

AMERICAN RADIO

Small Market Edition 1991



James H. Duncan, Jr.

AMERICAN RADIO
1991 SMALL MARKET EDITION

Compiled and Edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC
BOX 90284
INDIANAPOLIS, IN 46290

(317) 630-2888

(317) 844-0988

SEPTEMBER 1991

VOLUME XVI, NUMBER 2
ISSN 0738-8675

INTRODUCTION

I am pleased to present the eighth edition of AMERICAN RADIO - SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
Box 90284
Indianapolis, IN 46290
(317) 844-0988 or (317) 630-2888

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1991) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

ALL BIRCH RADIO AUDIENCE ESTIMATES ARE COPYRIGHTED (1991) BY BIRCH RADIO, INC., AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT PRIOR PERMISSION OF BIRCH RADIO.

Copyright 1991 by James H. Duncan, Jr.

This book may not be reproduced, in whole or part by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron and/or Birch subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source "American Radio by James Duncan, Jr." must always be cited.

Every effort has been made to make this book as accurate as is humanly possible -- well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Beth Barnhorst for her excellent help in the preparation of this edition.

TABLE OF CONTENTS

SECTION A: Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX	Ft. Smith, AR	Nwburg-Middltn, NY
Albany, GA	Ft. Walton Beach, FL	Northwest Michigan
Alexandria, LA	Frederick, MD	Odessa-Midland, TX
Augusta, ME	Gainesville, FL	Owensboro, KY
Bangor, ME	Grand Forks, ND	Palm Springs, CA
Battle Creek, MI	Grand Junction, CO	Panama City, FL
Beaumont, TX	Great Falls, MT	Parkersburg, WV
Beckley, WV	Hagerstown, MD	Pascagoula, MS
Billings, MT	Harrisonburg, VA	Poughkeepsie, NY
Biloxi-Gulfport, MS	Ithaca, NY	Rapid City, SD
Bismarck, ND	Joplin, MO	Reading, PA
Bryan-Coll. Station, TX	Kileen-Temple, TX	Redding, CA
Burlington, VT	LaCrosse, WI	Rochester, MN
Cape Cod, MA	Lafayette, IN	St. Cloud, MN
Cape May, NJ	Lafayette, LA	San Angelo, TX
Champaign, IL	Lake Charles, LA	Santa Barbara, CA
Charlottesville, VA	Laurel, MS	Santa Fe, NM
Cheyenne, WY	Lawton, OK	Santa Rosa, CA
Chico, CA	Lufkin, TX	Sioux City, IA
Columbia, MO	Medford-Ashland, OR	Springfield, IL
Danbury, CT	Meridian, MS	Southern Illinois
Danville, IL	Minot, ND	Stamford-Norwalk, CT
Dothan, AL	Monroe, LA	State College, PA
Dubuque, IA	Morristown, NJ	Texarkana, TX
Eau Claire, WI	Muskegon, MI	Trenton, NJ
Fayetteville, AR	Myrtle Beach, SC	Tri-Cities, WA
Florence, SC	Naples, FL	Tuscaloosa, AL
Ft. Myers, FL	New Bedford, MA	Tyler, TX
	New London, CT	Victoria, TX
		Waterbury, CT
		Watertown, NY
		Wichita Falls, TX
		Williamsport, PA
		Yakima, WA

SECTION B: Birch Non-Monthly Markets:

Benton Harbor, MI	Jefferson City, MO
Bluefield, WV	Laredo, TX
Central Upper Michigan	Lima, OH
Eureka-Arcata, CA	Longview/Marshall, TX
East Idaho	Morgantown, WV
Elkhart/Goshen, IN	Northeastern Michigan
Fairbanks, AK	San Luis Obispo/Santa Maria/Lompoc
Florence, AL	Staunton - Waynesboro, VA
Ft. Collins/Greeley/Loveland, CO	Wausau, WI
Jackson, TN	Yuba City, CA

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

STATION	MARKET	SHARE	FORMAT	GROUP OWNER	
1.	KKYR-F	Texarkana, TX-AR	33.1	Country	
2.	KIXQ-F	Joplin, MO	32.8	Country	
3.	WBKR-F	Owensboro, KY	31.7	Country	
	KGKL-F	San Angelo, TX	31.7	Country	
5.	KLUR-F	Wichita Falls, TX	31.0	Country	
6.	KEKB-F	Grand Junction, CO	30.9	Country	
7.	WILQ-F	Williamsport, PA	29.0	Country	
8.	KIXY-F	San Angelo, TX	28.2	CHR	
9.	KIXS-F	Victoria, TX	27.4	Country	Osborn/Reynolds
10.	WPAP-F	Panama City, FL	26.9	Country	
11.	KKIX-F	Fayetteville-Springdale, AR	26.4	Country	Noalmark
12.	WJIZ-F	Albany, GA	25.7	Black	Silver Star
13.	KYYY-F	Bismarck, ND	25.6	CHR	Meyer
14.	WAXX-F	Eau Claire, WI	25.1	Country	
15.	KEAN-F	Abilene, TX	25.0	Country	Sun Group
16.	KJLO-F	Monroe, LA	24.9	Country	New South
17.	KLAW-F	Lawton, OK	24.8	Country	
18.	KYKS-F	Lufkin, TX	24.0	Country	
	KTCS-F	Ft. Smith, AR	24.0	Country	
	KMGZ-F	Lawton, OK	24.0	Country	
	KBCE-F	Alexandria, LA	24.0	Black	
22.	KNUE-F	Tyler, TX	23.5	Country	
	WHTO-F	Williamsport, PA	23.5	CHR	
24.	WQPO-F	Harrisonburg, VA	23.1	CHR	VerStandig
25.	KRWQ-F	Medford-Ashland, OR	22.8	Country	
26.	KYEA-F	Monroe, LA	22.5	Black	
27.	KGLI-F	Sioux City, IA	22.4	CHR	
28.	WSTO-F	Owensboro, KY	22.1	CHR	
29.	KCTR-F	Billings, MT	21.9	Country	
30.	WTVY-F	Dothan, AL	21.8	Country	
31.	WCIR-F	Beckley, WV	21.7	CHR	
32.	KIOK-F	Tri-Cities, WA	21.5	CHR	Sterling
33.	KCJB	Minot, ND	21.4	Country	
34.	WKNN-F	Biloxi, MS	21.3	Country	Southern Starr
	WBHV-F	State College, PA	21.3	Oldies	Burbach
	WKNN-F	Pascagoula, MS	21.3	Country	Southern Starr
	KYKZ-F	Lake Charles, LA	21.3	Country	
38.	KCLR-F	Columbia, MO	21.1	Country	
39.	WOKK-F	Meridian, MS	21.0	Country	New South
40.	WTNJ-F	Beckley, WV	20.9	Country	
41.	WIAI-F	Danville, IL	20.8	Country	
	KRRV-F	Alexandria, LA	20.8	Country	
43.	KROC-F	Rochester, MN	20.6	CHR	So. Minnesota
44.	KMAG-F	Ft. Smith, AR	20.1	Country	
45.	WJDQ-F	Meridian, MS	20.0	CHR	
	WJLS-F	Beckley, WV	20.0	Country	

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid

S E C T I O N A
A R B I T R O N C O N D E N S E D R A D I O R E P O R T S

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABILENE, TX

MSA Rank/Pop: 294/121,300
 ARB Rank/Pop: 205/127,100
 Market TSL: 22.0
 Average Person Rating: 16.1

Diaries: 381/334:1
 Sample Target: 350
 % Below Line: 0.0
 % Not Listed: 22.1

Retail \$: .81 B11
 FM Share: 96.85%
 Stations: 10/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KEAN-F (C)	51/25.0	20.8	21.6	---	18.9	539	42.4	35.4	38.9			
2. KFQX-F (CHR)	28/13.7	12.9	11.8	---	10.6	327	25.7	25.9	25.3			
3. KEYJ-F (AOR)	22/10.8	9.0	6.4	---	7.8	220	17.3	13.7	18.9			
4. KWZD-F (C)	14/ 6.9	9.0	4.4	---	6.9	240	18.9	14.5	14.8			
5. KKHR-F (O)	13/ 6.4	1.1	1.5	---	6.0	143	11.3	4.0	15.2			
KORQ-F (AC)	13/ 6.4	7.3	8.8	---	9.7	238	18.7	21.2	26.3			
7. KHXS-F (C)	8/ 3.9	4.5	3.4	---	---	64	5.0	9.1	---			
8. KNTS (T)	5/ 2.5	1.1	2.9	---	.5	77	6.1	5.0	7.5			
9. KTLC-F (AC)	4/ 2.0	3.9	5.9	---	4.1	117	9.2	12.4	13.2			

12+ AMD

12+ MID

12+ PMD

12+ EVE

1. KEAN-F>>
2. KFQX-F
3. KEYJ-F
4. KWZD-F

1. KEAN-F>
2. KEYJ-F
3. KFQX-F
4. KWZD-F

1. KEAN-F>>
2. KFQX-F
3. KEYJ-F
4. KWZD-F

1. KFQX-F
2. KEAN-F>>
3. KEYJ-F
4. KORQ-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

1. KEAN-F>
2. KEYJ-F<
3. KFQX-F>
- 4.

1. KEAN-F>>
2. KEYJ-F<
3. KFQX-F
- 4.

1. KEAN-F>>
2. KEYJ-F
- KFQX-F
- KKHR-F

1. KEAN-F>>
2. KKHR-F
3. KWZD-F
- 4.

1. KEAN-F>>
2. KKHR-F
3. KEYJ-F
4. KFQX-F

1. KEAN-F>
2. KFQX-F
- KORQ-F
- 4.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KVRP-F 95.5 Haskell/Abilene .5/5.4

RADIO STATIONS

KNTS,	1470.	5 KW/1 KW (DA-11,	Talk	MBS,	\$10.00	(Eastman)	
KEAN-F,	105.1,	100 KW @ 808 .	Country	ABC,	\$28.00	(Mc-Guild)	SunGroup
KEYJ-F,	107.9,	25 KW @ 667 .	AOR	,	\$14.00	(---)	
KFQX-F,	102.7,	66 KW @ 1200 .	CHR	,	\$18.00	(Eastman)	(MERKEL)
KHXS-F,	106.3,	3 KW @ 200 .	Country	,	\$11.00	(Durpetti)	
KKHR-F,	98.1,	50 KW @ 292 .	Oldies	,	\$13.00	((ANSON)
KORQ-F,	100.7,	100 KW @ 1260 .	AC	UNIPWR,	\$13.00	(Banner)	
KTLC-F,	99.7,	100 KW @ 744 .	AC	CBS,	\$11.00	(Schubert)	(TYE)
KWZD-F,	103.7,	100 KW @ 985 .	Country	,	\$11.00	(Katz)	(HAMLIN)

ALBANY, GA

MSA Rank/Pop: 310/115,800
ARB Rank/Pop: 239/ 92,600
Market TSL: 20.75
Average Person Rating: 15.6

Diaries: 278/333:1
Sample Target: 285
% Below Line: 5.3
% Not Listed: 8.3

Retail \$: 0.8 Bil
FM Share: 86.36%
Stations: 9/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WJIZ-F (B)	37/25.7	---	35.6	---	29.5	333	36.0	37.8	37.3			
2. WKAK-F (C)	21/14.6	---	8.2	---	15.1	241	26.0	20.7	27.0			
3. WJAD-F (CHR)	20/13.9	---	14.4	---	12.0	283	30.6	22.9	30.9			
4. WJYZ (B)	18/12.5	---	7.5	---	6.0	175	18.9	11.9	11.2			
5. WGPC-F (EZ)	11/ 7.6	---	3.4	---	5.4	123	13.3	14.5	12.1			
6. WSGY-F (AC)	9/ 6.3	---	4.8	---	9.0	187	20.2	16.1	19.8			
7. WIKX-F (C)	8/ 5.6	---	8.9	---	---	140	15.1	14.3	---			
8. WVRK-F (AOR)	7/ 4.9	---	0.7	---	0.6	72	7.8	7.3	5.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F>	1. WJIZ-F<	1. WJIZ-F>	1. WJIZ-F>>
2. WKAK-F	2. WJYZ <	2. WKAK-F<	2.
3. WJAD-F	3. WJAD-F	3. WJAD-F	3.
WJYZ	4. WKAK-F<	4. WGPC-F	4.
5.	5. WGPC-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WJIZ-F	1. WJIZ-F>>	1. WJIZ-F>	1. WJIZ-F	1. WJIZ-F	1. WJIZ-F
2. WJAD-F>>	2. WJAD-F>	2. WJYZ	WJYZ	2. WJYZ	2. WJYZ >
3.	3. WJYZ	3. WKAK-F<	WKAK-F>	WKAK-F	3. WJAD-F
4.	WKAK-F	4. WJAD-F	4. WPGC-F	4. WIKX-F	WKAK-F
5.	5.	5.	5.	WJAD-F	5.
				WSGY-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQVE-F 105.5 Mitchell 0.7/4.2

RADIO STATIONS

WJYZ, 960, 5 KW (DAYS, DA) , Gospel	MBS, \$10.00 (HNWH)	Silver Star
WAZE-F, 92.1, 3 KW @ 300 , AC (now off air)	, \$10.00 (Roslin)	(DAWSON)
WGPC-F, 104.5, 100 KW @ 980 , EZ/Nost.	CBS, \$11.00 (Southern)	
WIKX-F, 103.7, 3.6 KW @ 400 , Country	CNN, \$ NA (---)	(LEESBURG)
WJAD-F, 97.3, 100 KW @ 1000 , CHR	ABC, \$19.00 (Banner)	(BAINBRIDGE)
WJIZ-F, 96.3, 100 KW @ 470 , Black	SBN, \$22.00 (HNWH)	Silver Star
WKAK-F, 101.7, 3 KW @ 300 , Country	ABC, \$15.00 (Eastman)	
WSGY-F, 100.3, 97 KW @ 550 , AC	UNIPWR, \$12.00 (---)	(TIFTON)

WVRK - See Columbus, GA in Spring '91 edition

ALEXANDRIA, LA

MSA Rank/Pop: 269/136,800
 ARB Rank/Pop: 208/125,200
 Market TSL: 21.0
 Average Person Rating: 15.3

Diaries: 428/292:1
 Sample Target: 340
 % Below Line: 0.0
 % Not Listed: 12.0

Retail \$: 0.93 Bil
 FM Share: 91.72%
 Stations: 10/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUMF	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KBCE-F (B)	46/24.0	---	19.4	---	22.0	322	25.7	26.9	22.7	27.4	46	366
2. KRRV-F (C)	40/20.8	---	23.6	---	26.0	377	30.1	40.7	38.4	19.0	32	395
3. KLAA-F (C)	20/10.4	---	1.0	---	5.0	218	17.4	5.6	14.2	9.5	16	148
4. KQID-F (CHR)	17/ 8.9	---	13.6	---	10.5	315	25.2	29.5	24.5	8.9	15	342
KZMZ-F (CHR)	17/ 8.9	---	9.4	---	10.5	254	20.3	22.3	20.4	10.7	18	305
6. KICR-F (AC)	15/ 7.8	---	---	---	---	247	19.7	---	---	10.7	18	227
7. KALB (O)	10/ 5.2	---	5.8	---	5.0	145	11.6	14.0	12.3	3.6	6	103

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRRV-F	1. KRRV-F	1. KBCE-F<	1. KBCE-F>>
2. KBCE-F>>	2. KBCE-F>	2. KRRV-F>	2. KLAA-F
3. KLAA-F	3. KLAA-F<	3. KICR-F	KQID-F
4. KZMZ-F	4. KICR-F	4. KQID-F	KRRV-F
5.	5.	KZMZ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBCE-F>	1. KBCE-F>>	1. KBCE-F>	1. KRRV-F<	1. KRRV-F>	1. KBCE-F>>
2. KRRV-F	2. KRRV-F	2. KRRV-F>	2. KBCE-F>>	2. KBCE-F	2. KRRV-F
KZMZ-F	3. KZMZ-F<	3. KLAA-F<	3. KLAA-F	3. KLAA-F	3. KICR-F
4. KQID-F	4. KLAA-F	4. KZMZ-F	4. KALB	4. KZMZ-F	4. KLAA-F
5.	KQID-F	5.	5.	5.	KZMZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRRV	100.3	Alexandria	0.5/3.4
KSYL	970	Alexandria	0.5/4.4
KWDF	840	Ball/Alexandria	1.0/4.3

RADIO STATIONS

KALB,	580,	5 Kw/1 KW (DA-N)	,	Oldies	SMN, \$11.00	(Katz)
KSYL,	970,	1 KW (DA-N)	,	EZ	SMN UNISUP, \$10.00	(Torbet)
KBCE-F,	102.3,	3 KW @ 290	,	Black	SBN, \$23.00	(HNWH)
KICR-F,	98.7,	10 KW @ 1010	,	AC	UNIULT UNISUP, \$14.00	(---) (OAKDALE)
KLAA-F,	98.3,	3 KW @ 300	,	Country	MBS, \$ 9.00	(HNWH)
KQID-F,	93.1,	100 KW @ 1000	,	CHR	ABC UNISUP, \$19.00	(Torbet)
KRRV-F,	100.3,	100 KW @ 1100	,	Country	ABC, \$29.00	(Banner)
KZMZ-F,	96.9,	100 KW @ 1450	,	CHR	ABC UNIPWR, \$15.00	(Katz)

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
 ARB Rank/Pop: 234/98,700
 Market TSL: 23.0
 Average Person Rating: 17.0

Diaries: 287/344:1
 Sample Target: 295
 % Below Line: 40.3
 % Not Listed: 20.2

Retail \$: 0.9 Bil
 FM Share: 95.52%
 Stations: 17/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	S89	B SHR	I AQH	R C	C H	CUME
1. WMME-F (CHR)	22/13.1	---	16.4	---	21.2	287	29.1	32.6	37.7					
2. WQCB-F (C)	17/10.1	---	6.4	---	9.9	170	17.2	12.1	10.6					
3. WBLM-F (AOR)	16/ 9.5	---	7.6	---	6.6	231	23.4	18.8	13.3					
4. WKCG-F (C)	15/ 8.9	---	11.1	---	6.6	171	17.3	22.3	15.0					
5. WTOS-F (AOR)	13/ 7.7	---	8.2	---	6.0	155	15.7	15.4	13.7					
6. WABK-F (AC)	11/ 6.5	---	4.1	---	6.6	168	17.0	14.9	17.1					
WTVL-F (O)	11/ 6.5	---	5.3	---	4.0	174	17.6	14.2	14.1					
8. WHOM-F (SAC)	8/ 4.8	---	7.6	---	6.6	106	10.7	14.5	13.9					

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMME-F>	1. WQCB-F<	1. WMME-F	1. WKCG-F
2. WABK-F<	2. WMME-F	WQCB-F	2. WMME-F
3. WKCG-F<	3. WBLM-F	3. WTOS-F	3. WBLM-F
4. WQCB-F	4. WKCG-F	4. WKCG-F	4. WQCB-F
5.	WTVL-F	WBLM-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTOS-F	1. WMME-F	1. WMME-F	1. WQCB-F	1. WTOS-F	1. WMME-F>
2. WMME-F	2. WBLM-F<	2. WBLM-F	2. WKCG-F	WQCB-F	2. WKCG-F
WBLM-F>	3. WTOS-F>	WQCB-F	3. WMME-F	3. WMME-F	3. WABK-F
4.	4. WTVL-F	4.	4.	WBLM-F	WBLM-F
5.	WQCB-F	5.	5.	5.	WHOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	Augusta	3.0/5.0
WHQO-F	107.9	Skowhegn	1.2/4.4
WMME			0.6/1.5
WCLZ-F	98.9	Cumberland	1.2/3.2
WKSQ-F	94.5	Ellsworth	0.6/3.1
WKZS-F	99.9	Auburn	1.2/6.7
WPOR-F	101.9	Portland	0.6/3.1
WXGL-F	93.9	Lewiston	3.0/12.7
WYOU-F	97.1	Bangor	1.2/5.3

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 400 ,	AC	ABC, \$17.00	(Eastman)	(GARDINER)
WKCG-F,	101.3,	50 KW @ 320 ,	Country	CBS, \$21.00	(K & P)	
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, \$26.00	(Durpetti)	
WTOS-F,	105.1,	50 KW @ 2420 ,	AOR	UNISUP UNIPWR, \$14.00	(Roslin)	(SHOWHEGAN)
WTVL-F,	98.5,	50 KW @ 373 .	Soft AC/Oldies	ABC, \$15.00	(---)	(WATERVILLE)

Other ranked stations -- see Bangor in this edition or Portland in Spring 91 edition

BANGOR, ME

MSA Rank/Pop: 337/86,100
 ARB Rank/Pop: 252/73,300
 Market TSL: 21.75
 Average Person Rating: 16.5

Diaries: 250/293:1
 Sample Target: 265
 % Below Line: 6.3
 % Not Listed: 21.5

Retail \$: 1.3 Bil
 FM Share: 90.53%
 Stations: 9/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WWFX-F (CHR)	17/14.0	---	14.3	---	10.0	201	27.4	29.2	24.2	14.0	16	249
2. WQCB-F (C)	16/13.2	---	18.5	---	20.9	180	24.6	27.0	28.7	14.0	16	204
3. WMMJ-F (O/AC)	15/12.4	---	5.9	---	9.1	172	23.5	15.1	21.7	6.1	7	138
4. WKIT-F (AOR)	12/ 9.9	---	7.6	---	1.8	159	21.7	13.7	13.5	14.0	16	185
5. WABI (EZ/NOST)	9/ 7.4	---	5.9	---	4.5	132	18.0	17.6	16.8	7.0	8	141
6. WKSQ-F (AC)	8/ 6.6	---	9.2	---	10.0	168	22.9	25.9	25.9	9.6	11	183
7. WPBC-F (SAC)	8/ 6.6	---	10.1	---	6.4	146	19.9	17.7	16.9	7.9	9	146
8. WTOS-F (AOR)	6/ 5.0	---	4.2	---	7.3	124	16.9	14.9	12.5	7.9	9	160
9. WYOU-F (C)	4/ 3.3	---	8.4	---	5.5	107	14.6	14.2	15.0	4.4	5	98

12+ AMD

1. WMMJ-F<
2. WQCB-F
3. WABI <
4. WWFX-F
- 5.

12+ MID

1. WMMJ-F<
2. WQCB-F
3. WWFX-F
4. WKIT-F
- 5.

12+ PHQ

1. WQCB-F<
- WWFX-F
3. WKIT-F
4. WMMJ-F
- 5.

12+ EVE

1. WWFX-F
2. WQCB-F
3. WMMJ-F
4. WABI
- WKIT-F

ADULTS 18-34

1. WWFX-F
2. WKIT-F>
3. WQCB-F
4. WMMJ-F
- WTOS-F

ADULTS 18-49

1. WMMJ-F
2. WKIT-F<
3. WQCB-F
- WWFX-F
- 5.

ADULTS 25-54

1. WMMJ-F>
2. WQCB-F
3. WKIT-F
4. WKSQ-F
- 5.

ADULTS 35+

1. WQCB-F
- WMMJ-F<
3. WABI >
- 4.
- 5.

MEN 25-54

1. WMMJ-F>
2. WKSQ-F
- WQCB-F
- WTOS-F
- 5.

WOMEN 25-54

1. WMMJ-F>
2. WKIT-F
- WQCB-F
4. WWFX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WABI,	910,	5 KW (DA-N)	, EZ/Nostalgia	CNN, \$14.00	(Torbet)
WKIT-F,	100.3,	16 KW @ 860	, AOR	, \$13.00	(Eastman)
WKSQ-F,	94.5,	12 KW @ 1030	, AC	, \$16.00	(Brewer)
WPBC-F,	92.9,	20 KW @ 780	, Soft AC	UNISUP, \$18.00	(Christal)
WQCB-F,	106.5,	98 KW @ 1080	, Country	APR, \$26.00	(Katz)
WWFX-F,	104.7,	10 KW @ 1080	, CHR	, \$22.00	(Mc-Guild)
WMMJ-F,	95.7,	8 KW @ 1029	, O/AC	ABC, \$15.00	(Banner)
WYOU-F,	97.1,	5 KW @ 1228	, Country	ABC UNISUP, \$17.00	(HNWH)
					(Torbet)
					(Brewer)
					(Ellsworth)
					(Brewer)
					(Belfast)
					(Ellsworth)

WTOS -- see Augusta, ME

BATTLE CREEK, MI

MSA Rank/Pop: 262/139,600
 ARB Rank/Pop: 218/114,400
 Market TSL: 21.75
 Average Person Rating: 16.5

Diaries: 315/363:1
 Sample Target: 330
 % Below Line: 66.9
 % Not Listed: 43.4

Retail \$: 1.02 Bil
 FM Share: 83.12%
 Stations: 16/4

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H	SHR	AGH	CUME
1. WBXX-F (CHR)	25/13.2	---	15.1	---	2.3	301	26.3	26.4	11.4				
2. WBCK (FS)	24/12.7	---	12.6	---	16.1	279	24.4	23.8	29.5				
WNWN-F (C)	24/12.7	---	14.1	---	12.6	289	25.3	24.6	22.6				
4. WUBU-F (B)	15/ 7.9	---	---	---	---	106	9.3	---	---				
5. WKFR-F (CHR)	13/ 6.9	---	11.1	---	17.8	218	19.1	27.7	33.0				
6. WRKR-F (AOR)	10/ 5.3	---	9.0	---	8.0	148	12.9	12.3	12.3				
7. WIBM-F (O)	9/ 4.8	---	1.5	---	2.9	168	14.7	10.4	8.2				
8. WJXQ-F (AOR)	8/ 4.2	---	2.0	---	4.6	98	8.6	7.6	12.2				

12+ AMD

1. WBCK >
2. WNWN-F
- 3.
- 4.
- 5.

12+ MID

1. WNWN-F
2. WBXX-F
3. WBCK
4. WUBU-F
- 5.

12+ PMD

1. WBXX-F>
2. WNWN-F
3. WUBU-F
4. WRKR-F
5. WKFR-F

12+ EVE

1. WBXX-F
2. WBCK >>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WBXX-F>
2. WUBU-F
3. WKFR-F
4. WJXQ-F
- WRKR-F

ADULTS 18-49

1. WBXX-F>
2. WNWN-F
3. WKFR-F
- WUBU-F
- 5.

ADULTS 25-54

1. WNWN-F>
2. WUBU-F
3. WBXX-F
- WIBM-F
- 5.

ADULTS 35+

1. WBCK <
2. WNWN-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WNWN-F
2. WKFR-F
3. WIBM-F
- WRKR-F
- 5.

WOMEN 25-54

1. WUBU-F
2. WNWN-F
3. WBXX-F
4. WBCK
- WIBM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL	1400	Battle Crk/Mrshll	0.5/ 1.0
WELL-F	104.9	Marshall/Btl Crk	1.6/ 3.8
WFMK-F	99.1	East Lansing	1.6/ 4.5
WITL-F	100.7	Lansing	2.1/ 4.5
WJR	760	Detroit	1.1/ 4.8
WOOD-F	105.7	Grand Rapids	3.7/11.5
WQLR-F	106.5	Kalamazoo/Btl Crk	3.2/ 6.6
WVIC-F	94.9	East Lansing	3.2/ 8.4

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , MOR/Full Service NBC TALKNT, \$18.00 (Eastman)
 WBXX-F, 95.3, 3 KW @ 285 , CHR , \$21.00 (Eastman)

Other ranked stations -- see Kalamazoo or Grand Rapids in Spring 91 edition

BEAUMONT, TX

MSA Rank/Pop: 139/355,100
 ARB Rank/Pop: 122/296,500
 Market TSL: 22.25
 Average Person Rating: 16.4

Diaries: 461/643:1
 Sample Target: 420
 % Below Line: 23.7
 % Not Listed: 15.0

Retail \$: 2.4 Bil
 FM Share: 79.42%
 Stations: 19/13

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AOH	CUME
1. KAYD-F (C)	74/15.2	13.3	12.9	10.8	10.5	849	28.6	23.9	18.8	15.7	81	695
2. KHYS-F (B/AC)	59/12.1	11.6	10.4	18.8	12.6	512	17.3	15.7	19.3	16.3	84	696
3. KYKR-F (C)	47/ 9.7	7.0	11.9	7.7	10.7	541	18.2	21.9	22.1	5.6	29	404
4. KKMY-F (AC)	38/ 7.8	8.9	8.3	9.2	5.6	435	14.7	19.7	16.6	7.6	39	417
5. KZZB-F (CHR)	26/ 5.3	5.5	5.0	6.5	6.6	604	20.4	18.2	25.8	7.2	37	593
6. KWIC-F (AOR)	23/ 4.7	4.7	3.7	2.5	6.6	277	9.3	11.5	11.6	5.2	27	284
7. KKFH (GOSP)	21/ 4.3	3.6	---	0.4	---	151	5.1	---	---	6.6	34	207
8. KLVI (N/T)	20/ 4.1	5.7	4.6	3.8	4.1	351	11.8	10.6	11.2	3.3	17	317
9. KOLE (BB)	19/ 3.9	1.9	2.7	0.8	1.4	142	4.8	5.3	1.8	1.4	7	111
10. KIOC-F (CHR)	18/ 3.7	4.0	5.6	5.2	7.4	406	13.7	15.3	18.1	5.8	30	486

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KAYD-F	1. KAYD-F>>	1. KAYD-F	1. KHYS-F>
2. KHYS-F	2. KKMY-F	2. KHYS-F	2. KYKR-F>
3. KYKR-F	KYKR-F	3. KYKR-F	3. KAYD-F
4. KKMY-F	4.	4. KKMY-F	4. KKMY-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KHYS-F>	1. KAYD-F	1. KAYD-F>	1. KAYD-F>	1. KAYD-F<	1. KAYD-F>>
2. KAYD-F	2. KHYS-F	2. KKMY-F	2. KYKR-F>	2. KKMY-F>	2. KYKR-F
3. KKMY-F	3. KKMY-F	3. KWIC-F	3. KKMY-F	3. KWIC-F	3. KKFH
4. KWIC-F	4. KWIC-F	4. KHYS-F	KOLE	4. KYKR-F	4. KKMY-F
5.	5.	5.	5.	5.	5.

OTHER RATFD STATIONS/METRO SHARE & CUME RATING

KALO	1250	Port Arthur	2.7/7.6
KQXY-F	94.1	Beaumont/PtArthur	1.6/5.9
KTFA-F	92.5	Groves	1.4/6.0
KZZB	990	Beaumont/PtArthur	0.2/1.2
KJZS-F	106.9	Conroe/Houston	1.2/2.8
KKBQ-F	92.9	Pasadena	0.8/2.9
KMJQ-F	102.1	Clear Lake City	0.6/3.7
KTRH	740	Houston	2.3/6.9
KYKZ-F	96.1	Lake Charles	3.1/8.0

RADIO STATIONS

KALO, 1250,	5 KW/1 KW (DA-N),	BLACK	SBN, UNIULT,	\$ 20.00 (Katz)	Clear Channel	
KLVI, 560,	5 KW (DA-N)	, N/T	ABC,	\$ 30.00 (Katz)	Hicks	
KOLE, 1340,	1 KW	, NOSTALGIA	UNISUP, UNIULT,	\$ 15.00 (Eastman)	UNO	
KAYD-F,	97.5,	100 KW @ 500,	COUNTRY	, \$ 30.00 (Mc-Guild)		
KHYS-F,	98.5,	100 KW @ 1952,	BLACK/AC	CBS, UNIPWR,	\$ 80.00 (Katz)	Clear Channel
KIOC-F,	106.1,	100 KW @ 1060,	CHR	, \$ 26.00 (Banner)		
KKMY-F,	104.5,	100 KW @ 440,	AC	UNISUP, UNIULT,	\$ 29.00 (Eastman)	UNO
KQXY-F,	94.1,	100 KW @ 600,	SOFT AC	, \$ 22.00 (---)		
KTFA-F,	92.1,	3 KW @ 312,	RELIGION	, \$ 14.00 (---)		
KWIC-F,	107.9,	100 KW @ 392,	AOR	ABC, UNIULT,	\$ 22.00 (Banner)	
KYKR-F,	93.3,	100 KW @ 414,	COUNTRY	, \$ 46.00 (Katz)	Hicks	
KZZB-F,	95.1,	100 KW @ 414,	CHR	, \$ 32.00 (Crystal)		

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 255/66,100
Market TSL: 23.25
Average Person Rating: 17.4

Diaries: 280/236:1
Sample Target: 265
% Below Line: 2.1
% Not Listed: 17.4

Retail \$: 0.55 B11
FM Share: 88.42%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AGH	CUME
1. WCIR-F (CHR)	25/21.7	---	25.0	---	20.5	315	47.7	45.2	43.2			
2. WTNJ-F (C)	24/20.9	---	33.0	---	25.0	275	41.6	36.7	32.1			
3. WJLS-F (C)	23/20.0	---	12.0	---	6.3	100	42.8	20.8	13.8			
4. WAXS-F (O)	8/ 7.0	---	---	---	1.8	58	8.8	---	10.7			
5. WJLS (REL)	6/ 5.2	---	6.0	---	18.8	100	15.1	17.4	36.2			
6. WWNR (FS)	5/ 4.3	---	1.0	---	4.5	77	11.6	12.7	18.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNJ-F	1. WTNJ-F	1. WTNJ-F<	1. WJLS-F
2. WJLS-F	2. WJLS-F	2. WJLS-F<	2. WCIR-F>>
3. WCIR-F>>	3. WCIR-F>>	3. WCIR-F>>	3. WTNJ-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIR-F	1. WCIR-F	1. WTNJ-F<	1. WTNJ-F>	1. WJLS-F	1. WTNJ-F>
2. WJLS-F>	2. WJLS-F	2. WJLS-F	2. WJLS-F>	2. WTNJ-F	2. WCIR-F
3. WTNJ-F>	WTNJ-F>	3. WCIR-F>	3. WCIR-F	3. WCIR-F>	WJLS-F>
4.	4. WAXS-F	4. WAXS-F	4. WJLS	4. WAXSF	4. WAXS-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHAJ-F	104.5	Bluefield	1.7/10.6
WKLC-F	105.1	St. Albans/Hntngt	0.9/ 5.6
WLZT-F	107.3	Miami/Christn	0.9/ 6.8

RADIO STATIONS

WJLS,	560,	5 KW/500 W (DA-N),	Religion	MBS, \$ 7.00 (Savalli)	
WAXS-F,	94.1,	25 KW @ 650	, Oldies	, \$12.00 (---)	(OAK HILL)
WCIR-F,	103.7,	5 KW @ 1485	, AC/Contemp	NBC UNIULT, \$20.00 (K & P)	
WHAJ-F,	104.5,	100 KW @ 1197	, CHR	UNIPWR UNISUP, \$10.00 (---)	Adventure (BLUEFIELD)
WJLS-F,	99.5,	34 KW @ 1050	, Country	MBS, \$14.00 (Savalli)	
WTNJ-F,	105.9,	50 KW @ 500	, Country	ABC UNISUP, \$23.00 (Roslin)	(MT HOPE)

BILLINGS, MT

MSA Rank/Pop: 307/116,700
 ARB Rank/Pop: 236/94,700
 Market TSL: 23.0
 Average Person Rating: 16.9

Diaries: 306/309:1
 Sample Target: 295
 % Below Line: 0.0
 % Not Listed: 13.1

Retail \$: 1.0 Bil
 FM Share: 79.86%
 Stations: 11/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME RATING S91	S90	S89	B SHR	I AQH	R C H CUME
1. KCTR-F (C)	35/21.9	---	12.4	---	11.7	360	38.0	21.9	17.4	23.5	38	327
2. KRKX-F (CL AOR)	16/10.0	---	8.3	---	---	140	14.8	15.1	---	13.0	21	215
3. KYYA-F (AC)	15/ 9.4	---	11.2	---	12.9	245	25.9	29.4	32.9	9.3	15	259
KZLS-F (CHR)	15/ 9.4	---	13.6	---	15.8	212	22.4	29.4	32.2	14.8	24	266
5. KOHZ-F (SAC)	14/ 8.8	---	10.1	---	8.8	186	19.6	16.5	17.0	4.9	8	126
6. KGHL (C)	12/ 7.5	---	11.2	---	12.9	144	15.2	22.0	25.7	9.3	15	194
7. KIDX-F (AC)	11/ 6.9	---	10.7	---	11.7	145	15.3	21.2	19.6	5.6	9	123
8. KBLG (N/T)	7/ 4.4	---	2.4	---	1.2	99	10.5	8.3	10.1	3.7	6	107
9. KURL (REL)	6/ 3.8	---	1.8	---	2.9	89	9.4	7.2	8.8	2.5	4	70
10. KKUL-F (O)	5/ 3.1	---	1.8	---	4.1	92	9.7	9.5	11.9	0.6	1	57

12+ AMD

1. KCTR-F>>
2. KYYA-F
3. KGHL
4. KRKX-F
- 5.

12+ MID

1. KCTR-F>>
2. KOHZ-F<
3. KRKX-F
4. KGHL
5. KZLS-F

12+ PMD

1. KCTR-F>>
2. KRKX-F
3. KZLS-F
4. KGHL
5. KIDX-F
6. KYYA-F

12+ EVE

1. KCTR-F<
2. KZLS-F
3. KYYA-F
4. KOHZ-F
- 5.

ADULTS 18-34

1. KCTR-F>>
2. KOHZ-F>
3. KZLS-F
4. KYYA-F
- 5.

ADULTS 18-49

1. KCTR-F>>
2. KRKX-F>
3. KYYA-F
4. KZLS-F
- 5.

ADULTS 25-54

1. KCTR-F
2. KRKX-F>
3. KYYA-F
4. KOHZ-F
- 5.

ADULTS 35+

1. KOHZ-F<
2. KCTR-F<
3. KGHL >
- 4.
- 5.

MEN 25-54

1. KCTR-F
2. KRKX-F>>
- 3.
- 4.
- 5.

WOMEN 25-54

1. KCTR-F
2. KOHZ-F
3. KRKX-F
4. KYYA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTR 970 Billings 1.9/11.8

RADIO STATIONS

KBLG	, 910,	1 KW/64 W	, Talk	CBS ABC, \$ 9.00	(---)	Sunbrook
KCTR	, 970,	5 KW (DA-N)	-- See KCTR-F			
KGHL	, 790,	5 KW (DA-N)	, Country	ABC, \$23.00	(Eastman)	
KURL	, 730,	5 KW/235 W	, Religion	, \$ 7.00	(---)	
KUUS	, 1240,	1 KW	, Oldies	ABC, \$ 7.00	(Mc-Guild)	
KCTR-F,	102.9,	100 KW @ 500	, Country	ABC, \$22.00	(Crystal)	Citadel
KIDX-F,	98.5,	85 KW @ 402	, AC	, \$17.00	(Eastman)	
KKUL-F,	95.5,	100 KW @ 984	, Oldies	UNIULT UNISUP, \$ 9.00	(Roslin)	(HARDIN)
KOHZ-F,	103.7,	100 KW @ 480	, SAC	ABC, \$13.00	(Banner)	
KRKX-F,	94.1,	100 KW @ 1045	, Classic AOR	, \$16.00	(Mc-Guild)	Sunbrook
KYYA-F,	93.3,	100 KW @ 700	, AC	ABC, \$19.00	(Banner)	Meyer
KZLS-F,	97.1,	35 KW @ 293	, CHR	ABC, \$19.00	(Crystal)	

BILOXI-GULFPORT, MS

MSA Rank/Pop: 203/207,500
 ARB Rank/Pop: 174/165,100
 Market TSL: 22.0
 Average Person Rating: 16.2

Diaries: 434/380:1
 Sample Target: 400
 % Below Line: 31.2
 % Not Listed: 16.4

Retail \$: 1.2 Bil
 FM Share: 90.62%
 Stations: 21/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WKNN-F (C)	57/21.3	---	13.4	---	16.0	510	30.9	26.5	25.8			
2. WZKX-F (CHR)	25/ 9.3	---	10.8	---	13.5	385	23.3	26.0	27.4			
3. WGCM-F (O)	22/ 8.2	---	10.0	---	8.2	313	19.0	15.9	14.1			
4. WQFX-F (B)	15/ 5.6	---	10.0	---	4.6	207	12.5	16.1	15.0			
5. WQID-F (CHR)	14/ 5.2	---	8.2	---	10.3	294	17.8	22.7	27.7			
6. WQUE-F (B)	13/ 4.9	---	---	---	0.4	163	9.9	---	2.8			
7. WXLS-F (AC)	12/ 4.5	---	3.7	---	7.8	186	11.3	12.2	15.3			
WWL (N/T)	12/ 4.5	---	3.0	---	1.8	149	9.0	8.7	7.7			
9. WNOE-F (C)	10/ 3.7	---	2.6	---	1.4	160	9.7	4.7	5.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F>>	1. WKNN-F>>	1. WKNN-F>	1. WKNN-F<
2. WZKX-F	2. WGCM-F	2. WZKX-F<	2. WZKX-F<
WWL	3. WZKX-F	3. WGCM-F>	3. WQFX-F
4. WGCM-F	4.	4. WQID-F	4. WQID-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKNN-F	1. WKNN-F>>	1. WKNN-F>	1. WKNN-F>>	1. WKNN-F>>	1. WKNN-F>
2. WZKX-F>	2. WGCM-F	2. WGCM-F>	2. WCM-F>	2. WGCM-F>	2. WZKX-F
3. WQID-F	WZKX-F	3. WZKX-F	3.	3. WQFX-F	3. WGCM-F
4. WGCM-F	4. WQID-F	4. WZKX-F	4.	WNOE-F	4. WZKX-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport/Biloxi	1.1/2.7
WROA	1390	Gulfport	1.1/4.5
WVMI	570	Biloxi/Gulfport	1.1/4.5
KQLD-F	106.7	Pt.Sulphur	2.6/6.4
WABB-F	97.5	Mobile/Pensacola	0.4/3.4
WBLX-F	92.9	Mobile/Pensacola	3.0/5.8
WCKW-F	92.3	Laplace/New Orins	0.4/2.3
WEZB-F	97.2	New Orleans	1.1/3.6
WKRQ-F	99.9	Mobile	0.4/4.1
WLTS-F	105.3	Slideell	1.5/7.3
WOSM-F	103.1	Ocean Springs	1.5/4.3
WRNO-F	99.5	New Orleans	2.2/7.3

RADIO STATIONS

WVMI, 570, 5 KW/1 KW (DA-2), Country	ABC, \$17.00 (Mc-Guild)
WGCM-F, 102.3, 6 KW @ 300, Oldies	, \$15.00 (Durpetti) Muniz
WKNN-F, 99.1, 99 KW @ 984, Country	ABC, \$24.00 (Mc-Guild) So. Starr (PASCAGOULA)
WQFX-F, 96.7, 2 KW @ 384, Black	SBN MBS, \$17.00 (Roslin)
WQID-F, 93.7, 100 KW @ 984, CHR	ABC, \$19.00 (Mc-Guild)
WXLS-F, 107.1, 2 KW @ 393, AC	, \$13.00 (Torbet)
WZKX-F, 107.9, 100 KW @ 400, CHR	, \$20.00 (Eastman)

WBLX -- See Mobile WRNO -- See New Orleans

BISMARCK, ND

MSA Rank/Pop: 338/85,600
 ARB Rank/Pop: 254/71,000
 Market TSL: 25.0
 Average Person Rating: 18.7

Diaries: 286/248:1
 Sample Target: 265
 % Below Line: 0.8
 % Not Listed: 8.3

Retail \$: 0.7 Bill
 FM Share: 60.65%
 Stations: 8/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KYYY-F (CHR)	34/25.6	---	26.8	---	30.9	317	44.6	39.6	46.4			
2. KFYZ (FS)	24/18.0	---	17.9	---	13.8	287	40.4	43.5	40.2			
3. KQDY-F (C)	21/15.8	---	9.8	---	14.6	205	28.9	21.9	29.1			
4. KBMR (C)	17/12.8	---	8.1	---	10.6	133	18.7	19.7	17.5			
5. KBYZ-F (AC)	15/11.3	---	13.8	---	10.6	183	25.8	27.8	28.6			
6. KLXX (O)	6/ 4.5	---	8.1	---	5.7	118	16.6	18.6	12.9			
7. KNDR-F (REL)	4/ 3.0	---	3.3	---	1.6	42	5.9	12.8	5.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYYY-F	1. KYYY-F>	1. KYYY-F>>	1. KYYY-F>>
2. KFYZ >>	2. KFYZ <	2. KQDY-F<	2. KFYZ
3. KQDY-F	3. KBYZ-F<	3. KBYZ-F	3. KQDY-F>
4. KBMR <	4. KQDY-F	4. KFYZ <	4.
5. KBYZ-F	5. KBMR	5. KBMR	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYYY-F>>	1. KYYY-F>>	1. KYYY-F	1. KFYZ	1. KFYZ <	1. KYYY-F>
2. KBYZ-F	2. KQDY-F<	2. KFYZ	2. KBMR	2. KYYY-F	2. KQDY-F
3. KFYZ	3. KBYZ-F<	3. KQDY-F	3. KQDY-F>>	3. KBYZ-F	3. KFYZ >>
4. KQDY-F	4. KFYZ >	4. KBYZ-F	4.	4. KQDY-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSJB 600 Jamestown 0.8/5.6

RADIO STATIONS

KBMR, 1130,	50 KW (DAYS)	, Country	NBC UNISUP, \$15.00	(Mc-Guild)	
KFYZ, 550,	5 KW (DA-N)	, Full Service	ABC, \$28.00	(Banner)	Meyer
KLXX, 1270,	1 KW/25 W	, Oldies	, \$12.00	(Torbet)	LaKoduk
KBYZ-F, 96.5,	100 KW @ 1000	, AC	UNIPWR, \$17.00	(Torbet)	LaKoduk
KNDR-F, 104.7,	100 KW @ 853	, Religion	, \$ 7.00	(---)	
KQDY-F, 94.5,	100 KW @ 1120	, Country	CNN UNISUP, \$19.00	(Mc-Guild)	
KYYY-F, 92.9,	100 KW @ 1180	, CHR	ABC, \$27.00	(Banner)	Meyer

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 308/116,600
 ARB Rank/Pop: 224/107,700
 Market TSL: 19.0
 Average Person Rating: 14.0

Diaries: 313/344:1
 Sample Target: 315
 % Below Line: 18.0
 % Not Listed: 26.5

Retail \$: 0.8 B11
 FM Share: 88.29%
 Stations: 13/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KORA-F (C)	28/18.5	---	18.3	---	18.7	362	33.6	36.7	36.7			
2. KKYS-F (CHR)	21/13.9	---	17.0	---	17.5	402	37.3	38.2	42.2			
3. KTSR-F (AC)	17/11.3	---	6.5	---	9.6	207	19.2	24.7	27.5			
4. KAGG-F (C)	12/ 7.9	---	7.8	---	---	229	21.3	18.4	---			
5. KTAM (O)	6/ 4.0	---	2.6	---	10.8	152	14.1	15.0	26.1			
KHRN-F (B)	6/ 4.0	---	4.6	---	1.8	118	11.0	10.4	11.0			
KMJQ-F (B)	6/ 4.0	---	2.6	---	---	68	6.3	7.8	---			
8. WTAW (C)	5/ 3.3	---	2.6	---	3.6	102	9.5	7.1	8.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KORA-F	1. KORA-F	1. KORA-F>	1. KKYS-F
2. KKYS-F>	2. KKYS-F	2. KKYS-F	2. KORA-F
3. KAGG-F	3. KTSR-F>	3. KTSR-F<	3. KAGG-F
KTSR-F	4. KTAM	4. KAGG-F	4. KTSR-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKYS-F	1. KORA-F	1. KORA-F	1. KORA-F>>	1. KTSR-F	1. KKYS-F
2. KORA-F	2. KKYS-F	KTSR-F>	2. KTAM	KORA-F>>	2. KORA-F
3. KTSR-F	KTSR-F	3. KKYS-F	KTSR-F	3. KTAM	KTSR-F
4. KAGG-F	4. KAGG-F	4. KAGG-F	4.	4.	4. KAGG-F
5.	5.	KTAM	5.	5.	KMJQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAGC	1510	Bryan	1.3/3.8
KLOL-F	101.1	Houston	1.3/7.4
KODA-F	99.1	Houston	1.3/4.5
KRBE-F	104.1	Houston	2.0/9.1
KWTX-F	97.5	Waco	0.7/5.7

RADIO STATIONS

KAGC,	1510,	500 W (DAYS),	Religion	, \$ 8.00 (Republic)	
KTAM,	1240,	1 KW	Oldies	ABC, \$11.00 (---)	Clear Channel
WTAW,	1150,	1 KW/500 W (DA-N),	Country	CBS MBS, \$10.00 (Katz)	Hicks
KAGG-F,	96.1,	40 KW @ 560	, Country	, \$ NA (Eastman)	(MADISONVILLE)
KKYS-F,	104.7,	50 KW @ 285	, CHR	, \$22.00 (Mc-Guild)	Sun Group
KORA-F,	98.3,	.9 KW @ 528	, Country	ABC, \$24.00 (---)	Clear Channel
KTSR-F,	92.1,	3 KW @ 276	, AC	, \$14.00 (Katz)	Hicks
KHRN-F,	94.3,	3 KW @ 300	, Black	, \$ 9.00 (---)	(HEARN)

Other ranked stations -- see Houston in Spring 91 edition

BURLINGTON, VT

MSA Rank/Pop: 273/132,900
 ARB Rank/Pop: 217/115,300
 Market TSL: 19.5
 Average Person Rating: 14.7

Diaries: 370/312:1
 Sample Target: 315
 % Below Line: 2.3
 % Not Listed: 23.5

Retail \$: 1.26 Bil
 FM Share: 82.31%
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WXXX-F (CHR)	28/16.5	14.8	14.9	18.3	16.1	386	33.5	37.9	38.6	15.1	30	458
2. WIZN-F (AOR)	27/15.9	19.4	16.0	12.4	21.5	343	29.7	31.5	32.1	23.6	47	542
3. WOKO-F (C)	21/12.4	13.4	4.6	10.2	7.5	272	23.6	13.9	29.2	15.1	30	249
4. WEZF-F (SAC)	19/11.2	10.6	13.9	14.0	17.2	299	25.9	34.9	32.5	9.0	18	246
5. WVMT (O/FS)	11/ 6.5	4.2	4.1	4.3	1.6	138	12.0	13.8	12.2	4.0	8	123
6. WKDR (N/T/FS)	5/ 2.9	2.3	2.6	4.3	---	59	5.1	3.2	---	2.0	4	36
WNCS-F (AOR)	5/ 2.9	4.2	---	---	---	169	14.7	---	---	2.5	5	120
8. WJOY (N/T)	4/ 2.4	3.7	1.5	7.5	7.0	128	11.1	10.0	11.9	3.0	6	104
9. WDOT (O)	3/ 1.8	0.5	4.6	6.5	4.3	121	10.5	7.0	10.9	1.0	2	87
WLFF-F (C)	3/ 1.8	2.3	3.1	4.3	3.2	78	6.8	6.7	8.1	3.0	6	64
WGFB-F (AC)	3/ 1.8	2.3	4.1	---	3.2	133	11.5	15.9	12.6	2.0	4	70

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXXX-F	1. WIZN-F>	1. WIZN-F	1. WXXX-F
2. WIZN-F	2. WXXX-F<	2. WXXX-F	2. WIZN-F>
3. WOKO-F	3. WOKO-F<	3. WEZF-F	3. WEZF-F
4. WEZF-F<	4. WEZF-F	4. WOKO-F	4. WOKO-F
5. WVMT	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZN-F	1. WIZN-F	1. WIZN-F>	1. WOKO-F	1. WIZN-F>	1. WEZF-F>
2. WXXX-F>>	2. WXXX-F>	2. WEZF-F	2. WEZF-F>>	2. WOKO-F>>	2. WIZN-F
3.	3. WEZF-F	WOKO-F	3.	3.	3. WXXX-F
4.	4. WOKO-F	4. WXXX-F	4.	4.	4. WOKO-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUMF RATING

WDOT-F 96.1 Burlington/Warren 0.6/5.6

RADIO STATIONS

WDOT, 1390,	5 KW (DA-1)	, Oldies	SMN CNN, \$11.00 (Eastman)	
WJOY, 1230,	1 KW	, News/Talk	UNISUP CNN, \$13.00 (Eastman)	Hall
WKDR, 1070,	5 KW (DAYS)	, MOR/Full Service	ABC, \$12.00 (---)	(PLATTSBURGH)
WVMT, 620,	5 KW (DA-2)	, Oldies	ABC, \$13.00 (Mc-Guild)	Goldman
WEZF-F, 92.9,	46 KW @ 2703	, Soft AC	UNISUP, \$25.00 (Banner)	Knight
WIZN-F, 106.7,	50 KW @ 496	, AOR	, \$24.00 (Katz)	(VERGENES)
WLFF-F, 102.3,	.4 KW @ 800	, Country	MBS, \$15.00 (Eastman)	(ST.ALBANS)
WOKO-F, 98.9,	100 KW @ 310	, Country	, \$13.00 (Torbet)	Hall
WXXX-F, 95.3,	3 KW @ 300	, CHR	, \$22.00 (Mc-Guild)	Goldman
WGFB-F, 99.9,	100 KW @ 1800	, AC	UNISUP UNIULT, \$15.00 (K & P)	(PLATTSBURGH)

CAPE COD, MA

MSA Rank/Pop: NA
 ARB Rank/Pop: 183/158,700
 Market TSL: 25.0
 Average Person Rating: 19.0

Diaries: 432/367:1
 Sample Target: 380
 % Below Line: 33.6
 % Not Listed: 16.2

Retail \$: 2.0 B11
 FM Share: 88.14%
 Stations: 25/11

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WQRC-F (EZ)	45/14.9	17.0	22.0	21.7	20.7	488	30.7	33.4	34.4	12.3	32	276
2. WPXC-F (AOR)	35/11.6	9.2	9.6	12.7	8.9	376	23.7	15.8	21.6	13.5	35	340
3. WPLM-F (BB)	27/ 8.9	5.6	3.8	6.0	4.3	291	18.3	13.5	11.1	4.6	12	184
4. WCIB-F (SAC)	21/ 7.0	5.6	2.9	5.0	8.2	261	16.4	10.8	17.7	4.6	12	161
5. WKPE-F (CHR)	19/ 6.3	7.2	8.6	7.3	8.9	331	20.9	20.8	22.9	9.6	25	363
6. WRKO (T)	13/ 4.3	4.3	5.8	3.3	3.0	185	11.7	11.9	9.3	7.3	19	192
7. WCOD-F (AC)	10/ 3.3	5.9	4.8	4.7	4.9	247	15.6	14.9	17.6	3.8	10	277
WFCC-F (CL)	10/ 3.3	5.6	4.2	5.7	5.6	112	7.1	10.7	13.7	4.2	11	181
WCTK-F (C)	10/ 3.3	1.3	3.5	2.3	1.3	139	8.8	7.6	4.6	2.7	7	115
10. WMVY-F (AOR)	8/ 2.6	3.0	2.6	2.7	2.3	114	7.2	4.5	3.9	3.8	10	161

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F>>	1. WQRC-F	1. WPXC-F<	1. WPXC-F>
2. WPLM-F	2. WPXC-F	2. WQRC-F	2. WCIB-F
3. WPXC-F<	3. WPLM-F	3. WPLM-F<	3. WOCB-F
4. WCIB-F	4. WCIB-F	4. WCIB-F	WPLM-F
5.	5. WMVY-F	WKPE-F	5. WKPE-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPXC-F>>	1. WPXC-F>>	1. WPXC-F>	1. WQRC-F>	1. WPXC-F>	1. WCIB-F
2. WKPE-F>>	2. WKPE-F>	2. WQRC-F	2. WPLM-F	2. WBCN-F	WPXC-F
3. WBCN-F	3. WMVY-F	3. WKPE-F	3. WCIB-F	3. WKPE-F	WQRC-F
4. WMVY-F	WQRC-F	4. WCIB-F	4. WRKO	WMVY-F	4. WKPE-F
5.	WCTK-F	5.	5.	WQRC-F	5.
	WBCN-F			WCTK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	1.0/ 4.7
WFXR-F	93.5	Harwich Prt/Hyannis	2.3/ 6.5
WNTX-F	96.3	Nantucket	2.0/ 7.4
WOCB-F	94.9	W. Yarmouth/Hyannis	1.3/ 8.0
WBMX-F	104.1	Boston	0.7/ 3.7
WBOS-F	92.9	Brookline/Boston	0.3/ 2.3
WBZ	1030	Boston	2.0/ 5.6
WEEI	590	Boston	2.0/ 9.4
WHDH	850	Providence	1.3/ 3.2
WHJY-F	94.1	Boston	1.3/ 4.8
WMJX-F	106.7	Boston	0.3/ 3.5
WPLM	1390	Plymouth/Boston	0.3/ 0.9
WXXS-F	107.9	Medford/Boston	0.3/ 4.8
WZOU-F	94.5	Boston	0.3/ 4.2

RADIO STATIONS

WCIB-F,	101.9,	50 KW @ 280,	Soft AC	ABC, \$25.00	(Katz)	Ardman	(FALMOUTH)
WCOD-F,	106.1,	50 KW @ 450,	AC	APR, \$35.00	(Banner)	Taylor	(HYANNIS)
WFAL-F,	101.1,	3.7 KW @ 251,	AC	, \$18.00	(---)		(FALMOUTH)
WFCC-F,	107.5,	50 KW @ 341,	Classical	APR, \$26.00	(CMBS)		(CHATAM)
WFXR-F,	93.5,	3 KW @ 340,	Soft AC	UNISUP, \$17.00	(HNWH)		(HARWICH PORT)
WKPE-F,	104.7,	50 KW @ 500,	CHR	, \$38.00	(Christal)	Roth	(ORLEANS)
WMVY-F,	92.7,	3 KW @ 300,	AOR	APR, \$21.00	(---)		(TISBURY)
WNTX-F,	96.3,	50 KW @ 400,	Oldies	UNISUP UNIULT, \$16.00	(Torbet)		(NANTUCKET)
WOCB-F,	94.9,	50 KW @ 300,	SAC	NBC TALKNT, \$24.00	(---)		(W YARMOUTH)
WPXC-F,	102.9,	6 KW @ 328,	AOR	, \$35.00	(Mc-Guild)		(HYANNIS)
WQRC-F,	99.9,	50 KW @ 445,	EZ	UPI, \$45.00	(Christal)		(BARNSTABLE)

WCTK -- see New Bedford
 Other ranked stations -- see Boston in Spring 91 edition

CAPE MAY, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 241/86,900
 Market TSL: 23.5
 Average Person Rating: 17.5

Diaries: 304/286:1
 Sample Target: 275
 % Below Line: 40.2
 % Not Listed: 23.0

Retail \$: 0.9 B11
 FM Share: 76.92%
 Stations: 17/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. WZXL-F (AOR)	17/11.2	---	11.1	---	12.8	194	22.3	23.4	26.9	
2. WLQE-F (C)	13/ 8.6	---	5.3	---	---	104	12.0	7.5	---	
WMID (BB)	13/ 8.6	---	3.7	---	4.4	114	13.1	10.8	8.0	
4. WBNJ-F (SAC)	12/ 7.9	---	13.2	---	6.1	127	14.6	17.1	13.3	
5. WCMC (BB)	10/ 6.6	---	7.9	---	7.8	87	10.0	16.8	14.7	
WKTU-F (AC)	10/ 6.6	---	2.6	---	7.8	122	14.0	11.4	14.3	
7. WAYV-F (AC)	9/ 5.9	---	5.3	---	1.1	129	14.8	10.6	5.4	
8. WBSS-F (CHR)	8/ 5.3	---	3.2	---	5.0	125	14.4	11.5	14.0	
9. WSLT-F (AC)	7/ 4.6	---	6.9	---	2.2	80	9.2	15.2	9.4	
10. WFPG-F (EZ)	5/ 3.3	---	5.3	---	5.6	78	9.0	13.3	12.9	

12+ AMD

1. WLQE-F
2. WZXL-F
- WMID
4. WAYV-F
- 5.

12+ MID

1. WBNJ-F
- WZXL-F
3. WMID
4. WLQE-F
- 5.

12+ PMD

1. WZXL-F
2. WSLT-F
3. WBNJ-F
4. WMID
- 5.

12+ EVE

1. WBSS-F
2. WCMC
3. WLQE-F
4. WZXL-F
- 5.

ADULTS 18-34

1. WZXL-F>>
2. WAYV-F>
3. WKTU-F
4. WBSS-F
- 5.

ADULTS 18-49

1. WZXL-F>
2. WKTU-F
3. WBNJ-F
- WAYV-F
- 5.

ADULTS 25-54

1. WZXL-F>
2. WBNJ-F
- WKTU-F
4. WLQE-F
- 5.

ADULTS 35+

1. WMID
2. WLQE-F
3. WBNJ-F
4. WCMC
- 5.

MEN 25-54

1. WZXL-F>
2. WLQE-F
3. WKTU-F
4. WBNJ-F
- WQVY-F

WOMEN 25-54

1. WBNJ-F
- WZXL-F
3. WKTU-F
4. WAYV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWOC-F	94.3	Avalon	0.7/ 6.1
KYW	1060	Philadelphia	0.7/ 3.9
WMGM-F	103.7	Atlantic City	1.3/12.0
WMID-F	99.3	Pleasantvl/Atl Cty	0.7/ 8.1
WMMR-F	93.3	Philadelphia	2.0/10.8
WOND	1400	Pleasantvl/Atl Cty	2.0/ 4.9
WXTU-F	92.5	Philadelphia	1.3/ 5.2

RADIO STATIONS

WCMC,	1230,	1 KW	,	Nostalgia	SMN, \$11.00	(Durpetti)	Ragan Henry	(WILDWOOD)
WBNJ-F,	105.5,	3 KW @ 296	,	Soft AC	UNISUP, \$19.00	(K & P)		(COURT MAY)
WKTU-F,	98.3,	3 KW @ 328	,	AC	ABC, \$13.00	(---)		(OCEAN CITY)
WLQE-F,	98.7,	3 KW @ 292	,	Country	SMN, \$12.00	(---)	Great Scott	(VILLAS)
WWOC-F,	94.3,	3 KW @ 300	,	EZ	APR, \$14.00	(Roslin)		(AVALON)
WZXL-F,	100.7,	38 KW @ 330	,	AOR	, \$24.00	(Durpetti)	Ragan Henry	(WILDWOOD)

Other ranked stations -- see Atlantic City in Spring 91 edition

CHAMPAIGN, IL

MSA Rank/Pop: 228/173,300
 ARB Rank/Pop: 190/148,200
 Market TSL: 19.75
 Average Person Rating: 14.3

Diaries: 359/413:1
 Sample Target: 370
 % Below Line: 16.5
 % Not Listed: 19.8

Retail \$: 1.3 Bill
 FM Share: 77.65%
 Stations: 15/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WLRW-F (CHR)	34/16.0	---	21.2	---	---	502	33.9	41.5	----	25.2	82	868
2. WZNF-F (CL AOR)	27/12.7	---	4.4	---	---	352	23.8	15.2	----	8.6	28	347
3. WDWS (FS)	25/11.8	---	10.2	---	---	284	19.2	21.4	----	8.3	27	342
4. WKIO-F (O)	23/10.8	---	15.5	---	---	321	21.7	28.3	----	10.4	34	397
5. WPGU-F (AOR)	19/ 9.0	---	6.6	---	---	302	20.4	19.2	----	10.1	33	462
6. WIAI-F (C)	14/ 6.6	---	4.9	---	---	197	13.3	9.6	----	4.9	16	245
7. WBCP (B)	7/ 3.3	---	0.9	---	---	43	2.9	2.2	----	1.2	4	112
WHMS-F (SAC)	7/ 3.3	---	4.4	---	---	173	11.7	11.6	----	2.1	7	164

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDWS	1. WLRW-F<	1. WLRW-F<	1. WLRW-F
2. WLRW-F>	2. WZNF-F	2. WZNF-F	2. WZNF-F
3. WKIO-F	3. WKIO-F	3. WKIO-F	3. WPGU-F
4. WZNF-F	4. WPGU-F	4. WPGU-F	4. WKIO-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WZNF-F	1. WZNF-F<	1. WHMS-F>	1. WDWS	1. WKIO-F>	1. WKIO-F
2. WLRW-F	2. WLRW-F	2. WLRW-F	2. WKIO-F>	2. WZNF-F	2. WLRW-F>
3. WPGU-F>>	3. WKIO-F<	3. WZNF-F	3. WIAI-F>	3. WLRW-F	3. WIAI-F
4.	4. WPGU-F	4. WPGU-F	4.	WPGU-F	4. WPGU-F
5.	5.	WIAI-F	5.	5.	WZNF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDNL-F	102.1	Danville	0.5/4.7
WGN	720	Chicago	0.9/7.4
WLS	890	Chicago	1.4/5.9
WMAQ	670	Chicago	0.5/4.9
WPXN-F	104.9	Paxton	0.5/2.2
WVLJ-F	105.5	Monticello	0.9/3.2
WZRO-F	98.3	Farmer Cty/Chmpgn	1.9/7.7

RADIO STATIONS

WDWS	, 1400,	1 KW	, Full Service	CBS, \$29.00	(Christal)
WHMS-F,	97.5,	50 KW @ 424	, SAC	CBS, \$18.00	(Christal)
WKIO-F,	103.9,	2 KW @ 378	, AC/Oldies	UNIPWR, \$36.00	(Eastman)
WLRW-F,	94.5,	50 KW @ 400	, CHR	ABC, \$45.00	(Katz)
WPGU-F,	107.1,	3 KW @ 235	, AOR	SOURCE, \$22.00	(Roslin)
WZNF-F,	95.3,	2 KW @ 413	, Classic AOR	, \$18.00	(Banner)

WIAI-F -- See Danville, IL

CHARLOTTESVILLE, VA

MSA Rank/Pop: 286/125,800
 ARB Rank/Pop: 222/111,100
 Market TSL: 19.5
 Average Person Rating: 14.1

Diaries: 319/348:1
 Sample Target: 315
 % Below Line: 8.5
 % Not Listed: 25.5

Retail \$: 1.1 Bil
 FM Share: 76.07%
 Stations: 12/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WWWV-F (AOR)	29/18.5	---	16.7	---	16.7	334	30.1	33.1	32.8			
2. WUVA-F (CHR)	16/10.2	---	8.0	---	16.0	271	24.4	23.2	33.3			
3. WCYK-F (C)	15/ 9.6	---	2.3	---	4.7	173	15.6	6.6	11.8			
4. WINA (FS)	14/ 8.9	---	17.8	---	12.0	211	19.0	27.0	25.5			
5. WQMZ-F (SAC)	10/ 6.4	---	8.0	---	8.0	187	16.8	17.9	15.7			
6. WCHV (FS)	9/ 5.7	---	2.3	---	4.0	149	13.4	10.1	14.6			
WPLC-F (B)	9/ 5.7	---	3.4	---	---	104	9.4	9.0	---			
8. WANV-F (EZ)	5/ 3.2	---	---	---	---	60	5.4	---	---			
WKAV (C)	5/ 3.2	---	6.3	---	6.0	78	7.0	10.5	11.2			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWWV-F	1. WWWV-F>	1. WWWV-F>	1. WWWV-F<
WINA >	2. WCYK-F	2. WCYK-F	2. WUVA-F>
3. WCYK-F	3. WUVA-F	WUVA-F	3. WPLC-F
4. WUVA-F	4. WQMZ-F	4. WQMZ-F	4. WINA
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWWV-F>>	1. WWWV-F>>	1. WWWV-F>	1. WINA	1. WWWV-F>>	1. WWWV-F
2. WUVA-F>	2. WCYK-F	2. WCYK-F>	2. WCHV-F	2. WCHV-F	2. WCYK-F>
3. WCYK-F>	WUVA-F>	3. WCHV-F	WWWV-F	WCYK-F	3. WCHV-F
4.	4. WINA	4. WINA	4. WQMZ-F	WINA	4. WINA
5.	5.	WUVA-F	5.	WUVA-F	WUVA-F
				WPLZ-F	WQMZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	1.9/4.5
WXZY-F	92.1	Ruckersvle/Chrltsvl	0.6/3.8
WPLZ-F	99.3	Petersburg	0.6/0.8

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	MOR	CNN, \$14.00	(---)	Eure
WINA,	1070,	5 KW (DA-N)	, FS	CBS, \$21.00	(Market 4)	
WKAV,	1400,	1 KW	, Country	MBS, \$10.00	(---)	
WANV-F,	99.7,	3 KW @ ???	, EZ	MBS, \$ NA	(---)	(STAUNTON)
WCYK-F,	102.3,	2 KW @ 360	, Country	ABC, \$13.00	(---)	(CROZET)
WQMZ-F,	95.3,	3 KW @ 145	, SAC	CBS, \$15.00	(Market 4)	
WUVA-F,	92.7,	3 KW @ 900	, CHR	SOURCE, \$14.00	(---)	
WWWV-F,	97.5,	50 KW @ 450	, AOR	, \$26.00	(Christal)	Eure

WVGO -- See Richmond in Spring 91 edition

CHEYENNE, WY

MSA Rank/Pop: 346/76,600
 ARB Rank/Pop: 258/60,400
 Market TSL: 22.75
 Average Person Rating: 16.9

Diaries: 278/217:1
 Sample Target: 265
 % Below Line: 20.3
 % Not Listed: 27.4

Retail \$: 0.6 Bil
 FM Share: 67.57%
 Stations: 15/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. KFBQ-F (CHR)	16/15.7	---	11.6	---	22.8	165	27.3	29.6	42.7	
2. KMUS-F (C)	10/ 9.8	---	---	---	---	104	17.2	---	---	
3. KFBC (FS)	9/ 8.8	---	9.8	---	4.0	128	21.2	18.7	10.8	
KKAZ-F (AC)	9/ 8.8	---	8.0	---	7.9	88	14.6	26.9	18.5	
5. KUUY (C)	7/ 6.9	---	10.7	---	13.9	73	12.1	19.7	19.8	
6. KLEN-F (EZ)	5/ 4.9	---	7.1	---	11.9	94	15.6	14.0	19.3	
7. KXKL-F (O)	4/ 3.9	---	1.8	---	3.0	70	11.6	10.9	11.5	
8. KTCL-F (AOR)	3/ 2.9	---	---	---	---	30	5.0	---	---	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFBC	1. KKAZ-F	1. KFBQ-F>	1. KFBQ-F>>
2. KFBQ-F	2. KMUS-F<	2. KMUS-F	2.
KMUS-F	3. KFBQ-F	3. KKAZ-F	3.
4. KUUY	4. KFBC	4. KUUY	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFBQ-F>>	1. KFBQ-F>	1. KFBQ-F	1. KFBC >	1. KFBQ-F>	1. KKAZ-F
2. KKAZ-F	2. KKAZ-F	2. KMUS-F	2. KUUY	2. KMUS-F	2. KMUS-F
3. KMUS-F>	KMUS-F>	3. KKAZ-F	3. KMUS-F	KUUY	KFBQ-F>
4.	4. KUUY	4. KUUY	4. KLEN-F	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCGY-F	95.1	Laramie	1.0/ 8.1
KRAE	1480	Cheyenne	2.0/12.6
KHOW	630	Denver	1.0/ 1.2
KLZ	560	Denver	1.0/ 4.8
KOA	850	Denver	2.0/ 9.1
KQKS-F	104.3	Longmont/Denver	2.0/ 9.4
KRZN	760	Thornton/Denver	2.0/ 3.3

RADIO STATIONS

KFBC,	1240,	1 KW	, MOR	ABC, \$15.00	(Eastman)
KRAE,	1480,	1 KW/65 W	, Nost/Oldies	CBS, \$10.00	(Tacher)
KUUY,	650,	8 KW/1 KW (DA-N)	, Country	UNIULT NBC, \$18.00	(Torbet)
KCGY-F,	95.1,	100 KW @ 1070	, Country	UNISUP UNIULT, \$14.00	(Keystone) Gowdy (LARAMIE)
KFBQ-F,	97.9,	100 KW @ 580	, CHR	ABC, \$18.00	(Eastman)
KKAZ-F,	100.7,	100 KW @ 490	, AC	CBS UNISUP, \$16.00	(Torbet)
KLEN-F,	106.3,	3 KW @ - 4	, EZ	, \$12.00	(Banner)
KMUS-F,	101.9,	50 KW @ 480	, Country	, \$10.00	(---) (BURNS)

CHICO, CA

MSA Rank/Pop: 222/182,800
 ARB Rank/Pop: 184/158,300
 Market TSL: 21.75
 Average Person Rating: 15.5

Diaries: 412/384:1
 Sample Target:
 % Below Line: 20.2
 % Not Listed: 17.5

Retail \$: 1.1 Bil
 FM Share: 71.92%
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KFMM-F (AOR)	35/14.2	10.5	8.9	16.5	13.3	398	25.1	17.0	21.7	20.0	44	422
2. KALF-F (C)	20/ 8.1	5.0	3.7	5.9	4.8	269	17.0	9.8	11.1	6.8	15	198
KPAY-F (SAC)	20/ 8.1	12.1	7.5	9.3	6.0	251	15.9	16.7	20.0	6.4	14	177
4. KFBK (N/T)	18/ 7.3	5.9	5.1	5.9	5.2	190	12.0	12.0	11.8	5.5	12	198
5. KCEZ-F (O)	16/ 6.5	6.7	6.5	4.6	5.6	222	14.0	19.8	15.8	5.5	12	203
6. KHSL (C)	15/ 6.1	3.3	5.1	2.5	3.9	176	11.1	12.4	12.5	4.1	9	236
7. KCHH-F (CHR)	14/ 5.7	3.8	1.9	5.5	4.0	264	16.7	8.4	9.4	9.1	20	197
8. KEWE-F (BB)	11/ 4.5	3.8	5.6	6.3	4.4	106	6.7	9.4	7.6	3.6	8	212
KPAY (FS)	11/ 4.5	4.2	4.2	2.5	4.0	184	11.6	12.8	12.2	2.7	6	135
10. KRFD-F (CHR)	9/ 3.7	3.8	6.1	3.4	8.4	266	16.8	19.5	22.4	4.5	10	225

12+ AMD

1. KFMM-F<
2. KFBK
3. KALF-F
4. KHSL
KPAY-F

12+ MID

1. KFMM-F>
2. KPAY-F<
3. KALF-F
4. KCEZ-F
KPAY
KFBK

12+ PMD

1. KFMM-F
2. KALF-F
3. KCEZ-F
4. KPAY-F
- 5.

12+ EVE

1. KFMM-F
2. KCHH-F
3. KTMX-F
4. KRFD-F
- 5.

ADULTS 18-34

1. KFMM-F>
2. KPAY-F
3. KCHH-F
4. KALF-F
- 5.

ADULTS 18-49

1. KFMM-F>>
2. KALF-F
- KPAY-F
4. KCEZ-F
- 5.

ADULTS 25-54

1. KFMM-F>
2. KALF-F
3. KCEZ-F<
4. KPAY-F
- 5.

ADULTS 35+

1. KFBK
2. KHSL
3. KALF-F
4. KEWE-F
- 5.

MEN 25-54

1. KFMM-F>>
2. KALF-F
3. KCEZ-F>
- 4.
- 5.

WOMEN 25-54

1. KPAY-F
2. KFMM-F
3. KALF-F
- KCEZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNVR-F	96.7	Paradise/Chico	2.0/ 7.8
KTMX-F	107.5	Colusa/Chico	2.4/12.4
KFXS-F	102.7	Red Bluff	0.4/ 3.3
KGO	810	San Francisco	2.0/ 9.3
KNBR	680	San Francisco	0.8/ 4.3
KNCQ-F	97.3	Redding	1.6/ 5.9
KRXQ-F	93.7	Roseville/Scrmnto	0.4/ 2.7
KSFM-F	102.5	Woodland/Scrmnto	0.4/ 4.7
KSHA-F	104.3	Redding/Chico	3.3/ 3.3
KZAP-F	98.5	Sacramento	0.4/ 3.0

RADIO STATIONS

KPAY,	1060,	10 KW (DA-2)	, FS	MBS, \$15.00	(Katz)	McCoy
KHSL,	1270,	5 Kw (DA-N)	, Country	CBS, \$16.00	(Roslin)	
KALF-F,	95.7,	7 KW @ 1265	, Country	ABC, \$17.00	(K & P)	(RED BLUFF)
KCEZ-F,	100.7,	50 KW @ 290	, Oldies	UNISUP UNIULT, \$17.00	(---)	(CORNING)
KCHH-F,	103.5,	2 KW @ 1207	, CHR	, \$12.00	(Gills)	(PARADISE)
KEWE-F,	97.7,	3 KW @ 159	, Nostalgia	ABC, \$14.00	(Sand-Glenn)	(OROVILLE)
KFMM-F,	93.3,	2 KW @ 1096	, AOR	, \$26.00	(Torbet)	McCoy
KPAY-F,	95.1,	9 KW @ 1170	, Soft AC	, \$16.00	(Katz)	
KRFD-F,	99.9,	2 KW @ 2000	, CHR	ABC, \$17.00	(Mc-Guild)	(MARYSVILLE)
KTMX-F,	107.5,	28 KW @ 650	, CHR	, \$15.00	(---)	(COLUSA)

KFBK -- see Sacramento

COLUMBIA, MO

MSA Rank/Pop: 317/106,500
 ARB Rank/Pop: 240/ 92,500
 Market TSL: 21.5
 Average Person Rating: 16.4

Diaries: 323/286:1
 Sample Target: 295
 % Below Line: 0.9
 % Not Listed: 24.3

Retail \$: 0.9 B11
 FM Share: 88.69%
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	S89	B I R C H SHR AQH CUME
1. KCLR-F (C)	32/21.1	---	---	---	---	286	30.9	---	---	
2. KFMZ-F (AOR)	27/17.8	---	20.0	---	20.8	338	36.5	34.0	36.8	
3. KARO-F (AC)	15/ 9.9	---	16.7	---	19.5	250	27.0	32.4	34.5	
4. KFRU (FS)	12/ 7.9	---	8.0	---	5.7	188	20.3	21.7	16.2	
5. KCMQ-F (CHR)	11/ 7.2	---	10.7	---	8.8	222	24.0	28.9	25.9	
KTXY-F (CHR)	11/ 7.2	---	6.0	---	8.2	241	26.1	22.7	23.4	
7. KWR-F (C)	4/ 2.6	---	8.7	---	10.7	119	12.9	20.4	18.8	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCLR-F	1. KCLR-F	1. KFMZ-F<	1. KCLR-F
2. KFMZ-F>	2. KFMZ-F>	2. KCLR-F>	2. KFMZ-F
3. KARO-F<	3. KARO-F	3. KARO-F	3. KTXY-F
4. KFRU	4. KFRU <	4. KTXY-F	4. KFRU
5.	5. KCMQ-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFMZ-F	1. KCLR-F<	1. KCLR-F	1. KCLR-F>	1. KFMZ-F<	1. KARO-F
2. KCLR-F>>	2. KFMZ-F>	2. KFMZ-F	2. KFRU-F>	2. KCLR-F>>	2. KCLR-F>>
3. KARO-F	3. KARO-F>	3. KARO-F>>	3. KARO-F>	3.	3. KFMZ-F
4. KCMQ-F	4.	4.	4. KWR-F	4.	4.
5. KTXY-F	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia/Columbia	0.7/3.7
KTGR	1580	Columbia	0.7/4.4
KRES-F	104.7	Moberly	0.7/3.2

RADIO STATIONS

KFRU,	1400,	1 KW	, Full Service	ABC MBS, \$16.00	(---)
KARO-F,	101.7,	3 KW @ 300	, AC	, \$17.00	(Roslin)
KCLR-F,	99.3,	33 KW @ 591	, Country	, \$17.00	(---) (BOONVILLE)
KCMO-F,	96.7,	3 KW @ 150	, CHR	ABC UNIPWR, \$15.00	(---)
KFMZ-F,	98.3,	2.6 KW @ 350	, AOR	ABC, \$28.00	(Christal) Contemp. Media
KTXY-F,	106.9,	100 KW @ 600	, CHR	, \$14.00	(Mc-Guild) Brill (JEFF CITY)
KWR-F,	95.7,	100 KW @ 992	, Country	MBS, \$15.00	(---) (MEXICO)

DANBURY, CT

MSA Rank/Pop: 210/192,400
 ARB Rank/Pop: 182/159,500
 Market TSL: 23.0
 Average Person Rating: 17.4

Diaries: 427/373:1
 Sample Target: 390
 % Below Line: 53.7
 % Not Listed: 23.0

Retail \$: 1.86 Bil
 FM Share: 75.23%
 Stations: 26/5

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	RATING S89	B I R C H SHR	AGH	CUME
1. WDAQ-F (AC)	36/12.9	11.5	10.7	6.6	7.2	369	23.1	21.7	18.6			
2. WRKI-F (AOR)	31/11.2	13.1	9.6	12.9	13.4	465	29.2	28.8	29.0			
3. WLAD (FS)	23/ 8.3	6.2	6.4	4.7	8.2	297	18.6	16.3	19.9			
4. WEZN-F (SAC)	20/ 7.2	7.9	8.9	7.4	7.9	363	22.8	19.9	20.9			
5. WKCI-F (CHR)	17/ 6.1	6.6	12.1	7.0	13.0	301	18.9	25.6	25.0			
6. WHUD-F (EZ)	9/ 3.2	3.0	2.5	2.0	1.4	101	6.3	4.8	4.8			
7. WFAN (T)	8/ 2.9	3.9	3.2	3.1	3.4	160	10.0	12.3	12.3			
8. WINE (D)	7/ 2.5	2.3	1.1	2.3	2.7	91	5.7	6.1	9.5			
WCBS (N)	7/ 2.5	5.9	4.3	3.5	3.8	295	18.5	16.4	16.7			
WEBE-F (AC)	7/ 2.5	1.6	4.6	5.9	4.5	153	9.6	11.3	12.2			
WVYZ-F (C)	7/ 2.5	2.0	0.7	3.1	1.7	92	5.8	3.6	3.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDAQ-F<	1. WDAQ-F>	1. WDAQ-F	1. WKCI-F
2. WLAD	2. WRKI-F>	2. WRKI-F>	2. WRKI-F
3. WRKI-F>	3. WEZN-F<	3. WEZN-F	WFAN
4. WKCI-F	4. WLAD	WKCI-F	4. WDAQ-F
5. WEZN-F	5.	5.	WLAD
			WEZN-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRKI-F	1. WDAQ-F	1. WDAQ-F>	1. WDAQ-F	1. WDAQ-F	1. WDAQ-F>
2. WDAQ-F>	2. WRKI-F>>	2. WRKI-F>	2. WLAD	WRKI-F>>	2. WEZN-F
3. WKCI-F>	3. WEZN-F	3. WEZN-F>	3. WEZN-F>	3. WLAD	3. WRKI-F
4. WEBE-F	4. WKCI-F	4. WLAD	4. WRKI-F	WEZN-F	4. WKCI-F
WEFX-F	5.	5.	5.	WFAN	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WREF	850	Ridgefield	0.7/5.0
WABC	770	New York	1.4/5.5
WCBS-F	101.1	New York	0.7/2.4
WDRF-F	102.9	Hartford	2.2/5.2
WHTZ-F	100.3	Newark/New York	0.7/3.9
WNCN-F	104.3	New York	0.7/3.2
WNEW-F	102.7	New York	0.7/2.5
WOR	710	New York	0.7/5.3
WPLR-F	99.1	New Haven	0.7/6.0
WQHT-F	97.1	New York	1.1/4.0
WRKS-F	98.7	New York	0.4/2.9
WSPK-F	104.7	Poughkeepsie	1.1/4.8
WXRK-F	92.3	New York	1.1/3.3
WVNY-F	103.5	LkSuccess/New York	0.7/3.3

RADIO STATIONS

WINE	, 940,	1 KW (Days)	, Oldies	ABC, \$	(Eastman)	Home News
WLAD	, 800,	1 KW/287 W	, MOR/Full Service	BRN UPI, \$ NA	(Durpetti)	
WREF	, 850,	1 KW (DAYS)	, Nostalgia	, \$16.00	(Roslin)	
WDAQ-F,	98.3,	1.3 KW @ 460	, AC	, \$ NA	(Durpetti)	
WRKI-F,	95.1,	50 KW @ 470	, AOR	, \$65.00	(Eastman)	Home News

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 91 edition

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 251/73,400
Market TSL: 17.5
Average Person Rating: 13.1

Diaries: 314/234:1
Sample Target: 275
% Below Line: 30.3
% Not Listed: 31.2

Retail \$: 0.7 B11
FM Share: 84.85%
Stations: 13/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C	C H	CUME
1. WIAI-F (C)	20/20.8	---	19.1	---	18.2	232	31.6	31.6	31.2					
2. WDNL-F (CHR)	15/15.6	---	12.2	---	23.6	228	31.1	36.6	38.2					
3. WZNF-F (CL AOR)	6/ 6.3	---	3.1	---	---	90	12.3	7.4	---					
4. WCDV-F (AC/O)	5/ 5.2	---	6.9	---	4.5	131	17.8	11.9	11.0					
5. WITY (FS)	4/ 4.2	---	3.8	---	6.4	107	14.6	16.1	18.6					
WKIO-F (AC)	4/ 4.2	---	---	---	---	118	16.1	---	---					
WLRW-F (CHR)	4/ 4.2	---	5.3	---	8.2	117	15.9	19.2	16.0					

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIAI-F>	1. WIAI-F	1. WIAI-F	1. WIAI-F>
2. WDNL-F>	2. WDNL-F>	2. WDNL-F>>	2. WDNL-F
3. WITY	3. WZNF-F	3. WCDV-F	3. WDAN >
4. WZNF-F	4. WZNF-F	4. WZNF-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WDNL-F>>	1. WDNL-F>	1. WIAI-F>	1. WIAI-F>>	1. WIAI-F	1. WIAI-F
2. WZNF-F	2. WIAI-F>>	2. WDNL-F>	2.	2. WDNL-F	2. WDNL-F>>
3. WIAI-F	3. WZNF-F	3. WCDV-F	3.	3. WCDV-F	3. WCDV-F
4. WKIO-F	4. WCDV-F	4.	4.	WKIO-F	4.
5.	WKIO-F	5.	5.	WZNF-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAN	1490	Danville	1.0/12.1
WHPO-F	100.9	Hoopeston	1.0/ 6.8
WAZY-F	96.5	Lafayette	1.0/10.2
WGN	720	Chicago	2.1/ 7.2
WHMS-F	97.5	Champaign/Urbana	1.0/ 8.3
WLS	890	Chicago	2.1/ 8.6

RADIO STATIONS

WDAN,	1490,	1 KW	,	Country	UNIULT, \$19.00	(Roslin)
WITY,	980,	1 KW (DA-2)	,	MOR	ABC, \$14.00	(---)
WCDV-F,	103.3,	3 KW @ 300	,	AC/Oldies	, \$11.00	(---) (COVINGTON)
WDNL-F,	102.1,	50 KW @ 380	,	CHR	UNIPWR, \$24.00	(Roslin)
WHPO-F,	100.9,	3 KW @ 300	,	Country	, \$ 9.00	(Keystone) (HOPESTOWN)
WIAI-F,	99.1,	50 KW @ 500	,	Country	UPI NBC, \$28.00	(HNWH)

Other ranked stations -- See Lafayette, IN or Champaign

DOTHAN, AL

MSA Rank/Pop: 276/132,300
 ARB Rank/Pop: 169/174,300
 Market TSL: 21.0
 Average Person Rating: 16.1

Diaries: 436/400:1
 Sample Target: 400
 % Below Line: 18.9
 % Not Listed: 15.0

Retail \$: 1.1 Bll
 FM Share: 94.12%
 Stations: 15/11

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WTVY-F (C)	61/21.8	28.1	17.6	---	22.3	629	36.1	33.8	29.2			
2. WKMX-F (CHR)	42/15.0	14.0	21.8	---	20.3	559	32.1	37.6	39.0			
3. WZHT-F (B)	38/13.6	13.7	6.7	---	10.7	263	15.1	15.6	13.0			
4. WOOF-F (AC)	33/11.8	6.7	14.1	---	12.7	498	28.6	25.4	32.4			
5. WDJR-F (CHR)	23/ 8.2	4.9	7.0	---	5.6	245	14.1	12.7	20.8			
6. WZTZ-F (C)	9/ 3.2	3.5	2.8	---	---	149	8.5	6.9	---			
7. WOOF (C)	8/ 2.9	4.2	1.1	---	4.6	117	6.7	3.5	8.2			
8. WESP-F (AC)	5/ 1.8	3.9	2.8	---	---	123	7.1	4.9	---			
WQLS-F (EZ)	5/ 1.8	1.1	4.2	---	6.1	106	6.1	12.9	12.3			

12+ AMD

12+ MID

12+ PMD

12+ EVE

1. WTVY-F
2. WKMX-F>
3. WOOF-F
4. WZHT-F
- 5.

1. WTVY-F>>
2. WKMX-F
3. WOOF-F
4. WDJR-F
- 5.

1. WTVY-F
2. WKMX-F
3. WZHT-F
4. WDJR-F
- WOOF-F

1. WZHT-F>
2. WKMX-F
3. WOOF-F<
4. WDJR-F<
5. WTVY-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

1. WKMX-F
2. WZHT-F
3. WDJR-F<
4. WOOF-F
5. WTVY-F

1. WTVY-F<
2. WZHT-F<
3. WOOF-F
4. WKMX-F
5. WDJR-F

1. WTVY-F
2. WOOF-F
3. WKMX-F
4. WDJR-F<
5. WZHT-F

1. WTVY-F>>
2. WOOF-F
3. WZHT-F
4. WKMX-F
- 5.

1. WTVY-F>
2. WDJR-F
- WOOF-F>
4. WKMX-F
- 5.

1. WZHT-F<
2. WKMX-F<
3. WTVY-F<
4. WOOF-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOZK	900	Ozark	1.4/3.4
WRJM-F	93.5	Geneva	0.4/3.0
WWNT	1450	Dothan	0.7/2.4
WFSY-F	98.5	Panama City	1.1/4.7
WJAD-F	97.3	Bainbridge	1.1/3.1
WPAP-F	92.5	Panama City	0.4/2.8

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1516 ,	CHR	ABC, \$15.00	(---)	(ENTERPRISE)
WESP-F,	102.5,	3 KW @ 300 ,	AC	, \$10.00	(---)	
WKMX-F,	106.7,	100 KW @ 1119 ,	CHR	ABC, \$24.00	(HNWH)	(ENTERPRISE)
WNER-F,	103.9,	3 KW @ 328 ,	Black	, \$11.00	(---)	(OZARKO)
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, \$18.00	(Roslin)	
WTVY-F,	95.5,	100 KW @ 1078 ,	Country	ABC, \$22.00	(Mc-Guild)	
WZTZ-F,	101.1,	.6 KW @ 600 ,	Country	, \$10.00	(---)	(ELBA)

WZHT -- see Montgomery in Spring 91 edition

DUBUQUE, IA

MSA Rank/Pop: 330/91,200
 ARB Rank/Pop: 197/134,100
 Market TSL: 24.5
 Average Person Rating: 18.9

Diaries: 388/346:1
 Sample Target: 360
 % Below Line: 20.0
 % Not Listed: 19.29

Retail \$: 0.8 B11
 FM Share: 73.66%
 Stations: 23/10

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KATF-F (AC)	35/13.8	---	15.8	---	16.7	570	42.5	36.2	36.4	14.5	19	257
2. KDFX-F (AOR)	30/11.8	---	7.9	---	8.5	254	18.9	15.3	19.1	9.2	12	158
3. KDTH (FS)	29/11.4	---	10.8	---	11.9	383	28.6	25.5	26.8	21.4	28	286
4. KLYV-F (CHR)	28/11.0	---	14.3	---	12.6	428	31.9	33.6	34.7	19.8	26	298
5. WJOD-F (C)	17/ 6.7	---	4.7	---	1.9	180	13.4	6.6	6.8	5.3	7	102
6. WDBQ (O)	13/ 5.1	---	8.2	---	6.3	230	17.2	17.8	18.8	13.7	18	243

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KDTH <	1. KATF-F<	1. KATF-F	1. KATF-F
2. KATF-F	2. KDFX-F	2. KDFX-F	KLYV-F<
3. KDFX-F<	3. KDTH <	3. KLYV-F>	3. KDFX-F<
4. KLYV-F<	4. KLYV-F	4. WJOD-F	4. KDTH
5. WDBQ	5.	5. KDTH	5.

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>	<u>MEN 25-54</u>	<u>WOMEN 25-54</u>
1. KDFX-F>	1. KATF-F	1. KATF-F	1. KDTH >>	1. KDFX-F	1. KATF-F>
2. KATF-F	KDFX-F>	2. KDFX-F	2. KATF-F	2. KATF-F	2. KLYV-F
3. KLYV-F>	3. KLYV-F	3. WJOD-F<	WJOD-F	3. WJOD-F>	3. KDFX
4.	4. WJOD-F	4. KLYV-F	4. WDBQ	4. KLYV-F	4. WDBQ
5.	5.	5.	5.	5.	WJOD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLR	1280	Lancaster	0.4/3.5
WGLR-F	97.7	Lancaster	2.0/7.3
WKPL-F	107.1	Platteville	1.2/4.5
WTOQ	1590	Platteville	1.2/3.3
KFMW-F	107.9	Waterloo/Cdr Rpds	1.2/5.3
KOEL-F	92.3	Delwein	1.6/2.8
KUUL-F	103.7	Davenport	2.4/4.0
WCCI-F	100.3	Savanna	0.8/2.3
WEKZ-F	93.7	Monroe	2.0/3.9
WGN	720	Chicago	0.4/3.4
WIZM-F	93.3	LaCrosse	1.2/3.8
WLS	890	Chicago	0.8/2.8
WMT	600	Cedar Rapids	2.0/9.0
WOLX-F	94.9	Baraboo	0.8/4.1
WPRE-F	94.3	Prair Du Chn	0.8/2.5
WRCO-F	100.9	Richland Center	2.0/1.9
WZEE-F	104.1	Madison	0.4/2.4

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N)	, Full Service	CBS ABC, \$18.00	(Eastman)	Woodward
WDBQ,	1490,	1 KW	, Oldies	ABC, \$14.00	(Banner)	Comm. Prop
WGLR,	1280,	500 W (TAYS)	, Country	ABC, \$ 9.00	(---)	(LANCASTER, WI)
KATF-F,	92.9,	100 KW @ 450	, AC	ABC, \$19.00	(Eastman)	Woodward
KDFX-F,	102.3,	1.7 KW @ 410	, AOR	UNIULT, \$16.00	(---)	Eagle
KLYV-F,	105.3,	50 KW @ 340	, CHR	, \$23.00	(Banner)	Comm. Prop
WJOD-F,	107.5,	3 KW @ 235	, Country	CNN UNISUP, \$10.00	(---)	(GALENA)

Other ranked stations -- see Cedar Rapids

EAU CLAIRE, WI

MSA Rank/Pop: 263/139,400
ARB Rank/Pop: 216/115,800
Market TSL: 21.75
Average Person Rating: 16.1

Diaries: 351/330:1
Sample Target: 330
% Below Line: 1.9
% Not Listed: 17.6

Retail \$: 1.0 Bil
FM Share: 92.86%
Stations: 13/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WAXX-F (C)	47/25.1	---	24.6	---	29.7	450	38.9	41.0	44.5			
2. WBIZ-F (CHR)	33/17.6	---	19.0	---	14.4	430	37.1	42.5	37.2			
3. WIAL-F (AC/CHR)	29/15.5	---	22.7	---	21.0	380	32.8	43.0	45.2			
4. WMEQ-F (O)	11/ 5.9	---	---	---	---	122	10.5	---	---			
5. WCFW-F (?)	10/ 5.3	---	5.7	---	4.4	123	10.6	11.8	10.3			
6. WECL-F (AC)	6/ 3.2	---	---	---	---	95	8.2	---	---			
7. WWIB-F (REL)	4/ 2.1	---	1.9	---	3.5	71	6.1	9.9	8.6			
8. WAYY (O)	3/ 1.6	---	4.3	---	3.9	105	9.1	12.4	10.7			
WBIZ (CHR)	3/ 1.6	---	3.8	---	3.1	61	5.3	9.2	11.0			
WEAQ (C)	3/ 1.6	---	1.9	---	4.8	82	7.1	9.8	13.1			

12+ AMO	12+ MID	12+ PMD	12+ EVE
1. WAXX-F>>	1. WAXX-F	1. WAXX-F	1. WBIZ-F>
2. WBIZ-F	2. WBIZ-F>	2. WBIZ-F	2. WIAL-F
3. WIAL-F>	3. WIAL-F>	3. WIAL-F>>	3. WAXX-F>
4.	4. WMEQ-F	4.	4. WCFW-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBIZ-F>>	1. WBIZ-F	1. WAXX-F	1. WAXX-F>>	1. WAXX-F>	1. WIAL-F
2. WIAL-F	2. WAXX-F<	2. WBIZ-F	2. WIAL-F	2. WBIZ-F>	2. WAXX-F
3. WAXX-F>>	3. WIAL-F>	3. WIAL-F>>	3. WCFW-F	3. WIAL-F>	3. WBIZ-F>>
4. WMEQ-F	4. WMEQ-F	4. WMEQ-F	4.	4. WMEQ-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WISM	1050	Eau Claire	1.1/6.4
KQRS-F	92.5	Golden Valley	0.5/4.1
WJMC-F	96.3	Rice Lake	1.1/2.4

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS)	, Oldies	ABC, \$14.00	(Torbet)
WEAQ,	790,	5 KW (DA-N)	, Country	CNN, \$ 8.00	(In House)
WAXX-F,	104.5,	100 KW @ 1830	, Country	ABC, \$55.00	(Torbet)
WBIZ-F,	100.7,	100 KW @ 792	, CHR	UNISUP UNILT, \$32.00	(Katz)
WCFW-F,	105.5,	3 KW @ 300	, AC	APR, \$10.00	(---)
WIAL-F,	94.1,	84 KW @ 351	, AC	, \$26.00	(In House)
WMEQ-F,	92.1,	1 KW @ 430	, Oldies	NBC, \$ NA	(Katz)
WWIB-F,	103.7,	100 KW @ 700	, Religion	UPI, \$ 8.00	(---)

(CHIPPEWA FALLS)
(MENOMONIE)
(LADYSMITH)

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 311/112,500
 ARB/Rank/Pop: 166/180,500
 Market TSL: 22.0
 Average Person Rating: 16.3

Diaries: 454/398:1
 Sample Target: 400
 % Below Line: 0.4
 % Not Listed: 18.6

Retail \$: 1.0 Bil
 FM Share: 86.25%
 Stations: 13/12

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AOH	CUME
1. KKIX-F (C)	78/26.4	22.8	23.4	17.2	24.3	777	43.0	31.0	31.9			
2. KKEG-F (AOR)	37/12.5	5.6	7.3	8.8	12.3	342	18.9	11.3	26.2			
KMCK-F (CHR)	37/12.5	10.9	15.8	10.9	4.1	467	25.9	25.4	18.7			
4. KAMO-F (C)	29/ 9.8	12.6	11.7	15.1	10.4	337	18.7	20.0	20.1			
5. KEZA-F (SAC)	18/ 6.1	9.1	7.3	10.9	6.7	335	18.6	17.8	17.1			
6. KOLZ-F (O)	17/ 5.8	3.9	3.3	2.1	1.5	258	14.3	9.0	5.0			
7. KURM (FS)	12/ 4.1	5.3	4.4	2.1	4.1	170	9.4	9.4	10.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>	1. KKIX-F
2. KMCK-F	2. KAMO-F	2. KKEG-F	2. KKEG-F
3. KAMO-F<	KMCK-F	3. KMCK-F>	3. KMCK-F>
4. KKEG-F	4. KOLZ-F	4. KAMO-F	4. KAMO-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKIX-F<	1. KKIX-F>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>
2. KKEG-F	2. KKEG-F	2. KAMO-F	2. KAMO-F>>	2. KKEG-F<	2. KAMO-F>
3. KMCK-F>>	3. KMCK-F>	3. KOLZ-F	3. KOLZ-F	3. KAMO-F	3. KMCK-F
4. KEZA-F	4. KAMO-F	4. KEZA-F	4. KURM	KOLZ-F	4. KEZA-F
5.	5.	KKEG-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KESE-F	93.3	Seligmn	1.4/5.5
KFAY	1030	Farmington/Fytl	0.3/4.3
KOFC	1250	Fayetteville	0.3/2.7
KCIZ-F	104.9	Springdale/Fytl	1.0/5.3
KUOA	1290	Siloam Springs	0.7/3.2
KMAG-F	99.1	Fort Smith	0.3/2.2

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N) ,	FS	CBS, \$ 7.00	(---)	(ROGERS)
KAMO-F,	94.3,	3 KW @ 310	, Country	ABC, \$10.00	(K & P)	(ROGERS)
KCIZ-F,	104.9,	1 KW @ 479	, CHR	, \$13.00	(Banner)	(SPRINGDALE)
KEZA-F,	107.9,	100 KW @ 1259	, Soft AC/EZ	, \$15.00	(Christal)	
KKEG-F,	92.1,	1 KW @ 460	, AOR	APR, \$20.00	(Roslin)	Demaree
KKIX-F,	103.9,	100 KW @ 482	, Country	, \$31.00	(Katz)	Noalmark
KMCK-F,	105.7,	100 KW @ 500	, CHR	APR, \$18.00	(Durpett)	Tate (SILOAM SPGS)
KOLZ-F,	98.3,	3 KW @ 300	, Oldies	UNISUP UNIULT, \$12.00	(Republic)	(BENTONVILLE)

FLORENCE, SC

MSA Rank/Pop: 300/119,600
 ARB Rank/Pop: 188/150,600
 Market TSL: 20.75
 Average Person Rating: 15.4

Diaries: 428/352:1
 Sample Target: 370
 % Below Line: 21.5
 % Not Listed: 17.7

Retail \$: 1.0 B11
 FM Share: 72.25%
 Stations: 16/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WYNN (GOSP)	36/15.5	---	14.5	---	8.6	239	15.9	16.6	19.1	5.3	14	206
2. WHLZ-F (C)	34/14.7	---	16.9	---	19.9	338	22.4	24.1	23.2	14.3	38	423
3. WWDM-F (B)	33/14.2	---	16.5	---	11.3	385	25.6	24.9	23.6	11.7	31	388
4. WYNN-F (B)	24/10.3	---	5.6	---	6.6	348	23.1	13.6	15.8	22.2	59	608
5. WJMX-F (CHR)	15/ 6.5	---	13.3	---	9.3	258	17.1	25.1	19.0	9.8	26	403
6. WDAR-F (CL AOR)	10/ 4.3	---	5.6	---	1.3	199	13.2	13.6	10.5	3.4	9	159
7. WWFN-F (O)	8/ 3.4	---	---	---	---	193	12.8	---	---	5.6	15	173
8. WHSC (C)	7/ 3.0	---	4.0	---	---	43	2.9	4.1	---	0.8	2	47

12+ AMD

1. WYNN
2. WHLZ-F
3. WWDM-F
4. WJMX-F
- 5.

12+ MID

1. WYNN
2. WHLZ-F>
3. WWDM-F
4. WYNN-F
- 5.

12+ PHD

1. WHLZ-F
2. WWDM-F
3. WYNN
4. WYNN-F
- 5.

12+ EVE

1. WWDM-F>>
2. WYNN-F>
3. WHLZ-F
4. WJMX-F
- 5.

ADULTS 18-34

1. WWDM-F
2. WHLZ-F
3. WYNN-F>
4. WJMX-F
- 5.

ADULTS 18-49

1. WWDM-F
2. WHLZ-F
3. WYNN
WYNN-F
- 5.

ADULTS 25-54

1. WWDM-F
2. WHLZ-F
3. WYNN
4. WYNN-F
- 5.

ADULTS 35+

1. WYNN >
2. WHLZ-F>>
3. WWDM-F
- 4.
- 5.

MEN 25-54

1. WWDM-F
2. WHLZ-F>
3. WYNN
4. WWFN-F
- 5.

WOMEN 25-54

1. WWDM-F
2. WHLZ-F
- WYNN >
4. WYNN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJMX	970	Florence	1.3/6.4
WMXT-F	102.1	Pamplico/Florence	2.6/6.9
WOLS	1230	Florence	2.6/6.2
WYMB	1410	Manning	0.4/0.8
WBPR-F	97.7	Georgetown/Myrtle Beach	0.9/3.8
WCOS-F	97.5	Columbia	0.4/2.1
WKZQ-F	101.7	Myrtle Beach	0.4/3.3
WYAV-F	104.1	Conway/Myrtle Beach	1.7/9.4

RADIO STATIONS

WHSC,	1450,	1 KW	, Country	ABC, \$ 9.00 (---)	(HARTSVILLE)
WJMX,	970,	5 KW/3 KW (DA-2),	MOR/AC	APR, \$ 8.00 (Mc-Guild)	
WYNN,	540,	250 W/166 W	, Gospel	SBN, \$12.00 (Southern)	
WDAR-F,	105.5,	4 KW @ 400	, Cl AOR	ABC, \$10.00 (---)	(DARLINGTON)
WHLZ-F,	92.5,	100 KW @ 1171	, Country	APR, \$19.00 (Mc-Guild)	(MANNING)
WJMX-F,	103.3,	43 KW @ 525	, CHR	APR, \$18.00 (Mc-Guild)	
WWFN-F,	100.1,	4 KW @ 400	, Oldies	ABC, \$11.00 (In House)	(LAKE CITY)
WYNN-F,	106.3,	6 KW @ 328	, Black	SBN, \$12.00 (Southern)	

WWDM -- see Columbia in Spring 1991 edition

FT. MYERS, FL

MSA Rank/Pop: 146/332,900
 ARB Rank/Pop: 127/288,400
 Market TSL: 22.50
 Average Person Rating: 16.7

Diaries: 435/663:1
 Sample Target: 420
 % Below Line: 11.3
 % Not Listed: 15.2

Retail \$: 3.0 Bil
 FM Share: 86.52%
 Stations: 14/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	RATING	B SHR	I AQH	R C H CUME
1. WCVU-F (EZ)	76/15.8	13.2	14.9	10.1	15.7	634	22.0	25.8	25.8		6.4	39	644
2. WCKT-F (C)	53/11.0	10.3	11.5	8.6	3.4	560	19.4	17.1	7.9		13.1	80	630
3. WINK-F (CHR)	38/ 7.9	6.4	8.6	8.6	10.8	633	21.9	23.8	26.0		10.0	61	662
4. WOLZ-F (O)	37/ 7.7	6.2	6.5	8.0	2.0	451	15.6	15.3	5.5		3.9	24	303
5. WINK (N/T)	33/ 6.9	5.1	3.9	4.1	4.8	396	13.7	9.8	10.3		3.8	23	258
6. WAVV-F (SAC)	31/ 6.4	5.5	4.8	2.6	3.2	444	15.4	11.9	10.6		6.7	41	448
7. WAKS-F (AOR)	28/ 5.8	2.7	3.0	1.9	2.0	284	9.8	7.2	7.1		5.2	32	386
WRXK-F (AOR)	28/ 5.8	11.0	11.4	12.9	9.8	429	14.9	18.6	17.6		9.1	56	587
9. WIXI-F (BB)	27/ 5.6	6.2	3.9	5.6	8.0	284	9.8	11.4	10.0		6.0	37	338
10. WZCR-F (CL AOR)	20/ 4.2	3.8	3.0	6.5	2.6	350	12.1	9.2	12.4		3.9	24	371
11. WKII (BB)	14/ 2.9	4.9	3.0	2.6	4.6	109	3.8	6.0	5.2		---	---	---

NOTE: Birch numbers include Naples (Collier County)

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WCVU-F	1. WCVU-F>	1. WCVU-F>	1. WCVU-F
2. WINK-F	2. WCKT-F	2. WCKT-F	2. WINK
3. WCKT-F	3. WINK-F	3. WINK-F<	3. WINK-F
WINK	4. WOLZ-F	4. WOLZ-F	WIXI-F
5. WAVV-F	5. WINK	5. WAVV-F	5. WZCR-F
WOLZ-F			

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WAKS-F	1. WOLZ-F	1. WOLZ-F	1. WCVU-F>	1. WRXK-F	1. WAVV-F
2. WRXK-F<	2. WINK-F	2. WAVV-F	2. WCKT-F	WOLZ-F	WCKT-F
3. WINK-F	WRXK-F	WCKT-F<	3. WINK	3. WAKS-F	WINK-F
4. WZCR-F	4. WAKS-F	4. WRXK-F	4. WAVV-F	4. WZCR-F	4. WOLZ-F
5. WOLZ-F	5. WCKT-F	5. WINK-F	5. WIXI-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCQ	1200	Pine Is Ctr/Ft.Myrs	1.7/5.0
WHVE-F	102.5	Sarasota/Tampa	1.0/4.0

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2)	, Oldies	ABC BRN, \$14.00	(Banner)	(PINE IS.)
WINK,	1240,	1 KW	, News/Talk	CBS, \$20.00	(Mc-Guild)	
WKII,	1090,	5 KW (DAYS)	, Nostalgia	CNN UNISUP, \$17.00	(Roslin)	(PORT CHARLETON)
WAKS-F,	103.7,	50 KW @ 272	, AOR	, \$26.00	(HNWH)	(CAPE CORAL)
WAVV-F,	101.1,	100 KW @ 1035	, Soft AC	APR, \$40.00	(CBS)	(MARCO)
WCKT-F,	107.1,	26 KW @ 709	, Country	, \$34.00	(Banner)	(LEHIGH ACRES)
WCVU-F,	94.5,	100 KW @ 1050	, EZ	, \$47.00	(Christal)	Palmer (NAPLES)
WHEW-F,	101.9,	100 KW @ 991	, Country	, \$36.00	(---)	
WINK-F,	96.9,	100 KW @ 1323	, CHR	ABC, \$47.00	(Mc-Guild)	
WIXI-F,	105.5,	.6 KW @ 680	, Nostalgia	SMN, \$29.00	(Roslin)	(NAPLES)
WOLZ-F,	95.3,	97 KW @ 453	, Oldies	MBS UNISUP, \$34.00	(Durpetti)	
WZCR-F,	99.3,	3 KW @ 285	, Cl. AOR	APR, \$31.00	(Katz)	
WRXK-F,	96.1,	100 KW @ 494	, AOR	, \$49.00	(Katz)	Beasley (BONITA SPGS)

FT. SMITH, AR

MSA Rank/Pop: 221/184,700
 ARB Rank/Pop: 159/192,600
 Market TSL: 20.00
 Average Person Rating: 15.0

Diaries: 465/414:1
 Sample Target: 420
 % Below Line: 1.2
 % Not Listed: 11.5

Retail \$: 1.3 Bil
 FM Share: 86.67%
 Stations: 17/16

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	S89	B SHR	I AQH	R C H CUME
1. KTCS-F (C)	69/24.0	---	18.7	---	17.5	714	37.1	30.5	35.4	22.7	70	666
2. KMAG-F (C)	58/20.1	---	12.1	---	11.9	647	33.6	19.0	19.4	17.5	54	512
3. KISR-F (CHR)	25/ 8.7	---	8.5	---	10.5	380	19.7	22.3	28.0	12.7	39	529
4. KZBB-F (CHR)	17/ 5.9	---	9.8	---	19.6	393	20.4	21.1	33.9	6.5	20	453
5. KZKZ-F (CL AOR)	15/ 5.2	---	9.2	---	1.4	165	8.6	12.6	4.4	13.3	41	374
6. KWHN (GOSP)	14/ 4.9	---	6.9	---	0.7	216	11.2	10.6	3.0	2.3	7	145
7. KLMK-F (C)	10/ 3.5	---	9.2	---	8.1	163	8.5	13.0	13.9	1.3	4	92

12+ AMD

1. KTCS-F<
2. KMAG-F>>
3. KISR-F
4. KWHN
- 5.

12+ MID

1. KTCS-F
2. KMAG-F>>
3. KWHN
4. KZKZ-F
- 5.

12+ PMD

1. KTCS-F<
2. KMAG-F>>
3. KISR-F
4. KZKZ-F
5. KZBB-F

12+ EVE

1. KMAG-F>
2. KISR-F
3. KTCS-F
4. KZKZ-F
- 5.

ADULTS 18-34

1. KTCS-F<
2. KMAG-F>>
3. KISR-F
4. KZKZ-F
5. KZBB-F

ADULTS 18-49

1. KTCS-F<
2. KMAG-F>>
3. KISR-F
4. KZKZ-F
- 5.

ADULTS 25-54

1. KTCS-F
2. KMAG-F>>
- 3.
- 4.
- 5.

ADULTS 35+

1. KTCS-F>
2. KMAG-F>>
3. KWHN
4. KLMK-F
- 5.

MEN 25-54

1. KTCS-F
2. KMAG-F>>
- 3.
- 4.
- 5.

WOMEN 25-54

1. KTCS-F
2. KMAG-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBQ-F	100.9	Fort Smith	0.3/2.3
KEZU-F	104.7	Booneville	2.4/4.4
KDFD	1580	Van Buren/FtSmith	1.0/4.4
KFPW	1230	Fort Smith	2.8/7.9
KKID-F	95.9	Sallisaw/FtSmith	0.3/2.5
KLSZ-F	102.3	Van Buren/FtSmith	2.4/4.2
KOLX-F	94.5	Barling	2.8/7.7
KPRV	1280	Poteau/Heavener	0.3/1.0
KTCS	1410	Fort Smith	2.8/4.5
KEZA-F	107.9	Fayetteville/FtSmith	1.0/5.8

RADIO STATIONS

KFPW,	1230,	1 KW (DA-1)	, EZ/Nostalgia	SMN, \$ 9.00	(Riley)
KWHN,	1320,	5 KW (DA-N)	, Gospel	, \$ 7.00	(---)
KBBQ-F,	100.9,	3 KW @ 220	, Oldies	SMN, \$10.00	(Riley)
KISR-F,	93.7,	100 KW @ 1200	, CHR	ABC, \$22.00	(---)
KLMK-F,	107.3,	100 KW @ 1810	, Country	ABC, \$16.00	(---)
KLSZ-F,	102.3,	3 KW @ 296	, AC	SMN, \$10.00	(---)
KMAG-F,	99.1,	100 KW @ 1968	, Country	, \$17.00	(---)
KTCS-F,	99.9,	100 KW @ 1920	, Country	, \$23.00	(Banner)
KZBB-F,	97.9,	100 KW @ 1978	, CHR	UNIPWR, \$21.00	(Mc-Guild) Tate
KZKZ-F,	106.3,	6 KW @ 330	, Classic AOR	CBS, \$15.00	(Roslin)

KEZA -- see Fayetteville

FT. WALTON BEACH, FL

MSA Rank/Pop: 238/160,100
 ARB Rank/Pop: 198/133,300
 Market TSL: 20.75
 Average Person Rating: 15.7

Diaries: 393/339:1
 Sample Target: 340
 % Below Line: 29.6
 % Not Listed: 19.1

Retail \$: 1.1 Bil
 FM Share: 95.27%
 Stations: 18/9

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R CUME
1. WYZB-F (O)	37/17.7	---	12.5	---	6.5	388	29.1	21.8	20.2	7.4	16	278
2. WWSF-F (CHR)	22/10.5	---	13.8	---	13.1	321	24.1	28.9	25.4	14.4	31	460
3. WKSM-F (CHR)	20/ 9.6	---	6.5	---	9.0	319	23.9	22.3	23.7	13.0	28	411
4. WMMK-F (C)	16/ 7.7	---	8.6	---	6.0	205	15.4	16.5	10.4	3.3	7	229
WWAV-F (AC)	16/ 7.7	---	9.9	---	10.6	279	20.9	22.3	22.8	10.7	23	285
6. WBLX-F (B)	11/ 5.3	---	5.2	---	3.5	130	9.8	13.4	7.4	8.4	18	273
WDJR-F (CL AOR)	11/ 5.3	---	1.3	---	---	96	7.2	3.6	---	4.2	9	151
8. WTKX-F (AOR)	9/ 4.3	---	3.9	---	12.6	193	14.5	15.5	22.3	7.9	17	196

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYZB-F>>	1. WYZB-F>	1. WYZB-F>	1. WWSF-F
2. WWSF-F<	2. WWAV-F	2. WWSF-F	2. WKSM-F>
3. WWAV-F	3. WMMK-F	3. WWAV-F<	3. WBLX-F
4. WMMK-F	4. WDJR-F	4. WKSM-F	4. WYZB-F
5. WKSM-F	5.	5. WMMK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWSF-F	1. WYZB-F>	1. WYZB-F>	1. WYZB-F>	1. WYZB-F>>	1. WYZB-F
WYZB-F	2. WWSF-F	2. WWAV-F<	2. WMMK-F	2. WMMK-F>	2. WWAV-F
3. WDJR-F	3. WWAV-F	3. WMMK-F	3. WWAV-F	3. WWAV-F	3. WKSM-F
WTKX-F	4. WKSM-F	4. WKSM-F	4.	WWSF-F	4. WMMK-F
5.	WMMK-F	WWSF-F	5.	WTKX-F	WWSF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFSH	1340	Valparaiso-Niceville	0.5/2.9
WFTW	1260	Ft Walton Bch/Destn	1.9/4.7
WJSB	1050	Crestvw/Ft Wltn Bch	0.5/3.5
WFSY-F	98.5	Panama City	1.0/5.2
WGCV-F	104.1	Atmore	1.0/4.3
WJLQ-F	100.7	Pensacola/Mobile	0.5/3.2
WMEZ-F	94.1	Pensacola	2.9/7.5
WQWV-F	107.3	Pensacola	2.9/7.7
WXBM-F	102.7	Milton/Pensacola	1.0/4.0

RADIO STATIONS

WKSM-F,	99.3,	3 KW @ 214	, CHR	APR, \$ NA	(Durpetti)	
WMMK-F,	92.1,	3 KW @ 294	, Country	NBC, \$18.00	(Roslin)	(DESTIN)
WWAV-F,	102.3,	3 KW @ 328	, AC/Oldie	UNISUP/UNULT, \$20.00	(Banner)	Opus (SANTA ROSA)
WWSF-F,	98.1,	100 KW @ 1040	, CHR	ABC, \$22.00	(---)	CR (ANDALUSIA)
WYZB-F,	105.5,	6 KW @ 345	, Oldies	UNISUP UNIULT, \$ NA	(---)	(MARY ESTER)

Other ranked stations -- see Mobile or Pensacola in Spring 91 edition

FREDERICK, MD

MSA Rank/Pop: NA
 ARB Rank/Pop: 210/13,800
 Market TSL: 24.00
 Average Person Rating: 17.9

Diaries: 363/341:1
 Sample Target: 305
 % Below Line: 48.0
 % Not Listed: 20.8

Retail \$: 1.0 Bil
 FM Share: 80.00%
 Stations: 24/5

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B I R C H SHR	AQH	CUME
1. WFRE-F (EZ)	32/14.5	---	9.3	---	6.7	191	15.4	16.7	13.5	8.6	17	226
2. WQSI (C)	19/ 8.6	---	3.6	---	6.2	155	12.5	13.3	8.8	7.1	14	162
3. WZYQ-F (CHR)	17/ 7.7	---	9.8	---	10.3	303	24.5	27.6	28.7	7.6	15	271
4. WFMD (FS)	13/ 5.9	---	10.2	---	9.8	227	18.3	27.1	24.7	8.1	16	350
5. WAFY-F (AC)	10/ 4.5	---	---	---	---	162	13.1	---	---	3.0	6	134
WGRX-F (AOR)	10/ 4.5	---	3.1	---	5.7	167	13.5	10.2	13.1	4.6	9	110
WPOC-F (C)	10/ 4.5	---	4.4	---	4.1	122	9.9	11.0	13.1	3.6	7	82
WWDC-F (AOR)	10/ 4.5	---	4.0	---	4.1	166	13.4	14.2	16.0	6.1	12	256

12+ AMD

1. WFRE-F<
2. WFMD
3. WQSI
4. WZYQ-F
- 5.

12+ MID

1. WFRE-F>
2. WQSI >
3. WPOC-F
4. WAFY-F
5. WWDC-F

12+ PMD

1. WFRE-F>
2. WQSI
3. WZYQ-F
4. WAFY-F
- 5.

12+ EVE

1. WZYQ-F>
2. WGRX-F
3. WQSI
4. WIYY-F
- 5.

ADULTS 18-34

1. WWDC-F>
2. WCXR-F
3. WZYQ-F
- WGRX-F
- 5.

ADULTS 18-49

1. WFRE-F
2. WWDC-F
3. WAFY-F
- WZYQ-F
- WCXR-F

ADULTS 25-54

1. WFRE-F
2. WAFY-F
3. WCXR-F
4. WFMD
- WZYQ-F
- WMZQ-F
- WWDC-F

ADULTS 35+

1. WFRE-F>
2. WQSI >
3. WFMD
4. WMZQ-F
- 5.

MEN 25-54

1. WFRE-F
- WWDC-F
3. WCXR-F
- WMZQ-F
5. WGRX-F

WOMEN 25-54

1. WFRE-F
2. WAFY-F
- WFMD
- WZYQ-F
5. WQSI

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.3/10.8
WASH-F	97.1	Washington	2.3/ 6.1
WAVA-F	105.1	Arlington/Wshngtn	1.8/ 9.7
WCXR-F	105.9	Woodbridge/Wshngtn	4.1/12.8
WGAY-F	99.5	Washington	1.4/ 2.3
WGTY-F	107.7	Gettysburg	0.9/ 2.3
WHFS-F	99.1	Annapolis	0.5/ 4.4
WIYY-F	97.9	Baltimore	2.7/ 8.2
WLTT-F	94.7	Bethesda/Wshngtn	0.9/ 4.2
WMAL	630	Washington	0.5/ 2.3
WMZQ	1390	Arlington/Wshngtn	0.9/ 1.4
WMZQ-F	98.7	Washington/Arlngtn	4.1/11.9
WRQX-F	107.3	Washington	0.5/ 9.0
WUSQ-F	102.5	Winchester	0.5/ 2.6
WXTR-F	104.1	Waldorf/Wshngtn	0.5/ 2.7
WYCR-F	98.5	York/Hanover	0.9/ 8.6

RADIO STATIONS

WFMD,	930,	5 KW/2.5 KW (DA-N) ,	MOR/Full Service	CBS, \$ NA	(---)	Gibbons
WQSI,	820,	5 KW/500 W (DA-N) ,	Country	ABC, \$ NA	(Roslin)	
WAFY-F,	103.1,	1 KW @ 571 ,	AC	, \$ NA	(---)	(MIDDLETON)
WFRE-F,	99.9,	9 KW @ 1100 ,	EZ	, \$ NA	(---)	Gibbons
WZYQ-F,	103.9,	380 W @ 912 ,	CHR	ABC, \$ NA	(Roslin)	

WARX -- see Hagerstown
 Other ranked stations -- see Washington or Baltimore in Spring 91 edition

GAINESVILLE, FL

MSA Rank/Pop: 200/215,000
 ARB Rank/Pop: 178/161,100
 Market TSL: 19.75
 Average Person Rating: 14.8

Diaries: 391/412:1
 Sample Target: 380
 % Below Line: 10.0
 % Not Listed: 24.7

Retail \$: 1.4 Bil
 FM Share: 87.22%
 Stations: 15/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WKTK-F (AC)	27/11.3	15.0	8.8	11.2	6.6	478	29.7	23.1	24.5	11.9	27	377
WYGC-F (C)	27/11.3	6.6	8.8	6.5	10.0	275	17.1	16.5	15.4	11.5	26	272
3. WLCL-F (CL AOR)	22/ 9.2	3.8	4.0	2.6	2.4	293	18.2	9.4	11.9	3.5	8	183
WRUF-F (AOR)	22/ 9.2	16.0	18.1	18.5	18.0	419	26.0	36.9	28.6	14.5	33	608
5. WMMZ-F (CHR)	21/ 8.8	4.7	3.5	2.6	4.7	322	20.0	17.5	13.3	5.3	12	257
6. WYKS-F (CHR)	15/ 6.3	10.3	14.6	11.2	13.3	379	23.5	33.1	29.2	15.0	34	582
7. WJHM-F (B)	13/ 5.4	3.3	4.9	10.8	2.4	149	9.2	7.2	6.9	4.4	10	237
8. WLUS (BB)	10/ 4.2	2.8	5.3	2.6	9.5	117	7.3	5.6	7.9	3.5	8	102
9. WRUF (O)	7/ 2.9	1.9	3.5	2.2	3.8	181	11.2	8.9	14.3	1.8	4	138
10. WGGG (T)	6/ 2.5	1.4	0.4	0.4	0.5	80	5.0	3.5	3.7	1.3	3	78

12+ AMD

1. WKTK-F
2. WYGC-F
3. WMMZ-F
4. WYKS-F
WRUF

12+ MID

1. WKTK-F
2. WLCL-F<
3. WYGC-F<
4. WRUF-F
- 5.

12+ PMD

1. WLCL-F<
2. WKTK-F
WRUF-F
4. WYGC-F<
5. WMMZ-F

12+ EVE

1. WMMZ-F<
2. WRUF-F
3. WJHM-F
4. WYKS-F
WLCL-F
WYGC-F

ADULTS 18-34

1. WRUF-F<
2. WKTK-F
- WLCL-F
- WMMZ-F
- WYGC-F

ADULTS 18-49

1. WKTK-F
2. WLCL-F
- WRUF-F
- WYGC-F
5. WMMZ-F

ADULTS 25-54

1. WKTK-F
2. WYGC-F
3. WLCL-F
4. WMMZ-F
WRUF-F

ADULTS 35+

1. WLUS
- WYGC-F
3. WKTK-F
4. WRUF
WJHM-F

MEN 25-54

1. WLCL-F
2. WRUF-F
- WYGC-F
4. WKTK-F
WMMZ-F

WOMEN 25-54

1. WKTK-F>
2. WYGC-F>
3. WYKS-F
WMMZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLF-F	91.7	Gainesville	1.3/6.6
WYOC-F	104.9	High Springs/Gnsvl	0.8/5.1
WAPE-F	95.1	Jacksonville	0.4/5.6
WMFQ-F	92.9	Ocala	1.3/3.5
WOCL-F	105.9	DeLand	0.4/3.1

RADIO STATIONS

WLUS,	980,	5 KW/166 W	, Nostalgia	UNIULT, \$18.00	(Roslin)
WRUF,	850,	5 KW (DA-N)	, Oldies	CBS, \$13.00	(Smith) Univ. of Florida
WYKS-F,	106.5,	3 KW @ 265	, CHR	, \$28.00	(Republic)
WKTK-F,	98.5,	100 KW @ 1330	, AC	, \$23.00	(---) Entercom (CRYSTAL RIVER)
WLCL-F,	97.7,	3 KW @ 300	, C1 AOR	NBC SOURCE, \$17.00	(Christal) (MICANOPY)
WMMZ-F,	93.7,	100 KW @ 1340	, CHR	ABC, \$19.00	(---) Wooster Newspapers (OCALA)
WRUF-F,	103.7,	100 KW @ 738	, AOR	ABC, \$25.00	(Smith) Univ. of Florida
WYGC-F,	100.9,	3 KW @ 300	, Country	ABC UNISUP, \$22.00	(Mc-Guild)
WYOC-F,	104.9,	1.6 KW @ 450	, Oldies	CNN UNISUP, \$15.00	(---) (HIGH SPRINGS)

WJHM -- see Orlando in Spring 91 edition

GRAND FORKS, ND - MN

MSA Rank/Pop: 348/70,600
 ARB Rank/Pop: 244/85,000
 Market TSL: 21.0
 Average Person Rating: 16.1

Diaries: 284/299:1
 Sample Target: 275
 % Below Line: 3.6
 % Not Listed: 18.98

Retail \$: 0.7 Bil
 FM Share: 80.18%
 Stations: 13/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. KQHT-F (CHR)	22/16.1	---	13.8	---	17.2	283	33.3	34.9	36.8	
2. KYCK-F (C)	20/14.6	---	11.6	---	6.0	199	23.4	22.7	13.0	
3. KJKJ-F (AOR)	15/10.9	---	5.1	---	9.9	173	20.4	15.4	21.4	
4. KKXL-F (CHR)	13/ 9.5	---	10.9	---	3.3	200	23.5	28.9	17.9	
5. KSNR-F (O)	9/ 6.6	---	6.4	---	10.6	119	14.0	18.3	17.8	
6. KNOX (FS)	8/ 5.8	---	4.3	---	7.3	162	19.1	16.1	19.9	
7. KNOX-F (O/AC)	5/ 3.6	---	4.3	---	---	106	12.5	12.1	---	
KZLT-F (SAC)	5/ 3.6	---	5.1	---	6.0	112	13.2	14.0	14.5	
9. KKXL (C)	4/ 2.9	---	0.7	---	4.6	56	6.6	8.2	8.9	
KROX (AC)	4/ 2.9	---	2.2	---	6.6	70	8.2	7.6	9.4	
11. KCNN (N/T)	2/ 1.5	---	3.6	---	4.0	72	8.5	8.9	9.0	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYCK-F<	1. KQHT-F	1. KQHT-F>	1. KQHT-F>>
2. KQHT-F	2. KJKJ-F<	2. KKXL-F<	2. KYCK-F
3. KJKJ-F	3. KYCK-F	3. KYCK-F	3. KJKJ-F
4. KNOX	4. KKXL-F	4. KJKJ-F	4. KKXL-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KQHT-F	1. KQHT-F	1. KYCK-F>	1. KYCK-F>	1. KYCK-F>	1. KSNR-F
2. KJKJ-F	KYCK-F<	2. KSNR-F	2. KNOX	2. KJKJ-F>	KYCK-F>>
3. KKXL-F>	3. KJKJ-F>	3. KJKJ-F	3. KSNR-F>	3. KSNR-F	3. KKXL
4. KYCK-F	4. KKXL-F	4. KNOX-F	4.	4. KNOX	KKXL-F
5.	5.	KQHT-F	5.	KNOX-F	KNOX-F
				KQHT-F	KQHT-F
					KZLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFGO	790	Fargo	0.7/6.1
WDAY	970	Fargo/Moorhead	2.2/4.8

RADIO STATIONS

KCNN,	1590,	5 KW/1 KW (DA-2),	Talk/News	CNN	CBS,	\$ 9.00	(---)	
KKCQ,	1480,	5 KW/2.5 KW (DA-2),	MOR (?)	ABC,	\$ 8.00	(---)		(FOSSTON)
KNOX,	1310,	5 KW (DA-N)	Full Service	ABC TALKNT,	\$14.00	(Katz)	Ingstad	
KROX,	1260,	1 KW/500 W (DA-N),	AC	MBS,	\$ 9.00	(Jones)		(CROOKSTON)
KJKJ-F,	107.5,	100 KW @ 446,	AOR	UNIPWR,	\$13.00	(Banner)		
KKXL-F,	92.9,	63 KW @ 386,	CHR	,	\$15.00	(Torbet)		
KNOX-F,	94.7,	100 KW @ 300,	Oldies	UNISUP SMN,	\$11.00	(Katz)	Ingstad	
KQHT-F,	96.1,	100 KW @ 415,	CHR	,	\$17.00	(Torbet)		(CROOKSTON)
KSNR-F,	100.3,	100 KW @ 564,	Oldies	SMN,	\$13.00	(K & P)		(THIEF RIVER, MN)
KYCK-F,	97.1,	100 KW @ 360,	Country	,	\$16.00	(HNWH)		(CROOKSTON)
KZLT-F,	104.3,	100 KW @ 444,	Soft AC	UNISUP UNIULT,	\$15.00	(---)		

GRAND JUNCTION, CO

MSA Rank/Pop: NA
 ARB Rank/Pop: 250/74,700
 Market TSL: 22.00
 Average Person Rating: 16.5

Diaries: 250/299:1
 Sample Target: 265
 % Below Line: 0.0
 % Not Listed: 20.3

Retail \$: 0.6 B11
 FM Share: 83.67%
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KEKB-F (C)	38/30.9	---	23.8	---	19.2	291	39.0	37.5	30.1	25.0	27	314
2. KQIX-F (CHR)	21/17.1	---	19.7	---	22.5	182	24.4	31.9	30.5	25.0	27	242
3. KSTR-F (AOR)	10/ 8.1	---	11.5	---	7.5	154	20.6	29.6	27.9	15.7	17	254
4. KJYE-F (EZ)	7/ 5.7	---	7.4	---	4.2	132	17.7	14.3	7.3	3.7	4	77
KSTR (C)	7/ 5.7	---	4.1	---	1.7	93	12.4	15.4	11.8	4.6	5	83
6. KKLY-F (SAC)	6/ 4.9	---	8.2	---	7.5	103	13.8	16.2	14.8	4.6	5	107
7. KQIL (C)	4/ 3.3	---	2.5	---	12.5	68	9.1	11.0	23.1	2.8	3	92
8. KNZZ (N/T)	3/ 2.4	---	0.8	---	1.7	83	11.1	5.0	8.4	2.8	3	47
9. KEXO (O)	2/ 1.6	---	4.1	---	2.5	74	9.9	11.0	12.7	3.7	4	58

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>	1. KEKB-F<
2. KQIX-F	2. KQIX-F>	2. KQIX-F>	2. KQIX-F>>
3. KSTR	3. KSTR-F>	3. KSTR-F>	3.
4. KJYE-F	4. KSTR	4. KKLY-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KEKB-F	1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>>
2. KQIX-F>>	2. KQIX-F>	2. KQIX-F	2. KJYE-F	2. KQIX-F	2. KQIX-F
3. KSTR-F>	3. KSTR-F	3. KSTR-F	3. KSTR	3. KSTR-F	3. KSTR-F
4. KKLY-F	4.	4. KSTR	4. KSTR-F	4. KSTR	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KEXO, 1230, 1 KW	, Oldies	ABC UNISUP, \$12.00 (---)	
KNZZ, 1100, 50 KW/10 KW (DA-2),	News/Talk	CBS ABC, \$11.00 (---)	
KQIL, 1340, 1 KW	, Country	NBC, \$13.00 (Christal)	
KSTR, 620, 5 KW/79 W	, Country	MBS, \$14.00 (Mc-Guild)	
KEKB-F, 99.9, 79 KW @ 1385	, Country	, \$25.00 (Banner)	(FRUITA)
KJYE-F, 92.3, 100 KW @ 1859	, EZ	, \$10.00 (Eastman)	
KKLY-F, 95.1, 100 KW @ 969	, Soft AC	UNISUP, \$14.00 (---)	(DELTA)
KQIX-F, 93.1, 100 KW @ 1027	, CHR	, \$21.00 (Christal)	
KSTR-F, 96.1, 100 KW @ 1000	, AC	, \$17.00 (Mc-Guild)	(MONTROSE)

GREAT FALLS, MT

MSA Rank/Pop: 344/77,700
 ARB Rank/Pop: 256/63,800
 Market TSL: 19.75
 Average Person Rating: 14.4

Diaries: 288/221:1
 Sample Target: 265
 % Below Line: 0.0
 % Not Listed: 14.1

Retail \$: 0.6 Bill
 FM Share: 65.82%
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KAAK-F (AC)	15/16.3	---	20.2	---	17.8	221	34.6	30.9	33.2			
2. KQDI-F (AOR)	14/15.2	---	13.8	---	15.8	190	29.8	26.8	26.4			
3. KLFM-F (C)	13/14.1	---	12.8	---	17.8	144	22.6	22.3	28.7			
KMON (C)	13/14.1	---	11.7	---	10.9	172	27.0	25.1	26.2			
5. KMON-F (CHR)	10/10.9	---	8.5	---	12.9	159	24.9	25.3	27.4			
6. KXGF (BB)	8/ 8.7	---	7.4	---	5.9	59	9.2	17.8	13.5			
7. KEIN (O)	5/ 5.4	---	8.5	---	5.9	88	13.8	16.8	16.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KMON >	1. KQDI-F<	1. KAAK-F	1. KAAK-F>
2. KAAK-F	2. KAAK-F<	KQDI-F>	2. KQDI-F
KLFM-F	3. KMON	3. KLFM-F	KXGF
KQDI-F	4. KLFM-F	KMON	4.
5.	5.	5. KXGF	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KAAK-F	1. KQDI-F<	1. KLFM-F	1. KMON >	1. KLFM-F	1. KAAK-F
KQDI-F>	2. KAAK-F	2. KQDI-F	2. KXGF	2. KQDI-F>	KLFM-F>
3. KMON-F	3. KLFM-F>	3. KAAK-F	3. KLFM-F	3. KMON	3. KMON-F
4. KLFM-F	4. KMON-F	4. KMON	4. KEIN	4. KAAK-F	KQDI-F
5.	5.	5.	5.	KEIN	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQDI 1450 Great Falls 1.1/5.6

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, Oldies	ABC, \$14.00 (Banner)	
KMON, 560, 5 KW (DA-N)	, Country	ABC, \$15.00 (---)	
KXGF, 1400, 1 KW (DA-2)	, Nostalgia	, \$10.00 (Mc-Guild)	Sunbrook
KAAK-F, 98.9, 100 KW @ 500,	AC	, \$20.00 (Mc-Guild)	Sunbrook
KLFM-F, 92.9, 100 KW @ 450,	Country	ABC, \$17.00 (Banner)	
KMON-F, 94.5, 36 KW @ 470,	CHR	, \$16.00 (---)	
KQDI-F, 106.1, 100 KW @ 620,	Classic AOR	UNIULT, \$18.00 (Christal)	

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 297/120,200 (Hagrstwn only)
 ARB Rank/Pop: 154/203,000
 Market TSL: 23.0
 Average Person Rating: 16.7

Diaries: 430/472:1
 Sample Target: 420
 % Below Line: 21.3
 % Not Listed: 25.1

Retail \$: 1.3 Btl
 FM Share: 82.21%
 Stations: 22/14

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WAYZ-F (C)	49/14.5	14.1	9.7	---	10.6	467	23.0	21.6	19.2	17.5	54	458
2. WIKZ-F (CHR)	26/ 7.7	8.3	10.9	---	11.7	415	20.4	24.0	27.7	14.0	43	511
3. WQCM-F (AOR)	16/ 4.7	6.4	7.4	---	7.3	300	14.8	16.0	19.0	8.1	25	474
4. WYII-F (C)	15/ 4.4	5.5	5.9	---	7.3	190	9.4	9.8	13.4	4.9	15	237
5. WGLL-F (AC)	14/ 4.1	3.4	3.5	---	4.4	227	11.2	9.9	10.1	3.9	12	177
WWMD-F (EZ)	14/ 4.1	7.7	4.7	---	3.1	214	10.5	8.4	8.4	3.2	10	137
7. WJEJ (AC)	13/ 3.8	3.4	2.4	---	4.2	178	8.8	9.0	11.0	1.9	6	143

12+ AMD

1. WAYZ-F>
2. WIKZ-F
3. WJEJ
4. WYII-F
- 5.

12+ MID

1. WAYZ-F>>
2. WIKZ-F>
3. WWMD-F
4. WYII-F
- 5.

12+ PMD

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
4. WGLL-F
- 5.

12+ EVE

1. WAYZ-F
2. WARX-F
3. WIKZ-F
4. WQCM-F
- 5.

ADULTS 18-34

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
4. WWDC-F
- 5.

ADULTS 18-49

1. WAYZ-F>
2. WIKZ-F>
3. WQCM-F
4. WGLL-F
- 5.

ADULTS 25-54

1. WAYZ-F>
2. WIKZ-F>
3. WGLL-F
4. WQCM-F
- 5.

ADULTS 35+

1. WAYZ-F>>
2. WWMD-F
- WYII-F
4. WJEJ
- 5.

MEN 25-54

1. WAYZ-F
2. WIKZ-F>
3. WWDC-F
4. WGRX-F
- 5.

WOMEN 25-54

1. WAYZ-F>>
2. WIKZ-F
3. WGLL-F
4. WARX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	2.7/ 5.3
WARX-F	106.9	Hagerstown/Frederick	3.3/ 9.7
WAYZ	1380	Waynesboro	1.5/ 1.8
WCHA	800	Chambersburg	2.4/ 5.6
WEEO	1130	Waynsbro/Chambrsbrg	1.2/ 2.3
WHAG	1410	Halfway/Hagerstown	1.8/ 3.8
WKSL-F	94.3	Greencastl/Waynsbro	2.7/ 7.6
WCXR-F	105.9	Woodbridge/Wshngtn	0.6/ 3.1
WFRE-F	99.9	Frederick	1.2/ 6.3
WGRX-F	100.7	Westmnstr/Baltimore	2.4/ 5.1
WIYY-F	97.9	Baltimore	2.1/ 3.8
WKMZ-F	97.5	Martinsburg	3.3/10.6
WMZQ-F	98.7	Washington/Arlngtn	1.2/ 3.5
WUSQ-F	102.5	Winchester	2.1/ 5.0
WWDC-F	101.1	Washington	3.3/ 9.4

RADIO STATIONS

WCHA, 800, 1 KW/196 W	, Country	NBC, \$12.00 (---)	(CHAMBERSBURG)
WHAG, 1410, 1 KW (DAYS)	, MOR/Talk	ABC, \$13.00 (Dome)	(HALFWAY)
WJEJ, 1240, 1 KW	, AC	CBS, \$10.00 (---)	(HAGERSTOWN)
WARX-F, 106.9, 16 KW @ 855,	AC	CNN, \$15.00 (K & P)	(HAGERSTOWN)
WAYZ-F, 101.5, 50 KW @ 230,	Country	APR, \$26.00 (---)	(WAYNESBORO)
WGLL-F, 92.1, 3.3 KW @ 295,	AC	ABC, \$16.00 (---)	(MERCERSBURG)
WIKZ-F, 95.1, 50 KW @ 480,	CHR	, \$23.00 (---)	(CHAMBERSBURG)
WQCM-F, 96.7, 4 KW @ 165,	AOR	ABC, \$15.00 (Dome)	(HALFWAY)
WWMD-F, 104.7, 7 KW @ 1320,	EZ	, \$14.00 (---)	(HAGERSTOWN)
WYII-F, 95.9, 3 KW @ 300,	Country	NBC, \$15.00 (Market 4)	(WILLIAMSPORT)

HARRISONBURG, VA

MSA Rank/Pop: NA
 ARB Rank/Pop: 249/74,900
 Market TSL: 23.50
 Average Person Rating: 17.9

Diaries: 267/280:1
 Sample Target: 265
 % Below Line: 2.0
 % Not Listed: 26.1

Retail \$: 0.6 Bit
 FM Share: 75.76%
 Stations: 10/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WQPO-F (CHR)	31/23.1	---	23.4	---	---	312	41.7	39.7	----	20.5	23	323
2. WVA (N/T)	21/15.7	---	14.8	---	---	257	34.3	32.2	----	17.9	20	272
3. WKCY-F (C)	19/14.2	---	19.5	---	---	178	23.8	28.2	----	23.2	26	242
4. WBOP-F (O)	9/ 6.7	---	---	---	---	129	17.2	---	----	6.3	7	78
5. WPKZ-F (C)	6/ 4.5	---	3.1	---	---	80	10.7	13.0	----	4.5	5	64
6. WLTK-F (REL)	5/ 3.7	---	---	---	---	65	8.7	---	----	5.4	6	61
7. WKCY (C)	3/ 2.2	---	1.6	---	---	82	10.9	11.6	----	3.6	4	62
WRDJ-F (CL AOR)	3/ 2.2	---	3.1	---	---	58	7.7	9.2	----	1.8	2	57

12+ AMD

1. WVA >>
2. WQPO-F
3. WKCY-F
- 4.
- 5.

12+ MID

1. WQPO-F
2. WKCY-F>
3. WVA
4. WBOP-F
- 5.

12+ PMD

1. WQPO-F>>
2. WKCY-F>
3. WVA
4. WBOP-F
- 5.

12+ EVE

1. WQPO-F>>
2. WKCY-F
3. WBOP-F
- WVA
- 5.

ADULTS 18-34

1. WQPO-F>>
2. WKCY-F>
3. WBOP-F
- 4.
- 5.

ADULTS 18-49

1. WQPO-F>>
2. WKCY-F>
3. WBOP-F
- 4.
- 5.

ADULTS 25-54

1. WQPO-F>>
2. WBOP-F
- WKCY-F
- 4.
- 5.

ADULTS 35+

1. WVA >>
2. WKCY-F>
3. WQPO-F
- 4.
- 5.

MEN 25-54

1. WBOP-F
2. WQPO-F
3. WKCY-F
- 4.
- 5.

WOMEN 25-54

1. WQPO-F>>
2. WKCY-F
3. WVA
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANV-F 99.7 Staunton 0.7/4.1
 WTON-F 94.3 Staunton 0.7/3.1

RADIO STATIONS

WHBG. 1360, 5 KW (OAYS) , Countrv , \$ 9.00 (---)
 WVA, 550, 5 KW/1 KW , News/Talk ABC APR, \$20.00 (---) VerStandig
 WBOP-F, 106.3, 10 KW @ 384 , Oldies , \$11.00 (---) (CHURCHVILLE)
 WKCY-F, 104.3, 50 KW @ 140 , Country , \$17.00 (---)
 WPKZ-F, 98.5, 900 W @ 1607 , Country ABC, \$11.00 (---) (ELKTON)
 WQPO-F, 100.7, 50 KW @ 500 , CHR ABC, \$25.00 (---) VerStandig
 WRDJ-F, 105.7, 3 KW @ 119 , Classic AOR , \$12.00 (---) (BRIDGEWATER)

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 248/79,100
Market TSL: 20.00
Average Person Rating: 14.9

Diaries: 310/255:1
Sample Target: 265
% Below Line: 19.2
% Not Listed: 38.1

Retail \$: 0.6 Bil
FM Share: 82.19%
Stations: 10/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WYXL-F (AC)	18/15.3	---	9.7	---	8.0	273	34.5	26.0	20.6			
2. WQNY-F (AC)	13/11.0	---	9.7	---	8.0	213	26.9	24.7	26.1			
3. WPCX-F (C)	12/10.2	---	11.5	---	7.1	126	15.9	18.3	13.3			
4. WNYP-F (CHR)	11/ 9.3	---	11.5	---	15.0	190	24.0	25.8	35.1			
5. WHCU (FS)	9/ 7.6	---	9.7	---	7.1	126	15.9	19.7	18.6			
6. WVBR-F (AOR)	4/ 3.4	---	6.2	---	9.7	120	15.2	19.8	28.6			
7. WPIE (EZ)	2/ 1.7	---	---	---	---	29	3.7	---	---			
WTKO (FS)	2/ 1.7	---	7.1	---	5.3	123	15.5	13.9	12.5			

12+ AMD

1. WYXL-F
2. WHCU <
3. WNYP-F
4. WPCX-F<
5. WQNY-F

12+ MID

1. WYXL-F>
2. WQNY-F>
3. WNYP-F
- 4.
- 5.

12+ PMD

1. WNYP-F
- WYXL-F<
3. WQNY-F>
4. WPCX-F
- 5.

12+ EVE

1. WNYP-F<
2. WPCX-F>
3. WHCU
- WQNY-F
- 5.

ADULTS 18-34

1. WYXL-F
2. WQNY-F>
3. WNYP-F
4. WPCX-F
- 5.

ADULTS 18-49

1. WYXL-F
2. WQNY-F>
3. WNYP-F
- WPCX-F
- 5.

ADULTS 25-54

1. WYXL-F
2. WQNY-F
3. WPCX-F>
- 4.
- 5.

ADULTS 35+

1. WHCU
- WPCX-F
3. WYXL-F
- 4.
- 5.

MEN 25-54

1. WPCX-F
- WYXL-F
- WQNY-F>
- 4.
- 5.

WOMEN 25-54

1. WYXL-F>
2. WQNY-F
3. WPCX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAL-F	99.2	Binghamton	0.8/6.2
WHWK-F	98.1	Binghamton	0.8/3.8

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-N),	MOR	CBS, \$18.00	(Christal)
WTKO,	1470,	5 KW/1 KW (DA-N),	MOR/Full Service	ABC CNN, \$13.00	(Torbet)
WNYP-F,	99.9,	23 KW @ 730,	CHR	\$16.00	(Katz)
WQNY-F,	103.7,	12 KW @ 878,	AC	\$18.00	(Torbet)
WVBR-F,	93.5,	3 KW @ 250,	AOR	NBC, \$13.00	(K & P)
WYXL-F,	97.3,	26 KW @ 580,	AC	UNISUP UNIULT, \$15.00	(Christal)
WPCX-F,	106.9,	45 KW @ 530,	Country	SMN, \$16.00	(Market 4)

(CORTLAND)
(AUBURN)

JOPLIN, MO

MSA Rank/Pop: 267/137,400
 ARB Rank/Pop: 221/113,100
 Market TSL: 21.50
 Average Person Rating: 16.2

Diaries: 321/352:1
 Sample Target: 315
 % Below Line: 1.4
 % Not Listed: 24.0

Retail \$: 1.0 B11
 FM Share: 83.45%
 Stations: 17/15

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KIXQ-F (C)	60/32.8	---	24.9	---	16.1	505	44.7	36.3	27.0			
2. KSYN-F (CHR)	12/ 6.6	---	15.0	---	16.1	231	20.4	27.7	31.5			
3. KMXL-F (AC)	11/ 6.0	---	5.2	---	7.0	110	9.7	10.8	13.7			
4. KOCD-F (AOR)	9/ 4.9	---	5.7	---	---	120	10.6	8.5	---			
5. KKUZ-F (AC)	8/ 4.4	---	10.4	---	8.1	172	15.2	21.2	22.5			
6. KKOW-F (C)	7/ 3.8	---	2.1	---	4.8	125	11.1	11.1	11.7			
KMOQ-F (O)	7/ 3.8	---	5.2	---	4.3	142	12.6	11.1	11.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>
2. KBTN	2. KMXL-F>	2. KSYN-F	2. KSYN-F
3. KSYN-F	3. KKUZ-F	3. KMXL-F	3. KOCD-F
4. KOCD-F	KSYN-F	KOCD-F	4. KMXL-F
5.	5.	5. KMOQ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>
2. KSYN-F	2. KMXL-F	2. KMXL-F	2.	2. KOCD-F>	2. KMXL-F
3. KMXL-F	KOCD-F	KOCD-F	3.	3. KMOQ-F	3. KKUZ-F
KOCD-F	4. KSYN-F	4. KKUZ-F	4.	4. KKUZ-F	KSYN-F
5.	5.	KMOQ-F	5.	KMXL-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	2.2/6.4
KDNO	1490	Carthage	0.5/4.0
KFSB	1310	Joplin	0.5/8.4
KKLL	1100	Webb City	0.5/3.8
KKOW	860	Pittsburg	2.7/9.1
KQYX	1560	Joplin	2.7/6.2
KWAS	1230	Jasper/Pittsburg	1.6/5.2
WMBH	1450	Joplin/Webb City	1.6/4.2
KTTS-F	94.7	Springfield	0.5/4.5
KTXR-F	101.5	Springfield	0.5/2.9

RADIO STATIONS

KBTN,	1420,	1 KW/500 W (DA-N),	Country	SMN, \$ 9.00	(---)	(NEOSHO)
KFSB,	1310,	5 KW/1 KW (DA-2),	MOR	ABC UNISUP, \$10.00	(Banner)	
WMBH,	1450,	1 KW/250 W	Country	UNISUP UNILT, \$12.00	(Roslin)	Demaree
KIXQ-F,	93.9,	50 KW @ 300,	Country	ABC, \$18.00	(Banner)	(WEBB CITY)
KKUZ-F,	102.5,	100 KW @ 400,	AC	UNIPWR, \$16.00	(Roslin)	Demaree
KMOQ-F,	107.1,	6 KW @ 300,	Oldies	, \$12.00	(Riley)	(BAXTER SPG, KS)
KMXL-F,	104.9,	1.5 KW @ 450,	AC	ABC, \$10.00	(---)	(CARTHAGE)
KSYN-F,	92.5,	100 KW @ 430,	CHR	ABC, \$19.00	(K & P)	
KOCD-F,	98.3,	3 KW @ 300,	AOR	UNISUP, \$12.00	(Katz)	(COLUMBUS, KS)

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 181/244,200
 ARB Rank/Pop: 157/201,300
 Market TSL: 19.5
 Average Person Rating: 14.4

Diaries: 453/444:1
 Sample Target: 420
 % Below Line: 45.7
 % Not Listed: 23.8

Retail \$: 1.3 Bi1
 FM Share: 92.31%
 Stations: 15/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KIIZ-F (B)	44/15.2	---	---	---	---	397	19.7	---	---			
2. KOOV-F (C)	43/14.8	---	14.2	---	10.7	401	19.9	22.2	18.2			
3. KBTS-F (CHR)	28/ 9.7	---	14.9	---	12.7	569	28.3	34.5	33.5			
4. KNFO-F (C)	18/ 6.2	---	1.5	---	6.2	250	12.4	7.9	13.6			
5. KLTD-F (O)	17/ 5.9	---	13.3	---	14.4	296	14.7	18.8	26.3			
6. KWTX-F (CHR)	13/ 4.5	---	3.1	---	2.8	343	17.0	10.8	13.1			
7. KLFX-F (AC)	12/ 4.1	---	4.6	---	5.1	316	15.7	16.0	16.3			
8. WACO-F (C)	11/ 3.8	---	---	---	0.3	253	12.6	---	3.5			
9. KTEM (C)	9/ 3.1	---	1.5	---	1.4	88	4.4	4.8	5.4			
10. KPLE-F (C)	8/ 2.8	---	8.4	---	5.6	170	8.4	12.5	6.7			

12+ AMD

1. KOOV-F
2. KIIZ-F
3. KBTS-F>
4. KNFO-F
- 5.

12+ MID

1. KOOV-F
2. KIIZ-F>
3. KNFO-F
4. KBTS-F
5. KLTD-F

12+ PMD

1. KIIZ-F
2. KOOV-F
3. KBTS-F
4. KNFO-F
- 5.

12+ EVE

1. KIIZ-F>>
2. KBTS-F<
3. KOOV-F>
- 4.
- 5.

ADULTS 18-34

1. KIIZ-F
2. KOOV-F
3. KBTS-F>
4. KLFX-F
- 5.

ADULTS 18-49

1. KIIZ-F
2. KOOV-F>
3. KBTS-F
- 4.
- 5.

ADULTS 25-54

1. KIIZ-F
2. KOOV-F
3. KBTS-F
4. KLTD-F
- 5.

ADULTS 35+

1. KOOV-F
2. KIIZ-F
3. KLTD-F
4. KTEM
- 5.

MEN 25-54

1. KIIZ-F>
2. KOOV-F
3. KBTS-F
4. KLTD-F
- 5.

WOMEN 25-54

1. KOOV-F>
2. KIIZ-F
3. KBTS-F
4. KPLE-F
5. KLTD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIIZ	1050	Killeen	1.0/0.9
KRYL-F	98.3	Gatesville	0.3/1.6
KASE-F	100.7	Austin	0.7/3.8
KLBJ-F	93.7	Austin	2.4/5.3
WBAP	820	FtWorth/Dallas	1.7/5.5

RADIO STATIONS

KIIZ,	1050,	250 W (DAYS)	,	Black	APR, \$11.00	(Christal)
KIIZ-F,	92.3,	3 KW @ 260	,	Black	ABC, \$10.00	(Christal)
KLFX-F,	105.5,	3 KW @ 390	,	AC	ABC, \$11.00	(Christal)
KOOV-F,	103.1,	.8 KW @ 630	,	Country	ABC, \$20.00	(Riley)
KPLE-F,	104.9,	3 KW @ 300	,	Country	, \$15.00	(---)
KRYL-F,	98.3,	3 KW @ 300	,	Country	, \$10.00	(Riley)

(HARKER HGTS)
 (COOPERAS COVE)
 Formby
 (GATESVILLE)

WBAP -- See Dallas
 Other ranked stations -- see Austin or Waco in Spring 91 edition

LA CROSSE, WI

MSA Rank/Pop: 329/96,200
 ARB Rank/Pop: 247/81,400
 Market TSL: 22.00
 Average Person Rating: 17.0

Diaries: 329/247:1
 Sample Target: 275
 % Below Line: 5.8
 % Not Listed: 24.6

Retail \$: 0.8 Bil
 FM Share: 74.04%
 Stations: 12/10

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H		
										SHR	AQH	CUME
1. WIZM-F (CHR)	27/19.6	---	18.2	---	12.4	111	44.0	38.4	42.8			
2. WLXR-F (CHR)	13/ 9.4	---	11.4	---	13.1	268	32.9	32.9	37.6			
3. KQEG-F (O)	11/ 8.0	---	9.1	---	6.5	193	23.7	19.2	19.3			
WIZM (FS)	11/ 8.0	---	6.8	---	6.5	111	13.6	17.6	18.9			
WKTY (C)	11/ 8.0	---	18.2	---	11.1	194	23.8	31.4	24.1			
WSPL-F (AC)	11/ 8.0	---	7.6	---	10.5	161	19.8	15.3	21.3			
7. WKBH-F (C)	5/ 3.6	---	0.8	---	4.6	101	12.4	7.4	12.6			
8. WQJY-F (EZ)	4/ 2.9	---	7.6	---	5.9	97	11.9	19.8	18.8			
WCOW-F (C)	4/ 2.9	---	3.8	---	2.0	84	10.3	9.2	10.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZM-F>	1. WIZM-F>	1. WIZM-F>>	1. WIZM-F>>
2. WKTY	2. WKTY	2. KQEG-F	2. WLXR-F
3. WSPL-F	WSPL-F	3. WLXR-F	3. WKTY
4. WLXR-F	4. WIZM	4. WKTY	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZM-F>>	1. WIZM-F>>	1. WIZM-F	1. WKTY <	1. WSPL-F	1. WIZM-F>
2. WLXR-F	2. WLXR-F	2. WSPL-F	2. WIZM >	2. WIZM-F	2. WLXR-F
3. WSPL-F	WSPL-F	3. KQEG-F	3. KQEG-F	3. KQEG-F>	3. KQEG-F
4. KQEG-F	4. KQEG-F	4. WLXR-F	4. WSPL-F	4. WKTY	WSPL-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUMF RATING

WKBH	1570	Holmen/LaCrosse	1.4/5.8
WLFN	1490	LaCrosse	2.2/5.3
WMLI-F	96.3	Sauk City	1.4/3.7

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	, FS/Talk	ABC NBC, \$14.00	(Christal)	Midwest Family
WKBH,	1570,	1 KW/500 W (DA-1),	Nostalgia	SMN, \$ 7.00	(---)	(HOLMEN)
WKTY,	580,	5 KW/1 KW (DA-2)	, Country	ABC, \$19.00	(Katz)	Mav
WLFN,	1490,	1 KW	, Oldies	CNN, \$ 8.00	(Torbet)	
KQEG-F,	102.7,	3 KW @ 300	, Oldies	, \$12.00	(K & P)	(LA CRESCENT, MN)
WIZM-F,	93.3,	100 KW @ 1000	, CHR	ABC, \$25.00	(Christal)	Midwest Family
WKBH-F,	105.5,	1 KW @ 530	, Country	UNISUP UNILT, \$ NA	((TREMPEALEAU)
WLXR-F,	104.9,	1 KW @ 430	, CHR	UNISUP UNIPWR, \$18.00	(Torbet)	
WQJY-F,	100.1,	1.6 KW @ 400	, EZ	, \$ 9.00	(---)	(W. SALEM)
WSPL-F,	95.7,	50 KW @ 492	, AC	ABC UNISUP, \$17.00	(Katz)	May
WCOW-F,	97.1,	100 KW @ 634	, Country	MBS, \$ NA	(Walton)	(SPARTA)

LAFAYETTE, IN

MSA Rank/Pop: 284/126,500
 ARB Rank/Pop: 226/107,100
 Market TSL: 20.50
 Average Person Rating: 15.5

Diaries: 337/318:1
 Sample Target: 305
 % Below Line: 15.3
 % Not Listed: 13.2

Retail \$: 1.0 Bil
 FM Share: 77.78%
 Stations: 9/6

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WAZY-F (CHR)	33/19.9	9.7	17.3	16.4	21.5	443	41.4	37.7	42.2			
2. WASK (FS)	29/17.5	12.4	13.6	13.0	19.0	270	25.2	22.3	20.7			
WKHY-F (AOR)	29/17.5	19.3	12.3	11.0	13.9	364	34.0	27.6	29.4			
4. WASK-F (C)	25/15.1	20.7	16.7	19.2	15.2	274	25.6	26.2	21.3			
5. WFBQ-F (AOR)	13/ 7.8	4.1	5.6	7.5	7.0	171	16.0	20.3	22.4			
6. WEZV-F (J)	5/ 3.0	4.1	7.4	6.2	2.5	134	12.5	21.6	14.5			
WSHW-F (AC)	5/ 3.0	2.8	3.7	4.1	3.2	92	8.6	12.2	8.9			

12+ AMD

1. WASK >
2. WAZY-F
3. WASK-F<
4. WKHY-F
- 5.

12+ MID

1. WKHY-F
2. WAZY-F
- WASK <
4. WASK-F
- 5.

12+ PMD

1. WAZY-F
- WKHY-F>
3. WASK-F
4. WASK
- 5.

12+ EVE

1. WAZY-F>
2. WKHY-F<
3. WASK
4. WASK-F
- WFBQ-F

ADULTS 18-34

1. WAZY-F
2. WKHY-F>
3. WFBQ-F>
4. WASK-F
- 5.

ADULTS 18-49

1. WAZY-F<
2. WKHY-F>>
3. WASK-F
4. WFBQ-F
- 5.

ADULTS 25-54

1. WKHY-F>
2. WASK-F
3. WASK
4. WAZY-F
- 5.

ADULTS 35+

1. WASK >
2. WASK-F>>
3. WKHY-F
- 4.
- 5.

MEN 25-54

1. WKHY-F>>
2. WASK
- WASK-F
4. WFBQ-F
- 5.

WOMEN 25-54

1. WASK-F
2. WKHY-F
3. WAZY-F
4. WASK
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCFY 1410 Lafayette 1.8/3.3
 WNJY-F 102.9 Delphi/Monticello 1.2/2.5

RADIO STATIONS

WASK, 1450, 1 KW, FS, NBC, \$21.00 (Banner) Schurz
 WCFY, 1410, 1 KW/65 W, Religion, \$ 7.00 (---)

WASK-F, 105.3, 50 KW @ 375, Country, ABC, \$22.00 (Banner) Schurz
 WAZY-F, 96.5, 50 KW @ 500, CHR, ABC, \$27.00 (Crystal) Heritage-Angotti
 WKHY-F, 93.5, 3 KW @ 215, AOR/Classic, APR, \$17.00 (Katz)
 WEZV-F, 95.3, 2.5 KW @ 440, Jazz/NAC, ABC, \$14.00 (---) (MONTICELLO)

WSHW-F, 99.7, 50 KW @ 460, AC, \$15.00 (---) (FRANKFORT)

WFBQ -- see Indianapolis in Spring 91 report

LAFAYETTE, LA

MSA Rank/Pop: 204/206,900
 ARB Rank/Pop: 172/168,800
 Market TSL: 23.5
 Average Person Rating: 18.0

Diaries: 509/332:1
 Sample Target: 400
 % Below Line: 18.6
 % Not Listed: 13.2

Retail \$: 1.5 B11
 FM Share: 79.92%
 Stations: 20/13

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B I R C H SHR	AQH	CUME
1. KSMB-F (CHR)	43/14.1	12.5	20.5	---	18.6	528	31.3	33.7	38.6			
2. KFXZ-F (B)	37/12.2	10.8	11.0	---	14.4	347	20.6	20.4	23.6			
3. KMDL-F (C)	32/10.5	7.3	5.1	---	7.4	386	22.9	11.7	13.2			
4. WYNK-F (C)	31/10.2	11.5	9.2	---	7.4	403	23.9	18.4	20.1			
5. KJCB (B)	23/ 7.6	10.1	6.2	---	9.0	280	16.6	13.4	17.3			
6. KDEA-F (SAC)	20/ 6.6	7.0	8.9	---	4.5	266	15.8	17.8	9.7			
7. KTDY-F (AC)	18/ 5.9	5.6	7.9	---	5.1	286	16.9	19.2	14.5			
8. KPEL (T)	10/ 3.3	3.5	2.4	---	2.9	174	10.3	7.2	8.1			
9. KAJN-F (REL)	9/ 3.0	2.1	1.7	---	1.0	95	5.6	5.8	5.3			

12+ AMD

12+ MID

12+ PMD

12+ EVE

1. KSMB-F
2. KMDL-F
3. KFXZ-F<
4. WYNK-F
- 5.

1. KMDL-F<
2. KSMB-F<
3. WYNK-F
4. KFXZ-F
5. KDEA-F

1. KSMB-F
2. KFXZ-F
3. KMDL-F
- WYNK-F
- 5.

1. KFXZ-F<
2. KSMB-F>
3. KJCB >
- 4.
- 5.

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

1. KSMB-F
2. KFXZ-F
3. KMDL-F
4. KJCB
- 5.

1. KFXZ-F<
2. KSMB-F
3. KMDL-F<
4. WYNK-F
- 5.

1. WYNK-F<
2. KFXZ-F
3. KMDL-F
4. KSMB-F
- 5.

1. WYNK-F
2. KMDL-F
3. KDEA-F
4. KFXZ-F
- 5.

1. KFXZ-F
- WYNK-F
3. KMDL-F<
4. KDEA-F
- 5.

1. WYNK-F
2. KFXZ-F
3. KSMB-F
4. KMDL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACY	1520	Lafayette	2.3/ 4.8
KROF	960	Abbeville	0.3/ 1.5
KROF-F	104.9	Abbeville	1.0/ 6.5
KVOL	1330	Lafayette	2.3/ 7.0
KVOL-F	105.9	Opelousas	1.6/ 8.1
KHOM-F	104.1	Houma	0.3/ 2.1
KQXL-F	106.5	New Roads	0.3/ 2.1
KSIG	1450	Crowley	0.7/ 2.8
WCKW-F	92.3	LaPlace/NewOrleans	0.3/ 4.2
WGGZ-F	98.1	Baton Rouge	2.6/10.5
WTGE-F	100.7	Baton Rouge	1.6/ 7.7

RADIO STATIONS

KJCB	, 770,	1 KW/500 W (DA-2),	Black/Gospel	SBN ABC, \$13.00	(K & P)
KPEL	, 1420,	1 KW/500 W (DA-N),	Talk	CBS, \$13.00	(Christal)
KVOL	, 1330,	5 KW/1 KW (DA-N),	Oldies	MBS, \$12.00	(HNWH)
KDEA-F,	99.1,	100 KW @ 984	, Soft AC	UNISUP, \$20.00	(Katz) (NEW IBERIA)
KFXZ-F,	106.3,	1 KW @ 480	, Black	ABC, \$19.00	(HNWH) (MAURICE)
KMDL-F,	97.3,	42 KW @ 535	, Country	APR, \$15.00	(K & P) (KAPLAN)
KROF-F,	104.9,	3 KW @ 300	, Country	, \$12.00	(---) (ABBEVILLE)
KSMB-F,	94.5,	100 KW @ 1080	, CHR	SOURCE ABC, \$41.00	(Banner)
KTDY-F,	99.9,	100 KW @ 984	, AC	, \$22.00	(Christal)
KVOL-F,	105.9,	1.7 KW @ 450	, AOR	UNISUP, \$14.00	(HNWH) (OPELOUSAS)

WYNK -- See Baton Rouge

LAKE CHARLES, LA

MSA Rank/Pop: 229/171,000
 ARB Rank/Pop: 196/138,300
 Market TSL: 19.75
 Average Person Rating: 14.6

Diaries: 339/408:1
 Sample Target: 360
 % Below Line: 19.3
 % Not Listed: 12.9

Retail \$: 1.1 Bil
 FM Share: 73.30%
 Stations: 13/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. KYKZ-F (C)	43/21.3	---	22.7	---	20.6	486	35.1	32.6	36.3	
2. KHLA-F (AC)	27/13.4	---	11.1	---	6.3	258	18.7	23.3	18.0	
3. KBIU-F (CHR)	26/12.9	---	10.6	---	13.4	430	31.1	27.0	30.6	
4. KALO (B)	19/ 9.4	---	4.5	---	1.7	140	10.1	7.5	5.3	
5. KTQQ-F (C)	18/ 8.9	---	8.1	---	9.7	244	17.6	18.1	21.7	
6. KXZZ (B)	15/ 7.4	---	9.1	---	12.6	220	15.9	17.3	16.4	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F>>	1. KYKZ-F>	1. KYKZ-F>	1. KBIU-F>
2. KALO	2. KHLA-F<	2. KBIU-F<	2. KYKZ-F
3. KHLA-F<	3. KALO	3. KHLA-F>	3. KXZZ
4. KBIU-F	4. KBIU-F	4. KTQQ-F	4. KHLA-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYKZ-F	1. KYKZ-F	1. KYKZ-F	1. KYKZ-F>	1. KHLA-F	1. KYKZ-F>
2. KBIU-F<	2. KHLA-F<	2. KHLA-F>	2. KALO >	KYKZ-F>>	2. KBIU-F
3. KHLA-F>	3. KBIU-F>	3. KBIU-F	3. KHLA-F	3. KBIU-F	3. KHLA-F
4.	4. KXZZ	4. KALO	4. KTQQ-F	4.	4. KALO
5.	KALO	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.5/ 7.4
KEZM	1310	Sulphur/LkCharles	1.5/ 4.7
KLCL	1470	Lake Charles	2.5/ 8.8
KAJN-F	102.9	Crowley	3.0/ 8.7
KHYS-F	98.5	PtArthur	0.5/ 5.1
KIOC-F	106.1	Orange/Beaumont	3.0/11.1
KKMY-F	104.5	Orange/Beaumont	1.0/ 5.4

RADIO STATIONS

KXZZ,	1580,	1 KW	, Black	SBN ABC, \$14.00	(Katz)
KBIU-F,	103.7,	100 KW @ 471	, CHR	ABC, \$19.00	(Katz)
KHLA-F,	99.5,	100 KW @ 400	, AC	ABC UNIPWR, \$17.00	(Eastman)
KTQQ-F,	100.9,	3 KW @ 300	, Country	SMN, \$14.00	(Crystal)
KYKZ-F,	96.1,	100 KW @ 1400	, Country	ABC, \$26.00	(Banner)

Other ranked stations -- see Beaumont in Spring 91 edition

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 201/129,400
 Market TSL: 21.75
 Average Person Rating: 15.7

Diaries: 353/367:1
 Sample Target: 350
 % Below Line: 11.0
 % Not Listed: 19.7

Retail \$: 1.0 Bil
 FM Share: 86.50%
 Stations: 16/13

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	RATING S89	B SHR	I AQH	R C H CUME
1. WBBN-F (C)	40/19.7	---	10.0	---	11.0	391	30.2	17.4	19.9	21.2	41	436
2. WHER-F (C)	18/ 8.9	---	8.2	---	6.9	237	18.3	15.5	17.0	6.2	12	142
WJMG-F (B)	18/ 8.9	---	4.6	---	4.9	127	9.8	11.6	13.5	9.3	18	234
4. WNSL-F (AC)	17/ 8.4	---	10.0	---	11.8	376	29.1	30.6	27.8	15.5	30	467
5. WHSY-F (CHR)	14/ 6.9	---	3.2	---	4.9	214	16.5	15.8	18.1	2.6	5	172
6. WQIS (B)	13/ 6.4	---	10.0	---	10.6	121	9.4	10.9	12.4	5.2	10	168
7. WZKX-F (CHR)	10/ 4.9	---	8.7	---	10.2	217	16.8	25.6	24.4	9.3	18	355
8. WMFM-F (SAC)	8/ 3.9	---	2.7	---	2.8	98	7.6	9.3	10.5	2.1	4	80

12+ AMD

1. WBBN-F>>
2. WHER-F
3. WNSL-F<
4. WHSY-F
- 5.

12+ MID

1. WBBN-F>>
2. WHSY-F
3. WJMG-F
4. WNSL-F
- WHER-F

12+ PMD

1. WBBN-F>
2. WHER-F<
3. WJMG-F
4. WNSL-F<
5. WHSY-F

12+ EVE

1. WBBN-F
- WJMG-F
3. WNSL-F
4. WKXI-F
- 5.

ADULTS 18-34

1. WJMG-F
2. WBBN-F
3. WNSL-F
- 4.
- 5.

ADULTS 18-49

1. WBBN-F>
2. WJMG-F<
3. WHER-F<
4. WHSY-F
- 5.

ADULTS 25-54

1. WBBN-F>>
2. WHER-F
3. WHSY-F
4. WQIS
- 5.

ADULTS 35+

1. WBBN-F>>
2. WHER-F
3. WHSY-F
4. WQIS
- 5.

MEN 25-54

1. WBBN-F>
2. WHSY-F>>
3. WZKX-F
4. WHER-F
- 5.

WOMEN 25-54

1. WBBN-F>
2. WHER-F
- WQIS
4. WMFM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH	950	Hattiesburg/Petal	1.0/3.7
WFOR	1400	Hattiesburg	1.0/4.3
WJKX-F	102.5	Ellisville/Httsbrg	1.5/9.5
WKNZ-F	101.7	Collins	1.5/8.6
WMXI-F	98.1	Laurel	1.0/7.4
WORV	1580	Hattiesburg	2.5/6.3
WKNN-F	99.1	Pascagoula	1.0/3.2
WKXI-F	107.5	Magee	3.0/5.0

RADIO STATIONS

WORV,	1580,	1 KW (DAYS)	,	Blak	NBN,	\$ 7.00	(Dora)
WQIS,	890,	10 KW (DAYS)	,	Blak	ABC,	\$10.00	(HNWH)
WBBN-F,	95.9,	31 KW @ 624,	Country	ABC,	\$13.00	(---)	(TAYLORSVILLE)
WHER-F,	103.7,	100 KW @ 1056,	Country	NBC UNISUP,	\$11.00	(K & P)	
WHSY-F,	104.5,	100 KW @ 500,	CHR	ABC,	\$ 8.00	(Roslin)	
WJKX-F,	102.5,	50 KW @ 500,	Country	ABC,	\$ 9.00	(Dora)	(ELLISVILLE)
WJMG-F,	92.1,	3 KW @ 300,	Black	SBN,	\$10.00	(Dora)	
WNSL-F,	100.3,	100 KW @ 1050,	AC	ABC,	\$14.00	(HNWH)	

WZKX -- see Biloxi

LAWTON, OK

MSA Rank/Pop: 304/118,000
ARB Rank/Pop: 235/95,600
Market TSL: 17.50
Average Person Rating: 12.7

Diaries: 352/272:1
Sample Target: 305
% Below Line: 9.7
% Not Listed: 23.1

Retail \$: 0.7 Bil
FM Share: 92.47%
Stations: 10/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H SHR AQH CUME
1. KLAW-F (C)	30/24.8	---	24.4	---	24.0	331	34.6	36.6	29.4	
2. KMGZ-F (CHR)	29/24.0	---	22.2	---	21.9	385	40.3	36.9	38.7	
3. KKRX-F (AC)	10/ 8.3	---	8.1	---	11.0	178	18.6	13.3	16.5	
KQLI-F (AC)	10/ 8.3	---	8.9	---	8.2	176	18.4	23.0	21.3	
5. KNIN-F	4/ 3.3	---	2.2	---	2.7	113	11.8	8.9	8.4	
6. KSWO (C)	3/ 2.5	---	8.1	---	7.5	117	12.2	21.2	19.3	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F>	1. KLAW-F	1. KMGZ-F>	1. KMGZ-F>>
2. KMGZ-F>>	2. KMGZ-F>>	2. KLAW-F>>	2. KLAW-F
3. KQLI-F	3. KQLI-F	3. KQLI-F	3. KKRX-F
4.	4. KKRX-F	4. KKRX-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMGZ-F	1. KMGZ-F	1. KLAW-F>>	1. KLAW-F>>	1. KLAW-F>	1. KLAW-F>
2. KLAW-F>	KLAW-F>>	2. KMGZ-F	2. KMGZ-F	2. KMGZ-F	2. KMGZ-F
3. KKRX-F	3. KKRX-F	3. KKRX-F	KQLI-F	3. KKRX-F	3. KQLI-F
4. KQLI-F	KQLI-F	KQLI-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKRX	1050	Lawton	1.7/5.2
KOMA	1520	Oklahoma City	1.7/5.1
KRXO-F	107.7	Oklahoma City	1.7/4.9
KYYI-F	104.7	Burkburnett	0.8/9.1

RADIO STATIONS

KSWO,	1380,	1 KW (DA-2)	,	"Urban Country"	NBC MBS,	\$ 8.00	(Roslin)
KKRX-F,	98.1,	100 KW @ 201	,	AC	,	\$ 9.00	(---)
KLAW-F,	101.5,	100 KW @ 590	,	Country	ABC,	\$16.00	(Katz)
KMGZ-F,	95.3,	3 KW @ 295	,	CHR	UNIPWR,	\$14.00	(Roslin)
KQLI-F,	94.3,	3 KW @ 328	,	AC	,	\$10.00	(---)

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 231/100,900
 Market TSL: 20.00
 Average Person Rating: 14.5

Diaries: 319/316:1
 Sample Target: 305
 % Below Line: 15.2
 % Not Listed: 14.4

Retail \$: 0.8 B11
 FM Share: 86.40%
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KYKS-F (C)	35/24.0	---	20.3	---	18.1	376	37.3	33.8	33.9			
2. KAFX-F (CHR)	17/11.6	---	16.3	---	26.4	305	30.2	36.1	46.4			
3. KJCS-F (C)	16/11.0	---	12.4	---	11.5	287	28.4	31.1	33.4			
KOOI-F (EZ)	16/11.0	---	3.9	---	5.5	129	12.8	8.3	10.1			
5. KSFA (B)	14/ 9.6	---	7.2	---	2.2	89	8.8	10.0	4.4			
6. KTBQ-F (AC)	13/ 8.9	---	5.9	---	2.7	176	17.4	17.8	7.3			
7. KUEZ-F (AC)	8/ 5.5	---	6.5	---	4.4	187	18.5	12.3	10.7			
8. KHYS-F (B)	3/ 2.1	---	3.9	---	2.7	90	8.9	12.0	7.8			

12+ AMD

1. KYKS-F>>
2. KAFX-F
3. KJCS-F
- 4.
- 5.

12+ MID

1. KYKS-F>>
2. KOOI-F
3. KTBQ-F
4. KAFX-F
- KJCS-F

12+ PMD

1. KYKS-F>>
2. KAFX-F
3. KTBQ-F
- KOOI-F
- 5.

12+ EVE

1. KYKS-F
2. KAFX-F
3. KSFA
4. KTBQ-F
- 5.

ADULTS 18-34

1. KYKS-F<
2. KTBQ-F>
3. KAFX-F>
4. KUEZ-F
- 5.

ADULTS 18-49

1. KYKS-F>>
2. KTBQ-F
3. KJCS-F
4. KAFX-F
- KSFA

ADULTS 25-54

1. KYKS-F>>
2. KJCS-F
3. KSFA
- 4.
- 5.

ADULTS 35+

1. KYKS-F
2. KOOI-F
3. KJCS-F
4. KSFA
- 5.

MEN 25-54

1. KYKS-F>>
2. KJCS-F
- KUEZ-F
- 4.
- 5.

WOMEN 25-54

1. KYKS-F>>
2. KJCS-F
- KSFA
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAFX 1260 D1boll 0.7/2.5
 KEEE 1230 Nacogdoches 0.7/4.2

RADIO STATIONS

KSFA, 860, 1 KW/500 W (DA-1), Black, \$ 8.00 (---)
 KAFX-F, 95.5, 100 KW @ 571, CHR UNIPWR, \$20.00 (Christal) (DIBOLL)
 KJCS-F, 103.3, 100 KW @ 320, Country, \$17.00 (---)
 KTBQ-F, 107.7, 50 KW @ 492, AC, \$10.00 (---)
 KUEZ-F, 99.3, 25 KW @ 700, AC, APR, \$11.00 (K & P)
 KYKS-F, 105.1, 100 KW @ 660, Country, APR, \$17.00 (Eastman)

KHYS-F -- see Beaumont in Spring 91 edition

KOOI -- see Tyler

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 245/152,100
 ARB Rank/Pop: 211/123,000
 Market TSL: 20.75
 Average Person Rating: 15.4

Diaries: 316/355:1
 Sample Target: 330
 % Below Line: 1.2
 % Not Listed: 14.3

Retail \$: 1.4 Bll
 FM Share: 74.69%
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KRWQ-F (C)	43/22.8	---	16.4	---	11.0	403	32.8	26.0	20.3	15.3	27	354
2. KTMT-F (CHR)	30/15.9	---	19.7	---	28.5	360	29.3	31.5	34.1	19.2	34	441
3. KMED (BB)	20/10.6	---	11.3	---	8.7	203	16.5	17.4	12.4	6.8	12	195
4. KBOY-F (AOR)	17/ 9.0	---	4.2	---	7.0	248	20.2	13.0	19.8	16.9	30	271
KCMX-F (SAC)	17/ 9.0	---	12.2	---	7.6	275	22.4	24.8	14.2	9.0	16	288
6. KCNA-F (O)	13/ 6.9	---	5.2	---	0.6	128	10.4	8.9	5.2	5.6	10	105
7. KDOV (REL)	7/ 3.7	---	5.2	---	3.5	109	8.9	12.3	7.0	4.0	7	117
8. KCMX (C)	6/ 3.2	---	1.4	---	1.2	119	9.7	8.1	6.1	4.5	8	145
9. KMFR (C)	5/ 2.6	---	4.7	---	1.2	137	11.1	11.4	6.2	1.7	3	82

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRWQ-F>	1. KRWQ-F>>	1. KRWQ-F>	1. KTMT-F
2. KTMT-F>	2. KCMX-F	2. KTMT-F>	2. KRWQ-F>>
3. KMED <	3. KMED	3. KCMX-F	3.
4. KBOY-F	4. KBOY-F	4. KBOY-F	4.
5.	KTMT-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KTMT-F	1. KRWQ-F	1. KRWQ-F>>	1. KRWQ-F>	1. KRWQ-F>>	1. KRWQ-F>
2. KRWQ-F	2. KTMT-F>	2. KTMT-F	2. KMED >	2. KBOY-F	2. KCMX-F
3. KBOY-F	3. KCMX-F<	3. KCMX-F	3.	KTMT-F>	KCNA-F
4. KCMX-F	4. KBOY-F<	4. KBOY-F	4.	4. KCMX-F	KTMT-F
5.	5. KCNA-F	KCNA-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KYJC	610	Medford/Grants Pass	0.5/3.5
KFMJ-F	98.3	Grants Pass/Medford	0.5/2.2
KGO	810	San Francisco	1.1/4.7

RADIO STATIONS

KDOV, 1300,	5 KW (DA-N)	, Religion	NBC, \$ 6.00 (MMR)
KMED, 1440,	5 KW/1 KW (DA-1)	, Nostalgia	APR, \$10.00 (Mc-Guild)
KMFR, 880,	1 KW	, Country	SMN CBS, \$ 7.00 (Torbet)
KBOY-F, 95.7,	100 KW @ 935	, AOR	, \$12.00 (Mc-Guild)
KCMX-F, 101.9,	32 KW @ 1431	, Soft AC	ABC, \$14.00 (Katz)
KCNA-F, 102.7,	100 KW @ 1976	, Oldies	, \$11.00 (---)
KRWQ-F, 100.3,	30 KW @ 985	, Country	APR, \$17.00 (Mc-Guild)
KTMT-F, 93.7,	31 KW @ 3400	, CHR	ABC, \$21.00 (Torbet)

(CAVE JUNCTN)
(GOLD HILL)

MERIDIAN, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 257/61,800
 Market TSL: 22.00
 Average Person Rating: 16.2

Diaries: 313/197:1
 Sample Target: 265
 % Below Line: 0.0
 % Not Listed: 16.0

Retail \$: 0.6 B11
 FM Share: 63.09%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AGH	CUME
1. WOKK-F (C)	21/21.0	---	12.0	---	18.3	199	32.2	29.2	32.0			
2. WJDQ-F (CHR)	20/20.0	---	18.5	---	19.0	230	37.2	35.3	36.2			
3. WALT (B)	18/18.0	---	13.9	---	13.5	144	23.3	21.4	24.2			
4. WZMP-F (B)	12/12.0	---	24.1	---	9.5	128	20.7	26.2	24.5			
5. WMOX (C)	6/ 6.0	---	8.3	---	13.5	95	15.4	18.4	22.0			
WNB (GOSP)	6/ 6.0	---	---	---	7.1	65	10.5	---	12.2			
7. WQIC (B)	1/ 1.0	---	0.9	---	3.2	42	6.8	7.5	3.7			

12+ AMD

1. WOKK-F>
2. WJDQ-F
3. WALT <
4. WZMP-F
- 5.

12+ MID

1. WOKK-F
2. WJDQ-F
3. WZMP-F>
- 4.
- 5.

12+ PMD

1. WOKK-F<
2. WJDQ-F>
3. WALT
4. WZMP-F
- 5.

12+ EVE

1. WALT
2. WJDQ-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WJDQ-F>
2. WALT
- WOKK-F>
4. WZMP-F
- 5.

ADULTS 18-49

1. WJDQ-F
2. WOKK-F
3. WALT>
4. WZMP-F
- 5.

ADULTS 25-54

1. WOKK-F<
2. WJDQ-F
3. WALT
- WZMP-F
- 5.

ADULTS 35+

1. WOKK-F>>
2. WZMP-F
3. WALT
- WMOX
- 5.

MEN 25-54

1. WOKK-F
2. WJDQ-F
- WZMP-F
4. WALT
- 5.

WOMEN 25-54

1. WALT
- WJDQ-F
- WOKK-F
4. WZMP-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WALT,	910,	5 KW/1 KW	,	Black	ABC, \$15.00	(Mc-Guild)	New South
WMOX,	1010,	10 KW/1 KW (DA-2),	Country	UNIULT, \$13.00	(Eastman)		
WNB,	1290,	1 KW (DAYS)	,	Gospel	NBN, \$ 9.00	(---)	
WJDQ-F,	101.3,	100 KW @ 580	,	Contemp	UNIPWR CBS, \$19.00	(Eastman)	
WOKK-F,	97.1,	100 KW @ 330	,	Country	ABC, \$16.00	(Mc-Guild)	New South
WZMP-F,	95.1,	26 KW @ 607	,	Black	MBS, \$21.00	(Banner)	(MARION)

MINOT, ND

MSA Rank/Pop: NA
 ARB Rank/Pop: 261/47,700
 Market TSL: 23.50
 Average Person Rating: 17.6

Diaries: 273/175:1
 Sample Target: 265
 % Below Line: 0.0
 % Not Listed: 14.29

Retail \$: 0.5 B11
 FM Share: 69.44%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. KCJB (C)	18/21.4	---	20.2	---	28.6	148	31.0	29.9	38.8	
2. KHHT-F (CHR)	13/15.5	---	24.7	---	21.4	166	34.8	39.0	46.2	
KZPR-F (C)	13/15.5	---	15.7	---	10.7	145	30.4	24.9	25.7	
4. KBQQ-F (CLAOR)	12/14.3	---	5.6	---	8.3	134	28.1	19.0	26.1	
KIZZ-F (AC)	12/14.3	---	12.4	---	13.1	137	28.7	30.7	29.6	
6. KRRZ (O)	3/ 3.6	---	2.2	---	3.6	57	11.9	13.8	11.5	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCJB >	1. KCJB >	1. KCJB >	1. KHHT-F
2. KHHT-F<	2. KZPR-F	2. KBQQ-F	2. KZPR-F
3. KIZZ-F	3. KBQQ-F	KZPR-F	3. KCJB
4. KZPR-F	4. KHHT-F	4. KHHT-F	KIZZ-F
5.	5.	KIZZ-F	KRRZ

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBQQ-F	1. KBQQ-F	1. KZPR-F	1. KCJB >>	1. KZPR-F	1. KZPR-F
KHHT-F	2. KIZZ-F	2. KCJB	2. KZPR-F	2. KBQQ-F	KIZZ-F
KZPR-F	3. KHHT-F	KIZZ-F	3. KBQQ-F	KCJB	KCJB
4. KIZZ-F	KZPR-F	4. KBQQ-F	KIZZ-F	KIZZ-F	4. KBQQ-F
5.	5.	5.	5.	5.	KHHT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHRT	1320	Minot	1.2/11.1
------	------	-------	----------

RADIO STATIONS

KCJB,	910,	5 KW/1 KW (DA-2)	,	Country	CBS, \$28.00	(Katz)
KHRT,	1320,	2.5 KW (DAYS)	,	Religion	ABC, \$10.00	(---)
KRRZ,	1390,	5 KW/1 KW	,	Oldies	UNISUP UNIULT, \$10.00	(Torbet)
KHHT-F,	97.1,	100 KW @ 910	,	CHR	, \$30.00	(Katz)
KIZZ-F,	93.7,	100 KW @ 600	,	AC	ABC, \$19.00	(Banner)
KBQQ-F,	99.9,	100 KW @ 500	,	Classic AOR	, \$13.00	(Torbet)
KZPR-F,	105.3,	100 KW @ 580	,	Country	UNISUP UNIULT, \$18.00	(Torbet)

Meyer

MONROE, LA

MSA Rank/Pop: 258/143,500
 ARB Rank/Pop: 219/114,200
 Market TSL: 20.75
 Average Person Rating: 15.1

Diaries: 335/341:1
 Sample Target: 330
 % Below Line: 0.0
 % Not Listed: 15.0

Retail \$: 1.25 B11
 FM Share: 91.16 %
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KJLO-F (C)	43/24.9	---	17.1	---	19.0	421	36.9	31.2	31.4	19.9	41	492
2. KYEA-F (B)	39/22.5	---	26.5	---	19.0	301	26.4	27.2	26.1	29.1	60	383
3. KNOE-F (CHR)	32/18.5	---	14.7	---	13.0	343	30.0	29.9	31.3	16.5	34	415
4. KMGC-F (AC)	14/ 8.1	---	11.2	---	10.9	234	20.5	24.2	29.5	14.6	30	349
5. KXLA (B)	6/ 3.5	---	2.4	---	6.0	53	4.6	7.8	6.5	1.5	3	66
6. KMBS (BB)	5/ 2.9	---	7.6	---	7.1	58	5.1	10.4	9.5	2.9	6	103
7. KXKZ-F (C)	5/ 2.9	---	1.2	---	3.3	129	11.3	9.0	8.0	2.4	5	144
8. KNOE (O)	2/ 1.2	---	3.5	---	2.7	62	5.4	8.5	9.2	3.4	7	62

12+ AMD

1. KJLO-F>
2. KYEA-F<
3. KNOE-F
- 4.
- 5.

12+ MID

1. KJLO-F>>
2. KNOE-F
3. KMGC-F<
4. KYEA-F
- 5.

12+ PMD

1. KJLO-F
2. KYEA-F<
3. KNOE-F>
4. KMGC-F
- 5.

12+ EVE

1. KYEA-F>
2. KNOE-F
3. KJLO-F
- 4.
- 5.

ADULTS 18-34

1. KNOE-F
2. KYEA-F<
3. KJLO-F>
4. KMGC-F
- 5.

ADULTS 18-49

1. KJLO-F
- KNOE-F<
3. KYEA-F>>
4. KMGC-F
- 5.

ADULTS 25-54

1. KJLO-F>
2. KYEA-F
3. KNOE-F>
4. KMGC-F
- 5.

ADULTS 35+

1. KJLO-F>>
2. KYEA-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. KJLO-F>>
2. KYEA-F
3. KNOE-F
4. KMGC-F
- 5.

WOMEN 25-54

1. KYEA-F<
2. KJLO-F
3. KNOE-F>
4. KMGC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTRY-F 94.3 Bastrop/Monroe 0.6/4.5

RADIO STATIONS

KMBS,	1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, \$12.00	(Riley)	
KNOE,	540,	5 KW/1 KW (DA-N),	Oldies	ABC, \$13.00	(Mc-Guild)	
KXLA,	990,	1 KW (DAYS, DA),	Black	SBN, \$ 7.00	(K & P)	
KJLO-F,	104.1,	100 KW @ 900 ,	Country	ABC, \$17.00	(Mc-Guild)	New South
KMGC-F,	106.1,	100 KW @ 1017 ,	AC	ABC, \$24.00	(Banner)	Opus
KNOE-F,	101.9,	100 KW @ 1670 ,	CHR	ABC, \$22.00	(Mc-Guild)	
KYEA-F,	98.3,	3 KW @ 260 ,	Black	ABC SBN, \$21.00	(Durpetti)	

MORRISTOWN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 99/357,700
 Market TSL: 21.75
 Average Person Rating: 16.7

Diaries: 435/822:1
 Sample Target: 420
 % Below Line: 92.1
 % Not Listed: 12.9

Retail \$: 3.7 B11
 FM Share: 78.50%
 Stations: 25/3

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	RATING S89	B SHR	I AQH	R C H CUME
1. WNSR-F (AC)	48/8.0	---	6.3	---	3.8	677	18.9	14.5	11.8			
2. WPAT-F (EZ)	47/7.9	---	6.6	---	5.3	483	13.5	14.3	14.0			
3. WYNY-F (C)	42/7.0	---	4.2	---	4.7	428	12.0	11.1	13.6			
4. WXRK-F (CL AOR)	39/6.5	---	7.8	---	9.2	741	20.7	19.0	22.1			
5. WNEW-F (AOR)	38/6.4	---	5.9	---	6.1	616	17.2	19.5	16.3			
6. WCBS-F (O)	35/5.9	---	4.5	---	4.4	614	17.2	13.8	15.0			
7. WHTZ-F (CHR)	30/5.0	---	6.3	---	5.7	669	18.7	18.4	23.2			
8. WDHA-F (AOR)	26/4.3	---	4.8	---	4.5	429	12.0	12.7	15.9			
9. WLTW-F (AC)	25/4.2	---	5.0	---	5.4	522	14.6	11.6	15.3			
WOR (T)	25/4.2	---	4.7	---	4.1	456	12.7	11.0	12.0			

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WXRK-F 2. WOR 3. WHTZ-F 4. WPAT-F 5.	1. WNSR-F 2. WNEW-F 3. WCBS-F 4. WXRK-F 5.	1. WNSR-F< 2. WPAT-F 3. WYNY-F WNEW-F WCBS-F	1. WPAT-F> 2. WNSR-F 3. WHTZ-F 4. WPLJ-F 5.

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>	<u>MEN 25-54</u>	<u>WOMEN 25-54</u>
1. WXRK-F< 2. WNEW-F< 3. WNSR-F< 4. WDHA-F 5.	1. WNSR-F 2. WNEW-F< 3. WXRK-F 4. WCBS-F 5. WYNY-F< 6. WDHA-F	1. WNSR-F 2. WCBS-F 3. WNEW-F 4. WYNY-F< 5. WXRK-F< 6. WDHA-F	1. WPAT-F> 2. WYNY-F 3. WCBS-F 4. WNSR-F 5. WOR	1. WNSR-F< 2. WNEW-F< 3. WDHA-F WCBS-F 5.	1. WNSR-F< 2. WCBS-F 3. WLTW-F WNEW-F 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	0.8/ 3.2
WXMC	1310	Parsipp-Troy Hills	1.7/ 2.5
WABC	770	New York	3.7/12.8
WCBS	880	New York	2.3/11.1
WFAN	660	New York	3.2/11.4
WFME-F	94.7	Newark	1.0/ 3.2
WINS	1010	New York	0.8/ 9.1
WNCN-F	104.3	New York	1.2/ 7.3
WNEW	1130	New York	1.2/ 4.2
WPLJ-F	95.5	New York	3.5/18.1
WQCD-F	101.9	New York	2.3/ 6.0
WQHT-F	97.1	New York	2.8/ 7.4
WQXR-F	96.3	New York	1.8/ 5.0
WZZO-F	95.1	Bethlehem/Allentown	0.5/ 2.8

RADIO STATIONS

WMTR , 1250,	5 KW/1 KW (DA-2),	AC	BRN APR, \$36.00	(Katz)	Signal
WXMC , 1310,	1 KW/400W (DA-1),	Nostalgia	UNISUP UNIULT, \$31.00	(Williams)	(PARSIPPANY)
WDHA-F, 105.5,	1 KW @ 565	AOR	, \$60.00	(Katz)	Signal (DOVER)

Other ranked stations - See New York in Spring 91 edition

MUSKEGON, MI

MSA Rank/Pop: 236/163,600
 ARB Rank/Pop: 199/130,000
 Market TSL: 21.25
 Average Person Rating: 16.5

Diaries: 388/335:1
 Sample Target: 370
 % Below Line: 18.1
 % Not Listed: 17.3

Retail \$: 1.0 B11
 FM Share: 89.83%
 Stations: 18/9

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H SHR	AQH	CUME
1. WSNX-F (CHR)	36/16.8	16.9	20.6	18.1	22.8	483	37.2	34.1	41.8			
2. WMUS-F (C)	34/15.9	15.9	10.3	14.3	17.4	339	26.1	20.7	26.7			
3. WMHG-F (B)	21/ 9.8	10.9	17.2	---	---	183	14.1	14.4	---			
4. WKBZ (FS)	14/ 6.5	6.0	2.9	7.1	5.5	162	14.8	12.8	11.2			
5. WLCS-F (O)	12/ 5.6	6.0	3.9	4.8	5.9	170	13.1	13.2	12.7			
WQWQ-F (EZ)	12/ 5.6	2.5	1.5	9.0	8.2	146	11.2	9.0	14.8			
7. WKLQ-F (AOR)	11/ 5.1	2.5	2.0	3.8	2.3	228	17.5	8.3	11.2			
8. WKBZ-F (AC)	8/ 3.7	2.5	2.9	4.3	4.6	162	12.5	9.8	12.1			

12+ AMD

1. WMUS-F
2. WSNX-F>
3. WKBZ >
4. WKBZ-F
WMHG-F

12+ MID

1. WSNX-F
2. WMUS-F>
3. WLCS-F
4. WKBZ
- 5.

12+ PMD

1. WSNX-F
2. WMUS-F>
3. WMHG-F
4. WQWQ-F
- WKLQ-F

12+ EVE

1. WSNX-F
2. WMHG-F
3. WMUS-F>
- 4.
- 5.

ADULTS 18-34

1. WSNX-F>>
2. WMHG-F
- WKLQ-F
4. WMUS-F
- 5.

ADULTS 18-49

1. WSNX-F>>
2. WMUS-F
3. WMHG-F<
4. WLCS-F
- 5.

ADULTS 25-54

1. WSNX-F<
2. WMUS-F>
3. WLCS-F
- WMHG-F
- 5.

ADULTS 35+

1. WMUS-F>
2. WKBZ
3. WQWQ-F
4. WLCS-F
- 5.

MEN 25-54

1. WMUS-F
2. WSNX-F
- WLCS-F>
4. WMHG-F
- 5.

WOMEN 25-54

1. WSNX-F>
2. WMUS-F
3. WMHG-F
4. WQWQ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCXT-F	105.3	Hart	1.9/ 6.2
WMUS	1090	Muskegon/Grd Rapids	1.4/ 2.1
WGRD-F	97.9	Grand Rapids	1.9/10.6
WJFM-F	93.7	Grd Rapids/Klmzoo	0.9/ 5.4
WJQK-F	99.3	Zeeland/Holland	1.9/ 5.0
WLAV-F	96.9	Grand Rapids	1.4/ 6.2
WLHT-F	95.7	Grand Rapids	0.5/ 4.0
WODJ-F	107.3	Greenvl	1.4/ 3.2
WOOD-F	105.7	Grand Rapids	1.4/ 4.4
WYXX-F	96.1	Holland	0.5/ 2.9

RADIO STATIONS

WKBZ,	850,	1 KW (DA-2)	, Full Service	ABC MBS, \$11.00	(Roslin)	
WQWQ,	1520,	10 KW/1KW (DA-2)	, EZ (?)	, \$10.00	(Christal)	Federated
WCXT-F,	105.3,	100 KW @ 650	, Soft AC	, \$12.00	(---)	(HART)
WKBZ-F,	95.3,	2 KW @ 367	, AC	ABC MBS, \$14.00	(Roslin)	(WHITEHALL)
WLCS-F,	98.3,	2.6 KW @ 321	, Oldies	UNIULT, \$11.00	(Roslin)	
WMUS-F,	106.9,	50 KW @ 480	, Country	ABC, \$38.00	(HNWH)	
WMHG-F,	107.9,	2.6 KW @ 330	, Black	SBN, \$14.00	(Patt)	
WQWQ-F,	101.7,	3 KW @ 300	, EZ	ABC, \$13.00	(Christal)	Federated
WSNX-F,	104.5,	32 KW @ 620	, CHR	UNIPWR, \$32.00	(Banner)	Goodrich

MYRTLE BEACH, SC

MSA Rank/Pop: NA
 ARB Rank/Pop: 186/157,000
 Market TSL: 22.50
 Average Person Rating: 16.7

Diaries: 366/429:1
 Sample Target: 380
 % Below Line: 13.9
 % Not Listed: 20.6

Retail \$: 1.7 B11
 FM Share: 93.75%
 Stations: 19/13

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WBPR-F (CHR)	31/11.8	---	14.4	---	---	410	26.1	33.0	---			
2. WKZQ-F (CHR)	28/10.7	---	9.7	---	---	127	18.3	13.8	---			
3. WYAK-F (C)	21/ 8.0	---	8.7	---	---	216	13.8	15.8	---			
WYAV-F (CHR)	21/ 8.0	---	10.1	---	---	300	19.1	24.3	---			
5. WJYR-F (EZ)	20/ 7.6	---	11.6	---	---	222	14.1	16.4	---			
6. WSYN-F (AC)	18/ 6.9	---	2.2	---	---	245	15.6	7.5	---			
7. WNMB-F (AC)	13/ 5.0	---	5.4	---	---	127	8.1	8.7	---			
8. WZFX-F (B)	11/ 4.2	---	3.2	---	---	150	9.6	10.3	---			
9. WHLZ-F (C)	9/ 3.4	---	0.7	---	---	87	5.5	4.1	---			
10. WKOA-F (O)	8/ 3.1	---	---	---	---	66	4.2	---	---			
11. WVBX (B)	7/ 2.7	---	3.6	---	---	105	6.7	6.6	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKZQ-F	1. WBPR-F<	1. WBPR-F<	1. WKZQ-F
2. WYAK-F<	2. WKZQ-F<	2. WKZQ-F	2. WBPR-F>
3. WBPR-F	3. WJYR-F<	3. WYAV-F	3.
WYAV-F	4. WNMB-F	4. WJYR-F<	4.
5.	WYAK-F<	5. WSYN-F	5.
	6. WYAV-F		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKZQ-F>	1. WKZQ-F	1. WKZQ-F	1. WJYR-F	1. WKZQ-F	1. WYAK-F
2. WBPR-F	2. WBPR-F	2. WBPR-F	2. WYAK-F	2. WBPR-F<	2. WYAV-F
3. WYAV-F<	3. WYAV-F	3. WSYN-F	3. WBPR-F	3. WSYN-F	3. WSYN-F
4. WSYN-F	4. WSYN-F	4. WYAK-F	WNMB-F	4. WKOA-F	4. WBPR-F
5.	5.	WYAV-F	5.	5.	WNMB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJXY	1050	Conway	0.8/2.6
WJXY-F	93.9	Conway/Myrtle Bch	2.3/5.8
WPJS	1330	Conway	1.1/5.0
WYAK	1270	Surfsd Bch Grdn Cty	0.4/2.3
WEZL-F	103.5	Charleston	0.4/2.7
WGNI-F	102.7	Wilmington	0.4/4.3
WKML-F	95.7	Lumberton/Fytl1	1.1/2.0
WXTC-F	96.9	Charleston	1.5/4.5

RADIO STATIONS

WVBX,	1470,	1 KW (DAYS)	, Black	SBN, \$ 8.00	(---)	(GEORGETOWN)
WBPR-F,	97.7,	50 KW @ 497	, CHR	, \$32.00	(---)	(GEORGETOWN)
WJYR-F,	92.1,	6 KW @ 300	, EZ	UNIULT, \$28.00	(Mc-Guild)	
WKZQ-F,	101.7,	38 KW @ 650	, CHR	, \$20.00	(---)	
WNMB-F,	105.5,	3 KW @ 335	, AC	ABC, \$18.00	(Dora)	
WSYN-F,	106.5,	50 KW @ 330	, AC	, \$ NA	(---)	(GEORGETOWN)
WYAK-F,	103.1,	6 KW @ 325	, Country	MBS, \$25.00	(Christal)	Jones-Eastern (SURFSIDE)
WYAV-F,	104.1,	100 KW @ 660	, CHR	, \$29.00	(---)	(CONWAY)

WGNI -- see Wilmington in Spring 91 edition
 WZFX -- see Fayetteville in Spring 91 edition
 WHLZ -- see Florence

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 246/150,500
 ARB Rank/Pop: 207/125,300
 Market TSL: 25.25
 Average Person Rating: 18.6

Diaries: 338/371:1
 Sample Target: 330
 % Below Line: 62.1
 % Not Listed: 21.9

Retail \$: 1.4 Bil
 FM Share: 86.26%
 Stations: 12/4

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		90	90	89	89	CUME	S91	S90	S89	SHR	AQH	CUME
1. WAVV-F (SAC)	30/12.9	10.0	12.4	---	8.5	276	22.0	21.4	15.7			
2. WIXI-F (BB)	28/12.0	8.2	7.1	---	10.0	245	19.6	16.6	19.4			
3. WCKT-F (C)	27/11.6	13.7	8.1	---	1.5	274	21.9	13.8	5.2			
4. WNOG (N/T)	25/10.7	9.6	5.7	---	10.4	254	20.3	12.9	16.5			
5. WRXK-F (AOR)	23/ 9.9	9.1	11.9	---	8.5	231	18.4	17.0	15.8			
6. WCWU-F (EZ)	14/ 6.0	8.2	11.4	---	10.9	201	16.0	24.4	23.8			
7. WSGL-F (AC)	10/ 4.3	7.3	5.2	---	4.0	102	8.1	9.9	13.8			
8. WINK-F (CHR)	7/ 3.0	5.5	4.3	---	8.0	178	14.2	14.5	14.6			
9. WRGI-F (CHR)	6/ 2.6	1.8	3.8	---	6.0	116	9.3	13.7	17.7			
10. WOLZ-F (O)	5/ 2.1	2.7	1.4	---	---	102	8.1	7.4	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNOG	1. WAVV-F	1. WIXI-F	1. WAVV-F
2. WCKT-F<	2. WIXI-F<	WAVV-F<	2. WIXI-F
3. WAVV-F	3. WNOG <	3. WCKT-F	3. WNOG
4. WIXI-F<	4. WRXK-F	4. WRXK-F	4.
5. WRXK-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRXK-F>	1. WRXK-F	1. WCKT-F	1. WIXI-F	1. WRXK-F>	1. WAVV-F
2. WCKT-F	WCKT-F	2. WRXK-F	2. WNOG <	2. WCKT-F>	2. WCKT-F>
3. WAVV-F	3. WAVV-F>	3. WAVV-F	3. WAVV-F	3. WSGL-F>	3. WNOG
4.	4. WSGL-F	4. WSGL-F	4.	4.	WSGL-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHEW-F	101.9	Ft. Myers/Naples	1.7/5.4
WSHE-F	103.5	Ft. Lauderdale	1.3/6.1

RADIO STATIONS

WNOG,	1270,	5 KW/2.5 KW (DA-N),	News/Talk	CBS MBS, \$21.00	(Crystal)	Palmer
WZOR,	1490,	1 KW	, Hispanic	CRC, \$12.00	(Caballero)	
WCOO-F,	98.3,	1 KW @ 500	, AC	SMN, \$14.00	(Roslin)	
WLAZ-F,	93.5,	3 KW @ 300	, CHR	, \$18.00	(Roslin)	Hartstone/Dickstein
WSGL-F,	103.1,	2 KW @ 380	, AC/Oldies	, \$22.00	(Banner)	Timm

Other ranked stations -- See Ft. Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 231/167,400
 ARB Rank/Pop: 86/416,800
 Market TSL: 24.50
 Average Person Rating: 18.6

Diaries: 503/829:1
 Sample Target: 420
 % Below Line: 70.5
 % Not Listed: 11.1

Retail \$: 4.1 B11
 FM Share: 79.80%
 Stations: 36/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WHJY-F (AOR)	59/7.6	7.1	6.1	7.4	9.4	676	16.2	17.3	18.9	9.6	71	743
2. WFHN-F (CHR)	58/7.5	8.7	7.2	6.0	3.8	562	13.5	11.2	8.8	10.1	75	617
3. WSNE-F (AC)	46/5.9	4.2	6.2	4.3	2.4	648	15.5	14.8	8.4	4.7	35	505
WPRO-F (CHR)	46/5.9	8.4	8.7	7.9	10.2	1087	26.1	25.4	24.7	9.2	68	943
5. WWBB-F (O)	45/5.8	4.7	5.3	5.4	5.8	531	12.7	16.1	12.1	4.2	31	455
6. WWLI-F (AC)	39/5.0	5.6	4.3	5.5	4.0	593	14.2	11.3	8.0	3.0	22	354
7. WCTK-F (C)	36/4.7	5.1	4.8	2.9	5.0	280	6.7	11.5	12.9	3.1	23	287
8. WPLM-F (BB)	32/4.1	4.6	3.9	4.3	2.1	410	9.8	9.5	5.9	3.9	29	358
9. WBSM (T)	29/3.7	3.9	6.1	4.8	6.6	293	7.0	8.6	10.0	4.6	34	346
10. WZOU-F (CHR)	28/3.6	3.2	1.6	1.1	2.5	461	11.1	8.9	9.0	2.6	19	417

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFHN-F	1. WFHN-F	1. WHJY-F	1. WFHN-F<
2. WSNE-F	WHJY-F	2. WSNE-F	2. WHJY-F<
WHJY-F	3. WWBB-F<	3. WFHN-F	3. WPRO-F<
4. WBSM	4. WSNE-F	4. WWBB-F<	4. WBSM
WHJY-F	5.	5. WWLI-F	5.
WPRO-F			

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WHJY-F<	1. WHJY-F<	1. WFHN-F	1. WWBB-F	1. WSNE-F	1. WFHN-F<
2. WFHN-F>	2. WFHN-F>	WSNE-F<	2. WWLI-F	WHJY-F<	2. WWLI-F
3. WPRO-F<	3. WSNE-F	3. WHJY-F	WPLM-F<	3. WODS-F	3. WSNE-F
4. WSNE-F	4. WPRO-F	4. WWLI-F	4.	4. WFHN-F	4. WHJY-F
5.	5.	5. WODS-F	5.	5. WCTK-F	WWBB-F
		WWBB-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro/Pwtckt	0.6/ 3.1	WEEI	590	Boston	0.9/ 4.7
WHTB	1400	Fall River	1.3/ 2.5	WHDH	850	Boston	2.1/ 6.4
WJFD-F	97.3	New Bedford	0.9/ 2.7	WHJJ	920	Providence	0.6/ 4.5
WNBH	1340	New Bedford	1.6/ 5.4	WMJX-F	106.7	Boston	0.9/ 3.6
				WODS-F	103.3	Boston	3.2/11.0
WBCN-F	104.1	Boston	1.6/ 4.9	WPLM	1390	Plymouth/Boston	0.1/ 0.9
WBMX-F	98.5	Boston	0.9/ 2.9	WPRO	630	Providence	1.6/ 7.5
WBOS-F	92.9	Brookline/Boston	0.8/ 4.1	WRKO	680	Boston	2.8/ 5.1
WBRU-F	95.5	Providence	0.9/ 6.3	WVBF-F	105.7	Framingham/Bstn	1.8/ 5.7
WBZ	1030	Boston	3.2/ 8.2	WWKX-F	106.3	Woonsckt/Prvdrn	2.3/ 9.2
WCAV-F	97.7	Brockton	0.5/ 2.6	WWRX-F	103.7	Westerly/Prvdrn	2.2/ 8.1
WCDJ-F	96.9	Boston	0.5/ 2.4	WXXS-F	107.9	Medford/Bstn	1.2/ 5.5
WCIB-F	101.9	Falmouth/Hyannis	0.5/ 2.3	WZLX-F	100.7	Boston	1.3/ 5.0
WCRB-F	102.5	Waltham/Boston	0.5/ 2.8				

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1),	Talk	NBC,	\$22.00	(Christal)	Hartstone/Dickstein
WNBH,	1340,	1 KW	, AC	ABC,	\$15.00	(Torbet)	Hall
WFHN-F,	107.1,	3 KW @ 370	, CHR	,	\$27.00	(Christal)	Hartstone/Dickstein (FAIRHAVEN)

Other ranked stations -- see Boston or Providence in Spring 91 edition

NEW LONDON, CT

MSA Rank/Pop: 170/258,600 (w/Norwich)
 ARB Rank/Pop: 151/215,800
 Market TSL: 22.00
 Average Person Rating: 16.6

Diaries: 374/577:1
 Sample Target: 420
 % Below Line: 46.0
 % Not Listed: 19.5

Retail \$: 2.0 Bil
 FM Share: 79.58%
 Stations: 24/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	RATING	B SHR	I AQH	R C H CUME
1. WTYD-F (SAC)	47/13.1	---	10.4	---	5.4	534	24.7	21.0	15.6		6.9	25	323
2. WQGN-F (CHR)	38/10.6	---	18.1	---	15.1	656	30.4	35.7	33.5		15.2	55	673
3. WWRX-F (CL AOR)	31/ 8.6	---	10.4	---	9.7	607	28.1	24.6	22.3		14.9	54	563
4. WCTY-F (C)	26/ 7.2	---	10.2	---	8.0	375	17.4	19.4	18.7		9.4	34	389
5. WVVE-F (AC)	21/ 5.8	---	3.8	---	3.7	362	16.8	10.9	10.4		3.0	11	227
6. WKSS-F (CHR)	17/ 4.7	---	2.2	---	2.0	153	7.1	8.5	8.0		4.4	16	269
7. WICH (AC)	13/ 3.6	---	2.5	---	5.1	169	7.8	6.9	11.4		5.0	18	167
8. WFAN (T)	12/ 3.3	---	2.7	---	0.9	201	9.3	6.8	3.7		1.9	7	290

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F<	1. WTYD-F>	1. WTYD-F	1. WQGN-F>
2. WTYD-F	2. WQGN-F	2. WQGN-F<	2. WKSS-F
3. WCTY-F<	WWRX-F	3. WWRX-F	3. WWRX-F
4. WFAN	4. WVVE-F	4. WVVE-F	4. WTYD-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQGN-F<	1. WWRX-F<	1. WTYD-F>	1. WTYD-F>	1. WTYD-F	1. WTYD-F>
2. WWRX-F	2. WQGN-F<	2. WVVE-F	2. WCTY-F	WWRX-F	2. WVVE-F<
3. WKSS-F	3. WTYD-F	WWRX-F	3. WVVE-F	3. WFAN	3. WQGN-F
4. WTYD-F	4. WVVE-F	4. WQGN-F	4. WICH	4. WVVE-F	4. WCTY-F
5.	5.	5. WCTY-F	5.	5. WCTY-F	5. WWRX-F
				WHCN-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.1/ 4.9			
WSUB	980	Groton/New London	1.9/ 5.6			
WCBS	880	New York	1.7/ 9.5	WPLR-F	99.1	New Haven 0.8/ 3.7
WCCC-F	106.9	Hartford	0.8/ 4.4	WRCH-F	100.5	New Brtn/Hrtfd 1.7/ 5.0
WDRC-F	102.9	Hartford	1.9/ 8.1	WTIC	1080	Hartford 2.2/ 5.2
WERI	1230	Westerly	2.5/ 3.0	WTIC-F	96.5	Hartford 0.8/ 2.5
WHCN-F	105.9	Hartford	2.5/ 8.0	WWLI-F	105.1	Providence 0.6/ 3.2
WILI-F	98.3	Willimantic	2.2/ 7.0	WWYZ-F	92.5	Waterbury/Hrtfd 0.6/ 3.4
WIOF-F	104.1	Waterbury	1.1/ 3.5	WZMX-F	93.7	Hartford 0.8/ 2.5

RADIO STATIONS

WICH,	1310,	5 KW (DA-2)	, AC	, \$ NA (Torbet)	Hall	(NORWICH)
WNLC,	1510,	10 KW/5 KW (DA-2)	, MOR/Oldies	CNN CBS, \$ NA (Mc-Guild)		
WSUB,	980,	1 KW/72 W	, Talk	ABC, \$ NA (Eastman)	Hartstone/Dickstein	(GROTON)
WCTY-F,	97.7,	3 KW @ 300	, Country	ABC, \$ NA (Torbet)	Hall	(NORWICH)
WQGN-F,	105.5,	3 KW @ 275	, CHR	, \$ NA (Eastman)	Hartstone/Dickstein	(GROTON)
WTYD-F,	100.9,	3 KW @ 328	, Soft AC	, \$ NA (Mc-Guild)		
WVVE-F,	102.3,	3 KW @ 280	, AC	APR, \$25.00 (HNWH)		(STONINGTON)

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 91 edition

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 138/243,100
 Market TSL: 24.25
 Average Person Rating: 18.8

Diaries: 475/512:1
 Sample Target: 420
 % Below Line: 78.2
 % Not Listed: 15.6

Retail \$: 2.4 Bil
 FM Share: 77.66%
 Stations: 33/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WSPK-F (CHR)	50/11.0	---	12.3	---	11.4	688	28.3	28.7	27.6			
2. WPDH-F (AOR)	46/10.1	---	10.4	---	11.0	575	23.7	23.2	22.8			
3. WHUD-F (EZ)	45/ 9.9	---	12.5	---	15.5	424	17.4	19.7	23.3			
4. WGNV-F (AC)	26/ 5.7	---	2.8	---	4.8	392	16.1	8.6	13.2			
5. WTBQ (BB)	25/ 5.5	---	0.9	---	---	115	4.7	2.9	---			
6. WKOJ-F (AOR)	20/ 4.4	---	1.4	---	3.9	347	14.3	11.3	13.4			
7. WABC (T)	17/ 3.7	---	3.5	---	2.5	257	10.6	10.9	8.4			
8. WCBS-F (O)	15/ 3.3	---	4.9	---	2.7	263	10.8	9.8	8.3			
WCZX-F (CL AOR)	15/ 3.3	---	2.1	---	2.1	170	7.0	4.2	6.8			
10. WFAN (T)	14/ 3.1	---	1.6	---	2.7	303	12.5	10.1	10.2			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHUD-F	1. WHUD-F<	1. WSPK-F<	1. WSPK-F>
2. WSPK-F	2. WSPK-F<	2. WPDH-F<	2. WPDH-F>
3. WPDH-F	3. WPDH-F	3. WHUD-F	3.
4. WFAN	4. WGNV-F	4. WGNV-F	4.
5.	5.	WABC	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPDH-F>	1. WPDH-F	1. WPDH-F<	1. WHUD-F>	1. WPDH-F>	1. WSPK-F<
2. WSPK-F>>	2. WSPK-F>	2. WSPK-F	2. WTBQ-F>	2. WKOJ-F	2. WHUD-F
3. WGNV-F	3. WGNV-F	3. WHUD-F	3. WABC	3. WFAN	3. WPDH-F
WKOJ-F	4. WKOJ-F	4. WGNV-F	4. WGNV-F	WSPK-F	4. WGNV-F
5. WCZX-F	5.	5. WKOJ-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALL	1340	Middletown	2.0/ 6.5		
WWWK-F	99.3	Ellenvle	0.4/ 2.1		
WTSX-F	96.7	Port Jervis	0.4/ 2.3		
WBNR	1260	Beacon/Newburgh	0.9/ 4.7	WPLJ-F	95.5 New York 1.5/11.4
WCBS	880	New York	2.6/14.1	WQCD-F	101.9 New York 0.4/ 2.7
WHTZ-F	100.3	Newark/New York	0.7/ 6.3	WQHT-F	97.1 New York 1.3/ 5.5
WLTW-F	106.7	New York	0.7/ 2.7	WQXR	1560 New York 0.2/ 0.9
WNCN-F	104.3	New York	0.4/ 3.3	WQXR-F	96.3 New York 0.4/ 2.8
WNEW-F	102.7	New York	1.1/ 6.0	WRKS-F	98.7 New York 1.5/ 5.4
WNNJ-F	103.7	Newton	0.9/ 3.0	WRNQ-F	92.1 Poughkeepsie 1.3/ 5.3
WNSR-F	105.1	New York	0.7/ 3.0	WRWD-F	107.3 Highland 2.6/ 8.4
WOR	710	New York	0.4/ 2.8	WXRK-F	92.3 New York 1.1/ 4.1
WPAT-F	93.1	Paterson	2.2/ 2.9	WYNY-F	103.5 Lk Success/New York 0.7/ 3.6

RADIO STATIONS

WALL, 1340, 1 KW		, Full Service	UPI MBS	, \$ 30.00 (Katz)	(MIDDLETOWN)
WGNV-F, 103.1, 3 KW @ 275		, AC		, \$ N/A (In House)	(NEWBURGH)
WKOJ-F, 92.7, 3 KW @ 300		, AOR	UPI	, \$ 36.00 (Katz)	(MIDDLETOWN)

OTHER RANKED STATIONS: See New York in Spring 1991 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA
 ARB Rank/Pop: 193/144,000
 Market TSL: 26.00
 Average Person Rating: 20.2

Diaries: 358/402:1
 Sample Target: 360
 % Below Line: 3.4
 % Not Listed: 18.9

Retail \$: 1.1 Bil
 FM Share: 98.30%
 Stations: 15/13

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WTCM-F (C)	58/19.9	---	13.2	---	14.1	113	30.7	19.8	23.8			
2. WKLT-F (AOR)	53/18.2	---	10.0	---	4.7	402	27.9	21.6	15.4			
3. WKHQ-F (CHR)	30/10.3	---	14.2	---	18.2	462	32.1	36.0	43.6			
4. WMBN-F (SAC)	24/ 8.2	---	12.1	---	13.5	237	16.5	22.4	23.0			
5. WLDR-F (AC)	18/ 6.2	---	4.7	---	8.3	263	18.3	13.7	19.1			
6. WMKC-F (C)	13/ 4.5	---	3.2	---	2.1	121	8.4	6.5	5.7			
7. WKPK-F (CHR)	9/ 3.1	---	3.7	---	5.2	232	16.1	14.8	21.9			
8. WLTO-F (C)	8/ 2.7	---	3.7	---	1.6	144	10.0	10.8	6.6			
9. WGFN-F (CLAOR)	6/ 2.1	---	3.7	---	2.1	102	7.1	7.3	4.0			
10. WCCW-F (O)	5/ 1.7	---	3.2	---	4.2	111	7.7	10.9	13.1			

12+ AMD

1. WTCM-F
2. WKLT-F
3. WKHQ-F
4. WMBN-F
- 5.

12+ MID

1. WTCM-F<
2. WKLT-F>
3. WMBN-F
4. WKHQ-F
- 5.

12+ PMD

1. WKLT-F<
2. WTCM-F>
3. WKHQ-F
4. WMBN-F
- 5.

12+ EVE

1. WKLT-F>>
2. WTCM-F
3. WKHQ-F
4. WMBN-F
- 5.

ADULTS 18-34

1. WKLT-F>>
2. WTCM-F
3. WKHQ-F
4. WLDR-F
- 5.

ADULTS 18-49

1. WKLT-F>>
2. WTCM-F>
3. WKHQ-F
4. WLDR-F
- 5.

ADULTS 25-54

1. WKLT-F
2. WTCM-F>
3. WKHQ-F
4. WLDR-F
5. WMBN-F

ADULTS 35+

1. WTCM-F>>
2. WMBN-F>
3. WKHQ-F
4. WKLT-F
- 5.

MEN 25-54

1. WKLT-F
2. WTCM-F>>
3. WKHQ-F
4. WLDR-F
- 5.

WOMEN 25-54

1. WKLT-F<
2. WTCM-F
3. WLDR-F
4. WMBN-F
5. WKHQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAIR-F	92.5	Atlanta	1.0/5.1
WBZ-F	99.3	Frankfort/Benzonia	0.3/2.6
WJML-F	98.9	Petoskey	0.7/2.6
WUPS-F	98.5	Houghtn Lk/Mt Plsnt	0.7/3.6

RADIO STATIONS

WTCM,	580,	5 KW/500 W (DA-2),	Talk	ABC MBS, \$12.00	(Katz)	(TRAVERSE CITY)
WCCW-F,	92.1,	3 KW @ 251	Oldies	SMN, \$14.00	(Durpetti)	(TRAVERSE CITY)
WMKC-F,	102.9,	100 KW @ 370	Country	UNIULT ABC, \$12.00	(Patt)	(ST. IGNACE)
WJML-F,	98.9,	100 KW @ 800	Soft AC	ABC, \$15.00	(HNWH)	(PETOSKEY)
WKHQ-F,	105.9,	100 KW @ 922	CHR	ABC, \$23.00	(Mc-Guild)	Midwest Family (CHARLEVOIX)
WKLT-F,	97.5,	32 KW @ 617	AOR	ABC, \$15.00	(Banner)	(KALKASKA)
WKPK-F,	106.7,	100 KW @ 570	CHR	UNIPWR, \$12.00	(Patt)	(GAYLORD)
WLDR-F,	101.9,	100 KW @ 590	AC	UNIULT, \$14.00	(K & P)	(TRAVERSE CITY)
WLTO-F,	103.9,	28 KW @ 663	Country	NBC SOURCE, \$12.00	(Roslin)	(HARBOR SPG)
WMBN-F,	96.3,	100 KW @ 980	EZ	, \$18.00	(Christal)	MacDonald (PETOSKEY)
WTCM-F,	103.5,	100 KW @ 1000	Country	MBS ABC, \$19.00	(Katz)	(TRAVERSE CITY)
WGFN-F,	105.1,	100 KW @ 700	Classic AOR	UNIPWR, \$11.00	(Mich. Spot)	(CHEBOYGAN)

ODESSA - MIDLAND, TX

MSA Rank/Pop: 314/107,500 (Midland)
297/120,200 (Odessa)
ARB Rank/Pop: 160/190,000
Market TSL: 23.75
Average Person Rating: 17.5

Diaries: 463/410:1
Sample Target: 420
% Below Line: 0.0
% Not Listed: 13.8

Retail \$: 2.0 Bil
FM Share: 89.89%
Stations: 16/16

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	S89	B SHR	I AQH	R C	H CUME
1. KNFM-F (C)	53/15.9	14.3	12.5	14.2	17.0	547	28.8	24.8	29.8	14.8	54	534	
2. KBAT-F (AOR)	47/14.1	11.3	11.1	8.7	9.6	480	25.3	18.8	20.1	16.7	61	519	
3. KGEE-F (C)	43/12.9	13.5	9.7	5.0	6.3	453	23.8	16.8	11.4	11.0	40	356	
4. KCHX-F (CHR)	34/10.2	11.6	10.8	11.8	6.0	469	24.7	22.4	12.7	18.4	67	506	
5. KODM-F (AC)	22/ 6.6	6.6	7.4	16.1	13.4	306	16.1	16.0	23.1	4.1	15	233	
6. KQIP-F (O)	20/ 6.0	4.1	5.1	5.0	4.7	261	13.7	12.2	11.0	3.0	11	203	
7. KCRS-F (AC)	13/ 3.9	3.3	6.0	3.4	5.5	201	10.6	10.2	13.9	3.0	11	180	
8. KMGP-F (AC)	13/ 3.9	6.6	5.1	6.2	9.9	179	9.4	11.6	26.1	6.3	23	231	
9. KOZA (SP)	11/ 3.3	3.9	5.7	3.4	---	54	2.8	6.8	---	2.2	8	140	
10. KIOL-F (SAC)	7/ 2.1	4.4	1.7	2.2	2.5	123	6.5	2.4	9.3	1.6	6	84	
11. KCRS (C)	6/ 1.8	1.9	1.4	3.4	2.7	117	6.2	4.9	7.2	0.3	1	55	
12. KKKK-F (REL)	6/ 1.8	2.2	2.0	1.2	4.1	145	7.6	10.1	9.5	3.0	11	124	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNFM-F	1. KNFM-F	1. KNFM-F<	1. KGEE-F<
2. KBAT-F<	2. KBAT-F	2. KBAT-F	2. KCHX-F
3. KGEE-F	3. KGEE-F	3. KGEE-F	3. KNFM-F
4. KCHX-F	4. KCHX-F	4. KCHX-F	4. KBAT-F
5.	5.	5. KODM-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBAT-F	1. KBAT-F	1. KBAT-F<	1. KNFM-F	1. KBAT-F>	1. KNFM-F>
2. KNFM-F>	2. KNFM-F	2. KNFM-F	2. KGEE-F>	2. KCRS-F<	2. KBAT-F
3. KGEE-F	3. KGEE-F	3. KGEE-F>	3. KBAT-F<	3. KNFM-F<	3. KNFM-F
4. KCHX-F	4. KCHX-F<	4. KODM-F	4. KQIP-F	4. KQIP-F	4.
5. KODM-F	5. KQIP-F	5. KQIP-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJBC	1150	Midland	0.6/2.1
KMND	1510	Midland	0.3/4.6
KRIL	1410	Odessa/Midland	1.5/3.3
KWEL	1070	Midland/Odessa	1.2/3.9

RADIO STATIONS

KOZA, 1230, 1 KW	Hispanic	\$13.00	(---)
KWEL, 1070, 2.5 KW (DAYS)	Hispanic	\$11.00	(Lotus)
KBAT-F, 93.3, 100 KW @ 440	AOR	\$19.00	(Eastman)
KCHX-F, 106.7, 100 KW @ 679	CHR	\$18.00	(---)
KCRS-F, 103.3, 100 KW @ 920	AC	\$15.00	(Mc-Guild)
KGEE-F, 99.9, 100 KW @ 500	Country	MBS, \$19.00	(Katz) (MONAHANS)
KKKK-F, 99.1, 100 KW @ 410	Religion	\$10.00	(Walton)
KMGP-F, 102.1, 100 KW @ 976	AC	\$16.00	(Christal) Rusk (MONAHANS)
KNFM-F, 92.3, 100 KW @ 984	Country	ABC, \$24.00	(Banner)
KODM-F, 97.9, 100 KW @ 360	AC	UNIPWR, \$17.00	(HNWH)
KQIP-F, 96.9, 100 KW @ 420	Oldies	SMN, \$15.00	(Miller)

OWENSBORO, KY

MSA Rank/Pop: 334/87,800
 ARB Rank/Pop: 253/71,400
 Market TSL: 19.25
 Average Person Rating: 14.6

Diaries: 262/272:1
 Sample Target: 265
 % Below Line: 47.2
 % Not Listed: 12.5

Retail \$: 0.7 Bil
 FM Share: 83.52%
 Stations: 9/3

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C	C H	H CUME
1. WBKR-F (C)	33/31.7	---	37.0	---	31.2	377	52.8	55.6	50.8					
2. WSTO-F (CHR)	23/22.1	---	27.7	---	33.9	321	45.0	43.7	45.7					
3. WVJS (FS)	13/12.5	---	8.4	---	10.1	218	30.5	24.1	29.8					
4. WGBF-F (AOR)	7/ 6.7	---	2.5	---	0.9	74	10.4	5.3	5.9					
WKDQ-F (AC)	7/ 6.7	---	10.9	---	7.3	150	21.0	20.3	15.5					
6. WIKY-F (FS)	4/ 3.8	---	1.7	---	7.3	123	17.2	5.2	10.6					

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F>	1. WBKR-F>	1. WBKR-F<	1. WSTO-F
2. WVJS <	2. WSTO-F>>	2. WSTO-F>>	2. WBKR-F>>
3. WSTO-F	3. WVJS <	3. WVJS	3.
4.	4. WKDQ-F	4. WGBF-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WSTO-F>	1. WBKR-F>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>
2. WBKR-F	2. WSTO-F>>	2. WSTO-F	2. WVJS	2. WKDQ-F	2. WSTO-F
3. WGBF-F>	3. WVJS	3. WVJS	3.	WSTO-F	3. WVJS
4.	WKDQ-F	WKDQ-F	4.	4. WVJS	4. WKDQ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOMI	1490	Owensboro	1.9/ 8.4
WRBT-F	94.9	Mt. Carmel	1.0/ 4.9
WSYZ-F	106.1	Newburgh/Evansville	1.0/ 3.6

RADIO STATIONS

WOMI, 1490 1 KW , Country NBC UNISUP, \$12.00 (Katz)
 WVJS, 1420, 5 KW/1 KW (DA-2) , MOR ABC, \$19.00 (Banner)

Other ranked stations -- see Evansville in Spring 91 edition

PALM SPRINGS, CA

MSA Rank/Pop: NA
 ARB Rank/Pop: 173/166,100
 Market TSL: 23.25
 Average Person Rating: 17.6

Diaries: 387/429:1
 Sample Target: 370
 % Below Line: 0.0
 % Not Listed: 14.4

Retail \$: NA
 FM Share: 70.40%
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KPSI-F (CHR)	40/13.7	10.3	14.2	11.3	6.9	483	29.1	26.7	18.1	14.8	38	452
2. KDES-F (AC/O)	32/11.0	8.6	6.1	5.9	7.9	330	19.9	15.6	19.1	10.2	26	296
KWXF-F (EZ)	32/11.0	8.9	8.1	10.5	7.6	270	16.3	12.5	13.5	6.3	16	198
*4. KCLB (SP)***	25/ 8.6	6.9	7.4	5.5	3.6	228	13.7	10.0	7.2	9.4	24	391
5. KNWZ (N/T)	19/ 6.5	1.4	1.0	1.3	1.4	153	9.2	5.5	5.5	1.2	3	101
6. KCHV-F (AOR)	17/ 5.8	9.3	6.8	5.0	7.6	182	11.0	13.2	12.9	7.8	20	234
7. KPLM-F (SAC)	16/ 5.5	8.2	7.4	5.9	7.9	216	13.0	15.5	16.4	5.1	13	180
8. KCMJ-F (AC)	14/ 4.8	6.9	6.4	10.5	9.7	286	17.2	19.9	21.2	6.6	17	332
9. KBZT-F (BB)	13/ 4.5	6.5	11.5	7.6	4.3	227	13.7	11.7	8.1	4.3	11	196
10. KEZN-F (SAC)	11/ 3.8	4.1	1.7	2.1	3.2	209	12.6	4.6	6.7	4.3	11	140
11. KPSI (T)	9/ 3.1	3.8	2.0	3.4	4.3	119	7.2	5.7	10.9	3.9	10	122
12. KCMJ (C)	7/ 2.4	1.4	4.1	2.5	6.5	108	6.5	8.7	8.8	2.3	6	94
KUNA (SP)	7/ 2.4	5.5	4.1	7.1	11.2	125	7.5	8.9	10.1	4.7	12	302

*** NOTE: STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY AS DESCRIBED BY ARBITRON

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KWXF-F<	1. KDES-F	1. KPSI-F	1. KPSI-F>
2. KPSI-F	KPSI-F	2. KWXF-F	2. KCLB <
3. KDES-F	3. KWXF-F>	3. KDES-F	3. KNWZ-F>
4. KCLB	4. KNWZ-F<	4. KCHV-F	4.
5.	5. KCLB	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KPSI-F	1. KDES-F	1. KDES-F>	1. KWXF-F>>	1. KCHV-F	1. KDES-F>>
2. KDES-F	KPSI-F	2. KCLB	2. KDES-F<	2. KDES-F	2. KPSI-F
3. KCHV-F	3. KCLB	3. KCHV-F	3. KNWZ	KNWZ	KCLB
KCLB	4. KCHV-F	KNWZ-F	4. KBZT-F	4. KCLB	4. KPLM-F
5.	5.	KPSI-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	0.7/3.1
KROR-F	106.9	Yucca Valley	0.3/4.6
KWXF	1340	Cathedral City	1.7/4.4

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 16.00 (Katz)	(COACHELLA)
KCMJ, 1140, 10 KW/2.5 KW (DA-N)	, COUNTRY	CBS, \$ 15.00 (McGuild)	
KNWZ, 1270, 5 KW/75 W (DA-1)	, NEWS/TALK	MBS NBC, \$ 17.00 (Roslin)	
KUNA, 1400, 1 KW (DA-2)	, HISPANIC	CRC, \$ 14.00 (Katz)	
KBZT-F, 96.7, 650 W @ 580,	NOSTALGIA	CNN, UNISUP, \$ 16.00 (K & P)	(LA QUINTA)
KCHV-F, 93.7, 50 KW @ -225,	CLASSIC AOR	, \$ 26.00 (Katz)	(COACHELLA)
KCMJ-F, 92.7, 3 KW @ 300,	AC	, \$ 28.00 (McGuild)	(INDIO)
KDES-F, 104.7, 42 KW @ 540,	AC/OLDIES	, \$ 29.00 (HNWH)	
KEZN-F, 103.1, .6 KW @ 590,	SOFT AC	, \$ 16.00 (Schubert)	
KPLM-F, 106.1, 50 KW @ 392,	SOFT AC	APR, \$ 26.00 (Katz)	
KPSI-F, 100.5, 3 KW @ 300,	CHR	, \$ 23.00 (Christal)	
KWXF-F, 98.5, 50 KW @ 500,	EZ/BTFL	, \$ 19.00 (Eastman)	

PANAMA CITY, FL

MSA Rank/Pop: 274/132,400
 ARB Rank/Pop: 220/113,200
 Market TSL: 20.50
 Average Person Rating: 15.1

Diaries: 356/318:1
 Sample Target: 315
 % Below Line: 8.6
 % Not Listed: 11.7

Retail \$: 1.1 B11
 FM Share: 91.39%
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WPAP-F (C)	46/26.9	---	22.5	---	21.2	398	35.2	32.6	33.1	27.0	43	411
2. WILN-F (CHR)	23/13.5	---	15.7	---	12.5	352	31.1	32.5	17.8	13.8	22	312
3. WFSY-F (O)	17/ 9.9	---	14.7	---	15.8	292	25.8	23.7	36.1	10.7	17	247
4. WRBA-F (AC)	14/ 8.2	---	2.1	---	7.1	200	17.7	10.3	14.1	7.5	12	196
5. WDJR-F (CLAOR)	13/ 7.6	---	5.8	---	---	186	16.4	11.9	---	11.3	18	211
6. WGNE (EZ)	12/ 7.0	---	6.8	---	5.4	117	10.3	13.4	10.3	1.9	3	48
7. WPFM-F (CHR)	11/ 6.4	---	9.9	---	15.2	216	19.1	30.3	29.2	8.8	14	349
8. WBKL-F (O)	6/ 3.5	---	2.6	---	---	166	14.7	8.6	---	5.0	8	153
9. WJST-F (GOSP)	5/ 2.9	---	3.7	---	4.9	80	7.1	8.4	10.5	1.9	3	120

12+ AMD

1. WPAP-F>>
2. WILN-F
3. WFSY-F
4. WRBA-F
- 5.

12+ MID

1. WPAP-F>
2. WFSY-F
3. WILN-F
4. WGNE
- WRBA-F

12+ PMD

1. WPAP-F>>
2. WILN-F
3. WRBA-F
4. WFSY-F
- 5.

12+ EVE

1. WPAP-F
2. WILN-F
3. WDJR-F
4. WGNE
- 5.

ADULTS 18-34

1. WPAP-F
2. WILN-F<
3. WDJR-F
4. WRBA-F
- 5.

ADULTS 18-49

1. WPAP-F>>
2. WFSY-F
- WILN-F
4. WRBA-F<
5. WDJR-F

ADULTS 25-54

1. WPAP-F>>
2. WFSY-F
3. WILN-F
- WRBA-F
- 5.

ADULTS 35+

1. WPAP-F>>
2. WGNE
3. WFSY-F
- 4.
- 5.

MEN 25-54

1. WPAP-F>>
2. WFSY-F
- WRBA-F
4. WILN-F
- WPFM-F
- WDJR-F

WOMEN 25-54

1. WPAP-F>
2. WFSY-F>
3. WILN-F
4. WRBA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBZ-F 99.3 Mexico Bch/Pnma Cty 1.8/7.0
 WLTG 1430 Panama City 0.6/4.0

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), EZ ABC, \$11.00 (Torbet) Woodfin
 WBKL-F, 103.5, 100 KW @ 475, Oldies, \$10.00 (---) (CALLAWAY)
 WFSY-F, 98.5, 100 KW @ 1089, Oldies, ABC, \$27.00 (Torbet) Woodfin
 WILN-F, 105.9, 50 KW @ 500, CHR, \$21.00 (Banner) Bay
 WJST-F, 94.5, 100 KW @ 981, Gospel, \$10.00 (---) (PORT ST JOE)
 WPAP-F, 92.5, 100 KW @ 1230, Country, NBC, \$29.00 (Mc-Guild)
 WPCF-F, 100.1, 2 KW @ 371, Religion, \$ 9.00 (---)
 WPFM-F, 107.9, 100 KW @ 840, CHR, \$19.00 (---) Broadco
 WRBA-F, 95.9, 3 KW @ 305, AC, UNISUP, \$10.00 (---) (SPRINGFIELD)

WDJR -- See Dothan

PARKERSBURG - MARIETTA, WV - OH

MSA Rank/Pop: 243/153,200
 ARB Rank/Pop: 202/128,100
 Market TSL: 19.50
 Average Person Rating: 14.5

Diaries: 370/346:1
 Sample Target: 350
 % Below Line: 4.3
 % Not Listed: 12.4

Retail \$: 1.1 B11
 FM Share: 86.50%
 Stations: 13/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. WXIL-F (CHR)	28/15.1	---	16.6	---	17.1	472	36.8	33.5	40.1	18.7	36	518
2. WDMX-F (O)	25/13.4	---	11.0	---	1.8	298	23.3	22.2	4.1	7.8	15	230
WXKX-F (C)	25/13.4	---	14.4	---	13.8	371	29.0	25.4	21.7	15.0	29	298
4. WNUS-F (C)	24/12.9	---	14.4	---	21.7	349	27.2	25.9	33.1	14.0	27	363
5. WEYQ-F (CHR)	23/12.4	---	12.7	---	6.9	306	23.9	22.3	20.8	16.1	31	356
6. WKYG (C)	9/ 4.8	---	6.1	---	6.0	183	14.3	13.6	12.9	4.1	8	131
7. WHCM-F (C)	8/ 4.3	---	0.6	---	4.6	82	6.4	5.8	15.0	1.6	3	56
8. WADC (BB)	4/ 3.8	---	3.3	---	4.6	80	6.2	7.7	9.6	2.1	4	74

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNUS-F WXKX-F<	1. WDMX-F< 2. WNUS-F<	1. WXIL-F 2. WXKX-F	1. WEYQ-F 2. WXIL-F
3. WXIL-F 4. WDMX-F	3. WXIL-F 4. WXKX-F	3. WDMX-F< 4. WEYQ-F	3. WDMX-F WKYG WXKX-F
5. WEYQ-F	5.	5.	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WEYQ-F WXIL-F>	1. WDMX-F 2. WXIL-F	1. WDMX-F 2. WNUS-F<	1. WNUS-F 2. WDMX-F	1. WDMX-F> 2. WNUS-F	1. WXKX-F WNUS-F
3. WXKX-F	3. WXKX-F	3. WXKX-F	3. WXKX-F>	3. WXKX-F	3. WDMX-F
4. WDMX-F	4. WEYQ-F	4. WXIL-F	4.	4. WXIL-F	WXIL-F
5.	WNUS-F	5.	5.	5.	WXKX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910	Marietta/Prkrbsrg	1.6/4.0
WMOA	1490	Marietta	1.6/5.9
WRZZ-F	106.1	Ravenswood	0.5/5.9
WGTR-F	101.5	Gallipolis	1.6/3.5
WRRR-F	93.9	St. Marys	2.2/8.0

RADIO STATIONS

WADC,	1050,	5 KW/143 W	, Nostalgia	UNISUP	CBS, \$12.00	(Regional)	
WKYG,	1230,	1 KW (DA-1)	, Country		ABC, \$13.00	(Mc-Guild)	Fritz
WMOA,	1490,	1 KW	, EZ		ABC, \$10.00	(Regional)	(MARIETTA)
WDMX-F,	100.1,	2 KW @ 440	, Oldies/AC		SMN, \$15.00	(---)	(VIENNA)
WEYQ-F,	94.3,	3 KW @ 300	, CHR		, \$14.00	(Katz)	(MARIETTA)
WHCM-F,	99.1,	11 KW @ 486	, Oldies	UNISUP	UNIULT, \$11.00	(Regional)	
WNUS-F,	107.1,	2 KW @ 370	, Country		UNIULT, \$22.00	(Dome)	Somerset (BELPRE, OH)
WXIL-F,	95.1,	50 KW @ 500	, CHR		UNISUP, \$20.00	(Katz)	Burbach
WXKX-F,	103.1,	.7 KW @ 550	, Country		ABC, \$18.00	(Mc-Guild)	Fritz

PASCAGOULA - MOSS POINT, MS

MSA Rank/Pop: 281/128,200
 ARB Rank/Pop: 230/102,200
 Market TSL: 19.75
 Average Person Rating: 15.2

Diaries: 345/296:1
 Sample Target: 305
 % Below Line: 92.62
 % Not Listed: 21.29

Retail \$: 0.6 B11
 FM Share: 90.98%
 Stations: 17/2

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WKNN-F (C)	33/21.3	---	17.3	---	16.4	402	39.3	35.5	28.3			
2. WQID-F (CHR)	18/11.6	---	10.9	---	12.9	304	29.7	28.5	30.5			
3. WBLX-F (B)	13/ 8.4	---	11.5	---	5.8	136	13.3	17.2	12.4			
4. WZKX-F (CHR)	9/ 5.8	---	8.3	---	8.2	193	18.9	24.2	19.7			
5. WKRG-F (AC)	8/ 5.2	---	1.3	---	1.8	102	10.0	8.5	4.1			
6. WGCM-F (O)	7/ 4.5	---	1.3	---	2.9	89	8.7	7.9	5.3			
7. WAVH-F (AC)	6/ 3.9	---	2.6	---	7.0	131	12.8	11.4	14.5			
8. WOSM-F (REL)	5/ 3.2	---	3.8	---	3.5	84	8.2	8.7	8.1			
WROA (EZ)	5/ 3.2	---	---	---	---	33	3.2	---	---			
10. WGUD-F (C)	4/ 2.6	---	7.7	---	5.8	111	10.9	13.3	10.6			

12+ AMD

1. WKNN-F>>
2. WQID-F
3. WBLX-F
- 4.
- 5.

12+ MID

1. WKNN-F>>
2. WQID-F
3. WKRG-F
- 4.
- 5.

12+ PMD

1. WKNN-F>>
2. WQID-F>
3. WBLX-F
- 4.
- 5.

12+ EVE

1. WQID-F
2. WKNN-F
3. WBLX-F
4. WZKX-F
- 5.

ADULTS 18-34

1. WKNN-F>
2. WQID-F>>
3. WBLX-F
- WZKX-F
- 5.

ADULTS 18-49

1. WKNN-F>>
2. WQID-F
3. WBLX-F>
- 4.
- 5.

ADULTS 25-54

1. WKNN-F>>
2. WQID-F
3. WBLX-F
- 4.
- 5.

ADULTS 35+

1. WKNN-F>>
2. WGCM-F
3. WOSM-F
- WROA
- 5.

MEN 25-54

1. WKNN-F>
2. WBLX-F
- WQID-F
4. WKRG-F
- 5.

WOMEN 25-54

1. WKNN-F>>
2. WQID-F
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB-F	97.5	Pascagoula/Moss Pt	2.6/12.1
WBLX	660	Fiarhope/Mobile	0.6/ 3.1
WGCM-F	104.1	Atmore	1.3/ 6.3
WJLQ-F	100.7	Pensacola/Mobile	1.3/ 4.6
WVMI	570	Biloxi/Gulfport	0.6/ 4.3
WWL	870	New Orleans	1.3/ 9.5
WZZJ	1580	Pascagoula/Moss Pt	1.3/ 3.4

RADIO STATIONS

WGUD-F,	106.3,	2.5 KW @ 350	, Country	UNISUP, \$15.00	(---)
WZBA-F,	104.9,	3 KW @ 330	, Black	ABC, \$14.00	(K & P)
WOSM-F,	103.1,	3 KW @ 324	, Religion	APR, \$10.00	(---)

(OCEAN CITY)

Other ranked stations -- see Biloxi in this edition or Mobile i Spring 91 edition

POUGHKEEPSIE, NY

MSA Rank/Pop: 167/266,600
 ARB/Rank/Pop: 145/224,700
 Market TSL: 23.75
 Average Person Rating: 18.2

Diaries: 445/505:1
 Sample Target: 420
 % Below Line: 35.4
 % Not Listed: 18.9

Retail \$: 2.0 Bil
 FM Share: 76.43%
 Stations: 24/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WSPK-F (CHR)	54/13.2	---	14.4	---	13.9	601	26.7	33.8	30.8			
2. WPDH-F (AOR)	41/10.0	---	13.6	---	12.9	585	26.0	27.1	29.9			
3. WHUD-F (EZ)	40/ 9.8	---	9.6	---	12.4	447	19.9	21.1	22.3			
4. WRWD-F (C)	28/ 6.9	---	6.8	---	---	283	12.6	11.0	---			
5. WCZX-F (CL AOR)	24/ 5.9	---	4.3	---	9.1	337	15.0	16.1	22.2			
6. WEOK (FS)	21/ 5.1	---	3.3	---	3.3	256	11.4	8.4	9.0			
7. WRNQ-F (AC)	16/ 3.9	---	6.3	---	---	287	12.8	16.9	---			
8. WABC (T)	12/ 2.9	---	1.3	---	2.5	146	6.5	6.4	6.9			
9. WFAN (T)	11/ 2.7	---	2.5	---	2.3	194	8.6	7.9	8.0			
WRKI-F (AOR)	11/ 2.7	---	1.0	---	1.3	125	5.6	2.8	3.9			
WKIP (T)	11/ 2.7	---	6.3	---	5.8	231	10.3	12.4	12.1			

12+ AMD

1. WPDH-F<
2. WSPK-F<
3. WHUD-F
4. WEOK
- 5.

12+ MID

1. WSPK-F
2. WPDH-F<
3. WHUD-F>
4. WCZX-F
5. WEOK

12+ PMD

1. WSPK-F>
2. WHUD-F
3. WPDH-F
4. WRWD-F
5. WCZX-F

12+ EVE

1. WSPK-F>>
2. WPDH-F
- WRWD-F
4. WHUD-F
- 5.

ADULTS 18-34

1. WPDH-F
2. WSPK-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WPDH-F<
2. WSPK-F>>
3. WCZX-F<
4. WRWD-F
- 5.

ADULTS 25-54

1. WPDH-F
2. WSPK-F
3. WRWD-F
4. WCZX-F
- 5.

ADULTS 35+

1. WHUD-F>
2. WEOK <
3. WRWD-F
4. WCZX-F
- WSPK-F

MEN 25-54

1. WPDH-F
2. WRWD-F
3. WFAN
4. WCBS-F
- 5.

WOMEN 25-54

1. WSPK-F
2. WPDH-F
3. WHUD-F
4. WCZX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	Beacon/Newburgh	1.2/ 4.0
WHVW	950	Hyde Park	1.7/ 5.3
WKIP-F	96.9	Arlington	0.2/ 3.1
WMJV-F	105.5	Patterson	1.5/ 4.7
WBPM-F	94.3	Kingston	0.7/ 6.7
WCBS	880	New York	1.2/ 7.8
WCBS-F	101.1	New York	2.5/ 4.5
WDST-F	100.1	Woodstock/Kngstn	1.5/ 4.0
WGNA-F	107.7	Albany	0.7/ 3.7
WHTZ-F	100.3	Newark/New York	0.5/ 2.5
WNEW-F	102.7	New York	0.7/ 3.5
WRKS-F	98.7	New York	2.0/ 4.9
WXRK-F	92.3	New York	0.7/ 2.9

RADIO STATIONS

WBNR	, 1260,	1 KW/500 W (DA-1),	Oldies	UNIULT UNISUP, \$15.00	(Banner)	(BEACON)
WEOK	, 1390,	5 KW/106 W (DA-1),	MOR/Full Service	ABC UNISUP, \$18.00	(Phillips)	
WHVW	, 950,	500 KW/57 W	Nostalgia	MBS, \$13.00	(Andrews)	
WKIP	, 1450,	1 KW (DA-1)	Talk	ABC UNISUP, \$20.00	(Katz)	
WCZX-F,	97.7,	300 KW @ 1030	Classic AOR	, \$30.00	(Katz)	
WPDH-F,	101.5,	4.4 KW @ 1540	AOR	ABC, \$50.00	(Phillips)	
WRNQ-F,	92.1,	2 KW @ 384	AC	UNISUP, \$25.00	(---)	
WRWD-F,	107.3,	3 KW @ 330	Country	, \$23.00	(---)	(HIGHLAND)
WSPK-F,	104.7,	7 KW @ 1250	CHR	ABC, \$46.00	(Banner)	

WFAN, WHUD-F -- See New York in Spring 91 edition

RAPID CITY, SD

MSA Rank/Pop: 339/84,900
 ARB Rank/Pop: 243/85,300
 Market TSL: 22.50
 Average Person Rating: 16.8

Diaries: 341/250:1
 Sample Target: 275
 % Below Line: 0.0
 % Not Listed: 14.7

Retail \$: 0.8 B11
 FM Share: 63.11%
 Stations: 11/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KGGG-F (CHR)	24/16.8	---	20.4	---	25.5	291	34.1	32.2	42.2			
2. KSQY-F (AOR)	18/12.6	---	12.5	---	12.8	164	19.2	23.6	20.7			
3. KIMM (C)	16/11.2	---	11.2	---	7.4	180	21.1	24.6	18.0			
KKMK-F (CHR)	16/11.2	---	9.9	---	8.7	233	27.3	19.3	19.9			
5. KKLS (AC)	9/ 6.3	---	9.2	---	10.7	175	20.5	20.6	18.1			
KOTA (AC)	9/ 6.3	---	9.9	---	7.4	183	21.5	22.8	23.2			
7. KEZV-F (EZ)	8/ 5.6	---	4.6	---	4.7	102	12.0	8.7	13.7			
8. KRCS-F (C)	7/ 4.9	---	2.6	---	2.0	100	11.7	8.5	9.4			
9. KBHB (C)	6/ 4.2	---	5.3	---	3.4	56	6.6	7.5	8.4			
10. KTOQ (C)	5/ 3.5	---	3.9	---	5.4	100	11.7	14.3	13.3			
11. KSLT-F (REL)	4/ 2.8	---	3.3	---	1.3	69	8.1	7.5	4.6			

12+ AMD

1. KGGG-F
2. KIMM <
3. KSQY-F <
4. KKMK-F
KOTA

12+ MID

1. KSQY-F
2. KGGG-F
KKMK-F
4. KIMM
- 5.

12+ PMD

1. KGGG-F
2. KSQY-F >
3. KKMK-F
4. KIMM
KKLS

12+ EVE

1. KGGG-F >
2. KSQY-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. KSQY-F <
2. KGGG-F
3. KKMK-F >
- 4.
- 5.

ADULTS 18-49

1. KSQY-F
2. KGGG-F
3. KKMK-F >
- 4.
- 5.

ADULTS 25-54

1. KKMK-F
2. KIMM
3. KGGG-F
KSQY-F
- 5.

ADULTS 35+

1. KIMM
2. KOTA >
3. KKLS
KEZV-F
- 5.

MEN 25-54

1. KSQY-F
- KKMK-F
3. KGGG-F
4. KIMM
- 5.

WOMEN 25-54

1. KKMK-F
2. KIMM
KKLS
4. KEZV-F
KOTA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBHB, 810, 25 KW (DAYS)	, Country	UPI UNISUP, \$12.00	(K & P)	(STURGIS)
KIMM, 1150, 5 KW/27 W	, Country	ABC, \$20.00	(Christal)	Ingstad
KKLS, 920, 5 KW/100 W	, AC	UNISUP UNIULT, \$15.00	(Mc-Guild)	So. Minn.
KOTA, 1380, 5 KW (DA-N)	, AC	CBS MBS, \$14.00	(Katz)	Duhamel
KTOQ, 1340, 1 KW	, Country	NBC UNISUP, \$11.00	(K & P)	
KRCS-F, 93.1, 100 KW @ 1060	, Country	MBS, \$10.00	(K & P)	(STURGIS)
KEZV-F, 101.1, 100 KW @ 1606	, EZ/Soft AC	APR, \$10.00	(Repcom)	(SPEARFISH)
KGGG-F, 100.3, 100 KW @ 450	, CHR	ABC, \$27.00	(Christal)	Ingstad
KKMK-F, 93.9, 100 KW @ 657	, Contemp	CNN SOURCE, \$18.00	(Mc-Guild)	So. Minn.
KSQY-F, 95.1, 100 KW @ 1707	, AOR	, \$15.00	(Torbet)	(DEADWOOD)
KSLT-F, 107.3, 100 KW @ 1800	, Religion	APR, \$ 8.00	(---)	(SPEARFISH)

READING, PA

MSA Rank/Pop: 145/334,500
 ARB Rank/Pop: 129/285,200
 Market TSL: 22.50
 Average Person Rating: 17.0

Diaries: 417/684:1
 Sample Target: 420
 % Below Line: 59.7
 % Not Listed: 15.9

Retail \$: 2.6 B11
 FM Share: 78.87%
 Stations: 30/5

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WRFY-F (CHR)	76/15.7	17.8	17.9	16.1	19.8	937	32.9	34.6	38.4	22.1	95	1072
2. WEEU (FS)	48/ 9.9	11.2	9.4	6.1	10.7	685	24.0	20.1	21.4	9.3	40	498
3. WIOV-F (C)	44/ 9.1	10.0	4.6	6.3	4.5	481	16.9	11.3	13.1	5.6	24	406
4. WYCL-F (AC)	25/ 5.2	7.6	6.4	4.3	0.4	449	15.7	15.3	3.9	8.8	38	384
5. WYSP-F (CL AOR)	22/ 4.5	5.7	3.3	6.7	4.7	456	16.0	12.6	14.5	7.9	34	476
6. WEAZ-F (SAC)	16/ 3.3	2.1	3.1	3.1	4.2	296	10.4	7.7	12.9	1.9	8	193
7. WMMR-F (AOR)	15/ 3.1	5.7	3.9	5.3	5.7	311	10.9	11.2	14.2	3.7	16	255
8. KYW (N)	14/ 2.9	1.3	1.5	1.8	2.8	415	14.6	12.4	11.1	1.9	8	228
9. WEGX-F (CHR)	13/ 2.7	2.8	2.3	5.3	2.4	342	12.0	9.9	9.3	2.8	12	354
10. WRWA (BB)	12/ 2.5	3.0	5.8	6.1	7.7	185	6.5	14.4	14.8	3.5	15	179

12+ AMD

1. WRFY-F
2. WEEU >
3. WIOV-F
4. WYCL-F
- 5.

12+ MID

1. WRFY-F >
2. WEEU <
3. WIOV-F >
- 4.
- 5.

12+ PMD

1. WRFY-F >
2. WIOV-F >
3. WEEU
4. WYCL-F
- WEGX-F

12+ EVE

1. WRFY-F
2. WEEU
3. WYSP-F >
- 4.
- 5.

ADULTS 18-34

1. WRFY-F >>
2. WYSP-F
3. WYCL-F
- WMMR-F
- 5.

ADULTS 18-49

1. WRFY-F >>
2. WYCL-F <
3. WYSP-F
4. WIOV-F <
5. WMMR-F

ADULTS 25-54

1. WRFY-F >>
2. WIOV-F
3. WYCL-F <
4. WYSP-F
- 5.

ADULTS 35+

1. WEEU
2. WIOV-F >
3. WRFY-F
- 4.
- 5.

MEN 25-54

1. WRFY-F
2. WYSP-F <
3. WYCL-F
- WIOV-F
- WMMR-F

WOMEN 25-54

1. WRFY-F >>
2. WIOV-F
3. WEEU
4. WEAZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGO	1240	Reading	0.6/ 4.5		
WAEB-F	104.1	Allentown	2.1/ 6.9	WOGI-F	98.1 Philadelphia 2.1/ 8.3
WDAC-F	94.5	Lancaster	1.4/ 3.3	WRKZ-F	106.7 Hershey 2.5/ 5.5
WFLN-F	95.7	Philadelphia	1.2/ 5.6	WUSL-F	98.9 Philadelphia 1.7/ 3.5
WFMZ-F	100.7	Allentown	1.2/ 2.9	WWDB-F	96.5 Philadelphia 1.4/ 5.4
WHXT-F	99.9	Easton/Allentown	0.6/ 3.4	WWKL-F	94.9 Harrisburg 0.8/ 2.2
WIOQ-F	102.1	Philadelphia	0.6/ 3.7	WXXW	1470 Allentown 0.8/ 2.3
WIP	610	Philadelphia	1.0/ 3.2	WXTU-F	92.5 Philadelphia 1.9/ 6.3
WKSZ-F	100.3	Media	0.6/ 2.3	WYXR-F	104.5 Philadelphia 1.0/ 5.9
WMGK-F	102.9	Philadelphia	0.8/ 3.4	WZZO-F	95.1 Bethlehem/Allentown 1.4/ 4.8
WNCE-F	101.3	Lancaster/Harrisbrg	1.2/ 2.5		

RADIO STATIONS

WAGO,	1240,	1 KW	, Oldies	CBS, \$15.00	(Banner)	Brill
WEEU,	850,	1 KW (DA-N)	, FS	ABC, \$21.00	(Mc-Guild)	
WRWA,	1340,	1 KW	, Nostalgia	, \$17.00	(Torbet)	Ragan Henry
WRFY-F,	102.5,	15 KW @ 820	, CHR	, \$48.00	(Torbet)	Ragan Henry
WYCL-F,	107.5,	30 KW @ 610	, AC	UNIULT, \$19.00	(Christal)	Legend (BOYERTOWN)

Other ranked stations -- see Philadelphia or Lancaster in Spring 91 edition

REDDING, CA

MSA Rank/Pop: 254/146,200
 ARB Rank/Pop: 214/121,300
 Market TSL: 22.25
 Average Person Rating: 16.3

Diaries: 328/370:1
 Sample Target: 330
 % Below Line: 16.0
 % Not Listed: 21.2

Retail \$: 1.1 B11
 FM Share: 79.49%
 Stations: 12/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KSHA-F (SAC)	25/12.6	11.1	9.5	---	13.6	211	17.4	16.9	19.9	8.2	15	153
2. KQMS (FS)	24/12.1	10.1	10.6	---	8.5	256	21.1	17.9	18.5	15.2	28	287
3. KNCQ-F (C)	21/10.6	20.7	17.5	---	18.6	245	20.2	26.1	25.4	15.8	29	299
4. KNNN-F (AC)	20/10.1	11.5	14.8	---	---	285	23.5	24.0	---	10.3	19	301
5. KARZ-F (AC)	15/ 7.6	5.3	5.8	---	7.3	233	19.2	19.3	18.8	6.0	11	286
KEWB-F (CHR)	15/ 7.6	12.0	11.1	---	14.1	270	22.3	26.9	25.9	15.2	28	336
7. KFMF-F (AOR)	10/ 5.1	2.9	2.1	---	3.4	83	6.8	8.6	9.0	9.2	17	146

12+ AMD

1. KQMS >
2. KNNN-F
3. KSHA-F
4. KNCQ-F
- 5.

12+ MID

1. KQMS
- KSHA-F
3. KNCQ-F<
4. KNNN-F
- 5.

12+ PMD

1. KSHA-F
2. KNCQ-F<
3. KNNN-F<
4. KARZ-F
- KEWB-F

12+ EVE

1. KARZ-F
2. KEWB-F
- KQMS
4. KSHA-F
- 5.

ADULTS 18-34

1. KNNN-F
2. KFMF-F
3. KEWB-F
4. KARZ-F
- KNCQ-F

ADULTS 18-49

1. KNNN-F
2. KNCQ-F<
3. KARZ-F
4. KFMF-F
- 5.

ADULTS 25-54

1. KNNN-F
2. KNCQ-F<
3. KARZ-F
4. KSHA-F
- 5.

ADULTS 35+

1. KSHA-F
2. KQMS >
3. KNCQ-F
4. KNNN-F
- 5.

MEN 25-54

1. KSHA-F
- KQMS
3. KNNN-F
- KARZ-F
- 5.

WOMEN 25-54

1. KNNN-F
2. KNCQ-F>
3. KARZ-F>
4. KSHA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFXS-F	102.7	Red Bluff/Redding	3.0/8.7
KHTE	600	Redding/Chico	2.5/9.1
KALF-F	95.7	Red Bluff/Chico	3.0/5.0
KCEZ-F	100.7	Corning/Chico	3.0/8.9
KGO	810	San Francisco	1.5/5.6

RADIO STATIONS

KHTE,	600,	5 KW/1 KW (DA-2)	, Oldies	, \$ 8.00	(Christal)
KQMS,	1400,	1 KW	, Full Service	ABC TALKNT, \$16.00	(Eastman) John Price
KARZ-F,	106.1,	100 KW @ 1968	, AC	, \$16.00	(Christal)
KEWB-F,	94.7,	3 KW @ 300	, CHR	, \$19.00	(HNWH)
KNCQ-F,	97.3,	28 KW @ 3500	, Country	, \$28.00	(Durpetti)
KNNN-F,	99.3,	3 KW @ 300	, AC	, \$18.00	(Katz)
KSHA-F,	104.5,	100 KW @ 1650	, SAC	ABC, \$15.00	(Eastman) John Price

KALF -- see Red Bluff

ROCHESTER, MN

MSA Rank/Pop: 320/103,600
 ARB Rank/Pop: 245/ 84,100
 Market TSL: 17.25
 Average Person Rating: 12.7

Diaries: 331/254:1
 Sample Target: 275
 % Below Line: 11.0
 % Not Listed: 23.4

Retail \$: 1.1 B11
 FM Share: 73.17%
 Stations: 11/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KROC-F (CHR)	22/20.6	---	16.7	---	26.5	333	39.6	32.5	48.1	29.7	33	370
2. KROC (FS)	15/14.0	---	7.0	---	6.8	198	23.5	18.8	21.0	9.9	11	197
3. KNXR-F (EZ)	12/11.2	---	10.5	---	9.1	139	16.5	14.1	18.9	6.3	7	132
4. KRCH-F (CL AOR)	10/ 9.3	---	12.3	---	6.8	174	20.7	26.8	21.8	16.2	18	285
KWWK-F (C)	10/ 9.3	---	7.9	---	10.6	157	18.7	13.3	16.1	7.2	8	143
6. WCCO (FS)	3/ 2.8	---	2.6	---	0.8	82	9.8	7.9	7.2	4.5	5	101
WLTE-F (SAC)	3/ 2.8	---	3.5	---	0.8	56	6.7	8.2	6.4	1.8	2	40
8. KOLM (O)	2/ 1.9	---	3.5	---	3.0	76	9.0	7.0	6.4	2.7	3	45
KWEB (FS)	2/ 1.9	---	3.5	---	6.8	91	10.8	11.4	17.1	1.8	2	92
KAUS-F (C)	2/ 1.9	---	2.6	---	2.3	68	8.1	8.4	9.0	0.9	1	59

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KROC-F	1. KROC-F<	1. KROC-F>	1. KROC-F>>
2. KROC >>	2. KROC <	2. KRCH-F	2. KROC >
3. KWWK-F	3. KNXR-F<	3. KNXR-F	3. KRCH-F
KNXR-F	4. KWWK-F	KWWK-F	KWWK-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KROC-F>>	1. KROC-F>>	1. KROC	1. KROC	1. KROC >>	1. KWWK-F
2. KRCH-F>>	2. KRCH-F	2. KROC-F	2. KNXR-F>	2. KRCH-F	2. KNXR-F
3. KWWK-F	3. KROC	3. KRCH-F	3. KWWK-F>	KROC-F	KROC-F
4.	4. KWWK-F	KWWK-F	4.	4.	4. KRCH-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDWB-F 101.3 Richfield/Mnnp1s 0.9/4.2

RADIO STATIONS

KOLM, 1520, 10 KW (DAYS)	, Oldies	MBS UNISUP, \$13.00	(Mc-Guild)
KROC, 1340, 1 KW	, FS	ABC, \$16.00	(Torbet)
KWEB, 1270, 5 KW/1 KW (DA-2)	, Mor/AC	NBC, \$15.00	(HNWH)
			So. Minn Seehafer
KNXR-F, 97.5, 100 KW @ 1055	, EZ	ABC, \$14.00	(K & P)
KRCH-F, 101.7, .7 KW @ 560	, Classic AOR	, \$18.00	(HNWH)
KROC-F, 106.9, 100 KW @ 1110	, CHR	ABC, \$25.00	(Torbet)
KWWK-F, 96.7, 3 KW @ 300	, Country	UNISUP MBS, \$16.00	(Mc-Guild)
			Seehafer So. Minn

ST. CLOUD, MN

MSA Rank/Pop: 219/186,400
 ARB Rank/Pop: 189/150,300
 Market TSL: 26.25
 Average Person Rating: 20.1

Diaries: 451/333:1
 Sample Target: 370
 % Below Line: 40.9
 % Not Listed: 14.2

Retail \$: 2.4 B11
 FM Share: 73.74%
 Stations: 19/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WWJO-F (C)	42/13.9	---	8.1	---	8.9	349	23.2	19.9	16.4			
2. KASH (C)	28/ 9.3	---	8.1	---	5.0	193	12.8	11.4	8.0			
3. KCLD-F (CHR)	26/ 8.6	---	11.4	---	16.3	412	27.4	27.9	35.9			
4. KQQL-F (O)	24/ 7.9	---	4.6	---	5.3	318	21.2	15.1	14.1			
WCCO (FS)	24/ 7.9	---	5.9	---	9.2	343	22.8	19.2	24.8			
6. KEEY-F (C)	18/ 6.0	---	1.0	---	3.2	170	11.3	4.8	10.6			
7. WHMH-F (AOR)	16/ 5.3	---	9.4	---	2.1	209	13.9	17.5	7.9			
8. WJON (FS)	15/ 5.0	---	5.9	---	7.8	237	15.8	16.3	19.1			
9. KXSS-F (CHR)	13/ 4.3	---	7.5	---	---	269	17.9	21.0	---			
10. KQRS-F (AOR)	12/ 4.0	---	4.9	---	3.9	152	10.1	15.8	14.6			
11. KKS-R-F (AC)	10/ 3.3	---	8.1	---	6.7	192	12.8	13.9	14.5			

12+ AMD

12+ MID

12+ PMD

12+ EVE

1. WWJO-F
2. WCCO
3. WJON
4. KCLD-F
- 5.

1. WWJO-F>
2. KCLD-F<
3. KASH <
4. KEEY-F
- 5.

1. WWJO-F
2. KASH
- KCLD-F
4. KQQL-F
- 5.

1. WCCO
- KCLD-F
3. KXSS-F
- WHMH-F
- 5.

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

1. KCLD-F
2. WHMH-F
3. WWJO-F
- KEEY-F
- KQRS-F

1. WWJO-F
2. KCLD-F
- KEEY-F
- KQQL-F
- 5.

1. WWJO-F>
2. KQQL-F
3. KEEY-F
4. KCLD-F
- WCCO

1. WWJO-F
2. KASH
3. WCCO
4. KQQL-F
- WJON

1. WWJO-F>
2. KEEY-F<
3. KQQL-F
4. WCCO
- 5.

1. WWJO-F>
2. KCLD-F
3. KQQL-F
4. KKS-R-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXK-F	94.9	Lichtfield	0.7/3.7
KNSI	1450	St. Cloud	0.3/3.0
KDWB-F	101.3	Richfield/Mnnp1s	1.7/8.0
KIKV-F	100.7	Alexandria	2.6/4.8
KLXK-F	93.7	Minneapolis	0.7/3.9
KQIC-F	102.5	Willmar	0.7/3.3
KSTP-F	94.5	St.Paul/Mnnp1s	1.0/6.4
WLTE-F	102.9	Minneapolis/St.Pau1	2.6/8.4

RADIO STATIONS

KASH,	1150,	2.5 KW (DAYS)	,	Country	,	\$11.00	(---)	(ALBANY)
WJON,	1240,	1 KW	,	FS	,	ABC MBS, \$15.00	(Tucker)	
KCLD-F,	104.7,	100 KW @ 450	,	CHR	,	ABC, \$25.00	(Roslin)	
KKS-R-F,	96.1,	6 KW @ 300	,	AC	,	,	\$16.00 (Repcom)	
KXSS-F,	103.7,	3 KW @ 328	,	???	,	,	\$15.00 (---)	(WAITE PARK)
WHMH-F,	101.7,	3 KW @ 300	,	AOR	,	SOURCE, \$13.00	(Evans)	(SAUK RAPIDS)
WWJO-F,	98.1,	100 KW @ 1000	,	Country	,	ABC, \$18.00	(Merchant)	

Other ranked stations -- see Minneapolis in Spring 91 edition

SAN ANGELO, TX

MSA Rank/Pop: 325/100,300
 ARB Rank/Pop: 246/83,600
 Market TSL: 24.00
 Average Person Rating: 17.0

Diaries: 281/297:1
 Sample Target: 275
 % Below Line: 0.0
 % Not Listed: 13.4

Retail \$: 0.7 B11
 FM Share: 93.50%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. KGKL-F (C)	45/31.7	---	32.1	---	29.5	373	44.6	41.7	45.0	29.4	40	349
2. KIXY-F (CHR)	40/28.2	---	27.0	---	17.8	374	44.7	41.8	36.7	39.0	53	472
3. KELI-F (SAC)	15/10.6	---	6.6	---	10.1	196	23.4	17.7	14.8	8.8	12	158
4. KSJT-F (SP)	6/ 6.3	---	5.8	---	7.0	108	12.9	8.6	8.0	5.9	8	139
5. KCLK-F (C)	6/ 4.2	---	---	---	---	68	8.1	---	---	4.4	6	83
6. KGKL (C)	5/ 3.5	---	2.2	---	4.7	82	9.8	8.7	14.4	2.9	4	77
7. KAYJ (O)	3/ 2.1	---	5.1	---	3.9	85	10.2	15.7	12.7	5.1	7	105

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F	1. KGKL-F>	1. KGKL-F	1. KIXY-F>
2. KIXY-F>>	2. KIXY-F>>	2. KIXY-F>>	2. KGKL-F
3. KELI-F	3. KELI-F	3. KELI-F>	3. KELI-F>
4. KSJT-F	4. KSJT-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXY-F>	1. KGKL-F<	1. KGKL-F>	1. KGKL-F>>	1. KGKL-F>	1. KGKL-F>
2. KGKL-F>>	2. KIXY-F>>	2. KIXY-F>>	2. KIXY-F>	2. KIXY-F>>	2. KIXY-F>>
3. KELI-F>	3. KELI-F>	3. KELI-F>	3. KELI-F	3. KELI-F	3. KELI-F>
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAYJ, 1260, 1 KW/250 W, Oldies UNISUP UNIULT, \$10.00 (Torbet)
 KGKL, 960, 5 KW/1 KW (DA-N), Country (?), ABC, \$ 9.00 (Katz)

KBIL-F, 92.9, 100 KW @ 600, AC, \$12.00 (Banner)
 KELI-F, 98.7, 100 KW @ 1290, SAC, APR, \$13.00 (K & P)
 KGKL-F, 97.5, 100 KW @ 411, Country, ABC, \$22.00 (Katz)
 KIXY-F, 94.7, 100 KW @ 358, CHR, \$21.00 (Torbet)
 KCLK-F, 101.9, 100 KW @ 807, Country, SMN, \$11.00 (---)
 KSJT-F, 107.5, 100 KW @ 602, Hispanic, \$10.00 (Lotus)

SANTA BARBARA, CA

MSA Rank/Pop: 140/354,100
 ARB Rank/Pop: 181/160,200
 Market TSL: 24.00
 Average Person Rating: 18.5

Diaries: 393/408:1
 Sample Target: 390
 % Below Line: 20.2
 % Not Listed: 23.0

Retail \$: 1.8 Bil
 FM Share: 69.74%
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KTYD-F (CL AOR)	33/11.1	5.7	8.3	8.9	12.2	450	28.1	23.4	31.8	15.5	36	443
2. KHTY-F (CHR)	22/ 7.4	6.1	6.0	3.1	7.0	310	19.4	17.0	22.3	9.4	22	358
3. KRUZ-F (EZ)	21/ 7.1	6.9	8.7	11.3	9.3	288	18.0	17.3	22.3	7.7	18	231
4. KCQR-F (AOR)	18/ 6.1	6.5	7.1	7.0	3.0	269	16.8	15.2	9.2	3.9	9	185
KTMS (N/T)	18/ 6.1	5.7	8.3	6.2	7.4	328	20.5	18.5	15.1	6.4	15	217
6. KSBL-F (SAC)	15/ 5.4	7.3	5.6	7.4	7.0	249	15.5	11.6	15.8	5.2	12	185
7. KDB -F (CL)	13/ 4.4	7.3	10.3	5.4	5.2	243	15.2	17.8	12.9	5.2	12	165
KMGQ-F (AC)	13/ 4.4	5.0	7.5	7.8	6.3	256	16.0	18.1	16.7	5.6	13	271
9. KIST (O)	12/ 4.1	4.6	4.0	4.7	6.3	206	12.9	9.9	10.8	3.9	9	170
10. KSPE (SP)	10/ 3.4	3.4	0.8	0.4	---	85	5.3	4.3	4.3	5.6	13	180

12+ AMD

1. KTYD-F
2. KTMS
3. KHTY-F
4. KSBL-F
- 5.

12+ MID

1. KTYD-F>
2. KTMS <
3. KRUZ-F
4. KCQR-F
- KSBL-F

12+ PMD

1. KTYD-F>
2. KHTY-F
3. KCQR-F
- KDB -F<
5. KSBL-F

12+ EVE

1. KHTY-F
2. KMGQ-F
3. KNX
4. KRUZ-F
- 5.

ADULTS 18-34

1. KTYD-F>
2. KHTY-F
3. KCQR-F
4. KMGQ-F
- KTRO-F

ADULTS 18-49

1. KTYD-F>
2. KCQR-F
3. KHTY-F
4. KSBL-F
- 5.

ADULTS 25-54

1. KTYD-F>
2. KCQR-F
- KSBL-F>
4. KIST
- KMGQ-F

ADULTS 35+

1. KRUZ-F>
2. KTMS
3. KDB -F
- KTYD-F
- 5.

MEN 25-54

1. KTYD-F
2. KCQR-F>
3. KTMS
4. KHAY-F
- 5.

WOMEN 25-54

1. KSBL-F>>
2. KTYD-F
- KMGQ-F
4. KIST
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTUN	990	Santa Barbara	2.0/ 5.1
KCAQ-F	104.7	Oxnard/Ventura	1.7/ 7.0
KFI	640	Los Angeles	2.0/ 5.6
KHAY-F	100.7	Ventura	3.0/ 6.2
KLOS-F	95.5	Los Angeles	1.7/ 9.5
KNX	1070	Los Angeles	2.7/13.9
KROQ-F	106.7	Pasadena	0.7/ 3.0
KTRO	1520	Pt.Hueneme/Oxnard	2.7/ 5.4
KTWV-F	94.7	Los Angeles	0.7/ 3.2
KVEN	1450	Ventura	0.3/ 3.1

RADIO STATIONS

KIST,	1340,	1 KW	, Oldies	, \$15.00	(CBS)
KSPE,	1490,	1 KW (DA-2)	, Hispanic	UPI, \$14.00	(Lotus)
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	TALKNT ABC, \$28.00	(Durpetti)
KCQR-F,	94.5,	.9 KW @ 2960,	AOR	, \$22.00	(Banner)
KDB-F,	93.7,	13 KW @ 870,	Classical	, \$30.00	(CMBS)
KHTY-F,	97.5,	17 KW @ 2940,	CHR	ABC, \$28.00	(Durpetti)
KMGQ-F,	106.3,	365 W @ 879,	AC	, \$26.00	(CBS)
KRUZ-F,	103.3,	105 KW @ 2980,	EZ	, \$41.00	(Katz)
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISUP, \$32.00	(Katz)
KTYD-F,	99.9,	34 KW @ 1278,	AOR	, \$40.00	(Mc-Guild) Home News

KTRO -- see Oxnard in Spring 91 edition

SANTA FE, NM

MSA Rank/Pop: 304/118,000
 ARB Rank/Pop: 237/ 94,300
 Market TSL: 23.75
 Average Person Rating: 18.2

Diaries: 261/361:1
 Sample Target: 285
 % Below Line: 66.4
 % Not Listed: 27.3

Retail \$: 0.9 B11
 FM Share: 87.20%
 Stations: 20/9

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H		
										SHR	AQH	CUME
1. KLSK-F (CL AOR)	13/7.6	---	4.5	---	3.2	219	23.2	13.1	8.6			
2. KOLT-F (C)	12/7.0	---	4.0	---	6.3	114	12.1	17.0	18.3			
3. KKSS-F (CHR)	11/6.4	---	8.0	---	1.9	171	18.1	14.3	6.6			
4. KBAC-F (AC)	10/5.8	---	1.7	---	---	77	8.2	4.0	---			
KHFM-F (CL)	10/5.8	---	3.4	---	3.2	128	13.6	8.4	9.8			
KZRR-F (AOR)	10/5.8	---	7.4	---	3.8	162	17.2	11.4	14.8			
7. KKOB-F (AC)	9/5.2	---	4.5	---	5.7	145	15.4	17.2	16.4			
8. KDCE (SP)	7/4.1	---	2.8	---	8.2	100	10.6	9.2	7.8			
9. KBOM-F (O)	6/3.5	---	6.8	---	---	92	9.8	7.4	---			
KRBL-F (AOR)	6/3.5	---	6.8	---	10.8	106	11.2	16.7	21.8			
11. KNYN-F (C)	5/2.9	---	3.4	---	6.3	107	11.3	11.2	14.9			
KRST-F (C)	5/2.9	---	8.5	---	6.3	87	9.2	21.1	13.9			

12+ AMD

1. KKOB-F
2. KZRR-F
3. KOLT-F
4. KDCE
KLSK-F

12+ MID

1. KLSK-F
2. KOLT-F
3. KBAC-F
KHFM-F
5. KNYN-F

12+ PMD

1. KKSS-F
2. KHFM-F
KLSK-F
KZRR-F
- 5.

12+ EVE

1. KRBL-F
KKSS-F
3. KHFM-F
4. KBOM-F
KDCE
KLSK-F
KOLT-F

ADULTS 18-34

1. KKSS-F
2. KZRR-F
3. KBAC-F
4. KKSS-F
- 5.

ADULTS 18-49

1. KLSK-F
2. KOLT-F
3. KZRR-F
4. KBAC-F
KKOB-F

ADULTS 25-54

1. KLSK-F
2. KOLT-F
3. KZRR-F
4. KBAC-F
- 5.

ADULTS 35+

1. KHFM-F>
2. KOLT-F
3. KDCE
KKJY-F
- 5.

MEN 25-54

1. KLSK-F
2. KBAC-F
KZRR-F>
4. KAMX-F
KMGA-F

WOMEN 25-54

1. KOLT-F>
2. KNYN-F
KKOB-F
KLSK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNLA-F	101.1	White Rock/SFe	1.7/ 8.7
KRSN	1490	Los Alamos/SFe	1.2/ 4.3
KSWV	810	Santa Fe	0.6/ 6.3
KTRC	1400	Santa Fe	1.2/ 9.4
KAMX-F	107.9	Albuquerque	0.6/ 4.8
KKJY-F	100.3	Albuquerque	2.9/11.3
KKOB	770	Albuquerque	2.3/10.5
KMGA-F	99.5	Albuquerque	1.7/ 8.4

RADIO STATIONS

KDCE, 950, 1 KW/250 W	, Hispanic	CNN UNISUP, \$12.00	(Lotus)	(SPANOLA)
KMIK, 810, 5 KW (DAYS)	-- Currently Silent			
KTRC, 1400, 1 KW	, Nostalgia	ABC, \$13.00	(Eastman)	
KBOM-F, 106.7, 15 KW @ 1940	, Oldies	, \$15.00	(K & P)	(LOS ALAMOS)
KNYN-F, 95.5, 19 KW @ 1851	, Country	MBS UNIULT, \$16.00	(---)	

NOTE: In June, Bill Simms signed on a new Jazz/World Music station: KIOT-FM.

SANTA ROSA, CA

MSA Rank/Pop: 126/384,900
 ARB Rank/Pop: 114/326,000
 Market TSL: 21.75
 Average Person Rating: 16.3

Diaries: 400/815:1
 Sample Target: 420
 % Below Line: 54.8
 % Not Listed: 19.4

Retail \$: 2.6 Bill
 FM Share: 55.27%
 Stations: 29/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KZST-F (AC)	55/10.4	5.9	8.0	9.0	10.3	553	17.0	21.1	20.4	10.4	51	712
2. KXFX-F (AOR)	51/ 9.6	5.5	4.4	6.5	7.7	607	18.6	13.8	17.8	10.8	53	721
3. KFRC (BB)	36/ 6.8	8.6	8.9	4.4	5.3	408	12.5	13.9	12.5	5.7	28	317
4. KGO (T)	35/ 6.6	13.4	6.6	7.7	5.3	605	18.6	15.7	20.3	9.2	45	632
5. KNBR (T)	27/ 5.1	2.6	4.4	3.8	5.0	437	13.4	13.3	16.2	3.5	17	243
6. KHTT-F (CHR)	24/ 4.5	4.3	5.4	7.1	3.3	457	14.0	18.4	12.6	5.7	28	564
KMGG-F (O)	24/ 4.5	3.1	3.0	2.9	2.9	378	11.6	9.7	12.2	3.3	16	292
KCBS (N/T)	24/ 4.5	4.7	3.1	5.8	4.0	436	13.4	12.6	14.8	4.9	24	507
9. KNEW (C)	22/ 4.2	4.5	5.9	5.8	4.6	281	8.6	8.4	11.0	2.0	10	202
10. KRPQ-F (C)	16/ 3.0	3.8	4.2	3.8	2.8	297	9.1	9.3	7.8	6.7	33	391

12+ AMD

1. KZST-F
2. KGO <
3. KXFX-F
4. KCBS
- 5.

12+ MID

1. KZST-F
2. KXFX-F
3. KFRC
4. KNBR
- 5.

12+ PMD

1. KZST-F<
2. KXFX-F>
3. KFRC
4. KMGG-F
- 5.

12+ EVE

1. KXFX-F
- KGO
3. KHTT-F>
4. KFRC
- 5.

ADULTS 18-34

1. KXFX-F>
2. KZST-F>>
3. KHTT-F
- KRQR-F
5. KMGG-F

ADULTS 18-49

1. KZST-F<
2. KXFX-F>
3. KMGG-F
4. KNBR
- 5.

ADULTS 25-54

1. KZST-F
2. KXFX-F>
3. KNBR <
4. KMGG-F
- 5.

ADULTS 35+

1. KFRC <
2. KGO
3. KZST-F
4. KCBS
- 5.

MEN 25-54

1. KXFX-F
2. KNBR
3. KZST-F
4. KMGG-F
- 5.

WOMEN 25-54

1. KZST-F>>
2. KXFX-F>
3. KMGG-F
- KRPQ-F
- KGO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXN	1150	Santa Rosa	2.5/ 2.7
KSRO	1350	Santa Rosa	1.9/ 9.3
KABL	960	Oakland/San Fran	1.3/ 3.3
KABL-F	98.1	San Fran/Oakland	0.9/ 4.1
KBLX	1400	Berkeley	0.8/ 1.6
KBLX-F	102.9	Berkeley	0.6/ 2.5
KDFC	1220	Palo Alto	0.2/ 0.7
KDFC-F	102.1	San Francisco	1.5/ 4.5
KFOG-F	104.5	San Francisco	0.6/ 3.3
KFRC-F	99.7	San Francisco	0.8/ 4.8
KIQI	1010	San Francisco	0.8/ 3.0
KITS-F	105.3	San Francisco	0.4/ 2.9
KKHI	1550	San Francisco	0.8/ 1.5
KKHI-F	95.7	San Francisco	1.1/ 2.8
KKSF-F	103.7	San Fran/SanJose	0.6/ 2.8
KMEL-F	106.1	San Francisco	2.6/ 7.5
KRQR-F	97.3	San Francisco	2.8/10.7
KSFO	560	San Francisco	0.8/ 3.6
KYA -F	93.3	San Francisco	0.6/ 1.3

RADIO STATIONS

KSRO,	1350,	5 KW (DA-N)	, News/Talk	NBC ABC, \$22.00	(Durpetti)	Fuller-Jeffrey
KHTT-F,	92.9,	2.3 KW @ 2150,	CHR	, \$31.00	(Durpetti)	Fuller-Jeffrey (HEALDSBURG)
KMGG-F,	97.7,	450 KW @ 800,	Oldies	UNISUP UNILT, \$26.00	(Katz)	Liggett (MONTE RIO)
KRPQ-F,	104.9,	340 KW @ 915,	Country	, \$26.00	(K & P)	(ROHNERT PARK)
KXFX-F,	101.7,	18 KW @ 360,	AOR	, \$29.00	(Eastman)	Keffco
KZST-F,	100.1,	3 KW @ 240,	AC	UNISUP, \$39.00	(Mc-Guild)	

Other ranked stations -- see San Francisco in Spring 91 edition

SIOUX CITY, IA

MSA Rank/Pop: 309/115,900
 ARB Rank/Pop: 237/94,300
 Market TSL: 23.25
 Average Person Rating: 17.5

Diaries: 320/295:1
 Sample Target: 305
 % Below Line: 0.0
 % Not Listed: 10.3

Retail \$: 0.9 B11
 FM Share: 77.70%
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. KGLI-F (CHR)	37/22.4	---	22.1	---	21.3	381	40.4	37.4	35.4			
2. KSEZ-F (AOR)	29/17.6	---	15.9	---	22.0	282	29.9	22.4	31.1			
3. KSUX-F (C)	26/15.8	---	---	---	---	185	19.6	---	---			
4. KKMA-F (AC)	17/10.3	---	13.8	---	14.0	157	16.6	24.1	27.7			
5. KSCJ (FS)	16/ 9.7	---	12.4	---	10.7	157	16.6	28.4	19.5			
6. KWSL (BB)	12/ 7.3	---	9.0	---	2.0	154	16.3	18.1	11.4			
7. KBCM-F (C)	6/ 3.6	---	0.7	---	---	83	8.8	4.4	---			
8. KMNS (C)	5/ 3.0	---	11.7	---	14.0	95	10.1	22.3	21.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGLI-F>	1. KGLI-F<	1. KGLI-F	1. KGLI-F>>
2. KSEZ-F<	2. KSEZ-F	2. KSUX-F<	2. KSEZ-F<
3. KSUX-F<	3. KSUX-F>	3. KSEZ-F>	3. KSUX-F>
4. KSCJ	4. KKMA-F<	4. KWSL	4.
5.	5. KWSL	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KSEZ-F	1. KSEZ-F<	1. KSEZ-F	1. KSUX-F<	1. KSEZ-F>	1. KGLI-F<
2. KGLI-F>	2. KGLI-F	KSUX-F	2. KSCJ	2. KSUX-F	2. KKMA-F
3. KSUX-F>	3. KSUX-F>	KGLI-F	3. KKMA-F	3. KGLI-F>	KSUX-F
4. KKMA-F	4. KKMA-F	4. KKMA-F	KWSL	4.	4. KSEZ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KMNS, 620, 1 KW (DA-2)	, Country	ABC, \$13.00	(Christal)	Legend
KSCJ, 1360, 5 KW (DA-N)	, FS	ABC, \$14.00	(K & P)	
KWSL, 1470, 5 KW (DA-2)	, Oldies/Nost.	CNN UNISUP, \$10.00	(Torbet)	
KGLI-F, 95.5, 100 KW @ 900	, CHR	ABC, \$24.00	(Torbet)	
KKMA-F, 99.5, 100 KW @ 794	, AC	UNISUP, \$14.00	(Roslin)	(LEMARS)
KSEZ-F, 97.9, 100 KW @ 609	, AOR	NBC SOURCE, \$19.00	(Christal)	Legend
KSUX-F, 105.7, 50 KW @ 463	, Country	, \$16.00	(---)	(WINNEBAGO)

SPRINGFIELD, IL

MSA Rank/Pop: 209/193,000
 ARB Rank/Pop: 177/163,100
 Market TSL: 22.00
 Average Person Rating: 16.6

Diaries: 415/393:1
 Sample Target: 390
 % Below Line: 6.5
 % Not Listed: 14.8

Retail \$: 1.5 B11
 FM Share: 77.92%
 Stations: 15/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WYMG-F (AOR)	52/19.2	---	14.5	---	18.0	416	25.5	26.7	26.4			
2. WDBR-F (CHR)	37/13.7	---	13.5	---	14.5	483	29.6	33.0	31.6			
3. WNNS-F (AC)	36/13.3	---	12.8	---	12.0	480	29.4	25.6	24.2			
4. WFMB-F (C)	29/10.7	---	6.7	---	12.4	339	20.8	15.3	20.5			
5. WTAX (FS)	19/ 7.0	---	10.1	---	12.4	280	17.2	21.7	26.8			
6. WVEM-F (SAC)	13/ 4.8	---	9.1	---	3.9	213	13.1	13.0	12.2			
7. WMAY (C)	12/ 4.4	---	5.4	---	7.1	205	12.6	10.8	13.9			
8. WCVS (O/FS)	11/ 4.1	---	4.4	---	5.3	204	12.5	13.8	12.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYMG-F<	1. WYMG-F>	1. WYMG-F>	1. WYMG-F
2. WNNS-F	2. WNNS-F>	2. WNNS-F<	WDBR-F>>
3. WFMB-F<	3. WDBR-F	3. WDBR-F	3. WTAX
4. WDBR-F	4. WFMB-F	4. WFMB-F	4. WFMB-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYMG-F>>	1. WYMG-F>	1. WYMG-F	1. WFMB-F>	1. WYMG-F>>	1. WNNS-F>
2. WDBR-F<	2. WNNS-F	2. WNNS-F>	2. WTAX	2. WNNS-F	2. WDBR-F<
3. WNNS-F>>	3. WDBR-F>	3. WDBR-F	3. WNNS-F	3. WFMB-F	3. WYMG-F<
4.	4.	WFMB-F	WYMG-F	4. WDBR-F	4. WFMB-F
5.	5.	5.	5.	WTAX	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRVI-F	96.7	Viriden	1.5/5.5
KMJM-F	107.7	St. Louis	2.2/3.6
KMOX	1120	St. Louis	1.5/7.0
KUSA	550	St. Louis	0.7/2.6
WGN	720	Chicago	0.7/4.0
WLS	890	Chicago	0.4/3.9

RADIO STATIONS

WCVS,	1450,	1 KW	,	Oldies	ABC, \$14.00	(Mc-Guild)	Neuhoff
WMAY,	970,	1 KW/500 W (DA-2),	,	Country	CNN NBC, \$16.00	(HNWH)	Midwest Family
WTAX,	1240,	1 KW	,	Full Service	CBS MBS, \$22.00	(Christal)	Bookey
WDBR-F,	103.7,	50 KW @ 303,	,	CHR	, \$25.00	(Christal)	Bookey
WFMB-F,	104.5,	43 KW @ 427,	,	Country	ABC, \$20.00	(Mc-Guild)	Neuhoff
WNNS-F,	98.7,	50 KW @ 500,	,	AC	, \$26.00	(HNWH)	Midwest Family
WVEM-F,	101.9,	50 KW @ 275,	,	EZ/Soft AC	ABC, \$17.00	(K & P)	
WYMG-F,	100.5,	50 KW @ 492,	,	AOR	, \$30.00	(Katz)	Saga (JACKSONVILLE)

SOUTHERN ILLINOIS

(Marion - Carbondale)

MSA Rank/Pop: NA
ARB Rank/Pop: 195/139,400
Market TSL: 21.50
Average Person Rating: 16.4

Diaries: 431/323:1
Sample Target: 360
% Below Line: 19.2
% Not Listed: 20.2

Retail \$: NA
FM Share: 91.21%
Stations: 18/11

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AQH	CUME
1. WCIL-F (CHR)	44/19.3	---	---	---	---	554	39.7	----	----			
2. WDDD-F (C)	43/18.9	---	---	---	---	456	32.7	----	----			
3. WOOZ-F (O)	23/10.1	---	---	---	---	295	21.2	----	----			
4. WTAO-F (AOR)	15/ 6.6	---	---	---	---	227	16.3	----	----			
KEZS-F (EZ)	15/ 6.6	---	---	---	---	190	13.6	----	----			
6. KGMO-F (AC)	11/ 4.8	---	---	---	---	244	17.5	----	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDDD-F>	1. WDDD-F>	1. WCIL-F	1. WCIL-F>>
2. WCIL-F>	2. WCIL-F	2. WDDD-F>	2. WDDD-F
3. WOOZ-F<	3. WOOZ-F>	3. WOOZ-F>	3. WOOZ-F
4. KEZS-F	4. WTAO-F	4. WTAO-F	4. KGMO-F
5.	5.	KGMO-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIL-F>	1. WCIL-F	1. WDDD-F	1. WDDD-F>>	1. WDDD-F	1. WCIL-F
2. WDDD-F>	2. WDDD-F	WOOZ-F	2. WOOZ-F	WOOZ-F	WDDD-F
3. WTAO-F>	3. WOOZ-F>	3. WCIL-F>>	3. WCIL-F	3. WCIL-F	WOOZ-F
4. WOOZ-F	4. WTAO-F	4.	4.	4. WTAO-F	4.
5. KEZS-F	5.	5.	5.	KEZS-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFRX	1300	W Frankfort	2.2/4.9
WFRX-F	97.7	W Frankfort	0.4/3.9
WGGH	1150	Marion	0.9/3.0
WINI	1420	Murphysboro	0.4/4.2
WJPF	1340	Herrin	1.8/7.1
WUEZ-F	103.5	Christopher	2.6/9.0
WXAN-F	103.9	Ava/Pinckneyville	1.3/4.4
KFXB-F	105.7	Ste. Geneve	0.4/5.2
KMOX	1120	St. Louis	1.3/5.6
KSHE-F	94.7	Crestwood/St.Louis	0.9/2.6
WBVN-F	104.5	Carrier Mills	0.9/2.7
WMCL	1060	McLeansboro/MtVrn	0.4/2.8

RADIO STATIONS

WFRX,	1300,	1 KW/60W	, Full Service	, \$ NA	(---)
WCIL-F,	101.5,	50 KW @ 345,	CHR	ABC, \$ NA	(---)
WDDD-F,	107.3,	50 KW @ 492,	Country	NBC, \$ NA	(---)
WOOZ-F,	99.9,	32 KW @ 620,	Oldies	NBC UNISUP, \$ NA	(---)
WTAO-F,	104.9,	3 KW @ 328,	AOR	UNIULT, \$ NA	(---)
KEZS-F,	102.9,	100 KW @ 948,	EZ	ABC UNIULT, \$ NA	(Torbet)
KGMO-F,	100.7,	100 KW @ 988,	AC	MBS, \$ NA	(HNWH)
					(CAPE GIRARDEAU)
					Withers (CAPE GIRARDEAU)

STAMFORD - NORWALK, CT

MSA Rank/Pop: 213/190,000 (Stamford)
 ARB Rank/Pop: 128/286,400
 Market TSL: 20.75
 Average Person Rating: 15.7

Diaries: 441/649:1
 Sample Target: 420
 % Below Line: 71.8
 % Not Listed: 12.7

Retail \$: 3.4 B11
 FM Share: 62.85%
 Stations: 32/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WSTC (FS)	30/6.7	7.6	5.1	6.0	7.2	318	11.1	12.9	16.1			
2. WCBS (N)	27/6.0	5.4	4.9	5.4	5.7	673	23.5	18.1	19.7			
3. WEZN-F (SAC)	26/5.8	6.3	6.3	5.4	5.5	484	16.9	15.6	14.8			
4. WEBS-F (AC)	25/5.6	6.5	3.7	4.9	4.9	478	16.7	10.7	14.0			
5. WFAN (T)	24/5.3	5.4	3.9	2.4	2.3	371	13.0	10.0	8.9			
6. WEFX-F (CL AOR)	22/4.9	6.0	7.5	3.2	3.9	481	16.8	16.6	10.9			
WHTZ-F (CHR)	22/4.9	4.1	6.1	6.7	6.1	377	13.2	18.9	15.7			
WOR (T)	22/4.9	2.2	3.7	2.8	1.4	172	6.0	7.1	4.4			
9. WNLK (AC)	20/4.4	1.7	4.3	3.0	2.7	172	6.0	9.2	6.4			
10. WXRK-F (CL AOR)	19/4.2	3.7	3.2	3.2	3.9	367	12.8	14.7	8.7			
WYNY-F (C)	19/4.2	3.5	3.4	4.1	2.0	234	8.2	8.2	7.5			

12+ AMD

1. WSTC <
2. WCBS
3. WFAN
4. WXRK-F
5. WEBS-F

12+ MID

1. WEBS-F<
2. WSTC <
3. WCBS <
4. WOR
- WXRK-F

12+ PMD

1. WCBS
2. WEZN-F<
3. WSTC
- WHTZ-F<
5. WEBS-F

12+ EVE

1. WYNY-F
2. WFAN
3. WEFX-F
4. WHTZ-F
- 5.

ADULTS 18-34

1. WEBS-F<
2. WEFX-F
- WRKS-F
4. WFAN
- 5.

ADULTS 18-49

1. WEBS-F
2. WEFX-F
- WRKS-F
- WFAN
- 5.

ADULTS 25-54

1. WEBS-F
- WFAN
3. WCBS
4. WYNY-F
5. WEFX-F

ADULTS 35+

1. WSTC
2. WEZN-F
3. WCBS
- WOR
5. WNLK

MEN 25-54

1. WFAN >
2. WYNY-F
3. WXRK-F
- WCBS-F
5. WEFX-F
- WCBS

WOMEN 25-54

1. WEBS-F
2. WEZN-F
3. WCBS >
4. WEFX-F
- WSTC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	Greenwich	1.1/ 4.4			
WQQQ-F	96.7	Stamford	2.0/ 7.7			
WABC	770	New York	2.2/ 7.2	WNSR-F	105.1	New York 0.7/ 5.3
WBLI-F	106.1	Patchogue	0.4/ 3.7	WPAT-F	93.1	Paterson 2.7/ 4.1
WBLS-F	107.5	New York	0.9/ 2.9	WPLJ-F	95.5	New York 1.6/10.2
WCBS-F	101.1	New York	2.9/ 6.1	WQCD-F	101.9	New York 0.7/ 2.2
WDRE-F	92.7	Garden City/NY	2.0/ 6.2	WQHT-F	97.1	New York 1.3/ 4.9
WICC	600	Bridgeport	0.7/ 2.3	WQXR	1560	New York 0.4/ 2.8
WINS	1010	New York	0.7/ 8.6	WQXR-F	96.3	New York 3.1/ 8.0
WLTW-F	106.7	New York	0.7/ 5.2	WRKI-F	95.1	Brookfield 0.7/ 2.8
WNCN-F	104.3	New York	2.7/ 9.7			
WNEW-F	102.7	New York	1.8/ 9.1			

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC APR, \$ 39.00 (Christal)	
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	UNISUP ABC, \$ 47.00 (Christal)	CRB
WSTC, 1400, 1 KW	, MOR/FULL SER.	ABC, \$ 65.00 (Katz)	Chase
WEFX-F, 95.9, 3 KW @ 300, CLASSIC AOR		, \$ 69.00 (Christal)	CRB
WQQQ-F, 96.7, 3 KW @ 328, OLDIES		UNISUP UNIULT, \$ 39.00 (Katz)	Chase

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 1991 Edition

STATE COLLEGE, PA

MSA Rank/Pop: NA
 ARB Rank/Pop: 229/102,600
 Market TSL: 19.25
 Average Person Rating: 14.6

Diaries: 296/347:1
 Sample Target: 305
 % Below Line: 22.6
 % Not Listed: 29.3

Retail \$: NA
 FM Share: 89.62%
 Stations: 10/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. WBHV-F (D)	32/21.3	---	---	---	---	402	39.2	---	---	
2. WQWK-F (AOR)	20/13.3	---	---	---	---	276	26.9	---	---	
3. WZWW-F (AC)	18/12.0	---	---	---	---	291	28.4	---	---	
4. WGMR-F (C)	14/ 9.3	---	---	---	---	175	17.1	---	---	
5. WRSC (FS)	8/ 5.3	---	---	---	---	181	17.6	---	---	
6. WFGY-F (SAC)	7/ 4.7	---	---	---	---	156	15.2	---	---	
7. WKSJ-F (AC)	3/ 2.0	---	---	---	---	37	3.6	---	---	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBHV-F>	1. WBHV-F>	1. WBHV-F>	1. WBHV-F>
2. WQWK-F<	2. WZWW-F	2. WZWW-F	2. WQWK-F
3. WZWW-F	3. WQWK-F<	3. WQWK-F>	3. WMAJ
4. WRSC	4. WGMR-F	4. WGMR-F	WGMR-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBHV-F>	1. WBHV-F>	1. WBHV-F	1. WRSC	1. WBHV-F	1. WBHV-F>
2. WQWK-F>	2. WQWK-F<	2. WZWW-F	2. WZWW-F	WQWK-F	2. WZWW-F>
3. WZWW-F>	3. WZWW-F>	3. WQWK-F	WGMR-F	3. WZWW-F	3. WFGY-F
4. WGMR-F	4. WGMR-F	4. WGMR-F	4. WBHV-F	WGMR-F	4. WQWK-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLF	970	Bellefonte	0.7/7.3
WMAJ	1450	State College/Billfonte	1.3/9.3
WPHB-F	105.9	Phillipsburg	0.7/3.8

RADIO STATIONS

WRSC, 1390, 2.5 KW/1 KW (DA-1), Full Service	MBS ABC, \$ NA (Dome)	McVay
WBHV-F, 103.1, 3 KW @ -53, Oldies	NBC, \$ NA (Commercial)	Burbach
WQWK-F, 97.1, 2 KW @ 404, ADR	, \$ NA (Torbet)	McVay
WZWW-F, 95.3, .7 KW @ 577, AC	UNIULT, \$ NA (---)	
WGMR-F, 101.1, 8 KW @ 1171, Country	SMN MBS, \$ NA (Blair)	(TYRONE)

Other ranked stations - See Williamsport and Altoona

TEXARKANA, TX-AR

MSA Rank/Pop: 299/120,000
 ARB Rank/Pop: 233/99,500
 Market TSL: 20.75
 Average Person Rating: 14.6

Diaries: 322/309:1
 Sample Target: 295
 % Below Line: 23.9
 % Not Listed: 22.1

Retail \$: 0.9 Bil
 FM Share: 90.26%
 Stations: 11/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	METRO CUME S90	METRO CUME S89	B SHR	I AQH	R C H CUME
1. KKYR-F (C)	48/33.1	---	33.5	---	0.7	4.0	43.2	38.0	8.8			
2. KXAR-F (B)	14/ 9.7	---	7.8	---	11.2	168	16.9	13.7	15.4			
3. KTAL-F (AOR)	10/ 6.9	---	6.6	---	9.2	173	17.4	15.6	16.8			
4. KITT-F (AC)	9/ 6.2	---	1.2	---	2.0	114	11.5	11.6	9.6			
5. KTWN-F (C)	7/ 4.8	---	6.0	---	12.5	100	10.1	10.6	24.9			
6. KLLI-F (AC)	6/ 4.1	---	6.6	---	7.9	117	11.8	15.3	16.8			
KTUX-F (CHR)	6/ 4.1	---	1.8	---	3.9	62	6.2	8.0	11.8			
8. KCMC (C)	5/ 3.4	---	7.2	---	9.9	85	8.5	13.5	18.9			

12+ AMD

1. KKYR-F>>
2. KXAR-F
3. KITT-F
- 4.
- 5.

12+ MID

1. KKYR-F>>
2. KXAR-F
3. KITT-F
- 4.
- 5.

12+ PMD

1. KKYR-F>>
2. KXAR-F
3. KTAL-F
4. KITT-F
- 5.

12+ EVE

1. KKYR-F>
2. KXAR-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KKYR-F>
2. KXAR-F
3. KITT-F
4. KTAL-F
- 5.

ADULTS 18-49

1. KKYR-F>>
2. KXAR-F
3. KITT-F
4. KTAL-F
- 5.

ADULTS 25-54

1. KKYR-F>>
2. KXAR-F
3. KITT-F
4. KLLI-F
- 5.

ADULTS 35+

1. KKYR-F>>
- 2.
- 3.
- 4.
- 5.

MEN 25-54

1. KKYR-F>>
2. KLLI-F
3. KXAR-F
- 4.
- 5.

WOMEN 25-54

1. KKYR-F>>
2. KXAR-F
3. KITT-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKYR	790	Texarkana	1.4/6.5
KTWN	940	Texarkana	2.8/5.4
KRMD-F	101.1	Shreveport/Bossr Cty	1.4/5.6

RADIO STATIONS

KCMC,	740,	1 KW (DA-N)	,	Country	MBS, \$12.00	(K & P)
KKYR-F,	102.5,	100 KW @ 459	,	Country	, \$20.00	(Banner)
KLLI-F,	95.9,	1 KW @ 450	,	AC	, \$12.00	(Mc-Guild)
KTWN-F,	107.1,	1 KW @ 489	,	Country	ABC, \$11.00	(---) (HOOKS)
KXAR-F,	101.7,	3 KW @ 300	,	Black	SBN, \$10.00	(K & P) (HOPE)

Other ranked stations -- see Shreveport in Spring 91 edition

TRENTON, NJ

MSA Rank/Pop: 143/335,800
 ARB Rank/Pop: 130/284,500
 Market TSL: 25.25
 Average Person Rating: 18.9

Diaries: 467/609:1
 Sample Target: 420
 % Below Line: 66.0
 % Not Listed: 18.2

Retail \$: 2.7 B11
 FM Share: 77.10%
 Stations: 35/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO CUME S91	RATING S90	RATING S89	B I R C H		
										SHR	AQH	CUME
1. WKXW-F (O/T)	47/8.7	---	8.4	---	3.5	721	25.3	19.8	12.9			
2. WPST-F (CHR)	42/7.8	---	6.5	---	7.9	631	22.2	15.6	20.7			
3. WBUD (BB)	29/5.4	---	4.9	---	4.8	292	10.3	10.9	8.2			
4. WMMR-F (AOR)	25/4.6	---	3.3	---	5.8	475	16.7	13.1	19.3			
WUSL-F (B)	25/4.6	---	8.0	---	5.8	300	10.5	10.8	10.5			
6. WDAS-F (B)	23/4.3	---	3.3	---	2.3	272	9.6	7.9	6.5			
WIOQ-F (CHR)	23/4.3	---	3.3	---	1.2	347	12.2	8.3	4.3			
WYSP-F (CL AOR)	23/4.3	---	2.9	---	3.9	397	14.0	10.7	14.0			
9. WHWH (FS)	18/3.3	---	6.1	---	5.6	370	13.0	11.9	16.5			
WYXR-F (AC)	18/3.3	---	2.0	---	0.6	393	13.8	7.5	6.2			

12+ AMD

1. WKXW-F
2. WPST-F
3. WYSP-F<
4. WBUD
WHWH

12+ MID

1. WKXW-F
2. WPST-F>
3. WBUD
4. WMMR-F
- 5.

12+ PHD

1. WKXW-F
2. WPST-F>
3. WUSL-F
4. WIOQ-F
- 5.

12+ EVE

1. WUSL-F<
2. WIOQ-F
3. WKXW-F
4. WDAS-F
- 5.

ADULTS 18-34

1. WPST-F>
2. WMMR-F<
3. WYSP-F
4. WDAS-F
- 5.

ADULTS 18-49

1. WPST-F>
2. WMMR-F<
3. WYSP-F
4. WKXW-F
- 5.

ADULTS 25-54

1. WKXW-F
2. WPST-F
3. WMMR-F
4. WYSP-F
- 5.

ADULTS 35+

1. WKXW-F
2. WBUD-F>
3. WHWH
- 4.
- 5.

MEN 25-54

1. WYSP-F<
2. WKXW-F
3. WMMR-F<
4. WPST-F
- 5.

WOMEN 25-54

1. WKXW-F
2. WPST-F>
3. WOGL-F
4. WUSL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	1.7/ 4.1			
WTTM	920	Trenton	0.9/ 2.7			
WABC	770	New York	0.7/ 3.9	WOGL	1210	Philadelphia 0.4/3.0
WBLS-F	107.5	New York	1.1/ 3.7	WOGL-F	98.1	Philadelphia 2.8/9.7
WCBS	880	New York	1.9/ 6.4	WOR	710	New York 2.0/6.2
WEAZ	560	Philadelphia	0.2/ 0.9	WPAT	930	Paterson 0.4/0.5
WEAZ-F	101.1	Philadelphia	1.1/ 5.1	WPAT-F	93.1	Paterson 1.7/1.9
WEGX-F	106.1	Philadelphia	3.0/14.4	WPLJ-F	95.5	New York 0.6/3.3
WFAN	660	New York	1.5/ 6.2	WQHT-F	97.1	New York 0.6/3.0
WFMZ-F	100.7	Allentown	1.1/ 1.9	WRKS-F	98.7	New York 0.4/4.1
WIP	610	Philadelphia	0.4/ 2.6	WWDB-F	96.5	Philadelphia 2.2/5.9
WLTW-F	106.7	New York	0.4/ 2.2	WXRK-F	92.3	New York 0.9/2.9
WMGK-F	102.9	Philadelphia	2.8/10.0	WXTU-F	92.5	Philadelphia 2.0/5.2
WNEW-F	102.7	New York	0.6/ 2.5			

RADIO STATIONS

WBUD	, 1260	, 5 KW/2.5 KW (DA-2),	Nostalgia	NBC, \$36.00	(Banner)	Press
WHWH	, 1350	, 5 KW (DA-2)	, MOR/Full Service	ABC, \$40.00	(Katz)	Nassau
WKXW-F,	101.5,	18 KW @ 800	, Oldies/Talk	, \$56.00	(Banner)	Press
WPST-F,	97.5,	50 KW @ 460	, CHR	, \$59.00	(Katz)	Nassau

Other ranked stations -- see Philadelphia and New York in Spring '91 edition

TRI-CITIES, WA

(Richland - Kennewick - Pasco)

MSA Rank/Pop: 250/147,700
ARB Rank/Pop: 215/117,600
Market TSL: 21.25
Average Person Rating: 15.8

Diaries: 387/304:1
Sample Target: 350
% Below Line: 2.9
% Not Listed: 26.9

Retail \$: 1.3 B11
FM Share: 75.73%
Stations: 13/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KIOK-F (CHR)	40/21.5	---	23.0	---	16.9	492	41.8	37.9	34.2	29.7	54	538
2. KORD-F (C)	25/13.4	---	4.2	---	6.3	230	19.6	13.9	14.4	11.0	20	216
3. KONA (FS)	13/ 7.0	---	8.9	---	6.9	217	18.5	20.3	18.8	9.3	4	101
KONA-F (EZ)	13/ 7.0	---	8.4	---	8.5	155	13.2	17.4	15.1	2.7	5	136
5. KALE (O)	9/ 4.8	---	2.1	---	7.9	141	12.0	8.6	16.9	4.9	9	151
6. KNLT-F (AC)	8/ 4.3	---	10.5	---	7.4	182	15.5	21.4	18.8	4.9	9	221
7. KEYW-F (AC)	6/ 3.2	---	4.7	---	6.3	181	15.4	12.8	19.3	7.7	14	248
KTCR (T)	6/ 3.2	---	1.6	---	2.1	66	5.6	5.3	7.7	3.3	6	126

12+ AMD

1. KIOK-F
2. KORD-F
3. KONA-F>
- 4.
- 5.

12+ MID

1. KIOK-F
2. KORD-F>
3. KONA-F
4. KNLT-F
- 5.

12+ PMD

1. KIOK-F>
2. KORD-F>>
3. KTCR
- 4.
- 5.

12+ EVE

1. KIOK-F>>
2. KORD-F
3. KORD
4. KONA
- 5.

ADULTS 18-34

1. KIOK-F>>
2. KORD-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. KIOK-F>
2. KORD-F>>
3. KALE
4. KNLT-F
- 5.

ADULTS 25-54

1. KIOK-F
2. KORD-F>>
3. KALE
4. KNLT-F
- 5.

ADULTS 35+

1. KONA
- KONA-F<
3. KORD-F>
4. KALE
- KIOK-F

MEN 25-54

1. KORD-F
- KIOK-F>>
3. KTCR
- KALE
- 5.

WOMEN 25-54

1. KIOK-F
2. KORD-F>>
3. KALE
- KNLT-F
- KONA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACA-F	101.7	Prosser	1.6/2.6
KORD	870	Pasco/Tri-Cities	2.7/7.9
KOTY-F	106.5	Richland/Pasco	2.2/8.1
KATS-F	94.5	Yakima	0.5/3.1
KWHT-F	103.5	Pendltn/WallaWalla	1.6/5.4

RADIO STATIONS

KALE,	960,	5 KW/1 KW (DA-N)	,	Oldies	NBC, \$ 9.00	(HNWH)	Sterling
KONA,	610,	5 KW (DA-2)	,	FS	ABC, \$12.00	(K & P)	
KORD,	870,	10 KW/25 W	,	Country	ABC, \$ 9.00	(MMR)	
KTCR,	1340,	1 KW	,	Talk	MBS, \$ 8.00	(Christal)	Metrocom
KEYW-F,	98.3,	3 KW @ 200	,	Oldies/AC	UNISUP, \$12.00	(---)	
KIOK-F,	94.9,	100 KW @ 1250	,	CHR	, \$28.00	(HNWH)	Sterling
KONA-F,	105.3,	100 KW @ 1180	,	EZ	CBS, \$13.00	(K & P)	
KORD-F,	102.7,	100 KW @ 1100	,	Country	ABC, \$12.00	(MMR)	
KOTY-F,	106.5,	100 KW @ 1075	,	Country	MBS, \$14.00	(Christal)	Metrocom
KNLT-F,	95.7,	100 KW @ 1400	,	AC	UNISUP UNILT, \$15.00	(Banner)	(WALLA WALLA)

TUSCALOOSA, AL

MSA Rank/Pop: 250/147,700
 ARB Rank/Pop: 212/122,700
 Market TSL: 22.00
 Average Person Rating: 16.3

Diaries: 375/327:1
 Sample Target: 340
 % Below Line: 24.4
 % Not Listed: 16.0

Retail \$: 1.0 B11
 FM Share: 78.57%
 Stations: 18/9

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WTXT-F (BB)	30/15.0	---	8.2	---	0.5	285	23.2	10.3	3.3			
2. WTUG-F (B)	25/12.5	---	11.7	---	10.7	233	19.0	20.2	18.9			
3. WTSK (B)	24/12.0	---	9.2	---	18.0	216	17.6	14.6	21.7			
4. WZBQ-F (CHR)	13/ 6.5	---	22.4	---	21.5	237	19.3	34.4	39.5			
5. WFFX-F (AC)	12/ 6.0	---	6.6	---	10.2	178	14.5	21.1	28.0			
6. WACT-F (C)	11/ 5.5	---	9.2	---	8.3	212	17.3	20.5	16.0			
7. WZZK-F (C)	10/ 5.0	---	3.6	---	4.9	181	14.8	14.4	15.5			
8. WCKO-F (?)	9/ 4.5	---	---	---	2.0	119	9.7	---	2.9			
WZRR-F (AOR)	9/ 4.5	---	2.0	---	1.5	104	8.5	8.0	5.5			
10. WACT (GOSP)	8/ 4.0	---	4.6	---	0.5	111	9.0	11.9	3.7			

12+ AMD

1. WTSK
2. WTXT-F
3. WTUG-F
4. WACT
- 5.

12+ MID

1. WTXT-F>>
2. WTUG-F
3. WZBQ-F
- WFFX-F
- 5.

12+ PMD

1. WTXT-F
2. WTUG-F>
3. WFFX-F
4. WZBQ-F
- 5.

12+ EVE

1. WTUG-F>>
2. WTXT-F
- WZBQ-F
4. WZRR-F
- 5.

ADULTS 18-34

1. WTXT-F
2. WTUG-F>
3. WZBQ-F
4. WFFX-F
- 5.

ADULTS 18-49

1. WTXT-F>
2. WTUG-F
3. WTSK
4. WZBQ-F
- 5.

ADULTS 25-54

1. WTXT-F
2. WTSK >
3. WFFX-F
- WCKO-F
- 5.

ADULTS 35+

1. WTSK >
2. WTXT-F>
3. WACT-F
4. WACT
- 5.

MEN 25-54

1. WTXT-F>
2. WTSK
3. WZBQ-F
4. WCKO-F
- 5.

WOMEN 25-54

1. WTXT-F
- WTSK >
3. WFFX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNPT	1280	Tuscaloosa	1.0/4.5
WRLX	1230	Tuscaloosa	1.0/5.5
WAPI-F	94.5	Birmingham	0.5/3.9
WDJC-F	93.7	Birmingham	3.0/7.4
WKXX-F	106.9	Birmingham	0.5/4.0
WMJJ-F	96.5	Birmingham	0.5/5.1
WNPT-F	102.9	Linden	1.0/4.2
WTID-F	101.7	Reform	1.0/3.5

RADIO STATIONS

WACT,	1420,	5 KW (DA-2)	,	Gospel	APR, \$ 9.00	(Roslin)
WTSK,	790,	5 KW/36 W	,	Black	NBN, \$13.00	(Banner)
WACT-F,	105.5,	3 KW @ 300	,	Country	APR, \$14.00	(Roslin)
WFFX-F,	95.7,	100 KW @ 450	,	AC	\$16.00	(Eastman)
WTUG-F,	92.7,	6 KW @ 300	,	Black	SBN, \$15.00	(Banner)
WTXT-F,	98.1,	100 KW @ 905	,	Nost/EZ	NBC, \$12.00	(Crystal)
WZBQ-F,	102.5,	12 KW @ 2050	,	CHR	ABC, \$21.00	(Torbet)

Arrow

(FAYETTE)
(JASPER)

WZZK -- see Birmingham in Spring 91 edition

TYLER, TX

MSA Rank/Pop: 240/156,000
ARB Rank/Pop: 206/126,500
Market TSL: 23.75
Average Person Rating: 17.9

Diaries: 378/335:1
Sample Target: 350
% Below Line: 12.1
% Not Listed: 15.9

Retail \$: 1.2 B11
FM Share: 76.84%
Stations: 13/8

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		90	90	89	89		S91	S90	S89	SHR	AGH	CUME
1. KNUE-F (C)	53/23.5	---	17.2	---	20.5	472	37.3	30.3	25.5	25.5	53	465
2. KZEY (B)	26/11.5	---	14.2	---	5.2	251	19.8	19.7	11.7	11.5	24	289
3. KISX-F (O)	22/ 9.7	---	4.6	---	5.2	267	21.1	9.3	17.4	13.5	28	283
4. KTYL-F (AC)	21/ 9.3	---	12.1	---	15.7	252	19.9	26.4	25.5	6.7	14	245
5. KOOI-F (EZ)	18/ 8.0	---	7.1	---	7.4	142	11.2	15.8	14.9	7.2	15	227
6. KTBB (FS)	17/ 7.5	---	8.4	---	3.9	202	16.0	20.5	14.6	3.8	8	239
7. KTMJ-F (SAC)	9/ 4.0	---	---	---	---	109	8.6	---	---	6.3	13	122
KKTX-F (CHR)	9/ 4.0	---	3.8	---	---	105	8.3	8.0	---	4.8	10	136

12+ AMD

1. KNUE-F>
2. KTBB
3. KZEY <
4. KTYL-F<
5. KISX-F

12+ MID

1. KNUE-F>>
2. KOOI-F<
3. KZEY <
4. KTYL-F
- 5.

12+ PMD

1. KNUE-F>>
2. KISX-F
3. KTYL-F
4. KZEY
- 5.

12+ EVE

1. KNUE-F
2. KISX-F
- KZEY >
- 4.
- 5.

ADULTS 18-34

1. KNUE-F
2. KISX-F
3. KZEY >
- 4.
- 5.

ADULTS 18-49

1. KNUE-F>>
2. KISX-F
- KZEY
4. KTYL-F
- 5.

ADULTS 25-54

1. KNUE-F>>
2. KTYL-F
3. KZEY
4. KISX-F
- 5.

ADULTS 35+

1. KNUE-F>>
2. KOOI-F
3. KTYL-F
- 4.
- 5.

MEN 25-54

1. KNUE-F>>
2. KTYL-F
3. KISX-F
- KTBB
- 5.

WOMEN 25-54

1. KNUE-F>
2. KTYL-F
3. KZEY
4. KTMJ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1330	Tyler	0.4/3.3
KEGL-F	97.1	FtWorth/Dallas	1.3/5.3
KJMZ-F	100.3	Dallas/FtWorth	1.3/4.3
KKDA-F	104.5	Dallas/FtWorth	3.1/7.5
KYKX-F	105.7	Longview	0.4/4.9

RADIO STATIONS

KTBB,	600,	5 KW/2.5 KW (DA-2),	FS/Talk	ABC, \$13.00	(Durpetti)	
KZEY,	690,	1 KW/92 W (DA-2),	Black	SBN, \$12.00	(Mc-Guild)	
KISX-F,	107.35,	50 KW @ 370,	Oldies	MBS, \$14.00	(Banner)	(WHITEHOUSE)
KNUE-F,	101.5,	98 KW @ 1074,	Country	, \$27.00	(Banner)	
KOOI-F,	106.5,	100 KW @ 1468,	EZ	ABC, \$17.00	(Eastman)	(JACKSONVILLE)
KROZ-F,	92.1,	3 KW @ 280,	Country	SBN, \$11.00	(Mc-Guild)	
KTMJ-F,	104.1,	50 KW @ 492,	Soft AC	, \$11.00	(---)	
KTYL-F,	93.1,	100 KW @ 375,	AC	, \$24.00	(Durpetti)	

KKTX -- see Longview
KKDA -- see Dallas in Spring 91 edition

VICTORIA, TX

MSA Rank/Pop: 347/73,800
 ARB Rank/Pop: 258/60,400
 Market TSL: 22.00
 Average Person Rating: 15.7

Diaries: 273/221:1
 Sample Target: 265
 % Below Line: 6.3
 % Not Listed: 33.7

Retail \$: 0.6 B11
 FM Share: 92.06%
 Stations: 9/6

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KIXS-F (C)	26/27.4	---	33.0	---	21.8	275	45.5	39.1	39.6			
2. KVIC-F (CHR)	15/15.8	---	24.2	---	21.8	216	35.8	37.7	42.1			
3. KEPG-F (SP)	8/ 8.4	---	8.8	---	8.9	95	15.7	12.3	13.7			
4. KAMV-F (?)	6/ 6.3	---	---	---	---	94	15.6	---	---			
5. KPLV-F (AC)	3/ 3.2	---	3.3	---	4.0	68	11.3	11.3	13.4			
6. KGUL (SP)	2/ 2.1	---	---	---	---	37	6.1	---	---			
7. KNAL (C)	1/ 1.1	---	8.8	---	5.0	44	7.3	16.1	13.9			

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. KIXS-F>>	1. KIXS-F>	1. KIXS-F>	1. KIXS-F
2. KVIC-F>	2. KVIC-F>	2. KVIC-F>>	2. KEPG-F
3. KEPG-F<	3.	3.	3. KVIC-F
4. KAMV-F	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXS-F>	1. KIXS-F>	1. KIXS-F>	1. KIXS-F>>	1. KIXS-F>	1. KIXS-F>
2. KVIC-F>>	2. KVIC-F>	2. KVIC-F>	2. KEPG-F	2. KVIC-F	2. KVIC-F
3.	3. KEPG-F	3. KAMV-F	3.	3. KEPG-F	3. KAMV-F
4.	4. KAMV-F	4. KEPG-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKYX	680	San Antonio	1.1/4.5
KTRH	740	Houston	1.1/8.1

RADIO STATIONS

KAMG,	1340,	1 KW	, Oldies	ABC, \$ 7.00	(Mc-Guild)	Mayes
KNAL,	1410,	500 W (DA-N)	, Country	, \$11.00	(K & P)	
KAMV-F,	92.3,	3 KW @ 298	, Soft AC	, \$10.00	(K & P)	
KEPG-F,	100.9,	3 KW @ 304	, Hispanic	, \$12.00	(Lotus)	
KPLV-F,	93.3,	100 KW @ 660	, AC	, \$10.00	(Riley)	(PORT LAVACA)
KTXN-F,	98.7,	100 KW @ 253	, EZ	CNN, \$ 9.00	(K & P)	
KVIC-F,	95.1,	100 KW @ 500	, CHR	, \$17.00	(Mc-Guild)	Mayes
KIXS-F,	107.9,	100 KW @ 362	, Country	APR, \$20.00	(Eastman)	Osborn/Reynolds

WATERBURY, CT

MSA Rank/Pop: 194/220,100
 ARB Rank/Pop: 161/188,100
 Market TSL: 23.25
 Average Person Rating: 17.9

Diaries: 463/406:1
 Sample Target: 420
 % Below Line: 76.0
 % Not Listed: 19.6

Retail \$: 1.6 B11
 FM Share: 73.43%
 Stations: 23/4

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WKCI-F (CHR)	31/9.2	---	7.9	---	11.4	420	22.3	25.4	29.5			
2. WPLR-F (AOR)	28/8.3	---	4.9	---	3.7	358	19.0	14.8	12.6			
3. WKSS-F (CHR)	24/7.1	---	8.6	---	6.6	408	21.7	22.6	20.4			
4. WWYZ-F (C)	23/6.8	---	5.6	---	6.9	368	19.6	12.4	12.2			
5. WATR (FS)	22/6.5	---	3.6	---	6.6	240	12.8	10.9	18.8			
6. WTIC (FS)	18/5.3	---	5.3	---	4.0	239	12.7	14.0	15.0			
7. WQQW (T/BB)	17/5.0	---	4.6	---	7.4	162	8.6	7.6	13.2			

12+ AMD

1. WTIC
2. WATR <
3. WKCI-F
4. WPLR-F
- 5.

12+ MID

1. WPLR-F<
2. WATR <
3. WKCI-F
4. WQQW
- 5.

12+ PMD

1. WKCI-F<
2. WKSS-F
3. WPLR-F<
4. WWYZ-F
- 5.

12+ EVE

1. WKSS-F
2. WKCI-F>
3. WPLR-F
- 4.
- 5.

ADULTS 18-34

1. WPLR-F>
2. WKCI-F<
3. WHCN-F
4. WKSS-F
- 5.

ADULTS 18-49

1. WPLR-F>
2. WKCI-F
3. WHCN-F
4. WKSS-F
5. WWYZ-F

ADULTS 25-54

1. WPLR-F<
2. WWYZ-F
3. WHCN-F
4. WKCI-F
- 5.

ADULTS 35+

1. WATR
2. WTIC <
3. WQQW
4. WWYZ-F
- 5.

MEN 25-54

1. WPLR-F
2. WHCN-F>
3. WWYZ-F
4. WRKI-F
- 5.

WOMEN 25-54

1. WWYZ-F
2. WKCI-F>
3. WDRC-F
4. WEZN-F
5. WIOF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	Waterbury	0.9/ 4.1			
WCBS	880	New York	1.2/ 5.7	WOR	710	New York 0.6/ 3.2
WCCC-F	106.9	Hartford	0.6/ 5.6	WPOP	1410	Hartford 0.6/ 2.4
WDAQ-F	98.3	Danbury	0.9/ 2.7	WRCH-F	100.5	New Britain/Hrtfrd 2.4/ 8.8
WDRC-F	102.9	Hartford	3.3/14.7	WRKI-F	95.1	Brookfield 3.3/12.2
WEBE-F	107.9	Westport	0.9/ 3.7	WTIC-F	96.5	Hartford 1.5/11.1
WEZN-F	99.9	Bridgeport	3.3/11.2	WZMX-F	93.7	Hartford 3.9/ 9.3
WFAN	660	New York	1.2/ 4.7			
WHCN-F	105.9	Hartford	4.7/14.0			
WIOF-F	104.1	Waterbury	3.0/11.1			

RADIO STATIONS

WATR , 1320, 5 KW/1 KW (DA-2), MOR/Full Service CBS, \$34.00 (Banner)
 WQQW , 1590, 5 KW (DA-1) , Talk/Nostalgia CNN UNISUP, \$32.00 (Kettell)
 WWCO , 1240, 1 KW , AC ABC UNISUP, \$17.00 (Banner)

Other ranked stations -- See Hartford, New Haven and Bridgeport in Spring'91 edition

WATERTOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 242/85,900
 Market TSL: 24.00
 Average Person Rating: 18.0

Diaries: 286/300:1
 Sample Target: 265
 % Below Line: 3.3
 % Not Listed: 21.9

Retail \$: 0.6 B11
 FM Share: 71.90%
 Stations: 9/8

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. WTNY-F (CHR)	26/16.8	---	26.5	---	23.0	316	36.8	42.3	40.2			
2. WCIZ-F (AOR)	24/15.5	---	11.0	---	11.1	236	27.5	22.2	22.2			
3. WTNY (FS)	20/12.9	---	19.1	---	14.1	257	29.9	29.5	32.9			
4. WTOJ-F (AC)	19/12.3	---	10.3	---	6.7	205	23.9	23.3	18.3			
5. WLKC-F (C)	12/ 7.7	---	---	---	---	137	15.9	---	---			
6. WATN (O)	7/ 4.5	---	2.2	---	5.2	113	13.2	12.7	13.6			
WNCQ (C)	7/ 4.5	---	8.1	---	11.1	87	10.1	16.2	16.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNY <	1. WCIZ-F<	1. WTNY-F<	1. WTNY-F>
2. WTNY-F	2. WTNY-F	2. WCIZ-F<	2. WTOJ-F
3. WCIZ-F	3. WTOJ-F	3. WTOJ-F	3. WCIZ-F
4. WTOJ-F	4. WTNY	4. WTNY	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIZ-F>	1. WCIZ-F	1. WTOJ-F	1. WTNY >	1. WTOJ-F	1. WTOJ-F
2. WTNY-F	2. WTNY-F	2. WCIZ-F	2. WTOJ-F	WCIZ-F	2. WCIZ-F
3. WTOJ-F	3. WTOJ-F	3. WTNY-F<	3. WLKC-F	3. WTNY-F	WTNY
4.	4. WTNY	4. WTNY	4.	4. WTNY	WTNY-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHI-F	94.7	Cape Vincent	1.3/4.5
CFMK-F	96.3	Kingston ON	2.6/8.8

RADIO STATIONS

WATN,	1240,	1 KW	, Oldies	ABC TALKNT, \$ 8.00	(Roslin)
WNCQ,	1410,	5 KW/1 KW (DA-N),	Country	ABC, \$10.00	(K & P)
WTNY,	790,	1 KW (DA-N)	, Full Service	CBS, \$22.00	(Torbet)
WCIZ-F,	97.5,	41 KW @ 292 ,	AOR	ABC, \$16.00	(K & P)
WLKC-F,	100.7,	3 KW @ 328 ,	Country	UNISUP UNIULT, \$12.00	(Roslin)
WTNY-F,	93.5,	3 KW @ 330 ,	CHR	, \$31.00	(Torbet)
WTOJ-F,	103.1,	.8 KW @ 670 ,	AC	UNISUP UNIULT, \$13.00	(Roslin)

(CARTHAGE)

Other ranked stations -- see Syracuse in Spring 91 edition

WICHITA FALLS, TX

MSA Rank/Pop: 288/123,700
ARB Rank/Pop: 228/104,300
Market TSL: 20.25
Average Person Rating: 15.1

Diaries: 358/291:1
Sample Target: 315
% Below Line: 3.0
% Not Listed: 15.8

Retail \$: 1.0 Bil
FM Share: 90.98%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H		
										SHR	AQH	CUME
1. KLUR-F (C)	49/31.0	---	28.4	---	27.5	455	43.6	42.9	44.3			
2. KNIN-F (CHR)	24/15.2	---	19.8	---	21.3	350	33.6	35.1	38.8			
3. KYII-F (C)	23/14.6	---	6.8	---	---	291	27.9	17.2	---			
4. KWFS-F (O)	16/10.1	---	13.0	---	11.3	211	20.2	23.3	27.0			
5. KTLT-F (AC)	9/ 5.7	---	9.9	---	13.8	177	17.0	21.7	26.0			
6. KWFT (M)	7/ 4.4	---	3.7	---	6.3	109	10.5	11.9	11.7			

12+ AMD

1. KLUR-F>>
2. KYII-F<
3. KNIN-F
4. KWFS-F
- 5.

12+ MID

1. KLUR-F>>
2. KYII-F
3. KWFS-F
4. KNIN-F
- 5.

12+ PMD

1. KLUR-F>
2. KYII-F<
3. KNIN-F>
4. KWFS-F
- 5.

12+ EVE

1. KNIN-F>
2. KLUR-F<
3. KYII-F
- 4.
- 5.

ADULTS 18-34

1. KNIN-F<
2. KYII-F
3. KLUR-F
4. KTLT-F
- 5.

ADULTS 18-49

1. KLUR-F>
2. KNIN-F
3. KYII-F
4. KWFS-F
- 5.

ADULTS 25-54

1. KLUR-F>>
2. KWFS-F<
3. KYII-F
4. KNIN-F
- 5.

ADULTS 35+

1. KLUR-F>>
2. KWFS-F
3. KYII-F
- 4.
- 5.

MEN 25-54

1. KLUR-F>>
2. KWFS-F>
3. KYII-F
- 4.
- 5.

WOMEN 25-54

1. KLUR-F>>
2. KYII-F
3. KNIN-F
4. KWFS-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCR	990	Wichita Falls/Lawton	0.6/5.6
KRLD	1080	Dallas	0.6/3.0
WBAP	820	Ft. Worth/Dallas	1.9/8.1

RADIO STATIONS

KKCR,	990,	10 KW/1 KW (DA-2)	,	Country	,	\$ 7.00	(Banner)
KWFT,	620,	5 KW (DA-N)	,	MOR	,	CBS APR, \$ 9.00	(Torbet)
KLUR-F,	99.9,	100 KW @ 830	,	Country	,	ABC, \$29.00	(Katz)
KNIN-F,	92.9,	100 KW @ 985	,	CHR	,	NBC, \$24.00	(Banner)
KTLT-F,	106.3,	3 KW @ 300	,	AC	,	\$15.00	(Christal)
KWFS-F,	103.3,	100 KW @ 440	,	Oldies	,	\$18.00	(Mc-Guild) Amer. General
KYII-F,	104.7,	100 KW @ 1017	,	Country	,	\$10.00	(---) (BURKBENNET)

WBAP -- See Dallas in Spring 91 edition

WILLIAMSPORT, PA

MSA Rank/Pop: 302/119,000
 ARB Rank/Pop: 232/99,600
 Market TSL: 26.50
 Average Person Rating: 20.1

Diaries: 339/294:1
 Sample Target: 305
 % Below Line: 0.0
 % Not Listed: 14.0

Retail \$: 0.9 B11
 FM Share: 84.88%
 Stations: 11/11

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B I R C H
										SHR AQH CUME
1. WILQ-F (C)	58/29.0	---	23.5	---	21.8	389	39.1	37.2	38.0	
2. WHTO-F (CHR)	47/23.5	---	18.0	---	16.0	356	35.7	32.6	28.3	
3. WKSBS-F (AC)	26/13.0	---	17.5	---	16.0	321	32.2	34.9	29.9	
4. WLYC (BB)	14/ 7.0	---	8.7	---	5.9	134	13.5	12.8	11.6	
5. WRAC (T)	7/ 3.5	---	3.3	---	1.6	99	9.9	13.3	10.0	
6. WRKK-F (CL AOR)	6/ 3.0	---	2.2	---	---	73	7.3	4.2	---	
7. WWPA (FS)	5/ 2.5	---	5.5	---	6.4	74	7.4	12.5	11.7	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WILQ-F>>	1. WILQ-F	1. WILQ-F<	1. WHOT-F>>
2. WHTO-F	2. WHOT-F>>	2. WHTO-F>>	2. WILQ-F
3. WKSBS-F	3. WKSBS-F	3. WKSBS-F>	3. WKSBS-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WHTO-F>>	1. WHTO-F>	1. WILQ-F>	1. WILQ-F>>	1. WILQ-F>	1. WILQ-F
2. WKSBS-F>	2. WILQ-F	2. WKSBS-F<	2. WKSBS-F	2. WHTO-F	2. WKSBS-F
3. WRKK-F	3. WKSBS-F>	3. WHTO-F>	WLYC >	3. WKSBS-F>>	3. WHTO-F>>
4. WILQ-F	4.	4.	4. WHTO-F	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXX-F	99.3	S. Williamsport	1.0/7.2
WHUM-F	99.9	Avis	1.0/6.8
WJSA-F	93.5	Jersy Shr/Wlmsport	1.0/4.1
WKHL-F	95.5	Salladsbrg/Hughsvl	1.5/3.3

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	, Nostalgia	ABC, \$13.00	(Roslin)
WRAC,	1400,	1 KW	, Talk	CNN NBC, \$10.00	(Banner)
WWPA,	1340,	1 KW	, FS	CBS UNISUP, \$11.00	(RSR)
WFXX-F,	99.3,	210 W @ 1280	, Country	SOURCE, \$16.00	(Christal)
WHTO-F,	103.9,	1.3 KW @ 429	, CHR	ABC, \$18.00	(K & P)
WILQ-F,	105.1,	9 KW @ 1135	, Country	ABC, \$27.00	(Roslin)
WKSBS-F,	102.7,	53 KW @ 1287	, AC	UNISUP, \$23.00	(Banner)
WRKK-F,	97.7,	6 KW @ 297	, Classic AOR	, \$12.00	(---)

(MUNCY)
 (JERSEY SHORE)

YAKIMA, WA

MSA Rank/Pop: 214/189,600
 ARB Rank/Pop: 187/152,600
 Market TSL: 22.50
 Average Person Rating: 16.1

Diaries: 434/352:1
 Sample Target: 370
 % Below Line: 1.0
 % Not Listed: 19.1

Retail \$: 1.2 Bil
 FM Share: 68.34%
 Stations: 13/1

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	METRO CUME	METRO S91	CUME S90	RATING S89	B SHR	I AQH	R C H CUME
1. KXDD-F (C)	40/16.3	---	18.3	---	15.2	418	27.4	27.3	19.9	16.9	46	365
2. KFFM-F (CHR)	38/15.4	---	17.0	---	16.5	415	27.2	29.0	28.8	23.5	64	491
3. KATS-F (AOR)	33/13.4	---	15.4	---	17.0	375	24.6	22.4	27.2	18.4	50	482
4. KIT (FS)	29/11.8	---	7.9	---	8.0	448	29.4	18.3	20.8	9.6	26	340
5. KRSE-F (EZ)	15/ 6.1	---	4.1	---	4.0	183	12.0	10.6	8.3	2.6	7	97
KUTI (C)	15/ 6.1	---	6.6	---	5.4	201	13.2	12.4	12.2	8.5	23	264
7. KBBO (REL)	9/ 3.7	---	0.8	---	3.6	169	11.1	4.4	9.8	1.5	4	82
8. KHYT-F (AC)	6/ 2.4	---	3.7	---	0.4	148	9.7	10.8	2.1	1.8	5	164

12+ AMD

1. KIT <
2. KXDD-F
3. KFFM-F<
4. KATS-F
5. KUTI

12+ MID

1. KATS-F
- KXDD-F<
3. KIT <
4. KFFM-F
- 5.

12+ PMD

1. KXDD-F
2. KATS-F
- KFFM-F
4. KIT
- 5.

12+ EVE

1. KFFM-F>
2. KXDD-F<
3. KATS-F
4. KIT
- 5.

ADULTS 18-34

1. KATS-F>
2. KFFM-F
3. KXDD-F>>
- 4.
- 5.

ADULTS 18-49

1. KATS-F<
2. KXDD-F>
3. KFFM-F>
4. KIT
- 5.

ADULTS 25-54

1. KXDD-F>
2. KATS-F
3. KFFM-F
4. KIT
5. KRSE-F

ADULTS 35+

1. KIT
2. KXDD-F>
3. KUTI >
4. KRSE-F
- 5.

MEN 25-54

1. KXDD-F<
2. KATS-F>>
3. KIT
4. KFFM-F
- 5.

WOMEN 25-54

1. KXDD-F>>
2. KFFM-F
3. KRSE-F
4. KATS-F
- KIT

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMWX	1460	Yakima	1.6/6.4
KREW	1210	Sunnyside	0.8/5.7
KYKA-F	96.9	Naches/Yakima	0.8/4.3
KZTA	930	Yakima	1.6/2.5
KIOK-F	94.9	Richland/Pasco	0.8/2.4

RADIO STATIONS

KIT	1280,	5 KW/1 KW	, Full Service	ABC SUN, \$15.00	(Mc-Guild)	Ingstad
KMWX	1460,	5 KW (DA-N)	, Oldies	NBC, \$10.00	(K & P)	
KUTI	980,	5 KW/500 W (DA-N)	, Country	ABC, \$12.00	(Christal)	Metrocom (SELAH)
KYXE	1020,	5 KW/500 W (DA-2)	, Country	CRC, \$ 9.00	(Roslin)	(SELAH)
KZTA	930,	1 KW (DAYS)	, Hispanic	, \$ 9.00	(Caballero)	
KATS-F,	94.5,	100 KW @ 850	, AOR	, \$16.00	(Mc-Guild)	Ingstad
KFFM-F,	107.3,	100 KW @ 1500	, CHR	, \$19.00	(K & P)	
KHYT-F,	92.9,	17 KW @ 843	, AC	UNISUP UNIULT, \$10.00	(Katz)	(TOPPENISH)
KRSE-F,	105.7,	700 W @ 560	, EZ	, \$11.00	(MMR)	
KXDD-F,	104.1,	61 KW @ 840	, Country	ABC, \$21.00	(Christal)	Metrocom

SECTION B

BIRCH NON-MONTHLY MARKETS *

BENTON HARBOR, MI

1. WIRX-F	17.1/35.6/36/485	107.1, 3KW @ 330, CHR	\$ (Mc-Guild)	Midwest Family
2. WGTC-F	8.1/16.3/17/222	See South Bend in Spring 91 <u>American Radio</u>		
3. WAOR-F	7.6/ 9.0/16/122	See South Bend in Spring 91 <u>American Radio</u>		
WHFB-F	7.6/16.2/16/220	99.9, 50 KW @ 497, AC	\$22.00 (Katz)	Wincom
5. WSJM	6.2/13.4/13/183	1400, 1 KW , Full Service	\$16.00 (Mc-Guild)	Midwest Family

BLUEFIELD, WV

1. WHAJ-F	38.7/48.8/89/722	104.5, 83 KW @ 1200, CHR	\$21.00 (---)	Adventure
2. WJLS-F	11.7/15.3/27/227	See Beckley, WV		
3. WAHY-F	4.3/10.5/10/155	95.9, 6 KW @ 178, Country	\$ 8.00 (---)	(PRINCETON)
4. WBDY-F	3.9/18.3/ 9/271	106.3, 220 W @ 1122, Country	\$14.00 (---)	

CENTRAL UPPER MICHIGAN

1. WGLQ-F	17.9/39.3/35/494	97.1, 100 KW @ 1070, Oldies/AC	\$15.00 (Group W)	(ESCANABA)
2. WINK-F	12.2/24.4/24/307	93.1, 100 KW @ 635, AOR	\$14.00 (Patt)	(IRON MT.)
WMQT-F	12.2/31.9/24/401	107.5, 100 KW @ 540, CHR	\$15.00 (HNWH)	(ISHPEMING)
4. WYKZ-F	11.7/27.4/23/345	104.7, 100 KW @ 400, Country	\$11.00 (Banner)	(ESCANABA)
5. WJPD-F	9.2/20.8/18/261	92.3, 100 KW @ 470, Country	\$15.00 (Roslin)	Goetz (ISHPEMING)
6. WFXD-F	7.7/21.7/15/273	103.3, 100 KW @ 650, Oldies	\$13.00 (Patt)	(MARQUETTE)
7. WNMU-F	6.6/10.1/13/127	90.1, 100 KW @ 930, Public (NPR)		(MARQUETTE)

EUREKA-ARCATA, CA

1. KFMI-F	23.8/32.7/35/329	96.3, 30 KW @ 1580, CHR	\$ NA (Christal)	
2. KRED-F	17.7/33.8/26/340	92.3, 25 KW @ 1544, AC	\$ NA (Banner)	
3. KEKA-F	17.0/22.4/25/225	101.5, 100 KW @ ? , Country	\$ NA (Katz)	
4. KHSU-F	10.9/23.9/16/240	90.5, 10 KW @ 1490, Public (NPR)	\$ NA (---)	
5. KINS	7.5/15.7/11/158	980, 5 KW/500 W(DA-N), Talk	\$10.00 (K & P)	
KRED	7.5/11.9/11/120	1480, 5KW/1KW (DA-N), Country	\$ 9.00 (Banner)	

EAST IDAHO

1. KLCE-F	17.7/38.0/35/511	97.3, 100 KW @ 1512, AC	\$24.00 (Mc-Guild)	(BLACKFOOT)
2. KFTZ-F	15.7/26.2/31/352	103.3, 52 KW @ 581, CHR/AC	\$21.00 (Eastman)	(IDAHO FALLS)
3. KUPI-F	14.6/21.6/29/291	99.1, 100 KW @ 510, Country	\$25.00 (Eastman)	Hatch (IDAHO FALLS)
4. KPKY-F	13.6/27.9/27/376	94.9, 100 KW @ 1000, CHR	\$ NA (Torbet)	(POCATELLO)
5. KZBQ-F	11.1/22.4/22/302	93.7, 100 KW @ 985, Country	\$14.00 (Mc-Guild)	(POCATELLO)
6. KSEI-F	10.6/19.3/21/260	102.5, 100 KW @ ? , Classic AOR	\$12.00 (Katz)	Pacific NW (POCATELLO)

ELKHART/GOSHEN, IN

1. WNDU-F	14.5/36.7/28/454	See South Bend in Spring 91 <u>American Radio</u>		
2. WAOR-F	9.8/18.7/19/231	See South Bend in Spring 91 <u>American Radio</u>		
3. WFRN-F	9.3/15.0/18/186	See South Bend in Spring 91 <u>American Radio</u>		
4. WZZP-F	8.3/27.1/16/335	See South Bend in Spring 91 <u>American Radio</u>		
5. WYEZ-F	7.8/15.6/15/193	See South Bend in Spring 91 <u>American Radio</u>		
6. WTRC	7.3/15.0/14/185	1340, 1 KW , Full Service	\$18.00 (Christal)	Federated
7. WCMR	6.2/10.9/12/135	1270, 5 KW/1 KW (DA-2) Country	\$14.00 (HNWH)	

FAIRBANKS, AK

1. KWLF-F	24.5/50.9/27/295	98.1, 25 KW @ 300, CHR	\$16.00 (Katz)	
2. KTAK-F	15.5/25.5/17/148	102.5, 25 KW @ -86, Country	\$17.00 (Christal)	
3. KUAC-F	10.9/21.4/12/124	104.7, 11 KW @ 440, Public (NPR)		
4. KFAR	9.1/18.1/10/105	660, 1 KW , Talk	\$11.00 (Katz)	
KSUA-F	9.1/22.2/10/129	103.9, 3 KW @ ? , EZ	\$12.00 (MMR)	
6. KXLR-F	7.3/20.2/ 8/117	95.9, 3 KW @ 7, Classic AOR	\$ NA (Moore)	Northern TV
KAYY-F	7.3/27.1/ 8/157	101.1, 25 KW @ 370, AC	\$15.00 (Mc-Guild)	

FLORENCE, AL

1. WLAY-F	27.0/48.8/53/566	105.5, 530 W @ 743, Country	\$ NA (Southern)	(MUSCLE SHOALS)
2. WVNA-F	14.3/31.7/28/368	100.3, 100 KW @ 245, CHR	\$ NA (K & P)	(TUSCUMBIA)
3. WQLT-F	10.2/22.7/20/264	107.3, 100 KW @ 1000, Oldies	\$ NA (Torbet)	
4. WSBM	8.2/15.4/16/179	1340, 1 KW , Black	\$ NA (Torbet)	
5. WDRM-F	7.7/18.9/15/220	See Huntsville in Spring 91 <u>American Radio</u>		

FT. COLLINS/GREELEY/LOVELAND, CO

1. KUAD-F	11.2/20.9/49/575	99.1, 100 KW @ 657, Country	\$30.00 (Banner)	Brill (WINDSOR)
2. KBPI-F	9.4/18.0/41/495	See Denver in Spring 91 <u>American Radio</u>		
3. KQKS-F	7.6/23.8/33/653	See Denver in Spring 91 <u>American Radio</u>		
4. KOA	6.7/18.1/29/497	See Denver in Spring 91 <u>American Radio</u>		
5. KYGO-F	6.0/11.3/26/310	See Denver in Spring 91 <u>American Radio</u>		
6. KXKL-F	5.7/14.4/25/395	See Denver in Spring 91 <u>American Radio</u>		
7. KIMN-F	4.8/14.0/21/383	107.9, 100 KW @ 470, CHR	\$19.00 (Eastman)	(FT. COLLINS)

* Figures shown for each station are: 12+ Share/12+ Cume Rating/12+ AQH/12+ Cume All are Mon-Sun, 6A-Mid

JACKSON, TN

1. WFKX-F	34.6/41.7/37/272	95.9,	3 KW @ 300,	Black	\$14.00 (---)		
2. WTNV-F	9.3/25.5/10/166	104.1,	100 KW @ 655,	Country	\$12.00 (Katz)		
3. WZDQ-F	8.4/23.0/ 9/150	102.3,	6 KW @ 300,	Oldies	\$ NA (Dora)		
4. WMXX-F	6.5/10.6/ 7/ 69	103.1,	3 KW @ 262,	AC	\$ NA (HNWH)	CR	
5. WYNU-F	5.6/15.3/ 6/100	92.3,	100 KW @ 1050,	CHR	\$ NA (K & P)		(MILAN)

JEFFERSON CITY, MO

1. KTXY-F	19.8/38.4/44/484	106.9,	100 KW @ 600,	CHR	\$ NA (Mc-Guild)	Brill		
2. KCLR-F	15.8/28.1/35/354	99.3,	33 KW @ 600,	Country	\$ NA (---)		(BOONVILLE)	
3. KLIK	13.1/28.9/29/365	950,	5 KW/500W (DA-N),	Country	\$ NA (Mc-Guild)	Brill		
4. KFMZ-F	10.4/22.7/23/287	See Columbia, MO in this edition						
5. KJMO-F	9.5/19.0/21/240	100.1,	3 KW @ 300,	AC	\$14.00 (Roslin)			

LAREDO, TX

1. KJBZ-F	28.0/43.8/49/419	92.7,	3 KW @ 289,	Hispanic	\$14.00 (Katz Hisp)		
2. KRRG-F	23.4/48.7/41/466	98.1,	100 KW @ 737,	CHR	\$12.00 (HNWH)		
3. KVOZ	9.1/14.7/16/141	890,	10 KW/1 KW(DA-N),	Hispanic	\$11.00 (Lotus)	Broad Based	
4. KOYE-F	8.6/38.2/15/366	94.9,	100 KW @ 1000,	AC	\$10.00 (Roslin)	Broad Based	

LIMA, OH

1. WZOQ-F	27.7/46.0/56/596	92.1,	3 KW @ 328,	CHR	\$33.00 (Mc-Guild)	Arrow	
2. WIMT-F	14.9/28.6/30/371	102.1,	11 KW @ 1060,	Country	\$ NA (Katz)		
3. WLSR-F	7.9/14.0/16/181	104.9,	3 KW @ 260,	AC	\$19.00 (Roslin)		
4. WQTL-F	7.4/15.4/15/199	106.3,	3 KW @ 300,	Classic AOR	\$14.00 (---)		
5. WIMA	5.9/17.5/12/277	1150,	1 KW (DA-2) ,	Full Service	\$13.00 (Katz)		

LONGVIEW/MARSHALL, TX

1. KYKX-F	20.5/36.9/39/511	105.7,	100 KW @ 1005,	Country	\$ NA (Mc-Guild)	Sun Group		
2. KISX-F	9.5/15.3/18/211	See Tyler, TX in this edition						
3. KTAL-F	8.4/12.9/16/179	See Shreveport in Spring 91 <u>American Radio</u>						
4. KNUE-F	7.9/15.3/15/212	See Tyler, TX in this edition						
5. KTUX-F	6.8/25.5/13/352	See Shreveport in Spring 91 <u>American Radio</u>						

MORGANTOWN, WV

1. WVAQ-F	21.0/37.8/58/663	101.9,	50 KW @ 500,	CHR	\$22.00 (---)		
2. WCLG-F	12.7/21.1/35/374	100.1,	6 KW @ 300,	AOR	\$15.00 (Dome)		
3. WFMG-F	10.5/27.2/29/483	97.9,	50 KW @ 500,	CHR	\$14.00 (Regional)		(FAIRMONT)
4. WAJR	9.4/15.8/26/281	1440,	5 KW/500W (DA-2),	Country/FS	\$16.00 (---)		
5. WKKW-F	8.0/14.9/22/264	106.5,	50 KW @ 500,	Country	\$15.00 (K & P)		(CLARKSBURG)
WBUC-F	8.0/12.2/22/217	101.3,	50 KW @ 500,	Country	\$ 8.00 (Commercial)		(BUCKHANNON)

NORTHEASTERN MICHIGAN

1. WHSB-F	22.7/46.2/22/280	107.7,	100 KW @ 450,	CHR	\$15.00 (Mich. Spot)		
2. WATZ-F	20.6/30.7/20/186	99.3,	17 KW @ 850,	Country	\$12.00 (Katz)		
3. WAIR-F	12.4/23.3/12/141	92.5,	100 KW @ 868,	Soft AC	\$17.00 (Roslin)		

SAN LUIS OBISPO/SANTA MARIA/LOMPOC

1. KZOZ-F	8.2/22.0/37/659	93.3,	29 KW @ 1500,	CHR	\$ NA (Christal)		(SAN LUIS)
2. KSNI-F	7.3/11.3/33/340	102.5,	17 KW @ 770,	Country	\$ NA (Torbet)	Bayliss	(SANTA MARIA)
3. KWBR-F	7.1/12.8/32/384	95.3,	2 KW @ 390,	AOR	\$ NA (Eastman)		(PISMO)
4. KDDB-F	6.0/10.1/27/303	92.5,	4 KW @ 1550,	Country	\$ NA (HNWH)	Dellar	(PASO)
5. KRQK-F	5.3/11.3/24/352	100.3,	4 KW @ 863,	AOR	\$ NA (Schubert)		(LOMPOC)
6. KOTR-F	4.2/ 7.6/19/228	94.9,	25 KW @ 285,	AOR/Classic	\$15.00 (---)		(CAMBRIA)
KIQO-F	4.2/ 9.8/19/293	104.5,	6 KW @ 1410,	Oldies	\$ NA (Western)		(ATASCAD)

STAUNTON - WAYNESBORO, VA

1. WKCY-F	14.5/21.1/17/169	See Harrisonburg in this edition					
2. WKDW	13.7/27.8/16/222	900,	2.5 KW/127W ,	Country	\$13.00 (---)		
3. WSGM-F	12.0/31.4/14/251	93.5,	3 KW @ 300,	CHR	\$16.00 (---)		
4. WQPO-F	7.7/22.9/ 9/183	See Harrisonburg in this edition					

WAUSAU, WI

1. WIFC-F	27.0/44.1/172/1627	95.5,	100 KW @ 1150,	CHR	\$ NA (Christal)	Journal Co.	
2. WDEZ-F	14.1/25.0/ 90/ 928	101.9,	100 KW @ 490,	Country	\$ NA (Banner)	Midwest	
3. WYCO-F	5.6/21.7/ 36/ 800	107.9,	100 KW @ 1029,	AC	\$ NA (K & P)	Seehafer	
4. WAXX-F	4.9/11.4/ 31/ 420	See Eau Claire in this edition					
5. WSAU	4.7/14.3/ 30/ 529	550,	5KW (DA-2) ,	Full Service	\$ NA (Christal)	Journal Co.	
6. WMZK-F	4.5/ 9.2/ 29/ 338	104.1,	3.5 KW @ 436,	Classic AOR	\$ NA (HNWH)		(MERRILL)

YUBA CITY, CA

1. KRAK-F	11.3/21.7/16/220	See Sacramento in Spring 91 <u>American Radio</u>					
2. KFBK	9.2/17.1/13/173	See Sacramento in Spring 91 <u>American Radio</u>					
3. KRFD-F	8.5/21.2/12/215	99.9,	2 KW @ 2000,	CHR	\$ NA (Mc-Guild)		
4. KXCL-F	7.0/ 8.4/10/ 85	103.9,	3 KW @ 180,	AC	\$14.00 (K & P)		
KSFM-F	7.0/ 8.4/10/156	See Sacramento in Spring 91 <u>American Radio</u>					

* Figures shown for each station are: 12+ Share/12+ Cume Rating/12+ AQH/12+ Cume All are Mon-Sun, 6A-Mid



1991 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

<u>ISSUE</u>	<u>RELEASE DATE</u>	<u>NUMBER OF MARKETS</u>	<u>PRICE</u>
Winter Supplement	May	97	\$49.00
Spring Edition	August	175	\$79.00
Small Market Edition	September	130	\$49.00
Summer Supplement	November	80	\$49.00
Fall Edition	February	168	\$79.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1985 and 1995); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY

Price: \$250.00

THE FACILITIES OF AMERICAN RADIO

Edited by J.T. Anderton, this book is the most accurate and easily understood presentation of FM technical information ever published. The book includes individual coverage maps of every viable FM station in the nation's top 100 markets. There are approximately 1000 maps. Maps include 3.16 M/V and 1 M/V contours. All contours are computer-plotted using FCC propagation curves. Transmitter site conditions are furnished plus accurate power levels, tower heights and HAAT's. This important new reference work breaks new ground in providing accurate technical data for engineers, bankers, brokers, lawyers, consultants and owners.

PUBLISHED BIENNIALY

Price: \$235.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading.

PUBLISHED EVERY APRIL

Price: \$75.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY

Price: \$110.00

ORDER FORM

Complete form and mail to:	<u>AMERICAN RADIO</u>	<u>PRICE</u>	<u># OF COPIES</u>	<u>AMOUNT</u>
JAMES H. DUNCAN, JR.	Winter Supplement	\$ 49.00	_____	_____
DUNCAN'S AMERICAN RADIO, INC.	Spring Edition	\$ 79.00	_____	_____
P.O. BOX 90284	Small Market Edition	\$ 49.00	_____	_____
INDIANAPOLIS, IN 46290	Summer Supplement	\$ 49.00	_____	_____
NAME _____	Fall Edition	\$ 79.00	_____	_____
TITLE _____	Duncan's Radio			
COMPANY _____	Market Guide	\$250.00	_____	_____
ADDRESS _____	The Facilities of			
CITY _____	American Radio	\$235.00	_____	_____
STATE _____ ZIP _____	(Markets 1-100)			
PHONE # _____	The Relationship Between			
_____ Payment Enclosed	Radio Audience Shares	\$ 75.00	_____	_____
_____ Charge my credit card	and Revenue Shares			
_____ Visa _____ Mastercard	Duncan's Radio Group	\$110.00	_____	_____
	Directory			
Card # _____ Exp. _____	TOTAL:		\$ _____	





