/Bowling Green, KY	WRUS & WBVR
Tuscaloosa, AL	WRLX & WFFX
Wapakoneta-Lima, OH	WZOQ
Ft. Smith, AR	KZBB
Dubuque, IA	KXXK
Davenport, IA	KLIO
Augusta, ME	WMMW-AM & FM
Augusta, GA	WZNY

McKenna Radio Stations

c/o **McKenna, Wilkinson & Kittner**

1150 17th St. N.W.
Washington, DC 20036
(202) 861-2600

President: **James McKenna**

Minneapolis	KQRS-AM & FM
Harrisburg, PA	WCMB & WSFM
Madison, WI	WHIT
Middleton, WI	WWQM
Atlanta	WWER
Oakland, CA	KDIA

MediaComm

1207 Chestnut St.
Philadelphia, PA 19107
(215) 563-2910

President: **Ragan A. Henry**

Atlanta	WWER-FM
Oakland, CA	KDIA-FM (Ragh, Inc.)

Mesa Broadcasting Group

208 S. LaSalle St., Rm. 1876
Chicago, IL 60604
(312) 346-7900

President: **John W. Hough**

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



Metroplex Communications

1818 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

President: **Robert C. Weiss**

Washington	WCXR & WCPT
Miami	WHYI
Tampa	WNLT & WHBO
Charlotte	WRFX
Orlando	WPRD & WJYO
Jacksonville, FL	WFYV & WRQL
Raleigh	WYLT & WKIX

Metropolitan Broadcasting Corp.

655 Third Ave.
New York, NY 10017
(212) 986-7000

President: **Carl Brazell**

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

Meyer Communications, Inc.

P.O. Box 3676
Springfield, MO 65808
(417) 862-3990

President: **Kenneth Meyer**

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

Midwest Communications Stations

P.O. Box 1991
Green Bay, WI 54305
(414) 435-3771

President: **D.E. Wright**

Des Moines	KIOA & KDWZ
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ

Mid-West Family Stations

P.O. Box 253
Madison, WI 53701
(608) 271-1743

President: **William Walker**

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

Moffat Communications Ltd.

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

President: **Randy Moffat**

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

Moody Bible Institute of Chicago (Moody Broadcasting Network)

820 N. LaSalle St.
Chicago, IL 60610
(312) 329-4000

Broadcasting Div. Mgr.: **Robert Neff**

Chicago	WMBI-AM & FM
St. Petersburg, FL	WGNB & WKES
Cleveland	WCRF
Boynton Beach	WRMB
Chattanooga	WMBW
Spokane	KMBI-AM & FM
Quad Cities	WDLN-AM & FM

Mortenson Broadcasting

333 W. Vine St.
Vine Center, Ste. 200
Lexington, KY 40507
(606) 252-1000

President: **Jack Mortenson**

Baltimore	WBGR
Canton, OH	WTOF
Huntington, WV	WEMM
Versailles, KY	WJMM
Akron	WHLO
Nicholasville, KY	WCGW

RADIO GROUP OWNERS

Mounty Communications

301 E. 62nd St.
Suite 6C
New York, NY 10021
(218) 265-8625
President: **Robert Mounty**

MTN Broadcasting, Inc.

P.O. Box 538
1930 Center St.
Marshalltown, IA 50158
(515) 752-4122
President: **Mark Osmondson**
Marshalltown, IA KDAO

Multimedia Broadcasting

P.O. Box 2760
Greenville, SC 29602
(803) 298-4121
Radio VP: **Greg Anderson**
Milwaukee WEZW
Greenville, SC WFBC-AM & FM
Shreveport, LA KEEL & KITT
Macon, GA WMAZ & WAYS
Asheville, NC WWNC

Nationwide Communications

One Nationwide Plaza
Columbus, OH 43216
(614) 249-7676
VP/Radio: **Steve Berger**
Baltimore WPOC
Cleveland WGAR-AM & FM
Phoenix KZZP-AM & FM
San Jose KWSS
Columbus WNCI
Sacramento KZAP
Winston-Salem, NC WKZL
Orlando WBJW-AM & FM
Tucson KNST & KRQQ
Seattle KISW
Las Vegas KMJJ & KLUC

NBC Radio Stations

30 Rockefeller Plaza
New York, NY 10020
(212) 664-2364
President: **Randy Bongarten**
New York WNBC & WYNY
Chicago WMAQ & WKQX
San Francisco KNBR & KYUU
Boston WJIB
Washington WKYS

New Barnstable Corp.

125 Technology Dr.
Waltham, MA 02154
President: **Albert J. Kaneb**
VP/Radio: **David S. Gingold**
Hempstead, NY WHLI & WKJY
Little Rock KSSN
Memphis WGKX
Mt. Washington, NH WHOM

NewCity Communications

10 Middle St.
Bridgeport, CT 06604
(203) 333-4800
President: **Dick Ferguson**
Atlanta-Gainesville, GA WYAY
Birmingham, AL WZZK-AM & FM
Orlando WDBO & WWKA
Syracuse WSYR & WYYY
Bridgeport, CT WEZN
Worcester, MA WFTQ & WAAF
Tulsa KRMG & KWEN
San Antonio KKYY & KLLS
Oklahoma City KKNK

Newfoundland Broadcasting Corp.

02-FM Network
Logy Bay Road
P.O. Box 2020
St. Johns, Newfoundland
Canada A1C 5S2
(709) 579-5015
President: **John Sterling**

St. John's, NF CHOZ
Bonavista, NF C10Z
Grand Falls, NF CJOZ
Corner Brook, NF CKOZ
Stevensville, NF CFQZ
Argentia, NF CJOS
Marystown, NF CHOS
Deer Lake, NF CKSS
Clarenville, NF CIOS

NewMarket Media Corp

875 W. Fifth St.
Winston-Salem, NC 27101
(919) 777-3905
President/COO: **Pete Schutle**
Greensboro, NC WSJS & WTQR
Memphis WREC & WEGR
Oklahoma City KXXY-AM & FM

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 W. 19th St.
El Dorado, AR 71730
(501) 862-7777
President: **William C. Nolan, Jr.**
Fayetteville, AR KKIX
Hobbs, NM KYKK & KZOR
Hot Springs, AR KIXT & KLAZ
Kilgore, TX KTXZ & KKTZ
El Dorado, AR KELD & KAYZ

Northwestern College Radio Network

3003 N. Snelling Ave.
Roseville, MN 55113
(612) 631-5000
Exec. Director/Radio Network:
Paul Ramseyer
Minneapolis KTIS-AM & FM
Madison WNNWC
Duluth KDNW
Waterloo, IA KNWS-AM & FM
 Fargo, ND KFNW-AM & FM
Sioux Falls, SD KNWC-AM & FM

Ogden Newspapers

1500 Main St.
Wheeling, WV 26003
Radio Group VP: **Robert Nutting**
North Myrtle Beach, SC WGSN & WNMB
Punta Gorda, FL WCCF & WQLM
Staunton, VA WTON
Moorehead, MN KVOX

Olympic Broadcasting

605 1st Ave.
Seattle, WA 98104
(206) 340-1496
President: **Ivan Braiker**
Seattle KRPM-AM & FM
Las Vegas KMZQ
Spokane KZZU-AM & FM
Reno KSRN & KIIQ
Anchorage KYAK & KGOT
Fairbanks KIAK & KQRZ
Fresno KMGX

Ostrander-Wilson Stations

114 Lakeside Ave.
Seattle, WA 98122
(206) 324-2000
President: **George Wilson**
Seattle KBLE
Phoenix KASA & KMLE
Blaine, WA KARI

Outlet Communications

c/o WIOQ-FM
2 Bala Plaza
Bala Cynwyd, PA 19004
(215) 667-8100
VP/Radio: **Joseph Chairs**
Los Angeles KIQQ
Washington WTOP & WMMJ
Philadelphia WIOQ

Pacifica Foundation

3729 Cahuenga Blvd. W.
N. Hollywood, CA 91604
(818) 985-8800
Chairman: **Jack O'Dell**
New York WBAI
Los Angeles KPFK
Berkeley, CA KPFA & KPFB
Houston KPFT
Washington WPFW

RADIO GROUP OWNERS

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

Palmer Communications

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

President: **William Ryan**

Des Moines	WHO & KLYF
Tallahassee	WTNT-FM
Naples, FL	WNOG & WCVU

Park Communications

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

Chairman: **Roy Park, Sr.**

VP/Radio Operations: **Bill Fowler**

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

Parker Communications, Inc.

The Cities' Broadcast Center

Butler Square
Minneapolis, MN 55403
(612) 339-0000

Owners: **John & Kathleen Parker**

President: **Lou Buron**

Minneapolis	KTCJ & KTCZ
Honolulu	KIKI & KMAI
Las Vegas	KXTZ
San Jose	KLZE
Sacramento	KHYL & KAH1

Price Broadcasting

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

President: **John Price**

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

Price Communications

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

President: **Robert Price**

San Francisco	KIOI
Detroit	WMTG & WNIC
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WPLG & WIRK
Buffalo	WWKB & WKSE
Ft. Wayne, IN	WOWO & WIOE
Madison, WI	WIBA-AM & FM
Albuquerque	KKOB-AM & FM



Pyramid Broadcasting

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

CEO: **Richard Balsbaugh**

Philadelphia	WPGR & WSNI
Boston	WXKS-AM & FM
Pittsburgh	WPIT-AM & FM
Buffalo	WHTT-AM & FM
Rochester, NY	WPXY-AM & FM
Chicago	WNUA

Reams Broadcasting

124 N. Summit St., Ste. 400
Toledo, OH 43604
(419) 248-2627

President: **Frazier Reams, Jr.**

Exec. VP: **Peter C. Cavanaugh**

Toledo	WCWA & WIOT
Flint, MI	WWCK-AM & FM
Cincinnati	WBVE

The Regional Group

38 W. Fulton
Grand Rapids, MI 49503
(616) 459-0117

President: **Donald Platt**

Grand Rapids, MI	WKTH & WGRD
Binghamton, NY	WRSG & WAAL
Sharon, PA	WPIC & WYFM

Resort Broadcasters

121 Wyck St., Ste. 300
Richmond, VA 23225
(804) 276-9339

CEO: **Ellek Seymour**

President: **Edward Seeger**

Virginia Beach, VA	WVAB
Fayetteville, NC	WFLB
Ahoskie, NC	WRCS & WQDK
Cape Charles, VA	WIAV
Crewe, VA	WSVS-AM & FM
Dillion, SC	WDSC & WZNS
Waynesville, NC	WHCC & WQNS
Ocean City, MD	WETT & WWTR
Elizabeth City, NC	WGAI

RKO General

1440 Broadway
New York, NY 10018
(212) 642-4000

President/Radio Division: **Jerry Lyman**

New York	WOR & WRKS
Los Angeles	KRTH-AM & FM
Chicago	WFYR
San Francisco	KFRC
Boston	WRKO & WROR
Washington	WGMS-AM & FM
Memphis	WHBQ

Roth Communications

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

President: **David Roth**

CFO: **Stephen J. Nicholson**

Reno	KCBN & KRNO
Ft. Pierce, FL	WIRA & WOVV
Cape Cod, MA	WKPE-AM & FM
Quad Cities, IL	WKSF & WPXR
Savannah, GA	WCHY-AM & FM

Saga Communications

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

Broadcast President/CEO: **Ed Christian**

Milwaukee	WKLH
Columbus	WVKO & WSNY
Norfolk, VA	WNOR-AM & FM
Springfield, IL	WYMG & WLDS
Champaign, IL	WLRW-FM
Jacksonville, IL	WLDS

Salem Communications Corp.

2310 Ponderosa Dr., Ste. 29
Camarillo, CA 93010
(805) 987-0400

VP Stations Operations/Programming:

Robert W. Ball

New York	WNYM
Los Angeles	KKLA
San Francisco	KFXA
Boston	WEZE
Seattle	KGNW
San Diego	KPRZ
Columbus	WRFD
San Antonio	KSLR
Tulsa	KCFO-AM & FM
Portland	KPDQ-AM & FM
Santa Barbara, CA	KGFT
Rosamond, CA	KAVC
Oxnard, CA	KDAR
Long Beach, CA	KGER
San Bernardino, CA	KDIG
Port Sulfer, CA	KHAA

RADIO GROUP OWNERS

Sandusky Broadcasting

1 Tabor Center
1200 17th St.
Denver, CO 80202
(303) 572-6250

Dallas	KEGL
Seattle	KLSY-AM & FM
San Diego	KWLT
Tampa	WKRL
Denver	KNUS & KBPI
Phoenix	KDKB
Kansas City, MO	KLSI

Sconnix Broadcasting

3 Broad St.
Charleston, SC 29401
(803) 577-3000

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

Boston	WHDH & WBOS
Miami/Ft. Lauderdale	WMXJ-FM
Kansas City, MO	KCKM & KFKF
Quad Cities, IL	WMRZ & WLLR
Laconia, NH	WLNH
Indianapolis, IN	WIBC & WEAG
Tampa	WFLA & WPDS

Scripps/Howard Broadcasting

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

President: **Donald Perris**

Baltimore	WBSB
Portland	KUPL-AM & FM
Memphis	WMC-AM & FM

Seaton Stations

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

Chairman: **R.M. Seaton**

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

Seehafer Broadcasting Corp.

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

President: **Don Seehafer**

Wausau, WI	WXCO & WYCO
Manitowoc, WI	WOMT & WQTC
Rochester, MN	KWEB & KRCH
Beloit, WI	WGEZ

Selkirk Communications Ltd.

121 Bloor St. East
9th Floor
Toronto, Ontario
Canada M4W 3M5
(416) 967-5550

President: **Rafe Engle**

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

Rainbow Communications, Ltd.

P.O. Drawer X
Las Cruces, NM 88004
(505) 526-2496

President: **Jim Cooper**

Las Cruces, NM	KOBE & KMVR
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Shamrock Broadcasting

748 Beechnut Ct.
San Rafael, CA 94903

President/Radio Division: **Bill Clark**

San Francisco	KABL-AM & FM
Detroit	WCXI & WWWW
Dallas	KMGC
Pittsburgh	WTKN & WWSW
Atlanta	WFOX
Houston	KZFX
Seattle	KXRX
Kansas City, MO	WHB & KUDL

Shamrock Communications, Inc.

149 Penn Ave.
Scranton, PA 18503
(717) 348-9108

VP/CEO: **William R. Lynette**

Baltimore	WTTR & WGRX
Milwaukee	WQFM
Orlando	WDIZ
Tulsa	KMYZ-AM & FM
Wilkes-Barre/Scranton, PA	WEJL & WEZX

Shepherd Group

300 W. Reed St.
Moberly, MO 65270
(816) 263-1230

President: **Jerrell Shepherd**

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

Sky Corp.

1410 Balltown Rd.
Schenectady, NY 12309
(518) 381-4800

Chairman: **Mike Connelly**

President: **Dennis R. Israel**

Exec. VP: **F. Andrew Bell**

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

Sorenson Broadcasting

604 N. Kiwanis Plaza
Sioux Falls, SD 57104
(605) 334-1117

President: **Dean Sorenson**

Jamestown, ND	KQDJ-AM & FM
Pierre, SD	KCCR & KNEY
Red Wing, MN	KCUE & KWNG
Watertown, SD	KWAT & KIXX
Yankton, SD	KYNT & KKYA

South Central Communications

P.O. Box 40506
Nashville, TN 37204
(615) 256-0434

Div. VP: **Glen Powers**

Evansville, IN	WKY-AM & FM
Knoxville	WEZK
Nashville	WZEZ

Southern Minnesota Broadcasting

122 Fourth St. S.W.
Rochester, MN 55902
(507) 286-1010

President: **G. David Gentling**

VP/GM: **Greg Gentling**

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

SLRO
BROADCASTING

Box 91723
Bellevue, WA 98009
(206) 455-8111

Director: **Bill McMahon**

Seattle	KJET & KZOK
Racine/Milwaukee	WHBT-AM & FM
Las Vegas	KLSQ-FM
Richland, WA	KALE & KIOK
Boulder/Denver	KDKO & KHII

Standard Broadcasting

2 St. Clair Ave. W.
Toronto, Ontario
Canada M4V 1L6
(416) 960-9911

President: **Allan Slaight**

Montreal	CJAD & CJFM
Ottawa	CJSB
St. Catharines, ON	CKTB & CHTZ
Toronto	CFRB & CKFM

RADIO GROUP OWNERS

Stauffer Communications, Inc.

P.O. Box 119
Topeka, KS 66601
(913) 295-1111
Chairman: **Stanley S. Stauffer**
(913) 295-1116
VP: **Gerald N. Holley**
(913) 272-3456
Des Moines, KA KRNT & KRNQ
Topeka WIBW-AM & FM
Amarillo, TX KGNC-AM & FM
Shawnee, OK KGFF

Sterling Communications Corp.

10320 Little Patuxent Pkwy., Ste. 808
Columbia, MD 21044
(301) 992-7500
Chairman: **Larry Patrick**
Dir. of Research: **Len Shackelford**
Greenville, SC WSSL-AM & FM
Jackson, MS WJDX & WMSI
Baton Rouge WKJN-FM

Stoner Broadcasting System

410 Severn Ave. #310
Annapolis, MD 21403
(301) 263-1030
Resident: **Glenn Bell**
New Orleans WBYU
Buffalo WYRK
Rochester, NY 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 88
Belmont, NC 28012
(704) 825-5272
President: **William R. Rollins**
St. Croix, US V.I. WSTX-AM & FM
Blacksburg, VA WVVV
Brunswick, GA WYNR & WPIQ
Christiansburg, VA WJJJ
Orangeburg, SC WDIX & WORG

Sudbrink Broadcasting

100 Australia Ave., Ste. 104
West Palm Beach, FL 33406
(305) 689-0220
President: **Robert Sudbrink**
Denver KJIM
Tampa WCBF
Jacksonville, FL WBIX

Sudbury Services, Inc. & Newport Broadcasting

Box 989
Blytheville, AR 72316
(501) 762-2093
President: **Harold Sudbury, Jr.**
Blytheville, AZ KLCN & KHLS
Heber Springs, AZ KAWW-AM & FM
Hope, AZ KHPA
Newport, AZ KNBY & KOKR
Prescott, AZ KTPA
West Memphis, AZ KSUD

Sundance Broadcasting

1 Radio Place
P.O. Box 20920
Milwaukee, WI 53220
(414) 545-5920
President: **Michael Jorgenson**
Milwaukee WOKY & WMIL
Boise KIDO & KLTB

Sunrise Media Group

329 E. 200 South
Salt Lake City, UT 84111
(801) 533-9332
President: **R.G. Elliott**
Salt Lake City KLTO & KUTR
Billings, MT KGHL & KIDX

Susquehanna Radio Corp.

140 E. Market St.
York, PA 17401
(717) 848-5500
President: **Art Carlson**
San Francisco KFOG
Dallas/Ft. Worth KLIF & KPLX
Houston KRBE-AM & FM
Miami WQBA-AM & FM
Atlanta WARM-FM
Cincinnati WRRM
Norfolk, VA WGH-AM & FM
Indianapolis WFMS
Orlando WKIS
Wilkes-Barre/Scranton, PA WARM & WMGS
Sarasota, FL WHVE
York, PA WSBA-AM & FM

Swanson Broadcasting, Inc.

7136 S. Yale, Swanson Plaza
Tulsa, OK 74316
(918) 493-7225
President: **Gery Swanson**
San Antonio KKYX & KLLS
Oklahoma City KKNG
Tulsa KRMG
Henrietta, OK KQMJ

Taft Broadcasting

1718 Young St.
Cincinnati, OH 45210
(513) 721-1414
President/Radio: **Carl Wagner**
Pittsburgh WDVE
Atlanta WKLS-AM & FM
Kansas City, MO WDAF & KYYS
Cincinnati WKRC & WKRC
Portland KEX & KKRZ
Columbus WTVN & WLWQ
Indianapolis WNDE & WFBQ
Milwaukee WLZR-AM & FM

Target Communications

344 Greene St.
Augusta, GA 30901
(404) 722-7474
CEP: **Marshall Magee**
Lufkin-Nagadoches, TX KAFX-AM & FM
Topeka/Ottawa, KS KOFO & KHUM
Russellville/Bowling Green, KY WRUS & WBVR
Tuscaloosa, AL WRLX & WFFX
Wapakoneta-Lima, OH WZOQ
Ft. Smith, AR KZBB
Dubuque, IA KKKX
Davenport, IA KLIO
Augusta, ME WMME-AM & FM

J.J. Taylor Co., Inc.

P.O. Box 1039
Portland, ME 04104
(207) 773-2651
President: **John J. Taylor III**
Hyannis, MA WCOD
West Palm Beach, FL WTHT
WEAT-AM & FM

Telemedia Communications

1010 Sherbrooke W., Ste. 1610
Montreal, Quebec
Canada H3A 2R7
(514) 845-6291
Chairman: **Philippe de Gaspé Beaubien**
Vice Chairman: **John Van De Kamer**
Hull, QB CKCH & CIMF
Midland, ON CKMP
Montreal 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
Sudbury, ON CIGM & CKSO
Toronto, ON CJCL
Chicoutimi, QB CFIK

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 KBNA-AM & FM
Chicago WIND & WOJO

RADIO GROUP OWNERS

Timm Enterprises

Box 1874
Tallahassee, FL 32302
(904) 224-4001
President: **B.F.J. Timm**
Jacksonville, FL
Tallahassee
Naples, FL
Douglas, GA
Warner Robins, GA
Apalachicola, FL
Key West, FL

WVOJ
WANM & WGLF
WSGL
WDMG-AM & FM
WRBN-AM & FM
WAPY-FM
WOZN-FM

TK Communications, Inc.

1 Bala Plaza, Ste. 207
Bala Cynwyd, PA 19004
(215) 667-1674
CEO: **John Tenaglia**
Dallas
Ft. Lauderdale
San Antonio
Orlando

KLUV
WSRF & WSHE
KBUC-AM & FM
WMMA & WHTQ

Tribune Broadcasting

435 N. Michigan Ave. #1900
Chicago, IL 60611
(312) 222-3333
President: **James Dowdle**
New York
Chicago
Sacramento
Bridgeport, CT

WPIX
WGN
KGNR & KCTC
WICC

Twin W Communications

1600 Modern
Detroit, MI 48203
(313) 865-3900
President: **Walter Wolpin**
Detroit
Phoenix

WCAR
KJJJ-AM & FM

Universal Broadcasting

40 Roselle St.
Mineola, NY 11501
(516) 741-1200
President: **Howard Warshaw**
New York
Los Angeles
Chicago
San Francisco
Houston
Washington
Ft. Worth, TX
Pittsburgh
St. Louis
Minneapolis
Milwaukee
Kansas City, MO
Indianapolis
Danville, IN

WTHE
KMAX
WVVX
KEST
KTEK
WDCT
KWJS
WWCS
WCBW
KUXL
WYLO
KCNW
WGRT
WATI

United Broadcasting

4733 Bethesda Ave., Ste. 808
Bethesda, MD 20814
(301) 652-7706
President: **Gerald Hroblak**
New York
Los Angeles
San Francisco
Washington
Baltimore
Cleveland
Rockville, MD

WKDM
KALI
KSOL
WDJY
WYST-AM & FM
WJMO & WRQC
WINX

Viacom Broadcast Group

140 W. 43rd St.
New York, NY 10036
(212) 382-6100
President/Radio Division: **Bill Figenshu**
New York
Chicago
Houston
Washington
Memphis
Seattle

WLTW
WLAK
KIKK-AM & FM
WMZQ-AM & FM
WRVR-AM & FM
KNBQ

John Walton Stations

Box 776
Kermit, TX 79745
(408) 649-6622
President: **John Walton**
Colorado Springs
Monterey/Carmel, CA
Amarillo, TX
Elk City, OK
Ruidoso, NM

KKCS-AM & FM
KIDD & KWST
KDJW & KBUY
KADS & KECO
KREE & KTNT

Warner Stations

4343 O St.
Lincoln, NE 68510
(402) 475-4567
President: **Norton Warner**
Lincoln, NE
Ablene, KS
Grand Junction, CO
Canon City, CO

KLIN-AM & FM
KABI & KSAJ
KSTR-AM & FM
KRLN-AM & FM

Willis Broadcasting

1010 Park Ave.
Norfolk, VA 23504
(804) 622-4600
President: **Bishop L.E. Willis**
New Orleans
Norfolk, VA
Richmond
Trenton, NJ
Gary, IN
Wilson, NC
Jacksonville, FL
Charlotte
Thomasville, NC
Edenton, NC
Batesburg, SC
Durham, NC
E. St. Louis
Salem, VA
East Point, GA

WBOK
WPCE & WOWI
WFTH
WIMG
WWCA
WGTM
WYOZ & WPDQ
WGSP
WTNC
WBXB
WKWQ
WSRC
WESL
WSAK
WTSH

Wilks/Schwartz Broadcasting

45 Fisher Ave.
East Longmeadow, MA 01028
(413) 525-4141
Owners: **Donald Wilks and Michael Schwartz**
Syracuse
Springfield, MA
Allentown, PA
Sarasota, FL
Providence

WKFM & WFBL
WHYN-AM & FM
WEEX & WQQQ
WSRZ
WLKW

WIN Communications

1621 Euclid Ave., Ste. 1801
Cleveland, OH 44115
(216) 566-9466
President: **Walt Tiburski**
VP: **Anthony S. Oceppek**
Cleveland
Indianapolis
Tulsa
Peoria
Quad Cities
Jacksonville, FL

WQAL
WIRE & WXTZ
KBEZ
WIRL & WSWT
KRVR
WEJZ

WinCom Communications Group

10 Mayland Villa
Mundelein, IL 60060
(312) 634-3282
President: **Donn Winther**
Green Bay/Appleton, WI
St. Joseph/Benton Harbor, MI

WNFJ & WKFX
WHFB-AM & FM

Winfas, Inc.

P.O. Box 522
Amherst, VA 24521
(804) 847-4700
President: **Roger Ingram**
Jacksonville, FL
Amherst, VA
Marion, SC
Belhaven, NC

WRCM
WWWL & WYYD
WATP & WKXS
WKJA

Withers Broadcasting

Box 1508
Mount Vernon, IL 62864
(618) 242-3500
President: **W. Russell Withers, Jr.**
Keokuk, IA
Cape Girardeau, MO
Mt. Vernon, IL

KOKX-AM & FM
KAPE & KGMO
WMIX-AM & FM

Woolfson Broadcasting Corp.

Palm Beach, FL 33480
(305) 659-1555
President: **Mark L. Woolfson**
VP: **Mark R. Woolfson**
Augusta, GA
Wilmington, NC
Salisbury, MD
Tallahassee

WGUS-AM & FM
WWQQ
WSBY & WQHQ
WKQE-AM & FM

Woodward Communications

8th & Bluff St.
P.O. Box 688
Dubuque, IA 52001
(319) 588-5777
VP/Broadcast: **William Williamson**
Dubuque, IA
Appleton, WI
Lincoln, NE

KDTH & KATF
WHBY & WAPL
KLMS & KFMQ

RECORD COMPANIES

A&M

1416 North La Brea Avenue
Hollywood, CA 90028
(213) 469-2411

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

Charlie Minor, Sr. VP/Promotion

JB Brenner, Sr. Dir./National Album Promotion

Steve Resnik, National Promotion Dir.

Rick Stone, VP/Promotion

Al Cafaro, National Album Promotion

Dir./New York

Craig Lambert, National Album Promotion
Dir./Chicago

Charley Lake, National Singles Promotion

Dir./Chicago

Jon Konjoyan, National AC Promotion Dir.

Advantage

1012 16th Ave. S.
Nashville, TN 37212
(615) 255-2888

Mick Lloyd, President/GM

Allegiance, Takoma, ITI

1419 N. La Brea Ave.
Hollywood, CA 90028
(213) 851-8852

Marty Goldrod, President

Alligator

P.O. Box 60234
Chicago, IL 60660
(312) 973-7736

Blake Gumprecht, Dir./AOR Promotion

Bruce Iglauder, Dir./BU

American Gramophone

9130 Mormon Bridge Rd.
Omaha, NE 68152
(402) 457-4341

Dick Musil, Dir./Advertising & Promotion

Amherst

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

Leonard Silver, President/CEO

Arista

6 W. 57th Street
New York, NY 10019
(212) 489-7400

8370 Wilshire Blvd.
Beverly Hills, CA 90230
(213) 655-9222

Don Jenner, Sr. VP/Marketing & Promotion

Rick Bisceglia, Sr. Dir./Promotion

Tony Anderson, VP/R&B Promotion

Sean Coakley, Sr. Dir./Album Promotion

Doug Daniels, Nat. R&B Promotion Dir.

Atco

75 Rockefeller Plaza
New York, NY 10019
(212) 484-6400

Michael Prince, Dir./National Album
Promotion

Bruce Tenenbaum, Dir./National Singles
Promotion

Atlantic

75 Rockefeller Plaza
New York, NY 10019
(212) 484-6000

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 205-7450

Vince Faraci, Sr. VP/Promotion

Danny Buch, Sr. Dir./National Album
Promotion

Jackie Tesman, National College/
Alternative Promotion

Andrea Ganis, Sr. Dir./National Singles
Promotion

Avista

P.O. Box 627
Edmond, OK 73083

P.O. Box 24454

Nashville, TN 37202

Ken Baker, Promotion

B. Boy, Rock Candy, Sweet Heart

693 E. 132nd St.
Bronx, NY 10454

William (Chill Bill) Kamorra, Owner

Jack Allen, Owner

Ray Wilson, Owner

N. Hobber, Owner

Bainbridge

P.O. Box 8248
Van Nuys, CA 91409-8248
(213) 476-0631

P.J. Littlejohn, Dir./Sales & Promotion

Bermuda Dunes

40655 Jefferson
Bermuda Dunes, CA 92201
(415) 345-2851

Lisa Opsitnick, Dir./Promotion

Big Time

6777 Hollywood Blvd., 7th Floor
Hollywood, CA 90036
(213) 460-4033

34/35 D'Arblay St.
London W1V 3FE
England
(01) 734-2712

428 George St.
Sydney, NSW 2000
Australia

Mark Kates, Promotion Dir.

Brofeel

12103 Clark St.
Santa Fe Springs, CA 90670
(213) 941-4940

Kirk Tyler, President

Cadence Jazz

Cadence Building
Redwood, NY 13629

Dave Bernstein, Promotion

Cafe

1260 Holm Rd.
Petaluma, CA 94952
(707) 778-0134

(800) 423-5759 (outside California)

Cheryl L. Werier, Promotion/Publicity Dir.

Capitol

1750 N. Vine
Hollywood, CA 90028
(213) 462-6252

1370 Ave. Of the Americas
New York, NY 10019
(212) 757-7470

1111 16th Ave. South
Nashville, TN 37212
(615) 320-5009

John Fagot, VP/Promotion

Tom Gorman, VP/Pop Promotion

Ronnie Jones, VP/Black Music Promotion

Harry Levy, National Dir./Progressive Rock
Promotion

Ray Tusken, VP/Rock Promotion

Paul Lovelace, VP/Country Promotion

Chrysalis

645 Madison Ave.
New York, NY 10022
(212) 758-3555

9255 Sunset Blvd.
Los Angeles, CA 90069
(213) 550-0171

12 Stratford Pl.
London W1N 9AF
England
(01) 408-2355

Daniel Glass, VP/Promotion

Kevin Sutter, Sr. Dir./National Album
Promotion

Charlie D'Atri, Dir./National Singles
Promotion

Columbia

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

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700

Ray Anderson, VP/Columbia Label Promotion

Paul Rappaport, VP/National Album Promotion

Sheila Chalandra, Director National Promotion

George Chaltas, Director National Promotion/
West Coast

Doug Wilkins, Director Promotion/
Jazz Progressive

RECORD COMPANIES

Concord

P.O. Box 845
Concord, CA 94522
(415) 682-6770

Ellen Findlay, Dir./Jazz, Latin, Classical,
Big Band

Critique

400 Main St.
Reading, MA 01867
(617) 944-0423

161 W. 54th St., Ste. 1203
New York, NY 10019
(212) 489-7095

Michael Patt, A&R Dir./Promotion

Cypress

1523 Crossroads Of The World
Los Angeles, CA 90028
Tami Shawn, Dir./Promotion

Delos International

2210 Wilshire Blvd., Ste. 664
Santa Monica, CA 90403
(213) 459-7946
Rudi Simpson, Sales and Radio

Elektra/Asylum/Nonesuch

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 205-7400

Dave Urso, Sr. VP Promotion

Brad Hunt, VP/AOR Promotion

Ray Carlton, National Dir./CHR Promotion

Roger Smith, National Dir./CHR Promotion

Ray Gmeiner, National Dir./AOR Promotion

Rick Alden, National Dir./CHR Promotion

Suzanne Berg, National Director, AC

EMI-America/Manhattan

1370 Ave. Of The Americas
New York, NY 10019
(212) 603-4524

1750 N. Vine St.
Los Angeles, CA 90024
(213) 461-9141

Jack Satter, VP/National Promotion

Varnell Johnson, R&B Promotion/Marketing

Rich Tamburro, National Promotion Dir.

Slack Johnson, National Promotion Dir., R&B

Mark Kargol, West Coast National Dir./
Promotion (LA)

John Hey, Dir./National Album Promotion (LA)

Enigma

1750 E. Holly Ave.
El Segundo, CA 90245-1528
213-640-6869

Rick Winward, Dir./National Promotions

Epic/Portrait/Associated Labels

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

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700

Walter Winnick, VP/National Promotion

Jimi Starks, VP/Black Music Promotion

Larry Douglas, VP/Marketing West Coast

Polly Anthony, Director AC Promotion

Harvey Leeds, VP/Album Promotion

Rich Schwan, Director/Country Promotion
(Nashville)

Fantasy

Tenth and Parker
Berkeley, CA 94710
(415) 549-2500

Saul Zaentz, Board Chairman

Phil Jones, VP/Marketing & Promotion

Geffen

9130 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010

75 Rockefeller Plaza
New York, NY 10019
(212) 484-7170

Al Coury, Dir./Promotion & Marketing

Marko Babineau, Dir./AOR Promotion

John Brodey, Dir./CHR Promotion

Global Pacific

589 First St. West
Sonoma, CA 95476
(707) 996-2748

312 W. 73rd, Ste. 3C
New York, NY 10023
(212) 769-9362

3960 Laurel Canyon Rd., Ste. 434

Studio City, CA 91604

(213) 654-0410

Neal B. Sapper, VP/Promotions

GNP Crescendo

8400 Sunset Blvd., Ste. 4A
Los Angeles, CA 90069
(213) 656-2614

Gene Norman, President

Gold Castle

3575 Cahuenga Blvd. W. #470
Los Angeles, CA 90068
(213) 850-3321

120 West 44th St., Ste. 608
New York, NY 10036
(213) 840-6011

Jeff Heiman, National Dir./Promotion &
Publicity

GRP

555 W. 57th St.
New York, NY 10019
(212) 245-7033

Bud Katzel, President

Duke DuBois, National Dir./Radio Promotion

Ichiban

P.O. Box 724677
Atlanta, GA 30339
(404) 926-3377

Jerry Andrews, National Dir./Promotion

I.R.S.

100 Universal City Plaza, Bldg. 422
Universal City, CA 91608
(818) 777-4730

445 Park Ave., 6th Floor
New York, NY 10022
(212) 605-0601

Lori Blumenthal, National Dir./

College Promotion

Mel Delatte, National Dir./CHR Promotion

Barry Lyons, VP/Promotion

Island Records

14 E. Fourth St.
New York, NY 10012
(212) 995-7800

Bob Catania, VP/Pop Promotion

Andy Allen, Dir./National Album Promotion

John Souhack, Dir./Alternative Promotion

Pat Marsicano, National Promotion

Coordinator

Greg Peck, VP/Black Music Promotion

Debbie Howard, National Secondary
Promotion-Dir./Black Music

Jazzmania

60 Pineapple St.
Brooklyn, NY 11201
(718) 852-3572

Mike Morgenstern, President

Jem Records Group

(Passport, PVC, E.G., Editions, Coda)

3619 Kennedy Road
South Plainfield, NJ 07080
(201) 753-6100

Marty Scott, Dir./Promotion

Landmark

2600 Tenth St.
Berkeley, CA 94710
(415) 849-0442

Orrin Keepnews, President

Living Music

1047 Amsterdam Ave.
New York, NY 10025

P.O. Box 72

Litchfield, CT 06759

Paul Winter, VP/Principal Artist

Malcola, Slam

6209 Santa Monica Blvd.
Hollywood, CA 90038
(213) 469-5821

Ray Kennedy, VP/Promotions

The **C**oca-**C**ola **C**ompany
MCA **E**ntertainment **G**roup
Polygram **R**ecords
Miller **B**eer
Westwood **O**ne
MTV
Bertelsmans **M**usic **G**roup
Image **C**onsultants
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Nashville, TN 37212
(615) 244-8944

Steve Meyer, Sr. VP/Promotion
Bill Bennett, VP/Album Promotion
Billy Brill, National Singles Dir.
Nan Fisher, National Alternative Promotion
Ernest Singleton, VP Promotion/Black Music Division

Shelia Shipley, VP/National Promotion (Nashville)

Jheryl Busby, VP/Black Music Div.

Meadowlark
9255 Deerling Ave.
Chatsworth, CA 91311
(818) 709-6900

The Welk Building
54 Music Square E. #306
Nashville, TN 37203
(615) 248-6800
James Lewis, Dir./Marketing

Metal Blade

18653 Ventura Blvd., Ste. 311
Tarzana, CA 91356
(818) 344-2437

1133 Broadway, Ste. 370
New York, NY 10010
(212) 645-6208
Brian Slagel, President

Modern

9111 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-8111
Paul E. Fishkin, President

Motown

6255 Sunset Blvd.
17th Floor
Los Angeles, CA 90028
(213) 468-3500

Michael Lessner, VP/Pop Promotions
Maurice Watkins, National Director/
R&B Promotion
Vicki Leben, National Promotion Director

MTM Music Group

21 Music Square E.
Nashville, TN 37203
(615) 242-1931

Bruce Shindler, National Dir./Country Promotion

Scott Borchetta, National Dir./Album Rock Promotion

Muse/Savoy Jazz

160 W. 71st St.
New York, NY 10023
(212) 673-2020
Barney Fields, Promotion Manager

Music West

2200 Larkspur Landing Cir., Ste. 100
Larkspur, CA 94939
(415) 925-9800
Allan J. Kaplan, Founder/President

Narada, Narada Equinox, Narada Mystique

1845 N. Farwell Ave.
Milwaukee, WI 53202
(414) 272-6700

70 Universal City Plaza
Universal City, CA 91608
(818) 777-5281

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Next Plateau

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Eddie O'Loughlin, President

The NEW Total Experience

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Hollywood, CA 90028
(213) 462-6585
Rudy Taylor, National VP/Promotions

Noble Vision

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Atlanta, GA 30305
(404) 266-0177
Don Tolle, Ctry

Optimism

3575 Cahuenga Blvd. W., Ste. 247
Los Angeles, CA 90068
(213) 850-3350
Brenda V. Winfield, National Dir./Promotion

Palo Alto/TBA

11026 Ventura Blvd. Ste. 2
Studio City, CA 91604
(213) 877-5106
Don Graham, Dir./BU, Jazz Promotion

Pasha

5615 Melrose Ave.
Los Angeles, CA 90038
Spender D. Proffer, President

PolyGram

810 7th Avenue
New York, NY 10019
(212) 333-8100

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

8335 Sunset Blvd.
Los Angeles, CA 90069
(213) 656-3003

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

John Betancourt, Sr. VP/Promotion
David Leach, Dir. Pop Promotion
Calvin Lew, Dir. Rock Radio Promotion (LA)
Drew Murray, Dir. Rock Radio Promotion
Leroy Little, VP/Promotion & A&R Urban
Wayman Jones, National Dir. Promotions
Donald Elfman, Jazz
Kathryn King, ECM
Grace Patti, Classical DG
Susan Mann, Classical Phillips
Ellen Kazis, Classical London
Frank Leffel, National Dir./Country Promotion

Priority

6430 Sunset Blvd.
Hollywood, CA 90028
Bryan Turner, President

Private

220 East 23rd St.
New York, NY 10010
(212) 684-2533
Doreen D'Agostino, VP/Promotion-Press and Artist Development

ProJazz

14025 23rd Ave. N
Minneapolis, MN 55441
Dan Verdick, National Jazz Promotion

Quantum

75 Rockefeller Plaza
New York, NY 10019
(212) 484-6731

90 Universal City Plaza, Penthouse 1
Universal City, CA 91608
(818) 760-1993

Les Garland, President
Dick Williams, VP/GM Music Division
RB International (RBI, Lifestyle, Golden Voyage, Ric)
200 Varick St.
New York, NY 10014

15714 Garfield Ave.
Paramount, CA 90723

510 Coronation Dr.
West Hill, Ontario
Canada M1E 4X6
Marla Roseman, Dir./Promotion

RECORD COMPANIES

RCA

1133 Avenue of the Americas
New York, NY 10036
(212) 930-4000

6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000

Eddie Mascolo, VP/CHR Promotion
Jim McKeon, AOR

Michael Kidd, BU/Jazz

Miki Becce, AC

Lygia Brown, UC

Bonnie Goldner, CHR/AC

Hugh Sarratt, AOR

30 Music Square W.
Nashville, TN 37203
(615) 664-1200

Jack Weston, Dir./National Country Promotion

Select

175 Fifth Ave., Ste. 209
New York, NY 10010
(212) 777-3130

Glen Olsheim, Publicity/Promotion

Slash

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

Pat Hall, Dir./Promotion

Sleeping Bag

1974 Broadway
New York, NY 10023
(212) 724-1440

46 Chicago Way
San Francisco, CA 94112
(415) 587-7128

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1697 Broadway, Ste. 903
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Ruby Fisher, President

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Chatsworth, CA 91311
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54 Music Square E., S-306
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(615) 248-6800

Billy Ray Hearn, President

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Tifton, GA 31794
(912) 382-6257

Gus P. Statiras, President

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8335 Sunset Blvd.
Los Angeles, CA 90069
(213) 656-0970

Tom Hayden, President

TVT

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New York, NY 10011

Kitty Overton, A&R, Publicity, Promotion
(212) 929-0570

Virgin Records

9247 Alden Dr.
Beverly Hills, CA 90210
(213) 278-1181

Phil Quartararo, VP/Promotion

Jeffrey Naumann, National AOR Director

Iris Dillon, National Alternative Promotion

Sharon Heyward, National R&B Promotion

Todd Bisson, National College Promotion

Steve Zap, National AC Promotion

Warner Bros. Records

3300 Warner Blvd.
Burbank, CA 91519
(818) 846-9090

Russ Thyret, Senior Vice President/
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Mark Maitland, Vice President, Promotion

Carol Hart, Associate Marketing/
Promotion Director

George Gerrity, Vice President, Director
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Stewart Cohen, CHR

Sue Ember, CHR

Ed Nuhfer, CHR

Greg Lee, CHR

Kenny Puvogel, AOR

Patti Oates, AOR

Dave Dannheisser, AOR

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Ron Ellison, Vice President, Promotion/
Black Music Marketing

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Warner Bros. Records/Nashville

1815 Division St.
Nashville, TN 37212
(615) 320-7525

Nick Hunter, Senior Vice President, Sales
& Promotion

Chris Palmer

Robert Saporiti

Doug Grau

Windham Hill

831 High St.
Palo Alto, CA 94301
(415) 329-0647

85 Lincoln Drive
Sausalito, CA 94965
(415) 331-1502

1416 N. La Brea
Hollywood, CA 90028
(213) 469-2411

Rich Schmidt, Dir./Promotion

Reprise Records

1815 Division St.
Nashville, TN 37212
(615) 320-7525

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& Promotion

Mark Maitland, Vice President, Promotion

Carol Hart, Associate Marketing/
Promotion Director

Richard Fitzgerald, Vice President,
Promotion

Linda Baker, CHR

Michael Linehan, AOR

Marc Ratner, CHR

Sea Breeze Jazz

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

John Brechler, President

Rhino

1201 Olympic Blvd.
Santa Monica, CA 90404
(213) 450-6323

Dave Darus, National Promotion Dir.

Rounder

1 Camp St.
Cambridge, MA 02140
(617) 354-0700

Brad Paul, Promotion Dir.

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Banner Radio

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San Francisco: (415) 434-3272
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(404) 237-1577

Jack Bolton, President

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St. Louis: (314) 991-4261
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18 E. 53rd St.
New York, NY 10022
(212) 223-6410

Eduardo Caballero, President

Atlanta: (404) 262-1200
Chicago: (312) 443-0101
Dallas: (214) 871-9513
Detroit: (313) 445-0491
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CBS Radio Representatives

51 W. 52nd St.
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Anthony Miraglia, VP/GM

Atlanta: (404) 233-8281
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Chicago: (312) 951-3357
Dallas: (214) 556-1145
Detroit: (313) 476-2065
Houston: (713) 782-0911
Los Angeles: (213) 460-3701
Philadelphia: (215) 668-5990
St. Louis: (314) 444-3221
San Francisco: (415) 765-4006

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New York, NY 10022
(212) 688-4414

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Atlanta: (404) 237-5236
Boston: (617) 423-4110
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Dallas: (214) 871-0155
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Dallas: (214) 421-9848

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Durpetti & Associates

Corporate Headquarters
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Chicago, IL 60601
(312) 819-0100

Tony Durpetti, President

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Chicago: (312) 819-0100
Dallas: (214) 580-1766
Detroit: (313) 357-6670
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Atlanta: (404) 321-5136
Boston: (617) 482-0440
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Group W Radio Sales

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Philadelphia: (215) 790-0204
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Hillier, Newmark, Wechsler & Howard

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New York, NY 10017
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Dallas: (214) 871-0007
Detroit: (313) 357-0900
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(212) 572-5560

Stu Olds, President

Atlanta: (404) 233-0203
Boston: (617) 426-7290
Chicago: (312) 836-0500
Dallas: (214) 871-1980
Detroit: (313) 649-4333
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Los Angeles: (213) 852-8700
Minneapolis: (612) 339-2002
Philadelphia: (215) 567-5166
Portland: (503) 226-3973
St. Louis: (314) 231-1868
San Francisco: (415) 777-3377
Seattle: (206) 441-1325

Katz Radio Group

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5520

Ken Swetz, President

Bonnie Press, VP/GM, Networks
(212) 572-5518

David Halberstam, VP/Mgr., Sports
(212) 572-5508

Glenn Kummerow, Mgr., Farm
(312) 836-0573

Gene Bryan, NSM, Hispanic
(212) 572-5263

Shelly Katz Radio Sales, Inc.

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(212) 685-9240

Shelly Katz, President

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Chicago: (312) 263-3340
Detroit: (313) 961-3353
Los Angeles: (213) 657-2061
San Francisco: (415) 391-1984
Dallas: (214) 788-1630

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P.O. Box 435
Highland Park, IL 60035
(312) 433-6032

Robert Lazar, President

Arlington, TX: (817) 265-6242

Atlanta: (312) 433-6032

Los Angeles: (213) 657-2061

New York: (212) 685-9240

San Francisco: (415) 391-1984

Lotus Hispanic Reps.

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(212) 697-7601

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Thomas Hervey, VP

Monica Messina, VP/Eastern Mgr.

Atlanta: (404) 436-1575

Chicago: (312) 346-8442

Dallas: (214) 960-1707

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Warner Rush, President

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Boston: (617) 523-0357
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Dallas: (214) 580-1595
Detroit: (313) 358-2060
Los Angeles: (213) 474-5311
Philadelphia: (215) 985-1330
Portland: (503) 226-5007
St. Louis: (314) 727-5502
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Seattle: (206) 448-3613

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New York, NY 10016
(212) 683-7990

Jim Smith, President

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Chicago: (312) 346-3334
Dallas: (214) 788-1630
Detroit: (313) 961-3353
Houston: (713) 759-0549
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Los Angeles: (213) 657-2061
St. Louis: (816) 471-5502
San Francisco: (415) 391-1984

Masla Radio

41 E. 42nd St. #1200
New York, NY 10017
(212) 490-3760

Jack Masla, President

Peter Moore, Exec. VP

Atlanta: (404) 455-0591
Boston: (617) 338-5084
Chicago: (312) 670-3570
Dallas: (214) 637-2052
Detroit: (313) 354-0691
Los Angeles: (213) 462-7351
San Francisco: (415) 986-5372

McGavren Guild Radio

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

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Boston: (617) 423-0606
Charlotte: (704) 552-7761
Chicago: (312) 644-7150
Dallas: (214) 580-8336
Denver: (303) 368-0334
Detroit: (313) 358-8500
Houston: (713) 266-7667
Los Angeles: (213) 470-3383
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Philadelphia: (215) 732-3380
Portland: (503) 223-1700
St. Louis: (314) 231-0000
San Francisco: (415) 986-4112
Seattle: (206) 223-1183

Media America

342 Madison Ave., Suite 920
New York, NY 10017
(212) 983-6800

Ron Hartenbaum, Chairman
Gary Schonfeld, President

Paul Miller & Company

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

Paul Miller, President

Atlanta: (404) 262-1200
Chicago: (312) 446-2487
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San Francisco: (415) 731-3620

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

Hugh Wallace, Mary Williams,
Sandra Miner, Cyndy McDowell

Chicago: (312) 478-5544
New York: (212) 840-0614
San Francisco: (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: (404) 633-9080
Chicago: (312) 263-3340
Dallas: (214) 788-1630
New York: (212) 683-7990
San Francisco: (415) 391-2272

Radio Time Sales/International

559 Pacific Ave.
San Francisco, CA 94133
(415) 391-1984

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Dallas: (214) 350-7737
Detroit: (313) 961-3353
Los Angeles: (818) 500-7201
New York: (212) 683-7990
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San Francisco Office

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Regional Reps Corp

One Playhouse Square #410
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(216) 781-0035

Stuart J. Sharpe, President

Don O. Hays, Sr. VP

Alex D. Kelemen, Regional Mgr.

Cincinnati: (513) 651-1511

Republic Radio

One Dag Hammarskjold Plaza

New York, NY 10017

(212) 572-9170

Jerry Cregan, President

Atlanta: (404) 261-1724

Boston: (617) 542-5069

Chicago: (312) 836-0850

Dallas: (214) 871-1152

Detroit: (313) 649-1416

Houston: (713) 961-4823

Los Angeles: (213) 852-8768

Minneapolis: (612) 339-8941

Philadelphia: (215) 972-0311

St. Louis: (314) 231-3975

San Francisco: (415) 957-9920

Seattle: (206) 441-1356

Roslin Radio Sales, Inc.

515 Madison Ave.,

New York, NY 10022

(212) 486-0720

Marv Roslin, President

Atlanta: (404) 266-0614

Boston: (617) 262-3400

Chicago: (312) 726-5451

Dallas: (214) 238-5057

Los Angeles: (213) 278-8098

Philadelphia: (215) 568-1133

St. Louis: (314) 353-2830

Savalli Broadcast Sales

11 Penn Plaza

New York, NY 10001

(212) 239-3288

Joseph Savalli, President

Gladys Swanson, Lynn Lavan

Atlanta: (404) 633-9080

Boston: (617) 482-4370

Chicago: (312) 263-3340

Dallas: (214) 350-7737

Detroit: (313) 445-0491

Los Angeles: (213) 657-2061

Philadelphia: (215) 242-3660

St. Louis: (816) 471-5502

San Francisco: (415) 731-3620

Torbet/Select Radio Sales

One Dag Hammarskjold Plaza

New York, NY 10017

(212) 355-7705

Tony Fasolino, President

Atlanta: (404) 325-4500

Boston: (617) 426-3374

Chicago: (312) 222-1430

Dallas: (214) 528-7980

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Portland: (503) 238-3829

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TRM Group (formerly Milam & Cowart)

P.O. Box 59127

Dallas, TX 75229

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Tameia A. Bembenek, Owner

Atlanta: (404) 266-3133

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Chicago: (312) 263-3340

Cincinnati: (513) 651-1511

Cleveland: (216) 781-0035

Little Rock: (501) 227-7564

Memphis: (901) 452-3569

New York: (212) 239-3288

Raleigh: (919) 850-9111

St. Louis: (314) 991-4261

San Francisco: (415) 731-3620

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Olney, MD 20832

(301) 924-3937

Michael J. Weiner, President

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Arbitron Ratings Co.

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New York, NY 10019

(212) 887-1348

Rhody Bosley, VP/Radio

Benchmark Co.

1101 Capital Of Texas Hwy.

Austin, TX 78746

(516) 327-7010

Robert Balon, President

J. Billie Associates

P.O. Box 9157

Silver Spring, MD 20906

(301) 924-5968

Jay Billie, President

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44 Sylvan Ave.

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Englewood Cliffs, NJ 07632

(201) 585-7667

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2401 Pennsylvania Ave.

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(818) 985-8522

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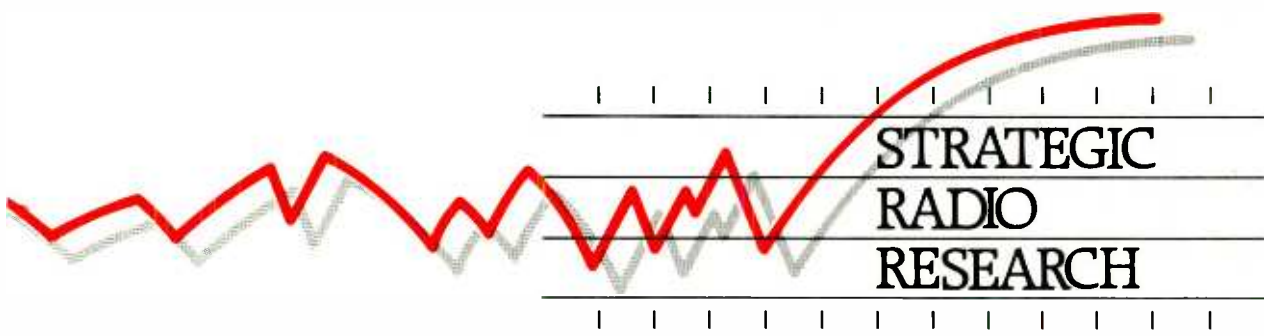
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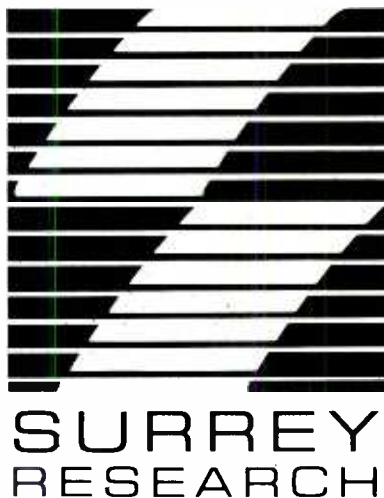
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2. WVIC-AM & FM/Lansing-East Lansing (CHR)	27.1	2. WPLJ/New York (CHR)	2,488,200
3. WQUT/Johnson City-Kingsport (CHR)	25.2	3. WHTZ/New York (CHR)	2,399,500
4. WIKS/Coastal North Carolina (UC)	24.5	4. KIIS-AM & FM/Los Angeles (CHR)	1,855,400
5. KMOX/St. Louis (AC)	23.0	5. WCBS/New York (News)	1,819,400
6. WXLK/Roanoke-Lynchburg (CHR)	22.2	6. WBLS/New York (UC)	1,599,900
7. KFAB/Omaha-Council Bluffs (AC)	20.5	7. WCBS-FM/New York (Gold)	1,581,300
8. WNNK/Harrisburg-Lebanon (CHR)	19.4	8. WLTW/New York (AC)	1,535,400
9. WTIC/Hartford (AC)	19.0	9. WABC/New York (Talk)	1,525,400
10. WKSJ-FM/Mobile (Ctry)	19.3	10. WOR/New York (Talk)	1,522,900
11. WIOG/Flint (CHR)	18.9	11. WRKS/New York (UC)	1,506,200
11. WWDW/Columbia, SC (UC)	18.9	12. KPWR/Los Angeles (CHR)	1,472,000
13. WRBQ-AM & FM/Tampa-St. Petersburg (CHR)	18.8	13. WNEW-FM/New York (AOR)	1,420,100
14. WYYY/Syracuse (AC)	17.9	14. WGN/Chicago (Talk)	1,391,000
15. WCOS-FM/Columbia, SC (Ctry)	17.8	15. WQHT/New York (CHR)	1,372,800
16. KGBT/McAllen-Brownsville (Span)	17.6	16. WXRK/New York (AOR)	1,371,300
17. WTQR/Greensboro (Ctry)	17.5	17. WPAT-FM/New York (B/EZ)	1,348,300
18. WABB-FM/Mobile (CHR)	17.4	18. WHN/New York (Ctry)	1,261,600
18. WICC/Bridgeport (AC)	17.4	19. WBBM/Chicago (News)	1,204,700
18. WSKZ/Chattanooga (CHR)	17.4	20. KOST/Los Angeles (AC)	1,100,900
21. WXBQ/Johnson City-Kingsport (Ctry)	17.2	21. WNSR/New York (AC)	1,097,000
22. KASE/Austin (Ctry)	16.7	22. KABC/Los Angeles (Talk)	1,095,900
22. WHAT-FM/Youngstown-Warren (CHR)	16.7	23. KFWB/Los Angeles (News)	1,044,500
24. WAPE-AM & FM/Jacksonville (CHR)	16.5	24. KYW/Philadelphia (News)	1,034,300
25. WCCO/Minneapolis-St. Paul (AC)	16.3	25. WGCI-FM/Chicago (UC)	1,017,200
25. WFBQ/Indianapolis (AOR)	16.3		

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1. KIRO/Seattle-Tacoma (N/T)	9.5	1. WINS/New York (News)	2,738,900
2. WOR/New York (Morristown book) (Talk)	9.0	2. WCBS/New York (News)	1,819,400
3. WGN/Chicago (Talk)	8.4	3. WABC/New York (Talk)	1,525,400
4. KFBK/Sacramento (N/T)	8.3	4. WOR/New York (Talk)	1,522,900
5. KMJ/Fresno (N/T)	8.1	5. WGN/Chicago (Talk)	1,391,000
6. KGO/San Francisco (Salinas-Seaside book) (N/T)	7.9	6. WBBM/Chicago (News)	1,204,700
7. KGO/San Francisco (N/T)	7.8	7. KABC/Los Angeles (Talk)	1,095,900
7. KTOK/Oklahoma City (N/T)	7.8	8. KFWB/Los Angeles (News)	1,044,500
9. KGO/San Francisco (San Jose book) (N/T)	7.5	9. KYW/Philadelphia (News)	1,034,300
10. KMBZ/Kansas City (N/T)	7.0	10. KNX/Los Angeles (News)	937,300
10. KTAR/Phoenix (N/T)	7.0	11. KGO/San Francisco (N/T)	822,000
12. WRKO/Boston (N/T)	6.9	12. KCBS/San Francisco (N/T)	771,600
12. WWWE/Cleveland (N/T)	6.9	13. WCAU/Philadelphia (News)	554,400
14. KSDO/San Diego (N/T)	6.8	14. WRKO/Boston (N/T)	550,300
14. KTRH/Houston (News)	6.8	15. WWJ/Detroit (News)	547,000
14. KYW/Philadelphia (News)	6.8	16. WMAQ/Chicago (Talk)	542,200
17. WBAL/Baltimore (N/T)	6.6	17. KTRH/Houston (News)	515,400
17. WOR/New York (Monmouth book) (Talk)	6.6	18. WEEI/Boston (News)	503,400
19. KXL/Portland, OR (N/T)	6.4	19. KRLD/Dallas-Ft. Worth (News)	491,700
19. WNIR/Akron (Talk)	6.4	20. KIRO/Seattle (N/T)	473,900
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22. WBSM/New Bedford-Fall River (N/T)	6.2	22. WLIB/New York (N/T)	428,600
23. KARN/Little Rock (N/T)	6.1	23. WWDB/Philadelphia (Talk)	397,100
23. KXLY/Spokane (N/T)	6.1	24. WINS/New York (Nassau-Suffolk book) (News)	340,300
25. WHJJ/Providence (N/T)	5.9	25. WBAL/Baltimore (N/T)	338,500

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2. KFAB/Omaha-Council Bluffs	20.5	2. KOST/Los Angeles	1,100,900
3. WTIC/Hartford	19.0	3. WNSR/New York	1,097,000
4. WYYY/Syracuse	17.9	4. WNBC/New York	929,800
5. WICC/Bridgeport	17.4	5. WYNY/New York	927,300
6. WCCO/Minneapolis-St. Paul	16.3	6. KBIG/Los Angeles	877,700
7. WHAS/Louisville	16.2	7. KMOX/St. Louis	816,900
8. WTMJ/Milwaukee-Racine	16.1	8. WLAK/Chicago	756,000
9. WCRZ/Flint	15.5	9. WPIX/New York	745,400
10. WRVA/Richmond	15.0	10. KIQQ/Los Angeles	706,600
11. KDKA/Pittsburgh	14.6	11. KDKA/Pittsburgh	687,900
11. WIBC/Indianapolis	14.6	12. WCLR/Chicago	655,200
13. WTFM/Johnson City-Kingsport	14.1	13. WBZ/Boston	611,600
14. KSSK/Honolulu	14.0	14. WCCO/Minneapolis-St. Paul	611,600
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17. KKOZ/Albuquerque	12.7	17. WFYR/Chicago	570,500
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23. WHJY/Providence	9.8	23. KRQR/San Francisco	295,600
24. WLAV-FM/Grand Rapids	9.7	24. KZEW/Dallas-Ft. Worth	279,600
25. WKRR/Greensboro	9.5	25. KBPI/Denver	278,200
25. WMFX/Columbia, SC	9.5		

FORMAT LEADERS

CONTEMPORARY HIT RADIO

	AQH		CUME
1. WVIC-AM & FM/Lansing-East Lansing	27.1	1. WPLJ/New York	2,488,200
2. WQUT/Johnson City-Kingsport	25.2	2. WHTZ/New York	2,399,500
3. WXLK/Roanoke-Lynchburg	22.2	3. KIIIS-AM & FM/Los Angeles	1,855,400
4. WNNK/Harrisburg-Lebanon	19.4	4. KPWR/Los Angeles	1,472,000
5. WIOG/Saginaw (Flint book)	18.9	5. WQHT/New York	1,372,800
6. WRBQ-AM & FM/Tampa-St. Petersburg	18.8	6. WBBM-FM/Chicago	961,500
7. WABB-FM/Mobile	17.4	7. WKQX/Chicago	760,200
7. WSKZ/Chattanooga	17.4	8. WYTZ/Chicago	726,700
9. WHOT-FM/Youngstown-Warren	16.7	9. WCZY-AM & FM/Detroit	701,300
10. WAPE-AM & FM/Jacksonville	16.5	10. WCAU-FM/Philadelphia	684,300
11. KZZU-AM & FM/Spokane	16.0	11. WXKS-FM/Boston	669,500
12. WTIC-FM/Hartford	14.1	12. KRBE-AM & FM/Houston	636,900
13. KQMQ-AM & FM/Honolulu	14.0	13. KKQB-AM & FM/Houston	632,600
14. KKRQ/Wichita	13.6	14. WHYI/Detroit	603,100
15. WPRO-FM/Providence	13.5	15. KMEL/San Francisco	596,600
16. WPXY-AM & FM/Rochester	13.3	16. WLS/Chicago	579,400
17. WMHE/Toledo	13.2	17. WRBQ-AM & FM/Tampa-St. Petersburg	542,900
18. WMMS/Cleveland	12.9	18. WAVA/Washington	519,000
19. WWKA/Orlando	12.8	19. KEGE/Dallas-Ft. Worth	506,700
20. WFMF/Baton Rouge	12.5	20. WBZZ/Pittsburgh	479,200
20. WGTZ/Dayton	12.5	21. WLOL/Minneapolis-St. Paul	472,000
22. WDLX/Coastal North Carolina	12.4	22. WZGC/Atlanta	447,900
23. KZZP-AM & FM/Phoenix	12.3	23. WEGX/Philadelphia	442,300
24. KAYI/Tulsa	12.0	24. KIIIS-AM & FM/Los Angeles (Anaheim book)	432,800
25. WKQB /Charleston, SC	11.9	25. WBSB/Baltimore	434,600

COUNTRY

	AQH		CUME
1. WIVK-AM & FM/Knoxville	37.1	1. WHN/New York	1,261,600
2. WKSJ-FM/Mobile	19.3	2. KIKK-FM/Houston	557,900
3. WCOS-FM/Columbia, SC	17.8	3. WUSN/Chicago	533,800
4. WTQR/Greensboro	17.5	4. KILT-FM/Houston	488,900
5. WXBQ/Johnson City-Kingsport	17.2	5. KPLX/Dallas-Ft. Worth	458,800
6. KASE/Austin	16.7	6. WBAP/Dallas-Ft. Worth	453,200
7. WESC-AM & FM/Greenville-Spartanburg	16.1	7. KLAC/Los Angeles	445,400
8. KSSN/Little Rock	15.5	8. KZLA/Los Angeles	413,100
8. WZZK-AM & FM/Birmingham	15.5	9. KSCS/Dallas-Ft. Worth	393,200
10. WAMZ/Louisville	15.4	10. WMZQ-FM/Washington	388,200
11. KUZZ/Bakersfield	15.1	11. KNIX-AM & FM/Phoenix	374,800
12. WDAF/Kansas City	14.3	12. KSAN/San Francisco	363,000
13. WITL-FM/Lansing-East Lansing	13.8	13. WKHX-AM & FM/Atlanta	343,200
14. KNIX-AM & FM/Phoenix	13.1	14. WWWW/Detroit	322,300
14. KWEN/Tulsa	13.1	15. WXTU/Philadelphia	320,700
16. WRNS/Coastal North Carolina	12.4	16. WDAF/Kansas City	291,300
16. WYNK-AM & FM/Baton Rouge	12.4	17. WYAY/Atlanta	282,600
18. WSOC-FM/Charlotte	12.2	18. KEEY/Minneapolis-St. Paul	249,700
19. WYYD/Roanoke-Lynchburg	12.1	19. WGAR-AM & FM/Cleveland	243,300
20. WQXK/Youngstown-Warren	12.0	20. WPOC/Baltimore	242,700
21. WEZL/Charleston, SC	11.9	21. KNEW/San Francisco	207,100
22. WSM-FM/Nashville	11.8	22. WQYK/Tampa-St. Petersburg	203,900
22. WUSY/Chattanooga	11.8	23. KFKF/Kansas City	202,200
24. WQIK-AM & FM/Jacksonville	11.0	24. WIL-FM/St. Louis	196,800
25. WFMS/Indianapolis	10.8	25. WKQS/Miami-Ft. Lauderdale	177,600

FORMAT LEADERS

BIG BAND

	AQH		CUME
1. WNJY/West Palm Beach	6.1	1. WNEW/New York	693,100
2. WOKY/Milwaukee-Racine	5.7	2. KMPC/Los Angeles	690,400
3. WAVZ/New Haven	5.6	3. KFRC/San Francisco	406,200
3. WECK/Buffalo-Niagara Falls	5.6	4. WPEN/Philadelphia	401,000
5. KORK/Las Vegas	4.6	5. WGAY/Washington	408,000
5. WKAP/Allentown-Bethlehem	4.6	6. WJJD/Chicago	364,700
7. WGUL-AM & FM/Tampa-St. Petersburg	4.5	7. CLKW/Detroit	323,900
7. WPEN/Philadelphia	4.5	8. WJAS/Pittsburgh	189,200
9. KMPC/Los Angeles (Anaheim book)	4.3	9. KMPC/Anaheim-Santa Ana	181,800
10. KYTE/Portland, OR	4.3	10. WWRC/Washington	163,700

GOLD

	AQH		CUME
1. WKLH/Milwaukee-Racine	8.8	1. WCBS-FM/New York	1,581,300
2. WHTT-FM/Buffalo-Niagara Falls	7.6	2. KRTH-FM/Los Angeles	977,300
3. WDRC-FM/Hartford	7.3	3. KLSX/Los Angeles	743,600
4. KRTH-FM/Los Angeles (Riverside book)	7.2	4. KSFO & KYA/San Francisco	619,600
5. WDRC-FM/Hartford (New Haven book)	6.3	5. WJMK/Chicago	577,000
5. WXLY/Charleston, SC	6.3	6. WYSP/Philadelphia	574,700
7. KGMG-AM & FM/North San Diego County	6.2	7. WRXR/Chicago	473,600
8. KRTH-FM/Los Angeles (Anaheim book)	5.9	8. KRTH/Los Angeles	427,900
9. WMMQ/Lansing-East Lansing	5.4	9. WCSX/ Detroit	391,800
9. WNOO/Chattanooga	5.4	10. KRLA/Los Angeles	376,900
9. WSEN-AM & FM/Syracuse	5.4	11. KLUV/Dallas-Ft. Worth	333,500
12. WCBS-FM/New York (Morristown)	5.3	12. WZLX/Boston	328,100
13. WIBM/Lansing-East Lansing	5.2	13. WCXR/Washington	316,300
		14. KZFX/Houston	279,900
		15. WFIL/Philadelphia	241,700

SPANISH

	AQH		CUME
1. KGBT/McAllen-Brownsville	17.6	1. KLVE/Los Angeles	496,800
2. KIWW/McAllen-Brownsville	11.0	2. KTNQ/Los Angeles	428,800
3. KAMA/El Paso	5.4	3. WSKQ/New York	381,000
4. KCOR/San Antonio	5.1	4. WADO/New York	377,900
4. WQBA/Miami-Ft. Lauderdale	5.1	5. WKDM/New York	279,400
6. KIRT/McAllen-Brownsville	5.0	6. KWKW/Los Angeles	268,000
7. WCMQ-FM/Miami-Ft. Lauderdale	4.8	7. KALI/Los Angeles	223,100
8. KXEW/Tucson	4.3	8. WCMQ/Miami-Ft. Lauderdale	203,300
9. KCTY/Salinas-Seaside-Monterey	4.1	9. WQBA/Miami-Ft. Lauderdale	200,000
10. KEDA/San Antonio	3.6	10. WOJO/Chicago	180,200
10. KQXX/McAllen-Brownsville	3.6		

FORMAT LEADERS

BEAUTIFUL MUSIC/EASY LISTENING

	AQH		CUME
1. WFMZ/Allentown	15.7	1. WPAT-FM/New York	1,348,300
2. WEZN/Bridgeport	13.9	2. KJOL/Los Angeles	811,000
3. WEAT-FM/West Palm Beach	13.7	3. WLOO/Chicago	741,200
4. WSRS/Worcester	13.6	4. WEAZ/Philadelphia	645,300
5. KJYK/Tucson	13.1	5. WPAT/New York	631,500
6. KXTZ/Las Vegas	12.4	6. KABL-AM & FM/San Francisco	491,300
7. KXLY-FM/Spokane	11.8	7. WJOL/Detroit	419,800
8. KMEO-AM & FM/Phoenix	11.7	8. WJIB/Boston	416,000
8. WSSP/Orlando	11.7	9. WLYF/Miami	392,200
10. WHIO-FM/Dayton	11.5	10. KODA/Houston	372,900
11. KEZQ-AM & FM/Little Rock	11.4	11. WPCH/Atlanta	346,700
12. WPVR/Roanoke-Lynchburg	11.2	12. WSHH/Pittsburgh	340,200
13. WROW-FM/Albany-Schenectady	11.1	13. WLIF/Baltimore	334,400
14. WKLV/Providence	11.0	14. KMEZ-AM & FM/Dallas-Ft. Worth	321,000
15. WOOD-FM/Grand Rapids	10.6	15. KEZK/St. Louis	303,100
16. KCTC/Sacramento	10.5	16. KOSI/Denver	299,500
16. WRCH/Hartford (Springfield book)	10.5	17. KMEO-AM & FM/Phoenix	294,700
18. KUMU-AM & FM/Honolulu	10.2	18. WQAL/Cleveland	285,300
18. WEZK/Knoxville	10.2	19. KJQY/San Diego	280,400
20. WDEF-FM/Chattanooga	9.9	20. WWBA/Tampa-St. Petersburg	277,400
21. KJQY/San Diego (North San Diego book)	9.8	21. WAYL-FM/Minneapolis-St. Paul	267,100
21. WKBN-FM/Youngstown-Warren	9.8	22. WLKW/Providence	256,000
21. WLIF/Baltimore	9.8	23. WDOK/Cleveland	244,000
24. WWEZ/Cincinnati	9.6	24. WWEZ/Cincinnati	203,400
25. WLQR/Toledo	9.5	25. WEZW/Milwaukee	195,100
25. WQAL/Cleveland	9.5		

URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Coastal North Carolina	24.5	1. WBLS/New York	1,599,900
2. WWDN/Columbia, SC	18.9	2. WRKS/New York	1,506,200
3. WDZZ/Flint	16.0	3. WGCI-FM/Chicago	1,017,200
4. WHRK/Memphis	15.8	4. WBMX/Chicago	773,600
5. WBLX/Mobile	14.3	5. WUSL/Philadelphia	617,900
6. WQUE/New Orleans	13.2	6. WJLB/Detroit	527,900
7. WPLZ-FM/Richmond	12.6	7. KSOL/San Francisco	520,000
8. WYLD-FM/New Orleans	12.2	8. KJLH/Los Angeles	482,000
9. WPEG/Charlotte	11.9	9. WHUR/Washington	428,300
10. WVEE/Atlanta	11.0	10. WKYS/Washington	421,200
11. WXOK/Baton Rouge	10.4	11. KMJQ/Houston	451,400
12. KQXL/Baton Rouge	10.1	12. KDAY/Los Angeles	418,700
13. WWWZ/Charleston, SC	9.7	13. WDAS-FM/Philadelphia	419,000
14. WHYZ/Greenville-Spartanburg	9.6	14. WVEE/Atlanta	366,200
15. WTLC/Indianapolis	9.2	15. KKDA-FM/Dallas-Ft. Worth	347,100
16. KMJQ/Houston	9.1	16. WDJY/Washington	332,900
17. KRNB/Memphis	8.8	17. WXYV/Baltimore	242,900
18. KKDA-FM/Dallas-Ft. Worth	8.7	18. KMJM/St. Louis	221,000
18. WENN/Birmingham	8.7	19. WPGC-AM & FM/Washington	218,700
20. WGCI-FM/Chicago	8.6	20. WEDR/Miami-Ft. Lauderdale	210,100
21. WGOK/Mobile	7.8	21. WAMO-FM/Pittsburgh	209,500
21. WJLB/Detroit	7.8	22. XHRM/San Diego	196,300
23. WQQK/Nashville	7.5	23. WZAK/Cleveland	199,000
23. WUSL/Philadelphia (Wilmington, DE)	7.5	24. WLUM/Milwaukee	176,300
23. WZAK/Cleveland	7.5	25. WEKS-AM & FM/Atlanta	168,200

EASY LISTENING LEADERS ARE SAYING THIS ABOUT ULTRA:

KABL — SAN FRANCISCO,

Mike Grinsell, Vice President/General Manager:

"We're delighted to be one of the newest Bonneville clients. Their new ULTRA format matches perfectly with today's Easy Listening KABL."

KODA, GROUP W RADIO — HOUSTON,

Ken Rogulski, Program Director:

"Bonneville... the right people, the right product and the right position for the 1990's."

WFPG — ATLANTIC CITY,

Dick Taylor, Vice President/General Manager:

"They're right on target! It's where Easy Listening should be today, and their custom instrumental music is the real edge for this format."

WLOO — CHICAGO,

Harvey Whittenberg, Vice President:

"Their new music is smoother sounding, and listener reaction from the younger demos has been fantastic."

KJOI — LOS ANGELES,

Bob Darling, Manager: Programming/Operations:

"I'm pleased that we are adding Bonneville Broadcasting System's music product to our sound. They are progressive thinkers in a format that for too long has been living in the past."

KSFI — SALT LAKE CITY,

Craig Hanson, Vice President/General Manager:

"We're delighted with the evolution of this outstanding product from Bonneville. It's where Easy Listening should be."

WJOI — DETROIT,

Steve Van Oort, Station Manager:

"Bonneville is quietly moving ahead, and their easy listening is now really Easy Listening."

WQAL — CLEVELAND,

Mark Biviano, Vice President/General Manager:

"In a market with Easy Listening competition, Bonneville's ULTRA programming gives us the winning edge."

Bonneville's ULTRA Easy Listening format provides these and many other leading stations with custom music exclusivity, a constantly researched library and great profitability.

If you're not feeling as good as these stations... contact Bonneville. Find out how to get Ultra happy!



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As you examine R&R's "Ratings Report & Directory," you will find that the following are some of the highlights to look for in the in-depth market breakdowns.

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 '87 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '86 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 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+) cum 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 breakout 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 easily be 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 '87 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 '87 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all AOR shares are added together.

A Step-By-Step For Using R Ratings Data

NEW YORK

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT
6.9	5.5	5.8	5.1	5.8	1	100.3	WHTZ	CHR
4.3	4.4	4.5	4.3	4.8	2	93.1	WPAT-FM	B/EZ
5.9	5.5	5.1	4.8	4.8	3	95.5	WPLJ	CHR
4.3	4.9	4.6	4.7	4.6	4	107.5	WBLS	UC
4.6	4.9	4.6	5.4	4.5	5	101.0	WINS	NEWS
1.6	1.4	3.1	3.5	4.4	6	103.5	WQHT	CHR
6.2	5.1	5.1	4.8	4.4	7	98.7	WRKS	UC

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49
1 WNEW-FM	1 WHTZ	1 WXRK	1 WHTZ
2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ
3 WBLS	3 WQHT	3 WBLS	3 WLTW
4 WRKS	4 WRKS	4 WCBS-FM	4 WBLS
5 WHTZ	5 WBLS	5 WHTZ	5 WRKS
6 WQHT	6 WNEW-FM	6 WPLJ	6 WQHT
7 WPLJ	7 WLTW	7 WRKS	7 WCBS-FM
8 WLTW	8 WNSR	8 WQHT	8 WNSR
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM
10 WBAB	10 WYNY	10 WINS	10 WINS

Step Manual &R's Unique ta 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
3	2	1	1	3	13/64	EASTMAN		6.9
4	22	23	18	14	17/71	CHRISTAL		1.2
2	4	3	3	5	15/51	BANNER	ABC-R	5.3
5	5	4	2	4	21/52	MCGAVREN	SHRDN	6.5
1	15	13	11	7	13/43	GROUP W	ABC-D	3.7
2	1	6	9	16	15/72	DURPETTI		4.7
0	3	5	7	11	19/61	REPUBLIC	US1	5.3

		FORMAT REACH	
Men 25-54	Women 25-54		
1 WCBS-FM	1 WLTW	AC	11.1
2 WXRK	2 WHTZ	AOR	6.8
3 WPLS	3 WCBS-FM	BBnd	1.8
4 WNEW-FM	4 WBLS	BM/Easy	6.3
5 WLTW	5 WPLJ	CHR	15.0
6 WHTZ	6 WINS	Clas	3.1
7 WPLJ	7 WSKQ	Ctry	2.8
8 WINS	8 WNSR	Gold	3.7
9 WHN	9 WRKS	N/T	16.4
10 WCBS	10 WPAT-FM	Span	4.8
		UC	9.0

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 Talk
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talk
NBN	National Black Network
SHRDN	Sheridan
SMN	Satellite Music Network
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

Reps Abbreviation Key

BANNER	Banner 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 And Associates
EASTMAN	Eastman Radio, Inc.
GROUP W	Group W Radio Sales
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LOTUS	Lotus Hispanic Reps
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Inc.
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
R A LAZAR	R.A. Lazar & Co.
RADIO WEST	Radio West
REPUBLIC	Republic Radio Inc.
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli Broadcast Sales
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TN SPOT	TN Spot Sales
TORBET	Torbet/Select Radio
UNIREP	Unirep Broadcasting Co.
W&P	Weiss & Powell, Inc.

ANAHEIM-SANTA ANA #20

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.8	7.9	8.5	1	KIIS-A/F 1150 102.7	CHR	1	2	1	1	2	17/65	MCGAVREN	
4.4	5.2	5.9	2	KRTH-FM 101.1	GOLD	2	12	4	2	1	16/69	REPUBLIC	US2
6.1	4.7	5.7	3	KABC 790	TALK	6	24	15	11	7	13/82	KATZ	ABC-T
5.3	5.8	5.5	4	KROQ 106.7	AOR	4	3	2	4	11	14/77	TORBET	
5.7	5.0	5.3	5	KJOI 98.7	B/EZ	12	36	22	15	10	12/92	BANNER	
3.4	3.8	5.0	6	KPWR 105.9	CHR	3	1	6	8	13	17/63	HNWH	
6.1	4.7	4.9	7	KBIG 104.3	AC	5	16	11	7	4	16/70	CBS SPOT	
0.0	2.6	4.6	8	KLSX 97.1	GOLD	11	10	3	3	3	14/78	MMR	
5.2	3.3	4.3	9	KMPC 710	BBND	14	21	34	26	19	14/80	DURPETTI	
4.3	3.6	3.7	10	KNX 1070	NEWS	9	32	18	16	16	19/58	CBS SPOT	CBS
4.4	4.0	3.7	11	KOST 103.5	AC	7	9	7	6	6	20/53	CHRISTAL	
5.1	3.3	3.5	12	KLOS 95.5	AOR	8	6	5	5	5	20/55	KATZ	ABC-R
3.5	3.5	3.2	13	KIQQ 100.3	AC	13	15	13	9	8	19/58	TORBET	TRNSTR
1.9	2.5	2.6	14	KFWB 980	NEWS	10	18	25	21	15	25/43	GROUP W	NBC
4.0	2.4	2.5	15	KTWV 94.7	AA	15	19	10	10	9	17/63	BANNER	NBC-S
1.5	1.7	1.9	16	KEZY 95.9	CHR	16	4	8	13	20	22/49		
0.7	1.8	1.9	17	KWIZ-A/F 1480 96.7	AC	18	13	12	14	17	15/73	TORBET	
2.5	1.6	1.8	18	KFI 640	AC	17	17	26	18	14	19/57	CHRISTAL	MBS
0.6	0.7	1.8	19	KRTH 930	GOLD	21	11	14	12	12	15/73	REPUBLIC	US1
2.2	1.7	1.7	20	KNAC 105.5	AOR	27	5	9	16	36	10/105	MASLA	
2.0	2.0	1.7	21	KZLA 93.9	CTRY	20	38	17	19	18	16/67	EASTMAN	
1.1	1.6	1.4	22	KFAC-FM 92.3	CLAS	22	30	38	34	28	19/57	MCGAVREN	
1.2	1.7	1.2	23	KLVE 107.5	SPAN	29	20	21	20	21	13/84	CABALLERO	
1.7	1.0	1.2	24	KIKF 94.3	CTRY	26	27	19	23	22	16/69		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	N/T	Span
1 KROQ	1 KIIS-FM	1 KLSX	1 KIIS-FM	1 KRTH-FM	1 KIIS-FM	2.5	15.5	10.7	4.3	5.3	15.4	1.4	2.9	12.3	12.0	1.2
2 KLSX	2 KPWR	2 KRTH-FM	2 KOST	2 KLSX	2 KRTH-FM											
3 KLOS	3 KROQ	3 KROQ	3 KRTH-FM	3 KIIS-FM	3 KBIG											
4 KRTH-FM	4 KRTH-FM	4 KIIS-FM	4 KBIG	4 KLOS	4 KOST											
5 KIIS-FM	5 KOST	5 KLOS	5 KPWR	5 KABC	5 KIQQ											
6 KNAC	6 KLOS	6 KABC	6 KIQQ	6 KROQ	6 KTWV											
7 KPWR	7 KLSX	7 KRTH	7 KROQ	7 KRTH	7 KLSX											
8 KRTH	8 KTWV	8 KNAC	8 KTWV	8 KFWB	8 KJOI											
9 KEZY	9 KEZY	9 KPWR	9 KLSX	9 KJOI	9 KABC											
10 KABC	10 KBIG	10 KBIG	10 KWIZ-FM	10 KMPC	10 KLOS											

ATLANTA #13

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	11.0	9.6	9.8	11.0	1	WVEE 103.3	UC	3	2	2	1	1	9/114	MCGAVREN	US1	13.3
6.1	7.2	7.8	8.2	8.5	2	WZGC 92.9	CHR	1	1	3	4	10	15/72	HNWH		9.9
9.2	9.6	8.7	6.9	8.3	3	WKLS 96.1	AOR	2	3	1	2	6	13/86	KATZ	ABC-R	13.2
6.1	4.3	5.9	7.0	8.0	4	WYAY 106.7	CTRY	9	6	6	3	3	10/107	MMR		9.9
6.5	6.8	8.0	7.7	7.9	5	WKHX-A/F 590 101.5	CTRY	8	8	9	5	3	12/92	EASTMAN		6.4
5.7	6.6	7.9	8.1	7.7	6	WSB 750	AC	4	17	12	11	9	14/80	CHRISTAL	ABC-I	4.9
9.2	7.9	8.3	9.2	7.4	7	WPCH 94.9	B/EZ	7	12	11	9	7	13/81	KATZ		5.7
5.3	5.9	5.2	6.7	5.8	8	WSB-FM 98.5	AC	6	7	5	6	5	17/63	CHRISTAL		5.9
9.1	7.5	6.7	6.1	5.1	9	WQXI-FM 94.1	CHR	5	10	4	7	4	20/54	BANNER		5.9
5.6	4.1	4.3	4.8	3.9	10	WFOX 97.1	AC	10	9	8	8	8	19/57	MMR		3.2
2.4	2.0	3.6	2.8	3.5	11	WEKS-A/F 1080 104.1	UC	12	5	7	10	12	14/80	DURPETTI	CBS-R	4.6
3.9	4.0	2.5	3.1	3.3	12	WARM 99.7	CHR	11	4	10	12	13	18/60	EASTMAN		3.2
4.1	2.9	2.7	2.3	3.2	13	WAOK 1380	UC	14	13	13	13	11	10/106	MCGAVREN	NBN	2.1
1.7	3.4	2.6	3.9	2.6	14	WGST 920	N/T	13	21	14	14	14	18/62	KATZ	CBS	3.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLS	1 WVEE	1 WKLS	1 WVEE	1 WKLS	1 WVEE
2 WVEE	2 WQXI-FM	2 WVEE	2 WSB-FM	2 WVEE	2 WKHX-FM
3 WZGC	3 WZGC	3 WYAY	3 WQXI-FM	3 WYAY	3 WYAY
4 WQXI-FM	4 WKLS	4 WZGC	4 WYAY	4 WKHX-FM	4 WQXI-FM
5 WEKS-FM	5 WSB-FM	5 WKHX-FM	5 WZGC	5 WSB	5 WSB-FM
6 WSB-FM	6 WYAY	6 WSB-FM	6 WKHX-FM	6 WQXI-FM	6 WPCH
7 WYAY	7 WFOX	7 WQXI-FM	7 WKLS	7 WSB-FM	7 WFOX
8 WFOX	8 WEKS-FM	8 WFOX	8 WFOX	8 WFOX	8 WAOK
9 WARM	9 WKHX-FM	9 WSB	9 WPCH	9 WPCH	9 WZGC
10 WKHX-FM	10 WARM	10 WPCH	10 WAOK	10 WGST	10 WSB

FORMAT REACH

AC	17.4
AOR	8.3
BM/Easy	7.4
CHR	16.9
Clas	8.0
Ctry	7.9
N/T	2.6
UC	17.7

BALTIMORE #16

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.2	8.8	10.0	10.5	9.8	1	1	WLIF 101.9	B/EZ	3	23	12	5	2	9/121	CHRISTAL		7.5
7.3	6.7	7.2	9.0	9.6	2	2	WBSB 104.3	CHR	1	1	1	1	1	12/92	BANNER	ABC-C	11.6
6.9	9.1	8.6	8.4	6.6	3	3	WBAL 1090	N/T	2	17	20	11	7	13/81	HNWH	ABC-E	7.1
6.6	5.8	5.7	4.8	5.8	4	4	WPOC 93.1	CTRY	6	11	7	4	3	11/99	EASTMAN	ABC-D	6.2
7.7	8.7	7.2	6.3	5.7	5	5	WXYV 102.7	UC	5	3	3	2	4	11/97	MCGAVREN		8.5
6.4	6.1	4.7	5.1	5.0	6	6	WIYY 97.9	AOR	4	4	2	3	8	14/77	HNWH	ABC-R	8.1
3.3	2.4	2.9	3.4	4.1	7	7	WCAO 600	CTRY	11	10	23	19	12	10/105	MCGAVREN	NBC	3.1
2.9	2.8	2.5	3.1	4.0	8	8	WBGR 860	REL	21	6	17	14	11	6/168	ROSLIN	UPI	1.9
3.6	3.1	4.4	4.5	3.3	9	9	WWMX 106.5	AC	7	12	5	6	5	19/57	KATZ		3.8
4.6	4.4	3.3	3.3	3.1	10	10	WFBR 1300	TALK	10	33	22	21	17	14/78	REPUBLIC	CBS	2.1
2.9	1.9	2.7	2.1	3.0	11	11	WQSR 105.7	GOLD	12	15	11	7	6	14/79	BANNER	CBS	1.9
1.4	1.4	1.3	1.1	2.8	12	12	WCBM 680	AC	8	22	19	20	15	19/56	KATZ	UPI	1.2
2.4	3.2	2.7	3.3	2.6	13	13	WWDC-FM 101.1	AOR	9	7	4	8	14	19/57	CHRISTAL	US1	4.5
2.6	3.0	3.0	2.1	2.5	14	14	WITH 1230	BBND	17	29	31	30	25	13/83	GROSKIN	MBS	1.0
2.8	2.7	3.1	3.2	2.5	15	15	WWIN-FM 95.9	UC	15	9	6	9	10	14/78	MMR		2.4
2.1	1.7	1.9	1.9	2.4	16	16	WWIN 1400	UC	13	8	9	12	13	16/67	MMR	NBN	1.6
0.8	1.8	1.2	1.5	2.2	17	17	WRQX 107.3	CHR	18	2	13	15	22	15/74	BANNER	ABC-C	2.5
2.8	2.8	3.3	2.9	2.1	18	18	WYST-FM 92.3	AC	14	18	10	10	9	18/60	MMR	AP	1.7
2.3	2.0	2.3	2.3	2.1	19	19	WEBB 1360	UC	19	5	15	16	23	15/73	CITIMEDIA	SHRDN	1.6
1.2	1.7	1.9	2.3	1.8	20	20	WGRX 100.7	GOLD	16	13	8	13	18	19/56	TORBET	ABC-F	3.8
1.3	0.8	1.3	1.0	1.5	21	21	WRBS 95.1	REL	23	24	21	22	21	13/83			.9
2.0	2.3	1.4	1.4	1.3	22	22	WHUR 95.1	UC	20	16	16	18	16	21/52	DURPETTI		1.7
1.1	0.8	1.1	0.9	1.2	23	23	WTOP 1500	NEWS	22	34	27	24	20	21/52	HNWH	CBS	.6
1.2	1.2	0.8	1.0	1.2	24	24	WHFS 99.1	AOR	24	14	14	17	19	16/69	MASLA	MBS	2.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WPOC	1 WBSB	AC 8.2
2 WWDC-FM	2 WXYV	2 WXYV	2 WXYV	2 WQSR	2 WLIF	AOR 8.8
3 WXYV	3 WWMX	3 WWDC-FM	3 WLIF	3 WXYV	3 WXYV	BBnd 2.5
4 WBSB	4 WIYY	4 WBSB	4 WWMX	4 WIYY-FM	4 WWMX	BM/Easy 9.8
5 WGRX	5 WWIN-FM	5 WPOC	5 WPOC	5 WLIF	5 WPOC	CHR 11.8
6 WPOC	6 WLIF	6 WQSR	6 WQSR	6 WBSB	6 WQSR	Ctry 9.9
7 WHFS	7 WYST-FM	7 WBAL	7 WIYY	7 WBAL	7 WBGR	Gold 4.8
8 WWIN	8 WQSR	8 WGRX	8 WWIN-FM	8 WWMX	8 WYST-FM	N/T 10.9
9 WEBB	9 WRQX	9 WWIN-FM	9 WYST-FM	9 WWDC-FM	9 WBAL	Rel/CC 5.5
10 WWIN-FM	10 WBGR	10 WLIF	10 WBGR	10 WCBM	10 WWIN-FM	UC 14.0

BIRMINGHAM #47

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
13.8	16.7	15.9	15.8	15.5	1	WZZK-A/F 610 104.7	CTRY	1	8	5	2	1	11/101	KATZ		15.8
11.9	7.2	7.3	8.4	11.8	2	WMJJ 96.5	AC	4	5	3	1	2	10/104	BANNER		6.5
11.3	13.7	15.5	12.7	11.6	3	WAPI-FM 94.5	CHR	2	2	1	3	3	13/87	CHRISTAL	ABC-C	15.9
8.3	6.5	7.2	6.9	10.9	4	WKXX 106.9	CHR	3	1	2	4	5	12/88	MCGAVREN	ABC-D	15.6
13.1	12.2	9.8	12.8	8.7	5	WENN 107.7	UC	5	3	4	5	4	12/93	HNWH	NBN	10.6
3.3	4.9	5.5	2.9	5.2	6	WAGG 1320	REL	12	6	9	7	6	8/131	HNWH	NBN	2.6
4.4	4.3	5.4	6.2	4.1	7	WERC 960	N/T	7	21	12	10	10	14/79	MCGAVREN		4.0
5.0	4.3	4.6	4.0	4.1	8	WAPI 1070	BBND	11	12	23	14	14	11/103	CHRISTAL	NBC	2.9
2.7	3.6	4.1	4.6	3.6	9	WLTB 99.5	AC	6	9	6	6	7	16/67	EASTMAN		4.3
6.2	4.8	4.8	5.1	3.3	10	WATV 900	UC	10	4	8	9	9	14/79	ROSLIN	ABC-E	4.3
2.2	2.2	2.3	1.8	3.2	11	WDJC 93.7	REL	8	10	7	8	8	16/67	CRAWFORD		3.1
2.0	1.9	2.1	1.1	2.1	12	WVOK 690	GOLD	9	19	11	12	12	23/47	EASTMAN	CBS	1.8
3.0	2.7	2.4	1.9	1.9	13	WJLD 140	UC	13	11	13	13	13	15/70	MASLA	MBS	1.6
0.4	1.0	1.0	0.7	1.4	14	WYDE 850	CC	15	14	17	15	15	14/76			.7
0.3	0.0	0.0	0.6	1.3	15	WCRT 1260	GOLD	16	23	10	11	11	14/77		CNN	.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	15.4
BBnd	4.1
CHR	22.5
Ctry	15.5
Gold	3.4
N/T	4.1
Rel/CC	9.8
UC	13.9

BOSTON #7

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.7	8.5	8.0	8.9	8.8	1	WXKS-FM 107.9	CHR	1	1	2	2	1	13/82	MMR		11.9
9.2	8.2	8.4	9.0	8.7	2	WBZ 1030	AC	2	16	14	5	3	12/88	GROUP W	ABC-I	8.6
7.7	7.6	7.1	6.8	7.1	3	WBCN 104.1	AOR	3	3	1	1	2	14/79	TORBET		9.2
6.0	6.8	5.6	7.0	6.9	4	WRKO 680	N/T	4	11	12	8	4	14/78	REPUBLIC	MBS	5.6
6.9	5.1	6.0	5.8	5.7	5	WHDH 850	AC	6	8	13	10	6	14/80	BANNER		4.0
5.3	6.8	6.8	6.7	5.7	6	WJIB 96.9	B/EZ	9	9	19	14	11	13/85	MCGAVREN		3.6
2.4	2.1	3.5	3.6	4.7	7	WZOU 94.5	CHR	7	2	4	7	14	16/67	BANNER		6.3
4.7	4.1	4.8	4.9	4.7	8	WSSH 99.5	AC	10	14	10	9	8	15/72	HNWH		3.1
3.9	4.3	4.5	5.1	4.6	9	WEEI 590	NEWS	5	17	16	16	13	19/56	CBS	CBS	4.0
4.1	4.6	3.4	4.1	4.5	10	WZLX 102.7	GOLD	12	13	3	3	5	13/86	CHRISTAL		5.7
3.3	4.3	3.8	3.8	3.8	11	WROR 98.5	AC	8	6	7	6	7	20/55	REPUBLIC	US1	4.4
3.0	3.2	3.2	4.0	3.5	12	WMJX 106.7	AC	11	10	6	4	9	19/56	MCGAVREN		2.4
2.2	3.0	2.4	1.8	2.7	13	WAAF 107.3	AOR	13	4	5	12	18	17/64	KATZ		2.8
2.9	2.6	2.9	3.1	2.5	14	WVBF 105.7	AC	14	15	8	11	10	17/65	MCGAVREN		1.7
2.0	1.6	1.4	1.7	2.3	15	WILD 1090	UC	18	5	9	13	16	10/107		SHRDN	3.1
2.8	2.4	2.8	1.6	2.2	16	WBOS 92.9	CTRY	15	24	17	15	12	14/77	DURPETTI	ABC-D	2.8
1.7	1.1	1.7	1.4	1.8	17	WXKS 1430	BBND	20	29	29	28	21	13/86	MMR		1.7
2.8	1.1	0.9	1.3	1.4	18	WMRQ 103.3	AOR	16	26	11	17	15	21/51	CBS SPOT	CBS-R	.6
1.2	1.4	1.9	1.6	1.4	19	WCRB 102.5	CLAS	17	12	25	18	17	19/57	DONOFRIO		1.3
1.2	1.6	0.8	0.7	1.0	20	WPLM-A/F 1390 99.1	BBND	18	25	27	27	25	24/51			1.3

Continued on Page 119

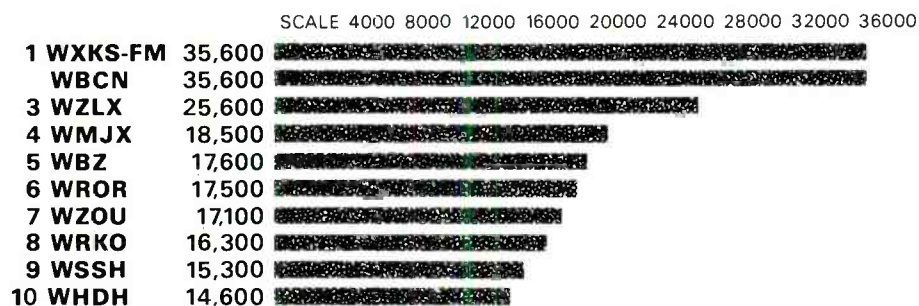
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108 FM

NEW ENGLAND'S BETTER MUSIC STATION

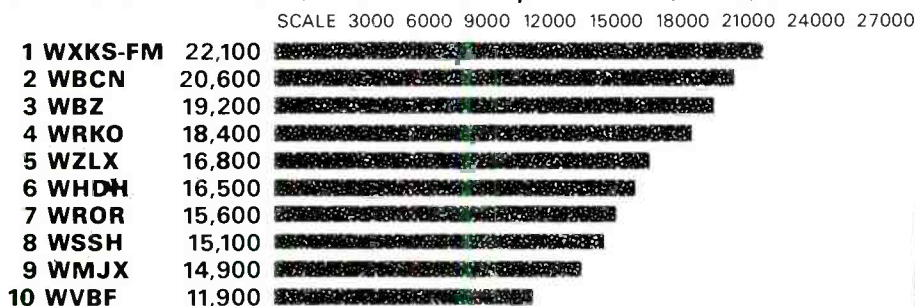
WXKS·1430AM
Boston's Original Hits

We're the 1

#1 Adults 18-49 (Estimated Population 1,826,200) *



#1 Adults 25-54 (Estimated Population 1,553,900) *



#1 Total Persons 12+ (Estimated Population 3,166,800) *



* Boston Metro survey area Mon.-Sun., 6 a.m.-midnight spring, 1987 Arbitron average persons

Kes

108 FM

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

MAJOR MARKET RADIO SALES

BUFFALO-NIAGARA FALLS #35

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.8	9.7	6.3	6.8	10.3	1	WBUF 92.9	AC	5	9	3	1	1	10/106	MCGAVREN		8.3
7.3	8.2	6.2	6.9	8.9	2	WYRK 106.5	CTRY	8	7	8	3	2	10/105	MCGAVREN		4.6
6.6	7.6	11.9	10.0	8.0	3	WBEN 93.0	AC	1	14	11	9	4	14/75	EASTMAN	NBC	7.1
4.8	4.1	7.0	7.9	7.6	4	WHTT-FM 104.1	GOLD	4	5	1	2	3	14/75	MMR		8.7
10.0	10.2	9.7	10.4	7.2	5	WJYE 96.1	B/EZ	6	16	16	12	6	14/79	CHRISTAL		6.3
3.8	3.0	5.2	6.0	5.6	6	WKSE 98.5	CHR	7	1	4	7	12	17/64	HNWH		7.4
5.7	5.9	5.2	5.2	5.6	7	WECK 1230	BBND	14	17	25	20	14	9/120	ROSLIN	CBS	2.9
6.1	5.4	6.6	5.5	5.4	8	WBLK 93.7	UC	13	3	6	6	10	9/115	DURPETTI	CBS-R	9.0
5.6	5.1	4.8	4.2	5.3	9	WMJQ 102.5	CHR	2	4	5	5	8	22/50	EASTMAN	ABC-C	5.6
5.4	4.1	5.1	4.3	5.2	10	WGR 550	AC	9	6	15	13	7	16/68	KATZ	ABC-E	4.7
7.7	6.2	4.7	6.0	5.1	11	WPHD-A/F 1400 103.3	CHR	3	2	2	4	11	22/48	CBS SPOT	CBS-R	9.0
3.8	4.2	3.6	4.1	4.6	12	WRLT 96.9	AC	11	10	9	8	5	14/77	KATZ	NBC-S	4.1
4.3	3.2	4.3	4.2	3.6	13	WWKB 1520	GOLD	10	13	12	10	9	22/49	HNWH	ABC-D	4.3
1.7	7.4	4.1	2.6	2.6	14	WBYR 107.7	AOR	12	8	7	11	13	20/55	TORBET	NBC-S	3.0
1.1	0.5	1.4	1.5	1.3	15	WDCX 99.5	REL	17	18	18	19	17	12/90			1.2
0.8	0.5	1.0	0.6	1.3	16	CFNY 102.1	AOR	18	11	10	14	15	11/98	MUTUALCOM		1.4
0.6	0.5	0.5	0.7	1.1	17	WLVL 1340	GOLD	21	24	24	18	19	11/96	MARKET 4		.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHTT-FM	1 WBUF-FM	1 WHTT-FM	1 WBUF-FM	1 WHTT-FM	1 WBUF-FM	AC	28.2
2 WPHD-FM	2 WKSE-FM	2 WYRK-FM	2 WKSE-FM	2 WBUF-FM	2 WYRK-FM	AOR	3.9
3 WBYR-FM	3 WHTT-FM	3 WBUF-FM	3 WYRK-FM	3 WYRK-FM	3 WRLT-FM	BBnd	5.6
4 WMJQ-FM	4 WBLK-FM	4 WPHD-FM	4 WBLK-FM	4 WBEN	4 WBEN	BM/Easy	7.2
5 WBLK-FM	5 WYRK-FM	5 WMJQ-FM	5 WRLT-FM	5 WGR	5 WJYE-FM	CHR	16.0
6 CFNY-FM	6 WMJQ-FM	6 WBYR-FM	6 WHTT-FM	6 WJYE-FM	6 WWKB	Ctry	8.9
7 WBUF-FM	7 WPHD-FM	7 WBLK-FM	7 WMJQ-FM	7 WRLT-FM	7 WKSE-FM	Gold	12.3
8 WYRK-FM	8 WRLT-FM	8 WBEN	8 WBEN	8 WBYR-FM	8 WMJQ-FM	Rel/CC	1.3
9 WKSE-FM	9 WBYR-FM	9 WRLT-FM	9 WPHD-FM	9 WPHD-FM	9 WBLK-FM	UC	5.4
10 CILQ-FM	10 WBEN	10 WWKB	10 WJYE-FM	10 WMJQ-FM	10 WHTT-FM		

"DRIVES ME NUTS" T.V.

APPLAUDS CLASSIC HITS WHTT 104.1 FM

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

CHARLOTTE-GASTONIA-ROCK HILL #41

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
12.4	9.7	13.6	13.7	12.2	1		WSOC-FM 103.7	CTRY	1	5	7	3	1	12/88	CHRISTAL		9.8
10.7	10.8	10.9	10.0	11.9	2		WPEG 97.9	UC	2	2	2	1	2	9/127	HNWH	CBS-R	15.9
7.2	7.7	7.3	8.3	8.0	3		WBT 1110	AC	3	17	9	9	5	12/87	BANNER	ABC-I	6.6
5.5	6.4	7.4	6.9	7.8	4		WRFX 99.7	AOR	8	4	1	2	7	10/105	MCGAVREN		8.6
9.0	9.3	7.9	8.8	7.6	5		WROQ 95.1	CHR	4	1	3	7	10	13/85	EASTMAN	US1	11.2
9.1	8.4	9.0	8.1	7.1	6		WLVK 96.9	CTRY	7	8	5	5	4	12/93	TORBET		7.0
9.2	9.3	8.9	8.9	6.5	7		WEZC 104.7	AC	5	9	6	4	3	14/76	MMR		6.2
0.0	0.0	0.0	1.5	5.6	8		WWMG 96.1	AC	9	12	8	6	6	11/99	KATZ		6.1
5.1	6.1	4.0	6.5	5.1	9		WBCY 107.9	CHR	6	3	4	8	9	17/63	BANNER		6.4
4.7	4.3	6.0	4.0	4.5	10		WLIT 101.9	AC	10	15	12	10	8	11/97	REPUBLIC	US2	2.0
0.0	1.0	0.0	0.0	1.1	11		WGSP 1310	REL	17	26	15	15	17	11/101	MASLA	NBN	--
1.6	2.0	1.5	1.5	1.1	12		WGIV 1600	UC	11	21	16	17	13	22/49	HNWH	NBN	1.5
1.5	0.5	1.3	0.9	1.1	13		WRDX 106.5	AC	12	13	13	12	12	21/51	SOUTHERN		.6
2.4	1.6	0.8	1.4	1.1	14		WWDM 101.3	UC	21	7	10	13	16	10/111	HNWH	ABC-F	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 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WSOC-FM	1 WSOC-FM	AC 25.7
2 WPEG	2 WBCY	2 WPEG	2 WSOC-FM	2 WLVK	2 WPEG	AOR 7.8
3 WROQ	3 WROQ	3 WSOC-FM	3 WBCY	3 WPEG	3 WEZC	CHR 12.7
4 WLVK	4 WRFX	4 WLVK	4 WEZC	4 WRFX	4 WWMG	Ctry 19.3
5 WSOC-FM	5 WEZC	5 WEZC	5 WWMG	5 WEZC	5 WBT	Rel/CC 1.1
6 WBCY	6 WWMG	6 WWMG	6 WROQ	6 WBT	6 WLVK	UC 14.1
7 WEZC	7 WLVK	7 WROQ	7 WLVK	7 WWMG	7 WBCY	
8 WWMG	8 WSOC-FM	8 WBT	8 WRFX	8 WROQ	8 WLIT	
9 WKRR	9 WBT	9 WBCY	9 WBT	9 WBCY	9 WRFX	
10 WBT	10 WLIT	10 WLIT	10 WLIT	10 WLIT	10 WROQ	

"DRIVES ME NUTS" T.V.

SALUTES MAGIC 93^{FM}
WWMG

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

CHICAGO #3

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	8.4	7.9	7.7	8.6	1	1	WGCI-FM 107.5	UC	3	2	1	1	1	10/112	MCGAVREN		11.8
11.4	10.1	9.3	8.1	8.4	2	2	WGN 720	TALK	1	24	17	9	2	14/80	CHRISTAL	ABC-I	7.1
5.7	5.6	5.5	6.8	5.7	3	3	WBBM 780	NEWS	2	18	19	16	13	17/63	CBS	CBS	5.0
5.5	5.6	6.3	6.2	5.3	4	4	WLOO 100.3	B/EZ	9	22	24	17	10	11/96	HNWH	ABC-E	3.8
5.3	5.9	4.5	4.6	4.4	5	5	WBMX 102.7	UC	6	4	3	3	14	14/76	DURPETTI	ABC-F	5.8
3.9	3.6	4.0	4.2	4.2	6	6	WLAK 93.9	AC	8	9	9	4	3	15/74	CHRISTAL		2.4
3.2	3.3	4.2	3.7	3.8	7	7	WBBM-FM 96.3	CHR	4	1	7	14	16	21/53	CBS	CBS-R	4.5
4.6	5.6	4.6	5.1	3.7	8	8	WLUP-FM 97.9	AOR	5	8	2	2	5	17/64	MMR		4.6
2.9	2.6	2.9	3.1	3.3	9	9	WUSN 99.5	CTRY	17	15	14	11	8	13/83	TORBET	ABC-D	2.8
3.3	3.4	2.6	3.0	3.2	10	10	WKQX 101.1	CHR	7	6	6	5	7	19/56	EASTMAN	NBC-S	3.2
3.6	3.0	3.7	3.5	3.0	11	11	WCLR 101.9	AC	11	14	11	10	6	18/60	MCGAVREN		2.8
3.0	2.6	3.3	2.4	2.9	12	12	WJMK 104.3	GOLD	13	12	13	8	4	16/67	MMR	US2	2.4
2.2	2.0	1.9	2.8	2.9	13	13	WCKG 105.9	AOR	16	7	4	7	15	15/70	KATZ		3.9
2.0	2.5	2.7	2.7	2.7	14	14	WYTZ 94.7	CHR	10	3	8	15	21	22/50	BANNER	ABC-R	4.7
3.1	2.9	2.3	2.9	2.7	15	15	WXRT 93.1	AOR	19	25	5	6	12	14/75	CBS		2.9
2.9	2.5	2.8	3.4	2.6	16	16	WJJD 1160	BBND	20	33	33	31	28	11/96	MMR	US2	2.0
3.1	2.6	2.3	2.3	2.6	17	17	WFYR 103.5	AC	14	11	12	12	9	18/60	REPUBLIC	US1	2.9
2.4	2.6	3.0	2.7	2.5	18	18	WLS 890	CHR	12	13	16	13	11	19/59	BANNER	ABC-C	2.5
2.6	1.8	1.6	1.7	2.2	19	19	WMAQ 670	TALK	15	27	27	21	18	20/54	EASTMAN	NBC	1.8
1.2	1.5	1.2	1.3	1.6	20	20	WRXR 95.5	GOLD	18	10	10	18	20	24/45	TORBET		1.7
1.3	1.6	1.2	1.5	1.5	21	21	WVON 1450	GOLD	30	17	30	25	25	8/136	ROSLIN	MBS	.7
0.8	0.9	1.1	1.2	1.4	22	22	WLNR 106.3	AA	24	26	15	19	17	14/77			2.2
1.7	1.4	1.9	1.3	1.4	23	23	WFMT 98.7	CLAS	21	30	25	23	22	19/57	CMBS		1.5
0.6	0.5	0.5	0.7	1.2	24	24	WLUP 1000	AOR	22	21	18	20	23	20/54	MMR	MBS	.5
1.3	1.2	1.1	1.3	1.2	25	25	WOJO 105.1	SPAN	28	23	21	22	19	12/92	KATZ		1.9
1.2	1.0	1.4	0.9	1.2	26	26	WNIB 97.1	CLAS	23	28	31	27	27	20/53			.6

Continued on Page 119

"DRIVES ME NUTS" T.V.
APPLAUDS 105.9 FM WCKG Classic Rock
 robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

CINCINNATI #30

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.7	11.7	7.4	7.2	13.9	1	1	WLW 700	AC	1	6	3	2	1	13/82	EASTMAN	ABC-I	7.3
11.1	9.8	10.8	12.6	10.3	2	2	WEBN 102.7	AOR	3	2	1	1	2	15/75	EASTMAN		16.2
9.0	9.3	9.8	10.0	9.6	3	3	WKRC 101.9	CHR	2	1	2	3	6	16/67	KATZ	ABC-F	11.9
8.8	10.1	11.3	10.5	9.6	4	4	WWEZ 92.5	B/EZ	4	16	13	6	3	11/100	CBS SPOT		6.6
6.8	7.1	7.9	8.8	6.3	5	5	WKRC 550	AC	5	15	12	7	4	16/66	KATZ	ABC-E	8.0
9.2	6.4	6.1	6.2	5.9	6	6	WUBE 105.1	CTRY	7	12	4	4	5	12/89	MCGAVREN		7.5
6.5	6.6	6.1	4.7	4.6	7	7	WBLZ 103.5	UC	8	3	5	9	15	15/74	REPUBLIC		5.4
3.8	3.0	2.6	3.8	4.4	8	8	WBVE 96.5	CTRY	12	17	10	10	8	12/90	DURPETTI	ABC-R	3.2
5.4	5.2	5.9	4.5	4.2	9	9	WCKY 1530	N/T	9	21	19	15	11	16/69	CBS SPOT	CBS	4.1
3.9	4.2	4.1	5.0	4.0	10	10	WRRM 98.5	AC	6	7	6	5	7	18/59	BANNER		3.4
3.3	3.9	3.4	3.1	3.3	11	11	WWNK-FM 94.1	AC	10	5	7	8	9	20/55	MMR		3.3
3.1	3.9	4.5	3.4	2.7	12	12	WLLT 94.9	AC	11	9	8	11	10	23/47	REPUBLIC		3.0
0.3	0.4	0.3	1.8	2.5	13	13	WIZF 100.9	UC	13	4	9	12	12	13/83	TORBET		4.4
1.0	1.4	1.3	1.3	1.7	14	14	WJOJ 107.1	AC	14	19	11	13	13	17/64	MASLA		.9
1.1	0.6	0.4	0.4	1.4	15	15	WWNK 1360	GOLD	15	24	14	14	14	17/63	MMR		.8
0.0	1.2	1.0	0.8	1.3	16	16	WHIO-FM 99.1	B/EZ	18	14	21	19	20	12/89	CHRISTAL		.3
2.5	2.2	3.1	1.7	1.2	17	17	WCIN 1480	UC	16	8	23	20	19	18/59		NBN	1.6
2.0	1.9	1.2	1.2	1.1	18	18	WDJO 1230	GOLD	17	23	16	16	16	18/62	MCGAVREN	US2	.9
0.5	0.0	0.3	0.5	1.0	19	19	WTUE 104.7	AOR	19	10	15	17	18	13/84	MCGAVREN		.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	33.9
AOR	11.3
BM/Easy	10.9
CHR	9.6
Ctry	10.3
Gold	2.6
N/T	4.2
UC	8.3

CLEVELAND #21

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.2	13.5	15.7	12.1	12.9	1	WMMS 100.7	CHR	1	1	1	1	2	13/86	KATZ	NBC-S	18.4
7.0	7.8	5.8	7.7	9.4	2	WMJI 105.7	AC	2	9	3	2	1	14/80	EASTMAN		10.5
7.1	8.2	7.8	8.2	8.5	3	WQAL 104.1	B/EZ	5	15	14	7	6	11/98	CHRISTAL		5.8
4.8	4.9	5.6	8.1	7.5	4	WZAK 93.1	UC	10	2	2	3	5	9/124	DURPETTI	CBS-R	12.2
4.9	6.9	5.8	5.1	6.9	5	WWWE 1100	N/T	3	12	9	8	8	15/73	MCGAVREN	CNN	6.1
4.8	4.6	5.0	5.4	6.7	6	WGAR-A/F 1220 99.5	CTRY	7	11	6	4	3	10/103	HNWH	ABC-E	4.3
6.7	6.3	7.1	6.3	5.4	7	WLTF 106.5	AC	4	5	5	5	4	18/60	CHRISTAL	AP	5.6
6.5	5.9	5.3	6.3	5.2	8	WDOK 102.1	B/EZ	6	18	15	11	9	15/70	MCGAVREN		3.6
5.4	5.1	4.3	3.2	4.1	9	WNCX 98.5	GOLD	9	7	4	6	7	17/64	TORBET	ABC-F	4.1
4.5	4.2	3.7	3.8	3.7	10	WBBG 1260	BBND	12	23	18	21	14	12/92	EASTMAN		2.1
3.8	3.5	3.1	3.2	3.2	11	WERE 1300	N/T	11	19	17	17	11	17/62	TORBET	CBS	2.4
2.1	2.5	2.7	3.5	3.1	12	WRQC 92.3	CHR	8	3	8	10	13	23/48	MMR	ABC-R	4.9
1.3	1.6	1.9	1.7	1.6	13	WCLV 95.5	CLAS	16	21	21	18	18	18/62	CMBS		1.9
2.0	1.5	1.6	2.0	1.6	14	WJMO 1490	UC	14	14	16	13	10	20/53	MMR	NBN	1.3
1.9	1.8	1.8	1.5	1.5	15	WONE-FM 97.5	AOR	17	13	6	9	12	17/65	MCGAVREN		1.9
4.8	3.5	3.5	2.2	1.5	16	WPHR 107.9	CHR	13	8	10	12	16	26/42	REPUBLIC	US1	1.5
0.6	0.5	1.2	1.0	1.4	17	WKDD 96.5	CHR	15	4	11	14	20	20/53	KATZ		.5
1.4	1.4	1.1	2.5	1.3	18	WABQ 1540	REL	22	10	19	20	17	12/88	UNITY	SHRDN	.5
1.9	1.1	1.6	1.3	1.2	19	WHK 1420	GOLD	18	26	13	15	15	21/53	KATZ	NBC	.8
1.9	1.8	1.4	1.6	1.2	20	WRMR 850	B/EZ	19	16	22	19	19	20/54	CHRISTAL	AP	.9
1.2	1.1	0.7	1.6	1.1	21	WCZR 107.3	AOR	21	6	12	16	24	20/53	REGIONAL	SMN	4.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS	1 WMMS	1 WMMS	1 WMJI	1 WMMS	1 WMJI	AC 14.8
2 WNCX	2 WZAK	2 WMJI	2 WMMS	2 WMJI	2 WMMS	AOR 2.6
3 WZAK	3 WMJI	3 WZAK	3 WZAK	3 WZAK	3 WLTF	BBnd 3.7
4 WMJI	4 WLTF	4 WNCX	4 WLTF	4 WLTF	4 WGAR-FM	BM/Easy 14.9
5 WONE-FM	5 WNCX	5 WGAR-FM	5 WGAR-FM	5 WGAR-FM	5 WQAL	CHR 18.9
6 WWWE	6 WGAR-FM	6 WLTF	6 WQAL	6 WWWE	6 WZAK	Clas 1.6
7 WLTF	7 WPHR	7 WWWE	7 WNCX	7 WNCX	7 WDOK	Ctry 6.7
8 WHK	8 WRQC	8 WONE-FM	8 WDOK	8 WQAL	8 WNCX	Gold 5.3
9 WRQC	9 WKDD	9 WQAL	9 WRQC	9 WONE-FM	9 WWWE	N/T 10.1
10 WGAR-FM	10 WDOK	10 WHK	10 WWWE	10 WDOK	10 WJMO	Rel/CC 1.3
						UC 9.1

COLUMBUS #34

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
13.4	16.3	12.4	13.1	11.3	1	1	WLVQ 96.3	AOR	3	3	1	1	2	13/86	KATZ		17.8
6.2	6.9	9.8	8.7	10.1	2	2	WTVN 610	AC	4	13	6	5	3	13/82	KATZ	ABC-E	7.5
11.9	7.9	7.4	7.9	9.7	3	3	WSNY 94.7	AC	5	8	3	2	1	13/81	MCGAVREN		8.8
8.0	7.9	8.8	8.9	9.2	4	4	WXGT 92.3	CHR	1	1	4	4	6	16/66	CHRISTAL	CBS-R	11.1
9.4	8.7	7.3	8.2	9.2	5	5	WNCI 97.9	CHR	2	2	2	3	5	16/67	MMR	ABC-E	11.0
9.3	10.2	11.0	12.9	8.9	6	6	WBNS-FM 97.1	B/EZ	6	11	11	7	4	13/82	BLAIR		6.4
3.1	4.1	5.2	3.6	4.4	7	7	WHOK 95.5	CTRY	8	7	9	8	8	13/84	CHRISTAL	AP	5.1
4.0	5.6	7.1	4.2	4.1	8	8	WMGG 99.7	GOLD	7	10	5	6	7	20/54	TORBET	MBS	4.0
3.4	2.5	2.7	3.1	3.3	9	9	WMNI 920	CTRY	12	17	16	12	9	13/84	TORBET	MBS	2.8
4.6	3.5	2.4	3.3	3.1	10	10	WVKO 1580	UC	11	4	7	9	11	15/71	MCGAVREN	SHRDN	3.8
1.9	2.2	1.7	1.7	2.5	11	11	WZZT 103.1	UC	13	5	8	10	12	16/69	MASLA		3.5
2.1	2.3	1.4	1.4	2.3	12	12	WBBY 103.9	JAZZ	10	15	12	11	10	21/51	TORBET	US2	.7
1.7	1.3	1.1	1.4	2.1	13	13	WLW 700	AC	9	12	15	16	15	23/46	EASTMAN	ABC-I	1.8
2.1	2.1	2.7	2.3	2.0	14	14	WBNS 1460	AC	14	18	14	14	13	19/56	BLAIR	ABC-I	1.8
0.9	0.6	0.8	1.4	1.8	15	15	WCKX 106.3	UC	16	6	10	13	16	20/54	W&P	NBN	1.8
1.7	1.7	1.7	2.2	1.8	16	16	WCOL 1230	BBND	15	14	19	19	18	22/49	CHRISTAL	SMN	1.5
1.1	1.2	1.2	1.3	1.2	17	17	WRFD 880	CC	17	21	13	15	14	20/53	W&P	CNN	1.0
0.4	0.0	0.0	0.5	1.0	18	18	WMRN 106.9	CTRY	20	9	18	17	17	9/117		MBS	--

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	23.9
AOR	11.3
BM/Easy	8.9
CHR	18.4
Ctry	8.7
Gold	4.1
Jazz	2.3
Rel/CC	1.2
UC	7.4

DALLAS-FT. WORTH #10

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	8.9	8.4	9.6	8.7	1	1	KKDA-FM 104.5	UC	8	3	1	1	4	8/137	KATZ	APR	10.1
8.8	7.1	9.3	7.2	7.5	2	2	KVIL-A/F 1150 103.7	AC	1	6	4	2	1	14/80	TORBET		8.2
7.3	6.6	8.3	8.4	7.4	3	3	KPLX 99.5	CTRY	4	10	5	3	2	12/88	EASTMAN	AP	8.0
6.9	6.7	4.6	5.2	6.6	4	4	WBAP 820	CTRY	5	11	14	9	5	14/79	BANNER	ABC-I	5.4
5.2	5.7	5.1	5.3	6.3	5	5	KEGL 97.1	CHR	2	2	2	4	10	16/68	TORBET	ABC-C	9.4
6.3	5.8	7.3	5.5	5.6	6	6	KRLD 1080	NEWS	3	21	17	13	9	17/63	KATZ	CBS	6.0
6.5	6.0	7.2	6.3	4.2	7	7	KMEZ-A/F 1480 100.3	B/EZ	10	19	23	14	13	13/83	MCGAVREN		4.2
5.0	5.3	4.7	4.3	4.6	8	8	KTXQ 102.1	AOR	7	4	3	5	11	15/71	CBS SPOT	ABC-R	4.5
5.7	4.6	3.9	3.2	4.5	9	9	KSCS 96.3	CTRY	6	8	8	7	7	17/63	BANNER		4.8
3.4	3.3	3.4	3.3	4.0	10	10	KLUV 98.7	GOLD	9	12	10	6	3	17/65	REPUBLIC	US2	3.0
2.5	3.5	2.5	4.2	3.9	11	11	KHYI 94.9	CHR	11	1	13	16	23	15/70	CHRISTAL		5.1
3.8	3.8	3.3	3.6	3.6	12	12	KQZY 105.3	AC	12	20	11	10	8	16/67	GROUP W		2.7
2.9	3.3	2.7	3.9	3.6	13	13	KMGC 102.9	AC	13	13	6	8	6	16/68	CHRISTAL		3.3
1.3	1.0	1.3	2.0	2.7	14	14	KZPS 92.5	GOLD	16	18	7	11	12	16/67	DURPETTI		3.1
3.2	3.1	2.9	2.2	2.5	15	15	KZEW 97.9	AOR	14	7	9	12	14	22/48	MMR	NBC-S	4.3
3.1	4.6	3.7	3.1	2.0	16	16	KTKS 106.1	AC	15	5	12	15	16	27/40	HNWH		3.2
1.9	1.7	2.7	3.0	2.0	17	17	KHVN 970	REL	20	22	19	20	20	11/103		NBN	1.4
0.8	1.1	1.1	1.5	1.9	18	18	KLIF 1190	N/T	17	23	20	19	19	16/68	EASTMAN	NBC	1.0
1.1	1.6	1.5	0.9	1.6	19	19	WRR 101.1	CLAS	19	25	22	21	17	15/72	CMBS		1.4
0.7	0.9	1.0	1.7	1.5	20	20	KKDA 730	GOLD	23	9	21	24	15	10/106	KATZ	APR	.7
2.2	2.3	1.6	2.0	1.4	21	21	KDLZ 107.5	UC	18	16	16	17	18	21/52		US1	2.2
0.5	0.8	1.2	1.9	1.4	22	22	KOJO 94.1	SPAN	25	17	15	18	21	7/157	CABALLERO		--
2.6	2.0	0.8	1.7	1.4	23	23	KESS 1270	N/T	21	15	18	22	22	11/99	CABALLERO		.8
1.4	0.6	1.1	0.6	1.0	24	24	KLDD 570	GOLD	22	14	24	23	24	16/69	MMR	CBS	.4

Continued on Page 119

"DRIVES ME NUTS" T.V.
THANKS 92.5 KZPS

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

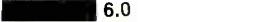
BOSTON #7

Continued from Page 110

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC  28.9 AOR  11.2 BBnd  2.8 BM/Easy  5.7 CHR  13.5 Clas  1.4 Ctry  2.2 Gold  4.5 N/T  11.5 UC  2.3
1 WBCN 2 WZLX 3 WXKS-FM 4 WAAF 5 WZOU 6 WILD 7 WRKO 8 WROR 9 WBZ 10 WMJX	1 WXKS-FM 2 WBCN 3 WZOU 4 WMJX 5 WZLX 6 WVBF 7 WSSH 8 WROR 9 WMRQ 10 WAAF	1 WBCN 2 WZLX 3 WXKS-FM 4 WRKO 5 WBZ 6 WROR 7 WAAF 8 WZOU 9 WHDH 10 WMJX	1 WXKS-FM 2 WMJX 3 WBCN 4 WSSH 5 WZOU 6 WROR 7 WBZ 8 WVBF 9 WZLX 10 WHDH	1 WBCN 2 WRKO 3 WZLX 4 WXKS-FM 5 WBZ 6 WROR 7 WHDH 8 WBOS 9 WSSH 10 WMJX	1 WXKS-FM 2 WBZ 3 WSSH 4 WMJX 5 WHDH 6 WROR 7 WVBF 8 WRKO 9 WBCN 10 WJIB	

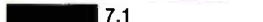
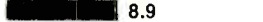
CHICAGO #3

Continued from Page 114

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA  1.4 AC  9.8 AOR  10.6 BBnd  2.6 BM/Easy  5.3 CHR  12.2 Clas  2.6 Ctry  3.3 Gold  6.0 N/T  16.3 Span  1.2 UC  13.0
1 WGCI-FM 2 WLUP-FM 3 WCKG 4 WXRT 5 WBMX 6 WKQX 7 WRXR 8 WJMK 9 WLAK 10 WLUP	1 WGCI-FM 2 WKQX 3 WBMX 4 WLUP-FM 5 WBBM-FM 6 WFYR 7 WYTZ 8 WCLR 9 WXRT 10 WLAK	1 WGCI-FM 2 WLUP-FM 3 WCKG 4 WXRT 5 WJMK 6 WGN 7 WBMX 8 WLAK 9 WLS 10 WUSN	1 WGCI-FM 2 WKQX 3 WBMX 4 WLAK 5 WCLR 6 WLUP-FM 7 WFYR 8 WBBM-FM 9 WUSN 10 WGN	1 WGCI-FM 2 WGN 3 WLUP-FM 4 WJMK 5 WXRT 6 WLAK 7 WLS 8 WUSN 9 WBBM 10 WCKG	1 WGCI-FM 2 WGN 3 WLAK 4 WCLR 5 WKQX 6 WLOO 7 WUSN 8 WFYR 9 WBMX 10 WJMK	

DALLAS-FT. WORTH #10

Continued from Page 118

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC  16.7 AOR  7.1 BM/Easy  4.9 CHR  10.2 Clas  1.6 Ctry  18.5 Gold  9.2 N/T  8.9 Rel/CC  2.0 Span  1.4 UC  10.1
1 KKDA-FM 2 KTXQ-FM 3 KZPS-FM 4 KEGL-FM 5 KZEW-FM 6 KPLX-FM 7 KVIL-FM 8 KSCS-FM 9 WBAP 10 KLUV-FM	1 KKDA-FM 2 KEGL-FM 3 KVIL-FM 4 KMGC-FM 5 KPLX-FM 6 KSCS-FM 7 KTXQ-FM 8 KLUV-FM 9 KQZY-FM 10 KHYI-FM	1 KKDA-FM 2 KTXQ-FM 3 KLUV-FM 4 KPLX-FM 5 KZPS-FM 6 WBAP 7 KVIL-FM 8 KEGL-FM 9 KZEW-FM 10 KRLD	1 KVIL-FM 2 KPLX-FM 3 KKDA-FM 4 KEGL-FM 5 KMGC-FM 6 KSCS-FM 7 KQZY-FM 8 KLUV-FM 9 KTXQ-FM 10 KMEZ-FM	1 WBAP 2 KLUV-FM 3 KPLX-FM 4 KKDA-FM 5 KZPS-FM 6 KRLD 7 KVIL-FM 8 KTXQ-FM 9 KSCS-FM 10 KEGL-FM	1 KVIL-FM 2 KPLX-FM 3 KMGC-FM 4 KKDA-FM 5 KLUV-FM 6 KQZY-FM 7 KMEZ-FM 8 KSCS-FM 9 KEGL-FM 10 WBAP	

DAYTON #46

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	9.1	7.8	11.0	13.9	1	1	WTUE 104.7	AOR	2	2	1	1	1	10/108	MCGAVREN		15.3
9.9	13.1	11.6	12.7	12.5	2	2	WGTZ 92.9	CHR	1	1	2	2	3	12/88	KATZ		13.9
13.8	12.5	10.4	12.8	11.5	3	3	WHIO-FM 99.1	B/EZ	3	8	11	6	5	11/95	CHRISTAL		10.8
5.6	6.3	5.9	4.7	7.2	4	4	WONE 980	CTRY	7	21	8	4	4	11/100	MCGAVREN	ABC-D	7.5
7.8	8.9	8.7	7.5	6.5	5	5	WHIO 1290	GOLD	4	9	13	11	9	15/74	CHRISTAL	CBS	5.0
6.8	6.4	9.1	6.4	5.2	6	6	WWSN 107.7	AC	6	6	3	3	2	16/70	EASTMAN		6.0
5.4	4.8	5.1	4.5	4.4	7	7	WYMJ 103.9	AC	8	3	5	5	7	17/63	BLAIR	US1	4.1
3.6	3.0	1.9	3.0	4.2	8	8	WBVE 96.5	CTRY	10	7	6	8	10	11/102	DURPETTI	ABC-R	2.6
3.6	3.5	2.8	2.3	4.1	9	9	WLW 700	AC	5	24	10	13	11	20/54	EASTMAN	ABC-I	3.3
5.0	3.9	4.2	4.9	3.7	10	10	WBLZ 103.5	UC	11	4	4	7	13	12/93	REPUBLIC		6.0
4.1	2.7	2.8	3.4	3.6	11	11	WDAO 1230	UC	13	10	7	10	8	8/131	EASTMAN	SBN	2.6
1.7	2.6	3.9	5.3	3.2	12	12	WVUD 99.9	AC	9	14	9	9	6	15/71	MASLA	CBS-R	2.6
2.3	3.8	2.7	3.1	2.6	13	13	WING 1410	GOLD	12	19	12	12	12	16/68	KATZ	ABC-I	3.2
1.7	0.9	1.3	0.6	1.7	14	14	WBLY 1600	CTRY	17	25	19	20	16	9/118	DEVNEY	MBS	1.2
1.9	1.7	1.4	0.6	1.1	15	15	WPTW-FM 95.7	B/EZ	21	22	26	23	25	12/94	REGIONAL		1.2
1.5	0.0	2.3	0.0	1.0	16	16	WLGY 1500	GOLD	23	27	25	25	27	8/138			--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTUE	1 WGTZ	1 WTUE	1 WGTZ-FM	1 WTUE	1 WGTZ-FM	AC 16.9
2 WGTZ	2 WTUE	2 WGTZ-FM	2 WTUE	2 WWSN	2 WWSN	AOR 13.9
3 WBVE	3 WWSN	3 WBVE	3 WWSN	3 WONE	3 WHIO-FM	BM/Easy 12.6
4 WYMJ	4 WBLZ	4 WWSN	4 WONE	4 WLW	4 WONE	CHR 12.5
5 WBLZ	5 WYMJ	5 WDAO	5 WYMJ	5 WGTZ	5 WTUE	Ctry 13.1
6 WWSN	6 WDAO	6 WONE	6 WHIO-FM	6 WVUD	6 WYMJ	Gold 10.1
7 WDAO	7 WBVE	7 WVUD	7 WBLZ	7 WHIO	7 WDAO	UC 7.3
8 WLW	8 WONE	8 WLW	8 WVUD	8 WHIO-FM	8 WVUD	
9 WVUD	9 WVUD	9 WYMJ	9 WDAO	9 WDAO	9 WHIO	
10 WONE	10 WHIO-FM	10 WBLZ	10 WBVE	10 WBVE	10 WBVE	

DENVER-BOULDER #23

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.6	10.2	9.3	8.8	8.4	1	KOSI 101.1	B/EZ	1	15	12	8	4	13/84	INTERREP		7.1
3.9	5.1	5.9	5.7	7.6	2	KRXY 107.5	CHR	2	1	5	5	7	13/81	TORBET		9.3
7.1	8.2	6.9	8.3	7.8	3	KBCO-A/F 1190 97.3	AOR	5	5	1	1	2	12/89	MASLA		10.5
7.0	7.5	6.0	6.4	7.0	4	KMJI 100.3	AC	4	11	4	2	1	14/78	CHRISTAL		6.2
6.7	6.7	6.8	5.3	6.1	5	KBPI 105.9	AOR	3	2	3	4	11	16/66	DURPETTI	NBC-S	8.2
4.6	4.5	5.6	5.4	5.6	6	KYGO 98.5	CTRY	9	6	7	7	3	13/82	BANNER		4.5
4.1	3.6	3.9	5.4	5.6	7	KAZY 106.7	AOR	7	4	2	3	10	13/81	MCGAVREN	ABC-R	6.1
5.7	5.7	7.3	6.5	5.4	8	KOA 850	TALK	6	17	19	10	8	16/67	KATZ	CBS	4.3
3.7	4.5	4.1	3.5	4.8	9	KOAQ 103.5	AC	8	12	6	6	5	15/70	KATZ	CBS-R	4.7
3.6	2.9	4.0	3.3	3.8	10	KHOW 630	AC	11	7	11	9	6	14/77	EASTMAN	US2	1.8
4.5	3.9	2.7	4.0	3.5	11	KEZW 1430	BBND	16	23	24	21	16	9/118	INTERREP	MBS	1.7
3.6	2.9	4.0	3.5	3.4	12	KVOD 99.5	CLAS	12	14	17	12	9	15/71	REPUBLIC		3.4
3.6	3.6	2.6	3.2	3.1	13	KNUS 710	N/T	15	19	20	18	14	13/85	DURPETTI	NBC	1.6
0.0	0.0	0.0	0.0	2.7	14	KSYY 95.7	AC	10	3	9	13	18	23/48	EASTMAN	MBS	--
0.0	0.0	2.0	4.3	2.1	15	KHIH 94.7	GOLD	14	20	8	11	12	19/58	REPUBLIC		3.0
3.3	3.0	2.8	1.8	2.1	16	KIMN 950	AC	13	8	10	14	13	24/46	BANNER	US1	2.4
2.7	2.9	2.0	2.0	1.9	17	KLZ 560	CTRY	18	25	22	17	17	15/72	MCGAVREN	ABC-I	1.8
2.1	1.9	1.1	1.3	1.7	18	KRZN 1150	GOLD	17	9	14	15	15	17/63	CHRISTAL		1.7
1.6	1.4	1.9	1.6	2.2	19	KBRQ-A/F 1280 105.1	CTRY	19	27	18	19	19	16/70	TORBET	MBS	1.2
1.1	1.0	1.1	0.7	1.3	20	KTCL 93.3	AOR	21	13	13	16	20	16/70			.8
0.9	1.0	1.1	1.1	1.2	21	KDEN 1340	NEWS	20	28	28	26	27	17/62	SAVALLI	ABC-E	.9
2.2	2.1	2.3	1.6	1.1	22	KDKO 1510	UC	23	10	16	22	22	13/83			3.2
0.9	0.8	0.6	0.9	1.1	23	KADX 92.1	JAZZ	24	22	23	23	21	12/89		APR	.6
0.0	0.0	0.0	0.4	1.0	24	KQKS 104.3	AC	22	16	15	20	23	18/59	HNWH		--

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	21.4
AOR	20.8
BBnd	3.5
BM/Easy	8.4
CHR	7.6
Clas	3.4
Ctry	9.7
Gold	3.8
Jazz	1.1
N/T	9.7
UC	1.1

DETROIT #6

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
9.9	11.6	8.8	8.4	10.9	1		WJR 760	MISC	1	9	13	5	1	13/82	EASTMAN	ABC-I	11.0
7.9	7.9	8.1	9.0	7.8	2		WJLB 97.9	UC	5	1	1	1	2	11/102	MMR		11.7
5.4	5.7	6.8	5.7	5.5	3		WJOI 97.1	B/EZ	9	12	19	14	9	12/91	CBS SPOT		4.1
5.8	5.1	5.3	5.7	5.1	4		WCZY-A/F 1500 95.5	CHR	2	3	5	6	5	22/49	HNWH		6.8
3.5	3.4	3.7	4.0	4.8	5		WXYT 1270	TALK	15	22	16	15	11	10/105	TORBET	NBC	4.1
4.1	5.0	5.3	4.1	4.6	6		WLLZ 98.7	AOR	7	5	3	4	10	16/66	MCGAVREN	ABC-F	7.1
5.3	5.3	4.2	4.8	4.5	7		WRIF 101.1	AOR	6	7	2	2	8	17/62	MCGAVREN	ABC-R	6.4
6.3	4.7	5.6	5.2	4.5	8		WWJ 950	NEWS	4	16	18	16	12	19/57	CBS SPOT	CBS	2.5
5.0	4.0	4.4	5.2	4.4	9		WHYT 96.3	CHR	3	2	6	9	15	21/51	EASTMAN	ABC-C	5.9
2.2	2.1	2.0	1.7	4.2	10		WCSX 94.7	GOLD	10	11	4	3	3	15/75	MMR	US1	2.9
3.5	3.5	4.2	3.8	3.9	11		WWWW 106.7	CTRY	14	10	11	10	7	13/85	CHRISTAL	AP	3.5
3.8	3.9	3.3	4.0	3.9	12		WNIC 100.3	AC	8	6	7	7	6	19/58	DURPETTI		4.1
5.0	4.1	2.9	4.1	3.8	13		CKLW 800	BBND	13	29	26	24	17	13/81	REPUBLIC		2.6
3.6	2.6	4.0	3.7	3.3	14		WOMC 104.3	AC	12	13	10	8	4	17/64	KATZ	US2	3.0
2.5	2.6	2.5	3.5	2.8	15		WLTJ 93.1	AC	16	20	12	12	14	15/70	CHRISTAL		1.0
2.8	3.1	2.8	2.6	2.7	16		WDTX 99.5	CHR	11	4	9	13	20	22/50	TORBET	CBS	3.4
3.1	2.4	2.4	2.5	2.4	17		WKSG 102.7	GOLD	17	18	8	11	13	16/70	MASLA	NBC-S	2.7
2.3	1.9	2.1	2.6	1.6	18		WJZZ 105.9	JAZZ	18	14	14	18	16	22/49	RADIO WEST		1.2
1.8	1.7	1.8	1.2	1.6	19		WGPR 107.5	UC	19	17	15	17	18	16/67	R A LAZAR	SHRDN	1.7
1.0	1.4	1.5	1.5	1.4	20		WCXI 1130	CTRY	24	31	21	23	24	13/84	CHRISTAL	AP	.9
1.1	2.1	1.5	1.3	1.2	21		WQRS 105.1	CLAS	21	30	25	26	25	18/62	CMBS		1.1
0.0	0.0	0.0	0.0	1.1	22		WMTG 1310	GOLD	27	24	27	19	19	12/90	DURPETTI	SHRDN	.4
0.9	1.5	1.1	1.6	1.0	23		CKLW-FM 93.9	GOLD	20	26	17	20	23	25/43	REPUBLIC		1.2

Continued on Page 130

"DRIVES ME NUTS" T.V.
SALUTES WCSX 94.7 FM

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

GREENSBORO-WINSTON SALEM-HIGH POINT #49

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.4	14.6	19.7	17.8	17.5	1	WTQR 104.1	CTRY	1	6	4	1	1	10/114	MCGAVREN		16.4
7.8	5.4	9.0	7.7	9.5	2	WKRR 92.3	AOR	6	3	1	2	2	8/129	REPUBLIC		12.8
5.9	8.3	7.4	6.8	8.0	3	WKSI 98.7	CHR	2	1	5	7	7	14/75	EASTMAN		7.3
5.5	6.7	5.4	6.3	7.2	4	WKZL 107.5	CHR	5	2	2	3	6	13/82	KATZ	ABC-R	8.7
7.0	6.9	6.0	5.7	6.9	5	WOJY 100.3	AC	4	13	8	5	3	14/77	CHRISTAL		4.9
6.2	5.4	5.1	6.0	6.8	6	WQMG 97.1	UC	7	4	3	4	5	11/102	HNWH	CBS-R	9.6
6.1	4.5	5.0	7.0	5.5	7	WMAG 99.5	AC	3	12	7	6	4	18/59	MMR		5.1
6.9	5.2	5.5	4.8	5.5	8	WSJS 600	AC	8	17	13	10	9	12/88	MCGAVREN	MBS	4.5
1.7	3.7	2.9	2.2	3.4	9	WTHP 98.3	UC	10	5	6	9	10	11/96			3.8
2.3	3.2	1.6	1.5	3.1	10	WMQX-A/F 1340 93.1	AC	9	21	9	8	8	18/60	DURPETTI	US1	2.7
2.5	1.9	1.5	1.9	2.4	11	WEAL 1510	UC	14	9	10	11	11	10/110	HNWH	SHRDN	1.1
1.6	1.7	1.6	2.3	1.9	12	WAAA 980	UC	15	8	16	12	13	11/94		NBN	1.5
1.2	2.4	2.4	2.4	1.9	13	WKLM 94.5	B/EZ	13	15	24	13	12	16/67	KATZ		.8
0.7	1.8	1.7	1.8	1.5	14	WMFR 1230	AC	17	28	28	23	22	14/75	MMR	ABC-I	1.8
0.5	0.0	0.0	0.7	1.2	15	WKEW 1400	TALK	16	27	19	22	20	18/59	SOUTHERN	MBS	.2
1.0	2.2	1.1	1.6	1.2	16	WKOQ 94.1	REL	20	11	14	14	16	12/89	TN SPOT		1.4
				1.1	17	WBIG 102.1	CTRY	11	20	11	15	14	30/37	BANNER		1.6
1.0	0.9	1.3	2.1	1.1	18	WHPE 95.5	REL	12	19	23	20	18	28/38			2.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKRR	1 WQMG	1 WKRR	1 WTQR	1 WTQR	1 WTQR	AC 22.5
2 WTQR	2 WKZL	2 WTQR	2 WKZL	2 WKRR	2 WOJY	AOR 9.5
3 WKZL	3 WKRR	3 WKZL	3 WQMG	3 WMAG	3 WMAG	BM/Easy
4 WQMG	4 WKSI	4 WQMG	4 WKSI	4 WOJY	4 WKZL	CHR 15.2
5 WTHP	5 WTQR	5 WMAG	5 WOJY	5 WQMG	5 WKSI	Ctry 18.6
6 WKSI	6 WMAG	6 WOJY	6 WKRR	6 WMQX-FM	6 WQMG	N/T 1.2
7 WMAG	7 WOJY	7 WMQX-FM	7 WMAG	7 WKZL	7 WKRR	Rel/CC 2.3
8 WMQX-FM	8 WTHP	8 WTHP	8 WTHP	8 WSJS	8 WMQX-FM	UC 14.5
9 WOJY	9 WMQX-FM	9 WKSI	9 WMQX-FM	9 WTHP	9 WEAL	
10 WPET	10 WEAL	10 WSJS	10 WEAL	10 WKSI	10 WSJS	

HARTFORD-NEW BRITAIN #40

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
19.2	20.1	18.4	19.2	19.0	1	WTIC 1080	AC	1	8	7	3	2	11/103	KATZ	NBC	16.4
15.3	16.7	15.4	13.0	14.1	2	WTIC-FM 96.5	CHR	2	1	1	1	1	14/79	KATZ		18.3
9.6	10.3	9.6	9.0	9.3	3	WRCH 100.5	B/EZ	3	9	11	8	4	13/86	TORBET	ABC-D	6.1
3.1	2.7	5.2	7.6	7.3	4	WDRG-FM 102.9	GOLD	5	12	3	2	3	13/81	MCGAVREN		9.4
4.8	5.4	5.8	4.9	5.5	5	WKSS 95.7	CHR	4	2	5	7	8	19/57	MMR		7.8
4.9	6.4	4.7	5.2	5.1	6	WCCC-A/F 1290 106.9	AOR	8	3	2	5	7	18/59	TORBET	NBC-S	7.6
4.2	4.9	6.6	4.4	4.7	7	WIOF 104.1	AC	8	11	6	6	5	19/57	EASTMAN	CBS-R	
4.7	4.4	4.2	4.0	4.6	8	WHCN 105.9	AOR	6	4	4	5	6	20/55	MASLA	ABC-R	6.8
2.6	3.3	1.8	3.8	3.4	9	WPOP 1410	N/T	9	18	12	9	9	18/60	EASTMAN	CBS	3.1
3.0	2.9	4.2	4.3	3.2	10	WRCQ 910	BBND	10	24	21	17	12	13/83	TORBET	ABC-E	2.0
4.2	2.5	2.0	2.2	2.0	11	WDRG 1360	GOLD	14	14	16	12	10	17/63	MCGAVREN		1.6
1.8	0.5	1.1	1.1	1.7	12	WKND 1480	UC	21	13	10	10	13	7/167	ROSLIN	NBN	.5
1.2	1.4	1.2	1.6	1.3	13	WAQY 102.1	AOR	12	5	9	14	18	30/36	EASTMAN		2.0
0.5	0.6	0.7	0.7	1.1	14	WKCI 101.3	CHR	13	6	15	15	16	32/34	MCGAVREN		.6
2.3	1.2	0.9	1.5	1.1	15	WPLR 99.1	AOR	11	10	8	13	15	39/28	DURPETTI		1.1
2.2	2.3	2.8	1.5	1.1	16	WVYZ 92.5	AC	15	16	13	11	11	28/38	BANNER	US2	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 WCCC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	AC 24.8
2 WTIC-FM	2 WDRG-FM	2 WDRG-FM	2 WDRG-FM	2 WDRG-FM	2 WTIC	AOR 12.1
3 WHCN	3 WIOF	3 WCCC-FM	3 WIOF	3 WTIC-FM	3 WIOF	BBnd 3.2
4 WKSS	4 WKSS	4 WHCN	4 WTIC	4 WHCN	4 WDRG-FM	BM/Easy 9.3
5 WDRG-FM	5 WHCN	5 WTIC	5 WKSS	5 WRCH	5 WRCH	CHR 20.7
6 WTIC	6 WCCC-FM	6 WKSS	6 WRCH	6 WCCC-FM	6 WKSS	Gold 9.3
7 WPLR	7 WKND	7 WIOF	7 WHCN	7 WIOF	7 WHCN	N/T 3.4
8 WIOF	8 WTIC	8 WRCH	8 WCCC-FM	8 WPOP	8 WDRG	UC 1.7
9 WAQY	9 WRCH	9 WPOP	9 WKND	9 WKSS	9 WCCC-FM	
10 WNBC	10 WAQY	10 WPLR	10 WDRG	10 WNBC	10 WRCQ	

HOUSTON-GALVESTON #8

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	8.0	9.8	9.9	9.1	1	KMJQ 102.1	UC	6	3	1	1	4	9/118	CHRISTAL		13.9
7.4	6.8	6.8	7.6	8.0	2	KIKK-FM 95.7	CTRY	3	5	5	2	1	13/84	TORBET		8.7
5.7	5.7	6.0	6.4	7.3	3	KILT-FM 100.3	CTRY	5	9	8	3	2	12/87	BANNER		5.5
8.8	7.9	6.4	8.1	7.1	4	KKBQ-A/F 790 92.9	CHR	2	1	2	5	6	16/68	MCGAVREN	ABC-F	7.7
5.8	5.8	4.7	4.6	6.8	5	KTRH 740 92.9	NEWS	4	18	15	10	8	14/77	CBS SPOT	ABC-I	4.2
5.8	7.4	6.6	6.2	6.7	6	KRBE-A/F 1070 104.1	CHR	1	2	4	6	12	18/62	KATZ		8.5
6.2	6.4	6.9	5.5	5.4	7	KODA 99.1	B/EZ	7	15	13	11	5	13/85	GROUP W		3.9
6.6	4.6	5.9	5.3	5.2	8	KFMK 97.9	AC	10	13	7	4	3	12/88	MMR		4.2
3.8	5.0	4.6	4.4	4.3	9	KLLO 101.1	AOR	8	4	6	8	9	16/69	CBS SPOT	NBC-S	6.3
0.9	0.8	4.1	3.8	4.0	10	KZFX 107.5	GOLD	11	10	3	7	7	13/85	REPUBLIC		6.8
4.6	3.7	4.1	4.4	4.0	11	KQUE 102.9	AC	14	21	17	14	13	10/106	REPUBLIC	ABC-E	2.8
3.4	4.4	2.7	2.6	2.9	12	KPRC 950	N/T	13	24	18	16	14	16/69	EASTMAN	NBC	2.2
4.4	3.7	2.5	2.9	2.8	13	KLTR 93.7	AC	9	12	9	9	10	23/47	CBS SPOT		2.4
2.7	3.1	3.4	2.5	2.5	14	KJYY 94.5	AC	15	20	11	12	11	16/69	MASLA	TRNSTR	1.8
4.8	2.9	2.3	1.6	2.0	15	KKHT 96.5	AC	12	11	10	13	15	25/43	EASTMAN	ABC-R	2.2
0.8	0.9	1.6	1.4	1.8	16	KCOH 1430	UC	18	19	16	15	16	11/99		SBN	.6
1.4	1.8	1.3	1.2	1.8	17	KYOK 1590	UC	16	6	14	18	19	16/66	MASLA	CBS-R	.6
0.7	0.9	1.0	1.9	1.6	18	KEYH 850	SPAN	24	7	12	17	17	7/150	LOTUS		.6
1.4	0.9	0.8	1.1	1.3	19	KILT 610	GOLD	17	26	26	19	18	17/63	BANNER		.8
0.7	0.6	1.3	0.9	1.2	20	KHCB 105.7	REL	20	29	23	20	20	13/82			1.4
1.1	2.0	1.6	1.6	1.1	21	KLAT 1010	SPAN	21	14	21	21	23	12/89	KATZ		1.4
1.0	1.8	1.7	2.5	1.0	22	KXYZ 1320	SPAN	25	16	19	22	22	12/91	CABALLERO		.7

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	16.5
AOR	4.3
BM/Easy	5.4
CHR	13.8
Ctry	15.3
Gold	5.3
N/T	9.7
Rel/CC	
Span	3.7
UC	12.7

INDIANAPOLIS #37

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
13.3	13.4	13.9	14.1	16.3	1	1	WFBQ 94.7	AOR	1	3	1	1	1	10/109	KATZ	NBC-S	17.5
18.6	13.2	14.4	14.8	14.6	2	2	WIBC 107.0	AC	2	7	8	5	3	11/103	BANNER		15.6
9.8	10.0	10.7	11.6	10.8	3	3	WFMS 95.5	CTRY	3	6	4	2	2	12/90	MCGAVREN		12.4
8.6	9.7	8.5	8.8	9.2	4	4	WXTZ 103.3	B/EZ	6	8	9	7	6	11/95	REPUBLIC		4.8
9.0	7.7	10.9	8.6	9.2	5	5	WTLC 105.7	UC	8	2	2	3	4	8/131	DURPETTI		11.3
8.0	7.3	8.3	7.9	7.5	6	6	WENS 97.1	AC	5	5	3	4	5	15/70	CHRISTAL		7.3
7.1	8.7	8.5	8.1	6.9	7	7	WZPL 99.5	CHR	4	1	5	6	7	19/58	HNWH	AP	9.4
4.6	6.2	3.7	4.9	4.1	8	8	WEAG 93.1	CHR	7	4	6	8	9	22/49	BANNER		5.0
3.9	5.2	2.8	3.6	4.0	9	9	WTUX 131.0	BBND	12	11	18	14	12	9/125	DURPETTI	CBS	1.5
3.1	2.7	3.0	4.2	3.5	10	10	WTPI 107.9	AC	9	10	7	9	8	17/65	EASTMAN	CBS-R	2.7
1.6	1.1	1.9	2.3	1.9	11	11	WIRE 143.0	CTRY	10	17	12	11	11	21/52	REPUBLIC	ABC-I	1.2
1.9	1.4	1.8	1.4	1.7	12	12	WNDE 126.0	GOLD	11	13	10	10	10	21/51	KATZ	US2	2.2
1.2	1.6	0.6	0.8	1.0	13	13	WGRT 81.0	REL	14	9	13	13	13	13/83		SHRDN	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 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFMS	AC 25.6
2 WTLC	2 WTLC	2 WFMS	2 WFMS	2 WFMS	2 WTLC	AOR 16.3
3 WENS	3 WENS	3 WIBC	3 WTLC	3 WIBC	3 WIBC	BBnd
4 WZPL	4 WFMS	4 WTLC	4 WENS	4 WTLC	4 WENS	BM/Easy 9.2
5 WFMS	5 WZPL	5 WENS	5 WIBC	5 WXTZ	5 WFBQ	CHR 11.0
6 WEAG	6 WTPI	6 WZPL	6 WZPL	6 WENS	6 WXTZ	Ctry 12.7
7 WIBC	7 WEAG	7 WEAG	7 WXTZ	7 WZPL	7 WZPL	Gold
8 WTPI	8 WIBC	8 WXTZ	8 WTPI	8 WEAG	8 WTPI	Rel/CC
9 WNDE	9 WXTZ	9 WTPI	9 WEAG	9 WTPI	9 WEAG	UC 9.2
10 WIRE	10 WNDE	10 WNDE	10 WNDE	10 WNDE	10 WNDE	

KANSAS CITY #27

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	10.3	11.2	11.6	14.3	1	1	WDAF 610	CTRY	2	6	8	2	1	9/115	KATZ	ABC-E	12.3
8.6	7.8	9.9	8.5	10.4	2	2	KYYS 102.1	AOR	3	2	1	1	2	10/109	KATZ	NBC-S	12.3
7.5	9.6	8.0	10.1	9.3	3	3	KBEQ 104.3	CHR	1	1	2	3	4	14/75	KETTELL-C	ABC-C	11.0
7.8	7.6	7.3	7.8	7.3	4	4	KMBR 99.7	B/EZ	7	12	10	9	5	12/89	DURPETTI		5.6
9.7	7.8	5.5	4.5	7.0	5	5	KMBZ 980	N/T	4	15	11	11	6	15/74	DURPETTI	NBC	5.6
7.9	5.6	7.5	6.3	6.3	6	6	KFKF-FM 94.1	CTRY	5	7	5	4	3	15/73	HNWH		5.7
3.5	4.9	5.5	4.3	5.9	7	7	KCPW 94.9	CHR	6	3	3	5	7	15/70	MCGAVREN		7.2
4.9	5.0	7.3	6.0	5.0	8	8	KCMO 810	N/T	8	13	16	12	11	15/73	MCGAVREN	ABC-I	4.1
3.5	3.7	3.7	4.7	4.6	9	9	KPRS 103.3	UC	12	4	6	8	10	11/95		NBN	7.7
5.9	4.3	4.1	5.3	4.4	10	10	KCFX 100.7	GOLD	9	5	4	6	8	15/72	MMR	ABC-R	5.2
6.0	4.9	4.5	3.2	3.9	11	11	KLSI 93.3	AC	10	8	7	7	9	17/64	EASTMAN	CNN	5.2
6.0	5.8	5.7	4.7	3.2	12	12	KUDL 98.1	AC	11	17	9	10	12	18/60	CHRISTAL	AP	2.9
2.2	3.2	3.2	4.0	2.8	13	13	KJLA 1190	BBND	14	16	23	22	22	13/82	ROSLIN	MBS	2.9
1.1	1.5	1.4	2.3	2.0	14	14	KXTR 96.5	CLAS	16	14	14	15	15	16/68	CMBS	US2	1.7
2.9	3.4	2.7	2.4	1.9	15	15	WHB 710	GOLD	13	9	13	14	14	22/49	CHRISTAL	AP	2.3
3.4	2.4	2.1	2.7	1.9	16	16	KZZC 98.9	GOLD	15	10	15	13	13	18/59	CBS SPOT		1.4
1.0	0.5	0.5	1.0	1.2	17	17	KCCV 1510	REL	19	19	20	17	16	11/98			.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KYYS	1 KBEQ	1 KYYS	1 KBEQ	1 WDAF	1 WDAF	AC 7.1
2 KCFX	2 KYYS	2 WDAF	2 WDAF	2 KYYS	2 KFKF-FM	AOR 10.4
3 KBEQ	3 KCPW	3 KCFX	3 KFKF-FM	3 KCFX	3 KBEQ	BBnd 2.8
4 KCPW	4 KFKF-FM	4 KBEQ	4 KYYS	4 KMBZ	4 KLSI	BM/Easy 7.3
5 KFKF-FM	5 KPRS	5 KFKF-FM	5 KCPW	5 KFKF-FM	5 KMBR	CHR 15.2
6 KPRS	6 KLSI	6 KCPW	6 KLSI	6 KMBR	6 KCPW	Clas 2.0
7 KLSI	7 KUDL	7 KMBZ	7 KPRS	7 KCPW	7 KYYS	Ctry 20.6
8 WDAF	8 WDAF	8 KLSI	8 KUDL	8 KCMO	8 KPRS	Gold 8.2
9 KMBZ	9 KCFX	9 KCMO	9 KMBR	9 KBEQ	9 KMBZ	N/T 12.0
10 KUDL	10 KMBR	10 KMBR	10 KCFX	10 KZZC	10 KUDL	Rel/CC 1.2
						UC 4.6

LOS ANGELES #2

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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	7.1	6.3	6.4	7.4	1		KIIS-AF 1150 102.7	CHR	1	2	1	1	1	16/66	MCGAVREN		8.1
6.0	6.6	6.5	5.7	7.0	2		KPWR 105.9	CHR	2	1	2	2	5	14/79	HNWH		8.4
7.0	6.7	5.4	6.1	5.2	3		KABC 790	TALK	4	25	22	14	11	14/79	KATZ	ABC-T	4.3
5.2	4.4	4.9	4.7	4.9	4		KJOI 98.7	B/EZ	10	23	28	15	12	11/101	BANNER		3.0
4.2	4.1	4.1	4.8	4.3	5		KOST 103.5	AC	3	5	4	3	3	17/65	CHRISTAL		4.6
3.8	3.6	3.9	4.0	4.1	6		KROQ 106.7	AOR	8	3	5	6	14	15/73	TORBET		5.5
3.5	4.0	4.0	3.6	3.8	7		KRTH-FM 101.1	GOLD	6	22	7	4	2	17/65	REPUBLIC	US2	2.6
4.3	3.9	3.9	3.8	3.7	8		KBIG 104.3	AC	9	17	14	12	9	15/71	CBS SPOT		2.1
1.2	1.5	3.1	3.6	3.3	9		KLSX 97.1	GOLD	12	13	3	5	4	15/73	MMR		4.1
2.7	3.2	3.3	2.3	3.1	10		KTNQ 1020	SPAN	20	9	9	10	6	9/120	CABALLERO		3.3
3.7	3.3	3.4	4.2	3.0	11		KFWB 980	NEWS	5	30	27	22	19	23/48	GROUP W	NBC	3.4
3.1	3.5	3.6	3.3	3.0	12		KNX 1070	NEWS	7	26	24	20	15	20/53	CBS SPOT	CBS	2.9
3.4	2.2	2.3	3.2	3.0	13		KLVE 107.5	SPAN	16	11	8	8	10	11/100	CABALLERO		2.1
2.9	2.9	3.6	2.9	2.9	14		KIQQ 100.3	AC	13	20	13	11	7	16/69	TORBET	TRNSTR	2.0
3.4	3.7	2.3	2.8	2.9	15		KLOS 95.5	AOR	11	8	6	7	13	17/64	KATZ	ABC-R	4.7
3.0	3.3	2.7	2.4	2.8	16		KMPC 710	BBND	14	33	40	32	24	16/68	DURPETTI		2.3
2.2	2.0	1.6	1.9	2.5	17		KTWV 94.7	AA	15	21	11	9	8	16/66	BANNER	NBC-S	2.9
1.4	1.8	1.8	2.4	2.0	18		KJLH 102.3	UC	17	6	12	13	17	15/70	RADIO WEST		2.2
2.5	1.6	1.8	1.7	1.9	19		KZLA 93.9	CTRY	24	36	21	21	18	14/75	EASTMAN		1.4
1.1	1.5	1.2	1.6	1.8	20		KDAY 1580	UC	23	4	16	23	32	15/72	ROSLIN	NBN	2.3
0.7	0.6	0.9	0.9	1.6	21		KRTH 930	GOLD	21	10	23	19	16	17/64	REPUBLIC	US1	.7
1.7	1.3	1.7	1.9	1.6	22		KWKW 1300	SPAN	30	12	31	24	21	11/98	LOTUS		.8
1.2	1.3	1.2	1.3	1.5	23		KRLA 1110	GOLD	25	14	17	17	20	17/64	MMR		.9
1.2	1.4	1.1	1.1	1.4	24		KNAC 105.5	AOR	33	7	10	16	33	9/116	MASLA	ABC-F	2.2
1.2	1.4	1.5	1.6	1.4	25		KLAC 570	CTRY	19	31	30	31	23	20/53	EASTMAN	ABC-D	1.8
1.2	1.0	0.9	0.7	1.3	26		KACE 103.9	AA	29	19	15	18	22	14/75	MASLA	AP	.8

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DETROIT #6

Continued from Page 122

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.0
1 WRIF	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WJLB	AOR	9.1
2 WLLZ	2 WHYT	2 WLLZ	2 WNIC	2 WCSX	2 WJR	BBnd	3.8
3 WCSX	3 WCSX	3 WCSX	3 WHYT	3 WRIF	3 WJOI	BM/Easy	5.5
4 WJLB	4 WNIC	4 WJR	4 WCZY-FM	4 WLLZ	4 WOMC	CHR	12.6
5 WKSG	5 WCZY-FM	5 WJLB	5 WOMC	5 WJLB	5 WNIC	Clas	1.2
6 WCZY-FM	6 WLLZ	6 WKSG	6 WCSX	6 WKSG	6 WCZY-FM	Ctry	5.3
7 WJR	7 WDTX	7 WCZY-FM	7 WLTJ	7 WWWW	7 WWWW	Gold	8.7
8 WWWW	8 WLTJ	8 WWWW	8 WWWW	8 WOMC	8 WLTJ	Jazz	1.6
9 WNIC	9 WOMC	9 WOMC	9 WJOI	9 WCZY-FM	9 WCSX	Misc	10.9
10 WHYT	10 WWWW	10 WXYT	10 WJR	10 WWJ	10 WHYT	N/T	9.3
						UC	9.4

LOS ANGELES #2

Continued from Page 128

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
1.5	1.3	1.4	1.3	1.3	27		KFAC-A/F 1330 92.3	CLAS	18	38	38	33	24	21/53	MCGAVREN		1.0
1.6	1.2	1.3	1.4	1.2	28		KFI 640	AC	22	32	33	28	27	23/46	CHRISTAL	MBS	1.0
1.3	1.3	1.2	1.2	1.1	29		KKGO 105.1	JAZZ	28	41	34	30	26	16/67	RADIO WEST	AP	1.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	3.8
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	AC	12.1
2 KPWR	2 KOST	2 KPWR	2 KOST	2 KRTH-FM	2 KOST	AOR	8.4
3 KLOS	3 KPWR	3 KLOS	3 KPWR	3 KLSX	3 KRTH-FM	BBnd	2.8
4 KLSX	4 KLSX	4 KLSX	4 KRTH-FM	4 KTNQ	4 KBIG	BM/Easy	4.9
5 KROQ	5 KRTH-FM	5 KRTH-FM	5 KBIG	5 KPWR	5 KIQQ	CHR	14.4
6 KRTH-FM	6 KROQ	6 KROQ	6 KLVE	6 KLOS	6 KLVE	Clas	1.3
7 KNAC	7 KLVE	7 KTNQ	7 KIQQ	7 KTWV	7 KPWR	Ctry	3.3
8 KLVE	8 KBIG	8 KTWV	8 KLSX	8 KABC	8 KTWV	Gold	10.2
9 KTNQ	9 KIQQ	9 KLVE	9 KROQ	9 KIQQ	9 KJOI	Jazz	1.1
10 KOST	10 KTWV	10 KNAC	10 KTWV	10 KROQ	10 KTNQ	N/T	11.2
						Span	7.7
						UC	3.8

LOUISVILLE #45

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.6	11.6	15.6	14.8	16.2	1	WHAS 840	AC	1	8	3	2	2	13/83	CHRISTAL	ABC-1	11.8
15.7	15.7	15.2	15.8	15.4	2	WAMZ 97.5	CTRY	2	6	2	1	1	10/107	CHRISTAL		13.0
6.7	9.3	7.7	8.6	9.1	3	WDJX 99.7	CHR	3	1	5	5	8	16/68	EASTMAN	ABC-R	11.1
9.2	6.0	6.4	5.7	8.1	4	WRKA 103.1	AC	4	7	6	3	3	16/68	BLAIR	ABC-D	7.4
6.6	8.4	8.9	8.8	7.9	5	WQMF 95.7	AOR	6	2	1	4	5	14/78	TORBET	NBC-S	13.8
8.8	6.9	8.5	8.3	7.5	6	WVEZ 106.9	B/EZ	7	10	8	7	4	13/83	KATZ		5.8
5.6	6.3	4.2	5.7	6.5	7	WLRS 102.3	CHR	5	3	4	6	6	18/59	SELECT	ABC-R	7.2
4.6	4.7	5.7	5.1	5.7	8	WJYL 101.7	UC	9	4	7	8	7	11/95	HNWH		8.7
3.5	7.1	4.2	5.2	4.5	9	WAVG 970	AC	8	11	12	10	10	16/67	SELECT	NBC	4.6
3.8	3.9	3.7	3.4	4.4	10	WLOU 1350	UC	10	5	9	9	9	12/90	MMR	SBN	4.3
3.1	3.5	2.3	2.9	2.5	11	WXVW 1450	B/EZ	12	13	18	16	15	13/83	KATZ	SMN	1.5
1.4	1.3	1.9	2.1	1.5	12	WXLN 103.9	REL	13	9	10	11	11	14/78		ABC-C	2.3
1.1	0.4	1.2	0.5	1.2	13	WLLV 1240	REL	16	17	11	12	12	13/85	ROSLIN		.4
0.3	1.0	2.4	1.0	1.1	14	WTMT 620	CTRY	14	18	16	14	14	18/62	MASLA		1.1
2.3	1.8	1.3	1.3	1.0	15	WAKY 790	GOLD	11	12	13	13	13	38/29	KATZ	MBS	.6

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	28.8
AOR	7.9
BM/Easy	10.0
CHR	15.6
Ctry	16.5
Rel/CC	2.7
UC	10.1

MEMPHIS #50

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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	18.1	16.7	14.3	15.8	1	1	WHRK 97.1	UC	1	1	1	1	1	11/99	KATZ	US1	16.0
9.2	9.5	10.5	10.9	11.6	2	2	WMC-FM 99.7	CHR	2	3	2	2	3	14/76	BLAIR	ABC-C	12.9
6.1	7.5	7.4	10.2	8.8	3	3	KRNB 101.1	UC	3	2	3	4	5	15/71	SELECT	ABC-F	9.9
7.8	5.9	8.1	8.1	8.4	4	4	WGKX 105.9	CTRY	6	10	5	5	4	12/89	HNWH		9.8
8.3	8.7	6.9	6.6	7.2	5	5	WRVR-FM 104.5	AC	4	7	4	3	2	16/67	CHRISTAL		5.6
6.6	6.1	7.0	4.3	7.1	6	6	WDIA 107.0	UC	5	5	7	6	6	15/71	KATZ	AP	4.8
6.1	5.3	5.3	5.4	6.9	7	7	WLOK 134.0	UC	9	13	9	8	8	10/110	MASLA	NBN	3.9
5.2	6.3	5.2	6.7	5.6	8	8	WEZI 94.3	B/EZ	7	9	10	10	9	13/81	CHRISTAL		3.2
3.4	4.6	3.7	4.6	3.9	9	9	WHBQ 56.0	N/T	11	15	13	12	10	14/79	REPUBLIC	US2	2.4
8.3	5.4	6.4	3.9	3.8	10	10	WEGR 102.7	AOR	8	6	6	7	7	18/60	MCGAVREN	US1	7.6
6.5	4.8	4.1	4.9	3.2	11	11	WMC 79.0	CTRY	10	14	12	13	12	17/63	BLAIR	ABC-I	2.1
0.6	0.0	1.2	2.5	3.0	12	12	KWLN 98.1	AOR	13	4	8	9	13	14/76	TORBET		4.9
4.8	3.0	3.7	3.4	2.2	13	13	WREC 60.0	BBND	12	17	17	16	15	20/54	MCGAVREN	CBS	2.1
0.8	0.7	1.2	1.4	1.7	14	14	WRVR 68.0	GOLD	14	18	14	11	11	22/50	CHRISTAL	TRNSTR	1.8
1.1	0.6	0.0	1.1	1.4	15	15	WCRV 64.0	REL	15	12	18	17	16	14/76			.6
0.5	0.7	0.6	0.9	1.1	16	16	KFTH 107.1	REL	16	8	11	14	14	15/71		SBN	3.0

FORMAT REACH

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 WHRK	AC 7.2
2 KRNB	2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WGKX	2 WRVR-FM	AOR 6.8
3 WMC-FM	3 KRNB	3 WGKX	3 WRVR-FM	3 WMC-FM	3 WMC-FM	BBnd 2.2
4 KWLN	4 WRVR-FM	4 KRNB	4 KRNB	4 WEGR	4 WGKX	BM/Easy 5.6
5 WGKX	5 WDIA	5 WRVR-FM	5 WGKX	5 WRVR-FM	5 WLOK	CHR 11.6
6 WEGR	6 WGKX	6 WEGR	6 WDIA	6 KRNB	6 KRNB	Ctry 11.6
7 WRVR-FM	7 WEGR	7 KWLN	7 WLOK	7 WDIA	7 WDIA	Gold 1.7
8 WDIA	8 WLOK	8 WDIA	8 WEGR	8 WHBQ	8 WEZI	N/T 3.9
9 KFTH	9 WEZI	9 WHBQ	9 WEZI	9 WEZI	9 WEGR	Rel/CC 2.5
10 WHBQ	10 WMC	10 WLOK	10 WRVR	10 WLOK	10 WRVR	UC 38.6

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
8.6	7.9	8.1	9.0	8.6	1	1	WLYF 101.5	B/EZ	2	16	16	9	3	9/126	BANNER		6.3
3.6	5.1	3.5	5.0	6.3	2	2	WINZ 940	N/T	4	20	15	15	10	10/114	KATZ	CBS	2.5
2.3	2.5	3.6	4.5	5.4	3	3	WPOW 96.5	CHR	3	1	1	2	9	13/86	HNWH	ABC-C	9.6
5.6	4.9	5.5	5.6	5.1	4	4	WQBA 1140	SPAN	15	24	24	17	14	7/145	EASTMAN		3.0
3.9	3.9	3.8	4.6	4.8	5	5	WCMQ-FM 92.3	SPAN	14	14	9	5	1	8/137	MMR		4.4
5.3	4.1	3.7	4.9	4.5	6	6	WHYI 100.7	CHR	1	2	2	1	6	17/65	MCGAVREN		6.5
4.5	4.5	4.2	3.5	4.4	7	7	WJQY 106.7	AC	7	9	10	4	2	12/90	MASLA		5.4
3.7	3.8	4.2	5.0	4.1	8	8	WEDR 99.1	UC	13	3	3	7	7	10/112	HNWH	SBN	5.0
4.0	4.0	3.9	3.5	3.9	9	9	WNWS 790	TALK	11	7	18	21	20	11/95	BANNER	ABC-E	2.8
1.8	2.3	2.7	2.4	3.7	10	10	WLVE 93.9	AC	8	13	7	3	4	14/79	TORBET	MBS	2.6
3.7	3.3	4.0	3.1	3.6	11	11	WIOD 610	N/T	9	26	22	18	19	14/21	CHRISTAL	ABC-I	2.2
3.9	3.8	3.2	3.0	3.5	12	12	WAXY 105.9	AC	5	11	6	6	5	17/65	REPUBLIC	US1	3.7
2.1	2.6	2.5	3.5	3.3	13	13	WTMI 93.1	CLAS	16	21	27	20	18	11/97	CMBS		2.3
4.9	5.1	4.5	3.4	3.3	14	14	WHQT 105.1	CHR	6	4	4	8	12	17/64	MMR		4.7
3.2	3.6	3.5	4.6	3.2	15	15	WAQI 710	SPAN	20	32	23	19	16	10/113	LOTUS		2.2
3.3	3.6	3.7	4.2	2.8	16	16	WKQS 99.1	CTRY	18	12	13	11	8	12/90	HNWH	US2	5.0
2.2	1.7	2.3	2.2	2.6	17	17	WGTR 97.3	AOR	12	5	5	10	15	16/69	CHRISTAL		4.6
2.2	2.8	2.3	1.9	2.3	18	18	WQBA-FM 107.5	SPAN	21	10	11	13	11	12/92	EASTMAN		2.9
5.9	4.5	4.1	2.7	2.2	19	19	WSHE 103.5	AOR	10	7	8	12	17	21/51	EASTMAN		4.0
2.2	1.7	1.4	1.9	1.7	20	20	WKAT 1360	BBND	22	15	35	31	29	12/93	KATZ	ABC-D	.9
2.1	2.6	2.6	2.5	1.7	21	21	WMXJ 102.7	GOLD	19	18	12	14	13	19/56	DURPETTI		3.0
1.9	1.4	1.5	1.6	1.6	22	22	WFTL 1400	AC	23	28	34	35	35	10/107		AP	1.1
2.7	3.1	2.4	1.6	1.2	23	23	WZTA 94.9	AOR	17	8	13	16	22	28/39	KATZ		2.1
1.7	1.1	1.6	1.4	1.2	24	24	WCMQ 1210	SPAN	30	23	36	25	23	9/117	MMR		.5
1.3	1.6	1.1	1.3	1.1	25	25	WSUA 1260	SPAN	24	29	20	22	21	13/86	CABALLERO		1.1
2.2	1.8	1.4	1.7	1.1	26	26	WRHC 1550	SPAN	25	27	33	34	31	12/89	ROSLIN		1.0
1.1	0.9	1.3	0.7	1.0	27	27	WMBM 1490	UC	28	36	28	26	24	12/89	MASLA	NBN	1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGTR	1 WPOW	1 WHYI	1 WLVE	1 WJQY	1 WCMQ-FM
2 WHYI	2 WHYI	2 WAXY	2 WPOW	2 WCMQ-FM	2 WJQY
3 WPOW	3 WEDR	3 WGTR	3 WCMQ-FM	3 WAXY	3 WLYF
4 WHQT	4 WHQT	4 WPOW	4 WHYI	4 WKQS	4 WLVE
5 WEDR	5 WLVE	5 WLVE	5 WJQY	5 WLVE	5 WEDR
6 WSHE	6 WCMQ-FM	6 WJQY	6 WEDR	6 WINZ	6 WHYI
7 WAXY	7 WAXY	7 WEDR	7 WAXY	7 WLYF	7 WAXY
8 WLVE	8 WJQY	8 WCMQ-FM	8 WHQT	8 WHYI	8 WPOW
9 WMXJ	9 WQBA-FM	9 WINZ	9 WLYF	9 WPOW	9 WHQT
10 WINZ	10 WSHE	10 WHQT	10 WQBA-FM	10 WGTR	10 WKQS

FORMAT REACH

AC	13.2
AOR	6.0
BBnd	1.7
BM/Easy	8.6
CHR	13.2
Clas	3.3
Ctry	2.8
Gold	1.7
N/T	13.8
Span	20.0
UC	5.1

MILWAUKEE-RACINE #26

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
14.6	12.2	12.1	14.3	16.1	1	1	WTMJ 620	AC	1	10	6	3	1	12/94	CHRISTAL	NBC	13.0
9.4	9.1	9.9	10.1	9.2	2	2	WTKI 94.5	CHR	2	1	3	2	3	16/68	CHRISTAL	NBC-S	9.8
7.0	6.8	7.7	8.5	8.8	3	3	WKLH 96.5	GOLD	3	5	1	1	2	13/86	MCGAVREN		8.6
8.9	7.3	9.2	6.6	7.0	4	4	WEZW 103.7	B/EZ	5	11	14	10	7	12/90	MCGAVREN		5.7
4.5	4.2	4.5	5.4	6.7	5	5	WMIL 106.1	CTRY	6	9	9	6	4	12/90	CBS SPOT		6.4
6.7	8.7	5.6	6.7	6.6	6	6	WQFM 93.3	AOR	4	2	2	4	9	14/78	TORBET	ABC-R	11.0
7.7	6.3	6.1	6.7	5.7	7	7	WOKY 920	BBND	8	13	22	16	13	12/92	CBS SPOT	CBS	6.2
4.7	5.4	5.1	5.0	5.6	8	8	WLUM 102.1	UC	7	3	4	5	8	14/79	MASLA	CBS-R	8.4
3.7	4.3	4.0	3.5	3.8	9	9	WMYX 99.1	AC	9	6	7	8	6	17/64	BANNER		3.7
3.3	3.2	3.8	3.5	3.5	10	10	WLTQ 97.3	AC	12	18	8	7	5	15/72	KATZ		2.2
3.8	4.3	4.6	2.6	2.9	11	11	WLZR-A/F 1340 102.9	AOR	11	7	5	9	16	21/53	REPUBLIC		1.7
2.7	3.0	3.3	3.4	2.8	12	12	WISN 1130	AC	10	12	15	14	12	21/53	KATZ	MBS	4.3
2.3	2.4	1.4	2.3	2.1	13	13	WEMP 1250	GOLD	14	14	12	12	11	21/51	BANNER	TRNSTR	1.2
0.8	1.7	2.2	1.7	1.9	14	14	WBGK 95.7	AC	15	16	10	11	10	16/68	REPUBLIC	US1	1.2
3.0	2.6	1.7	1.5	1.9	15	15	WNOV 860	UC	16	4	13	15	18	14/77		NBN	2.6
2.3	2.3	3.5	2.8	1.7	16	16	WHBT-A/F 1460 100.7	CHR	13	8	11	13	17	31/35	TORBET	ABC-C	1.4
1.1	1.8	1.9	1.6	1.4	17	17	WFMR 98.3	CLAS	17	29	16	17	14	17/62	CMBS		1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLH	1 WTKI	1 WKLH	1 WTKI	1 WKLH	1 WTKI
2 WQFM	2 WLUM	2 WQFM	2 WLUM	2 WTMJ	2 WTMJ
3 WTKI	3 WKLH	3 WTMJ	3 WKLH	3 WMIL	3 WMIL
4 WLUM	4 WMYX	4 WTKI	4 WMYX	4 WTKI	4 WLTQ
5 WTMJ	5 WQFM	5 WMIL	5 WMIL	5 WQFM	5 WKLH
6 WLZR-FM	6 WLTQ	6 WLUM	6 WLTQ	6 WBGK	6 WMYX
7 WMIL	7 WLZR-FM	7 WBGK	7 WTMJ	7 WEMP	7 WLUM
8 WBGK	8 WTMJ	8 WLZR-FM	8 WQFM	8 WEZW	8 WEZW
9 WLTQ	9 WHBT-FM	9 WEMP	9 WEZW	9 WLTQ	9 WOKY
10 WMYX	10 WMIL	10 WEZW	10 WLZR-FM	10 WISN	10 WEMP

FORMAT REACH

AC	28.1
AOR	9.5
BBnd	5.7
BM/Easy	7.0
CHR	10.9
Clas	1.4
Ctry	6.7
Gold	10.9
UC	7.5

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MINNEAPOLIS-ST. PAUL #18

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.9	18.3	17.2	17.6	16.3	1		WCCO 830	AC	1	16	8	4	2	12/91	CBS SPOT	CBS	16.4
7.8	7.2	6.9	8.2	10.0	2		WLOL 99.5	CHR	2	2	1	1	3	15/72	HNWH		10.9
9.5	9.9	9.0	9.5	8.5	3		KSTP-FM 94.5	AC	5	7	3	2	1	14/77	MCGAVREN		9.1
10.0	9.6	11.1	9.6	8.0	4		KQRS-A/F 1440 92.5	AOR	3	4	2	3	4	15/72	KATZ	ABC-R	11.4
6.2	7.2	7.0	7.0	6.8	5		KDWB-FM 101.3	CHR	4	1	5	7	9	18/61	BLAIR		7.5
5.0	5.2	6.4	5.8	6.5	6		WAYL 93.7	B/EZ	6	10	11	10	8	13/83	REPUBLIC		4.0
3.9	2.5	3.0	2.7	5.9	7		KJJO-FM 104.1	AOR	7	3	4	5	12	14/80	EASTMAN	ABC-E	6.7
6.8	5.4	6.2	6.1	5.8	8		KEEY 102.1	CTRY	8	5	7	8	6	14/80	KATZ		5.5
3.8	4.3	3.6	3.2	4.4	9		KTCZ 97.1	AOR	10	9	6	6	5	14/76	DURPETTI		3.5
2.7	2.9	3.9	3.6	3.8	10		WLTE 102.9	AC	9	6	9	9	7	19/56	CBS SPOT	CBS-R	2.4
3.7	3.5	4.5	4.5	2.7	11		KSTP 94.5	TALK	11	11	13	13	13	17/64	MCGAVREN		3.7
2.0	2.9	2.1	3.3	2.1	12		KMGK 107.9	AC	12	18	10	11	11	21/53	MMR		1.2
1.3	2.5	2.4	1.7	2.1	13		KDWB 630	GOLD	13	8	12	12	10	19/57	BLAIR		1.9
2.5	2.1	2.2	2.3	1.8	14		WDGY 1130	CTRY	14	12	14	14	14	22/49	KATZ	CNN	2.2
2.6	2.1	1.5	1.3	1.4	15		KLBB 1400	BBND	15	13	18	18	17	11/98	ROSLIN	ABC-D	1.1

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	30.7
AOR	18.3
BBnd	1.4
BM/Easy	6.5
CHR	16.8
Ctry	7.6
Gold	2.1
N/T	2.7

MONMOUTH-OCEAN #44

	SPRING '86	SPRING '87	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
	2.9	7.6	1	WPLJ 95.5	CHR	1		3	3	3	13/83	BANNER	ABC-R
	7.6	6.6	2	WOR 710	TALK	3		23	14	12	13/83	REPUBLIC	UC2
	7.4	6.4	3	WNEW-FM 102.7	AOR	6		1	1	2	11/98	KATZ	NBC-S
	3.6	6.2	4	WADB 95.9	B/EZ	5		17	23	18	11/96	CHRISTAL	
	6.1	5.7	5	WOBM 92.7	AC	2		13	4	1	15/72		
	4.3	5.7	6	WPAT-FM 93.1	B/EZ	8		22	9	10	11/101	CHRISTAL	
	3.1	5.3	7	WXRK 92.3	AOR	9	NO TEEN DEMOS	2	2	4	11/97	TORBET	ABC-R
	3.2	3.7	8	WCBS 880	NEWS	4		10	15	8	21/52	CBS SPOT	CBS
	3.5	3.6	9	WCBS-FM 101.1	GOLD	14		14	6	5	13/85	CBS SPOT	CBS-R
	5.0	3.3	10	WHTZ 100.3	CHR	11		8	13	19	16/67	EASTMAN	
	1.4	3.3	11	WMJY 107.1	AOR	18		4	5	6	10/104	RADIO WEST	
	4.1	3.0	12	WJLK-FM 94.3	CHR	21		24	8	9	19/57	MASLA	
	1.9	2.8	13	WABC 770	TALK	7		18	16	16	22/48	BANNER	ABC-I
	2.7	2.6	14	WMMR 93.3	AOR	19		5	7	7	12/91	KATZ	NBC-S
	3.1	2.5	15	WHN 1050	CTRY	15		19	19	15	18/61	DURPETTI	MBS
	1.2	2.3	16	WLTW 106.7	AC	13		12	11	11	21/52	MMR	
	2.8	2.1	17	WNBC 660	AC	16		21	18	13	20/53	HNWH	NBC
	2.9	1.9	18	WJRZ 100.1	CHR	12		9	17	20	25/43	MASLA	ABC-C
	2.0	1.7	19	WNEW 1130	BBND	22		26	28	24	15/72	KATZ	
	1.7	1.6	20	WNSR 105.1	AC	17	NO TEEN DEMOS	11	12	14	25/44	MCGAVREN	
	0.0	1.5	21	WMGQ 98.3	AC	28		6	10	17	10/113	MASLA	
	3.5	1.5	22	WHLI 1100	BBND	30		25	27	26	6/169	ROSLIN	
	2.2	1.3	23	WJLK 1310	GOLD	21		24	22	22	19/56	MASLA	
	1.7	1.1	24	WYNY 97.1	AC	20		15	20	23	26/42	HNWH	
	0.8	1.0	25	WPIX 101.9	AC	23		29	21	21	19/57	CHRISTAL	

Continued on Page 141

NASHVILLE #48

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
12.3	12.7	14.9	14.4	15.6	1		WKDF 103.3	AOR	1	2	1	1	1	10/104	KATZ	ABC-E	20.7
12.4	11.1	10.3	10.5	11.8	2		WSM-FM 95.5	CTRY	2	5	5	2	2	11/97	CHRISTAL		10.7
9.7	8.5	7.4	7.3	9.1	3		WYHY 107.5	CHR	3	1	2	4	7	14/77	MCGAVREN	US2	9.7
8.4	10.5	9.1	7.9	8.1	4		WLAC-FM 105.9	AC	4	6	4	3	3	14/75	DURPETTI		5.7
11.4	10.4	9.6	10.3	8.1	5		WZEZ 92.9	B/EZ	6	18	11	8	4	12/88	DURPETTI		5.5
9.3	6.8	7.1	5.8	7.5	6		WQQK 92.1	UC	9	4	3	5	6	10/113	HNWH		10.2
3.3	3.9	5.3	5.5	5.5	7		WWKX 104.5	CHR	5	3	6	7	9	20/54	BANNER	US1	8.3
4.8	6.6	5.1	5.7	5.3	8		WSIX-AF 98.0 97.9	CTRY	7	8	7	6	5	15/71	EASTMAN	AP	4.0
4.1	5.2	5.0	7.0	5.3	9		WSM 650	CTRY	8	11	14	10	8	14/75	CHRISTAL	NBC	4.6
2.0	1.7	2.7	3.5	3.8	10		WLAC 1510	N/T	10	12	10	12	12	16/67	DURPETTI	CBS	1.7
3.0	3.3	3.9	3.7	2.6	11		WTMG 96.3	AC	11	13	9	9	10	19/57	TORBET		3.2
2.8	2.1	3.1	3.5	2.6	12		WVOL 1470	GOLD	12	7	8	11	11	15/73	HNWH	NBN	3.0
1.7	0.6	0.3	1.3	1.5	13		WAMB 1160	BBND	14	19	19	16	16	16/68	ROSLIN	MBS	1.0
0.7	1.3	1.6	1.1	1.3	14		WMDB 880	UC	16	10	15	15	15	14/75			.2
1.5	1.0	1.5	1.0	1.0	15		WKDA 1240	GOLD	13	15	12	13	13	25/44	KATZ	ABC-I	.4

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 WLAC-FM	1 WKDF	1 WLAC-FM
2 WQQK	2 WLAC	2 WSM-FM	2 WKDF	2 WSM-FM	2 WSM-FM
3 WYHY	3 WYHY	3 WQQK	3 WSM-FM	3 WSIX-FM	3 WKDF
4 WSM-FM	4 WSM-FM	4 WYHY	4 WYHY	4 WQQK	4 WZEZ
5 WWKX	5 WQQK	5 WLAC-FM	5 WQQK	5 WLAC-FM	5 WYHY
6 WLAC-FM	6 WWKX	6 WSIX-FM	6 WWKX	6 WSM	6 WSIX-FM
7 WSIX-FM	7 WVOL	7 WWKX	7 WZEZ	7 WZEZ	7 WQQK
8 WTMG	8 WSIX-FM	8 WSM	8 WSIX-FM	8 WYHY	8 WWKX
9 WLAC	9 WTMG	9 WZEZ	9 WTMG	9 WTMG	9 WTMG
10 WWRB	10 WZEZ	10 WTMG	10 WVOL	10 WWKX	10 WSM

FORMAT REACH

AC	10.7
AOR	15.6
BBnd	1.5
BM/Easy	8.1
CHR	14.6
Ctry	17.1
N/T	3.8
UC	8.8

NASSAU-SUFFOLK #12

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
4.6	3.9	3.7	4.3	5.9	1	1	WBAB 102.3	AOR	5	5	1	1	3	13/85	MMR		6.4
7.4	5.8	6.1	6.0	5.8	2	2	WHTZ 100.3	CHR	2	1	4	2	6	17/64	EASTMAN		7.7
5.7	4.5	5.2	5.7	5.1	3	3	WBLI 106.1	CHR	6	4	7	3	4	15/74	MASLA		4.0
5.4	5.0	5.1	4.4	4.6	4	4	WPLJ 95.5	CHR	1	3	3	5	7	21/51	BANNER	ABC-R	5.3
5.5	5.8	6.1	5.8	4.6	5	5	WALK-A/F 1370 97.5	AC	8	17	12	6	2	13/86	DURPETTI		6.0
3.5	3.7	3.8	4.6	4.1	6	6	WCBS-FM 101.1	GOLD	7	10	9	4	1	15/70	CBS SPOT	CBS-R	3.7
3.5	3.5	4.8	4.2	4.1	7	7	WCBS 88.0	NEWS	4	40	21	15	12	19/56	CBS SPOT	CBS	3.4
4.1	2.4	3.2	3.4	4.0	8	8	WLTW 106.7	AC	14	26	11	7	5	12/88	MMR		2.8
3.1	4.6	3.9	4.3	3.8	9	9	WOR 71.0	TALK	13	30	29	24	19	13/83	REPUBLIC	US2	4.7
2.4	2.8	2.2	2.6	3.6	10	10	WABC 77.0	TALK	10	24	23	14	14	15/73	BANNER	ABC-I	3.5
2.2	1.5	2.8	3.6	3.4	11	11	WQHT 103.5	CHR	12	2	8	13	21	15/72	DURPETTI		5.4
2.0	2.0	2.1	2.2	3.3	12	12	WLIR-FM 92.7	AOR	19	7	2	8	13	11/101	MASLA		2.9
2.9	3.1	3.1	2.6	3.3	13	13	WINS 101.0	NEWS	3	42	25	18	17	25/43	GROUP W	ABC-D	3.1
3.3	3.6	2.9	3.9	3.2	14	14	WNEW-FM 102.7	AOR	11	8	5	9	9	16/66	KATZ	NBC-S	4.7
2.2	3.4	2.9	3.3	3.0	15	15	WXRK 92.3	AOR	9	11	6	10	8	18/60	TORBET	ABC-R	2.7
3.1	2.8	3.3	3.6	3.0	16	16	WHLI 110.0	BBND	24	18	42	31	27	8/133	ROSLIN		1.4
2.7	2.2	2.0	1.8	2.5	17	17	WHN 105.0	CTRY	15	16	22	17	15	18/59	DURPETTI	MBS	1.4
2.0	2.1	2.2	2.6	2.4	18	18	WNSR 105.1	AC	16	20	10	11	11	18/59	MCGAVREN		1.5
2.7	3.3	2.9	2.2	2.3	19	19	WPAT-FM 93.1	B/EZ	18	29	24	26	24	15/71	CHRISTAL		2.2
1.7	3.2	2.4	2.8	2.3	20	20	WCTO 94.3	B/EZ	21	32	31	25	18	12/87	ROSLIN		.9
3.5	2.2	2.9	1.8	2.3	21	21	WNBC 66.0	AC	17	19	14	12	10	19/57	HNWH	NBC	1.8
1.6	2.8	2.9	3.0	2.2	22	22	WGSM 74.0	AC	26	43	36	32	20	9/115	ROSLIN		1.3
2.2	1.9	1.8	1.8	2.1	23	23	WKJY 98.3	B/EZ	20	22	19	16	16	14/78	ROSLIN		.9
0.6	1.3	1.1	1.1	1.8	24	24	WEZN 99.9	B/EZ	29	15	35	28	25	11/102	KATZ		.7
2.1	2.8	2.0	1.6	1.4	25	25	WRKS 98.7	UC	23	6	13	21	31	18/61	REPUBLIC	US1	3.4
0.8	0.8	1.0	1.1	1.4	26	26	WQXR-A/F 1560 96.3	CLAS	28	35	37	38	28	15/74	MCGAVREN		1.4
1.4	1.8	1.0	1.7	1.1	27	27	WBSL 107.5	UC	25	9	17	19	23	21/52	MCGAVREN	SHRDN	3.5
1.2	1.8	1.9	1.0	1.0	28	28	WNEW 113.0	BBND	30	39	33	37	34	16/69	KATZ		.6
2.0	1.4	1.6	1.2	1.0	29	29	WYNY 97.1	AC	22	12	15	20	22	26/41	HNWH		.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB	1 WPLJ	1 WBAB	1 WHTZ	1 WBAB	1 WALK-FM
2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WPLJ	2 WCBS-FM	2 WLTW
3 WLIR	3 WBAB	3 WXRK	3 WBLI	3 WBLI	3 WHTZ
4 WXRK	4 WLIR	4 WNEW-FM	4 WALK-FM	4 WXRK	4 WBLI
5 WPLJ	5 WBLI	5 WBLI	5 WLTW	5 WNBC	5 WPLJ
6 WBLI	6 WQHT	6 WNBC	6 WBAB	6 WNEW-FM	6 WCBS-FM
7 WHTZ	7 WXRK	7 WLIR	7 WCBS-FM	7 WLTW	7 WNSR
8 WCBS-FM	8 WNEW-FM	8 WHTZ	8 WLIR	8 WCBS	8 WBAB
9 WQHT	9 WNSR	9 WPLJ	9 WNSR	9 WALK-FM	9 WKJY
10 WNBC	10 WLTW	10 WALK-FM	10 WQHT	10 WABC	10 WNEW-FM

FORMAT REACH

AC	16.5
AOR	15.4
BBnd	4.0
BM/Easy	8.5
CHR	18.9
Clas	1.4
Ctry	2.5
Gold	4.1
N/T	14.8
UC	2.5

NEW ORLEANS #31

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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+ RICH SHARE
5.6	6.6	8.8	13.7	13.2	1	1	WQUE 93.3	UC	1	1	2	2	3	13/84	EASTMAN		18.4
14.5	15.5	13.2	12.2	12.2	2	2	WYLD-FM 98.5	UC	3	3	1	1	1	10/114	HNWH		14.5
9.9	10.1	10.1	9.4	9.6	3	3	WEZB 97.7	CHR	2	2	3	3	4	16/68	MMR	US1	11.8
7.7	5.5	6.4	7.4	9.4	4	4	WBYU 95.7	B/EZ	5	7	11	9	5	10/114	CHRISTAL		5.4
4.3	5.8	4.9	5.1	6.2	5	5	WBOK 1230	REL	10	8	9	7	6	10/106	MASLA	SBN	3.7
6.7	6.1	7.1	6.7	5.9	6	6	WLTS 105.3	AC	4	6	4	4	2	17/66	DURPETTI	CBS-R	5.1
4.9	5.0	5.9	6.1	4.9	7	7	WRNO 99.5	CHR	6	4	5	5	9	18/59	MMR	ABC-F	6.4
5.3	4.8	5.2	3.8	4.9	8	8	WNOE-FM 101.1	CTRY	9	9	8	8	8	13/82	MCGAVREN	ABC-E	5.9
4.9	5.9	4.4	4.2	4.8	9	9	WAJY 101.9	AC	8	19	7	6	7	16/69	KATZ		2.7
5.9	5.6	6.8	5.9	4.3	10	10	WWL 870	N/T	7	15	14	12	11	20/55	KATZ	CBS	3.0
2.8	3.1	2.9	2.4	3.1	11	11	WTIX 690	GOLD	11	13	10	11	10	17/62	MCGAVREN	NBC	3.1
2.2	1.9	2.7	2.8	2.8	12	12	WCKW-FM 92.3	AOR	13	5	6	10	12	12/94	MASLA	ABC-D	3.0
3.4	3.9	2.5	3.2	2.4	13	13	WSMB 1350	TALK	12	20	18	17	17	14/77	SMITH	MBS	4.4
2.2	2.1	2.1	1.5	2.3	14	14	WWIW 1450	BBND	15	18	20	18	15	12/87	TARGET	SMN	1.3
2.3	1.9	0.8	0.9	2.0	15	15	WMKJ 1280	GOLD	18	11	12	13	13	11/101	EASTMAN		1.9
2.3	1.8	2.0	1.8	1.7	16	16	WNOE 1060	CTRY	14	14	16	16	18	18/59	MCGAVREN	ABC-E	.7
2.9	3.0	2.0	1.2	1.2	17	17	WYLD 940	UC	16	17	13	14	16	24/45	HNWH		1.5

FORMAT REACH

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

DEMOGRAPHIC RANK

AC	10.7
AOR	2.8
BBnd	2.3
BM/Easy	9.4
CHR	14.5
Ctry	6.6
Gold	5.1
N/T	6.7
Rel/CC	6.2
UC	26.6

NEW YORK #1

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
6.9	5.5	5.8	5.1	5.8	1	1	WHTZ 100.3	CHR	3	2	1	1	3	13/64	EASTMAN		6.9
4.3	4.4	4.5	4.3	4.8	2	2	WPAT-FM 93.1	B/EZ	14	22	23	18	14	17/71	CHRISTAL		1.2
5.9	5.5	5.1	4.8	4.8	3	3	WPLJ 95.5	CHR	2	4	3	3	5	15/51	BANNER	ABC-R	5.3
4.3	4.9	4.6	4.7	4.6	4	4	WBLS 107.5	UC	5	5	4	2	4	21/52	MCGAVREN	SHRDN	6.5
4.6	4.9	4.6	5.4	4.5	5	5	WINS 1010	NEWS	1	15	13	11	7	13/43	GROUP W	ABC-D	3.7
1.6	1.4	3.1	3.5	4.4	6	6	WOHT 103.5	CHR	12	1	6	9	16	15/72	DURPETTI		4.7
6.2	5.1	5.1	4.8	4.4	7	7	WRKS 98.7	UC	10	3	5	7	11	19/61	REPUBLIC	US1	5.3
4.5	5.3	4.7	5.6	4.4	8	8	WOR 710	TALK	9	37	29	25	22	12/83	REPUBLIC	US2	4.5
4.2	3.6	4.2	4.0	4.1	9	9	WLTW 106.7	AC	7	16	8	6	2	13/88	MMR		2.2
3.6	3.3	4.0	3.9	3.7	10	10	WCBS-FM 101.1	GOLD	6	20	9	5	1	15/70	CBS SPOT	CBS-R	3.3
3.9	3.5	3.8	3.6	3.5	11	11	WNEW-FM 102.7	AOR	11	6	2	4	8	15/66	KATZ	NBC-S	5.1
3.1	3.3	3.1	2.9	3.3	12	12	WXRK 92.3	AOR	13	7	7	8	6	11/60	TORBET	ABC-R	3.2
3.3	3.5	3.9	3.4	3.3	13	13	WCBS 880	NEWS	4	25	22	17	13	25/56	CBS SPOT	CBS	3.2
2.6	2.7	2.9	3.0	2.9	14	14	WABC 770	TALK	8	13	19	19	17	16/73	BANNER	ABC-I	3.5
3.0	2.8	2.1	2.1	2.8	15	15	WHN 1050	CTRY	15	12	21	14	9	18/59	DURPETTI	MBS	1.2
1.9	2.3	2.5	3.2	2.5	16	16	WNSR 105.1	AC	16	11	10	10	10	8/59	MCGAVREN		2.1
1.0	1.4	1.3	1.2	2.0	17	17	WSKQ 620	SPAN	26	30	16	12	12	18/110	CABALLERO		1.4
2.7	3.0	2.3	1.6	1.8	18	18	WNEW 1130	BBND	20	33	30	30	26	18/69	KATZ		1.6
2.0	1.8	1.8	1.6	1.6	19	19	WYNY 97.1	AC	18	17	11	13	18	15/41	HNWH		1.3
1.8	1.8	1.4	2.0	1.6	20	20	WADO 1280	SPAN	27	46	32	27	23	12/96			2.0
1.2	1.4	1.5	1.8	1.6	21	21	WNCN 104.3	CLAS	22	27	25	23	21	19/57	CMBS	AP	1.5
1.6	1.5	1.4	1.4	1.5	22	22	WPAT 930	B/EZ	23	39	39	35	34	9/36	CHRISTAL		1.0

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MONMOUTH-OCEAN #44

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WOBM	1 WNEW-FM	1 WOBM	AC 15.2
2 WXRK	2 WXRK	2 WXRK	2 WPLJ	2 WXRK	2 WPLJ	AOR 17.6
3 WMJY	3 WMGQ	3 WPLJ	3 WMGQ	3 WMJY	3 WCBS-FM	BBnd 3.2
4 WPLJ	4 WNEW-FM	4 WMJY	4 WJLK	4 WPLJ	4 WJLK	BM/Easy 11.9
5 WMMR	5 WMJY	5 WCBS-FM	5 WXRK	5 WCBS-FM	5 WPAT-FM	CHR 15.8
6 WHTZ	6 WMMR	6 WMMR	6 WCBS-FM	6 WMMR	6 WMGQ	Ctry 2.5
7 WCBS	7 WJLK	7 WOBM	7 WNEW-FM	7 WOBM	7 WADB	Gold 4.9
8 WABC	8 WLTW	8 WCBS	8 WLTW	8 WNBC	8 WNSR	N/T 13.1
9 WNBC	9 WADB	9 WHTZ	9 WMJY	9 WCBS	9 WCBS	
10 WJRZ	10 WOBM	10 WNBC	10 WPAT-FM	10 WHN	10 WLTW	

NEW YORK #1

Continued from Page 140

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
2.0	1.5	1.7	1.6	1.5	23		WNBC 660	AC	17	23	20	15	15	14/57	HNWH	NBC	1.3
1.7	2.0	1.6	1.6	1.5	24		WQXR-A/F 1560 96.3	CLAS	21	32	34	33	30	18/74	MCGAVREN		1.3
2.0	1.9	2.0	1.8	1.4	25		WPIX 101.9	AC	19	24	17	16	19	11/42	CHRISTAL		1.2
0.6	1.0	0.8	1.1	1.3	26		WLIB 1190	N/T	24	18	15	21	24	15/86	MCGAVREN	SHRDN	.4
1.1	1.0	1.0	0.9	1.2	27		WKDM 1380	SPAN	32	14	18	20	20	21/120	MMR		.7

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 WXRK	1 WHTZ	1 WCBS-FM	1 WLTW	AC 11.1
2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ	2 WXRK	2 WHTZ	AOR 6.8
3 WBLS	3 WQHT	3 WBLS	3 WLTW	3 WBLS	3 WCBS-FM	BBnd 1.8
4 WRKS	4 WRKS	4 WCBS-FM	4 WBLS	4 WNEW-FM	4 WBLS	BM/Easy 6.3
5 WHTZ	5 WBLS	5 WHTZ	5 WRKS	5 WLTW	5 WPLJ	CHR 15.0
6 WQHT	6 WNEW-FM	6 WPLJ	6 WQHT	6 WHTZ	6 WINS	Clas 3.1
7 WPLJ	7 WLTW	7 WRKS	7 WCBS-FM	7 WPLJ	7 WSKQ	Ctry 2.8
8 WLTW	8 WNSR	8 WQHT	8 WNSR	8 WINS	8 WNSR	Gold 3.7
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM	9 WHN	9 WRKS	N/T 16.4
10 WBAB	10 WYNY	10 WINS	10 WINS	10 WCBS	10 WPAT-FM	Span 4.8
						UC 9.0

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.9	13.2	11.6	10.2	11.2	1		WNOR-A/F 1230 98.7	AOR	2	3	1	1	2	11/94	MCGAVREN	NBC-S	14.3
9.1	8.7	7.9	9.1	10.3	2		WCMS-FM 100.5	CTRY	3	18	8	2	1	10/114	KATZ	ABC-E	10.3
7.4	7.2	7.2	9.6	9.2	3		WNVZ 104.5	CHR	1	1	2	3	7	15/70	REPUBLIC		11.3
7.9	8.2	8.6	9.3	8.1	4		WFOG 92.9	B/EZ	5	16	14	9	6	11/101	MMR		4.0
10.2	8.2	8.5	8.1	6.2	5		WOWI 102.9	UC	6	4	3	5	8	14/77	MCGAVREN	SBN	10.9
5.1	4.0	3.9	5.6	5.7	6		WWDE 101.3	AC	4	7	7	6	3	15/70	EASTMAN	CBS-R	5.7
5.1	4.1	4.1	4.6	5.7	7		WMYK 93.7	UC	8	6	5	4	4	14/76	EASTMAN		8.5
5.2	5.3	4.7	5.1	4.9	8		WGH 97.3	CHR	7	5	4	7	12	17/63	BANNER	ABC-E	6.1
6.2	6.4	7.4	5.5	4.6	9		WLTY 95.7	AC	10	17	6	8	5	14/78	CHRISTAL		3.6
5.1	4.0	4.4	5.2	4.5	10		WTAR 790	GOLD	9	10	11	11	10	15/72	CHRISTAL	CBS	2.9
1.6	1.5	2.8	1.9	4.2	11		WJQI 94.9	B/EZ	12	23	10	10	9	10/107	TORBET		1.8
4.4	3.9	5.4	4.7	3.8	12		WRAP 850	UC	11	2	12	12	11	14/76	MASLA	NBN	3.2
0.7	1.9	1.6	1.0	2.8	13		WSKX 106.9	CTRY	13	13	9	13	13	13/81	TORBET		1.2
3.0	2.2	3.3	3.7	1.9	14		WPCE 1400	REL	16	8	19	16	15	14/76	MCGAVREN	SBN	1.0
3.2	2.7	2.0	1.8	1.8	15		WNIS 1350	TALK	14	20	17	15	14	19/57	ROSLIN	NBC	2.5
1.3	1.6	3.4	1.3	1.8	16		WXRI 105.3	CC	15	11	13	14	16	15/73	MASLA		1.9
1.2	0.8	1.1	1.1	1.0	17		WKEZ 94.1	CTRY	20	21	18	18	17	13/85	ROSLIN	MBS	.8

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	10.3
AOR	11.2
BM/Easy	12.3
CHR	14.1
Ctry	14.1
Gold	4.5
N/T	1.8
Rel/CC	3.7
UC	15.7

OKLAHOMA CITY #43

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.8	12.3	11.9	13.2	13.7	1	1	KATT 100.5	AOR	2	2	1	1	2	10/113	BANNER	NBC-S	17.2
13.6	12.5	11.5	9.3	10.9	2	2	KXXY-AF 1340 96.1	CTRY	3	4	4	2	1	11/99	MCGAVREN	ABC-D	11.8
7.1	12.2	11.5	11.1	10.1	3	3	KJYO 102.7	CHR	1	1	2	4	5	13/80	BANNER		16.2
7.0	8.3	8.8	7.6	7.8	4	4	KTOK 1000	N/T	5	11	12	10	7	13/84	BANNER	ABC-I	5.6
7.3	6.2	7.9	7.1	7.7	5	5	KZBS 98.9	AC	4	5	3	3	3	14/79	HANWH	AP	7.2
7.7	8.4	8.3	9.4	7.6	6	6	KKNG 92.5	B/EZ	7	10	13	8	6	12/88	CHRISTAL		4.5
5.6	3.6	5.1	5.4	5.5	7	7	KLTE 101.9	AC	6	6	5	5	4	18/59	TORBET		7.4
0.8	2.0	3.2	4.4	4.4	8	8	KPRW 1140	UC	13	3	6	7	11	7/161	BANNER	SBN	5.2
4.2	5.0	2.3	3.4	4.2	9	9	KOMA 1520	AC	10	15	19	16	16	14/78	DURPETTI	NBC	2.5
4.6	4.5	3.6	3.8	4.0	10	10	WKY 930	CTRY	11	8	15	12	12	15/75	CHRISTAL	ABC-E	2.3
8.1	4.8	4.7	7.0	3.9	11	11	KEBC 94.7	CTRY	8	7	8	9	9	19/57	MMR	CBS-R	3.8
5.0	3.2	3.8	3.4	3.3	12	12	KMGL 104.1	AC	9	9	7	6	8	18/61	KATZ	TRNSTR	2.4
3.5	4.1	3.8	2.9	2.3	13	13	KIMY 107.7	AC	12	12	9	11	10	19/58	DURPETTI		1.8
1.2	1.3	1.0	1.2	1.8	14	14	WWLS 640	GOLD	15	17	10	14	14	14/76	MCGAVREN	CBS	1.2
2.0	0.9	1.2	1.1	1.5	15	15	KKLR 97.7	GOLD	14	14	14	13	13	18/61			1.5
1.5	1.7	2.9	1.8	1.5	16	16	KJIL 104.9	REL	16	13	11	15	15	16/67	STARCOM	UPI	1.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM
2 KJYO	2 KJYO	2 KXXY-FM	2 KZBS	2 KXXY-FM	2 KZBS
3 KZBS	3 KZBS	3 KZBS	3 KJYO	3 KZBS	3 KLTE
4 KXXY-FM	4 KATT	4 KJYO	4 KATT	4 KLTE	4 KJYO
5 KLTE	5 KLTE	5 KLTE	5 KLTE	5 KTOK	5 KKNG
6 WWLS	6 KPRW	6 KTOK	6 KMGL	6 WWLS	6 KATT
7 KEBC	7 KMGL	7 WWLS	7 KPRW	7 KKNG	7 KMGL
8 KTOK	8 KJIL	8 KEBC	8 KKNG	8 KJYO	8 KEBC
9 KMGL	9 KIMY	9 KKNG	9 KEBC	9 KEBC	9 KTOK
10 KIMY	10 KEBC	10 KMGL	10 KIMY	10 KKLR	10 KIMY

FORMAT REACH

AC	23.0
AOR	13.7
BM/Easy	7.6
CHR	10.1
Ctry	18.4
N/T	7.8
Rel/CC	1.5
UC	4.4

PHILADELPHIA #5

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.9	11.5	9.0	9.0	8.9	1	WMMR 93.3	AOR	2	4	1	1	1	12/91	KATZ	NBC-S	12.2
8.1	7.2	7.9	9.0	7.4	2	WEAZ 101.1	B/EZ	4	14	11	10	6	11/99	MCGAVREN		5.9
6.9	6.9	7.2	7.2	7.4	3	WUSL 98.9	UC	5	1	2	2	8	11/103	EASTMAN	ABC-F	10.0
6.8	6.5	7.0	7.6	6.8	4	KYW 106.0	NEWS	1	20	12	9	7	19/57	GROUP W	NBC	7.3
3.4	3.5	4.3	5.7	5.3	5	WKSZ 100.3	AC	7	9	9	7	4	14/78	HNWH		3.6
4.9	5.0	4.1	4.5	5.1	6	WMGK 102.9	AC	6	10	7	3	2	15/74	MMR		4.0
4.0	3.9	4.4	3.6	5.0	7	WDAS-FM 105.3	UC	13	5	4	4	5	11/102	HNWH		4.4
4.5	4.7	4.4	4.3	4.5	8	WPEN 95.0	BBND	14	26	27	22	19	11/97	MMR	US2	2.6
4.0	5.3	5.3	4.5	4.4	9	WWDB 96.5	TALK	15	25	13	14	12	11/95	REPUBLIC	ABC-I	4.0
4.7	3.5	4.3	4.7	4.4	10	WSNI 104.5	AC	10	8	6	5	3	13/81	DURPETTI	US1	4.1
4.4	4.7	4.0	5.0	4.3	11	WCAU-FM 98.1	CHR	3	2	5	8	16	20/54	CBS SPOT	CBS	5.7
3.6	3.6	4.5	4.5	4.2	12	WYSP 94.1	GOLD	8	6	3	6	9	17/63	TORBET	ABC-R	5.7
4.7	4.1	2.8	3.0	3.5	13	WCAU 121.0	NEWS	9	15	16	15	13	20/55	CBS SPOT	CBS	3.4
3.8	3.8	3.9	3.2	3.3	14	WXTU 92.5	CTRY	16	17	15	13	10	12/89	BANNER	MBS	5.1
1.5	1.6	1.7	1.6	3.0	15	WEGX 106.1	CHR	11	3	10	12	14	18/59	CHRISTAL	ABC-C	2.1
3.2	2.6	2.7	2.6	2.4	16	WIP 61.0	MISC	17	16	18	17	17	17/65	KATZ	ABC-E	3.0
2.6	2.5	2.5	2.9	2.3	17	WIOQ 102.1	AOR	12	11	8	11	11	24/46	MCGAVREN		2.1
1.8	2.0	1.8	2.0	1.8	18	WFLN 95.7	CLAS	19	24	22	18	18	16/68	CMB S		1.4
1.8	1.6	2.7	1.4	1.5	19	WFIL 56.0	GOLD	18	21	14	16	15	21/52	MCGAVREN	ABC-D	1.1
1.0	1.1	1.5	1.5	1.1	20	WDAS 148.0	UC	20	18	21	21	21	20/55	HNWH	NBN	1.3
1.2	0.6	0.7	0.5	1.0	21	WHAT 134.0	UC	22	22	24	23	22	14/79		SHRDN	.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH
1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMGK	AC 14.8
2 WYSP	2 WUSL	2 WYSP	2 WUSL	2 WYSP	2 WKSZ	AOR 11.2
3 WUSL	3 WSNI	3 WDAS-FM	3 WMGK	3 WMGK	3 WSNI	BBnd 4.5
4 WDAS-FM	4 WCAU-FM	4 WUSL	4 WSNI	4 WDAS-FM	4 WEAZ	BM/Easy 7.4
5 WIOQ	5 WDAS-FM	5 WMGK	5 WKSZ	5 WSNI	5 WMMR	CHR 7.3
6 WCAU-FM	6 WMGK	6 WSNI	6 WDAS-FM	6 KYW	6 WUSL	Clas 1.8
7 WMGK	7 WKSZ	7 WIOQ	7 WCAU-FM	7 WCAU	7 KYW	Ctry 3.3
8 WEGX	8 WEGX	8 KYW	8 WEAZ	8 WEAZ	8 WDAS-FM	Gold 5.7
9 WSNI	9 WIOQ	9 WCAU	9 KYW	9 WWDB	9 WXTU	Misc 2.4
10 WKSZ	10 WYSP	10 WKSZ	10 WEGX	10 WUSL	10 WEGX	N/T 14.7
						UC 14.5

"DRIVES ME NUTS" T.V.
THANKS 94 WYSP

robert michelson, inc. 127 West 26th street new york, new york 10001 212 243-2702

PHOENIX #24

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.7	10.7	11.7	11.8	13.1	1	1	KNIX-A/F 1580 102.5	CTRY	2	3	3	2	1	10/113	KATZ		13.9
11.9	11.0	10.6	10.5	12.3	2	2	KZZP-A/F 1310 104.7	CHR	1	1	1	1	2	12/92	MCGAVREN		15.4
8.2	11.2	11.5	12.8	11.7	3	3	KMEO-A/F 740 96.9	B/EZ	3	16	17	10	4	8/128	GROUP W		5.4
8.3	9.5	9.4	9.3	7.0	4	4	KTAR 620	N/T	4	25	12	11	7	14/76	CBS SPOT	ABC-I	7.9
7.5	6.8	7.2	6.7	6.4	5	5	KUPD 97.9	AOR	5	2	2	3	8	14/77	MASLA		11.2
3.5	3.4	3.7	3.8	4.5	6	6	KOPA KSLX 1440 100.7	GOLD	10	7	4	4	3	12/92	MMR		4.9
4.9	4.4	4.7	3.5	4.0	7	7	KKLT 98.7	AC	6	10	6	5	6	16/66	CBS SPOT		3.0
3.8	3.8	3.4	3.4	3.8	8	8	KOOL-FM 94.5	GOLD	9	5	8	7	5	16/69	HNWH	CBS	4.7
3.2	2.9	3.2	3.3	3.7	9	9	KDKB 93.3	AOR	7	9	5	6	10	16/66	CHRISTAL	NBC-S	4.5
2.1	3.6	2.8	2.5	3.2	10	10	KKFR 92.3	CHR	8	4	7	8	12	19/58	REPUBLIC	ABC-C	2.2
3.4	3.2	2.6	2.9	3.0	11	11	KLZI 99.9	AC	11	12	9	9	9	18/61	CHRISTAL		2.4
1.8	1.9	2.2	3.0	2.5	12	12	KFYI 910	N/T	15	15	19	16	15	13/80	REPUBLIC	MBS	3.0
6.1	2.3	2.4	2.1	2.4	13	13	KOY-FM 95.5	AC	12	19	15	13	13	19/58	EASTMAN		2.5
2.2	2.8	4.8	4.5	2.3	14	14	KAMJ-FM 101.5	AC	13	11	11	12	11	18/59	DURPETTI		2.5
1.5	1.8	1.2	1.0	2.3	15	15	KVVA 860	SPAN	20	6	10	14	16	8/141	LOTUS		--
3.9	2.4	2.5	2.4	1.8	16	16	KOY 550	AC	14	18	23	18	17	19/57	EASTMAN	NBC	2.5
1.0	0.9	0.3	1.2	1.8	17	17	KOOL 960	GOLD	17	22	20	15	14	14/79	HNWH	CBS-R	1.6
2.6	2.4	2.7	1.9	1.6	18	18	KLFF 1360	BBND	19	27	30	26	24	12/88		ABC-D	1.3
0.5	0.0	0.1	0.8	1.3	19	19	KAMJ 1230	BBND	24	23	31	27	19	12/94	DURPETTI	AP	.9
0.7	0.0	1.1	1.9	1.3	20	20	KPHX 1480	SPAN	26	17	17	19	18	11/101	CABALLERO		.7
0.0	0.6	0.6	1.0	1.2	21	21	KEYX 100.3	AOR	18	8	13	17	22	18/61	RADIO WEST		1.6
0.3	0.0	1.4	1.3	1.1	22	22	KONC 106.3	CLAS	23	24	24	23	23	13/82	CMBS	ABC-D	.4

FORMAT REACH

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.5
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	AOR	11.3
2 KZZP-FM	2 KNIX-FM	2 KZZP-FM	2 KNIX-FM	2 KSLX	2 KZZP-FM	BBnd	2.9
3 KSLX	3 KUPD	3 KSLX	3 KKLT	3 KTAR	3 KMEO-FM	BM/Easy	11.7
4 KDKB	4 KKLT	4 KUPD	4 KUPD	4 KZZP-FM	4 KKLT	CHR	15.5
5 KNIX-FM	5 KOOL-FM	5 KDKB	5 KOOL-FM	5 KUPD	5 KOOL-FM	Clas	1.1
6 KKLT	6 KKFR	6 KTAR	6 KLZI	6 KDKB	6 KLZI	Ctry	13.1
7 KKFR	7 KLZI	7 KOOL-FM	7 KMEO-FM	7 KOOL-FM	7 KAMJ	Gold	10.1
8 KLZI	8 KSLX	8 KKLT	8 KKFR	8 KMEO-FM	8 KUPD	N/T	9.5
9 KOOL-FM	9 KDKB	9 KKFR	9 KAMJ	9 KKLT	9 KOY-FM	Span	4.6
10 KTAR	10 KAMJ	10 KLZI	10 KDKB	10 KFYI	10 KKFR		

PITTSBURGH #14

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
15.3	13.2	13.8	14.1	14.6	1	1	KDKA 1020	AC	1	5	11	4	1	12/88	GROUP W	NBC	15.5
8.0	7.9	9.4	9.6	9.9	2	2	WBZZ 93.7	CHR	2	1	2	1	2	13/86	BANNER		13.5
9.8	9.2	9.1	9.0	8.2	3	3	WSHH 99.7	B/EZ	3	16	12	10	8	11/101	MMR		5.2
7.2	9.9	7.7	7.7	8.0	4	4	WDVE 102.5	AOR	4	2	1	2	4	11/100	EASTMAN	NBC-S	10.1
6.8	6.0	4.6	5.2	5.8	5	5	WAMO-FM 105.9	UC	8	3	3	3	9	9/117	HNWH	SHRDN	7.4
4.9	5.1	5.7	4.6	4.4	6	6	WWSW 94.5	AC	6	7	6	5	5	15/73	MCGAVREN	ABC-C	3.5
2.2	2.7	2.8	4.2	4.4	7	7	WDSY 107.9	CTRY	14	8	9	9	6	10/109	REPUBLIC	ABC-I	3.5
3.3	3.6	4.8	4.9	4.3	8	8	WLTJ 92.9	AC	9	11	8	7	3	13/86	CBS SPOT		3.1
3.7	2.6	1.4	2.8	3.9	9	9	WMYG 96.9	GOLD	7	4	4	6	10	14/76	CHRISTAL		4.5
3.4	3.6	4.7	2.9	3.8	10	10	WJAS 1320	BBND	12	22	24	16	15	13/84	MMR	AP	2.6
4.4	4.7	4.7	4.6	3.5	11	11	WHTX 96.1	AC	5	10	5	8	7	20/55	KATZ	ABC-E	3.4
3.3	3.4	3.6	4.0	3.1	12	12	WTAE 1250	AC	10	12	13	12	11	17/63	KATZ	US2	2.0
4.2	4.3	3.9	2.8	2.9	13	13	WTKN 970	TALK	13	18	20	15	16	15/70	MCGAVREN	ABC-T	3.4
2.3	2.8	2.9	2.9	2.2	14	14	WYDD 104.7	CHR	11	6	7	11	12	22/49	ROSLIN	ABC-F	3.1
3.1	2.3	2.0	2.2	2.0	15	15	KQV 1410	NEWS	15	20	19	24	22	18/59	CBS SPOT	MBS	2.0
1.8	0.8	0.9	1.5	1.4	16	16	WMBS 590	AC	19	15	35	21	14	11/100		CBS	1.2
1.4	1.2	0.7	1.2	1.2	17	17	WXXP 100.7	AOR	16	9	10	13	19	16/69			1.4
1.7	1.2	2.0	0.9	1.1	18	18	WEEP 1080	GOLD	18	28	15	14	13	15/74	REPUBLIC	ABC-I	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 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	AC 31.3
2 WMYG	2 WAMO-FM	2 WBZZ	2 WAMO-FM	2 KDKA	2 KDKA	AOR 9.2
3 WBZZ	3 WDVE	3 WMYG	3 WLTJ	3 WWSW	3 WLTJ	BBnd 3.8
4 WAMO-FM	4 WHTX	4 KDKA	4 WWSW	4 WMYG	4 WAMO-FM	BM/Easy 8.2
5 WYDD	5 WLTJ	5 WAMO-FM	5 WHTX	5 WBZZ	5 WHTX	CHR 12.1
6 WXXP	6 WWSW	6 WWSW	6 KDKA	6 WLTJ	6 WDSY	Ctry 4.4
7 WWSW	7 WMYG	7 WDSY	7 WDSY	7 WWSW	7 WWSW	Gold 5.0
8 WHTX	8 WYDD	8 WHTX	8 WDVE	8 WHTX	8 WSHH	N/T 4.9
9 WDSY	9 WDSY	9 WLTJ	9 WSHH	9 WSHH	9 WTAE	UC 5.8
10 KDKA	10 WSHH	10 WYDD	10 WMYG	10 WTAE	10 WDVE	

PORTLAND #25

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
7.7	8.5	7.1	5.2	9.0	1	1	KKRZ 100.3	CHR	1	1	2	2	5	15/72	KATZ	ABC-F	10.2
9.1	6.4	7.5	8.5	7.6	2		KXL-FM 95.5	B/EZ	8	17	13	12	7	11/103	MCGAVREN		3.1
5.8	5.4	6.1	6.1	6.7	3		KEX 1190	AC	4	15	10	7	4	14/78	KATZ	ABC-I	4.9
7.1	7.7	6.6	8.0	6.5	4		KGON 92.3	AOR	3	3	1	4	6	14/75	HNWH		14.9
4.4	5.2	6.9	5.0	6.5	5		KKCW 103.3	AC	5	5	4	1	2	14/80	DURPETTI		5.4
5.0	5.6	4.6	5.7	6.5	6		KUPL 98.5	CTRY	10	6	7	5	3	11/98	BANNER	ABC-D	5.9
6.4	6.6	6.1	6.0	6.4	7		KXL 750	N/T	2	21	15	13	12	15/74	MCGAVREN	NBC	5.4
6.3	6.9	7.1	7.8	6.1	8		KINK 101.9	AOR	7	16	3	3	1	13/81	MMR		5.6
0.9	3.0	2.5	3.2	4.6	9		KXYQ 105.1	CHR	11	2	6	8	14	14/79	RADIO WEST	CBS-R	5.3
4.5	3.3	3.6	3.7	4.3	10		KYTE 970	BBND	14	24	25	20	18	11/96	DURPETTI	CBS	1.8
4.7	5.4	4.3	4.3	4.1	11		KMJK 106.7	GOLD	9	4	5	6	13	19/56	CHRISTAL	NBC-S	5.0
7.4	4.8	4.8	5.1	4.1	12		KGW 620	AC	6	9	8	9	8	21/51	MMR	AP	3.7
3.8	3.5	4.7	4.1	3.4	13		KWJJ-FM 99.5	CTRY	13	8	11	14	10	14/76	EASTMAN	ABC-E	3.5
2.9	1.8	2.6	2.6	3.0	14		KYTE-FM 101.1	CLAS	12	10	14	15	15	18/62	DURPETTI		1.9
2.0	2.5	2.2	1.6	2.7	15		KSGO 1520	GOLD	16	7	12	10	9	15/72	HNWH		1.4
4.2	4.0	3.6	3.1	2.6	16		KKLI-FM 97.1	AC	15	19	9	11	11	18/59	REPUBLIC		2.7
3.7	2.4	2.9	2.3	1.9	17		KWJJ 1080	CTRY	17	18	16	16	16	19/56	EASTMAN	ABC-E	2.2
1.9	1.7	1.6	2.3	1.4	18		KPDQ-FM 93.7	REL	18	12	19	18	17	25/43			1.8
0.8	0.7	1.1	0.4	1.2	19		KKEY 1150	TALK	21	25	18	19	19	14/76		MBS	.7
0.8	0.5	0.6	0.5	1.0	20		KPDQ 800	REL	19	11	17	17	20	30/36			.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGON	1 KKRZ	1 KGON	1 KKCW	1 KINK	1 KKCW	AC 19.9
2 KKRZ	2 KKCW	2 KINK	2 KKRZ	2 KGON	2 KINK	AOR 12.6
3 KINK	3 KINK	3 KKRZ	3 KINK	3 KUPL-FM	3 KUPL-FM	BBnd 4.3
4 KMJK	4 KGON	4 KUPL-FM	4 KUPL-FM	4 KEX	4 KEX	BM/Easy 7.6
5 KKCW	5 KXYQ	5 KMJK	5 KGON	5 KKCW	5 KKRZ	CHR 13.6
6 KUPL-FM	6 KUPL-FM	6 KKCW	6 KXYQ	6 KMJK	6 KKLI	Clas 3.0
7 KGW	7 KMJK	7 KEX	7 KEX	7 KSGO	7 KXL-FM	Ctry 11.8
8 KXYQ	8 KKLI	8 KSGO	8 KKLI	8 KXL	8 KGW	Gold 6.8
9 KEX	9 KGW	9 KGW	9 KMJK	9 KKRZ	9 KWJJ-FM	N/T 7.6
10 KKLI	10 KEX	10 KXL	10 KGW	10 KGW	10 KXYQ	Rel/CC 2.4

PROVIDENCE-WARWICK-PAWTUCKET #28

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.9	11.6	10.6	12.5	13.5	1	WPRO-FM 92.3	CHR	1	1	2	1	1	14/78	BANNER	ABC-C	14.7
10.1	10.5	10.5	11.2	11.0	2	WLKW 101.5	B/EZ	3	30	18	8	4	11/99	CHRISTAL	ABC-D	10.4
8.7	8.8	9.3	8.3	9.8	3	WHJY 94.1	AOR	2	2	1	2	2	14/79	KATZ	ABC-R	12.9
6.6	5.9	8.8	7.5	5.9	4	WHJJ 92.0	N/T	6	11	19	11	9	14/78	KATZ	ABC-I	7.4
7.4	6.8	5.7	6.1	5.9	5	WWLI 105.1	AC	5	9	5	3	3	14/77	MCGAVREN	TRNSTR	4.5
5.3	5.4	5.2	6.5	5.4	6	WPRO 630	AC	4	8	8	7	6	18/62	BANNER	ABC-D	4.4
2.6	3.6	3.2	3.4	3.7	7	WSNE 93.3	AC	8	7	4	4	5	19/58	EASTMAN	ABC-E	3.0
4.2	5.0	3.0	3.9	3.6	8	WBRU 95.5	AOR	7	3	3	5	8	21/52	MMR	NBC-S	5.1
3.0	2.3	1.9	2.7	3.2	9	WMYS 98.1	AC	9	12	6	6	7	12/91	TORBET		2.2
3.8	1.9	3.4	1.9	2.8	10	WWAZ 790	BBND	11	25	34	25	19	11/98	MCGAVREN	US2	.8
0.7	1.3	1.6	1.1	2.3	11	WHIM 1110	CTRY	15	36	16	15	12	10/106	MASLA	CBS	1.9
1.2	1.9	2.1	2.5	2.1	12	WBSM 1420	TALK	16	32	31	27	20	11/97	CHRISTAL	NBC	2.2
2.3	2.2	2.4	1.5	2.0	13	WBZ 1030	AC	14	15	29	22	18	12/89	GROUP W	ABC-I	2.2
1.7	1.6	1.5	1.7	1.7	14	WXKS-FM 107.9	CHR	10	5	7	9	15	21/51	MMR		2.6
1.3	1.4	1.3	0.9	1.5	15	WICE 550	GOLD	17	31	13	10	11	15/70	REPUBLIC	US1	.5
0.8	0.7	0.6	0.7	1.4	16	WROR 98.5	AC	18	10	15	12	10	17/65	REPUBLIC	US1	.6
4.1	4.5	2.6	1.9	1.3	17	WWRX 103.7	AOR	12	6	10	13	13	24/46	ROSLIN		1.8
0.0	1.2	1.0	1.1	1.2	18	WNBH 1340	AC	20	28	26	23	22	17/65	TORBET	ABC-E	1.5
1.1	0.4	1.5	1.4	1.2	19	WBOS 92.9	CTRY	25	20	14	16	14	12/89	DURPETTI	ABC-D	.9
1.2	1.0	1.0	0.7	1.0	20	WBCN 104.1	AOR	19	14	9	14	16	20/55	TORBET		.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	AC 22.8
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WPRO-FM	2 WWLI	AOR 14.4
3 WBRU	3 WSNE	3 WBRU	3 WHJY	3 WWLI	3 WLKW	BBnd 4.1
4 WSNE	4 WWLI	4 WPRO	4 WSNE	4 WLKW	4 WSNE	BM/Easy 11.0
5 WPRO	5 WMYS	5 WSNE	5 WMYS	5 WPRO	5 WMYS	CHR 15.2
6 WBCN	6 WBRU	6 WWLI	6 WLKW	6 WBRU	6 WPRO	Ctry 3.5
7 WAAF	7 WXKS-FM	7 WICE	7 WBRU	7 WSNE	7 WHJY	Gold 1.5
8 WWLI	8 WLKW	8 WHJJ	8 WPRO	8 WMYS	8 WROR	N/T 8.0
9 WWRX	9 WWRX	9 WBCN	9 WXKS-FM	9 WICE	9 WHJJ	
10 WMYS	10 WPRO	10 WMYS	10 WROR	10 WHJJ	10 WBRU	

RIVERSIDE-SAN BERNARDINO #39

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.9	5.6	7.0	7.5	7.7	1	KDUO 97.5	B/EZ	4	29	33	11	8	10/113	KATZ		3.6
7.1	8.4	6.6	7.5	7.4	2	KGGI 99.1	CHR	1	1	4	4	4	14/76	MCGAVREN		10.4
5.0	4.3	4.8	5.0	7.2	3	KRTH-FM 101.1	GOLD	3	6	2	1	1	12/89	REPUBLIC	US2	4.6
4.9	6.2	6.4	5.6	5.5	4	KIIS-A/F 1150 102.7	CHR	2	3	3	2	2	17/65	MCGAVREN		10.1
4.5	3.8	3.7	4.3	4.2	5	KLOS 95.5	AOR	8	7	1	3	5	12/93	KATZ	ABC-R	7.1
5.1	4.1	3.2	4.3	3.8	6	KFI 640	AC	6	11	14	9	9	16/68	CHRISTAL	MBS	1.9
3.5	4.6	3.7	4.2	3.4	7	KOST 103.5	AC	5	8	8	7	3	18/60	CHRISTAL		2.1
3.7	2.8	4.5	2.4	3.2	8	KFXM 590	BBND	17	40	39	40	30	10/111	KATZ	ABC-E	2.6
3.2	2.3	2.9	2.4	3.1	9	KQLH 95.1	AC	13	20	7	6	7	12/87	TORBET	MBS	2.0
2.2	2.5	1.8	1.2	3.0	10	KTWV 94.7	AA	14	13	6	5	6	12/87	BANNER	NBC-S	1.2
2.8	2.7	2.7	2.7	2.9	11	KCKC 1350	CTRY	15	14	16	18	11	11/96	HNWH	ABC-I	2.8
2.0	2.7	2.3	2.6	2.8	12	KPWR 105.9	CHR	9	2	9	10	10	16/69	HNWH		2.8
4.2	2.1	2.5	2.8	2.7	13	KBIG 104.3	AC	11	15	15	13	10	16/69	CBS SPOT		1.4
2.0	2.4	2.7	3.6	2.5	14	KCAL-FM 96.7	AOR	12	9	5	8	13	16/66	TORBET	CBS-R	6.1
1.7	2.1	2.3	3.0	2.3	15	KOLA 99.9	CHR	7	5	10	12	20	24/45	BANNER	ABC-R	2.2
2.4	2.8	3.4	3.4	2.3	16	KNX 1070	NEWS	10	21	29	22	21	19/58	CBS SPOT	CBS	2.9
2.2	2.1	2.9	1.8	2.2	17	KROQ 106.7	AOR	16	4	11	17	38	15/72	TORBET		4.6
2.2	1.6	1.6	2.3	1.7	18	KABC 790	TALK	20	17	22	21	18	13/83	KATZ	ABC-T	1.3
0.9	1.4	1.2	1.5	1.6	19	KIQQ 100.3	AC	18	25	21	19	12	18/62	TORBET	TRNSTR	.9
1.4	1.4	1.0	1.5	1.5	20	KNX-FM 93.1	AOR	21	35	12	14	16	14/76	CBS SPOT	CBS-R	--
0.9	1.8	1.2	1.3	1.4	21	KWDJ 92.7	CTRY	23	41	18	16	14	12/88	GILLIS	MBS	1.1
1.1	1.9	1.1	1.3	1.4	22	KLAC 570	CTRY	22	18	41	29	26	14/78	EASTMAN	ABC-D	.7
1.6	0.8	1.6	1.7	1.4	23	KNTF 93.5	CTRY	27	37	17	20	17	12/90	HNWH		1.1
0.0	0.0	0.7	0.8	1.3	24	KLSX 97.1	GOLD	26	19	13	15	15	13/84	MMR		1.1
1.4	2.0	1.4	0.7	1.2	25	KMPC 710	BBND	19	32	38	39	36	20/55	DURPETTI		.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM
2 KRTH-FM	2 KIIS-FM	2 KLOS-FM	2 KGGI-FM	2 KLOS-FM	2 KGGI-FM
3 KIIS-FM	3 KGGI-FM	3 KIIS-FM	3 KIIS-FM	3 KIIS-FM	3 KOST-FM
4 KCAL-FM	4 KTWV-FM	4 KTWV-FM	4 KQLH-FM	4 KTWV-FM	4 KIIS-FM
5 KGGI-FM	5 KOST-FM	5 KCAL-FM	5 KOST-FM	5 KFI	5 KQLH-FM
6 KTWV-FM	6 KPWR-FM	6 KGGI-FM	6 KTWV-FM	6 KOST-FM	6 KBIG-FM
7 KQLH-FM	7 KQLH-FM	7 KFI	7 KFI	7 KDUO-FM	7 KCKC
8 KOLA-FM	8 KOLA-FM	8 KQLH-FM	8 KPWR-FM	8 KGGI-FM	8 KDUO-FM
9 KROQ-FM	9 KLOS-FM	9 KOST-FM	9 KBIG-FM	9 KCAL-FM	9 KTWV-FM
10 KLSX-FM	10 KCAL-FM	10 KLSX-FM	10 KOLA-FM	10 KQLH-FM	10 KIQQ-FM

FORMAT REACH

AA	3.0
AC	14.6
AOR	10.4
BBnd	4.4
BM/Easy	7.7
CHR	18.0
Ctry	7.1
Gold	8.5
N/T	4.0

ROCHESTER #42

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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	9.3	10.9	12.2	14.8	1	1	WCMF 96.5	AOR	2	2	1	1	3	11/102	TORBET		18.1
11.2	12.8	10.9	10.7	13.3	2	2	WPXY-A/F 1280 97.9	CHR	1	1	2	2	2	13/86	MMR		11.9
14.1	12.4	11.4	11.4	10.2	3	3	WVOR 100.5	AC	3	4	3	3	1	14/77	MCGAVREN		8.0
8.9	9.6	9.9	8.6	7.7	4	4	WEZO 101.3	AC	5	18	5	6	5	14/75	HNWH	ABC-E	3.9
7.9	9.5	8.3	8.4	7.7	5	5	WHAM 1180	AC	4	19	9	8	7	16/68	MCGAVREN	CBS	7.4
5.1	5.6	7.1	5.5	7.4	6	6	WBEE-FM 92.5	CTRY	6	9	7	4	4	12/87	EASTMAN	ABC-C	6.0
7.7	5.2	6.1	9.1	7.0	7	7	WZSH 95.1	B/EZ	8	11	11	9	9	11/98	HNWH		5.0
4.2	7.3	4.4	3.3	5.6	8	8	WDKX 103.9	UC	9	3	6	7	8	10/113		NBN	11.7
6.0	3.8	6.5	6.0	4.7	9	9	WKLX 98.9	GOLD	7	7	4	5	6	19/57	DURPETTI		5.1
3.0	4.6	5.2	6.2	2.2	10	10	WNYR 990	CTRY	10	13	10	11	11	18/59	HNWH	ABC-I	3.4
1.7	1.7	2.4	1.8	1.4	11	11	WBBF 950	GOLD	11	15	8	10	10	20/55	EASTMAN	US2	1.2
0.8	0.6	1.3	0.0	1.0	12	12	WWWG 1460	REL	12	10	17	17	14	19/57			1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	AC 25.6
2 WPXY-FM	2 WCMF	2 WVOR	2 WCMF	2 WVOR	2 WVOR	AOR 14.8
3 WKLX	3 WVOR	3 WBEE	3 WVOR	3 WBEE	3 WEZO	BM/Easy 7.0
4 WVOR	4 WDKX	4 WKLX	4 WEZO	4 WKLX	4 WCMF	CHR 13.3
5 WEZO	5 WEZO	5 WPXY-FM	5 WDKX	5 WPXY-FM	5 WBEE	Ctry 9.6
6 WDKX	6 WBEE	6 WDKX	6 WBEE	6 WEZO	6 WZSH	Gold 6.1
7 WBEE	7 WKLX	7 WEZO	7 WKLX	7 WHAM	7 WDKX	Rel/CC 1.0
8 WHAM	8 WBBF	8 WHAM	8 WZSH	8 WDKX	8 WKLX	UC 5.6
9 WBBF	9 WNYR	9 WBBF	9 WHAM	9 WZSH	9 WHAM	
10 WBYY-FM	10 WHAM	10 WZSH	10 WBBF	10 WNYR	10 WBBF	

**"DRIVES ME NUTS" T.V.
SALUTES WKLX Classic Hits 98.9**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

SACRAMENTO #32

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	12+ ADH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.8	8.7	7.7	8.9	10.5	1	KCTC 96.1	B/EZ	5	13	13	6	2	10/104	CHRISTAL		7.4
5.7	6.4	7.5	9.1	8.3	2	KFBK 1530	N/T	4	8	9	8	4	13/81		NBC	5.3
7.8	8.9	7.8	7.4	7.6	3	KXOA-FM 107.9	AC	1	7	2	1	1	16/68	BLAIR		4.8
6.4	5.6	4.7	6.4	7.5	4	KWOD 106.5	CHR	2	1	6	5	8	16/70	MASLA	CBS-R	7.3
1.2	3.4	5.2	6.8	7.0	5	KROY 96.9	CHR	6	2	4	7	12	13/80	HNWH	US1	7.4
7.5	5.7	7.3	7.6	6.9	6	KRAK-FM 105.1	CTRY	8	6	5	3	3	13/86	DURPETTI		10.2
7.5	7.1	5.9	8.0	6.3	7	KZAP 98.5	AOR	7	4	1	2	5	15/74	MCGAVREN		8.3
12.5	10.9	7.6	7.1	6.0	8	KSFM 102.5	CHR	3	3	3	4	6	19/57	MMR		7.2
4.2	4.5	5.1	3.5	4.0	9	KRAK 1140	CTRY	12	10	11	11	7	13/87	DURPETTI		4.9
2.1	4.8	3.7	3.9	3.4	10	KRXQ 93.5	AOR	9	5	7	9	13	17/63	RADIO WEST		6.4
2.9	2.6	3.9	2.8	3.3	11	KXOA 1470	BBND	13	14	19	19	19	12/89	BLAIR	AP	1.1
2.0	1.6	3.8	2.8	3.0	12	KAER 92.5	AC	10	15	8	10	10	19/57	KATZ	ABC-E	2.6
3.3	3.1	2.2	2.3	2.4	13	KHYL 101.1	AC	11	9	10	12	9	23/48	TORBET		1.8
2.8	1.7	1.3	1.2	2.4	14	KGNR 1320	GOLD	15	24	12	13	11	13/85	CHRISTAL	CBS	1.1
1.6	2.0	0.6	0.8	1.6	15	KNBR 680	MISC	14	21	16	14	14	22/49	MCGAVREN	NBC	1.9
1.5	1.5	1.5	1.1	1.6	16	KGO 810	N/T	16	20	18	17	16	17/66	BLAIR	ABC-I	1.3
1.1	1.5	1.2	0.5	1.4	17	KRCX 1110	SPAN	20	18	14	15	15	7/152	LOTUS		1.0
1.4	1.1	2.0	1.4	1.0	18	KFIA 710	REL	17	22	17	18	18	24/45	CNN		1.8

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	13.0
AOR	9.7
BBnd	3.3
BM/Easy	10.5
CHR	20.5
Ctry	10.9
Gold	2.4
Misc	1.6
N/T	9.9
Rel/CC	1.0
Span	1.4

ST. LOUIS #15

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
22.4	20.0	18.0	17.7	23.0	1	KMOX 1120	AC	1	10	4	2	1	10/111	CBS SPOT	CBS	19.1
12.0	12.9	11.8	10.5	11.5	2	KSHE 94.7	AOR	2	2	1	1	2	11/99	KATZ		17.9
5.5	6.6	6.4	6.7	7.2	3	KMJM 107.7	UC	8	3	2	3	3	8/129	CHRISTAL		10.9
4.1	6.0	4.8	7.3	6.8	4	KHTR 103.3	CHR	3	1	3	4	6	15/72	CBS SPOT	CBS	7.2
6.5	6.5	7.5	8.9	6.8	5	KEZK 102.5	B/EZ	4	25	16	9	4	12/88	MMR		4.4
3.7	4.2	4.8	4.6	4.1	6	KSD 93.7	AC	6	6	5	5	5	16/68	MCGAVREN		3.1
3.4	2.9	2.5	2.9	4.0	7	KWK 106.5	CHR	5	4	7	7	13	19/56	DURPETTI		4.0
4.8	3.6	4.5	5.0	3.4	8	WIL-FM 92.3	CTRY	9	11	9	10	8	16/69	BLAIR	ABC-E	3.8
4.8	5.4	4.8	5.4	3.3	9	KYKY 98.1	AC	7	7	6	6	7	20/54	EASTMAN		4.1
3.3	2.9	3.9	3.2	2.7	10	KUSA 550	CTRY	10	12	11	11	10	17/63	MCGAVREN	ABC-D	2.5
3.5	2.8	3.0	2.0	2.5	11	WMRY 101.1	AOR	12	5	8	8	9	14/80	TORBET		2.9
3.1	2.4	2.6	2.5	2.2	12	WRTH 590	BBND	11	24	26	24	21	17/64	MMR	NBC	2.0
1.8	1.6	1.6	2.5	1.9	13	WKXX 104.1	CTRY	16	14	14	15	15	14/76	REPUBLIC		1.8
2.3	2.2	3.2	2.4	1.7	14	KLTH 97.1	AC	14	13	13	12	11	17/63	HNWH	SMN	1.8
2.1	2.1	1.3	1.3	1.7	15	KATZ 1600	GOLD	17	21	15	14	14	16/69	ROSLIN	NBN	.7
1.3	1.5	1.2	1.3	1.6	16	KRJJ 96.3	AC	13	18	12	13	12	18/59	MASIA	NBC-S	.9
1.2	1.1	1.9	1.4	1.6	17	WESL 1490	REL	20	9	19	18	18	12/94		SHRDN	.5
1.7	1.9	1.3	1.8	1.4	18	KATZ-FM 100.3	UC	15	8	10	16	17	20/55		NBN	1.9
1.5	1.7	1.1	0.9	1.1	19	KGLD 1380	GOLD	19	15	18	17	16	22/49	REPUBLIC		1.5
0.6	0.8	1.3	0.9	1.0	20	WEW 770	BBND	24	28	28	27	28	11/97			.6
1.0	0.8	1.5	1.7	1.0	21	KFUO 99.1	REL	21	22	23	22	19	18/61	CMBS		.7
0.5	0.5	0.8	0.5	1.0	22	WIL 1430	CTRY	22	20	20	20	22	16/69	BLAIR	ABC-E	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX	AC 33.7
2 KMOX	2 KHTR	2 KMOX	2 KHTR	2 KSHE	2 KMJM	AOR 14.0
3 KMJM	3 KMJM	3 KMJM	3 KMJM	3 WMRY	3 KEZK	BBnd 3.2
4 WMRY	4 KSD	4 WMRY	4 KMOX	4 KSD	4 KSHE	BM/Easy 6.8
5 KWK	5 KYKY	5 KSD	5 KSD	5 KEZK	5 KHTR	CHR 10.8
6 KHTR	6 KWK	6 KHTR	6 KYKY	6 WIL-FM	6 KYKY	Ctry 9.0
7 KSD	7 KMOX	7 KWK	7 KEZK	7 KMJM	7 KSD	Gold 2.8
8 KYKY	8 WMRY	8 KUSA	8 KWK	8 KUSA	8 WIL-FM	Rel/CC 2.6
9 WIL-FM	9 KATZ-FM	9 WIL-FM	9 WIL-FM	9 KHTR	9 KLTH	UC 8.6
10 KUSA	10 KRJJ	10 KYKY	10 KLTH	10 KYKY	10 KRJJ	

SALT LAKE CITY-OGDEN-PROVO #36

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.5	11.0	7.4	7.9	10.3	1	KRSP-FM 103.5	AOR	3	3	1	1	3	13/83	DURPETTI	ABC-R	13.8
4.0	4.8	5.3	5.6	9.4	2	KISN 97.1	AC	1	2	2	2	5	15/71	MCGAVREN		8.3
9.1	9.2	10.8	9.1	8.8	3	KSFI 100.3	B/EZ	4	22	12	5	1	14/75	BANNER		5.1
11.0	8.4	9.7	9.0	7.8	4	KSL 1160	AC	2	7	11	9	4	17/62	MMR	CBS	7.5
7.4	6.2	8.1	8.6	7.1	5	KKAT 101.9	CTRY	7	5	4	3	2	14/79	BANNER		7.8
6.5	7.0	7.5	7.8	7.0	6	KCPX-FM 98.7	CHR	5	1	3	4	10	16/66	KATZ		10.7
5.6	7.3	7.3	7.0	5.6	7	KSOP-A/F 1370 104.3	CTRY	6	8	8	8	6	16/66	MMR		5.8
4.0	4.0	3.4	4.7	4.3	8	KLCY 94.1	AC	9	13	6	7	7	16/67	EASTMAN	US1	4.6
1.4	1.4	3.4	3.2	4.3	9	KBER 106.5	AOR	10	6	5	6	12	14/75	TORBET	NBC-S	5.0
3.9	4.4	3.0	3.2	3.7	10	KALL 910	AC	11	17	16	13	9	16/69	EASTMAN	MBS	3.2
0.9	0.5	2.6	3.2	3.4	11	KFMY 96.1	CHR	8	4	7	10	20	21/52	HNWH		2.4
0.7	0.4	0.9	1.3	3.1	12	KRGO & KRPN 1550 107.9	GOLD	14	14	15	11	18	14/79	CHRISTAL		1.2
2.3	2.4	2.8	3.3	2.8	13	KMGR-FM 107.5	AC	13	20	10	12	10	17/66	TORBET	TRNSTR	2.2
2.0	2.1	1.8	2.4	2.2	14	KTKK 630	TALK	20	27	20	20	19	13/85		ABC-T	1.6
2.2	2.3	1.4	1.1	1.9	15	KCPX 1320	GOLD	18	21	9	14	13	18/59	KATZ	CBS	--
2.2	1.6	2.4	2.0	1.6	16	KDAB 101.1	AC	12	16	14	15	14	30/36	HNWH	US2	1.6
3.5	1.9	1.3	1.4	1.6	17	KUTR 860	AC	19	9	17	19	18	17/62	TORBET		1.9
2.9	1.4	1.9	1.7	1.6	18	KLUB 570	AC	16	12	25	22	21	25/44	MCGAVREN	NBC	1.8
2.3	2.5	1.8	2.0	1.5	19	KLTV 93.3	AC	15	26	13	16	15	28/38	TORBET		1.5
2.3	2.0	2.5	2.3	1.4	20	KZAN 97.9	CTRY	17	10	19	18	17	26/41	CHRISTAL		1.5
1.1	1.7	0.9	0.6	1.3	21	KRSP 1060	GOLD	21	15	18	17	16	19/58	DURPETTI	ABC-D	.6
2.9	2.6	1.7	1.7	1.1	22	KDYL 1280	BBND	22	25	27	27	27	17/65	BANNER	MBS	.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRSP-FM	1 KISN	1 KRSP-FM	1 KISN	1 KRSP-FM	1 KSFI	AC 32.7
2 KBER	2 KRSP-FM	2 KBER	2 KKAT	2 KSL	2 KISN	AOR 14.6
3 KISN	3 KCPX-FM	3 KISN	3 KCPX-FM	3 KKAT	3 KKAT	BBnd 1.1
4 KCPX-FM	4 KKAT	4 KKAT	4 KSFI	4 KSOP-FM	4 KSL	BM/Easy 8.8
5 KKAT	5 KLCY	5 KSL	5 KRSP-FM	5 KSFI	5 KLCY	CHR 10.4
6 KSOP-FM	6 KFMY	6 KSOP-FM	6 KLCY	6 KBER	6 KSOP-FM	Ctry 14.1
7 KLCY	7 KMGR-FM	7 KCPX-FM	7 KFMY	7 KALL	7 KMGR-FM	Gold 6.3
8 KCPX	8 KBER	8 KSFI	8 KSL	8 KISN	8 KCPX	N/T 2.2
9 KFMY	9 KDAB	9 KLCY	9 KMGR-FM	9 KLCY	9 KRPN	
10 KSL	10 KSFI	10 KALL	10 KSOP-FM	10 KCPX-FM	10 KDAB	

SAN ANTONIO #38

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.5	9.4	7.8	9.6	1	KTFM 102.7	AC	1	3	2	1	1	13/83	BLAIR		8.8
8.5	8.7	7.6	8.7	8.6	2	KISS 99.5	AOR	2	2	1	2	14	11/103	KATZ	ABC-R	11.1
5.1	5.3	5.5	5.7	7.6	3	KITY 92.9	CHR	3	1	3	5	17	11/95	MMR		10.7
8.9	7.8	7.0	9.1	7.5	4	KQXT 101.9	B/EZ	4	20	14	11	5	11/102	GROUP W		4.6
5.4	6.1	6.3	6.8	6.5	5	KAJA 97.3	CTRY	5	5	4	3	2	11/99	HNWH		6.7
5.8	5.2	6.9	4.3	5.1	6	KCOR 1350	SPAN	16	6	18	17	12	8/140	KATZ		6.6
6.1	4.9	5.2	5.0	4.7	7	KBUC-A/F 1310 107.5	CTRY	9	8	12	9	6	12/87	EASTMAN	NBC	5.2
4.7	4.1	3.2	3.8	4.4	8	KSMG 105.3	AC	8	7	5	4	3	14/76	MCGAVREN		4.6
3.8	4.2	5.1	5.1	4.4	9	WOAI 1200	N/T	6	23	16	16	13	15/71	HNWH	CBS	3.8
5.2	5.6	3.4	4.7	4.1	10	KONO 860	GOLD	10	10	9	6	4	13/81	MMR	NBC	5.2
2.7	2.4	3.0	3.4	3.6	11	KZEP 104.5	GOLD	12	16	6	7	7	13/81	TORBET	NBC	4.4
4.3	3.6	3.0	2.2	3.6	12	KEDA 1540	SPAN	17	18	15	14	9	11/99	SELECT		2.7
2.7	2.4	3.4	2.7	3.5	13	KTSA 550	AC	11	14	13	10	8	15/75	BLAIR		4.6
3.1	2.6	4.0	3.0	3.1	14	KSAQ-A/F 760 96.1	CHR	7	4	8	13	19	20/54	EASTMAN	US1	2.7
3.2	3.4	3.6	4.4	3.1	15	KKYX 680	CTRY	15	12	17	18	15	13/84	CHRISTAL	ABC-D	2.5
3.2	3.1	2.8	3.3	3.0	16	KMMX 106.7	AC	14	11	7	8	10	14/80	DURPETTI		3.3
2.3	2.5	3.1	4.1	2.4	17	KLLS 100.3	AC	13	13	10	12	11	18/59	CHRISTAL	UPI	1.7
0.0	0.0	0.8	1.7	2.3	18	KSAH 720	SPAN	21	19	11	15	16	7/156	CABALLERO		1.4
0.0	0.0	1.9	2.1	2.0	19	KXET 1250	SPAN	20	15	19	19	18	10/107	LOTUS		1.2
1.4	1.3	1.5	1.1	1.4	20	KGNB 1420	BBND	23	24	28	27	26	9/127	TARGET	ABC-I	.4
2.0	1.6	1.4	2.2	1.1	21	KRNN 930	N/T	18	28	24	20	20	22/50	REPUBLIC	ABC-I	1.3

FORMAT REACH

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 KTFM	1 KTFM	AC 22.9
2 KTFM	2 KITY	2 KTFM	2 KAJA	2 KZEP	2 KAJA	AOR 8.6
3 KZEP	3 KSMG	3 KZEP	3 KSMG	3 KONO	3 KSMG	BBnd 1.4
4 KITY	4 KAJA	4 KAJA	4 KITY	4 KQXT	4 KONO	BM/Easy 7.5
5 KAJA	5 KISS	5 KSMG	5 KONO	5 KAJA	5 KEDA	CHR 10.7
6 KSMG	6 KSAQ	6 KONO	6 KISS	6 KSMG	6 KBUC-FM	Ctry 14.3
7 KMMX	7 KMMX	7 KITY	7 KSAQ	7 KISS	7 KTSA	Gold 7.7
8 KSAH	8 KONO	8 KMMX	8 KMMX	8 WOAI	8 KQXT	N/T 5.5
9 KLLS	9 KZEP	9 KTSA	9 KLLS	9 KTSA	9 KLLS	Span 13.0
10 KONO	10 KLLS	10 KBUC-FM	10 KBUC-FM	10 KBUC-FM	10 KCOR	

SAN DIEGO #19

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.1	9.4	9.0	8.7	1	KJQY 103.7	B/EZ	4	26	15	13	6	10/106	GROUP W		6.8
6.6	7.3	6.7	7.2	7.2	2	KGB 101.5	AOR	5	6	1	1	4	12/91	KATZ		12.2
6.8	5.9	7.2	7.5	7.1	3	KFMB-FM 100.7	AC	1	5	3	2	1	17/64	MCGAVREN		8.4
9.0	9.8	4.7	4.2	7.0	4	KFMB 760	AC	2	10	11	5	2	14/76	MCGAVREN	CBS	4.3
7.0	6.0	6.3	6.0	6.8	5	KSDO 1130	N/T	6	19	19	16	7	11/96	DURPETTI	ABC-I	4.6
6.6	6.0	6.3	6.1	6.4	6	XTRA-FM 91.1	AOR	3	1	2	3	10	14/77	MMR		8.4
3.9	2.9	4.3	4.3	5.8	7	KSON-FM 97.3	CTRY	8	8	7	4	3	11/96	BANNER		6.4
4.9	6.0	4.6	5.0	4.6	8	XHRM 92.5	UC	10	2	4	6	15	13/80		ABC-F	7.4
2.8	2.2	2.1	1.8	3.7	9	KKLQ-A/F 600 106.5	CHR	9	3	5	9	14	17/62	EASTMAN		2.1
4.8	6.5	6.6	4.2	3.5	10	KSDO-FM 102.9	CHR	7	4	8	11	17	21/50	DURPETTI		4.1
3.5	4.2	3.0	4.1	3.4	11	KPOP 1360	BBND	14	27	24	17	16	13/81	KATZ	NBC	2.8
4.4	3.4	3.7	4.6	3.3	12	KCBQ-A/F 1170 105.3	GOLD	11	35	10	7	7	17/63	CHRISTAL		3.7
3.1	2.6	4.1	4.1	3.1	13	KIFM 98.1	AC	13	25	6	8	5	17/63	CBS SPOT	CBS-R	3.1
3.1	3.0	2.7	2.9	3.0	14	KYXY 96.5	AC	12	14	14	10	9	18/61	HNWH		2.3
3.1	2.9	3.4	2.7	2.3	15	KWLT 94.9	AC	15	11	13	12	11	18/62	CHRISTAL		2.0
2.9	2.4	2.6	2.5	2.1	16	XTRA 690	GOLD	17	13	12	14	12	15/70	MMR		1.2
2.4	2.8	2.9	3.0	2.0	17	KFSD 94.1	CLAS	16	31	21	18	18	18/60	CHRISTAL		1.7
1.0	0.5	2.0	2.3	2.0	18	KGMG-A/F 1320 102.1	GOLD	19	16	9	15	13	14/78	BANNER	MBS	2.5
1.6	1.8	2.2	1.9	1.5	19	KNX 1070	NEWS	18	30	26	24	20	22/49	CBS SPOT	CBS	1.7
1.3	1.2	1.1	1.5	1.3	20	KSON 1240	CTRY	20	21	32	27	21	18/61	BANNER	MBS	.7
0.5	1.1	1.2	1.5	1.1	21	KKOS 95.9	CHR	23	7	18	21	22	17/65			1.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM
2 XTRA-FM	2 KGB	2 XTRA-FM	2 KSON-FM	2 KFMB	2 KSON-FM
3 KFMB-FM	3 XTRA-FM	3 KFMB-FM	3 XTRA-FM	3 KFMB-FM	3 KYXY
4 XHRM	4 XHRM	4 KFMB	4 KGB	4 KSON-FM	4 KJQY
5 KIFM	5 KSON-FM	5 KSON-FM	5 KYXY	5 KSDO	5 KFMB
6 KKLQ-FM	6 KIFM	6 XHRM	6 XHRM	6 XTRA-FM	6 KIFM
7 KSON-FM	7 KSDO-FM	7 KIFM	7 KWLT	7 KIFM	7 KCBQ-FM
8 KGMG-FM	8 KKLQ-FM	8 KCBQ-FM	8 KCBQ-FM	8 KCBQ-FM	8 KWLT
9 KSDO-FM	9 KCBQ-FM	9 XTRA	9 KJQY	9 KJQY	9 KSDO
10 KFMB	10 KWLT	10 KGMG-FM	10 KFMB	10 XTRA	10 KPOP

FORMAT REACH

AC	22.5
AOR	13.6
BBnd	3.4
BM/Easy	8.7
CHR	8.3
Clas	2.0
Ctry	7.1
Gold	7.4
N/T	8.3
UC	4.6

SAN FRANCISCO #4

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
7.2	7.3	8.0	7.3	7.8	1	KGO 810	N/T	1	21	15	4	1	13/82	BANNER	ABC-I	8.0
6.8	4.9	6.8	6.0	5.2	2	KCBS 740	N/T	2	27	17	14	5	19/58	CBS SPOT	CBS	3.9
4.9	4.7	2.4	2.5	4.9	3	KNBR 680	MISC	3	13	13	7	3	18/59	MCGAVREN	NBC	3.8
5.7	6.7	5.6	6.8	4.8	4	KABL-A/F 960 98.1	B/EZ	8	48	26	19	11	13/83	CHRISTAL		3.0
4.4	5.0	4.2	4.1	4.8	5	KSOL 107.7	UC	6	2	1	1	6	13/81	MMR	AP	6.3
3.7	3.6	2.4	3.0	4.1	6	KSFO & KYA 560 93.3	GOLD	4	12	6	2	2	19/48	MMR	US2	4.7
3.0	4.3	3.7	4.4	3.9	7	KMEL 106.1	CHR	5	1	2	5	18	19/56	CHRISTAL		5.1
1.6	1.7	2.7	2.9	3.6	8	KFRC 610	BBND	12	22	34	28	17	14/76	REPUBLIC	US1	2.5
3.0	2.7	2.9	3.1	3.5	9	KOIT-A/F 1260 96.5	AC	7	14	7	3	4	18/60	TORBET		1.9
2.4	2.6	2.2	3.1	2.9	10	KLOK-FM 103.7	AC	11	3	9	12	14	19/57	MASLA		1.7
2.9	3.1	4.2	2.8	2.7	11	KYUU 99.7	AC	9	6	4	10	8	23/48	MCGAVREN		3.2
2.1	2.2	3.1	2.0	2.6	12	KRQR 97.3	AOR	18	11	3	6	13	14/76	CBS SPOT	CBS	2.8
2.9	2.9	2.6	3.5	2.5	13	KBLX-A/F 1400 102.9	AA	13	15	10	8	7	18/57	HNWH	SHRDN	3.7
2.8	2.2	3.2	2.3	2.3	14	KSAN 94.9	CTRY	14	43	14	13	10	19/56	KATZ		2.9
1.9	1.5	2.4	3.0	2.3	15	KITS 105.3	CHR	15	4	8	16	25	19/57	REPUBLIC	ABC-F	2.3
2.8	2.2	2.6	2.0	2.3	16	KFOG 104.5	AOR	17	17	5	11	9	17/64	EASTMAN	NBC-S	2.6
1.4	1.4	2.0	2.1	2.1	17	KDFC-A/F 1220 102.1	CLAS	16	38	24	18	16	18/62	CMBS		1.5
2.5	2.2	2.0	2.1	2.1	18	KIOI 101.3	AC	10	9	12	15	12	17/62	MMR		2.7
1.8	1.4	2.0	1.7	1.9	19	KKHI-A/F 1550 95.7	CLAS	20	40	38	34	25	16/64	HNWH		1.2
2.0	1.8	1.8	2.7	1.7	20	KNEW 910	CTRY	22	29	23	20	15	15/71	KATZ		2.7
1.6	1.5	1.8	1.8	1.7	21	KOME 98.5	AOR	19	7	11	17	21	19/56	TORBET	ABC-R	2.3
2.3	2.5	2.0	2.0	1.4	22	KBAY 100.3	B/EZ	23	26	37	27	23	18/61	MMR		1.6
0.9	1.2	1.1	1.2	1.4	23	KJAZ 92.7	JAZZ	25	35	35	23	19	14/78	ROSLIN		1.4
0.8	1.1	1.0	0.9	1.2	24	KDIA 1310	UC	28	16	22	24	24	16/69			.8
0.9	0.7	0.7	0.8	1.1	25	KARA 105.7	AC	27	34	16	22	22	17/63	EASTMAN		.7
1.3	1.0	1.3	1.5	1.1	26	KKCY 98.9	AOR	29	36	21	21	20	16/67	TORBET		.7
1.8	1.7	1.5	1.4	1.1	27	KWSS 94.5	CHR	21	5	19	31	44	23/47	MCGAVREN		--
0.8	0.8	0.9	1.2	1.1	28	KLZE 97.7	B/EZ	34	19	44	35	27	12/90	REPUBLIC		--
1.8	1.4	1.3	1.4	1.0	29	KOFY 1050	GOLD	31	30	30	26	26	17/63			.8

Continued on Page 160

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SAN JOSE #29

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	7.1	7.3	8.3	7.5	1	1	KGO 810	N/T	1	25	10	3	1	14/75	BANNER	ABC-I	5.9
3.5	4.6	4.4	3.5	6.1	2	2	KSOL 107.7	UC	7	2	2	2	14	13/83	MMR	AP	5.4
4.0	4.0	4.8	5.4	5.2	3	3	KOME 98.5	AOR	3	7	1	1	3	16/66	TORBET	ABC-R	7.5
5.9	6.0	5.8	5.6	4.7	4	4	KWSS 94.5	CHR	2	1	4	7	20	21/51	MCGAVREN		7.1
3.6	3.6	1.4	2.0	4.3	5	5	KNBR 680	MISC	5	13	15	8	4	19/58	MCGAVREN	NBC	2.3
6.0	4.6	5.9	4.9	3.9	6	6	KCBS 740	N/T	4	20	24	23	14	21/51	CBS SPOT	CBS	3.5
6.1	5.9	5.3	5.8	3.7	7	7	KBAY 100.3	B/EZ	8	12	23	13	8	18/60	MMR		3.8
3.6	4.1	3.8	3.5	3.7	8	8	KYUU 99.7	AC	9	8	5	5	5	18/61	MCGAVREN		3.5
2.6	2.4	2.6	3.0	3.7	9	9	KARA 105.7	AC	11	35	6	4	2	17/63	EASTMAN		1.8
3.2	2.3	2.8	4.7	3.6	10	10	KLZE 97.7	B/EZ	19	9	31	18	6	12/89	REPUBLIC		2.2
3.3	3.1	3.5	3.0	3.5	11	11	KSJO 92.3	AOR	6	4	3	6	18	23/48	KATZ		5.9
1.8	3.3	3.4	3.8	2.9	12	12	KATD 95.3	CHR	10	6	7	10	12	22/49	RADIO WEST		3.1
1.8	1.8	2.7	3.3	2.8	13	13	KMEL 106.1	CHR	12	3	8	16	23	22/49	CHRISTAL		2.6
2.6	2.3	3.4	3.0	2.8	14	14	KEZR 106.5	AC	15	17	9	9	10	20/54	CHRISTAL		3.4
1.8	2.7	3.1	2.7	2.6	15	15	KSAN 94.9	CTRY	17	28	11	11	9	20/53	KATZ		2.7
1.9	2.3	2.0	2.1	2.6	16	16	KOIT-A/F 1260 96.5	AC	14	16	13	14	7	21/51	TORBET		1.3
1.9	2.0	1.8	1.3	2.5	17	17	KSFO & KYA 560 93.3	GOLD	13	14	18	15	13	29/37	MMR	US1	2.4
2.2	2.8	2.4	2.5	2.4	18	18	KEEN 1370	CTRY	26	34	20	21	15	12/92	MMR	UPI	2.9
1.4	1.0	2.2	2.0	2.3	19	19	KITS 105.3	CHR	20	5	12	20	24	18/59	REPUBLIC	ABC-F	2.6
1.4	0.6	1.3	1.4	2.1	20	20	KDFC-A/F 1220 102.1	CLAS	24	27	25	24	21	14/77	CMBS		1.2
2.1	3.0	1.9	2.0	2.1	21	21	KIOI 101.3	AC	16	15	14	12	11	25/43	MMR		1.6
3.0	2.4	2.4	2.0	2.1	22	22	KLOK 1170	AC	18	11	19	17	16	21/51	MASLA		1.8
1.9	2.2	2.4	2.3	1.9	23	23	KLIV 1590	BBND	23	40	33	33	36	17/64	EASTMAN		3.2
1.9	2.0	2.5	2.1	1.8	24	24	KBLX-A/F 1400 102.9	AA	21	43	16	19	17	19/56	HNWH	SHRDN	3.0
2.6	1.5	2.0	1.9	1.5	25	25	KFOG 104.5	AOR	25	23	17	21	19	20/53	EASTMAN	NBC-S	2.4
1.6	1.2	1.5	1.6	1.2	26	26	KABL-A/F 960 98.1	B/EZ	27	41	30	35	26	22/55	CHRISTAL		1.5
1.3	1.9	1.0	0.7	1.2	27	27	KNTA 1430	SPAN	34	32	34	34	31	12/93	LOTUS		.7
1.2	1.8	1.3	1.3	1.1	28	28	KLOK-FM 103.7	AC	22	10	26	26	22	29/37	MASLA		1.1
0.5	0.8	0.8	1.2	1.1	29	29	KFRC 610	BBND	29	22	46	39	40	23/48	REPUBLIC	US1	1.1
1.4	1.1	1.1	1.2	1.0	30	30	KKHI-A/F 1550 95.7	CLAS	31	30	38	36	27	17/62	HNWH		1.4

SEATTLE-TACOMA #17

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.7	10.4	10.5	9.1	9.5	1	KIRO 710	N/T	1	16	9	4	1	16/67	TORBET	CBS	8.7
5.8	5.8	6.9	7.2	7.4	2	KOMO 1000	AC	3	17	19	7	4	13/81	KATZ	ABC-I	4.9
5.0	4.5	5.1	5.5	6.1	3	KBRD 103.7	B/EZ	10	18	21	15	5	9/123	REPUBLIC		2.0
7.5	7.3	8.0	6.2	5.4	4	KISW 99.9	AOR	5	3	1	1	7	15/73	MCGAVREN		7.4
5.0	8.2	8.0	5.5	5.2	5	KUBE 93.3	CHR	2	2	3	3	6	20/55	MMR		8.5
7.0	5.1	4.7	5.5	5.0	6	KMPS-A/F 1300 94.1	CTRY	8	11	14	6	2	11/98	MCGAVREN	UPI	5.4
2.3	1.5	3.4	3.5	4.5	7	KZOK 102.5	GOLD	6	10	2	2	3	15/70	TORBET	NBC-S	4.2
4.0	3.6	4.6	5.2	4.1	8	KPLZ 101.5	CHR	4	1	5	11	20	21/52	DURPETTI		5.7
1.1	0.9	0.4	4.3	3.8	9	KXXR 96.5	AOR	11	8	4	5	8	14/76	KATZ		5.0
4.2	4.0	4.1	3.6	3.6	10	KSEA 100.7	B/EZ	20	31	23	21	16	11/97	TORBET		2.6
3.6	3.2	4.1	3.6	3.2	11	KLSY-A/F 1540 92.5	AC	7	6	8	9	11	19/57	BANNER	CBS-R	2.9
3.0	2.9	2.5	3.4	3.0	12	KING-FM 98.1	CLAS	15	19	20	19	17	16/70	MMR		3.0
1.5	1.8	2.0	2.4	2.9	13	KJR 950	AC	13	21	12	10	10	17/65	HNWH		2.0
2.7	2.6	2.7	2.2	2.9	14	KNBQ 97.3	CHR	12	5	7	13	19	17/63	CHRISTAL		3.2
2.9	2.1	3.4	3.2	2.8	15	KRPM-FM 106.1	CTRY	22	14	16	16	15	12/87	TORBET		2.5
3.2	3.5	3.1	3.7	2.8	16	KMGI 107.7	AC	9	13	6	8	9	21/52	REPUBLIC	TRNSTR	3.0
4.6	4.0	2.6	3.0	2.8	17	KIXI 880	BBND	17	23	30	28	24	16/66	CHRISTAL		3.7
3.5	3.2	2.5	2.0	2.5	18	KVI 570	GOLD	15	15	15	14	13	19/58	DURPETTI		2.5
3.4	2.6	2.0	2.4	2.4	19	KEZX-A/F 1150 98.9	AOR	18	25	10	12	12	18/62	EASTMAN	ABC-E	2.6
1.7	1.3	1.5	1.7	2.1	20	KCMS 105.3	REL	23	7	11	18	18	14/78	RADIO SPOT	UPI	2.1
1.2	2.6	2.2	1.9	2.0	21	KLTZ 95.7	AC	19	29	18	17	14	21/53	CHRISTAL		1.9
2.2	2.3	2.4	2.0	1.9	22	KING 1090	N/T	21	30	25	23	22	20/56	BANNER	NBC	3.1
1.6	1.7	1.4	1.8	1.7	23	KHIT 106.9	CHR	16	4	17	22	23	28/39	HNWH		1.6
1.0	0.5	0.0	0.3	1.4	24	KJET 1590	AOR	26	12	13	20	21	12/93	TORBET	NBC-S	.6
1.0	2.0	1.2	0.9	1.0	25	KKFX 1250	UC	27	9	22	24	27	16/67	ROSLIN	APR	1.8

Continued on Page 160

"DRIVES ME NUTS" T.V.
THANKS 102.5 KZOK FM

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

SAN FRANCISCO #4

Continued from Page 156

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA 2.5
1 KRQR	1 KSOL	1 KSOL	1 KSOL	1 KGO	1 KGO	AC 12.3
2 KSOL	2 KMEL	2 KRQR	2 KMEL	2 KNBR	2 KOIT-FM	AOR 7.7
3 KOME	3 KYUU	3 KNBR	3 KOIT-FM	3 KSOL	3 KCBS	BBnd 3.6
4 KFOG	4 KIOI	4 KGO	4 KIOI	4 KCBS	4 KBLX-FM	BM/Easy 7.3
5 KMEL	5 KLOK-FM	5 KFOG	5 KYUU	5 KRQR	5 KIOI	CHR 7.3
6 KNBR	6 KBLX-FM	6 KOME	6 KBLX-FM	6 KFOG	6 KSAN	Clas 4.0
7 KITS	7 KOIT-FM	7 KMEL	7 KLOK-FM	7 KYUU	7 KYUU	Ctry 4.0
8 KYUU	8 KITS	8 KCBS	8 KGO	8 KBLX-FM	8 KNBR	Gold 5.1
9 KGO	9 KSAN	9 KYUU	9 KSAN	9 KSAN	9 KSOL	Jazz 1.4
10 KBLX-FM	10 KFOG	10 KBLX-FM	10 KITS	10 KOIT-FM	10 KFRC	Misc 4.9
						N/T 13.0
						UC 6.0

SAN JOSE #29

Continued from Page 158

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA 2.1
1 KOME	1 KSOL	1 KOME	1 KSOL	1 KOME	1 KGO	AC 18.1
2 KSJO	2 KWSS	2 KSJO	2 KARA	2 KGO	2 KARA	AOR 10.2
3 KSOL	3 KARA	3 KGO	3 KYUU	3 KNBR	3 KLZE	BBnd 3.0
4 KYUU	4 KATD	4 KNBR	4 KWSS	4 KYUU	4 KIOI	BM/Easy 8.5
5 KWSS	5 KYUU	5 KSOL	5 KGO	5 KSJO	5 KYUU	CHR 12.7
6 KNBR	6 KMEL	6 KYUU	6 KATD	6 KARA	6 KBAY	Clas 3.1
7 KGO	7 KEZR	7 KARA	7 KIOI	7 KCBS	7 KSAN	Ctry 5.0
8 KARA	8 KSAN	8 KEZR	8 KSAN	8 KOIT-FM	8 KOIT-FM	Gold 2.5
9 KATD	9 KIOI	9 KFOG	9 KEZR	9 KEZR	9 KATD	Misc 4.3
10 KFOG	10 KOME	10 KWSS	10 KBAY	10 KLZE	10 KLOK	N/T 11.4
						Span 1.2
						UC 6.1

SEATTLE-TACOMA #17

Continued from Page 159

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC 18.3
1 KISW-FM	1 KUBE-FM	1 KZOK-FM	1 KUBE-FM	1 KIRO	1 KOMO	AOR 13.0
2 KXRX-FM	2 KMG-FM	2 KISW-FM	2 KOMO	2 KZOK-FM	2 KMPS-FM	BBnd 2.8
3 KZOK-FM	3 KNBQ-FM	3 KXRX-FM	3 KLSY-FM	3 KXRX-FM	3 KBRD-FM	BM/Easy 9.7
4 KUBE-FM	4 KLSY-FM	4 KIRO	4 KMG-FM	4 KISW-FM	4 KMG-FM	CHR 13.9
5 KIRO	5 KPLZ-FM	5 KUBE-FM	5 KNBQ-FM	5 KOMO	5 KLSY-FM	Clas
6 KPLZ-FM	6 KISW-FM	6 KVI	6 KLTZ-FM	6 KMPS-FM	6 KUBE-FM	Ctry 7.8
7 KJET	7 KCMS-FM	7 KMPS-FM	7 KPLZ-FM	7 KVI	7 KIRO	Gold 7.0
8 KEZX-FM	8 KZOK-FM	8 KEZX-FM	8 KJR	8 KUBE-FM	8 KLTZ-FM	N/T 11.4
9 KMG-FM	9 KJR	9 KOMO	9 KCMS-FM	9 KJR	9 KJR	Rel/CC 2.1
10 KVI	10 KLTZ-FM	10 KJR	10 KMPS-FM	10 KBRD-FM	10 KCMS-FM	UC 1.0

TAMPA-ST. PETERSBURG #22

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.7	16.7	16.8	17.5	18.8	1		1 WRBQ-A/F 1380 104.7	CHR	1	1	1	1	1	10/113	EASTMAN	ABC-F	22.4
10.6	12.7	11.1	13.0	9.4	2		2 WWBA 107.3	B/EZ	2	12	14	11	9	10/109	REPUBLIC		7.7
8.5	6.6	8.0	4.9	6.4	3		3 WQYK 99.5	CTRY	3	6	6	6	4	11/101	KATZ		5.4
5.2	5.8	6.9	5.7	6.0	4		4 WYNF 94.9	AOR	4	2	2	2	7	11/94	CBS SPOT	ABC-R	11.2
3.6	2.4	3.7	5.2	5.1	5		5 WNLT 95.7	AC	7	3	3	3	3	11/98	BANNER		4.2
5.7	4.4	5.9	5.1	5.0	6		6 WUSA 100.7	AC	5	8	5	4	2	13/85	MCGAVREN		4.6
3.9	2.5	3.2	4.2	4.5	7		7 WGUL-A/F 860 105.5	BBND	13	16	18	20	20	8/128	MASLA	MBS	3.0
4.1	4.1	4.4	4.7	3.8	8		8 WFLA 970	N/T	6	20	15	13	13	15/74	TORBET	NBC	3.8
4.7	4.1	2.3	4.0	3.8	9		9 WDAE 1250	BBND	11	18	20	19	15	11/100	MCGAVREN	ABC-I	1.5
3.6	3.6	3.9	3.8	3.6	10		10 WSUN 620	CTRY	10	14	16	10	10	12/90	CBS SPOT	CBS	3.5
3.9	2.4	4.2	2.9	3.5	11		11 WPDS 93.3	AC	9	11	8	7	6	13/86	TORBET		4.0
5.0	4.7	3.7	3.3	3.4	12		12 WKRL 97.9	GOLD	8	5	4	5	5	14/79	DURPETTI	NBC-S	4.1
2.7	3.0	2.3	3.3	3.3	13		13 WPLP 570	TALK	12	22	19	16	17	12/91	KATZ	MBS	2.8
2.2	2.2	2.5	3.0	2.5	14		14 WDUV 103.3	B/EZ	14	15	21	21	21	13/82	CHRISTAL	MBS	1.5
2.5	3.9	2.5	2.1	2.1	15		15 WTMP 1150	UC	15	4	7	12	12	12/90	HNWH	SHRDN	1.8
1.5	1.3	2.5	1.7	2.0	16		16 WHBO 1040	GOLD	19	23	11	8	8	9/126	BANNER		2.0
1.0	1.6	0.0	1.4	2.0	17		17 WRXB 1590	UC	20	7	9	9	11	9/126	R.A. LAZAR	NBN	1.4
0.0	0.0	0.9	1.1	1.5	18		18 WXCR 92.1	CLAS	18	13	17	17	18	13/83	CMBS	UPI	1.0
1.0	0.5	1.0	0.6	1.1	19		19 WLFF 680	BBND	21	24	23	25	24	10/105	CHRISTAL		.3

DEMOGRAPHIC RANK

FORMAT REACH

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	AC 13.6
2 WYNF	2 WNLT	2 WYNF	2 WUSA	2 WNLT	2 WUSA	AOR 6.0
3 WNLT	3 WUSA	3 WNLT	3 WNLT	3 WUSA	3 WNLT	BBnd 9.4
4 WKRL	4 WYNF	4 WKRL	4 WYNF	4 WKRL	4 WQYK	BM/Easy 11.9
5 WQYK	5 WKRL	5 WUSA	5 WQYK	5 WQYK	5 WPDS	CHR 18.8
6 WPDS	6 WTMP	6 WQYK	6 WKRL	6 WYNF	6 WKRL	Clas 1.5
7 WUSA	7 WRXB	7 WHBO	7 WPDS	7 WHBO	7 WWBA	Ctry 10.0
8 WHVE	8 WPDS	8 WPDS	8 WRXB	8 WSUN	8 WYNF	Gold 5.4
9 WHBO	9 WQYK	9 WSUN	9 WTMP	9 WPDS	9 WRXB	N/T 7.1
10 WWBA	10 WHVE	10 WWBA	10 WWBA	10 WWBA	10 WSUN	UC 4.1

WASHINGTON #9

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
7.6	8.0	8.0	7.4	7.2	1		WKYS 93.9	UC	6	6	1	1	1	11/97	EASTMAN	NBC	10.3
7.3	7.2	6.8	7.6	6.8	2		WGAY 99.5	B/EZ	8	28	15	11	4	12/94	MMR		3.2
6.8	5.8	8.0	6.0	6.0	3		WMAL 630	AC	7	17	17	14	7	13/82	KATZ	ABC-I	5.0
4.4	4.7	5.2	4.7	5.9	4		WWDC-FM 101.1	AOR	2	5	2	2	5	15/73	CHRISTAL	US1	6.4
6.8	4.4	5.5	6.8	5.6	5		WMZQ-FM 98.7	CTRY	9	14	9	4	2	13/82	CHRISTAL		5.4
4.7	4.5	6.2	5.3	5.5	6		WAVA 105.1	CHR	1	2	3	5	8	18/59	HNWH		6.9
6.1	6.5	5.8	5.9	5.3	7		WHUR 96.3	UC	5	7	4	3	3	15/70	DURPETTI		5.1
3.9	4.2	4.3	4.5	5.1	8		WDJY 100.3	UC	10	1	6	6	11	13/87	MCGAVREN	AP	7.0
3.5	4.3	3.8	3.8	4.6	9		WRQX 107.3	CHR	4	3	8	8	13	18/60	BANNER	ABC-C	5.9
4.3	4.1	3.7	4.5	4.1	10		WTOP 1500	NEWS	3	15	16	12	10	20/54	HNWH	CBS	4.3
5.3	3.8	3.2	3.3	3.7	11		WCXR 105.9	GOLD	12	8	5	7	12	16/66	MCGAVREN		5.0
3.8	3.2	3.3	3.2	3.2	12		WLTT 94.7	AC	11	12	7	9	6	20/55	CBS SPOT		2.9
1.7	1.8	1.9	3.0	3.1	13		WASH 97.1	AC	13	16	11	10	9	16/67	KATZ	US1	2.9
3.1	2.8	2.9	3.6	2.5	14		WGMS-A/F 570 103.5	CLAS	17	27	19	18	15	17/66	REPUBLIC	MBS	1.7
2.3	3.6	3.2	3.4	2.4	15		WBWW 106.7	AOR	14	4	12	16	19	21/52	TORBET		3.5
3.1	2.5	2.8	2.4	2.3	16		WWRC 980	BBND	18	22	26	23	21	13/80	MMR	NBC	2.3
1.6	2.2	2.3	1.8	2.3	17		WXTR 104.1	GOLD	15	13	14	13	14	18/60	MCGAVREN		1.5
2.7	2.5	1.7	1.5	2.4	18		WPGC-A/F 1580 95.5	UC	16	11	13	17	16	21/52	TORBET		1.7
1.3	1.3	1.1	0.8	1.9	19		WHFS 99.1	AOR	20	9	10	15	17	14/78	MASLA	MBS	1.4
1.0	1.7	1.2	1.5	1.7	20		WYCB 1340	REL	22	21	20	20	20	10/106		SHRDN	1.4
1.5	1.8	1.3	1.4	1.4	21		WMMJ 102.3	AC	19	32	18	19	18	22/49	HNWH		1.8
0.9	0.9	1.3	1.3	1.0	22		WOL 1450	UC	21	10	21	21	22	18/61	R A LAZAR	NBN	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 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	AC 13.7
2 WCXR	2 WAVA	2 WCXR	2 WHUR	2 WMZQ-FM	2 WHUR	AOR 10.2
3 WDJY	3 WHUR	3 WDJY	3 WAVA	3 WTOP	3 WGAY	BBnd 2.3
4 WKYS	4 WLTT	4 WKYS	4 WMZQ-FM	4 WKYS	4 WMZQ-FM	BM/Easy 6.8
5 WAVA	5 WRQX	5 WMZQ-FM	5 WLTT	5 WCXR	5 WLTT	CHR 10.1
6 WHUR	6 WDJY	6 WAVA	6 WRQX	6 WHUR	6 WASH	Clas 2.5
7 WHFS	7 WWDC-FM	7 WHUR	7 WASH	7 WDJY	7 WMAL	Ctry 5.6
8 WMZQ-FM	8 WASH	8 WTOP	8 WGAY	8 WMAL	8 WAVA	Gold 6.0
9 WRQX	9 WMZQ-FM	9 WHFS	9 WDJY	9 WGAY	9 WRQX	N/T 4.1
10 WBWW	10 WCXR	10 WXTR	10 WWDC-FM	10 WAVA	10 WPGC-FM	Rel/CC 1.7
						UC 21.0

AKRON #64

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	
9.0	10.2	11.5	1	WKDD 96.5	CHR	1	1	2	1	3	13/87	KATZ		
12.3	10.1	9.7	2	WMMS 100.7	CHR	2	2	1	2	2	14/75	KATZ	NBC-S	
8.9	8.9	9.3	3	WAKR 1590	AC	3	19	13	8	7	14/76	MCGAVREN	MBS	
6.1	4.4	6.4	4	WNIR 100.1	TALK	8	13	9	6	5	10/112	KATZ	CBS	
4.9	4.9	6.0	5	WMJI 105.7	AC	4	8	5	3	1	16/67	EASTMAN		
6.3	6.0	5.0	6	WONE-FM 97.5	AOR	6	6	3	4	6	13/84	MCGAVREN		
4.5	4.3	4.9	7	WLTF 106.5	AC	5	10	4	5	4	15/70	CHRISTAL	AP	
2.8	3.2	4.5	8	WQAL 104.1	B/EZ	9	14	12	14	13	12/92	CHRISTAL		
4.7	4.4	4.3	9	WDBN 94.9	B/EZ	10	9	20	18	12	12/88			
2.9	4.1	3.6	10	WDOK 102.1	B/EZ	11	17	18	12	10	14/77	MCGAVREN		

ALBANY-SCHENECTADY-TROY #52

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.4	9.1	9.4	10.8	11.1	1	WROW-FM 95.5	B/EZ	5	14	11	8	3	9/116	CHRISTAL		6.8
9.6	10.8	11.2	10.0	10.8	2	WPYX 106.5	AOR	4	3	1	1	1	12/88	MCGAVREN	ABC-R	16.4
9.6	9.4	9.5	10.8	10.7	3	WGY 810	AC	1	6	6	5	2	14/78	EASTMAN	NBC	10.2
7.7	8.0	8.9	7.8	8.4	4	WFLY 92.3	CHR	3	1	4	4	6	16/66	KATZ	ABC-C	11.7
9.4	9.0	8.0	8.5	7.8	5	WGFM 99.5	CHR	2	2	2	2	8	18/61	EASTMAN	NBC-S	9.6
7.5	6.0	6.7	6.5	6.1	6	WKLI 100.9	AC	6	4	3	3	4	13/81	BLAIR	US1	6.1
4.2	4.6	4.7	4.3	5.8	7	WGNA 107.7	CTRY	8	10	7	6	5	11/98	REPUBLIC	ABC-E	4.1
6.6	6.5	4.3	6.0	5.3	8	WQBK 1300	TALK	9	9	13	12	10	11/99	CBS SPOT	HNWH	5.3
3.6	3.6	3.2	4.5	4.0	9	WTRY 980	GOLD	7	15	8	7	7	17/62	MCGAVREN	MBS	3.6
3.9	4.4	3.4	2.5	3.7	10	WPTR 1540	CTRY	11	7	12	10	9	14/75	KATZ	US2	3.7

ALBUQUERQUE #80

SPRING '86	FALL '86	SPRING '87	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
13.4	12.9	12.7	1	KKOB 770	AC	1	10	7	3	1	11/96	MCGAVREN	ABC-I	9.5
13.6	15.1	11.0	2	KKOB-FM 93.3	AC	2	6	2	1	2	12/94	MCGAVREN		12.2
7.4	7.8	8.4	3	KFMG 107.9	AOR	5	3	1	2	4	11/102	HNWH	ABC-C	9.6
7.0	5.4	7.1	4	KRST 92.3	CTRY	4	7	4	4	3	13/81	DURPETTI		10.5
7.3	8.5	6.2	5	KNMQ 105.9	CHR	3	1	5	6	8	15/71	CHRISTAL	ABC-C	6.0
4.1	4.4	6.1	6	KZRR 94.1	AOR	6	5	3	5	5	13/84	REPUBLIC	NBC-S	5.2
5.8	5.9	5.6	7	KKJY 100.3	B/EZ	7	14	12	9	6	13/81	TORBET		3.9
2.1	2.8	4.1	8	KKSS 97.3	UC	8	2	8	11	14	17/64	TORBET		7.5
2.6	1.8	3.9	9	KIVA 105.1	CHR	9	4	6	7	16	17/64	BANNER		5.2
3.0	3.7	2.9	10	KRZY 1450	CTRY	12	15	14	14	11	13/83	DURPETTI	MBS	2.7

ALLENTOWN-BETHLEHEM #60

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
12.1	10.1	15.0	13.9	15.7	1	WFMZ 100.7	B/EZ	2	10	10	6	3	9/124	HNWH		9.8
11.5	10.3	10.3	11.3	10.9	2	WZZO 95.1	AOR	4	2	1	1	2	12/91	BANNER		10.4
11.1	11.3	9.9	10.3	9.7	3	WLEV 96.1	AC	3	6	2	2	1	14/78	KATZ		9.7
9.9	8.3	8.8	11.1	8.8	4	WQQQ 99.9	CHR	1	1	4	4	6	16/66	EASTMAN		14.6
5.6	5.4	4.8	4.0	8.0	5	WAEB-FM 104.1	CHR	5	3	3	3	4	11/97	MCGAVREN		6.3
5.8	6.0	5.6	6.4	6.5	6	WAEB 790	AC	6	9	6	5	5	12/87	MCGAVREN	ABC-I	4.2
5.1	6.3	4.8	6.1	4.6	7	WKAP 1320	BBND	7	16	22	22	9	11/96	TORBET	ABC-E	4.9
4.5	5.8	3.7	5.5	3.4	8	WEST 1400	BBND	11	20	28	13	12	9/120	KATZ	CBS	2.8
2.0	2.4	3.3	2.4	2.5	9	WYSP 94.1	GOLD	8	5	5	7	8	18/60	TORBET	ABC-R	3.9
2.0	2.6	3.1	2.6	2.2	10	WXKW 1470	CTRY	10	23	11	8	7	18/61	REPUBLIC	NBC	3.8

AUSTIN #59

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
16.2	13.0	14.6	15.2	16.7	1		KASE 100.7	CTRY	1	4	1	1	1	9/115	KATZ		14.8
0.7	0.0	0.0	7.7	9.1	2		KBTS 93.3	CHR	4	1	3	5	6	14/79	DURPETTI		10.2
7.6	4.8	6.8	8.3	8.8	3		KKMJ 95.5	AC	5	9	7	2	2	14/77	CBS SPOT		7.3
12.1	10.9	10.4	8.7	8.3	4		KLBJ-FM 93.7	AOR	3	5	2	3	5	15/70	EASTMAN		13.1
10.1	15.5	11.5	9.7	7.1	5		KEYI-A/F 1490 103.5	AC	6	6	6	4	3	17/65	TOBET		10.4
14.2	11.6	13.8	10.5	6.7	6		KHFI 98.3	CHR	2	2	4	7	7	20/54	CHRISTAL		10.1
5.7	5.4	6.8	6.2	5.5	7		KPEZ 102.3	AOR	7	8	5	6	4	15/71	HNWH		7.9
4.7	4.2	4.7	5.4	4.3	8		KLBJ 590	N/T	8	23	10	9	8	16/66	EASTMAN	CBS	3.4
0.5	5.3	3.2	3.7	3.9	9		KOKE 1370	AC	11	22	22	12	9	8/140	TORBET		1.0
0.0	0.0	0.0	0.0	3.5	10		KAPT 14.7	AC	10	3	8	8	10	12/89			1.9

BAKERSFIELD #87

SPRING '86	FALL '86	SPRING '87	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	13.0	15.1	1		KUZZ 550	CTRY	2	4	3	1	1	9/117	KATZ		
15.1	14.4	11.8	2		KKXX 107.9	CHR	1	1	1	2	3	14/77	KATZ		
8.5	9.1	8.2	3		KQXR 94.1	CHR	3	2	2	3	7	15/70	HNWH	ABC-E	
10.3	4.9	7.1	4		KGFM 101.5	B/EZ	4	31	12	6	2	12/90	MCGAVREN		
2.6	1.9	4.5	5		KLYD-FM 97.7	UC	8	5	6	5	5	11/100	TORBET	US1	
2.6	4.0	4.2	6		KLLY 95.3	AC	5	8	5	4	6	16/67	TORBET	AP	
5.0	5.6	4.0	7		KGEO 1230	GOLD	6	13	8	7	4	16/66	MCGAVREN	CBS-R	
3.7	7.2	3.5	8		KWAC 1490	SPAN	11	10	7	8	8	8/137	LOTUS		
2.1	0.0	3.2	9		KLOS 95.5	AOR	10	7	4	9	9	10/113	KATZ	ABC-R	
0.0	0.7	3.1	10		KVLI 1140	MISC	23	33	29	32	31	5/233	WESTERN	MBS	

BATON ROUGE #78

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.1	10.4	12.3	10.8	12.5	1	WFME 102.5	CHR	1	1	1	1	4	16/67	HNWH		14.4
10.3	12.7	16.1	14.7	12.4	2	WYNK-A/F 1380 101.5	CTRY	3	7	6	2	1	11/100	KATZ	ABC-E	11.0
10.4	10.3	9.8	9.4	10.4	3	WXOK 1460	UC	5	4	4	4	5	12/91	BANNER	NBC	7.7
6.6	6.0	8.8	8.3	10.1	4	KQXL 106.3	UC	6	3	2	3	6	11/101	MASLA	SHRDN	11.7
8.9	7.4	6.4	7.0	9.2	5	WKJN 103.3	CTRY	7	5	7	7	2	11/102	BANNER		9.2
11.8	10.4	8.9	11.0	9.1	6	WGGZ 98.1	CHR	2	2	3	5	7	19/58	KATZ	CBS-R	14.8
5.8	7.0	6.0	4.5	7.2	7	WQXY 100.7	AC	4	18	5	6	3	17/63	CHRISTAL		5.9
5.3	4.3	4.2	3.4	4.0	8	WJBO 1150	N/T	8	8	10	9	10	19/58	HNWH	CBS	3.4
2.7	2.8	2.4	2.8	2.1	9	KDEA 99.1	B/EZ	9	15	16	16	14	17/64			1.3
1.2	1.4	2.0	1.9	2.1	9	WCKW 92.3	AOR	13	13	8	8	8	12/93	MASLA	ABC-D	2.0

BRIDGEPORT #91

SPRING '86	FALL '86	SPRING '87	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
16.3	17.1	17.4	1	WICC 600	AC	1	5	4	4	1	12/94	CHRISTAL	
16.5	15.4	13.9	2	WEZN 99.9	B/EZ	2	18	10	5	3	10/108	KATZ	
9.8	11.4	8.8	3	WKCI 101.3	CHR	3	1	3	3	4	15/74	MCGAVREN	
3.4	7.0	8.0	4	WEBE 107.9	AC	4	10	2	1	2	13/84	BANNER	
7.0	6.4	7.7	5	WPLR 99.1	AOR	5	3	1	2	5	13/87	DURPETTI	
4.2	3.1	3.9	6	WCBS 880	NEWS	6	29	15	10	8	19/58	CBS	CBS
3.4	3.1	3.1	7	WNBC 660	AC	7	23	8	6	6	19/56	HNWH	NBC
0.4	0.7	2.4	8	WDRG-FM 102.9	GOLD	9	9	7	7	7	15/72	MCGAVREN	
1.0	1.6	2.4	8	WQHT 103.5	CHR	12	4	6	9	12	11/95	DURPETTI	
2.4	2.5	2.2	10	WRKI 95.1	AOR	8	7	5	8	9	19/57	KATZ	NBC-S

CHARLESTON #85

SPRING '86	FALL '86	SPRING '87	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
10.9	13.5	11.9	1	WEZL 103.5	CTRY	3	18	8	1	1	9/121	BANNER	MBS	12.6
6.0	8.6	10.9	2	WKQB 107.5	CHR	1	1	2	2	8	12/87	REPUBLIC		14.0
9.0	11.9	9.7	3	WWWZ 93.5	UC	4	3	1	3	4	11/101	HNWH	SHRDN	11.6
11.3	10.0	7.6	4	WSSX 95.1	CHR	2	2	3	4	9	16/67	KATZ		11.0
9.3	7.4	7.1	5	WPAL 730	UC	8	5	7	8	5	10/114		ABC-D	3.7
7.5	6.1	6.4	6	WXTC 96.9	AC	5	9	5	6	3	15/75	MCGAVREN	CBS-R	5.5
6.2	4.1	6.4	6	WDXZ 104.5	B/EZ	9	14	13	9	7	9/122	EASTMAN	CBS	3.9
4.7	5.2	6.3	8	WXLY 102.5	GOLD	6	6	6	5	2	14/78	TORBET	US1	7.1
6.0	2.7	5.6	9	WAVF 96.1	AOR	7	8	4	7	6	13/87	MMR	US1	6.4
2.3	3.3	2.9	10	WWDM 101.3	UC	12	4	10	11	14	10/107	HNWH	ABC-F	3.0

CHATTANOOGA #95

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
19.6	20.6	19.3	17.4	17.4	1	WSKZ 106.5	CHR	1	1	1	1	2	10/106	CHRISTAL		23.0
16.7	10.8	10.2	11.0	11.8	2	WUSY 100.7	CTRY	2	5	3	3	1	11/102	MCGAVREN	US2	13.5
8.7	9.2	9.5	9.8	9.9	3	WDEF-FM 92.3	B/EZ	5	9	9	8	5	12/94	KATZ	ABC-D	7.2
3.3	5.0	2.4	10.0	9.4	4	WLMX 105.5	AC	3	4	2	2	3	13/82	CHRISTAL		16.1
9.0	11.1	10.9	10.0	8.7	5	WDOD-FM 96.5	CTRY	4	14	6	4	4	13/82	BANNER	ABC-E	8.9
4.5	9.1	6.2	5.4	6.4	6	WJTT 94.3	UC	6	2	4	6	8	13/86	HNWH	CBS-R	6.1
1.7	3.6	4.5	3.9	6.1	7	WNOO-FM 102.3	UC	8	3	5	5	7	9/124	MASLA		6.1
2.2	2.8	5.3	6.4	5.4	8	WNOO 1260	GOLD	9	6	7	7	6	9/115	MASLA	SHRDN	2.9
3.7	5.9	6.2	6.1	4.6	9	WDEF 1370	AC	7	13	15	12	10	13/86	KATZ	CBS	3.4
4.4	1.7	4.1	3.4	3.0	10	WDOD 1310	CTRY	10	15	12	11	12	15/70	BANNER	ABC-E	2.7

COASTAL NORTH CAROLINA #86

SPRING '86	FALL '86	SPRING '87	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	4.9	24.5	①	WIKS 101.9	UC	①	①	①	①	①	7/160	HNWH	MBS	
7.9	11.2	12.4	2	WDLX 93.3	CHR	2	2	2	2	5	11/94	KATZ	ABC-F	
10.9	12.0	12.4	2	WRNS 95.1	CTRY	3	6	4	3	2	9/125	MCGAVREN		
7.7	7.0	6.9	4	WZYC 101.3	AOR	5	3	3	4	4	12/93	MCGAVREN	UPI	
10.3	7.8	6.3	5	WNCT 107.9	B/EZ	6	20	11	8	6	12/88	EASTMAN	US2	
7.3	5.9	5.7	6	WSFL-FM 106.5	AC	4	7	5	5	3	15/71	TORBET	US1	
2.5	1.6	3.2	7	WXQR 105.5	AOR	9	8	6	6	8	11/100	MARKET 4	NBC-S	
10.1	11.7	2.9	8	WQDW 97.7	UC	7	4	8	9	11	21/51	MASLA	SBN	
3.9	2.8	2.3	9	WRDU 106.1	AOR	11	17	7	7	9	14/76	MMR	NBC-S	
2.4	1.4	2.0	10	WRAL 101.5	AC	8	16	9	10	7	22/49	KATZ		

COLUMBIA, SC #92

SPRING '86	FALL '86	SPRING '87	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
14.3	15.7	18.9	①	WWDM 101.3	UC	3	①	①	①	2	7/165	HNWH	ABC-F	18.4
14.2	16.8	17.8	2	WCOS-FM 97.9	CTRY	①	5	4	2	①	9/124	MCGAVREN	ABC-I	14.0
3.2	2.6	9.5	3	WMFX 102.3	AOR	4	4	2	3	3	10/111	DURPETTI		9.1
12.2	13.9	8.4	4	WNOK 104.7	CHR	2	2	3	4	7	16/68	KATZ	ABC-R	11.4
5.9	5.1	6.8	5	WCEZ 93.5	B/EZ	8	7	9	8	6	10/105	BANNER		5.2
8.7	6.0	5.3	6	WMMC 103.1	CHR	5	3	5	7	8	16/69	EASTMAN		7.3
3.7	4.7	5.2	7	WSCQ 100.1	AC	9	11	6	5	4	13/81	TORBET	CBS-R	3.2
5.9	4.9	4.6	8	WTCB 106.7	AC	6	8	7	6	5	17/63	CHRISTAL	AP	4.5
5.5	5.9	4.6	8	WVOC 560	N/T	7	9	11	10	10	16/68	BANNER	CBS	3.7
6.2	4.4	4.3	10	WOIC 1320	UC	10	6	8	9	9	14/80	EASTMAN	NBC	6.2

EL PASO #79

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
17.8	16.9	15.8	12.4	11.6	1	KEZB-FM 93.9	CHR	1	1	3	3	2	16/67	CHRISTAL	ABC-F
12.4	11.6	11.7	11.3	10.7	2	KLAQ 95.5	AOR	3	3	1	1	4	12/91	HNWH	NBC-S
6.4	8.9	9.5	9.3	8.7	3	KHEY-FM 96.3	CTRY	4	13	2	2	3	12/88	KATZ	
6.7	7.4	7.4	6.4	8.4	4	KTSM-FM 99.9	B/EZ	5	7	12	8	5	10/106	HNWH	
9.8	10.9	11.6	11.8	7.4	5	KAMZ 93.1	CHR	2	2	4	5	9	19/58	EASTMAN	
3.0	4.3	3.7	5.3	5.8	6	KOFX 92.3	GOLD	8	8	6	4	1	13/86	MCGAVREN	US1
5.4	5.1	5.8	6.0	5.4	7	KAMA 750	SPAN	9	18	9	9	8	13/86	CABALLERO	
3.5	2.6	2.2	4.1	5.4	7	KTSM 1380	N/T	12	19	16	13	12	9/116	HNWH	NBC
4.9	4.0	3.0	5.0	4.9	9	KLTO 94.7	GOLD	6	6	5	6	7	16/70	TORBET	
3.8	4.2	3.7	4.8	4.8	10	KROD 600	GOLD	10	9	11	7	6	13/83	HNWH	

FLINT #99

SPRING '86	FALL '86	SPRING '87	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
1.7	10.1	18.9	1	WIOG 102.5	CHR	1	1	1	2	3	11/100	KATZ	ABC-C
14.5	12.0	16.0	2	WDZZ 92.7	UC	3	2	3	3	2	8/132	HNWH	
19.4	16.8	15.5	3	WCRZ 107.9	AC	2	4	2	1	1	12/93	KATZ	ABC-F
8.0	5.1	7.8	4	WJR 760	MISC	5	14	10	9	8	14/79	EASTMAN	ABC-I
12.6	8.8	7.5	5	WWCK-FM 105.5	AOR	4	3	4	4	4	16/69	MCGAVREN	NBC
4.9	6.2	5.2	6	WKMF 1470	CTRY	7	12	6	6	5	13/83	KATZ	ABC-E
1.7	3.0	4.8	7	WFDF 910	AC	8	15	17	8	7	12/88	HNWH	CBS
7.2	5.8	3.9	8	WTRX 1330	AC	6	10	5	5	6	20/56	CHRISTAL	ABC-I
1.4	2.1	3.0	9	WKCO 998.1	CTRY	9	11	8	7	9	17/64	CHRISTAL	ABC-D
3.7	3.9	2.0	10	WWWS 107.1	UC	10	5	9	10	10	22/48	MASLA	SBN

FRESNO #73

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
6.9	5.5	8.5	7.5	8.4	1		KMGX 103.7	CHR	2	1	2	2	6	13/83	CHRISTAL		10.9
6.6	7.7	9.3	7.9	8.1	2		KMJ 580	N/T	3	15	13	10	5	13/80	KATZ	ABC-I	6.5
9.2	6.2	6.8	7.6	7.8	3		KYNO-FM 95.7	CHR	1	2	4	3	2	16/66	BANNER		11.5
6.0	6.6	4.0	5.1	6.3	4		KNAX 97.9	CTRY	7	11	7	5	1	12/88	KATZ	ABC-E	5.7
7.3	9.5	6.5	5.3	6.1	5		KKDJ 105.9	AOR	6	7	1	1	3	13/83	DURPETTI		10.5
4.6	5.8	6.5	5.7	5.3	6		KOJY 98.9	B/EZ	9	14	17	16	12	12/93	MMR		4.9
4.3	3.0	5.5	6.2	4.8	7		KFIG-A/F 1430 101.1	AC	4	4	5	6	11	13/82	DURPETTI		3.8
0.5	0.0	3.3	6.1	4.6	8		KCLQ 107.5	GOLD	10	22	3	4	4	13/82	REPUBLIC		7.5
5.1	4.6	3.4	4.6	4.3	8		KBOS 94.9	CHR	5	3	6	8	16	19/58	TORBET	ABC-F	4.9
2.3	2.1	3.7	3.4	3.8	10		KFRE-FM 101.9	CTRY	11	10	11	11	7	14/78	HNWH		3.1

GRAND RAPIDS #65

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
9.2	11.6	8.8	10.0	10.6	1		WKLQ 94.5	CHR	1	1	3	4	6	15/71	EASTMAN		12.4
10.3	11.1	10.6	12.3	10.6	1		WOOD-FM 105.7	B/EZ	2	12	7	6	5	15/74	KATZ	NBC	7.7
7.9	8.7	8.3	5.7	10.1	3		WCUZ-FM 101.3	CTRY	4	9	4	3	1	12/91	CHRISTAL	ABC-E	7.5
11.0	8.3	9.1	8.6	9.7	4		WLAV-FM 96.9	AOR	5	4	1	1	3	12/88	MMR	NBC-S	12.2
8.6	7.2	7.6	8.1	9.5	5		WOOD 1300	AC	7	8	10	8	4	11/95	KATZ	NBC	7.0
6.4	6.5	5.8	7.3	7.9	6		WLHT 95.7	AC	6	7	2	2	2	15/74	REPUBLIC		6.3
5.2	5.6	5.9	7.5	5.8	7		WGRD 97.9	CHR	3	2	5	5	8	22/49	BANNER	ABC-C	9.9
5.4	3.7	5.0	5.1	5.8	7		WMUS-FM 106.9	CTRY	8	11	6	7	7	13/83	HNWH		4.0
3.5	2.9	4.0	3.5	3.1	9		WFUR 102.9	REL	9	21	17	14	13	19/56			1.5
5.0	3.9	2.5	2.1	2.8	10		WCUZ 1230	CTRY	10	27	13	13	9	21/52	CHRISTAL	ABC-I	2.3

GREENVILLE-SPARTANBURG, SC #66

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	14.1	17.4	14.6	16.1	1	WESC-A/F 660 92.5	CTRY	1	9	6	2	2	10/109	BANNER	ABC-E
19.4	12.0	15.9	11.7	14.0	2	WFBC-FM 93.7	AC	2	5	1	1	1	12/94	KATZ	
11.4	7.7	9.5	9.5	10.0	3	WSSL-A/F 1440 100.5	CTRY	5	6	3	3	3	11/100	TORBET	MBS
7.2	9.9	6.0	6.8	9.6	4	WHYZ 107.0	UC	7	3	2	4	4	7/166	HNWH	SHRDN
6.3	7.0	8.0	8.1	7.6	5	WCKN 101.1	CHR	4	1	4	5	5	16/68		ABC-C
7.0	8.8	9.0	7.9	7.0	6	WSPA-FM 98.9	B/EZ	6	22	12	8	6	13/84	MCGAVREN	
5.7	6.7	4.9	7.8	6.3	7	WANS 107.3	CHR	3	2	5	6	7	19/56	CHRISTAL	US1
1.4	2.0	1.7	2.2	2.9	8	WBCY 107.9	CHR	8	7	7	7	9	17/63	BANNER	
3.9	2.6	2.6	3.9	2.8	9	WORD 91.0	AC	10	12	11	9	8	15/72	MASLA	UPI
3.4	4.2	2.6	2.8	2.2	10	WKSF 99.9	CHR	9	4	10	12	14	23/48	MCGAVREN	

HARRISBURG-LEBANON-CARLISE #72

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
14.0	20.5	19.1	16.7	19.4	1	WNNK 104.1	CHR	1	1	1	1	1	10/109	MCGAVREN	AP
10.1	8.5	6.8	8.1	8.3	2	WHP-FM 97.3	B/EZ	2	15	10	4	3	12/92	KATZ	ABC-D
7.5	8.2	8.6	10.9	8.0	3	WRKZ 106.7	CTRY	3	6	6	3	4	12/94	MCGAVREN	ABC-E
4.4	4.8	5.8	4.9	5.9	4	WSFM 99.3	AC	6	8	3	2	2	12/90	EASTMAN	US1
5.9	4.9	6.8	6.4	5.5	5	WHP 58.0	AC	4	22	17	13	10	15/72	KATZ	ABC-D
4.7	3.0	3.8	3.0	5.1	6	WQXA 105.7	CHR	5	2	4	6	7	15/72	KATZ	ABC-C
4.1	5.6	4.4	5.3	4.4	7	WTPA 93.5	AOR	7	3	2	5	6	14/75	REPUBLIC	ABC-R
4.9	7.0	6.6	3.3	4.3	8	WHYL-A/F 960 102.3	CTRY	9	19	9	9	9	13/84	HNWH	AP
3.4	2.7	3.6	2.7	3.6	9	WCMB 146.0	GOLD	12	23	8	7	5	11/101	EASTMAN	US2
3.8	3.2	2.9	3.7	3.0	10	WHTF 92.7	AOR	10	9	5	8	8	15/73	BANNER	NBC-S

HONOLULU #55

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
13.3	15.2	15.2	15.2	14.0	1	1	KQMQ-A/F 690 93.1	CHR	1	1	1	1	3	15/75	CHRISTAL	US1
14.2	12.0	13.2	10.9	14.0	2	2	KSSK 590.1	AC	2	9	7	2	1	11/98	EASTMAN	
11.5	10.7	10.5	11.4	10.2	3	3	KUMU-A/F 1500 94.7	B/EZ	5	6	9	5	2	10/107	TORBET	
8.0	11.0	10.3	10.7	8.0	4	4	KMAI 93.9	CHR	4	2	4	8	9	16/69	KATZ	
7.1	8.8	7.7	6.6	7.8	5	5	KULA 92.3	AC	3	7	2	3	4	17/63	EASTMAN	
7.0	7.6	10.1	7.2	6.6	6	6	KPOI 97.5	AOR	6	3	3	4	7	13/81	REPUBLIC	
2.5	2.4	2.3	4.6	6.3	7	7	KIKI 830	GOLD	8	5	6	6	5	13/86	KATZ	
4.5	4.4	5.4	5.2	5.9	8	8	KRTR 96.3	AC	7	8	5	7	6	15/73	TORBET	
5.1	4.8	3.9	4.0	4.6	9	9	KCCN 1420	MISC	11	10	12	10	8	13/84	TORBET	
3.8	3.9	3.6	4.9	4.5	10	10	KGU 760	N/T	10	17	14	14	14	13/81	BANNER	CBS

JACKSONVILLE #53

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
16.6	21.6	22.5	23.1	16.5	1	1	WAPE-A/F 690 95.1	CHR	1	1	1	1	3	12/94	CHRISTAL	ABC-R	28.8
9.4	8.1	8.7	11.0	11.0	2	2	WQIK-A/F 1320 99.1	CTRY	2	9	5	4	1	10/114	MCGAVREN	ABC-E	10.3
5.1	4.8	7.4	6.6	9.2	3	3	WAIV 96.9	AC	3	6	3	3	2	11/98	EASTMAN		5.9
9.8	7.9	5.3	6.7	9.2	3	3	WFYV 104.5	AOR	5	2	2	2	4	9/126	MCGAVREN	NBC	11.5
3.5	2.9	2.2	2.5	5.8	5	5	WCGL 1360	REL	11	20	6	7	7	5/199	ATS	SHRDN	1.2
9.9	8.6	7.1	7.1	5.2	6	6	WIVY 102.9	AC	4	7	4	5	5	19/57	TORBET	AP	6.6
5.6	4.1	3.6	3.2	4.6	7	7	WCRJ 107.3	CTRY	7	10	7	6	6	11/95	SOUTHERN		4.7
2.0	3.8	3.9	4.1	3.3	8	8	WZAZ 1400	UC	10	17	8	8	8	10/108	ROSLIN	SHRDN	2.4
0.3	2.1	1.3	2.1	2.9	9	9	WPDQ 92.7	UC	9	3	9	9	10	12/90	MASLA		2.4
0.0	0.0	0.0	0.0	2.3	10	10	WEJZ 96.1	B/EZ	6	8	10	10	9	25/43	CHRISTAL		--
2.1	1.9	3.6	3.3	2.3	10	10	WOKV 600	TALK	8	21	16	15	15	18/59	EASTMAN	ABC-T	2.2

JOHNSON CITY-KINGSPORT-BRISTOL #90

SPRING '86	FALL '86	SPRING '87	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
19.1	19.5	25.2	1	WQUT 101.5	CHR	1	1	1	1	2	10/114	KATZ	US1	31.1
18.9	18.4	17.2	2	WXBQ 96.9	CTRY	2	4	3	2	1	11/99	MCGAVREN	ABC-I	17.3
13.4	13.2	14.1	3	WTFM 98.5	AC	3	3	2	3	3	12/90	REPUBLIC	ABC-E	14.9
5.6	7.7	7.6	4	WJCW 910	CTRY	4	8	7	5	5	13/85	KATZ	CBS	4.2
3.1	1.6	5.3	5	WUSJ 99.3	CTRY	5	11	4	4	4	9/118		CBS-R	3.1
5.4	3.9	3.4	6	WZXY 104.9	CHR	6	2	5	7	18	14/79	TORBET	ABC-C	4.1
1.2	1.3	1.9	7	WMCH 1260	REL	12	25	17	15	14	11/96			.8
0.7	1.6	1.7	8	WFHG 980	CHR	7	9	8	9	10	25/44	MCGAVREN	ABC-D	1.5
3.0	1.4	1.7	8	WKPT 1400	AC	9	14	15	11	7	19/58	REPUBLIC	ABC-E	3.2
1.6	0.9	1.7	8	WIKQ 94.9	AC	10	13	6	6	6	17/65	TN SPOT		1.0

KNOXVILLE #67

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
30.3	31.8	31.1	36.2	37.1	1	WIVK-A/F 850 107.7	CTRY	1	5	2	1	1	7/147	KATZ	ABC-E	34.4
13.5	16.5	16.5	14.0	15.5	2	WIMZ-A/F 1240 103.5	AOR	2	2	1	2	2	11/100	BANNER	NBC-S	18.5
12.7	12.7	11.6	10.6	10.2	3	WEZK 97.5	B/EZ	5	11	6	5	4	10/104	CHRISTAL	B/EZ	7.3
9.9	10.0	11.2	9.3	8.0	4	WMYU 102.1	AC	3	4	3	3	3	17/64	MCGAVREN	US1	10.8
8.2	6.9	6.2	7.4	7.9	5	WOKI 100.3	CHR	4	1	4	4	5	15/74	TORBET	ABC-F	8.0
1.5	0.6	0.7	1.8	2.7	6	WTNZ 95.3	CHR	8	3	7	8	10	16/69	EASTMAN	US2	2.3
4.1	4.9	2.1	2.0	2.7	6	WKGN 1340	UC	9	6	5	6	7	10/106	ROSLIN	MBS	3.4
2.4	1.8	2.6	2.4	1.7	8	WNOX 990	CTRY	6	10	10	9	8	29/38	EASTMAN	CBS	1.9
2.7	1.8	1.9	2.4	1.7	8	WRJZ 620	REL	10	12	9	10	9	14/79		ABC-D	1.4
2.2	.9	1.5	1.2	1.6	10	WSEV 930	CTRY	12	13	12	13	11	8/98			.3

LANSING-EAST LANSING #98

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.2	18.6	27.1	1	WVIC-A/F 730 94.9	CHR	1	1	1	1	1	11/102	KATZ		26.9
12.1	13.2	13.8	2	WITL-FM 100.7	CTRY	2	7	4	2	2	9/118	MCGAVREN	ABC-E	13.0
6.8	7.2	8.1	3	WFMK 99.1	AC	3	4	2	3	3	14/79	REPUBLIC		4.3
5.4	6.0	6.6	4	WJIM-FM 97.5	B/EZ	8	14	22	10	6	12/91	TORBET	NBC	4.7
9.0	6.1	5.4	5	WMMQ 92.7	GOLD	4	11	3	4	5	20/55	HNWH	NBC-S	6.4
5.4	6.3	5.2	6	WIBM 94.1	GOLD	6	6	5	5	4	17/63	MMR	US2	3.1
6.1	4.3	4.4	7	WJR 760	MISC	7	15	12	9	7	18/61	EASTMAN	ABC-I	4.7
7.5	6.9	3.9	8	WLNZ 92.1	AOR	9	3	6	6	9	19/57	MMR		5.1
3.2	3.1	3.9	8	WILS-FM 101.7	AC	10	5	8	7	8	18/59	BANNER	US1	3.9
6.3	6.1	3.5	10	WJXQ 106.1	AOR	5	2	7	8	12	27/41	CHRISTAL	ABC-C	3.9

LAS VEGAS #74

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
13.2	10.9	12.2	10.6	12.4	1	KXTZ 94.1	B/EZ	4	16	9	5	3	8/130	DURPETTI		6.2
9.9	9.1	10.9	9.1	11.2	2	KLUC 98.5	CHR	1	1	1	2	4	14/78	MCGAVREN	ABC-C	13.8
7.6	9.0	10.8	6.4	10.1	3	KMZQ 100.5	AC	3	4	3	1	1	11/102	REPUBLIC		5.9
7.5	6.5	6.9	8.5	8.5	4	KOMP 92.3	AOR	2	3	2	3	5	14/80	CHRISTAL		17.2
10.1	10.5	9.3	10.8	7.9	5	KFMS-A/F 1410 101.9	CTRY	6	10	6	4	2	12/93	KATZ		10.4
4.4	7.4	6.2	5.2	6.1	6	KYRK 97.1	CHR	5	2	4	6	9	16/68	MMR		7.3
5.4	4.4	4.3	6.1	4.6	7	KORK 920	BBND	12	17	18	16	13	8/135	MMR	NBC	2.5
9.0	7.0	6.6	3.6	3.6	8	KKLZ 96.3	GOLD	9	7	5	7	6	15/72	BANNER		3.8
2.2	2.0	2.8	3.1	3.2	9	KLSQ 95.5	AC	8	8	7	8	8	17/62	TORBET		2.1
3.7	3.9	3.8	3.9	3.1	10	KDWN 720	N/T	7	13	15	12	11	19/57	BANNER		2.9
1.0	1.8	2.7	4.5	3.1	10	KEYV 93.1	AC	10	6	8	9	7	14/78	HNWH		2.0

LITTLE ROCK #84

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.7	15.9	15.5	1	KSSN 95.7	CTRY	2	6	3	1	1	10/105	KATZ	ABC-E	14.1
10.3	12.3	11.2	2	KZOU 98.5	CHR	3	1	2	3	5	13/86	CHRISTAL		17.2
11.6	12.6	11.4	3	KEZQ-A/F 1150 100.3	B/EZ	4	11	12	7	2	10/108	MMR	ABC-D	7.1
8.7	4.8	9.0	4	KMJX 105.1	AOR	6	9	1	2	6	10/107	HNWH	ABC-R	10.7
11.7	9.6	8.4	5	KKYK 103.7	CHR	1	2	4	4	4	19/56	BANNER		12.4
7.5	6.5	6.1	6	KARN 920	N/T	7	16	13	8	7	13/84	BANNER	CBS	5.0
3.2	5.1	6.1	6	KWTD 106.3	UC	9	3	6	6	8	11/100	ROSLIN	MBS	4.0
5.3	4.9	5.5	8	KHLT 94.1	AC	5	8	5	5	3	17/63	MCGAVREN	US1	5.8
6.3	8.0	5.2	9	KOKY 1250	UC	8	4	7	9	9	15/75	CHRISTAL		5.2
4.0	4.5	3.1	10	KLRA 1010	CTRY	10	17	11	13	11	17/63	MCGAVREN	NBC	2.1

McALLEN-BROWNSVILLE #77

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
19.5	19.4	19.0	16.8	17.6	1	KGBT 1530	SPAN	1	7	5	2	1	9/118	KATZ		
11.7	12.4	14.0	10.8	11.0	2	KBFM 104.1	CHR	2	1	2	3	5	15/74	CHRISTAL	ABC-F	
7.6	7.9	7.8	8.1	11.0	2	KIWW 96.1	SPAN	3	5	1	1	2	10/107	MCGAVREN		
6.4	6.3	6.5	5.6	7.9	4	KTXF 100.3	CTRY	6	8	3	4	4	10/105	EASTMAN	ABC-E	
8.7	7.9	8.1	8.0	7.3	5	KRGV 1290	CHR	4	2	6	7	7	13/81	BANNER	US1	
6.3	5.8	7.8	6.3	6.9	6	KELT 94.5	AC	5	6	4	5	3	13/85	KATZ		
6.1	6.6	3.6	4.6	5.6	7	KVLY 107.9	B/EZ	9	13	16	11	9	9/122	HNWH		
4.8	6.5	4.5	6.1	5.3	8	KRIX 99.5	AOR	7	3	7	6	11	14/75	MMR	ABC-R	
3.6	4.0	3.2	3.4	5.0	9	KIRT 1580	SPAN	10	12	10	8	6	8/134	CABALLERO		
6.3	6.6	4.7	6.0	3.6	10	KQXX 98.5	SPAN	8	9	8	9	10	16/68	CABALLERO		
2.1	1.1	1.7	4.9	3.6	10	KBOR 1600	BBND	11	10	9	10	8	11/99	LOTUS		

MOBILE #89

SPRING '86	FALL '86	SPRING '87	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
23.7	17.9	19.3	①	WKSJ-FM 94.9	CTRY	2	6	3	2	①	8/129	BANNER	ABC-E	18.9
14.3	17.2	17.4	2	WABB-FM 97.5	CHR	①	①	①	①	3	11/102	CHRISTAL	ABC-F	21.1
17.0	13.9	14.3	3	WBLX 92.9	UC	3	2	2	3	2	8/133	HNWH	US1	20.3
9.7	7.9	7.8	4	WGOK 900	UC	5	3	7	6	6	10/108	ROSLIN	SHRDN	5.9
5.8	6.1	4.5	5	WKRK 710	N/T	8	14	10	9	9	13/83	KATZ	CBS	3.7
2.7	3.1	4.1	6	WZEW 92.1	AOR	10	4	4	5	8	10/112	MASLA	ABC-R	4.0
2.7	3.3	4.0	7	WDLT 98.3	AC	7	23	6	4	4	15/72	ROSLIN	TRNSTR	3.7
2.3	4.2	4.0	7	WKRK-FM 99.9	AC	4	5	8	7	5	21/51	KATZ	MBS	3.9
0.0	0.0	3.7	9	WAVH 96.9	AC	9	13	17	15	13	12/89	MASLA		--
4.2	3.6	3.4	10	WIZD 104.1	AC	6	7	5	8	7	21/52	REPUBLIC	CNN	2.7

MORRISTOWN #94

SPRING '86	SPRING '87	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	
6.7	9.4	①	WHTZ 100.3	CHR	2		2	2	2	15/72	EASTMAN		
4.5	9.0	2	WOR 710	TALK	5		11	13	14	10/108	REPUBLIC	US2	
4.5	7.8	3	WNEW-FM 102.7	AOR	3	NO TEEN DEMOS	①	①	①	10/71	KATZ	NBC-S	
10.3	7.6	4	WPAT-FM 93.1	B/EZ	8		19	10	6	9/116	CHRISTAL		
11.0	7.1	5	WPLJ 95.5	CHR	1		4	5	11	20/54	BANNER	ABC-R	
4.3	6.0	6	WLTW 106.7	AC	4		8	9	4	15/71	MMR		
7.7	6.3	7	WXRK 92.3	AOR	6		3	3	5	15/71	TORBET	ABC-R	
4.1	5.3	8	WCBS-FM 101.1	GOLD	9		10	4	3	13/86	CBS SPOT	CBS-R	
4.6	3.9	9	WYNY 97.1	AC	7		6	6	7	20/55	HNWH		
3.6	3.7	10	WDHA 105.5	AOR	10		5	7	9	17/63	GROSKIN		

NEW BEDFORD - FALL RIVER #83

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.7	9.5	9.1	1	WPRO-FM 92.3	CHR	1		2	2	2	16/67	BANNER	ABC-C	10.0
7.3	4.1	8.8	2	WMYS 98.1	AC	4		3	3	1	10/110	TORBET		4.4
6.6	6.4	8.6	3	WLKW 101.5	B/EZ	3	NO TEEN DEMOS	13	10	5	12/92	CHRISTAL	ABC-D	6.1
9.3	10.2	8.4	4	WHJY 94.1	AOR	2		1	1	3	15/73	KATZ	ABC-R	15.3
3.7	6.3	6.2	5	WBSM 1420	N/T	5		23	17	11	11/101	CHRISTAL	NBC	6.3
2.6	2.2	4.5	6	WSNE 93.3	AC	6		4	4	4	13/81	EASTMAN	ABC-E	1.1
4.2	5.3	4.5	6	WBZ 1030	AC	13		21	13	9	10/112	GROUP W	ABC-I	5.2
0.7	3.1	3.5	8	WNBH 1340	AC	8		18	14	13	17/65	TORBET	ABC-E	3.8
0.8	1.2	3.4	9	WBRU 95.5	AOR	10		5	5	7	16/69	MMR	NBC-S	2.7
4.9	3.8	3.1	10	WWLI 105.1	AC	7		12	6	6	19/57	MCGAVREN	TRNSTR	3.8

NEW HAVEN - MERIDEN #81

SPRING '86	FALL '86	SPRING '87	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	13.2	11.8	1	WKCI 101.3	CHR	1	1	2	1	1	15/74	MCGAVREN		12.4
10.7	8.3	10.6	2	WELI 960	AC	2	12	10	4	4	12/87	BANNER		8.1
6.6	6.4	8.4	3	WPLR 99.1	AOR	3	3	1	2	5	12/88	DURPETTI		11.3
4.2	5.3	7.3	4	WEZN 99.9	B/EZ	6	21	18	10	3	12/91	KATZ		2.8
3.1	4.7	6.3	5	WDRG-FM 102.9	GOLD	4	7	3	3	2	15/71	MCGAVREN		7.6
5.2	6.3	5.6	6	WAVZ 1300	BBND	7	16	15	15	12	13/84	MCGAVREN	ABC-I	3.9
4.1	5.0	5.4	7	WKSS 95.7	CHR	5	2	4	5	10	18/61	MMR		8.1
2.9	3.7	5.3	8	WRCH 100.5	B/EZ	10	14	12	13	11	10/109	TORBET	ABC-D	2.8
3.3	4.4	3.8	9	WIOF 104.1	AC	8	10	6	6	7	15/72	EASTMAN	CBS-R	2.4
2.6	2.6	3.0	10	WNBC 660	AC	14	23	13	9	6	13/86	HNWH	NBC	1.9
4.6	3.9	3.0	10	WNHC 1340	UC	16	4	9	11	15	12/91	SAVALLI	SHRDN	4.1

OMAHA-COUNCIL BLUFFS #69

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.6	19.8	24.0	19.6	20.5	1	KFAB 1110	AC	1	5	6	5	1	11/102	CHRISTAL	NBC	18.6
14.9	16.0	12.8	12.3	13.5	2	KEZO 92.3	AOR	4	3	1	1	2	10/112	HNWH	ABC-R	19.7
7.5	9.9	9.8	11.5	11.2	3	KGOR 99.9	AC	3	2	3	2	4	15/72	CHRISTAL	NBC	12.0
12.8	12.8	12.0	12.0	10.9	4	KQKQ 98.5	CHR	2	1	2	4	6	16/67	EASTMAN	ABG-F	15.6
4.7	5.2	5.8	6.6	8.7	5	KEFM 96.1	AC	5	4	4	3	3	13/86	MCGAVREN		5.7
7.2	6.4	5.5	8.9	6.7	6	KESY-FM 104.5	B/EZ	6	8	10	8	8	13/81	MCGAVREN		2.9
5.9	7.5	6.4	7.4	5.4	7	WOW-FM 94.1	CTRY	7	11	7	7	5	16/69	TORBET	ABC-E	7.1
4.1	3.2	3.3	2.6	4.6	8	KOIL 1290	GOLD	8	6	5	6	7	17/63	TORBET	US1	3.4
6.7	5.2	5.0	5.3	4.5	9	WOW 590	CTRY	9	10	11	9	9	17/62	TORBET	ABC-I	4.4
1.4	1.1	0.6	2.4	1.6	10	KBWH 106.3	UC	14	7	8	10	13	8/129	MASLA		2.7

ORLANDO #51

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.2	7.0	8.9	9.2	12.8	1	WWKA 92.3	CTRY	4	4	4	1	1	9/124	KATZ		10.5
9.5	11.0	9.8	11.8	11.7	2	WSSP 104.1	B/EZ	3	16	14	12	6	10/110	CHRISTAL		8.9
7.2	10.5	10.0	9.6	9.8	3	WBJW-A/F 950 105.1	CHR	1	1	1	2	5	17/64	BANNER	ABC-C	11.2
10.6	7.6	8.1	8.1	8.2	4	WHLY 106.7	CHR	2	2	2	3	7	17/64	DURPETTI		9.3
7.2	7.4	7.5	6.7	7.1	5	WDBO 580	AC	6	12	12	10	8	11/96	KATZ	ABC-I	5.5
9.9	6.3	7.2	7.6	5.8	6	WSTF 101.1	AC	5	6	6	4	2	17/65	REPUBLIC		7.1
6.7	4.8	4.4	5.0	5.8	6	WJYO 107.7	AC	8	9	8	7	3	13/81	MCGAVREN		4.0
8.1	8.7	7.9	7.8	5.1	8	WDIZ 100.3	AOR	7	3	3	6	9	15/71	MMR	ABC-R	9.1
1.9	2.5	3.2	4.1	4.7	9	WOCL 105.9	AC	9	8	7	5	4	14/77	CHRISTAL		5.7
4.0	5.1	3.4	3.8	4.7	9	WKIS 740	N/T	11	17	13	14	14	11/98	EASTMAN	NBC	1.9

RALEIGH-DURHAM #62

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
7.7	6.9	10.0	9.1	9.0	1	WPTF 680	AC	3	12	14	11	7	12/92	MCGAVREN	ABC-I	5.8
7.1	6.3	5.5	7.3	8.1	2	WQDR 94.7	CTRY	7	8	6	4	2	11/97	MCGAVREN	ABC-E	7.2
6.9	7.0	5.2	7.2	7.9	3	WRDU 106.1	AOR	4	4	1	1	3	13/83	MMR	NBC-S	9.4
9.9	9.8	11.5	8.9	7.7	4	WRAL 101.5	AC	1	9	4	2	1	17/63	KATZ		6.8
8.4	5.8	5.4	5.8	7.4	5	WDCG 105.1	CHR	2	1	3	5	9	17/63	REPUBLIC	ABC-F	9.1
10.2	9.8	9.8	9.3	6.1	6	WFXC 107.1	UC	5	3	2	3	11	16/66	EASTMAN		14.3
5.5	5.9	5.9	4.6	5.9	7	WYLT 96.1	AC	8	13	9	7	4	12/87	CHRISTAL		2.8
6.5	4.3	5.5	5.0	5.4	8	WZZU 93.9	CHR	6	2	7	9	12	18/62	TORBET		6.5
2.7	2.6	2.1	2.9	4.7	9	WDUR 1490	UC	12	17	8	8	5	8/136	EASTMAN		1.8
0.0	2.4	6.2	4.6	4.5	10	WTRG 100.7	AC	9	7	5	6	6	16/67	BANNER		5.5

RICHMOND #54

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.9	11.5	15.7	13.9	15.0	1	WRVA 1140	AC	1	7	7	5	4	11/99	EASTMAN	NBC	11.5
13.8	14.5	12.3	16.0	12.6	2	WPLZ-FM 99.3	UC	3	2	2	1	1	9/120	MCGAVREN	US1	20.0
10.8	12.1	11.4	12.3	11.6	3	WRVQ 94.5	CHR	2	1	3	3	5	14/79	EASTMAN	ABC-C	17.8
10.5	11.4	10.5	9.2	10.8	4	WRXL 102.1	AOR	5	3	1	2	2	10/111	KATZ		14.9
9.5	9.1	7.7	7.2	9.1	5	WEZS 103.7	AC	4	5	4	4	3	12/89	MMR		7.8
5.6	7.1	5.8	6.8	5.9	6	WTVR-FM 98.1	CTRY	6	8	8	6	6	14/79	MMR	ABC-E	2.4
4.5	3.4	5.0	5.1	5.5	7	WQSF 96.5	B/EZ	7	14	14	9	7	10/110	HNWH		2.7
1.8	1.8	1.5	3.3	3.8	8	WKHK 95.3	CTRY	10	18	6	8	9	11/99	CHRISTAL	ABC-D	1.8
5.4	5.2	4.4	3.0	3.7	9	WCDX 92.7	GOLD	8	6	5	7	8	14/77	TORBET		3.5
0.5	1.1	1.3	2.1	2.8	10	WKIE 1540	UC	11	4	9	11	14	13/83	ROSLIN	AP	3.6

ROANOKE-LYNCHBURG #93

SPRING '86	FALL '86	SPRING '87	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
17.2	21.6	22.2	1	WXLK 92.3	CHR	1	1	1	1	1	10/104	TORBET	US1
9.1	10.4	12.1	2	WYYD 107.9	CTRY	4	7	2	2	2	8/142	EASTMAN	MBS
14.1	12.6	11.2	3	WPVR 94.9	B/EZ	3	20	7	4	4	9/119	MCGAVREN	
8.3	7.0	8.3	4	WSLQ 99.1	AC	2	6	3	3	3	16/70	KATZ	ABC-F
4.2	4.8	6.1	5	WSLC 610	CTRY	5	15	12	6	5	11/95	KATZ	NBC
3.7	3.0	3.9	6	WFIR 960	AC	7	14	13	12	8	13/82	MCGAVREN	CBS
3.9	2.2	3.2	7	WJLM 93.5	CTRY	10	21	10	7	6	14/78		MBS
5.0	3.3	3.2	7	WJJS 1320	UC	14	5	11	9	11	7/147	MASLA	ABC-E
2.4	1.7	3.1	9	WGOL 98.3	AC	8	12	4	5	7	16/66	ROSLIN	
2.4	3.0	2.9	10	WTOY 910	UC	11	4	5	8	10	13/83	TORBET	SBN

SALINAS-SEASIDE-MONTEREY #75

SPRING '86	FALL '86	SPRING '87	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
12.2	9.9	10.5	1	KWSS 94.5	CHR	1	1	1	1	1	14/79	MCGAVREN	
5.2	7.4	7.9	2	KGO 810	N/T	4	26	11	9	6	11/100	BANNER	ABC-I
5.8	5.1	7.2	3	KBAY 100.3	B/EZ	5	18	12	7	3	10/105	MMR	
10.1	10.8	6.9	4	KDON-FM 102.5	CHR	2	2	2	2	5	17/64	KATZ	
9.4	8.4	5.7	5	KWAV 96.9	AC	3	4	4	4	2	15/70	HNWH	AP
5.6	5.7	5.3	6	KMBY-FM 107.1	AOR	6	5	3	3	9	11/98	BANNER	
5.8	4.0	4.5	7	KTOM-FM 101.7	CTRY	8	10	5	5	4	11/98	MMR	US2
1.9	3.8	4.1	8	KCTY 980	SPAN	15	3	14	12	10	7/150	LOTUS	
4.7	4.2	3.9	9	KBOQ 92.7	CLAS	13	27	13	13	12	10/114	RADIO WEST	
4.1	3.0	3.3	10	KTOM 1380	CTRY	11	14	21	17	13	12/94	MMR	ABC-E

SAN DIEGO NORTH COUNTY #71

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
9.5	9.1	10.2	9.1	9.8	1	KJQY 103.7	B/EZ	2	21	19	13	5	10/110	GROUP W	
9.1	8.9	7.2	8.4	9.0	2	KFMB-FM 100.7	AC	1	2	1	1	1	18/60	MCGAVREN	
3.1	1.6	5.7	6.6	6.2	3	KGMG-A/F 1320 102.	GOLD	4	9	2	2	2	12/89	BANNER	MBS
6.4	10.5	4.2	3.5	6.0	4	KFMB 760	AC	3	15	14	7	3	15/74	MCGAVREN	CBS
8.8	4.9	5.2	6.0	4.9	5	XTRA-FM 91.1	AOR	8	3	3	3	14	13/86	MMR	
2.2	4.7	4.8	5.5	4.2	6	KKOS 95.9	CHR	5	4	4	4	8	16/66		
1.8	4.0	5.1	2.6	3.9	7	KSDO-FM 102.9	CHR	6	1	8	10	18	17/65	DURPETTI	
1.4	0.9	1.5	4.1	3.9	7	KSON-FM 97.3	CTRY	12	11	7	6	6	12/92	BANNER	
6.6	6.2	7.1	5.9	3.7	9	KGB 101.5	AOR	7	5	5	8	9	17/65	KATZ	
3.3	3.2	1.9	3.1	3.5	10	KSDO 1130	N/T	11	30	22	19	11	15/70	DURPETTI	ABC-I
2.5	2.2	2.9	3.0	3.5	10	XTRA 690	GOLD	17	24	9	5	4	10/104	MMR	

SARASOTA-BRADENTON #88

SPRING '86	SPRING '87	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
23.4	23.7	1	WDUV 103.5	B/EZ	1	11	9	4	1	8/140	CHRISTAL	MBS
7.3	8.0	2	WYNF 94.9	AOR	2	2	1	1	4	9/123	CBS SPOT	ABC-R
7.8	5.5	3	WSUN 620	CTRY	5	8	7	3	3	11/97	CBS SPOT	CBS
1.3	5.0	4	WSRZ 106.3	AC	4	1	4	5	9	13/86	HNWH	
3.0	4.4	5	WHVE 102.5	AC	3	6	2	2	2	15/71	MASLA	CBS-R
3.8	4.1	6	WAMR 1320	BBND	10	13	25	25	23	9/116	TORBET	NBC
7.4	3.9	7	WRBQ-A/F 1380 104.7	CHR	6	3	5	8	6	16/69	EASTMAN	ABC-R
3.9	3.1	8	WWBA 107.3	B/EZ	11	24	22	15	15	12/89	REPUBLIC	
2.3	2.8	9	WKRL 97.9	AOR	8	5	3	6	7	16/67	DURPETTI	NBC-S
1.6	2.7	10	WFLA 970	N/T	7	10	28	26	25	18/60	TORBET	NBC

SPOKANE #97

SPRING '86	FALL '86	SPRING '87	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	
20.0	17.2	16.0	1		KZZU-A/F 970 92.9	CHR	1	1	2	1	2	14/77	CHRISTAL		
10.8	13.1	11.8	2		KXLY-FM 99.9	B/EZ	2	15	12	7	6	11/101	TORBET		
11.1	11.4	10.5	3		KDRK 93.7	CTRY	3	5	5	3	1	11/98	EASTMAN	US1	
10.0	8.4	10.3	4		KEZE 105.7	AOR	4	3	1	2	3	10/106	MCGAVREN		
6.0	5.4	6.3	5		KGA 1510	CTRY	8	7	10	6	7	13/86	EASTMAN	ABC-I	
4.7	5.1	6.3	5		KISC 98.1	AC	5	6	3	4	4	15/71	KATZ		
6.2	5.2	6.1	7		KXLY 920	N/T	7	14	9	9	8	15/73	TORBET	CBS	
3.8	3.9	6.1	8		KKPL-A/F 630 96.1	AC	6	4	4	5	5	16/68	RADIO WEST		
0.0	1.7	3.3	9		KVXO 103.9	CHR	9	2	7	10	16	20/54	MASLA		
4.7	2.2	2.8	10		KAQQ 590	AC	12	17	15	11	11	13/82	KATZ	NBC	

SPRINGFIELD #70

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
7.5	6.9	9.4	7.8	10.5	1		WRCH 100.5	B/EZ	6	17	10	7	4	11/96	TORBET	ABC-D	5.0
9.8	9.5	11.3	10.2	10.4	2		WMAS-FM 94.7	AC	1	7	3	1	1	13/81	BANNER		8.4
5.8	7.2	8.1	7.6	8.9	3		WHFM 93.1	CHR	3	3	2	2	2	15/71	MCGAVREN	CBS-R	7.7
11.6	11.3	9.7	8.8	8.1	4		WTIC-FM 96.5	CHR	4	1	4	4	6	16/66	KATZ		13.1
8.1	6.0	7.4	8.1	7.5	5		WMAS 1450	B/EZ	7	16	16	12	8	10/113	BANNER	MBS	5.2
8.2	7.5	7.9	8.6	7.3	6		WAQY 102.1	AOR	2	2	1	3	5	19/58	EASTMAN		9.7
7.4	8.2	7.0	6.9	7.3	6		WHYN 560	AC	5	8	6	5	3	17/65	MCGAVREN	ABC-I	6.7
0.8	0.4	2.3	3.4	4.1	8		WDRG-FM 102.9	GOLD	8	9	7	6	7	15/72	MCGAVREN		4.9
3.0	2.0	3.2	2.8	3.1	9		WTIC 1080	AC	10	19	20	18	17	18/60	KATZ	NBC	2.4
2.7	2.9	1.9	3.2	2.9	10		WHMP 1400	AC	16	13	17	15	13	12/93	TORBET	NBC	2.0

SYRACUSE #61

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.6	16.2	16.3	16.4	17.9	1		WYYY 94.5	AC	1	3	1	1	1	12/90	KATZ		19.2
11.3	11.9	11.5	9.4	10.8	2		WNTQ 93.1	CHR	2	1	3	3	3	14/76	MCGAVREN		13.3
12.3	10.2	12.2	14.4	9.3	3		WSYR 570	AC	3	5	9	9	5	15/71	KATZ	NBC	8.9
7.5	7.5	7.3	7.8	9.3	4		WAQX-A/F 1490 95.3	AOR	4	2	2	2	7	12/88	MMR	ABC-R	12.8
6.1	6.5	5.6	6.8	6.5	5		WEZG 100.9	B/EZ	8	21	11	10	9	12/94	DURPETTI		6.5
5.3	5.2	5.7	5.0	6.1	6		WHEN 620	AC	5	6	8	7	4	18/60	EASTMAN	ABC-E	3.5
6.4	8.0	7.7	7.3	5.8	7		WRRB 107.9	CTRY	7	4	7	5	2	13/83	EASTMAN		5.9
4.5	5.8	4.9	4.7	5.4	8		WSEN-A/F 1050 92.1	GOLD	9	13	6	6	6	15/73	HNWH		3.2
5.5	3.7	4.4	3.9	4.6	9		WKFM 104.7	AOR	6	7	4	4	8	17/65	CHRISTAL	NBC-S	5.0
0.9	1.4	0.7	1.6	2.9	10		WOUR 96.9	AOR	12	9	5	8	10	11/97	TORBET	ABC-F	1.7

TOLEDO #68

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
14.8	13.0	12.8	12.9	13.2	1		WMHE 92.5	CHR	1	1	2	2	2	15/73	CHRISTAL	ABC-F	17.3
6.7	10.5	9.5	9.9	11.0	2		WIOT 104.7	AOR	2	4	1	1	4	13/86	MCGAVREN	NBC-S	14.7
9.8	8.6	10.0	10.8	9.5	3		WLQR 101.5	B/EZ	7	11	6	6	5	11/102	KATZ		7.2
11.7	10.9	7.1	7.6	8.6	4		WSPD 1370	AC	3	7	9	8	9	15/72	KATZ	NBC	7.6
5.8	8.7	7.0	5.3	8.3	5		WWWM 105.5	AC	4	6	4	3	1	14/75	BANNER		6.2
9.6	6.4	9.4	9.4	8.3	5		WKKO 99.9	CTRY	5	8	5	4	3	14/79	MMR	ABC-E	6.8
9.0	5.9	5.6	6.2	7.4	7		WRQN 93.5	CHR	6	2	3	5	7	15/74	MASLA		8.0
5.0	4.2	4.6	3.8	4.7	8		WJR 760	MISC	8	15	10	9	6	18/60	EASTMAN	ABC-I	4.4
3.2	3.2	3.9	4.3	4.4	9		WVOI 1520	UC	11	3	7	7	8	9/122	REGIONAL	SBN	5.8
3.7	4.5	5.9	5.0	4.0	10		WTOD 1560	CTRY	9	10	14	12	11	16/67	MMR	ABC-I	2.9

TUCSON #63

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
9.7	9.8	11.9	15.5	13.1	1	KJYK 94.9	B/EZ	4	22	6	6	4	8/145	CHRISTAL	
11.2	10.6	11.9	9.2	11.6	2	KRQQ 93.7	CHR	1	1	2	2	3	11/95	MCGAVREN	
6.1	5.5	8.0	7.4	9.0	3	KWFM 92.9	AC	2	5	1	1	1	13/86	MMR	
10.5	9.1	8.5	8.0	8.0	4	KLPX 96.1	AOR	3	3	3	3	5	13/81	TORBET	
9.2	10.5	7.0	8.1	7.6	5	KIIM 99.5	CTRY	5	13	5	4	2	12/94	KATZ	
5.8	5.6	4.1	6.1	5.0	6	KUPD 97.9	AOR	6	4	4	5	6	13/84	MASLA	
2.4	2.3	1.7	2.2	4.3	7	KXEW 1600	SPAN	14	8	13	15	12	7/148	LOTUS	
4.4	2.7	4.5	4.4	3.9	8	KGVY 1080	BBND	17	23	23	25	21	6/169	ROSLIN	AP
4.0	4.4	4.6	4.2	3.2	9	KNST 940	N/T	7	25	20	12	11	15/74	MCGAVREN	ABC-I
5.4	3.9	4.7	4.3	3.2	9	KCUB 1290	CTRY	8	16	17	11	8	14/76	KATZ	

TULSA #57

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	8.8	11.6	11.2	13.1	1	KWEN 95.5	CTRY	3	4	3	2	1	10/106	KATZ	AP
8.3	11.3	9.9	10.2	12.5	2	KMOD 97.5	AOR	2	2	1	1	2	11/101	HNWH	
10.3	10.0	11.2	10.5	12.0	3	KAYI 106.9	CHR	1	1	2	3	5	13/86	KATZ	ABC-F
8.5	7.5	9.5	11.2	10.4	4	KRMG 740	AC	4	7	8	5	6	13/86	CHRISTAL	ABC-I
10.4	9.5	9.3	10.5	9.1	5	KBEZ 92.9	B/EZ	5	12	10	6	4	11/94	REPUBLIC	
11.0	8.0	9.2	9.1	8.8	6	KVOO 1170	CTRY	7	11	13	7	7	11/96	MCGAVREN	CNN
7.4	7.2	6.0	5.7	7.6	7	KRAV 96.5	AC	6	5	4	4	3	14/80	TORBET	
1.1	1.0	2.6	4.2	3.8	8	KVLT 106.1	B/EZ	8	9	7	8	8	17/63	DURPETTI	
5.5	6.1	4.9	3.9	3.2	9	KTFX 103.1	CTRY	10	8	9	10	9	18/62	MMR	
3.2	3.5	3.2	2.7	2.8	10	KMYZ-FM 104.5	AOR	9	3	5	11	11	23/48	EASTMAN	NBC-S

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.

WORCESTER #100

SPRING '86	FALL '86	SPRING '87	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	13.1	14.1	1	WAAF 107.3	AOR	1	1	1	1	2	12/93	KATZ		18.1
13.3	11.3	13.6	2	WSRS 96.1	AC	3	8	4	2	1	11/99	BANNER		9.3
10.5	9.7	10.7	3	WTAG 580	AC	2	6	13	11	5	14/76	MCGAVREN	NBC	6.8
3.1	6.1	5.3	4	WXLO 104.5	AC	4	4	3	3	4	16/69	MCGAVREN	CNN	7.6
2.5	2.5	4.9	5	WZOU 94.5	CHR	7	2	6	8	11	13/83	BANNER		7.0
3.6	4.1	4.6	6	WFTQ 1440	AC	8	9	8	5	3	13/84	KATZ	ABC-I	2.4
6.9	3.9	4.1	7	WBZ 1030	AC	5	22	15	13	10	16/68	GROUP W	ABC-I	4.0
3.9	3.2	4.1	7	WBCN 104.1	AOR	10	25	2	4	8	14/79	TORBET		4.0
3.8	3.2	3.9	9	WORC 1310	CTRY	9	17	11	10	9	15/73	HNWH	ABC-D	3.2
4.9	5.6	3.7	10	WNEB 1230	BBND	11	23	23	20	14	14/77	KETTELL-C	CBS	5.0

YOUNGSTOWN-WARREN #82

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
18.8	17.0	18.0	15.4	16.7	1	WHOT-FM 101.1	CHR	1	1	1	1	1	12/88	EASTMAN		20.1
6.4	8.4	9.1	9.0	12.0	2	WQXK 105.1	CTRY	5	7	4	3	2	9/122	MCGAVREN	ABC-D	6.3
10.3	8.9	8.4	10.8	9.8	3	WKBN-FM 98.9	AC	4	15	10	7	6	11/98	KATZ		7.2
8.1	10.5	7.4	8.7	8.1	4	WYFM 102.9	AC	2	3	2	2	3	16/70	BANNER	ABC-C	8.6
10.7	10.2	11.4	9.3	8.0	5	WKBN 570	AC	3	17	16	8	5	15/73	KATZ	CBS	7.9
2.4	3.5	3.7	2.7	5.1	6	WMGZ 95.9	CHR	7	2	3	4	9	13/80			4.6
7.1	6.4	5.2	6.1	5.0	7	WBBW 1240	N/T	6	14	17	16	12	15/74		ABC-E	5.1
2.2	2.4	2.4	2.1	4.7	8	WQOD 93.3	AC	10	13	7	5	4	10/107		MBS	1.4
4.4	2.8	2.1	3.4	3.3	9	WFMJ 1390	AC	8	20	14	15	13	17/65	UNIREP	NBC	4.4
4.3	2.9	3.5	2.7	3.0	10	WMMS 100.7	CHR	11	5	5	6	8	16/70	KATZ	NBC-S	5.5

WILKES BARRE-SCRANTON #58

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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
10.7	11.1	9.6	9.7	9.5	1	WKRZ 98.5	CHR	1	1	2	2	1	16/67	KATZ		12.3
6.3	5.1	6.9	7.3	8.6	2	WEZX 107.1	AOR	5	3	1	1	2	9/116	CHRISTAL	ABC-R	12.5
7.4	7.3	7.8	6.1	6.8	3	WARM 590	AC	2	8	13	7	5	15/71	EASTMAN	MBS	6.3
7.8	9.0	7.7	7.1	6.7	4	WNAK 730	B/EZ	8	20	26	23	13	9/125	MASLA	NBC	4.8
5.5	5.6	6.9	5.0	6.1	5	WGBI-FM 101.3	AC	3	7	4	3	4	14/80	TORBET	CBS-R	5.3
3.7	5.1	4.6	5.7	5.9	6	WWSH 97.9	B/EZ	7	17	12	8	6	11/97			3.5
4.8	5.6	5.3	4.1	5.0	7	WTLO 102.3	CHR	4	2	3	5	8	16/67	MCGAVREN	ABC-C	7.9
4.4	5.5	5.5	5.1	4.9	8	WMGS 92.9	AC	6	16	5	4	3	14/77	EASTMAN		4.2
6.1	6.1	3.4	3.3	3.6	9	WEJL 630	AC	10	38	31	38	35	11/96	CHRISTAL	ABC-I	3.2
2.4	3.0	3.2	2.5	2.9	10	WILK 980	AC	9	30	6	6	7	18/60	MCGAVREN	ABC-E	3.2

WILMINGTON #76

SPRING '86	FALL '86	SPRING '87	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
9.3	9.8	10.0	1	WSTW 93.7	CHR	1	3	2	2	2	14/77	EASTMAN	
10.0	9.4	9.9	2	WMMR 93.3	AOR	2	4	1	1	3	13/81	KATZ	NBC-S
8.6	7.2	9.4	3	WJBR-FM 99.5	AC	3	6	3	3	1	12/93	KATZ	AP
8.1	5.9	7.5	4	WDEL 1150	AC	4	18	18	7	6	13/82	EASTMAN	NBC
3.7	6.5	7.5	4	WUSL 98.9	UC	7	1	4	4	4	9/114	EASTMAN	ABC-F
6.2	6.4	7.1	6	WEAZ 101.1	B/EZ	5	29	12	12	9	11/97	MCGAVREN	
3.7	5.1	4.4	7	WKSZ 100.3	AC	6	7	11	6	5	17/64	HNWH	
4.1	4.2	3.9	8	WYSP 94.1	GOLD	8	13	5	5	7	18/61	TORBET	ABC-R
3.4	3.6	3.4	9	WCAU-FM 98.1	CHR	9	2	9	9	13	20/55	CBS SPOT	CBS
3.6	3.5	2.5	10	WILM 1450	NEWS	10	25	16	15	14	24/46	SAVALLI	CBS

WEST PALM BEACH-BOCA RATON #56

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	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	12.9	11.8	12.6	13.7	1	WEAT-FM 104.3	B/EZ	2	19	16	14	5	9/118	KATZ		10.3
14.8	8.9	9.9	10.6	12.0	2	WRMF 97.9	AC	1	4	1	1	1	11/95	BANNER		10.3
7.3	6.9	5.1	7.0	6.1	3	WNJY 94.3	BBND	5	29	29	25	14	11/95	TORBET	NBC	4.9
6.3	6.8	7.1	6.5	5.6	4	WJNO 1230	N/T	4	17	11	11	10	13/83	BANNER	CBS	7.8
5.6	4.0	6.5	5.2	5.3	5	WHYI 100.7	CHR	3	2	3	3	3	18/62	MCGAVREN		5.6
4.1	4.3	4.8	6.2	4.7	6	WIRK-FM 107.9	CTRY	8	8	13	9	4	11/102	HNWH		3.2
2.7	4.0	3.8	4.1	4.4	7	WKGR 98.7	AOR	6	12	2	2	2	15/74	HNWH	US1	4.2
4.1	4.9	4.4	3.7	3.7	8	WPOM 1600	UC	12	5	9	8	8	9/119	MASLA	ABC-D	4.1
1.5	1.6	2.6	3.1	3.1	9	WPOW 96.5	CHR	9	1	5	7	21	15/71	HNWH	ABC-C	4.3
5.7	5.2	3.8	1.8	2.9	10	WSHE 103.5	AOR	7	11	4	4	6	19/57	EASTMAN		4.7

WICHITA #96

SPRING '86	FALL '86	SPRING '87	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
15.8	13.6	13.6	1	KKRD 107.3	CHR	1	1	1	1	4	12/88	HNWH		13.6
10.4	10.6	10.6	2	KFDI-FM 101.3	CTRY	2	7	8	4	1	12/90	TORBET	ABC-E	9.2
6.9	7.5	8.2	3	KFDI 101.3	CTRY	4	13	11	13	12	13/85	TORBET	ABC-E	9.0
7.3	8.6	8.2	3	KZSN 102.1	CTRY	5	4	7	3	2	12/92	EASTMAN		8.3
5.6	5.9	7.0	5	KXLK 105.3	AC	6	9	3	2	3	12/87	BANNER	US2	4.1
6.9	4.2	6.3	6	KLEO 1480	BBND	10	16	16	16	15	11/98	EASTMAN	ABC-I	4.2
1.9	3.8	6.1	7	KBUZ 106.5	UC	12	3	6	7	10	9/121		SHRDN	7.3
6.7	8.2	5.7	8	KEYN 103.7	CHR	3	2	5	8	8	21/52	EASTMAN	US1	6.6
2.3	4.7	6.4	8	KRZZ-A/F 1240 95.9	GOLD	9	8	2	5	5	13/86	CHRISTAL	NBC-S	5.6
6.0	4.8	5.4	10	KOEZ 92.3	B/EZ	8	10	13	11	7	15/71	ROSLIN		2.5

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.

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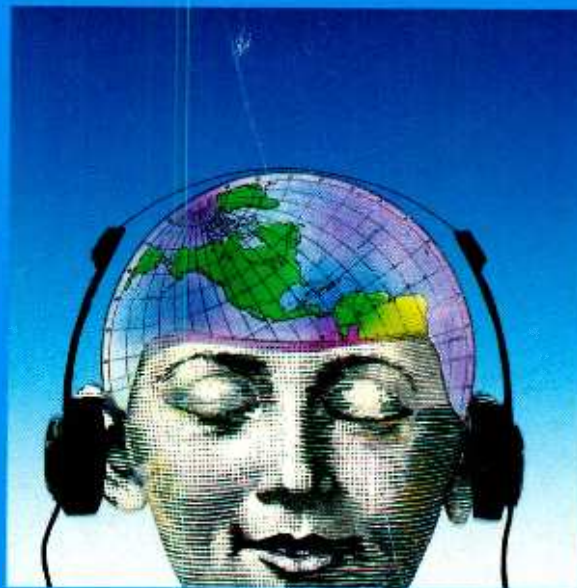
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