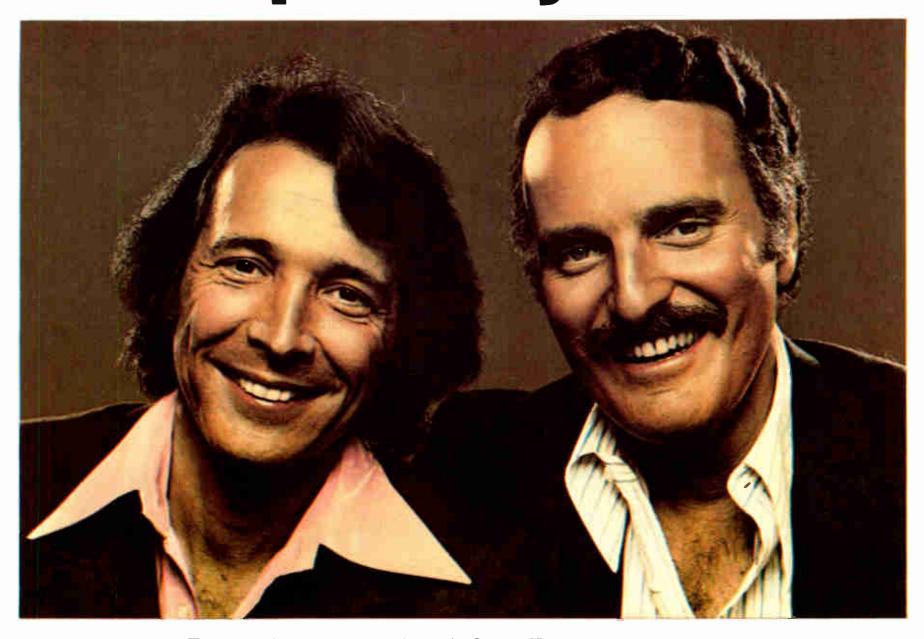


INCLUDES SPECIAL INTERVIEW WITH A.J. "RICK" AURICHIO VP/GM, ARBITRON RADIO

ARBITRON BREAKOUT April/May'77



Brought to you by A&M Records

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

Stations outside of Arbitron Radio Metro Area, but 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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We make records. We sell records. And we get records played. But that doesn't set us apart.

The people who work here and the people who work with us talk about a certain A&M feeling. A feeling of caring. About the music. About the people who create it. About the people who play it. And about the people who listen to it. It may sound corny but we really do care. And that's what motivates us.

-The staff of A&M

A Conversation With AJ. (Rick) Aurichio

VP/GM, Arbitron Radio

A.J. "Rick" Aurichio, Vice President/General Manager of Arbitron Radio, has been with the company since 1972. He has been responsible for the planning, development, and marketing of a number of multimedia Arbitron research services, including the recent AID (Arbitron Information on Demand) computerized service. In this candid interview, Aurichio provides forthright answers to an array of pertinent questions, and supplies a vivid insight into the operations and methodology of Arbitron. The interview serves as an illuminating insight into Arbitron, and as a revealing close-up look at the way it works.

R&R: Let me start on the basic survey concept of Arbitron, the diary, which is a carry-over from television household monitoring. Radio is a mobile listening experience, it goes everywhere. Is it not incorrect to be trying to survey a "household" when the family unit is changing. There's a greater amount of mobile singles today. You have the biggest companies like Campbell's Soup now putting out single serving cans, they've recognized the changes.

AURICHIO: Households are Arbitron's sampling unit, but once we get into a household we ask individuals to keep a diary for themselves only. We do not ask that it be kept for the household.

R&R: What about the people who don't live in a household? You have to have a family unit, don't you?

AURICHIO: A household, by definition, need not be a family unit.

R&R: Could it be apartments?

AURICHIO: Yes.

R&R: So in other words you could end up with two gay's living together.

AURICHIO: Well I'll give you an example, we've got a case right now in one of our markets. Four men between the ages of 18 and 24 living in one household, actually I think that technically would be considered four family units although it's a single household.

R&R: You don't include the colleges or university areas...

AURICHIO: Dormitories are not included in our sample. It's almost impossible to draw a sample from them because you can't get hold of the names and addresses.

R&R: Doesn't your sample frame come out of the telephone book?

AURICHIO: Yes. There are two types of telephone households—listed and unlisted. We use listed households as the sample frame for all but high density Spanish areas. We are currently introducing a system called Expanded Sample Frame. Essentially ESF is a method which brings into a sample those households which are not listed in the telephone book. In some markets the number of unlisted households have become quite large.

R&R: It's about 30 to 40% in major cities like L.A. and New York.

AURICHIO: It might be a little higher in L.A. People relate unlisted to individuals who don't want to be listed in the phone directory. Realize there are three reasons for a household not being listed. One is by choice, and we tend to think all households are unlisted by choice, but that's the smallest percentage. The second is really caused by mobility. People move and the telephone company hasn't had an opportunity to update their published directories. The third way is because of telephone company error or just the sheer date of last book's publication. In some markets the total unlisted is as high as 50% of all households.

R&R: While we're on that, Arbitron runs a pretty high rate of diary refusals. Those refusing to keep a diary sometimes averages 50, 55%...In other words, when you send out or make the phone calls and ask if they'll keep a diary approximately what percent say no?

AURICHIO: Well, actually only about 13% say no.

R&R: And then you send them out and they don't send them back what does it come up to?

AURICHIO: By the time you finally get down to those who return usable diaries it's in the neighborhood of 50%.

R&R: First of all if you're running into a market that has



let's say 30 to 40% unlisted phone numbers before the Expanded Sample Frame and then you've got 13% of the people you were able to contact who said no, you're now up to around 50% or more. Is it not possible those people are different from the other 50% you reached and that maybe the whole system has not been correctly surveyed.

AURICHIO: You're not criticizing the diary method at that point. You're noting a factor that all research companies run into because it's essentially impossible to get a 100% return. You just can't get a perfect return, you create so many biases in the process to get that return that you are probably screwing up the results.

R&R: Is that why you've stayed away from things like going in and retrieving the diaries and helping them fill it out?

AURICHIO: No, there are certain biases that can be dealt with, but we must consider both the economics and the kinds of information that we get. I guess we could achieve a perfect sample...

R&R: Would it cost a lot of money?

AURICHIO: It'd cost a fortune to be able to do that. We know how to get higher rates of return. Our return rates now are at 50%, but if the industry thought that 65 or 70% is better we know how to get 70%. But it would at least double our costs. We constantly have to ask if it is worthwhile going after these additional people for a marginal change in the numbers.

R&R: Wouldn't it be wise for Arbitron to pick, let's say ten markets a year and resurvey them, at their own cost, to double check it. Go into a market and up their percentage and maybe get 75% return and match those results against the regular survey period results?

AURICHIO: We don't do it on a regular basis, but that kind of a test has been done several times.

R&R: What kind of results did you get?

AURICHIO: Essentially we found that increasing the response rate does not have a significant impact on the numbers and we've published certain results. It was a non-response study that was done in 1967 or '68. It showed there were some differences among people who respond and those who do not respond, but when you put them together it did not make a tremendous difference. There's another aspect important to the broadcast community. There's a basic phenomena involving cooperation and that is that the people who cooperate with us tend to be radio listeners. If we force our

response rate higher, the listening levels will probably go down.

R&R: I see what you're saying, but what is happening is that you are encouraging radio stations to go after the active diary holders and to cultivate them with diary inspired promotions, and with time-warping, all sorts of things to take advantage of the system. What it's boiled down to in recent years is the Program Director who can best interpret what those diary keepers will respond to are the ones that were doing well. This may explain the big surges and drops radio stations experience.

AURICHIO: The type of person that responds to a survey—that half of the population that responds—probably accounts for 75% of the listeners. Now if you think about the idea of a programmer programming to those people, is that wrong?

R&R: Are we assuming that, or is that true...

AURICHIO: It's fairly close.

R&R: You're saying those kind of people make up 75% of the listening audience of a radio station, they're that actively involved?

AURICHIO: Oh yes. Remember what happens, if a person says I don't want to be in the radio study he probably doesn't listen to the radio...usually, I mean, we do get different types. Roughly 10% of our sample claim they do not listen to the radio. Among those who do not respond the figure is probably over 20%.

R&R: But you're asking them to keep a diary and you're only paying them, sometimes nothing, sometimes 50 cents.

AURICHIO: Don't look at it as paying, that's conscience

R&R: I listen to the radio a great deal, but if Arbitron asked me, or if anybody asked me to keep a diary or to put a TV Nielsen in my house, I wouldn't do it. I don't

want the inconvenience, I would never fill out a diary AURICHIO: We have a household in Hollywood that's a very wealthy house and people said you'll never get a TV meter in a household like that. We sent a dozen roses to the woman of the house for three consecutive weeks before going to the front door and asking if we could put a TV meter in. We got a man in New York whom we paid \$500 to stay home from work one day so that we could put a meter in his house. You'd be surprised as to the pains that we go through to get these people. In the meter operation it was critical. The response rate there is extremely critical because these people are going to be in the panel for a long period of time. So there you go through the effort because you've got that person for a year, two years or three years. But with a one time research study, you can't go through those pains. It's not worth it for us to force them to respond. which we can do.

R&R: You're saying in a different way other than the norm? AURICHIO: Yes.

R&R: Let's go back to the diary for a second and talk about the fact that somebody is asked to fill out, write down exactly when they listen to a radio station. Is that not really asking them a great deal? That's one of the greatest complaints of programmers, is that they don't understand why diaries are being used for radio. It doesn't make sense because radio listeners are not always where they can write things down. They're either in the car, they're doing things, out in the back, radio is used for enjoyment at picnics, whatever, you don't carry a diary with you, what is Arbitron's answer to the mobility of radio?

AURICHIO: Listeners are asked to write in the precise time that they start and stop listening. You really have to look at the diaries to see how they're filled out. There is a tendency for people to list times on the quarter hour. We rarely have someone say I started listening at 7:07. It'll be 7:15 or 7 o'clock, so there's a little bit of memory involved. We do feel that there is more memory involved for outof-home listening. A person is not going to sit behind the wheel of an automobile and write down when he's listening. He'll rely on his memory to state listening. We know that a diary may be filled in one to three times during the day. It's probably not filled in at precisely the time of listening and it may be that this understates or overstates listening. Nobody knows for sure because there isn't a standard of truth to compare with.All you can do is try to get respondents to follow your instructions as carefully as they can.

R&R: I remember a few years ago, Pulse, in trying to

fight the diary and the Arbitron system, they did their own diaries and then they went back after three days and pulled them and said, I don't know exactly, but some enormous percentage was not filled out, tried to hold that up and say that that's the way all Arbitron's are. Have you ever gone back and checked on a regular basis?

AURICHIO: Not with every survey, but we've done tests where we've picked up a diary at the end of one day, two days, three days and so forth.

R&R: Have you got percentages broken down to tell you how many people do do it and how many don't?

AURICHIO: I'm not sure, I think we do. What we generally find is during the first two days people are very careful. On the third or fourth day they start slipping, but that's the time that they get a reminder call from Arbitron and that kind of picks things up again. The reason Arbitron instituted the reminder call many years ago was because we discovered that if you let people alone, they will slip.

R&R: Would you say that having the people to go in and assist them in any kind of actual in person recall or educational method would be too costly for radio to take?

AURICHIO: Depends. If I had to make a business judgement on it, I wouldn't want to be the one to go to the radio industry to ask them to pay for that. We're going to the radio industry right now to ask them to pay for "ESF" and it hurts.

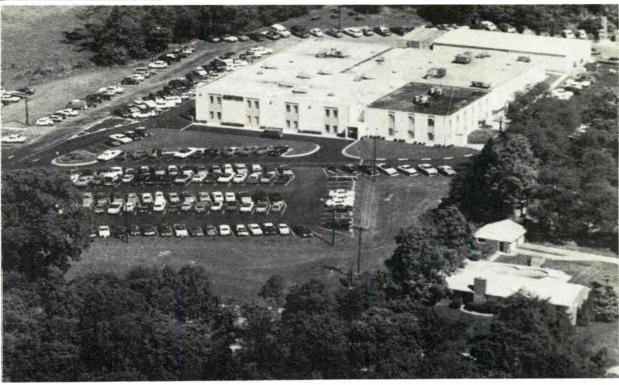
R&R: What about the mixing of research methodology? We've talked about the different biases and how you can't do certain things, yet in one survey you're surveying the minorities one way and you're surveying the unlisted one way and you're surveying the listed another way.

AURICHIO: Let's take each one separately because sampling is very different from data gathering. I think when you make that comment about sampling it's probably incorrect. All we're doing is taking all possible telephone numbers, and subtracting those that are listed to gain an unlisted sample.

R&R: That's ESF now that we're talking about?

AURICHIO: Absolutely. You can't really criticize us for using two different techniques because in theory its perfect. Now in terms of the data gathering methodology itself, we've gotten heat for using the three different methods. But put yourself in our shoes. You implement a mail diary, and you find out that Black people and Spanish people just won't keep the mail diary or return it. You realize that you have a response rate among Whites of 50%, and let's say among Blacks and Spanish it's running 20-25%. You have a decision to make. Should you oversample the Black and Spanish in order to bring them up to their proper population proportion, or should you increase the response rate since you know that the 75% of the population who is not responding must be different from the other 25%. Now it's a business decision that you have to make, which one would you do? We elected to increase the response rate and the only technique that we could find to do this was the telephone retrieval method. In the case of the Spanish population, the best method we could find for increasing response was a personal placement and pickup of the diary. We consciously implemented those decisions, but things change. Right now, we use telephone retrieval to get more Blacks into the sample, personal placement and pickup to increase Spanish representation, and ESF or Expanded Sample Frame, which seems to bring more Black and Spanish into the sample. It's time for another look. And we intend to do just that to see if any of these things are not doing what we intend them to do

R&R: What about the rest of the population, the majorities. Has any improvement been made to get better reports from them?



Aerial view of Arbitron Headquarters, Beltsville, Md.

AURICHIO: When you say better reports, do you mean better response, or just better information?

R&R: I think everybody's going to run into that rate of response. I think probably better information from the people you're getting, more accurate listening information.

AURICHIO: We've just gone through some fairly major analyses of our own methodology within Arbitron. The most difficult thing to do in measuring radio is call letter identification. Some people are saving the most difficult part of radio measurement is measuring the time of listening. I think Arbitron's method is as accurate as it can be. Granted, it's not the greatest, but it's as accurate as it economically can be. I think people are fairly conscientious in filling out the diary, the majority of them. We've done our own focus group interviews and found that diary-keepers take their job seriously, because they feel that they're contributing. The key thing that makes radio complicated is call letters. Call letter similarity, the use of slogans, the identification by frequency-when one man thinks he's listening to 103 and he's really listening to 103.8, or something like that. That's the area that we've been zeroing in on. If you were to review those cases where we've had to republish reports. you'll find it almost always relates to call letter identification.

RER: Is it not true that you make a radio station wait almost a book before they get their new slogan in?

AURICHIO: The way that works is if your call letters are WXLO and somebody writes down WSLO, you can register that WSLO after it happened, and then get credit for it.

R&R: "TEN-Q"/Los Angeles started in December.If they registered with Arbitron that their whole advertising campaign, and station identity was all focused on "TEN-Q," would they be picked up as "TEN-Q" in their first survey in January/February?

AURICHIO: Yes.

R&R: For the people that haven't been to Beltsville, what happens when they come down there. Are there simple \$2 an hour clerks trying to interpret these books, what's going on, who are those people that work on the diaries?

AURICHIO: First of all, if you went to Beltsville, you'd find a primarily middle class town. And we have primarily middle class people working in Beltsville in our production operation. These people are quite qualified, they've been with the company for a long period of time, and you'd find all of them very serious about their jobs. It's really their dedication that has made Arbitron what it is today, not our computers or anything else. They have become very expert. We rely heavily upon these people to get out a report. It takes a long time to process a radio survey, solely because of people reviewing diaries and figuring out the station call letters. It all sounds very simple, until you do it. You see a diary from the Washington-Baltimore area and you find a station call letter listed WMAR. And they're probably four stations who will claim credit for the listening.

R&R: Don't they call back and ask?

AURICHIO: Sometimes. In the case of known slogan conflicts, like "Stereo 99" from two stations, we do call back for clarification.

R&R: Let's talk about ADI for a moment. You have two new things, ADI and ESF, and neither has truly been explained to broadcasters' satisfaction. I don't know if you feel that that's true or not, but you are probably getting complaints.

AURICHIO: In the case of ESF, we probably made a mistake because we made an assumption. The assumption was that people know what it is because we've got hundreds of letters from people complaining about why we don't do something about unlisted households. We thought we were a knight in shining armor saying we're gonna do it. Until we did it. Now we are being criticized. The ADI was actually started by a couple of major reps, and ABC was a leader in the area. The concept was that we needed, in radio, information that would show how radio performed relative to television. Because the ADI has become the single most used area for selling and buying television, radio wanted to make sure that it could compete on a similar basis. The ADI in radio, however, is very complicated.

R&R: The biggest complaint I've gotten on it is that Arbitron constructed it mostly for the agencies. And yet agencies buy the books for less money than the radio stations have to pay. Another point is that local business is the dominant part of most radio business, and that when you buy a rating it should be for the area you serve, not for the relative area of how it compares to television coverage.

AURICHIO: Remember when we introduced ADI, it wasn't in place of, it was in addition to. So the Metro is still intact.

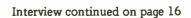
R&R: It makes the big signals look great and it makes the small guy...

AURICHIO: It's a fact of life, isn't it?

R&R: What happens is a buyer says well maybe I should put my money on that station because they reach more people, even in areas that I don't. Is that correct to do?

AURICHIO: Are you saying that the people out there are maybe not smart enough to be able to discern between the Metro and the ADI and the TSA?

R&R: No, I wouldn't say that. I think that what happens though is slick salesmanship can take over. I think walking into a client and saying, 'Hey, OK, they may be number one in the Metro, but look what I've got in TSA.' It's not your fault that the FCC licensed 500 watt daytime stations, but no matter what kind of superior programming they have in their city or coverage area, and how good they are in the





Computer Room, Beltsville

Arbitron Breakouts

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AKRON

AKRON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAEZ (BM)	8.6	6.3	4.4	8.8	8.3
WAKR (PA)	15.7	15.0	13.9	18.5	22.5
WCUE (R)	6.6	5.7	6.7	4.7	4.1
WHLO (N)	3.1	3.2	3.4	3.0	1.8
WKDD (R)	**	**	**	2.7	2.4
WKNT (PA)	.8	1.4	1.5	1.0	.6
WKNT-FM (PA)	1.6	1.7	2.7	2.1	1.0
WSLR (C)	9.9	10.1	8.7	7.7	6.4
WDBN (PA)*	7.8	7.7	5.7	7.5	5.8
WDMT (PA)*	.7	**	2.0	.7	2.9
WGAR (PA)*	7.9	8.3	8.0	8.0	9.0
WGCL (R) *	3.3	5.2	3.7	4.7	2.8
WMMS (A)*	6.1	8.5	8.7	5.7	3.6
WWWE (PA) *	3.3	2.7	3.6	2.8	4.2
WWWM (A) *	1.7	2.2	3.6	4.3	3.3
WZZP(R)*	**	**	**	**	3.5

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	WAKR	1 V	VAKR	220
2	WGAR	2 V	VGAR	1493
3	WAEZ		VCUE	
4	WSLR	4 V	VAEZ	882
5	WDBN	5 V	VSLR	794

18-34 M	IEN 1	8-34 WOMEN	18	3-49 ADULTS	Т	EENS
1 WGA 2 WAK 3 WMM 4 WCU 5 WAE 5 WKD	R 2 MS 3 JE 3 Z 4	WWWE WWWM	1 2 3 4 5	WAKR WGAR WAEZ WSLR WWWE	1 2 3 3	WZZP WGAR WCUE WGCL

ALBANY SCHENECTADY TROY 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WABY (PA)	3.4	1.4	1.1	1.2	2.3
WCSS (CL)	.6	1.9	1.4	1.4	1.0
WCSS-FM (CL)	**	**	.5	.2	
WFLY (R)	.6	1.2	2.6	1.7	3.6
WGFM (R)	9.7	10.7	9.5	10.4	8.8
WGNA (C)	2.2	2.5	1.8	1.7	1.1
WGY(PA)	16.4	15.1	15.9	17.6	14.3
WHRL (BM)	.4	1.4	.4	.7	1.5
WHSH (BM)	2.3	3.0	3.8	3.6	2.4
WOKO (C)	2.8	4.7	4.2	4.1	5.0
WPTR (R)	5.2	6.7	7.7	6.3	6.4
WQBK (T)	3.5	3.8	5.2	7.3	4.7
WQBK-FM (A)	.6	.7	1.9	1.9	2.2
WROW (BM)	14.5	ł5.I	11.7	13.7	12.3
WROW-FM (B N	И) 5.I	5.5	4.2	5.4	7.6
WTRY (R)	9.0	8.6	10.2	8.5	9.6
WWOM (BM)	8.1	5.3	2.5	3.1	2.3
WWWD (PA)	**	**	.5	.9	1.6

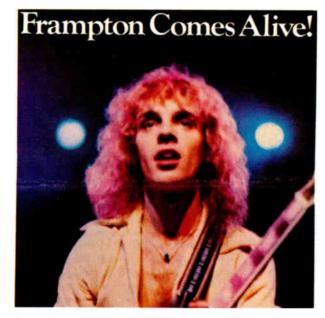
T(OP 5 QUARTER HOUR	TOP	5 CUME II	NHUNDREDS
2 3 4 5	WROW WTRY WGFM WROW-FM	2 W 3 W 4 W	GY TRY ROW GFM	2586 1991 1979 1772 1768

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 WGFM 1 WTRY 2 WPTR 3 WGY 4 WQBK-FM 5 WELY	1 WGFM 2 WTRY 3 WFLY 4 WPTR 5 WGY	1 WGFM 2 WGY 3 WTRY 4 WPTR 5 WROW	1 WTRY 2 WGFM 3 WPTR

ALBUQUERQUE

ALBUQUERQUE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KABQ (S)	2.5	**	3.6	10.2	4.7
KAMX (S)	4.6	**	10.0	3.4	3.1
KHFM (B)	1.5	**	2.1	1.5	1.0
KKIM (B)	4.2	**	1.5	1.5	3.1
KMYR (A)	4.2	**	1.5	2.6	3.0
KNWZ (C)	**	**	**	2.2	2.1
KOB (PA)	9.7	**	12.3	13.5	12.4
KOB-FM (BM)	14.4	**	11.5	10.1	11.2
KPAR (BM)	1.5	**	2.5	1.9	1.2
KPAR-FM (BM)	1.0	**	4.7	3.4	5.1



KQEO (R)	18.4	**	8.7	11.1	11.2
KRKE (R)	9.9	**	9.2	9.0	11.9
KRKE-FM (BM)	**	**	.8	.9	1.9
KRST (A)	4.8	**	8.9	8.9	7.9
KRZY (C)	9.1	**	6.8	6.0	8.9
KZIA (T)	2.7	**	2.6	4.6	3.5
TOP 5 QUART	ER HOUR		5 CUME I	N HUND!	REDS

2 KRKE 3 KOB-FM 3 KQEO 4 KRZY 5 KRST	2	KQEO	1077
	3	KRKE	1072
	4	KOB-FM	675
	5	KRST	652
18-34 MEN 1 KRST 2 KRKE 3 KQEO 4 KMYR 4 KOB 5 KRKE-FM	18-34 WOMEN 1 KOB 1 KRKE 2 KQEO 3 KRZY 4 KRST 5 KMYR 5 KOB-FM	18-49 ADULTS 1 KOB 2 KRKE 3 KOB-FM 4 KRST 5 KQEO	TEENS 1 KQEO 2 KRKE 3 KRST

ANAHEIM-SANTA ANA - GARDEN GROVE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'7
KEZY (R)	**	**	**	5.4	2.1
KWIZ (PA)	**	**	**	2.7	1.5
KWIZ-FM (R)	**	**	**	1.6	1.2
KYMS (RL)	**	**	**	.7	1.2
KABC (T)*	**	**	**	4.3	6.0
KBIG (BM) *	**	**	**	7.5	8.2
KBRT (BM)*	**	**	**	1.4	1.5
KFAC-FM (CL)*	**	**	**	.9	1.0
KFI (PA)*	**	**	* *	3.1	3.7
KFWB (N)*	**	**	**	2.6	2.8

Page 6

	KHJ (R)*	**	**	**	4.8	3.2
	KIIS-FM (R)*	**	**	**	2.1	2.7
	KIQQ (R)*	**	**	**	3.5	2.3
	KJOI (BM)*	**	**	**	4.9	5.7
	KLAC (C)*	**	**	**	2.5	3.5
	KLOS (A)*	**	**	**	4.2	3.4
	KMET (A)*	**	**	**	3.7	4.5
	KMPC (PA)*	**	**	**	4.4	5.4
,	KNOB (BM)*	**	**	**	2.2	1.2
	KNX (N)*	**	**	**	4.9	3.9
	KNX-FM (A)*	**	**	**	5.8	4.3
	KOST (BM)*	**	**	**	2.2	2.8
	KRLA (0)*	**	**	**	1.3	1.5
	KRTH (0)*	**	**	**	1.9	3.0
	KTNQ (R)*	**	**	**	**	2.0
	KWST (A)*	**	**	**	2.0	1.9
	XTRA (BM)*	**	**	**	2.6	2.5
	TOP 10 QUART	ER HO	OUR TOP	10 CUM	E IN HUND	BED
	1 KBIG			(BIG		756
	2 KABC			(NX		347
	3 KJ01			(HJ	_	315
	4 KMPC			ABC		261
	5 KMET		5 K	(MPC		235

TOP 10 QUAI 1 KBIG 2 KABC 3 KJOI 4 KMPC 5 KMET 6 KNX-FM 7 KNX 8 KFI 9 KLAC 10 KLOS	!	TOP 10 CUME IN I 1 KBIG 2 KNX 3 KHJ 4 KABC 5 KMPC 6 KEZY 7 KFI 8 KFWB 9 KLOS	UNDREDS 2756 2347 2315 2261 2235 2001 1861 1807 1658	
18-34 MEN 1 KMET 2 KNX-FM 3 KLOS 4 KRTH 5 KWST	18-34 WOMEN 1 KMET 2 KNX-FM 3 KRTH 4 KLOS 5 KBIG	10 KMET 1 18-49 ADULTS 1 KBIG 2 KNX-FM 3 KMET 4 KMPC 5 KJOI	1601 TEENS 1 KHJ 2 KIQQ 3 KEZY 3 KTNQ 4 KMET 5 KLOS	

ANCHORAGE

ANCHORAGE 5 BOOK TREND TOTAL PERSONS 12+

KB KF KG KH KJ KK	NC (R) YR (PA) NI (R) OD (PA) OT (A) IAR (BM) ZZ (B) LV (PA) IIK (BM) AK (C)	** 6.I 3I.3 I6.2 ** 7.I 2.5 ** 2.5 I9.7	2.6 4.7 18. 17. 13. 10. .4 **	7 0 6 7 3	11.8 5.0 12.7 13.6 7.2 17.2 1.8 9.5 4.1	17.5 5.7 5.7 14.7 6.2 16.6 .5 10.9 5.7	13.8 5.8 9.0 15.3 7.4 18.5 2.1 9.0 6.9 10.1
T	OP 5 QUARTE	R HOUR	T	OP 5 (I HUNDRE	
- 1	KHAR		1	KA	VC	383	
2	KFQD		2	KEN		381	
3	KANC		3	KHA		366	
4	KYAK		4	KFC		361	
5	KENI		5	KYA			
5	KKLV		3	11.7	***	252	
18	3-34 MEN		18	B-34 \	NOMEN		
1	KFQD		1	KF	ΩD		
2	KENI		2	KK	LV		
2	KGOT		3	KAI	NC		
3	KANC		3	KG			
3	KKLV		4	KE			

TEENS

KANC

A/M'75 O/N'75 A/M'76 O/N'76 A/M'77

LEGEND

18-49 ADULTS

KHAR

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

ATLANTA

ATLANTA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAOK (B)	7.5	7.1	8.6	6.0	6.1
WBIE (C)	1.9	.9	1.8	1.6	2.1
WGST (PA)	1.6	2.7	2.8	4.0	2.8
WIGO (B)	1.8	.9	.9	.8	1.0
WKLS (A)	5.7	4.6	4.7	5.7	5.7
WLTA (PA)	3.6	2.1	2.8	4.0	2.2
WPCH (BM)	9.3	7.9	7.2	10.4	6.8
WPLO (C)	4.4	4.7	4.2	5.0	5.1
WQXI (R)	7.6	8.0	6.2	4.8	5.9
WQXI-FM (R)	5.5	3.1	5.4	3.3	6.3
WRNG (T)	4.2	7.7	5.3	5.7	5.3
WSB (PA)	21.0	22.2	20.0	19.9	20.9
WSB-FM (BM)	4.5	5.0	4.1	5.2	4.3
WVEE (B)	**	**	**	2.5	1.8
WXAP (B)	.6	1.6	1.5	1.2	1.2
WZGC (R)	6.6	7.3	7.6	8.3	12.4

TOP 10 QUARTER HOUR	TOP 10 CUME IN	HUNDRED
1 WSB	1 WSB	6346
2 WZGC	2 WZGC	3656
3 WPCH	3 WQXI	2554
4 WQXI-FM	4 WPCH	2441
5 WAOK	5 WKLS	2239
6 WQXI	6 WQXI-FM	2200
7 WKLS	7 WPLO	1947
8 WRNG	8 WAOK	1872
9 WPLO	9 WRNG	1661
10 WSB-FM	10 WSB-FM	1643

1 2 3 4	34 MEN WKLS WZGC WQXI-FM	18-34 WOMEN 1 WZGC 2 WQXI-FM 3 WKLS 4 WAOK	18-49 ADULTS 1 WSB 2 WZGC 3 WQXI-FM 4 WKLS 5 WQXI	TEENS 1 WZGO 2 WAOK 3 WKLS 4 WQXI
5	WSB	5 WQXI	•	

AUGUSTA

AUGUSTA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAUG (R)	5.5	**	6.6	**	4.7
WAUG-FM (A)	12.0	**	5.0	**	7.5
WBBQ (R)	10.7	**	14.1	**	12.2
WBBQ-FM (R)	8.6	**	14.4	**	15.0
			3.3	**	7.2
		**	13.3	**	8.6
		**	4.1	**	3.3
		**	1.9	**	3.9
		**	4.4	**	5.6
		**	14.6	**	9.4
		**		**	7.8
WZZW (PA)	3.7	**	3.6	**	6.9
WBIA (PA) WGAC (PA) WGUS (C) WGUS-FM (C) WNEZ (BM) WRDW (B) WTHB (B)	2.9 14.1 5.2 4.5 .8 13.4 9.2	**	3.3 13.3 4.1 1.9 4.4 14.6 6.4	**	7.: 8.: 3.: 5.: 9.: 7.:

TOP 5 QUARTER HOUR 1 WBBQ-AM-FM 2 WRDW 3 WGAC 4 WTHB 5 WAUG-FM	TOP 5 CUME IN HUNDRE 1 WBBQ-AM-FM 114 2 WGAC 503 3 WDRW 433 4 WZZW 434 4 WBIA 425 5 WAUG-FM 313	49 3 2 2 2
18-34 MEN	18-34 WOMEN	

18-34 MEN	18	34 WOMEN
1 WBBQ-AM	I-FM 1	WBBQ-AM-FM
2 WRDW	2	WZZW
3 WAUG-FN	1 3	WTHB
4 WGAC	4	WRDW
4 WGUS-FM	5	WGAC
5 WZZW	_	

EENS WBBQ-AM-FM WAUG-FM WRDW

AUSTIN

AUSTIN 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KASE (BM)	15.2	**	16.8	**	14.8
KCSW (PA)	**	**	**	**	8.5
KHFI (R)	3.9	**	5.7	**	8.7
KIXL (PA)	1.5	**	2.6	**	2.8
KLBJ (BM)	11.6	**	8.5	**	7.3
KLBJ-FM (A)	6.4	**	9.8	**	6.1
KNOW (R)	15.2	**	13.7	**	8.7
KOKE (C)	3.0	**	2.6	**	1.2
KOKE-FM (C)	4.9	**	2.4	**	2.8
KVET (C)	17.8	**	14.2	**	19.7
KTSA (R)*	2.8	**	2.8	**	2.4
WOAL (RM)*	3.4	**	9	**	27

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS				
1 KVET	1 KVET	977			

			•			9,,		
2	KASE		2	KASE		854		
3	KHFI		3	KLBJ		852		
3	KNOW		4	KNO	N	800		
4	KCSW		5	KHFI		620		
5	KLBJ		_					
18	-34 MEN	18	-34 WOMEN	J 18	-49 ADUL	гs	TE	ENS
1	KVET			-				
2	KHFI	1	KVET	1	KVET		1	KHFI
3	KLBJ-FM	2	KCSW	2	KASE		2	KNOW
4	KASE	3	KLBJ-FM	3	KCSW		3	KVET
5	KNOW	4	KNOW	4	KHFI			
5	KOKE-EM	5	KHEL	6	KIRLEM			

BAKERSFIELD

BAKERSFIELD 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAFY (R)	14.5	**	10.4	**	11.7
KCHJ (PA)	**	**	.9	**	1.9
KERN (R)	17.2	**	18.5	**	14.3
KGEE (N)	7.0	**	3.7	**	4.5
KGFM (PA)	2.9	**	2.2	**	3.1
KHIS (RL)	**	**	**	**	1.4
KHIS-FM (RL)	**	**	1.3	**	.5
KKXX (A)	**	**	**	**	11.2
KLOA (PA)	2.2	**	1.1	**	2.6
KLYD (PA)	2.4	**	1.8	**	2.9
KLYD-FM (PA)	1.2	**	5.7	**	7.1
KPMC (PA/C)	5.1	**	3.1	**	2.1
KUZZ (C)	**	**	**	**	13.6
KZIQ (C)	.5	**	1.5	**	3.1

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUI	NDREDS
1 KERM	1 KERN	933
2 KUZZ	2 KAFY	833
3 KAFY	3 KUZZ	636
4 KKXX	4 KKXX	609
5 KLYD-AM-FM	5 KLYD-AM-FM	386

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 KKXX	1 KAFY	1 KKXX	1 KERN
2 KUZZ	2 KKXX	2 KAFY	2 KAFY
3 KERN	3 KERN	3 KERN	3 KKXX
4 KAFY	4 KUZZ	3 KUZZ	
5 KGFM	5 KLOA	4 KLYD-AM-FN	1
	E KLVD AM EM	E KCEM	

BALTIMORE

BALTIMORE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A'76	O/N'76	J/F'77	A/M'77
WAYE (A)	1.4	**	1.2	1.6	1.9
WBAL (PA)	17.1	**	14.1	15.1	15.4
WBKZ (R)	**	**	**	1.1	1.9
WBMD (C)	.9	**	.4	.7	1.1
WCAO (R)	8.4	**	7.3	6.4	6.2
WCBM (PA)	9.8	**	9.4	8.5	9.5
WDJQ (R)	2.2	**	1.4	2.1	1.1
WFBR (PA)	5.3	**	4.7	5.8	4.5
WITH (BM)	2.1	**	1.9	.7	2.6
WIYY (A)	**	**	**	**	3.6
WKTK (A)	3.5	**	3.5	3.6	3.1
WLIF (BM)	10.6	**	9.8	9.1	9.5
WLPL (R)	2.7	**	5.9	7.0	4.9
WMAR (BM)	3.6	**	3.9	4.9	3.8
WPOC (C)	2.8	**	3.8	3.7	5.0
WSID (B)	3.2	**	4.3	1.9	3.0
WWIN (B)	4.7	**	5.1	2.9	4.4
TOP 10 QUARTE	R HOUR	TOP 10 (CUME IN E	HUNDREI	DS

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDRED

1	WBAL	1	WBAL	5758
2	WCBM	2	WCAO	4425
2	WLIF	3	WCBM	4184
3	WCAO	4	WLIF	3400
4	WPOC	5	WLPL	2720
5	WLPL	6	WFBR	2597
6	WFBR	7	WPOC	2058
7	WWIN	8	WWIN	2015
8	WMAR	9	WKTK	1760
9	WIYY	10	WMAR	1518
10	WKTK			

18-34 MEN		18-34 WOMEN		18	49 ADULTS	TEENS	
1 2	WCBM WKTK	-	WCBM WWIN		WCBM WBAL	-	WLPL WCAO
	WIYY		WCAO	-	WLIF	3	
4	WIPI		MIDI	_	MCAO	Ā	MANALIAL

5 WBKZ

5 WCAO

LEGEND

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

5 WPOC

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BATON ROUGE

BATON ROUGE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAFB (R)	6.6	**	6.0	**	8.5
WFMF (A)	5.7	**	4.3	**	5.5
WIBR (R)	12.9	**	12.7	**	8.1
WJBO (PA)	7.2	**	5.2	**	7.4
WLBI (C)	.7	**	.6	**	1.3
WLCS (R)	15.1	**	14.2	**	12.3
WLUX (BM)	.7	**	3.0	**	1.7
WQXY (BM)	10.9	**	13.1	**	13.4
WSLG (C)	1.1	**	1.1	**	1.9
WXOK (B)	15.9	**	17.9	**	17,8
WYNK (C)	4.1	**	6.7	**	5.3
WYNK-FM (C)	5.0	**	6.5	**	6.4
WWL (PA)*	4.6	**	2.8	**	3.4

1 WXOK	TOP 5 CUME IN F	1200
2 WQXY	2 WIBR	986
3 WLCS	3 WXOK	787
4 WAFB	4 WQXY	684
5 WIBR	5 WAFB	683

18	-34 MEN	18	-34 WOMEN	18	49 ADULTS	TE	EENS
1	WFMF	1	WXOK	1	WXOK	1	WLCS
-	WAFB	2	WLCS	2	WQXY	2	WXOK
-	WXOK	3	WQXY	3	WLCS	3	WAFB
3	WIBR	4	WAFB	4	WAFB	3	WIBR
3	WLCS	5	WFMF	5	WEME	•	
4	WQXY			_			
5	MJBO						

BIRMINGHAM

BIRMINGHAM 5 BOOK TREND TOTAL PERSONS 12+

/M′75	O/N'75	A/M'76	O/N'76	A/M'77
7.3	8.8	7.3	4.7	4.6
3.2	2.7	3.2	2.0	2.2
1.0	1.9	10.5	11.4	11.4
3.2	5.1	5.5	4.1	8.7
2.1	2.7	3.2	4.3	3.9
1.5	2.3			1.4
13.5	12.2	6.4	4.0	5.6
4.5	6.7	2.4	1.1	1.8
10.5	13.0	1.01	11.6	7.2
5.5	3.9	6.2	3.8	6.1
6.7	4.9	5.2	5.2	3.8
4.0	2.8	5.3	4.3	3.3
6.8	3.7	4.8	7.0	4.8
7.1	7.6	8.9	11.4	9.2
4.1	3.6	4.0	4.2	3.5
**	**	**	**	5.2
11.0	8.6	6.9	10.3	5.8
	3.2 1.0 3.2 2.1 1.5 13.5 4.5 10.5 5.5 6.7 4.0 6.8 7.1 4.1	7.3 8.8 3.2 2.7 1.0 1.9 3.2 5.1 2.1 2.7 1.5 2.3 13.5 12.2 4.5 6.7 10.5 13.0 5.5 3.9 4.0 2.8 6.8 3.7 7.1 7.6 4.1 3.6 **	7.3 8.8 7.3 3.2 2.7 3.2 1.0 1.9 10.5 3.2 5.1 5.5 2.1 2.7 3.2 1.5 2.3 2.1 13.5 12.2 6.4 4.5 6.7 2.4 10.5 13.0 10.1 5.5 3.9 6.2 6.7 4.9 5.2 4.0 2.8 5.3 6.8 3.7 4.8 7.1 7.6 8.9 4.1 3.6 4.0 **	7.3 8.8 7.3 4.7 3.2 2.7 3.2 2.0 1.0 1.9 10.5 11.4 3.2 5.1 5.5 4.1 2.1 2.7 3.2 1.5 1.5 2.3 2.1 2.7 13.5 12.2 6.4 4.0 4.5 6.7 2.4 1.1 10.5 13.0 10.1 11.6 5.5 3.9 6.2 3.8 6.7 4.9 5.2 5.2 4.0 2.8 5.3 4.3 6.8 3.7 4.8 7.0 7.1 7.6 8.9 11.4 4.1 3.6 4.0 4.2 ** ** **

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WATV	1 WERC	1771
2 WSGN	2 WSGN	1760
3 WBUŁ	3 WYDE	1163
4 WERC	4 WAPI	1005
5 WERC-FM	5 WERC-FM	1001
18-34 MEN	18-34 WOMEN	
1 WSGN	1 WBUL	
2 WVOK-FM	2 WATV	
3 WERC-FM	3 WSGN	
4 WATV	4 WERC	
4 WBUL	5 WENN	
5 WERC	5 WVOK-FM	

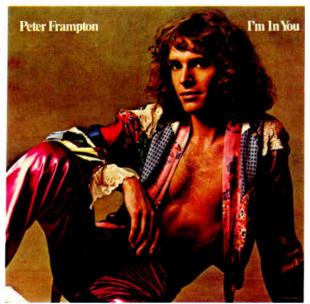
18-49 ADULTS

10	49 ADULIS	TE	EENS
1 2 2	WBUL WATV WSGN	1 2	WSGN WERC
3	WENN	3	WBUL
4	WERC	4	WERC-FI
5	WVOK-FM	5	WATV

BOSTON

BOSTON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A′76	O/N'76	J/F'77	A/M'77
WBCN (A)	2.8	2.4	3.5	2.2	3.3
WBZ (PA)	9.0	8.6	9.8	12.3	10.6
WBZ-FM (R)	1.1	2.1	1.4	1.2	1.5
WCGY (R)	1.4	1.3	1.6	1.1	1.9
WCOP (C)	1.7	.9	1.4	1.3	1.4
WCOZ (A)	2.9	3.1	5.0	3.8	3.9
WCRB (CL)	1.0	.7	1.1	1.1	1.4
WEEI (N)	8.9	9.3	9.6	8.9	9.3
WEEI-FM (PA)	3.1	2.1	1.9	2.1	2.7
WESX (PA)	.8	.6	.5	.9	1.0
WHDH (PA)	7.4	8.8	9.9	11.6	10.4
WILD (B)	1.0	.9	1.0	.8	1.4
WJDA (BM)	.8	1.5	2.5	.9	1.2
WJIB (BM)	10.3	11.0	9.3	10.1	8.4
WMEX (T)	3.2	5.5	1.9	4.0	4.0
WRKO (R)	10.4	9.4	8.8	7.9	7.6
WROR (O)	3.1	3.4	3.1	2.9	3.7
WRYT (T)	1.5	1.3	1.1	.9	1.3
WSSH (BM)	2.5	1.9	2.6	2.3	3.1
WVBF (R)	6.2	6.5	5.8	5.2	4.9
WWEL-FM (BN	1) 2.9	2.7	2.6	2.4	2.6



TOP 10 QUARTER HOUR	TOP 10 CUME IN	HUNDRED
1 WBZ 2 WHDH 3 WEEI 4 WJIB 5 WRKO 6 WVBF 7 WMEX 8 WCOZ 9 WROR 10 WBCN	1 WBZ 2 WRKO 3 WHDH 4 WEEI 5 WJIB 6 WVBF 7 WMEX 8 WCOZ 9 WROR 10 WBCN	8280 7483 6643 6396 5455 4058 3872 2869 2822 2608
18-34 MEN 18-34 WOMEN	18-49 ADULTS	TEENS
1 WBCN 1 WRKO 2 WBZ 2 WCOZ 3 WCOZ 3 WHDH 4 WROR 4 WBZ 5 WRKO 4 WVBF 5 WROR	1 WBZ 2 WHDH 3 WRKO 4 WJIB 5 WCOZ	1 WRKO 2 WVBF

BRIDGEPORT

BRIDGEPORT 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WDJZ (O)	**	**	**	**	3.1
WEZN (BM)	13.0	**	15.4	**	15.1
WICC (R)	13.0	**	14.4	**	12.6
WNAB (PA/T)	10.7	**	8.8	**	7.3
WABC (R)*	5.0	**	4.5	**	3.1
WCBS (N)*	3.8	**	4.0	**	5.8
WHN (C)*	1.8	**	2.6	**	2.7
WKCI (BM)*	3.0	**	5.9	**	5.1
WNBC (PA)*	8.4	**	5.6	**	4.9
WOR (PA)*	2.2	**	3.0	**	2.9
WPLR (A)*	2.3	**	8.5	**	11.2

T(1) 2 3 4 5	OP 5 QUART WEZN WICC WPLR WNAB WCBS	ΓER	1 2 3 4	WIC WEZ WNE WNA	IN BC AB	15 96 80 78	94 2 0 4
b	AACB2		5	WPL	.R	72	:0
18 1 2 3 4 4 4	-34 MEN WPLR WICC WEZN WNBC WABC WBLI WMMM-WD	1 2 3 4 5	34 WOMEN WPLR WICC WNBC WEZN WNAB	_	49 ADULTS WPLR WEZN WICC WNBC WNAB		ENS WPLR WICC WABC

BUFFALO

BUFFALO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WADV (BM)	4.9	3.2	5.2	4.3	4.5
WBEN (PA)	19.0	16.2	17.2	16.4	14.6
WBEN-FM (R)	4.7	4.3	4.5	4.9	4.5
WBLK (B)	2.7	3.3	3.9	2.5	3.0
WBNY (BM)	15.4	11.5	12.4	14.4	14.5
WBUF (A)	.6	2.2	1.8	2.3	3.3
WGR (PA)	11.4	13.0	12.6	13.2	10.1
WGRQ (A)	5.1	4.5	4.7	3.1	4.3
WJJL (PA)	1.2	1.7	1.1	1.8	1.3
WKBW (R)	11.6	14.5	12.0	12.1	14.1
WUFO (B)	1.3	2.5	1.3	1.5	LI
WWOL (C)	2.5	1.8	2.5	2.2	3.0
WWOL-FM (C)	1.2	1.7	2.1	2.3	2.6
WYSL (R)	3.6	2.6	1.8	3.7	2.8
WPHD (R)	**	**	**	**	5.8
TOP 10 QUAR	TER HOUR	TOP 1	O CLIME II		EDC

	100 10 00	ARTER HOUR	TOP 10 CUME IN	HUNDRE
	WBEN WBNY WKBW WGR WPHD WWOL-A WADV WBEN-F WGRQ WBUF		1 WKBW 2 WBEN 3 WGR 4 WBNY 5 WBEN-FM 6 WPHD 7 WYSL 8 WWOL-AM-FM 9 WGRQ 10 WADV	4406 3471 3443 2390 1770 1581 1577 1275 1045 938
1	8-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1	WKBW	1 WGR	1 WKBW	1 WKBV
2		2 WKBW	2 WGR	2 WPHD
3		3 WBNY	3 WBNY	3 WYSL
5		4 WPHD	4 WPHD	
5	WPHD	5 WBEN-FM	5 WBEN	

CANTON

CANTON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WFAH-FM (R)	2.8	**	1.7	**	3.4
WHBC (PA)	24.8	**	21.6	**	23.9
WHBC-FM (BM)	8.9	**	10.5	**	9.2
WHLQ (PA)	2.2	**	6.3	**	4.2
WINW (R)	6.7	**	8.4	**	2.7
WNYN (C)	1.4	**	4.6	**	5.0
WQIO (PA)	**	**	**	**	5.3
WTOF (RL)	1.6	**	2.5	**	1.5
WDBN (PA)+	3.2	**	2.7	**	2.5
WGAR (PA)*	13.7	**	II.i	**	11.3
WHLO (PA)+	6.5	**	3.1	**	3.4
WKDD (R)*	**	**	**	**	4.6
WMMS (A)*	3.4	**	4.8	**	3.2
WSLR (C) *	3.4	**	2.5	**	4.4
TOP 5 QUARTE	R HOUR	TOP 5 C	UME IN H	UNDRED	s

1 WHBC 2 WGAR 3 WHBC-FM 4 WQIO 5 WYNY	1 2 3 4 5	WHBC WGAR WHBC-FM WQIO WHLO	1523 1019 624 413 410
18-34 MEN 1 WGAR	18-34 WOMEN	18-49 ADUL	TS TEEN
1 WKDD	1 WGAR	1 WHBC	1 W.

18-34 MEN 1 WGAR	18-34 WOMEN	18-49 ADULTS	TEENS
1 WKDD 2 WHBC 3 WMMS 4 WQIO 4 WHLO	1 WGAR 2 WHBC 3 WQIO 4 WHBC-FM 4 WMMS	1 WHBC 2 WGAR 3 WNYN 4 WHBC-FM 4 WHLQ 4 WQIO 4 WKDD	1 WGAR 2 WQIO 3 WKDD

CHARLESTON, S.C.

CHARLESTON-NORTH CHARLESTON SC 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCSC (PA)	4.5	4.6	4.1	6.2	6.5
WEZL (C)	4.9	3.7	6.0	4.6	7.7
WKTM (R)	8.8	6.9	4.5	7.6	8.3
WNCG (PA)	3.2	6.2	3.5	5.4	4.5
WOKE (PA)	3.9	4.8	2.7	4.2	3.0
WPAL (B)	17.2	15.6	11.1	13.1	13.6
WPXI (B)	4.7	13.3	21.6	19.1	13.6
WQIZ (B)	2.8	3.4	5.8	3.0	5.5
WQSN (C)	4.9	3.9	4.1	3.4	2.6
WTMA (R)	21.1	16.9	13.0	13.5	12.1
WWWZ (A)	6.0	3.9	3.5	4.2	5.3
WXTC (BM)	8.2	5.7	9.1	9.8	10.1

TOP 5 QUARTER HOUR 1 WPAL 1 WPXI 2 WTMA 3 WXTC 4 WKTM 5 WEZL	TOP 5 CUME IN HUNDREDS 1 WTMA 1049 2 WCSC 802 3 WPXI 672 4 WPAL 612 5 WKTM 575
18-34 MEN 1 WPXI 2 WWWZ 3 WPAL 4 WKTM 5 WTMA	18-34 WOMEN 1 WPAL 2 WPXI 3 WTMA 4 WKTM 5 WXTC
18-49 ADULTS 1 WPXI 2 WPAL 3 WTMA 4 WXTC 5 WKTM	TEENS 1 WTMA 2 WPXI 3 WKTM 4 WPAL

CHARLOTTE

CHARLOTTE-GASTONIA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'7
WAME (C)	4.6	6.6	4.3	2.8	3.3
WAYS (R)	17.6	13.1	12.6	14.8	14.8
WROQ (A)	7.4	7.8	7.1	8.0	7.1
WBT (PA)	15.4	18.8	20.6	20.2	23.6
WBT-FM (BM)	8.9	11.3	10.1	6.3	7.6
WEZC (BM)	6.3	5.0	6.2	5.4	5.7
WGIV (B)	9.5	7.6	10.5	10.3	10.0
WGNC (C)	1.1	.5	1.0	1.0	1.4
WHVN (PA)	1.1	1.3	1.8	3.0	i.2
WIST (PA)	1.9	3.1	1.9	1.1	1.1
WIXE (C)	1.9	2.4	1.6	.7	i.2
WMAP (PA)	1.1.	.8	**	.7	1.2
WSOC (N)	5.7	3.9	3.6	8.3	7.7
WSOC-FM (C)	3.5	4.5	5.2	6.2	5.7

TOP 5 QUARTER HOUR	TOP 5 CUME I	N HUNDREDS
1 WBT	1 WBT	2036

3 4 5	WGIV WSOC WBT-FM		WSOC WBT-FM	922 838 322
18-	34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
	WRT	4 14107	4 14/5-	4

1 2 3 4 5 5	WBT WAYS WROQ WGIV WBT-FM WSOC-FM	1 2 3 4 5	WBT WAYS WGIV WROQ WBT-FM	1 2 3 4 5	WBT WAYS WGIV WROQ WSOC-FM	1 2	WAYS WGIV
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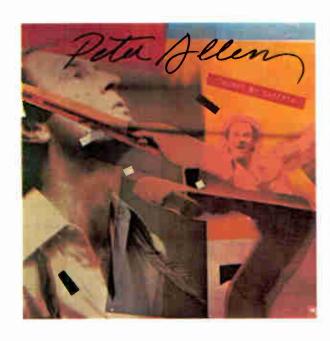
CHICAGO

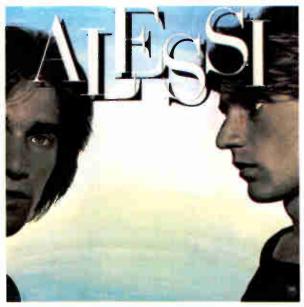
CHICAGO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A'76	O/N'76	J/F′77	A/M'77
WAIT (BM)	4.7	3.3	2.8	1.6	1.4
WBBM (N)	7.0	7.4	7.7	8.3	7.5
WBBM-FM (PA)	2.5	2.2	2.8	2.0	2.3
WBMX (B)	1.5	1.2	2.5	2.8	2.9
WCFL (BM)	3.7	3.2	3,1	3.3	3.1
WCLR (PA)	3.4	2.6	2.9	2.7	3.6
WDAI (A)	2.6	4.4	4.4	2.5	2.9
WFMT (CL)	**	**	.1		.1
WFMT-FM (CL)	1.2	1.5	1.7	1.3	1.3
WFYR (PA)	2.5	2.2	2.4	1.9	2.5
WGCI (B)	.7	1.8	3.0	3.3	3.8
WGN (PA)	12.6	13.4	13.0	13.8	11.3
WIND (PA)	4.1	4.3	3.9	3.9	4.1
WJEZ (C)	**	**	**	**	1.9
WJJD (C)	1.6	2.6	2.0	1.8	i.7
WKQX (A)	**	**	**	3.9	4.2
WLAK (BM)	6.3	3.1	4.8	4.9	4.4
WLOO (BM)	5.9	5.9	6.9	7.8	6.9
WLS (R)	9.8	9.7	7.9	7.9	8.3
WMAQ (C)	5.3	5.6	4.3	4.1	5.2
WMET (R)	**	**	**	3.8	3.1
WVON (B)	3.9	4.1	2.7	2.7	2.5
WXRT (A)	1.0	1.7	1.7	1.0	1.5

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

I WGN 2 WLS 3 WBBM 4 WLOO 5 WMAQ 6 WLAK 7 WKQX 8 WIND 9 WGCI 10 WCLR	f 2 3 4 5 6 7 8 9	WLS 174 WGN 160 WBBM 123 WMAQ 106 WIND 924 WLOO 796 WMET 716 WCFL 677 WLAK 644 WKQX 634	12 97 62 19 88 7 7
18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
I WKQX 2 WLS 3 WGCI 4 WFYR 5 WXRT	I WLS 2 WGCI 3 WBMX 3 WKQX 4 WCLR 5 WBBM-FM	I WGN 2 WLS 3 WKQX 4 WLOO 5 WGCI	I WLS 2 WMET 3 WDAI 4 WGCI 5 WKQX

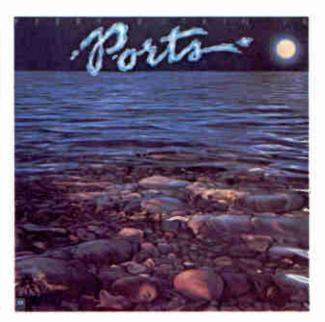


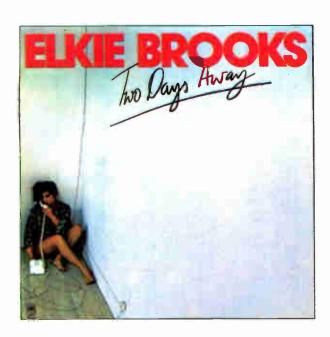


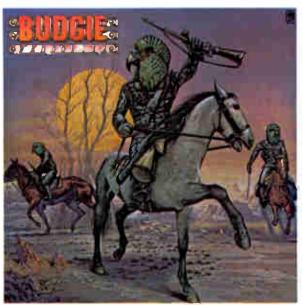




















CHATTANOOGA

CHATTANOOGA 5 BOOK TREND TOTAL PERSONS 12+

WDEF (PA)	17.3	19.6	17.2	19.5	16.3
WDEF-FM (BM)	7.5	4.6	9.7	7.7	9.3
WDOD (C)	11.2	7.7	10.3	9.7	10.5
WDOD-FM (B)	3.3	3.3	4.7	4.0	3.3
WDXB (PA)	4.5	2.7	2.6	2.7	3.8
WEDG (C)	**	**	**	**	1.8
WFLI (R)	8.1	8.5	12.2	10.4	15.5
WGOW (R)	12.2	9.8	8.3	6.6	7.5
WLFA (PA)	1.4	2.1	1.8	1.8	3.0
WMOC (PA)	4.1	2.9	2.8	5.1	3.0
WNOO (B)	11.4	7.1	6.7	7.1	7.3
WSIM (A)	2.9	3.8	3.4	4.9	2.5
WYNQ (BM)	7.1	13.1	8.3	7.7	5.8

TO	OP 5 QUARTER HOUR	T	OP 5 CUME IN	HUNDREDS
1	WDEF	- 1	WFLI	1105
2	WFLI	2	WDEF	1024
3	WDOD	3	WDOD	763
4	WDEF-FM	4	WGOW	723
5	WGOW	5	WDEF-FM	502

1 W 2 W 3 W 3 W 3 W	MEN DOD FLI DXB GOW SIM	18 1 2 3 3 4	-34 WOMEN WFLI WGOW WDOD WNOO WDXB
4 W	YNQ		
5 W	DOD-FM		

18-49 ADULTS	TEENS
1 WDOD	1 WFLI
2 WFLI	2 WGO
3 WDEF	
4 WDEF-FM	
5 WGOW	

WNOO

CINCINNATI

CINCINNATI 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCIN (B)	4.2	4.8	3.9	2.6	3.8
WCKY (PA)	11.1	9.9	8.11	11.0	9.6
WEBN (A)	4.5	9.3	8.0	9.1	8.5
WKRC (PA)	9.4	8.6	6.8	8.2	7.4
WKRQ (R)	6.4	7.7	8.9	12.2	9.2
WLQA (BM)	3.4	2.9	4.4	5.2	4.6
WLW (PA)	18.5	16.2	18.0	15.7	17.3
WNOP (B)	1.1	1.5	.5	.9	1.6
WSAI (R)	13.1	9.5	8.7	9.8	8.1
WSAI-FM (R)	3.5	2.3	3.1	2.2	2.4
WUBE (C)	1.6	1.7	2.9	2.2	2.9
WUBE-FM (C)	2.7	2.8	2.7	2.4	4.3
WWEZ (BM)	10.5	9.8	9.1	7.8	8.4

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS

1	WLW	1 WLW	4602
2	WCKY	2 WSAI	3053
3	WKRQ	3 WKRQ	2475
4	WEBN	4 WKRC	2365
5	WWEZ	5 WCKY	2025
6	WSAI	6 WEBN	1775
7	WKRC	7 WWEZ	1698
8	WLQA	8 WCIN	911
9	WUBE-FM	9 WSAI-FM	901
10	WCIN	10 WUBE-FM	787
18	.34 MEN	18-34 WOMEN	

1	WEBN	1	WEBN
2	WKRQ	2	WSAI
_		_	
3	WLW	3	WKRQ
4	WSAI	4	WWEZ
5	WSAI-FM	5	WKRC
		5	WLW
19	2T HIGA 614		

18-49	ADULTS	

5	WSAI-FM	5 5	WLW
18	-49 ADULTS	_	
		TE	ENS
1	WLW		
2	WEBN	1	WKRQ
3	WWEZ	2	WSAI
4	WKRQ		
4	WSAI		
5	WKRC		

LEGEND

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

CLEVELAND

A/M'76 J/A'76 O/N'76 J/F'77 A/M'77

CLEVELAND 5 BOOK TREND TOTAL PERSONS 12+

		,		-,	,
WABQ (B)	1.5	**	1.1	2.3	1.8
WCLV (CL)	1.1	**	2.8	2.9	1.3
WDMT (C)	1.1	**	2.6	2.2	2.1
WDOK (PA)	7.7	**	9.4	8.3	7.9
WERE (N)	5.4	**	5.9	6.1	7.1
WGAR (PA)	7.7	**	6.1	7.8	5.6
WGCL (R)	4.8	**	6.3	6.8	4.5
WHK (C)	6.4	**	6.9	8.0	10.8
WJMO (B)	4.3	**	4.7	4.6	3.6
WJW (PA)	4.8	**	5.6	6.3	5.5
WKSW (BM)	4.1	**	6.0	4.3	4.4
WLYT (R)	3.8	**	2.1	1.7	2.1
WMGC (PA)	**	**	2.8	1.8	2.4
WMMS (A)	9.7	**	6.4	6.0	7.5
WQAL (PA)	7.8	**	7.9	8.6	7.5
WWWE (PA)	8.6	**	5.6	6.8	5.5
WWWM (A)	3.2	**	3.6	4.3	6.0
WZZP (R)	**	**	**	**	3.8

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS

1	WHK	1	WERE	3069
2	WDOK	2	WGAR	3053
3	WMMS	3	WHK	3048
3	WQAL	4	WWWE	3009
4	WERE	5	WDOK	
5	WWWM	6		2568
6	WGAR	-	WQAL	2409
		7	WMMS	2286
7	MJM	8	WGCL	2157
7	WWWE	9	WJW	
8	WGCL	_		1983
_		10	WZZP	1796
9	WKSW			
10	WZZP			

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
	I O O T I TO I I LI	10-49 ADULIS	I E E IA 2

					MOOLIG		140
1 2 3 4 5	WMMS WWWM WGAR WGCL WZZP	1 2 3 4 5	WMMS WGAR WWWM WQAL WGCL	2 W 3 W 4 W	MMS QAL GAR HK WWM	1 2 2 3 4	WWWN WGCL WZZP WMMS WJMO

COLUMBIA, S.C.

COLUMBIA SC 5 BOOK TREND TOTAL PERSONS 12+

A/M'75 O/N'75 A/M'76 O/N'76 A/M'77

5 WBNS

5 WCOL-FM

WCAY (C) 7.2 7.2 WCOS (R) WCOS-FM (A) 11.2 4.9 12.5 21.9 9.8 WIS (PA) 13.5 2.6 WNOK (R) 2.8 12.1 WNOK-FM (R) WOIC (B) 18.2 5.8 6.1 6.5 WQXL (RL) WSCQ (BM) WXRY (BM) 1.6 4.3 .7 9.6 II.3 7.7 WZLD (PA) 8.9 WWDM (B)* 4.7

TOP 5 QUARTER HOUR 1 WNOK-FM 2 WIS 3 WXRY 4 WCOS-FM	TOP 5 CUME IN H 1 WIS 2 WNOK-FM 3 WCOS 4 WCOS-FM	953 751 651 649
5 WZLD	5 WZLD	550

18	3-34 MEN	- 18	3-34 WON
1	WNOK-FM	1	WZLD
2	WZLD	2	WNOK-
3	WIS	3	WXRY
4	WSCQ	4	WCOS-F
5	WCOS	4	WIS
5	WCOS-FM	4	WQXL
		4	WWDM

OMEN	18	49 ADULTS	TE	EENS
D	1	WNOK-FM	1	WNOK-FM
K-FM	2	WZLD	2	wcos
Υ	3	WCOS-FM	3	WOIC
S-FM	4	WIS		
	5	WXRY		
L				
8.6				



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COLUMBUS, OH

COLUMBUS, OH. 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WBNS (PA)	9.0	8.0	8.2	9.0	7.0
WBNS-FM (BM)	11.1	8.3	11.0	9.5	13.3
WCOL (R)	13.7	13.1	10.9	9.5	8.2
WCOL-FM (A)	4.5	5.6	5.8	7.8	5.4
WHOK (PA)	1.6	1.9	1.5	1.5	1.0
WHOK-FM (C)	2.5	1.6	1.3	2.9	2.8
WLVQ (A)	**	**	**	**	4.4
WMNI (C)	8.1	6.6	6.5	4.1	6.1
WMNI-FM (PA)	2.1	.8	1.7	.8	2.2
WNCI (R)	6.8	7.6	11.8	11.2	13.0
WNRE (PA)	**		.l	**	J
WNRE-FM (PA)	1.0	.5	.8	.7	i.i
WRFD (PA)	2.7	3.4	1.8	2.9	1.9
WTVN (PA)	11.9	17.4	12.1	15.5	14.0
WVKO (B)	3.0	4.9	3.7	4.8	3.6
WVKO-FM (B)	1.6	.8	3.2	2.0	3.0
WLW (PA)*	3.7	1.9	3.4	1.3	2.7

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 WTVN 2 WBNS-FM 3 WNCI 4 WCOL 5 WBNS	1 WNCI 2485 2 WTVN 2456 3 WCOL 2285 4 WBNS-FM 2155 5 WBNS 2011
18-34 MEN	18-34 WOMEN
1 WCOL-FM 2 WNCI 3 WLVQ 4 WCOL 5 WBNS 5 WTVN	1 WNCI 2 WTVN 3 WCOL 4 WBNS 5 WBNS-FM 5 WCOL-FM
18-49 ADULTS	TEENS
1 WTVN 2 WNCI 3 WBNS-FM 4 WCOL	1 WNCI 2 WCOL

DALLAS-FT. WORTH

DALLAS-FT. WORTH 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M′77
KAFM (A)	1,3	1.6	2.1	1.8	1.5
KBOX (C)	5.1	4.3	5.I	5.2	3.8
KESS (S)	**	**	**	**	1.5
KFJZ (R)	2.1	2.2	2.1	2.1	2.1
KFJZ-FM (R)	**	**	**	1.2	4.6
KFWD (A)	2.0	2.4	3.0	3.7	3.1
KKDA (B)	4.8	4.5	2.8	1.6	2.4
KKDA-FM (B)	**	**	3.3	3.5	3.3
KLIF (R)	8.7	5.6	4.1	3.6	4.3
KMEZ (BM)	**	**	**	5.0	4.6
KNOK (B)	3.4	2.7	2.0	1.8	1.6
KNOK-FM (B)	3.2	3.2	2.1	2.3	2.5
KNUS (R)	4.1	6.0	6.5	6.1	4.4
KOAX (BM)	6.2	5.7	7.1	5.6	5.9
KPLX (PA)	2.2	2.1	.9	1.8	3.9
KRLD (PA)	7.7	10.0	7.0	9.4	5.2
KSCS (C)	3.6	3.7	4.0	3.9	5.3
KVIL (R)	1.0	.9	1.2	1.2	1.8
KVIL-FM (R)	5.2	6.I	7.7	8.9	7.4
KZEW (A)	3.9	3.3	3.9	4.3	3.9
WBAP (C)	11.8	13.1	11.5	10.0	12.3
WFAA (N)	4.9	3.0	3.3	2.6	2.9
WRR (N)	.6	1.6	2.3	2.1	1.8
WRR-FM (CL)	.9	1.1	2.1	1.2	1.8

TOP 10 CUME IN HUNDREDS TOP 10 OLIARTER HOUR

TOP TO GOARTER HOOK	TOP TO COME IN	HUNDRED
1 WBAP 2 KVIL-AM-FM 3 KOAX 4 KSCS 5 KRLD 6 KFJZ-FM 6 KMEZ 7 KNUS 8 KLIF 9 KPLX 9 KZEW	1 WBAP 2 KVIL-AM-FM 3 KLIF 4 KRLD 5 KNUS 6 KOAX 7 KFJZ-FM 8 KSCS 9 KZEW 10 KMEZ	5259 3679 3389 3364 2460 2233 2218 2090 2052 1972
18-34 MFN	18-34 WOMEN	

18-34 MEN		18	3-34 WOMEN
1	KZEW	1	KVIL-AM-FN
2	KVIL-AM-FM	2	KNUS
2	KFWD	3	KSCS
4	WBAP	4	KNOK-FM
5		5	KLIF
18	49 ADULTS	TE	ENS
		1	KFJZ-FM
1	KVIL-AM-FM	2	
2	WBAP	3	
3		4	
4	KNUS	4	
5	KRLD	4	KZEW
2	KHLD		

DAVENPORT

DAVENPORT-ROCK ISLAND-MOLINE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KIIK (R)	11.4	**	10.0	**	13.1
KRVR (BM)	12.9	**	10.9	**	12.4
KSTT (R)	14.3	**	13.2	**	15.7
KWNT (C)	3.8	**	2.9	**	3.0
WEMO (R)	**	**	1.3	**	2.1
WHBF (C)	9.0	**	12.3	**	11.8
WHBF-FM (A)	1.0	**	4.5	**	1,6
WHTT (PA)	**	**	2.9	**	1,4
WKEI (PA)	2.4	**	1.8	**	1.2
WOC (PA)	12.6	**	12.9	**	12.7
WQUA (PA)	10.0	**	8.7	**	7.6
WGN (PA)*	3.3	**	2.7	**	2.5
WLS (R)*	4.0	**	2.9	**	3.2

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS

1	KSTT	1 KSTT	1121
2	KIIK	2 KIIK	913
3	woc	3 WHBF	906
4	KRVR	4 WOC	811
5	WHBF	5 WQUA	746

18	-34 MEN	18	-34 WOMEN	18	-49 ADULTS	 ENS KSTT
•	KSTT KIIK	•	KIIK KSTT	•	KSTT KIIK	KIIK

3	KQUA	3	WQUA	3	KRVR
4	KRVR	3	WLS	4	WQUA
4	KWNT	4	WHBF	5	WHBF
5	WHRE				

DAYTON

DAYTON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAVI (N)	5.3	8.7	6.8	10.3	8.9
WDAO (B)	6.0	6.1	7.8	5.1	7.9
WHIO (PA)	17.1	16.2	17. 9	13.2	16.9
WHIO-FM (BM)	15.7	10.6	10.7	14.6	10.9
WING (R)	9.4	9.6	10.9	13.3	10.3
WONE (C)	8.4	9.1	10.1	9.5	11.11
WPTW-FM (PA)	2.0	1.6	1.1	2.2	2.4
WTUE (A)	7.4	6.1	5.7	6.8	6.7
WVUD (A)	8.3	8.9	7.1	6.8	3.5
WLW (PA)*	5.0	4.8	4.9	2.7	4.1

TOP 5 OUARTER HOUR	TOP 5 CUME IN HUNDREDS

-					
1	WHIO	1		WHIO	2478
2	WONE	2	2	WING	1985
3	WHIO-FM	3	3	WHIO-FM	1461
4	WING	4	ļ	WONE	1407
5	IVAW	5	5	WTUE	1073
	04.454	40.04.004511			
18	-34 MEN	18-34 WOMEN		18-49 ADULTS	TEENS

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS	
1 WTUE	1 WING	1 WHIO	1 WING	

18-34 IVIEIN	18-34 VVOIVIEIV	18-49 ADUL 13	1 WIN
1 WTUE 2 WDAO 3 WING 4 WVUD 5 WHIO 5 WONE	1 WING 2 WDAO 3 WONE 4 WHIO 5 WHIO-FM 5 WTUE	1 WHIO 2 WING 3 WONE 4 WDAO 5 WTUE	2 WTC

DENVER

DENVER-BOULDER 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
	.9	.9	.5	1.1	1.4
	**	**	**	2.9	3.4
	6.0	3.7	3.6	4.3	6.8
Γ)	2.4	2.5	3.3	1.9	2.7

KADE (R)	.9	.9	.5	1.1	1.4
KAZY (A)	.9	.9 **	**	2.9	3.4
			2.0		
KBPI (A)	6.0	3.7	3.6	4.3	6.8
KDEN (N/T)	2.4	2.5	3.3	1.9	2.7
KDKO (B)	1.1	.7	1.3	2.0	1.4
KERE (C)	3.0	4.8	3.1	2.9	3.4
KFSC (S)	**	.7	.7	.6	1.5
KHOW (PA)	8.7	9.4	12.7	9.6	7.7
KIMN (R)	4.5	5.9	5.7	5.9	4.5
KIMN-FM (A)	.4	2.0	1.9	3.6	2.8
KLAK (C)	5.1	3.1	3.1	3.9	4.1
KLAK-FM (C)	.6	.8	.4	1.0	1.7
KLIR (BM)	8.5	7.4	6.9	7.1	9.9
KLZ (PA)	5.5	3.4	3.2	3.7	2.8
KOA (PA)	7.6	9.2	8.3	9.7	7.4
KOAQ (R)	4.7	7.1	4.0	3.8	2.1
KOSI (BM)	6.2	5.3	5.0	3.6	5.4
KOSI-FM (BM)	5. 9	4.9	5.7	4.8	6.4
KRKS (RL)	1.6	1.0	.8	1.1	1.1
KTLK (R)	5.0	5.3	3.8	4.6	5.6
KVOD (CL)	3.3	3.4	4.1	3.2	2.9
KWBZ (T)	**	1.2	2.2	1.8	2.8
KXKX (R)	**	**	8.2	6.9	5.0



	P 10 QUAF	RTE	R HOUR	TOF	10 CUME IN H	UNI	DREDS
1	KLIR			1	KOA		2668
2	KHOW			2	KTLK		2255
3	KOA			3	KHOW		2158
4	KBPI			4	KIMN		2145
5	KOSI-FM			5	KLIR		2048
6	KLAK-AM	-FN	1	6	KXKX		1782
7	KTLK			7	KOSI-FM		1611
8	KOSI			8	KOSI		1598
9	KXKX			9			
10				_	KLAK-AM-FM		1573
10	KIIVIIV			10	KBPI		1403
18.	34 MEN	10	-34 WOMEN	10	-49 ADULTS		ENIC
1	KBPI						ENS
•		1	KHOW	1	KHOW	1	KTLK
2	KAZY	2	KBPI	2	KBPI	2	KXKX
3	KHOW	3	KIMN	3	KLIR	3	KBPI
4	KIMN	4	KXKX	4	KLAK-AM-FM		
5	KIMN-FM	5	KIMN-FM	5	KIMN		

DES MOINES

DES MOINES 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KCBC (PA)	5.5	3.4	5.3	4.3	5.3
KDMI (RL)	1.7	.9	2.5	1.6	2.1
KGGO (R)	6.7	6.3	8.7	6.6	9.0
KIOA (R)	17.5	14.9	12.9	12.2	10.1
KMGK (R)	**	* *	4.2	3.2	6.4
KLYF (BM)	12.7	13.8	13.2	14.6	14.1
KRNQ (R)	2.7	5.7	7.3	7.2	4.8
KRNT (PA)	10.7	14.7	13.2	13.0	14.9
KSO (C)	11.5	11.8	9.2	12.8	11.2
WHO (PA/C)	18.7	14.7	12.9	14.4	15.7
TOP 5 QUART	ER HOUR	TOP 5 C	UME IN H	UNDRED	s

	,, , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
1	WHO	1	KIOA	940
2	KRNT	2	WHO	839
3	KLYF	3	KRNT	810
4	KSO	4	KLYF	659
5	KIOA	5	KSO	580
18	34 MEN	18-34 WOMEN	18-49 ADL	ILTS TEENS

18-34 MEN 1 KCBC 2 KIOA 3 KGGO 3 KMGK 3 KSO 4 WLYF 5 KRNO 5 KRNT	18-34 WOMEN 1 KIOA 2 KGGO 3 KLYF 4 KRNQ 5 KMGK 5 KRNT	18-49 ADULTS 1 KIOA 1 KLYF 1 KRNT 2 KSO 3 KGGO 4 KCBC 5 KMGK 5 WHO	TEENS 1 KGGO 2 KIOA 2 KMGK 3 KRNQ
------------------------------------------------------------------	-------------------------------------------------------	--------------------------------------------------------------------	-----------------------------------------------

DETROIT

DETROIT 5 BOOK TREND TOTAL PERSONS 12+

	A/M*76	J/A'76	O/N'76	J/F*77	A/M"
CKLW (R)	6.3	6.2	5.9	5.9	4.7
CKLW-FM (C)	1.6	.9	1.3	1.0	1.0
WABX (A)	2.6	3.0	3.4	3.6	2.6
WCAR (N)	1.6	2.5	2.0	2.7	2.5
WCHB (B)	4.8	4.1	2.8	3.4	2.5
WDEE (C)	4.4	2.8	3.6	3.8	3.1
WDRQ (R)	4.3	4.0	6.5	3.6	5.8
WGPR (B)	1.4	เ.9	1.6	1.7	1.1
WJLB (B)	2.8	3.3	3.7	3.9	4.1
WJR (PA)	15.1	19. 1	14.4	13.4	14.1
WJR-FM (BM)	3.9	3.4	4.1	5.0	5.6
WJZZ (B)	2.6	3.8	1.5	2.2	2.1
WLDM (BM)	.8	1.2	.8	.9	1.2
WMJC (PA)	4.4	3.4	3.3	3.6	4.2
WNIC (BM)	1.2	1.6	1.7	1.0	1.2
WNIC-FM (R)	.8	2.6	3.6	3.6	3.2
WOMC (PA)	4.5	3.5	4.2	3.7	3.3
WRIF (A)	6.2	6.7	6.4	6.7	7.3
WWJ (N/T)	5.1	5.7	7.7	6.9	6.1
WWJ-FM (BM)	5.1	3.8	4.6	4.3	4.0
WWWW (A)	2.5	1.9	<u>ı</u> .3	1.6	2.9
WXYZ (R)	5.0	4.4	5.5	6.7	5.5

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS

1	WJR	1	WJR	11813
2	WRIF	2	CKLW	7358
3	WWJ	3	WRIF	7159
4	WDRQ	4	WXYZ	7022
5	WJR-FM	5	WDRQ	6428
6	WXYZ	6	WWJ	6006
7	CKLW	7	WJR-FM	4615
8	WMJC	8	WNIC-FM	4112
9	WLJB	9	WWJ-FM	4107
	MWJ-FM	10	WJLB	3971

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 2 3 4 5	WRIF WWWW WDRQ WJR WXYZ	1 2 3 4 4 5	WMJC WRIF WXYZ CKLW WNIC-FM WDRQ	1 2 3 4 5	WJR WRIF WXYZ WMJC WDRQ	1 2 3	WRIF WDRQ CKLW
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ELPASO

EL PASO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAMA (S)	16.5	18.3	7.5	13.7	16.0
KAMA-FM (S)	**	**	3.1	3.7	4.2
KELP (R)	9.2	7.6	6.3	9.7	7. 9
KEZB (BM)	5.1	6.2	5.8	3.7	7.3
KHEY (C)	10.7	12.5	11.5	9.9	10.7
KINT (R)	2.2	2.9	2.5	3.9	3.6
KINT-FM (R)	10.3	9.0	10.6	11.6	11.5
KPAS (A)	**	**	**	2.8	2.2
KSET (PA)	1.9	3.1	2.1	2.5	1.2
KSET-FM (C)	.6	3.5	.6	.7	1.6
KTSM (N)	1.1	4.9	2.7	5.1	5. 9
KTSM-FM (R)	3.6	3.5	4.0	4.2	6.5
XEJ (PA)	.4	1.2	5.8	1.8	1.4
XROK (R)	11.8	7.0	13.4	9.5	6.5

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 KAMA-AM-FM 2 KINT-AM-FM 3 KHEY 4 KELP 5 KEZB	1 KINT-AM-FM 910 2 KELP 897 3 XROK 799 4 KAMA-AM-FM 697 5 KHEY 606
18-34 MEN	18-34 WOMEN
1 KINT-AM-FM 2 KELP 3 KAMA-AM-FM 4 KTSM-FM 5 KHEY 5 KPAS 5 XROK	1 KINT-AM-FM 2 KAMA-AM-FM 3 KELP 4 XROK 5 KTSM-FM

18-49 ADULTS TEENS

3	KAMA-AM-FM KINT-AM-FM KELP KTSM-FM XROK	_	KINT-AM-FN XROK KTSM-FM KELP
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EUGENE

EUGENE-SPRINGFIELD 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KASH (N)	5.4	6.3	1.4	5.3	2.4
KATR (PA)	4.8	3.5	.7	1.1	3.8
KBDF (R)	10.2	9.0	15.0	16.0	18.2
KEED (C)	11.5	7.3	11.9	9.9	8.7
KFMY (BM)	4.2	2.1	4.5	3.2	2.8
KORE (PA)	.6	3.1	2.1	1.1	3.5
KPNW (PA)	12.5	11.5	13.6	13.5	13.3
KPNW-FM (BM)	11.2	9.0	6.6	7.4	10.5
KSND (BM)	**	2.8	2.8	3.2	3.1
KUGN (PA)	18.2	21.5	22.4	17.0	17.5
KZEL (A)	8.3	5.2	4.2	7.1	5.2

	KZE	EL (A)	8.3	5.2	2	4.2	7.1		5.2
/1' 77	1 2 3 4	OP 5 QUARTEF KBDF KUGN KPNW KPNW-FM KEED	RHOUR	T(1 2 3 4 5	OP 5 CU KUGI KBDF KPNW KEED KPNW	N : :		735 670 528 492 347	S
	18 1 2 3 4 4 4 5	-34 MEN KBDF KUGN KZEL KFMY KSND KPNW KPNW-FM		18 1 2 3 4 5	34 WO KBDF KUGN KPNW KZEL KPNW				
	1 2 3 4	-49 ADULTS KUGN KBDF KPNW KPNW-FM KZEL KEED		1	EENS KBD	F			

FLINT

FLINT 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAMM (B)	6.0	**	9.9	**	6.7
WFDF (PA)	13,3	**	10.7	**	12.6
WGMZ (PA)	11.5	**	9,9	**	9.6
WKMF (C)	7.8	**	10.1	**	7.5
WOAP (PA)	3.0	**	2.5	**	3.8
WOAP-FM (PA	A) .5	**	.9	**	1.5
WTAC (R)	8,1	**	8.8	**	6.0
WTRX (PA)	5.9	**	7.5	**	6.7
WWCK (A)	6.3	**	5.1	**	7.3
WGER (PA)	5.0	**	.7	**	5.2
WHNN (R)	2.1	**	4.0	**	4.2
WJR (PA)	8.7	**	8.8	**	10.1
WWWS (PA)	**	**	1.6	**	3.1

TOP 5 QUARTER HOUR	TOP 5 CUME IN HU	NDREDS
1 WFDF	1 WFDF	1109
2 WJR	2 WTAC	1075
3 WGMZ	3 WTRX	873
4 WKMF	4 WJR	
5 WWCK	5 WWCK	725
		861 725

18	-34 MEN	18	-34 WOMEN	18	-49 ADULTS	TE	ENS
1	WWCK	1	WFDF	1	WFDF	1	WTAC
2	WHNN	2	WWCK	1	WGMZ	2	WAMM
3	WFDF	3	wwws	2	WWCK	3	WWCK
4	WTAC	4	WTRX	3	WTRX		
5	WGMZ	5	WAMM	3	WJR		
		5	WGMZ	4	WAMM		
		5	WTAC	5	WGER		
		5	WGER	5	WHNN		

FT. LAUDERDALE

FT. LAUDERDALE-HOLLYWOOD 5 BOOK TREND TOTAL PERSONS 12+

	A/M·/5	O/N. /2	A/M. /6	O/N-76	A/M:77
MANAGE (BI)	2.6	2.5	2.1	1.4	1.3
WAVS (N)	2.6	2.5			
WAXY (O)	1.4	2.5	3.2	3.9	3.7
WCKO (B)	**	2.8	.9	1.2	2.6
WFTL (PA)	9.7	5.0	7.3	6.1	8.4
WGLO (PA)	5.2	5.5	2.1	4.8	7.3
WGMA (C)	3.1	2.0	2.0	2.2	3.2
WHYI (R)	7.5	9.0	7.8	5.9	10.3
WLOD (BM)	3.9	2.8	2.9	3.1	1.0
WRBD (B)	1,3	3.7	5.4	3.5	4.0
WSHE (A)	4.1	5.4	4.0	5.6	6.4
WAIA (BM)*	3.1	5.2	3.6	4.9	5.0
WGBS (PA)*	4.0	1.9	4.0	3.2	2.9
WINZ (N)*	1,3	3.7	4.4	4.9	5.0
WINZ-FM (A)	* **	3.7	2.6	5.3	4.0
WIOD (PA)*	7.0	7.5	5.4	4.6	3.6
WLYF (BM)*	18.9	12.4	15.9	13.1	11.5
WMJX (R)*	**	1.9	3.1	4.4	3.4
WYOR (BM)*	1.3	**	3.2	3.1	3.5

TOP TO GOARTER TIOON TOP TO COME IN HONDREDS	TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS
----------------------------------------------	---------------------	--------------------------------

		_		
1	WLYF	1	WLYF	2170
2	WHYI	2	WHYI	2130
3	WFTL	3	WGLO	1295
4	WGLO	4	WFTL	1187
5	WSHE	5	WINZ	1051
6	WAIA	6	WAXY	973
6	WINZ	7	WMJX	972
7	WRBD	8	WSHE	967
7	WINZ-FM	9	WIOD	840
8	WAXY	10	WAIA	744
9	WIOD			
10	WMJX			

18-34 MEN	18-34 WOME

18-34 MEN	18-34 WOMEN
1 WSHE 2 WINZ-FM 3 WAIA 4 WAXY 5 WHYI	1 WHYI 2 WAIA 3 WAXY 4 WSHE 5 WINZ-FM

18-49 ADULTS	TE	ENS
1 WSHE 2 WHYI 3 WAIA 4 WLYF 5 WAXY	1 2 3	MCKO MW1X MHAI

LEGEND

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

FT. WAYNE

FT. WAYNE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCMX (C)	1.1	1.2	.7	1.3	2.1
WFWR (C)	3.0	4.3	3.3	1.8	4.7
WGL (PA)	5.0	5.9	4.6	4.6	3.0
WIFF (N)	1.8	2.1	1.3	2.1	1.2
WLYV (C)	7.1	5.4	4.0	7.5	6.8
WMEE (R)	18.0	15.6	14.8	14.7	15.2
WMEF (PA)	21.9	17.7	21.7	17.5	18.9
WOWO (PA)	20.1	23.9	25,4	24.0	21.4
WPTH (R)	11.4	12.1	11.1	13.9	14.5
WXKE (R)	**	**	**	1.3	1.9

TOP 5 QUARTER HOUR 1 WOWO 2 WMEF 3 WMEE 4 WPTH 5 WLYV	TOP 5 CUME IN 1 WOWO 2 WMEE 3 WMEF 4 WPTH 5 WGL	HUNDREDS 1656 1156 865 831 447
-------------------------------------------------------	----------------------------------------------------------------	-----------------------------------------------

18-34 M 1 WPT 2 WME 2 WOW 3 WME 4 WFW 4 WLY	H EE VO EF /R	18 1 2 3 4 5	3-34 WOME WPTH WMEE WMEF WOWO WLYV

18	-49 ADULTS	-	EENS
		- 11	E [142
1	wowo	1	WMEE
2	WPTH	2	WPTH
3	WMEF	_	
4	WMEE		
5	WLYV		

FRESNO

FRESNO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KARM (C)	2.0	3.2	3.1	2.4	4.4
KBIF (RL)	.9	.8	1.0	.3	1.1
KFIG (A)	7.4	5.8	5.0	3.8	5.6
KFRE (PA)	9.0	8.5	8.4	8.1	7.4
KFRY (BM)	**	1.7	3.1	2.2	1.9
KFYE (A)	6.3	6.0	5.5	5.0	3.9
KGST (S)	3.9	4.3	3.3	6.2	2.1
KIRV (BM)	.9	1.7	**	.9	1.4
KKNU (BM)	13.5	12.5	13.8	13.9	8.9
KLIP (B)	2.2	2.7	2.1	5.2	3.5
KMAK (C)	9.0	7.0	12.8	8.3	5.3
KMJ (PA)	8.3	10.1	9.2	10.0	10.2
KMJ-FM (CL)	1.4	.5	1.7	1.5	1.6
KXEX (S)	2.9	4.0	2.1	1.9	3.3
KYNO (R)	14.4	14.0	14.3	12.6	16.3
KYNO-FM (A)	**	**	4.2	6.9	8.1
KIOY (R)*	**	**	**	**	6.0

KIOT (III)		
TOP 5 QUARTER HOUR 1 KYNO 2 KMJ 3 KKNU 4 KYNO-FM 5 KFRE	TOP 5 CUME IN HUNDREI 1 KYNO 1287 2 KMJ 902 3 KFRE 758 4 KKNU 611 5 KYNO-FM 569	
18-34 MEN 1 KYNO 2 KYNO-FM 3 KFIG 4 KIOY 5 KMJ	18-34 WOMEN 1 KYNO 2 KYNO-FM 3 KFIG 4 KFRE 5 KLIP	

18	49 ADULTS	TE	ENS
1	KYNO	1	KYNO
2	KYNO-FM	2	KIOY
3	KFIG	3	KYNO-FN
3	KFRE		
4	KMJ		
5	KKNU		

GRAND RAPIDS

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCUZ (C)	11.1	5.9	6.5	5.8	7.0
WFUR (PA)	1.6	2.8	.7	2.2	1.4
WFUR-FM (PA)	2.9	4.1	3.8	2.6	4.2
WGHN (PA)	1.1	.9	.9	2.0	1.4
WGRD (R)	4.6	3.8	2.6	4.2	4.5
WGRD-FM (R)	9.7	6.7	8.5	8.11	9.2
WHTC (PA)	1.1	2.7	2.4	1.6	1.7
WJBL-FM (RL)	2.4	1.7	3.3	.4	1.9
WJFM (PA)	1.9	1.4	1.6	2.2	2.7
WLAV (R)	3.4	5.5	3.3	2.9	3.7
WLAV-FM (A)	4.0	8.4	5.7	8.3	4.8

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WMAX (N)	.8	1.3	1.1	3.6	1.6
WMLW (PA)	**	**	**	**	4.1
WOOD (PA)	14.9	16.7	18.8	17.4	13.1
WOOD-FM (BM)	12.2	11.7	9.8	14.1	15.8
W77M (R)	49	45	C I	5.5	6.9

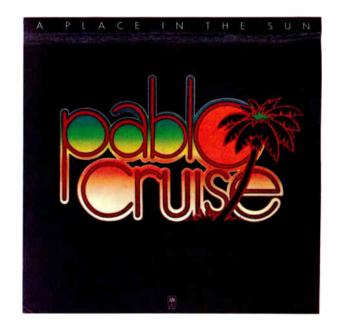
TOP 5 QUARTER HOUR	TOP 5 CUME IN HUN	IDREDS
1 WOOD-FM	1 WGRD-AM-FM	1652
2 WGRD-AM-FM	2 WOOD	1422
3 WOOD	3 WOOD-FM	1353
4 WCUZ	4 WLAV	930
5 WZZM	5 WCUZ	901

18	3-34 MEN	18	-34 WOMEN
1	WGRD-AM-FM	1	WFRD-AM-FM
2	WOOD-FM	2	WOOD
3	WLAV-FM	3	WMLW
4	WCUZ	3	WOOD-FM'
4	WZZM	4	WZZM
5	WLAV	5	WCUZ
5	WOOD	5	WLAV-FM

8-49 ADULTS WOOD-FM WGRD-AM-FM WOOD WCUZ WZZM	TEENS 1 WGRD-AM-FM 2 WZZM 3 WLAV-FM
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GREENVILLE-SPARTANBURG, SC 5 BOOK TREND TOTAL PERSONS 12+

	A/W /5	O/N /5	A/W /6	O/N /6	A/Wi /
WASC (PA)	.5	**	**	**	4.3
WCKI (RL/C)	0.1	**	.8	**	1.2
WESC (C)	8.3	**	7.7	**	8.1
WESC-FM (C)	2.2	**	2.7	**	3.4
WFBC (PA)	11.3	**	12.5	**	11.6
WFBC-FM (PA)	16.8	**	12.8	**	17.8
WHYZ (B)	9.6	**	7.7	**	7.4
WKDY (C)	2.2	**	2.1	**	1.4
WORD (R)	13.7	**	13.7	**	9.8
WQOK (A)	8.6	**	10.2	**	7.0
WSPA (PA)	6.1	**	6.5	**	5.2
WSPA-FM (BM)	4.6	**	4.1	**	13.7



1 2 3 4	OP 5 QUARTER HOUR WFBC-FM WSPA-FM WFBC WORD	1	WEBC-FM WFBC-FM WSPA-FM WQOK	1497 1336 910 882
5	WESC	5	WORD	819

		40.04.00451
		18-34 WOMEN
18	3-34 MEN	1 WFBC-DM
1	WFBC-FM	2 WORD
2	WESC	2 WASC
3	WFBC	3 WHYZ
4	WHYZ	4 WQOK
5	WORD	5 WFBC

18-49 ADULTS 1 WFBC-FM 2 WSPA-FM 3 WORD 4 WESC 4 WFBC 5 WHYZ	TEENS 1 WQOK 2 WORD 3 WFBC 4 WHYZ 5 WFBC-FM
--------------------------------------------------------------	---------------------------------------------

HARTFORD

A/M'75 O/N'75 A/M'76 O/N'76 A/M'77

3.4

2.8

3.0

HARTFORD-NEW BRITAIN 5 BOOK TREND **TOTAL PERSONS 12+**

HOUSTON

					-	4 WHEZ	4 WTCR
HOUSTON-GALV	ESTON 5	воок т	REND TO	TAL PERS	ONS 12+	5 WAMX	5 WHEZ
KAUM (A) KCOH (B) KENR (C) KFMK (CL) KIKK (C) KIKK-FM (C)	A/M'75 1.0 2.6 7.4 ** 2.8 2.3	O/N'75 3.6 3.4 5.3 .5 3.2 3.9	A/M'76 3.3 3.5 6.6 .9 1.8 3.3	O/N'76 3.9 2.8 3.9 I.0 2.0 4.5	A/M'77 I.7 I.3 6.5 I.0 2.2 6.0	18-34 MEN 1 WKEE-AM-FM 2 WAMX 3 WGNT 4 WCMI 5 WTCR	18-34 WOMEN 1 WKEE-AM-FM 2 WGNT 2 WTCR 3 WAMX 3 WWHY 4 WHEZ
KILT (R) KILT-FM (R) KLEF (CL) KLOL (A) KMJQ (B) KNUZ (C) KODA (BM) KODA-FM (BM) KPRC (N/T)	5.7 3.7 1.9 3.0 ** 2.4 1.8 4.3 7.9	7.2 3.4 2.9 3.1 ** 3.1 1.3 3.4 5.8	6.I 4.8 I.8 5.5 ** I.4 I.5 2.9 4.8	7.7 4.2 2.2 3.3 ** 2.1 2.2 3.1 4.4	5.7 4.8 1.3 2.7 8.6 1.8 1.3 2.9 5.7	18-49 ADULTS 1 WKEE-AM-FM 2 WGNT 3 WTCR 4 WAMX 5 WHEZ	TEENS 1 WAMX 2 WKEE-AM-FM 3 WGNT
KQUE (PA) KRBE (R) KRLY (R) KTRH (N/T) KULF (PA) KXYZ (PA) KYND (BM) KYOK (B)	3.2 7.7 I.I 7.I 4.3 3.2 6.5 8.0	2.3 6.5 1.7 9.6 2.8 1.9 8.8 5.6	3.4 6.3 2.2 7.3 2.9 4.9 9.5 3.7	5.1 6.2 4.5 7.1 2.9 3.0 8.4 4.7	3.0 6.5 5.3 7.6 3.0 2.0 9.0 3.3	INDIA INDIANAPOLIS 5 BOOK	NAPOL K TREND TOTAL PER

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCCC (A)	.9	1.2	.9	.8	2.6
WCCC-FM (A)	1.4	1.8	1.7	2.1	2.4
WDRC (R)	8.9	8.7	8.8	9.4	8.9
WDRC-FM (R)	4.8	7.8	6.7	4.4	4.8
WEXT (C)	1.9	2.5	1.8	1.6	1.1
WHCN (A)	2.9	3.3	3.2	2.2	2.3
WINF (PA)	1.3	.6	.7	.9	1.5
WKND (B)	2.6	2.0	3.3	2.9	2.7
WKSS (B)	7.6	6.4	7.0	8.0	6.2
WPOP (N)	4.7	2.3	3.3	2.5	2.9
WRCH (BM)	8.9	8.3	9.0	7.9	9.4
WRCQ (R)	4.2	5.3	5.0	4.7	6.7
WRYM (S)	.7	1.5	.5	.3	1.2
WTIC (PA)	29.5	26.6	26.6	28.2	25.6
WTIC-FM (CL)	2.8	3.4	4.0	3.3	3.0
WWYZ (BM)*	.9	.6	.8	3.8	3.0

2.8

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	WTIC	1	WTIC	3542
2	WRCH	2	WDRC	2135
3	WDRC	3	WRCQ	1320
4	WRCQ	4	WRCH	1178
5	WKSS	5	WKSS	1102

18-34 WOMEN 18-34 MEN

2.3

WAQY (R)*

1	WDRC-FM	1	WRCQ
2	WCCC-AM-FM	2	WCCC-AM-FM
3	WDRC	3	WDRC
3	WTIC	4	WTIC
4	WRCQ	5	WWYZ
5	WRCH		

TEENS 18-49 ADULTS

ı	WTIC	1	WDRC
٠.	****	2	WAYQ
2	WRCQ	_	
5	WDRC	3	WDRC-FM
3		_	
4	WCCC-AM-FM	3	WKND
5	WDRC-FM		

HONOLULU

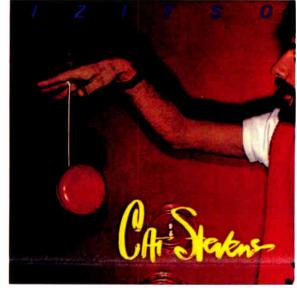
HONOLULU 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAHU (C)	2.8	4.0	1.6	1.7	2.2
KCCN(PA)	3.5	4.9	6.8	4.2	5.3
KGMB (PA)	17.6	15.3	15.5	14.1	15.8
KGU (PA)	3.0	7.1	5.2	4.3	4.7
KHSS (A)	6.4	7.7	6.8	7.1	4.5
KHVH (N)	3.2	4.2	6.3	5.1	4.0
KIKI (R)	2.5	5.5	3.9	6.1	3.1
KIDE (R)	**	**	3.1	3.6	3.0
KISA(PA)	1.7	1.1	.7	3.1	2.6
KKUA (R)	14.9	11.5	12.2	16.4	19.6
коно (т)	4.6	2.2	2.9	4.7	3.2
KORL (R)	7.4	5.6	12.6	8.0	8.6
KPOI (R)	6.4	2.4	1.6	2.2	1.2
KQMQ (A)	**	**	5.7	5.0	3.4
KULA (R)	**	**	**	**	3.3
KUMU (BM)	4.3	6.7	2.4	4.3	3.3
KUMU-FM (BN	<i>I</i> I) 5.3	5.2	6.0	5.1	5,2
KZOO (PA)	2.0	2.4	1.2	1.8	1.3

1 KKUA 2 KGMB 3 KORL 4 KCCN	TOP 5 CUME IN HU 1 KKUA 2 KGMB 3 KORL 4 KIKI 5 KGU	JNDREDS 2294 2055 1593 894 807
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18	-34 MEN	18-34 WOMEN
1	KKUA	1 KKUA
2	KGMB	2 KORL
3	KQMQ	3 KGMB
4	KORL	4 KGU
5	KULA	5 KUMU-FM

18	-49 ADULTS	TE	ENS
1	KKUA	1	KKUA
2	KGMB	2	KORL
3	KORL		
4	KUMU ∙FM		
_	KCII		



TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS
	TOP TO COINE IN HUNDREDS

3 4 5 5 6 6 7 8 9 10	KYND KMJQ KIKK-AM-FM KTRH KENR KRBE KILT KPRC KRLY KILT-FM KYOK KQUE KULF	3 4 5 6 7 8 9	KILT KTRH KRBE KIKK-AM-FM KYND KPRC KENR KENR KRLY KMJQ KILT-FM	4243 3518 3491 3307 3278 3192 2934 2656 2524 2511
18	3-34 MEN	18	-34 WOMEN	
1 2 3 4 5			KILT-FM KIKK-AM-FM	
18	-49 ADULTS	TE	ENS	
1 2 3 4			KRBE KRLY KMJQ KILT	

HUNTINGTON

KYND KILT KILT-FM

HUNTINGTON-ASHLAND 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAMX (R)	.8	**	4.8	8.7	9.7
WCAK (PA)	1.6	**	1.3	1.6	1.4
WCMI (R)	2.5	**	3.2	4.3	2.9
WEMM (PA)	4.9	**	2.9	4.1	4.3
WGNT (PA)	19.2	**	17.2	13.7	17.6
WHEZ (BM)	10.2	**	11.4	8.2	10.2
WIRO (PA)	4.7	**	4.2	5.0	2.1
WITO (C)	1.6	**	1.1	1.8	1.2
WKEE (PA)	10.7	**	12.2	9.6	10.0
WKEE-FM (PA)	13.2	**	15.3	11.6	12.4
WTCR (C)	11.5	**	14.0	18.9	14.3
WWHY (PA)	4.1	**	2.4	2.5	5.9

INDIANAPOLIS	5 BOOK TI	REND TO	TAL PER	SONS 12+	
	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WATI (PA) WBRI (RL) WFBQ (A) WFMS (C) WIBC (PA) WIFE (R) WIRE (C) WNAP (R) WNDE (R) WNDE (R) WNTS (N) WTLC (B) WXLW (PA) WXTZ (BM)	3.3 1.8 3.2 1.7 14.4 12.0 15.1 7.4 5.1 2.0 7.8 5.0 9.0	4.8 2.0 3.8 1.5 13.9 7.2 12.9 7.5 7.2 4.0 6.7 4.1 9.8	2.8 1.8 4.4 1.4 13.1 7.6 13.3 8.6 6.7 2.9 10.2 3.8 10.4	5.1 1.6 5.3 4.1 14.2 6.4 II.9 8.3 7.7 3.1 8.5 3.8 13.2	4.5 1.1 5.0 5.2 15.1 6.5 11.6 11.6 6.3 1.0 9.1 4.0 12.3
TOP 5 QUART 1 WIBC 2 WXTZ 3 WIRE 3 WNAP 4 WILC	ER HOUR	TOP 5 CU 1 WIBC 2 WNDI 3 WIFE 4 WNAI 5 WXT	E P	UNDREDS 3105 2182 2158 1991 1984	s

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

WKEE-AM-FM

WGNT

WTCR

1 WKEE-AM-FM 2 WGNT

WAMX

1057

508 455

4 5	WTLC WIFE	5 WXTZ 19	84
18 1 2 3 4 5	WIBC WFBQ	18-34 WOMEN 1 WNAP 2 WIBC 3 WTLC 4 WFBQ 5 WIFE	
1 2 3 3	-49 ADULTS WIBC WNAP WTLC WXTZ WIRE WIFE	TEENS 1 WNAP 2 WNDE 3 WIFE 3 WTLC	

JACKSON

JACKSON, MS. 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WJDX (R)	H.I	**	17.4	**	18.8
WJMI (B)	11.4	**	10.0	**	16.0
WJQS (C)	1.1	**	.9	**	5.6
WJXN (C)	3.1	**	2.0	**	1.9
WKXI (B)	7.7	**	9.4	**	4.7
WLIN (BM)	12.8	**	11.7	**	12.5
WOKJ (B)	12.0	**	8.0	**	9.7
WRBC (N)	6.3	**	4.0	**	3.4
WRJH (C)	1.4	**	l.i	**	1.6
WRKN (C)	.6	**	1.4	**	1.3
WSLI (PA)	16.0	**	15.1	**	11.6
WWUN (R)	3.7	**	5.4	**	2.2
WZZQ (A)	8.0	**	7.4	**	8.8

TOP 5 QUARTER HOUR	TOP 5 CUME IN H	IUNDREDS
1 WJDX	1 WJDX	866
2 WJMI	2 WSLI	583
3 WLIN	3 WOKJ	551
4 WSLI	4 WJMI	452
5 WOKJ	5 WLIN	427

18-34 ME	N 18-34 WOMEN
1 WJDX	1 WJDX
2 WZZC	2 WJMI
3 WJMI	3 WLIN
4 WOK	4 WOKJ
5 WKXI	4 WZZQ
	5 WKXI

18-49 ADULTS	TE	ENS
1 WJDX	- 1	IMLW
2 WJMI		
		MJDX
3 WLIN	2	WZZC
4 WOKJ		
5 WZZQ		

JACKSONVILLE

JACKSONVILLE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAIV (A)	**	7.3	5.1	8.3	8.0
WAPE (R)	9.6	8.2	13.9	Ił.2	12.0
WBIX (B)	1.7	1.8	1.0	1.3	1.0
WCGL (BM)	**	3.3	2.3	2.0	1.4
WCMG (C)	**	**	3.5	5.0	4.4
WCRJ (B)	**	**	**	**	1.4
WERD (B)	2.3	2.3	2.9	2.8	1.9
WIVY (R)	7.6	4.4	6.4	4.9	10.4
WJAX (PA)	4.7	4.0	4.9	3.3	7.8
WJAX-FM (R)	6.6	3.9	3.6	1.5	3.0
WKTZ (BM)	4.6	5.1	3.5	3.4	4.3
WKTZ-FM (BM	15.3	12.6	18.8	16.1	13.2
WMBR (PA)	3.7	6.3	4.2	3.7	4.1
WPDQ (B)	4.3	9.3	7.0	10.6	10.1
WQIK (C)	3.9	4.1	3.4	5.9	4.1
MAO1 (C)	7.0	9.8	4.2	7.0	5.0

TOP 5 QUARTER HOUR 1 WKTZ-FM 2 WAPE 3 WIVY	TOP 5 CUME IN HUN 1 WAPE 2 WKTZ-FM 3 WIVY	DREDS 1908 1329 1127
4 WPDQ 5 WAIV	4 WJAX 5 WVOJ	925 788

18	34 MEN	18-34 WOMEN
1	WAPE	1 WAPE
2	WIVY	2 WAIV
3	WAIV	3 WKTZ-FM
4	WJAX-FM	4 WIVY
5	WPDQ	5 WPDQ

18	3-49 ADULTS	TE	ENS
1	WAPE	1	WIVY
2	WKTZ-FM	2	WAPE
3	WAIV	2	WPDQ
3	WIVY	3	WAIV
4	WPDQ	_	• • • • •
5	WMRR		

KANSAS CITY

KANSAS CITY 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAYQ (C)	1.7	1.4	2.1	3.4	2.4
KBEQ (R)	8.7	6.6	8.4	9.2	6.7
KBIL (C)	1.1	1.4	1.4	1.3	1.1
KCEZ (BM)	5.5	5.7	5.9	4.7	4.9
KCKN (C)	3.7	5.5	2.7	4.1	2.9
KCKN-FM (C)	4.0	4.5	5.3	5.4	3.2
KCMO (PA)	6.0	8.2	6.3	8.2	9.0
KCNW (N)	**	**	**	**	2.5
KMBR (BM)	9.6	8.4	9.2	9.5	11.1
KMBZ (PA)	13.1	10.8	13.0	10.9	18.3
KPRS (B)	7.0	7.4	7.5	5.5	6.2
KPRT (B)	3.1	2.2	2.4	1.7	1.9
KUDL (N)	1.2	.8	.9	.6	2.2
KWKI (A)	1.1	1.8	2.1	1.7	1.7
KXTR (BM)	1.7	1.4	.6	1.1	1.1
KYYS (A)	5.6	4.5	5.8	9.6	6.6
WDAF (PA)	6.5	6.8	6.7	5.1	7.3
WHB (R)	10.3	11.4	6.8	6.8	5.2

TOP 10 QUARTER HOUR	TOP 10 CUME IN HU	NODEDE
1 KMBZ	1 KMBZ	3583
2 KMBR	2 KCMO	2829
3 KCMO	3 WHB	2358
4 WDAF	4 KBEQ	1817
5 KBEQ	5 WDAF	1814
6 KYYS	6 KMBR	1755
7 KPRS	7 KYYS	1454
8 WHB	8 KCEZ	1359
9 KCEZ	9 KCKN	1070
10 KCKN-FM	10 KCNW	1001

18-34 MEN 1 KYYS 2 KCMO 3 KMBZ 4 KPRS 5 KBEQ	18-34 WOMEN 1 KCMO 2 KMBZ 2 KYYS 3 WHB 4 KMBR 5 KPRS	18-49 ADULTS 1 KMBZ 2 KMBR 3 KCMO 4 WDAF 5 KYYS	TEENS 1 KBEQ 2 KYYS 3 KPRS 4 WHB
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KNOXVILLE

KNOXVILLE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WBIR (PA)	5.1	7.2	4.9	**	3.8
WBIR-FM (C)	3.0	2.7	4.3	**	7.5
WEZK (BM)	10.2	16.2	15.7	**	14.3
WGAP (C)	1.6	2.5	3.4	**	2.6
WIVK (C)	10.7	9.5	10.4	**	11.8
WIVK-FM (C)	14.2	10.0	15.8	**	11.8
WJBE (B)	1.1	3.3	**	**	1.6
WKGN (A)	7.0	3.7	2.3	**	2.6
WKXV (B)	3.0	3.8	2.3	**	1.7
WNOX (R)	11.6	10.0	14.2	**	9.7
WOKI (R)	.9	1.5		**	.2
WOKI-FM (R)	8.6	7.3	6.8	**	4.7
WRJZ (R)	**	**	**	**	18.1
WYSH-FM (C)	**	**	**	**	1.4

TOP 5 QUARTER HOUR 1 WRJZ 2 WEZK 3 WIVK 3 WIVK-FM 4 WNOX 5 WBIR-FM	TOP 5 CUME IN HUNDREDS 1 WRJZ 1332 2 WNOX 1159 3 WEZK 927 4 WIVK-FM 808 5 WIVK 783	
18-34 MEN 1 WRJZ 2 WIVK 3 WIVK-FM 4 WBIR-FM 5 WNOX	18-34 WOMEN 1 WRJZ 2 WEZK 2 WIVK.FM 3 WNOX 4 WOKI-AM-FM	

18	-49 ADULTS	TE	ENS
1	WRJZ	1	WRJZ
2	WEZK	2	WNO
3	WIVK		
4	WIVK-FM		
5	WNOX		

LANSING

5 WBIR-FM

LANSING-EAST LANSING 5 BOOK TREND TOTAL PERSONS 12-

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'7
WCER (PA) WCER-FM (PA)	.9 .3	**	.4 .8	**	1.0
WFMK (PA) WILS (PA)	6.9	**	10.2	**	1.2 5.4
WILS-FM (A)	8.9 1.9	**	6.3 3.0	**	7.0 6.8
WION (PA) WITL (C)	3.8 5.3	**	1.4 4.7	**	1.2 6.3
WITL-FM (C) WJIM (PA)	8.8 5.8	**	10.2 7.7	**	7.I 8.2
WJIM-FM (BM) WVIC (R)	4.4 3.9	**	3.5 4.7	**	4.5 4.9
WVIC-FM (R) WJR (PA)*	II.3 I0.5	**	11.4 10.2	**	13.1
WOOD-FM (BM)*	6.1	**	8.5	**	8.4 5.7

TOP 5 QUARTER HOUR 1 WVIC-AM-FM 2 WJR 3 WJIM 4 WITL-FM 5 WILS	TOP 5 CUME IN HUNDRE 1 WVIC-AM-FM 127 2 WILS 936 3 WJIM 919 4 WJR 832 5 WFMK 562
18-34 MEN 1 WVIC-AM-FM 2 WILS-FM 3 WJIM 4 WFMK 4 WILS 5 WILT-FM 5 WJR	18-34 WOMEN 1 WVIC-AM-FM 2 WJIM 3 WILS-FM 4 WFMK 4 WILT-FM 5 WILS
18-49 ADULTS 1 WVIC-AM-FM 2 WJIM 3 WILS-FM 4 WFMK 5 WJR	TEENS 1 WVIC-AM-FM

LAS VEGAS

LAS VEGAS 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77	2
KDWN (PA) KENO (R) KFMS (A) KLAV (PA) KLUC (R) KLUC-FM (R)	8.8 2.4 18.3 6.5 1.5 3.2 3.8 9.1	4.3 5.6 14.4 7.8 3.5 3.8 5.3 8.8	6.4 8.9 14.3 11.1 3.2 3.4 5.9 5.4	6.2 7.9 19.1 11.4 3.2 2.7 7.2 7.4	5.0 7.0 13.0 II.8 I.8 5.3 8.0 6.5	3 4 5 6 7 8 9

KORK-FM (BM)	13.3	15.7	14.8	11.2	10.8
KRAM (C)	15.0	10.6	10.3	6.2	10.3
KTRI (A)	**	2.3	3.2	2.5	3.0
KVEG (O)	2.4	3.5	1.2	1.0	3.5
KVOV (B)	4.7	2.5	4.2	3.7	3.5
KXTZ (BM)	**	3.0	1.5	4.0	6.8

7 T 1 2 3 4 5	KFMS KORK-FM	T(1 2 3 4 5	OP 5 CUME IN HUN KENO KLUC-AM-FM KFMS KRAM KDWN	983 686 623 596 578
1 1 2 3 4 4 5 5	KENO KBMI KTRI KRAM KVEG	18 1 2 3 4 5	-34 WOMEN KLUC-AM-FM KFMS KENO KDWN KBMI KRAM	

18-49 ADULTS 1 KLUC-AM-FM 2 KFMS 3 KENO 4 KDWN	TEENS 1 KENO 2 KLUC-AM-FM 3 KFMS
4 KDWN 4 KRAM 5 KORK-FM	

LOS ANGELES

LOS ANGELES 5 BOOK TREND TOTAL PERSONS 12+

		A/M'76	J/A'76	O/N'76	J/F'77	A/M'77
	KABC (T)	8.2	8.8	6.7	5.7	7.8
	KALI (S)	1.3	.9	.8	2.0	1.2
	KBIG (BM)	6.4	5.0	5.9	6.9	6.4
	KDAY (B)	3.0	2.7	3.3	2.I	2.5
	KFAC-FM (CL)	I.0	.8	1.2	I.O	I.I
	KFI (PA)	2.8	3.I	2.9	3.4	2.8
	KFWB (N)	4.0	3.3	3.9	4.7	3.4
	KGBS (C)	.7	.6	.4	.4	I.2
	KHJ (R)	5.4	5.9	5.3	4.0	4.3
	KIIS (PA)	1.0	1.5	1.4	1.0	I.0
	KIIS-FM (R)	I.0	2.5	I.8	l.7	2.9
	KIQQ (R)	I.8	3.i	3.2	2.3	2.0
2+	KJLH (B)	1.I	1.0	.8	.9	1.0
	KJOI (BM)	4.8	5.4	4.9	6.2	5.4
	KLAC (C)	3.7	3.1	2.3	2.7	3.1
	KLOS (A)	3.7	3.2	3.8	3.3	2.8
	KLVE (S)	2.I	2.5	1.2	1.0	2.2



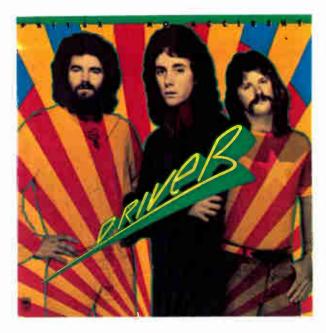
KMET (A) KMPC (PA) KNX (N) KNX-FM (A) KOST (BM) KPOL (BM) KPOL-FM (A) KRLA (O) KRTH (O) KTNQ (R) KUTE (B) KWST (A)	2.I 4.4 3.2 I.9 2.3 I.I 2.8 2.3 **	2.1 3.6 4.2 3.0 2.3 1.6 1.3 3.4 2.1 **	2.7 3.6 4.8 3.8 2.4 2.4 1.6 3.3 1.9 ++	2.6 3.8 4.8 3.6 3.2 2.3 1.2 4.1 2.2 1.6 1.4	2.7 3.9 4.7 3.2 3.0 2.0 1.2 2.6 2.6 2.4 1.0
XTRA (BM)	.8	1.6	1.7 1.0	1.4 1.1	1.8 1.1

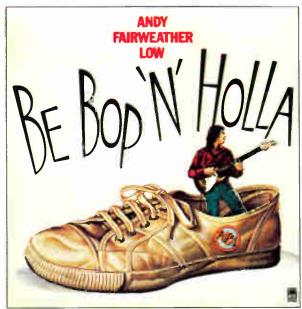
OP 10 QUARTER HOUR	101	10 COME II	HUNDREDS
KABC KBIG	l.	KABC KNX	12477
KJOI	3	KHJ	12319 11289
11001	•	17110	11289

KABC	ı.	KABC	12477	
KBIG	2	KNX	12319	
KJOI	3	KHJ	11289	
KNX	4	KFWB	10726	
KHJ	5	KBIG	9756	
KMPC	6	KMPC	8518	
KFWB	7	KJOI	8202	
KNX-FM	8	KRLA	7312	
KLAC	9	KTNQ	7062	
KOST	10	KLOS	6854	

Continued on page 18

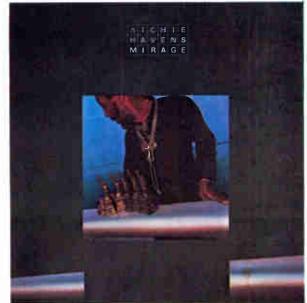
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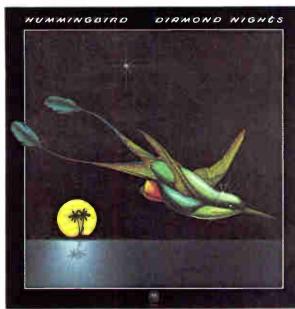




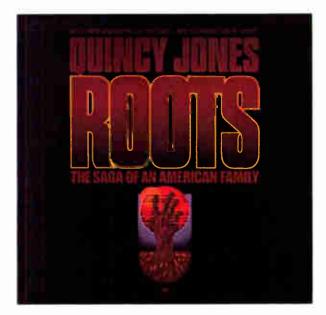




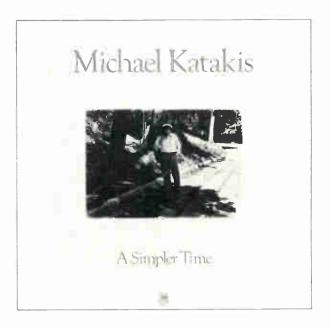














Key-to-disc operation center.

Aurichio

(Continued from page 5)

Metro, they've been hurt by the TSA measurement of that in many cases only a few erea stations can do well in.

AURICHIO: We're not married to the ADI in radio. I've talked to a number of people about it, and probably if we took a vote right now, we'd get 60% being against it, and 40% being in favor of it.

R&R: The big powers are in favor of it, and the major markets they're in favor of it.

AURICHIO: You could say that about everything, by the way. Take audiences by an age like 18-49, on survey days, or what the market area should be. 50% of our customers will always be in favor of one thing and 50% the other thing.

R&R: We talked about lawsuits kiddingly, but what's happened? How have your court battles been going?

AURICHIO: We don't really win, we never win. We've never lost a ruling, as far as I know other than the one in Philadelphia. And that one was good. We did not know what our Black sample was, and we could not ask if people were Black, White or other. The court ruling was not only that we could, but we'd better, and fast. And that's the only case that I guess we would say we lost.

R&R: Probably for the betterment of Arbitron.

AURICHIO: Oh sure. I think so. But in all other cases, we win them, but, for \$15,000 in legal fees, who wins?

RER: We've noticed a lot of problems in the last year, I mean from the diary thefts in Memphis and the mistakes in the last couple of books, the Chicago end Houston complaints, I'm sure that will all be resolved. But major fluctuations, large number first books, these kinds of things have caused almost a disbelief in the survey.

AURICHIO: First, a certain amount of wobble, which I think is what you're talking about, is expected. You know when we deal with radio numbers they're pretty small. And statistically, the smaller the numbers the greater the relative error. You hear statisticians talk about the fact that the smaller the rating the smaller the degree of error. But relatively the error gets bigger. So when you look at a 1 rating,



even with a large sample, you can have a 20% variation, or a 20% wobble, if you will. You look at a share and you see a station go from a 5 to a 6, and the world goes, "That's fantastic." But it is within the realm of what you would expect.

R&R: You're saying a growth of one share from a 5 to a 6 is not necessarily growth.

AURICHIO: In some markets in the country it is not really growth...

RER: So then you have to assume you're somewhere between a 5 and a 6?

AURICHIO: That's your best assumption at that point. But the next survey can come out, and you could be down to a 4. So you can go 5, 6, 4, and still have in truth had a consistent 5.

Pick four weeks during the year, four consecutive weeks, that are typical.

R&R: Typical?

AURICHIO: Typical of anything. Typical of the year, typical to buy with, typical to reflect audience listening. Pick four weeks within a three month period like September, October, November. Think of that three month period of time and pick four weeks that you would be willing to announce after the fact to broadcasters. Think about holidays, time changes, a World Series, the end of a baseball season, election days, etc. In a million years I wouldn't make that decision for the industry. I'd rather announce survey dates three years in advance than have my teeth kicked in after the fact for selecting dates containing unusual situations.

R&R: But isn't that what random sampling is all about?

AURICHIO: But you still find a bummer.

RER: I guess you would, all you need is one phone call saying, 'Hey, I've got this diary,' and word would spread all overtown.

AURICHIO: And you always get those calls.

R&R: Arbitron has been attacked for saying they're doing certain things to correct situations and then having other similar problems occur. I think the biggest thing was in Memphis, because we had had several diaries obtained by several other people, and then after the Memphis situation last year when everything had blown up, and Arbitron said well we're going to do this, and this, and then all of a sudden we had the same problem happening three weeks later in San Jose, where somebody obtained diaires and was trying to sell them to a radio station. What is being done?

AURICHIO: Essentially we set up criteria for checking our diaries when they come in. They're checked in three respects—the amount of listening that is being reported, the pattern of the listening and the nature of listening. Due to these criteria, questionable diaries come to the surface. And that diary is validated. We literally call back the diary keeper, using a questionnaire that has been designed by legal council, and based upon the results of that questionnaire a decision is made to include or not include the diary in the survey.

RBR: How did the situation occur where a diary was sent to a dead man? If all these systems are in, how did it happen, how did they call back and not discover that the man was dead?

"We know how to get higher rates of return. Our return rates now are at 50%, but if the industry thought that 65 or 70% is better, we know how to get 70%. But it would at least double our costs."

R&R: The two most heard compleints are about the length of time it takes to get a book back. By the time a station gets its book back, if there is a ratings problem, you can't even get to Beltsville usually in time to find out what the problems were to get it corrected on the air. And if you only have one book a year, you have know way of finding out if you're correct in what you've done. You have to wait for the new survey to come out and you wait a whole other 9 months to go do it all over again. Those guys are really complaining a lot about that. Does Arbitron have any plans at all to survey more?

AURICHIO: You have to realize our philosophy is that Arbitron does not create the syndicated service, the stations do. Markets are labeled by us by size, we have A, B and C markets. We will report once a year, twice a year, three or four times a year, as the stations in a market support it.

R&R: Hasn't the summer book kind of been going away in the last several years? You're down to what, 8 markets?

AURICHIO: Well it's 8 this year, it will be 7 or less next year.
RER: Isn'titalmost over?

AURICHIO: Except for the West Coast, The West Coast will always support summer surveys.

R&R: Recently there's been some talk about doing surveys without announcing survey periods. Has that been considered?

AURICHIO: It's been suggested by several people.

RER: How do you view that?

AURICHIO: The industry does not want it. We've already talked with many people. The idea of not having the dates of the survey and knowing when customers are going to get reports means they can't plan and plan properly.

R&R: What planning? Do you mean hypoing?

AURICHIO: In a million years, and if it were solely up to me, I would never hide survey dates. Let me tell you why.

AURICHIO: Anything can happen once, when you're dealing with a million households.

R&R: Are you pretty happy with your 18-24 year-old sampling now?

AURICHIO: No.

R&R: You're not? I thought you had that up pretty well now.

AURICHIO: In the major markets its come up pretty well, due to ESF. You get into some of the smaller markets where we are only talking about a 500 or 600 sample, and we're reporting 18-24 audience data on 25 to 30 diaries. That's not good.

R&R: What can be done about that?

AURICHIO: We went to the various industry groups and said we want to eliminate the column, because nobody's going to support tripling the sample. Let us eliminate the column and you won't see all of the wobble that occurs. They told me no.

RER: But you're saying that the radio won't support having to go in and obviously do what you have to do to get what they need?

AURICHIO: It takes a lot of money. Be realistic, we're talking about tripling and quadrupling samples in some cases.

R&R: I'm sure you've talked to the presidents of all the major radio companies, what is the general consensus? I mean what can you say to make them feel better about their problems end your problems?

AURICHIO: When you talk about major companies, the problems that we're discussing right now are not as severe as it sounds. The problems have gotten blown out of proportion. It's looking at the two books we reissue when we produce 164 reports. As a matter of fact, somehow people get to know those that we've recalled before we send them

"There is a tendency for people to list times on the quarter hour. We rarely have someone say I started listening at 7:07. It'll be 7:15 or 7 o'clock..."

out. I don't know how but it happens. We hold up a book because we find a mistake and we've got to do it. In most cases it gets blown out of proportion. We take a lot of heat, and this, I think, is our most critical problem. We're contantly defending. I'd say that we spend more time defending than doing the very thing that the industry wants us to do, and that is to educate them about what we're doing.

R&R: One thing that programmers comment on is that radio managers don't seem to understand at all that they should look at a year's worth of the sample. Program Directors get fired every book because they went from a 3 to a 5 and back to a 4, and that point can mean a lot of money.

AURICHIO: It can, but I don't think it's as serious as we make it.

R&R: I think a lot of it is exaggerated.

AURICHIO: Our heat does not come from Program Directors as a rule. We put together a little booklet called the "Programmers Guide" which is an attempt to just try to explain in layman's language how to use certain pieces of information, not just what decisions, but how you can use the numbers, and what the margin of error is for what we do. Program Directors love that kind of thing, and they're the type of people that will call us and say come on to a group meeting. Come down, take an hour with us, and just answer questions. We truly welcome the opportunity.

R&R: Would you say that most other research companies have the same problem that they have the same variances? Or are they better research systems?

AURICHIO: Their tolerances are equal to or greater (in a negative sense) than what we have. But look at the media themselves, television for example deals with much smaller samples than we do.

R&R: 1200 for Neilsen?

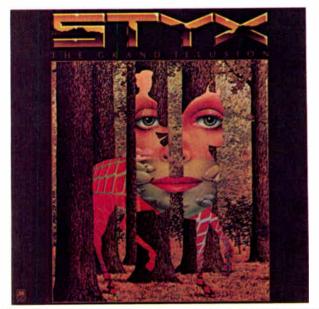
AURICHIO: And that's nationally. The sample in the radio market of New York is 8000. But television deals with big ratings. If a station gets a 20 rating it's not a big deal if it's really 19 or a 21. In the magazine area there are some fairly large samples, but people are used to dealing with demographics that are very small, like women who made purchases of soup in the past 2 weeks and bought 7 or more cans. That could be represented by a sample of 12. Their tolerances are enormous.So from that point of view it is common ground for all of us. Radio, however, is probably more complicated because of call letters—there's 7000 plus of them.

R&R: Maybe that might have to take a personal retrieval to identify those things, or a phone call.

AURICHIO: No, I think we need a revised diary.

R&R: Maybe listing the call letters in their area.

AURICHIO: That we tried, it presents more of a problem. First of all we must make sure that the respondent knows the information that we want. Secondly we may have to ask for a little more information. Right now we ask the re-





Diary Edit Room

spondent to write in the call letters. But they can write in a slogan, or a frequency or a personality. Now mind you I said or. Maybe we have to start picking it all up.

R&R: Two more things that I have, one is that most of our Top 40 people feel that Arbitron is not favorable to youth-oriented music formatted radio stations. That because of the diary methodology, because of it being kept in home, and because of the youth being so mobile and away, and a lot of young people living away from home in dorms or whatever. They don't really ever get the fair shake, that it's the Beautiful Music stations and the Pop/Adult radio stations that have those people that sit at home and fill it all out. What can be done? I brought that up in the beginning, I said that youth is moving around and I don't think Arbitron is finding them, maybe you feel you are now with the Expanded Sample Frame and the phones in major markets.

AURICHIO: The evidence is that we are, with the Expanded Sample Frame.

for a valid reason. Is there really a need to create more validation?

R&R: One of the things you've done recently is, because people are going in to Beltsville more, you've made a lot more information available to them. The computer runs, all those different things, you can find out almost before you go see the actual diaries.

AURICHIO: Our client rooms in Beltsville are booked solid. Our feeling is that it's vital to run an open shop even though it is more costly.

R&R: Do you have anything that you want to say to the radio people?

AURICHIO: Arbitron is always going to take heat. On any subject that comes up. We are a business organization and our position is that the quality of our service is related to what customers will pay for. We are honest about what we do and will always have difficulty gaining acceptance

"The key thing that makes radio complicated is call letters. Call letter similarity, the use of slogans, the identification by frequency—when one man thinks he's listening to 103 and he's really listening to 103.8..."

R&R: You're saying you are finding the youth by the random dialing.

AURICHIO: We're performing an analysis now of looking at just the Expanded Sample Frame audience versus the rest of the population to see if they are in fact different in terms of their listening behavior. I suspect they are, at this point.

R&R: Did you run a test before you actually implemented ESF?

AURICHIO: A number of tests, but realize that our tests were not to measure what happened to the audience, but how do you bring unlisted households into the sample. We're being criticized right now for not showing audience levels. And this is the issue. It is difficult to disagree with Expanded Sample Frame, it's like saying I'll step on the American flag.

R&R: You've been accused of not showing discredited diaries to radio visitors at Beltsville.

AURICHIO: I hear that one frequently, but there's good reason for it. What do you do when a station says we discredited this diary because it could not be read and he looks at it and says that's my station's call letters and it should be in the sample? We discard a diary under written procedures. All of those diaries are kept for audit under the supervision of the Broadcast Rating Council. We have to be able to prove that every one of those diaries have been eliminated

for new things—like Expanded Sample Frame. All new ideas get resctions. The radio industry is smart and after they sit back and think about it, they'll support good ideas. People talk about doubling the samples, doubling the samples doesn't solve anything. Just makes the margin of error go down 25%. So economically it's never smart to double the sample. But producing another report is smart. Because now there is more information to see if there is a wobble. The more often that information is produced the less vulnerable a station is to a statistical fluke. There will come a time when more reports will be supported. But if we walked into a market now and say OK next year, everybody's going to get four books, we would create a riot.

R&R: What does it take to get somebody, let's take the markets that only get one book, what would it take to get two books? Would you have to go in and meet with all the broadcasters and get them to pay for it, is that what it is?

AURICHIO: Yes.

R&R: What is the current market size break for one book? AURICHIO: About 75.

R&R: Is that mainly because the agencies won't also support it, because they don't buy that deep where they would need more than one book a year from them?

AURICHIO: Advertising agencies don't support the research. They support the broadcasters who support the research.

18-34 MEN

18-34 WOMEN

	KMET	1	KNX-FM
2	KLOS	2	KRTH
3	KNX-FM	3	KIIS-FM
4	KWST	4	KHJ
5	KRTH	5	KRLA

18-49 ADULTS		TEE	NS
1	KBIG	1	КНЈ
2	KNX-FM	2	KDAY
3	KABC	3	KTNQ
3	KJOI	4	KIQQ
4	KHJ	5	KLOS
5	KRTH		

LITTLE ROCK

LITTLE ROCK-NORTH LITTLE ROCK **5 BOOK TREND TOTAL PERSONS 12+**

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAAY (R)	8.2	**	8.8	**	10.3
KALO (B)	7.8	**	7.5	**	11.5
KARN (BM)	6.9	**	6.3	**	7.5
KDXE (C)	**	**	.9	**	1.0
KEZQ (BM)	14.4	**	8.11	**	11.0
KGKO (O)	1.6	**	1.6	**	1.3
KGMR-FM (C)	2.5	**	.5	**	2.3
KKYK (R)	11.7	**	6.1	**	5.8
KLAZ (R)	5.7	**	16.6	**	22.0
KLRA (C)	14.0	**	12.5	**	13.8
KOKY (B)	8.0	**	9.1	**	2.5
KSOH (PA)	3.0	**	4.5	**	1.0
KXLR (C)	6.2	**	8.2	**	5.8
KXXA (N)	**	**	**	**	1.0

1 KLAZ 2 KAAY

3 KLRA

TOP 5 CUME IN HUNDREDS

4 KEZQ	4 KALO
5 KAAY	5 KARN
18-34 MEN	18-34 WOMEN
1 KLAZ	1 KLAZ
2 KALO	2 KALO
	3 KAAY
3 KXLR	4 KKYK
4 KKYK	5 KEZQ
5 KEZQ	5 KXLR
5 KEZU	3 KALI

TOP 5 QUARTER HOUR

1 KLAZ 2 KLRA

18	-49 ADULTS	TE	ENS
1	KLAZ	1	KLAZ
2	KALO	2	KAAY
3	KEZQ	3	KALO
4	KAAY		
5	KLRA		

LOUISVILLE

LOUISVILLE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAKY (R)	15.1	12.8	II.0	10.0	8.9
WAMZ (C)	**	**	**	**	4.5
WAVE (PA)	14.0	16.1	I2.4	10.7	12.0
WCSN (BM)	2.2	4.0	3.9	4.6	3.7
WFIA (RL)	1.9	1.8	I.4	1.6	1.2
WHAS (PA)	11.7	11.4	I2.1	11.9	9.9
WINN (C)	6.7	8.4	7.2	8.6	5.4
WKLO (R) WLOU (B) WLRS (A) WQHI (A) WSTM (PA) WTMT (BM) WVEZ (BM)	II.7	9.0	8.4	II.6	7.I
	6.9	5.6	5.3	3.8	7.5
	4.6	7.0	8.8	I2.8	II.0
	7.7	5.8	8.5	6.5	II.3
	I.2	.8	.9	.9	2.5
	I.7	2.9	2.6	I.4	2.3
	5.8	7.5	7.6	7.7	8.0

W I	M I	(BM)	1.7	2.9		2.6	1.4		2.3
WV	ΈZ	(BM)	5.8	7.5		7.6	7.7		8.0
т)P 5	QUAR	TFR	HOUR	тс	P 5 CUME	IN	HUNI	DREDS
1		VE			1	WAKY		2161	
	WC				2	WHAS		2055	
	WL				3	WAVE		1989	
		IAS			4	WKLO		1774	
5		KY			5	WQHI		1747	
Э	447	AIN Y			_				
10	2.34	MEN			18	34 WOME	N		
		LRS			1	WQHI			
1	W				-	WLRS			
2	101	AKY				WAKY			
						WKLO			
		LOU			5	WLOU			
5	VVI	(LO			•	***			
18	.49	ADUL1	rs		TE	ENS			
1	WC				1	WLRS			
	WL				2	WQHI			
		KY				WAKY			
4		CLO				WKLO			
					5	WLOU			
4		.OU			3	*********			
5	W	HAS							



MADISON

0 MADISON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WIBA (PA)	15.4	**	10.9	**	16.3
WIBA-FM (A)	4.3	**	6.4	**	5.2
WISM (R)	14.1	**	12.6	**	11.6
WISM-FM (PA)	6.9	**	8.1	**	6.2
WLVE (PA)	9.3	**	4.8	**	3.5
WMAD (C)	6.9	**	3.6	**	4.0
WNWC (RL)	1.9	**	**	**	1.5
WTSO (C)	10.6	**	16.4	**	17.5
WWQM (O)	**	**	**	**	5.7
WYXE (A)	3.7	**	2.1	**	1.5
WZEE (R)	5.9	**	10.9	**	11.4

MEMPHIS

MEMPHIS 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KWAM (RL)	3.6	2.6	4.7	2.6	1.8
KWAM-FM (C)	.9	.9	.6	.6	1.6
WDIA (B)	12.1	15.5	18.1	16.4	11.8
WEZI (BM)	8.5	9.3	0.3	10.1	11.2
WHBQ (R)	9.8	6.1	6.3	10.7	13.7
WHRK (R)	**	**	**	1.8	4.5
WLOK (B)	5.2	9.7	6.6	6.2	11.6
WMC (C)	11.3	10.4	11.4	14.0	9.1
WMC-FM (A)	11.0	9.5	7.8	7.9	5.5
WMPS (R)	15.7	11.9	10.7	5.1	6.6
WQUD (PA)	3.3	4.7	5.2	4.1	6.7
WREC (PA)	6.2	5.5	4.2	7.1	4.7
WWEE (N/T)	2.7	3.1	2.2	3.6	2.7
WZXR (C)	**	**	1.2	1.8	2.9

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 WHBQ 2 WDIA 3 WLOK 4 WEZI 5 WMC	1 WHBQ 2276 2 WDIA 1764 3 WMC 1494 4 WMPS 1492 5 WEZI 1311
18-34 MEN 1 WLOK 2 WHBQ 3 WHRK 3 WMC-FM 4 WDIA 4 WMPS 5 WQUD	18-34 WOMEN 1 WHBQ 2 WLOK 2 WQUD 3 WDIA 4 WMPS 5 WEZI
18-49 ADULTS 1 WHBQ 2 WLOK 3 WDIA 3 WEZI 4 WQUD 5 WMC	TEENS 1 WHBQ 2 WLOK 3 WMC-FM

MIAMI

MIAMI 5 BOOK TREND TOTAL PERSONS 12+

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUND	DREDS		A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
1 WTSO 2 WIBA 3 WISM 4 WZEE 5 WISM-FM	1 WISM 2 WIBA 3 WTSO	988 894 816 658 355	WAIA (BM) WCMQ (S) WCMQ-FM (S) WEDR (B) WFUN (BM) WGBS (PA)	1.5 5.5 5.7 2.9 1.5 3.4	1.8 4.8 3.5 2.3 2.2 3.2	1.9 3.4 5.9 3.3 1.0 3.8	1.7 3.0 3.1 3.9 1.2 3.7	1.7 5.6 5.9 3.2 1.1 3.1
18-34 MEN 1 WZEE 2 WIBA-FM 2 WISM 3 WTSO 3 WWQM 4 WIBA	18-34 WOMEN 1 WTSO 2 WZEE 3 WISM-FM 4 WISM 5 WIBA		WIGL (PA) WINZ (N) WINZ-FM (A) WIOD (PA) WKAT (T) WLYF (BM) WMBM (B) WMJX (R) WOCN (PA) WQAM (R)	.4 .5 .7 6.0 3.5 4.8 2.7 **	.6 3.5 1.9 4.8 2.6 4.8 4.7 2.0 1.3 6.5	.6 3.7 2.0 3.4 2.8 6.5 3.4 2.2 1.4 5.5	.8 4.8 3.8 4.2 3.1 6.1 1.8 5.9 2.3 4.4	I.0 5.0 3.6 2.6 3.8 3.8 I.9 5.1 2.4 3.8
18-49 ADULTS 1 WTSO 2 WZEE 3 WIBA 4 WISM 5 WIBA-FM 5 WISM-FM	TEENS 1 WISM 2 WZEE		WQBA (S) WTMI (CL) WVCG (PA) WWOK (C) WYOR (BM) WAXY (O)* WHYI (R)* WSHE (A)*	14.5 3.3 5.7 3.8 3.2 2.2 6.2 3.6	16.1 2.0 4.2 3.7 3.6 2.2 5.3 2.2	15.7 1.4 5.3 2.5 4.3 1.5 6.7 3.0	14.4 1.8 2.8 2.6 5.2 2.2 6.0 1.6	17.7 2.0 2.7 2.8 3.7 2.2 6.6 1.9

Radio & Records The Arbitron Special Issue

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JOAN ARMATRADING

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

	UMOD A		14(1) 13/1	0404
1	WQBA	1	WHYI	2404
2	WHYI	2	WQBA	2172
3	WCMQ-FM	3	WMJX	1968
4	WCMQ	4	WAAM	1906
5	MMJX	5	WINZ	1835
6	WINZ	6	WLYF	1354
7	WKAT	7	WCMQ-FM	1295
7	WLYF	8	WIOD	1261
7	WQAM	9	WGBS	1172
8	WYOR	10	WWOK	1018
9	WINZ-FM			
10	WEDR			

18-34	MEN
10-3-	141 -14

- 1 WINZ-FM WHYI WCMQ-FM 3 WQAM
- **WMJX**

18-49 ADULTS

- WQBA WCMQ-FM 3
- WHYI WINZ-FM

MINNEAPOLIS 5 BOOK TREND TOTAL PERSONS 12+

MINNEAPOLIS

	A/M'76	J/A'76	O/N'76	J/F′77	A/M'77
KDWB (R)	7.2	**	5.9	**	6.2
KDWB-FM (R)	**	**	2.4	**	3.2
KEEY (BM)	2.5	**	1.6	**	1.6
KEEY-FM (BM)	5.7	**	5.4	**	5.7
KFMX (PA)	3,1	**	1.3	**	2.4
KORS (A)	1.0	**	.8	**	1.5
KQRS-FM (A)	3.8	**	3.9	**	4.5
KRSI (C)	2.3	**	2.2	**	2.8
KSTP (R)	5.7	**	6.2	**	4.9
KSTP-FM (BM)	3.5	**	5.0	**	3,8
KTCR (C)	.9	**	.9	**	1.6
KTCR-FM (C)	2.3	**	1.2	**	1.7
WAYL (BM)	**	**	1.4	**	1.9
WAYL-FM (BM)	5.4	**	5.7	**	5.3
WCCO (PA)	27.7	**	30.8	**	27.9
WCOO-FM (PA)	5.4	**	6.4	**	6.2
WDGY (A)	4.4	**	3.5	**	3.1
WLOL (C)	1.5	**	1.4	**	2.7
WLOL-FM (BM)	.9	**	1.5	**	1.4
WMIN (BM)	1.3	**	.4	**	1.2
WWTC (N)	1.6	**	2.1	**	1.3

TOP 10 QUARTER HOUR

1	WCCO
2	KDWB-AM-FM
3	WAYL-AM-FM
4	WCCO-FM
5	KQRS-AM-FM
6	KEEY-FM
7	KSTP
-	

8 KSTP-FM WDGY 10 KRSI

18-34 MEN

1	KQRS-AM-FM
2	KDWB-AM-FM
2	WCCO
3	KSTP
4	WCCO-FM
5	WDGY

18-49 ADULTS

WCCO KQRS-AM-FM KDWB-AM-FM WCCO-FM 5 WAYL-AM-FM

TOP 10 CUME IN HUNDREDS

4	141000	0404
1	WCCO	8491
2	KDWB-AM-FM	5385
3	KSTP	3384
4	WAYL-AM-FM	2917
5	WCCO-FM	2591
6	KEEY-FM	2213
7	WDGY	2197
8	KQRS-AM-FM	1834
9	KSTP-FM	1660
10	KRSI	1522

18-34 WOMEN

1	WCCO-FM
2	WCCO
3	KDWB-AM-FM
4	KSTP-FM
5	KSTP

TEENS

KDWB-AM-FM KSTP KORS-AM-FM WDGY

NASHVILLE

A/M'76 O/N'76

1.6

5.5 **

5.0

1.3 3.1

A/M'7

3.0

1.5

3.6

NASHVILLE 5 BOOK TREND TOTAL PERSONS 12+

6.5

.6

2.4

3.1

WAMB (BM)

WHIN-FM (PA)

WSIX-FM WSM-FM

WBYQ (R) WGNS (R)

WKDA (C) WKDF (A)

A/M'75 O/N'75

1.8

5.6

1.7

3.0

3.6

WKDA (C) WKDF (A) WLAC (R) WLAC-FM (BM) WMAK (R) WMTS (C) WSIX (PA) WSIX-FM (C) WSM (PA/C) WSM-FM (PA) WVOL (B) WZEZ (BM)	3.1 ** 11.1 6.4 10.3 .9 4.9 10.3 11.8 4.7 6.5 **	3.6 ** 10.7 5.7 8.7 1.0 5.6 4.8 11.5 5.6 7.0	9.3 4.9 9.0 .9 4.8 II.4 8.2 5.7 6.2 3.4	5.5 ** 10.5 7.8 5.9 .6 3.1 10.0 8.7 6.5 5.6 5.0	9.2 14.5 4.3 4.5 1.1 3.2 9.2 8.1 7.3 9.2 5.2
TOP 5 QUARTE 1 WLAC 2 WKDF 2 WSIX-FM 2 WVOL 3 WSM 4 WSM-FM 5 WBYQ 18-34 MEN 1 WKDF 2 WLAC 3 WVOL 4 WBYQ	R HOUR	1 WI 2 WS 3 WS 4 WI 5 WI 18-3- 1 V 2 W 3 V	LAC	16 98 88 87	07 77 2 4
5 WKDA		5 V	VKDF VMAK		
18-49 ADULTS 1 WLAC 2 WKDF 3 WVOL		2 W	NS VLAC VKDF VVOL		

LEGEND

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

MOBILE

MILWAUKEE 5 BOOK TREND TOTAL PERSONS 12+

MILWAUKEE

A/M'75 O/N'75 A/M'76 O/N'76 A/M'77

18-34 WOMEN

WHYL

WQBA

WEDR

4 WMJX 5 WINZ-FM

WMJX

WHY

WEDR

WQAM

WCMQ-FM

TEENS

WCMQ-FM

WAWA (B)	2.3	3.1	3.0	2.1	3.4
WBCS (C)	2.6	2.9	3.4	5.2	3.1
WBKV-FM (BM)	.9	1.4	1.4	1.6	1.5
WEMP (C)	6.7	6.4	3.0	4.6	5.0
WEZW (BM)	11.3	10.7	11.8	8.2	8.5
WFMR (CL)	2.9	2.5	1,1	3.4	2.3
WISN (PA)	8.5	8.0	7.8	8.0	11.8
WISN-FM (BM)	3.1	4.4	4.5	4.9	3.2
WKTI (R)	4.2	3.5	3.7	3.2	3.3
WNOV (PA)	.9	1.7	.9	1.1	2.3
WNUW (BM)	1.4	1.6	1.6	2.6	2.0
WOKY (R)	8.01	10.5	9.7	8.3	9.0
WQFM (A)	1.7	3.4	5.5	5.2	3.9
WRIT (N)	4.4	1.2	1.9	2.6	1.9
WTMJ (PA)	16.5	12.0	18.1	14.3	16.2
WZMF (A)	1.8	3.3	3.4	2.6	3.3
WZUU (R)	1.8	2.1	1.5	1.6	2.2
WZUU-FM (R)	4.6	5.3	4.0	6.9	6.2

TO	P 10 QUARTER HOUR	TO	P 10 CUME IN HU	NDRFF
1	WTMJ	1	WTMJ	4064
2	WISN	2	WOKY	3657
3	WOKY	3	WISN	3641
4	WEZW	4	WZUU-AM-FM	2553
5	WZUU-AM-FM	5	WEZW	2225
6	WE MP	6	WEMP	1518
7	WQFM	7	WKTI	1425
8	WANA	8	WISN-FM	1398
9	WKTI	9	WQFM	1346
9	WZMF	10	WBCS	1239
10	WISN-FM			

18	-34 MEN
1	WZUU-AM-FM
2	WQFM
3	WISN
4	WEMP
5	WZMF
10	ADIM TS

18-49 ADULTS 1 WTMJ 2 WISN 3 WZUU-AM-F WZUU-AM-FM 4 WOKY 5 WEZW

DS

18-34 WOMEN 1 WOKY 2 WZUU-AM-FM 3 WISN WKT 5 WTMJ TEENS 1 WOKY 2 WZUU-AM-FM

MOBILE 5 BOOK TREND TOTAL PERSONS 12+

)		A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
3	WABB (R)	17.3	**	11.4	**	15.7 14.6
2	WABB-FM (R) WBCA (B)	9.7 **	**	10.9 .4	**	1.1
3	WBLX (B) WGOK (B)	13.0 4.9	**	16.6 6.5	**	10.4 4.1
	WGOK-FM (B) WHEP (PA)	**	**	.4 2.3	**	3.5 1.7
_	WKRG (PA) WKRG-FM (PA)	6.8 5.2	**	8.0 5.9	**	7.2 4.i
2	WKSJ (C)	2.I 6.0	**	5.I I.9	**	5.4 2.0
!	WLPR (PA)	7.0	**	7.6	**	4.8
	WMOB (PA) WMOO (RL)	7.2 1.2	**	5.1 1.1	**	7.8 2.6
	WUNI (C)	9.1	**	6.3	**	8.7

OP 5 QUARTER HOUR	TOP 5 CUME IN H	UNDREDS
WABB	1 WABB	1248
WABB-FM	2 WABB-FM	1077
WBLX	3 WUNI	595
WUNI	4 WBLX	582
WMOB	5 WKRG	527
8-34 MEN	18-34 WOMEN	
WABB-FM	1 WABB	
WABB	2 WABB-FM	
WKRG-FM	2 WBLX	
WBLX	3 WKSJ	
WKSJ	3 WMOB	
	4 111001	

1	MARR-LM	
2	WABB	
3	WKRG-FM	
4	WBLX	
5	WKSJ	
18	-49 ADULTS	
1	WARR	

WABB-FM WBLX WMOB

WKSJ

TEENS 1 WABB-FM 2 WABB 3 WBLX

WGOK

NEW HAVEN

NEW HAVEN-WEST HAVEN 5 BOOK TREND TOTAL PERSONS 12+

_	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
/					
WAVZ (R)	10.3	10.1	10.3	8.9	9.7
WELI (PA)	19.7	19.6	19.8	24.1	17.3
WKCI (BM)	7.9	6.3	8.1	8.2	9.7
WNHC (PA)	3.0	3.9	3.3	2.7	2.2
WPLR (A)	6.2	5.8	9.1	6.6	9.0
WYBC (PA)	.9	.5	.9	.9	1.1
WDRC-FM (R)*	6.4	6.3	8.8	4.3	5.2
WHCN (A)*	1.1	.7	.5	.7	2.0
WKSS (BM)*	4.9	7.2	5.4	5.5	7.0
WTIC (PA)*	3.8	3.2	3.2	3.2	2.5
WWYZ (A)*	2.1	.5	.5	4.6	5.2
WCBS (N)*	6.0	5.1	3.7	4.8	5.0
WEZN (PA)*	2.8	3.7	3.3	2.3	2.9
WNBC (PA)*	3.9	3.9	2.8	2.3	4.7
(1.74)	0.0	0.5	2.0	2.0	4.7
					_

TOP 5 QUARTER HOUR		TC	OP 5 CUME	IN HUNDREDS
2 WAVZ		1	WELI	1287
2 WKCI 3 WPLR		2	WAVZ WKCI	1038 604
4 WKSS		4	WNBC	598
5 WDRC-FM 5 WWYZ		5	WPLR	585
0 111112				
18-34 MEN	18	-34	WOMEN	
1 WPLR	1	WA	VZ	
2 WWYZ	1	WP	LR	
3 WAVZ	2	WW	VYZ	
4 WHCN	3	WE	LI	
4 WNBC	4	WE	D	
5 WELI	4	WD	RC-FM	
5 WDRC-FM	4	WN	IBC	

5 WDRC-FM	5 WKCI
18-49 ADULTS 1 WPLR 2 WAVZ 3 WELI 4 WWYZ 5 WKCI	TEENS 1 WAVZ 2 WDRC-FM 3 WPLR

NEW ORLEANS

TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WBOK (B) WBYU (BM) WEZB (BM) WGSO (PA) WNNR (B) WNOE (R) WNOE-FM (A) WGUE (PA) WRNO (A) WSHO (C) WSMB (PA) WTIX (R) WWL (PA) WWL-FM (BM) WYLD (B) WYLD-FM (B)	5.2 8.7 3.8 2.8 7.5 4.9 2.6 4.7 10.2 9.9 8.0 3.5 4.9 6.8	3.9 7.7 2.6 6.0 2.8 8.0 7.8 2.6 1.7 2.7 10.5 8.2 3.1 4.2 8.4	8.3 8.4 4.2 5.3 4.0 6.7 6.8 3.8 6.1 2.8 10.3 4.9 1.8 6.2 4.9	4.1 8.6 5.7 9.0 2.3 7.1 6.5 5.1 4.8 3.0 10.5 6.0 8.3 3.7 3.4 9.0	5.0 7.6 3.9 6.5 2.2 7.4 5.7 7.9 6.5 4.3 9.0 6.5 5.1 3.5 2.7 6.1

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDRE	
1 WSMB 2 WQUE 3 WBYU 4 WNOE 5 WSGO 5 WRNO 5 WTIX	1 WTIX 21/ 2 WNOE 19/ 3 WQUE 15/ 4 WSGO 13/ 5 WNOE-FM 13/	22 06 44
18-34 MEN 1 WNOE-FM 1 WRNO 2 WQUE 3 WTIX	18-34 WOMEN 1 WQUE 2 WNOE 3 WNOE-FM 4 WRNO	

		AAUIAO
	4	WTIX
	5	WBOK
	5	WBYU
TS M	TE 1 2 3 4 5	ENS WNOE WYLD WRNO WQUE WTIX
	M	4 5 5 5 TS TE 1 2 VI 3 4

NEW YORK

NEW YORK 5 BOOK TREND TOTAL PERSONS 12+

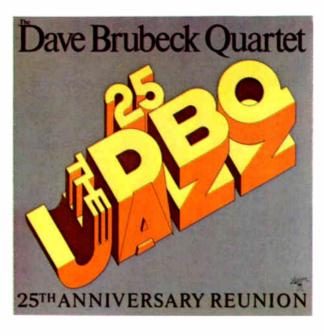
	A/M'76	J/A′76	O/N'76	J/F′77	A/M'7
WABC (R)	9.1	8.8	7.8	7.3	8.1
WADO (S)	3.3	3.3	2.6	3.5	2.8
WBLS (B)	5.0	5.8	5.5	5.6	5.9
WCBS (N)	4.8	5.1	5.5	6.1	5.5
WCBS-FM (O)	3.0	2.4	3.3	2.4	3.5
WHN (C)	2.8	3.1	3.9	2.9	3.6
WINS (N)	4.2	4.3	5.7	5.7	5.1
WJIT (S)	1.2	2.2	1.5	1.8	1.7
WKTU (A)	1.5	1.8	2.4	2.0	1.7
WMCA (T)	3.5	3.7	3.0	3.0	3.8
WNBC (PA)	2.3	2.0	1.9	8.1	2.2
WNEW (PA)	3.2	2.8	2.7	2.6	3.8
WNEW-FM (A)	2.3	2.4	2.0	2.2	2.3
WOR (PA)	8.1	7.ł	7.4	8.1	7.0
WPAT (BM)	3.1	3.4	3.0	3.5	3.0
WPAT-FM (EM)		3.3	2.9	3.1	2.8
WPIX (R)	2.4	1.8	1.6	1.6	1.6
WPLJ (A)	3.9	3.7	3.9	3.4	4.4
WQXR (CL)	.5	.5	.5	.6	.3
WQXR-FM (CL)		1.2	1.8	2.1	1.1
WRFM (BM)	5.0	3.9	4.8	4.3	4.0
WTFM (PA)	1.8	1.9	1.6	1.6	1.6
MAN? (DW)	1.3	1.1	.9	1.4	1.1
WVNJ-FM (BM)		2.1	2.0	2.0	1.8
WWRL (B)	2.3	2.5	1.8	2.4	1.5
WXLO (R)	3.3	3.1	2.9	3.1	2.8

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS
TOP IN GUARTER HOUR	TOP 10 COME IN HUNDREDS

10	PIU QUARTER HOUR	10	DP 10 COME	IN HUNI
ı	WABC	1	WABC	35990
2	WOR	2	WCBS	25131
3	WBLS	3	WOR	24090
4	WCBS	4	WINS	23859
5	WINS	5	WBLS	16041
	WPLJ	6	WPLJ	15898
	WRFM	7	WXLO	15499
	WMCA	8	WNBC	14242
	WNEW	9	WMCA	14206
	WHN	10	WCBS-FM	14069
10	WCBS-FM			
	34 MEN	18	-34 WOMEN	
		- 1	WABC	
ł	WBLS	2	WBLS	
2	WABC	3	WCBS-FM	
3	WPLJ	4	WPLJ	
4	WNEW-FM	5	WKTU	
5	WCBS-FM	_		

18-49 ADULTS

18-49 ADULTS	TEENS	
I WABC 2 WBLS 3 WCBS-FM 4 WPLJ 5 WHN	I WABO 2 WPLJ 3 WBLS 4 WXLO	



OMAHA

OMAHA-COUNCIL BLUFFS 5 BOOK TREND TOTAL PERSONS 12+

	A/M175	O/N-75	A/M ² 76	O/N'76	A/M' / /
KEFM (BM)	3.1	1.1	1.9	**	3.1
KEZO (BM)	9.7	8.7	8.9	10.6	9.1
KFAB (PA)	24.5	27.7	27.6	26.9	23.1
KGOR (R)	8.8	9.0	10.6	10.3	8.1
KLNG (N)	7.6	4.0	4.5	5.4	5.2
KOIL (R)	9.6	7.5	8.0	**	9.4
K000 (C)	5.2	3.5	3.1	2.3	4.1
K000-FM (C)	3.1	2.9	1.8	3.1	3.9
KOWH-FM (PA/T)	1.6	1.2	1.2	, 3. I	1.0
KQKQ (A)	2.9	5.9	6.0	5.6	8.9
KRCB (R)	.8	1.6	.9	2.3	1.4
WOW (R)	15.2	18.2	17.9	22.7	15.3

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 KFAB	1 KFAB 2174
2 WOW	2 WOW 2112
3 KOIL	3 KOIL 1427
4 KEZO	4 KGOR 1040
5 KQKQ	5 KEZO 1007
18-34 MEN	18-34 WOMEN
1 ΚΩΚΩ	1 WOW
2 WOW	2 KGOR
3 KGOR	3 KFAB
4 KOIL	4 KOIL
5 KEZO	5 ΚΩΚΩ
5 KOOO.EM	

18-49 ADULTS	TEENS
1 WOW	1 KOIL
2 KFAB	2 KGOR
з кака	3 WOW
4 KEZO	4 KQKQ
5 KGOR	
5 KOIL	

3 KGOR 4 KOIL 5 KEZO 5 K000-FM

ORLANDO

ORLANDO 5 BOOK TREND TOTAL PERSONS 12+

OKLAHOMA CITY

OKLAHOMA CITY	5 BOOK	TREND	TOTAL PE	RSONS 12	+
	A /A4/7E	O/N/7E	A /B4/76	0/8/76	,

	A/M'75	O/N'75	A/M'76	O/N'76	A/M·/
KAEZ (BM)	**	**	**	1.4	2.5
KAFG (PA)	2.4	3.5	3.0	1.4	2.1
KATT (A)	**	**	**	**	11.6
KEBC (C)	6.3	4.2	6.8	7.4	6.1
KFJL (B)	1.5	1.6	3.0	2.0	2.3
KFNB (BM)	2.3	3.8	7.9	4.8	5.9
KKNG (BM)	11.4	10.2	8.4	9.1	8.9
KLPR (C)	1.7	2.2	3.1	2.1	1.1
KOCY (PA)	1.9	2.2	2.6	2.0	1.1
KOFM (R)	6.2	3.0	5.8	4.1	5.1
KOMA (R)	7.5	5.3	6.5	9.8	10.6
KTOK (PA)	14.8	17.4	16.4	15.7	16.9
KWHP (R)	4.1	2.1	2.5	1.7	1.5
KXXY (R)	8.3	7.4	4.8	4.2	4.9
WKY (R)	14.2	16.7	15.5	13.6	10.1
WNAD (C)	3.4	5.1	1.3	2.9	3.0

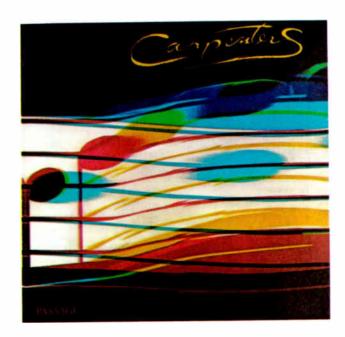
TOP 5 QUARTER HOUR 1 KTOK 2 KATT 3 KOMA 4 WKY 5 KKNG	TOP 5 CUME IN HUNDREDS 1 WKY 2251 2 KTOK 1849 3 KOMA 1832 4 KATT 1005 5 KKNG 979
18-34 MEN 1 KATT 2 KOMA 3 KXXY 4 KOFM 5 WKY	18-34 WOMEN 1 KATT 2 WKY 3 KOMA 4 KXXY 5 KOFM
18-49 ADULTS 1 KATT 2 KTOK 2 WKY 3 KOMA 4 KEBC 5 KXXY	TEENS 1 KOMA 2 WKY 3 KOFM 4 KATT

LEGEND

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

Page 20

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'7
WBJW (R)	7.I	9.1	11.3	16.5	14.3
WDBO (PA)	16.6	12.8	14.2	11.7	10.6
WDBO-FM (BM)	11.9	11.4	13.0	12.1	8.8
WDIZ (A)	2.8	5.1	5.4	3.4	5.2
WHOO (C)	9.1	10.1	10.4	7.3	8.9
WHOO-FM (BM)	8.4	8.2	6.6	6.4	9.4
WKIS (PA)	5.2	5.1	4.5	6.9	8.4
WLOF (R)	11.4	7.8	7.4	9.3	8.9
WLOQ (CL)	2.5	1.6	.9	1.0	1.0
WNBE (N)	**	1.3	1.6	1.4	1.0
WOKB (B)	3.6	5.8	3.8	8.6	5.7
WORL (B)	3.9	2.6	3.0	2.8	6.1
WORJ (A)*	5.5	6.5	5.4	2.9	3.3
TOP 5 QUARTE	R HOUR	TOP 5 C	UME IN H	IUNDREC	os
1 WBJW		1 WDE		1542	
2 WDBO		2 WLC		1516	
3 WHOO-FM		3 WBJ		1485	
4 WHOO		4 WKI		1172	
4 WLOF		5 WH(00	1046	•
5 WDBO-FM					

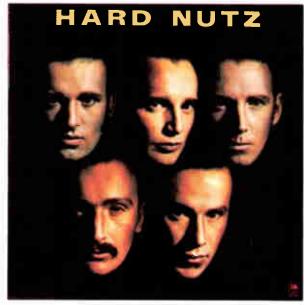




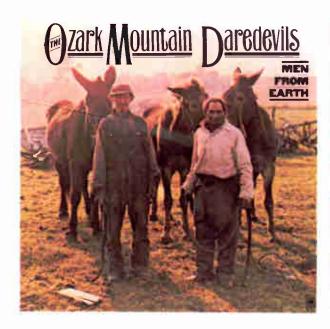




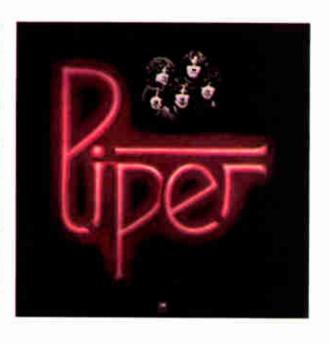


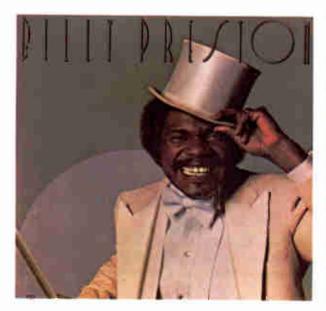


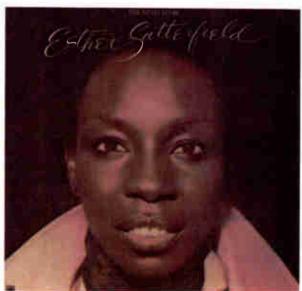














18	34 MEN	18-34 WOMEN
1	WJBW	1 WBJW
2	WDIZ	2 WORL
2	WLOF	3 WLOF
3	WDBO	4 WDIŹ
4	WORJ	5 WKIS
5	WOKB	

18	49 ADULTS	
1	WBJW	
2	WLOF	
3	WDBO	
4	WHOO-FM	
5	WHOO	

TE	ENS
1	WBJW
2	WLOF
3	WORJ

TOP 5 QUARTER HOUR KUPD-AM-FM KRFM KMEO-AM-FM KOY KDKB-AM-FM

TOP 5 CUME IN HUNDREDS

1	KUPD-AM-FM	2696
2	KOY	2427
3	KRIZ	1870
4	KRFM	1816
5	KMEO-AM-FM	1714

4	KRIZ
5	KTAR
18	3-34 MEN
1	KDKB-AM-FN
2	KUPD-AM-Fiv
3	KBBC
4	KOY
5	KRIZ

J	18-34 WOMEN
AM-FM	1 KUPD-AM-FM
M-Fivi	2 KOY
	3 KDKB-AM-FM
	4、KOOL-FM
	5 KBBC

18	49 ADULTS	
1	KOY	
2	KUPD-AM-FM	
3	KDKB-AM-FM	

KNIX-AM-FM KOOL-FM

TEENS 1 KUPD-AM-FM 2 KRIZ

PHILADELPHIA

PHILADELPHIA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A'76	O/N'76	J/F'76	A/M'77
KYW (N)	8.8	8.6	10.6	10.0	11.4
WCAU (N/T)	8.4	4.5	5.2	7.4	5.1
WCAU-FM (R)	2.0	3.6	2.2	1.9	4.1
WDAS (B)	2.4	2.4	2.5	2.3	2.1
WDAS-FM (B)	3.6	2.9	3.0	4.0	4.2
WDVR (BM)	5.9	5.1	6.0	6.5	5.4
WFIL (R)	8.1	7.2	7.1	6.3	6.0
WFLN (CL)	.3	.4	.6	.3	.5
WFLN-FM (CL)	1,1	1.8	2.3	2.3	2.0
WHAT (B)	1.9	1.3	1.7	1.0	1.2
WIBG (R)	3.5	6.9	3.0	2.0	2.2
WIFI (R)	3.3	3.8	3.9	3.2	4.2
WIOQ (A)	.7	1.7	1.3	1.7	1.9
WIP (PA)	8.8	9.4	10.0	10.8	8.4
WMGK (PA)	4.7	3.8	3.9	4.3	3.5
WMMR (A)	1.6	2.2	2.7	1.8	2.5
WPEN (PA)	2.9	2.6	2.8	2.4	2.4
WUSL (PA)	**	**	1.2	2.3	4.2
WWDB (T)	2.2	4.1	3.7	3.9	1.9
WWSH (BM)	8.6	7.9	8.6	8.5	6.2
WYSP (A)	3.7	3.9	5.8	4.2	5.9

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS
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ı	KYW	1	KYW	12031
2	WIP	2	WFIL	9503
3	WWSH	3	WCAU	
		3	WCAU	765I
4	WFIL	4	WIP	6618
5	WYSP	5	WWSH	6013
6	WDVR	_		
		6	WYSP	5688
7	WCAU	7	WIFI	5064
8	WDAS-FM			
		8	WIBG	4564
8	WIFI	9	WDVR	4346
8	WUSL	10	WCAU-FM	4198
9	WCAU-FM	10	WCAU-FIVI	4190
9				
10	WMGK			

5 WDAS-FM

18-34 MEN	18-34 WOMEN
I WYSP 2 WCAU-FM 3 WFIL 4 WMMR 5 WIBG	I WDAS-FM 2 WCAU-FM 2 WMGK 3 WYSP 4 WFIL 5 WUSL
18-49 ADULTS	TEENS
I WYSP 2 WIP 3 WFIL 4 KYW	I WIFI 2 WYSP 3 WFIL 4 WDAS-FM

PHOENIX

5 WCAU-FM

PHOENIX 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/N
KBBC (A)	4.8	3.7	5.4	6.I	4.1
KDKB (A)	1.7	1.4	.8	1.4	1.0
KDKB-FM (A)	3.8	5.9	4.9	5.6	5.1
KDOT (BM)	.3	.8	1.1	.9	1.7
KHEP (RL)	.9	1.4	.5	.5	1.0
KHEP-FM (RL)	1.3	1.5	1.3	1.0	1.0
KIFN (S)	6.0	2.3	1.6	.5	3.2
KIOG (R)	**	**	**	**	1.1
KJJJ (C)	6.0	4.9	5.8	7.€	5.4
KMEO (BM)	1.5	1.5	1.3	1,5	2.3
KMEO-FM (BM)	6.0	7.3	6.9	6.8	6.3
KNIX (C)	**	**	4.1	1.6	2.2
KNIX-FM (C)	3.2	4.5	5.3	4.8	2.8
KOOL (PA)	7.1	5.6	5.4	7.4	4.6
KOOL-FM (O)	4.6	4.2	4.7	3.7	4.8
KOY (PA)	8.6	9.3	7.9	7.7	8.6
KPHX (S)	3.4	2.3	2.2	1.1	1.7
KRFM (BM)	6.7	7.7	11.1	10.0	9.9
KRIZ (R)	9.3	4.9	4.0	4.7	6.1
KRUX (R)	2.8	1.0	.9	.9	2.4
KSGR (O)	**	**	**	**	1.1
KTAR (N)	6.4	5.3	6.5	6.0	5.8
KUPD (R)	2.1	4.8	4.3	3.9	4.6
KUPD-FM (R)	1.4	4.0	3.1	7.9	6.5
KXIV (PA)	1.1	1.0	.5	.5	1.3

PITTSBURGH

PITTSBURGH 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KDKA (PA)	25.5	20.7	25.8	22.6	27.0
KDKA-FM (PA)	1.7	1.4	1.6	1.8	1.4
KQV (N)	1.2	1.3	1.5	3.0	2.1
WDVE (A)	5.3	5.4	6.8	5.7	7.8
WEEP (C)	3.0	7.0	4.1	3.5	2.5
WEEP-FM (C)	1.3	1.9	1.3	2.2	.9
WHJB (N)	1.5	.9	1.3	1.1	1.0
WIXZ(C)	.7	1.8	2.1	1.0	1.0
WJOI (BM)	**	3.8	3.8	4.5	3.9
WKTQ (R)	8.3	6.6	6.1	4.7	4.6
WLOA (R)	1.0	.7	.2	.4	.4
WLOA-FM (R)	.9	i.i	.6	.9	2.2
WNUF (PA)	1.0	1.7	1.0	1.0	1.1
WPEZ (R)	4.4	5.6	5.7	5.0	4.9
WSHH (BM)	6.7	7.7	6.3	7.5	8.3
WTAE (PA)	6.1	4.9	5.0	9.0	5.2
WXKX (R)	**	**	**	**	5.1
WWSW (PA)	7.4	5.6	7.3	5.5	6.5
WYDD (A)	1.4	2.7	1.3	1.9	1.5
WAMO (B)	.7	2.2	3.4	2.8	2.0

TOP 10 QUARTER HOUR	TOP 10 CUME IN H	UNDREDS
1 KDKA	1 KDKA	10816
2 WSHH	2 WTAE	3592
3 WDVE	3 WKTQ	3580
4 WWSW	4 WSHH	3331
5 WTAE	5 WWSW	3294
6 WXKX	6 WXKX	3276
7 WPEZ	7 WDVE	3185
8 WKTQ	8 WPEZ	3049
9 WJOI	9 KQV	2008
10 WEEP-AM-FM	10 WJOI	1656

34 WOM	18-	-34 MEN	18
NDVE	1	WDVE	1
KDKA	2	KDKA	2
NTAE	3	WXKX	3
WKTQ	4	WTAE	4
WPEZ	5	WKTQ	5
KDK A WTAE	3	KDKA WXKX WTAE	3

18 1 2 3 4	49 ADULTS KDKA WDVE WTAE WSHH	TE 1 2 3 4	ENS WDVE WPEZ WXKX WKTQ
4	WSHH	4	WKTQ
5	wwsw	•	

PORTLAND, OR

/M'7; PORTLAND, OR. 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'
KEX (PA)	7.8	7.9	10.1	9.2	8.1
KGON (R)	4.0	3.7	3.3	3.5	5.2
KGW (R)	9.8	12.2	11.8	14.5	15.2
KINK (A)	3.0	3.2	4.4	4.i	3.4
KJIB (PA)	1.4	1.7	2.3	2.5	2.7
KKEY (T)	2.3	3.1	2.6	3.5	2.9
KOIN (PA)	4.5	4.7	3.0	5.3	6.4
KOIN-FM (PA)	2.7	1.6	1.2	2.2	3.0
KPAM (R)	**	**	.7	1.5	2.2
KPAM-FM (R)	6.2	6.2	4.3	7.4	9.2
KPDQ (RL)	1,8	.7	1.5	1.1	1.4
KPDQ-FM (RL)	1.4	1.2	.7	.5	1.0
KQFM (BM)	2.2	2.5	2.8	1.7	1.5
KRDR (C)	1.2	.7	1.3	1.1	1.3
KUPL (BM)	**	**	**	3.8	1.6
KUPL-FM (BM)	5.9	6.2	8.3	6.3	5.I
KVAN (A)	1.3	.9	1.5	2.1	1.7
KWJJ (C)	6.5	6.9	7.4	6.9	8.5
KXL (N)	6.5	8.8	8.2	7.7	6.2
KXL-FM (BM)	3.1	4.1	4.2	5.7	3.7
KYXI (PA)	6.4	2.9	3.2	3.6	3.9



T(1) 2 3 4		1 2 3 4	KOIN 2535 KPAM-AM-FM 2124 KEX 1736
5	KOIN	5	KWJJ 1464
18 1 2 3 4 5	KOIN	18 1 2 3 4 5	
18-	49 ADULTS		TEENS
1	KGW		1 KGW
2	KPAM-AM-FM		2 KPAM-AM-FM
3	KEX		
4	KGON		
4	KOIN		
5	KWJJ		

PROVIDENCE

PROVIDENCE-WARWICK-PAWTUCKET 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WALE (PA)	**	**	**	**	1.6
WBRU (A)	1.6	2.8	3.5	2.2	1.4
WBSM (PA)	**	**	**	**	4.3
WEAN(N)	4.7	3.9	5.3	7.1	4.4
WGNG (R)	7.6	5.1	4.9	4.5	2.6
WHIM (C)	3.5	2.6	2.9	2.8	2.0
WHIM-FM (C)	4.7	6.7	4.3	2.7	3.2
WICE (T)	9.0	9.7	6.9	7.8	4.0
WJAR (PA)	5.7	6.6	7.3	5.7	6.7
WJFD (PA)	**	**	* *	**	1.6
WLKW (BM)	4.5	6.5	4.9	5.0	4.8
WLKW-FM (BM)	11.5	18.1	13.4	15.8	13.1
WMYS (PA)	**	**	**	.3	1.0
WNBH (PA)	**	**	**	* *	1.0
WPJB (R)	2.5	3.4	4.3	4.6	5.1
WPRO (PA)	16.8	8.4	10.5	12.1	10.6
WPRO-FM (R)	8.0	6.4	8.3	9.1	5.6
WSAR (R)	**	**	.5	* *	1.7
WWON (N/T)	1.1	1.4	1.2	2.8	1.0
WBZ (PA)*	1.8	1.9	1.6	1.2	2.2

TOP 5 1 2 3 4 5	QUARTER HOUR WLKW-AM-FM WPRO WJAR WPRO-FM WHIM-AM-FM	TOP 5 1 2 3 4 5	WLKW-AM-F WJAR	4090
5	WHIM-AM-FM	5	WEAN	1982

18-3	4 MEN WLKW-AM-FM	18-3 1	34 WOMEN WPRO
2	WPRO	2	WLKW-AM-FM
3	WJAR	3	WPRO-FM
4	WCOZ	4	WPJB
5	WPJB	5	WGNG
•		5	WJAR
8-4	9 ADULTS	TEI	ENS

2 WPRO 2 WPJ 3 WJAR 5 WPJB	18-49 - -	IS WPRO-FN WPJB	1
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LEGEND

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

RALEIGH

RALEIGH-DURHAM 5 BOOK TREND TOTAL PERSONS 12+

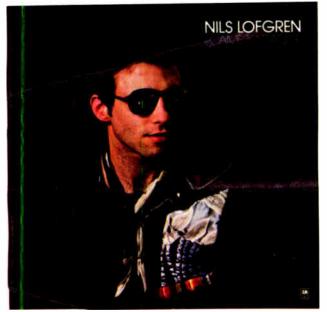
RICHMOND

RICHMOND 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCHL (R) WDBS (A) WDCG (C) WDNC (R) WETC (BM) WKIX (R) WLLE (B) WPTF (PA) WQDR (A) WRAL (PA) WRAL (PA) WSRC (B) WSSB (R) WTIK (C) WYNA (C) WYDD (BM)	3.6 1.4 1.7 7.3 1.6 8.8 5.2 21.2 10.4 6.6 1.7 5.7 2.8 3.1 1.4	3.I 1.5 1.7 7.6 1.I 12.0 4.6 20.9 7.6 8.0 1.9 8.5 2.4 3.I	1.4 1.3 1.1 6.7 1.3 8.5 5.6 18.8 8.9 9.4 2.5 4.9 2.0 1.8 2.4 13.6	3.2 .8 2.4 9.1 2.0 9.4 3.9 19.9 8.6 9.6 .8 6.9 2.0 2.9 1.5	4.0 1.2 1.8 6.8 1.2 9.3 5.6 19.6 5.3 14.0 1.2 5.3 2.2 2.5 8.5

TOP	5 QUARTER HOUR	TOP	5 CUME IN	HUNDREDS
1	WPTF	1	WPTF	1346
2	WRAL	2	WKIX	1182
3	WKIX	3	WRAL	1114
4	WYYD	4	WYYD	939
5	WDNC	5	WDNC	837

18-34 MEN 18-34 WOMEN 1 WRAL 1 WRAL 2 WKIX 2 WKIX 3 WDNC 3 WDNC 4 WQDR 3 WLLE 5 WYNA 4 WSRC 5 WCHL	18-49 ADULTS 1 WRAL 2 WPTF 3 WKIX 4 WYYD 5 WDNC	TEENS 1 WQDR 2 WKIX 3 WLLE
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RENO

RENO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KBET (C)	5.6	**	4.0	**	3.6
KCBN (R)	20.2	**	14.4	**	17.2
KCRL (BM)	7.9	**	6.5	**	7.8
KGLR (A)	7.3	**	6.0	**	7.3
KNEV (PA)	**	**	**	**	1.0
KOH (N)	9.6	**	13.4	**	10.4
KOLO (PA)	11.2	**	12.9	**	14.6
KONE (C)	5.1	**	8.0	**	3.6
KRNO (PA)	6.7	**	3.0	**	7.8
KSRN (PA)	6.7	**	4.0	**	5.2
KKBC (R)*	3.4	**	9.5	**	9.4

K	KBC (R)*	3.4	**		9.5	**	9.4
TC 1 2 3 4 5	OP 5 QUAR KCBN KOLO KOH KKBC KCRL KRNO	TER H	OUR TO 1 2 3 4 5	KC KC KC	BN	IN HUI	NDREDS 419 365 289 243 182
1 1 2 3 4				18 1 2 2 3 4 4	-34 WO KCBN KOLO KKBC KGLR KBET KONE	_	

CBN KBC

,	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WANT (B)	4.8	5.9	4.1	4.1	7.3
WEET (PA)	.8	2.9	.8	2.8	1.9
WENZ (B)	5.5	5.0	5.0	6.5	2.5
WEZS (BM)	11.7	9.3	12.7	7.8	8.8
WGOE (A)	6.0	2.6	5.0	3.7	4.5
WIVE-FM (RL)	1.4	.5	.5	.2	1.0
WLEE (R)	11.5	11.9	8.3	10.0	9.7
WRNL (N)	3.4	5.2	5.8	5.2	2.1
WRVA (PA)	24.5	22.2	18.4	19.2	24.8
WRVQ (R)	8.7	9.9	11.8	14.6	15.8
WRXL (A)	3.4	4.4	5.8	5.5	3.6
WTVR (C)	3.5	3.8	4.1	3.2	2.[
WTVR-FM (BM)	1.5	2.9	2.7	4.3	3.3
WXGI (C)	2.8	2.7	3.5	4.5	4.2
		TOD (EDC

	S S SUADZED HOUD		D E OLIME IN	HUNDBERG
10	P 5 QUARTER HOUR	10	P 5 CUME IN	HOMDREDS
1	WRVA	1	WRVA	2092
2	WRVG	2	WRVQ	1586
3	WLEE	3	WLEE	1385
4	WEZS	4	WEZS	679
5	WANT	5	WANT	572
10	-34 MEN	1	8-34 WOMEN	
10		1	WRVQ	
1	WGOE			
2	WLEE	2		
2	WRVQ	3		
3	WANT	4		
3	WRXL	5	WANT	

18	-49 ADULTS	TE	ENS
1	WRVA	1	WRVO
2	WRVQ	2	WLEE
3	WLEE		
4	WANT		
5	WGOE		

ROCHESTER

ROCHESTER 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAXC (PA)	5.5	6.4	6.0	4.5	4.2
WBBF (R)	9.7	8.5	7.0	11.2	11.6
WCMF (A)	3.8	4.1	5.1	3.7	5.0
WDKX (B)	**	2.4	3.5	.6	1.9
WEZO (BM)	19.2	15.5	18.2	19.8	16.6
WGVA (PA)	.5	.7	.6	.6	1.2
WHAM (PA)	20.7	21.8	19.4	17.5	16.6
WHFM (R)	6.4	6.0	6.7	7.4	4.0
WMJQ (A)	**	**	**	**	4.1
WNYR (C)	9.5	9.0	6.5	3.8	5.3
WPXY (BM)	4.7	4.0	5.0	4.4	5.8
WROC (PA)	3.8	2.8	4.3	3.4	2.7
WSAY (A)	2.7	2.2	1.7	2.4	2.2
WVOR (PA)	1.1	1.0	.8	2.2	2.6

TOP 5 QUARTER HOUR T 1 WHAM 1 1 WEZO 2 2 WBBF 3 3 WPXY 4 4 WNYR 5 WCMF	OP 5 CUME IN HUNDREDS WHAM 3185 WEZO 2692 WBBF 2582 WAXC 1656 WPXY 1065
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7	18.34 1 2 3 4 5	MEN WBBF WCMF WEZO WHFM WSAY	18-34 1 1 2 3 4 5	WOMEN WBBF WEZO WMJQ WCMF WHAM WAXC	18-49 1 2 3 4 5	ADULTS WEZO WBBF WHAM WCMF WMJQ	TEEN 1 2	S WBBF WHFM

SACRAMENTO

SACRAMENTO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAHI (PA)	.7	1.3	1.8	1.3	2.3
KAFI (PA)		.3	.4	,I	1.0
KCRA (PA)	11.8	10.2	9.2	9.9	7.2
KCTC (BM)	7.2	7.0	7.5	6.9	5.2
KEBR (PA)	1.4	1.4	.8	.9	2.9
KEWT (BM)	11.4	11.7	10.1	10.7	15.1
KFBK (N)	2.6	5.7	5.0	4.6	5.5
KFBK-FM (CL)	1.2	1.3	1.2	3.3	1.9
KGMS (PA)	5.2	4.0	5.6	4.4	5.4
KNDE (R)	5.1	4.1	6.5	4.2	3.9
KPOP (PA)	1.4	1.7	1.2	.8	2.1
KRAK (C)	7.2	9.4	7.9	7.6	7.2
KROI (R)	**	2.3	2.4	3.7	6.0
KROY (R)	7.7	7.5	5.9	7.3	5.7
KSFM (A)	5.0	5.7	5.8	5.6	3.5
KXOA (R)	8.1	4.9	4.4	5.7	5.0
KZAP (A)	2.7	4.9	4.2	5.1	5.2
KFRC (R)*	5.2	4.1	5.4	4.7	3.5
KGO (N)*	2.3	3.6	1.7	2.8	2.5

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 KEWT 2 KCRA 2 KRAK 3 KROI 4 KROY 5 KFBK	1 KROY 1936 2 KEWT 1851 3 KCRA 1837 4 KFBK 1604 5 KFRC 1354
18-34 MEN	18-34 WOMEN
1 KZAP 2 KSFM 3 KXOA 4 KEWT 5 KCRA 5 KROY	1 KEWT 2 KXOA 3 KROI 4 KCTC 5 KROY
18-49 ADULTS	TEENS
1 KEWT 2 KZAP 3 KXOA 4 KCRA 4 KCTC 5 KRAK	1 KROI 2 KROY 3 KNDE

SAGINAW

SAGINAW 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WIOG (BM)	**	**	4.0	**	4.2
WKCQ (C)	6.5	**	7.3	**	7.3
WKNX (R)	7.8	**	4.7	**	12.9
WSAM (R)	10.9	**	9.5	**	14.3
WSGW (PA/T)	11.9	**	13.1	**	15.7
WWWS (B)	2.4	**	4.7	**	2.1
WGER (BM)*	ł5.7	**	11.7	**	9.1
WHNN (R)*	13.7	**	18.2	**	12.2
WJR (PA)*	7.5	**	2.9	**	3.8
WTAC (R)*	2.0	**	3.3	**	2.1
WWCK (R)*	**	**	**	**	2.4
WXWX (C)	5.8	**	5.1	**	4.2

TOP 5 QUAR	I EK HOUK	TOP 5 COME IN HU	JNDKED2
1 WSGW		1 WSAM	696
2 WSAM		2 WSGW	587
3 WKNX		3 WKNX	560
4 WHNN		4 WHNN	546
5 WGER		5 WKCQ	334
18-34 MEN 1 WKNX 1 WSAM 2 WHNN 3 WKCQ 3 WSGW	18-34 WOM 1 WSAM 2 WHNN 3 WKNX 4 WGER 5 WIOG 5 WKCQ 5 WSGW	EN 18-49 ADULTS 1 WSAM 2 WKNX 3 WHNN 4 WSGW 5 WGER	TEENS 1 WSAM 1 WHNN 2 WKNX

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

ST. LOUIS

ST. LOUIS 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KADI (A) KADI-FM (A) KATZ (B) KCFM (BM) KEZK (BM) KKSS (B) KMOX (T) KMOX-FM (PA) KSD (PA) KSHE (A) KSLQ (R) KSTL (C) KXOK (R) WESL (PA) WIL (C)	** 4.1 3.1 3.3 3.6 2.7 25.2 3.1 11.5 4.3 6.1 .4 5.3 1.1	1.8 5.3 4.9 5.1 3.4 2.7 24.5 2.3 11.0 5.6 5.9 1.3 4.9 1.6 4.2	1.3 3.8 6.1 4.2 4.1 1.9 26.4 2.6 8.3 4.9 8.1 .3 5.5 1.4 5.9	1.6 3.0 3.3 4.4 4.2 1.7 26.1 2.2 7.7 5.4 8.7 .7 6.2 1.3 7.0	1.2 2.8 3.2 4.9 4.8 3.2 24.3 3.3 7.5 5.5 8.3 1.5 4.5 1.9 5.3
WIL-FM (C) WRTH (BM)	2.5 5.2	2.9 3.6	2.5 4.6	3.6 3.5	4.2 3.9
TOP 10 QUARTI	TOP 10	CUME IN	HUNDRE	DS	
1 KMOX 2 KSLQ 3 KSD		1 KMC 2 KSD 3 KSL		8811 4854 4271	

101 10 407	1111211110011	TOT TO COME IN HONDINEDS				
1 KMOX 2 KSLQ		1 KMOX 2 KSD	8811 4854			
3 KSD		3 KSLQ	4271			
4 KSHE		4 KXOK	3858			
5 WIL		5 WRTH	2521			
6 KCFM		6 KSHE	2488			
7 KEZK		7 WIL	2357			
8 KXOK		8 KADI-FM	2195			
9 WIL-FM		9 KEZK	2093			
10 WRTH		10 KMOX-FM	1752			
חוחיי טו		IO KINOX-FINI	1752			
18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS			
1 KMOX	\					
1 KSLQ	1 KSD	1 KMOX	1 KSLQ			
2 KSHE	2 KSLQ	2 KSLQ	2 KSHE			
3 KSD	3 KXOK	3 KSD	3 KXOK			
4 KKSS	4 KSHE	4 KSHE	4 KADI-FM			
5 KXOK	5 KMOX	5 KEZK	5 KATZ			

SALT LAKE CITY

SALT LAKE CITY-OGDEN 5 BOOK TREND TOTAL
PERSONS I2+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77	
KALL (PA)	5.2	5.9	5.6	7.1	6.7	
KALL-FM (BM)	1.2	1.8	2.1	1.1	1.3	
KCPX (R)	12.1	13.2	13.4	10.7	11.9	
KCPX-FM (A)	3.1	3.5	3.6	4.3	3.9	
KDAB (R)	**	1.0	1.1	.9	2.1	
KLO (PA)	1.7	1.0	.6	.7	1.0	
KLUB (BM)	11.0	9.1	8.0	12.0	6.5	
KLUB-FM (BM)	4.4	6.2	5.3	4.8	3.7	
KRGO (C)	2.7	2.0	4.6	3.9	4.7	
KRSP (R)	4.7	4.2	3.7	4.0	3.3	
KRSP-FM (R)	4.6	6.5	6.5	6.8	7.8	
KSL (PA)	9.6	13.0	10.0	8.8	12.6	
KSL-FM (BM)	9.6	5.7	8.4	6.2	10.4	
KSOP (C)	4.4	4.5	4.6	5.2	2.4	
KSOP-FM (C)	5.0	3.9	5.7	6.3	7.8	
KSXX (T)	4.9	4.1	4.1	4.8	2.8	
KWHO (CL)	1.5	1.1	1.1	1.4	1.3	
KWMS (N)	**	**	1.0	2.1	1.1	
KAYK (R)(*	**	**	**	.l	.1	
KAYK-FM (R)*	**	**	**	2.5	2.9	
TOP 5 OLIARTER HOUR		TOP 5 CUME IN HUNDREDS				

TOP 5 QUARTER HOUR	TOP 5 CUME IN	HUNDREDS
1 KSL	1 KCPX	2027
2 KCPX	2 KSL	1655
3 KSL-FM	3 KSL-FM	1264
4 KRSP-FM	4 KLUB	1186
4 KSOP-FM	5 KRSP-FM	1185
5 KALL		

18-	34 MEN	18	34 WUMEN	18	-49 ADUL 15	- 1 6	EN9
1	KCPX	1	KCPX	1	KSL-FM	1	KCPX
2	KCPX-FM	2	KSL	2	KSL	2	KRSP-FIV
3	KRSP-FM	3	KSOP-FM	3	KCPX		
4	KRGO	4	KSL-FM	4	KALL		
5	KALL	4	KAYK-AM-FM	5	KSOP-FM		
5	KSL	5	KRSP-FM				

SANANTONIO

SAN ANTONIO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAPE (B) KBUC (C) KBUC-FM (C) KCOR (S) KEDA (S) KITE (PA) KITE-FM (PA) KITY (PA) KKYX (C) KISS (PA) KONO (R)	3.2 2.7 3.1 12.8 4.3 4.7 ** 2.8 9.2 .6 4.0	2.3 3.7 3.6 II.2 5.6 4.0 ** 5.1 7.8 1.4	1.3 3.0 2.7 15.5 4.8 3.8 ** 3.0 7.7 .9	1.1 3.4 3.3 14.1 4.3 2.9 ** 2.2 7.0 1.0 5.0	5.3 2.4 4.4 12.4 3.6 2.0 1.0 3.1 6.4 1.9 3.3
KQAM (R) KSAQ (R) KOXT (BM) KTFM (A) KTSA(R) KUKA (S) WOAI (PA) WOAI-FM (BM)	.8 I.I 8.3 2.8 20.5 I.4 4.0	.1 1.6 7.8 4.4 17.4 2.4 3.1	1.5 9.6 3.0 19.4 2.6 4.2	.1 1.7 11.4 4.9 18.1 3.4 5.2	3.9 8.7 6.7 17.7 3.2 6.1 2.0

2	KCOR			2	ΚT	FM		1381
3	KQXT			3	WC	Al		1297
4	KBUC-AM-FI	VI		4	KK	XX		1251
5	KTFM			5	ΚQ	XT		1200
18-34 MEN		18-	18-34 WOMEN		18-	49 ADULTS	T	EENS
							1	KTSA
1	KTSA	1	KTSA		1	KTSA	2	KTFM
•	KTEM	2	KCOR		2	KCOB	3	KSAO

TOP 5 QUARTER HOUR

TOP 5 CUME IN HUNDREDS 1 KTSA 3020

			- · · · · · · · · · · · · · · · · · · ·				
						1	KTSA
1	KTSA	1	KTSA	1	KTSA	2	KTFN
2	KTFM	2	KCOR	2	KCOR	3	KSAC
3	KAPE	3			KBUC-AM-F	M	
4	KRUC-AM-FM	4	KBUC-AM-FM	4	KTFM		
	KKYX	5	KITY	5	KQXT		

SAN DIEGO

SAN DIEGO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KCBQ (R)	10.0	8.6	8.6	9.1	5.5
KEZL (BM)	4.5	4.0	4.8	7.3	6.3
KFMB (PA)	5.2	5.6	5.2	5.8	3.9
KFMB-FM (R)	3.3	6.3	6.3	6.1	5.6
KFSD (CL)	2.4	2.5	3.7	3.1	2.8
KGB (A)	5.1	5.6	4.6	5.3	4.7
KGB-FM (A)	5.8	6.8	7.1	7.6	7.0
KIFM (PA)	**	**	**	**	3.8
KITT (BM)	1.6	1.2	1.3	1.0	1.4
KJFM (BM)	**	**	**	2.4	2.4
KMJC (R)	••	**	**	**	6.6
KOGO (PA)	10.1	5.6	8.3	4.4	10.1
KOZN (C)	1.7	2.4	1.7	2.8	2.1
KPRI (A)	5.3	5.5	3.9	2.6	3.3
KSDO (N)	4.7	5.7	3.7	5.1	5.0
KSON (C)	4.5	6.0	3.7	3.6	2.9
KYXY (BM)	3.5	3.8	4.9	4.1	3.5
KNX (N)*	3.0	3.4	2.6	3.7	2.5
XTRA (BM)*	6.1	7.4	7.5	9 .3	5.7

1	TOP 10 QUARTER HOUR		TOP 10 CUME IN HUNDREDS				
9	2	KOGO KGB-FM KMJC KEZL XTRA KFMB-FM KCBQ KSDO KGB KFMB	1 2 3 4 5 6 7 8 9 10	KOGO KEBO KEME XTRA KGB-I KMJC KSDO KEME KEZL	FM	3013 2996 2552 2357 2306 2206 2197 2058 1857 1804	
ı	8-	34 MEN	18-34 WOMEN				
	2 2 3 4 5	KGB-FM KGB KMJC KPRI KFMB KCBQ		1 1 2 3 4 5	KCBC KGB- KIFM KGB KFME KMJC	FM 3-FM	

0 1400	I KGB-FM
2 KGB	
2 KMJC	2 KIFM
3 KPRI	3 KGB
	4 KFMB-FM
4 KFMB	
5 KCBQ	5 KMJC
3 KODA	
10 40 40111 75	
18-49 ADULTS	TEENS
1 KGB-FM	I KFMB-FM
2 KOGO	
	2 KMJC
3 KMJC	3 KCRQ
4 KCBQ	0 1101/2
4 KGB	
E VEMD	

SAN FRANCISCO

KFMB

SAN FRANCISCO 5 BOOK TREND TOTAL PERSONS 12+

A/M'76 J/A'76 O/N'76 J/F'77 A/M'77

KABL (BM) KABL-FM (BM) KARA (PA) KBAY (PA) KCBS (N) KCBS-FM (A) KDIA (B) KFOG (BM)	4.3 2.8 .9 3.3 6.8 1.4 3.1 5.4	4.3 2.9 .8 2.9 8.5 I.I. 2.2 6.3	4.7 2.4 .9 2.5 8.4 I.I 2.I 5.7	4.8 2.7 I.I 2.6 7.9 I.8 2.3 6.0	3.6 2.9 1.1 2.6 7.0 1.7 2.4 4.5
KFRC (R)	8.1	7.4	6.5	6.9	6.6
KGO (N/T)	8.0	8.5	8.4	8.2	7.9
KDFC (CL)	1.2	1.2	1.4	1.0	1.2
KIBE (CL)	.6	.5	.6	.4	.6
KIOI (PA)	3.2	3.8	2.8	3.4	2.4
KKHI (CL)	.9	1.4	.8	.9	.7
KKHI-FM (CL)	.9	1.1	1.0	1.4	1.1
KLIV (R)	1.1	1.3	1.2	.9	1.0
KLOK (PA)	2.4	2.8	2.7	1.8	2.5
KMPX (BM)	1.0	.6	1.0	1.0	1.0
KNBR (PA)	4.6	4.9	3.5	3.4	4.7
KNEW (C)	3.6	2.7	2.9	2.7	3.2
KOIT (BM)	**	1.5	3.3	4.2	4.3
KOME (A)	2.1	1.6	1.9	1.6	1.1
KSAN (A)	2.6	2.4	2.3	2.4	2.8
KSFO (PA)	6.3	5.0	6.3	5.4	5.8
KSFX (R)	2.9	3.1	2.9	2.7	3.1
KSJO (A)	1.0	1.0	1.0	1.3	1.4
KSOL (B)	.7	1.7	1.3	1.7	2.0
KYA (R)	1.9	1.7	2.0	1.7	2.1
KYA-FM (A)	1.1	.9	1.7	1.5	1.9
TOP 10 QUARTE	TOP 10	CUME IN	HUNDR	EDS	

1	KGO		1	KFRC	9245
2	KCBS		2	KCBS	7990
3	KFRC		3	KNBR	6303
4	KSFO		4	KGO	6201
5	KNBR		5	KSFO	6100
6	KFOG		6	KABL	5247
7	KOIT		7	KYA	4518
8	KABL		8	KSFX	3948
9	KNEW		9	KFOG	3668
10	KSFX		10	KOIT	3649
18-	34 MEN	18-34 WOMEN	1	8-49 ADULTS	TEENS

10 KSFX			10 KOIT 3649			549	
18	-34 MEN	18	-34 WOMEN	18	49 ADULTS	TE	ENS
2	KFRC KSAN KSFX KSFO	1 2 3 4	KFRC KSAN KSFX KIOI	1 2 3 4	KFRC KNBR KSFO KCBS	1 2	KFRC KYA
5	KNBR	5	KLOK	4 4 5	KSAN KSFX KOIT		



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SANJOSE

SAN JOSE 5 BOOK TREND TOTAL PERSONS I2+

A/M'76 J/A'76 O/N'76 J/F'77 A/M'77

	A/IVI /O	J/A /6	U/N /6	J/F //	A/IVI //
KARA (PA)	3.3	**	3.2	3.7	4.3
KBAY (BM)	9.8	**	8.0	8.2	6.9
KEEN (C)	2.0	**	3.4	3.2	2.9
KEZR (A)	.9	**	2.2	1.5	1.4
KFAT (C)	**	**	.9	1.1	1.8
KIBE (CL)	1.2	**	1.5	.9	1.0
KDFC (CL)	.9	**	.9	1.2	1.4
KLIV (R)	4.1	**	4.6	3.6	4.3
KLOK (PA)	6.9	**	4.7	3.9	6.0
KNTA (S)	**	**	.7	**	2.0
KOME (A)	7.1	**	5.6	5.2	3.4
KSJO (A)	2.9	**	2.7	4.4	3.8
KXRX (N)	2.0	**	2.7	2.3	2.4
KABL (BM)*	3.7	**	2.6	2.8	2.9
KCBS (N)*	4.2		7.2	7.0	5.8
KFOG (BM)*	4.8	**	5.2	4.1	4.4
KFRC (R)	7.2	**	4.2	5.2	4.4
KGO (N)	5.6	**	8.3	7.6	5.7
KIOI (PA)	4.2	**	3.0	3.2	2.4
KNBR (PA)	3.7	**	2.6	2.6	2.9
KOIT (BM)	**	**	3.8	3.0	6.2
KSFO (PA)	5.3	**	4.4	2.8	3.9
		TOD 5 6			

TOP 5 QUA 1 KBAY 2 KOIT 3 KLOK 4 KCBS 5 KGO	RTER HOUR	TOP 5 CUME IN I 1 KFRC 2 KLOK 3 KLIV 4 KCBS 5 KBAY	HUNDREDS 1943 1811 1802 1639 1310
18-34 MEN 1 KSJO 2 KOME 3 KARA 4 KLOK 4 KFRC 5 KCBS 5 KNBR 5 KSAN	18-34 WOMEN 1 KLOK 2 KARA 3 KSFX 4 KFRC 4 KOIT 5 KLIV 5 KIOI	18-49 ADULTS 1 KLOK 2 KARA 2 KBAY 3 KOME 4 KOIT 5 KSJO	TEENS 1 KLIV 2 KFRC

SAVANNAH

SAVANNAH 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WEAS (B)	5.1	**	4.6	**	9.7
WEAS-FM (B)	5.1	**	6.6	**	10.5
WJCL (BM)	4.7	**	9.7	**	9.2
WKBX (PA)	**	**	**	**	3.4
WQQT (C)	6.7	**	5.8	**	4.6
WSGA (R)	14.6	**	14.3	**	17.2
WSGF (PA)	9.4	**	9.7	**	5.5
WSOK (B)	15.4	**	12.7	**	8.4
WTOC (R)	9.4	**	6.9	**	3.4
WTOC-FM (BM)	3.5	**	5.8	**	6.7
WXLM (CL)	3.5	**	2.3	**	2.9
WZAT (R)	7.1	**	7.3	**	13.4
TOP 5 QUARTER	HOUR	TOP 5	CUME IN	HUNDRE	-DS
1 WSGA			GA	48	
2 WZAT			ZAT	47	
3 WEAS-FM			ОК	310	
4 WEAS			AS-FM	27	
5 WJCL			roc	26	
18-34 MEN 18	-34 WOME			TEENS	
1 WSGA 1	WSGA		GA	1 WEAS	FM
2 WEAS-FM 2	WSOK		AT	1 WSGA	
2 WZAT 3	WZAT	3 WJ		2 WZAT	
3 WJCL 4	WSGF	4 WS		- "	
4 WSGF 5	WEAS		AS-FM		
5 WTOC 5	WEAS-FM		M3-1 W		
5 WIOC 5	WJCL	•			
5	WTOC				
3					

SEATTLE

SEATTLE-EVERETT-TACOMA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A'76	O/N'76	J/F′77	A/M'77
KAYO (C)	3.5	**	2.5	2.5	2.7
KBIQ (BM)	3.0	**	2.3	1.4	2.1
KBRD (BM)	1.5	**	.7	1.1	1.2
KEUT (BM)	2.2	**	3.0	2.0	3.2
KZOK (A)	2.0	**	2.5	5.4	4.7
KEZX (BM)	1.1	**	1.8	1.4	2.2
KGDN (BM)	2.3	**	1.8	2.3	1.5
KING (R)	7.3	**	7.5	5.1	6.7
KING-FM (CL)	1.7	**	2.8	2.4	2.1
KIRO (PA/T)	5.7	**	10.3	8.5	7.6
KISW (A)	5.7	**	2.4	4.1	3.4
KIXI (PA/T)	2.8	**	3.2	2.6	3.2
KIXI-FM (PA/T)	2.9	**	2.5	4.3	3.4
KJR (R)	8.8	**	7.5	6.2	6.8
KMO (C)	.9	**	.9	1.1	1.5
KMPS (C)	1.5	**	1.7	2.7	1.6
KNBQ (RL)	**	**	**	.5	1.0
KOMO (PA)	12.2	**	11,8	9.8	8.9
KRKO (PA)	.5	**	.9	.5	1,2
KSEA(BM)	5.4	**	5.2	7.4	6.3
KTAC (R)	3.0	**	2.9	2.8	2.9
KVI (PA)	7.6	**	9.6	7.8	8.3
KVI-FM (R)	**	**	3.8	3.4	3.6
KXA (CL)	1.3	**	1.2	.9	1.1
KYAC (B)	1.4	**	1.6	1.0	1.8
KYYX (R)	**	**	**	**	1.0
KZAM (A)	.4	**	.4	.4	.9
KZAM-FM (A)	1.1	**	1.9	1.7	2.1

TOP 10 QUARTER HOUR 1 KOMO 2 KVI 3 KIRO 4 KJR 5 KING 6 KSEA 7 KZOK 8 KVI-FM 9 KIXI-FM 9 KISW 10 KEUT 10 KIXI	TOP 10 CUME IN HUNDREDS 1 KING 3747 2 KJR 3565 3 KIRO 3442 4 KVI 3426 5 KOMO 3400 6 KVI-FM 1853 7 KSEA 1831 8 KZOK 1829 9 KISW 1447 10 KTAC 1375
18-34 MEN 1 KZOK 2 KING 3 KJR 4 KVI 5 KISW	18-34 WOMEN 1 KING 2 KJR 3 KZAM-AM-FM 4 KVI 5 KVI-FM
18-49 ADULTS 1 KVI 2 KING 3 KIRO 3 KOMO 4 KJR 5 KZOK	TEENS 1 KJR 2 KING 3 KVI-FM

RICK WAKEMAN

18-49 ADULTS

TEENS 1 KJRB 2 KREM

1 KJRB 2 KGA 3 KREM 4 KEZE-A 5 KHQ 5 KHQ-FI KEZE-AM-FM KHQ KHQ-FM

SHREVEPORT

SHREVEPORT 5 BOOK TREND TOTAL PERSONS 12+

` .	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KASO (PA)	3.2	**	1.0	**	2.5
KBCL (PA)	3.2	**	2.7	**	1.6
KBSF (PA)	**	**	.5	**	.7
KTKC (C)	**	**		**	.4
KCIJ (RL)	4.6	**	7.3	**	6.5
KCOZ (BM)	**	**	**	**	7.4
KEEL (R)	18.0	**	19.7	**	19.5
KEPT(RL)	5.1	**	3.2	**	2.2
KJOE (N)	1.9	**	3.2	**	1.3
KMBQ (BM)	7.1	**	8.5	**	3.4
KOKA (B)	20.7	**	24.6	**	21.7
KRMD (C)	7.3	**	6.1	**	12.1
KRMD-FM (C)	4.1	**	3.2	**	2.7
KROK (A)	4.9	**	5.6	**	7.6
KWKH (C)	14.6	**	8.5	**	6.7

TOP 5 QUAL	RIERHOUR	TUP :	CUME	N HU	IND	HED2
1 KOKA		1 KI	EEL	12	20	
2 KEEL		2 K	OKA	84	0	
3 KRMD		3 K	RMD	61	7	
4 KROK		4 K	ROK	53	2	
5 KCOZ		5 K	COZ	48	3	
18-34 MEN 1 KEEL 2 KOKA 3 KROK 4 KRMD 5 KCOZ	18-34 WOMEN 1 KOKA 2 KEEL 3 KRMD 4 KROK 5 KCOZ	N 18 1 2 3 4 5	8-49 ADU KEEL KOKA KRMD KROK KCOZ	ILTS	TE 1 2 3	ENS KOKA KEEL KROK

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

SPOKANE

SPOKANE 5 BOOK TREND TOTAL PERSONS 12'+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KEZE (BM) KEZE-FM (BM) KGA (C) KHQ (PA) KHQ-FM (R) KJRB (R)	2.8 8.0 8.5 8.8 5.1	2.0 12.4 10.7 8.1 6.4 13.3	2.9 7.7 10.1 10.6 7.4 13.3	2.3 9.7 15.9 5.9 8.2 12.8	2.2 9.6 10.7 8.8 5.8 16.4
KREM (R) KREM-FM (A) KSPO (N) KXLY (PA) KXLY-FM (BM) KXXR (BM) KXXR-FM (BM) KZUN (O) KZUN-FM (O)	17.1 2.6 7.4 5.7 .9 1.4 4.6 2.8 2.0	II.0 3.8 5.2 5.2 4.3 I.7 5.8 2.0	9.8 3.2 5.0 4.0 6.9 I.3 5.3 4.0	7.9 4.6 5.4 3.1 6.6 2.3 3.8 2.6	8.5 4.9 8.5 2.2 7.9 .8 3.8 2.7

TOP 5 QUARTER HOUR 1 KJRB 2 KEZE-AM-FM 3 KGA 4 KHQ 5 KREM 5 KSPO	TOP 5 CUME IN HUNDREDS 1 KJRB 917 2 KREM 684 3 KHQ 537 4 KGA 502 5 KEZE-AM-FM 491
18-34 MEN 1 KJRB 2 KHQ-FM 3 KGA 3 KREM-FM 4 KHQ 4 KREM 5 KZUN-AM-FM	18-34 WOMEN 1 KJRB 2 KREM 3 KHQ-FM 4 KREM-FM 4 KZUN-AM-FM 5 KEZE-AM-FM

SPRINGFIELD

1.6	SPRINGFIELD-CH	ICOPEE-H	OLYOKE	5 BOOK	PERSO!	
.7 .4		A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
6.5 7 <i>a</i>	WACE (PA)	5.7	**	4.4	**	5.4
	WAQY (R)	5.9	**	7.3	**	6.9
2.2	WHMP (PA)	2.8	**	3.2	**	3.2
1.3	WHMP·FM (PA)	.9	**	1.4	**	1.5
	WHYN (R)	17.8	**	23.0	**	18.5
	WHYN-FM (BM)	12.4	**	17.1	**	15.1
	WMAS (PA)	4.5	**	1.8	**	1.8
	WMAS-FM (PA)	1.7 **	**	3.4	**	2.3
	WNUS (R) WREB (T)	3.9	**	1.2 4.3	**	1.9
0.7	WSPR (PA)	8.9	**	3.9	**	2.6 4.6
	WTYM (BM)	1.7	**	3.9	**	2.2
	WCCC (A)*	.i	**	.l	**	,1
	WCCC-FM (A)*	.8	**	1.2	**	8.5
	WDRC-FM (R)*	.2	**	1.0	**	1.4
	WKSS (BM)*	2.1	**	3.6	**	3.1
	WRCH (BM)*	1.7_	**	2.7	**	3.1
	WTIC (PA)*	7.7	**	4.7	**	4.5

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUN	IDREDS
1 WHYN	1 WHYN	2407
2 WHYN-FM	3 WHYN-FM	1489
3 WCCC-AM-FM	3 WAQY	1139
4 WAQY	4 WTIC	832
5 WACE	5 WCCC-AM-FM	769
18-34 MEN	18-34 WOMEN	
1 WCCC-AM-FM	1 WHYN	
2 WHYN	2 WCCC-AM-FM	
3 WHYN-FM	3 WAQY	
4 WAQY	4 WHYN-FM	
5 WMAS-FM	5 WACE	
C 1410.00 E14	0	

5	WMAS-FM
5	WDRC-FM
18	-49 ADULTS
1	WHYN
2	WHYN-FM
2	WCCC-AM-FM
3	WAQY
4	WACE
5	WHMP-AM-FM
5	WSPR

TEENS 1 WHYN 2 WAQY

SYRACUSE

SYRACUSE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'75	O/1276	A/M'77
WEZG (BM)	9.2	8.3	9.7	7.5	6.7
WFBL (R)	6.5	5.1	4.5	4.8	5.7
WHEN (PA)	14.5	12.0	14.4	14.8	16.1
WKFM (R)	3.9	4.4	5.5	6.8	6.5
WNDR (PA)	8.9	7.3	5.3	4.3	9.3
WNTQ (BM)	**	**	5.1	4.3	9.0
WOLF (R)	9.2	11.9	10.1	7.6	7.1
WSCP (C)	.9	3.5	.8	1.7	1.3
WSEN (C)	3.7	4.8	2.6	2.6	2.4
WSEN-FM (C)	2.8	2.0	2.4	4.1	3.9
WSGO (R)	4.2	1.6	2.8	1.5	.5
WSGO-FM (R)	.3		.9	1.7	.6
WSOQ (BM)	1.3	1.6	1.6	3.4	1.7
WSYR (PA)	17.5	18.7	14.6	17.5	17.2
WOUR (A)*	.8	1.3	3.8	1.1	3.2

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1 MEVE	TOP 5 COME IN F	
1 WSYR	1 WHEN	2067
2 WHEN	2 WSYR	1770
3 WNDR	3 WNDR	1223
4 WNTQ	4 WFBL	1077
5 WOLF	5 WOLF	1033
18-34 MEN 1 WHEN 2 WNDR 3 WOLF 4 WFBL 4 WKFM 5 WSEN-AM-FM	18-34 WOMEN 1 WHEN 2 WNDR 3 WKFM 3 WOUR 4 WFBL 4 WOLF 5 WEZG TEENS 1 WKFM	
2 WNDR	1 WOLF	
3 WNTQ	2 WHEN	
4 WEZG		
4 WSYR		
5 WFBL		
5 WDLF		

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

TAMPA

TAMPA-ST PETERSBURG 5 BOOK TREND TOTAL

PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WDAE (PA)	6.0	6.7	4.6	5.8	6.4
WFLA (PA)	4.5	5.2	2.4	5.5	4.6
WFLA-FM (BM)	3.5	3.3	4.8	7.4	5.0
WFSO (A)	1.6	3.1	**	2.0	2.3
WGUL (BM)	1.3	2.2	1.4	1.8	1.5
WGUL-FM (BM)	.4	.4	1.0	1.5	.6
WJYW (BM)	**	**	**	**	4.1
WLCY (R)	6.7	4.3	6.5	6.0	5.9
WLCY-FM (R)	3.4	3.6	4.3	4.1	7.8
WQXM (BM)	5.0	6.1	4.3	5.8	4.2
WQYK (C)	2.7	2.1	3.2	3.4	2.5
WRBQ (R)	10.4	11.5	10.5	9.1	8.0
WSUN (C)	10.8	8.7	11.5	9.6	7.2
WTMP (B)	5.3	4.9	2.0	2.9	3.4
WWBA (BM)	6.5	6.8	7.1	5.8	5.7
WWBA-FM (BM)	6.9	7.5	9.0	6.8	8.01
WQSR (A)*	4.4	4.3	5.5	4.5	4.3

- 1	I WWBA-FM	1	WLCY	2701
2	. WRBQ	2	WSUN	2513
- 3	WLCY-FM	3	WLCY-FM	2315
4	WSUN	4	WWBA-FM	2312
5	WDAE	5	WRBQ	2263
€	WLCY	6	WFLA	1944
7	WWBA	7	WDAE	1853
8	WFLA-FM	8	WWBA	1550
9	WFLA	9	WFLA-FM	1350
1	MXDW 0	10	WOSR	1259
1	8-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1	WRBQ	1 WRBQ	1 WRBQ	1 WLCY-FM
2		2 WLCY-FM	2 WLCY-FM	2 WRBQ
	WLCY-FM	3 WQSR	3 WQSR	3 WLCY
4		4 WDAE	4 WLCY	
5	WFSO	5 WLCY	5 WDAE	

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

TOLEDO 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WCWA (PA) WIOT (A) WKLR (B) WLQR (BM) WMHE (A) WOHO (R) WSPD (PA) WTOD (PA) WXEZ (BM) CKLW (R) *	6.6 5.3 1.8 6.9 4.0 7.1 16.6 6.1 6.9 14.6	6.6 3.0 1.5 10.7 5.2 6.1 13.6 7.1 7.1 13.8 8.1	5.5 5.3 1.4 9.2 5.2 5.1 12.0 9.8 8.7 II.7 7.1	8.0 7.1 1.4 6.9 5.2 7.2 13.7 10.6 5.3 8.5 6.9	7.3 5.1 2.3 8.6 7.2 7.3 15.2 8.3 6.7 8.4 7.0

	- 1	OP 5 QUA	RIEF	HOUR	10	DP 5 CUME I	N HUN	DREDS	
7	- 1	WSPD			1	WSPD		2237	
	2	WLQR			2	CKLW		1793	
	3	CKLW			3	WOHO		1362	
	4	WTOD			4	WJR		1295	
	5	WCWA			5	WCWA		1218	
	5	wоно			•			1210	
	18	-34 MEN	18	-34 WOMEN		18-49 ADUL ⁻	rs ti	EENS	
	1	CKLW	1	WCWA		1 CKLW	1	WOHO	
	2	WMHE	1	WMHE	- 1	2 WCWA	2	CKLW	
	3	WIOT	2	CKLW	- 3	3 WMHE	3	WMHE	
	4	WCWA	3	WLQR		WLQR	4	WIOT	
	5	WTOD	3	WOHO		WTOD	•		
			4	WIOT	•				
			4	WKLR					
			4	WJR					
			7	*****					

TOPEKA

TOPEKA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'7	6 A/M'77
KEWI (R)	17.3	••	15.4	**	15.9
KSWT (BM)	12.5	**	12.1	**	16.4
KTOP (C)	8.2	**	6.7	**	4.5
KTOP-FM (C)	4.3	**	4.2	**	3.2
KTPK (C)	9.0	**	12.9	**	7.7
WIBW (PA)	16.5	**	12.5	**	16.8
WIBW-FM (R)	8.6	**	11.3	**	13.6
WREN (PA)	10.2	**	11.7	**	9.1
KYYS (A) *	2.7	**	2.1	**	3.2
WDAF (C)*	.8	**	.4	**	3.2

TOP 5 QUARTER HOUR 1 WIBW 2 KSWI 3 KEWI 4 WIBW-FM 5 WREN	TOP 5 CUME IN HU 1 KEWI 2 WIBW 3 WIBW-FM 4 WREN 5 KSWT	594 594 503 483 462 384

10	.24 MEN	18-34 WOMEN
18 1 2 3 4 5	3-34 MEN WIBW-FM KSWT KEWI KTPK WIBW	1 KEWI 2 WIBW-FM 3 KSWT 4 KTPK 5 WIBW
5	KYYS	5 WDAF

18-49 ADULTS	TEENS
1 KSWT	1 KFWI
2 WIBW-FM	2 WIBW-FM
3 KEWI	3 KYYS
4 KTPK	•
5 WIBW	

TUCSON

TUCSON 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KAIR (BM)	9.5	**	10.7	6.1	9.7
KAIR-FM (BM)	6.7	**	6.4	3.4	7.9
KCEE (PA)	8.2	**	8.1	6.6	6.1
KCEE-FM (BM)	1.9	••	2.1	6.1	5.1
KCUB (C)	6.3	••	14.8	11.2	10.3
KEVT (S)	2.6	••	1.3	11.7	4.2
KHOS (C)	6.5		6.7	5.8	4.2
KHYT (PA)	3.9	**	1.5	1.4	3.4
KIKX (B)	13.8	**	6.0	4.6	3.1
KOPO (PA)	2.6	**	4.1	2.4	3.4
KTKT (R)	10.1	**	11.2	11.7	12.3
KTUC (N/T)	4.7	**	4.5	3.9	5.4
KWFM (A)	8.2	**	6.7	7.4	8.5
KXEW (S)	2.6	**	4.5	5.2	6.3

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS					
1 KTKT	1 KTKT	1166				
2 KCUB	2 KAIR	716				
3 KAIR	3 KCUB	675				
4 KWFM	4 KCEE	617				
5 KAIR-FM	5 KAIR-FM	598				

18	-34 MEN	18	-34 WOMEN	18	49 ADULTS	TE	ENS
1	KWFM	1	KTKT	1	KCUB	1	KTKT
2	KTKT	1	KWFM	2	KWFM	2	KWFM
3	KHOS	2	KCUB	3	KTKT	3	KIKX
3	KTUC	3	KAIR	4	KAIR-FM		
4	KÇUB	3	KHYT	4	KXEW		
4	KEVT	4	KAIR-FM	5	KAIR		
5	KIKX	4	KHOS				
5	KXEW	5	KEVT				

TULSA

TULSA 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'7
KAKC (R)	11.9	8.5	8.5	7.7	6.6
KAKC-FM (O)	4.5	3.0	2.1	3.2	1.9
KELI (R)	8.6	10.8	8.5	8.9	8.1
KFMJ (RL)	.8	1.6	4.4	2.6	1.2
KKUL (B)	1.8	2.8	1.3	2.9	1.2
KRAV (PA)	7.4	6.4	5.2	6.3	9.7
KRMG (PA)	18.4	21.5	17 <i>.</i> 5	21.3	20.4
KTOW (C)	.9	2.2	2.4	1.2	1.6
KGOW (C)	.2	.4	.l	.4	
KVOO (C)	17.5	18.2	19.5	15.2	17.4
KWEN (BM)	10.5	7.9	15.0	17.1	16.8
KXXO (A)	2.6	1.8	1.4	1.3	2.3
KMOD (A)	6.2	7.2	6.3	4.4	7.0

T(1 2 3 4 5	DP 5 QUARTER HOUR KRMG KVOO KWEN KRAV KELI	1	OP 5 CUME IN KVOO KRMG KAKC KWEN KELI	HUNDREDS 1721 1719 1252 1172 1168
5	KELI	5	KELI	1168

18	3-34 MEN	18	-34 WOMEN	18	49 ADULTS	T	EENS
1	KMOD	1	KELI	1	KVOO	1	KAKC
2	KRAV	2	KRAV	2	KRMG	2	KELI
3	KWEN	3	KAKC	2	KWEN		
4	KVOO	3	KRMG	3	KRAV		
5	KAKC	4	KMOD	4	KMOD		
5	KAKC-FM	5	KVOO	5	KELI		
		5	KXXO				

WASHINGTON

WASHINGTON D.C. 5 BOOK TREND TOTAL PERSONS 12+

	A/M'76	J/A'76	O/N'76	J/F'77	A/M'7	7
WASH (PA)	4.5	5.2	3.9	4.4	3.6	
WAVA (N)	1.1	1.2	1.0	.7	1.1	
WAVA-FM (N)	1.3	1.7	1.6	1.4	1.2	
WEAM (R)	1.0	1.2	1.7	1.8	1.2	
WEZR (BM)	2.8	1.4	1.6	2.3	2.7	
WGAY (BM)	2.0	1.8	2.6	1.6	2.7	
WGAY-FM (BM)	6.2	6.1	6.7	6.4	6.0	
WGMS (CL)	1.5	1.0	1,1	1.0	1.8	
WGMS-FM (CL)	1.6	1.5	1.6	2.6	2.0	
WHFS (A)	1.8	1.5	1.1	.6	2.6	
WHUR (B)	2.2	1.6	3.0	4.0	3.5	
WJMD (BM)	5.1	3.7	5.9	4.9	4.2	
WKYS (R)	3.8	5.1	4.2	5.1	4.9	
WMAL (PA)	11.9	12.1	12.0	14.6	11.7	
WMAL-FM (A)	2.5	1.9	1.8	1.7	1.7	
WMOD (R)	2.2	2.4	2.5	2.0	1.8	
WOL (B)	4.1	4.8	2.4	3.4	2.1	
WOOK (B)	**	**	**	1.4	3.8	
WPGC (R)	2.5	1.9	1.7	1.4	2.0	
WPGC-FM (R)	7.5	7.7	6.8	7.5	7.0	
WPIK (C)	3.2	1.8	3.4	2.0	2.5	١
WXRA (C)	1.1	1.5	1.6	.7	2.7	
WRC (N)	2.3	3.0	3.2	4.5	2.8	
WTOP (N)	4.8	4.0	4.9	4.1	3.9	
WUST (PA)	2.6	2.9	2.9	1.7	2.3	
WWDC (PA)	3.1	2.6	2.3	2.3	2.0	
WWDC-FM (A)	3.4	3.8	6.3	5.5	5.3	

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WMAL 2 WPGC-AM-FM 3 WGAY-AM-FM 4 WWDC-FM 5 WKYS 6 WJMD 7 WTOP 8 WGMS-AM-FM 8 WOOK	1 WMAL 2 WPGC-AM-FM 3 WGAY-AM-FM 4 WTOP 5 WWDC-FM 6 WASH 7 WRC 8 WJMD 9 WKYS	
9 WASH	10 WWDC	2454
10 WHUR		
18-34 MEN	18-34 WOME	N
1 WWDC-FM 2 WHFS 3 WPGC-AM-FM 4 WHUR 5 WKYS 18-49 ADULTS 1 WMAL 2 WPGC-AM-FM 3 WGAY-AM-FM 4 WWDC-FM 5 WKYS	1 WPGC-AN 2 WKYS 3 WOOK 4 WASH 5 WWDC-FN TEENS 1 WPGC-AN 2 WWDC-FN 3 WKYS	и 1-FM

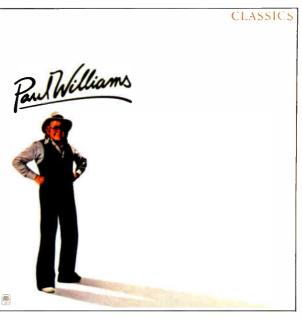
WEST PALM BEACH

WEST PALM BEACH-BOCA RATON 5 BOOK TREND TOTAL PERSONS 12+

WEAT (C) 6.8 5.6 4.7 4.8 WEAT-FM (BM) 18.7 16.3 18.1 16.8	3.8 13.6 4.4 9.3 5.2
WEAT-FM (BM) 18.7 16.3 18.1 16.8	4.4 9.3
	9.3
WGMW (BM) .5 3.2 2.4 2.6	
WIRK (R) 5.6 II.0 4.2 7.3	5.2
WIRK-FM (C) 3.0 4.4 6.0 7.1	
WJNO (PA) 3.0 4.2 4.9 3.5	5.4
WJNO-FM (R) 4.0 6.9 4.9 7.1	4.3
WKAO (PA) 1.0 1.0 .5 .7	1.8
WLIZ (RL) 1.0 2.4 1.5 1.6	1.6
WPBR (N/T) .9 .5 2.7 4.3	1.8
WWOG (PA) 1.2 1.4 1.6 .9	1.3
WAXY (O)* .9 3.7 2.0 .9	5.4
7 WCKO (B)* 7.9 .8 4.0 4.7	3.4
WGLO (PA)* 1.2 .8 2.0 **	5.1
WHYI (R)* 5.2 3.I 5.3 2.9	5.1
WLYF (BM) * 4.2 3.9 2.4 2.1	4.4
WRBD (B) * 1.9 2.7 4.0 1.4	3.0
WSHE (A)* 3.5 6.4 7.1 6.7	3.9

WS	HE (A)+	3.5	6.4	7.1	0.7	•
1	P 5 CUME IN WIRK WEAT-FM WJNO-FM WHY! WIRK-FM	N HUNDREDS 872 774 597 545 473	TO 1 2 3 3 4 5	OP 5 QUAI WEAT-FI WIRK WJNO WAXY WIRK-FN WGLO	VI	JR
			5	WHYI		

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WEST PALM BEACH-

18	-34 MEN	18	-34 WOMEN	18	49 ADULTS	TE	ENS
1	WIRK	1	WAXY	1	WIRK	1	WIRK
2	WSHE	2	WIRK	2	WEAT-FM	2	WHYI
3	WAXY	2	WCKO	2	WAXY	3	WJNO-FM
4	WJNO-FM	3	WIRK-FM	3	WIRK-FM		
5	WHYI	4	WSHE	4	WSHE		
-		5	WKAO	5	WGMW		
		5	WRBD	5	WJNO-FM		

WICHITA

WICHITA 5 BOOK TREND TOTAL PERSONS 12+

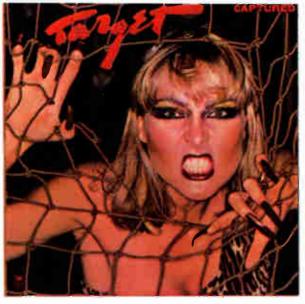
	A/M'75	O/N'75	A/M [*] 76	O/N'76	A/M'77
KAKE (PA)	9.8	11.4	11.6	7.8	13.6
KARD (BM)	6.8	4.9	6.3	8.1	4.4
KBRA (BM)	8.7	8.9	8.1	11.11	11.6
KBUL (C)	2.6	4.9	2.4	4.8	2.4
KEYN (R)	11.1	10.9	11.6	15.9	15.3
KFDI (C)	16.1	12.5	14.2	10.0	15.8
KFDI-FM (C)	4.1	3.1	4.8	3.1	4.6
KFH (PA)	11.1	9.6	9.8	7.8	10.1
KICT (C)	.4	1.3	2.0	1.7	2.0
KLEO (R)	18.3	16.7	16.2	16.8	10.5
KWBB (N)	1.7	6.5	3.7	5.0	2.8
TOP 5 QUAR	TER HOUR	TOP 5	CUME IN I	HUNDREI	DS
1 KFDI		1 KLE		104	
2 KEYN		2 KEY		953	
3 KAKE		3 KAI		942	
4 KBRA		4 KFH		796	
5 KLEO		5 KFI		765	
18-34 MEN	18-34 WOM	IEN 18-4	9 ADULT		
1 KEYN	1 KAKE	1 K	EYN		EO
2 KAKE	2 KEYN	2 K	AKE	2 KE	YN
3 KLEO	3 KLEO	3 K	(FDI		
4 KFDI-FM	4 KBRA	4 K	(BRA		
5 KARD	4 KFDI		(LEO		
5 KFDI	4 KFDI-F	M 5 H	(FDI-FM		

WORCESTER

WORCESTER 5 BOOK TREND TOTAL PERSONS 12+

		A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
	WAAF (A)	7.2	**	6.2	**	7.6
	WNCR (BM/N		**	••	**	5.9
	WNEB (C)	4.0	**	5.4	**	4.9
,	WORC (R)	10.2	**	7.3	**	5.9
	WSRS (BM)	13.6	**	19.7	**	21.9
	WTAG (PA)	16.2	**	15.6	**	18.9
	WBZ (PA)*	6.0	••	5.8	**	7.0
	WEEL FM (PA	A) * 2.8	**	.6	**	1.4
	WESO (PA/T	2.2	**	3.1	**	1.3
	WJIB (BM) *	1.6		2.3	**	2.2
	WPJB (R)*	**	**	1.3	**	2.0
	WROR (0) *	4.8	**	1.9	**	3.2
	WVBF (R)*	2.2	**	2.9	**	2.0
	TOP 5 QUA	RTER HOUR	TOP !	5 CUME IN	HUNDR	EDS
	1 WSRS		1 W	TAG	13	52
	2 WTAG		2 W	SRS	11	30
	3 WAAF		3 W	BZ	71	0
	4 WBZ		4 W	ORC	70	Ю
	5 WNCR		5 W	AAF	54	17
	5 WORC					
				_		
	18-34 MEN	18-34 WOMEN	•	ADULTS	TEENS	_
	1 WAAF	1 WSRS		RS	1 WAA	
	2 WSRS	2 WAAF		TAG	2 WPJI	
	3 WROR	3 WORC		AAF	3 WOF	IC
	4 WTAG	4 WTAG	4 WE			
	4 WBZ	5 WROR	5 W	ORC		
	5 WNEB					
	5 WORC					
	5 WEEI-FN	VI				









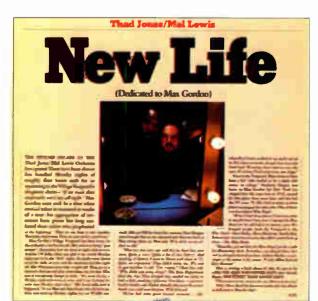




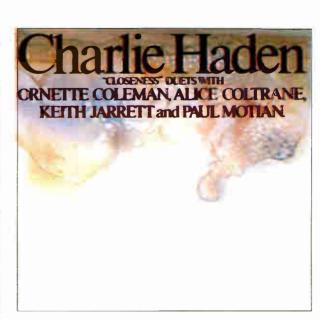












We'd like to thank our promotion staff for making this issue possible.

-The rest of us at $\tilde{A}\&M$



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