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R&R

RATINGS REPORT & DIRECTORY

YOUR COMPLETE INDUSTRY RESOURCE GUIDE

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RADIO NETWORKS

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Radio Cuisine



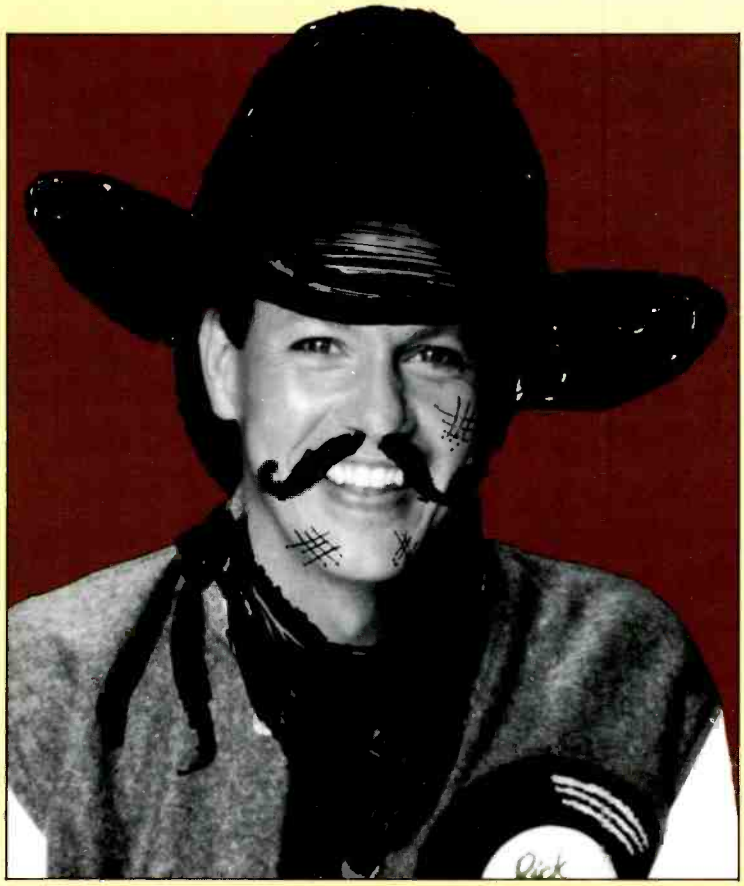
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R&R RADIO & RECORDS

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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 one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the US during the Fall '88 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 numbers shown here.

AC 20.0% (19.6%)

CHR 18.2% (19.2%)

Ctry 14.1% (13.7%)

AOR 10.7% (11.4%)

BM/Easy 8.8% (8.9%)

UC 7.8% (7.8%)

Gold 6.8% (6.0%)

N/T 6.7% (6.4%)

BBnd/Nost 2.5% (2.0%)

Span 1.6% (1.7%)

Rel/CC 1.0% (.8%)

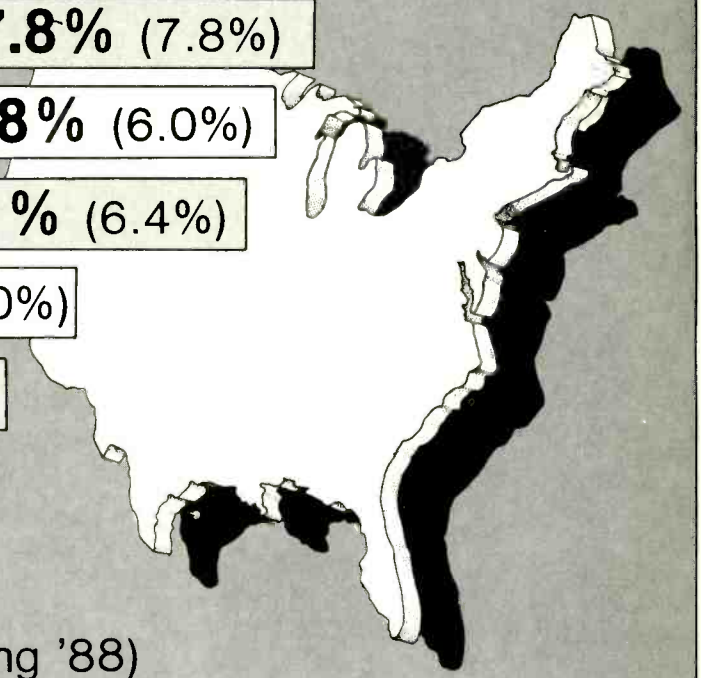
Clas .8% (.7%)

NAC .8% (.7%)

Jazz .1% (.1%)

Misc .1% (.2%)

Sports .1% (.1%)



(Spring '88)

FORMAT LEGEND

AC-Adult Contemporary, **AOR**-Album Oriented Rock, **BBnd**-Big Band, **B/EZ**-Beautiful/Easy Listening, **CC**-Contemporary Christian, **CHR**-Contemporary Hit Radio, **Clas**-Classical, **CR**-Classic Rock, **Ctry**-Country, **Gold**-Oldies, **Jazz**-Jazz, **Misc**- Miscellaneous, **NAC**-New AC, **News**-News, **Nost**-Nostalgia, **NR**-New Rock, **N/T**-News/Talk, **Rel**-Religious, **Span**-Spanish, **Talk**-Talk, **UC**-Urban Contemporary.

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Montaigne



Michel Tcherevkoff

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of each person's separate importance...
and
a belief that we all share in
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wer Is Just News, Weather Another Thing Coming.



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make people roll their eyes, shake their heads and remember there's a flip-side of life.

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EAST

AC	26.2	(22.9)
AOR	12.0	(15.2)
BBnd/Nost	3.8	(3.4)
BM/Easy	9.4	(10.6)
CHR	18.5	(18.9)
Clas	.8	(1.2)
Ctry	6.7	(4.5)
Gold	8.1	(7.9)
Jazz	0	(0)
NAC	.2	(.1)
N/T	7.4	(7.1)
Rel/CC	.4	(.4)
Span	.3	(.2)
Sports	.5	(.2)
UC	5.5	(5.3)

(Spring '88)



SOUTH

AC	16.6	(17.0)
AOR	8.1	(8.2)
BBnd/Nost	1.5	(1.2)
BM/Easy	7.6	(8.1)
CHR	16.9	(18.5)
Clas	.2	(.3)
Ctry	20.1	(20.6)
Gold	4.3	(4.0)
Jazz	0	(0)
Misc	0	(0)
NAC	.3	(.4)
N/T	4.1	(4.2)
Rel/CC	1.8	(1.6)
Span	3.2	(2.8)
UC	15.1	(13.8)

(Spring '88)



MIDWEST

AC	24.7	(24.1)
AOR	11.0	(10.8)
BBnd/Nost	1.9	(1.7)
BM/Easy	8.9	(8.1)
CHR	18.1	(19.5)
Clas	.8	(.4)
Ctry	13.9	(14.4)
Gold	8.8	(5.4)
Jazz	.3	(.2)
Misc	.2	(.1)
NAC	.6	(.5)
N/T	5.1	(6.7)
Rel/CC	.5	(.6)
Span	.1	(.1)
UC	5.2	(6.9)

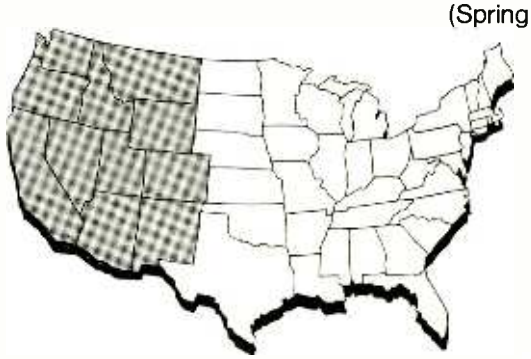
(Spring '88)



WEST

AC	15.7	(15.9)
AOR	13.2	(13.2)
BBnd/Nost	3.4	(2.7)
BM/Easy	10.0	(9.9)
CHR	20.2	(20.2)
Clas	1.8	(1.3)
Ctry	11.5	(11.3)
Gold	7.4	(7.6)
Jazz	.1	(.1)
Misc	.2	(.9)
NAC	2.5	(1.9)
N/T	10.8	(9.6)
Rel/CC	.4	(.4)
Span	1.6	(3.5)
UC	1.0	(2.3)

(Spring '88)



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Arbitron says these people are the same.





Age and sex is certainly valuable information. But if that's where your rating source stops measuring you'd better hold it. Like the pictures here, the ages and sexes may be the same but vive la différence! Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

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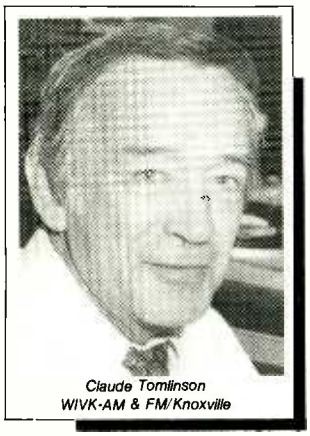
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DRIVETIME DOMINATORS

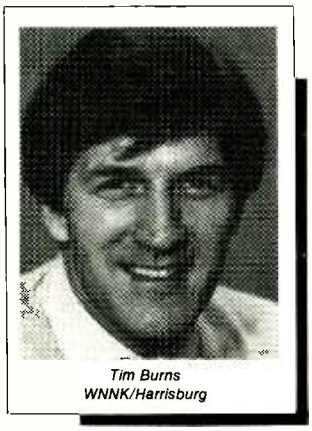
AM Drive/Top 25



Claude Tomlinson
WIVK-AM & FM/Knoxville



Bob Steele
WTIC/Hartford



Tim Burns
WNNK/Harrisburg



Rich Michaels
WVIC-AM & FM/Lansing



Charlie Boone & Roger Erickson
WCCO/Minneapolis

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

1. **WVIK-AM & FM/Knoxville** (Ctry) 38.1
   Claude Tomlinson
2. **WTIC/Hartford** (AC) 25.0
   Bob Steele
3. **KMOX/St. Louis** (Talk) 24.5
   Bob Hardy, Bill Wilkerson, Wendy Weiss
4. **WVIC-AM & FM/Lansing** (CHR) 23.4
   Rich Michaels
5. **WCCO/Minneapolis-St. Paul** (AC) 23.2
   Charlie Boone & Roger Erickson
6. **WNNK/Harrisburg** (CHR) 22.7
   Tim Burns, Dan Kamal, Dennis Edwards
7. **WHAS/Louisville** (AC) 22.6
   Wayne Perkey
8. **KSSN/Little Rock** (Ctry) 22.1
   Bob Robbins
8. **WKSJ-AM & FM/Mobile** (Ctry) 22.1
   Wayne Gardner & Bill Dotson
10. **KFAB/Omaha-Council Bluffs** (AC) 21.1
    Don Cole, Walt Kavanagh, Kent Pavelka
11. **KDKA/Pittsburgh** (AC) 21.0
    John Cigna & The K-Team
12. **KGBT/McAllen-Brownsville** (Span) 20.6
    Jorge Juillen, Hugo De La Cruz
12. **WNDE & WFBQ/Indianapolis** (AOR) 20.6
    Bob & Tom
14. **WXLK/Roanoke-Lynchburg** (CHR) 20.4
    Sunny Joe Stevens & Kirk Patrick
15. **WTOD & WKKO/Toledo** (Ctry) 20.3
    Jack Mitchell & Mary Beth
16. **WSYR/Syracuse** (AC) 20.1
    Bill Baker
17. **WRVA/Richmond** (AC) 19.9
    Alden Aaroe & Tim Timberlake
18. **WIKS/Coastal North Carolina** (UC) 19.6
    Quincy
19. **WTQR/Greensboro-Winston Salem** (Ctry) 18.8
    Dale Mitchell & Aunt Elouise
20. **WCMF/Rochester, NY** (AOR) 18.7
    Brother Wease Morning Circus f/Chris Shirer & B.J. Shea
21. **KQMQ-AM & FM/Honolulu** (CHR) 18.5
    Michael Qseng & Morning Madness
22. **KUZZ-AM & FM/Bakersfield** (Ctry) 18.2
    Steve Gradowitz
22. **WQUT/Johnson City** (CHR) 18.2
    Steve Mann
24. **WIOG/Flint** (CHR) 18.0
    Dean Myers & Roger Beaty
25. **WHOT-AM & FM/Youngstown** (CHR) 17.9
    A.C. McCullough & Kelly Stevens
25. **WRBQ-AM & FM/Tampa** (CHR) 17.9
    Cleveland Wheeler & The Q-Zoo
25. **WXBQ/Johnson City** (Ctry) 17.9
    Dave Carter

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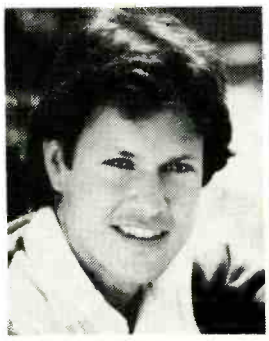
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DRIVETIME DOMINATORS

AM Drive/Top 25



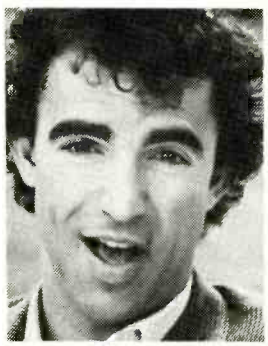
Ross Brittain
WHTZ/New York



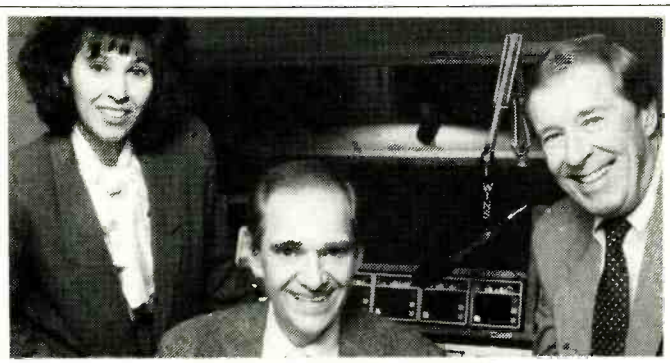
Rick Dees
KIIS-AM & FM/Los Angeles



Jim Kerr
WPLJ/New York



Jay Thomas
KPWR/Los Angeles



Judy DeAngelis, Paul Smith, Michael O'Neil
WINS/New York

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

1. **WINS/New York** (News) 1,980,500
   Paul Smith, Michael O'Neil, Judy DeAngelis
2. **WHTZ/New York** (CHR) 1,460,800
   Scott Shannon, Ross Brittain
3. **WCBS/New York** (News) 1,316,400
   Jim Donnelly, Bridget Quinn
4. **KIIS-AM & FM/Los Angeles** (CHR) 1,078,400
   Rick Dees, Charleye Wright, Liz Fulton, Chuck Street
5. **KPWR/Los Angeles** (CHR) 987,700
   Jay Thomas, Jayne Johnson, Monica Brooks
6. **WPLJ/New York** (CHR) 969,300
   Jim Kerr & The Morning Crew
7. **WOR/New York** (Talk) 923,300
   John A. Gambling & John R. Gambling
8. **WRKS/New York** (UC) 886,500
   Carol Ford & Mike Love
9. **WGN/Chicago** (AC) 882,700
   Bob Collins
10. **WXRK/New York** (CR) 866,000
    Howard Stern
11. **KYW/Philadelphia** (News) 836,200
    Pat Famack, Harry Donahue, Gene Scott
12. **WBBM/Chicago** (News) 821,600
    Felicia Middlebrooks, John Hultman
13. **WPAT-AM & FM/New York** (B/EZ) 781,100
    Dell De Montreux
14. **KNX/Los Angeles** (News) 772,200
    Dave Zorn, Jack Salvatore
15. **WCBS-FM/Los Angeles** (Gold) 771,500
    Harry Harrison, Ron Lundy
16. **KFWB/Los Angeles** (News) 770,100
    Charlie Brailer, John Leisher, Stan Bohrman
17. **WBLS/New York** (UC) 737,000
    Ken Webb
18. **WQHT/New York** (CHR) 731,800
    Stevens & Grdnic
19. **WLTW/New York** (AC) 730,500
    Batt Johnson
20. **WLUP-AM & FM/Chicago** (AOR) 714,800
    Jonathon Brandmeier
21. **KABC/Los Angeles** (Talk) 684,500
    Ken Minyard & Bob Arthur
22. **WNEW-FM/New York** (AOR) 681,800
    Dave Herman
23. **KOST/Los Angeles** (AC) 647,300
    Mark Wallengren & Kim Amidon
24. **WNSR/New York** (AC) 632,900
    Bill Neil, Debbie Gross
25. **WGCI-AM & FM/Chicago** (UC) 613,200
    Doug Banks with Banks & Company

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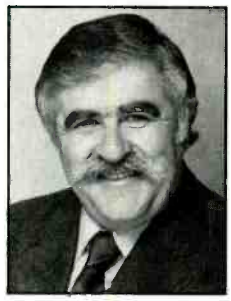
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ELLEN HULLEBERG
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TONY MAISANO
Atlanta



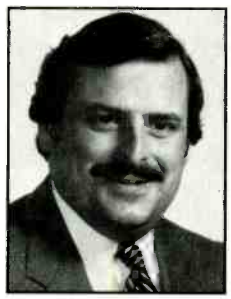
TOM POULOS
Boston



MIKE DISNEY
Chicago



RICK FROMME
Dallas



JIM HAGAR
Detroit



JEFF DASHEV
Los Angeles



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DRIVETIME DOMINATORS

PM Drive/Top 25



Ed Brantley
WIVK-AM & FM/Knoxville



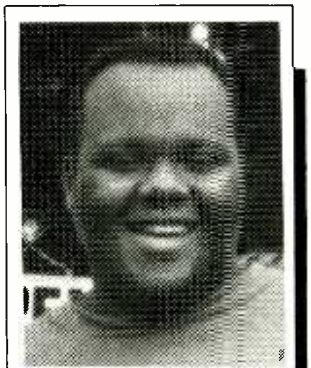
Danny Stewart
WVIC-AM & FM/Lansing



Eddie Haskell
WXLK/Roanoke-Lynchburg



Bruce Bond
WNNK/Harrisburg



B.K. Kirkland
WIKS/Coastal North Carolina



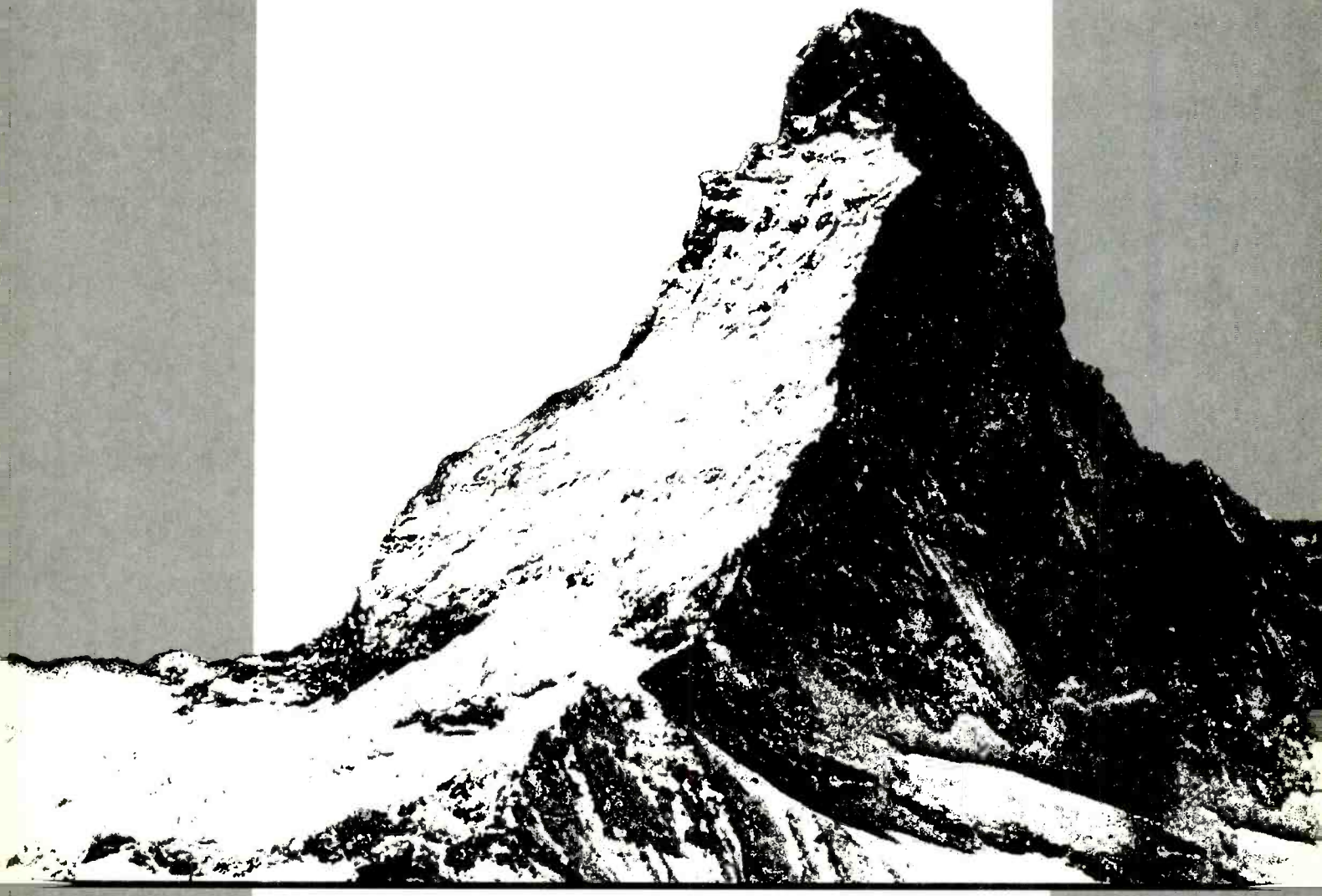
Doug Enlow
WCOS-AM & FM/Columbia, SC

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

1. **WIVK-AM & FM/Knoxville** (Ctry) 32.1
   Ed Brantley
2. **WNNK/Harrisburg** (CHR) 23.7
   Bruce Bond
3. **WXLK/Roanoke-Lynchburg** (CHR) 22.1
   Eddie Haskell
4. **WQUT/Johnson City** (CHR) 21.5
   Steve Taylor
5. **WIKS/Coastal North Carolina** (UC) 21.1
   B.K. Kirkland
6. **WIOG/Flint** (CHR) 20.7
   Rick Donahune
7. **WVIC-AM & FM/Lansing** (CHR) 19.9
   Danny Stewart
8. **KBFM/McAllen-Brownsville** (CHR) 19.8
   Dusty Hayes
9. **KRQQ/Tucson** (CHR) 19.8
   Jeff Davis
10. **WSKZ/Chattanooga** (CHR) 19.6
    Mike Allison
11. **KSSN/Little Rock** (Ctry) 19.5
    Ray Randall
12. **WXBQ/Johnson City** (Ctry) 18.0
    Gordon Light
13. **WCOS-AM & FM/Columbia, SC** (Ctry) 17.5
    Doug Enlow
14. **KUZZ-AM & FM/Bakersfield** (Ctry) 17.3
    Chris Conner
14. **WCMF/Rochester, NY** (AOR) 17.3
    Janet Merriam
14. **WTQR/Greensboro-Winston Salem** (Ctry) 17.3
    Danny Hall
17. **WKSJ-AM & FM/Mobile** (Ctry) 17.1
    Jeff Funk
18. **WEZN/Bridgeport** (AC) 16.7
    Kathryn Mills
19. **WRBQ-AM & FM/Tampa** (CHR) 16.5
    Mason Dixon
20. **KQMQ-AM & FM/Honolulu** (CHR) 16.4
    U Willi Moku
21. **KGBT/McAllen-Brownsville** (Span) 16.3
    Hugo De La Cruz, Ramon Telles
22. **WEAT-AM & FM/West Palm Beach** (B/EZ) 16.2
    Paul Dunn
23. **WAMZ/Louisville** (Ctry) 16.1
    Coyote Calhoun
24. **WTFM/Johnson City** (AC) 16.0
    Chuck Anthony
25. **WHRK/Memphis** (UC) 15.9
    Reggie Fine

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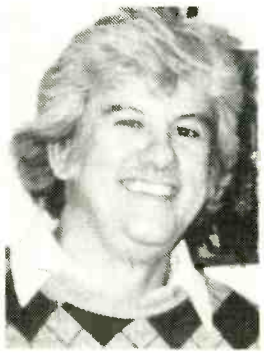
PM Drive/Top 25



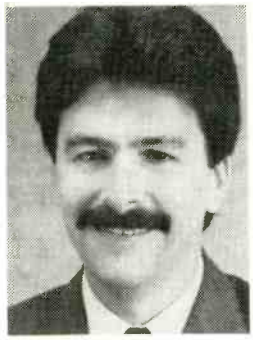
Magic Matt Alan
WHTZ/New York



Fast Jimi Roberts
WWPR/New York



Mucho Morales
KPWR/Los Angeles



Steve Roy
WLTW/New York



Bruce Vidal
KIIS-FM/Los Angeles



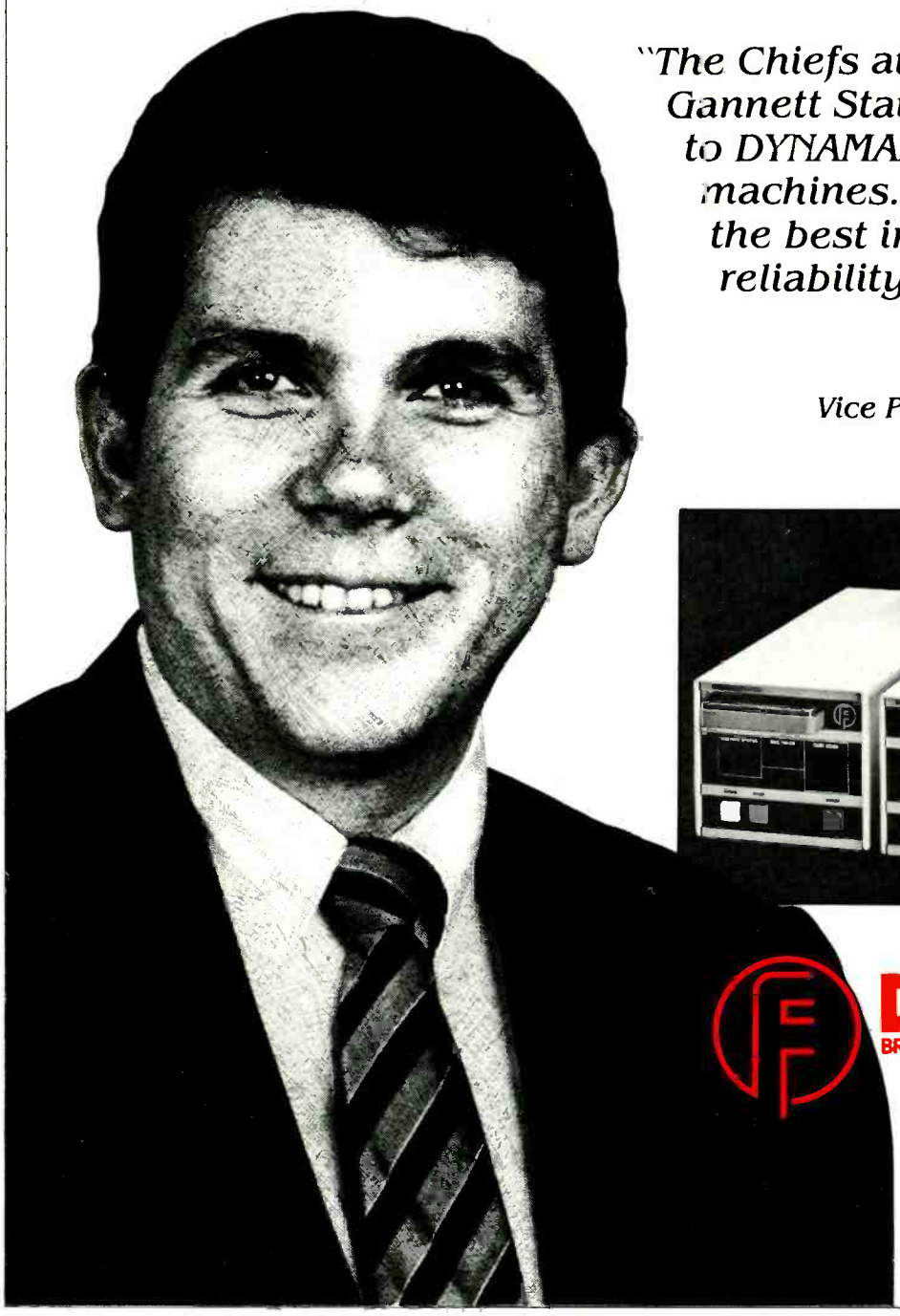
Bob Shannon
WCBS-FM/New York

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

1. **WHTZ/New York** (CHR) 1,377,500
   Magic Matt Alan
2. **KPWR /Los Angeles** (CHR) 1,020,300
   Mucho Morales
3. **WPLJ/New York** (CHR) 979,400
   Fast Jimi Roberts, Hollywood Henderson
4. **WINS/New York** (News) 979,300
   Alice Stockton, Ralph Howard
5. **WLTW/New York** (AC) 967,400
   Steve Roy
6. **WCBS-FM/New York** (Gold) 919,600
   Bob Shannon
7. **KIIS-FM/Los Angeles** (CHR) 906,100
   Bruce Vidal
8. **WPAT-AM & FM/New York** (B/EZ) 899,500
   Ken McKenzie
9. **WCBS/New York** (News) 868,100
   Rita Sands, Tom Franklin
10. **WQHT/New York** (CHR) 859,900
    Bill Lee
11. **WRKS/New York** (UC) 811,900
    Chuck Leonard
12. **WNEW-FM/New York** (AOR) 736,200
    Scott Muni, Carol Miller
13. **WXRK/New York** (CR) 723,300
    Stephen Capen, Jimmy Fink
14. **WABC/New York** (Talk) 720,800
    Bob Grant
15. **WNSR/New York** (AC) 714,100
    Jim Douglas
16. **KOST/Los Angeles** (AC) 700,800
    Bryan Simmons
17. **WBLS/New York** (UC) 659,200
    Fred Buggs
18. **WYNY/New York** (Ctry) 647,500
    Dan Daniel
19. **KNX/Los Angeles** (News) 613,500
    Barry Rolde
20. **WOR/New York** (Talk) 584,100
    Mark Scott
21. **WGCI-FM/Chicago** (UC) 562,000
    Tom Joyner, Marco Spoon
22. **KRTH-FM/Los Angeles** (Gold) 557,600
    Steve Scott, Jay Coffee
23. **WYTZ/Chicago** (CHR) 556,900
    Brant Miller
24. **KABC/Los Angeles** (Talk) 556,600
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EQUIPMENT SUPPLIERS

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INDUSTRY ORGANIZATIONS

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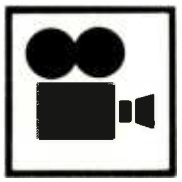
MARKETING & PROMOTION

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MEDIA BROKERS

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MOVIE STUDIOS

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PRODUCTION SERVICES

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PROGRAM SUPPLIERS & NETWORKS

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RADIO GROUP OWNERS

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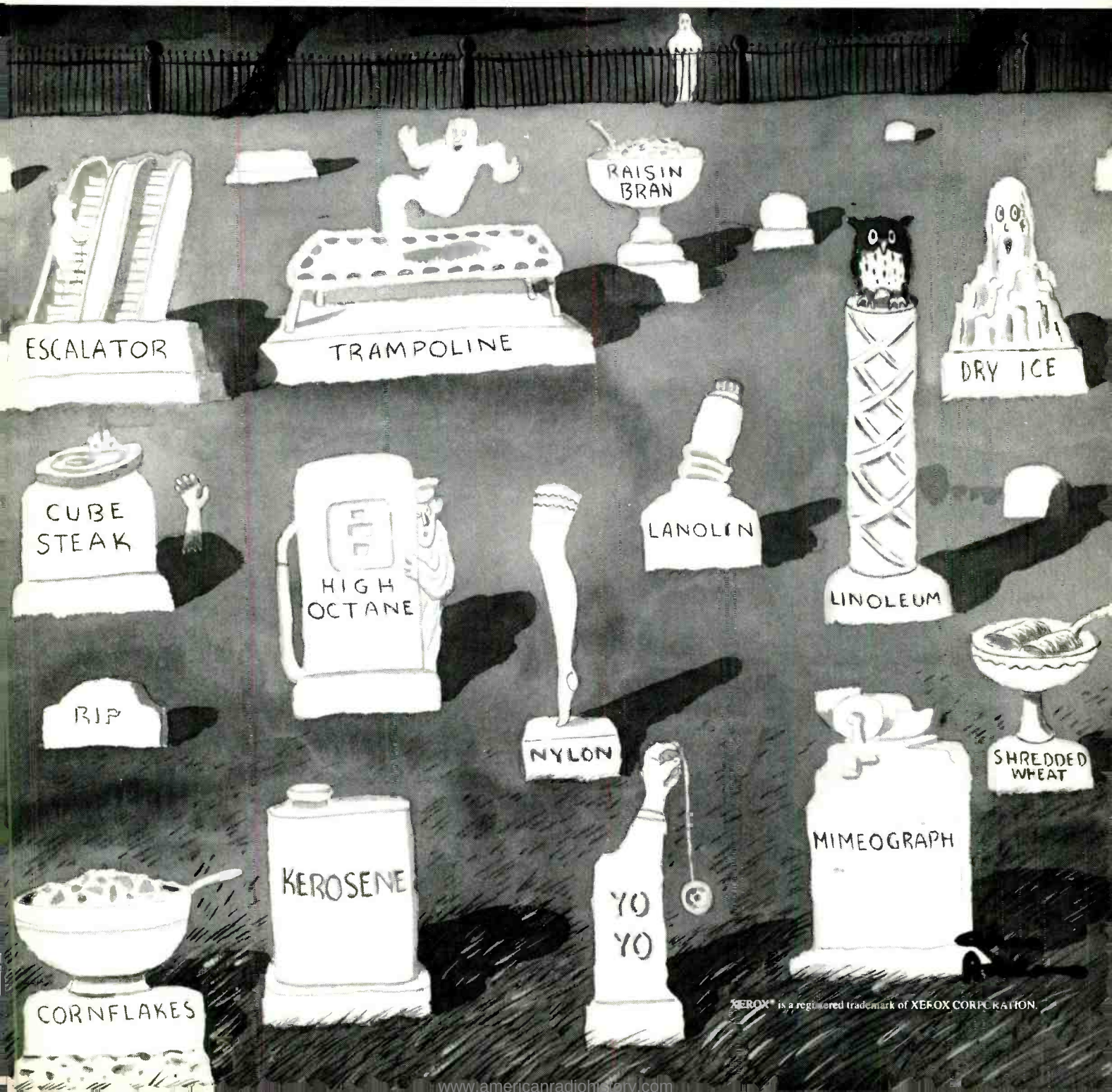
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KCPX
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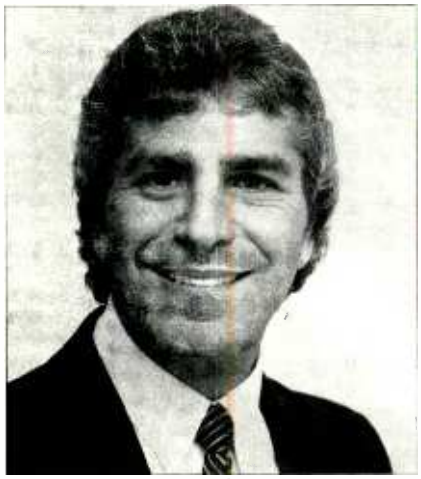
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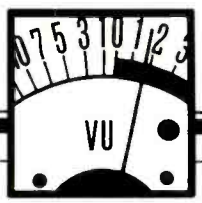


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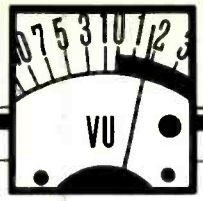
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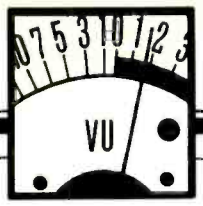
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A	= ***Amplifiers***	***H***	= ***Headphones***	***P***	= ***Audio Processors; On-Air & Production***
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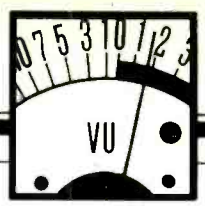
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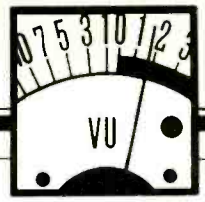
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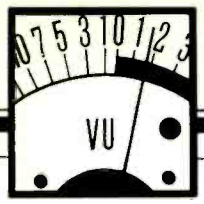
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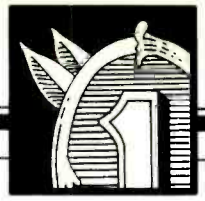
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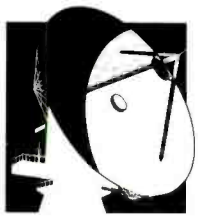
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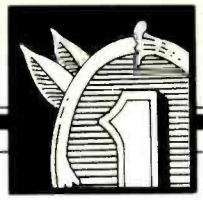
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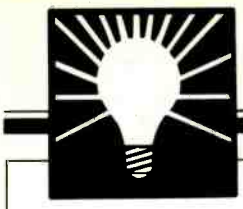
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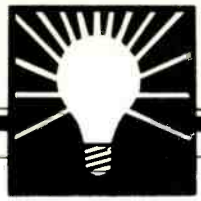


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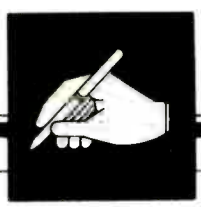
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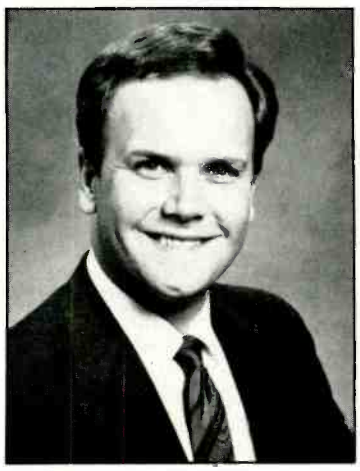
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Lee Kent Productions
12007 Grey Rock Lane
Austin, TX 78750
(512)258-PIPEs
Lee Kent
J VO

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Kilian Creative Productions
6507 Three Chopt Rd.
Richmond, VA 23226
(804) 282-3530, (800) 627-TRAX
Jason Meath, *President*
Neil Godsey, *Partner*
PL SFX SL

●

L & R Productions, Inc.
87 Church St.
East Hartford, CT 06108
(203) 528-5177
Tom Russo/Paul Lombardo
J PL

●

Chris Larko Productions
916 Fairfield Avenue
Fort Wayne, IN 46802
(219) 424-2405, (800) 4-TALENT
Chris Larko, *President*
AV SL VO

●

Lars Clutterham Music
8553 Amato Drive
Lakeside, CA 92040
(619) 561-8815, (800) 748-5567
Lars Clutterham, *President*
Delin Graves, *Sls. Mgr.*
J

●

Jeff Laurence
9692 123 Way North
Seminole, FL 34642
(813) 397-7687
J VO

●

Liners 'N Legals
2726 Girard Ave. S, #201
Minneapolis, MN 55408
(612) 872-9477
Alison J. Brown
J VO

●

Scott Lockwood Enterprises, Int'l
2713 West Northwood
Santa Ana, CA 92704
(714) 241-1111
FAX: (714) 668-9579
Scott Lockwood, *President*

●

Low Noise Productions
10 Ferndale
Fenton, MO 63026
(314) 343-9251
Les Wielgos, *Exec. Prod.*

Bobby Magic & Associates
148 Barbaree Way
Tiburon, CA 94920
(415) 381-8753
Bobby Magic, *President*
Angie Rinella, *VP*

●

Man From Mars Productions
159 Orange St.
Manchester, NH 03104
(603) 668-0652
Ed Brouder
AV VO

●

Media Sound, Inc.
1010 W. Platt Street
Tampa, FL 33606
(813) 254-3399
Robert Stephenson, *G.M.*

●

Miller Design
900 E. River, Ste. 101
Tucson, AZ 85718
(602) 292-0771
Paul Miller, *President*
SFX J SU

●

K.P. Moore Productions
P.O. Box 1747
Doylestown, PA 18901
Kevin Moore
VO

●

MSA (Music Service Associates)
8706 S. 71st E. Ave.
Tulsa, OK 74133
(918) 492-7222
Bob Tomarkin
SL

●

Muddy Mitch Productions
4315 Azalea, Ste. 220
Lisle, IL 60532
(312) 971-3890
Muddy Mitch, *President*
J

●

Music Director Programming Svc.
P.O. Box 51978
Indian Orchard, MA 01151
(413) 783-4626
Budd Clain, *GM*
AV SL

●

Music World
P.O. Box 5380
Woodland Park, CO 80866
(719) 687-3860
Lee Barry

Musicworks, Inc.
P.O. Box 111390
Nashville, TN 37211
(615) 790-1200, (800) 251-9000
Bill Robinson, *President*
Gary Havens, *Consultant*
Jeff Miller, *Production Mgr.*

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Neer Perfect Productions
1133 Broadway, Room 515
New York, NY 10010
(212) 463-7980
Dan Neer, *President*
DeWitt Nelson, *VP*
SFX J PL SL VO O

●

J.R. Nelson Productions
4034 Wyncote Rd.
S. Euclid, OH 44121
(216) 291-9920
FAX: (216) 291-9928
J.R. Nelson, *President*
Jane Goodman, *VP*
J VO

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Network Production Music, Inc.
16935 W. Bernardo Drive
San Diego, CA 92127
(800) 854-2075
FAX: (619) 451-6409
Larry Kessler, *VP, Sales*
SFX J PL SL

●

New Hope Communications
328 S. Main
New Hope, PA 18938
(215) 862-3341
FAX: (215) 862-3550
Doug Green, *President*
PL

●

NPR Satellite Services
2025 M. St. NW
Washington, DC 20036
(202) 822-2628
FAX: (202) 822-2FAX
Bill Bean, *Mktg. Mgr.*
SU

●

O'Connor Creative Services
P.O. Box 5432
Playa del Rey, CA 90296j
(213) 827-2527
FAX: (213) 301-3363
Harry O'Connor, *President*

●

Bobby Ocean, Inc.
224 Blackstone Dr.
San Rafael, CA 94903
(415) 472-5625
FAX: (415) 472-1686
Bobby Ocean, *President/Exec. Prod.*
Elizabeth Salazar, *Assoc. Prod.*

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PRODUCTION SERVICES

Robert Oland
P.O. Box 361082
Los Angeles, CA 90036
(213) 851-9511
Robert Oland



Omnimusic
52 Main St.
Port Washington, NY 11050
(516) 883-0121, (800) 828-6664
FAX: (516) 944-6586
Doug Wood, *President*
Sam White, *GM*
PL SFX

PAMS Jingles
Division of CPMG Inc.
14444 Beltwood Pkwy.
Dallas, TX 75244
(800) 522-PAMS
FAX: (214) 788-1054
Benjamin Freedman, *President*
J

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Pan American Services
One Pickwick Plaza
Ste. 270
Greenwich, CT 06830
(203) 622-6664
FAX: (203) 622-9163
Luli Saralequi
SU

●

Penninsula Productions
N. Michigan Publishing
2438 Potter Rd.
Traverse City, MI 49684j
(616) 946-6243
Jim Mitchell, *President/Owner*

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Phase I
Route 2, Box 2309B
Benton City, WA 99320
(509) 588-6744
Dave Ingersoll

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Philadelphia Music Works
P.O. Box 947
Bryn Mawr, PA 19010
(215) 825-5656
FAX: (215) 825-8310
Andrew P. Mark, *President*
SFX J PL

Point of Purchase Radio Corp.
117 E. 29th St.
New York, NY 10016
(212) 725-7200
FAX: (212) 696-0904
Scott Kushner, *VP/Prgmmg. & Prod.*

●

Pro Audio Makers
1999 Temple, Unit B
P.O. Box 4087
Long Beach, CA 90802
(213) 597-8344
Frank Ellsworth

●

Producers' Audition Hotline
P.O. Box 742
Olney, MD 20832
(301) 924-5700, (301) 924-4327
Michael J. Weiner, *President*
VO

●

The Production Department
14874 NE 20th Ave., B-11
North Miami, FL 33181
(305) 945-7575
Steve A. Cohen, *President*
J

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Quantum Concepts Unlimited
12262 Hythe Street
Moreno Valley, CA 92387
(714) 683-2161
Cliff Berkowitz, *Partner*
George Prochazka, *Partner*

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Rahn Productions International
P.O. Box 61
Concord, CA 94522-0061
(415) 686-9141
Greg Rahn

●

Jim Raposa
P.O. Box 3079
Newport, RI 02840
(401) 846-2825
J

●

Reel Good Productions, Inc.
230 10th Ave. S.
Minneapolis, MN 55415
(612) 342-4444
Kyrl Henderson, *President*
John Wadsworth,
J PL SL

●

J.L. Ritter Productions
P.O. Box 6994
Stateline, NV 89449
(702) 588-4542
John Ritter, *President*
J

Rock-It Studios
187 Kinnebrook Park
Monticello, NY 12701
(914) 791-8589
Roger de Senglau
J

●

San Diego's Audio Duplicator
10536 Pine Grove St.
Rancho San Diego, CA 92078
(619) 670-9598
FAX: (619) 670-3094
Jim Norr, *GM*

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SCS Satellite Network Services
A Division of United Video
3801 S. Sheridan Rd.
Tulsa, OK 74145
(800) 950-6690
FAX: (918) 628-1337
Pam Long
Al Stem,
SU

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Silvertree, Inc.
2831 Camino del Rio S., Ste. 212
San Diego, CA 92108
(619) 296-1601
FAX: (619) 296-0248
Bo Donovan, *President*
J

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Sound Creations
21 Royal Oak Rd.
Lawrenceville, NJ 08648
(609) 882-5222
Fran Kowalski
Cliff Wight,
J

●

Soundtrack
77 N. Washington St.
Boston, MA 02114
(617) 367-0510
FAX: (617) 367-1521
Robert Cavicchio, *President*
J

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Southern Trax Production Co.
P.O. Box 3511
Muscle Shoals, AL 35662
(205) 355-4288, (800) 462-4420
Clete Quick, *President*
SFX J PL

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Spot Services
P.O. Box 307
Belleville, IL 62222
(618) 476-7771
Gary Whiteaker, *Chairman*
Joanne Moore-Pluff, *President*
VO

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709 Shadowfield Court
Chesapeake, VA 23320
(804) 547-4000
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PL SFX J

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Startrak Studios
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Cranston, RI 02920
(401) 944-7411
FAX: (401) 946-2050
Jack Rametta, *President*
SFX J PL VO

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R.D. Steele Creative Services
206 Upland Rd.
Merion, PA 19066
(215) 664-1708
R.D. Steele, *Owner/Operator*

Kris Stevens Enterprises Inc

Kris Stevens Enterprises
14241 Ventura Blvd., Ste. 204
Sherman Oaks, CA 91423
(818) 981-8255
FAX: (818) 990-4350
Kris Erik Stevens, *President*
A B C D E

Studio 140
140 Monroe Center, Ste. 200
Grand Rapids, MI 49503
(616) 454-7140
FAX: (616) 451-0931
John Howard, *Managing Dir.*
J VO

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Supertrax-Production Services
IDs and Sweepers
7827 Farrell
Amarillo, TX 79121
(806) 352-7503
Ron Chase, *Exec. Producer*
SFX PL SL

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Terry Sweet & Associates
2347 N. 117th Street
Wauwatosa, WI 53226
(414) 771-6505
Kevin Lyons-Tarr, *Mktg. Dir.*

Technidisc, Inc.
2250 Mejier Drive
Troy, MI 48084-7111
(313) 435-7430, (800) 321-9610
FAX: (313) 435-8540
Jim Zinn

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Telegenics, Inc.
150 Nassau St., Ste. 830
New York, NY 10038
Peter Singer, *Dir. of Sales/Mktg.*
Christopher A. Russo, *President*
Thomas R. Deleso, *VP/Tech.-Creative Dir.*

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Tele-Talent, Inc.
7033 Sunset Blvd., Ste. 318
Hollywood, CA 90028
(213) 466-8517
FAX: (213) 466-8295
Tony Barnard, *Chairman*
Warren Meyers, *President*

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Johnny Thomas Productions
P.O. Box 3343
Spring, TX 77383
(713) 987-2083
Johnny Thomas
John Roman,
VO

ThompsonCreative

Thompson Creative
4631 Insurance Lane
Dallas, TX 75205
(214) 559-4000
FAX: (214) 521-8578
Larry Thompson, *President*
Annette Leslie, *Acct. Exec.*
Charlie Kennedy, *Acct. Exec.*
Terry Humphries, *Prod. Asst.*
J VO

TM Communications
1349 Regal Row
Dallas, TX 75247
(800) 527-7759, (214) 634-8511
FAX: (214) 638-5724
Dave Tyler, *Sr. VP*
SFX J PL

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J PL SFX

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Jupiter, FL 33468
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FAX: (407) 746-0310
John St. John Hanneman, *President*
Rex M. Bell, *GM*
PL SFX

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Valentino, Inc.
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New York, NY 10036
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FAX: (212) 869-6259
Tom Valentino, Jr.
SFX PL

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Voicebox!
6001 Goodman
Merriam, KS 66202
(913) 262-8171
Donald K. Moore
VO

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San Diego, CA 92123
(800) HIT-SONG
Steve Vaus, *Owner*

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Voice of Authority
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Santa Ana, CA 92704
(714) 241-1111
Scott Lockwood
J V O

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VoiceWorks Studios
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Hollywood, CA 90028
(213) 463-8652
FAX: (213) 467-7132
Patrick Torres, *Chief Engineer*
VO

●

Voice Works Studios
929 Windsor Ave.
Roanoke, VA 24015
(703) 342-5369
Jim Cates

●

Voicetech
1401 Regal Drive, Ste. 578
Richardson, TX 75080
(214) 690-3649

●

Washington International Teleport
1133 21st St. NW, 3rd Fl.
Washington, DC 20036
(202) 785-8300
FAX: (202) 452-0848
Nate Boyer, *Dir. Pvt. Ntwk. Sls.*
SU

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PRODUCTION SERVICES

Gary Whiteaker Corp.
P.O. Box 307
Belleville, IL 62222
(618) 233-0005
Gary Whiteaker, *Producer*
Joanne Moore-Pluff, *President*

Bob Wood Organization
4778 Renovo Way
San Diego, CA 92124
(619) 565-2006
Bob Wood, *President*

Yesterday Sounds
P.O. Box 852
Richboro, PA 18954
(215) 357-4839
Ron Martin

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PROGRAM SUPPLIERS & NETWORKS

ABC Contemporary Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5441
FAX: (212) 887-5314
Marla H. Bane, *Director*

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ABC Direction Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5193
FAX: (212) 887-5533
Richard Lorenzo, *Director*

●

ABC Entertainment Programming
ABC Watermark
125 West End Ave.
New York, NY 10023
(212) 887-5365
FAX: (212) 887-5449
Patricia Rosen, *Director*

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ABC Entertainment Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5553
FAX: (212) 887-5533
Corinne Baldassano, *Director*

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ABC FM Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5635
FAX: (212) 887-5314
Susan O'Connell, *Director*

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ABC Information Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5585
Karen Foley, *Director*

ABC Radio Networks
125 West End Ave. 7th Fl.
New York, NY 10023
(212) 887-5200
FAX: (212) 887-5533, (212) 887-5534
Aaron Daniels, *President*
Philip Giordano, *Sr. VP*
Tom Cuddy, *VP, Entertainment Prog.*
Darryl Brown, *VP, Group Director*
Stuart Krane, *VP, Group Director*
Frank Raphael, *Dir. Natl./Mktg.*
Susan Storms, *Dir. Advertising & Publicity*

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ABC Rock Radio Network
125 West End Ave.
New York, NY 10023
(212) 887-5652
FAX: (212) 887-5533
Gloria Briggs, *Director*

●

ABC Talkradio
125 West End Avenue
New York, NY 10023
(212) 887-5638
FAX: (212) 887-5533
Maurice Tunick, *VP/Director*

●

About Radio Enterprises
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Sherman Oaks, CA 91423
(818) 377-4300
Barbara Nadler

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Accu-Weather, Inc.
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FAX: (814) 238-1339
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Active Markets
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FAX: (213) 399-2253
David Marinoff, *President*

Tom Adams Productions, Inc.
Box 25989
Honolulu, HI 96825
(808) 395-7500, (808) 395-7501
Tom Adams

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Afterglow Productions
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(901) 682-3028
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Air Science Consultants, Inc.
347 Prestley Rd.
Bridgeville, PA 15017
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FAX: (412) 221-6000
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Airlines
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Harper Wods, MI 48225
(313) 881-4551
Cheryl Rilly, *Publisher*

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Airways
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(217) 359-6782
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AKG Acoustics, Inc.
77 Selleck St.
Stamford, CT 06902
(203) 348-2121
FAX: (203) 324-1942
S. Richard Ravich, *President*

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All Media
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Fullerton, CA 92632
(714) 879-9153
FAX: (714) 871-6710
Michael Ritto, *President*

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All Star Radio
3575 Cahuenga Blvd W., Ste. 255
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FAX: (213) 850-1610
Merrill Barr, *President*

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The Aloha Radio Network
"Country Plus!"
1750 Kalakaua Ave, Ste. 3-229
Honolulu, HI 96826
(800) 248-7587
FAX: (808) 526-1537
Steve Armstrong, *Network Director*
Jim Mayes, *Producer*

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Alternative Programming, Inc.
2501 Oak Lawn, Ste. 365
Dallas, TX 75219
(800) 231-2818, (214) 521-4484
FAX: (214) 521-6808
Mickey Briggs, *President/GM*
David Longhofer, *Sales Manager*
Michael Walsh, *Nat'l Sales Research*

●

American Comedy Network
Park City Plaza
10 Middle St.
Bridgeport, CT 06604-4277
(203) 384-9443
FAX: (203) 367-9346
Andrew Goodman, *President*

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American Image Productions
1719 West End Avenue, Ste. 603
Nashville, TN 37203
(615) 327-4521, (800) 344-4202
FAX: (615) 321-0731
George Lale, *VP*

AMERICAN LEISURE NETWORK
Ski / Beach / Leisure Reports

American Leisure Network (division of Morrie Trumble & Assoc.)
1399 Fulton St., Ste. 403
New York, NY 10038
(212) 693-2633
FAX: (212) 571-1422
Morrie Trumble, *President*

American Media
995 McMillan St.
Atlanta, GA 30318
(404) 873-3100
Travis Head, *Operations Mgr.*

●

American Pie
P.O Box 66455
Los Angeles, CA 90066
(213) 391-4088
Janet Volat, *Principal*

●

American Radio Network
5287 W. Sunset Blvd.
Los Angeles, CA 90027
(213) 464-4580
Dean Lewis, *Exec. Producer*

American Radio Networks

American Radio Networks
423 New Karner Rd., Ste. 6
Albany, NY 12205
(518) 869-4386
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Anderson Media Services, Inc.
1465 Westwood Ave. SW
Atlanta, GA 30310
(404) 752-9353
Al Anderson, *President*

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The Answer
P.O. Box 4217
St. Louis, MO 63163
(314) 771-8271
Stel Pontikes

AP Associated Press Broadcast Services

AP Network News
AP Broadcast News Ctr. 6th Fl.
1825 K St. NW
Washington, DC 20006
(800) 821-4747
Jim Williams, *Dir., Broadcast Serv.*

Stephen Arnold Music Productions
2636 Walnut Hill, Ste. 100
Dallas, TX 75229
(214) 351-0291
FAX: (214) 352-8093
Stephen Arnold

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Toby Arnold & Associates
3234 Commander Dr.
Carrollton, TX 75006
(214) 661-8201, (800) 527-5335
FAX: (214) 250-6014
Toby Arnold, *President*

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Association of Unity Churches
P.O. Box 610
Lee's Summit, MO 64063
(816) 524-7414
FAX: (816) 251-3561
Carolyn Craft, *Producer*

●

Attic Witt
1520 First Ave., Ste. 2A
New York, NY 10021
(212) 535-5645
Lou Ferante

●

Audio Creations
801 Starmount Ave., NW
Roanoke, VA 24019
(703) 563-8100
Ben Peyton

Dale Baglo Broadcast, Inc.
825 Broughton St.
Victoria, BC
Canada, V8W 1E5
(604) 386-1131
FAX: (604) 386-5775
Dale Baglo, *President*

BAILEY ★ ★ ★ BROADCASTING SERVICES

Bailey Broadcasting Services
3151 Cahuenga Blvd. W., Ste. 200
Los Angeles, CA 90068
(213) 969-0011
FAX: (213) 969-8474
Lee Bailey, *President/ Exec. Producer*
Diane Blackmon-Bailey, *VP, Operations/Promotion*
Andrew Schrieber, *Dir. Mktg. & Sales*

Barrett Associates Inc.
3205 Production Ave.
Oceanside, CA 92054
(619) 433-5600
FAX: (619) 433-1590
Mike Cruz
Ernie Belanger

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Beethoven Satellite Network
c/o WFMT
303 E. Wacker Dr.
Chicago, IL 60601
(312) 565-5005
FAX: (312) 565-5169
Ray Nordstrand, *President/GM*

●

Beige Cave Comedy Network
6404 Hollywood Blvd., #415
Hollywood, CA 90028
(213) 469-0157
Willy Wood
Eddie Moe

●

Belly Laffs
1 Riverview Drive
North Providence, RI 02904
Frank O'Donnell, *President*

●

Frank Bennett Media Ventures
3131 Homestead Road, #17K
Santa Clara, LA 95051
(408) 247-0762
Frank Bennett

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Best of the Oldies Radio Network
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Darryl Evans

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Beyond Bourbon Jazz Productions
P.O. Box 169-MO
Milford, CT 06460
(203) 877-3690
Jim Rock
Margi Baue

●

BM Productions
P.O. Box 175
Northford, CT 06472
(203) 388-3548
Paul Camp

●

Mike Boyd Funeral Planning Consultant
P.O. Box 100043
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Mike Boyd

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Bonneville Broadcasting System
4080 Commercial Ave.
Northbrook, IL 60062
(800) 631-1600
FAX: (312) 291-0841
James Opsitnik, *President*

●

Bradbury Communications (BRADCOM)
Unit 103-333, 2210 E. Highland
San Bernardino, CA 92404
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Jay W. Bradbury, *President*
Bill Williams, *OM*
Jay Williams, *Talent Co-ordinator*

●

Bradley Communications, Inc.
101 West Baltimore Ave.
Lansdowne, PA 19050
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FAX: (215) 284-3704
Bill Harrison

●

Brainstorm Productions, Inc.
3731 W. 165
Cleveland, OH 44111
(216) 371-3534
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™BREEZE

The Breeze
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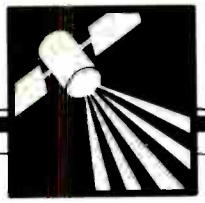
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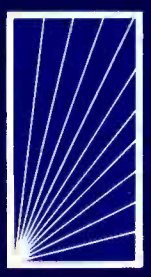
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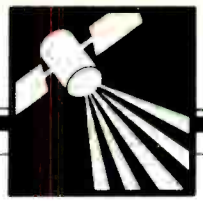
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●

Winton Communications, Inc.
4102 W. Linebaugh Ave., Ste. 210
Tampa, FL 33624
(813) 962-2336
FAX: (813) 960-1393
Ed Winton, *President*
Bill Dutcher

Bob Wood Organization
4778 Renovo Way
San Diego, CA 92124
(619) 565-2006
Bob Wood, *President*

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World Beat
1463 Sacramento St., Ste. 1A
San Francisco, CA 94109
(415) 474-7773
Doug Wendt, *President*

●

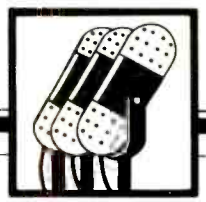
World Space Report
P.O. Box 3803
Stamford, CT 06905
(203) 329-1992, (800) 622-1992
Edna Lipman

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Wright Radio Services
The Wright Stuff-Joke Service
P.O. Box 582
Felton, DE 19943
(302) 284-4400
Stu Wright

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Rob Young
842 Sunset Blvd., #14
Kenner, LA 70065
(504) 468-1421



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800 5th Ave., Ste. 3770
Seattle, WA 98104
(206) 624-2888
Barry Ackerly, *President*

Seattle, WA	KJR & KLTX
Portland, OR	KSGO & KGON

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600 Cleveland St., Ste. 760
Clearwater, FL 34615
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Phoenix, AZ	KOOL-AM & FM
San Antonio, TX	KISS-FM
Seattle, WA	KQUL & KZOK
Denver, CO	KHIH-FM

Albimar Communications
60 State St., Ste. 550
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FAX: (617) 742-2410
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Skip Finley, *President*

Washington, DC	WKYS
Salt Lake City, UT	KDAB

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All Pro Broadcasting, Inc.
161 N. LaBrea Avenue
Inglewood, CA 90301
(213) 330-3100
FAX: (213) 412-7803
Willie Davis, *President*

Los Angeles, CA	KACE
Denver, CO	KDHT & KMVP
Milwaukee, WI	WLUM & WMVP

Allegheny Mountain Network
P.O. Box 204
State College, PA 16804
(814) 238-0792
FAX: (814) 684-1220
Cary Simpson, *President*

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

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American Media, Inc.
1700 Montgomery, Ste. 324
San Francisco, CA 94111
(415) 397-1000, (516) 475-5200
FAX: (415) 397-1723, (516) 475-5211
Art Kern, *Chairman*
Alan Beck, *President,*

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Cincinnati, OH	WDJO & WUBE
Orlando, FL	WOCL
Tucson, AZ	KCEE & KWFM
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Albuquerque, NM	KZSS & KZRR
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Denver, CO 80226
(303) 922-5511
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Newton, KS	KJRG & KOEZ
Scott City, KS	KFLA & KEZU
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Augusta, GA 30901
(404) 722-7474
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Paul Rothfuss, *President*

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Augusta, GA	WZNY
Tuscaloosa, AL	WRRX & WFFX
Wapakanoeta-Lima, OH	WZOQ
Ft. Smith, AR	KSBB
Davenport, IA	KLIO
Utica-Rome, NY	WFRG

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San Rafael, CA 94901
(415) 456-1510
FAX: (415) 456-7261
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Orange, CA	KIKF
Escondido, CA	KOW-AM & FM

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Manchester, MA 01944
(508) 526-8132
FAX: (508) 526-8106
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James T. Herron, *VP/Programming*

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Boston, MA	WRKO & WROR
Syracuse, NY	WAQX
Colchester, VT	WXX

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Charlotte, NC 28232
(704) 372-4434
FAX: (704) 335-9904
Cy N. Bahakel, *President*

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Charleston, SC	WXLY
Colorado Springs, CO	KILO
Lynchburg, VA	WWOD & WKZZ
Waterloo, IA	KXEL & KOKZ
Bowling Green, KY	WLBJ & WCBZ
Greenwood, MS	WABG
Kingsport, TN	WKIN & WZXY
Greensboro, NC	WPET & WKSI

Barnstable Broadcasting, Inc.
125 Technology Dr.
P.O. Box 9042
Waltham, MA 02254-9042
(617) 647-0608
FAX: (617) 647-2621
David S. Gingold, *President*
Albert J. Kaneb, *Group Owner*
Craig Wilbraham, *VP*
Jim Paglia, *VP/Finance*

Memphis, TN	WGKX
Mt. Washington, NH	WHOM
Akron, OH	WSLR & WKDD
Hempstead, NY	WHLI & WKJY
Harrisburg, PA	WHKS
Albany, NY	WGNA-AM & FM

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Beach-Schmidt Group
2300 Hall
P.O. Box 817
Hays, KS 67601
(913) 625-2578
FAX: (913) 625-3632
Bob Schmidt, *Exec. VP*

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

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Beasley Broadcast Group
200 W. Ash St.
P.O. Box 1355
Goldsboro, NC 27530
(919) 734-8000
FAX: (919) 734-1908
George Beasley, *President*

Philadelphia, PA	WXTU & WTEL
Mobile, AL	WBLX-AM & FM
Evansville, IL	WYNG
Conway, SC	WLIT & WYAV
Charlotte, NC	WBIG-AM & FM
Fayetteville, NC	WFAI & WKML
Reidsville, NC	WMJH
Kinston, NC	WFTC & WRNS
Miami, FL	WPOW
Ft. Myers, FL	WRXK & WWAM
Chicago, IL	WMRO & WYSY
Little Rock, AK	KAAY

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Beck-Ross Communications, Inc.
100 Merrick Road
P.O. Box 256
Rockville Centre, NY 11570
(516) 764-8999, (718) 343-1234
FAX: (516) 764-7759
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Long Island, NY	WBLI
Hartford, CT	WHCN
Providence, RI	WSNE

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Bloomington Broadcasting Corp.
236 Greenwood Ave.
Bloomington, IL 61704
(309) 829-1221
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Chattanooga, TN	WGOW & WSKZ
Johnson City-Bristol, TN	WJCW & WQUT
Bloomington-Normal, IL	WJBC & WBNQ

Bonneville International
P.O. Box 1160
Salt Lake City, UT 84110-1160
(801) 575-7500
FAX: (801) 575-7548
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Chicago, IL	WCLR
San Francisco, CA	KOIT-AM & FM
Dallas, TX	KAAM & KZPS
Seattle, WA	KIRO & KSEA
Kansas City, MO	KMBZ & KMBR
Salt Lake City, UT	KSL

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Detroit, MI 48226
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FAX: (313) 965-1160
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Cleveland, OH	WRMR & WLTF
Cincinnati, OH	WSAI & WWNK
Toledo, OH	WTOD & WKKO
Saginaw, MI	WSGW & WIOG
South Bend, IN	WZZP
Indianapolis, IN	WZPL

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420 N.W. 5th St., Ste. 3B
P.O. Box 3353
Evansville, IN 47732
(812) 423-6200
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Alan Beck, *VP*

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Fargo-Moorehead ND-MN	KQWB-AM & FM
Lancaster, PA	WIOV
Jefferson City, MO	KLIK & KTXY
Windsor, CO	KUAD-FM
Reading, PA	WAGO

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Bristol Broadcasting Co.
P.O. Box 1389
Bristol, VA 24203
(703) 669-8112
FAX: (703) 669-0541
W.L. Nininger, *President*

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

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The Broadcast Group
1600 Modern
Detroit, MI 48203
(313) 865-3900
Walter Wolpin, *President*

Detroit, MI	WCAR
Phoenix, AZ	KFYI & KKFR

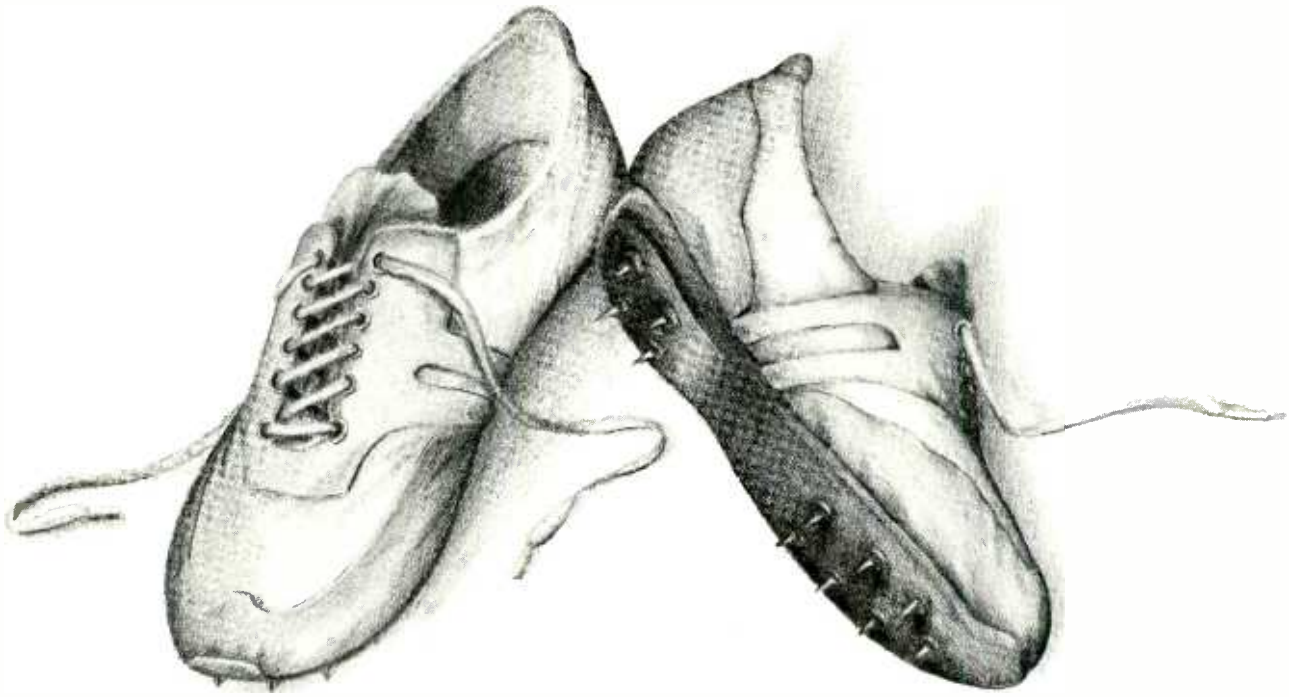
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Broadcast Partners
15401 W. Ten Mile
Detroit, MI 48237
(313) 967-3750
Joseph L. Dorton, *President, CEO*

Detroit, MI	WCZY
Dallas, TX	KSKY
Chicago, IL	WVAZ
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Westmont, IL 60559 (312) 789-0900

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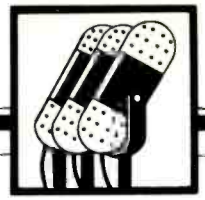
KQQL-FM
Minneapolis, MN

WLAP-FM
Lexington, KY

WLAP-AM
Lexington, KY

KKCW-FM
Portland, OR

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Panama City, FL	WPFM
Grand Junction, CO	KVEE-AM & FM

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Barry Mayo, *President*

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Dallas, TX	KSKY
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Charlotte, NC	WGIV & WPEG

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Lawton, OK 73506-1953
(405) 536-9530
Chuck Morgan, *President*

Lawton, OK	KMGZ

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Beverly Hills, CA 90212
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Michael J. Brown, *Partner*
Phil Melrose, *Director of Operations*

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San Francisco, CA	KKSF
San Diego, CA	KPOP & KGB

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FAX: (203) 622-7341
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San Francisco, CA	KKHI-AM & FM
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Syracuse, NY	WSEN-AM & FM
Modesto-Merced, CA	KUBB
Monterey-Salinas, CA	KWAV
Portland, ME	WYNZ-AM & FM
Bakersfield	KLLY
Visalia-Fresno, CA	KSEQ

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125 West End Ave.
New York, NY 10023
(212) 887-5300
FAX: (212) 887-5533
James Arcara, *Radio President*

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Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS & WYTZ
San Francisco, CA	KGO
Washington, DC	WMAL & WRQX
Detroit, MI	WJR & WHYT
Atlanta, GA	WKHX-AM & FM
Providence, RI	WPRO-AM & FM
Minneapolis, MN	KQRS-AM & FM
Denver, CO	KRXY-AM & FM
Dallas, TX	WBAP & KSCS

Capitol Broadcasting Co.
711 Hillsborough
Raleigh, NC 27603
(919) 890-6000
FAX: (919) 821-8554
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Jon Coleman, *VP*

Richmond, VA	WRNL & WRXL
Raleigh, NC	WRAL
Orlando-Cocoa Beach, FL	WSTF
Baltimore, MD	WWMX
Norfolk-Virginia Beach	WNVZ

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Capitol Broadcasting Corp.
917 Western America Circle, Ste. 500
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(205) 343-1000
FAX: (205) 344-6006
Ken Johnson, *President*

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Mobile, AL	WKSJ-AM & FM
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Charleston, WV	WCAW & WVAF
Raleigh, NC	WTRG
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Rutland, VT	WJJR

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Canada, V2M 1G7
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FAX: (604) 563-6218
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Ft. St. James, BC	CIFJ
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Gransile, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIBC
Quesnel, BC	CKCQ
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Vanderhoof, BC	CIVH & CIBC-FM-1
Williams Lake, BC	CKWL

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Carlson Communications International
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Salt Lake City, UT 84107
(801) 268-8181
FAX: (801) 266-1510
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Salt Lake City	KUSW
Cottonwood, AZ	KSMK
Elko, NV	KRJC

CBS
51 W. 52nd Street
New York, NY 10019
(212) 975-3976
FAX: (212) 975-7355
Nancy C. Widmann, *President Radio Div*

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Los Angeles, CA	KNX & KODJ
Chicago, IL	WBBM-AM & FM
San Francisco, CA	KCBS & KRQR
Boston, MA	WODS
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(602) 263-5675
FAX: (602) 266-5013

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CKO, Inc.
30 Carlton St.
Toronto, Ontario
Canada, M5B 2E9
(416) 591-1222
Peter J. Jackman, *President/Chief GM*

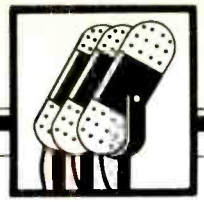
Montreal, QB	CKO-AM-7
Ottawa, ON	CKO-FM-1
Toronto, ON	CKO-FM-2
London, ON	CKO-FM-3
Vancouver, BC	CKO-FM-4
Calgary, AL	CKO-FM-5
Edmonton, AL	CKO-FM-6
Halifax, NS	CKO-FM-8
Winnipeg, MA	CKO-FM-9

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San Antonio, TX 78205
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FAX: (512) 225-7932
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San Antonio, TX	WOAI & KAJA
Oklahoma City, OK	KTOK & KJYO
Tulsa, OK	KAKC & KMOD
Austin, TX	KPEZ
New Haven, CT	WELI
Port Arthur, TX	KALO
Louisville, KY	WHAS & WAMZ
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FAX: (212) 986-1168
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Denver, CO	KHOW & KSYY
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Dallas, TX	Texas State Networks

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Salt Lake City, UT 84111
(801) 364-3561
FAX: (801) 538-5690
Homer K. Peterson, *Exec. VP*

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Idaho Falls, ID	KUPI-AM & FM
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Communications Properties, Inc.
5490 Saratoga Rd.
Dubuque, IA 52001
(319) 583-6475
FAX: (319) 583-4535
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Kevin Kelly, *GM*

Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

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Community Pacific Broadcasting Corp.
933 N. Main St.
Salinas, CA 93906
(408) 424-1428
FAX: (408) 757-8610
David J. Benjamin, *Chairman*
Charles Banta, *President*

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Eugene, OR	KEED & KSND
Anchorage, AK	KASH-AM & FM

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Marinship Yacht Harbor, Ste. 1
Sausalito, CA 94965
(415) 331-2345
FAX: (415) 331-2352
Frederic W. Constant, *President*

Eugene, OR	KLCX & KDUK
Reno, NV	KOLO & KWNZ
Boise, ID	KIZN-AM & FM

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6301 Ivy Lane
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(301) 441-3500
FAX: (301) 982-0981
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Houston, TX	KFMK
Seattle, WA	KUBE
Washington, DC	WPGC-AM & FM
Atlanta, GA	WZGC
Chicago, IL	WUSN
Phoenix, AZ	KOPA & KSLX
Provo-Salt Lake City, UT	KZOL & KFMY

Cox Enterprises, Inc.
1400 Lake Hearn Drive, NE
Atlanta, GA 30319
(404) 843-5242
FAX: (404) 843-5256
Nicholas D. Trigony, *Exec. VP, Radio*

Los Angeles, CA	KFI & KOST
Chicago, IL	WCKG
Miami, FL	WIOD & WGTR
Atlanta, GA	WSB-AM & FM
Charlotte, NC	WSOC-AM &FM
Dayton, OH	WHIO-AM & FM
Tampa, FL	WWRM

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CR Broadcasting, Inc.
344 Old Pinson Rd.
Jackson, TN 38301
(901) 424-1200
FAX: (901) 424-1150
John Columbus, *President/CEO*

Jackson, TN	WDXI & WMXX
Jackson-Lansing, MI	WIBM-AM & FM
Wheeling, WV	WKWK & WEEL
Murphysboro, IL	WTAO
McLeansboro, IL	WMCL
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Neal Newman, *VP/Programming*

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Wilmington, DE	WJBR-AM & FM
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Detroit, MI	WMUZ
Dallas, TX	KPBC
Buffalo	WDCX
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(602) 265-0597
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Fresno, CA	KFIG-AM & FM

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Deer River Group
2000 L Street N.W., Ste. 200
Washington, DC 20036
(202) 659-3331
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Jay Williams, *COO*

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Fitchburg, MA	WFGL
Worcester, MA	WXLO

The Dittman Group
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Mobile, AL 36604
(205) 432-5572
FAX: (205) 438-4044
Bernard S. Dittman, *President*
Bernie Barker, *VP*
Randy Randy Lane, *VP/Programming*

Birmingham, AL	WAPI-AM & FM
Memphis, TN-Osceola, AR	KMPZ
Mobile, AL	WABB-AM & FM

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Duffy Broadcasting
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Phoenix, AZ 85014
(602) 236-0100
Jerry Ryan, *VP*

Phoenix, AZ	KESZ

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Early Broadcasting, Inc.
2000 Dogwood Ln.
Columbia, MO 65205
(314) 449-2433
Ronald L. Petersen, *GM*

Columbia, MO	KTGR & KCMQ

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Eastern Broadcasting
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Washington, DC 20006
(202) 387-0661
FAX: (202) 331-4132
Roger Neuhoff, *President*

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Hershey, PA	WRKZ
Springfield, IL	WCVS & WFMB
State College, PA	WRSC & WQWK
Easton, PA	WEST & WLEV
Quincy, IL	WTAD & WQCY

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Edens Broadcasting
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Phoenix, AZ 85004
(602) 258-5293
FAX: (602) 256-7821
Gary Edens, *Chairman/CEO*
Michael Osterhout, *President/COO*

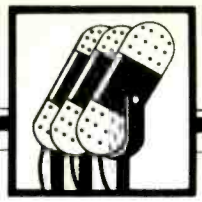
Tampa, FL	WRBQ-AM & FM
Phoenix, AZ	KOY-AM & FM
Richmond, VA	WRVA & WRVQ
Norfolk, VA	WWDE
San Diego, CA	KKLQ-AM & FM

EMMIS BROADCASTING

Emmis Broadcasting
1099 N. Meridian St., Ste. 1197
Indianapolis, IN 46204
(317) 266-0100
FAX: (317) 631-3750
Jeff Smulyan, *President*

New York, NY	WFAN & WQHT
Los Angeles, CA	KPWR
Washington, DC	WAVA
St. Louis, MO	KSHE
Minneapolis, MN	WLOL
Indianapolis, IN	WENS
Boston, MA	WJIB
Houston, TX	KKHT
Chicago, IL	WKQX
San Francisco, CA	KXXX

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RADIO GROUP OWNERS

Entertainment Communications (Entercom)
100 Presidential Blvd.
Bala Cynwyd, PA 19004
(215) 667-1226
FAX: (215) 667-1326
Joe Field, *President*

San Francisco, CA	KITS
Houston, TX	KLDE
Pittsburgh, PA	WEEP & WDSY
Seattle-Tacoma, WA	KTAC & KBRD
Minneapolis-St. Paul, MN	KLXK & WAYL
Tampa, FL	WXCR
Gainesville-Ocala, FL	WKTK
Oklahoma City, OK	KLTE

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Evergreen Media Corporation
545 E. John Carpenter Frwy, Ste. 1420
Irving, TX 75062
(214) 869-9020
FAX: (214) 869-3671
Scott Ginsburg, *President/CEO*

Jacksonville, FL	WAPE-AM & FM
Los Angeles, CA	KFAC
Coral Gables, FL	WVCG
Chicago, IL	WLUP-AM & FM
Dallas, TX	KHYI

●

EZ Communications
10800 Main St.
P.O. Box 10103
Fairfax, VA 22030
(703) 591-1000
FAX: (703) 934-1200
Alan Box, *President*

Miami FL	WHQT
Pittsburgh, PA	WBZZ
St. Louis, MO	KYKY
New Orleans, LA	WEZB
Charlotte, NC	WEZC
Seattle, WA	KMPS-AM & FM
Phoenix, AZ	KAMJ-AM & FM
Sacramento, CA	KRAK-AM & FM
Jacksonville, FL	WOKV & WAIV
Philadelphia, PA	WIOQ
Las Vegas, NV	KUDA

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Faircom Inc.
333 Glen Head Road
Old Brookville, NY 11545
(516) 676-2644
Joel M. Fairman, *President*

Southampton, NY	WHFM
Charleston, SC	WTMA & WSSX
Flint, MI	WKMF & WCRZ

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Fairfield Broadcasting Co.
4200 W. Main St.
Kalamazoo, MI 49007
(616) 385-2757
FAX: (616) 345-1436
Stephen C. Trivers, *President*

Kalamazoo, MI	WQLR & WQSN
Fort Wayne, IN	WEZV & WEZR

Fairmont Communications Corporation
700 Montgomery St.
San Francisco, CA 94111
(415) 986-1467
FAX: (415) 362-1836
John P. Hayes, Jr., *President*

San Francisco, CA	KIOI
Detroit, MI	WMTG & WNIC
Nashville, TN	WLAC-AM & FM
Albuquerque, NM	KKOB-AM & FM
Portland, OR	KMJK
Vancouver, WA	KVAN

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Family Stations
290 Hagenberger Rd.
Oakland, CA 94261
(415) 568-6200
Harold Camping, *President/GM*

San Francisco, CA	KEAR
San Diego, CA	KECR
Buffalo, NY	WBFR
Jacksonville, FL	WJFR
Fresno, CA	KFSR
Charleston, NC	WFCH
Johnstown, PA	WFRJ
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Smithtown, NY	WFRS & WFME

●

Federated Media
P.O. Box 2500
Elkhart, IN 46515
(219) 295-2500
John Dille, *President*

Cincinnati, OH	WCKY & WWEZ
Grand Rapids, MI	WCUZ-AM & FM
Tulsa, OK	KSKS & KVLT
Ft. Wayne, IN	WQHK & WMEE
Elkhart, IN	WTRC
South Bend, IN	WYEZ

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Flair Broadcasting
6 Landmark Square, 4th Fl.
Stamford, CT 06901
(203) 359-5666
FAX: (203) 324-7051
John Boden,

FULLER-JEFFREY
BROADCASTING COMPANIES, INC.

Fuller-Jeffrey Broadcasting Companies, Inc.
Capital Bank of Commerce Bldg.
300 Capital Mall, Ste. 1450
Sacramento, CA 95814-4339
(916) 448-1450
FAX: (916) 448-2789
Bob Fuller, *President*

Lewiston-Portland, ME	WBLM
Portsmouth-Dover, NH	WOKQ
Des Moines, IA	KJJY-AM & FM
Roseville-Sacramento, CA	KRCX & KRXQ
Chico, CA	KFMF
Lake Tahoe, CA	KRLT
Modesto-Stockton, CA	KHOP
Santa Cruz-Salinas, CA	KLRS-AM
Santa Cruz-San Jose, CA	KLRS-FM
Santa Rosa, CA	KREO & KSRO

Gannett Radio
6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-8381
FAX: (213) 465-8810
Jay Cook, *President, Radio Div.*

Los Angeles, CA	KIIS-AM & FM
Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KSWV
Dallas, TX	KOAI
Seattle, WA	KNUA
Kansas City, MO	KCMO & KCPW

●

Guy Gannett Broadcasting Services
P.O. Box 2168
4330 N.W. 207th Drive
Miami, FL 33055
(305) 624-6101
FAX: (305) 621-4954
Tim Williams, *VP/Radio*

Miami, FL	WINZ & WZTA
Orlando, FL	WSSP & WWNZ

●

Gazette Broadcast Group
1 S. Parker Dr.
Janesville, WI 53545
(608) 754-3311
M.W. Johnston, *Chairman of the Board*
S.H. Bliss, *President*

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

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Genesis Broadcasting, Inc.
5949 Sherry Lane, Ste. 935
Dallas, TX 75225
(214) 361-2932
FAX: (214) 987-2524
Martin G. Greenberg, *President*

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San Antonio, TX	KONO & KITY
Austin, TX	KBTS
Sacramento, CA	KSFM & KSMJ

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GHB Broadcasting
1206 Decatur St.
New Orleans, LA 70116
(504) 525-1776
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Charlotte, NC	WHVN
Columbia, SC	WCOS-AM & FM
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Columbus, GA	WEAM
Philadelphia, PA	WNAP
Florence, SC	WOLS
Ashville, NC	WTOO

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Gilmore Broadcasting
162 E. Michigan
Kalamazoo, MI 49007
(616) 381-6744
FAX: (616) 381-5326
James S. Gilmore, Jr, *Chairman*

Miami, FL	WLVE
Dallas, TX	KMEZ-FM
Joplin, MO	KODE
Evansville, IN	WEHT

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RADIO GROUP OWNERS

Golden West Broadcasters
5858 Sunset Blvd.
P.O. Box 710
Los Angeles, CA 90078
(213) 460-5655
FAX: (213) 460-6614
Bill Ward, *President, Radio Div.*

Los Angeles, CA	KMPC & KEDG
Seattle, WA	KVI & KPLZ

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Goodrich Broadcasting, Inc.
3565 29th St., S.E.
Kentwood, MI 49508
(616) 949-8760
FAX: (616) 949-8365
Robert Goodrich, *President*
Jeff Scarpelli, *VP & GM*
Chuck Finney, *Corp. PD*

Muskegon, MI	WSNX-AM & FM
Lansing, MI	WVIC-AM & FM
Davenport, IA-Moline, IL	WXLP & KSTT
Greenville-Grand Rapids	WPLB-AM & FM

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Gorich Radio Corp.
1020 E. Second St.
Webster City, IA 50595
(515) 832-1570
Glenn Olson, *President*

Creston, IA	KSIB & KITR
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM
Clarinda, IA	KQIS

●

Great American Broadcasting
1718 Young St.
Cincinnati, OH 45210
(513) 721-1414
FAX: (513) 721-8413
Carl Wagner, *President, Broadcast Group*

Pittsburgh, PA	WDVE
Atlanta, GA	WKLS
Kansas City, MO	WDAF & KYYS
Cincinnati, OH	WKRC & WKRQ
Portland, OR	KEX & KKRZ
Columbus, OH	WTVN & WLVQ
Indianapolis, IN	WNDE & WFBQ
Milwaukee, WI	WLZR-AM & FM
Detroit, MI	WRIF
Sacramento, CA	KROY

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Great Empire Broadcasting
P.O. Box 1402
Wichita, KS 67201
(316) 838-9141
FAX: (316) 838-3607
Mike Lynch, *President*
Mike Oatmay, *CEO*

Omaha, NE	WOW-AM & FM
Wichita, KS	KFDI-AM & FM
Shreveport, LA	KWKH-AM & FM
Springfield, MO	KTTS-AM & FM

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Great Scott Broadcasting, Ltd.
1018 Timber Lane
Pottstown, PA 19464
(215) 323-7916
Faye Scott, *President*
Mitch Scott, *VP*

Harrisburg, PA	WHGB
Yardley, NJ	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WKST-AM & FM
Georgetown, DE	WSEA & WZBH
Pottstown, PA	WPAZ

Great Trails Broadcasting
717 E. David Rd.
Dayton, OH 45429
(513) 294-3333
FAX: (513) 297-5223
Alexander Williams, *President*

Columbus, OH	WCOL & WXGT
Dayton-Eaton, OH	WING & WGTZ
Springfield, OH	WIZE

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Greater Media, Inc.
Two Kennedy Blvd.
P.O. Box 859
East Brunswick, NJ 08816
(201) 247-6161
FAX: (201) 247-0215
Frank Kabela, *President*
Herb W. McCord, *Group VP, Radio*

Los Angeles, CA	KRLA & KLSX
Philadelphia, PA	WPEN & WMGK
Detroit, MI	WHND & WCSX
Boston, MA	WMEX & WMJX
Washington, DC	WWRC & WGAY
Nassau-Suffolk, NY	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

GROUP W RADIO

Group W Radio
888 Seventh Ave.
New York, NY 10106
(212) 307-3665
FAX: (212) 307-3110
Dick Harris, *Chairman*

New York, NY	WINS
Los Angeles, CA	KFWB
Philadelphia, PA	KYW
Boston, MA	WBZ
Houston, TX	KODA
Dallas-Ft. Worth, TX	KQZY
Pittsburgh, PA	KDKA
San Diego, CA	KJQY
Phoenix, AZ	KMEO-AM & FM
San Antonio, TX	KQXT
Sacramento, CA	KFBK & KAER
Chicago, IL	WMAQ

Grundy Broadcasting Co.
804 First St.
Grundy Center, IA 50638
FAX: (515) 752-7499
Dean Osmundson, *GM*

Grundy Center, IA	KGCI

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Hall Communications
Cuprak Road
Norwich, CT 06360
(203) 887-3511
FAX: (203) 886-2749
Robert Hall, *President*

Lancaster, PA	WLPA & WNCE
New Bedford, MA	WNBH & WMYS
Burlington, VT	WJOY & WQCR
Norwich, CT	WICH & WCTY

Harris Enterprises
Box 878
Garden City, KS 67846
(316) 276-3251
Robert Wells, *VP*

Garden City, KS	KIUL
Grand Island, NE	KRGI-AM & FM
Leoti, KS	KWKR

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Hearst Broadcasting Group
959 8th Ave.
New York, NY 10019
(212) 649-2300
FAX: (212) 489-2314
John Conomikes, *VP, Hearst Corp/ GM, Brdcst*
David J. Barrett, *GM/Radio*

Pittsburgh, PA	WTAE & WHTX
Baltimore, MD	WBAL & WIYY
Milwaukee, WI	WISN & WLTQ
San Juan, PR	WAPA

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Hedberg Broadcasting Group
P.O. Box 528
Spirit Lake, IA 51360
(712) 336-5800
Paul Hedberg, *President*

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

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Henry Broadcasting
2277 Jerrold Ave.
San Francisco, CA 94124
(415) 285-1133
FAX: (415) 285-3592
Charlton Buckley, *President*

Denver, CO	KVOD
Portland, OR	KYTE & KKCY
Salinas-Monterey, CA	KDON-AM & FM
Omaha, NE	KFAB & KGOR
Fresno, CA	KMJ & KFYE
Riverside-San Bernardino, CA	KRSO & KDUO

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Heritage Media Corporation
1 Galleria Tower, Ste. 1500
13355 Noel Rd.
Dallas, TX 75240
(214) 702-7380
FAX: (214) 702-7382
Paul Fiddick, *President/Radio Group*

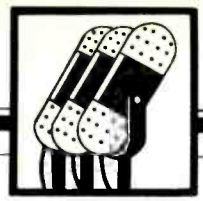
Los Angeles, CA	KDAY
Rochester, NY	WBBF & WBEE
Milwaukee, WI	WEMP & WMYX
St. Louis, MO	WIL-AM & FM
Portland, OR	KKSN-AM & FM
Seattle, WA	KRPM AM & FM

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Hoker Broadcasting, Inc.
901 Main St., Ste. 2400
Dallas, TX 75202
(214) 747-2925
Jay Hoker, *President*

Kansas City, MO	KCFX
Jacksonville, FL	WRXJ & WCRJ
Cincinnati, OH	WMLX & WOFX
Detroit, MI	WDFX

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RADIO GROUP OWNERS

The Home News Company
Box 551
New Brunswick, NJ 08903
(201) 246-5633
William M. Boyd, *President*

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

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Hubbard Broadcasting
3415 University Ave.
St. Paul, MN 55114
(612) 646-5555
FAX: (612) 642-4172
Stanley S. Hubbard, *President*

Minneapolis-St. Paul	KSTP-AM & FM

●

Hudson Group Ltd. Partnership of PA.
Three Metro Center
Ste. 810
Bethesda, MD 20814
(301) 986-1118
James A. McKenna,

Harrisburg, PA	WCMB

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Humber Valley Broadcasting Co., Ltd.
P.O. Box 570
Cornerbrook, Newfoundland
Canada, A2H 6H5
(709) 634-3111
FAX: (709) 634-4081
Dr. Noel Murphy, *President*

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

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Infinity Broadcasting
600 Madison Ave.
New York, NY 10022
(212) 750-6400
Mel Karmazin, *President/CEO*

New York, NY	WJIT & WXRK
Chicago, IL	WJJD & WJMK
Philadelphia, PA	WYSP
Boston, MA	WBCN
Houston, TX	KXYZ
San Jose, CA	KOME
Los Angeles, CA	KROQ
Dallas, TX	KVIL-AM & FM
Washington, D.C.	WJFK
Tampa, FL	WQYK-AM & FM
Detroit, MI	WOMC

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Inner City Broadcasting
801 Second Avenue
New York, NY 10017
(212) 661-3344
Pierre Sutton, *President*

New York, NY	WLIB & WBLS
San Francisco, CA	KBLX-AM & FM
San Antonio, TX	KSJL & KSAQ

JACOR Communications, Inc.
1300 Central Trust Center
201 E. 5th St.
Cincinnati, OH 45202
(513) 621-1300
FAX: (513) 621-0090
Terry S. Jacobs, *Chairman/CEO*
Frank E. Wood, *President/COO*

Atlanta, GA	WPCH & WGST Georgia Radio News Service
Cleveland, OH	WMJI-AM & FM
Cincinnati, OH	WLW & WEBN
Nashville, TN	WYHY
Knoxville, TN	WMYU
Jacksonville, FL	WQIK-AM & FM
Denver, CO	KOA & KOAQ
Tampa, FL	WFLA & WFLZ

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JAG Communications, Inc.
6 E. 45th St., Ste. 1301
New York, NY 10017
(212) 687-2211
FAX: (212) 370-0120
John A. Gambling, *Chairman/CEO*
Morton I. Hamburg, *President/COO*

Norfolk, VA	WFOG
Baltimore, MD	WFBR & WLIF

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Jefferson-Pilot Communications
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500
FAX: (704) 374-3889
James G. Babb, Jr., *President*

Miami, FL	WNWS & WLYF
Atlanta, GA	WQXI-AM & FM
San Diego, CA	KSON-AM & FM
Denver, CO	KYGO-AM & FM
Charlotte, NC	WBT & WBCY

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Jesup Broadcasting Corp.
1250 W. Charlton St.
Milledgeville, GA 31061
(912) 452-0586
Gary Davidson, *President*

Camden, SC	WCAM & WPUB
Jesup, GA	WLOP & WIFO
Kingstree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

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Jones Eastern Radio, Inc.
1 Carriage Lane - C100
Charleston, SC 29407
(803) 571-5555
FAX: (803) 556-0870
C.J. Jones, *President*
Carolyn Jones, *Sr. VP*

Charleston, SC	WXCH & WWHT
Myrtle Beach, SC	WXMB & WYAK
Wilmington, NC	WXBG & WVBS
Nags Head, NC	WRSF

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Joyner Communications, Inc.
125 Edinburgh S., Ste. 201
Cary, NC 27511
(919) 469-8383
FAX: (919) 469-8136
A. Thomas Joyner, *President*

Watertown-Madison, WI	WTTN & WMLW
South Hill, VA-Raleigh, NC	WQOK
Martinsville-Roanoke	WMVA-AM & FM
Whiteville-Fayetteville	WZFX

Kaye-Smith Radio
P.O. Box 3010
Bellevue, WA 98009
(206) 455-0923
FAX: (206) 451-0294
Lester M. Smith, *President*

Portland, OR	KXL-AM & FM
Spokane, WA	KJRB & KEZE

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KEFFCO, Inc.
P.O. Box 2158
Santa Rosa, CA 95405
(707) 523-1369
FAX: (707) 571-1097
James Kefford, *President*

Santa Rosa, CA	KXFX & KRRS
Lakeport, CA	KXBX & KWTR
Ft. Bragg, CA	KOZT
Eugene, OR	KZAM-AM & FM

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Keymarket Group
804 Carolina Ave.
N. Augusta, SC 29841
(803) 278-4646
FAX: (803) 278-4645
Kerby Confer, *CEO*
Barry Drake, *President*

Austin, TX	KOKE
Harrisburg, PA	WNNK
Memphis, TN	WRVR-AM & FM
Columbia, SC	WTCB
Austin, TX	KKMJ
Charlotte, NC	WRLX

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King Broadcasting
333 Dexter Ave. N.
Seattle, WA 98109
(206) 448-5555
Steven Clifford, *President/CEO*
Eric Bremner, *President, Broadcasting*

San Francisco, CA	KSFO & KYA
Seattle, WA	KING-AM & FM
Portland, OR	KGW & KINK

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Knight Quality Group Stations
63 Bay State Rd.
Boston, MA 02215
(617) 262-1950
FAX: (617) 267-5160
Scott Knight, *President*

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

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Kuiper Stations
399 Garfield S.W.
P.O. Box 1808
Grand Rapids, MI 49501
(616) 451-WFUR
William E. Kuiper, Sr., *President*

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

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KWHK Broadcasting
525 N. Main St.
Hutchinson, KS 67501
(316) 663-4461
William Mitchell, *President*

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

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RADIO GROUP OWNERS

Lakeland Broadcasting Company
P.O. Box 838
Willmar, MN 56201
(612) 235-8695
Steven Linder, *VP/GM*

Willmar, MN	KWLM & KQIC

●

Legacy Broadcasting, Inc.
Operators of Metropolitan Broadcasting Corp.
6430 Sunset Blvd., Ste. 700
Los Angeles, CA 90028
(213) 465-1700
FAX: (213) 465-4736
Carl E. Hirsch, *Co-Chairman, President & CEO*

Los Angeles, CA	KTWV
New York, NY	WNEW-FM
Philadelphia, PA	WMMR
Washington, DC	WCPT & WCXR
Houston, TX	KILT-AM & FM
Detroit, MI	WLLZ
Minneapolis, MN	KDWB-AM & FM

●

Lesso, Inc.
P.O. Box 11705
Wichita, KS 67202
(316) 267-0293
Larry Steckline, *President*

Enid, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSLS & KYUU
Pratt, KS	KWLS
Hutchinson-Pratt, KS	KGLS

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Liggett Broadcasting
185 E. Grand River Ave.
Williamston, MI 48895
(517) 349-2040
FAX: (517) 349-4100
James Jensen, *President*

Santa Rosa, CA	KMGG
Lansing, MI	WFMK
Saginaw, MI	WHNN
Grand Rapids, MI	WLHT
Battle Creek, MI	WBCK & WMJC
Fresno, CA	KCLQ-AM & FM

●

The Lincoln Group, Ltd.
351 S. Warren St., Ste. 600
Syracuse, NY 13202
(315) 478-5030
FAX: (315) 478-0251
Albert L. 'Bud' Wertheimer, *President*

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

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Lotus Communications
6777 Hollywood Blvd., Ste. 401
Hollywood, CA 90028
(213) 461-8225
Howard Kalmenson, *President*

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

MacDonald Broadcasting Company
2000 Whittier St.
P.O. Box 1776
Saginaw, MI 48605
(517) 752-8161
Kenneth MacDonald, Sr., *CEO*
Ken MacDonald, Jr., *President*

Saginaw, MI	WSAM & WKCQ
Cadillac, MI	WATT & WWLZ
Petoskey, MI	WWPZ & WMBN

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Magic Broadcasting Companies
c/o WDEN
Box 46
Macon, GA 31297
(912) 745-3383
Donald G. McCoy, *President*
Douglas M. Grimm, *Exec. VP*

Macon, GA	WDEN-AM & FM
Montgomery, AL	WREZ & WSVA
Myrtle Beach, SC	WJYR

●

Malrite Communications Group
1200 Statler Office Tower
Cleveland, OH 44115
(216) 781-3010, (212) 239-2308
FAX: (216) 781-6140
Dean Thacker, *President, Radio Div.*

New York, NY	WHTZ
Los Angeles, CA	KLAC & KZLA
San Francisco, CA	KNEW & KSAN
Minneapolis, MN	WDGY & KEEY
Cleveland, OH	WHK & WMMS
Philadelphia, PA	WEGX

●

Marathon Communications, Inc.
Two Dallas Communications Complex
6309 N. O'Connor Road, Ste. 220, LB 154
Irving, TX 75039-3510
(214) 869-1345
FAX: (214) 869-3465
Patrick Shaughnessy, *President/CEO*

Lincoln, NE	KHAT-AM & FM
Reno, NV	KBUL
Mobile, AL	WAVH

●

McCormick Broadcasting Corporation
Four Seasons Place
220 Boylston St., Ste. 8012
Boston, MA 02116
(617) 426-2959
Bill McCormick, *President*

Savannah, GA	WBMQ & WIXV

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Washington, DC	WXTR
Baltimore, MD	WWIN
Memphis, TN	WDIA
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1818 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080
Robert C. Weiss, *President*

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Tampa, FL	WNLT & WHBO
Cleveland, OH	WERE & WNCX
Orlando, FL	WPRD & WJYO
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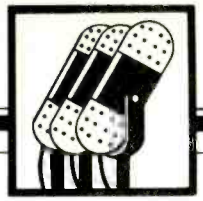
Des Moines, IA	KIOA & KDWZ
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ
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FAX: (204) 956-2710
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Cleveland, OH	WCRF
Boynton Beach, FL	WRMB
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Kansas City, MO	WBEQ-AM & FM
Denver, CO	KBCO-AM & FM
San Diego, CA	XTRA-AM & FM
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Dayton-Springfield, OH	WAZU-AM & FM
Brunswick, GA	WGIG-AM & FM
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Syracuse, NY	WNDR & WNTQ

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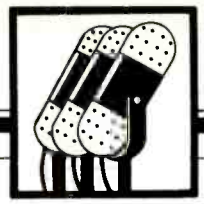
Seattle, WA	KBLE
Phoenix, AZ	KASA
Blaine, WA	KARI

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FAX: (607) 272-6057, (607) 272-0054
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Syracuse, NY	WHEN & WRHP
Chattenooga, TN	WDEF-AM & FM
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FAX: (617) 662-9675
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Stephen J. Nicholson, *Exec. VP/CFO*

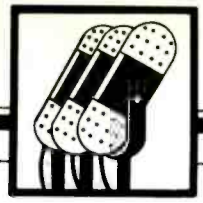
Reno, NV	KCBN & KRNO
Ft. Pierce-W. Palm Beach	WIRA & WOVV
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Quad Cities, IL	WKBF & WPXR
Savannah, GA	WCHY-AM & FM
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Seattle, WA	KGNW
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Columbus, OH	WRFD
Tulsa, OK	KCFO
Portland, OR	KPDQ-AM & FM
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Lancaster-Palmdale, CA	KAVC
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Quad Cities, IL	WMRZ & WLLR
Laconia, NH	WLNH
Indianapolis, IN	WIBC & WKLR
Lexington Park, MD	WMDM & WPTX
Baltimore, MD	WQSR & WBMD

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FAX: (513) 621-0071
Richard J. Janssen, *President/CEO*

Baltimore, MD	WBSB
Portland, OR	KUPL-AM & FM
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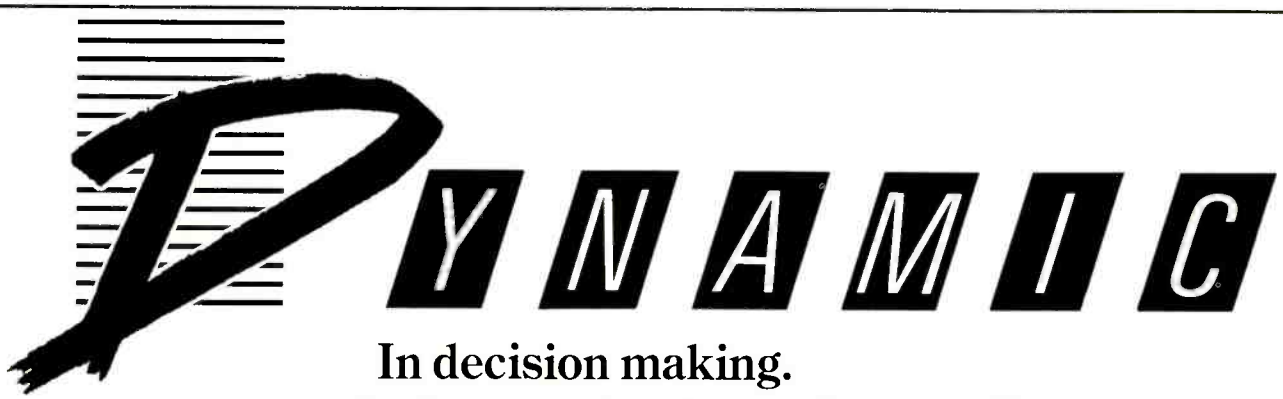
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Nashville, TN 37204
(615) 256-0434
FAX: (615) 242-6218
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122 Fourth St., SW
Rochester, MN 55902
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FAX: (507) 286-9370
***G. David Gentling,** President*
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FAX: (913) 295-1144
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***Gerald N. Holley,** VP, Broadcasting*

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Amarillo, TX	KGNC-AM & FM
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Annapolis, MD 21403
(301) 263-1030
FAX: (301) 280-6765
***Glenn Bell,** President*

New Orleans, LA	WQXY
Buffalo, NY	WYRK
Rochester, NY	WCMF
Dayton, OH	WWSN
Knoxville, TN	WIMZ-AM & FM
Des Moines, IA	KSO & KGGO
Louisville, KY	WDJX-AM & FM
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Suburban Radio Group
P.O. Box 888
Belmont, NC 28012
(704) 825-5272
FAX: (704) 825-4036
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Blacksburg, VA	WVVV
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Christiansburg, VA	WJJJ
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Concord-Kannapolis	WEGO
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Sudbrink Broadcasting
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West Palm Beach, FL 33406
(407) 689-0220
FAX: (407) 478-6594
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Denver, CO	KJIM
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Sudbury Services Inc. & Newport Broadcasting
P.O. Box 989
Blytheville, AR 72316
(501) 762-2093
***Harold Sudbury, Jr.,** President*

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Heber Springs, AR	KAWW-AM & FM
Hope, AR	KHPA
Newport, AR	KNBY & KOKR
Prescott, AR	KTPA
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RECORD COMPANIES

Jack Lameier, *Dir./Nat'l Promotion, CBS/Nashville*
Mike Martucci, *Dir./Nat'l AC Promotion*
Alan Oreman, *Dir./Nat'l Album Promotion (LA)*
Rich Schwan, *Dir./Nat'l Promotion CBS/Nashville*
Sherry Winston, *Dir./Nat'l Jazz Promotion*
Elaine Locatelli, *Assoc. Dir./Nat'l AC Promotion*
Dana Keil, *Mgr./Nat'l Secondaries Promotion*
Linda Kirishjian, *Mgr./Nat'l Alternative Promotion*
Debbie Muldoon, *Mgr./Nat'l Secondaries Promotion*
Marilyn Mitson, *Mgr./Nat'l Secondaries Promotion (LA)*

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Concord
(incl. Jazz, Concerto, Crossover, Picante, George Wein Collection, Collector's Series)
P.O. Box 845
Concord, CA 94522
(415) 582-2770
FAX:(415) 662-3508
Allan Farnham, *Radio Promotion*
Merrilee Trost, *Nat'l Promotion Dir.*

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Country International
(incl. Merry-Go-Round, Ford, Emkay, Tree Top)
23 Music Circle East
Nashville, TN 37203
(615) 327-4656
Jack Payne, *Promotion Dir.*

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Critique
(distributed by Atlantic)
800 West Cummings PK. Ste. 2500
Woburn, MA 01801
(617) 935-7540
FAX:(617) 935-6866

161 West 54th St. Ste. 1203
New York, NY 10019
(212) 489-7095
FAX:(212) 265-5726
Carl Strube, *President*
Jonathan Lev, *Alternative Promotion/A&R*
Rod Stevens, *Nat'l Pop Promotion Dir.*

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Curb
3907 W. Alameda Ave.
Burbank, CA 91505
(818) 843-2872
FAX: (818) 846-8435
Dick Whitehouse, *VP/Country Division*
Deborah Razo, *Mgr./Promotion & Marketing*

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Cypress
(incl. The Ship, Cypress Jazz)
(distributed by A&M)
1523 Crossroads Of The World
Los Angeles, CA 90028
(213) 465-2711
FAX:(213) 465-3548
Tami Shawn, *Dir./Promotion*
Scott Finck, *Nat'l/CHR Promotion*

Davatone Production Ltd.
101 Homedale Dr.
Agincourt, ONT
0M1V1M1 Canada
(416) 292-6924
Dave Ostrovsky, *President*

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DCC Compact Classics
(incl. Anchor, Garland, Shelter)
8300 Tampa Ste. G
Northridge, CA 91327
(818) 993-8822
FAX:(818) 933-0605
Greg Reed, *Dir./Marketing*

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Denon
(incl. Supraphon)
222 New Road
Parsippany, NJ 07054
(201) 575-7810j
FAX:(201) 808-1608
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Angela Stolfi, *Advertising & Promotion Mgr.*
Jennifer Phelps, *Promotion & Publicity*

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Digital Music Products (DMP)
P.O. Box 15835
Park Square Station
Stamford, CT 06091
(203) 323-9474
FAX:(203) 323-9474
Lou Dollenger, *Dir./Marketing*

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Discovery/Trend
(incl. AM/PM, Musicraft)
(distributed by CRD)
117 N. Las Palmas Ave.
Los Angeles, CA 90004
(213) 938-5482
FAX:(213) 933-1903
Patricia N. Marx, *VP/Dir. Promotion*

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Walt Disney
2600 W. Olive Ave., 10th Floor
Burbank, CA 91505
(818) 972-3300
FAX:(818) 845-4570
Shelly Miles, *VP*

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Dolce & Nuit
P.O. Box 1071
Melrose, MA 02176
(617) 665-4791
Matt Johnson, *President*

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Door Knob
(incl. Society, Brainchild)
315 Mt. Juliet Rd.
Mt. Juliet, TN 37122
(615) 754-0417
Gene Kennedy, *President/Nat'l Promotion*
Ray McClain, *Nat'l Promotion (Cashbox)*

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Edge
6464 Sunset Blvd. Suite 530
Los Angeles, CA 90028
(213) 465-6611
FAX:(213)415-6425
Rick Frio, *President*
Rick Bothwell, *Nat'l Marketing*

Elektra/Asylum/Nonesuch
75 Rockefeller Plaza
21st Floor
New York, N.Y. 10019
(212) 484-7200
FAX:(212) 765-6155

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 205-7400
FAX:(213) 205-7440
Brad Hunt, *Sr.VP/Promotion*
Rick Alden, *VP/CHR Promotion*
Primus Robinson, *VP/Special Markets*
Roger Smith, *Dir./Nat'l CHR Promotion*
Suzanne Berg, *Dir./Nat'l A/C Promotion*
Mark Cohen, *Dir./Nat'l Alternative Promotion*
Earl Hutchinson, *Dir./Nat'l Marketing/ Promotion Special Projects*
Joe Morrow, *Nat'l Dir./Special Markets West Coast (LA)*
Tita Grey, *Dir./ Dance Promotion*
Steve Schnur, *Dir./Video Marketing & Promotion*
Jeff Cook, *Dir./Nat'l AOR Promotion*
Danny Kahn, *Dir./Nonesuch Promotion*

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EMI
810 Seventh Ave.
New York, N.Y. 10019
(212) 603-8600
FAX:(212) 603-8681

6920 Sunset Blvd.
Los Angeles, CA 90028
(213) 461-9141
FAX:(213) 461-1543
Jack Satter, *VP/Pop Promotion*
Norman Osborne, *Nat'l Dir./AOR Promotion*
Rich Tamburro, *Nat'l Dir./Pop Promotion*
Mark Kargol, *Nat'l Dir., West Coast Promotion (LA)*
Varnell Johnson, *VP/R&B Promotion*

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Enigma
(incl. Mute, GWR, Metal Blade, Synthcide, Blast First, Intima)
(distributed by CEMA)
11264 Playa Ct.
P.O. Box 3628
Culver City, CA 90231-3628
(213) 391-4561
FAX:(213) 390-9969

136 West 18th St., #201B
New York, NY 10011
(212) 741-1385
FAX:(212) 741-1255
Rick Winward, *VP/Promotion*
Ben Brooks, *Dir./Nat'l Singles Promotion*
Pam Newman, *Dir./ Nat'l Album Promotion*
Maryann Earl, *Dir./Nat'l Alternative Promotion*
Caprice Carmona, *Dir./Nat'l Video Promotion*
Wayne Greene, *Dir.' Nat'l Dance Promotion*
Brian MacDonald, *Coordinator Nat'l Promotion*
Rick Orienza, *Special Projects*

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Epic/Portrait/CBS Associated Labels (E/P/A)
(incl. Scotti Bros., Pasha, Aegis, WTG, Blackheart/CBS, Tabu, Imagine, Noise)
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(212) 975-4321
FAX: (212) 975-3428

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
FAX:(213) 556-4806

34 Music Sq. E.
Nashville, TN 37203
(615) 742-4321
FAX: (615) 244-2549
Polly Anthony, *VP/Nat'l Pop Promotion*
Harvey Leeds, *VP/Album Promotion*
Larry Douglas, *VP/Promotion & Trades (LA)*
Don Eason, *VP/Urban Promotion*
Steve Backer, *Dir./Nat'l Promotion*
Jean Johnson, *Dir./Nat'l Promotion (LA)*
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Larry Davis, *Dir./Urban Promotion*
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Evergreen
(incl. Motion)
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Nashville, TN 37203
(615) 327-3213
Johnny Morris, *President*

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Expansion
P.O. Box 996
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(619) 944-3456
Richard Del Maestro, *President*

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Nashville, TN 37212
(615) 292-3611
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(incl. Contemporary, Galaxy, Good Time Jazz, Landmark, Great American Music Hall, Milestone, Pablo, Prestige, Riverside, Stax, Original Jazz Classics, Original Jazz Blues Classics)
10th & Parker
Berkeley, CA 94710
(415) 549-2500
FAX: (415) 486-2015
Terri Hinte, *Dir./Press & Public Information*

Flying Fish
(incl. Blind Pig, Greenhays, Rooster Blues, Temple, Cetonic Theory, Hogeye)
1304 W. Schubert
Chicago, IL 60614
(312) 528-5455
FAX: (312) 528-8262
Jerry Del Giudico, *Marketing Mgr.*
Mike Heischer, *P.R. Mgr.*
J.S. Guenther, *Promotion*
Beverly Zeldin, *Promotion Assistant*

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Fountain
1203 Biltmore Ave.
High Point, N.C. 27260
(919) 882-9990
Doris W. Lindsey, *President*

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Fourth & Broadway
(incl. Mango, Delicious Vinyl, Antilles, Great Jones)
(distributed by Island)
14 E. 4th Street
New York, N.Y. 10012
(212) 995-7876
FAX:(212) 477-5918
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Greg Peck, *VP/R&B Promotion*
Cathy Jacobson, *VP/GM*

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(incl. Popllama, Grifter)
P.O. Box 22
Sun Valley, CA. 91353
(818) 506-6886
FAX:(818) 506-0723
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Betty Fresh, *Nat'l Marketing Dir.*
Jay Harding, *Nat'l Alternative Promotion*

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G Fine
5 University Pl. Ste.623
New York, NY 10003
(212) 995-1608
FAX:(203) 334-6218

95 Columbine Dr.
Bridgeport, CT 06611
(203) 334-8200
Lyvio G, *VP*

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Geffen
(distributed by Warner Bros.)
9130 Sunset Blvd.
Los Angeles, CA. 90069
(213) 278-9010
FAX:(213) 271-4358
Telex:4977234

75 Rockefeller Plaza
17th Floor
New York, NY 10019
(212) 484-7170
FAX: (212) 484-8930
Telex: 424602
Al Coury, *GM*
Marko Babineau, *VP/Nat'l Promotion*
Christina Anthony, *Dir./Nat'l AC Promotion*
Peter Napoliello, *Dir./CHR Promotion*
Mark DiDia, *Nat'l AOR Promotion*
Karen Sobel, *Nat'l Singles/Video Promotion*
Mark Kates, *Nat'l College & Alternative Promotion*
Craig Coburn, *Nat'l Singles & Advertising*
Hugh Surratt, *Nat'l AOR Promotion*

Global Pacific
(distributed by CBS)
180 E Napa St.
Sonoma, CA 95476
(707) 996-2748
FAX:(707) 996-2658

312 West 73rd, Ste. 3C
New York, NY 10023
(212) 769-9362
FAX:(212) 769-9362
Neal B. Sapper, *VP/Promotions*

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GNP Crescendo
(incl. Creative World)
8400 Sunset Blvd. Ste. 4A
Los Angeles, CA 90069
(213) 656-2614
FAX:(213) 656-0693
Neil Norman, *VP/Promotion*

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Gold Castle
(distributed by CEMA)
3575 Cahuenga Blvd. West, #435
Los Angeles, CA 90068
(213) 850-3321
FAX:(213) 874-6246

120 West 44th St., Ste.608
New York, NY 10036
(212) 840-6011
FAX:(212) 840-6745
Jeff Heiman, *Nat'l Dir./Promotion & Publicity*
Paula Jeffries, *VP/GM*

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555 West 57th St.
New York, NY 10019
(212) 245-7033
FAX:(212) 757-7033
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Mark Wexler, *VP/Marketing & Operations*
Duke DuBois, *Nat'l Dir./Radio Promotion*
Deborah Lewow, *Nat'l Mgr./Radio Promotion*
Erica Linderholm, *Nat'l Coordinator/ Radio Promotion*

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Grudge
37 N. Broadway
Nyack, NY 10960
(914) 358-7711
Gordon Anderson, *Dir./Promotions*

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Harmony Street
Box 4107
Kansas City, KS 66104
(913) 299-2881
Charlie Beth, *President*

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Hearts of Space
1639 8th. Ave.
San Francisco, CA 94122
(415) 759-1130
FAX: (415) 759-1166
Leyla R. Hill, *GM*

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Higher Octave Music
(incl. Nightingale)
8033 Sunset Blvd. Ste. 41
Los Angeles, CA 90046
(213) 856-0039
FAX: (213) 656-6490

1187 Coast Village Rd. #1 Ste. 192
Santa Barbara, CA 93108
(805) 565-1353
Scott Bergstein, *Sr. VP*

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Next Plateau
(incl. Soundcheck)
1650 Broadway, Ste. 609
New York, NY 10019
(212) 541-7640
FAX: (212) 315-0286
Jenniene Lecleroq, *VP*

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North Star
116 Chestnut St.
Providence, RI 02903
(401) 274-4119
FAX: (401) 751-0154
Virginia E. Shea, *Dir. Publicity/Promotion*

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Olivia
(incl. Second Wave)
4400 Market St.
Oakland, CA 94608
(415) 655-0364
Jill Lublin, *Dir. Nat'l Publicity & Promotion*

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Optimism
(incl. Silver Ware, Nebula, RDP)
6355 Topanga Canyon Blvd. Ste. 309
Woodland Hills, CA 91367
(818) 508-6833
(818) 346-6286
FAX: (818) 346-2968
Brenda Winfield, *Nat'l Dir. Promotion*

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Original Sound
7120 Sunset Blvd.
Los Angeles, CA. 90046
(213) 851-2500
FAX: (213) 851-8162
Art Laboe, *President*

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Overture
23309 Beck Rd.
Northville, MI 48167
(313) 349-0115
Dave DeMattos, *Dir./Promotions*

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P.M.
(incl. Plug)
20 Martha Street
Woodcliff Lake, NJ 07675
(213) 930-9149
Gene Perla, *President*

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(incl. Oops!, Jamarc, Shatterproof, Never Stop)
38 NE 167 St.
Miami, FL 33162
(305) 948-6466
FAX: (305) 945-1055
Bo Crane, *President*

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Pasha
(distributed by CBS)
5615 Melrose Ave.
Hollywood, CA 90038
(213) 466-3507
FAX: (213)469-0122
Carol Peters, *VP*

Passport
(incl. Passport Jazz, PVC, Audion, Editions E.G., Paradox)
3619 E Kennedy Road
South Plainfield, N.J. 07080
(201) 527-4967

1608 Victory Rd.
Glendale, CA 91201
(818) 500-7677
Jim Snowden, *VP/Marketing*

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Pendragon
710 Meyer Lane
Redondo Beach, CA 90278
(213) 318-7044
Mark Cimino, *President*
Bill Krodel, *Dir./Marketing*

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Penthouse
6728 Eton Ave.
Canoga Park, CA 91303
(818) 992-4777
FAX: (818) 992-4979
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Pickwick Music Group
(incl. *Pickwick, Golden Voyage, Allegreto, Allegro, Cameo, Music Masters, Vox/Turnabout)*
95 Commerce Rd.
Stamford, CT 0690
(203) 323-2999
FAX: (203) 348-9752j
Carol Marunas, *Nat'l Dir./Promotions*

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Polydor
(incl. Mika, China, Threshold, London, Wing, Vertigo)
810 7th Avenue
New York, N.Y. 10019
(212) 333-8000
FAX: (212) 333-8142

3800 W. Alameda Ave. Ste. 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530
John Brodey, *Sr. VP/Promotion*
Billy Smith, *VP/Pop Promotion*
Ron Ellison, *VP/R&B Promotion*
Wynn Jackson, *Sr. Dir./AOR Promotion*
Calvin Lew, *Nat'l Dir./AOR Promotion*
Mel Delatte, *Nat'l Dir./Promotion*
Maurice Watkins, *Nat'l Dir./Urban*
Sue Sawyer, *Nat'l Dir/Communications West Coast*
David Millman, *Publicist West Coast*

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Priority
(incl. NuBeat, Ruthless, Wild West)
6430 Sunset Blvd., #800
Los Angeles, CA 90028
(213) 467-0151
FAX: (213) 856-8796
Gui Manganiello, *Nat'l Promotion*
Latifa Williams, *Promotion Cordinator*

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Private Music
(distributed by BMG)
220 E. 23rd St. 10th Fl.
New York, NY 10010
(212) 684-2533
FAX: (212) 684-2377
Beth C. Lewis, *Mgr. Promotion & Publicity*

Pro Indie
(incl. Jungle, Landslide, Kent, Voxx, Slo-mo, Flying Heart,Metropolitan, Dream, Birth, Dr. Dream, Etiquette, DB, Scorched Earth)
P.O. Box 22153
Phoenix, AZ 85028
(602) 942-4762
Kevin Weir, *President*

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Pro-Jazz
(incl. Intersound, Pro Arte)
P.O. Box 1724
Roswell, GA 30077-1724
(404) 664-9262
FAX: (404) 664-7316
Mike Buchanan, *Nat'l Promotion Mgr.*
Scott Browning, *Retail Promotion*

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Profile
740 Broadway — 7th Floor
New York, NY 10003
(212) 529-2600
FAX: (212) 420-8216
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Manny Bella, *Nat'l Promotion Dir.*
Kim Freeman, *Nat'l Pop Promotion Dir.*
Claudie Cuseta, *Mgr./Dance Music Promotion & A&R*
Chris LaSalle, *Promotion Coordinator*
Morace Landy, *R&B Retail Promotion*

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Quabbin
P.O. Box 102
New Salem, MA 01355
(508) 544-8185
Steven Schoeberg, *President*
Jane Schaffer, *Nat'l Promotion Dir.*

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Quark
(incl. Q-Rap)
1650 Broadway Ste. 1212
New York, NY 10019
(212) 355-0186
FAX: (212) 355-6013
Curtis Urbina, *President*
Mara Freedman, *VP*

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R&A
3267 E. Bradford Dr.
Birmingham, MI 48010
(313) 646-8638
Mark Edwards, *President*

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Ras
P.O. Box 42517
Washington, DC 20015
(301) 564-1295
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Alan Kirk, *Publicity Dir.*

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RECORD COMPANIES

RCA
(inc. Jive, Big Time, Beggars Banquet, King Jay, Novus, Bluebird, Nemperor)
1133 Avenue Of the Americans
New York, NY 10036
(212) 930-4000
FAX: (212) 930-4546

6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
FAX: (213) 468-4073

30 Music Square W.
Nashville, TN 37203
(615) 664-1200
FAX: (615) 664-1237
Butch Waugh, *VP/Promotion*
Jim McKeon, *VP/Promotion*
Bonnie Goldner, *Dir. AC Promotion & Trade Relations*
Geary Tanner, *Dir./Promotion & Trade Relations*
Richard Smith, *VP/ Black Music Promotion*
Lisa Velasquez, *Dir./Nat'l Secondary Promotion*
John Sigler, *Nat'l Alternative College Promotion*
Denise Wexler, *Mgr., AC Promotion*
Jack Weston, *VP/Nat'l Country Promotion (Nashville)*
Kevin Sutter, *Sr. Dir./Nat'l Album Promotion*

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Redwood
(incl. Crafty Maid)
6400 Hollis Street
Emeryville, CA. 94608
(415) 428-9191
FAX: (415) 652-5012
Holly Near, *Founder*
Karen Hester, *Promotions/Advertising*

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Relativity/Combat
(distributed by Important)
187-07 Henderson Ave.
Hollis, NY 11423
(718) 740-5700
FAX: (718) 217-8768

1830 West 208 St.
Torrance, CA. 90501
(213) 212-0801
FAX: (213) 468-6562
Barry Kobrin, *President*
Cliff Cultreri, *GM West Coast*
John Schoenberger, *Nat'l Promotion Dir.*
Megadon, *Nat'l Metal Promotion*
Jetson, *Nat'l Alternative Promotion*

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Reprise
(distributed by Warner Bros.)
3300 Warner Blvd.
Burbank, CA. 91510
(818) 953-3750
FAX: (818) 953-3211
Russ Thyret, *Sr. VP/Marketing & Promotion*
Rich Fitzgerald, *VP/Dir. Promotion*
Carol Hart, *VP/Promotion*
Mark Maitland, *VP/Promotion*
Marc Ratner, *Nat'l Singles Promotion Dir.*
Michael Linehan, *Nat'l Album Promotion Dir.*
Linda Baker, *Nat'l Singles Promotion Mgr.*
Ann Hesen, *Nat'l Secondary Promotion*
Phyllis Palmetto, *Nat'l Promotion Coordinator*

Reservoir
276 Pearl St.
Kingston, NY 12401
(914) 338-1834
Mark Feldman, *Co-owner*
Kayla Feldman, *Co-owner*

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Rhino
(incl. Rampage)
(distributed by Capitol)
2225 Colorado Blvd.
Santa Monica, CA. 90404
(213) 828-1980
FAX: (213) 453-5529
Tom Kenney, *Alternative Promotion*

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Rounder
(incl. Varrick, Flying Fish, Folkways, Ace, Chess, Sun, Columbia Special)
1 Camp St.
Cambridge, MA 02140
(617) 354-0700
FAX: (617) 491-1970
Brad Paul, *Nat'l Promotion Dir.*

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Rykodisc
(incl. Ryko Analogue)
Pickering Wharf
Bldg. C-3G
Salem, MA 01970
(508) 744-7678
FAX: (508) 741-4506

200 N. 3rd Ave. #3
Minneapolis, MN 55401
(612) 375-9162
FAX: (612) 375-0272
John Hammond, *Marketing Dir.*

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16th Avenue
P.O. Box 12190
Nashville, TN 37203-1900
(615) 321-5550
FAX: (615) 327-0560
B.J. McElwee, *Nat'l Dir./Promotion, Marketing & Sales*

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Scorpio Music
2500 E. State St.
Trenton, NJ 08619
(609) 890-6000
John Gervasoni, *President*

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Shanachie
(incl. Greensleeves, Message, Solomonic, Tara, Meadowlark, Morningstar)
37 E. Clinton St.
Newton, N.J. 07860
(201) 579-7763
FAX: (201) 579-7083

327 14th Ave South
Minneapolis, MN 55414
(612) 623-1944
Randall Glass, *Dir./Publicity & Promotion*
Andrew Seidenfeld, *Asst. Dir./Publicity & Promotion*

Scotti Brothers
(incl. Rock & Roll)
(distributed by E/P/A)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-9124
FAX: (213) 399-3190
Johnny Musso, *President*
Michael Krum, *VP/Promotion*
Steve Lake, *Nat'l Promotion Dir.*
Angela Stewart, *Nat'l Promotion*

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Sea Breeze
(incl. Night Life)
P.O. Box 11267
Glendale, CA 91206-7267
(818) 242-2093
Daniel F. Beher, *Owner*

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Select
16 West 22nd St., 10th Floor
New York, NY 10010
(212) 691-1200
FAX: (212) 691-3375
Troy Shelton, *Dir./Promotions*

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Sire
(distributed by Warner Bros.)
75 Rockefeller Plaza, 20th Floor
New York, NY 10019
(212) 484-6830
FAX: (212) 484-6850

3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3305
FAX: (818) 846-8474

83 Baker St.
London W1M 1AJ
(01) 487-5066
FAX: (01) 486-6892
Seymour Stein, *President*

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Nashville, TN 37222
(615) 776-2060
Bill Wence, *President*

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Skyywalker
(incl. Effect, Magnum, Skyyline)
3050 Biscayne Blvd. Ste. 307
Miami, Fl 33137
(305) 573-0599
FAX: (305) 573-2437

67 NW 71st St.
Miami FL 33150
(305) 754-1779
Glynne Daniels, *Promotion*
James Hazley, *Promotion*
Cornilus Lattimore, *Promotion*
Preston Marsett, *Promotion Dir.*

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Slash
(distributed by Warner Bros.)
7381 Beverly Bl.
Los Angeles, CA 90036
(213) 937-4660
FAX: (213) 933-7277
Telex: 4942763
Michelle Zichella, *Promotions Dir.*

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Sleeping Bag
(incl. Fresh)
1974 Broadway
New York, NY 10023
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FAX: (212) 769-9558
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Virgil Simms, *Nat'l Promotion*
Big Ed Moore, *Western Region Promotion*
Millie Walker, *Nat'l Radio*
Ray Caviano, *Nat'l Dance*

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Solar
1635 North Cahuenga Blvd.
Los Angeles, CA 90028
(213) 461-0390
FAX: (213) 461-9032
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Virgil Roberts, *Exec. VP*
Nancy C. Pitts, *Nat'l Publicity Dir.*

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Sonic Atmospheres
(incl. Sonic Edge)
14755 Ventura Blvd. Ste. 1776
Sherman Oaks, CA 91403
(818) 505-6003
FAX: (818) 505-6006
William Clodfelter, *Publicity/Promotion*
Hyman Katz, *GM*

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Soundwings
1299 Ocean Ave. Ste. 800
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FAX: (213) 394-4148
Doc Remer, *Dir./Nat'l Promotion*
Chris Allen, *Dir./Promotion Alternative Radio*

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Sparrow
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Chatsworth, CA 91311
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(800) 347-4777
FAX: (818) 341-5514

The Welk Bldg.
54 Music Square East, Ste. 306
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(615) 248-6800
FAX: (615) 255-3410
Tom Goosmann, *Media/Promotion Mgr.*
Jenny Lockwald, *Nat'l Promotion Coordinator*

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4015A Magnolia
Burbank, CA 91505
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FAX: (818) 842-1441
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Gladys Pizarro, *Head of Promotion*

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FAX: (213) 835-3522

125 E. 23rd St. Ste. 300
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Colleen Baxter, *Commercial Radio Promotion/Video*
Wally Ross, *Publicity*
Beth Tomlinson, *Retail Promotion*

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Shreveport, LA 71163
(318) 227-22280
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(912) 382-6257
Gus Statiras, *President*

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Nashville, TN 37203
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Mike Anderson, *Promotion*
Sharon Pennington, *Promotion*

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Duke Station
Durham, N.C. 27706
(919) 489-4349
FAX: (919) 489-6080
Jon Fox, *Dir./Promotion*

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Sugarscoop
915 Broadway, Ste. 610
New York, NY 10010
(212) 505-2511
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Supertronics
66 Willoughby St.
Brooklyn, NY 11201
(718) 330-0950
Frederick Pereira, *Pres./Promo.*

Sutra
(incl. Fever, Razmtaz, T.C.)
1 Madison Ave., 4th Floor
New York, NY 10010
(212) 779-1844
FAX: (212) 779-1854
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Merrill Kass, *Dir./Marketing, Pop, Radio & Video Promotion*

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(incl. Rock Candy, B. Boy)
54 Clark Street
Newark, NJ 07104
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693 E. 132nd St.
Bronx, NY 10454
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Charles Johnson, *Marketing & Promotion*

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Tabu
(distributed by E/P/A)
9229 Sunset Blvd., Suite 311
Los Angeles, CA 90069
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FAX: (213) 274-1649
George Lakes, *VP/Promotion*

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TBA
11026 Ventura Blvd. Ste. 3
Studio City, CA 91604
(213) 877-5106
FAX: (818) 506-5207
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Ft. Lauderdale, FL 33309
(305) 972-0066
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Rodd Houston, *Nat'l Crossover Radio*
Terry Perkins, *Club Promotions*

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Total Experience
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FAX: (213) 462-2825
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FAX: (818) 705-3403
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Michelle Levan, *Promotion*
Jo Hodge, *Promotion*
Pete Ganbarg, *Promotion*
Stu Bergen, *Promotion*

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2541 Nicollet Ave. S
Minneapolis, MN. 55404
(612) 872-0646
FAX: (612) 872-9326

611 Broadway,Ste. 616
New York, N.Y. 10012
(212) 995-0648
FAX: (212) 979-1428
Jill Fonas, *Dir. Promotion/Publicity*
Jill McLean, *Dir. Marketing*

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(distributed by MCA)
1514 South St.
Nashville, TN 37212
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FAX: (615) 255-8047
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V.S.O.P
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(incl. Venture, Ten, Circa, Virgin Classics, Earthworks)
(distributed by Atlantic)
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(213) 278-1181
FAX: (213) 278-6127

30 West 21st St., 11th Floor
New York, NY 10010
(212) 463-0980
FAX: (212) 463-9248
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Michael Plen, *VP/Field Operations*
Sharon Heyward, *VP/R&B Promotions*
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Jeffrey Naumann, *Nat'l Dir./AOR Promotion*
Iris Dillon, *Nat'l Dir./Alternative Promotion*
Paul Brown, *Nat'l Dir./Alternative AOR (NY)*
Steve Zap, *Nat'l Dir./AC Promotion*
Todd Bisson, *Nat'l Dir./College Promotion*
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Cary Vance, *Nat'l Dance Promotion Dir.*
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(402) 572-9214
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Tom Garrett, *Dir./Promotions*

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FAX. (215) 446-7721
Denny Somach, *President*

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75 Rockefeller Plaza
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(212) 484-6800
FAX: (212) 484-6850

1815 Division St.
P.O. Box 120897
Nashville, TN 37212
(615) 320-7525
FAX: (615) 329-1739
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Carol Hart, *VP/Promotion*
George Gerrity, *VP/Promotion*
Mark Maitland, *VP/Promotion*
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Patti Oates, *Nat'l Album Promotion*
Rochelle Staab, *Mktg. Research Dir.*
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Jamie Archer, *Nat'l Dir./Special Projects Black Music*
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Chris Palmer, *Nat'l Promotion Mgr. (Nashville)*
Robert Saporiti, *Nat'l Promotion Dir. (Nashville)*
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Dennis Mosesman, *Nat'l Field Promotion Mgr.(Nashville)*
Maxine Creech, *Nat'l Promotion Coordinator (Nashville)*
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Harold Childs, *VP/GM Jazz*
Chris Jonz, *Nat'l Promotion Dir. Jazz & Progressive Music*

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(213) 451-5727
FAX: (213) 394-4148
Kent Crawford, *VP*
Bernie Grossman, *Nat'l Sales & Marketing Mgr.*

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Universal City, CA 91608
(818) 506-4956
Fred Benson, *Nat'l Promotion Dir.*

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What?
6767 Forest Lawn Dr. Ste. 220
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(213) 850-5757
FAX: (213) 876-9028
Tom Willet, *Promotion Dir.*

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4375 S.W. 60th Ave.
Ft. Lauderdale, FL 33314
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FAX: (305) 581-9054
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Jack Herbert, *Sales*
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(415) 329-0647
FAX: (415) 329-1512

1416 N. La Brea Ave.
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(213) 856-92626
FAX: (213) 871-0467
Rich Schmidt, *Dir./Promotion*

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FAX: (818) 848-7530
Michael L. Johnson, *VP/Marketing & Promotion*

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Los Angeles, CA 90067
(213) 556-4920
FAX: (213) 556-4967
Dave Urso, *VP/Promotion*
Steve Brack, *Top 40 Coordinator*
Roger Smith, *Nat'l CHR Promotion*
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New York, NY 10022
(212) 223-6410
FAX: (212) 753-2415
Eduardo Caballero, President

Atlanta:	(404) 262-1200
Chicago:	(312) 443-0101
Dallas:	(214) 631-7501
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Los Angeles:	(213) 450-5656
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(212) 975-1877
FAX: (212) 582-9448
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FAX: (212) 759-1857
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CMBS (Concert Music Broadcast Sales)
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Dallas:	(214) 580-9040
Detroit:	(313) 357-7711
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San Francisco:	(415) 772-2720
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(212) 309-9000
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Boston:	(617) 267-4415
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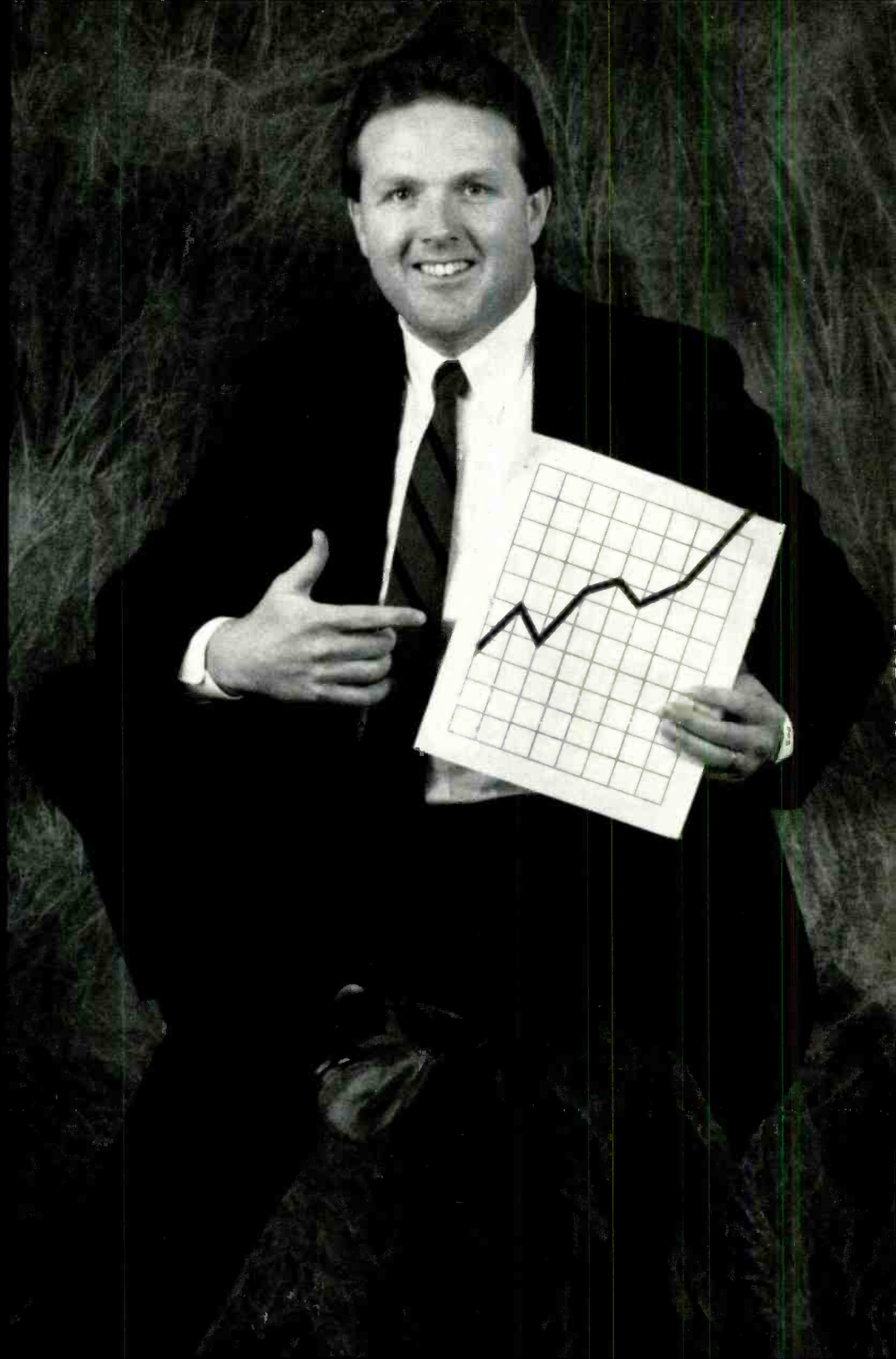
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Katz Radio Group
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Lotus Hispanic Reps.
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(212) 697-7601
FAX: (212) 697-8215
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Monica Messina, *VP/Eastern Division Mgr.*

Atlanta:	*(404) 237-3759*
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Dallas:	*(214) 960-1707*
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FAX: (212) 916-0730
Warner Rush, *President*

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Boston:	*(617) 523-0357*
Chicago:	*(312) 938-0999*
Dallas:	*(214) 580-1595*
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McGavren Guild Radio
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(212) 916-0500
FAX: (212) 916-0759
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Atlanta:	*(404) 953-1111*
Boston:	*(617) 423-0606*
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St. Louis:	*(314) 231-0000*
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Media America
11 West 42nd Street, 27th Floor
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FAX: (212) 302-6024
Ron Hartenbaum, *Chairman*
Gary Schonfeld, *President*

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(214) 528-2923
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St. Clair Shores, MI 48081
(313) 445-0491
FAX: (313) 774-4889
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(201) 857-4500
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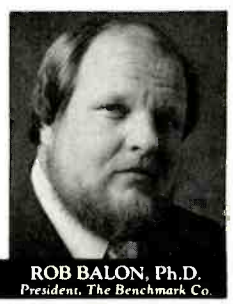
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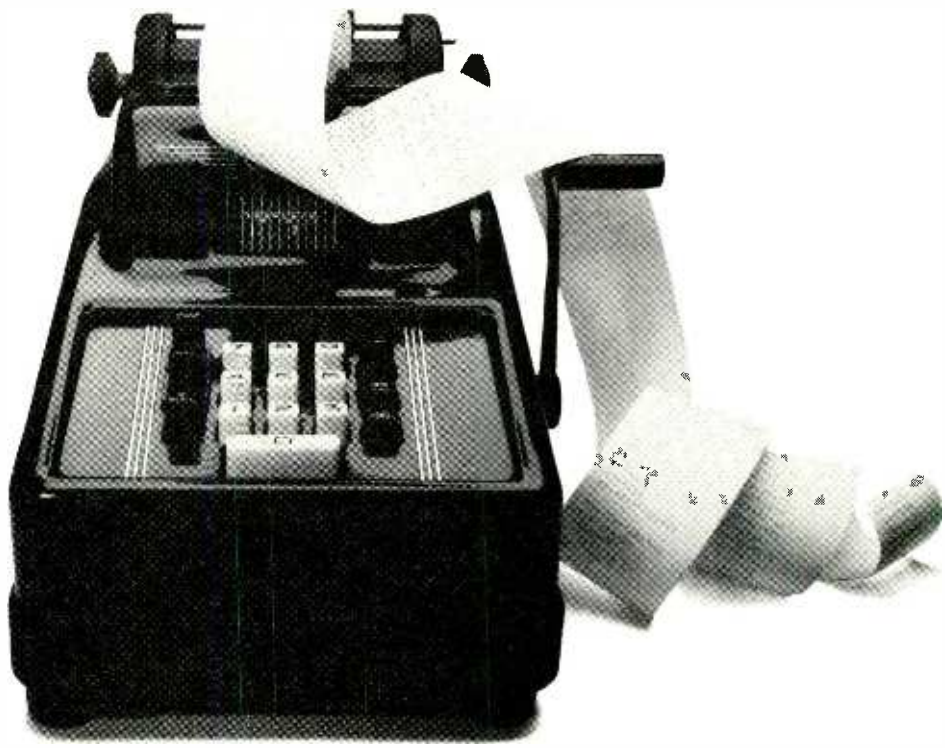
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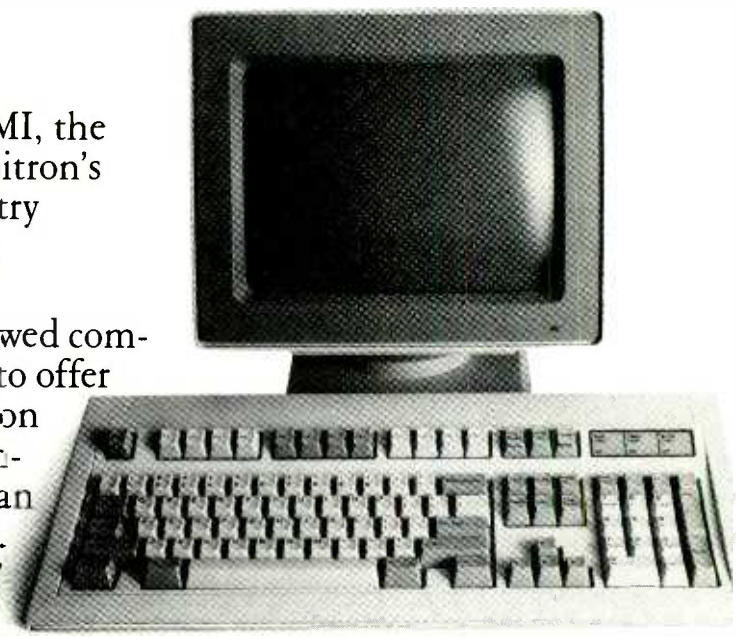
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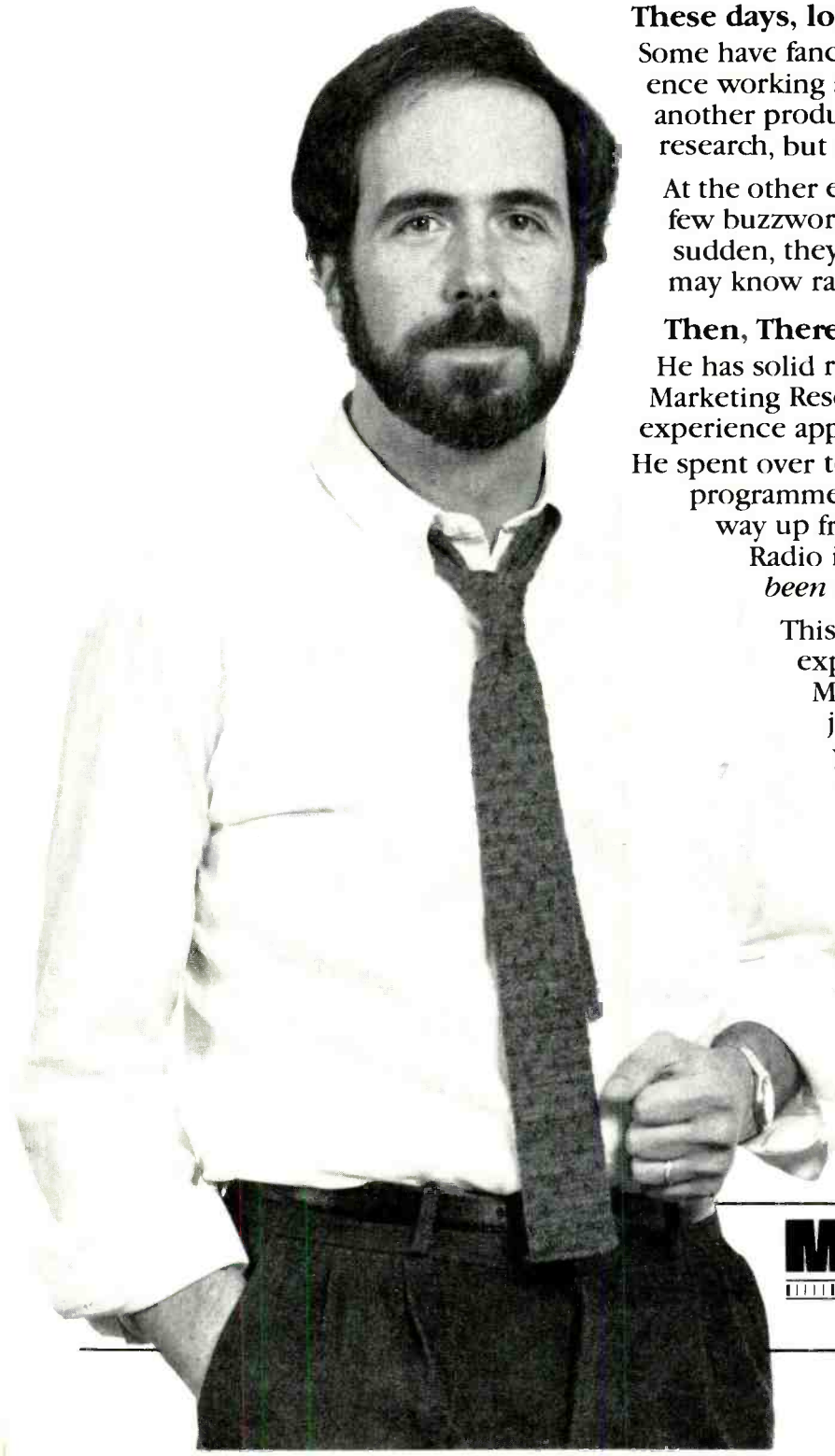
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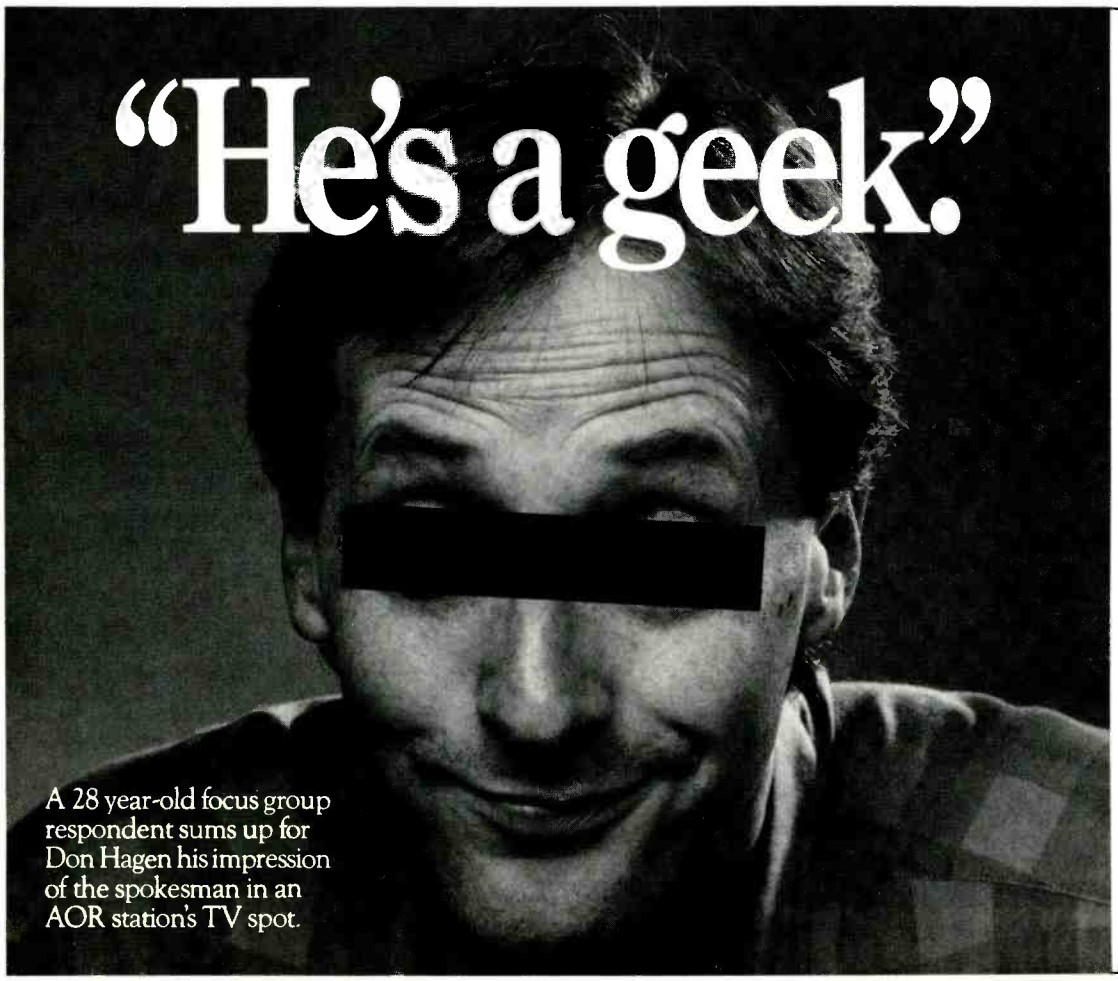
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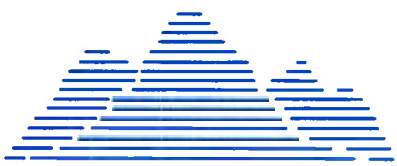
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A Step-By-Step Manual

Reps Abbreviation Key

A&A	Alston & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
D-C	Dora Clayton Agency, Inc.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
GIL	Gillis Broadcasting
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	Hillier, Newmark, Wechsler & Howard
INT	Interep
J/BO	Jack Balton & Associates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masla Radio
MMR	Major Market Radio Inc.
MMR-E	Major Market Radio/Espanol
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
P/W	P/W Radio Representives
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
RADIO WEST	Radio West
REG	Regional Representives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SCH	Harold S. Schwartz Associates, Inc.
SEL	Selcom Radio
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TORBET	Torbet/Select Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.
VM	Victor Marrero
W&P	Weiss & Powell, Inc.

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

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the fall '88 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '87 share on the left. Results from additional surveys (winter, spring, and summer) 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.

STATION/FORMAT

The call letters are printed in bold type with the format of each station listed beneath in italics.

FREQUENCY/POWER

The frequency and power for the radio station signal(s) are shown as listed on page 3B in each Arbitron report.

AUDIENCE RANKINGS

The six rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. 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.

AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their representive affilations 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 fall '88 Birch quarterlies. One note: Arbitron numbers cover approximately October-December , while Birch results are for September-November.

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 fall '88 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

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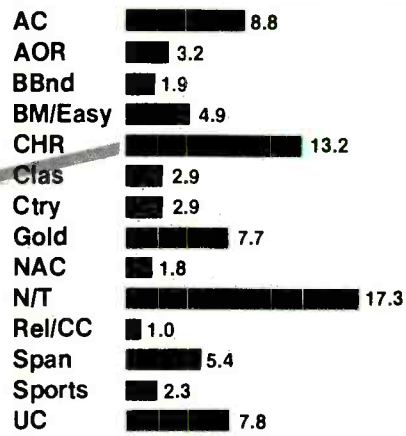
POPULATION: **14,056,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	6.0	6.2	5.6	1	WHTZ CHR	100.3 7.8kw	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	WOR Talk	710 50kw	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	WLTW AC	106.7 7.8kw	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	WINS News	1010 30-50kw	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	WCBS-FM Gold	101.1 6.8kw	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	WRKS UC	98.7 50kw	10	2	5	9	10	20	83	SUMMIT	REP	5.7

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WHTZ	1 WXRK	1 WLTW	1 WXRK	1 WLTW
2 WNEW-FM	2 WLTW	2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WCBS-FM
3 WQHT	3 WRKS	3 WCBS-FM	3 WCBS-FM	3 WNEW-FM	3 WNSR
4 WHTZ	4 WQHT	4 WHTZ	4 WRKS	4 WFAN	4 WHTZ
5 WBLS	5 WPLJ	5 WQHT	5 WPLJ	5 WHTZ	5 WPLJ
6 WRKS	6 WBLS	6 WFAN	6 WNSR	6 WLTW	6 WRKS
7 WPLJ	7 WNSR	7 WBLS	7 WBLS	7 WINS	7 WBLS
8 WCBS-FM	8 WCBS-FM	8 WPLJ	8 WQHT	8 WQCD	8 WINS
9 WQCD	9 WNEW-FM	9 WLTW	9 WNEW-FM	9 WCBS	9 WSKQ
10 WFAN	10 WXRK	10 WRKS	10 WXRK	10 WBLS	10 WPAT-FM

FORMAT REACH



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FORMAT LEADERS

NATIONAL ALL-FORMAT

	AQH
1. WIVK-AM & FM/Knoxville (Ctry)	33.0
2. WNNK/Harrisburg (CHR)	20.8
3. WXLK/Roanoke-Lynchburg (CHR)	20.6
4. KSSN/Little Rock (Ctry)	20.3
5. WIOG/Flint (CHR)	20.2
6. WIKS/Coastal North Carolina (UC)	19.6
6. WQUT/Johnson City (CHR)	19.6
8. WVIC-AM & FM/Lansing (CHR)	19.4
9. KBFM/McAllen-Brownsville	18.6
10. KRQQ/Tucson (CHR)	18.0
10. KUZZ-AM & FM/Bakersfield (Ctry)	18.0
10. WKSJ-AM & FM/Mobile (Ctry)	18.0
13. WSKZ/Chattanooga (CHR)	17.9
14. KGBT/McAllen-Brownsville (Span)	17.7
15. WXBQ/Johnson City (Ctry)	17.6
16. KFAB/Omaha-Council Bluffs (AC)	17.2
16. WAMZ/Louisville (Ctry)	17.2
18. KMOX/St. Louis (Talk)	17.1
19. WCMF/Rochester (AOR)	17.0
19. WHRK/Memphis (UC)	17.0
21. WCCO/Minneapolis-St. Paul (AC)	16.9
21. WCOS-AM & FM/Columbia, SC (Ctry)	16.9
23. WTQR/Greensboro-Winston-Salem (Ctry)	16.8
24. WEAT-AM & FM/West Palm Beach (B/EZ)	16.7
25. WFMZ/Allentown-Bethlehem (B/EZ)	16.0

	CUME
1. WINS/New York (News)	2,790,000
2. WHTZ/New York (CHR)	2,462,300
3. WCBS/New York (News)	1,934,600
4. WPLJ/New York (CHR)	1,911,900
5. WPAT-AM & FM/New York (B/EZ)	1,812,200
6. WCBS-FM/New York (Gold)	1,748,600
7. KIIS-FM/Los Angeles (CHR)	1,720,100
8. KPWR/Los Angeles (CHR)	1,712,000
9. WLTW/New York (AC)	1,574,000
10. WOR/New York (Talk)	1,542,900
11. WXRK/New York (Classic Rock)	1,488,000
12. WRKS/New York (UC)	1,476,400
13. WBLS/New York (UC)	1,461,500
14. WQHT/New York (CHR)	1,456,500
15. WGN/Chicago (AC)	1,423,100
16. WNSR/New York (AC)	1,389,000
17. WNEW-FM/New York (AOR)	1,360,100
18. WABC/New York (Talk)	1,344,800
19. KOST/Los Angeles (AC)	1,334,400
20. WBBM/Chicago (News)	1,259,100
21. KNX/Los Angeles (News)	1,229,500
22. WFAN/New York (Sports)	1,186,100
23. KFWB/Los Angeles (News)	1,171,400
24. KABC/Los Angeles (Talk)	1,133,400
25. KYW/Philadelphia (News)	1,106,500

CONTEMPORARY HIT RADIO

	AQH
1. WNNK/Harrisburg-Lebanon	20.8
2. WXLK/Roanoke-Lynchburg	20.6
3. WIOG/Flint	20.2
4. WQUT/Johnson City	19.6
5. WVIC-AM & FM/Lansing	19.4
6. KBFM/McAllen-Brownsville	18.6
7. KRQQ/Tucson	18.0
8. WSKZ/Chattanooga	17.9
9. KQMQ-AM & FM/Honolulu	15.9
10. WAPE-AM & FM/Jacksonville	15.4
10. WRBQ-AM & FM/Tampa-St. Petersburg	15.4
12. KZZU/Spokane	14.8
13. KKRD/Wichita	13.8
14. WABB-AM & FM/Mobile	13.4
15. WHOT-AM & FM/Youngstown	13.3
16. KQKQ/Omaha-Council Bluffs	13.1
17. WKRZ/Wilkes Barre-Scranton	13.0
17. WRVQ/Richmond	13.0
19. WPRO-FM/Providence	12.8
20. WNTQ/Syracuse	12.6
21. WNCI/Columbus	12.4
21. WPXY-AM & FM/Rochester	12.4
23. KJYO/Oklahoma City	12.3
24. WTIC-FM/Hartford	12.2
25. KKXX/Bakersfield	11.9

	CUME
1. WHTZ/New York	2,462,300
2. WPLJ/New York	1,911,900
3. KIIS-FM/Los Angeles	1,720,100
4. KPWR/Los Angeles	1,712,000
5. WQHT/New York	1,456,500
6. WBBM-FM/Chicago	1,023,200
7. WYTZ/Chicago	958,400
8. WEGX/Philadelphia	839,000
9. KMEL/San Francisco	663,600
10. KKBQ-AM & FM/Houston	643,900
11. WRBQ-AM & FM/Tampa-St. Petersburg	626,500
12. WXKS-FM/Boston	593,800
13. WCZY/Detroit	586,600
14. KRBE/Houston-Galveston	580,700
15. WHYT/Detroit	549,100
16. WDFX/Detroit	526,400
17. WAVA/Washington	522,900
18. KEGL/Dallas-Ft. Worth	496,700
19. WRQX/Washington	483,800
20. KUBE/Seattle-Tacoma	474,800
21. WBZZ/Pittsburgh	472,600
22. WZOU/Boston	479,400
23. KHYI/Dallas-Ft. Worth	468,600
24. KZZP-AM & FM/Phoenix	427,000
25. WPGC-FM/Washington	426,900

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NEWS/TALK

	AQH
1. KMOX/St. Louis (Talk)	17.1
2. KIRO/Seattle-Tacoma (N/T)	11.0
3. WKBN/Youngstown (N/T)	10.6
4. KCMO/Kansas City (N/T)	9.6
5. KMJ/Fresno (N/T)	9.3
6. KFBK/Sacramento (N/T)	8.8
7. WWL/New Orleans (N/T)	8.6
8. KGO/San Francisco (N/T)	8.3
8. KTAR/Phoenix (N/T)	8.3
10. WHIO/Dayton (Talk)	8.1
11. KGO/San Francisco (San Jose book)(N/T)	8.0
12. KOA/Denver (Talk)	7.9
12. WPTF/Raleigh-Durham (N/T)	7.9
14. KARN/Little Rock (N/T)	7.6
15. KGO/San Francisco (N/T)(Monterey book)	7.5
16. KTOK/Oklahoma City (N/T)	7.3
17. WRKO/Boston (N/T)	7.2
18. KSL/Salt Lake City-Provo-Ogden (Talk)	7.0
19. WJNO/West Palm Beach (N/T)	6.9
19. WNIR/Akron (Talk)	6.9
21. KXLY/Spokane (N/T)	6.8
22. KYW/Philadelphia (News)	6.5
23. WOAI/San Antonio (N/T)	6.4
24. KCBS/San Francisco (N/T) (San Jose book)	6.3
25. KSDO/San Diego (N/T)	6.2
25. KXL/Portland (N/T)	6.2

	CUME
1. WINS/New York (News)	2,790,000
2. WCBS/New York (News)	1,934,600
3. WOR/New York (Talk)	1,542,900
4. WABC/New York (Talk)	1,344,800
5. WBBM/Chicago (News)	1,259,100
6. KNX/Los Angeles (News)	1,229,500
7. KFWB/Los Angeles (News)	1,171,400
8. KABC/Los Angeles (Talk)	1,133,400
9. KYW/Philadelphia (News)	1,106,500
10. KGO/San Francisco (N/T)	1,016,400
11. KCBS/San Francisco (N/T)	844,500
12. KMOX/St. Louis (Talk)	698,300
13. KRLD/Dallas-Ft. Worth (News)	642,500
14. KIRO/Seattle-Tacoma (N/T)	621,200
15. KTRH/Houston-Galveston (News)	528,600
16. WWJ/Detroit (News)	521,500
17. WCAU/Philadelphia (News)	499,000
18. WHDH/Boston (Talk)	491,900
19. WEEI/Boston (News)	455,600
20. WRKO/Boston (N/T)	450,000
21. WTOP/Washington (News)	440,300
22. WMAQ/Chicago (News)	439,300
23. KFI/Los Angeles (Talk)	435,500
24. WMCA/New York (Talk)	411,300
25. WWDB/Philadelphia (Talk)	410,500

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FORMAT LEADERS

ADULT CONTEMPORARY

	AQH	CUME
1.	KFAB/Omaha-Council Bluffs	17.2	WLTW/New York	1,574,000
2.	WCCO/Minneapolis-St. Paul	16.9	WGN/Chicago	1,423,100
3.	WTIC/Hartford	15.8	WNSR/New York	1,389,000
4.	WHAS/Louisville	15.0	KOST/Los Angeles	1,334,400
5.	WTFM/Johnson City	14.9	WKQX/Chicago	923,500
6.	WEZN/Bridgeport	14.7	KBIG/Los Angeles	875,400
7.	WCRZ/Flint	14.4	WJR/Detroit	835,900
8.	WIBC/Indianapolis	14.3	KIQQ/Los Angeles	769,800
9.	WSYR/Syracuse	14.2	WCCO/Minneapolis	740,900
10.	WYYY/Syracuse	13.8	WLAK/Chicago	702,500
11.	WMYU/Knoxville	13.7	WCLR/Chicago	683,000
12.	KDKA/Pittsburgh	13.4	KOIT-AM & FM/San Francisco	632,100
13.	WTMJ/Milwaukee-Racine	13.0	KDKA/Pittsburgh	612,300
14.	WMJJ/Birmingham	12.5	WFYR/Chicago	596,900
15.	WRVA/Richmond	12.3	KIOI/San Francisco	585,600
16.	KKOB-FM/Albuquerque	12.0	WKSZ/Philadelphia	5 28,500
17.	WSNY/Columbus	11.1	WSB-FM/Atlanta	524,300
18.	KISC/Spokane	10.9	KVIL-AM & FM/Dallas-Ft. Worth	524,000
18.	WLEV/Allentown-Bethlehem	10.9	WBZ/Boston	517,800
20.	WBEN/Buffalo-Niagara Falls	10.8	WMGK/Philadelphia	508,000
21.	WICC/Bridgeport	10.7	WSNI/Philadelphia	504,800
22.	KSSK/Honolulu	10.6	WMAL/Washington	486,100
23.	KKOB/Albuquerque	10.4	WNIC/Detroit	465,900
23.	WSB-FM/Atlanta	10.4	WSB/Atlanta	443,900
25.	WHYN-FM/Springfield	10.3	WNUA/Chicago	417,000

AOR

	AQH	CUME
1.	WCMF/Rochester	17.0	WNEW-FM/New York	1,360,100
2.	WFBQ/Indianapolis	14.7	KLOS/Los Angeles	904,900
2.	WTUE/Dayton	14.7	WLUP-FM/Chicago	889,700
4.	KMOD/Tulsa	14.4	KROQ/Los Angeles	856,800
5.	WIMZ-AM & FM/Knoxville	14.0	WMMR/Philadelphia	845,800
6.	KEZO-AM & FM/Omaha-Council Bluffs	12.4	WBCN/Boston	499,100
7.	WIOT/Toledo	12.2	WLLZ/Detroit	471,700
8.	WFYV-FM/Jacksonville	11.2	WRIF/Detroit	471,300
8.	WRXL/Richmond	11.2	KQRS-AM & FM/Minneapolis-St. Paul	452,800
10.	WZZO/Allentown-Bethlehem	11.1	KNX-FM/Los Angeles	449,700
11.	KLAQ/El Paso	10.9	WWDC-FM/Washington	448,600
12.	WEBN/Cincinnati	10.7	WXRT/Chicago	428,300
13.	WPYX/Albany-Schenectady-Troy	10.6	KSHE/St. Louis	426,200
14.	WRDU/Raleigh-Durham	10.5	KLOL/Houston-Galveston	390,200
15.	KATT/Oklahoma City	10.0	WKLS/Atlanta	388,900
16.	KLBJ-FM/Austin	9.9	KRQR/San Francisco	38 1,000
17.	KSHE/St. Louis	9.9	WDVE/Pittsburgh	371,600
18.	WMMR/Philadelphia (Wilmington book)	9.7	WBAB-FM/Nassau-Suffolk (New York book)	368,800
19.	WLVQ/Columbus	9.8	KTXQ/Dallas-Ft. Worth	352,400
19.	WQMF/Louisville	9.8	WBAB-AM & FM/Nassau-Suffolk	339,500
21.	WNOR-AM & FM/Norfolk-Virginia Beach	9.0	KGB/San Diego	332,900
22.	WEZX/Wilkes Barre-Scranton	8.9	KNAC/Los Angeles	318,000
23.	WHJY/Providence (New Bedford book)	8.6	XTRA-FM/San Diego	313,700
24.	KQRS-AM & FM/Minneapolis-St. Paul	8.4	KZEW/Dallas-Ft. Worth	299,600
24.	WHJY/Providence	8.4	KBPI-AM &FM/Denver-Boulder	285,200
24.	WPLR/New Haven (Bridgeport book)	8.4		

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FORMAT LEADERS

URBAN CONTEMPORARY

	AQH	CUME
1.	WIKS/Coastal North Carolina	19.6	WRKS/New York	1,476,400
2.	WHRK/Memphis	17.0	WBLS/New York	1,461,500
3.	WWDM/Columbia, SC	15.2	WGCI-FM/Chicago	959,800
4.	WQUE-AM & FM/New Orleans	14.5	WVAZ/Chicago	754,500
5.	KQXL/Baton Rouge	13.1	WUSL/Philadelphia	609,100
6.	WDZZ/Flint	12.7	KJLH/Los Angeles	521,000
7.	KPRR/El Paso	12.0	WJLB/Detroit	508,100
8.	WBLX-FM/Mobile	11.9	KSOL/San Francisco	441,400
9.	WXOK/Baton Rouge	10.1	KKDA-FM/Dallas-Ft. Worth	434,300
10.	KIPR/Little Rock	9.9	KMJQ/Houston-Galveston	433,900
10.	WPEG/Charlotte	9.9	KACE/Los Angeles	416,300
12.	KMJQ/Houston-Galveston	9.8	WHUR/Washington	400,200
13.	WWWZ/Charleston	9.5	WKYS/Washington	376,100
14.	WENN/Birmingham	9.4	WVEE/Atlanta	368,100
15.	WQMG/Greensboro-Winson-Salem	8.9	WDAS-FM/Philadelphia	365,700
16.	WJTT/Chattanooga	8.8	KDAY/Los Angeles	321,400
17.	WXYV/Baltimore	8.7	WXYV/Baltimore	316,400
18.	WCKZ-AM & FM/Charlotte	8.5	WQUE-AM & FM/New Orleans	302,900
18.	WYLD-FM/New Orleans	8.5	WDJY/Washington	251,200
20.	WPLZ-FM/Richmond	8.2	KIIS/Los Angeles	228,300
20.	WQOK/Raleigh-Durham	8.2	WHRK/Memphis	226,700
22.	WOWI/Norfolk	8.0	KMJM/St. Louis	219,600
23.	WVEE/Atlanta	7.8	WPHR/Cleveland	209,800
24.	WUSL/Philadelphia	7.5	WZAK/Cleveland	198,600
25.	WUSL/Philadelphia	7.3	WAMO-FM/Pittsburgh	191,500
25.	WZAK/Cleveland	7.3		

COUNTRY

	AQH	CUME
1.	WIVK-AM & FM/Knoxville	33.0	WYNY/New York	1,106,300
2.	KSSN/Little Rock	20.3	KZLA/Los Angeles	537,300
3.	KUZZ-AM & FM/Bakersfield	18.0	KSCS/Dallas-Ft. Worth	510,500
3.	WKSJ-AM & FM/Mobile	18.0	WUSN/Chicago	535,000
5.	WXBQ/Johnson City	17.6	KIKK-FM/Houston-Galveston	485,900
6.	WAMZ/Louisville	17.2	WMZQ-AM & FM/Washington	459,600
7.	WCOS-AM & FM/Columbia, SC	16.9	WBAP/Dallas-Ft. Worth	445,000
8.	WTQR/Greensboro-Winston-Salem	16.8	KPLX/Dallas-Ft. Worth	442,800
9.	WSOC-FM/Charlotte	15.6	KNIX-AM & FM/Phoenix	420,800
10.	WRNS/Coastal North Carolina	15.0	WWWW/Detroit	418,800
11.	KASE/Austin	14.9	WXTU/Philadelphia	395,200
12.	WZZK-AM & FM/Birmingham	14.7	KILT-FM/Houston-Galveston	391,000
13.	KNIX-AM & FM/Phoenix	14.0	KSAN/San Francisco	335,800
13.	WUSY/Chattanooga	14.0	KLAC/Los Angeles	316,400
15.	KXXY-AM & FM/Oklahoma City	13.8	WKHX-AM & FM/Atlanta	306,900
15.	WYNK-AM & FM/Baton Rouge	13.8	KEEY/Minneapolis-St. Paul	300,600
17.	WESC-AM & FM/Greenville-Spartanburg	12.4	WYAY/Atlanta	274,300
18.	WWKA/Orlando	11.9	WIL-FM/St. Louis	268,200
19.	KIIM/Tucson	11.6	WSOC-AM & FM/Charlotte-Gastonia	267,800
19.	KZSN/Wichita	11.6	KMPS-AM & FM/Seattle-Tacoma	262,600
19.	WITL-FM/Lansing	11.6	WDAF/Kansas City	269,100
22.	WEZL/Charleston	11.5	WQYK-AM & FM/Tampa-St. Petersburg	255,500
23.	KFMS-AM & FM/Las Vegas	11.4	WGAR-AM & FM/Cleveland	254,800
24.	KHEY-FM/El Paso	11.2	WKIS/Miami-Ft. Lauderdale	253,200
25.	WDAF/Kansas City	11.0	WPOC/Baltimore	249,600

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BEAUTIFUL MUSIC/EASY LISTENING

	AQH		CUME
1. WEAT-AM & FM/West Palm Beach	16.7	1. WPAT-AM & FM/New York	1,812,200
2. WFMZ/Allentown-Bethlehem	16.0	2. KJOI/Los Angeles	864,1000
3. WPVR/Roanoke-Lynchburg	13.9	3. WXEZ-AM & FM/Chicago	841,100
4. WDEF-FM/Chattanooga	13.4	4. WEAZ/Philadelphia	646,400
5. WROW-FM/Albany-Schenectady-Troy	10.7	5. KABL-AM & FM/San Francisco	504,500
6. KXTZ/ Las Vegas	10.3	6. KODA/Houston-Galveston	449,100
7. WEZK/Knoxville	10.1	7. WGAY/Washington	434,500
8. KKNG/Oklahoma City	10.0	8. WLYF/Miami-Ft. Lauderdale	376,700
8. KSFI/Salt Lake City-Provo	10.0	9. WJOI/Detroit	373,200
10. KXYL-FM/Spokane	9.9	10. WPCH/Atlanta	357,400
11. KMEO-AM & FM/Phoenix	9.7	11. KEZK/St. Louis	354,400
11. WJYE/Buffalo-Niagara Falls	9.7	12. WJIB/Boston	340,800
11. WRCH/Hartford	9.7	13. WLIF/Baltimore	327,600
14. WZEZ/Nashville	9.6	14. KMEZ-AM & FM/Dallas-Ft. Worth	324,700
15. WKBN-FM/Youngstown	9.5	15. WSHH/Pittsburgh	317,400
16. WHIO-FM/Dayton	9.1	16. WQAL/Cleveland	281,400
16. WJIM-FM/Lansing	9.1	17. KEMO-AM & FM/Phoenix	274,500
16. WXTZ/Indianapolis	9.1	18. KJQY/San Diego	262,400
19. KEZQ/Little Rock	9.0	19. KBAY/San Jose (San Francisco book)	249,000
19. WWEZ/Cincinnati	9.0	20. WEZW/Milwaukee	230,100
21. WLKW/Providence	8.9	21. KOSI/Denver	228,400
22. KOJY/Fresno	8.8	22. WKLW/Providence	219,000
23. KUMU-AM & FM/Honolulu	8.7	23. KJOI/Los Angeles (Anaheim book)	208,100
23. WLIF/Baltimore	8.7	24. WRCH/Hartford	198,600
23. WOOD-FM/Grand Rapids	8.7	25. WBNS-FM/Columbus	191,300
23. WRCH/Springfield	8.7		

CLASSICAL

	AQH		CUME
1. KING-FM/Seattle-Tacoma	3.6	1. WNCN/New York	736,200
1. KYTE-FM/Portland	3.6	2. WQXR-FM/New York	642,600
3. KBOQ/Monterey-Salinas	3.4	3. KFAC-FM/Los Angeles	485,300
4. KVOD/Denver-Boulder	3.2	4. KKHI-AM & FM/San Francisco	317,900
5. WFMR/Milwaukee-Racine	3.1	5. KDFC-AM & FM/San Francisco	340,800
6. KKHI-AM & FM/San Francisco	3.0	6. WFMT/Chicago	315,700
7. KDFC-AM & FM/San Francisco	2.9	7. WNIB/Chicago	275,000
7. WTMI/Miami-Ft. Lauderdale	2.9	8. WFLN/Philadelphia	249,000
9 . KFSD/San Diego	2.8	9. WGMS-AM & FM/Washington	221,100
9. KFSD/San Diego (North County book)	2.8	10. KING-FM/Seattle-Tacoma	197,100
11. WCLV/Cleveland	2.7	11. WTMI/Miami-Ft. Lauderdale	194,000
12. WFLN/Philadelphia	2.4	12. WCRB/Boston	175,700
13. WGMS-AM & FM /Washington	2.3	13. WQRS/Detroit	172,500
14. KDFC-AM & FM/San Francisco (San Jose book)	2.0	14. KFSD/San Diego	147,600
15. WCRB/Boston	1.8	15. KVOD/Denver-Boulder	140,800

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FORMAT LEADERS

NAC

	AQH
1. KQPT/Sacramento	7.0
2. KTWV/Los Angeles (Anaheim book)	4.7
3. KTWV/Los Angeles	3.3
4. KHIH/Denver-Boulder	3.2
5. WNWV/Cleveland	3.1
6. KBLX-AM & FM/San Francisco	2.9
6. KIFM/San Diego	2.9
8. KKSF/San Francisco	2.7
8. KNUA/Seattle	2.7
10. KOAI/Dallas-Ft. Worth	2.6
11. KHHH/Honolulu	2.5
11. KKSF/San Francisco (San Jose Book)	2.5
13. WXDJ/Miami-Ft. Lauderdale	2.4
14. KEYV/Las Vegas	2.3
15. WBZN-AM & FM/Milwaukee-Racine	2.2
15. WLOQ/Orlando	2.2
17. KDAB/Salt Lake City-Provo-Ogden	2.1
18. KSWV/San Diego (North County book)	2.0
18. KTWV/Los Angeles (Riverside Book)	2.0
20. KAWV/Tucson	1.9
20. KCWV/Kansas City	1.9
22. WQCD/New York	1.8
23. KLRS/Monterey	1.6
23. KSWV/San Diego	1.6
23. WRBZ/Cincinnati	1.6

	CUME
1. KTWV/Los Angeles	768,300
2. WQCD/New York	698,900
3. KBLX-AM & FM/San Francisco	405,600
4. KKSF/San Francisco	344,500
5. KOAI/Dallas-Ft. Worth	249,000
6. KIFM/San Diego	183,200
7. WLNR/Chicago	169,600
8. KTWV/Los Angeles (Anaheim book)	167,400
9. KQPT/Sacramento	162,700
10. KNUA/Seattle-Tacoma	145,900
11. WVAE/Detroit	144,400
12. WXDJ/Miami-Ft. Lauderdale	136,800
13. WNWV/Cleveland	130,500
14. WTWV/Chicago	127,100
15. KHIH/Denver	126,900
16. KSWV/San Diego	110,900
17. WHVE/Tampa-St. Petersburg	104,800
18. WQCD/New York (Nassau-Suffolk book)	83,500
19. KKSF/San Francisco (San Jose book)	77,000
20. WBZN-AM & FM/Milwaukee	71,100
21. KBLX-AM & FM/San Francisco (San Jose book)	70,300
22. KCWV/Kansas City	64,800
23. KTWV/Los Angeles (Riverside book)	59,000
24. WLOQ/Orlando	58,200
25. KHHH/Honolulu	54,100

GOLD

	AQH
1. WCDX/Richmond	10.4
2. KGOR/Omaha-Council Bluffs	9.6
3. WJFM/Grand Rapids (Classic Rock)	8.3
4. KKLZ/Las Vegas (Classic Rock)	8.0
5. WKLH/Milwaukee-Racine (Classic Rock)	7.9
6. WDRC-FM/Hartford	7.8
7. WOCL/Orlando	7.6
8. WMFX/Columbia, SC (Classic Rock)	7.4
9. WBBG/Youngstown	7.3
10. WKLR/Indianapolis	6.9
11. KLXK/Minneapolis-St. Paul (Classic Rock)	6.8
11. KSD/St. Louis (Classic Rock)	6.8
11. WIBM/Lansing	6.8
14. WNCX/Cleveland (Classic Rock)	6.6
15. KFSO/Fresno	6.4
16. KXKL-FM/Phoenix	6.3
17. WWSW-FM/Pittsburgh	6.1
18. WKFM/Syracuse (Classic Rock)	6.0
19. KIKI/Honolulu	5.9
20. KKZX/Spokane (Classic Rock)	5.8
20. KLOU/St. Louis	5.8
20. KRTH-FM/Los Angeles (Riverside book)	5.8
20. WGFX/Nashville (Classic Rock)	5.8
24. KOIL/Omaha-Council Bluffs	5.7
24. WDRC-FM/Hartford (New Haven book)	5.7

	CUME
1. WCBS-FM/New York	1,748,600
2. WXRK/New York (Classic Rock)	1,488,000
3. KRTH-FM/Los Angeles	1,106,200
4. WJMK/Chicago	928,100
5. WCKG/Chicago (Classic Rock)	823,600
6. KLSX/Los Angeles (Classic Rock)	754,000
7. KSFO & KYA/San Francisco	732,500
8. WYSP/Philadelphia (Classic Rock)	678,100
9. WODS/Boston	450,500
10. WCSX/Detroit (Classic Rock)	403,900
11. WCXR/Washington (Classic Rock)	394,000
12. WOGL/Philadelphia	388,000
13. WZLX/Boston (Classic Rock)	370,800
14. KLOU/St. Louis	362,500
15. KRTH/Los Angeles	352,000
16. KRLA/Los Angeles	346,500
17. KLXK/Minneapolis-St. Paul	344,500
18. WIOQ/Philadelphia	344,000
19. KSD/St. Louis (Classic Rock)	333,700
20. WCBS-FM/New York (Nassau-Suffolk book)	327,200
21. WWSW-FM/Pittsburgh	313,700
22. KLUV/Dallas-Ft. Worth	313,600
23. WMXJ/Miami-Ft. Lauderdale	308,500
24. KZFX/Houston-Galveston (Classic Rock)	307,000
25. KRTH-FM/Los Angeles (Anaheim book)	306,900

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BIG BAND/NOSTALGIA

	AQH		CUME
1.	WOKY/Milwaukee-Racine (Big Band)	1.	WNEW/New York (Nostalgia) 834,000
2.	WECK/Buffalo-Niagara Falls (Big Band) 5.7	2.	KMPC/Los Angeles (Nostalgia) 700,200
3.	KMRR/Tucson (Nostalgia) 5.3	3.	WPEN/Philadelphia (Nostalgia) 393,800
3.	WAPI/Birmingham (Big Band) 5.3	4.	KFRC/San Francisco (Nostalgia) 386,700
5.	KGVY/Tucson (Big Band) 5.2	5.	WJJD/Chicago (Nostalgia) 344,100
6.	WPEN/Philadelphia (Nostalgia) 5.1	6.	CKLW/Detroit (Big Band) 317,600
7.	WAVZ/New Haven (Big Band) 4.8	7.	KQUE/Houston-Galveston (Nostalgia) 226,900
8.	WMAS/Springfield (Big Band) 4.7	8.	KMPC/Los Angeles (Anaheim book)(Nostalgia) 174,900
9.	WBYU/New Orleans (Nostalgia) 4.5	9.	WJAS/Pittsburgh (Big Band) 154,800
10.	KORK/Las Vegas (Big Band) 4.3	10.	WOKY/Milwaukee (Big Band) 149,300
10.	KPOP/San Diego (Nostalgia) 4.3		

SPANISH

	AQH		CUME
1.	KGBT/McAllen-Brownsville 17.7	1.	KLVE/Los Angeles 545,500
2.	KIWW/McAllen-Brownsville 9.7	2.	WADO/New York 504,600
3.	KBNA-AM & FM/El Paso 8.9	3.	WSKQ/New York 494,800
4.	KKSS/Albuquerque 7.1	4.	KTNQ/Los Angeles 475,000
5.	KCOR/San Antonio 7.0	5.	WKDM/New York 368,000
6.	KAMA/El Paso 4.8	6.	KSKQ-FM/Los Angeles 233,700
6.	KQXX/McAllen-Brownsville 4.8	7.	WJIT/New York 251,200
8.	KWAC/Bakersfield 4.5	8.	KWKW/Los Angeles 225,700
9.	WCMQ-FM/Miami-Ft. Lauderdale 4.2	9.	WCMQ-FM/Miami-Ft. Lauderdale 217,000
10.	WAQI/Miami-Ft. Lauderdale 3.8	10.	KSKQ/Los Angeles 215,400
10.	WQBA/Miami-Ft. Lauderdale 3.8		

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FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
6.9	6.8	7.4	1	**KIIS-FM** *CHR*	*102.7 8kw*	1	2	2	2	2	7	62	GANNETT	MCG	
5.5	4.1	6.6	2	**KLOS** *AOR*	*95.5 63.1kw*	4	6	1	1	1	12	83	CAP CITIES/ABC	KATZ	
5.2	6.4	6.0	3	**KPWR** *CHR*	*105.9 72kw*	3	1	3	5	7	17	67	EMMIS	HNWH	
4.2	4.4	5.1	4	**KRTH-FM** *Gold*	*101.1 58kw*	2	14	8	3	3	2	55	RKO GENERAL	REP	
5.5	5.0	4.9	5	**KJOI** *B/EZ*	*98.7 75kw*	9	35	31	20	16	1	79	COMMAND	BAN	
2.7	2.5	4.7	6	**KTWV** *NAC*	*94.7 58kw*	15	37	5	4	4	9	94	METROPOLITAN	BAN	
4.8	5.2	4.4	7	**KOST** *AC*	*103.5 12.5kw*	6	5	9	6	5	6	60	COX	CHR	
6.0	5.3	4.4	8	**KROQ** *AOR*	*106.7 5.6kw*	7	3	4	7	17	32	65	INFINITY	TOR	
4.6	3.7	4.4	9	**KBIG** *AC*	*104.3 105kw*	10	11	10	9	8	5	70	BONNEVILLE INTL	CBS	
4.7	5.7	4.3	10	**KABC** *Talk*	*790 5kw*	11	17	23	12	6	3	73	CAP CITIES/ABC	KATZ	
3.1	3.4	3.7	11	**KNX** *News*	*1070 50kw*	5	27	29	14	11	4	47	CBS	CBS	
4.5	3.1	3.2	12	**KIQQ** *AC*	*100.3 5.3kw*	13	10	14	11	10	8	58	WESTWOOD ONE	HNWH	
3.2	2.2	2.9	13	**KFWB** *News*	*980 5kw*	8	16	17	16	13	11	44	GROUP W	G/W	
2.1	1.7	2.9	14	**KNAC** *AOR*	*105.5 1.05kw*	20	4	6	10	23	40	91	FLAGSHIP	K/P	
4.7	2.9	2.8	15	**KLSX** *CR*	*97.1 55kw*	12	15	7	8	9	20	50	GREATER MEDIA	MMR	
2.4	4.6	2.6	16	**KMPC** *Nost*	*710 50-10kw*	14	38	34	30	19	10	50	GOLDEN WEST	DUR	
1.8	2.3	1.9	17	**KZLA** *Ctry*	*93.9 49kw*	19	28	21	15	12	14	59	MALRITE	EAST	
1.8	2.4	1.7	18	**KFI** *Talk*	*640 50kw*	18	33	33	21	20	13	50	COX	CHR	
1.8	1.7	1.6	19	**KNX-FM** *AOR*	*93.1 28.5kw*	17	20	11	13	15	26	46	CBS	CBS	
1.9	2.7	1.6	20	**KTNQ** *Span*	*1020 50kw*	24	36	12	17	14	19	80	HEFTEL	CAB	
1.3	1.4	1.5	21	**KIKF** *Ctry*	*94.3 3kw*	22	22	28	18	18	15	64	ARIES	--	
1.6	1.5	1.4	22	**KFAC-FM** *Clas*	*92.3 55kw*	21	26	27	29	24	18	60	CLASSIC	MCG	
0.9	1.5	1.1	23	**KYMS** *CC*	*106.9 3kw*	25	9	13	19	28	30	62	INTERSTATE	R/W	
1.1	1.4	1.0	24	**KEZY** *CHR*	*95.9 2.5kw*	16	7	19	24	32	29	27	ANAHEIM	--	
0.8	0.9	1.0	25	**KKGO-FM** *Jazz*	*105.2 18kw*	29	30	32	33	27	22	60	MT. WILSON FM	CMBS	

Continued on Page 145

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#13 ATLANTA

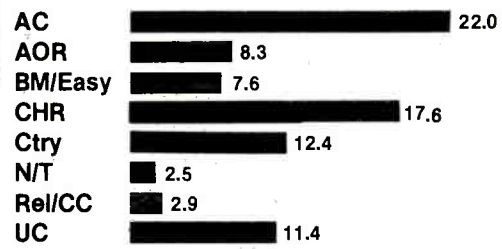
POPULATION[3] 2,219,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	8.4	8.0	9.9	10.4	1	WSB-FM AC	98.5 100kw	1	8	2	1	1	1	85	COX	CHR	8.0
7.6	7.9	9.9	10.1	8.3	2	WKLS AOR	96.1 100kw	4	2	1	2	3	11	91	GREAT AMERICAN	KATZ	10.3
6.1	5.4	5.8	5.5	7.8	3	WAPW CHR	99.7 100kw	5	1	4	4	9	12	90	SUSQUEHANA	DUR	7.9
9.4	10.5	10.2	9.7	7.8	4	WVEE UC	103.3 100kw	6	4	3	3	2	6	91	SUMMIT	MCG	11.5
8.9	8.1	7.9	8.0	7.6	5	WPCH B/EZ	94.9 100kw	7	16	11	9	5	2	91	JACOR	EAST	6.0
8.6	7.1	7.4	7.3	7.4	6	WSB AC	750 50kw	2	12	12	11	7	3	71	COX	CHR	4.5
7.5	8.1	6.9	5.8	6.6	7	WKHX-A/F Ctry	590/101.5 5kw/100k	10	9	7	5	5	4	96	CAP CITIES/ABC	REP	6.5
5.0	5.7	5.4	5.7	5.8	8	WYAY Ctry	106.7 100kw	11	7	9	6	6	5	91	NEWCITY	MMR	6.4
5.5	5.4	6.4	5.9	5.5	9	WZGC CHR	92.9 100kw	3	3	5	7	11	14	59	COOK INLET	HNWH	8.8
6.6	5.6	5.9	4.9	4.3	10	WQXI-A/F CHR	790/94.1 5-1kw/100kw	8	14	6	10	10	9	56	JEFFERSON-PILOT	BAN	5.0
4.6	4.3	4.8	4.1	4.2	11	WFOX AC	97.1 100kw	9	10	8	8	8	7	53	SHAMROCK BR.	MMR	4.2
4.3	3.2	3.8	2.9	2.9	12	WAOK Rel	1380 5kw	14	6	13	13	12	8	104	SUMMIT	MCG	2.6
2.6	3.5	3.5	3.5	2.5	13	WGST N/T	920 5-1kw	12	13	14	14	13	10	55	JACOR	EAST	3.4
3.5	3.2	2.5	2.9	2.4	14	WEKS UC	104.1 100kw	13	5	10	12	14	16	57	ZAPIS	DUR	3.3
0.0	0.0	0.0	1.1	1.2	15	WPBD UC	640 50-1kw	16	15	15	15	15	13	80	PHOENIX CITY	--	1.0

DEMOGRAPHIC RANK

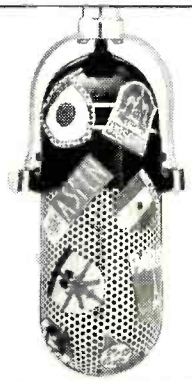
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLS	1 WAPW	1 WKLS	1 WSB-FM	1 WKLS	1 WSB-FM
2 WVEE	2 WSB-FM	2 WSB-FM	2 WVEE	2 WSB-FM	2 WVEE
3 WSB-FM	3 WVEE	3 WVEE	3 WAPW	3 WSB	3 WPCH
4 WQXI-FM	4 WZGC	4 WSB	4 WZGC	4 WYAY	4 WKHX-FM
5 WZGC	5 WKLS	5 WYAY	5 WKHX-FM	5 WVEE	5 WFOX
6 WAPW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

FORMAT REACH



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#17 BALTIMORE

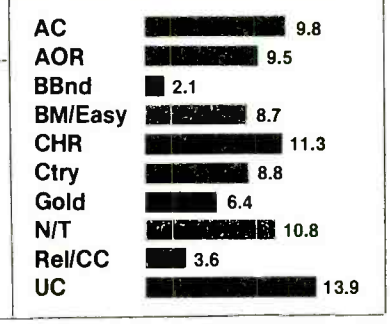
POPULATION: 1,975,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	9.6	9.2	7.4	8.7	1	**WLIF** *B/EZ*	*101.9 13.5kw*	4	14	11	6	3	1	99	JAG	CHR	5.4
8.7	5.7	6.8	8.0	8.7	2	**WXYV** *UC*	*102.7 50kw*	5	2	1	1	2	6	103	SUMMIT	MCG	10.3
4.4	6.4	5.3	4.9	7.0	3	**WWMX** *AC*	*106.5 50kw*	2	9	2	2	1	4	79	CAPITOL BR. CO.	KATZ	6.4
8.0	6.8	7.3	8.6	6.0	4	**WBSB** *CHR*	*104.3 50kw*	1	1	4	3	6	9	63	SCRIPPS HOWARD	BAN	7.7
6.3	7.3	8.8	8.3	5.9	5	**WBAL** *N/T*	*1090 50kw*	3	20	17	12	7	3	66	HEARST	HNWH	6.4
6.6	5.3	4.9	6.4	5.8	6	**WPOC** *Ctry*	*93.1 50kw*	7	13	9	5	4	2	87	NATIONWIDE	EAST	6.3
4.6	5.5	4.7	4.4	4.7	7	**WIYY** *AOR*	*97.9 50kw*	6	4	3	4	8	16	68	HEARST	HNWH	6.2
3.4	3.6	3.9	4.0	3.7	8	**WQSR** *Gold*	*105.7 50kw*	8	10	12	7	5	5	71	SCONNIX	BAN	3.4
2.3	2.5	2.6	2.5	3.0	9	**WCAO** *Ctry*	*600 5kw*	13	33	23	17	11	7	83	SUMMIT	MCG	2.1
2.5	3.5	2.6	2.8	2.8	10	**WYST-FM** *AC*	*92.3 10kw*	10	12	10	11	9	8	60	UNITED	MMR	1.7
2.7	3.4	2.8	2.8	2.7	11	**WGRX** *CR*	*100.7 16kw*	12	8	6	9	16	21	66	SHAMROCK	DUR	3.2
3.0	3.7	3.0	3.1	2.7	12	**WGHT** *CHR*	*95.9 3kw*	9	3	8	13	17	28	51	COMM. MANAGE.	DUR	3.0
2.9	2.4	2.7	2.4	2.5	13	**WWDC-FM** *AOR*	*101.1 22.5kw*	11	11	5	8	12	27	56	CAPITOL	CHR	2.0
2.5	2.3	2.6	3.3	2.4	14	**WBGR** *Rel*	*860 2.5-.1kw*	21	17	16	16	15	10	90	MORTENSON	ROS	2.9
1.6	1.5	1.3	1.8	2.3	15	**WHFS** *AOR*	*99.1 50kw*	23	18	7	10	10	20	99	DUCHOSSOIS	REP	2.2
1.2	1.1	0.6	0.0	2.3	16	**WCBM** *N/T*	*680 10-5kw*	24	32	29	23	19	12	114	METROMEDIA	KATZ	1.0
2.1	2.4	2.8	1.9	2.1	17	**WITH** *BBnd*	*1230 1kw*	22	34	32	33	32	14	86	WITH	K/P	1.4
1.5	1.9	1.7	2.0	2.1	18	**WWIN** *UC*	*1400 1kw*	16	16	14	15	13	11	70	MEDIACOMM	DUR	2.7
1.2	2.1	2.0	1.4	1.7	19	**WHUR** *UC*	*96.3 24kw*	19	15	13	14	14	17	60	HOWARD UNI.	DUR	1.9
0.7	0.6	1.1	1.0	1.4	20	**WPGC-FM** *CHR*	*95.5 50kw*	14	7	15	18	22	24	45	COOK INLET	BAN	2.1
1.8	2.0	1.6	1.2	1.4	21	**WEBB** *UC*	*1360 5-1.3kw*	17	6	18	19	23	23	47	BRUNSON	CITI	1.3
3.4	3.0	3.9	4.0	1.3	22	**WFBR** *Talk*	*1300 5kw*	20	19	28	20	18	13	48	JAG	CHR	1.0
1.2	0.9	0.8	0.8	1.3	23	**WTOP** *News*	*1500 50kw*	18	21	26	25	20	15	45	OUTLET	HNWH	.8
1.9	1.1	1.3	1.8	1.2	24	**WRQX** *CHR*	*107.3 50kw*	15	5	19	21	25	32	41	CAP CITIES/ABC	KATZ	1.8
1.5	2.2	1.2	0.9	1.2	25	**WRBS** *Rel*	*95.1 50kw*	25	31	25	29	26	19	81	PETER & JOHN	---	1.9

DEMOGRAPHIC RANK

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

FORMAT REACH



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#7 BOSTON

POPULATION: **3,176,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	7.1	6.6	6.4	7.4	1	**WBZ** *AC*	*1030 50kw*	2	15	14	8	2	1	88	GROUP W	G/W	6.4
6.9	6.7	7.7	7.1	7.2	2	**WRKO** *N/T*	*680 50kw*	8	23	15	12	8	2	98	ATLANTIC VEN.	REP	6.1
7.0	6.5	8.6	7.1	5.9	3	**WXKS-FM** *CHR*	*107.9 23.5kw*	1	2	1	1	5	12	62	PYRAMID	MMR	9.4
5.7	6.1	4.9	6.0	5.4	4	**WJIB** *B/EZ*	*96.9 12.5kw*	12	31	20	14	13	4	97	EMMIS	MCG	5.0
5.2	5.8	4.4	3.9	5.2	5	**WHDH** *Talk*	*850 50kw*	4	16	17	13	9	5	66	SCONNIX	DUR	4.5
2.9	4.8	4.5	4.0	5.2	6	**WODS** *Gold*	*103.3 12.5kw*	7	5	6	3	1	3	71	CBS	CBS	4.1
5.2	5.4	5.8	6.1	5.0	7	**WZOU** *CHR*	*94.5 11.5kw*	5	1	4	6	14	18	64	ARDMAN	EAST	7.0
7.4	7.2	6.6	6.0	4.8	8	**WBCN** *AOR*	*104.1 19.5kw*	3	7	2	2	3	14	59	INFINITY	TOR	7.1
4.4	3.4	2.5	3.9	4.8	9	**WZLX** *CR*	*100.7 50kw*	9	6	3	4	4	16	79	COOK INLET	CHR	5.4
5.2	4.1	4.2	4.3	4.2	10	**WEEI** *News*	*590 5kw*	6	8	16	6	15	9	62	HELEN	--	3.4
2.9	3.0	3.5	3.8	3.6	11	**WMJX** *AC*	*106.7 24.5kw*	11	14	5	5	7	10	63	GREATER MEDIA	MCG	3.0
4.4	4.3	4.3	4.0	3.6	12	**WSSH-FM** *AC*	*99.5 32kw*	13	12	13	11	12	7	66	NOBLE	HNWH	3.4
3.2	3.5	3.6	3.0	3.2	13	**WROR** *AC*	*98.5 8.1kw*	10	11	12	7	6	6	54	ATLANTIC VEN.	REP	2.8
3.0	1.6	2.4	2.3	2.6	14	**WILD** *UC*	*1090 5kw*	21	4	7	10	16	15	158	NASH	ROS	4.5
2.7	2.6	2.6	2.7	2.5	15	**WVBF** *AC*	*105.7 13.8kw*	14	18	11	9	10	11	67	FAIRBANKS	BAN	2.5
2.3	2.1	3.3	2.1	2.4	16	**WBOS** *Ctry*	*92.9 17kw*	16	25	21	19	11	8	81	ACKERLY	DUR	2.7
2.0	1.9	1.6	2.2	2.1	17	**WAAF** *AOR*	*107.3 18.6kw*	15	3	8	15	19	29	59	NEWCITY	KATZ	3.2
1.4	1.8	1.3	1.3	1.8	18	**WCRB** *Clas*	*102.5 15kw*	17	19	19	20	18	13	63	CHARLES RIVER	DONO	1.8
0.7	0.9	1.4	2.0	1.5	19	**WCGY** *AOR*	*93.7 50kw*	19	10	10	18	20	32	64	CURT GOWDY	K/P	2.4
1.5	1.3	1.6	1.2	1.4	20	**WFNX** *AOR*	*101.7 3kw*	18	17	9	16	17	28	62	MCC	--	1.6
1.6	1.7	1.6	1.0	1.3	21	**WXKS** *BBnd*	*1430 5-1kw*	22	29	33	31	30	21	81	PYRAMID	MMR	.8
0.6	1.2	1.2	1.3	1.1	22	**WPLM-FM** *BBnd*	*99.1 50kw*	20	33	24	26	22	17	61	PLYMOUTH ROCK	--	1.2

Continued on Page 145



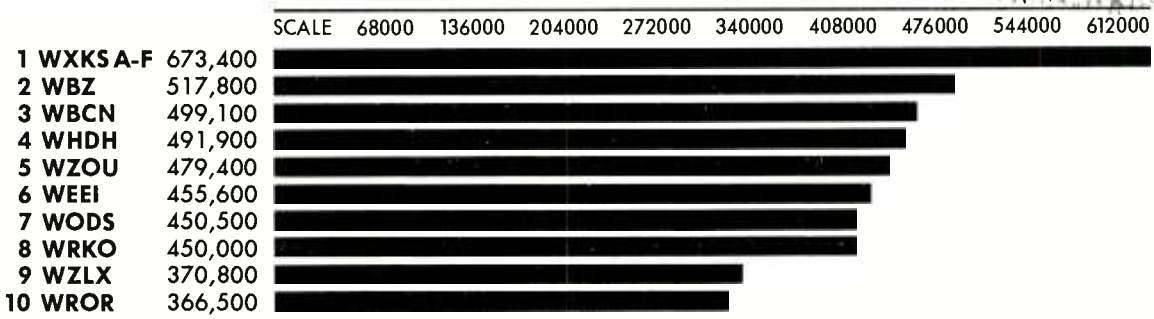
WXKS·1430AM
Boston's Original Hits

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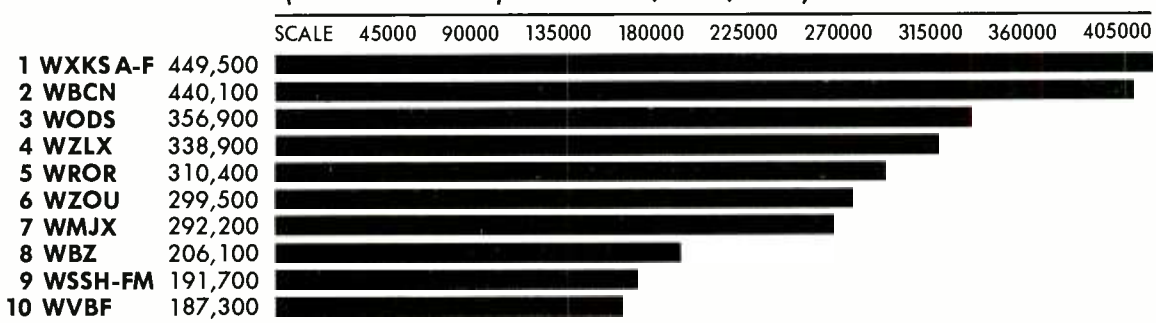
BEING ALL THINGS TO ALL PEOPLE ISN'T JUST

LIPSERVICE!

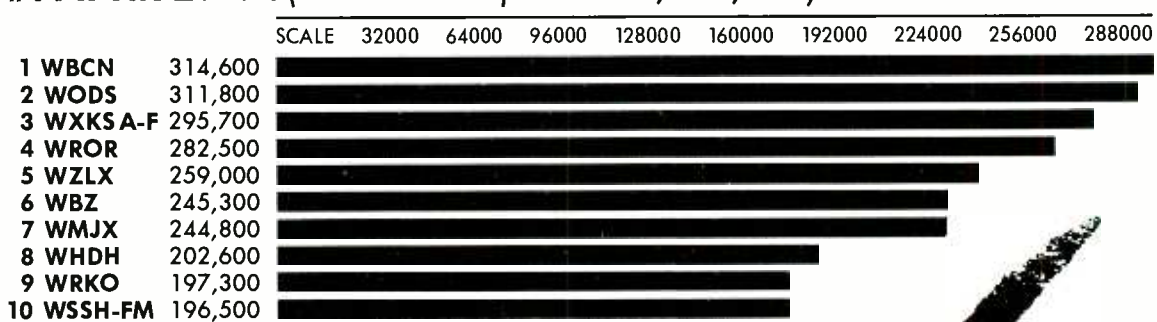
#1 Total Persons 12+ *(Estimated Population 3,176,800)**



#1 Adults 18-49 *(Estimated Population 1,843,300)**



#1 Adults 25-54 *(Estimated Population 1,596,300)**



*Boston Metro Survey Area, Mon. – Sun., 6A – 12Mid., Fall, 1988 Arbitron. Cume WXKS A/F.

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

Kiss

MAJOR MARKET RADIO

108 FM

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#39 BUFFALO-NIAGARA FALLS

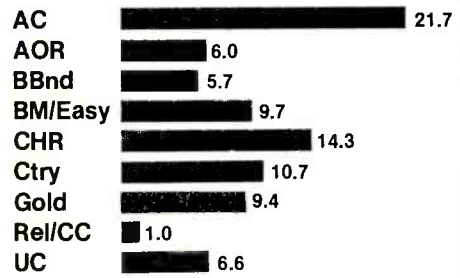
POPULATION: **995,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AQH	STATION	FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	10.0	8.5	9.6	10.8	1	WBEN	AC	930 5kw	1	6	10	8	3	2	65	ALGONQUIN	EAST	7.4
7.0	9.0	7.7	8.8	10.7	2	WYRK	Ctry	106.5 50kw	5	8	3	1	2	1	118	STONER	MCG	7.6
8.6	10.4	6.6	6.7	9.7	3	WJYE	B/EZ	96.1 50kw	3	17	9	9	5	3	87	WJYE RADIO	CHR	5.2
8.2	8.6	10.2	11.3	9.2	4	WKSE	CHR	98.5 46kw	2	1	2	3	4	6	67	PRICE	HNWH	14.1
6.2	6.5	9.3	6.6	8.9	5	WBUF	AC	92.9 93kw	6	11	6	2	1	4	106	LINCOLN GROUP	MCG	8.1
6.5	4.5	6.3	6.0	6.6	6	WBLK	UC	93.7 50kw	11	2	4	5	7	7	124	WBLK INC.	DUR	10.8
2.6	3.6	4.3	2.2	6.0	7	WGR-FM	AOR	96.9 12.6kw	7	4	1	4	9	13	75	RICH	KATZ	9.0
6.3	5.1	5.0	6.0	5.7	8	WECK	BBnd	1230 1kw	12	18	19	19	16	8	107	QUID MEDIA	ROS	4.4
4.7	3.6	5.7	5.7	5.1	9	WMJQ	CHR	102.5 110kw	4	3	5	6	8	10	54	ALGONQUIN	EAST	3.7
8.0	7.5	8.7	5.5	4.4	10	WHTT	CR	104.1 50kw	8	7	7	7	6	9	56	PYRAMID	MMR	.2
5.4	5.7	4.7	7.6	3.4	11	WPHD	CR	103.3 50kw	9	5	8	10	10	15	49	HOWARD	CBS	4.5
4.1	3.2	3.1	4.2	3.0	12	WGR	AC	550 5kw	10	10	11	11	11	5	43	RICH	KATZ	3.7
3.7	4.1	3.3	1.1	1.6	13	WWKB	Gold	1520 50kw	13	15	14	13	13	12	48	PRICE	HNWH	1.0
0.3	0.3	0.3	0.6	1.0	14	WGKT	Gold	1400 1kw	14	16	17	12	12	11	53	HOWARD	CBS	2.0
0.9	1.5	1.2	0.7	1.0	15	WDCX	Rel	99.5 110kw	15	14	21	15	14	14	56	CRAWFORD	--	.8

DEMOGRAPHIC RANK

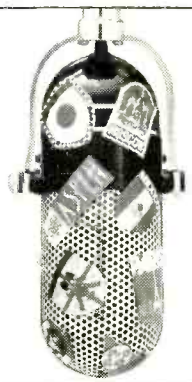
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WYRK	1 WBUF
2 WHTT-FM	2 WBLK	2 WYRK	2 WBUF	2 WBEN	2 WYRK
3 WYRK	3 WMJQ	3 WHTT-FM	3 WYRK	3 WHTT-FM	3 WKSE
4 WPHD	4 WBUF	4 WBEN	4 WBLK	4 WBUF	4 WJYE
5 WMJQ	5 WYRK	5 WBUF	5 WMJQ	5 WGR-FM	5 WBLK
6 WBUF	6 WGR-FM	6 WPHD	6 WJYE	6 WMJQ	6 WBEN
7 WBLK	7 WJYE	7 WBLK	7 WGR-FM	7 WJYE	7 WMJQ
8 WBEN	8 WHTT-FM	8 WKSE	8 WBEN	8 WPHD	8 WGR
9 WKSE	9 WPHD	9 WMJQ	9 WPHD	9 WBLK	9 WGR-FM
10 WJYE	10 WBEN	10 WJYE	10 WHTT-FM	10 WKSE	10 WHTT-FM

FORMAT REACH



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#41 CHARLOTTE-GASTONIA-ROCK HILL

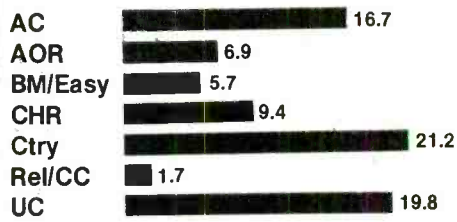
POPULATION: **909,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	14.4	13.7	14.7	15.6	1	WSOC-FM *Ctry*	*103.7 100kw*	1	5	4	1	1	1	110	COX	CHR	11.0
14.2	10.5	8.3	9.4	9.9	2	WPEG *UC*	*97.9 50kw*	6	4	2	2	2	5	115	DORTON	HNWH	10.1
3.3	6.6	9.9	9.4	8.5	3	WCKZ-A/F *UC*	*1450/101.9 1kw/100kw*	2	1	3	4	5	8	91	BEASLEY	DUR	12.7
8.1	5.8	8.6	7.6	6.9	4	WRFX *AOR*	*99.7 100kw*	7	6	1	3	3	11	97	PYRAMID	MCG	9.3
7.0	5.8	6.7	5.1	6.0	5	WBT *AC*	*1110 50kw*	4	10	14	11	8	2	69	JEFFERSON-PILOT	BAN	4.6
3.6	4.1	3.4	4.4	5.7	6	WRLX *B/EZ*	*102.9 31kw*	11	20	10	10	9	3	98	KEYMARKET	CBS	1.4
6.7	6.9	5.9	7.5	5.6	7	WLVK *Ctry*	*96.9 100kw*	8	12	9	7	7	4	80	CAPITOL BR CRP	REP	8.9
5.2	4.2	5.8	4.7	4.8	8	WWMG *AC*	*96.1 100kw*	10	9	8	5	4	6	80	VOYAGER	KATZ	5.8
6.5	5.9	5.9	4.8	4.7	9	WBCY *CHR*	*107.9 100kw*	3	2	7	8	10	9	54	JEFFERSON-PILOT	BAN	4.9
6.3	5.1	5.2	6.0	4.7	10	WROQ *CHR*	*95.1 100kw*	5	3	5	9	11	10	55	CRB	REP	8.0
6.2	7.6	6.2	6.0	4.6	11	WEZC *AC*	*104.7 100kw*	9	11	6	6	6	7	67	EZ	MMR	3.4
1.0	0.9	0.6	0.9	1.7	12	WFGW/WMIT *Rel*	*1010/106.9 50-.67kw*	14	8	16	15	14	13	90	BLUE RIDGE	--	1.3
2.0	1.7	1.4	1.0	1.4	13	WGIV *UC*	*1600 1-.5kw*	13	23	15	13	13	12	68	DORTON	HNWH	1.1
0.8	0.7	0.4	0.8	1.3	14	WRDX *AC*	*106.5 100kw*	12	13	11	12	12	14	60	WSPT INC.	SSS	1.1

DEMOGRAPHIC RANK

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 WSOC-FM	1 WSOC-FM	1 WSOC-FM
2 WSOC-FM	2 WCKZ-FM	2 WSOC-FM	2 WPEG	2 WRFX	2 WPEG
3 WPEG	3 WEZC	3 WPEG	3 WCKZ-FM	3 WPEG	3 WEZC-FM
4 WCKZ-FM	4 WSOC-FM	4 WWMG	4 WEZC	4 WWMG	4 WCKZ-FM
5 WROQ	5 WBCY	5 WCKZ-FM	5 WBCY	5 WCKZ-FM	5 WBT
6 WEZC	6 WRFX	6 WROQ	6 WLVK	6 WLVK	6 WRLX
7 WWMG	7 WWMG	7 WLVK	7 WWMG	7 WBT	7 WLVK
8 WBCY	8 WROQ	8 WEZC	8 WRLX	8 WEZC-FM	8 WWMG
9 WLVK	9 WLVK	9 WBCY	9 WRFX	9 WBCY	9 WRFX
10 WRLX	10 WRLX	10 WRLX	10 WROQ	10 WRLX	10 WBCY

FORMAT REACH



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#3 CHICAGO

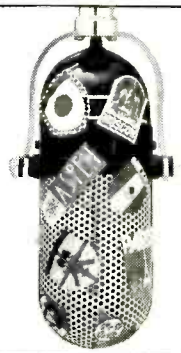
POPULATION: **6,704,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	9.2	9.0	10.0	8.6	1	**WGN** AC	720 50kw	1	17	16	8	3	1	80	TRIBNUE	CHR	8.3
8.0	9.2	9.2	7.7	6.7	2	**WGCI-FM** UC	107.5 33kw	4	2	1	1	1	6	93	GANNETT	MCG	11.4
6.1	5.5	4.8	5.3	6.1	3	**WXEZ-A/F** B/EZ	820 100.3 5-1kw/6.2kw	9	10	19	16	4	2	98	CENTURY	REP	2.6
6.3	6.3	5.7	5.4	6.0	4	**WBBM** News	780 50kw	2	21	17	15	10	3	63	CBS	CBS	4.9
4.5	4.1	5.0	4.5	4.3	5	**WLUP-FM** AOR	97.9 6kw	8	9	2	2	5	16	65	EVERGREEN	MMR	5.4
3.4	2.6	4.4	3.8	4.3	6	**WCKG** CR	105.9 4.2kw	10	5	3	3	8	13	69	COX	KATZ	5.9
2.7	3.4	3.7	3.7	4.2	7	**WJMK** Gold	104.3 4.1kw	6	7	13	4	2	4	61	INFINITY	KATZ	3.0
4.5	4.3	3.0	3.9	4.2	8	**WVAZ** UC	102.7 6kw	11	4	4	6	7	9	74	BROAD. PARTNERS	DUR	5.3
2.5	2.0	3.0	3.1	4.1	9	**WKQX** AC	101.1 6kw	7	6	5	5	6	7	59	EMMIS	EAST	2.6
3.9	3.8	3.5	4.0	4.0	10	**WYTZ** CHR	94.7 50kw	5	1	8	9	17	22	56	CAP CITIES/ABC	BAN	4.7
3.9	4.2	3.7	3.2	3.2	11	**WBBM-FM** CHR	96.3 6.3kw	3	3	7	14	18	24	42	CBS	CBS	4.8
3.7	3.5	4.1	3.1	3.2	12	**WLAK** AC	93.9 4.6kw	12	18	11	10	11	8	60	VIACOM	CHR	2.7
2.6	2.6	2.8	2.4	3.0	13	**WUSN** Ctry	99.5 6.3kw	15	24	18	18	15	5	75	COOK INLET	MMR	3.1
3.0	3.4	3.4	2.7	3.0	14	**WCLR** AC	101.9 4.2kw	13	13	10	12	12	10	58	BONNEVILLE INT.	MCG	1.4
2.1	2.6	2.3	2.9	2.8	15	**WLUP** Misc	1000 50kw	18	16	9	7	9	11	88	EVERGREEN	MMR	2.9
1.8	1.5	1.8	2.1	2.5	16	**WNUA** AC	95.5 8.3kw	19	26	12	13	13	12	78	PYRAMID	DUR	2.7
2.5	2.2	2.5	2.3	2.4	17	**WXRT** AOR	93.1 50kw	17	22	6	11	14	23	74	DANIEL LEE	CBS	2.7
3.3	3.2	2.7	1.9	2.3	18	**WJJD** Nost	1160 50-4.2kw	21	39	38	34	27	15	89	INFINITY	KATZ	1.3
2.0	2.2	2.1	2.4	1.8	19	**WFYR** AC	103.5 4.3kw	14	20	14	17	16	17	40	SUMMIT	REP	2.3
1.8	1.7	1.7	1.9	1.6	20	**WLS** AC	890 50kw	20	23	23	20	19	18	56	CAP CITIES/ABC	BAN	1.9
1.4	1.2	0.9	1.3	1.4	21	**WNIB** Clas	97.1 8.4kw	23	32	28	21	21	14	70	NO. ILLINOIS	CMBS	.6
1.4	1.1	1.6	1.7	1.4	22	**WMAQ** News	670 50kw	16	28	29	27	24	20	43	GROUP W	G/W	1.3
1.6	2.0	1.5	2.0	1.4	23	**WVON** Rel	1450 1kw	31	19	26	26	28	19	146	MIDWAY	ROS	.6
2.0	1.3	0.8	1.2	1.3	24	**WFMT** Clas	98.7 16kw	22	37	30	25	23	21	54	CHICAGO EDUC.	HNWH	1.7
1.1	2.0	1.4	1.3	1.2	25	**WOJO** Span	105.1 6kw	24	14	15	19	20	26	78	TICHENOR MEDIA	KT-H	1.0

Continued on Page 145

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#20 ANAHEIM-SANTA ANA

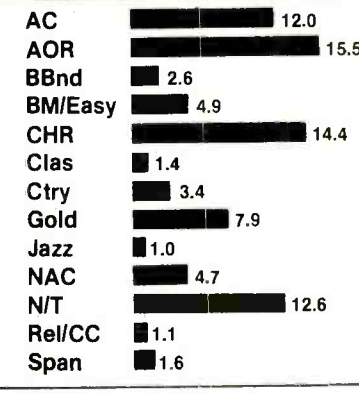
Continued from Page 137

POPULATION: **1,896,100**

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM
2 KPWR	2 KROQ	2 KRTH-FM	2 KOST	2 KTWV	2 KOST
3 KNAC	3 KLOS	3 KTWV	3 KRTH-FM	3 KRTH-FM	3 KRTH-FM
4 KTWV	4 KPWR	4 KPWR	4 KBIG	4 KABC	4 KBIG
5 KLSX	5 KOST	5 KIIS-FM	5 KPWR	5 KIIS-FM	5 KTWV
6 KIIS-FM	6 KBIG	6 KLSX	6 KLOS	6 KLSX	6 KLOS
7 KROQ	7 KTWV	7 KNAC	7 KROQ	7 KPWR	7 KIQQ
8 KRTH-FM	8 KRTH-FM	8 KABC	8 KTWV	8 KNX	8 KTNQ
9 KNX-FM	9 KNX-FM	9 KROQ	9 KIQQ	9 KOST	9 KPWR
10 KOST	10 KLSX	10 KOST	10 KNX-FM	10 KFWB	10 KABC

FORMAT REACH



#7 BOSTON

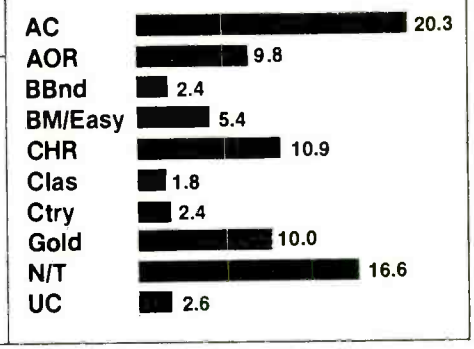
Continued from Page 140

POPULATION: **3,176,000**

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WODS
2 WZLX	2 WZLX	2 WZLX	2 WODS	2 WODS	2 WBZ
3 WXKS-FM	3 WMJX	3 WQDS	3 WMJX	3 WZLX	3 WXKS-FM
4 WZOU	4 WZOU	4 WXKS-FM	4 WZLX	4 WROR	4 WMJX
5 WAAF	5 WILD	5 WROR	5 WZOU	5 WBZ	5 WROR
6 WCGY	6 WBCN	6 WBZ	6 WILD	6 WBOS	6 WZLX
7 WODS	7 WODS	7 WZOU	7 WVBF	7 WRKO	7 WVBF
8 WFNX	8 WVBF	8 WAAF	8 WROR	8 WXKS-FM	8 WJIB
9 WBZ	9 WROR	9 WRKO	9 WBCN	9 WHDH	9 WSSH-FM
10 WRKO	10 WSSH-FM	10 WCGY	10 WBZ	10 WEEI	10 WHDH

FORMAT REACH



#3 CHICAGO

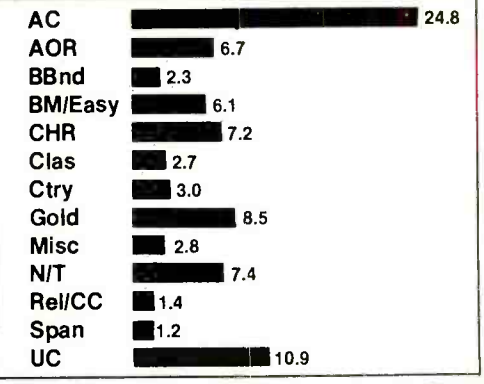
Continued from Page 144

POPULATION: **6,704,600**

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WJMK	1 WGCI-FM
2 WCKG	2 WKQX	2 WCKG	2 WKQX	2 WGN	2 WKQX
3 WGCI-FM	3 WVAZ	3 WGCI-FM	3 WVAZ	3 WLUP-FM	3 WJMK
4 WXRT	4 WLUP-FM	4 WJMK	4 WJMK	4 WCKG	4 WVAZ
5 WLUP	5 WBBM-FM	5 WLUP	5 WLAK	5 WGCI-FM	5 WGN
6 WVAZ	6 WYTZ	6 WXRT	6 WYTZ	6 WLUP	6 WXEZ-FM
7 WNUA	7 WLAK	7 WGN	7 WLUP-FM	7 WBBM	7 WLAK
8 WKQX	8 WCLR	8 WNUA	8 WBBM-FM	8 WNUA	8 WCLR
9 WBBM-FM	9 WCKG	9 WVAZ	9 WCLR	9 WXEZ-FM	9 WLUP-FM
10 WJMK	10 WJMK	10 WBBM	10 WCKG	10 WXRT	10 WUSN

FORMAT REACH



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#30 CINCINNATI

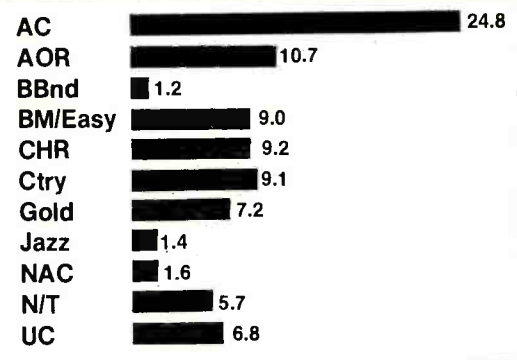
POPULATION: **1,165,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.9	12.4	13.6	11.6	10.7	1	**WEBN** *AOR*	*102.7 16.6kw*	3	2	1	1	1	9	82	JACOR	EAST	17.6
9.5	9.2	9.9	10.3	9.2	2	**WKRQ** *CHR*	*101.9 50kw*	2	1	2	2	4	7	68	GREAT AMERICAN	KATZ	10.5
8.8	9.6	7.5	8.2	9.0	3	**WWEZ** *B/EZ*	*92.5 16kw*	5	17	13	10	8	1	100	FEDERATED MEDIA	CBS	7.4
9.7	6.9	12.3	11.4	8.5	4	**WLW** *AC*	*700 50kw*	1	11	7	6	3	2	61	JACOR	EAST	7.6
5.3	4.8	5.7	4.2	6.4	5	**WUBE** *Ctry*	*105.1 14kw*	9	6	6	7	7	3	96	AMERICAN MEDIA	CHR	4.1
5.3	5.6	3.9	5.2	6.1	6	**WRRM** *AC*	*98.5 18kw*	7	15	5	3	2	5	76	SUSQUEHANA	CHR	4.1
4.9	5.8	4.8	4.0	5.7	7	**WCKY** *N/T*	*1530 50kw*	10	23	19	16	14	6	87	FEDERATED MEDIA	CBS	2.7
3.4	3.4	4.6	3.9	5.6	8	**WWNK** *AC*	*94.1 32kw*	8	5	4	5	6	8	75	BOOTH AMERICAN	MMR	3.5
2.8	4.6	3.0	4.4	5.5	9	**WOFX** *CR*	*94.9 27kw*	6	8	3	4	5	10	65	HOKER	MMR	5.9
8.0	8.1	6.9	5.9	4.6	10	**WKRC** *AC*	*550 5-1kw*	4	12	11	11	9	4	43	GREAT AMERICAN	KATZ	5.5
4.4	4.5	3.3	4.8	3.7	11	**WBLZ** *UC*	*103.5 19.3kw*	11	3	9	9	11	13	69	DALTON	REP	6.2
3.7	3.2	3.1	3.6	3.1	12	**WIZF** *UC*	*100.9 3kw*	13	4	8	8	10	16	84	INTER-URBAN	BAN	4.1
3.8	4.2	3.4	3.5	2.7	13	**WBVE** *Ctry*	*95.5 19.5kw*	12	9	10	12	12	11	66	REAMS	EAST	3.3
0.6	0.7	0.8	0.8	1.7	14	**WSAI** *Gold*	*1360 5kw*	15	16	14	14	15	12	72	BOOTH AMERICAN	MMR	1.1
0.0	0.0	0.0	1.4	1.6	15	**WRBZ** *NAC*	*107.1 3kw*	14	18	12	13	13	15	49	PLESSINGER HOL	K/P	---
0.9	0.8	0.4	1.2	1.4	16	**WNOP** *Jazz*	*740 1kw*	20	25	20	15	16	14	146	ALBERT BONTZ	---	.8
0.8	1.6	1.0	1.6	1.2	17	**WMLX** *BBnd*	*1180 1kw*	21	24	26	24	20	17	129	HOKER	---	.3

DEMOGRAPHIC RANK

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

FORMAT REACH



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#22 CLEVELAND

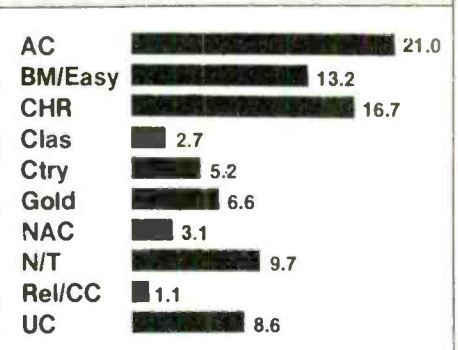
POPULATION: 1,754,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.5	12.4	10.0	10.2	9.6	1	WMMS CHR	100.7 32kw	1	4	1	1	2	10	79	MALRITE	KATZ	14.2
7.4	6.3	7.4	8.3	8.3	2	WLTF AC	106.5 11kw	2	5	3	2	1	3	82	BOOTH AMERICAN	CHR	8.5
10.1	11.4	8.9	7.5	7.7	3	WQAL B/EZ	104.1 50kw	6	12	14	9	7	1	94	WIN	CHR	3.8
8.9	8.0	7.0	7.5	7.3	4	WZAK UC	93.1 27.5kw	10	3	4	5	6	8	125	ZAPIS	DUR	11.1
6.8	5.1	4.7	6.3	6.6	5	WDOK AC	102.1 50kw	3	8	6	6	4	2	66	INDEPENDANT GR	EAST	5.7
4.8	4.8	6.2	5.3	6.6	6	WNCX CR	98.5 40kw	7	7	2	3	5	13	90	METROPLEX/ROBI	BAN	6.2
8.0	7.1	8.6	7.0	6.1	7	WMJI AC	105.7 27kw	5	9	5	4	3	5	67	JACOR	EAST	6.9
1.1	2.9	3.1	4.8	5.5	8	WRMR B/EZ	850 10-5kw	11	15	15	13	12	7	104	BOOTH AMERICAN	CHR	2.5
5.2	7.1	6.0	5.5	5.2	9	WGAR-A/F Ctry	1220/99.5 50kw/50kw	9	14	11	8	8	4	74	NATIONWIDE	HNWH	5.5
5.3	4.7	8.2	7.0	4.9	10	WWWE N/T	1100 50kw	4	10	9	10	10	6	53	INDEPENDANT GR	EAST	4.1
3.7	4.4	3.1	3.3	3.2	11	WERE N/T	1300 5kw	12	16	18	18	13	9	67	METROPLEX/ROBI	BAN	2.1
1.6	1.9	2.6	2.8	3.1	12	WPHR CHR	107.9 70kw	8	1	8	11	14	18	51	ARDMAN	REP	2.8
1.0	2.5	3.5	2.6	3.1	13	WNWV NAC	107.3 50kw	15	26	7	7	9	11	81	ELYRIA-LORAIN	TOR	3.9
2.7	2.7	2.0	3.4	2.9	14	WRQC CHR	92.3 27kw	13	2	10	12	16	14	61	UNITED	MMR	4.3
2.1	1.8	1.8	1.6	2.7	15	WCLV Clas	95.5 31kw	14	20	17	14	11	12	69	RADIO SEAWAY	CMBS	1.9
1.0	1.0	0.9	0.5	1.6	16	WEOL N/T	930 1kw	20	17	22	19	19	15	102	ELYRIA-LORAIN	TOR	1.2
1.5	1.5	1.1	1.4	1.3	17	WJMO UC	1490 1kw	16	13	16	15	15	16	54	UNITED	MMR	1.3
1.5	1.0	1.3	1.4	1.1	18	WABQ Rel	1540 1kw	22	11	21	20	22	17	99	WABQ, INC.	U/BR	.8
0.6	0.7	0.7	1.2	1.1	19	WKDD CHR	96.5 50kw	17	6	12	16	17	26	59	BARNSTABLE	KATZ	.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WMMS	1 WMMS	1 WLTF	1 WMMS	1 WLTF
2 WNCX	2 WLTF	2 WNCX	2 WMMS	2 WNCX	2 WDOK
3 WZAK	3 WZAK	3 WZAK	3 WMJI	3 WLTF	3 WMJI
4 WLTF	4 WMJI	4 WLTF	4 WDOK	4 WMJI	4 WMMS
5 WMJI	5 WNCX	5 WMJI	5 WZAK	5 WZAK	5 WQAL
6 WWWE	6 WDOK	6 WGAR-FM	6 WNCX	6 WWWE	6 WZAK
7 WDOK	7 WPHR	7 WWWE	7 WQAL	7 WGAR-FM	7 WNWV
8 WNWV	8 WNWV	8 WDOK	8 WNWV	8 WDOK	8 WGAR-FM
9 WPHR	9 WRQC	9 WNWV	9 WGAR-FM	9 WQAL	9 WNCX
10 WGAR-FM	10 WKDD	10 WQAL	10 WPHR	10 WNWV	10 WCLV

FORMAT REACH



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#33 COLUMBUS

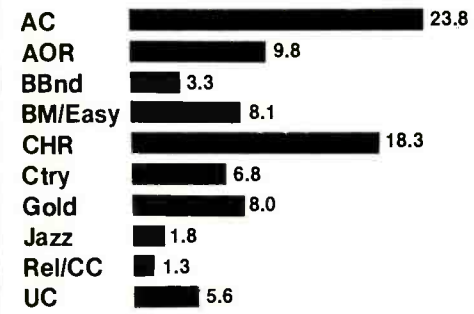
POPULATION: **1,088,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	10.0	11.4	12.0	12.4	1	**WNCI** *CHR*	*97.9 175kw*	1	1	2	3	2	4	79	NATIONWIDE	MMR	14.6
8.7	8.9	12.1	8.8	11.1	2	**WSNY** *AC*	*94.7 22kw*	2	12	3	1	1	1	87	SAGA	MCG	8.5
9.5	8.9	7.9	9.2	9.8	3	**WLVQ** *AOR*	*96.3 18kw*	3	3	1	2	3	6	80	GREAT AMERICAN	KATZ	13.5
9.8	9.3	10.1	8.0	8.3	4	**WTVN** *AC*	*610 5kw*	5	7	7	5	4	2	74	GREAT AMERICAN	KATZ	6.3
10.9	9.8	9.2	8.6	8.1	5	**WBNS-FM** *B/EZ*	*97.1 20.5kw*	6	17	10	7	6	3	78	RADIOHIO, INC.	BAN	4.8
8.0	9.2	6.8	7.0	5.9	6	**WXGT** *CHR*	*92.3 22kw*	4	2	5	6	8	8	50	GREAT TRAILS	CHR	9.0
4.6	4.6	5.9	6.1	5.0	7	**WMGG** *CR*	*99.7 50kw*	7	5	4	4	7	16	58	PRICE BR.	TOR	6.0
4.8	4.9	5.3	5.1	4.3	8	**WHOK** *Ctry*	*95.5 50kw*	9	8	11	9	5	5	72	WHOK	CHR	4.0
2.7	2.1	2.5	4.5	4.1	9	**WVKO** *UC*	*1580 1kw*	10	4	6	8	9	7	95	SAGA	MCG	5.3
1.5	2.6	3.0	2.6	3.3	10	**WCOL** *BBnd*	*1230 1kw*	11	18	21	21	18	10	80	GREAT TRAILS	CHR	2.4
2.4	1.8	1.2	1.7	2.6	11	**WBNS** *AC*	*1460 5/1kw*	8	21	15	14	13	3	39	RADIOHIO, INC.	BAN	1.1
3.8	3.2	2.8	2.4	2.5	12	**WMNI** *Ctry*	*920 1/.5kw*	15	16	14	13	11	9	82	NORTH AMERICAN	TOR	3.1
1.8	1.2	1.1	2.0	2.1	13	**WXLE** *Gold*	*103.5 3kw*	13	10	9	10	10	11	61	BLACK RIVER	DUR	2.2
2.1	2.7	1.9	2.2	1.8	14	**WBBY** *Jazz*	*103.9 2kw*	12	11	12	12	12	12	51	MID-OHIO	--	2.3
1.2	1.6	2.6	1.7	1.8	15	**WLW** *AC*	*700 50kw*	14	19	17	15	14	14	56	JACOR	EAST	2.4
1.7	3.2	2.3	2.4	1.5	16	**WCKX** *UC*	*106.3 3kw*	16	6	8	11	16	20	59	WCKX ENTERPRISE	ROS	2.5
1.3	0.9	1.2	1.2	1.3	17	**WRFD** *CC*	*880 5kw*	17	9	13	16	15	15	53	SALEM	--	.9

DEMOGRAPHIC RANK

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

FORMAT REACH



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#8 DALLAS-FT. WORTH

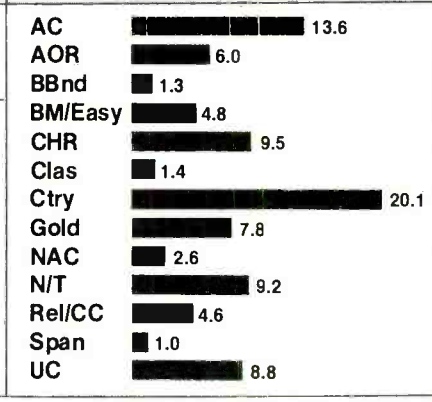
POPULATION: **3,111,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.3	8.1	10.0	6.9	8.3	1	**KVIL-A/F** AC	1150/103.7 1kw/100kw	2	13	2	1	1	2	96	INFINITY	TOR	8.6
4.1	4.2	6.2	6.2	7.4	2	**KSCS** Ctry	96.3 100kw	3	4	6	2	2	1	89	CAP CITIES/ABC	BAN	6.7
8.6	8.7	8.0	6.9	7.2	3	**KKDA-FM** UC	104.5 100kw	8	1	1	3	6	11	101	REPUBLIC	KATZ	10.0
7.4	7.8	7.0	6.7	6.5	4	**KPLX** Ctry	99.5 100kw	7	6	7	4	3	4	90	SUSQUEHANNA	EAST	6.8
5.3	5.3	6.7	6.4	6.2	5	**WBAP** Ctry	820 50kw	6	18	18	9	4	3	84	CAP CITIES/ABC	BAN	4.4
6.6	5.8	4.9	5.3	5.9	6	**KRLD** News	1080 50kw	1	20	15	13	7	6	56	COMMAND	KATZ	4.3
4.9	5.6	5.3	6.3	5.0	7	**KHYI** CHR	94.9 33kw	5	2	3	5	17	21	65	EVERGREEN	CHR	7.5
6.0	5.6	5.3	5.7	4.8	8	**KMEZ-A/F** B/EZ	1480/100.3 5-1kw/100kw	10	17	22	18	13	5	93	SUMMIT	MCG	2.7
6.2	5.3	5.0	4.9	4.5	9	**KEGL** CHR	97.1 98kw	4	3	5	6	16	17	55	SANDUSKY	TOR	9.3
3.6	3.3	2.9	4.8	3.4	10	**KLUV** Gold	98.7 100kw	11	8	16	8	5	7	67	TK	MMR	3.2
3.7	4.6	4.0	4.3	3.4	11	**KTXQ** AOR	102.1 100kw	9	7	4	7	14	23	58	CBS	CBS	6.0
2.2	2.0	2.3	2.8	3.3	12	**KLIF** N/T	1190 50-5kw	14	26	17	17	8	8	76	SUSQUEHANNA	EAST	2.0
3.3	3.7	3.4	2.7	2.8	13	**KQZY** AC	105.3 100kw	16	19	12	16	12	10	66	GROUP W	G/W	1.4
2.9	1.8	2.3	1.8	2.7	14	**KOJO** CC	94.1 100kw	18	5	10	15	15	24	84	MARK RODRIGUEZ	HNWH	2.9
1.5	2.0	3.0	2.6	2.7	15	**KZPS** CR	92.5 100kw	13	16	8	10	9	19	61	BONNEVILLE INT	DUR	2.9
2.8	2.7	2.5	2.3	2.6	16	**KOAI** NAC	106.1 100kw	17	14	13	14	10	9	63	GANNETT	HNWH	2.3
3.0	2.4	2.0	2.4	2.6	17	**KZEW** AOR	97.9 100kw	12	10	9	12	18	18	52	ANCHOR MEDIA	MMR	3.0
2.4	2.0	2.9	2.6	2.5	18	**KMGC** AC	102.9 100kw	15	21	11	11	11	14	60	SHAMROCK	CHR	2.0
1.6	3.2	2.0	1.7	1.9	19	**KHVN** Rel	970 1-.274kw	22	15	25	21	22	16	102	GILMORE	K/P	1.1
0.5	0.4	0.6	1.6	1.7	20	**KKDA** Gold	730 .5-.01kw	21	12	21	20	20	12	91	REPUBLIC	KATZ	1.1
1.6	2.1	1.5	2.4	1.6	21	**KDLZ** UC	107.5 25kw	19	11	14	19	19	22	54	GILMORE	K/P	1.2
1.2	1.6	1.0	1.3	1.4	22	**WRR** Clas	101.1 100kw	20	22	27	27	21	13	69	CITY OF DALLAS	CMBS	1.5
0.8	1.1	1.7	0.9	1.3	23	**KAAM** Nost	1310 5kw	23	28	29	28	27	15	83	BONNEVILLE INT	DUR	.6
1.7	1.5	1.8	1.6	1.0	24	**KESS** Span	1270 5kw	25	25	24	22	24	25	78	MARK RODRIGUEZ	CAB	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM
2 KKDA-FM	2 KKDA-FM	2 KTXQ	2 KSCS	2 WBAP	2 KPLX
3 KZEW	3 KHYI	3 KVIL-FM	3 KKDA-FM	3 KVIL-FM	3 KSCS
4 KHYI	4 KEGL	4 KKDA-FM	4 KPLX	4 KRLD	4 KKDA-FM
5 KZPS	5 KPLX	5 WBAP	5 KHYI	5 KLIF	5 KLUV
6 KEGL	6 KOJO	6 KZEW	6 KEGL	6 KZPS	6 KMEZ-FM
7 KSCS	7 KSCS	7 KZPS	7 KLUV	7 KPLX	7 KMGC
8 KVIL-FM	8 KMGC	8 KRLD	8 KOJO	8 KTXQ	8 KQZY
9 KRLD	9 KTXQ	9 KPLX	9 KMGC	9 KLUV	9 KOJO
10 KPLX	10 KZPS	10 KLIF	10 KQZY	10 KOAI	10 WBAP

FORMAT REACH



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#48 DAYTON

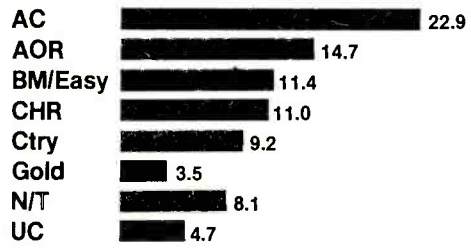
POPULATION: **802,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.0	13.4	12.8	14.1	14.7	1	**WTUE** *AOR*	*104.7 50kw*	1	2	1	1	1	7	99	SUMMIT	MCG	19.2
10.2	11.2	10.2	10.5	11.0	2	**WGTZ** *CHR*	*92.9 40kw*	2	1	2	3	3	8	75	GREAT TRAILS	KATZ	10.5
10.8	11.8	12.8	10.0	9.1	3	**WHIO-FM** *B/EZ*	*99.1 50kw*	3	16	10	10	5	2	73	COX	TOR	9.6
6.9	6.0	5.4	6.0	8.7	4	**WWSN** *AC*	*107.7 50kw*	5	6	3	2	2	1	90	STONER	CHR	3.9
8.5	8.5	9.7	9.2	8.1	5	**WHIO** *Talk*	*1290 5kw*	4	7	9	12	8	3	82	COX	TOR	7.2
2.7	4.5	3.7	6.3	5.6	6	**WVUD** *AC*	*99.9 50kw*	7	15	5	4	4	4	72	UNI./DAYTON	REP	3.7
5.4	4.3	4.4	3.1	4.4	7	**WYMJ** *AC*	*103.9 3kw*	6	4	4	5	10	12	52	OHIO BR. ASSOC	BAN	5.3
6.7	5.4	5.9	6.0	4.3	8	**WONE** *Ctry*	*980 5kw*	8	10	13	11	9	5	67	SUMMIT	MCG	5.9
4.3	2.5	5.7	5.0	4.2	9	**WLW** *AC*	*700 50kw*	9	8	8	6	7	9	68	JACOR	EAST	3.3
3.5	4.0	2.6	4.4	3.9	10	**WBVE** *Ctry*	*96.5 19.5kw*	11	19	7	9	11	10	66	REAMS	EAST	4.2
4.3	3.2	4.2	4.6	3.7	11	**WBLZ** *UC*	*103.5 19.3kw*	12	3	6	8	12	13	74	PANACHE	REP	6.5
2.5	2.3	2.4	2.3	3.5	12	**WING** *Gold*	*1410 5kw*	10	9	11	7	6	6	58	GREAT TRAILS	KATZ	2.0
1.1	1.2	1.1	1.3	2.3	13	**WPTW-FM** *B/EZ*	*95.7 50kw*	15	13	20	15	13	11	103	WPTW RADIO	REG	1.8
0.6	0.6	0.9	1.1	1.0	14	**WPFB-FM** *Ctry*	*105.9 34kw*	18	20	16	17	17	17	79	WPFB, INC.	ROS	.8
3.6	3.4	3.2	2.4	1.0	15	**WDAO** *UC*	*1210 1kw*	14	22	15	16	14	14	41	STONER	---	1.5

DEMOGRAPHIC RANK

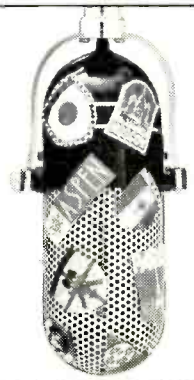
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WWSN
2 WGTZ	2 WGTZ	2 WGTZ	2 WWSN	2 WWSN	2 WGTZ
3 WLW	3 WYMJ	3 WWSN	3 WGTZ	3 WLW	3 WTUE
4 WWSN	4 WWSN	4 WLW	4 WYMJ	4 WVUD	4 WVUD
5 WVUD	5 WBLZ	5 WVUD	5 WVUD	5 WGTZ	5 WHIO-FM
6 WBVE	6 WVUD	6 WING	6 WBLZ	6 WING	6 WYMJ
7 WYMJ	7 WBVE	7 WBVE	7 WHIO-FM	7 WHIO	7 WONE
8 WHIO	8 WHIO-FM	8 WHIO	8 WONE	8 WBVE	8 WING
9 WING	9 WAZU	9 WYMJ	9 WING	9 WHIO-FM	9 WHIO
10 WBLZ	10 WONE	10 WHIO-FM	10 WBVE	10 WONE	10 WBLZ

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#24 DENVER-BOULDER

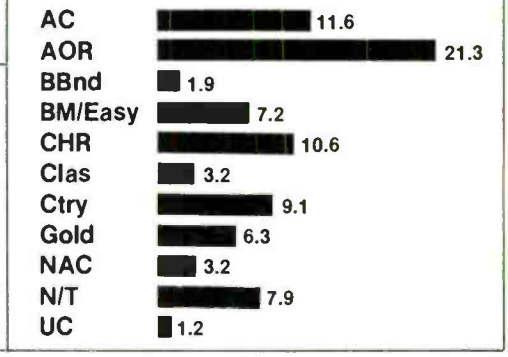
POPULATION: 1,592,800

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.1	6.0	8.8	8.3	1	KBCO-A/F AOR	1190/97.3 5kw/100kw	5	10	1	1	1	6	102	NOBLE	MMR	6.9
7.4	6.9	6.6	5.9	7.9	2	KOA Talk	850 50kw	1	11	12	6	3	2	66	JACOR	EAST	6.9
7.8	6.6	7.2	6.8	7.2	3	KOSI B/EZ	101.1 100kw	7	13	14	12	5	1	96	D&D	INT	4.4
4.8	4.5	6.9	7.1	6.3	4	KXKL-FM Gold	105.1 100kw	4	8	4	2	2	4	79	SHAMROCK BR.	DUR	7.8
5.8	6.3	6.0	6.5	5.8	5	KAZY AOR	106.7 100kw	6	4	2	3	7	18	75	SUMMIT	MCG	6.5
7.6	6.9	8.0	7.1	5.8	6	KRXY-A/F CHR	1600/107.5 5kw/100kw	2	2	5	7	10	14	61	CAP CITIES/ABC	KATZ	10.7
5.2	7.7	6.2	7.7	5.6	7	KBPI-A/F AOR	710/105.9 5kw/100kw	3	3	3	4	9	15	62	SANDUSKY	DUR	8.5
5.8	5.5	5.9	4.2	5.0	8	KYGO-FM Ctry	98.5 100kw	11	5	9	8	6	11	84	JEFFERSON PILOT	CBS	4.1
1.7	2.9	3.5	4.7	4.8	9	KQKS CHR	104.3 100kw	8	1	7	9	17	20	73	ANDERSON	HNWH	5.2
4.4	5.4	5.7	4.2	4.4	10	KMJI AC	100.3 100kw	10	9	6	5	4	8	70	GENESIS	CHR	3.8
3.0	3.2	2.2	3.5	3.2	11	KVOD Clas	99.5 100kw	12	21	16	13	12	5	69	HENRY	KATZ	3.8
2.5	1.8	2.2	1.8	3.2	12	KHIH NAC	94.7 100kw	14	26	10	10	8	9	76	SRO	HNWH	1.6
3.4	2.5	2.7	3.0	2.7	13	KHOW AC	630 5kw	13	14	18	15	13	7	59	COMMAND	REP	2.8
3.1	4.1	3.6	4.1	2.7	14	KOAQ AC	103.5 100kw	9	12	8	11	11	17	42	JACOR	EAST	4.1
3.5	3.6	3.3	2.8	2.4	15	KLZ Ctry	560 5kw	15	24	17	17	15	12	74	SUMMIT	MCG	2.3
2.1	2.6	2.0	2.0	1.9	16	KEZW BBnd	1430 5kw	17	25	30	31	25	13	78	D&D	INT	1.8
3.3	2.8	2.9	1.7	1.8	17	KSYY AC	95.7 100kw	16	23	15	14	14	10	70	COMMAND	REP	1.8
2.7	1.9	1.1	1.0	1.7	18	KYGO Ctry	950 5kw	21	27	22	18	16	11	96	JEFFERSON PILOT	CBS	.6
1.3	0.8	1.4	1.2	1.6	19	KTCL AOR	93.3 100kw	20	22	11	16	19	25	82	US MEDIA	--	1.1
0.9	0.9	1.7	1.1	1.2	20	KDKO UC	1510 10-5kw	23	6	13	20	22	27	86	SRO	HNWH	1.7

DEMOGRAPHIC RANK

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

FORMAT REACH



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#6 DETROIT

POPULATION: **3,570,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	10.0	10.6	12.4	9.0	1	**WJR** *AC*	*760 50kw*	1	22	12	7	1	1	72	CAP CITIES/ABC	KATZ	8.2
8.6	8.5	7.9	7.8	7.0	2	**WJLB** *UC*	*97.9 50kw*	6	2	1	1	4	12	93	BOOTH AMERICAN	MMR	10.4
2.4	2.8	3.4	3.1	5.4	3	**WDFX** *CHR*	*99.5 50kw*	4	1	5	11	16	23	69	METROPOLIS	MMR	6.5
4.9	4.7	4.3	4.9	5.1	4	**WWJ** *News*	*950 5kw*	5	10	20	16	12	4	65	FEDERAL	EAST	3.1
4.1	3.6	3.9	4.8	4.9	5	**WNIC** *AC*	*100.3 32kw*	9	7	3	2	3	8	70	FAIRMOUNT	MCG	4.6
4.1	4.0	4.1	4.5	4.7	6	**WWWW** *Ctry*	*106.7 61kw*	10	20	11	9	5	2	75	SHAMROCK	CHR	4.5
6.2	5.9	5.8	5.1	4.7	7	**WJOI** *B/EZ*	*97.1 12kw*	13	28	15	15	11	3	84	FEDERAL	EAST	3.2
4.3	5.5	4.6	4.0	4.4	8	**WCZY** *CHR*	*95.5 100kw*	2	5	7	4	6	7	50	DORTON	HNWH	4.6
4.0	2.9	2.6	3.2	4.4	9	**WOMC** *AC*	*104.3 190kw*	11	23	9	3	2	5	73	METROPOLITAN	REP	3.2
4.5	4.6	4.9	3.8	3.8	10	**WLLZ** *AOR*	*98.7 50kw*	7	4	2	8	15	27	54	LEGACY	BAN	6.7
3.9	3.4	3.4	3.0	3.6	11	**WRIF** *AOR*	*101.1 27.2kw*	8	8	4	5	9	21	52	GREAT AMERICAN	REP	4.9
2.3	1.9	2.0	3.1	3.4	12	**WKSG** *Gold*	*102.7 50kw*	15	14	8	10	8	11	80	INNER CITY	DUR	2.4
4.7	4.9	4.6	5.3	3.4	13	**WHYT** *CHR*	*96.3 50kw*	3	3	10	12	14	18	41	CAP CITIES/ABC	KATZ	5.0
3.7	4.7	3.3	3.0	3.4	14	**WCSX** *CR*	*94.7 13.5kw*	12	11	6	6	7	15	56	GREATER MEDIA	MCG	3.6
3.2	3.6	4.6	3.2	3.3	15	**CKLW** *BBnd*	*800 50kw*	14	26	29	27	22	6	69	CUC	REP	2.4
4.0	3.1	3.2	3.2	3.1	16	**WXYT** *Talk*	*1270 5kw*	17	27	23	23	18	10	82	FRITZ	ROS	2.7
3.3	2.8	2.6	2.5	2.6	17	**WLTI** *AC*	*93.1 26.5kw*	16	17	13	13	10	9	62	VIACOM	CBS	1.9
1.2	1.0	0.9	1.5	2.1	18	**CKMR** *Gold*	*93.9 89kw*	19	19	14	14	13	13	66	CUC	REP	1.4
2.1	1.5	2.1	1.7	1.7	19	**WJZZ** *Jazz*	*105.9 68kw*	18	13	16	18	17	16	52	BELL	TOR	2.0
1.5	1.9	1.5	1.2	1.5	20	**WQRS** *Clas*	*105.1 50kw*	21	29	22	20	21	19	58	MARLIN II LTD	CMBS	1.1
1.3	1.3	1.8	1.3	1.3	21	**WCXI** *Ctry*	*1130 50-10kw*	22	30	28	28	27	17	57	SHAMROCK	CHR	1.2
1.1	1.6	1.1	0.9	1.3	22	**WMTG** *UC*	*1310 5kw*	27	25	26	19	20	14	87	FAIRMOUNT	MCG	.9
0.6	2.0	1.6	1.1	1.3	23	**WVAE** *NAC*	*92.3 21.5kw*	23	18	18	17	19	22	59	FRITZ	ROS	1.9
1.1	0.9	0.9	1.1	1.1	24	**WCHB** *Rel*	*1440 1kw*	26	16	21	24	24	25	69	BELL	TOR	.9
1.3	1.1	1.5	1.7	1.1	25	**WGPR** *UC*	*107.5 50kw*	20	9	17	22	28	28	41	INT'L MASONS	RA/L	1.4
0.7	1.2	0.8	1.1	1.1	26	**WMUZ** *CC*	*103.5 115kw*	24	15	19	21	23	26	54	CRAWFORD	CRA	1.5
1.0	1.2	1.0	1.4	1.0	27	**WQBH** *UC*	*1400 1kw*	25	24	30	25	25	20	53	DETROIT BR.	PATT	.6

Continued on Page 159

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#50 GREENSBORO-WINSTON SALEM-HIGH POINT

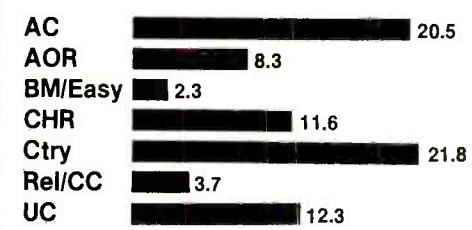
POPULATION: 771,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	18.6	17.5	18.1	16.8	1	**WTQR** *Ctry*	*104.1 100kw*	1	5	3	1	1	1	127	NEWMARKET MEDIA	MCG	18.0
7.8	5.4	4.6	7.9	8.9	2	**WQMG** *UC*	*97.1 100kw*	6	4	2	3	3	3	135	MURRAY HILL	HNWH	8.4
8.6	7.4	13.3	9.9	8.3	3	**WKRR** *AOR*	*92.3 100kw*	2	3	1	2	4	12	93	DICK	MMR	12.9
8.5	6.5	6.7	7.9	6.8	4	**WMAG** *AC*	*99.5 100kw*	5	9	5	4	2	2	86	VOYAGER	MMR	8.2
6.0	6.2	7.1	7.3	6.2	5	**WKZL** *CHR*	*107.5 100kw*	3	2	4	5	6	14	70	NATIONWIDE	KATZ	8.2
4.9	5.5	4.5	5.9	5.4	6	**WKSI** *CHR*	*98.7 100kw*	4	1	6	6	9	13	65	BAHAKEL	REP	6.6
4.7	5.6	4.5	3.7	5.0	7	**WSJS** *AC*	*600 5kw*	7	16	19	10	10	4	80	NEWMARKET MEDIA	MCG	3.9
6.9	4.9	5.0	4.4	3.8	8	**WBIG** *Ctry*	*102.1 100kw*	10	8	8	8	8	6	74	BEASLEY	HNWH	3.2
2.0	2.3	1.7	2.0	3.1	9	**WMQX-FM** *AC*	*93.1 100kw*	8	27	7	7	5	7	58	EVERGREEN	DUR	2.3
4.1	5.3	5.2	4.3	3.1	10	**WOJY** *AC*	*100.3 100kw*	9	30	9	9	7	5	59	MANN MEDIA	MCG	3.0
1.8	1.7	1.9	2.7	2.5	11	**WMFR** *AC*	*1230 1kw*	13	11	20	19	16	9	111	VOYAGER	MMR	1.2
1.4	1.8	1.7	2.4	2.3	12	**WWMY** *B/EZ*	*94.5 100kw*	11	19	14	11	11	8	84	SPPEDO PRINT	KATZ	2.0
2.2	3.0	2.5	2.7	2.0	13	**WAAA** *UC*	*980 1-.069kw*	14	7	12	12	13	10	91	MEDIA BR.	--	3.8
2.2	2.0	1.1	0.8	1.5	14	**WHPE** *Rel*	*95.5 100kw*	15	20	26	25	19	18	74	BIBLE BR.	--	1.2
0.8	1.6	1.9	1.7	1.4	15	**WEAL** *UC*	*1510 1kw*	19	15	11	15	25	16	92	NORTH STATE	HNWH	.5
1.9	2.1	1.1	0.7	1.2	16	**WTNC** *Rel*	*790 1-.05kw*	17	17	17	17	12	11	78	WILLIS	--	1.1
0.9	0.7	1.0	0.5	1.2	17	**WPCM** *Ctry*	*101.1 100kw*	12	13	13	14	15	17	51	RES. TRIANGLE	MASL	.5
0.8	0.8	0.0	0.8	1.0	18	**WSMX** *Rel*	*1500 10kw*	25	12	23	20	14	15	100	GOSPEL MEDIA	--	.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WKRR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WQMG	2 WQMG	2 WKRR	2 WMAG	2 WQMG	2 WMAG
3 WTQR	3 WKZL	3 WQMG	3 WQMG	3 WMAG	3 WKRR
4 WKZL	4 WTQR	4 WMAG	4 WKRR	4 WKRR	4 WQMG
5 WMAG	5 WKSI	5 WKZL	5 WKZL	5 WMQX-FM	5 WKZL
6 WKSI	6 WMAG	6 WMQX-FM	6 WKSI	6 WOJY	6 WBIG
7 WBIG	7 WMQX-FM	7 WKSI	7 WBIG	7 WKZL	7 WKSI
8 WMQX-FM	8 WBIG	8 WOJY	8 WMQX-FM	8 WSJS	8 WSJS
9 WOJY	9 WEAL	9 WBIG	9 WOJY	9 WBIG	9 WOJY
10 WROQ	10 WOJY	10 WSJS	10 WSJS	10 WKSI	10 WMQX-FM

FORMAT REACH



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#40 HARTFORD-NEW BRITAIN-MIDDLETON

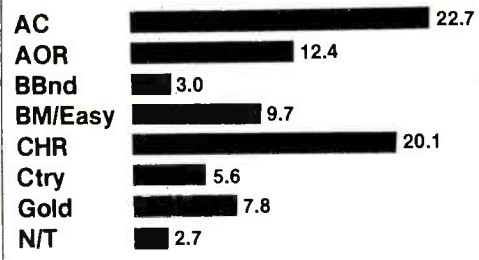
POPULATION: **969,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.8	18.8	19.1	18.6	15.8	1	**WTIC** AC	1080 50kw	2	11	9	5	3	1	95	CHASE	KATZ	15.6
14.8	14.6	13.9	13.8	12.2	2	**WTIC-FM** CHR	96.5 20kw	1	1	1	1	2	4	70	CHASE	KATZ	18.4
9.3	9.9	11.8	10.0	9.7	3	**WRCH** B/EZ	100.5 7.5kw	3	25	12	9	7	2	95	RADIO CRP/HART	BAN	5.6
8.8	7.9	6.9	6.0	7.8	4	**WDRC-FM** Gold	102.9 19.5kw	5	8	3	2	1	3	94	BUCKLEY	MCG	6.2
4.0	4.6	5.8	3.6	5.9	5	**WIOF** AC	104.1 18kw	4	12	5	3	5	6	69	GREAT CONN.	EAST	3.5
2.0	1.6	2.0	1.2	5.6	6	**WWYZ** Ctry	92.5 18kw	9	7	7	6	4	5	100	WWYZ, INC.	BAN	3.5
4.9	6.2	7.0	6.8	5.3	7	**WHCN** AOR	105.9 16kw	7	4	2	4	6	8	65	BECK-ROSS	CHR	8.1
5.0	4.6	5.6	5.7	4.9	8	**WKSS** CHR	95.7 50kw	6	2	6	8	9	10	60	PRECISION MED.	MMR	5.6
4.4	5.4	3.7	3.9	4.4	9	**WCCC-A/F** AOR	1290/106.9 .5kw/23kw	8	3	4	7	8	11	67	GREATER HART	DUR	6.4
3.5	3.8	2.5	3.8	3.0	10	**WRCQ** Nost	910 5kw	14	15	23	23	21	7	97	RADIO CRP/HART	BAN	1.9
2.9	2.8	2.0	3.0	2.7	11	**WPOP** N/T	1410 5kw	10	18	16	14	11	9	51	GREATER CONN.	EAST	2.1
1.1	1.0	1.4	1.2	1.9	12	**WKCI** CHR	101.3 10kw	11	6	10	10	10	13	44	NOBLE	MCG	1.9
1.4	2.1	1.4	2.0	1.5	13	**WAQY** AOR	102.1 17kw	13	9	8	11	15	23	37	SUNSHINE GROUP	KATZ	3.0
2.0	1.9	1.4	1.3	1.2	14	**WPLR** AOR	99.1 50kw	12	13	11	12	12	15	31	SOUTHERN STAR	DUR	1.1
0.0	0.0	0.0	0.3	1.1	15	**WILI-FM** CHR	98.3 3kw	18	5	15	16	17	18	105	NUTMEG	--	--
0.3	0.4	0.0	0.6	1.0	16	**WHYN-FM** AC	93.1 50kw	16	14	13	13	14	14	45	WILKS/SCHWARTZ	MCG	1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHCN	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WDRC-FM	1 WTIC-FM
2 WCCC-FM	2 WIOF	2 WDRC-FM	2 WIOF	2 WTIC-FM	2 WDRC-FM
3 WTIC-FM	3 WDRC-FM	3 WHCN	3 WDRC-FM	3 WHCN	3 WTIC
4 WDRC-FM	4 WKSS	4 WCCC-FM	4 WTIC	4 WWYZ	4 WIOF
5 WKSS	5 WHCN	5 WWYZ	5 WKSS	5 WTIC	5 WWYZ
6 WWYZ	6 WWYZ	6 WTIC	6 WWYZ	6 WCCC-FM	6 WRCH
7 WAQY	7 WKCI	7 WKSS	7 WHCN	7 WRCH	7 WKSS
8 WPLR	8 WTIC	8 WIOF	8 WRCH	8 WIOF	8 WHCN
9 WIOF	9 WCCC-FM	9 WRCH	9 WCCC-FM	9 WKSS	9 WCCC-FM
10 WTIC	10 WAQY	10 WAQY	10 WKCI	10 WPOP	10 WKCI

FORMAT REACH



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#10 HOUSTON-GALVESTON

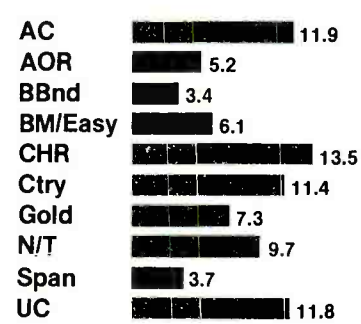
POPULATION: **2,958,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.5	8.8	9.3	9.8	1	**KMJQ** *UC*	*102.1 100kw*	6	3	1	1	2	8	125	KEYMARKET	CHR	12.8
6.1	7.4	6.7	6.9	7.5	2	**KKBQ-A/F** *CHR*	*790/92.9 5kw/97kw*	1	1	3	3	6	11	64	GANNETT	MCG	9.2
8.3	6.9	8.1	7.0	6.8	3	**KIKK-FM** *Ctry*	*95.7 100kw*	4	6	6	2	1	1	78	VIACOM	TOR	8.7
5.7	5.2	5.2	4.9	6.1	4	**KODA** *B/EZ*	*99.1 100kw*	5	17	9	5	3	2	75	GROUP W	G/W	3.1
6.4	7.9	8.4	6.0	6.0	5	**KRBE** *CHR*	*104.1 100kw*	2	2	4	7	15	14	57	SUSQUEHANNA	DUR	8.9
4.9	5.4	6.2	6.5	5.7	6	**KTRH** *News*	*740 50kw*	3	18	13	12	11	4	60	RUSK	CBS	4.4
6.2	5.6	5.9	5.8	5.2	7	**KLOL** *AOR*	*101.1 100kw*	8	5	2	4	7	13	74	RUSK	CBS	5.8
5.9	6.0	6.7	6.2	4.6	8	**KILT-FM** *Ctry*	*100.3 100kw*	7	12	11	11	5	3	66	LEGACY	BAN	7.0
4.9	4.2	3.8	4.4	4.3	9	**KFMK** *AC*	*97.9 100kw*	13	14	10	6	4	5	84	COOK INLET	KATZ	3.8
3.1	3.1	2.4	3.3	4.0	10	**KPRC** *N/T*	*950 5kw*	10	19	18	14	12	7	72	H&C	EAST	2.5
2.8	4.5	3.3	3.8	3.8	11	**KLTR** *AC*	*93.7 100kw*	9	9	8	10	8	9	60	CBS	CBS	2.6
4.2	3.2	2.8	2.8	3.8	12	**KKHT** *AC*	*96.5 100kw*	11	15	7	9	9	12	69	EMMIS	REP	3.2
4.8	3.7	3.7	3.8	3.7	13	**KZFX** *CR*	*107.5 100kw*	12	11	5	8	10	16	68	SHAMROCK BR.	REP	3.5
4.2	3.2	3.4	3.8	3.4	14	**KQUE** *Nost*	*102.9 100kw*	15	16	24	16	14	6	83	TEXAS COAST	EAST	2.6
1.8	2.2	3.4	3.2	2.5	15	**KLDE** *Gold*	*94.5 100kw*	14	10	14	13	13	10	54	INTERCOM	DUR	3.0
3.1	1.9	2.1	2.6	1.3	16	**KLAT** *Span*	*1010 5kw*	19	24	17	17	17	15	92	TICHENOR MEDIA	KATZ	.7
1.0	1.7	1.1	1.5	1.3	17	**KXYZ** *Span*	*1320 5kw*	20	32	12	15	16	24	92	INFINITY	CAB	.8
1.7	1.7	0.9	1.5	1.1	18	**KYOK** *Gold*	*1590 5kw*	16	22	19	19	18	17	63	ALL PRO	K/P	.7
1.2	1.1	0.8	1.1	1.1	19	**KEYH** *Span*	*850 10kw*	26	31	16	18	19	20	139	ARTLITE	CAB	.2
0.0	0.0	0.0	0.0	1.0	20	**KHYS** *UC*	*98.5 100kw*	21	4	15	20	22	29	78	CLEAR CHANNEL	HNWH	1.2
0.9	1.0	1.0	1.4	1.0	21	**KHCB** *UC*	*105.7 100kw*	17	21	22	22	21	18	56	HOUSTON CHRIST.	--	1.3

DEMOGRAPHIC RANK

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

FORMAT REACH



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#37 INDIANAPOLIS

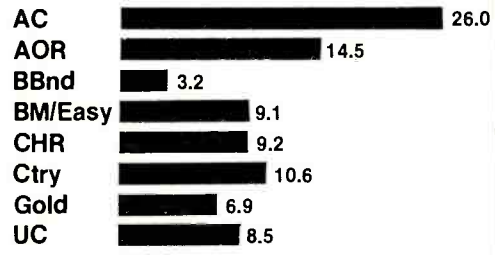
POPULATION: **1,009,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.7	12.8	14.9	13.8	14.5	1	**WFBQ** *AOR*	*94.7 52kw*	1	4	1	1	1	5	101	GREAT AMERICAN	KATZ	16.6
13.1	14.7	13.1	13.9	14.3	2	**WIBC** *AC*	*1070 50-10kw*	2	9	9	6	2	1	110	SCONNIX	DUR	12.9
10.0	9.5	12.2	10.2	9.2	3	**WZPL** *CHR*	*99.5 50kw*	3	1	3	5	9	9	72	BOOTH AMERICAN	HNWH	12.7
8.0	7.0	8.6	7.6	9.1	4	**WXTZ** *B/EZ*	*103.3 18kw*	7	12	8	8	6	2	99	WIN	REP	6.8
13.7	11.3	10.3	11.4	9.0	5	**WFMS** *Ctry*	*95.5 13kw*	5	6	4	4	4	3	89	SUSQUEHANNA	MCG	11.6
6.7	8.6	8.4	6.7	7.1	6	**WENS** *AC*	*97.1 23kw*	4	2	2	3	5	7	67	EMMIS	CHR	6.2
5.2	5.0	4.3	6.6	6.9	7	**WKLR** *Gold*	*93.1 12.5kw*	6	8	6	2	3	4	74	SCONNIX	DUR	4.3
8.2	8.0	7.7	8.8	6.3	8	**WTLC** *UC*	*105.7 50kw*	8	3	5	7	8	6	84	PANACHE	MMR	10.0
4.0	4.3	4.4	3.4	4.6	9	**WTPI** *AC*	*107.9 22kw*	9	10	7	9	7	8	77	SOMERSET	EAST	3.7
3.3	3.6	2.4	3.6	3.2	10	**WTUX** *BBnd*	*1310 5-1kw*	10	7	17	19	16	10	84	PANACHE	MMR	1.8
0.5	0.8	0.4	1.4	2.2	11	**WPZZ** *UC*	*95.9 3kw*	12	5	10	10	11	15	71	WILLIS	REG	2.9
2.2	2.2	1.8	2.0	1.6	12	**WIRE** *Ctry*	*1430 5kw*	11	14	13	11	10	11	49	WIN	REP	1.0

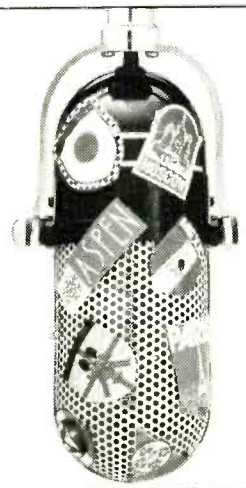
DEMOGRAPHIC RANK

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 WIBC
2 WZPL	2 WENS	2 WKLR	2 WENS	2 WKLR	2 WENS
3 WKLR	3 WZPL	3 WFMS	3 WFMS	3 WIBC	3 WXTZ
4 WTLC	4 WFMS	4 WZPL	4 WZPL	4 WFMS	4 WFBQ
5 WFMS	5 WTPI	5 WIBC	5 WIBC	5 WENS	5 WFMS
6 WENS	6 WTLC	6 WTLC	6 WXTZ	6 WTLC	6 WKLR
7 WIBC	7 WXTZ	7 WENS	7 WKLR	7 WXTZ	7 WTPI
8 WTPI	8 WPZZ	8 WTPI	8 WTPI	8 WZPL	8 WZPL
9 WXTZ	9 WKLR	9 WXTZ	9 WTLC	9 WTPI	9 WTLC
10 WPZZ	10 WIBC	10 WPZZ	10 WPZZ	10 WIRE	10 WIRE

FORMAT REACH



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#27 KANSAS CITY

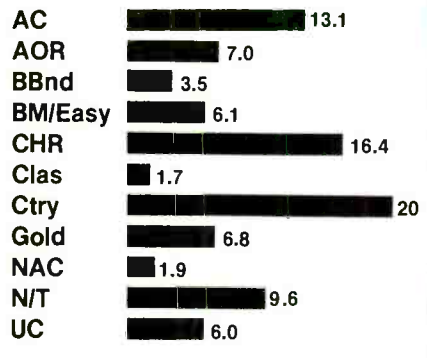
POPULATION: **1,279,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	12.6	12.9	12.1	11.0	1	**WDAF** *Ctry*	*610 5kw*	2	8	10	3	1	1	93	GREAT AMERICAN	KATZ	11.3
7.6	7.0	5.5	6.4	9.6	2	**KCMO** *N/T*	*810 50kw*	1	13	11	7	4	2	78	GANNETT	MCG	6.9
7.2	9.5	7.9	6.3	9.0	3	**KFKF-A/F** *Ctry*	*1340/94.1 1kw/100kw*	4	6	1	1	2	4	100	SCONNIX	HNWH	7.1
9.2	9.4	9.1	8.5	7.0	4	**KYYS** *AOR*	*102.1 100kw*	5	5	2	2	3	7	78	GREAT AMERICAN	KATZ	6.8
9.8	9.5	7.9	7.5	6.2	5	**KBEQ** *CHR*	*104.3 100kw*	3	1	6	8	12	13	57	NOBLE	BAN	9.5
7.1	7.2	5.4	6.2	6.1	6	**KMBR** *B/EZ*	*99.7 100kw*	9	9	13	12	6	3	85	BONNEVILLE INTL	DUR	3.6
7.6	6.7	5.9	6.4	6.0	7	**KPRS** *UC*	*103.3 100kw*	12	3	4	4	8	12	102	KPRS	REP	6.6
0.9	0.6	1.1	2.8	6.0	8	**KXXR** *CHR*	*106.5 100kw*	6	2	3	5	13	17	76	OLYMPIA	REP	10.3
3.1	4.0	3.2	5.1	4.8	9	**KUDL** *AC*	*98.1 100kw*	7	12	7	6	5	8	61	SHAMROCK	CHR	3.2
3.3	4.2	4.6	4.8	4.3	10	**KLSI** *AC*	*93.3 100kw*	13	7	9	9	7	9	73	SANDUSKY	BAN	4.4
3.4	5.1	5.7	4.9	4.2	11	**KCPW** *CHR*	*94.9 100kw*	8	4	8	10	11	11	54	GANNETT	MCG	3.1
5.0	3.3	6.7	6.6	4.0	12	**KMBZ** *AC*	*980 5kw*	10	14	17	15	15	5	60	BONNEVILLE INTL	DUR	6.0
3.9	5.2	5.3	4.6	3.8	13	**KCFX** *CR*	*100.7 100kw*	11	11	5	11	9	16	62	HOKER	MMR	6.5
2.6	2.1	2.4	2.2	3.5	14	**KJLA** *BBnd*	*1190 5-.25kw*	15	16	19	20	18	10	104	OSBORN	ROS	1.4
3.4	2.4	2.7	3.7	3.0	15	**WHB** *Gold*	*710 10-5kw*	14	19	14	13	10	6	58	SHAMROCK	CHR	2.7
1.2	1.5	1.3	1.8	1.9	16	**KCWV** *NAC*	*98.9 100kw*	16	17	12	14	14	15	68	WODLINGER	CBS	1.5
1.6	1.6	1.2	1.2	1.7	17	**KXTR** *Clas*	*96.5 100kw*	17	15	15	17	16	14	63	KXTR	CMBS	1.6

DEMOGRAPHIC RANK

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

FORMAT REACH



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#2 LOS ANGELES

POPULATION: **9,086,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.5	7.1	7.4	7.4	7.2	1	**KPWR** *CHR*	*105.9 72kw*	2	1	1	1	3	14	73	EMMIS	HNWH	9.2
6.9	6.6	6.1	6.8	5.8	2	**KIIS-FM** *CHR*	*102.7 8kw*	1	2	2	2	2	10	58	GANNETT	MCG	7.6
4.5	5.3	4.6	5.0	5.4	3	**KOST** *AC*	*103.5 12.5kw*	3	4	4	3	1	3	70	COX	CHR	5.1
5.5	5.8	6.2	5.7	5.3	4	**KABC** *Talk*	*790 5kw*	6	31	24	14	9	2	81	CAP CITIES/ABC	KATZ	5.8
4.3	3.9	4.2	4.1	4.6	5	**KJOI** *B/EZ*	*98.7 75kw*	10	18	32	18	14	1	93	COMMAND	BAN	3.7
3.8	3.6	4.3	4.3	3.6	6	**KLOS** *AOR*	*95.5 63.1kw*	8	10	3	4	6	23	69	CAP CITIES/ABC	KATZ	5.3
3.2	3.0	2.9	3.1	3.5	7	**KNX** *News*	*1070 50kw*	4	24	23	16	15	4	50	CBS	CBS	2.5
4.0	3.3	3.4	4.2	3.3	8	**KBIG** *AC*	*104.3 105kw*	9	16	14	12	11	5	65	BONNEVILLE INTL	CBS	2.7
2.3	2.4	1.7	3.0	3.3	9	**KTWV** *NAC*	*94.7 58kw*	13	21	6	5	4	9	74	METROPOLITAN	BAN	3.1
3.7	3.3	3.7	3.1	3.2	10	**KRTH-FM** *Gold*	*101.1 58kw*	7	13	9	6	5	8	50	RKO GENERAL	REP	3.0
3.7	3.4	3.4	3.4	3.2	11	**KROQ** *AOR*	*106.7 5.6kw*	11	3	5	9	25	36	65	INFINITY	TOR	4.9
4.2	3.3	2.7	3.3	3.1	12	**KFWB** *News*	*980 5kw*	5	23	26	17	17	6	46	GROUP W	G/W	2.6
2.5	2.8	3.1	2.7	2.8	13	**KLVE** *Span*	*107.5 34.5kw*	16	11	7	7	7	15	89	HEFTEL	CAB	2.4
2.8	2.5	2.4	2.6	2.8	14	**KIQQ** *AC*	*100.3 5.3kw*	12	12	13	11	13	11	63	WESTWOOD ONE	HNWH	2.6
3.0	3.0	4.2	2.7	2.8	15	**KTNQ** *Span*	*1020 50kw*	20	9	11	10	12	12	102	HEFTEL	CAB	1.9
2.1	2.4	2.1	2.1	2.6	16	**KZLA** *Ctry*	*93.9 49kw*	17	25	18	15	10	7	84	MALRITE	EAST	2.7
3.6	3.0	2.7	3.1	2.3	17	**KLSX** *CR*	*97.1 55kw*	14	20	8	8	8	20	54	GREATER MEDIA	MMR	2.5
1.8	2.3	1.6	1.6	2.3	18	**KJLH** *UC*	*102.3 2.25kw*	18	8	10	13	16	22	77	TAXI	ROS	2.8
2.5	2.7	2.4	2.0	2.1	19	**KMPC** *Nost*	*710 50-10kw*	15	33	36	33	23	13	52	GOLDEN WEST	DUR	1.8
1.1	1.1	1.1	1.0	1.6	20	**KNAC** *AOR*	*105.5 1.05kw*	27	7	12	19	32	41	86	FLAGSHIP	K/P	2.3
1.6	1.4	1.4	1.4	1.5	21	**KFAC-FM** *Clas*	*92.3 55kw*	19	41	29	29	28	18	53	CLASSIC	MCG	1.1
0.9	1.0	0.9	1.0	1.4	22	**KACE** *UC*	*103.9 1.65kw*	23	17	15	20	21	27	59	ALL PRO	K/P	1.4

Continued on Page 159

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#6 DETROIT

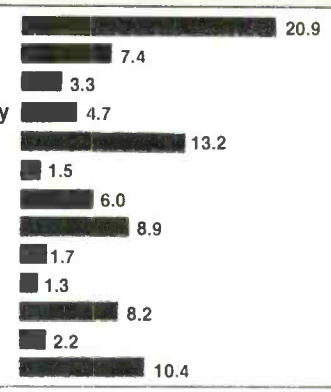
POPULATION: **3,570,000**

Continued from Page 152

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLLZ	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WOMC
2 WRIF	2 WNIC	2 WLLZ	2 WNIC	2 WWWW	2 WNIC
3 WJLB	3 WDFX	3 WCSX	3 WOMC	3 WCSX	3 WJLB
4 WCSX	4 WCZY	4 WJR	4 WCZY	4 WRIF	4 WCZY
5 WDFX	5 WHYT	5 WJLB	5 WDFX	5 WKSG	5 WLTI
6 WKSG	6 WOMC	6 WWWW	6 WLTI	6 WLLZ	6 WJR
7 WNIC	7 WKSG	7 WKSG	7 WHYT	7 WOMC	7 WWWW
8 WCZY	8 WCSX	8 WOMC	8 WKSG	8 WNIC	8 WJOI
9 WWWW	9 WRIF	9 WCZY	9 WWWW	9 WJLB	9 WHYT
10 WOMC	10 WLTI	10 WNIC	10 WJR	10 WWJ	10 WKSG

FORMAT REACH



#2 LOS ANGELES

POPULATION: **9,086,100**

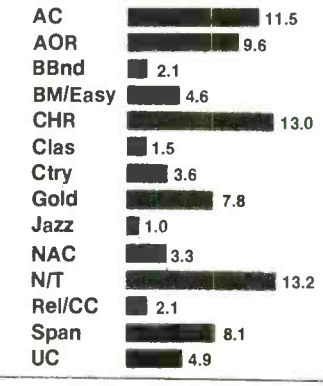
Continued from Page 158

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1.0	1.8	1.9	1.5	1.3	23	KWKW *Span*	1300 5-1kw	33	29	21	23	22	19	104	LOTUS	LOTU	.7
1.3	1.2	1.4	1.4	1.3	24	KFI *Talk*	640 50kw	22	34	30	27	19	16	53	COX	CHR	1.6
1.5	1.7	1.5	1.6	1.2	25	KDAY *UC*	1580 50kw	26	6	19	25	36	29	68	HERITAGE MEDIA	ROS	1.6
0.9	0.9	1.4	1.6	1.2	26	KSKQ *Span*	1540 50-10kw	35	26	17	22	20	34	98	SBS	SBS	.2
1.1	1.3	1.3	1.3	1.2	27	KRLA *Gold*	1110 50-20kw	25	22	27	24	24	17	59	GREATER MEDIA	MMR	1.3
1.3	1.9	1.3	1.3	1.2	28	KNX-FM *AOR*	93.1 28.5kw	21	32	16	21	18	30	45	CBS	CBS	2.5
1.3	0.8	0.8	0.9	1.1	29	KRTH *Gold*	930 5kw	24	14	35	32	27	24	55	RKO GENERAL	REP	.6
1.4	1.2	1.6	1.0	1.0	30	KLAC *Ctry*	570 5kw	28	30	37	36	33	25	58	MALRITE	EAST	1.3
1.0	1.2	1.0	1.5	1.0	31	KKGO-FM *Jazz*	105.1 18kw	29	42	33	30	26	21	56	MT. WILSON FM	CMBS	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KPWR	1 KPWR	1 KPWR	1 KOST	1 KTWV	1 KOST
2 KLOS	2 KIIS-FM	2 KLOS	2 KPWR	2 KLOS	2 KIIS-FM
3 KIIS-FM	3 KOST	3 KIIS-FM	3 KIIS-FM	3 KRTH-FM	3 KPWR
4 KROQ	4 KLVE	4 KTWV	4 KLVE	4 KPWR	4 KBIG
5 KNAC	5 KROQ	5 KRTH-FM	5 KBIG	5 KIIS-FM	5 KLVE
6 KLSX	6 KLOS	6 KLSX	6 KIQQ	6 KOST	6 KRTH-FM
7 KTWV	7 KIQQ	7 KTNQ	7 KRTH-FM	7 KABC	7 KIQQ
8 KOST	8 KJLH	8 KOST	8 KJLH	8 KLSX	8 KTWV
9 KTNQ	9 KTWV	9 KROQ	9 KTWV	9 KTNQ	9 KJOI
10 KRTH-FM	10 KRTH-FM	10 KABC	10 KLOS	10 KNX	10 KZLA

FORMAT REACH



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#49 LOUISVILLE

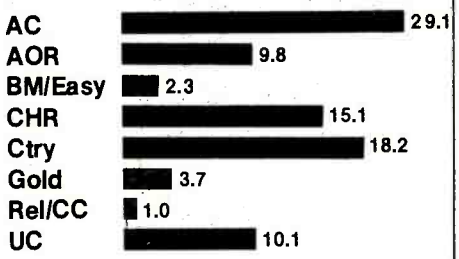
POPULATION: **791,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.3	16.7	16.1	17.8	17.2	1	WAMZ *Ctry*	*97.5 100kw*	2	6	2	1	1	1	99	CLEAR CHANNEL	CHR	13.2
16.1	17.7	15.4	17.5	15.0	2	WHAS *AC*	*840 50kw*	1	7	8	3	2	2	79	CLEAR CHANNEL	CHR	13.1
8.8	9.2	8.9	9.5	9.8	3	WQMF *AOR*	*95.7 34kw*	5	3	1	2	3	9	89	WOOD/OTTINGS	EAST	15.4
9.3	9.1	10.9	8.1	9.1	4	WDJX-FM *CHR*	*99.7 50kw*	3	1	3	4	6	6	66	STORES	REP	11.6
9.4	7.6	8.2	7.3	7.8	5	WVEZ-A/F *AC*	*790/106.9 5-1kw/24.5 kw*	6	10	7	5	4	3	75	GRIFFIN	KATZ	5.6
7.9	5.1	6.6	4.3	6.3	6	WRKA *AC*	*103.1 3kw*	7	9	6	7	5	4	65	CAPITOL BR. CRP	BAN	6.2
4.1	4.7	5.9	4.7	6.2	7	WJYL *UC*	*101.7 1.4kw*	9	5	4	6	7	7	107	INTER-URBAN	BAN	8.6
6.3	5.3	5.8	6.6	6.0	8	WLRS *CHR*	*102.3 3kw*	4	2	5	8	8	11	52	KENTUCKY TECH	MMR	7.8
4.5	4.0	3.2	3.5	3.9	9	WLOU *UC*	*1350 5-.5kw*	10	4	9	9	9	8	95	JOHNSON	MMR	3.6
3.8	5.8	4.4	3.4	3.7	10	WAVG *Gold*	*970 5kw*	8	15	10	10	10	5	50	RADIO 970, INC.	MMR	2.9
2.6	2.4	2.5	3.0	2.3	11	WXVW *B/EZ*	*1450 1kw*	11	16	15	15	15	10	91	SUNNYSIDE	K/P	2.5
1.4	1.5	0.9	1.2	1.0	12	WTMT *Ctry*	*620 .5kw*	12	12	14	14	12	12	48	JEFFERSON	MAS	1.2
1.6	1.1	0.8	1.5	1.0	13	WXLN *CC*	*103.9 .995kw*	13	11	13	11	11	14	49	RADIO 900	--	1.2

DEMOGRAPHIC RANK

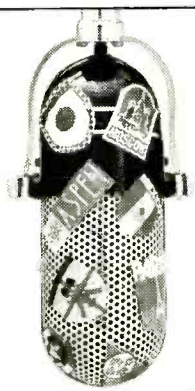
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQMF	1 WAMZ	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ
2 WAMZ	2 WRKA	2 WAMZ	2 WVEZ-FM	2 WQMF	2 WHAS
3 WLRS	3 WDJX	3 WHAS	3 WRKA	3 WHAS	3 WRKA
4 WDJX	4 WJYL	4 WDJX	4 WHAS	4 WJYL	4 WVEZ-FM
5 WJYL	5 WQMF	5 WJYL	5 WDJX	5 WDJX	5 WDJX
6 WRKA	6 WVEZ-FM	6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

FORMAT REACH



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#42 MEMPHIS

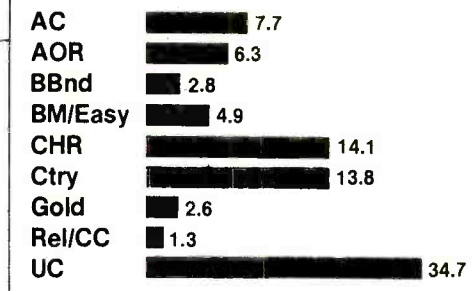
POPULATION: 878,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	12.2	11.8	13.9	17.0	1	WHRK UC	97.1 100kw	1	1	1	1	2	5	122	ADAMS	KATZ	18.8
9.1	10.5	12.8	9.2	9.6	2	WMC-FM CHR	99.7 300kw	2	5	2	2	4	8	75	SCRIPPS HOWARD	BAN	9.0
9.0	9.3	9.9	9.1	9.4	3	WGKX Ctry	105.9 100kw	4	10	6	4	1	1	85	BARNSTABLE	HNWH	8.3
6.7	8.3	7.1	7.1	7.7	4	WRVR-FM AC	104.5 100kw	3	7	4	3	3	13	62	KEYMARKET	CHR	7.7
5.7	5.6	5.2	6.1	6.5	5	WDIA UC	1070 50-5kw	6	6	8	7	5	4	84	ADAMS	KATZ	9.0
5.4	5.2	4.9	8.1	6.3	6	WEGR AOR	102.7 100kw	8	4	3	5	6	10	86	NEWMARKET MEDIA	MCG	9.4
8.4	10.6	9.4	10.9	6.1	7	KRNB UC	101.1 100kw	5	3	5	6	7	11	61	DEE RIVERS	REP	11.1
6.8	5.3	6.3	5.5	5.1	8	WLOK UC	1340 1kw	12	9	10	11	10	6	107	GILLIAM	K/P	4.1
5.2	6.6	4.4	4.5	4.9	9	WEZI-FM B/EZ	94.3 3kw	9	12	13	10	8	3	78	ARDMAN	EAST	2.5
4.0	3.4	2.4	2.4	4.5	10	KMPZ CHR	98.1 100kw	7	2	7	8	11	14	61	POLLACK	CHR	4.5
3.9	2.7	2.8	3.7	4.4	11	WMC Ctry	790 5kw	10	15	11	9	9	7	88	SCRIPPS HOWARD	BAN	2.2
2.5	2.0	2.7	2.1	2.8	12	WREC BBnd	600 5kw	11	17	18	15	13	9	58	NEWMARKET MEDIA	MCG	3.3
2.9	4.9	3.2	3.2	1.4	13	WHBQ Gold	560 5-1kw	14	11	16	14	14	12	47	FLYNN	REP	3.0
1.7	2.3	1.4	2.0	1.3	14	KFTH Rel	107.1 3kw	15	8	9	13	15	18	61	WILLIS	--	1.5
1.2	0.8	2.1	1.5	1.2	15	WRVR Gold	680 10-5kw	13	18	12	12	12	2	40	KEYMARKET	CHR	1.0

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 WGKX
2 WEGR	2 WMC-FM	2 WEGR	2 WMC-FM	2 WRVR-FM	2 WMC-FM
3 WMC-FM	3 WRVR-FM	3 WRVR	3 WGKX	3 WEGR	3 WRVR-FM
4 KRNB	4 WGKX	4 WMC-FM	4 WRVR	4 WGKX	4 WHRK
5 WRVR-FM	5 KRNB	5 WGKX	5 WDIA	5 WMC-FM	5 WDIA
6 KMPZ	6 WDIA	6 KRNB	6 KRNB	6 WDIA	6 KRNB
7 WGKX	7 WEGR	7 WDIA	7 WEGR	7 KRNB	7 WEZI-FM
8 WDIA	8 KMPZ	8 KMPZ	8 WEZI-FM	8 WMC	8 WLOK
9 WMC	9 KFTH	9 WMC	9 KMPZ	9 WEZI-FM	9 WRVR
10 WEZI-FM	10 WLOK	10 WEZI-FM	10 WLOK	10 KMPZ	10 KFTH

FORMAT REACH



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#19 MINNEAPOLIS-ST. PAUL

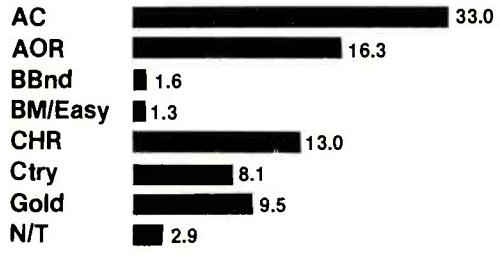
POPULATION: **1,944,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.4	16.9	16.6	22.3	16.9	1	**WCCO** *AC*	*830 50kw*	1	9	10	4	2	1	85	MIDWEST	CBS	14.9
8.3	9.4	9.0	7.5	9.2	2	**KSTP-FM** *AC*	*94.5 100kw*	5	5	3	1	1	2	84	HUBBARD	MCG	8.1
10.2	7.9	11.6	9.5	8.4	3	**KQRS-A/F** *AOR*	*1440/92.5 5-.5kw/100kw*	2	4	1	2	4	8	68	CAP CITIES/ABC	KATZ	12.1
4.7	5.9	5.8	5.5	6.9	4	**WLTE** *AC*	*102.9 100kw*	6	8	9	6	6	3	69	MIDWEST	CBS	4.1
5.8	5.5	4.6	6.3	6.8	5	**KLXK** *CR*	*93.7 100kw*	7	7	2	3	3	5	74	ENTERCOM	DUR	6.5
5.2	5.1	4.7	6.8	6.8	6	**KDWB-FM** *CHR*	*101.3 100kw*	4	1	4	8	9	12	60	LEGACY	BAN	7.3
6.3	7.4	6.2	6.2	6.8	7	**KEEY** *Ctry*	*102.1 100kw*	8	6	6	5	5	4	83	MALRITE	KATZ	5.9
8.0	8.3	9.4	6.0	6.2	8	**WLOL** *CHR*	*99.5 100kw*	3	2	5	7	8	9	54	EMMIS	HNWH	7.9
4.0	4.1	4.3	4.0	4.2	9	**KTCZ** *AOR*	*97.1 100kw*	10	12	7	9	7	6	77	PARKER	DUR	3.4
6.6	4.0	5.3	4.4	3.7	10	**KJJO-FM** *AOR*	*104.1 100kw*	9	3	8	10	12	16	55	PARK	REP	6.6
2.6	4.2	3.0	2.6	2.9	11	**KSTP** *Talk*	*1500 50kw*	11	15	11	11	10	7	70	HUBBARD	MCG	4.0
1.2	1.7	1.8	1.3	1.6	12	**KLBB** *BBnd*	*1400 1kw*	16	17	18	18	17	15	72	LCC	ROS	1.1
2.2	1.7	1.4	1.5	1.6	13	**KQQL** *Gold*	*107.9 100kw*	12	11	12	12	11	10	46	TRUMPER	REP	1.1
2.0	1.9	1.6	1.5	1.3	14	**WDGY** *Ctry*	*1130 50-25kw*	13	16	13	14	13	13	47	MALRITE	KATZ	1.3
0.4	0.5	0.4	1.5	1.3	15	**WAYL** *B/EZ*	*980 5kw*	15	13	16	15	15	11	58	ENTERCOM	DUR	1.3
2.0	2.1	2.7	1.8	1.1	16	**KDWB** *Gold*	*630 5-.5kw*	14	10	14	13	14	12	40	LEGACY	BAN	.9

DEMOGRAPHIC RANK

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

FORMAT REACH



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#47 NASHVILLE

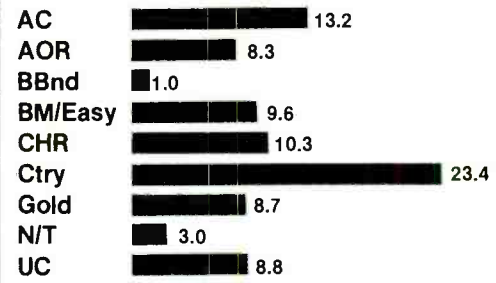
POPULATION: **807,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	11.0	13.2	12.8	10.3	1	**WYHY** *CHR*	*107.5 100kw*	1	1	2	3	7	11	76	JACOR	EAST	14.1
10.5	10.2	10.8	9.2	9.9	2	**WSIX-FM** *Ctry*	*97.9 100kw*	3	12	6	2	1	2	92	HICKS	MCG	8.6
10.2	10.1	7.4	9.2	9.6	3	**WZEZ** *B/EZ*	*92.9 100kw*	8	14	9	8	4	1	128	SOUTH CENTRAL	DUR	5.5
9.1	12.2	10.0	10.2	9.3	4	**WSM-FM** *Ctry*	*95.5 100kw*	2	4	7	6	2	3	83	GAYLORD	CHR	10.5
11.3	8.5	9.1	8.0	8.3	5	**WKDF** *AOR*	*103.3 100kw*	4	3	1	1	5	7	80	DICK	KATZ	11.9
7.0	6.0	6.8	7.2	7.1	6	**WLAC-FM** *AC*	*105.9 100kw*	5	6	5	4	3	5	76	FAIRMOUNT	DUR	7.1
6.5	5.4	6.7	8.2	6.9	7	**WQQK** *UC*	*92.1 3kw*	7	2	4	7	9	9	91	PHOENIX	REP	10.5
6.4	5.5	6.5	6.0	5.8	8	**WGFX** *CR*	*104.5 100kw*	6	9	3	5	8	12	73	CAPITOL BR. CRP	BAN	6.5
3.3	2.9	4.8	4.0	5.1	9	**WRMX** *AC*	*96.3 100kw*	9	11	8	9	6	6	70	SIGNATURE	HNWH	3.8
3.9	5.6	6.0	6.1	4.2	10	**WSM** *Ctry*	*650 50kw*	10	18	12	12	10	4	65	GAYLORD	CHR	3.2
4.1	2.8	3.1	2.0	3.0	11	**WLAC** *N/T*	*1510 50kw*	11	13	14	13	12	8	57	FAIRMOUNT	DUR	2.1
2.2	3.1	2.4	3.3	2.9	12	**WVOL** *Gold*	*1470 5kw*	12	7	11	10	11	10	84	PHOENIX	REP	1.6
1.0	1.4	0.7	1.4	1.9	13	**WMDB** *UC*	*880 2.5kw*	17	8	10	11	14	15	123	BOBB	---	1.2
1.6	1.0	0.9	0.9	1.0	14	**WAMB** *Nost*	*1160 50-1kw*	15	17	17	19	18	14	51	GREAT SOUTHERN	ROS	1.1
0.7	1.5	0.7	1.1	1.0	15	**WRLT-FM** *AC*	*100.1 3kw*	13	5	13	15	15	16	39	GMX	REP	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKDF	1 WYHY	1 WKDF	1 WYHY	1 WSIX-FM	1 WSIX-FM
2 WGFX	2 WLAC-FM	2 WGFX	2 WLAC-FM	2 WKDF	2 WLAC-FM
3 WYHY	3 WQQK	3 WSIX-FM	3 WSIX-FM	3 WSM-FM	3 WSM-FM
4 WSIX-FM	4 WKDF	4 WYHY	4 WQQK	4 WZEZ	4 WYHY
5 WQQK	5 WSIX-FM	5 WSM-FM	5 WSM-FM	5 WGFX	5 WRMX
6 WLAC-FM	6 WSM-FM	6 WLAC-FM	6 WKDF	6 WLAC-FM	6 WZEZ
7 WSM-FM	7 WGFX	7 WQQK	7 WRMX	7 WRMX	7 WKDF
8 WRMX	8 WRMX	8 WZEZ	8 WZEZ	8 WQQK	8 WQQK
9 WZEZ	9 WMDB	9 WRMX	9 WGFX	9 WYHY	9 WGFX
10 WVOL	10 WZEZ	10 WSM	10 WMDB	10 WLAC	10 WVOL

FORMAT REACH



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#12 NASSAU-SUFFOLK

POPULATION: **2,237,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.9	6.9	6.0	6.0	6.3	1	**WALK-FM** *AC*	*97.5 45kw*	6	15	4	1	1	1	97	AMERICAN MEDIA	DUR	5.0
6.3	6.5	5.9	6.1	5.3	2	**WHTZ** *CHR*	*100.3 7.8kw*	1	1	8	5	8	14	60	MALRITE	CHR	7.2
5.5	4.9	5.9	4.5	5.1	3	**WBAB-A/F** *AOR*	*1240 102.3 1kw/3kw*	7	4	1	3	6	23	75	NOBLE	MMR	6.3
4.6	4.2	4.1	3.9	5.0	4	**WCBS-FM** *Gold*	*101.1 6.8kw*	4	10	11	2	2	2	69	CBS	CBS	3.9
3.6	4.2	4.0	3.8	4.1	5	**WOR** *Talk*	*710 50kw*	11	17	36	26	21	8	84	RKO GENERAL	REP	3.5
4.9	4.7	5.3	5.5	4.0	6	**WBLI** *CHR*	*106.1 10kw*	8	5	7	4	4	13	63	BECK-ROSS	KATZ	6.8
3.8	3.8	2.9	3.3	3.8	7	**WCBS** *News*	*880 50kw*	3	21	23	16	15	4	52	CBS	CBS	3.3
1.5	2.8	2.5	2.2	3.6	8	**WKJY** *AC*	*98.3 3kw*	16	25	9	7	3	6	94	BARNSTABLE	KATZ	2.6
5.2	5.1	2.8	3.3	3.5	9	**WHLI** *BBnd*	*1100 11kw*	25	36	38	37	23	3	158	BARNSTABLE	KATZ	1.7
3.4	2.7	3.2	3.0	3.3	10	**WPAT-A/F** *B/EZ*	*930 93.1 5kw/5.4kw*	15	29	33	24	17	5	87	PARK	KATZ	2.5
3.0	3.7	3.5	3.3	3.3	10	**WQHT** *CHR*	*97.1 7.2kw*	14	3	6	9	20	25	77	EMMIS	EAST	4.3
3.3	2.8	2.2	2.3	3.2	12	**WINS** *News*	*1010 30/50kw*	2	27	20	15	12	7	42	GROUP W	G/W	2.6
2.8	4.0	4.3	4.1	3.1	13	**WXRK** *CR*	*92.3 7.6kw*	10	11	2	6	5	22	59	INFINITY	TOR	4.1
2.4	2.6	3.0	4.1	3.1	13	**WNSR** *AC*	*105.1 7.8kw*	13	18	3	8	7	19	71	BONNEVILLE INTL	MCG	2.4
4.4	3.9	3.0	3.8	3.1	15	**WPLJ** *CHR*	*95.5 7.2kw*	5	2	10	11	14	18	44	CAP CITIES/ABC	BAN	4.0
2.7	1.5	1.9	1.9	2.9	16	**WCTO** *B/EZ*	*94.3 3kw*	20	37	22	21	16	10	92	GREATER MEDIA	ROS	1.2
1.0	0.8	1.9	2.1	2.9	16	**WFAN** *Sports*	*660 50kw*	9	9	12	13	9	15	50	EMMIS	EAST	2.8
3.0	2.1	2.6	2.4	2.8	18	**WYNY** *Ctry*	*103.5 5.8kw*	18	16	18	12	10	9	73	WESTWOOD ONE	HNWH	2.8
2.1	2.6	2.4	2.8	2.7	19	**WABC** *Talk*	*770 50kw*	17	40	21	23	19	17	70	CAP CITIES/ABC	BAN	2.9
2.8	3.2	3.8	3.9	2.6	20	**WNEW-FM** *AOR*	*102.7 5.9kw*	12	12	5	10	13	26	58	LEGACY & SILL.	KATZ	4.0
3.1	2.4	3.3	3.6	2.6	20	**WLTW** *AC*	*106.7 7.8kw*	19	31	16	14	11	12	72	VIACOM	MMR	1.9
2.4	2.0	1.5	2.7	2.4	22	**WGSM** *BBnd*	*740 25kw*	30	26	35	32	26	11	137	GREATER MEDIA	ROS	1.5
1.0	1.5	1.3	1.5	1.6	23	**WEZN** *AC*	*99.9 27.5kw*	21	19	30	22	18	16	57	NEWCITY	KATZ	.7
1.0	1.3	1.4	0.9	1.5	24	**WQXR-FM** *Clas*	*96.3 7.8kw*	22	35	29	30	24	21	59	INTERSTATE	MCG	.9
1.6	1.8	2.0	1.4	1.4	25	**WDRE** *AOR*	*92.7 3kw*	23	7	14	18	31	33	65	JARAD	KATZ	3.1
1.8	1.1	1.5	1.1	1.4	25	**WRKS** *UC*	*98.7 50kw*	27	6	15	20	29	28	70	SUMMIT	REP	2.5
1.1	1.1	1.2	1.1	1.4	25	**WBLS** *UC*	*107.5 5.4kw*	24	8	13	17	25	34	63	INNER CITY	MCG	1.7
1.1	1.3	1.0	0.8	1.2	28	**WNEW** *Nost*	*1130 50kw*	28	24	31	27	28	20	63	WESTWOOD ONE	KATZ	1.1
0.5	1.2	1.5	1.2	1.1	29	**WNCN** *Clas*	*104.3 7.8kw*	26	20	28	25	27	24	53	GAF	CMBS	.8
1.0	1.0	0.8	0.8	1.0	30	**WQCD** *NAC*	*101.9 5.3kw*	29	23	17	19	22	27	56	TRIBUNE	CHR	1.7

Continued on Page 169

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#34 NEW ORLEANS

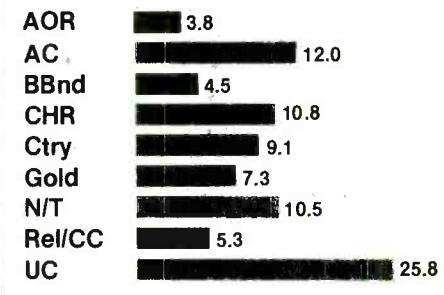
POPULATION: **1,085,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.1	14.5	15.1	13.2	14.5	1	**WQUE-A/F** *UC*	*1280/93.3 5kw/100k*	2	2	1	1	1	3	97	CLEAR CHANNEL	HNWH	16.3
10.0	8.8	11.2	11.5	10.8	2	**WEZB** *CHR*	*97.1 100kw*	1	1	2	2	5	8	70	EZ	MMR	11.6
5.1	6.1	6.3	7.0	8.6	3	**WWL** *N/T*	*870 50kw*	3	14	8	7	6	1	76	LOYOLA UNI.	KATZ	6.5
9.0	10.8	7.9	9.4	8.5	4	**WYLD-FM** *UC*	*98.5 100kw*	4	4	3	3	3	6	93	INTER-URBAN	BAN	11.8
2.8	4.9	6.4	6.3	6.4	5	**WLMG** *AC*	*101.9 100kw*	5	8	5	4	2	4	73	LOYOLA UNI.	KATZ	5.4
7.3	5.9	6.2	5.9	5.6	6	**WLTS** *AC*	*105.3 100kw*	6	6	7	5	4	5	67	PHASE II	DUR	4.1
6.1	6.1	4.9	5.1	5.5	7	**WNOE-A/F** *Ctry*	*1060/101.1 50kw/100kw*	8	9	9	9	7	2	73	WNOE	MCG	8.1
1.9	1.6	1.9	1.6	4.5	8	**WBYU** *Nost*	*1450 1kw*	12	21	21	16	15	7	119	RADIO VANDER.	ROS	2.0
3.1	4.0	4.6	4.7	4.0	9	**WCKW-FM** *CR*	*92.3 100kw*	9	7	4	6	8	16	70	222 CORP.	REP	4.6
5.6	5.5	4.3	4.1	3.8	10	**WRNO** *AOR*	*99.5 100kw*	7	5	6	8	9	14	50	GULF NORTH	MMR	6.2
4.4	4.2	4.2	3.9	3.2	11	**WBOK** *Rel*	*1230 1kw*	13	11	12	12	10	9	92	WILLIS	REP	1.8
0.8	1.0	3.1	3.0	2.8	12	**WYLD** *UC*	*940 10-.5kw*	11	3	11	15	18	22	71	INTER-URBAN	BAN	3.3
9.9	7.9	6.2	8.6	2.5	13	**WQXY** *Ctry*	*95.7 100kw*	10	19	14	13	13	11	64	STONER	CHR	2.7
0.5	1.3	1.0	1.6	2.1	14	**KHAA** *CC*	*106.7 100kw*	18	13	13	10	11	10	124	BEASLEY	--	2.1
3.1	3.7	4.3	2.4	1.9	15	**WSMB** *Talk*	*1350 5kw*	14	23	20	22	22	17	73	NORTH, INC.	FWS	1.2
1.9	0.9	1.3	1.9	1.9	16	**WYAT** *Gold*	*990 .25kw*	16	10	10	11	12	15	81	PHASE II	DUR	1.7
--	--	--	--	1.4	17	**KHOM** *Gold*	*104.1 100kw*	17	17	15	14	14	12	64	KHOM ASSO.	TOR	--
1.0	0.4	0.7	0.4	1.1	19	**WKJN** *Ctry*	*103.3 100kw*	19	18	22	17	16	13	72	STERLING	CHR	.8

DEMOGRAPHIC RANK

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

FORMAT REACH



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#1 NEW YORK

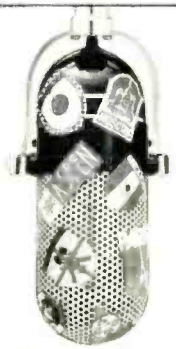
POPULATION: 14,056,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	6.0	6.2	5.6	1	**WHTZ** *CHR*	*100.3 7.8kw*	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	**WPAT-A/F** *B/EZ*	*930/93.1 5kw/5.4kw*	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	**WOR** *Talk*	*710 50kw*	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	**WLTW** *AC*	*106.7 7.8kw*	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	**WINS** *News*	*1010 30-50kw*	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	**WCBS-FM** *Gold*	*101.1 6.8kw*	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	**WRKS** *UC*	*98.7 50kw*	10	2	5	9	10	20	83	SUMMIT	REP	5.7
3.7	4.6	4.1	4.5	4.0	8	**WQHT** *CHR*	*97.1 7.2kw*	12	3	2	8	18	29	81	EMMIS	EAST	5.5
3.2	3.4	3.1	3.5	3.6	9	**WCBS** *News*	*880 50kw*	3	18	23	15	12	5	55	CBS	CBS	2.8
4.7	4.1	4.2	4.7	3.6	10	**WPLJ** *CHR*	*95.5 7.2kw*	4	4	7	7	7	13	55	CAP CITIES/ABC	BAN	4.7
4.1	4.6	4.0	4.0	3.6	11	**WBLS** *UC*	*107.5 5.4kw*	11	5	6	6	8	14	72	INNER CITY	MCG	4.9
2.8	3.5	3.5	3.7	3.4	12	**WXRK** *CR*	*92.3 7.6kw*	9	6	4	4	5	19	68	INFINTY	TOR	3.7
2.4	2.6	3.5	3.5	3.3	13	**WABC** *Talk*	*770 50kw*	15	34	21	19	17	9	72	CAP CITIES/ABC	BAN	3.5
3.3	3.5	3.6	4.4	3.2	14	**WNEW-FM** *AOR*	*102.7 5.9kw*	14	7	3	5	6	22	70	LEGACY	KATZ	4.0
2.9	2.8	2.9	2.7	3.1	15	**WNSR** *AC*	*105.1 7.8kw*	13	15	9	10	4	10	66	BONNEVILLE INT	MCG	2.0
2.7	3.0	2.5	2.2	2.9	16	**WYNY** *Ctry*	*103.5 5.8kw*	17	19	12	12	11	7	78	WESTWOOD ONE	HNWH	2.3
1.2	1.0	2.0	2.5	2.3	17	**WFAN** *Sports*	*660 50kw*	16	14	14	14	15	11	57	EMMIS	EAST	2.3
1.2	1.3	1.9	1.4	2.0	18	**WSKQ** *Span*	*620 5kw*	23	16	18	16	16	12	117	SBS	SBS	.7
2.0	1.6	1.6	1.2	1.9	19	**WNEW** *Nost*	*1130 50kw*	18	33	32	30	26	16	67	WESTWOOD ONE	KATZ	1.5
2.4	1.4	2.0	1.5	1.9	20	**WADO** *Span*	*1280 5kw*	24	26	19	20	21	15	110	COMMAND	--	.9
1.4	1.3	1.2	1.0	1.8	21	**WQCD** *NAC*	*101.9 5.3kw*	20	27	11	13	13	23	76	TRIBUNE	CHR	2.0
1.2	1.4	1.4	1.3	1.6	22	**WQXR-FM** *Clas*	*96.3 7.8kw*	23	37	35	32	25	18	73	INTERSTATE	MCG	1.3
1.2	1.2	1.0	1.8	1.5	23	**WKDM** *Span*	*1380 5kw*	27	17	17	17	19	21	119	UNITED	KT-H	.5
1.3	1.6	1.3	1.4	1.3	24	**WNCN** *Clas*	*104.3 7.8kw*	19	28	25	22	23	17	53	GAF	CMBS	1.2
1.1	0.7	1.9	1.2	1.3	25	**WLIB** *News*	*1190 10kw*	25	22	15	21	22	28	103	INNER CITY	MCG	1.0
0.9	1.1	1.1	1.0	1.0	27	**WALK-FM** *AC*	*97.5 45kw*	28	24	22	23	24	25	90	AMERICAN MEDIA	DUR	1.1
1.0	1.1	1.3	1.2	1.0	28	**WWRL** *Rel*	*1600 5kw*	32	20	33	29	27	24	114	UNITY	ROS	1.6

Continued on Page 169

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#11 MIAMI-FT. LAUDERDALE-HOLLYWOOD

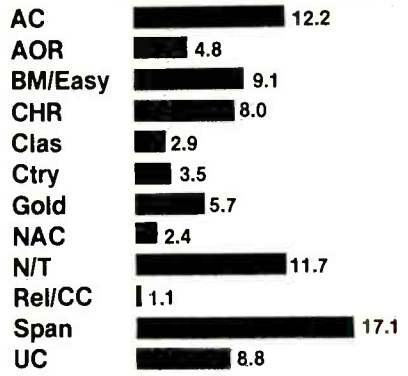
POPULATION: **2,645,200**

Continued from Page 162

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGTR	1 WHQT	1 WIOD	1 WHQT	1 WMXJ	1 WCMQ-FM
2 WHQT	2 WPOW	2 WGTR	2 WCMQ-FM	2 WIOD	2 WJQY
3 WEDR	3 WEDR	3 WEDR	3 WLVE	3 WJQY	3 WLVE
4 WPOW	4 WHYI	4 WMXJ	4 WEDR	4 WEDR	4 WMXJ
5 WXDJ	5 WAXY	5 WXDJ	5 WMXJ	5 WXDJ	5 WKIS
6 WSHE	6 WJQY	6 WHQT	6 WPOW	6 WGTR	6 WEDR
7 WAXY	7 WGTR	7 WAXY	7 WJQY	7 WAXY	7 WHQT
8 WHYI	8 WLVE	8 WSHE	8 WHYI	8 WKIS	8 WLYF
9 WLVE	9 WCMQ-FM	9 WLVE	9 WKIS	9 WCMQ-FM	9 WAQI
10 WZTA	10 WMXJ	10 WPOW	10 WAXY	10 WLYF	10 WAXY

FORMAT REACH



#12 NASSAU-SUFFOLK

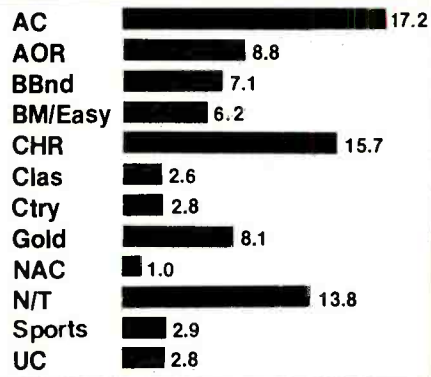
POPULATION: **2,237,400**

Continued from Page 166

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB-FM	1 WBAB-FM	1 WCBS-FM	1 WALK-FM	1 WCBS-FM	1 WALK-FM
2 WXRK	2 WNSR	2 WBAB-FM	2 WKJY	2 WALK-FM	2 WKJY
3 WNEW-FM	3 WQHT	3 WXRK	3 WBLI	3 WXRK	3 WCBS-FM
4 WALK-FM	4 WHTZ	4 WALK-FM	4 WCBS-FM	4 WBAB-FM	4 WBLI
5 WQHT	5 WBLI	5 WNEW-FM	5 WHTZ	5 WFAN	5 WNSR
6 WFAN	6 WALK-FM	6 WFAN	6 WBAB-FM	6 WNEW-FM	6 WHTZ
7 WNSR	7 WKJY	7 WBLI	7 WNSR	7 WBLI	7 WPLJ
8 WBLI	8 WPLJ	8 WHTZ	8 WQHT	8 WINS	8 WYNY
9 WHTZ	9 WBLS	9 WNSR	9 WPLJ	9 WNSR	9 WLTW
10 WKJY	10 WNEW-FM	10 WKJY	10 WLTW	10 WCBS	10 WEZN

FORMAT REACH



#1 NEW YORK

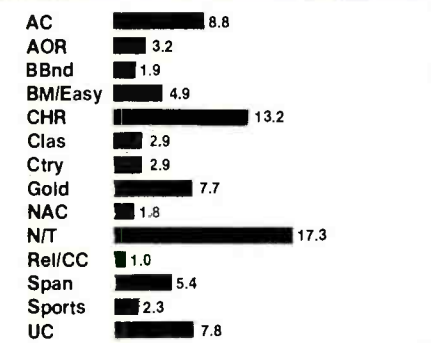
POPULATION: **14,056,500**

Continued from Page 168

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WHTZ	1 WXRK	1 WLTW	1 WXRK	1 WLTW
2 WNEW-FM	2 WLTW	2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WCBS-FM
3 WQHT	3 WRKS	3 WCBS-FM	3 WCBS-FM	3 WNEW-FM	3 WNSR
4 WHTZ	4 WQHT	4 WHTZ	4 WRKS	4 WFAN	4 WHTZ
5 WBLS	5 WPLJ	5 WQHT	5 WPLJ	5 WHTZ	5 WPLJ
6 WRKS	6 WBLS	6 WFAN	6 WNSR	6 WLTW	6 WRKS
7 WPLJ	7 WNSR	7 WBLS	7 WBLS	7 WINS	7 WBLS
8 WCBS-FM	8 WCBS-FM	8 WPLJ	8 WQHT	8 WQCD	8 WINS
9 WQCD	9 WNEW-FM	9 WLTW	9 WNEW-FM	9 WCBS	9 WSKQ
10 WFAN	10 WXRK	10 WRKS	10 WXRK	10 WBLS	10 WPAT-FM

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#32 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS

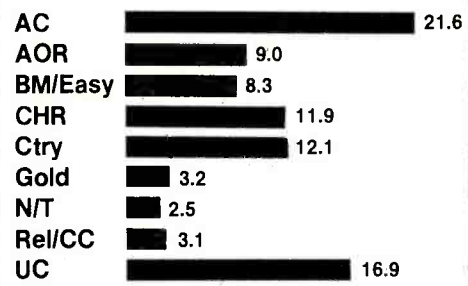
POPULATION: 1,115,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.2	10.0	11.0	11.1	9.0	1	WNOR-A/F AOR	1230/98.7 1kw/46kw	3	6	1	1	3	13	98	SAGA	MCG	14.7
9.9	9.8	8.1	7.7	8.4	2	WCMS-A/F Ctry	1050/100.5 5-.37kw/50kw	7	12	8	5	5	2	105	WCMS RADIO	KATZ	10.4
7.5	10.2	9.1	9.9	8.3	3	WFOG B/EZ	92.9 50kw	5	7	13	10	6	1	100	JAG	MMR	5.4
6.2	6.6	6.3	8.5	8.0	4	WOWI UC	102.9 50kw	2	5	2	3	4	6	85	WILLIS	MCG	13.0
8.9	10.0	6.8	6.7	6.9	5	WNVZ CHR	104.5 50kw	1	1	4	6	8	10	66	CAPITOL BR. CO.	REP	8.5
4.5	4.3	6.1	4.8	6.8	6	WLTY AC	95.7 40kw	6	13	3	2	1	5	82	LANDMARK	KATZ	4.3
6.6	5.1	5.0	5.4	6.0	7	WWDE AC	101.3 50kw	8	10	7	4	2	4	74	EDENS	CHR	4.8
6.6	6.2	5.0	5.8	5.9	8	WMYK UC	93.7 100kw	9	4	5	7	9	11	76	EDGE	DUR	5.8
4.5	3.6	4.2	3.4	5.6	9	WJQI-A/F AC	1600/94.9 5kw/50kw	10	16	9	8	7	3	87	COLEMAN	TOR	3.1
6.5	5.9	6.6	6.0	5.0	10	WGH CHR	97.3 74kw	4	2	6	9	13	18	59	SUSQUEHANA	BAN	7.0
3.2	3.5	3.5	4.5	3.2	11	WTAR Gold	790 5kw	12	20	16	12	11	7	70	LANDMARK	KATZ	2.3
2.4	1.7	2.4	1.7	3.2	12	WXRI AC	105.3 50kw	13	14	10	11	10	12	85	CBN	ROS	1.4
3.1	3.9	3.7	2.8	3.1	13	WPCE Rel	1400 1-.25kw	14	8	14	13	12	8	90	WILLIS	MCG	2.7
3.5	2.6	3.4	3.9	3.0	14	WRAP UC	1350 5-1kw	11	3	11	15	16	15	65	TARGET	MAS	3.0
2.4	1.8	2.1	3.0	2.5	15	WNIS Talk	850 5-1kw	15	22	17	16	15	9	75	WNIS, INC.	ROS	2.4
2.6	2.3	2.0	2.8	2.5	16	WSKX Ctry	106.9 100kw	16	19	12	14	14	14	88	DOWNS	CBS	1.6
0.8	2.2	1.9	1.3	1.2	17	WKEZ Ctry	94.1 50kw	17	18	18	17	17	16	81	EURE	ROS	1.0

DEMOGRAPHIC RANK

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

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#46 OKLAHOMA CITY

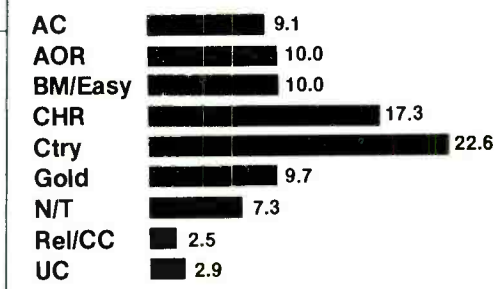
POPULATION: **818,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.3	13.9	14.3	12.5	13.8	1	**KXXY-A/F** *Ctry*	*1340/96.1 1kw/100kw*	2	4	2	1	1	1	86	NEWMARKET MEDIA	MCG	12.0
13.4	12.7	12.7	11.3	12.3	2	**KJYO** *CHR*	*102.7 100kw*	1	1	3	3	4	8	72	CLEAR CHANNEL	HNWH	13.8
7.6	8.1	10.0	8.4	10.0	3	**KATT** *AOR*	*100.5 100kw*	3	3	1	2	2	14	87	SURREY	BAN	11.2
7.4	9.0	4.9	7.8	10.0	4	**KKNG** *B/EZ*	*92.5 100kw*	6	14	12	9	5	2	102	NEW CITY	CHR	5.8
7.6	6.2	6.5	6.4	7.3	5	**KTOK** *N/T*	*1000 5kw*	4	18	10	11	9	3	67	CLEAR CHANNEL	HNWH	6.0
4.8	3.6	3.5	3.8	5.1	6	**WKY** *Ctry*	*930 5kw*	7	15	13	13	13	6	54	GAYLORD	CHR	2.9
5.7	4.3	4.9	4.6	5.0	7	**KZBS** *CHR*	*98.9 100kw*	5	2	6	8	10	11	49	ZUMMA	KATZ	8.4
6.7	6.4	5.8	6.9	5.0	8	**KRXO** *CR*	*107.7 100kw*	9	5	4	4	3	12	68	DIAMOND	CBS	6.3
4.0	4.5	3.2	6.0	4.7	9	**KLTE** *AC*	*101.9 100kw*	11	9	5	5	8	9	67	ENTERCOM	TOR	3.6
3.3	4.8	4.0	2.5	4.7	10	**KOMA** *Gold*	*1520 50kw*	12	8	9	7	7	4	75	DIAMOND	CBS	5.7
4.6	4.4	5.8	6.7	4.4	11	**KMGL** *AC*	*104.1 100kw*	10	6	8	6	6	5	62	GUY GANNETT	BAN	4.4
5.5	4.9	6.2	6.2	3.7	12	**KEBC** *Ctry*	*94.7 100kw*	8	7	11	12	11	7	48	INDEPENDENCE	EAST	4.3
3.3	3.2	7.2	6.3	2.9	13	**KPRW** *UC*	*1140 1kw*	14	10	7	10	12	15	135	SURREY	BAN	4.0
2.2	1.8	1.1	1.1	1.4	14	**KJIL** *CC*	*104.9 3kw*	13	12	15	14	14	10	41	SWAGGART MINI.	STR	2.8
1.0	1.2	1.5	1.2	1.1	15	**KQCV** *Rel*	*800 .25kw*	17	19	19	18	15	13	87	BOTT	--	.9

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 KXXY-FM	1 KXXY-FM
2 KRXO	2 KJYO	2 KXXY-FM	2 KJYO	2 KATT	2 KJYO
3 KXXY-FM	3 KLTE	3 KRXO	3 KLTE	3 KRXO	3 KOMA
4 KJYO	4 KPRW	4 KJYO	4 KMGL	4 KKNG	4 KMGL
5 KLTE	5 KATT	5 KLTE	5 KZBS	5 KMGL	5 KKNG
6 KZBS	6 KZBS	6 KMGL	6 KATT	6 KOMA	6 KLTE
7 WKY	7 KRXO	7 KOMA	7 KOMA	7 KJYO	7 KPRW
8 KMGL	8 KMGL	8 KZBS	8 KKNG	8 KTOK	8 KZBS
9 KTOK	9 KOMA	9 KTOK	9 KPRW	9 KLTE	9 KRXO
10 KOMA	10 KKNG	10 KKNG	10 KRXO	10 KZBS	10 KEBC

FORMAT REACH



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#44 ORLANDO

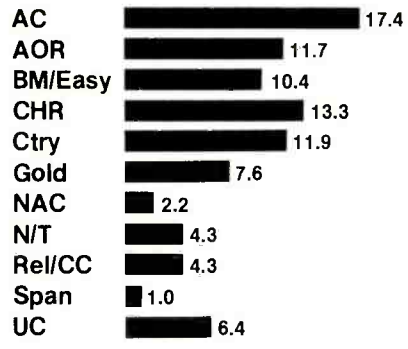
POPULATION: **826,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	13.4	10.0	10.6	11.9	1	**WWKA** *Ctry*	*92.3 100kw*	2	8	6	2	1	1	107	NEWCITY	KATZ	11.0
8.2	9.1	7.1	7.8	8.6	2	**WSSP** *B/EZ*	*104.1 100kw*	5	11	11	10	5	2	100	GUY GANNETT	CHR	5.2
10.4	8.9	6.7	6.7	7.7	3	**WBJW-A/F** *CHR*	*950/105.1 5kw/100kw*	1	1	5	6	6	8	59	NATIONWIDE	BAN	7.2
3.5	4.0	7.9	7.7	7.6	4	**WOCL** *Gold*	*105.9 100kw*	6	10	4	1	2	3	93	AMERICAN MEDIA	CHR	8.0
9.8	8.7	9.7	8.0	7.0	5	**WSTF** *AC*	*101.1 100kw*	3	7	3	3	3	6	68	CAPITOL BR. CO.	REP	5.6
3.7	4.0	4.0	5.7	6.2	6	**WHTQ** *AOR*	*96.5 100kw*	7	4	1	4	7	13	81	TK	EAST	4.7
5.5	6.1	8.0	5.8	5.6	7	**WDBO** *AC*	*580 5kw*	8	15	15	11	10	5	77	NEWCITY	KATZ	5.3
5.2	5.9	4.7	3.9	5.6	8	**WHLY** *CHR*	*106.7 100kw*	4	2	7	8	11	9	63	GENERAL	DUR	6.0
6.8	7.0	7.4	7.6	5.5	9	**WDIZ** *AOR*	*100.3 100kw*	9	5	2	5	8	16	76	SHAMROCK COM.	MMR	9.7
3.1	3.0	7.0	12.0	5.3	10	**WJHM** *UC*	*101.9 28kw*	11	3	8	9	9	11	91	AUGUSTA	HNWH	13.4
6.1	4.9	4.3	5.4	4.8	11	**WJYO** *AC*	*107.7 100kw*	10	19	9	7	4	4	70	METROPLEX	MCG	4.7
3.9	4.3	3.3	2.7	4.3	12	**WWNZ** *N/T*	*740 5-1kw*	12	18	18	14	13	7	92	GUY GANNETT	CHR	3.5
0.4	0.6	3.5	0.9	2.7	13	**WXXO** *Rel*	*1600 5kw*	16	6	12	13	14	10	129	CHAMPION	K/P	1.5
3.2	3.2	1.6	3.3	2.2	14	**WLOQ** *NAC*	*103.1 3kw*	13	13	10	12	12	15	59	LITCHFIELD	BAN	3.4
2.4	2.7	1.6	1.1	1.8	15	**WWLV** *B/EZ*	*94.5 100kw*	14	20	19	19	19	14	68	PASCO PINELLAS	EAST	1.3
0.9	1.1	1.0	1.1	1.6	16	**WTLN-A/F** *Rel*	*1520/95.3 5kw/3kw*	15	14	20	16	15	12	60	ALTON RAINBOW	KEY	1.3
5.2	3.6	1.8	0.8	1.1	17	**WORL** *UC*	*1270 5kw*	18	12	14	15	16	17	79	WILLIE MARTIN	HNWH	.4
--	--	--	--	1.0	18	**WONQ** *Span*	*1140 4.1kw*	22	23	23	21	21	18	235	Q BROADCASTING	LOTU	--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDIZ	1 WSTF	1 WOCL	1 WSTF	1 WOCL	1 WWKA
2 WHTQ	2 WBJW-FM	2 WHTQ	2 WWKA	2 WWKA	2 WSTF
3 WOCL	3 WOCL	3 WWKA	3 WOCL	3 WHTQ	3 WJYO
4 WWKA	4 WHLY	4 WDIZ	4 WBJW-FM	4 WSTF	4 WOCL
5 WBJW-FM	5 WHTQ	5 WSTF	5 WJYO	5 WDIZ	5 WSSP-FM
6 WSTF	6 WWKA	6 WBJW-FM	6 WHLY	6 WJYO	6 WJHM
7 WHLY	7 WJHM	7 WJYO	7 WJHM	7 WSSP	7 WBJW-FM
8 WJHM	8 WDIZ	8 WDBO	8 WSSP	8 WDBO	8 WHLY
9 WJYO	9 WJYO	9 WHLY	9 WHTQ	9 WBJW-FM	9 WDIZ
10 WYNF	10 WSSP	10 WJHM	10 WDIZ	10 WJHM	10 WXXO

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#5 PHILADELPHIA

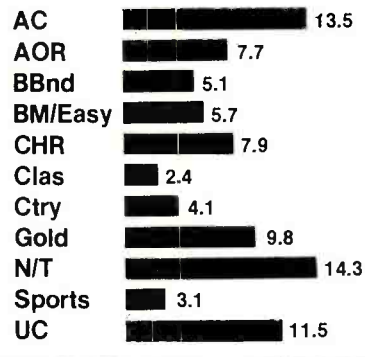
POPULATION: **4,084,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.8	6.5	7.0	6.7	7.9	1	**WEGX** *CHR*	*106.1 23kw*	3	1	3	3	4	11	79	MALRITE	CHR	9.0
8.1	7.7	7.8	8.0	7.7	2	**WMMR** *AOR*	*93.3 25kw*	2	3	1	1	1	12	75	LEGACY & SILL.	KATZ	9.9
7.8	7.1	8.2	7.1	7.5	3	**WUSL** *UC*	*98.9 18kw*	6	2	2	2	6	13	103	TAK	MCG	10.3
8.0	7.3	6.9	6.8	6.5	4	**KYW** *News*	*1060 50kw*	1	13	12	12	10	1	49	GROUP W	G/W	5.3
7.4	7.6	6.1	5.9	5.7	5	**WEAZ** *B/EZ*	*101.1 12.5kw*	5	20	9	8	5	2	74	WEAZ, INC.	MCG	4.0
4.6	5.9	6.3	6.6	5.1	6	**WPEN** *Nost*	*950 5kw*	14	25	26	18	18	6	109	GREATER MEDIA	MMR	5.4
4.6	4.7	4.8	5.8	4.9	7	**WYSP** *CR*	*94.1 16kw*	4	4	4	4	9	17	60	INFINITY	TOR	7.1
5.8	5.4	5.5	4.5	4.8	8	**WKSZ** *AC*	*100.3 35kw*	7	8	8	6	3	3	76	WKSZ, INC.	HNWH	2.9
4.7	4.5	4.1	4.1	4.7	9	**WMGK** *AC*	*102.9 8.5kw*	8	15	5	5	2	5	77	GREATER MEDIA	MMR	3.1
5.2	5.3	4.4	4.6	4.6	10	**WWDB** *Talk*	*96.5 50kw*	12	26	15	15	15	9	93	PANACHE	REP	5.2
3.5	4.6	4.3	4.5	4.1	11	**WXTU** *Ctry*	*92.5 50kw*	13	17	14	11	7	4	86	BEASLEY	REP	4.2
3.3	2.8	3.4	4.6	4.0	12	**WSNI** *AC*	*104.5 16kw*	9	5	7	7	8	8	66	PYRAMID	DUR	3.3
2.9	2.6	4.1	3.4	3.2	13	**WCAU** *News*	*1210 50kw*	10	14	18	17	17	10	53	CBS	CBS	2.8
1.5	1.1	1.0	1.6	3.1	14	**WIP** *Sports*	*610 5kw*	11	11	13	14	12	7	55	SPECTACOR	KATZ	2.2
3.9	3.6	3.5	3.6	3.0	15	**WDAS-FM** *UC*	*105.3 3.8kw*	16	7	6	9	13	18	69	UNITY	BAN	.6
2.4	2.5	2.5	2.3	2.5	16	**WIOQ** *Gold*	*102.1 30kw*	17	16	10	10	11	15	61	EZ	MCG	2.0
1.9	2.1	1.7	2.2	2.4	17	**WFLN** *Clas*	*95.7 50kw*	18	30	16	16	16	14	82	FRANKLIN	CMBS	2.7
3.5	3.0	3.0	2.3	2.4	18	**WOGL** *Gold*	*98.1 12.5kw*	15	10	11	13	14	16	52	CBS	CBS	1.9
1.2	1.0	1.2	1.1	1.0	19	**WDAS** *UC*	*1480 5-1kw*	21	19	20	20	21	19	68	UNITY	BAN	.6

DEMOGRAPHIC RANK

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

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#23 PHOENIX

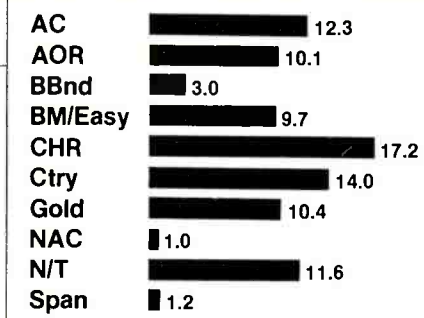
POPULATION: **1,683,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.4	14.1	13.0	11.6	14.0	1	**KNIX-A/F** *Ctry*	*1580/102.5 50kw/100kw*	2	5	2	1	1	1	101	BUCK OWENS	KATZ	13.4
13.2	11.5	9.5	9.8	9.7	2	**KMEO-A/F** *B/EZ*	*740/96.9 1-.29/100kw*	4	16	14	12	8	2	106	GROUP W	G/W	4.4
10.6	11.1	9.5	10.7	9.5	3	**KZZP-A/F** *CHR*	*1310/104.7 5-.5kw/100kw*	1	1	3	2	3	7	69	NATIONWIDE	MCG	13.8
6.3	10.2	10.5	10.3	8.3	4	**KTAR** *N/T*	*620 5kw*	3	25	11	6	5	3	72	PHOENIX	CBS	8.0
6.7	6.2	7.0	7.3	7.1	5	**KUPD** *AOR*	*97.9 100kw*	7	3	1	3	6	13	91	TRI-CITY	BAN	11.7
3.9	3.4	4.4	4.6	6.1	6	**KKLT** *AC*	*98.7 115kw*	6	6	4	4	2	4	75	PHOENIX	CBS	2.9
3.1	3.2	3.8	4.1	4.8	7	**KOY-FM** *CHR*	*95.5 100kw*	5	2	6	8	11	11	59	EDENS	CHR	4.3
2.7	3.7	4.1	2.8	4.6	8	**KOOL-FM** *Gold*	*94.5 100kw*	9	10	8	5	4	6	72	ADAMS	HNWH	3.4
2.1	2.9	2.6	2.0	3.4	9	**KESZ** *AC*	*99.9 100kw*	12	11	7	7	7	12	76	DUFFY	EAST	1.2
2.8	3.2	4.3	4.1	3.3	10	**KFYI** *N/T*	*910 5kw*	14	17	15	15	14	8	81	BROADCAST GR.	REP	3.9
3.8	3.9	4.5	4.2	3.2	11	**KSLX** *CR*	*100.7 100kw*	11	24	9	9	9	16	59	COOK INLET	MMR	5.3
3.1	4.1	4.3	3.9	3.0	12	**KDKB** *AOR*	*93.3 100kw*	10	9	5	10	13	20	50	SANDUSKY	TOR	5.0
3.0	3.6	2.8	3.3	2.9	13	**KKFR** *CHR*	*92.3 100kw*	8	4	10	14	16	22	44	BROADCAST GR.	REP	4.6
4.6	3.0	3.2	3.2	2.8	14	**KAMJ-A/F** *AC*	*1230/101.5 1kw/100kw*	13	22	12	11	12	9	64	EZ	BAN	2.5
2.5	2.4	2.4	1.7	2.6	15	**KOOL** *Gold*	*960 5kw*	15	7	19	13	10	5	75	ADAMS	HNWH	1.7
2.6	1.5	1.7	1.7	2.0	16	**KLFF** *BBnd*	*1360 5-1kw*	17	20	26	26	22	10	87	CANYON	--	1.1
1.1	0.5	0.0	1.0	1.2	17	**KVVA** *Span*	*860 1kw*	21	8	13	16	17	23	92	BETACOM	LOTU	.6
1.2	1.1	1.5	1.2	1.0	18	**KOY** *Nost*	*550 1kw*	16	21	23	20	20	14	44	EDENS	CHR	.9
1.2	0.9	1.1	1.4	1.0	19	**KGRX** *NAC*	*100.3 24.8kw*	20	15	16	17	16	17	62	DAYTONA	--	1.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM
2 KNIX-FM	2 KKLT	2 KUPD	2 KNIX-FM	2 KTAR	2 KKLT
3 KDKB	3 KUPD	3 KZZP-FM	3 KKLT	3 KOOL-FM	3 KZZP-FM
4 KSLX	4 KNIX-FM	4 KSLX	4 KOOL-FM	4 KSLX	4 KESZ
5 KZZP-FM	5 KESZ	5 KDKB	5 KESZ	5 KUPD	5 KMEO-FM
6 KOY-FM	6 KOOL-FM	6 KTAR	6 KUPD	6 KZZP-FM	6 KOOL-FM
7 KOOL-FM	7 KOY-FM	7 KOOL-FM	7 KOY-FM	7 KKLT	7 KOY-FM
8 KKFR	8 KKFR	8 KKLT	8 KAMJ-FM	8 KDKB	8 KAMJ-FM
9 KESZ	9 KAMJ-FM	9 KOY-FM	9 KMEO-FM	9 KOOL	9 KOOL
10 KTAR	10 KDKB	10 KOOL	10 KOOL	10 KFYI	10 KUPD

FORMAT REACH



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#18 PITTSBURGH

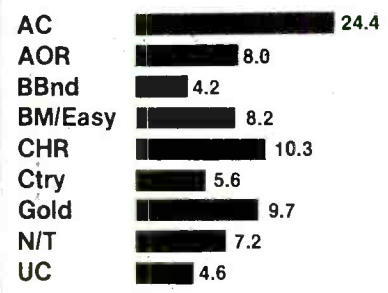
POPULATION: **1,964,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.3	13.2	15.4	16.9	13.4	1	**KDKA** *AC*	*1020 50kw*	1	10	12	7	2	1	85	GROUP W	G/W	12.6
11.3	9.7	10.3	10.4	8.4	2	**WBZZ** *CHR*	*93.7 41kw*	2	1	2	2	3	9	69	EZ	BAN	10.8
8.2	10.3	7.4	7.7	8.2	3	**WSHH** *B/EZ*	*99.7 10.5kw*	5	16	11	9	6	2	101	RENDA	EAST	7.2
5.6	5.7	5.4	6.4	8.0	4	**WDVE** *AOR*	*102.5 55.1kw*	3	2	1	1	4	10	83	GREAT AMERICAN	CHR	9.4
3.4	5.8	5.4	5.6	6.1	5	**WWSW-FM** *Gold*	*94.5 50kw*	6	6	5	3	1	3	76	SHAMROCK BR.	MCG	5.2
3.6	3.2	4.0	3.6	5.0	6	**WTAE** *Talk*	*1250 5kw*	4	20	13	11	11	6	61	HEARST	KATZ	4.1
3.1	4.0	3.0	4.8	4.9	7	**WLTJ** *AC*	*92.9 47kw*	8	13	6	4	5	4	91	WLTJ INC.	DUR	2.7
5.2	5.6	6.2	6.3	4.6	8	**WAMO-FM** *UC*	*105.9 72kw*	10	3	3	5	9	11	93	SHERIDAN	HNWH	.9
4.2	4.1	3.5	3.7	4.5	9	**WDSY** *Ctry*	*107.9 50kw*	11	5	10	10	8	5	95	ENTERCOM	CBS	5.2
4.9	3.6	3.8	4.7	4.4	10	**WHTX** *AC*	*96.1 50kw*	7	11	7	6	7	7	66	HEARST	KATZ	3.0
3.2	3.6	3.8	2.9	4.2	11	**WJAS** *BBnd*	*1320 5kw*	13	18	25	24	16	8	105	RENDA	EAST	2.0
5.5	5.4	6.4	5.5	3.6	12	**WMYG** *CR*	*96.9 45kw*	9	8	4	8	10	14	66	BENNS	MMR	5.9
2.2	2.9	2.9	1.9	2.2	13	**KQV** *News*	*1410 5kw*	12	23	20	20	19	12	54	CALVARY	--	1.7
2.2	3.1	2.0	2.9	1.9	14	**WYDD** *CHR*	*104.7 50kw*	14	4	8	12	14	25	49	GATEWAY	ROS	2.2
1.1	1.3	1.7	0.7	1.7	15	**WMXP** *AC*	*100.7 50kw*	15	7	9	13	12	20	51	PENN MEDIA	--	1.5
0.3	0.5	0.7	0.6	1.1	16	**WYTK** *Ctry*	*95.3 3kw*	31	26	14	14	13	17	205	WASHINGTON BR	DOME	.6

DEMOGRAPHIC RANK

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

FORMAT REACH



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#25 PORTLAND

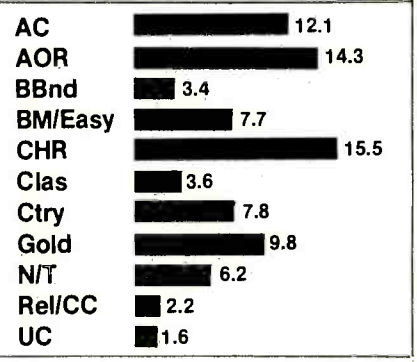
POPULATION: **1,334,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	10.8	9.1	9.3	8.2	1	KKRZ-FM CHR	100.3 100kw	1	1	1	3	4	11	69	GREAT AMERICAN	KATZ	11.8
5.9	5.4	4.9	5.7	7.7	2	KXL-FM B/EZ	95.5 100kw	8	17	9	11	10	2	112	KAYE-SMITH	MCG	3.3
5.3	6.7	5.6	8.0	7.3	3	KXYQ CHR	105.1 100kw	2	2	2	4	12	13	74	DAYTONA	BAN	9.6
6.9	6.9	6.5	7.2	7.1	4	KINK AOR	101.9 100kw	5	11	3	1	1	5	86	KING	MMR	6.8
4.6	4.4	7.2	6.0	6.6	5	KKCW AC	103.3 100kw	3	3	5	2	2	6	70	TRUMPER	DUR	4.9
7.9	5.9	6.9	7.3	6.2	6	KXL N/T	750 50-10kw	4	21	15	13	8	2	67	KAYE-SMITH	MCG	5.3
5.7	7.6	6.3	5.7	5.5	7	KEX AC	1190 50kw	6	23	14	9	6	3	75	GREAT AMERICAN	KATZ	5.3
5.9	6.4	5.7	8.1	5.2	8	KUPL-FM Ctry	98.5 100kw	9	7	10	7	3	1	80	SCRIPPS HOWARD	BAN	5.5
5.6	4.5	5.0	5.0	4.6	9	KGON AOR	92.3 100kw	7	4	6	6	9	12	64	ACKERLY	HNWH	7.4
5.1	4.2	5.2	5.2	4.3	10	KMJK CR	106.7 100kw	12	16	4	5	5	15	74	ENGEL	CHR	5.3
5.3	2.8	3.1	3.8	3.6	11	KYTE-FM Clas	101.1 100kw	10	8	13	12	11	8	56	HENRY	CHR	3.5
2.4	4.5	4.7	3.9	3.4	12	KKSN-FM Gold	97.1 100kw	13	6	12	8	7	7	64	HERITAGE	EAST	3.4
3.6	5.1	4.1	3.7	3.4	13	KYTE BBnd	970 5kw	14	13	19	18	17	9	81	HENRY	CHR	2.3
0.0	0.0	0.6	0.0	2.6	14	KZRC AOR	1010 5kw	23	10	7	10	15	23	251	DAYTONA	BAN	.9
1.5	1.7	1.8	1.5	2.2	15	KPDQ-FM Rel	93.7 100kw	15	15	21	17	14	10	63	SALEM	--	2.3
4.9	4.1	3.1	1.8	2.1	16	KGW CR	620 5kw	11	14	8	14	13	16	35	KING	MMR	2.1
3.5	3.1	3.4	2.3	1.6	17	KWJJ-FM Ctry	99.5 100kw	16	24	16	16	16	14	56	PARK	REP	3.5
0.0	0.0	0.8	0.5	1.6	18	KBMS UC	1480 1-2.5kw	22	5	11	15	20	20	120	CHRIS BENNETT	--	--
0.9	1.1	1.0	1.3	1.0	19	KUPL Ctry	1330 5kw	20	19	20	20	19	17	69	SCRIPPS HOWARD	BAN	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJK	1 KKCW	1 KINK	1 KKCW	1 KINK	1 KKCW
2 KKRZ	2 KKRZ	2 KMJK	2 KINK	2 KMJK	2 KINK
3 KGON	3 KINK	3 KKRZ	3 KKRZ	3 KKCW	3 KUPL-FM
4 KXYQ	4 KXYQ	4 KGON	4 KXYQ	4 KGON	4 KKRZ
5 KINK	5 KGON	5 KXYQ	5 KUPL	5 KKRZ	5 KEX
6 KZRC	6 KMJK	6 KKCW	6 KGON	6 KKSN	6 KXL-FM
7 KKCW	7 KZRC	7 KKSN-FM	7 KMJK	7 KUPL-FM	7 KKSN
8 KGW	8 KBMS	8 KZRC	8 KEX	8 KEX	8 KXL
9 KYTE-FM	9 KUPL-FM	9 KEX	9 KXL-FM	9 KXL	9 KMJK
10 KXL-FM	10 KXL-FM	10 KXL	10 KKSN-FM	10 KYTE-FM	10 KYTE-FM

FORMAT REACH



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#28 PROVIDENCE-WARWICK-PAWTUCKET

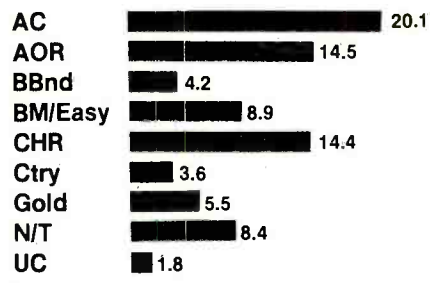
POPULATION: **1,259,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION / FORMAT	FREQUENCY / POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	15.4	16.8	14.3	12.8	1	**WPRO-FM** *CHR*	*92.3 39kw*	1	1	1	1	1	3	85	CAP CITIES/ABC	BAN	14.7
11.3	10.5	12.4	8.0	8.9	2	**WLKW** *B/EZ*	*101.5 50kw*	3	15	15	7	5	1	105	WILKS/SCHWARTZ	CHR	7.0
9.7	8.4	7.9	8.2	8.4	3	**WHJY** *AOR*	*94.1 50kw*	2	2	2	2	2	11	88	FEDERAL	KATZ	10.8
5.6	4.0	5.4	4.0	6.1	4	**WSNE** *AC*	*93.3 50kw*	4	14	3	3	3	4	84	BECK-ROSS	EAST	6.7
6.3	6.0	4.9	6.1	6.1	5	**WWLI** *AC*	*105.1 50kw*	6	7	4	4	4	2	91	TMZ	MCG	4.6
7.1	6.7	6.3	6.9	5.3	6	**WHJJ** *N/T*	*920 5kw*	5	35	16	12	9	5	79	FEDERAL	KATZ	5.8
5.0	5.7	4.4	4.8	3.6	7	**WPRO** *AC*	*630 5kw*	7	16	21	14	11	6	59	CAP CITIES/ABC	BAN	3.6
1.8	2.7	1.7	1.7	3.0	8	**WMYS** *AC*	*98.1 50kw*	11	33	9	8	6	7	88	HALL	--	1.9
3.3	2.7	2.2	3.8	2.8	9	**WBRU** *AOR*	*95.5 20kw*	8	3	5	5	8	19	54	BROWN BC SERVICE	MMR	3.3
1.5	3.3	2.2	1.9	2.6	10	**WHIM** *Ctry*	*1110 5kw*	19	37	28	16	13	9	129	EAST PROVIDENCE	K/P	2.1
1.6	1.3	2.1	2.3	2.4	11	**WWAZ** *BBnd*	*790 5kw*	13	25	36	33	29	10	100	TMZ	MCG	1.2
2.0	2.2	2.1	2.6	2.3	12	**WWRX** *AOR*	*103.7 50kw*	10	12	7	6	10	17	68	WESTERLY	DUR	2.0
1.0	2.3	2.7	4.0	2.3	13	**WODS** *Gold*	*103.3 12.5kw*	9	6	14	10	7	8	65	CBS	CBS	2.2
0.8	0.9	1.7	0.8	2.0	14	**WZLX** *CR*	*100.7 50kw*	17	10	6	9	12	29	96	COOK INLET	CHR	1.9
2.2	1.2	0.7	2.5	2.0	15	**WBSM** *N/T*	*1420 5-1kw*	22	28	32	32	24	14	125	SAGE	CHR	2.6
1.1	0.9	1.2	1.1	1.8	16	**WPLM-FM** *BBnd*	*99.1 50kw*	16	40	31	30	35	13	87	PLYMOUTH	--	.9
0.0	0.0	0.3	2.3	1.8	17	**WWKX** *UC*	*106.3 3kw*	14	5	8	11	23	39	80	OCEAN STATE	REP	4.1
1.2	0.6	1.2	1.1	1.6	18	**WZOU** *CHR*	*94.5 11.5kw*	12	4	10	13	17	21	66	ARDMAN	EAST	1.8
1.2	1.4	2.1	1.5	1.3	19	**WBZ** *AC*	*1030 50kw*	21	22	35	26	25	15	80	GROUP W	G/W	1.6
1.1	1.2	1.4	0.6	1.2	20	**WICE** *CR*	*550 1kw*	18	27	25	15	14	12	60	BEAM	REP	.7
0.7	1.5	1.0	1.1	1.1	21	**WALE** *Talk*	*1400 1kw*	28	18	39	37	37	35	106	NORTH AMERICAN	MCG	.5
1.7	1.1	1.2	1.2	1.0	22	**WBOS** *Ctry*	*92.9 17kw*	24	21	23	21	18	16	82	SCONNIX	DUR	1.0
1.0	0.6	0.6	0.8	1.0	23	**WBCN** *AOR*	*104.1 19.5kw*	23	13	11	17	15	31	60	INFINITY	TOR	.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WLKW	2 WWLI
3 WSNE	3 WSNE	3 WSNE	3 WSNE	3 WPRO-FM	3 WSNE
4 WZLX	4 WWLI	4 WWLI	4 WHJY	4 WSNE	4 WHJY
5 WBRU	5 WBRU	5 WWRX	5 WMYS	5 WWLI	5 WMYS
6 WWRX	6 WWKX	6 WZLX	6 WBRU	6 WODS	6 WLKW
7 WWLI	7 WMYS	7 WBRU	7 WLKW	7 WWRX	7 WODS
8 WBCN	8 WWRX	8 WLKW	8 WWKX	8 WBRU	8 WHJJ
9 WWKX	9 WZOU	9 WODS	9 WODS	9 WHJJ	9 WHIM
10 WODS	10 WXKS-FM	10 WHJJ	10 WZOU	10 WICE	10 WBRU

FORMAT REACH



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#35 RIVERSIDE-SAN BERNARDINO

POPULATION: **1,074,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	8.1	8.1	5.6	8.0	1	**KDUO** *B/EZ*	*97.5 68kw*	5	34	34	15	8	1	134	HENRY	KATZ	3.0
7.0	7.4	6.3	8.9	7.7	2	**KGGI** *CHR*	*99.1 3.1kw*	1	1	1	1	2	5	68	AMERICAN MEDIA	MCG	11.5
5.0	4.8	5.4	6.5	5.8	3	**KRTH-FM** *Gold*	*101.1 58kw*	3	10	5	2	1	2	71	RKO GENERAL	REP	5.4
6.2	6.0	6.0	4.8	5.3	4	**KIIS-FM** *CHR*	*102.7 8kw*	2	2	4	5	5	6	61	GANNETT	MCG	7.5
5.7	4.1	4.5	3.6	4.7	5	**KCAL-FM** *AOR*	*96.7 3kw*	9	9	2	3	4	16	88	SBR	TOR	6.3
4.2	5.9	5.1	5.6	4.4	6	**KLOS** *AOR*	*95.5 63.1kw*	6	8	3	4	3	14	75	CAP CITIES/ABC	KATZ	9.4
3.6	4.1	4.1	3.6	3.5	7	**KOST** *AC*	*103.5 12.5kw*	4	11	11	6	6	3	53	COX	CHR	3.5
2.6	3.2	3.2	2.8	3.5	8	**KNX** *News*	*1070 50kw*	10	36	18	21	14	7	67	CBS	CBS	3.1
3.7	2.8	3.2	3.2	3.4	9	**KFI** *Talk*	*640 50kw*	7	20	15	8	7	4	58	COX	CHR	2.5
2.0	1.5	2.6	1.8	2.7	10	**KROQ** *AOR*	*106.7 5.6kw*	13	3	6	9	22	46	74	INFINITY	TOR	4.3
1.3	2.2	2.4	2.3	2.4	11	**KFXM** *BBnd*	*590 1kw*	17	41	28	31	33	18	96	HENRY	KATZ	1.3
2.3	2.5	2.3	2.0	2.4	12	**KBIG** *AC*	*104.3 105kw*	11	16	16	12	10	8	56	BONNEVILLE INTL	CBS	.9
2.8	2.6	4.3	5.1	2.3	13	**KCKC** *Ctry*	*1350 5-.5kw*	16	19	27	24	17	9	82	RIVERDINO	HNWH	1.5
1.0	2.1	1.7	2.2	2.3	14	**KWDJ** *Ctry*	*92.7 3kw*	18	17	12	14	13	10	100	RIVERSIDE COU.	BAN	1.2
1.2	0.6	0.0	1.2	2.3	15	**KDIF** *Ctry*	*1440 1kw*	25	7	7	7	12	22	146	INLAND EMPIRE	KT-H	--
2.6	3.1	2.6	1.6	2.3	16	**KOLA** *CHR*	*99.9 31kw*	8	4	8	11	18	28	42	KOLA, INC.	BAN	2.9
1.0	1.2	1.1	1.2	2.0	17	**KNX-FM** *AOR*	*93.1 28.5kw*	15	37	9	10	9	15	72	CBS	CBS	1.0
1.6	2.1	1.0	1.5	2.0	18	**KTWV** *NAC*	*94.7 58kw*	14	45	14	13	11	11	64	METROPOLITAN	BAN	1.9
2.3	2.7	2.0	2.1	1.6	19	**KPWR** *CHR*	*105.9 72kw*	12	5	10	16	28	41	43	EMMIS	HNWH	3.5
1.8	0.8	1.2	1.4	1.4	20	**KIQQ** *AC*	*100.3 5.3kw*	20	14	19	18	15	13	65	WESTWOOD ONE	HNWH	.8
2.3	2.0	2.3	2.5	1.3	21	**KABC** *Talk*	*790 5kw*	23	44	25	30	29	34	69	CAP CITIES/ABC	KATZ	1.2
0.6	0.5	0.8	0.6	1.3	22	**KRLA** *Gold*	*1110 50-20kw*	27	13	24	19	16	12	86	GREATER MEDIA	MMR	.2
0.4	0.6	0.4	0.3	1.2	23	**KJOI** *B/EZ*	*98.7 75kw*	34	25	38	36	38	21	102	COMMAND	BAN	.6
1.7	0.9	1.1	1.9	1.1	24	**KCAL** *Span*	*1410 5-4kw*	22	23	13	17	21	16	57	SBR	LOTU	--
0.7	0.3	1.1	1.4	1.1	25	**KMEN** *UC*	*1290 5kw*	24	42	21	20	19	25	62	AMERICAN MEDIA	MCG	.9
0.6	0.3	1.1	0.4	1.1	26	**KNAC** *AOR*	*105.5 1.05kw*	29	6	17	22	43	48	81	FLAGSHIP	K/P	.8
3.0	2.9	2.3	1.0	1.0	27	**KQLH** *AC*	*95.1 50kw*	19	12	30	25	24	20	48	MAJOR MARKET	EAST	.7
2.3	1.8	1.8	1.5	1.0	28	**KNTF** *Ctry*	*93.5 3kw*	31	43	33	28	25	19	82	BEST	--	1.8
1.2	1.6	1.5	1.7	1.0	29	**KZLA** *Ctry*	*93.9 49kw*	36	46	20	23	20	26	106	MALRITE	EAST	1.6
1.3	1.0	0.4	0.4	1.0	30	**KFAC-FM** *Clas*	*92.3 55kw*	26	21	39	29	26	17	62	CLASSIC	MCG	1.1

Continued on Page 187

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#43 ROCHESTER

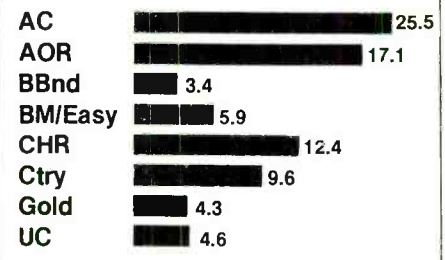
POPULATION: **832,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.7	15.2	16.0	16.5	17.1	1	**WCMF** *AOR*	*96.5 50kw*	2	2	1	1	1	6	106	STONER	TOR	19.7
14.4	14.9	13.4	14.5	12.4	2	**WPXY-A/F** *CHR*	*1280/97.9 5kw/50kw*	1	1	2	2	5	8	78	PYRAMID	MMR	14.4
8.4	7.7	11.3	7.9	9.6	3	**WBEE** *Ctry*	*92.5 50kw*	6	13	5	5	3	1	111	HERITAGE MEDIA	KATZ	7.1
11.1	9.4	9.6	8.2	9.2	4	**WVOR** *AC*	*100.5 50kw*	3	4	4	3	2	2	74	LINCOLN GROUP	MCG	10.7
8.2	8.7	10.7	8.9	8.5	5	**WHAM** *AC*	*1180 50kw*	4	12	8	8	7	3	79	LINCOLN GROUP	MCG	7.0
6.0	6.4	6.1	6.9	7.8	6	**WRMM** *AC*	*101.3 27kw*	5	7	3	4	4	5	82	DORTON	CHR	5.9
8.0	6.9	6.4	6.2	5.9	7	**WZSH** *B/EZ*	*95.1 50kw*	8	15	10	9	9	4	97	GREAT LAKES	REP	3.6
3.9	5.9	3.9	4.6	4.6	8	**WDKX** *UC*	*103.9 .8kw*	9	3	6	7	8	10	79	MONROE	ROS	8.5
5.8	4.5	4.0	7.0	4.3	9	**WKLX** *Gold*	*98.9 50kw*	7	6	7	6	6	7	54	ONTARIO SHORE	DUR	4.9
2.7	3.2	2.9	2.2	3.4	10	**WEZO** *Nost*	*990 5-2.5kw*	10	18	17	10	10	9	92	DORTON	CHR	1.4

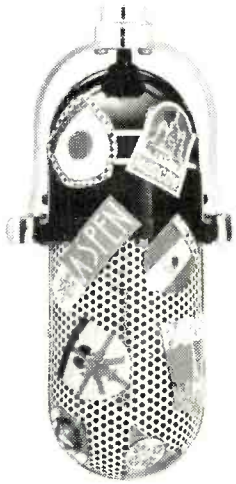
DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF	1 WCMF	1 WCMF	1 WPXY-FM	1 WCMF	1 WVOR
2 WPXY-FM	2 WPXY-FM	2 WVOR	2 WCMF	2 WVOR	2 WBEE
3 WBEE	3 WRMM	3 WPXY-FM	3 WRMM	3 WBEE	3 WRMM
4 WVOR	4 WVOR	4 WBEE	4 WVOR	4 WRMM	4 WCMF
5 WRMM	5 WDKX	5 WRMM	5 WBEE	5 WPXY-FM	5 WPXY-FM
6 WDKX	6 WKLX	6 WKLX	6 WKLX	6 WHAM	6 WKLX
7 WHAM	7 WBEE	7 WHAM	7 WDKX	7 WKLX	7 WDKX
8 WKLX	8 WZSH	8 WDKX	8 WZSH	8 WDKX	8 WZSH
9 WMJQ	9 WHAM	9 WZSH	9 WHAM	9 WZSH	9 WHAM
10 WGR-FM	10 WMJQ	10 WGR-FM	10 WEZO	10 WEZO	10 WEZO

FORMAT REACH



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#31 SACRAMENTO

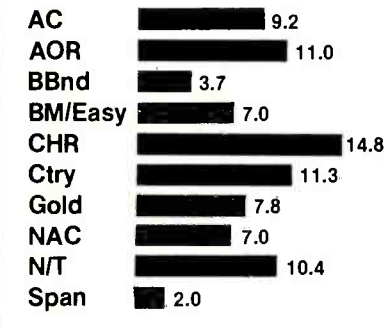
POPULATION: **1,157,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	8.9	7.8	8.8	8.8	1	KFBK N/T	1530 50kw	2	9	11	9	6	1	83	GROUP W	G/W	8.5
8.0	7.5	5.5	9.0	7.1	2	KRAK-FM Ctry	105.1 50kw	6	6	7	1	2	3	85	EZ	KATZ	8.4
10.1	11.4	8.7	7.5	7.0	3	KCTC B/EZ	96.1 50kw	7	8	12	12	7	2	87	TRIBUNE	CHR	3.4
1.1	0.0	2.7	4.3	7.0	4	KQPT NAC	100.5 115kw	8	10	5	3	1	4	89	DUCHOSSOIS	REP	5.2
8.0	8.1	6.9	6.8	5.9	5	KXOA-FM AC	107.9 50kw	3	7	4	2	3	6	58	BROWN	BAN	5.3
4.1	6.7	5.8	5.8	5.8	6	KRXQ AOR	93.7 25kw	9	4	1	5	12	20	77	FULLER-JEFFREY	TOR	10.4
4.7	4.0	5.4	5.3	5.5	7	KROY CHR	96.9 50kw	4	1	6	8	9	15	65	GREAT AMERICAN	HNWH	4.6
6.4	5.1	6.2	5.6	5.2	8	KSFM CHR	102.5 50kw	1	3	3	7	11	16	49	GENESIS	MMR	8.8
7.2	7.0	7.3	6.2	5.2	9	KZAP AOR	98.5 50kw	10	13	2	4	5	9	68	NATIONWIDE	MCG	7.0
2.2	2.7	4.1	4.2	5.1	10	KHYL Gold	101.1 36.3kw	11	11	9	6	4	7	68	PARKER	EAST	5.6
3.1	3.4	3.4	3.5	4.2	11	KRAK Ctry	1140 50kw	13	16	14	13	8	5	78	EZ	KATZ	2.8
6.2	6.5	4.6	3.5	4.1	12	KWOD CHR	106.5 50kw	5	2	8	10	14	18	49	ROYCE INTL	CBS	3.9
3.0	3.7	3.1	3.0	3.3	13	KAER AC	92.5 50kw	12	5	10	11	10	17	59	GROUP W	G/W	3.9
2.1	1.9	2.8	2.5	2.7	14	KXOA BBnd	1470 5-1kw	15	25	23	20	19	8	86	BROWN	BAN	.9
1.9	1.8	1.5	1.2	2.0	15	KRCX Span	1110 5-.5kw	20	18	13	14	13	10	123	FULLER-JEFFREY	LOTU	.7
1.7	1.0	1.4	1.8	1.6	16	KGO N/T	810 50kw	16	24	21	18	17	11	54	CAP CITIES/ABC	BAN	1.8
1.1	0.9	1.4	1.5	1.4	17	KGNR Gold	1320 5kw	14	15	18	15	15	12	42	TRIBUNE	CHR	.8
2.3	1.0	1.6	1.1	1.3	18	KSMJ Gold	1380 5kw	17	21	15	16	16	13	53	GENESIS	MMR	.8
0.5	0.8	0.7	0.7	1.0	19	KFRC Nost	610 5kw	23	23	25	25	23	14	77	RKO GENERAL	REP	.7

DEMOGRAPHIC RANK

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

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#15 ST. LOUIS

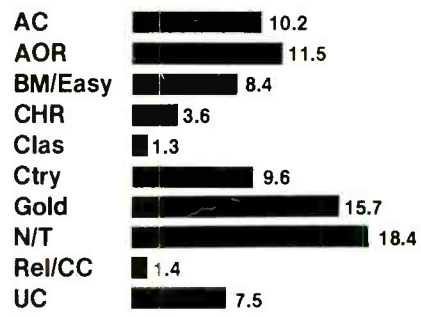
POPULATION: **2,037,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.1	21.3	25.0	23.5	17.1	1	**KMOX** *Talk*	*1120 50kw*	1	9	8	3	1	1	94	CBS	CBS	18.6
9.9	10.0	9.5	9.9	9.9	2	**KSHE** *AOR*	*94.7 100kw*	2	4	1	1	2	7	89	EMMIS	KATZ	13.2
7.1	6.9	6.0	7.0	8.4	3	**KEZK** *B/EZ*	*102.5 100kw*	4	11	7	7	4	2	91	ADAMS	MMR	5.1
3.8	5.3	5.3	5.6	6.8	4	**KSD** *CR*	*93.7 100kw*	5	6	2	2	3	9	79	GANNETT	MCG	5.7
8.2	7.0	6.4	5.6	6.5	5	**KMJM** *UC*	*107.7 100kw*	10	2	3	4	9	12	114	KEYMARKET	CHR	9.9
4.9	6.0	4.8	5.4	5.8	6	**KLOU** *Gold*	*103.3 100kw*	3	1	5	6	7	5	61	CBS	CBS	5.7
4.2	5.4	6.2	5.3	5.8	7	**WIL-FM** *Ctry*	*92.3 100kw*	8	5	11	8	5	3	83	HERITAGE MEDIA	BAN	6.3
3.9	5.0	4.0	2.9	5.1	8	**KYKY** *AC*	*98.1 100kw*	7	8	4	5	6	6	73	EZ	MMR	5.2
3.0	3.0	3.2	3.7	3.6	9	**WKBQ** *CHR*	*106.5 38.5kw*	6	3	6	10	14	17	47	MACDONALD	REP	5.8
3.2	2.0	3.7	2.5	3.5	10	**KRJY** *AC*	*96.3 100kw*	9	13	9	9	8	4	59	RICHARD MILLER	BAN	2.6
1.7	1.8	2.1	3.0	2.4	11	**WKKX** *Ctry*	*104.1 50kw*	11	24	13	11	10	8	73	GATEWAY RADIO	--	2.2
2.1	2.2	1.9	1.6	2.0	12	**KATZ** *Gold*	*1600 5kw*	19	15	16	13	11	10	95	UNITY	K/P	2.4
2.6	2.0	2.3	1.5	1.6	13	**WMRY** *AOR*	*101.1 50kw*	13	26	10	12	12	22	58	RIVER CITIES	TOR	.8
0.0	0.9	1.3	1.7	1.6	14	**KSTZ** *AC*	*105.7 100kw*	12	10	12	14	13	20	53	LEWIS	TOR	.8
1.8	1.6	1.8	1.7	1.4	15	**KUSA** *Ctry*	*550 5kw*	14	23	26	20	16	11	51	GANNETT	MCG	2.0
1.4	1.1	1.1	1.2	1.4	16	**WESL** *Rel*	*1490 .7-1kw*	23	12	22	21	19	15	97	WILLIS	K/P	.5
1.2	1.3	1.0	1.1	1.3	17	**KFUO-FM** *Clas*	*99.1 100kw*	15	19	18	19	17	14	49	LCMS	CMBS	.6
0.5	0.5	0.4	0.6	1.3	18	**KXOK** *N/T*	*630 5kw*	17	22	21	22	22	16	57	CHESTER	HNWH	.5
2.0	1.0	1.8	1.5	1.1	19	**KGLD** *Gold*	*1380 5-1kw*	16	14	19	15	15	13	48	CHASE	REP	1.0
1.2	1.0	1.0	1.8	1.0	20	**KATZ-FM** *UC*	*100.3 50kw*	18	7	14	17	21	25	50	UNITY	K/P	1.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX
2 KSD	2 KMJM	2 KSD	2 KYKY	2 KSHE	2 KEZK
3 KMJM	3 KSD	3 KMOX	3 KMJM	3 KSD	3 KYKY
4 KMOX	4 KYKY	4 KMJM	4 KSD	4 WIL-FM	4 WIL-FM
5 KYKY	5 KLOU	5 KLOU	5 KEZK	5 KEZK	5 KSD
6 WKBQ	6 WKBQ	6 KYKY	6 KLOU	6 KLOU	6 KSHE
7 KLOU	7 KEZK	7 WIL-FM	7 KMOX	7 KYKY	7 KLOU
8 WMRY	8 KRJY	8 KEZK	8 WIL-FM	8 KRJY	8 KRJY
9 KEZK	9 KSTZ	9 KRJY	9 KRJY	9 KMJM	9 KMJM
10 WIL-FM	10 WIL-FM	10 WMRY	10 WKBQ	10 WKKX	10 WKKX

FORMAT REACH



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#38 SALT LAKE CITY-OGDEN-PROVO

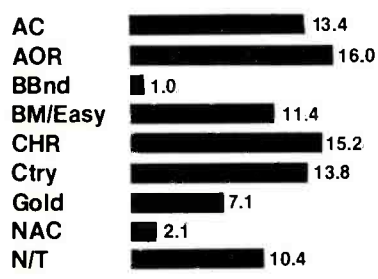
POPULATION: **999,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.0	9.8	7.9	7.0	10.0	1	**KSFI** *B/EZ*	*100.3 26kw*	5	7	9	4	2	1	87	SIMMONS FAMILY	CBS	4.0
10.8	8.9	9.0	11.4	9.6	2	**KKAT** *Ctry*	*101.9 26kw*	4	6	3	1	1	2	83	BROWN	BAN	10.4
7.2	7.8	10.6	9.3	7.9	3	**KISN** *CHR*	*97.1 26kw*	3	2	2	2	4	9	67	SUN MOUNTAIN	MCG	8.1
7.8	8.4	9.3	8.3	7.3	4	**KCPX** *CHR*	*98.7 40kw*	2	1	4	5	9	10	56	PRICE BR.	KATZ	10.4
9.3	7.9	7.2	7.4	7.0	5	**KSL** *Talk*	*1160 50kw*	1	22	10	7	3	3	49	BONNEVILLE INTL	MMR	8.6
6.9	7.8	8.9	7.6	6.3	6	**KRSP-FM** *AOR*	*103.5 27.5kw*	6	3	1	3	6	11	58	CARLSON COM INT	DUR	9.8
6.8	5.2	6.1	8.3	4.2	7	**KSOP-A/F** *Ctry*	*1370/104.3 5-.5kw/25kw*	7	11	14	12	10	4	59	KSOP, INC.	MMR	5.1
2.1	3.4	2.6	2.2	4.1	8	**KBER** *AOR*	*106.5 100kw*	10	4	5	8	17	28	74	DEVINE	TOR	4.1
3.2	4.3	4.0	3.6	4.0	9	**KMGR** *AC*	*107.5 100kw*	11	27	7	6	5	7	82	TRANSCOLUMBIA	HNWH	2.7
3.3	3.9	2.1	2.4	3.7	10	**KALL** *AC*	*910 5-1kw*	8	18	18	13	11	5	61	COM. INVESTMENT	EAST	4.2
1.6	2.5	2.8	1.8	3.4	11	**KTKK** *Talk*	*630 1-.5kw*	14	17	23	21	13	6	99	D&B	--	3.2
1.7	2.2	2.5	3.4	3.3	12	**KLZX** *Gold*	*93.3 26kw*	12	26	6	9	8	16	69	COOK INLET	CHR	4.4
5.0	3.7	3.6	3.2	3.2	13	**KLCY** *AC*	*94.1 40kw*	9	10	11	11	10	8	58	COM. INVESTMENT	EAST	2.4
0.0	0.4	1.4	2.8	3.2	14	**KJQN** *AOR*	*95.5 100kw*	15	5	8	12	19	24	97	SGS	--	4.3
2.0	3.0	2.1	1.8	2.1	15	**KDAB** *NAC*	*101.1 25kw*	16	24	12	14	12	12	72	ALBIMAR	HNWH	2.1
1.3	0.8	0.8	1.0	1.5	16	**KUTR** *AC*	*860 50-1kw*	18	12	15	16	14	15	59	SUNRISE MEDIA	CHR	.7
1.2	0.6	1.0	1.7	1.5	17	**KRSP** *Gold*	*1060 10-1kw*	17	15	20	15	16	13	56	CARLSON COM INT	DUR	1.1
1.0	0.4	0.8	0.0	1.4	18	**KFAM** *B/EZ*	*700 50-1kw*	26	31	31	31	31	17	106	GENERAL		--
0.0	1.0	1.2	0.8	1.3	19	**KZQQ** *AOR*	*1550 10-.5kw*	25	8	13	19	27	31	86	KARGO	CHR	.8
1.6	1.3	1.7	1.6	1.2	20	**KRPN** *Gold*	*107.9 100kw*	20	14	22	17	15	14	57	KARGO	CHR	.2
1.6	1.4	1.2	2.0	1.1	21	**KZOL** *Gold*	*96.1 55kw*	13	13	17	18	18	21	31	COOK INLET	HNWH	1.0
1.3	0.8	0.9	1.7	1.1	22	**KKGB** *AOR*	*97.9 26kw*	19	9	16	20	22	27	42	UTAH RADIO	CHR	.5
1.9	1.7	1.0	1.6	1.0	23	**KDYL** *BBnd*	*1280 5-.5kw*	21	29	30	30	29	19	57	SIMMONS FAMILY	CBS	1.3
0.0	0.7	0.4	0.0	1.0	24	**KSRR** *AC*	*1400 1kw*	23	19	29	28	26	20	64	POSITIVE COMM	EAST	.5

DEMOGRAPHIC RANK

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

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#36 SAN ANTONIO

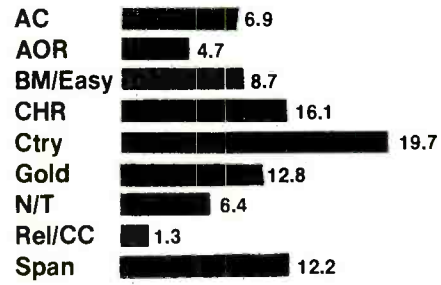
POPULATION: **1,027,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.4	6.6	7.7	5.8	10.3	1	KCYY Ctry	100.3 100kw	1	5	1	1	1	1	92	NEWCITY	KATZ	9.5
7.7	8.3	8.6	4.8	7.6	2	KQXT B/EZ	101.9 100kw	6	25	12	9	5	2	101	GROUP W	G/W	4.4
7.7	8.0	9.1	9.2	7.0	3	KITY CHR	92.9 100kw	2	1	4	6	14	17	69	GENESIS	CHR	12.7
9.7	4.9	8.4	6.0	7.0	4	KCOR Span	1350 5kw	15	18	11	10	6	3	155	TICHENOR MEDIA	KATZ	3.7
6.2	5.6	4.6	6.4	6.4	5	WOAI N/T	1200 50kw	5	24	14	13	9	4	83	CLEAR CHANNEL	HNWH	4.9
8.0	8.2	8.0	6.8	5.7	6	KTFM CHR	102.7 100kw	3	2	6	7	7	11	61	WATERMAN	BAN	8.7
5.2	5.5	4.4	4.6	5.5	7	KAJA Ctry	97.3 100kw	4	7	7	3	2	5	69	CLEAR CHANNEL	HNWH	6.4
3.1	2.8	3.6	5.1	5.4	8	KSMG Gold	105.3 100kw	8	8	5	2	4	7	75	AMERICAN MEDIA	CBS	5.4
8.4	7.6	6.9	5.6	4.7	9	KISS AOR	99.5 100kw	7	4	2	5	11	19	63	ADAMS	MMR	8.6
3.0	4.1	3.8	3.3	4.5	10	KZEP CR	104.5 100kw	10	9	3	4	3	13	79	LOTUS	TOR	4.7
3.8	2.6	2.9	4.3	3.9	11	KKYX Ctry	680 50-10kw	14	15	18	16	13	6	85	NEWCITY	KATZ	3.8
2.8	3.2	1.4	2.0	3.5	12	KTSA AC	550 5kw	12	10	17	15	12	8	69	WATERMAN	BAN	2.3
2.9	2.7	2.7	3.2	3.4	13	KSAQ CHR	96.1 100kw	9	3	9	12	21	23	51	INNER CITY	EAST	4.2
4.6	5.4	4.9	3.8	3.4	14	KMMX AC	106.7 100kw	11	22	8	8	8	12	66	VISION	G/W	2.9
2.5	5.2	4.2	4.1	2.9	15	KONO Gold	860 5-1kw	13	19	13	11	10	9	63	GENESIS	CHR	4.3
2.9	3.3	4.4	3.2	2.2	16	KZVE Span	107.5 100kw	17	12	10	14	17	16	98	TK	LOTU	.7
2.5	3.3	2.3	2.7	2.0	17	KEDA Span	1540 5-1kw	16	11	16	18	16	10	68	D&E	CAB	1.4
1.1	1.2	1.1	1.8	1.3	18	KSLR CC	630 5kw	19	16	19	19	15	14	64	SALEM MEDIA	--	2.4
0.0	0.0	0.3	1.8	1.1	19	KFAN B/EZ	101.1 100kw	18	23	21	17	18	15	54	GILLESPIE	EAST	.2
2.1	0.8	0.8	1.1	1.0	20	KSAH Span	720 10kw	20	14	15	21	20	22	60	GANADORES	CAB	.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY
2 KZEP	2 KITY	2 KISS	2 KSMG	2 KZEP	2 KCOR
3 KCYY	3 KMMX	3 KZEP	3 KTFM	3 KISS	3 KAJA
4 KSMG	4 KTFM	4 KSMG	4 KAJA	4 KAJA	4 KSMG
5 KITY	5 KSAQ	5 KAJA	5 KITY	5 KSMG	5 KTFM
6 KTFM	6 KZEP	6 KITY	6 KMMX	6 WOAI	6 KQXT
7 KAJA	7 KAJA	7 WOAI	7 KCOR	7 KQXT	7 KMMX
8 KSAQ	8 KSMG	8 KQXT	8 KSAQ	8 KONO	8 KZEP
9 KZVE	9 KCOR	9 KONO	9 KQXT	9 KKYX	9 KTSA
10 KCOR	10 KZVE	10 KTFM	10 KZEP	10 KMMX	10 KONO

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#16 SAN DIEGO

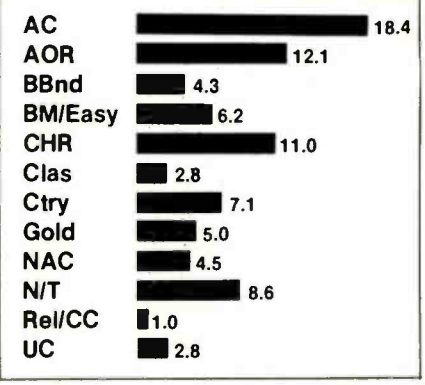
POPULATION: 1,985,100

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	8.7	9.0	8.9	9.5	1	KKLQ-A/F CHR	600/106.5 5kw/50kw	1	1	2	1	2	10	79	EDENS	CHR	10.8
7.0	6.3	9.0	7.4	7.0	2	KGB AOR	101.5 50kw	3	5	1	2	4	13	76	LOTUS	KATZ	13.5
7.3	7.8	6.1	6.3	6.3	3	KFMB-FM AC	100.7 36kw	2	2	4	3	1	7	56	MIDWEST TV	MCG	6.5
6.1	8.1	7.3	6.8	6.2	4	KSDO N/T	1130 10-5kw	5	16	19	13	11	3	80	GANNETT	DUR	6.9
8.5	7.9	6.8	6.9	6.2	5	KJQY B/EZ	103.7 36kw	6	9	25	14	10	1	85	GROUP W	G/W	4.2
5.8	4.8	3.7	5.8	5.9	6	KSON-FM Ctry	97.3 50kw	8	10	9	5	3	2	90	JEFFERSON-PILOT	BAN	4.8
4.8	5.3	7.0	7.1	5.3	7	KFMB AC	760 5kw	7	12	13	9	5	4	77	MIDWEST TV	MCG	6.5
4.9	5.4	5.2	5.2	5.1	8	XTRA-FM AOR	91.1 100kw	4	3	3	4	12	21	59	NOBLE	MMR	8.8
3.4	3.1	4.9	2.8	4.3	9	KPOP Nost	1360 5-1kw	17	6	28	19	18	5	129	BROWN	KATZ	1.2
3.6	3.4	3.1	5.4	3.6	10	KYXY AC	96.5 41kw	12	14	10	6	6	6	74	PARKER	HNWH	3.6
2.2	2.2	1.6	2.6	3.2	11	KKYY AC	94.9 22kw	9	7	5	7	9	12	61	SANDUSKY	TOR	2.7
3.4	3.6	3.6	4.1	3.0	12	KCBQ-A/F Gold	1170/105.3 50-5kw 29kw	13	18	6	8	7	11	64	ERIC CHANDLER	REP	3.3
2.9	4.7	3.4	4.7	2.9	13	KIFM NAC	98.1 28kw	10	16	12	10	8	9	57	AFC	CBS	2.7
4.1	2.8	3.2	2.2	2.8	14	XHRM UC	92.5 100kw	11	4	7	11	16	17	59	MORROW	K/P	3.4
3.2	2.8	1.9	2.7	2.8	15	KFSD Clas	94.1 100kw	14	19	19	17	14	8	69	LOTUS	HNWH	2.6
2.0	1.5	1.6	2.3	2.0	16	KGMG-FM CR	102.1 10kw	18	28	8	12	13	20	63	XHITZ, INC.	BAN	1.4
1.5	2.1	2.0	1.5	1.6	17	KSWV NAC	102.9 32kw	20	24	14	15	15	14	54	GANNETT	DUR	.7
1.0	1.4	1.8	1.1	1.5	18	XHTZ CHR	90.3 100kw	15	8	11	16	17	36	39	XHITZ, INC.	--	1.4
1.9	1.6	1.6	1.7	1.4	19	KNX News	1070 50kw	19	23	31	30	22	16	44	CBS	CBS	1.0
1.3	1.3	0.7	0.9	1.2	20	KSON Ctry	1240 1kw	21	22	39	26	20	15	60	JEFFERSON-PILOT	BAN	1.2
2.1	1.0	1.4	1.0	1.0	21	XTRA N/T	690 50kw	16	30	24	21	19	18	30	NOBLE	MMR	.4
0.0	0.4	0.5	0.0	1.0	22	KPRZ Rel	1210 10-1kw	22	27	22	24	23	19	69	SALEM	--	--

DEMOGRAPHIC RANK

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

FORMAT REACH



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#4 SAN FRANCISCO

POPULATION: **4,954,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	6.8	8.4	7.1	8.3	1	**KGO** *N/T*	*810 50kw*	1	16	14	5	1	1	73	CAP CITIES/ABC	BAN	8.7
4.9	6.1	5.7	5.8	5.6	2	**KMEL** *CHR*	*106.1 69kw*	4	1	1	1	8	17	74	CENTURY	CHR	6.8
5.4	4.7	5.4	4.7	5.0	3	**KCBS** *N/T*	*740 50kw*	2	29	18	11	7	3	52	CBS	CBS	3.5
4.8	5.8	6.2	5.6	4.7	4	**KABL-A/F** *B/EZ*	*960/98.1 5kw/100kw*	7	26	28	19	9	2	83	SHAMROCK	CHR	3.7
3.8	3.2	4.5	3.3	4.2	5	**KOIT-A/F** *AC*	*1260/96.5 5-1kw/33kw*	4	8	9	4	2	4	59	BONNEVILLE INT	TOR	2.6
2.7	3.5	3.6	4.0	3.9	6	**KIOI** *AC*	*101.3 125kw*	5	7	3	2	3	6	60	FAIRMOUNT	DUR	3.2
2.8	3.1	3.5	4.4	3.7	7	**KSFO/KYA** *Gold*	*560/93.3 5kw/7.5kw*	3	22	10	3	4	5	46	KING	MMR	3.1
3.3	4.3	2.8	3.4	3.4	8	**KFRC** *Nost*	*610 5kw*	11	32	44	34	21	7	78	RKO GENERAL	REP	3.1
1.3	1.1	1.8	1.7	3.0	9	**KKHI-A/F** *Clas*	*1550/95.7 10.5kw/8.5kw*	18	17	20	20	19	11	83	BUCKLEY	HNWH	2.2
3.0	3.3	2.8	2.4	3.0	10	**KITS** *CHR*	*105.3 15kw*	h4	2	4	9	15	35	77	ENTERCOM	REP	2.7
2.9	2.4	1.9	2.5	2.9	11	**KBLX-A/F** *NAC*	*1400/102.9 1kw/6.6k*	9	25	5	7	6	9	64	INNER CITY	HNWH	2.3
1.9	2.4	2.4	2.0	2.9	12	**KDFC-A/F** *Clas*	*1220/102.1 5kw/33 kw*	16	15	15	18	14	14	76	SUNDIAL	CMBS	1.2
1.7	2.5	2.9	2.6	2.9	13	**KRQR** *AOR*	*97.3 82kw*	12	10	2	6	9	27	67	CBS	CBS	2.9
4.7	4.4	3.7	3.3	2.8	14	**KSOL** *UC*	*107.7 8.9kw*	8	3	7	10	17	16	57	UNITED	MMR	6.1
2.7	2.4	2.4	2.2	2.7	15	**KKSF** *NAC*	*103.7 7.8kw*	15	40	6	8	5	13	70	BROWN	BAN	2.2
3.1	2.1	3.6	4.3	2.2	16	**KNBR** *AC*	*680 50kw*	13	24	27	19	16	12	51	NBC	MCG	2.3
2.8	2.3	2.7	2.7	2.2	17	**KXXX** *CHR*	*99.7 45kw*	10	5	11	11	18	23	48	EMMIS	MCG	1.6
3.4	3.2	2.9	2.3	2.2	18	**KSAN** *Ctry*	*94.9 30kw*	17	44	17	12	9	8	57	MALRITE	KATZ	2.8
1.8	2.8	2.0	1.7	2.0	19	**KBAY** *B/EZ*	*100.3 14.5kw*	20	51	38	25	20	10	72	UNITED	MMR	1.2
2.1	2.2	1.7	2.1	1.8	20	**KFOG** *AOR*	*104.5 7.9kw*	19	23	13	13	12	18	57	SESQUEHANNA	EAST	2.8
0.8	1.3	1.2	1.6	1.6	21	**KSJO** *AOR*	*92.3 50kw*	21	14	12	16	20	34	62	NARRAGANSETT	KATZ	2.7
1.1	1.5	1.4	1.7	1.6	22	**KOME** *AOR*	*98.5 12.5kw*	22	13	8	15	22	37	63	INFINITY	TOR	2.2
0.9	0.6	1.5	1.4	1.2	23	**KHQT** *CHR*	*97.7 1.65kw*	24	4	21	30	38	39	58	ANAHEIM	HNWH	1.8
1.1	1.1	1.0	1.2	1.2	24	**KIQI** *Span*	*1010 10-.5kw*	34	42	25	29	27	20	101	ORO SPANISH	CAB	.8
0.5	0.6	0.7	0.9	1.1	25	**KEZR** *AC*	*106.5 50kw*	30	35	16	21	23	24	67	ALTA	CHR	1.3
1.4	1.5	1.4	1.6	1.1	26	**KNEW** *Ctry*	*910 5kw*	23	46	34	28	25	15	52	MALRITE	KATZ	1.9
1.0	1.1	0.8	1.1	1.0	27	**KARA** *AC*	*105.7 50kw*	27	21	19	22	26	26	51	EMPIRE	EAST	.8
1.7	1.7	1.1	0.7	1.0	28	**KWSS** *CHR*	*94.5 .15kw*	25	6	22	26	33	33	47	NATIONWIDE	MCG	1.2

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#29 SAN JOSE

POPULATION: **1,198,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	7.2	7.7	6.8	8.0	1	**KGO** N/T	810 50kw	1	13	9	4	1	2	68	CAP CITIES/ABC	BAN	6.9
4.6	4.1	4.6	4.6	6.3	2	**KCBS** N/T	740 50kw	2	23	14	8	4	3	61	CBS	CBS	3.4
4.7	9.7	6.8	4.5	6.2	3	**KBAY** B/EZ	100.3 14.5kw	3	26	22	9	2	1	84	UNITED BR. CO.	MMR	3.8
2.8	4.5	3.1	5.3	4.7	4	**KSJO** AOR	92.3 50kw	7	8	1	1	8	20	71	NARRAGANSETT	KATZ	7.0
3.2	2.5	6.0	5.6	4.4	5	**KHQT** CHR	97.7 1.65kw	5	1	8	12	18	30	64	AHAHEIM	HNWH	6.7
3.1	2.5	2.5	3.5	4.4	6	**KIOI** AC	101.3 125kw	6	9	3	3	3	4	66	FAIRMOUNT	DUR	2.6
3.0	4.6	3.8	4.1	4.3	7	**KOME** AOR	98.5 12.5kw	8	7	2	2	10	24	66	INFINITY	TOR	5.8
6.4	6.5	4.9	2.7	3.6	8	**KWSS** CHR	94.5 1.15kw	4	3	7	7	13	16	52	NATIONWIDE	MCG	4.4
1.7	2.3	2.7	3.4	3.6	9	**KEZR** AC	106.5 50kw	12	21	5	6	5	5	67	ALTA	CHR	3.4
3.8	3.9	3.0	3.8	3.5	10	**KARA-FM** AC	105.7 50kw	10	16	6	5	6	8	57	EMPIRE	EAST	3.3
2.3	2.0	2.5	2.6	3.1	11	**KITS** CHR	105.3 15kw	15	4	4	11	24	38	77	ENTERCOM	REP	3.1
2.7	2.5	3.2	3.0	2.7	12	**KOIT-A/F** AC	1260/96.5 5-1kw/33kw	9	15	15	13	9	7	43	BONNEVILLE INTL	TOR	1.7
3.4	3.8	3.6	2.8	2.6	13	**KMEL** CHR	106.1 69kw	13	2	11	17	26	38	58	CENTURY	CHR	4.4
1.2	1.6	2.3	1.3	2.5	14	**KKSF** NAC	103.7 7.8kw	19	33	10	10	7	10	70	BROWN	BAN	1.7
1.9	1.4	1.4	1.7	2.5	15	**KLIV** BBnd	1590 5kw	23	40	39	35	35	17	92	EMPIRE	EAST	1.9
1.3	1.7	1.4	2.1	2.3	16	**KBRG** Span	104.9 3kw	29	11	13	14	20	22	115	RADIO AMERICA	LOTU	1.4
3.9	2.8	2.2	2.2	2.2	17	**KSOL** UC	107.7 8.9kw	17	5	12	17	19	26	57	UNITED	MMR	3.6
1.7	2.1	2.0	2.8	2.1	18	**KSFO/KYA** Gold	560/93.3 5kw/7.5kw	11	20	16	15	11	14	37	KING	MMR	2.2
1.7	2.1	2.0	1.9	2.0	19	**KDFC-A/F** Clas	1220/102.1 5-.15kw/33kw	22	35	28	22	16	11	62	SUNDIAL	CMBS	.8
4.4	2.5	3.6	2.2	2.0	20	**KSAN** Ctry	94.9 30kw	14	27	25	16	12	6	47	MALRITE	KATZ	3.1
2.5	1.5	2.9	4.2	1.9	21	**KNBR** AC	680 50kw	16	25	24	20	15	9	48	NBC	MCG	1.6
0.8	1.9	1.3	1.1	1.8	22	**KFOG** AOR	104.5 7.9kw	28	24	17	19	14	13	78	SUSQUEHANA	EAST	1.1
3.0	1.7	1.7	2.7	1.7	23	**KEEN** Ctry	1370 5kw	24	45	31	28	21	15	67	UNITED BR. CO.	MMR	1.9
1.3	1.4	2.0	1.9	1.4	24	**KBLX-A/F** NAC	1400/102.9 1kw/6.6kw	20	44	20	20	15	18	43	INNER CITY	HNWH	2.5
2.3	1.4	1.8	1.4	1.3	25	**KABL-A/F** B/EZ	960/98.1 5kw/100kw	26	39	30	31	27	19	53	SHAMROCK BR.	CHR	1.3
3.5	3.2	2.2	2.3	1.3	26	**KATD** CHR	95.3 .375kw	18	6	20	24	31	32	34	ETHNIC	DUR	2.2
0.3	0.6	0.7	0.8	1.3	27	**KFAX** Rel	1100 50kw	35	29	29	29	29	23	81	SALEM	—	.8
2.0	2.5	2.5	2.2	1.2	28	**KXXX** CHR	99.7 45kw	20	12	15	26	30	27	34	EMMIS	MCG	1.3
1.2	0.9	0.9	1.5	1.2	29	**KFRC** Nost	610 5kw	27	36	40	39	37	25	53	RKO GENERAL	REP	1.2
2.0	1.1	1.1	1.0	1.2	30	**KLOK** AC	1170 50-5kw	32	19	18	23	22	28	65	DAVIS-WEAVER	LOTU	.7
0.8	0.9	0.8	1.2	1.1	31	**KKHI-A/F** Clas	1550/95.7 10.5kw/8.5kw	25	31	36	30	28	12	44	BUCKLEY	HNWH	.8
0.8	0.5	1.2	0.6	1.1	32	**KHTT** CHR	1500 10-5kw	33	18	21	25	23	30	64	NARRAGANSETT	KATZ	1.3
0.7	1.0	0.8	1.2	1.1	33	**KLRS-FM** NAC	99.1 24kw	31	28	27	27	25	21	57	FULLER-JEFFREY	MCG	.8

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#35 RIVERSIDE-SAN BERNARDINO

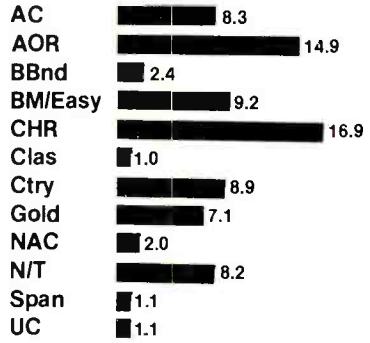
POPULATION: **1,074,800**

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DEMOGRAPHIC RANK

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

FORMAT REACH



#4 SAN FRANCISCO

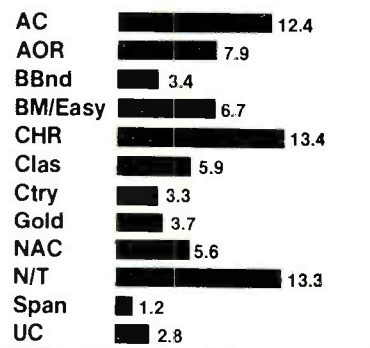
POPULATION: **4,954,500**

Continued from Page 185

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMEL	1 KMEL	1 KMEL	1 KIOI	1 KGO	1 KIOI
2 KRQR	2 KIOI	2 KRQR	2 KMEL	2 KCBS	2 KOIT-FM
3 KITS	3 KRQR	3 KGO	3 KOIT-FM	3 KIOI	3 KGO
4 KSJO	4 KSOL	4 KIOI	4 KGO	4 KKSF	4 KBLX-FM
5 KOME	5 KBLX-FM	5 KITS	5 KBLX-FM	5 KRQR	5 KMEL
6 KIOI	6 KITS	6 KKSF	6 KKSF	6 KOIT-FM	6 KKSF
7 KKSF	7 KOIT-FM	7 KBLX-FM	7 KSOL	7 KBLX-FM	7 KABL-FM
8 KFOG	8 KXXX	8 KSJO	8 KRQR	8 KMEL	8 KCBS
9 KBLX-FM	9 KKSF	9 KCBS	9 KXXX	9 KFOG	9 KSAN
10 KGO	10 KEZR	10 KFOG	10 KITS	10 KITS	10 KSOL

FORMAT REACH



#29 SAN JOSE

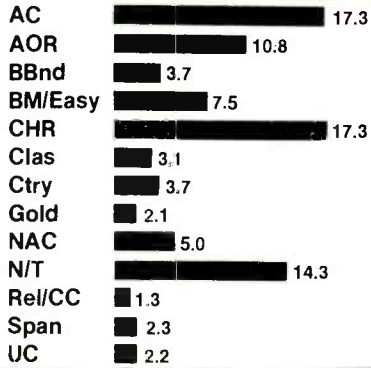
POPULATION: **1,198,600**

Continued from Page 186

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO	1 KIOI	1 KSJO	1 KIOI	1 KGO	1 KIOI
2 KOME	2 KARA	2 KOME	2 KARA	2 KCBS	2 KBAY
3 KITS	3 KEZR	3 KGO	3 KEZR	3 KBAY	3 KGO
4 KGO	4 KWSS	4 KCBS	4 KWSS	4 KOME	4 KEZR
5 KEZR	5 KHQT	5 KITS	5 KGO	5 KSJO	5 KARA
6 KCBS	6 KOME	6 KEZR	6 KBAY	6 KKSF	6 KCBS
7 KWSS	7 KGO	7 KKSF	7 KHQT	7 KEZR	7 KKSF
8 KBRG	8 KSJO	8 KARA	8 KSJO	8 KARA	8 KSAN
9 KHQT	9 KITS	9 KBRG	9 KOIT-FM	9 KIOI	9 KSJO
10 KARA	10 KOIT-FM	10 KBAY	10 KSAN	10 KFOG	10 KOIT-FM

FORMAT REACH



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#14 SEATTLE-TACOMA

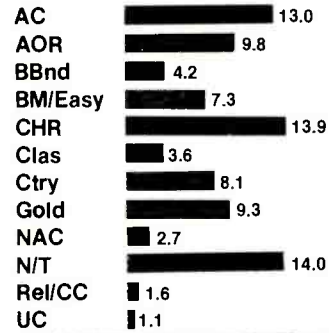
POPULATION: **2,131,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.3	8.9	10.4	10.6	11.0	1	**KIRO** N/T	710 50kw	1	12	5	2	1	1	66	BONNEVILLE INTL	TOR	7.2
6.3	9.4	7.9	9.1	8.1	2	**KUBE** CHR	93.3 100kw	2	2	1	1	3	15	64	COOK INLET	MMR	10.5
5.5	5.5	7.7	6.3	5.8	3	**KPLZ** CHR	101.5 100kw	4	1	4	5	17	19	62	GOLDEN WEST	DUR	7.7
5.9	4.6	5.4	6.0	5.5	4	**KMPS-A/F** Ctry	1300/94.1 5kw/100kw	5	11	12	7	2	2	70	EZ	MCG	6.7
5.4	5.5	4.7	4.7	5.5	5	**KOMO** AC	1000 50kw	3	13	17	12	5	3	58	FISHER	KATZ	4.8
4.6	4.5	4.3	3.7	4.3	6	**KXRX** AOR	96.5 81kw	7	5	3	3	6	18	66	SHAMROCK BR.	KATZ	5.3
3.8	3.6	4.1	4.6	4.2	7	**KIXI** BBnd	880 50-10kw	10	23	27	24	24	7	87	NOBLE	REP	3.5
4.2	6.1	3.8	4.2	4.2	8	**KBRD** B/EZ	103.7 100kw	17	18	21	17	11	4	96	ENTERCOM	REP	1.4
3.8	4.7	4.8	5.7	4.1	9	**KISW** AOR	99.9 100kw	6	4	2	4	12	23	63	NATIONWIDE	MCG	7.3
3.4	2.4	2.4	3.9	3.6	10	**KING-FM** Clas	98.1 100kw	9	19	18	15	13	6	68	KING	MMR	3.1
3.1	1.9	3.3	3.9	3.3	11	**KBSG** Gold	97.3 100kw	8	6	8	6	4	8	54	VIACOM	TOR	3.4
4.2	3.9	3.3	3.4	3.1	12	**KSEA** B/EZ	100.7 100kw	16	17	25	22	19	5	70	BONNEVILLE INTL	TOR	2.1
1.7	2.0	1.8	2.2	3.0	13	**KING** N/T	1090 50kw	14	27	22	21	18	9	67	KING	MMR	2.3
2.4	2.6	1.8	1.9	2.7	14	**KLTX** AC	95.7 100kw	12	15	10	10	9	12	57	ACKERLY	HNWH	1.5
2.3	1.7	1.5	2.7	2.7	15	**KNUA** NAC	106.9 100kw	18	22	6	9	7	17	69	GANNETT	DUR	2.1
2.4	3.9	3.3	3.3	2.6	16	**KMGI** AC	107.7 100kw	13	14	11	8	8	10	58	NOBLE	REP	2.0
4.4	2.7	2.2	3.4	2.6	17	**KRPM-A/F** Ctry	770/106.1 1kw/100kw	20	26	13	16	15	14	72	HERITAGE MEDIA	CHR	3.0
3.0	3.2	2.8	2.5	2.4	18	**KZOK** CR	102.5 100kw	11	10	7	11	10	21	52	SRO	BAN	3.1
2.9	3.8	2.7	2.0	2.2	19	**KLSY** AC	92.5 100kw	15	8	9	13	14	20	49	SANDUSKY	BAN	2.7
2.5	2.2	2.6	1.9	2.0	20	**KVI** Gold	570 5kw	19	9	20	14	16	11	52	GOLDEN WEST	DUR	1.7
1.7	2.1	2.3	1.1	1.6	21	**KCMS** CC	105.3 115kw	22	3	14	18	22	24	55	CHRISTA	RSS	2.4
2.3	2.3	2.1	1.4	1.6	22	**KJR** CR	950 5kw	21	16	19	20	20	16	44	ACKERLY	HNWH	1.5
2.4	1.9	1.9	1.2	1.4	23	**KEZX-A/F** AOR	1150/98.9 5kw/100kw	23	29	15	19	21	22	51	PARK	REP	1.8
0.9	0.7	1.1	0.5	1.1	24	**KKFX** UC	1250 5kw	24	7	16	23	25	27	71	RADIO HOLDINGS	HNWH	1.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KXRX	1 KUBE	1 KIRO	1 KUBE	1 KIRO	1 KUBE
2 KISW	2 KPLZ	2 KXRX	2 KPLZ	2 KBSG	2 KOMO
3 KUBE	3 KISW	3 KISW	3 KMGI	3 KXRX	3 KIRO
4 KIRO	4 KLSY-FM	4 KUBE	4 KOMO	4 KNUA	4 KMPS-FM
5 KNUA	5 KXRX	5 KBSG	5 KIRO	5 KUBE	5 KMGI
6 KZOK	6 KMGI	6 KZOK	6 KLTX	6 KZOK	6 KSEA
7 KPLZ	7 KCMS	7 KNUA	7 KLSY-FM	7 KISW	7 KBRD
8 KBSG	8 KIRO	8 KPLZ	8 KISW	8 KOMO	8 KBSG
9 KLTX	9 KLTX	9 KLTX	9 KBSG	9 KMPS-FM	9 KLTX
10 KMPS-FM	10 KBSG	10 KVI	10 KXRX	10 KLTX	10 KLSY-FM

FORMAT REACH



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#21 TAMPA-ST. PETERSBURG-CLEARWATER

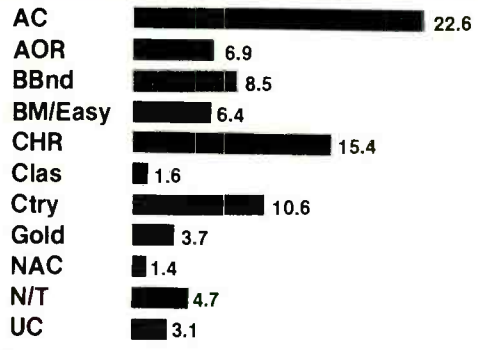
POPULATION: **1,756,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	17.4	17.1	16.6	15.4	1	**WRBQ-A/F** *CHR*	*1380/104.7 5kw/100kw*	1	1	1	1	1	1	93	EDENS	CHR	19.4
10.8	10.5	9.6	5.9	9.4	2	**WWRM** *AC*	*107.3 100kw*	2	10	6	4	4	2	94	COX	REP	6.7
8.0	8.7	8.2	6.9	7.9	3	**WQYK-A/F** *Ctry*	*1010/99.5 50kw/100kw*	4	6	7	5	2	3	110	INFINITY	KATZ	7.3
4.8	5.9	7.0	7.4	6.9	4	**WYNF** *AOR*	*94.9 100kw*	3	2	2	2	5	13	92	CBS	CBS	10.9
3.2	3.0	3.0	5.8	6.4	5	**WDUV** *B/EZ*	*103.3 100kw*	7	13	19	20	14	7	109	SUNSHINE STATE	CHR	3.4
4.8	5.2	6.0	5.7	4.8	6	**WUSA** *AC*	*100.7 100kw*	6	8	5	3	3	5	79	GANNETT	MOG	3.9
5.1	4.4	5.9	4.7	4.7	7	**WFLA** *N/T*	*970 5kw*	9	12	12	9	10	6	91	SCONNIX	EAST	4.7
4.1	4.7	4.6	2.9	4.3	8	**WFLZ** *AC*	*93.3 100kw*	8	7	8	8	6	4	73	SCONNIX	EAST	2.5
4.0	5.2	4.0	5.9	4.1	9	**WNLT** *AC*	*95.7 100kw*	5	4	4	6	7	10	66	METROPLEX	MMR	5.4
3.2	3.8	4.0	3.8	3.7	10	**WKRL** *CR*	*97.9 100kw*	10	9	3	7	8	15	80	SANDUSKY	BAN	4.5
5.2	3.2	3.3	3.7	3.2	11	**WGUL-A/F** *BBnd*	*860/105.5 .5kw/3kw*	12	28	24	22	19	12	110	CARL MARCOCCI	MAS	4.5
2.2	2.9	2.1	3.7	2.7	12	**WDAE** *BBnd*	*1250 5kw*	14	15	28	17	16	9	104	GANNETT	MOG	3.2
2.7	3.4	3.7	2.4	2.7	13	**WSUN** *Ctry*	*620 19kw*	11	18	15	11	9	8	73	CBS	CBS	2.1
1.7	1.8	2.3	2.3	2.1	14	**WTMP** *UC*	*1150 5kw*	15	3	9	12	12	17	92	WESTERVILLE	HNWH	1.2
2.4	1.3	1.7	1.0	1.6	15	**WXCR** *Clas*	*92.5 50kw*	16	23	20	18	17	14	72	ENTERCOM	CMBS	1.1
2.2	1.8	2.0	1.6	1.4	16	**WHVE** *NAC*	*102.5 100kw*	13	29	11	10	11	11	48	SUSQUEHANNA	HNWH	3.7
0.6	0.5	0.4	1.6	1.4	17	**WLFF** *Nost*	*680 1kw*	23	25	14	19	23	22	138	CENTURY	--	--
0.5	0.0	0.4	1.0	1.2	18	**WLVU** *Nost*	*106.3 3kw*	19	14	23	28	29	21	71	PASCO PINELLA	--	--
0.8	0.7	1.4	1.1	1.0	19	**WRXB** *UC*	*1590 5kw*	22	17	10	13	15	23	95	ROLLINS	RA/L	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM
2 WRBQ-FM	2 WYNF	2 WYNF	2 WUSA	2 WYNF	2 WUSA
3 WKRL	3 WNLT	3 WKRL	3 WWRM	3 WQYK-FM	3 WWRM
4 WNLT	4 WUSA	4 WFLZ	4 WYNF	4 WFLZ	4 WQYK-FM
5 WFLZ	5 WWRM	5 WQYK-FM	5 WNLT	5 WKRL	5 WNLT
6 WQYK-FM	6 WKRL	6 WUSA	6 WQYK-FM	6 WFLA	6 WFLZ
7 WUSA	7 WQYK-FM	7 WNLT	7 WFLZ	7 WUSA	7 WYNF
8 WWRM	8 WFLZ	8 WFLA	8 WKRL	8 WWRM	8 WKRL
9 WFLA	9 WRXB	9 WWRM	9 WRXB	9 WSUN	9 WTMP
10 WTMP	10 WTMP	10 WHVE	10 WTMP	10 WNLT	10 WRXB

FORMAT REACH



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#9 WASHINGTON, DC

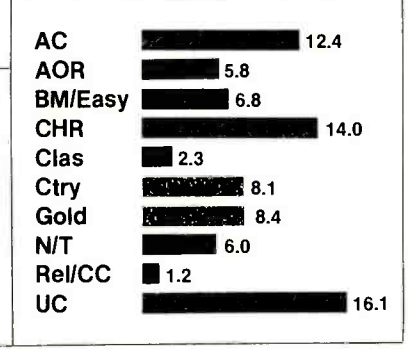
POPULATION: **3,077,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	5.7	7.3	7.6	7.1	1	**WMZQ-A/F** *Ctry*	*1390/98.7 5kw/50kw*	4	10	9	3	2	1	83	VIACOM	CHR	7.0
7.4	8.1	6.6	6.0	6.8	2	**WGAY** *B/EZ*	*99.5 21kw*	7	13	15	11	4	2	85	GREATER MEDIA	MMR	4.5
6.5	6.2	6.4	5.5	6.2	3	**WKYS** *UC*	*93.9 50kw*	11	5	1	1	1	5	89	ALBIMAR	EAST	6.6
4.9	4.6	5.6	5.0	6.0	4	**WPGC-FM** *CHR*	*95.5 50kw*	8	1	3	2	5	9	76	COOK INLET	BAN	9.0
6.5	6.2	5.3	4.7	5.7	5	**WMAL** *AC*	*630 5kw*	2	16	18	15	12	3	64	CAP CITIES/ABC	KATZ	4.6
5.0	5.2	5.3	5.2	4.9	6	**WHUR** *UC*	*96.3 24kw*	9	8	4	4	3	8	67	HOWARD UNIV.	DUR	5.8
4.5	5.2	4.8	5.2	4.5	7	**WAVA** *CHR*	*105.1 50kw*	1	3	5	7	13	18	46	EMMIS	HNWH	6.1
4.3	3.8	3.8	4.4	4.5	8	**WRQX** *CHR*	*107.3 50kw*	3	2	7	9	9	13	50	CAP CITIES/ABC	KATZ	4.3
5.6	5.1	5.1	5.7	4.2	9	**WWDC-FM** *AOR*	*101.1 22.5kw*	5	6	2	5	11	17	51	CAPITOL	CHR	7.4
4.7	4.4	3.8	4.1	3.7	10	**WTOP** *News*	*1500 50kw*	6	19	16	16	14	6	45	OUTLET	HNWH	2.7
4.0	3.4	3.9	4.6	3.7	11	**WCXR** *CR*	*105.9 28kw*	10	7	6	6	10	16	50	LEGACY	MCG	5.3
3.4	3.6	3.1	3.0	3.5	12	**WLTT** *AC*	*94.7 22.5kw*	13	31	8	8	8	10	66	CBS	CBS	2.8
2.3	2.7	3.2	3.2	3.4	13	**WXTR** *Gold*	*104.1 50kw*	12	9	13	10	6	4	64	MEDIACOMM	MCG	2.9
2.9	2.5	3.0	2.4	3.2	14	**WASH** *AC*	*97.1 26.5kw*	14	17	11	12	7	7	62	OUTLET	HNWH	2.1
3.6	3.9	3.4	2.5	2.4	15	**WDJY** *UC*	*100.3 40kw*	15	4	10	13	17	21	51	UNITED	MCG	3.3
2.7	3.3	3.1	2.4	2.3	16	**WGMS-A/F** *Clas*	*570/103.5 5-1kw/47kw*	16	22	20	17	16	11	57	CLAS ACQ PART	REP	2.5
2.3	2.3	2.4	3.8	2.3	17	**WWRC** *Talk*	*980 5kw*	17	26	22	21	19	12	68	GREATER MEDIA	MMR	2.6
0.9	1.7	1.6	1.4	1.6	18	**WHFS** *AOR*	*99.1 50kw*	19	21	12	14	15	19	62	DUCHOSSOIS	REP	1.5
1.7	1.5	2.2	2.4	1.6	19	**WOL** *UC*	*1450 1kw*	20	11	21	19	18	14	74	ALMIC	K/P	.9
1.7	1.7	1.5	2.4	1.3	20	**WJFK** *CR*	*106.7 50kw*	18	12	14	18	21	23	41	INFINITY	TOR	1.8
1.5	1.3	0.9	1.0	1.2	21	**WYCB** *Rel*	*1340 1kw*	22	18	27	22	22	15	86	HOWARD SANDERS	--	2.0
0.8	0.7	0.7	0.5	1.0	22	**WCPT** *UC*	*730 5-.02kw*	24	14	24	20	20	20	85	LEGACY	MCG	.6
0.4	0.0	0.0	0.3	1.0	23	**WPOC** *Ctry*	*93.1 50kw*	25	25	17	23	23	29	83	NATIONWIDE	EAST	--

DEMOGRAPHIC RANK

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

FORMAT REACH



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#65 AKRON

POPULATION: **536,600**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.1	8.6	8.7	1	**WMMS** *CHR*	*100.7 32kw*	1	3	1	1	1	11	71	MALRITE	KATZ	11.2
10.3	11.3	8.4	2	**WKDD** *CHR*	*96.5 50kw*	2	1	3	3	6	13	70	BARNSTABLE	KATZ	10.1
4.3	6.7	6.9	3	**WNIR** *Talk*	*100.1 3kw*	4	15	7	7	4	1	80	MEDIA-COM	K/P	6.8
7.6	7.5	6.7	4	**WAKR** *AC*	*1590 5kw*	3	17	19	13	9	2	59	SUMMIT	MCG	4.4
6.2	6.8	6.6	5	**WONE-FM** *AOR*	*97.5 12.5kw*	5	6	2	2	3	14	79	SUMMIT	MCG	8.8
5.6	6.5	4.6	6	**WMJI** *AC*	*105.7 27kw*	7	16	4	4	2	6	65	JACOR	EAST	5.4
2.8	3.6	4.3	7	**WGAR-A/F** *Ctry*	*1220/99.5 50kw/50kw*	8	8	10	6	5	3	65	NATIONWIDE	HNWH	3.2
5.1	4.7	4.2	8	**WLTF** *AC*	*106.5 11kw*	6	4	5	5	7	8	57	BOOTH AMERICAN	CHR	5.4
3.3	4.4	3.8	9	**WDOK** *AC*	*102.1 50kw*	11	10	11	8	8	7	65	INDEPENDENT GR.	EAST	3.2
2.1	1.2	3.6	10	**WHBC** *B/EZ*	*94.1 50kw*	13	13	18	17	18	9	80	BEAVERKETTLE	CHR	1.0

#54 ALBANY-SCHENECTADY-TROY

POPULATION: **721,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	10.7	11.5	8.5	10.7	1	**WROW-FM** *B/EZ*	*95.5 12kw*	5	7	11	9	5	1	108	RADIO TERRACE	CHR	6.7
10.6	11.3	12.4	11.7	10.6	2	**WPYX** *AOR*	*106.5 15.5kw*	1	4	1	1	1	7	80	CAP-TOWN	MCG	13.9
14.1	11.8	10.0	10.6	8.9	3	**WGY** *AC*	*810 50kw*	2	5	8	7	3	2	73	EMPIRE STATE	EAST	8.8
6.3	6.1	5.3	5.8	8.0	4	**WGNA-FM** *Ctry*	*107.7 12.5kw*	8	9	6	5	4	3	110	TEAM ONE RADIO	REP	5.8
8.6	7.8	9.4	7.4	7.6	5	**WFLY** *CHR*	*92.3 17kw*	3	1	4	3	6	8	71	ALBANY BR.	KATZ	10.1
5.8	7.1	4.9	5.9	6.6	6	**WKLI** *AC*	*100.9 3kw*	6	8	2	2	2	6	72	PREMIERE BR.	DUR	5.2
6.1	6.8	4.4	4.9	5.0	7	**WGY-FM** *CHR*	*99.5 14.8kw*	4	3	5	6	8	10	47	EMPIRE STATE	EAST	5.8
3.8	3.9	4.6	4.2	4.8	8	**WQBK-FM** *CR*	*103.9 3kw*	7	6	3	4	9	16	64	WQBK, INC.	HNWH	5.8
5.8	5.3	6.2	5.3	4.6	9	**WQBK** *Talk*	*1300 5kw*	10	13	18	12	10	5	92	WQBK, INC.	HNWH	4.5
7.0	5.1	5.5	5.5	3.7	10	**WTRY** *Gold*	*980 5kw*	9	10	9	8	7	4	57	CAP-TOWN	MCG	6.9

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#79 ALBUQUERQUE

POPULATION: **444,800**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	11.0	12.0	1	**KKOB-FM** *AC*	*93.3 21.5kw*	1	8	1	1	1	2	80	FAIRMOUNT	MCG	12.8
11.1	11.3	10.4	2	**KKOB** *AC*	*770 50kw*	2	16	7	4	3	1	77	FAIRMOUNT	MCG	10.5
9.9	10.9	9.4	3	**KRST** *Ctry*	*92.3 100kw*	3	7	3	2	2	3	90	WAGONTRAIN	KATZ	9.7
5.6	5.5	7.5	4	**KKJY** *B/EZ*	*100.3 100kw*	7	20	9	7	5	4	95	MBC	BAN	2.2
6.7	7.9	7.2	5	**KZRR** *AOR*	*94.1 22.5kw*	4	6	2	3	4	11	77	ANCHOR MEDIA	REP	10.4
7.1	6.9	7.1	6	**KKSS** *CHR*	*97.3 100kw*	6	1	5	6	8	13	84	SUNGROUP	--	9.6
6.0	6.6	5.3	7	**KFMG** *AOR*	*107.9 22.5kw*	5	5	4	5	7	14	61	COASTAL COMM.	HNWH	8.5
4.6	3.3	3.3	8	**KIVA** *CHR*	*105.1 100kw*	8	2	12	14	16	17	44	DAYTONA	BAN	5.8
2.6	3.5	3.0	9	**KMGA** *Nost*	*99.5 22.5kw*	10	11	11	8	6	5	62	PENN	KATZ	2.2
4.8	3.2	2.9	10	**KNMQ** *CHR*	*105.9 100kw*	9	3	6	10	15	19	45	MESA GRANDE	CHR	2.6
2.2	2.7	2.9	10	**KDEF** *BBnd*	*1150 5-.5kw*	15	15	22	21	17	6	98	MATTEUCCI	ROS	.9

#61 ALLENTOWN-BETHLEHEM

POPULATION: **567,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	12.3	12.6	13.4	16.0	1	**WFMZ** *B/EZ*	*100.7 50kw*	2	27	6	4	3	1	126	MARANATHA	CHR	8.3
12.4	9.8	10.7	10.7	11.1	2	**WZZO** *AOR*	*95.1 12kw*	4	3	1	1	2	6	92	HOLT CORP.	BAN	15.5
10.9	9.2	11.8	7.9	10.9	3	**WLEV** *AC*	*96.1 50kw*	3	4	3	2	1	2	89	TMZ	MCG	11.0
6.6	9.0	9.1	14.0	9.8	4	**WAEB-FM** *CHR*	*104.1 50kw*	1	1	2	3	4	5	73	CRB	KATZ	13.8
5.7	6.2	5.2	5.6	6.3	5	**WAEB** *AC*	*790 1kw*	6	8	8	7	5	3	90	CRB	KATZ	4.3
8.5	9.9	8.7	7.2	5.2	6	**WQQQ** *CHR*	*99.9 50kw*	5	2	5	5	6	7	57	WILKS/SCHWARTZ	EAST	7.9
5.6	4.2	3.2	3.6	3.6	7	**WEST** *BBnd*	*1400 1kw*	10	7	17	20	21	8	113	TMZ	MCG	2.1
4.4	3.5	4.5	3.1	3.4	8	**WXKW** *Ctry*	*1470 5kw*	9	15	14	9	7	4	89	HGF	REP	2.0
4.7	6.2	4.5	5.1	3.2	9	**WKAP** *BBnd*	*1320 5-1kw*	8	17	25	23	18	9	83	HOLT	BAN	4.7
2.2	2.9	2.9	2.4	2.6	10	**WYSP** *CR*	*94.1 16kw*	7	5	4	6	8	24	62	INFINITY	TOR	3.1

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#58 AUSTIN

POPULATION: **630,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	14.4	15.9	12.6	14.9	1	**KASE** *Ctry*	*100.7 100kw*	1	11	2	1	1	1	108	KVET BR.	KATZ	15.6
7.6	8.8	10.2	10.1	9.9	2	**KLBJ-FM** *AOR*	*93.7 100kw*	2	3	1	2	2	4	72	LBJ CO.	EAST	13.0
7.1	8.5	10.6	8.0	9.1	3	**KBTS** *CHR*	*93.3 100kw*	3	1	3	4	5	11	72	GENESIS	CHR	10.5
11.5	10.5	10.0	9.5	8.9	4	**KKMJ** *AC*	*95.5 100kw*	4	6	5	3	3	2	76	KEYMARKET	CBS	8.5
5.4	4.0	3.2	4.2	6.8	5	**KEYI** *AC*	*103.5 100kw*	6	5	6	5	4	3	70	HICKS	CHR	6.0
6.8	8.2	7.2	9.5	5.4	6	**KHFI** *CHR*	*98.3 1.3kw*	5	2	4	7	9	10	54	ENCORE	REP	6.5
4.7	4.6	5.1	5.3	5.3	7	**KLBJ** *N/T*	*590 5-1kw*	8	8	9	9	7	4	64	LBJ CO.	EAST	3.6
4.3	3.9	4.0	4.3	4.5	8	**KQFX** *CR*	*96.5 50kw*	7	7	7	6	6	6	51	CAPITOL CO.	BAN	3.3
4.2	5.8	3.6	4.1	3.5	8	**KPEZ** *AOR*	*102.3 3kw*	9	4	8	8	8	14	44	CLEAR CHANNEL	HNWH	5.3
3.5	3.5	2.6	2.7	2.9	10	**KAPT** *B/EZ*	*94.7 100kw*	10	9	10	10	11	7	72	NEW THINKING	DUR	1.1

#99 BAKERSFIELD

POPULATION: **352,500**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
24.1	15.4	18.0	1	**KUZZ-A/F** *Ctry*	*550/107.9 5kw/5.8kw*	2	4	3	1	1	1	106	BUCK OWENS	KATZ	
0.0	6.7	11.9	2	**KKXX** *CHR*	*105.3 50kw*	1	1	2	2	2	6	72	SALEM	BAN	
6.3	6.8	8.0	3	**KGFM** *B/EZ*	*101.5 4.8kw*	4	6	13	7	3	2	108	KERN	CHR	
1.1	5.2	8.0	3	**KKBB** *AOR*	*97.7 3kw*	5	8	1	3	5	11	113	CLAYTON	REP	
7.9	9.6	6.2	5	**KQXR** *CHR*	*94.1 4.5kw*	3	2	4	6	8	13	53	EAGLE	CHR	
4.7	4.6	5.0	6	**KERN** *N/T*	*1410 1kw*	6	13	13	10	9	4	73	BRANDON	CHR	
2.1	5.0	5.0	6	**KGEO** *Gold*	*1230 1kw*	7	15	6	5	4	3	80	KERN	MCG	
4.5	3.3	4.5	8	**KLLY** *AC*	*95.3 2.2kw*	8	10	5	4	6	8	77	BUCKLEY	HNWH	
6.5	3.4	4.5	8	**KWAC** *Span*	*1490 1kw*	9	5	7	8	7	5	95	KMAP, INC.	LOTU	
5.3	2.0	2.4	10	**KAFY** *Span*	*970 1kw*	11	7	8	9	10	9	75	McGAVREN-BARRO	CAB	
2.6	2.1	2.4	10	**KBOS** *CHR*	*94.9 16.5kw*	12	3	10	11	12	10	70	RADIO FRESNO	CBS	

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#78 BATON ROUGE

POPULATION: **445,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	13.8	18.3	14.6	13.8	1	**WYNK-A/F** *Ctry*	*1380/101.5 5w/100kw*	2	5	5	2	1	1	88	NARAGANNSETT	KATZ	12.9
9.9	10.9	11.5	14.0	13.1	2	**KQXL** *UC*	*106.5 50kw*	4	3	1	1	2	5	107	CITY WIDE	BAN	16.2
10.8	11.1	9.5	9.4	11.2	3	**WFMF** *CHR*	*102.5 100kw*	1	2	2	3	3	4	71	BATON ROUGE BR	HNWH	9.8
12.4	10.1	9.1	12.8	10.1	4	**WXOK** *UC*	*1460 5-1kw*	5	4	4	5	5	3	98	WINNFIELD LIFE	TOR	7.8
9.9	12.0	9.1	9.1	8.9	5	**WGGZ** *CHR*	*98.1 100kw*	3	1	3	4	6	9	67	GUARANTY	KATZ	12.0
6.7	9.3	5.7	7.4	6.7	6	**WKJN** *Ctry*	*103.3 100kw*	6	7	7	6	4	2	80	STERLING	CHR	6.0
2.4	3.7	5.1	4.1	4.3	7	**WCKW** *CR*	*92.3 100kw*	9	16	6	7	7	10	79	222 CORP	REP	4.6
3.3	2.5	3.5	2.3	3.9	8	**KDEA** *B/EZ*	*99.1 100kw*	10	14	12	13	12	7	107	KDEA INC.	--	1.4
6.2	4.5	3.7	3.0	3.8	9	**WJBO** *N/T*	*1150 5kw*	7	11	11	9	8	6	57	BATON ROUGE BR	HNWH	4.0
5.2	4.8	4.7	6.2	2.7	10	**WTGE** *AOR*	*100.7 100kw*	8	18	8	8	9	13	47	VETTER	REP	3.4

#51 BIRMINGHAM

POPULATION: **767,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.1	16.6	14.8	14.5	14.7	1	**WZZK-A/F** *Ctry*	*610/104.7 5kw/100kw*	1	7	5	2	2	1	98	NEWCITY	KATZ	14.5
10.9	11.6	13.8	11.2	12.5	2	**WMJJ** *AC*	*96.5 100kw*	2	4	1	1	1	2	96	CAPITOL BR. CRP	BAN	10.1
9.2	10.7	10.9	10.0	9.4	3	**WENN** *UC*	*107.7 100kw*	5	3	4	3	3	6	92	BOOKER T. WAS	HNWH	12.8
10.1	9.1	9.8	11.7	9.0	4	**WAPI-FM** *CHR*	*94.5 100kw*	4	1	3	5	4	10	74	DITTMAN GROUP	CHR	12.6
9.9	10.8	10.0	9.9	8.0	5	**WKXX** *CHR*	*106.9 100kw*	3	2	2	4	6	12	65	SUN GROUP	MCG	14.4
5.3	3.2	2.7	3.6	5.3	6	**WAPI** *BBnd*	*1070 50-5kw*	8	20	16	15	12	5	82	DITTMAN GROUP	CHR	2.9
3.9	3.6	3.3	2.4	5.0	7	**WAGG** *Rel*	*1320 5kw*	11	10	9	11	11	4	115	BOOKER T. WAS	HNWH	3.1
5.9	4.7	5.6	5.5	4.9	8	**WERC** *N/T*	*960 5kw*	6	12	10	9	8	3	69	SUN GROUP	MCG	3.8
3.5	5.5	4.1	5.0	4.8	9	**WATV** *UC*	*900 1/.165kw*	10	6	6	7	7	8	97	BIRM. EBONY	ROS	2.6
3.9	4.2	3.8	4.2	4.2	10	**WLTB** *AC*	*99.5 100kw*	7	11	7	6	5	7	64	REBS, INC.	EAST	3.1

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#91 BRIDGEPORT

POPULATION: **378,900**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	13.5	14.7	1	**WEZN** *AC*	*99.9 27.5kw*	2	16	4	2	1	1	112	NEWCITY	KATZ	8.4
15.5	13.3	10.7	2	**WICC** *AC*	*600 1-.5kw*	1	4	6	5	4	2	76	TRIBUNE	CHR	7.7
10.4	10.5	8.9	3	**WEBE** *AC*	*107.9 50kw*	4	10	2	1	2	3	94	ML MEDIA	BAN	7.7
7.7	9.2	8.4	4	**WPLR** *AOR*	*99.1 50kw*	5	2	1	3	3	5	96	SOUTHERN STARR	REP	6.6
10.1	9.3	7.7	5	**WKCI** *CHR*	*101.3 10kw*	3	1	3	4	5	6	70	NOBLE	MCG	8.7
3.9	3.3	2.8	6	**WCBS** *News*	*880 50kw*	6	13	20	14	10	4	42	CBS	CBS	4.1
1.7	3.4	2.7	7	**WRKS** *UC*	*98.7 50kw*	10	3	7	7	7	11	97	SUMMIT	REP	2.2
1.7	1.4	2.7	7	**WDJZ** *Nost*	*1530 5kw*	18	33	33	22	21	8	159	D'ADDARIO	K/P	2.1
1.8	1.3	2.3	9	**WOR** *Talk*	*710 50kw*	13	21	22	21	14	10	88	RKO GENERAL	REP	2.5
1.1	2.7	2.1	10	**WYNY** *Ctry*	*103.5 5.8kw*	12	31	13	8	6	7	81	WESTWOOD ONE	HNWH	1.6
1.1	0.0	2.1	10	**WGSM** *Nost*	*740 25kw*	31	35	35	35	22	13	262	GREATER MEDIA	CHR	--

#85 CHARLESTON

POPULATION: **407,300**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.7	12.1	11.5	1	**WEZL** *Ctry*	*103.5 100kw*	1	9	6	2	1	1	95	PRICE	BAN	10.7
8.8	7.4	9.5	2	**WWWZ** *UC*	*93.5 3kw*	4	2	3	1	2	2	106	MILLENNIUM	HNWH	9.9
7.3	9.0	7.8	3	**WKQB** *CHR*	*107.5 100kw*	3	1	5	6	7	8	69	TRIDENT	EAST	11.3
5.3	6.0	6.9	4	**WSSX** *CHR*	*95.1 100kw*	2	6	1	4	5	14	61	FAIRCOM	KATZ	6.4
7.1	6.8	6.9	4	**WXTC-FM** *AC*	*96.9 100kw*	5	11	4	3	3	10	77	McGAVERN GUILD	MCG	6.3
6.8	5.4	6.5	6	**WAVF** *AOR*	*96.1 100kw*	6	3	2	5	8	16	84	CORDES STREET	CHR	9.0
6.7	6.8	6.5	6	**WPAL** *UC*	*730 1-.1kw*	7	5	9	8	6	4	86	WPAL, INC.	--	4.8
4.9	4.7	4.6	8	**WXLY** *Gold*	*102.5 100kw*	8	10	8	7	4	7	61	BAHAKEL	REP	4.4
7.1	3.8	4.5	9	**WDXZ** *B/EZ*	*104.5 28kw*	11	15	14	11	10	3	108	CARAVELLE	EAST	2.2
4.9	4.7	4.0	10	**WMGL** *UC*	*101.7 3kw*	9	4	7	9	11	17	77	COASTAL	DUR	7.2

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#96 CHATTANOOGA

POPULATION: 357,300

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.2	18.4	17.9	1	WSKZ CHR	106.5 100kw	1	1	1	1	2	5	104	BLOOMINGTON	CHR	23.8
11.6	13.5	14.0	2	WUSY Ctry	100.7 100kw	3	3	4	2	1	1	122	COLONIAL	MCG	10.0
10.3	10.8	13.4	3	WDEF-FM B/EZ	92.3 100kw	2	8	8	5	4	2	115	PARK	KATZ	7.9
4.6	8.4	8.8	4	WJTT UC	94.3 3kw	6	2	3	4	5	6	128	JETTCOM	HNWH	11.0
14.3	7.6	8.6	5	WLMX AC	105.5 3kw	4	4	2	3	3	4	81	CHATTANOOGA	REP	11.9
8.0	10.3	7.8	6	WDOD-FM Ctry	96.5 100kw	5	5	7	6	6	3	84	BAHAKEL	BAN	10.0
5.5	4.2	3.9	7	WNOO Gold	1260 5kw	9	9	5	7	8	7	113	SOUTHERN STARR	EAST	2.4
3.6	4.2	3.1	8	WDEF AC	1370 5kw	7	11	10	10	10	8	58	PARK	KATZ	3.7
3.5	5.1	2.1	9	WYVY CHR	102.3 3kw	8	6	6	8	7	10	47	PIE-WATTS	EAST	2.1
2.3	2.0	1.8	10	WDOD Ctry	1310 5kw	10	12	13	12	14	9	61	BAHAKEL	BAN	1.3

#83 COASTAL NORTH CAROLINA

POPULATION: 416,800

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
24.9	23.1	19.6	1	WIKS UC	101.9 100kw	1	1	1	1	2	3	121	JOYNER	REP	
16.1	14.4	15.0	2	WRNS Ctry	95.1 100kw	3	4	4	2	1	1	121	BEASLEY	MCG	
9.5	11.6	9.6	3	WDLX CHR	93.3 100kw	2	2	3	4	6	6	65	TAR HILL	BAN	
4.3	7.0	8.2	4	WZYC AOR	103.3 100kw	4	3	2	3	4	7	100	BD	MCG	
8.7	5.8	7.9	5	WNCT B/EZ	107.9 100kw	6	12	10	6	5	2	113	ROY H. PARK	KATZ	
5.6	7.8	6.2	6	WSFL-A/F AC	1380/106.5 5kw/100kw	5	6	5	5	3	4	80	CARAVELLE	EAST	
1.9	2.0	3.9	7	WRCM Ctry	98.7 50kw	7	14	9	8	7	5	89	WINFAS, INC.	EAST	
3.2	3.1	2.9	8	WXQR AOR	105.5 3kw	8	8	6	7	8	13	66	MARINE	MK4	
--	--	2.9	8	WHTE UC	103.7 50kw	11	5	7	9	19	16	159	SEA-COM	MCG	
1.1	0.6	1.9	10	WELS Rel	1010 1-.75kw	15	21	12	14	13	11	113	PAGE & HANKINS	--	
1.1	1.4	1.9	10	WGTM Rel	590 5kw	19	23	21	21	17	12	169	WILLIS	SSS	

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#93 COLUMBIA, SC

POPULATION: **375,200**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.0	20.6	16.9	1	**WCOS-A/F** *Ctry*	*1400/97.9 1kw/100kw*	1	3	4	2	1	1	121	GHB	MCG	18.2
18.9	18.7	15.2	2	**WWDM** *UC*	*101.3 100kw*	3	1	1	1	2	3	122	GAMECOCK CITY	HNWH	21.8
7.8	8.8	10.1	3	**WNOK** *CHR*	*104.7 100kw*	2	2	2	3	5	9	70	AUDUBON	KATZ	11.5
8.4	5.4	7.7	4	**WCEZ** *B/EZ*	*93.5 3kw*	8	13	9	7	7	2	110	RIDGELY	BAN	3.9
4.9	6.0	7.4	5	**WMFX** *CR*	*102.3 3kw*	5	6	3	4	3	10	82	SIGNATURE	DUR	8.1
4.1	5.0	6.4	6	**WTCB** *AC*	*106.7 100kw*	6	7	5	5	4	6	83	KEYMARKET	CHR	6.0
4.6	5.8	5.4	7	**WVOC** *N/T*	*560 5kw*	4	12	12	9	8	4	58	RIDGELY	BAN	3.9
5.6	6.0	5.1	8	**WSCQ** *AC*	*100.1 3kw*	7	10	7	6	6	5	67	CONGAREE	REP	4.6
5.7	3.5	3.6	9	**WOIC** *UC*	*1320 5-2.5kw*	10	8	8	10	9	7	74	ALPHA	BAN	2.8
0.0	3.1	3.4	10	**WYYS** *CHR*	*96.7 3kw*	9	4	6	8	11	11	58	UNIVERSAL	--	2.9

#80 EL PASO

POPULATION: **443,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.1	8.6	13.1	11.7	12.0	1	**KPRR** *UC*	*102.1 100kw*	2	1	3	3	7	11	99	TRANSCONT.	TOR	14.7
9.3	10.5	10.0	8.4	11.2	2	**KHEY-FM** *Ctry*	*96.3 100kw*	1	5	2	2	1	2	90	KHEY, INC.	KATZ	12.8
11.4	10.3	10.6	16.0	10.9	3	**KLAQ** *AOR*	*95.5 100kw*	4	3	1	1	3	10	99	D&F	HNWH	18.3
8.0	8.7	8.4	8.2	8.9	4	**KBNA-A/F** *Span*	*920/97.5 1-.5kw/59kw*	5	6	8	4	2	1	99	TICHENOR	KT-H	7.5
10.0	10.7	9.0	9.8	6.4	5	**KEZB-A/F** *CHR*	*93.9 1-.38kw/*	3	2	4	6	10	15	56	KEZB, INC.	CHR	6.2
7.0	6.4	6.5	4.9	5.9	6	**KTSM-FM** *B/EZ*	*99.9 100kw*	9	20	11	11	9	3	94	TRI-STATE	HNWH	5.6
5.7	4.9	3.7	3.8	5.6	7	**KLTO** *Gold*	*94.7 66kw*	7	17	6	5	4	6	78	RIO BRAVO	REP	4.5
7.0	6.8	5.9	6.1	4.8	8	**KAMZ** *UC*	*93.1 30kw*	6	4	7	8	11	11	58	PINNACLE	EAST	5.9
9.1	6.7	5.1	6.6	4.8	8	**KAMA** *Span*	*750 10-1kw*	10	12	10	10	8	4	96	PINNACLE	CAB	3.7
5.3	3.4	5.1	6.1	4.4	10	**KOFX** *Gold*	*92.3 100kw*	8	7	5	7	5	13	66	ELP	MCG	3.6
2.6	2.4	2.6	4.2	4.4	10	**KROD** *Gold*	*600 5kw*	13	8	9	9	6	5	107	D&F	HNWH	2.9

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#100 FLINT

POPULATION: **351,600**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.3	22.3	20.2	1	**WIOG** *CHR*	*102.5 86kw*	1	1	1	1	2	3	102	BOOTH	KATZ	23.7
13.2	13.1	14.4	2	**WCRZ** *AC*	*107.9 50kw*	2	3	2	2	1	1	96	FAIRCOM	KATZ	11.1
13.4	17.4	12.7	3	**WDZZ** *UC*	*92.7 3kw*	3	2	3	3	3	2	106	FLINT METRO	HNWH	16.3
6.3	4.5	6.7	4	**WFDF** *AC*	*910 5-1kw*	6	14	25	10	9	5	97	FLINT METRO	HNWH	4.1
6.3	5.6	5.7	5	**WWCK** *AOR*	*105.5 3kw*	5	4	4	4	6	11	69	MAJAC	EAST	8.3
8.0	6.0	5.0	6	**WJR** *AC*	*760 50kw*	4	19	11	7	5	6	60	CAP CITIES/ABC	KATZ	5.7
3.4	4.0	4.8	7	**WKMF** *Ctry*	*1470 5-1kw*	8	8	14	9	7	4	105	FAIRCOM	KATZ	4.4
4.0	3.8	3.7	8	**WTRX** *AC*	*1330 5-1kw*	7	7	8	5	4	7	73	GETZ	CHR	3.1
4.2	2.9	2.7	9	**WKCQ** *Ctry*	*98.1 50kw*	9	21	6	8	8	8	59	MACDONALD	CHR	--
1.3	1.3	2.5	10	**WFLT** *CC*	*1420 .5-.144kw*	14	17	5	6	11	9	119	NILMASON	--	--

#73 FRESNO

POPULATION: **494,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.4	10.0	9.5	8.8	9.3	1	**KMJ** *N/T*	*580 5kw*	2	15	11	9	5	2	86	HENRY	KATZ	9.4
7.8	6.8	6.4	6.8	8.8	2	**KOJY** *B/EZ*	*98.9 19kw*	5	17	8	8	2	1	101	RADIO DINUBA	MMR	2.9
8.4	9.9	9.0	9.2	7.0	3	**KMGX** *CHR*	*103.7 50kw*	1	2	2	3	7	10	60	OLYMPIC	CHR	9.1
1.8	4.5	5.9	7.1	6.4	4	**KFSO** *Gold*	*92.9 19kw*	6	21	6	2	1	3	79	AMERICAN	CBS	5.0
6.9	6.6	7.6	7.7	6.1	5	**KKDJ** *AOR*	*105.9 2.4kw*	8	4	1	1	3	8	77	PACIFIC QUAD	DUR	10.1
5.4	6.8	5.7	4.5	5.9	6	**KBOS** *CHR*	*94.9 16.5kw*	3	1	4	6	9	11	57	RADIO FRESNO	CBS	11.2
7.8	7.6	5.3	6.2	5.2	7	**KYNO-FM** *CHR*	*95.7 50kw*	4	3	3	5	10	15	58	BROWN	BAN	5.9
6.7	6.7	5.9	5.5	4.9	8	**KNAX** *Ctry*	*97.9 48kw*	9	16	9	10	8	4	71	FIRST SIERRA	HNWH	6.1
4.4	4.8	4.6	4.3	4.5	9	**KFIG-A/F** *AC*	*1430/101.1 5kw/50kw*	7	5	5	4	6	6	55	DAVIS-WEAVER	EAST	5.8
2.1	2.3	2.3	2.3	3.7	10	**KFYE** *AC*	*93.7 68kw*	10	11	7	7	4	7	62	HENRY	KATZ	1.8

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#66 GRAND RAPIDS

POPULATION: **538,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.7	5.0	7.8	6.2	8.7	1	**WGRD** *CHR*	*97.9 13kw*	1	2	3	4	7	11	62	REGIONAL GROUP	DUR	9.3
9.9	10.7	7.1	10.7	8.7	1	**WOOD-FM** *B/EZ*	*105.7 265kw*	3	12	10	8	5	3	81	UNITED ARTISTS	KATZ	7.7
2.6	2.4	3.3	8.7	8.3	3	**WJFM** *CR*	*93.7 320kw*	4	5	2	1	1	5	80	CARL LEE	MCG	6.7
11.5	10.0	7.8	6.5	7.8	4	**WLAV-FM** *AOR*	*96.9 50kw*	8	4	1	2	4	9	87	ADAMS	MMR	6.9
8.3	8.9	9.0	6.6	7.3	5	**WLHT** *AC*	*95.7 50kw*	6	8	5	3	2	4	74	LIGGETT	REP	7.8
8.8	8.8	11.8	7.7	7.1	6	**WKLQ** *CHR*	*94.5 50kw*	2	1	4	6	10	12	54	BLOOMINGTON	EAST	10.1
8.6	6.8	6.1	8.3	6.9	7	**WCUZ-FM** *Ctry*	*101.3 50kw*	7	7	7	5	3	2	73	FEDERATED MEDIA	CHR	5.9
7.3	8.0	7.3	5.6	6.3	8	**WOOD** *AC*	*1300 5kw*	5	11	12	11	6	1	61	UNITED ARTISTS	KATZ	7.5
2.7	2.9	4.9	5.0	4.7	9	**WSNX-FM** *CHR*	*104.5 50kw*	9	3	6	7	13	15	62	GOODRICH	BAN	6.0
3.6	4.5	3.6	5.3	3.3	10	**WCUZ** *Ctry*	*1230 1kw*	11	13	13	13	11	6	62	FEDERATED MEDIA	CHR	2.5

#68 GREENVILLE-SPARTANBURG

POPULATION: **517,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.9	14.0	11.4	12.4	1	**WESC-A/F** *Ctry*	*660/92.5 50kw/100kw*	1	12	6	3	1	1	102	BR. COM/CAROLI	BAN	11.6
6.2	10.7	10.4	9.4	11.2	2	**WANS** *CHR*	*107.3 100kw*	2	1	1	1	4	8	89	RADIO AMERICA	CHR	12.4
9.0	8.2	12.2	7.8	10.6	3	**WSSL-A/F** *Ctry*	*1440/100.5 5kw/100kw*	4	6	2	2	2	2	91	STERLING	CHR	9.6
10.4	6.6	9.2	8.8	8.7	4	**WFBC-FM** *AC*	*93.7 100kw*	3	8	3	4	3	3	71	MULTIMEDIA	KATZ	10.2
8.0	9.5	6.4	7.4	8.1	5	**WSPA-FM** *B/EZ*	*98.9 100kw*	6	10	8	8	5	4	104	SPARTAN	MCG	3.9
1.1	9.1	8.0	6.7	5.3	6	**WLWZ** *UC*	*103.9 3kw*	8	2	7	6	6	7	90	AMERICAN COMM.	HNWH	9.8
6.8	5.4	3.6	6.3	5.0	7	**WMYI** *AC*	*102.5 100kw*	5	9	5	5	7	9	62	AMCOM GENERAL	REP	7.0
4.2	5.0	5.0	6.2	4.5	8	**WCKN** *AOR*	*101.1 100kw*	7	5	4	7	10	17	60	CAROLINA BR.	DUR	6.9
6.5	2.3	3.9	3.8	4.1	9	**WHYZ** *UC*	*1070 50kw*	10	29	12	9	8	5	120	21st CENTURY	HNWH	3.0
2.0	2.3	1.9	0.6	3.3	10	**WORD** *AC*	*910 5-1kw*	12	7	15	10	9	6	113	BROOKS BR.	MAS	.6

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#74 HARRISBURG-LEBANON-CARLISLE

POPULATION: 493,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.2	19.5	21.7	17.3	20.8	1	**WNNK** *CHR*	*104.1 22.5kw*	1	1	1	1	1	1	92	KEYMARKET	CHR	26.3
6.6	8.1	8.0	7.8	7.7	2	**WRKZ** *Ctry*	*106.7 50kw*	5	9	5	4	3	2	97	PENN	TOR	9.7
7.7	7.7	6.1	5.6	7.1	3	**WHP** *AC*	*580 5kw*	4	15	15	9	7	3	86	WHP INC.	KATZ	6.4
3.7	2.9	5.5	6.0	6.4	4	**WIMX** *AC*	*99.3 3kw*	2	5	3	2	2	5	73	HUDSON GROUP	EAST	7.4
3.3	5.4	6.7	6.0	6.0	5	**WTPA** *AOR*	*93.5 3kw*	8	4	2	3	4	9	90	QUAKER STATE	REP	9.9
5.3	5.6	5.0	7.7	5.9	6	**WNCE** *B/EZ*	*101.3 50kw*	7	16	19	10	8	4	85	HALL	TOR	2.8
7.1	7.1	5.1	5.8	4.6	7	**WHP-FM** *AC*	*97.3 17kw*	3	18	4	5	6	7	55	WHP INC.	KATZ	3.3
3.8	3.5	3.1	4.7	4.2	8	**WQXA** *CHR*	*105.7 50kw*	6	2	7	6	9	11	56	HGF MEDIA	KATZ	4.1
4.8	6.0	3.9	5.0	3.3	9	**WHYL-A/F** *Ctry*	*960/102.3 5kw/3kw*	11	8	17	8	5	6	74	RFLJ, INC.	HNWH	5.6
3.5	2.3	2.5	3.4	2.9	10	**WLBR** *AC*	*1270 5-1kw*	12	27	22	14	13	8	71	LEBANON BR.	K/P	--

#56 HONOLULU

POPULATION: 690,700

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.4	14.2	14.2	16.3	15.9	1	**KQMQ-A/F** *CHR*	*690/93.1 10kw/54kw*	1	2	1	1	1	3	84	NORTHPARK	CHR
13.0	11.2	12.5	11.5	10.6	2	**KSSK** *AC*	*590 5kw*	2	5	7	2	2	2	82	HEFTEL	EAST
4.9	9.0	8.3	10.3	9.7	3	**KMAI** *CHR*	*93.9 100kw*	3	1	3	3	8	11	83	HENRY HAWAII	KATZ
10.6	7.0	8.4	9.9	8.7	4	**KUMU-A/F** *B/EZ*	*94.7 100kw*	5	19	8	8	3	1	91	JOHN HUTTON	TOR
9.5	6.3	5.0	5.0	7.0	5	**KXPW** *CHR*	*92.3 100kw*	4	3	4	5	7	12	63	HEFTEL	EAST
8.7	6.3	6.4	7.1	6.7	6	**KPOI** *AOR*	*97.5 80kw*	6	4	2	4	5	11	74	KILOHANA	REP
6.6	7.3	8.4	5.9	6.1	7	**KRTR** *AC*	*96.3 75kw*	7	7	5	6	6	9	70	MAVRA KEA	TOR
5.2	5.8	6.2	4.4	5.9	8	**KIKI** *Gold*	*830 10kw*	9	6	6	7	4	5	80	HENRY HAWAII	KATZ
3.8	4.0	4.1	3.8	4.1	9	**KHVH** *News*	*990 5kw*	8	11	13	11	9	4	53	KHVH, INC.	HNWH
4.8	3.7	3.6	2.7	3.5	10	**KGU** *N/T*	*760 10kw*	10	8	14	15	13	6	53	CHARLES GIVENS	BAN
4.4	5.5	3.9	3.9	3.5	10	**KCCN** *Misc*	*1420 5kw*	11	13	10	9	11	7	60	KCCN RADIO	ROS

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#52 JACKSONVILLE

POPULATION: **759,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.5	16.8	18.7	17.2	15.4	1	**WAPE-A/F** *CHR*	*690/95.1 50kw/100kw*	1	1	1	1	3	5	93	EVERGREEN	CHR	20.7
9.6	7.8	7.5	10.3	11.2	2	**WFYV-FM** *AOR*	*104.5 100kw*	4	3	2	2	1	8	111	METROPLEX	MCG	12.9
11.6	8.9	11.7	11.6	10.5	3	**WQIK-A/F** *Ctry*	*1320/99.1 5kw/100kw*	2	6	6	4	2	1	93	JACOR	EAST	11.4
7.8	6.9	8.7	6.7	7.7	4	**WAIV** *AC*	*96.9 100kw*	5	10	3	3	4	3	78	EZ	MMR	5.3
4.0	3.9	5.8	7.4	6.7	5	**WPDQ** *UC*	*92.7 3kw*	7	2	5	6	7	10	113	WILLIS	REP	7.6
6.7	7.9	6.2	8.5	6.5	6	**WIVY** *AC*	*102.9 100kw*	3	11	4	5	5	6	63	GILMORE	TOR	7.2
3.8	5.5	7.1	4.2	6.1	7	**WCRJ** *Ctry*	*107.3 100kw*	6	4	8	7	6	2	90	HOKER	KATZ	5.3
2.6	3.1	2.4	1.1	3.8	8	**WCGL** *Rel*	*1360 5kw*	11	15	10	11	12	13	168	ANTELOPE	K/P	3.3
4.0	6.4	3.4	4.1	3.7	9	**WEJZ** *B/EZ*	*96.1 100kw*	8	9	11	9	8	4	80	WIN	CHR	2.2
3.4	2.6	2.3	2.4	3.0	10	**WZAZ** *UC*	*1400 1kw*	10	19	7	8	9	11	96	PRES-JAS, INC.	ROS	3.5

#92 JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: **378,300**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
24.1	22.6	19.6	1	**WQUT** *CHR*	*101.5 100kw*	1	1	1	1	3	3	87	BLOOMINGTON	KATZ	27.4
17.9	19.4	17.6	2	**WXBQ** *Ctry*	*96.9 67kw*	2	4	3	3	2	1	102	BRISTOL	MCG	17.6
11.9	17.1	14.9	3	**WTFM** *AC*	*98.5 100kw*	3	3	2	2	1	2	96	HOME NEWS	REP	14.2
9.9	7.2	7.2	4	**WJCW** *Ctry*	*910 5-1kw*	4	12	6	6	4	4	92	BLOOMINGTON	KATZ	4.3
3.2	3.5	4.4	5	**WZXY** *CHR*	*104.9 1.4kw*	5	2	4	5	6	15	68	BAHAKEL	BAN	5.4
2.2	3.1	4.0	6	**WKPT** *AC*	*1400 1kw*	7	20	8	7	7	5	90	HOME NEWS	REP	2.0
3.4	3.1	3.4	7	**WUSJ** *Ctry*	*99.3 3kw*	6	8	5	4	5	6	63	TRI-CITY	DUR	3.2
2.6	2.2	2.5	8	**WIVK-A/F** *Ctry*	*990/107.7 10kw/100kw*	9	18	10	9	8	7	104	DICK	KATZ	2.6
2.4	1.7	2.0	9	**WMCH** *Rel*	*1260 1kw*	14	27	17	23	14	11	121	WALLACE	--	.9
0.5	2.4	1.7	10	**WOPI** *Nost*	*1490 1kw*	12	28	28	22	19	8	94	DICK	--	.3

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#69 KNOXVILLE

POPULATION: **508,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
34.9	35.6	35.5	35.8	33.0	1	WIVK-A/F *Ctry*	*990/107.7 10kw/100kw*	1	4	2	1	1	1	112	DICK	KATZ	36.0
11.9	10.6	16.4	15.3	14.0	2	WIMZ-A/F *AOR*	*1240/103.5 1kw/100kw*	3	2	1	2	3	4	99	STONER	CHR	15.8
13.7	11.1	8.7	11.5	13.7	3	WMYU *AC*	*102.1 100kw*	2	3	3	3	2	3	74	JACOR	EAST	14.5
10.7	11.9	12.0	10.2	10.1	4	WEZK *B/EZ*	*97.5 100kw*	5	10	5	5	4	2	96	SOUTH CENTRAL	CHR	6.6
6.1	9.3	7.2	9.2	9.1	5	WOKI *CHR*	*100.3 100kw*	4	1	4	4	5	6	68	OAK RIDGE	HNWH	12.6
1.3	1.3	2.1	1.1	2.2	6	WGAP *Ctry*	*1400 1kw*	8	12	13	12	9	5	90	WGAP, INC.	M/SS	1.2
0.9	1.1	0.8	0.6	1.8	7	WQBB *Nost*	*1040 2.5kw*	10	11	10	11	10	7	121	SEQUOIA	--	--
0.9	0.8	1.2	1.0	1.3	8	WKNF *Nost*	*94.3 3kw*	6	9	6	6	7	8	48	KEY	--	.3
1.5	1.8	1.4	1.2	1.2	9	WRJZ *Rel*	*620 5kw*	7	7	8	8	8	10	45	TENN MEDIA	--	.9
1.0	1.8	0.7	1.2	1.1	10	WKGN *Gold*	*1340 1kw*	9	5	7	7	6	9	54	TELSTAR	ROS	1.0

#97 LANSING-EAST LANSING

POPULATION: **357,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.0	19.5	22.0	22.0	19.4	1	WVIC-A/F *CHR*	*730/94.9 .5kw/49kw*	1	1	1	1	1	2	89	GOODRICH	KATZ	28.4
15.1	15.2	15.5	15.8	11.6	2	WITL-FM *Ctry*	*100.7 55kw*	2	6	4	2	2	1	93	MSP	MCG	14.6
7.6	8.5	6.4	5.6	9.1	3	WJIM-FM *B/EZ*	*97.5 28kw*	4	11	8	6	5	3	89	MICH-A-MEDIA	TOR	4.9
5.1	8.3	5.9	7.5	7.3	4	WFMK *AC*	*99.1 28kw*	3	4	5	3	3	8	71	LIGGETT	REP	6.4
5.8	4.1	5.2	4.7	6.8	5	WIBM *Gold*	*94.1 50kw*	6	10	3	4	4	4	86	CR	MMR	5.3
4.7	4.6	5.2	4.5	6.1	6	WJXQ *AOR*	*106.1 50kw*	7	3	2	5	6	6	79	CHR	CHR	6.0
3.0	4.9	5.3	5.3	5.1	7	WLNZ *CHR*	*92.1 3kw*	5	2	6	7	10	11	55	LANSING	MMR	6.9
6.7	4.1	4.5	5.6	4.5	8	WJR *AC*	*760 50kw*	8	20	18	10	7	9	60	CAP CITIES/ABC	KATZ	3.8
4.6	4.2	4.1	4.7	3.3	9	WMMQ *CR*	*92.7 1.5kw*	9	8	7	8	8	13	47	OTTAWAY	HNWH	6.2
4.4	4.4	2.5	2.9	2.1	10	WILS-FM *AC*	*101.7 3kw*	10	14	10	9	9	12	35	NORTH STARR	BAN	1.7

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#67 LAS VEGAS

POPULATION: **520,700**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	10.9	10.9	12.7	11.4	1	**KFMS-A/F** *Ctry*	*1410/101.9 5kw/100kw*	2	3	4	2	1	2	118	BROADCAST ASSO.	KATZ	12.0
9.6	13.1	11.0	9.2	10.3	2	**KXTZ** *B/EZ*	*94.1 100kw*	5	9	12	8	3	1	139	PARKER	DUR	7.8
11.3	10.7	10.6	10.9	9.1	3	**KLUC** *CHR*	*98.5 100kw*	1	1	2	3	7	12	76	NATIONWIDE	MCG	10.5
4.7	8.6	7.1	9.3	8.0	4	**KKLZ** *CR*	*96.3 100kw*	4	5	1	1	2	8	106	SOUTHERN NEV.	BAN	8.6
8.2	5.3	8.0	6.2	6.4	5	**KYRK** *CHR*	*97.1 100kw*	3	2	5	5	12	17	74	ANCHOR MEDIA	MMR	8.9
6.0	4.9	6.1	4.8	5.5	6	**KMZQ** *AC*	*100.5 100kw*	7	4	6	5	4	4	82	COMMONWEALTH	REP	3.3
7.1	4.4	4.8	6.0	5.0	7	**KOMP** *AOR*	*92.3 100kw*	6	6	3	4	6	10	70	LOTUS	CHR	8.1
5.9	2.7	5.2	4.4	4.3	8	**KORK** *BBnd*	*920 5-.5kw*	10	14	19	15	14	3	98	ANCHOR	MMR	3.4
1.7	3.5	3.1	2.1	4.2	9	**KRLV** *AC*	*106.5 100kw*	9	7	7	6	5	5	83	A&A	EAST	4.2
3.9	3.7	2.1	3.2	2.8	10	**KDWN** *Talk*	*720 50kw*	11	13	18	14	13	7	81	RADIO NEVADA	BAN	2.4

#82 LITTLE ROCK

POPULATION: **420,300**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.6	20.3	20.3	1	**KSSN** *Ctry*	*95.7 100kw*	1	4	1	1	1	1	112	BARNSTABLE	KATZ	21.1
3.2	7.5	9.9	2	**KIPR** *UC*	*92.3 100kw*	8	2	2	2	2	11	145	CORNERSTONE	BAN	12.0
10.5	11.6	9.6	3	**KKYK** *CHR*	*103.7 100kw*	2	1	4	3	3	4	64	SNIDER	BAN	11.8
8.8	11.2	9.0	4	**KEZQ** *B/EZ*	*100.3 44.2kw*	4	9	10	7	4	3	88	KEZO	MMR	7.4
9.1	6.8	8.2	5	**KZOU-FM** *CHR*	*98.5 100kw*	3	3	3	4	6	7	71	ENCORE	REP	10.5
6.8	6.2	7.6	6	**KARN** *N/T*	*920 5kw*	6	13	9	9	8	2	91	SNIDER	BAN	4.5
4.9	5.7	5.6	7	**KMJX** *AOR*	*105.1 100kw*	7	7	5	5	7	10	76	COASTAL	HNWH	9.6
6.9	6.4	5.2	8	**KHLT-FM** *AC*	*94.1 100kw*	5	5	7	6	5	5	59	SIGNAL MEDIA	CHR	4.2
2.1	2.9	3.7	9	**KZLR** *AOR*	*94.9 100kw*	9	8	6	8	9	13	68	SOUTHERN STARR	DUR	3.8
6.0	3.2	2.6	10	**KWTD** *UC*	*106.3 100kw*	10	6	8	10	10	6	74	MRS. DUNN	ROS	2.5

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#76 McALLEN-BROWNSVILLE

POPULATION: **473,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	11.2	15.0	17.0	18.6	1	KBFM *CHR*	*104.1 100kw*	1	1	1	1	3	4	101	ENCORE	REP	24.1
15.2	19.4	20.6	18.3	17.7	2	KGBT *Span*	*1530 50-10kw*	2	3	6	4	2	1	135	TICHENOR	KATZ	13.4
8.6	8.9	8.2	9.7	9.7	3	KIWW *Span*	*96.1 100kw*	3	5	2	2	1	2	81	MAGIC VALLEY	MCG	8.1
7.8	8.2	9.2	9.1	8.4	4	KTXF *Ctry*	*100.3 100kw*	4	4	3	3	4	6	91	TATE	CHR	13.0
4.8	4.8	4.2	4.9	6.0	5	KVLY *B/EZ*	*107.9 100kw*	8	12	9	7	6	3	106	TIPPIE	TOR	5.0
7.0	5.7	6.9	8.2	5.5	6	KELT *AC*	*94.5 100kw*	5	6	4	5	5	9	80	TICHENOR	KATZ	8.1
5.2	7.1	4.6	5.0	4.8	7	KQXX *Span*	*98.5 100kw*	7	7	8	8	7	5	81	BRAVO	CAB	2.5
5.6	5.1	3.7	5.8	4.7	8	KRIX *AOR*	*99.5 100kw*	6	2	5	6	8	13	74	DAYTONA	BAN	6.9
2.7	5.2	3.7	3.6	2.2	9	KIRT *Span*	*1580 1-.3kw*	10	8	11	11	10	7	68	RIO	CAB	6.9
2.1	2.3	1.8	1.7	2.2	9	KJAV *Span*	*104.9 3kw*	13	16	7	10	11	11	136	PAULINO BERNAL	--	--

#88 MOBILE

POPULATION: **385,600**

FALL '87	SPRING '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.9	17.7	18.0	1	WKSJ-A/F *Ctry*	*1270/94.9 5kw/100kw*	1	4	3	2	1	1	113	CAPITOL BR.	BAN	16.0
16.9	14.9	13.4	2	WABB-A/F *CHR*	*1480/97.5 5kw/100kw*	2	1	1	3	4	6	88	VOICE OF MOBILE	CHR	19.2
17.3	12.9	11.9	3	WBLX-FM *UC*	*92.9 100kw*	3	2	2	1	2	3	100	BEASLEY	HNWH	19.1
7.3	8.5	6.9	4	WGOK *UC*	*900 1-.5kw*	4	5	6	7	6	4	89	ROBERDS	ROS	3.5
4.5	3.3	5.4	5	WAVH *AC*	*96.1 100kw*	5	10	9	4	3	2	77	TMCI	DUR	3.9
2.6	4.9	4.9	6	WMML *UC*	*1410 5kw*	8	3	5	8	10	16	101	BRIDGEWAY	K/P	3.1
4.5	5.0	4.4	7	WKRG-FM *AC*	*99.9 100kw*	6	15	7	5	5	7	66	WKRG-TV	KATZ	6.0
4.4	4.6	4.0	8	WKRG *N/T*	*710 1-.5kw*	7	13	11	11	9	5	66	WKRG-TV	KATZ	4.8
1.2	2.4	3.0	9	WGCX *AOR*	*104.1 100kw*	9	9	4	6	8	20	72	WESCOM GROUP	REP	3.1
3.4	3.6	2.9	10	WDLT *AC*	*98.3 3kw*	10	16	10	9	7	8	71	JAB	REP	2.2

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#75 MONTEREY-SALINAS-SANTA CRUZ

POPULATION: **487,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.8	8.8	8.9	9.2	8.7	1	**KDON-FM** *CHR*	*102.5 18.5kw*	1	1	1	1	5	17	72	HENRY	KATZ	10.6
6.8	8.3	7.6	7.5	7.5	2	**KGO** *N/T*	*810 50kw*	3	23	17	11	9	1	94	CAP CITIES/ABC	BAN	7.4
7.8	6.9	7.3	8.8	6.8	3	**KWSS** *CHR*	*94.5 1.15kw*	2	2	3	5	3	10	63	NATIONWIDE	MCG	9.3
4.3	4.2	3.9	3.0	5.9	4	**KWAV** *AC*	*96.9 18kw*	4	4	5	2	1	5	75	BUCKLEY	HNWH	3.6
4.9	3.3	3.3	3.0	5.2	5	**KOCN** *AC*	*104.9 .95kw*	10	8	4	4	2	3	106	C.R. PASQUIER	TOR	3.5
4.9	5.8	4.2	4.2	5.0	6	**KMBY** *AOR*	*107.1 .91kw*	5	7	2	3	4	11	76	C&C	BAN	8.8
4.8	4.0	3.4	4.4	4.2	7	**KTOM-FM** *Ctry*	*100.7 .91kw*	6	12	13	8	6	2	75	COMMUNITY PAC.	MMR	5.4
1.4	0.7	1.2	1.7	3.9	8	**KXDC-FM** *B/EZ*	*101.7 .8kw*	14	15	20	18	11	20	131	CARMEL BR.	CHR	.8
7.0	3.8	5.3	4.0	3.4	9	**KBAY** *B/EZ*	*100.3 14.5kw*	8	20	23	23	18	21	67	UNITED	MMR	3.6
3.6	3.2	2.2	2.5	3.4	9	**KBOQ** *Clas*	*92.7 1kw*	9	18	16	13	13	6	70	A. WILLIAM LEE	DUR	3.8

#84 NEW BEDFORD-FALL RIVER

POPULATION: **414,700**

FALL '87	SPRING '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.4	15.5	10.1	1	**WPRO-FM** *CHR*	*92.3 39kw*	1	T	2	2	2	2	70	CAP CITIES/ABC	BAN	14.7
9.2	9.0	8.6	2	**WHJY** *AOR*	*94.1 50kw*	2	h	1	1	3	13	92	FEDERAL	KATZ	10.8
4.7	4.1	7.4	3	**WMYS** *AC*	*98.1 50kw*	3	e	4	3	1	1	105	HALL	--	1.9
6.7	2.1	5.9	4	**WBSM** *N/T*	*1420 5-1kw*	6	r	21	22	10	4	125	SAGE	CHR	2.6
4.3	3.1	4.9	5	**WSNE** *AC*	*93.3 50kw*	4	e	3	4	4	9	81	BECK-ROSS	EAST	6.7
10.6	6.6	4.1	6	**WLKW** *B/EZ*	*101.5 50kw*	5	i	18	13	7	6	72	WILKS/SCHWARTZ	CHR	7.0
3.8	3.3	3.4	7	**WWLI** *AC*	*105.1 50kw*	10	s	19	7	6	3	84	TMZ	MCG	4.6
2.6	2.7	3.4	7	**WPLM-FM** *BBnd*	*99.1 50kw*	14	n	32	28	27	8	106	PLYMOUTH ROCK	--	.9
2.2	4.8	3.3	9	**WODS** *Gold*	*103.3 12.5kw*	7	o	11	5	5	5	78	CBS	CBS	2.2
2.8	2.0	3.2	10	**WZOU** *CHR*	*94.5 11.5kw*	9	t	5	6	9	15	78	ARDMAN	EAST	1.8
2.2	3.1	3.2	10	**WALE** *Talk*	*1400 1kw*	16	e	29	27	25	22	120	NORTH AMERICAN	MCG	.5
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#89 NEW HAVEN

POPULATION: **384,700**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.1	12.9	11.7	1	**WKCI** *CHR*	*101.3 10kw*	1	1	2	1	1	3	79	NOBLE	MCG	13.6
10.7	9.9	10.1	2	**WELI** *AC*	*960 5kw*	2	13	9	6	2	1	84	CLEAR CHANNEL	BAN	7.6
10.3	8.2	7.1	3	**WPLR** *AOR*	*99.1 50kw*	3	2	1	2	5	15	67	SOUTHERN STARR	DUR	13.6
5.1	6.7	6.6	4	**WEZN** *AC*	*99.9 27.5kw*	4	8	8	7	6	2	78	MEWCITY	KATZ	4.7
5.4	3.7	5.7	5	**WDRC-FM** *Gold*	*102.9 19.5kw*	5	9	3	3	3	7	77	BUCKLEY	MCG	4.2
4.9	4.4	4.8	6	**WAVZ** *BBnd*	*1300 1kw*	8	21	17	15	14	4	92	NOBLE	MCG	2.4
4.4	4.2	4.7	7	**WNHC** *UC*	*1340 1kw*	13	4	6	4	4	9	110	WNHC, INC.	SAV	3.8
1.7	0.5	4.4	8	**WWYZ** *Ctry*	*92.5 18kw*	10	6	13	11	8	6	88	WWYZ, INC.	BAN	5.4
6.9	4.4	3.9	9	**WKSS** *CHR*	*95.7 50kw*	6	3	4	5	10	16	56	PRECISION	MMR	6.6
2.9	4.9	3.5	10	**WRCH** *B/EZ*	*100.5 7.5kw*	15	18	20	16	12	5	106	RADIO COR/HART	BAN	2.7

#70 OMAHA-COUNCIL BLUFFS

POPULATION: **505,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.3	17.0	16.1	14.8	17.2	1	**KFAB** *AC*	*1110 50kw*	1	4	7	5	2	1	78	HENRY	CHR	15.1
10.4	12.1	10.4	11.6	13.1	2	**KQKQ** *CHR*	*98.5 100kw*	2	1	2	2	4	6	77	MITCHELL	EAST	14.2
14.7	15.4	17.7	14.7	12.4	3	**KEZO-A/F** *AOR*	*1490/92.3 1kw/100kw*	4	3	1	1	1	9	89	ALBIMAR	KATZ	17.5
9.1	10.8	11.9	11.1	9.6	4	**KGOR** *Gold*	*99.9 115kw*	3	2	3	3	6	7	70	HENRY	CHR	9.3
7.0	6.1	7.5	5.7	9.1	5	**WOW-FM** *Ctry*	*94.1 100kw*	5	5	6	4	3	2	105	GREAT EMPIRE	TOR	10.6
9.8	8.7	7.4	6.1	6.6	6	**KESY-A/F** *B/EZ*	*1420/104.5 1-.3kw/100kw*	8	10	11	8	8	17	91	SUN GROUP	MCG	4.2
3.0	4.8	4.7	6.6	5.7	7	**KOIL** *Gold*	*1290 5kw*	6	7	5	6	5	5	69	VALLEY	BAN	4.6
6.4	7.8	5.4	6.5	5.4	8	**KEFM** *AC*	*96.1 100kw*	7	8	4	7	7	8	67	WEBSTER	MCG	4.8
6.5	4.4	4.3	5.6	4.8	9	**WOW** *Ctry*	*590 5kw*	9	13	10	10	9	4	70	GREAT EMPIRE	TOR	4.2
0.0	0.0	3.5	3.3	1.4	10	**KOMJ** *Gold*	*103.7 50kw*	10	11	8	9	10	11	46	VALLEY	BAN	2.9

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#60 RALEIGH-DURHAM

POPULATION: 575,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.5	8.3	10.7	10.9	10.5	1	**WRDU** *AOR*	*106.1 100kw*	2	5	1	1	1	7	91	VOYAGER	MMR	11.6
9.1	7.4	7.3	6.0	8.8	2	**WQDR** *Ctry*	*94.7 100kw*	4	24	6	5	2	1	108	DURHAM LIFE	MCG	9.8
6.7	9.4	9.0	10.3	8.5	3	**WDCG** *CHR*	*105.1 100kw*	1	1	2	3	6	6	68	DURHAM	REP	8.6
7.4	6.4	6.5	7.1	8.2	4	**WQOK** *UC*	*97.5 100kw*	7	4	3	2	4	5	109	JOYNER	HNWH	9.1
8.9	8.2	6.5	9.0	7.9	5	**WPTF** *N/T*	*680 50kw*	5	25	15	10	8	2	98	DURHAM LIFE	MCG	6.0
9.9	9.4	6.5	7.5	6.8	6	**WRAL** *AC*	*101.5 100kw*	3	8	5	4	3	3	67	CAPITOL BR. CO.	KATZ	7.3
3.1	9.2	7.0	6.1	5.5	7	**WFXC** *UC*	*107.1 1.19kw*	6	2	4	6	7	10	69	PINNACLE	EAST	11.0
6.3	3.6	4.2	5.7	4.6	8	**WYLT** *AC*	*96.1 98kw*	9	17	8	7	5	4	68	METROPLEX	MCG	3.5
4.1	2.8	3.2	2.4	2.8	9	**WZZU** *CHR*	*93.9 100kw*	8	3	9	9	13	17	38	JIM HEAVNER	TOR	3.4
3.2	3.6	3.6	2.1	2.7	10	**WDUR** *Rel*	*1490 1kw*	13	10	10	11	10	9	108	PINNACLE	EAST	1.3

#55 RICHMOND

POPULATION: 700,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	13.2	14.5	14.2	13.0	1	**WRVQ** *CHR*	*94.5 200kw*	1	1	2	1	3	4	86	EDENS	CHR	14.6
13.3	14.6	12.7	11.7	12.3	2	**WRVA** *AC*	*1140 50kw*	2	8	8	6	6	1	85	EDENS	CHR	9.8
13.2	13.2	10.8	13.9	11.2	3	**WRXL** *AOR*	*102.1 140kw*	3	3	1	2	2	9	106	CAPITOL BR. CO.	KATZ	15.4
3.8	6.3	9.5	9.2	10.4	4	**WCDX** *UC*	*92.7 3kw*	5	2	3	3	4	6	111	SINCLAIR TELE.	ER	14.6
12.2	9.5	8.6	7.7	8.2	5	**WPLZ-FM** *UC*	*99.3 3kw*	6	4	4	5	5	7	99	PACO-JON	MCG	10.5
6.8	7.9	8.6	8.7	7.9	6	**WMXB** *AC*	*103.7 20kw*	4	6	5	4	1	2	85	RAGAN HENRY	DUR	6.5
4.3	2.9	2.7	3.3	6.0	7	**WKHK** *Ctry*	*95.3 3kw*	8	5	7	7	7	3	85	ABS	HNWH	5.6
6.9	5.6	7.3	5.2	5.6	8	**WTVR-A/F** *Ctry*	*1380/98.1 5kw/50kw*	7	15	9	8	8	5	75	PARK	REP	3.9
5.2	6.3	3.9	4.2	3.3	9	**WQSF** *B/EZ*	*96.5 50kw*	9	12	10	9	9	8	68	RICHMOND RADIO	HNWH	2.9
2.2	2.8	2.1	2.9	2.6	10	**WLEE** *BBnd*	*1480 5kw*	11	20	15	21	19	10	108	WLEE, INC.	HNWH	.9

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#94 ROANOKE-LYNCHBURG

POPULATION: **371,900**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
22.7	20.9	20.6	1	**WXLK** *CHR*	*92.3 93kw*	1	1	1	1	1	2	89	CEBE INVEST.	TOR	
13.4	11.0	13.9	2	**WPVR** *B/EZ*	*94.9 100kw*	2	10	6	4	3	1	107	JIM GIBBONS	HNWH	
11.0	12.7	10.0	3	**WYYD** *Ctry*	*107.9 20.5kw*	4	3	4	3	2	3	94	WINAS, INC.	EAST	
6.5	8.2	8.5	4	**WSLQ** *AC*	*99.1 200kw*	3	9	2	2	4	5	72	MEL WHEELER	KATZ	
4.8	5.1	5.1	5	**WSLC** *Ctry*	*610 5-1kw*	5	8	13	10	7	4	86	MEL WHEELER	KATZ	
3.6	4.6	3.9	6	**WTOY** *UC*	*910 1-.089kw*	11	4	7	5	5	8	113	COMMONWEALTH	K/P	
3.3	2.6	3.6	7	**WFIR** *AC*	*960 5kw*	7	6	15	15	13	6	69	JIM GIBBONS	HNWH	
3.4	2.6	3.6	7	**WJJS** *UC*	*1320 1-.24kw*	12	16	3	6	6	9	110	CRS	K/P	
3.1	2.6	3.1	9	**WKZZ** *CHR*	*100.1 3kw*	6	2	5	7	11	16	55	LYNCHBURG, IND.	REP	
3.8	4.6	2.6	10	**WJLM** *Ctry*	*93.5 3kw*	9	12	12	9	8	7	65	WRIS	--	

#62 SAN DIEGO NORTH COUNTY

POPULATION: **562,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
9.1	11.7	9.1	7.4	7.8	1	**KFMB-FM** *AC*	*100.7 36kw*	1	2	1	1	2	3	65	MIDWEST TV	MCG	
10.5	8.8	9.1	10.2	6.1	2	**KJQY** *B/EZ*	*103.7 36kw*	5	18	31	14	7	1	94	GROUP W	G/W	
3.9	4.9	3.6	4.5	6.0	3	**KKLQ-A/F** *CHR*	*600/106.5 5kw/50kw*	2	1	4	4	6	11	57	EDENS	CHR	
5.2	4.4	4.6	5.1	5.3	4	**KGMG-FM** *CR*	*102.1 10kw*	6	20	2	2	1	9	82	PAR	BAN	
5.1	5.8	6.0	6.1	4.6	5	**KFMB** *AC*	*760 5kw*	8	12	20	7	3	2	78	MIDWEST TV	MCG	
4.9	4.9	5.1	5.8	4.5	6	**KGB** *AOR*	*101.5 50kw*	4	6	3	3	4	19	68	BROWN	KATZ	
4.4	3.2	4.8	4.6	3.8	7	**XTRA-FM** *AOR*	*91.1 100kw*	3	3	5	6	11	33	52	NOBLE	MMR	
1.7	2.3	1.1	2.2	3.7	8	**KKYY** *AC*	*94.9 22kw*	10	8	6	5	5	10	69	SANDUSKY	TOR	
4.2	2.9	3.3	2.3	3.2	9	**KSON-FM** *Ctry*	*97.3 50kw*	7	10	12	11	9	8	53	JEFFERSON-PILOT	BAN	
4.1	2.1	3.5	2.2	3.0	10	**KNX** *News*	*1070 50kw*	9	24	29	24	13	5	54	CBS	CBS	

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#98 SPOKANE

POPULATION: **355,400**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
15.2	16.9	14.8	1	KZZU CHR	92.9 89kw	1	1	1	1	2	7	95	OLYMPIC		
8.3	8.4	10.9	2	KISC AC	98.1 94kw	3	3	2	2	1	3	115	HOME NEWS	KATZ	
10.7	13.8	9.9	3	KXLY-FM B/EZ	99.9 37kw	4	6	9	6	5	1	105	SPOKANE	EAST	
11.1	6.8	8.9	4	KDRK Ctry	93.7 56kw	2	17	5	3	3	2	91	PRICE BR.	EAST	
6.3	5.1	6.8	5	KXLY N/T	920 5kw	5	13	8	10	8	5	84	SPOKANE	EAST	
4.4	3.9	5.8	6	KKZX CR	98.9 100kw	7	5	3	4	4	12	82	MEDINA	BAN	
7.0	6.4	5.6	7	KEZE AOR	105.7 100kw	6	4	4	5	7	10	73	KAYE-SMITH	MACG	
6.1	4.5	5.5	8	KGA Ctry	1510 50kw	8	9	11	7	6	4	79	PRICE BR.	EAST	
3.0	3.3	3.8	9	KVXO CHR	103.9 3kw	10	2	7	9	14	14	67	AL HOCKSTADT	DUR	
5.4	5.1	3.1	10	KKPL-A/F AC	630/96.1 1kw/56kw	9	11	6	8	9	13	50	ALPHA RADIO	REP	
2.8	2.7	3.1	10	KAQQ AC	590 5kw	11	12	17	11	10	6	69	HOME NEWS	KATZ	

#71 SPRINGFIELD

POPULATION: **502,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	8.5	7.0	9.5	10.3	1	WHYN-FM AC	93.1 50kw	1	4	4	1	2	2	78	WILKS/SCHWARTZ	MCG	9.8
8.6	9.0	9.8	9.1	10.2	2	WMAS-FM AC	94.7 50kw	3	7	3	2	1	3	91	LAPPIN	BAN	7.0
9.0	9.4	10.0	8.9	8.7	3	WRCH B/EZ	100.5 7.5kw	6	20	19	13	7	1	106	RADIO CO/HARTF	BAN	3.6
10.0	7.7	10.3	7.2	8.2	4	WAQY AOR	102.1 17kw	4	2	1	3	3	6	76	SUNSHINE GROUP	KATZ	14.3
7.1	9.3	9.0	9.2	7.9	5	WTIC-FM AC	96.5 20kw	2	1	2	4	4	10	64	CHASE	KATZ	10.4
5.6	7.1	8.6	5.6	5.5	6	WHYN AC	550 5-1kw	5	8	9	5	5	4	60	WILKS/SCHWARTZ	MCG	6.0
8.3	7.3	7.1	6.3	4.7	7	WMAS BBnd	1450 1kw	8	12	26	24	14	5	97	LAPPIN	BAN	5.0
2.3	2.5	1.9	2.1	3.2	8	WHMP-FM CHR	99.3 3kw	10	3	6	7	15	19	67	NORTH HAMPTON	K/P	2.4
2.7	2.5	2.4	1.3	2.5	9	WCCC-A/F AOR	1290/106.9 .5kw/23kw	7	9	5	6	11	22	45	GREATER HART.	DUR	3.1
2.4	1.5	2.0	5.0	2.5	9	WAAF AOR	107.3 18.6kw	9	5	7	8	9	18	53	NEWCITY	KATZ	3.5
3.2	3.4	2.8	4.7	2.5	9	WDRC-FM Gold	102.9 19.5kw	11	10	8	9	6	8	56	BUCKLEY	MCG	2.7

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#90 STOCKTON

POPULATION: **381,500**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	6.3	9.1	1	**KRAK** *Ctry*	*1140 50kw*	2	19	11	3	3	1	110	EZ	KATZ	6.9
4.3	5.0	6.5	2	**KFMR** *Ctry*	*100.1 3kw*	3	33	7	1	1	2	87	CARSON GROUP	CBS	4.2
6.6	6.1	5.5	3	**KBEE** *B/EZ*	*103.3 50kw*	5	31	17	9	5	3	87	PRICE	REP	3.5
7.0	6.5	4.4	4	**KHOP** *CHR*	*104.1 50kw*	1	1	2	5	6	14	44	FULLER-JEFFREY	MCG	7.8
5.2	5.2	4.1	5	**KWG** *Gold*	*1230 1kw*	14	29	6	2	2	4	101	CENTRAL VALLEY	KATZ	4.7
4.9	7.3	3.6	6	**KWIN** *CHR*	*97.7 3kw*	4	2	4	10	14	17	55	SNELL BROS.	MMR	4.5
3.7	2.5	3.6	6	**KYBB** *Gold*	*100.9 3kw*	6	20	3	4	4	9	67	CENTRAL VALLEY	KATZ	3.5
1.9	3.8	3.3	8	**KRAK-FM** *Ctry*	*105.1 50kw*	13	24	12	7	8	8	82	EZ	KATZ	2.6
5.2	2.9	3.2	9	**KCBS** *N/T*	*740 50kw*	8	13	20	16	12	7	59	CBS	CBS	2.8
3.9	5.6	3.2	9	**KDJK** *AOR*	*95.1 50kw*	12	14	1	6	9	23	76	GOLDRUSH	EAST	4.9

#64 SYRACUSE

POPULATION: **540,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	13.7	12.2	11.6	14.2	1	**WSYR** *AC*	*570 5kw*	3	8	8	5	2	1	93	NEWCITY	KATZ	9.7
13.5	13.7	15.2	17.2	13.8	2	**WYYY** *AC*	*94.5 100kw*	1	3	1	1	1	2	77	NEWCITY	KATZ	14.1
13.2	13.6	12.8	10.6	12.6	3	**WNTQ** *CHR*	*93.1 97kw*	2	1	2	2	3	6	78	OSBORN	MCG	14.0
7.1	5.6	9.0	5.3	8.0	4	**WAQX** *AOR*	*95.7 25kw*	4	2	3	3	5	10	79	AGK	MMR	11.3
5.7	5.8	2.9	5.6	6.6	5	**WRHP** *Ctry*	*107.9 50kw*	9	9	10	9	7	3	113	PARK	BAN	4.1
7.0	5.7	5.2	6.7	6.0	6	**WKFM** *CR*	*104.7 50kw*	5	4	4	4	4	15	73	WILKS/SCHWARTZ	CHR	7.0
3.9	5.7	5.8	7.2	4.8	7	**WSEN-A/F** *Gold*	*1050/92.1 2.5kw/25kw*	7	26	5	6	6	5	67	BUCKLEY	HNWH	6.0
4.0	3.0	5.6	4.1	4.6	8	**WHEN** *AC*	*620 5-1kw*	6	15	6	7	9	7	58	PARK	BAN	2.5
7.2	8.2	6.5	4.8	4.2	9	**WEZG** *B/EZ*	*100.9 3kw*	8	5	12	8	8	4	71	LORENZ	DUR	1.9
--	--	0.8	0.4	2.2	10	**WPCX** *Ctry*	*106.9 45kw*	10	12	9	10	10	8	80	SCOTT	MK4	1.8

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#72 TOLEDO

POPULATION: **502,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.7	8.8	9.6	10.3	12.2	1	**WIOT** *AOR*	*104.7 50kw*	3	3	1	1	1	11	97	REAMS	EAST	16.1
10.0	9.5	14.4	10.6	10.7	2	**WKKO** *Ctry*	*99.9 50kw*	5	11	5	5	2	1	105	BOOTH AMERICAN	MMR	6.9
5.2	6.3	5.7	7.2	9.0	3	**WRQN** *CHR*	*93.5 3kw*	2	1	2	4	5	12	64	WRQN, INC.	REP	11.6
15.3	15.4	11.0	10.8	8.9	4	**WMHE** *CHR*	*92.5 50kw*	1	2	3	2	4	7	56	WAITE	CHR	11.9
7.9	6.2	8.7	6.2	7.6	5	**WWWM** *AC*	*105.5 2.7kw*	4	6	4	3	3	3	74	MIDWESTERN	DUR	7.8
10.2	9.8	11.5	8.1	7.4	6	**WLQR** *B/EZ*	*101.5 15kw*	6	13	7	7	6	2	80	TOLEDO BR.	KATZ	7.0
4.7	4.8	4.8	3.0	6.1	7	**WTOD** *Ctry*	*1560 5kw*	12	14	18	10	11	4	149	BOOTH AMERICAN	MMR	3.3
6.5	8.3	6.2	7.2	5.2	8	**WSPD** *AC*	*1370 5kw*	7	8	10	11	10	6	60	TOLEDO BR.	KATZ	5.3
6.9	4.0	4.2	5.5	4.7	9	**WJR** *AC*	*760 50kw*	8	18	8	9	9	5	73	CAP CITIES/ABC	KATZ	4.2
2.7	3.8	3.1	4.3	3.9	10	**CKLW** *BBnd*	*800 50kw*	10	10	17	17	15	8	87	CUC	REP	2.5

#63 TUCSON

POPULATION: **543,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.8	19.3	20.5	22.4	18.0	1	**KRQQ** *CHR*	*93.7 94kw*	1	1	1	1	2	3	97	NATIONWIDE	MCG	29.0
8.5	10.4	11.2	10.2	11.6	2	**KIIM** *Ctry*	*99.5 93kw*	2	4	3	2	1	1	109	REX	KATZ	7.1
9.2	8.7	7.6	8.8	7.6	3	**KLPX** *AOR*	*96.1 93kw*	3	2	2	3	3	8	75	LOTUS	HNWH	9.4
9.5	9.2	9.0	8.4	6.1	4	**KWFM** *AC*	*92.9 93kw*	4	3	4	4	4	9	66	AMERICAN MEDIA	MMR	7.6
12.6	10.4	9.5	8.2	6.0	5	**KJYK** *B/EZ*	*94.9 97kw*	5	16	5	5	5	2	77	DUCHOSSOIS	CHR	4.9
2.4	0.3	0.7	1.5	5.3	6	**KMRR** *Nost*	*1330 2-.5kw*	8	17	16	15	13	5	132	GOLDEN STATE	REP	2.2
2.5	2.8	1.9	2.2	5.2	7	**KGVY** *BBnd*	*1080 1kw*	13	22	22	21	19	7	181	JOE CRYSTALL	--	3.8
4.0	3.6	3.7	3.0	4.4	8	**KNST** *N/T*	*940 1-.25kw*	6	10	9	6	6	4	63	NATIONWIDE	MCG	4.6
4.2	3.5	3.7	2.4	3.2	9	**KCUB** *Ctry*	*1290 1kw*	7	14	15	13	10	10	73	REX	KATZ	3.1
1.8	2.1	2.5	2.1	2.9	10	**KXEW** *Span*	*1600 1kw*	18	9	17	11	11	6	138	ARIZONA LOTUS	LOTU	2.1

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#57 TULSA

POPULATION: **649,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.8	12.5	13.1	12.2	14.4	1	KMOD AOR	97.5 100kw	3	3	1	1	1	10	122	CLEAR CHANNEL	HNWH	17.1
10.2	8.7	9.4	10.1	9.2	2	KRMG AC	740 50-25kw	1	18	9	7	4	1	67	NEWCITY	KATZ	8.7
9.0	10.1	10.4	9.8	9.0	3	KAYI CHR	106.9 100kw	2	1	2	2	7	11	73	NARRAGANSETT	KATZ	14.3
12.8	12.9	12.1	9.1	8.4	4	KWEN Ctry	95.5 100kw	4	4	5	3	2	3	74	NEW CITY	KATZ	10.4
7.8	8.8	8.2	9.1	8.0	5	KBEZ B/EZ	92.9 100kw	5	13	11	8	6	2	77	WIN	CHR	4.7
7.4	8.4	9.7	8.6	7.2	6	KVOO Ctry	1170 50kw	8	11	12	9	8	4	88	FIRST STUART	HNWH	5.0
4.4	5.7	6.1	5.6	6.2	7	KMYZ-A/F CHR	1570/104.5 1kw/78kw	6	2	3	5	10	12	60	SHAMROCK COM.	EAST	5.5
6.8	6.7	5.6	5.1	6.1	8	KRAV AC	96.5 100kw	7	7	4	4	3	7	73	KRAVIS CO.	CHR	4.4
3.2	2.6	3.0	4.0	4.9	9	KQMJ AC	99.5 100kw	9	8	6	6	5	8	76	TEXOMA	BAN	2.7
4.7	4.7	3.2	3.2	4.3	10	KTFX Ctry	103.3 100kw	12	5	7	12	12	6	77	CENTRAL	--	4.4

#53 WEST PALM BEACH-BOCA RATON

POPULATION: **723,700**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	14.6	12.0	12.4	16.7	1	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	1	28	23	13	5	1	122	J.J. TAYLOR	KATZ	11.0
8.9	8.4	7.0	8.8	8.8	2	WRMF AC	97.9 100kw	2	12	1	1	1	2	90	FAIRBANKS	BAN	8.5
5.9	7.9	5.7	9.5	6.9	3	WJNO N/T	1230 1kw	3	27	21	11	7	5	84	FAIRBANKS	BAN	6.2
5.2	6.2	3.8	5.0	5.3	4	WIRK Ctry	107.9 100kw	7	11	8	2	2	3	106	PRICE COM.	HNWH	6.2
2.6	3.1	3.0	2.8	4.4	5	WNGS AC	92.1 3kw	9	26	11	4	4	4	94	PEARL	EAST	3.7
3.7	3.7	3.4	2.5	4.0	6	WMXJ Gold	102.7 100kw	6	7	6	3	3	6	76	SCONNIX	DUR	3.1
1.8	2.9	3.1	2.3	4.0	6	WHQT UC	105.1 100kw	8	1	7	10	16	7	82	EZ	MMR	4.1
1.6	2.3	4.9	3.4	3.5	8	WOVV CHR	95.5 100kw	5	2	3	8	8	17	57	SOUTHWIND	MCG	4.2
5.1	3.1	4.4	3.1	3.4	9	WHYI CHR	100.7 100kw	4	3	9	7	9	8	45	METROPLEX	MCG	4.8
2.1	1.4	3.2	2.3	2.6	10	WSHE AOR	103.5 100kw	10	6	4	6	10	20	68	TK	EAST	3.3

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#87 WICHITA

POPULATION: **390,700**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	15.9	13.8	1	**KKRD** *CHR*	*107.3 100kw*	1	1	1	1	4	6	77	KKRD, INC.	HNWH	16.6
10.0	7.6	11.6	2	**KZSN** *Ctry*	*102.1 100kw*	5	4	5	2	1	2	106	SOUTHERN SKIES	KATZ	9.5
10.6	12.6	9.5	3	**KFDI-FM** *Ctry*	*101.3 100kw*	3	17	6	6	2	1	78	GREAT EMPIRE	TOR	10.7
8.8	5.5	8.0	4	**KXLK** *AC*	*105.3 100kw*	4	5	3	3	3	5	66	SEDGWICK	BAN	7.7
10.4	7.1	7.8	5	**KICT** *AOR*	*95.1 100kw*	6	2	2	4	5	12	77	LAKODUK	MCG	11.1
7.3	7.4	7.6	6	**KFDI** *Ctry*	*1070 10-1kw*	7	9	13	10	7	3	79	GREAT EMPIRE	TOR	7.1
7.5	7.3	7.5	7	**KEYN** *CHR*	*103.7 100kw*	2	3	4	5	6	8	56	LONG-PRIDE	EAST	6.1
5.2	5.7	5.5	8	**KOEZ** *B/EZ*	*92.3 100kw*	8	12	11	9	8	4	76	KJRG, INC.	ROS	2.7
4.3	4.0	4.0	9	**KLEO** *BBnd*	*1480 5-1kw*	12	13	19	17	15	7	86	SOUTHERN SKIES	KATZ	2.2
3.9	2.2	3.0	10	**KRZZ-FM** *CR*	*95.9 3kw*	9	14	7	7	9	10	57	NEW WEST	DUR	4.7

#59 WILKES BARRE-SCRANTON

POPULATION: **624,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.5	13.9	12.3	14.7	13.0	1	**WKRZ** *CHR*	*98.5 8.7kw*	1	1	2	1	1	1	75	KEYMARKET	KATZ	16.4
10.8	6.9	9.7	9.0	8.9	2	**WEZX** *AOR*	*107.1 3kw*	3	4	1	2	2	7	107	SCRANTON TIMES	CHR	10.3
6.4	5.2	7.2	7.2	6.8	3	**WARM** *AC*	*590 5kw*	2	5	8	6	5	2	71	SUSQUEHANNA	EAST	7.2
6.3	4.6	5.9	4.8	5.1	4	**WGBI-FM** *AC*	*101.3 7kw*	6	9	3	4	4	5	89	MEGAREE	TOR	3.9
4.7	5.0	6.4	4.5	5.0	5	**WMGS** *AC*	*92.9 5.3kw*	4	16	4	3	3	4	73	SUSQUEHANNA	EAST	4.4
4.3	7.3	5.3	4.9	5.0	5	**WNAK** *B/EZ*	*730 1kw*	8	8	32	32	19	9	97	SEVEN-THIRTY BR	K/P	4.4
4.7	3.1	4.3	5.2	4.8	7	**WWSH** *B/EZ*	*97.9 50kw*	7	24	17	11	8	3	84	LUZERNE	KATZ	2.6
5.5	3.9	3.2	5.0	3.5	8	**WTLQ** *CHR*	*102.3 3kw*	5	2	5	8	9	15	54	FUTUREMARK	MCG	6.8
3.0	2.8	2.9	1.8	3.1	9	**WHLM** *CHR*	*106.5 37.5kw*	12	6	7	5	6	6	118	MIE	BAN	2.4
0.7	1.2	0.9	1.3	2.9	10	**WSGD** *Gold*	*94.3 .520kw*	10	21	11	7	7	8	98	SAGE	REP	2.7

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#77 WILMINGTON

POPULATION: **466,400**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
6.9	7.3	9.7	1	**WMMR** *AOR*	*93.3 25kw*	2	4	1	1	3	12	92	METROPOLITAN	KATZ	
8.2	10.5	9.1	2	**WSTW** *CHR*	*93.7 50kw*	1	3	2	2	2	2	70	DELMARVA	EAST	
11.1	10.0	8.8	3	**WJBR-FM** *AC*	*99.5 50kw*	3	6	5	3	1	1	95	CRB	KATZ	
9.0	7.3	7.3	4	**WUSL** *UC*	*98.9 18kw*	6	2	3	4	4	9	109	TAK	MCG	
4.1	6.5	6.2	5	**WDEL** *AC*	*1150 5kw*	7	15	31	16	12	3	95	DELMARVA	EAST	
4.0	3.8	4.6	6	**WEGX** *CHR*	*106.1 23kw*	5	1	6	8	11	19	67	MALRITE	CHR	
3.8	4.5	3.9	7	**WEAZ** *B/EZ*	*101.1 12.5kw*	11	14	12	11	8	7	81	WEAZ, INC.	MCG	
3.2	4.7	3.8	8	**WYSP** *CR*	*94.1 16kw*	4	5	4	5	7	21	50	INFINITY	TOR	
4.1	4.6	3.6	9	**WKSZ** *AC*	*100.3 35kw*	8	8	9	6	5	4	62	WKSZ, INC.	HNWH	
3.2	3.2	3.6	9	**WXTU** *Ctry*	*92.5 50kw*	9	9	8	7	6	5	74	BEASLEY	REP	

#81 YOUNGSTOWN-WARREN

POPULATION: **422,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	16.0	15.4	13.3	13.3	1	**WHOT-A/F** *CHR*	*1330/101.1 .5-1kw/15.8kw*	1	1	1	1	1	4	75	WHOT, INC.	EAST	15.7
9.3	11.8	9.2	9.0	10.6	2	**WKBN** *N/T*	*570 5kw*	3	20	9	8	7	3	90	WKBN BR.	KATZ	6.6
8.6	10.6	9.3	7.8	9.5	3	**WKBN-FM** *B/EZ*	*98.9 4.5kw*	2	23	7	6	5	2	78	WKBN BR.	KATZ	7.3
8.6	7.8	10.9	8.2	9.5	3	**WQXK** *Ctry*	*105.1 88kw*	5	11	6	5	4	1	109	LINCOLN GROUP	MCG	7.5
3.5	2.7	2.0	7.6	7.3	5	**WBBG** *Gold*	*93.3 50kw*	6	5	5	2	2	5	87	H&D	--	9.7
9.0	10.1	9.8	7.2	6.6	6	**WYFM** *AC*	*102.9 26kw*	4	6	3	3	3	6	63	SHARON	DUR	8.6
0.0	0.0	3.5	9.4	5.4	7	**WNCD** *G/CR*	*106.1 3kw*	8	3	2	4	6	12	74	WN	TOR	10.7
5.7	5.5	5.5	5.3	5.2	8	**WBBW** *N/T*	*1240 1kw*	7	25	17	16	11	7	69	MAHONING VALLEY	CHR	2.8
4.2	3.9	5.3	2.5	4.3	9	**WMGZ** *CHR*	*95.9 3kw*	9	2	4	7	8	13	70	NATIONAL	K/P	3.3
3.4	1.8	3.2	3.2	3.4	10	**WFMJ** *AC*	*1390 5kw*	10	12	19	17	13	8	60	WFMJ	UNI	4.3

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