

Radio & Records

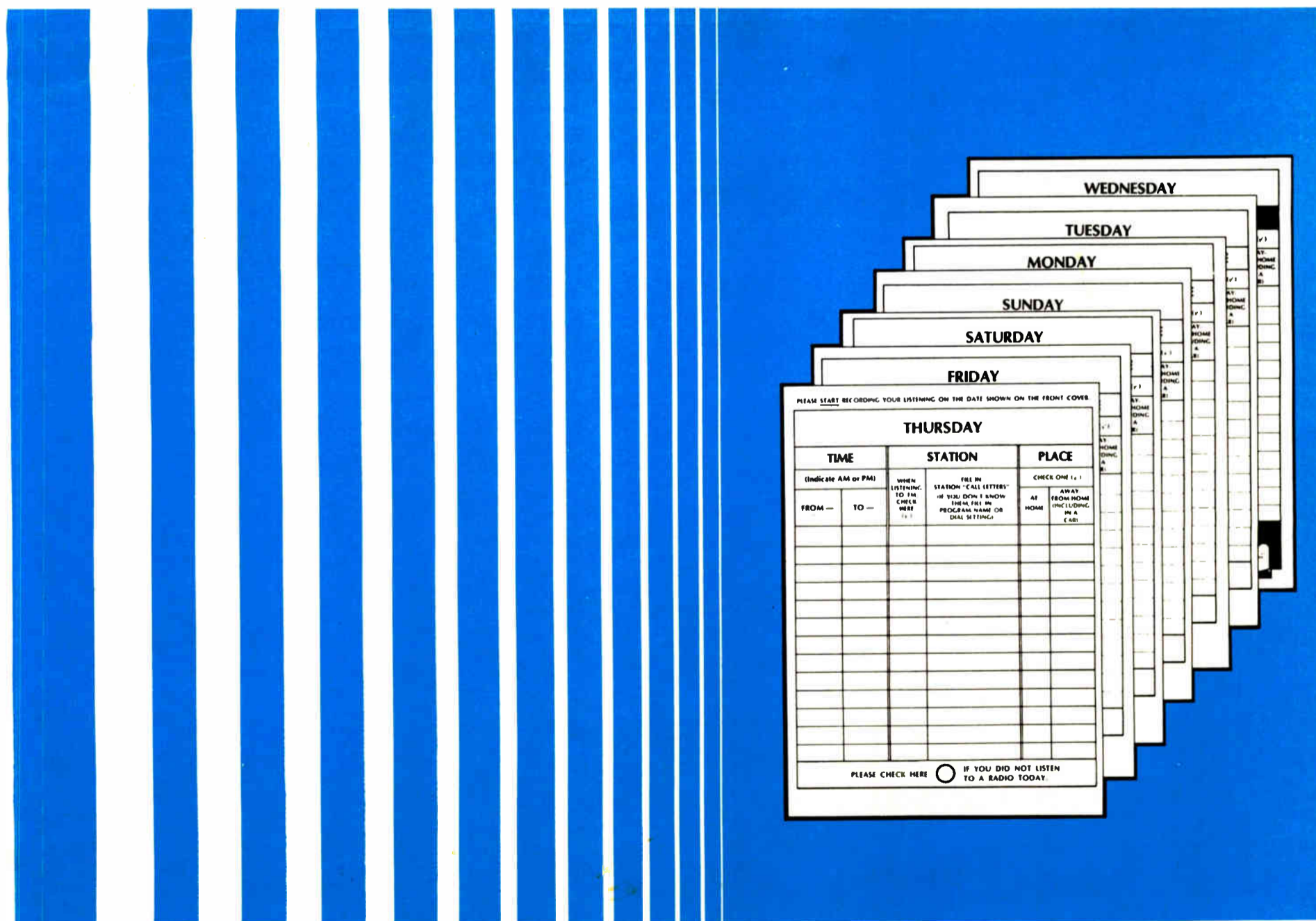
INCLUDES SPECIAL GUIDE
TO READING AND
UNDERSTANDING
ARBITRON DATA

THE INDUSTRY'S NEWSPAPER

ARBITRON BREAKOUTS

3 Year Multi-Book Comparisons

April/May '75 – July/August '78



Chaka

Featuring the single "I'm Every Woman" 1983 2001



Her premier album on Warner/Tattoo records and tapes 1983

Management:  Jack Nelson

Produced by Arif Mardin
written by Ashford & Simpson

Index

Glossary Of Terms, Procedures For A Quick Market Overview	5
Formulas For In-Depth Programming	6
Akron, Albany, Albuquerque, Anaheim	8
Anchorage, Atlanta, Augusta	9
Austin, Bakersfield, Baltimore, Baton Rouge	10
Birmingham, Boston, Bridgeport, Buffalo	11
Canton, Charleston, Charlotte	12
Chattanooga, Chicago, Cincinnati, Cleveland	15
Columbia, Columbus, Dallas	17
Davenport, Dayton, Denver, Des Moines	18
Detroit, El Paso, Eugene	19
Flint, Ft. Lauderdale, Ft. Wayne, Fresno	20
Grand Rapids, Greenville, Hartford, Honolulu	21
Houston, Huntington, Indianapolis	22
Jackson, Jacksonville, Kansas City, Knoxville	24
Lansing, Las Vegas, Little Rock, Los Angeles	25
Louisville, Madison, Memphis	26
Miami, Milwaukee	28
Minneapolis, Mobile, Nashville	29
New Haven, New Orleans, New York, Norfolk	30
Oklahoma City, Omaha, Orlando	33
Philadelphia, Phoenix, Pittsburgh, Portland	34
Providence, Raleigh, Reno	35
Richmond, Rochester, Sacramento, Saginaw	36
St. Louis, Salt Lake City, San Antonio	37
San Diego, San Francisco, San Jose, Savannah	38
Seattle, Shreveport, Spokane	39
Springfield, Syracuse, Tampa, Toledo	40
Topeka, Tucson, Tulsa	42
Washington D.C., West Palm Beach, Wichita, Worcester	43

Both Average Quarter Hour Shares and Cume figures are Monday-Sunday 6am-12midnight, Metro Survey Area.

Stations outside of Arbitron Radio Metro Area, that show significantly in the market breakdown are designated by *.

Stations tied in individual breakdowns are listed in alphabetical order.

Top 5 rankings are listed for each demographic breakdown.

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- TABU
- JET
- VIRGIN
- CARIBOU
- BLUE SKY
- LIFESONG
- KIRSHNER
- NEMPEROR
- PHILADELPHIA INTERNATIONAL
- UNLIMITED GOLD

Glossary of Terms

An alphabetical listing of terms used by Arbitron in connection with rating diary data.

AM-FM Totals

A rating figure for AM-FM affiliates in time periods when they simulcast.

Area Of Dominant Influence (ADI)

A geographic market design developed for television measurement, based on measurable viewing patterns. Arbitron estimates radio listening in ADI's for advertiser convenience and to allow radio to compete with other media for advertising, as agencies often base buys on ADI figures. Every county in the continental U.S. falls exclusively within one ADI (no overlap).

Audience Trends

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon-Sun 6am-midnight figures. These Audience Trends are the quickest method of evaluating radio station standing in a market over a period of time.

Average Quarter-Hour Persons

The estimated number of persons who listened (at home and away) to a station for a minimum of five minutes within a given quarter hour. Based on the average of the reported listening in the total number of quarter hours the station was on the air during a rating period. This estimate is given for the Metro Survey Area (MSA), Total Survey Area (TSA), and ADI.

Average Quarter-Hour Rating

A station's Average Quarter-Hour Persons estimate presented as a percentage of the Universe (total population for the area). Given for MSA and ADI.

Average Quarter-Hour Share

A station's Average Quarter-Hour Persons estimate presented as a percentage of the total Average Quarter-Hour Persons listening in the MSA during a given time period. Given for MSA only. This is the most commonly used figure for showing station standing in a market, when expressed for Total Persons 12+, Mon-Sun 6am-midnight.

Away-From-Home Listening

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home, and a Percentage Away, the percentage of each station's total average audience that is listening away from home. Dayparts covered are Mon-Fri 6-10am and 3-7pm, Mon-Fri 10am-3pm, and Mon-Fri 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

Cume Persons

The estimated number of different persons who listened to a station for a minimum of five minutes within a given daypart. Shown for MSA, TSA, and ADI.

Cume Rating

The estimated number of Cume Persons given as a percentage of the Universe, shown for MSA only.

Cume Daypart Combinations

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

Daypart

Simply, a part of the day (6-10am, 3-7pm, etc.).

Dayparts Average & Cume

Also known as Uncombined Audience Estimates. Shows Average Persons in both the MSA and TSA along with Shares for the Metro (MSA) for each of nine dayparts in all 12 demographic categories, and does the same below for Cume Persons in the MSA and TSA and Cume Ratings for the MSA. The Uncombined Audience Estimates are the basis for analyzing Target Audience demographics.

Demographic Categories

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 45-54 and 55-64; Women 18-24, 25-34, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

Exclusive Cume Listening

The estimated number of Cume Persons who listened to just one station within a given daypart (minimum: five minutes). Arbitron publishes Exclusive Cume listening estimates for five dayparts (including the overall Mon-Sun 6am-midnight period) and the four basic demographics (Total Persons 12+, Men and Women 18+, and Teens.)

Expanded Sample Frame (ESF)

Arbitron methodology for retrieving survey data from households with unlisted phones. Currently requires approval of 50% of subscriber stations in a market for Arbitron to institute it, as it is more costly. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in eight markets as of October 1978.

Extended Measurement

A new Arbitron survey period covering 12 weeks instead of the customary four per survey period. Extended Measurement figures are given for Seattle and New Orleans' April/May '78 survey, the first pilot test of EM by Arbitron.

High Density Ethnic Areas

Areas with high Black or Spanish population defined by Arbitron in markets with 15% or more total Black or Spanish population and at least one Black or Spanish-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBA's (High Density Black Area) or HDSA's (High Density Spanish Area).

Hour-By-Hour Estimates

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Monday-Friday 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

In-Tab Sample

The number of usable diaries returned and tabulated by Arbitron in producing a report.

Metro Survey Area (MSA, Metro)

Essentially, Arbitron's statistical definition of a market's metropolitan area. Arbitron's MSA's generally correspond to the U.S. Office of Management and Budget's Standard Metropolitan Statistical Areas (SMSA's); exceptions "dictated by historical industry usage and other marketing considerations" do exist. In New England, where SMSA's are defined on a "town" rather than a "county" basis, Arbitron uses the Standard Rate & Data Service's (SRDS) full-county definition to define the MSA in cases where the SMSA represents 65% or more of the SRDS full-county definition in that market. Where the SMSA is less than 65% of the population of the SRDS full-county definition, Arbitron uses the SMSA to define the MSA.

Metro And ADI Totals

Total listening in either the Metro Survey Area or Area of Dominant Influence, including estimates of listening to reported stations, to stations that did not meet Arbitron's Minimum Reporting Standards (usually getting less than .5% of the total listening audience), and estimates of listening to unidentified stations.

Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population for each Arbitron demographic group for the TSA, MSA, and ADI, and each demographic's percentage of the total 12+ population. Also presented is the percentage in each demographic for unweighted In-Tab Sample, and for weighted In-Tab Sample. This first figure gives the reader the percentage of diaries returned in a demographic as compared to that demographic's actual percentage of the 12+ population (example: Men 18-24 could account for 10.1% of the population in the MSA, but only 7.9% of the In-Tab Diary Sample). The weighted In-Tab Sample figure is the same as the percentage of the 12+ population for any given demographic, and is the result of Arbitron's statistical procedures to adjust the weight of diaries within a demographic. Figures are also listed for total numbers of diaries placed and returned.

Sampling Unit

A geographic area consisting of a single county, a group of counties, or part of a county.

Target Audience Estimates

Average Persons, Cume Persons, and Average Persons Ratings and Shares in five dayparts for six adult demographics plus teens. These are shown for Adults 18+, 18-34, 18-49, 25-49, 25-54, 35-64, and Teens, and are later broken down for Men and Women as well.

Total Survey Area (TSA)

All Metro counties plus all other counties in which there is significant listening to stations located in the Metro. Significant listening is basically defined as counties in which 10% of the Cume listenership is to stations in the Metro being measured. If a county in the Metro of another market shares a border with the Metro of the market being measured, then that county becomes part of the measured TSA if 5% of the Cume listenership is to stations in that Metro.

Universe

The estimated total number of persons in the sex-age groups and geographic area being measured.

Elementary Procedures For A Quick Market Overview

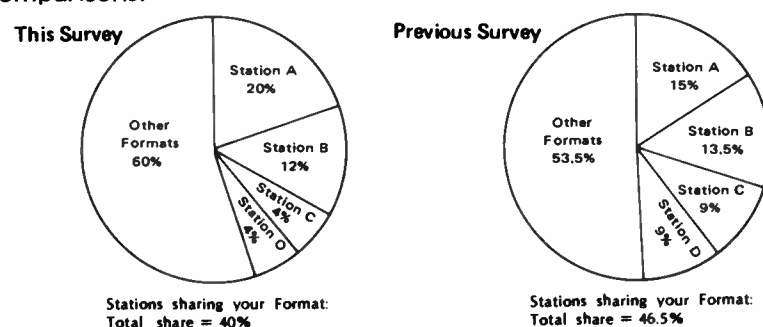
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

1) Examine the Audience Trends (Average Persons Share) for a specific station and its competitors.

2) Look for total market listening trends. Compare Metro Totals (at the bottom of each Trends page) to measure whether total Average Quarter Hour listening is up or down, check seasonal trends, etc. Also, compare Metro Cume Rating Totals in the Mon-Sun 6am-midnight daypart (on the first page of the Daypart Average + Cume section). Average ¼ hr and Cume ratings can also be compared — if Average ¼ hr listening is up and Cume about the same, then listeners are spending more time listening, for example.

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demogra-

phic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.



4) Compare changes in Exclusive Cumes for a station.
5) Check trends of Away-From-Home listening, from survey to survey and station vs. station.
After examining these basic trends, readers can more easily go about analyzing more specific situations.

Formulas For In-Depth Programming and Time-Buy Research

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports.

Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

Question: How much time does the average person spend listening to a station?

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the totals are:

Mon-Fri	6-10am	80	quarter-hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

Formula:

TSL =

$$\frac{\text{Average } \frac{1}{4} \text{ hour Audience X Quarter-Hours in Daypart}}{\text{Cume Audience}}$$

Applications:

- Compare a station's TSL figure with other similarly-formatted station's TSL's.
- Compute a market TSL average by calculating the TSL for each station and taking an average.

Question: How well is a station reaching its target audience?

Answer: Compare TSL figures for your target audience and your total audience to compute an ETA (Efficiency of Target Audience) figure.

Formula:

$$\text{ETA} = \frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

The higher the ETA, the better the station is reaching its target audience.

Applications:

- Calculate which demographic is most efficiently reached on a station.
- Compare different dayparts to determine the time of the greatest ETA.
- Compare ETA's of different stations with similar target audiences.

Question: How many different groups of people contribute to a station's average audience?

Answer: Calculate the station's TURNOVER RATIO (T/O).

Formula:

$$\text{T/O} = \frac{\text{Cume Audience}}{\text{Average } \frac{1}{4} \text{ hr Audience}}$$

Applications:

- Compare Turnover Ratios of stations in the market.
- Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- Compare T/O's in different dayparts.

BOOK US!

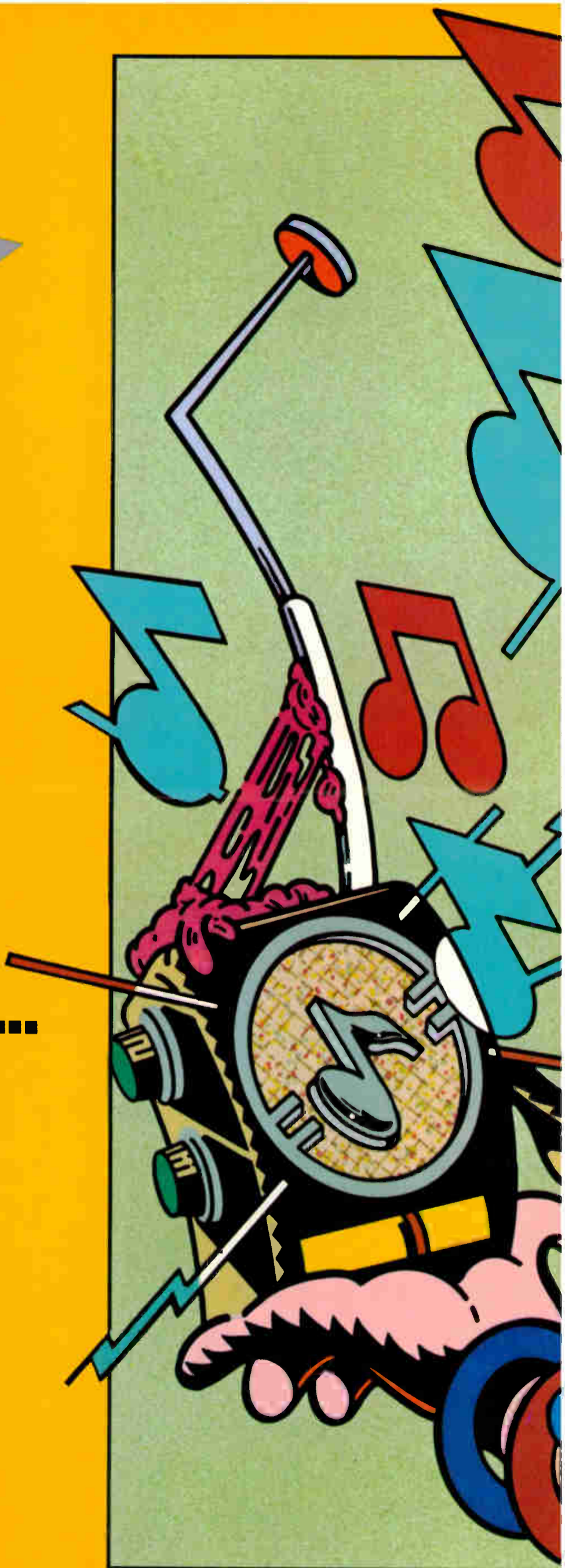
**We've got the music
That makes your books...
And your books
Make our music count.**

**NUMBER ONE
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World Radio History



ON THE AIR



**ATLANTIC/ATCO
SALUTES THE WINNERS,
THE LOSERS AND
THE MID-CHARTERS**

WE LOVE YOU ALL



ROCK IS ALIVE AT 75

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TOP 10 QUARTER HOUR

Table with 3 columns: O/N '77, J/F '78, A/M '78. Lists radio stations and their ratings for the top 10 quarter hours.

TOP 10 CUME IN HUNDREDS

Table with 3 columns: O/N '77, J/F '78, A/M '78. Lists radio stations and their cumulative ratings for the top 10 in hundreds.

COLUMBUS, OH.

COLUMBUS, OH 7 BOOK TREND TOTAL PERSONS 12+

Table with 7 columns: A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78. Shows trend data for radio stations in Columbus, OH.

18-34 MEN

Table with 3 columns: O/N '77, J/F '78, A/M '78. Shows ratings for the 18-34 men demographic.

18-34 WOMEN

Table with 3 columns: O/N '77, J/F '78, A/M '78. Shows ratings for the 18-34 women demographic.

TOP 5 QUARTER HOUR

Table with 2 columns: O/N '77, A/M '78. Lists top 5 stations for quarter hour.

TOP 5 CUME IN HUNDREDS

Table with 2 columns: O/N '77, A/M '78. Lists top 5 stations for cumulative ratings.

18-49 ADULTS

Table with 3 columns: O/N '77, J/F '78, A/M '78. Shows ratings for the 18-49 adults demographic.

TEENS

Table with 3 columns: O/N '77, J/F '78, A/M '78. Shows ratings for the teens demographic.

18-34 MEN

Table with 2 columns: O/N '77, A/M '78. Shows ratings for 18-34 men.

18-34 WOMEN

Table with 2 columns: O/N '77, A/M '78. Shows ratings for 18-34 women.

18-49 ADULTS

Table with 2 columns: O/N '77, A/M '78. Shows ratings for 18-49 adults.

TEENS

Table with 2 columns: O/N '77, A/M '78. Shows ratings for teens.

COLUMBIA, S.C.

COLUMBIA, SC 4 BOOK TREND TOTAL PERSONS 12+

Table with 4 columns: A/M '75, A/M '76, A/M '77, A/M '78. Shows trend data for radio stations in Columbia, SC.

TOP 5 QUARTER HOUR

Table with 2 columns: A/M '77, A/M '78. Lists top 5 stations for quarter hour.

TOP 5 CUME IN HUNDREDS

Table with 2 columns: A/M '77, A/M '78. Lists top 5 stations for cumulative ratings.

18-34 MEN

Table with 3 columns: A/M '77, A/M '78. Shows ratings for 18-34 men.

18-34 WOMEN

Table with 3 columns: A/M '77, A/M '78. Shows ratings for 18-34 women.

18-49 ADULTS

Table with 3 columns: A/M '77, A/M '78. Shows ratings for 18-49 adults.

TEENS

Table with 3 columns: A/M '77, A/M '78. Shows ratings for teens.

DALLAS-FT. WORTH

DALLAS-FT. WORTH 7 BOOK TREND TOTAL PERSONS 12+

Table with 7 columns: A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78. Shows trend data for radio stations in Dallas-Ft. Worth.

TOP 10 QUARTER HOUR

Table with 2 columns: O/N '77, A/M '78. Lists top 10 stations for quarter hour.

TOP 10 CUME IN HUNDREDS

Table with 2 columns: O/N '77, A/M '78. Lists top 10 stations for cumulative ratings.

18-34 MEN

Table with 2 columns: O/N '77, A/M '78. Shows ratings for 18-34 men.

18-34 WOMEN

Table with 2 columns: O/N '77, A/M '78. Shows ratings for 18-34 women.

WHO ARE YOU



World Radio History

WE ARE PLATINUM

MCA RECORDS

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18-34 MEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WRJZ, WEZK, WIVK-FM, WNOX, WIVK, WOKI-FM.

18-34 WOMEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WRJZ, WIVK-FM, WNOX, WEZK, WOKI-AM-FM, WIVK, WKGN.

18-34 MEN

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KLUC-AM-FM, KENO-FM, KORK-FM, KFMS, KRAM, KENO.

18-34 WOMEN

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KLUC-AM-FM, KENO, KENO-FM, KFMS, KVOV.

18-49 ADULTS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WRJZ, WIVK-FM, WEZK, WNOX, WIVK.

TEENS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WRJZ, WNOX, WOKI-FM.

18-49 ADULTS

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KLUC-AM-FM, KENO, KRAM, KENO-FM, KFMS, KORK-FM, KXTZ.

TEENS

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KENO, KLUC-AM-FM, KENO-FM.

LANSING

LANSING-EAST LANSING 4 BOOK TREND TOTAL PERSONS 12+

Table with 4 columns: A/M '75, A/M '76, A/M '77, A/M '78. Rows with station names and values.

TOP 5 QUARTER HOUR

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WVIC-AM-FM, WFMK, WITL-FM, WJR, WOOD-FM.

TOP 5 CUME IN HUNDREDS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WVIC-AM-FM, WFMK, WILS-FM, WJR, WITL-FM and cumulative values.

18-34 MEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WFMK, WVIC-AM-FM, WILS-FM, WITL-FM, WJIM, WJR.

18-34 WOMEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WFMK, WVIC-AM-FM, WILS-FM, WJIM.

18-49 ADULTS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WFMK, WVIC-AM-FM, WILS-FM, WITL-FM, WJIM.

TEENS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names WVIC-AM-FM, WFMK, WILS-FM.

LITTLE ROCK

LITTLE ROCK-NORTH LITTLE ROCK 4 BOOK TREND TOTAL PERSONS 12+

Table with 4 columns: A/M '75, A/M '76, A/M '77, A/M '78. Rows with station names and values.

TOP 5 QUARTER HOUR

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KLAZ-FM, KAAY, KKYK, KLRA, KOKY.

TOP 5 CUME IN HUNDREDS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KAAY, KLAZ-FM, KKYK, KLRA, KARN and cumulative values.

18-34 MEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KLAZ-FM, KAAY, KKYK, KOKY, KLAZ.

18-34 WOMEN

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KKYK, KAAY, KLAZ-FM, KOKY, KEZQ, KLAZ.

18-49 ADULTS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KLAZ-FM, KAAY, KKYK, KOKY, KEZQ.

TEENS

Table with 2 columns: A/M '77, A/M '78. Rows 1-5 with station names KLAZ-FM, KKYK, KOKY, KAAY.

LAS VEGAS

LAS VEGAS 7 BOOK TREND TOTAL PERSONS 12+

Table with 8 columns: A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78, O/N '78. Rows with station names and values.

TOP 5 QUARTER HOUR

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KLUC-AM-FM, KENO, KRAM, KORK-FM, KENO-FM.

TOP 5 CUME IN HUNDREDS

Table with 2 columns: O/N '77, A/M '78. Rows 1-5 with station names KLUC-AM-FM, KENO, KRAM, KFMS, KORK and cumulative values.

LOS ANGELES

LOS ANGELES 10 BOOK TREND TOTAL PERSONS 12+

Table with 12 columns: A/M '76, J/A '76, O/N '76, J/F '77, A/M '77, J/A '77, O/N '77, J/F '78, A/M '78, J/A '78. Rows with station names and values.

**It's not
whether you
win or lose,
it's how you
play the music.**



R E C O R D S
ABC DELIVERS

18-49 ADULTS

O/N '77	A/M '78	
3	1	WTMJ
1	2	WISN
4	3	WZUU-AM-FM
-	4	WBCS-AM-FM
2	5	WOKY

TEENS

O/N '77	A/M '78	
1	1	WZUU-AM-FM
2	2	WOKY
-	3	WLPX
3	4	WZMF

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
-	1	WKRG-FM
1	2	WABB
4	2	WUNI
-	3	WKSJ-FM
3	4	WBLX
-	5	WLPR

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
-	1	WKRG-FM	1159
1	2	WABB	879
5	3	WKRG	649
2	4	WABB-FM	626
3	5	WUNI	624

MINNEAPOLIS

MINNEAPOLIS-ST. PAUL 5 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KDWB (R)	7.2	5.9	6.2	5.6	5.9
KDWB-FM (R)	**	2.4	3.2	2.5	4.1
KEEY (BM)	2.5	1.6	1.6	1.7	1.5
KEEY-FM (BM)	5.7	5.4	5.7	4.8	7.4
KFMX (PA)	3.1	1.3	2.4	2.9	2.0
KQRS (A)	1.0	.8	1.5	1.8	1.8
KQRS-FM (A)	3.8	3.9	4.5	5.9	7.1
KRSI (C)	2.3	2.2	2.8	1.9	2.6
KSTP (R)	5.7	6.2	4.9	6.4	4.1
KSTP-FM (BM)	3.5	5.0	3.8	5.3	4.1
KTCR-FM (C)	2.3	1.2	1.7	1.2	1.5
WAYL (BM)	**	1.4	1.9	1.2	2.0
WAYL-FM (BM)	5.4	5.7	5.3	5.1	4.4
WCCO (PA)	27.7	30.8	27.9	28.8	26.0
WCCO-FM (PA)	5.4	6.4	6.2	5.0	7.9
WDGY (C)	4.4	3.5	3.1	4.7	4.1
WLOL (C)	1.5	1.4	2.7	1.0	1.5
WLOL-FM (BM)	.9	1.5	1.4	1.8	1.2
WWTC (N)	1.6	2.1	1.3	1.6	1.9

18-34 MEN

A/M '77	A/M '78	
3	1	WKRG-FM
2	2	WABB
1	3	WABB-FM
-	3	WUNI
-	4	WKSJ-FM
4	5	WBLX
5	5	WKSJ
-	5	WMOO

18-34 WOMEN

A/M '77	A/M '78	
-	1	WKRG-FM
-	2	WKSJ-FM
2	3	WBLX
1	4	WABB
-	5	WUNI

18-49 ADULTS

A/M '77	A/M '78	
-	1	WKRG-FM
1	2	WABB
-	3	WUNI
-	4	WKSJ-FM
3	5	WBLX

TEENS

A/M '77	A/M '78	
-	1	WKRG-FM
2	2	WABB
1	3	WABB-FM
3	4	WBLX

NASHVILLE

NASHVILLE-DAVIDSON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAMB (BM)	**	1.8	5.1	4.1	3.0	1.4	2.1
WBYQ (R)	6.5	5.6	5.0	5.4	5.3	8.0	5.4
WDKN (C)	**	**	.7	.5	**	**	1.6
WHIN-FM (PA)	2.4	3.0	1.3	1.2	1.4	3.1	2.0
WKDA (C)	3.1	3.6	3.1	5.5	3.6	4.1	2.7
WKDF (A)	**	**	**	**	9.2	6.8	9.8
WKQB (A)	**	**	**	**	**	**	4.3
WLAC (R)	11.1	10.7	9.3	10.5	14.5	10.9	13.0
WMAK (R)	10.3	8.7	9.0	5.9	4.5	5.2	4.3
WSIX (PA)	4.9	5.6	4.8	3.1	3.2	3.5	2.4
WSIX-FM (C)	10.3	4.8	11.4	10.0	9.2	5.7	10.1
WSM (PA/C)	11.8	11.5	8.2	8.7	8.1	10.1	9.2
WSM-FM (PA)	4.7	5.6	5.7	6.5	7.3	5.4	3.6
WVOL (B)	6.5	7.0	6.2	5.6	9.2	11.1	11.9
WZEE (BM)	**	**	3.4	5.0	5.2	5.2	7.2

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WCCO
2	2	KDWB-AM-FM
3	3	KQRS-AM-FM
7	4	WCCO-FM
8	5	KEEY-FM
5	6	WAYL-AM-FM
4	7	KSTP
6	7	KSTP-FM
9	7	WDGY
-	8	KRSI
10	9	KFMX
-	10	WWTC

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WCCO	8106
2	2	KDWB-AM-FM	5104
3	3	KSTP	3639
5	4	WCCO-FM	3228
4	5	WAYL-AM-FM	3036
6	6	KQRS-AM-FM	2758
8	7	WDGY	2507
9	8	KEEY-FM	2467
7	9	KSTP-FM	1753
10	10	KRSI	1556

18-34 MEN

O/N '77	A/M '78	
1	1	KQRS-AM-FM
4	2	WCCO-FM
2	3	WCCO
3	4	KSTP
-	5	KDWB-AM-FM

18-34 WOMEN

O/N '77	A/M '78	
-	1	WCCO-FM
3	2	KDWB-AM-FM
1	3	KQRS-AM-FM
4	4	WCCO
-	5	KEEY-FM

18-49 ADULTS

O/N '77	A/M '78	
1	1	WCCO
2	2	KQRS-AM-FM
5	3	WCCO-FM
-	4	KEEY-FM
-	5	KDWB-AM-FM

TEENS

O/N '77	A/M '78	
1	1	KDWB-AM-FM
3	2	KQRS-AM-FM
2	3	KSTP

MOBILE

MOBILE 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WABB (R)	17.3	11.4	15.7	10.3
WABB-FM (A)	9.7	10.9	14.6	6.5
WBCA (B)	**	.4	1.1	.8
WBLX (B)	13.0	16.6	10.4	7.5
WGOK (B)	4.9	6.5	4.1	5.1
WKRG (PA)	6.8	8.0	7.2	5.1
WKRG-FM (R)	5.2	5.9	4.1	20.8
WKSJ (C)	2.1	1.3	**	1.8
WKSJ-FM (C)	**	5.1	5.4	9.1
WLIQ (C)	6.0	1.9	2.0	2.0
WLPR (PA)	7.0	7.6	4.8	7.1
WMOB (PA)	7.2	5.1	7.8	3.6
WMOO (RL)	1.2	1.1	2.6	2.8
WUNI (C)	9.1	6.3	8.7	10.3

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
-	3	WSIX-FM
5	4	WKDF
3	5	WSM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WLAC	1993
2	2	WSM	1706
-	3	WSIX-FM	891
4	4	WBYQ	876
-	5	WKDF	867

18-34 MEN

O/N '77	A/M '78	
1	1	WKDF
2	2	WLAC
3	3	WVOL
-	4	WBYQ
-	5	WSM-FM

18-34 WOMEN

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
-	3	WKDF
2	4	WBYQ
3	5	WMAK

18-49 ADULTS

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
3	3	WKDF
-	4	WSM
4	5	WBYQ

TEENS

O/N '77	A/M '78	
1	1	WLAC
-	2	WKDF
2	3	WVOL

LEGEND

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, RL-Religious, S-Spanish, T-Talk

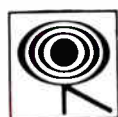
For Your Next Book And
The Next, And The Next,
And The Next...

Chicago



New Single: **“ALIVE AGAIN”**

New Album: **“HOT STREETS”**



From Columbia Records

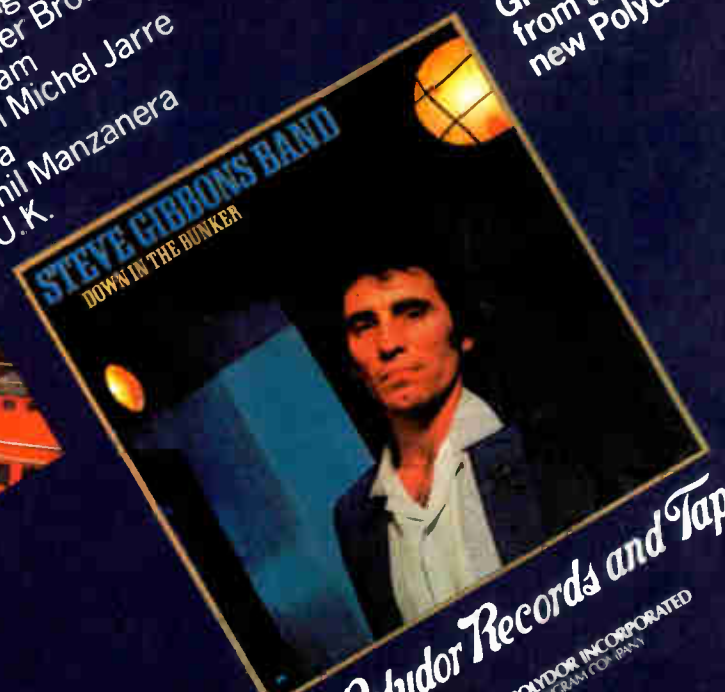


Here are
the reasons they're
listening.

And here are
some reasons they'll
be listening all year:
Atlanta Rhythm Section
Roy Ayers/Wayne Henderson
collaboration
Billy Burnett
Buckeye
Chick Corea



Lol Creme &
Kevin Godley
The Dodgers
Faragher Brothers
The Jam
Jean Michel Jarre
Jiva
Phil Manzanera
U.K.



Great Music
from the powerful
new Polydor

On Polydor Records and Tapes.

POLYDOR INCORPORATED
A POLYGRAM COMPANY

Table with 7 columns: Station (WXRI, WZAM, WMYK), and 6 columns of numerical data.

OMAHA

OMAHA-COUNCIL BLUFFS 7 BOOK TREND TOTAL PERSONS 12+

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names (WOWI, WTAR, WGH, WNOR-FM, WRAP).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78, station names (WGH, WTAR, WQRK, WNOR-FM, WOWI) and cumulative numbers.

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 and station names (KEFM, KEZO, KFAB, KGOR, KOIL, KOOO-FM, KOWH-FM, KOKQ, KRCB, KYNN, WOW).

18-34 MEN

Table with columns O/N '77, A/M '78 and station names (WNOR-FM, WRAP, WMYK, WGH, WQRK).

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names (WOWI, WQRK, WNOR-FM, WGH, WRAP).

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names (KFAB, WOW, KGOR, KEZO, KOKQ).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78, station names (KFAB, WOW, KGOR, KOIL, KEZO) and cumulative numbers.

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names (WNOR-FM, WOWI, WRAP, WGH, WTAR).

TEENS

Table with columns O/N '77, A/M '78 and station names (WGH, WOWI, WQRK, WRAP).

18-34 MEN

Table with columns O/N '77, A/M '78 and station names (KOKQ, WOW, KGOR, KFAB, KEZO).

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names (WOW, KGOR, KEZO, KOIL, KOKQ).

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names (KFAB, WOW, KGOR, KEZO, KOKQ).

TEENS

Table with columns O/N '77, A/M '78 and station names (KGOR, KOIL, WOW).

OKLAHOMA CITY

OKLAHOMA CITY 7 BOOK TREND TOTAL PERSONS 12+

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 and station names (KATT, KEBC, KFJL, KFNB, KGFF, KJIL, KKNG, KNOR, KOCY, KOFM, KOMA, KQCV, KTOK, KWHP, KXXY, KZUE, WKY, WNAD).

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names (KATT-AM-FM, KTOK, KKNG, WKY, KOFM, KOMA, KEBC).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78, station names (WKY, KOMA, KTOK, KOFM, KKNG) and cumulative numbers.

18-34 MEN

Table with columns O/N '77, A/M '78 and station names (KATT-AM-FM, WKY, KOFM, KOMA, KEBC).

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names (KATT-AM-FM, WKY, KZUE, KOMA, KOFM).

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names (KATT-AM-FM, WKY, KOFM, KTOK, KKNG, KEBC).

TEENS

Table with columns O/N '77, A/M '78 and station names (KOFM, KZUE, WKY, KOMA).

ORLANDO

ORLANDO 7 BOOK TREND TOTAL PERSONS 12+

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 and station names (WBJW, WDBO, WDIZ, WFIV, WHOO, WHOO-FM, WKIS, WLOF, WOKB, WORL, WHLY, WORJ).

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names (WBJW, WDBO, WDIZ, WHOO-FM, WKIS).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78, station names (WBJW, WLOF, WDBO, WHOO-FM, WKIS) and cumulative numbers.

18-34 MEN

Table with columns O/N '77, A/M '78 and station names (WDIZ, WBJW, WLOF, WKIS, WHLY, WORJ).

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names (WBJW, WDBO-FM, WDIZ, WORL, WLOF).

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names (WBJW, WDIZ, WDBO-FM, WKIS, WLOF).

TEENS

Table with columns O/N '77, A/M '78 and station names (WBJW, WORL, WDIZ, WLOF).

18-34 MEN

Table with columns A/M '77, A/M '78 and station names: WSGW, WIOG, WKNX, WSAM, WKCC, WHNN, WTAC

18-34 WOMEN

Table with columns A/M '77, A/M '78 and station names: WGER, WSAM, WHNN, WKCC, WIOG, WKNX, WSGW

18-49 ADULTS

Table with columns A/M '77, A/M '78 and station names: WGER, WSGW, WSAM, WKCC, WHNN

TEENS

Table with columns A/M '77, A/M '78 and station names: WHNN, WSAM

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names: KCPX, KSL, KCPX-FM, KLUB, KFSI

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78 and station names: KCPX, KSL, KLUB, KCPX-FM, KRSP-FM

18-34 MEN

Table with columns O/N '77, A/M '78 and station names: KCPX-FM, KCPX, KALL, KRSP, KRGO

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names: KCPX, KCPX-FM, KSOP-FM, KALL-FM, KSL, KALL, KRSP-FM, KFSI

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names: KCPX, KCPX-FM, KSL, KFSI, KRGO

TEENS

Table with columns O/N '77, A/M '78 and station names: KCPX, KRSP-FM, KCPX-FM

ST. LOUIS

ST. LOUIS 7 BOOK TREND TOTAL PERSONS 12+

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 for various stations like KADI, KATZ, KCFM, etc.

SAN ANTONIO

SAN ANTONIO 7 BOOK TREND TOTAL PERSONS 12+

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 for various stations like KAPE, KBUC, KBUC-FM, etc.

TOP 10 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names: KMOX, KSHE, KSLQ, KEZK, KSD, WIL, KXOK, KKSS, WRTH, WIL-FM

TOP 10 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78 and station names: KMOX, KSD, KSLQ, KXOK, KSHE, KEZK, WRTH, WIL, KMOX-FM, KADI-FM

18-34 MEN

Table with columns O/N '77, A/M '78 and station names: KSHE, KMOX, KKSS, KSD, KSLQ

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names: KSLQ, KSHE, KSD, KMOX, KEZK

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names: KMOX, KSHE, KSD, KSLQ, KEZK

TEENS

Table with columns O/N '77, A/M '78 and station names: KSLQ, KXOK, KSHE

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names: KTSA, KCOR, KOXT, KTFM, KKYX

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78 and station names: KTSA, KTFM, KKYX, KOXT, WOAI

18-34 MEN

Table with columns O/N '77, A/M '78 and station names: KTFM, KTSA, KKYX, KBUC-FM, KISS, KBUC

18-34 WOMEN

Table with columns O/N '77, A/M '78 and station names: KTSA, KCOR, KTFM, KOXT, KAPE, KKYX, KITY

SALT LAKE CITY

SALT LAKE CITY-OGDEN 7 BOOK TREND TOTAL PERSONS 12+

Table with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 for various stations like KALL, KALL-FM, KCPX, etc.

18-49 ADULTS

Table with columns O/N '77, A/M '78 and station names: KTSA, KCOR, KKYX, KTFM, KOXT

TEENS

Table with columns O/N '77, A/M '78 and station names: KTSA, KTFM, KZZY

LEGEND

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

TOP 5 QUARTER HOUR

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include WEAS-FM, WSGA, WJCL, WZAT, WSOK.

18-34 MEN

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include WEAS-FM, WXLM, WJCL, WSGA, WZAT, WSGF, WSOK, WTOC-FM.

18-49 ADULTS

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include WEAS-FM, WSGA, WSGF, WZAT, WJCL, WXLM, WSOK.

TOP 5 CUME IN HUNDREDS

Table with 4 columns: A/M '77, A/M '78, Station Name, Cume. Rows include WSGA, WZAT, WEAS-FM, WSOK, WKBX.

18-34 WOMEN

Table with 4 columns: A/M '77, A/M '78, Station Name, Cume. Rows include WEAS-FM, WSGA, WSGF, WZAT, WSOK, WTOC-FM, WXLM.

TEENS

Table with 4 columns: A/M '77, A/M '78, Station Name, Cume. Rows include WEAS-FM, WSGA, WSGF, WSOK, WZAT.

SHREVEPORT

SHREVEPORT 4 BOOK TREND TOTAL PERSONS 12+

Table with 5 columns: A/M '75, A/M '76, A/M '77, A/M '78, Station Name. Rows include KASO (PA), KBCL (PA), KCIJ (RL), KCOZ (BM), KEEL (R), KEPT (RL), KMBQ (BM), KOKA (B), KRMD (C), KRMD-FM (C), KROK (A), KWKH (C).

TOP 5 QUARTER HOUR

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include KOKA, KEEL, KWKH, KCOZ, KRMD-FM.

TOP 5 CUME IN HUNDREDS

Table with 4 columns: A/M '77, A/M '78, Station Name, Cume. Rows include KEEL, KOKA, KWKH, KROK, KCOZ.

18-34 MEN

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include KEEL, KOKA, KMBQ, KROK, KRMD, KRMD-FM.

18-34 WOMEN

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include KOKA, KEEL, KROK, KWKH, KMBQ, KRMD-FM.

18-49 ADULTS

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include KOKA, KEEL, KWKH, KRMD-FM, KCOZ, KROK.

TEENS

Table with 3 columns: A/M '77, A/M '78, Station Name. Rows include KEEL, KOKA, KROK.

SEATTLE

SEATTLE-EVERETT-TACOMA 6 BOOK TREND TOTAL PERSONS 12+

Table with 7 columns: A/M '76, O/N '76, J/F '77, A/M '77, O/N '77, A/M/J '78. Rows include KAYO (C), KBRD (BM), KEZX (BM), KGDN (BM), KING (R), KING-FM (CL), KIRO (PA/T), KISW (A), KIXI (PA/T), KIXI-FM (PA/T), KJR (R), KLAY (A), KMO (C), KMPS (C), KMPS-FM (C), KNBQ (R), KOMO (PA), KSEA (BM), KTAC (R), KVI (PA), KVI-FM (R), KWXYZ (C), KYAC (B), KYXX (R), KZAM-FM (A), KZOK (A), KZOK-FM (A).

TOP 10 QUARTER HOUR

Table with 3 columns: O/N '77, A/M/J '78, Station Name. Rows include KOMO, KVI, KSEA, KIRO, KJR, KING, KVI-FM, KZOK-FM, KTAC, KYYY.

TOP 10 CUME IN HUNDREDS

Table with 4 columns: O/N '77, A/M/J '78, Station Name, Cume. Rows include KOMO, KJR, KVI, KING, KIRO, KVI-FM, KSEA, KZOK-FM, KIXI-AM-FM, KISW.

18-34 MEN

Table with 3 columns: O/N '77, A/M/J '78, Station Name. Rows include KZOK-FM, KVI, KZAM-AM-FM, KING, KJR, KVI-FM.

18-34 WOMEN

Table with 3 columns: O/N '77, A/M/J '78, Station Name. Rows include KJR, KING, KVI, KZOK-FM, KOMO, KVI-FM, KYYY.

18-49 ADULTS

Table with 3 columns: O/N '77, A/M/J '78, Station Name. Rows include KVI, KOMO, KJR, KING, KSEA.

TEENS

Table with 3 columns: O/N '77, A/M/J '78, Station Name. Rows include KJR, KING, KVI-FM, KTAC.

SPOKANE

SPOKANE 7 BOOK TREND TOTAL PERSONS 12+

Table with 7 columns: A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78. Rows include KEZE (BM), KEZE-FM (BM), KGA (C), KHQ (PA), KHQ-FM (R), KJRB (R), KREM (R), KREM-FM (A), KSPO (N), KXLY (PA), KXLY-FM (BM), KXXR (BM), KXXR-FM (BM), KZUN (O), KZUN-FM (O).

TOP 5 QUARTER HOUR

Table with 3 columns: O/N '77, A/M '78, Station Name. Rows include KJRB, KEZE-AM-FM, KHQ-FM, KGA, KREM-FM.

TOP 5 CUME IN HUNDREDS

Table with 4 columns: O/N '77, A/M '78, Station Name, Cume. Rows include KJRB, KHQ-FM, KHQ, KREM, KEZE-AM-FM.

18-34 MEN

Table with 3 columns: O/N '77, A/M '78, Station Name. Rows include KREM-FM, KHQ-FM, KJRB, KGA, KREM, KEZE-AM-FM.

18-34 WOMEN

Table with 3 columns: O/N '77, A/M '78, Station Name. Rows include KJRB, KHQ-FM, KREM, KREM-FM, KGA, KHQ, KZUN-AM-FM.

A&M: IN THE AIR EVERYWHERE.



Whether it's Top 40, R&B, ACOR, A/C or
whatever music you're playing, A&M is there.

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and radio station names (WLQR, WTOD, WSPD, WIOT, WJR).

18-34 MEN

Table for 18-34 men with columns O/N '77, A/M '78 and station names (WIOT, CKLW, WLQR, WMHE, WXEZ, WCWA).

18-49 ADULTS

Table for 18-49 adults with columns O/N '77, A/M '78 and station names (WLQR, WTOD, WIOT, WCWA, CKLW).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78 and station names (WSPD, WLQR, CKLW, WIOT, WOHO).

18-34 WOMEN

Table for 18-34 women with columns O/N '77, A/M '78 and station names (WCWA, WLQR, WIOT, WOHO, CKLW).

TEENS

Table for teens with columns O/N '77, A/M '78 and station names (WIOT, WXEZ, CKLW, WOHO).

TOP 5 QUARTER HOUR

Table with columns O/N '77, A/M '78 and station names (KTKT, KJYK, KRQQ, KCUB, KAIR).

18-34 MEN

Table for 18-34 men with columns O/N '77, A/M '78 and station names (KWFM, KTKT, KMGX, KRQQ, KUPD*, KCUB, KHYT, KIKX).

18-49 ADULTS

Table for 18-49 adults with columns O/N '77, A/M '78 and station names (KTKT, KCUB, KWFM, KJYK, KRQQ).

TOP 5 CUME IN HUNDREDS

Table with columns O/N '77, A/M '78 and station names (KTKT, KRQQ, KCUB, KMGX, KJYK).

18-34 WOMEN

Table for 18-34 women with columns O/N '77, A/M '78 and station names (KTKT, KJYK, KRQQ, KWFM, KCUB).

TEENS

Table for teens with columns O/N '77, A/M '78 and station names (KTKT, KRQQ).

TOPEKA

TOPEKA 4 BOOK TREND TOTAL PERSONS 12+

Table showing book trends for Topeka with columns A/M '75, '76, '77, '78 and station names (KDVV, KEWI, KSWT, KTOP, KTPK, WIBW, WREN, KYYS, WDAF).

TOP 5 QUARTER HOUR

Table for top 5 quarter hour in Topeka with columns A/M '77, '78 and station names (KEWI, WIBW, KTPK, KSWT, WIBW-FM, WREN).

TOP 5 CUME IN HUNDREDS

Table for top 5 cumulative in hundreds in Topeka with columns A/M '77, '78 and station names (KEWI, WIBW, WREN, WIBW-FM, KTPK).

18-34 MEN

Table for 18-34 men in Topeka with columns A/M '77, '78 and station names (WIBW-FM, KYYS, KEWI, KTPK, KSWT, WIBW, WDAF).

18-34 WOMEN

Table for 18-34 women in Topeka with columns A/M '77, '78 and station names (KEWI, WIBW-FM, KSWT, WREN, KTPK).

18-49 ADULTS

Table for 18-49 adults in Topeka with columns A/M '77, '78 and station names (KEWI, KTPK, WIBW-FM, KSWT, WREN, KYYS).

TEENS

Table for teens in Topeka with columns A/M '77, '78 and station names (KEWI, WIBW-FM, KYYS).

TUCSON

TUCSON 6 BOOK TREND TOTAL PERSONS 12+

Table showing book trends for Tucson with columns A/M '75, '76, O/N '76, '77, '78 and station names (KAIR, KCEE, KCUB, KEVT, KFLT, KIKX, KJYK, KMGX, KRQQ, KTKT, KTUC, KWFM, KXEW).

TULSA

TULSA 7 BOOK TREND TOTAL PERSONS 12+

Table showing book trends for Tulsa with columns A/M '75, O/N '75, A/M '76, O/N '76, A/M '77, O/N '77, A/M '78 and station names (KAKC, KBEZ, KCFO, KELI, KFMJ, KMOD, KRAV, KRMG, KTFX, KTOW, KVOO, KWEN).

TOP 5 QUARTER HOUR

Table for top 5 quarter hour in Tulsa with columns O/N '77, A/M '78 and station names (KVOO, KRMG, KBEZ, KRAV, KELI, KMOD).

TOP 5 CUME IN HUNDREDS

Table for top 5 cumulative in hundreds in Tulsa with columns O/N '77, A/M '78 and station names (KVOO, KRMG, KELI, KRAV, KAKC).

18-34 MEN

Table for 18-34 men in Tulsa with columns O/N '77, A/M '78 and station names (KMOD, KVOO, KRAV, KRMG, KELI).

18-34 WOMEN

Table for 18-34 women in Tulsa with columns O/N '77, A/M '78 and station names (KRAV, KELI, KMOD, KVOO, KRMG, KAKC, KWEN).

18-49 ADULTS

Table for 18-49 adults in Tulsa with columns O/N '77, A/M '78 and station names (KVOO, KRAV, KRMG, KMOD, KBEZ).

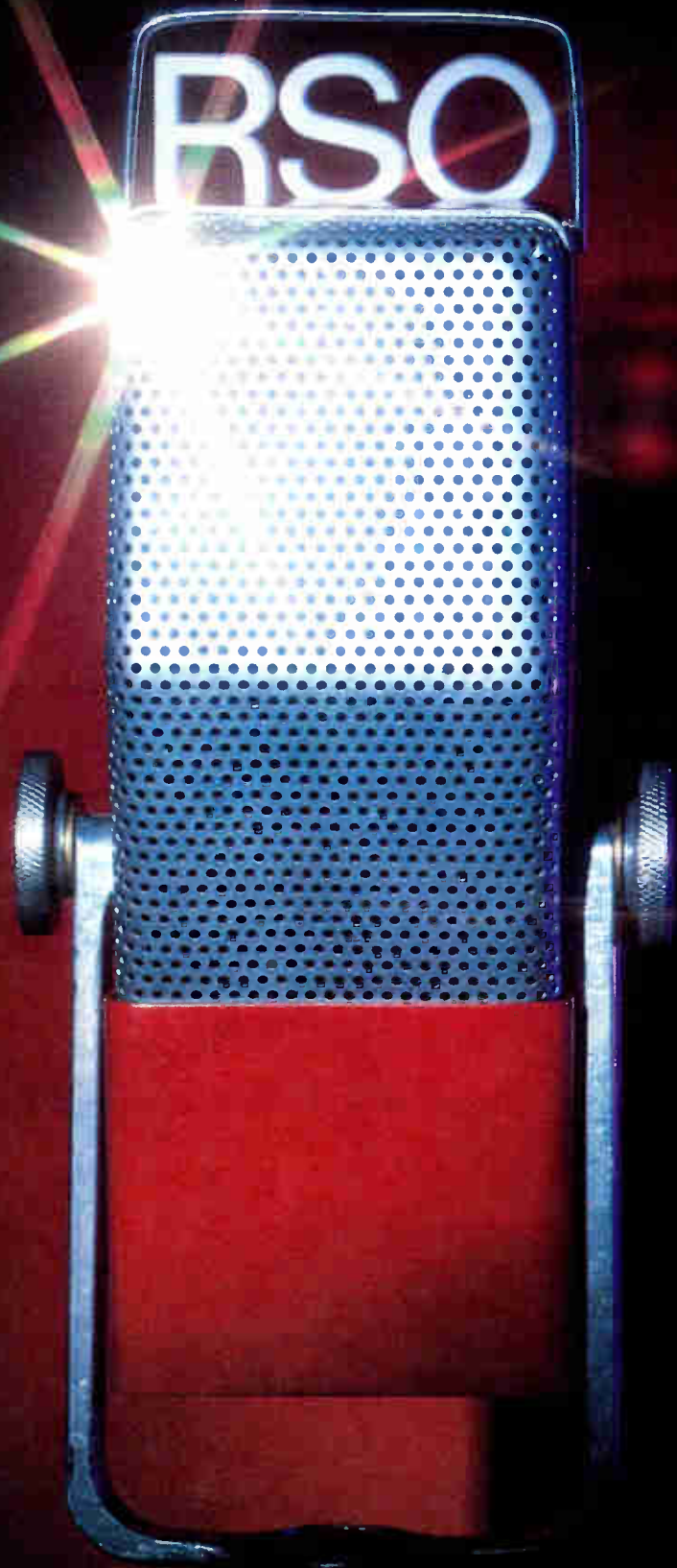
TEENS

Table for teens in Tulsa with columns O/N '77, A/M '78 and station names (KELI, KTFX, KAKC, KRAV).

LEGEND

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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