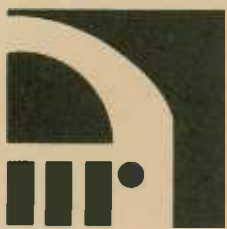


AMERICAN RADIO

Winter 1991 Supplement



James H. Duncan, Jr.



AMERICAN RADIO
WINTER 1991 SUPPLEMENT

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INTRODUCTION

I am pleased to present the fifth edition of American Radio - Winter 1991 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron and Birch survey on a quarterly basis.

The 'Winter Supplement' is issued every May.

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:

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

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INDIVIDUAL MARKET REPORTS

(In Alphabetical Order)

Akron	Des Moines	Madison	Roanoke
Albany-Schen-Troy	Detroit	McAllen-Brown	Rochester
Albuquerque	El Paso	Memphis	Sacramento
Allentown-Beth	Fresno	Miami	Saginaw-BC
Atlanta	Grand Rapids	Milwaukee	St. Louis
Austin	Greensboro-WS	Minneapolis	Salt Lake City
Bakersfield	Greenville NC	Mobile	San Antonio
Baltimore	Grnvl-Sprtnbrg	Monterey-Salinas	San Diego
Baton Rouge	Harrisburg	Nashville	San Francisco
Birmingham	Hartford	Nassau-Suffolk	San Jose
Boston	Honolulu	New Orleans	Seattle
Buffalo	Houston	New York	Shreveport
Charleston SC	Huntsville	Norfolk	Spokane
Charlotte	Indianapolis	Oklahoma City	Springfield MA
Chattanooga	Jackson	Omaha	Syracuse
Chicago	Jacksonville	Orlando	Tampa-St.Pete
Cincinnati	John City-Kngsprt	Philadelphia	Toledo
Cleveland	Kansas City	Phoenix	Tucson
Colorado Spgs.	Knoxville	Pittsburgh	Tulsa
Columbia SC	Lansing	Portland OR	Washington
Columbus OH	Las Vegas	Providence	West Palm Beach
Dallas-Ft.Worth	Little Rock	Raleigh	Wichita
Dayton	Los Angeles	Richmond	Wilkes Barre-Scr
Denver	Louisville	Riverside-SB	York
			Youngstown

AKRON

Arbitron Rank/Pop (12+): 68/542,700
 MSA Rank/Pop: 76/654,000
 Cleveland ADI
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 29/7
 Diaries: 1032/526:1/61.0%
 Sample Target: 980
 % Below Line: 55.3
 % Not Listed: 12.7

1990 Revenue: \$13,700,000
 HH Inc.: \$30,618
 Retail \$: 4.4 Bil
 Pop per Station: 77,528
 #1 Biller: WKDD-F \$3,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WNIR-F (T)	69/ 7.4	6.8	----	6.4	----		82/948	732/13.5	12.1		6.1	58	659	WNIR-F
WAKR (MOR/FS)	69/ 7.4	5.2	----	4.2	----		74/1199	1061/19.6	16.4		5.5	53	889	WAKR
3. WDOK-F (SAC)	64/ 6.9	5.5	----	5.4	----		102/1226	767/14.1	13.3		4.8	46	503	WDOK-F
4. WONE-F (AOR)	58/ 6.3	7.7	----	6.2	----		91/1478	809/14.9	17.2		8.2	78	787	WONE-F
5. WMMS-F (AOR)	53/ 5.7	4.5	----	5.3	----		88/1388	807/14.9	14.7		4.8	46	821	WMMS-F
6. WZAK-F (B)	45/ 4.8	3.5	----	2.7	----		52/555	450/ 8.3	6.8		6.8	65	759	WZAK-F
7. WMJI-F (O/AC)	43/ 4.6	5.3	----	5.5	----		86/1414	794/14.6	14.7		6.2	59	677	WMJI-F
8. WGAR-F (C)	42/ 4.5	5.3	----	4.9	----		71/1152	626/11.5	12.3		4.6	44	600	WGAR-F
9. WQMX-F (AC)	41/ 4.4	2.5	----	4.8	----		73/957	451/ 8.3	7.7		2.7	26	476	WQMX-F
10. WPHR-F (CHR)	38/ 4.1	5.1	----	3.7	----		53/1033	765/14.1	14.9		6.1	58	1010	WPHR-F
WLTF-F (AC)	38/ 4.1	3.1	----	5.1	----		57/1024	655/12.1	10.4		3.1	30	508	WLTF-F
12. WKDD-F (CHR)	37/ 4.0	6.7	----	7.5	----		72/1708	913/16.8	18.7		6.8	65	1065	WKDD-F
13. WNCX-F (CL AOR)	35/ 3.8	3.8	----	3.0	----		51/842	528/ 9.7	10.5		3.8	36	544	WNCX-F
14. WWWE (N/T)	34/ 3.7	2.4	----	2.5	----		64/1001	463/ 8.5	10.6		3.8	36	517	WWWE
15. WRMR (BB)	33/ 3.6	3.8	----	2.3	----		38/376	285/ 5.3	5.5		1.4	13	200	WRMR
16. WSLR (C)	18/ 1.9	2.2	----	2.5	----		22/418	325/ 6.0	7.2		1.8	17	336	WSLR
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.77% (638 of 810) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F	1 WONE-F	1 WDOK-F	1 WDOK-F>	1 WAKR >	1 WAKR >	1 WNIR-F	1 WDOK-F	1 WONE-F<	1 WAKR >>
2 WZAK-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WMJI-F	2 WNIR-F	2 WMMS-F	2 WDOK-F>	2 WONE-F<	2 WPHR-F	2 WDOK-F
3 WKDD-F	3 WNCX-F	3 WDOK-F<	3 WNIR-F<	3 WNIR-F	3 WDOK-F>	3 WNIR-F<	3 WAKR	3 WNIR-F	3 WZAK-F	3 WNIR-F
4	4 WQMX-F	4 WMJI-F	4 WLTF-F	4 WLTF-F<	4 WRMR <	4 WDOK-F	4 WQMX-F	4 WMMS-F	4 WNIR-F	4 WNCX-F
5	5 WZAK-F	5 WLTF-F	5 WMMS-F	5 WMMS-F	5 WMJI-F	5 WKDD-F<	5 WONE-F	5 WMJI-F<	5 WGAR-F<	5 WZAK-F
6	6 WPHR-F	6 WQMX-F	6 WONE-F	6 WONE-F	6 WGAR-F	6 WMJI-F	6 WMMS-F	6 WGAR-F	6 WLTF-F	6 WWWE
7	7 WKDD-F	7 WQMX-F	7 WQMX-F	7	7	7	7	7 WQMX-F	7 WAKR	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WONE-F	1 WQMX-F	1 WQMX-F	1 WZAK-F<	1 WDOK-F	1 WMMS-F	1 WONE-F<	1 WONE-F	1 WONE-F<	1 WMJI-F
2 WZAK-F	2 WZAK-F	2 WKDD-F	2 WLTF-F	2 WLTF-F>	2 WONE-F>>	2 WMMS-F>	2 WMMS-F	2 WMMS-F	2 WDOK-F
3 WPHR-F	3 WONE-F	3 WZAK-F	3 WQMX-F	3 WZAK-F	3 WPHR-F	3 WNCX-F>	3 WNCX-F	3 WMJI-F	3 WNIR-F
4 WQMX-F>	4 WKDD-F	4 WMMS-F	4 WONE-F	4 WGAR-F	4 WNCX-F>>	4 WNIR-F	4 WNIR-F	4 WDOK-F	4 WONE-F
5 WNCX-F	5 WPHR-F	5 WLTF-F	5 WKDD-F	5 WQMX-F	5	5	5 WDOK-F	5 WNIR-F	5 WMMS-F
6 WKDD-F	6 WMMS-F	6 WNCX-F	6 WDOK-F	6 WKDD-F	6	6	6 WMJI-F	6 WNCX-F	6 WWWE
7 WMMS-F	7 WNCX-F	7 WONE-F	7 WMMS-F<	7 WNIR-F	7	7	7	7	7
	8 WLTF-F	8 WNWV-F							

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHLO 640 Akron/Cleveland	0.5/3.1/	8/	273
WCLV-F 95.5 Cleveland	1.0/2.9/	11/	265
WHBC 1480 Canton	0.4/1.1/	74/	987
WHBC-F 94.1 Canton/Akron	0.5/3.1/	64/	971
WHK 1420 Cleveland	0.5/2.9/	9/	205
WJMO-F 92.3 Cleveland Hghts	0.5/3.0/	8/	199
WKBN-F 98.9 Youngstown	0.6/1.8/	7/	164
WKNR 1220 Cleveland	0.4/2.2/	6/	182
WNWV-F 107.3 Elyria/Clevlnd	1.1/4.5/	17/	369
WQAL-F 104.1 Cleveland	1.7/6.6/	24/	526
WQXK-F 105.1 Salem/Youngstwn	1.3/3.6/	39/	528
WRQK-F 106.9 Canton/Akron	0.9/4.8/	58/	1005
WTOF-F 98.1 Canton/Akron	0.4/1.7/	10/	329

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N) , MOR/Full Service	MBS, \$50.00 (Mc-Guild)	Ragan Henry
WHLO , 640, 5 KW/500 W (DA-2), Religion	ABC, \$14.00 (---)	Mortenson
WSLR , 1350, 5 KW (DA-1) , Country	ABC, \$22.00 (Katz)	Barnstable
WKDD-F, 96.5, 50 KW @ 441 , CHR	, \$73.00 (Katz)	Barnstable
WNIR-F, 100.1, 3 KW @ 328 , Talk	CBS, \$40.00 (K & P)	(KENT)
WONE-F, 97.5, 12 KW @ 890 , AOR	ABC, \$52.00 (Mc-Guild)	Ragan Henry
WQMX-F, 94.0, 16 KW @ 878 , AC	, \$35.00 (Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/725,600
 MSA Rank/Pop: #2/861,000
 ADI # 53
 Average Person Ratings: 17.4
 Market TSL: 22.50 hours

Stations: 28/26
 Diaries: 1254/579:1/60.7%
 Sample Target: 1115
 % Below Line: 1.1
 % Not Listed: 14.7

1990 Revenue: \$21,900,000
 HH Inc.: \$34,434
 Retail \$: 7.4 Bil
 Pop per Station: 27,907
 #1 Biller: WPYX-F \$4,400,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WROW-F (EZ/SAC)	115/ 9.1	10.9	7.9	9.4	11.3	9.3	151/1698	1215/16.7	17.0	17.9	7.1	86	765	WROW-F
2. WGY (MOR/FS)	112/ 8.9	7.4	8.4	9.7	9.1	8.6	145/2371	1646/22.7	16.8	25.0	9.1	110	1220	WGY
3. WFLY-F (CHR)	109/ 8.6	10.2	7.4	7.6	7.2	8.4	133/2309	1713/23.6	22.5	21.8	12.4	150	2008	WFLY-F
4. WGNA-F (C)	107/ 8.5	9.6	10.0	8.9	11.2	9.3	246/2318	1066/14.7	16.4	20.9	10.8	130	1314	WGNA-F
5. WKLI-F (AC)	96/ 7.6	7.5	7.9	8.5	5.8	7.9	100/1349	1240/17.1	17.9	14.5	6.8	82	1025	WKLI-F
6. WPYX-F (AOR)	85/ 6.7	9.4	10.2	8.9	7.1	8.8	145/2406	1464/20.2	22.3	19.5	7.1	86	1393	WPYX-F
7. WQBK-F (CL AOR)	74/ 5.9	3.3	4.4	4.1	2.6	4.4	77/1326	1172/16.2	10.1	11.2	5.3	64	958	WQBK-F
8. WGY -F (O)	69/ 5.5	5.9	4.8	5.2	4.4	5.3	110/1863	1275/17.6	17.2	16.3	5.3	64	1209	WGY -F
9. WQBK (T)	49/ 3.9	3.6	3.8	4.0	3.8	3.8	49/611	605/ 8.3	8.0	7.9	2.9	35	469	WQBK
10. WPTR (N/T)	36/ 2.9	1.3	1.6	1.3	1.1	1.8	48/756	667/ 9.2	4.6	5.8	2.0	24	326	WPTR
WABY (BB)	36/ 2.9	1.8	2.5	2.0	3.8	2.3	36/480	480/ 6.6	4.5	6.5	2.6	31	379	WABY
12. WTRY (O)	32/ 2.5	3.3	3.9	3.5	5.6	3.3	41/679	608/ 8.4	8.4	13.1	3.3	40	498	WTRY
13. WVKZ-F (AOR)	31/ 2.5	3.0	3.0	1.6	2.4	2.5	37/783	654/ 9.0	8.5	8.0	4.3	52	917	WVKZ-F
14. WROW (EZ)	16/ 1.3	1.4	1.7	2.7	2.1	1.8	18/397	375/ 5.2	4.5	6.4	0.5	6	187	WROW
15. WSHZ-FF (O)	15/ 1.2	1.8	0.5	0.5	1.1	1.0	44/690	323/ 4.5	5.8	3.8	1.0	11	249	WSHZ-FF

12+ FM SHARE (METRO): 69.14% (744 of 1076) (WIN 90: 66.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F<	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WROW-F	1 WGY	1 WROW-F	1 WGNA-F<	1 WFLY-F	1 WGY >>
2 WPYX-F	2 WPYX-F	2 WPYX-F	2 WPYX-F	2 WPYX-F	2 WGY	2 WROW-F	2 WKLI-F	2 WFLY-F<	2 WGY	2 WPTR
3 WGNA-F	3 WQBK-F	3 WFLY-F	3 WGY -F	3 WGNA-F	3 WGNA-F	3 WGNA-F<	3 WROW-F	3 WROW-F	3 WFLY-F	3 WFLY-F
4	4 WKLI-F>	4 WQBK-F	4 WGNA-F	4 WGY -F<	4 WKLI-F	4 WFLY-F	4 WGY	4 WPYX-F	4 WPYX-F	4 WPYX-F
5	5 WGY -F	5 WGNA-F	5 WQBK-F	5 WROW-F	5 WQBK	5 WKLI-F	5 WPYX-F	5 WKLI-F	5 WGN-F	5 WQBK
6	6 WGNA-F	6 WGY -F	6 WROW-F	6 WQBK-F	6 WGY -F	6 WPYX-F<	6 WFLY-F	6 WGY	6 WQBK-F	6 WROW-F
7	7	7	7 WFLY-F	7 WGY	7	7 WQBK-F	7	7	7 WKLI-F	7 WGN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F<	1 WKLI-F>	1 WKLI-F>	1 WKLI-F>	1 WFLY-F>	1 WPYX-F	1 WPYX-F	1 WPYX-F	1 WPYX-F
2 WKLI-F	2 WKLI-F>	2 WPYX-F	2 WFLY-F	2 WGNA-F	2 WQBK-F	2 WQBK-F	2 WQBK-F>>	2 WQBK-F	2 WQBK-F
3 WGNA-F	3 WPYX-F	3 WGY -F	3 WGNA-F	3 WGY -F<	3 WVKZ-F	3 WFLY-F>>	3 WGNA-F	3 WFLY-F	3 WGNA-F
4 WVKZ-F	4 WQBK-F	4 WQBK-F	4 WGY -F	4 WROW-F	4 WPYX-F>>	4 WVKZ-F	4 WGY -F	4 WGY -F	4 WROW-F
5 WQBK-F	5 WGY -F	5 WFLY-F>>	5 WQBK-F	5 WGY	5 WKLI-F	5 WKLI-F	5 WFLY-F	5 WGNA-F	5 WGY -F
6 WPYX-F>>	6 WGNA-F	6	6 WPYX-F	6 WFLY-F	6	6	6 WEQX-F	6	6 WGY
									7 WPTR

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WCKL 560 Catskill	1.0/1.6/ 12/ 117	WKAJ 900 Saratoga Sprngs	0.6/1.1/ 8/ 90
WCSS 1490 Amsterdam	0.7/1.7/ 9/ 141	WQKZ-F 98.5 Catskill	0.8/1.5/ 15/ 223
WEQX-F 102.7 Manchester	1.1/3.4/ 33/ 485	WQY-F 102.3 Saratoga Spgs.	0.4/2.2/ 5/ 175
WGNA 1460 Albany/Troy	0.2/2.1/ 8/ 233	WSSV-F 101.3 Stillwater/Srtg	0.4/1.6/ 11/ 179
WHAZ 1330 Troy	0.3/1.3/ 4/ 91		
WIZR 930 Johnstown	0.8/1.0/ 11/ 121	WJIV-F 101.9 Cherry Valley	0.7/2.0/ 14/ 227
		WMVI 1160 Mechanicville	0.4/2.1/ 5/ 152

RADIO STATIONS

WABY , 1400, 1 KW	, Nostalgia UNISUP UNIULT, \$16.00 (Durpetti)	Premiere
WCKL , 560, 1 KW (DAYS)	, MOR APR, \$10.00 (Savalli)	(CATSKILL)
WGY , 810 50 KW	, MOR/Full Service CBS, \$78.00 (Eastman)	Empire
WPTR , 1540, 50 KW (DA-1)	, News/Talk ABC MBS, \$21.00 (Torbet)	
WQBK , 1300, 5 KW (DA-2)	, Talk CBS ABC, \$25.00 (HNWH)	
WROW , 590, 5 KW/1 KW (DA2)	, See WROW-FM	
WTRY , 980, 5 KW (DA-N)	, Oldies MBS UNIULT, \$35.00 (Mc-Guild)	Merv Griffin
WGNA-F, 107.7, 13 KW @ 980	, Country UNISUP, \$54.00 (Katz)	Barnstable
WGY -F, 99.5, 15 KW @ 927	, Oldies SOURCE, \$38.00 (Eastman)	Empire
WHRL-F, 103.1, 1.5 KW @ 500	, NAC/EZ MBS, \$16.00 (---)	
WKLI-F, 100.9, 3 KW @ 300	, AC , \$61.00 (Durpetti)	Premiere
WPYX-F, 106.5, 16 KW @ 902	, AOR ABC, \$87.00 (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300	, Classic AOR RADRAD UNIPWR, \$33.00 (Banner)	
WROW-F, 95.5, 12 KW @ 1023	, EZ UNISUP, \$43.00 (Christal)	Radio Terrace
WVKZ-F, 96.7, 3 KW @ 239	, CHR/AOR SMN SOURCE, \$22.00 (Banner)	
WFLY-F, 92.3, 17 KW @ 850	, CHR ABC, \$50.00 (Torbet)	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/467,500
 MSA Rank/Pop: 99/507,000
 ADI # 51
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 23/20
 Diaries: 992/471:1/58.0%
 Sample Target: 885
 % Below Line: 4.6
 % Not Listed: 10.1

1990 Revenue: \$18,000,000
 HH Inc.: \$27,783
 Retail \$: 4.0 Bil
 Pop per Station: 23,375
 #1 Biller: KKOB \$3,400,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	146/18.3	16.7	----	12.4	----		222/2295	1589/34.0	28.6		15.7	129	1252	KRST-AF
2. KKOB-F (AC)	80/10.1	10.5	----	9.8	----		106/1498	1049/22.4	23.8		8.5	72	1056	KKOB-F
3. KKOB (FS)	74/ 9.3	8.9	----	10.7	----		108/1676	1108/23.7	23.1		8.1	69	827	KKOB
4. KKSS-F (CHR)	56/ 7.0	7.7	----	10.1	----		75/1236	903/19.3	19.0		14.9	127	975	KKSS-F
5. KZRR-F (AOR)	52/ 6.5	6.3	----	6.3	----		79/1232	808/16.8	14.3		7.8	66	779	KZRR-F
6. KLSK-F (CL AOR)	45/ 5.7	3.7	----	3.6	----		82/1127	687/14.7	12.6		4.5	38	496	KLSK-F
7. KZKL-AF (O)	37/ 4.7	7.9	----	7.0	----		41/777	668/14.3	19.9		4.3	33	620	KZKL-AF
8. KKJY-F (EZ)	35/ 4.4	3.9	----	4.9	----		54/539	431/ 9.2	10.2		4.6	39	408	KKJY-F
9. KHFM-F (CL)	32/ 4.0	2.7	----	2.4	----		47/507	398/ 8.5	7.6		3.6	31	327	KHFM-F
10. KMGA-F (SAC)	31/ 3.9	4.1	----	4.4	----		38/552	396/ 8.5	11.4		1.6	14	307	KMGA-F
11. KOLT-F (C)	25/ 3.1	2.3	----	2.7	----		31/779	514/11.0	8.1		2.4	20	311	KOLT-F
12. KRBL-F (AOR)	20/ 2.5	2.4	----	1.2	----		61/842	484/10.4	8.0		4.1	35	467	KRBL-F
KAMX-F (SP)	20/ 2.5	2.2	----	3.6	----		23/662	506/10.2	8.9		3.1	26	448	KAMX-F
14. KDEF (BB)	12/ 1.5	1.1	----	1.5	----		12/141	141/ 3.0	4.5		0.8	7	136	KDEF
15. KBAC-F (AC)	10/ 1.3	-----	-----	-----	-----		13/127	73/ 1.6	0.0					KBAC-F
16. KABQ (SP)	9/ 1.1	1.5	----	0.6	----		9/190	178/ 3.8	3.8		0.6	5	162	KABQ
17. KIVA-F (CHR)	8/ 1.0	0.5	----	2.1	----		11/310	194/ 4.1	3.9		1.3	11	239	KIVA-F
19. KIDI-F (SP)	8/ 1.0	1.3	----	1.5	----		12/155	85/ 1.8	2.8		1.8	15	187	KIDI-F
20.														

12+ FM SHARE (METRO): 84.08% (602 of 716) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF	1 KRST-AF	1 KRST-AF>	1 KRST-AF>	1 KRST-AF	1 KKOB
2 KRBL-F>	2 KKOB-F	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KKOB >	2 KKOB	2 KKOB-F	2 KKOB-F>	2 KKSS-F>	2 KRST-F
3 KHFM-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F<	3 KKOB-F	3 KKOB-F>	3 KKOB	3 KKSS-F<	3 KKOB >	3 KHFM-F
KAMX-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KKOB	KKJY-F>	4 KZRR-F>	4 KZRR-F	4 KKOB	4 KRBL-F	4
5	5 KKSS-F	5 KZKL-AF	5 KZKL-AF	5 KLSK-F	5 KHFM-F	5 KKSS-F	5 KLSK-F	5 KLSK-F<	5 KLSK-F	5
6	6 KMGA-F	KKSS-F	KKOB	6 KZKL-AF	6	6	6	6 KZRR-F	6	6
7	7 KZKL-AF									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRST-AF	1 KRST-AF>	1 KRST-AF<	1 KRST-AF>	1 KRST-AF>	1 KRST-AF	1 KZRR-F<	1 KZRR-F	1 KRST-AF	1 KRST-AF>
2 KKSS-F>	2 KKOB-F>	2 KKOB-F>>	2 KKOB-F>	2 KKOB-F>>	2 KZRR-F>	2 KRST-AF>	2 KRST-AF>	2 KZRR-F	2 KZRR-F
3 KMGA-F>>	3 KKSS-F	3 KZKL-AF	3 KKSS-F	3 KZKL-AF	3 KRBL-F	3 KLSK-F	3 KLSK-F	3 KKOB-F	3 KKOB-F
4 KRBL-F	4 KMGA-F	4 KLSK-F	4 KZKL-AF	4 KKOB	KLSK-F	4 KKOB-F	KKOB-F>	4 KLSK-F	4 KKOB
KZRR-F	5 KZKL-AF	5 KMGA-F	5 KMGA-F	5 KLSK-F	KKSS-F	5	5 KMGA-F	5 KKOB	5 KLSK-F
KLSK-F	KLSK-F	KKSS-F	6 KLSK-F	6	6 KZKL-AF	6	6	6	6
KKOB-F					KKOB-F				
KIDI-F					KAMX-F				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KMBA	1050	L Ranchs Dalbq	0.4/2.5/	4/ 138
KXKS	1190	Albuquerque/SF	0.8/2.1/	10/ 105
KBOM-F	106.7	Santa Fe/Albq	0.9/2.3/	15/ 272

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350,	5 KW/500 W (DA-2),	HISPANIC	,	\$ 12.00	(Caballero)	
KDEF, 1150,	5 KW/500 W (DA-2),	NOSTALGIA	,	\$ 15.00	(Roslin)	
KKOB, 770,	50 KW (DA-2)	MOR/FULL SER.	,	\$ 62.00	(McGuild)	Fairmont
KQEO, 920,	1 KW/500 W (DA-N)	OLDIES	ABC E, UNISUP,	\$ 16.00	(Katz)	
KRZY, 1450,	1 KW (DA-1)	SEE KRST-F				
KXKS, 1190,	10 KW (DAYS)	HISPANIC	CBS, MBS,	\$ 15.00	(Caballero)	

FM STATIONS

KAMX, 107.9,	23 KW @ 4131,	AC (?)	ABC R,	\$ 25.00	(HNWH)	Coastal
KHFM, 96.3,	20 KW @ 4130,	CLASSICAL	,	\$ 25.00	(CMBS)	
KIDI, 103.3,	21 KW @ 4186,	HISPANIC	,	\$ 13.00	(K & P)	
KIVA, 105.1,	100 KW @ 1936,	CHR	,	\$ 22.00	(Banner)	First City (SANTA FE)
KKJY, 100.3,	23 KW @ 4107,	EZ	,	\$ 20.00	(Torbet)	
KKOB, 93.3,	22 KW @ 4150,	AC	,	\$ 76.00	(McGuild)	Fairmont
KKSS, 97.3,	100 KW @ 1875,	CHR	UNIPWR,	\$ 23.00	(Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1,	100 KW @ 1875,	CL AOR	,	\$ 28.00	(K & P)	(SANTA FE)
KMGA, 99.5,	23 KW @ 4130,	SOFT AC	UNISUP, UNIPWR,	\$ 23.00	(Katz)	
KMYI, 107.1,	25 KW @ 705,	AC	,	\$ 21.00	(Roslin)	(ARMIJO)
KOLT, 105.9,	100 KW @ 1936,	COUNTRY	ABC C,	\$ 20.00	(Christal)	(SANTA FE)
KRBL, 98.5,	23 KW @ 4130,	AOR	UNIULT, UNIPWR,	\$ 17.00	(Torbet)	(LOS ALAMOS)
KRST, 92.3,	22 KW @ 4160,	COUNTRY	,	\$ 65.00	(Katz)	Commonwealth
KZKL, 101.7,	3 KW @ 92,	OLDIES	CBS, MBS,	\$ 35.00	(Christal)	(RIO RANCHO)
KZRR, 94.1,	23 KW @ 4130,	AOR	SOURCE,	\$ 52.00	(Republic)	Anchor

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/584,900
 MSA Rank/Pop: 71/687,000
 Philadelphia ADI
 Average Person Ratings: 18.1
 Market TSL: 23.50 hours

Stations: 35/12
 Diaries: 1086/539:1/62.1%
 Sample Target: 1000
 % Below Line: 16.6
 % Not Listed: 12.8

1990 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 Bill
 Pop per Station: 48,741
 #1 Biller: WLEV-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	162/15.3	17.4	12.1	14.9	12.8	14.9	207/1893	1470/25.1	26.4	24.1	9.7	91	985	WFMZ-F
2. WLEV-F (AC)	144/13.6	13.9	12.7	11.8	12.4	13.0	154/1833	1638/28.0	27.1	26.2	12.4	116	1080	WLEV-F
3. WZZO-F (AOR)	96/ 9.1	10.9	12.5	12.4	12.2	11.2	121/1785	1346/23.0	22.4	24.8	13.4	125	1567	WZZO-F
4. WAEB (N/T)	76/ 7.2	4.3	4.7	3.4	4.5	4.9	84/930	867/14.8	13.8	14.6	4.2	39	498	WAEB
5. WAEB-F (CHR)	73/ 6.9	6.7	7.3	10.4	7.9	7.8	78/1260	1118/19.1	21.4	22.2	8.2	77	1360	WAEB-F
6. WHXT-F (CHR)	63/ 5.9	6.4	6.5	7.2	7.1	6.5	72/1329	1099/18.1	20.7	21.0	8.5	79	1327	WHXT-F
7. WEST (BB)	43/ 4.1	3.4	5.1	4.0	3.7	4.2	48/430	400/ 6.8	7.2	7.7	4.9	46	406	WEST
8. WKKW (C)	34/ 3.2	3.6	7.2	4.4	4.6	4.6	36/422	369/ 6.3	8.7	8.4	3.9	36	459	WKKW
9. WYSP-F (AOR)	29/ 2.7	3.2	2.0	3.0	1.9	2.7	35/690	564/ 9.6	8.2	7.7	4.4	41	496	WYSP-F
10. WKAP (BB)	24/ 2.3	0.9	1.0	1.4	1.7	1.4	24/356	356/ 6.1	3.6	5.4	1.2	11	283	WKAP

12+ FM SHARE (METRO): 72.94% (674 of 924) (WIN 90: 74.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F<	1 WFMZ-F	1 WFMZ-F<	1 WFMZ-F	1 WFMZ-F
WAEB-F>>	2 WLEV-F>	2 WZZO-F>	2 WZZO-F>	2 WFMZ-F	2 WLEV-F	2 WFMZ-F	2 WLEV-F>	2 WLEV-F>	2 WLEV-F<	2 WLEV-F>
3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WAEB-F	3 WZZO-F	3 WAEB >	3 WAEB >	3 WZZO-F	3 WZZO-F	3 WHXT-F<	3 WZZO-F>
4	4 WHXT-F>	4 WHXT-F	4 WFMZ-F	4 WAEB-F	4 WEST	4 WZZO-F	4 WAEB	4 WAEB-F	4 WZZO-F	4 WAEB-F
5	5 WYSP-F	5 WFMZ-F	5 WHXT-F	5 WAEB	5	5 WAEB-F	5 WAEB-F	5 WHXT-F	5 WAEB-F	5 WAEB
6	6	6 WAEB	6 WAEB	6 WHXT-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F>	1 WLEV-F>	1 WLEV-F>>	1 WLEV-F>>	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F	1 WZZO-F<
2 WAEB-F>	2 WZZO-F>	2 WAEB-F>	2 WAEB-F>	2 WFMZ-F>	2 WLEV-F>>	2 WLEV-F>	2 WLEV-F>	2 WLEV-F>	2 WLEV-F>
3 WHXT-F>	3 WAEB-F	3 WHXT-F	3 WZZO-F	3 WAEB-F	3 WYSP-F	3 WAEB-F	3 WAEB-F	3 WYSP-F	3 WFMZ-F
4 WLEV-F>>	4 WHXT-F	4 WZZO-F	4 WHXT-F	4 WHXT-F>	4 WHXT-F	4 WYSP-F	4 WYSP-F>	4 WAEB-F	4 WAEB
5	5	5	5 WFMZ-F	5 WZZO-F	5 WAEB-F>>	5 WHXT-F	5 WHXT-F	5 WAEB	5 WYSP-F

OTHER RATED STATIONS

METRO CUME TSA
 SHARE/RTG/AQH/CUME

WEEX	1230	Easton	1.0/2.7/	11/ 159					
WLSH	1410	Lansford	1.4/1.1/	19/ 134					
WRNJ	1000	Hackettstown	0.7/2.0/	7/ 119					
KYW	1060	Philadelphia	1.3/6.5/	23/ 561	WLTW-F	106.7	New York	0.4/0.0/	10/ 245
WABC	770	New York	1.1/2.7/	19/ 324	WMGK-F	102.9	Philadelphia	0.4/2.8/	9/ 240
WEAZ-F	101.1	Philadelphia	0.7/2.9/	11/ 250	WMNR-F	93.3	Philadelphia	0.8/4.8/	10/ 384
WEGX-F	106.1	Philadelphia	0.3/1.6/	8/ 166	WNEW-F	102.7	New York	0.4/1.1/	5/ 161
WFLN-F	95.7	Philadelphia	0.8/1.6/	16/ 191	WNNJ-F	103.7	Newton	0.4/1.4/	14/ 241
WIOQ-F	102.1	Philadelphia	0.4/1.4/	7/ 154	WUGL-F	98.1	Philadelphia	1.3/3.7/	17/ 279
WIP	610	Philadelphia	0.9/1.3/	10/ 76	WOR	710	New York	0.4/1.7/	14/ 249
WKRZ-F	98.5	WilkesBarre/Scr	0.5/1.9/	16/ 219	WQEQ-F	103.1	Freeland/Hz1tn	0.6/1.4/	8/ 118
					WUSL-F	98.9	Philadelphia	0.4/1.6/	7/ 115
					WWDB-F	96.5	Philadelphia	0.9/2.2/	22/ 196
					WXTU-F	92.5	Philadelphia	1.5/5.0/	20/ 374
					WYCL-F	107.5	Boyertown	0.3/2.4/	4/ 157
					WYXR-F	104.5	Philadelphia	0.3/2.8/	16/ 294

RADIO STATIONS

WAEB, 790,	1 KW (DA-2)	, NEWS/TALK	ABC I, CBS, \$	25.00 (Katz)	CRB
WEEX, 1230,	1 KW (DA-2)	, OLDIES	SMN, \$	13.00 (Christal)	Roth
WEST, 1400,	1 KW	, NOSTALGIA	CBS, \$	18.00 (McGuild)	Zimmerman
WKAP, 1320,	5 KW/1 KW (DA-2)	, NOSTALGIA/MOR	UNSUP, APR, \$	14.00 (Durpetti)	Holt
WKKW, 1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I, \$	19.00 (Eastman)	
WAEB-F, 104.1,	50 KW @ 500,	CHR	UNIPWR, \$	47.00 (Katz)	CRB
WFMZ-F, 100.7,	17 KW @ 869,	EZ/BTFL	, \$	50.00 (Torbet)	
WHXT-F, 99.9,	50 KW @ 446,	CHR	, \$	40.00 (Christal)	Roth
WLEV-F, 96.1,	50 KW @ 500,	AC	, \$	73.00 (McGuild)	Zimmerman
WZZO-F, 95.1,	30 KW @ 631,	AOR	, \$	59.00 (Durpetti)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York

ATLANTA

Arbitron Rank/Pop (12+): 12/2,347,800
 MSA Rank/Pop: 10/2,870,000
 ADI # 12
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 25/23
 Diaries: 2308/1017:1/57.0%
 Sample Target: 1935
 % Below Line: 1.0
 % Not Listed: 11.7

1990 Revenue: \$114,000,000
 HH Inc.: \$36,639
 Retail \$: 24.4 Btl
 Pop per Station: 102,078
 #1 Biller: WSB \$13,400,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WVEE-F (B)	465/11.3	11.0	14.8	15.1	14.0	13.1	531/4752	4120/17.5	16.6	18.1	14.1	589	4867
2. WSB -F (AC)	390/ 9.5	8.2	9.9	8.1	10.9	8.9	418/6279	5544/23.6	23.1	23.1	6.0	249	3971
3. WPCH-F (EZ)	308/ 7.5	7.5	8.0	8.2	8.1	7.8	370/4667	3957/16.9	17.0	16.3	5.9	247	3271
WAPW-F (CHR)	308/ 7.5	8.2	8.6	10.6	9.4	8.7	399/5621	4457/19.0	19.4	21.5	8.7	362	4925
5. WSB (MOR/FS)	264/ 6.4	6.5	5.7	6.7	7.1	6.3	297/4804	4296/18.3	19.1	17.5	5.3	221	3389
6. WKLS-F (AOR)	255/ 6.2	7.2	6.3	6.9	5.4	6.7	301/4524	3708/15.8	15.5	16.4	9.4	391	3309
7. WFOX-F (O)	231/ 5.6	5.5	5.8	6.4	5.3	5.8	281/4801	3763/16.0	16.6	16.0	5.2	215	3463
8. WYAY-F (C)	222/ 5.4	6.6	5.5	5.6	3.7	5.8	409/4937	3068/13.1	13.7	12.1	5.9	89	2582
9. WKHX-F (C)	187/ 4.5	4.9	5.1	4.5	5.3	4.8	259/3581	2662/11.3	11.9	11.9	3.7	155	2594
10. WSTR-F (AC)	174/ 4.2	5.1	4.4	3.2	2.8	4.2	198/3336	2945/12.5	14.0	12.0	4.2	173	3013
11. WZGC-F (CL AOR)	165/ 4.0	3.8	4.0	3.7	3.8	3.9	202/3810	3273/13.9	12.9	13.6	5.1	211	3419
12. WAOK (GOSP)	147/ 3.6	3.3	2.7	2.8	3.4	3.1	147/1368	1362/ 5.8	6.2	6.7	2.7	111	1570
13. WGST (N/T)	134/ 3.3	4.3	4.1	3.3	3.5	3.8	140/2230	2028/ 8.6	9.6	10.1	5.0	210	2411
14. WALR-F (B/AC)	131/ 3.2	2.3	0.5	0.6	0.5	1.6	181/2154	1805/ 7.7	5.6	2.5	5.7	239	2282
15. WCNN (N)	102/ 2.5	1.5	0.8	0.9	0.9	1.4	110/2601	2465/10.5	7.6	5.3	2.2	90	2223

12+ FM SHARE (METRO): 79.45% (2888 of 3635) (WIN 90: 80.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F	1 WVEE-F>	1 WVEE-F	1 WSB -F	1 WSB -F	1 WPCH-F	1 WVEE-F	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F
2 WVEE-F>	2 WSB -F	2 WSB -F>	2 WVEE-F>	2 WVEE-F	2 WSB	2 WSB	2 WPCH-F	2 WSB -F	2 WAPW-F	2 WSB >>
3 WKLS-F	3 WKLS-F	3 WKLS-F<	3 WFOX-F	3 WPCH-F	3 WSB -F	3 WSB -F	3 WVEE-F>	3 WAPW-F	3 WSB -F	3 WSB -F>>
4 WAPW-F	4 WAPW-F	4 WAPW-F	4 WPCH-F	4 WFOX-F	4 WAPW-F<	4 WAPW-F<	4 WSB <	4 WPCH-F<	4 WKLS-F<	4 WALR-F
5 WZGC-F	5 WZGC-F	5 WFOX-F	5 WKLS-F<	5 WYAY-F	5 WYAY-F	5 WPCH-F	5 WKLS-F	5 WKLS-F	5 WKLS-F	5 WKHX-F
6 WSTR-F	6 WSTR-F	6 WPCH-F	6 WSTR-F<	6 WSTR-F<	6 WVEE-F<	6 WYAY-F	6 WAPW-F	6 WFOX-F	6 WFOX-F<	6 WFOX-F
7 WYAY-F	7 WYAY-F	7 WYAY-F<	7 WYAY-F<	7 WKLS-F	7 WKHX-F	7 WKLS-F	7 WYAY-F	7 WSB	7 WSB <	7 WPCH-F
8 WALR-F	8 WALR-F	8 WSTR-F<	8 WAPW-F<	8 WAPW-F	8 WGST	8 WFOX-F	8 WFOX-F	8 WZGC-F	8 WPCH-F	8
9 WKHX-F	9 WKHX-F	9 WZGC-F	9 WZGC-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSB -F	1 WSB -F	1 WSB -F	1 WSB -F	1 WSB -F>	1 WVEE-F>>	1 WVEE-F	1 WKLS-F<	1 WVEE-F	1 WVEE-F
2 WAPW-F<	2 WVEE-F	2 WVEE-F>	2 WVEE-F>	2 WVEE-F	2 WKLS-F	2 WKLS-F>	2 WVEE-F>	2 WKLS-F	2 WSB -F
3 WVEE-F>	3 WAPW-F>	3 WAPW-F<	3 WAPW-F	3 WPCH-F<	3 WAPW-F>	3 WAPW-F	3 WZGC-F<	3 WSB -F	3 WKLS-F
4 WKLS-F>	4 WSTR-F	4 WSTR-F	4 WFOX-F	4 WFOX-F	4 WZGC-F	4 WZGC-F	4 WSB -F	4 WZGC-F	4 WFOX-F<
5 WYAY-F	5 WKLS-F	5 WZGC-F	5 WPCH-F<	5 WSTR-F	5 WKHX-F	5 WSB -F	5 WAPW-F	5 WFOX-F<	5 WYAY-F
6 WALR-F	6 WZGC-F	6 WALR-F	6 WSTR-F	6 WAPW-F	6 WSB -F	6 WYAY-F	6 WYAY-F	6 WAPW-F	6 WPCH-F
7 WZGC-F	7 WALR-F	7 WKLS-F	7 WYAY-F	7 WYAY-F	7	7 WKHX-F	7 WKHX-F	7 WYAY-F	7 WZGC-F
8 WSTR-F	8	8	8	8	8	8	8 WSTR-F	8 WPCH-F<	8 WSB
9	9	9	9	9	9	9	9	9 WKHX-F	9 WKHX-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCHK-F 105.7	Canton/Atlanta	0.3/1.4/	15/ 352
WGKA 1190	Atlanta	0.3/0.7/	12/ 185
WGUN 1010	Atlanta	0.6/1.6/	26/ 392
WIGO 1340	Atlanta	0.6/1.4/	26/ 327
WKHX 590	Atlanta	0.1/0.7/	5/ 208
WQXI 790	Atlanta	0.5/1.8/	21/ 439
WYZE 1480	Atlanta	0.3/0.8/	12/ 183
WNGC-F 95.5	Athens	0.4/1.2/	88/ 933
WVFJ-F 93.3	Hanchester	0.6/1.9/	32/ 564

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel/Black	NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N)	,	News	CNN NBC, \$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC I MBS, \$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM					
WNIV,	970,	5 KW (DAYS, DA)	,	Religion	, \$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB,	750,	50 KW	,	Full Service	APR APR, \$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	,	CHR	, \$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	,	Oldies	, \$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	,	Country	, \$179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	,	AOR	, \$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	,	EZ	CBS, \$169.00	(Eastman)	Jacor
WSB,	98.5,	100 KW @ 1022	,	AC	, \$220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022	,	AC	, \$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	,	Black	SOURCE, \$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218	--	Simulcast with WYAY (licensed to LaGrange)			
WYAY,	106.7,	100 KW @ 1400	,	Country	, \$130.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	,	Classic AOR	, \$149.00	(HNWH)	Cook Inlet

AUSTIN

Arbitron Rank/Pop (12+): 61/636,000
 MSA Rank/Pop: 66/762,000
 ADI # 71
 Average Person Ratings: 15.1
 Market TSL: 20.25 hours

Stations: 20/18
 Diaries: 1168/544:1/56.5%
 Sample Target: 1050
 % Below Line: 3.0
 % Not Listed: 19.1

1990 Revenue: \$24,000,000
 HH Inc.: \$31,525
 Retail \$: 6.4 Bill
 Pop per Station: 35,333
 #1 Biller: KASE-F \$4,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	117/12.2	15.8	19.8	14.5	17.0	15.6	154/1887	1392/21.9	26.7	28.8	16.5	165	1811	KASE-F
2. KKMJ-F (SAC)	82/ 8.5	8.3	6.4	7.6	9.5	7.7	90/1392	1266/19.9	18.2	19.6	7.3	73	1014	KKMJ-F
3. KHFI-F (CHR)	73/ 7.6	7.9	7.6	8.6	6.3	7.9	86/1366	1129/17.8	19.7	20.7	12.1	121	1577	KHFI-F
4. KBTS-F (CHR)	68/ 7.1	7.0	8.6	7.4	8.5	7.5	112/2183	1469/23.1	23.1	26.2	7.0	70	1858	KBTS-F
5. KLBJ-F (ACR)	67/ 7.0	9.0	8.6	9.4	7.9	8.5	74/1455	1212/19.1	20.3	21.3	8.6	86	1971	KLBJ-F
6. KLBJ (N/T)	63/ 6.5	3.8	4.3	5.0	4.0	4.9	67/1126	941/14.8	14.1	12.5	4.9	49	743	KLBJ
7. KPEZ-F (CL AOR)	49/ 5.1	5.5	5.7	5.0	4.1	5.3	56/1012	919/14.4	14.2	12.7	6.5	65	1159	KPEZ-F
8. KGSR-F (AOR)	46/ 4.8	3.3	2.1	2.2	2.6	3.1	46/637	637/10.0	7.9	8.1	3.9	39	840	KGSR-F
9. KEYI-F (AC)	43/ 4.5	4.0	4.0	4.4	3.6	4.2	49/885	788/12.4	12.1	12.7	3.2	32	598	KEYI-F
10. KVET-F (C)	36/ 3.7	3.8	---	---	---	1.9	37/845	751/11.8	11.9	0.0	2.8	28	716	KVET-F
11. KMOW (BB)	24/ 2.5	0.8	1.3	0.5	0.4	1.3	27/259	245/ 3.9	1.9	1.1	0.5	5	206	KMOW
12. WOAI (N/T)	20/ 2.1	0.9	0.6	0.5	1.2	1.0	29/442	301/ 4.7	3.2	3.3	0.8	8	184	WOAI
13. KLTD-F (O)	19/ 2.0	1.6	2.2	2.8	2.0	2.2	69/847	392/ 6.2	7.3	8.3	1.5	15	346	KLTD-F
14. KTXZ (SP)	15/ 1.6	1.6	1.6	1.6	1.9	1.6	15/114	114/ 1.8	3.3	2.4	0.3	3	156	KTXZ
15. KFON (T)	12/ 1.2	0.7	1.2	0.7	0.4	1.0	12/213	213/ 3.3	2.6	1.6	1.2	12	277	KFON
16. KVET (C)	11/ 1.1	1.6	3.6	2.7	2.2	2.3	12/259	249/ 3.9	6.9	6.6	0.9	9	236	KVET
17. KATG-F (C)	11/ 1.1	0.9	1.5	1.2	1.9	1.2	35/635	388/ 6.1	5.7	5.4	1.1	11	314	KATG-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.53% (611 of 778) (WIN 90: 84.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KHFI-F	1 KLBJ
2 KBTS-F	2 KBTBS-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ	2 KLBJ	2 KKMJ-F	2 KASE-F	2 KASE-F	2 KASE-F
3	3 KASE-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KEYI-F
4	4 KHFI-F	4 KBTS-F	4 KGSR-F	4 KGSR-F	4	4 KBTS-F	4 KLBJ	4 KHFI-F	4 KBTS-F	4 KLBJ-F
5	5 KPEZ-F	5 KPEZ-F	5 KPEZ-F	5 KLBJ	5	5 KLBJ-F	5 KBTS-F	5 KBTS-F	5 KLBJ-F	5 KKMJ-F
6	6 KKMJ-F	6 KHFI-F	6 KEYI-F	6 KPEZ-F	6	6 KHFI-F	6 KHFI-F	6	6	6 KHFI-F
7	7	7 KGSR-F	7 KBTS-F	7	7	7 KPEZ-F	7	7	7	7
		8 KEYI-F	8 KLBJ							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F	1 KKMJ-F	1 KASE-F	1 KASE-F	1 KHFI-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F
2 KBTBS-F	2 KBTBS-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KASE-F	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KLBJ
3 KBTS-F	3 KKMJ-F	3 KASE-F	3 KBTS-F	3 KEYI-F	3 KLBJ-F	3 KHFI-F	3 KBTS-F	3 KPEZ-F	3 KASE-F
4 KPEZ-F	4 KHFI-F	4 KLBJ-F	4 KEYI-F	4 KBTS-F	4 KBTS-F	4 KBTS-F	4 KGSR-F	4 KGSR-F	4 KGSR-F
5 KEYI-F	5 KLBJ-F	5 KGSR-F	5 KHFI-F	5 KGSR-F	5 KPEZ-F	5 KGSR-F	5 KKMJ-F	5 KLBJ	5 KPEZ-F
6 KLBJ-F	6 KPEZ-F	6 KPEZ-F	6	6	6 KKMJ-F	6 KASE-F	6 KHFI-F	6 KKMJ-F	6 KKMJ-F
7 KKMJ-F	7 KEYI-F	7 KEYI-F	7	7	7	7	7	7 KHFI-F	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KIXL 970 Del Valle/Austn	0.7/2.9/ 7/	196	
KSPL 1470 San Marcos	0.6/1.6/ 8/	131	
KSAH 720 Universal City	0.9/1.1/ 14/	136	

RADIO STATIONS

KLBJ , 590, 5 KW/1 KW (DA-N), News/Talk	CBS MBS, \$36.00 (Eastman)
KTXZ , 1560, 2.5 KW (DA-2), Hispanic	UNIULT, \$13.00 (Katz Hisp.)
KVET , 1300, 5 KW/1 KW (DA-2), Country	ABC I, \$25.00 (Katz)
KATG-F, 94.7, 100 KW @ 1257 , Country	\$21.00 (Durpetti)
KBTS-F, 93.3, 100 KW @ 1949 , CHR	\$58.00 (Christal)
KEYI-F, 103.5, 100 KW @ 1257 , AC	\$50.00 (Banner)
KGSR-F, 107.1, 46 KW @ 516 , AOR	\$25.00 (Mc-Guild)
KVET-F, 98.1, 100 KW @ 702 , Country	\$45.00 (NA)
KKMJ-F, 95.5, 100 KW @ 1001 , Soft AC	\$75.00 (CBS)
KLBJ-F, 93.7, 97 KW @ 1050 , AOR	\$68.00 (Eastman)
KLTD-F, 99.1, 19 KW @ 1814 , Oldies	UNISUP UNIULT, \$24.00 (Torbet)
KPEZ-F, 102.3, 3 KW @ 300 , Classic AOR	\$35.00 (Christal)
KHFI-F, 96.7, 100 KW @ 951 , CHR	\$29.00 (Banner)
KASE-F, 100.7, 100 KW @ 1190 , Country	\$100.00 (Katz)
	(LULING)
	Booth/Genesis (KILLEEN)
	Degree (SAN MARCOS)
	Beasley (BASTROP)
	(NA)
	Tremont
	Shamrock-Lynett (LAMPASAS)
	Clear Channel
	Capitol-Johnson (GEORGETOWN)

BAKERSFIELD

Arbitron Rank/Pop (12+): 95/366,900

Stations: 31/22
 Diaries: 860/427:1/47.2%
 Sample Target: 790
 % Below Line: 6.2
 % Not Listed: 9.2

1990 Revenue: \$14,700,000
 HH Inc.: \$34,834
 Retail \$: 3.3 Bil
 Pop per Station: 16,677
 #1 Biller: KUZZ-AF \$3,000,000

MSA Rank/Pop: 91/544,000
 ADI # 142
 Average Person Ratings: 17.3
 Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. KUZZ-F (C)	103/16.3	14.4	----	12.9	----		115/1241	1003/27.3	22.8		15.2	91	1021
2. KXXX-F (CHR)	88/13.9	13.8	----	13.6	----		90/1071	1021/27.8	24.8		19.3	116	1194
3. KERN (N/T)	46/ 7.3	5.7	----	4.2	----		46/487	487/13.3	11.4		4.8	29	396
4. KWAC (SP)	40/ 6.3	5.6	----	5.1	----		40/362	339/ 9.2	9.3		4.5	27	409
5. KGFM-F (EZ)	38/ 6.0	6.4	----	8.0	----		38/382	360/ 9.8	12.6		2.8	17	220
6. KLLY-F (AC)	33/ 5.2	3.0	----	1.6	----		38/468	423/11.5	9.2		2.5	15	191
7. KAFY (SP)	30/ 4.7	5.9	----	6.7	----		30/297	297/ 8.1	8.9		5.3	32	304
8. KKBB-F (CL AOR)	27/ 4.3	3.4	----	5.1	----		33/410	390/10.6	9.9		7.0	42	541
9. KCWR (C)	22/ 3.5	4.6	----	6.7	----		34/399	284/ 7.7	9.1		5.3	32	471
10. KERN-F (O)	21/ 3.3	5.2	----	3.4	----		21/346	328/ 8.9	10.5		4.8	29	493
11. KNZR (N/T)	14/ 2.2	1.5	----	0.7	----		14/213	213/ 5.8	6.8		1.0	6	222
12. KBOS-F (CHR)	11/ 1.7	1.3	----	2.1	----		40/644	149/ 4.1	3.7		3.5	21	328
13. KRAB-F (AOR)	10/ 1.6	3.0	----	2.7	----		10/285	285/ 7.8	8.1		2.3	14	297
KGEO (O)	10/ 1.6	2.8	----	2.1	----		10/220	220/ 6.0	8.1		1.5	9	201
15. KIWI-F (CL)	8/ 1.3	2.1	----	1.6	----		9/177	159/ 4.3	5.7		0.8	5	103
KHIS-F (REL)	8/ 1.3	1.6	----	1.1	----		11/162	146/ 4.0	3.2		0.3	2	93
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 67.48% (388 of 575) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KXXX-F>>	1 KXXX-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KXXX-F	1 KXXX-F>	1 KUZZ-F>>
2	2 KUZZ-F>	2 KXXX-F>	2 KXXX-F	2 KXXX-F	2 KERN	2 KXXX-F>	2 KERN	2 KUZZ-F>>	2 KUZZ-F>	2 KERN
3	3 KKBB-F	3 KLLY-F	3 KLLY-F	3 KERN <	3 KGFM-F>	3 KERN >	3 KXXX-F>	3 KLLY-F<	3 KWAC	3 KGFM-F
4	4 KAFY	4 KERN <	4 KERN	4 KLLY-F	4 KWAC	4 KWAC	4 KGFM-F<	4 KGFM-F	4 KAFY	4 KCWR
5	5 KWAC	5 KWAC	5 KWAC	5 KWAC	5	5	5 KLLY-F	5 KERN <	5	5 KAFY
6	6 KLLY-F	6 KKBB-F	6	6	6	6	6 KWAC	6 KWAC	6	6 KXXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXX-F	1 KXXX-F	1 KXXX-F>	1 KUZZ-F	1 KUZZ-F>	1 KXXX-F>	1 KXXX-F	1 KKBB-F	1 KUZZ-F	1 KUZZ-F
2 KUZZ-F>>	2 KUZZ-F>	2 KUZZ-F	2 KXXX-F>	2 KXXX-F	2 KKBB-F>	KKBB-F	2 KUZZ-F	2 KERN	2 KERN >
3 KWAC	3 KLLY-F>	3 KLLY-F	3 KLLY-F>	3 KLLY-F>	3 KUZZ-F	3 KUZZ-F>	3 KWAC	3 KXXX-F>	3 KKBB-F
4	4 KAFY	4 KAFY	4 KWAC	4 KWAC	4 KAFY	4 KWAC	4 KXXX-F	4 KWAC	4 KWAC
5	5 KWAC	5 KERN-F	5 KAFY	5 KGFM-F	5 KCHT-F	KAFY	5 KXXX-F	5	5 KLLY-F
6	KERN-F	6 KKBB-F	6	KAFY	6	6	6	6	6 KXXX-F

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

KCHT-F	99.3	Bakersfield	1.1/4.1/	7/ 151	KFI	640	Los Angeles	0.3/1.5/	3/ 87
KDNO-F	98.5	Delano	0.5/1.6/	7/ 174	KFRE	940	Fresno	0.6/1.7/	23/ 350
KERI	1180	Wasco	0.8/3.4/	10/ 197	KLOS-F	95.5	Los Angeles	0.3/2.0/	13/ 254
KKRV-F	102.3	Kernville	1.1/1.4/	7/ 52	KMJ	580	Fresno	0.8/2.2/	39/ 482
KMYX-F	103.9	Taft	0.9/4.2/	6/ 159	KMPC	710	Los Angeles	0.6/1.7/	4/ 62
KTIE-F	107.1	Bakersfield	1.1/4.6/	7/ 167	KNX	1070	Los Angeles	0.3/1.4/	6/ 142
KXEM	1590	McFarland/Bkrsf	0.5/1.2/	6/ 132	KOST-F	103.5	Los Angeles	0.3/1.3/	2/ 84
					KZZF-F	107.5	Hanford	1.1/2.0/	17/ 220

RADIO STATIONS

KAFY, 970,	1 KW/5 KW (DA-1),	HISPANIC	UPI, \$	20.00 (Caballero)	
KERN, 1410,	1 KW	NEWS/TALK	ABC I ABC T, \$	20.00 (Christal)	American General
KGEO, 1230,	1 KW	OLDIES	UNISUP, \$	16.00 (McGuilid)	
KCWR, 550,	5 KW (DA-2)	SEE KUZZ-F			
KWAC, 1490,	1 KW	HISPANIC			
				\$ 28.00 (Lotus)	
KERN-F, 94.1,	5 KW @ 1310,	OLDIES		\$ 24.00 (Christal)	American General
KGFM-F, 101.5,	5 KW @ 1280,	EZ/BTFL	UNISUP, \$	29.00 (McGuilid)	
KIWI-F, 92.1,	3 KW @ 164,	CLASSICAL		\$ 21.00 (CMBS)	
KKBB-F, 97.7,	3 KW @ 328,	CLASSIC AOR		\$ 30.00 (Eastman)	(SHAFTER)
KXXX-F, 105.3,	35 KW @ 584,	CHR		\$ 34.00 (Banner)	(DELANO)
KLLY-F, 95.3,	2 KW @ 394,	AC	APR, \$	20.00 (HNWH)	Buckley
KRAB-F, 106.3,	2 KW @ 374,	AOR	UNISUP, \$	15.00 (---)	(GREENACRES)
KUZZ-F, 107.9,	6 KW @ 1358,	COUNTRY		\$ 59.00 (Katz)	Buck Owens
KHIS-F, 96.5,	50 KW @ 500,	RELIGION		\$ N/A (---)	
KTIE-F, 107.1,	3 KW @ 160,	??		\$ N/A (---)	

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,019,800
 MSA Rank/Pop: 17/2,400,000
 ADI # 22
 Average Person Ratings: 18.7
 Market TSL: 24.75 hours

Stations: 33/19
 Diaries: 2013/1003:1/54.1%
 Sample Target: 1830
 % Below Line: 13.8
 % Not Listed: 12.7

1990 Revenue: \$62,300,000
 HH Inc.: \$36,013
 Retail \$: 18.0 Btl
 Pop per Station: 106,305
 #1 Biller: WBAL \$10,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	360/ 9.6	8.1	9.5	8.2	8.4	8.9	363/3521	3446/17.1	15.9	15.1	10.8	381	4229	WXYV-F
2. WBAL (N/T)	323/ 8.6	6.8	9.0	8.8	7.8	8.3	338/4160	3982/19.7	17.8	17.9	8.4	295	3917	WBAL
3. WLIF-F (EZ/SAC)	285/ 7.6	8.0	6.4	6.5	8.0	7.1	305/3164	2952/14.6	16.2	15.8	5.4	190	2005	WLIF-F
4. WIYY-F (AOR)	274/ 7.3	6.8	7.6	6.7	6.2	7.1	307/3790	3297/16.3	15.3	16.3	10.0	351	3436	WIYY-F
5. WPOC-F (C)	217/ 5.8	7.4	5.4	6.8	6.7	6.4	259/3286	2903/14.4	13.7	12.4	6.8	239	2660	WPOC-F
6. WWMX-F (AC)	191/ 5.1	6.6	5.4	6.1	6.5	5.8	201/3300	3027/15.0	17.7	17.4	6.1	215	3016	WWMX-F
7. WBSB-F (CHR)	188/ 5.0	5.0	6.8	5.8	5.5	5.7	197/3545	3097/15.3	15.5	18.0	4.6	161	3119	WBSB-F
8. WQSR-F (O)	168/ 4.5	5.7	4.9	5.0	4.8	5.0	180/2925	2734/13.5	14.2	12.7	3.0	104	1919	WQSR-F
9. WCBM (T)	137/ 3.6	3.2	3.2	3.0	3.3	3.3	138/1498	1442/ 7.1	5.6	6.2	2.6	92	990	WCBM
10. WWIN-F (B)	126/ 3.3	3.3	2.5	2.2	2.9	2.8	126/1632	1632/ 8.1	7.6	6.5	3.8	134	1798	WWIN-F
11. WITH (BB)	103/ 2.7	2.3	1.8	2.2	1.8	2.3	103/884	884/ 4.4	5.4	3.9	1.4	51	711	WITH
12. WHFS-F (AOR)	87/ 2.3	2.7	2.9	2.4	1.4	2.6	102/1762	1565/ 7.7	7.0	5.2	2.5	88	1201	WHFS-F
13. WCAO (C)	80/ 2.1	1.8	1.6	1.6	1.5	1.8	80/1050	983/ 4.9	3.8	4.3	0.7	25	418	WCAO
14. WWDC-F (AOR)	78/ 2.1	1.3	1.5	1.8	1.4	1.7	89/1702	1484/ 7.3	6.6	7.1	2.1	73	1313	WWDC-F
WPGC-F (CHR)	78/ 2.1	2.8	2.0	1.6	1.5	2.1	83/1835	1675/ 8.3	7.1	5.8	3.5	123	1515	WPGC-F
16. WGRX-F (CL AOR)	75/ 2.0	2.6	2.4	1.8	2.4	2.2	104/2162	1585/ 7.8	8.9	8.8	3.1	110	1595	WGRX-F
17. WWIN (GOSP)	67/ 1.8	0.7	1.1	1.5	1.3	1.3	67/893	893/ 4.4	4.4	4.5	1.9	68	597	WWIN
18. WBGR (GOSP)	50/ 1.3	2.2	2.4	2.9	2.9	2.2	51/676	667/ 3.3	4.0	4.8	2.0	69	856	WBGR
19. WTOP (N/T)	49/ 1.3	1.0	1.0	1.0	0.6	1.1	55/1287	1085/ 5.4	3.8	2.8	1.0	36	920	WTOP
20. WYST-F (SAC)	47/ 1.2	1.6	2.0	3.3	2.8	2.0	47/1197	1150/ 5.7	5.9	10.0	1.4	50	880	WYST-F

12+ FM SHARE (METRO): 74.00% (2434 of 3289) (WIN 90: 75.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXYV-F>	1 WXYV-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F	1 WBAL	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WBAL >>
2 WBSB-F	2 WIYY-F>>	2 WIYY-F>	2 WWMX-F	2 WLIF-F<	2 WLIF-F>	2 WXYV-F>	2 WBAL	2 WIYY-F	2 WIYY-F>	2 WXYV-F>>
3 WIYY-F>	3 WBSB-F<	3 WWMX-F	WIYY-F	3 WWMX-F	3 WPOC-F	3 WLIF-F<	3 WXYV-F	3 WBAL <	3 WCBM	3 WWIN-F
4 WPGC-F	4 WWMX-F	4 WBSB-F<	4 WQSR-F<	4 WIYY-F<	4 WQSR-F<	4 WIYY-F	4 WIYY-F	4 WLIF-F	4 WBAL	4 WCBM
5	5 WHFS-F<	5 WQSR-F	5 WLIF-F<	5 WPOC-F<	5 WCBM	5 WPOC-F	5 WWMX-F	5 WPOC-F	5 WPGC-F	5 WPOC-F
6	6 WWIN-F	WPOC-F<	6 WQSR-F	6 WQSR-F	6	6 WBSB-F<	6 WPOC-F	6 WWMX-F<	6 WBSB-F<	6 WWIN
7	7	7 WLIF-F	7 WBAL	7 WBAL	7	7 WWMX-F	7 WQSR-F	7 WQSR-F<	7 WLIF-F<	7
			8 WBSB-F					8 WBSB-F	8 WWIN-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F>	1 WXYV-F>	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WIYY-F>	1 WIYY-F	1 WXYV-F	1 WIYY-F	1 WXYV-F<
2 WIYY-F	2 WWMX-F	2 WWMX-F	2 WWMX-F	WLIF-F	2 WXYV-F>>	2 WXYV-F>>	2 WIYY-F>	2 WXYV-F>	2 WIYY-F
3 WBSB-F	3 WBSB-F	3 WPOC-F	3 WBSB-F	3 WXYV-F	3 WHFS-F>	3 WHFS-F<	3 WWDC-F>	3 WQSR-F	3 WBAL <
4 WWMX-F	4 WIYY-F	4 WBSB-F	4 WLIF-F	4 WPOC-F	4 WPGC-F	4 WWDC-F	4 WHFS-F	4 WBAL	4 WQSR-F
5 WWIN-F	5 WWIN-F<	5 WLIF-F	5 WPOC-F	5 WBSB-F	WGRX-F	5	5 WGRX-F	5	5 WPOC-F
6 WPGC-F	6 WPOC-F	6 WWIN-F	6 WIYY-F	6 WQSR-F	6 WBSB-F	6	6 WWIN-F	6	6 WLIF-F
7	7 WLIF-F	7 WIYY-F>	7 WWIN-F	7 WWIN-F	7 WWDC-F	7	WBSB-F	7	7
		8 WHFS-F							

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WEBB	1360	Baltimore	0.7/3.5/ 26/ 697
WLIF	1300	Baltimore	0.5/2.5/ 20/ 512
WRBS-F	95.1	Baltimore	0.9/3.0/ 39/ 736
WASH-F	97.1	Washington	0.6/2.3/ 22/ 524
WAVA-F	105.1	Arlington/Wash	0.9/4.0/ 43/ 993
WGAY-F	99.5	Washington	1.0/2.7/ 39/ 586
WGTY-F	107.7	Gettysburg	0.4/0.6/ 80/ 730
WHUR-F	96.3	Washington	0.8/3.4/ 31/ 699
WKYS-F	93.9	Washington	0.5/1.6/ 18/ 344
WLTT-F	94.7	Bethesda/Washg	0.3/1.3/ 17/ 363
WMZQ-F	98.7	Washington	0.5/1.7/ 22/ 501
WRQX-F	107.3	Washington	0.6/3.5/ 28/ 877
WYCR-F	98.5	York/Hanover	0.5/1.0/ 84/1040

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 135.00 (HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, \$ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC I ABC T, \$ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 33.00 (Roslin)	
WITH, 1230, 1 KW	, NOSTALGIA	MBS UNISUP, \$ 38.00 (K & P)	
WWIN, 1400, 1 KW	, GOSPEL	, \$ 32.00 (Durpetti)	Ragan Henry
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC C, \$ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC FM, \$ 55.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 13 KW @ 946, AOR	ABC R, \$ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC	, \$ 168.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 860, COUNTRY	, \$ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, \$ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300, URBAN/CHR	UNISUP, \$ 60.00 (Durpetti)	Ragan Henry
WWMX, 106.5, 7 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437, BLACK	, \$ 138.00 (McGuild)	Summit
WYST, 92.3, 10 KW @ 560, AC	APR, \$ 66.00 (MMR)	United

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/431,900
 MSA Rank/Pop: 92/543,000
 ADI # 94
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 24/15
 Diaries: 937/461:1/51.7%
 Sample Target: 885
 % Below Line: 13.1
 % Not Listed: 12.0

1990 Revenue: \$12,200,000
 HH Inc.: \$28,134
 Retail \$: 4.0 B11
 Pop per Station: 28,793
 #1 Biller: WYNK-AF \$2,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	94/13.4	17.5	13.9	12.6	14.6	14.4	250/3012	1206/27.9	27.0	26.1	15.6	108	1186	WYNK-AF
2. WFHF-F (CHR)	85/12.1	8.1	11.1	11.3	12.4	10.7	130/2044	1150/26.6	25.3	27.4	11.0	80	1373	WFHF-F
KQXL-F (B)	85/12.1	14.1	10.1	12.4	11.8	12.2	117/1138	831/19.2	21.5	19.8	18.9	137	1237	KQXL-F
4. WXOK (B)	68/ 9.7	8.4	9.2	9.9	8.5	9.3	83/833	694/16.1	16.3	16.2	8.6	62	689	WXOK
5. WGGZ-F (O)	37/ 5.3	4.8	5.5	5.3	4.9	5.2	64/1220	639/14.8	19.4	20.1	3.2	23	543	WGGZ-F
6. WJBO (N/T)	36/ 5.1	5.5	3.7	3.5	4.3	4.4	37/631	576/13.3	15.4	13.3	4.7	34	590	WJBO
7. WKJN-F (C)	29/ 4.1	5.0	4.8	4.8	4.6	4.7	56/1094	531/12.3	13.2	11.6	5.7	41	658	WKJN-F
8. WNDC (GOSP)	28/ 4.0	2.3	1.7	1.6	5.5	2.4	31/262	229/ 5.3	5.3	6.8	2.3	17	285	WNDC
9. WTGE-F (AOR)	27/ 3.9	4.0	5.8	6.0	5.5	4.9	45/913	619/14.3	12.8	14.1	5.7	41	598	WTGE-F
10. WCKW-F (CL AOR)	26/ 3.7	3.4	3.0	2.9	3.5	3.3	67/1001	404/ 9.4	10.0	9.9	5.9	43	522	WCKW-F
11. KHOM-F (AC)	23/ 3.3	5.0	5.9	4.7	6.8	4.7	64/969	445/10.3	13.2	13.2	2.5	18	442	KHOM-F
12. KDEA-F (SAC/EZ)	12/ 1.7	1.8	2.0	1.2	1.7	1.7	54/703	219/ 5.1	4.2	5.0	1.0	7	125	KDEA-F
13. WQUE-F (B)	11/ 1.6	2.4	0.7	0.7	---	1.4	42/522	148/ 3.4	4.4	0.0	1.4	10	258	WQUE-F
14. KIEZ-F (EZ)	10/ 1.4	3.1	2.7	2.8	2.6	2.5	11/196	163/ 3.8	5.5	5.8	1.4	10	184	KIEZ-F
15.														

12+ FM SHARE (METRO): 75.00% (462 of 616) (WIN 90: 76.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHF-F>>	1 WFHF-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WFHF-F<	1 KQXL-F	1 WXOK >>
2 KQXL-F>>	2 KQXL-F	2 WYNK-AF<	2 KQXL-F>	2 KIEZ-F>	2 WXOK	2 WFHF-F	2 WFHF-F	2 KQXL-F<	2 WFHF-F>	2 WFHF-F
3 WXOK >	3 WYNK-AF>	3 WFHF-F>	3 WGGZ-F	3 WFHF-F	3 WGGZ-F	3 KQXL-F	3 WXOK	3 WYNK-AF>>	3 WXOK >	3 KQXL-F
4	4 WXOK >	4 WXOK	WFHF-F	KQXL-F	4 WJBO	4 WXOK >>	4 KQXL-F	4 WGGZ-F	4 WYNK-AF	4 WYNK-F
5	5 WTGE-F	5 WGGZ-F	5 WXOK	5 WXOK	KQXL-F	5	5 WJBO	5	5 WJBO	5
6	6 WCKW-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFHF-F	1 WFHF-F	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WFHF-F>>	1 WFHF-F>	1 WYNK-AF	1 WYNK-AF<	1 WYNK-AF>
2 KQXL-F	2 KQXL-F>	2 WYNK-AF	2 WFHF-F	2 KQXL-F	2 KQXL-F>	2 WYNK-AF	2 WCKW-F	2 KQXL-F	2 KQXL-F>
3 WXOK >	3 WYNK-AF	WFHF-F	3 WYNK-AF	3 WXOK	3 WCKW-F	KQXL-F	WFHF-F	3 WFHF-F>	3 WGGZ-F
4 WYNK-AF>	4 WXOK >	4 WNDC	4 WXOK >	WFHF-F	4 WYNK-AF	4 WCKW-F	4 WTGE-F	4 WCKW-F	4 WJBO
5 WTGE-F	5 WTGE-F	5 WTGE-F	5 WGGZ-F	5 WGGZ-F	5 WXOK	5 WTGE-F	KQXL-F	5 WGGZ-F	5
6	6 WNDC	6 WXOK	6	6 WNDC	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WIBR 1300	Baton Rouge	0.7/2.8/ 5/ 135
WQCK-F 92.7	Clinton	0.6/3.1/ 5/ 143
WTKL 1260	Baton Rouge	1.0/2.3/ 8/ 117
WXLT-F 94.1	McComb	1.3/4.5/ 10/ 227
KTDY-F 99.9	Lafayette	0.4/2.6/ 25/ 505
WEZB-F 97.1	New Orleans	0.4/2.1/ 33/ 678
WRNO-F 99.5	New Orleans	0.6/1.5/ 14/ 221
WVL 870	New Orleans	1.0/3.1/ 36/ 565
WYLD-F 98.5	New Orleans	0.4/1.6/ 10/ 256

RADIO STATIONS

WJBO , 1*50, 5 KW (DA-1)	Talk	CBS TALKNT, \$20.00	(HNWH)	Jenne
WLUX , 1550, 5 KW (DAYS)	Religion	, \$10.00	(---)	Swaggert
WNDC , 910, 1 KW (DA-1)	Gospel	, \$12.00	(Eastman)	
WTKL , 1260, 1 KW (DAYS)	EZ	NBC, \$13.00	(In House)	
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	NBC, \$20.00	(Banner)	
KIEZ-F, 96.3, 3 KW @ 328	EZ	, \$15.00	(---)	(BRUSLY)
KQXL-F, 106.5, 50 KW @ 484	Black	SBN ABC FM, \$25.00	(Banner)	(NEW ROADS)
WFHF-F, 102.5, 100 KW @ 1250	CHR	UNIPWR, \$46.00	(HNWH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	Oldies	CBS, ABC, \$39.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1003	Country	MBS, \$44.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 690	AOR	, \$32.00	(Eastman)	
WXLT-F, 94.1, 100 KW @ 983	Soft AC	, \$14.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1500	Country	ABC, \$64.00	(Katz)	Narragansett

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/775,600
 MSA Rank/Pop: 58/942,000
 ADI # 47
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 20/17
 Diaries: 1254/618:1/53.2%
 Sample Target: 1155
 % Below Line: 2.2
 % Not Listed: 12.0

1990 Revenue: \$24,700,000
 HH Inc.: \$27,025
 Retail \$: 7.0 Bil
 Pop per Station: 45,623
 #1 Biller: WZZK-AF \$6,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	211/16.9	17.0	16.0	15.7	16.3	16.4	347/3924	2341/30.2	31.7	28.7	16.6	200	2171	WZZK-AF
2. WENN-F (B)	146/11.7	10.6	11.9	12.0	11.8	11.6	188/1958	1349/17.4	18.4	19.6	17.8	223	1899	WENN-F
3. WERC (N/T)	111/ 8.9	5.4	6.0	6.1	5.0	6.6	113/1457	1303/16.8	11.2	13.4	6.5	81	752	WERC
4. WMJJ-F (AC)	108/ 8.6	9.6	9.2	7.9	8.3	8.8	128/1924	1526/19.7	18.0	19.3	5.7	71	1027	WMJJ-F
5. WAPI-F (CHR)	101/ 8.1	7.7	10.0	8.2	8.7	8.5	143/2455	1548/20.0	19.4	21.6	8.9	112	1927	WAPI-F
6. WZRR-F (CL AOR)	93/ 7.4	9.4	7.6	7.9	9.1	8.1	131/1694	1120/14.4	19.2	15.4	11.2	141	1426	WZRR-F
7. WKXX-F (CHR)	64/ 5.1	4.9	5.7	5.1	5.3	5.2	92/1887	1264/16.3	15.1	18.2	6.4	80	1596	WKXX-F
8. WATV (B)	59/ 4.7	4.9	4.8	5.9	6.2	5.1	59/733	720/ 9.3	9.8	10.1	3.0	37	571	WATV
9. WAPI (BB)	42/ 3.4	4.8	3.4	4.8	4.9	4.1	52/796	726/ 9.4	11.3	9.1	2.6	33	455	WAPI
10. WAGG (GOSP)	31/ 2.5	3.0	3.5	4.2	2.4	3.3	31/447	447/ 5.8	5.2	5.0	3.7	47	363	WAGG
11. WDJC-F (REL)	30/ 2.4	2.8	4.1	3.8	3.1	3.3	48/1055	653/ 8.4	7.6	8.8	2.8	35	722	WDJC-F
12. WJLD (B)	28/ 2.2	3.2	2.7	2.6	2.7	2.7	28/581	566/ 7.3	8.0	6.2	1.8	22	365	WJLD
13. WVOK (O)	20/ 1.6	1.4	0.7	0.8	0.7	1.1	25/836	574/ 7.4	8.6	5.2	0.7	9	268	WVOK
14. WAYE (GOSP)	15/ 1.2	0.6	0.6	1.2	0.5	0.9	15/193	193/ 2.5	3.1	2.2	1.0	12	136	WAYE
15.														

12+ FM SHARE (METRO): 70.61% (776 of 1099) (WIN 90: 70.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>	1 WENN-F<	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>	1 WZZK-F>>
2 WAPI-F>	2 WZRR-F	2 WENN-F	2 WMJJ-F	2 WMJJ-F	2 WERC >	2 WERC	2 WERC	2 WENN-F>	2 WZZK-AF>	2 WERC
3 WKXX-F>	3 WZZK-AF<	3 WMJJ-F<	3 WENN-F	3 WENN-F	3 WMJJ-F>	3 WENN-F	3 WMJJ-F	3 WZRR-F	3 WAPI-F	3 WENN-F
4 WZZK-AF	4 WAPI-F>	4 WZRR-F	4 WZRR-F>	4 WZRR-F	4 WAPI	WAPI-F<	4 WZRR-F	4 WMJJ-F	4 WERC <	4 WATV
5	5 WMJJ-F	5 WAPI-F>	5 WAPI-F	5	5	5 WMJJ-F>	5 WENN-F	5 WAPI-F	5 WKXX-F	5 WAPI-F
6	6 WKXX-F	6 WKXX-F	6	6	6	6 WZRR-F	6 WAPI-F	6 WERC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPI-F	1 WENN-F>	1 WENN-F	1 WZZK-AF	1 WZZK-AF>>	1 WZRR-F	1 WZRR-F>	1 WZRR-F>>	1 WZZK-AF<	1 WZZK-AF>
2 WENN-F>	2 WZZK-AF	2 WZZK-AF>	2 WENN-F	2 WMJJ-F<	WENN-F	2 WZZK-AF	2 WZZK-AF	2 WZRR-F	2 WZRR-F
3 WZRR-F>	3 WAPI-F	3 WMJJ-F	3 WMJJ-F	3 WENN-F>>	3 WKXX-F	WAPI-F	3 WMJJ-F	3 WMJJ-F<	WMJJ-F>
4 WKXX-F	4 WZRR-F	4 WZRR-F	4 WAPI-F	4 WZRR-F	WAPI-F	4 WENN-F	WAPI-F	4 WENN-F	4 WENN-F
5 WZZK-AF	5 WMJJ-F>	5 WAPI-F	5 WZRR-F	5 WATV	5 WZZK-AF>	5 WKXX-F	5 WENN-F	5 WAPI-F	5 WERC
WMJJ-F	6 WKXX-F	6	6	WAPI-F	6 WERC	6 WMJJ-F	6	6 WERC	6 WAPI-F
								7 WKXX-F	

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCRL 1570 Oneonta	0.6/1.1/ 8/	82	
WFFN-F 95.3 Cordova	0.4/1.2/ 6/	101	
WQSB-F 105.1 Albertvl/Gadson	0.5/0.8/ 82/	853	
WRSA-F 96.9 Decatur/Hntsvle	0.9/1.8/ 45/	534	
WZBQ-F 102.5 Jasper	0.8/4.6/ 50/	1076	

RADIO STATIONS

WAGG , 1320, 5 KW (DAYS)	Gospel	SBN, \$ 30.00 (HNWH)	
WAPI , 1070, 50 KW/5 KW (DA-N),	Nostalgia	NBC, \$ 27.00 (Crystal)	Dittman
WATV , 900, 1 KW	Black	ABC, \$ 30.00 (Banner)	
WAYE , 1220, 1 KW (DAYS)	Gospel	UNIULT, \$ 15.00 (---)	Willis
WERC , 960, 5 KW (DA-N)	News/Talk	ABC I, \$ 42.00 (Banner)	Sun Group
WJLD , 1400, 1 KW	Black	SMN,MBS, \$ 21.00 (K & P)	
WVOK , 690, 50 KW/30 W	Country	CBS, \$ 19.00 (Eastman)	Dick
WZZK , 610, 5 KW/1 KW(DA-N),	--- See WZZK-F		
WAPI-F, 94.5, 100 KW @ 1214	CHR	ABC C, \$ 74.00 (Crystal)	Dittman
WDJC-F, 93.7, 100 KW @ 1007	Religion	, \$ 22.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 1037	Black	SBN, \$ 55.00 (HNWH)	
WKXX-F, 106.9, 100 KW @ 1150	CHR	ABC D, \$ 40.00 (Mc-Guild)	Sun Group
WMJJ-F, 96.5, 100 KW @ 1026	AC	CBS, \$109.00 (Banner)	Capitol Johnson
WZRR-F, 99.5, 100 KW @ 870	Classic AOR	, \$ 60.00 (Eastman)	Dick
WZZK-F, 104.7, 100 KW @ 1300	Country	, \$140.00 (Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 9/3,195,600
 MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 18.3
 Market TSL: 24.00 hours

Stations: 38/33
 Diaries: 2425/1318:1/49.4%
 Sample Target: 2300
 % Below Line: 1.8
 % Not Listed: 13.1

1990 Revenue: \$120,500,000
 HH Inc.: \$36,763
 Retail \$: 33.9 Bill
 Pop per Station: 96,836
 #1 Biller: WXKS-F \$15,100,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
		FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.									
1. WRKO (T)	413/ 7.0	7.9	7.0	6.9	7.8	7.2	513/5853	4521/14.1	15.8	14.6	6.5	344	3524	WRKO	
2. WZOU-F (CHR)	405/ 6.9	7.2	6.9	7.4	7.1	7.1	549/9510	6376/20.0	20.8	19.8	10.5	555	7210	WZOU-F	
3. WXKS-F (CHR)	390/ 6.7	5.7	7.0	7.2	5.9	6.6	434/7529	6003/18.8	18.3	18.1	7.1	376	5403	WXKS-F	
4. WBZ (N/T)	379/ 6.5	5.3	5.1	5.9	7.3	5.7	503/7209	5109/16.0	15.0	16.7	6.5	344	4177	WBZ	
5. WEEI (N/T)	344/ 5.9	4.0	3.8	3.4	4.1	4.3	375/6265	5611/17.6	14.1	13.7	4.1	215	4058	WEEI	
6. WBCN-F (AOR)	278/ 4.7	5.2	5.8	7.1	4.6	5.7	369/6296	4370/13.7	14.6	13.7	6.8	357	5526	WBCN-F	
7. WMJX-F (AC)	269/ 4.6	4.9	5.2	4.0	4.1	4.7	300/5287	4567/14.3	15.1	13.7	4.2	223	4061	WMJX-F	
8. WSSH-F (SAC)	256/ 4.4	4.1	4.1	3.6	4.3	4.1	342/5955	4328/13.5	12.1	12.1	4.1	214	3063	WSSH-F	
9. WODS-F (O)	247/ 4.2	5.8	4.8	4.1	4.1	4.7	372/6217	4227/13.2	12.6	13.3	4.3	225	3109	WODS-F	
10. WHDH (T)	246/ 4.2	4.0	3.7	3.9	4.6	4.0	280/5091	4300/13.5	13.1	11.6	3.7	196	2768	WHDH	
11. WZLX-F (CL AOR)	197/ 3.4	3.1	4.9	3.9	3.0	3.8	269/5045	3485/10.9	10.4	9.3	4.1	214	3152	WZLX-F	
12. WVBF-F (AC)	178/ 3.0	2.4	2.0	2.2	2.4	2.4	214/3732	3126/ 9.8	8.1	8.8	3.5	185	2672	WVBF-F	
13. WBMX-F (AC)	146/ 2.5	2.5	3.2	2.6	3.7	2.7	175/4163	3242/10.1	9.4	11.3	1.9	101	2308	WBMX-F	
14. WPLM-F (BB)	126/ 2.2	1.7	1.4	1.6	1.0	1.7	257/3253	1955/ 6.1	4.4	4.2	1.9	101	1771	WPLM-F	
15. WCRB-F (CL)	121/ 2.1	2.1	2.1	1.6	1.7	2.0	160/3245	2315/ 7.2	7.0	5.7	1.7	89	1479	WCRB-F	
16. WCDJ-F (J/NA)	120/ 2.0	2.9	3.8	4.6	4.8	3.3	163/2780	2145/ 6.7	8.4	11.5	3.1	161	1885	WCDJ-F	
17. WBOS-F (SAOR)	119/ 2.0	1.7	2.4	2.0	2.0	2.0	161/2530	1911/ 6.0	6.5	5.7	2.1	108	1666	WBOS-F	
18. WXKS (BB)	118/ 2.0	1.9	2.0	1.5	1.7	1.9	118/1465	1465/ 4.6	3.8	2.7	0.7	39	679	WXKS	
19. WILD (B)	100/ 1.7	2.0	2.1	2.2	2.9	2.0	100/794	782/ 2.4	3.1	2.9	1.2	61	867	WILD	
20. WFNX-F (AOR)	97/ 1.7	1.5	1.5	2.0	1.6	1.7	99/1930	1815/ 5.7	5.9	4.1	2.0	105	1585	WFNX-F	
21. WAAF-F (AOR)	93/ 1.6	2.0	1.7	1.8	1.5	1.8	262/3731	1605/ 5.0	7.4	5.1	3.2	168	3040	WAAF-F	
22. WCGY-F (AOR)	75/ 1.3	1.4	1.8	1.4	1.8	1.5	106/2159	1487/ 4.7	4.8	5.9	1.4	75	1328	WCGY-F	
23.															
24.															
25.															

12+ FM SHARE (METRO): 64.61% (3291 of 5094) (WIN 90: 63.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F >	1 WXKS-F	1 WXKS-F	1 WBCN-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO	1 WZOU-F	1 WZOU-F	1 WBZ
2 WAAF-F	2 WBCN-F	2 WBCN-F	2 WXKS-F <	2 WXKS-F	2 WBZ	2 WEEI	2 WXKS-F	2 WRKO	2 WBZ	2 WHDH
3 WXKS-F	3 WZOU-F >	3 WZOU-F	3 WODS-F	WBCN-F	3 WEEI	3 WRKO	3 WEEI	3 WXKS-F	3 WMJX-F	3 WRKO
4	4 WZLX-F	4 WMJX-F	4 WMJX-F	4 WMJX-F <	4 WHDH	4 WXKS-F	WBCN-F <	4 WHDH	4 WXKS-F	4 WMJX-F
5	5 WMJX-F	5 WODS-F	5 WEEI	5 WEEI	5 WSSH-F <	5 WZOU-F <	5 WSSH-F	WEEI <	5 WHDH <	5 WEEI
6	6	6 WZLX-F	6 WSSH-F	6 WSSH-F	6 WODS-F	6 WHDH <	6 WZOU-F <	6 WBCN-F	6 WRKO	6 WXKS-F
7	7	7 WEEI	7 WZLX-F	7 WRKO	7	7 WBCN-F	7 WMJX-F <	7 WBZ <	7 WEEI	7
8	8	8	8	8	8	8	8 WODS-F	8 WSSH-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F >	1 WXKS-F >	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WZOU-F <	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WBCN-F
2 WZOU-F >	2 WZOU-F >	2 WZOU-F	2 WMJX-F	2 WMJX-F	2 WBCN-F	2 WXKS-F >	2 WXKS-F >	2 WXKS-F	2 WEEI
3 WMJX-F >	3 WMJX-F >	WBCN-F	3 WZOU-F	3 WSSH-F	3 WXKS-F >	3 WZLX-F <	3 WZLX-F >	3 WZLX-F	3 WXKS-F
4 WILD >	4 WBCN-F	4 WMJX-F	4 WSSH-F	4 WXKS-F	4 WZLX-F >	4 WZOU-F	4 WEEI <	4 WEEI	4 WODS-F
5 WZLX-F	5 WSSH-F	5 WSSH-F	5 WODS-F	5 WBZ	5 WAAF-F	5	5 WFNX-F	5 WZOU-F	5 WZLX-F
6 WFNX-F	6 WZLX-F	6 WVBF-F <	6	6 WZOU-F	6 WILD	6	6 WBOS-F <	6 WODS-F	WRKO
7	7	7 WZLX-F	7	7 WZOU-F	7	7	7 WZOU-F	7	7
		WBOS-F		8 WVBF-F			8 WCGY-F		
		WBMX-F							

BOSTON

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WBOQ-F	104.9	Gloucester	0.6/1.5/ 38/ 558
WCAP	980	Lowell	0.5/1.4/ 31/ 476
WCAV-F	97.7	Brockton	0.3/0.9/ 21/ 388
WCCM	800	Lawrence	0.3/1.1/ 20/ 357
WESX	1230	Salem	0.8/1.2/ 46/ 382
WEZE	1260	Boston	0.3/1.1/ 18/ 371
WJDA	1300	Quincy	0.5/1.0/ 27/ 313
WLYT-F	92.5	Haverhill/Bstn	0.4/2.3/ 46/1071
WRCA	1330	Waltham/Boston	0.3/1.1/ 18/ 339
WROL	950	Boston	0.5/2.3/ 36/ 837
WSSH	1510	Boston	0.3/1.1/ 16/ 398
WCTK-F	98.1	New Bedford	0.5/1.3/115/1382
WFHN-F	107.1	Fairhaven/NBdfd	0.3/0.6/ 64/ 785
WHJY-F	94.1	Providence	0.3/1.8/142/2923
WOKQ-F	97.5	Dover/Portsmouth	0.5/1.5/225/2493
WQRC-F	99.9	Barnstable/Hyns	0.3/1.0/107/ 867

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, FS/TALK	ABC, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, NEWS	ABC,CNN, \$ 138.00 (N/A)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKUU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT, \$ 178.00 (Katz)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	2 \$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	NBC, \$ 80.00 (Katz)	Ackerly
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC R, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (Durpett1)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887, OLDIES	RADRAD, \$ 165.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (N/A)	(PLYMOUTH)
WBMX, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Katz)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman

WAAF -- SEE WORCESTER

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/420,800

MSA Rank/Pop: 94/518,000
ADI # 106

Average Person Ratings: 16.3
Market TSL: 21.25 hours

Stations: 25/22
Diaries: 1064/395:1/54.6%
Sample Target: 855
% Below Line: 3.6
% Not Listed: 10.5

1990 Revenue: \$10,600,000
HH Inc.: \$27,801
Retail \$: 3.4 B11
Pop per Station: 19,127
#1 Biller: WEZL-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WEZL-F (C)	87/12.7	12.5	----	13.5	----		100/1263	1063/25.3	24.0		14.2	112	1039
2. WSSX-F (CHR)	53/ 7.7	7.1	----	8.3	----		54/926	896/21.3	20.9		8.3	66	800
3. WDXZ-F (B)	47/ 6.9	4.9	----	3.3	----		69/667	495/11.8	9.0		5.9	47	421
4. WAVF-F (AOR)	45/ 6.6	8.0	----	5.9	----		46/706	684/16.3	14.6		7.8	62	746
5. WPAL (B)	44/ 6.4	3.0	----	6.6	----		44/421	421/10.1	9.0		5.7	45	365
6. WTMA (N/T)	42/ 6.1	6.9	----	2.5	----		42/460	460/10.9	12.8		7.3	58	508
7. WWWZ-F (B)	38/ 5.5	3.8	----	7.0	----		40/662	591/14.0	10.7		5.7	45	614
8. WSUY-F (AC)	36/ 5.3	4.2	----	2.8	----		36/463	430/10.2	10.5		4.2	33	298
9. WXTC-F (AC)	30/ 4.4	5.9	----	4.4	----		33/593	516/12.3	13.7		3.8	30	376
10. WXLV-F (O)	28/ 4.1	4.2	----	4.0	----		32/547	467/11.1	12.0		2.7	21	277
11. WUJM-AF (B)	24/ 3.5	4.4	----	5.5	----		24/485	485/11.5	11.0		6.3	50	592
12. WKQB-F (CHR)	18/ 2.6	3.0	----	6.6	----		32/688	375/ 8.9	12.6		4.0	32	571
13. WYBB-F (CL AOR)	17/ 2.5	2.2	----	3.7	----		22/588	447/10.6	8.8		3.2	25	396
WMGL-F (J/NA)	17/ 2.5	2.9	----	2.5	----		17/297	297/ 7.1	8.7		4.4	35	491
15. WMCJ (B)	15/ 2.2	3.2	----	1.0	----		15/144	144/ 3.4	2.4		0.9	7	66
16. WZJY (GOSP)	14/ 2.0	3.2	----	1.8	----		14/178	178/ 4.2	3.9		1.5	12	140
17. WWDW-F (B)	12/ 1.8	1.8	----	2.8	----		76/811	175/ 4.2	3.0		0.4	3	123
18. WQIZ (REL)	11/ 1.6	2.1	----	2.5	----		11/97	89/ 2.1	2.3		1.0	8	74
19. WHLZ-F (C)	9/ 1.3	0.7	----	0.8	----		56/447	121/ 2.9	3.2		0.3	2	87
20. WTUA-F (?)	7/ 1.0	2.0	----	----	----		18/281	122/ 2.9	2.9				

12+ FM SHARE (METRO): 77.49% (475 of 613) (WIN 90: NA)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WSSX-F	1 WSSX-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WDXZ-F	1 WPAL
2 WDXZ-F	2 WDXZ-F	2 WSSX-F	2 WSUY-F	2 WSUY-F	2 WPAL	2 WSSX-F	2 WTMA	2 WSSX-F	2 WWWZ-F	2 WEZL-F	2 WSSX-F
3 WWWZ-F	3 WAVF-F	3 WAVF-F	3 WAVF-F	3 WTMA	3 WTMA	3 WTMA	3 WSUY-F	3 WAVF-F	3 WSSX-F	3 WSSX-F	3 WSSX-F
4 WKQB-F	4 WEZL-F	4 WDXZ-F	4 WSSX-F	4 WPAL	4 WSUY-F	4 WPAL	4 WDXZ-F	4 WDXZ-F	4 WEZL-F	4 WDXZ-F	4 WDXZ-F
5	5 WWWZ-F	5 WSUY-F	5 WTMA	5 WTMA	5	5 WAVF-F	5 WAVF-F	5 WSUY-F	5 WAVF-F	5	5
6	6	6 WWWZ-F	6	6 WSSX-F	6	6	6	6	6 WUJM-AF	6	6
				7 WXLV-F							

WOM 18-24 WOM 18-34 WOM 25-34 WOM 18-49 WOM 25-54 MEN 18-24 MEN 18-34 MEN 25-34 MEN 18-49 MEN 25-54

1 WSSX-F	1 WSSX-F	1 WSSX-F	1 WSSX-F	1 WEZL-F	1 WSSX-F	1 WAVF-F	1 WAVF-F	1 WAVF-F	1 WAVF-F	1 WEZL-F
2 WDXZ-F	2 WDXZ-F	2 WEZL-F	2 WEZL-F	2 WSUY-F	2 WSSX-F	2 WDXZ-F	2 WDXZ-F	2 WEZL-F	2 WEZL-F	2 WTMA
3 WXTC-F	3 WEZL-F	3 WWWZ-F	3 WSUY-F	3 WSSX-F	3 WWWZ-F	3 WSSX-F	3 WEZL-F	3 WDXZ-F	3 WDXZ-F	3 WPAL
4 WAVF-F	4 WAVF-F	4 WSUY-F	4 WXTC-F	4 WXLV-F	4 WDXZ-F	4 WSSX-F	4 WSSX-F	4 WSSX-F	4 WSSX-F	4 WAVF-F
5 WEZL-F	5 WXTC-F	5 WAVF-F	5 WDXZ-F	5 WXTC-F	5 WYBB-F	5 WEZL-F	5 WYBB-F	5 WTMA	5 WTMA	5 WDXZ-F
6	6 WWWZ-F	6 WUJM-AF	6 WAVF-F	6 WWWZ-F	6 WEZL-F	6 WYBB-F	6 WYBB-F	6 WWWZ-F	6 WWWZ-F	6
		WXTC-F						WTMA		
		WDXZ-F								

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WJYQ-F	105.5	Moncks Corner	0.7/3.6/	5/ 151
Woke	1340	Charleston	0.6/2.3/	4/ 96
WVVO	910	No. Charleston	0.9/1.8/	6/ 76
WHTK-F	99.7	Pt. Royal	0.6/3.4/	12/ 299

RADIO STATIONS

WPAL	730	1 KW/100 W	Black	NBN ABC, \$19.00 (Roslin)
WQIZ	810	5 KW (DAYS)	Gospel	SBN, \$12.00 (Eastman)
WTMA	1250	5 KW/1 KW	News/Talk	ABC TALKNT, \$14.00 (Katz)
WZJY	1480	1 KW (DAYS)	Gospel	CNN UNIULT, \$10.00 (---
WAVF-F	96.1	100 KW @ 538	AOR	\$37.00 (Christal)
WDXZ-F	104.5	28 KW @ 656	Black	\$20.00 (Eastman)
WEZL-F	103.5	100 KW @ 661	Country	MBS, \$60.00 (Eastman)
WKQB-F	107.5	100 KW @ 984	CHR	\$40.00 (Eastman)
WJYQ-F	105.5	1 KW @ 469	Classical	\$15.00 (Torbet)
WMGL-F	101.7	6 KW @ 300	Jazz/NAC	ABC, \$15.00 (Roslin)
WSSX-F	95.1	100 KW @ 360	CHR	\$34.00 (Katz)
WSUY-F	100.7	3 KW @ 300	AC	UNISUP, \$18.00 (Katz)
WUJM-F	94.3	1.4 KW @ 480	Black	MBS, \$23.00 (Christal)
WWWZ-F	93.5	1.1 KW @ 460	Black	SBN, \$30.00 (HNWH)
WXLV-F	102.5	100 KW @ 550	Oldies	SMN UNIULT, \$31.00 (Eastman)
WXTC-F	96.9	100 KW @ 1770	AC	RADRAD, \$45.00 (Mc-Guild)
WYBB-F	98.1	50 KW @ 479	Classic AOR	\$19.00 (Durpetti)
WWDW-F	--	See Columbia		

CHARLOTTE

Arbitron Rank/Pop (12+): 41/944,300
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 29/22
 Diaries: 1330/710:1/53.3%
 Sample Target: 1250
 % Below Line: 4.6
 % Not Listed: 15.7

1990 Revenue: \$33,200,000
 HH Inc.: \$31,722
 Retail \$: 8.7 B11
 Pop per Station: 42,922
 #1 Biller: WSOC-AF \$6,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	223/15.2	12.3	14.4	13.1	13.3	13.8	402/4535	2531/26.8	24.3	24.1	9.0	133	1985	WSOC-F
2. WPEG-F (B)	159/10.9	12.3	11.6	11.7	9.3	11.6	237/2419	1653/17.5	17.6	17.3	15.7	231	1968	WPEG-F
3. WCKZ-F (CHR)	110/ 7.5	6.6	7.5	8.9	9.2	7.6	203/2946	1710/18.1	18.6	22.2	12.0	177	2037	WCKZ-F
4. WBT (MOR/FS)	98/ 6.7	5.7	4.8	6.7	6.7	6.0	115/1649	1383/14.6	13.4	16.1	3.8	56	1008	WBT
5. WRFX-F (AOR)	96/ 6.6	7.6	7.5	7.8	7.0	7.4	144/2086	1389/14.7	16.8	15.1	11.7	173	2094	WRFX-F
6. WTDR-F (C)	85/ 5.8	4.4	4.7	3.5	5.3	4.6	148/1936	978/10.4	9.5	9.8	3.5	51	694	WTDR-F
7. WBT -F (AC)	83/ 5.7	5.4	4.6	3.9	4.8	4.9	169/2699	1464/15.5	14.5	15.2	5.2	77	1400	WBT -F
8. WWMG-F (D)	63/ 4.3	5.0	5.0	4.4	4.7	4.7	118/1586	1020/10.8	12.2	11.9	2.9	43	691	WWMG-F
9. WMXC-F (AC)	60/ 4.1	4.8	5.6	6.3	5.7	5.2	115/1616	1116/11.8	12.8	13.3	4.7	69	827	WMXC-F
10. WEZC-F (SAC)	56/ 3.8	7.2	4.7	5.6	6.8	5.3	101/1644	1025/10.9	12.4	14.0	4.7	69	1020	WEZC-F
11. WXRC-F (AOR)	36/ 2.5	1.8	1.9	2.1	1.2	2.1	65/1223	633/ 6.7	5.9	4.8	4.3	63	980	WXRC-F
12. WFMX-F (C)	20/ 1.4	1.2	---	1.4	0.9	1.0	76/1084	285/ 3.0	3.0	2.3	0.4	6	142	WFMX-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.37% (1065 of 1233) (WIN 90: 87.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WPEG-F	1 WSOC-F
2 WPEG-F	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WBT	2 WPEG-F	2 WPEG-F	2 WCKZ-F	2 WSOC-F	2 WPEG-F
3	3 WBT -F	3 WRFX-F	3 WRFX-F	3 WRFX-F	3 WPEG-F	3 WRFX-F	3 WBT	3 WPEG-F	3 WCKZ-F	3 WBT
4	4 WCKZ-F	4 WBT -F	4 WTDR-F	4 WTDR-F	4 WEZC-F	4 WBT	4 WCKZ-F	4 WBT -F	4 WTDR-F	4 WRFX-F
5	5 WSOC-F	5 WTDR-F	5 WWMG-F	5 WWMG-F	5 WTDR-F	5 WCKZ-F	5 WBT -F	5 WBT	5 WBT	5 WBT -F
6	6 WTDR-F	6 WCKZ-F	6 WBT -F	7 WBT -F	7 WBT -F	6	6 WRFX-F	6 WRFX-F	6 WBT -F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCKZ-F	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WSOC-F
2 WPEG-F	2 WCKZ-F	2 WBT -F	2 WPEG-F	2 WPEG-F	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WRFX-F
3 WSOC-F	3 WBT -F	3 WWMG-F	3 WBT -F	3 WBT -F	3 WXRC-F	3 WTDR-F	3 WTDR-F	3 WTDR-F	3 WPEG-F
4 WBT -F	4 WSOC-F	4 WRFX-F	4 WCKZ-F	4 WWMG-F	4 WCKZ-F	4 WSOC-F	4 WSOC-F	4 WWMG-F	4 WTDR-F
5 WRFX-F	5 WRFX-F	5 WSOC-F	5 WWMG-F	5 WTDR-F	5 WSOC-F	5 WXRC-F	5 WBT -F	5	5 WBT
6	6 WWMG-F	6 WTDR-F	6 WTDR-F	6 WBT	6 WBT -F	6 WBT -F	6	6	6

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WCNT	1480	Charlotte	0.3/0.9/ 5/ 87
WGIV	1600	Charlotte	1.2/2.2/ 18/ 209
WGKL-F	95.1	Hickory	0.5/3.4/ 22/ 662
WGSP	1310	Charlotte	0.8/1.7/ 11/ 164
WGTL	870	Kannapolis	0.7/0.8/ 10/ 77
WHVN	1240	Charlotte	0.4/1.4/ 6/ 129
WIXE	1190	Monroe	0.3/0.8/ 5/ 71
WRDX-F	106.5	Salisbury/Chrlt	1.2/2.7/ 44/ 470
WRHI	1340	Rock Hill	0.5/1.0/ 7/ 93
WSAT	1280	Salisbury	0.3/1.0/ 5/ 92
WSOC	930	Charlotte	0.2/1.5/ 4/ 241
WKRR-F	92.3	Asheboro	0.4/1.3/ 45/ 662
WKSJ-F	98.7	Grensboro/W-S	0.3/1.4/ 22/ 503
WMIT-F	106.9	Black Mountain	1.2/3.8/ 39/ 768
WSPA-F	98.9	Spartanburg	0.3/1.4/ 29/ 514
WTQR-F	104.1	Winston-Salem	0.5/1.8/142/1315
WVDM-F	101.3	Sumter	0.4/1.6/ 21/ 383

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, NEWS/TALK/MOR	CBS , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC		, \$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN		ABC , \$ 50.00 (HNWH)	Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC		UNIULT , \$ 45.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS, UNIPWR , \$ 69.00 (Katz)	Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 74.00 (MHR)	EZ
WRFX-F, 106.5, 100 KW @ 1003, AOR		, \$ 95.00 (McGuilid)	Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC	UNISUP, UNIULT	, \$ 24.00 (Southern)	(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY		, \$ 125.00 (Durpetti)	Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 46.00 (Christal)	Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		CBS , \$ 51.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1020, AOR		ABC R , \$ 25.00 (N/A)	(HICKORY)
WGKL-F, 95.1, 100 KW @ 1542, OLDIES	ABC C, UNISUP	, \$ 45.00 (Republic)	

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/364,700
 MSA Rank/Pop: 107/443,000
 ADI # 84
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 21/21
 Diaries: 923/395:1/58.9%
 Sample Target: 800
 % Below Line: 0.0
 % Not Listed: 12.1

1990 Revenue: \$12,100,000
 HH Inc.: \$27,424
 Retail \$: 3.0 Bil
 Pop per Station: 17,366
 #1 Biller: WUSY-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	127/19.8	19.7	14.6	17.7	12.8	18.0	243/2560	1229/33.7	31.3	24.5	20.2	120	1037	WUSY-F
2. WDEF-F (EZ)	71/11.0	9.3	11.1	10.2	9.4	10.4	91/1213	921/25.3	18.8	21.8	9.1	54	838	WDEF-F
3. WSKZ-F (CHR)	62/ 9.6	10.3	11.6	13.7	13.0	11.3	108/1647	854/23.4	22.9	28.7	9.9	59	1011	WSKZ-F
4. WJTT-F (B)	59/ 9.2	9.3	7.1	8.0	7.8	8.4	62/584	529/14.5	11.0	12.5	10.9	65	798	WJTT-F
5. WDOD-F (C)	43/ 6.7	6.5	5.3	6.7	7.6	6.3	53/989	679/18.6	16.5	17.8	7.2	43	572	WDOD-F
6. WLMX-AF (AC)	42/ 6.5	7.3	9.5	7.2	7.8	7.6	45/741	647/17.7	17.5	19.8	6.0	33	672	WLMX-AF
7. WJRX-F (REL)	22/ 3.4	1.0	---	---	---	1.1	23/303	236/ 6.5	2.3	0.0	3.7	22	197	WJRX-F
8. WSGC-F (O)	21/ 3.3	2.9	3.1	2.8	3.4	3.0	23/379	324/ 8.9	9.6	9.5	2.4	14	265	WSGC-F
9. WGOW (N/T)	21/ 3.3	1.3	1.7	2.2	1.5	2.1	21/271	271/ 7.4	5.1	6.0	1.8	11	167	WGOW
10. WFXS-F (CL AOR)	19/ 3.0	4.7	5.0	2.8	5.8	3.9	21/363	283/ 7.8	10.2	9.8	7.7	46	544	WFXS-F
11. WNDO (B)	17/ 2.6	5.2	4.5	3.3	4.5	3.9	17/179	179/ 4.9	6.7	7.5	2.0	12	205	WNDO
12. WDEF (MOR)	16/ 2.5	2.1	3.1	3.2	2.9	2.7	16/272	262/ 7.2	7.1	8.5	2.7	16	189	WDEF
13. WBDX-F (SAC)	9/ 1.4	1.6	3.3	1.2	1.0	1.9	10/284	179/ 4.9	5.0	4.1	1.3	8	182	WBDX-F
14. WDOD (C)	8/ 1.2	2.8	1.2	2.6	3.1	2.0	11/264	213/ 5.8	4.8	8.3	1.0	6	179	WDOD
15. WFLI (GOSP)	7/ 1.1	0.8	0.7	1.3	1.1	1.0	10/195	100/ 2.7	3.3	3.5	1.2	7	98	WFLI

12+ FM SHARE (METRO): 84.60% (478 of 565) (WIN 90: 81.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F<	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F	1 WUSY-F
2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F	2 WSKZ-F	2 WDEF-F>	2 WDEF-F>>	2 WDEF-F>	2 WDEF-F>	2 WSKZ-F>	2 WJTT-F	2 WJTT-F>
3	3 WJTT-F>	3 WJTT-F	3 WJTT-F	3 WJTT-F<	3 WOOD-F	3 WJTT-F<	3 WLMX-AF<	3 WDEF-F<	3 WSKZ-F>	3 WDEF-F
4	4 WLMX-AF	4 WLMX-AF>	4 WLMX-AF	4 WLMX-AF	4 WLMX-AF	4 WSKZ-F	4 WSKZ-F	4 WLMX-AF<	4 WDEF-F	4
5	5 WFXS-F	5 WDEF-F<	5 WDEF-F	5 WDEF-F	5 WJTT-F	5 WLMX-AF	5 WJTT-F	5 WDOD-F	5 WJTT-F	5
6	6	6 WDOD-F	6 WDOD-F	6 WDOD-F	6	6	6 WJTT-F	6 WDOD-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLMX-AF	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>
WUSY-F	2 WSKZ-F	2 WJRX-F	2 WLMX-AF	2 WLMX-AF<	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F
WSKZ-F>	3 WLMX-AF	3 WSKZ-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WDOD-F
4 WJTT-F>>	4 WJTT-F	4 WLMX-AF	4 WSKZ-F>	4 WDEF-F>	WFXS-F>>	4 WFXS-F	4 WGOW	4 WDOD-F	4 WDEF-F
5	5 WJRX-F	WJTT-F	5 WJRX-F	5 WSKZ-F	5	5 WGOW	5 WBDX-F	5 WGOW	5 WJTT-F
6	6	6 WDEF-F	WDEF-F	WJRX-F	6	6	6 WFXS-F	WFXS-F	WGOW

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAPO	820	Jasper	0.6/0.9/	4/ 43
WEPG	910	S.Pittsburg	0.6/1.4/	4/ 51
WKXJ-F	97.3	S.Pittsburg/Chtn	0.8/3.0/	15/ 169
WHOC	1450	Chattanooga	0.3/1.6/	2/ 57
WQCH	1590	Lafayette	0.9/1.7/	6/ 61

RADIO STATIONS

WDEF, 1370,	5 KW (DA-N)	MOR/FULL SER.	CBS, NBC,	\$ 25.00 (MRR)	Park
WDOD, 1310,	5 KW (DA-N)	COUNTRY	UNIULT,	\$ N/A (Banner)	Bahakel
WFLI, 1070,	50 KW/1 KW (DA-2)	RELIGION	ABC I,	\$ 12.00 (---)	Burns
WGOW, 1150,	5 KW/1 KW (DA-N)	TALKE	SUN, MBS,	\$ 16.00 (Christal)	Bloomington
WNDO, 1260,	5 KW (DAYS)	BLACK	SBN,	\$ 14.00 (Eastman)	
WDEF-F, 92.3,	100 KW @ 1180,	EZ	ABC,	\$ 35.00 (MRR)	Park
WDOD-F, 96.5,	100 KW @ 1076,	COUNTRY	UNIULT,	\$ 36.00 (Banner)	Bahakel
WFXS-F, 102.3,	3 KW @ 285,	CLASSIC AOR		\$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3,	2.8 KW @ 325,	BLACK	CBS,	\$ 20.00 (HNWH)	(REDBANK)
WLMX-F, 105.5,	3 KW @ 262,	AC	ABC,	\$ 45.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9,	.7 KW @ 702,	OLDIES		\$ 17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5,	100 KW @ 1076,	CHR		\$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7,	100 KW @ 1190,	COUNTRY	NBC,	\$ 56.00 (McGuilid)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,769,100
 MSA Rank/Pop: 3/8,240,000
 ADI # 3
 Average Person Ratings: 18.8
 Market TSL: 24.50 hours

Stations: 39/39
 Diaries: 3424/1977:1/53.4%
 Sample Target: 3310
 % Below Line: 0.0
 % Not Listed: 10.5

1990 Revenue: \$232,900,000
 HH Inc.: \$33,675
 Retail \$: 61.0 B11
 Pop per Station: 173,566
 #1 Biller: WGN \$38,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WGN (T/FS)	995/ 7.8	9.3	8.2	8.0	8.3	8.3	1190/14131	11600/17.1	20.1	16.3	8.2	972	9710	WGN
2. WGCI-F (B)	946/ 7.4	7.2	7.9	7.7	7.2	7.6	947/8967	8929/13.2	13.9	14.4	9.9	1173	10271	WGCI-F
3. WBBM-F (CHR)	879/ 6.9	6.2	5.2	4.4	4.4	5.7	903/13283	12683/18.7	18.2	14.4	8.6	1026	13838	WBBM-F
4. WBBM (N)	657/ 5.2	4.4	4.1	4.6	4.5	4.6	753/15173	13357/19.7	16.7	17.5	5.1	602	9380	WBBM
5. WVAZ-F (B)	605/ 4.8	4.5	4.4	5.2	5.3	4.7	612/6789	6598/ 9.7	9.9	11.0	4.8	569	5551	WVAZ-F
6. WMAQ (N)	575/ 4.5	2.7	2.4	2.2	2.2	3.0	654/13604	11420/16.9	11.8	11.0	3.9	467	7731	WMAQ
7. WCKG-F (CL AOR)	501/ 3.9	4.1	4.8	4.4	3.8	4.3	519/9040	8707/12.9	13.2	11.7	4.9	588	8186	WCKG-F
8. WUSN-F (C)	484/ 3.8	4.0	2.8	3.4	3.5	3.5	506/6711	6236/ 9.2	9.0	8.5	4.2	503	5419	WUSN-F
9. WXRT-F (AOR)	456/ 3.6	2.8	2.7	3.3	2.5	3.1	458/5607	5536/ 8.2	7.1	6.6	3.2	377	5052	WXRT-F
10. WLUP-F (AOR)	448/ 3.5	4.2	4.8	4.5	4.0	4.3	476/8882	8389/12.4	13.0	13.0	4.7	559	7577	WLUP-F
11. WLIT-F (SAC)	441/ 3.5	3.2	2.6	2.9	2.7	3.0	457/5712	5524/ 8.2	8.8	8.1	1.5	182	3664	WLIT-F
12. WKQX-F (AC)	361/ 2.8	2.8	3.2	3.5	3.0	3.1	374/8241	7984/11.8	11.6	11.5	2.3	269	5098	WKQX-F
13. WJMK-F (O)	357/ 2.8	3.1	3.4	3.0	3.1	3.1	398/7282	6502/ 9.6	11.2	10.8	2.3	277	4939	WJMK-F
14. WLUP (T)	348/ 2.7	2.6	2.1	2.9	3.2	2.6	390/5252	4698/ 6.9	7.2	7.5	3.0	355	4400	WLUP
15. WLS (T)	322/ 2.5	2.2	2.3	2.0	2.0	2.3	426/5954	4268/ 6.3	7.0	5.9	1.8	213	2947	WLS
16. WTMX-F (AC)	319/ 2.5	2.9	2.6	3.2	3.5	2.8	321/5445	5372/ 7.9	9.1	9.8	1.7	197	2894	WTMX-F
17. WJJD (BB)	308/ 2.4	3.7	3.1	2.7	2.7	3.0	338/4384	3946/ 5.8	7.1	7.2	2.2	258	3267	WJJD
18. WNUA-F (J/NA)	294/ 2.3	2.3	3.2	2.6	2.7	2.6	299/4995	4849/ 7.2	6.9	7.9	2.5	295	4497	WNUA-F
19. WYTZ-F (CHR)	204/ 1.6	2.1	2.6	2.8	2.5	2.3	226/7029	6423/ 9.5	9.9	10.7	2.2	263	6619	WYTZ-F
20. WFMT-F (CL)	188/ 1.5	0.9	1.4	1.5	1.6	1.3	191/3521	3412/ 5.0	4.1	5.0	1.4	170	2523	WFMT-F
21. WFYR-F (AC)	181/ 1.4	1.4	1.8	1.6	1.7	1.5	197/4656	4419/ 6.5	6.6	7.5	1.6	185	3776	WFYR-F
22. WNIB-F (CL)	176/ 1.4	1.2	1.9	1.3	1.2	1.5	177/3562	3507/ 5.2	4.6	5.2	0.9	105	2070	WNIB-F
23. WVON (B)	167/ 1.3	1.3	0.7	0.9	1.4	1.0	167/1002	1002/ 1.5	1.5	1.3	0.6	75	1244	WVON
24. WPNT-F (SAC)	160/ 1.3	2.3	2.1	3.1	3.6	2.2	160/4106	4042/ 6.0	6.9	10.1				WPNT-F
25. WOJO-F (SP)	144/ 1.1	1.4	1.5	1.9	2.5	1.5	144/1991	1974/ 2.9	2.9	3.9	1.2	148	2024	WOJO-F
26. WGCI (B)	137/ 1.1	0.5	0.5	0.3	0.4	0.6	137/1933	1933/ 2.9	2.3	2.0	0.6	69	1168	WGCI
27. WIND (SP)	115/ 0.9	0.8	0.9	0.6	1.1	0.8	117/1090	1066/ 1.6	2.0	2.5	0.9	112	1788	WIND
28.														
29.														
30.														

12+ FM SHARE (METRO): 66.03% (7506 of 11368) (WIN 90: 69.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WGN	1 WBBM-F<	1 WGCI-F	1 WGN >
2 WGCI-F>>	2 WBBM-F	2 WBBM-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WBBM <	2 WGCI-F	2 WGCI-F	2 WBBM-F>	2 WGCI-F
3 WYTZ-F	3 WCKG-F	3 WVAZ-F	3 WXRT-F	3 WGN <	3 WMAQ	3 WGCI-F	3 WBBM-F<	3 WGN	3 WVAZ-F>	3 WVAZ-F
4	4 WLUP-F	4 WCKG-F<	4 WBBM-F	4 WXRT-F	4 WUSN-F	4 WBBM-F	4 WMAQ <	4 WCKG-F	4 WGN	4 WBBM >
5	5 WXRT-F<	5 WXRT-F<	5 WGN <	5 WMAQ <	5 WLIT-F	5 WMAQ	5 WCKG-F	5 WLUP	5 WBBM	5 WLS
6	6 WVAZ-F>	6 WLUP-F	6 WCKG-F	6 WBBM-F<	6 WLS	6 WLUP-F	6 WLIT-F<	6 WVAZ-F	6 WCKG-F	6 WMAQ
7	7 WLUP	7 WLUP	7 WMAQ	7 WUSN-F	7 WJJD <	7 WVAZ-F	7 WXRT-F	7 WLIT-F	7 WLUP-F	7 WBBM-F
8	8 WKQX-F	8 WLIT-F<	8 WLUP-F	8 WLIT-F<	8 WVAZ-F	8 WUSN-F	8 WUSN-F	8 WBBM <	8	8 WUSN-F
9	9	9 WGN	9 WLUP	9 WBBM	9	9	9 WUSN-F	9 WMAQ	9	9 WLUP-F
10	10	10 WMAQ	10 WLIT-F	10	10	10	10	10	10	10
		WKQX-F								
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WBBM-F	1 WGCI-F<	1 WGCI-F	1 WGCI-F<	1 WVAZ-F	1 WGCI-F	1 WGCI-F<	1 WCKG-F	1 WGCI-F	1 WXRT-F	
2 WGCI-F>>	2 WBBM-F>	2 WVAZ-F	2 WBBM-F	2 WGCI-F	2 WBBM-F<	2 WCKG-F	2 WGCI-F	2 WCKG-F	2 WGN <	
3 WCKG-F	3 WVAZ-F>	3 WBBM-F	3 WVAZ-F>	3 WLIT-F<	3 WCKG-F	3 WLUP-F	3 WXRT-F	3 WXRT-F	3 WGCI-F<	
4 WLUP-F	4 WTMX-F	4 WTMX-F	4 WLIT-F	4 WBBM-F	4 WLUP-F>>	4 WBBM-F	4 WLUP	4 WLUP-F	4 WLUP <	
5 WVAZ-F	5 WXRT-F	5 WXRT-F	5 WTMX-F	5 WGN	5 WLUP <	5 WXRT-F	5 WLUP-F	5 WLUP	5 WCKG-F	
6 WYTZ-F	6 WLUP-F	6 WKQX-F	6 WKQX-F	6 WTMX-F	6 WXRT-F>	6 WLUP >	6 WVAZ-F	6 WBBM-F	6 WVAZ-F	
7 WKQX-F	7 WKQX-F<	7 WLUP-F	7 WGN	7 WKQX-F	7 WKQX-F	7 WVAZ-F	7 WBBM-F	7 WBBM-F	7 WBBM <	
8 WLIT-F	8 WCKG-F	8 WCKG-F	8	8 WUSN-F	8	8	8 WUSN-F	8 WMAQ	8 WMAQ <	
9 WXRT-F	9 WLIT-F	9 WLIT-F	9	9 WMAQ	9	9	9	9 WBBM	9 WLUP-F	
10	10	10	10	10	10	10	10	10	10	

CHICAGO

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WABT-F	103.9	Dundee/Schmbrg	0.4/1.4/ 57/ 959
WAIT	850	Crystal Lk/Chcg	0.5/1.1/ 61/ 823
WBEE	1570	Harvey/Chicago	0.5/1.0/ 61/ 701
WBUS-F	99.9	Kankakee	0.4/1.8/ 67/1911
WJPC	950	Chicago/Lansing	0.2/0.9/ 27/ 613
WLNR-F	106.3	Lansing/Chicago	0.5/2.2/ 65/1528
WLTH	1370	Gary	0.3/0.5/ 37/ 371
WTAQ	1300	La Grange/Chicg	0.4/0.9/ 55/ 627
WVFX-F	103.1	Highland Park	0.3/1.3/ 34/ 888
WYCA-F	92.3	Hammond	0.5/1.4/ 62/ 995
WYLL-F	106.7	Des Plaines/Chi	0.4/1.5/ 49/1067
WYSY-F	107.9	Aurora	0.4/1.8/ 63/1531

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	\$ 260.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, GOSPEL/BLACK	SBN,	\$ N/A	(McGuild)	Gannett
WGN,	720,	50 KW	, TALK/VARIETY	ABC I,	\$ 350.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	IND,	\$ 75.00	(Katz)	Tichenor
WJJD,	1160,	50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT,	\$ 88.00	(Katz)	Infinity
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	NBN,	\$ 45.00	(---)	
WLS,	890,	50 KW	, TALK	ABC,	\$ 85.00	(Banner)	Cap. Cities/ABC
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	\$ 130.00	(MHR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	CNN NBC,	\$ 130.00	(Group W)	Westinghouse
WSBC,	1240,	1 KW	, RELIGION/ETHNIC	,	\$ 18.00	(---)	
WVON,	1450,	1 KW	, BLACK	MBS,	\$ 46.00	(Roslin)	
WXEZ,	820,	50 KW/1 KW (DA-N)	, EZ	MBS,	\$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS,	\$ 150.00	(CBS)	CBS
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	\$ 164.00	(Katz)	
WFMT,	98.7,	15 KW @ 1174,	CLASSICAL	,	\$ 100.00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548,	SOFT AC	ABC UNIPWR,	\$ 106.00	(Eastman)	
WGCI,	107.5,	33 KW @ 605,	BLACK	,	\$ 230.00	(McGuild)	Gannett
WJMK,	104.3,	4 KW @ 1568,	OLDIES	UNIPWR,	\$ 210.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1174,	AC/CONTEMP	SOURCE,	\$ 200.00	(HNWH)	Emmis
WLIT,	93.9,	4 KW @ 1581,	SOFT AC	,	\$ 215.00	(Christal)	Viacom
WLNR,	106.3,	2 KW @ 297,	AC	,	\$ 40.00	(---)	(LANSING)
WLUP,	97.9,	6 KW @ 1174,	AOR	,	\$ 300.00	(MHR)	Evergreen
WNIB,	97.1,	8 KW @ 1190,	CLASSICAL	,	\$ 105.00	(CHBS)	
WNUA,	95.5,	8 KW @ 1174,	JAZZ/NAC	,	\$ 120.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1170,	HISPANIC	,	\$ 95.00	(Katz Hisp)	Tichenor
WTMX,	101.9,	4 KW @ 1561,	AC	,	\$ 140.00	(McGuild)	Bonneville
WUSN,	99.5,	6 KW @ 1174,	COUNTRY	,	\$ 155.00	(MHR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1174,	BLACK AC	UPI,	\$ 185.00	(Durpetti)	Broadcast Partners
WXEZ,	100.3,	7 KW @ 1174,	EZ	MBS,	\$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1308,	AOR	,	\$ 160.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	\$ 158.00	(Banner)	Cap. Cities/ABC
WYSY,	107.9,	22 KW @ 734,	AC	,	\$ 55.00	(N/A)	(AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,190,800
 MSA Rank/Pop: 30/1,730,000
 ADI # 30
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 25/22
 Diaries: 1578/755:1/60.9%
 Sample Target: 1410
 % Below Line: 1.7
 % Not Listed: 9.5

1990 Revenue: \$55,000,000
 HH Inc.: \$32,910
 Retail \$: 13.2 Bill
 Pop per Station: 54,127
 #1 Biller: WLW \$13,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR/FS)	240/12.0	11.2	15.0	12.1	9.7	12.6	393/5433	3490/29.3	29.8	24.9	10.4	216	2873	WLW
2. WKRC (CHR)	206/10.3	9.8	8.9	10.4	9.5	9.9	289/4462	3201/26.9	23.2	24.0	11.4	237	3387	WKRC
3. WEBN-F (AOR)	154/ 7.7	9.7	11.0	10.1	9.0	9.6	197/3245	2461/20.7	21.8	20.9	10.0	208	3329	WEBN-F
4. WUBE-AF (C)	145/ 7.2	5.4	3.9	4.9	5.0	5.3	194/2540	1816/15.3	13.0	10.1	6.1	114	1472	WUBE-AF
5. WIZF-F (B)	122/ 6.1	7.2	7.5	5.3	6.6	6.5	128/1194	1088/ 9.1	10.9	9.7	9.3	194	1982	WIZF-F
6. WKRC (AC/FS)	119/ 5.9	4.6	5.0	4.9	5.0	5.1	147/2793	2248/18.9	16.0	13.2	5.3	110	1456	WKRC
7. WRRM-F (O)	107/ 5.3	5.5	5.8	7.6	5.5	6.1	142/2307	1657/13.9	13.4	12.7	3.9	82	2098	WRRM-F
8. WWNK-F (AC)	95/ 4.7	5.4	4.7	5.2	5.8	5.0	117/2075	1680/14.1	15.7	16.2	4.6	95	1413	WWNK-F
9. WRRM-F (AC)	93/ 4.6	4.8	4.8	4.5	5.2	4.7	98/1764	1477/12.4	14.1	13.4	3.4	71	1350	WRRM-F
10. WWEZ-F (EZ/SAC)	92/ 4.6	7.1	6.1	7.0	6.9	6.2	123/2124	1634/13.7	15.0	14.1	5.5	114	1186	WWEZ-F
11. WCKY (N/T)	87/ 4.3	4.5	3.3	4.4	4.8	4.1	103/1340	1161/ 9.7	10.2	10.8	3.9	82	1228	WCKY
12. WOFX-F (CL AOR)	78/ 3.9	3.0	5.3	3.7	4.9	4.0	112/2215	1714/14.4	12.2	13.7	3.8	79	1496	WOFX-F
13. WWLX (BB)	67/ 3.3	3.0	1.8	2.3	3.4	2.6	69/476	422/ 3.5	3.4	3.3	1.7	35	221	WWLX
14. WZRZ-F (AOR)	59/ 2.9	1.9	1.9	2.5	1.9	2.3	104/1304	829/ 7.0	6.1	5.3	5.1	107	1246	WZRZ-F
15. WCIN (B)	26/ 1.3	---	---	0.4	---	0.4	26/362	353/ 3.0	0.0	0.0	1.1	22	193	WCIN

12+ FM SHARE (METRO): 67.13% (1217 of 1813) (WIN 90: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRC-F >>	1 WEBN-F	1 WEBN-F <	1 WLW	1 WLW	1 WLW >	1 WLW >	1 WLW >	1 WLW >	1 WLW <	1 WLW >
2 WIZF-F >>	2 WKRC-F >	2 WKRC-F <	2 WEBN-F	2 WEBN-F	2 WKRC	2 WKRC	2 WKRC	2 WKRC	2 WKRC	2 WKRC
3 WZRZ-F	3 WLW	3 WLW >	3 WKRC-F	3 WKRC-F <	3 WUBE-AF	3 WKRC <	3 WKRC-F	3 WEBN-F	3 WIZF-F	3 WCKY
4 WEBN-F	4 WIZF-F <	4 WIZF-F <	4 WRRM-F	4 WUBE-AF	4 WCKY <	4 WEBN-F	4 WIZF-F	4 WUBE-AF	4 WEBN-F >	4 WIZF-F
5	5 WUBE-AF <	5 WUBE-AF	5 WRRM-F <	5 WRRM-F	5 WIZF-F	5 WUBE-AF	5 WRRM-F	5 WRRM-F	5 WRRM-F <	5 WUBE-F
6	6 WOFX-F	6 WRRM-F	6 WUBE-AF	6 WRRM-F	6 WRRM-F <	6 WCKY	6 WIZF-F	6 WIZF-F <	6 WUBE-AF	6 WKRC-F
7	7 WWNK-F <	7 WWNK-F <	7	7	7 WWLX	7 WIZF-F	7	7 WWNK-F	7	7 WZRZ-F
8	8 WZRZ-F	8 WRRM-F	8	8	8	8	8	8	8	8 WEBN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRC-F >	1 WKRC-F >	1 WKRC-F	1 WKRC-F >	1 WKRC-F	1 WEBN-F	1 WEBN-F >	1 WEBN-F	1 WEBN-F <	1 WLW >
2 WIZF-F >	2 WIZF-F	2 WRRM-F	2 WIZF-F	2 WRRM-F	2 WZRZ-F >	2 WLW	2 WLW	2 WLW >	2 WEBN-F
3 WEBN-F	3 WEBN-F	3 WIZF-F <	3 WRRM-F	3 WIZF-F	3 WKRC-F >	3 WZRZ-F <	3 WOFX-F >	3 WRRM-F	3 WUBE-AF
4 WWNK-F	4 WRRM-F	4 WEBN-F	4 WWNK-F	4 WLW <	4 WLW	4 WKRC-F	4 WUBE-AF	4 WUBE-AF	4 WRRM-F
5 WUBE-AF	5 WWNK-F >	5 WWNK-F >	5 WEBN-F	5 WWNK-F	5 WUBE-AF >	5 WOFX-F	5 WKRC-F	5 WOFX-F <	5 WOFX-F
6 WRRM-F	6 WUBE-AF	6 WUBE-AF	6 WUBE-AF	6 WRRM-F <	6 WIZF-F	6 WUBE-AF	6 WRRM-F	6 WKRC-F	6
7	7	7 WOFX-F	7 WRRM-F	7 WUBE-AF	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
WAKW-F 93.3 Cincinnati	1.2/4.0/ 33/ 624		
WNOP 740 Newport	0.4/1.1/ 20/ 154		
WOXY-F 97.7 Oxford/Cinci	0.4/0.9/ 9/ 165		
WRBZ-F 107.1 Milford	0.5/2.5/ 11/ 311		
WSAI 1360 Cincinnati	1.1/3.5/ 25/ 525		
WTSJ 1050 Cincinnati	0.7/1.8/ 15/ 214		
WHKO-F 99.1 Dayton/Sprngfld	0.4/2.5/ 69/1090		
WPFB 910 Middletown	0.4/1.0/ 23/ 229		
WPFB-F 105.9 Middletown	0.8/2.4/ 55/ 675		

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	\$ 25.00	(CHBS)	
WCKY,	1530,	50 KW (DA-N)	News/Talk	,	CBS NBC, \$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	,	ABC, \$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	,	ABC, \$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	,	CNN, \$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety	,	\$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	Oldies	,	\$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM				

FM STATIONS

WZRQ,	96.5,	31 KW @ 810	,	AOR	UNIPWR, \$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905	,	AOR	\$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	,	Oldies	\$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466	,	Black	ABC C, \$ 35.00	(Banner)	Interurban
WKRQ,	101.9,	16 KW @ 874	,	CHR	ABC FM, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	,	C1 AOR	\$ 69.00	(MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300	,	Jazz/NAC	\$ 33.00	(K & P)	(HILFORD)
WRRM,	98.5,	18 KW @ 808	,	AC	\$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	,	Country	CBS, \$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905	,	EZ	UNISUP, \$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	,	AC	\$ 77.00	(MMR)	Booth

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,753,100
 MSA Rank/Pop: 26/1,840,000
 ADI # 11
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 26/21
 Diaries: 1986/883:1/59.3%
 Sample Target: 1725
 % Below Line: 3.1
 % Not Listed: 9.8

1990 Revenue: \$55,500,000
 HH Inc.: \$29,425
 Retail \$: 14.2 Bil
 Pop per Station: 83,480
 #1 Biller: WLTF-F \$8,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F (AOR)	267/ 8.8	6.8	9.3	7.6	8.5	8.1	357/5147	3681/21.0	17.3	21.8	8.8	252	3897	WMMS-F
2. WLTF-F (AC)	262/ 8.7	10.8	7.5	10.4	9.0	9.4	318/4451	3355/19.1	21.9	21.4	6.7	193	3291	WLTF-F
3. WMJI-F (O/AC)	225/ 7.4	6.8	7.1	7.1	7.4	7.1	305/4559	3113/17.8	16.6	19.1	7.1	204	2224	WMJI-F
4. WGAR-F (C)	223/ 7.4	7.5	6.5	6.9	5.2	7.1	326/3942	2553/14.6	15.9	12.8	7.0	201	2188	WGAR-F
5. WZAK-F (B)	217/ 7.2	7.3	8.8	6.9	6.6	7.6	275/2994	2313/13.2	13.9	13.4	11.7	337	3015	WZAK-F
6. WDOK-F (SAC)	202/ 6.7	7.1	6.4	6.5	7.1	6.7	305/4214	2952/16.8	16.9	18.4	6.7	192	2264	WDOK-F
7. WPHR-F (CHR)	169/ 5.6	5.2	5.6	4.8	4.5	5.3	254/4109	2700/15.4	15.8	14.4	7.1	205	3058	WPHR-F
8. WRMR (BB)	154/ 5.1	4.0	5.3	5.7	4.5	5.0	192/2016	1651/ 9.4	8.8	9.3	3.7	107	1242	WRMR
9. WWWE (H/T)	151/ 5.0	4.0	4.8	5.1	4.0	4.7	214/3872	2729/15.6	14.3	13.5	4.2	121	2432	WWWE
10. WQAL-F (AC)	136/ 4.5	4.4	5.3	5.7	8.1	5.0	162/3018	2429/13.9	11.4	15.6	4.1	119	1579	WQAL-F
11. WNCX-F (CL AOR)	132/ 4.4	5.2	6.7	5.3	4.9	5.4	191/3206	2314/13.2	12.6	15.0	5.8	167	2263	WNCX-F
12. WERE (H/T)	88/ 2.9	2.4	3.3	2.0	2.8	2.7	98/1373	1290/ 7.4	6.4	8.4	2.7	78	1189	WERE
13. WJMO-F (B)	83/ 2.7	3.5	3.2	4.1	2.9	3.4	88/1830	1667/ 9.5	12.7	10.7	5.9	168	2167	WJMO-F
14. WNWV-F (J/NA)	82/ 2.7	2.4	1.3	1.5	1.9	2.0	101/1917	1394/ 8.0	8.3	6.8	3.0	87	1494	WNWV-F
15. WCLV-F (CL)	64/ 2.1	2.2	1.5	1.7	2.8	1.9	76/1215	946/ 5.4	6.7	7.1	1.6	46	953	WCLV-F
16. WABQ (GOSP)	47/ 1.6	1.4	0.9	1.0	1.9	1.2	47/337	337/ 1.9	2.5	3.6	0.8	24	288	WABQ
17. WHK (H)	44/ 1.5	1.8	1.2	1.2	0.8	1.4	54/1284	1076/ 6.1	5.6	4.5	1.0	28	766	WHK
18. WONE-F (AOR)	33/ 1.1	0.8	1.3	0.6	0.7	0.9	145/2515	922/ 5.3	3.8	4.4	0.9	26	343	WONE-F
19. WJMO (B)	33/ 1.1	1.8	1.4	1.8	2.5	1.5	33/627	613/ 3.5	3.7	5.8	0.9	26	343	WJMO

12+ FM SHARE (METRO): 78.55% (2146 of 2732) (WIN 90: 78.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F>	1 WMMS-F	1 WMJI-F<	1 WLTF-F<	1 WGAR-F<	1 WMMS-F	1 WLTF-F	1 WLTF-F	1 WZAK-F	1 WZAK-F
2 WZAK-F>>	2 WZAK-F	2 WLTF-F	2 WLTF-F	2 WMJI-F	2 WMJI-F<	2 WMJI-F	2 WMMS-F<	2 WMMS-F	2 WPHR-F	2 WGAR-F
3 WMMS-F	3 WLTF-F<	3 WMJI-F	3 WMMS-F	3 WMMS-F	3 WDOK-F<	3 WLTF-F	3 WDOK-F	3 WDOK-F	3 WMMS-F	3 WWWE >
4 WJMO-F	4 WNCX-F	4 WZAK-F	4 WZAK-F	4 WDOK-F<	4 WLTF-F	4 WGAR-F	4 WGAR-F	4 WMJI-F	4 WLTF-F	4 WRMR
5	5 WPHR-F	5 WNCX-F	5	5 WZAK-F	5 WRMR	5 WZAK-F	5 WMJI-F	5 WGAR-F	5 WMJI-F	5 WMJI-F
6	6	6	6	6 WGAR-F	6 WWWE	7 WDOK-F	6	6 WZAK-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>	1 WMMS-F	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WMMS-F>>	1 WMMS-F>	1 WMMS-F	1 WMMS-F	1 WMJI-F
2 WZAK-F	2 WZAK-F	2 WZAK-F	2 WMMS-F<	2 WDOK-F	2 WPHR-F	2 WNCX-F>	2 WNCX-F>	2 WMJI-F	2 WMMS-F
3 WPHR-F	3 WLTF-F>	3 WMMS-F>	3 WZAK-F	3 WMJI-F	3 WNCX-F>	3 WPHR-F	3 WMJI-F	3 WNCX-F>	3 WNCX-F
4 WLTF-F	4 WPHR-F	4 WQAL-F	4 WMJI-F	4 WZAK-F	4 WZAK-F	4 WZAK-F	4 WLTF-F	4 WLTF-F	4 WLTF-F>
5 WQAL-F	5 WQAL-F	5 WJMO-F	5 WQAL-F	5 WMMS-F	5 WJMO-F	5 WMJI-F	5 WGAR-F	5 WZAK-F	5 WGAR-F<
6	6	6 WDOK-F	6	6 WGAR-F	6	6 WLTF-F	6	6	6 WZAK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WEOL	930	Elyria	0.8/2.2/	25/ 388
WKNR	1220	Cleveland	0.7/2.6/	31/ 694
WZLE-F	104.9	Lorain	0.4/0.6/	11/ 120
CKLW	800	Windsor	0.7/2.2/	50/ 695
WDON-F	104.9	Geneva/Madison	0.4/0.5/	16/ 154
WKDD-F	96.5	Akron/Canton	0.6/4.2/	86/2376
WQMX-F	94.9	Medina/Akron	0.3/1.3/	80/1222

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	SBN, \$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	,	Talk	CNN, \$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220,	50 KW (DA-N)	,	Country	ABC UNISUP, \$ NA	(HNWH)	
WHK,	1420,	5 KW (DA-N)	,	Business News	BRN TALKNT, \$ 35.00	(Katz)	Malrite
WJMO,	1490,	1 KW	,	Black	ABC, \$ 30.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 44.00	(MMR/Espanol)	
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC, \$ 80.00	(Republic)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical		\$ 55.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1005	,	Soft AC		\$ 70.00	(MMR/Espanol)	
WGAR,	99.5,	50 KW @ 500	,	Country	ABC, \$ 80.00	(HNWH)	Nationwide	
WJMO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC R ABC FH, \$ 50.00	(MMR)	United	
WLTF,	106.5,	11 KW @ 1060	,	AC	APR, \$140.00	(Christal)	Booth	
WMJI,	105.7,	27 KW @ 900	,	AC/Oldies		\$110.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC, \$160.00	(Katz)	Malrite	
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC CBS, \$ 85.00	(Mc-Guild)	Metroplex	
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)	
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman	
WQAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win	
WZAK,	93.1,	27 KW @ 623	,	Black	CBS, \$ 80.00	(Durpetti)	Zapis	

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 108/334,400
 MSA Rank/Pop: 117/406,000
 ADI # 99 (w/Pueblo)
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 22/16
 Diaries: 821/407:1/60.3%
 Sample Target: 760
 % Below Line: 6.6
 % Not Listed: 13.2

1990 Revenue: \$10,400,000
 HH Inc.: \$29,615
 Retail \$: 2.9 B11
 Pop per Station: 20,900
 #1 Biller: KKCS-AF \$1,600,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F (C)	86/14.9	14.2	----	10.9	----		117/1123	802/23.3	26.8		12.7	68	647	KKCS-F
2. KSPZ-F (O)	45/ 7.8	6.0	----	7.0	----		48/615	558/16.7	14.4		5.4	31	401	KSPZ-F
3. KKM-F (CHR)	43/ 7.5	6.3	----	8.4	----		67/848	593/17.7	13.4		16.6	96	686	KKM-F
4. KKF-F (CL AOR)	41/ 7.1	7.7	----	6.2	----		58/832	599/17.9	16.2		8.1	47	666	KKF-F
5. KKLI-F (SAC)	38/ 6.6	6.5	----	2.2	----		43/555	494/14.8	13.5		5.9	34	351	KKLI-F
6. KILO-F (AOR)	36/ 6.2	4.9	----	7.4	----		48/655	467/14.0	13.1		5.9	34	576	KILO-F
7. KRDO-F (EZ)	33/ 5.7	5.3	----	6.5	----		47/620	457/13.7	13.5		5.4	31	327	KRDO-F
8. KVOR (N/T)	32/ 5.5	4.7	----	4.4	----		33/461	437/13.1	12.9		2.4	14	294	KVOR
9. KVUU-F (AC)	30/ 5.2	4.4	----	7.4	----		35/615	473/14.1	15.1		4.5	26	453	KVUU-F
10. KOA (N/T)	24/ 4.2	4.2	----	2.2	----		44/782	461/13.8	12.5		4.0	23	340	KOA
KIKX-F (CHR)	24/ 4.2	7.5	----	8.5	----		32/712	548/16.4	18.1		5.7	33	590	KIKX-F
KATM-F (AOR)	24/ 4.2	5.6	----	7.2	----		30/602	412/12.3	13.6		5.9	34	584	KATM-F
13. KCMN (BB)	8/ 1.4	1.2	----	0.7	----		8/78	78/ 2.3	2.9		0.5	3	64	KCMN
14. KSSS (T)	7/ 1.2	1.8	----	3.5	----		8/197	177/ 5.3	7.0		0.9	5	158	KSSS
15. KRDO (O)	6/ 1.0	1.2	----	1.8	----		11/255	206/ 6.2	6.0		1.9	11	209	KRDO
KHII-F (J/NA)	6/ 1.0	1.6	----	1.3	----		6/139	117/ 3.5	4.3		1.4	8	199	KHII-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 81.84% (410 of 501) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KOA
2 KIKX-F	2 KILO-F	2 KSPZ-F	2 KSPZ-F	2 KSPZ-F	2 KRDO-F	2 KSPZ-F	2 KSPZ-F	2 KSPZ-F	2 KKM-F	2 KVOR
3 KILO-F	3 KKM-F	3 KKF-F	3 KKLI-F	3 KKLI-F	3 KVOR	3 KVUU-F	3 KKF-F	3 KKF-F	3 KILO-F	3 KKLI-F
4 KATM-F	4 KKF-F	4 KKLI-F	4 KKF-F	4 KKF-F	4 KSPZ-F	4 KVOR	4 KRDO-F	4 KKM-F	4 KKLI-F	4 KATM-F
5	5 KKLI-F	5 KKM-F	5 KVUU-F	5 KVUU-F	5 KOA	5 KKF-F	5 KLI-F	5 KILO-F	5	5
6	6 KATM-F	6 KILO-F	6	6	6 KKLI-F	6	6	6	6	6
7	7 KVUU-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKCS-F	1 KKLI-F	1 KKLI-F	1 KKCS-F	1 KKLI-F	1 KKM-F	1 KILO-F	1 KKCS-F	1 KKCS-F	1 KKCS-F
2 KKLI-F	2 KKCS-F	2 KVUU-F	2 KKLI-F	2 KKCS-F	2 KILO-F	2 KKCS-F	2 KKF-F	2 KILO-F	2 KSPZ-F
3 KKM-F	3 KVUU-F	3 KKCS-F	3 KSPZ-F	3 KSPZ-F	3 KKF-F	3 KKM-F	3 KILO-F	3 KKF-F	3 KKF-F
4 KKF-F	4 KKM-F	4 KSPZ-F	4 KVUU-F	4 KVUU-F	4 KATM-F	4 KKF-F	4 KSPZ-F	4 KSPZ-F	4 KILO-F
5 KIKX-F	5 KKF-F	5 KKM-F	5 KKM-F	5 KKM-F	5 KKCS-F	5 KATM-F	5 KATM-F	5 KKM-F	5 KVUU-F
6 KATM-F	6 KIKX-F	6 KKF-F	6	6	6 KSPZ-F	6 KSPZ-F	6	6	6
7 KILO-F		KIKX-F							

OTHER RATED STATIONS

STATION	SHARE	CUME	TSA	TSA
	RTG	AQH	CUME	
KWYD	1580	Colorado Sprngs	0.7/1.8/	4/ 59
KCSJ	590	Pueblo	0.7/2.5/	14/ 353
KHOW	630	Denver	0.5/2.3/	6/ 125
KLZ	560	Denver	0.5/2.3/	3/ 116
KRYT-F	107.9	Pueblo	0.3/1.5/	14/ 257
KVOD-F	99.5	Denver/Boulder	0.3/1.7/	2/ 64

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	NOSTALGIA	CNN, UNISUP	\$ 14.00 (K & P)
KRDO, 1240, 1 KW (DA-1)	OLDIES		\$ 13.00 (HNWH)
KSSS, 740, 3.5KW/1.5 KW(DA-2)	TALK	NBC	\$ 20.00 (McGuild)
KVOR, 1300, 5 KW/1 KW	NEWS/TALK	ABC CBS	\$ 23.00 (Katz)
KHII-F, 105.5, 60W @ 2230	JAZZ/NAC		\$ 18.00 (---)
KATM-F, 100.7, 13 KW @ 2123, AOR			\$ 22.00 (Banner)
KIKX-F, 102.7, 100 KW @ 2000, CHR			\$ 37.00 (Banner)
KILO-F, 93.9, 83 KW @ 2110, AOR			\$ 36.00 (Eastman)
KKF-F, 98.1, 71 KW @ 2290, CLASSIC AOR		SOURCE	\$ 32.00 (Christal)
KKLI-F, 106.3, 71 W @ 1988, SOFT AC			\$ 15.00 (Torbet)
KKM-F, 98.9, 70 KW @ 2300, CHR			\$ 26.00 (Banner)
KRDO-F, 95.1, 96 KW @ 2010, BTF/EZ			\$ 30.00 (HNWH)
KSPZ-F, 92.9, 72 KW @ 2130, AC/OLDIES		UNISUP	\$ 31.00 (Katz)
KVUU-F, 99.9, 96 KW @ 2000, AC			\$ 39.00 (McGuild)
KKCS-F, 101.9, 79 KW @ 2080, COUNTRY			\$ 40.00 (Torbet)
KOA -- See Denver			

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/384,700
 MSA Rank/Pop: 105/465,000
 ADI # 82
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 16/15
 Diaries: 832/462:1/53.0%
 Sample Target: 810
 % Below Line: 0.4
 % Not Listed: 14.1

1990 Revenue: \$14,100,000
 HH Inc.: \$32,602
 Retail \$: 3.5 B11
 Pop per Station: 25,646
 #1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
								CUME/CUME RATING						
1. WNDM-F (B)	118/17.7	16.5	----	17.7	----		255/2093	1016/26.4	23.7		22.1	150	1199	WNDM-F
2. WCOS-F (C)	114/17.1	14.8	----	15.4	----		183/2037	1205/31.3	25.8		14.0	95	1083	WCOS-F
3. WNOK-F (CHR)	56/ 8.4	11.5	----	9.5	----		92/1570	921/23.9	25.2		9.9	67	1029	WNOK-F
4. WVOC (N/T)	49/ 7.3	5.8	----	6.2	----		55/874	720/18.7	18.6		5.7	39	591	WVOC
5. WTCB-F (AC)	45/ 6.7	6.0	----	6.2	----		92/1020	571/14.8	15.7		5.9	40	443	WTCB-F
6. WMFX-F (CL AOR)	40/ 6.0	6.1	----	7.2	----		47/622	490/12.7	16.4		8.1	55	616	WMFX-F
7. WOMG-F (O)	33/ 4.9	3.1	----	4.3	----		33/445	434/11.3	9.8		4.4	30	424	WOMG-F
8. WAAS-F (EZ)	26/ 3.9	6.4	----	4.4	----		26/467	421/10.9	10.7		4.4	30	419	WAAS-F
9. WYYS-F (CHR)	21/ 3.1	3.0	----	5.7	----		25/494	477/12.4	9.5		1.9	13	387	WYYS-F
WTGH (REL)	21/ 3.1	3.6	----	2.1	----		26/251	236/ 6.1	6.8		2.9	20	272	WTGH
11. WSCQ-F (SAC)	16/ 2.4	2.7	----	4.1	----		17/322	288/ 7.5	7.7		3.1	21	258	WSCQ-F
12. WOIC (B)	14/ 2.1	2.8	----	2.8	----		14/211	198/ 5.1	7.3		1.6	11	203	WOIC
13. WKWQ-F (B)	11/ 1.6	2.8	----	1.2	----		12/257	226/ 5.9	6.7		2.4	16	200	WKWQ-F
14.														
15.														

12+ FM SHARE (METRO): 84.15% (483 of 574) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F	1 WNDM-F>>	1 WNDM-F>	1 WNDM-F	1 WNDM-F	1 WCOS-F>>	1 WCOS-F	1 WCOS-F>	1 WCOS-F	1 WNDM-F>>	1 WNDM-F>>
2 WNDM-F	2 WNOK-F	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>	2 WVOC	2 WNDM-F>	2 WNDM-F>	2 WNDM-F>	2 WNOK-F	2 WVOC <
3	3 WMFX-F	3 WTCB-F	3 WTCB-F	3 WTCB-F	3 WOMG-F	3 WNOK-F	3 WVOC	3 WNOK-F	3 WCOS-F>	3 WCOS-F
4	4 WNOK-F	4 WMFX-F	4 WMFX-F	4 WOMG-F	4 WNDM-F	4 WTCB-F	4 WTCB-F>	4 WMFX-F	4 WMFX-F	4
5	5 WTCB-F	5 WNOK-F	5	5 WMFX-F	5	5 WVOC >	5 WAAS-F	5 WTCB-F	5 WVOC >	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNDM-F>>	1 WNDM-F>>	1 WNDM-F>>	1 WNDM-F>	1 WNDM-F	1 WNDM-F>>	1 WNDM-F>	1 WNDM-F	1 WNDM-F>	1 WNDM-F<
2 WNOK-F>	2 WNOK-F	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>	2 WMFX-F	2 WMFX-F>	2 WMFX-F>	2 WCOS-F<	2 WCOS-F
3 WCOS-F>	3 WCOS-F	3 WTCB-F	3 WNOK-F	3 WTCB-F>	3 WCOS-F	3 WCOS-F	3 WCOS-F	3 WMFX-F>	3 WMFX-F
4 WTCB-F	4 WTCB-F	4 WNOK-F>	4 WTCB-F	4 WOMG-F	4 WYYS-F	4 WTCB-F	4 WTCB-F	4 WTCB-F	4 WVOC
5	5	5 WMFX-F	5	5 WNOK-F	5 WKWQ-F	5	5 WVOC >	5 WVOC	5 WTCB-F
									5 WOMG-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCOS 1400 Columbia	0.4/2.5/	3/	113
WQXL 1470 Columbia	0.6/1.9/	4/	72
WBBQ-F 104.3 Augusta	0.4/2.1/	6/	160

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK	, \$ 14.00 (Katz)	Voyager
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL	SBN, \$ 12.00 (---	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, \$ 26.00 (Banner)	
WAAS-F, 93.5, 1.6 KW @ 443, AC	, \$ 32.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC, \$ 70.00 (McGUILD)	Ragan Henry
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR	SOURCE, \$ 45.00 (Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC, \$ 46.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, \$ 25.00 (Eastman)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	CBS, \$ 23.00 (Banner)	
WTCB-F, 106.7, 100 KW @ 787, AC	APR, \$ 41.00 (Christal)	Bloomington
WNDM-F, 101.3, 100 KW @ 1322, Black	UNIPWR, \$ 55.00 (HNWH)	
WYYS-F, 96.7, 2.2 KW @ 384, CHR	, \$ 27.00 (---	Universal

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,123,500
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 28/25
 Diaries: 1516/741:1/56.2%
 Sample Target: 1365
 % Below Line: 2.5
 % Not Listed: 12.7

1990 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 10.9 B11
 Pop per Station: 44,940
 #1 Biller: WNCI-F \$9,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	208/11.7	10.9	11.0	16.1	15.2	12.4	294/4429	3169/28.2	26.6	31.6	14.8	272	3510	WNCI-F
2. WTVN (MOR/FS)	166/ 9.4	8.5	9.8	10.2	9.2	9.5	219/2643	2036/18.1	18.4	18.5	8.5	157	1789	WTVN
3. WSNY-F (AC)	164/ 9.2	10.8	8.1	9.9	10.0	9.5	178/2509	2219/19.8	24.2	23.1	8.9	164	1829	WSNY-F
4. WLQV-F (AOR)	130/ 7.3	8.3	8.4	7.1	7.6	7.8	164/2441	2039/18.1	18.3	19.5	9.1	167	2536	WLQV-F
5. WHOK-F (C)	109/ 6.1	5.9	4.6	5.1	6.0	5.4	228/2380	1470/13.1	13.1	12.2	4.6	85	1198	WHOK-F
6. WBNS-F (EZ/SAC)	103/ 5.8	4.8	5.2	5.1	6.6	5.2	129/1868	1589/14.1	13.7	15.3	6.2	114	1638	WBNS-F
7. WMGG-F (CL AOR)	102/ 5.7	4.4	5.3	5.4	4.1	5.2	118/1974	1636/14.6	12.7	11.5	5.1	93	1973	WMGG-F
8. WCOL-F (O)	89/ 5.0	4.2	5.7	6.4	6.2	5.3	97/1733	1502/13.4	13.8	16.2	3.7	68	1561	WCOL-F
9. WBNS (BB)	64/ 3.6	4.1	3.0	1.2	1.5	3.0	64/873	841/ 7.5	11.6	6.9	2.4	45	712	WBNS
10. WVKO (B)	58/ 3.3	4.4	4.9	4.2	4.9	4.2	58/692	679/ 6.0	7.3	8.2	5.3	98	1446	WVKO
11. WCLT-F (C)	46/ 2.6	2.5	1.7	2.0	1.5	2.2	80/1160	644/ 5.7	4.9	2.9	2.1	38	490	WCLT-F
12. WWHT-F (CHR)	39/ 2.2	---	0.8	---	---	0.8	43/817	730/ 6.5	0.0	0.0	1.1	21	355	WWHT-F
13. WMNI (C)	33/ 1.9	1.7	3.0	1.7	2.3	2.1	35/619	583/ 5.2	4.0	4.6	3.0	55	510	WMNI
14. WLW (MOR/FS)	30/ 1.7	2.9	2.7	2.4	1.2	2.4	91/1250	642/ 5.7	8.1	5.0	2.9	54	629	WLW
15. WTLT-F (REL)	27/ 1.5	1.1	1.4	0.9	---	1.2	30/384	355/ 3.2	3.6	0.0	1.4	26	324	WTLT-F
16. WXM-F (AC)	26/ 1.5	1.5	1.8	1.8	1.7	1.6	26/648	632/ 5.6	6.6	6.5	1.6	29	647	WXM-F
17. WCKX-F (B)	26/ 1.5	2.9	2.6	1.9	1.9	2.2	27/575	562/ 5.0	5.2	5.1	2.8	52	771	WCKX-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.82% (1159 of 1549) (WIN 90: 74.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F	1 WTVN >	1 WTVN	1 WSNY-F<	1 WNCI-F>	1 WNCI-F>	1 WNCI-F
2 WWHT-F>>	2 WLQV-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WBNS-F<	2 WNCI-F	2 WNCI-F	2 WSNY-F<	2 WSNY-F	WHOK-F
3 WHOK-F	3 WMGG-F	3 WLQV-F	3 WLQV-F	3 WLQV-F<	3 WSNY-F>	3 WSNY-F>	3 WTVN	3 WLQV-F	3 WLQV-F	3 WLQV-F<
4 WVKO	4 WSNY-F	4 WMGG-F	4 WTVN	4 WTVN	4 WHOK-F	4 WLQV-F	4 WLQV-F	4 WTVN	4 WHOK-F	4 WTVN
5 WMGG-F	5	5	5 WCOL-F	5 WCOL-F	5 WBNS	5	5 WBNS-F	5 WMGG-F	5 WTVN <	5 WMGG-F<
									6 WMGG-F	6 WBNS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WMGG-F	1 WMGG-F	1 WLQV-F<	1 WLQV-F	1 WLQV-F<
2 WVKO	2 WSNY-F	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>>	2 WLQV-F>	2 WLQV-F>	2 WMGG-F>	2 WMGG-F>	2 WTVN >
3 WSNY-F	3 WLQV-F>	3 WLQV-F>	3 WLQV-F	3 WCOL-F	3 WNCI-F	3 WNCI-F	3 WNCI-F>	3 WNCI-F<	3 WCOL-F<
4 WLQV-F	4 WVKO	4 WCOL-F	4 WCOL-F	WBNS-F	4 WSNY-F>	4 WSNY-F>	4 WSNY-F	4 WTVN <	4 WMGG-F
5 WMGG-F	5 WMGG-F	5	5 WVKO	5 WTVN	5 WWCD-F	5 WHOK-F	5 WHOK-F	5 WCOL-F	5 WNCI-F<
				WLQV-F				6 WSNY-F<	6 WHOK-F
								7 WHOK-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBBY-F	103.9	Westerville	1.0/5.1/	18/ 584
WCLT	1430	Newark	0.5/1.3/	11/ 159
WCOL	1230	Columbus	0.5/2.5/	8/ 279
WHTH	790	Heath	0.4/0.7/	7/ 75
WNKO-F	101.7	Newark/Heath	0.6/1.3/	11/ 168
WRFD	880	Columbus/Wrthgt	0.8/2.1/	33/ 397
WSWZ-F	103.5	Lancaster	1.0/2.3/	22/ 319
WWCD-F	101.1	Grove Cty/CImbs	1.2/4.0/	22/ 456
WXLE-F	103.1	Johnstown/CImbs	0.5/3.0/	14/ 382
WAZU-F	102.9	Springfield/Dyt	0.3/0.8/	33/ 347
WMRN-F	106.9	Marion	0.5/0.9/	46/ 501

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	Oldies	SMN CNN, \$ 30.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Torbet)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	CNN UNIULT, \$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC, \$119.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga

FH STATIONS

WBBY,	103.9,	2.6 KW @ 356	, Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS,	97.1,	20 KW @ 780	, EZ/SAC	, \$ 68.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328	, Black	NBN, \$ 25.00	(N/A)	(LONDON)
WHOK,	95.5,	50 KW @ 492	, Country	APR, \$ 46.00	(Christal)	
WLWQ,	96.3,	18 KW @ 753	, AOR	, \$133.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783	, Classic AOR	, \$ 64.00	(Torbet)	
WNCI,	97.9,	175 KW @ 560	, CHR	APR, \$155.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753	, AC	, \$153.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753	, Oldies	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails
WXLE,	103.1,	1.6 KW @ 445	, Oldies	ABC MBS, \$ 26.00	(Durpetti)	US Radio(JOHNSTOWN)
WXMX,	98.9,	3 KW @ 328	, Soft AC	CNN, \$ 24.00	(Eastman)	

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,200,600
 MSA Rank/Pop: 12/3,860,000 (Dallas)
 ADI # 7 37 (Ft. Worth)
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 30/30
 Diaries: 2534/1263:1/53.0%
 Sample Target: 2310
 % Below Line: 0.0
 % Not Listed: 7.0

1990 Revenue: \$135,000,000
 HH Inc.: \$34,930
 Retail \$: 35.0 B11
 Pop per Station: 106,686
 #1 Biller: KVIL-AF \$21,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	519/ 9.1	10.0	8.3	8.6	8.6	9.0	583/7766	6720/21.0	20.9	18.5	10.9	640	6533	KSCS-F
2. KVIL-AF (AC)	392/ 6.9	8.5	6.9	6.6	7.2	7.2	397/4580	4383/13.7	15.4	9.3	6.2	350	4006	KVIL-AF
3. KPLX-F (C)	379/ 6.6	7.4	7.2	7.4	5.6	7.2	442/6150	5148/16.1	14.9	14.5	6.9	405	3889	KPLX-F
4. WBAP (C/FS)	355/ 6.2	4.5	5.8	5.8	4.6	5.6	562/6931	4399/13.7	11.5	12.6	4.6	273	3823	WBAP
5. KKDA-F (B)	327/ 5.7	5.3	5.8	5.7	6.3	5.6	357/3795	3382/10.6	9.6	11.1	7.3	427	3866	KKDA-F
6. KRDL (N/T)	313/ 5.5	4.9	5.4	4.2	4.5	5.0	385/7563	6224/19.4	16.8	15.9	5.3	310	5236	KRDL
7. KTXQ-F (AOR)	311/ 5.4	5.4	4.9	4.4	4.3	5.0	327/4786	4522/14.1	12.9	12.4	5.0	291	3979	KTXQ-F
8. KEGF-F (CHR)	252/ 4.4	4.2	3.4	3.9	4.2	4.0	287/5955	5124/16.0	14.4	13.7	4.4	261	5295	KEGF-F
9. KJMZ-F (B)	226/ 4.0	2.7	3.7	4.6	5.2	3.8	239/3792	3526/11.0	10.3	13.6	4.9	287	4383	KJMZ-F
10. KZPS-F (CL AOR)	188/ 3.3	3.3	3.0	3.6	3.0	3.3	225/3475	2932/ 9.2	9.3	9.3	3.2	190	3068	KZPS-F
11. KHYI-F (CHR)	179/ 3.1	4.0	4.9	4.7	4.7	4.2	194/4475	4172/13.0	14.3	13.9	3.8	222	5707	KHYI-F
12. KLIF (T)	175/ 3.1	2.5	2.1	2.0	2.5	2.4	195/2761	2429/ 7.6	6.5	6.9	2.9	169	2138	KLIF
13. KKDA (B)	151/ 2.6	3.0	1.4	2.3	1.9	2.3	151/1636	1512/ 4.7	4.8	4.2	1.9	113	1034	KKDA
14. WRR -F (CL)	141/ 2.5	2.1	2.0	2.4	2.4	2.3	154/2421	2226/ 7.0	5.9	6.6	2.1	121	1673	WRR -F
15. KOAI-F (J/NA)	140/ 2.4	2.5	3.1	3.1	2.9	2.8	143/2352	2227/ 7.0	7.7	8.0	2.5	146	2309	KOAI-F
KLUV-F (O)	140/ 2.4	2.8	3.4	3.5	3.0	3.0	180/3564	2925/ 9.1	9.1	11.0	2.3	136	2409	KLUV-F
17. KLTY-F (REL)	139/ 2.4	3.4	3.3	2.4	3.3	2.9	175/2788	2398/ 7.5	6.5	7.6	3.3	192	1710	KLTY-F
18. KESS (SP)	123/ 2.2	1.3	1.2	0.8	2.0	1.4	123/1021	1021/ 3.2	2.3	2.7	0.9	53	849	KESS
19. KLRX-F (SAC)	118/ 2.1	1.1	2.0	1.4	1.3	1.6	128/2680	2504/ 7.8	5.0	5.0	1.1	67	1211	KLRX-F
20. KDGE-F (AOR)	116/ 2.0	2.1	2.0	1.7	1.3	2.0	133/2351	2141/ 6.7	6.1	4.3	3.5	204	2477	KDGE-F
21. KMEZ-F (EZ/SAC)	111/ 1.9	2.1	2.3	3.4	3.8	2.4	121/1875	1662/ 5.2	5.8	7.7	1.5	88	1245	KMEZ-F
22. KAAM (BB)	109/ 1.9	1.7	2.3	1.8	2.5	1.9	113/1394	1280/ 4.0	4.5	4.6	1.1	63	936	KAAM
23. KHVN (GOSP)	95/ 1.7	1.9	1.8	1.9	2.0	1.8	96/1067	1044/ 3.3	3.6	3.6	1.8	103	1018	KHVN
24. KRSR-F (AC)	86/ 1.5	2.3	2.1	1.7	2.1	1.9	101/2466	2230/ 7.0	7.1	5.8	2.4	138	1744	KRSR-F
25. KMGC-F (AC)	81/ 1.4	1.3	2.4	2.4	1.8	1.9	87/2264	2138/ 6.7	6.1	7.4	1.6	92	1636	KMGC-F

12+ FM SHARE (METRO): 72.26% (3842 of 5317) (WIN 90: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F<	1 KTXQ-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF	1 WBAP	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KKDA-F	1 KSCS-F>
2 KEGF-F	KSCS-F	2 KVIL-AF	2 KSCS-F	2 KSCS-F>	2 WBAP	2 KSCS-F	2 KVIL-AF	2 KPLX-F<	2 KJMZ-F	2 KKDA-F
3 KJMZ-F	3 KKDA-F	3 KTXQ-F	3 KPLX-F	3 KPLX-F	3 KVIL-AF<	3 KVIL-AF	3 KPLX-F<	3 KVIL-AF	3 KSCS-F	3 KRDL
4 KKDA-F	4 KPLX-F<	4 KPLX-F<	4 KTXQ-F	4 KTXQ-F<	4 KRDL	4 KRDL	4 WBAP	4 WBAP	4 KEGF-F	4 WBAP >
5	5 KEGF-F<	5 KKDA-F	5 KRDL	5 WBAP	5 KPLX-F>	5 KPLX-F<	5 KTXQ-F	5 KTXQ-F<	5 KPLX-F	5 KJMZ-F
6	6 KVIL-AF<	6	6 WBAP	6 KRDL	6 KLIF	6 KKDA-F	6 KRDL	6 KKDA-F	6 KHYI-F	6 KVIL-F
7	7 KZPS-F<	7	7 KKDA-F	7 KRDL	7 WRR -F	7 KTXQ-F	7 KKDA-F	7 KRDL	7 KRDL	7 KTXQ-F
8	8 KJMZ-F	8	8 KZPS-F	8 KZPS-F	8	8 KEGF-F	8 KZPS-F	8	8 KTXQ-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F	1 KSCS-F>	1 KVIL-AF	1 KSCS-F<	1 KVIL-AF	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F	1 WBAP
2 KKDA-F	2 KKDA-F	2 KSCS-F>	2 KVIL-AF>	2 KSCS-F>	2 KSCS-F	2 KZPS-F	2 KZPS-F	2 KSCS-F	2 KTXQ-F
3 KTXQ-F	3 KVIL-AF<	3 KKDA-F<	3 KKDA-F<	3 KPLX-F	3 KKDA-F	KSCS-F	3 KSCS-F	3 KZPS-F<	3 KSCS-F
4 KEGF-F	4 KTXQ-F	4 KPLX-F	4 KPLX-F>	4 KKDA-F>	4 KJMZ-F	4 KKDA-F	4 KRDL	4 WBAP	KRDL
5 KJMZ-F>	5 KPLX-F<	5 KTXQ-F	5 KTXQ-F	5 KRDL	KDGE-F	5 KJMZ-F<	5 KVIL-AF	5 KPLX-F	5 KZPS-F
6 KPLX-F	6 KEGF-F	6 KEGF-F	6 KEGF-F	6	6 KZPS-F	6 KEGF-F<	KPLX-F	6 KRDL	< 6 KVIL-AF
7 KHYI-F	7 KJMZ-F	7 KLTY-F	7 KJMZ-F	7	KEGF-F	7 KPLX-F	7 KOAI-F	7 KVIL-AF<	KPLX-F
8	8	8	8	8	8 KPLX-F	8	8 KKDA-F	8 KKDA-F	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
KFJZ	870	Ft. Worth/Dalls	0.6/1.2/	36/ 400
KSSA	1600	Plano	1.1/1.8/	64/ 602
KSSA-F	95.3	McKinney/Plano	0.1/0.4/	6/ 113
KUII	1190	Dallas	0.8/3.9/	53/1375

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	\$ 45.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	,	\$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	\$ 31.00	(Lotus Hispanic)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNIULT,	\$ 35.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black	APR,	\$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	\$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),	,	Religion	,	\$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	\$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	,	Religion	,	\$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	,	Country Full Service	ABC,	\$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	,	CHR	,	\$115.00	(MMR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	\$146.00	(Christal)	Sandusky
KJHZ,	100.3,	100 KW @ 1280	,	Black	UNIPWR,	\$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	\$159.00	(Katz)	
KKWM,	97.9,	100 KW @ 1680	,	Soft AC	SOURCE,	\$ 85.00	(Republic)	Cox
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC UNISUP,	\$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	\$118.00	(MMR)	TK
KMEZ,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNIULT,	\$100.00	(Mc-Guild)	Granum
KMGC,	102.9,	100 KW @ 1348	,	Soft AC	,	\$103.00	(Christal)	Nationwide
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	\$ 98.00	(HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	\$230.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1560	,	Soft AC	,	\$104.00	(Group W)	Westinghouse
KSCS,	96.3,	100 KW @ 1680	,	Country	,	\$190.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1320	,	AOR	CBS,	\$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	,	AC	,	\$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	\$100.00	(Durpetti)	Bonneville
WRR,	101.1,	100 KW @ 1348	,	Classical	APR,	\$ 70.00	(CHBS)	City of Dallas
KDGE,	94.5,	100 KW @ 1896	,	AOR	,	\$ 50.00	(K & P)	(GAINESVILLE)

DAYTON

Arbitron Rank/Pop (12+): 47/813,100

Stations: 24/19
Diaries: 1408/577:1/61.6%
Sample Target: 1180
% Below Line: 10.8
% Not Listed: 13.1

1990 Revenue: \$22,300,000
HH Inc.: \$31,515
Retail \$: 6.9 B11
Pop per Station: 42,794
#1 Biller: WGTZ-F \$3,200,000

MSA Rank/Pop: 54/944,000
ADI # 52
Average Person Ratings: 16.1
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
								CUME/CUME	RATING						
1. WHKO-F (C)	138/10.5	8.5	8.5	8.1	10.6	8.9	223/2897	1743/21.4	17.9	18.1		6.9	85	1255	WHKO-F
2. WHIO (MOR/FS)	116/ 8.8	7.0	8.6	6.5	7.0	7.7	123/1806	1629/20.0	17.0	17.2		7.2	88	1230	WHIO
3. WGTZ-F (CHR)	112/ 8.5	9.1	11.0	10.9	10.2	9.9	151/2483	1791/22.0	25.3	27.6		13.7	168	2017	WGTZ-F
4. WWSN-F (AC)	98/ 7.5	6.5	7.4	6.6	5.9	7.0	108/1325	1146/14.1	13.9	13.2		3.9	48	938	WWSN-F
5. WLW (MOR)	89/ 6.8	5.9	6.2	5.9	3.4	6.2	250/3120	1131/13.9	13.1	9.5		7.2	89	1063	WLW
6. WTUE-F (AOR)	79/ 6.0	9.7	7.4	7.3	9.7	7.6	99/1747	1303/16.0	19.2	21.0		8.7	107	1395	WTUE-F
7. WYMJ-F (O)	72/ 5.5	5.7	3.5	5.8	5.8	5.1	75/1103	1010/12.4	12.7	11.9		3.7	46	812	WYMJ-F
8. WVUD-F (SAC)	66/ 5.0	6.0	4.6	4.6	6.2	5.1	75/1252	1009/12.4	13.1	13.2		5.3	65	883	WVUD-F
9. WAZU-F (AOR)	60/ 4.6	6.0	5.0	5.8	6.2	5.3	108/1680	1102/13.6	13.9	13.6		9.6	118	1360	WAZU-F
10. WDAO (B)	59/ 4.5	3.5	5.0	4.3	3.8	4.3	59/672	672/ 8.3	6.0	7.0		2.8	35	400	WDAO
11. WCLR-F (EZ)	45/ 3.4	3.7	2.9	3.0	3.0	3.3	58/733	621/ 7.6	8.1	7.0		2.6	32	316	WCLR-F
12. WONE (C)	43/ 3.3	3.4	3.0	4.2	4.3	3.5	56/817	634/ 7.8	8.0	9.2		2.0	25	478	WONE
13.															
14.															
15.															

12+ FM SHARE (METRO): 68.13% (776 of 1139) (WIN 90: 75.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVF	OVERNIGHT
1 WGTZ-F>	1 WTUE-F<	1 WHKO-F<	1 WHKO-F<	1 WHKO-F	1 WHIO	1 WHIO	1 WHKO-F	1 WHKO-F	1 WGTZ-F>	1 WHIO >
2 WAZU-F>	2 WGTZ-F	2 WWSN-F	2 WWSN-F	2 WWSN-F>	2 WHKO-F	2 WHKO-F	2 WWSN-F	2 WGTZ-F	2 WLW	2 WHKO-F
3 WZRZ-F	3 WAZU-F<	3 WGTZ-F	3 WTUE-F<	3 WYMJ-F	3 WLW	3 WWSN-F	3 WLW	3 WWSN-F	3 WHIO	3 WGTZ-F
4 WDJK-F	4 WHKO-F	4 WTUE-F	4 WYMJ-F	4 WTUE-F	4 WWSN-F	4 WGTZ-F	4 WHIO	4 WLW	4 WHKO-F	4 WTUE-F
5	5 WWSN-F>	5 WYMJ-F	5 WGTZ-F	5 WLW	5 WYMJ-F	5 WTUE-F	5 WTUE-F<	5 WTUE-F	5 WAZU-F<	5 WVUD-F
6	6 WDAO	6 WAZU-F	6 WLW	6 WGTZ-F	6 WCLR-F<	6 WLW	6 WYMJ-F	6 WYMJ-F<	6 WTUE-F<	6
7	7 WVUD-F	7 WLW	7 WVUD-F	7 WVUD-F	7 WONE	7 WVUD-F	7 WVUD-F	7 WHIO	7 WVUD-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MFN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F	1 WWSN-F<	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WAZU-F	1 WTUE-F>	1 WTUE-F>	1 WTUE-F	1 WLW <
2 WHKO-F	2 WGTZ-F	2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WGTZ-F	2 WAZU-F	2 WHKO-F>	2 WLW	2 WTUE-F
3 WWSN-F	3 WHKO-F>	3 WHKO-F	3 WGTZ-F>	3 WGTZ-F	3 WTUE-F>>	3 WGTZ-F	3 WLW	3 WHKO-F	3 WHKO-F
4 WAZU-F>	4 WAZU-F>	4 WTUE-F	4 WYMJ-F	4 WYMJ-F	4 WZRZ-F	4 WHKO-F	4 WAZU-F	4 WYMJ-F	4 WYMJ-F
5 WZRZ-F	5 WVUD-F	5 WDAO	5 WDAO	5 WDAO	5 WLW	5 WLW	5 WGTZ-F	5 WAZU-F	5 WVUD-F
6	6 WTUE-F	6	6 WVUD-F	6 WVUD-F	6 WPFB-F	6	6 WDAO	6 WGTZ-F	6 WWSN-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBLY	1600	Springfield	0.6/1.4/	8/ 116
WDJK-F	95.3	Xenia/Dayton	0.9/2.3/	12/ 207
WFCC-F	93.7	Miamisburg/Datn	0.8/3.3/	22/ 444
WING	1410	Dayton	1.1/4.8/	16/ 436
WIZE	1340	Springfield	1.2/1.5/	16/ 132
WKSX-F	101.7	Urbana/Sprngfld.	1.1/2.7/	26/ 321
WPFB	910	Middletown	1.4/2.4/	33/ 308
WPFB-F	105.9	Middletown	1.3/4.5/	63/ 859
WGRR-F	103.5	Hamilton/Cinci	0.5/2.2/	47/ 847
WOFX-F	94.9	Fairfield	1.5/4.4/	53/ 874
WOXY-F	97.7	Oxford	0.5/1.4/	6/ 167
WZRZ-F	96.5	Hamilton	1.4/4.6/	57/ 739

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN, \$ 25.00	(N/A)	
WHIO,	1290,	5 KW (DA-N)	, Full Service	CBS, \$ 70.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	, Oldies	SMN NBC, \$ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	, Country	ABC I, \$ 43.00	(Mc-Guild)	Summit
WAZU-F,	102.9,	50 KW @ 492	, AOR	ABC FM, \$ 44.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	, EZ	, \$ 22.00	(Regional)	(PIQUA)
WFCC-F,	93.7,	50 KW @ 492	, Religion	, \$ 15.00	(---)	(MIAMISBURG)
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR, \$ 68.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1060	, Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 593	, Country	, \$ 20.00	(Roslin)	(MIDDLETOWN)
WTUE-F,	104.7,	50 KW @ 50D	, AOR	, \$ 77.00	(Mc-Guild)	Summit
WVUD-F,	99.9,	50 KW @ 500	, Soft AC	ABC E, \$ 40.00	(Torbet)	Univ. of Dayton
WWSN-F,	107.7,	50 KW @ 420	, AC	, \$ 70.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	, \$ 37.00	(Torbet)	

DENVER

Arbitron Rank/Pop (12+): 24/1,596,500
 MSA Rank/Pop: 27/1,930,000
 ADI # 19
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 29/29
 Diaries: 1754/910:1/57.0%
 Sample Target: 1640
 % Below Line: 0.0
 % Not Listed: 9.8

1990 Revenue: \$70,000,000
 HH Inc.: \$33,625
 Retail \$: 15.0 Bil
 Pop per Station: 55,051
 #1 Biller: KOA \$11,600,000

12+ METRO	1/4/SHARE	12+ METRO							12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
		FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUMF	29/29							
1. KOA (N/T)	262/ 9.6	7.9	7.5	6.2	7.8	7.8	381/5248	3832/24.0	24.7	22.3	5.5	154	3065	KOA	
2. KOSI-F (EZ)	203/ 7.4	6.0	6.7	6.1	6.5	6.6	222/3447	2991/18.7	15.3	16.1	5.6	159	2208	KOSI-F	
3. KYGO-F (C)	194/ 7.1	8.3	8.6	7.9	6.0	8.0	241/3358	2773/17.4	15.8	15.1	10.0	282	2446	KYGO-F	
4. KBCO-F (AOR)	176/ 6.4	5.1	5.0	5.7	6.0	5.6	194/2710	2453/15.2	13.7	14.1	5.2	147	1642	KBCO-F	
5. KBPI-F (AOR)	169/ 6.2	5.6	6.5	6.3	4.6	6.2	201/3165	2541/15.9	15.0	14.1	10.1	285	2763	KBPI-F	
6. KXKL-AF (O)	156/ 5.7	4.7	7.0	6.7	5.5	6.0	192/3130	2520/15.8	15.4	16.6	6.0	154	1660	KXKL-AF	
7. KQKS-F (CHR)	147/ 5.4	5.7	5.3	6.0	5.8	5.6	177/3154	2493/15.6	16.0	16.1	9.4	266	3003	KQKS-F	
8. KRFX-F (CL AOR)	141/ 5.2	5.0	3.7	3.4	4.0	4.3	160/2602	2356/14.8	13.7	11.2	4.7	132	2430	KRFX-F	
9. KXLT-F (AC)	132/ 4.8	5.6	6.1	4.1	4.1	5.2	152/2202	1972/12.4	11.3	11.3	5.1	143	1698	KXLT-F	
10. KRXY-AF (CHR)	112/ 4.1	4.3	5.5	6.7	7.0	5.2	121/2566	2201/13.8	15.0	19.7	6.8	190	2377	KRXY-AF	
11. KHIH-F (J/NA)	107/ 3.9	2.6	1.6	2.4	2.5	2.6	109/1502	1387/ 8.7	7.2	7.4	1.7	48	821	KHIH-F	
12. KHOW-F (SAC)	99/ 3.6	3.6	3.1	4.2	4.3	3.6	107/1966	1805/11.3	9.4	12.5	2.1	59	1032	KHOW-F	
13. KEZW (BB)	74/ 2.7	3.5	3.3	3.6	2.6	3.3	74/827	821/ 5.1	7.0	5.1	1.5	42	646	KEZW	
14. KAZY-F (AOR)	73/ 2.7	3.5	3.9	3.7	4.2	3.5	102/2120	1685/10.6	12.5	11.0	4.6	129	1763	KAZY-F	
15. KYBG (T)	61/ 2.2	1.8	1.8	1.9	1.8	1.9	65/996	879/ 5.5	6.0	0.0	1.1	30	693	KYBG	
16. KVOD-F (CL)	59/ 2.2	3.5	2.4	2.8	3.3	2.7	64/1180	1056/ 6.6	8.6	7.3	2.2	62	772	KVOD-F	
17. KYGO (C)	47/ 1.7	2.1	1.6	1.8	2.8	1.8	61/1074	843/ 5.3	5.1	5.8	2.2	61	702	KYGO	
18. KHOW (SAC)	45/ 1.6	2.2	2.1	2.3	4.2	2.0	55/1167	946/ 5.9	6.8	9.7	1.5	42	981	KHOW	
19. KTCL-F (AOR)	43/ 1.6	1.8	1.3	0.5	1.6	1.3	53/751	583/ 3.7	4.5	3.8	2.6	72	848	KTCL-F	
KDHT-F (AOR)	43/ 1.6	0.8	1.4	1.7	0.9	1.4	51/759	600/ 3.8	3.9	2.6	0.6	18	332	KDHT-F	

12+ FM SHARE (METRO): 74.86% (1846 of 2466) (WIN 90: 72.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBPI-F<	1 KBCO-F	1 KBCO-F	1 KBCO-F	1 KOA >	1 KOA >	1 KOA <	1 KOA	1 KQKS-F	1 KOA >
2 KBPI-F	2 KBCO-F	2 KOSI-F	2 KXKL-AF	2 KOSI-F	2 KOSI-F	2 KYGO-F<	2 KOSI-F>	2 KOSI-F	2 KBPI-F<	2 KYGO-F>
3 KRXY-AF>>	3 KRFX-F	3 KXKL-AF	KOA <	KOA	3 KYGO-F	3 KOSI-F	3 KYGO-F	3 KBCO-F	3 KOA >	3 KHOW
4	4 KYGO-F<	KBPI-F<	4 KOSI-F	4 KYGO-F<	4 KXKL-AF>	4 KBCO-F<	KBCO-F	4 KYGO-F	4 KRXY-AF	4 KRFX-F
5	5 KXLT-F	5 KOA <	5 KYGO-F	5 KXKL-AF	5 KHOW-F<	5 KRFX-F<	5 KXKL-AF	5 KBPI-F<	5 KYGO-F<	5 KOSI-F
6	6 KOSI-F	6 KRFX-F	6 KRFX-F	6 KRFX-F	6 KEZW	6 KXKL-AF	6 KBPI-F<	6 KXKL-AF	6 KOSI-F	6 KBPI-F
7	7	7 KYGO-F<	7 KXLT-F<	7 KXLT-F	7	7 KBPI-F	7 KXLT-F	7	7	7 KHOW-F
8	8	8 KXLT-F	8 KHIH-F	KHIH-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXY-AF<	1 KBCO-F<	1 KBCO-F	1 KOSI-F	1 KOSI-F	1 KBPI-F>>	1 KBPI-F	1 KBCO-F<	1 KBPI-F	1 KOA
2 KBPI-F	2 KOSI-F<	2 KXLT-F	2 KBCO-F	2 KBCO-F	2 KAZY-F	2 KRFX-F	2 KRFX-F	KBCO-F<	2 KBCO-F
3 KQKS-F<	3 KXLT-F	3 KOSI-F	3 KXLT-F	3 KXKL-AF	3 KRFX-F	3 KBCO-F	3 KYGO-F	3 KOA	3 KYGO-F
4 KOSI-F	4 KRXY-AF	4 KYGO-F	4 KXKL-AF	4 KYGO-F	4 KQKS-F	4 KOA <	4 KOA	4 KRFX-F	4 KXKL-AF
5 KXLT-F	5 KBPI-F	5 KRFX-F	5 KRXY-AF<	5 KXLT-F	5 KBCO-F	5 KYGO-F	5 KHIH-F	5 KXKL-AF	5 KRFX-F
6	6 KRFX-F	6 KXKL-AF	6 KYGO-F	6 KOA	6 KRXY-AF	6 KHIH-F	6 KBPI-F	6 KYGO-F	6 KHIH-F
7	7 KYGO-F	7 KRXY-AF	7	7	7 KTCL-F	7 KAZY-F	7	7	7 KOSI-F
8	8 KQKS-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS

METRO CUME TSA
 SHARE/RTG/AQH/CUME

KBNO	1220	Denver	0.4/1.2/	10/ 188
KDEN	1340	Denver	0.3/2.3/	10/ 383
KDKO	1510	Littleton/Denve	0.8/2.4/	23/ 381
KLZ	560	Denver	0.9/2.6/	45/ 757
KNUS	710	Denver	0.5/3.3/	17/ 654
KRZN	760	Englewood	1.2/3.1/	35/ 602
KYBG-F	92.1	Castle Rock	0.3/1.2/	11/ 211

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC		, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS,	\$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK		, \$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN,	\$ 40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, FULL SERVICE	MBS NBC,	\$ 170.00 (Banner)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION		, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR,	\$ 55.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	BRN ABC,	\$ 34.00 (---)	
KOA, 850, 50 KW	, NEWS/TALK CBS ABC E,ABC I,		\$ 150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION		, \$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F			
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES		, \$ 37.00 (Katz)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F			
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	SUN NBC,	\$ 25.00 (Banner)	Century
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F			

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC,	\$ 85.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1541, AOR			, \$ 160.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR		SOURCE,	\$ 90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		SMN,	\$ 65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ			, \$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR			, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES		CBS,	\$ 64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR			, \$ 84.00 (Katz)	Cap Cities/ABC
KHOW, 95.7, 100 KW @ 1608, SOFT AC		NBC MBS,	\$ 67.00 (Banner)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR			, \$ 44.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL		UNISUP,	\$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES			, \$ 140.00 (Durpett1)	Shamrock
KXLT, 100.3, 100 KW @ 330, AC			, \$ 86.00 (Christal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ		CNN,	\$ 30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY		UNIULT,	\$ 107.00 (CBS)	Jeff-Pilot

DES MOINES

Arbitron Rank/Pop (12+): 111/327,800
MSA Rank/Pop: 123/398,000
ADI # 66
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 13/13
Diaries: 781/420:1/59.6%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 10.5

1990 Revenue: \$13,500,000
HH Inc.: \$31,632
Retail \$: 3.5 Bil
Pop per Station: 25,215
#1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KRNQ-F (CHR)	81/16.3	15.3	----	13.8	----		137/2125	1081/33.0	32.1		17.3	87	1117	KRNQ-F
2. KGGO-AF (AOR)	68/13.7	12.2	----	15.7	----		155/1652	838/25.6	25.3		21.5	108	1114	KGGO-AF
3. WHO (FS/T)	64/12.9	15.0	----	11.3	----		237/2844	1006/30.7	28.9		14.5	73	957	WHO
4. KJJY-F (C)	60/12.1	10.9	----	11.0	----		104/1269	718/21.9	19.7		10.2	51	685	KJJY-F
5. KLYF-F (SAC)	45/9.1	9.2	----	9.8	----		91/1213	590/18.0	19.2		8.0	40	402	KLYF-F
6. KRNT (BB)	32/6.4	5.9	----	5.7	----		41/602	468/14.3	15.6		5.0	25	391	KRNT
7. KEZT-F (SAC)	30/6.0	5.7	----	4.3	----		57/842	422/12.9	11.0		3.4	17	306	KEZT-F
8. KIOA-F (O)	29/5.8	4.8	----	5.9	----		41/798	480/14.6	13.1		4.0	20	368	KIOA-F
9. KDMG-F (O)	18/3.6	3.5	----	5.3	----		21/540	368/11.2	12.4		2.6	13	369	KDMG-F
10. KIOA (AC)	10/2.0	3.0	----	3.6	----		19/563	276/8.4	9.5		2.4	12	200	KIOA
11. KWKY (GOSP)	5/1.0	0.4	----	0.8	----		5/141	141/4.3	2.9		0.8	4	111	KWKY
12. KKSO (C)	3/0.6	1.3	----	1.3	----		4/91	76/2.3	3.3		1.6	8	103	KKSO
13.														
14.														
15.														

12+ FM SHARE (METRO): 73.71% (328 of 445) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-AF	1 KGGO-AF	1 KRNQ-F<	1 KJJY-F	1 WHO >	1 WHO	1 WHO <	1 KRNQ-F	1 KRNQ-F	1 WHO >
2 KGGO-AF	2 KRNQ-F>>	KRNQ-F>	2 KJJY-F<	2 KRNQ-F	2 KJJY-F	2 KRNQ-F	2 KRNQ-F<	2 KGGO-AF	2 KGGO-AF>	2 KRNQ-F
3	3 KJJY-F	3 KJJY-F<	3 KLYF-F	KLYF-F	3 KRNT	3 KJJY-F	3 KGGO-AF	3 KJJY-F>	3 WHO	3 KJJY-F
4	4 KLYF-F>	4 KLYF-F	4 KGGO-AF	4 KGGO-AF<	4 KLYF-F	4 KGGO-AF	KLYF-F<	4 WHO	4 KJJY-F	4 KRNT
5	5 WHO	5 WHO	5 WHO	5 WHO	5 KEZT-F	5 KLYF-F	5 KJJY-F	KLYF-F	5	5 KGGO-F
6	KDMG-F	6 KIOA-F	6 KIOA-F	6 KIOA-F	6 KIOA-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-AF	1 KRNQ-F>	1 KRNQ-F>	1 KRNQ-F>	1 KRNQ-F	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>	1 KJJY-F
KRNQ-F>>	2 KGGO-AF>	2 KLYF-F	2 KLYF-F	2 KLYF-F	2 KRNQ-F	2 KRNQ-F>>	2 KJJY-F	2 KRNQ-F	2 KGGO-AF
3 KLYF-F	3 KLYF-F	3 KJJY-F>	3 KGGO-AF	3 KJJY-F>	3	3 KJJY-F	3 KRNQ-F	3 KJJY-F	3 WHO
KJJY-F	4 KJJY-F	4 KGGO-AF	4 KJJY-F>	4 WHO	4	4 WHO	4 WHO <	4 WHO <	4 KLYF-F
5	5	5 WHO	5 KEZT-F	5 KEZT-F	5	5 KLYF-F	5 KLYF-F	5 KIOA-F	5 KIOA-F
6	6	KDMG-F	6	6	6	6 KDMG-F	6 KDMG-F	6 KLYF-F	6 KRNQ-F

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC, \$ 25.00 (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga
WHO, 1040, 50 KW, FULL SER/TALK	ABC, \$ 64.00 (Christal)	Palmer
KDMG-F, 103.3, 100 KW @ 745, OLDIES	UNIPWR, \$ 22.00 (HNWH)	Valley (PELLA)
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	\$ 27.00 (Banner)	Midwest
KEZT-F, 104.1, 100 KW @ 1009, EZ	\$ 20.00 (HNWH)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 57.00 (Eastman)	Stoner
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	\$ 40.00 (McGuilid)	Fuller-Jeffrey
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	\$ 42.00 (Christal)	Palmer
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC, \$ 41.00 (Katz)	Saga

DETROIT

Arbitron Rank/Pop (12+): 6/3,589,100
MSA Rank/Pop: 5/4,660,000
ADI # 8
Average Person Ratings: 18.6
Market TSL: 24.75 hours

Stations: 35/32
Diaries: 2618/1371:1/56.1%
Sample Target: 2440
% Below Line: 1.1
% Not Listed: 7.9

1990 Revenue: \$118,400,000
HH Inc.: \$34,932
Retail \$: 35.5 Btl
Pop per Station: 112,159
#1 Biller: WJR \$19,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR/FS)	551/ 8.3	7.8	8.9	8.5	7.9	8.4	793/10910	7812/21.8	20.9	19.1	7.9	527	7373	WJR
2. WJLB-F (B)	479/ 7.2	7.2	7.3	6.7	7.3	7.1	497/5354	4916/13.7	14.1	14.2	7.2	485	5642	WJLB-F
3. WWJ (N)	393/ 5.9	6.0	5.1	4.6	5.8	5.4	427/7582	6997/19.5	19.7	17.5	5.4	360	5725	WWJ
4. WJOI-F (EZ)	357/ 5.4	4.6	4.8	3.8	5.4	4.7	374/4122	3799/10.6	10.7	10.9	3.2	216	2916	WJOI-F
5. WWW-F (C)	340/ 5.1	4.8	4.0	4.1	4.9	4.5	370/4794	4320/12.0	11.5	11.2	5.3	358	4456	WWW-F
6. WLTI-F (SAC)	338/ 5.1	4.3	3.9	5.7	4.3	4.8	356/4811	4390/12.2	11.0	11.9	3.2	215	2135	WLTI-F
7. WXYT (T)	302/ 4.5	3.2	3.6	3.9	3.5	3.8	305/3525	3431/ 9.6	7.9	8.6	3.8	258	2607	WXYT
8. WHYT-F (CHR)	278/ 4.2	4.9	5.3	5.1	5.9	4.9	295/7138	6521/18.2	18.4	19.4	6.5	437	7222	WHYT-F
9. WCSX-F (CL AOR)	272/ 4.1	3.4	3.1	3.0	3.5	3.4	314/5542	4869/13.6	12.3	12.5	3.8	253	3531	WCSX-F
10. WKQI-F (CHR)	257/ 3.9	3.5	4.1	4.8	4.4	4.1	277/5976	5655/15.8	14.7	16.0	3.8	258	4392	WKQI-F
11. WNIC-F (AC)	253/ 3.8	4.1	3.7	3.7	4.3	3.8	263/4504	4244/11.8	12.3	13.2	3.8	255	3295	WNIC-F
12. WRIF-F (AOR)	250/ 3.7	3.9	3.9	3.4	3.7	3.7	292/5452	4684/13.1	11.6	12.9	4.3	290	3748	WRIF-F
13. WLLZ-F (AOR)	244/ 3.7	3.8	3.6	4.3	3.9	3.8	257/5092	4724/13.2	12.6	13.2	3.3	222	4749	WLLZ-F
14. WDFX-F (CHR)	237/ 3.6	2.8	4.0	3.1	3.7	3.4	247/5302	4984/13.9	13.1	13.8	5.9	394	6121	WDFX-F
15. WJZZ-F (J/NA)	227/ 3.4	4.4	4.1	4.0	4.0	4.0	228/3327	3251/ 9.1	10.7	9.1	6.4	431	3954	WJZZ-F
16. WOMC-F (O)	192/ 2.9	3.6	3.9	3.2	2.8	3.4	210/3840	3489/ 9.7	11.1	9.1	1.8	120	1925	WOMC-F
17. CKLW (BB)	166/ 2.5	3.3	2.9	2.3	2.3	2.8	205/3184	2508/ 7.0	8.2	7.6	2.6	176	2074	CKLW
18. WQRS-F (CL)	135/ 2.0	2.0	1.5	2.2	1.5	1.9	149/2373	2142/ 6.0	5.6	5.6	2.0	135	1653	WQRS-F
19. WKSG-F (O)	117/ 1.8	1.8	1.9	2.0	1.9	1.9	117/2600	2596/ 7.2	7.1	7.2	1.4	94	1891	WKSG-F
20. WMXD-F (AC)	114/ 1.7	2.0	1.6	0.5	0.6	1.5	114/2260	2256/ 6.3	6.2	2.8	2.4	159	3058	WMXD-F
21. WGPR-F (B)	78/ 1.2	1.5	1.9	2.1	1.5	1.7	82/1932	1896/ 5.3	6.1	6.2	1.3	86	1499	WGPR-F
22. WMTG (B/O)	66/ 1.0	1.1	1.3	1.6	1.4	1.3	66/757	732/ 2.0	3.3	3.7	0.3	19	954	WMTG
23. WQBH (B)	64/ 1.0	0.9	1.1	1.0	1.0	1.0	64/983	978/ 2.7	2.8	2.7	0.8	56	780	WQBH
24.														
25.														

12+ FM SHARE (METRO): 71.98% (4422 of 6143) (WIN 90: 73.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJR >	1 WJR >	1 WJR	1 WJLB-F	1 WJLB-F>	1 WJR
2 WJLB-F	2 WCSX-F<	2 WCSX-F	2 WCSX-F<	2 WLTI-F<	2 WWJ	2 WWJ	2 WLTI-F	2 WJR <	2 WJR <	2 WWJ <
3 WDFX-F	3 WRIF-F	3 WLTI-F	3 WLTI-F	3 WWW-F	3 WJOI-F	3 WJLB-F>	WJOI-F	3 WLTI-F<	3 WHYT-F	3 WJZZ-F
4	WLLZ-F	4 WKQI-F<	4 WKQI-F<	WJR	4 WXYT	4 WKQI-F	4 WXYT	4 WWW-F<	4 WDFX-F	4 WJLB-F>
5	5 WHYT-F	5 WRIF-F	5 WNIC-F	5 WCSX-F	5 WWW-F	5 WXYT	5 WWJ <	5 WJOI-F	5 WWJ	5 WWW-F
6	6 WDFX-F	WNIC-F<	WJR <	6 WWJ	WLTI-F	6 WWW-F	6 WWW-F	6 WWJ <	WCSX-F<	6
7	7 WKQI-F<	7 WLLZ-F	7 WWW-F	7 WKQI-F<	7	7 WNIC-F	7 WNIC-F	7 WCSX-F	7 WMXD-F	7
8	8 WNIC-F	8 WWW-F	8 WWJ	8 WNIC-F<	8	8 WLLZ-F	WJLB-F	8 WHYT-F<	8 WJZZ-F	8
9	9	WJR	WJZZ-F	9 WJZZ-F	9	9	9	9 WXYT	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDFX-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WRIF-F>	1 WLLZ-F	1 WLLZ-F<	1 WCSX-F	1 WCSX-F
2 WHYT-F<	2 WNIC-F	2 WNIC-F	2 WLTI-F	2 WLTI-F	2 WLLZ-F	2 WRIF-F	2 WCSX-F	2 WLLZ-F	2 WWJ <
3 WJLB-F>	3 WHYT-F	3 WCSX-F<	3 WNIC-F	3 WNIC-F<	3 WDFX-F<	3 WCSX-F	3 WRIF-F	3 WRIF-F	3 WJR
4 WLTI-F	4 WLTI-F	4 WWW-F	4 WKQI-F	4 WWW-F	4 WJLB-F	4 WJLB-F>	4 WJLB-F>	4 WJLB-F	4 WLLZ-F
5 WNIC-F<	WDFX-F	WJZZ-F<	5 WWW-F	5 WKQI-F	5 WHYT-F	5 WHYT-F<	5 WKQI-F	5 WWJ	5 WWW-F<
6 WLLZ-F	6 WCSX-F<	6 WKQI-F	6 WHYT-F	6 WJR	6 WCSX-F	6 WDFX-F	6	6 WJR	6 WRIF-F
7 WKQI-F	7 WKQI-F	7 WLTI-F	7 WJZZ-F	7 WOMC-F	7	7 WKQI-F	7	7 WKQI-F	WJZZ-F<
8	8 WWW-F	8 WRIF-F	8	8 WJZZ-F	8	8	8	8 WJZZ-F	8 WJLB-F
9	9 WJZZ-F	9 WMXD-F	9	9 WJOI-F	9	9	9	9	9

DETROIT

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
CIMX-F	88.7 Windsor/Detroit	0.6/3.1/	39/1212
CKMR-F	93.9 Windsor	0.8/2.7/	60/1094
WCHB	1200 Taylor	0.8/2.3/	51/ 835
WCXI	1130 Detroit	0.9/3.4/	70/1311
WHMI-F	93.5 Howell/Brighton	0.3/0.7/	23/ 286
WHND	560 Monroe/Detroit	0.5/1.1/	38/ 454
WMKM	1440 Inkster	0.4/1.6/	31/ 589
WMUZ-F	103.5 Detroit	0.6/2.3/	45/ 986
WSAQ-F	107.1 Port Huron	0.4/0.9/	29/ 372
WIOG-F	102.5 Bay City/Flint	0.4/1.5/105/2020	
WIQB-F	102.9 Ann Arbor	0.3/1.6/	41/1172
WITL-F	100.7 Lansing	0.4/0.6/116/1285	

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UNIULT APR, \$ 50.00 (Eastman)	Shamrock
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (N/A)	
WHND, 560, 500 W (DAYS, DA), OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW, FULL SERVICE	ABC, \$ 260.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SMN, \$ N/A (McGuild)	
WQBH, 1400, 1 KW, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$ 155.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N), TALK	NBC CNN, \$ 75.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (HMR)	Sherman
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 170.00 (HMR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	, \$ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, CHR	, \$ 132.00 (HNWH)	Brdcst. Partners
WKSG, 102.7, 50 KW @ 500, OLDIES	, \$ 80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	, \$ 160.00 (Group W)	Westinghouse
WLTJ, 93.1, 26 KW @ 668, SOFT AC	, \$ 90.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 465, RELIGION	, \$ 40.00 (---)	Crawford
WMXD, 92.3, 21 KW @ 700, AC/URBAN	, \$ 70.00 (Durpetti)	
WHIC, 100.3, 32 KW @ 600, AC	, \$ 168.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC, \$ 110.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Durpetti)	Shamrock
CKMR, 93.9, 100 KW @ 655, OLDIES	, \$ 65.00 (Banner)	

EL PASO

Arbitron Rank/Pop (12+): 79/465,100
 MSA Rank/Pop: 86/600,000
 ADI # 104
 Average Person Ratings: 18.6
 Market TSL: 24.50 hours

Stations: 22/16
 Diaries: 961/475:1/59.3%
 Sample Target: 885
 % Below Line: 4.5
 % Not Listed: 9.7

1990 Revenue: \$13,000,000
 HH Inc.: \$26,336
 Retail \$: 3.6 B11
 Pop per Station: 29,068
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	130/15.0	13.7	14.3	11.9	10.5	13.7	155/1619	1398/30.1	27.7	23.3	17.9	148	1501	KHEY-F
2. KLAQ-F (AOR)	98/11.3	10.2	11.2	9.3	10.9	10.5	114/1237	1046/22.5	23.8	21.4	10.5	87	1151	KLAQ-F
3. KPRR-F (CHR)	91/10.5	11.5	13.7	14.6	13.3	12.6	104/1461	1322/28.4	27.7	30.7	14.3	118	1487	KPRR-F
KAMZ-F (AC)	91/10.5	7.6	9.0	5.1	4.2	8.1	94/1070	975/21.0	20.6	15.3	11.0	91	1058	KAMZ-F
5. KBNA-AF (SP)	54/ 6.2	7.2	6.8	6.5	6.8	6.7	56/705	632/13.6	17.2	17.0	4.1	27	569	KBNA-AF
6. KTSM-F (EZ/SAC)	48/ 5.5	5.8	5.6	5.3	5.8	5.6	56/837	644/13.8	13.0	13.5	4.1	34	574	KTSM-F
7. KOFX-F (CL AOR)	43/ 5.0	4.3	5.7	6.3	6.5	5.3	46/814	655/14.1	11.9	14.8	4.4	36	603	KOFX-F
8. KTSM (N/T)	40/ 4.6	3.0	4.0	2.5	3.2	3.5	45/506	462/ 9.9	5.4	8.2	3.3	27	452	KTSM
9. KAMA (SP)	38/ 4.4	5.3	2.9	6.2	5.1	4.7	39/508	466/10.0	12.3	13.6	5.6	46	860	KAMA
10. KEZB-F (CHR)	30/ 3.5	4.4	4.3	5.5	5.4	4.4	47/914	700/15.1	17.4	21.2	3.9	32	776	KEZB-F
11. KHEY (C)	28/ 3.2	2.5	2.9	2.1	3.0	2.7	32/508	395/ 8.5	9.4	9.5	1.6	13	251	KHEY
12. KROD (O)	22/ 2.5	4.0	1.8	2.8	2.5	2.8	26/513	439/ 9.4	11.2	9.6	2.3	19	370	KROD
13. KAMA-F (SP)	15/ 1.7	3.8	4.5	5.5	5.5	3.9	15/326	312/ 6.7	10.5	17.0	1.7	14	214	KAMA-F
14. XHIM-F (SP)	14/ 1.6	1.4	0.5	0.7	0.9	1.0	14/165	165/ 3.5	2.9	3.0				XHIM-F
15. KEZB (SP)	10/ 1.2	1.4	2.4	1.3	1.3	1.6	10/110	110/ 2.4	3.5	4.2	1.5	12	153	KEZB

12+ FM SHARE (METRO): 80.59% (631 of 783) (WIN 90: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>
2 KAMZ-F>	2 KHEY-F	2 KLAQ-F>	2 KAMZ-F	2 KAMZ-F	2 KAMZ-F	2 KAMZ-F<	2 KLAQ-F>	2 KLAQ-F>	2 KPRR-F>	2 KOFX-F>
3 KEZB-F	3 KPRR-F>	3 KAMZ-F	3 KLAQ-F	3 KLAQ-F	3 KTSM-F	3 KLAQ-F	3 KAMZ-F	3 KPRR-F	3 KLAQ-F	3 KLAQ-F
4 KLAQ-F	4 KAMZ-F	4 KPRR-F	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KPRR-F>	4 KPRR-F	4 KAMZ-F>	4 KHEY-F<	4 KPRR-F
5	5 KOFX-F	5 KOFX-F	5 KOFX-F	5 KTSM-F	5 KTSM	5 KAMA	5 KTSM <	5 KTSM-F	5 KOFX-F	5 KAMZ-F
6	6	6 KBNA-AF	6	6 KOFX-F	6 KAMA	6	6 KBNA-AF	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F	1 KHEY-F>
2 KHEY-F>	2 KPRR-F>	2 KAMZ-F	2 KAMZ-F<	2 KAMZ-F>	2 KPRR-F	2 KHEY-F	2 KHEY-F<	2 KHEY-F>	2 KLAQ-F
3 KLAQ-F	3 KAMZ-F	3 KPRR-F>	3 KPRR-F>	3 KBNA-AF	3 KHEY-F>	3 KOFX-F	3 KOFX-F>	3 KAMZ-F<	3 KAMZ-F
4 KAMZ-F>	4 KLAQ-F>	4 KBNA-AF	4 KLAQ-F	4 KTSM-F	4 KOFX-F	4 KPRR-F>	4 KAMZ-F>	4 KOFX-F	4 KOFX-F
5 KOFX-F	5 KBNA-AF	5 KLAQ-F	5 KBNA-AF	5 KLAQ-F	5	5 KAMZ-F	5 KPRR-F	5	5 KBNA-AF
6	6 KOFX-F	6 KAMA	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KELP 1590 El Paso	0.7/2.6/	6/	119
XEJ 970 Ciudad Juarez	0.7/1.9/	7/	128
XHH -F 100.7 Ciudad Juarez	0.7/1.5/	6/	71
XHNZ-F 107.5 Ciudad Juarez	0.5/2.0/	4/	91
XHPX-F 98.3 Ciudad Juarez	0.7/2.7/	6/	124
XHTO-F 104.3 Ciudad Juarez	0.3/1.4/	3/	64

RADIO STATION

KAMA, 750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 28.00 (Caballero)	Pinnacle
KBNA, 920,	1 KW/500 W (DA-N),	SEE KBNA-F		
KHEY, 690,	10 KW (DA-2),	COUNTRY	ABC, \$ SEE FM (Katz)	Ragan Henry
KROD, 600,	5 KW (DA-2),	NOSTALGIA	ABC, \$ 17.00 (HNWH)	
KTSM, 1380,	5 KW/500 W,	TALK/NEWS	TALKNT CBS, \$ 19.00 (HNWH)	
KAMZ-F, 93.1,	30 KW @ 1189	, AC	\$ 32.00 (Eastman)	Pinnacle
KBNA-F, 97.5,	100 KW @ 1088	, HISPANIC	\$ 35.00 (Katz Hisp)	Tichenor
KEZB-F, 93.9,	100 KW @ 1207	, CHR	ABC, \$ 30.00 (Christal)	
KHEY-F, 96.3,	100 KW @ 1388	, COUNTRY	\$ 65.00 (Katz)	
KLAQ-F, 95.5,	100 KW @ 1388	, AOR	ABC, \$ 40.00 (HNWH)	
KLTO-F, 94.7,	61 KW @ 981	, AC	\$ 27.00 (N/A)	
KOFX-F, 92.3,	100 KW @ 1860	, CL AOR	UNIPWR, \$ 30.00 (Mc-Guild)	
KPRR-F, 102.1,	100 KW @ 1190	, CHR	\$ 39.00 (Durpetti)	
KTSM-F, 99.9,	100 KW @ 1820	, EZ	NBC CBS, \$ 27.00 (HNWH)	

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/547,300

Stations: 22/17
Diaries: 1099/498:1/62.2%
Sample Target: 970
% Below Line: 9.4
% Not Listed: 16.6

1990 Revenue: \$24,400,000
HH Inc.: \$34,367
Retail \$: 5.8 Btl
Pop per Station: 32,194
#1 Biller: WCUZ-AF \$4,000,000

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.3
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
		90	90	SPG 90	WIN 90	CUME/CUME RATING										
1. WGRD-F (CHR)	86/ 9.7	9.1	11.2	11.5	9.1	10.4	132/2257	1329/24.3	25.2	23.1		14.5	129	1535	WGRD-F	
2. WKLQ-F (AOR)	82/ 9.2	8.2	9.4	5.9	5.8	8.2	147/1945	1080/19.7	15.9	16.5		12.0	107	1326	WKLQ-F	
3. WOOD-F (EZ)	81/ 9.1	9.1	8.7	10.0	9.7	9.2	178/2046	1064/19.4	19.5	20.4		6.7	60	811	WOOD-F	
4. WLHT-F (AC)	74/ 8.3	6.8	8.0	6.3	7.2	7.4	87/1112	861/15.7	14.5	14.4		8.5	76	777	WLHT-F	
5. WCUZ-F (C)	72/ 8.1	6.3	6.4	6.8	8.5	6.9	121/1352	899/16.4	16.5	17.3		6.3	56	693	WCUZ-F	
6. WOOD (MOR/FS)	47/ 5.3	5.3	3.3	5.1	6.5	4.8	55/848	703/12.8	13.7	14.7		6.2	55	731	WOOD	
7. WMUS-F (C)	46/ 5.2	4.4	3.8	2.7	5.0	4.0	112/1455	661/12.1	12.2	10.3		2.8	25	421	WMUS-F	
WLAJ-F (AOR)	46/ 5.2	3.9	5.2	6.8	6.4	5.3	73/1094	774/14.1	10.3	14.9		5.1	45	820	WLAJ-F	
9. WODJ-F (O)	40/ 4.5	9.5	6.5	6.5	7.4	6.8	72/1155	755/13.8	18.2	19.3		4.9	44	560	WODJ-F	
10. WJFM-F (CL AOR)	32/ 3.6	2.4	5.0	2.6	3.0	3.4	86/1436	712/13.0	9.4	10.0		5.4	48	656	WJFM-F	
11. WSNX-F (CHR)	22/ 2.5	3.5	4.0	3.5	2.8	3.4	95/1563	614/11.2	13.4	10.2		3.0	27	627	WSNX-F	
12. WFUR-F (REL)	19/ 2.1	3.3	2.4	2.0	3.0	2.5	29/570	414/ 7.6	7.9	8.7		1.6	14	368	WFUR-F	
13. WYXX-F (SAC)	18/ 2.0	1.8	1.5	3.4	2.9	2.2	31/525	387/ 7.1	7.6	7.5		1.1	10	221	WYXX-F	
14. WKWM (B)	16/ 1.8	---	2.2	1.4	1.4	1.4	20/149	133/ 2.4	0.0	2.2					WKWM	
WCUZ (C)	16/ 1.8	2.0	1.5	2.9	1.5	2.0	20/374	332/ 6.1	7.7	6.8		0.8	7	182	WCUZ	

12+ FM SHARE (METRO): 86.25% (640 of 742) (WIN 90: 85.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F>	1 WKLQ-F	1 WLHT-F>	1 WLHT-F>	1 WOOD-F	1 WKLQ-F<	1 WLHT-F	1 WGRD-F	1 WKLQ-F<	1 WKLQ-F
2 WSNX-F	2 WGRD-F<	2 WLHT-F	2 WKLQ-F	2 WCUZ-F	2 WCUZ-F>	2 WGRD-F<	2 WOOD-F	2 WKLQ-F	2 WGRD-F>	2 WOOD >
3	3 WLHT-F>	3 WGRD-F	3 WGRD-F	3 WKLQ-F	3 WOOD	3 WCUZ-F<	3 WCUZ-F<	3 WOOD-F	3 WLAJ-F	3 WOOD-F>
4	4 WLAJ-F>	4 WLAJ-F	4 WODJ-F	4 WGRD-F<	4 WMUS-F<	4 WOOD-F	4 WKLQ-F	4 WLHT-F	4 WLHT-F<	4 WMUS-F
5	5 WJFM-F	5 WCUZ-F	WCUZ-F	5 WODJ-F	5 WLHT-F<	WLHT-F>	5 WGRD-F	5 WCUZ-F	5 WOOD	5
6	6	6	6 WLAJ-F	6	6 WODJ-F	6 WOOD	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLQ-F	1 WLHT-F<	1 WLHT-F	1 WLHT-F	1 WLHT-F>	1 WKLQ-F>>	1 WKLQ-F>	1 WLAJ-F	1 WKLQ-F>	1 WLAJ-F<
WGRD-F>	2 WGRD-F	2 WGRD-F>	2 WGRD-F>	2 WGRD-F<	2 WLAJ-F	2 WLAJ-F>	2 WKLQ-F	2 WLAJ-F>	2 WKLQ-F
3 WLHT-F>>	3 WKLQ-F	3 WKLQ-F>>	3 WKLQ-F	3 WCUZ-F>	WGRD-F>	3 WJFM-F	3 WJFM-F	3 WJFM-F	3 WJFM-F
4 WLAJ-F	4	4 WYXX-F	4 WCUZ-F>	4 WODJ-F	4 WMUS-F	4 WGRD-F	4 WLHT-F>	4 WMUS-F	4 WODJ-F
WJQK-F	5	WODJ-F	5 WODJ-F	5 WOOD-F	5	5 WMUS-F	5 WLHT-F	5 WLHT-F	5 WLHT-F
6	6	6	6	6 WKLQ-F	6	WLHT-F	WGRD-F>	6 WODJ-F	6 WMUS-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGHN-F	92.1	Grand Haven	0.9/1.5/	8/ 86
WHTC	1450	Holland	0.3/2.0/	5/ 157
WJPW	810	Rockford	0.4/1.5/	6/ 94
WJQK-F	99.3	Zeeland/Holland	1.6/5.6/	17/ 363
WJR	760	Detroit	0.7/1.3/	10/ 232
WLUP	1000	Chicago	0.7/0.9/	6/ 58
WMAQ	670	Chicago	0.4/2.6/	8/ 304

RADIO STATIONS

WCUZ	1230	1 KW	-- See WCUZ-FM			
WKWM	1140	5 KW (DAYS, DA)	Black	SBN, \$16.00	(Patt)	
WOOD	1300	5 KW (DA-N)	MOR/Full Service	NBC, \$54.00	(Katz)	United Artists
WCUZ-F	101.3	50 KW @ 420	Country	ABC I, \$75.00	(Christal)	Federated
WFUR-F	102.9	48 KW @ 510	Religion		(Patt)	Kulper
WGRD-F	97.9	13 KW @ 590	CHR	ABC C, \$42.00	(Durpetti)	Regional
WJFM-F	93.7	320 KW @ 780	CL AOR	CBS, \$36.00	(Mc-Guild)	Fetzer
WKLQ-F	94.5	50 KW @ 500	AOR	ABC FM, \$44.00	(Eastman)	Bloomington
WLAJ-F	96.9	50 KW @ 500	AOR	SOURCE, \$62.00	(MMR)	Adams
WLHT-F	95.7	41 KW @ 554	AC		(Eastman)	Liggett
WODJ-F	107.3	50 KW @ 492	Oldies		(Banner)	Goodrich(GREENVILLE)
WOOD-F	105.7	265 KW @ 810	EZ		(Katz)	United Artists
WYXX-F	96.1	50 KW @ 492	Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)
WMUS-F	106.9	50 KW @ 480	Country	ABC D, \$39.00	(HNWH)	(MUSKEGON)
WSNX-F	104.5	50 KW @ 360	CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)

GREENSBORO-W5

Arbitron Rank/Pop (12+): 50/792,600
 MSA Rank/Pop: 56/942,000
 ADI # 49
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 30/23
 Diaries: 1346/589:1/58.7%
 Sample Target: 1155
 % Below Line: 4.3
 % Not Listed: 13.7

1990 Revenue: \$23,300,000
 HH Inc.: \$26,025
 Retail \$: 7.5 Bil
 Pop per Station: 34,460
 #1 Biller: WTQR-F \$4,900,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	264/19.9	15.0	18.6	15.3	18.2	17.2	478/4387	2399/30.3	29.5	29.1	18.4	244	2527	WTQR-F
2. WKRR-F (CL AOR)	117/ 8.8	9.4	10.6	11.9	10.2	10.2	168/2389	1539/19.4	18.1	19.3	12.2	162	2068	WKRR-F
3. WJMH-F (B)	83/ 6.3	6.5	7.7	7.3	7.1	6.9	147/2411	1385/17.5	17.6	19.8	7.9	105	1587	WJMH-F
4. WQMG-F (B)	76/ 5.7	5.2	6.0	5.8	5.5	5.5	136/1844	1060/13.4	11.8	11.6	8.4	111	1194	WQMG-F
5. WSJS (FS/T)	74/ 5.6	5.1	4.6	4.7	5.8	5.0	76/1055	1010/12.7	11.3	10.6	4.4	58	988	WSJS
6. WMAG-F (AC)	72/ 5.4	6.3	3.6	6.7	5.8	5.5	116/1635	1041/13.1	12.2	13.7	6.5	86	837	WMAG-F
7. WKZL-F (CHR)	67/ 5.1	4.5	3.9	5.7	4.7	4.8	97/1704	1094/13.8	15.1	16.6	5.5	73	1083	WKZL-F
8. WWWB-F (AC)	60/ 4.5	5.0	4.8	5.6	5.8	5.0	79/1460	917/11.6	12.7	13.3	3.3	44	828	WWWB-F
9. WKSI-F (CHR)	60/ 4.5	4.6	4.0	4.7	4.2	4.4	114/2148	1062/13.4	13.2	14.6	4.7	62	1172	WKSI-F
10. WMQX-F (D)	33/ 2.5	4.3	4.7	3.4	3.4	3.7	68/1246	668/ 8.4	11.5	11.2	3.4	45	726	WMQX-F
11. WMMY-F (SAC/EZ)	24/ 1.8	2.9	2.5	2.9	3.4	2.5	34/665	420/ 5.3	6.5	6.9	1.7	23	296	WMMY-F
12. WPCM-F (C)	24/ 1.8	2.1	2.5	1.5	1.6	2.0	102/1084	334/ 4.2	5.7	4.6	1.4	19	187	WPCM-F
13. WHPE-F (REL)	22/ 1.7	2.1	1.4	0.7	1.3	1.5	29/465	316/ 4.0	5.5	4.9	1.9	25	312	WHPE-F
14. WMFR (BB)	21/ 1.6	2.4	1.7	1.2	1.9	1.7	21/247	247/ 3.1	2.8	3.9	0.7	9	180	WMFR
15.														

12+ FM SHARE (METRO): 84.35% (965 of 1144) (WIN 90: 85.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKSI-F	1 WKRR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>
2 WKZL-F	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WSJS	2 WKRR-F	2 WKRR-F>	2 WJMH-F	2 WSJS
3 WJMH-F	3 WQMG-F<	3 WMAG-F	3 WMAG-F>	3 WMAG-F>	3 WMAG-F	3 WKRR-F>	3 WMAG-F	3 WJMH-F	3 WQMG-F	3 WQMG-F<
4 WQMG-F	4 WJMH-F	WJMH-F<	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WQMG-F<	4 WSJS	4 WKZL-F	4 WKRR-F	4 WWWB-F
WKRR-F	5 WKZL-F	5 WQMG-F	5	5 WWWB-F	5	5 WMAG-F	5 WWWB-F<	5 WMAG-F	5 WKZL-F	5 WMFR
							6 WJMH-F	6 WKSI-F	6 WKSI-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMG-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WKRR-F	1 WKRR-F>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F>
2 WTQR-F	2 WKRR-F	2 WKRR-F	2 WMAG-F	2 WMAG-F>	2 WTQR-F	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>	2 WKRR-F>>
WKZL-F	3 WJMH-F<	3 WJMH-F	3 WKRR-F	3 WWWB-F<	3 WQMG-F	3 WQMG-F	3 WKZL-F	3 WQMG-F	3 WMAG-F
4 WKRR-F	4 WQMG-F	4 WMAG-F	4 WQMG-F	4 WKRR-F	4 WJMH-F>	4 WJMH-F	4 WKSI-F	4 WMAG-F	4 WJMH-F
WJMH-F	5 WKZL-F	5 WQMG-F	WJMH-F	5 WJMH-F	5 WKZL-F	5 WKZL-F	5 WJMH-F	5	5
6 WKSI-F	6 WKSI-F	WKZL-F		6 WQMG-F					

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAAA 980 Winston-Salem	1.3/2.7/ 17/ 222		
WGLD 1320 Greensboro	0.6/1.7/ 8/ 132		
WKEW 1400 Greensboro	0.9/3.0/ 12/ 236		
WMQX 1340 Winston-Salem	0.2/0.5/ 3/ 37		
WPET 950 Greensboro	0.8/1.4/ 15/ 161		
WQMG 1510 Greensboro	1.0/0.7/ 13/ 65		
WSMX 1500 Winston-Salem	0.9/1.1/ 12/ 84		
WTNC 790 Thomasville	0.6/1.8/ 8/ 150		
WVGL-F 94.1 Lexington/WS	0.5/3.1/ 14/ 413		
WDCC-F 105.1 Durham/Raleigh	0.5/2.6/ 42/ 806		
WEZC-F 102.9 Hickory	0.4/1.8/ 24/ 470		
WFMX-F 105.7 Statesville	1.3/4.8/ 55/ 928		
WMXC-F 104.7 Charlotte	0.5/1.6/ 24/ 366		
WRAL-F 101.5 Raleigh	0.5/1.5/ 26/ 409		
WRDX-F 106.5 Salisbury/Chrlt	0.9/2.4/ 19/ 304		
WZZU-F 93.9 Burlington	0.3/1.9/ 30/ 676		

RADIO STATIONS

WAAA , 980, 1 KW/69 W	, Black	NBN, \$17.00	(Roslin)
WMFR , 1230, 1 KW	, Nostalgia	ABC I APR, \$21.00	(Christal)
WSJS , 600, 5 KW (DA-2)	, MOR/Full Service	NBC MBS, \$44.00	Voyager New Market
WHPE-F, 95.5, 100 KW @ 522	, Religion	, \$14.00	(---)
WJMH-F, 102.1, 66 KW @ 1165	, Black/Urban	, \$50.00	(HNWH)
WKRR-F, 92.3, 100 KW @ 1288	, Classic AOR	, \$70.00	(Katz)
WKSI-F, 98.7, 100 KW @ 1035	, CHR	, \$42.00	(Eastman)
WKZL-F, 107.5, 100 KW @ 500	, CHR	ABC R, \$45.00	(Banner)
WMAG-F, 99.5, 100 KW @ 1500	, AC	, \$77.00	(Christal)
WMQX-F, 93.1, 100 KW @ 1099	, Oldies	, \$39.00	(Durpetti)
WPCM-F, 101.1, 100 KW @ 1176	, Country	MBS, \$23.00	(---)
WQMG-F, 97.1, 100 KW @ 1234	, Black	RADRAD, \$40.00	(Banner)
WTQR-F, 104.1, 100 KW @ 1420	, Country	MBS, \$94.00	(Mc-Guild)
WMMY-F, 94.5, 100 KW @ 982	, EZ	UNIULT, \$25.00	(Katz)
WWWB-F, 100.3, 100 KW @ 1035	, AC	UNISUP UNIULT, \$46.00	(MMR)
WVGL-F, 94.1, 100 KW @ 485	, Religion	, \$17.00	(---)
			Beasley (REIDSVILLE) Dick Bahake1 Nationwide Voyager Guild (BURLINGTON) New Market Ragan Henry (EDEN) Mann (LEXINGTON)

GREENVILLE, NC

Arbitron Rank/Pop (12+): 83/420,000
 MSA Rank/Pop: NA
 ADI # 105
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 24/20
 Diaries: 983/427:1/58.9%
 Sample Target: 855
 % Below Line: 7.3
 % Not Listed: 16.1

1990 Revenue: NA
 HH Inc.: \$26,510
 Retail \$: 3.1 Bill
 Pop per Station: 21,000
 #1 Biller: NA

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
		FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.								
1. WRNS-F (C)	122/17.5	16.7	----	17.2	----		198/2013	1058/25.2	24.5					WRNS-F
2. WIKS-F (B)	117/16.8	18.6	----	18.7	----		152/1701	1125/26.8	27.3					WIKS-F
3. WDLX-F (CHR)	50/ 7.2	7.1	----	8.5	----		75/1113	779/18.5	20.3					WDLX-F
4. WZYC-F (AOR)	47/ 6.8	4.2	----	4.8	----		48/616	556/13.2	11.2					WZYC-F
5. WNCT-F (EZ)	37/ 5.3	6.8	----	4.9	----		68/952	498/11.9	12.8					WNCT-F
6. WKOO-F (O)	35/ 5.0	6.5	----	4.9	----		50/600	448/10.7	11.8					WKOO-F
7. WTRG-F (O)	23/ 3.3	2.3	----	3.2	----		103/1270	304/ 7.2	5.5					WTRG-F
8. WQDW-F (?)	22/ 3.2	1.0	----	----	----		23/306	279/ 6.6	2.8					WQDW-F
9. WRHT-F (AC)	18/ 2.6	3.2	----	0.8	----		18/237	237/ 5.6	6.9					WRHT-F
10. WELS-AF (C)	14/ 2.0	1.0	----	1.5	----		14/183	167/ 4.0	2.5					WELS-AF
11. WHITE-F (B)	13/ 1.9	2.9	----	2.5	----		37/615	256/ 6.1	7.4					WHITE-F
12. WVVY-F (AC)	12/ 1.7	1.4	----	1.1	----		14/264	252/ 6.0	4.2					WVVY-F
13. WXQR-F (AOR)	11/ 1.6	2.6	----	3.1	----		11/158	158/ 3.8	5.8					WXQR-F
14.														
15.														

12+ FM SHARE (METRO): 93.32% (545 of 584) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F<	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>	1 WIKS-F<	1 WIKS-F>>	1 WIKS-F>>
2 WRHT-F>	2 WRNS-F<	2 WRNS-F>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F	2 WRNS-F>>	2 WRNS-F>	2 WRNS-F
3 WHITE-F	3 WZYC-F	3 WDLX-F	3 WZYC-F	3 WZYC-F	3 WKOO-F<	3 WDLX-F	3 WZYC-F	3 WDLX-F	3 WDLX-F>	3 WDLX-F>
4 WDLX-F	4 WDLX-F	4 WZYC-F	4 WKOO-F	4 WKOO-F	4 WIKS-F	4 WZYC-F	4 WNCT-F<	4 WNCT-F<	4 WZYC-F	4 WZYC-F
5	5	5	5 WDLX-F	5 WDLX-F	5	5 WKOO-F	5 WDLX-F	5 WRHT-F	5	5
								6 WKOO-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F<	1 WRNS-F	1 WIKS-F>>	1 WIKS-F>	1 WRNS-F	1 WIKS-F<	1 WRNS-F>
2 WRNS-F>	2 WRNS-F>	2 WRNS-F>	2 WIKS-F>	2 WIKS-F>	2 WDLX-F>	2 WZYC-F	2 WZYC-F	2 WRNS-F>	2 WIKS-F
3 WDLX-F	3 WDLX-F	3 WVVY-F	3 WDLX-F	3 WDLX-F>	3 WZYC-F>>	3 WRNS-F	WIKS-F>>	3 WZYC-F	3 WZYC-F
4 WZYC-F	4 WZYC-F	WRNS-F	4	4 WKOO-F	4	4 WDLX-F	4	4 WDLX-F	4 WKOO-F
5 WHITE-F	5 WVVY-F	5 WZYC-F>>	5	5 WTRG-F	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCZI-F 98.3 Washington/Grnv	0.6/2.0/	4/	83
WJNC 1240 Jacksonville	1.0/1.7/	7/	71
WLOJ 1490 New Bern	0.9/1.6/	6/	69
WOOV 1340 Greenville	0.7/2.4/	5/	100
WRNS 960 Kinston	0.4/1.9/	3/	88
WRQR-F 94.3 Farmville/Grnv1	0.9/3.8/	6/	171
WSFL-F 106.5 New Bern	0.6/2.0/	5/	109
WGTM 590 Wilson	1.3/2.7/	20/	286
WKTC-F 96.9 Tarboro/Rky Mnt	1.3/3.0/	86/	919
WRDU-F 106.1 Wilson	1.4/5.6/	72/	833

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 10.00 (---)	(KINSTON)
WOOV, 1340, 1 KW (DA-1)	, GOSPEL	, \$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1780, CHR		ABC, \$ 31.00 (Beaufort)	(WASHINGTON)
WHITE-F, 103.7, 50 KW @ 330, BLACK		, \$ 13.00 (McGuilid)	(WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 983, BLACK		ABC, UNILT, \$ 37.00 (HNWH)	(NEW BERN)
WKOO-F, 98.7, 100 KW @ 978, OLDIES		MBS, \$ 17.00 (Eastman)	(JACKSONVILLE)
WNCT-F, 107.9, 100 KW @ 1701, EZ		ABC, CBS, \$ 21.00 (MMR)	Park (WASHINGTON)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY		ABC, \$ 39.00 (McGuilid)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC		UNIPWR, \$ 18.00 (Eastman)	Caravalle (NEW BERN)
WXQR-F, 105.5, 3 KW @ 300, AOR		ABC, \$ 13.00 (TN)	(JACKSONVILLE)
WZYC-F, 103.3, 100 KW @ 593, AOR		ABC, \$ 16.00 (Christal)	(NEWPORT)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/646,200
MSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 26/19
Diaries: 1176/549:1/53.7%
Sample Target: 1065
% Below Line: 5.7
% Not Listed: 13.6

1990 Revenue: \$21,300,000
HH Inc.: \$26,955
Retail \$: 4.7 B11
Pop per Station: 34,010
#1 Biller: WESC-AF \$4,600,000

12+ METRO	1/4/SHARE	FAL					SUM		SPG		WIN		4 Book		12+ TSA		12+ METRO		FAL		WIN		Birch		
		90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	Share	AQH	Cume
1. WESC-F (C)	149/13.0	11.7	11.9	12.7	11.3	12.3	241/2607	1490/23.1	24.4	21.3	12.0	141	1699	WESC-F											
2. WHYI-F (AC)	142/12.4	10.9	11.1	12.9	15.9	11.8	220/2732	1669/25.8	25.9	28.4	13.1	154	1851	WHYI-F											
3. WSSL-AF (C)	127/11.1	22.2	21.0	22.0	17.0	19.1	202/2256	1425/22.1	44.8	36.4	11.0	127	1593	WSSL-AF											
4. WLWZ-F (B)	76/ 6.6	5.7	8.1	5.6	5.2	6.5	77/750	720/11.1	9.4	9.5	7.0	82	784	WLWZ-F											
5. WSPA-F (EZ)	74/ 6.4	5.5	5.8	8.3	8.5	6.5	130/1557	848/13.1	10.6	15.1	4.4	51	593	WSPA-F											
6. WROQ-F (AOR)	70/ 6.1	6.3	5.2	6.0	3.9	5.9	100/1372	860/13.3	14.6	13.3	12.6	148	1343	WROQ-F											
7. WFBC-F (AC)	64/ 5.6	7.8	6.6	5.0	5.5	6.3	84/1384	834/12.9	17.1	14.6	4.0	47	864	WFBC-F											
8. WMM-F (CHR)	50/ 4.4	8.1	8.2	9.4	8.7	7.5	63/1330	929/14.4	17.5	19.7	8.7	102	1253	WMM-F											
9. WPJM (GOSP)	26/ 2.3	2.0	1.2	3.0	2.7	2.1	26/215	215/ 3.3	3.0	2.9	0.7	8	167	WPJM											
WHYZ (B)	26/ 2.3	1.9	1.8	1.4	1.0	1.8	26/392	392/ 6.1	3.7	2.5	1.5	17	267	WHYZ											
WBBO-F (J/NA)	26/ 2.3	1.7	1.4	1.4	1.5	1.7	42/505	276/ 4.3	3.8	5.1	0.8	9	215	WBBO-F											
12. WCKZ-F (CHR)	24/ 2.1	3.9	3.1	3.1	5.4	3.0	42/858	438/ 6.8	8.8	9.7	2.8	33	708	WCKZ-F											
13. WPEG-F (B)	23/ 2.0					0.5	25/183	146/ 2.3	0.0	0.0				WPEG-F											
WFBC (N/T)	23/ 2.0	2.7	2.1	1.6	2.0	2.1	23/324	324/ 5.0	6.1	5.1	2.0	23	291	WFBC											
15. WSPA (FS)	20/ 1.7	1.6	2.1	1.3	2.8	1.7	21/363	340/ 5.3	5.2	6.9	1.5	17	317	WSPA											

12+ FM SHARE (METRO): 87.80% (871 of 992) (WIN 90: 87.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WMM-F	1 WHYI-F	1 WHYI-F	1 WHYI-F	1 WHYI-F	1 WESC-F	1 WHYI-F	1 WESC-F	1 WESC-F	1 WSSL-AF	1 WSSL-F
WLWZ-F	2 WSSL-AF	2 WSSL-AF	2 WESC-F	2 WESC-F	2 WSSL-AF	2 WESC-F	2 WHYI-F	2 WLWZ-F	2 WESC-F	2 WESC-F
3 WHYI-F	3 WROQ-F	3 WESC-F	3 WSSL-AF	3 WSSL-AF	3 WHYI-F	3 WSSL-AF	3 WSSL-AF	3 WSSL-AF	3 WESC-F	3 WROQ-F
4	4 WLWZ-F	4 WROQ-F	4 WFBC-F	4 WLWZ-F	4 WSPA-F	4 WROQ-F	4 WSPA-F	4 WLWZ-F	4 WHYI-F	4 WHYI-F
5	5 WESC-F	5 WLWZ-F	5 WLWZ-F	5 WFBC-F	5 WFBC-F	5 WSPA-F	5 WROQ-F	5 WSPA-F	5 WMM-F	5
6	6 WMM-F	6 WFBC-F	6 WROQ-F	6 WROQ-F	6	WLWZ-F	6 WFBC-F	6 WROQ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-AF	1 WHYI-F	1 WHYI-F	1 WHYI-F	1 WHYI-F	1 WROQ-F	1 WROQ-F	1 WESC-F	1 WROQ-F	1 WESC-F
2 WHYI-F	2 WSSL-AF	2 WLWZ-F	2 WSSL-AF	2 WSSL-AF	2 WSSL-AF	2 WSSL-AF	2 WROQ-F	2 WESC-F	2 WHYI-F
3 WMM-F	3 WLWZ-F	3 WSSL-AF	3 WLWZ-F	3 WESC-F	3 WPEG-F	3 WESC-F	3 WSSL-AF	3 WSSL-AF	3 WSSL-AF
4 WLWZ-F	4 WMM-F	4 WMM-F	4 WESC-F	4 WLWZ-F	4 WLWZ-F	4 WHYI-F	4 WHYI-F	4 WHYI-F	4 WFBC-F
5 WROQ-F	5 WROQ-F	5 WHYZ	5 WMM-F	5 WSPA-F	5 WHYI-F	5 WLWZ-F	5 WLWZ-F	5 WFBC-F	5 WROQ-F

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
WASC 1530	Spartanburg	0.8/1.7/ 9/ 108		
WESC 660	Greenville	0.8/3.0/ 10/ 287		
WUU-F 94.5	Greenville	1.2/3.7/ 21/ 358		
WORD 910	Spartanburg	0.4/2.1/ 6/ 152		
WRIX-F 103.1	Home.Path/Ander	1.4/3.2/ 19/ 260		
WBFM-F 98.1	Seneca	0.3/1.4/ 7/ 163		
WBT -F 107.9	Charlotte	0.6/2.7/ 24/ 401		
WKSF-F 99.9	Asheville/Hndrs			
WNGC-F 95.5	Athens	0.3/0.9/ 23/ 302		
WZLI-F 106.1	Toccoa	0.3/1.7/ 17/ 264		

RADIO STATIONS

WFBC , 1330, 5 KW (DA-N) , News/Talk	NBC SUN, \$23.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW (DAYS,DA) , Black	, \$25.00 (K & P)	
WPJM , 800, 1 KW (DAYS) , Nostalgia	ABC I, \$19.00 (---)	(GREER)
WSPA , 950, 5 KW (DA-N) , MOR	CBS, \$24.00 (Mc-Guild)	
WMM-F, 107.3, 100 KW @ 1010 , CHR	, \$50.00 (Chrystal)	Degree (ANDERSON)
WBBO-F, 93.3, 93 KW @ 2030 , Jazz/NAC	, \$25.00 (---)	(FOREST CITY)
WROQ-F, 101.1, 100 KW @ 986 , AOR	ABC R, \$45.00 (Durpetti)	ABS (ANDERSON)
WFBC-F, 93.7, 100 KW @ 1850 , AC	ABC D, \$65.00 (Katz)	Multimedia
WESC-F, 92.5, 100 KW @ 2000 , Country	ABC E, \$95.00 (Banner)	
WLWZ-F, 103.9, 3 KW @ 328 , Black	, \$32.00 (HNWH)	Voyager
WUU-F, 94.5, 100 KW @ 1200 , EZ	APR, \$18.00 (---)	
WHYI-F, 102.5, 20 KW @ 1782 , AC	, \$88.00 (Eastman)	AmCom (HNDRSNVLE)
WSPA-F, 98.9, 100 KW @ 1910 , EZ	, \$40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1241 , Country	UNIPWR, \$44.00 (Chrystal)	Capstar (GRAY COURT)

HARRISBURG

Arbitron Rank/Pop (12+): 74/502,000
 MSA Rank/Pop: 87/597,000
 ADI # 45 (w/York & Lancaster)
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

Stations: 30/17
 Diaries: 1110/452:1/63.0%
 Sample Target: 925
 % Below Line: 22.6
 % Not Listed: 12.0

1990 Revenue: \$14,600,000
 HH Inc.: \$34,026
 Retail \$: 5.4 Bil
 Pop per Station: 29,529
 #1 Biller: WNNK-AF \$5,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	140/15.4	12.9	13.4	17.4	15.3	14.8	159/2061	1659/32.5	28.5	35.3	17.1	110	1368	WNNK-F
2. WTPA-F (AOR)	69/ 7.6	7.8	7.6	8.2	6.7	7.8	118/1459	820/16.3	15.4	14.9	12.7	82	981	WTPA-F
3. WWKL-F (O)	64/ 7.1	7.3	7.6	6.3	5.3	7.1	102/1301	727/14.5	15.5	9.7	5.7	37	441	WWKL-F
4. WHP (MOR/FS)	63/ 6.9	5.9	6.0	6.6	6.4	6.3	84/949	713/14.2	14.7	13.8	7.8	50	546	WHP
5. WRKZ-F (C)	56/ 6.2	6.7	7.8	7.1	6.9	6.9	160/2011	692/13.8	15.3	14.9	5.4	35	490	WRKZ-F
6. WQXA-F (CHR)	54/ 6.0	4.8	8.0	4.1	4.8	5.7	104/1742	791/15.8	13.8	14.5	8.5	55	682	WQXA-F
7. WIMX-F (AC)	46/ 5.1	5.0	5.8	3.0	4.1	4.7	53/680	581/11.6	12.9	13.2	7.9	51	635	WIMX-F
8. WNCE-F (EZ)	37/ 4.1	4.3	3.2	6.9	5.8	4.6	135/1752	570/11.4	10.0	12.9	2.6	17	192	WNCE-F
9. WHYL (BB)	30/ 3.3	3.8	3.5	3.7	4.1	3.6	41/579	349/ 7.0	7.6	8.4	2.8	18	189	WHYL
10. WKBO (N/T)	24/ 2.6	1.7	1.4	0.9	1.0	1.6	25/479	414/ 8.2	6.4	3.3	2.0	13	260	WKBO
11. WLBR (MOR)	23/ 2.5	2.7	2.9	4.1	3.5	3.0	26/378	337/ 6.7	6.7	8.2				WLBR
WHYL-F (C)	23/ 2.5	4.8	2.4	3.0	2.0	3.2	24/387	332/ 6.6	7.1	5.9	2.0	13	239	WHYL-F
13. WDAC-F (REL)	21/ 2.3	1.4	1.9	1.4	2.7	1.8	72/860	257/ 5.1	3.6	6.2	0.8	5	114	WDAC-F
WHP -F (EZ)	21/ 2.3	2.7	2.5	2.9	5.0	2.6	30/588	433/ 8.6	8.7	11.0	2.2	14	215	WHP -F
15. WARM-F (AC)	19/ 2.1	1.8	1.8	1.0	1.8	1.7	163/1756	338/ 6.7	5.5	5.2	1.6	10	109	WARM-F

12+ FM SHARE (METRO): 79.70% (636 of 798) (WIN 90: 79.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WHP	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WRKZ-F
2 WQXA-F	2 WTPA-F	2 WTPA-F	2 WWKL-F	2 WWKL-F	2 WNNK-F	2 WHP	2 WWKL-F	2 WTPA-F	2 WQXA-F	2 WNNK-F
3 WYCR-F	3 WQXA-F	3 WWKL-F	3 WTPA-F	3 WTPA-F	3 WRKZ-F	3 WWKL-F	3 WHP	3 WWKL-F	3 WTPA-F	3 WLBR
4	4 WIMX-F	4 WIMX-F	4 WIMX-F	4 WRKZ-F	4 WWKL-F	4 WTPA-F	4 WTPA-F	4 WRKZ-F	4 WHP	4 WHP
5	5 WWKL-F	5 WRKZ-F	5 WRKZ-F	5 WIMX-F	5 WNCE-F	5	5 WRKZ-F	5	5 WRKZ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WNNK-F
2 WQXA-F	2 WQXA-F	2 WIMX-F	2 WIMX-F	2 WWKL-F	2 WNNK-F	2 WNNK-F	2 WNNK-F	2 WNNK-F	2 WTPA-F
3 WTPA-F	3 WQXA-F	3 WQXA-F	3 WWKL-F	3 WIMX-F	3 WWKL-F	3 WWKL-F	3 WWKL-F	3 WWKL-F	3 WWKL-F
4	4 WTPA-F	4 WWKL-F	4 WQXA-F	4 WRKZ-F	4 WQXA-F	4	4 WHTF-F	4 WRKZ-F	4 WRKZ-F
5	5	5 WTPA-F	5	5	5	5	5	5	5

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WADV	940	Lebanon	0.7/1.4/ 10/ 141
WCMB	1460	Harrisburg	0.7/3.3/ 6/ 254
WIOD	1000	Carlisle	0.3/1.2/ 3/ 58
WQIN	1290	Lykens	0.8/1.7/ 7/ 85
WUFM-F	100.1	Lebanon	0.4/2.2/ 4/ 145
WYGL-F	100.5	Elizabethville	0.9/1.2/ 10/ 102
WGRX-F	100.7	Westmstr/Balt.	0.3/3.0/ 27/ 590
WGTY-F	107.7	Gettysburg	0.9/2.9/ 75/ 755
WHTF-F	92.7	Starview	1.7/7.3/ 73/1255
WIKZ-F	95.1	Chambrsbrg/Hgrs	0.6/1.4/ 5/ 72
WIOV-F	105.1	Ephrata/Lncstr	0.6/1.9/ 73/ 818
WLAN-F	96.9	Lancaster	0.4/4.6/ 48/1115
WQKX-F	94.1	Sunbury	1.4/3.5/ 22/ 453
WRFY-F	102.5	Reading	0.3/1.6/ 48/ 567
WYCR-F	98.5	York/Hanover	2.0/6.4/ 86/1442

RADIO STATIONS

WCMB	1460	5 KW (DA-N)	Oldies	NBC UNISUP, \$15.00	(Eastman)
WHP	580	5 KW (DA-N)	MOR/Full Service	CBS NBC, \$34.00	(MMR)
WHYL	960	5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00	(---)
WLBR	1270	5 KW/1 KW (DA-2)	MOR	ABC, \$17.00	(K & P)
WHYL-F	102.3	3 KW @ 328	Country	UNIULT, \$88.00	(---)
WIMX-F	99.3	3 KW @ 328	AC	UNIPWR, \$34.00	(Mc-Guild)
WNNK-F	104.1	22 KW @ 725	CHR	APR, \$101.00	(Christal)
WRKZ-F	106.7	14 KW @ 928	Country	ABC E, \$80.00	(Torbet)
WTPA-F	93.5	1 KW @ 620	AOR	ABC R, \$31.00	(Banner)
WWKL-F	94.9	25 KW @ 700	Oldies	UNIULT, \$37.00	(Katz)
WHP -F	97.3	17 KW @ 840	Soft AC	CBS, \$32.00	(MMR)

Other ranked stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/990,800
 MSA Rank/Pop: 44/1,130,000
 ADI # 23 (w/New Haven)
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 28/18
 Diaries: 1500/660:1/58.2%
 Sample Target: 1295
 % Below Line: 15.0
 % Not Listed: 17.0

1990 Revenue: \$39,800,000
 HH Inc.: \$42,925
 Retail \$: 10.4 Bill
 Pop per Station: 55,044
 #1 Biller: WTIC \$8,800,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WTIC (HOR/FS)	264/15.0	14.8	17.2	18.7	16.8	16.4	337/3897	2726/27.5	30.6	31.4	15.2	258	2259	WTIC
2. WTIC-F (CHR)	164/ 9.3	9.0	10.2	8.3	10.5	9.2	263/4558	2715/27.4	26.3	28.6	10.5	178	2853	WTIC-F
3. WWYZ-F (C)	118/ 6.7	8.4	6.8	6.8	9.1	7.2	260/2860	1391/14.0	17.6	15.4	7.7	131	1240	WWYZ-F
4. WRCH-F (SAC/EZ)	116/ 6.6	8.0	8.0	7.5	8.2	7.5	180/2816	1735/17.5	19.0	17.4	5.2	88	1090	WRCH-F
5. WCCC-AF (AOR)	108/ 6.2	4.8	4.8	6.3	5.0	5.5	174/2675	1735/17.5	16.7	15.5	6.8	115	1439	WCCC-AF
6. WKSS-F (CHR)	107/ 6.1	5.4	6.1	7.4	5.8	6.3	221/3731	1904/19.2	16.7	19.7	6.3	107	1694	WKSS-F
7. WHCN-F (AOR)	97/ 5.5	6.7	6.0	5.8	5.5	6.0	146/2661	1544/15.6	17.9	16.2	6.4	109	1442	WHCN-F
8. WDRC-F (O)	94/ 5.3	5.9	5.7	6.3	4.8	5.8	213/3206	1551/15.7	14.5	15.9	4.7	79	1112	WDRC-F
9. WIOF-F (SAC)	75/ 4.3	5.3	6.3	5.8	5.6	5.4	99/2056	1283/12.9	15.8	15.6	3.1	52	1007	WIOF-F
10. WPOP (N/T)	69/ 3.9	2.9	2.0	1.5	3.3	2.6	75/1212	1050/10.6	9.2	10.4	3.2	55	954	WPOP
11. WZMX-F (AC)	50/ 2.8	1.5	---	---	---	1.1	67/1027	759/ 7.7	6.2	0.0	1.8	30	682	WZMX-F
12. WPLR-F (AOR)	34/ 1.9	1.3	1.6	1.5	1.8	1.6	114/2064	747/ 7.5	7.9	7.2	1.2	21	502	WPLR-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 71.44% (1043 of 1460) (WIN 90: 69.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC <	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC	1 WTIC >	1 WTIC >
2 WKSS-F	2 WHCN-F	2 WHCN-F	2 WDRC-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WTIC-F	2 WTIC-F
3 WCCC-AF	3 WCCC-AF	3 WCCC-AF	3 WHCN-F	3 WDRC-F	3 WRCH-F	3 WCCC-AF	3 WRCH-F	3 WRCH-F	3 WKSS-F	3 WKSS-F
4	4 WKSS-F	4 WDRC-F	4 WWYZ-F	4 WWYZ-F	4 WPOP <	4 WHCN-F	4 WTIC-F	4 WKSS-F	4 WCCC-AF	4 WWYZ-F
5	5 WRCH-F	5 WWYZ-F	5 WTIC	5 WHCN-F	5 WTIC-F	5 WWYZ-F	5 WHCN-F	5 WHCN-F	5 WRCH-F	5
6	6 WDRC-F	6 WKSS-F	6 WCCC-AF	6 WRCH-F	6 WDRC-F	6 WRCH-F	6 WDRC-F	6 WCCC-AF	6 WPOP	6
7	7	7 WRCH-F	7 WRCH-F	7 WCCC-AF	7	WKSS-F	7 WKSS-F	7 WWYZ-F	7 WDRC-F	7
						8 WCCC-AF	8 WCCC-AF	8 WDRC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WCCC-AF	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F
2 WKSS-F	2 WRCH-F	2 WIOF-F	2 WRCH-F	2 WTIC	2 WKSS-F	2 WCCC-AF	2 WCCC-AF	2 WCCC-AF	2 WCCC-AF
3 WRCH-F	3 WKSS-F	3 WDRC-F	3 WDRC-F	3 WRCH-F	3 WHCN-F	3 WKSS-F	3 WPLR-F	3 WWYZ-F	3 WWYZ-F
4 WCCC-AF	4 WIOF-F	4 WRCH-F	4 WIOF-F	4 WIOF-F	4 WTIC-F	4 WTIC-F	4 WDRC-F	4 WDRC-F	4 WDRC-F
5 WWYZ-F	5 WCCC-AF	5 WHCN-F	5 WKSS-F	5 WDRC-F	5	5 WWYZ-F	5 WWYZ-F	5 WKSS-F	5 WTIC
6 WPLR-F	6 WWYZ-F	6 WWYZ-F	6 WWYZ-F	6 WWYZ-F	6	6 WDRC-F	6 WDRC-F	6 WTIC-F	6
7 WIOF-F	7 WHCN-F	7 WKSS-F	7 WTIC	7	7	7	7 WKSS-F	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCNX	1150	Middletown	0.5/1.2/ 9/ 158
WDRC	1360	Hartford	1.0/3.6/ 19/ 412
WILI-F	98.3	Willimantic	0.3/0.8/ 17/ 214
WKND	1480	Windsor	
WLVH	1230	Manchester	0.3/0.6/ 5/ 61
WHMW	1470	Meriden	0.5/1.1/ 9/ 109
WNEZ	910	New Britain/Hrt	0.4/1.5/ 7/ 177
WAQY-F	102.1	Springfield	1.8/7.6/106/2019
WCBS	880	New York	0.6/2.3/ 75/1438
WFAN	660	New York	1.1/4.6/ 65/1400
WHYN-F	93.1	Springfield	0.5/2.5/ 96/1421
WKCI-F	101.3	Hamden	0.9/5.9/127/2364
WMAS-F	94.7	Springfield	0.3/3.0/ 72/1204
WOR	710	New York	0.4/0.8/ 18/ 307
WPXX-F	97.9	Enfield	0.9/2.8/ 84/1040

RADIO STATIONS

WDRC, 1300, 5 Kw (DA-N)	, SEE WDRC-F		
WKND, 1480, 500 W (DAYS,DA)	, BLACK	SBN, \$ 20.00 (---	
WNEZ, 910, 5 Kw (DA-N)	, EZ/NOST.	, \$ 25.00 (Banner)	
WPOP, 1410, 5 Kw (DA-2)	, NEWS/TALK	CBS, \$ 42.00 (Eastman)	Merv Griffin
WRYM, 840, 1 Kw (DAYS)	, HISPANIC	, \$ 20.00 (Caballero)	
WTIC, 1080, 50 Kw (DA-N)	, MOR/FULL SER.	NBC, \$ 190.00 (Katz)	Chase
WCCC-F, 106.9, 23 Kw @ 730, AOR	ABC C, SOURCE, \$ 41.00 (Durpetti)		
WDRC-C, 102.9, 20 Kw @ 805, OLDIES	, \$ 120.00 (McGuilld)		Buckley
WIOF-F, 104.1, 18 Kw @ 836, AC	RADRAD, \$ 68.00 (Eastman)		Merv Griffin (WATERBURY)
WNCN-F, 105.9, 16 Kw @ 867, AOR	, \$ 71.00 (Christal)		Beck-Ross
WKSS-F, 95.7, 17 Kw @ 877, CHR	APR, \$ 62.00 (MHR)		Precision
WZMX-F, 93.7, 21 Kw @ 780, AC	, \$ N/A (---		
WRCH-F, 100.5, 8 Kw @ 1250, EZ/SOFT AC	CBS, \$ 60.00 (Banner)		
WTIC-F, 96.5, 20 Kw @ 812, CHR	, \$ 170.00 (Katz)		Chase
WWYZ-F, 92.5, 18 Kw @ 860, COUNTRY	UNIULT, \$ 58.00 (Banner)		(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/705,900
 MSA Rank/Pop: 63/860,000
 No ADI
 Average Person Ratings: 17.9
 Market TSL: 24.00 hours

Stations: 26/26
 Diaries: 1371/515:1/59.2%
 Sample Target: 1095
 % Below Line: 0.0
 % Not Listed: 6.6

1990 Revenue: \$21,000,000
 HH Inc.: \$42,864
 Retail \$: 7.9 Bil
 Pop per Station: 27,150
 #1 Biller: KSSK \$4,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KSSK (MOR/FS)	146/11.5	10.3	9.4	10.1	11.9	10.3	146/1410	1410/20.0	21.5	21.5		9.3	112	1156	KSSK
2. KIKI-F (CHR)	118/ 9.3	9.9	8.2	9.3	9.4	9.2	118/1649	1649/23.4	22.6	21.2		13.8	167	1774	KIKI-F
3. KSSK-F (AC)	116/ 9.2	10.6	6.9	7.5	9.1	8.6	116/1616	1616/22.9	23.5	22.3		9.0	109	1181	KSSK-F
KCCN-F (E)	116/ 9.2	6.7	6.4	2.2	---	6.1	116/1312	1312/18.6	15.2	0.0		10.9	131	1403	KCCN-F
5. KQMQ-AF (CHR)	111/ 8.7	9.3	12.3	12.4	12.6	10.7	111/1815	1815/25.7	27.3	30.0		9.7	94	1834	KQMQ-AF
6. KUMU-AF (EZ)	105/ 8.3	9.4	10.6	11.1	8.0	9.8	105/1167	1167/16.5	18.3	16.7		5.3	52	659	KUMU-AF
7. KRTR-AF (AC)	73/ 5.8	7.8	6.6	7.6	6.4	6.9	73/1253	1253/17.8	19.2	14.9		7.1	74	1045	KRTR-AF
8. KPOI-F (AOR)	72/ 5.7	4.4	6.7	5.4	7.8	5.6	72/994	994/14.1	11.2	14.8		6.2	75	978	KPOI-F
9. KHFX-F (CL AOR)	61/ 4.8	4.6	4.7	4.4	4.2	4.6	61/674	674/ 9.5	9.2	9.0		4.0	48	673	KHFX-F
10. KCCN (E)	49/ 3.9	3.0	4.6	4.7	4.5	4.1	49/671	671/ 9.5	6.4	11.3		1.8	22	399	KCCN
11. KIKI (O)	46/ 3.6	2.3	2.3	3.0	3.0	2.8	46/567	567/ 8.0	7.9	6.6		1.8	22	309	KIKI
12. KGU (T)	37/ 2.9	3.5	2.9	2.4	3.2	2.9	37/599	599/ 8.5	10.9	9.4		2.8	34	557	KGU
13. KHVH (N/T)	29/ 2.3	3.1	2.4	2.8	2.6	2.7	29/621	621/ 8.8	10.8	9.1		3.6	44	735	KHVH
14. KAIM-F (REL)	22/ 1.7	0.8	1.0	1.0	---	1.1	22/262	262/ 3.7	2.2	0.0		1.5	18	156	KAIM-F
15. KDEO-F (C)	16/ 1.3	1.7	2.5	1.6	1.7	1.8	16/315	315/ 4.5	4.6	7.7		2.5	30	450	KDEO-F
16. KHHH-F (J/NA)	15/ 1.2	0.9	1.4	2.3	3.2	1.5	15/259	259/ 3.7	4.1	6.5		1.6	19	301	KHHH-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 66.92% (791 of 1182) (WIN 90: 63.83%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PHD 12+ EVE OVERNIGHT

1 KIKI-F>>	1 KQMQ-AF<	1 KSSK-F<	1 KSSK-F	1 KSSK-F<	1 KSSK	1 KSSK	1 KSSK <	1 KIKI-F>	1 KSSK
2 KQMQ-AF>	2 KIKI-F	2 KQMQ-AF	2 KSSK	2 KSSK	2 KUMU-AF>	2 KSSK-F>	2 KSSK-F<	2 KIKI-F<	2 KSSK
3 KCCN-F	3 KCCN-F	3 KCCN-F	3 KQMQ-AF	3 KQMQ-AF<	3 KSSK-F	3 KQMQ-AF	3 KUMU-AF<	3 KCCN-F	3 KUMU-AF<
4	4 KSSK-F	4 KIKI-F<	4 KCCN-F	4 KCCN-F	4 KCCN-F	4 KCCN-F	4 KCCN-F	4 KQMQ-AF	4 KUMU-F<
5	5 KPOI-F	5 KSSK	5 KPOI-F	5 KUMU-AF	5	5 KUMU-AF<	5 KQMQ-AF	5 KCCN-F	5 KQMQ-F<
6	6 KRTR-AF	6 KPOI-F	6 KUMU-AF<	6 KPOI-F	6	6 KIKI-F	6 KIKI-F	6 KUMU-AF	6 KHFX-F
7	7 KHFX-F	7 KRTR-AF	7 KHFX-F	7 KRTR-AF	7	7 KPOI-F	7	7 KPOI-F	7 KRTR-F
		8 KHFX-F		8 KRTR-AF					

WOM 18-24 WOM 18-34 WOM 25-34 WOM 18-49 WOM 25-54 MEN 18-24 MEN 18-34 MEN 25-34 MEN 18-49 MEN 25-54

1 KIKI-F>	1 KQMQ-AF	1 KQMQ-AF	1 KSSK-F	1 KSSK-F	1 KIKI-F	1 KIKI-F<	1 KPOI-F	1 KCCN-F	1 KSSK
2 KQMQ-AF	2 KSSK-F	2 KSSK-F>	2 KQMQ-AF	2 KSSK	2 KCCN-F>	2 KCCN-F	2 KHFX-F>	2 KPOI-F	2 KPOI-F
KCCN-F	3 KIKI-F	3 KSSK	3 KSSK <	3 KQMQ-AF	3 KQMQ-AF>	3 KPOI-F	3 KSSK-F	3 KQMQ-AF<	3 KSSK-F
4 KRTR-AF	4 KCCN-F	4 KCCN-F	4 KCCN-F<	4 KUMU-AF	4 KRTR-AF	4 KQMQ-AF	4 KQMQ-AF	4 KIKI-F	4 KCCN-F
5 KSSK-F	5 KRTR-AF>	5 KRTR-AF	5 KIKI-F	5 KCCN-F>	5 KPOI-F	5 KHFX-F	5 KCCN-F	5 KSSK-F	5 KHFX-F
6	6 KSSK	6 KIKI-F	6 KRTR-AF	6 KRTR-AF	6	6 KRTR-AF	6 KRTR-AF	6 KSSK <	6 KQMQ-AF
7	7 KPOI-F	7 KPOI-F	7 KUMU-AF	7 KIKI-F	7	7 KSSK-F	7 KIKI-F	7 KHFX-F	7
							8 KSSK		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KAIM	870	Honolulu		
KDEO	940	Waipahu	0.6/2.1/ 8/ 147	
KISA	1540	Honolulu	0.7/2.2/ 9/ 158	
KLHT	1040	Honolulu	0.6/2.6/ 8/ 183	
KNDI	1270	Honolulu	0.9/1.5/ 11/ 108	
KOHO	1170	Honolulu	0.8/1.5/ 10/ 108	
KZOO	1210	Honolulu	0.3/1.4/ 4/ 96	

RADIO STATIONS

KCCN	1420	5 KW	Ethnic	\$21.00	(Roslin)
KDEO	940	10 KW	See KDEO-FM		
KGU	760	10 KW	Talk		
KHVH	990	5 KW	News	CBS, \$20.00	(Banner) Givens
KIKI	830	10 KW	Oldies	NBC ABC I, \$26.00	(HNWH)
KSSK	590	7.5 KW/5 KW	MOR/Full Service	UNISUP UNIULT, \$21.00	(Christal) Henry
KAIM-F	95.5	100 KW @ -24	Religion	\$80.00	(Eastman) Bedford
KCCN-F	100.3	100 KW @ 2000	Ethnic	\$11.00	(---)
KDEO-F	102.7	61 KW @ 1893	Country	\$19.00	(K & P)
KHFX-F	105.1	100 KW @ 1965	Classic AOR	MBS, \$24.00	(K & P)
KHHH-F	98.5	100 KW @ -279	Jazz/NAC	\$25.00	(MMR)
KIKI-F	93.9	100 KW @ -143	CHR	SMN, \$24.00	(HNWH)
KPOI-F	97.5	83 KW @ 46	AOR	\$40.00	(Christal) Henry
KQMQ-F	93.1	54 KW @ -119	CHR	\$41.00	(Banner)
KRTR-F	96.3	75 KW @ 2140	AC	\$64.00	(Katz)
KSSK-F	92.3	100 KW @ 1950	AC	\$30.00	(Katz)
KUMU-F	94.7	100 KW @ 78	EZ/Btfl	\$35.00	(Eastman) Bedford
				\$48.00	(Banner)

HOUSTON

Arbitron Rank/Pop (12+): 10/2,966,300
 MSA Rank/Pop: 8/3,700,000
 ADI # 10
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 34/34
 Diaries: 2204/1346:1/47.8%
 Sample Target: 2220
 % Below Line: 0.0
 % Not Listed: 10.7

1990 Revenue: \$124,000,000
 HH Inc.: \$33,870
 Retail \$: 26.5 B11
 Pop per Station: 87,244
 #1 Biller: KIKK-AF \$13,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KIKK-F (C)	432/ 8.2	8.4	7.5	7.7	7.7	7.9	511/6786	5789/19.5	18.7	18.4	9.0	492	5632	KIKK-F
2. KILT-F (C)	395/ 7.5	7.5	8.6	7.3	8.6	7.7	449/5854	5135/17.3	17.3	19.0	8.4	459	4364	KILT-F
3. KMJQ-F (B)	348/ 6.6	7.9	7.2	7.8	7.7	7.4	370/4379	4155/14.0	13.6	13.4	9.1	495	5064	KMJQ-F
4. KTRH (H)	284/ 5.4	5.2	5.9	4.6	5.1	5.3	333/6002	5206/17.6	15.4	15.7	4.8	263	3557	KTRH
5. KODA-F (EZ/SAC)	281/ 5.3	4.4	4.0	4.0	5.3	4.4	290/3572	3347/11.3	12.7	11.4	3.0	165	2222	KODA-F
6. KLLOL-F (AOR)	280/ 5.3	5.9	6.2	7.4	7.6	6.2	313/4932	4300/14.5	16.1	17.0	7.3	396	4884	KLLOL-F
7. KQUE-F (BB)	241/ 4.6	3.3	4.1	3.3	4.5	3.8	258/2388	2153/ 7.3	6.8	8.4	3.4	183	1419	KQUE-F
8. KKQB-AF (CHR)	240/ 4.6	4.2	4.7	5.2	4.0	4.7	252/5038	4702/15.9	16.1	16.4	5.9	318	5210	KKQB-AF
9. KHMx-F (AC)	221/ 4.2	6.6	3.8	2.9	2.7	4.4	231/4415	4214/14.2	17.9	9.7	5.2	285	4151	KHMx-F
10. KLTR-F (AC)	185/ 3.5	3.9	3.5	4.4	5.2	3.8	188/3409	3243/10.9	12.3	13.5	3.7	201	3091	KLTR-F
11. KZFX-F (CL AOR)	183/ 3.5	2.8	4.2	3.7	3.4	3.5	190/3535	3269/11.0	9.7	10.7	3.4	184	3106	KZFX-F
12. KRBE-F (CHR)	172/ 3.3	2.7	3.9	4.4	3.7	3.6	210/5025	4443/14.8	13.2	15.7	4.0	219	5426	KRBE-F
13. KLDE-F (O)	168/ 3.2	5.0	3.3	3.6	3.4	3.8	178/3206	2892/ 9.7	11.6	10.7	2.3	127	2242	KLDE-F
14. KHYS-F (B)	151/ 2.9	2.4	3.1	3.6	2.4	3.0	205/2882	2419/ 8.2	7.7	8.4	3.7	204	3377	KHYS-F
15. KPRC (T/N)	137/ 2.6	2.4	2.3	2.5	2.9	2.5	140/2972	2870/ 9.7	7.7	8.5	2.5	138	2180	KPRC
16. KLAT (SP)	127/ 2.4	2.3	1.5	2.0	1.1	2.0	127/1102	1096/ 3.7	4.5	3.4	1.9	103	1369	KLAT
17. KFMM-F (O)	120/ 2.3	2.0	2.9	3.4	2.9	2.7	126/2639	2439/ 8.2	6.9	8.9	2.3	126	1387	KFMM-F
18. KQKQ-F (SP)	118/ 2.2	1.7	1.4	1.5	1.4	1.7	118/1677	1668/ 5.6	3.7	3.3	1.2	64	712	KQKQ-F
19. KYOK (B)	82/ 1.6	1.2	1.6	1.1	1.0	1.4	83/989	968/ 3.3	3.0	3.2	0.8	41	632	KYOK
20. KCOH (B)	66/ 1.3	0.8	0.9	0.8	0.8	0.9	67/1027	1006/ 3.4	2.7	2.3	0.6	35	509	KCOH
21. KXYZ (SP)	58/ 1.1	1.9	1.7	1.5	1.0	1.5	58/840	840/ 2.8	3.8	2.9	1.1	58	989	KXYZ
22. KHCB-F (REL)	55/ 1.0	0.6	0.9	1.3	0.8	0.9	55/847	792/ 2.7	2.7	3.0	1.4	75	762	KHCB-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 78.10% (3667 of 4695) (WIN 90: 80.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF	1 KLLOL-F	1 KIKK-F	1 KIKK-F	1 KIKK-F	1 KILT-F	1 KILT-F	1 KODA-F	1 KIKK-F	1 KMJQ-F	1 KTRH
2 KRBE-F	2 KMJQ-F	2 KMJQ-F	2 KILT-F	2 KILT-F	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KMJQ-F	2 KTRH	2 KMJQ-F
3 KMJQ-F	3 KIKK-F	4 KLLOL-F	3 KMJQ-F	3 KMJQ-F	3 KQUE-F	3 KTRH	3 KIKK-F	3 KILT-F	3 KHYS-F	3 KILT-F
4 KHYS-F	4 KILT-F	4 KILT-F	4 KLLOL-F	4 KLLOL-F	4 KTRH	4 KLLOL-F	4 KQUE-F	4 KLLOL-F	4 KKBQ-AF	4 KIKK-F
5 KIKK-F	5 KHMx-F	5 KHMx-F	5 KTRH	5 KTRH	5 KODA-F	5 KMJQ-F	5 KMJQ-F	5 KODA-F	5 KIKK-F	5 KPRC
6	6 KZFX-F	6 KZFX-F	6 KHMx-F	6 KODA-F	6	6 KKBQ-AF	6 KHMx-F	6 KTRH	6 KRBE-F	6 KODA-F
7	7 KKBQ-AF	7 KODA-F	7 KZFX-F	7 KLTR-F	7	7 KODA-F	7 KLTR-F	7 KHMx-F	7 KLLOL-F	7 KQUE-F
8	8	8 KKBQ-AF	8	8 KHMx-F	8	8 KQUE-F	8 KTRH	8 KKBQ-AF	8 KHMx-F	8
9	9	9	9	9	9	9	9 KLLOL-F	9 KQUE-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKBQ-AF	1 KMJQ-F	1 KMJQ-F	1 KIKK-F	1 KIKK-F	1 KKBQ-AF	1 KLLOL-F	1 KLLOL-F	1 KLLOL-F	1 KLLOL-F
2 KHMx-F	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KILT-F	2 KLLOL-F	2 KMJQ-F	2 KZFX-F	2 KMJQ-F	2 KIKK-F
3 KHYS-F	3 KILT-F	3 KILT-F	3 KMJQ-F	3 KMJQ-F	3 KMJQ-F	3 KZFX-F	3 KMJQ-F	3 KIKK-F	3 KTRH
4 KRBE-F	4 KHMx-F	4 KHMx-F	4 KHMx-F	4 KODA-F	4 KRBE-F	4 KKBQ-AF	4 KIKK-F	4 KZFX-F	4 KILT-F
5 KIKK-F	5 KKBQ-AF	5 KLTR-F	5 KODA-F	5 KLTR-F	5 KQKQ-F	5 KHMx-F	5 KTRH	5 KTRH	5 KZFX-F
6 KLLOL-F	6 KLTR-F	6 KZFX-F	6 KLTR-F	6 KHMx-F	6 KHMx-F	6 KILT-F	6 KILT-F	6 KILT-F	6 KMJQ-F
7 KIKK-F	7 KLLOL-F	7 KODA-F	7 KKBQ-AF	7	7 KZFX-F	7 KIKK-F	7 KHMx-F	7	7 KLDE-F
8 KODA-F	8 KODA-F	8 KLLOL-F	8	8	8 KILT-F	8 KTRH	8 KFMM-F	8	8
9 KILT-F	9	9	9	9	9	9	9 KHYS-F	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KEYH 850	Houston.	0.5/1.5/ 26/ 460
KIKK 650	Pasadena	0.9/1.8/ 53/ 629
KILT 610	Houston	0.5/1.9/ 32/ 698
KJQJ-F 103.3	Conroe	0.4/0.5/ 21/ 149
KJZS-F 106.9	Conroe/Houston	0.8/3.4/ 48/1051
KLVL 1480	Pasadena/Houston	0.8/2.0/ 44/ 602
KMPQ 980	Rosenberg/Houston	0.4/1.1/ 23/ 360
KRTS-F 92.1	Seabrook/Houston	0.3/1.4/ 15/ 422
KSEV 700	Tomball/Houston	0.9/2.8/ 52/ 865
KHWJ 1360	Baytown	0.8/1.5/ 43/ 452
KYST 920	Texas Cty/Houston	0.3/1.2/ 15/ 355

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430,	5 KW (DAYS)	, BLACK	SBN, NBN, \$	47.00 (Roslin)	
KEYH, 850,	10 KW (DAYS, DA)	, HISPANIC	,	\$ 44.00 (Caballero)	
KIKK, 650,	250 W (DAYS)	, COUNTRY OLDIES	,	\$ N/A (Torbet)	Viacom
KILT, 610,	5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$	N/A (Group W)	Westinghouse
KKBQ, 790,	5 KW (DA-2)	, SEE KKBQ-F			
KKZR, 1070,	10 KW/5 KW (DA-2)	, AOR	SMN, \$	36.00 (Eastman)	Susquehanna
KLAT, 1010,	5 KW (DA-2)	, HISPANIC	,	\$ 60.00 (Katz Hisp.)	Tichenor
KNUZ, 1230,	1 KW	, OLDIES	,	\$ N/A (Eastman)	
KPRC, 950,	5 KW (DA-N)	, TALK	CBS, \$	75.00 (Eastman)	
KTRH, 740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$	180.00 (CBS)	Jacor (P)
KXYZ, 1320,	5 KW (DA-N)	, HISPANIC	,	\$ 63.00 (Caballero)	
KYOK, 1590,	5 KW (DA-N)	, BLACK	SMN, ABC C, \$	47.00 (Christal)	Noble

FM STATIONS

KFMK, 97.9,	100 KW @ 1920,	OLDIES	,	\$ 160.00 (Katz)	Cook Inlet
KHCB, 105.7,	100 KW @ 1613,	RELIGION	,	\$ 30.00 (---)	
KIKK, 95.7,	100 KW @ 1920,	COUNTRY	,	\$ 215.00 (Torbet)	Viacom
KILT, 100.3,	100 KW @ 1920,	COUNTRY	,	\$ 185.00 (Group W)	Westinghouse
KKBQ, 92.9,	100 KW @ 1920,	CHR	ABC F, \$	170.00 (McGuild)	Gannett
KLDE, 94.5,	100 KW @ 1920,	OLDIES	UNIULT, \$	90.00 (Durpetti)	Entercom
KLOL, 101.1,	100 KW @ 1920,	AOR	SOURCE, \$	190.00 (CBS)	Jacor (P)
KLTR, 93.7,	100 KW @ 1720,	AC	CBS, \$	140.00 (CBS)	CBS
KMJQ, 102.1,	100 KW @ 1720,	BLACK	,	\$ 190.00 (Mc-Guild)	Noble
KHMX, 96.5,	100 KW @ 1920,	ADULT CHR	,	\$ 85.00 (Mc-Guild)	Nationwide
KODA, 99.1,	100 KW @ 1920,	EZ	,	\$ 160.00 (MMR)	
KQUF, 102.9,	100 KW @ 984,	NOSTALGIA	ABC E, \$	81.00 (Banner)	
KRBE, 104.1,	100 KW @ 1920,	CHR	,	\$ 135.00 (Eastman)	Susquehanna
KRTS, 92.1,	1.4 KW @ 495,	CLASSICAL	,	\$ 49.00 (CMBS)	
KZFX, 107.5,	98 KW @ 1973,	CLASSIC AOR	,	\$ 133.00 (Katz)	Shamrock
KJZS, 106.9,	100 KW @ 1125,	JAZZ/NAC	UPI, \$	N/A (Banner)	(CONROE)
KQQK, 106.5,	100 KW @ 709,	HISPANIC	,	\$ N/A (Caballero)	

KHYS-F -- See Beaumont

HUNTSVILLE

Arbitron Rank/Pop (12+): 106/338,200
 MSA Rank/Pop: 182/356,000 (e)
 ADI # 80 (w/Decatur)
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 16/13
 Diaries: 846/400:1/56.7%
 Sample Target: 760
 % Below Line: 4.8
 % Not Listed: 10.7

1990 Revenue: \$9,900,000
 HH Inc.: \$31,600
 Retail \$: 2.8 Bil
 Pop per Station: 26,015
 #1 Biller: WDRM-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WDRM-F (C)	137/25.2	22.6	----	23.1	----		254/2382	1281/37.9	37.2				WDRM-F
2. WZYP-F (CHR)	96/17.6	17.2	----	16.2	----		127/1875	1159/34.3	37.3				WZYP-F
3. WRSA-F (EZ)	64/11.8	6.5	----	10.5	----		116/1089	627/18.5	13.2				WRSA-F
4. WAHR-F (SAC)	33/ 6.1	5.3	----	3.8	----		35/600	410/12.1	11.6				WAHR-F
5. WEUP (B)	27/ 5.0	5.3	----	4.2	----		29/401	363/10.7	9.3				WEUP
WBHP (C)	27/ 5.0	6.0	----	4.9	----		29/394	376/11.1	11.3				WBHP
7. WHVK-F (AC)	23/ 4.2	5.5	----	3.2	----		41/622	397/11.7	14.5				WVNN
8. WENN-F (B)	22/ 4.0	2.9	----	4.9	----		28/417	343/10.1	8.6				WVNN
9. WTAK (AOR)	16/ 2.9	7.2	----	6.7	----		24/177	155/ 4.6	7.0				WTAK
10. WVNN (N/T)	11/ 2.0	1.9	----	2.2	----		12/368	296/ 8.8	5.1				WVNN
WVNN (REL)	11/ 2.0	1.0	----	2.2	----		12/232	175/ 5.2	4.7				WVNN
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 81.89% (398 of 486) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F	1 WZYP-F	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WZYP-F	1 WDRM-F>
2	2 WDRM-F>>	2 WZYP-F>>	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>>	2 WZYP-F	2 WRSA-F	2 WZYP-F>	2 WDRM-F>>	2 WZYP-F>
3	3 WHVK-F>	3 WAHR-F	3 WAHR-F	3 WRSA-F	3 WZYP-F	3 WRSA-F>	3 WRSA-F>	3 WRSA-F>	3 WRSA-F>	3 WRSA-F
4	4 WEUP	4 WRSA-F	4 WRSA-F>	4 WAHR-F	4 WBHP	4 WBHP	4 WAHR-F	4 WAHR-F	4 WHVK-F	4 WEUP
5	5 WAHR-F	5 WEUP <	5 WEUP	5	5 WAHR-F	5 WAHR-F	5	5	5 WENN-F	5
		6 WHVK-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F>>	1 WZYP-F	1 WZYP-F	1 WDRM-F	1 WDRM-F>	1 WZYP-F	1 WZYP-F	1 WZYP-F	1 WDRM-F>>	1 WDRM-F>>
2 WDRM-F>>	2 WDRM-F>>	2 WDRM-F>	2 WZYP-F>>	2 WZYP-F>	2 WDRM-F	2 WDRM-F>	2 WDRM-F>	2 WZYP-F>	2 WZYP-F>
3 WEUP	3 WEUP	3 WAHR-F>	3 WAHR-F	3 WRSA-F	3 WHVK-F	3 WHVK-F>	3 WHVK-F>	3 WHVK-F>	3 WRSA-F
4	4 WAHR-F>	4 WEUP	4 WRSA-F	4 WAHR-F>	4 WEUP	4 WTAK >	4 WTAK	4 WAHR-F	4 WAHR-F>
5	5 WHVK-F	5 WHVK-F	WEUP	5 WEUP	5	5 WEUP	5 WAHR-F	5	5 WHVK-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAAJ	1550	Huntsville	0.9/2.9/	5/ 106
WKGL	1450	Huntsville	0.4/3.3/	2/ 110
WQLT-F	107.3	Florence/MusSho	1.5/5.0/	52/ 660
WZRR-F	99.5	Birmingham	0.4/2.4/	29/ 332
WZZK-F	104.7	Birmingham	0.4/1.6/	20/ 302

RADIO STATIONS

WBHP, 1230,	1 KW	, COUNTRY	ABC I , \$	29.00 (Katz)
WDKT, 1360,	1 KW/128 W	, BLACK	, \$	12.00 (---)
WEUP, 1600,	5 KW/500 W (DA-N),	BLACK	SBN , \$	12.00 (Regional)
WTAK, 1000,	10 KW (DAYS,DA)	, AOR	ABC R , \$	16.00 (Regional)
WVNN, 770,	10 KW/250 W (DA-N),	TALK	ABC D , \$	(Christal)
				(ATHENS)
WAHR-F,	99.1, 100 KW @	985, AC	NBC , \$	27.00 (Torbet)
WDRM-F,	102.1, 100 KW @	727, COUNTRY	, \$	53.00 (HNWH)
WHVK-F,	93.3, 100 KW @	981, AOR	, \$	15.00 (Republic)
WNDA-F,	95.1, 50 KW @	110, RELIGION	, \$	11.00 (---)
WQLT-F,	107.3, 100 KW @	1000, AC/OLDIES	ABC F, ABC C , \$	13.00 (Torbet)
WRSA-F,	96.9, 100 KW @	994, EZ	CBS , \$	20.00 (---)
WZYP-F,	104.3, 100 KW @	1118, CHR	ABC C , \$	50.00 (Christal)
				(ATHENS)
				(DECATUR)
				(TULLAHOHA, TN)
				(FLORENCE)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,032,200
 MSA Rank/Pop: 40/1,260,000
 ADI # 26
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 21/19
 Diaries: 1681/614:1/56.6%
 Sample Target: 1575
 % Below Line: 1.0
 % Not Listed: 6.8

1990 Revenue: \$50,300,000
 HH Inc.: \$32,434
 Retail \$: 11.4 B11
 Pop per Station: 54,326
 #1 Biller: WFBQ-F \$10,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WIBC (MOR/FS)	231/13.4	13.1	11.0	15.2	13.6	13.2	256/2812	2317/22.4	25.1	23.2	13.6	249	2029
2. WFMS-F (C)	226/13.1	13.3	11.8	13.2	11.0	12.9	296/3389	2289/22.2	23.6	20.9	13.8	253	2416
3. WZPL-F (CHR)	200/11.6	10.4	12.7	11.4	10.0	11.5	283/3868	2601/25.2	24.5	24.4	12.1	223	2699
4. WFBQ-F (AOR)	183/10.6	10.2	14.3	15.2	14.8	12.6	318/4439	2391/23.2	22.6	27.8	12.2	225	2198
5. WTLC-F (B)	158/ 9.2	8.1	9.0	6.6	11.1	8.2	167/1600	1413/13.7	12.7	14.5	10.9	200	1829
6. WENS-F (AC)	138/ 8.0	7.8	8.3	6.1	6.6	7.6	166/2606	1980/19.2	19.9	17.6	6.9	127	1780
7. WTPI-F (SAC)	126/ 7.3	6.3	5.3	5.7	3.9	6.2	142/1894	1526/14.8	14.3	11.1	5.5	101	1220
8. WKLR-F (O)	95/ 5.5	5.5	5.5	6.6	6.4	5.8	134/2360	1529/14.8	15.4	18.6	5.1	94	1225
9. WFXF-F (CL AOR)	71/ 4.1	5.8	3.2	3.1	2.8	4.1	95/1938	1285/12.4	15.2	8.0	5.2	95	1250
10. WTUX (BB)	51/ 3.0	3.2	3.5	2.5	3.0	3.0	60/788	661/ 6.4	5.8	5.6	3.0	56	550
11. WNDE (T)	26/ 1.5	1.3	1.9	1.1	1.4	1.5	30/753	580/ 5.6	4.9	6.3	0.8	15	405
12. WTTS-F (AOR)	18/ 1.0	1.0	1.1	1.5	1.5	1.1	47/1000	445/ 4.3	4.9	5.1	0.9	17	431
13.													
14.													
15.													

12+ FM SHARE (METRO): 79.81% (1281 of 1605) (WIN 90: 77.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFMS-F>	1 WIBC >	1 WIBC	1 WIBC	1 WFMS-F	1 WZPL-F>	1 WIBC >>
2 WTLC-F	2 WZPL-F	2 WFMS-F	2 WFBQ-F>	2 WFBQ-F	2 WFMS-F>	2 WFBQ-F	2 WFMS-F	2 WZPL-F<	2 WTLC-F	2 WTLC-F
3	3 WENS-F	3 WZPL-F	3 WTPI-F<	3 WTPI-F	3 WTPI-F>	3 WFMS-F	3 WFBQ-F	3 WIBC	3 WFBQ-F<	3 WFMS-F>>
4	4 WFMS-F<	4 WENS-F	4 WTLC-F	4 WTLC-F<	4 WKLR-F<	4 WZPL-F	4 WTPI-F	4 WFBQ-F	4 WIBC	4 WZPL-F<
5	5 WTLC-F>	5 WTLC-F	5 WENS-F	5 WIBC	5 WTLC-F	5 WTLC-F<	5 WZPL-F	5 WENS-F	5 WENS-F	5 WENS-F
6	6 WFXF-F	6 WTPI-F	6 WZPL-F	6 WENS-F	6	6 WENS-F	6 WENS-F	6 WTLC-F<	6 WFBQ-F	6 WTPI-F
7	7	7 WKLR-F	7 WIBC	7 WKLR-F	7	7 WTPI-F	7 WTLC-F	7 WTPI-F	7 WTPI-F<	7 WFBQ-F<
8	8	8 WIBC	8	8 WZPL-F	8	8	8 WKLR-F	8	8 WFXF-F	8 WKLR-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F	1 WZPL-F<	1 WENS-F	1 WENS-F	1 WFMS-F		1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F>>	1 WFBQ-F>	1 WFMS-F<
2 WENS-F>	2 WENS-F>	2 WZPL-F	2 WZPL-F	2 WTPI-F		2 WZPL-F>>	2 WZPL-F	2 WTLC-F<	2 WFMS-F>	2 WFBQ-F>
3 WFBQ-F	3 WFBQ-F	3 WFMS-F<	3 WFMS-F	3 WENS-F		3 WTLC-F	3 WTLC-F	3 WFMS-F>	3 WTLC-F	3 WTLC-F
4 WFMS-F	4 WFMS-F	4 WFBQ-F<	4 WTPI-F<	4 WIBC		4 WFXF-F	4 WFMS-F	4 WFXF-F	4 WZPL-F	4 WKLR-F
5 WTLC-F>>	5 WTLC-F>	5 WTPI-F	5 WTLC-F<	5 WTLC-F		5 WFXF-F	5 WFXF-F>	5 WKLR-F	5 WFXF-F	5 WIBC
6	6 WTPI-F	6 WTLC-F	6 WFBQ-F>	6 WZPL-F<		6 WENS-F	6 WENS-F	6 WENS-F	6 WKLR-F	6 WTPI-F
7	7	7	7 WKLR-F	7 WKLR-F		7	7	7 WZPL-F	7 WENS-F<	7 WFXF-F
8	8	8	8 WIBC	8 WFBQ-F		8	8	8	8 WIBC	8 WENS-F
									9 WTPI-F	

OTHER RATED STATIONS

METRO CUME TSA
 SHARE/RTG/AQH/CUME

WBRI	1500	Indianapolis	0.3/1.1/ 7/ 164
WCBK-F	102.3	Martinsville	0.9/2.1/ 20/ 292
WFXF	1430	Indianapolis	0.1/1.7/ 2/ 180
WIRE-F	100.9	Lebanon	0.7/1.3/ 12/ 162
WPZZ-F	95.9	Franklin/Indy	0.7/2.3/ 12/ 235
WSYW-F	107.1	Danville/Indy	0.5/2.1/ 10/ 307
WXIR-F	98.3	Plainfield/Indy	0.5/2.4/ 11/ 334
WKKG-F	101.5	Columbus	0.6/1.6/ 90/ 980
WLW	700	Cincinnati	0.5/2.2/ 39/ 840

RADIO STATIONS

WBRI, 1500,	5 KW (DAYS, DA)	, RELIGION	, \$ 20.00 (---)	
WIBC, 1070,	50 KW/10 KW (DA-2),	FULL SERVICE	NBC TALKNT, \$ 140.00 (Durpetti)	Sconnix
WNDE, 1260,	5 KW (DA-N)	, TALK	, \$ 34.00 (Katz)	Great American
WNTS, 1590,	5 KW/500 W (DA-2),	RELIGION	, \$ 22.00 (---)	
WSYW, 810,	250 W (DAYS)	, SEE WSYW-F		
WTUX, 1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS UNISUP, \$ 30.00 (MMR)	Panache
WXTZ, 1430,	1 KW (DA-N)	, EZ	ABC I UNISUP, \$ 30.00 (Christal)	WIN/ML
WENS-F, 97.1,	23 KW @ 739,	AC	, \$ 100.00 (McGuild)	Emmis
WFBQ-F, 94.7,	41 KW @ 900,	AOR	SOURCE, \$ 160.00 (Katz)	Great American
WFMS-F, 95.5,	13 KW @ 990,	COUNTRY	, \$ 115.00 (Eastman)	Susquehanna
WKLR-F, 93.1,	12 KW @ 1022,	OLDIES	, \$ 107.00 (Durpetti)	Sconnix
WFXF-F, 103.3,	18 KW @ 840,	CL AOR	ABC E UNISUP, \$ 49.00 (Christal)	ML/WIN
WPZZ-F, 95.9,	3 KW @ 300,	GOSPEL	SBN NBN, \$ 17.00 (---)	Willis (FRANKLIN)
WSYW-F, 107.1,	1 KW @ 604,	CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7,	50 KW @ 450,	BLACK	, \$ 58.00 (MMR)	Panache
WTPI-F, 107.9,	22 KW @ 762,	SOFT AC	UNIULT, \$ 58.00 (Torbet)	Hystar
WXIR-F, 96.3,	3 KW @ 290,	RELIGION	, \$ 15.00 (---)	(PLAINFIELD)
WZPL-F, 99.5,	13 KW @ 990,	CHR	APR, \$ 88.00 (HNWH)	Booth
WTTS-F, 92.3,	37 KW @ 1090,	CHR	, \$ 34.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)

JACKSON

Arbitron Rank/Pop (12+): 115/324,600
 MSA Rank/Pop: 121/406,000
 ADI # 86
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 20/20
 Diaries: 898/361:1/54.8%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 23.6

1990 Revenue: \$11,400,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bill
 Pop per Station: 16,230
 #1 Biller: WMSI-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F (C)	94/16.9	17.5	----	16.9	----		229/2152	957/29.5	28.7		15.8	96	970	WMSI-F
2. WJMI-F (B)	79/14.2	15.1	----	16.2	----		188/1716	853/26.3	22.6		22.6	137	1058	WJMI-F
3. WSTZ-F (AOR)	47/ 8.5	7.3	----	6.7	----		71/627	364/11.2	12.8		7.3	44	517	WSTZ-F
4. WOAD (GOSP)	43/ 7.7	7.5	----	5.9	----		44/453	442/13.6	15.7		6.3	38	381	WOAD
5. WOHT-F (CHR)	25/ 4.5	5.4	----	5.9	----		54/898	475/14.6	14.7		5.8	35	646	WOHT-F
WXXI (B)	25/ 4.5	5.4	----	6.4	----		25/454	454/14.0	15.7		5.0	30	359	WXXI
7. WTYX-F (O)	21/ 3.8	4.4	----	6.2	----		34/684	405/12.5	16.8		5.1	31	505	WTYX-F
8. WLIN-F (EZ)	19/ 3.4	3.2	----	3.7	----		19/224	197/ 6.1	9.2		3.6	22	449	WLIN-F
9. WJDX-F (AC)	18/ 3.2	3.1	----	4.0	----		29/652	371/11.4	14.0		3.8	23	481	WJDX-F
10. WMJW-F (AC)	14/ 2.5	2.4	----	2.8	----		24/487	345/10.6	8.1		1.7	10	458	WMJW-F
11. WSLI (T)	13/ 2.3	1.4	----	1.8	----		13/248	215/ 6.6	5.3		0.7	4	289	WSLI
12. WJNT (T)	7/ 1.3	3.2	----	1.7	----		8/214	194/ 6.0	7.4		2.1	13	160	WJNT
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.00% (323 of 425) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F	1 WMSI-F<	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F<	1 WJMI-F>>	1 WJMI-F
2 WOHT-F>>	2 WSTZ-F>	2 WJMI-F	2 WSTZ-F<	2 WSTZ-F<	2 WOAD >	2 WJMI-F>	2 WJMI-F<	2 WJMI-F>	2 WOHT-F	2 WOAD >
3	3 WMSI-F>>	3 WSTZ-F>>	3 WJMI-F>	3 WJMI-F>	3 WJMI-F	3 WSTZ-F	3 WSTZ-F>	3 WSTZ-F>	3 WSTZ-F>	3 WMSI-F
4	4 WOHT-F	4 WOAD	4 WOAD	4 WOAD	4 WLIN-F	4 WOAD	4 WOAD	4 WOAD	4 WSTZ-F	4 WMSI-F
5	5 WOAD	5	5 WTYX-F	5	5	5	5 WLIN-F	5 WOHT-F	5 WOAD	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WJMI-F>	1 WSTZ-F	1 WSTZ-F>	1 WSTZ-F	1 WSTZ-F
2 WMSI-F>	2 WMSI-F>	2 WSTZ-F	2 WJMI-F>	2 WOAD	2 WSTZ-F	2 WJMI-F>>	2 WJMI-F>	2 WJMI-F>	2 WJMI-F
3 WOHT-F>	3 WSTZ-F>	3 WJMI-F	3 WOAD	3 WJMI-F>	3 WOHT-F	3 WMSI-F	3 WMSI-F	3 WMSI-F	3 WMSI-F
4 WSTZ-F	4 WOHT-F	4 WJDX-F>	4 WSTZ-F	4 WSTZ-F	4 WMSI-F>	4	4	4	4
WOAD	WOAD	5 WOAD	5	WJDX-F	5 WXXI	5	5	5	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHJT-F 93.5	Clinton/Jackson	0.4/3.4/	2/ 155
WIIN-F 98.7	Vicksburg	0.5/2.9/	14/ 170
WJDS 620	Jackson	0.4/3.3/	2/ 133
WJXN 1450	Jackson	0.9/2.1/	5/ 69
WMGO 1370	Canton	0.7/2.1/	4/ 67
WZRZ 1590	Jackson	0.4/1.8/	2/ 60

RADIO STATIONS

WJDS , 620, 5 KW/1 KW (DA-N),	Soft AC						
WJNT , 1180, 50 KW/5 KW (DA-2),	Talk	NBC ABC T,	\$15.00	(Mc-Guild)	Capstar		
WXXI , 1300, 5 KW/1 KW	Black	SBN,	\$14.00	(Banner)	Opus		
WMGO , 1370, 1 KW (DAYS)	Gospel	UNIULT,	\$7.00	(---)			
WOAD , 1400, 1 KW	Gospel	NBN,	\$15.00	(Durpetti)	Holt		
WSLI , 930, 5 KW (DA-N)	Talk	CBS,	\$ NA	(Eastman)			
WJMI-F, 99.7, 98 KW @ 1060	Black	ABC FM CBS,	\$45.00	(Durpetti)	Holt		
WLIN-F, 101.7, 3 KW @ 300	EZ	UNIULT,	\$15.00	(Regional)	(GLUCKSTADT)		
WMJW-F, 107.5, 100 KW @ 951	AC		\$15.00	(Eastman)	(MAGEE)		
WMSI-F, 102.9, 100 KW @ 1800	Country	ABC E,	\$70.00	(Mc-Guild)	Capstar		
WOHT-F, 95.5, 100 KW @ 1058	CHR	UNIPWR,	\$23.00	(HNWH)	Jenne		
WJDX-F, 96.3, 100 KW @ 1415	AC		\$32.00	(Eastman)			
WSTZ-F, 106.7, 100 KW @ 1064	AOR	UNISUP,	\$33.00	(HNWH)	Lewis (VICKSBURG)		
WTYX-F, 94.7, 100 KW @ 1117	Oldies	ABC C,	\$44.00	(Banner)	Opus		

JACKSONVILLE

Arbitron Rank/Pop (12+): 49/800,700
 MSA Rank/Pop: 57/947,000
 ADI # 56
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 25/24
 Diaries: 1250/641:1/51.2%
 Sample Target: 1145
 % Below Line: 0.5
 % Not Listed: 17.5

1990 Revenue: \$24,500,000
 HH Inc.: \$31,680
 Retail \$: 7.4 Bill
 Pop per Station: 33,362
 #1 Biller: WAPE-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WQIK-F (C)	147/11.4	11.3	9.9	8.7	10.5	10.3	194/2014	1567/19.6	20.5	21.1	10.1	135	1618	WQIK-F
2. WFYV-F (AOR)	122/ 9.5	7.7	6.4	8.9	9.4	8.1	136/1597	1389/17.2	15.6	16.7	10.8	145	1464	WFYV-F
WAPE-F (CHR)	122/ 9.5	11.3	11.5	12.8	10.8	11.3	130/2182	1980/24.7	24.3	26.5	11.7	156	2261	WAPE-F
4. WHJX-F (B)	96/ 7.4	6.5	5.8	5.4	6.8	6.3	115/1166	926/11.6	11.5	10.8	11.5	154	1482	WHJX-F
5. WEJZ-F (SAC)	83/ 6.4	8.1	8.8	8.6	7.7	8.0	89/1563	1381/17.2	19.1	15.9	6.1	82	869	WEJZ-F
6. WCRJ-F (C)	73/ 5.7	4.6	5.5	3.6	5.3	4.8	95/1096	955/11.9	9.1	10.8	4.2	56	786	WCRJ-F
7. WIVY-F (AC)	70/ 5.4	5.6	5.2	5.7	4.6	5.5	80/1347	1228/15.3	14.9	12.8	6.8	91	1095	WIVY-F
8. WOKV (N/T)	58/ 4.5	4.1	5.0	2.4	2.8	4.0	63/887	831/10.4	10.0	7.3	4.5	60	710	WOKV
WKQL-F (O)	58/ 4.5	7.6	8.5	6.7	5.1	6.8	62/1089	1030/12.9	17.8	14.3	5.8	77	855	WKQL-F
10. WZAZ-F (B)	40/ 3.1	2.9	3.6	3.8	3.6	3.3	40/549	549/ 6.9	6.6	8.6	3.4	46	742	WZAZ-F
11. WCGL (GOSP)	36/ 2.8	2.5	1.6	2.9	3.3	2.5	36/260	260/ 3.2	4.3	3.9	0.8	11	160	WCGL
12. WSVL (GOSP)	24/ 1.9	2.3	2.2	2.4	2.4	2.2	24/345	328/ 4.1	3.4	4.1	1.3	18	263	WSVL
WAIA-F (?)	24/ 1.9	0.5	---	---	---	0.6	26/425	388/ 4.8	1.7	0.0	1.2	16	181	WAIA-F
14. WZAZ (B)	16/ 1.2	2.6	2.4	3.1	3.0	2.3	16/244	244/ 3.0	5.8	5.6	1.0	14	247	WZAZ
WPDQ (?)	16/ 1.2	0.7	0.6	0.5	0.8	0.8	19/439	369/ 4.6	4.0	3.1	1.6	22	390	WPDQ

12+ FM SHARE (METRO): 81.39% (866 of 1064) (WIN 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F>	1 WFYV-F	1 WQIK-F	1 WQIK-F	1 WQIK-F>>	1 WQIK-F>	1 WQIK-F	1 WFYV-F	1 WAPE-F<	1 WFYV-F>
2 WHJX-F>>	2 WHJX-F<	2 WQIK-F	2 WFYV-F	2 WFYV-F	2 WOKV <	2 WAPE-F	2 WFYV-F	2 WAPE-F<	2 WHJX-F<	2 WHJX-F
3 WFYV-F>	3 WAPE-F>	3 WAPE-F	3 WHJX-F	3 WHJX-F	3 WCRJ-F	3 WFYV-F	3 WOKV	3 WQIK-F	3 WFYV-F	3 WQIK-F>
4 WZAZ-F>	4 WIVY-F	4 WHJX-F	4 WKQL-F	4 WEJZ-F	4 WEJZ-F<	4 WEJZ-F	4 WAPE-F	4 WHJX-F	4 WQIK-F	4 WQIK-F>
5 WIOI-F	5 WQIK-F	5 WIVY-F	5 WEJZ-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5 WEJZ-F	5 WEJZ-F	5 WEJZ-F	5 WEJZ-F
6	6 WEJZ-F	6 WEJZ-F	6 WAPE-F	6 WAPE-F	6	6 WCRJ-F	6 WKQL-F	6 WCRJ-F	6 WZAZ-F	6 WCRJ-F
7	7	7	7	7	7	7 WIVY-F	7 WIVY-F	7 WIVY-F	7	7
						8 WCRJ-F	8 WKQL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F	1 WHJX-F	1 WHJX-F>	1 WQIK-F	1 WQIK-F>	1 WFYV-F>	1 WFYV-F>	1 WFYV-F>	1 WFYV-F>	1 WFYV-F
2 WIVY-F	2 WAPE-F	2 WFYV-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WHJX-F	2 WHJX-F>	2 WAPE-F	2 WQIK-F>
3 WFYV-F>	3 WFYV-F	3 WQIK-F	3 WAPE-F	3 WHJX-F	3 WZAZ-F>	3 WAPE-F>	3 WAPE-F	3 WQIK-F	3 WHJX-F
4 WEJZ-F	4 WIVY-F	4 WEJZ-F	4 WIVY-F	4 WKQL-F	4 WHJX-F	4 WZAZ-F	4 WQIK-F	4 WHJX-F>	4 WAPE-F
5 WHJX-F>	5 WEJZ-F	5 WAPE-F	5 WHJX-F	5 WIVY-F	5 WQIK-F	5 WQIK-F	5 WIVY-F	5 WCRJ-F	5 WKQL-F
6 WQIK-F	6 WQIK-F	6 WIVY-F	6 WFYV-F	6 WCRJ-F	6	6 WIVY-F	6 WCRJ-F	6	6 WOKV
7	7	7 WKQL-F	7 WKQL-F	7 WAPE-F	7	7	7	7	7 WCRJ-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAOC 1420	St Augustine	0.5/0.7/	7/	59
WAYR 550	Orange Park	0.5/1.2/	7/	99
WFOY 1240	St. Augustine	0.5/1.1/	7/	126
WIOI-F 100.7	Brunswick	0.8/4.8/	13/	465
WJAX 1220	Jacksonville	0.5/1.9/	7/	159
WQIK 1320	Jacksonville	0.5/2.8/	9/	265
WROS 1050	Jacksonville/Daytona	1.0/1.6/	13/	126
WSOS-F 105.5	St Augustine	0.8/2.7/	10/	216
WUVU-F 97.7	St Augustine	0.4/0.9/	5/	71
WNFI-F 99.9	Palatka	0.5/2.3/	11/	362

RADIO STATIONS

WCGL , 1360, 5 KW (DAYS)	Gospel	SBN, \$ 15.00	(K & P)
WOKV , 600, 5 KW (DA-N)	News/Talk	ABC CBS, \$ 25.00	(MMR) EZ
WSVE , 1280, 5 KW (DAYS)	Gospel	NBN UNIPWR, \$ 13.00	(Republic)
WZAZ , 1400, 1 KW	Black	SBN, \$ 14.00	(Roslin)
WAPE-F, 95.1, 100 KW @ 984	CHR	\$100.00	(Christal) Evergreen
WCRJ-F, 107.3, 100 KW @ 705	Country	\$ 46.00	(Katz) Hoker
WEJZ-F, 96.1, 100 KW @ 984	Soft AC	ABC, \$ 47.00	(Katz) Renda
WFYV-F, 104.5, 100 KW @ 1014	AOR	NBC, \$ 74.00	(MC-Guild) Metroplex
WHJX-F, 101.5, 100 KW @ 1863	Black	ABC, \$ 30.00	(Durpetti) (BRUNSWICK, GA)
WIOI-F, 100.7, 36 KW @ 1463	Classic AOR	\$ 36.00	(---) Osborn (BRUNSWICK, GA)
WIVY-F, 102.9, 100 KW @ 1014	AC	APR, \$ 62.00	(Banner) Taylor
WKQL-F, 96.9, 100 KW @ 1013	Oldies	\$ 70.00	(MMR) EZ
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC, \$ 98.00	(Eastman) Jacor
WZAZ-F, 92.7, 1.3 KW @ 497	Black	CBS, \$ 21.00	(Roslin) (GREEN COVE SPGS)

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/378,400
 MSA Rank/Pop: 109/454,000
 ADI # 87
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 26/22
 Diaries: 937/404:1/64.6%
 Sample Target: 820
 % Below Line: 6.9
 % Not Listed: 9.6

1990 Revenue: \$10,100,000
 HH Inc.: \$27,034
 Retail \$: 2.6 B11
 Pop per Station: 17,200
 #1 Biller: WQUT-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WQUT-F (CHR)	121/20.0	16.5	----	23.3	----		163/1921	1325/35.0	34.0		24.9	141	1484
2. WXBQ-F (C)	117/19.3	17.9	----	18.3	----		175/2085	1220/32.2	34.0		21.5	122	1228
3. WTFM-F (AC)	72/11.9	18.4	----	12.7	----		88/1272	983/26.0	30.9		11.6	66	1135
4. WUSJ-F (C)	40/6.6	5.1	----	4.2	----		43/623	496/13.1	11.3		5.6	32	357
5. WJCW (FS/N/T)	36/6.0	3.6	----	3.7	----		37/458	452/11.9	10.0		2.6	15	324
6. WIMZ-F (AOR)	23/3.8	4.1	----	3.5	----		40/552	331/8.7	9.1		7.8	44	363
7. WZAP (GOSP)	18/3.0	1.4	----	1.4	----		23/209	166/4.4	4.8		0.5	3	89
8. WKPT (EZ)	15/2.5	2.2	----	2.4	----		15/218	218/5.8	6.7		1.8	10	286
9. WETB (GOSP)	14/2.3	2.2	----	1.7	----		15/272	235/6.2	4.1		2.3	13	152
10. WZXY-F (CHR)	13/2.1	1.9	----	3.1	----		17/363	303/8.0	6.8		2.5	14	273

12+ FM SHARE (METRO): 76.60% (419 of 547) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WQUT-F	1 WQUT-F>>	1 WQUT-F	1 WQUT-F<	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F	1 WXBQ-F<	1 WQUT-F	1 WQUT-F>>	1 WXBQ-F>>
2	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F	2 WQUT-F	2 WTFM-F	2 WQUT-F	2 WQUT-F>	2 WXBQ-F>	2 WXBQ-F	2 WQUT-F>
3	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F>>	3 WUSJ-F	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WTFM-F
4	4 WIMZ-F	4	4	4 WUSJ-F	4 WJCW	4 WJCW	4 WUSJ-F<	4	4 WIMZ-F	4
5	5	5	5	5	5 WQUT-F	5 WUSJ-F>>	5 WJCW	5	5 WUSJ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WTFM-F	2 WTFM-F	2 WTFM-F	2 WXBQ-F	2 WQUT-F	2 WIMZ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F>	2 WQUT-F
3 WXBQ-F>	3 WXBQ-F	3 WXBQ-F	3 WTFM-F	3 WTFM-F>>	3 WXBQ-F>>	3 WIMZ-F>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>>
4 WIMZ-F	4	4	4	4 WUSJ-F	4	4 WTFM-F	4 WJCW	4 WIMZ-F	4 WUSJ-F
5	5	5	5	5	5	5	5 WIMZ-F	5	5

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WABN-F	92.7	Abingdon	0.5/1.9/	4/ 97
WBBT	1230	Abingdon	0.8/1.7/	6/ 97
WBEJ	1240	Elizabethton	0.5/2.9/	3/ 110
WEMB	1420	Erwin	1.0/2.0/	6/ 75
WEYE-F	104.3	Surgoinsville	0.5/2.0/	9/ 101
WFHG	980	Bristol	1.2/4.6/	7/ 174
WGAT	1050	Gate City	0.3/2.2/	2/ 82
WIKQ-F	94.9	Greenville	1.0/2.7/	6/ 139
WJDT-F	106.5	Rogersville	0.3/0.8/	4/ 70
WJTZ	640	Blountville	0.5/2.2/	3/ 84
WKIN	1320	Kingsport	0.5/3.2/	3/ 122
WMCH	1260	Church Hill	1.3/2.4/	9/ 95
WRGS	1370	Rogersville	1.3/2.1/	8/ 81
WIVK-F	107.7	Knoxville	1.8/3.4/	75/ 529
WHIT-F	106.9	Black Mountain	0.8/1.8/	9/ 174
WOKI-F	100.3	Oak Ridge/Knoxv1	0.5/2.1/	18/ 296

RADIO STATIONS

WJCW	, 910, 5 KW/1 KW (DA-N)	, N/T/Full Service	MBS, \$18.00	(Katz)	Bloomington (JOHNSN CTY)
WKPT	, 1400, 1 KW	, EZ	ABC, \$13.00	(Republic)	Home News (KINGSPORT)
WFHG	, 980, 5 KW/1 KW (DA-N)	, Oldies	ABC SMN, \$12.00	(mc-Guild)	Nininger (BRISTOL,VA)
WQUT-F	, 101.5, 100 KW @ 1497	, CHR	CBS, \$48.00	(Katz)	Bloomington (JOHNSN CTY)
WTFM-F	, 98.5, 100 KW @ 1260	, AC	ABC, \$38.00	(Republic)	Home News (KINGSPORT)
WUSJ-F	, 99.3, 3 KW @ 328	, Country	NBC, \$17.00	(Durpetti)	(ELIZABETHTOWN)
WXBQ-F	, 96.9, 67 KW @ 2240	, Country	ABC, \$42.00	(Mc-Guild)	Nininger (BRISTOL, VA)
WZXY-F	, 104.5, 1.4 KW @ 480	, CHR	ABC, \$16.00	(Torbet)	Bahakel (KINGSPORT)

WIMZ-F -- See Knoxville

KANSAS CITY

Arbitron Rank/Pop (12+): 26/1,316,300
 MSA Rank/Pop: 29/1,600,000
 Average Person Ratings: 16.9
 Market TSL: 22.00 hours

Stations: 25/25
 Diaries: 1528/861:1/56.6%
 Sample Target: 1485
 % Below Line: 0.0
 % Not Listed: 5.9

1990 Revenue: \$42,900,000
 HH Inc.: \$35,265
 Retail \$: 12.6 Bil
 Pop per Station: 52,652
 #1 Biller: WDAF \$5,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	314/14.1	12.1	11.0	10.7	12.8	12.0	472/4917	3093/23.5	21.4	23.1	12.6	260	2333	WDAF
2. KFKE-F (C)	216/ 9.7	9.2	7.8	7.8	7.0	8.6	248/3369	2885/21.9	17.9	17.3	9.1	189	2016	KFKE-F
3. KYYS-F (AOR)	159/ 7.1	7.9	8.3	5.8	5.5	7.3	219/3062	2239/17.0	15.6	15.5	8.5	176	2383	KYYS-F
4. KPRS-F (B)	135/ 6.1	7.3	5.5	7.8	6.7	6.7	140/1513	1346/10.2	10.0	11.0	11.1	229	1969	KPRS-F
5. KMBR-F (EZ/SAC)	134/ 6.0	5.3	4.3	4.8	6.0	5.1	159/2003	1657/12.6	12.0	12.6	3.7	77	1226	KMBR-F
6. KLSI-F (AC)	119/ 5.3	3.9	4.0	3.2	4.4	4.1	136/2182	1789/13.6	10.3	10.9	5.5	113	1445	KLSI-F
7. KCMO-F (O)	118/ 5.3	4.8	5.2	5.1	4.6	5.1	148/2509	1866/14.2	13.0	13.2	4.1	84	1487	KCMO-F
8. KBEQ-F (CHR)	115/ 5.2	5.1	6.8	8.1	8.2	6.3	162/3266	2508/19.1	17.6	22.8	7.3	152	2573	KBEQ-F
9. KCFX-F (CL AOR)	107/ 4.8	6.1	4.8	3.4	4.1	4.8	128/2355	1829/13.9	18.9	10.3	5.4	111	1944	KCFX-F
10. KCMO (N/T)	104/ 4.7	5.9	5.6	5.8	6.4	5.5	142/2431	1580/12.0	17.3	15.7	3.9	80	1720	KCMO
11. KUDL-F (AC)	88/ 4.0	2.9	4.1	5.8	4.7	4.2	115/2095	1704/12.9	11.6	14.4	2.5	51	1116	KUDL-F
12. KMBZ (N/T)	76/ 3.4	4.4	6.4	5.5	2.6	4.9	87/1589	1374/10.4	14.3	9.3	3.6	74	1106	KMBZ
13. KXXR-F (CHR)	75/ 3.4	4.4	3.0	4.6	4.3	3.8	83/1800	1622/12.3	11.9	12.4	3.2	67	2044	KXXR-F
14. KRVK-F (AOR/AC)	56/ 2.5	3.6	5.1	3.8	4.0	3.8	69/1770	1455/11.1	11.3	12.1	2.8	57	1559	KRVK-F
15. KNHN (N/T)	55/ 2.5	0.7	0.4	----	----	0.9	55/1049	1029/ 7.8	4.9	0.0	2.0	41	618	KNHN
16. KPRT (GOSP)	49/ 2.2	1.0	1.8	1.5	2.3	1.6	49/387	387/ 2.9	2.6	3.8	1.3	27	362	KPRT
17. KXTR-F (CL)	48/ 2.2	2.9	2.1	2.2	2.9	2.3	56/880	806/ 6.1	7.1	5.8	1.4	28	447	KXTR-F
18. WHB (O)	40/ 1.8	2.1	1.8	1.2	1.7	1.7	75/1516	929/ 7.1	7.0	7.0	1.4	30	967	WHB
19.														
20.														

12+ FM SHARE (METRO): 66.41% (1392 of 2096) (WIN 90: 67.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBEQ-F >	1 KYYS-F >	1 KFKE-F <	1 KFKE-F <	1 KFKE-F <	1 WDAF >>	1 WDAF >>	1 WDAF >	1 WDAF >	1 KPRS-F	1 WDAF >
2 KXXR-F	2 KFKE-F <	2 KYYS-F	2 WDAF	2 WDAF >	2 KFKE-F	2 KFKE-F <	2 KFKE-F <	2 KFKE-F <	2 KFKE-F <	2 KYYS-F
3 KPRS-F >	3 KBEQ-F	3 WDAF	3 KYYS-F	3 KCMO-F <	3 KMBR-F	3 KYYS-F	3 KMBR-F	3 KYYS-F	3 KYYS-F	3 KPRS-F
4 KFKE-F	4 KPRS-F	4 KPRS-F	4 KCFX-F	4 KYYS-F	4 KCMO	4 KMBR-F <	4 KYYS-F	4 KMBR-F	4 WDAF	4 WDAF
5	5 KCFX-F	5 KLSI-F <	5 KCMO-F <	5 KCFX-F	5 KCMO-F	5 KBEQ-F <	5 KCMO <	5 KPRS-F	5 KBEQ-F	5 KMBZ
6	6 KLSI-F	6 KCFX-F	6 KPRS-F	6 KPRS-F <	6	6 KCMO-F <	6 KCMO-F	6 KLSI-F <	6 KCFX-F	6 KCMO
7	7 WDAF	7 KCMO-F	7 KLSI-F	7 KLSI-F	7	7 KPRS-F <	7 KLSI-F	7 KCMO-F <	7 KXXR-F	7
8	8	8 KBEQ-F	8	8 KMBR-F	8	8 KLSI-F	8	8 KCFX-F	8 KLSI-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F	1 KFKE-F	1 KYYS-F	1 KFKE-F	1 KFKE-F	1 KYYS-F >	1 KYYS-F >	1 KYYS-F	1 KYYS-F <	1 KFKE-F <
2 KBEQ-F	2 KYYS-F <	2 KFKE-F	2 KLSI-F	2 WDAF	2 KBEQ-F	2 KCFX-F	2 KCFX-F >	2 KFKE-F	2 WDAF
3 KLSI-F >	3 KLSI-F >	3 WDAF	3 KYYS-F	3 KLSI-F	3 KPRS-F	3 KPRS-F	3 KPRS-F <	3 KCFX-F	3 KCFX-F
4 KXXR-F	4 KUDL-F	4 KPRS-F	4 KPRS-F <	4 KMBR-F	4 KXXR-F	4 KBEQ-F	4 KFKE-F	4 WDAF >	4 KYYS-F
5 KPRS-F	5 KPRS-F <	5 KLSI-F	5 WDAF	5 KPRS-F	5 KCFX-F >	5 KFKE-F >	5 WDAF	5 KCMO-F	5 KCMO-F >
6 KUDL-F	6 KBEQ-F	6 KUDL-F	6 KUOL-F	6 KCMO-F	6 KLSI-F	6 WDAF	6 KBEQ-F	6 KPRS-F	6 KPRS-F
7 KFKE-F	7 KXXR-F	7 KCFX-F	7 KBEQ-F <	7 KYYS-F	7	7 KCMO-F <	7 KCMO-F	7	7
8	8 KCFX-F	8 KRVK-F	8 KMBR-F <	8	8	8 KXXR-F	8	8	8
			9 KCMO-F						

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBEA	1480	Mission/KnsCty	0.4/1.7/	10/ 227
KBZR	1030	Blue Sprg/KCty	0.6/1.6/	16/ 250
KCCV	760	Overland Park	0.4/1.7/	15/ 257
KCFM-F	107.3	Lexington	0.6/2.3/	23/ 506
KCNW	1380	Fairway/Kns Cty	0.4/1.3/	9/ 174
KIDZ	1510	Independence	1.0/2.0/	23/ 269
KMZU-F	100.7	Carrollton	0.4/1.0/	30/ 431

KANSAS CITY

AM STATIONS

KCCV, 760,	6 KW/(DAYS)	,	Religion				
KCMO, 810,	50 KW/5 KW (DA-2)	,	Talk/News		CBS MBS, \$ 84.00	(Mc-Guild)	Gannett
KCNW, 1380,	2.5 KW	,	Religion			(---)	Marsh
KJLA, 1190,	5 KW/250 W (DA-N)	,	Nostalgia		MBS UNISUP, \$ 30.00	(Roslin)	
KMBZ, 980,	5 KW (DA-2)	,	N/T/Full Service		NBC, \$ 65.00	(Durpetti)	Bonneville
KPRT, 1590,	1 KW	,	Gospel		MBS, \$ 22.00	(Katz)	
KNHN, 1340,	1 KW	,	Talk			(---)	
WDAF, 610,	5 KW	,	Country		ABC, \$100.00	(Katz)	Great American
WHB, 710,	10 KW/5 KW (DA-2)	,	Oldies		APR UNISUP, \$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3,	100 KW @ 987	,	CHR		ABC, \$ 86.00	(CBS)	Noble
KCFX, 100.7,	100 KW @ 833	,	Classic AOR		UNIPWR, \$ 59.00	(MMR)	Hoker
KCMO, 94.9,	100 KW @ 1057	,	Oldies			(Mc-Guild)	Gannett
KFKF, 94.1,	100 KW @ 995	,	Country			(HNWH)	Sconnix
KLSI, 93.3,	100 KW @ 1065	,	AC		CNN, \$ 67.00	(MMR)	Apollo
KMBR, 99.7,	100 KW @ 988	,	EZ		UNIULT, \$ 60.00	(Durpetti)	Bonneville
KPRS, 103.3,	100 KW @ 995	,	Black		SBN ABC, \$ 50.00	(Katz)	
KRVK, 98.9,	100 KW @ 1057	,	AOR			(Banner)	Journal Co
KUDL, 98.1,	100 KW @ 995	,	AC		APR, \$ 63.00	(Christal)	Shamrock
KXTR, 96.5,	100 KW @ 984	,	Classical		UNIULT, \$ 40.00	(CMBS)	
KXXR, 106.5,	100 KW @ 981	,	CHR/DANCE			(Banner)	Olympia
KYYS, 102.1,	100 KW @ 1000	,	AOR		SOURCE, \$ 80.00	(Katz)	Great American

KNOXVILLE

Arbitron Rank/Pop (12+): 70/515,600
 MSA Rank/Pop: 85/612,000
 ADI # 64
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 17/17
 Diaries: 1050/491:1/61.2%
 Sample Target: 945
 % Below Line: 0.0
 % Not Listed: 9.4

1990 Revenue: \$14,600,000
 HH Inc.: \$28,176
 Retail \$: 4.8 Bil
 Pop per Station: 30,329
 #1 Biller: WIVK-AF \$6,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F (C)	268/29.8	35.4	32.4	29.9	31.2	31.9	436/3879	2433/47.2	55.0	49.5	29.1	248	2107	WIVK-F
2. WEZK-F (SAC/EZ)	120/13.4	11.8	8.7	8.5	11.4	10.6	167/1855	1310/25.4	24.0	19.1	13.5	115	1113	WEZK-F
3. WMYU-F (AC)	103/11.5	10.5	11.9	14.9	12.8	12.2	130/1797	1450/28.1	26.7	28.7	8.7	74	1328	WMYU-F
4. WOKI-F (CHR)	98/10.9	9.5	12.1	12.8	8.4	11.3	249/2967	1206/23.4	21.3	21.6	12.3	105	1298	WOKI-F
5. WIMZ-F (AOR)	73/ 8.1	8.8	9.8	10.3	10.4	9.3	173/1947	999/18.9	20.4	23.1	13.6	109	1385	WIMZ-F
6. WQBB (BB)	36/ 4.0	4.1	2.4	1.6	1.4	3.0	42/278	229/ 4.4	3.6	2.8	1.9	16	157	WQBB
7. WWZZ-F (AOR)	26/ 2.9	0.6	1.7	1.8	2.2	1.8	26/346	327/ 6.3	3.5	7.0	3.1	26	528	WWZZ-F
8. WIVK (C)	25/ 2.8	3.4	2.8	2.3	3.1	2.8	28/518	461/ 8.9	0.0	0.0	3.1	26	371	WIVK
9. WKXV (GOSP)	18/ 2.0	0.8	0.4	1.4	0.3	1.1	18/156	156/ 3.0	2.5	1.9	0.1	1	81	WKXV

12+ FM SHARE (METRO): 85.75% (698 of 814) (WIN 90: 86.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F	2 WIMZ-F	2 WEZK-F<	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WHYU-F<	2 WOKI-F	2 WEZK-F
3	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WEZK-F	3 WEZK-F	3 WOKI-F
4	4 WMYU-F	4 WIMZ-F	4 WIMZ-F	4 WIMZ-F	4 WQBB	4 WOKI-F	4 WIMZ-F	4 WOKI-F	4 WMYU-F	4 WMYU-F
5	5 WEZK-F	5 WOKI-F	5 WOKI-F	5 WOKI-F	5	5 WIMZ-F>>	5 WOKI-F	5 WIMZ-F>>	5 WIMZ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F	2 WOKI-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WOKI-F	2 WIMZ-F	2 WMYU-F	2 WMYU-F	2 WEZK-F<
3 WMYU-F	3 WEZK-F<	3 WMYU-F	3 WMYU-F	3 WMYU-F	WIMZ-F	3 WMYU-F<	WIMZ-F	3 WIMZ-F<	3 WMYU-F
WIMZ-F>	4 WMYU-F<	4 WIMZ-F	4 WOKI-F	4 WIMZ-F	4 WWZZ-F>>	4 WOKI-F	4 WOKI-F	4 WEZK-F	4 WIMZ-F
5 WEZK-F	5 WIMZ-F	5 WOKI-F	5 WIMZ-F	5 WOKI-F	5	5 WWZZ-F	WEZK-F	5 WOKI-F	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDLY-F 105.5	Gatlinburg	0.4/2.0/	4/ 102
WGAP 1400	Maryville	1.0/3.0/	9/ 154
WGAP-F 95.7	Maryville	0.3/2.1/	3/ 121
WNOX-F 99.3	Jeff Cty/Knoxvl	0.3/2.0/	3/ 119
WRJZ 620	Knoxville	1.1/4.0/	13/ 244
WSEV 930	Saverville	0.3/1.7/	3/ 86
WUTK 850	Knoxville	1.3/4.2/	16/ 256
WYSH 1380	Clinton	0.3/0.9/	3/ 48

RADIO STATIONS

WIVK (10 KW, 990)	simulcasts with WIVK-F		
WIMZ (1 KW, 1240)	simulcasts with WIMZ-F		
WCKS-F, 93.1,	3 KW @ 328	, Classic AOR	, \$15.00 (---) (KARNS)
WEZK-F, 97.5,	100 KW @ 1298	, SAC/EZ	UNISUP, \$37.00 (Christal) South Central
WIMZ-F, 103.5,	100 KW @ 1720	, AOR	SOURCE, \$65.00 (Christal) Stoner
WIVK-F, 107.7,	100 KW @ 1970	, Country	ABC, \$116.00 (Katz) Dick
WKNF-F, 94.3,	1.8 KW @ 514	, Soft AC	UNISUP UNIULT, \$16.00 (---) (OAK RIDGE)
WMYU-F, 102.3,	15 KW @ 1979	, AC	UNIPWR, \$73.00 (Eastman) Jacor
WOKI-F, 100.3,	100 KW @ 2000	, CHR	ABC CBS, \$35.00 (HNSH) (OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 100/357,000
 MSA Rank/Pop: 110/436,000
 ADI # 103
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 21/13
 Diaries: 872/409:1/58.6%
 Sample Target: 820
 % Below Line: 8.6
 % Not Listed: 19.0

1990 Revenue: \$13,000,000
 HH Inc.: \$32,649
 Retail \$: 3.5 Bil
 Pop per Station: 27,461
 #1 Biller: WITL-AF \$3,400,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WVIC-AF (CHR)	86/14.6	13.3	13.0	16.8	17.8	14.4	163/2134	1254/35.1	30.9	36.4	14.1	89	1330	WVIC-AF
2. WITL-F (C)	79/13.4	18.3	14.7	15.3	18.0	15.4	177/1903	854/23.9	31.0	28.4	15.6	100	979	WITL-F
3. WFMK-F (AC)	50/ 8.5	5.6	7.7	7.5	7.2	7.3	85/1063	704/19.7	16.9	18.3	4.8	31	420	WFMK-F
4. WJIM-F (SAC/EZ)	48/ 8.1	8.7	7.8	7.3	7.2	8.0	59/821	603/16.9	17.1	13.6	6.4	41	492	WJIM-F
5. WJXQ-F (AOR)	45/ 7.6	6.1	8.2	5.4	3.7	6.8	67/945	546/15.3	12.4	10.9	8.6	55	588	WJXQ-F
6. WIBM-F (O)	35/ 5.9	5.1	4.5	3.4	4.7	4.7	77/1283	570/16.0	16.6	13.9	3.4	22	387	WIBM-F
7. WMMQ-F (CL AOR)	29/ 4.9	2.4	3.7	4.2	4.9	3.8	38/516	433/12.1	10.0	13.4	3.7	24	417	WMMQ-F
8. WJR (MOR/FS)	27/ 4.6	3.8	4.2	5.9	6.2	4.6	107/1304	462/12.9	10.8	13.0	5.5	35	409	WJR
9. WGOR-F (CHR)	22/ 3.7	5.3	5.7	5.7	4.2	5.1	26/589	527/14.8	15.8	11.9	5.9	38	666	WGOR-F
10. WJIM (T)	13/ 2.2	0.7	1.3	0.8	0.7	1.3	13/274	267/ 7.5	4.3	3.8	2.5	16	157	WJIM
11. WKKP-F (AC)	9/ 1.5	2.6	2.8	2.6	2.0	2.4	9/300	300/ 8.4	11.5	10.4	0.6	4	124	WKKP-F
13. WILS (B)	9/ 1.5	1.7	2.3	1.8	1.8	1.8	9/129	129/ 3.6	4.8	5.0	4.2	27	332	WILS
14.														
15.														

12+ FM SHARE (METRO): 88.10% (422 of 479) (WIN 90: 86.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>1	WVIC-AF>	1 WVIC-AF	1 WITL-F	1 WITL-F>	1 WITL-F	1 WVIC-AF>	1 WITL-F	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WGOR-F	2 WJXQ-F	2 WITL-F	2 WVIC-AF	2 WVIC-AF	2 WJIM-F>	2 WITL-F>	2 WVIC-AF<	2 WITL-F>	2 WITL-F	2 WVIC-F>
3	3 WITL-F	3 WFMK-F<	3 WFMK-F	3 WFMK-F	3 WJR >	3 WFMK-F	3 WJIM-F	3 WFMK-F	3 WIBM-F<	3 WJXQ-F
4	4 WFMK-F>	4 WJXQ-F>	4 WJXQ-F	4 WJIM-F	4 WFMK-F	4 WJIM-F	4 WFMK-F<	4 WJIM-F	4 WFMK-F	4 WIBM-F
5	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WIBM-F	5 WJIM-F	5 WJXQ-F	5 WJXQ-F	5 WJXQ-F	5 WJXQ-F	5 WJIM-F
6	6 WIBM-F	6 WMMQ-F	6 WJIM-F	6 WJXQ-F	6 WVIC-AF	6 WJR	6	6 WIBM-F	6 WGOR-F	6
7	7	7 WJIM-F	7 WMMQ-F	7 WMMQ-F	7	7	7	7	7 WMMQ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>1	WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WVIC-AF	1 WJXQ-F	1 WITL-F<	1 WITL-F>>
2 WFMK-F>	2 WFMK-F	2 WFMK-F	2 WFMK-F	2 WITL-F	2 WJXQ-F>>	2 WJXQ-F>	2 WMMQ-F	2 WVIC-AF	2 WJXQ-F
3 WJXQ-F	3 WITL-F>	3 WITL-F>	3 WITL-F>	3 WFMK-F>	3 WMMQ-F	3 WMMQ-F	3 WVIC-AF	3 WJXQ-F>	3 WVIC-AF
4	4 WJXQ-F	4 WJXQ-F	4 WJIM-F	4 WJIM-F>	4 WFMK-F	4 WITL-F>	4 WITL-F>	4 WMMQ-F	4 WMMQ-F
5	5 WIBM-F	5 WIBM-F	5 WIBM-F	5 WIBM-F	5 WGOR-F	5 WFMK-F	5 WIBM-F	5 WIBM-F	5 WIBM-F
6	6 WGOR-F	6 WGOR-F	6 WJXQ-F	6	6	6 WIBM-F	6 WFMK-F	6 WFMK-F	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WITL 1010 Lansing	0.5/2.8/	8/	194	
CKLW 800 Windsor	0.7/2.7/	12/	195	
WCUZ-F 101.3 Grand Rapids	0.3/1.4/	39/	358	
WIOG-F 102.5 Bay City/Flint	0.5/3.2/	40/	678	
WJFM-F 93.7 Gr Rapids/Klmzo	0.5/3.9/	6/	290	
WODJ-F 107.3 Greenvl/GrRpd	0.5/2.6/	21/	326	
WOOD-F 105.7 Grand Rapids	1.0/3.8/	61/	590	
WRIF-F 101.1 Detroit	0.5/2.7/	11/	288	

RADIO STATIONS

WILS , 1320, 5 KW/1 KW (DA-3), Black	CBS, \$14.00 (Crystal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 559 , AC	, \$41.00 (Republic)	Liggett
WGOR-F, 92.1, 3 KW @ 300 , CHR	CBS, \$21.00 (Mc-Guild)	(ST. JOHNS)
WIBM-F, 94.1, 40 KW @ 550 , Oldies	UNIULT, \$28.00 (MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 628 , Country	ABC E, \$54.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440 , EZ/Soft	NBC, \$28.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 490 , AOR	ABC R, \$26.00 (Durpetti)	(JACKSON)
WKKP-F, 101.7, 3 KW @ 150 , AC	CBS, \$24.00 (Crystal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic AOR	SOURCE NBC, \$25.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 48 KW @ 500 , CHR	, \$65.00 (Katz)	Goodrich

LAS VEGAS

Arbitron Rank/Pop (12+): 59/640,300
 MSA Rank/Pop: 72/670,000
 ADI # 91
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 22/22
 Diaries: 987/649:1/49.9%
 Sample Target: 960
 % Below Line: 0.0
 % Not Listed: 18.8

1990 Revenue: \$22,700,000
 HH Inc.: \$31,781
 Retail \$: 5.4 Bill
 Pop per Station: 29,104
 #1 Biller: KFMS-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KLUC-F (CHR)	94/ 9.0	8.1	11.0	11.5	10.3	9.9	97/1705	1670/26.1	22.6	23.6	12.2	130	1679	KLUC-F
2. KFMS-AF (C)	91/ 8.7	13.4	11.8	10.0	10.2	11.0	96/1199	1129/17.6	20.0	19.8	10.0	106	1141	KFMS-AF
3. KMZQ-F (AC)	73/ 7.0	5.0	6.3	4.4	4.1	5.7	74/1010	991/15.5	15.1	11.8	4.1	46	644	KMZQ-F
4. KXTZ-F (EZ)	70/ 6.7	8.9	7.3	9.1	6.7	8.0	70/751	741/11.6	13.2	11.8	3.9	43	603	KXTZ-F
5. KKLZ-F (CL AOR)	56/ 5.4	5.6	6.4	5.0	5.5	5.6	56/768	768/12.0	13.7	12.3	8.5	94	867	KKLZ-F
6. KUDA-F (O)	51/ 4.9	5.1	5.4	3.9	6.4	4.8	51/777	761/11.9	14.4	13.0	2.7	30	601	KUDA-F
7. KYRK-F (CHR)	49/ 4.7	5.1	5.8	5.6	5.0	5.3	49/1088	1080/16.9	16.0	17.0	5.8	64	1281	KYRK-F
8. KOMP-F (AOR)	46/ 4.4	4.6	5.5	7.2	4.9	5.4	46/795	787/12.3	11.8	10.9	7.1	79	889	KOMP-F
9. KMMK-F (SAC)	44/ 4.2	2.6	2.6	2.8	3.2	3.0	44/652	648/10.1	6.4	7.3	3.1	34	460	KMMK-F
10. KORK (BB)	43/ 4.1	2.3	4.2	3.3	3.6	3.5	44/478	464/ 7.2	6.2	6.4	2.1	23	398	KORK
11. KRLV-F (SAC)	42/ 4.0	3.4	2.9	2.4	3.9	3.2	42/678	672/10.5	9.5	7.9	3.2	35	345	KRLV-F
12. KWNR-F (C)	41/ 3.9	3.6	0.7	1.9	2.9	2.5	44/733	683/10.7	9.2	9.3	3.2	35	447	KWNR-F
13. KNUU (N/T)	34/ 3.3	2.1	2.1	2.0	2.2	2.4	34/607	607/ 9.5	6.2	6.4	2.6	29	413	KNUU
14. KDWN (N/T)	29/ 2.8	2.0	2.1	2.6	2.5	2.4	29/554	528/ 8.2	5.5	7.1	1.4	16	375	KDWN
15. KJUL-F (SAC)	19/ 1.8	1.0	2.0	1.6	1.6	1.6	20/355	306/ 4.8	3.2	4.2	1.4	16	264	KJUL-F
16. KEYV-F (J/NA)	18/ 1.7	3.0	2.1	3.0	4.9	2.5	18/441	441/ 6.9	7.6	7.6	5.0	56	400	KEYV-F
17. KMTW (AOR)	17/ 1.6	0.9	1.4	1.5	2.0	1.4	17/149	149/ 2.3	2.7	3.7	0.8	9	166	KMTW
18. KRRI-F (O)	14/ 1.3	2.0	1.2	1.5	0.9	1.5	14/334	334/ 5.2	5.7	4.6	2.0	22	343	KRRI-F
19.														
20.														

12+ FM SHARE (METRO): 82.92% (704 of 849) (WIN 90: 84.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F	1 KLUC-F	1 KMZQ-F	1 KMZQ-F	1 KFMS-AF	1 KFMS-AF<	1 KFMS-AF	1 KLUC-F	1 KLUC-F>	1 KFMS-F
2 KYRK-F>>	2 KKLZ-F	2 KMZQ-F	2 KKLZ-F	2 KFMS-AF	2 KXTZ-F>	2 KLUC-F>	2 KXTZ-F	2 KFMS-AF	2 KYRK-F	2 KDWN
3	3 KMZQ-F	3 KKLZ-F	3 KFMS-AF	3 KKLZ-F<	3 KORK	3 KXTZ-F	3 KLUC-F<	3 KMZQ-F<	3 KMZQ-F>	3 KLUC-F>
4	4 KOMP-F>	4 KFMS-AF	KUDA-F	4 KUDA-F	4 KUDA-F	4 KMZQ-F	4 KMZQ-F	4 KXTZ-F	4 KDWN <	4 KNUU >
5	5 KYRK-F	KUDA-F	5 KLUC-F<	5 KLUC-F<	5 KNUU	5 KKLZ-F	5 KKLZ-F	5 KUDA-F	5 KUDA-F	5 KXTZ-F
6	KMMK-F	KOMP-F	6 KRLV-F	6 KMMK-F	6	6	6	6 KYRK-F	6	KMZQ-F KKLZ-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KLUC-F>>	1 KMZQ-F	1 KMZQ-F>	1 KMZQ-F<	1 KMZQ-F	1 KLUC-F	1 KKLZ-F<	1 KKLZ-F	1 KKLZ-F	1 KKLZ-F	1 KKLZ-F
2 KMZQ-F	KLUC-F>	2 KRLV-F	2 KLUC-F	2 KUDA-F	2 KOMP-F	2 KOMP-F	2 KOMP-F>	2 KOMP-F	2 KOMP-F	2 KOMP-F
3 KYRK-F>	3 KRLV-F	KMMK-F	3 KRLV-F	3 KRLV-F	3 KMTW	3 KLUC-F>>	3 KLUC-F>	3 KLUC-F	3 KFMS-AF	3 KFMS-AF
4 KKLZ-F	4 KMMK-F	4 KLUC-F	4 KUDA-F	4 KMMK-F<	4 KKLZ-F	4 KMTW	4 KMZQ-F	4 KFMS-AF	4 KMZQ-F	4 KMZQ-F
5	5 KKLZ-F	5 KKLZ-F	5 KMMK-F	5 KFMS-AF	5 KYRK-F	5	5	KMZQ-F	5 KLUC-F	5 KLUC-F
				6 KLUC-F						

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
KDOL 1280 Henderson/LosVg	0.5/1.6/	5/	100
KLAV 1230 Las Vegas	0.4/1.2/	4/	80
KROL 870 Laughlin/E LV	0.9/2.5/	10/	187

RADIO STATIONS

KDWN , 720, 50 KW (DA-N)	Ta'k	\$18.00	(Roslin)
KMTW , 1340, 1 KW	AOR	\$13.00	(Banner)
KNUU , 970, 5 KW/500 W (DA-2)	News/Talk	\$17.00	(---)
KORK , 920, 5 KW/500 W (DA-2)	Nostalgia	\$19.00	(Republic) Anchor
KEYV-F, 93.1, 25 KW @ 3724	Jazz/NAC	\$28.00	(HNWH)
KFMS-F, 101.9, 100 KW @ 1180	Country	\$64.00	(Katz)
KJUL-F, 104.3, 25 KW @ 3724	Soft AC	\$18.00	(CBS)
KKLZ-F, 96.3, 100 KW @ 1176	Classic AOR	\$35.00	(Banner)
KMMK-F, 103.5, 100 KW @ 1152	AC/Rock	\$23.00	(K & P)
KLUC-F, 98.5, 100 KW @ 1180	CHR	\$63.00	(Mc-Guild) Nationwide
KMZQ-F, 100.5, 100 KW @ 1104	AC	\$35.00	(Eastman) Commonwealth (ENDERSON)
KOMP-F, 92.3, 100 KW @ 1520	AOR	\$38.00	(Christal) Lotus
KRLV-F, 106.5, 100 KW @ 1155	Soft AC	\$26.00	(MMR)
KRRI-F, 105.5, 4 KW @ 1588	Oldies	\$17.00	(Torbet) (BOULDER CITY)
KUDA-F, 107.5, 25 KW @ 3724	Oldies	\$31.00	(CBS) Americom-Quinn
KWNR-F, 95.5, 100 KW @ 1160	Country	\$21.00	(Torbet)
KXTZ-F, 94.1, 100 KW @ 1210	EZ	\$45.00	(Durpetti) Parker (ENDERSON)
KYRK-F, 97.1, 100 KW @ 1919	CHR	\$31.00	(Republic) Anchor

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/423,400
MSA Rank/Pop: 97/523,000
ADI # 57
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 958/442:1/59.4%
Sample Target: 865
% Below Line: 0.0
% Not Listed: 10.7

1990 Revenue: \$14,800,000
HH Inc.: \$30,766
Retail \$: 4.2 Bil
Pop per Station: 23,522
#1 Biller: KSSN-F \$4,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	151/21.0	24.2	----	20.1	----		297/3137	1491/35.2	40.0		27.2	197	1871	KSSN-F
2. KMJX-F (AOR)	77/10.7	10.6	----	8.1	----		106/1297	812/19.2	17.5		12.2	88	744	KMJX-F
3. KEZQ-F (SAC/EZ)	71/ 9.9	7.3	----	8.0	----		93/1096	786/18.6	17.5		6.9	50	614	KEZQ-F
4. KARN (N/T)	59/ 8.2	6.3	----	5.5	----		64/976	819/19.3	15.8		6.4	46	621	KARN
5. KIPR-F (B)	47/ 6.5	9.1	----	8.3	----		93/889	481/11.4	13.7		13.0	94	967	KIPR-F
6. KKYK-F (CHR)	38/ 5.3	4.4	----	7.4	----		79/1422	656/15.5	18.2		4.3	31	932	KKYK-F
7. KHLT-F (AC)	36/ 5.0	4.6	----	6.3	----		58/1050	623/14.7	13.4		3.9	28	442	KHLT-F
8. KZOU-F (CHR)	34/ 4.7	4.9	----	6.3	----		83/1515	709/16.7	16.7		7.5	54	884	KZOU-F
9. KOLL-F (O)	31/ 4.3	6.5	----	7.9	----		66/1138	539/12.7	15.9		4.1	30	472	KOLL-F
10. KLRG (GOSP)	23/ 3.2	3.8	----	2.8	----		26/300	264/ 6.2	5.9		2.9	21	220	KLRG
11. KGKO (BB)	16/ 2.2	1.1	----	0.8	----		16/161	153/ 3.6	1.2		0.3	2	39	KGKO
12. KMZX-F (B)	15/ 2.1	2.6	----	1.7	----		15/195	195/ 4.6	5.5		1.2	9	134	KMZX-F
13. KBIS (N/T)	13/ 1.8	1.5	----	1.4	----		14/206	182/ 4.3	4.8		1.8	13	194	KBIS
14.														
15.														

12+ FM SHARE (METRO): 79.41% (509 of 641) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F	1 KMJX-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>	1 KMJX-F<	1 KSSN-F>
2 KZOU-F	2 KSSN-F>	2 KMJX-F>>	2 KMJX-F>	2 KMJX-F	2 KEZQ-F	2 KARN <	2 KEZQ-F>	2 KMJX-F	2 KSSN-F	2 KMJX-F
3 KSSN-F>	3 KIPR-F	3 KEZQ-F<	3 KEZQ-F	3 KARN >	3 KARN >	3 KMJX-F<	3 KMJX-F>	3 KEZQ-F	3 KIPR-F>	3 KARN
4 KMJX-F	4 KHLT-F	4 KIPR-F	4 KOLL-F	4 KOLL-F<	4 KOLL-F	4 KEZQ-F>	4 KARN	4 KARN	4 KZOU-F	4 KLRG
5 KKYK-F	5 KKYK-F	KHLT-F	5 KHLT-F<	5 KARN	5	5 KIPR-F<	5 KKYK-F	5 KIPR-F	5 KEZQ-F	5 KHLT-F
6	6	6	6 KARN	6 KHLT-F	6	6 KKYK-F	KHLT-F	6	6 KARN	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIPR-F>	1 KSSN-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KMJX-F>>	1 KMJX-F>	1 KMJX-F	1 KSSN-F	1 KSSN-F>>
2 KSSN-F>	2 KMJX-F	2 KMJX-F	2 KEZQ-F	2 KEZQ-F>	2 KSSN-F>	2 KSSN-F>>	2 KSSN-F>>	2 KMJX-F>>	2 KMJX-F>>
3 KMJX-F	3 KIPR-F	3 KHLT-F	3 KMJX-F	3 KHLT-F	3 KZOU-F	3 KKYK-F>	3 KKYK-F	3 KOLL-F	3 KARN
4 KZOU-F	4 KHLT-F	4 KEZQ-F>	4 KHLT-F	4 KMJX-F	4 KZOU-F	4 KIPR-F	4 KIPR-F	4 KIPR-F	4 KOLL-F
5 KKYK-F	5 KEZQ-F	5 KKYK-F	5 KIPR-F	5 KOLL-F	5 KHLT-F>	KIPR-F	5 KIPR-F	5	5 KEZQ-F
KHLT-F	6 KKYK-F	KIPR-F	6 KKYK-F	6 KARN	6 KIPR-F	KHLT-F	KARN	6	6
		7 KMZX-F							

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KAAY	1090	Little Rock	0.8/3.2/ 20/ 297
KGHT	880	Sheridan	0.4/1.7/ 7/ 94
KITA	1440	Little Rock	1.1/4.3/ 8/ 181
KMTL	760	Sherwood/LtLRck	0.6/1.7/ 8/ 101
KXIX-F	102.9	Sheridan	1.3/5.8/ 22/ 553

RADIO STATIONS

KARN, 920,	5 KW (DA-2)	, NEWS/TALK	CBS, \$	32.00 (Banner)	
KBIS, 1010,	10 KW/5 KW (DA-N)	, BUSINESS TALK	NBC, \$	18.00 (Christal)	Signal
KITA, 1440,	5 KW/50 W	, RELIGION	, \$	13.00 (---	
KLRG, 1150,	5 KW/1 KW (DA-N)	, GOSPEL	NBN, \$	13.00 (K & P)	Willis
KEZQ-F, 100.3,	44 KW @ 1369, EZ/SOFT AC		, \$	37.00 (Eastman)	
KHLT-F, 94.1,	100 KW @ 1602, AC		, \$	38.00 (Christal)	
KIPR-F, 92.3,	100 KW @ 938, BLACK		, \$	25.00 (Banner)	(PINE BLUFF)
KKYK-F, 103.7,	100 KW @ 1510, CHR		, \$	49.00 (Banner)	Shepard
KMJX-F, 105.1,	81 KW @ 1054, AOR		ABC R, \$	40.00 (HNWH)	
KMZX-F, 106.3,	2.5 KW @ 353, BLACK		, \$	18.00 (Roslin)	Willis (LANOKE)
KOLL-F, 94.9,	100 KW @ 1844, OLDIES		UNIPWR, \$	36.00 (Durpetti)	(PINE BLUFF)
KSSN-F, 95.7,	100 KW @ 1664, COUNTRY		ABC E, \$	90.00 (Katz)	South. Skies
KZOU-F, 98.5,	100 KW @ 1285, CHR		, \$	34.00 (Christal)	GHB (Buck)

LOS ANGELES

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KDAY 1580	Santa Monica/LA	0.7/2.3/112/2160	
KEZY-F 95.9	Anaheim	0.5/2.2/ 91/2148	
KFSG-F 96.3	Los Angeles	0.5/1.3/ 91/1439	
KGFJ 1230	Los Angeles	0.6/2.2/105/2089	
KGIL 1260	San Fernando	0.4/1.1/ 71/1084	
KIEV 870	Glendale		
KKLA-F 99.5	Los Angeles	0.5/2.2/ 97/2405	
KMAX-F 107.1	Arcadia/LosAngl	0.4/1.4/ 71/1396	
KRLA 1110	Pasadena	0.6/2.2/108/2403	

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC I, ABC T, \$ 420.00	(Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00	(Katz Hisp.)	United (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	, BUS. NEWS	NBN, UNIPWR, \$ 80.00	(Roslin)	(SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS, \$ 110.00	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, UPI, \$ 305.00	(Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00	(Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK	APR, TALKNT, \$ 60.00	(HNWH)	Buckley (SAN FERNANDO)
KIEV, 870, 10 KW/1 KW (DA-2)	, TALK	, \$ 55.00	(---	(GLENDALE)
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 115.00	(Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	, \$ 220.00	(Durpetti)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00	(CBS)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$ 80.00	(MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00	(SBS)	SBS
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	, \$ 155.00	(Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 100.00	(Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390,	BLACK	APR, UNIULT, \$ 80.00	(K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890,	AC	, \$ 300.00	(CBS)	Bonneville
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR, \$ 25.00	(---	
KIIS, 102.7, 8 KW @ 2960,	CHR	, \$ 520.00	(McGuild)	Gannett
KJLH, 102.3, 2.2 KW @ 338,	BLACK	, \$ 110.00	(Roslin)	(COMPTON)
KKBT, 92.3, 43 KW @ 2910,	URBAN	, \$ 160.00	(McGuild)	Evergreen
KKGO, 105.1, 18 KW @ 2887,	CLASSICAL	APR, \$ 125.00	(CMBS)	
KLIT, 101.9, 2.4 KW @ 2848,	SOFT AC	, \$ 100.00	(durpetti)	Golden west (GLENDALE)
KLOS, 95.5, 63 KW @ 3129,	AOR	, \$ 400.00	(Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3002,	CLASSIC AOR	, \$ 300.00	(MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998,	HISPANIC	, \$ 175.00	(Caballero)	Heftel
KMAX, 107.1, 3 KW @ -44,	RELIGION/ETHNIC	, \$ 60.00	(---	Douglas (ARCADIA)
KNAC, 105.5, 1 KW @ 453,	AOR	CBS, \$ 120.00	(Durpetti)	(LONG BEACH)
KODJ, 93.1, 29 KW @ 3498,	OLDIES	RADRAD, \$ 190.00	(CBS)	CBS
KOST, 103.5, 13 KW @ 3100,	AC	, \$ 475.00	(Christal)	
KPWR, 105.9, 72 KW @ 770,	CHR	, \$ 430.00	(HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3004,	AOR	SOURCE, \$ 300.00	(Eastman)	Westwood One
KROQ, 106.7, 6 KW @ 1387,	AOR	, \$ 270.00	(Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3133,	OLDIES	, \$ 375.00	(Republic)	Beasley
KSKQ, 97.9, 79 KW @ 410,	HISPANIC	, \$ 120.00	(SBS)	SBS
KTHV, 94.7, 58 KW @ 2831,	JAZZ/NAC	, \$ 300.00	(Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1180,	SOFT AC/EZ	, \$ 250.00	(Torbet)	Viacom
KZLA, 93.9, 49 KW @ 720,	COUNTRY	, \$ 225.00	(Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,800
 MSA Rank/Pop: 52/968,000
 ADI # 46
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 19/18
 Diaries: 1297/610:1/56.2%
 Sample Target: 1260
 % Below Line: 0.6
 % Not Listed: 8.9

1990 Revenue: \$27,000,000
 HH Inc.: \$30,273
 Retail \$: 7.5 Btl
 Pop per Station: 43,988
 #1 Biller: WHAS \$6,900,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WHAS (MOR/FS)	215/17.3	15.0	12.8	15.7	16.3	15.2	291/3608	2761/34.9	30.8	31.1	14.3	188	2549	WHAS
2. WAMZ-F (C)	213/17.1	20.8	16.7	14.9	14.7	17.4	308/3389	2297/29.0	30.8	25.2	19.9	263	2164	WAMZ-F
3. WQMF-F (AOR)	104/ 8.4	6.4	7.0	7.0	6.4	7.2	141/1845	1337/16.9	15.7	16.8	8.1	107	1658	WQMF-F
4. WVEZ-F (SAC)	94/ 7.6	7.0	8.3	7.9	7.7	7.7	101/1396	1248/15.8	16.1	17.8	5.1	67	972	WVEZ-F
5. WDJX-AF (CHR)	91/ 7.3	7.5	7.9	13.7	11.6	9.1	137/2410	1785/22.5	21.0	28.5	9.3	119	2089	WDJX-AF
6. WRKA-F (O)	86/ 6.9	6.7	4.8	5.6	7.1	6.0	90/1415	1344/17.0	15.5	16.2	6.6	87	1059	WRKA-F
7. WGZB-F (B)	79/ 6.3	6.3	5.6	4.3	---	5.6	88/721	694/ 8.8	9.1	0.0	8.9	118	1118	WGZB-F
8. WZKS-F (CHR)	49/ 3.9	3.4	4.3	1.1	0.6	3.2	50/991	932/11.8	12.4	3.2	5.2	69	926	WZKS-F
9. WLOU (B)	46/ 3.7	3.1	4.3	4.3	5.7	3.9	46/651	651/ 8.2	6.6	9.3	2.6	34	594	WLOU
10. WLRS-F (AC)	35/ 2.8	3.8	5.5	6.6	7.3	4.7	36/845	813/10.3	12.8	17.2	4.8	63	1031	WLRS-F
11. WXVW (BB)	29/ 2.3	2.9	2.5	2.7	3.0	2.6	29/366	366/ 4.6	4.8	6.4	1.4	18	191	WXVW
WAVG (O)	29/ 2.3	0.9	1.6	1.9	2.2	1.7	31/655	587/ 7.4	5.1	10.4	0.9	12	367	WAVG
13. WLSY-F (EZ)	19/ 1.5	1.2	1.4	1.4	2.6	1.4	19/348	348/ 4.4	4.3	5.3	2.0	27	484	WLSY-F
14. WTMT (C)	12/ 1.0	0.9	1.4	0.9	0.7	1.0	12/265	232/ 2.9	3.4	3.0	0.8	11	78	WTMT
WLLV (GOSP)	12/ 1.0	0.6	1.5	1.1	1.2	1.0	12/207	202/ 2.6	2.4	2.5	0.3	4	192	WLLV

12+ FM SHARE (METRO): 67.37% (764 of 1134) (WIN 90: 64.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF >>> 1 WQMF-F	2 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WHAS >	1 WHAS >	1 WAMZ-F >	1 WAMZ-F >	1 WHAS >	1 WHAS <
2 WZKS-F >	2 WAMZ-F >	2 WHAS >	2 WHAS >	2 WGZB-F >	2 WAMZ-F >>	2 WAMZ-F >>	2 WHAS >	2 WHAS >	2 WAMZ-F >	2 WAMZ-F >>
3 WQMF-F >	3 WQMF-F >	3 WQMF-F >	3 WQMF-F >	3 WHAS >	3 WVEZ-F >	3 WVEZ-F >	3 WQMF-F >	3 WVEZ-F >	3 WQMF-F >	3 WQMF-F <
4 WQMF-F >	4 WDJX-AF >	4 WVEZ-F <	4 WRKA-F >	4 WRKA-F >	4 WRKA-F >	4 WVEZ-F >	4 WQMF-F >	4 WDJX-AF >	4 WDJX-AF <	4 WGZB-F <
5 WRKA-F >	5 WRKA-F >	5 WRKA-F >	5 WQMF-F >	5 WQMF-F >	5	5 WDJX-AF <	5 WRKA-F >	5 WVEZ-F >	5 WQMF-F >	5 WVEZ-F >
6 WVEZ-F <	6 WDJX-AF >	6 WDJX-AF >	6 WGZB-F >	6 WQMF-F >	6	6 WRKA-F >	6 WDJX-AF >	6 WRKA-F >	6 WRKA-F >	6 WLLV <
7 WHAS >	7 WGZB-F >	7 WDJX-AF >	7	7	7	7	7	7 WGZB-F >	7 WVEZ-F >	7 WLOU >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WQMF-F >>	1 WQMF-F >>	1 WQMF-F >	1 WQMF-F <	1 WHAS >
2 WAMZ-F >	2 WDJX-AF >	2 WVEZ-F >	2 WVEZ-F >	2 WHAS <	2 WAMZ-F >	2 WAMZ-F >	2 WGZB-F >	2 WAMZ-F >	2 WAMZ-F >
3 WQMF-F >	3 WQMF-F <	3 WQMF-F >	3 WHAS >	3 WVEZ-F >	3 WDJX-AF >	3 WGZB-F >	3 WAMZ-F >	3 WHAS >	3 WQMF-F <
4 WZKS-F >	4 WVEZ-F >	4 WGZB-F >	4 WDJX-AF <	4 WRKA-F >	4 WGZB-F >>	4 WDJX-AF >	4 WRKA-F >	4 WGZB-F >	4 WRKA-F >
5 WRKA-F >	5 WRKA-F >	5 WHAS >	5 WRKA-F >	5 WDJX-AF >	5	5 WRKA-F >	5 WDJX-AF >	5 WRKA-F >	5 WGZB-F >
6 WLRS-F >	6 WZKS-F >	6 WDJX-AF >	6 WQMF-F >	6 WGZB-F >	6	6 WHAS >	6 WHAS >	6 WDJX-AF >	6 WVEZ-F >
7 WVEZ-F >	7 WRKA-F >	7 WRKA-F >	7 WGZB-F >	7	7	7 WLOU >	7 WLOU >	7 WVEZ-F >	7 WDJX-AF >
WLOU >	WHAS >		8 WZKS-F >						

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFIA	900	Louisville	0.4/2.2/	7/ 194
WKY	790	Louisville	0.7/3.2/	13/ 309
WLW	700	Cincinnati	0.6/1.5/	12/ 224

RADIO STATIONS

WAVG	970,	5 KW (DA-N)	Oldies	NBC UNISUP, \$ 22.00	(Durpetti)	Radio One
WDJX	1080,	10 KW/1 KW (DA-2)	-- simulcast with WDJX-F			
WHAS	840,	50 KW	MOR/Full Service	ABC I, \$110.00	(Christal)	Clear Channel
WLOU	1350,	5 KW/500 W (DA-N),	Black	SBN, \$ 25.00	(---)	Johnson
WKY	790,	5 KW/1 KW (DA-2),	Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz
WXVW	1450,	1 KW	Nostalgia	SMN UNISUP, \$ 25.00	(Roslin)	
WAMZ-F,	97.5,	100 KW @ 500	Country	, \$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7	24 KW @ 715	CHR	APR, \$ 70.00	(Eastman)	Stoner
WGZB-F,	96.5,	3 KW @ 300	Black	CNN UNISUP, \$ 22.00	(---)	(CORYDON)
WLRS-F,	102.3,	3 KW @ 285	AC	ABC R UNIPWR, \$ 40.00	(MMR)	Radio One
WLSY-F,	101.7,	1.4 KW @ 415	EZ	UNIULT, \$ 25.00	(Banner)	
WQMF-F,	95.7,	34 KW @ 580	AOR	, \$ 54.00	(HNWH)	
WRKA-F,	103.1,	3 KW @ 275	Oldies	, \$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670	AC	UNISUP, \$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 490	CHR	, \$ 16.00	(---)	

MADISON

Orbitron Rank/Pop (12+): 118/301,800
 ISA Rank/Pop: 136/356,000
 ADI # 90
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 19/15
 Diaries: 779/387:1/67.2%
 Sample Target: 725
 % Below Line: 2.1
 % Not Listed: 18.2

1990 Revenue: \$15,300,000
 HH Inc.: \$33,352
 Retail \$: 3.3 Bill
 Pop per Station: 20,120
 #1 Biller: WIBA-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AOH	Birch Cume	
1. WIBA-F (AOR)	76/14.7	12.3	----	12.9	----		121/1635	898/29.8	29.7		16.7	76	1041	WIBA-F
2. WZEE-F (CHR)	44/ 8.5	8.0	----	7.8	----		101/1420	713/23.6	27.9		10.4	47	917	WZEE-F
3. WWQM-AF (C)	41/ 7.9	6.3	----	7.6	----		60/608	458/15.2	11.9		10.1	45	446	WWQM-AF
4. WOLX-F (O)	40/ 7.7	6.3	----	10.9	----		116/1448	654/21.7	21.4		6.6	30	456	WOLX-F
5. WTSO (C)	38/ 7.4	6.5	----	6.6	----		60/786	486/16.1	23.4		5.7	26	383	WTSO
6. WMGN-F (AC)	34/ 6.6	7.6	----	7.4	----		59/685	471/15.6	18.5		5.5	25	458	WMGN-F
7. WIBA (FS)	33/ 6.4	6.3	----	5.1	----		35/628	534/17.7	17.7		4.4	20	427	WIBA
8. WTFX-F (CHR)	28/ 5.4	5.5	----	8.4	----		61/1016	544/18.0	22.1		7.9	36	783	WTFX-F
9. WTDY (N/T)	23/ 4.4	4.7	----	2.7	----		25/373	320/10.6	11.8		4.4	20	279	WTDY
0. WMLI-F (SAC)	15/ 2.9	4.5	----	3.3	----		23/453	314/10.4	15.4		4.0	18	395	WMLI-F
WMAD-F (AOR)	15/ 2.9	4.3	----	3.9	----		22/329	291/ 9.6	10.9		3.3	15	399	WMAD-F
2. WIBU (BB)	12/ 2.3	1.4	----	2.5	----		22/271	160/ 5.3	3.9		1.3	6	143	WIBU
3. WSJY-F (EZ)	10/ 1.9	2.0	----	2.9	----		35/471	179/ 5.9	5.4		1.3	6	122	WSJY-F
4.														
5.														

12+ FM SHARE (METRO): 72.58% (307 of 423) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTFX-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F	1 WTSO	1 WIBA-F>	1 WIBA-F>	1 WIBA-F>>	1 WIBA-F>	1 WWQM-F
2 WZEE-F>>	2 WZEE-F	2 WZEE-F	2 WOLX-F	2 WOLX-F	2 WOLX-F	2 WIBA	2 WOLX-F<	2 WZEE-F	2 WZEE-F	2 WIBA-F
3 WTSO	3 WMGN-F	3 WOLX-F	3 WMGN-F	3 WWQM-AF	WIBA	3 WTSO	3 WWQM-AF	3 WOLX-F<	3 WTFX-F>	3 WTSO
4	4 WWQM-AF	WMGN-F	4 WWQM-AF	WMGN-F	4 WWQM-AF	4 WWQM-AF<	4 WZEE-F	4 WTSO	4 WWQM-AF	WMGN-F
5	5	5 WWQM-AF	5 WZEE-F	5 WZEE-F	5	5 WZEE-F<	WTDY	5 WWQM-AF	WMGN-F	5 WIBU
						6 WMGN-F		6 WMGN-F		
						7 WOLX-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F	1 WIBA-F<	1 WIBA-F	1 WZEE-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>
2 WIBA-F>	2 WZEE-F	2 WMGN-F	2 WMGN-F	2 WZEE-F	2 WWQM-AF	2 WWQM-AF	2 WWQM-AF	2 WOLX-F	2 WOLX-F
3 WMGN-F	3 WMGN-F>>	3 WZEE-F	WIBA-F>	WOLX-F	WZEE-F	3 WZEE-F	WMGN-F	3 WWQM-AF	3 WWQM-AF>
4 WTFX-F	4 WWQM-AF	4 WWQM-AF	4 WOLX-F	4 WWQM-AF	4	4 WMAD-F	WMAD-F>	4 WMGN-F	4 WMGN-F
5 WMLI-F	WOLX-F	5 WOLX-F	5 WWQM-AF	WIBA-F	5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5 WIBA

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
#MAD 1190 Sun Prairie/Mds	0.6/1.8/	4/	70	
#BBM 780 Chicago	0.4/2.6/	13/	275	
#GN 720 Chicago	0.4/2.0/	17/	283	
#JVL-F 99.9 Janesville	1.0/2.1/	43/	494	
#TMJ 620 Milwaukee	0.4/1.8/	23/	462	

RADIO STATIONS

#IBA , 1310, 5 KW (DA-2), MOR/Full Service	CBS, \$41.00 (Katz)	Double L
#IBU , 1240, 1 KW, Nostalgia	, \$10.00 (---)	(POYNETTE)
#TDY , 1480, 5 KW (DA-2), News/Talk	NBC ABC I, \$20.00 (Mc-Guild)	Midwest Family
#TSO , 1070, 10 KW/5 KW (DA-2), Country	APR, \$36.00 (Banner)	Mid Continent
#WQM-F, 106.3, 4.5 KW @ 380, Country	ABC E UNISUP, \$24.00 (Eastman)	
#IBA-F, 101.5, 50 KW @ 450, AOR	CBS, \$49.00 (Katz)	Double L
#MAD-F, 92.1, 2 KW @ 400, AOR	UNISUP, \$24.00 (Torbet)	
#MGN-F, 98.1, 38 KW @ 580, AC	, \$46.00 (Mc-Guild)	Midwest Family
#MLI-F, 96.3, 6 KW @ 500, Soft AC	UNISUP, \$19.00 (Torbet)	(SAUK CITY)
#OLX-F, 94.9, 37 KW @ 1300, Oldies	, \$38.00 (Republic)	(BARABOO)
#SJY-F, 107.3, 50 KW @ 500, EZ	ABC I, \$16.00 (---)	(PORT ATKINSON)
#TFX-F, 94.1, 50 KW @ 500, CHR	, \$31.00 (HNWH)	Joyner (WATERTOWN)
#ZEE-F, 104.1, 6 KW @ 1120, CHR	, \$46.00 (Banner)	Midcontinent

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/496,300

Stations: 20/19
 Diaries: 1013/490:1/54.1%
 Sample Target: 915
 % Below Line: 0.3
 % Not Listed: 12.3

1990 Revenue: \$12,800,000
 HH Inc.: \$21,897
 Retail \$: 3.3 Bil
 Pop per Station: 26,121
 #1 Biller: KGBT \$2,200,000

MSA Rank/Pop: 119/664,000 (McAllen)
 ADI # 113 165 (Brownsville)
 Average Person Ratings: 19.2
 Market TSL: 25.50 hours

12+ METRO	FAL		SUM		SPG		WIN		4 Book		12+ TSA		12+ METRO		FAL		WIN		Birch		Birch		Birch		
	1/4/SHARE	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	Share	AQH	Cume	Share	AQH	Cume
1. KTEX-F (C)	176/18.5	17.3	16.3	14.3	16.6	16.6	187/1650	1536/30.9	29.6	27.7										19.1	188	1638	KTEX-F		
2. KGBT (SP)	144/15.1	12.1	14.3	14.6	15.2	14.0	156/1304	1199/24.2	22.7	25.1										11.9	117	1319	KGBT		
3. KBFM-F (CHR)	125/13.1	14.0	17.4	18.0	16.0	15.6	132/1631	1555/31.3	32.2	34.8										16.8	165	1861	KBFM-F		
4. KIWW-F (SP)	76/ 8.0	7.5	6.6	9.2	9.0	7.8	83/996	954/19.2	17.2	17.8										7.8	77	928	KIWW-F		
5. KELT-F (AC)	54/ 5.7	6.2	6.6	4.9	6.2	5.8	64/766	716/14.4	15.3	16.1										4.8	47	714	KELT-F		
6. KVLV-F (O)	47/ 4.9	6.8	5.5	4.4	5.0	5.4	49/614	598/12.0	12.0	12.1										5.8	57	687	KVLV-F		
7. KRGY-AF (CHR)	36/ 3.8	3.4	3.9	3.4	4.3	3.6	43/777	683/13.8	12.4	14.0										7.2	68	921	KRGY-AF		
8. KQXX-F (SP)	31/ 3.3	4.5	4.4	6.6	4.8	4.7	34/502	482/ 9.7	8.6	11.0										2.6	26	519	KQXX-F		
9. KUBR (SP)	24/ 2.5	----	----	0.5	0.8	0.8	28/124	102/ 2.1	0.0	1.2										0.4	4	47	KUBR		
KBOR (SP)	24/ 2.5	4.0	2.7	2.9	0.9	3.0	24/242	242/ 4.9	9.3	3.8										2.0	20	417	KBOR		
11. KVJY (EZ)	21/ 2.2	1.8	1.0	----	0.6	1.3	30/238	181/ 3.6	3.0	1.7										1.2	12	164	KVJY		
12. KIRT (SP)	18/ 1.9	1.9	3.1	2.4	2.7	2.3	19/322	307/ 6.2	5.7	8.4										1.4	14	247	KIRT		
13. KVTY-F (SP)	17/ 1.8	1.7	1.9	2.6	1.6	2.0	17/248	231/ 4.7	4.4	5.7										2.3	23	231	KVTY-F		
KURV (N/T)	17/ 1.8	1.9	2.5	1.5	2.3	1.9	21/287	263/ 5.3	4.6	5.0										2.1	21	300	KURV		
15. KBOR-F (SP)	11/ 1.2	1.2	0.9	0.7	1.2	1.0	12/214	210/ 4.2	4.3	3.0										2.6	26	357	KBOR-F		

12+ FM SHARE (METRO): 69.50% (581 of 836) (WIN 90: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>	1 KGBT >>	1 KTEX-F<	1 KTEX-F>	1 KTEX-F	1 KTEX-F<	1 KTEX-F>
2 KTEX-F	2 KBFM-F>	2 KBFM-F	2 KGBT	2 KGBT >	2 KTEX-F>	2 KGBT >	2 KGBT >	2 KGBT	2 KBFM-F>	2 KGBT >>
3	3 KELT-F	3 KIWW-F	3 KIWW-F<	3 KIWW-F	3 KIWW-F	3 KBFM-F>	3 KBFM-F	3 KBFM-F>	3 KGBT	3 KIWW-F
4	4 KIWW-F	4 KGBT	4 KELT-F<	4 KELT-F	4	4 KIWW-F	4 KELT-F	4 KIWW-F	4 KIWW-F	4 KBFM-F
5	5 KRGY-AF	5 KELT-F	5 KBFM-F	KBFM-F	5	5 KIWW-F	5 KIWW-F	5 KELT-F	5 KQXX-F	5
6	6 KVLV-F	6 KVLV-F	6 KVLV-F	6 KVLV-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F	1 KBFM-F	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F>	1 KTEX-F>>
2 KBFM-F>	2 KBFM-F>	2 KVLV-F	2 KBFM-F	2 KGBT >	2 KRGY-AF	2 KBFM-F>	2 KELT-F	2 KBFM-F>	2 KGBT
3 KIWW-F	3 KIWW-F	KBFM-F	3 KIWW-F	3 KIWW-F	3 KTEX-F>>	3 KBFM-F	3 KBFM-F	3 KIWW-F	3 KIWW-F
4 KRGY-AF	4 KELT-F	4 KELT-F	4 KGBT	KBFM-F	4 KIWW-F	4 KRGY-AF	4 KIWW-F	KELT-F	KELT-F
5	5 KVLV-F	5 KIWW-F	5 KELT-F	5 KELT-F	5	KIWW-F	5	5 KGBT	5 KBFM-F
6	6 KGBT	6 KVLV-F	6 KVLV-F	6 KVLV-F				6 KVLV-F	6 KVLV-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KJAV-F	104.9	Alamo/McAllen	0.5/1.9/	5/ 93
KSOX	1240	Raymondville/Hr1.	0.3/2.2/	3/ 108
KSOX-F	101.7	Raymondville	0.4/2.6/	4/ 134
XEMS	1490	Matamoros	0.3/2.1/	3/ 105

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	HISPANIC	\$ 20.00 (Caballero)	
KGBT, 1530,	50 KW/10 KW (DA-N),	HISPANIC	\$ 45.00 (Katz)	Tichenor
KIRT, 1580,	1 KW/300 W	HISPANIC	\$ 16.00 (Caballero)	
KURV, 710,	1 KW (DA-1)	TALK	ABC, CNN, \$ 11.00 (---)	
KBFM-F, 104.1,	100 KW @ 998,	CHR	ABC, \$ 45.00 (Banner)	
KBOR-F, 106.2,	.5 KW @ 633,	SEE KBOR-A		
KELT-F, 94.5,	100 KW @ 1158,	AC	\$ 30.00 (Katz)	
KVTY-F, 105.3,	3 KW @ 285,	HISPANIC	\$ 15.00 (---)	
KIWW-F, 96.1,	100 KW @ 987,	HISPANIC	\$ 31.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5,	100 KW @ 1202,	HISPANIC	\$ 24.00 (Caballero)	
KRGY-F, 99.5,	100 KW @ 1037,	AOR	UNIPWR ABC, \$ 23.00 (Torbet)	First City
KTEX-F, 100.3,	100 KW @ 1125,	COUNTRY	ABC, \$ 36.00 (Christal)	Tate
KJAV-F, 104.9,	3 KW @ 260,	HISPANIC	\$ 11.00 (---)	
KVLV-F, 107.9,	100 KW @ 490,	OLDIES	\$ 23.00 (Torbet)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 43/895,100
 MSA Rank/Pop: 49/989,000
 ADI # 39
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 23/22
 Diaries: 1391/643:1/53.8%
 Sample Target: 1230
 % Below Line: 0.3
 % Not Listed: 8.1

1990 Revenue: \$29,000,000
 HH Inc.: \$23,401
 Retail \$: 7.0 Bill
 Pop per Station: 40,686
 #1 Biller: WGKX-F \$5,900,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	212/13.5	14.0	12.8	12.4	13.3	13.2	251/2707	2104/23.5	25.6	24.7	18.2	262	2543	WHRK-F
2. WEGR-F (AOR)	176/11.2	8.8	9.4	8.1	8.4	9.4	226/2176	1540/17.2	15.7	14.8	12.1	174	1635	WEGR-F
3. WGKX-F (C)	164/10.4	10.0	10.2	10.9	12.0	10.4	219/2928	1989/22.2	19.1	23.4	10.9	157	1915	WGKX-F
4. WDIA (B)	153/ 9.7	10.0	9.4	9.2	9.6	9.6	182/2203	1787/20.0	19.9	21.0	8.7	125	1807	WDIA
5. WRVR-F (AC)	143/ 9.1	8.0	8.5	8.7	9.3	8.6	166/2015	1567/17.5	18.7	22.5	6.3	91	1362	WRVR-F
6. WMC -F (CHR)	107/ 6.8	8.4	8.7	8.1	7.5	8.0	146/2419	1734/19.4	21.1	20.1	9.6	138	1704	WMC -F
7. WLOK (GOSP)	87/ 5.5	5.4	5.5	4.5	5.6	5.2	87/1105	1083/12.1	9.7	10.5	5.4	77	1033	WLOK
8. KPYR-F (O)	77/ 4.9	6.2	4.1	4.0	3.4	4.8	132/1815	1067/11.9	18.2	12.2	4.2	61	1140	KPYR-F
9. WMC (N/T)	65/ 4.1	2.7	3.9	2.9	3.3	3.4	70/1097	1000/11.2	8.1	8.9	2.7	39	704	WMC
10. KJMS-F (B)	65/ 4.1	5.4	5.1	6.8	3.8	5.3	74/1522	1287/14.4	18.2	13.8	6.8	98	1327	KJMS-F
11. WEZI-F (EZ/SAC)	54/ 3.4	2.5	3.9	4.6	4.0	3.6	56/848	795/ 8.9	7.3	10.0	1.8	26	423	WEZI-F
12. WREC (N/T)	35/ 2.2	3.2	1.7	2.4	2.5	2.4	57/862	599/ 6.7	8.2	7.0	2.4	34	633	WREC
13. KWAM (REL)	19/ 1.2	1.1	2.5	1.7	0.8	1.6	20/406	386/ 4.3	4.2	3.3	1.3	19	305	KWAM
14. KFTH-F (REL)	19/ 1.2	1.5	1.5	1.3	1.0	1.4	19/368	368/ 4.1	3.5	4.9	1.9	27	530	KFTH-F

12+ FM SHARE (METRO): 71.33% (1030 of 1444) (WIN 90: 69.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WRVR-F	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>>
2 WMC -F>	2 WHRK-F>	2 WHRK-F	2 WRVR-F	2 WEGR-F	2 WDIA	2 WEGR-F	2 WEGR-F	2 WEGR-F	2 WEGR-F>	2 WDIA
3 KJMS-F	3 WRVR-F<	3 WRVR-F	3 WHRK-F	3 WDIA <	3 WRVR-F	3 WHRK-F<	3 WGKX-F<	3 WGKX-F	3 WGKX-F<	3 WGKX-F
4	4 WMC -F	4 WDIA	4 WHRK-F	4 WLOK >	4 WDIA	4 WDIA	4 WRVR-F	4 WMC -F	4 WEGR-F	4 WEGR-F
5	5 WDIA	5 WGKX-F	5 WGKX-F	5 WGKX-F>	5 WMC	5 WRVR-F	5 WHRK-F	5 WMC -F	5 WDIA	5 WRVR-F
6	6	6 WMC -F	6 KPYR-F	6 KPYR-F	6 WEZI-F<	6 WMC -F	6	6 WLOK	6	6 WLOK
7	7	7 KPYR-F	7	7	7 KPYR-F	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WEGR-F>>	1 WEGR-F>>	1 WEGR-F>	1 WEGR-F>	1 WEGR-F>
2 WMC -F	2 WEGR-F	2 WEGR-F	2 WRVR-F<	2 WDIA	2 WHRK-F>	2 WHRK-F>	2 WHRK-F>	2 WHRK-F>	2 WHRK-F
3 WEGR-F>	3 WMC -F	3 WRVR-F	3 WDIA	3 WGKX-F	3 WMC -F	3 WRVR-F>	3 WRVR-F>	3 WRVR-F	3 WRVR-F
4 WGKX-F>	4 WRVR-F	4 WMC -F	4 WGKX-F	4 WHRK-F	4 WRVR-F	4 WMC -F	4 WDIA	4 KPYR-F<	4 WGKX-F
5 WDIA	5 WDIA	5 WDIA >	5 WEGR-F>	5 WMC -F<	5 KJMS-F	5 KPYR-F	5 KPYR-F	5 WDIA	5 WDIA
6 KJMS-F	6 WGKX-F	6 WGKX-F	6 WLOK	6 WLOK <	6	6 WDIA	6	6 WGKX-F	6 KPYR-F
7	7	7	7	7 WEGR-F	7	7	7	7	7
				8 KPYR-F					

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHLS-F	96.3	Blytheville	0.5/1.0/	20/ 254
WBBP	1480	Memphis	0.3/1.9/	5/ 169
WCRV	640	Collierville	1.0/3.4/	16/ 420
WHBQ	560	Memphis	0.3/3.0/	9/ 325
WHPS	1380	Millington	0.3/1.4/	7/ 128
WNWZ	1430	Germantown/Mphs	0.8/3.0/	12/ 270
WODZ	680	Memphis	0.5/2.7/	9/ 247
WXSS	1030	Memphis	0.3/1.5/	5/ 137
KFIN-F	107.9	Jonesboro	0.3/0.8/	78/ 923

RADIO STATIONS

KWAM,	990,	10 KW/450 W (DA-2),	GOSPEL	, \$	20.00 (Durpetti)	Rivers
WDIA,	1070,	50 KW/5 KW (DA-2),	BLACK	APR,	\$ 39.00 (McGuild)	Ragan Henry
WHBQ,	560,	5 KW/1 KW (DA-2),	OLDIES	ABC,	APR, \$ 20.00 (Roslin)	
WLOK,	1340,	1 KW (DA-1),	GOSPEL	NBN,	SBN, \$ 24.00 (K & P)	
WMC,	790,	5 KW (DA-N),	TALK	ABC,	NBC, \$ 35.00 (Banner)	Scripps-Howard
WREC,	600,	5 KW (DA-N),	NOSTALGIA	CBS,	\$ 30.00 (McGuild)	New Market
WXSS,	1030,	50 KW/ 1 KW(DA-2),	BLACK/GOSPEL	SMN,	NBN, \$ 20.00 (---)	Willis
KJMS-F,	101.1,	100 KW @ 450,	BLACK	ABC,	\$ 37.00 (Durpetti)	Rivers
KPYR-F,	98.1,	100 KW @ 1270,	OLDIES	ABC,	\$ 60.00 (Christal)	Diamond (OSCEOLA, AR)
WEGR-F,	102.7,	100 KW @ 900,	AOR	UNIPWR,	\$ 57.00 (McGuild)	New Market
WEZI-F,	94.3,	3 KW @ 300,	EZ	UNISUP,	UNIPWR, \$ 35.00 (Eastman)	Ardman
WGKX-F,	105.9,	100 KW @ 984,	COUNTRY	, \$	105.00 (Katz)	Barnstable
WHRK-F,	97.1,	100 KW @ 531,	BLACK	NBC,	\$ 75.00 (McGuild)	Ragan Henry
WMC-F,	99.7,	300 KW @ 908,	CHR	SOURCE,	\$ 96.00 (Banner)	Scripps-Howard
WRVR-F,	104.5,	100 KW @ 750,	AC	, \$	100.00 (MMR)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,767,100
 MSA Rank/Pop: 25/3,180,000 (Miami)
 ADI # 16 34 (Ft. Lauderdale)
 Average Person Ratings: 19.4
 Market TSL: 25.50 hours

Stations: 36/33
 Diaries: 2854/970:1/48.2%
 Sample Target: 2640
 % Below Line: 2.3
 % Not Listed: 8.6

1990 Revenue: \$106,000,000
 HH Inc.: \$33,612
 Retail \$: 27.5 Bil
 Pop per Station: 83,851
 #1 Biller: WMXJ-F \$10,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	443/ 8.3	8.1	6.8	6.9	8.2	7.5	473/4709	4261/15.4	15.9	15.1	5.7	255	2697	WLYF-F
2. WAQI (SP)	325/ 6.1	4.4	5.0	6.5	4.9	5.5	326/2077	2051/ 7.4	7.4	8.0	4.5	202	1764	WAQI
3. WPOW-F (CHR)	312/ 5.8	4.9	4.8	5.3	4.7	5.2	349/4372	3777/13.6	12.1	12.0	8.0	357	4005	WPOW-F
WEDR-F (B)	312/ 5.8	6.2	5.5	5.0	2.6	5.6	373/3677	3009/10.9	11.1	5.3	7.9	352	3446	WEDR-F
5. WIOD (T/N)	286/ 5.3	5.1	5.3	3.3	3.8	4.8	317/4383	3874/14.0	14.4	10.9	4.8	213	2365	WIOD
6. WHQT-F (B)	248/ 4.6	4.1	5.5	7.1	8.2	5.3	289/4002	3375/12.2	11.5	15.3	7.4	329	4099	WHQT-F
7. WKIS-F (C)	217/ 4.0	4.2	3.6	3.7	4.6	3.9	233/2836	2480/ 9.0	8.7	10.3	3.6	163	2058	WKIS-F
8. WQBA (SP)	205/ 3.8	3.6	3.7	4.2	3.7	3.8	205/1596	1591/ 5.7	6.5	6.8	2.5	114	1096	WQBA
9. WXDJ-F (SP)	197/ 3.7	3.4	4.0	3.6	2.0	3.7	197/2150	2150/ 7.8	6.2	5.0	2.9	131	1199	WXDJ-F
10. WINZ (N/T)	194/ 3.6	2.7	2.8	3.3	3.4	3.1	206/3398	3063/11.1	8.7	8.5	2.8	127	2158	WINZ
11. WHYI-F (CHR)	188/ 3.5	3.6	3.8	4.0	4.2	3.7	209/3772	3237/11.7	12.0	12.9	4.0	178	3167	WHYI-F
12. WFLC-F (AC)	179/ 3.3	4.4	4.0	2.0	2.0	3.4	190/3237	2881/10.4	12.2	8.4	3.7	164	2185	WFLC-F
13. WMXJ-F (O)	168/ 3.1	3.6	3.1	3.4	4.5	3.3	187/3094	2674/ 9.7	10.4	12.1	2.9	130	2088	WMXJ-F
14. WJQY-F (SAC)	148/ 2.8	3.6	3.8	3.9	4.5	3.5	172/2532	2228/ 8.1	9.5	11.6	2.6	118	1814	WJQY-F
15. WTMI-F (CL)	147/ 2.7	2.5	2.8	2.3	2.3	2.6	174/2475	2038/ 7.4	6.7	6.2	1.9	87	1315	WTMI-F
16. WSHE-F (AOR)	140/ 2.6	3.2	3.3	2.9	2.2	3.0	176/3180	2500/ 9.0	9.3	7.6	5.5	244	2813	WSHE-F
17. WZTA-F (CL AOR)	119/ 2.2	3.0	2.5	2.2	2.3	2.5	149/2464	2004/ 7.2	8.2	6.4	3.4	150	2001	WZTA-F
18. WCMQ (SP)	116/ 2.2	0.6	1.0	0.8	1.1	1.1	116/846	846/ 3.1	2.1	2.4	0.5	24	405	WCMQ
19. WLVE-F (J/NA)	115/ 2.1	2.5	2.4	2.5	2.9	2.4	126/2310	2113/ 7.6	7.4	9.4	2.9	130	1751	WLVE-F
20. WCMQ-F (SP)	109/ 2.0	3.0	3.5	3.3	4.1	3.0	109/1664	1664/ 6.0	7.0	9.3	2.6	118	1210	WCMQ-F
21. WAXY-F (AC/O)	106/ 2.0	2.1	2.6	3.0	3.1	2.4	124/2552	2259/ 8.2	8.2	10.5	2.3	101	1926	WAXY-F
22. WMRZ (BB)	105/ 2.0	1.3	3.1	3.4	4.5	2.5	123/1440	1254/ 4.5	4.0	12.1	1.2	54	732	WMRZ
23. WEAT-F (EZ)	83/ 1.5	1.6	1.2	1.3	1.5	1.4	265/2913	986/ 3.4	4.1	4.2	0.9	41	684	WEAT-F
24. WQBA-F (SP)	81/ 1.5	1.7	1.6	1.8	2.8	1.6	95/1441	1288/ 4.7	4.9	7.0	1.9	83	1228	WQBA-F
25. WMBM (B)	67/ 1.3	0.9	1.1	1.2	1.1	1.1	67/599	599/ 2.2	2.4	1.9	0.7	32	440	WMBM

12+ FM SHARE (METRO): 68.68% (3364 of 4898) (WIN 90: 72.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F >>	1 WEDR-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F >	1 WAQI	1 WLYF-F >	1 WLYF-F	1 WEDR-F	1 WEDR-F >
2 WHQT-F	2 WPOW-F	2 WPOW-F	2 WKIS-F	2 WLYF-F <	2 WAQI >	2 WLYF-F	2 WIOD	2 WPOW-F	2 WPOW-F	2 WIOD
3 WEDR-F >	3 WHQT-F	3 WHQT-F	3 WFLC-F <	3 WIOD <	3 WIOD	3 WAQI >	3 WIOD	3 WHQT-F	3 WHQT-F	3 WINZ >
4 WHYI-F	4 WFLC-F <	4 WFLC-F	4 WMXJ-F	4 WKIS-F	4 WQBA	4 WINZ	4 WXDJ-F <	4 WEDR-F <	4 WLYF-F <	4 WLYF-F
5	5 WSHE-F <	5 WHYI-F <	5 WIOD	5 WMXJ-F	5 WINZ	5 WPOW-F <	5 WKIS-F	5 WAQI	5 WAQI	5 WHQT-F
6	6 WHYI-F >	6 WKIS-F <	6 WPOW-F <	6 WFLC-F	6 WKIS-F	6 WEDR-F	6 WFLC-F	6 WKIS-F	6 WQBA	6 WAQI
7	7 WZTA-F	7 WIOD	7 WLYF-F	7	7 WXDJ-F	7 WQBA	7 WQBA	7 WHQT-F	7 WINZ	7
8	8	8 WMXJ-F	8 WHQT-F	8	8	8	8 WPOW-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WEDR-F <	1 WFLC-F	1 WEDR-F	1 WLYF-F	1 WEDR-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WIOD >
2 WEDR-F <	2 WHQT-F	2 WEDR-F	2 WHQT-F <	2 WFLC-F	2 WPOW-F >	2 WPOW-F	2 WZTA-F	2 WIOD	2 WKIS-F <
3 WPOW-F	3 WFLC-F	3 WHQT-F	3 WFLC-F	3 WEDR-F	3 WSHE-F	3 WSHE-F	3 WIOD	3 WPOW-F	3 WEDR-F
4 WHYI-F >	4 WHYI-F	4 WHYI-F	4 WPOW-F	4 WXDJ-F <	4 WHQT-F >	4 WZTA-F	4 WSHE-F	4 WKIS-F	4 WZTA-F <
5 WFLC-F	5 WPOW-F	5 WMXJ-F <	5 WHYI-F	5 WHQT-F	5	5 WIOD <	5 WPOW-F	5 WZTA-F <	5 WMXJ-F
6 WSHE-F	6	6 WPOW-F <	6 WXDJ-F	6 WPOW-F	6	6 WHQT-F	6 WKIS-F <	6 WSHE-F	6 WLYF-F
7	7	7 WXDJ-F	7	7	7	7 WHYI-F	7 WHYI-F	7 WMXJ-F	7 WLVE-F
8	8	8 WLVE-F	8	8	8	8	8	8 WHQT-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAVS	1170	Davie/Miami	0.5/1.3/ 34/ 424
WEXY	1520	Wilton Mnrs/FL	0.4/1.0/ 19/ 309
WFTL	1400	Ft. Lauderdale	1.2/3.6/ 67/1058
WKAT	1360	North Miami	0.3/1.1/ 20/ 339
WQAM	560	Miami/Ft. Ldrd	0.4/2.8/ 27/ 860
WRFM	830	Hialeah	0.4/0.5/ 21/ 164
WRHC	1550	Coral Gables/Mi	0.3/0.9/ 18/ 256
WRTO-F	98.3	Goulds/Miami	0.5/1.7/ 29/ 474
WWNN	980	Pompano Beach	0.4/1.9/ 24/ 577
WJNO	1230	West Palm Beach	0.4/1.7/137/1669
WRMF-F	97.9	West Palm Beach	0.4/2.3/133/1876

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2),	Hispanic	,	\$ 68.00	(Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR	,	\$ 50.00	(SBS)	SBS
WFTL,	1400,	1 KW	Talk				
WINZ,	940,	50 KW/25 KW (DA-N),	News/Talk		CNN UNISUP, \$ 38.00	(Roslin)	
WIOD,	610,	10 KW (DA-2)	Talk		CBS, \$ 72.00	(Katz)	Guy Gannett
WMBM,	1490,	1 KW	Gospel		MBS, \$130.00	(Christal)	Cox
					NBN, \$ 28.00	(K & P)	
WHRZ,	790,	25 KW	Nostalgia		ABC, \$ 70.00	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	Hispanic		\$ 35.00	(Lotus)	
WQAM,	560,	5 KW/1 KW	Country		NBC UNISUP, \$ 33.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2),	Hispanic Full Service		\$130.00	(Katz Hisp.)	Tichenor
WRHC,	1150,	10 KW/500 W (DA-2),	Hispanic		\$ 43.00	(---)	Omar Valliant
WSU\,	1290,	5 KW (DA-2)	Hispanic		\$ 38.00	(Caballero)	
WVCG,	1080,	50 KW/10 KW (DA-2),	Religion/Ethnic		\$ 30.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1020	AC/Oldies		\$109.00	(Eastman)	Ackerly
WCMQ,	92.3,	31 KW @ 620	Hispanic/Soft AC		\$ 75.00	(SBS)	SBS
WEDR,	99.1,	70 KW @ 165	Black		RADRAD, \$ 68.00	(---)	Rivers
WFCL,	97.3,	98 KW @ 800	AC		\$ 75.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1006	Urban/CHR		\$135.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 1006	CHR		\$125.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	Soft AC		UNISUP, \$140.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	Country		UNIPWR, \$ 96.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1006	AC/Jaz/NAC		\$138.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 810	EZ		\$104.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006	Oldies		\$	(Durpetti)	
WPOW,	96.5,	100 KW @ 1006	CHR		SOURCE, \$178.00	(HNWH)	Beasley
WQBA,	107.5,	96 KW @ 1006	Hispanic AC		\$ 85.00	(Katz Hisp.)	Tichenor
WSHE,	103.5,	100 KW @ 1006	AOR		\$ 92.00	(Eastman)	Tk
WTMI,	93.1,	96 KW @ 1006	Classical		\$ 83.00	(CBS)	Marlin
WXDJ,	95.7,	100 KW @ 980	??		\$ 57.00	(CBS)	
WZTA,	94.9,	96 KW @ 1006	Classic AOR		\$ 70.00	(Katz)	Guy Gannett

MILWAUKEE

Arbitron Rank/Pop (12+): 27/1,302,400
 MSA Rank/Pop: 34/1,400,000
 ADI # 28
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 25/21
 Diaries: 1585/822:1/61.8%
 Sample Target: 1495
 % Below Line: 3.4
 % Not Listed: 9.5

1990 Revenue: \$44,400,000
 HH Inc.: \$31,752
 Retail \$: 11.1 Bill
 Pop per Station: 62,019
 #1 Biller: WTMJ \$8,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR/FS)	219/ 9.4	10.3	11.4	11.6	9.5	10.7	250/3632	2944/22.6	25.8	23.0	11.1	259	3166	WTMJ
2. WLUM-F (CHR)	187/ 8.0	9.5	9.3	7.1	6.3	8.5	199/2938	2756/21.2	23.0	17.3	13.9	325	3219	WLUM-F
3. WOKY (BB)	171/ 7.4	5.2	6.9	7.6	9.3	6.8	185/2110	1869/14.4	11.1	14.0	7.6	178	1860	WOKY
4. WKLH-F (CL AOR)	170/ 7.3	6.5	7.5	7.0	7.9	7.1	190/2201	1974/15.2	15.3	18.1	5.5	129	2211	WKLH-F
5. WMIL-F (C)	159/ 6.8	8.6	6.5	7.2	6.9	7.3	203/2175	1656/12.7	17.2	15.4	7.8	182	1741	WMIL-F
6. WKTI-F (CHR)	147/ 6.3	7.5	8.6	8.9	9.5	7.8	166/3313	2841/21.8	23.9	27.7	5.7	133	2870	WKTI-F
7. WLZR-F (AOR)	127/ 5.5	4.5	4.5	5.2	5.1	4.9	154/2443	2021/15.5	13.1	15.3	5.6	131	1927	WLZR-F
8. WISN (T)	122/ 5.2	3.6	2.9	3.1	3.1	3.7	126/1591	1419/10.9	10.6	11.0	4.4	104	1239	WISN
9. WEZW-F (EZ)	120/ 5.2	6.0	4.1	3.5	4.2	4.7	151/1869	1539/11.8	11.7	12.2	3.7	86	1029	WEZW-F
10. WMYX-F (AC)	106/ 4.6	4.6	3.3	4.2	3.5	4.2	125/1969	1641/12.6	14.2	11.4	3.9	92	1378	WMYX-F
11. WLTQ-F (SAC)	90/ 3.9	4.0	4.1	4.5	4.0	4.1	100/1401	1234/ 9.5	13.1	11.4	3.5	81	867	WLTQ-F
12. WZTR-F (O)	88/ 3.8	4.0	4.1	3.8	3.9	3.9	100/1775	1506/11.6	12.3	12.5	3.3	77	1200	WZTR-F
13. WQFM-F (AOR)	73/ 3.1	2.7	3.2	4.2	3.2	3.3	109/2145	1559/12.0	11.7	11.8	4.3	101	1885	WQFM-F
14. WNOV (B)	50/ 2.2	2.2	2.0	1.6	1.4	2.0	50/490	490/ 3.8	4.0	3.2	0.9	22	470	WNOV
15. WMVP (B)	42/ 1.8	2.3	1.7	2.1	1.8	2.0	42/566	566/ 4.3	4.7	3.8	3.1	72	643	WMVP
16. WBZN-F (J/NA)	41/ 1.8	1.8	2.1	1.8	2.1	1.9	43/765	687/ 5.3	6.5	6.6	2.2	52	776	WBZN-F
17. WFMR-F (CL)	39/ 1.7	2.4	2.6	2.3	2.2	2.3	42/808	757/ 5.8	7.1	7.6	1.7	39	771	WFMR-F
18. WEMP (O)	32/ 1.4	0.9	1.7	1.2	1.7	1.3	34/623	580/ 4.5	3.9	6.1	1.1	25	436	WEMP
19.														
20.														

12+ FM SHARE (METRO): 64.75% (1363 of 2105) (WIN 90: 67.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WKLH-F	1 WKLH-F	1 WKLH-F>	1 WKLH-F	1 WTMJ	1 WTMJ >	1 WKLH-F	1 WLUM-F	1 WLUM-F	1 WTMJ >
2 WLZR-F	2 WLUM-F	2 WLUM-F	2 WMIL-F<	2 WMIL-F	2 WOKY	2 WKTI-F	2 WOKY	2 WTMJ	2 WTMJ >	2 WLUM-F
3 WKTI-F	3 WLZR-F	3 WKTI-F	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WOKY	3 WEZW-F<	3 WKLH-F	3 WMIL-F	3 WKTI-F
4 WQFM-F	4 WKTI-F>	4 WLZR-F	4 WZTR-F<	4 WTMJ <	4 WEZW-F	4 WKLH-F	4 WTMJ	4 WKTI-F	4 WKTI-F	4 WMIL-F
5	5 WQFM-F<	5 WMIL-F	5 WMYX-F<	5 WZTR-F	5 WISN	5 WMIL-F<	5 WMYX-F<	5 WISN	5 WLZR-F<	5 WMVP
6	6 WMYX-F	6 WMYX-F	6 WLUM-F<	6 WMYX-F<	6	6 WLZR-F	6 WISN <	6 WMIL-F	6 WKLH-F	6 WLZR-F
7	7	7 WZTR-F	7 WLZR-F	7 WISN	7	7 WLUM-F	7 WMIL-F	7 WOKY <	7	7
8	8	8	8 WISN	8	8	8 WISN	8 WLUM-F<	8 WLZR-F	8	8
							9 WLZR-F<			
							10 WKTI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F>	1 WLUM-F<	1 WKLH-F	1 WKTI-F	1 WKTI-F	1 WLUM-F	1 WKLH-F<	1 WKLH-F>	1 WKLH-F>	1 WKLH-F>
2 WKTI-F	2 WKLH-F	2 WKTI-F	2 WLUM-F<	2 WMIL-F<	2 WLZR-F>	2 WLZR-F	2 WLZR-F>	2 WLZR-F	2 WMIL-F
3 WLZR-F	3 WKTI-F	3 WMYX-F	3 WMYX-F<	3 WMYX-F	3 WKTI-F>	3 WLUM-F>	3 WQFM-F	3 WLUM-F	3 WLZR-F<
4 WKLH-F	4 WMYX-F	4 WLUM-F>	4 WKLH-F>	4 WKLH-F	4 WQFM-F	4 WQFM-F<	4 WLUM-F	4 WMIL-F	4 WZTR-F
5 WMYX-F	5 WLZR-F>	5 WLZR-F	5 WEZW-F<	5 WEZW-F	5 WKLH-F>	5 WKTI-F	5 WISN	5 WKTI-F	5 WISN
6 WQFM-F	6 WLTQ-F	6 WLTQ-F	6 WMIL-F	6 WLTQ-F	6 WMYX-F	6	6 WKTI-F	6 WISN <	6 WTMJ
7	7 WQFM-F	7 WISN	7 WLTQ-F	7 WTMJ	7	7	7 WMIL-F	7 WZTR-F<	7 WKTI-F<
8	8	8	8 WLZR-F	8 WLUM-F<	8	8	8	8 WQFM-F	8 WLUM-F
				9 WZTR-F<					
				10 WISN					

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WLZR 1340 Milwaukee	0.4/2.7/	11/	400	
WRJN 1400 Racine	0.7/2.0/	19/	279	
WTKM-F 104.9 Hartford	0.7/2.0/	26/	411	
WBBM 780 Chicago	0.9/3.8/	28/	859	
WGN 720 Chicago	0.8/3.0/	37/	673	
WLUP 1000 Chicago	0.5/1.8/	18/	295	
WMAQ 670 Chicago	1.2/4.5/	43/	938	

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS	, \$ 37.00 (Banner)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS	, \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN, RADRAD	, \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS	, \$ 50.00 (CBS)	Sundance
WTHJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC	, \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NAC	UNIPWR	, \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC		, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL		, \$ 41.00 (CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR		, \$ 115.00 (McGuilld)	Saga
WKTJ, 94.5, 16 KW @ 911, CHR	SOURCE	, \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC	, \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	RADRAD, UNPWR	, \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC	, \$ 65.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT	, \$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 448, AC	CBS	, \$ 58.00 (Banner)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC	, \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES		, \$ 50.00 (Durpetti)	Mystar

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,999,600
 MSA Rank/Pop: 16/2,430,000
 ADI # 13
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 20/20
 Diaries: 2105/950:1/64.6%
 Sample Target: 1810
 % Below Line: 0.0
 % Not Listed: 17.0

1990 Revenue: \$77,000,000
 HH Inc.: \$35,952
 Retail \$: 21.2 Bil
 Pop per Station: 99,980
 #1 Biller: WCCO \$22,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WCCO (MOR/FS)	594/17.2	15.2	16.9	16.3	16.8	16.4	841/10249	7199/36.0	36.3	35.6			WCCO
2. KEYE-F (C)	361/10.5	9.3	7.2	9.3	8.4	9.1	389/4223	3804/19.0	17.7	18.1			KEYE-F
3. KQRS-AF (AOR)	348/10.1	10.1	10.9	10.3	8.2	10.4	401/5892	4888/24.4	25.9	22.6			KQRS-AF
4. WLTE-F (SAC)	293/ 8.5	8.7	7.5	8.1	8.8	8.2	359/5236	4157/20.8	20.7	20.0			WLTE-F
5. KDWB-F (CHR)	259/ 7.5	6.6	7.0	7.5	8.2	7.2	306/5352	4614/23.1	21.0	25.8			KDWB-F
6. KSTP-F (AC)	221/ 6.4	6.1	6.5	5.4	7.6	6.1	262/4439	3541/17.7	16.9	17.5			KSTP-F
7. KLXX-F (CL AOR)	160/ 4.6	4.9	5.0	.7	2.0	5.1	179/3259	2796/14.0	16.9	10.5			KLXX-F
8. KQQL-F (O)	145/ 4.2	4.4	4.4	5.5	3.8	4.6	228/3563	2457/12.3	12.2	11.5			KQQL-F
9. KSTP (N/T)	114/ 3.3	3.6	2.3	2.6	2.8	2.9	117/1867	1728/ 8.6	10.1	10.3			KSTP
10. KTCZ-F (AOR)	108/ 3.1	3.6	3.5	3.3	4.4	3.4	110/1822	1772/ 8.9	9.8	11.7			KTCZ-F
11. KLBB (BB)	60/ 1.7	2.0	2.5	2.2	1.6	2.1	61/880	866/ 4.3	4.3	4.9			KLBB
12. KJJO-F (AOR)	55/ 1.6	2.1	1.9	1.6	2.4	1.8	67/1179	915/ 4.6	6.3	8.9			KJJO-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 68.17% (1953 of 2865) (WIN 90: 69.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F >>	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 KEYE-F >	1 WCCO >>	1 WCCO >>	1 WCCO >	1 WCCO >	1 KDWB-F >	1 WCCO >>
2 KQRS-AF >	2 KEYE-F >	2 KEYE-F >	2 KEYE-F <	2 KQRS-AF <	2 KEYE-F >	2 KQRS-AF >	2 KEYE-F <	2 KEYE-F >	2 WCCO >	2 KQRS-F >
3	3 KDWB-F >	3 WLTE-F >	3 WLTE-F <	3 WCCO <	3 WLTE-F >	3 KEYE-F >	3 WLTE-F >	3 KQRS-AF >	3 KQRS-AF >	3 KEYE-F >>
4	4 KLXX-F >	4 WCCO >	4 WCCO >	4 WLTE-F >	4 KSTP-F >	4 KSTP-F >	4 KQRS-AF >	4 WLTE-F >	4 KEYE-F >	4 WLTE-F >
5	5 WLTE-F >	5 KSTP-F >	5 KSTP-F >	5 KSTP-F >	5	5 WLTE-F <	5 KSTP-F >	5 KDWB-F >	5 KLXX-F <	5 KSTP-F >
6	6 KSTP-F >	6 KDWB-F <	6 KQQL-F >	6 KQQL-F >	6	6 KDWB-F >	6 KLXX-F >	6 KSTP-F >	6 WLTE-F >	6 KQQL-F >
7	7	7 KLXX-F >	7	7	7	7	7 KQQL-F >	7 KLXX-F >	7	7 KDWB-F >
		8 KQQL-F >								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLXX-F >	1 WLTE-F >	1 WLTE-F >	1 WLTE-F >	1 WLTE-F >	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >	1 KQRS-AF >
2 KQRS-AF >	2 KQRS-AF <	2 KEYE-F >	2 KSTP-F <	2 KEYE-F <	2 KDWB-F >	2 KEYE-F >	2 KEYE-F >	2 KEYE-F >	2 KEYE-F >
3 KDWB-F <	3 KEYE-F >	3 KQRS-AF >	3 KEYE-F >	3 KSTP-F >	3 KLXX-F >>	3 KLXX-F >	3 KLXX-F >	3 WCCO >	3 WCCO >
4 KEYE-F >	4 KDWB-F >	4 KSTP-F >	4 KQRS-AF >	4 WCCO >	4	4 KDWB-F >	4 KSTP-F >	4 KLXX-F >	4 KSTP-F <
5 KSTP-F >	5 KSTP-F >	5 KDWB-F >	5 KDWB-F >	5 KQRS-AF >	5	5	5 KTCZ-F <	5 KDWB-F <	5 KQQL-F <
6 WLTE-F >	6 KLXX-F >	6 KTCZ-F >	6 WCCO >	6	6	6	6 WCCO >	6 KQQL-F <	6 WLTE-F <
7	7	7	7 KLXX-F >	7	7	7	7 KDWB-F >	7 KSTP-F >	7 KLXX-F >
			8 KQQL-F >						

OTHER RATED STATIONS	METRO SHARE	CUME /RTG/AQH/CUME	TSA	TSA
KDWB 630 St. Paul	0.7/3.8/	32/ 893		
KMZZ 980 Richfield	0.8/2.3/	27/ 508		
WDGY 1130 Minneapolis	0.7/3.2/	27/ 749		
WIXK 1590 New Richmond	0.2/0.1/	7/ 25		
WIXK-F 107.1 New Richmond	0.3/0.6/	9/ 162		
WMIN 1030 Maplewood	1.2/4.0/	47/ 935		
WWTC 1280 Minneapolis/StP	0.5/2.1/	16/ 421		

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent
KLBB, 1400, 1 KW	, NOSTALGIA CBS, \$ 30.00 (Roslin)	Malrite
KSTP, 1500, 50 KW (DA-N)	, NEWS/JAZZ ABC, \$ 48.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS)	, JAZZ , \$ 24.00 (Durpetti)	Parker
KMZZ, 980, 5 KW (DA-1)	, EZ , \$ 21.00 (Durpetti)	Entercom
WCCO, 830, 50 KW	, MOR/FULL SER. CBS,UNISUP, \$ 310.00 (CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2),TALK	MBS, \$ 44.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent
KEYE, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1070, AOR	CBS, \$ 65.00 (MMR)	Park
KLXX, 93.7, 50 KW @ 822, CL AOR	UNIULT, \$ 70.00 (Durpetti)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR	ABC, \$ 178.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES	UNIULT, \$ 70.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Durpetti)	Parker
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)	

MOBILE

Arbitron Rank/Pop (12+): 89/396,900
 MSA Rank/Pop: 101/494,000
 ADI # 55 (w/Pensacola)
 Average Person Ratings: 17.8
 Market TSL: 23.75 hours

Stations: 21/17
 Diaries: 877/453:1/50.7%
 Sample Target: 820
 % Below Line: 7.1
 % Not Listed: 10.5

1990 Revenue: \$11,000,000
 HH Inc.: \$27,432
 Retail \$: 3.2 Bil
 Pop per Station: 23,347
 #1 Biller: WKSJ-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	123/17.4	17.2	----	18.5	----	198/1706	947/23.9	24.4			25.2	162	1457	WBLX-F
2. WKSJ-AF (C)	94/13.3	16.0	----	14.8	----	96/1223	1098/27.7	30.4			13.3	84	1111	WKSJ-AF
3. WABB-F (CHR)	67/ 9.5	10.8	----	8.6	----	86/1493	963/24.3	24.8			10.1	65	1144	WABB-F
4. WKRQ-F (AC)	52/ 7.3	5.0	----	5.3	----	91/1253	675/17.0	15.8			5.7	37	553	WKRQ-F
5. WKRQ (N/T)	43/ 6.1	3.4	----	5.2	----	43/545	525/13.2	8.4			4.8	31	355	WKRQ
WGCV-F (AOR)	43/ 6.1	5.2	----	6.6	----	61/852	537/13.5	10.8			9.0	58	591	WGCV-F
7. WGOK (B)	36/ 5.1	5.3	----	5.0	----	38/438	410/10.3	12.0			4.5	29	385	WGOK
8. WDLT-F (SAC)	28/ 4.0	2.7	----	2.6	----	29/500	488/12.3	8.3			3.3	21	329	WDLT-F
WAVH-F (D)	28/ 4.0	5.6	----	4.6	----	60/1147	457/11.5	13.8			3.3	21	478	WAVH-F
10. WMEZ-F (EZ)	19/ 2.7	4.0	----	3.3	----	47/787	305/ 7.7	7.4			3.3	21	273	WMEZ-F
11. WZEW-F (AOR)	17/ 2.4	1.9	----	1.9	----	18/306	296/ 7.5	4.5			3.0	19	287	WZEW-F
12. WMOB (REL)	15/ 2.1	0.6	----	0.7	----	15/151	151/ 3.8	2.4			0.9	6	202	WMOB
13. WXBW-F (C)	14/ 2.0	2.5	----	1.9	----	93/1032	185/ 4.7	5.0			1.6	10	164	WXBW-F
14.														
15.														

12+ FM SHARE (METRO): 79.18% (502 of 634) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F>	1 WBLX-F>>	1 WBLX-F
2 WABB-F	2 WABB-F	2 WABB-F<	2 WKSJ-AF	2 WKSJ-AF	2 WKRQ	2 WBLX-F>	2 WKRQ-F<	2 WKSJ-AF	2 WABB-F>	2 WKSJ-F>
3	3 WGCV-F>	3 WKSJ-AF	3 WKRQ-F>	3 WKRQ-F>	3 WBLX-F	3 WABB-F	3 WBLX-F	3 WABB-F	3 WGCV-F	3 WKRQ
4	4 WKSJ-AF	4 WKRQ-F<	4 WABB-F<	4 WAVH-F	4 WKRQ-F	4 WKRQ <	4 WKRQ >	4 WKRQ-F>	4 WKSJ-AF	4
5	5 WKRQ-F	5 WGCV-F	5 WGCV-F	WABB-F	WGOK	5 WKRQ-F	5 WGOK	5 WGCV-F	5 WGOK	5
6	6	6	WAVH-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F
2 WABB-F	2 WKRQ-F	2 WKRQ-F>	2 WKRQ-F>	2 WKSJ-AF<	2 WABB-F>>	2 WABB-F	2 WKSJ-AF	2 WABB-F<	2 WKSJ-AF>
3 WGCV-F>>	3 WABB-F	3 WKSJ-AF	3 WABB-F	3 WKRQ-F>	3 WGCV-F>>	3 WGCV-F	3 WGCV-F>	3 WKSJ-AF<	3 WGCV-F
4 WKRQ-F	4 WGCV-F>	4 WGCV-F	4 WKSJ-AF	4 WDLT-F	4 WKSJ-AF	4 WKSJ-AF	4 WABB-F	4 WGCV-F>	4 WKRQ-F
5	5 WKSJ-AF	WDLT-F	5 WGCV-F	5	5	5	5	5 WAVH-F	5 WAVH-F
	WDLT-F	WABB-F	6 WDLT-F						WABB-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBHY	840	Mobile	1.0/2.6/ 13/ 129
WBLX	660	Fairhope/Mobile	1.8/5.1/ 16/ 224
WHEP	1310	Foley	1.0/2.4/ 7/ 97
WLPR	960	Prichard/Mobile	1.1/4.0/ 8/ 158
WMMV-F	105.5	Bay Minette/Mob	0.4/1.2/ 3/ 48
WJLQ-F	100.7	Pensacola	1.7/6.6/ 33/ 656
WQWV-F	107.3	Pensacola	0.7/2.8/ 82/ 997

RADIO STATIONS

WBLX	, 660,	22 KW/1 KW (DA-2),	Black	, \$12.00	(HNWH)	Beasley
WGOK	, 900,	1 KW/500 W (DA-2),	Black	SBN, \$15.00	(Roslin)	
WKRQ	, 710,	1 KW/500 W (DA-N),	News/Talk	CBS MBS, \$27.00	(Katz)	
WLPR	, 960,	2.5 KW/1 KW (DA-2),	Nostalgia	SMN, \$14.00	(---)	
WABB-F,	97.5,	100 KW @ 1350	, CHR	ABC FM, \$53.00	(Christal)	Dittman
WAVH-F,	96.1,	100 KW @ 1142	, Oldies	UNISUP UNILT, \$29.00	(Durpetti)	
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC, \$50.00	(HNWH)	Beasley
WDLT-F,	98.3,	6 KW @ 300	, Soft AC	UNISUP, \$19.00	(K & P)	
WGCV-F,	104.1,	100 KW @ 1555	, AOR	ABC UNIPWR, \$31.00	(MMR)	(ATMORE)
WKRQ-F,	99.9,	100 KW @ 1755	, AC	MBS, \$30.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 430	, Country	ABC, \$89.00	(Banner)	
WMMV-F,	105.5,	2.6 KW @ 357	, Black	CBS, \$14.00	(---)	(BAY MINETTE)
WZEW-F,	92.1,	3 KW @ 288	, AOR	, \$16.00	(---)	(FAIRHOPE)

WMEZ, WXBW -- See Pensacola

NASHVILLE

Arbitron Rank/Pop (12+): 46/830,500
 MSA Rank/Pop: 47/994,000
 ADI # 32
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 24/23
 Diaries: 1278/650:1/54.8%
 Sample Target: 1180
 % Below Line: 1.1
 % Not Listed: 11.3

1990 Revenue: \$33,000,000
 HH Inc.: \$33,040
 Retail \$: 8.3 Bil
 Pop per Station: 36,108
 #1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F (C)	146/11.2	11.6	11.5	12.7	10.5	11.8	174/2366	1829/22.0	19.2	21.4	14.4	198	1602	WSIX-F
2. WYHY-F (CHR)	135/10.4	11.4	12.0	12.5	13.4	11.6	247/3518	1958/23.6	25.7	28.5	13.6	187	2331	WYHY-F
3. WSM -F (C)	108/8.3	9.9	8.8	7.4	8.8	8.6	264/3079	1631/19.6	19.4	19.5	9.9	137	1510	WSM -F
4. WZEZ-F (SAC)	106/8.1	6.8	7.7	8.8	8.8	7.9	127/1542	1219/14.7	14.3	16.4	4.4	61	999	WZEZ-F
5. WQKQ-F (B)	98/7.5	7.5	6.6	6.3	6.8	7.0	104/1231	1089/13.1	13.1	11.7	7.8	107	1375	WQKQ-F
6. WLAC-F (AC)	97/7.4	7.7	6.7	8.2	8.0	7.5	155/2053	1448/17.4	17.8	18.4	8.3	114	1426	WLAC-F
7. WKDF-F (AOR)	90/6.9	6.1	8.4	9.1	8.3	7.6	240/3068	1491/18.0	17.2	19.6	8.1	111	1634	WKDF-F
8. WLAC (N/T)	67/5.1	4.0	2.7	2.8	4.6	3.7	69/994	921/11.1	9.7	11.3	3.3	45	663	WLAC
9. WGFY-F (CL AOR)	57/4.4	4.1	5.3	4.4	5.2	4.6	79/1505	1083/13.0	13.0	15.0	6.0	83	1066	WGFY-F
10. WSM (C)	50/3.8	3.2	3.5	3.3	3.3	3.5	92/1475	820/9.9	7.6	10.3	5.9	81	799	WSM
WRMX-F (O)	50/3.8	5.8	4.4	3.4	3.7	4.3	65/1196	919/11.1	11.5	10.1	3.0	41	715	WRMX-F
12. WAMB-AF (BB)	33/2.5	2.6	2.3	1.7	0.4	2.3	33/377	342/4.1	4.0	2.7	1.7	21	236	WAMB-AF
13. WVOL (B)	31/2.4	1.6	2.5	2.3	1.6	2.2	32/461	433/5.2	3.8	5.5	1.1	15	375	WVOL
14. WBVR-F (C)	14/1.1	1.4	1.3	0.4	0.5	1.0	138/1619	330/4.0	4.5	2.3	1.0	14	343	WBVR-F
WRLT-F (AOR)	14/1.1	0.7	2.2	0.7	---	1.2	14/236	236/2.8	3.2	0.0	0.9	13	344	WRLT-F

12+ FM SHARE (METRO): 80.62% (932 of 1156) (WIN 90: 84.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WZEZ-F	1 WYHY-F	1 WYHY-F<	1 WSM -F
2 WQKQ-F>	2 WKDF-F	2 WYHY-F	2 WZEZ-F	2 WZEZ-F	2 WZEZ-F	2 WYHY-F	2 WSIX-F	2 WSIX-F	2 WQKQ-F>	2 WQKQ-F
3 WKDF-F	3 WQKQ-F	3 WQKQ-F<	3 WLAC-F	3 WLAC-F	3 WSM -F>	3 WSM -F	3 WSM -F	3 WSM -F	3 WLAC-F	3 WKDF-F
4 WLAC-F	4 WSIX-F	4 WKDF-F<	4 WSM -F	4 WSM -F	4 WLAC	4 WLAC-F	4 WLAC-F	4 WZEZ-F	4 WKDF-F<	4 WYHY-F
5	5 WLAC-F	5 WLAC-F	5 WQKQ-F<	5 WYHY-F<	5 WSM	5 WZEZ-F<	WLAC	5 WQKQ-F	5 WSM -F	5 WSM
6	6 WGFY-F	6 WZEZ-F	6 WYHY-F	6 WQKQ-F	6 WLAC-F	6 WKDF-F	6 WKDF-F<	6 WLAC-F	6 WLAC-F	6 WLAC-F<
7	7 WSM -F	7 WSM -F	7	7	7	7	7 WYHY-F	7 WKDF-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F	1 WYHY-F	1 WLAC-F>	1 WSIX-F	1 WSIX-F<	1 WYHY-F	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F>
2 WKDF-F	2 WQKQ-F	2 WSIX-F	2 WZEZ-F	2 WZEZ-F	2 WKDF-F>	2 WYHY-F	2 WSIX-F	2 WKDF-F	2 WKDF-F
3 WQKQ-F>	3 WLAC-F	3 WQKQ-F	3 WYHY-F	3 WLAC-F	3 WQKQ-F	3 WGFY-F	3 WGFY-F	3 WYHY-F	3 WSM -F
4 WSM -F	4 WSIX-F	4 WYHY-F	4 WLAC-F	4 WSM -F	4 WGFY-F>	4 WSIX-F	4 WYHY-F	4 WGFY-F	4 WGFY-F
5 WLAC-F	5 WKDF-F	5 WSM -F	5 WQKQ-F	5 WYHY-F	5 WSIX-F	5 WQKQ-F	5 WQKQ-F	5 WQKQ-F	5 WYHY-F
6 WSIX-F	6 WSM -F	6 WZEZ-F	6 WSM -F	6 WQKQ-F	6	6	6 WLAC-F	6 WSM -F	6 WLAC-F<
								7 WLAC-F	7 WQKQ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WENO	760	Nashville	0.8/1.2/	11/ 109
WGNS	1450	Murfreesboro	0.5/0.9/	6/ 77
WKDA	1240	Nashville	0.9/3.5/	12/ 301
WMDB	880	Nashville	0.9/2.3/	12/ 190
WSIX	980	Nashville	0.2/2.4/	3/ 209
WYCF	102.9	Shelbyville	0.6/2.8/	30/ 599

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 20.00 (Roslin)
WLAC, 1510, 50 KW (DA-N), N/T/REL.	ABC, \$ 40.00 (Durpetti) Fairmont
WMDB, 880, 2.5 KW (DAYS,DA), BLACK	, \$ 17.00 (---)
WSIX, 980, 5 KW (DA-N), VARIETY	, \$ N/A (McGuild) Capstar
WSM, 650, 50 KW, COUNTRY	NBC, \$ 46.00 (Christal) Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 23.00 (MMR)

FM STATIONS

WGFY-F, 104.5, 49 KW @ 1312, CLASSIC AOR	, \$ 48.00 (Banner) Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC, \$ 94.00 (Katz) Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 90.00 (Durpetti) Fairmont
WQKQ-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 38.00 (MMR)
WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES	, \$ 43.00 (Banner) Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	UNISUP, \$ 100.00 (McGuild) Capstar
WSM-F, 95.5, 100 KW @ 1286, COUNTRY	NBC, \$ 80.00 (Christal) Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR	, \$ 87.00 (Eastman) Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, \$ 50.00 (Eastman) South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,246,700
 MSA Rank/Pop: 11/2,670,000
 New York ADI
 Average Person Ratings: 18.7
 Market TSL: 24.50 hours

Stations: 43/16
 Diaries: 1882/1194:1/56.6%
 Sample Target: 1735
 % Below Line: NA
 % Not Listed: NA

1990 Revenue: \$34,000,000
 HH Inc.: \$57,897
 Retail \$: 28.0 Bil
 Pop per Station: 140,418
 #1 Biller: WALK-AF \$8,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WBLI-F (CHR)	233/ 5.6	4.4	4.9	4.7	5.0	4.9	3301/14.7	10.9	13.5		3.7	133	2218	WBLI-F
2. WALK-AF (AC)	224/ 5.4	7.2	6.7	7.0	6.8	6.6	3228/14.4	14.0	13.7		5.1	179	2550	WALK-AF
3. WBAB-F (AOR)	164/ 3.9	4.5	5.2	4.3	5.0	4.5	2743/12.2	13.3	13.3		5.8	205	3589	WBAB-F
4. WHLI (BB)	143/ 3.4	2.2	3.9	2.6	3.8	3.0	1042/ 4.6	3.1	4.6		2.0	71	814	WHLI
5. WYNY-F (C)	135/ 3.2	3.5	2.4	3.7	3.4	3.2	1644/ 7.3	7.8	7.3		3.4	122	1791	WYNY-F
6. WGSM (BB)	110/ 2.6	2.6	1.4	1.9	2.5	2.1	591/ 2.6	3.0	2.7		0.8	29	414	WGSM
7. WKJY-F (AC)	100/ 2.4	3.0	2.6	3.3	3.6	2.8	1529/ 6.8	7.1	8.0		1.8	64	975	WKJY-F
8. WCTO-F (EZ)	87/ 2.1	1.8	2.6	3.0	2.7	2.4	1280/ 5.7	5.5	4.7		2.1	74	1250	WCTO-F
9. WDRE-F (AOR)	82/ 2.0	1.9	2.0	1.7	1.8	1.9	1340/ 6.0	6.0	5.6		2.8	100	1643	WDRE-F
10. WRCN-F (AOR)	28/ 0.7	0.8	1.0	1.1	0.9	0.9	816/ 3.6	2.9	3.2		0.5	17	477	WRCN-F
11. WBAZ-F (AC)	20/ 0.5	0.4	0.8	0.4	---	0.5	255/ 1.1	1.0	0.0		0.1	3	181	WBAZ-F
12. WLNG-AF (?)	18/ 0.5	0.3	0.3	---	---	0.3	326/ 1.5	1.2	0.0					WLNG-AF
13. WLIM (BB)	13/ 0.3	---	---	---	0.3	0.1	138/ 0.6	0.0	0.7					WLIM
14. WBAB (AOR)	10/ 0.2	0.1	---	---	---	0.1	236/ 1.1	0.7	0.0					WBAB

12+ FM SHARE (METRO): NA (WIN 90: NA)

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WCTO-F	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WBLI-F<	1 WBLI-F	1 WBLI-F>	1 WALK-F>>
2 WDRE-F	2 WBLI-F	2 WALK-AF	2 WBLI-F>	2 WBLI-F>	2 WHLI	2 WBLI-F>	2 WALK-AF	2 WALK-AF	2 WDRE-F<	2 WBLI-F
3 WBAB-F	3 WALK-AF	3 WBAB-F	3 WBAB-F	3 WYNY-F	3 WBLI-F<	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WYNY-F<
4	4 WDRE-F	4 WYNY-F	4 WYNY-F	4 WBAB-F>	4 WYNY-F	4	4 WYNY-F	4 WYNY-F	4 WALK-AF	4 WBAB-F>
5	5	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WGSM	5	5 WHLI	5	5	5 WLNG-F
							6 WCTO-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F	1 WBLI-F>	1 WBLI-F>	1 WBLI-F	1 WBLI-F	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F>	1 WALK-AF<
2 WBAB-F>	2 WBAB-F	2 WALK-AF	2 WALK-AF>>	2 WALK-AF>>	2 WBLI-F>	2 WALK-AF	2 WALK-AF>	2 WALK-AF<	2 WBAB-F
3 WDRE-F	3 WALK-AF	3 WBAB-F	3 WKJY-F	3 WKJY-F	3 WDRE-F	3 WDRE-F	3 WDRE-F	3 WBLI-F	3 WYNY-F
4 WALK-AF	4 WDRE-F	4 WKJY-F	4 WBAB-F	4 WYNY-F	4	4 WBLI-F	4	4 WYNY-F	4 WBLI-F
5 WKJY-F	5 WKJY-F	WDRE-F	5 WYNY-F	5	5	5	5	5 WDRE-F	5

OTHER RATED STATIONS METRO SHARE/CUME RATING

See New York for more about the following stations:

WABC	2.3/6.8	WNSR-F	3.2/9.5
WBLI-F	1.6/4.5	WOR	3.8/8.4
WCBS	4.9/16.8	WPAT	0.2/1.2
WCBS-F	5.8/15.0	WPAT-F	3.3/7.7
WEZN -F	0.9/4.7	WPLJ-F	1.9/10.5
WFAN	2.5/10.3	WPLR-F	0.8/3.0
WHTZ-F	3.9/15.4	WQCD-F	1.5/5.4
WINS	4.7/18.6	WQHT-F	2.5/8.2
WLIB	0.8/1.0	WQQQ-F	0.3/1.3
WLTW-F	3.3/9.8	WQXR	0.1/0.4
WNCN-F	1.3/4.0	WQXR-F	0.8/2.7
WNEW	1.3/3.7	WRKS-F	2.1/5.5
WNEW-F	3.1/10.5	WXRK-F	2.9/11.1

RADIO STATIONS

WGSM	, 740,	25 KW (DAYS, DA)	, Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (Roslin)	Greater Media
WHLI	, 1100,	10 KW (DAYS, DA)	, Nostalgia	UNISUP, \$ 48.00 (Katz)	Barnstable
WLIX	, 540,	250 W (DAYS)	, Religion	, \$ 25.00 (---)	
WALK-F,	97.5,	45 KW @ 530	, AC	, \$160.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 268	, AOR	, \$140.00 (MMR)	Noble
WBAZ-F,	101.7,	6 KW @ 231	, Soft AC	UNISUP, \$ 30.00 (---)	
WBLI-F,	106.1,	25 KW @ 492	, CHR	, \$111.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300	, EZ/Btfl	, \$ 55.00 (Roslin)	Greater Media
WDRE-F,	92.7,	1 KW @ 521	, AOR	, \$ 64.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 328	, Soft AC	, \$ 70.00 (Katz)	New Barnstable
WRCN-F,	103.9,	1.5 KW @ 466	, AOR	, \$ 40.00 (---)	
WVHB-F,	107.1,	3 KW @ 300	, CHR	SOURCE, \$ 25.00 (Roslin)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 36/1,061,900
 MSA Rank/Pop: 38/1,310,000
 ADI # 36
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 25/23
 Diaries: 1794/592:1/51.5%
 Sample Target: 1575
 % Below Line: 0.8
 % Not Listed: 9.7

1990 Revenue: \$31,100,000
 HH Inc.: \$26,730
 Retail \$: 9.6 Bil
 Pop per Station: 46,169
 #1 Biller: WWL \$5,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	213/11.1	13.3	11.8	12.9	15.1	12.3	223/2388	2166/20.4	20.9	22.0	15.7	285	2831	WYLD-F
2. WWL (N/T)	209/10.9	8.1	7.2	5.4	5.4	7.9	269/3339	2476/23.3	23.7	16.9	9.8	178	2135	WWL
3. WQUE-AF (B)	198/10.4	10.4	10.2	10.0	8.7	10.3	249/3131	2460/23.2	24.6	23.4	13.4	241	2787	WQUE-AF
4. WEZB-F (CHR)	163/ 8.5	9.2	9.1	11.2	10.1	9.5	206/3527	2652/25.0	24.7	25.4	12.0	217	3131	WEZB-F
5. WNOE-F (C)	137/ 7.2	7.5	5.3	5.4	5.6	6.3	184/1995	1405/13.2	13.1	11.1	5.7	103	1268	WNOE-F
6. WLTS-F (AC)	129/ 6.7	5.7	4.8	5.3	6.3	5.6	152/2035	1707/16.1	15.1	14.2	3.9	71	990	WLTS-F
7. WLMG-F (AC)	95/ 5.0	5.6	5.8	5.9	6.2	5.6	100/1612	1473/13.9	14.0	15.6	4.2	77	900	WLMG-F
8. WBOK (GOSP)	78/ 4.1	3.1	5.2	3.7	4.2	4.0	90/850	763/ 7.2	5.8	7.3	2.9	53	1033	WBOK
9. WRNO-F (AOR)	77/ 4.0	3.5	3.6	3.6	3.6	3.7	107/1737	1216/11.5	11.8	12.8	3.8	68	1377	WRNO-F
KQLD-F (O)	77/ 4.0	4.7	4.5	3.5	5.3	4.2	87/1275	1059/10.0	11.4	11.8	4.0	73	1046	KQLD-F
11. WBYU (BB)	68/ 3.5	3.4	4.9	3.9	4.6	3.9	69/649	607/ 5.7	6.9	9.0	3.3	60	620	WBYU
12. WCKW-F (CL AOR)	64/ 3.3	4.3	3.3	4.6	3.8	3.9	109/1741	1153/10.9	11.1	10.4	4.9	88	1148	WCKW-F
13. WMXZ-F (AC)	46/ 2.4	2.7	3.7	3.3	1.9	3.0	54/1151	921/ 8.7	9.7	4.4	1.9	35	491	WMXZ-F
14. KHOM-F (O)	26/ 1.4	1.6	1.9	2.3	1.3	1.8	80/1290	598/ 5.6	6.6	5.6	1.4	25	430	KHOM-F
15. WTIX (T)	24/ 1.3	0.8	0.5	1.0	0.9	0.9	24/413	400/ 3.8	2.6	4.4	0.6	10	227	WTIX
16. WYLD (GOSP)	23/ 1.2	1.5	1.9	2.4	2.1	1.8	38/715	541/ 5.1	4.6	4.7	2.5	45	505	WYLD
17. WYAT (O)	21/ 1.1	0.7	0.8	1.3	0.6	1.0	21/325	325/ 3.1	2.2	3.1	0.2	4	159	WYAT
WSMB (T)	21/ 1.1	0.8	1.4	1.7	1.8	1.3	22/374	341/ 3.2	3.4	4.8	0.6	11	287	WSMB
KNOK-F (J/NA)	21/ 1.1	0.9	1.8	0.7	---	1.1	21/277	277/ 2.6	2.9	0.0	1.0	18	322	KNOK-F

12+ FM SHARE (METRO): 72.72% (1258 of 1730) (WIN 90: 74.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL >	1 WWL >	1 WWL >	1 WQUE-AF	1 WYLD-F	1 WYLD-F>
2 WQUE-AF	2 WQUE-AF>	2 WQUE-AF>	2 WQUE-AF<	2 WWL <	2 WNOE-F>	2 WEZB-F	2 WLTS-F	2 WYLD-F	2 WQUE-AF>	2 WQUE-F
WYLD-F	3 WEZB-F	3 WEZB-F<	3 WLTS-F	3 WLTS-F<	3 WLTS-F<	3 WYLD-F	3 WYLD-F	WVL	3 WEZB-F>	3 WWL >
4	4 WLTS-F	4 WLTS-F	4 WWL	4 WQUE-AF	4 WBOK <	4 WQUE-AF	4 WNOE-F	4 WEZB-F	4 WBOK <	4 WNOE-F
5	5 WRNO-F<	5 WWL	5 WEZB-F<	5 WNOE-F	5 WYLD-F	5 WNOE-F	5 WQUE-AF<	5 WNOE-F<	5 WNOE-F	WBOK
6	6 WCKW-F	6 WNOE-F	6 WNOE-F	6 WEZB-F<	6 WLMG-F	6 WLTS-F	6 WLMG-F	6 WLTS-F	6	6 WTIX <
7	7 WWL	7	7 KQLD-F	7 KQLD-F	WBYU	7	7 WEZB-F	7	7	7 WLMG-F
				8 WLMG-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F	1 WLTS-F>	1 WYLD-F	1 WLTS-F	1 WQUE-AF	1 WQUE-AF	1 WRNO-F	1 WYLD-F<	1 WWL >
2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WLTS-F	2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WQUE-AF<	2 WWL <	2 WYLD-F
3 WEZB-F>	3 WLTS-F	WYLD-F>	3 WQUE-AF	3 WQUE-AF	3 WEZB-F>	3 WRNO-F	3 WYLD-F	3 WQUE-AF	3 WQUE-AF
4 WMXZ-F>	4 WEZB-F	4 WEZB-F>	4 WEZB-F>	4 WEZB-F<	4 WRNO-F	4 WCKW-F	WCKW-F	4 WRNO-F	4 WNOE-F
5 WLTS-F	5	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WCKW-F	5 WWL	5 WWL >	5 WEZB-F	5 WRNO-F
6 WCKW-F	6	6	6	6 WNOE-F<	6 WWL	WEZB-F	6 WEZB-F	6 WCKW-F	6 KQLD-F<
7	7	7	7	7 KQLD-F	7	7	7 WNOE-F	7 WNOE-F	7 WCKW-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KGLA 1540	Gretna	0.3/0.8/	6/ 82	
WADU 830	Norco/Kenner	0.4/1.1/	9/ 169	
WNOE 1060	New Orleans	0.6/2.2/	16/ 307	
WFMF-F 102.5	Baton Rouge	0.3/1.5/	75/1045	
WKJN-F 103.3	Hammond	0.5/2.1/	53/ 942	

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT	, \$ 24.00 (---)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	, \$ 30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F			
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I	, \$ 25.00 (Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS	, \$ 22.00 (---)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS	, \$ 60.00 (Katz)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, UNISP	, \$ 20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		, \$ 20.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES	NBC	, \$ 30.00 (Torbet)	(HOUMA)
KQLD, 106.7, 100 KW @ 983, OLDIES		, \$ 35.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE	, \$ 39.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR		, \$ 100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC		, \$ 55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC	RADRAD	, \$ 60.00 (Durpetti)	
WMXZ, 95.7, 100 KW @ 984, AC		, \$ 44.00 (Christal)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY	MBS	, \$ 50.00 (McGuild)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR		, \$ 76.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC R, ABC F	, \$ 51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK	ABC C	, \$ 61.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,151,200
 MSA Rank/Pop: 2/15,400,000
 ADI # 1
 Average Person Ratings: 19.7
 Market TSL: 25.75 hours

Stations: 46/45
 Diaries: 5741/2465:1/53.2%
 Sample Target: 4200
 % Below Line: 0.3
 % Not Listed: 9.6

1990 Revenue: \$335,600,000
 HH Inc.: \$41,370
 Retail \$:115.9 B11
 Pop per Station: 314,471
 #1 Biller: WINS \$26,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WRKS-F (B)	1631/ 5.8	5.6	5.5	5.1	4.5	5.5	1735/18392	17388/12.3	11.7	10.6	7.3	1848	20879	WRKS-F
2. WINS (N)	1580/ 5.7	4.4	4.4	4.3	4.8	4.7	1589/30115	29663/21.0	18.8	19.1	5.2	1317	26786	WINS
3. WCBS-F (O)	1407/ 5.0	5.0	5.1	4.6	5.1	4.9	1482/20680	19601/13.9	13.4	14.1	4.7	1187	12092	WCBS-F
4. WLTW-F (SAC)	1401/ 5.0	5.1	5.1	4.1	4.8	4.8	1441/19208	18466/13.0	13.0	12.9	4.0	1009	12779	WLTW-F
5. WCBS (N)	1240/ 4.4	3.6	3.6	3.6	3.4	3.8	1431/26782	22721/16.1	14.5	13.4	4.1	1026	17095	WCBS
6. WOR (T)	1187/ 4.3	3.9	4.0	3.9	4.0	4.0	1285/15359	13778/ 9.7	9.5	9.9	3.7	943	10516	WOR
7. WNSR-F (AC)	1169/ 4.2	3.5	3.7	3.7	3.0	3.8	1201/18154	17576/12.4	10.6	9.5	3.2	797	11482	WNSR-F
8. WBLS-F (B)	1132/ 4.1	4.0	3.7	3.8	4.0	3.9	1140/14505	14376/10.2	9.6	9.7	4.6	1151	15526	WBLS-F
9. WPAT-F (EZ)	1113/ 4.0	4.8	3.6	4.0	4.0	4.1	1152/12026	11339/ 8.0	9.9	9.2	2.8	702	8294	WPAT-F
10. WQHT-F (CHR)	1041/ 3.7	4.1	4.2	4.0	4.0	4.0	1119/16309	15253/10.8	10.9	11.0	5.0	1253	17257	WQHT-F
11. WHTZ-F (CHR)	1004/ 3.6	4.7	4.8	4.6	4.7	4.4	1046/20425	19963/14.1	15.5	17.1	4.4	1109	19862	WHTZ-F
12. WXRK-F (CL AOR)	885/ 3.2	3.5	3.3	3.4	3.2	3.3	936/16898	15856/11.2	11.2	10.4	3.3	836	15506	WXRK-F
13. WNEW-F (AOR)	775/ 2.8	3.2	4.1	3.9	3.4	3.5	828/15391	14440/10.2	10.2	10.9	4.2	1050	14791	WNEW-F
14. WABC (T)	716/ 2.6	3.4	2.6	2.6	2.8	2.8	834/12434	10647/ 7.5	8.7	7.9	3.3	832	9796	WABC
15. WYNY-F (C)	707/ 2.5	2.7	2.5	2.4	2.4	2.5	733/10304	9646/ 6.8	6.9	6.3	2.4	609	6616	WYNY-F
16. WFAN (T)	653/ 2.3	2.7	3.1	3.3	2.4	2.8	806/14361	11436/ 8.1	9.3	7.8	2.5	619	10978	WFAN
17. WQCD-F (J/NA)	639/ 2.3	2.0	2.1	2.3	1.8	2.2	666/10733	10211/ 7.2	6.4	6.3	2.6	661	8140	WQCD-F
18. WADO (SP)	609/ 2.2	1.6	1.9	1.7	1.8	1.9	609/4857	4857/ 3.4	2.8	3.2	0.8	198	3001	WADO
19. WSKQ-F (SP)	600/ 2.1	1.6	2.2	2.1	2.6	2.0	604/5352	5287/ 3.7	3.4	3.9	1.4	347	6211	WSKQ-F
20. WPLJ-F (CHR)	565/ 2.0	2.2	2.5	2.6	2.6	2.3	585/16987	16210/11.5	11.6	12.2	2.7	691	19036	WPLJ-F
21. WNEW (BB)	482/ 1.7	1.8	1.9	2.4	1.7	2.0	531/8591	7822/ 5.5	5.8	5.5	1.4	356	5446	WNEW
22. WLIB (B)	430/ 1.5	1.5	1.5	1.9	1.3	1.6	430/3743	3743/ 2.6	2.4	2.4	1.6	402	2471	WLIB
23. WNCN-F (CL)	407/ 1.5	1.4	1.3	1.6	1.5	1.5	427/7848	7450/ 5.3	4.4	5.4	1.7	419	5520	WNCN-F
24. WSKQ (SP)	362/ 1.3	1.5	1.7	1.3	1.1	1.5	363/3242	3237/ 2.3	2.7	2.2	0.6	155	4077	WSKQ
25. WQXR-AF (CL)	358/ 1.3	1.5	1.4	1.8	2.0	1.5	431/7824	7436/ 5.3	4.6	6.8	1.5	353	5849	WQXR-AF
26. WPAT (EZ)	291/ 1.0	0.9	0.8	1.2	1.2	1.0	291/4255	4255/ 3.0	3.5	3.8	0.5	119	3025	WPAT
27. WALK-F (AC)	247/ 0.9	1.1	1.0	1.1	1.1	1.0	260/4093	3764/ 2.6	2.4	2.4	0.8	194	3739	WALK-F
28. WWR (REL/G)	241/ 0.9	0.6	0.6	0.8	1.0	0.7	241/2214	2214/ 1.6	1.7	2.0	0.6	155	2020	WWR
29. WBLI-F (CHR)	234/ 0.8	0.7	0.8	0.8	0.8	0.8	235/3420	3337/ 2.4	2.0	2.3	0.7	164	2599	WBLI-F
30. WKDM (SP)	232/ 0.8	1.0	1.0	0.8	0.7	0.9	232/2303	2303/ 1.6	1.8	1.0				WKDM
31. WDRE-F (AOR)	211/ 0.8	0.8	0.8	0.9	0.7	0.8	212/3623	3598/ 2.5	2.4	2.3				WDRE-F
32.														
33.														
34.														
35.														

12+ FM SHARE (METRO): 65.45% (16514 of 25231) (WIN 90: 67.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WCBS-F	1 WCBS-F	1 WINS	1 WINS >	1 WLTW-F	1 WRKS-F	1 WRKS-F	1 WOR >
2 WHTZ-F<	2 WNSR-F	2 WLTW-F<	2 WLTW-F	2 WLTW-F	2 WOR <	2 WCBS	2 WCBS-F	2 WLTW-F<	2 WBLS-F	2 WINS
3 WQHT-F>	3 WXRK-F	3 WCBS-F	3 WNSR-F	3 WNSR-F	3 WCBS <	3 WXRK-F<	3 WPAT-F	3 WCBS-F<	3 WQHT-F>	3 WCBS
4 WPLJ-F>	WQHT-F	4 WNSR-F	4 WRKS-F<	4 WRKS-F<	4 WPAT-F<	4 WOR <	WNSR-F<	4 WNSR-F	4 WINS	4 WRKS-F
5 WBLS-F	5 WBLS-F<	5 WBLS-F	5 WBLS-F<	5 WINS <	5 WCBS-F	5 WRKS-F	5 WRKS-F	5 WINS	WCBS-F<	5 WBLS-F>
6	6 WNEW-F	6 WXRK-F	6 WINS	6 WBLS-F	6 WLTW-F>	6 WCBS-F	6 WINS	6 WQHT-F	6 WOR <	6 WCBS-F>
7	WLTW-F	7 WNEW-F<	7 WXRK-F	7 WXRK-F	7 WABC	7 WHTZ-F	7 WOR	WPAT-F	7 WHTZ-F	7 WABC
8	8 WHTZ-F	8 WQHT-F	8 WNEW-F	8 WNEW-F	8 WADO	8 WLTW-F	8 WCBS	WBLS-F	8 WLTW-F	8 WLTW-F
9	9 WCBS-F	WINS	9 WQCD-F	9 WQCD-F<	9 WYNY-F<	9 WFAN	9 WBLS-F	9 WABC	9 WNSR-F	9 WADO
10	10 WSKQ-F	10 WHTZ-F	10 WSKQ-F	10 WCBS	10 WBLS-F	10 WNSR-F	10 WNEW-F	10 WHTZ-F	10 WCBS	10 WQCD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WCBS-F
2 WQHT-F	2 WNSR-F	2 WNSR-F	2 WNSR-F<	WCBS-F	2 WRKS-F	2 WRKS-F	2 WXRK-F	2 WCBS-F	2 WLTW-F
3 WNSR-F	3 WLTW-F	3 WLTW-F	3 WLTW-F	3 WNSR-F<	3 WXRK-F>	3 WNEW-F	3 WBLS-F	3 WNSR-F<	3 WXRK-F
4 WHTZ-F>	4 WHTZ-F	4 WCBS-F	4 WCBS-F	4 WRKS-F>	4 WHTZ-F<	4 WQHT-F	4 WRKS-F	4 WNEW-F	WINS <
5 WLTW-F	5 WQHT-F	5 WBLS-F<	5 WHTZ-F	5 WBLS-F<	5 WNEW-F	5 WBLS-F	5 WQCD-F	WLTW-F	5 WBLS-F
6 WBLS-F	6 WBLS-F	6 WSKQ-F<	6 WBLS-F	6 WINS	WBLS-F	6 WNSR-F	WNSR-F	WBLS-F	6 WNEW-F<
7 WPLJ-F>	7 WSKQ-F	7 WHTZ-F	7 WQHT-F	7 WHTZ-F	7 WNSR-F	7 WLTW-F	WLTW-F	7 WINS <	7 WFAN
8 WNEW-F	8 WCBS-F	8 WXRK-F<	8 WSKQ-F	8 WSKQ-F	8	8 WQCD-F	8 WFAN	8 WNSR-F	8 WQCD-F
9	9 WPLJ-F	9 WNEW-F	9 WINS	9 WCBS	9	9 WFAN	9 WCBS-F	9 WQHT-F	9 WNSR-F
10	WNEW-F	10 WQHT-F	10 WPLJ-F	10 WYNY-F	10	WCBS-F	10	10 WFAN	10 WRKS-F
									WCBS

NEW YORK

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WBAB-F	102.3	Babylon	0.6/2.2/173/3185
WCTC	1450	New Brunswick	0.3/1.1/ 95/1607
WCTO-F	94.3	Smithtown	0.3/0.9/ 88/1322
WDHA-F	105.5	Dover	0.4/1.3/212/3623
WEVD	1050	New York	0.3/1.3/ 74/1981
WFAS-F	103.9	White Plains	0.3/0.9/ 71/1295
WFME-F	94.7	Newark	0.4/1.4/164/2328
WGSM	740	Huntington	0.4/0.5/115/ 704
WHLI	1100	Hempstead	0.7/0.8/198/1250
WHUD-F	100.7	Peekskill	0.6/1.1/262/2887
WKJY-F	98.3	Hempstead	0.4/1.3/116/1882
WMGQ-F	98.3	New Brunswick	0.3/0.9/ 80/1509
WNJR	1430	Newark	0.7/1.7/194/2381
WKXW-F	101.5	Trenton	0.3/1.2/208/3241

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$250.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$140.00	(---)	Tichenor
WCBS,	880,	50 KW	, News	CBS,	\$360.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT,	\$ 80.00	(Groskin)	
WFAN,	660,	50 KW	, Sports Talk	NBC UNIPWR,	\$260.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	, News	ABC,	\$400.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	,	\$ 85.00	(Katz)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 90.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	(---)	Saleva
WNEW,	1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC,	\$150.00	(Eastman)	Westwood One
WOR,	710,	50 KW (DA-1)	, Talk	ABC UNIULT,	\$250.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, EZ	,	\$ NA	(MMR)	Park
WQXR,	1560,	50 KW (DA-2)	, Classical	UNISUP,	\$ NA	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$100.00	(---)	SBS
WHDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 40.00	(---)	
WWRL,	1600,	5 KW (DA-2)	, Gospel	NBN,	\$ 45.00	(K & P)	
WZRC,	1480,	5 KW (DA-2)	, AOR	SMN,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223	, Black	ABC,	\$320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	7 KW @ 1327	, Oldies	RADRAD,	\$475.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1223	, CHR	,	\$400.00	(Christal)	Malrite
WFME,	94.7,	38 KW @ 570	, Religion	,	\$ NA	(---)	Family (NEWARK)
WHUD,	100.7,	50 KW @ 500	, Btfl/EZ	,	\$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$425.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1223	, Classical	APR UNIULT,	\$175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR,	\$340.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1223	, AC	UNIPWR,	\$279.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1418	, Btfl/EZ	,	\$220.00	(MMR)	Park
WPLJ,	95.5,	6.8 KW @ 1335	, CHR	ABC,	\$240.00	(Banner)	Cap Cities/ABC
WQCD,	101.9,	5.4 KW @ 1418	, Jazz	UNISUP,	\$255.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1346	, CHR/Dance	,	\$240.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$160.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$275.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1223	, Hispanic	,	\$100.00	(SBS)	SBS
WXRK,	92.3,	7.8 KW @ 1223	, Classic AOR	ABC,	\$310.00	(Torbet)	Infinity
WYNY,	103.5,	5.8 KW @ 1390	, Country	,	\$200.00	(Eastman)	Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 33/1,151,600
 MSA Rank/Pop: 33/1,390,000
 ADI # 42
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 26/23
 Diaries: 1654/696:1/59.6%
 Sample Target: 1380
 % Below Line: 1.2
 % Not Listed: 9.9

1990 Revenue: \$31,700,000
 HH Inc.: \$34,700
 Retail \$: 10.6 Bill
 Pop per Station: 50,069
 #1 Biller: WNOR-AF \$4,600,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH.	Birch Cume	
1. WOI-F (B)	214/10.9	13.1	9.4	9.0	8.2	10.6	248/2618	2323/20.2	19.5	16.7	11.1	238	2781	WOI-F
2. WCMS-AF (C)	177/ 9.1	8.2	9.2	7.1	8.5	8.4	194/2309	2033/17.7	16.1	14.9	7.2	150	1946	WCMS-AF
3. WFOG-F (EZ)	143/ 7.3	5.5	6.8	8.2	8.9	6.9	161/1764	1549/13.5	11.0	14.3	4.7	100	1317	WFOG-F
4. WNOR-AF (AOR)	138/ 7.0	6.7	8.6	9.2	9.0	7.9	146/2332	2183/19.0	16.4	17.8	6.9	147	2808	WNOR-AF
5. WNVZ-F (CHR)	135/ 6.9	6.4	6.2	8.2	5.4	6.9	150/2555	2299/20.0	18.9	17.8	6.6	141	2780	WNVZ-F
6. WWDE-F (AC)	115/ 5.9	5.9	6.4	5.0	3.8	5.8	119/1719	1604/13.9	15.0	10.6	3.4	73	1372	WWDE-F
7. WAFX-F (CL AOR)	102/ 5.2	7.6	8.3	7.5	8.2	7.2	134/2382	1942/16.9	16.2	15.6	7.8	167	2174	WAFX-F
8. WJQI-AF (SAC)	101/ 5.1	6.2	6.6	5.5	5.5	5.8	106/1411	1339/11.6	12.3	11.8	4.5	91	1029	WJQI-AF
9. WLTY-F (O)	101/ 5.1	5.1	2.8	3.9	3.5	4.2	120/1550	1281/11.1	11.9	10.8	4.7	101	1134	WLTY-F
10. WMYK-F (B)	96/ 4.9	4.6	5.2	5.2	5.1	5.0	122/1670	1222/10.6	10.6	13.9	6.9	147	1865	WMYK-F
11. WMXN-F (AC)	90/ 4.6	3.4	2.9	2.6	2.4	3.4	97/1641	1479/12.8	10.3	8.4	5.3	114	1756	WMXN-F
12. WNIS (N/T)	65/ 3.3	2.3	2.7	2.8	4.3	2.8	66/829	801/ 7.0	6.2	7.0	2.8	61	948	WNIS
13. WTAR (BB)	56/ 2.8	3.2	2.9	2.4	2.9	2.8	59/1099	998/ 8.7	7.7	8.3	1.4	30	648	WTAR
14. WPCE (GOSP)	51/ 2.6	1.9	1.9	2.6	2.9	2.3	51/622	614/ 5.3	4.1	6.0	1.8	38	554	WPCE
15. WGH -F (C)	43/ 2.2	1.4	2.5	3.3	3.5	2.3	48/961	834/ 7.2	5.3	14.5	1.8	39	587	WGH -F
16. WBSK (B)	33/ 1.7	1.5	2.1	2.2	2.7	1.9	36/550	512/ 4.4	3.8	6.8	0.4	9	243	WBSK
17. WTZR-F (AOR)	31/ 1.6	1.7	1.9	1.8	1.8	1.8	32/542	516/ 4.5	3.9	3.7	3.4	74	797	WTZR-F
18. WGH (N/T)	26/ 1.3	0.6	0.5	0.4	0.5	0.7	27/674	634/ 5.5	3.4	2.4	0.9	20	374	WGH
19. WKEZ-F (C)	25/ 1.3	1.3	1.4	1.5	1.9	1.4	48/709	479/ 4.2	4.0	3.3	1.7	37	437	WKEZ-F
20.														

12+ FM SHARE (METRO): 85.66% (1517 of 1771) (WIN 90: 83.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOI-F	1 WOI-F	1 WOI-F	1 WLTY-F	1 WCMS-AF	1 WCMS-AF	1 WOI-F	1 WCMS-AF	1 WOI-F	1 WOI-F	1 WOI-F
2 WNVZ-F	2 WNOR-AF	2 WNOR-AF	2 WCMS-AF	2 WWDE-F	2 WFOG-F	2 WCMS-AF	2 WFOG-F	2 WCMS-AF	2 WNVZ-F	2 WAFX-F
3	3 WAFX-F	3 WCMS-AF	3 WWDE-F	3 WLTY-F	3 WLTY-F	3 WWDE-F	3 WNOR-AF	3 WNOR-AF	3 WMYK-F	3 WCMS-F
4	4 WNVZ-F	4 WLTY-F	4 WOI-F	4 WOI-F	4 WWDE-F	4 WNVZ-F	4 WOI-F	4 WNVZ-F	4 WNOR-AF	4 WNVZ-F
5	5 WMYK-F	5 WAFX-F	5 WJQI-AF	5 WMYK-F	5 WJQI-AF	5 WNOR-AF	5 WJQI-AF	5 WFOG-F	5 WCMS-AF	5 WMYK-F
6	6 WMXN-F	6 WWDE-F	6 WMYK-F	6 WJQI-AF	6 WTAR	6 WFOG-F	6 WWDE-F	6 WLTY-F	6 WAFX-F	6 WJQI-F
7	7 WWDE-F	7 WNVZ-F	7 WNOR-AF	7 WNOR-AF	7 WNIS	7 WLTY-F	7 WLTY-F	7 WAFX-F	7	7 WLTY-F
8	8	8	8 WAFX-F	8	8	8	8 WMXN-F	8 WJQI-AF	8	8
							9 WNIS	9 WWDE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOI-F	1 WOI-F	1 WWDE-F	1 WWDE-F	1 WWDE-F	1 WOI-F	1 WOI-F	1 WNOR-AF	1 WNOR-AF	1 WCMS-AF
2 WNVZ-F	2 WWDE-F	2 WOI-F	2 WOI-F	2 WJQI-AF	2 WNOR-AF	2 WNOR-AF	2 WAFX-F	2 WNVZ-F	2 WLTY-F
3 WMXN-F	3 WNVZ-F	3 WJQI-AF	3 WJQI-AF	3 WCMS-AF	3 WNVZ-F	3 WAFX-F	3 WOI-F	3 WAFX-F	3 WNOR-AF
4 WNOR-AF	4 WMXN-F	4 WMYK-F	4 WMXN-F	4 WLTY-F	4 WAFX-F	4 WNVZ-F	4 WMYK-F	4 WCMS-AF	4 WMYK-F
5 WAFX-F	5 WNOR-AF	5 WAFX-F	5 WNVZ-F	5 WOI-F	5	5 WMYK-F	5 WCMS-AF	5 WLTY-F	5 WAFX-F
6 WWDE-F	6 WAFX-F	6 WNOR-AF	6 WLTY-F	6 WMYK-F	6	6	6 WMXN-F	6 WMYK-F	6 WOI-F
7 WTZR-F	7 WJQI-AF	7 WMXN-F	7 WMYK-F	7 WMXN-F	7	7	7	7	7
		8 WNVZ-F	8 WCMS-AF						

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA	TSA
WTJZ	1270 Newport News	0.3/1.2/	6/	138
WDCK-F	96.5 Williamsburg	0.5/1.3/	19/	315
WRVA	1140 Richmond	0.3/0.6/	30/	400
WXRI-F	107.7 Windsor	0.4/0.9/	8/	123

NORFOLK

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) , Black	NBN ABC, \$ 30.00 (Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) , News/Talk	NBC ABC, \$ 37.00 (MMR)	Sinclair
WPCE , 1400, 1 KW , Gospel	SBN UNIULT, \$ 25.00 (---)	Willis
WTAR , 790, 5 KW (DA-1) , Nostalgia	CBS UNISUP, \$ 35.00 (Katz)	Landmark

FH STATIONS

WAFX , 106.9, 100 KW @ 937 , Classic AOR	, \$ 61.00 (CBS)	Radio Ventures (P)
WCMS , 100.5, 50 KW @ 500 , Country	ABC, \$ 95.00 (Eastman)	
WFOG , 92.9, 50 KW @ 484 , EZ	UNIULT, \$ 65.00 (MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 400 , Country	ABC UNISUP, \$ 40.00 (Durpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 500 , Soft AC	UNISUP, \$ 45.00 (Torbet)	Coleman
WKEZ , 94.1, 50 KW @ 500 , Country	UNIULT, \$ 36.00 (Roslin)	Eure
WLTJ , 95.7, 40 KW @ 881 , Oldies	, \$ 69.00 (Katz)	Landmark
WMYK , 93.7, 100 KW @ 940 , Black	ABC, \$ 49.00 (Durpetti)	(ELIZABETH CITY)
WNOR , 98.7, 46 KW @ 520 , AOR	SOURCE, \$100.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 480 , CHR	, \$ 70.00 (Banner)	Wilks-Schwartz
WTZR , 92.1, 2 KW @ 421 , AOR	, \$ 25.00 (K & P)	(MOYOCK)
WOWI , 102.9, 50 KW @ 470 , Black	SBN UNIPWR, \$ 57.00 (Mc-Guild)	Ragan Henry
WWDE , 101.3, 50 KW @ 500 , AC	RADRAD, \$ 84.00 (Christal)	Edens
WMXN , 105.3, 50 KW @ 500 , AC	MBS ABC, \$ 40.00 (Banner)	ML/Win

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 48/802,900
 MSA Rank/Pop: 53/978,000
 ADI # 40
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 20/19
 Diaries: 1330/604:1/58.2%
 Sample Target: 1190
 % Below Line: 0.6
 % Not Listed: 9.3

1990 Revenue: \$23,400,000
 HH Inc.: \$26,669
 Retail \$: 7.8 Bil
 Pop per Station: 42,257
 #1 Biller: KXXY-AF \$5,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	211/15.7	17.1	14.9	16.0	15.2	15.9	290/2836	2137/26.6	28.8	24.9	19.0	253	2272	KXXY-AF
2. KATT-F (AOR)	149/11.1	10.2	10.2	9.2	7.0	10.2	199/2345	1626/20.3	19.5	15.3	12.1	164	1879	KATT-F
3. KJYO-F (CHR)	120/9.0	7.3	9.6	7.5	9.2	8.4	132/2042	1747/21.8	22.1	22.7	11.1	151	1875	KJYO-F
4. KTOK (N/T)	107/8.0	7.2	4.9	5.5	5.7	6.4	124/1726	1483/18.5	20.5	16.7	5.7	78	1220	KTOK
5. KRXO-F (AOR)	93/6.9	7.3	5.7	5.3	4.4	6.3	115/1528	1264/15.7	14.4	13.7	7.2	98	1258	KRXO-F
6. KEBC-F (C)	92/6.9	6.8	5.3	6.8	7.2	6.5	142/2070	1424/17.7	17.4	16.3	7.3	99	1405	KEBC-F
7. KMGL-F (AC)	83/6.2	7.0	6.9	7.4	5.9	6.9	93/1632	1338/16.7	14.8	12.6	6.3	86	805	KMGL-F
8. KOQL-F (AC)	72/5.4	4.4	5.1	4.8	5.4	4.9	95/1304	958/11.9	12.6	15.1	3.4	46	811	KOQL-F
9. KKNG-F (EZ/SAC)	67/5.0	4.9	5.9	8.0	11.4	5.9	77/1256	1054/13.1	12.3	18.7	5.1	69	880	KKNG-F
10. KZBS-F (CHR)	56/4.2	5.9	5.8	7.5	6.9	5.8	67/1405	1167/14.5	14.4	18.5	4.7	64	1365	KZBS-F
11. WKY (EZ)	52/3.9	4.8	6.5	3.8	2.5	4.8	89/1273	903/11.2	10.0	8.2	3.0	41	775	WKY
12. KTNT-F (J/NA)	33/2.9	2.4	2.1	0.6	0.4	1.9	33/439	439/5.5	5.6	3.0	1.6	22	410	KTNT-F
13. KOMA (AC)	29/2.2	2.3	3.7	3.6	4.6	3.0	54/1026	592/7.4	7.5	8.9	2.7	37	687	KOMA
14.														
15.														

12+ FM SHARE (METRO): 80.92% (984 of 1216) (WIN 90: 81.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KATT-F	1 KXXY-F>
2 KATT-F>	2 KXXY-AF	2 KRXO-F	2 KRXO-F	2 KRXO-F	2 KTOK	2 KTOK	2 KATT-F	2 KATT-F	2 KXXY-AF	2 KTOK >
3 KXXY-AF	3 KRXO-F	3 KRXO-F	3 KATT-F	3 KATT-F	3 KEBC-F	3 KATT-F	3 KTOK	3 KJYO-F	3 KJYO-F>	3 KATT-F
4	4 KJYO-F>	4 KJYO-F	4 KOQL-F	4 KOQL-F	4 KKNG-F	4 KJYO-F	4 KRXO-F	4 KRXO-F	4 KTOK	4 KJYO-F<
5	5 KMGL-F	5 KMGL-F	5 KMGL-F	5 KMGL-F	5 WKY	5 KRXO-F	5 KEBC-F	5 KTOK	5 KEBC-F<	5 KEBC-F
6	6 KZBS-F	6 KOQL-F	KJYO-F	6 KJYO-F	6 KOQL-F	6 KEBC-F	6 KMGL-F	6 KMGL-F	6 KMGL-F	6
7	7 KEBC-F	7 KEBC-F<	7	7 KTOK <	7	7 KMGL-F<	7 KKNG-F	7 KEBC-F<	7 KKNG-F	7
8	8	8 KZBS-F	8	8 KEBC-F	8	8 KOQL-F	8 KJYO-F<	8 KKNG-F	8 KRXO-F	8
							9 KOQL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>	1 KATT-F>	1 KATT-F	1 KATT-F	1 KXXY-AF
2 KXXY-AF	2 KJYO-F	2 KRXO-F	2 KJYO-F	2 KOQL-F	2 KXXY-AF>	2 KXXY-AF	2 KRXO-F	2 KXXY-AF>	2 KRXO-F
KATT-F>	3 KATT-F	3 KJYO-F	3 KATT-F	3 KMGL-F	3 KMGL-F	3 KRXO-F>	3 KXXY-AF>	3 KRXO-F>	3 KATT-F
4 KMGL-F>	4 KRXO-F	KATT-F>	4 KMGL-F	4 KJYO-F	KJYO-F	4 KJYO-F	4 KJYO-F	4 KTOK	4 KTOK
5 KRXO-F	5 KMGL-F	5 KZBS-F	5 KRXO-F<	5 KRXO-F	5	5	5 KEBC-F	5	5 KOQL-F
6 KEBC-F	6 KZBS-F	KOQL-F	6 KOQL-F	6 KKNG-F<	6	6	6	6	6 KEBC-F
7 KZBS-F	7	7 KMGL-F	7	7 KATT-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
KBYE 890 Oklahoma City	0.4/0.6/	6/	69	
KNTL-F 104.9 Bethny/OK City	1.3/3.5/	18/	283	
KQCV 800 Oklahoma City	1.1/3.2/	21/	288	
KTLV 1220 Midwest Cty/OK	0.4/1.5/	6/	131	
WVLS 640 Moore/Norman				
KRMG 740 Tulsa	0.6/2.2/	18/	390	

RADIO STATIONS

KOMA , 1520, 50 KW (DA-N) , Oldies	CBS, \$35.00 (CBS)	Diamond
KPRW , 1140, 1 KW (DAYS) , Business News	SBN, \$22.00 (Banner)	Surrey
KQCV , 800, 250 W (DAYS) , Religion	, \$15.00 (---)	Bott
KTOK , 1000, 5 KW (DA-2) , News/Talk	ABC MBS, \$57.00 (Crystal)	Clear Channel
KXXY , 1340, 1 KW , See KXXY-F		
WKY , 930, 5 KW (DA-N) , Country	UNIULT, \$32.00 (Crystal)	Gaylord
KATT-F, 100.5, 100 KW @ 1188 , AOR	SOURCE, \$65.00 (Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 1387 , Country	ABC, \$40.00 (Katz)	
KJYO-F, 102.7, 100 KW @ 985 , CHR	, \$54.00 (Crystal)	Clear Channel
KKNG-F, 92.5, 100 KW @ 984 , EZ	, \$44.00 (Katz)	Wilks-Schwartz
KOQL-F, 101.9, 100 KW @ 1387 , AC/Oldies	, \$40.00 (Katz)	Entercom
KMGL-F, 104.1, 100 KW @ 1363 , AC	UNISUP, \$40.00 (Eastman)	Renda
KNTL-F, 104.9, 3 KW @ 300 , Religion	, \$18.00 (---)	CBN (BETHANY)
KRXO-F, 107.7, 100 KW @ 990 , Classic AOR	, \$63.00 (CBS)	Diamond
KXXY-F, 96.1, 100 KW @ 1167 , Country	, \$100.00 (Mc-Guild)	Newmarket
KZBS-F, 98.0, 100 KW @ 1100 , CHR	APR, \$38.00 (HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 73/504,500
MSA Rank/Pop: 82/623,000
ADI # 73
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 18/15
Diaries: 1045/483:1/64.2%
Sample Target: 935
% Below Line: 3.2
% Not Listed: 7.2

1990 Revenue: \$20,100,000
HH Inc.: \$35,758
Retail \$: 4.8 Bil
Pop per Station: 33,633
#1 Biller: WOW -AF \$3,600,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KEZO-AF (AOR)	117/13.7	12.1	13.1	15.2	10.5	13.5	134/1568	1165/23.1	20.9	24.7	14.5	118	1496	KEZO-AF
2. KFAB (MOR/FS)	114/13.4	14.6	12.3	12.0	12.6	13.1	190/2709	1494/29.6	35.6	31.9	13.5	113	1516	KFAB
3. KESY-AF (EZ)	92/10.9	8.2	13.1	11.4	12.4	10.9	108/1130	950/18.8	19.0	20.5	9.0	71	714	KESY-AF
4. WOW -F (C)	92/10.8	9.0	7.2	7.1	8.2	8.5	134/1451	926/18.4	16.6	17.4	10.3	86	824	WOW -F
5. KQKQ-F (CHR)	81/ 9.5	11.5	11.1	13.7	14.7	11.4	106/1881	1415/28.0	29.4	33.7	11.5	96	1737	KQKQ-F
6. KEFM-F (AC)	73/ 8.6	7.5	7.1	8.4	7.6	7.9	88/1418	1031/20.4	19.7	20.2	7.0	59	918	KEFM-F
7. KGOR-F (O)	55/ 6.5	6.8	5.9	5.8	8.0	6.3	74/1330	871/17.3	16.5	20.3	4.1	34	521	KGOR-F
8. WOW (C)	44/ 5.2	5.1	4.7	4.0	5.1	4.8	88/1198	583/11.6	12.0	10.6	3.8	32	512	WOW
9. KXKT-F (CHR)	30/ 3.5	4.9	4.9	4.4	2.5	4.4	60/1154	702/13.9	13.9	8.8	6.3	53	950	KXKT-F
10. KKAR (T)	24/ 2.8	2.4	2.8	2.0	1.9	2.5	29/543	411/ 8.1	7.7	7.3	1.8	15	316	KKAR
11. KKVU-F (J/NA)	22/ 2.6	3.9	1.9	----	----	2.1	22/363	356/ 7.1	8.5	0.0	5.5	46	446	KKVU-F
12. KFMMQ-F (AOR)	21/ 2.5	1.7	1.8	1.5	1.9	1.9	60/1060	418/ 8.1	5.4	7.9	1.4	12	261	KFMMQ-F
13. KOIL (O)	14/ 1.6	1.7	3.9	2.2	2.1	2.4	17/426	309/ 6.1	6.6	8.5	1.4	12	182	KOIL
14.														
15.														

12+ FM SHARE (METRO): 74.02% (584 of 789) (WIN 90: 73.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>>	1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF	1 KFAB	1 KFAB >	1 KEZO-AF	1 KEZO-AF>	1 KQKQ-F	1 WOW -F
2 KXKT-F	2 KQKQ-F	2 KEFM-F	2 WOW -F	2 WOW -F	2 KESY-AF	2 KEZO-AF	2 KESY-AF	2 KESY-AF	2 KEZO-AF	2 KFAB
3	3 KEFM-F>	3 KQKQ-F<	3 KEFM-F	3 KEFM-F	3 WOW -F>	3 WOW -F	3 KFAB <	3 WOW -F<	3 KFAB >	KEZO-F>
4	4 KGOR-F	4 WOW -F	4 KGOR-F	4 KGOR-F	4 WOW	4 KQKQ-F<	4 WOW -F>	4 KQKQ-F<	4 KEFM-F	4 KEFM-F
5	5 WOW -F	5 KGOR-F	5 KESY-AF	5 KESY-AF	5 KEFM-F	5 KESY-AF	5 KGOR-F	5 KFAB	5 KESY-AF	5
6	6	6 KESY-AF	6 KQKQ-F	6 KFAB	6 KGOR-F	6 KEFM-F	6 KEFM-F	6 KEFM-F	6 WOW -F	6
7	7	7 KFAB	7 KFAB	7 KQKQ-F	7	7	7 KQKQ-F	7 KGOR-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F	1 KEZO-AF	1 KEZO-AF	1 KEFM-F	1 KEFM-F	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F<	KEFM-F	2 KQKQ-F	2 KESY-AF	2 KQKQ-F	2 WOW -F	2 WOW -F	2 WOW -F	2 WOW -F>
3 KEFM-F>>	3 KQKQ-F>	3 KGOR-F	3 KEZO-AF	3 WOW -F	3 KQKQ-F	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KGOR-F
4 KXKT-F	4 KGOR-F>	4 KQKQ-F	4 WOW -F	4 KQKQ-F	4 KXKT-F	4 KGOR-F	4 KFMQ-F	4 KQKQ-F	4 KFAB
5	5 KESY-AF	5 KESY-AF	KGOR-F	KGOR-F	5	5 KFMQ-F	KQKQ-F	5 KFAB	5 KEFM-F
6	WOW -F	WOW -F	6 KESY-AF	6 KFAB	6	6	6 KEFM-F	KEFM-F	6 KESY-AF
7	KXKT-F	7	7	7 KEZO-AF	7	7	7	7	7 KQKQ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCRO 660 Omaha	0.5/1.3/	9/	145	
KFRX-F 102.7 Lincoln	0.4/2.2/	32/	825	
KZXX-F 96.9 Seward	0.4/2.0/	74/	905	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP, \$ 80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	UNIULT, \$ 24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC, \$ N/A (Torbet)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK	, \$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	, \$ 40.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087,	EZ/SOFT AC	ABC, UNIULT, \$ 35.00 (McGuild)	
KEZO-F, 92.3, 100 KW @ 1212,	AOR	, \$ 67.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR, \$ 44.00 (Christal)	Henry
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	, \$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247,	CHR	, \$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC, \$ 70.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/899,000
 MSA Rank/Pop: 46/1,070,000
 ADI # 25
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 22/19
 Diaries: 1349/666:1/52.0%
 Sample Target: 1200
 % Below Line: 5.3
 % Not Listed: 11.1

1990 Revenue: \$46,200,000
 HH Inc.: \$32,809
 Retail \$: 10.6 Bill
 Pop per Station: 47,315
 #1 Biller: WKKA-F \$6,600,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book					12+ TSA					12+ METRO					Birch			Cume
		90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	Share	AQH	Cume								
1. WKKA-F (C)	177/12.1	9.6	8.7	9.6	11.2	10.0	316/3253	1583/17.6	18.7	18.1	9.4	131	1575	WKKA-F																										
2. WJHM-F (B)	130/ 8.9	8.3	11.4	8.9	8.1	9.4	228/2412	1359/15.1	15.3	14.6	11.9	167	1885	WJHM-F																										
3. WDBO (MOR/FS)	117/ 8.0	7.2	5.0	6.6	6.3	6.7	137/1838	1473/16.4	13.6	14.4	7.1	99	1250	WDBO																										
4. WOCL-F (O)	93/ 6.4	4.8	8.0	7.9	7.0	6.8	205/2924	1327/14.8	12.6	17.9	4.4	61	1444	WOCL-F																										
5. WMMO-F (AC)	91/ 6.2	7.2	0.6	---	---	3.5	102/1315	1116/12.4	14.8	0.0	7.6	106	1094	WMMO-F																										
6. WHTQ-F (AOR)	81/ 5.5	5.6	6.7	6.6	6.4	6.1	232/2836	1163/12.9	13.0	15.1	7.3	102	1350	WHTQ-F																										
7. WSTF-F (AC)	73/ 5.0	6.4	8.5	8.6	8.3	7.1	162/2387	1231/13.7	14.7	21.4	5.9	83	1175	WSTF-F																										
8. WOMX-F (CHR)	70/ 4.8	5.4	5.7	9.2	8.4	6.3	120/2651	1554/16.7	18.8	24.7	4.3	60	1340	WOMX-F																										
9. WDIZ-F (AOR)	65/ 4.4	5.7	5.6	5.2	5.1	5.2	143/2170	1120/12.5	13.8	14.1	6.7	94	1536	WDIZ-F																										
10. WMGF-F (AC)	60/ 4.1	3.2	3.8	3.3	4.0	3.6	99/1666	892/ 9.9	10.7	11.4	3.9	55	702	WMGF-F																										
11. WSSP-F (EZ/SAC)	59/ 4.0	4.8	5.7	6.1	5.4	5.2	148/2069	968/10.8	9.9	13.6	2.9	41	506	WSSP-F																										
12. WWLV-F (EZ/SAC)	54/ 3.7	2.3	3.6	2.3	2.6	3.0	127/1837	687/ 7.6	8.5	6.4	2.4	33	636	WWLV-F																										
13. WXXL-F (CHR)	54/ 3.7	3.9	2.7	3.8	3.7	3.5	92/1963	1224/13.6	12.3	15.4	4.4	62	1479	WXXL-F																										
14. WWNZ (N/T)	53/ 3.6	3.9	3.4	3.4	4.8	3.6	56/921	848/ 9.4	8.4	9.8	3.8	53	769	WWNZ																										
15. WLOQ-F (J/NA)	41/ 2.8	3.2	2.9	3.5	4.7	3.1	55/851	705/ 7.8	8.3	10.0	3.0	42	656	WLOQ-F																										

12+ FM SHARE (METRO): 84.02% (1094 of 1302) (WIN 90: 82.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJHM-F >>	1 WJHM-F	1 WJHM-F <	1 WKKA-F	1 WKKA-F >	1 WKKA-F >	1 WKKA-F >	1 WKKA-F >	1 WKKA-F	1 WJHM-F >	1 WDBO >>
2 WXXL-F	2 WMMO-F	2 WKKA-F	2 WOCL-F <	2 WOCL-F	2 WDBO >	2 WDBO	2 WDBO	2 WJHM-F >	2 WDBO	2 WJHM-F
3 WOMX-F >	3 WHTQ-F <	3 WMMO-F	3 WMMO-F	3 WMMO-F	3 WOCL-F >	3 WJHM-F	3 WMMO-F	3 WDBO	3 WHTQ-F	3 WKKA-F >
4 WHTQ-F	4 WDIZ-F	4 WOCL-F	4 WJHM-F	4 WJHM-F	4 WSSP-F	4 WOCL-F	4 WOCL-F	4 WMMO-F	4 WXXL-F	4 WMMO-F
5	5 WSTF-F	5 WHTQ-F	5 WSTF-F	5 WDBO <	5 WWNZ	5 WMMO-F	5 WSTF-F <	5 WHTQ-F <	5 WKKA-F	5 WOCL-F <
6	6 WOMX-F	6 WSTF-F	6	6 WSTF-F	6	6	6 WJHM-F	6 WOCL-F	6 WOCL-F	6 WSTF-F
		7 WDIZ-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F	1 WJHM-F	1 WJHM-F	1 WKKA-F	1 WHTQ-F >	1 WDIZ-F	1 WMMO-F	1 WKKA-F <	1 WKKA-F >
2 WOMX-F	2 WMMO-F	2 WSTF-F	2 WKKA-F	2 WOCL-F	2 WDIZ-F	2 WHTQ-F	2 WDIZ-F >	2 WDIZ-F <	2 WMMO-F
3 WMMO-F	3 WSTF-F	3 WMMO-F >	3 WMMO-F	3 WJHM-F	3 WXXL-F >	3 WMMO-F	3 WSTF-F	3 WHTQ-F	3 WOCL-F
4 WHTQ-F >	4 WOMX-F >	4 WKKA-F >	4 WSTF-F <	4 WSTF-F	4 WJHM-F >>	4 WJHM-F	4 WHTQ-F	4 WMMO-F	4 WDBO
5 WXXL-F	5 WKKA-F	5 WOMX-F	5 WOCL-F	5 WMMO-F	5	5 WXXL-F	5 WJHM-F	5 WJHM-F	5 WDIZ-F
6 WMGF-F	WHTQ-F	WDIZ-F	6 WOMX-F	6 WMGF-F	6	6 WSTF-F	6 WKKA-F	6 WOCL-F	6 WJHM-F
							WOMX-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGTO	540	Pine Hills/Orln	1.4/3.1/ 35/ 553
WONQ	1140	Orlando	0.7/0.9/ 10/ 84
WTLN	1520	Apopka/Orlando	0.2/0.5/ 3/ 44
WTLN-F	95.3	Apopka/Orlando	1.5/3.6/ 24/ 355
WXTO	1600	Winter Garden	0.3/1.0/ 5/ 105
WGNE-F	98.1	Titusville	0.4/2.5/ 89/1149
WPCV-F	97.5	Winter Haven/Lk	1.2/3.9/142/1555

RADIO STATIONS

WDBO	580,	5 KW (DA-N)	MOR/Full Service	ABC, \$ 51.00	(Katz)	New City
WHOO	990,	50 KW/5 KW (DA-N)	See WHOO-F			
WPRD	1440,	5 KW/1 KW (DA-N)	Children's Radio	IND UNILT, \$ 20.00	(MMR)	Metroplex
WWNZ	740,	5 KW/1 KW (OA-N)	News/Talk	CBS MBS, \$ 40.00	(Christal)	Guy Gannett
WDIZ-F,	100.3,	100 KW @ 1186	AOR	ABC, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1598	AOR	SOURCE, \$ 75.00	(Eastman)	TK
WJHM-F,	101.9,	28 KW @ 1584	Black/Urban	\$ 62.00	(HNWH)	Beasley (DYTN BCHA)
WMGF-F,	107.7,	100 KW @ 1584	Soft AC	UNISUP, \$ 71.00	(MMR)	Metroplex
WLOQ-F,	103.1,	2.6 KW @ 350	Jazz	\$ 50.00	(Banner)	
WMMO-F,	98.9,	38 KW @ 500	AC	\$ 50.00	(---	
WOCL-F,	105.9,	100 KW @ 1584	Oldies	APR, \$ 90.00	(Christal)	American (DELAND)
WOMX-F,	105.1,	100 KW @ 1310	CHR	\$ 86.00	(Banner)	Nationwide
WSSP-F,	104.1,	100 KW @ 1598	EZ	\$ 68.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F,	101.1,	100 KW @ 1598	AC	\$ 108.00	(Banner)	(COCOA BEACH)
WKKA-F,	92.3,	100 KW @ 1341	Country	\$ 140.00	(Katz)	New City
WXXL-F,	106.7,	100 KW @ 801	CHR	\$ 60.00	(Durpetti)	Taylor (LEESBURG)

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,155,600
 MSA Rank/Pop: 4/4,940,000
 ADI # 4
 Average Person Ratings: 19.8
 Market TSL: 25.75 hours

Stations: 31/24
 Diaries: 2729/1523:1/54.1%
 Sample Target: 2595
 % Below Line: 2.9
 % Not Listed: 11.7

1990 Revenue: \$142,000,000
 HH Inc.: \$37,692
 Retail \$: 38.4 Bil
 Pop per Station: 173,150
 #1 Biller: KYW \$17,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. KYW (N)	721/ 8.8	8.8	7.9	5.8	7.4	7.8	818/16346	14143/34.0	28.0	29.6			KYW
2. WPEN (BB/FS)	569/ 6.9	5.5	5.2	5.2	6.0	5.7	595/4779	4452/10.7	9.9	10.8			WPEN
3. WUSL-F (B)	505/ 6.1	6.7	7.0	6.8	6.7	6.7	586/6453	5156/12.4	12.7	13.1			WUSL-F
4. WYSP-F (CL AOR)	466/ 5.7	5.8	6.8	6.4	6.2	6.2	621/9898	7124/17.1	16.9	17.5			WYSP-F
5. WEAZ-F (EZ/SAC)	456/ 5.5	5.8	5.5	6.1	6.3	5.7	533/7978	6572/15.8	15.0	17.1			WEAZ-F
6. WXTU-F (C)	447/ 5.4	4.2	4.3	4.8	3.3	4.7	575/7240	5255/12.6	10.8	9.1			WXTU-F
7. WMMR-F (AOR)	445/ 5.4	7.6	7.9	8.2	6.9	7.3	587/9440	6629/16.0	18.8	18.0			WMMR-F
8. WIOQ-F (CHR)	428/ 5.2	4.8	5.5	5.1	5.9	5.2	502/8277	6624/15.9	15.9	17.3			WIOQ-F
9. WMGK-F (AC)	342/ 4.2	5.0	3.3	3.9	4.5	4.1	405/6534	5316/12.8	13.4	14.2			WMGK-F
WEGX-F (CHR)	342/ 4.2	3.7	4.5	4.9	5.4	4.3	438/8618	6776/16.3	14.9	18.1			WEGX-F
11. WWDB-F (T)	340/ 4.1	4.8	3.7	3.1	3.9	3.9	457/5621	4155/10.0	9.6	9.2			WWDB-F
12. WOGL-F (O)	325/ 3.9	4.7	5.3	4.6	3.9	4.6	436/7075	5151/12.4	13.9	11.6			WOGL-F
13. WDAS-F (B)	308/ 3.7	3.5	3.8	4.3	3.8	3.8	339/3943	3580/ 8.6	8.2	9.8			WDAS-F
14. WYXR-F (AC)	298/ 3.6	3.6	3.0	2.9	3.2	3.3	356/6454	5194/12.5	10.9	10.2			WYXR-F
15. WKSZ-F (AC)	249/ 3.0	3.7	3.2	4.0	4.5	3.5	308/5084	4206/10.1	11.2	11.7			WKSZ-F
16. WFLN-F (CL)	215/ 2.6	2.3	2.5	3.1	2.5	2.6	308/3885	2997/ 7.2	8.1	7.8			WFLN-F
17. WIP (T)	199/ 2.4	3.2	1.9	2.3	1.8	2.5	245/4197	3663/ 8.8	11.0	7.8			WIP
18. WHAT (T)	119/ 1.4	0.5	0.5	0.6	0.5	0.8	119/1257	1257/ 3.0	2.2	2.1			WHAT
19. WDAS (B)	90/ 1.1	0.7	1.4	1.0	1.0	1.0	92/1316	1245/ 3.0	2.2	3.1			WDAS
20.													

12+ FM SHARE (METRO): 74.05% (5381 of 7267) (WIN 90: 76.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WYSP-F	1 WYSP-F	1 WMMR-F	1 KYW	1 KYW	1 KYW	1 WEAZ-F	1 KYW	1 WUSL-F	1 WWDB-F
2 WEGX-F	2 WMMR-F	2 WMMR-F	2 KYW	2 WYSP-F	2 WPEN	2 WYSP-F	2 WPEN	2 WUSL-F	2 WIOQ-F	2 KYW
3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WYSP-F	3 WMMR-F	3 WXTU-F	3 WPEN	3 KYW	3 WXTU-F	3 WEGX-F	3 WPEN
4	4 WIOQ-F	4 KYW	4 WMGK-F	4 WEAZ-F	4 WMMR-F	4 WMMR-F	4 WPEN	4 WDAS-F	4 WUSL-F	4 WUSL-F
5	5 WDAS-F	5 WMGK-F	5 WUSL-F	5 WUSL-F	5 WWDB-F	5 WUSL-F	5 WXTU-F	5 WEAZ-F	5 KYW	5
6	6 WEGX-F	6 WIOQ-F	6 WOGL-F	6 WOGL-F	6	6 WMGK-F	6 WMMR-F	6 WMMR-F	6 WWDB-F	6
7	7 WYXR-F	7 WYXR-F	7 WYXR-F	7 WEAZ-F	7	7	7 WUSL-F	7 WIOQ-F	7	7
8	8 WMGK-F	8 WOGL-F	8 WDAS-F	8 WDAS-F	8	8	8 WYSP-F	8 WYSP-F	8	8
9	9	9 WDAS-F	9 WEAZ-F	9 WXTU-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WMGK-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
2 WIOQ-F	2 WMMR-F	2 WMGK-F	2 WMGK-F	2 WEAZ-F	2 WIOQ-F	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMMR-F
3 WEGX-F	3 WIOQ-F	3 WMMR-F	3 WYXR-F	3 KYW	3 WMMR-F	3 WIOQ-F	3 WUSL-F	3 KYW	3 KYW
4 WMMR-F	4 WYXR-F	4 WDAS-F	4 WEAZ-F	4 WUSL-F	4 WEGX-F	4 WUSL-F	4 KYW	4 WUSL-F	4 WOGL-F
5 WYXR-F	5 WDAS-F	5 WYXR-F	5 WMMR-F	5 WYXR-F	5 WUSL-F	5 KYW	5 WMGK-F	5 WOGL-F	5 WXTU-F
6 WYSP-F	6 WMGK-F	6 WIOQ-F	6 WDAS-F	6 WDAS-F	6 WDAS-F	6 WEGX-F	6 WDAS-F	6 WIOQ-F	6 WUSL-F
7 WKSZ-F	7 WEGX-F	7 WEAZ-F	7 WIOQ-F	7 WOGL-F	7	7 WDAS-F	7 WIOQ-F	7	7 WDAS-F
8 WDAS-F	8	8 WYSP-F	8 KYW	8	8	8	8 WIP	8	8 WIP

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WCOJ	1420	Coatesville	0.3/1.0/ 23/ 453
WEAZ	560	Philadelphia	0.4/1.6/ 52/ 914
WNAP	1110	Norristown	0.4/0.9/ 48/ 533
WOGL	1210	Philadelphia	0.5/2.9/ 60/1742
WPGR	1540	Philadelphia	0.4/0.6/ 35/ 299
WABC	770	New York	0.3/0.9/ 84/1131
WCHR-F	94.5	Trenton/Philly	0.3/1.1/ 36/ 525
WFHZ-F	100.7	Allentown	0.5/1.3/244/2489
WJBR-F	99.5	Wilmington	0.4/1.5/107/1629
WKXW-F	101.5	Trenton	0.4/1.8/144/2250
WPST-F	97.5	Trenton/Phily	0.7/3.4/107/2428
WSTW-F	93.7	Wilmington	0.3/1.7/148/2123

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1), NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse
WGL, 1210, 50 KW, OLDIES	CBS, \$ 105.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2), GOSPEL	NBN, \$ 45.00 (Banner)	Unity
WHAT, 1340, 1 KW, BLACK	SBN, \$ 42.00 (---)	
WIP, 610, 5 KW (DA-1), SPORTS/TALK	ABC MBS, \$ 59.00 (Katz)	
WPEN, 950, 5 KW (DA-N), NOSTALGIA	UNIULT, \$ 140.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA), OLDIES	UNISUP UNIULT, \$ 30.00 (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 (---)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 80.00 (Banner)	Unity
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuild)	
WEGX, 106.1, 22 KW @ 740, CHR	ABC, \$ 140.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, \$ 96.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, \$ 120.00 (HNWH)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 170.00 (Katz)	
WMGK, 102.9, 9 KW @ 1180, AC	, \$ 175.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse
WGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 120.00 (CBS)	CBS
WSNI, 104.5, 16 KW @ 873, AC	, \$ 152.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 190.00 (McGuild)	Tak
WWDB, 96.5, 17 KW @ 865, TALK	ABC, \$ 90.00 (Banner)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, \$ 110.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC, \$ 185.00 (Torbet)	Infinity

WAAF -- SEE WORCESTER

PHOENIX

rbtiron Rank/Pop (12+): 22/1,786,000
 SA Rank/Pop: 19/2,180,000
 ADI # 20
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 29/29
 Diaries: 1765/1012:1/56.7%
 Sample Target: 1695
 % Below Line: 0.0
 % Not Listed: 6.3

1990 Revenue: \$72,300,000
 HH Inc.: \$32,545
 Retail \$: 17.0 Bill
 Pop per Station: 61,586
 #1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
		90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90											
1. KTAR (N/T)	334/10.6	8.8	7.6	8.6	8.3	8.9	357/4742	4417/24.7	21.6	19.0	12.3	392	4140	KTAR																	
2. KNIX-F (C)	332/10.5	11.0	9.8	9.1	11.4	10.1	377/4626	3783/21.2	22.6	21.9	9.5	302	3801	KNIX-F																	
3. KKLT-F (AC)	178/ 5.7	6.2	5.5	5.1	6.4	5.6	185/2291	2168/12.1	15.9	14.2	2.9	94	1331	KKLT-F																	
4. KMLE-F (C)	176/ 5.6	4.3	5.1	4.6	4.5	4.9	186/2324	2181/12.2	9.2	10.6	5.3	169	1747	KMLE-F																	
5. KUPD-F (AOR)	168/ 5.3	6.4	6.7	6.7	7.4	6.3	217/3042	2513/14.1	15.0	14.9	7.3	232	2845	KUPD-F																	
6. KKFR-F (CHR)	155/ 4.9	4.1	4.1	4.2	5.6	4.3	165/2393	2174/12.2	11.8	15.0	7.2	229	3032	KKFR-F																	
7. KFYI (N/T)	142/ 4.5	3.2	3.8	2.9	2.1	3.6	144/1826	1771/ 9.9	8.1	6.5	3.5	113	1141	KFYI																	
8. KOY -F (CHR)	131/ 4.2	4.0	4.7	4.7	6.3	4.4	154/2919	2653/14.9	15.8	17.9	5.1	163	3213	KOY -F																	
9. KMEO-F (EZ)	121/ 3.8	5.6	3.9	5.4	6.2	4.7	125/2087	1938/10.9	10.2	14.8	2.9	94	1510	KMEO-F																	
0. KSLX-F (CL AOR)	120/ 3.8	4.7	5.4	3.5	4.0	4.3	125/2134	2025/11.3	12.1	10.9	3.7	119	1791	KSLX-F																	
1. KOOL-F (O)	115/ 3.7	2.8	2.7	4.3	4.0	3.4	116/1915	1812/10.1	9.0	11.8	3.4	108	1313	KOOL-F																	
2. KOY (BB)	110/ 3.5	2.1	2.8	3.1	3.2	2.9	118/1734	1597/ 8.9	6.1	7.7	2.0	63	1022	KOY																	
3. KDKB-F (AOR)	108/ 3.4	3.1	3.3	4.5	4.4	3.6	132/2266	1879/10.5	10.9	11.7	2.6	83	1483	KDKB-F																	
4. KESZ-F (AC)	104/ 3.3	4.4	4.4	4.2	3.2	4.1	104/1723	1661/ 9.3	11.4	9.9	2.8	88	1047	KESZ-F																	
5. KZZP-F (CHR)	103/ 3.3	3.8	4.3	3.1	2.9	3.6	108/2292	2120/11.9	14.8	15.6	3.5	113	2440	KZZP-F																	
6. KHXX-F (AC)	89/ 2.8	3.0	3.9	4.4	2.2	3.5	96/1452	1356/ 7.6	10.3	6.9	1.6	50	1112	KHXX-F																	
7. KLFF (BB)	70/ 2.2	2.4	2.3	1.5	1.8	2.1	70/712	699/ 3.9	4.1	3.5	1.4	45	398	KLFF																	
8. KCWV (C)	47/ 1.5	1.4	0.9	1.2	1.5	1.3	50/518	481/ 2.7	2.1	4.1	0.4	14	376	KCWV																	
9. KOOL (O)	44/ 1.4	1.5	1.5	2.1	1.4	1.6	46/872	802/ 4.5	3.7	4.5	2.0	63	667	KOOL																	
KONC-F (CL)	44/ 1.4	1.4	0.7	1.6	1.3	1.3	45/774	740/ 4.0	3.5	3.1	1.2	37	540	KONC-F																	
1. KGRX-F (J/NA)	43/ 1.4	1.4	0.4	0.7	0.7	1.0	52/936	818/ 4.6	3.6	3.0	2.9	91	1114	KGRX-F																	
2. KUKQ (AOR)	41/ 1.3	1.0	2.0	1.7	1.2	1.5	45/591	544/ 3.0	3.5	2.5	2.3	73	876	KUKQ																	
3. KVVA (SP)	38/ 1.2	0.9	0.7	1.4	0.7	1.0	39/436	424/ 2.4	1.8	2.0	0.7	22	485	KVVA																	
4. KVVA-F (SP)	35/ 1.1	0.3	---	0.5	---	0.5	35/294	286/ 1.6	0.7	0.0	0.6	20	245	KVVA-F																	
5. KSUN (SP)	29/ 0.9	0.6	1.2	1.0	0.7	0.9	30/428	416/ 2.3	1.5	1.6	0.6	19	219	KSUN																	

12+ FM SHARE (METRO): 68.50% (2022 of 2952) (WIN 90: 75.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>	1 KUPD-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F	1 KTAR	1 KTAR	1 KNIX-F	1 KTAR <	1 KTAR	1 KTAR >
2 KOY -F>>	2 KMLE-F	2 KTAR <	2 KTAR	2 KTAR	2 KNIX-F>	2 KNIX-F>	2 KTAR	2 KNIX-F>	2 KKFR-F	2 KNIX-F
3 KZZP-F	3 KNIX-F	3 KUPD-F<	3 KKLT-F	3 KKLT-F	3 KFYI	3 KMLE-F	3 KKLT-F>	3 KKLT-F<	3 KUPD-F	3 KFYI >
4 KUPD-F	4 KSLX-F	4 KMLE-F	4 KOOL-F	4 KOOL-F	4 KOY	4 KFYI <	4 KMLE-F	4 KMLE-F	4 KNIX-F<	4 KUPD-F
5	5 KDKB-F	5 KKLT-F	5 KUPD-F<	5 KMLE-F<	5 KKLT-F<	5 KUPD-F	5	5 KUPD-F<	5 KOY -F	5 KMEO-F
6	6 KKFR-F	6 KSLX-F	6 KSLX-F	6 KUPD-F<	6 KMEO-F	6 KKLT-F	6	6 KKFR-F	6 KMLE-F<	6 KMLE-F
7	7 KKLT-F	7	7	7 KSLX-F	7	7	7	7	7 KFYI	7 KKLT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMLE-F>	1 KMLE-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KUPD-F>	1 KUPD-F>	1 KUPD-F	1 KUPD-F<	1 KTAR
2 KZZP-F	2 KNIX-F	2 KESZ-F	2 KMLE-F	2 KKLT-F>	2 KMLE-F	2 KSLX-F	2 KSLX-F	2 KTAR	2 KNIX-F>
3 KOY -F	3 KKLT-F	3 KMLE-F	3 KKLT-F	3 KESZ-F	3 KKFR-F	3 KDKB-F	3 KDKB-F	3 KNIX-F	3 KUPD-F
4 KUPD-F	4 KESZ-F	4 KMLE-F	4 KOOL-F	4 KTAR	4 KGRX-F	4 KTAR	4 KNIX-F	4 KSLX-F<	4 KSLX-F<
KUKQ	5 KZZP-F	5 KMXX-F	5 KMXX-F	5 KMLE-F<	5 KDKB-F	5 KMLE-F	5 KTAR	5 KDKB-F	5 KOOL-F
KSLX-F	6 KSLX-F<	6 KSLX-F	6	6 KMXX-F	6 KTAR	6 KNIX-F	6 KOOL-F	6 KOOL-F<	6 KFYI <
KKLT-F	7 KKFR-F	7 KKFR-F	7	7	7	7 KKFR-F<	7	7 KMLE-F	7 KDKB-F
KKFR-F						8 KGRX-F			
9 KNIX-F									

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
AMJ 1230 Phoenix	0.3/1.0/	9/	194	
MEO 740 Phoenix	0.8/2.5/	26/	469	
PHX 1480 Phoenix	0.8/1.7/	25/	309	
XAM 1310 Mesa/Phoenix	0.5/1.7/	16/	325	

PHOENIX

AM STATIONS

KFYI , 910,	5 KW (DA-N)	, News/Talk	CBS, \$ 49.00	(Durpetti)	Broadcast Group
KLFF , 1360,	5 KW/1 KW (DA-N),	Nostalgia	NBC, \$ 31.00	(---)	
KOOL , 960,	5 KW (DA-N)	, Oldies	SMN, \$ NA	(HNWH)	Adams
KOY , 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT, \$ 40.00	(Christal)	Edens
KPHX , 1480,	1 KW/500W (DA-2),	Hispanic	CRC, \$ 26.00	(Caballero)	
KSUN , 1400,	1 KW	, Hispanic		, \$ 25.00	(Cabellero)
KTAR , 620,	5 KW (DA-N)	, News/Talk	ABC, \$175.00	(CBS)	Pulitzer
KUKQ , 1060,	5 KW/500 W (DA-N),	AOR		, \$ 27.00	(Banner)
KVVA , 860,	1 KW (DA-N)	, Hispanic		, \$ 25.00	(Lotus)
KXEG , 1010,	1 KW/250 W	, Religion		, \$ 10.00	(---)

FM STATIONS

KDKB , 93.3,	100 KW @ 1540	, AOR		, \$ 65.00	(Torbet)	Sandusky
KESZ , 99.9,	100 KW @ 1674	, AC		, \$ 68.00	(Eastman)	
KGRX , 100.3,	90 KW @ 2047	, Jazz/NAC	ABC UNIPWR, \$ 35.00	(Roslin)	(GLOBE)	
KKFR , 92.3,	100 KW @ 1647	, CHR		, \$ 70.00	(Durpetti)	Broadcast Group
KKLT , 98.7,	100 KW @ 1788	, AC		, \$108.00	(CBS)	Pulitzer
KMEO , 96.9,	100 KW @ 1560	, EZ		, \$ 97.00	(Group w)	Bonneville
KMLE , 107.9,	100 KW @ 1736	, Country		, \$ 68.00	(Eastman)	Shamrock
KHXX , 101.5,	100 KW @ 1740	, AC	UNISUP, \$ 70.00	(Banner)	EZ	
KNIX , 102.5,	100 KW @ 1620	, Country		, \$215.00	(Katz)	Buck Owens
KONC , 106.3,	2.5 KW @ 324	, Classical	NBC, \$ 37.00	(CHBS)	(SUN CITY)	
KOOL , 94.5,	100 KW @ 1655	, Oldies		, \$111.00	(HNWH)	Adams
KOY , 95.5,	100 KW @ 1570	, CHR		, \$ 88.00	(Christal)	Edens
KSLX , 100.7,	100 KW @ 1840	, Classic AOR		, \$ 80.00	(MMR)	Cook Inlet
KVVA , 107.1,	2.5 KW @ 320	, Hispanic		, \$ 30.00	(Lotus)	(APACHE JUNCTION)
KZZP , 104.7,	100 KW @ 1550	, CHR		, \$120.00	(Mc-Guild)	Nationwide
KUPD , 97.9,	100 KW @ 1620	, AOR		, \$ 90.00	(Banner)	

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,951,300
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 30/29
 Diaries: 2173/898:1/63.3%
 Sample Target: 1850
 % Below Line: 0.5
 % Not Listed: 9.9

1990 Revenue: \$54,400,000
 HH Inc.: \$30,643
 Retail \$: 14.0 Bil
 Pop per Station: 67,286
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KDKA (FS)	466/13.3	14.9	14.2	13.2	13.6	13.9	549/7483	6049/31.0	32.5	29.6	15.1	515	5279	KDKA
2. WDVE-F (AOR)	302/ 8.6	8.8	9.7	9.8	9.3	9.2	448/5147	3530/18.1	19.3	19.3	14.1	480	4561	WDVE-F
3. WWSW-AF (O)	291/ 8.3	8.1	6.4	7.7	7.3	7.6	380/5074	3828/19.6	19.6	22.1	5.5	177	1964	WWSW-AF
4. WBZZ-F (CHR)	278/ 7.9	6.9	8.6	8.4	9.5	7.9	348/5647	4590/23.5	16.7	25.5	8.1	277	4273	WBZZ-F
5. WSHH-F (EZ)	226/ 6.5	5.2	5.1	5.5	7.1	5.6	265/3680	2963/15.2	14.8	16.0	5.0	169	1835	WSHH-F
6. WAMO-F (B)	180/ 5.1	5.2	5.8	6.7	5.7	5.7	189/2231	2009/10.3	11.0	12.4	8.4	285	2946	WAMO-F
7. WTAE (N/T)	172/ 4.9	5.4	5.0	5.7	5.3	5.3	180/2545	2383/12.2	15.2	12.1	5.8	197	2241	WTAE
8. WLTJ-F (SAC)	158/ 4.5	3.9	5.0	3.8	4.5	4.3	183/2662	2174/11.1	10.6	10.7	2.0	69	1383	WLTJ-F
9. WDSY-F (C)	148/ 4.2	4.7	4.9	5.8	4.5	4.9	208/2533	1831/ 9.4	10.1	10.4	4.7	160	1617	WDSY-F
10. WHTX-F (AC)	143/ 4.1	3.5	2.8	3.7	4.5	3.5	153/2484	2342/12.0	11.3	12.7	2.6	88	1452	WHTX-F
11. WMXP-F (CHR)	133/ 3.8	3.2	2.2	1.6	1.4	2.7	149/2692	2318/11.9	10.5	7.2	4.0	135	2455	WMXP-F
12. WJAS (BB)	129/ 3.7	4.0	3.5	3.9	3.4	3.8	129/1702	1660/ 8.5	8.0	8.3	1.8	60	993	WJAS
13. WMYG-F (CL AOR)	96/ 2.7	3.7	4.6	4.2	3.4	3.8	106/2215	1994/10.2	10.2	12.0	3.5	121	2248	WMYG-F
14. WEZE-F (EZ)	91/ 2.6	4.1	3.3	2.9	2.7	3.2	126/1775	1380/ 7.1	6.9	6.6	2.5	84	1095	WEZE-F
15. KQV (N/T)	82/ 2.3	1.7	1.8	1.9	1.6	1.9	84/1394	1354/ 6.9	6.0	6.6	1.8	62	1090	KQV

12+ FM SHARE (METRO): 68.03% (2147 of 3156) (WIN 90: 67.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F >>	1 WDVE-F >	1 WDVE-F	1 WWSW-AF >	1 WWSW-AF >	1 KDKA >>	1 KDKA >>	1 WWSW-AF <	1 KDKA	1 KDKA >	1 KDKA >>
2 WMXP-F	2 WBZZ-F >	2 WWSW-AF	2 WDVE-F	2 WDVE-F	2 WWSW-AF	2 WDVE-F	2 KDKA	2 WDVE-F	2 WDVE-F <	2 WDVE-F >>
3 WAMO-F	3 WAMO-F	3 WBZZ-F >	3 WBZZ-F <	KDKA	3 WSHH-F	3 WBZZ-F	3 WDVE-F	3 WWSW-AF	3 WBZZ-F	3 WTAE
4 WDVE-F	4 WWSW-AF	4 WAMO-F	4 KDKA	4 WBZZ-F <	4 WTAE	4 WWSW-AF >	4 WSHH-F	4 WAMO-F	4 WBZZ-F	4 WLTJ-F <
5	5 WMXP-F	KDKA	5 WHTX-F	5 WSHH-F	5 WJAS	5 WSHH-F <	5 WBZZ-F	5 WSHH-F	5 WWSW-AF	5 WWSW-F <
6	6 WHTX-F <	6 WHTX-F	6 WSHH-F <	6 WLTJ-F <	6	6 WHTX-F	6 WTAE	6 WAMO-F <	6 WMXP-F	6 WBZZ-F
7	7 WMYG-F	7 WLTJ-F	7 WLTJ-F	7 WHTX-F	7	7	7	7 WTAE	7	7 WHTX-F <
										8 WSHH-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F	1 WBZZ-F <	1 WBZZ-F	1 WBZZ-F	1 WWSW-AF	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >	1 WDVE-F	1 WWSW-AF
2 WBZZ-F >	2 WDVE-F >	2 WLTJ-F <	2 WWSW-AF	2 WSHH-F <	2 WBZZ-F	2 WWSW-AF	2 WWSW-AF >	2 WWSW-AF >>	2 WDVE-F >
3 WMXP-F	3 WAMO-F	3 WDVE-F	3 WDVE-F	3 WLTJ-F	WAMO-F <	3 WBZZ-F	3 WBZZ-F <	3 KDKA <	3 KDKA >
4 WDVE-F	4 WMXP-F	4 WHTX-F	4 WLTJ-F	4 WBZZ-F	4 WMXP-F	4 WMYG-F	4 WMYG-F	4 WBZZ-F	4 WTAE
5 WHTX-F	5 WLTJ-F <	5 WWSW-AF	5 WAMO-F	5 KDKA >	5 WMYG-F	5 WAMO-F	5 WDSY-F	5 WMYG-F	5
6	6 WHTX-F	6 WAMO-F	6 WHTX-F	6 WHTX-F	6	6	6 WHTX-F	6	6
7	7 WWSW-AF	7 WMXP-F	7 WSHH-F	7 WAMO-F	7	7	WAMO-F	7	7
		8 WSHH-F	8 KDKA						

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME			
WBVP 1230 Beaver Falls	0.9/2.0/	35/	398
WCVI 1340 Connellsville	0.3/0.8/	11/	159
WEDO 810 McKeesport	0.3/1.5/	11/	296
WEEP 1080 Pittsburgh	0.3/1.3/	12/	290
WELA-F 104.3 E Liverpool	0.5/0.9/	37/	435
WESA-F 98.3 Charleroi	0.5/1.4/	18/	280
WHJB 620 Greensburg/Pitt	0.4/2.7/	15/	528
WMBS 590 Uniontown	1.1/2.4/	47/	514
WPIT 730 Pittsburgh	0.5/1.1/	21/	370
WPIT-F 101.5 Pittsburgh	1.0/3.4/	52/	868
WSSZ-F 107.1 Greensburg/Pitt	0.4/1.9/	14/	440
WYJZ 860 Pittsburgh	0.3/0.8/	12/	162
WYTK-F 95.3 Washington	0.4/1.0/	15/	242
WVAQ-F 101.9 Morgantown	0.5/0.7/	68/	858

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News/Talk	CBS UNIULT, \$ 41.00	(Roslin)	
WEPP, 1080, 50 KW (Days, DA)	, Oldies	UNISUP UNIULT, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UPI CNN, \$ 40.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, News/Talk	ABC MBS, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			
WYJZ, 860, 1 KW (Days, DA)	, ??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Great American
WEZE, 104.7, 50 KW @ 500	, EZ	ABC RADRAD, \$ 40.00	(Roslin)	
WHTX, 96.1, 50 KW @ 500	, AC	ABC, \$ 88.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 894	, Soft AC	, \$ 54.00	(Durpetti)	
WMXP, 100.7, 50 KW @ 492	, CHR/Dance	ABC, \$ 40.00	(Durpetti)	Signature
WMYG, 96.9, 45 KW @ 162	, Classic AOR	ABC, \$ 60.00	(MMR)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WSHH, 99.7, 11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC UNISUP, \$128.00	(Mc-Guild)	Shamrock

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,366,200
 MSA Rank/Pop: 42/1,430,000
 ADI # 27
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 27/23
 Diaries: 1610/849:1/59.1%
 Sample Target: 1505
 % Below Line: 1.5
 % Not Listed: 14.2

1990 Revenue: \$48,400,000
 HH Inc.: \$32,021
 Retail \$: 11.6 Bill
 Pop per Station: 59,400
 #1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book					12+ TSA					12+ METRO					FAL					WIN					Birch					Birch					Birch																	
		90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90																							
1. KEX (MOR/FS)	216/10.1	8.6	6.2	8.8	7.8	8.4	231/3671	3249/23.8	20.8	19.5	11.0	227	3577	KEX	2. KUPL-F (C)	186/ 8.7	9.1	8.5	9.0	7.5	8.8	204/2517	2142/15.7	15.7	15.8	9.4	194	1870	KUPL-F	3. KKRZ-F (CHR)	157/ 7.3	8.1	10.1	8.9	9.6	8.6	175/3082	2836/20.8	20.3	24.1	10.3	213	2833	KKRZ-F	4. KKCW-F (AC)	152/ 7.1	7.6	8.0	7.0	8.1	7.4	163/2456	2235/16.4	17.1	20.1	6.1	127	1786	KKCW-F	5. KINK-F (AOR)	143/ 6.7	5.9	6.7	6.2	6.7	6.4	155/2104	1918/14.0	13.7	15.8	5.9	123	1952	KINK-F
6. KKSJ-F (O)	137/ 6.4	6.3	4.4	5.6	3.9	5.7	151/2317	1991/14.6	16.4	11.5	5.3	109	1683	KKSJ-F	7. KXL (N/T)	106/ 4.9	5.5	4.0	5.6	5.5	5.0	118/1902	1632/11.9	12.6	13.6	4.0	83	1446	KXL	8. KUFO-F (AOR)	100/ 4.7	5.5	6.3	4.7	4.5	5.3	122/2107	1851/13.5	13.1	10.4	7.3	152	1626	KUFO-F	9. KXL -F (SAC/EZ)	80/ 3.7	4.5	3.8	4.5	7.9	4.1	95/1483	1271/ 9.3	11.0	12.7	4.1	84	858	KXL -F	10. KXYQ-F (CHR)	76/ 3.5	3.6	5.0	4.3	4.3	4.1	108/2239	1727/12.6	12.7	14.5	4.7	97	2308	KXYQ-F
11. KGW (N/T)	68/ 3.2	2.7	1.7	2.4	2.1	2.5	77/1453	1312/ 9.6	6.7	7.2	2.8	57	894	KGW	12. KGON-F (AOR)	67/ 3.1	4.1	4.0	4.9	5.6	4.0	85/1882	1686/12.3	10.6	11.9	5.6	115	2082	KGON-F	13. KWJJ-F (C)	62/ 2.9	3.0	3.0	2.5	3.0	2.8	72/1349	1132/ 8.3	7.2	8.4	2.0	41	639	KWJJ-F	14. KKSJ (BB)	45/ 2.1	3.0	4.2	4.1	2.9	3.3	46/793	745/ 5.5	6.3	6.2	1.7	35	592	KKSJ	15. KMXI-F (AC)	43/ 2.0	1.3	2.2	1.6	2.4	1.8	46/1008	924/ 6.8	6.7	7.6	1.8	37	583	KMXI-F
16. KESI (EZ)	39/ 1.8	1.3	2.2	1.1	1.6	1.6	39/423	407/ 3.0	3.8	4.3	0.4	8	271	KESI	17. KXJJ (C)	32/ 1.5	2.2	1.7	1.6	1.4	1.8	33/614	554/ 4.1	4.4	4.7	1.4	29	418	KXJJ	18. KUPL (C)	28/ 1.3	1.3	0.9	1.1	1.2	1.1	28/541	524/ 3.8	3.6	3.4	1.2	25	403	KUPL	19. KPDQ-F (REL)	27/ 1.3	1.8	1.3	1.3	1.9	1.4	35/650	502/ 3.7	5.2	5.0	1.1	23	487	KPDQ-F															

12+ FM SHARE (METRO): 68.35% (1259 of 1842) (WIN 90: 72.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F<	1 KINK-F<	1 KINK-F<	1 KEX >	1 KEX	1 KKCW-F	1 KUPL-F<	1 KEX >	1 KUPL-F>
2 KXYQ-F	2 KUFO-F	2 KINK-F	2 KKCW-F	2 KKCW-F	2 KUPL-F	2 KUPL-F	2 KUPL-F	2 KKCW-F<	2 KKRZ-F>	2 KEX
3	3 KINK-F	3 KUPL-F<	3 KKSJ-F	3 KEX <	3 KXL	3 KKCW-F<	3 KEX	3 KEX	3 KUPL-F	3 KXL
4	4 KUPL-F<	4 KKSJ-F	4 KUPL-F	4 KUPL-F	4 KKCW-F	4 KKRZ-F	4 KKSJ-F	4 KKRZ-F	4 KINK-F	4 KUFO-F<
5	5 KKCW-F	5 KKRZ-F	5 KEX	5 KKSJ-F	5 KKSJ-F	5 KINK-F	5 KINK-F	5 KKSJ-F	5 KUFO-F	5 KKCW-F
6	6 KKSJ-F	6 KUFO-F<	6	6	6 KINK-F	6 KKSJ-F	6	6 KINK-F<	6 KXL <	6
7	7 KGON-F	7 KEX	7	7	7	7 KXL	7	7 KUFO-F	7 KXYQ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KKCW-F	1 KUFO-F>>	1 KUFO-F	1 KUPL-F	1 KUFO-F<	1 KINK-F<
2 KXYQ-F	2 KKCW-F	2 KINK-F	2 KINK-F	2 KINK-F	2 KKRZ-F	2 KUPL-F	KINK-F	2 KINK-F	2 KUPL-F
3 KUFO-F	3 KINK-F<	3 KKSJ-F>	3 KKRZ-F	3 KEX	3 KUPL-F	3 KINK-F	3 KUFO-F	3 KUPL-F	3 KEX
4 KWJJ-F	4 KKSJ-F>	4 KKRZ-F	4 KUPL-F	4 KKSJ-F	4 KXYQ-F	4 KKRZ-F	4 KKRZ-F	4 KKSJ-F	4 KKSJ-F
5 KUPL-F	5 KXYQ-F<	5 KUPL-F	KKSJ-F	5 KUPL-F	5 KBMS	5 KGON-F	KGON-F	5 KKCW-F	5 KKCW-F
6 KKCW-F	6 KUPL-F	6 KGON-F	6	6	6 KKSJ-F	6 KKSJ-F	6 KKCW-F	6 KEX	6 KUFO-F
7	7 KUFO-F	7	7	7	7 KGON-F	7	7 KKSJ-F	7 KGON-F	7
							KEX	8 KKRZ-F	

OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
KBMS 1480	Vancouver/Port	0.9/1.4/ 21/ 225
KCCS 1220	Salem	0.4/0.9/ 9/ 141
KPDQ 800	Portland	0.2/1.9/ 6/ 292
KZRC 1010	Milwaukee/Port.	0.6/0.8/ 12/ 106
KFAT-F 106.1	Corvallis	0.6/1.3/ 29/ 467
KHPE-F 107.9	Albany	0.4/1.4/ 9/ 232
KRKT 990	Albany/Corvallis	0.2/0.0/ 0/ 0
KRKT-F 99.9	Albany/Corvallis	0.4/0.7/ 27/ 310

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KESI, 970, 5 KW (DA-1)	, EZ	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, MOR/FULL SER.	ABC, \$ 86.00 (Katz)	Great American
KGW, 620, 5 KW (DA-N)	, NEWS/TALK	ABC, \$ 57.00 (HMR)	King
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 33.00 (Eastman)	Heritage

KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F		
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	NBC, \$ 63.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 23.00 (Torbet)	First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR		, \$ 85.00 (Eastman)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		, \$ 110.00 (HMR)	King
KKCW, 103.3, 100 KW @ 1654, AC		, \$ 120.00 (Durpetti)	Trumper
KKRZ, 100.3, 100 KW @ 1433, CHR		ABC, \$ 100.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1268, OLDIES		UNIULT, \$ 64.00 (Eastman)	Heritage
KMJK, 106.7, 100 KW @ 997, AC	NBC, SOURCE	, \$ 48.00 (Christal)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$ 20.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 50.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY		, \$ 70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC, \$ 44.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 990, EZ/SAC		, \$ 57.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC, \$ 52.00 (Torbet)	First Cities (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,274,400
 MSA Rank/Pop: 59/918,000
 ADI # 44
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 43/24
 Diaries: 1518/839:1/54.4%
 Sample Target: 1460
 % Below Line: 17.8
 % Not Listed: 8.1

1990 Revenue: \$27,200,000
 HH Inc.: \$34,562
 Retail \$: 7.0 Btl
 Pop per Station: 53,100
 #1 Biller: WPRO-F \$4,700,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WWLI-F (SAC)	212/ 9.2	8.4	9.8	6.9	7.7	8.6	219/2603	2368/18.6	16.7	15.4	5.4	118	1257	WWLI-F
2. WPRO-F (CHR)	209/ 9.1	9.6	12.0	10.7	10.7	10.4	220/4019	3611/28.3	27.2	29.1	11.3	248	3470	WPRO-F
3. WHJJ (N/T)	143/ 6.2	6.1	4.7	4.8	5.0	5.4	143/1480	1468/11.5	14.4	12.5	5.8	127	1407	WHJJ
4. WHJY-F (AOR)	133/ 5.8	7.8	9.5	7.2	8.0	7.6	152/2781	2221/17.4	16.9	18.6	9.8	216	3016	WHJY-F
5. WSNE-F (AC)	123/ 5.3	5.2	5.3	5.3	4.4	5.3	127/1999	1773/13.9	14.1	14.0	5.3	117	1880	WSNE-F
6. WPRO (N/T)	114/ 4.9	5.9	5.9	5.6	5.4	5.6	114/2034	1958/15.4	16.3	14.3	4.5	99	1237	WPRO
7. WWRX-F (CL AOR)	101/ 4.4	3.5	2.5	3.1	3.8	3.4	168/2474	1631/12.8	9.9	10.2	4.9	108	1493	WWRX-F
8. WWBB-F (O)	101/ 4.4	5.9	5.4	6.7	4.8	5.6	104/1404	1321/10.4	14.9	15.8	5.0	110	1188	WWBB-F
9. WCTK-F (C)	86/ 3.7	3.5	3.0	4.0	3.8	3.5	108/1273	903/ 7.1	7.4	9.0	2.7	59	851	WCTK-F
10. WPLM-F (BB)	85/ 3.7	4.0	3.8	3.9	3.5	3.8	146/1467	854/ 6.7	8.0	7.2	3.5	77	775	WPLM-F
11. WHIM (C)	74/ 3.2	2.2	2.9	2.8	2.6	2.8	75/532	524/ 4.1	3.9	4.5	1.3	29	319	WHIM
12. WWKX-F (B)	64/ 2.8	2.6	3.7	4.4	3.1	3.4	68/1287	1252/ 9.8	9.0	8.9	3.9	86	1706	WWKX-F
13. WBRU-F (AOR)	63/ 2.7	1.7	1.9	2.8	1.5	2.3	70/1392	1083/ 8.5	7.6	8.0	3.0	65	1220	WBRU-F
14. WLKW (EZ)	58/ 2.5	2.4	0.7	1.0	0.9	1.6	61/783	751/ 5.9	4.6	3.6	1.5	33	518	WLKW
15. WFHN-F (CHR)	48/ 2.1	2.9	2.1	2.5	2.5	2.4	68/809	501/ 3.9	5.1	4.1	3.3	72	833	WFHN-F

12+ FM SHARE (METRO): 70.66% (1498 of 2120) (WIN 90: 72.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WPRO-F<	1 WPRO-F	1 WWLI-F	1 WWLI-F>	1 WWLI-F	1 WPRO-F	1 WWLI-F>	1 WPRO-F	1 WPRO-F>	1 WHJJ
2 WWKX-F>	2 WHJY-F>	2 WWLI-F	2 WSNE-F	2 WSNE-F	2 WHJJ	2 WWLI-F	2 WPRO-F	2 WWLI-F	2 WHJY-F	2 WBZ >>
3	3 WWLI-F	3 WHJY-F	WPRO-F	3 WPRO-F	3 WPRO	3 WHJJ <	3 WHJJ <	3 WHJJ	WHJJ >	3 WPRO
4	4 WWRX-F<	4 WSNE-F	4 WWBB-F	4 WWBB-F	4 WHJJ	4 WSNE-F<	4 WHJY-F	4 WWLI-F<	4 WWLI-F<	4 WWRX-F
5	5 WSNE-F	5 WWRX-F	5 WHJY-F	5 WHJY-F	5 WPLM-F	5 WSNE-F	5 WWBB-F	5 WSNE-F	5 WWKX-F	5 WPRO-F
6	6	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WHIM	6 WHJY-F	6 WHJY-F	6	6	6 WHJY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>>	1 WPRO-F>	1 WSNE-F<	1 WPRO-F<	1 WWLI-F>	1 WHJY-F	1 WHJY-F>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F
2 WWRX-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WSNE-F	2 WPRO-F>>	2 WPRO-F>	2 WWRX-F	2 WPRO-F	2 WWLI-F
3 WHJY-F	3 WSNE-F	3 WPRO-F>	3 WSNE-F>	3 WPRO-F>	3 WWRX-F	3 WWRX-F	3 WWLI-F	3 WWRX-F	3 WWBB-F
4 WWLI-F>	4 WWRX-F	4 WWRX-F>	4 WWRX-F	4 WWBB-F	4 WWRX-F	4 WWLI-F	4 WCTK-F	4 WWLI-F	4 WWRX-F
5 WSNE-F	5 WHJY-F	5 WWKX-F	5 WWBB-F	5	WHTB	WBRU-F	WBRU-F	5 WWBB-F	5 WSNE-F
6 WFHN-F	6	6 WBRU-F	6 WHJY-F	6	WFHN-F	6	6 WPRO-F	6 WSNE-F	6 WCTK-F
									7 WPRO-F

OTHER RATED STATIONS		METRO CUME	TSA TSA
		SHARE/RTG/AQH/CUME	
WADK	1540 Newport	0.3/0.8/ 7/	105
WALE	990 Providence	0.9/2.6/ 20/	330
WBSM	1420 New Bedford	1.6/2.7/ 38/	384
WHTB	1400 Fall River	1.4/2.1/ 32/	271
WICE	550 Pawtucket/Prov	0.3/2.0/ 7/	259
WJFD-F	97.3 New Bedford	0.6/0.9/ 14/	124
WNBH	1340 New Bedford	0.6/2.1/ 14/	282
WNRI	1380 Woonsocket	1.0/1.5/ 24/	190
WOTB-F	100.3 Middletown/Prov	0.6/1.9/ 13/	243
WWON	1240 Woonsocket	0.5/1.7/ 12/	221
WAAF-F	107.3 Worcester/Bstn	1.1/3.7/ 45/	786
WBCN-F	104.1 Boston	0.9/3.2/ 51/	917
WBOS-F	92.9 Brookline/Bstn	0.7/2.0/ 25/	344
WBZ	1030 Boston	1.1/4.0/ 51/	1029
WCDJ-F	96.9 Boston	0.9/2.0/ 31/	468

WCRB-F	102.5 Waltham/Boston	0.9/3.1/ 33/	613
WEEI	590 Boston	0.7/2.1/ 72/	999
WFAN	660 New York	0.3/1.5/ 15/	351
WHDH	850 Boston	0.7/2.7/ 35/	750
WMJX-F	106.7 Boston	0.3/2.1/ 31/	621
WODS-F	103.3 Boston	1.5/4.8/ 78/	1245
WQGN-F	105.5 Groton/NewLndon	0.3/0.8/ 40/	795
WRKO	680 Boston	0.6/1.7/ 95/	878
WSRS-F	96.1 Worcester	0.3/0.9/ 14/	264
WVBF-F	105.7 Framington	0.6/2.2/ 39/	717
WXKS-F	107.9 Medford/Boston	0.6/4.0/ 39/	1144
WZLX-F	100.7 Boston	1.1/3.8/ 61/	977
WZOU-F	94.5 Boston	1.3/6.6/ 90/	1858

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC, \$ 70.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR		APR, \$ 44.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 510, COUNTRY		, \$ 30.00 (Torbet)	Hall (NEW BEDFORD,MA)
WHJY-F, 94.1, 50 KW @ 440, AOR		, \$ 90.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 553, CHR		ABC, \$ 107.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 619, AC		, \$ 71.00 (Eastman)	Beck-Ross
WWBB-F, 101.5, 14 KW @ 950, OLDIES		, \$ 62.00 (Christal)	Wilks-Schwartz
WWKX-F, 106.3, 1 KW @ 518, BLACK		, \$ 39.00 (Christal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, \$ 69.00 (McGuilid)	Zimmerman
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR		ABC, \$ 40.00 (Durpetti)	

RALEIGH

Arbitron Rank/Pop (12+): 63/601,900
 MSA Rank/Pop: 70/707,000
 ADI # 33
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 25/20
 Diaries: 1098/548:1/51.7%
 Sample Target: 1000
 % Below Line: 4.7
 % Not Listed: 18.9

1990 Revenue: \$26,900,000
 HH Inc.: \$34,902
 Retail \$: 6.7 Bil
 Pop per Station: 30,095
 #1 Biller: WRDU-F \$5,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F (B)	110/11.1	10.7	9.0	8.0	7.7	9.7	170/1787	998/16.6	17.7	14.2	16.3	172	1362	WQOK-F
2. WPTF (FS/T)	84/ 8.5	6.7	6.2	6.6	7.6	7.0	132/1995	1108/18.4	15.2	17.3	7.9	83	844	WPTF
3. WDCG-F (CHR)	78/ 7.9	7.0	5.9	8.5	6.6	7.3	154/2379	1059/17.6	19.9	20.7	7.1	75	1311	WDCG-F
4. WRDU-F (CL AOR)	73/ 7.4	9.0	12.3	10.4	9.2	9.8	164/2207	1144/19.0	19.3	20.3	9.9	105	1518	WRDU-F
5. WRAL-F (AC)	67/ 6.7	7.2	6.2	7.4	7.2	6.9	129/2189	1147/19.1	19.4	18.1	6.7	71	981	WRAL-F
6. WQDR-F (C)	63/ 6.3	7.0	7.0	6.9	8.4	6.8	155/2017	799/13.3	13.1	17.6	8.0	85	686	WQDR-F
7. WYLT-F (SAC)	46/ 4.6	4.9	5.0	4.0	3.3	4.6	66/1226	789/13.1	13.3	11.4	2.1	22	372	WYLT-F
8. WFXC-F (B)	41/ 4.1	5.5	6.3	4.8	5.9	5.2	45/548	467/ 7.8	10.7	13.8	4.2	44	799	WFXC-F
9. WZZU-F (CHR)	32/ 3.2	2.7	2.4	3.0	3.3	2.8	66/1494	704/11.7	10.7	11.9	2.7	29	696	WZZU-F
WLLF (B)	32/ 3.2	2.4	1.6	1.8	2.9	2.3	41/423	292/ 4.9	6.5	7.0	2.3	24	246	WLLF
11. WTRG-F (O)	30/ 3.0	5.4	3.6	5.9	5.2	4.5	149/2258	653/10.8	15.6	12.1	3.4	36	581	WTRG-F
12. WDNC (BB)	24/ 2.4	1.3	2.1	2.2	2.7	2.0	38/496	420/ 7.0	4.2	7.2	1.0	11	237	WDNC
13. WKIX (BB)	22/ 2.2	1.4	0.9	0.3	0.5	1.2	27/409	318/ 5.3	5.0	4.1	0.5	5	126	WKIX
14. WSRC (REL)	18/ 1.8	0.6	---	---	0.4	0.6	18/137	131/ 2.2	2.1	1.6	1.4	15	215	WSRC
15. WPCM-F (C)	17/ 1.7	1.0	2.5	1.9	1.1	1.8	83/952	269/ 4.5	4.2	4.1	1.8	19	298	WPCM-F
16. WNND-F (J/NA)	12/ 1.2	2.0	1.4	3.4	2.0	2.0	12/279	243/ 4.0	5.4	6.2	2.4	25	380	WNND-F
17.														
18.														

12+ FM SHARE (METRO): 75.28% (606 of 805) (WIN 90: 76.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WQOK-F	1 WQOK-F>	1 WQOK-F	1 WQOK-F	1 WPTF >	1 WQOK-F<	1 WRDU-F	1 WQOK-F>	1 WQOK-F>	1 WQOK-F>>
2 WQOK-F	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WPTF	2 WQOK-F	2 WRDU-F<	2 WDCG-F>	2 WDCG-F>	2 WPTF >>
3	3 WDCG-F>	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WRAL-F>	3 WRAL-F<	3 WPTF	3 WRDU-F	3 WFXC-F	3 WFXC-F
4	4 WRAL-F	4 WDCG-F	4 WQDR-F<	4 WQDR-F	4 WYLT-F<	4 WYLT-F	4 WRAL-F	4 WDCG-F<	4 WPTF	4
5	5 WZZU-F	5 WQDR-F	5 WDCG-F	5 WDCG-F	5 WDNC	5 WRDU-F	5 WDCG-F	5 WRAL-F	5 WFXC-F	5
6	6 WQDR-F	6	6 WFXC-F<	6 WFXC-F<	6 WLLF	6 WQDR-F	6 WQDR-F	6 WQDR-F	6 WQDR-F	6
			7 WYLT-F	7 WYLT-F <						
			8 WYLT-F	8 WYLT-F						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WQOK-F>>	1 WQOK-F	1 WDCG-F	1 WQOK-F>	1 WRAL-F	1 WQOK-F>	1 WRDU-F<	1 WRDU-F>	1 WRDU-F<	1 WRDU-F	
2 WDCG-F>	2 WRDU-F	2 WQOK-F	2 WRDU-F	2 WQOK-F>	2 WRDU-F>	2 WQOK-F>	2 WQOK-F>	2 WQOK-F>	2 WQDR-F	
3 WRDU-F>	3 WRDU-F	3 WRAL-F	3 WDCG-F>	3 WDCG-F	3 WZZU-F	3 WZZU-F	3 WFXC-F	3 WQDR-F>	3 WQOK-F	
4 WRAL-F	4 WRAL-F>	4 WRDU-F>	4 WRDU-F	4 WFXC-F	4 WQDR-F>	4 WQDR-F	4 WDCG-F	4 WRAL-F	4 WPTF	
5 WYLT-F	5 WYLT-F	5 WYLT-F	5 WYLT-F	5 WYLT-F	5 WRAL-F	5 WDCG-F	5 WZZU-F	5 WDCG-F	5	
6	6	6	6 WFXC-F	6 WRDU-F	6 WDCG-F	6	6 WQDR-F>	6 WZZU-F	6	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAUG	750	New Hope/Ralgh	0.5/1.3/	5/ 81
WCHL	1360	Chapel Hill	0.6/2.5/	6/ 169
WKTC-F	96.9	Tarboro/Rcky Mt	0.7/2.5/126/1488	
WPJL	1240	Raleigh	0.4/1.4/	4/ 87
WTIK	1310	Durham	0.4/1.6/	4/ 105
WJMH-F	102.1	Reidsville	0.5/2.3/	26/ 440
WKRR-F	92.3	Asheboro/Greens	0.7/3.9/	30/ 694
WKSI-F	98.7	Greensboro/WS	0.4/1.2/	10/ 305
WKZL-F	107.5	W-S/Greensboro	0.4/1.0/	6/ 161
WQMG-F	97.1	Greensboro	0.6/2.3/	36/ 470
WZFX-F	99.1	Whiteville	0.4/1.6/156/1455	

RADIO STATIONS

WDNC, 620,	5 KW/1 KW (DA-2),	NOSTALGIA	CBS, \$	23.00 (Christal)	
WDUR, 1490,	1 KW	GOSPEL	NBN, \$	16.00 (Eastman)	Pinnacle
WLLF, 570,	500 W/55 W	BLACK	SBN, \$	18.00 (K & P)	
WPTF, 680,	50 KW (DA-N)	MOR/FULL SER.	ABC,CNN, \$	65.00 (McGuilid)	Durham Life
WDCG-F, 105.1,	100 KW @ 1041,	CHR	ABC, \$	60.00 (Christal)	
WFXC-F, 107.1,	1.2 KW @ 500,	BLACK	NBN, \$	32.00 (Eastman)	Pinnacle
WNND-F, 103.9,	1.5 KW @ 451,	JAZZ/NAC		27.00 (---)	(FUQUAY)
WQDR-F, 94.7,	100 KW @ 1127,	COUNTRY	ABC, UNIULT, \$	70.00 (McGuilid)	Durham Life
WQOK-F, 97.5,	100 KW @ 981,	BLACK	ABC, \$	42.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5,	100 KW @ 1889,	AC		96.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1,	100 KW @ 1350,	AOR	SOURCE, \$	97.00 (MMR)	Voyager
WTRG-F, 100.7,	100 KW @ 1967,	OLDIES	CBS, \$	50.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1,	100 KW @ 985,	SOFT AC	UNISUP, UNIPWR, \$	45.00 (Christal)	Universal
WZZU-F, 93.9,	100 KW @ 1269,	CHR		37.00 (Torbet)	Village (BURLINGTON)

RICHLAND

Arbitron Rank/Pop (12+): 55/722,200
 MSA Rank/Pop: 61/861,000
 ADI # 60
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 22/21
 Diaries: 1309/552:1/56.2%
 Sample Target: 1105
 % Below Line: 1.1
 % Not Listed: 12.3

1990 Revenue: \$28,300,000
 HH Inc.: \$36,708
 Retail \$: 7.3 Bill
 Pop per Station: 34,390
 #1 Biller: WRVA \$5,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WRVA (MOR/FS)	141/11.7	12.2	12.5	11.5	9.6	12.0	149/1824	1684/23.3	22.9	24.1	10.5	132	1599	WRVA
2. WRXL-F (AOR)	118/ 9.8	12.5	8.7	10.3	9.3	10.3	138/1621	1420/19.7	21.6	19.4	13.6	171	1880	WRXL-F
3. WKHK-F (C)	117/ 9.7	9.7	9.5	9.7	9.7	9.6	135/1591	1360/18.8	17.9	17.4	9.5	120	1409	WKHK-F
4. WRVQ-F (CHR)	115/ 9.6	10.5	9.5	13.6	10.6	10.8	145/2184	1790/24.8	24.0	28.3	8.6	108	2017	WRVQ-F
5. WCDX-F (B)	109/ 9.1	9.9	11.7	10.9	11.4	10.4	112/1258	1162/16.1	16.9	15.7	15.0	188	1501	WCDX-F
6. WPLZ-F (B)	98/ 8.2	6.8	5.8	5.9	7.4	6.7	104/1263	1152/16.0	14.2	14.9	7.7	97	1322	WPLZ-F
7. WTVR-F (EZ)	79/ 6.6	6.8	8.0	5.9	8.0	6.8	92/1229	1038/14.4	14.9	15.5	3.4	43	868	WTVR-F
8. WMXB-F (AC)	72/ 6.0	5.3	7.3	4.8	5.4	5.9	81/1257	1076/14.9	15.1	16.3	4.7	59	1061	WMXB-F
9. WVGO-F (D)	44/ 3.7	4.5	3.7	3.2	3.4	3.8	54/815	718/ 9.9	11.7	12.7	4.1	52	879	WVGO-F
10. WDCX-F (D)	35/ 2.9	2.1	1.7	1.1	1.6	2.0	40/846	722/10.0	6.3	5.7	2.2	28	414	WDCX-F
11. WANT (B)	19/ 1.6	1.2	0.9	1.1	1.1	1.2	19/255	247/ 3.4	4.0	4.2	0.9	11	259	WANT
12. WFTH (GOSP)	17/ 1.4	1.2	1.9	1.5	2.6	1.5	17/206	206/ 2.9	1.9	3.3	0.8	10	163	WFTH
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.76% (809 of 1054) (WIN 90: 78.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WKHK-F<	1 WRVA >	1 WRVA >	1 WRXL-F	1 WRXL-F	1 WCDX-F	1 WRVA
2 WCDX-F	2 WCDX-F	2 WCDX-F	2 WKHK-F	2 WRXL-F	2 WKHK-F	2 WRVQ-F	2 WKHK-F	2 WKHK-F<	2 WRVA <	2 WPLZ-F>
3 WRVQ-F	3 WKHK-F	3 WKHK-F<	3 WCDX-F	3 WPLZ-F	3 WTVR-F>	3 WKHK-F	3 WMXB-F<	3 WRVQ-F	3 WPLZ-F	3 WCDX-F>
4	4 WPLZ-F	4 WPLZ-F	4 WPLZ-F	4 WCDX-F<	4 WPLZ-F	4 WRXL-F	4 WTVR-F<	4 WCDX-F	4 WRVQ-F>	4 WKHK-F
5	5 WMXB-F	5 WRVQ-F	5 WRVQ-F	5 WRVA	5 WRXL-F	5 WCDX-F	5 WRVA	5 WRVA	5 WRXL-F	5 WTVR
6	6 WKHK-F	6 WMXB-F	6 WMXB-F	6 WRVQ-F	6	6	6 WCDX-F<	6 WMXB-F	6 WKHK-F	6
7	7	7	7 WRVA	7 WMXB-F	7	7	7 WRVQ-F<	7 WTVR-F<	7 WTVR-F	7
							8 WPLZ-F	8 WPLZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WRVQ-F<	1 WRVQ-F<	1 WMXB-F	1 WMXB-F	1 WRXL-F	1 WRXL-F>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F
2 WRXL-F	2 WMXB-F	2 WMXB-F	2 WRVQ-F	2 WKHK-F<	2 WPLZ-F	2 WCDX-F<	2 WCDX-F	2 WKHK-F<	2 WKHK-F>
3 WRVQ-F	3 WCDX-F	3 WCDX-F	3 WCDX-F	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WPLZ-F	3 WCDX-F<	3 WCDX-F
4 WMXB-F	4 WRXL-F	4 WRXL-F	4 WRXL-F	4 WPLZ-F	4 WCDX-F>	4 WRVQ-F<	4 WKHK-F	4 WPLZ-F>	4 WRVA
5 WPLZ-F>>	5 WPLZ-F	5 WPLZ-F>	5 WPLZ-F	5 WRVA	5 WKHK-F>>	5 WKHK-F	5 WRVQ-F	5 WRVQ-F	5 WPLZ-F
6	6	6 WKHK-F	6 WKHK-F	6 WCDX-F<	6	6	6	6 WRVA	6
				7 WRXL-F					

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WCLM	1450	Highland/Rchmnd	0.5/1.3/	6/ 95
WDYL-F	92.1	Chester/Richmnd	0.7/4.2/	10/ 319
WGCV	1240	Petersburg	0.8/2.1/	12/ 177
WHAP	1340	Hopewell	0.5/1.3/	6/ 96
WLEE	1320	Richmond	0.8/2.0/	11/ 162
WRNL	910	Richmond	0.2/2.2/	2/ 174
WSTK	1290	Colonial Hghts	0.3/0.6/	4/ 42
WTVR	1380	Richmond	1.2/3.4/	15/ 253
WXGI	950	Richmond	1.2/3.6/	16/ 285
WAFX-F	106.9	Suffolk/Norfolk	1.1/4.3/	29/ 542

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT, \$ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS, \$ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	, \$ 44.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	, \$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 77.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	, \$ 55.00 (McGuild)	Paco-Jon
WQSF-F, 96.5, 50 KW @ 492,	SOFT AC	, \$ 30.00 (---)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 322,	AOR	, \$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC, \$ 42.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1234,	OLDIES	ABC, \$ 38.00 (Torbet)	First Cities

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 32/1,187,700
 MSA Rank/Pop: 15/2,440,000
 Los Angeles ADI
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 46/17
 Diaries: 1567/758:1/53.1%
 Sample Target: 1355
 % Below Line: 53.0
 % Not Listed: 10.5

1990 Revenue: \$19,300,000
 HH Inc.: \$36,090
 Retail \$: 16.3 B11
 Pop per Station: 69,864
 #1 Biller: KGGI-F \$4,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KFRG-F (C)	138/ 6.8	7.6	6.2	8.0	2.9	7.2	160/2249	1825/15.4	14.9	7.3	7.7	153	1374	KFRG-F
2. KGGI-F (CHR)	137/ 6.7	7.5	8.8	8.2	8.6	7.8	172/2867	2188/18.4	21.8	21.9	12.6	252	3051	KGGI-F
3. KDUO-F (EZ)	133/ 6.5	7.0	8.1	5.8	9.3	6.9	202/1763	1338/11.3	12.3	14.4	3.6	72	764	KDUO-F
4. KFI (T)	113/ 5.6	5.3	4.3	5.0	3.1	5.1	182/2413	1488/12.5	11.8	10.1	5.8	115	1219	KFI
5. KLOS-F (AOR)	102/ 5.0	4.7	6.3	5.1	5.6	5.3	175/2303	1241/10.4	11.1	12.1	5.4	107	1290	KLOS-F
6. KOST-F (AC)	100/ 4.9	6.0	5.4	4.9	4.3	5.3	160/2341	1455/12.3	14.5	9.1	4.4	87	1403	KOST-F
7. KNX (N/T)	92/ 4.5	2.4	1.7	2.6	2.9	2.8	137/2129	1524/12.8	9.3	11.0	2.7	54	902	KNX
8. KRTH-F (O)	90/ 4.4	3.8	2.9	2.5	3.1	3.4	133/1991	1259/10.6	10.4	9.6	5.4	108	1126	KRTH-F
9. KQLZ-F (AOR)	82/ 4.0	4.6	3.5	3.4	6.3	3.9	120/1811	1044/ 8.8	10.5	12.1	7.0	139	1627	KQLZ-F
10. KCAL-F (AOR)	64/ 3.1	3.5	3.4	3.5	3.3	3.4	96/1654	1010/ 8.5	7.6	9.4	4.4	88	1521	KCAL-F
11. KIIS-F (CHR)	56/ 2.8	3.9	3.2	3.0	4.3	3.2	111/2285	1289/10.9	14.3	13.9	2.6	52	1161	KIIS-F
12. KQLH-F (C)	44/ 2.2	0.7	0.9	1.5	1.5	1.3	44/394	394/ 3.3	2.0	3.7	0.6	11	150	KQLH-F
13. KTUV-F (J/NA)	37/ 1.8	1.3	2.4	2.9	2.4	2.1	47/940	627/ 5.3	3.7	6.1	1.4	28	644	KTUV-F
14. KROQ-F (AOR)	34/ 1.7	1.8	2.5	2.1	1.1	2.0	41/717	557/ 4.7	4.1	3.8	2.7	53	699	KROQ-F
KODJ-F (O)	34/ 1.7	2.2	2.2	2.0	2.5	2.0	42/776	609/ 5.1	6.4	6.9	1.7	34	603	KODJ-F
17. KKBT-F (B)	34/ 1.7	1.1	1.3	2.5	0.5	1.6	48/853	591/ 5.0	4.1	2.3	3.0	59	726	KKBT-F
KKCC (C)	32/ 1.6	2.6	2.0	1.4	2.5	1.9	32/396	396/ 3.3	3.7	4.3	1.7	33	471	KKCC
KCAL (SP)	32/ 1.6	1.7	1.9	1.5	1.6	1.7	33/383	303/ 2.6	2.8	3.4	0.5	9	253	KCAL
19. KBIG-F (AC)	31/ 1.5	1.6	2.5	1.8	1.7	1.9	78/1056	629/ 5.3	6.4	4.7	1.8	35	621	KBIG-F
20. KRSO (BB)	30/ 1.5	1.2	1.4	0.8	1.3	1.2	33/535	414/ 3.5	3.1	3.8	0.4	8	249	KRSO

12+ FM SHARE (METRO): 73.83% (1343 of 1819) (WIN 90: 77.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F	1 KLOS-F	1 KFRG-F	1 KFRG-F	1 KDUO-F	1 KLOS-F>	1 KDUO-F	1 KFRG-F	1 KGGI-F<	1 KFI
2 KIIS-F	2 KGGI-F<	2 KFRG-F	2 KLOS-F	2 KRTH-F<	2 KFRG-F	2 KDUO-F<	2 KFRG-F	2 KGGI-F	2 KFI	> 2 KNX
3 KQLZ-F>>	3 KQLZ-F	3 KGGI-F	3 KRTH-F	3 KLOS-F	3 KFI	3 KGGI-F<	3 KRTH-F	3 KDUO-F	3 KOST-F	3 KFRG-F
4	4 KOST-F	4 KOST-F	4 KOST-F	4 KOST-F	4 KNX	4 KFRG-F	4 KFI <	4 KFI	4 KQLZ-F	4 KDUO-F>
5	5 KCAL-F	5 KRTH-F	5 KGGI-F<	5 KFI	5 KRTH-F	5 KNX	5 KGGI-F<	5 KRTH-F	5 KFRG-F	5 KRTH-F
6	6	6 KQLZ-F	6 KFI	6	6	6 KFI	6 KOST-F	6	6	KOST-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F>	1 KOST-F	1 KOST-F>	1 KFRG-F<	1 KFRG-F		1 KQLZ-F>>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F
2 KQLZ-F	2 KGGI-F>	2 KGGI-F	2 KOST-F	2 KOST-F		2 KLOS-F	2 KQLZ-F	2 KCAL-F>	2 KQLZ-F	2 KFRG-F
3 KOST-F	3 KLOS-F	3 KLOS-F	3 KGGI-F>	3 KRTH-F		3 KGGI-F	3 KCAL-F	3 KFI	3 KFRG-F	3 KFI <
4 KKBT-F	4 KFRG-F	4 KRTH-F	4 KRTH-F	4 KGGI-F		4 KROQ-F	4 KGGI-F	4 KOST-F	4 KCAL-F	4 KRTH-F
5 KFRG-F	5 KQLZ-F	5 KFRG-F	5	5		5 KCAL-F	5	5 KFRG-F	5 KRTH-F	5 KCAL-F
6 KLOS-F	6	6 KCAL-F	6	6		6 KQLH-F	6	6	6 KFI <	6
									7 KGGI-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KATY-F	101.3	Idyllwild	0.5/1.0/	13/ 150
KBON-F	103.9	Lake Arrowhead	1.0/2.9/	29/ 442
KDIF	144.0	Riverside/SB	0.8/2.2/	21/ 283
KHSJ	1320	Hemet	0.4/1.5/	8/ 175
KHYE-F	105.7	Hemet	0.6/1.4/	12/ 161
KLFE	1240	S Bernardino/Rv	0.4/1.2/	11/ 219
KMEN	1290	San Bernardino	0.6/1.8/	12/ 214
KOLA-F	99.9	San Bernardino	1.1/3.3/	24/ 566
KWRP-F	96.1	San Jacinto/Hmt	1.0/2.5/	21/ 294
KABC	790	Los Angeles	1.2/4.3/	43/ 764
KBRT	740	Avalon	0.3/1.1/	7/ 180
KFWB	980	Los Angeles	1.4/7.0/	68/1624
KKGO-F	105.1	Los Angeles	1.4/2.9/	33/ 493

KLAC	570	Los Angeles	1.1/2.3/	26/ 355
KLIT-F	101.9	Glendale	0.4/2.0/	21/ 420
KLSX-F	97.1	Los Angeles	0.9/2.8/	39/ 796
KLVE-F	107.5	Los Angeles	1.2/2.5/	38/ 413
KMPC	710	Los Angeles	0.8/2.6/	34/ 492
KNAC-F	105.5	Lng Bch/LosAngl	0.5/1.5/	11/ 251
KPWR-F	105.9	Los Angeles	0.6/4.1/	33/ 810
KRLA	1110	Pasadena	0.3/1.1/	8/ 200
KRZE-F	93.5	Ontario	0.3/2.1/	11/ 405
KTNQ	1020	Los Angeles	0.7/1.3/	20/ 209
KXEZ-F	98.7	Los Angeles	0.6/2.2/	19/ 386
KZLA-F	93.9	Los Angeles	0.9/2.1/	39/ 427
XTRA	690	Tijuana	0.4/1.1/	14/ 214

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC	\$ 23.00 (Lotus)
KKCC, 1350, 5 KW/500 W (DA-2), COUNTRY	ABC, \$ 32.00 (HNWH)
KDIF, 1440, 1 KW, HISPANIC	UPI, \$ 25.00 (Katz Hisp.)
KMEN, 1290, 5 KW (DA-2), BLACK	\$ 16.00 (McGuilD)
KRSO, 590, 1 KW (DA-2), NOSTALGIA	NBC, TALKNT, \$ 25.00 (Katz)
KBON-F, 103.9, .4 KW @ 2540, OLDIES	\$ 26.00 (HNWH)
KCAL-F, 96.7, 2 KW @ 376, AOR	\$ 53.00 (Torbet)
KDUO-F, 97.5, 72 KW @ 1570, EZ	ABC, \$ 65.00 (Katz)
KFRG-F, 95.1, 50 KW @ 320, COUNTRY	ABC, \$ 89.00 (Eastman)
KGGI-F, 99.1, 3 KW @ 1530, CHR	\$ 16.00 (McGuilD)
KHYE-F, 105.7, .2 KW @ 1024, COUNTRY	ABC, \$ 16.00 (Western)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY	\$ 29.00 (---
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY	MBS, \$ 32.00 (Banner)
	American
	Henry
	Anaheim
	Henry
	Tremont
	American

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 93/373,600
 MSA Rank/Pop: 192/380,000 (Roanoke)
 ADI # 69
 Average Person Ratings: 17.9
 Market TSL: 23.75 hours

Stations: 23/19
 Diaries: 909/411:1/64.1%
 Sample Target: 810
 % Below Line: 4.5
 % Not Listed: 12.7

1990 Revenue: \$13,400,000
 HH Inc.: \$31,409
 Retail \$: 3.2 Bill
 Pop per Station: 19,663
 #1 Biller: WXLK-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	109/16.3	19.3	----	17.4	----		172/2563	1246/33.4	34.7				WXLK-F
2. WYYD-F (C)	81/12.1	12.1	----	12.0	----		134/1275	786/21.0	22.2				WYYD-F
3. WPVR-F (EZ)	71/10.6	10.6	----	12.5	----		129/1247	672/18.0	21.0				WPVR-F
4. WROV-F (AOR)	54/ 8.1	7.5	----	8.0	----		107/1104	543/14.5	17.9				WROV-F
5. WSLQ-F (AC)	53/ 7.9	8.3	----	7.4	----		109/1748	793/21.2	19.4				WSLQ-F
6. WFIR (FS)	34/ 5.1	3.3	----	2.8	----		38/544	446/11.9	8.5				WFIR
7. WSLC (C)	26/ 3.9	3.2	----	4.3	----		26/299	299/ 8.0	8.0				WSLC
WJLM-F (C)	26/ 3.9	3.8	----	4.8	----		32/452	319/ 8.5	7.8				WJLM-F
9. WJJS (B)	21/ 3.1	3.2	----	2.6	----		21/185	185/ 5.0	5.6				WJJS
10. WRDV (O)	16/ 2.4	1.4	----	2.3	----		16/255	232/ 6.2	5.0				WRDV
11. WJMH-F (B)	13/ 1.9	2.9	----	2.0	----		36/534	165/ 4.4	4.7				WJMH-F
WTOY (B)	13/ 1.9	2.1	----	1.7	----		13/164	164/ 4.4	3.3				WTOY
WGOL-F (O)	13/ 1.9	3.0	----	3.2	----		13/232	232/ 6.2	8.6				WGOL-F
14. WXYU-F (C)	10/ 1.5	2.0	----	0.8	----		10/132	132/ 3.5	4.1				WXYU-F
15. WKZZ-F (AC)	8/ 1.2	0.8	----	0.9	----		8/95	95/ 2.5	4.5				WKZZ-F

12+ FM SHARE (METRO): 80.10% (467 of 583) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F>	1 WXLK-F>	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WXLK-F	1 WXLK-F	1 WXLK-F>	1 WXLK-F>>	1 WYYD-F>>
2	2 WROV-F	2 WYYD-F	2 WXLK-F	2 WXLK-F	2 WXLK-F	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WSLQ-F
3	3 WSLQ-F>	3 WROV-F<	3 WSLQ-F	3 WSLQ-F	3 WFIR <	3 WPVR-F>	3 WYYD-F	3 WYYD-F	3 WYYD-F	3 WXLK-F
4	4 WYYD-F	4 WSLQ-F	4 WROV-F>	4 WROV-F	4 WXLK-F	4 WSLQ-F	4 WSLQ-F	4 WROV-F	4	4 WSLC
5	5	5	5 WPVR-F	5 WPVR-F	5 WSLC	5 WROV-F	5 WFIR	5 WSLQ-F	5	5
6	6	6	6	6	6 WSLQ-F	6	6 WROV-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F	1 WXLK-F>	1 WYYD-F<	1 WXLK-F	1 WROV-F>	1 WROV-F>>	1 WROV-F	1 WYYD-F
2 WYYD-F	2 WSLQ-F>	2 WSLQ-F>>	2 WYYD-F	2 WXLK-F	2 WROV-F>	2 WXLK-F>	2 WXLK-F>	2 WXLK-F	2 WROV-F
WROV-F	3 WYYD-F	3 WPVR-F	3 WSLQ-F>	3 WSLQ-F	3 WSLQ-F>>	3 WSLQ-F	3 WSLQ-F>>	3 WYYD-F	3 WXLK-F
4 WSLQ-F	4 WROV-F	4 WYYD-F	4 WPVR-F	4 WPVR-F	4 WYYD-F	4	4 WYYD-F	4 WSLQ-F	4 WSLQ-F>
5 WJMH-F	5	WJJS	5 WROV-F	5	5	5	WJLM-F	5	5 WJLM-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WKBA	1550	Vinton	0.6/1.9/	4/ 72
WKDE-F	105.5	Altavista	0.3/1.3/	3/ 72
WRIS	1410	Roanoke	0.3/2.6/	2/ 97
WTTX-F	107.1	Appomattox	0.6/1.5/	8/ 70
WZST-F	102.7	Lynchburg	0.9/3.4/	13/ 182
WAKG-F	103.3	Danville	0.4/2.4/	64/ 732
WQMG-F	97.1	Greensboro	1.0/1.9/	26/ 313
WQOK-F	97.5	S.Boston/Ralgh.	1.0/2.9/	32/ 374

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, NEWS/TALK	CBS, \$	15.00 (Christal)	
WJJS, 1320,	1 KW/24 W	, BLACK	ABC, UNISUP,	\$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240,	1 KW	, OLDIES	ABC,	\$ 13.00 (HNWH)	Joyner
WSLC, 610,	5 KW/1 KW (DA-2),	C/FULL SER.	NBC,	\$ 23.00 (Katz)	Mei Wheeler
WGOL-F, 98.3,	3 KW @ 241,	OLDIES	UNISUP, UNIULT,	\$ 13.00 (Roslin)	(LYNCHBURG)
WJLM-F, 93.5,	3 KW @ -83,	COUNTRY	MBS, UNIULT,	\$ 16.00 (---)	(SALEM)
WKZZ-F, 100.1,	.7 KW @ 645,	AC	UNIPWR, CBS,	\$ 13.00 (Banner)	Bahake1 (LYNCHBURG)
WPVR-F, 94.9,	100 KW @ 1980,	EZ	,	\$ 34.00 (Christal)	
WROV-F, 96.3,	14 KW @ 2077,	AOR	ABC,	\$ 31.00 (HNWH)	Joyner (MARTINSVILLE)
WSLQ-F, 99.1,	200 KW @ 1990,	AC	ABC,	\$ 40.00 (Katz)	Mei Wheeler
WXLK-F, 92.3,	93 KW @ 2050,	CHR	UNIPWR,	\$ 82.00 (Torbet)	Coleman
WXYU-F, 101.7,	3 KW @ 290,	COUNTRY	SMN, ABC,	\$ 10.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9,	21 KW @ 1764,	COUNTRY	MBS,	\$ 38.00 (Eastman)	(AMHURST)

ROCHESTER

Arbitron Rank/Pop (12+): 45/830,800
 MSA Rank/Pop: 51/995,000
 ADI # 72
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 17/14
 Diaries: 1270/654:1/60.6%
 Sample Target: 1200
 % Below Line: 2.0
 % Not Listed: 14.9

1990 Revenue: \$26,100,000
 HH Inc.: \$36,263
 Retail \$: 8.0 Bil
 Pop per Station: 59,342
 #1 Biller: WCMF-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	225/16.2	15.5	16.0	15.1	16.7	15.7	265/3010	2548/30.7	25.4	28.1	20.6	292	3060	WCMF-F
2. WHAM (MOR/FS)	208/15.0	10.0	9.9	8.9	9.3	10.9	223/2761	2512/30.2	23.4	23.1	11.1	157	1958	WHAM
3. WBEE-F (C)	146/10.5	10.6	10.7	9.4	11.3	10.3	174/1831	1454/17.5	17.9	18.0	10.8	153	1459	WBEE-F
4. WPXY-F (CHR)	132/ 9.5	10.5	11.8	12.5	9.3	11.1	143/2321	2101/25.3	26.6	25.1	9.7	138	2091	WPXY-F
5. WVOR-F (AC)	113/ 8.1	7.6	7.5	11.2	9.0	8.6	126/1778	1689/20.3	22.4	20.4	6.3	89	1596	WVOR-F
6. WRMM-AF (SAC)	94/ 6.8	6.1	7.3	7.1	8.9	6.8	99/1693	1590/19.1	19.2	23.7	4.4	57	1076	WRMM-AF
7. WKLX-F (O)	68/ 4.9	5.5	6.1	6.0	6.4	5.6	78/1410	1298/15.6	15.7	18.2	5.2	74	1006	WKLX-F
8. WDKX-F (B)	64/ 4.6	4.9	6.1	4.4	4.9	5.0	64/740	740/ 8.9	8.0	8.4	11.2	159	1475	WDKX-F
9. WZSH-F (EZ/SAC)	50/ 3.6	4.5	4.6	5.2	5.2	4.5	62/1002	858/10.3	11.1	11.5	2.7	39	488	WZSH-F
10. WBBF (BB)	31/ 2.2	2.2	2.8	2.1	1.3	2.3	31/441	441/ 5.3	4.5	4.2	1.3	19	366	WBBF

12+ FM SHARE (METRO): 78.22% (923 of 1180) (WIN 90: 82.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM >	1 WCMF-F	1 WCMF-F<	1 WCMF-F<	1 WCMF-F	1 WHAM >
2 WCMF-F>>	2 WPXY-F	2 WPXY-F<	2 WHAM <	2 WHAM <	2 WBEE-F>	2 WHAM >	2 WHAM >	2 WHAM >	2 WHAM	2 WCMF-F
3 WDKX-F	3 WVOR-F	3 WVOR-F<	3 WVOR-F	3 WBEE-F	3 WVOR-F	3 WBEE-F	3 WBEE-F<	3 WBEE-F	3 WPXY-F>	3 WBEE-F
4	4 WRMM-AF	4 WHAM	WBEE-F<	4 WVOR-F	4 WZSH-F<	4 WVOR-F	4 WRMM-AF	4 WPXY-F	4 WBEE-F	4 WPXY-F
5	5 WDKX-F	5 WRMM-AF	5 WRMM-AF	5 WRMM-AF	5 WRMM-AF	WPXY-F	5 WVOR-F	5 WRMM-AF<	5	WDKX-F
6	6	6 WBEE-F	6	6	WKLX-F	6	6 WPXY-F	6 WVOR-F	6	6 WVOR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-F>>	2 WPXY-F	2 WVOR-F	2 WVOR-F	2 WBEE-F	2 WPXY-F>	2 WPXY-F	2 WRMM-AF	2 WHAM >	2 WHAM
3 WDKX-F>	3 WVOR-F	3 WPXY-F	WPXY-F>	3 WRMM-AF	3 WVOR-F	3 WRMM-AF<	3 WBEE-F	3 WRMM-AF	3 WBEE-F
4 WVOR-F	4 WDKX-F	4 WRMM-AF	4 WRMM-AF	WCMF-F	4 WHAM >>	4 WHAM	4 WHAM	4 WBEE-F	4 WRMM-AF
5 WRMM-AF	5 WRMM-AF	5 WDKX-F	5 WDKX-F	5 WHAM <	5	5 WVOR-F	5	5 WPXY-F<	5 WKLX-F<
6	6	6 WBEE-F	WBEE-F	6 WPXY-F	6	6	6	6 WVOR-F	6 WVOR-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WKQG 1280 Rochester	0.6/2.3/	8/	191
WLKA-F 102.3 Canadawigua	0.4/1.9/	6/	154
WWWG 1460 Rochester	0.5/2.7/	7/	226
WEZQ-F 107.7 Weathersfield	0.7/2.6/	16/	315
WMJQ-F 102.5 Buffalo	0.9/5.1/	37/	789
WNTQ-F 93.1 Syracuse	0.4/1.1/	25/	324

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	, \$ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, \$ 30.00 (Roslin)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	, \$ 75.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC, \$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	AC	, \$ 99.00 (McGuild)	Lincoln
WZSH-F, 95.1, 10 KW @ 994,	EZ	, \$ 28.00 (Banner)	(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,236,400
 MSA Rank/Pop: 32/1,480,000
 ADI # 21
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 26/22
 Diaries: 1539/803:1/54.3%
 Sample Target: 1410
 % Below Line: 4.8
 % Not Listed: 12.7

1990 Revenue: \$56,000,000
 HH Inc.: \$37,407
 Retail \$: 11.8 Bil
 Pop per Station: 56,200
 #1 Biller: KRAK-AF \$9,800,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	266/12.4	8.8	9.8	9.4	11.4	10.1	328/3528	2862/23.1	20.9	22.1	13.0	254	2974	KFBK
2. KRAK-F (C)	218/10.1	8.9	7.2	8.3	7.9	8.6	279/3306	2461/19.9	16.8	17.9	8.4	165	2248	KRAK-F
3. KRXQ-F (AOR)	169/ 7.9	6.5	8.4	8.7	8.7	7.9	186/2329	1983/16.0	13.7	16.5	9.2	180	1785	KRXQ-F
4. KSFH-F (CHR)	156/ 7.3	7.3	5.7	7.4	6.6	6.9	190/3420	2339/18.9	17.1	17.8	11.2	219	2885	KSFH-F
5. KXOA-F (AC)	155/ 7.2	7.5	6.5	7.6	6.1	7.2	166/2641	2361/19.1	18.4	16.9	3.9	76	1398	KXOA-F
6. KYMX-F (AC)	100/ 4.7	5.2	4.9	4.4	4.7	4.8	122/1822	1382/11.2	11.1	13.3	2.7	53	1139	KYMX-F
7. KSEG-F (CL AOR)	100/ 4.7	3.3	3.1	3.1	2.9	3.5	135/2095	1583/12.8	10.4	12.8	5.6	110	1631	KSEG-F
8. KGBY-F (AC)	80/ 3.7	3.5	3.6	4.8	4.7	3.9	84/1515	1336/10.8	10.8	12.2	3.1	61	889	KGBY-F
9. KQPT-F (J/NA)	73/ 3.4	4.3	4.5	3.2	5.6	3.9	73/1307	1200/ 9.7	10.2	12.0	4.6	90	1395	KQPT-F
10. KHYL-F (O)	72/ 3.4	4.4	4.8	4.8	5.8	4.4	94/2022	1542/12.5	11.9	16.4	3.9	77	1318	KHYL-F
11. KRAK (C)	71/ 3.3	2.5	3.1	3.4	3.2	3.1	164/1914	836/ 6.8	6.3	6.5	2.6	51	620	KRAK
12. KZAP-F (AOR)	67/ 3.1	4.6	6.2	5.2	6.5	4.8	102/2301	1524/12.3	13.4	14.2	4.2	83	1522	KZAP-F
13. KWOD-F (CHR)	58/ 2.7	2.9	3.0	3.0	3.3	2.9	74/2120	1497/12.1	11.5	11.9	5.4	105	1775	KWOD-F
14. KCTC (EZ)	47/ 2.2	1.6	1.5	2.3	1.9	1.9	48/672	603/ 4.9	6.3	5.0	0.8	16	360	KCTC
15. KFRC (BB)	45/ 2.1	2.2	2.2	1.9	1.9	2.1	73/1109	621/ 5.0	4.5	5.0	1.5	29	350	KFRC
16. KGO (N/T)	36/ 1.7	1.1	1.7	1.7	1.3	1.6	104/1650	604/ 4.9	4.3	4.1	1.2	24	479	KGO
17. KRCX (SP)	30/ 1.4	1.9	0.7	1.3	0.8	1.3	37/265	218/ 1.8	1.6	2.1	0.9	17	309	KRCX
18.														
19.														
20.														

12+ FM SHARE (METRO): 69.23% (1298 of 1875) (WIN 90: 73.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KSFH-F >>	1 KRXQ-F >	1 KRAK-F	1 KRAK-F	1 KRAK-F	1 KFBK >	1 KFBK >	1 KFBK	1 KFBK	1 KSFH-F >	1 KFBK >
2 KWOD-F >	2 KRAK-F	2 KRXQ-F	2 KFBK	2 KFBK	2 KRAK-F >	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KFBK	2 KRXQ-F
3 KRXQ-F	3 KSFH-F	3 KFBK	3 KXOA-F	3 KXOA-F >	3 KRXQ-F	3 KRXQ-F	3 KXOA-F	3 KRXQ-F	3 KRXQ-F	3 KRAK-F
4	KSEG-F	4 KXOA-F	4 KRXQ-F	4 KRXQ-F	4 KYMX-F	4 KXOA-F	4 KRXQ-F	4 KRXQ-F	4 KRAK-F	4 KRAK
5	5 KXOA-F	5 KSFH-F <	5 KSEG-F <	5 KSEG-F	5	KSFH-F	5 KSFH-F <	5 KSFH-F	5 KYMX-F	5 KSFH-F
6	6 KGBY-F	6 KSEG-F	6 KSFH-F	6	6	6	6 KSEG-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFH-F	1 KGBY-F <	1 KGBY-F <	1 KRAK-F <	1 KXOA-F	1 KRXQ-F >>	1 KRXQ-F >	1 KRXQ-F	1 KRXQ-F	1 KFBK
KRXQ-F >	2 KRXQ-F	2 KRAK-F	2 KXOA-F >	2 KRAK-F >	2 KSFH-F >	2 KSEG-F	2 KSEG-F	2 KFBK	2 KRAK-F
3 KRAK-F	KRAK-F	3 KXOA-F	3 KSFH-F <	3 KFBK	3 KRAK-F	3 KRAK-F	3 KRAK-F	3 KRAK-F	3 KSEG-F
KGBY-F >	4 KSFH-F	4 KRXQ-F	4 KGBY-F	4 KYMX-F <	4 KWOD-F	4 KFBK	4 KFBK	4 KSEG-F >	KRXQ-F >
5 KYMX-F	5 KXOA-F	5 KFBK	5 KRXQ-F <	5 KGBY-F	KSEG-F	5 KZAP-F <	5 KZAP-F	5 KZAP-F	5 KZAP-F
6	6 KYMX-F	6 KYMX-F	6 KYMX-F	6 KSFH-F	6 KFBK	6 KXOA-F	6 KXOA-F	6 KSFH-F	6 KXOA-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KFIA	710	Carmichael	0.9/2.6/	30/ 524
KLCQ-F	105.5	Davis/Sacramento	0.8/2.6/	22/ 396
KLIQ-F	102.1	Shngle Sp/Scrmn	0.8/1.8/	19/ 228
KSAC	1240	Sacramento	0.6/1.7/	13/ 227
KSMJ	1380	Sacramento	0.6/2.3/	12/ 282
KTHO	590	S.L.Tahoe	0.7/1.6/	30/ 271
KXOA	1470	Sacramento	0.7/2.5/	16/ 328
KBEE-F	103.3	Modesto/Stoctn.	0.7/0.8/	80/ 835
KNBR	680	San Francisco	0.4/2.8/	48/1153

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ		CBS UNISUP,	\$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk		ABC APR,	\$120.00	(Group W)	Westinghouse
KFIA	,	710,	10 KW/250 W(DA-2),		Religion		,	\$ 24.00	(---)	
KRAK	,	1140,	50 KW (DA-2)	,	Country		,	\$ 66.00	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2),		Hispanic		,	\$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Classical		UNIULT,	\$ 27.00	(CMBS)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies		SMN,	\$ 26.00	(MMR)	Booth/Genesis
KXDA	,	1470,	5 KW/1 KW (DA-2)	,	Business News		,	\$ 30.00	(Banner)	Brown

FM STATIONS

KGBY	,	92.5,	50 KW @ 462	,	AC		,	\$ 62.00	(Group W)	Westinghouse
KHYL	,	101.1,	37 KW @ 567	,	Oldies		,	\$ 50.00	(Eastman)	Parker (AUBURN)
KQPT	,	100.5,	115 KW @ 328	,	Jazz/NAC		SOURCE,	\$ 80.00	(CBS)	Duchossois
KRAK	,	105.1,	50 KW @ 500	,	Country		,	\$111.00	(Katz)	EZ
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR		ABC,	\$ 48.00	(Christal)	Great American
KRXQ	,	93.7,	25 KW @ 325	,	AOR		,	\$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM	,	102.5,	50 KW @ 500	,	CHR		,	\$ 85.00	(MMR)	Booth/Genesis
									(WOODLAND)	
KWOD	,	106.5,	50 KW @ 410	,	CHR		RADRAD ABC,	\$ 54.00	(CBS)	
KXDA	,	107.9,	50 KW @ 403	,	AC		,	\$135.00	(Banner)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC/EZ		UNISUP,	\$ 75.00	(Christal)	Tribune Co.
KZAP	,	98.5,	50 KW @ 500	,	AOR		,	\$ 96.00	(Mc-Guild)	Nationwide

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BR - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 112/327,500

Stations: 19/11
Diaries: 925/354:1/61.9%
Sample Target: 780
% Below Line: 6.9
% Not Listed: 12.1

1990 Revenue: \$10,700,000
HH Inc.: \$30,637
Retail \$: 2.9 Bil
Pop per Station: 29,772
#1 Biller: WIOG-F \$3,000,000

MSA Rank/Pop: 120/408,000
ADI # 59 (w/ Flint)
Average Person Ratings: 18.1
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	114/19.2	18.5	----	21.9	----		224/3325	1322/40.4	38.5		22.9	131	1553	WIOG-F
2. WSGW (MOR)	73/12.3	9.7	----	10.0	----		81/805	695/21.2	20.6		8.6	49	570	WSGW
WKQZ-F (AOR)	73/12.3	8.6	----	8.2	----		119/1082	661/20.2	16.8		12.9	74	695	WKQZ-F
4. WHNN-F (O)	65/10.9	15.1	----	7.7	----		163/2251	943/28.8	29.6		8.9	51	784	WHNN-F
5. WKCQ-F (C)	59/ 9.9	9.9	----	12.0	----		145/1649	750/22.9	19.6		11.0	63	740	WKCQ-F
6. WGER-F (SAC/EZ)	42/ 7.1	10.2	----	7.1	----		55/813	594/18.1	19.0		9.2	53	580	WGER-F
7. WTLZ-F (B)	34/ 5.7	6.1	----	7.7	----		38/483	367/11.2	9.6		6.3	36	520	WTLZ-F
8. WJR (MOR/FS)	16/ 2.7	1.3	----	1.7	----		91/1381	190/ 5.8	4.3		1.7	10	216	WJR
9. WKNX (BB)	10/ 1.7	1.3	----	1.8	----		13/191	163/ 5.0	3.1		0.5	3	58	WKNX
10. WDFD (BB)	8/ 1.3	2.2	----	2.6	----		65/813	163/ 5.0	4.9		1.4	8	103	WDFD

12+ FM SHARE (METRO): 77.39% (404 of 522) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F	1 WKQZ-F	1 WIOG-F	1 WHNN-F	1 WHNN-F	1 WSGW	> 1 WIOG-F	1 WIOG-F	1 WIOG-F	> 1 WIOG-F	>> 1 WSGW
2	2 WIOG-F	>> 2 WKQZ-F	2 WIOG-F	2 WIOG-F	2 WKCQ-F	> 2 WSGW	> 2 WSGW	< 2 WKQZ-F	2 WKQZ-F	> 2 WIOG-F
3	3 WHNN-F	3 WHNN-F	> 3 WKQZ-F	3 WKQZ-F	3 WHNN-F	< 3 WHNN-F	3 WKQZ-F	3 WSGW	3 WHNN-F	3 WHNN-F
4	4 WKCQ-F	> 4 WKCQ-F	4 WKCQ-F	4 WKCQ-F	4 WIOG-F	4 WKQZ-F	4 WHNN-F	4 WKCQ-F	< 4 WTLZ-F	4 WKCQ-F
5	5 WTLZ-F	5 WGER-F	> 5 WGER-F	5 WSGW	5 WGER-F	5 WKCQ-F	5 WKCQ-F	5 WHNN-F	5 WHNN-F	5 WKCQ-F
6	6	6 WTLZ-F	6 WSGW	6 WGER-F	6	6	6 WGER-F	>> 6 WGER-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F	>> 1 WIOG-F	>> 1 WIOG-F	1 WIOG-F	1 WIOG-F	1 WKQZ-F	>> 1 WKQZ-F	>> 1 WKQZ-F	>> 1 WKQZ-F	1 WKQZ-F
2 WKCQ-F	2 WHNN-F	2 WHNN-F	> 2 WHNN-F	2 WHNN-F	2 WIOG-F	>> 2 WIOG-F	2 WKCQ-F	2 WIOG-F	2 WHNN-F
3 WTLZ-F	3 WKQZ-F	3 WKQZ-F	3 WTLZ-F	< 3 WGER-F	3 WTLZ-F	3 WKCQ-F	WHNN-F	WHNN-F	3 WKCQ-F
4 WKQZ-F	4 WTLZ-F	4 WGER-F	4 WGER-F	4 WTLZ-F	4	4 WHNN-F	4 WIOG-F	4 WKCQ-F	4 WIOG-F
5	5 WKCQ-F	5 WTLZ-F	5 WKCQ-F	5 WSGW	5	5	5	5	5 WSGW
6	6 WGER-F	6	6 WKQZ-F	6 WKCQ-F	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WMPX 1490 Midland 0.5/1.1/ 3/ 44
WSAM 1400 Saginaw 0.7/3.4/ 5/ 131
WXOX 1250 Bay City 0.7/4.8/ 5/ 198

WCEN-F 94.5 Mt. Pleasant 0.5/3.1/ 36/ 380
WCFX-F 95.3 Clare/MtPisnt 0.3/2.8/ 19/ 377
WCRZ-F 107.9 Flint 0.3/2.7/ 82/1191
WDZZ-F 92.7 Flint 0.3/1.2/ 42/ 455
WGMZ-F 101.7 Tuscola 0.7/1.5/ 9/ 88
WWCK-F 105.5 Flint 0.7/5.6/ 96/1405

RADIO STATIONS

WKNX, 1210, 10 KW , NOSTALGIA APR, \$ 10.00 (Patt)
WSAM, 1400, 1 KW (DA-2) , OLDIES ABC, \$ 12.00 (Christal) MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), MOR/FULL SER. NBC, MBS, \$ 38.00 (Katz) Booth

WGER-F, 106.3, 3 KW @ 325, EZ/SOFT AC MBS, \$ 30.00 (McGuild)
WHNN-F, 96.1, 100 KW @ 1020, AC UNIULT, \$ 43.00 (Eastman) Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR ABC, SOURCE, \$ 75.00 (Katz) Booth
WKCQ-F, 98.1, 50 KW @ 492, COUNTRY ABC, \$ 42.00 (Christal) MacDonald
WKQZ-F, 93.3, 38 KW @ 600, CHR APR, \$ 33.00 (Banner)
WTLZ-F, 107.1, 5 KW @ 400, BLACK SBN, \$ 22.00 (Roslin)

WJR - See Detroit, WDFD - See Flint

ST. LOUIS

Arbitron Rank/Pop (12+): 16/2,056,200
 MSA Rank/Pop: 14/2,490,000
 ADI # 18
 Average Person Ratings: 18.6
 Market TSL: 24.00 hours

Stations: 31/31
 Diaries: 1910/1076:1/58.3%
 Sample Target: 1850
 % Below Line: 0.0
 % Not Listed: 7.1

1990 Revenue: \$71,800,000
 HH Inc.: \$35,186
 Retail \$: 18.1 Btl
 Pop per Station: 66,329
 #1 Biller: KMOX \$22,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	780/20.4	16.6	17.0	19.3	16.3	18.3	865/9703	8420/40.9	34.7	34.9	18.6	658	8076	KMOX
2. KSHE-F (AOR)	312/ 8.1	7.2	8.2	8.7	8.8	8.1	419/5138	4070/19.8	18.1	19.5	11.2	397	5130	KSHE-F
3. KMJM-F (B)	266/ 6.9	6.9	6.7	7.0	7.9	6.9	283/2680	2455/11.9	11.0	12.4	10.7	378	3431	KMJM-F
4. WIL -F (C)	259/ 6.8	5.9	5.7	6.4	5.8	6.2	308/3946	3222/15.7	12.6	12.5	6.0	213	2365	WIL -F
5. KSD -F (CL AOR)	222/ 5.8	6.7	4.2	4.9	6.7	5.4	234/3879	3464/16.8	17.1	17.1	6.8	239	4135	KSD -F
6. KYKY-F (AC)	193/ 5.0	6.3	6.6	6.1	5.3	6.0	211/3629	3366/16.4	18.0	15.3	5.1	180	3648	KYKY-F
7. KEZK-F (EZ)	191/ 5.0	7.9	6.8	5.5	7.6	6.3	229/3454	2971/14.4	16.5	14.6	4.7	166	2384	KEZK-F
8. WKBQ-F (CHR)	183/ 4.8	5.0	6.8	6.9	6.6	5.9	215/3948	3361/16.3	17.9	17.6	7.2	255	4349	WKBQ-F
9. KLOU-F (O)	147/ 3.8	4.2	3.7	3.5	3.8	3.8	174/3651	3167/15.4	14.5	13.5	4.5	158	2272	KLOU-F
10. WKKX-F (C)	98/ 2.6	3.3	2.3	2.4	2.5	2.7	108/1800	1571/ 7.6	8.9	8.0	3.2	112	1555	WKKX-F
11. KATZ (B)	81/ 2.1	2.1	1.6	2.5	2.0	2.0	81/1120	1120/ 5.4	4.1	5.7	2.1	75	907	KATZ
12. KRJY-F (SAC)	80/ 2.1	1.9	2.4	1.8	2.3	2.0	83/1603	1534/ 7.5	6.7	6.5	1.1	39	663	KRJY-F
13. KFUF-F (CL)	73/ 1.9	2.0	2.0	1.9	1.6	2.0	77/1387	1290/ 6.3	7.1	5.1	1.9	66	1091	KFUF-F
14. WSNL-F (SAC)	70/ 1.8	1.7	1.6	1.5	1.4	1.6	71/1510	1468/ 7.1	6.7	4.8	0.5	19	539	WSNL-F
KUSA (C)	70/ 1.8	1.8	1.2	1.3	1.3	1.5	108/1604	1008/ 4.9	6.0	4.9	1.1	40	683	KUSA
16. WEW (BB)	68/ 1.8	1.8	2.0	1.5	1.9	1.8	78/602	562/ 2.7	3.3	2.9	0.1	5	146	WEW
17. WRTH (BB)	63/ 1.6	1.7	0.9	0.5	0.3	1.2	67/1029	949/ 4.6	4.1	2.3	0.9	33	502	WRTH
18. KHTK-F (CHR)	58/ 1.5	2.0	2.9	2.9	2.4	2.3	63/1495	1403/ 6.8	8.6	7.1	2.3	81	2196	KHTK-F
19. KATZ-F (B)	48/ 1.3	1.8	2.1	2.0	1.6	1.8	48/880	880/ 4.3	5.7	5.8	1.7	60	868	KATZ-F
20.														

12+ FM SHARE (METRO): 63.49% (2259 of 3558) (WIN 90: 71.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F	1 KSHE-F>	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >>	1 KMOX >>	1 KMOX >>	1 KMOX >>
2 KMJM-F>>	2 KSD -F	2 KMOX	2 KSHE-F	2 KSHE-F	2 WIL -F	2 KSHE-F	2 KSHE-F	2 KSHE-F	2 KMJM-F>	2 KMJM-F
3 KSHE-F	3 KMJM-F	3 KSD -F	3 KSD -F	3 KSD -F<	3 KEZK-F>	KSD -F	3 WIL -F	3 KMJM-F	3 KSHE-F>	3 WIL -F>
4 KHTK-F	4 KYKY-F	4 KMJM-F	4 KYKY-F	4 KYKY-F	4 KLOU-F	4 WIL -F	4 KEZK-F<	4 KSD -F	4 WKBQ-F	4 KSHE-F
5	5 WKBQ-F	5 KYKY-F	5 KMJM-F	5 KMJM-F<	5	5 KMJM-F	5 KSD -F	5 WIL -F	5 WIL -F	5 KYKY-F
6	6 KMOX	6 WIL -F	6 KLOU-F	6 KLOU-F<	6	6 KYKY-F	6 KYKY-F	6	6	6 KEZK-F
7	7 WIL -F	7	7 WIL -F	7 WIL -F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F	1 KYKY-F>	1 KYKY-F	1 KMOX	1 KSHE-F>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F	1 KMOX
2 WKBQ-F	2 KYKY-F>	2 KSD -F	2 KMJM-F	2 KYKY-F>	2 KSD -F>	2 KSD -F>	2 KSD -F>	2 KMOX	2 KSHE-F>
3 KSHE-F>	3 KSD -F<	KMJM-F	3 KMOX	3 KMJM-F	3 KMJM-F	3 KMJM-F<	3 KMOX >	3 KSD -F>	3 KSD -F>
4 KYKY-F	4 KSHE-F	4 KSHE-F	4 KSHE-F<	4 KEZK-F	4 WKBQ-F>	4 KMOX >	4 KMJM-F	4 KMJM-F	4 KLOU-F
5 WIL -F	5 WKBQ-F>	5 KMOX	5 WIL -F	5 WIL -F<	5 WIL -F	5 WIL -F	5	5 WIL -F	5 WIL -F<
6 KSD -F	6 WIL -F	6 WIL -F	6 WKBQ-F	6 KLOU-F	6	6 WKBQ-F	6	6	6 KMJM-F
		KEZK-F	KSD -F	7 KSD -F					

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEZK 590	Wood River/St.L 0.5/2.1/ 18/ 445
KGLD 1380	St. Louis 0.3/2.1/ 12/ 424
KIRL 1460	St. Charles/StL 0.5/1.6/ 21/ 337
KSIV 1320	Clayton/St. L. 0.3/1.7/ 12/ 355
KSTZ-F 105.7	Ste. Genev/St.L 0.8/5.4/ 60/1475
KWRE 730	Warrentn/Wntzvl 0.6/0.9/ 38/ 379
KXOK 630	St. Louis 0.6/3.5/ 32/ 859
WBGZ 1570	Alton 0.4/0.7/ 14/ 145
WCBW-F 104.9	Columbia/St. L. 0.8/2.8/ 31/ 636
WESL 1490	E. St. Louis 1.2/2.2/ 46/ 451
WGNU 920	Granite City 0.6/1.6/ 23/ 334
WIBV 1260	Belleville 1.2/3.5/ 49/ 782

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 40.00 (K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	UNIULT, \$ 34.00 (Katz)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$ 327.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (McGuild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 26.00 (---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	ABC, \$ 31.00 (Durpetti)	
WESL, 1490, 1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$ 25.00 (---)	Willis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$ 27.00 (---)	
WRTH, 1430, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ N/A (Brown)	Heritage

FM STATIONS

KATZ, 100.3, 50 KW @ 490	BLACK	NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5, 100 KW @ 1026	EZ	UNIULT, \$ 91.00 (MMR)	Adams
KFUO, 99.1, 100 KW @ 1026	CLASSICAL	MBS, \$ 47.00 (CMBS)	
KHTK, 97.1, 100 KW @ 560	CHR	, \$ 40.00 (Durpetti)	
KLOU, 103.3, 100 KW @ 920	OLDIES	CBS, \$ 80.00 (CBS)	CBS
KMJM, 107.7, 100 KW @ 1026	BLACK	, \$ 97.00 (Christal)	Noble
KRJY, 96.3, 100 KW @ 552	SOFT AC	NBC UNISUP, \$ 47.00 (Banner)	
KSD, 93.7, 100 KW @ 860	CLASSIC AOR	, \$ 100.00 (McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1026	AOR	, \$ 154.00 (HNWH)	Emmis
KSTZ, 105.7, 100 KW @ 1376	CHR	SOURCE, \$ N/A (Torbet)	(ST. GENEVIEVE)
KYKY, 98.1, 90 KW @ 1026	AC	, \$ 129.00 (MMR)	EZ
WCBW, 104.9, 2 KW @ 400	RELIGION	, \$ 20.00 (---)	Universal
WIL, 92.3, 100 KW @ 984	COUNTRY	ABC, \$ 76.00 (Banner)	Heritage
WKBQ, 106.5, 90 KW @ 1026	CHR	, \$ 69.00 (Katz)	Chase
WKKX, 104.1, 39 KW @ 500	COUNTRY	, \$ 40.00 (Roslin)	(JERSEYVILLE, IL)
WSNL, 101.1, 44 KW @ 525	AC	, \$ 40.00 (Torbet)	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/501,200
 MSA Rank/Pop: 132/602,000 (Sal-Mont)
 ADI # 109
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 35/22
 Diaries: 1029/487:1/54.4%
 Sample Target: 925
 % Below Line: 28.8
 % Not Listed: 17.3

1990 Revenue: \$12,600,000
 HH Inc.: \$39,277
 Retail \$: 4.3 B11
 Pop per Station: 22,781
 #1 Biller: KDON-F \$1,900,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	94/11.1	10.4	11.7	11.9	10.9	11.3	106/1371	1223/24.4	22.4	25.1	15.9	123	1576	KDON-F
2. KGO (N/T)	73/ 8.6	7.2	7.2	6.8	8.4	7.4	76/1038	999/19.9	17.1	16.3	12.0	93	896	KGO
3. KTOM-AF (C)	60/ 7.1	6.0	5.8	6.6	6.3	6.4	60/732	721/14.4	11.7	14.5	7.9	50	630	KTOM-AF
4. KDBQ-FF (AC)	41/ 4.8	5.2	1.3	2.2	1.9	3.4	42/564	535/10.7	11.2	7.3	3.7	29	450	KDBQ-FF
5. KWAY-F (AC)	38/ 4.5	4.2	3.9	5.2	5.2	4.4	39/624	616/12.3	13.1	14.1	2.8	22	470	KWAY-F
6. KTGE (SP)	30/ 3.5	1.5	2.6	1.6	1.9	2.3	30/226	226/ 4.5	3.6	4.5	3.1	24	332	KTGE
KMBY-F (ADR)	30/ 3.5	5.0	5.7	4.2	4.7	4.6	31/540	531/10.6	11.6	10.9	6.5	50	487	KMBY-F
8. KBAY-F (EZ)	29/ 3.4	4.5	3.4	3.3	4.7	3.7	30/446	378/ 7.5	9.9	11.8	5.4	42	277	KBAY-F
9. KCBS (N)	28/ 3.3	2.9	2.2	2.7	3.0	2.8	37/723	670/13.4	9.2	8.5	2.1	16	353	KCBS
10. KCTY (SP)	25/ 2.9	2.0	2.6	1.8	2.2	2.3	25/260	260/ 5.2	4.0	4.7	2.3	18	295	KCTY
11. KUFX-F (CHR)	22/ 2.6	3.8	3.7	4.0	4.3	3.5	24/682	633/12.6	12.3	17.4	3.5	27	688	KUFX-F
KHIP-F (O)	22/ 2.6	2.1	2.6	2.3	4.1	2.4	24/486	448/ 8.9	7.1	9.9	1.6	12	407	KHIP-F
13. KBOQ-F (CL)	19/ 2.2	5.3	4.0	4.1	3.4	3.9	19/297	297/ 5.9	8.5	9.7	2.6	20	368	KBOQ-F
14. KXDC-AF (J/NA)	18/ 2.1	2.2	2.9	2.9	2.7	2.5	18/235	235/ 4.7	7.0	6.2	2.0	15	292	KXDC-AF
15. KPIG-F (C)	17/ 2.0	2.0	1.5	3.0	1.7	2.1	17/205	205/ 4.1	4.4	3.7	3.2	25	216	KPIG-F
16. KOCN-F (AC)	16/ 1.9	2.0	3.6	3.7	5.5	2.8	16/373	373/ 7.4	7.1	11.2	2.6	20	311	KOCN-F
KLFA-F (SP)	16/ 1.9	2.0	2.3	0.9	1.2	1.8	16/135	135/ 2.7	2.0	2.1	1.9	15	188	KLFA-F
18. KRAY-F (SP)	15/ 1.8	2.2	3.4	2.2	1.8	2.4	15/202	202/ 4.0	4.3	4.7	0.6	5	125	KRAY-F

12+ FM SHARE (METRO): 67.00% (471 of 703) (WIN 90: 71.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F	1 KDBQ-FF	1 KTOM-AF	1 KGO >	1 KGO	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >
2 KUFX-F	2 KMBY-F	2 KTOM-AF	2 KTOM-AF<	2 KDBQ-FF<	2 KTOM-AF	2 KDON-F	2 KTOM-AF<	2 KGO	2 KGO >>	2 KHIP-F
3	3 KWAY-F	3 KDBQ-FF	3 KDON-F	3 KDON-F	3 KBAY-F	3 KTOM-AF>	3 KGO >	3 KTOM-AF	3 KTGE	3 KMBY-F
4	4 KDBQ-FF<	4 KWAY-F	4 KWAY-F	4 KGO	4 KCBS	4 KWAY-F<	4 KWAY-F<	4 KDBQ-FF	4 KRAY-F<	4 KDON-F
5	5 KTOM-AF	5 KMBY-F	5 KGO	5 KWAY-F	5	5 KDBQ-FF	5 KDBQ-FF	5 KMBY-F<	5 KTOM-AF	5
6	6 KTGE	6	6	6	6	6	6 KBAY-F	6 KWAY-F	6	6
							7 KMBY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>	1 KDBQ-FF	1 KDON-F	1 KDBQ-FF	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KTOM-AF	1 KGO
2 KUFX-F	2 KWAY-F	2 KDON-F	2 KDBQ-FF	2 KTOM-AF	2 KTOM-AF	2 KMBY-F	2 KMBY-F>	2 KDON-F	2 KTOM-AF
3	3 KWAY-F	3 KDBQ-FF>	3 KWAY-F>	3 KWAY-F>	3 KMBY-F	3 KTOM-AF>	3 KWAY-F	3 KMBY-F	3 KDON-F
4 KMBY-F	4 KTGE	4 KRAY-F	4 KTOM-AF	4 KWAY-F	4 KTGE >	4 KTGE	4 KSJO-F	4 KGO	4 KDBQ-FF
5	5 KRAY-F	5 KTOM-AF	5	5	5 KUFX-F	5 KDBQ-FF	5 KDBQ-FF	5 KDBQ-FF<	5 KMBY-F
6	6 KMBY-F	6 KXDC-AF	6	6	6	6	6 KHIP-F	6 KTGE	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KKMC 880	Gonzales/Sal.	0.8/2.1/	7/ 107	
KLAU 1540	Capitola/Mont.	0.9/1.8/	8/ 88	
KOMY 1340	Watsonville	1.3/3.9/	12/ 212	
KSCO 1080	Santa Cruz/Mntr	1.6/4.0/	14/ 210	
KSUR-F 99.5	Greenfield	0.9/1.9/	8/ 94	

KARA-F 105.7	Santa Clara/SJ	0.5/2.8/	7/ 146
KAZA 1290	Gilroy	1.1/2.2/	12/ 153
KLOK 1170	SnJose/SnFran	0.4/1.9/	3/ 104
KMEL-F 106.1	San Francisco	0.8/2.9/	9/ 166
KNBR 680	San Francisco	1.2/5.3/	10/ 307
KOME-F 98.5	San Jose/San Fr	1.2/3.6/	10/ 180
KSJO-F 92.3	San Jose	1.1/3.6/	11/ 212

RADIO STATIONS	Power	Frequency	Service	Notes
KCTY	980	1 KW/247W (DA-1)	Hispanic	\$ NA (Lotus)
KOMY	1340	1 KW	Nostalgia	MBS UNISUP, \$13.00 (Radio Time)
KTGE	1570	250 W/8 W	Hispanic	\$12.00 (Katz Hisp.)
KTOM	1380	5 KW (DA-2)	see KTOM-F	
KBOQ-F	92.7	1 KW @ 567	Classical	\$24.00 (Durpetti)
KDON-F	102.5	19 KW @ 2270	CHR	\$33.00 (Christal) Henry
KHIP-F	93.5	60 W @ 2238	Oldies	UNISUP UNIULT, \$17.00 (Eastman) (HOLLISTER)
KLFA-F	93.9	5 KW @ 703	Hispanic	\$12.00 (Caballero) (KING CITY)
KMBY-F	107.1	.9 KW @ 604	AOR	\$31.00 (Banner)
KOCN-F	104.9	1 KW @ 559	Soft AC	MBS UNISUP, \$25.00 (Torbet)
KPIG-F	107.5	3 KW @ 335	Country	\$18.00 (Republic)
KRAY-F	103.9	3 KW @ -135	Hispanic	\$23.00 (Lotus)
KTOM-F	100.7	1 KW @ 2420	Country	ABC UNIULT, \$37.00 (MHR) Comm. Service
KWAY-F	96.9	18 KW @ 2450	AC	APR, \$41.00 (HNWH) Buckley
KXDC-F	101.7	.8 KW @ 591	EZ	\$15.00 (K & P)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,006,900

Stations: 30/30
Diaries: 1444/697:1/62.8%
Sample Target: 1315
% Below Line: 0.0
% Not Listed: 9.3

1990 Revenue: \$31,900,000
HH Inc.: \$29,410
Retail \$: 7.1 Bil
Pop per Station: 33,563
#1 Biller: KKAT-F \$4,200,000

MSA Rank/Pop: 45/1,080,000
ADI # 41
Average Person Ratings: 15.3
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	172/11.1	7.6	9.3	8.5	10.7	9.1	190/2344	2092/20.8	17.2	21.5	13.6	217	2016	KKAT-F
2. KSFI-F (EZ/SAC)	139/ 9.0	8.3	6.7	8.1	9.3	8.0	172/2344	1933/19.2	19.4	18.4	5.6	90	1521	KSFI-F
3. KSL (MOR/FS)	129/ 8.3	9.6	6.4	6.8	8.5	7.8	157/2823	2323/23.1	25.9	24.1	6.6	105	2455	KSL
4. KLZX-F (AOR)	109/ 7.1	8.4	6.2	7.8	5.9	7.4	116/1442	1336/13.3	15.7	12.9	8.8	141	1673	KLZX-F
5. KISN-F (CHR)	88/ 5.7	4.6	7.3	6.2	7.5	5.9	99/1762	1527/15.2	15.9	20.2	5.6	90	1665	KISN-F
6. KSOP-AF (C)	81/ 5.3	5.6	4.8	5.6	6.0	5.3	110/1844	1473/14.6	13.2	15.4	4.9	76	1345	KSOP-AF
7. KBER-F (AOR)	71/ 4.6	4.2	6.7	4.0	3.8	4.9	82/1578	1415/14.1	11.8	10.5	7.9	127	1291	KBER-F
8. KCNR (N)	62/ 4.0	0.5	0.1	0.1	0.2	1.2	62/1277	1243/12.3	2.0	0.9	3.3	3	845	KCNR
9. KJQN-F (AOR)	57/ 3.7	4.1	4.0	4.1	2.9	4.0	58/1040	972/ 9.7	9.8	9.4	4.0	62	929	KJQN-F
10. KRSP-F (AOR)	51/ 3.3	2.9	5.1	4.2	2.9	3.9	56/1389	1262/12.5	11.2	10.9	4.1	66	1024	KRSP-F
11. KDYL (BB)	49/ 3.2	2.2	2.5	3.1	2.4	2.8	49/535	513/ 5.1	4.0	5.0	2.0	32	375	KDYL
12. KMGR-F (SAC)	43/ 2.8	3.7	3.9	3.3	4.4	3.4	51/762	724/ 7.2	9.8	10.2	2.5	40	916	KMGR-F
13. KZHT-F (CHR)	40/ 2.6	3.3	3.0	3.5	2.1	3.1	41/1020	994/ 9.9	12.1	8.5	4.0	64	1122	KZHT-F
14. KLVV-F (AC)	37/ 2.4	2.0	2.7	2.0	3.5	2.3	41/989	940/ 9.3	8.3	9.2	2.5	40	786	KLVV-F
KALL (AC)	37/ 2.4	3.0	2.6	2.6	3.7	2.7	38/811	783/ 7.8	8.7	9.3	2.9	46	728	KALL
16. KCPX-F (AC)	34/ 2.2	3.8	5.3	5.4	5.8	4.2	35/1244	1182/11.7	13.1	18.1	3.5	56	1005	KCPX-F
17. KTKK (T)	26/ 1.7	3.1	1.2	2.1	2.6	2.0	27/350	346/ 3.4	4.3	4.1	1.7	27	415	KTKK
18. KBCK-F (C)	25/ 1.6	1.8	1.5	1.7	0.5	1.6	25/456	456/ 4.5	3.9	1.8	2.0	32	422	KBCK-F
19. KLCY-F (AC)	24/ 1.6	2.6	1.9	2.1	1.7	2.0	35/911	717/ 7.1	7.8	8.8	1.3	21	495	KLCY-F
KBZN-F (J/NA)	24/ 1.6	1.1	1.8	0.7	0.9	1.3	24/459	457/ 4.5	3.9	5.2	0.9	14	373	KBZN-F

12+ FM SHARE (METRO): 73.61% (1032 of 1402) (WIN 90: 75.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZHT-F	1 KKAT-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F>	1 KSL	1 KSL <	1 KSFI-F<	1 KKAT-F	1 KKAT-F>	1 KKAT-F
2 KLVV-F	2 KLZX-F>	2 KLZX-F	2 KLZX-F	2 KLZX-F	2 KSFI-F<	2 KKAT-F	2 KKAT-F>	2 KSFI-F	2 KSL	2 KLZX-F
3 KKAT-F	3 KSFI-F	3 KSFI-F	3 KSFI-F	3 KSFI-F	3 KKAT-F>	3 KLZX-F	3 KLZX-F	3 KSL	KISN-F	KBER-F
4 KJQN-F	KBER-F	4 KISN-F	4 KSL	4 KSL >	4 KDYL	4 KSFI-F	4 KSL	4 KLZX-F	4 KBER-F<	4 KSL
KISN-F	5 KISN-F>	5 KSL	5 KISN-F	5 KISN-F<	5 KSOS-F<	5 KISN-F	5 KSOP-AF<	5 KISN-F	5 KSFI-F	5 KSFI-F
6 KRSP-F	6 KJQN-F	6 KBER-F	6 KCNR	6 KCNR	6 KCNR	6 KSOP-AF	6 KCNR	6 KSOP-AF	6	KLCY-F
7 KBER-F										KISN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFI-F	1 KKAT-F>	1 KKAT-F>	1 KKAT-F	1 KKAT-F	1 KBER-F	1 KLZX-F>	1 KLZX-F>>	1 KLZX-F	1 KLZX-F
2 KKAT-F	2 KSFI-F	2 KSFI-F	2 KSFI-F>	2 KSFI-F>	2 KRSP-F	2 KKAT-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F
3 KISN-F	3 KISN-F>	KISN-F	3 KISN-F	3 KSL <	3 KJQN-F	KBER-F>	3 KSL	3 KSL	3 KSL >
4 KBER-F>	4 KJQN-F	4 KLZX-F	4	4 KISN-F>	4 KISN-F	4 KSL	4 KSOP-AF	4 KCNR <	4 KCNR
5 KZHT-F	KBER-F	KJQN-F	5	5 KLZX-F	5 KLZX-F	5 KRSP-F	5 KBER-F	5 KBER-F	5 KSFI-F
KJQN-F	6	6	6	6	6 KKAT-F	6	6 KSFI-F	6	6
7 KRSP-F					7 KSFI-F				

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KFAM 700	N Salt Lake Cit	0.6/2.6/	12/	327
KISN 570	Salt Lake City	0.7/5.6/	11/	579
KLO 1430	Ogden	0.5/1.5/	8/	182
KQOL-F 106.5	Spanish Frk/SL	0.5/2.1/	7/	227
KRPN-F 107.9	Roy/Salt Lake C	0.4/2.3/	10/	311
KSOS-F 106.9	Brigham/St.Lk.	1.2/2.7/	23/	375
KSRR 1400	Provo	0.7/2.8/	11/	286
KUTR 1320	Salt Lake City	1.4/4.0/	22/	421
KZOL-F 96.1	Provo/Salt Lake	0.8/4.9/	15/	540

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, AC	ABC MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570, 5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160, 50 KW	, MOR/Full Service	CBS, \$80.00	(MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC NBC, \$23.00	(K & P)	
KUTR, 1320, 5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600, 5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK, 105.7, 14 KW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1, 26 KW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7, 40 KW @ 2933	, AC	, \$60.00	(Katz)	John Price
KISN, 97.1, 26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5, 100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KLCY, 94.1, 40 KW @ 3063	, AC	ABC, \$47.00	(Eastman)	Hatch
KLVV, 99.5, 40 KW @ 2953	, CHR	, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3, 26 KW @ 3740	, Classic AOR	, \$42.00	(Christal)	Citadel
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)
KRPN, 107.9, 67 KW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5, 26 KW @ 3740	, AOR	ABC, \$59.00	(Durpetti)	
KSFI, 100.3, 26 KW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3, 25 KW @ 3640	, Country	, \$48.00	(MHR)	
KSOS, 106.9, 68 KW @ 2369	, AC	UNISUP UNIULT, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9, 48 KW @ 2799	, CHR	, \$32.00	(Durpetti)	(PROVO)
KZOL, 96.1, 55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,072,700
 MSA Rank/Pop: 36/1,350,000
 ADI # 43
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 28/28
 Diaries: 1438/746:1/54.3%
 Sample Target: 1325
 % Below Line: 0.0
 % Not Listed: 7.9

1990 Revenue: \$40,000,000
 HH Inc.: \$29,279
 Retail \$: 9.0 B11
 Pop per Station: 38,310
 #1 Biller: KCYY-F/KKYX \$7,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	241/12.4	10.9	8.9	12.6	10.9	11.2	308/3107	2324/21.7	25.0	20.5	12.2	246	2290	KCYY-F
2. KTFM-F (CHR)	195/10.1	9.0	7.3	7.2	6.9	8.4	202/2618	2448/22.8	21.8	20.6	12.7	256	3124	KTFM-F
3. WOAI (N/T)	121/ 6.2	6.1	5.4	4.9	5.1	5.7	187/2502	1689/15.7	14.3	14.3	6.4	128	1512	WOAI
4. KAJA-F (C)	116/ 6.0	8.4	6.5	5.5	5.9	6.6	137/2018	1721/16.0	18.9	14.1	6.8	138	2100	KAJA-F
5. KZEP-F (CL AOR)	108/ 5.6	5.9	5.8	4.0	4.2	5.3	112/1717	1601/14.9	14.2	10.2	5.9	119	1429	KZEP-F
KQXT-F (EZ)	108/ 5.6	4.9	5.0	3.9	4.7	4.8	114/1556	1386/12.9	11.6	12.1	4.3	87	1161	KQXT-F
7. KSMG-F (AC)	94/ 4.8	4.2	6.0	5.0	5.1	5.0	111/1595	1327/12.4	12.9	14.9	4.9	99	1065	KSMG-F
KSAQ-F (CHR)	94/ 4.8	4.3	4.7	4.0	4.0	4.4	101/1612	1453/13.5	14.7	12.1	6.3	127	1619	KSAQ-F
9. KKYX (C)	82/ 4.2	4.3	4.3	4.2	3.8	4.3	184/2061	1012/ 9.4	9.4	8.4	3.0	60	909	KKYX
10. KXTN-F (SP)	76/ 3.9	1.5	1.9	2.8	2.7	2.5	91/1001	858/ 8.0	4.3	6.0	1.8	36	739	KXTN-F
11. KCOR (SP)	70/ 3.6	5.4	4.9	5.2	6.8	4.8	70/697	697/ 6.5	8.5	8.7	5.5	111	1159	KCOR
12. KTSA (MOR/BB)	64/ 3.3	3.4	3.9	4.1	4.2	3.7	103/1219	771/ 7.2	8.4	8.5	4.5	90	708	KTSA
13. KSRR-F (AC)	61/ 3.1	3.4	5.9	4.8	6.1	4.3	68/1385	1168/10.9	13.8	18.1	4.0	80	1326	KSRR-F
14. KMMX-F (SAC)	48/ 2.5	3.7	4.0	3.9	3.9	3.5	53/1037	934/ 8.7	10.5	10.7	1.6	32	577	KMMX-F
15. KISS-F (O)	43/ 2.2	2.2	2.8	5.0	3.7	3.0	48/799	720/ 6.7	8.8	13.7	1.0	20	432	KISS-F
16. KEDA (SP)	42/ 2.2	2.4	1.2	1.6	1.4	1.9	42/579	552/ 5.1	4.5	4.4	1.0	21	371	KEDA
17. KONO-AF (D)	39/ 2.0	4.1	3.8	5.2	4.5	3.8	50/911	751/ 7.0	11.8	12.2	2.4	44	737	KONO-AF
18. KSJL (AOR)	34/ 1.8	4.3	0.8	1.1	2.1	2.0	45/562	441/ 4.1	14.7	3.5	1.8	37	695	KSJL
19. KSLR (REL)	28/ 1.4	1.0	1.0	1.3	1.2	1.2	38/529	436/ 4.1	3.6	4.3	1.3	27	350	KSLR
20. KZVE (SP)	25/ 1.3	2.0	1.8	1.8	1.2	1.7	26/429	415/ 3.9	4.3	3.7	1.7	34	659	KZVE

12+ FM SHARE (METRO): 66.41% (1186 of 1786) (WIN 90: 62.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KTFM-F>	1 WOAI
2 KSAQ-F	2 KTFM-F>	2 KTFM-F	2 KSMG-F	2 KSMG-F	2 WOAI	2 KTFM-F	2 WOAI	2 KTFM-F>	2 KCYY-F	KCYY-F
3 KSRR-F>	3 KZEP-F	3 KZEP-F	3 KZEP-F	3 KZEP-F	3 KQXT-F	3 WOAI	KQXT-F	3 KAJA-F	3 KSAQ-F	3 KTSA
4 KCYY-F	4 KSAQ-F	4 KSMG-F	4 KTFM-F<	4 KTFM-F	4 KKYX	4 KSMG-F	4 KTFM-F	4 KSAQ-F	4 KZEP-F	KTFM-F
5 KAJA-F	5 KSMG-F<	KAJA-F	5 KAJA-F	KQXT-F	5 KTSA	KAJA-F	5 KSMG-F<	KQXT-F	5 WOAI	5 KKYX
6 KAJA-F	6 KSAQ-F<	6 KQXT-F	KAJA-F	6 KAJA-F	6 KZEP-F	6 KAJA-F	6 KAJA-F	6	6 KSRR-F	6 KAJA-F
7	7 KXTN-F	7 KQXT-F	7	7	7	7 KQXT-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F>>	1 KTFM-F	1 KCYY-F>	1 KCYY-F	1 KCYY-F>>	1 KSAQ-F	1 KCYY-F<	1 KCYY-F>	1 KCYY-F	1 KCYY-F>
2 KSRR-F	2 KCYY-F>	2 KSMG-F	2 KTFM-F>	2 KTFM-F	2 KZEP-F	2 KZEP-F<	2 KZEP-F	2 KZEP-F>	2 KZEP-F<
KSAQ-F	3 KSMG-F	3 KTFM-F	3 KQXT-F	3 KSMG-F	3 KTFM-F>	3 KSAQ-F	3 KSMG-F	3 KAJA-F<	3 WOAI <
4 KCYY-F	4 KZEP-F	4 KMMX-F	4 KSMG-F	4 KQXT-F	4 KSJL	4 KTFM-F	KSAQ-F	4 KSMG-F<	4 KSMG-F
KAJA-F	KSRR-F	5 KZEP-F	5 KAJA-F	5 KMMX-F	5 KAJA-F	5 KAJA-F	KAJA-F	5 KTFM-F<	5 KAJA-F
6	6 KMMX-F<	6 KXTN-F	6	6	6	6	6 KTFM-F	6 KSAQ-F	6 KQXT-F
7	7 KXTN-F	7	7	7	7	7	7	7 WOAI	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBUC	830	Cibola/San Anto	1.0/1.8/ 20/ 194
KCHL	1480	San Antonio	0.7/1.9/ 14/ 208
KDRY	1100	Alamo Heights	0.4/1.2/ 8/ 132
KGNB	1420	New Braunfels	0.8/1.3/ 16/ 137
KISS	930	Terrill Hills	0.6/0.8/ 12/ 100
KSAH	720	Universal City	0.6/1.5/ 16/ 226
KWED	1580	Seguin	0.8/1.6/ 16/ 178

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCHL, 1480,	2.5 KW (DAYS,DA)	, ??	,	\$ 24.00 (McGuild)	
KCOR, 1350,	5 KW (DA-N)	, HISPANIC	,	\$ 69.00 (Katz Hisp.)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	,	\$ 26.00 (Caballero)	
KKYX, 680,	50 KW/10 KW(DA-N)	, COUNTRY	ABC,	\$ 50.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, OLDIES	NBC, UNIULT,	\$ 29.00 (Christal)	Booth/Genesis
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	,	\$ 22.00 (Caballero)	
KSJL, 760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC,	\$ 16.00 (Eastman)	Inner City
KSLR, 630,	5 KW (DA-2)	, RELIGION	,	\$ 17.00 (---)	Salem
KTSA, 550,	5 KW (DA-N)	, MOR/NOSTALGIA	MBS,	\$ 28.00 (Banner)	
KXTN, 1310,	5 KW/280 W(DA-1)	, HISPANIC	,	\$ 26.00 (Lotus)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS,	\$ 84.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY	,	\$ 59.00 (Christal)	Clear Channel
KCYX, 100.3,	100 KW @ 984,	COUNTRY	,	\$ 95.00 (Katz)	New City
KFAN, 101.1,	100 KW @ 620,	AOR	UNISUP,	\$ 24.00 (Eastman)	Waldon (FREDICKSBURG)
KISS, 99.5,	100 KW @ 1111,	OLDIES	SOURCE,	\$ 57.00 (MMR)	Adams
KSRR, 92.9,	100 KW @ 1016,	AC	,	\$ 53.00 (Christal)	Booth/Genesis
KMMX, 106.7,	100 KW @ 1016,	SOFT AC	,	\$ 55.00 (McGuild)	
KQXT, 101.9,	100 KW @ 672,	EZ	,	\$ 52.00 (Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 481,	AOR	NBC, RADRAD,	\$ 42.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1249,	OLDIES	,	\$ 61.00 (CBS)	Rusk
KTFM, 102.7,	100 KW @ 672,	CHR	,	\$ 60.00 (Banner)	
KZEP, 104.5,	100 KW @ 662,	CLASSIC AOR	MBS,	\$ 54.00 (Torbet)	Lotus
KZVE, 107.5,	100 KW @ 1470,	HISPANIC	,	\$ 42.00 (Lotus)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,139,600
 MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 39/32
 Diaries: 2035/1051:1/53.2%
 Sample Target: 1830
 % Below Line: 6.0
 % Not Listed: 10.4

1990 Revenue: \$93,000,000
 HH Inc.: \$41,672
 Retail \$: 20.0 Bill
 Pop per Station: 66,862
 #1 Biller: KFMB \$10,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	260/ 7.3	7.7	9.1	9.3	10.3	8.4	260/4128	4128/19.3	20.2	25.7	8.1	248	4368	KKLQ-AF
2. KSON-AF (C)	217/ 6.1	7.5	6.5	7.5	6.6	6.9	217/2768	2768/12.9	14.2	13.5	7.9	251	3369	KSON-AF
3. KSDO (N/T)	207/ 5.9	6.6	5.4	5.7	6.0	5.9	207/2485	2485/11.6	11.6	11.8	6.5	208	2095	KSDO
4. KFMB-F (AC)	200/ 5.7	4.8	6.6	4.8	4.5	5.5	200/3558	3558/16.6	13.0	15.7	5.9	188	3441	KFMB-F
5. KFMB (MOR/FS)	179/ 5.1	4.0	5.6	6.7	4.6	5.3	179/2760	2760/12.9	11.9	11.3	4.5	143	1594	KFMB
6. KGB -F (AOR)	174/ 4.9	6.0	4.9	7.1	6.1	5.7	174/3189	3189/14.9	15.3	12.7	7.9	252	3202	KGB -F
7. KJQY-F (EZ/SAC)	172/ 4.9	6.0	5.2	4.4	5.3	5.1	172/2504	2504/11.7	12.4	11.8	2.7	85	2230	KJQY-F
8. XTRA-F (AOR)	154/ 4.4	5.7	5.1	4.8	4.3	5.0	154/2948	2948/13.8	14.4	12.1	8.4	270	3362	XTRA-F
9. KYXY-F (AC)	153/ 4.3	3.9	3.0	3.7	5.0	3.7	153/2409	2409/11.3	10.8	12.6	2.4	76	1439	KYXY-F
10. KPOP (BB)	145/ 4.1	3.4	3.7	3.4	4.8	3.7	145/1461	1461/ 6.8	6.7	6.5	2.8	90	1349	KPOP
11. KFSD-F (CL)	130/ 3.7	2.9	3.6	3.0	4.3	3.3	130/1825	1825/ 8.5	7.6	9.0	1.7	56	967	KFSD-F
12. KIFM-F (J/NA)	128/ 3.6	3.6	3.5	4.0	4.2	3.7	128/2259	2259/10.6	10.7	9.0	3.5	113	1675	KIFM-F
13. KSDO-F (CL AOR)	117/ 3.3	2.7	2.6	2.5	2.0	2.8	117/2010	2010/ 9.4	8.8	7.5	2.8	90	1315	KSDO-F
14. KCBQ-F (O)	100/ 2.8	3.1	3.6	3.6	2.6	3.3	100/1569	1569/ 7.3	9.2	10.1	2.5	81	1433	KCBQ-F
15. XHTZ-F (CHR)	92/ 2.6	3.1	2.9	1.9	0.8	2.6	92/1999	1999/ 9.3	10.7	4.9	7.3	234	2254	XHTZ-F
16. KNX (N)	90/ 2.6	1.4	1.4	1.4	1.5	1.7	90/1837	1837/ 8.6	5.5	5.5	1.5	49	1823	KNX
17. KGMG-F (CL AOR)	67/ 1.9	3.1	1.9	2.1	1.3	2.3	67/1173	1173/ 5.5	6.9	5.2	2.8	89	1017	KGMG-F
18. KKOS-F (AC)	66/ 1.9	1.2	0.7	0.6	0.6	1.1	66/522	522/ 2.4	2.6	2.3	0.3	11	339	KKOS-F
19. XLTN-F (SP)	56/ 1.6	1.4	1.7	1.2	1.1	1.5	56/699	699/ 3.3	2.5	2.6	1.6	51	865	XLTN-F
20. XTRA (N/T)	41/ 1.2	1.5	0.9	1.0	1.2	1.1	41/1039	1039/ 4.9	7.1	5.6	2.1	68	865	XTRA
21. KRMX-F (AC)	40/ 1.1	1.7	2.2	3.0	4.2	2.0	40/1407	1407/ 6.6	5.7	11.6	1.1	35	1015	KRMX-F
22. KFI (T)	39/ 1.1	1.1	1.0	0.9	0.6	1.0	39/745	745/ 3.5	4.0	2.2	1.3	42	625	KFI
KPRZ (T)	39/ 1.1	0.7	0.7	0.4	0.4	0.7	39/433	433/ 2.0	1.9	1.7	0.7	22	319	KPRZ

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 70.94% (2239 of 3156) (WIN 90: 72.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KKLQ-AF	1 KKLQ-AF	1 KGB -F<	1 KSON-AF	1 KSDO	1 KSDO	1 KSDO	1 KKLQ-AF	1 KKLQ-AF>	1 KSDO
2 XHTZ-F	2 KGB -F	2 KGB -F<	2 KSON-AF<	2 KFMB-F<	2 KSON-AF	2 KFMB	2 KJQY-F	2 KSON-AF	2 XTRA-F	2 KNX
3 XTRA-F>	3 KFMB-F	3 KFMB-F	3 KGB -F	3 KGB -F	3 KFMB	3 KKLQ-AF	3 KKLQ-AF	3 KGB -F<	3 KFMB-F<	3 KFMB
4 KFMB-F	4 XTRA-F	4 KSON-AF	4 KKLQ-AF	4 KYXY-F<	4 KPOP	KSON-AF	4 KKLQ-AF<	4 KSDO <	4 KYXY-F<	4 KSON-F
5	5 KSDO-F	XTRA-F	5 KYXY-F	5 KKLQ-AF<	5 KJQY-F	5 KFMB-F	5 KSON-AF<	5 XTRA-F<	5 KSON-AF<	5 KABC
6	6 KYXY-F	6 KYXY-F	6 KIFM-F	6 KIFM-F<	6 KFSD-F	6	6 KFMB-F	6 KGB -F	6 KIFM-F	6 KPOP
7	7 KGMG-F	7 KSDO-F	KCBQ-F<	7 KFMB <	7	7	7 KPOP	7 KJQY-F	7 XHTZ-F	7 KIFM-F
8	8	8	8 KJQY-F	8 KJQY-F	8	8	8 KYXY-F<	8	8	8 KFI
9	9	9	9	KCBQ-F	9	9	9 KFMB	9	9	9 KGB -F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 KFMB-F	1 KFMB-F	1 KFMB-F<	1 KFMB-F	1 XTRA-F	1 KGB -F	1 KGB -F>	1 KGB -F	1 KGB -F
2 KFMB-F>	2 KKLQ-AF>	2 KKLQ-AF>	2 KKLQ-AF>	2 KSON-AF	2 KKLQ-AF	2 XTRA-F	2 KKOS-F<	2 XTRA-F	2 KSON-AF
3 XTRA-F	3 KGB -F	3 KGB -F	3 KYXY-F	3 KKLQ-AF<	3 KGB -F>	3 KKLQ-AF	3 KKLQ-AF	3 KKLQ-AF	3 KCBQ-F<
4 XHTZ-F	4 KYXY-F<	4 KIFM-F<	KJQY-F<	4 KYXY-F<	4 KSDO-F	4 KSDO-F	KSDO-F<	4 KSDO-F	4 KSDO-F
5 KJQY-F	5 KJQY-F	5 KYXY-F	5 KSON-AF	5 KJQY-F	5 KGMG-F	5 KGMG-F	5 XTRA-F>	5 KSON-AF	KIFM-F <
6 KYXY-F	6 XTRA-F	6 KJQY-F	6 KGB -F	6 KIFM-F	6 XHTZ-F	6 KFMB-F	6 KGMG-F	6 KFMB-F	6 KIFM-F<
7 KSDO-F	7 KIFM-F	7	7 KIFM-F	7 KFMB	7 KFMB-F	7	KFMB-F	7	7 KFMB
KGB -F	8	8	8	8	8	8	8	8	8 KYXY-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KCBQ 1170 San Diego	0.9/2.5/ 32/ 535		
KCEO 1000 Vista	0.4/1.3/ 13/ 268		
KGMG 1320 Oceanside	0.5/0.9/ 17/ 189		
KOWF-F 92.1 Escondido/SD	0.8/2.4/ 29/ 524		
KSPA 1450 Escondido/SD	0.6/1.3/ 20/ 284		
XEBG 1550 Tijuana	0.5/0.7/ 19/ 151		
XEMO 860 Tijuana	0.5/1.2/ 18/ 261		
XHKY-F 95.7 Tijuana/SD	0.9/1.6/ 32/ 351		
XHRM-F 92.5 Tijuana	0.8/3.9/ 28/ 841		
KABC 790 Los Angeles	0.4/1.0/ 13/ 207		
KLOS-F 95.5 Los Angeles	0.7/2.1/ 26/ 456		
KQLZ-F 100.3 Los Angeles	0.3/1.1/ 11/ 234		
KRTH-F 101.1 Los Angeles	0.5/2.2/ 19/ 468		
KWVE-F 107.9 San Clemente	0.4/1.1/ 13/ 243		

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB, 760,	5 KW (DA-N)	, Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP, 1360,	5 KW/1 KW	, Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	, News/Talk	ABC, \$130.00	(Durpetti)	Gannett
XTRA, 690,	50 KW (DA-2)	, Talk	ABC, CNN, \$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ, 105.3,	29 KW @ 620	, Oldies	UNIULT, \$ 85.00	(HNWH)	Adams
KFMB, 100.7,	30 KW @ 620	, AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641	, Classical	, \$ 75.00	(HNWH)	Lotus
KGB, 101.5,	50 KW @ 500	, AOR	, \$170.00	(Katz)	Brown
KGMB, 102.1,	10 KW @ 980	, Classic AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)
KIFM, 98.1,	28 KW @ 640	, Jazz	, \$ 86.00	(CBS)	
KJQY, 103.7,	36 KW @ 578	, EZ	, \$ 90.00	(Group W)	Westinghouse
KKLQ, 106.5,	50 KW @ 440	, CHR	, \$175.00	(Christal)	Edens
KKYY, 94.9,	22 KW @ 702	, AC	, \$ 80.00	(Republic)	
KMLO, 107.1,	3 KW @ 300	, Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO, 102.9,	32 KW @ 617	, Classic AOR	, \$ 68.00	(Durpetti)	
KSON, 97.3,	50 KW @ 440	, Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY, 96.5,	41 KW @ 540	, AC	, \$ 70.00	(HNWH)	
XHRM, 92.5,	50 KW @ 350	, Black	ABC, \$ 48.00	(K & P)	(TIJUANA)
XLTN, 104.5,	57 KW @ 677	, Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1,	100 KW @ 688	, AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KARA-F	105.7	Santa Clara/SJ	0.9/3.0/	80/1691
KDIA	1310	Oakland/SF	0.9/2.8/	75/1454
KEAR-F	106.9	San Francisco	0.4/1.1/	37/ 678
KEEN	1370	San Jose	0.5/1.2/	43/ 598
KFAX	1100	San Francisco	0.6/2.1/	56/1142
KHTT-F	92.9	Healdsbrg/SnRsa	0.5/1.1/	45/ 592
KIQI	1010	San Francisco	0.9/1.6/	74/ 908
KLIV	1590	San Jose	0.4/1.6/	34/ 828
KOFY	1050	San Mateo/SF	0.5/1.6/	47/ 880
KRTY-F	95.3	Los Gatos	0.5/1.5/	46/ 828
KTID-F	100.7	SanRafael/SanFr	0.3/1.1/	26/ 584
KUFX-F	94.5	Gilroy	0.8/3.7/	87/2617
KXFX-F	101.7	Santa Rosa	0.7/1.1/	63/ 620
KRAK	1140	Sacramento	0.5/1.1/	187/2288

RADIO STATIONS

AM STATIONS

KABL	960,	5 KW (DA-1)	, EZ/SOFT AC	UNISUP	, \$ N/A (Christal)	Shamrock
KCBS	740,	50 KW (DA-2)	, NEWS/TALK	CBS	, \$ 230.00 (CBS)	CBS
KDIA	1310,	5 KW (DA-1)	, BLACK		, \$ 50.00 (---)	
KEST	1450,	1 KW	, TALK/RELIGION		, \$ 40.00 (---)	Douglas
KFAX	1100,	50 KW (DA-1)	, RELIGION		, \$ 40.00 (---)	Salem
KFRC	610,	5 KW	, NOSTALGIA	MBS, UNISUP	, \$ 70.00 (Katz)	Bedford
KGO	810,	50 KW	, NEWS/TALK	ABC	, \$ 340.00 (Banner)	Cap. Cities/ABC
KIQI	1010,	10 KW/500W (DA-1)	, HISPANIC		, \$ 58.00 (Caballero)	
KNBR	680,	50 KW	, FULL SERVICE	NBC	, \$ 189.00 (Eastman)	Susquehanna
KNEW	910,	5 KW (DA-N)	, COUNTRY		, \$ 70.00 (McGuild)	Malrite
KSFO	560,	5 KW (DA-N)	, OLDIES	UNIPWR	, \$ 105.00 (MMR)	King

FM STATIONS

KABL	98.1,	100 KW @ 960,	EZ/SOFT AC	UNISUP	, \$ 150.00 (Christal)	Shamrock
KBLX	102.9,	7 KW @ 1290,	JAZZ/URBAN		, \$ 130.00 (HNWH)	Inner City
KBRG	104.9,	3 KW @ 300,	HISPANIC		, \$ 55.00 (Katz Hisp)	(FREMONT)
KDFC	102.1,	33 KW @ 1050,	CLASSICAL		, \$ 79.00 (CMBS)	
KFOG	104.5,	8 KW @ 1452,	AOR	SOURCE	, \$ 110.00 (Eastman)	Susquehanna
KIOI	101.3,	125 KW @ 1162,	AC		, \$ 175.00 (Durpetti)	Fairmont
KITS	105.3,	15 KW @ 1200,	CHR/AOR	ABC	, \$ 140.00 (HNWH)	Entercom
KKHI	95.7,	7 KW @ 1290,	CLASSICAL		, \$ 77.00 (HNWH)	Buckley
KJAZ	92.7,	2 KW @ 397,	JAZZ		, \$ 80.00 (Roslin)	(ALAMEDA)
KKSF	103.7,	8 KW @ 1470,	JAZZ/NAC		, \$ 147.00 (Banner)	Brown
KMEL	106.1,	69 KW @ 1290,	CHR		, \$ 190.00 (Christal)	Century
KDBK	98.9,	6 KW @ 1355,	AC		, \$ 70.00 (Katz)	Viacom
KOIT	96.5,	33 KW @ 1410,	SOFT AC		, \$ 175.00 (Torbet)	Bonneville
KRQR	97.3,	82 KW @ 1100,	AOR	CBS	, \$ 150.00 (CBS)	CBS
KSAN	94.9,	30 KW @ 1207,	COUNTRY		, \$ 160.00 (McGuild)	Malrite
KSOL	107.7,	9 KW @ 1162,	BLACK	APR	, \$ 135.00 (MMR)	United
KFRC	99.7,	45 KW @ 1241,	OLDIES		, \$ 100.00 (McGuild)	Bedford
KYA	93.3,	50 KW @ 492,	OLDIES		, \$ 95.00 (MMR)	King

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,229,100
 MSA Rank/Pop: 31/1,470,000
 San Francisco ADI
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 44/15
 Diaries: 1588/774:1/49.8%
 Sample Target: 1470
 % Below Line: NA
 % Not Listed: NA

1990 Revenue: \$30,600,000
 HH Inc.: \$51,455
 Retail \$: 12.6 Btl
 Pop per Station: 81,940
 #1 Biller: KOME-F \$5,800,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	123/ 6.3	7.2	5.8	6.5	7.0	6.4	169/2370	1544/12.6	13.4	13.1	4.4	85	1058	KBAY-F
2. KHQT-F (CHR)	106/ 5.5	5.4	7.7	5.2	6.2	5.9	116/2200	1767/14.1	14.1	15.3	6.1	118	1811	KHQT-F
3. KSJO-F (AOR)	94/ 4.8	3.6	3.9	3.5	4.0	4.0	135/2441	1559/12.7	11.5	12.7	6.4	124	1731	KSJO-F
4. KEZR-F (AC)	92/ 4.7	3.8	4.2	3.7	3.8	4.1	97/1911	1587/12.9	11.9	12.4	2.9	55	940	KEZR-F
5. KOME-F (AOR)	66/ 3.4	5.1	4.6	3.9	6.8	4.3	109/2337	1441/11.7	11.2	15.0	6.5	126	1999	KOME-F
6. KARA-F (AC)	61/ 3.1	4.2	3.9	3.6	4.8	3.7	79/1570	1264/10.3	10.8	12.4	3.7	72	1390	KARA-F
7. KUFX-F (CHR)	57/ 2.9	2.3	2.6	3.2	2.2	2.8	87/2497	1409/11.5	9.1	11.2	2.6	50	920	KUFX-F
8. KRTY-F (C)	43/ 2.2	1.3	2.6	1.7	0.4	2.0	46/826	666/ 5.4	5.2	2.7	3.4	66	761	KRTY-F
9. KEEN (C)	31/ 1.6	3.4	1.2	2.5	1.8	2.2	43/598	400/ 3.3	5.5	3.3	0.8	15	423	KEEN
10. KDFC-AF (CL)	27/ 1.4	2.0	1.0	1.9	1.9	1.6	58/1724	642/ 5.2	6.0	6.8	0.5	10	355	KDFC-AF
11. KNTA (SP)	23/ 1.2	1.1	1.6	0.9	0.6	1.2	23/240	223/ 1.8	2.7	1.8	0.7	13	308	KNTA
12. KLIV (BB)	21/ 1.1	1.4	1.6	1.2	1.7	1.3	31/759	621/ 5.1	3.4	3.5	2.1	41	513	KLIV
13. KAZA (SP)	20/ 1.0	1.7	1.4	3.1	0.7	1.8	32/401	257/ 2.1	2.0	1.8	0.6	11	245	KAZA
14. KLOK (SP)	17/ 0.9	0.8	1.7	1.1	0.7	1.1	68/711	325/ 2.6	2.8	3.0	1.1	21	541	KLOK
15.														

12+ FM SHARE (METRO): NA (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F	1 KSJO-F	1 KEZR-F	1 KEZR-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F>	1 KHQT-F	1 KHQT-F>	1 KBAY-F
2 KUFX-F>	2 KHQT-F	2 KEZR-F	2 KSJO-F	2 KSJO-F<	2 KARA-F>	2 KSJO-F	2 KEZR-F<	2 KBAY-F	2 KOME-F	2 KEZR-F
3 KOME-F	3 KEZR-F	3 KHQT-F	3 KARA-F	3 KBAY-F	3 KEZR-F	3 KHQT-F	3 KSJO-F	3 KSJO-F	3 KEZR-F	3 KRTY-F
4 KEZR-F	4 KOME-F>	4 KOME-F	4 KBAY-F	4 KARA-F	KEEN	4 KEZR-F	4 KHQT-F	4 KEZR-F>	4 KSJO-F	4 KSJO-F
5	5 KUFX-F	KARA-F	5 KOME-F	5	5	5 KOME-F	5 KARA-F	5 KOME-F	5 KBAY-F<	5 KHQT-F
6	6	6	6	6	6	6	6	6	6 KUFX-F	6 KOME-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KEZR-F	1 KEZR-F>>	1 KEZR-F	1 KEZR-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>
2 KEZR-F	2 KHQT-F>>	2 KHQT-F>	2 KHQT-F>	2 KBAY-F>	2 KHQT-F	2 KOME-F>	2 KOME-F>>	2 KOME-F>	2 KOME-F
3 KUFX-F>	3 KUFX-F	3 KBAY-F	3 KBAY-F	3 KARA-F	3 KOME-F>>	3 KHQT-F>	3	3 KARA-F>	3 KARA-F
4 KSJO-F	4 KSJO-F	KARA-F	4 KUFX-F	4 KHQT-F<	4	4 KEZR-F	4	4 KHQT-F	4 KBAY-F
KOME-F	5 KOME-F	5 KUFX-F	5 KARA-F	5 KRTY-F	5	5	5	5 KEZR-F	5
	KARA-F	KSJO-F							

OTHER RATED STATIONS METRO SHARE/CUME RTG

See San Francisco for more about the following stations:

KABL	0.1/1.0	KKHI	0.1/0.5
KABL-F	0.6/2.9	KKHI-F	1.3/4.4
KBLX-F	1.2/4.4	KKSF-F	2.2/5.0
KBRG-F	1.8/3.7	KMEL-F	2.3/9.3
KCBS	6.9/19.6	KNBR	2.4/9.6
KDBK-F	0.5/2.4	KOFY	0.4/1.6
KDBQ-F	1.4/4.7	KOIT	0.1/0.9
KFAX	0.7/2.2	KOIT-F	2.5/7.7
KFOG-F	0.6/4.4	KSAN-F	2.2/5.3
KFRC	1.2/4.2	KSFO	0.8/3.4
KFRC-F	1.4/6.6	KYA -F	1.0/5.0
KGO	11.3/24.0	KSOL-F	1.4/5.5
KIOI-F	1.8/7.4		
KIQI	0.8/1.3		
KITS-F	2.6/6.4		

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 35.00 (Caballero)	
KEEN, 1370,	5 KW (DA-2)	, COUNTRY	UPI, \$ 40.00 (MMR)	
KLIV, 1590,	5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)	Empire
KLOK, 1170,	5 KW (DA-2)	, HISPANIC	, \$ 38.00 (Katz Hisp)	
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 39.00 (Lotus)	
KSJX, 1500,	10 KW .5 KW (DA-2)	, AOR	, \$ 25.00 (Katz)	Narragansett
KARA-F, 105.7,	50 KW @ 497	, AC	, \$ 85.00 (Eastman)	Empire
KBAY-F, 100.3,	14 KW @ 2582	, EZ/BTFL	, \$ 85.00 (MMR)	
KEZR-F, 106.5,	50 KW @ 430	, AC	, \$ 69.00 (Christal)	
KHQT-F, 97.7,	1.6 KW @ 449	, CHR	, \$ 55.00 (HNWH)	Anaheim
KOME-F, 98.5,	12 KW @ 881	, AOR	, \$100.00 (Torbet)	Infinity
KRTY-F, 95.3,	.4 KW @ 860	, COUNTRY	, \$ 45.00 (Durpetti)	Crown
KSJO-F, 92.3,	50 KW @ 467	, AOR	ABC, \$ 65.00 (Katz)	Narragansett
KUFX-F, 94.5,	1.5 KW @ 2580	, CL AOR	, \$ 70.00 (Mc-Guild)	
KDBQ-F, 99.1,	1 KW @ 2618	, AC	UNIULT, \$ 70.00 (Katz)	Viacom

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,214,300
 MSA Rank/Pop: 23/2,450,000 (Seattle)
 ADI # 15 90 (Tacoma)
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 35/34
 Diaries: 2043/1084:1/55.7%
 Sample Target: 1890
 % Below Line: 0.4
 % Not Listed: 10.1

1990 Revenue: \$88,600,000
 HH Inc.: \$37,172
 Retail \$: 21.0 B11
 Pop per Station: 65,126
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	405/11.4	8.7	10.2	9.5	9.0	9.9	448/6682	5841/26.4	24.3	24.1	10.9	399	5837	KIRO
2. KMPS-AF (C)	280/ 7.8	6.3	6.8	6.3	6.9	6.8	326/3515	2976/13.4	13.2	13.5	7.8	256	2427	KMPS-AF
3. KPLZ-F (CHR)	215/ 6.0	7.0	6.9	6.7	8.0	6.7	255/4669	3753/16.9	18.0	19.8	8.4	306	4984	KPLZ-F
4. KOMO (MOR/FS)	202/ 5.7	5.5	5.2	4.7	4.7	5.3	226/4134	3577/16.2	18.8	14.5	5.4	198	3038	KOMO
5. KUBE-F (CHR)	172/ 4.8	5.2	5.2	6.1	6.3	5.3	190/3557	3179/14.4	17.5	16.6	6.5	238	3613	KUBE-F
6. KING-F (CL)	140/ 3.9	4.2	3.9	2.7	4.0	3.7	153/2236	2080/ 9.4	9.8	11.5	3.2	117	1957	KING-F
7. KISW-F (AOR)	129/ 3.6	3.8	4.8	5.0	4.4	4.3	175/2767	2190/ 9.9	9.5	12.0	4.3	157	2375	KISW-F
8. KXRX-F (CL AOR)	127/ 3.6	4.5	4.5	5.0	4.2	4.4	157/2488	1946/ 8.8	10.0	11.3	4.6	169	1819	KXRX-F
KING (N/T)	127/ 3.6	2.9	3.0	2.3	3.2	3.0	136/2357	2114/ 9.5	7.4	7.7	3.4	124	1576	KING
10. KKNW-F (J/NA)	124/ 3.5	2.1	1.7	1.9	3.1	2.3	131/1385	1300/ 5.9	5.8	6.5	2.8	101	1395	KKNW-F
11. KRPM-AF (C)	118/ 3.4	4.7	3.1	3.5	2.9	3.7	141/2414	1935/ 8.7	10.1	7.0	3.3	108	1618	KRPM-AF
12. KZOK-F (AOR)	115/ 3.2	3.8	5.2	4.3	2.9	4.1	131/2741	2412/10.9	10.8	11.4	4.4	162	2047	KZOK-F
13. KIXI (BB)	113/ 3.2	3.0	4.0	3.9	2.6	3.5	123/2003	1689/ 7.6	7.3	6.8	2.0	72	1266	KIXI
14. KBSG-AF (AC)	112/ 3.2	4.1	3.0	3.3	3.7	3.4	160/3034	2291/10.3	10.2	9.6	2.9	102	1320	KBSG-AF
15. KLTZ-F (AC)	110/ 3.1	2.7	2.1	3.1	2.9	2.8	129/2236	1958/ 8.8	8.0	8.2	3.8	137	1555	KLTZ-F
16. KLSY-AF (AC)	109/ 3.0	4.8	4.6	3.8	3.3	4.0	127/2731	2390/10.8	12.7	9.8	3.3	115	1739	KLSY-AF
17. KBRD-F (EZ)	108/ 3.0	3.2	3.5	3.7	4.1	3.3	145/1899	1624/ 7.3	7.5	7.4	1.8	64	1009	KBRD-F
18. KMGF-F (AC)	88/ 2.5	2.6	2.5	1.9	1.5	2.4	96/1619	1434/ 6.5	6.9	4.9	1.8	64	1004	KMGF-F
19. KCMS-F (REL)	59/ 1.7	1.4	1.2	1.6	1.9	1.5	59/1106	1027/ 4.6	3.5	4.2	2.3	84	1196	KCMS-F
20. KSEA-F (SAC)	55/ 1.5	1.6	2.6	2.9	3.1	2.2	70/1288	1139/ 5.1	5.5	7.5	1.4	52	602	KSEA-F
21. KKFY (B)	46/ 1.3	0.5	0.5	0.8	0.4	0.8	46/608	608/ 2.7	1.9	1.8	1.1	39	666	KKFY
22. KVI (O)	45/ 1.3	1.4	1.3	1.6	1.7	1.4	55/1269	1141/ 5.2	5.5	6.2	0.6	22	544	KVI
23. KEZX-F (EZ)	40/ 1.1	0.9	1.5	1.4	1.6	1.2	51/840	656/ 3.0	2.7	4.0	0.6	22	357	KEZX-F
24. KJR (O)	39/ 1.1	1.2	1.1	1.1	1.7	1.1	44/1357	1187/ 5.4	5.4	7.3	1.1	39	610	KJR
25.														

12+ FM SHARE (METRO): 64.89% (2077 of 3201) (WIN 90: 68.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KPLZ-F >>	1 KPLZ-F <	1 KIRO	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KIRO	1 KIRO >	1 KIRO	1 KIRO >>
2 KUBE-F >>	2 KISW-F	2 KMPS-AF	2 KMPS-AF >	2 KMPS-AF >	2 KMPS-AF <	2 KMPS-AF	2 KMPS-AF >	2 KMPS-AF	2 KPLZ-F >	2 KMPS-F
3	3 KMPS-AF <	3 KPLZ-F	3 KISW-F <	3 KOMO <	3 KOMO <	3 KOMO	3 KOMO	3 KXRX-F >	3 KXRX-F	3 KXRX-F
4	4 KXRX-F	4 KUBE-F	4 KLTZ-F	4 KBSG-AF	4 KING-F	4 KPLZ-F <	4 KPLZ-F	4 KOMO <	4 KMPS-AF <	4 KOMO
5	5 KUBE-F	KISW-F	5 KBSG-AF	5 KLTZ-F <	5 KIXI	5 KUBE-F >	5 KING	5 KUBE-F	5 KUBE-F <	5 KISW-F
6	6 KZOK-F	6 KXRX-F <	KKNW-F	6 KKNW-F	6 KING <	6 KISW-F <	6 KUBE-F	6 KXRX-F	6 KKNW-F	6 KKNW-F
7	7 KLSY-AF <	7 KZOK-F	7 KZOK-F <	KISW-F	7 KBRD-F	7 KING	7	7	7 KING-F	7 KING
8	8 KIRO	8 KKNW-F	8 KOMO	8	8	8 KING-F	8	8	8	8 KLTZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPLZ-F	1 KUBE-F	1 KMPS-AF	1 KUBE-F	1 KMPS-AF >	1 KXRX-F	1 KXRX-F	1 KISW-F	1 KIRO >	1 KIRO >
2 KUBE-F >	KPLZ-F	2 KLSY-AF	2 KMPS-AF	2 KLTZ-F	2 KPLZ-F >	2 KISW-F	2 KIRO	2 KXRX-F	2 KMPS-AF >
3 KMPS-AF	3 KMPS-AF	3 KUBE-F	3 KPLZ-F	3 KUBE-F <	3 KZOK-F	3 KZOK-F	3 KZOK-F	3 KMPS-AF <	3 KZOK-F
4 KLSY-AF	4 KLSY-AF >	4 KISW-F <	4 KLTZ-F	4 KOMO <	4 KISW-F	4 KPLZ-F	4 KXRX-F	4 KZOK-F <	KISW-F
5 KKNW-F	5 KISW-F	5 KPLZ-F <	5 KLSY-AF	5 KIRO	5 KUBE-F	5 KIRO	5 KMPS-AF	5 KISW-F	5 KXRX-F
6 KKFY	6	6 KLTZ-F	6 KKNW-F <	6 KBSG-AF <	6	6 KMPS-AF	6 KKNW-F	6	6
7 KCMS-F	7	7	7 KIRO	7 KKNW-F <	7	7 KKNW-F	7	7	7
8	8	8	8	8 KLSY-AF	8	8	8	8	8
				9 KPLZ-F					

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBRO	1490	Bremerton	0.3/0.8/ 12/ 171
KCIS	630	Edmonds	0.7/2.9/ 29/ 717
KEZX	1150	Seattle	0.4/1.5/ 14/ 380
KGW	820	Burien/Seattle	0.9/2.4/ 32/ 540
KRIZ	1420	Renton/Seattle	0.4/1.1/ 14/ 235
KZOK	1590	Seattle	0.3/0.8/ 12/ 216
KISM-F	92.9	Bellingham	0.4/0.8/ 54/ 777

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 38.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK	NBC, \$ 60.00 (MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 54.00 (Repubic)	Noble
KJR, 950, 5 KW (DA-1)	, OLDIES	, \$ 55.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 38.00 (HNWH)	Bingham
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F		
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 130.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Durpetti)	Golden West

FM STATIONS

KMTT, 103.7, 100 KW @ 1670, AC/ROCK	UNISUP, \$ 70.00 (Eastman)	Entercom
KBSG, 97.3, 55 KW @ 2393, OLDIES	, \$ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720, RELIGION	UPI, \$ 47.00 (---)	
KEZX, 98.9, 100 KW @ 1110, EZ	ABC, \$ 60.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 698, CLASSICAL	, \$ 68.00 (MMR)	King
KISW, 99.9, 100 KW @ 1148, AOR	, \$ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC	APR ABC, \$ 75.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1178, SOFT AC	, \$ 62.00 (HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1194, AC	UNISUP, \$ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194, COUNTRY	APR, \$ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819, JAZZ/NAC	, \$ 70.00 (Durpetti)	Brown
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342, COUNTRY	, \$ 67.00 (Christal)	Heritage
KSEA, 100.7, 100 KW @ 736, SOFT AC	, \$ 60.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290, CHR	, \$ 160.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223, CLASSIC AOR	, \$ 95.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR	, \$ 67.00 (Eastman)	Adams

SHREVEPORT

Arbitron Rank/Pop (12+): 113/326,500
 MSA Rank/Pop: 134/360,000
 ADI # 65
 Average Person Ratings: 16.0
 Market TSL: 21.75 hours

Stations: 15/13
 Diaries: 864/378:1/54.2%
 Sample Target: 770
 % Below Line: 8.2
 % Not Listed: 8.8

1990 Revenue: \$8,800,000
 HH Inc.: \$25,952
 Retail \$: 2.6 Bil
 Pop per Station: 25,115
 #1 Biller: KRMD-AF \$2,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	89/17.0	15.0	----	14.0	----		127/1584	895/27.4	27.0		20.6	110	969	KRMD-AF
2. KMJJ-F (B)	79/15.1	13.4	----	9.5	----		82/832	752/23.0	20.6		12.2	67	746	KMJJ-F
3. KLKL-F (B)	45/ 8.6	10.1	----	15.4	----		57/549	443/13.6	19.4		14.8	81	743	KLKL-F
4. KEEL (BB)	42/ 8.0	5.5	----	5.6	----		51/625	459/14.1	12.9		2.9	16	272	KEEL
5. KTUX-F (CHR)	41/ 7.8	6.9	----	8.3	----		73/1295	562/17.2	15.9		8.4	46	654	KTUX-F
6. KOKA (GOSP)	38/ 7.3	5.8	----	5.7	----		40/378	323/ 9.9	11.1		6.8	37	464	KOKA
7. KVKI-F (AC)	33/ 6.3	7.9	----	7.2	----		42/657	505/15.5	20.5		5.8	32	519	KVKI-F
8. KWKH-F (C)	32/ 6.1	4.2	----	5.7	----		56/915	446/13.7	11.4		3.8	21	434	KWKH-F
9. KITT-F (AC)	31/ 5.9	5.6	----	7.5	----		54/984	500/15.3	16.2		5.5	30	479	KITT-F
10. KTAL-F (AOR)	26/ 5.0	8.1	----	4.7	----		67/902	347/10.6	13.8		8.6	47	559	KTAL-F
11. KWKH (C)	16/ 3.1	6.3	----	3.6	----		31/605	317/ 9.7	10.9		4.4	24	387	KWKH
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.87% (377 of 478) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTUX-F	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F<	1 KMJJ-F<	1 KEEL <	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF	1 KMJJ-F>	1 KOKA >
KMJJ-F	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-AF	2 KMJJ-F>	2 KMJJ-F	2 KMJJ-F>	2 KRMD-AF	2 KRMD-F
3 KLKL-F>	3 KLKL-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KOKA	3 KOKA <	3 KVKI-F	3 KEEL <	3 KLKL-F>	3 KEEL
4 KRMD-AF	4 KTUX-F	4 KTUX-F	4 KITT-F	4 KITT-F	4 KMJJ-F	4 KEEL	4 KEEL	4 KTUX-F	4 KTUX-F>	4 KMJJ-F
5	KTAL-F>	KVKI-F<	5 KTUX-F	5 KTUX-F	5 KWKH-F	5 KLKL-F	5 KITT-F	5 KLKL-F	5 KITT-F	5 KLKL-F
6	6 KITT-F	6 KITT-F	6 KLKL-F	6 KLKL-F	6	6	6 KTUX-F	KITT-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRMD-AF>>	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF<	1 KRMD-AF	1 KMJJ-F<	1 KMJJ-F>	1 KMJJ-F<	1 KMJJ-F
2 KLKL-F>	2 KMJJ-F>	KMJJ-F>	2 KMJJ-F>	2 KMJJ-F	2 KLKL-F	2 KRMD-AF	2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF
3 KTUX-F	3 KLKL-F	3 KVKI-F	3 KITT-F<	3 KVKI-F	3 KTAL-F	3 KTAL-F>	3 KTAL-F>	3 KTAL-F	3 KTUX-F
KWKH-F	4 KITT-F	KITT-F>	4 KVKI-F	4 KITT-F	KMJJ-F	4 KTUX-F	4 KTUX-F	4 KTUX-F	4 KTAL-F
KMJJ-F>	5 KTUX-F	5 KLKL-F	5 KLKL-F	5 KOKA	5 KTUX-F	5 KLKL-F	5 KVKI-F	5 KLKL-F	5 KVKI-F
6 KITT-F	6 KVKI-F	6	6 KTUX-F	6 KLKL-F	6	6	6	6	6
			7 KOKA						

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KASO 1240 Minden	0.4/1.1/ 3/	44	
KVKI 1550 Shreveport	0.4/1.3/ 2/	62	
KXKZ-F 107.5 Ruston	0.4/0.9/ 30/	352	

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$27.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W	Gospel	SBN NBC, \$18.00	(HNWH)	
KLKL-F, 92.1, 3 KW @ 301	Black	UNISUP UNIULT, \$26.00	(Durpetti)	(BENTON)
KITT-F, 93.7, 100 KW @ 1010	AC	ABCM, \$36.00	(Katz)	Multimedia
KMJJ-F, 100.1, 3 KW @ 300	Black	SBN, \$29.00	(HNWH)	Sun Group
KRMD-F, 101.1, 100 KW @ 1120	Country	, \$50.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1328	AOR	, \$23.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 720	CHR	, \$30.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$31.00	(Christal)	Encore
KWKH-F, 94.5, 100 KW @ 320	Country	MBS, \$43.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 101/350,800
 MSA Rank/Pop: 130/359,000
 ADI # 77
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 18/18
 Diaries: 833/421:1/62.6%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 10.4

1990 Revenue: \$10,900,000
 HH Inc.: \$27,026
 Retail \$: 2.9 Bil
 Pop per Station: 19,488
 #1 Biller: KGA/KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KDRK-F (C)	66/11.9	9.8	----	8.1	----		106/1162	711/20.3	19.0		8.1	47	619	KDRK-F
2. KZZU-F (CHR)	62/11.2	14.7	----	15.0	----		84/1357	953/27.2	24.7		20.6	119	997	KZZU-F
3. KISC-F (AC)	61/11.0	10.0	----	9.1	----		80/1104	809/23.1	18.3		10.4	60	741	KISC-F
4. KXLY-F (EZ)	46/ 8.3	6.7	----	8.4	----		61/914	615/17.5	14.6		6.7	39	569	KXLY-F
5. KEZE-F (AOR)	44/ 7.9	8.3	----	7.6	----		59/753	528/15.1	16.5		11.2	65	608	KEZE-F
6. KXLY (N/T)	36/ 6.5	6.0	----	5.1	----		40/712	611/17.4	14.8		6.9	40	566	KXLY
7. KKZX-F (CL AOR)	30/ 5.4	5.7	----	6.7	----		41/590	438/12.5	11.1		5.5	32	554	KKZX-F
8. KGA (C)	25/ 4.5	5.5	----	4.9	----		40/633	413/11.8	8.9		3.6	21	237	KGA
9. KEYF-F (J/NA)	20/ 3.6	2.9	----	3.0	----		24/448	321/ 9.2	8.4		2.9	17	258	KEYF-F
10. KKPL-F (SAC)	18/ 3.2	3.5	----	4.4	----		23/645	483/13.8	12.6		2.8	16	314	KKPL-F
KAAR-F (O)	18/ 3.2	1.9	----	2.5	----		19/327	294/ 8.4	7.4		1.9	11	273	KAAR-F
12. KCDA-F (AC)	17/ 3.1	2.2	----	1.3	----		18/230	221/ 6.3	5.0		1.0	6	153	KCDA-F
13. KHDL (N)	14/ 2.5	----	----	----	----		14/267	255/ 7.3	0.0		0.5	3	77	KHDL
14. KJRB (N/T)	13/ 2.3	2.2	----	2.0	----		13/301	259/ 7.4	6.0		1.2	7	237	KJRB
15. KAQQ (BB)	12/ 2.2	3.1	----	5.1	----		19/304	210/ 6.0	6.8		1.2	7	136	KAQQ
16. KTRW (C)	9/ 1.6	2.8	----	3.4	----		9/202	179/ 5.1	5.1		1.9	11	131	KTRW
17.														
18.														
19.														
20.														

12+ FH SHARE (METRO): 76.71% (382 of 498) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KISC-F	1 KISC-F>	1 KISC-F>	1 KISC-F	1 KXLY-F	1 KZZU-F<	1 KISC-F	1 KZZU-F	1 KZZU-F>	1 KDRK-F
2	2 KEZE-F<	2 KDRK-F<	2 KDRK-F	2 KDRK-F>	2 KDRK-F	2 KISC-F	2 KDRK-F	2 KISC-F	2 KEZE-F>	2 KISC-F
3	3 KZZU-F	3 KZZU-F	3 KEZE-F	3 KEZE-F	3 KXLY >	KDRK-F	3 KXLY-F	KDRK-F	3 KXLY-F	3 KZZU-F
4	4 KDRK-F	4 KEZE-F>	4 KZZU-F	4 KKZX-F	4 KISC-F	4 KXLY >	4 KEZE-F	4 KXLY-F	4 KDRK-F<	4 KXLY
5	5 KKZX-F	5 KKZX-F	KKZX-F	5 KZZU-F	5 KGA	5 KXLY-F	5	5 KEZE-F>	5 KISC-F	5 KAAR-F
									6 KKZX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>	1 KISC-F<	1 KISC-F>>	1 KISC-F	1 KISC-F	1 KDRK-F>	1 KEZE-F<	1 KKZX-F	1 KISC-F	1 KISC-F
2 KEZE-F>	2 KZZU-F>	2 KZZU-F>	2 KZZU-F	2 KDRK-F>	2 KZZU-F	2 KKZX-F	2 KEZE-F	2 KEZE-F	2 KEZE-F
3 KISC-F	3 KEZE-F>	3 KEZE-F	3 KDRK-F	3 KZZU-F	3 KEZE-F	3 KDRK-F	3 KISC-F>	3 KKZX-F	3 KKZX-F
4 KDRK-F	4 KDRK-F	4 KDRK-F	4 KEZE-F	4 KXLY-F	4 KKZX-F>	4 KISC-F	4 KDRK-F	4 KDRK-F	4 KDRK-F>
5	5	5 KEYF-F	5	5 KKPL-F	5 KISC-F	5 KZZU-F	5 KEYF-F	5 KZZU-F	5 KEYF-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KEYF 1050 Dishman/Spokane	0.7/1.9/	4/	67	
KVNI 1080 Coeur D Alene	0.5/2.1/	3/	74	

RADIO STATIONS

KAQQ , 590, 5 KW	Nostalgia	UNISUP CNN, \$16.00	(Katz)	Home News
KGA , 1510, 50 KW (DA-N)	Country	ABC, \$ NA	(Eastman)	John Price
KJRB , 790, 5 KW (DA-N)	Talk	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970, 5 KW/1 KW (DA-N)	Country	UNIULT, \$17.00	(Christal)	Highsmith
KXLY , 920, 5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3, 1.3 KW @ 485	Oldies	, \$15.00	(---)	(MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 1535	AC	UNISUP UNIULT, \$10.00	(---)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2380	Country	, \$50.00	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 843	Jazz/NAC	, \$18.00	(Mc-Guild)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910	AOR	UNIPWR, \$33.00	(Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2031	AC	, \$39.00	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380	AC	UNISUP, \$23.00	(---)	(OPPORTUNITY)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$28.00	(Banner)	
KXLY-F, 99.9, 37 KW @ 2998	EZ	, \$30.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080	CHR	, \$38.00	(Christal)	Highsmith

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/506,400
 MSA Rank/Pop: 88/596,000
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 30/16
 Diaries: 1030/492:1/54.8%
 Sample Target: 935
 % Below Line: 27.3
 % Not Listed: 16.3

1990 Revenue: \$11,400,000
 HH Inc.: \$34,910
 Retail \$: 4.7 Bil
 Pop per Station: 31,650
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	82/ 9.5	10.4	8.5	9.4	10.9	9.4	87/1184	1048/20.7	23.2	26.7	8.0	66	1056	WHYN-F
2. WPKX-F (C)	69/ 8.0	7.5	1.8	----	----	4.3	69/740	732/14.5	11.5	0.0	10.2	84	677	WPKX-F
3. WAQY-F (AOR)	67/ 7.8	8.4	10.1	9.0	9.8	8.8	76/1125	1027/20.3	21.6	24.3	9.5	78	1275	WAQY-F
4. WTIC-F (CHR)	61/ 7.1	5.6	7.5	8.0	8.6	7.1	61/1039	1024/20.2	19.4	20.5	8.2	67	1256	WTIC-F
5. WMAS-F (AC)	60/ 6.9	7.8	7.6	7.8	6.1	7.5	62/860	839/16.6	18.8	17.0	7.1	58	788	WMAS-F
6. WHYN (MOR/FS)	58/ 6.7	7.3	7.7	7.4	5.8	7.3	58/824	815/16.1	15.9	17.3	5.8	48	628	WHYN
7. WMAS (BB)	40/ 4.6	5.6	4.8	6.0	7.4	5.3	40/395	395/ 7.8	10.0	10.1	5.4	44	457	WMAS
8. WDRC-F (O)	30/ 3.5	2.1	1.9	2.3	2.3	2.5	31/458	449/ 8.9	9.3	8.3	1.5	12	298	WDRC-F
9. WAAF-F (AOR)	29/ 3.4	3.6	2.1	2.7	2.9	3.0	33/559	469/ 9.3	9.9	9.1	5.0	41	459	WAAF-F
10. WRCH-F (EZ)	22/ 2.5	3.8	3.4	4.1	4.4	3.5	25/469	412/ 8.1	8.8	12.5	1.8	15	247	WRCH-F
WCCC-F (AOR)	22/ 2.5	2.6	3.3	3.1	3.7	2.9	22/484	477/ 9.4	9.3	11.2	2.2	18	440	WCCC-F
WSPR (T)	22/ 2.5	2.6	3.5	2.2	1.4	2.7	22/334	334/ 6.6	7.5	4.6	2.4	20	247	WSPR
13. WKSS-F (CHR)	17/ 2.0	1.7	2.3	2.6	2.3	2.2	17/473	450/ 8.9	8.3	8.4	2.6	21	507	WKSS-F
WHMP-F (CHR)	17/ 2.0	1.7	1.6	1.5	2.3	1.7	22/468	389/ 7.7	6.4	9.3	2.4	20	563	WHMP-F

12+ FM SHARE (METRO): 71.37% (516 of 723) (WIN 90: 73.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F<	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN-F>	1 WHYN-F	1 WAQY-F	1 WAQY-F
2 WAAF-F>	2 WTIC-F>	2 WHYN-F	2 WPKX-F	2 WPKX-F	2 WPKX-F<	2 WHYN	2 WMAS-F<	2 WTIC-F	2 WTIC-F>	2 WHYN
3 WAQY-F	3 WHYN-F	3 WPKX-F<	3 WAQY-F	3 WMAS-F	3 WHYN	3 WPKX-F	3 WPKX-F	3 WAQY-F	3 WAAF-F>	3 WTIC
4 WHYN	4 WMAS-F	4 WMAS-F<	4 WMAS-F>	4 WAQY-F	4 WMAS	4 WMAS-F	4 WAQY-F	4 WPKX-F	4 WCCC-F	4 WRCH-F
5	5 WAAF-F	5 WTIC-F	5 WHYN	5 WHYN	5 WMAS-F	5 WTIC-F	5 WHYN	5 WMAS-F	5 WPKX-F	5 WPKX-F
6	6 WPKX-F	6	6 WDRC-F	6 WDRC-F	6	6 WAQY-F	6	6	6 WHYN	6 WHYN-F
7	7 WCCC-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F	1 WMAS-F	1 WHYN-F	1 WHYN-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WPKX-F<
2 WMAS-F	2 WMAS-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WAAF-F>	2 WCCC-F	2 WTIC-F	2 WPKX-F	2 WAQY-F
3 WHYN-F	3 WHYN-F	3 WPKX-F	3 WTIC-F	3 WPKX-F>	3 WCCC-F	3 WTIC-F	3 WCCC-F	3 WDRC-F	3 WDRC-F
4 WAQY-F	4 WAQY-F	4 WAQY-F	4 WPKX-F	4 WHYN	4 WTIC-F	4 WAAF-F	4 WAQY-F	4 WHYN-F	4 WHYN-F
5 WAAF-F	5 WPKX-F	5 WTIC-F	5 WAQY-F	5 WAQY-F	5	5 WHYN-F	5 WPKX-F	5 WCCC-F	5 WHYN
								7 WCCC-F	7 WHYN
								7 WTIC-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WACE	730	Chicopee	0.7/3.8/	6/ 200
WARE	1250	Ware	0.9/2.4/	8/ 123
WHMP	1400	Northampton	1.5/5.0/	13/ 269
WIXY	1600	East Longmeadow	1.7/3.4/	15/ 171
WNNZ	640	Westfield	0.6/3.4/	7/ 208
WREB	930	Holyoke	1.6/3.6/	14/ 184
WRNX-F	100.9	Amherst/Nrthmpt	0.6/1.9/	5/ 99
WTTT	1430	Amherst	0.7/2.3/	8/ 123
WBZ	1030	Boston	0.6/2.9/	8/ 183
WFAN	660	New York	0.5/1.4/	4/ 73
WHCN-F	105.9	Hartford	1.0/5.6/	9/ 290
WRSI-F	95.3	Greenfield	0.8/2.3/	11/ 177
WSRS-F	96.1	Worcester	1.0/3.1/	10/ 176
WTIC	1080	Hartford	1.3/4.9/	12/ 274
WVYZ-F	92.5	Waterbury	0.7/3.6/	10/ 213
WZMX-F	93.7	Hartford	0.5/1.1/	4/ 58

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC, \$ 39.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	CBS, UNISUP, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS, \$ 18.00 (K & P)	
WREB, 930, 500 W (DAYS)	, TALK	, \$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, \$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC, \$ 60.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 322, CHR		, \$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES		, \$ 65.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		MBS, \$ 54.00 (Banner)	Lappin
WPKX-F, 97.9, 1.1 KW @ 500, COUNTRY		, \$ NA (Enfield)	

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 67/545,100
 MSA Rank/Pop: 79/656,000
 ADI # 68
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 24/18
 Diaries: 996/547:1/58.9%
 Sample Target: 970
 % Below Line: 6.5
 % Not Listed: 19.4

1990 Revenue: \$19,300,000
 HH Inc.: \$33,946
 Retail \$: 5.0 Bill
 Pop per Station: 30,283
 #1 Biller: WYYY-F \$5,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WSYR (MOR/FS)	132/14.3	9.8	8.8	9.3	9.7	10.6	135/1645	1545/28.3	23.9	25.9	11.3	100	1263	WSYR
2. WYYY-F (AC)	112/12.1	10.4	12.3	12.8	11.3	11.9	129/1955	1573/28.9	26.8	28.8	12.2	108	1541	WYYY-F
3. WNTQ-F (CHR)	86/ 9.3	11.1	9.4	9.7	12.8	9.9	112/1962	1542/28.3	26.0	27.9	10.1	90	1703	WNTQ-F
4. WRHP-F (EZ)	71/ 7.7	6.6	4.0	7.1	5.6	6.3	88/903	701/12.9	11.3	10.1	3.9	35	363	WRHP-F
WAQX-F (AOR)	71/ 7.7	6.8	6.6	7.6	7.5	7.2	78/1199	1075/19.7	16.4	18.0	9.7	86	1239	WAQX-F
6. WKFM-F (AOR)	53/ 5.7	7.9	8.3	7.9	8.0	7.4	68/1404	1032/18.9	20.2	16.1	8.2	73	909	WKFM-F
7. WSEN-AF (O)	38/ 4.1	4.6	4.2	3.7	5.6	4.2	60/1021	798/14.6	12.6	13.0	4.2	37	462	WSEN-AF
8. WHEN (AC)	23/ 2.5	4.9	3.3	3.1	3.5	3.5	35/755	689/12.6	12.4	12.7	2.7	24	395	WHEN
9. WPCX-F (C)	21/ 2.3	3.9	2.2	3.2	2.8	2.9	58/732	309/ 5.7	8.4	6.0	2.4	21	267	WPCX-F
10. WSCP-AF (C)	21/ 2.2	3.2	4.4	5.4	3.4	3.8	23/234	193/ 3.5	4.8	7.0	2.0	12	178	WSCP-AF
11. WFBL (BB)	19/ 2.1	2.2	2.5	2.8	2.9	2.4	19/314	314/ 5.8	5.3	6.9	2.4	21	216	WFBL
12. WOUR-F (AOR)	17/ 1.8	1.2	1.4	1.2	1.3	1.4	39/628	353/ 6.5	4.3	4.0	1.6	14	260	WOUR-F
13. WEZG-F (SAC)	16/ 1.7	2.1	2.5	3.4	3.4	2.4	16/419	413/ 7.6	8.4	9.2	2.9	26	431	WEZG-F
14. WNDR (C)	15/ 1.6	1.4	2.6	1.4	2.0	1.8	15/327	300/ 5.5	4.1	5.8	0.9	8	201	WNDR
15. WMHR-F (REL)	10/ 1.1	1.3	2.3	1.0	1.3	1.4	38/392	194/ 3.6	2.7	3.6	2.6	23	270	WMHR-F

12+ FM SHARE (METRO): 72.6% (541 of 745) (WIN 90: 75.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WYYY-F<	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR >	1 WYYY-F	1 WSYR	1 WSYR	1 WSYR >
2 WYYY-F>	2 WAQX-F	2 WAQX-F	2 WSYR	2 WSYR >	2 WRHP-F>	2 WYYY-F>	2 WSYR	2 WYYY-F	2 WNTQ-F>	2 WYYY-F
3 WAQX-F	3 WNTQ-F	3 WNTQ-F>	3 WKFM-F	3 WNTQ-F	3 WYYY-F	3 WNTQ-F>	3 WAQX-F	3 WNTQ-F	3 WYYY-F>	3 WKFM-F
4	4 WKFM-F	4 WSYR	4 WNTQ-F<	4 WKFM-F	4	4 WAQX-F<	4 WRHP-F	4 WRHP-F	4 WAQX-F	4
5	5	5	5 WAQX-F	5 WAQX-F<	5	5 WRHP-F	5 WNTQ-F	5 WAQX-F	5 WKFM-F	5
6	6	6	6 WSEN-AF	6 WSEN-AF	6	6	6 WKFM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>>	1 WAQX-F>>	1 WAQX-F>	1 WAQX-F	1 WAQX-F>	1 WYYY-F
2 WYYY-F>	2 WNTQ-F>>	2 WNTQ-F>>	2 WNTQ-F>>	2 WSYR	2 WNTQ-F	2 WKFM-F>	2 WKFM-F>	2 WYYY-F	2 WSYR
3 WAQX-F>	3 WAQX-F	3 WKFM-F>	3 WSYR	WNTQ-F	3 WKFM-F	3 WYYY-F	3 WYYY-F>	3 WKFM-F>	WAQX-F
4 WKFM-F	4 WKFM-F	4 WAQX-F	4 WKFM-F	4 WRHP-F	4 WYYY-F	4 WNTQ-F	4 WNTQ-F	4 WSYR	4 WKFM-F>
5	5	5	5	5	5	5	5 WSYR	WNTQ-F	5 WSEN-AF

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGES-F	105.5	Oswego	0.8/2.6/	8/ 148
WSIV	1540	East Syracuse	0.3/1.0/	3/ 54
WXRA	1220	North Syracuse	0.9/3.1/	8/ 168
WFRG-F	96.1	Rome/Utica	0.9/3.0/	41/ 506
WLZW-F	98.7	Utica/Rome	0.4/2.3/	7/ 206
WRCK-F	107.3	Utica	0.4/2.6/	10/ 328
WUUU-F	102.5	Rome/Utica	0.6/3.0/	13/ 299

RADIO STATIONS

WKBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP,	\$ 18.00 (Christal)	Wilks-Schwartz
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC,	\$ 30.00 (Banner)	Park
WNDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS, UNISUP,	\$ 16.00 (McGuilid)	Osborn
WSYR, 570,	5 KW (DA-2)	, MOR/FULL SER.	NBC,	\$ 70.00 (Katz)	New City
WXRA, 1200,	1 KW	, NOSTALGIA	,	\$ 15.00 (Durpetti)	Levite
WAQX-F, 95.7,	25 KW @ 298,	AOR	ABC,	\$ 42.00 (MMR)	Atlantic Ventures
WKFM-F, 104.7,	50 KW @ 492,	CLASSIC AOR	SOURCE,	\$ 44.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9,	20 KW @ 782,	RELIGION	,	\$ 12.00 (---)	
WNTQ-F, 93.1,	97 KW @ 660,	CHR	,	\$ 51.00 (McGuilid)	Osborn
WRHP-F, 107.9,	50 KW @ 500,	EZ	ABC,	\$ 37.00 (Banner)	Park
WSCP-F, 101.7,	2.5 KW @ 365,	COUNTRY	UNIULT,	\$ 20.00 (---)	(PULASKI)
WSEN-F, 92.1,	25 KW @ 200,	OLDIES	CBS, UNISUP,	\$ 33.00 (HNWH)	Buckley
WYYY-F, 94.5,	100 KW @ 650,	AC	,	\$ 110.00 (Katz)	NewCity
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC	UNISUP,	\$ 29.00 (Durpetti)	Levite
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY	SMN,	\$ 19.00 (Market 4)	(AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,846,000
 MSA Rank/Pop: 20/2,110,000
 Average Person Ratings: 17.6
 Market TSL: 23.50 hours

Stations: 29/26
 Diaries: 1888/978:1/54.7%
 Sample Target: 1725
 % Below Line: 8.2
 % Not Listed: 11.8

1990 Revenue: \$58,500,000
 HH Inc.: \$29,615
 Retail \$: 17.2 Bil
 Pop per Station: 71,000
 #1 Biller: WRBQ-AF \$9,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WWRM-F (SAC)	352/10.8	10.5	7.4	9.0	8.9	9.4	401/4431	3594/19.5	21.6	19.9	8.1	242	3310	WWRM-F
2. WQYK-F (C)	288/ 8.9	9.6	9.1	7.8	7.5	8.9	315/3799	3329/18.0	15.2	14.5	10.8	324	2706	WQYK-F
3. WFLA (N/T)	241/ 7.4	4.7	5.8	4.2	3.0	5.5	266/2953	2677/14.5	10.5	9.1	4.4	132	1846	WFLA
4. WRBQ-F (CHR)	206/ 6.3	5.7	5.9	7.1	8.9	6.3	230/3830	3117/16.9	17.7	21.9	5.7	171	3175	WRBQ-F
5. WUSA-F (AC)	197/ 6.1	8.0	6.2	7.3	5.6	6.9	210/2730	2494/13.5	17.2	15.1	5.7	171	2871	WUSA-F
6. WYNF-F (AOR)	193/ 5.9	5.1	6.2	6.8	6.4	6.0	345/3799	2322/12.6	11.1	13.8	6.3	188	2965	WYNF-F
7. WFLZ-F (CHR)	179/ 5.5	7.4	8.3	8.3	10.1	7.4	294/4531	2970/16.1	17.6	22.3	14.1	424	4433	WFLZ-F
8. WDUV-F (EZ)	178/ 5.5	6.0	5.5	4.9	5.4	5.5	292/3462	2003/10.9	11.5	10.2	2.6	78	901	WDUV-F
9. WXTB-F (AOR)	148/ 4.6	3.0	4.7	4.5	4.4	4.2	162/2075	1699/ 9.2	7.0	10.5	8.0	239	2560	WXTB-F
10. WGUL-AF (BB)	145/ 4.4	4.7	5.2	6.1	4.3	5.1	150/1531	1465/ 7.9	9.3	7.1	3.7	94	1166	WGUL-AF
11. WYUU-F (O)	115/ 3.5	4.1	3.6	3.4	3.5	3.7	125/1912	1665/ 9.0	9.6	9.2	4.1	122	1756	WYUU-F
12. WMTX-F (AC)	113/ 3.5	3.9	5.0	3.9	3.8	4.1	133/1951	1684/ 9.1	10.4	10.8	4.0	119	1236	WMTX-F
13. WSUN (C)	92/ 2.8	2.3	2.4	1.9	2.4	2.3	133/1839	1161/ 6.3	7.2	6.6	1.8	55	1008	WSUN
14. WHVE-F (J/NA)	73/ 2.2	2.0	3.2	3.0	2.6	2.6	106/1808	1295/ 7.0	6.1	7.0	3.0	90	1223	WHVE-F
15. WTMP (B)	71/ 2.2	1.1	1.3	1.5	2.2	1.5	71/640	590/ 3.2	2.5	3.7	0.8	24	358	WTMP
16. WQYK (C)	51/ 1.6	0.8	0.5	0.6	0.6	0.9	55/573	473/ 2.6	2.2	2.0	0.2	6	177	WQYK
17. WLWU-F (BB)	44/ 1.4	2.4	1.2	1.9	1.3	1.7	46/694	648/ 3.5	4.2	3.1	0.6	17	320	WLWU-F
18. WTKN (T)	37/ 1.1	0.9	0.8	0.7	1.2	0.9	44/1067	852/ 4.6	3.1	4.6	0.8	23	696	WTKN
19. WLFF (BB)	32/ 1.0	1.7	0.4	0.3	1.1	0.9	37/451	352/ 1.9	2.5	2.2	1.3	40	255	WLFF
20.														

12+ FM SHARE (METRO): 76.30% (2186 of 2865) (WIN 90: 80.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>	1 WYNF-F	1 WYNF-F	1 WWRM-F	1 WWRM-F	1 WWRM-F>	1 WWRM-F	1 WWRM-F>	1 WWRM-F	1 WFLZ-F<	1 WFLA >>
2 WRBQ-F>>	2 WXTB-F	2 WWRM-F<	2 WQYK-F<	2 WQYK-F	2 WFLA <	2 WYNF-F	2 WQYK-F	2 WQYK-F	2 WRBQ-F	2 WTKN
3 WXTB-F	3 WQYK-F<	3 WQYK-F	3 WYNF-F	3 WUSA-F	3 WQYK-F	3 WFLA	3 WFLA	3 WFLA	3 WFLA	3 WQYK-F
4	4 WRBQ-F	4 WUSA-F<	4 WUSA-F	4 WYNF-F	4 WDUV-F	4 WQYK-F	4 WQYK-F	4 WFLZ-F	4 WQYK-F	4 WWRM-F>>
5	5 WFLZ-F	5 WRBQ-F	5 WYUU-F	5 WYUU-F	5 WGUL-AF	5 WUSA-F	5 WYNF-F<	5 WRBQ-F	5 WWRM-F<	5 WFLZ-F
6	6 WMTX-F	6 WXTB-F	6 WMTX-F	6 WRBQ-F<	6 WUSA-F	6 WRBQ-F	6 WDUV-F	6 WUSA-F<	6 WXTB-F	6 WRBQ-F
7	7 WWRM-F	7 WYUU-F<	7 WRBQ-F	7 WMTX-F	7	7 WFLZ-F	7 WRBQ-F	7 WSUN	7 WDUV-F	7 WDUV-F
8	WUSA-F	8 WFLZ-F<	8	8 WFLA	8	8 WDUV-F	8	8 WYNF-F	8	8
		9 WMTX-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F	1 WRBQ-F	1 WUSA-F<	1 WWRM-F>	1 WWRM-F	1 WXTB-F	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F
2 WRBQ-F<	2 WFLZ-F<	2 WWRM-F	2 WUSA-F<	2 WUSA-F	2 WYNF-F>	2 WXTB-F>	2 WQYK-F<	2 WXTB-F<	2 WQYK-F
3 WFLZ-F	3 WUSA-F	3 WMTX-F	3 WQYK-F	3 WQYK-F	3 WRBQ-F	3 WQYK-F	3 WXTB-F	3 WQYK-F	3 WFLA <
4 WYNF-F>	4 WQYK-F	4 WRBQ-F	4 WRBQ-F	4 WMTX-F	4 WFLZ-F>	4 WFLZ-F	4 WFLA	4 WFLA <	4 WYUU-F>
5 WQYK-F	5 WMTX-F	5 WQYK-F>	5 WMTX-F	5 WRBQ-F>	5 WQYK-F	5 WFLA	5 WFLZ-F	5 WYUU-F	5 WXTB-F
6	6 WXTB-F	6 WYNF-F	6 WFLZ-F	6 WYUU-F<	6 WFLA	6 WRBQ-F	6 WHVE-F	6 WRBQ-F	6 WWRM-F
7	7 WWRM-F<	7 WFLZ-F	7 WYNF-F	7 WFLZ-F	7	7	7	7 WFLZ-F<	7 WUSA-F<
8	8 WYNF-F	8	8 WXTB-F	8	8	8	8	8 WWRM-F	8 WRBQ-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG/AQH/CUME	TSA	TSA
WDAE 1250 Tampa	0.1/1.4/	5/ 285		
WEND 970 Tampa	0.5/2.0/	21/ 441		
WHBO 1040 Tampa	0.3/1.1/	10/ 210		
WPAS 1400 Zephyrhills	0.3/0.6/	10/ 105		
WRBQ 1380 St Petersburg	0.2/0.9/	6/ 170		
WRXB 1590 St Pete Bch/Tam	0.8/1.5/	30/ 295		
WTIS 1110 Tampa/St.Pete	0.3/1.0/	12/ 232		
WWJB 1450 Brooksville	0.4/0.6/	13/ 119		
WPCV-F 97.5 Wintr Havn/Lkln	0.5/1.0/	159/1400		

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2)	, TALK	ABC, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2)	, SEE WGUL-F		
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 37.00 (MMR)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN ABC, \$ 25.00 (---)	
WSUN, 620, 10 KW (DA-N)	, NEWS/TALK	CBS MBS, \$ 60.00 (Durpetti)	Cox
WTKN, 570, 5 KW/4.5 KW (DA-2)	TALK	, \$ 44.00 (HNWH)	Susquehanna
WTMP, 1150, 5 KW/4.5 KW (DA-2)	, BLACK	, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358	, CHR	ABC, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255	, NOSTALGIA	UPI UNISUP, \$ 47.00 (---)	Marcocci
WLVU, 106.3, 3 KW @ 300	, NOST/ETHNIC	, \$ 30.00 (---)	
WNLT, 95.7, 100 KW @ 606	, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550	, COUNTRY	, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555	, CHR	ABC, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599	, AC	, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623	, SOFT AC	, \$ 90.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599	, AOR	ABC, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290	, AOR	RADRAD, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488	, OLDIES	UPI UNISUP, \$ 47.00 (Banner)	Entercom
WHVE, 102.5, 100 KW @ 1663	, JAZZ/NAC	, \$ 64.00 (HNWH)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576	, EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

TOLEDO

Arbitron Rank/Pop (12+): 71/507,700
 MSA Rank/Pop: 83/620,000
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 21/15
 Diaries: 1155/440:1/57.7%
 Sample Target: 1065
 % Below Line: 10.5
 % Not Listed: 12.3

1990 Revenue: \$14,000,000
 HH Inc.: \$31,175
 Retail \$: 4.8 Bil
 Pop per Station: 33,846
 #1 Biller: WTOD \$3,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	83/10.2	12.6	14.7	13.1	13.7	12.6	133/1899	1098/21.6	22.0	25.9	15.2	126	1314	WIOT-F
2. WKKO-F (C)	81/10.0	10.9	8.0	9.9	9.5	9.7	124/1518	1041/20.5	21.0	20.4	8.7	72	863	WKKO-F
3. WRQN-F (CHR)	77/ 9.5	9.6	8.6	11.5	7.9	9.8	85/1518	1218/24.0	26.8	23.0	13.1	109	1518	WRQN-F
4. WVKS-F (CHR)	76/ 9.4	8.4	7.4	10.0	10.0	8.8	139/2325	1254/24.7	27.4	28.4	8.1	67	1329	WVKS-F
5. WWWM-F (AC)	71/ 8.8	7.8	8.4	8.5	7.1	8.4	92/1248	1042/20.5	20.2	20.1	7.0	58	926	WWWM-F
6. WLQR-F (EZ/SAC)	69/ 8.5	7.8	8.9	8.8	7.9	8.5	92/1290	944/18.6	16.4	16.7	8.2	68	630	WLQR-F
7. WSPD (MOR/FS)	62/ 7.7	7.2	5.5	6.0	7.1	6.6	69/963	857/16.9	15.0	15.0	7.3	61	754	WSPD
8. WJR (MOR/FS)	36/ 4.4	4.7	5.4	4.0	2.8	4.6	81/1325	589/11.6	11.0	10.8	3.6	30	572	WJR
9. CKLW (BB)	28/ 3.5	3.5	3.7	3.3	3.4	3.5	58/834	409/ 8.1	7.8	7.3	1.7	14	258	CKLW
10. WKKR-F (CL AOR)	22/ 2.7	3.0	2.7	---	---	2.1	42/886	451/ 8.9	8.1	0.0	3.1	26	363	WKKR-F
WTOD (C)	22/ 2.7	3.6	2.6	2.1	3.7	2.8	23/266	234/ 4.6	6.1	5.0	2.6	22	172	WTOD
12. WVOI (B)	21/ 2.6	2.4	2.8	1.8	3.6	2.4	21/300	300/ 5.9	6.5	6.8	1.9	16	422	WVOI
13. WCWA (AC)	11/ 1.4	1.1	2.3	1.6	2.3	1.6	11/233	220/ 4.3	6.1	6.1	0.6	5	172	WCWA
14.														
15.														

12+ FM SHARE (METRO): 73.24% (520 of 710) (WIN 90: 71.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F	1 WIOT-F	1 WWWM-F	1 WWWM-F	1 WKKO-F	1 WKKO-F	1 WVKS-F<	1 WIOT-F	1 WIOT-F	1 WIOT-F
2 WVKS-F	2 WVKS-F	2 WVKS-F<	2 WIOT-F	2 WKKO-F<	2 WSPD <	2 WRQN-F	2 WKKO-F<	2 WVKS-F	2 WRQN-F>	2 WWWM-F
3 WIOT-F	3 WRQN-F	3 WWWM-F	3 WLQR-F	3 WLQR-F	3 WLQR-F	3 WSPD	3 WLQR-F<	3 WLQR-F	3 WWWM-F	3 WLQR-F
4 WVOI	4 WWWM-F>	4 WRQN-F	4 WVKS-F<	WIOT-F	4 WWWM-F>	4 WVKS-F	4 WSPD	4 WRQN-F	4 WVKS-F<	WKKO-F
5	5 WKKO-F	5 WLQR-F	5 WKKO-F	5 WVKS-F	5 WJR	WLQR-F	5 WWWM-F	5 WWWM-F	5 WWWM-F	5 WSPD
6	6 WLQR-F	6 WKKO-F	6 WRQN-F	6 WRQN-F	6	6 WWWM-F	WIOT-F	6 WKKO-F>	6 WLQR-F	6
						7 WIOT-F	7 WRQN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F>	1 WVKS-F>	1 WVKS-F>	1 WVKS-F	1 WWWM-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F
2 WRQN-F>	2 WRQN-F	2 WRQN-F	2 WWWM-F<	WVKS-F<	2 WVKS-F	2 WVKS-F	2 WKKR-F	2 WWWM-F	2 WWWM-F
3 WWWM-F	3 WIOT-F	WIOT-F	3 WRQN-F	3 WLQR-F	3 WRQN-F>	3 WRQN-F	3 WVKS-F	3 WLQR-F	3 WKKO-F
4	4 WWWM-F>	4 WWWM-F	4 WKKO-F	WKKO-F	4 WWWM-F	4 WKKR-F	WRQN-F>	4 WRQN-F	4 WLQR-F
5 WKKO-F	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 WRQN-F	WVOI	5 WWWM-F	5 WKKO-F	5 WVKS-F	5 WRQN-F
6	6 WKKO-F	6 WKKO-F	6 WIOT-F	6	6	6 WKKO-F	6	6 WKKO-F	6 WSPD

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHMQ-F 107.7	N.Baltimore 0.7/1.7/ 31/ 321
WMTR-F 96.1	Archbold/Wauson 1.2/2.9/ 13/ 203
WRED-F 95.7	Gibsonburg/To1 0.9/4.4/ 10/ 257
WWWM 1470	Toledo 0.9/3.5/ 7/ 185
CKMR-F 93.9	Windsor 0.5/1.3/ 5/ 99
WJLB-F 97.9	Detroit 1.0/3.4/ 8/ 187
WLW 700	Cincinnati 0.4/1.7/ 10/ 221
WTWR-F 98.3	Monroe/Toledo 0.7/3.2/ 14/ 382

RADIO STATIONS

WCWA , 1230,	1 KW	, Oldies	MBS CBS, \$18.00	(Eastman)	Reams
WOHO , 1470,	1 KW (DA-2)	, Country	UNISUP UNIULT, \$14.00	(Durpetti)	
WSPD , 1370,	5 KW (DA-N)	, MOR/Full Service	NBC, \$33.00	(MHR)	Commonwealth
WTOD , 1560,	5 KW (DAYS, DA)	, Country	ABC, \$ NA	(Katz)	Booth
WVOI , 1520,	1 KW (DA-2)	, Black	SBN UNIPWR, \$18.00	(Roslin)	
WIOT-F, 104.7,	50 KW @ 540	, AOR	SOURCE, \$62.00	(Eastman)	Reams
WKKO-F, 99.9,	50 KW @ 500	, Country	ABC, \$70.00	(Katz)	Booth
WLQR-F, 101.5,	19 KW @ 8D7	, EZ/Soft AC	, \$40.00	(MHR)	Commonwealth
WRQN-F, 93.5,	2 KW @ 401	, CHR	, \$33.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F, 92.5,	50 KW @ 480	, CHR	ABC, \$53.00	(Christal)	Noble
WKKR-F, 94.5,	30 KW @ 640	, CL AOR	, \$ NA	(---)	(PORT CLINTON)
WWWM-F, 105.5,	2 KW @ 390	, AC	, \$43.00	(Durpetti)	

WJR, CKLW -- See Detroit

TUCSON

Arbitron Rank/Pop (12+): 65/562,500
 MSA Rank/Pop: 77/666,000
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 21/19
 Diaries: 1073/524:1/59.4%
 Sample Target: 980
 % Below Line: 3.9
 % Not Listed: 12.3

1990 Revenue: \$17,000,000
 HH Inc.: \$26,940
 Retail \$: 4.3 Bil
 Pop per Station: 29,605
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	135/14.8	15.1	16.8	20.1	18.1	16.7	161/2138	1800/32.0	32.6	34.7	21.0	198	1997	KRQQ-F
2. KIIM-F (C)	126/13.8	14.2	13.4	13.5	13.7	13.7	158/1845	1522/27.1	25.7	26.1	13.9	131	1066	KIIM-F
3. KLPX-F (AOR)	109/11.9	7.6	9.9	8.4	8.0	9.4	113/1311	1196/21.3	19.7	19.6	10.4	98	1200	KLPX-F
4. KKLD-F (SAC)	80/ 8.8	7.2	7.6	7.4	7.2	7.8	81/1232	1148/20.4	17.4	15.4	7.6	72	855	KKLD-F
5. KWFM-AF (O)	79/ 8.7	8.2	10.1	7.3	7.8	8.6	87/1393	1216/21.6	20.8	20.7	6.0	57	997	KWFM-AF
6. KNST (N/T)	40/ 4.4	5.9	3.6	3.2	3.3	4.3	40/825	817/14.5	15.6	12.3	4.2	40	536	KNST
7. KTKT (N/T)	36/ 3.9	1.8	1.4	1.3	1.3	2.1	40/694	598/10.6	10.0	6.3	3.4	32	539	KTKT
8. KUPD-F (AOR)	26/ 2.8	1.5	2.6	2.7	4.3	2.4	30/474	355/ 6.3	5.8	7.6	2.8	26	452	KUPD-F
9. KMRR (BB)	24/ 2.6	2.0	2.3	4.0	3.0	2.7	24/295	295/ 5.2	4.8	7.1	1.6	15	219	KMRR
10. KQTL (SP)	22/ 2.4	4.5	2.7	2.1	1.8	2.9	27/237	213/ 3.8	5.4	3.6	1.6	15	245	KQTL
11. KXEW (SP)	20/ 2.2	2.3	2.6	1.6	4.3	2.2	20/304	267/ 4.7	4.6	4.9	0.6	6	155	KXEW
12. KQYT-F (EZ)	18/ 2.0	1.7	3.8	3.6	2.8	2.8	18/267	244/ 4.3	4.8	8.0	0.6	6	169	KQYT-F
KGYY (BB)	18/ 2.0	3.9	3.0	4.5	2.9	3.3	20/202	185/ 3.3	4.0	5.3	1.2	11	100	KGYY
KCUB (C)	18/ 2.0	3.6	2.4	1.2	0.9	2.3	87/1393	306/ 5.4	6.8	0.0	2.2	21	235	KCUB
15. KTZR (SP)	11/ 1.2	2.3	1.1	1.5	2.4	1.5	11/165	165/ 2.9	3.5	2.9	0.7	7	117	KTZR
KTUC (N/T)	11/ 1.2	1.5	1.2	1.5	1.1	1.4	11/265	265/ 4.7	5.3	4.6	1.9	18	183	KTUC
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 73.66% (590 of 801) (WIN 90: 73.89%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KRQQ-F	1 KRQQ-F	1 KLPX-F	1 KIIM-F<	1 KIIM-F	1 KIIM-F>	1 KRQQ-F<	1 KLPX-F	1 KRQQ-F	1 KRQQ-F>	1 KIIM-F>>
2	2 KLPX-F>	2 KRQQ-F	2 KLPX-F>	2 KLPX-F>	2 KWFM-AF	2 KIIM-F>	2 KIIM-F	2 KLPX-F	2 KIIM-F>	2 KKLD-F>>
3	3 KIIM-F	KIIM-F>	3 KWFM-AF<	3 KKLD-F<	3 KKLD-F	3 KLPX-F	3 KRQQ-F	3 KIIM-F>	3 KWFM-AF<	3 KWFM-F
4	4 KKLD-F>	4 KKLD-F<	4 KKLD-F<	4 KWFM-AF<	4 KLPX-F<	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KLPX-F	4 KRQQ-F
5	5 KWFM-AF	5 KWFM-AF	5 KRQQ-F	5 KRQQ-F	5 KNST <	5 KKLD-F	5 KWFM-AF	5 KWFM-AF>>	KKLD-F	5
					6 KRQQ-F					

WOM 18-24 WOM 18-34 WOM 25-34 WOM 18-49 WOM 25-54 MEN 18-24 MEN 18-34 MEN 25-34 MEN 18-49 MEN 25-54

1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F	1 KIIM-F	1 KLPX-F	1 KLPX-F>>	1 KLPX-F>>	1 KLPX-F>	1 KLPX-F
2 KIIM-F	2 KLPX-F	2 KLPX-F<	2 KIIM-F>	2 KRQQ-F	2 KRQQ-F>>	2 KRQQ-F>	2 KIIM-F	2 KIIM-F	2 KIIM-F>
3 KKLD-F	KKLD-F	3 KKLD-F	3 KKLD-F<	3 KKLD-F	3 KUPD-F	3 KIIM-F	3 KKLD-F	3 KRQQ-F	3 KWFM-AF<
4 KLPX-F	4 KIIM-F>	4 KIIM-F>	4 KLPX-F<	4 KWFM-AF	4 KKLD-F	4 KUPD-F	4 KWFM-AF	4 KWFM-AF	4 KKLD-F>
5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	KLPX-F	5	KKLD-F	KRQQ-F	KKLD-F	5 KRQQ-F
	KCUB	KCUB					KCUB		KNST

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBTR-F 103.1 Oracle	0.8/2.1/ 7/ 116
KJYK 1490 Tucson	0.5/4.8/ 5/ 272
KXMG-F 98.3 Marana	0.7/1.4/ 6/ 80
KGRX-F 100.3 Globe	1.1/2.2/ 17/ 209

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F	
KGYY, 1080, 1 KW (DAYS), NOSTALGIA	APR, \$ 20.00 (K & P)
KCUB, 1290, 1 KW, SEE KIIM-F	
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA	\$ 19.00 (Eastman)
KJYK, 1490, 1 KW (DA-1), CONTEMP	NBC, UNISUP, \$ 15.00 (Christal)
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, HBS, \$ 30.00 (McGuld)
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC	\$ 18.00 (Caballero)
KTKT, 990, 10 KW/1 KW (DA-N), TALK	CNN, UNISUP, \$ 18.00 (HNWH)
KTUC, 1400, 1 KW, TALK	CBS, CNN, \$ 17.00 (Roslin)
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC, \$ 15.00 (Lotus)
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN, \$ 17.00 (Republic)
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY	\$ 60.00 (Katz)
KKLD-F, 94.9, 95 KW @ 1952, AC	UNISUP, \$ 43.00 (Christal)
KLPX-F, 96.1, 97 KW @ 1952, AOR	\$ 40.00 (HNWH)
KQYT-F, 92.1, 1.8KW @ 406, EZ/BTFL	\$ 16.00 (K & P)
KRQQ-F, 93.7, 94 KW @ 2032, CHR	\$ 75.00 (McGuld)
KWFM-F, 92.9, 93 KW @ 2036, OLDIES	\$ 50.00 (MHR)
KXMG-F, 98.3, 3 KW @ 202, HISPANIC	\$ 15.00 (Lotus)
	(ORACLE)
	Duhossois
	Lotus
	(GREEN VALLEY)
	Nationwide
	American
	(MARANA)

TULSA

Arbitron Rank/Pop (12+): 60/639,900
 MSA Rank/Pop: 69/746,000
 ADI # 58
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 1135/564:1/57.3%
 Sample Target: 1065
 % Below Line: 0.0
 % Not Listed: 12.6

1990 Revenue: \$20,100,000
 HH Inc.: \$26,033
 Retail \$: 5.4 Bil
 Pop per Station: 31,995
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	,/4/SHARE	FAL				SUM				SPG				WIN				4 Book				12+ TSA				12+ METRO				FAL				WIN				Birch				Birch				Birch			
		90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90				
1. KWEN-F (C)	136/13.4	13.9	11.3	11.0	12.4	12.4	225/2649	1581/24.7	25.3	23.8	16.6	181	1973	KWEN-F																																			
2. KRMG (MOR/AC)	132/13.0	8.3	10.9	9.5	10.2	10.4	153/2018	1535/24.0	18.1	20.0	8.5	93	1435	KRGM																																			
3. KMOD-F (CL AOR)	91/ 8.9	8.1	10.5	12.5	10.6	10.0	112/1542	1103/17.2	18.2	20.0	8.3	90	1147	KMOD-F																																			
4. KBEZ-F (EZ)	66/ 6.5	6.5	7.7	8.2	6.5	7.2	88/1091	774/12.1	14.2	11.6	6.3	68	847	KBEZ-F																																			
5. KMYZ-F (AOR)	65/ 6.4	7.3	10.3	7.7	6.8	7.9	112/1823	1212/18.9	19.2	18.9	10.8	118	1650	KMYZ-F																																			
6. KAYI-F (CHR)	61/ 6.0	6.0	6.4	6.7	8.3	6.3	94/1620	1088/17.0	17.9	21.4	7.3	79	1292	KAYI-F																																			
7. KVOO (C)	54/ 5.3	8.3	5.4	6.3	8.3	6.3	85/1220	661/10.3	12.0	13.4	5.7	62	698	KVOO																																			
8. KVOO-F (C)	46/ 4.5	4.6	3.6	4.2	2.5	4.2	58/923	589/ 9.2	12.2	9.6	4.5	49	615	KVOO-F																																			
9. KRAV-AF (AC)	43/ 4.2	4.7	4.1	5.2	6.8	4.5	50/877	706/11.0	12.5	14.4	4.3	47	598	KRAV-AF																																			
10. KQLL-F (O)	39/ 3.8	3.4	5.4	4.5	4.9	4.3	63/989	685/10.7	12.2	12.6	1.9	21	562	KQLL-F																																			
11. KTFX-F (C)	38/ 3.7	1.7	1.8	1.7	3.0	2.2	52/992	574/ 9.0	6.5	7.9	2.5	27	538	KTFX-F																																			
12. KTHK-F (CL AOR)	34/ 3.3	4.4	---	---	---	1.9	44/680	539/ 8.4	9.0	0.0	4.9	53	652	KTHK-F																																			
13. KQMJ-F (AC)	23/ 2.3	3.6	3.4	3.4	4.3	3.2	32/691	524/ 8.2	9.1	11.3	2.0	22	305	KQMJ-F																																			
14. KXOJ-F (REL)	12/ 1.2	1.8	1.7	1.6	0.9	1.6	12/335	335/ 5.2	5.5	3.9	1.7	18	237	KXOJ-F																																			
KAKC (T)	12/ 1.2	0.8	---	0.5	---	0.6	12/292	292/ 4.6	2.8	0.0	1.0	11	157	KAKC																																			

12+ FM SHARE (METRO): 75.17% (669 of 890) (WIN 90: 76.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KRMG	1 KRMG	1 KRMG	1 KWEN-F	1 KWEN-F	1 KRMG
2 KMYZ-F	2 KWEN-F	2 KMOD-F	2 KMOD-F	2 KMOD-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KRMG	2 KRMG	2 KWEN-F
3 KWEN-F	3 KMYZ-F	3 KRMG	3 KRMG	3 KRMG	3 KBEZ-F	3 KMOD-F	3 KMOD-F	3 KMOD-F	3 KAYI-F	3 KVOO
4	4 KAYI-F	4 KMYZ-F	4 KAYI-F	4 KQLL-F	4 KVOO	4 KMYZ-F	4 KBEZ-F	4 KBEZ-F	4 KMYZ-F	4
5	5 KTHK-F	5 KAYI-F	5	5 KAYI-F	5	5 KAYI-F	5	5 KMYZ-F	5 KMOD-F	5
6	6 KRMG	6	6	6	6	6 KVOO	6	6 KAYI-F	6 KBEZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F
2 KVOO-F	2 KMOD-F	2 KAYI-F	2 KMYZ-F	2 KRMG	2 KMOD-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KWEN-F
3 KMYZ-F	3 KAYI-F	3 KMOD-F	3 KRMG	3 KAYI-F	3 KAYI-F	3 KTHK-F	3 KTHK-F	3 KRMG	3 KRMG
4 KRAV-AF	4 KMYZ-F	4 KRAV-AF	4 KMOD-F	4 KRAV-AF	4 KWEN-F	4 KMYZ-F	4 KRMG	4 KTHK-F	4 KTHK-F
5 KMOD-F	5 KRAV-AF	5 KMYZ-F	5 KRAV-AF	5 KMYZ-F	5 KTFX-F	5 KRMG	5	5 KMYZ-F	5 KQLL-F
6 KTFX-F	6	6	6 KAYI-F	6 KMOD-F	6	6 KAYI-F	6	6	6

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
KBLK 1550 Sapulpa/Tulsa	1.0/2.5/ 10/ 162			
KCFO 970 Tulsa	0.8/2.6/ 10/ 202			
KCMA-F 92.1 Broken Arrow	1.1/3.9/ 11/ 268			
KTOW-F 102.3 Sand Springs	0.9/2.4/ 9/ 152			

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK		\$ 15.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION		\$ 12.00 (---)	Salem
KRGM, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC	\$ 56.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY		\$ 50.00 (Eastman)	Great Empire
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC	\$ 44.00 (Katz)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC, UNIPWR	\$ 32.00 (Christal)	WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL		\$ 20.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1327, CL AOR		\$ 70.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC	\$ 33.00 (Banner)	Shamrock-Lynette (PAYOR)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP	\$ 37.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	UNIPWR	\$ 26.00 (---)	
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR		\$ NA (---)	(OKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES		\$ 31.00 (Christal)	Federated (OWASSO)
KQMJ-F, 99.5, 100 KW @ 1400, AC		\$ NA (HNWH)	(HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	UNIULT	\$ N/A (Eastman)	Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY		\$ 68.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,211,700
 MSA Rank/Pop: 6/3,820,000
 ADI # 9
 Average Person Ratings: 17.7
 Market TSL: 23.00 hours

Stations: 31/28
 Diaries: 2433/1320:1/55.6%
 Sample Target: 2260
 % Below Line: 1.7
 % Not Listed: 13.5

1990 Revenue: \$153,000,000
 HH Inc.: \$48,038
 Retail \$: 34.4 Bill
 Pop per Station: 114,703
 #1 Biller: WMZQ-AF \$15,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	415/ 7.3	8.1	7.5	6.8	7.4	7.4	476/6466	5490/17.1	17.8	16.3	11.8	667	6968	WPGC-F
2. WGAY-F (EZ)	392/ 6.9	6.8	5.9	7.1	6.2	6.7	436/5089	4482/14.0	14.1	13.2	3.8	213	2563	WGAY-F
3. WTOP (N/T)	371/ 6.5	3.5	3.7	3.8	3.9	4.4	412/7641	6792/21.1	15.7	14.8	4.2	239	5243	WTOP
4. WKYS-F (B)	301/ 5.3	4.8	6.6	4.8	7.0	5.4	324/3972	3597/11.2	10.1	13.9	6.4	360	4341	WKYS-F
5. WMZQ-AF (C)	276/ 4.9	6.5	6.6	6.3	5.8	6.1	349/4877	3964/12.3	13.6	13.6	5.2	287	3778	WMZQ-AF
6. WRQX-F (CHR)	271/ 4.8	3.0	3.3	3.2	3.4	3.6	302/5426	4492/14.0	12.5	12.7	3.8	214	3709	WRQX-F
7. WASH-F (AC)	254/ 4.5	3.5	5.1	4.2	4.5	4.3	276/4532	4045/12.6	10.7	10.7	2.6	149	2783	WASH-F
8. WMAL (MDR/FS)	250/ 4.4	4.6	5.1	5.1	5.0	4.8	269/4908	4559/14.2	13.9	11.2	4.3	242	4240	WMAL
9. WLTT-F (AC)	232/ 4.1	3.0	3.5	3.3	3.1	3.5	245/4016	3742/11.7	11.0	10.8	3.0	172	2252	WLTT-F
10. WAVA-F (CHR)	217/ 3.8	4.0	3.6	5.1	4.0	4.1	264/5968	4857/15.1	15.7	13.9	4.6	263	6100	WAVA-F
11. WMMJ-F (B)	198/ 3.5	4.0	2.5	3.3	3.2	3.3	200/2145	2073/ 6.5	6.8	6.4	3.1	177	1942	WMMJ-F
12. WHUR-F (B)	181/ 3.2	3.3	3.6	3.9	3.9	3.5	192/3716	3449/10.7	11.1	12.2	3.9	223	3105	WHUR-F
13. WWDC-F (AOR)	177/ 3.1	4.3	4.3	2.9	2.5	3.7	292/5878	4149/12.9	13.2	11.2	4.5	256	3976	WWDC-F
14. WGMS-F (CL)	169/ 3.0	2.7	3.1	3.3	2.5	3.0	180/2780	2525/ 7.9	7.6	7.5	2.6	149	2193	WGMS-F
15. WCXR-F (CL AOR)	167/ 2.9	3.7	4.3	3.9	4.3	3.7	214/4458	3790/11.8	11.9	12.5	3.8	218	3621	WCXR-F
16. WXTR-F (O)	150/ 2.6	2.8	2.4	2.8	3.1	2.7	176/3806	3369/10.5	9.2	10.0	2.4	136	2552	WXTR-F
17. WWRC (T)	139/ 2.4	2.1	2.1	2.2	1.8	2.2	148/2239	2065/ 6.4	5.3	5.3	2.8	161	1757	WWRC
18. WHFS-F (AOR)	122/ 2.1	2.3	2.6	2.9	3.1	2.5	164/3010	2189/ 6.8	7.1	6.3	2.6	145	2995	WHFS-F
19. WJZE-F (J/NA)	110/ 1.9	1.6	1.0	1.1	1.3	1.4	115/1724	1624/ 5.1	4.9	5.8	1.7	99	1347	WJZE-F
20. WJFK-F (AOR)	87/ 1.5	2.0	2.0	1.9	1.8	1.9	101/2472	2194/ 6.8	6.9	7.7	1.7	97	2163	WJFK-F
21. WOL (T)	84/ 1.5	2.1	1.3	2.0	2.1	1.7	84/961	961/ 3.0	3.4	3.8	1.4	78	1056	WOL
22. WYCB (GOSP)	72/ 1.3	1.4	1.3	1.3	0.9	1.3	72/819	819/ 2.6	3.0	2.0	1.1	60	798	WYCB
23.														
24.														
25.														

12+ FM SHARE (METRO): 78.52% (3857 of 4912) (WIN 90: 81.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WTOP <	1 WTOP <	1 WGAY-F	1 WTOP >	1 WGAY-F>	1 WPGC-F	1 WMMJ-F>>	1 WTOP >
2 WAVA-F	2 WKYS-F	2 WKYS-F	2 WKYS-F<	2 WASH-F<	2 WTOP >	2 WMAL	2 WASH-F	2 WGAY-F	2 WPGC-F>>	2 WMAL
3	3 WRQX-F	3 WRQX-F	3 WASH-F	3 WMZQ-AF	3 WMAL	3 WPGC-F	3 WTOP <	3 WTOP	3 WKYS-F<	3 WPGC-F
4	4 WLTT-F<	4 WASH-F<	4 WMZQ-AF<	4 WKYS-F	4 WMZQ-AF>	4 WKYS-F	4 WRQX-F	4 WKYS-F<	4 WGAY-F	4 WWRC
5	5 WWDC-F	5 WLTT-F<	5 WLTT-F<	5 WLTT-F	5 WASH-F	5 WGAY-F	5 WKYS-F	5 WRQX-F	5 WTOP <	5 WMZQ-F
6	6 WCXR-F	6 WTOP	6 WPGC-F<	6 WPGC-F<	6	6 WAVA-F<	6 WPGC-F	6 WASH-F<	6 WHUR-F	6 WMMJ-F
7	7 WAVA-F<	7 WMZQ-AF	7 WRQX-F	7 WRQX-F<	7	7 WMZQ-AF	7 WLTT-F	7 WMZQ-AF	7 WRQX-F	7 WKYS-F
8	8 WASH-F	8 WMMJ-F	8 WMMJ-F	8 WMMJ-F	8	8 WASH-F	8 WMZQ-AF	8 WLTT-F<	8 WAVA-F	8
9	9 WMMJ-F	9 WWDC-F	9 WGAY-F	9 WGAY-F	9	9 WRQX-F<	9 WGMS-F	9 WMAL	9	9
10	10 WHFS-F	10 WCXR-F	10	10	10	10 WWDC-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>	1 WPGC-F	1 WKYS-F	1 WPGC-F<	1 WASH-F	1 WPGC-F>	1 WPGC-F	1 WKYS-F<	1 WTOP <	1 WTOP >
2 WRQX-F>	2 WKYS-F	2 WLTT-F<	2 WASH-F	2 WLTT-F	2 WWDC-F	2 WWDC-F	2 WWDC-F	2 WPGC-F	2 WMZQ-AF
3 WAVA-F	3 WRQX-F	3 WRQX-F	3 WLTT-F	3 WKYS-F	3 WCXR-F	3 WKYS-F	3 WTOP <	3 WWDC-F	3 WKYS-F<
4 WLTT-F	4 WLTT-F	4 WASH-F	4 WKYS-F<	4 WMMJ-F<	4 WRQX-F	4 WCXR-F	4 WCXR-F<	4 WKYS-F	4 WWDC-F
5 WKYS-F>	5 WASH-F	5 WPGC-F<	5 WRQX-F	5 WPGC-F<	5 WKYS-F	5 WRQX-F	5 WPGC-F	5 WCXR-F<	5 WCXR-F
6 WASH-F	6 WMMJ-F	6 WMMJ-F>	6 WMMJ-F	6 WMZQ-AF<	6 WAVA-F	6 WAVA-F	6 WRQX-F	6 WMZQ-AF	6 WXTR-F<
7 WMMJ-F	7 WAVA-F	7 WMZQ-AF<	7 WMZQ-AF	7 WRQX-F	7	7 WTOP	7 WJFK-F	7 WRQX-F	7 WLTT-F
8	8 WMZQ-AF	8 WHFS-F	8	8 WTOP	8	8 WJFK-F	8 WLTT-F	8	8
9	9 WHFS-F	9 WCXR-F	9	9 WGAY-F	9	9	9 WAVA-F	9	9
10	10	10	10	10	10	10	10 WHFS-F	10	10

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WCPT 730 Alexandria/wshd	1.0/4.1/	59/1376		
WFMD 930 Frederick	0.5/1.5/	31/ 581		
WFRE-F 99.9 Frederick	0.8/2.0/	86/1172		
WGMS 570 Bethesda	0.4/1.2/	20/ 394		
WWDC 1260 Washington	0.5/2.3/	32/ 771		
WFSI-F 107.9 Annapolis	0.3/1.2/	20/ 519		
WIYY-F 97.9 Baltimore	1.0/4.1/	147/2628		
WXVY-F 102.7 Baltimore	0.3/1.7/	54/ 982		

WASHINGTON

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	Black	,	\$ 30.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	,	\$ 28.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	\$ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC,	\$200.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	\$ 35.00	(Katz Hisp.)	
WOL,	1450,	1 KW	,	Black Talk	NBN UNIULT,	\$ 49.00	(K & P)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS,	\$174.00	(CBS)	Chase
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	\$ 44.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	NBC MBS,	\$ 60.00	(MMR)	
WYCB,	1340,	1 KW	,	Gospel	SBN,	\$ 40.00	(---)	

FH STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	\$111.00	(HNWH)	Chase
WAVA,	105.1,	41 KW @ 541	,	CHR	,	\$158.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 648	,	Classic AOR	,	\$164.00	(Group W)	Westinghouse
WJZE,	100.3,	50 KW @ 331	,	Jazz	APR,	\$ 75.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 770	,	EZ	,	\$190.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 510	,	Classical	MBS,	\$130.00	(Durpetti)	Verstandig
WHFS,	99.1,	47 KW @ 360	,	AOR	APR,	\$ 60.00	(Banner)	Duchossois
(ANNAPOLIS)								
WHUR,	96.3,	24 KW @ 670	,	Black	,	\$104.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	22 KW @ 730	,	Classic AOR	ABC,	\$ 80.00	(Torbet)	Infinity
WKYS,	93.9,	25 KW @ 707	,	Black	,	\$192.00	(Eastman)	Albimar
WLTT,	94.7,	22 KW @ 744	,	AC	,	\$164.00	(CBS)	CBS
WMMJ,	102.3,	1.4 KW @ 480	,	Black Oldies	ABC MBS,	\$ 70.00	(K & P)	Almic
WMZQ,	98.7,	50 KW @ 490	,	Country	,	\$255.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	\$160.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	CHR/AC	ABC,	\$117.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 760	,	AOR	UNIPWR,	\$180.00	(Christal)	
WXTR,	104.1,	50 KW @ 500	,	Oldies	,	\$140.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 52/783,400
 MSA Rank/Pop: 60/885,000
 ADI # 50
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 35/15
 Diaries: 1143/685:1/49.7%
 Sample Target: 1125
 % Below Line: 30.5
 % Not Listed: 13.4
 1990 Revenue: \$25,000,000
 HM Inc.: \$37,870
 Retail \$: 8.3 Bill
 Pop per Station: 52,226
 #1 Biller: WRMF-F \$6,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	181/13.6	14.1	14.4	16.2	16.8	14.6	280/2937	1920/24.5	24.8	26.8	10.9	116	1367	WEAT-AF
2. WJNO (N/T)	118/ 8.9	8.4	8.8	6.7	6.2	8.2	138/1698	1195/15.3	15.8	14.2	7.1	80	865	WJNO
3. WRMF-F (AC)	111/ 8.3	8.5	8.9	10.0	7.0	8.9	144/2000	1224/15.6	18.3	16.6	9.3	104	950	WRMF-F
4. WIRK-F (C)	85/ 6.4	6.3	6.4	6.9	3.7	6.5	108/1105	819/10.5	10.0	9.8	4.9	55	720	WIRK-F
5. WOVV-F (CHR)	68/ 5.1	3.6	2.6	4.6	5.2	4.0	113/1659	968/12.4	10.8	12.1	5.8	65	848	WOVV-F
6. WKGR-F (CL ADR)	62/ 4.7	4.0	4.0	3.7	2.8	4.1	162/1768	993/12.7	9.6	8.5	5.4	61	797	WKGR-F
7. WEDR-F (B)	47/ 3.5	3.1	2.9	1.8	----	2.8	121/1418	584/ 7.5	6.1	0.0	4.8	54	603	WEDR-F
8. WHQT-F (B)	43/ 3.2	3.3	3.5	3.6	6.0	3.4	119/1707	599/ 7.6	6.4	9.4	2.9	33	605	WHQT-F
9. WPOW-F (CHR)	34/ 2.6	1.8	1.2	1.3	1.5	1.7	105/1677	579/ 7.4	7.3	4.3	3.2	36	637	WPOW-F
10. WZTA-F (AOR)	28/ 2.1	2.5	2.5	1.8	1.8	2.2	103/1608	463/ 5.9	5.8	6.1	3.6	40	550	WZTA-F
WIOD (N/T)	28/ 2.1	1.7	1.7	2.4	2.0	2.0	172/2397	500/ 6.4	6.2	5.0	2.2	25	450	WIOD
12. WNGS-F (AC)	27/ 2.0	2.6	1.9	2.5	2.8	2.3	27/519	462/ 5.9	7.4	7.1	3.0	34	460	WNGS-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.17% (889 of 1152) (WIN 90: 77.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF>	1 WJNO >
2 WEDR-F	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WJNO >	2 WJNO	2 WRMF-F<	2 WRMF-F	2 WHQT-F	2 WEAT-F
3 WHQT-F	3 WEDR-F	3 WOVV-F	3 WEAT-AF<	3 WIRK-F	3 WIRK-F>	3 WRMF-F>	3 WJNO	3 WJNO <	3 WJNO	3 WIRK-F
4	4 WHQT-F	4 WIRK-F<	4 WIRK-F	4 WEAT-AF	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WOVV-F	4 WHQT-F
5	5 WOVV-F	5 WEDR-F	5 WJNO	5 WJNO	5	5	5	5 WOVV-F	5	5
6	6 WPOW-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOVV-F>	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>	1 WSHE-F>	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F
2 WPOW-F	2 WOVV-F	2 WKGR-F	2 WOVV-F	2 WEAT-AF>	2 WHQT-F	2 WRMF-F>	2 WRMF-F	2 WRMF-F	2 WRMF-F
3 WRMF-F	3 WEDR-F	3 WEAT-AF	3 WEAT-AF	3 WIRK-F	WKGR-F>	3 WSHE-F	3 WEDR-F>	3 WIRK-F>	3 WIRK-F
4 WHQT-F	4 WKGR-F	WEDR-F	4 WEDR-F<	4 WOVV-F	4 WPOW-F	4 WHQT-F	4 WIOD	4 WSHE-F	4 WJNO
5 WEDR-F>>	5 WPOW-F	5	5 WKGR-F	5 WKGR-F	5 WIRK-F	5 WEDR-F	5 WZTA-F	5 WJNO <	5
6	6 WHQT-F	6	6	6	6	6	6 WHQT-F	6 WZTA-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDBF 1420 Delray Bch/W.P.	1.7/4.9/ 22/ 404		
WOLL-F 94.3 Riviera Bch/wp	1.5/5.5/ 27/ 516		
WPBR 1340 Palm Beach	0.9/2.6/ 12/ 225		
WPOW 1600 Riviera Bch/WP1	1.0/2.6/ 13/ 215		
WSBR 740 Boca Rtn/WP1m8c	0.5/2.9/ 11/ 445		
WSWN 900 Belle Glade	0.6/1.5/ 11/ 247		
WYFX 1040 Boynton Bch/Mia	0.9/3.2/ 17/ 389		
WAVS 1170 Davie/Miami	0.4/0.9/ 14/ 269		
WAXY-F 105.9 Ft. Lauderdale	1.4/3.7/ 74/1420		
WFLC-F 97.3 Miami/Ft.Laud.	0.8/3.9/ 67/1593		
WHYI-F 100.7 Ft. Lauderdale	1.4/6.7/110/2013		
WINZ 940 Miami	0.9/3.9/ 88/1618		

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, \$	
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC, \$ 55.00 (Banner)	Fairbanks
WPBR, 1340, 1 KW	, TALK	SOURCE, \$ 19.00 (Eastman)	
WPOW, 1600, 1 KW (DA-1)	, BLACK	, \$ 23.00 (Republic)	
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, \$ 18.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ		, \$ 80.00 (Katz)	Taylor
WIRK-F, 107.9, 100 KW @ 340, COUNTRY		, \$ 60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1380, AOR		UPI, \$ 43.00 (HNWH)	(FORT PIERCE)
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		, \$ 30.00 (Eastman)	
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		, \$ 37.00 (Republic)	Lappin
WOVV-F, 95.5, 100 KW @ 982, CHR		SOURCE, \$ 40.00 (McGuilid)	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC		, \$ 115.00 (Banner)	Fairbanks

WICHITA

Arbitron Rank/Pop (12+): 88/399,600
 MSA Rank/Pop: 102/458,000
 ADI # 61
 Average Person Ratings: 15.0
 Market TSL: 19.50 hours

Stations: 18/18
 Diaries: 910/439:1/60.2%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 13.5

1990 Revenue: \$17,400,000
 HH Inc.: \$35,665
 Retail \$: 3.4 Btl
 Pop per Station: 22,200
 #1 Biller: KFDI-AF \$5,100,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. KZSN-F (C)	77/12.9	10.8	----	8.6	----		110/1188	826/20.7	18.4					KZSN-F
2. KFDI-F (C)	66/11.0	9.4	----	11.0	----		104/1311	936/23.4	21.9		15.0	98	1126	KFDI-F
3. KKR-D-F (CHR)	52/ 8.7	11.6	----	13.3	----		79/1274	888/22.2	22.6		11.5	75	965	KKR-D-F
4. KFDI (C)	44/ 7.3	7.4	----	6.7	----		67/874	619/15.5	14.2		5.5	36	419	KFDI
5. KICT-F (AOR)	43/ 7.2	7.1	----	7.1	----		64/879	575/14.4	15.4		6.9	45	735	KICT-F
6. KEYN-F (O)	39/ 6.5	6.9	----	6.6	----		59/880	641/16.0	17.6		6.0	39	669	KEYN-F
7. KRZZ-F (CL AOR)	31/ 5.2	6.4	----	4.8	----		37/638	480/12.0	14.6		6.4	42	493	KRZZ-F
8. KBUZ-F (B)	29/ 4.8	3.8	----	2.8	----		35/404	344/ 8.6	9.7		8.6	56	530	KBUZ-F
9. KRBB-F (AC)	28/ 4.7	6.1	----	7.1	----		37/623	468/11.7	13.5		5.4	35	383	KRBB-F
10. KNSS (N/T)	25/ 4.2	4.1	----	3.8	----		26/487	468/11.7	10.1		3.7	24	375	KNSS
11. KOEZ-F (EZ)	24/ 4.0	4.9	----	7.9	----		35/548	393/ 9.8	10.4		3.5	23	367	KOEZ-F
12. KXLK-F (AC)	18/ 3.0	5.5	----	4.5	----		31/665	419/10.5	12.1		2.4	16	240	KXLK-F
13. KQAM (BB)	10/ 1.7	2.2	----	0.3	----		10/206	206/ 5.2	7.1		1.7	11	171	KQAM
KFH (O)	10/ 1.7	2.0	----	1.6	----		12/297	243/ 6.1	6.6		0.6	4	113	KFH

12+ FM SHARE (METRO): 80.12% (415 of 518) (WIN 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKR-D-F>>	1 KICT-F<	1 KZSN-F>	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KICT-F	1 KFDI-F
2 KZSN-F	2 KZSN-F>	2 KKR-D-F	2 KKR-D-F	2 KFDI-F	2 KFDI	2 KFDI-F	2 KFDI-F<	2 KFDI-F	KFDI-F<	2 KZSN-F
3 KBUZ-F	3 KKR-D-F	KICT-F	KFDI-F	3 KKR-D-F	3 KKR-D-F	3 KKR-D-F	3 KEYN-F>	3 KKR-D-F	3 KKR-D-F	3 KFDI
4	4 KRZZ-F	4 KEYN-F	4 KEYN-F	4 KEYN-F	4 KOEZ-F	4 KFDI >	4 KRBB-F	4 KEYN-F<	4 KZSN-F>	4 KXLK-F
5	5 KBUZ-F	5 KFDI-F	5 KRBB-F	5 KRBB-F	5 KEYN-F	5 KEYN-F	5 KRBB-F	5 KICT-F>	5 KNSS	5
6	6 KEYN-F	6 KRZZ-F	6 KRZZ-F	6 KRZZ-F	6	6 KICT-F	KFDI	6 KRBB-F	6 KBUZ-F	6
7	7 KRBB-F	7	7	7 KICT-F	7	7	7 KNSS	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEYN-F	1 KKR-D-F	1 KKR-D-F	1 KZSN-F	1 KZSN-F	1 KICT-F>>	1 KICT-F	1 KZSN-F	1 KICT-F	1 KZSN-F
KBUZ-F>	2 KZSN-F	2 KRBB-F	2 KKR-D-F	2 KFDI-F	2 KRZZ-F	2 KZSN-F>	KICT-F	2 KZSN-F	2 KFDI-F
3 KZSN-F	3 KRBB-F	3 KZSN-F>	3 KEYN-F	3 KKR-D-F	3 KZSN-F	3 KRZZ-F>	3 KRZZ-F>	3 KRZZ-F>	3 KRZZ-F
KKR-D-F>	4 KBUZ-F	4 KICT-F	4 KFDI-F	4 KEYN-F	4 KKR-D-F	4 KKR-D-F	4 KFDI-F	4 KKR-D-F	4 KICT-F
5 KXLK-F	5 KEYN-F>	KFDI-F	5 KRBB-F	5 KRBB-F	6	5 KEYN-F	KEYN-F	5 KEYN-F	5 KNSS
KRBB-F	6 KICT-F	6 KBUZ-F	6 KBUZ-F	6	6	6 KBUZ-F	6 KKR-D-F	6 KFDI-F	6 KEYN-F
KICT-F	7	7 KEYN-F	7	7	7	7	7	7 KNSS	7 KKR-D-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KSGI 900 Wichita	0.8/3.9/	6/	213
KSPG 1360 El Dorado	0.7/1.5/	4/	58
KYQQ-F 106.5 Arkansas City	1.3/7.6/	13/	426
KZSN 1480 Wichita	0.8/3.6/	5/	160

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ 40.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW, TALK	MBS, ABC, \$ 18.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP, UNIULT, \$ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN, \$ 17.00 (---)	(EL DORARDO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	CBS, MBS, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC, \$ 38.00 (McGuild)	Lakoduk
KKR-D-F, 107.3, 100 KW @ 860, CHR	, \$ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT, \$ 26.00 (Roslin)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, \$ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	, \$ 32.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, \$ 25.00 (Durpetti)	(DERBY)
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, \$ 18.00 (K & P)	(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/631,200
 MSA Rank/Pop: 68/740,000
 ADI # 54
 Average Person Ratings: 18.8
 Market TSL: 25.00 hours

Stations: 33/26
 Diaries: 1097/575:1/60.3%
 Sample Target: 1050
 % Below Line: 6.5
 % Not Listed: 16.9

1990 Revenue: \$15,700,000
 HH Inc.: \$28,134
 Retail \$: 5.6 Bill
 Pop per Station: 24,276
 #1 Biller: WKRZ-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUMF RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	186/15.6	15.0	17.9	17.1	15.5	16.4	216/2557	2096/33.2	33.7	33.7	22.0	217	2320	WKRZ-F
2. WARM (MOR/FS)	88/ 7.4	6.0	6.6	7.5	6.4	6.9	91/1098	1063/16.8	16.4	16.6	6.3	62	1019	WARM
3. WEZX-F (AOR)	85/ 7.1	8.7	6.1	7.5	7.9	7.3	116/1167	1007/16.0	16.7	14.5	9.1	90	1193	WEZX-F
4. WNAK (BB)	67/ 5.6	4.3	5.3	4.5	6.3	4.9	67/480	480/ 7.6	8.9	8.3	4.4	43	310	WNAK
5. WDLS-F (C)	57/ 4.8	4.3	4.2	3.5	2.5	4.2	57/541	541/ 8.6	7.8	5.8	2.7	27	503	WDLS-F
6. WMGS-F (AC)	48/ 4.0	5.1	4.8	4.3	5.1	4.6	52/864	769/12.2	12.4	11.4	3.6	36	480	WMGS-F
7. WEJL (BB)	46/ 3.9	5.4	4.2	3.4	2.4	4.2	46/507	507/ 8.0	8.3	6.7	1.8	18	227	WEJL
8. WSGD-F (O)	39/ 3.3	2.1	2.3	2.8	2.3	2.6	47/557	467/ 7.4	7.0	5.0	2.9	29	303	WSGD-F
9. WGBI-F (AC)	38/ 3.2	3.3	3.6	2.4	2.5	3.1	45/608	504/ 8.0	8.0	7.5	1.7	17	408	WGBI-F
10. WBAX (BB)	37/ 3.1	1.6	2.0	2.3	1.4	2.3	37/380	380/ 6.0	5.1	4.3	3.4	34	344	WBAX
11. WWSH-F (EZ)	33/ 2.8	2.5	2.7	3.1	3.2	2.8	42/569	429/ 6.8	6.9	8.1	2.2	22	363	WWSH-F
12. WWRB-F (CHR)	28/ 2.4	2.6	2.2	3.6	3.3	2.7	28/496	496/ 7.9	10.0	10.0	3.3	33	728	WWRB-F
13. WILK (T)	26/ 2.2	1.7	1.9	1.0	1.4	1.7	26/376	376/ 6.0	6.8	5.4	1.8	18	333	WILK
14. WHLM-F (CHR)	21/ 1.8	1.5	2.2	2.5	1.8	2.0	36/449	271/ 4.3	4.8	5.8	3.0	30	329	WHLM-F
15. WZZO-F (AOR)	20/ 1.7	1.7	1.5	2.4	1.7	1.7	35/548	262/ 4.2	3.7	4.5	1.8	18	281	WZZO-F
WEAY-F (O)	20/ 1.7	1.4	2.0	2.5	2.3	1.9	22/341	320/ 5.1	3.5	5.9	1.5	15	244	WEAY-F

12+ FM SHARE (METRO): 65.99% (652 of 988) (WIN 90: 69.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F
2 WEZX-F>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WKRZ-F<	2 WARM >	2 WARM	2 WEZX-F	2 WEZX-F>>	2 WARM
3 WWRB-F	3 WWRB-F	3 WMGS-F	3 WSGD-F	3 WMGS-F	3 WNAK >	3 WEZX-F>	3 WEZX-F	3 WARM	3 WDLS-F	3 WEZX-F
4 WGBI-F	4 WSGD-F	4 WMGS-F	4 WMGS-F<	4 WDLS-F	4 WDLS-F<	4 WMGS-F	4 WMGS-F	4 WDLS-F	4 WARM	4 WBAX
5 WMGS-F	5 WMGS-F	5 WDLS-F	5 WDLS-F	5 WARM	5 WEJL	5 WDLS-F	5 WNAK	5 WMGS-F	5 WGBI-F	5
6	6	6 WGBI-F	6 WARM	6 WSGD-F	6	6	6	6	6 WWRB-F	6
7	7	7 WARM	7 WGBI-F	7	7	7	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WEZX-F>>	1 WEZX-F<	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>
2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F	2 WKRZ-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>
3 WMGS-F	3 WMGS-F	3 WGBI-F	3 WMGS-F	3 WARM	3 WWRB-F	3 WZZO-F	3 WKS-B-F	3 WSGD-F	3 WSGD-F	3 WSGD-F
4 WWRB-F	4 WGBI-F	4 WMGS-F	4 WGBI-F	4 WGBI-F	4 WZZO-F	4 WWRB-F	4 WGBI-F	4	4 WDLS-F	4 WDLS-F
5 WHLM-F	5 WWRB-F	5 WDLS-F	5 WDLS-F	5 WDLS-F	5	5	5	5	5	5 WARM

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WARD 1550 Pittston	0.7/4.1/ 8/ 261	WPPO 840 Stroudsburg	1.2/1.8/ 14/ 116
WAZL 1490 Hazleton	0.3/1.2/ 4/ 126	WDL-F 104.9 Scranton/WB	0.7/3.4/ 9/ 255
WBNF-F 95.9 Benton	0.3/1.0/ 4/ 64	WABC 770 New York	0.5/1.7/ 9/ 191
WCDL 1440 Carbondale	0.9/1.6/ 24/ 159	WFMZ-F 100.7 Allentown	1.3/2.6/ 42/ 399
WCNR 930 Bloomsburg	0.6/1.4/ 7/ 91	WHXT-F 99.9 Easton/Allentwn	0.6/2.9/ 13/ 271
WGBI 910 Scranton/W1.Br.	0.8/3.3/ 9/ 211	WILQ-F 105.1 Williamsport	0.7/2.2/ 41/ 341
WICK 1400 Scranton	0.6/3.5/ 7/ 219	WKS-B-F 102.7 Williamsport	0.9/1.4/ 72/ 646
WPCN 960 Mount Pocono	0.5/0.9/ 6/ 62	WLEV-F 96.1 Easton	0.8/2.3/ 17/ 249
WSBG-F 93.5 Stroudsburg	1.2/3.4/ 14/ 214		

RADIO STATIONS

WARD , 1550, 10 KW/500 W (DA-2), Talk	APR ABC, \$13.00 (Savalli)	
WARM , 590, 5 KW (DA-2), MOR/Full Service	NBC, \$42.00 (Mc-Guild)	Susquehanna
WBAX , 1240, 1 KW, Nostalgia	CNN UNISUP, \$15.00 (Torbet)	
WEJL , 630, 500 W (DAYS), Nostalgia/MOR	ABC UNISUP, \$19.00 (Christal)	Shamrock-Lynett
WGBI , 910, 1 KW/500 W, Country	CBS, \$13.00 (Torbet)	
WICK , 1400, 1 KW, EZ	ABC, \$13.00 (Roslin)	
WILK , 980, 5 KW/1 KW (DA-2), Talk	CNN ABC, \$16.00 (Katz)	Keymarket
WNAK , 730, 1 KW/38 W, Nostalgia	NBC, \$25.00 (K & P)	
WDLS-F, 93.7, .8 KW @ 679, Country	CNN UNISUP, \$15.00 (---)	
WEAY-F, 92.1, .7 KW @ 552, Oldies	CNN UNISUP, \$17.00 (Torbet)	
WEZX-F, 107.1, .2 KW @ 1267, AOR	ABC, \$37.00 (Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110, AC	RADRAD, \$22.00 (Torbet)	
WHLM-F, 106.5, 36 KW @ 579, AC	UNIULT, \$18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, \$65.00 (Katz)	Keymarket
WMGS-F, 92.9, 5 KW @ 1383, AC	, \$42.00 (Mc-Guild)	Susquehanna
WSBG-F, 93.5, .6 KW @ 764, CHR	APR, \$16.00 (Dome)	(STROUDSBURG)
WSGD-F, 94.3, .5 KW @ 770, Oldies	, \$17.00 (Eastman)	Sage (CARBONDALE)
WDL-F, 104.9, .3 KW @ 1093, Soft AC	ABC, \$18.00 (Roslin)	
WWRB-F, 102.3, 3 KW @ 71, CHR	ABC, \$23.00 (Eastman)	
WWSH-F, 97.9, 20 KW @ 729, EZ	, \$23.00 (---)	(HAZLETON)

YORK

Arbitron Rank/Pop (12+): 103/347,000
 MSA Rank/Pop: 113/415,000
 ADI # 45 (w/Harrisburg & Lancaster)
 Average Person Ratings: 17.6
 Market TSL: 23.75 hours

Stations: 30/10
 Diaries: 840/413:1/68.1%
 Sample Target: 770
 % Below Line: 36.6
 % Not Listed: 12.4

1990 Revenue: \$12,800,000
 HH Inc.: \$32,405
 Retail \$: 3.4 Bil
 Pop per Station: 34,700
 #1 Biller: WARM-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume
1. WARM-F (AC)	73/11.9	11.2	9.2	10.9	10.1	10.8	161/1737	794/22.9	22.9	21.8	8.5	50	479
2. WGTY-F (C)	64/10.5	9.3	10.1	10.2	8.7	10.0	75/755	559/16.1	12.9	15.9	6.3	37	459
3. WYCR-F (CHR)	59/ 9.6	8.6	9.2	11.8	7.9	9.8	86/1442	775/22.3	22.2	26.3	10.3	61	866
4. WRKZ-F (C)	52/ 8.5	7.1	8.9	6.1	6.6	7.6	147/1887	619/17.8	14.0	13.7	7.8	46	491
5. WSBA (MOR/FS)	37/ 6.0	7.4	5.5	8.2	7.9	6.8	44/657	547/15.8	18.7	16.1	9.0	53	744
6. WQXA-F (CHR)	35/ 5.7	5.6	4.4	6.6	8.7	5.6	104/1742	537/15.5	15.3	18.5	6.8	40	641
7. WNCE-F (EZ)	25/ 4.1	4.6	6.4	5.9	6.8	5.3	130/1685	374/10.8	10.9	12.7	4.4	26	289
8. WTPA-F (AOR)	22/ 3.6	3.6	3.0	4.5	3.6	3.7	112/1426	359/10.3	9.0	6.6	5.3	31	377
WGRX-F (AOR)	22/ 3.6	3.3	4.2	4.2	2.8	3.8	27/590	377/10.9	12.0	10.4	4.1	24	388
10. WWKL-F (O)	17/ 2.8	3.3	5.2	2.7	1.3	3.5	101/1262	260/ 7.5	6.8	4.5	2.2	13	170
WGET (MOR)	17/ 2.8	1.0	1.0	1.6	1.3	1.6	17/152	147/ 4.2	3.4	3.0	0.8	5	158
12. WHTF-F (CL AOR)	14/ 2.3	2.1	3.7	2.4	2.8	2.6	73/1234	332/ 9.6	8.7	8.6	3.6	21	325
13.													
14.													
15.													

12+ FM SHARE (METRO): 82.28% (441 of 536) (WIN 90: 83.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WGTY-F	1 WARM-F	1 WARM-F>	1 WARM-F	1 WYCR-F>	1 WGTY-F
2 WQXA-F	2 WYCR-F>	2 WYCR-F>	2 WGTY-F	2 WRKZ-F	2 WARM-F	2 WSBA <	2 WGTY-F	2 WYCR-F	2 WQXA-F	2 WRKZ-F
3	3 WRKZ-F	3 WGTY-F<	3 WYCR-F<	3 WGTY-F	3 WRKZ-F	3 WGTY-F	3 WRKZ-F	3 WGTY-F<	3 WGTY-F	3 WARM-F
4	4 WQXA-F	4 WRKZ-F	4 WRKZ-F	4 WYCR-F>	4 WSBA >	4 WRKZ-F	4 WYCR-F	4 WRKZ-F>	4 WARM-F	4
5	5 WTPA-F	5 WQXA-F	5	5 WSBA	5 WNCE-F	5 WYCR-F	5	5 WQXA-F	5 WGRX-F	5
6	6 WGTY-F									
7	7 WGRX-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>>	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>	1 WRKZ-F	1 WTPA-F	1 WTPA-F	1 WRKZ-F	1 WRKZ-F
2 WARM-F	2 WYCR-F>>	2 WYCR-F>	2 WYCR-F>	2 WYCR-F	WYCR-F	2 WRKZ-F	WGRX-F	2 WARM-F	2 WARM-F
3 WQXA-F>	3 WQXA-F>	3 WQXA-F>	3 WGTY-F>	3 WGTY-F>	WQXA-F>>	3 WGRX-F	WARM-F>	3 WTPA-F	3 WGTY-F
4 WRKZ-F	4 WRKZ-F	4 WNNK-F	4 WRKZ-F	4 WRKZ-F>	4 WTPA-F	WYCR-F	4 WGTY-F	4 WGRX-F	4 WGRX-F
WIMX-F	WNNK-F	5 WRKZ-F	5 WQXA-F	5 WSBA	WGTY-F	WARM-F	5 WRKZ-F	5 WGTY-F	5 WTPA-F
WGRX-F	6	6	6	6	6	6 WGTY-F	6 WYCR-F	6 WYCR-F	6
WGTY-F						7 WQXA-F	WHTF-F	7 WQXA-F	
						8 WHTF-F			

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHVR	1280	Hanover	1.0/2.5/	6/ 88
WOYK	1350	York	0.7/1.5/	4/ 52
WXXU	1250	York	0.5/2.7/	3/ 94
WBAL	1090	Baltimore	1.1/2.7/	16/ 160
WDAC-F	94.5	Lancaster	1.6/3.3/	66/ 806
WFRE-F	99.9	Frederick	0.7/2.2/	4/ 88
WHP	580	Harrisburg	2.1/4.2/	84/ 928
WHYL	960	Carlisle/Hrsbrg	1.0/2.5/	39/ 520
WIMX-F	99.3	Harrisburg	0.8/2.5/	53/ 680
WIOV-F	105.1	Ephrata/Lancast	0.7/2.3/	64/ 791
WIYY-F	97.9	Baltimore	1.5/4.6/	9/ 165
WKBO	1230	Harrisburg	0.3/1.9/	25/ 479
WLAN-F	96.9	Lancaster	0.3/3.9/	45/1025
WLIF-F	101.9	Baltimore	0.7/1.6/	4/ 68
WNNK-F	104.1	Harrisburg	2.0/7.1/157/2013	
WPOC-F	93.1	Baltimore	0.5/3.0/	5/ 151
WMD-F	104.7	Hagerstown	0.8/3.3/	6/ 166

RADIO STATIONS

WGET, 1320,	1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (---)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), MOR	NBC, \$ 10.00 (HNWH)	
WSBA, 910,	5 KW/1 KW (DA-2), MOR/FULL SER.	\$ 48.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6 KW @ 1306, SOFT AC	\$ 66.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16 KW @ 829, COUNTRY	MBS, \$ 30.00 (---)	(GETTYSBURG)
WHTF-F, 92.7,	.7 KW @ 700, CLASSIC AOR	SOURCE, \$ 28.00 (Banner)	
WQXA-F, 105.7,	25 KW @ 704, CHR	\$ 32.00 (Katz)	
WYCR-F, 98.5,	11 KW @ 926, CHR	\$ 43.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 85/417,900

Stations: 24/14
Diaries: 954/438:1/59.9%
Sample Target: 895
% Below Line: 10.1
% Not Listed: 10.7

1990 Revenue: \$11,000,000
HH Inc.: \$29,417
Retail \$: 3.4 Bil
Pop per Station: 29,850
#1 Biller: WHOT-F \$2,500,000

MSA Rank/Pop: 100/504,000

ADI # 89

Average Person Ratings: 18.3

Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 90	SUM 90	SPG 90	WIN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	WIN 90	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	100/13.1	10.2	14.3	11.1	12.9	12.2	159/2246	1405/33.6	31.4	34.5	13.2	90	1511	WHOT-F
2. WQXK-F (C)	81/10.6	8.7	9.5	10.6	9.0	9.9	161/1298	744/17.8	17.7	17.1	9.8	67	720	WQXK-F
3. WKBN (N/T)	72/ 9.4	10.9	8.4	13.2	11.6	10.5	88/1223	958/22.9	23.1	22.7	10.4	71	721	WKBN
4. WBBG-F (O)	67/ 8.8	8.9	10.7	8.8	10.8	9.3	90/1208	889/21.3	18.8	19.4	9.4	64	725	WBBG-F
5. WKBN-F (EZ/SAC)	59/ 7.7	9.0	9.8	8.6	8.4	8.8	71/1207	854/20.4	19.0	20.3	8.5	58	714	WKBN-F
6. WNCD-F (AOR)	57/ 7.5	7.9	8.1	9.1	7.6	8.2	70/870	721/17.3	16.1	14.3	11.0	75	1081	WNCD-F
7. WYFM-F (AC)	43/ 5.6	6.8	5.2	6.1	5.5	5.9	98/1210	630/15.1	17.4	16.3	4.8	33	561	WYFM-F
8. WPHR-F (CHR)	32/ 4.2	3.6	2.5	1.5	1.7	2.9	36/508	441/10.6	13.1	6.6	3.7	25	447	WPHR-F
9. WHOT (BB)	28/ 3.7	4.2	4.0	2.8	0.6	3.7	32/383	344/ 8.2	10.6	0.0	4.5	31	434	WHOT
10. WBBW (T)	21/ 2.7	2.9	2.8	4.0	3.6	3.1	23/415	361/ 8.6	12.2	9.4	1.9	13	229	WBBW
11. WRRO (BB)	19/ 2.5	1.9	1.2	0.8	1.0	1.6	19/289	252/ 6.0	6.8	4.8	1.9	13	116	WRRO
12. WSON (BB)	17/ 2.2	2.0	1.4	1.7	1.1	1.8	20/264	191/ 4.6	6.0	2.6	1.2	8	116	WSON
13. WGFT (REL)	16/ 2.1	1.1	1.1	0.9	2.4	1.3	16/124	102/ 2.4	2.2	2.8	1.5	10	111	WGFT
14. WNRB (B)	15/ 2.0	1.7	0.6	---	---	1.1	15/124	124/ 3.0	2.5	0.0	0.6	4	136	WNRB
15. WRKU-F (AOR)	11/ 1.4	2.0	1.4	1.1	1.4	1.5	26/383	121/ 2.9	3.9	4.9	1.5	10	172	WRKU-F

12+ FM SHARE (METRO): 71.45% (488 of 683) (WIN 90: 71.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WHOT-F>	1 WHOT-F	1 WBBG-F	1 WBBG-F<	1 WKBN	1 WHOT-F	1 WHOT-F<	1 WHOT-F	1 WHOT-F	1 WRRO
2 WPHR-F	2 WNCD-F>	2 WBBG-F	2 WHOT-F	2 WQXK-F	2 WQXK-F	2 WKBN >	2 WKBN-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F
3	3 WQXK-F	3 WNCD-F<	3 WQXK-F	3 WHOT-F>	3 WKBN-F	3 WQXK-F	3 WBBG-F<	3 WNCD-F	3 WBBG-F<	3 WBBG-F
4	4 WBBG-F	4 WQXK-F>	4 WNCD-F	4 WNCD-F	4 WBBG-F>	4 WBBG-F	4 WKBN <	4 WBBG-F	4 WNCD-F	4 WKBN
5	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WKBN-F	5 WHOT-F<	5 WKBN-F<	5 WQXK-F	5 WKBN	5 WPHR-F	5
6	6	6 WKBN-F	6 WKBN-F	6 WYFM-F	6 WHOT	6 WYFM-F	6 WKBN-F	6 WKBN-F	6	
							7 WYFM-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>>	1 WHOT-F>>	1 WHOT-F>>	1 WHOT-F>	1 WHOT-F	1 WHOT-F	1 WNCD-F	1 WNCD-F>	1 WNCD-F<	1 WBBG-F
2 WNCD-F>	2 WYFM-F	2 WYFM-F	2 WQXK-F<	2 WQXK-F	2 WNCD-F>>	2 WHOT-F>	2 WHOT-F	2 WBBG-F	2 WNCD-F
3 WYFM-F	3 WQXK-F	3 WQXK-F	3 WYFM-F<	3 WBBG-F	3 WPHR-F	3 WQXK-F	3 WQXK-F	3 WHOT-F	3 WQXK-F
4 WPHR-F	4 WNCD-F	4 WBBG-F>	4 WBBG-F>	4 WYFM-F	WDVE-F	4 WBBG-F	4 WBBG-F	4 WQXK-F>	4 WHOT-F>
5	5 WBBG-F	5	5 WNCD-F	5 WKBN-F	5	5	5 WYFM-F	5 WKBN-F	5 WKBN
6	6	6	6 WKBN-F	6	6	6	6	6	6 WKBN-F

OTHER RATED STATIONS

METRO CUME TSA
SHARE/RTG/AQH/CUME

WDVE-F	102.5	Pittsburgh	0.8/2.7/	43/ 428
WHBC-F	94.1	Canton/Akron	0.5/1.1/	5/ 70
WMJI-F	105.7	Cleveland	0.8/2.7/	7/ 125
WMMS-F	100.7	Cleveland	0.5/3.2/	5/ 203
WNIR-F	100.1	Kent/Akron	1.2/1.9/	9/ 105
WONE-F	97.5	Akron/Cleveland	0.4/3.1/	7/ 222
WTOF-F	98.1	Canton/Akron	0.4/2.1/	8/ 257
WWWE	1100	Cleveland	0.9/4.6/	10/ 246
WZAK-F	93.1	Cleveland	0.4/1.3/	4/ 64

RADIO STATIONS

WBBW	1240,	1 KW (DA-1)	Talk	ABC, \$23.00	(Christal)	H & D
WHOT	1390,	5 KW/1 KW (DA-2)	Nostalgia	\$19.00	(Eastman)	Myron Jones
WKBN	570,	5 KW (DA-N)	News/Talk	CBS, \$35.00	(Katz)	
WBBG-F,	93.3,	50 KW @ 280	Oldies	ABC, \$45.00	(Christal)	H & D
WHOT-F,	101.1,	24 KW @ 711	CHR	\$61.00	(Eastman)	Myron Jones
WKBN-F,	98.9,	6 KW @ 1370	EZ/Soft AC	UNISUP, \$39.00	(Katz)	
WNCD-F,	106.1,	3 KW @ 328	Classic AOR	\$34.00	(Torbet)	(NILES)
WQXK-F,	105.1,	88 KW @ 430	Country	UNIULT, \$42.00	(Mc-Guild)	Legend (SALEM)
WYFM-F,	102.9,	26 KW @ 455	AC	ABC, \$36.00	(Durpetti)	Regional (SHARON)

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