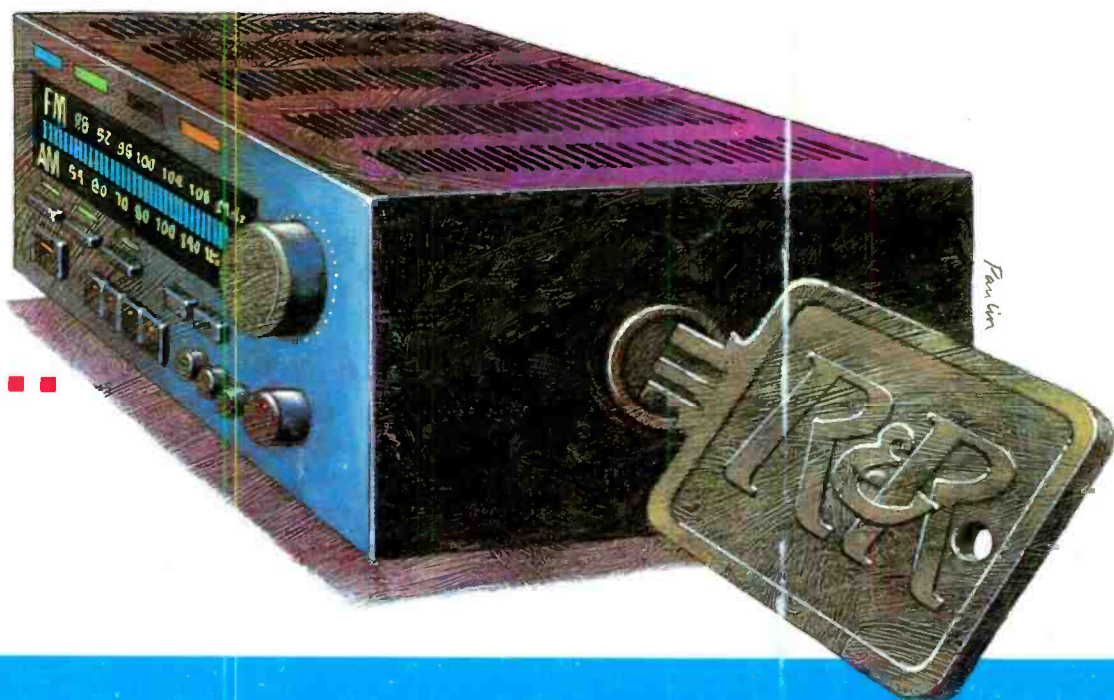




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Let me explain why my diary is blank. Last Thursday I saw this terrific TV commercial about a radio station that sounded just perfect for me. So I tried all week to find it — at home, at work, and in the car. But I just couldn't remember the station's name or dial position. I think it started with a W. Or maybe a K.

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"Your Key To The Industry..." the most comprehensive compilation of industry-oriented companies and organizations.

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# FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the US during the Fall '87 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the R&R Ratings Report was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format numbers shown here.

**AC 20.7%**

**CHR 18.4%**

**Ctry 14.0%**

**AOR 10.7%**

**BM/Easy 9.7%**

**UC 8.0%**

**N/T 6.4%**

**Gold 5.1%**

**BBnd 2.1%**

**Span 1.8%**

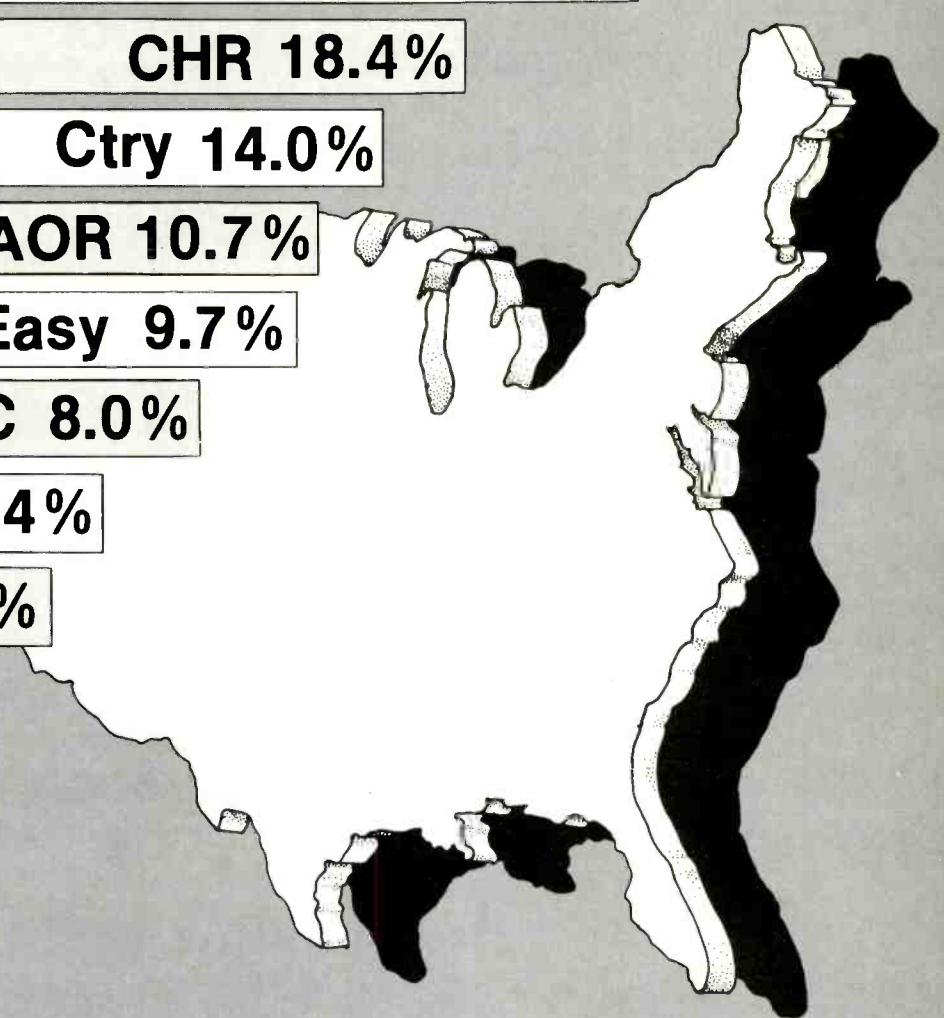
**Rel/CC 1.0%**

**Clas .8%**

**Misc .6%**

**NAC .6%**

**Jazz .1%**



### Format Legend

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

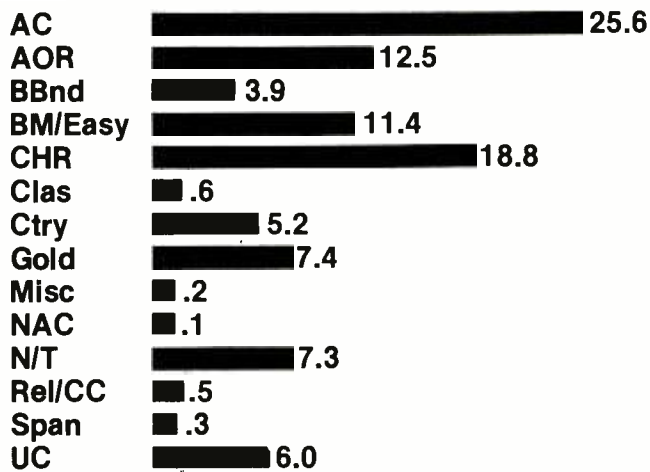


First row: Ralph Guild, INTEREP; Les Goldberg, INTEREP; Tony Durpetti, Durpetti & Associates; Marc Guild, INTEREP Radio Networks; Second row: Tom McKinley, Group W Radio Sales; Ellen Hulleberg, McGavren Guild Radio; Tony Fasolino, Torbert Radio; Warner Rush, Major Market Radio; Dick Sharpe, HNWH.

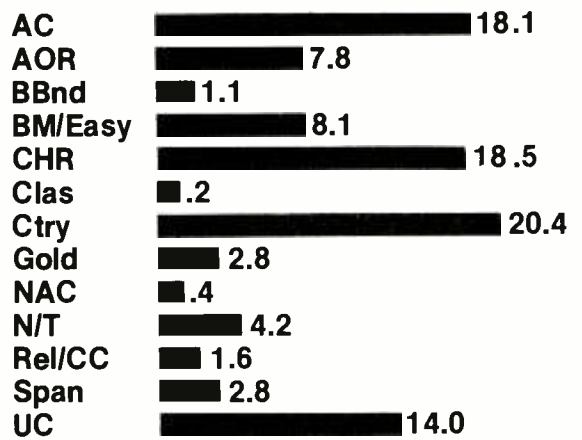
*Your Winning Team*



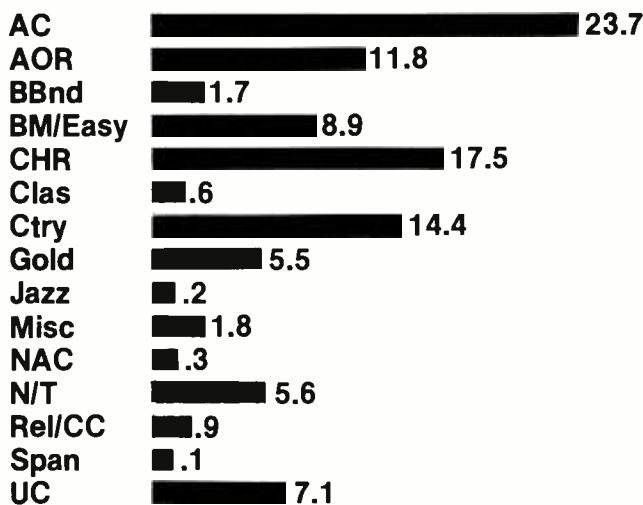
# EAST



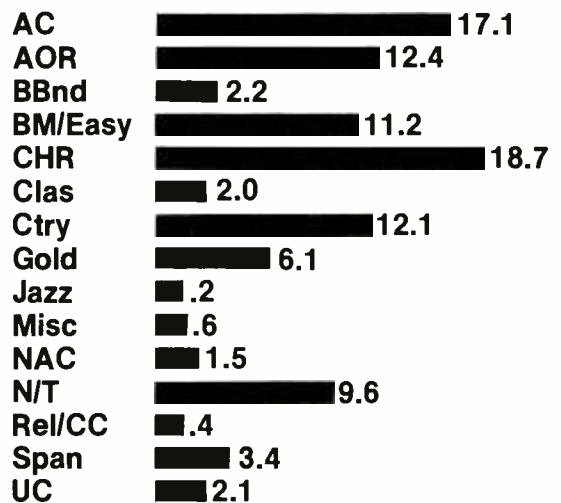
# SOUTH



# MIDWEST



# WEST





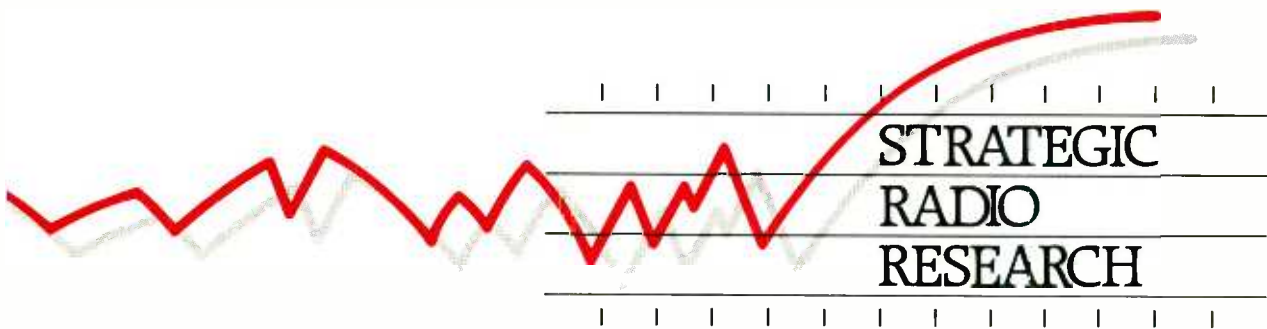
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# DRIVETIME DOMINATORS

## AM Drive/Top 25

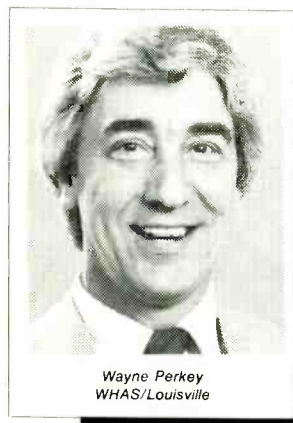
Average Quarter-Hour Share  
(12+, M-F, 6-10am)



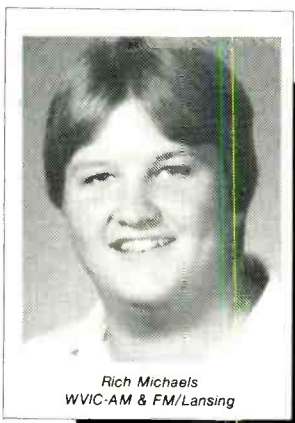
Claude Tomlinson  
WIVK-AM & FM/Knoxville



Bob Steele  
WTIC/Hartford



Wayne Perkey  
WHAS/Louisville



Rich Michaels  
WVIC-AM & FM/Lansing



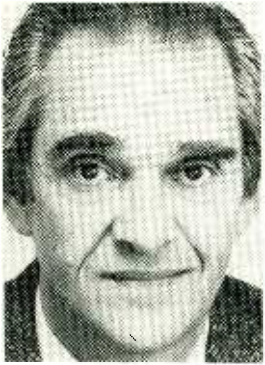
Charlie Boone & Roger Erickson  
WCCO/Minneapolis

1. **WIVK-AM & FM/Knoxville (Ctry)** 36.4  
*Claude Tomlinson*
2. **WTIC/Hartford (AC)** 30.6  
*Bob Steele*
3. **KMOX/St. Louis (Talk)** 29.1  
*Bob Hardy, Bill Wilkerson, Wendy Wiese*
4. **KFAB/Omaha-Council Bluffs (AC)** 27.9  
*Don Cole, Walt Lavanagh, Kent Pavelka*
5. **WCCO/Minneapolis (AC)** 25.3  
*Charlie Boone & Roger Erickson*
6. **WHAS/Louisville (AC)** 24.1  
*Wayne Perkey*
6. **WVIC-AM & FM/Lansing (CHR)** 24.1  
*Rich Michaels*
8. **WICC/Bridgeport (AC)** 24.0  
*Jim & Joanne Crossan*
9. **KDKA/Pittsburgh (AC)** 23.8  
*John Cigna & The K-Team*
10. **WKSJ-AM & FM/Mobile (Ctry)** 23.0  
*Wayne Gardner & Bill Dotson*
11. **WDEF-AM & FM/Chattanooga (B/EZ)** 22.9  
*Luther Massingill*
12. **WNNK/Harrisburg (CHR)** 22.8  
*Tim Burns, Dan Kamal, Dennis Edwards*
13. **KSSN/Little Rock (Ctry)** 22.2  
*Bob Robbins*
13. **WXLK/Roanoke-Lynchburg (CHR)** 22.2  
*Ron McGuire & Larry Dowdy*
15. **KSSK/Honolulu (AC)** 21.8  
*Michael W. Perry & Larry Price*
16. **WIKS/Coastal North Carolina (UC)** 21.7  
*Tony Richards*
17. **WQUT/Johnson City (CHR)** 21.6  
*Steve Mann*
18. **WRVA/Richmond (AC)** 20.6  
*Alden Aaroe & Tim Timberlake*
18. **WZZK-AM & FM/Birmingham (Ctry)** 20.6  
*Patti & Doc*
20. **WCOS-AM & FM/Columbia, SC (Ctry)** 20.3  
*Steve Walker*
21. **WFBQ/Indianapolis (AC)** 19.6  
*Bob & Tom*
22. **WAPE-AM & FM/Jacksonville (CHR)** 19.3  
*Hoyle Dempsey, Fizzy Lou*
23. **KNIX-AM & FM/Phoenix (Ctry)** 19.2  
*W. Steven Martin*
23. **WHOT-AM & FM/Youngstown (CHR)** 19.2  
*A.C. McCullough*
25. **WRBQ-AM & FM/Tampa (CHR)** 18.7  
*Cleveland Wheeler, Jack Harris, & Q-Zoo*

# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



Paul Smith  
WINS/New York



Michael O'Neil  
WINS/New York



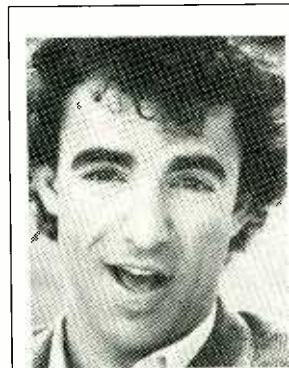
Scott Shannon  
WHTZ/New York



Rick Dees  
KIS-AM & FM/Los Angeles



Jim Kerr  
WWPR/New York



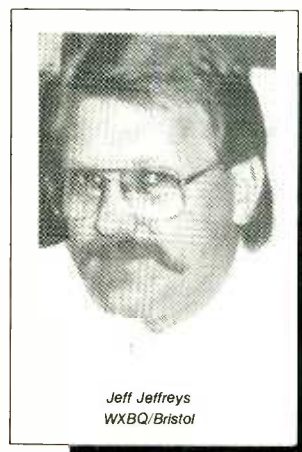
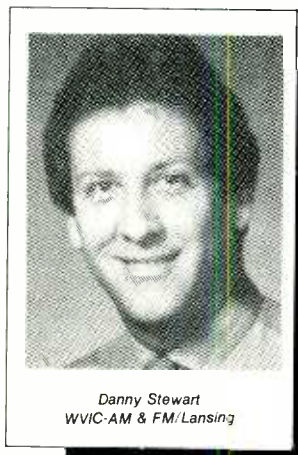
Jay Thomas  
KPWR/Los Angeles

1. **WINS/New York (News)** 1,994,400  
*Paul Smith, Michael O'Neil, Jim McGiffert*
2. **WHTZ/New York (CHR)** 1,439,800  
*Scott Shannon, Ross Brittain*
3. **KIS-AM & FM/Los Angeles (CHR)** 1,331,000  
*Rick Dees, Charleye Wright, Liz Fulton, Com. Chuck Street*
4. **WCBS/New York (News)** 1,232,400  
*Jim Donnelly, Robert Vaughn*
5. **WWPR/New York (CHR)** 1,201,800  
*Jim Kerr & The Morning Crew*
6. **KPWR/Los Angeles (CHR)** 965,700  
*Jay Thomas, Jayne Johnson, Monica Brooks*
7. **KFWB/Los Angeles (News)** 921,800  
*Charlie Brailer, John Leisher, Jeff Riggensbach*
8. **KYW/Philadelphia (News)** 895,500  
*Pat Famack, Harry Donahue, Gene Scott*
9. **WOR/New York (Talk)** 878,100  
*John A. Gambling & John R. Gambling*
10. **WXRK/New York (Gold)** 871,600  
*Howard Stern*
11. **WBBM/Chicago (News)** 858,500  
*Felicia Middlebrooks, John Hultman*
12. **WLTW/New York (AC)** 826,800  
*Batt Johnson*
13. **WPAT-AM & FM/New York (B/EZ)** 824,200  
*Dell De Montreux*
14. **WGN/Chicago (Talk)** 778,300  
*Bob Collins*
15. **WRKS/New York (UC)** 747,300  
*Carol Ford & B.J. Steele*
16. **WQHT/New York (CHR)** 731,400  
*John Monds*
17. **WCBS-FM/New York (Gold)** 722,300  
*Harry Harrison, Ron Lundy*
18. **WLUP-AM & FM/Chicago (AOR)** 717,500  
*Jonathan Brandmeier*
19. **WBLS/New York (UC)** 680,400  
*Ken Webb*
20. **KABC/Los Angeles (Talk)** 667,000  
*Ken Minyard & Bob Arthur*
21. **WNEW-FM/New York (AOR)** 663,000  
*Dave Herman*
22. **KNX/Los Angeles (News)** 637,100  
*Dave Zorn, Jack Salvatore*
23. **KGO/San Francisco (N/T)** 626,100  
*Jim Dunbar, Ted Wygant*
24. **WGCI-AM & FM/Chicago (UC)** 619,000  
*Doug Banks with Banks & Company*
25. **WNSR/New York (AC)** 613,500  
*Bill Neil, Ted David*

# DRIVETIME DOMINATORS

## PM Drive/Top 25

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

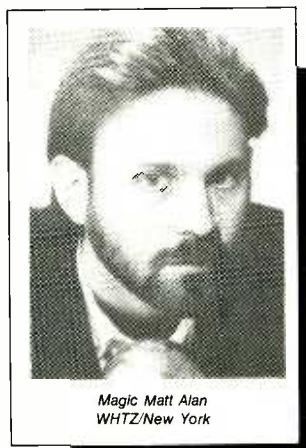
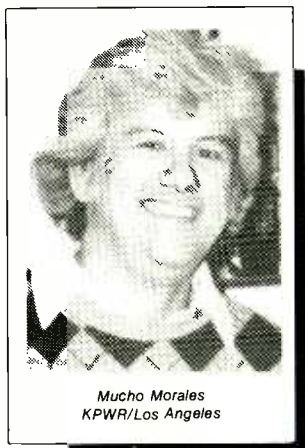
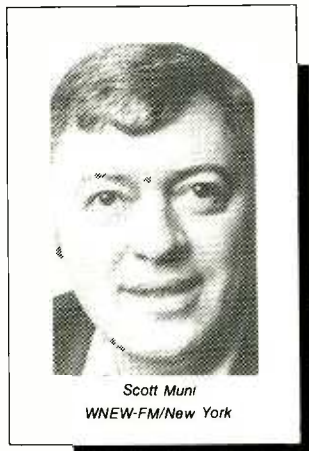
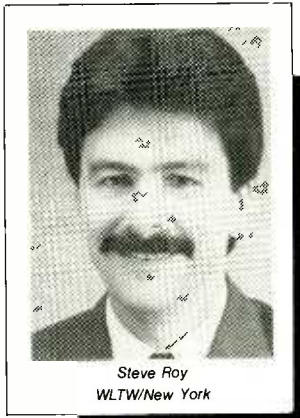


1. **WIVK-AM & FM/Knoxville (Ctry)** 33.4  
*Ed Brantley*
2. **WQUT/Johnson City (CHR)** 25.1  
*Steve Taylor*
3. **WIKS/Coastal North Carolina (UC)** 24.2  
*Ceacer Gooding*
4. **WXLK/Roanoke-Lynchburg (CHR)** 23.9  
*Eddie Haskell*
5. **WSKZ/Chattanooga (CHR)** 21.6  
*Mike Allison*
6. **KSSN/Little Rock (Ctry)** 21.1  
*Phil Hunt*
7. **WAPE-AM & FM/Jacksonville (CHR)** 20.9  
*Chris Trane, Hollywood Bobby Ocean*
8. **WNNK/Harrisburg-Lebanon-Carlisle (CHR)** 20.8  
*Bruce Bond*
9. **WIOG/Flint (CHR)** 20.4  
*Rick Donahue*
10. **WXBQ/Johnson City (Ctry)** 19.3  
*Dave Carter*
11. **WCOS-AM & FM/Columbia, SC (Ctry)** 18.8  
*Doug Enlow*
12. **WVIC-AM & FM/Lansing (CHR)** 18.7  
*Danny Stewart*
13. **WKSJ-AM & FM/Mobile (Ctry)** 18.6  
*J.J.*
14. **KMOX/St. Louis (Talk)** 17.9  
*Bruce Bradley, Anne Keefe*
14. **KNIX-AM & FM/Phoenix (Ctry)** 17.9  
*Brian Kelly*
16. **WZZK-AM & FM/Birmingham (Ctry)** 17.7  
*Jay Michaels*
17. **WQUE-AM & FM/New Orleans (UC)** 17.3  
*Jay Stevens*
18. **KBFM/McAllen-Brownsville (CHR)** 17.0  
*Dusty Hayes*
18. **KZZU-AM & FM/Spokane (CHR)** 17.0  
*Ken Hopkins*
20. **KFAB/Omaha-Council Bluffs (AC)** 16.7  
*Gary Sadlemeyer*
21. **WWDN/Coastal North Carolina (UC)** 16.5  
*Barrette Turner*
22. **WRBQ-AM & FM/Tampa (CHR)** 16.1  
*Mason Dixon*
23. **WLMX/Chattanooga (AC)** 15.9  
*Bill Burkett*
24. **KEZO-AM & FM/Omaha (AOR)** 15.7  
*Joe Blood*
25. **WHAS/Louisville (AC)** 15.7  
*Terry Meiners*

# DRIVETIME DOMINATORS

## PM Drive/Top 25

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



1. **WWPR/New York (CHR)** 1,311,200  
*Fast Jimi Roberts, Hollywood Henderson*
2. **WHTZ/New York (CHR)** 1,266,700  
*Magic Matt Alan*
3. **WPAT-AM & FM/New York (B/EZ)** 1,034,100  
*Ken MacKenzie*
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,022,300  
*Bruce Vidal, Hollywood Hamilton*
5. **KPWR/Los Angeles (CHR)** 1,001,800  
*Mucho Morales*
6. **WINS/New York (News)** 941,200  
*Ralph Howard, Iris Lynn Shelton*
7. **WQHT/New York (CHR)** 904,200  
*Bill Lee*
8. **WLTW/New York (AC)** 882,100  
*Steve Roy*
9. **WRKS/New York (UC)** 791,300  
*Chuck Leonard, Jeff Foxx*
10. **WCBS-FM/New York (Gold)** 744,100  
*Bob Shannon*
11. **WNEW-FM/New York (AOR)** 743,500  
*Scott Muni, Carol Miller*
12. **WNSR/New York (AC)** 731,500  
*Jim Douglas*
13. **WCBS/New York (News)** 716,400  
*Rita Sands, Tom Franklin*
14. **WBLS/New York (UC)** 678,300  
*Fred Buggs*
15. **WOR/New York (Talk)** 634,500  
*Bernard Meltzer*
16. **WGCI-AM & FM/Chicago (UC)** 624,000  
*Tom Joyner, Marco Spoon*
17. **KFWB/Los Angeles (News)** 610,200  
*Jim Burson, Judy Ford*
18. **WXRK/New York (Gold)** 595,800  
*Meg Griffin, Marc Coppola*
19. **WABC/New York (Talk)** 588,500  
*Bob Grant, Art Rust Jr.*
20. **KOST/Los Angeles (AC)** 585,100  
*Bryan Simmons*
21. **WBBM/Chicago (News)** 565,700  
*Donn Pearlman, Kris Kridel & Dick Helton*
22. **KNX/Los Angeles (News)** 557,000  
*Barry Rhode, Bill Keene*
23. **WBBM-FM/Chicago (CHR)** 553,500  
*Paul Donovan, Joe Bohannon*
24. **WYNY/New York (Ctry)** 547,800  
*Dan Daniel*
25. **KRTH-FM/Los Angeles (Gold)** 547,000  
*Steve Scott*

AMERICAN TOP 40 WITH CASEY KASEM  
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Casey Kasem is pleased to announce, on behalf of the American Top 40 family of stations, something extra for Memorial Day weekend 1988. We're giving birth to a count-down of the hottest NEW faces of the decade: Madonna, George Michael, Whitney Houston, U-2, Expose, Billy Idol, Huey Lewis... today's superstars. This special tabula-

tion, based on the official BILLBOARD charts, determines "The 40 Top Newcomers of the 80's." 40 great hits and actualities from the biggest new names of the decade. Casey counts 'em down... up to the most popular newcomer of the 80's. Four hours. Available for broadcast by AT40 affiliates Wednesday May 25 through Monday May 30 6AM-12MID

in addition to the regular count-down. Commercial allocation: 6 minutes national, 6 minutes local per hour.

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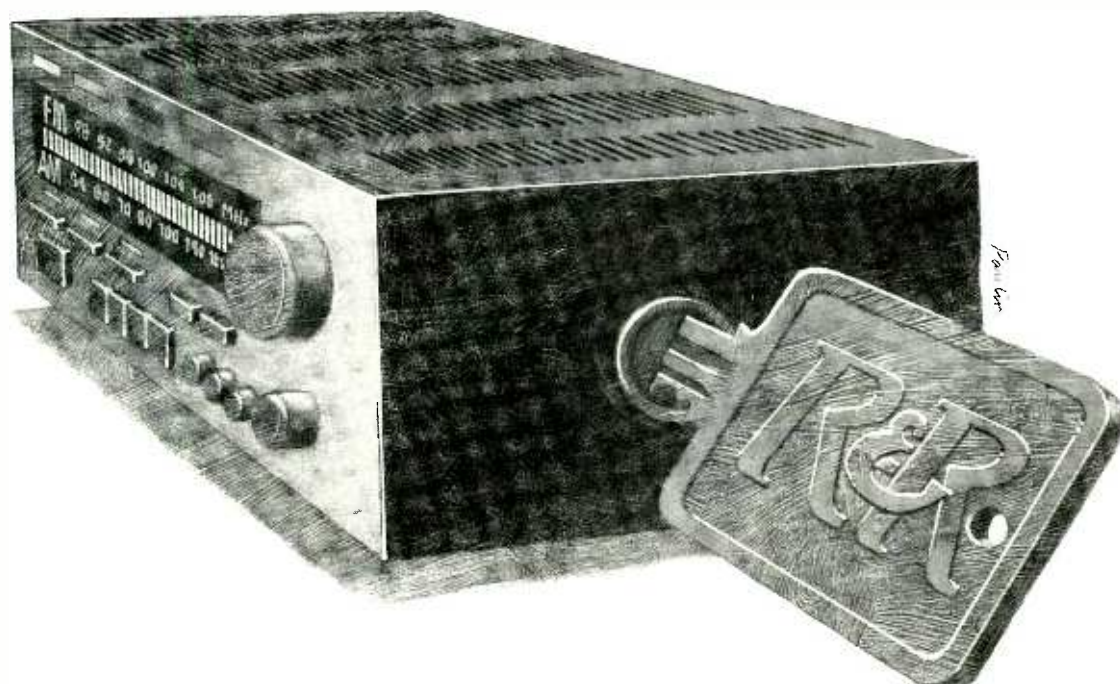


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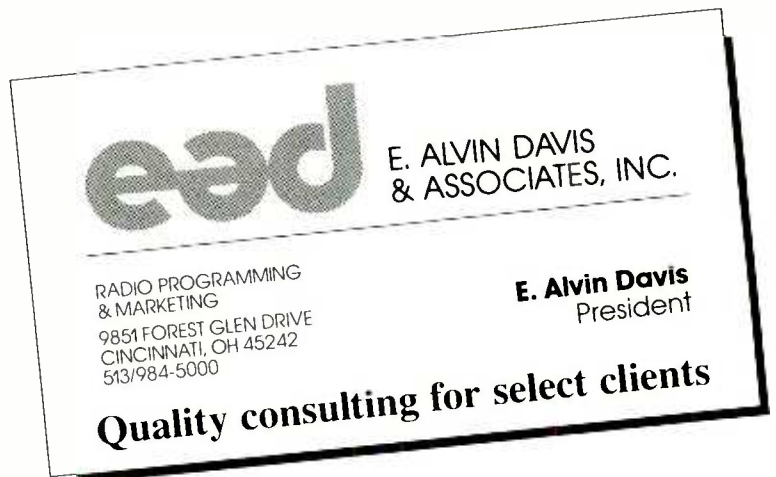
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### Equipment Key

- A = Consoles: On Air
- B = Consoles: Production
- C = Tape Deck (Reel to Reel)
- D = Cart Decks
- E = Loudspeakers/Monitors
- F = Microphones
- G = Equalizers
- H = Compressors/Limiters
- I = Audio Processors: On Air
- J = Audio Processors: Production
- K = Headphones
- L = Effects/Reverb, Digital Delay, etc.
- M = Turntables & Accessories
- N = Amplifiers
- O = Recording Tape/Cart Tapes
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- R = Towers/Antennas
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- T = Monitoring Equipment

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**Mark Cohen, VP/Sales & Marketing**  
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**Gary Crowder, Sales**  
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(212) 765-3410

**Russel O. Hamm**  
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**Carl Peterson**  
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**Jerry Kearns, Engineer**  
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Retail

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**David Roudebush, National Sales Manager**  
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Products Market

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### **Beige Cave Comedy Network**

6404 Hollywood Blvd., # 415  
Hollywood, CA 90028  
(213) 469-0157

**William T. Wood**

**Ed Moehlenkamp**



### **Best of the Oldies Radio Network**

15651 Dickens St. # 115  
Encino, CA 91436  
(818) 905-9388

**Darryl Evans**

### **Beyond Bourbon**

#### **Jazz Productions**

P.O. Box 169-MO  
Milford, CT 06460  
(203) 877-3690

**Jim Rock**



# DIRECTORY

## PROGRAM SUPPLIERS

**Mike Boyd Funeral Planning Consultant**  
P.O. Box 10043  
Ft. Lauderdale, FL 33310-0043  
(305) 735-5851



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

**Bradbury Communications (BRADCOM)**  
Unit 103-333  
2210 E. Highland  
San Bernardino, CA 92404  
(714) 876-2911  
**Jay W. Bradbury, President**  
**Bill Williams, OM**  
**Jay Williams, Talent Co-ordinator**

**The Broadcasting Connection**  
9 S.W. Monroe Parkway # 1290  
Lake Oswego, OR 97035  
(503) 636-6090  
**Diana Laferriere**

**Broadcast Journeys**  
320 Parsons Branch  
Atlanta, GA 30201  
(404) 998-3411  
**John Arminio, Owner**

**Broadcast Programming**  
2211 Fifth Ave.  
Seattle, WA 98121  
(206) 728-2741  
(800) 426-9082  
**Edith Hilliard, GM**

**Brown Bag Productions**  
4134 S. Eludor St.  
Englewood, CO 80110  
(303) 388-9245  
**Michael Lee, President**

**James Paul Brown Entertainment**  
6700 Centinela Ave.  
Culver City, CA 90230  
(213) 390-9671  
**Jim Brown, President**

**Buchanan & Associates**  
P.O. Box 11240  
McCaren International Airport  
Las Vegas, NV 89111  
(702) 458-2479  
**Neil Buchanan**

**Bullet Productions**  
120 N. Victory  
Burbank, CA 91502  
(818) 846-8200  
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**Cable Car Productions**  
5054 Golden Drive  
San Jose, CA 95129  
(408) 255-0358  
**Bob Utley, President**

**Carney Productions**  
320 S. Arnaz Dr., Suite 105  
Los Angeles, CA 90048  
(213) 278-8142  
**Mark Carney, President**

**Cat Trax, Inc.**  
309 West End Lane  
Knoxville, TN 37919  
(615) 584-2877  
**Andrew Leeton, President**

### Century 21

**Century 21 Programming, Inc.**  
14444 Beltwood Parkway  
Dallas, TX 75244  
(800) 582-2100  
(214) 934-2121  
**Dave Scott, President**

# Where we aren't.



# DIRECTORY

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Los Angeles, CA 90038  
(800) 621-6949  
(213) 462-4966  
**Sandy Orkin, President**

**Christian Countdown America**  
P.O. Box 900  
Wheaton, IL 60189  
(312) 820-1369  
**Jim Channell**

**Christian Science Monitor Syndicate, Inc.**  
One Exeter Plaza  
Boston, MA 02116  
(617) 262-7770  
**Kent Fricks, GM/Radio Marketing**

**Churchill Productions**  
1136 E. Campbell Ave.  
Phoenix, AZ 85014  
(602) 264-3331  
**Tom Churchill, President**

**CID**  
7515 Greenville Ave., Suite 405  
Dallas, TX 75231  
(214) 373-6722  
**Bill Reardon**  
**David Levitan**

**Color Radio**  
366 Magnolia  
Nederland, CO 80466  
(303) 440-4297  
**Alex Lacey, President**

**Comedy Warehouse/CW Media**  
P.O. Box 149  
Hales Corners, WI 53130  
(414) 529-5813  
**Mark Tuschel, President**

**Concept Productions**  
1224 Coloma Way  
Roseville, CA 95661  
(916) 782-7754  
(800) 348-4800  
**Dick Wagner, President**

**Contemporary Comedy**  
5804 Twining  
P.O. Box 271043  
Dallas, TX 75227  
(214) 381-4779  
**Joe Hickman**

**Contemporary Group, Inc.**  
680 Craig Rd., Penthouse  
St. Louis, MO 63141  
(314) 567-9650  
**Gregory J. Hagglund, VP**

**Continuum Broadcasting Productions**  
345 W. 85th St., Suite 46  
New York, NY 10024  
(212) 580-9525  
**Steve Vaughn, VP**

**Cooley-Strickland Management**  
City Marina, Suite 5  
Panama City, FL 32402  
(904) 785-8844  
**Stan Strickland**  
**Alex Cooley**

**Copley Entertainment**  
15 Fairfield Ave.  
Darien, CT 06820  
(203) 877-8844  
**Paul Krumins**

**Copley Radio Network**  
Box 190  
San Diego, CA 92112  
(619) 293-1818  
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### Covenant House

440 9th Ave., 10th Floor  
New York, NY 10001-1607  
(212) 330-0403

**Renn Vara, VP/Director of Programming**  
**Anna Patnod, Director of Research**

### Creative Radio Shows

7136 Haskell Ave., Suite 301  
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(818) 787-0410

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**Peter Kline, Director/Operations**

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**Julie Thomson, Manager**

### Critical Mass Media/Weemaway

5981 S. Tabor St.  
Littleton, CO 80127

**Keith Hayes, Principal**

### CUNA Service Group

P.O. Box 431  
Madison, WI 53701  
(608) 231-4000  
**Jan Hochschild, Mgr./Adv. Svc.**

### Ron Cutler Productions

1639 Westwood Blvd.  
Los Angeles, CA 90024  
(213) 478-2166

**Ron Cutler, President**

### Daily Insider

Music News & Features  
2050 Elinora  
Pleasantville, CA 94523  
(415) 680-1177

**Terry Marshall**

### DC Audio

1012 14th St. NW, Suite 201  
Washington, DC 20005  
(202) 638-4222

**John Dryden, President**

### DeWolfe Music Library

25 W. 45th St.  
New York, NY 10036  
(212) 382-0220

**Andrew M. Jacobs**

### Diamond Communications

2835 Smith Ave., # 205  
Baltimore, MD 21209  
(301) 486-4624  
**Alex Diamond, Exec. Producer**

### Digital Programming, Inc.

P.O. Box 8008  
Van Nuys, CA 91409  
(818) 780-9780  
**Ron Erwin, Director of Programming**

### Digital Radio Network

43 Broadway  
Brooklyn, NY 11211  
(718) 486-8788

**Paul Zullo, President**  
**Trev Huxley, Exec. VP**  
**Mark Miller, Network Director**

### DIR Broadcasting Corp.

32 E. 57th St.  
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(212) 371-6850

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### Disco Beats

635 Plank Rd.  
Clifton Park, NY 12065  
(800) 255-5284

**Jimme Quinn, Editor/Chief**  
**Andy Chouffi, Editor**

### Divertified Marketing Resources, Inc.

P.O. Box 15039, Center City Plaza  
Portland, ME 04101  
(207) 761-0551

**Jack O'Brien**

### Dolly Dimples Hit Parade

**Children's Audio Visual**  
2878 Bayview Ave.  
Wartagh, NY 11793  
(516) 781-7826

**Al Rubin, Producer**

### Dorsey & Donnelly Enterprises

1440 Empire Central, Suite 350  
Dallas, TX 75247  
(214) 631-7934

**T.J. Donnelly, President**  
**Terry Dorsey, Director**

### Dow Jones Report

200 Liberty St.  
New York, NY 10281  
(212) 416-2381

**Robert B. Rush, Dir./Bcast. Services**

### Drake Chenault Enterprises, Inc.

2000 Randolph Rd. SE  
Albuquerque, NM 87106  
(505) 247-3303  
(800) 274-3303

**Steve Sandman, VP/GM**  
**Lindsay Schnyder, Sales Manager**

### EAGLE MEDIA PRODUCTIONS, LTD.

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(800) 225-5061  
**Jerry Ellis, Publisher**  
**Andrew J. Himmel, Mgr. Editor**

### **Entertainment Radio Inc.**

11684 Ventura Blvd., Suite 589  
Studio City, CA 91604  
(818) 985-4807  
**Edward Rasen, President**  
**Cheryl Frenchi, VP, Marketing**

### **Fairwest**

2007 N. Collins Blvd., Suite 501  
Dallas, TX 75080  
(214) 243-7800  
**Jim West, President**

### **Far West Communications, Inc.**

1680 Vine St., Suite 1000  
Hollywood, CA 90028  
(213) 462-6690  
**Paul Ward, President**

### **Financial News Network**

254 W. 54th Street, 6th Floor  
New York, NY 10019  
**Michael Wheeler**  
(212) 247-7100

### **Focus on Youth, Inc.**

P.O. Box 3035  
Princeton, NJ 08543  
(609) 452-1150  
**Sofia Perez, President**  
**Richard Fitzgerald, Exec. Producer**

### **For The People Foundation, Inc.**

P.O. Box 7125  
Tampa, FL 33673  
**Chuck Harder**

### **The Funny Business**

210 Hollywood St.  
Fitchburg, MA 01420  
(617) 342-1074  
**Jack Raymond**

### **Galaxy**

Current Artist & Record Information  
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Rubidoux, CA 92519  
(714) 685-1942  
**Terry Moss, Publisher**

### **Ghostwriters Comedy Service**

2301 Unity Ave. N., Dept. R  
Minneapolis, MN 55422  
(612) 522-6256  
**Dave Dworkin, President**

### **Global Satellite Network**

15477 Ventura Blvd., Suite 300  
Sherman Oaks, CA 91403  
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**Mark Felsot, Producer**  
**Rachel Perkoff, GM/Affiliate Relations**

### **The Green Book**

108 Partridge Ct.  
Smyrna, TN 37167  
(615) 459-4880  
**Jeff Green**

### **Happy Hare Radio Theatre**

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San Diego, CA 92106  
(619) 462-8953  
**Mike Shepard**

### **Hawaii Live Radio Network**

1750 Kalakaua Ave., Suite 209  
Honolulu, HI 96826  
(808) 836-6025  
**Tom Dancer**  
**Jim Mayers, Exec. Producers**

### **Health Newsfeed**

The Johns Hopkins Medical Institutions  
550 N. Broadway, 11th Floor  
Baltimore, MD 21205  
(301) 955-2849  
**Doug Levy, Director**

### **Heil Enterprises**

P.O. Box 1372  
Lancaster, PA 17603  
(717) 299-5899  
**Paul Heil, Owner/Exec. Producer**

### **Hot Air Maloons**

115 Bellevue Ave.  
Laureldale, PA 19605  
(215) 921-3761  
**Kathy & Roger Mallon**

### **Hot Mix Productions**

2009 E. 5th St., Suite 2  
Tempe, AZ 85281  
(602) 966-9900  
**Andy Cohn, Producer**

### **Hot Mix Productions**

(America's Hot Mix)  
2064 Peachtree IND Center, Suite 401  
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(404) 458-3320  
**Randy Easterly**

### **Ric Tower's Hot Sheets**

One Line Comedy Service  
P.O. Box 4858  
St. Louis, MO 63108  
(314) 225-7110  
**Tim Hecke, Editor, Publisher**

### **Hype Ink**

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**Ed Hider**

### **The Image Generators**

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Allensville, OR 97235  
(503) 581-4395  
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(818) 988-2045  
**Howard Benjamin, President**

### **Innerview, Inc.**

8913 W. Olympic Blvd., Suite 201  
Beverly Hills, CA 90211  
(213) 652-8710  
**Jack Morris, President**

### **IS INC**

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Mill Valley, CA 94941  
(415) 383-7500  
**Jo Interrante, President**

### **'Jackie The Joke Man'**

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(516) 628-1490  
**Nancy Sirianni**



### **Jam Creative Productions, Inc.**

5454 Parkdale Dr.  
Dallas, TX 75227  
(214) 388-5454  
**Jon Wolffert, President**

### **Jameson Broadcast**

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Washington, DC 20009  
(202) 328-3283  
**Jamie Jameson, President**  
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### **Art Good's Jazz Trax**

701 Kettner, Suite 204  
San Diego, CA 92101  
(619) 233-9228  
**Art Good**



### **Jock Talk**

P.O. Box 532  
Postal Station 'A'  
Vancouver BC Canada, V6C 2N3  
(604) 687-4774  
**Scott Dixon**

### **Susan B. Anthony Jones**

2408 Bainbridge St.  
Richmond, VA 23225  
(804) 231-9861  
**Rita Bentley**

### **Jox Fax**

P.O. Box 2092  
Adelaide  
Australia 5001  
**Stewart Horne**

### **Julio Productions**

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(702) 739-9383  
**Jose Pino**

### **Just for Laughs**

Box 126  
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(816) 776-8241  
**Kathleen Crippen**  
**Larry Crippen**

### **Kalamusic**

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**Stephen Trivers, President**  
**Bill Wertz, EVP**

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### **John Kane, Astrology**

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Lexington, KY 40507  
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### **Kenetics Radio Entertainment**

1122 Ocean Ave.  
Brooklyn, NY 11230  
(718) 859-6123  
**Ken Levy**

### **Laffline**

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Chicago, IL 60606-7095  
**Bob Roberts**

### **Mark Larson Programming & Production**

P.O. Box 2424  
El Cajon, CA 92021  
(619) 579-0967  
**Mark Larson**

### **Maccabees/Whorf Productions**

239 Pilgrim  
Birmingham, MI 48009  
(313) 433-3742  
**Mike Whorf, President**

### **Marleigh Radio Syndicators**

505 Fifth Ave., Suite 1602  
New York, NY 10017  
(212) 370-0110

### **Martin Communications**

P.O. Box 32681  
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(301) 764-8550  
**Hal Martin, President**

### **McGhan Radio Productions**

7441 Palo Vista Dr.  
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(213) 850-7417  
**John McGhan, President**

### **Mealticket Entertainment, Inc.**

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Panorama City, CA 91412  
(818) 892-7101  
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**Joe Lipnicki, VP/Business Manager**

### **Media Communications, Inc.**

P.O. Box 37732  
Shreveport, LA 71133-7732  
(318) 746-IDEA  
**Mark Christopher**

### **Media General Broadcast Services, Inc.**

2714 Union Extended  
Memphis, TN 38112  
(901) 320-4340  
**Dick Donham, GM**  
**Zack Hernandez, Sr. VP/Broadcast Prod.**

### **MegloMedia Productions**

1030 E. Ocean Blvd., Suite 401  
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(213) 436-6587  
**D.W. Carroll, Exec. Producer**  
**Frank Michael Fischer, Bus. Mgr.**  
**Jennifer Graen, VP/Promo.**

### **Melcor Broadcasting Corp.**

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(202) 323-5888  
**George Kalman**

### **Charles Michelson & Sons**

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Beverly Hills, CA 90212  
(213) 278-4546  
**Charles Michelson, President**

### **Robert Michelson & Sons**

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New York, NY 10001  
(212) 243-2702  
**Robert Michelson, President**

### **Mikeside/Raybar Co.**

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Concord, CA 94524  
(415) 689-1339  
**Ray Hasha**

### **Mini Bingo/Radio Racetrack**

Unit 3, 1149 Bellamy Rd.  
Scarborough, Canada, M1H 1H7  
(800) 268-4297  
**Norm Clavir, President**

### **MJI Broadcasting, Inc.**

666 Fifth Ave., 34th Floor  
New York, NY 10103  
(212) 245-5010  
**Josh Feigenbaum, President**

### **Moss Broadcasting Comm.**

575 Main St., # 512  
New York, NY 10020  
(212) 644-2530  
**John Moss, President**

### **Motor Racing Network (MRN)**

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(904) 254-6760  
**John McMullin, GM**  
**Allen Bestwick, Dir./Affiliates**

# DIRECTORY

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### **Muddy Mitch Productions**

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**Jim Williams**



### **Music Director Programming Service**

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(413) 783-4626  
**Budd Clain, GM**

### **Music Of Your Life**

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### **Musica En Flor**

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Rio Aedras, PR 00926  
(809) 720-1545  
**David F. Gleason**

### **Musical Starstreams**

P.O. Box 44  
Mill Valley, CA 94942  
(415) 383-7827  
**Frank Forest**

### **Musicworks, Inc.**

P.O. Box 111390  
Nashville, TN 37211  
(615) 790-1200  
(800) 251-9000  
**Bill Robinson, President**  
**Skeeter Dodd, CRMC**  
**Jeff Miller, Prod. Mgr.**

### **Narwood Productions Inc.**

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New York, NY 10017  
(212) 755-3320  
**Ted LeVan, President**



### **National Wildlife Federation**

1412 16th St. NW  
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(202) 637-3754  
**William Potts, Coordinator/Radio  
Programming**

### **New Age Media Services**

1482 E. Valley Rd., # A-131  
Montecito, CA 93108  
(805) 969-6984  
**Paul Hunter, President**



### **New Century Broadcasting**

Northern Trust Tower  
1515 Ringling, Suite 950  
Sarasota, FL 34236  
(813) 365-4030  
**Patrick Gaffney, President**

### **Newsletter Services**

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Washington, DC 20002  
(202) 529-5700  
**Dennis Cunningham, Marketing Director**

### **Newsmaker Interviews**

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Los Angeles, CA 90048  
(213) 274-6866  
**Arthur Levine, President**

### **Non-Stop Productions**

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Salt Lake City, UT 84104  
(801) 531-0060  
**Yvette Stubbs**

### **North American Network**

2025 Pennsylvania Ave NW  
Suite 1117  
Washington, DC 20006  
(202) 424-0678  
**Tom Sweeney, President**  
**Luis Vasquez, VP/Sales**  
**Rise Jil Miller, Creative Director**

### **Nostalgia Notes**

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Hingham, MA 02043  
(617) 749-9189  
**Bob Cusack, Editor**

### **Noteworthy**

2728 Tritt Spring Dr.  
Atlanta-Marietta, GA 30062  
(404) 971-2222  
**Don Levine, President**

### **Nuaud Corp.**

183-11 Hillside Ave., Suite 8L  
Jamaica, NY 11432  
(718) 657-7657  
**Jeff Miller, President**

### **O'Connor Creative Services**

P.O. Box 5432  
Playa del Rey, CA 90296  
(213) 827-2527  
(800) 544-6044  
**Harry O'Connor, President**

### **O'Liners**

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Los Angeles, CA 90049  
(213) 479-1767  
**Dan O'Day**



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San Rafael, CA 94903  
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**Bobby Ocean**, President/Exec. Producer  
**Elizabeth Salazar**, Associate Producer

**On The Radio Broadcasting**  
400 Sunridge St.  
Playa del Rey, CA 90291  
(213) 306-8009  
**Jeff Love**, President

**Orange Productions**  
105 Forrest Ave.  
Narberth, PA 19072  
(215) 667-8620  
**Jon Harmelin**, VP/GM  
**Sid Marks**, President

**Parkway/Muse, Inc.**  
1090 Taft St.  
Rockville, MD 20850  
(301) 294-0790  
(800) 247-6040  
**Scott Andrews**, Station Relations

**Phantastic Phunnies**  
Topical Comedy One-Line Service  
1343 Strafford Dr.  
Kent, OH 44240  
(216) 673-5095  
**John Fultz**

**PIA**  
666 N. Lakeshore Dr., Suite 800  
Chicago, IL 60611  
(312) 943-8888  
**Brad Saul**, President  
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**Planet Productions**  
P.O. Box 3889  
Austin, TX 78764  
(512) 447-3381  
**Ron Ayer**

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**Premiere Radio Network**  
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Hollywood, CA 90028  
(213) 467-2346  
**Steve Lehman**, President

**Professional Radio Network**

P.O. Box 1-B  
Eugene, OR 97440  
(503) 687-2068  
**Peter Powell**, President  
**Jeff Powell**, Mkt. Dir.  
**Stan Garrett**, Exec. Producer

**ProMedia**  
P.O. Box 172  
New York, NY 10451  
(212) 585-9400  
**Bill Quinn**, President

**Radio & Television Commission**  
6350 W. Freeway  
Ft. Worth, TX 76150  
(817) 737-4011  
**Claude Cox**, Dir./Mktg.

**Radio Almanac**  
107 Jensen Circle  
W. Springfield, MA 01089  
(413) 737-7600  
**Charles Spencer**

**Radio AMEX**  
86 Trinity Place  
New York, NY 10006  
(212) 306-1637  
**Tom Mariani**, Manager of News Services

**Radio Arts**  
210 N. Pass Ave., Suite 104  
Burbank, CA 91505  
(818) 841-0225  
(800) 423-2840  
**Larry Vanderveen**, President  
**Rick Lemmo**, VP/GM

**Radio International**  
7 E. Cherry St.  
Floral Park, NY 11001  
(516) 358-2250  
**Don Eberle**, President

**Radio Links**  
7038 Grasswood  
Malibu, CA 90265  
(213) 457-5358  
**Lori Lerner**, President

**Radio Networks, Inc.**  
P.O. Box 2328  
Rockville, MD 20852  
(301) 984-9600  
**Tim Kuhl**

**The Radio Newsreel**  
3421 M Street NW, #321  
Washington, DC 20007  
(703) 534-4665  
**Bren Very**

**Radio Program Services**  
444 Kirman  
Reno, NV 89502  
(702) 786-5053  
**Terry Hall**

**Radio Shorts, Ltd.**  
P.O. Box 4234  
Arcata, CA 95521  
(707) 822-2665  
**Paul Ennis**

**Radio Today Entertainment**  
211 W. 56th St., #3A  
New York, NY 10019  
(212) 581-3962  
**Beverly Padratzki**, VP/GM



**Radio W.A.V.E.**  
1040 Greenwich St.  
San Francisco, CA 94133  
(415) 771-5886  
**Maureen McGinley**,  
Exec. Producer  
**Dave Morey**, Producer

**Radiocraft, Inc.**  
P.O. Box 405  
Southboro, MA 01745  
(617) 485-3500  
**John Garabedian**, President

**RCM Management**  
P.O. Box 4027  
2001 Fox Dr.  
Champaign, IL 61820  
(217) 356-0775  
**Will Tieman**

**Thom Reinstein Productions**  
Portraits in Sound  
1024 J. St., Suite 314  
Modesto, CA 95354  
(206) 578-6747  
**Thom Reinstein**

**Remington Radio Sneakers**  
P.O. Box 64221  
Tacoma, WA 98464  
(206) 565-3737  
**Jason Remington**, President

**REM Communications Corp.**  
2 W. 45th St.  
New York, NY 10036  
(212) 302-9120  
**Edward Milarsky**, President

**Tony Rizzini Associates**  
RR # 1, Saw Mill Rd.  
Chepachet, RI 02814  
(401) 949-4142  
**Tony Rizzini**, President

**Robbins & Ries**  
460 Park Ave. South  
New York, NY 10016  
(212) 486-0720  
**Alan Anderson**

**Jerry Roberts/Peter Bie Broadcast Service**  
6253 Hollywood Blvd., Suite 402  
Los Angeles, CA 90028  
(818) 760-4313  
**Jerry Roberts**

**RPM**  
4198 Orchard Lake Rd.  
Orchard Lake, MI 48033  
(313) 681-2660  
**Tom Krikorian**, President

# DIRECTORY

## PROGRAM SUPPLIERS

### **RPMC Inc.**

17514 Ventura # 202  
Encino, CA 91316  
(818) 501-7762

**Robert Olshever**, Exec. Producer  
**Murray Schwartz**, Exec. Producer

### **RTV Sports Network**

P.O. Box 658  
Rt. 28 S. Deer Crossing, Bldg. A  
Mashpee, MA 02049  
(617) 477-5888  
**Judy Sherlock**, Director of Marketing

### **Sebastians Music History Calendar**

P.O. Box 33125  
Decatur, GA 30033  
**Sebastian**, President

### **SEPI**

1201 Chestnut St., 13th Floor  
Philadelphia, PA 19107  
(215) 988-0094

**Rick Garson**, President

### **Shaw-Spelling Associates**

12400 Wilshire Blvd., Suite 800  
Los Angeles, CA 90025  
(213) 207-1860

**David Shaw**, Partner  
**Dan Spelling**, Partner

### **Sheridan Broadcasting**

1500 Chamber of Commerce Building  
Pittsburgh, PA 15219  
(412) 281-6751

**Phad Hill**, Manager, Station Relations/  
Ent. Prog.

### **Sixty-Second LP Inc.**

10 Waterside Plaza, Suite 21E  
New York, NY 10010  
(212) 684-2292

**Jeff Craig**, President

### **SJS Entertainment**

800 Second Ave., 13th Floor  
New York, NY 10017  
(800) 548-4757

**Steven J. Saslow**, President

**June Brody**, VP

**Carrie Spiller**, Affiliate Relations Rep.

### **Denny Somach Productions**

812 W. Darby Rd.  
Havertown, PA 19083  
(215) 446-7100

**Denny Somach**, President

### **Soundscapes**

1187 Coast Village Rd. # 1-192  
Santa Barbara, CA 93108  
(805) 565-1353

**Claudia Bratton**, Marketing Director

**Paul Hunter**, Producer

### **Soundtracs**

77 Selleck St.  
Stamford, CT 06902  
(203) 348-2121

**S. Richard Ravich**, President

### **Sportcom Associates**

Motor Sports Radio  
1285 Zevon Rd.  
Johnson City, NY 13790-9715  
(607) 770-9165

**Paul Kaminski**, CCO

### **Sportsline USA**

3145 Geary Bl. # 511  
San Francisco, CA 94118  
(415) 221-5450

**Charles Coane**

### **StarDate**

University of Texas  
RLM 15 308  
Austin, TX 78712  
(512) 471-5285

**Sandra Preston**

### **Starmagic Radio**

194 The Plaza  
Teaneck, NJ 07666  
(201) 833-8333

**Michael Jordan**



### **Starstream Communications Group, Inc.**

9800 Richmond, Suite 300  
Houston, TX 77042  
(713) 781-0781

**Gary Firth**, President

**Gene Tognacci**, Dir./Bcast Svcs.

**Mary P. Clunis**, Affiliate  
Relations Dir.

### **Kris Stevens Enterprises**

14241 Ventura Blvd.  
Sherman Oaks, CA 91423  
(818) 981-8255

**Kris Erik Stevens**, President

### **Sun Radio Network**

1201 W. Hillsborough Ave.  
Tampa, FL  
(813) 238-1572

**Chuck Harder**, President

**Jerry Myers**, Vice President/Business  
Manager

**Bob Lemke**, Vice President

**Bill Muncey**, Chief Engineer

**May Moseley**, Director of Affiliate Relations

### **Sun Song Productions**

1775 Broadway  
New York, NY 10019  
(212) 582-0258

**Jesse Boseman**, President

### **Superaudio Network**

World Trade Center, Suite 400  
Boston, MA 02110  
(617) 266-2900

**Sam Kopper**, COO

### **Supertrax Production Services**

7827 Farrell  
Amarillo, TX 79121  
(806) 352-7503

**Ron Chase**, Exec. Producer

### **Syndicom**

550 Price Ave # 8  
Redwood City, CA 94063  
(415) 366-1781

**Michael Hesser**, President

### **Techsonics**

709 Shadowfield Ct.  
Chesapeake, VA 23320  
(804) 547-4000

**Steve Peppos**, President

### **TelePrograms, Inc.**

8500 Melrose, Suite 213  
W. Hollywood, CA 90069  
(213) 854-4475

**Jim Hampton**, President

**Don Nelson**, VP/General Manager

**Linda Moshontz**, Dir./Affiliate Relations

### **Transmedia**

350 Pacific  
San Francisco, CA 94111  
(415) 956-3118

**Dave Adams**, President

### **Transorbital Productions, Ltd.**

557 Street Lane  
Leeds W. Yorkshire, L517 6JA  
England

**Carl Kingston**, Managing Dir.

**Steve Warren**, Dir

**Michael Laing**, Dir

### **Transtar Special Programming**

6430 Sunset Blvd., # 401  
Los Angeles, CA 90028  
(213) 460-6383

**Carl Goldman**, V.P., Special Programming

### **Morrie Trumble**

139 Fulton St., Suite 403  
New York, NY 10038  
(212) 693-2633

(212) 233-1736

**Morrie Trumble**, President

### **Unidyne Industries/Communications**

401 W. A St., Suite 1010  
San Diego, CA 92101

**Bill Alfredo**, President/Communications

### **United Stations Programming**

2000 15th St. N., Suite 200  
Arlington, VA 22201  
(703) 276-2900

**Robert Bartolomeo**, Managing Dir./Affiliate  
Relations

### **USA Today Update**

PO Box 450  
Washington, DC 20044  
(800) 222-0990


**Susan Bokern**, Dir./Sales & Mktg.

# DIRECTORY

## PROGRAM SUPPLIERS

**Vanda Productions**  
302 E. Chestnut St.  
Hartselle, AL 35640  
(205) 773-5201  
**Bob Anderson**

**Don Vogel**  
115 Roslyn Dr.  
Concord, CA 94518  
(415) 827-2382  
**Don Vogel**



**Wall Street Journal/  
Dow Jones Report**  
200 Liberty St.  
New York, NY 10281  
(212) 416-2381  
**Robert B. Rush, Dir./Bcast. Svcs.**


**Tony Weasel Report From Hollywood**  
8489 W. Third St., Office 51  
Los Angeles, CA 90048  
(213) 651-1075  
**Greg O'Neill, Producer**

**Ken Webb Communications**  
PO Box 548  
Wheatley Heights, NY 11798  
(212) 402-1236  
(516) 491-5368  
**Ken Webb, President**

**Clayton Webster Corporation**  
7711 Carondelet, 5th Floor  
St. Louis, MO 63105  
(314) 725-5070  
**Stephen Bunyard, President**

**Weedeck Radio Network**  
1512 Crossroads of the World  
Hollywood, CA 90028  
(800) 548-7474  
(213) 462-5922  
**Lloyd Heaney, President**  
**Rod Martin, Chairman**

**Western Front Broadcasting**  
115 N. Vine Street  
Anaheim, CA 92805  
(714) 772-5729  
**Julio Flores, President**




**Westwood One**  
9540 Washington Blvd  
Culver City, CA 90232  
(213) 204-5000  
**Norm Pattiz, Chairman**

**Gary Whiteaker Corp.**  
P.O. Box 307  
Belleville, IL 62222  
(618) 476-7771  
**Gary Whiteaker, President**

**Wide World Network**  
1825 K St. NW, 6th Fl.  
Washington, DC 20006  
(800) 821-4747  
**Pat Hazan, Marketing Exec.**

**Willy's Comedy Shack & Burger Emporium**  
11A Galley Ave.  
Toronto, Ontario, M6R 1G9  
(416) 539-9734  
**Tim McLarty, Producer/Owner**



**Winton Communications**  
10014 N. Dale Mabry  
Tampa, FL 33618  
(813) 962-2336  
**Ed Winton**

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

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

**World Space Report**  
3200 Edgehill  
Ft. Worth, TX 76116  
(817) 738-5649  
**Michael Pellechia**

**Wright Radio Services**  
P.O. Box 1916  
Orangeburg, SC 29116  
(803) 531-1150  
**Stu Wright**

## RADIO GROUP OWNERS

**Ackerly Communications**  
800 5th Ave., Suite 3770  
Seattle, WA 98104  
(206) 624-2888

**Barry Ackerly, President**  
Seattle, WA KJR  
Portland, OR KSGO & KGON

**Adams Communications**  
600 Cleveland St. #760  
Clearwater, FL 34615  
(813) 449-1500

**Matt Mills, Exec. VP/Radio**  
St Louis, MO WRTH & KEZK  
Memphis, TN WDIA & WHRK  
Grand Rapids, MI WLAV-AM & FM  
Phoenix, AZ KOOL-AM & FM  
San Antonio, TX KISS

**Albimar Communications**  
60 State St., Suite 550  
Boston, MA 02109  
(617) 742-4910

**Skip Finley, President**  
Omaha, NB KEZO-AM & FM  
Salt Lake City, UT KDAB

**All Pro Broadcasting, Inc.**  
1710 E. 111th St.  
Los Angeles, CA 90059  
(213) 564-7951

**Willie Davis, President**  
Los Angeles, CA KACE  
Houston, TX KYOK  
Milwaukee, WI WLUM & WAWA

**Allegheny Mountain Network**  
P.O. Box 247  
Tyrone, PA 16686  
(814) 238-0792

**Cary Simpson, President**  
Johnstown, PA WIYQ  
Bellefonte, PA WBLF  
Coudersport, PA WFRM-AM & FM  
St. Mary's/Ridgway, PA WKBI-AM & FM  
Tyrone State College, PA WTRN & WGMR  
Wellsboro, PA WNBT-AM & FM

**American Media**  
1700 Montgomery, Suite 324  
San Francisco, CA 94111  
(415) 397-1000

**Art Kern, Chairman**  
**Alan Beck, President**  
Long Island, NY WALK-AM & FM  
Cincinnati, OH WUBE & WDJO  
San Antonio, TX KSMG  
Orlando, FL WOCL  
Tucson, AZ KWFM & KCEE  
Riverside/San Bernardino, KMEN & KGGI

# DIRECTORY

## RADIO GROUP OWNERS

### Anchor Media

11300 Fourth St. N., Suite 349  
St. Petersburg, FL 33716  
(813) 577-1600

#### Alan Henry, President

Dallas, TX KLDD & KZEW  
Albuquerque, NM KZSS & KZRR  
Las Vegas, NV KORK & KYRK

### Anderson Stations

6535 W. Jewell  
Denver, CO 80226  
(303) 922-5511

#### George Anderson, President

Denver, CO KRKS  
Newton, KS KJRG & KOEZ  
Scott City, KS KFLA & KEZU  
Columbus, NE KJSK & KLIR

### Aries Communications

1623 Fifth Ave.  
San Rafael, CA 94941  
(415) 456-1510

#### Art Astor, President

San Rafael, CA KTIM & KTID  
Orange, CA KIKF  
Escondido, CA KOW-AM & FM

### Bahakel Communications

P.O. Box 32488  
Charlotte, NC 28232  
(704) 372-4434

#### Cy N. Bahakel, President

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

### Barnstable Broadcasting, Inc.

P.O. Box 9042  
Waltham, MA 02254-9042  
(617) 647-1777

#### David S. Gingold, President

#### Albert J. Kaneb, VP/Treasurer

Hempstead, NY WHLI & WKJY  
Little Rock, AK KSSN  
Memphis, TN WGKX  
Mt. Washington, NH WHOM  
Akron, OH WSLR & WKDD

### Beach-Schmidt Group

2300 Hall  
P.O. Box 817  
Hays, KS 67601  
(913) 625-2578

#### Bob Schmidt, Exec. VP

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

### Beasley Broadcast Group

200 W. Ash St.  
P.O. Box 1355  
Goldsboro, NC 27530  
(919) 734-8000

#### George Beasley, President

Philadelphia, PA WXTU & WTEL  
Mobile, AL WILT & WBLX  
Augusta, GA WGAC  
Evansville, IL WYNG  
Conway, SC WLAT & WYAV  
Charlotte, NC WGNC & WCKZ  
Fayetteville, NC WFAI & WKML  
Reidsville, NC WBIG  
Kinston, NC WFTC & WRNS  
Miami, FL WPOW  
Ft. Myers, FL WRXK  
Chicago, IL WAUR & WMRO  
Little Rock, AK KAAY

### Bloomington Broadcasting Corp.

236 Greenwood Ave.  
Bloomington, IL 61704  
(309) 829-1221

#### Timothy Ives, President

Grand Rapids, MI WKLQ  
Chattanooga, TN WGOW & WSKZ  
Johnson City, TN WJCW & WQUT  
Bloomington, IL WJBC & WBNQ



### Bonneville International

P.O. Box 1160  
Salt Lake City, UT 84110-1160  
(801) 575-7500

#### Rodney H. Brady, President

New York, NY WNSR  
Los Angeles, CA KBIG  
Chicago, IL WCLR  
San Francisco, CA KOIT-AM & FM  
Dallas, TX KAAM & KZPS  
Seattle, WA KIRO & KSEA  
Kansas City, MO KMBZ & KMBR  
Salt Lake City, UT KSL

### Booth American

333 W. Fort St.  
Detroit, MI 48226  
(313) 965-3360

#### John Booth, President

Detroit, MI WJLB  
Cleveland, OH WRMR & WLTF  
Cincinnati, OH WWNK-AM & FM  
Toledo, OH WTOD & WKKO  
Saginaw, MI WSGW & WIOG  
South Bend, IN WZZP  
Indianapolis, IN WZPL

### Brill Media Co., Inc.

420 N.W. 5th St., Suite 3B  
P.O. Box 3353  
Evansville, IN 47732  
(812) 423-6200

#### Alan Brill, President

Alton, MO Alan Beck, VP  
Duluth, MN WEBC & WAVC  
 Fargo-Moorehead ND-MN KQWB-AM & FM  
Lancaster, PA WIOV  
Jefferson City, MO KLIK & KTXY  
Richmond, VA WKHK & WPVA  
Reading, PA WAGO

### Broadcast Properties

P.O. Box 2827  
Grand Junction, CO 81501  
(303) 241-9230

#### Barry Turner, President

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

### Broadco of Texas, Inc.

P.O. Drawer 6340  
Tyler, TX 75711-6340  
(214) 593-0099

#### Chuck Morgan, President

Lawton, OK KMGZ  
Tyler, TX KDOK & KEYP

### Brown Broadcasting

9230 Wilshire Blvd.  
Beverly Hills, CA 90212  
(213) 274-8411

#### Willet H. Brown, VP

#### Michael Brown, VP

San Diego, CA KPPO & KGB  
Sacramento, CA KKOA-AM & FM  
Salt Lake City, UT KKAT  
Fresno, CA KYNO-AM & FM  
San Francisco, CA KKSF

### Buckley Broadcasting

166 W. Putnam Ave.  
Greenwich, CT 06830  
(203) 661-4307

#### Richard Buckley, Jr., President

San Fernando (L.A.) KGIL-AM & FM  
San Francisco, CA KKHI-AM & FM  
Hartford, CT WDRC-AM & FM  
Syracuse, NY WSEN-AM & FM  
Modesto-Merced, CA KUBB  
Monterey-Salinas, CA KWAV  
Portland, ME WYNZ-AM & FM  
Bakersfield KLLY  
Visalia-Fresno, CA KSEQ

### Capital Cities/ABC, Inc.

125 West End Ave.  
New York, NY 10023  
(212) 887-5300

#### James Arcara, Radio President

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

### Capitol Broadcasting Co.

711 Hillsborough  
Raleigh, NC 27603  
(919) 890-6000

#### Jim Goodman, President

#### Jon Coleman, VP

Richmond, VA WRNL & WRXL  
Raleigh, NC WRAL  
Orlando/Cocoa Beach, WSTF  
Baltimore, MD WMMX  
Norfolk/Virginia Bea WNVZ

# DIRECTORY

## RADIO GROUP OWNERS

### Capitol Broadcasting Corp.

917 Western America Circle, Suite 500  
Mobile, AL 36609  
(205) 343-1000

#### Ken Johnson, President

|                           |              |
|---------------------------|--------------|
| Louisville, KY            | WRKA         |
| Birmingham, AL            | WMJJ         |
| Mobile, AL                | WKSJ-AM & FM |
| Statesville-Charlotte, NC | WLVK         |
| Charleston, WV            | WCAW & WVAF  |
| Raleigh, NC               | WTRG         |
| Nashville, TN             | WGFX         |
| Austin, TX                | KGTN & KQFX  |

### Caravelle Broadcast Group

212 S. Tryon St.  
Charlotte, NC 28281  
(703) 333-6062

#### Howard Schrott, President

#### Robert Beacham, CEO

|                              |              |
|------------------------------|--------------|
| New Bern/<br>New Coastal, NC | WSFL-AM & FM |
| Kokomo, IN                   | WIOU & WZWZ  |
| Charleston, SC               | WKCNC & WDXZ |
| Rutland, VA                  | WJJR         |

### Cariboo Central Interior Radio

1940 Third Avenue  
Prince George, British Columbia  
Canada, V2M 1G7  
(604) 564-2524

#### R.A. East, President

|                    |                     |
|--------------------|---------------------|
| Burns Lake, BC     | CFLD                |
| Ft. St. James, BC  | CIFJ                |
| Fraser Lake, BC    | CIFL                |
| Gransile, BC       | CHLD                |
| Hazelton, BC       | CKBV                |
| Houston, BC        | CHBV                |
| 100 Mile House, BC | CKBX                |
| Prince George, BC  | CJCI & CIBC         |
| Quesnel, BC        | KCCQ                |
| Smithers, BC       | CFBV                |
| Vanderhoof, BC     | CIVH &<br>CIBC-FM-1 |
| Williams Lake, BC  | CKWL                |

### Carlson Communications International

Box 7040  
Salt Lake City, UT 84107  
(801) 268-8181

#### Ralph J. Carlson, President

|                |              |
|----------------|--------------|
| Salt Lake City | KRSP-AM & FM |
| Salt Lake City | KUSW         |
| Cottonwood, AZ | KSMK         |
| Elko, NV       | KRJC         |

### CBS

51 W. 52nd Street  
New York, NY 10019  
(212) 975-8088

#### Robert Hosking, President/Radio Division

|                   |              |
|-------------------|--------------|
| New York, NY      | WCBS-AM & FM |
| Los Angeles, CA   | KNX-AM & FM  |
| Chicago, IL       | WBBM-AM & FM |
| San Francisco, CA | KCBS & KRQR  |
| Boston, MA        | WODS         |
| Houston, TX       | KLTR         |
| Washington, DC    | WLTT         |
| Dallas, TX        | KTXQ         |
| St. Louis, MO     | KMOX & KHTR  |
| Tampa, FL         | WSUN & WYNF  |
| Philadelphia, PA  | WCAU & WOGL  |

### Central Broadcasting Corp.

Box 727  
Richmond, IN 47375  
(317) 935-0222

#### William Quigg, President

|                 |             |
|-----------------|-------------|
| Chillicothe, OH | WBEX & WKKJ |
| Richmond, IN    | WKBV & WFMG |
| Adrian, MI      | WABJ & WQTE |
| Marion, IN      | WBAT        |
| Bedford, IN     | WBIW & WQRK |

### Century Broadcasting

875 N. Michigan Ave.  
Chicago, IL 60611  
(312) 922-1000

#### George A. Collias, President

|                    |             |
|--------------------|-------------|
| Chicago, IL        | WCZE & WLOO |
| San Francisco, CA  | KMEL        |
| Denver, CO         | KYBG & KADX |
| St. Petersburg, FL | WLFF        |

### Citadel Communications

3200 N. Central, Suite 1990  
Phoenix, AZ 85012  
(602) 263-5675

#### Fritz Beesmyer, President

|                      |              |
|----------------------|--------------|
| Billings, MT         | KOOK & KBIT  |
| Colorado Springs, CO | KKFM         |
| Bozeman, MT          | KBOZ-AM & FM |

### CKO, Inc.

30 Carlton St.  
Toronto, Ontario  
Canada, M5B 2E9  
(416) 591-1222

#### Stan M. Stewart, President

#### Peter J. Jackman, EVP/Chief GM

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

### Clear Channel Communications, Inc.

175 E. Houston St., Suite 500  
San Antonio, TX 78205  
(512) 225-4231

#### L. Lowry Mays, President/CEO

|                          |             |
|--------------------------|-------------|
| New Orleans, LA          | WMKJ & WQUE |
| San Antonio, TX          | WOAI & KAJA |
| Oklahoma City, OK        | KTOC & KJYO |
| Tulsa, OK                | KAKC & KM0D |
| Austin, TX               | KPEZ        |
| New Haven, CT            | WELI        |
| Beaumont-Port Arthur, TX | KALO & KHYS |
| Louisville, KY           | WHAS & WAMZ |
| Bryan, TX                | KTAM & KORA |

### Communications Investment Corp.

312 E. South Temple  
Salt Lake City, UT 84111  
(801) 364-3561

#### Homer K. Peterson, EVP

|                    |             |
|--------------------|-------------|
| Salt Lake City, UT | KALL & KLCY |
| Idaho Falls, ID    | KUPI & KQPI |
| Vernal, UT         | KVEL & KUIN |

### Communications Properties, Inc.

5490 Saratoga Rd.  
Dubuque, IA 52001  
(319) 583-6475

#### Philip Kelly, President

|                |              |
|----------------|--------------|
| Fargo, ND      | KFGO-AM & FM |
| Albert Lea, MN | KATE & KCPI  |
| Dubuque, IA    | WDBQ & KLYV  |

### Community Pacific Broadcasting Corp.

933 N. Main St.  
Salinas, CA 93906  
(408) 424-1428

#### David J. Benjamin, Chairman

#### Charles Banta, President

|                                     |              |
|-------------------------------------|--------------|
| Salinas/Monterey/<br>Santa Cruz, CA | KTOM-AM & FM |
| Modesto, CA                         | KFIV-AM & FM |
| Eugene, OR                          | KEED & KSND  |
| Anchorage, AK                       | KASH-AM & FM |

### Constant Communications

Marinship Yacht Harbor, Suite 1  
Sausalito, CA 94965  
(415) 331-2345

#### Frederic W. Constant, President

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

### Cook Inlet

P.O. Box 10239  
Washington, DC 20018  
(301) 441-3561

#### Dan Mason, President

|                          |              |
|--------------------------|--------------|
| Boston, MA               | WZLX         |
| Houston, TX              | KFMK         |
| Seattle, WA              | KUBE         |
| Washington, DC           | WPGC-AM & FM |
| Atlanta, GA              | WZGC         |
| Chicago, IL              | WUSN         |
| Phoenix, AZ              | KOPA & KSLX  |
| Provo-Salt Lake City, UT | KFMY & KLZX  |

### Cox Enterprises, Inc.

1400 Lake Hearn Drive, N.E.  
Atlanta, GA 30319  
(404) 843-5242

#### Nicholas D. Trigony, EVP/Radio

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

### CR Broadcasting, Inc.

344 Old Pinson Rd.  
Jackson, TN 38301  
(901) 424-1200

#### John Columbus, President/CEO

|                     |              |
|---------------------|--------------|
| Jackson, TN         | WDXI & WMXX  |
| Jackson/Lansing, MI | WIBM-AM & FM |
| Wheeling, WV        | WKWK & WEEL  |
| Murphysboro, IL     | WTAO         |
| McLeansboro, IL     | WMCL         |



# DIRECTORY

## RADIO GROUP OWNERS

### Crawford Broadcasting

PO Box 86  
Flourtown, PA 19031  
(215) 628-3500

**Don Crawford, President**  
Avalon/

|                       |      |
|-----------------------|------|
| Orange County, CA     | KBRT |
| Hammond (Chicago), IL | WYCA |
| Detroit, MI           | WMUZ |
| Dallas, TX            | KPBC |
| Buffalo, NY           | WDCX |
| Birmingham, AL        | WDJC |

### Davis-Weaver Broadcasting

PO Box 21248  
San Jose, CA 95151  
(602) 265-0597

**Philip C. Davis, President**

|              |              |
|--------------|--------------|
| San Jose, CA | KLOK         |
| Fresno, CA   | KFIG-AM & FM |

### Dee Rivers Group

PO Box 3930  
Ocala, FL 32678  
(904) 854-1231

**Dean Osmundsen, CEO**

|                    |              |
|--------------------|--------------|
| Atlanta, GA        | WGUN         |
| Memphis, TN        | KWAM & KRNB  |
| Savannah, GA       | WEAS-AM & FM |
| Valdosta, GA       | WGOV & WAAC  |
| Belle Glade, FL    | WSWN-AM & FM |
| Plantation Key, FL | WCTH         |

### Donrey Media Group

920 Rogers Avenue  
Fort Smith, AR 72901  
(501) 785-7810

**Fred Smith, President**

**Donald Reynolds, CEO**  
Springdale, AR

KBRS

### Dorton Broadcasting

15401 W. Ten Mile  
Detroit, MI 48237  
(313) 967-3750

**Joseph L. Dorton, President, CEO**

|               |             |
|---------------|-------------|
| Detroit, MI   | WCZY        |
| Dallas, TX    | KSKY        |
| Chicago, IL   | WBMX        |
| Rochester, NY | WNYR & WEZO |
| Charlotte, NC | WGIV & WPEG |

### Duffy Broadcasting

5220 N. 7th St.  
Phoenix, AZ 85014  
(602) 236-0100

**Bob Duffy, Chairman**

Phoenix, AZ

KESZ

### Early Broadcasting, Inc.

2000 Dogwood Ln.  
Columbia, MO 65205  
(314) 449-2433

**Bob Kelley, President**

**John Ott, General Manager**

Columbia, MO

KTGR & KCMQ

### Eastern Broadcasting

1875 Connecticut Ave. NW  
Washington, DC 20009  
(202) 387-0661

**Roger Neuhoff, President**

|                   |             |
|-------------------|-------------|
| Providence, RI    | WWAZ & WWLI |
| Hershey, PA       | WRKZ        |
| Springfield, IL   | WCVS & WFMB |
| State College, PA | WRSC & WQWK |
| Easton, PA        | WEST & WLEV |
| Quincy, IL        | WTAD & WQCY |

### Edens Broadcasting

840 N. Central Ave.  
Phoenix, AZ 85004  
(602) 258-5293

**Gary Edens, Chairman/CEO**

**Michael Osterhout, President/COO**

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

### Emmis Broadcasting

1099 N. Meridian St., Suite 1197  
Indianapolis, IN 46204  
(317) 266-0100

**Jeff Smulyan, President**

|                  |             |
|------------------|-------------|
| New York, NY     | WFAN & WQHT |
| Los Angeles, CA  | KPWR        |
| Washington, DC   | WAVA        |
| St. Louis, MO    | KSHE        |
| Minneapolis, MN  | WLOL        |
| Indianapolis, IN | WENS        |

### Entertainment Communications (Entercom)

100 Presidential Blvd.  
Bala Cynwyd, PA 19004  
(215) 667-1226

**Joe Field, President**

|                       |              |
|-----------------------|--------------|
| San Francisco, CA     | KITS         |
| Houston, TX           | KJYY         |
| Pittsburgh, PA        | WEPP & WDSY  |
| Tacoma (Seattle), WA  | KTAC & KBRO  |
| Minneapolis, MN       | WAYL-AM & FM |
| Tampa, FL             | WXCR         |
| Gainesville/Ocala, FL | WKTK         |

### EZ Communications

10800 Main St.  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000

**Alan Box, President**

|                  |              |
|------------------|--------------|
| Miami, FL        | WHQT         |
| Pittsburgh, PA   | WBZZ         |
| St. Louis, MO    | KYKY         |
| New Orleans, LA  | WEZB         |
| Charlotte, NC    | WEZC         |
| Seattle, WA      | KMPS-AM & FM |
| Phoenix, AZ      | KAMJ-AM & FM |
| Sacramento, CA   | KRAK-AM & FM |
| Jacksonville, FL | WOKV & WAIV  |
| Fresno, CA       | KFYE         |

### Fairfield Broadcasting Co.

4200 W. Main St.  
Kalamazoo, MI 49007  
(616) 385-2757

**Stephen C. Trivers, President**

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

### Family Stations

290 Hagenberger Rd.  
Oakland, CA 94261  
(415) 568-6200

**Harold Camping, President/GM**

|                   |      |
|-------------------|------|
| San Francisco, CA | KEAR |
| San Diego, CA     | KECR |
| Buffalo, NY       | WBFR |
| Jacksonville, FL  | WJFR |
| Fresno, CA        | KFSR |
| Charleston, NC    | WFCH |
| Johnstown, PA     | WFRJ |
| Columbus, GA      | WFRC |
| Annapolis, MD     | WFSI |
| Camden, NJ        | WKDN |
| Joliet, IL        | WJCH |
| LeGrand, CA       | KEFR |
| Long Beach, CA    | KFRN |
| Smithtown, NY     | WFRR |
| Newark, NY        | WFME |
| Okeechobee, FL    | WYFR |
| Shenandoah, IA    | KYFR |
| Webster, NY       | WFRW |
| Toldeo, OH        | WOTL |

### Federated Media

421 S. 2nd St.  
Elkhart, IN 46516  
(219) 295-2500

**John Dille III, President**

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

### Flair Broadcasting

6 Landmark Square, 4th Floor  
Stamford, CT 06901  
(203) 359-5666

**John Boden**

### FULLER-JEFFREY BROADCASTING COMPANIES, INC.

#### Fuller-Jeffrey Broadcasting Companies, Inc.

Capital Bank of Commerce Bldg.  
300 Capital Mall #1450  
Sacramento, CA 95814-4339  
(916) 448-1450

**Bob Fuller, President**

|                          |             |
|--------------------------|-------------|
| Lewiston/Portland, ME    | WBLM        |
| Portsmouth/Dover, MA     | WOKQ        |
| Des Moines, IA           | KMRY & KJJY |
| Roseville/Sacramento, CA | KRCX & KRXQ |
| Chico, CA                | KFMF        |
| Lake Tahoe, CA           | KRLT        |
| Modesto/Stockton, CA     | KHOP        |
| Santa Cruz/Salinas, CA   | KSCO        |
| Santa Cruz/San Jose, CA  | KLRS        |

### Gannett Radio

6255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 466-8381

**Jay Cook, President/Radio Division**

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

## RADIO GROUP OWNERS

### Guy Gannett Broadcasting Services

P.O. Box 1731  
Northport Business Park  
Portland, ME 04103  
(207) 797-9330

#### Bob Gilbertson, EVP

|                         |             |
|-------------------------|-------------|
| Miami, FL               | WINZ & WZTA |
| St. Petersburg, FL      | WPLP        |
| Cocoa Beach/Orlando, FL | WRKT & WSSP |
| Oklahoma City, OK       | KMGL        |

### Gazette Broadcast Group

1 S. Parker Dr.  
Janesville, WI 53545  
(608) 754-3311

#### M.W. Johnston, Chairman of the Board

#### S.H. Bliss, President

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

### Genesis Broadcasting, Inc.

5949 Sherry Ln., Suite 935  
Dallas, TX 75225  
(214) 361-2932

#### Marty Greenberg, President

|                 |             |
|-----------------|-------------|
| Denver, CO      | KRZN & KMJI |
| Sacramento, CA  | KSMJ & KSFM |
| San Antonio, TX | KONO & KITY |
| Austin, TX      | KBTS        |

### GHB Broadcasting

1206 Decatur St.  
New Orleans, LA 70116  
(504) 525-1776

#### George Buck, Jr., President

|                  |              |
|------------------|--------------|
| Atlanta, GA      | WYZE         |
| Charlotte, NC    | WHVN         |
| Columbia, SC     | WCOS-AM & FM |
| Montgomery, AL   | WMGY         |
| Columbus, GA     | WEAM         |
| Philadelphia, PA | WNAP         |

### Gilmore Broadcasting

162 E. Michigan  
Kalamazoo, MI 49007  
(616) 381-6744

#### James Gilmore, Chairman of the Board

|                  |      |
|------------------|------|
| Miami, FL        | WLVE |
| Jacksonville, FL | WIVY |
| Joplin, MO       | KODE |
| Evansville, IN   | WEHT |

### Golden West Broadcasters

5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90078  
(213) 460-5655

#### Bill Ward, President/Radio Division

|                 |              |
|-----------------|--------------|
| Los Angeles, CA | KMPC-AM & FM |
| Seattle, WA     | KVI & KPLZ   |

### Gorich Radio Corp.

1020 E. Second St.  
Webster City, IA 50595  
(515) 832-1570

#### Glenn Olson, President

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

### Great American Broadcasting

1718 Young St.  
Cincinnati, OH 45210  
(513) 721-1414

#### Carl Wagner, President, Broadcast Group

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

### Great Empire Broadcasting

P.O. Box 1402  
Wichita, KS 67201  
(316) 838-9141

#### Mike Lynch, President

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

### Great Scott Stations

P.O. Box 638  
Pottstown, PA 19464  
(215) 326-4000

#### Faye Scott, President

|                  |             |
|------------------|-------------|
| Harrisburg, PA   | WHGB        |
| Yardley, NJ      | WTTM & WCHR |
| Auburn, NY       | WMBO & WPCX |
| Ellwood City, PA | WFEM        |
| Georgetown, DE   | WJWL & WSEA |
| New Castle, PA   | WKST        |
| Pottstown, PA    | WPAZ        |

### Great Trails Broadcasting

717 E. David Rd.  
Dayton, OH 45429  
(513) 294-3333

#### Alexander Williams, President

|                  |             |
|------------------|-------------|
| Columbus, OH     | WCOL & WXGT |
| Louisville, KY   | WCII & WDJX |
| Dayton/Eaton, OH | WING & WGTZ |
| Springfield, OH  | WIZE        |

### Greater Media

Two Kennedy Blvd.  
East Brunswick, NJ 08816  
(201) 247-6161

#### Frank Kabela, President

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

### Group W Radio

888 Seventh Ave.  
New York, NY 10106  
(212) 307-3665

#### Dick Harris, President

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

### Grundy Broadcasting Co.

804 First St.  
Grundy Center, IA 50638

#### Dean Osmundsen, General Manager

|                   |      |
|-------------------|------|
| Grundy Center, IA | KGCI |
|-------------------|------|

### H & G Communications

545 E. John Carpenter Frwy, Suite 1420  
Irving, TX 75062  
(214) 869-9020

#### Cecil Heftel, President/CEO

#### Scott Ginsburg, EVP/COO

|                  |              |
|------------------|--------------|
| Jacksonville, FL | WAPE-AM & FM |
| Los Angeles, CA  | KTNQ & KLVE  |
| Honolulu, HA     | KSSK & KXPW  |
| Chicago, IL      | WLUP-AM & FM |

### Hall Communications

Cuprak Road  
Norwich, CT 06360  
(203) 887-3511

#### Robert Hall, President

|                  |             |
|------------------|-------------|
| Lancaster, PA    | WLPA & WNCE |
| New Bedford, MA  | WNBH & WMYS |
| Burlington, VT   | WJOY & WQCR |
| Lakeland-        |             |
| Winter Haven, FL | WONN & WPCV |
| Norwich, CT      | WICH & WTCY |

### Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251

#### Robert Wells, VP

|                  |              |
|------------------|--------------|
| Lubbock, TX      | KSEL-AM & FM |
| Topeka, KS       | KTOP & KDVV  |
| Burlington, IA   | KBUR & KGRS  |
| Garden City, KS  | KIUL         |
| Joliet, IL       | WJOL & WLLI  |
| Grand Island, NE | KRGI         |
| Leoti, KS        | KWKR         |

### Hearst Broadcasting Group

959 8th Avenue  
New York, NY 10019  
(212) 649-2300

#### John Conomikes, VP, Hearst Corp/

#### GM, Broadcast

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

# DIRECTORY

## RADIO GROUP OWNERS

### Hedberg Broadcasting Group

Box 528  
Spirit Lake, IA 51360  
(712) 336-5800

#### Paul Hedberg, President

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

### Henry Broadcasting

2277 Jerrold Ave.  
San Francisco, CA 94124  
(415) 285-1133

#### Charlton Buckley, President

|                                  |              |
|----------------------------------|--------------|
| Denver, CO                       | KVOD         |
| Riverside-<br>San Bernardino, CA | KFXM & KDUO  |
| Portland, OR                     | KYTE-AM & FM |
| Salinas-Monterey, CA             | KDON-AM & FM |
| Omaha, NE                        | KFAB & KGOR  |
| Fresno, CA                       | KMJ & KNAX   |

### Heritage Media Corporation

1 Galleria Tower, #1500  
13355 Noel Road  
Dallas, TX 75240  
(214) 702-7380

#### James Hoak, Chairman

#### David Walthall, President, Broadcasting

#### Paul Fiddick, President, Radio Group

|                   |             |
|-------------------|-------------|
| Los Angeles, CA   | KDAY        |
| Rochester, NY     | WBBF & WBEE |
| Hales Corners, WI | WEMP & WMYX |
| St. Louis, MO     | WIL-AM & FM |

### Hoker Broadcasting, Inc.

901 Main St., Suite 2400  
Dallas, TX 75202  
(214) 747-2925

#### Jay Hoker, President

|                  |             |
|------------------|-------------|
| Kansas City, MO  | KCFX        |
| Jacksonville, FL | WRXJ & WCRJ |
| Cincinnati, OH   | WLLT        |

### The Home News Company

Box 551  
New Brunswick, NJ 08903  
(201) 246-5633

#### William Boyd, President

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

### Hubbard Broadcasting

3415 University Ave.  
St. Paul, MN 55114  
(612) 646-5555

#### Stanley S. Hubbard, President

|                      |              |
|----------------------|--------------|
| Minneapolis-St. Paul | KSTP-AM & FM |
|----------------------|--------------|

### Humber Valley Broadcasting Co., Ltd.

PO Box 570  
Cornerbrook, Newfoundland  
Canada, A2H 6E6  
(709) 634-3111

#### Dr. Noel Murphy, President

|                      |      |
|----------------------|------|
| Corner Brook, NF     | CFCB |
| Deer Lake, NF        | CFDL |
| Labrador, NF         | CFLW |
| Port aux Basques, NF | CFGN |
| St. Andrews, NF      | CFCV |
| Port Au Choix, NF    | CFNW |
| St. Anthony, NF      | CFNN |
| Stephenville, NF     | CFSX |
| Goose Bay, NF        | CFLN |
| Churchill Falls, LAB | CFLC |

### Infinity Broadcasting

600 Madison Ave.  
New York, NY 10022  
(212) 750-6400

#### Mel Karmazin, Radio Division President

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

### Tom Ingstad Broadcast Group

Box 1415  
Grand Forks, ND 58206  
(701) 772-2481

#### Tom Ingstad, President

|                  |             |
|------------------|-------------|
| Breckenridge, MN | KBMW & KLTA |
| Iowa City, IA    | KXIC & KKRQ |
| Rapid City, SD   | KIMM & KGGG |
| Anchorage, AK    | KPXR        |
| Yakima, WA       | KIT & KATS  |

### Inner City Broadcasting

801 Second Avenue  
New York, NY 10017  
(212) 661-3344

#### Pierre Sutton, President

|                   |              |
|-------------------|--------------|
| New York, NY      | WLIB & WBLB  |
| San Francisco, CA | KBLX-AM & FM |
| Detroit, MI       | WKSG         |
| San Antonio, TX   | KSJL & KSAQ  |

### JACOR Communications, Inc.

201 E. 5th St., #1300  
Cincinnati, OH 45202  
(513) 621-1300

#### Terry S. Jacobs, Chairman/CEO

#### Frank E. Wood, President/COO

#### Randy Michaels, SVP Program

#### Bob Lawrence, SVP S&M

|                  |              |
|------------------|--------------|
| Atlanta, GA      | WPCH & WGST  |
| Cleveland, OH    | WMJI-AM & FM |
| Cincinnati, OH   | WLW & WEBN   |
| Nashville, TN    | WYHY         |
| Knoxville, TN    | WMYU         |
| Jacksonville, FL | WQIK-AM & FM |
| Denver, CO       | KOA & KOAQ   |

### JAG Communications, Inc.

6 E. 45th St., Suite 1301  
New York, NY 10017  
(212) 687-2211

#### John A. Gambling, Chairman/CEO

|                                  |      |
|----------------------------------|------|
| Morton I. Hamburg, President/COO | WFOG |
| Norfolk, VA                      | WLF  |
| Baltimore, MD                    | WLF  |

### Jefferson-Pilot Communications

One Julian Price Place  
Charlotte, NC 28208  
(704) 374-3500

#### James Babb, Jr., EVP

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

### Jesup Broadcasting Corp.

1250 W. Charlton St.  
Milledgeville, GA 31061  
(912) 452-0586

#### Gary Davidson, President

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

### Jones Eastern Radio, Inc.

11 Broad St.  
Charleston, SC 29401  
(803) 722-5900

#### C.J. Jones, President

#### Carolyn Jones

|                  |      |
|------------------|------|
| Charleston, SC   | WWHT |
| Murdle Beach, SC | WYAK |
| Wilmington, NC   | WVBS |
| Nags Head, NC    | WRSF |

### Joyner Communications, Inc.

125 Edinburg S., Suite 201  
Cary, NC 27511  
(919) 469-8383

#### A. Thomas Joyner, President

|                            |      |
|----------------------------|------|
| New Bern, NC               | WIKS |
| South Hill, VA/Raleigh, NC | WQCK |
| Martinsville, VA           | WMVA |
| Whiteville/Fayetteville    | WZFX |

### Kaye-Smith Radio

P.O. Box 3010  
Bellevue, WA 98009  
(206) 455-0923

#### Lester M. Smith, President

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

### David Keister Stations

1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394

#### David Keister, President

|                        |              |
|------------------------|--------------|
| Lebanon, IN            | WBCI         |
| Connersville, IN       | WIFE & WCNB  |
| Martinsville, IN       | WMCB & WCBK  |
| Washington Court House | WOFR & WCHO  |
| Normal, IL             | WMLA-AM & FM |

# DIRECTORY

## RADIO GROUP OWNERS

### Keymarket Group

804 Carolina Ave.  
N. Augusta, SC 29841  
(803) 278-4646

#### Kerby Confer, President

|                      |      |
|----------------------|------|
| Detroit, MI          | WLTJ |
| Houston, TX          | KMJQ |
| St. Louis, MO        | KMJM |
| Harrisburg, PA       | WNNK |
| Mobile-Pensacola, AL | WIZD |
| Columbia, SC         | WTCB |
| Austin, TX           | KKMJ |
| Charlotte, NC        | WRLX |

### King Broadcasting

333 Dexter Ave. N.  
Seattle, WA 98109  
(206) 448-5555

#### Steven Clifford, President/CEO

#### Eric Bremner, President/Broadcasting

#### Stan Mak, VP/Radio

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

### Knight Quality Group Stations

63 Bay State Rd.  
Boston, MA 02215  
(617) 262-1950

#### Scott Knight, President

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

### Kuiper Stations

399 Garfield S.W.  
Grand Rapids, MI 49504  
(616) 456-9541

#### William E. Kuiper, Sr., President

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

### KWHK Broadcasting

525 N. Main St.  
Hutchinson, KS 67501  
(316) 663-4461

#### William Mitchell, President

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

### Legacy Broadcasting, Inc.

6430 Sunset Blvd., Suite 700  
Los Angeles, CA 90028  
(213) 465-1700

#### Carl E. Hirsch, Co-Chairman, President & CEO

|                 |              |
|-----------------|--------------|
| Los Angeles, CA | KJOI         |
| Detroit, MI     | WLLZ         |
| Minneapolis, MN | KDWB-AM & FM |
| Denver, CO      | KHOW & KSYY  |
| Houston, TX     | KILT-AM & FM |
| Washington, DC  | WCPT & WCXR  |

### Lesso, Inc.

P.O. Box 11705  
Wichita, KS 67202  
(316) 267-0293

#### Larry Steckline, President

|             |             |
|-------------|-------------|
| Enid, OK    | KXLS        |
| Colby, KS   | KXXX & KQLS |
| Liberal, KS | KSLS & KILS |
| Pratt, KS   | KWLS & KGLS |

### Liggett Broadcasting

185 E. Grand River Ave.  
Williamston, MI 48895  
(517) 349-2040

#### Robert G. Liggett, Jr., President

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

### The Lincoln Group, Ltd.

351 S. Warren St., Suite 600  
Syracuse, NY 13202  
(315) 478-5030

#### Albert L. 'Bud' Wertheimer, President

|               |             |
|---------------|-------------|
| Buffalo, NY   | WBUF        |
| Rochester, NY | WVOR & WHAM |
| Salem, MA     | WQXK & WSOM |

### Linder Radio Group

P.O. Box 838  
Willmar, MN 56201  
(612) 235-8695

#### Steven Linder, President

|                |             |
|----------------|-------------|
| Mankato, MN    | KTOE        |
| Marshall, MN   | KMHL & KKCK |
| Montevideo, MN | KDMA        |
| Willmar, MN    | KWLM & KQIC |

### Lotus Communications

6777 Hollywood Blvd., #401  
Hollywood, CA 90028  
(213) 461-8225

#### Howard Kalmenson, President

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

### MacDonald Broadcasting Company

2000 Whittier St.  
P.O. Box 1776  
Saginaw, MI 48605  
(517) 752-8161

#### Kenneth MacDonald, Sr., CEO

|                               |             |
|-------------------------------|-------------|
| Ken MacDonald, Jr., President |             |
| Saginaw, MI                   | WSAM & WKCQ |
| Cadillac, MI                  | WATT & WWLZ |
| Petoskey, MI                  | WWPZ & WMBN |

### Malrite Communications Group

1200 Statler Office Tower  
Cleveland, OH 44115  
(216) 781-3010

#### Gil Rosenwald, President, Radio Division

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

### McKenna Radio Stations

Hudson Investment Corp.  
Three Metro Center, Suite 810  
Bethesda, MD 20814  
(301) 986-1118

#### James McKenna, President

|                |             |
|----------------|-------------|
| Harrisburg, PA | WCMB & WHIT |
| Madison, WI    | WHIT        |
| Middleton, WI  | WWQM        |

### Media Broadcasting Group

208 S. LaSalle St., Rm. 1876  
Chicago, IL 60604  
(312) 346-7900

#### John W. Hough, President

|                    |             |
|--------------------|-------------|
| Billings, MT       | KOOK & KBIT |
| Grand Junction, CO | KQIL & KQIX |
| Cheyenne, WY       | KUUY & KKAZ |

### MediaComm

1207 Chestnut St.  
Philadelphia, PA 19107  
(215) 563-2910

#### Ragan A. Henry, President

|                |      |
|----------------|------|
| Oakland, CA    | KDIA |
| Washington, DC | WXTR |
| Baltimore, MD  | WWIN |

### Metroplex Communications

1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080

#### Robert C. Weiss, President

|                  |              |
|------------------|--------------|
| Miami, FL        | WHYI         |
| Tampa, FL        | WNLT & WHBO  |
| Charlotte, NC    | WRFX         |
| Orlando, FL      | WPRD & WJYO  |
| Jacksonville, FL | WFYV-AM & FM |
| Raleigh, NC      | WYLT & WKIX  |

### Metropolitan Broadcasting Corp.

655 Third Ave.  
New York, NY 10017  
(212) 986-7000

#### Carl Brazell, President

|                  |              |
|------------------|--------------|
| New York, NY     | WNEW-AM & FM |
| Los Angeles, CA  | KTWV         |
| Philadelphia, PA | WMMR         |
| Detroit, MI      | WOMC         |
| Dallas, TX       | KRLD         |
| Tampa, FL        | WWBA         |

### Meyer Communications, Inc.

P.O. Box 3676  
Springfield, MO 65808  
(417) 862-3990

#### Kenneth Meyer, President

|                 |             |
|-----------------|-------------|
| Springfield, MO | KTXR        |
| Fulton, MO      | KKCA & KFAL |
| Kennett, MO     | KBOA & KTMO |
| Lexington, MO   | KLEX & KCAC |

## RADIO GROUP OWNERS

### Mid-West Family Stations

P.O. Box 253  
Madison, WI 53701  
(608) 271-1743

**William Walker, President**

|                 |              |
|-----------------|--------------|
| Lansing, MI     | WITL-AM & FM |
| Madison, WI     | WTDY & WMGN  |
| Rockford, IL    | WKKN & WKMQ  |
| Springfield, IL | WMAY & WNNS  |
| La Crosse, WI   | WIZM-AM & FM |
| Oshkosh, WI     | WOSH & WMGV  |
| St. Joseph, MI  | WSJM & WIRK  |
| Escanaba, MI    | WGLQ & WCHT  |
| Petoskey, MI    | WKHQ-AM & FM |

### Midwest Communications, Inc.

P.O. Box 1991  
Green Bay, WI 54305  
(414) 435-3771

**D.E. Wright, President**

|                |             |
|----------------|-------------|
| Des Moines, LA | KIOA & KDWZ |
| Hibbing, MN    | WKKQ & WTBX |
| Green Bay, WI  | WGEE & WIXX |
| Wausau, WI     | WRIG & WDEZ |

### Moffat Communications, Ltd.

CKY Building, Third Floor  
Polo Park  
Winnipeg, Manitoba, R3G 0L7  
(204) 774-2461

**Randy Moffat, President**

|               |             |
|---------------|-------------|
| Calgary, AL   | CISS & CHFM |
| Edmonton, AL  | CHED        |
| Hamilton, ON  | CHAM        |
| Moosejaw, SK  | CHAB        |
| Winnipeg, MN  | CKY & CITI  |
| Vancouver, BC | CKLG & CFOX |

### Moody Bible Institute of Chicago

(Moody Broadcasting Network)  
820 N. LaSalle St.  
Chicago, IL 60610  
(312) 329-4000

**Robert Neff, V.P. Radio**

|                    |              |
|--------------------|--------------|
| Chicago, IL        | WMBI-AM & FM |
| St. Petersburg, FL | WGNB & WKES  |
| Cleveland, OH      | WCRF         |
| Boynton Beach, FL  | WRMB         |
| Chattanooga, TN    | WMBW         |
| Spokane, WA        | KMBI-AM & FM |
| Quad Cities, FL    | WDLM-AM & FM |

### Mortenson Broadcasting

333 W. Vine St.  
Vine Center, Suite 200  
Lexington, KY 40507  
(606) 252-1000

**Jack Mortenson, President**

|                   |      |
|-------------------|------|
| Baltimore, MD     | WBGR |
| Canton, OH        | WTOF |
| Huntington, WV    | WEMM |
| Versailles, KY    | WJMM |
| Akron, OH         | WHLO |
| Nicholasville, KY | WCGW |

### MTN Broadcasting, Inc.

P.O. Box 538  
1930 N. Center St.  
Marshalltown, IA 50518  
(515) 752-4122

**Mark Osmundson, President**

|                  |      |
|------------------|------|
| Marshalltown, IA | KDAO |
|------------------|------|

### Multimedia Broadcasting

P.O. Box 2760  
Greenville, SC 29602  
(803) 298-4121

**Greg Anderson, EVP**

|                |              |
|----------------|--------------|
| Milwaukee, WI  | WEZW         |
| Greenville, SC | WFBC-AM & FM |
| Shreveport, LA | KEEL & KITT  |
| Macon, GA      | WMAZ & WAYS  |

### Nationwide Communications

One Nationwide Plaza  
Columbus, OH 43216  
(614) 249-7676

**Steve Berger, VP/Radio**

|                   |              |
|-------------------|--------------|
| Baltimore, MD     | WPOC         |
| Cleveland, OH     | WGAR-AM & FM |
| Phoenix, AZ       | KZZP-AM & FM |
| San Jose, CA      | KWSS         |
| Columbus, OH      | WNCI         |
| Sacramento, CA    | KZAP         |
| Winston-Salem, NC | WKZL         |
| Orlando, FL       | WBJW-AM & FM |
| Tucson, AZ        | KNST & KRQQ  |
| Seattle, WA       | KISW         |
| Las Vegas, NV     | KRSR & KLUC  |

### NBC Radio Stations

30 Rockefeller Plaza  
New York, NY 10020  
(212) 664-2364

**Randy Bongarten, President**

|                   |             |
|-------------------|-------------|
| New York, NY      | WNBC & WYNY |
| Chicago, IL       | WKQX        |
| San Francisco, CA | KNBR & KYUU |
| Boston, MA        | WJIB        |
| Washington, DC    | WKYS        |

### NewCity Communications

10 Middle St.  
Bridgeport, CT 06604  
(203) 333-4800

**Dick Ferguson, President**

|                         |              |
|-------------------------|--------------|
| Atlanta-Gainseville, FL | WYAY         |
| Birmingham, AL          | WZZK-AM & FM |
| Orlando, FL             | WDBO & WWKA  |
| Syracuse, NY            | WSYR & WYYY  |
| Bridgeport, CT          | WEZN         |
| Worcester, MA           | WFTQ & WAAF  |
| Tulsa, OK               | KRMG & KWEN  |
| San Antonio, TX         | KKYX & KCYY  |
| Oklahoma City, OK       | KKNG         |

### NewMarket Media Corp.

875 W. Fifth St.  
Winston-Salem, NC 27101  
(919) 777-3905

**Pete Schutle, President/COO**

|                   |              |
|-------------------|--------------|
| Winston-Salem, NC | WSJS & WTQR  |
| Memphis, TN       | WREC & WEGR  |
| Oklahoma City, OK | KXXY-AM & FM |

### Nininger Stations

P.O. Box 1389  
Bristol, VA 24203  
(703) 669-8112

**W.L. Nininger, President**

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

### Noalmark Broadcasting

D202 W. 19th St.  
El Dorado, AR 71730  
(501) 862-7777

**William C. Nolan, Jr., President**

|                  |             |
|------------------|-------------|
| Fayetteville, AR | KKIX        |
| Hobbs, NM        | KYKK & KZOR |
| Hot Springs, AR  | KIXT & KLAZ |
| Kilgore, TX      | KTXC & KKTX |
| El Dorado, AR    | KELD & KAYZ |

### Northwestern College Radio Network

3003 N. Snelling Ave.  
Roseville, MN 55113  
(612) 631-5000

**Paul Ramseyer, Exec. Director/**

**Radio Network**

|                 |              |
|-----------------|--------------|
| Minneapolis, MN | KTIS-AM & FM |
| Madison, WI     | WNWC         |
| Duluth, MN      | KDNW         |
| Waterloo, IA    | KNWS-AM & FM |
| Fargo, ND       | KFNW-AM & FM |
| Sioux Falls, SD | KNWC-AM & FM |

### Ogden Newspapers

1500 Main St.  
Wheeling, WV 26003  
(304) 233-0100

**Robert Nutting, Radio Group VP**

|                        |             |
|------------------------|-------------|
| North Myrtle Beach, SC | WGSN & WNMB |
| Punta Gorda, FL        | WCCF & WQLM |
| Staunton, VA           | WTON        |
| Moorehead, MN          | KVOX        |

### Olympic Broadcasting Corp.

605 1st Ave., Suite 510  
Seattle, WA 98104  
(206) 340-1496

**Ivan Braiker, President**

|               |              |
|---------------|--------------|
| Seattle, WA   | KRPM-AM & FM |
| Las Vegas, NV | KMZQ         |
| Spokane, WA   | KZZU-AM & FM |
| Reno, NV      | KIIQ-AM & FM |
| Anchorage, AK | KYAK & KGOT  |
| Fairbanks, AK | KIAK & KORZ  |
| Fresno, CA    | KMGX         |

### Ostrander-Wilson Stations

114 Lakeside Ave.  
Seattle, WA 98122  
(206) 324-2000

**George Wilson, President**

|             |             |
|-------------|-------------|
| Seattle, WA | KBLE        |
| Phoenix, AZ | KASA & KMLE |
| Blaine, WA  | KARI        |

### Outlet Communications

c/o WIOQ-FM  
2 Bala Plaza  
Bala Cynwyd, PA 19004  
(215) 667-8100

**Joseph Chairs, VP/Radio**

|                  |             |
|------------------|-------------|
| Los Angeles, CA  | KIQQ        |
| Washington, DC   | WTOP & WASH |
| Philadelphia, PA | WIOQ        |

## RADIO GROUP OWNERS

### Pacific Northwest Broadcasting

P.O. Box 1280  
Boise, ID 83701  
(208) 336-3670

**Charles Wilson, President**

|               |              |
|---------------|--------------|
| Boise, ID     | KBOI & KQFC  |
| Eugene, OR    | KPNW-AM & FM |
| Chico, CA     | KPAY-AM & FM |
| Pocatello, ID | KSEI-AM & FM |

### Pacifica Foundation

3729 Cahuenga Blvd. W.  
N. Hollywood, CA 91604  
(818) 985-8800

**Jack O'Dell, Chairman**

|                 |             |
|-----------------|-------------|
| New York, NY    | WBAI        |
| Los Angeles, CA | KPFK        |
| Berkeley, CA    | KPFA & KPFB |
| Houston, TX     | KPFT        |
| Washington, DC  | WPFW        |

### Palmer Communications

1801 Grand Ave.  
Des Moines, IA 50308  
(515) 242-3500

**William Ryan, President**

|                 |             |
|-----------------|-------------|
| Des Moines, IA  | WHO & KLYF  |
| Tallahassee, FL | WTNT        |
| Naples, FL      | WNOG & WCVU |

### Park Communications

P.O. Box 550  
Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020

**Roy H. Park, Sr., Chairman**

**Bill Fowler, VP/Radio Operations**

|                 |              |
|-----------------|--------------|
| New York, NY    | WPAT-AM & FM |
| Seattle, WA     | KEZX-AM & FM |
| Minneapolis, MN | KJJO-AM & FM |
| Portland, OR    | KWJJ-AM & FM |
| Richmond, VA    | WTVR-AM & FM |
| Syracuse, NY    | WHEN & WRHP  |
| Chattanooga, TN | WDEF-AM & FM |
| Greenville, NC  | WNCT-AM & FM |
| Yankton, SD     | WNAX         |
| Waterloo, IA    | KWLO & KFMW  |

### Parker Communications, Inc.

The Cities' Broadcast Center  
Butler Square  
Minneapolis, MN 55403  
(612) 339-0000

**John & Kathleen Parker, Owners**

**Lou Buron, President**

|                 |             |
|-----------------|-------------|
| Minneapolis, MN | KTCJ & KTCZ |
| Honolulu, HI    | KIKI & KMAI |
| Las Vegas, NV   | KXTZ        |
| San Jose, CA    | KLZE        |
| Sacramento, CA  | KHYL & KAH1 |

### Price Broadcasting Co.

35 Century Parkway  
Salt Lake City, UT 84115  
(801) 486-3911

**John Price, Chairman/CEO**

|                    |              |
|--------------------|--------------|
| Salt Lake City, UT | KCPX-AM & FM |
| Charleston, SC     | WEZL         |
| Spokane, WA        | KGA & KDRK   |
| Modesto, CA        | KHYV & KBEE  |
| Reno, NV           | KROW & KNEV  |
| Redding, CA        | KQMS & KSHA  |
| Columbus, SC       | WOIC & WMMC  |

### Price Communications

45 Rockefeller Plaza  
New York, NY 10020  
(212) 757-5600

**Robert Price, President**

|                     |             |
|---------------------|-------------|
| New Orleans, LA     | WTIX        |
| Oklahoma City, OK   | KOMA & KRXO |
| West Palm Beach, FL | WPBG & WIRK |
| Buffalo, NY         | WWKB & WKSE |
| Ft. Wayne, IN       | WOWO & WIOE |



### Pyramid Broadcasting

99 Revere Beach Parkway  
Medford, MA 02155  
(617) 396-1430

**Richard Balsbaugh, CEO**

|                  |              |
|------------------|--------------|
| Philadelphia, PA | WPGR & WSN1  |
| Boston, MA       | WXKS-AM & FM |
| Pittsburgh, PA   | WPIT-AM & FM |
| Buffalo, NY      | WHTT-AM & FM |
| Rochester, NY    | WPXY-AM & FM |
| Chicago, IL      | WNUA         |

### Rainbow Communications, Ltd.

P.O. Drawer X  
Las Cruces, NM 88004  
(505) 526-2496

**Jim Cooper, President**

|                |             |
|----------------|-------------|
| Las Cruces, NM | KOBE & KMVR |
| Pueblo, CO     | KCSJ & KUSN |

### Reams Broadcasting

124 N. Summit St., Suite 400  
Toledo, OH 43604  
(419) 248-2627

**Frazier Reams, Jr., President**

**Peter C. Cavanaugh, PExec. V.P.**

|                |              |
|----------------|--------------|
| Toledo, OH     | WCWA & WIOT  |
| Flint, MI      | WWCK-AM & FM |
| Cincinnati, OH | WBVE         |

### The Regional Group

38 W. Fulton  
Grand Rapids, MI 49503  
(616) 459-0117

**Judy Lewis, VP**

|                  |             |
|------------------|-------------|
| Grand Rapids, MI | WKTH & WGRD |
| Binghamton, NY   | WRSG & WAAL |
| Sharon, PA       | WPIC & WYFM |

### Resort Broadcasters

121 Wyck St., Suite 300  
Richmond, VA 23225  
(804) 276-9339

**Ellek Seymour, CEO**

**Howard Keller, VP/Administration**

|                    |              |
|--------------------|--------------|
| Virginia Beach, VA | WVAB         |
| Fayetteville, NC   | WFLB         |
| Cape Charles, VA   | WIAV         |
| Crewe, VA          | WSVS-AM & FM |
| Dillion, SC        | WDSC & WZNS  |
| Waynesville, NC    | WHCC & WQNS  |
| Ocean City, MD     | WHTC & WWTR  |
| Elizabeth City, NC | WGAI         |

### RKO General

1440 Broadway  
New York, NY 10018  
(212) 642-4000

**Jerry Lyman, President/Radio Division**

|                    |              |
|--------------------|--------------|
| New York, NY       | WOR & WRKS   |
| Los Angeles, CA    | KRTH-AM & FM |
| Chicago, IL        | WFYR         |
| San Francisco, CA  | KFRC         |
| Boston, MA         | WRKO & WROR  |
| Washington, DC     | WGMS-AM & FM |
| Memphis, TN        | WHBQ         |
| Ft. Lauderdale, FL | WAXY         |

### Roth Communications

830 Main St.  
Melrose, MA 02176  
(617) 665-0851

**David Roth, President**

**Stephen J. Nicholson, VP/CFO**

|                 |              |
|-----------------|--------------|
| Reno, NV        | KCBN & KRNO  |
| Ft. Pierce, FL  | WIRA & WOVM  |
| Cape Cod, MA    | WKPE-AM & FM |
| Quad Cities, IL | WKBF & WPXR  |
| Savannah, GA    | WCHY-AM & FM |

### Saga Communications

400 Renaissance Center, Suite 2150  
Detroit, MI 48243  
(313) 567-4040

**Ed Christian, Broadcast President/CEO**

|                  |              |
|------------------|--------------|
| Milwaukee, WI    | WKLB         |
| Columbus, OH     | WKVO & WSNY  |
| Norfolk, VA      | WNOR-AM & FM |
| Springfield, IL  | WYMG & WLDS  |
| Champaign, IL    | WLRW         |
| Jacksonville, IL | WLDS         |

### Salem Communications Corp.

2310 Ponderosa Dr., Suite 29  
Camarillo, CA 93010  
(805) 987-0400

**Robert W. Ball, VP Operations**

|                        |              |
|------------------------|--------------|
| New York, NY           | WNYM         |
| Los Angeles, CA        | KKLA         |
| San Francisco, CA      | KFAX         |
| Boston, MA             | WEZE         |
| Seattle, WA            | KGNN         |
| San Diego, CA          | KPRZ         |
| Columbus, OH           | WRFD         |
| Tulsa, OK              | KCFO         |
| Portland, OR           | KPDQ-AM & FM |
| Santa Barbara, CA      | KGFT         |
| Lancaster-Palmdale, CA | KAVC         |
| Oxnard, CA             | KDAR         |
| Long Beach, CA         | KGER         |
| San Bernardino, CA     | KLFE         |
| New Orleans, LA        | KHAA         |

### Sandusky Broadcasting

401 Wilshire Blvd., #1010  
Santa Monica, CA 90401  
(213) 458-6252

**Norman Rau, President**

|                 |              |
|-----------------|--------------|
| Dallas, TX      | KEGL         |
| Seattle, WA     | KLSY-AM & FM |
| San Diego, CA   | KWLT         |
| Tampa, FL       | WKRL         |
| Denver, CO      | KNUS & KBPI  |
| Phoenix, AZ     | KDKB         |
| Kansas City, MO | KLSI         |



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 WHERE THE WINNERS ARE.

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 WIN Communications, Inc. • 1621 Euclid Ave. • Cleveland, Ohio 44115 • (216) 566-9466

# DIRECTORY

## RADIO GROUP OWNERS

### Sconnix Broadcasting

3 Broad St.  
Charleston, SC 29401

### Shamrock Broadcasting

444 Lakeside Dr.  
Burbank, CA 91505  
(818) 845-4444

### SRO Broadcasting

P.O. Box 91723  
Bellevue, WA 98009  
(206) 458-8111  
Seattle, WA  
Racine/Milwaukee, WI  
Las Vegas, NV

KJET & KZOK  
WBZN-AM & FM  
KLSQ

# DIRECTORY

## RADIO GROUP OWNERS

### J.J. Taylor Co. Inc.

P.O. Box 1039  
Portland, ME 04104  
(207) 773-2651

#### John J. Taylor III, President

Hyannis, MA WCOD & WHTT  
West Palm Beach, FL WEAT-AM & FM

### Telemidia Corp.

1010 Sherbrooke W., Suite 1610  
Montreal, Quebec  
Canada, H3A 2R7  
(514) 845-6291

#### Phillipe de Gaspé Beaubien, Chairman

#### John Van De Kamer, Vice Chairman

Hull, QB CKCH & CIMF  
Midland, ON CKMP  
Montreal, ON CKAC & CITE  
North Bay, ON CFCH & CKAT  
Orilla, ON CFOR  
Quebec, QB CKCV & CTIF  
Sault Ste. Marie, ON CFYN & CHAS  
Sherbrooke, QB CHLT, CKTS,  
& CITE-FM-1

Stratford, ON CJCS  
Timmins, ON CKGB & CFTI  
Toronto, ON CJCL  
Trois Riveres, QB CHLN  
Sudbury, ON CIGM & CKSO  
Chicoutimi, QB CFIX

### Tichenor Media Systems, Inc.

P.O. Box 711  
Harlingen, TX 78551  
(512) 423-3910

#### McHenry Tichenor, Jr., President

Houston, TX KLAT  
San Antonio, TX KCOR  
Corpus Christi, TX KUNO  
Harlingen, TX KGBT & KELT  
El Paso, TX KBNA-AM & FM  
Chicago, IL WIND & WOJO

### Timm Enterprises

P.O. Box 1874  
Tallahassee, FL 32302  
(904) 224-4001

#### B.F.J. Timm, President

Jacksonville, FL WVOJ  
Tallahassee, FL WANM & WGLF  
Naples, FL WSLG  
Douglas, GA WDMG-AM & FM  
Warner Robins, GA WRBN-AM & FM  
Apalachicola, FL WAPY-FM  
Key West, FL WOZN-FM

### TK Communications, Inc.

1 Bala Plaza, Suite 207  
Bala Cynwyd, PA 19004  
(215) 667-1674

#### John Tenaglia, President/CEO

Dallas, TX KLUV  
Ft. Lauderdale, FL WSRF & WSHE  
San Antonio, TX KBUC-AM & FM  
Orlando, FL WHOO & WHTQ

### TM Communications Inc.

1349 Regal Row  
Dallas, TX 75247  
(800) 527-7759

#### Pat Shaughnessy, CEO/President

Mobile, AL WAVH  
Reno, NV KBUL  
Lincoln, NE KHAT

### Tribune Broadcasting

435 N. Michigan Ave., #1900  
Chicago, IL 60611  
(312) 222-3333

#### James Dowdle, President

New York, NY WPIX  
Chicago, IL WGN  
Sacramento, CA WGMR & KCTC  
Bridgeport, CT WICC

### Trumper Communications

900 Oakmont Lane, Suite 210  
Westmont, IL 60559  
(312) 789-0090

#### Jeffrey E. Trumper, President, CEO

Lexington, KY WLAP-AM & FM  
Portland, OR KKCW  
Decatur, IL WSOY-AM & FM

### Twin W Communications

1600 Modern  
Detroit, MI 48203  
(313) 865-3900

#### Walter Wolpin, President

Detroit, MI WCAR  
Phoenix, AZ KJJJ-AM & FM

### United Broadcasting

4733 Bethesda Ave., Suite 808  
Bethesda, MD 20814  
(301) 652-7706

#### Gerald Hroblak, President

William Parris, EVP  
New York, NY WKDM  
Los Angeles, CA KALI  
San Francisco, CA KSOL  
Washington, DC WDJY  
Baltimore, MD WYST-AM & FM  
Cleveland, OH WJMO & WROC  
Rockville, MD WINX

### Universal Broadcasting

40 Roselle St.  
Mineola, NY 11501  
(516) 741-1200

#### Howard Warshaw, President

New York, NY WTHE  
Los Angeles, CA KPPC & KMAX  
Chicago, IL WNDZ & WVX  
San Francisco, CA KEST  
Houston, TX KTEK  
Washington, DC WDCI  
Dallas-Ft. Worth, TX KWJST  
Pittsburgh, PA WWCS  
St. Louis, MO WCBW  
Minneapolis, MN KUXL  
Milwaukee, WI WYLO  
Kansas City, MO KCNW  
Indianapolis, IN WGRT-AM & FM

### Viacom Broadcast Group

140 W. 43rd St.  
New York, NY 10036  
(212) 382-6100

#### Bill Figenshu, President/Radio Division

New York, NY WLTW  
Chicago, IL WLAK  
Houston, TX KIKK-AM & FM  
Washington, DC WMZQ-AM & FM  
Memphis, TN WRVR-AM & FM  
Seattle, WA KBSG

### Warner Stations

4343 O St.  
Lincoln, NE 68510  
(402) 475-4567

#### Norton Warner, President

Lincoln, NE KLIN-AM & FM  
Abilene, KS KABI & KSAJ  
Grand Junction, CO KSTR-AM & FM  
Canon City, CO KRLN-AM & FM

### Wilks/Schwartz Broadcasting

1331 Main St.  
Springfield, MA 01102  
(413) 781-1011

#### Donald Wilks, Michael Schwartz, Owners

Syracuse, NY WKFM & WFBL  
Springfield, MA WHYN-AM & FM  
Allentown, PA WEEX & WQQQ  
Sarasota, FL WSRZ  
Providence, RI WLKW

### Willis Broadcasting

645 Church St. #400  
Norfolk, VA 23510  
(804) 622-4600

#### Bishop L.E. Willis, President

New Orleans, LA WBOK  
Norfolk, VA WPCE & WOWI  
Richmond, VA WFTH  
Trenton, NJ WIMG  
Gary, IN WWCA  
Wilson, NC WGTM  
Jacksonville, FL WSVE & WPDQ  
Charlotte, NC WGSP  
Thomasville, NC WTNC  
Edenton, NC WBXB  
Batesburg, SC WKWQ  
Durham, NC WSRG  
E. St. Louis, IL WESL  
East Point, GA WTJH  
Birmingham, AL WAYE

## WIN COMMUNICATIONS INC.

### WIN Communications

1621 Euclid Ave., Suite 1801  
Cleveland, OH 44115  
(216) 566-9466

#### Walt Tiburski, President

#### Anthony S. Ocepek, EVP

Cleveland, OH WQAL  
Indianapolis, IN WIRE & WXTZ  
Tulsa, OK KBEZ  
Jacksonville, FL WEJZ



# DIRECTORY

## RADIO GROUP OWNERS

### **WinCom Communications Group**

10 Mayland Villa  
Mundelein, IL 60060  
(312) 634-3282

#### **Donn Winther, President**

Green Bay, WI WNFL  
St. Joseph/Benton Harbor WHFB-AM & FM

### **Winfas, Inc.**

P.O. Box 522  
Amherst, VA 24521  
(804) 847-4700

#### **Roger Ingram, President**

Jacksonville, FL WRCM  
Amherst, VA WWWL & WYYD  
Marion, SC WATP & WKXS  
Belhaven, NC WKJA

### **Withers Broadcasting**

P.O. Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500

#### **W. Russell Withers, Jr., President**

Keokuk, IA KOKX-AM & FM  
Cape Girardeau, MO KAPE & KGMO  
Mt. Vernon, IL WMIX-AM & FM

### **Woodward Communications**

8th & Bluff St.  
P.O. Box 659  
Dubuque, IA 52001  
(319) 588-5777

#### **William Williamson, VP/Broadcast**

Dubuque, IA KDTH & KATF  
Appleton, WI WHEY & WAPL  
Lincoln, NE KLMS & KFMQ

### **Woolfson Broadcasting Corp.**

P.O. Box 3388  
Palm Beach, FL 33480  
(305) 659-1555

#### **Mark L. Woolfson, President**

#### **Mark R. Woolfson, VP**

Augusta, GA WGUS-AM & FM  
Wilmington, NC WWQQ  
Salisbury, MD WSBY & WQHQ  
Tallahassee, FL WBGM-AM & FM

## RECORD COMPANIES

### **A&M**

(incl. Nimbus, Shoreline, Twin Tone,  
Windham Hill, Word)  
1416 North La Brea Avenue  
Hollywood, CA 90028  
(213) 469-2411

595 Madison Avenue  
New York, NY 10022  
(212) 826-0477

#### **Charlie Minor, Sr. VP/Promotion**

#### **JB Brenner, Sr. Dir./National Album Promotion**

#### **Steve Resnik, National Promotion Dir.**

#### **Rick Stone, VP/Promotion (NY)**

#### **Al Cafaro, VP/Promotion**

#### **Craig Lambert, National Album Promotion**

Dir./Chicago

#### **Charley Lake, National Singles Promotion**

Dir./Chicago

#### **Jon Konjoyan, National A/C Promotion Dir.**

#### **Karen Glauber, Dir./Special Projects**

#### **Michael Mena, Dir./College Promotion (NY)**

#### **Jesus Garber, VP/Black Promotion**

#### **Rich Calloway, National Black Music**

West Coast

#### **Donnie Sellers, National Black Promotion**

Dir./East Coast (NY)

### **Advantage**

1012 16th Ave. S.  
Nashville, TN 37212  
(615) 255-2888

#### **Jackie Kendall, National Promotion**

Coordinator

### **Airborne**

10 Music Circle South  
Nashville, TN 37203  
(615) 242-3157

#### **Steve Roberts, Marketing/A&R, AC**

#### **Frank Jones, Marketing, A&R, Country**

#### **Buzz Ledford, Promotion**

### **Allegiance**

(incl. Takoma, ITI, Valley Vue, Voss, Beyond)  
(distributed by Capitol)  
1419 N. La Brea  
Hollywood, CA 90028  
(213) 851-8852

#### **Michael Dion, Dir./Marketing**

### **Alligator**

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736

#### **Kerry Peace, Dir./Non-commercial Radio**

Promotion

#### **Chris Young, Dir./National Retail Promotion**

#### **Nora Kinnally, Dir./Video Promotion & Exec. Asst.**

### **Alpine**

1025 17th Ave. South  
Nashville, Tn 37212  
(615) 327-2227

#### **Johnny Rutenschroer**

### **American Gramophone**

9130 Mormon Bridge Rd.  
Omaha, NE 68152  
(402) 457-4341

#### **Dick Musil, Dir./Advertising & Promotion**

### **Amherst**

(incl. Dream)  
1800 Main St.  
Buffalo, NY 14208  
(716) 883-9520

#### **Darren Eggleston, National Promotion Dir.**

### **A.M.I./Alpha Video Productions**

(incl. Tamara)  
915 W. Main St.  
Hendersonville, TN 37075  
(615) 822-6786

#### **Harold Hodges, VP/Dir. Promotion**

### **Apache**

(distributed by Capitol)  
1222 Vine St.  
Hollywood, CA 90038  
(213) 466-9958

#### **Burt Stein, President**

#### **David Malloy, President**

### **Arista**

(incl. Jive for selected artists)  
6 West 57th Street  
New York, NY 10019  
(212) 489-7400

8370 Wilshire Blvd.

Beverly Hills, CA 90230

(213) 655-9222

#### **Don Jenner, Sr. VP/Marketing & Promotion**

#### **Rick Bisceglia, VP/Pop Promotion**

#### **Tony Anderson, VP/R&B Promotion**

#### **Sean Coakley, VP/Album Promotion**

#### **Jay Ziskrout, Dir./National Album**

Promotion (LA)

#### **Michele Block, National Album**

Promotion Mgr.

#### **Michael Corbett, National Dir./Promotion**

Administration

#### **Doug Daniel, National Dir./R&B Promotion**

#### **Bruce Schoen, National Dir./Top 40**

Secondaries

#### **Dave Jurman, National Dir./Dance Promotion**

#### **Mark Rizzo, National Mgr./AC Promotion**

#### **Maureen Guinan, National Promotion**

Coordinator

### **Atco**

(incl. Critique, Modern)  
(distributed by Atlantic)  
9255 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 285-9556

75 Rockefeller Plaza

New York, NY 10019

(212) 484-6400

#### **Dave Urso, VP/Promotion**

#### **Michael Prince, Dir./National Album**

Promotion

#### **Bruce Tenenbaum, Dir./National Singles**

Promotion (NY)

#### **Alex Miller, Coord./National Album**

Promotion (NY)

#### **Barbara Seltzer, Coord./National Singles**

Promotion (NY)

#### **Eric Hodge, National Secondary**

Promotion (NY)

#### **Linda Murdock, National Secondary**

Promotion

## RECORD COMPANIES

### Atlantic

(incl. Atlantic America, Critique, Es Paranza, Finnadar, Island, Lorimar, Megaforce Worldwide, Modern, Omni, Spaceship, 21, Valentino, Virgin)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6000

9229 Sunset Boulevard  
Los Angeles, CA 90069  
(213) 205-7450

17 Berners St.  
London, W1P 3DD  
England

**Vince Faraci**, Senior VP/Promotion

**Judy Libow**, VP/National Promotion

**Danny Buch**, Sr. Dir./National Album Promotion

**David Fleischman**, Dir./National Album Promotion

**Andrea Ganis**, Senior Dir./National Singles Promotion

**Marc Nathan**, Dir./National Singles Promotion

**Mary Conroy**, Mgr./National AC Promotion

**Linda Ferrando**, National Video Promotion

**Jackie Tesman**, National College/Alternative Promotion

**Joe Grant**, Jazz Promotion

**Larry Yasgar**, VP/National Singles Sales-Dir./Dance Music Promotion

**Bruce Carbone**, National Club Promotion

**Richard Nash**, National Dir./Promotion Black Music Division

### AVI

(incl. Nashboro, Creed, Kenwood, Ernie's, Excello, Abet, Mankind, Nasco)  
7060 Hollywood Blvd. Suite 818  
Hollywood, CA 90028  
(213) 462-7151

1011 Woodland St., Bldg. B  
Nashville, TN 37206  
(615) 227-5027

**Ray Harris**, President

### Avista

P.O. Box 627  
Edmond, OK 73083  
(405) 348-4119

P.O. Box 24454  
Nashville, TN 24454  
(405) 348-4119

**Jack Pride**, Promotion

### Bainbridge

(incl. Choice, Arion, Ravi Shankar Music Circle, Inst. For Language Studies)  
P.O. Box 8248  
Van Nuys, CA 94109-8248  
(213) 476-0631

**PJ Littleton**, Dir./Sales & Promotion

### Bermuda Dunes

40655 Jefferson  
Bermuda Dunes, CA 92201  
(619) 345-2851

**Lisa Opsitnick**, Country Promotion

**Rick Lewis**, AC Promotion

### BGM

10452 Sentinel  
San Antonio, TX 78217  
(512) 654-8773  
**Bill Green**, Country Promotion

### Brave Dog

2310 Marietta Blvd. Suite E  
Atlanta, GA 30318  
(404) 355-0268  
**Tim Larsen**, President

### Brofeel

12103 Clark St.  
Santa Fe Springs, CA 90670  
(213) 941-4940

**Count Fisher**, Promotions Dir.

### Cadence Jazz

Cadence Building  
Redwood, NY 13679  
(315) 287-2852

**Dave Bernstein**, Promotion

### Camel

4421 Lankershim Blvd.  
North Hollywood, CA 91602  
(818) 761-3200

**Bruce Bird**, President

### Canyon Creek

11347 Park Central Place  
Dallas, TX 75230  
(214) 750-0720

**Pat McKool**, Marketing & Promotion/Country

### Capitol

(incl. Allegiance, Apache, Barking Pumpkin, Birthright, Enigma, MTM Music Group, Rhino, Solar, Sparrow, 16th Avenue)  
1750 N. Vine  
Hollywood, CA 90028  
(213) 462-6252

1370 Avenue of the Americas  
New York, NY 10019  
(212) 757-7470

1111 16th Ave. South  
Nashville, TN 37212  
(615) 320-5009

**John Fagot**, VP/Promotion

**Tom Gorman**, VP/Pop Promotion

**Hank Talbert**, VP/Black Music Promotion

**Ray Tusken**, VP/Rock Promotion

**Ritch Bloom**, Dir./Rock Promotion

**Gwen Franklin**, National Dir./Marketing Black Music Division

**Harry Levy**, National Dir./Progressive Rock Promotion

**Michelle Peacock**, National Dir./Video Promotion

### Cexton

(incl. Switchblade, Rare Sound)  
2740 S. Harbor Blvd., Suite D  
Santa Ana, CA 92704  
(714) 641-1074

**John Anello Jr.**, President

### Charta

44 Music Square E.  
Nashville, TN 37203  
(615) 255-2175

**Charlie Fields**, President

**Debbie Dean**, Publicity

### Chase Music Group

P.O. Box 11178  
Glendale, CA 91206  
(818) 507-4240  
**Ellen S. Cohn**, Marketing/Promotion

### Chrysalis

(incl. Cooltempo, China, Ensign, Blue Guitar)  
645 Madison Ave.  
New York, NY 10022

(212) 758-3555  
9255 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 550-0171

12 Stratford Place  
London W1N 9AF England

**Daniel Glass**, VP/Promotion

**Kevin Sutter**, VP/AOR Promotion

**Jerry Blair**, Dir./West Coast Promotion (LA)

**Ken Lane**, Dir./National Singles Promotion

**Jeff Laufer**, Dir./Album Promotion West Coast (LA)

**Liz Grove**, Dir./National Alternative Promotion

**Chantay Taylor**, National Special Markets Promotion

### Cinema

812 W. Darby Rd.  
Havertown, PA 19083  
(215) 446-7100

**Denny Somach**, President

### Columbia

(incl. Def Jam)  
51 West 52nd Street  
New York, NY 10019  
(212) 975-4321

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

34 Music Square E.  
Nashville, TN 37203  
(615) 742-4321

### Concord Jazz

(incl. Concord Crossover, Concord Picante, Concord Concerto, George Wein Collection)  
P.O. Box 845

Concord, CA 94522  
(415) 682-6770

**Stan Dunn**, Radio Promotion

**Merrilee Trost**, Print Promotion/Publicity

### Country International

(incl. Tree Top, Merry-Go-Round, Ford)  
23 Music Circle E.  
Nashville, TN 37203  
(615) 327-4656

**Sherman Ford**, President

### Critique

400 Main St.  
Reading, MA 01867  
(617) 944-0423

161 W. 54th St., Suite 1203  
New York, NY 10019  
(212) 489-7095

**Michael Patt**, A&R, Dir./Promotion

**Jonathan Lew**, Alternative Promotion, A&R

# DIRECTORY

## RECORD COMPANIES

### **Curb**

(distributed by MCA)  
100 Universal City Plaza, Suite 214  
Universal City, CA 91608  
(818) 777-1951

**Phil Gernhard**, CHR

**Dick Whitehouse**, Country

### **Cypress**

(incl. The Ship)  
(distributed by A&M)  
1523 Crossroads Of The World  
Los Angeles, CA 90028  
(213) 465-2711

**Tami Shawn**, Dir./Promotion

### **Delos International**

(incl. Facet, Bellaphon, Harmonic,  
Ravi Shankar Music Circle)  
9244 Jordan Ave.  
Chatsworth, CA 91311  
(818) 718-6600

**Bob Lampkin**, Dir./Sales & Marketing

### **Denon**

222 New Road  
Parsippany, NJ 07054  
(201) 575-7810

**Ken Furst**, GM

**Angela Stolfi**, Advertising & Promotions Mgr.

**Jeff Kozlowski**, National Sales Mgr.

### **Diamond Dump**

16657 Itasca St.  
Sepulveda, CA 91343  
(818) 705-8487

**Tracy Foote**, Exec. Dir.

### **Disneyland/Vista**

(incl. Buena Vista)  
350 S. Buena Vista St.  
Burbank, CA 91521  
(818) 840-1665

**Shelley Miles**, VP

### **Edge**

6464 Sunset Blvd., Suite 530  
Hollywood, CA 90028  
(213) 465-6611

**Ralph Little**, Promotions

### **Elektra/Asylum/Nonesuch**

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-7200

9229 Sunset Blvd.

Los Angeles, CA 90069  
(213) 205-7400

**Brad Hunt**, Sr. VP/Promotion

**Rick Alden**, VP/CHR Promotion

**Ray Carlton**, Sr. Dir./National CHR Promotion

**Roger Smith**, National Dir./CHR Promotion

**Suzanne Berg**, National Dir./AC Promotion

**Mark Cohen**, Mgr., National Alternative  
Promotion

**Tita Grey**, Dir./Dance Music Promotion

**Steve Schnur**, National Dir./Video Promotion  
& Marketing

**Jeff Cook**, Dir./AOR Promotion

### **EMI-Manhattan**

1370 Avenue Of The Americas  
New York, NY 10019  
(212) 757-7470

6920 Sunset Blvd.

Los Angeles, CA 90028

(213) 461-9141

**Jack Satter**, VP/National Promotion

**Varnell Johnson**, VP/R&B Promotion/  
Marketing

**Rich Tamburro**, National Promotion Dir.

**Slack Johnson**, National Promotion Dir., R&B

**Mark Kargol**, West Coast National Dir./

Promotion (LA)

**John Hey**, Dir./National Album Promotion

**Rusty Garner**, Dir./National Video-Club  
Promotion

### **Encore**

721 S. Glenwood Pl.  
Burbank, CA 91506

(818) 842-8300

**Billy James**

### **Enigma**

(incl. Intima, Synthicide, Restless, Medusa)

(distributed by Capitol)

1750 East Holly Ave.

El Segundo, CA 90245-2428

(213) 640-6869

**Rick Orienza**, Dir./Marketing & Promotion

**Rick Winward**, Dir./National Promotion

**Pam Newman**, Dir./National Album Promotion

**Ben Brooks**, Dir./National Singles Promotion

**Bar Devaney**, Dir./Special Formats,

Radio-Video

**Maryann Earl**, Dir./Alternative Marketing

**Sue Barbato**, Mgr./Marketing & Promotion  
Intima Records

### **Epic/Portrait/CBS Associated Labels**

(incl. Carrere, Full Moon, Portrait,

Scotti Bros., Tabu)

51 West 52 Street

New York, NY 10019

(212) 975-4321.

1801 Century Park West

Los Angeles, CA 90067

(213) 556-4700

**Dan DeNigris**, VP/National Promotion

**Polly Anthony**, Dir./Promotion West

Coast (LA)

**Jack Isquith**, Dir./National Promotion

**Harvey Leeds**, VP/Album Promotion

**Jon Kirksey**, Dir./Album Promotion West

Coast (LA)

**Steve Backer**, Dir./Video Promotion

**Don Eason**, VP/Black Music Promotion

**Maurice Warfield**, Dir./National Promotion

Black Music (LA)

**Larry Davis**, Dir./National Promotion

Black Music

### **F&L**

(incl. Progress, W.T.M.)

1618 16th Ave. S.

Nashville, TN 37212

(615) 292-3611

**Bobby Fischer**, President

### **Fantasy**

(incl. Contemporary, Galaxy, Good Time  
Jazz, Landmark, Great American Music Hall,  
Milestone, Pablo, Prestige, Riverside, Stax,  
Original Jazz Classics, Original Blues  
Classics)

Tenth & Parker

Berkeley, CA 94710

(415) 549-2500

**Saul Zaentz**, Board Chairman

### **Gaia/Gramavision**

(distributed by PolyGram)

121 W. 27 St.

New York, NY 10001

(212) 645-5252

**Deb Schore**, Promotion Mgr.

### **Geffen**

(distributed by Warner Bros.)

9130 Sunset Blvd.

Los Angeles, CA 90069

(213) 278-9010

75 Rockefeller Plaza

17th Floor

New York, NY 10019

(212) 484-7170

**Al Coury**, Dir./Promotion & Marketing

**Marko Babineau**, Dir./AOR Promotion

**Christina Anthony**, AOR Promotion

**Peter Napoliello**, Dir./CHR Promotion

**Connie Young**, CHR Promotion

**Karen Sobel**, MTV & VH1 Promotion

**Dede Whiteside**, Dir./AC Promotion

**Mark Kates**, Dir./Alternative Promotion

### **Global Pacific**

(incl. Glen Canyon, Silver Lining,

Steve Bergman Ent.)

180 E. Napa St.

Sonoma, CA 95476

(707) 996-2748

312 West 73rd Suite 3C

New York, NY 10023

(212) 769-9362

3960 Laurel Canyon Blvd. Suite 434

Studio City, CA 91604

(212) 654-0410

**Neal B. Sapper**, VP/Promotions

**Daisy Eisenberg**, Dir./Radio Promotions

**Thomas E. Sapper**, Dir./Special Promotions

### **GNP Crescendo**

(incl. Creative World)

8400 Sunset Blvd., Suite 4A

Los Angeles, CA 90069

(213) 656-2614

**Gene Norman**, President

### **Gold Castle**

(distributed by PolyGram)

3575 Cahuenga Blvd. W., #470

Los Angeles, CA 90068

(213) 850-3321

120 West 44th St., Suite 608

New York, NY 10036

(213) 840-6011

**Jeff Heiman**, National Dir./Promotion &  
Publicity

### **Goldrose**

P.O. Box 1735

Benson, AZ 85602

(602) 586-9364

**Chris Guess**

## RECORD COMPANIES

### GRP

(distributed by MCA)  
555 W. 57th St.  
New York, NY 10019  
(212) 245-7033

#### c/o MCA Distributing

11312 Penrose St.  
Sun Valley, CA 91352

**Duke DuBois**, National Dir./Radio Promotion

**Deborah Lewow**, National Mgr./Radio Promotion

**Erica Linderholm**, National Coordinator/  
Radio Promotion

### Hightone

220 4th St., Suite 101  
Oakland, CA 94607  
(415) 763-8500

**Bonnie Simmons**, Promotion/Country

### Harmony

P.O. Box 4107

Kansas City, KS 66104

(913) 299-2881

**Charlie Beth**

### Ichiban

(incl. Wilbe, Miracle)  
P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377

Stanley House  
Stanley Ave.

Wembley Middx., England  
(01) 900-1555

**Jerry Andrews**, National Dir./Promotion

**Angela Barclift**, Promotion

### IRS

(incl. Primitive Man, Pangaea,  
American Clave, No Speak)  
(distributed by MCA)  
100 Universal City Plaza, Bldg. 422  
Universal City, CA 91608  
(818) 777-4745

1755 Broadway  
New York, NY 10019  
(212) 841-8042

**Barry Lyons**, VP/Promotion

**Lori Blumenthal**, National Dir. College  
Promotion

**Mel Delatte**, National Dir./CHR Promotion

**Karen Kelly**, National Dir./Video Promotion

### Island

(incl. 4th & Broadway, Mango, Antilles,  
Antilles/New Directions)  
(distributed by Atlantic)

14 E. 4th St.  
New York, NY 10012  
(212) 995-7800

**Andy Allen**, VP/National Album Promotion

**Bill Berger**, VP/Marketing-Sales

**Bob Catania**, VP/Pop Promotion

**Bobby Ghossen**, A&R/Dance Promotion

**Janet Kleinbaum**, Dir./Press & Video  
Promotion

**Greg Peck**, VP/Black Music Promotion

**John Souchak**, Dir./College Promotion

### Jamex

C-335 Mullholland Dr.  
Beverly Hills, CA 90210  
(818) 906-3131

**Saul Greenberg**

### Joey Boy

(incl. J.R.)

3081 N.W. 24th St.

Miami, FL 33142

(305) 635-5588

**Jose Armanda Jr.**, President/Joey Boy

**Allen L. Johnston**, President/J.R.

### Kansa

1300 Division St., Suite 106  
Nashville, TN 37203

(615) 255-0303

**Kit Johnson**

### KBT-FM

250 W. 57th St., Suite 1527  
New York, NY 10107

(212) 316-3210

**Dan Tobin**, President

**Andy Frances**, VP

### KM Records, Inc.

2980 N. Ontario St.

Burbank, CA 91504

(818) 841-3400

**Bill Riley**, VP/Sales

**Marty Weiss**, Dir., Marketing

### K-TEL International

(incl. K-tel, Dominion, AJK, QWIL, Arrival,  
Headfirst, Crush, Cchill, M.A., Music, ERA)  
15535 Medina Rd.

Plymouth, MN 55447

(612) 559-6800

**Chuck Thagard**, VP/Product Development  
& Marketing

### Living Music

1047 Amsterdam Ave.

New York, NY 10025

(212) 749-5555

**Paul Winter**, President

### Macola/Slam

(incl. Kru-Cut, Ruthless, Society Hill, Anada,  
Techno-Hop, Strawesome, Metroplex,

Acklins, Icon, Jam, Young Raw,

Mix-Disc, Megajam)

6209 Santa Monica Blvd.

Hollywood, CA 90038

(213) 469-5821

**Ray Kennedy**, VP/Promotions

### Mariah

6230 Rio Bonito Drive

Carmichael, CA 95602

(916) 485-9092

**Mari Minks**

### Malaco

(incl. Savoy, Muscle Shoals)

P.O. Box 9287

Jackson, MS 39206

(601) 982-4522

**Dave Clark**, VP/Publicity & Promotion

### MCA

(incl. IRS, Zebra, Curb, Motown, QMI, GRP)

70 Universal City Plaza

Universal City CA 91608

(818) 777-4000

1755 Broadway 8th Fl.

New York, NY 10019

(212) 841-8000

1514 South St.

Nashville, TN 37212

(615) 244-8944

**Richard Palmese**, Exec. VP/Promotion-  
Marketing

**Steve Meyer**, Sr. VP/Promotion

**Bill Bennett**, VP/Album Promotion

**Billy Brill**, VP/Promotion

**Frank Turner**, VP/Promotion

**Nan Fisher**, National Alternative Promotion

**A.D. Washington**, VP Promotion

**Ron White**, National Field Promotion Dir.

**Shelia Shipley**, VP/Country Promotion

(Nashville)

**David Haley**, Regional Country Promotion

Mgr. (Nashville)

**Chuck Rhodes**, Dir./AC Promotion (Nashville)

**Randy Hock**, National AOR Dir. (NY)

**Bobby Shaw**, Dir./Dance Music

Promotion (NY)

**Timmy Regisford**, Associate Dir./A&R Black

Music (NY)

### Meadowlark

9255 Deering Ave.

Chatsworth, CA 91311

(818) 709-6900

Welk Building

54 Music Square E/S-306

Nashville, TN 37203

(615) 248-6800

**James Lewis**, Dir./Marketing (LA)

### Memory Machine

(incl. Happy Birthday, Damon)

2716 Penn Ave.

Pittsburgh, PA 15222

(412) 391-8182

**Maurice F. Oseroff**, Chairman

### Metal Blade

(incl. Death, Dimension)

18553 Ventura Bl., Suite 311

Tarzana, CA 91356

(818) 344-2437

1133 Broadway, Suite 826

New York, NY 10010

(212) 645-6208

**Jon Sutherland**, National Dir./Publicity

& Promotions

**Diane Kass**, College & AOR Radio

**Cheryl Valentine**, College & AOR Radio (NY)

### Mobile Fidelity

(incl. Cafe)

1260 Holm Road

Petaluma, CA 94952

(707) 778-0134

(800) 423-5759 (Outside CA)

**Phyllis E. Schwartz**, Promotion/Publicity Dir.

## RECORD COMPANIES

### Modern

(distributed by Atlantic)  
9111 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 273-8111  
**Paul E. Fishkin, President**

### Motown

(distributed by MCA)  
6255 Sunset Boulevard  
Hollywood, CA 90028  
(213) 468-3500  
**Miller London, VP/Marketing**  
**Ronnie Jones, VP/Black Promotion**

### MTM Music Group

(distributed by Capitol)  
21 Music Square East  
Nashville, TN 37203  
(615) 242-1931  
**Bruce Shindler, National Dir./Country Promotion**  
**Nancy Seay, Assoc. National Dir./Country Promotion**  
**Scott Borchetta, National Dir./Album Rock Promotion**

### Muse/Savoy Jazz

160 W. 71st St.  
New York, NY 10023  
(212) 873-2020  
**Barney Fields, Promotion Mgr.**

### Music West

2200 Larkspur Landing Cir., Suite 100  
Larkspur, CA 94939  
(415) 925-9800  
**Allan J. Kaplan, Founder/President**

### Musicline

P.O. Box 48634  
Bentall Centre  
Vancouver, BC Canada  
V7X1A3  
(604) 294-1723  
6556 Kitchener St.  
Burnaby, BC Canada V5B2J7  
**Gary Taylor, Exec. Dir.**

### Music Specialists

(incl. Jampacked)  
67 N.W. 71st St.  
Miami, FL 33150  
(305) 756-7160  
**TC Tompkins, Promotional Mgr.**

### Narada

(incl. Narada Lotus, Narada Equinox, Narada Mystique, Sona Gaia, Rising Sun)  
1845 N. Farwell Ave.  
Milwaukee, WI 53202  
(414) 272-6700  
215 W. Standley  
Ukiah, CA 95482  
(707) 468-5559  
**Kevin Schmidt, Dir./National Radio Promotions**

### Next Plateau

(incl. Golden Boy, Soundcheck, Let's Go)  
1650 Broadway, Suite 609  
New York, NY 10019  
(212) 541-7640  
(212) 315-0286 (Fax)  
**Eddie O'Loughlin, President**

### Nite

8287 Grand View Dr.  
P.O. Box 46666  
Los Angeles, CA 90046  
(213) 650-2233  
(213) 650-1181  
**Randy Nite, President**

### NSD

(incl. Soundwaves, MSM, Kass)  
1204 Elmwood Ave.  
Nashville, TN 37212  
(615) 385-2704  
**Betty Gibson, Promotion Dir.**

### Olivia

(incl. Second Wave)  
4400 Market St.  
Oakland, CA 94608  
(415) 655-0364  
**Judy Dlugacz, President**

### Optimism Inc.

3575 Cahuenga Blvd. Suite 247  
Los Angeles, CA 90068  
(818) 508-6833  
(213) 850-3350  
**Brenda V. Winfield, National Dir./Promotion**

### Original Sound

7120 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 851-2500  
**Lee West, National Sales Mgr.**

### Pandisc

(incl. Oops!)  
36 NE 167 St.  
Miami, FL 33162  
(305) 687-3761  
**Bo Crane, President**

### Paradox

1608 Victory Blvd.  
Glendale, CA 91201  
(818) 500-7677  
**Donna Geisinger, Promotion**  
**Victor Lentini, Promotion**

### Pasha

5615 Melrose Ave.  
Los Angeles, CA 90038  
(213) 466-3507  
**Spencer D. Proffer, President**

### Passport

(incl. Passport Jazz, PVC, Audion, Editions E.G., Paradox)  
3619 E Kennedy Road  
South Plainfield, NJ 07080  
(201) 753-6100  
(201) 753-6100  
1608 Victory Rd.  
Glendale, CA 91201  
(818) 500-7677  
**Marty Scott, President**

### Penthouse

6728 Eton Ave.  
Canoga Park, CA 91303  
(818) 992-4777  
**Toni Biggs, President**

### P.M.

(incl. Plug)  
20 Martha St.  
Woodcliff Lake, NJ 07675  
(201) 391-2486  
**Gene Perla, President**

### PolyGram

(incl. Casablanca, Polydor, Mercury, Polygram Classics, Wing, ECM, Cypress, GAIA, Gold Castle, Gramavision, Paradox)  
810 7th Avenue  
New York, NY 10019  
(212) 333-8000  
3800 Alameda Ave., Suite 1500  
Burbank, CA 91505  
(818) 955-5200  
10 Music Circle South  
Nashville, TN 37203  
(615) 244-3776  
**David Leach, Sr. VP/Promotion**  
**Brenda Romano, National Dir./Pop Promotion**  
**Wayman Jones, VP/Promotion & Artist Relations UC**  
**Wilson Lindsey, Dir./Urban**  
**John Brodey, VP/Rock Radio Promotion**  
**Drew Murray, Dir./Rock Radio Promotion East Coast**  
**Calvin Lew, Dir./Rock Radio Promotion West Coast**  
**Kerry Wood, Dir./National Secondary AC**  
**Randy Roberts, National Dir./Alternative Promotion-Charts**  
**Fred Mills, Dir./Northeast Urban**  
**Ron Ellis, Dir./West Coast Urban**  
**Luther Terry, Dir./Mid-South/Mid-West Urban**  
**Pam Haslam, VP/Communications**  
**Frank Leffel, Dir./Country Promotion (Nashville)**  
**Donald Elfman, Dir./Promotion & Publicity**  
**Kathryn King, Dir./Publicity & Promotion ECM Records**

### Premier One

812 19th Ave. South  
Nashville, TN 37203  
(615) 321-5566  
**Dan Mitchell**

### Private Music

220 East 23rd St., 10th Fl.  
New York, NY 10010  
(212) 684-2533  
**Doreen D'Agostino, VP/Promotion. Press & Artist Relations**

## RECORD COMPANIES

### Profile

740 Broadway  
New York, NY 10003  
(212) 529-2600  
**Manny Bella**, National Promotion Dir.  
**Claudia Cuseta**, Mgr./Dance Music Promotion & A&R  
**Chris LaSalle**, Promotion Coordinator

### Pro Indie

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

### QMI Music

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6731  
90 Universal City Plaza, Penthouse 1  
Universal City, CA 91608  
(818) 760-1993  
**Les Garland**, President

### Quark

210 East 58th St.  
New York, NY 10022  
(212) 355-6013  
**Mara Freeman**, VP/GM

### R&R

19634 W. 7 Mile Rd.  
Detroit, MI 48219  
(313) 533-7880  
**Robert Hills**, Chairman

### RB International

(incl. RBI, Lifestyle, Golden Voyage, RIC, Living Music, Halpern Sounds)  
200 Varick Street  
New York, NY 10014  
15714 Garfield Ave.  
Paramount, CA 90723  
510 Coronation Drive  
West Hill, Ontario, Canada M1E 4X6  
**Maria Roseman**, Dir./Promotion  
**Ed Bennett**, Promotion

### RCA

(incl. Jive, Big Time, Beggars Banquet, King Jay, Dreamland, Novus, Bluebird, Nempereor, SBK)  
1133 Avenue of the Americas  
New York, NY 10036  
(212) 930-4000

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

30 Music Square W.  
Nashville, TN 37203  
(615) 664-1200

**Butch Waugh**, VP/Promotion  
**Jim McKeon**, VP/AOR Promotion  
**Mike Becce**, Dir./National Promotion  
**Bonnie Goldner**, Dir./Promotion & Trade Relations

**Richard Smith**, VP/Black Music Promotion  
**Lisa Velasquez**, Dir./National Secondary Promotion

**John Sigler**, National Alternative/College Promotion

**Rhonda Herlich**, Mgr., AC Promotion  
**Jack Weston**, VP/National Country Promotion (Nashville)

### Redwood

(incl. All, Lucy, Crafty Maid)  
6400 Hollis St.  
Emeryville, CA 94608  
(415) 428-9191  
**Shelly Lowe**, Dir./Marketing & Promotions

### Relativity

1830 West 208 St.  
Torrance, CA 90501  
(213) 212-0801  
**Hilary Richardson**, West Coast Rep.

### Reprise

(distributed by Warner Bros.)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 953-3750

**Russ Thyret**, Senior VP/Marketing & Promotion

**Carol Hart**, VP/Promotion, Wamers/Reprise  
**Mark Maitland**, VP/Promotion

**Rich Fitzgerald**, VP/Dir. Promotion  
**Marc Ratner**, National Singles Promotion Dir.  
**Michael Linehan**, National Album Promotion Dir.

**Linda Baker**, National Singles Promotion Mgr.  
**Ann Hesem**, National Secondary Promotion  
**Phyllis Palmetto**, National Promotion Coordinator

### Rhino

(incl. Rampage)  
(distributed by Capitol)  
2225 Colorado Blvd.  
Santa Monica, CA 90404  
(213) 828-1980

**Dave Darus**, National Promotion Dir.  
**Penny Barnes**, National Secondaries Promo. Mgr.

### Rounder

1 Camp St.  
Cambridge, MA 02140  
(617) 354-0700  
**Brad Paul**, Promotion Dir.

### Scotti Brothers

(incl. Rock & Roll)  
(distributed by EPA)  
2114 Pico Blvd.  
Santa Monica, CA 90405  
(213) 450-3193  
**Robin Mitchell**, VP/Promotion  
**Mitchell Krum**, National Promotion Dir.  
**Rita Fukui**, National AOR Promotion  
**Fred Scotti Jr.**, National Promotion  
**Steve Lake**, National Promotion

### Sea Breeze

P.O. Box 690  
Bryn Mawr, CA 92318  
(714) 796-6110  
**John Brechler**, Owner/President

### Select

175 Fifth Avenue  
New York, NY 10010  
(212) 777-3130  
**Fred Munao**, President

### Shanachie

(incl. Greensleeves, Message, Solomonic, Tara, Meadowlark, Morningstar)  
Dalebrook Park  
Hohokus, NJ 03423  
(201) 445-5561  
**Randall Grass**, Dir./Promotion & Publicity

### Sire Records

75 Rock Plaza  
New York, NY 10019  
(212) 484-6830  
(818) 953-3305  
**Seymour Stein**, President  
**Howie Klein**, VP/GM

### Slash

7381 Beverly Blvd.,  
Los Angeles, CA 90036  
(213) 937-4660  
**Michelle Zichella**, National Promotion Dir.

### Sleeping Bag

(incl. Fresh)  
1974 Broadway  
New York, NY 10023  
(212) 724-1440  
**Juggy Gayles**, CEO

### Solar/Constellation

(distributed by Capitol)  
1635 N. Cahuenga Blvd.  
Los Angeles, CA 90028  
(213) 461-0390  
**Doug Wilkins**, VP Promotions/Marketing

### Sonic Atmospheres

14755 Ventura Blvd., Suite 1776  
Sherman Oaks, CA 91403  
(818) 505-6022  
**Hyman Katz**, GM  
**Bill Clodfelter**, Publicity/Promotion

### Southern Tracks

3051 Clairmont Rd., NE  
(404) 325-0832  
Atlanta, GA 30329  
**Jim Nelson**

# DIRECTORY

## RECORD COMPANIES

### **Sparrow**

(distributed by Capitol)  
9255 Deering Ave.  
Chatsworth, CA 91311  
(818) 709-6900  
The Welk Building  
54 Music Square E/S-306  
Nashville, TN 37203  
(615) 248-6800  
**Billy Ray Hearn, President**

### **Spindletop**

(incl. Mbira)  
4015 Magnolia Blvd.  
Burbank, CA 91505  
**W. Barry Wilson, President**

### **Spring**

(incl. Posse)  
161 W. 54th St.  
New York, NY 10019  
(212) 551-5398  
**Keith Jackson, VP/Promotion & Marketing**

### **Step One**

1300 Division St., Suite 304  
Nashville, TN 37203  
(615) 255-3009  
**Ray Pennington, President**  
**Sharon Pennington, Promotion/Country**

### **Striped Horse**

1040 Las Palmas Ave.  
Los Angeles, CA 90038  
(213) 458-6580  
**Barney Ales, President**  
**Mike Lushka, Dir./Marketing**  
**Carlo Nasi, Dir./A&R**

### **Sutra**

(incl. Fever, Dice, Razmtaz, T.C.)  
1 Madison Ave., 4th Fl.  
New York, NY 10010  
(212) 779-1844  
**Joanne Cordero, National Promotion Dir.**

### **Sweet Heart**

(incl. Rock Candy, B. Boy, Mob)  
54 Clark St.  
Newark, NJ 07104  
(201) 484-4666  
693 E. 132nd St.  
Bronx, NY 10454  
(212) 292-0026  
953 Bailey Ave.  
Jackson, MS 39203  
(601) 352-0019  
**Kelly Irwin, Dir./Marketing & Promotion**

### **Tabu**

(distributed by EPA)  
9229 Sunset Blvd., Suite 311  
Los Angeles, CA 90069  
(213) 276-0523  
**George Lakes, VP/Promotion**

### **TBA**

11026 Ventura Blvd. Suite 2  
Studio City, CA 91604  
(213) 877-5106  
**Don Mupo, President**

### **Tommy Boy**

(incl. Body Rock)  
1747 First Ave.  
New York, NY 10128  
(212) 722-2211  
**James "Jazzy" Jordan, National  
Promotions Dir.**

### **Total Experience**

6226 Yucca St.  
Hollywood, CA 90028  
(213) 462-6585  
**Lonnie Simmons, Chairman**

### **TSR**

(incl. Baja, Aca, Damabi, Spinn)  
8335 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 656-0970  
**Kevin Logan, National Promotion Mgr.**

### **TVT**

59 West 19th St., Suite 5B  
New York, NY 10011  
(212) 929-0570  
**Marcus Peterzell, Promotion, New Project  
Development**  
**Joe Hodge, AOR Promotion**  
**Michele Levan, Dance Music Promotion**

### **Upside**

(incl. BlueSide, Logarhythm)  
225 Lafayette St., Suite 1109  
New York, NY 10012  
(212) 925-9599  
**George Gilbert, Corporate Officer**

### **Virgin**

(incl. Venture)  
(distributed by Atlantic)  
9247 Alden Dr.  
Beverly Hills, CA 90210  
(213) 278-1181  
30 West 21st St.  
11th Floor  
New York, NY 10010  
(212) 463-0980  
**Phil Quartararo, VP/National Promotion**  
**Michael Plen, VP/Field Promotion**  
**Jeffrey Naumann, National AOR Dir.**  
**Sharon Heyward, National Dir./R&B  
Promotion**  
**Iris Dillon, National Dir./Alternative Promo**  
**Todd Bisson, National Dir./College Promotion**  
**Paul Brown, National Dir./Alternative  
AOR (NY)**  
**Steve Zap, National Dir./AC Promotion**

### **Voyager**

(distributed by MCA)  
812 W. Darby Rd.  
Havertown, PA 19083  
(215) 446-7100  
**Denny Somach, President**

### **Warner Bros.**

(incl. Reprise, Geffen, Sire, Slash, Dark  
Horse, Qwest, Tommy Boy, Cold Chillin',  
E.G., Paisley Park)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 846-9090  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6800  
1815 Division St.  
P.O. Box 120897  
Nashville, TN 37212  
(615) 320-7525  
**Russ Thyret, Sr. VP/Marketing & Promotion**  
**Carol Hart, VP/Promotion, Warners/Reprise**  
**George Gerrity, VP/Promotion**  
**Mark Maitland, VP/Promotion**  
**Stewart Cohen, Dir./National Single  
Promotions**  
**Greg Lee, Dir./National Singles Promotion**  
**Sue Emmer, National Singles Promotion Mgr.**  
**Ed Nuhfer, National Singles Promotion Mgr.**  
**Dino Barbis, National AC Promotion Dir.**  
**Kenny Puvogel, National Album Promotion**  
**Dave Dannheiser, Assoc. National Album  
Promotion Dir.**  
**Patti Oates, National Album Promotion**  
**Rochelle Staab, Research/Trade Relations**  
**Craig Kostich, VP/Director of Dance &  
Cont. Music**  
**Steve Tipp, National Promotion Mgr./Modern  
Music, College Radio**  
**Shaye Sullwold, Promotion Mgr./East Coast,  
Dance & Contemporary Music (NY)**  
**Ernie Singleton, VP/Black Music Marketing**  
**Oscar Fields, VP/Black Music Sales**  
**Jamie Archer, Admin. Asst./Office Manager**  
**Marylou Badeaux, Research Director**  
**Jackie Thomas, Artist Development Manager**  
**Vic Feraci, Senior VP (Nashville)**  
**Nick Hunter, Senior VP/Sales & Promotion  
(Nashville)**  
**Robert Saporiti, National Promotion Dir.  
(Nashville)**

### **Welk Record Group**

1299 Ocean Ave., Ste. 800  
Santa Monica, CA 90401  
(213) 451-5727  
**Kent Crawford**

### **West**

P.O. Box 8875  
Universal City, CA 91608  
(818) 506-4956  
**Fred Benson, Dir./Promotion**

### **What**

6767 Forest Lawn Drive  
Los Angeles, CA 90068  
(213) 276-9428  
**Lorri Si, Dir./Radio Promotion**

### **Windham Hill**

(incl. Dancing Cat, Lost Lake Arts, Open Air,  
Windham Hill Jazz)  
(distributed by A&M)  
831 High Street  
Palo Alto, CA 94301  
(415) 329-0647  
1416 N. La Brea  
Hollywood, CA 90028  
(213) 856-2626  
**Rich Schmidt, Dir./Promotion**

# DIRECTORY

## RECORD COMPANIES

### Wing

(distributed by PolyGram)  
3800 Alameda Ave. Ste. 1500  
Burbank, CA 91505  
(818) 955-5204

**Michael L. Johnson**, VP/Marketing & Promotion

### Wittrock

Route 1, Box 179-3  
Stover, MO 65078  
(314) 377-4142  
**Richard Wittrock**, President

### Xanadu

3242 Irwin Ave.  
Kingsbridge, NY 10463  
(212) 549-3655  
**Don Schlitten**, President

## REPRESENTATIVES

### Banner Radio

One Dag Hammarskjold Pl.  
New York, NY 10017  
(212) 572-9290

**Charlie Colombo**, President

**Atlanta:** (404) 231-0881  
**Boston:** (617) 482-8521  
**Chicago:** (312) 787-2300  
**Dallas:** (214) 239-9700  
**Detroit:** (313) 643-4061  
**Houston:** (713) 961-2974  
**Los Angeles:** (213) 852-8878  
**Minneapolis:** (612) 339-9904  
**Philadelphia:** (215) 564-2533  
**St. Louis:** (314) 421-0888  
**San Francisco:** (415) 495-4212  
**Seattle:** (206) 441-4242

### Christal Radio

919 Third Ave.  
New York, NY 10022  
(212) 688-4414

**Bill Fortenbaugh**, President

**Atlanta:** (404) 237-5236  
**Boston:** (617) 423-4110  
**Chicago:** (312) 836-0780  
**Dallas:** (214) 871-0155  
**Detroit:** (313) 649-3230  
**Houston:** (713) 629-4151  
**Los Angeles:** (213) 852-8880  
**Minneapolis:** (612) 333-8833  
**Philadelphia:** (215) 564-4561  
**St. Louis:** (314) 421-4946  
**San Francisco:** (415) 957-9960  
**Seattle:** (206) 728-4343

### Eastman Radio, Inc.

One Rockefeller Plaza  
New York, NY 10020  
(212) 581-0800

**Carl Butrum**, President

**Atlanta:** (404) 321-5136  
**Boston:** (617) 482-0440  
**Chicago:** (312) 644-0670  
**Dallas:** (214) 691-7984  
**Detroit:** (313) 873-2090  
**Houston:** (713) 960-1252  
**Los Angeles:** (213) 464-6104  
**Philadelphia:** (215) 557-6610  
**St. Louis:** (314) 241-7040  
**San Francisco:** (415) 956-3994  
**Seattle:** (206) 285-1217

### Caballero Spanish Radio

18 E. 53rd St.  
New York, NY 10022  
(212) 223-6410

**Eduardo Caballero**, President

**Atlanta:** (404) 262-1200  
**Chicago:** (312) 443-0101  
**Dallas:** (214) 871-9513  
**Detroit:** (313) 445-0491  
**Los Angeles:** (213) 465-8337

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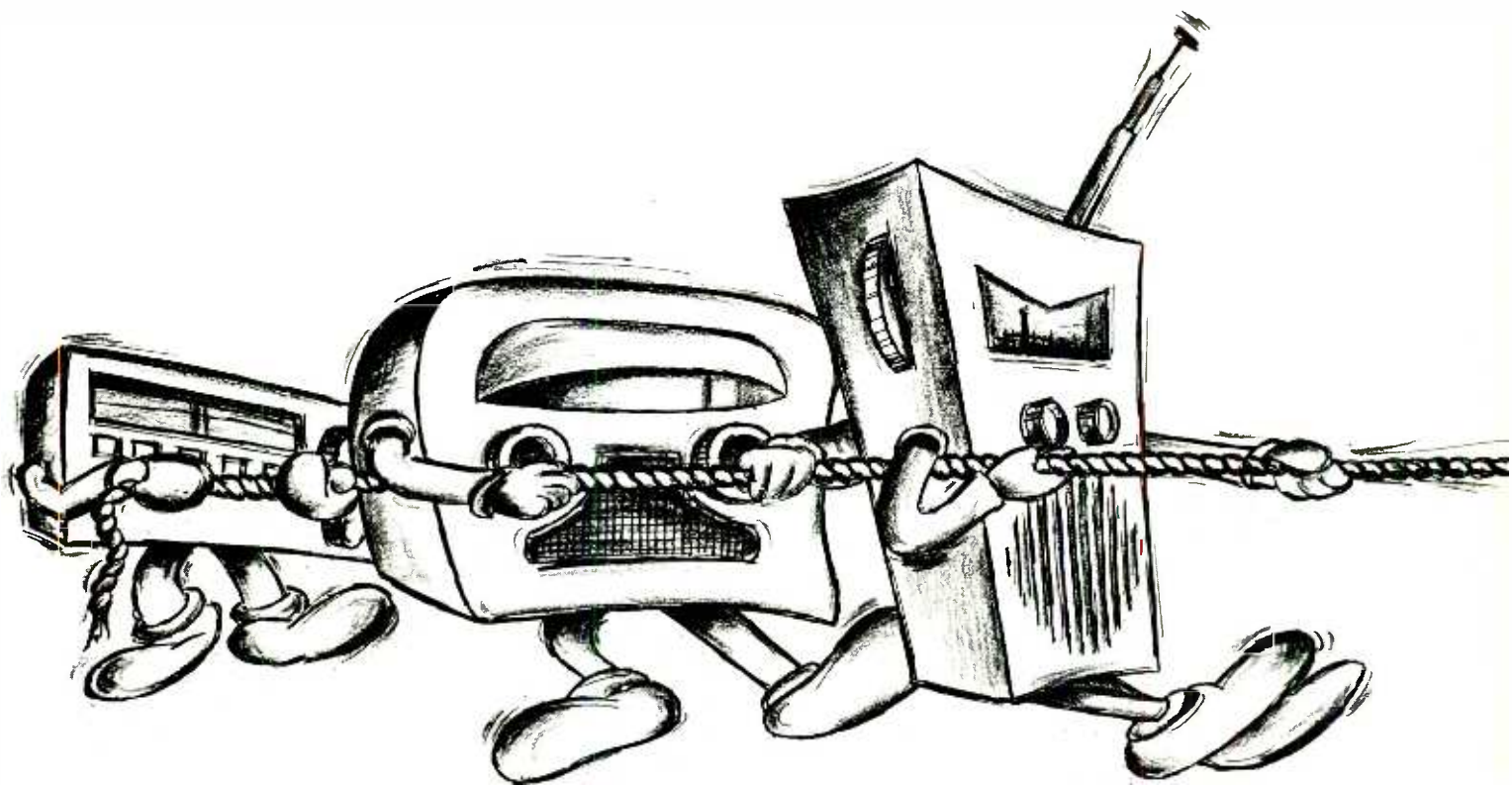
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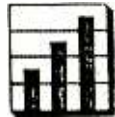
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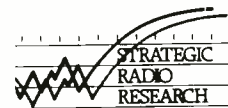
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At the other extreme are "radio guys" who learn a few buzzwords, a couple of "tricks" and all of a sudden, they're in the research business! They may know radio, but they don't know research.

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He spent over ten years in the radio business, as a programmer, researcher and on the air, working his way up from the smallest markets to "the majors."

Radio isn't an "academic exercise" to him...*he's been there.*

This rare combination of research and radio expertise makes a big difference...It means Mark Kassof gives you **much more** than just statistics. It means he understands your problems, "talks your language" and, most importantly, gives you strategies that work.

In fact, Mark Kassof and his associates have conducted research and devised the winning strategies for some of the **biggest "success stories" in North American radio.**

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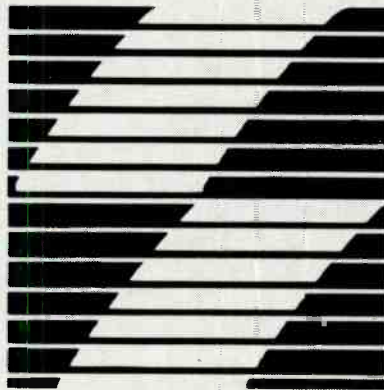
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# FORMAT LEADERS

## NATIONAL ALL-FORMAT

|   | AQH  | CUME                              |           |
|---|------|-----------------------------------|-----------|
| 1. WIVK-AM & FM/Knoxville (Ctr)             | 34.9 | 1. WINS/New York (News)           | 2,735,900 |
| 2. WIKS/Coastal North Carolina (UC)         | 24.9 | 2. WHTZ/New York (CHR)            | 2,447,800 |
| 3. WQUT/Johnson City (CHR)                  | 24.1 | 3. WWPR/New York (CHR)            | 2,310,200 |
| 4. WXLK/Roanoke-Lynchburg (CHR)             | 22.7 | 4. KIIS-AM & FM/Los Angeles (CHR) | 1,965,100 |
| 5. KFAB/Omaha-Council Bluffs (AC)           | 22.3 | 5. WPAT-AM & FM/New York (B/EZ)   | 1,944,000 |
| 6. KMOX/St. Louis (Talk)                    | 22.1 | 6. WCBS/New York (News)           | 1,742,000 |
| 7. KSSN/Little Rock (Ctr)                   | 20.6 | 7. WLTW/New York (AC)             | 1,728,000 |
| 8. WAPE-AM & FM/Jacksonville (CHR)          | 20.5 | 8. WCBS-FM/New York (Gold)        | 1,582,000 |
| 9. WNNK/Harrisburg (CHR)                    | 20.2 | 9. WOR/New York (Talk)            | 1,576,700 |
| 10. WVIC-AM & FM/Lansing-East Lansing (CHR) | 20.0 | 10. KPWR/Los Angeles (CHR)        | 1,559,900 |
| 11. WTIC/Hartford (AC)                      | 19.8 | 11. WXRK/New York (Gold)          | 1,456,800 |
| 12. WCCO/Minneapolis (AC)                   | 19.4 | 12. WQHT/New York (CHR)           | 1,450,600 |
| 13. WIOG/Flint (CHR)                        | 19.3 | 13. WBLS/New York (UC)            | 1,370,400 |
| 14. WSKZ/Chattanooga (CHR)                  | 19.2 | 14. KFWB/Los Angeles (News)       | 1,348,000 |
| 15. WWDM/Columbia, SC (UC)                  | 18.9 | 15. WNSR/New York (AC)            | 1,345,100 |
| 16. WKSJ-AM & FM/Mobile (Ctr)               | 17.9 | 16. WNEW-FM/New York (AOR)        | 1,339,500 |
| 16. WXBQ/Johnson City (Ctr)                 | 17.9 | 17. WGN/Chicago (Talk)            | 1,324,800 |
| 18. KNIX-AM & FM/Phoenix (Ctr)              | 17.4 | 18. WBBM/Chicago (News)           | 1,322,600 |
| 19. WBLX/Mobile (UC)                        | 17.3 | 19. WRKS/New York (UC)            | 1,318,500 |
| 20. WZZK-AM & FM/Birmingham (Ctr)           | 17.1 | 20. WABC/New York (Talk)          | 1,314,700 |
| 21. WHOT-AM & FM/Youngstown (CHR)           | 16.8 | 21. KYW/Philadelphia (News)       | 1,192,100 |
| 22. WCOS-FM/Columbia, SC (Ctr)              | 16.6 | 22. KOST/Los Angeles (AC)         | 1,164,700 |
| 23. WITL-FM/Lansing-East Lansing (Ctr)      | 16.2 | 23. KRTH-FM/Los Angeles (Gold)    | 1,075,300 |
| 24. WHAS/Louisville (AC)                    | 16.1 | 24. KNX/Los Angeles (News)        | 1,054,100 |
| 24. WRNS/Coastal North Carolina (Ctr)       | 16.1 | 25. WGCI-FM/Chicago (UC)          | 1,012,000 |

## NEWS/TALK

|   | AQH  | CUME   |           |
|---|------|--|-----------|
| 1. KMOX/St. Louis (Talk)                            | 22.1 | 1. WINS/New York (News)                        | 2,735,900 |
| 2. KIRO/Seattle-Tacoma (N/T)                        | 11.3 | 2. WCBS/New York (News)                        | 1,742,000 |
| 3. KMJ/Fresno (N/T)                                 | 8.4  | 3. WOR/New York (Talk)                         | 1,576,700 |
| 4. KFBK/Sacramento (N/T)                            | 8.3  | 4. KFWB/Los Angeles (News)                     | 1,348,000 |
| 4. KGO/San Francisco (San Jose book) (N/T)          | 8.3  | 5. WGN/Chicago (Talk)                          | 1,324,800 |
| 6. KGO/San Francisco (N/T)                          | 8.0  | 6. WBBM/Chicago (News)                         | 1,322,600 |
| 6. KYW/Philadelphia (News)                          | 8.0  | 7. WABC/New York (Talk)                        | 1,314,700 |
| 6. WGN/Chicago (Talk)                               | 8.0  | 8. KYW/Philadelphia (News)                     | 1,192,100 |
| 9. KXL/Portland, OR (N/T)                           | 7.9  | 9. KNX/Los Angeles (News)                      | 1,054,100 |
| 10. KCMO/Kansas City (N/T)                          | 7.6  | 10. KGO/San Francisco (N/T)                    | 974,100   |
| 10. KTOK/Oklahoma City (N/T)                        | 7.6  | 11. KABC/Los Angeles (Talk)                    | 949,000   |
| 12. KOA/Denver (Talk)                               | 7.4  | 12. KMOX/St. Louis (Talk)                      | 866,900   |
| 13. WHJJ/Providence (N/T)                           | 7.1  | 13. KCBS/San Francisco (N/T)                   | 843,800   |
| 14. WRKO/Boston (N/T)                               | 6.9  | 14. KRLD/Dallas-Ft. Worth (News)               | 637,300   |
| 15. KARN/Little Rock (N/T)                          | 6.8  | 15. WWJ/Detroit (News)                         | 557,000   |
| 15. KGO/San Francisco (Monterey-Salinas book) (N/T) | 6.8  | 16. WEEI/Boston (News)                         | 510,000   |
| 17. WBSM/New Bedford (N/T)                          | 6.7  | 17. WTOP/Washington (News)                     | 492,500   |
| 18. KRLD/Dallas-Ft. Worth (News)                    | 6.6  | 18. WCAU/Philadelphia (News)                   | 463,000   |
| 19. KTAR/Phoenix (N/T)                              | 6.3  | 19. WMAQ/Chicago (Talk)                        | 410,600   |
| 19. KXLY/Spokane (N/T)                              | 6.3  | 20. KTRH/Houston (News)                        | 410,400   |
| 19. WBAL/Baltimore (N/T)                            | 6.3  | 21. WMCA/New York (Talk)                       | 398,200   |
| 19. WBBM/Chicago (N/T)                              | 6.3  | 22. WRKO/Boston (N/T)                          | 390,100   |
| 23. WJBO/Baton Rouge (N/T)                          | 6.2  | 23. WWDB/Philadelphia (Talk)                   | 382,700   |
| 23. WOAI/San Antonio (N/T)                          | 6.2  | 24. KOA/Denver (Talk)                          | 345,200   |
| 25. KSDO/San Diego (N/T)                            | 6.1  | 25. WINS/New York (Nassau-Suffolk book) (News) | 339,900   |

# FORMAT LEADERS

## ADULT CONTEMPORARY

|     |                            | AQH  | CUME      |
|-----|----------------------------|------|-----------|
| 1.  | KFAB/Omaha-Council Bluffs  | 22.3 | 1,728,000 |
| 2.  | WTIC/Hartford              | 19.8 | 1,345,100 |
| 3.  | WCCO/Minneapolis           | 19.4 | 1,164,700 |
| 4.  | WHAS/Louisville            | 16.1 | 987,500   |
| 5.  | WICC/Bridgeport            | 15.5 | 742,000   |
| 6.  | KDKA/Pittsburgh            | 14.3 | 579,800   |
| 6.  | WLMX/Chattanooga           | 14.3 | 765,800   |
| 8.  | WGY/Albany-Schenectady     | 14.1 | 762,800   |
| 9.  | WMYU/Knoxville             | 13.7 | 753,300   |
| 10. | WYYY/Syracuse              | 13.5 | 653,700   |
| 11. | WRVA/Richmond              | 13.3 | 646,300   |
| 12. | WCRZ/Flint                 | 13.2 | 672,100   |
| 13. | KKOB-FM/Albuquerque        | 13.1 | 606,900   |
| 13. | WIBC/Indianapolis          | 13.1 | 602,100   |
| 15. | KSSK/Honolulu              | 13.0 | 600,000   |
| 16. | WTMJ/Milwaukee             | 12.9 | 522,900   |
| 17. | WTFM/Johnson City          | 11.9 | 498,700   |
| 18. | WBEN/Buffalo               | 11.8 | 483,800   |
| 18. | WSYR/Syracuse              | 11.8 | 476,000   |
| 20. | KKMJ/Austin                | 11.1 | 475,500   |
| 20. | KKOB/Albuquerque           | 11.1 | 474,000   |
| 20. | WJBR-FM/Wilmington, DE     | 11.1 | 449,200   |
| 20. | WVOR/Rochester             | 11.1 | 442,100   |
| 24. | WLEV/Allentown             | 10.9 | 425,200   |
| 24. | WMJJ/Birmingham            | 10.9 | 411,600   |
| 1.  | WLTW/New York              |      | 1,728,000 |
| 2.  | WNSR/New York              |      | 1,345,100 |
| 3.  | KOST/Los Angeles           |      | 1,164,700 |
| 4.  | KBIG/Los Angeles           |      | 987,500   |
| 5.  | WCCO/Minneapolis-St. Paul  |      | 742,000   |
| 6.  | WBZ/Boston                 |      | 579,800   |
| 7.  | KIQQ/Los Angeles           |      | 765,800   |
| 8.  | WNBC/New York              |      | 762,800   |
| 9.  | WPIX/New York              |      | 753,300   |
| 10. | KDKA/Pittsburgh            |      | 653,700   |
| 11. | WCLR/Chicago               |      | 646,300   |
| 12. | WLAK/Chicago               |      | 672,100   |
| 13. | WKSZ/Philadelphia          |      | 606,900   |
| 14. | WMGK/Philadelphia          |      | 602,100   |
| 15. | KVIL-AM & FM/Dallas        |      | 600,000   |
| 16. | WFYR/Chicago               |      | 522,900   |
| 17. | WNIC/Detroit               |      | 498,700   |
| 18. | WMAL/Washington            |      | 483,800   |
| 19. | KOIT-AM & FM/San Francisco |      | 476,000   |
| 20. | WLS/Chicago                |      | 475,500   |
| 21. | KYUU/San Francisco         |      | 474,000   |
| 22. | KIOI/San Francisco         |      | 449,200   |
| 23. | WHDH/Boston                |      | 442,100   |
| 24. | KSTP-FM/Minneapolis        |      | 425,200   |
| 25. | KFI/Los Angeles            |      | 411,600   |

## AOR

|     |                                     | AQH  | CUME      |
|-----|-------------------------------------|------|-----------|
| 1.  | KEZO/Omaha-Council Bluffs           | 14.7 | 1,339,500 |
| 2.  | KMOD/Tulsa                          | 13.8 | 851,200   |
| 3.  | WCMF/Rochester                      | 13.7 | 845,600   |
| 3.  | WFBQ/Indianapolis                   | 13.7 | 802,800   |
| 5.  | WRXL/Richmond                       | 13.2 | 768,100   |
| 6.  | WTUE/Dayton                         | 13.0 | 528,700   |
| 7.  | WZZO/Allentown                      | 12.4 | 543,300   |
| 8.  | WEBN/Cincinnati                     | 11.9 | 505,400   |
| 8.  | WIMZ-AM & FM/Knoxville              | 11.9 | 451,300   |
| 10. | WLAV-FM/Grand Rapids                | 11.5 | 432,300   |
| 11. | KLAQ/El Paso                        | 11.4 | 423,500   |
| 12. | WKDF/Nashville                      | 11.2 | 414,400   |
| 13. | WEZX/Wilkes Barre-Scranton          | 10.8 | 409,200   |
| 14. | WPYX/Albany-Schenectady             | 10.6 | 398,300   |
| 15. | KICT/Wichita                        | 10.4 | 383,200   |
| 16. | WPLR/New Haven                      | 10.3 | 363,500   |
| 17. | KQRS-AM & FM/Minneapolis            | 10.2 | 327,700   |
| 18. | WAQY/Springfield, MA                | 10.0 | 321,800   |
| 19. | KSHE/St. Louis                      | 9.9  | 319,200   |
| 20. | WHJY/Providence                     | 9.7  | 310,700   |
| 20. | WIOT/Toledo                         | 9.7  | 300,300   |
| 22. | WFYV/Jacksonville                   | 9.6  | 288,800   |
| 23. | WLVQ/Columbus, OH                   | 9.5  | 284,200   |
| 24. | KLPX/Tucson                         | 9.2  | 273,900   |
| 24. | KYYS/Kansas City                    | 9.2  | 273,900   |
| 24. | WHJY/Providence (New Bedford book)  | 9.2  | 273,400   |
| 1.  | WNEW-FM/New York                    |      | 1,339,500 |
| 2.  | KLOS/Los Angeles                    |      | 851,200   |
| 3.  | KROQ/Los Angeles                    |      | 845,600   |
| 4.  | WLUP-FM/Chicago                     |      | 802,800   |
| 5.  | WMMR/Philadelphia                   |      | 768,100   |
| 6.  | WBCN/Boston                         |      | 528,700   |
| 7.  | WRIF/Detroit                        |      | 543,300   |
| 8.  | WLLZ/Detroit                        |      | 505,400   |
| 9.  | WWDC-FM/Washington                  |      | 451,300   |
| 10. | KNX-FM/Los Angeles                  |      | 432,300   |
| 11. | KQRS-AM & FM/Minneapolis            |      | 423,500   |
| 12. | WXRT/Chicago                        |      | 414,400   |
| 13. | KSHE/St. Louis                      |      | 409,200   |
| 14. | KLOL/Houston                        |      | 398,300   |
| 15. | WLUP/Chicago                        |      | 383,200   |
| 16. | WLIR-FM/New York                    |      | 363,500   |
| 17. | KTXQ/Dallas-Ft. Worth               |      | 327,700   |
| 18. | WKLS/Atlanta                        |      | 321,800   |
| 19. | KFOG/San Francisco                  |      | 319,200   |
| 20. | WBAB/Nassau-Suffolk (New York book) |      | 310,700   |
| 21. | WDVE/Pittsburgh                     |      | 300,300   |
| 22. | WEBN/Cincinnati                     |      | 288,800   |
| 23. | WBAB/Nassau-Suffolk                 |      | 284,200   |
| 24. | WHJY/Providence                     |      | 273,900   |
| 25. | KRQR/San Francisco                  |      | 273,400   |

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## CONTEMPORARY HIT RADIO

| AQH                                       |      | CUME                                  |           |
|---|------|---------------------------------------|-----------|
| 1. WQUT/Johnson City                      | 24.1 | 1. WHTZ/New York                      | 2,447,800 |
| 2. WXLK/Roanoke-Lynchburg                 | 22.7 | 2. WWPR/New York                      | 2,310,200 |
| 3. WAPE-AM & FM/Jacksonville              | 20.5 | 3. KIIA-AM & FM/Los Angeles           | 1,965,100 |
| 4. WNNK/Harrisburg                        | 20.2 | 4. KPWR/Los Angeles                   | 1,559,900 |
| 5. WVIC-AM & FM/Lansing-East Lansing      | 20.0 | 5. WQHT/New York                      | 1,450,600 |
| 6. WIOG/Flint                             | 19.3 | 6. WBBM-FM/Chicago                    | 1,004,600 |
| 7. WSKZ/Chattanooga                       | 19.2 | 7. WYTZ/Chicago                       | 835,800   |
| 8. WHOT-AM & FM/Youngstown                | 16.8 | 8. WKQX/Chicago                       | 731,200   |
| 9. KRQQ/Tucson                            | 15.8 | 9. KMEL/San Francisco                 | 685,800   |
| 10. KZZU-AM & FM/Spokane                  | 15.6 | 10. WHYT/Detroit                      | 628,300   |
| 10. WRBQ-AM & FM/Tampa-St. Petersburg     | 15.6 | 11. WCZY/Detroit                      | 621,600   |
| 12. WABB-FM/Mobile                        | 15.4 | 12. KRBE-AM & FM/Houston              | 613,300   |
| 13. WMHE/Toledo                           | 15.3 | 13. WXKS-FM/Boston                    | 602,700   |
| 14. WTIC-FM/Hartford                      | 14.8 | 14. WRBQ-AM & FM/Tampa-St. Petersburg | 605,400   |
| 15. WPXY-AM & FM/Rochester                | 14.4 | 15. KKBQ-AM & FM/Houston              | 575,200   |
| 16. KKRK/Wichita                          | 14.0 | 16. WEGX/Philadelphia                 | 560,100   |
| 16. KBFM/McAllen-Brownsville              | 14.0 | 17. WBZZ/Pittsburgh                   | 529,100   |
| 18. WPRO-FM/Providence                    | 13.5 | 18. KEGE/Dallas-Ft. Worth             | 517,600   |
| 19. KJYO/Oklahoma City                    | 13.4 | 19. WAVA/Washington                   | 495,900   |
| 20. WNTQ/Syracuse                         | 13.2 | 20. WLOL/Minneapolis                  | 461,200   |
| 21. WMMS/Cleveland                        | 12.5 | 21. WZOU/Boston                       | 457,100   |
| 22. WRVQ/Richmond                         | 12.1 | 22. KHYY/Dallas-Ft. Worth             | 427,600   |
| 23. KQMQ-AM & FM/Honolulu                 | 11.6 | 23. WRQX/Washington                   | 413,800   |
| 24. WKRZ-FM/Wilkes Barre-Scranton         | 11.5 | 24. KZZP-AM & FM/Phoenix              | 406,700   |
| 25. WPRO-FM/Providence (New Bedford book) | 11.4 | 25. WPRO-FM/Providence                | 401,700   |

## COUNTRY

| AQH                               |      | CUME                          |           |
|-----------------------------------|------|-------------------------------|-----------|
| 1. WIVK-AM & FM/Knoxville         | 34.9 | 1. WYNY/New York              | 1,000,900 |
| 2. KSSN/Little Rock               | 20.6 | 2. KZLA/Los Angeles           | 512,000   |
| 3. WKSJ-AM & FM/Mobile            | 17.9 | 3. KPLX/Dallas                | 492,000   |
| 3. WXBQ/Johnson City              | 17.9 | 4. KIKK-FM/Houston            | 490,300   |
| 5. KNIX-AM & FM/Phoenix           | 17.4 | 5. KNIX-AM & FM/Phoenix       | 470,400   |
| 6. WZZK-AM & FM/Birmingham        | 17.1 | 6. KSAN/San Francisco         | 426,900   |
| 7. WCOS-FM/Columbia, SC           | 16.6 | 7. KILT-FM/Houston            | 422,000   |
| 8. WITL-FM/Lansing-East Lansing   | 16.2 | 8. WUSN/Chicago               | 418,900   |
| 9. WRNS/Coastal North Carolina    | 16.1 | 9. WMZQ-AM & FM/Washington    | 398,300   |
| 10. WESC-AM & FM/Greenville       | 14.8 | 10. WBAP/Dallas-Ft. Worth     | 373,200   |
| 10. WTQR/Greensboro-Winston Salem | 14.8 | 11. WXTU/Philadelphia         | 363,400   |
| 12. KUZZ/Bakersfield              | 14.4 | 12. KSCS/Dallas-Ft. Worth     | 352,900   |
| 13. WAMZ/Louisville               | 14.3 | 13. KLAC/Los Angeles          | 347,500   |
| 14. WFMS/Indianapolis             | 13.7 | 14. WKHX-AM & FM/Atlanta      | 346,300   |
| 15. KASE/Austin                   | 13.5 | 15. WWWW/Detroit              | 337,600   |
| 16. KXXY-AM & FM/Oklahoma City    | 13.4 | 16. KEEY/Minneapolis-St. Paul | 312,900   |
| 17. KWEN/Tulsa                    | 12.8 | 17. WDAF/Kansas City          | 274,200   |
| 17. WDAF/Kansas City              | 12.8 | 18. WPOC/Baltimore            | 252,400   |
| 19. WSOC-FM/Charlotte             | 12.1 | 19. WQYK/Tampa-St. Petersburg | 241,900   |
| 19. WWKA/Orlando                  | 12.1 | 20. WYAY/Atlanta              | 232,500   |
| 21. WEZL/Charleston, SC           | 11.7 | 21. KSON-FM/San Diego         | 225,700   |
| 22. WQIK-AM & FM/Jacksonville     | 11.6 | 22. WKQS/Miami-Ft. Lauderdale | 216,100   |
| 22. WUSY/Chattanooga              | 11.6 | 23. WFMS/Indianapolis         | 210,700   |
| 24. KDRK/Spokane                  | 11.1 | 24. WIL-FM/St. Louis          | 202,100   |
| 25. WYYD/Roanoke-Lynchburg        | 11.0 | 25. KFKF-AM & FM/Kansas City  | 190,300   |



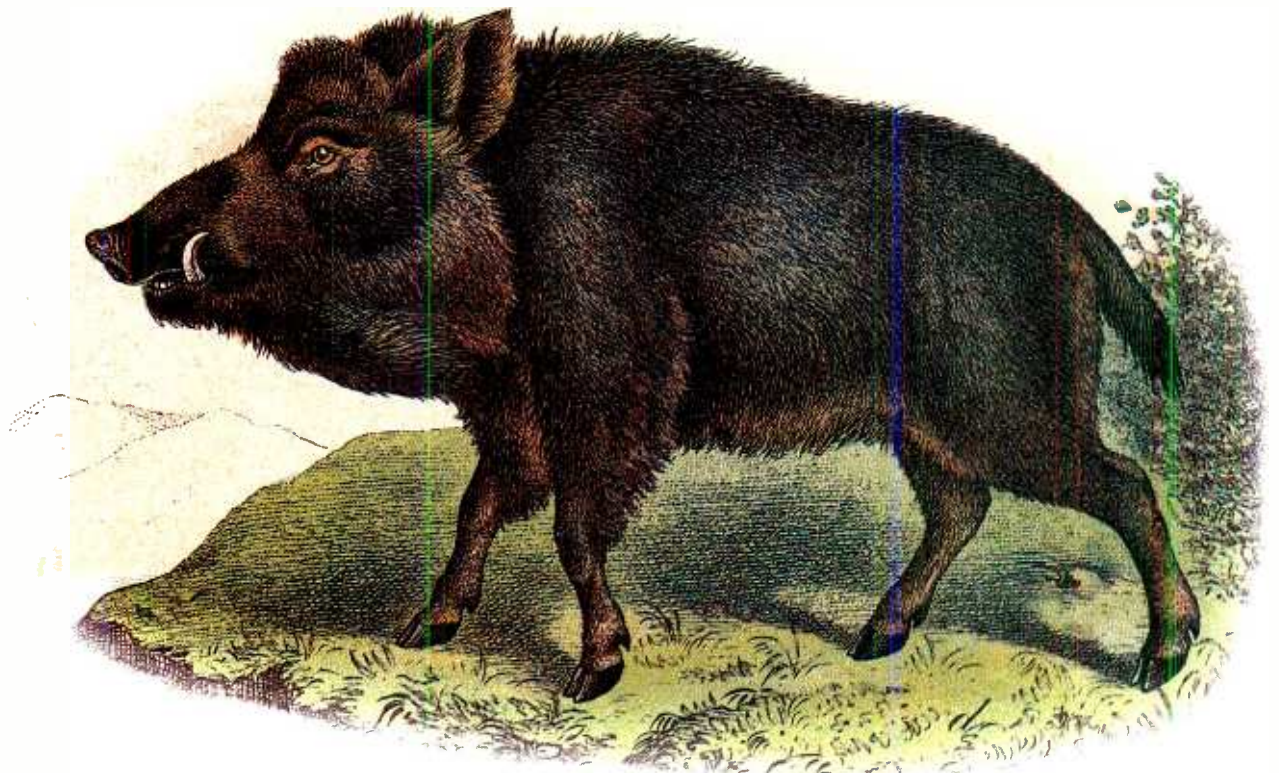


FIG. 103: Boar

# Is this the kind of party animal you've got on the air on weekends?

Let's face it, no matter how you spell it, weekend radio is a bore.

To CHR listeners, it's the hottest time of the week. To you, it's the leading cause of Valium® consumption.

Your top talent only works bankers' hours, which means you're stuck with a parade of part-timers or something that comes in a can.

It makes for some relentlessly dull weekend radio that just happens to account for nearly 30% of your ratings.

Things are bleak.

We think you should throw a party: The Open House Party.

A wild, coast-to-coast extravaganza that's not canned, but beamed

live from a satellite dish the size of a '66 Buick.

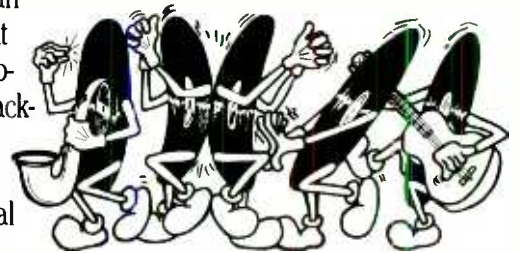
The Open House Party is hosted by one of Boston's legendary DJs, John Garabedian. And backed by the leading programming gurus in the industry like John Gorman, Rick Sklar and Sunny Joe White.

The Open House Party gives CHR listeners what they want—an intense music mix with one great song after another. Plus top celebrity guests—from Jon Bon Jovi backstage at the Meadowlands to Jeanne Dixon live from the twilight zone, along with live national toll-free request lines and some fairly strange contests.

Open House adds morning

show charisma to your weekends with talent, staff and resources unavailable locally.

For an exclusive invitation in your market, pick up the phone right now and give Sam Kopper a call at (617) 266-2900. Find out how you can become the exclusive Open House Party broadcaster in your city.



**Open House Party™**

# FORMAT LEADERS

## BIG BAND

|                                      | AQH | CUME    |
|--------------------------------------|-----|---------|
| 1. WMAS/Springfield, MA              | 8.3 | 805,600 |
| 2. WOKY/Milwaukee                    | 6.8 | 593,600 |
| 3. WECK/Buffalo                      | 6.3 | 375,200 |
| 4. KORK/Las Vegas                    | 5.9 | 373,700 |
| 5. WAPI/Birmingham                   | 5.3 | 358,200 |
| 6. KXKL-AM & FM/Denver               | 5.2 | 279,900 |
| 6. WGUL-AM & FM/Tampa-St. Petersburg | 5.2 | 264,000 |
| 6. WHLI/Nassau-Suffolk               | 5.2 | 169,700 |
| 9. WAVZ/New Haven                    | 4.9 | 160,200 |
| 10. WNJY/West Palm Beach             | 4.6 | 159,100 |
| 10. WPEN/Philadelphia                | 4.6 |         |

## GOLD

|  | AQH | CUME      |
|--|-----|-----------|
| 1. WDRC-FM/Hartford                        | 8.8 | 1,582,000 |
| 2. WHIO/Dayton                             | 8.5 | 1,456,800 |
| 3. WHTT-AM & FM/Buffalo                    | 8.3 | 1,075,300 |
| 3. WKLH/Milwaukee                          | 8.3 | 842,600   |
| 5. WTRY/Albany-Schenectady                 | 7.0 | 627,500   |
| 6. KRXO/Oklahoma City                      | 6.7 | 594,300   |
| 7. WGFX/Nashville                          | 5.8 | 585,900   |
| 7. WIBM/Lansing-East Lansing               | 5.8 | 570,200   |
| 7. WKLX/Rochester                          | 5.8 | 568,200   |
| 10. KLTO/El Paso                           | 5.7 | 470,200   |
| 11. WMYG/Pittsburgh                        | 5.5 | 384,300   |
| 11. WNOO/Chattanooga                       | 5.5 | 379,800   |
| 13. WDRC-FM/Hartford (New Haven book)      | 5.4 | 347,900   |
| 14. KOFX/El Paso                           | 5.3 | 347,900   |
| 15. KGMG-FM/San Diego North                | 5.2 | 336,800   |
| 15. KIKI/Honolulu                          | 5.2 | 329,500   |
| 15. KWG/Stockton                           | 5.2 | 295,100   |
| 15. WKLR/Indianapolis                      | 5.2 | 278,800   |
| 19. KMJK/Portland, OR                      | 5.1 | 274,300   |
| 20. KRTH-FM/Los Angeles (Riverside book)   | 5.0 | 273,900   |
| 21. WXLY/Charleston, SC                    | 4.9 | 261,100   |
| 22. KZFX/Houston                           | 4.8 | 252,600   |
| 22. WNCX/Cleveland                         | 4.8 | 244,500   |
| 24. KLSX/Los Angeles (Anaheim book)        | 4.7 | 241,300   |
| 24. KKLZ/Las Vegas                         | 4.7 | 223,600   |
| 1. WCBS-FM/New York                        |     | 1,582,000 |
| 2. WXRK/New York                           |     | 1,456,800 |
| 3. KRTH-FM/Los Angeles                     |     | 1,075,300 |
| 4. KLSX/Los Angeles                        |     | 842,600   |
| 5. WCKG/Chicago                            |     | 627,500   |
| 6. KSFO & KYA/San Francisco                |     | 594,300   |
| 7. WJMK/Chicago                            |     | 585,900   |
| 8. WYSP/Philadelphia                       |     | 570,200   |
| 9. WOGL/Philadelphia                       |     | 568,200   |
| 10. WCSX/Detroit                           |     | 470,200   |
| 11. KRLA/Los Angeles                       |     | 384,300   |
| 12. WIOQ/Philadelphia                      |     | 379,800   |
| 13. KRTH/Los Angeles                       |     | 347,900   |
| 14. WCXR/Washington                        |     | 347,900   |
| 15. KLUV/Dallas-Ft. Worth                  |     | 336,800   |
| 16. WZLX/Boston                            |     | 329,500   |
| 17. KZFX/Houston                           |     | 295,100   |
| 18. WODS/Boston                            |     | 278,800   |
| 19. WMYG/Pittsburgh                        |     | 274,300   |
| 20. WCBS-FM/New York (Nassau-Suffolk book) |     | 273,900   |
| 21. WMXJ/Miami-Ft. Lauderdale              |     | 261,100   |
| 22. KRTH-FM/Los Angeles (Anaheim book)     |     | 252,600   |
| 23. WKSG/Detroit                           |     | 244,500   |
| 24. WXRK/New York (Nassau-Suffolk book)    |     | 241,300   |
| 25. WKLH/Milwaukee-Racine                  |     | 223,600   |

## SPANISH

|                                 | AQH  | CUME    |
|---------------------------------|------|---------|
| 1. KGBT/McAllen-Brownsville     | 15.2 | 494,000 |
| 2. KCOR/San Antonio             | 9.7  | 451,500 |
| 3. KAMA/El Paso                 | 9.1  | 408,300 |
| 4. KIWW/McAllen-Brownsville     | 8.6  | 293,800 |
| 5. KBNA-AM & FM/El Paso         | 8.0  | 222,400 |
| 6. KWAC/Bakersfield             | 6.5  | 214,600 |
| 7. WQBA/Miami-Ft. Lauderdale    | 5.4  | 183,700 |
| 8. WCMQ-FM/Miami-Ft. Lauderdale | 5.3  | 183,500 |
| 9. KAFY/Bakersfield             | 5.3  | 180,300 |
| 10. KQXX/McAllen-Brownsville    | 5.2  | 174,700 |
| 1. WADO/New York                |      | 494,000 |
| 2. KLVE/Los Angeles             |      | 451,500 |
| 3. KTNQ/Los Angeles             |      | 408,300 |
| 4. WSKQ/New York                |      | 293,800 |
| 5. WJIT/New York                |      | 222,400 |
| 6. WCMQ-FM/Miami-Ft. Lauderdale |      | 214,600 |
| 7. KALI/Los Angeles             |      | 183,700 |
| 8. WOJO/Chicago                 |      | 183,500 |
| 9. KOJO/Dallas-Ft. Worth        |      | 180,300 |
| 10. WAQI/Miami-Ft. Lauderdale   |      | 174,700 |

# FORMAT LEADERS

## BEAUTIFUL MUSIC/EASY LISTENING

|   | AQH  | CUME      |
|---|------|-----------|
| 1. WEZN/Bridgeport                        | 13.4 | 1,944,000 |
| 1. WFMZ/Allentown                         | 13.4 | 818,200   |
| 1. WPVR/Roanoke-Lynchburg                 | 13.4 | 717,400   |
| 4. KMEQ-AM & FM/Phoenix                   | 13.2 | 646,800   |
| 5. KJYK/Tucson                            | 12.6 | 521,500   |
| 6. WEAT-FM/West Palm Beach                | 12.2 | 461,200   |
| 7. WLKW/Providence                        | 11.3 | 446,900   |
| 8. KSFI/Salt Lake City-Ogden              | 11.0 | 415,300   |
| 9. WBNS-FM/Columbus, OH                   | 10.9 | 399,200   |
| 10. WWBA/Tampa-St. Petersburg             | 10.8 | 386,500   |
| 11. WHIO-FM/Dayton                        | 10.8 | 372,000   |
| 12. KXLY-FM/Spokane                       | 10.7 | 345,200   |
| 12. WEZK/Knoxville                        | 10.7 | 343,600   |
| 14. KUMU-AM & FM/Honolulu                 | 10.6 | 333,300   |
| 14. WLKW/Providence (New Bedford book)    | 10.6 | 319,700   |
| 16. KJQY/San Diego (North San Diego book) | 10.5 | 311,700   |
| 17. WDEF-FM/Chattanooga                   | 10.3 | 294,000   |
| 18. WLQR/Toledo                           | 10.2 | 277,200   |
| 18. WZEZ/Nashville                        | 10.2 | 275,200   |
| 20. KCTC/Sacramento                       | 10.1 | 242,500   |
| 20. WQAL/Cleveland                        | 10.1 | 240,300   |
| 22. WBYU/New Orleans                      | 9.9  | 238,900   |
| 22. WOOD-FM/Grand Rapids                  | 9.9  | 219,800   |
| 24. WLIF/Baltimore                        | 9.8  | 218,500   |
| 25. KEZQ-AM & FM/Little Rock              | 9.7  | 207,200   |
| 1. WPAT-AM & FM/New York                  |      | 1,944,000 |
| 2. KJOL/Los Angeles                       |      | 818,200   |
| 3. WLOO/Chicago                           |      | 717,400   |
| 4. WEAZ/Philadelphia                      |      | 646,800   |
| 5. KABL-AM & FM/San Francisco             |      | 521,500   |
| 6. WJOL/Detroit                           |      | 461,200   |
| 7. WGAY/Washington                        |      | 446,900   |
| 8. WLYF/Miami-Ft. Lauderdale              |      | 415,300   |
| 9. KODA/Houston                           |      | 399,200   |
| 10. WPCH/Atlanta                          |      | 386,500   |
| 11. WJIB/Boston                           |      | 372,000   |
| 12. KMEZ-AM & FM/Dallas-Ft. Worth         |      | 345,200   |
| 13. WSHH/Pittsburgh                       |      | 343,600   |
| 14. WLIF/Baltimore                        |      | 333,300   |
| 15. KMEQ-AM & FM/Phoenix                  |      | 319,700   |
| 16. KEZK/St. Louis                        |      | 311,700   |
| 17. WAYL-AM & FM/Minneapolis-St. Paul     |      | 294,000   |
| 18. KJQY/San Diego                        |      | 277,200   |
| 19. WWBA/Tampa-St. Petersburg             |      | 275,200   |
| 20. WLKW/Providence                       |      | 242,500   |
| 21. WJQY/Miami-Ft. Lauderdale             |      | 240,300   |
| 22. KOSI/Denver-Boulder                   |      | 238,900   |
| 23. KBAY/San Francisco                    |      | 219,800   |
| 24. WEZW/Milwaukee-Racine                 |      | 218,500   |
| 25. KSFI/Salt Lake City                   |      | 207,200   |

## URBAN CONTEMPORARY

|   | AQH  | CUME      |
|---|------|-----------|
| 1. WIKS/Coastal North Carolina              | 24.9 | 1,370,400 |
| 2. WWDM/Columbia, SC                        | 18.9 | 1,318,500 |
| 3. WBLX/Mobile                              | 17.3 | 1,012,000 |
| 4. WQUE-AM & FM/New Orleans                 | 15.6 | 831,000   |
| 5. WPEG/Charlotte                           | 14.2 | 578,000   |
| 6. WHRK/Memphis                             | 14.0 | 536,800   |
| 7. WDZZ/Flint                               | 13.4 | 535,700   |
| 8. WXOK/Baton Rouge                         | 12.4 | 407,800   |
| 9. WPLZ-FM/Richmond                         | 12.2 | 395,800   |
| 10. KQXL/Baton Rouge                        | 9.9  | 387,800   |
| 11. WYLD-AM & FM/New Orleans                | 9.8  | 387,500   |
| 12. WVEE/Atlanta                            | 9.4  | 387,500   |
| 13. WENN/Birmingham                         | 9.2  | 376,300   |
| 14. WUSL/Philadelphia (Wilmington, DE book) | 9.0  | 369,800   |
| 15. WZAK/Cleveland                          | 8.9  | 369,800   |
| 16. WWWZ/Charleston, SC                     | 8.8  | 357,500   |
| 17. WXYV/Baltimore                          | 8.7  | 349,900   |
| 18. KKDA-FM/Dallas-Ft. Worth                | 8.6  | 349,300   |
| 18. WJLB/Detroit                            | 8.6  | 343,300   |
| 20. KRNB/Memphis                            | 8.4  | 337,000   |
| 21. KMJM/St. Louis                          | 8.2  | 305,900   |
| 21. WTLC/Indianapolis                       | 8.2  | 305,900   |
| 23. WGCI-FM/Chicago                         | 8.0  | 288,500   |
| 24. KMJQ/Houston                            | 7.8  | 282,200   |
| 24. WQMG/Greensboro-Winston Salem           | 7.8  | 226,400   |
| 24. WUSL/Philadelphia                       | 7.8  | 220,700   |
| 1. WBLS/New York                            |      | 1,370,400 |
| 2. WRKS/New York                            |      | 1,318,500 |
| 3. WGCI-FM/Chicago                          |      | 1,012,000 |
| 4. WBMX/Chicago                             |      | 831,000   |
| 5. WUSL/Philadelphia                        |      | 578,000   |
| 6. WJLB/Detroit                             |      | 536,800   |
| 7. KSOL/San Francisco                       |      | 535,700   |
| 8. WHUR/Washington                          |      | 407,800   |
| 9. WKYS/Washington                          |      | 395,800   |
| 10. WLBI/New York                           |      | 387,800   |
| 11. KJLH/Los Angeles                        |      | 387,500   |
| 12. KDAY/Los Angeles                        |      | 376,300   |
| 13. KMJQ/Houston                            |      | 369,800   |
| 14. WPGC-AM & FM/Washington                 |      | 357,500   |
| 15. KKDA-FM/Dallas-Ft. Worth                |      | 349,900   |
| 16. WDAS-FM/Philadelphia                    |      | 349,300   |
| 17. WVEE/Atlanta                            |      | 343,300   |
| 18. WQUE-AM & FM/New Orleans                |      | 337,000   |
| 19. KACE/Los Angeles                        |      | 305,900   |
| 20. WKDM/New York                           |      | 305,900   |
| 21. WDJY/Washington                         |      | 288,500   |
| 22. WXYV/Baltimore                          |      | 282,200   |
| 23. KMJM/St. Louis                          |      | 226,400   |
| 24. WEDR/Miami-Ft. Lauderdale               |      | 220,700   |
| 25. WYLD-AM & FM/New Orleans                |      | 214,600   |

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

# A Step-By-Step For Using R&R Ratings Data

## SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the fall '87 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '86 share on the left. Results from additional surveys (winter, spring, and summer) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

## AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) come rank, followed by four AQH demo ranks for teens, adults 18-34, adults 18-49, and adults 25-54. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

## TURNOVER/DAILY TIME SPENT LISTENING

The column to the immediate right of the adults 25-54 rankings in each market breakout chart demonstrates the relationship between audience turnover and daily time spent listening for each station. Again based on adults 12+ these figures examine how stations compare according to audience loyalty. Programming efforts of various stations can easily be checked by comparing these figures.

Understanding these numbers is not difficult. There is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL the lower the turnover, or audience flux. This indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily by its listeners.

## REP & NETWORK INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all network and representative affiliations as listed on page 3B in each Arbitron report.

## BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the fall '87 Birch quarterlies. One note: Arbitron numbers cover approximately October-December, while Birch results are for September-November.

## FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the fall '87 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

**NEW YORK**

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS              | FORMAT |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|
| 5.8      | 5.1        | 5.8        | 6.2        | 6.0      | 1                     | WHTZ<br>100.3         | CHR    |
| 5.9      | 5.7        | 6.3        | 6.1        | 6.0      | 1                     | WPAT-AIF<br>93.0 93.1 | B/EZ   |
| 4.6      | 5.4        | 4.5        | 4.5        | 5.0      | 3                     | WINS<br>101.0         | NEWS   |
| 5.1      | 4.8        | 4.8        | 4.8        | 4.7      | 4                     | WWPR<br>95.5          | CHR    |
| 4.2      | 4.0        | 4.1        | 4.3        | 4.7      | 5                     | WLTW<br>106.7         | AC     |
| 5.1      | 4.8        | 4.4        | 4.6        | 4.6      | 6                     | WRKS<br>98.7          | DC     |
| 4.7      | 5.6        | 4.4        | 4.5        | 4.5      | 7                     | WOR<br>71.0           | TALK   |

## DEMOGRAPHIC RANK

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 |
|--------------|----------------|--------------|----------------|
| 1 WNEW-FM    | 1 WWPR         | 1 WNEW-FM    | 1 WHTZ         |
| 2 WXRK       | 2 WHTZ         | 2 WXRK       | 2 WWPR         |
| 3 WHTZ       | 3 WRKS         | 3 WCBS-FM    | 3 WLTW         |
| 4 WPLJ       | 4 WBLS         | 4 WHTZ       | 4 WRKS         |
| 5 WWPR       | 5 WQHT         | 5 WBLS       | 5 WBLS         |
| 6 WRKS       | 6 WNSR         | 6 WWPR       | 6 WNSR         |
| 7 WQHT       | 7 WLTW         | 7 WRKS       | 7 WQHT         |
| 8 WCBS-FM    | 8 WNEW-FM      | 8 WQHT       | 8 WCBS-FM      |
| 9 WNSR       | 9 WXRK         | 9 WLTW       | 9 WINS         |
| 10 WBAB      | 10 WCBS-FM     | 10 WNSR      | 10 WNEW-FM     |

# Step Manual &R's Unique Data Features

## ORK #1

|    | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP. FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----|-----------|------------|------------|------------|------------|--------------------------------|-----------------------|---------|--------------------|
| 2  | 1         | 1          | 1          | 3          | 15/70      | CHRISTAL                       |                       |         | 6.3                |
| 4  | 24        | 20         | 13         | 12         | 12/89      | KATZ                           |                       |         | 4.2                |
| 1  | 14        | 11         | 11         | 8          | 21/52      | GROUP W                        | ABC-D                 |         | 4.1                |
| 3  | 4         | 2          | 2          | 5          | 19/58      | BANNER                         | ABC-R                 |         | 5.0                |
| 6  | 13        | 9          | 6          | 1          | 14/78      | MMR                            |                       |         | 2.4                |
| 14 | 2         | 4          | 5          | 12         | 11/101     | REPUBLIC                       | US1                   |         | 5.2                |
| 8  | 29        | 29         | 27         | 16         | 13/82      | REPUBLIC                       | US2                   |         | 3.5                |

|              |                | FORMAT REACH |       |
|--------------|----------------|--------------|-------|
| Men<br>25-54 | Women<br>25-54 | Format       | Reach |
| WCBS-FM      | 1 WLTW         | AC           | 10.3  |
| WNEW-FM      | 2 WHTZ         | AOR          | 3.3   |
| WLTW         | 3 WWPR         | BBnd         | 3.0   |
| WXRK         | 4 WCBS-FM      | BM/Easy      | 6.0   |
| WBLS         | 5 WNSR         | CHR          | 14.4  |
| WHTZ         | 6 WBLS         | Clas         | 2.6   |
| WINS         | 7 WINS         | Ctry         | 2.7   |
| WWPR         | 8 WRKS         | Gold         | 6.4   |
| WNSR         | 9 WPAT-FM      | Misc         | 1.2   |
| WYNY         | 10 WYNY        | N/T          | 16.2  |
|              |                | Rel/CC       | 1.0   |
|              |                | Span         | 4.8   |
|              |                | UC           | 8.7   |

## Network Abbreviation Key

|        |                            |
|--------|----------------------------|
| ABC-C  | ABC Contemporary           |
| ABC-D  | ABC Direction              |
| ABC-E  | ABC Entertainment          |
| ABC-F  | ABC FM                     |
| ABC-I  | ABC Information            |
| ABC-R  | ABC Rock                   |
| ABC-T  | ABC Talk                   |
| AP     | Associated Press           |
| CBS    | CBS Radio                  |
| CBS-R  | CBS RadioRadio             |
| MBS    | Mutual Broadcasting System |
| NBC    | NBC Radio                  |
| NBC-S  | NBC Source                 |
| NBC-T  | NBC Talk                   |
| NBN    | National Black Network     |
| SHRDN  | Sheridan                   |
| SMN    | Satellite Music Network    |
| TRNSTR | Transtar                   |
| US1    | United Stations 1          |
| US2    | United Stations 2          |
| UPI    | United Press International |

## Reps Abbreviation Key

|            |                                     |
|------------|-------------------------------------|
| BANNER     | Banner Radio                        |
| CABALLERO  | Caballero Spanish Media             |
| CBS SPOT   | CBS Radio Spot Sales                |
| CHRISTAL   | The Christal Company                |
| CITIMEDIA  | Citimedia, Inc.                     |
| CMBS       | Concert Music Broadcast Sales, Inc. |
| D-CLAYTON  | Dora Clayton Agency, Inc.           |
| DOME       | Dome And Associates                 |
| DURPETTI   | Durpetti And Associates             |
| EASTMAN    | Eastman Radio, Inc.                 |
| GROUP W    | Group W Radio Sales                 |
| HNWH       | Hillier, Newmark, Wechsler & Howard |
| J BOLTON   | Jack Bolton & Associates            |
| JC GATES   | J.C. Gates & Co.                    |
| KATZ       | Katz Radio                          |
| KATZ-H     | Katz Hispanic                       |
| LOTUS      | Lotus Hispanic Reps                 |
| MARKET 4   | Market 4 Radio                      |
| MASLA      | Masla Radio                         |
| MMR        | Major Market Radio Inc.             |
| MMR-E      | Major Market Radio/Espanol          |
| MCGAVREN   | McGavren-Guild, Inc.                |
| PATT MEDIA | Patt Media                          |
| P/W RADIO  | P/W Radio Representatives           |
| R A LAZAR  | R.A. Lazar & Co.                    |
| RADIO WEST | Radio West                          |
| REPUBLIC   | Republic Radio Inc.                 |
| ROSLIN     | Roslin Radio Sales, Inc.            |
| SAVALLI    | Savalli Broadcast Sales             |
| SCHWARTZ   | Harold S. Schwartz Associates, Inc. |
| SELCOM     | Selcom Radio                        |
| SOUTHERN   | Southern Spot Sales                 |
| TN SPOT    | TN Spot Sales                       |
| TORBET     | Torbet/Select Radio                 |
| UNIREP     | Unirep Broadcasting Co.             |
| W&P        | Weiss & Powell, Inc.                |

# ANAHEIM-SANTA ANA #20

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOR | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS.<br>LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|------------------------------------|----------------------|---------|
| 7.9      | 8.5        | 7.0      | 1                     | KIIS-A/F<br>1150 102.7 | CHR    | 1         | 3          | 1          | 1          | 7          | 18/59                              | MCGAVREN             |         |
| 5.8      | 5.5        | 6.0      | 2                     | KROQ<br>106.7          | AOR    | 3         | 1          | 3          | 4          | 18         | 14/77                              | TORBET               |         |
| 3.3      | 3.5        | 5.5      | 3                     | KLOS<br>95.5           | AOR    | 6         | 6          | 2          | 2          | 2          | 15/73                              | KATZ                 | ABC-R   |
| 5.0      | 5.3        | 5.5      | 4                     | KJOI<br>98.7           | B/EZ   | 13        | 31         | 32         | 17         | 10         | 11/100                             | BANNER               |         |
| 3.8      | 5.0        | 5.2      | 5                     | KPWR<br>105.9          | CHR    | 4         | 2          | 5          | 7          | 15         | 16/67                              | HNWH                 |         |
| 4.0      | 3.7        | 4.8      | 6                     | KOST<br>103.5          | AC     | 11        | 5          | 7          | 5          | 4          | 14/76                              | CHRISTAL             |         |
| 4.7      | 5.7        | 4.7      | 7                     | KABC<br>790            | TALK   | 12        | 39         | 23         | 14         | 9          | 14/77                              | KATZ                 | ABC-I   |
| 2.6      | 4.6        | 4.7      | 8                     | KLSX<br>97.1           | GOLD   | 10        | 7          | 4          | 3          | 3          | 15/73                              | MMR                  |         |
| 4.7      | 4.9        | 4.6      | 9                     | KBIG<br>104.3          | AC     | 8         | 12         | 12         | 8          | 6          | 15/70                              | CBS SPOT             |         |
| 3.5      | 3.2        | 4.5      | 10                    | KIQQ<br>100.3          | AC     | 9         | 30         | 15         | 9          | 5          | 16/69                              | HNWH                 | TRNSTR  |
| 5.2      | 5.9        | 4.2      | 11                    | KRTH-FM<br>101.1       | GOLD   | 2         | 8          | 6          | 6          | 1          | 20/53                              | REPUBLIC             | US2     |
| 2.5      | 2.6        | 3.2      | 12                    | KFWB<br>980            | NEWS   | 5         | 20         | 28         | 15         | 11         | 26/42                              | GROUP W              | NBC     |
| 3.6      | 3.7        | 3.1      | 13                    | KNX<br>1070            | NEWS   | 7         | 32         | 19         | 16         | 14         | 26/42                              | CBS SPOT             | CBS     |
| 2.4      | 2.5        | 2.7      | 14                    | KTWV<br>94.7           | NAC    | 14        | 24         | 9          | 10         | 8          | 18/61                              | BANNER               | NBC-S   |
| 3.3      | 4.3        | 2.4      | 15                    | KMPC<br>710            | BBND   | 15        | 16         | 41         | 25         | 22         | 19/57                              | DURPETTI             |         |
| 1.7      | 1.7        | 2.1      | 16                    | KNAC<br>105.5          | AOR    | 21        | 4          | 8          | 12         | 29         | 13/85                              | MASLA                | ABC-F   |
| 2.8      | 0.6        | 1.9      | 17                    | KTNQ<br>1020           | SPAN   | 28        | 40         | 11         | 11         | 13         | 10/112                             | CABALLERO            |         |
| 1.6      | 1.8        | 1.8      | 18                    | KFI<br>640             | AC     | 19        | 37         | 34         | 23         | 17         | 20/55                              | CHRISTAL             | MBS     |
| 2.0      | 0.9        | 1.8      | 19                    | KNX-FM<br>93.1         | AOR    | 17        | 25         | 10         | 13         | 12         | 20/53                              | CBS SPOT             | CBS-R   |
| 2.0      | 1.7        | 1.8      | 20                    | KZLA<br>93.9           | CTRY   | 21        | 14         | 20         | 19         | 19         | 18/60                              | EASTMAN              |         |
| 1.7      | 1.4        | 1.6      | 21                    | KFAC-A/F<br>1330 92.3  | CLAS   | 18        | 38         | 25         | 28         | 23         | 22/48                              | MCGAVREN             |         |
| 2.0      | 0.8        | 1.4      | 22                    | KLAC<br>570            | CTRY   | 25        | 22         | 27         | 27         | 24         | 14/75                              | EASTMAN              | ABC-D   |
| 1.7      | 1.2        | 1.4      | 23                    | KLVE<br>107.5          | SPAN   | 31        | 27         | 14         | 20         | 20         | 11/102                             | CABALLERO            |         |
| 1.0      | 1.2        | 1.3      | 24                    | KIKF<br>94.3           | CTRY   | 24        | 35         | 21         | 18         | 16         | 15/71                              |                      |         |
| 1.7      | 1.9        | 1.1      | 25                    | KEZY<br>95.9           | CHR    | 16        | 18         | 13         | 21         | 26         | 34/32                              |                      |         |
| 1.5      | 0.8        | 1.1      | 26                    | KNOB<br>97.9           | AC     | 23        | 15         | 17         | 22         | 21         | 20/55                              | MASLA                |         |
| 1.8      | 1.9        | 1.1      | 27                    | KWIZ-A/F<br>1480 96.7  | AC     | 20        | 10         | 18         | 24         | 27         | 33/15                              | TORBET               |         |

# ATLANTA #13

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 9.6      | 9.8        | 11.0       | 10.5       | 9.4      | 1                     | WVEE<br>103.3         | UC     | 7         | 4          | 1          | 1          | 1          | 10/108                          | MCGAVREN             | US 1    | 12.2               |
| 8.3      | 9.2        | 7.4        | 8.9        | 8.9      | 2                     | WPCH<br>94.9          | B/EZ   | 2         | 12         | 10         | 7          | 5          | 12/91                           | KATZ                 |         | 5.4                |
| 7.9      | 8.1        | 7.7        | 8.4        | 8.6      | 3                     | WSB<br>750            | AC     | 1         | 14         | 13         | 11         | 7          | 12/88                           | CHRISTAL             | ABC-T   | 5.3                |
| 8.7      | 6.9        | 8.3        | 9.6        | 7.6      | 4                     | WKLS<br>96.1          | AOR    | 8         | 3          | 2          | 2          | 8          | 12/93                           | KATZ                 | ABC-R   | 11.3               |
| 8.0      | 7.7        | 7.9        | 5.7        | 7.5      | 5                     | WKHX-A/F<br>590 101.5 | CTRY   | 5         | 6          | 6          | 5          | 4          | 12/88                           | REPUBLIC             |         | 7.7                |
| 5.2      | 6.7        | 5.8        | 6.1        | 6.9      | 6                     | WSB-FM<br>98.5        | AC     | 4         | 7          | 4          | 3          | 3          | 15/74                           | CHRISTAL             |         | 5.2                |
| 6.7      | 6.1        | 5.1        | 5.6        | 6.1      | 7                     | WQXI-FM<br>94.1       | CHR    | 3         | 10         | 3          | 4          | 2          | 17/64                           | BANNER               |         | 6.6                |
| 2.5      | 3.1        | 3.3        | 5.6        | 6.1      | 8                     | WARM<br>99.7          | CHR    | 9         | 1          | 5          | 9          | 11         | 14/77                           | EASTMAN              |         | 6.8                |
| 7.8      | 8.2        | 8.5        | 6.9        | 5.5      | 9                     | WZGC<br>92.9          | CHR    | 6         | 2          | 7          | 10         | 12         | 17/63                           | HNWH                 |         | 7.6                |
| 5.9      | 7.0        | 8.0        | 4.9        | 5.0      | 10                    | WYAY<br>106.7         | CTRY   | 11        | 8          | 9          | 8          | 9          | 13/85                           | MMR                  |         | 8.5                |
| 4.3      | 4.8        | 3.9        | 4.9        | 4.6      | 11                    | WFOX<br>97.1          | AC     | 10        | 9          | 8          | 6          | 6          | 18/59                           | MMR                  |         | 3.3                |
| 2.7      | 2.3        | 3.2        | 2.7        | 4.3      | 12                    | WAOK<br>1380          | REL    | 14        | 11         | 12         | 13         | 10         | 9/119                           | MCGAVREN             | NBM     | 2.5                |
| 3.6      | 2.8        | 3.5        | 2.2        | 3.5      | 13                    | WEKS-FM<br>104.1      | UC     | 13        | 5          | 11         | 12         | 13         | 14/79                           | DURPETTI             | CBS-R   | 4.8                |
| 2.6      | 3.9        | 2.6        | 3.4        | 2.6      | 14                    | WGST<br>920           | N/T    | 12        | 18         | 14         | 14         | 14         | 19/58                           | KATZ                 | CBS     | 2.4                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WKLS       | 1 WVEE         | 1 WKLS       | 1 WVEE         | 1 WVEE       | 1 WSB-FM       | AC 19.7     |
| 2 WVEE       | 2 WQXI-FM      | 2 WVEE       | 2 WSB-FM       | 2 WKLS       | 2 WVEE         | AOR 7.6     |
| 3 WQXI-FM    | 3 WSB-FM       | 3 WQXI-FM    | 3 WQXI-FM      | 3 WQXI-FM    | 3 WQXI-FM      | BM/Easy 8.9 |
| 4 WARM       | 4 WARM         | 4 WSB-FM     | 4 WPCH         | 4 WSB        | 4 WPCH         | CHR 17.7    |
| 5 WSB-FM     | 5 WKHX-FM      | 5 WKHX-FM    | 5 WKHX-FM      | 5 WFOX       | 5 WKHX-FM      | Ctry 12.5   |
| 6 WEKS       | 6 WKLS         | 6 WFOX       | 6 WFOX         | 6 WKHX-FM    | 6 WFOX         | N/T 2.6     |
| 7 WKHX-FM    | 7 WFOX         | 7 WYAY       | 7 WARM         | 7 WPCH       | 7 WYAY         | Rel/CC 4.3  |
| 8 WZGC       | 8 WZGC         | 8 WPCH       | 8 WYAY         | 8 WSB-FM     | 8 WAOK         | UC 12.9     |
| 9 WPCH       | 9 WYAY         | 9 WSB        | 9 WZGC         | 9 WYAY       | 9 WSB          |             |
| 10 WYAY      | 10 WPCH        | 10 WARM      | 10 WAOK        | 10 WEKS      | 10 WARM        |             |

# BALTIMORE #16

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.0     | 10.5       | 9.8        | 8.9        | 9.8      | 1                     | WLIF<br>101.9    | B/EZ   | 2         | 15         | 11         | 7          | 2          | 10/110                           | CHRISTAL             |         | 7.6                |
| 7.2      | 6.3        | 5.7        | 7.4        | 8.7      | 2                     | WXYV<br>102.7    | UC     | 5         | 2          | 1          | 1          | 1          | 9/116                            | MCGAVREN             |         | 10.9               |
| 7.2      | 9.0        | 9.7        | 8.9        | 8.0      | 3                     | WBSB<br>104.3    | CHR    | 1         | 1          | 2          | 2          | 3          | 14/77                            | BANNER               | ABC-C   | 9.2                |
| 5.7      | 4.8        | 5.9        | 6.6        | 6.6      | 4                     | WPOC<br>93.1     | CTRY   | 7         | 11         | 10         | 5          | 4          | 11/98                            | EASTMAN              | ABC-D   | 5.5                |
| 8.6      | 8.4        | 6.7        | 7.8        | 6.3      | 5                     | WBAL<br>1090     | N/T    | 3         | 17         | 21         | 14         | 8          | 14/75                            | HNWH                 | ABC-E   | 6.0                |
| 4.7      | 5.1        | 5.0        | 5.6        | 4.6      | 6                     | WIYY<br>97.9     | AOR    | 6         | 6          | 3          | 3          | 7          | 16/66                            | HNWH                 | ABC-R   | 6.7                |
| 4.4      | 4.5        | 3.3        | 4.1        | 4.4      | 7                     | WWMX<br>106.5    | AC     | 4         | 9          | 4          | 4          | 5          | 19/58                            | KATZ                 |         | 2.9                |
| 2.7      | 2.1        | 3.0        | 2.8        | 3.4      | 8                     | WQSR<br>105.7    | GOLD   | 10        | 12         | 8          | 6          | 6          | 14/80                            | BANNER               | CBS     | 2.5                |
| 3.3      | 3.3        | 3.2        | 3.2        | 3.4      | 9                     | WFBR<br>1300     | TALK   | 12        | 36         | 28         | 20         | 16         | 14/80                            | REPUBLIC             | CBS     | 3.2                |
| 3.1      | 3.2        | 2.5        | 2.4        | 3.0      | 10                    | WGHT<br>95.9     | CHR    | 9         | 5          | 7          | 10         | 13         | 17/63                            | MMR                  |         | 2.5                |
| 2.7      | 3.3        | 2.6        | 2.1        | 2.9      | 11                    | WWDC-FM<br>101.1 | AOR    | 8         | 10         | 5          | 8          | 10         | 18/61                            | CHRISTAL             | US1     | 3.4                |
| 1.9      | 2.3        | 1.8        | 1.9        | 2.7      | 12                    | WGRX<br>100.7    | GOLD   | 13        | 7          | 6          | 9          | 12         | 15/72                            | DURPETTI             | ABC-F   | 3.1                |
| 2.5      | 3.1        | 3.2        | 2.3        | 2.5      | 13                    | WBGR<br>860      | REL    | 21        | 21         | 13         | 13         | 11         | 10/106                           | ROSLIN               | UPI     | 2.2                |
| 3.3      | 2.9        | 2.1        | 2.5        | 2.5      | 14                    | WYST-FM<br>92.3  | AC     | 11        | 19         | 12         | 11         | 9          | 18/59                            | MMR                  | AP      | 2.3                |
| 2.9      | 3.4        | 4.1        | 2.2        | 2.3      | 15                    | WCAO<br>600      | CTRY   | 14        | 20         | 27         | 18         | 15         | 17/65                            | MCGAVREN             | NBC     | 2.1                |
| 3.0      | 2.1        | 2.6        | 2.7        | 2.1      | 16                    | WITH<br>1230     | BBND   | 19        | 34         | 31         | 30         | 25         | 13/83                            | GROSKIN              | MBS     | 1.8                |
| 1.2      | 1.5        | 2.2        | 1.6        | 1.9      | 17                    | WRQX<br>107.3    | CHR    | 15        | 3          | 14         | 15         | 18         | 19/57                            | KATZ                 | ABC-C   | 2.1                |
| 2.3      | 2.3        | 2.1        | 2.6        | 1.8      | 18                    | WEBB<br>1360     | UC     | 18        | 4          | 16         | 19         | 22         | 15/71                            | CITIMEDIA            | SHRDN   | 1.9                |
| 0.8      | 1.0        | 1.2        | 1.3        | 1.6      | 19                    | WHFS<br>99.1     | AOR    | 22        | 18         | 9          | 12         | 14         | 16/66                            | MASLA                | MBS     | 1.5                |
| 1.9      | 1.9        | 2.4        | 3.0        | 1.5      | 20                    | WWIN<br>1400     | UC     | 16        | 8          | 18         | 16         | 19         | 21/52                            | MMR                  | NBN     | 2.1                |
| 1.3      | 1.0        | 1.6        | 0.8        | 1.5      | 21                    | WRBS<br>95.1     | REL    | 25        | 25         | 19         | 21         | 21         | 13/81                            |                      |         | 1.6                |
| 1.1      | 0.9        | 1.2        | 1.1        | 1.2      | 22                    | WTOP<br>1500     | NEWS   | 17        | 33         | 26         | 22         | 20         | 23/46                            | HNWH                 | CBS     | 1.2                |
| 1.4      | 1.4        | 1.3        | 1.3        | 1.2      | 23                    | WHUR<br>96.3     | UC     | 20        | 14         | 15         | 17         | 17         | 23/48                            | DURPETTI             |         | 2.5                |
| 1.3      | 1.1        | 2.8        | 2.7        | 1.2      | 24                    | WCBM<br>680      | AC     | 23        | 24         | 29         | 26         | 24         | 21/52                            | KATZ                 | ABC-I   | 1.1                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WXYX       | 1 WBSB         | 1 WXYV       | 1 WBSB         | 1 WXYV       | 1 WXYV         | AC 8.1      |
| 2 WIYY       | 2 WXYV         | 2 WIYY       | 2 WXYV         | 2 WQSR       | 2 WBSB         | AOR 9.1     |
| 3 WWDC-FM    | 3 WWMX         | 3 WWDC-FM    | 3 WWMX         | 3 WLIF       | 3 WLIF         | BBnd 2.1    |
| 4 WGRX       | 4 WGHT         | 4 WQSR       | 4 WLIF         | 4 WIYY       | 4 WPOC         | BM/Easy 9.8 |
| 5 WWMX       | 5 WIYY         | 5 WGRX       | 5 WPOC         | 5 WBSB       | 5 WWMX         | CHR 12.9    |
| 6 WBSB       | 6 WPOC         | 6 WBSB       | 6 WGHT         | 6 WWMX       | 6 WQSR         | Ctry 8.9    |
| 7 WHFS       | 7 WQSR         | 7 WWMX       | 7 WQSR         | 7 WPOC       | 7 WBGR         | Gold 6.1    |
| 8 WGHT       | 8 WLIF         | 8 WPOC       | 8 WIYY         | 8 WWDC-FM    | 8 WBAL         | N/T 10.9    |
| 9 WQSR       | 9 WWDC-FM      | 9 WHFS       | 9 WBGR         | 9 WYST-FM    | 9 WIYY         | Rel/CC 4.0  |
| 10 WPOC      | 10 WGRX        | 10 WLIF      | 10 WYST-FM     | 10 WGRX      | 10 WGHT        | UC 13.2     |



# BUFFALO-NIAGARA FALLS #38

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIFCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 11.9     | 10.0       | 8.0        | 8.8        | 11.8     | 1                     | WBEN<br>930            | AC     | 1         | 6          | 7          | 7          | 4          | 16/67                            | EASTMAN              | NBC     | 8.1                |
| 9.7      | 10.4       | 7.2        | 9.3        | 8.6      | 2                     | WJYE<br>96.1           | B/EZ   | 3         | 18         | 12         | 9          | 6          | 13/83                            | CHRISTAL             |         | 5.7                |
| 7.6      | 8.7        | 7.7        | 9.5        | 8.3      | 3                     | WHTT-A/F<br>1120 104.1 | GOLD   | 5         | 5          | 1          | 1          | 2          | 12/91                            | MMR                  |         | 10.3               |
| 5.2      | 6.0        | 5.6        | 7.5        | 8.2      | 4                     | WKSE<br>98.5           | CHR    | 2         | 1          | 4          | 4          | 7          | 14/77                            | HNWH                 |         | 9.4                |
| 6.2      | 6.9        | 8.9        | 9.0        | 7.0      | 5                     | WYRK<br>106.5          | CTRY   | 8         | 8          | 8          | 6          | 3          | 12/92                            | MCGAVERN             |         | 6.6                |
| 6.6      | 5.5        | 5.4        | 4.3        | 6.5      | 6                     | WBLK<br>93.7           | UC     | 12        | 4          | 3          | 2          | 5          | 8/133                            | DURPETTI             | CBS-R   | 10.0               |
| 5.2      | 5.2        | 5.6        | 5.0        | 6.3      | 7                     | WECK<br>1230           | BBND   | 10        | 17         | 21         | 15         | 13         | 11/101                           | ROSLIN               | CBS     | 4.4                |
| 6.3      | 6.8        | 10.3       | 7.7        | 6.2      | 8                     | WBUF<br>92.9           | AC     | 7         | 15         | 6          | 5          | 1          | 14/75                            | MCGAVERN             |         | 7.5                |
| 4.7      | 6.6        | 5.0        | 6.7        | 5.7      | 9                     | WPHD-A/F<br>1400 103.3 | AOR    | 4         | 2          | 2          | 3          | 10         | 18/60                            | CBS SPOT             | CBS     | 8.2                |
| 4.8      | 4.2        | 5.3        | 3.6        | 4.7      | 10                    | WMJQ<br>102.5          | CHR    | 6         | 3          | 5          | 8          | 9          | 21/51                            | EASTMAN              | ABC-C   | 3.6                |
| 5.1      | 4.3        | 5.2        | 3.8        | 4.1      | 11                    | WGR<br>550             | AC     | 11        | 13         | 13         | 11         | 8          | 16/67                            | KATZ                 | ABC-E   | 3.4                |
| 4.3      | 4.2        | 3.6        | 3.2        | 3.7      | 12                    | WWKB<br>1520           | GOLD   | 9         | 12         | 10         | 10         | 11         | 21/51                            | HNWH                 | ABC-D   | 4.0                |
| 3.6      | 4.1        | 4.6        | 4.7        | 2.6      | 13                    | WRLT<br>96.9           | AC     | 13        | 11         | 14         | 12         | 12         | 20/54                            | KATZ                 | NBC-S   | 2.1                |
| 4.1      | 2.6        | 2.6        | 1.7        | 1.5      | 14                    | WBYR<br>107.7          | AOR    | 14        | 7          | 9          | 13         | 17         | 24/44                            | TORBET               | NBC-S   | 3.6                |
| 0.6      | 0.7        | 0.8        | 1.0        | 1.4      | 15                    | WUFO<br>1080           | UC     | 18        | 24         | 11         | 14         | 14         | 10/105                           | ROSLIN               | SHRDN   | .4                 |
| 0.7      | 0.8        | 0.5        | 0.9        | 1.3      | 16                    | WXRL<br>1300           | CTRY   | 15        | 21         | 18         | 19         | 15         | 18/59                            |                      | MBS     | .3                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WHTT-FM    | 1 WSKE         | 1 WHTT-FM    | 1 WKSE         | 1 WHTT-FM    | 1 WBUF         |
| 2 WPHD-FM    | 2 WBLK         | 2 WBEN       | 2 WBUF         | 2 WBEN       | 2 WYRK         |
| 3 WBLK       | 3 WHTT-FM      | 3 WPHD-FM    | 3 WMJQ         | 3 WYRK       | 3 WBLK         |
| 4 WBEN       | 4 WMJQ         | 4 WBLK       | 4 WBLK         | 4 WBLK       | 4 WJYE         |
| 5 WKSE       | 5 WPHD-FM      | 5 WYRK       | 5 WHTT-FM      | 5 WBUF       | 5 WKSE         |
| 6 WBYR       | 6 WBUF         | 6 WBUF       | 6 WYRK         | 6 WGR        | 6 WBEN         |
| 7 WBUF       | 7 WYRK         | 7 WGR        | 7 WJYE         | 7 WJYE       | 7 WMJQ         |
| 8 WYRK       | 8 WJYE         | 8 WKSE       | 8 WPHD-FM      | 8 WPHD-FM    | 8 WRLT         |
| 9 WUFO       | 9 WBEN         | 9 WWKB       | 9 WBEN         | 9 WWKB       | 9 WHTT-FM      |
| 10 WGR       | 10 WRLT        | 10 WJYE      | 10 WRLT        | 10 WECK      | 10 WWKB        |

|         |      |
|---------|------|
| AC      | 24.7 |
| AOR     | 7.2  |
| BBnd    | 6.3  |
| BM/Easy | 8.6  |
| CHR     | 12.9 |
| Ctry    | 8.3  |
| Gold    | 12   |
| UC      | 7.9  |

# BOSTON #7

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.1      | 6.8        | 7.1        | 7.3        | 7.4      | 1                     | <b>WBCN</b><br>104.1    | AOR    | 3         | 3          | 1          | 1          | 1          | 13/83                            | TORBET               |         | 11.2               |
| 8.4      | 9.0        | 8.7        | 7.1        | 7.3      | 2                     | <b>WBZ</b><br>1030      | AC     | 2         | 8          | 14         | 6          | 2          | 14/75                            | GROUP W              | ABC-I   | 6.6                |
| 8.0      | 8.9        | 8.8        | 8.1        | 7.0      | 3                     | <b>WXKS-FM</b><br>107.9 | CHR    | 1         | 2          | 2          | 2          | 3          | 16/69                            | MMR                  |         | 10.4               |
| 5.6      | 7.0        | 6.9        | 6.4        | 6.9      | 4                     | <b>WRKO</b><br>680      | N/T    | 8         | 27         | 18         | 13         | 8          | 10/106                           | REPUBLIC             | MBS     | 4.6                |
| 6.8      | 6.7        | 5.7        | 6.3        | 5.7      | 5                     | <b>WJIB</b><br>96.9     | B/EZ   | 9         | 18         | 21         | 15         | 11         | 12/91                            | MCGAVREN             |         | 4.0                |
| 4.5      | 5.1        | 4.6        | 4.9        | 5.2      | 6                     | <b>WEEI</b><br>590      | NEWS   | 4         | 19         | 15         | 14         | 12         | 18/61                            | CBS SPOT             | CBS     | 2.8                |
| 3.5      | 3.6        | 4.7        | 4.3        | 5.2      | 7                     | <b>WZOU</b><br>94.5     | CHR    | 5         | 1          | 4          | 4          | 16         | 16/67                            | EASTMAN              |         | 7.9                |
| 6.0      | 5.8        | 5.7        | 4.6        | 5.2      | 8                     | <b>WHDH</b><br>850      | AC     | 6         | 17         | 13         | 12         | 7          | 15/72                            | DURPETTI             |         | 3.1                |
| 4.8      | 4.9        | 4.7        | 4.4        | 4.4      | 9                     | <b>WSSH-FM</b><br>99.5  | AC     | 10        | 11         | 12         | 8          | 4          | 14/75                            | HNWH                 |         | 4.0                |
| 3.4      | 4.1        | 4.5        | 4.0        | 4.4      | 10                    | <b>WZLX</b><br>100.7    | GOLD   | 11        | 13         | 3          | 3          | 5          | 14/79                            | CHRISTAL             |         | 5.5                |
| 3.8      | 3.8        | 3.8        | 4.2        | 3.2      | 11                    | <b>WROR</b><br>98.5     | AC     | 7         | 12         | 10         | 5          | 6          | 22/48                            | REPUBLIC             | US1     | 3.6                |
| 1.4      | 1.7        | 2.3        | 2.8        | 3.0      | 12                    | <b>WILD</b><br>1090     | UC     | 18        | 5          | 5          | 10         | 14         | 8/139                            | ROSLIN               | SHRDN   | 2.9                |
| 0.9      | 1.3        | 1.4        | 1.5        | 2.9      | 13                    | <b>WODS</b><br>103.3    | GOLD   | 13        | 6          | 9          | 7          | 9          | 17/62                            | CBS SPOT             | CBS-R   | 2.3                |
| 3.2      | 4.0        | 3.5        | 2.9        | 2.9      | 14                    | <b>WMJX</b><br>106.7    | AC     | 12        | 10         | 7          | 9          | 13         | 21/53                            | MCGAVREN             |         | 1.8                |
| 2.9      | 3.1        | 2.5        | 2.7        | 2.7      | 15                    | <b>WVBF</b><br>105.7    | AC     | 14        | 14         | 6          | 11         | 10         | 17/62                            | BANNER               |         | 1.8                |
| 2.8      | 1.6        | 2.2        | 1.9        | 2.3      | 16                    | <b>WBOS</b><br>92.9     | CTRY   | 16        | 22         | 16         | 16         | 15         | 15/72                            | DURPETTI             | ABC-D   | 3.5                |
| 2.4      | 1.8        | 2.7        | 1.9        | 2.0      | 17                    | <b>WAAF</b><br>107.3    | AOR    | 15        | 4          | 8          | 17         | 21         | 20/53                            | KATZ                 |         | 4.1                |
| 1.7      | 1.4        | 1.8        | 1.7        | 1.6      | 18                    | <b>WXKS</b><br>1430     | BBND   | 20        | 28         | 32         | 24         | 22         | 13/85                            | MMR                  |         | .3                 |
| 0.8      | 1.2        | 0.6        | 1.4        | 1.5      | 19                    | <b>WFNX</b><br>101.7    | AOR    | 19        | 16         | 11         | 18         | 17         | 14/77                            |                      |         | 1.7                |
| 1.9      | 1.6        | 1.4        | 1.8        | 1.4      | 20                    | <b>WCRB</b><br>102.5    | CLAS   | 17        | 30         | 20         | 21         | 18         | 20/55                            | DONOFRIO             |         | 1.5                |

Continued on Page 124

**Kiss**  
108 FM

NEW ENGLAND'S BETTER MUSIC STATION

**WXKS·1430AM**  
*Boston's Original Hits*

# BEING ALL THINGS TO ALL PEOPLE ISN'T JUST LIPSERVICE!



## #1 Total Persons 12+ (Estimated Population 3,183,800)\*

|    |          | SCALE  | 10000          | 15000 | 20000 | 25000 | 30000 | 35000 | 40000 | 45000 |  |
|----|----------|--------|----------------|-------|-------|-------|-------|-------|-------|-------|--|
| 1  | WXKS A-F | 47,400 | [Progress bar] |       |       |       |       |       |       |       |  |
| 2  | WBCN     | 40,700 | [Progress bar] |       |       |       |       |       |       |       |  |
| 3  | WBZ      | 40,400 | [Progress bar] |       |       |       |       |       |       |       |  |
| 4  | WRKO     | 38,300 | [Progress bar] |       |       |       |       |       |       |       |  |
| 5  | WJIB     | 31,200 | [Progress bar] |       |       |       |       |       |       |       |  |
| 6  | WEEI     | 28,800 | [Progress bar] |       |       |       |       |       |       |       |  |
| 7  | WZOU     | 28,500 | [Progress bar] |       |       |       |       |       |       |       |  |
| 8  | WHDH     | 28,400 | [Progress bar] |       |       |       |       |       |       |       |  |
| 9  | WSSH-FM  | 24,500 | [Progress bar] |       |       |       |       |       |       |       |  |
| 10 | WZLX     | 24,200 | [Progress bar] |       |       |       |       |       |       |       |  |

## #2 Adults 25-54 (Estimated Population 1,583,700)\*

|    |          | SCALE  | 3000           | 6000 | 9000 | 12000 | 15000 | 18000 | 21000 | 27000 |  |
|----|----------|--------|----------------|------|------|-------|-------|-------|-------|-------|--|
| 1  | WBCN     | 21,600 | [Progress bar] |      |      |       |       |       |       |       |  |
| 2  | WXKS A-F | 18,100 | [Progress bar] |      |      |       |       |       |       |       |  |
| 3  | WBZ      | 16,300 | [Progress bar] |      |      |       |       |       |       |       |  |
| 4  | WSSH-FM  | 15,600 | [Progress bar] |      |      |       |       |       |       |       |  |
| 5  | WZLX     | 15,200 | [Progress bar] |      |      |       |       |       |       |       |  |
| 6  | WROR     | 14,700 | [Progress bar] |      |      |       |       |       |       |       |  |
|    | WHDH     | 14,700 | [Progress bar] |      |      |       |       |       |       |       |  |
| 8  | WRKO     | 14,200 | [Progress bar] |      |      |       |       |       |       |       |  |
| 9  | WODS     | 13,400 | [Progress bar] |      |      |       |       |       |       |       |  |
| 10 | WVBF     | 12,200 | [Progress bar] |      |      |       |       |       |       |       |  |

## #2 Adults 18-34 (Estimated Population 1,113,900)\*

|    |          | SCALE  | 4000           | 8000 | 12000 | 16000 | 20000 | 24000 | 28000 | 32000 | 36000 |
|----|----------|--------|----------------|------|-------|-------|-------|-------|-------|-------|-------|
| 1  | WBCN     | 31,600 | [Progress bar] |      |       |       |       |       |       |       |       |
| 2  | WXKS A-F | 25,500 | [Progress bar] |      |       |       |       |       |       |       |       |
| 3  | WZLX     | 17,500 | [Progress bar] |      |       |       |       |       |       |       |       |
| 4  | WZOU     | 12,400 | [Progress bar] |      |       |       |       |       |       |       |       |
| 5  | WILD     | 11,000 | [Progress bar] |      |       |       |       |       |       |       |       |
| 6  | WVBF     | 8,900  | [Progress bar] |      |       |       |       |       |       |       |       |
| 7  | WMJX     | 8,700  | [Progress bar] |      |       |       |       |       |       |       |       |
| 8  | WODS     | 8,200  | [Progress bar] |      |       |       |       |       |       |       |       |
|    | WAAF     | 8,200  | [Progress bar] |      |       |       |       |       |       |       |       |
| 10 | WROR     | 7,400  | [Progress bar] |      |       |       |       |       |       |       |       |

\*Boston Metro Survey Area, Mon.-Sun., 6A-12Mid., Fall, 1987 Arbitron. Average Person WXKS A/F.

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



# 108 FM

# CHARLOTTE-GASTONIA-ROCK HILL #41

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.9     | 10.0       | 11.9       | 13.7       | 14.2     | 1                     | <b>WPEG</b><br>97.9     | UC     | 4         | 1          | 1          | 1          | 2          | 7/151                            | HNWH                 | CBS-R   | 18.8               |
| 13.6     | 13.7       | 12.2       | 10.8       | 12.1     | 2                     | <b>WSOC-FM</b><br>103.7 | CTRY   | 1         | 6          | 6          | 3          | 1          | 12/89                            | CHRISTAL             |         | 11.9               |
| 7.4      | 6.9        | 7.8        | 7.7        | 8.1      | 3                     | <b>WRFX</b><br>99.7     | AOR    | 8         | 4          | 2          | 2          | 4          | 10/105                           | MCGAVREN             |         | 10.4               |
| 7.3      | 8.3        | 8.0        | 7.1        | 7.0      | 4                     | <b>WBT</b><br>1110      | AC     | 6         | 23         | 12         | 9          | 8          | 13/86                            | BANNER               | MBS     | 5.0                |
| 9.0      | 8.1        | 7.1        | 7.3        | 6.7      | 5                     | <b>WLVK</b><br>96.9     | CTRY   | 7         | 5          | 7          | 6          | 5          | 13/83                            | TORBET               | ABC-E   | 5.4                |
| 4.0      | 6.5        | 5.1        | 5.3        | 6.5      | 6                     | <b>WBCY</b><br>107.9    | CHR    | 2         | 3          | 3          | 5          | 7          | 18/60                            | BANNER               |         | 9.7                |
| 7.9      | 8.8        | 7.6        | 8.4        | 6.3      | 7                     | <b>WROQ</b><br>95.1     | CHR    | 3         | 2          | 4          | 8          | 10         | 18/61                            | REPUBLIC             | US1     | 7.8                |
| 8.9      | 8.9        | 6.5        | 7.2        | 6.2      | 8                     | <b>WEZC</b><br>104.7    | AC     | 5         | 7          | 5          | 4          | 3          | 15/72                            | MMR                  |         | 6.1                |
| --       | 1.5        | 5.6        | 5.1        | 5.2      | 9                     | <b>WWMG</b><br>96.1     | AC     | 9         | 8          | 8          | 7          | 6          | 11/101                           | KATZ                 |         | 3.2                |
| --       | --         | --         | 0.5        | 3.6      | 10                    | <b>WRLX</b><br>102.9    | B/EZ   | 11        | 19         | 18         | 12         | 12         | 12/90                            | MASLA                |         | 1.2                |
| 6.0      | 4.0        | 4.5        | 3.4        | 3.3      | 11                    | <b>WLIT</b><br>101.9    | AC     | 10        | 18         | 9          | 10         | 9          | 16/66                            | REPUBLIC             | US2     | 2.5                |
| 1.5      | 1.5        | 1.1        | 1.8        | 2.0      | 12                    | <b>WGIV</b><br>1600     | UC     | 12        | 16         | 11         | 11         | 11         | 16/67                            | HNWH                 | NBN     | .8                 |
| 1.2      | 0.0        | 0.7        | 0.6        | 1.0      | 13                    | <b>WMIT</b><br>106.9    | REL    | 15        | 21         | 15         | 14         | 13         | 18/61                            |                      | ABC-I   | .9                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Women<br>25-54 | Men<br>25-54 |             |
|--------------|----------------|--------------|----------------|----------------|--------------|-------------|
| 1 WRFX       | 1 WPEG         | 1 WRFX       | 1 WPEG         | 1 WSOC-FM      | 1 WRFX       | AC 21.7     |
| 2 WPEG       | 2 WBCY         | 2 WPEG       | 2 WSOC-FM      | 2 WPEG         | 2 WSOC-FM    | AOR 8.1     |
| 3 WBCY       | 3 WRFX         | 3 WSOC-FM    | 3 WEZC         | 3 WEZC         | 3 WPEG       | BM/Easy 3.6 |
| 4 WROQ       | 4 WEZC         | 4 WWMG       | 4 WBCY         | 4 WLVK         | 4 WWMG       | CHR 12.8    |
| 5 WEZC       | 5 WSOC-FM      | 5 WLVK       | 5 WLVK         | 5 WBCY         | 5 WLVK       | Ctry 18.8   |
| 6 WWMG       | 6 WROQ         | 6 WEZC       | 6 WRFX         | 6 WWMG         | 6 WEZC       | Rel/CC 1.0  |
| 7 WSOC-FM    | 7 WLVK         | 7 WBCY       | 7 WWMG         | 7 WBT          | 7 WBCY       | UC 16.2     |
| 8 WLVK       | 8 WWMG         | 8 WROQ       | 8 WROQ         | 8 WRFX         | 8 WBT        |             |
| 9 WXRC       | 9 WLIT         | 9 WBT        | 9 WBT          | 9 WLIT         | 9 WROQ       |             |
| 10 WLIT      | 10 WBT         | 10 WLIT      | 10 WLIT        | 10 WROQ        | 10 WLIT      |             |

# CHICAGO #3

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 7.9      | 7.7        | 8.6        | 8.2        | 8.0      | 1          | 1       | WGCI-FM<br>107.5 | UC     | 3         | 3          | 1          | 1          | 1          | 11/101                         | MCGAVREN             |         | 11.4               |
| 9.3      | 8.1        | 8.4        | 9.7        | 8.0      | 2          | 2       | WGN<br>720       | TALK   | 1         | 9          | 16         | 6          | 2          | 14/77                          | CHRISTAL             | ABC-I   | 9.5                |
| 5.5      | 6.8        | 5.7        | 6.3        | 6.3      | 3          | 3       | WBBM<br>780      | NEWS   | 2         | 26         | 18         | 15         | 3          | 18/61                          | CBS SPOT             | CBS     | 4.9                |
| 6.3      | 6.2        | 5.3        | 5.3        | 5.4      | 4          | 4       | WLOO<br>100.3    | B/EZ   | 9         | 34         | 19         | 13         | 5          | 11/96                          | HNWH                 | ABC-E   | 4.2                |
| 4.5      | 4.6        | 4.4        | 5.1        | 4.5      | 5          | 5       | WBMX<br>102.7    | UC     | 6         | 4          | 4          | 3          | 10         | 16/68                          | DURPETTI             | ABC-F   | 4.9                |
| 4.6      | 5.1        | 3.7        | 3.6        | 4.5      | 6          | 6       | WLUP-FM<br>97.9  | AOR    | 7         | 6          | 2          | 2          | 8          | 15/71                          | MMR                  |         | 4.1                |
| 4.2      | 3.7        | 3.8        | 4.1        | 3.9      | 7          | 7       | WBBM-FM<br>96.3  | CHR    | 4         | 2          | 6          | 10         | 17         | 22/50                          | CBS SPOT             | CBS-R   | 4.9                |
| 2.7      | 2.7        | 2.7        | 3.5        | 3.9      | 8          | 8       | WYTZ<br>94.7     | CHR    | 5         | 1          | 8          | 12         | 19         | 18/60                          | BANNER               | ABC-R   | 4.5                |
| 4.0      | 4.2        | 4.2        | 3.3        | 3.7      | 9          | 9       | WLAK<br>93.9     | AC     | 10        | 16         | 13         | 7          | 4          | 15/70                          | CHRISTAL             |         | 2.7                |
| 1.9      | 2.8        | 2.9        | 3.7        | 3.4      | 10         | 10      | WCKG<br>105.9    | GOLD   | 12        | 5          | 3          | 4          | 9          | 15/70                          | KATZ                 |         | 3.8                |
| 2.8      | 3.4        | 2.6        | 2.7        | 3.3      | 11         | 11      | WJJD<br>1160     | BBND   | 21        | 18         | 35         | 32         | 26         | 10/111                         | KATZ                 | US2     | 2.4                |
| 3.7      | 3.5        | 3.0        | 2.7        | 3.0      | 12         | 12      | WCLR<br>101.9    | AC     | 11        | 10         | 10         | 5          | 6          | 18/59                          | MCGAVREN             |         | 2.5                |
| 3.3      | 2.4        | 2.9        | 2.9        | 2.7      | 13         | 13      | WJMK<br>104.3    | GOLD   | 13        | 8          | 12         | 8          | 7          | 18/59                          | KATZ                 | US2     | 1.9                |
| 2.9      | 3.1        | 3.3        | 2.6        | 2.6      | 14         | 14      | WUSN<br>99.5     | CTRY   | 16        | 21         | 15         | 17         | 12         | 14/79                          | TORBET               | ABC-D   | 3.1                |
| 2.6      | 3.0        | 3.2        | 2.9        | 2.5      | 15         | 15      | WKQX<br>101.1    | AC     | 8         | 7          | 7          | 11         | 16         | 25/44                          | EASTMAN              | NBC-S   | 3.2                |
| 2.3      | 2.9        | 2.7        | 2.4        | 2.5      | 16         | 16      | WXRT<br>93.1     | AOR    | 17        | 11         | 5          | 9          | 11         | 14/76                          | CBS SPOT             |         | 1.9                |
| 0.5      | 0.7        | 1.2        | 1.9        | 2.1      | 17         | 17      | WLUP<br>1000     | AOR    | 20        | 14         | 9          | 14         | 15         | 16/69                          | MMR                  | MBS     | 1.6                |
| 2.3      | 2.3        | 2.6        | 2.9        | 2.0      | 18         | 18      | WFYR<br>103.5    | AC     | 14        | 19         | 11         | 16         | 14         | 22/48                          | REPUBLIC             | US1     | 1.9                |
| 1.9      | 1.3        | 1.4        | 1.1        | 2.0      | 19         | 19      | WFMT<br>98.7     | CLAS   | 22        | 31         | 30         | 22         | 20         | 15/70                          | CMBS                 |         | 1.0                |
| 3.0      | 2.7        | 2.5        | 2.2        | 1.8      | 20         | 20      | WLS<br>890       | AC     | 15        | 25         | 21         | 19         | 18         | 22/49                          | BANNER               | ABC-C   | 2.0                |
| 1.2      | 1.3        | 1.6        | 1.2        | 1.8      | 21         | 21      | WNUA<br>95.5     | NAC    | 19        | 23         | 14         | 18         | 13         | 18/59                          | DURPETTI             |         | 2.0                |
| 1.2      | 1.5        | 1.5        | 1.2        | 1.6      | 22         | 22      | WVON<br>1450     | GOLD   | 28        | 15         | 24         | 23         | 23         | 7/149                          | ROSLIN               | MBS     | .6                 |
| 1.6      | 1.7        | 2.2        | 1.9        | 1.4      | 23         | 23      | WMAQ<br>670      | TALK   | 18        | 36         | 28         | 25         | 25         | 25/43                          | EASTMAN              | NBC     | 2.0                |
| 1.4      | 0.9        | 1.2        | 0.8        | 1.4      | 24         | 24      | WNIB<br>97.1     | CLAS   | 23        | 22         | 31         | 26         | 24         | 19/56                          |                      |         | 1.1                |
| 1.1      | 1.3        | 1.2        | 1.1        | 1.1      | 25         | 25      | WOJO<br>105.1    | SPAN   | 25        | 32         | 20         | 20         | 21         | 14/79                          | KATZ-H               |         | .9                 |
| 1.1      | 1.2        | 1.4        | 1.2        | 1.1      | 26         | 26      | WLNR<br>106.3    | NAC    | 24        | 30         | 17         | 21         | 22         | 16/69                          |                      |         | 1.7                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 13.0 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WLUP-FM    | 1 WGCI-FM      | 1 WGCI-FM    | 1 WGCI-FM      | 1 WGCI-FM    | 1 WGCI-FM      | AOR     | 12.5 |
| 2 WGCI-FM    | 2 WBMX         | 2 WLUP-FM    | 2 WLAK         | 2 WGN        | 2 WLAK         | BBnd    | 3.3  |
| 3 WCKG       | 3 WLUP-FM      | 3 WCKG       | 3 WCLR         | 3 WBBM       | 3 WCLR         | BM/Easy | 5.4  |
| 4 WBMX       | 4 WBBM-FM      | 4 WBMX       | 4 WBMX         | 4 WCKG       | 4 WGN          | CHR     | 7.8  |
| 5 WXRT       | 5 WKQX         | 5 WLUP       | 5 WBBM-FM      | 5 WLUP-FM    | 5 WLOO         | Clas    | 3.4  |
| 6 WLUP       | 6 WYTZ         | 6 WXRT       | 6 WYTZ         | 6 WJMK       | 6 WBMX         | Ctry    | 2.6  |
| 7 WBBM-FM    | 7 WCLR         | 7 WJMK       | 7 WLUP-FM      | 7 WXRT       | 7 WJMK         | Gold    | 4.3  |
| 8 WKQX       | 8 WXRT         | 8 WBBM       | 8 WKQX         | 8 WLUP       | 8 WUSN         | NAC     | 2.9  |
| 9 WFYR       | 9 WLAK         | 9 WGN        | 9 WGN          | 9 WLOO       | 9 WBBM         | N/T     | 15.7 |
| 10 WJMK      | 10 WCKG        | 10 WFYR      | 10 WJMK        | 10 WFYR      | 10 WKQX        | Span    | 1.1  |
|              |                |              |                |              |                | UC      | 12.5 |

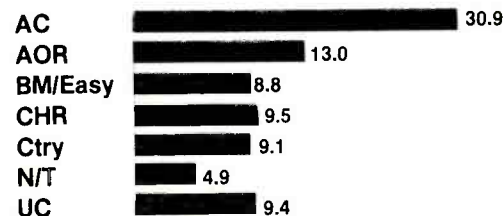
# CINCINNATI #30

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.8     | 12.6       | 10.3       | 16.7       | 11.9     | 1          | 1       | WEBN<br>102.7   | AOR    | 1         | 2          | 1          | 1          | 1          | 13/82                            | EASTMAN              |         | 16.6               |
| 7.4      | 7.2        | 13.9       | 13.4       | 9.7      | 2          | 2       | WLW<br>700      | AC     | 3         | 16         | 5          | 2          | 2          | 14/76                            | EASTMAN              | ABC-I   | 7.3                |
| 9.8      | 10.0       | 9.6        | 7.8        | 9.5      | 3          | 3       | WKRQ<br>101.9   | CHR    | 2         | 1          | 2          | 3          | 6          | 16/67                            | KATZ                 | ABC-F   | 11.2               |
| 11.3     | 10.5       | 9.6        | 9.2        | 8.8      | 4          | 4       | WWEZ<br>92.5    | B/EZ   | 5         | 12         | 15         | 12         | 7          | 12/89                            | CBS SPOT             |         | 7.7                |
| 7.9      | 8.8        | 6.3        | 6.1        | 8.0      | 5          | 5       | WKRC<br>550     | AC     | 4         | 19         | 12         | 7          | 4          | 16/68                            | KATZ                 | ABC-E   | 5.4                |
| 6.1      | 6.2        | 5.9        | 5.3        | 5.3      | 6          | 6       | WUBE<br>105.1   | CTRY   | 8         | 7          | 9          | 5          | 5          | 14/79                            | MCGAVERN             |         | 6.5                |
| 4.1      | 5.0        | 4.0        | 4.2        | 5.3      | 7          | 7       | WRRM<br>98.5    | AC     | 6         | 9          | 3          | 4          | 3          | 17/65                            | BANNER               |         | 5.5                |
| 5.9      | 4.5        | 4.2        | 6.0        | 4.9      | 8          | 8       | WCKY<br>1530    | N/T    | 10        | 17         | 19         | 15         | 14         | 13/83                            | CBS SPOT             | CBS     | 4.4                |
| 6.1      | 4.7        | 4.6        | 3.4        | 4.4      | 9          | 9       | WBLZ<br>103.5   | UC     | 9         | 3          | 4          | 6          | 9          | 15/71                            | REPUBLIC             |         | 5.6                |
| 2.6      | 3.8        | 4.4        | 3.8        | 3.8      | 10         | 10      | WBVE<br>96.5    | CTRY   | 12        | 8          | 10         | 11         | 10         | 16/69                            | DURPETTI             | ABC-D   | 4.5                |
| 0.3      | 1.8        | 2.5        | 2.4        | 3.7      | 11         | 11      | WIZF<br>100.9   | UC     | 14        | 4          | 7          | 9          | 11         | 9/121                            | TORBET               |         | 6.1                |
| 3.4      | 3.1        | 3.3        | 2.2        | 3.4      | 12         | 12      | WWNK-FM<br>94.1 | AC     | 7         | 5          | 8          | 10         | 12         | 22/48                            | MMR                  |         | 3.2                |
| 4.5      | 3.4        | 2.7        | 3.3        | 2.8      | 13         | 13      | WLLT<br>94.9    | AC     | 11        | 11         | 6          | 8          | 8          | 22/49                            | REPUBLIC             |         | 2.6                |
| 1.3      | 1.3        | 1.7        | 1.6        | 1.7      | 14         | 14      | WJOJ<br>107.1   | AC     | 13        | 13         | 13         | 13         | 13         | 19/57                            | MASLA                |         | 1.5                |
| 3.1      | 1.7        | 1.2        | 1.4        | 1.3      | 15         | 15      | WCIN<br>1480    | UC     | 15        | 6          | 17         | 17         | 17         | 20/55                            | ROSLIN               | NBN     | 1.2                |
| 0.3      | 0.5        | 1.0        | 0.7        | 1.1      | 16         | 16      | WTUE<br>104.7   | AOR    | 16        | 14         | 11         | 14         | 15         | 16/66                            | MCGAVREN             |         | .8                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WEBN       | 1 WKRQ         | 1 WLW        | 1 WKRQ         | 1 WLW        | 1 WKRC         |
| 2 WLW        | 2 WEBN         | 2 WEBN       | 2 WEBN         | 2 WEBN       | 2 WWEZ         |
| 3 WKRQ       | 3 WRRM         | 3 WKRQ       | 3 WRRM         | 3 WWEZ       | 3 WLW          |
| 4 WUBE       | 4 WBLZ         | 4 WUBE       | 4 WUBE         | 4 WUBE       | 4 WUBE         |
| 5 WBLZ       | 5 WWNK-FM      | 5 WBVE       | 5 WWEZ         | 5 WKRC       | 5 WKRQ         |
| 6 WWNK-FM    | 6 WUBE         | 6 WKRC       | 6 WLW          | 6 WBVE       | 6 WRRM         |
| 7 WLLT       | 7 WLLT         | 7 WWEZ       | 7 WWNK-FM      | 7 WKRQ       | 7 WEBN         |
| 8 WRRM       | 8 WIZF         | 8 WRRM       | 8 WKRC         | 8 WRRM       | 8 WWNK-FM      |
| 9 WIZF       | 9 WLW          | 9 WBLZ       | 9 WBLZ         | 9 WCKY       | 9 WBVE         |
| 10 WBVE      | 10 WBVE        | 10 WLLT      | 10 WLLT        | 10 WWNK-FM   | 10 WLLT        |



# CLEVELAND #21

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.7     | 12.1       | 12.9       | 11.7       | 12.5     | 1          | 1       | WMMS<br>100.7          | CHR    | 1         | 3          | 1          | 1          | 1          | 11/96                            | KATZ                 | NBC-S   | 16.7               |
| 7.8      | 8.2        | 8.5        | 9.3        | 10.1     | 2          | 2       | WQAL<br>104.1          | B/EZ   | 5         | 17         | 12         | 8          | 7          | 10/108                           | CHRISTAL             |         | 5.6                |
| 9.5      | 11.5       | 13.1       | 11.3       | 9.0      | 3          | 3       | WMJI-A/F<br>1260 105.7 | AC     | 2         | 7          | 5          | 2          | 2          | 14/76                            | EASTERN              |         | 11.5               |
| 5.6      | 8.1        | 7.5        | 9.8        | 8.9      | 4          | 4       | WZAK<br>93.7           | UC     | 9         | 1          | 2          | 3          | 4          | 7/149                            | DURPETTI             | CBS-R   | 12.1               |
| 7.1      | 6.3        | 5.4        | 6.5        | 7.4      | 5          | 5       | WLTF<br>106.5          | AC     | 3         | 4          | 3          | 4          | 3          | 14/75                            | CHRISTAL             | AP      | 5.6                |
| 5.3      | 6.3        | 5.2        | 4.4        | 6.8      | 6          | 6       | WDOK<br>102.1          | AC     | 4         | 9          | 7          | 6          | 6          | 15/73                            | MCGAVREN             |         | 4.6                |
| 5.8      | 5.1        | 6.9        | 6.4        | 5.3      | 7          | 7       | WWWE<br>1100           | N/T    | 6         | 12         | 13         | 10         | 9          | 17/64                            | MCGAVREN             | ABC-I   | 4.5                |
| 5.0      | 5.4        | 6.7        | 4.6        | 5.2      | 8          | 8       | WGAR-A/F<br>1220 99.5  | CTRY   | 7         | 10         | 8          | 7          | 5          | 13/74                            | HNWH                 | ABC-E   | 5.1                |
| 4.3      | 3.2        | 4.1        | 4.7        | 4.8      | 9          | 9       | WNCX<br>98.5           | GOLD   | 8         | 8          | 4          | 5          | 8          | 16/68                            | BANNER               | ABC-F   | 4.7                |
| 3.1      | 3.2        | 3.2        | 2.9        | 3.7      | 10         | 10      | WERE<br>1300           | N/T    | 11        | 15         | 18         | 16         | 15         | 15/73                            | BANNER               | CBS     | 3.2                |
| 2.7      | 3.5        | 3.1        | 3.1        | 2.7      | 11         | 11      | WRQC<br>92.3           | CHR    | 10        | 2          | 10         | 11         | 13         | 20/53                            | MMR                  | ABC-R   | 4.7                |
| 1.9      | 1.7        | 1.6        | 1.4        | 2.1      | 12         | 12      | WCLV<br>95.5           | CLAS   | 13        | 18         | 17         | 14         | 10         | 15/75                            | CMBS                 |         | 1.9                |
| 1.8      | 1.5        | 1.5        | 1.2        | 2.1      | 13         | 13      | WONE-FM<br>97.5        | AOR    | 15        | 14         | 6          | 9          | 11         | 11/95                            | MCGAVREN             |         | 1.0                |
| 3.5      | 2.2        | 1.5        | 2.0        | 1.6      | 14         | 14      | WPHR<br>107.9          | CHR    | 12        | 5          | 9          | 12         | 14         | 21/52                            | REPUBLIC             | ABC-C   | 1.6                |
| 1.6      | 2.0        | 1.6        | 1.8        | 1.5      | 15         | 15      | WJMO<br>1490           | UC     | 14        | 23         | 11         | 13         | 12         | 18/61                            | MMR                  | SHRDN   | 1.5                |
| 1.1      | 2.5        | 1.3        | 1.9        | 1.5      | 16         | 16      | WABQ<br>1540           | REL    | 21        | 25         | 20         | 19         | 17         | 11/103                           | UNITY                | NBN     | 1.4                |
| 1.4      | 1.6        | 1.2        | 1.1        | 1.1      | 17         | 17      | WRMR<br>850            | B/EZ   | 18        | 19         | 19         | 20         | 20         | 17/63                            | CHRISTAL             | AP      | 1.5                |
| 0.8      | 1.5        | 0.7        | 1.1        | 1.0      | 19         | 19      | WEOL<br>930            | AC     | 22        | 20         | 21         | 23         | 23         | 13/82                            | REGIONAL             | ABC-E   |                    |
| 0.3      | 0.3        | 0.6        | 0.8        | 1.0      | 20         | 20      | CKLW<br>800            | BBND   | 23        | 24         | 24         | 22         | 22         | 12/91                            | REPUBLIC             |         |                    |
| 0.7      | 1.6        | 1.1        | 1.1        | 1.0      | 21         | 21      | WNWV<br>107.3          | NAC    | 16        | 6          | 14         | 17         | 18         | 21/53                            | REGIONAL             | SMN     | 2.1                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 24.2 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WMMS       | 1 WMMS         | 1 WMMS       | 1 WMMS         | 1 WMMS       | 1 WMMS         | AOR     | 2.1  |
| 2 WNCX       | 2 WZAK         | 2 WMJI-FM    | 2 WZAK         | 2 WMJI-FM    | 2 WMJI-FM      | BBnd    | 1.0  |
| 3 WZAK       | 3 WLTF         | 3 WNCX       | 3 WLTF         | 3 WGAR-FM    | 3 WLTF         | BM/Easy | 11.2 |
| 4 WMJI-FM    | 4 WMJI-FM      | 4 WZAK       | 4 WMJI-FM      | 4 WNCX       | 4 WZAK         | CHR     | 16.8 |
| 5 WONE-FM    | 5 WNCX         | 5 WLTF       | 5 WDOK         | 5 WZAK       | 5 WDOK         | Clas    | 2.1  |
| 6 WLTF       | 6 WDOK         | 6 WGAR-FM    | 6 WQAL         | 6 WLTF       | 6 WQAL         | Ctry    | 5.2  |
| 7 WDOK       | 7 WGAR-FM      | 7 WDOK       | 7 WGAR-FM      | 7 WDOK       | 7 WGAR-FM      | Gold    | 4.8  |
| 8 WGAR-FM    | 8 WRQC         | 8 WWWE       | 8 WNCX         | 8 WWWE       | 8 WJMO         | NAC     | 1.0  |
| 9 WWWE       | 9 WQAL         | 9 WQAL       | 9 WRQC         | 9 WQAL       | 9 WNCX         | N/T     | 9.0  |
| 10 WPHR      | 10 WPHR        | 10 WHK       | 10 WJMO        | 10 WCLV      | 10 WWWE        | Rel/CC  | 1.5  |
|              |                |              |                |              |                | UC      | 10.4 |

# COLUMBUS #34

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 11.0     | 12.9       | 8.9        | 10.7       | 10.9     | 1                     | <b>WBNS-FM</b><br>97.1 | B/EZ   | 6         | 7          | 8          | 7          | 3          | 11/102                         | BANNER               |         | 7.1                |
| 7.3      | 8.2        | 9.2        | 10.6       | 9.8      | 2                     | <b>WNCI</b><br>97.9    | CHR    | 1         | 2          | 2          | 3          | 5          | 16/69                          | MMR                  | ABC-C   | 14.1               |
| 9.8      | 8.7        | 10.1       | 7.6        | 9.8      | 3                     | <b>WTVN</b><br>610     | AC     | 5         | 11         | 6          | 6          | 4          | 12/88                          | KATZ                 | ABC-E   | 7.8                |
| 12.4     | 13.1       | 11.3       | 11.9       | 9.5      | 4                     | <b>WLVQ</b><br>96.3    | AOR    | 3         | 3          | 1          | 1          | 2          | 15/74                          | KATZ                 | NBC-S   | 12.1               |
| 7.4      | 7.9        | 9.7        | 6.8        | 8.7      | 5                     | <b>WSNY</b><br>94.7    | AC     | 4         | 5          | 3          | 2          | 1          | 15/72                          | MCGAVREN             |         | 6.6                |
| 8.8      | 8.9        | 9.2        | 8.3        | 8.0      | 6                     | <b>WXGT</b><br>92.3    | CHR    | 2         | 1          | 5          | 4          | 6          | 19/58                          | CHRISTAL             | CBS-R   | 11.8               |
| 5.2      | 3.6        | 4.4        | 4.4        | 4.8      | 7                     | <b>WHOK</b><br>95.5    | CTRY   | 9         | 9          | 7          | 8          | 7          | 14/76                          |                      | AP      | 4.7                |
| 7.1      | 4.2        | 4.1        | 3.6        | 4.6      | 8                     | <b>WMGG</b><br>99.7    | GOLD   | 7         | 17         | 4          | 5          | 8          | 17/63                          | TORBET               | MBS     | 5.2                |
| 2.7      | 3.1        | 3.3        | 3.4        | 3.8      | 9                     | <b>WMNI</b><br>920     | CTRY   | 10        | 13         | 14         | 12         | 9          | 11/100                         | TORBET               | MBS     | 2.5                |
| 2.4      | 3.3        | 3.1        | 1.9        | 2.7      | 10                    | <b>WVKO</b><br>1580    | UC     | 11        | 4          | 9          | 9          | 10         | 14/76                          | MCGAVREN             | SHRDN   | 3.2                |
| 2.7      | 2.3        | 2.0        | 1.5        | 2.4      | 11                    | <b>WBNS</b><br>1460    | AC     | 8         | 24         | 19         | 15         | 12         | 31/34                          | BANNER               | ABC-I   | 2.3                |
| 1.4      | 1.4        | 2.3        | 1.8        | 2.1      | 12                    | <b>WBBY</b><br>103.9   | JAZZ   | 12        | 12         | 12         | 10         | 11         | 16/67                          | TORBET               | US2     | 2.1                |
| 1.7      | 1.7        | 2.5        | 1.8        | 1.8      | 13                    | <b>WZZT</b><br>103.1   | UC     | 16        | 8          | 10         | 11         | 13         | 13/80                          | MASLA                | MBS     | 2.2                |
| 0.8      | 1.4        | 1.8        | 2.7        | 1.7      | 14                    | <b>WCKX</b><br>106.3   | UC     | 17        | 6          | 11         | 13         | 15         | 13/82                          | ROSLIN               | NBN     | --                 |
| 1.7      | 2.2        | 1.8        | 2.5        | 1.5      | 15                    | <b>WCOL</b><br>1230    | BBND   | 14        | 18         | 22         | 23         | 17         | 20/54                          | CHRISTAL             | SMN     | 1.7                |
| 1.2      | 1.3        | 1.2        | 1.4        | 1.3      | 16                    | <b>WRFD</b><br>880     | CC     | 18        | 14         | 13         | 14         | 14         | 14/77                          |                      | CNN     | .6                 |
| 1.1      | 1.4        | 2.1        | 2.7        | 1.2      | 17                    | <b>WLW</b><br>700      | AC     | 13        | 20         | 18         | 16         | 16         | 28/39                          | EASTMAN              | ABC-I   | 1.6                |
| 0.0      | 0.0        | 0.7        | 0.0        | 1.2      | 18                    | <b>WHTH</b><br>790     | CTRY   | 22        | 22         | 21         | 18         | 18         | 6/185                          | HOOPER               | AP      | --                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | FORMAT REACH |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WLVQ       | 1 WNCI         | 1 WLVQ       | 1 WSNY         | 1 WLVQ       | 1 WSNY         | AC 22.1      |
| 2 WNCI       | 2 WSNY         | 2 WNCI       | 2 WNCI         | 2 WSNY       | 2 WBNS-FM      | AOR 9.5      |
| 3 WMGG       | 3 WLVQ         | 3 WSNY       | 3 WLVQ         | 3 WTVN       | 3 WNCI         | BBnd 1.5     |
| 4 WSNY       | 4 WXGT         | 4 WMGG       | 4 WXGT         | 4 WBNS-FM    | 4 WTVN         | BM/Easy 10.9 |
| 5 WXGT       | 5 WTVN         | 5 WTVN       | 5 WTVN         | 5 WNCI       | 5 WXGT         | CHR 17.8     |
| 6 WHOK       | 6 WMGG         | 6 WXGT       | 6 WBNS-FM      | 6 WMGG       | 6 WLVQ         | Ctry 9.8     |
| 7 WCKX       | 7 WBNS-FM      | 7 WHOK       | 7 WVKO         | 7 WHOK       | 7 WHOK         | Gold 4.6     |
| 8 WTVN       | 8 WVKO         | 8 WBNS-FM    | 8 WMGG         | 8 WXGT       | 8 WVKO         | Jazz 2.1     |
| 9 WVKO       | 9 WZZT         | 9 WBBY       | 9 WHOK         | 9 WBBY       | 9 WMNI         | Rel/CC 1.3   |
| 10 WBBY      | 10 WRFD        | 10 WZZT      | 10 WBBY        | 10 WBNS      | 10 WMGG        | UC 6.2       |



# DALLAS-FT. WORTH #8

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|--------------------|
| 9.3      | 7.2        | 7.5        | 8.1        | 9.3      | 1                     | <b>KVIL-A/F</b><br>1150 103.7 | AC     | 2         | 7          | 3          | 1          | 1          | 12/88                            | TORBET                |         | 8.8                |
| 8.4      | 9.6        | 8.7        | 10.6       | 8.6      | 2                     | <b>KKDA-FM</b><br>104.5       | UC     | 8         | 3          | 1          | 2          | 3          | 8/140                            | KATZ                  | AP      | 10.7               |
| 8.3      | 8.4        | 7.4        | 6.9        | 7.4      | 3                     | <b>KPLX</b><br>99.5           | CTRY   | 4         | 4          | 5          | 3          | 2          | 13/86                            | EASTMAN               | AP      | 9.3                |
| 7.3      | 5.5        | 5.6        | 5.6        | 6.6      | 4                     | <b>KRLD</b><br>1080           | NEWS   | 1         | 25         | 15         | 11         | 5          | 18/59                            | KATZ                  | CBS     | 6.0                |
| 5.1      | 5.3        | 6.3        | 4.6        | 6.2      | 5                     | <b>KEGL</b><br>97.1           | CHR    | 3         | 2          | 2          | 4          | 14         | 16/68                            | TORBET                | ABC-C   | 7.5                |
| 7.2      | 6.3        | 4.9        | 6.3        | 6.0      | 6                     | <b>KMEZ-A/F</b><br>1480 100.3 | B/EZ   | 9         | 23         | 22         | 15         | 6          | 11/99                            | MCGAVERN              |         | 2.2                |
| 4.6      | 5.2        | 6.6        | 5.2        | 5.3      | 7                     | <b>WBAP</b><br>820            | CTRY   | 6         | 13         | 18         | 16         | 9          | 13/81                            | BANNER                | ABC-I   | 4.2                |
| 2.5      | 4.2        | 3.9        | 4.1        | 4.9      | 8                     | <b>KHYI</b><br>94.9           | CHR    | 5         | 1          | 7          | 8          | 16         | 16/66                            | CHRISTAL              |         | 6.7                |
| 3.9      | 3.2        | 4.5        | 5.8        | 4.1      | 9                     | <b>KSCS</b><br>96.3           | CTRY   | 7         | 5          | 12         | 7          | 8          | 16/67                            | BANNER                |         | 4.4                |
| 4.7      | 4.3        | 4.6        | 3.9        | 3.7      | 10                    | <b>KTXQ</b><br>102.1          | AOR    | 11        | 6          | 4          | 6          | 15         | 17/64                            | CBS SPOT              | ABC-R   | 4.9                |
| 3.4      | 3.3        | 4.0        | 3.6        | 3.6      | 11                    | <b>KLUV</b><br>98.7           | GOLD   | 10        | 10         | 11         | 5          | 4          | 18/61                            | REPUBLIC              | US2     | 3.7                |
| 3.3      | 3.6        | 3.6        | 3.3        | 3.3      | 12                    | <b>KQZY</b><br>105.3          | AC     | 15        | 16         | 10         | 10         | 7          | 14/77                            | GROUP W               |         | 2.1                |
| 2.9      | 2.2        | 2.5        | 2.8        | 3.0      | 13                    | <b>KZEW</b><br>97.9           | AOR    | 13        | 8          | 6          | 9          | 12         | 17/64                            | MMR                   | NBC-S   | 3.9                |
| 1.2      | 1.9        | 1.4        | 2.4        | 2.9      | 14                    | <b>KOJO</b><br>94.1           | SPAN   | 16        | 9          | 8          | 13         | 11         | 12/91                            |                       |         | 2.6                |
| 3.7      | 3.1        | 2.0        | 2.2        | 2.8      | 15                    | <b>KOAI</b><br>106.1          | NAC    | 14        | 12         | 13         | 12         | 10         | 17/64                            | HNWH                  |         | 2.2                |
| 2.7      | 3.9        | 3.6        | 3.0        | 2.4      | 16                    | <b>KMGC</b><br>102.9          | AC     | 12        | 14         | 9          | 14         | 13         | 22/49                            | CHRISTAL              |         | 2.0                |
| 1.1      | 1.5        | 1.9        | 1.7        | 2.2      | 17                    | <b>KLIF</b><br>1190           | N/T    | 17        | 22         | 21         | 19         | 18         | 16/69                            | EASTMAN               | NBC     | 2.0                |
| 0.8      | 1.7        | 1.4        | 1.3        | 1.7      | 18                    | <b>KESS</b><br>1270           | N/T    | 25        | 24         | 19         | 20         | 20         | 7/146                            | CABALLERO             |         | 1.1                |
| 2.7      | 3.0        | 2.0        | 2.9        | 1.6      | 19                    | <b>KHVN</b><br>970            | REL    | 21        | 17         | 20         | 21         | 21         | 10/111                           |                       | NBN     | .8                 |
| 1.6      | 2.0        | 1.4        | 1.4        | 1.6      | 20                    | <b>KDLZ</b><br>107.5          | UC     | 19        | 15         | 16         | 18         | 19         | 17/63                            |                       | US1     | 1.6                |
| 1.3      | 2.0        | 2.7        | 2.4        | 1.5      | 21                    | <b>KZPS</b><br>92.5           | GOLD   | 18        | 19         | 14         | 17         | 17         | 19/56                            | DURPETTI              |         | 2.6                |
| 1.5      | 0.9        | 1.6        | 1.2        | 1.2      | 22                    | <b>WRR</b><br>101.1           | CLAS   | 20        | 21         | 25         | 23         | 22         | 22/50                            | CMBS                  |         | 1.2                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | Format  | Reach |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|-------|
| 1 KTXQ       | 1 KVIL-FM      | 1 KKDA       | 1 KVIL-FM      | 1 KPLX       | 1 KVIL-FM      | AC      | 15.0  |
| 2 KKDA       | 2 KKDA         | 2 KPLX       | 2 KKDA         | 2 KKDA       | 2 KPLX         | AOR     | 6.7   |
| 3 KZEW       | 3 KEGL         | 3 KVIL-FM    | 3 KPLX         | 3 KVIL-FM    | 3 KKDA         | BM/Easy | 6.0   |
| 4 KEGL       | 4 KHYI         | 4 KTXQ       | 4 KEGL         | 4 KRLD       | 4 KLUV         | CHR     | 11.1  |
| 5 KPLX       | 5 KPLX         | 5 KZEW       | 5 KHYI         | 5 KLUV       | 5 KQZY         | Clas    | 16.8  |
| 6 KVIL-FM    | 6 KMGC         | 6 KEGL       | 6 KQZY         | 6 KZEW       | 6 KMEZ-FM      | Gold    | 5.1   |
| 7 KRLD       | 7 KQZY         | 7 KRLD       | 7 KLUV         | 7 WBAP       | 7 KSCS         | NAC     | 2.8   |
| 8 KOJO       | 8 KTXQ         | 8 KLUV       | 8 KSCS         | 8 KOAI       | 8 KOJO         | N/T     | 10.5  |
| 9 KZPS       | 9 KSCS         | 9 KOAI       | 9 KMGC         | 9 KMEZ-FM    | 9 KOAI         | Rel/CC  | 1.6   |
| 10 KLUV      | 10 KOJO        | 10 KSCS      | 10 KOJO        | 10 KSCS      | 10 WBAP        | Span    | 2.9   |
|              |                |              |                |              |                | UC      | 10.2  |

# DAYTON #45

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.8      | 11.0       | 13.9       | 12.4       | 13.0     | 1          | 1       | <b>WTUE</b><br>104.7   | AOR    | 2         | 2          | 1          | 1          | 1          | 10/108                           | MCGAVREN             |         | 20.2               |
| 10.4     | 12.8       | 11.5       | 13.2       | 10.8     | 2          |         | <b>WHIO-FM</b><br>99.1 | B/EZ   | 3         | 8          | 11         | 5          | 4          | 11/99                            | CHRISTAL             |         | 11.7               |
| 11.6     | 12.7       | 12.5       | 12.1       | 10.2     | 3          |         | <b>WGTZ</b><br>92.9    | CHR    | 1         | 1          | 2          | 2          | 3          | 15/72                            | KATZ                 |         | 12.4               |
| 8.7      | 7.5        | 6.5        | 9.2        | 8.5      | 4          |         | <b>WHIO</b><br>1290    | GOLD   | 4         | 6          | 13         | 10         | 5          | 13/84                            | CHRISTAL             | CBS     | 6.5                |
| 9.1      | 6.4        | 5.2        | 5.3        | 6.9      | 5          |         | <b>WWSN</b><br>107.7   | AC     | 5         | 5          | 4          | 3          | 2          | 13/81                            | EASTMAN              |         | 7.6                |
| 5.9      | 4.7        | 7.2        | 6.2        | 6.7      | 6          |         | <b>WONE</b><br>980     | CTRY   | 6         | 10         | 10         | 11         | 8          | 13/85                            | MCGAVREN             | ABC-D   | 4.3                |
| 5.1      | 4.5        | 4.4        | 4.7        | 5.4      | 7          |         | <b>WYMJ</b><br>103.9   | AC     | 7         | 3          | 3          | 4          | 7          | 15/73                            | BANNER               | US1     | 5.1                |
| 2.8      | 2.3        | 4.1        | 5.0        | 4.3      | 8          |         | <b>WLW</b><br>700      | AC     | 8         | 23         | 8          | 7          | 6          | 17/64                            | EASTMAN              | ABC-I   | 3.4                |
| 4.2      | 4.9        | 3.7        | 3.1        | 4.3      | 9          |         | <b>WBLZ</b><br>103.5   | UC     | 11        | 4          | 5          | 6          | 10         | 12/93                            | REPUBLIC             |         | 5.9                |
| 2.8      | 3.4        | 3.6        | 2.0        | 3.6      | 10         |         | <b>WDAO</b><br>1210    | UC     | 13        | 7          | 6          | 9          | 12         | 10/109                           | EASTMAN              | SHRDN   | 1.8                |
| 1.9      | 3.0        | 4.2        | 3.0        | 3.5      | 11         |         | <b>WBVE</b><br>96.5    | CTRY   | 12        | 19         | 7          | 8          | 13         | 14/77                            | DURPETTI             | ABC-D   | 2.6                |
| 3.9      | 5.3        | 3.2        | 3.3        | 2.7      | 12         |         | <b>WVUD</b><br>99.9    | AC     | 10        | 15         | 9          | 12         | 11         | 22/50                            | REPUBLIC             | CBS-R   | 3.3                |
| 2.7      | 3.1        | 2.6        | 2.3        | 2.5      | 13         |         | <b>WING</b><br>1410    | GOLD   | 9         | 27         | 12         | 13         | 9          | 25/43                            | KATZ                 | ABC-I   | 1.5                |
| 1.3      | 0.6        | 1.7        | 1.0        | 2.2      | 14         |         | <b>WBLY</b><br>1600    | CTRY   | 15        | 25         | 25         | 23         | 16         | 10/112                           | DEVNEY               | MBS     | .3                 |
| 1.4      | 0.6        | 1.1        | 1.5        | 1.1      | 15         |         | <b>WPTW-FM</b><br>95.7 | B/EZ   | 18        | 13         | 27         | 25         | 23         | 14/77                            | REGIONAL             |         | .3                 |
| 0.7      | 1.0        | 0.8        | 1.2        | 1.0      | 16         |         | <b>WFCJ-FM</b><br>93.7 | REL    | 14        | 9          | 18         | 16         | 15         | 23/48                            | PIERCE               | AP      | 1.1                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WTUE       | 1 WTUE         | 1 WTUE       | 1 WWSN         | 1 WTUE       | 1 WWSN         | AC 19.3      |
| 2 WYMJ       | 2 WGTZ         | 2 WGTZ       | 2 WGTZ         | 2 WGTZ       | 2 WHIO-FM      | AOR 13.0     |
| 3 WGTZ       | 3 WWSN         | 3 WYMJ       | 3 WTUE         | 3 WLW        | 3 WGTZ         | BM/Easy 11.9 |
| 4 WBLZ       | 4 WYMJ         | 4 WLW        | 4 WHIO-FM      | 4 WHIO-FM    | 4 WHIO         | CHR 10.2     |
| 5 WBVE       | 5 WBLZ         | 5 WWSN       | 5 WBLZ         | 5 WWSN       | 5 WTUE         | Ctry 12.4    |
| 6 WDAO       | 6 WDAO         | 6 WHIO-FM    | 6 WYMJ         | 6 WYMJ       | 6 WBLZ         | Gold 11.0    |
| 7 WWSN       | 7 WBVE         | 7 WBLZ       | 7 WVUD         | 7 WING       | 7 WVUD         | Rel/CC 1.0   |
| 8 WLW        | 8 WONE         | 8 WBVE       | 8 WONE         | 8 WHIO       | 8 WONE         | UC 8.9       |
| 9 WING       | 9 WVUD         | 9 WING       | 9 WDAO         | 9 WONE       | 9 WYMJ         |              |
| 10 WVUD      | 10 WHIO-FM     | 10 WDAO      | 10 WHIO        | 10 WDAO      | 10 WDAO        |              |

# DENVER-BOULDER #24

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOR | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 9.3      | 8.8        | 8.4        | 8.9        | 7.8      | 1          | 1       | KOSI<br>101.1          | B/EZ   | 5         | 16         | 14         | 9          | 5          | 12/92                           | INTERREP             |         | 5.3                |
| 7.3      | 6.5        | 5.4        | 6.5        | 7.4      | 2          |         | KOA<br>850             | TALK   | 1         | 15         | 10         | 5          | 3          | 18/61                           | KATZ                 | CBS     | 6.0                |
| 6.6      | 6.3        | 8.2        | 9.2        | 7.6      | 3          |         | KRXY-A/F<br>1600 107.5 | CHR    | 2         | 1          | 3          | 3          | 8          | 15/73                           | KATZ                 | ABC-F   | 14.0               |
| 6.9      | 8.3        | 7.8        | 7.9        | 7.2      | 4          |         | KBCO-A/F<br>1190 97.3  | AOR    | 4         | 5          | 1          | 1          | 1          | 13/83                           | MMR                  |         | 6.4                |
| 3.9      | 5.4        | 5.6        | 5.5        | 5.8      | 5          |         | KAZY<br>106.7          | AOR    | 6         | 3          | 2          | 2          | 11         | 13/83                           | MCGAVERN             | ABC-R   | 8.2                |
| 5.6      | 5.4        | 5.6        | 3.8        | 5.8      | 6          |         | KYGO<br>98.5           | CTRY   | 9         | 6          | 7          | 7          | 4          | 12/91                           | CBS SPOT             |         | 3.6                |
| 6.8      | 5.3        | 6.1        | 5.9        | 5.2      | 7          |         | KBPI<br>105.9          | AOR    | 3         | 2          | 4          | 8          | 16         | 18/60                           | DURPETTI             | NBC-S   | 8.0                |
| 1.9      | 1.6        | 2.2        | 2.9        | 5.2      | 8          |         | KXKL-A/F<br>1280 105.1 | GOLD   | 8         | 9          | 8          | 4          | 2          | 14/80                           | TORBET               | MBS     | 5.7                |
| 6.0      | 6.4        | 7.0        | 5.5        | 4.4      | 9          |         | KMJI<br>100.3          | AC     | 7         | 8          | 5          | 6          | 6          | 17/64                           | CHRISTAL             |         | 4.5                |
| 2.0      | 2.0        | 1.9        | 4.3        | 3.5      | 10         |         | KLZ<br>560             | CTRY   | 16        | 11         | 17         | 15         | 15         | 12/87                           | MCGAVERN             | ABC-I   | 3.1                |
| 4.0      | 3.3        | 3.8        | 3.5        | 3.4      | 11         |         | KHOW<br>630            | AC     | 11        | 19         | 16         | 12         | 9          | 17/63                           | REPUBLIC             | MBS     | 2.3                |
| 4.9      | 4.4        | 2.7        | 2.2        | 3.3      | 12         |         | KSYY<br>95.7           | AC     | 13        | 12         | 11         | 10         | 7          | 15/74                           | REPUBLIC             | MBS     | 1.5                |
| 4.1      | 3.5        | 4.8        | 4.0        | 3.1      | 13         |         | KOAQ<br>103.5          | AC     | 10        | 7          | 9          | 11         | 10         | 22/50                           | KATZ                 | CBS-R   | 2.7                |
| 4.0      | 3.5        | 3.4        | 1.6        | 3.0      | 14         |         | KVOD<br>99.5           | CLAS   | 14        | 14         | 18         | 16         | 14         | 15/71                           | REPUBLIC             |         | 3.8                |
| 2.8      | 1.8        | 2.1        | 2.6        | 2.7      | 15         |         | KIMN<br>950            | AC     | 12        | 10         | 12         | 14         | 12         | 18/60                           | CBS SPOT             | US1     | 2.1                |
| 2.0      | 4.3        | 2.1        | 2.0        | 2.5      | 16         |         | KHIH<br>94.7           | GOLD   | 17        | 13         | 6          | 13         | 13         | 16/67                           | BANNER               |         | 1.9                |
| 2.6      | 3.2        | 3.1        | 3.1        | 2.4      | 17         |         | KNUS<br>710            | N/T    | 15        | 22         | 20         | 19         | 17         | 19/57                           | DURPETTI             | NBC     | 2.8                |
| 2.7      | 4.0        | 3.5        | 2.1        | 2.1      | 18         |         | KEZW<br>1430           | BBND   | 19        | 23         | 27         | 25         | 22         | 17/65                           | INTERREP             | MBS     | 1.5                |
| 0.0      | 0.4        | 1.0        | 1.3        | 1.7      | 19         |         | KOKS<br>104.3          | CHR    | 18        | 4          | 15         | 18         | 24         | 23/48                           | HNWH                 |         | 2.3                |
| 1.1      | 1.1        | 1.2        | 1.1        | 1.3      | 20         |         | KDEN<br>1340           | NEWS   | 20        | 24         | 29         | 30         | 28         | 20/55                           | SAVALLI              | ABC-E   | .8                 |
| 1.1      | 0.7        | 1.3        | 0.7        | 1.3      | 21         |         | KTCL<br>93.3           | AOR    | 25        | 29         | 13         | 17         | 19         | 13/85                           |                      |         | .3                 |
| 0.6      | 0.9        | 1.1        | 0.8        | 1.0      | 22         |         | KADX<br>92.1           | JAZZ   | 21        | 25         | 19         | 20         | 18         | 20/55                           |                      | AP      | .5                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KAZY       | 1 KRXY-FM      | 1 KBCO-FM    | 1 KRXY-FM      | 1 KBCO-FM    | 1 KOSI         | AC 16.9     |
| 2 KBCO-FM    | 2 KBCO-FM      | 2 KAZY       | 2 KBCO-FM      | 2 KOA        | 2 KBCO-FM      | AOR 19.5    |
| 3 KBPI       | 3 KMJI         | 3 KOA        | 3 KMJI         | 3 KXKL-FM    | 3 KMJI         | BBnd 2.1    |
| 4 KRXY-FM    | 4 KBPI         | 4 KYKL-FM    | 4 KXKL-FM      | 4 KYGO       | 4 KXKL-FM      | BM/Easy 7.8 |
| 5 KOA        | 5 KAZY         | 5 KRXY-FM    | 5 KSYY         | 5 KMJI       | 5 KYGO         | CHR 9.3     |
| 6 KXKL-FM    | 6 KOAQ         | 6 KBPI       | 6 KYGO         | 6 KAZY       | 6 KSYY         | Clas 3.0    |
| 7 KTCL       | 7 KSYY         | 7 KYGO       | 7 KOSI         | 7 KOSI       | 7 KOA          | Ctry 9.3    |
| 8 KHIH       | 8 KYGO         | 8 KMJI       | 8 KOAQ         | 8 KRXY-FM    | 8 KRXY-FM      | Gold 7.7    |
| 9 KYGO       | 9 KHIH         | 9 KHIH       | 9 KBPI         | 9 KHOW       | 9 KOAQ         | Jazz 1.0    |
| 10 KOAQ      | 10 KXKL        | 10 KHOW      | 10 KAZY        | 10 KHIH      | 10 KHOW        | N/T 11.1    |

# DETROIT #6

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOR | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 8.8      | 8.4        | 10.9       | 13.7       | 10.8     | 1          | 1       | WJR<br>760      | MISC   | 1         | 14         | 12         | 2          | 1          | 13/82                           | KATZ                 | ABC-I   | 10.5               |
| 8.1      | 9.0        | 7.8        | 7.8        | 8.6      | 2          | 2       | WJLB<br>97.9    | UC     | 6         | 2          | 1          | 1          | 2          | 10/112                          | MMR                  |         | 11.7               |
| 6.8      | 5.7        | 5.5        | 5.4        | 6.2      | 3          | 3       | WJOI<br>97.1    | B/EZ   | 10        | 9          | 16         | 12         | 5          | 12/94                           | CBS SPOT             |         | 3.6                |
| 5.6      | 5.2        | 4.5        | 4.8        | 4.9      | 4          | 4       | WWJ<br>950      | NEWS   | 4         | 16         | 17         | 14         | 8          | 18/62                           | CBS SPOT             | CBS     | 3.5                |
| 4.4      | 5.2        | 4.4        | 4.8        | 4.7      | 5          | 5       | WHYT<br>96.3    | CHR    | 2         | 1          | 6          | 10         | 16         | 20/53                           | KATZ                 | ABC-C   | 6.3                |
| 5.3      | 4.1        | 4.6        | 4.6        | 4.5      | 6          | 6       | WLLZ<br>98.7    | AOR    | 7         | 5          | 2          | 3          | 13         | 17/63                           | MCGAVREN             | ABC-F   | 5.0                |
| 5.2      | 5.5        | 4.9        | 4.7        | 4.3      | 7          | 7       | WCZY<br>95.5    | CHR    | 3         | 3          | 7          | 7          | 7          | 22/49                           | HNWH                 |         | 5.2                |
| 3.3      | 4.0        | 3.9        | 3.8        | 4.1      | 8          | 8       | WNIC<br>100.3   | AC     | 8         | 7          | 5          | 6          | 4          | 19/58                           | DURPETTI             |         | 3.4                |
| 4.2      | 3.8        | 3.9        | 4.1        | 4.1      | 9          | 9       | WWWW<br>106.7   | CTRY   | 13        | 18         | 13         | 11         | 6          | 13/85                           | CHRISTAL             | AP      | 3.3                |
| 4.0      | 3.7        | 3.3        | 3.8        | 4.0      | 10         | 10      | WOMC<br>104.3   | AC     | 11        | 10         | 8          | 8          | 3          | 14/76                           | REPUBLIC             | US2     | 2.1                |
| 3.7      | 4.0        | 4.8        | 3.5        | 4.0      | 11         | 11      | WXYT<br>1270    | TALK   | 14        | 29         | 18         | 17         | 14         | 11/96                           | ROSLIN               | NBC     | 3.6                |
| 4.2      | 4.8        | 4.5        | 3.9        | 3.9      | 12         | 12      | WRIF<br>101.1   | AOR    | 5         | 6          | 3          | 5          | 11         | 22/50                           | MCGAVREN             | ABC-R   | 4.7                |
| 2.0      | 1.7        | 4.2        | 3.8        | 3.7      | 13         | 13      | WCSX<br>94.7    | GOLD   | 9         | 11         | 4          | 4          | 10         | 20/55                           | MMR                  | US-1    | 4.5                |
| 2.5      | 3.5        | 2.8        | 2.7        | 3.3      | 14         | 14      | WLTJ<br>93.7    | AC     | 15        | 13         | 9          | 9          | 9          | 13/81                           | CHRISTAL             |         | 1.2                |
| 2.9      | 4.1        | 3.8        | 3.6        | 3.2      | 15         | 15      | CKLW<br>800     | BBND   | 16        | 27         | 30         | 28         | 23         | 14/80                           | REPUBLIC             |         | 2.9                |
| 2.8      | 2.6        | 2.7        | 1.8        | 2.4      | 16         | 16      | WDTX<br>99.5    | CHR    | 12        | 4          | 10         | 15         | 21         | 24/45                           | TORBET               | CBS     | 2.8                |
| 2.4      | 2.5        | 2.4        | 2.1        | 2.3      | 17         | 17      | WKSG<br>102.7   | GOLD   | 17        | 15         | 11         | 13         | 12         | 17/65                           | MASLA                | ABC-E   | 1.4                |
| 2.1      | 2.6        | 1.6        | 1.8        | 2.1      | 18         | 18      | WJZZ<br>105.9   | JAZZ   | 18        | 20         | 15         | 16         | 15         | 17/66                           | TORBET               |         | 2.7                |
| 1.5      | 1.3        | 1.2        | 1.6        | 1.5      | 19         | 19      | WQRS<br>105.7   | CLAS   | 20        | 19         | 22         | 22         | 22         | 19/57                           | CMBS                 |         | 2.6                |
| 1.8      | 1.2        | 1.6        | 1.3        | 1.3      | 20         | 20      | WGPR<br>107.5   | UC     | 19        | 12         | 14         | 18         | 20         | 22/49                           | R A LAZAR            | SHRDN   | 1.6                |
| 1.5      | 1.5        | 1.4        | 1.6        | 1.3      | 21         | 21      | WCXI<br>1130    | CTRY   | 22        | 24         | 27         | 23         | 24         | 17/62                           | CHRISTAL             | AP      | 1.7                |
| 1.1      | 1.6        | 1.0        | 1.1        | 1.2      | 22         | 22      | CKLW-FM<br>93.9 | GOLD   | 21        | 17         | 19         | 20         | 19         | 22/50                           | REPUBLIC             |         | .8                 |
| 0.8      | 0.7        | 0.7        | 0.9        | 1.2      | 23         | 23      | WHND<br>560     | GOLD   | 25        | 22         | 25         | 19         | 17         | 12/91                           | MMR                  | US1     | .9                 |
| 0.8      | 1.2        | 0.7        | 1.1        | 1.1      | 24         | 24      | WCHB<br>1440    | REL    | 24        | 28         | 28         | 24         | 25         | 14/76                           | TORBET               | NBN     | 1.3                |
| 0.0      | 0.0        | 1.1        | 0.9        | 1.1      | 25         | 25      | WMTG<br>1310    | GOLD   | 26        | 25         | 29         | 21         | 18         | 13/84                           | DURPETTI             | SMN     | 1.4                |
| 1.3      | 1.2        | 0.7        | 1.3        | 1.0      | 26         | 26      | WQBH<br>1400    | UC     | 23        | 23         | 23         | 26         | 26         | 19/56                           | PATT MEDIA           |         | 1.4                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| 1 WLLZ       | 1 WJLB         | 1 WLLZ       | 1 WJLB         | 1 WJR        | 1 WJLB         | AC  11.4     |
| 2 WRIF       | 2 WNIC         | 2 WRIF       | 2 WNIC         | 2 WRIF       | 2 WJR          | AOR  8.4     |
| 3 WJLB       | 3 WCSX         | 3 WJLB       | 3 WCZY         | 3 WCSX       | 3 WNIC         | BBnd  3.2    |
| 4 WCSX       | 4 WCZY         | 4 WJR        | 4 WJR          | 4 WJLB       | 3 WNIC         | BM/Easy  6.2 |
| 5 WKSG       | 5 WHYT         | 5 WCSX       | 5 WOMC         | 5 WWJ        | 4 WCZY         | CHR  11.4    |
| 6 WHYT       | 6 WOMC         | 6 WKSG       | 6 WLTJ         | 6 WKSG       | 5 WOMC         | Clas  1.5    |
| 7 WJR        | 7 WLTJ         | 7 WWWW       | 7 WCSX         | 7 WWWW       | 6 WLTJ         | Ctry  5.4    |
| 8 WDTX       | 8 WLLZ         | 8 WHYT       | 8 WHYT         | 8 WLLZ       | 7 WJOI         | Gold  9.5    |
| 9 WCZY       | 9 WDTX         | 9 WWJ        | 9 WJOI         | 9 WJOI       | 8 WWWW         | Jazz  2.1    |
| 10 WWWW      | 10 WRIF        | 10 WOMC      | 10 WWWW        | 10 WJZZ      | 9 WWJ          | Misc  10.8   |
|              |                |              |                |              | 10 WHYT        | N/T  8.9     |
|              |                |              |                |              |                | Rel/CC  1.1  |
|              |                |              |                |              |                | UC  10.9     |

# GREENSBORO-WINSTON SALEM-HIGH POINT #50

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS                     |      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------------|------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 19.7     | 17.8       | 17.5       | 17.4       | 14.8     | 1          | 1       | <b>WTQR</b><br>104.1         | CTRY | 1      | 5         | 5          | 1          | 1          | 11/100     | MCGAVREN                         |                      | 13.2    |                    |
| 9.0      | 7.7        | 9.5        | 9.4        | 8.6      | 2          |         | <b>WKRR</b><br>92.3          | AOR  | 5      | 4         | 1          | 2          | 3          | 11/103     | REPUBLIC                         |                      | 10.0    |                    |
| 5.0      | 7.0        | 5.5        | 6.2        | 8.5      | 3          |         | <b>WMAG</b><br>99.5          | AC   | 2      | 10        | 3          | 3          | 2          | 13/83      | MMR                              |                      | 6.6     |                    |
| 5.1      | 6.0        | 6.8        | 6.9        | 7.8      | 4          |         | <b>WQMG</b><br>97.1          | UC   | 8      | 3         | 2          | 4          | 5          | 9/125      | HNWH                             | CBS-R                | 10.2    |                    |
| 2.0      | 0.0        | 1.1        | 2.9        | 6.9      | 5          |         | <b>WBIG</b><br>102.1         | CTRY | 4      | 12        | 7          | 5          | 4          | 13/81      | BANNER                           |                      | 5.3     |                    |
| 5.4      | 6.3        | 7.2        | 6.2        | 6.0      | 6          |         | <b>WKZL</b><br>107.5         | CHR  | 3      | 1         | 4          | 6          | 7          | 17/65      | KATZ                             | ABC-R                | 7.6     |                    |
| 7.4      | 6.8        | 8.0        | 7.1        | 4.9      | 7          |         | <b>WKSI</b><br>98.7          | CHR  | 6      | 2         | 6          | 7          | 10         | 18/61      | EASTMAN                          |                      | 9.0     |                    |
| 5.5      | 4.8        | 5.5        | 5.5        | 4.7      | 8          |         | <b>WSJS</b><br>600           | AC   | 7      | 15        | 24         | 10         | 8          | 15/73      | MCGAVREN                         | CBS                  | 3.2     |                    |
| 6.0      | 5.7        | 6.9        | 6.3        | 4.1      | 9          |         | <b>WOJY</b><br>100.3         | AC   | 9      | 26        | 11         | 8          | 6          | 16/70      | CHRISTAL                         |                      | 2.3     |                    |
| 1.3      | 2.1        | 1.1        | 2.1        | 2.2      | 10         |         | <b>WHPE</b><br>95.5          | REL  | 11     | 17        | 13         | 12         | 11         | 13/87      |                                  |                      | 1.2     |                    |
| 1.6      | 2.3        | 1.9        | 2.6        | 2.2      | 11         |         | <b>WAAA</b><br>980           | UC   | 12     | 11        | 9          | 11         | 14         | 12/88      |                                  | NBN                  | 3.8     |                    |
| 2.0      | 1.5        | 3.1        | 2.2        | 2.2      | 12         |         | <b>WMQX-A/F</b><br>1340 93.1 | AC   | 10     | 19        | 8          | 9          | 9          | 25/43      | DURPETTI                         |                      | 2.7     |                    |
| --       | 0.4        | 0.3        | 2.3        | 1.9      | 13         |         | <b>WTNC</b><br>790           | REL  | 18     | 33        | 10         | 13         | 12         | 8/138      |                                  |                      | 1.8     |                    |
| 1.7      | 1.8        | 1.5        | 1.7        | 1.8      | 14         |         | <b>WMFR</b><br>1230          | AC   | 14     | 30        | 26         | 19         | 16         | 14/80      | MMR                              | ABC-E                | 1.3     |                    |
| 2.4      | 2.4        | 1.9        | 2.9        | 1.4      | 15         |         | <b>WWMY</b><br>94.5          | B/EZ | 13     | 18        | 27         | 22         | 20         | 20/55      | KATZ                             |                      | 1.4     |                    |
| 2.9      | 2.2        | 3.4        | 0.7        | 1.3      | 16         |         | <b>WTHP</b><br>98.3          | GOLD | 15     | 7         | 16         | 14         | 13         | 17/62      |                                  |                      | 1.0     |                    |
| --       | --         | --         | --         | 1.1      | 17         |         | <b>WFMX</b><br>105.7         | CTRY | 20     | 22        | 32         | 21         | 19         | 12/87      |                                  | US2                  | --      |                    |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WKRR           | 1 WQMG         | 1 WKRR       | 1 WMAG         | 1 WTQR       | 1 WMAG         | AC           | 21.3 |
| 2 KTQR           | 2 WMAQ         | 2 WTQR       | 2 WTQR         | 2 WKRR       | 2 WTQR         | AOR          | 8.6  |
| 3 WQMG           | 3 WKRR         | 3 WMAG       | 3 WQMG         | 3 WMAG       | 3 WBIG         | BM/Easy      | 1.4  |
| 4 WKZL           | 4 WKSI         | 4 WQMG       | 4 WBIG         | 4 WQMG       | 4 WQMG         | CHR          | 10.9 |
| 5 WMAG           | 5 WKZL         | 5 WKZL       | 5 WKSI         | 5 WBIG       | 5 WOJY         | Ctry         | 22.8 |
| 6 WBIG           | 6 WTQR         | 6 WBIG       | 6 WKRR         | 6 WSJS       | 6 WKZL         | Gold         | 1.3  |
| 7 WKSI           | 7 WBIG         | 7 WKSI       | 7 WKZL         | 7 WKZL       | 7 WMQX-FM      | Rel/CC       | 4.1  |
| 8 WAAA           | 8 WMQX-FM      | 8 WHPE       | 8 WOJY         | 8 WHPE       | 8 WKRR         | UC           | 10.0 |
| 9 WMQX-FM        | 9 WTNC         | 9 WSJS       | 9 WMQX-FM      | 9 WOJY       | 9 WSJS         |              |      |
| 10 WTHP          | 10 WAAA        | 10 WTHP      | 10 WTNC        | 10 WTHP      | 10 WTNC        |              |      |

# HARTFORD-NEW BRITAIN #40

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 18.4     | 19.2       | 19.0       | 18.4       | 19.8     | 1                     | <b>WTIC</b><br>1080           | AC     | 1         | 6          | 8          | 3          | 3          | 11/101                          | KATZ                 | NBC     | 15.5               |
| 15.4     | 13.0       | 14.1       | 13.7       | 14.8     | 2                     | <b>WTIC-FM</b><br>96.5        | CHR    | 2         | 1          | 1          | 1          | 1          | 13/84                           | KATZ                 |         | 20.0               |
| 9.6      | 9.0        | 9.3        | 8.3        | 9.3      | 3                     | <b>WRCH</b><br>100.5          | B/EZ   | 4         | 10         | 11         | 7          | 4          | 13/84                           | BANNER               | ABC-D   | 5.8                |
| 5.2      | 7.6        | 7.3        | 5.7        | 8.8      | 4                     | <b>WDRG-FM</b><br>102.9       | GOLD   | 3         | 8          | 2          | 2          | 2          | 15/72                           | MCGAVREN             |         | 7.1                |
| 5.8      | 4.9        | 5.5        | 6.0        | 5.0      | 5                     | <b>WKSS</b><br>95.7           | CHR    | 5         | 2          | 5          | 8          | 7          | 20/55                           | MMR                  |         | 6.2                |
| 4.2      | 4.0        | 4.6        | 4.9        | 4.9      | 6                     | <b>WHCN</b><br>105.9          | AOR    | 6         | 4          | 3          | 4          | 6          | 19/57                           | CHRISTAL             | ABC-R   | 8.3                |
| 4.7      | 5.2        | 5.1        | 5.0        | 4.4      | 7                     | <b>WCCC-A/F</b><br>1290 106.9 | AOR    | 7         | 3          | 4          | 5          | 8          | 18/59                           | DURPETTI             | ABC-C   | 6.3                |
| 6.6      | 4.4        | 4.7        | 5.9        | 4.0      | 8                     | <b>WIOF</b><br>104.1          | AC     | 8         | 15         | 6          | 6          | 5          | 19/58                           | EASTMAN              | CBS-R   | 2.7                |
| 4.2      | 4.3        | 3.2        | 5.2        | 3.5      | 9                     | <b>WRCQ</b><br>910            | BBND   | 11        | 17         | 24         | 18         | 15         | 13/84                           | BANNER               | ABC-E   | 2.9                |
| 1.8      | 3.8        | 3.4        | 3.4        | 2.9      | 10                    | <b>WPOP</b><br>1410           | N/T    | 9         | 12         | 16         | 13         | 11         | 20/55                           | EASTMAN              | CBS     | 3.6                |
| 0.9      | 1.5        | 1.1        | 1.7        | 2.0      | 11                    | <b>WPLR</b><br>99.1           | AOR    | 10        | 5          | 7          | 10         | 14         | 23/47                           | DURPETTI             |         | 1.4                |
| 2.8      | 1.5        | 1.1        | 2.5        | 2.0      | 12                    | <b>WWYZ</b><br>92.5           | AC     | 15        | 16         | 9          | 9          | 9          | 18/59                           | BANNER               | US2     | 1.6                |
| 2.0      | 2.2        | 2.0        | 2.6        | 1.8      | 13                    | <b>WDRG</b><br>1360           | GOLD   | 12        | 11         | 14         | 12         | 10         | 22/49                           | MCGAVREN             |         | 1.1                |
| 1.2      | 1.6        | 1.3        | 1.0        | 1.4      | 14                    | <b>WAQY</b><br>102.1          | AOR    | 13        | 9          | 10         | 11         | 12         | 27/40                           | KATZ                 | ABC-F   | 1.7                |
| 0.7      | 0.7        | 1.1        | 1.0        | 1.1      | 15                    | <b>WKCI</b><br>101.3          | CHR    | 14        | 7          | 13         | 14         | 13         | 33/33                           | MCGAVREN             |         | 1.1                |

## DEMOGRAPHIC RANK

## FORMAT REACH

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



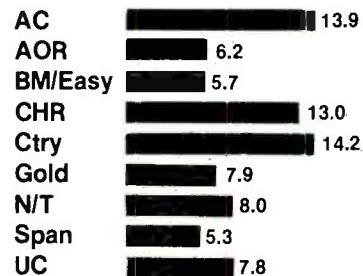
# HOUSTON-GALVESTON #10

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 6.8      | 7.6        | 8.0        | 7.3        | 8.3      | 1          | 1       | KIKK-FM<br>95.7        | CTRY   | 3         | 5          | 4          | 1          | 1          | 11/98                            | TORBET               |         | 7.7                |
| 9.8      | 9.9        | 9.1        | 10.3       | 7.8      | 2          | 2       | KMJQ<br>102.1          | UC     | 8         | 3          | 2          | 2          | 5          | 9/121                            | CHRISTAL             |         | 11.6               |
| 6.6      | 6.2        | 6.7        | 7.3        | 6.5      | 3          | 3       | KRBE-A/F<br>1070 104.1 | CHR    | 1         | 2          | 5          | 6          | 12         | 18/61                            | KATZ                 |         | 9.2                |
| 6.4      | 8.1        | 7.1        | 7.5        | 6.5      | 4          | 4       | KKBQ-A/F<br>790 92.9   | CHR    | 2         | 1          | 6          | 8          | 9          | 16/66                            | MCGAVREN             | ABC-F   | 7.8                |
| 4.6      | 4.4        | 4.3        | 5.6        | 6.2      | 5          | 5       | KLOL<br>101.1          | AOR    | 7         | 4          | 1          | 3          | 6          | 12/90                            | CBS SPOT             | NBC-S   | 5.8                |
| 6.0      | 6.4        | 7.3        | 6.0        | 5.9      | 6          | 6       | KILT-FM<br>100.3       | CTRY   | 4         | 9          | 9          | 7          | 3          | 13/80                            | BANNER               |         | 6.6                |
| 6.9      | 5.5        | 5.4        | 5.5        | 5.7      | 7          | 7       | KODA<br>99.1           | B/EZ   | 6         | 21         | 12         | 10         | 7          | 13/82                            | GROUP W              |         | 4.9                |
| 5.9      | 5.3        | 5.2        | 4.9        | 4.9      | 8          | 8       | KFMK<br>97.9           | AC     | 9         | 15         | 7          | 4          | 2          | 13/84                            | MMR                  |         | 5.4                |
| 4.7      | 4.6        | 6.8        | 6.9        | 4.9      | 9          | 9       | KTRH<br>740            | NEWS   | 5         | 24         | 14         | 13         | 13         | 16/69                            | CBS SPOT             | ABC-I   | 4.5                |
| 4.1      | 3.8        | 4.0        | 3.8        | 4.8      | 10         | 10      | KZFX<br>107.5          | GOLD   | 10        | 10         | 3          | 5          | 4          | 12/94                            | REPUBLIC             |         | 4.4                |
| 4.1      | 4.4        | 4.0        | 3.9        | 4.2      | 11         | 11      | KQUE<br>102.9          | AC     | 14        | 20         | 19         | 15         | 14         | 10/109                           | EASTMAN              | ABC-E   | 3.2                |
| 2.3      | 1.6        | 2.0        | 2.6        | 4.2      | 12         | 12      | KKHT<br>96.5           | AC     | 12        | 7          | 8          | 9          | 8          | 13/85                            | REPUBLIC             | ABC-R   | 3.4                |
| 2.7      | 2.6        | 2.9        | 2.2        | 3.1      | 13         | 13      | KPRC<br>950            | N/T    | 13        | 23         | 22         | 17         | 16         | 17/64                            | EASTMAN              | NBC     | 2.9                |
| 1.6      | 1.6        | 1.1        | 0.8        | 3.1      | 14         | 14      | KLAT<br>1010           | SPAN   | 17        | 6          | 11         | 12         | 10         | 7/162                            | KATZ                 |         | 1.4                |
| 2.5      | 2.9        | 2.8        | 2.5        | 2.8      | 15         | 15      | KLTR<br>93.7           | AC     | 11        | 12         | 10         | 11         | 11         | 19/56                            | CBS SPOT             | CBS-R   | 2.0                |
| 3.4      | 2.5        | 2.5        | 2.7        | 1.8      | 16         | 16      | KJYY<br>94.5           | AC     | 15        | 29         | 15         | 14         | 15         | 18/59                            | DURPETTI             | TRNSTR  | 1.0                |
| 1.3      | 1.2        | 1.8        | 1.4        | 1.7      | 17         | 17      | KYOK<br>1590           | GOLD   | 16        | 14         | 13         | 16         | 18         | 14/75                            | MASLA                | SMN     | 1.2                |
| 1.6      | 1.4        | 1.8        | 1.2        | 1.4      | 18         | 18      | KCOH<br>1430           | GOLD   | 20        | 22         | 18         | 18         | 17         | 13/84                            | ROSLIN               | SHRDN   | 1.0                |
| 1.0      | 1.9        | 1.6        | 1.3        | 1.2      | 19         | 19      | KEYH<br>850            | SPAN   | 26        | 11         | 16         | 19         | 19         | 8/145                            | LOTUS                |         | 2.7                |
| 1.7      | 2.5        | 1.0        | 1.7        | 1.0      | 20         | 20      | KXYZ<br>1320           | SPAN   | 21        | 17         | 17         | 20         | 23         | 14/75                            | CABALLERO            |         | .9                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |         |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|
| 1 KLOL       | 1 KMJQ         | 1 KLOL       | 1 KIKK-FM      | 1 KLOL       | 1 KIKK-FM      | AC      |
| 2 KZFX       | 2 KIKK-FM      | 2 KZFX       | 2 KMJQ         | 2 KIKK-FM    | 2 KFMK         | AOR     |
| 3 KMJQ       | 3 KKBQ-FM      | 3 KMJQ       | 3 KRBE-FM      | 3 KZFX       | 3 KILT-FM      | BM/Easy |
| 4 KIKK-FM    | 4 KRBE-FM      | 4 KIKK-FM    | 4 KFMK         | 4 KFMK       | 4 KMJQ         | CHR     |
| 5 KRBE-FM    | 5 KFMK         | 5 KFMK       | 5 KKBQ-FM      | 5 KILT-FM    | 5 KKHT         | Ctry    |
| 6 KKHT       | 6 KILT-FM      | 6 KILT-FM    | 6 KILT-FM      | 6 KODA       | 6 KLTR         | Gold    |
| 7 KFMK       | 7 KLOL         | 7 KKHT       | 7 KKHT         | 7 KLAT       | 7 KKBQ-FM      | N/T     |
| 8 KKBQ-FM    | 8 KKHT         | 8 KRBE-FM    | 8 KLTR         | 8 KMJQ       | 8 KRBE-FM      | Span    |
| 9 KILT-FM    | 9 KZFX         | 9 KLAT       | 9 KLOL         | 9 KTRH       | 9 KODA         | UC      |
| 10 KLAT      | 10 KLTR        | 10 KODA      | 10 KZFX        | 10 KKHT      | 10 KJYY        |         |



# INDIANAPOLIS #36

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.9     | 14.1       | 16.3       | 16.5       | 13.7     | 1                     | <b>WFBO</b><br>94.7  | AOR    | 2         | 2          | 1          | 1          | 2          | 11/97                            | KATZ                 | NBC-S   | 15.6               |
| 10.7     | 11.6       | 10.8       | 11.9       | 13.7     | 1                     | <b>WFMS</b><br>95.5  | CTRY   | 4         | 6          | 2          | 2          | 1          | 9/117                            | MCGAVREN             |         | 15.0               |
| 14.4     | 14.8       | 14.6       | 13.0       | 13.1     | 3                     | <b>WIBC</b><br>107.0 | AC     | 1         | 7          | 7          | 6          | 3          | 12/88                            | DURPETTI             |         | 12.0               |
| 8.5      | 8.1        | 6.9        | 8.0        | 10.0     | 4                     | <b>WZPL</b><br>99.5  | CHR    | 3         | 1          | 3          | 5          | 9          | 13/83                            | HNWH                 | AP      | 11.5               |
| 10.9     | 8.6        | 9.2        | 8.7        | 8.2      | 5                     | <b>WTLC</b><br>105.7 | UC     | 7         | 3          | 4          | 3          | 4          | 10/107                           | MMR                  |         | 9.9                |
| 8.5      | 8.8        | 9.2        | 8.0        | 8.0      | 6                     | <b>WXTZ</b><br>103.3 | B/EZ   | 6         | 13         | 9          | 9          | 6          | 12/93                            | REPUBLIC             |         | 5.2                |
| 8.3      | 7.9        | 7.5        | 7.4        | 6.7      | 7                     | <b>WENS</b><br>97.1  | AC     | 5         | 4          | 5          | 4          | 5          | 16/67                            | CHRISTAL             |         | 6.3                |
| 3.7      | 4.9        | 4.1        | 4.1        | 5.2      | 8                     | <b>WKLR</b><br>93.1  | GOLD   | 8         | 5          | 6          | 7          | 8          | 16/68                            | DURPETTI             |         | 6.7                |
| 3.0      | 4.2        | 3.5        | 4.4        | 4.0      | 9                     | <b>WTPI</b><br>107.9 | AC     | 9         | 9          | 8          | 8          | 7          | 16/69                            | EASTMAN              | CBS-R   | 3.7                |
| 2.8      | 3.6        | 4.0        | 3.3        | 3.3      | 10                    | <b>WTUX</b><br>131.0 | BBND   | 11        | 10         | 18         | 16         | 13         | 12/90                            | MMR                  | CBS     | 1.3                |
| 1.9      | 2.3        | 1.9        | 2.4        | 2.2      | 11                    | <b>WIRE</b><br>143.0 | CTRY   | 10        | 14         | 15         | 12         | 12         | 25/44                            | REPUBLIC             | ABC-I   | 1.3                |
| 1.8      | 1.4        | 1.7        | 1.5        | 1.4      | 12                    | <b>WNDE</b><br>126.0 | GOLD   | 12        | 8          | 11         | 10         | 10         | 21/52                            | KATZ                 | US2     | .8                 |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WFBO           | 1 WFBO         | 1 WFBO       | 1 WFMS         | 1 WFMS       | 1 WFMS         | AC           | 23.8 |
| 2 WFMS           | 2 WZPL         | 2 WFMS       | 2 WFBO         | 2 WFBO       | 2 WIBC         | AOR          | 13.7 |
| 3 WKLR           | 3 WFMS         | 3 WKLR       | 3 WENS         | 3 WIBC       | 3 WTLC         | BBnd         | 3.3  |
| 4 WZPL           | 4 WTLC         | 4 WIBC       | 4 WZPL         | 4 WKLR       | 4 WENS         | BM/Easy      | 8.0  |
| 5 WTLC           | 5 WENS         | 5 WTLC       | 5 WTLC         | 5 WENS       | 5 WFBO         | CHR          | 10.0 |
| 6 WENS           | 6 WTPI         | 6 WENS       | 6 WIBC         | 6 WTLC       | 6 WXTZ         | Ctry         | 15.9 |
| 7 WIBC           | 7 WIBC         | 7 WZPL       | 7 WTPI         | 7 WTPI       | 7 WTPI         | Gold         | 6.6  |
| 8 WTPI           | 8 WKLR         | 8 WTPI       | 8 WXTZ         | 8 WXTZ       | 8 WZPL         | UC           | 8.2  |
| 9 WNDE           | 9 WXTZ         | 9 WXTZ       | 9 WKLR         | 9 WZPL       | 9 WKLR         |              |      |
| 10 WXIR          | 10 WXIR        | 10 WNDE      | 10 WNDE        | 10 WNDE      | 10 WNDE        |              |      |



# KANSAS CITY #27

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+<br>BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|-----------------------|
| 11.2     | 11.6       | 14.3       | 8.0        | 12.8     | 1                     | <b>WDAF</b><br>610           | CTRY   | 2         | 10         | 7          | 4          | 1          | 10/106                          | KATZ                 | ABC-E   | 12.0                  |
| 8.0      | 10.1       | 9.3        | 8.8        | 9.8      | 2                     | <b>KBEQ</b><br>104.3         | CHR    | 1         | 1          | 2          | 2          | 5          | 15/73                           | BANNER               | ABC-C   | 9.2                   |
| 9.9      | 8.5        | 10.4       | 8.3        | 9.2      | 3                     | <b>KYYS</b><br>102.1         | AOR    | 4         | 2          | 1          | 1          | 2          | 12/92                           | KATZ                 | NBC-S   | 12.2                  |
| 7.3      | 6.0        | 5.0        | 8.2        | 7.6      | 4                     | <b>KCMO</b><br>810           | N/T    | 3         | 24         | 10         | 7          | 6          | 15/73                           | MCGAVREN             | ABC-I   | 6.3                   |
| 3.7      | 4.7        | 4.6        | 5.6        | 7.6      | 5                     | <b>KPRS</b><br>103.3         | UC     | 12        | 3          | 3          | 5          | 4          | 8/141                           | REPUBLIC             | NBN     | 9.4                   |
| 7.3      | 7.8        | 7.3        | 6.0        | 7.1      | 6                     | <b>KMBR</b><br>99.7          | B/EZ   | 8         | 17         | 13         | 12         | 7          | 11/100                          | DURPETTI             |         | 4.2                   |
| 7.9      | 6.3        | 6.3        | 5.5        | 7.2      | 7                     | <b>KFKF-A/F</b><br>1340 94.1 | CTRY   | 5         | 7          | 4          | 3          | 3          | 13/86                           | HNWH                 |         | 8.1                   |
| 5.5      | 4.5        | 7.0        | 8.1        | 5.0      | 8                     | <b>KMBZ</b><br>980           | N/T    | 6         | 9          | 15         | 13         | 12         | 17/63                           | DURPETTI             | NBC     | 3.4                   |
| 4.1      | 5.3        | 4.4        | 5.3        | 3.9      | 9                     | <b>KCFX</b><br>100.7         | GOLD   | 9         | 6          | 5          | 6          | 10         | 18/62                           | MMR                  | US1     | 5.7                   |
| 5.5      | 4.3        | 5.9        | 5.6        | 3.4      | 10                    | <b>KCPW</b><br>94.9          | CHR    | 7         | 4          | 6          | 11         | 13         | 24/45                           | MCGAVREN             |         | 3.5                   |
| 2.7      | 2.4        | 1.9        | 2.7        | 3.4      | 11                    | <b>WHB</b><br>710            | GOLD   | 10        | 5          | 11         | 10         | 9          | 19/58                           | CHRISTAL             | AP      | 3.3                   |
| 4.6      | 3.2        | 3.9        | 4.6        | 3.3      | 12                    | <b>KLSI</b><br>93.3          | AC     | 11        | 12         | 9          | 8          | 8          | 19/56                           | EASTMAN              | CNN     | 3.6                   |
| 5.7      | 4.7        | 3.2        | 3.9        | 3.1      | 13                    | <b>KUDL</b><br>98.1          | AC     | 13        | 20         | 8          | 9          | 11         | 19/58                           | CHRISTAL             | AP      | 2.6                   |
| 3.2      | 4.0        | 2.8        | 3.0        | 2.6      | 14                    | <b>KJLA</b><br>1190          | BBND   | 14        | 26         | 23         | 24         | 22         | 13/81                           | ROSLIN               | MBS     | 2.6                   |
| 1.4      | 2.3        | 2.0        | 1.9        | 1.6      | 15                    | <b>KXTR</b><br>96.5          | CLAS   | 16        | 16         | 19         | 18         | 16         | 18/59                           | CMBS                 | US2     | 2.3                   |
| 0.9      | 0.7        | 0.7        | 1.3        | 1.6      | 16                    | <b>KPRT</b><br>1590          | REL    | 18        | 19         | 18         | 15         | 14         | 11/95                           | REPUBLIC             | MBS     | 1.1                   |
| 0.5      | 1.0        | 1.2        | 1.0        | 1.4      | 17                    | <b>KCCV</b><br>1510          | REL    | 22        | 14         | 24         | 16         | 17         | 6/168                           |                      |         | .3                    |
| 2.1      | 2.7        | 1.9        | 2.4        | 1.2      | 18                    | <b>KCWV-A/F</b><br>1410 98.9 | NAC    | 15        | 15         | 12         | 14         | 15         | 23/46                           | CBS SPOT             | SHRDN   | 1.4                   |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 6.4  |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 KYYS       | 1 KBEQ         | 1 KYYS       | 1 KBEQ         | 1 WDAF       | 1 WDAF         | AOR     | 9.2  |
| 2 KPRS       | 2 KYYS         | 2 KPRS       | 2 KYYS         | 2 KYYS       | 2 KBEQ         | BBnd    | 2.6  |
| 3 KCFX       | 3 KFKF-FM      | 3 KFKF-FM    | 3 KFKF-FM      | 3 KCMO       | 3 KFKF-FM      | BM/Easy | 7.1  |
| 4 KBEQ       | 4 KPRS         | 4 WDAF       | 4 WDAF         | 4 KFKF-FM    | 4 KMBR         | CHR     | 13.2 |
| 5 KFKF-FM    | 5 KCPW         | 5 KCFX       | 5 KPRS         | 5 KPRS       | 5 KYYS         | Clas    | 1.6  |
| 6 WDAF       | 6 KUDL         | 6 KCMO       | 6 KUDL         | 6 KCFX       | 6 KPRS         | Ctry    | 20.0 |
| 7 KCMO       | 7 WDAF         | 7 KBEQ       | 7 KLSI         | 7 WHB        | 7 KLSI         | Gold    | 7.3  |
| 8 KCPW       | 8 KCFX         | 8 WHB        | 8 KCPW         | 8 KMBR       | 8 KUDL         | NAC     | 1.2  |
| 9 WHB        | 9 KLSI         | 9 KLSI       | 9 KMBR         | 9 KMBZ       | 9 WHB          | N/T     | 12.6 |
| 10 KUDL      | 10 WHB         | 10 KMBZ      | 10 KCFX        | 10 KBEQ      | 10 KCPW        | Rel/CC  | 3.0  |
|              |                |              |                |              |                | UC      | 7.6  |

# LOS ANGELES #2

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 6.5      | 5.7        | 7.0        | 6.6        | 7.5      | 1                     | KPWR<br>105.9          | CHR    | 2         | 1          | 1          | 2          | 4          | 14/80                            | HNWH                 |         | 9.4                |
| 6.3      | 6.4        | 7.4        | 6.5        | 7.2      | 2                     | KIIS-A/F<br>1150 102.7 | CHR    | 1         | 3          | 2          | 1          | 1          | 18/60                            | MCGAVREN             |         | 9.1                |
| 5.4      | 6.1        | 5.2        | 5.8        | 5.5      | 3                     | KABC<br>790            | TALK   | 8         | 25         | 22         | 13         | 9          | 11/97                            | KATZ                 | ABC-T   | 5.3                |
| 4.1      | 4.8        | 4.3        | 4.9        | 4.5      | 4                     | KOST<br>103.5          | AC     | 4         | 5          | 6          | 4          | 3          | 17/64                            | CHRISTAL             |         | 4.0                |
| 4.9      | 4.7        | 4.9        | 4.5        | 4.3      | 5                     | KJOI<br>98.7           | B/EZ   | 12        | 29         | 24         | 17         | 12         | 13/87                            | BANNER               |         | 3.3                |
| 3.4      | 4.2        | 3.0        | 2.6        | 4.2      | 6                     | KFWB<br>980            | NEWS   | 3         | 19         | 18         | 15         | 13         | 21/52                            | GROUP W              | NBC     | 3.6                |
| 3.9      | 3.8        | 3.7        | 4.3        | 4.0      | 7                     | KBIG<br>104.3          | AC     | 7         | 14         | 8          | 7          | 6          | 16/68                            | CBS SPOT             |         | 3.3                |
| 2.3      | 2.8        | 2.9        | 3.0        | 3.8      | 8                     | KLOS<br>95.5           | AOR    | 9         | 8          | 3          | 3          | 10         | 14/75                            | KATZ                 | ABC-R   | 3.7                |
| 3.9      | 4.0        | 4.1        | 4.3        | 3.7      | 9                     | KROQ<br>106.7          | AOR    | 10        | 2          | 5          | 8          | 23         | 15/73                            | TORBET               |         | 5.8                |
| 4.0      | 3.6        | 3.8        | 3.3        | 3.7      | 10                    | KRTH-FM<br>101.1       | GOLD   | 5         | 15         | 7          | 6          | 2          | 19/57                            | REPUBLIC             | US2     | 2.6                |
| 3.1      | 3.6        | 3.3        | 3.0        | 3.6      | 11                    | KLSX<br>97.1           | GOLD   | 11        | 10         | 4          | 5          | 5          | 15/71                            | MMR                  |         | 3.7                |
| 3.6      | 3.3        | 3.0        | 2.8        | 3.2      | 12                    | KNX<br>1070            | NEWS   | 6         | 24         | 23         | 19         | 16         | 21/51                            | CBS SPOT             | CBS     | 2.7                |
| 3.3      | 2.3        | 3.1        | 2.3        | 3.0      | 13                    | KTNQ<br>1020           | SPAN   | 21        | 12         | 12         | 9          | 8          | 9/122                            | CABALLERO            |         | 2.4                |
| 3.6      | 2.9        | 2.9        | 2.7        | 2.8      | 14                    | KIQQ<br>100.3          | AC     | 13        | 23         | 13         | 10         | 7          | 18/61                            | HNWH                 | TRNSTR  | 2.3                |
| 2.7      | 2.4        | 2.8        | 2.8        | 2.5      | 15                    | KMPC<br>710            | BBND   | 15        | 26         | 38         | 33         | 26         | 16/69                            | DURPETTI             |         | 2.3                |
| 2.3      | 3.2        | 3.0        | 2.8        | 2.5      | 16                    | KLVE<br>107.5          | SPAN   | 17        | 11         | 11         | 12         | 14         | 12/90                            | CABALLERO            |         | 2.1                |
| 1.6      | 1.9        | 2.5        | 2.7        | 2.3      | 17                    | KTWV<br>102.7          | NAC    | 14        | 20         | 9          | 11         | 11         | 17/64                            | BANNER               | NBC-S   | 3.5                |
| 1.8      | 1.7        | 1.9        | 2.5        | 2.1      | 18                    | KZLA<br>93.9           | CTRY   | 16        | 21         | 16         | 16         | 15         | 16/68                            | EASTMAN              |         | 2.0                |
| 1.8      | 2.4        | 2.0        | 2.2        | 1.8      | 19                    | KJLH<br>102.3          | UC     | 22        | 7          | 10         | 14         | 17         | 14/78                            | RADIO WEST           |         | 2.9                |
| 1.4      | 1.3        | 1.3        | 1.9        | 1.8      | 20                    | KFAC-A/F<br>1330 92.3  | CLAS   | 19        | 28         | 28         | 23         | 24         | 18/61                            | MCGAVREN             |         | 1.8                |
| 1.2      | 1.6        | 1.8        | 1.5        | 1.5      | 21                    | KDAY<br>1580           | UC     | 24        | 4          | 20         | 30         | 34         | 17/65                            | ROSLIN               | NBN     | 1.6                |
| 1.5      | 1.6        | 1.4        | 1.0        | 1.4      | 22                    | KLAC<br>570            | CTRY   | 26        | 34         | 33         | 29         | 22         | 16/67                            | EASTMAN              | ABC-D   | .9                 |
| 1.3      | 1.4        | 1.2        | 1.4        | 1.3      | 23                    | KFI<br>640             | AC     | 20        | 33         | 37         | 26         | 19         | 20/53                            | CHRISTAL             | MBS     | 1.3                |
| 0.9      | 0.9        | 1.6        | 1.2        | 1.3      | 24                    | KRTH<br>930            | GOLD   | 25        | 17         | 27         | 20         | 20         | 18/61                            | REPUBLIC             | US1     | .5                 |
| 1.4      | 1.1        | 0.9        | 1.6        | 1.3      | 25                    | KNX-FM<br>93.1         | AOR    | 18        | 36         | 14         | 18         | 18         | 22/49                            | CBS SPOT             | CBS-R   | 1.1                |
| 1.2      | 1.3        | 1.5        | 1.2        | 1.1      | 26                    | KRLA<br>1110           | GOLD   | 23        | 9          | 32         | 21         | 21         | 22/50                            | MMR                  |         | 1.0                |
| 1.1      | 1.1        | 1.4        | 0.9        | 1.1      | 27                    | KNAC<br>105.5          | AOR    | 30        | 6          | 15         | 22         | 38         | 14/76                            | MASLA                | ABC-F   | 2.1                |
| 1.2      | 1.2        | 1.1        | 1.0        | 1.0      | 28                    | KKGO<br>105.1          | JAZZ   | 28        | 31         | 26         | 31         | 28         | 20/55                            | TORBET               | APR     | .7                 |
| 1.7      | 1.9        | 1.6        | 1.2        | 1.0      | 29                    | KWKW<br>1300           | SPAN   | 32        | 37         | 29         | 27         | 25         | 11/95                            | LOTUS                |         | .8                 |

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# KJOI... REFLECTING THE LIFE STYLES OF SOUTHERN CALIFORNIA ADULTS.



ELTON JOHN  
 AIR SUPPLY  
 LARRY CARLTON  
 PERCY FAITH  
 TOM MAURIA  
**FINANCIAL**  
 ANNE MURRAY  
 FRANCIS GOYA  
 KENNY ROGERS  
 STEVIE WONDER  
 FRANK CHACKSFIELD  
**JOSEPH BENTI COMMENTARY**  
 DIANA ROSS  
**REPORT**  
 PAUL SIMON  
 THE BEATLES  
 AIR SUPPLY  
 LETTERMEN  
 FRANK CHACKSFIELD  
**JOSEPH BENTI COMMENTARY**  
 LEE RITENOUR  
 STEPHEN BISHOP  
 ROGER BARKLEY  
 THE CARPENTERS  
 PAT VALENTINO  
 MCDONALD LIGHTFOOT  
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 CHRISTOPHER CROSS  
 ELTON JOHN  
 AIR SUPPLY  
 LARRY CARLTON  
 BILLY JOEL  
 FRANK POURCIEL  
 HELEN REDDY  
 RICHARD BARRONS ON INVESTMENT  
 KENNY G.  
 DIANA ROSS  
 JIM CROCE  
 PAUL ANKA  
**KJOI CONCERT • FM 99**  
 MIAMI SOUND MACHINE  
 OLIVIA NEWTON-JOHN  
 ENGELBERT HUMPERDINCK  
**GEO. ALLEN'S HEALTH TIPS**  
 DAVID ROSE  
 DAN SIEGEL  
 LEE RITENOUR  
 ROGER BARKLEY  
 CRYSTAL GAYLE  
 JAMES LAST  
**AMEX BUSINESS TALK**  
 LIONEL RICHIE  
 BREAD  
 RICHARD CLAYDERMAN  
 DEBARGE  
 MIAMI SOUND MACHINE  
 MAUREEN MCGOVERN  
 THE ASSOCIATION  
 BARBRA STREISAND  
**BARRONS ON INVEST**  
 FRANK SINATRA  
 RITA COOLIDGE  
**FINANCIAL REPORT**  
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 KENNY G  
 MIKE POST  
 CARAVELLI  
 CLAYDERMAN  
 DEBARGE  
 MIAMI SOUND MACHINE  
 MAUREEN MCGOVERN  
 THE ASSOCIATION  
 BARBRA STREISAND  
**BARRONS ON INVEST**  
 FRANK SINATRA  
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**AMEX BUSINESS TALK**  
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 DIONNE WARWICK  
 DEBRA ROSS  
 LINDA CONSTABLE  
 OLIVIA NEWTON-JOHN  
**AMEX BUSINESS TALK**  
 HEALTH TIPS  
 DIONNE WARWICK  
 DEBRA ROSS  
 KJOI  
 ROBERTA FLACK  
 FM  
 JOHNNY MATHIS  
 ADUL FM  
 GLEN CAMPBELL  
**KJOI CONCERT**  
 GOYA  
 COACH  
 TIPS  
 BARB MANI  
 BRE

# ANAHEIM-SANTA ANA #20

Continued from Page 102

| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 KLOS           | 1 KIIS-FM   | 1 KLOS    | 1 KIIS-FM   | 1 KLOS    | 1 KOST      | AC 17.9      |
| 2 KROQ           | 2 KOST      | 2 KLSX    | 2 KOST      | 2 KLSX    | 2 KBIG      | AOR 15.4     |
| 3 KLSX           | 3 KROQ      | 3 KROQ    | 3 KBIG      | 3 KRTH-FM | 3 KIIS-FM   | BBnd 2.4     |
| 4 KIIS-FM        | 4 KLSX      | 4 KIIS-FM | 4 KRTH-FM   | 4 KTWV    | 4 KIQQ      | BM/Easy 5.5  |
| 5 KPWR           | 5 KPWR      | 5 KRTH-FM | 5 KIQQ      | 5 KIQQ    | 5 KRTH-FM   | CHR 13.3     |
| 6 KNAC           | 6 KRTH-FM   | 6 KPWR    | 6 KPWR      | 6 KABC    | 6 KLSX      | Clas 1.6     |
| 7 KRTH-FM        | 7 KLOS      | 7 KTWV    | 7 KLOS      | 7 KFWB    | 7 KJOI      | Ctry 4.5     |
| 8 KTWV           | 8 KNX-FM    | 8 KNAC    | 8 KLSX      | 8 KIIS-FM | 8 KLOS      | Gold 8.9     |
| 9 KNOB           | 9 KTWV      | 9 KFWB    | 9 KROQ      | 9 KNX     | 9 KABC      | NAC 2.7      |
| 10 KTNQ          | 10 KBIG     | 10 KIQQ   | 10 KNX-FM   | 10 KBIG   | 10 KNX-FM   | N/T 11.0     |
|                  |             |           |             |           |             | Span 3.3     |

# BOSTON #7

Continued from Page 106

| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 WBCN           | 1 WXKS-FM   | 1 WBCN    | 1 WXKS-FM   | 1 WBCN    | 1 WSSH-FM   | AC 25.7      |
| 2 WZLX           | 2 WBCN      | 2 WZLX    | 2 WBCN      | 2 WZLX    | 2 WXKS-FM   | AOR 10.9     |
| 3 WXKS-FM        | 3 WZOU      | 3 WXKS-FM | 3 WSSH-FM   | 3 WRKO    | 3 WBZ       | BBnd 1.6     |
| 4 WILD           | 4 WZLX      | 4 WILD    | 4 WROR      | 4 WBZ     | 4 WROR      | BM/Easy 5.7  |
| 5 WAAF           | 5 WVBF      | 5 WEEI    | 5 WZOU      | 5 WEEI    | 5 WHDH      | CHR 12.2     |
| 6 WZOU           | 6 WODS      | 6 WZOU    | 6 WBZ       | 6 WHDH    | 6 WODS      | Clas 1.4     |
| 7 WFNX           | 7 WMJX      | 7 WRKO    | 7 WODS      | 7 WILD    | 7 WBCN      | Ctry 2.3     |
| 8 WMJX           | 8 WROR      | 8 WBZ     | 8 WMJX      | 8 WXKS-FM | 8 WVBF      | Gold 7.3     |
| 9 WODS           | 9 WSSH-FM   | 9 WODS    | 9 WVBF      | 9 WROR    | 9 WJIB      | N/T 12.1     |
| 10 WEEI          | 10 WILD     | 10 WROR   | 10 WZLX     | 10 WODS   | 10 WRKO     | UC 3.0       |

# LOS ANGELES #2

Continued from Page 122

| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 KLOS           | 1 KPWR      | 1 KLOS    | 1 KIIS-FM   | 1 KIIS-FM | 1 KIIS-FM   | AC 12.6      |
| 2 KPWR           | 2 KIIS-FM   | 2 KIIS-FM | 2 KPWR      | 2 KRTH-FM | 2 KOST      | AOR 9.9      |
| 3 KIIS-FM        | 3 KOST      | 3 KPWR    | 3 KOST      | 3 KLSX    | 3 KPWR      | BBnd 2.5     |
| 4 KLSX           | 4 KLSX      | 4 KLSX    | 4 KBIG      | 4 KLOS    | 4 KRTH-FM   | BM/Easy 4.3  |
| 5 KROQ           | 5 KBIG      | 5 KRTH-FM | 5 KRTH-FM   | 5 KTNQ    | 5 KBIG      | CHR 14.7     |
| 6 KRTH-FM        | 6 KRTH-FM   | 6 KROQ    | 6 KIQQ      | 6 KPWR    | 6 KIQQ      | Clas 1.8     |
| 7 KOST           | 7 KROQ      | 7 KTNQ    | 7 KLSX      | 7 KFWB    | 7 KTWV      | Ctry 3.5     |
| 8 KTNQ           | 8 KJLH      | 8 KBIG    | 8 KLVE      | 8 KABC    | 8 KLSX      | Gold 9.7     |
| 9 KNAC           | 9 KTWV      | 9 KOST    | 9 KTWV      | 9 KOST    | 9 KTNQ      | Jazz 1.0     |
| 10 KTWV          | 10 KLOS     | 10 KFWB   | 10 KJLH     | 10 KBIG   | 10 KLVE     | NAC 2.3      |
|                  |             |           |             |           |             | N/T 12.9     |
|                  |             |           |             |           |             | Span 6.5     |
|                  |             |           |             |           |             | UC 3.3       |

# LOUISVILLE #46

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOR | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.6     | 14.8       | 16.2       | 13.0       | 16.1     | 1                     | <b>WHAS</b><br>840   | AC     | 1         | 9          | 7          | 3          | 2          | 13/84                            | CHRISTAL             | ABC-I   | 12.6               |
| 15.2     | 15.8       | 15.4       | 16.6       | 14.3     | 2                     | <b>WAMZ</b><br>97.5  | CTRY   | 2         | 7          | 2          | 1          | 1          | 10/106                           | CHRISTAL             |         | 13.5               |
| 7.7      | 8.6        | 9.1        | 9.5        | 9.3      | 3                     | <b>WDJX</b><br>99.7  | CHR    | 3         | 1          | 3          | 6          | 7          | 14/76                            | REPUBLIC             | CBS-R   | 11.9               |
| 8.9      | 8.8        | 7.9        | 8.8        | 8.8      | 4                     | <b>WQMF</b><br>95.7  | AOR    | 5         | 3          | 1          | 2          | 5          | 13/84                            | EASTMAN              | NBC-S   | 10.4               |
| 8.6      | 8.3        | 7.5        | 9.0        | 8.5      | 5                     | <b>WVEZ</b><br>106.9 | AC     | 6         | 8          | 6          | 5          | 4          | 13/81                            | KATZ                 |         | 6.9                |
| 6.4      | 5.7        | 8.1        | 6.3        | 7.9      | 6                     | <b>WRKA</b><br>103.1 | AC     | 7         | 4          | 5          | 4          | 3          | 13/80                            | BANNER               | ABC-D   | 10.2               |
| 4.2      | 5.7        | 6.5        | 5.9        | 6.3      | 7                     | <b>WLRS</b><br>102.3 | CHR    | 4         | 2          | 4          | 7          | 6          | 21/51                            | MMR                  | ABC-R   | 8.9                |
| 3.7      | 3.4        | 4.4        | 3.2        | 4.5      | 8                     | <b>WLOU</b><br>1350  | UC     | 10        | 5          | 9          | 9          | 8          | 11/99                            | MMR                  | SHRDN   | 2.7                |
| 5.7      | 5.1        | 5.7        | 6.1        | 4.1      | 9                     | <b>WJYL</b><br>101.7 | UC     | 9         | 6          | 8          | 8          | 9          | 13/84                            | BANNER               |         | 6.4                |
| 4.2      | 5.2        | 4.5        | 4.9        | 3.8      | 10                    | <b>WAVG</b><br>970   | AC     | 8         | 12         | 14         | 12         | 11         | 20/54                            | MMR                  | NBC     | 3.3                |
| 2.3      | 2.9        | 2.5        | 3.2        | 2.6      | 11                    | <b>WXVW</b><br>1450  | B/EZ   | 12        | 17         | 12         | 14         | 16         | 12/87                            | KATZ                 | SMN     | 2.2                |
| 1.5      | 1.0        | 0.3        | 1.2        | 2.5      | 12                    | <b>WCII</b><br>1080  | GOLD   | 11        | 13         | 10         | 10         | 10         | 15/71                            | REPUBLIC             | CBS     | 1.1                |
| 1.9      | 2.1        | 1.5        | 1.1        | 1.6      | 13                    | <b>WXLN</b><br>103.9 | REL    | 14        | 10         | 11         | 11         | 12         | 16/66                            |                      | ABC-C   | 1.8                |
| 2.4      | 1.0        | 1.1        | 1.5        | 1.4      | 14                    | <b>WTMT</b><br>620   | CTRY   | 15        | 11         | 16         | 16         | 13         | 14/79                            | MASLA                |         | 1.9                |
| 1.2      | 0.5        | 1.2        | 0.0        | 1.1      | 15                    | <b>WLLV</b><br>1240  | REL    | 16        | 14         | 15         | 13         | 14         | 11/95                            | ROSLIN               |         | .2                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WQMF       | 1 WDJX         | 1 WQMF       | 1 WMAZ         | 1 WAMZ       | 1 WAMZ         | AC 36.3     |
| 2 WAMZ       | 2 WAMZ         | 2 WAMZ       | 2 WHAS         | 2 WHAS       | 2 WHAS         | AOR 8.8     |
| 3 WLRS       | 3 WVEZ         | 3 WHAS       | 3 WDJX         | 3 WQMF       | 3 WRKA         | BM/Easy 2.6 |
| 4 WRKA       | 4 WRKA         | 4 WRKA       | 4 WRKA         | 4 WRKA       | 4 WVEZ         | CHR 15.6    |
| 5 WHAS       | 5 WLRS         | 5 WLRS       | 5 WVEZ         | 5 WVEZ       | 5 WDJX         | Ctry 15.7   |
| 6 WDJX       | 6 WJYL         | 6 WVEZ       | 6 WLRS         | 6 WCII       | 6 WLRS         | Gold 2.5    |
| 7 WJYL       | 7 WLOU         | 7 WJYL       | 7 WQMF         | 7 WJYL       | 7 WQMF         | Rel/CC 2.7  |
| 8 WLOU       | 8 WQMF         | 8 WLOU       | 8 WLOU         | 8 WLOU       | 8 WLOU         | UC 8.6      |
| 9 WVEZ       | 9 WHAS         | 9 WDJX       | 9 WJYL         | 9 WLRS       | 9 WJYL         |             |
| 10 WCII      | 10 WXLN        | 10 WCII      | 10 WXLN        | 10 WDJX      | 10 WAVG        |             |

# MEMPHIS #48

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ ACH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 16.7     | 14.3       | 15.8       | 13.5       | 14.0     | 1          | 1       | <b>WHRK</b><br>97.1     | UC     | 1         | 1          | 1          | 1          | 1          | 11/95                          | KATZ                 | NBC     | 16.5               |
| 10.5     | 10.9       | 11.6       | 11.2       | 9.1      | 2          | 2       | <b>WMC-FM</b><br>99.7   | CHR    | 2         | 3          | 2          | 2          | 4          | 14/79                          | BANNER               | ABC-C   | 11.1               |
| 8.1      | 8.1        | 8.4        | 9.6        | 9.0      | 3          | 3       | <b>WGKX</b><br>105.9    | CTRY   | 4         | 7          | 5          | 3          | 2          | 12/87                          | HNWH                 |         | 9.6                |
| 7.4      | 10.2       | 8.8        | 9.2        | 8.4      | 4          | 4       | <b>KRNB</b><br>101.1    | UC     | 3         | 2          | 3          | 5          | 6          | 14/79                          | REPUBLIC             | ABC-F   | 11.6               |
| 5.3      | 5.4        | 6.9        | 6.3        | 6.8      | 5          | 5       | <b>WLOK</b><br>134.0    | UC     | 8         | 9          | 9          | 7          | 5          | 11/99                          | MASLA                | NBN     | 5.4                |
| 6.9      | 6.6        | 7.2        | 8.0        | 6.7      | 6          | 6       | <b>WRVR-FM</b><br>104.5 | AC     | 5         | 8          | 6          | 4          | 3          | 15/74                          | CHRISTAL             |         | 7.1                |
| 5.2      | 6.7        | 5.6        | 5.7        | 6.2      | 7          | 7       | <b>WEZI-FM</b><br>94.3  | B/EZ   | 7         | 13         | 10         | 10         | 8          | 13/86                          | CHRISTAL             |         | 3.0                |
| 7.0      | 4.3        | 7.1        | 5.3        | 5.7      | 8          | 8       | <b>WDIA</b><br>107.0    | UC     | 6         | 6          | 8          | 9          | 7          | 16/67                          | KATZ                 | AP      | 5.9                |
| 6.4      | 3.9        | 3.8        | 5.2        | 5.4      | 9          | 9       | <b>WEGR</b><br>102.7    | AOR    | 9         | 5          | 4          | 6          | 9          | 13/81                          | MCGAVREN             | US1     | 5.9                |
| 1.2      | 2.5        | 3.0        | 4.3        | 4.0      | 10         | 10      | <b>KWLN</b><br>98.1     | AOR    | 13        | 4          | 7          | 8          | 10         | 12/91                          | TORBET               |         | 6.3                |
| 4.1      | 4.9        | 3.2        | 3.3        | 3.9      | 11         | 11      | <b>WMC</b><br>79.0      | CTRY   | 10        | 14         | 16         | 13         | 12         | 14/78                          | BANNER               | ABC-I   | 2.4                |
| 3.7      | 4.6        | 3.9        | 4.6        | 2.9      | 12         | 12      | <b>WHBQ</b><br>56.0     | N/T    | 12        | 15         | 13         | 11         | 11         | 18/60                          | REPUBLIC             | US1     | 4.0                |
| 3.7      | 3.4        | 2.2        | 3.0        | 2.5      | 13         | 13      | <b>WREC</b><br>60.0     | BBND   | 11        | 18         | 21         | 16         | 15         | 22/50                          | MCGAVREN             | CBS     | 2.4                |
| 0.6      | 0.9        | 1.1        | 0.7        | 1.7      | 14         | 14      | <b>KFTH</b><br>107.1    | REL    | 17        | 11         | 11         | 15         | 16         | 11/95                          |                      | SHRDN   | 1.0                |
| 0.0      | 1.1        | 1.4        | 1.0        | 1.6      | 15         | 15      | <b>WCRV</b><br>64.0     | REL    | 15        | 17         | 12         | 14         | 14         | 13/81                          |                      |         | .7                 |
| 0.9      | 1.1        | 0.8        | 0.8        | 1.2      | 16         | 16      | <b>KWAM</b><br>99.0     | REL    | 16        | 20         | 17         | 17         | 17         | 17/63                          | REPUBLIC             |         | .7                 |
| 1.2      | 1.4        | 1.7        | 2.2        | 1.2      | 17         | 17      | <b>WRVR</b><br>68.0     | GOLD   | 14        | 10         | 14         | 12         | 13         | 27/41                          | CHRISTAL             | TRNSTR  | .7                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | ■ 6.7  |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|--------|
| 1 WHRK       | 1 WHRK         | 1 WHRK       | 1 WHRK         | 1 WHRK       | 1 WGKX         | AOR     | ■ 9.4  |
| 2 WEGR       | 2 WMC-FM       | 2 WEGR       | 2 WMC-FM       | 2 WGKX       | 2 WHRK         | BBnd    | ■ 2.5  |
| 3 KRNB       | 3 WRVR-FM      | 3 KRNB       | 3 WGKX         | 3 WRVR-FM    | 3 WRVR-FM      | BM/Easy | ■ 6.2  |
| 4 WMC-FM     | 4 WGKX         | 4 WMC-FM     | 4 WRVR-FM      | 4 KRNB       | 4 WMC-FM       | CHR     | ■ 9.1  |
| 5 KWLN       | 5 KRNB         | 5 WGKX       | 5 KRNB         | 5 WERG       | 5 WLOK         | Ctry    | ■ 12.9 |
| 6 WGKX       | 6 WEGR         | 6 KWLN       | 6 WLOK         | 6 WMC-FM     | 6 WDIA         | Gold    | ■ 1.2  |
| 7 WRVR-FM    | 7 WDIA         | 7 WRVR-FM    | 7 WDIA         | 7 WEZI       | 7 WEZI-FM      | N/T     | ■ 2.9  |
| 8 WDIA       | 8 WLOK         | 8 WDIA       | 8 WEGR         | 8 WEZI       | 8 KRNB         | Rel/CC  | ■ 4.5  |
| 9 WLOK       | 9 KWLN         | 9 WLOK       | 9 WEZI-FM      | 9 KWLN       | 9 WEGR         | UC      | ■ 34.9 |
| 10 WEZI-FM   | 10 KFTH        | 10 WEZI-FM   | 10 KWLN        | 10 WLOK      | 10 WRVR-FM     |         |        |

# MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 8.1      | 9.0        | 8.6        | 7.0        | 8.5      | 1          | 1       | WLYF<br>101.5    | B/EZ   | 1         | 17         | 16         | 12         | 6          | 10/109                          | BANNER               |         | 4.9                |
| 3.6      | 4.5        | 5.4        | 5.0        | 5.7      | 2          | 2       | WPOW<br>96.5     | CHR    | 3         | 1          | 3          | 4          | 15         | 12/88                           | HNWH                 | ABC-C   | 7.3                |
| 5.5      | 5.6        | 5.1        | 6.5        | 5.4      | 3          | 3       | WQBA<br>1140     | SPAN   | 15        | 20         | 21         | 19         | 14         | 8/133                           | EASTMAN              |         | 3.4                |
| 4.2      | 5.0        | 4.1        | 3.9        | 5.3      | 4          | 4       | WEDR<br>99.7     | UC     | 11        | 4          | 1          | 1          | 5          | 8/129                           | HNWH                 | SHRDN   | 6.6                |
| 3.8      | 4.6        | 4.8        | 4.2        | 5.3      | 5          | 5       | WCMQ-FM<br>92.3  | SPAN   | 14        | 13         | 8          | 2          | 1          | 8/130                           | MMR                  |         | 3.2                |
| 4.2      | 3.5        | 4.4        | 4.7        | 4.2      | 6          | 6       | WJQY<br>106.7    | AC     | 10        | 10         | 11         | 7          | 4          | 12/93                           | MASLA                |         | 3.6                |
| 3.2      | 3.0        | 3.5        | 4.5        | 4.2      | 7          | 7       | WAXY<br>105.9    | AC     | 5         | 7          | 4          | 3          | 2          | 14/75                           | REPUBLIC             | US1     | 4.5                |
| 3.6      | 5.0        | 6.3        | 5.0        | 3.9      | 8          | 8       | WINZ<br>940      | N/T    | 8         | 24         | 15         | 16         | 12         | 14/80                           | KATZ                 | CBS     | 3.2                |
| 3.7      | 4.9        | 4.5        | 3.3        | 3.8      | 9          | 9       | WHYI<br>100.7    | CHR    | 2         | 2          | 5          | 8          | 9          | 19/56                           | MCGAVREN             |         | 4.1                |
| 2.6      | 2.5        | 1.7        | 2.5        | 3.7      | 10         | 10      | WMXJ<br>102.7    | GOLD   | 7         | 9          | 7          | 6          | 3          | 14/76                           | DURPETTI             |         | 5.6                |
| 3.5      | 4.6        | 3.2        | 3.4        | 3.6      | 11         | 11      | WAQI<br>710      | SPAN   | 20        | 27         | 19         | 18         | 11         | 10/111                          | LOTUS                |         | 2.8                |
| 4.0      | 3.1        | 3.6        | 2.9        | 3.6      | 12         | 12      | WIOD<br>610      | N/T    | 4         | 33         | 18         | 20         | 16         | 19/57                           | CHRISTAL             | ABC-I   | 3.4                |
| 3.9      | 3.5        | 3.9        | 3.3        | 3.5      | 13         | 13      | WNWS<br>790      | TALK   | 12        | 23         | 28         | 23         | 23         | 13/84                           | BANNER               | ABC-E   | 2.6                |
| 2.3      | 2.2        | 2.6        | 3.2        | 3.4      | 14         | 14      | WGTR<br>97.3     | AOR    | 17        | 6          | 2          | 5          | 8          | 12/92                           | CHRISTAL             |         | 5.4                |
| 3.7      | 4.2        | 2.8        | 3.1        | 3.0      | 15         | 15      | WKQS<br>99.9     | CTRY   | 13        | 16         | 14         | 10         | 10         | 15/74                           | HNWH                 | US2     | 2.9                |
| 2.7      | 2.4        | 3.7        | 3.2        | 2.8      | 16         | 16      | WLVE<br>93.9     | AC     | 9         | 15         | 6          | 9          | 7          | 18/61                           | TORBET               |         | 3.2                |
| 4.5      | 3.4        | 3.3        | 3.2        | 2.6      | 17         | 17      | WHQT<br>105.1    | CHR    | 6         | 3          | 9          | 13         | 22         | 22/49                           | MMR                  |         | 5.7                |
| 2.5      | 3.5        | 3.3        | 2.5        | 2.5      | 18         | 18      | WTMI<br>93.7     | CLAS   | 19        | 29         | 26         | 22         | 21         | 15/75                           | CMBS                 |         | 2.3                |
| --       | --         | --         | 0.5        | 2.1      | 19         | 19      | WXDJ<br>95.7     | NAC    | 22        | 32         | 13         | 11         | 13         | 13/87                           |                      |         | 1.7                |
| 2.3      | 1.9        | 2.3        | 2.1        | 2.1      | 20         | 20      | WQBA-FM<br>107.5 | SPAN   | 21        | 12         | 17         | 17         | 17         | 14/80                           | EASTMAN              |         | 2.0                |
| 2.4      | 1.6        | 1.2        | 1.4        | 2.0      | 21         | 21      | WZTA<br>94.9     | AOR    | 16        | 11         | 12         | 14         | 18         | 21/51                           | KATZ                 |         | 2.8                |
| 4.1      | 2.7        | 2.2        | 2.6        | 1.7      | 22         | 22      | WSHE<br>103.5    | AOR    | 18        | 8          | 10         | 15         | 19         | 22/49                           | EASTMAN              |         | 3.0                |
| 1.6      | 1.4        | 1.2        | 1.5        | 1.7      | 23         | 23      | WCMQ<br>1210     | SPAN   | 23        | 21         | 22         | 21         | 20         | 10/108                          | MMR                  |         | .6                 |
| 1.5      | 1.6        | 1.6        | 1.9        | 1.2      | 24         | 24      | WFTL<br>1400     | AC     | 25        | 35         | 30         | 34         | 33         | 13/83                           |                      | AP      | 1.0                |
| 1.4      | 1.7        | 1.1        | 1.4        | 1.0      | 25         | 25      | WRHC<br>1550     | SPAN   | 28        | 26         | 34         | 30         | 30         | 12/89                           | ROSLIN               |         | .9                 |
| 0.9      | 0.8        | 0.8        | 0.8        | 1.0      | 26         | 26      | WOCN<br>1450     | SPAN   | 32        | 14         | 33         | 29         | 26         | 10/108                          | LOTUS                |         | 1.1                |
| 0.8      | 0.9        | 0.7        | 0.5        | 1.0      | 27         | 27      | WRBD<br>1470     | UC     | 33        | 5          | 25         | 24         | 25         | 10/109                          | SMITH                | NBN     | 1.3                |

| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC           |      |
| 1 WGTR           | 1 WPOW         | 1 WEDR       | 1 WCMQ-FM      | 1 WCMQ-FM    | 1 WCMQ-FM      | AC           | 12.4 |
| 2 WEDR           | 2 WEDR         | 2 WGTR       | 2 WAXY         | 2 WMXJ       | 2 WAXY         | AOR          | 7.1  |
| 3 WPOW           | 3 WAXY         | 3 WCMQ-FM    | 3 WEDR         | 3 WINZ       | 3 WJQY         | BM/Easy      | 8.5  |
| 4 WHYI           | 4 WLVE         | 4 WMXJ       | 4 WPOW         | 4 WGTR       | 4 WLVE         | CHR          | 12.1 |
| 5 WSHE           | 5 WCMQ-FM      | 5 WAXY       | 5 WLVE         | 5 WEDR       | 5 WMXJ         | Clas         | 2.5  |
| 6 WZTA           | 6 WGTR         | 6 WPOW       | 6 WJQY         | 6 WAXY       | 6 WEDR         | Ctry         | 3.0  |
| 7 WAXY           | 7 WHYI         | 7 WMXJ       | 7 WMYJ         | 7 WLYF       | 7 WLYF         | Gold         | 3.7  |
| 8 WMXJ           | 8 WHQT         | 8 WINZ       | 8 WHYI         | 8 WJQY       | 8 WPOW         | NAC          | 2.1  |
| 9 WINZ           | 9 WMXJ         | 9 WZTA       | 9 WGTR         | 9 WIOD       | 9 WHYI         | N/T          | 11.0 |
| 10 WJQY          | 10 WXDJ        | 10 WSHE      | 10 WHQT        | 10 WHYI      | 10 WAQI        | Span         | 14.8 |
|                  |                |              |                |              |                | UC           | 6.3  |

# MILWAUKEE-RACINE #26

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 12.1     | 14.3       | 16.1       | 15.1       | 12.9     | 1          | 1       | WTMJ<br>620            | AC     | 1         | 10         | 12         | 8          | 3          | 13/84                            | CHRISTAL             | NBC     | 10.1               |
| 9.9      | 10.1       | 9.2        | 7.5        | 9.5      | 2          | 2       | WKTI<br>94.5           | CHR    | 2         | 1          | 2          | 2          | 4          | 16/68                            | CHRISTAL             | NBC-S   | 11.0               |
| 9.2      | 6.6        | 7.0        | 7.1        | 8.4      | 3          | 3       | WEZW<br>103.7          | B/EZ   | 4         | 15         | 11         | 9          | 5          | 12/91                            | MMR                  |         | 4.5                |
| 7.7      | 8.5        | 8.8        | 5.9        | 8.3      | 4          | 4       | WKLH<br>96.5           | GOLD   | 3         | 6          | 1          | 1          | 1          | 12/88                            | MCGAVREN             |         | 7.3                |
| 6.1      | 6.7        | 5.7        | 6.9        | 6.8      | 5          | 5       | WOKY<br>920            | BBND   | 8         | 14         | 18         | 15         | 11         | 12/94                            | CBS SPOT             | CBS     | 6.4                |
| 4.5      | 5.4        | 6.7        | 5.5        | 6.7      | 6          | 6       | WMIL<br>106.1          | CTRY   | 7         | 12         | 8          | 3          | 2          | 12/91                            | CBS SPOT             |         | 7.7                |
| 5.1      | 5.0        | 5.6        | 6.7        | 5.9      | 7          | 7       | WLUM-FM<br>102.1       | UC     | 6         | 2          | 4          | 5          | 8          | 14/77                            | MASLA                | CBS-R   | 8.3                |
| 5.6      | 6.7        | 6.6        | 7.6        | 5.4      | 8          | 8       | WQFM<br>93.3           | AOR    | 5         | 3          | 3          | 4          | 9          | 16/67                            | EASTMAN              | ABC-R   | 10.3               |
| 3.8      | 3.5        | 3.5        | 4.0        | 5.0      | 9          | 9       | WLTQ<br>97.3           | AC     | 10        | 7          | 7          | 6          | 6          | 13/80                            | KATZ                 |         | 2.8                |
| 4.0      | 3.5        | 3.8        | 4.4        | 4.8      | 10         | 10      | WMYX<br>99.1           | AC     | 9         | 4          | 5          | 7          | 7          | 15/75                            | BANNER               | MBS     | 3.4                |
| 4.6      | 2.6        | 2.8        | 2.8        | 2.5      | 11         | 11      | WLZR-A/F<br>1340 102.9 | AOR    | 12        | 5          | 6          | 10         | 15         | 23.47                            | REPUBLIC             | ABC-F   | 4.1                |
| 3.3      | 3.4        | 2.8        | 3.3        | 2.3      | 12         | 12      | WISN<br>1130           | NEWS   | 11        | 19         | 15         | 17         | 16         | 25/43                            | KATZ                 | ABC-I   | 3.0                |
| 1.4      | 2.3        | 2.1        | 2.4        | 2.2      | 13         | 13      | WEMP<br>1250           | GOLD   | 13        | 13         | 14         | 11         | 10         | 21/51                            | BANNER               | TRNSTR  | 1.7                |
| 2.2      | 1.7        | 1.9        | 1.2        | 2.0      | 14         | 14      | WZTR<br>95.7           | AC     | 14        | 11         | 9          | 12         | 13         | 19/58                            | DURPETTI             |         | 1.2                |
| 1.9      | 1.6        | 1.4        | 1.6        | 1.9      | 15         | 15      | WFMR<br>98.3           | CLAS   | 15        | 20         | 16         | 14         | 12         | 17/63                            | CMBS                 |         | 1.2                |
| 1.7      | 1.5        | 1.9        | 1.9        | 1.6      | 16         | 16      | WNOV<br>860            | UC     | 18        | 9          | 13         | 16         | 17         | 14/77                            |                      | NBN     | 1.4                |
| --       | --         | --         | --         | 1.3      | 17         | 17      | WBZN-A/F<br>1460 100.7 | NAC    | 16        | 25         | 10         | 13         | 14         | 20/54                            | TORBET               | ABC-C   | 1.6                |
| 0.8      | 0.8        | 0.7        | 0.7        | 1.0      | 18         | 18      | WRJN<br>1400           | AC     | 21        | 27         | 27         | 25         | 21         | 13/83                            |                      | ABC-I   | .8                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 WKLH       | 1 WKTI         | 1 WKLH       | 1 WKTI         | 1 WKLH       | 1 WKTI         |
| 2 WQFM       | 2 WKLH         | 2 WQFM       | 2 WKLH         | 2 WMIL       | 2 WLTQ         |
| 3 WKTI       | 3 WLUM         | 3 WMIL       | 3 WLTQ         | 3 WTMJ       | 3 WEZW         |
| 4 WLZR-FM    | 4 WMYX         | 4 WKTI       | 4 WMYX         | 4 WQFM       | 4 WTMJ         |
| 5 WLUM       | 5 WLTQ         | 5 WLUM       | 5 WLUM         | 5 WEZW       | 5 WMIL         |
| 6 WMIL       | 6 WQFM         | 6 WTMJ       | 6 WMIL         | 6 WKTI       | 6 WMYX         |
| 7 WBZN-FM    | 7 WZTR         | 7 WLZR-FM    | 7 WEZW         | 7 WEMP       | 7 WKLH         |
| 8 WMYX       | 8 WMIL         | 8 WEMP       | 8 WTMJ         | 8 WLUM       | 8 WLUM         |
| 9 WLTQ       | 9 WEZW         | 9 WMYX       | 9 WZTR         | 9 WLTQ       | 9 WOKY         |
| 10 WZTR      | 10 WNOV        | 10 WLTQ      | 10 WQFM        | 10 WMYX      | 10 WQFM        |

|         |      |
|---------|------|
| AC      | 25.7 |
| AOR     | 7.9  |
| BBnd    | 6.8  |
| BM/Easy | 8.4  |
| CHR     | 9.5  |
| Clas    | 1.9  |
| Ctry    | 6.7  |
| Gold    | 10.5 |
| NAC     | 1.3  |
| N/T     | 2.3  |
| UC      | 7.5  |



# MINNEAPOLIS-ST. PAUL #18

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|--------------------|
| 17.2     | 17.6       | 16.3       | 19.3       | 19.4     | 1                     | <b>WCCO</b><br>830           | AC     | 1         | 6          | 9          | 4          | 1          | 12/92                            | CBS SPOT              | CBS     | 17.3               |
| 10.5     | 8.9        | 7.9        | 8.6        | 10.2     | 2                     | <b>KQRS-A/F</b><br>1440 92.6 | AOR    | 4         | 4          | 1          | 1          | 3          | 13/83                            | KATZ                  | ABC-R   | 11.6               |
| 9.0      | 9.5        | 8.5        | 8.7        | 8.3      | 3                     | <b>KSTP-FM</b><br>94.5       | AC     | 3         | 5          | 3          | 2          | 2          | 16/69                            | MCGAVREN              |         | 8.5                |
| 6.9      | 8.2        | 10.0       | 7.0        | 8.0      | 4                     | <b>WLOL</b><br>99.5          | CHR    | 2         | 3          | 2          | 3          | 4          | 18/61                            | HNWH                  |         | 9.8                |
| 3.0      | 2.7        | 5.9        | 5.4        | 6.7      | 5                     | <b>KJJO-A/F</b><br>950 104.1 | AOR    | 8         | 1          | 4          | 6          | 13         | 12/94                            | REPUBLIC              | CBS     | 8.5                |
| 6.2      | 6.1        | 5.8        | 6.6        | 6.3      | 6                     | <b>KEYE</b><br>102.1         | CTRY   | 6         | 7          | 7          | 5          | 5          | 15/70                            | KATZ                  |         | 6.0                |
| 6.4      | 5.8        | 6.5        | 5.7        | 6.2      | 7                     | <b>WAYL-A/F</b><br>980 93.7  | B/EZ   | 9         | 17         | 13         | 12         | 8          | 13/84                            | REPUBLIC              |         | 3.5                |
| 7.0      | 7.0        | 6.8        | 6.5        | 5.2      | 8                     | <b>KDWB-FM</b><br>101.3      | CHR    | 5         | 2          | 6          | 9          | 11         | 21/52                            | BANNER                |         | 4.9                |
| 3.9      | 3.6        | 3.8        | 5.2        | 4.7      | 9                     | <b>WLTE</b><br>102.9         | AC     | 7         | 8          | 8          | 7          | 6          | 17/63                            | CBS SPOT              |         | 3.7                |
| 3.6      | 3.2        | 4.4        | 3.9        | 4.0      | 10                    | <b>KTCZ</b><br>97.1          | AOR    | 10        | 11         | 5          | 8          | 7          | 14/76                            | DURPETTI              |         | 3.8                |
| 4.5      | 4.5        | 2.7        | 2.7        | 2.6      | 11                    | <b>KSTP</b><br>1500          | TALK   | 13        | 13         | 12         | 13         | 12         | 17/62                            | MCGAVREN              | ABC-T   | 3.6                |
| 2.1      | 3.3        | 2.1        | 2.3        | 2.2      | 12                    | <b>KMGK</b><br>107.9         | AC     | 11        | 10         | 10         | 11         | 9          | 21/51                            | MMR                   | TRNSTR  | 1.9                |
| 2.2      | 2.3        | 1.8        | 1.6        | 2.0      | 13                    | <b>WDGY</b><br>1130          | CTRY   | 14        | 9          | 14         | 14         | 14         | 17/65                            | KATZ                  | MBS     | 1.9                |
| 2.4      | 1.7        | 2.1        | 2.2        | 2.0      | 14                    | <b>KDWB</b><br>630           | GOLD   | 12        | 14         | 11         | 10         | 10         | 23/47                            | BANNER                |         | 1.5                |
| 1.5      | 1.3        | 1.4        | 0.7        | 1.2      | 15                    | <b>KLBB</b><br>1400          | BBND   | 15        | 15         | 16         | 17         | 15         | 13/86                            | ROSLIN                | ABC-D   | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KQRS-FM    | 1 KSTP-FM      | 1 KQRS-FM    | 1 KSTP-FM      | 1 KQRS-FM    | 1 KSTP-FM      | AC 36.7     |
| 2 KJJO-FM    | 2 WLOL         | 2 KSTP-FM    | 2 WLOL         | 2 WCCO       | 2 WCCO         | AOR 20.9    |
| 3 WLOL       | 3 KQRS-FM      | 3 WJJO-FM    | 3 WLTE         | 3 KSTP-FM    | 3 WLOL         | BBnd 1.2    |
| 4 KTCZ       | 4 WLTE         | 4 WCCO       | 4 WCCO         | 4 KEYE       | 4 WLTE         | BM/Easy 6.2 |
| 5 KSTP-FM    | 5 KDWB-FM      | 5 KEYE       | 5 KEYE         | 5 WTCZ       | 5 KEYE         | CHR 13.2    |
| 6 WCCO       | 6 KEYE         | 6 KTCZ       | 6 KQRS-FM      | 6 WLOL       | 6 WAYL-FM      | Ctry 8.3    |
| 7 KEYE       | 7 KTCZ         | 7 WLOL       | 7 KDWB-FM      | 7 KSTP       | 7 KTCZ         | Gold 2.0    |
| 8 KDWB-FM    | 8 KJJO-FM      | 8 WLTE       | 8 KTCZ         | 8 KDWB       | 8 KQRS-FM      | N/T 2.6     |
| 9 WLTE       | 9 WCCO         | 9 KDWB       | 9 KMGK         | 9 WLTE       | 9 KDWB-FM      |             |
| 10 KSTP      | 10 KMGK        | 10 KSTP      | 10 KJJO-FM     | 10 KJJO-FM   | 10 KMGK        |             |

# NASHVILLE #47

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 14.9     | 14.4       | 15.6       | 12.5       | 11.3     | 1                     | WKDF<br>103.3    | AOR    | 2         | 2          | 1          | 1          | 4          | 11/96                          | KATZ                 | ABC-E   | 14.7               |
| 5.1      | 5.7        | 5.3        | 5.1        | 10.5     | 2                     | WSIX-FM<br>97.9  | CTRY   | 4         | 5          | 4          | 2          | 1          | 11/100                         | MCGAVREN             |         | 9.4                |
| 7.4      | 7.3        | 9.1        | 10.7       | 10.4     | 3                     | WYHY<br>107.5    | CHR    | 1         | 1          | 3          | 6          | 7          | 13/83                          | EASTMAN              | US2     | 11.7               |
| 9.6      | 10.3       | 8.1        | 7.8        | 10.2     | 4                     | WZEZ<br>92.9     | B/EZ   | 7         | 18         | 8          | 8          | 5          | 9/115                          | DURPETTI             |         | 4.1                |
| 10.3     | 10.5       | 11.8       | 10.2       | 9.1      | 5                     | WSM-FM<br>95.5   | CTRY   | 3         | 8          | 7          | 5          | 2          | 13/85                          | CHRISTAL             |         | 10.4               |
| 9.1      | 7.9        | 8.1        | 6.5        | 7.0      | 6                     | WLAC-FM<br>105.9 | AC     | 6         | 7          | 5          | 3          | 3          | 14/79                          | DURPETTI             |         | 4.8                |
| 7.1      | 5.8        | 7.5        | 7.6        | 6.5      | 7                     | WQOK<br>92.1     | UC     | 9         | 3          | 6          | 7          | 8          | 10/105                         | REPUBLIC             |         | 11.2               |
| 5.3      | 5.5        | 5.5        | 6.4        | 6.4      | 8                     | WGFX<br>104.5    | GOLD   | 5         | 4          | 2          | 4          | 6          | 15/74                          | BANNER               | ABC-F   | 7.6                |
| 2.7      | 3.5        | 3.8        | 2.9        | 4.1      | 9                     | WLAC<br>1510     | N/T    | 11        | 15         | 10         | 10         | 10         | 12/89                          | DURPETTI             | CBS     | 2.6                |
| 5.0      | 7.0        | 5.3        | 5.5        | 3.9      | 10                    | WSM<br>650       | CTRY   | 8         | 11         | 14         | 12         | 11         | 21/51                          | CHRISTAL             | NBC     | 3.9                |
| 3.9      | 3.7        | 2.6        | 4.1        | 3.3      | 11                    | WTMG<br>96.3     | AC     | 10        | 13         | 9          | 9          | 9          | 16/69                          | TORBET               |         | 3.7                |
| 3.1      | 3.5        | 2.6        | 2.6        | 2.2      | 12                    | WVOL<br>1470     | GOLD   | 12        | 9          | 11         | 11         | 12         | 17/63                          | REPUBLIC             | NBN     | 2.4                |
| 0.3      | 1.3        | 1.5        | 2.1        | 1.6      | 13                    | WAMB<br>1160     | BBND   | 15        | 17         | 19         | 19         | 19         | 13/84                          | ROSLIN               | MBS     | .6                 |
| 0.8      | 0.4        | 0.2        | 1.2        | 1.1      | 14                    | WSIX<br>980      | AC     | 13        | 10         | 13         | 15         | 14         | 24/45                          | MCGAVREN             | AP      | .7                 |
| 1.5      | 1.0        | 1.0        | 1.7        | 1.1      | 15                    | WKDA<br>1240     | GOLD   | 16        | 12         | 12         | 13         | 13         | 17/65                          | KATZ                 | ABC-I   | .4                 |
| 1.6      | 1.1        | 1.3        | 2.1        | 1.0      | 16                    | WMDB<br>880      | UC     | 17        | 22         | 17         | 14         | 15         | 15/72                          |                      |         | 1.2                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |         |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|
| 1 WKDF       | 1 WYHY         | 1 WKDF       | 1 WYHY         | 1 WKDF       | 1 WSIX-FM      | AC      |
| 2 WGFX       | 2 WKDF         | 2 WSIX-FM    | 2 WSIX-FM      | 2 WSIX-FM    | 2 WLAC-FM      | AOR     |
| 3 WSIX-FM    | 3 WLAC-FM      | 3 WGFX       | 3 WLAC-FM      | 3 WSM-FM     | 3 WSM-FM       | BBnd    |
| 4 WLAC-FM    | 4 WSIX-FM      | 4 WSM-FM     | 4 WSM-FM       | 4 WZEZ       | 4 WYHY         | BM/Easy |
| 5 WQOK       | 5 WQOK         | 5 WLAC-FM    | 5 WKDF         | 5 WGFX       | 5 WZEZ         | CHR     |
| 6 WYHY       | 6 WGFX         | 6 WZEZ       | 6 WQOK         | 6 WLAC-FM    | 6 WGFX         | Ctry    |
| 7 WSM-FM     | 7 WSM-FM       | 7 WQOK       | 7 WGFX         | 7 WLAC       | 7 WQOK         | Gold    |
| 8 WZEZ       | 8 WZEZ         | 8 WYHY       | 8 WZEZ         | 8 WQOK       | 8 WKDF         | N/T     |
| 9 WLAC       | 9 WTMG         | 9 WTMG       | 9 WTMG         | 9 WTMG       | 9 WTMG         | UC      |
| 10 WTMG      | 10 WVOL        | 10 WLAC      | 10 WVOL        | 10 WSM       | 10 WSM         |         |



# NASSAU-SUFFOLK #12

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS              | FORMAT | CLUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|------------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 6.1      | 6.0        | 5.8        | 5.2        | 6.3      | 1                     | WHTZ<br>100.3         | CHR    | 1          | 1          | 2          | 3          | 4          | 16/69                          | CHRISTAL             |         | 7.5                |
| 6.1      | 5.8        | 4.6        | 6.3        | 6.1      | 2                     | WALK-A/F<br>1370 97.5 | AC     | 4          | 11         | 5          | 2          | 1          | 13/81                          | DURPETTI             |         | 5.9                |
| 3.7      | 4.3        | 5.9        | 5.1        | 5.5      | 3                     | WBAB<br>102.3         | AOR    | 7          | 3          | 1          | 1          | 8          | 13/83                          | MMR                  |         | 5.5                |
| 3.3      | 3.6        | 3.0        | 3.5        | 5.2      | 4                     | WHLI<br>1100          | BBND   | 20         | 27         | 35         | 28         | 23         | 5/203                          | ROSLIN               |         | 2.1                |
| 5.2      | 5.7        | 5.1        | 5.1        | 4.9      | 5                     | WBLI<br>106.1         | CHR    | 6          | 5          | 3          | 5          | 3          | 15/72                          | KATZ                 |         | 6.5                |
| 3.8      | 4.6        | 4.1        | 3.6        | 4.6      | 6                     | WCBS-FM<br>101.1      | GOLD   | 8          | 14         | 11         | 4          | 2          | 15/72                          | CBS SPOT             | CBS-R   | 2.9                |
| 5.1      | 4.4        | 4.6        | 5.1        | 4.4      | 7                     | WWPR<br>95.5          | CHR    | 2          | 4          | 4          | 6          | 5          | 22/50                          | BANNER               | ABC-R   | 4.8                |
| 4.8      | 4.2        | 4.1        | 3.5        | 3.8      | 8                     | WCBS<br>880           | NEWS   | 5          | 21         | 20         | 16         | 12         | 20/53                          | CBS SPOT             | CBS     | 2.7                |
| 3.9      | 4.3        | 3.8        | 4.2        | 3.6      | 9                     | WOR<br>710            | TALK   | 11         | 28         | 28         | 23         | 17         | 15/74                          | REPUBLIC             | ABC-E   | 2.7                |
| 3.4      | 2.5        | 2.7        | 2.8        | 3.4      | 10                    | WPAT-A/F<br>930 93.1  | B/EZ   | 13         | 30         | 22         | 19         | 5          | 14/80                          | KATZ                 |         | 2.9                |
| 3.1      | 2.6        | 3.3        | 2.8        | 3.3      | 11                    | WINS<br>1010          | NEWS   | 3          | 24         | 24         | 17         | 14         | 26/42                          | GROUP W              | ABC-D   | 2.2                |
| 3.2      | 3.4        | 4.0        | 3.5        | 3.1      | 12                    | WLTW<br>106.7         | AC     | 14         | 19         | 15         | 11         | 7          | 15/72                          | MMR                  |         | 2.1                |
| 1.6      | 1.2        | 1.0        | 2.3        | 3.0      | 13                    | WYNY<br>97.1          | CTRY   | 18         | 26         | 13         | 9          | 6          | 13/82                          | HNWH                 |         | 2.5                |
| 2.8      | 3.6        | 3.4        | 3.6        | 3.0      | 14                    | WQHT<br>103.5         | CHR    | 10         | 2          | 8          | 12         | 21         | 18/60                          | DURPETTI             |         | 5.0                |
| 2.9      | 3.3        | 3.0        | 3.5        | 2.8      | 15                    | WXRK<br>92.3          | GOLD   | 9          | 10         | 7          | 7          | 9          | 21/51                          | TORBET               | ABC-R   | 4.6                |
| 2.9      | 3.9        | 3.2        | 3.4        | 2.8      | 16                    | WNEW-FM<br>102.7      | AOR    | 12         | 9          | 6          | 8          | 10         | 18/61                          | KATZ                 | NBC-S   | 4.0                |
| 2.4      | 2.8        | 2.3        | 1.8        | 2.7      | 17                    | WCTO<br>94.3          | B/EZ   | 19         | 12         | 25         | 20         | 18         | 14/77                          | ROSLIN               |         | 1.2                |
| 2.2      | 2.6        | 2.4        | 2.8        | 2.4      | 18                    | WNSR<br>105.1         | AC     | 15         | 15         | 9          | 10         | 11         | 18/59                          | MCGAVREN             |         | 1.8                |
| 2.9      | 3.0        | 2.2        | 2.3        | 2.4      | 19                    | WGSM<br>740           | AC     | 29         | 42         | 38         | 32         | 28         | 7/153                          | ROSLIN               |         | 1.3                |
| 2.2      | 2.6        | 3.6        | 3.2        | 2.1      | 20                    | WABC<br>770           | TALK   | 16         | 23         | 27         | 25         | 16         | 20/53                          | BANNER               | ABC-I   | 2.8                |
| 2.9      | 1.8        | 2.3        | 2.2        | 2.0      | 21                    | WNBC<br>660           | AC     | 17         | 18         | 16         | 14         | 13         | 21/51                          | HNWH                 | NBC     | .8                 |
| 2.0      | 1.6        | 1.4        | 1.2        | 1.8      | 22                    | WRKS<br>98.7          | UC     | 26         | 6          | 12         | 15         | 19         | 11/94                          | REPUBLIC             | US1     | 2.7                |
| 2.1      | 2.2        | 3.3        | 1.8        | 1.6      | 23                    | WLIR<br>92.7          | AOR    | 21         | 8          | 10         | 13         | 25         | 17/65                          | KATZ                 |         | 3.2                |
| 1.8      | 1.8        | 2.1        | 2.3        | 1.5      | 24                    | WKJY<br>98.3          | B/EZ   | 23         | 38         | 26         | 21         | 20         | 16/66                          | ROSLIN               | TRNSTR  | .9                 |
| 1.0      | 1.1        | 1.4        | 1.2        | 1.2      | 25                    | WQXR-A/F<br>1560 96.3 | CLAS   | 25         | 36         | 31         | 31         | 30         | 17/66                          | MCGAVREN             |         | 1.8                |
| 1.0      | 1.7        | 1.1        | 1.2        | 1.1      | 26                    | WBLS<br>107.5         | UC     | 28         | 7          | 17         | 22         | 26         | 17/64                          | MCGAVREN             | ABC-F   | 2.3                |
| 1.9      | 1.0        | 1.0        | 1.0        | 1.1      | 27                    | WNEW<br>1130          | BBND   | 31         | 39         | 37         | 36         | 36         | 13/82                          | KATZ                 |         | .9                 |
| 1.7      | 0.9        | 0.8        | 1.1        | 1.0      | 28                    | WPIX<br>101.9         | AC     | 24         | 32         | 14         | 18         | 22         | 21/50                          | CHRISTAL             |         | 1.1                |
| 2.0      | 1.8        | 2.5        | 1.8        | 1.0      | 29                    | WFAN<br>1050          | MISC   | 22         | 17         | 21         | 24         | 24         | 26/41                          | DURPETTI             | MBS     | 1.3                |
| 1.1      | 1.1        | 1.8        | 1.3        | 1.0      | 30                    | WEZN<br>99.9          | B/EZ   | 27         | 25         | 34         | 29         | 29         | 21/53                          | KATZ                 |         | 1.2                |

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# NEW ORLEANS #32

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.6      | 14.6       | 15.2       | 12.4       | 15.6     | 1                     | <b>WQUE-A/F</b><br>1280 93.3 | UC     | 1         | 1          | 1          | 1          | 1          | 12/93                            | HNWH                 |         | 17.0               |
| 10.1     | 9.4        | 9.6        | 9.7        | 10.0     | 2                     | <b>WEZB</b><br>97.1          | CHR    | 2         | 2          | 3          | 4          | 4          | 16/69                            | MMR                  | US1     | 11.2               |
| 6.4      | 7.4        | 9.4        | 7.7        | 9.9      | 3                     | <b>WBYU</b><br>95.7          | B/EZ   | 6         | 10         | 9          | 7          | 5          | 10/113                           | CHRISTAL             |         | 5.0                |
| 15.2     | 13.4       | 13.4       | 12.9       | 9.8      | 4                     | <b>WYLD-A/F</b><br>940 98.5  | UC     | 5         | 3          | 2          | 2          | 3          | 12/94                            | BANNER               |         | 12.3               |
| 7.1      | 6.7        | 5.9        | 8.1        | 7.3      | 5                     | <b>WLTS</b><br>105.3         | AC     | 4         | 6          | 4          | 3          | 2          | 14/76                            | DURPETTI             | CBS-R   | 6.6                |
| 5.9      | 6.1        | 4.9        | 5.2        | 5.6      | 6                     | <b>WRNO</b><br>99.5          | CHR    | 7         | 4          | 5          | 5          | 6          | 16/66                            | MMR                  | ABC-F   | 8.2                |
| 6.8      | 5.9        | 4.3        | 5.8        | 5.1      | 7                     | <b>WWL</b><br>870            | N/T    | 3         | 16         | 10         | 9          | 8          | 21/52                            | KATZ                 | CBS     | 7.0                |
| 5.2      | 3.8        | 4.9        | 4.8        | 4.7      | 8                     | <b>WNOE-FM</b><br>101.1      | CTRY   | 8         | 8          | 8          | 8          | 7          | 15/73                            | MCGAVREN             | ABC-E   | 4.4                |
| 4.9      | 5.1        | 6.2        | 4.5        | 4.4      | 9                     | <b>WBOK</b><br>1230          | REL    | 11        | 5          | 12         | 13         | 13         | 10/107                           | REPUBLIC             | SHRDN   | 3.1                |
| 2.5      | 3.2        | 2.4        | 3.8        | 3.1      | 10                    | <b>WSMB</b><br>1350          | TALK   | 13        | 18         | 21         | 15         | 14         | 10/107                           | SMITH                | MBS     | 2.7                |
| 2.7      | 2.8        | 2.8        | 4.6        | 3.1      | 11                    | <b>WCKW-FM</b><br>92.3       | AOR    | 10        | 7          | 6          | 6          | 10         | 16/67                            | REPUBLIC             | ABC-D   | 4.9                |
| 4.4      | 4.2        | 4.8        | 3.5        | 2.8      | 12                    | <b>WLMG</b><br>107.9         | AC     | 9         | 12         | 7          | 10         | 9          | 22/50                            | KATZ                 |         | 3.2                |
| 2.9      | 2.4        | 3.1        | 2.2        | 2.0      | 13                    | <b>WTIX</b><br>690           | GOLD   | 12        | 9          | 15         | 11         | 11         | 21/53                            | MCGAVREN             | NBC     | 2.0                |
| 1.3      | 1.5        | 0.9        | 1.1        | 1.9      | 14                    | <b>WYAT</b><br>990           | GOLD   | 14        | 17         | 11         | 12         | 12         | 15/74                            | DURPETTI             | CBS-R   | 1.1                |
| 2.1      | 1.5        | 2.3        | 2.1        | 1.9      | 15                    | <b>WWIW</b><br>1450          | BBND   | 15        | 21         | 22         | 22         | 16         | 14/77                            | TARGET               | SMN     | 1.1                |
| 2.0      | 1.8        | 1.7        | 1.5        | 1.4      | 16                    | <b>WNOE</b><br>1060          | CTRY   | 16        | 19         | 20         | 19         | 19         | 17/64                            | MCGAVREN             | ABC-E   | 1.5                |
| 0.8      | 0.6        | 0.5        | 0.8        | 1.0      | 17                    | <b>WKJN</b><br>103.3         | CTRY   | 17        | 20         | 16         | 14         | 15         | 17/63                            | TORBET               |         | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 10.1 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WQUE       | 1 WQUE         | 1 WQUE       | 1 WQUE         | 1 WQUE       | 1 WQUE         | AOR     | 3.1  |
| 2 WRNO       | 2 WYLD-FM      | 2 WYLD-FM    | 2 WLTS         | 2 WYLD-FM    | 2 WLTS         | BBnd    | 1.9  |
| 3 WYLD-FM    | 3 WLTS         | 3 WRNO-FM    | 3 WYLD-FM      | 3 WRNO-FM    | 3 WBYU         | BM/Easy | 9.9  |
| 4 WEZB       | 4 WEZB         | 4 WEZB       | 4 WEZB         | 4 WEZB       | 4 WYLD-FM      | CHR     | 15.6 |
| 5 WCKW-FM    | 5 WRNO         | 5 WLTS       | 5 WBYU         | 5 WLTS       | 5 WEZB         | Ctry    | 7.1  |
| 6 WLTS       | 6 WBYU         | 6 WCKW-FM    | 6 WLMG         | 6 WWL        | 6 WNOE         | Gold    | 3.9  |
| 7 WWL        | 7 WLMG         | 7 WWL        | 7 WNOE         | 7 WCKW-FM    | 7 WLMG         | N/T     | 8.2  |
| 8 WNOE-FM    | 8 WNOE-FM      | 8 WNOE       | 8 WRNO-FM      | 8 WBYU       | 8 WBOK         | Rel/CC  | 4.4  |
| 9 WLMG       | 9 WCKW-FM      | 9 WTIX       | 9 WBOK         | 9 WNOE       | 9 WWL          | UC      | 25.4 |
| 10 WYAT      | 10 WYAT        | 10 WBYU      | 10 WWL         | 10 WTIX      | 10 WRNO-FM     |         |      |

# NEW YORK #1

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 5.8      | 5.1        | 5.8        | 6.2        | 6.0      | 1          | 1       | WHTZ<br>100.3         | CHR    | 2         | 1          | 1          | 1          | 3          | 15/70                           | CHRISTAL             |         | 6.3                |
| 5.9      | 5.7        | 6.3        | 6.1        | 6.0      | 1          | 1       | WPAT-A/F<br>930 93.1  | B/EZ   | 4         | 24         | 20         | 13         | 12         | 12/89                           | KATZ                 |         | 4.2                |
| 4.6      | 5.4        | 4.5        | 4.5        | 5.0      | 3          | 1       | WINS<br>1010          | NEWS   | 1         | 14         | 11         | 11         | 8          | 21/52                           | GROUP W              | ABC-D   | 4.1                |
| 5.1      | 4.8        | 4.8        | 4.8        | 4.7      | 4          | 1       | WWPR<br>95.5          | CHR    | 3         | 4          | 2          | 2          | 5          | 19/58                           | BANNER               | ABC-R   | 5.0                |
| 4.2      | 4.0        | 4.1        | 4.3        | 4.7      | 5          | 1       | WLTW<br>106.7         | AC     | 6         | 13         | 9          | 6          | 1          | 14/78                           | MMR                  |         | 2.4                |
| 5.1      | 4.8        | 4.4        | 4.6        | 4.6      | 6          | 1       | WRKS<br>98.7          | UC     | 14        | 2          | 4          | 5          | 12         | 11/101                          | REPUBLIC             | US1     | 5.2                |
| 4.7      | 5.6        | 4.4        | 4.5        | 4.5      | 7          | 1       | WOR<br>710            | TALK   | 8         | 29         | 29         | 27         | 16         | 13/82                           | REPUBLIC             | US2     | 3.5                |
| 4.6      | 4.7        | 4.6        | 4.8        | 4.1      | 8          | 1       | WBSL<br>107.5         | UC     | 11        | 5          | 5          | 3          | 4          | 12/87                           | MCGAVREN             | ABC-F   | 5.4                |
| 3.1      | 3.5        | 4.4        | 4.3        | 3.7      | 9          | 1       | WQHT<br>103.5         | CHR    | 10        | 3          | 7          | 9          | 15         | 15/74                           | DURPETTI             |         | 5.2                |
| 4.0      | 3.9        | 3.7        | 3.8        | 3.6      | 10         | 1       | WCBS-FM<br>101.1      | GOLD   | 7         | 11         | 10         | 4          | 2          | 16/66                           | CBS SPOT             | CBS-R   | 4.4                |
| 3.8      | 3.6        | 3.5        | 4.0        | 3.3      | 11         | 1       | WNEW-FM<br>102.7      | AOR    | 13        | 6          | 3          | 7          | 7          | 15/70                           | KATZ                 | NBC-S   | 5.4                |
| 3.9      | 3.4        | 3.3        | 3.1        | 3.2      | 12         | 1       | WCBS<br>880           | NEWS   | 5         | 19         | 26         | 16         | 14         | 21/53                           | CBS SPOT             | CBS     | 2.7                |
| 2.5      | 3.2        | 2.5        | 2.8        | 2.9      | 13         | 1       | WNSR<br>105.1         | AC     | 12        | 12         | 8          | 10         | 6          | 18/62                           | MCGAVREN             |         | 1.7                |
| 3.1      | 2.9        | 3.3        | 3.7        | 2.8      | 14         | 1       | WXRK<br>92.3          | GOLD   | 9         | 7          | 6          | 8          | 11         | 19/56                           | TORBET               | ABC-R   | 4.4                |
| 1.8      | 1.6        | 1.6        | 1.9        | 2.7      | 15         | 1       | WYNY<br>97.1          | CTRY   | 16        | 10         | 15         | 12         | 10         | 14/77                           | HNWH                 |         | 2.6                |
| 1.4      | 2.0        | 1.6        | 1.8        | 2.4      | 16         | 1       | WADO<br>1280          | SPAN   | 23        | 18         | 25         | 14         | 13         | 8/143                           |                      |         | 1.1                |
| 2.9      | 3.0        | 2.9        | 2.9        | 2.4      | 17         | 1       | WABC<br>770           | TALK   | 15        | 23         | 24         | 22         | 17         | 21/52                           | BANNER               | ABC-I   | 2.7                |
| 2.3      | 1.6        | 1.8        | 1.9        | 2.0      | 18         | 1       | WNEW<br>1130          | BBND   | 17        | 28         | 34         | 33         | 29         | 15/73                           | KATZ                 |         | 1.6                |
| 2.0      | 1.8        | 1.4        | 1.6        | 1.4      | 20         | 1       | WPIX<br>101.9         | AC     | 19        | 17         | 13         | 15         | 18         | 20/55                           | CHRISTAL             |         | 1.0                |
| 1.5      | 1.8        | 1.6        | 1.4        | 1.3      | 21         | 1       | WNCN<br>104.3         | CLAS   | 21        | 31         | 27         | 23         | 22         | 19/56                           | CMBS                 | APR     | 1.4                |
| 1.7      | 1.6        | 1.5        | 1.3        | 1.3      | 22         | 1       | WNBC<br>660           | AC     | 18        | 20         | 22         | 17         | 19         | 22/49                           | HNWH                 | NBC     | 1.1                |
| 1.6      | 1.6        | 1.5        | 1.7        | 1.3      | 23         | 1       | WQXR-A/F<br>1560 96.3 | CLAS   | 22        | 33         | 31         | 32         | 31         | 19/57                           | MCGAVREN             |         | 1.6                |
| --       | --         | --         | 2.3        | 1.2      | 24         | 1       | WFAN<br>1050          | SPRT   | 20        | 16         | 17         | 25         | 24         | 22/50                           | DURPETTI             | MBS     | 1.9                |
| 1.0      | 0.9        | 1.2        | 0.6        | 1.2      | 25         | 1       | WKDM<br>1380          | SPAN   | 30        | 21         | 19         | 18         | 21         | 10/111                          | MMR/E                |         | 1.2                |
| 1.3      | 1.2        | 2.0        | 0.8        | 1.2      | 26         | 1       | WSKQ<br>620           | SPAN   | 31        | 27         | 18         | 20         | 20         | 10/113                          | CABALLERO            |         | .8                 |
| 0.8      | 1.1        | 1.3        | 1.1        | 1.1      | 27         | 1       | WLIB<br>1190          | N/T    | 25        | 22         | 16         | 19         | 23         | 13/85                           | MCGAVREN             | SHRDN   | .8                 |
| 0.8      | 0.9        | 0.9        | 0.8        | 1.0      | 28         | 1       | WWRL<br>1600          | REL    | 34        | 32         | 32         | 30         | 27         | 10/106                          | ROSLIN               | NBN     | 1.3                |
| 0.6      | 0.8        | 0.6        | 0.7        | 1.0      | 29         | 1       | WHLI<br>1100          | BBND   | 39        | 36         | 44         | 40         | 39         | 6/175                           | ROSLIN               |         | .5                 |

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# NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #33

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 7.9      | 9.1        | 10.3       | 7.6        | 9.1      | 1          | 1       | WCMS-FM<br>100.5      | CTRY   | 4         | 11         | 7          | 5          | 1          | 10/108                          | KATZ                 | ABC-E   | 8.5                |
| 11.6     | 10.2       | 11.2       | 12.5       | 9.1      | 1          | 1       | WNOR-A/F<br>1230 98.7 | AOR    | 2         | 5          | 1          | 1          | 3          | 11/100                          | MCGAVREN             | NBC-S   | 14.0               |
| 7.2      | 9.6        | 9.2        | 8.0        | 8.9      | 3          | 3       | WNVZ<br>104.5         | CHR    | 1         | 1          | 2          | 2          | 4          | 15/71                           | REPUBLIC             |         | 10.3               |
| 8.6      | 9.3        | 8.1        | 8.7        | 7.5      | 4          | 4       | WFOG<br>92.9          | B/EZ   | 6         | 17         | 14         | 10         | 8          | 11/95                           | MMR                  |         | 4.9                |
| 4.1      | 4.6        | 5.7        | 7.3        | 6.6      | 5          | 5       | WMYK<br>93.7          | UC     | 5         | 3          | 3          | 4          | 7          | 13/81                           | DURPETTI             |         | 9.0                |
| 3.9      | 5.6        | 5.7        | 5.8        | 6.6      | 6          | 6       | WWDE<br>101.3         | AC     | 7         | 10         | 5          | 3          | 2          | 13/84                           | EASTMAN              | CBS-R   | 6.3                |
| 4.7      | 5.1        | 4.9        | 5.0        | 6.5      | 7          | 7       | WGH-FM<br>97.3        | CHR    | 3         | 2          | 6          | 7          | 10         | 15/72                           | BANNER               | ABC-E   | 6.5                |
| 8.5      | 8.1        | 6.2        | 6.3        | 6.2      | 8          | 8       | WOWI<br>102.9         | UC     | 8         | 6          | 4          | 6          | 5          | 13/85                           | MCGAVREN             | SHRDN   | 8.3                |
| 7.4      | 5.5        | 4.6        | 4.8        | 4.5      | 9          | 9       | WLTY<br>95.7          | AC     | 9         | 8          | 8          | 8          | 6          | 15/70                           | CHRISTAL             |         | 3.9                |
| 2.8      | 1.9        | 4.6        | 3.5        | 4.5      | 10         | 10      | WJQI-A/F<br>1600 94.9 | AC     | 11        | 13         | 9          | 9          | 9          | 12/90                           | TORBET               |         | 2.8                |
| 5.4      | 4.7        | 3.8        | 4.0        | 3.5      | 11         | 11      | WRAP<br>1350          | UC     | 12        | 4          | 10         | 13         | 15         | 15/71                           | MASLA                | NBN     | 4.4                |
| 4.4      | 5.2        | 4.5        | 5.7        | 3.2      | 12         | 12      | WTAR<br>790           | GOLD   | 10        | 21         | 15         | 14         | 12         | 18/62                           | CHRISTAL             | CBS     | 2.8                |
| 3.3      | 3.7        | 1.9        | 2.6        | 3.1      | 13         | 13      | WPCE<br>1400          | REL    | 16        | 7          | 18         | 15         | 14         | 11/97                           | MCGAVREN             | SHRDN   | 2.2                |
| 1.6      | 1.0        | 2.8        | 2.0        | 2.6      | 14         | 14      | WSKX<br>106.9         | CTRY   | 14        | 14         | 13         | 12         | 11         | 14/79                           | TORBET               |         | 1.8                |
| 3.4      | 1.3        | 1.8        | 1.0        | 2.4      | 15         | 15      | WXRI<br>105.3         | AC     | 13        | 9          | 11         | 11         | 13         | 16/68                           | MASLA                |         | 1.4                |
| 2.0      | 1.8        | 1.8        | 2.2        | 2.4      | 16         | 16      | WNIS<br>850           | TALK   | 15        | 23         | 16         | 16         | 16         | 14/75                           | ROSLIN               | NBC     | 2.7                |
| 0.0      | 1.3        | 0.6        | 0.8        | 1.0      | 17         | 17      | WOFM<br>92.1          | AOR    | 17        | 15         | 12         | 17         | 17         | 16/67                           | GROSKIN              |         | 1.0                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |         |      |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WNOR-FM    | 1 WWDE         | 1 WNOR-FM    | 1 WWDE         | 1 WCMS-FM    | 1 WWDE         | AC      | 18.0 |
| 2 WNVZ       | 2 WNOR-FM      | 2 WCMS-FM    | 2 WNVZ         | 2 WNOR-FM    | 2 WNVZ         | AOR     | 10.1 |
| 3 WOWI       | 3 WMYK         | 3 WNVZ       | 3 WMYK         | 3 WWDE       | 3 WOWI         | BM/Easy | 7.5  |
| 4 WMYK       | 4 WNVZ         | 4 WOWI       | 4 WOWI         | 4 WNVZ       | 4 WCMS-FM      | CHR     | 15.4 |
| 5 WCMS-FM    | 5 WGM          | 5 WMYK       | 5 WNOR-FM      | 5 WOWI       | 5 WFOG         | Ctry    | 11.7 |
| 6 WGH        | 6 WOWI         | 6 WGH        | 6 WGH          | 6 WLTY       | 6 WLTY         | Gold    | 3.2  |
| 7 WWDE       | 7 WLTY         | 7 WWDE       | 7 WLTY         | 7 WMYK       | 7 WJQI         | N/T     | 2.4  |
| 8 WJQI       | 8 WCMS-FM      | 8 WJQI       | 8 WJQI         | 8 WJQI       | 8 WMYK         | Rel/CC  | 3.1  |
| 9 WLTY       | 9 WJQI         | 9 WLTY       | 9 WCMS-FM      | 9 WGH        | 9 WSKX         | UC      | 16.3 |
| 10 WXRI      | 10 WRAP        | 10 WTAR      | 10 WFOG        | 10 WFOG      | 10 WNOR-FM     |         |      |

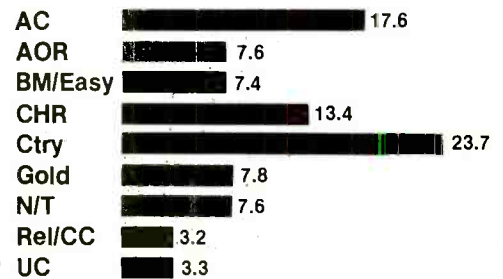
# OKLAHOMA CITY #43

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 11.5     | 11.1       | 10.1       | 16.1       | 13.4     | 1                     | <b>KJYO</b><br>102.7         | CHR    | 1         | 1          | 1          | 2          | 5          | 11/95                           | BANNER               |         | 14.7               |
| 11.1     | 10.2       | 11.3       | 11.9       | 13.4     | 1                     | <b>KXXY-A/F</b><br>1340 96.1 | CTRY   | 2         | 4          | 4          | 1          | 1          | 10/109                          | MCGAVREN             | ABC-D   | 14.7               |
| 8.8      | 7.6        | 7.8        | 7.4        | 7.6      | 3                     | <b>KTOK</b><br>1000          | N/T    | 3         | 11         | 13         | 10         | 10         | 16/68                           | BANNER               | ABC-I   | 6.3                |
| 11.9     | 13.2       | 13.7       | 12.5       | 7.6      | 4                     | <b>KATT</b><br>100.5         | AOR    | 4         | 2          | 2          | 3          | 3          | 14/75                           | BANNER               | NBC-S   | 10.8               |
| 8.3      | 9.4        | 7.6        | 7.6        | 7.4      | 5                     | <b>KKNG</b><br>92.5          | B/EZ   | 6         | 7          | 15         | 12         | 9          | 12/87                           | CHRISTAL             |         | 4.5                |
| 3.8      | 2.9        | 2.3        | 2.9        | 6.7      | 6                     | <b>KRXO</b><br>107.7         | GOLD   | 5         | 5          | 3          | 4          | 2          | 15/72                           | DURPETTI             |         | 8.5                |
| 7.9      | 7.1        | 7.7        | 6.2        | 5.7      | 7                     | <b>KZBS</b><br>98.9          | AC     | 7         | 6          | 5          | 5          | 4          | 16/68                           | HNWH                 | AP      | 4.8                |
| 4.7      | 7.0        | 3.9        | 4.6        | 5.5      | 8                     | <b>KEBC</b><br>94.7          | CTRY   | 11        | 8          | 9          | 8          | 8          | 13/86                           | EASTMAN              | CBS     | 4.8                |
| 3.6      | 3.8        | 4.0        | 3.5        | 4.8      | 9                     | <b>WKY</b><br>930            | CTRY   | 9         | 16         | 11         | 11         | 11         | 15/70                           | CHRISTAL             | ABC-E   | 2.6                |
| 3.8      | 3.4        | 3.3        | 3.2        | 4.6      | 10                    | <b>KMGL</b><br>104.1         | AC     | 10        | 9          | 7          | 6          | 6          | 16/68                           | KATZ                 | TRNSTR  | 2.3                |
| 5.1      | 5.4        | 5.5        | 4.2        | 4.0      | 11                    | <b>KLTE</b><br>101.9         | AC     | 8         | 10         | 6          | 7          | 7          | 20/54                           | TORBET               |         | 4.3                |
| 2.3      | 3.4        | 4.2        | 3.9        | 3.3      | 12                    | <b>KOMA</b><br>1520          | AC     | 12        | 13         | 16         | 14         | 13         | 16/67                           | DURPETTI             | NBC     | 3.3                |
| 3.2      | 4.4        | 4.4        | 4.5        | 3.3      | 13                    | <b>KPRW</b><br>1140          | UC     | 14        | 3          | 8          | 9          | 12         | 7/150                           | BANNER               | SHRDN   | 5.5                |
| 2.9      | 1.8        | 1.5        | 1.2        | 2.2      | 14                    | <b>KJIL</b><br>104.9         | REL    | 13        | 12         | 10         | 13         | 14         | 14/77                           | STARCOM              | UPI     | 1.8                |
| 1.0      | 1.2        | 1.8        | 1.4        | 1.1      | 15                    | <b>WWLS</b><br>640           | GOLD   | 15        | 17         | 14         | 15         | 15         | 20/55                           | MCGAVREN             | CBS     | 1.2                |
| 0.9      | 0.6        | 0.9        | 1.0        | 1.0      | 16                    | <b>KQCV</b><br>800           | REL    | 17        | 14         | 17         | 17         | 17         | 14/76                           |                      |         | .8                 |

## DEMOGRAPHIC RANK

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KATT       | 1 KJYO         | 1 KATT       | 1 KXXY-FM      | 1 KXXY-FM    | 1 KXXY-FM      |
| 2 KJYO       | 2 KXXY-FM      | 2 KXXY-FM    | 2 KJYO         | 2 KATT       | 2 KZBS         |
| 3 KRXO       | 3 KRXO         | 3 KRXO       | 3 KZBS         | 3 KRXO       | 3 KJYO         |
| 4 KXXY-FM    | 4 KZBS         | 4 KJYO       | 4 KRXO         | 4 KTOK       | 4 KMGL         |
| 5 KZBS       | 5 KLTE         | 5 KZBS       | 5 KMGL         | 5 KLTE       | 5 KRXO         |
| 6 WLTE       | 6 KATT         | 6 KLTE       | 6 KLTE         | 6 KJYO       | 6 KKNG         |
| 7 KMGL       | 7 KMGL         | 7 KMGL       | 7 KATT         | 7 KMGL       | 7 KEBC         |
| 8 KPRW       | 8 KPRW         | 8 KTOK       | 8 KPRW         | 8 KEBC       | 8 KLTE         |
| 9 KEBC       | 9 KEBC         | 9 KEBC       | 9 KKNG         | 9 KZBS       | 9 WKY          |
| 10 KJIL      | 10 KJIL        | 10 KPWR      | 10 KEBC        | 10 KKNG      | 10 KATT        |

## FORMAT REACH



# ORLANDO #49

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 8.9      | 9.2        | 12.8       | 9.3        | 12.1     | 1          | 1       | <b>WWKA</b><br>92.3           | CTRY   | 2         | 9          | 4          | 1          | 1          | 10/113                           | KATZ                 |         | 9.6                |
| 10.0     | 9.6        | 9.8        | 10.3       | 10.4     | 2          | 2       | <b>WBJW-A/F</b><br>95.0 105.1 | CHR    | 1         | 1          | 3          | 3          | 3          | 16/69                            | BANNER               |         | 13.6               |
| 7.2      | 7.6        | 5.8        | 5.7        | 9.8      | 3          | 3       | <b>WSTF</b><br>101.1          | AC     | 3         | 7          | 1          | 2          | 2          | 12/92                            | REPUBLIC             |         | 8.9                |
| 9.8      | 11.8       | 11.7       | 12.2       | 8.2      | 4          | 4       | <b>WSSP</b><br>104.1          | B/EZ   | 5         | 17         | 12         | 13         | 6          | 13/86                            | CHRISTAL             |         | 5.3                |
| 7.9      | 7.8        | 5.1        | 6.3        | 6.8      | 5          | 5       | <b>WDIZ</b><br>100.3          | AOR    | 6         | 3          | 2          | 4          | 5          | 13/83                            | MMR                  | ABC-R   | 9.8                |
| 4.4      | 5.0        | 5.8        | 7.6        | 6.1      | 6          | 6       | <b>WJYO</b><br>107.7          | AC     | 7         | 8          | 9          | 5          | 4          | 15/74                            | MCGAVREN             |         | 4.6                |
| 7.5      | 6.7        | 7.1        | 6.7        | 5.5      | 7          | 7       | <b>WDBO</b><br>580            | AC     | 8         | 15         | 14         | 12         | 7          | 15/72                            | KATZ                 | ABC-I   | 5.1                |
| 3.1      | 3.7        | 3.6        | 4.8        | 5.2      | 8          | 8       | <b>WORL</b><br>1270           | UC     | 13        | 4          | 5          | 6          | 12         | 9/115                            | HNWH                 | CBS-R   | 2.6                |
| 8.1      | 8.1        | 8.2        | 7.5        | 5.2      | 9          | 9       | <b>WCAT</b><br>106.7          | CHR    | 4         | 2          | 7          | 11         | 14         | 21/51                            | DURPETTI             |         | 9.2                |
| 3.4      | 3.8        | 4.7        | 3.7        | 3.9      | 10         | 10      | <b>WKIS</b><br>740            | N/T    | 10        | 10         | 13         | 14         | 13         | 16/66                            | EASTMAN              | NBC     | 3.7                |
| 3.2      | 2.8        | 3.7        | 4.7        | 3.7      | 11         | 11      | <b>WHTQ</b><br>96.5           | AOR    | 9         | 6          | 6          | 7          | 10         | 18/59                            | TORBET               |         | 5.0                |
| 3.2      | 4.1        | 4.7        | 4.4        | 3.5      | 12         | 12      | <b>WOCL</b><br>105.9          | AC     | 11        | 5          | 11         | 10         | 9          | 17/65                            | CHRISTAL             | AP      | 5.4                |
| 2.8      | 3.0        | 3.0        | 2.8        | 3.2      | 13         | 13      | <b>WLOQ</b><br>103.1          | NAC    | 14        | 14         | 10         | 8          | 8          | 14/76                            |                      |         | 3.3                |
| 4.4      | 4.0        | 2.7        | 2.8        | 3.1      | 14         | 14      | <b>WORZ</b><br>101.9          | GOLD   | 12        | 12         | 8          | 9          | 11         | 16/66                            | CBS SPOT             |         | 4.1                |
| 0.3      | 0.5        | 0.6        | 0.6        | 2.4      | 15         | 15      | <b>WWLV</b><br>94.5           | B/EZ   | 15        | 21         | 19         | 16         | 15         | 13/83                            | EASTMAN              |         | .8                 |



| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WDIZ           | 1 WSTF         | 1 WDIZ       | 1 WSTF         | 1 WWKA       | 1 WSTF         | AC           | 24.9 |
| 2 WSTF           | 2 WBJW-FM      | 2 WWKA       | 2 WBJW-FM      | 2 WDIZ       | 2 WWKA         | AOR          | 10.5 |
| 3 WWKA           | 3 WWKA         | 3 WSTF       | 3 WWKA         | 3 WSTF       | 3 WJYO         | BM/Easy      | 10.6 |
| 4 WBJW-FM        | 4 WJYO         | 4 WORZ       | 4 WJYO         | 4 WDBO       | 4 WBJW-FM      | CHR          | 15.6 |
| 5 WHTQ           | 5 WDIZ         | 5 WBJW-FM    | 5 WORL         | 5 WORZ       | 5 WSSP         | Ctry         | 12.1 |
| 6 WORL           | 6 WORL         | 6 WHTQ       | 6 WOCL         | 6 WLOQ       | 6 WOCL         | Gold         | 3.1  |
| 7 WORZ           | 7 WCAT         | 7 WLOQ       | 7 WDIZ         | 7 WBJW-FM    | 7 WORL         | NAC          | 3.2  |
| 8 WCAT           | 8 WOCL         | 8 WDBO       | 8 WSSP         | 8 WJYO       | 8 WDIZ         | N/T          | 3.9  |
| 9 WLOQ           | 9 WHTQ         | 9 WORL       | 9 WCAT         | 9 WHTQ       | 9 WHTQ         | UC           | 5.2  |
| 10 WOCL          | 10 WORZ        | 10 WCAT      | 10 WHTQ        | 10 WOCL      | 10 WDBO        |              |      |



# PHILADELPHIA #5

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP. FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|-----------------------|---------|--------------------|
| 9.0      | 9.0        | 8.9        | 8.1        | 8.1      | 1          | 1       | WMMR<br>93.3     | AOR    | 2         | 4          | 1          | 1          | 1          | 12/88                            | KATZ                  | NEC-S   | 10.2               |
| 7.0      | 7.6        | 6.8        | 7.2        | 8.0      | 2          | 2       | KYW<br>106.0     | NEWS   | 1         | 13         | 11         | 8          | 4          | 19/56                            | GROUP W               | NEC     | 6.2                |
| 7.2      | 7.2        | 7.4        | 7.8        | 7.8      | 3          | 3       | WUSL<br>98.9     | UC     | 6         | 1          | 2          | 2          | 5          | 10/112                           | EASTMAN               | ABC-F   | 9.9                |
| 7.9      | 9.0        | 7.4        | 6.5        | 7.4      | 4          | 4       | WEAZ<br>101.1    | B/EZ   | 3         | 23         | 13         | 13         | 6          | 11/95                            | MCGAVERN              |         | 6.1                |
| 4.3      | 5.7        | 5.3        | 5.0        | 5.8      | 5          | 5       | WKSZ<br>100.3    | AC     | 4         | 7          | 7          | 4          | 2          | 13/80                            | HNWH                  |         | 4.6                |
| 5.3      | 4.5        | 4.4        | 5.1        | 5.2      | 6          | 6       | WWDB<br>96.5     | TALK   | 12        | 26         | 14         | 14         | 11         | 10/112                           | REPUBLIC              | ABC-I   | 3.7                |
| 1.7      | 1.6        | 3.0        | 3.3        | 4.8      | 7          | 7       | WEGX<br>106.1    | CHR    | 9         | 2          | 6          | 9          | 14         | 15/71                            | CHRISTAL              | ABC-C   | 5.8                |
| 4.1      | 4.5        | 5.1        | 4.1        | 4.7      | 8          | 8       | WMGK<br>102.9    | AC     | 5         | 8          | 5          | 5          | 3          | 17/65                            | MMR                   |         | 4.2                |
| 4.4      | 4.3        | 4.5        | 4.2        | 4.6      | 9          | 9       | WPEN<br>95.0     | BBND   | 14        | 28         | 26         | 21         | 17         | 10/103                           | MMR                   | US2     | 4.0                |
| 4.5      | 4.5        | 4.2        | 4.0        | 4.6      | 10         | 10      | WYSP<br>94.1     | GOLD   | 7         | 5          | 3          | 3          | 8          | 16/67                            | TORBET                | ABC-R   | 6.2                |
| 4.4      | 3.6        | 5.0        | 4.0        | 3.9      | 11         | 11      | WDAS-FM<br>105.3 | UC     | 16        | 6          | 4          | 6          | 9          | 12/92                            | HNWH                  |         | 4.8                |
| 4.0      | 5.0        | 4.3        | 3.4        | 3.5      | 12         | 12      | WOGL<br>98.1     | GOLD   | 8         | 3          | 8          | 10         | 13         | 21/52                            | CBS SPOT              | CBS     | 4.1                |
| 3.9      | 3.2        | 3.3        | 4.6        | 3.5      | 13         | 13      | WXTU<br>92.5     | CTRY   | 15        | 11         | 12         | 12         | 10         | 14/79                            | BANNER                | MBS     | 4.1                |
| 4.3      | 4.7        | 4.4        | 3.7        | 3.3      | 14         | 14      | WSNI<br>104.5    | AC     | 11        | 12         | 10         | 7          | 7          | 16/69                            | DURPETTI              | US1     | 3.1                |
| 2.8      | 3.0        | 3.5        | 3.7        | 2.9      | 15         | 15      | WCAU<br>121.0    | NEWS   | 10        | 17         | 17         | 16         | 16         | 21/52                            | CBS SPOT              | CBS     | 3.3                |
| 2.5      | 2.9        | 2.3        | 2.3        | 2.4      | 16         | 16      | WIOQ<br>102.1    | GOLD   | 13        | 10         | 9          | 11         | 12         | 21/53                            | MCGAVERN              |         | 2.1                |
| 1.8      | 2.0        | 1.8        | 2.0        | 1.9      | 17         | 17      | WFLN<br>95.7     | CLAS   | 18        | 21         | 16         | 15         | 15         | 16/69                            | CMBS                  |         | 1.7                |
| 2.7      | 2.6        | 2.4        | 1.7        | 1.5      | 18         | 18      | WIP<br>61.0      | MISC   | 17        | 15         | 23         | 18         | 20         | 28/39                            | KATZ                  | ABC-E   | 1.9                |
| 1.5      | 1.5        | 1.1        | 1.2        | 1.2      | 19         | 19      | WDAS<br>148.0    | UC     | 19        | 16         | 18         | 20         | 19         | 19/57                            | HNWH                  | NBN     | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | Format  | Reach |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|-------|
| 1 WMMR       | 1 WUSL         | 1 WMRR       | 1 WUSL         | 1 WMMR       | 1 WKSZ         | AC      | 13.8  |
| 2 WYSP       | 2 WMMR         | 2 WYSP       | 2 WKSZ         | 2 WYSP       | 2 WMGK         | AOR     | 8.1   |
| 3 WUSL       | 3 WDAS         | 3 WUSL       | 3 WMGK         | 3 KYW        | 3 WUSL         | BBnd    | 4.6   |
| 4 WDAS       | 4 WMGK         | 4 WMGK       | 4 WMMR         | 4 WMGK       | 4 KYW          | BM/Easy | 7.4   |
| 5 WEGX       | 5 WKSZ         | 5 WDAS       | 5 WDAS         | 5 WXTU       | 5 WSNI         | CHR     | 4.8   |
| 6 WMGK       | 6 WEGX         | 6 KYW        | 6 WSNI         | 6 WEAZ       | 6 WEAZ         | Clas    | 1.9   |
| 7 WIOQ       | 7 WOGL         | 7 WXTU       | 7 WEGX         | 7 WSNI       | 7 WDAS         | Ctry    | 3.5   |
| 8 WOGL       | 8 WYSP         | 8 WSNI       | 8 WOGL         | 8 WUSL       | 8 WMMR         | Gold    | 10.5  |
| 9 KYW        | 9 WIOQ         | 9 WIOQ       | 9 KYW          | 9 WWDB       | 9 WOGL         | Misc    | 1.5   |
| 10 WSNI      | 10 WSNI        | 10 WKSZ      | 10 WYSP        | 10 WKSZ      | 10 WEGX        | N/T     | 16.1  |
|              |                |              |                |              |                | UC      | 12.9  |

# PHOENIX #23

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                           | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 11.7     | 11.8       | 13.1       | 14.2       | 17.4     | 1                     | <b>KNIX-A/F</b><br>1580 102.5      | CTRY   | 1         | 3          | 3          | 1          | 1          | 10/106                           | KATZ                 |         | 12.3               |
| 11.5     | 12.8       | 11.7       | 12.7       | 13.2     | 2                     | <b>KMEO-A/F</b><br>740 96.9        | B/EZ   | 3         | 25         | 14         | 7          | 4          | 9/118                            | GROUP W              |         | 8.6                |
| 10.6     | 10.5       | 12.3       | 12.6       | 10.6     | 3                     | <b>KZZP-A/F</b><br>1310 104.7      | CHR    | 2         | 1          | 2          | 2          | 3          | 14/75                            | MCGAVREN             |         | 19.8               |
| 7.2      | 6.7        | 6.4        | 6.1        | 6.7      | 4                     | <b>KUPD</b><br>97.9                | AOR    | 5         | 2          | 1          | 3          | 6          | 13/81                            | BANNER               |         | 9.6                |
| 9.4      | 9.3        | 7.0        | 7.5        | 6.3      | 5                     | <b>KTAR</b><br>620                 | N/T    | 4         | 17         | 15         | 12         | 8          | 16/68                            | CBS SPOT             | ABC-I   | 7.7                |
| 4.9      | 5.3        | 3.6        | 3.7        | 4.6      | 6                     | <b>KAMJ-A/F</b><br>1230 101.5      | AC     | 7         | 15         | 9          | 5          | 2          | 13/81                            | DURPETTI             |         | 3.1                |
| 4.7      | 3.5        | 4.0        | 2.6        | 3.9      | 7                     | <b>KKLT</b><br>98.7                | AC     | 8         | 8          | 6          | 6          | 5          | 15/72                            | CBS SPOT             |         | 3.5                |
| 3.7      | 3.8        | 4.5        | 3.9        | 3.8      | 8                     | <b>KOPA&amp;KSLX</b><br>1440 100.7 | GOLD   | 10        | 14         | 4          | 4          | 7          | 14/79                            | MMR                  |         | 3.0                |
| 3.2      | 3.3        | 3.7        | 4.0        | 3.1      | 9                     | <b>KDKB</b><br>93.3                | AOR    | 6         | 6          | 5          | 8          | 14         | 22/50                            | CHRISTAL             | NBC-S   | 6.7                |
| 2.4      | 2.1        | 2.4        | 1.9        | 3.1      | 10                    | <b>KOY-FM</b><br>95.5              | CHR    | 11        | 4          | 8          | 11         | 13         | 17/64                            | EASTMAN              |         | 1.9                |
| 2.8      | 2.5        | 3.2        | 2.9        | 3.0      | 11                    | <b>KKFR</b><br>92.3                | CHR    | 12        | 5          | 7          | 9          | 12         | 16/69                            | REPUBLIC             | ABC-C   | 1.9                |
| 2.2      | 3.0        | 2.5        | 2.0        | 2.8      | 12                    | <b>KFYI</b><br>910                 | N/T    | 13        | 20         | 13         | 15         | 15         | 14/78                            | REPUBLIC             | MBS     | 2.0                |
| 3.4      | 3.4        | 3.8        | 4.2        | 2.7      | 13                    | <b>KOOL-FM</b><br>94.5             | GOLD   | 9         | 13         | 10         | 10         | 10         | 21/51                            | HNWH                 | CBS     | 3.3                |
| 2.7      | 1.9        | 1.6        | 1.6        | 2.6      | 14                    | <b>KLFF</b><br>1360                | BBND   | 17        | 24         | 25         | 24         | 21         | 10/110                           |                      | ABC-D   | 1.5                |
| 0.3      | 1.2        | 1.8        | 2.1        | 2.5      | 15                    | <b>KOOL</b><br>960                 | GOLD   | 15        | 13         | 16         | 13         | 9          | 12/89                            | HNWH                 | CBS-R   | 1.3                |
| 2.6      | 2.9        | 3.0        | 2.6        | 2.1      | 16                    | <b>KLZI</b><br>99.9                | AC     | 14        | 25         | 11         | 14         | 11         | 18/61                            | CHRISTAL             |         | 1.5                |
| 1.4      | 1.3        | 1.1        | 1.1        | 1.4      | 17                    | <b>KONC</b><br>106.3               | CLAS   | 18        | 10         | 21         | 20         | 18         | 15/74                            | CMBS                 | ABC-D   | .9                 |
| 2.5      | 2.4        | 1.8        | 1.9        | 1.2      | 18                    | <b>KOY</b><br>550                  | AC     | 16        | 16         | 19         | 19         | 16         | 23/47                            | EASTMAN              | NBC     | 1.3                |
| 0.6      | 1.0        | 1.2        | 0.9        | 1.2      | 19                    | <b>KEYX</b><br>100.3               | AOR    | 19        | 9          | 12         | 16         | 19         | 17/64                            | TORBET               |         | 2.5                |
| 1.2      | 1.0        | 2.3        | 0.4        | 1.1      | 20                    | <b>KVVA</b><br>860                 | SPAN   | 21        | 7          | 18         | 18         | 18         | 9/115                            | LOTUS                |         | .4                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

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

|         |      |
|---------|------|
| AC      | 11.8 |
| AOR     | 11.0 |
| BBnd    | 2.6  |
| BM/Easy | 13.2 |
| CHR     | 16.7 |
| Clas    | 1.4  |
| Ctry    | 17.4 |
| Gold    | 9.0  |
| N/T     | 9.1  |
| Span    | 1.1  |

# PITTSBURGH #15

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADJ. | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.8     | 14.1       | 14.6       | 13.9       | 14.3     | 1                      | <b>KDKA</b><br>102.0    | AC     | 1         | 11         | 10         | 6          | 2          | 13/82                            | GROUP W              | NBC     | 15.1               |
| 9.4      | 9.6        | 9.9        | 11.6       | 11.3     | 2                      | <b>WBZZ</b><br>93.7     | CHR    | 2         | 1          | 1          | 1          | 1          | 14/80                            | BANNER               |         | 13.5               |
| 9.1      | 9.0        | 8.2        | 8.1        | 8.2      | 3                      | <b>WSHH</b><br>99.7     | B/EZ   | 3         | 17         | 16         | 10         | 4          | 12/90                            | MMR                  |         | 5.9                |
| 7.7      | 7.7        | 8.0        | 7.3        | 5.6      | 4                      | <b>WDVE</b><br>102.5    | AOR    | 4         | 2          | 2          | 3          | 10         | 16/70                            | CHRISTAL             | NBC-S   | 9.1                |
| 1.4      | 2.8        | 3.9        | 5.3        | 5.5      | 5                      | <b>WMYG</b><br>96.9     | GOLD   | 7         | 5          | 3          | 2          | 5          | 14/75                            | MMR                  |         | 8.1                |
| 4.6      | 5.2        | 5.8        | 5.6        | 5.2      | 6                      | <b>WAMO-FM</b><br>105.9 | UC     | 9         | 3          | 4          | 4          | 6          | 10/105                           | HNWH                 | SHRDN   | 6.1                |
| 4.7      | 4.6        | 3.5        | 3.7        | 4.9      | 7                      | <b>WHTX</b><br>96.1     | AC     | 5         | 9          | 5          | 5          | 3          | 17/62                            | KATZ                 | ABC-E   | 3.3                |
| 2.8      | 4.2        | 4.4        | 4.6        | 4.2      | 8                      | <b>WDSY</b><br>107.9    | CTRY   | 12        | 13         | 6          | 8          | 9          | 12/92                            | CBS SPOT             | ABC-I   | 3.8                |
| 3.6      | 4.0        | 3.1        | 2.0        | 3.6      | 9                      | <b>WTAE</b><br>125.0    | TALK   | 6         | 18         | 13         | 13         | 12         | 22/49                            | KATZ                 | AEC-E   | 3.9                |
| 5.7      | 4.6        | 4.4        | 4.2        | 3.4      | 10                     | <b>WWSW</b><br>94.5     | AC     | 8         | 12         | 7          | 7          | 7          | 17/63                            | MCGAVREN             | ABC-D   | 4.4                |
| 4.7      | 2.9        | 3.8        | 3.8        | 3.2      | 11                     | <b>WJAS</b><br>132.0    | BBND   | 14        | 32         | 27         | 23         | 19         | 14/76                            | MMR                  | AP      | 1.6                |
| 3.9      | 2.8        | 2.9        | 3.6        | 3.1      | 12                     | <b>WTKN</b><br>97.0     | TALK   | 13        | 27         | 23         | 16         | 13         | 16/68                            | MCGAVREN             | ABC-T   | 2.9                |
| 4.8      | 4.9        | 4.3        | 3.2        | 3.1      | 13                     | <b>WLTJ</b><br>92.9     | AC     | 11        | 16         | 8          | 9          | 8          | 17/64                            | CBS SPOT             |         | 2.5                |
| 2.0      | 0.9        | 1.1        | 1.9        | 2.8      | 14                     | <b>WEEP</b><br>108.0    | GOLD   | 17        | 15         | 12         | 11         | 11         | 8/142                            | CBS SPOT             | ABC-I   | 1.3                |
| 2.0      | 2.2        | 2.0        | 2.0        | 2.2      | 15                     | <b>KQV</b><br>141.0     | NEWS   | 15        | 30         | 25         | 17         | 16         | 20/53                            | CBS SPOT             | CBS     | 2.0                |
| 2.9      | 2.9        | 2.2        | 2.0        | 2.2      | 16                     | <b>WYDD</b><br>104.7    | CHR    | 10        | 4          | 9          | 12         | 14         | 25/44                            | ROSLIN               | ABC-F   | 2.9                |
| 0.9      | 1.5        | 1.4        | 1.7        | 1.6      | 17                     | <b>WMBS</b><br>59.0     | AC     | 19        | 10         | 22         | 25         | 22         | 11/100                           |                      | CBS     | 1.0                |
| 0.7      | 1.2        | 1.2        | 1.0        | 1.1      | 18                     | <b>WXXP</b><br>100.7    | AOR    | 18        | 6          | 11         | 14         | 17         | 16/66                            |                      |         | 1.4                |
| 0.7      | 1.3        | 0.5        | 0.0        | 1.0      | 19                     | <b>WAMO</b><br>86.0     | BBND   | 24        | 25         | 20         | 19         | 18         | 9/119                            | HNWH                 | SHRDN   | .3                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 27.3 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WDVE       | 1 WBZZ         | 1 WDVE       | 1 WBZZ         | 1 WBZZ       | 1 WBZZ         | AOR     | 6.7  |
| 2 WMYG       | 2 WAMO-FM      | 2 WMYG       | 2 WAMO-FM      | 2 KDKA       | 2 KDKA         | BBnd    | 4.2  |
| 3 WBZZ       | 3 WMYG         | 3 WBZZ       | 3 WHTX         | 3 WMYG       | 3 WSHH         | BM/Easy | 8.2  |
| 4 WAMO-FM    | 4 WDVE         | 4 WHTX       | 4 WLTJ         | 4 WHTX       | 4 WHTX         | CHR     | 13.5 |
| 5 WHTX       | 5 WLTJ         | 5 KDKA       | 5 WMYG         | 5 WDVE       | 5 WAMO-FM      | Ctry    | 4.2  |
| 6 WWSW       | 6 WHTX         | 6 WAMO-FM    | 6 WDSY         | 6 WWSW       | 6 WLTJ         | Gold    | 8.3  |
| 7 KDKA       | 7 WDSY         | 7 WWSW       | 7 WSHH         | 7 WAMO-FM    | 7 WWSW         | N/T     | 8.9  |
| 8 WYDD       | 8 WWSW         | 8 WEEP       | 8 KDKA         | 8 WSHH       | 8 WDSY         | UC      | 5.2  |
| 9 WDSY       | 9 WYDD         | 9 WDSY       | 9 WWSW         | 9 WDSY       | 9 WEEP         |         |      |
| 10 WEEP      | 10 KDKA        | 10 WTAE      | 10 WDVE        | 10 WEEP      | 10 WMYG        |         |      |

# PORTLAND #25

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ ACH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.1      | 5.2        | 9.0        | 9.8        | 8.0      | 1          | 1       | KKRZ<br>100.3    | CHR    | 1         | 1          | 3          | 3          | 7          | 16/69                            | KATZ                 | ABC-F   | 12.0               |
| 6.1      | 6.0        | 6.4        | 5.0        | 7.9      | 2          | 2       | KXL<br>75.0      | N/T    | 4         | 20         | 14         | 14         | 11         | 12/89                            | MCGAVREN             | NBC     | 6.8                |
| 7.1      | 7.8        | 6.1        | 6.5        | 6.9      | 3          | 3       | KINK<br>101.9    | AOR    | 2         | 10         | 1          | 1          | 1          | 14/76                            | MMR                  |         | 7.5                |
| 7.5      | 8.5        | 7.6        | 5.6        | 5.9      | 4          | 4       | KXL-FM<br>95.5   | B/EZ   | 9         | 13         | 13         | 12         | 10         | 13/85                            | MCGAVREN             |         | 2.9                |
| 4.6      | 5.7        | 6.5        | 6.7        | 5.9      | 5          | 5       | KUPL-FM<br>98.5  | CTRY   | 12        | 9          | 8          | 6          | 2          | 12/94                            | BANNER               | AP      | 5.1                |
| 6.1      | 6.1        | 6.7        | 5.1        | 5.7      | 6          | 6       | KEX<br>1190      | AC     | 5         | 24         | 10         | 8          | 4          | 16/67                            | KATZ                 | ABC-I   | 4.7                |
| 6.6      | 8.0        | 6.5        | 7.3        | 5.6      | 7          | 7       | KGON<br>92.3     | AOR    | 7         | 5          | 2          | 2          | 6          | 15/71                            | HNWH                 |         | 7.3                |
| 2.5      | 3.2        | 4.6        | 5.1        | 5.3      | 8          | 8       | KXYQ<br>105.1    | CHR    | 8         | 2          | 6          | 10         | 14         | 16/67                            | BANNER               | ABC-C   | 8.1                |
| 2.6      | 2.6        | 3.0        | 3.0        | 5.3      | 9          | 9       | KYTE-FM<br>101.1 | CLAS   | 11        | 7          | 11         | 11         | 9          | 13/83                            | CMBS                 |         | 2.3                |
| 4.3      | 4.3        | 4.1        | 3.8        | 5.1      | 10         | 10      | KMJK<br>106.7    | GOLD   | 10        | 6          | 4          | 4          | 3          | 14/75                            | CHRISTAL             | NBC-S   | 6.3                |
| 4.8      | 5.1        | 4.1        | 4.0        | 4.9      | 11         | 11      | KGW<br>620       | AC     | 3         | 3          | 7          | 7          | 5          | 20/54                            | MMR                  | AP      | 2.9                |
| 6.9      | 5.0        | 6.5        | 6.3        | 4.6      | 12         | 12      | KKCW<br>103.3    | AC     | 6         | 4          | 5          | 5          | 8          | 19/57                            | DURPETTI             |         | 4.7                |
| 3.6      | 3.7        | 4.3        | 4.4        | 3.6      | 13         | 13      | KYTE<br>970      | BBND   | 14        | 23         | 20         | 20         | 19         | 16/68                            | CMBS                 | CBS     | 2.6                |
| 4.7      | 4.1        | 3.4        | 3.7        | 3.5      | 14         | 14      | KWJJ-FM<br>99.5  | CTRY   | 13        | 11         | 9          | 9          | 12         | 17/64                            | REPUBLIC             | ABC-E   | 3.3                |
| 3.6      | 3.1        | 2.6        | 2.9        | 2.4      | 15         | 15      | KKLI<br>97.1     | AC     | 15        | 8          | 12         | 13         | 13         | 22/48                            | REPUBLIC             |         | 1.4                |
| 2.9      | 2.3        | 1.9        | 2.4        | 1.8      | 16         | 16      | KWJJ<br>1080     | CTRY   | 17        | 17         | 23         | 18         | 15         | 19/56                            | REPUBLIC             | ABC-E   | 2.1                |
| 1.1      | 0.4        | 1.2        | 0.8        | 1.7      | 17         | 17      | KKEY<br>1150     | TALK   | 21        | 18         | 24         | 25         | 24         | 9/116                            |                      | MBS     | .9                 |
| 1.6      | 2.3        | 1.4        | 1.9        | 1.5      | 18         | 18      | KPDQ-FM<br>93.7  | REL    | 18        | 22         | 17         | 17         | 17         | 20/54                            |                      |         | 2.0                |
| 2.2      | 1.6        | 2.7        | 2.1        | 1.1      | 19         | 19      | KSGO<br>1520     | GOLD   | 16        | 12         | 15         | 15         | 16         | 35/31                            | HNWH                 |         | 2.4                |
| 1.0      | 0.7        | 0.5        | 0.0        | 1.0      | 20         | 20      | KKSN<br>910      | GOLD   | 20        | 14         | 16         | 16         | 18         | 20/54                            | REPUBLIC             |         | .3                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | Format  | Reach |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|-------|
| 1 KGON       | 1 KINK         | 1 KGON       | 1 KINK         | 1 KINK       | 1 KINK         | AC      | 17.6  |
| 2 KINK       | 2 KKRZ         | 2 KINK       | 2 KKCW         | 2 KMJK       | 2 KKCW         | AOR     | 12.5  |
| 3 KMJK       | 3 KKCW         | 3 KMJK       | 3 KKRZ         | 3 KGON       | 3 KUPL-FM      | BBnd    | 3.6   |
| 4 KKRZ       | 4 KGON         | 4 KKRZ       | 4 KUPL-FM      | 4 KEX        | 4 KKRZ         | BM/Easy | 5.9   |
| 5 KKCW       | 5 KMJK         | 5 KEX        | 5 KGW          | 5 KUPL-FM    | 5 KGW          | CHR     | 13.3  |
| 6 KGW        | 6 KXYQ         | 6 KGW        | 6 KMJK         | 6 KGW        | 6 KKLI         | Clas    | 5.3   |
| 7 KXYQ       | 7 KGW          | 7 KUPL-FM    | 7 KGON         | 7 KYTE-FM    | 7 KXL-FM       | Ctry    | 11.2  |
| 8 KEX        | 8 KUPL-FM      | 8 KWJJ-FM    | 8 KKLI         | 8 KWJJ-FM    | 8 KYTE-FM      | Gold    | 7.2   |
| 9 KWJJ-FM    | 9 KKLI         | 9 KYTE-FM    | 9 KXYQ         | 9 KXL        | 9 KEX          | N/T     | 9.6   |
| 10 KUPL-FM   | 10 KWJJ-FM     | 10 KKCW      | 10 KWJJ-FM     | 10 KKRZ      | 10 KXL         | Rel/CC  | 1.5   |

# PROVIDENCE-WARWICK-PAWTUCKET #26

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.6     | 12.5       | 13.5       | 14.0       | 13.5     | 1                     | <b>WPRO-FM</b><br>92.3  | CHR    | 1         | 1          | 2          | 1          | 1          | 13/81                            | KATZ                 | ABC-C   | 18.6               |
| 10.5     | 11.2       | 11.0       | 10.9       | 11.3     | 2                     | <b>WLKW</b><br>101.5    | B/EZ   | 3         | 13         | 14         | 7          | 5          | 10/114                           | CHRISTAL             | ABC-D   | 8.1                |
| 9.3      | 8.3        | 9.8        | 10.5       | 9.7      | 3                     | <b>WHJY</b><br>94.1     | AOR    | 2         | 2          | 1          | 2          | 2          | 13/86                            | KATZ                 | ABC-R   | 10.1               |
| 8.8      | 7.5        | 5.9        | 5.7        | 7.1      | 4                     | <b>WHJJ</b><br>92.0     | N/T    | 6         | 15         | 18         | 8          | 7          | 10/108                           | KATZ                 | ABC-I   | 7.1                |
| 5.7      | 6.1        | 5.9        | 6.5        | 6.3      | 5                     | <b>WWLI</b><br>105.1    | AC     | 7         | 7          | 5          | 4          | 3          | 11/97                            | MCGAVREN             | TRNSTR  | 4.4                |
| 3.2      | 3.4        | 3.7        | 3.5        | 5.6      | 6                     | <b>WSNE</b><br>93.3     | AC     | 5         | 6          | 3          | 3          | 4          | 14/77                            | EASTMAN              |         | 4.1                |
| 5.2      | 6.5        | 5.4        | 5.7        | 5.0      | 7                     | <b>WPRO</b><br>63.0     | AC     | 4         | 8          | 9          | 6          | 6          | 17/63                            | KATZ                 | ABC-D   | 3.1                |
| 3.0      | 3.9        | 3.6        | 3.6        | 3.3      | 8                     | <b>WBRU</b><br>95.5     | AOR    | 8         | 4          | 4          | 5          | 8          | 20/55                            | MMR                  | NBC-S   | 3.6                |
| 2.1      | 2.5        | 2.1        | 2.6        | 2.2      | 9                     | <b>WBSM</b><br>142.0    | TALK   | 21        | 17         | 26         | 22         | 22         | 8/134                            | CHRISTAL             | NBC     | 2.2                |
| 2.6      | 1.9        | 1.3        | 1.5        | 2.0      | 10                    | <b>WWRX</b><br>103.7    | AOR    | 9         | 19         | 6          | 9          | 11         | 17/64                            | ROSLIN               |         | 1.4                |
| 1.9      | 2.7        | 3.2        | 2.3        | 1.8      | 11                    | <b>WMYS</b><br>98.1     | AC     | 11        | 10         | 7          | 11         | 10         | 16/69                            | TORBET               |         | 1.3                |
| 1.5      | 1.4        | 1.2        | 1.2        | 1.7      | 12                    | <b>WBOS</b><br>92.9     | CTRY   | 14        | 14         | 12         | 10         | 9          | 14/80                            | DURPETTI             | ABC-D   | .6                 |
| 3.4      | 1.9        | 2.8        | 1.3        | 1.6      | 13                    | <b>WWAZ</b><br>79.0     | BBND   | 12        | 36         | 35         | 24         | 19         | 17/63                            | MCGAVREN             | US2     | 1.5                |
| 1.6      | 1.1        | 2.3        | 3.4        | 1.5      | 14                    | <b>WHIM</b><br>111.0    | CTRY   | 23        | 11         | 30         | 25         | 20         | 11/100                           | MASLA                | CBS     | 2.6                |
| 0.4      | 1.0        | 0.9        | 1.4        | 1.2      | 15                    | <b>WZOU</b><br>94.5     | CHR    | 15        | 3          | 10         | 17         | 29         | 17/65                            | EASTMAN              |         | 2.1                |
| 1.5      | 1.7        | 1.7        | 1.6        | 1.2      | 16                    | <b>WXKS-FM</b><br>107.9 | CHR    | 10        | 5          | 11         | 15         | 14         | 25/43                            | MMR                  |         | 2.8                |
| 2.4      | 1.5        | 2.0        | 1.5        | 1.2      | 17                    | <b>WBZ</b><br>103.0     | AC     | 16        | 23         | 27         | 21         | 21         | 17/62                            | GROUP W              | ABC-I   | 1.8                |
| 1.3      | 0.9        | 1.5        | 0.8        | 1.1      | 18                    | <b>WICE</b><br>55.0     | GOLD   | 13        | 21         | 19         | 13         | 12         | 25/43                            | REPUBLIC             | US1     | 1.1                |
| 1.5      | 0.8        | 0.8        | 0.8        | 1.1      | 19                    | <b>WPLM-FM</b><br>99.1  | BBND   | 19        | 41         | 25         | 38         | 26         | 17/63                            |                      |         | 1.0                |
| 0.4      | 0.3        | 0.4        | 0.4        | 1.0      | 20                    | <b>WODS</b><br>103.3    | GOLD   | 20        | 27         | 16         | 12         | 13         | 18/61                            | CBS SPOT             | CBS-R   | 1.0                |
| 1.0      | 0.7        | 1.0        | 1.1        | 1.0      | 21                    | <b>WBCN</b><br>104.1    | AOR    | 17        | 9          | 8          | 14         | 16         | 20/55                            | TORBET               |         | 1.6                |

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
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| DEMOGRAPHIC RANK |                |              |                |              |                | FORMAT REACH |      |
|------------------|----------------|--------------|----------------|--------------|----------------|--------------|------|
| Men<br>18-34     | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |              |      |
| 1 WHJY           | 1 WPRO-FM      | 1 WHJY       | 1 WPRO-FM      | 1 WHJY       | 1 WPRO-FM      | AC           | 19.9 |
| 2 WPRO-FM        | 2 WSNE         | 2 WPRO-FM    | 2 WSNE         | 2 WWLI       | 2 WSNE         | AOR          | 16.0 |
| 3 WBRU           | 3 WHJY         | 3 WWLI       | 3 WWLI         | 3 WPRO-FM    | 3 WWLI         | BBnd         | 2.7  |
| 4 WWRX           | 4 WWLI         | 4 WBRU       | 4 WHJY         | 4 WSNE       | 4 WLKW         | BM/Easy      | 11.3 |
| 5 WBCN           | 5 WBRU         | 5 WSNE       | 5 WPRO         | 5 WLKW       | 5 WPRO         | CHR          | 15.9 |
| 6 WSNE           | 6 WWRX         | 6 WHJJ       | 6 WLKW         | 6 WHJJ       | 6 WHJY         | Ctry         | 3.2  |
| 7 WMYS           | 7 WPRO         | 7 WWRX       | 7 WBRU         | 7 WPRO       | 7 WHJJ         | Gold         | 2.1  |
| 8 WWLI           | 8 WZOU         | 8 WLKW       | 8 WWRX         | 8 WBRU       | 8 WBRU         | N/T          | 9.3  |
| 9 WZLX           | 9 WBOS         | 9 WPRO       | 9 WHJJ         | 9 WBOS       | 9 WBOS         |              |      |
| 10 WAAF          | 10 WMYS        | 10 WMYS      | 10 WBOS        | 10 WMYS      | 10 WMYS        |              |      |

# RIVERSIDE-SAN BERNARDINO #39

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.0      | 7.5        | 7.7        | 8.3        | 7.3      | 1          | 1       | <b>KDUO</b><br>97.5           | B/EZ   | 4         | 17         | 26         | 10         | 8          | 11/102                           | KATZ                 | ABC-D   | 3.6                |
| 6.6      | 7.5        | 7.4        | 8.5        | 7.0      | 2          | 2       | <b>KGGI</b><br>99.1           | CHR    | 1         | 1          | 4          | 4          | 5          | 15/72                            | MCGAVREN             |         | 10.5               |
| 6.4      | 5.6        | 5.5        | 6.5        | 6.3      | 3          | 3       | <b>KIIS-A/F</b><br>1150 102.7 | CHR    | 2         | 2          | 3          | 2          | 2          | 15/74                            | MCGAVREN             |         | 7.0                |
| 2.7      | 3.6        | 2.5        | 2.9        | 5.7      | 4          | 4       | <b>KCAL-FM</b><br>96.7        | AOR    | 8         | 7          | 1          | 1          | 3          | 11/103                           | TORBET               | CBS-R   | 4.6                |
| 4.8      | 5.0        | 7.2        | 7.4        | 5.0      | 5          | 5       | <b>KRTH-FM</b><br>101.1       | GOLD   | 3         | 6          | 5          | 3          | 1          | 17/65                            | REPUBLIC             | US2     | 6.1                |
| 3.7      | 4.3        | 4.2        | 3.6        | 4.2      | 6          | 6       | <b>KLOS</b><br>95.5           | AOR    | 7         | 13         | 2          | 5          | 4          | 15/74                            | KATZ                 | ABC-R   | 5.8                |
| 3.2      | 4.3        | 3.8        | 3.2        | 3.7      | 7          | 7       | <b>KFI</b><br>640             | AC     | 5         | 10         | 12         | 9          | 7          | 20/55                            | CHRISTAL             | MBS     | 2.3                |
| 3.7      | 4.2        | 3.4        | 3.1        | 3.6      | 8          | 8       | <b>KOST</b><br>103.5          | AC     | 10        | 8          | 6          | 6          | 6          | 15/70                            | CHRISTAL             |         | 4.2                |
| 2.9      | 2.4        | 3.1        | 2.4        | 3.0      | 9          | 9       | <b>KQLH</b><br>95.1           | AC     | 11        | 14         | 10         | 7          | 9          | 16/70                            | TORBET               | MBS     | 1.9                |
| 2.7      | 2.7        | 2.9        | 2.5        | 2.8      | 10         | 10      | <b>KCKC</b><br>1350           | CTRY   | 16        | 44         | 16         | 14         | 10         | 12/88                            | HNWH                 | ABC-I   | 2.7                |
| 2.3      | 3.0        | 2.3        | 2.0        | 2.6      | 11         | 11      | <b>KOLA</b><br>99.9           | CHR    | 6         | 5          | 7          | 8          | 13         | 25/44                            | BANNER               | ABC-R   | 2.8                |
| 3.4      | 3.4        | 2.3        | 3.3        | 2.6      | 12         | 12      | <b>KNX</b><br>1070            | NEWS   | 9         | 39         | 22         | 19         | 18         | 22/49                            | CBS SPOT             | CBS     | 2.5                |
| 2.3      | 2.6        | 2.8        | 2.1        | 2.3      | 13         | 13      | <b>KPWR</b><br>105.9          | CHR    | 13        | 3          | 8          | 12         | 23         | 19/57                            | HNWH                 |         | 3.9                |
| 1.6      | 2.3        | 1.7        | 1.6        | 2.3      | 14         | 14      | <b>KABC</b><br>790            | TALK   | 17        | 36         | 30         | 23         | 17         | 13/82                            | KATZ                 | ABC-T   | 1.0                |
| 2.5      | 2.8        | 2.7        | 3.0        | 2.3      | 15         | 15      | <b>KBIG</b><br>104.3          | AC     | 12        | 16         | 14         | 13         | 11         | 19/56                            | CBS SPOT             |         | 1.3                |
| 1.6      | 1.7        | 1.4        | 2.1        | 2.3      | 16         | 16      | <b>KNTF</b><br>93.5           | CTRY   | 19        | 23         | 11         | 11         | 12         | 12/94                            |                      |         | 2.0                |
| 2.9      | 1.8        | 2.2        | 2.5        | 2.0      | 17         | 17      | <b>KROQ</b><br>106.7          | AOR    | 15        | 4          | 9          | 16         | 31         | 17/64                            | TORBET               |         | 4.5                |
| 1.1      | 1.3        | 1.4        | 1.4        | 1.8      | 18         | 18      | <b>KLAC</b><br>570            | CTRY   | 20        | 29         | 32         | 20         | 15         | 14/76                            | EASTMAN              | ABC-D   | 1.6                |
| 1.2      | 1.5        | 1.6        | 1.1        | 1.8      | 19         | 19      | <b>KIQQ</b><br>100.3          | AC     | 14        | 12         | 17         | 17         | 14         | 20/54                            | HNWH                 | TRNSTR  | .6                 |
| 1.0      | 1.0        | 0.8        | 1.3        | 1.7      | 20         | 20      | <b>KCAL</b><br>1410           | SPAN   | 32        | 11         | 18         | 18         | 19         | 9/116                            | LOTUS                | UPI     | --                 |
| 1.8      | 1.2        | 3.0        | 1.1        | 1.6      | 21         | 21      | <b>KTWV</b><br>94.7           | NAC    | 18        | 46         | 15         | 15         | 16         | 18/61                            | BANNER               | NBC-S   | 1.5                |
| 4.5      | 2.4        | 3.2        | 2.5        | 1.3      | 22         | 22      | <b>KFXM</b><br>590            | BBND   | 22        | 42         | 44         | 40         | 41         | 19/56                            | KATZ                 | ABC-E   | 1.3                |
| 1.7      | 1.0        | 0.9        | 0.7        | 1.3      | 23         | 23      | <b>KFAC-A/F</b><br>1330 92.3  | CLAS   | 28        | 47         | 33         | 33         | 28         | 14/77                            | MCGAVREN             |         | .5                 |
| 1.2      | 1.0        | 0.9        | 1.1        | 1.2      | 24         | 24      | <b>KZLA</b><br>93.9           | CTRY   | 27        | 18         | 25         | 26         | 25         | 15/70                            | EASTMAN              |         | 1.1                |
| 0.0      | 1.3        | 0.6        | 0.4        | 1.2      | 25         | 25      | <b>KDIF</b><br>1440           | SPAN   | 34        | 9          | 21         | 24         | 24         | 10/114                           | MMR-E                | UPI     | --                 |
| 1.4      | 0.7        | 1.2        | 1.6        | 1.1      | 26         | 26      | <b>KMPC</b><br>710            | BBND   | 29        | 35         | 37         | 36         | 29         | 16/66                            | DURPETTI             |         | 1.1                |
| 0.8      | 0.9        | 0.4        | 0.4        | 1.0      | 27         | 27      | <b>KFWB</b><br>980            | NEWS   | 21        | 21         | 35         | 37         | 37         | 26/42                            | GROUP W              | NBC     | .6                 |
| 1.2      | 1.3        | 1.4        | 0.9        | 1.0      | 28         | 28      | <b>KWDJ</b><br>92.7           | CTRY   | 23        | 30         | 24         | 22         | 22         | 21/52                            | GILLIS               | MBS     | .9                 |
| 1.0      | 1.5        | 1.5        | 0.7        | 1.0      | 29         | 29      | <b>KNX-FM</b><br>93.1         | AOR    | 25        | 40         | 19         | 25         | 21         | 20/53                            | CBS SPOT             | CBS-R   | 1.6                |
| 0.5      | 0.5        | 0.8        | 0.8        | 1.0      | 30         | 30      | <b>KHSJ</b><br>1320           | AC     | 40        | 48         | 48         | 48         | 47         | 6/175                            | BANNER               | ABC-E   | --                 |

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# NASSAU-SUFFOLK #12

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| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 WBAB           | 1 WBLI      | 1 WBAB    | 1 WALK-FM   | 1 WCBS-FM | 1 WALK-FM   | AC 17.0      |
| 2 WHTZ           | 2 WWPR      | 2 WCBS-FM | 2 WBLI      | 2 WALK-FM | 2 WWPR      | AOR 9.9      |
| 3 WNEW-FM        | 3 WHTZ      | 3 WHTZ    | 3 WWPR      | 3 WBAB    | 3 WBLI      | BBnd 6.3     |
| 4 WXRK           | 4 WALK-FM   | 4 WXRK    | 4 WHTZ      | 4 WHTZ    | 4 WLTW      | BM/Easy 8.6  |
| 5 WALK-FM        | 5 WBAB      | 5 WALK-FM | 5 WCBS-FM   | 5 WXRK    | 5 WHTZ      | CHR 18.6     |
| 6 WWPR           | 6 WQHT      | 6 WNEW-FM | 6 WLTW      | 6 WYNY    | 6 WCBS-FM   | Clas 1.2     |
| 7 WBLI           | 7 WNSR      | 7 WWPR    | 7 WQHT      | 7 WBLI    | 7 WNSR      | Ctry 3.0     |
| 8 WLIR           | 8 WRKS      | 8 WYNY    | 8 WBAB      | 8 WNEW-FM | 8 WYNY      | Gold 7.4     |
| 9 WCBS-FM        | 9 WNEW-FM   | 9 WBLI    | 9 WNSR      | 9 WWPR    | 9 WCBS      | Misc 1.0     |
| 10 WNSR          | 10 WLIR     | 10 WNSR   | 10 WYNY     | 10 WNBC   | 10 WRKS     | N/T 12.8     |
|                  |             |           |             |           |             | UC 2.9       |

# NEW YORK #1

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| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 WNEW-FM        | 1 WWPR      | 1 WNEW-FM | 1 WHTZ      | 1 WCBS-FM | 1 WLTW      | AC 10.3      |
| 2 WXRK           | 2 WHTZ      | 2 WXRK    | 2 WWPR      | 2 WNEW-FM | 2 WHTZ      | AOR 3.3      |
| 3 WHTZ           | 3 WRKS      | 3 WCBS-FM | 3 WLTW      | 3 WLTW    | 3 WWPR      | BBnd 3.0     |
| 4 WPLJ           | 4 WBLS      | 4 WHTZ    | 4 WRKS      | 4 WXRK    | 4 WCBS-FM   | BM/Easy 6.0  |
| 5 WWPR           | 5 WQHT      | 5 WBLS    | 5 WBLS      | 5 WBLS    | 5 WNSR      | CHR 14.4     |
| 6 WRKS           | 6 WNSR      | 6 WWPR    | 6 WNSR      | 6 WHTZ    | 6 WBLS      | Clas 2.6     |
| 7 WQHT           | 7 WLTW      | 7 WRKS    | 7 WQHT      | 7 WINS    | 7 WINS      | Ctry 2.7     |
| 8 WCBS-FM        | 8 WNEW-FM   | 8 WQHT    | 8 WCBS-FM   | 8 WWPR    | 8 WRKS      | Gold 6.4     |
| 9 WNSR           | 9 WXRK      | 9 WLTW    | 9 WINS      | 9 WNSR    | 9 WPAT-FM   | Misc 1.2     |
| 10 WBAB          | 10 WCBS-FM  | 10 WNSR   | 10 WNEW-FM  | 10 WYNY   | 10 WYNY     | N/T 16.2     |
|                  |             |           |             |           |             | Rel/CC 1.0   |
|                  |             |           |             |           |             | Span 4.8     |
|                  |             |           |             |           |             | UC 8.7       |

# RIVERSIDE-SAN BERNARDINO #39

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| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 KLOS           | 1 KGGI      | 1 KCAL-FM | 1 KGGI      | 1 KLOS    | 1 KRTH-FM   | AC 15.4      |
| 2 KCAL-FM        | 2 KIIS-FM   | 2 KLOS    | 2 KIIS-FM   | 2 KCAL-FM | 2 KGGI      | AOR 12.9     |
| 3 KIIS-FM        | 3 KCAL-FM   | 3 KRTH-FM | 3 KRTH-FM   | 3 KRTH-FM | 3 KIIS-FM   | BBnd 2.4     |
| 4 KOST           | 4 KRTH-FM   | 4 KIIS-FM | 4 KQLH      | 4 KIIS-FM | 4 KQLH      | BM/Easy 7.3  |
| 5 KOLA           | 5 KOLA      | 5 KOST    | 5 KCAL-FM   | 5 KOST    | 5 KOST      | CHR 18.2     |
| 6 KGGI           | 6 KOST      | 6 KGGI    | 6 KOST      | 6 KDUO    | 6 KFI       | Clas 1.3     |
| 7 KPWR           | 7 KQLH      | 7 KOLA    | 7 KNTF      | 7 KFI     | 7 KDUO      | Ctry 9.1     |
| 8 KROQ           | 8 KLOS      | 8 KDUO    | 8 KFI       | 8 KNX     | 8 KCAL-FM   | Gold 5.0     |
| 9 KRTH-FM        | 9 KNTF      | 9 KNX     | 9 KOLA      | 9 KGGI    | 9 KNTF      | NAC 1.6      |
| 10 KLSX          | 10 KCAL     | 10 KPWR   | 10 KDUO     | 10 KOLA   | 10 KCKC     | N/T 5.9      |
|                  |             |           |             |           |             | Span 2.9     |

# ROCHESTER #42

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.9     | 10.7       | 13.2       | 15.8       | 14.4     | 1          | 1       | WPXY-A/F<br>1280 97.9 | CHR    | 1         | 1          | 2          | 3          | 4          | 14/78                            | MMR                  |         | 21.6               |
| 10.9     | 12.2       | 14.8       | 14.0       | 13.7     | 2          |         | WCMF<br>96.5          | AOR    | 2         | 2          | 1          | 1          | 2          | 12/93                            | TORBET               |         | 15.4               |
| 11.4     | 11.4       | 10.2       | 9.1        | 11.1     | 3          |         | WVOR<br>100.5         | AC     | 3         | 4          | 3          | 2          | 1          | 14/80                            | MCGAVREN             |         | 10.9               |
| 7.1      | 5.5        | 7.4        | 8.8        | 8.4      | 4          |         | WBEE<br>92.5          | CTRY   | 7         | 14         | 6          | 4          | 3          | 12/93                            | REPUBLIC             | US2     | 8.3                |
| 8.3      | 8.4        | 7.7        | 8.7        | 8.2      | 5          |         | WHAM<br>1180          | AC     | 4         | 7          | 8          | 8          | 5          | 16/67                            | MCGAVREN             | CBS     | 5.2                |
| 6.1      | 9.1        | 7.0        | 5.8        | 8.0      | 6          |         | WZSH<br>95.1          | B/EZ   | 8         | 11         | 10         | 9          | 8          | 12/91                            | TORBET               |         | 2.6                |
| 9.9      | 8.6        | 7.7        | 6.8        | 6.0      | 7          |         | WEZO<br>101.3         | AC     | 6         | 6          | 7          | 7          | 7          | 16/66                            | HNWH                 | ABC-E   | 4.7                |
| 6.5      | 6.0        | 4.7        | 4.8        | 5.8      | 8          |         | WKLX<br>98.9          | GOLD   | 5         | 5          | 4          | 5          | 6          | 17/63                            | DURPETTI             |         | 6.1                |
| 4.4      | 3.3        | 5.6        | 5.3        | 3.9      | 9          |         | WDKX<br>103.9         | UC     | 9         | 3          | 5          | 6          | 9          | 12/89                            | ROSLIN               | NBN     | 8.3                |
| 5.2      | 6.2        | 2.2        | 2.9        | 2.7      | 10         |         | WNJR<br>990           | GOLD   | 10        | 15         | 16         | 15         | 11         | 14/76                            | HNWH                 | ABC-I   | 2.4                |
| 1.2      | 1.1        | 0.8        | 0.4        | 1.4      | 11         |         | WFLC<br>102.3         | CTRY   | 14        | 12         | 13         | 13         | 12         | 11/100                           | MARKET 4             | ABC-E   | .5                 |
| 2.4      | 1.8        | 1.4        | 1.8        | 1.1      | 12         |         | WBBF<br>950           | GOLD   | 11        | 10         | 11         | 10         | 10         | 35/31                            | REPUBLIC             | US2     | 1.6                |
| --       | --         | 0.5        | 0.0        | 1.1      | 13         |         | WCGR<br>1550          | AC     | 17        | 18         | 18         | 17         | 17         | 7/161                            | MARKET 4             | ABC-E   | .4                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 WCMF       | 1 WPXY-FM      | 1 WCMF       | 1 WVOR         | 1 WCMF       | 1 WVOR         | AC 16.4     |
| 2 WKLX       | 2 WCMF         | 2 WKLX       | 2 WPXY-FM      | 2 WVOR       | 2 WPXY-FM      | AOR 13.7    |
| 3 WPYX-FM    | 3 WVOR         | 3 WVOR       | 3 WCMF         | 3 WBEE       | 3 WBEE         | BM/Easy 8.0 |
| 4 WVOR       | 4 WBEE         | 4 WPXY-FM    | 4 WBEE         | 4 WKLX       | 4 WCMF         | CHR 14.4    |
| 5 WDKX       | 5 WDKX         | 5 WBEE       | 5 WEZO         | 5 WHAM       | 5 WEZO         | Ctry 9.8    |
| 6 WBEE       | 6 WKLX         | 6 WHAM       | 6 WKLX         | 6 WPYX-FM    | 6 WHAM         | Gold 9.6    |
| 7 WHAM       | 7 WEZO         | 7 WDKX       | 7 WDKX         | 7 WEZO       | 7 WKLX         | UC 3.9      |
| 8 WEZO       | 8 WMJQ         | 8 WEZO       | 8 WHAM         | 8 WDKX       | 8 WZSH         |             |
| 9 WMJQ       | 9 WHAM         | 9 WBBF       | 9 WZSH         | 9 WZSH       | 9 WDKX         |             |
| 10 WZSH      | 10 WZSH        | 10 WZSH      | 10 WBBF        | 10 WBBF      | 10 WNJR        |             |



# SACRAMENTO #31

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 7.7      | 8.9        | 10.5       | 7.9        | 10.1     | 1                     | KCTC<br>96.1     | B/EZ   | 6         | 7          | 11         | 9          | 6          | 10/104                          | CHRISTAL             |         | 7.0                |
| 7.5      | 9.1        | 8.3        | 9.5        | 8.3      | 2                     | KFBK<br>1530     | N/T    | 5         | 17         | 10         | 7          | 4          | 13/84                           | GROUP W              | NBC     | 7.9                |
| 7.8      | 7.4        | 7.6        | 8.2        | 8.0      | 3                     | KXOA-FM<br>107.9 | AC     | 3         | 6          | 2          | 1          | 1          | 14/78                           | BANNER               |         | 6.6                |
| 7.3      | 7.6        | 6.9        | 6.9        | 8.0      | 4                     | KRAK-FM<br>105.1 | CTRY   | 7         | 15         | 6          | 3          | 2          | 13/85                           | DURPETTI             |         | 7.9                |
| 5.9      | 8.0        | 6.3        | 8.8        | 7.2      | 5                     | KZAP<br>98.5     | AOR    | 4         | 5          | 1          | 2          | 3          | 15/70                           | MCGAVREN             |         | 9.4                |
| 7.6      | 7.1        | 6.0        | 7.2        | 6.4      | 6                     | KSFM<br>102.5    | CHR    | 1         | 3          | 5          | 4          | 5          | 21/52                           | MMR                  |         | 8.1                |
| 4.7      | 6.4        | 7.5        | 6.1        | 6.2      | 7                     | KWOD<br>106.5    | CHR    | 2         | 1          | 3          | 5          | 8          | 19/58                           | REPUBLIC             | CBS-R   | 5.9                |
| 5.2      | 6.8        | 7.0        | 4.6        | 4.7      | 8                     | KROY<br>96.9     | CHR    | 8         | 2          | 7          | 8          | 11         | 19/58                           | HNWH                 | US1     | 8.1                |
| 3.7      | 3.9        | 3.4        | 4.0        | 4.1      | 9                     | KRXQ<br>93.5     | AOR    | 11        | 8          | 4          | 6          | 10         | 14/78                           | TORBET               |         | 5.2                |
| 5.1      | 3.5        | 4.0        | 2.9        | 3.1      | 10                    | KRAK<br>1140     | CTRY   | 12        | 19         | 14         | 12         | 9          | 16/68                           | DURPETTI             |         | 3.4                |
| 3.8      | 2.8        | 3.0        | 3.9        | 3.0      | 11                    | KAER<br>92.5     | AC     | 10        | 10         | 8          | 10         | 7          | 20/54                           | GROUP W              |         | 3.3                |
| 1.8      | 2.1        | 0.8        | 0.6        | 2.3      | 12                    | KSMJ<br>1380     | GOLD   | 16        | 9          | 12         | 13         | 13         | 11/101                          | MMR                  | SMN     | 1.4                |
| 2.2      | 2.3        | 2.4        | 3.1        | 2.2      | 13                    | KHYL<br>101.1    | AC     | 9         | 26         | 9          | 11         | 12         | 27/40                           | TORBET               |         | 2.3                |
| 3.9      | 2.8        | 3.3        | 2.8        | 2.1      | 14                    | KXOA<br>1470     | BBND   | 13        | 18         | 23         | 18         | 18         | 15/73                           | BANNER               | AP      | 2.0                |
| 1.2      | 0.5        | 1.4        | 0.0        | 1.9      | 15                    | KRCX<br>1110     | SPAN   | 25        | 4          | 13         | 14         | 14         | 4/253                           | LOTUS                |         | .3                 |
| 1.5      | 1.1        | 1.6        | 1.7        | 1.7      | 16                    | KGO<br>810       | N/T    | 14        | 25         | 21         | 17         | 17         | 18/59                           | BANNER               | ABC-I   | 1.7                |
| 0.6      | 0.8        | 1.6        | 2.8        | 1.3      | 17                    | KNBR<br>680      | MISC   | 17        | 13         | 16         | 15         | 16         | 18/61                           | MCGAVREN             | NBC     | 1.2                |
| 2.0      | 1.4        | 1.0        | 0.7        | 1.2      | 18                    | KFIA<br>710      | REL    | 18        | 21         | 18         | 19         | 19         | 13/85                           |                      | CNN     | 1.2                |
| 1.3      | 1.2        | 2.4        | 0.8        | 1.1      | 19                    | KGNR<br>1320     | GOLD   | 15        | 16         | 20         | 16         | 15         | 25/44                           | CHRISTAL             | CBS     | .7                 |
| 0.7      | 0.3        | 0.0        | 0.4        | 1.1      | 20                    | KEBR<br>100.5    | REL    | 20        | 22         | 25         | 24         | 21         | 11/96                           |                      |         | .4                 |

Continued on Page 152

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# ST. LOUIS #14

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 18.0     | 17.7       | 23.0       | 25.5       | 22.1     | 1          | 1       | <b>KMOX</b><br>1120     | TALK   | 1         | 5          | 3          | 2          | 1          | 11/100                          | CBS SPOT             | CBS     | 24.8               |
| 11.8     | 10.5       | 11.5       | 10.6       | 9.9      | 2          | 2       | <b>KSHE</b><br>94.7     | AOR    | 2         | 4          | 1          | 1          | 2          | 11/95                           | KATZ                 |         | 14.5               |
| 6.4      | 6.7        | 7.2        | 5.7        | 8.2      | 3          | 3       | <b>KMJM</b><br>107.7    | UC     | 7         | 1          | 2          | 3          | 5          | 8/143                           | CHRISTAL             |         | 9.1                |
| 7.5      | 8.9        | 6.8        | 7.2        | 7.1      | 4          | 4       | <b>KEZK</b><br>102.5    | B/EZ   | 4         | 15         | 14         | 10         | 4          | 12/89                           | MMR                  |         | 4.1                |
| 4.8      | 7.3        | 6.8        | 5.9        | 4.9      | 5          | 5       | <b>KHTR</b><br>103.3    | CHR    | 3         | 2          | 7          | 6          | 9          | 20/55                           | CBS SPOT             | CBS     | 5.7                |
| 4.5      | 5.0        | 3.4        | 4.5        | 4.2      | 6          | 6       | <b>WIL-FM</b><br>92.3   | CTRY   | 9         | 17         | 8          | 8          | 7          | 13/81                           | BANNER               | ABC-E   | 4.7                |
| 4.8      | 5.4        | 3.3        | 4.5        | 3.9      | 7          | 7       | <b>KYKY</b><br>98.1     | AC     | 5         | 8          | 5          | 4          | 3          | 18/60                           | EASTMAN              |         | 4.2                |
| 4.8      | 4.6        | 4.1        | 3.3        | 3.8      | 8          | 8       | <b>KSD</b><br>93.7      | GOLD   | 8         | 6          | 4          | 5          | 8          | 16/66                           | MCGAVREN             |         | 4.5                |
| 2.6      | 2.5        | 2.2        | 1.8        | 3.3      | 9          | 9       | <b>WRTH</b><br>590      | BBND   | 14        | 24         | 25         | 24         | 23         | 11/101                          | MMR                  | NBC     | 1.5                |
| 1.2      | 1.3        | 1.6        | 1.8        | 3.2      | 10         | 10      | <b>KRJY</b><br>96.3     | AC     | 10        | 10         | 10         | 7          | 6          | 16/69                           | MASLA                | ABC-F   | 1.9                |
| 2.5      | 2.9        | 4.0        | 3.3        | 3.0      | 11         | 11      | <b>KWK</b><br>106.5     | CHR    | 6         | 3          | 9          | 13         | 17         | 23/46                           | DURPETTI             |         | 4.4                |
| 3.0      | 2.0        | 2.5        | 1.8        | 2.6      | 12         | 12      | <b>WMRY</b><br>101.1    | AOR    | 11        | 11         | 6          | 9          | 10         | 15/71                           | TORBET               |         | 2.2                |
| 3.2      | 2.4        | 1.7        | 1.9        | 2.2      | 13         | 13      | <b>KLTH</b><br>97.1     | AC     | 12        | 14         | 12         | 12         | 12         | 17/63                           | HNWH                 | SHRDN   | 1.3                |
| 1.3      | 1.3        | 1.7        | 1.2        | 2.1      | 14         | 14      | <b>KATZ</b><br>1600     | GOLD   | 17        | 9          | 18         | 14         | 13         | 14/80                           | ROSLIN               | NBN     | 1.3                |
| 1.1      | 0.9        | 1.1        | 1.3        | 2.0      | 15         | 15      | <b>KGLD</b><br>1380     | GOLD   | 13        | 12         | 17         | 11         | 11         | 18/61                           | REPUBLIC             |         | 1.6                |
| 3.9      | 3.2        | 2.7        | 2.3        | 1.8      | 16         | 16      | <b>KUSA</b><br>550      | CTRY   | 15        | 18         | 13         | 15         | 14         | 17/65                           | MCGAVREN             | ABC-D   | 2.1                |
| 1.6      | 2.5        | 1.9        | 2.0        | 1.7      | 17         | 17      | <b>WKKX</b><br>104.1    | CTRY   | 16        | 13         | 16         | 16         | 15         | 17/64                           |                      |         | 1.9                |
| 1.9      | 1.4        | 1.6        | 2.0        | 1.4      | 18         | 18      | <b>WESL</b><br>1490     | REL    | 23        | 22         | 20         | 20         | 20         | 10/105                          | MASLA                | SHRDN   | .8                 |
| 1.5      | 1.7        | 1.0        | 0.8        | 1.2      | 19         | 19      | <b>KFUO</b><br>99.1     | REL    | 19        | 21         | 19         | 18         | 16         | 19/57                           | CMBS                 |         | .8                 |
| 1.3      | 1.8        | 1.4        | 1.8        | 1.2      | 20         | 20      | <b>KATZ-FM</b><br>100.3 | UC     | 18        | 7          | 11         | 17         | 18         | 21/51                           | ROSLIN               | NBN     | 1.3                |
| 0.8      | 0.5        | 1.0        | 0.4        | 1.0      | 21         | 21      | <b>WIL</b><br>1430      | CTRY   | 22        | 20         | 24         | 23         | 19         | 15/73                           | BANNER               | ABC-E   | .6                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC  | AOR  | BBnd | BM/Easy | CHR | Ctry | Gold | N/T  | Rel/CC | UC  |
|--------------|----------------|--------------|----------------|--------------|----------------|-----|------|------|---------|-----|------|------|------|--------|-----|
| 1 KSHE       | 1 KMJM         | 1 KSHE       | 1 KMJM         | 1 KMOX       | 1 KMOX         | 9.3 | 12.5 | 3.3  | 7.1     | 7.9 | 4.7  | 7.9  | 22.1 | 2.6    | 9.4 |
| 2 KMOX       | 2 KSHE         | 2 KMOX       | 2 KMOX         | 2 KSHE       | 2 KYKY         |     |      |      |         |     |      |      |      |        |     |
| 3 KMJM       | 3 KYKY         | 3 KMJM       | 3 KSHE         | 3 KEZK       | 3 KMJM         |     |      |      |         |     |      |      |      |        |     |
| 4 WMRY       | 4 KSD          | 4 KSD        | 4 KYKY         | 4 KRJY       | 4 KEZK         |     |      |      |         |     |      |      |      |        |     |
| 5 KSD        | 5 KMOX         | 5 WMRY       | 5 KHTR         | 5 WIL-FM     | 5 KRJY         |     |      |      |         |     |      |      |      |        |     |
| 6 WIL-FM     | 6 KHTR         | 6 WIL-FM     | 6 KSD          | 6 WMRY       | 6 KSHE         |     |      |      |         |     |      |      |      |        |     |
| 7 KHTR       | 7 KWK          | 7 KRJY       | 7 KEZK         | 7 KSD        | 7 KHTR         |     |      |      |         |     |      |      |      |        |     |
| 8 KYKY       | 8 WMRY         | 8 KHTR       | 8 KRJY         | 8 KMJM       | 8 KSD          |     |      |      |         |     |      |      |      |        |     |
| 9 KRJY       | 9 WRJY         | 9 KEZK       | 9 WIL-FM       | 9 KYKY       | 9 WIL-FM       |     |      |      |         |     |      |      |      |        |     |
| 10 KATZ-FM   | 10 KLTH        | 10 KYKY      | 10 KGLD        | 10 KUSA      | 10 KLTH        |     |      |      |         |     |      |      |      |        |     |

# SALT LAKE CITY-OGDEN-PROVO #37

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                      | FORMAT | CLUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|------------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 10.8     | 9.1        | 8.8        | 8.5        | 11.0     | 1                     | <b>KSFI</b><br>100.3          | B/EZ   | 2          | 10         | 9          | 7          | 3          | 13/81                           | CBS SPOT             |         | 6.6                |
| 8.1      | 8.6        | 7.1        | 8.5        | 10.8     | 2                     | <b>KKAT</b><br>101.9          | CTRY   | 5          | 4          | 2          | 1          | 1          | 12/91                           | BANNER               |         | 8.1                |
| 9.7      | 9.0        | 7.8        | 7.3        | 9.3      | 3                     | <b>KSL</b><br>1160            | AC     | 1          | 7          | 6          | 5          | 2          | 19/56                           | MMR                  | CBS     | 6.7                |
| 7.5      | 7.8        | 7.0        | 6.6        | 7.8      | 4                     | <b>KCPX-FM</b><br>98.7        | CHR    | 3          | 1          | 3          | 3          | 10         | 17/63                           | KATZ                 |         | 12.8               |
| 5.3      | 5.6        | 9.4        | 8.5        | 7.2      | 5                     | <b>KISN</b><br>97.1           | AC     | 6          | 2          | 4          | 4          | 5          | 18/62                           | MCGAVREN             |         | 8.6                |
| 7.4      | 7.9        | 10.3       | 9.6        | 6.9      | 6                     | <b>KRSP-FM</b><br>103.5       | AOR    | 4          | 3          | 1          | 2          | 7          | 19/56                           | DURPETTI             | ABC-R   | 9.3                |
| 7.3      | 7.0        | 5.6        | 6.2        | 6.8      | 7                     | <b>KSOP-A/F</b><br>1370 104.3 | CTRY   | 7          | 9          | 7          | 8          | 6          | 16/67                           | MMR                  |         | 7.1                |
| 3.4      | 4.7        | 4.3        | 4.5        | 5.0      | 8                     | <b>KLCY</b><br>94.1           | AC     | 8          | 11         | 5          | 6          | 4          | 13/83                           | EASTMAN              | US1     | 3.8                |
| 3.0      | 3.2        | 3.7        | 3.3        | 3.3      | 9                     | <b>KALL</b><br>910            | AC     | 9          | 24         | 18         | 10         | 9          | 19/58                           | EASTMAN              | MBS     | 2.9                |
| 2.8      | 3.3        | 2.8        | 3.3        | 3.2      | 10                    | <b>KMGR</b><br>107.5          | AC     | 11         | 14         | 10         | 9          | 8          | 16/69                           | TORBET               |         | 3.2                |
| 3.4      | 3.2        | 4.3        | 3.0        | 2.1      | 11                    | <b>KBER</b><br>106.5          | AOR    | 12         | 12         | 8          | 11         | 18         | 23/47                           | TORBET               | NBC-S   | 2.6                |
| 2.4      | 2.0        | 1.6        | 1.7        | 2.0      | 12                    | <b>KDAB</b><br>101.1          | NAC    | 18         | 19         | 13         | 12         | 11         | 14/75                           | HNWH                 | US2     | 3.4                |
| 1.7      | 1.7        | 1.1        | 1.3        | 1.9      | 13                    | <b>KDYL</b><br>1280           | BBND   | 19         | 21         | 25         | 22         | 15         | 14/75                           | CBS SPOT             | MBS     | 1.6                |
| 1.8      | 2.0        | 1.5        | 1.8        | 1.7      | 14                    | <b>KLTQ</b><br>93.3           | AC     | 13         | 16         | 11         | 13         | 13         | 22/49                           | TORBET               |         | 1.6                |
| 2.6      | 3.2        | 3.4        | 2.3        | 1.7      | 15                    | <b>KFMY-A/F</b><br>960 96.1   | CHR    | 10         | 5          | 12         | 14         | 25         | 33/33                           | HNWH                 |         | 2.4                |
| 0.7      | 1.1        | 2.2        | 1.4        | 1.6      | 16                    | <b>KRPN</b><br>107.9          | GOLD   | 17         | 6          | 14         | 15         | 17         | 19/58                           | CHRISTAL             |         | 1.4                |
| 1.8      | 2.4        | 2.2        | 2.7        | 1.6      | 17                    | <b>KTKK</b><br>630            | TALK   | 22         | 25         | 23         | 21         | 19         | 16/68                           |                      | ABC-T   | 1.7                |
| 2.5      | 2.3        | 1.4        | 2.2        | 1.3      | 18                    | <b>KZAN</b><br>97.9           | CTRY   | 16         | 13         | 19         | 20         | 21         | 23/47                           | CHRISTAL             |         | .6                 |
| 1.3      | 1.4        | 1.6        | 2.2        | 1.3      | 19                    | <b>KUTR</b><br>860            | AC     | 14         | 8          | 15         | 19         | 16         | 29/38                           | TORBET               |         | 1.7                |
| 1.9      | 1.7        | 1.6        | 1.9        | 1.2      | 20                    | <b>KLUB</b><br>570            | AC     | 15         | 18         | 26         | 24         | 22         | 27/40                           | MCGAVREN             | NBC     | .9                 |
| 0.9      | 0.6        | 1.3        | 1.2        | 1.2      | 21                    | <b>KRSP</b><br>1060           | GOLD   | 23         | 15         | 22         | 16         | 12         | 19/56                           | DURPETTI             | ABC-D   | 1.1                |
| 0.4      | 0.0        | 0.0        | 0.6        | 1.0      | 22                    | <b>KFAM</b><br>700            | B/EZ   | 24         | 23         | 21         | 23         | 24         | 16/70                           |                      | UPI     |                    |
| 1.4      | 1.1        | 1.9        | 0.8        | 1.0      | 23                    | <b>KCPX</b><br>1320           | GOLD   | 20         | 17         | 16         | 17         | 14         | 27/41                           | KATZ                 | CBS     | 1.2                |
| 0.6      | 0.6        | 0.5        | 0.6        | 1.0      | 24                    | <b>KTOU</b><br>94.9           | AC     | 25         | 26         | 17         | 18         | 23         | 15/72                           | CHRISTAL             | ABC-F   | .3                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |
|--------------|----------------|--------------|----------------|--------------|----------------|
| 1 KRSP-FM    | 1 KKAT         | 1 KKAT       | 1 KKAT         | 1 KKAT       | 1 KKAT         |
| 2 KKAT       | 2 KCPX         | 2 KRSP-FM    | 2 KCPX         | 2 KSL        | 2 KSFI         |
| 3 KISN       | 3 KISN         | 3 KSL        | 3 KSFI         | 3 KRSP-FM    | 3 KLCY         |
| 4 KCPX       | 4 KLCY         | 4 KISN       | 4 KLCY         | 4 KSFI       | 4 KSL          |
| 5 KSL        | 5 KRSP-FM      | 5 KCPX       | 5 KISN         | 5 KLCY       | 5 KISN         |
| 6 KBER       | 6 KSFI         | 6 KSOP       | 6 KSL          | 6 KALL       | 6 KSOP         |
| 7 KLCY       | 7 KSL          | 7 KLCY       | 7 KSOP         | 7 KISN       | 7 KMGR         |
| 8 KSOP       | 8 KSOP         | 8 KSFI       | 8 KRSP-FM      | 8 KSOP       | 8 KCPX         |
| 9 KMGR       | 9 KMGR         | 9 KBER       | 9 KMGR         | 9 KDAB       | 9 KRSP-FM      |
| 10 KLTQ      | 10 KFMY        | 10 KALL      | 10 KFMY        | 10 KCPX      | 10 KALL        |

|         |      |
|---------|------|
| AC      | 33.2 |
| AOR     | 9.0  |
| BBnd    | 1.9  |
| BM/Easy | 12.0 |
| CHR     | 9.5  |
| Ctry    | 18.9 |
| Gold    | 3.8  |
| NAC     | 2.0  |
| N/T     | 1.6  |

# SAN ANTONIO #35

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 6.9      | 4.3        | 5.1        | 5.6        | 9.7      | 1                     | KCOR<br>1350           | SPAN   | 11        | 7          | 9          | 6          | 1          | 7/165                            | KATZ                 |         | 6.4                |
| 7.6      | 8.7        | 8.6        | 8.6        | 8.4      | 2                     | KISS<br>99.5           | AOR    | 4         | 2          | 1          | 1          | 5          | 11/95                            | KATZ                 | ABC-R   | 10.4               |
| 9.4      | 7.8        | 9.6        | 8.8        | 8.0      | 3                     | KTFM<br>102.7          | CHR    | 1         | 3          | 3          | 2          | 2          | 17/64                            | BANNER               |         | 7.9                |
| 7.0      | 9.1        | 7.5        | 6.3        | 7.7      | 4                     | KQXT<br>101.9          | B/EZ   | 3         | 20         | 13         | 10         | 7          | 13/87                            | GROUP W              |         | 5.2                |
| 5.5      | 5.7        | 7.6        | 6.5        | 7.7      | 5                     | KITY<br>92.9           | CHR    | 2         | 1          | 2          | 3          | 12         | 13/83                            | CHRISTAL             |         | 11.4               |
| 5.1      | 5.1        | 4.4        | 4.5        | 6.2      | 6                     | WOAI<br>1200           | N/T    | 5         | 19         | 17         | 11         | 6          | 14/75                            | HNWH                 | CBS     | 3.9                |
| 6.3      | 6.8        | 6.5        | 6.8        | 5.2      | 7                     | KAJA<br>97.3           | CTRY   | 6         | 5          | 7          | 5          | 4          | 15/70                            | HNWH                 |         | 6.8                |
| 2.8      | 3.3        | 3.0        | 4.1        | 4.6      | 8                     | KMMX<br>106.7          | AC     | 9         | 21         | 4          | 4          | 3          | 15/72                            | MMR                  |         | 5.2                |
| --       | --         | --         | --         | 4.4      | 9                     | KCYY<br>100.3          | CTRY   | 7         | 6          | 6          | 7          | 8          | 17/63                            | KATZ                 | UPI     | 2.9                |
| 3.6      | 4.4        | 3.1        | 2.9        | 3.8      | 10                    | KKYX<br>680            | CTRY   | 14        | 25         | 21         | 19         | 18         | 15/74                            | KATZ                 | ABC-D   | 2.6                |
| 5.2      | 5.0        | 4.7        | 6.8        | 3.5      | 11                    | KBUC-A/F<br>1310 107.5 | CTRY   | 12        | 11         | 18         | 16         | 14         | 17/63                            | REPUBLIC             |         | 5.7                |
| 3.2      | 3.8        | 4.4        | 3.4        | 3.1      | 12                    | KSMG<br>105.3          | AC     | 10        | 16         | 8          | 9          | 9          | 21/51                            | MCGAVREN             |         | 2.9                |
| 3.0      | 3.4        | 3.6        | 3.9        | 3.0      | 13                    | KZEP<br>104.5          | GOLD   | 15        | 22         | 5          | 8          | 10         | 17/64                            | TORBET               | MBS     | 4.4                |
| 4.0      | 3.0        | 3.1        | 3.6        | 2.9      | 14                    | KSAQ<br>96.1           | CHR    | 8         | 4          | 10         | 15         | 20         | 24/45                            | EASTMAN              | CBS-R   | 3.5                |
| 3.4      | 2.7        | 3.5        | 2.8        | 2.8      | 15                    | KTSA<br>550            | AC     | 13        | 10         | 11         | 12         | 11         | 20/54                            | BANNER               |         | 2.2                |
| 3.4      | 4.7        | 4.1        | 4.1        | 2.5      | 16                    | KONO<br>860            | GOLD   | 16        | 12         | 17         | 13         | 13         | 20/55                            | CHRISTAL             | NBC     | 4.7                |
| 3.0      | 2.2        | 3.6        | 2.9        | 2.5      | 17                    | KEDA<br>1540           | SPAN   | 17        | 18         | 15         | 14         | 15         | 12/92                            | CABALLERO            |         | 1.8                |
| 0.8      | 1.7        | 2.3        | 1.9        | 2.1      | 18                    | KSAH<br>720            | SPAN   | 21        | 8          | 12         | 18         | 17         | 10/113                           | CABALLERO            |         | 1.4                |
| 1.9      | 2.1        | 2.0        | 2.3        | 1.9      | 19                    | KXET<br>1250           | SPAN   | 18        | 9          | 14         | 17         | 16         | 13/81                            | LOTUS                |         | .3                 |
| 1.7      | 1.8        | 0.8        | 1.6        | 1.1      | 20                    | KSLR<br>630            | CC     | 19        | 26         | 16         | 20         | 19         | 21/52                            |                      |         | 2.3                |
| --       | --         | --         | --         | 1.1      | 21                    | KRIA<br>930            | SPAN   | 20        | 24         | 22         | 22         | 21         | 18/62                            |                      |         | --                 |
| 1.5      | 1.1        | 1.4        | 1.4        | 1.1      | 22                    | KGNB<br>1420           | BBND   | 24        | 27         | 24         | 23         | 22         | 9/119                            | TARGET               | ABC-I   | .7                 |

| <b>DEMOGRAPHIC RANK</b> |                |              |                |              |                | <b>FORMAT REACH</b> |      |
|-------------------------|----------------|--------------|----------------|--------------|----------------|---------------------|------|
| Men<br>18-34            | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC                  | 10.5 |
| 1 KISS                  | 1 KTFM         | 1 KISS       | 1 KTFM         | 1 KISS       | 1 KCOR         | AOR                 | 8.4  |
| 2 KITY                  | 2 KITY         | 2 KTFM       | 2 KCOR         | 2 WOAI       | 2 KTFM         | BBnd                | 1.1  |
| 3 KTFM                  | 3 KMMX         | 3 KITY       | 3 KMMX         | 3 KTFM       | 3 KMMX         | BM/Easy             | 7.7  |
| 4 KZEP                  | 4 KAJA         | 4 KZEP       | 4 KITY         | 4 KZAP       | 4 KQXT         | CHR                 | 18.6 |
| 5 KMMX                  | 5 KSMG         | 5 WOAI       | 5 KAJA         | 5 KMMX       | 5 KAJA         | Ctry                | 16.9 |
| 6 KCYY                  | 6 KCYY         | 6 KAJA       | 6 KCYY         | 6 KAJA       | 6 KCYY         | Gold                | 5.5  |
| 7 KSMG                  | 7 KISS         | 7 KMMX       | 7 KSMG         | 7 KONO       | 7 KSMG         | N/T                 | 6.2  |
| 8 KAJA                  | 8 KCOR         | 8 KCYY       | 8 KQXT         | 8 KQXT       | 8 KTSA         | Rel/CC              | 1.1  |
| 9 KSAH                  | 9 KSAQ         | 9 KSMG       | 9 KISS         | 9 KCYY       | 9 KEDA         | Span                | 17.3 |
| 10 KSAQ                 | 10 KZEP        | 10 KONO      | 10 KEDA        | 10 KCOR      | 10 KITY        |                     |      |

# SAN DIEGO #19

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 2.1      | 1.8        | 3.7        | 6.6        | 8.8      | 1                     | <b>KKLQ-A/F</b><br>600 106.5  | CHR    | 2         | 1          | 2          | 3          | 7          | 13/82                            | EASTMAN              | AP      | 9.6                |
| 9.4      | 9.0        | 8.7        | 8.2        | 8.5      | 2                     | <b>KJQY</b><br>103.7          | B/EZ   | 3         | 18         | 18         | 12         | 6          | 11/102                           | GROUP W              |         | 4.9                |
| 7.2      | 7.5        | 7.1        | 7.0        | 7.3      | 3                     | <b>KFMB-FM</b><br>100.7       | AC     | 1         | 4          | 3          | 2          | 1          | 18/61                            | MCGAVREN             |         | 6.8                |
| 6.7      | 7.2        | 7.2        | 7.5        | 7.0      | 4                     | <b>KGB</b><br>101.5           | AOR    | 5         | 5          | 1          | 1          | 4          | 12/92                            | KATZ                 |         | 10.2               |
| 6.3      | 6.0        | 6.8        | 5.7        | 6.1      | 5                     | <b>KSDO</b><br>1130           | N/T    | 4         | 19         | 19         | 10         | 8          | 14/79                            | DURPETTI             | ABC-I   | 5.6                |
| 4.3      | 4.3        | 5.8        | 5.9        | 5.8      | 6                     | <b>KSON-FM</b><br>97.3        | CTRY   | 8         | 7          | 6          | 4          | 2          | 13/86                            | BANNER               |         | 5.1                |
| 6.3      | 6.1        | 6.4        | 5.5        | 4.9      | 7                     | <b>XTRA-FM</b><br>91.1        | AOR    | 6         | 2          | 4          | 5          | 15         | 17/65                            | MMR                  |         | 8.2                |
| 4.7      | 4.2        | 7.0        | 6.0        | 4.8      | 8                     | <b>KFMB</b><br>760            | AC     | 7         | 12         | 10         | 8          | 3          | 16/69                            | MCGAVREN             | CBS     | 3.8                |
| 4.6      | 5.0        | 4.6        | 3.0        | 4.1      | 9                     | <b>XHRM</b><br>92.5           | UC     | 13        | 3          | 5          | 6          | 14         | 13/83                            |                      | ABC-F   | 6.0                |
| 2.7      | 2.9        | 3.0        | 3.3        | 3.6      | 10                    | <b>KYXY</b><br>96.5           | AC     | 12        | 13         | 12         | 7          | 5          | 15/70                            | HNWH                 |         | 3.1                |
| 3.7      | 4.4        | 3.3        | 3.9        | 3.4      | 11                    | <b>KCBQ-A/F</b><br>1170 105.3 | GOLD   | 9         | 10         | 9          | 11         | 10         | 18/61                            | REPUBLIC             |         | 4.3                |
| 3.0      | 4.1        | 3.4        | 3.7        | 3.4      | 12                    | <b>KPOP</b><br>1360           | BBND   | 16        | 21         | 30         | 25         | 22         | 13/86                            | KATZ                 | NBC     | 1.5                |
| 2.9      | 3.0        | 2.0        | 2.8        | 3.2      | 13                    | <b>KFSD</b><br>94.1           | CLAS   | 14        | 23         | 14         | 15         | 11         | 15/73                            | CHRISTAL             |         | 2.0                |
| 4.1      | 4.1        | 3.1        | 3.9        | 2.9      | 14                    | <b>KIFM</b><br>98.1           | NAC    | 10        | 15         | 8          | 9          | 9          | 20/54                            | CBS SPOT             | CBS-R   | 4.2                |
| 3.4      | 2.7        | 2.3        | 2.4        | 2.2      | 15                    | <b>KWLT</b><br>94.9           | AC     | 15        | 8          | 11         | 13         | 13         | 20/53                            | CHRISTAL             |         | 3.0                |
| 2.6      | 2.5        | 2.1        | 1.5        | 2.1      | 16                    | <b>XTRA</b><br>690            | GOLD   | 11        | 19         | 15         | 16         | 12         | 26/41                            | MMR                  |         | 2.4                |
| 2.0      | 2.3        | 1.9        | 2.1        | 2.0      | 17                    | <b>KGMG</b><br>102.1          | GOLD   | 19        | 11         | 7          | 14         | 16         | 15/74                            | BANNER               | MBS     | 1.6                |
| 2.2      | 1.9        | 1.5        | 1.3        | 1.9      | 18                    | <b>KNX</b><br>1070            | NEWS   | 18        | 32         | 29         | 24         | 19         | 18/59                            | CBS SPOT             | CBS     | 1.1                |
| --       | --         | --         | --         | 1.5      | 19                    | <b>KSWV</b><br>102.9          | NAC    | 17        | 20         | 20         | 17         | 17         | 24/44                            | DURPETTI             | SMN     | 2.9                |
| 1.1      | 1.5        | 1.3        | 0.6        | 1.3      | 20                    | <b>KSON</b><br>1240           | CTRY   | 21        | 28         | 26         | 21         | 18         | 18/62                            | BANNER               | MBS     | 1.2                |
| 1.2      | 1.5        | 1.1        | 1.2        | 1.2      | 21                    | <b>KKOS</b><br>95.9           | CHR    | 23        | 6          | 17         | 22         | 31         | 12/90                            |                      |         | .5                 |
| 0.7      | 0.5        | 0.6        | 0.4        | 1.2      | 22                    | <b>XLTN</b><br>104.5          | SPAN   | 25        | 16         | 16         | 19         | 26         | 11/100                           | KATZ-H               |         | --                 |
| 0.7      | 0.6        | 0.9        | 1.3        | 1.0      | 23                    | <b>XHIT</b><br>90.3           | CHR    | 20        | 14         | 13         | 18         | 21         | 25/43                            | TORBET               |         | --                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 |             |
|--------------|----------------|--------------|----------------|--------------|----------------|-------------|
| 1 KGB        | 1 KKLQ-FM      | 1 KGB        | 1 KFMB-FM      | 1 KGB        | 1 KFMB-FM      | AC 15.9     |
| 2 XTRA-FM    | 2 KFMB-FM      | 2 KFMB-FM    | 2 KKLQ-FM      | 2 KFMB-FM    | 2 KYXY         | AOR 11.9    |
| 3 KFMB-FM    | 3 KSON-FM      | 3 XTRA-FM    | 3 KYXY         | 3 KFMB       | 3 KSON-FM      | BBnd 3.4    |
| 4 KKLQ-FM    | 4 KGB          | 4 KKLQ-FM    | 4 KSON-FM      | 4 KSON-FM    | 4 KJQY         | BM/Easy 8.5 |
| 5 XHRM       | 5 XTRA-FM      | 5 XHRM       | 5 KWLT         | 5 KSDO       | 5 KKLQ-FM      | CHR 11.0    |
| 6 KGMG       | 6 XHRM         | 6 KSON-FM    | 6 KFMB         | 6 KIFM       | 6 KFMB         | Clas 3.2    |
| 7 KSON-FM    | 7 KWLT         | 7 KIFM       | 7 KGB          | 7 KCBQ-FM    | 7 KWLT         | Ctry 7.1    |
| 8 KIFM       | 8 KYXY         | 8 KFMB       | 8 XHRM         | 8 KKLQ-FM    | 8 KIFM         | Gold 7.5    |
| 9 KFMB       | 9 KCBQ-FM      | 9 KSDO       | 9 XTRA-FM      | 9 KJQY       | 9 KSDO         | NAC 4.4     |
| 10 KFSD      | 10 XLTN        | 10 KGMG      | 10 KJQY        | 10 KFSD      | 10 KFSD        | N/T 8.0     |
|              |                |              |                |              |                | Span 1.2    |
|              |                |              |                |              |                | UC 4.1      |

# SAN FRANCISCO #4

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                          | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 35-49 RANK | 50-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 8.0      | 7.3        | 7.8        | 8.7        | 8.0      | 1                     | <b>KGO</b><br>810                 | N/T    | 1         | 27         | 10         | 1          | 1          | 13/82                          | BANNER               | ABC-I   | 8.7                |
| 6.8      | 6.0        | 5.2        | 5.6        | 5.4      | 2                     | <b>KCBS</b><br>740                | N/T    | 2         | 24         | 18         | 10         | 4          | 19/58                          | CBS SPOT             | CBS     | 3.4                |
| 3.7      | 4.4        | 3.9        | 4.9        | 4.9      | 3                     | <b>KMEL</b><br>106.1              | CHR    | 3         | 1          | 2          | 3          | 16         | 18/56                          | CHRISTAL             |         | 6.4                |
| 4.2      | 4.1        | 4.8        | 4.1        | 4.7      | 4                     | <b>KSOL</b><br>107.7              | UC     | 5         | 2          | 1          | 2          | 8          | 13/81                          | MMR                  | AP      | 6.7                |
| 5.6      | 6.8        | 4.8        | 3.9        | 4.7      | 5                     | <b>KABL-A/F</b><br>960 98.1       | B/EZ   | 6         | 20         | 33         | 19         | 14         | 14/80                          | CHRISTAL             |         | 3.9                |
| 2.9      | 3.1        | 3.5        | 3.5        | 4.0      | 6                     | <b>KOIT-A/F</b><br>1260 96.5      | AC     | 8         | 11         | 5          | 4          | 2          | 16/69                          | TORBET               |         | 1.9                |
| 3.2      | 2.3        | 2.3        | 3.2        | 3.4      | 7                     | <b>KSAN</b><br>94.9               | CTRY   | 11        | 23         | 12         | 6          | 3          | 19/56                          | KATZ                 |         | 3.1                |
| 2.7      | 2.9        | 3.6        | 3.6        | 3.3      | 8                     | <b>KFRC</b><br>610                | BBND   | 13        | 33         | 36         | 29         | 18         | 14/76                          | REPUBLIC             | US1     | 2.1                |
| 2.4      | 2.5        | 4.9        | 5.2        | 3.1      | 9                     | <b>KNBR</b><br>680                | MISC   | 7         | 22         | 19         | 15         | 9          | 13/59                          | MCGAVREN             | NBC     | 3.4                |
| 2.4      | 3.0        | 2.3        | 3.2        | 3.0      | 10                    | <b>KITS</b><br>105.3              | CHR    | 12        | 3          | 3          | 11         | 22         | 19/57                          | REPUBLIC             | ABC-F   | 2.6                |
| 2.6      | 3.5        | 2.5        | 2.1        | 2.9      | 11                    | <b>KBLX-A/F</b><br>1400 102.9     | NAC    | 12        | 13         | 4          | 5          | 5          | 16/67                          | HNWH                 |         | 2.1                |
| 3.4      | 3.0        | 4.1        | 3.7        | 2.8      | 12                    | <b>KSFO &amp; KYA</b><br>560 93.3 | GOLD   | 4         | 21         | 13         | 8          | 6          | 25/44                          | MMR                  | US2     | 3.8                |
| 4.2      | 2.8        | 2.7        | 2.4        | 2.8      | 13                    | <b>KYUU</b><br>99.7               | AC     | 9         | 5          | 9          | 12         | 10         | 14/48                          | MCGAVREN             |         | 2.2                |
| 2.4      | 2.3        | 2.1        | 2.5        | 2.7      | 14                    | <b>KIOI</b><br>101.3              | AC     | 10        | 7          | 7          | 9          | 11         | 23/40                          | MMR                  |         | 2.0                |
| 2.2      | 3.1        | 2.9        | 1.6        | 2.7      | 15                    | <b>KKSF</b><br>103.7              | NAC    | 15        | 19         | 6          | 7          | 7          | 19/57                          | BANNER               |         | 2.4                |
| 2.6      | 2.0        | 2.3        | 1.7        | 2.1      | 16                    | <b>KFOG</b><br>104.5              | AOR    | 16        | 23         | 8          | 13         | 12         | 19/64                          | EASTMAN              | NBC-S   | 2.4                |
| 2.0      | 2.0        | 1.4        | 2.0        | 1.8      | 17                    | <b>KBAY</b><br>100.3              | B/EZ   | 21        | 9          | 32         | 23         | 20         | 27/61                          | MMR                  |         | 1.4                |
| 1.5      | 1.4        | 1.1        | 1.5        | 1.7      | 18                    | <b>KWSS</b><br>94.5               | CHR    | 19        | 4          | 15         | 17         | 23         | 17/47                          | MCGAVREN             |         | 2.4                |
| 1.3      | 1.5        | 1.1        | 1.5        | 1.7      | 19                    | <b>KKCY</b><br>98.9               | AOR    | 28        | 42         | 14         | 14         | 13         | 19/67                          | ROSLIN               |         | .9                 |
| 3.1      | 2.0        | 2.6        | 2.2        | 1.7      | 20                    | <b>KRQR</b><br>97.3               | AOR    | 18        | 10         | 11         | 16         | 19         | 15/76                          | CBS SPOT             | CBS     | 4.3                |
| 2.0      | 2.1        | 2.1        | 2.0        | 1.9      | 21                    | <b>KDFC-A/F</b><br>102.1          | CLAS   | 17        | 34         | 29         | 18         | 15         | 20/54                          | CMBS                 |         | 1.2                |
| 1.8      | 2.7        | 1.7        | 1.9        | 1.4      | 22                    | <b>KNEW</b><br>910                | CTRY   | 24        | 26         | 28         | 30         | 26         | 18/71                          | KATZ                 |         | 1.9                |
| 2.0      | 1.7        | 1.9        | 1.6        | 1.3      | 23                    | <b>KKHI-A/F</b><br>1550 95.7      | CLAS   | 20        | 36         | 40         | 37         | 17         | 21/52                          | HHNWH                |         | 1.8                |
| 1.0      | 0.9        | 1.2        | 1.1        | 1.3      | 24                    | <b>KDIA</b><br>1310               | UC     | 26        | 8          | 26         | 28         | 25         | 14/69                          |                      |         | .9                 |
| 1.1      | 1.2        | 1.4        | 1.0        | 1.2      | 25                    | <b>KJAZ</b><br>92.7               | JAZZ   | 25        | 29         | 24         | 25         | 21         | 16/78                          | ROSLIN               |         | 1.2                |
| 1.8      | 1.8        | 1.7        | 1.5        | 1.1      | 26                    | <b>KOME</b><br>98.5               | AOR    | 22        | 16         | 16         | 20         | 29         | 23/56                          | TORBET               |         | 2.5                |
| 0.5      | 1.0        | 0.9        | 0.8        | 1.1      | 27                    | <b>KBRG</b><br>104.9              | SPAN   | 36        | 41         | 17         | 21         | 28         | 12/113                         | LOTUS                |         | .4                 |
| 0.5      | 0.8        | 0.9        | 0.8        | 1.1      | 28                    | <b>KIQI</b><br>1010               | SPAN   | 37        | 47         | 20         | 22         | 27         | 16/107                         | CABALLERO            |         | 1.3                |
| 0.7      | 0.8        | 1.1        | 0.9        | 1.0      | 29                    | <b>KARA</b><br>105.7              | AC     | 31        | 31         | 22         | 24         | 24         | 17/63                          | EASTMAN              |         | .8                 |

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# SAN JOSE #29

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ACH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|-------------------|
| 7.3      | 8.3        | 7.5        | 8.6        | 8.3      | 1                     | KGO<br>810             | N/T    | 1         | 27         | 10         | 2          | 1          | 14/76                           | BANNER               | ABC-I   | 9.1               |
| 5.8      | 5.6        | 4.7        | 5.7        | 6.4      | 2                     | KWSS<br>94.5           | CHR    | 2         | 1          | 1          | 1          | 3          | 17/63                           | MCGAVREN             |         | 6.2               |
| 5.3      | 5.8        | 3.7        | 5.6        | 4.7      | 3                     | KBAY<br>100.3          | B/EZ   | 5         | 17         | 17         | 10         | 5          | 14/75                           | MMR                  |         | 2.5               |
| 5.9      | 4.9        | 3.9        | 4.1        | 4.6      | 4                     | KCBS<br>740            | N/T    | 3         | 22         | 21         | 12         | 6          | 21/50                           | CBS SPOT             | CBS     | 4.4               |
| 3.1      | 2.7        | 2.6        | 3.0        | 4.4      | 5                     | KSAN<br>94.9           | CTRY   | 7         | 15         | 7          | 3          | 2          | 14/75                           | KATZ                 |         | 2.9               |
| 4.4      | 3.5        | 6.1        | 3.4        | 3.9      | 6                     | KSOL<br>107.7          | UC     | 9         | 3          | 2          | 6          | 18         | 15/71                           | MMR                  | APR     | 6.0               |
| 2.6      | 3.0        | 3.7        | 3.0        | 3.8      | 7                     | KARA<br>105.7          | AC     | 12        | 11         | 9          | 4          | 4          | 15/72                           | EASTMAN              |         | 2.9               |
| 3.4      | 3.8        | 2.9        | 3.0        | 3.5      | 8                     | KATD<br>95.3           | CHR    | 4         | 2          | 6          | 11         | 13         | 22/49                           | DURPETTI             |         | 4.1               |
| 2.7      | 3.3        | 2.8        | 2.7        | 3.4      | 9                     | KMEL<br>106.1          | CHR    | 6         | 4          | 3          | 9          | 24         | 19/57                           | CHRISTAL             |         | 5.0               |
| 2.8      | 4.7        | 3.6        | 2.9        | 3.2      | 10                    | KLZE<br>97.7           | B/EZ   | 16        | 42         | 29         | 20         | 14         | 15/73                           | REPUBLIC             |         | 2.0               |
| 1.9      | 2.0        | 2.1        | 2.6        | 3.1      | 11                    | KIOI<br>101.3          | AC     | 13        | 12         | 8          | 5          | 7          | 17/63                           | MMR                  |         | 1.8               |
| 4.8      | 5.4        | 5.2        | 4.1        | 3.0      | 12                    | KOME<br>98.5           | AOR    | 8         | 6          | 4          | 7          | 11         | 20/54                           | TORBET               |         | 7.7               |
| 2.4      | 2.5        | 2.4        | 2.7        | 3.0      | 13                    | KEEN<br>1370           | CTRY   | 22        | 37         | 24         | 13         | 8          | 10/104                          | MMR                  | UPI     | 1.7               |
| 3.5      | 3.0        | 3.5        | 2.3        | 2.8      | 14                    | KSJO<br>92.3           | AOR    | 11        | 7          | 5          | 8          | 15         | 20/53                           | KATZ                 | ABC-R   | 3.6               |
| 0.6      | 0.6        | 0.7        | 1.6        | 2.8      | 15                    | KAZA<br>1290           | SPAN   | 31        | 34         | 26         | 24         | 21         | 7/156                           | CABALLERO            |         | .8                |
| 2.0      | 2.1        | 2.6        | 2.9        | 2.7      | 16                    | KOIT-A/F<br>1260 96.5  | AC     | 17        | 9          | 13         | 14         | 9          | 17/62                           | TORBET               |         | 1.7               |
| 1.4      | 2.0        | 4.3        | 4.6        | 2.5      | 17                    | KNBR<br>680            | MISC   | 15        | 38         | 18         | 16         | 10         | 21/52                           | MCGAVREN             | NBC     | 3.3               |
| 2.2      | 2.0        | 2.3        | 3.1        | 2.3      | 18                    | KITS<br>105.3          | CHR    | 19        | 5          | 11         | 15         | 23         | 17/63                           | REPUBLIC             | ABC-F   | 2.6               |
| 1.5      | 1.6        | 1.2        | 1.3        | 2.3      | 19                    | KABL-A/F<br>960 98.1   | B/EZ   | 24        | 39         | 46         | 43         | 46         | 13/83                           | CHRISTAL             |         | .3                |
| 2.4      | 2.0        | 2.1        | 1.9        | 2.0      | 20                    | KLOK<br>1170           | AC     | 20        | 10         | 20         | 22         | 12         | 20/55                           | KATZ                 |         | 1.5               |
| 3.8      | 3.5        | 3.7        | 2.2        | 2.0      | 21                    | KYUU<br>99.7           | AC     | 14        | 8          | 15         | 17         | 16         | 26/42                           | MCGAVREN             |         | 2.6               |
| 2.4      | 2.3        | 1.9        | 1.9        | 1.9      | 22                    | KLIV<br>1590           | BBND   | 25        | 24         | 41         | 44         | 42         | 13/84                           | EASTMAN              |         | 2.3               |
| 3.4      | 3.0        | 2.8        | 2.4        | 1.7      | 23                    | KEZR<br>106.5          | AC     | 18        | 30         | 12         | 18         | 22         | 26/41                           | CHRISTAL             |         | 1.3               |
| 1.3      | 1.4        | 2.1        | 1.7        | 1.7      | 24                    | KDFC-A/F<br>1220 102.1 | CLAS   | 21        | 25         | 33         | 26         | 19         | 20/56                           | CMBS                 |         | .3                |
| 1.0      | 0.7        | 1.2        | 1.0        | 1.7      | 25                    | KNTA<br>1430           | SPAN   | 38        | 43         | 25         | 27         | 29         | 8/141                           | LOTUS                |         | .8                |
| 1.8      | 1.3        | 2.5        | 2.4        | 1.7      | 26                    | KSFO & KYA<br>560 93.3 | GOLD   | 10        | 40         | 19         | 19         | 17         | 35/31                           | MMR                  | US2     | 2.3               |
| 2.5      | 2.1        | 1.8        | 1.5        | 1.3      | 27                    | KBLX-A/F<br>1400 102.9 | NAC    | 23        | 19         | 22         | 21         | 20         | 23/47                           | HNWH                 |         | 1.1               |
| 0.7      | 1.5        | 0.7        | 1.3        | 1.3      | 28                    | KBRG<br>104.9          | SPAN   | 35        | 20         | 13         | 23         | 27         | 12/91                           | LOTUS                |         | 1.8               |
| 1.3      | 1.3        | 1.1        | 1.0        | 1.2      | 29                    | KKSF<br>103.7          | NAC    | 26        | 35         | 16         | 25         | 24         | 20/53                           | BANNER               |         | 1.2               |
| 0.8      | 1.2        | 1.1        | 0.8        | 1.2      | 30                    | KFRC<br>610            | BBND   | 32        | 26         | 44         | 31         | 31         | 17/65                           | REPUBLIC             | US1     | 1.0               |

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# SACRAMENTO #31

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| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 KZAP           | 1 KXOA-FM   | 1 KZAP    | 1 KXOA-FM   | 1 KZAP    | 1 KXOA-FM   | AC 13.2      |
| 2 KRXQ           | 2 KWOD      | 2 KRAK-FM | 2 KSFM      | 2 KRAK-FM | 2 KRAK-FM   | AOR 11.3     |
| 3 KRAK-FM        | 3 KSFM      | 3 KRXQ    | 3 KWOD      | 3 KXOA-FM | 3 KCTC      | BBnd 2.1     |
| 4 KSFM           | 4 KZAP      | 4 KXOA-FM | 4 KRAK-FM   | 4 KFBK    | 4 KSFM      | BM/Easy 10.1 |
| 5 KWOD           | 5 KRAK-FM   | 5 KFBK    | 5 KZAP      | 5 KRXQ    | 5 KFBK      | CHR 17.3     |
| 6 KXOA-FM        | 6 KROY      | 6 KSFM    | 6 KCTC      | 6 KRAK    | 6 KAER      | Ctry 11.1    |
| 7 KROY           | 7 KAER      | 7 KWOD    | 7 KAER      | 7 KHYL    | 7 KZAP      | Gold 3.4     |
| 8 KHYL           | 8 KHYL      | 8 KROY    | 8 KROY      | 8 KSFM    | 8 KROY      | Misc 1.3     |
| 9 KAER           | 9 KRXQ      | 9 KSMJ    | 9 KHYL      | 9 KAER    | 9 KWOD      | N/T 10.0     |
| 10 KFBK          | 10 KCTC     | 10 KHYL   | 10 KFBK     | 10 KSMJ   | 10 KRAK     | Rel/CC 2.3   |
|                  |             |           |             |           |             | Span 1.9     |

# SAN FRANCISCO #4

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| DEMOGRAPHIC RANK |             |           |             |            |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|------------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54  | Women 25-54 |              |
| 1 KSOL           | 1 KMEL      | 1 KGO     | 1 KMEL      | 1 KGO      | 1 KGO       | AC 10.5      |
| 2 KMEL           | 2 KSOL      | 2 KSOL    | 2 KSOL      | 2 KCBS     | 2 KBLX-FM   | AOR 6.6      |
| 3 KITS           | 3 KIOI      | 3 KKSF    | 3 KBLX-FM   | 3 KKSF     | 3 KOIT-FM   | BBnd 3.3     |
| 4 KFOG           | 4 KBLX-FM   | 4 KCBS    | 4 KOIT-FM   | 4 KSAN     | 4 KSAN      | BM/Easy 6.5  |
| 5 KKSF           | 5 KOIT-FM   | 5 KMEL    | 5 KSAN      | 5 KFOG     | 5 KIOI      | CHR 9.6      |
| 6 KGO            | 6 KYUU      | 6 KFOG    | 6 KGO       | 6 KNBR     | 6 KSOL      | Clas 3.2     |
| 7 KRQR           | 7 KITS      | 7 KITS    | 7 KIOI      | 7 KSOL     | 7 KYUU      | Ctry 4.8     |
| 8 KSAN           | 8 KKSF      | 8 KSAN    | 8 KYUU      | 8 KBLX-FM  | 8 KCBS      | Gold 2.8     |
| 9 KOME           | 9 KSAN      | 9 KBLX-FM | 9 KKSF      | 9 KKCY     | 9 KMEL      | Jazz 1.2     |
| 10 KBLX-FM       | 10 KKCY     | 10 KNBR   | 10 KITS     | 10 KOIT-FM | 10 KKSF     | Misc 3.1     |
|                  |             |           |             |            |             | NAC 5.6      |
|                  |             |           |             |            |             | N/T 13.4     |
|                  |             |           |             |            |             | Span 2.2     |
|                  |             |           |             |            |             | UC 6.0       |

# SAN JOSE #29

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| DEMOGRAPHIC RANK |             |           |             |           |             | FORMAT REACH |
|------------------|-------------|-----------|-------------|-----------|-------------|--------------|
| Men 18-34        | Women 18-34 | Men 18-49 | Women 18-49 | Men 25-54 | Women 25-54 |              |
| 1 KOME           | 1 KWSS      | 1 KGO     | 1 KWSS      | 1 KGO     | 1 KGO       | AC 15.3      |
| 2 KSJO           | 2 KMEL      | 2 KOME    | 2 KARA      | 2 KSAN    | 2 KARA      | AOR 5.8      |
| 3 KWSS           | 3 KSOL      | 3 KSAN    | 3 KBAY      | 3 KCBS    | 3 KLZE      | BBnd 3.1     |
| 4 KSOL           | 4 KARA      | 4 KSJO    | 4 KSAN      | 4 KNBR    | 4 KIOI      | BM/Easy 10.2 |
| 5 KGO            | 5 KATD      | 5 KWSS    | 5 KIOI      | 5 KOME    | 5 KYUU      | CHR 15.6     |
| 6 KSAN           | 6 KIOI      | 6 KSOL    | 6 KATD      | 6 KARA    | 6 KBAY      | Clas 1.7     |
| 7 KMEL           | 7 KEZR      | 7 KIOI    | 7 KGO       | 7 KWSS    | 7 KSAN      | Ctry 7.4     |
| 8 KIOI           | 8 KSAN      | 8 KNBR    | 8 KMEL      | 8 KSJO    | 8 KOIT-FM   | Gold 1.7     |
| 9 KATD           | 9 KITS      | 9 KCBS    | 9 KSOL      | 9 KOIT-FM | 9 KATD      | Misc 2.5     |
| 10 KITS          | 10 KOME     | 10 KARA   | 10 KEEN     | 10 KIOI   | 10 KLOK     | NAC 2.5      |
|                  |             |           |             |           |             | N/T 12.9     |
|                  |             |           |             |           |             | Span 5.8     |
|                  |             |           |             |           |             | UC 3.9       |



# SEATTLE-TACOMA #17

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADJ | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 10.5     | 9.1        | 9.5        | 8.7        | 11.3     | 1                     | <b>KIRO</b><br>710           | N/T    | 1         | 11         | 7          | 2          | 1          | 14/76                           | TORBET               | CBS     | 9.6                |
| 8.0      | 5.5        | 5.2        | 6.6        | 6.3      | 2                     | <b>KUBE</b><br>93.3          | CHR    | 2         | 2          | 1          | 1          | 5          | 19/57                           | MMR                  |         | 8.5                |
| 4.7      | 5.5        | 5.0        | 4.4        | 6.0      | 3                     | <b>KMPS-A/F</b><br>1300 94.1 | CTRY   | 5         | 14         | 9          | 4          | 2          | 11/94                           | MCGAVREN             | AP      | 5.7                |
| 4.6      | 5.2        | 4.1        | 6.0        | 5.5      | 4                     | <b>KPLZ</b><br>101.5         | CHR    | 4         | 1          | 4          | 7          | 18         | 17/63                           | DURPETTI             |         | 7.5                |
| 6.9      | 7.2        | 7.4        | 5.9        | 5.4      | 5                     | <b>KOMO</b><br>1000          | AC     | 3         | 25         | 16         | 12         | 4          | 18/60                           | KATZ                 | ABC-I   | 5.1                |
| 0.4      | 4.3        | 3.8        | 4.8        | 4.6      | 6                     | <b>KXRX</b><br>96.5          | AOR    | 8         | 7          | 2          | 3          | 3          | 13/84                           | KATZ                 |         | 4.1                |
| 5.1      | 5.5        | 6.1        | 5.9        | 4.2      | 7                     | <b>KBRD</b><br>103.7         | B/EZ   | 11        | 26         | 23         | 20         | 17         | 13/84                           | REPUBLIC             |         | 2.4                |
| 4.1      | 3.6        | 3.6        | 3.9        | 4.2      | 8                     | <b>KSEA</b><br>100.7         | B/EZ   | 15        | 29         | 21         | 21         | 19         | 12/93                           | TORBET               |         | 2.4                |
| 3.4      | 3.2        | 2.8        | 2.8        | 4.0      | 9                     | <b>KRPM-FM</b><br>106.1      | CTRY   | 16        | 16         | 14         | 9          | 13         | 10/106                          | CHRISTAL             |         | 3.3                |
| 8.0      | 6.2        | 5.4        | 5.1        | 3.8      | 10                    | <b>KISW</b><br>99.9          | AOR    | 6         | 4          | 3          | 6          | 16         | 17/64                           | MCGAVREN             |         | 7.0                |
| 2.6      | 3.0        | 2.8        | 3.7        | 3.8      | 11                    | <b>KIXI</b><br>880           | BBND   | 17        | 19         | 29         | 25         | 23         | 11/101                          | CHRISTAL             |         | 3.2                |
| 2.5      | 3.4        | 3.0        | 3.2        | 3.4      | 12                    | <b>KING-FM</b><br>98.1       | CLAS   | 13        | 20         | 17         | 18         | 11         | 15/73                           | MMR                  |         | 3.0                |
| 4.1      | 3.6        | 3.2        | 2.8        | 3.4      | 13                    | <b>KLSY-A/F</b><br>1540 92.5 | AC     | 9         | 8          | 6          | 5          | 9          | 17/66                           | BANNER               |         | 2.5                |
| 2.7      | 2.2        | 2.9        | 3.4        | 3.1      | 14                    | <b>KNBQ</b><br>97.3          | CHR    | 10        | 3          | 8          | 14         | 20         | 19/57                           | CHRISTAL             |         | 3.1                |
| 3.4      | 3.5        | 4.5        | 3.3        | 3.0      | 15                    | <b>KZOK</b><br>102.5         | GOLD   | 7         | 12         | 5          | 8          | 6          | 20/55                           | BANNER               |         | 3.4                |
| 2.5      | 2.0        | 2.5        | 2.6        | 2.5      | 16                    | <b>KVI</b><br>570            | GOLD   | 14        | 9          | 20         | 10         | 7          | 19/57                           | DURPETTI             |         | 2.0                |
| 2.2      | 1.9        | 2.0        | 2.7        | 2.4      | 17                    | <b>KLTX</b><br>95.7          | AC     | 20        | 13         | 12         | 15         | 12         | 15/73                           | HNWH                 |         | 1.8                |
| 3.1      | 3.7        | 2.8        | 3.0        | 2.4      | 18                    | <b>KMGI</b><br>107.7         | AC     | 18        | 15         | 10         | 11         | 10         | 16/67                           | REPUBLIC             | TRNSTR  | 2.9                |
| 2.0      | 2.4        | 2.9        | 1.7        | 2.3      | 19                    | <b>KJR</b><br>950            | AC     | 12        | 10         | 19         | 17         | 14         | 23/46                           | HNWH                 |         | 2.6                |
| 1.4      | 1.8        | 1.7        | 1.3        | 2.3      | 20                    | <b>KNUA</b><br>106.9         | NAC    | 22        | 24         | 13         | 13         | 8          | 14/77                           | HNWH                 | ABC-R   | 1.6                |
| 2.0      | 2.3        | 2.2        | 1.9        | 2.1      | 21                    | <b>KEZX-FM</b><br>98.9       | AOR    | 19        | 28         | 11         | 16         | 15         | 18/61                           | REPUBLIC             | ABC-E   | 1.8                |
| 1.5      | 1.7        | 2.1        | 1.7        | 1.7      | 22                    | <b>KCMS</b><br>105.3         | CC     | 23        | 5          | 15         | 19         | 22         | 16/69                           | RADIO SPOT           | UPI     | 2.2                |
| 2.4      | 2.0        | 1.9        | 2.1        | 1.7      | 23                    | <b>KING</b><br>1090          | N/T    | 21        | 27         | 24         | 22         | 21         | 19/57                           | BANNER               | NBC     | 2.0                |
| --       | 0.6        | 0.5        | 0.6        | 1.0      | 24                    | <b>KGNW</b><br>820           | REL    | 27        | 17         | 25         | 28         | 29         | 15/74                           |                      |         | --                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 15.9 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 KISW       | 1 KUBE         | 1 KZOK       | 1 KUBE         | 1 KIRO       | 1 KOMO         | AOR     | 10.5 |
| 2 KXRX       | 2 KMGI         | 2 KISW       | 2 KOMO         | 2 KZOK       | 2 KMPS-FM      | BBnd    | 3.8  |
| 3 KZOK       | 3 KNBQ         | 3 KXRX       | 3 KLSY-FM      | 3 KXRX       | 3 KBRD         | BM/Easy | 8.4  |
| 4 KUBE       | 4 KLSY-FM      | 4 KIRO       | 4 KMGI         | 4 KISW       | 4 KMGI         | CHR     | 14.9 |
| 5 KIRO       | 5 KPLZ         | 5 KUBE       | 5 KNBQ         | 5 KOMO       | 5 KLSY-FM      | Clas    | 3.4  |
| 6 KPLZ       | 6 KISW         | 6 KVI        | 6 KLTX         | 6 KMPS-FM    | 6 KUBE         | Ctry    | 10.0 |
| 7 KJET       | 7 KCMS         | 7 KMPS-FM    | 7 KPLZ         | 7 KVI        | 7 KIRO         | Gold    | 5.5  |
| 8 KEZX-FM    | 8 KZOK         | 8 KEZX-FM    | 8 KJR          | 8 KUBE       | 8 KLTX         | NAC     | 2.3  |
| 9 KMGI       | 9 KJR          | 9 KOMO       | 9 KCMS         | 9 KJR        | 9 KJR          | N/T     | 13.0 |
| 10 KVI       | 10 KLTX        | 10 KJR       | 10 KMPS        | 10 KBRD      | 10 KCMS        | Rel/CC  | 2.7  |

# TAMPA-ST. PETERSBURG #22

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 16.8     | 17.6       | 18.8       | 18.0       | 15.6     | 1                     | <b>WRBQ-A/F</b><br>1380 104.7 | CHR    | 1         | 1          | 1          | 1          | 1          | 12/88                            | EASTMAN              | ABC-F   | 24.5               |
| 11.1     | 13.0       | 9.4        | 10.3       | 10.8     | 2                     | <b>WWBA</b><br>107.3          | B/EZ   | 2         | 19         | 12         | 10         | 7          | 8/128                            | REPUBLIC             |         | 6.2                |
| 8.0      | 4.9        | 6.4        | 5.3        | 8.0      | 3                     | <b>WQYK</b><br>99.5           | CTRY   | 3         | 3          | 5          | 3          | 3          | 10/108                           | KATZ                 |         | 6.3                |
| 3.2      | 4.2        | 4.5        | 3.4        | 5.2      | 4                     | <b>WGUL-A/F</b><br>860 105.5  | BBND   | 12        | 24         | 25         | 16         | 13         | 8/135                            | MASLA                | MBS     | 2.0                |
| 4.4      | 4.7        | 3.8        | 3.7        | 5.1      | 5                     | <b>WFLA</b><br>970            | N/T    | 6         | 21         | 10         | 9          | 9          | 13/82                            | DURPETTI             | NBC     | 2.9                |
| 5.9      | 5.1        | 5.0        | 5.0        | 4.8      | 6                     | <b>WUSA</b><br>100.7          | AC     | 5         | 6          | 6          | 2          | 2          | 14/75                            | MCGAVREN             |         | 4.0                |
| 6.9      | 5.7        | 6.0        | 6.5        | 4.8      | 7                     | <b>WYNF</b><br>94.9           | AOR    | 4         | 2          | 2          | 4          | 8          | 15/73                            | CBS SPOT             | 94.9    | 9.4                |
| 4.2      | 2.9        | 3.5        | 3.9        | 4.1      | 8                     | <b>WFLZ</b><br>93.3           | AC     | 8         | 8          | 8          | 6          | 5          | 13/85                            | DURPETTI             |         | 3.0                |
| 3.7      | 5.2        | 5.1        | 3.9        | 4.0      | 9                     | <b>WNLT</b><br>95.7           | AC     | 7         | 5          | 3          | 5          | 4          | 16/70                            | MCGAVREN             |         | 4.5                |
| 2.3      | 3.3        | 3.3        | 3.4        | 3.7      | 10                    | <b>WPLP</b><br>570            | TALK   | 10        | 22         | 12         | 13         | 15         | 12/89                            | KATZ                 | MBS     | 1.6                |
| 3.7      | 3.3        | 3.4        | 4.8        | 3.2      | 11                    | <b>WKRL</b><br>97.9           | GOLD   | 9         | 7          | 4          | 7          | 6          | 16/69                            | CHRISTAL             | NBC-S   | 3.3                |
| 2.5      | 3.0        | 2.5        | 2.6        | 3.2      | 12                    | <b>WDUV</b><br>103.3          | B/EZ   | 13        | 21         | 19         | 15         | 14         | 12/88                            | CHRISTAL             | MBS     | 2.6                |
| 3.9      | 3.8        | 3.6        | 3.3        | 2.7      | 13                    | <b>WSUN</b><br>620            | CTRY   | 11        | 16         | 15         | 12         | 11         | 16/68                            | CBS SPOT             | CBS     | 2.4                |
| 0.9      | 1.1        | 1.5        | 1.7        | 2.4      | 14                    | <b>WXCR</b><br>92.1           | CLAS   | 17        | 11         | 23         | 19         | 17         | 11/101                           | CMBS                 | UPI     | 1.1                |
| 2.3      | 4.0        | 3.8        | 3.7        | 2.2      | 15                    | <b>WDAE</b><br>1250           | BBND   | 16        | 25         | 18         | 23         | 21         | 12/92                            | MCGAVREN             | ABC-I   | 3.6                |
| 0.7      | 1.4        | 0.8        | 1.7        | 2.2      | 16                    | <b>WHVE</b><br>102.5          | AC     | 14        | 10         | 7          | 8          | 10         | 16/69                            | MASLA                | CBS-R   | 2.3                |
| 2.5      | 2.1        | 2.1        | 2.0        | 1.7      | 17                    | <b>WTMP</b><br>1150           | UC     | 18        | 4          | 9          | 11         | 16         | 14/76                            | HNWH                 | SHRDN   | 1.8                |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 15.1 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WRBQ-FM    | 1 WRBQ-FM      | 1 WRBQ-FM    | 1 WRBQ-FM      | 1 WRBQ-FM    | 1 WRBQ-FM      | AOR     | 4.8  |
| 2 WYNF       | 2 WNLT         | 2 WYNF       | 2 WUSA         | 2 WQYK       | 2 WUSA         | BBnd    | 7.4  |
| 3 WNLT       | 3 WUSA         | 3 WQYK       | 3 WFLZ         | 3 WUSA       | 3 WQYK         | BM/Easy | 14.0 |
| 4 WKRL       | 4 WQYK         | 4 WKRL       | 4 WQYK         | 4 WKRL       | 4 WFLZ         | CHR     | 15.6 |
| 5 WQYK       | 5 WFLZ         | 5 WNLT       | 5 WNLT         | 5 WNLT       | 5 WNLT         | Clas    | 2.4  |
| 6 WHVE       | 6 WYNF         | 6 WUSA       | 6 WYNF         | 6 WYNF       | 6 WWBA         | Ctry    | 10.7 |
| 7 WTMP       | 7 WKRL         | 7 WHVE       | 7 WKRL         | 7 WFLA       | 7 WKRL         | Gold    | 3.2  |
| 8 WUSA       | 8 WHVE         | 8 WFLA       | 8 WWBA         | 8 WHVE       | 8 WYNF         | N/T     | 8.8  |
| 9 WFLA       | 9 WRXB         | 9 WFLZ       | 9 WHVE         | 9 WWBA       | 9 WDUV         | UC      | 1.7  |
| 10 WRBQ      | 10 WSUN        | 10 WTMP      | 10 WFLA        | 10 WFLZ      | 10 WGUL        |         |      |

# WASHINGTON #9

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 6.8      | 7.6        | 6.8        | 6.7        | 7.4      | 1                     | WGAY<br>99.5          | B/EZ   | 5         | 11         | 15         | 10         | 5          | 12/93                           | MMR                  |         | 3.7                |
| 5.7      | 7.0        | 5.8        | 5.4        | 7.3      | 2                     | WMZQ-A/F<br>1390 98.7 | CTRY   | 8         | 10         | 6          | 2          | 1          | 11/103                          | CHRISTAL             |         | 6.8                |
| 8.0      | 6.0        | 6.0        | 6.6        | 6.5      | 3                     | WMAL<br>630           | AC     | 3         | 13         | 18         | 14         | 6          | 14/76                           | KATZ                 | ABC-I   | 5.0                |
| 8.0      | 7.4        | 7.2        | 5.1        | 6.5      | 4                     | WKYS<br>93.9          | UC     | 9         | 5          | 2          | 1          | 2          | 12/92                           | EASTMAN              | NBC     | 9.7                |
| 5.2      | 4.7        | 5.9        | 4.7        | 5.6      | 5                     | WWDC-FM<br>101.1      | AOR    | 4         | 6          | 1          | 3          | 4          | 15/70                           | CHRISTAL             | US1     | 7.3                |
| 1.9      | 1.5        | 2.1        | 4.6        | 5.1      | 6                     | WPGC-A/F<br>1580 95.5 | UC     | 10        | 4          | 3          | 4          | 8          | 14/80                           | TORBET               |         | 6.3                |
| 5.8      | 5.9        | 5.3        | 5.3        | 5.0      | 7                     | WHUR<br>96.3          | UC     | 7         | 8          | 7          | 5          | 3          | 16/68                           | DURPETTI             |         | 5.1                |
| 3.7      | 4.5        | 4.1        | 4.3        | 4.7      | 8                     | WTOP<br>1500          | NEWS   | 2         | 23         | 13         | 13         | 9          | 20/53                           | HNWH                 | CBS     | 3.9                |
| 6.2      | 5.3        | 5.5        | 6.1        | 4.5      | 9                     | WAVA<br>105.1         | CHR    | 1         | 2          | 5          | 8          | 13         | 21/51                           | HNWH                 |         | 7.6                |
| 3.8      | 3.8        | 4.6        | 4.8        | 4.3      | 10                    | WRQX<br>107.3         | CHR    | 6         | 1          | 10         | 9          | 15         | 18/59                           | KATZ                 | ABC-C   | 4.6                |
| 3.2      | 3.3        | 3.7        | 3.8        | 4.0      | 11                    | WCXR<br>105.9         | GOLD   | 11        | 7          | 4          | 6          | 11         | 17/65                           | MCGAVREN             |         | 4.8                |
| 4.3      | 4.5        | 5.1        | 5.7        | 3.6      | 12                    | WDJY<br>100.3         | UC     | 13        | 3          | 8          | 11         | 17         | 15/70                           | MCGAVREN             | AP      | 4.0                |
| 3.3      | 3.2        | 3.2        | 3.0        | 3.4      | 13                    | WLTT<br>94.7          | AC     | 12        | 32         | 9          | 7          | 7          | 19/57                           | CBS SPOT             |         | 2.1                |
| 1.9      | 3.0        | 3.1        | 2.6        | 2.9      | 14                    | WASH<br>97.1          | AC     | 14        | 21         | 11         | 12         | 10         | 19/58                           | KATZ                 | US2     | 2.2                |
| 2.9      | 3.6        | 2.5        | 2.3        | 2.7      | 15                    | WGMS-A/F<br>570 103.5 | CLAS   | 15        | 29         | 19         | 16         | 14         | 17/66                           | REPUBLIC             | MBS     | 2.8                |
| 2.8      | 2.4        | 2.3        | 2.1        | 2.3      | 16                    | WWRC<br>980           | TALK   | 18        | 27         | 27         | 23         | 22         | 12/89                           | MMR                  | NBC     | 2.5                |
| 2.3      | 1.8        | 2.3        | 3.0        | 2.3      | 17                    | WXTR<br>104.1         | GOLD   | 16        | 14         | 14         | 15         | 12         | 17/64                           | MCGAVREN             |         | 2.1                |
| 1.3      | 1.3        | 1.0        | 1.5        | 1.7      | 18                    | WOL<br>1450           | UC     | 20        | 9          | 17         | 18         | 18         | 13/85                           | R A LAZAR            | NBN     | 1.0                |
| 3.2      | 3.4        | 2.4        | 1.3        | 1.7      | 19                    | WBMW<br>106.7         | NAC    | 17        | 17         | 12         | 17         | 16         | 19/56                           | TORBET               | ABC-R   | 1.9                |
| 1.2      | 1.5        | 1.7        | 1.6        | 1.5      | 20                    | WYCB<br>1340          | REL    | 21        | 19         | 20         | 21         | 20         | 13/81                           |                      | SHRDN   | .8                 |
| 1.3      | 1.4        | 1.4        | 1.3        | 1.2      | 21                    | WMMJ<br>102.3         | AC     | 19        | 12         | 21         | 19         | 19         | 19/56                           | HNWH                 |         | .5                 |

## DEMOGRAPHIC RANK

## FORMAT REACH

| Men<br>18-34 | Women<br>18-34 | Men<br>18-49 | Women<br>18-49 | Men<br>25-54 | Women<br>25-54 | AC      | 14.0 |
|--------------|----------------|--------------|----------------|--------------|----------------|---------|------|
| 1 WWDC-FM    | 1 WKYS         | 1 WWDC-FM    | 1 WKYS         | 1 WWDC-FM    | 1 WMZQ-FM      | AOR     | 5.6  |
| 2 WKYS       | 2 WPGC-FM      | 2 WMZQ-FM    | 2 WMZQ-FM      | 2 WMZQ-FM    | 2 WKYS         | BM/Easy | 7.4  |
| 3 WCXR       | 3 WCXR         | 3 WKYS       | 3 WLTT         | 3 WKYS       | 3 WGAY         | CHR     | 8.8  |
| 4 WPGC-FM    | 4 WAVA         | 4 WCXR       | 4 WPGC-FM      | 4 WHUR       | 4 WLTT         | Clas    | 2.7  |
| 5 WMZQ-FM    | 5 WLTT         | 5 WPGC-FM    | 5 WAVA         | 5 WTOP       | 5 WASH         | Ctry    | 7.3  |
| 6 WHUR       | 6 WHUR         | 6 WHUR       | 6 WHUR         | 6 WMAL       | 6 WHUR         | Gold    | 6.3  |
| 7 WAVA       | 7 WDJY         | 7 WTOP       | 7 WASH         | 7 WCXR       | 7 WMAL         | NAC     | 1.7  |
| 8 WDJY       | 8 WMZQ-FM      | 8 WAVA       | 8 WRQX         | 8 WPGC-FM    | 8 WPGC-FM      | N/T     | 7.0  |
| 9 WLTT       | 9 WRQX         | 9 WLTT       | 9 WCXR         | 9 WGAY       | 9 WAVA         | Rel/CC  | 1.5  |
| 10 WRQX      | 10 WASH        | 10 WMAL      | 10 WGAY        | 10 WLTT      | 10 WTOP        | UC      | 21.9 |

# AKRON #63

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.2     | 11.5       | 10.3     | 1          | 1       | WKDD<br>96.5    | CHR    | 1         | 1          | 1          | 1          | 5          | 13/82                            | KATZ                 |         | 11.0               |
| 8.9      | 9.3        | 7.6      | 2          | 2       | WAKR<br>1590    | AC     | 3         | 13         | 16         | 7          | 6          | 16/69                            | MCGAVREN             | MBS     | 7.6                |
| 10.1     | 9.7        | 7.1      | 3          | 3       | WMMS<br>100.7   | CHR    | 2         | 4          | 2          | 2          | 3          | 18/62                            | KATZ                 | NBC-S   | 11.9               |
| 6.0      | 5.0        | 6.2      | 4          | 4       | WONE-FM<br>97.5 | AOR    | 6         | 15         | 3          | 3          | 2          | 13/86                            | MCGAVREN             |         | 5.1                |
| 4.9      | 6.0        | 5.6      | 5          | 5       | WMJI<br>105.7   | AC     | 4         | 9          | 5          | 4          | 1          | 15/73                            | EASTMAN              |         | 5.4                |
| 2.2      | 2.3        | 5.6      | 5          | 5       | WZAK<br>93.1    | UC     | 14        | 2          | 6          | 6          | 8          | 7/146                            | DURPETTI             | CBS-R   | 5.8                |
| 4.3      | 4.9        | 5.1      | 7          | 7       | WLTF<br>106.5   | AC     | 5         | 8          | 4          | 5          | 4          | 16/68                            | CHRISTAL             | AP      | 4.7                |
| 4.4      | 6.4        | 4.3      | 8          | 8       | WNIR<br>100.1   | TALK   | 7         | 18         | 15         | 15         | 14         | 15/73                            | KATZ                 | CBS     | 4.1                |
| 4.4      | 4.3        | 4.1      | 9          | 9       | WDBN<br>94.9    | B/EZ   | 12        | 21         | 17         | 22         | 18         | 11/97                            |                      |         | 2.3                |
| 4.1      | 3.6        | 3.3      | 10         | 10      | WDOK<br>102.1   | AC     | 8         | 25         | 12         | 9          | 7          | 17/66                            | MCGAVREN             |         | 2.4                |

# ALBANY-SCHENECTADY-TROY #53

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.5      | 10.8       | 10.7       | 9.4        | 14.1     | 1          | 1       | WGY<br>810       | AC     | 1         | 6          | 8          | 6          | 3          | 12/89                            | EASTMAN              | NBC     | 10.9               |
| 11.2     | 10.0       | 10.8       | 13.0       | 10.6     | 2          | 2       | WPYX<br>106.5    | AOR    | 2         | 3          | 1          | 1          | 2          | 13/82                            | MCGAVREN             | ABC-R   | 14.9               |
| 9.4      | 10.8       | 11.1       | 10.5       | 9.0      | 3          | 3       | WROW-FM<br>95.5  | B/EZ   | 5         | 15         | 9          | 9          | 6          | 11/97                            | CHRISTAL             |         | 8.1                |
| 8.9      | 7.8        | 8.4        | 8.7        | 8.6      | 4          | 4       | WFLY<br>92.3     | CHR    | 3         | 1          | 2          | 2          | 7          | 16/68                            | KATZ                 | ABC-C   | 10.3               |
| 3.2      | 4.5        | 4.0        | 5.2        | 7.0      | 5          | 5       | WTRY<br>980      | GOLD   | 7         | 5          | 6          | 3          | 1          | 13/87                            | MCGAVREN             | MBS     | 5.3                |
| 4.7      | 4.3        | 5.8        | 4.6        | 6.3      | 6          | 6       | WGNA<br>107.7    | CTRY   | 8         | 16         | 7          | 8          | 5          | 12/87                            | REPUBLIC             | ABC-E   | 5.6                |
| 8.0      | 8.5        | 7.8        | 7.1        | 6.1      | 7          | 7       | WGFM<br>99.5     | CHR    | 4         | 2          | 3          | 5          | 8          | 20/54                            | EASTMAN              | NBC-S   | 7.7                |
| 6.7      | 6.5        | 6.1        | 6.0        | 5.8      | 8          | 8       | WKLI<br>100.9    | AC     | 6         | 4          | 5          | 4          | 4          | 16/68                            | DURPETTI             | US 1    | 6.5                |
| 4.3      | 6.0        | 5.3        | 5.4        | 5.8      | 8          | 8       | WQBK<br>1300     | TALK   | 10        | 11         | 15         | 11         | 11         | 11/103                           | HNWH                 | ABC-T   | 5.1                |
| 3.6      | 3.1        | 2.6        | 3.8        | 3.8      | 10         | 10      | WQBK-FM<br>103.9 | GOLD   | 9         | 7          | 4          | 7          | 9          | 19/58                            | HNWH                 | CBS-R   | 6.5                |

# ALBUQUERQUE #80

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.1     | 11.0       | 13.1     | 1          | 1       | <b>KKOB-FM</b><br>93.3 | AC     | 1         | 7          | 1          | 1          | 1          | 12/87                            | MCGAVREN             |         | 11.3               |
| 12.9     | 12.7       | 11.1     | 2          | 2       | <b>KKOB</b><br>77.0    | AC     | 2         | 14         | 7          | 4          | 3          | 12/90                            | MCGAVREN             | ABC-I   | 9.6                |
| 5.4      | 7.1        | 9.9      | 3          | 3       | <b>KRST</b><br>92.3    | CTRY   | 3         | 5          | 3          | 2          | 2          | 12/87                            | DURPETTI             |         | 8.4                |
| 2.8      | 4.1        | 7.1      | 4          | 4       | <b>KKSS</b><br>97.3    | UC     | 7         | 2          | 5          | 6          | 6          | 12/90                            | TORBET               |         | 8.8                |
| 4.4      | 6.1        | 6.7      | 5          | 5       | <b>KZRR</b><br>94.1    | AOR    | 6         | 6          | 2          | 3          | 4          | 13/83                            | REPUBLIC             | NBC-S   | 8.4                |
| 7.8      | 8.4        | 6.0      | 6          | 6       | <b>KFMG</b><br>107.9   | AOR    | 4         | 4          | 4          | 5          | 5          | 17/64                            | HNWH                 | ABC-C   | 7.2                |
| 5.9      | 5.6        | 5.6      | 7          | 7       | <b>KKJY</b><br>100.3   | B/EZ   | 9         | 11         | 15         | 12         | 7          | 11/96                            | TORBET               |         | 3.4                |
| 8.5      | 6.2        | 4.8      | 8          | 8       | <b>KNMQ</b><br>105.9   | CHR    | 5         | 3          | 6          | 7          | 12         | 19/56                            | CHRISTAL             | ABC-C   | 5.1                |
| 1.8      | 3.9        | 4.6      | 9          | 9       | <b>KIVA</b><br>105.1   | CHR    | 8         | 1          | 8          | 10         | 16         | 18/61                            | BANNER               |         | 6.6                |
| 3.7      | 2.3        | 2.8      | 10         | 10      | <b>KHFM</b><br>96.3    | CLAS   | 11        | 24         | 14         | 15         | 10         | 15/74                            | CMBS                 |         | 3.4                |

# ALLENTOWN-BETHLEHEM #60

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.0     | 13.9       | 15.7       | 10.8       | 13.4     | 1          | 1       | <b>WFMZ</b><br>100.7    | B/EZ   | 4         | 6          | 8          | 6          | 2          | 9/116                            | CHRISTAL             |         | 10.0               |
| 10.3     | 11.3       | 10.9       | 11.5       | 12.4     | 2          | 2       | <b>WZZO</b><br>95.1     | AOR    | 3         | 2          | 1          | 1          | 3          | 10/106                           | BANNER               |         | 14.2               |
| 9.9      | 10.3       | 9.7        | 11.1       | 10.9     | 3          | 3       | <b>WLEV</b><br>96.1     | AC     | 2         | 4          | 2          | 2          | 1          | 12/90                            | MCGAVREN             |         | 10.0               |
| 8.8      | 11.1       | 8.8        | 9.8        | 8.5      | 4          | 4       | <b>WQQQ</b><br>99.9     | CHR    | 1         | 1          | 3          | 3          | 4          | 16/69                            | EASTMAN              |         | 12.6               |
| 4.8      | 4.0        | 8.0        | 7.5        | 6.6      | 5          | 5       | <b>WAEB-FM</b><br>104.1 | CHR    | 5         | 3          | 4          | 4          | 6          | 16/68                            | KATZ                 |         | 11.3               |
| 5.6      | 6.4        | 6.5        | 4.9        | 5.7      | 6          | 6       | <b>WAEB</b><br>79.0     | AC     | 6         | 5          | 6          | 5          | 5          | 14/76                            | KATZ                 | ABC-I   | 5.3                |
| 3.7      | 5.5        | 3.4        | 2.2        | 5.6      | 7          | 7       | <b>WEST</b><br>1400     | BBND   | 9         | 15         | 15         | 17         | 12         | 8/137                            | KATZ                 | CBS     | 3.0                |
| 4.8      | 6.1        | 4.6        | 7.4        | 4.7      | 8          | 8       | <b>WKAP</b><br>1320     | BBND   | 8         | 23         | 28         | 21         | 10         | 12/91                            | DOMI                 | ABC-E   | 3.0                |
| 3.1      | 2.6        | 2.2        | 4.2        | 4.4      | 9          | 9       | <b>WXKW</b><br>1470     | CTRY   | 7         | 9          | 13         | 8          | 7          | 13/84                            | REPUBLIC             | NBC     | 2.2                |
| 3.3      | 2.4        | 2.5        | 3.4        | 2.2      | 10         | 10      | <b>WYSP</b><br>94.1     | GOLD   | 11        | 27         | 5          | 7          | 8          | 19/58                            | TORBET               | ABC-R   | 2.8                |

# AUSTIN #58

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|-------------------|
| 14.6     | 15.2       | 16.7       | 15.3       | 13.5     | 1          | 1       | KASE<br>100.7          | CTRY   | 2         | 5          | 3          | 1          | 1          | 11/100                           | KATZ                 |         | 17.2              |
| 6.8      | 8.3        | 8.8        | 8.6        | 11.1     | 2          | 2       | KKMJ<br>95.5           | AC     | 1         | 8          | 2          | 2          | 2          | 13/82                            | CBS SPOT             |         | 8.0               |
| 10.4     | 8.7        | 8.3        | 7.1        | 7.6      | 3          | 3       | KLBJ-FM<br>93.7        | AOR    | 4         | 3          | 1          | 3          | 3          | 16/67                            | EASTMAN              |         | 10.0              |
| 0.0      | 7.7        | 9.1        | 9.3        | 7.1      | 4          | 4       | KBTS<br>93.3           | CHR    | 3         | 2          | 4          | 4          | 9          | 18/62                            | DURPETTI             |         | 11.1              |
| 13.8     | 10.5       | 6.7        | 6.0        | 6.8      | 5          | 5       | KHFI<br>98.3           | CHR    | 5         | 1          | 5          | 5          | 6          | 18/61                            | CHRISTAL             |         | 9.4               |
| 11.5     | 9.7        | 7.1        | 6.7        | 5.8      | 6          | 6       | KEYI-A/F<br>1490 103.5 | AC     | 6         | 6          | 8          | 6          | 4          | 18/59                            | TORBET               |         | 4.7               |
| 4.7      | 5.4        | 4.3        | 6.6        | 4.7      | 7          | 7       | KLBJ<br>590            | N/T    | 7         | 17         | 11         | 10         | 8          | 17/62                            | EASTMAN              | CBS     | 4.4               |
| 2.7      | 2.1        | 2.9        | 3.4        | 4.5      | 8          | 8       | KVET<br>1300           | CTRY   | 11        | 9          | 13         | 11         | 10         | 15/74                            | KATZ                 | ABC-I   | 2.7               |
| 0.0      | 0.0        | 0.6        | 0.8        | 4.3      | 9          | 9       | KQFX<br>96.5           | GOLD   | 9         | 14         | 7          | 7          | 7          | 17/64                            | BANNER               |         | 2.5               |
| 6.8      | 6.2        | 5.5        | 6.1        | 4.2      | 10         | 10      | KPEZ<br>102.3          | AOR    | 8         | 7          | 6          | 8          | 5          | 19/57                            | HNWH                 |         | 6.9               |

# BAKERSFIELD #86

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|------------|---------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 13.0     | 15.1       | 14.4     | 1          | 1       | KUZZ<br>550   | CTRY   | 2         | 5          | 6          | 1          | 1          | 10/111                           | KATZ                 |         |
| 14.4     | 11.8       | 9.7      | 2          | 2       | KKXX<br>107.9 | CHR    | 1         | 1          | 1          | 2          | 6          | 17/62                            | KATZ                 |         |
| 9.1      | 8.2        | 7.9      | 3          | 3       | KQXR<br>94.1  | CHR    | 3         | 2          | 2          | 3          | 3          | 15/72                            | HNWH                 | ABC-E   |
| 7.2      | 3.5        | 6.5      | 4          | 4       | KWAC<br>1490  | SPAN   | 9         | 4          | 4          | 4          | 2          | 7/164                            | LOTUS                |         |
| 4.9      | 7.1        | 6.3      | 5          | 5       | KGFM<br>101.5 | B/EZ   | 4         | 23         | 15         | 8          | 7          | 10/104                           | MCGAVREN             |         |
| 4.9      | 2.3        | 5.3      | 6          | 6       | KAFY<br>970   | SPAN   | 6         | 6          | 7          | 6          | 5          | 10/114                           | CABALLERO            | UPI     |
| 4.0      | 2.6        | 4.7      | 7          | 7       | KERN<br>1410  | N/T    | 7         | 11         | 14         | 10         | 10         | 10/104                           | HNWH                 | ABC-I   |
| 4.0      | 4.2        | 4.5      | 8          | 8       | KLLY<br>95.3  | AC     | 5         | 7          | 3          | 5          | 4          | 14/75                            | TORBET               | AP      |
| 0.0      | 0.3        | 3.1      | 9          | 9       | KKRV<br>102.3 | AC     | 18        | 29         | 19         | 11         | 8          | 6/171                            | GILLIS               | SMN     |
| 0.0      | 3.2        | 2.7      | 10         | 10      | KLOS<br>95.5  | AOR    | 10        | 19         | 5          | 7          | 11         | 12/91                            | KATZ                 | ABC-R   |

# BATON ROUGE #78

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.8      | 9.4        | 10.4       | 9.8        | 12.4     | 1                     | WXOK<br>1460           | UC     | 4         | 4          | 4          | 1          | 2          | 10/106                           | BANNER               | NBC     | 8.8                |
| 12.3     | 10.8       | 12.5       | 11.5       | 10.8     | 2                     | WFMF<br>102.5          | CHR    | 1         | 2          | 2          | 2          | 3          | 18/60                            | HNWH                 |         | 13.4               |
| 16.1     | 14.7       | 13.4       | 11.0       | 10.8     | 2                     | WYNK-A/F<br>1380 101.5 | CTRY   | 3         | 6          | 6          | 4          | 1          | 14/78                            | KATZ                 | ABC-E   | 11.7               |
| 8.9      | 11.0       | 9.1        | 11.0       | 9.9      | 4                     | WGGZ<br>98.1           | CHR    | 2         | 1          | 1          | 5          | 6          | 18/60                            | KATZ                 | CBS-R   | 12.8               |
| 8.8      | 8.3        | 10.1       | 8.5        | 9.9      | 4                     | KQXL<br>106.3          | UC     | 5         | 3          | 3          | 3          | 4          | 12/91                            | MASLA                | SHRDN   | 10.1               |
| 6.4      | 7.0        | 9.2        | 6.9        | 6.7      | 6                     | WKJN<br>103.3          | CTRY   | 7         | 7          | 7          | 6          | 5          | 15/74                            | TORBET               |         | 7.5                |
| 4.2      | 3.4        | 4.0        | 5.6        | 6.2      | 7                     | WJBO<br>1150           | N/T    | 8         | 18         | 10         | 8          | 8          | 15/73                            | HNWH                 | CBS     | 4.5                |
| 6.8      | 5.4        | 7.2        | 6.8        | 5.5      | 8                     | WQXY-A/F<br>910 100.7  | AC     | 6         | 9          | 5          | 7          | 7          | 20/54                            | CHRISTAL             |         | 5.8                |
| 2.1      | 2.0        | 1.8        | 4.1        | 3.7      | 9                     | WLUX<br>1550           | REL    | 13        | 23         | 9          | 10         | 9          | 7/164                            |                      | UPI     | 3.1                |
| 2.4      | 2.8        | 2.1        | 2.6        | 3.3      | 10                    | KDEA<br>99.1           | B/EZ   | 9         | 14         | 19         | 12         | 11         | 15/71                            |                      |         | 1.7                |

# BIRMINGHAM #51

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 17.1     | 16.8       | 16.4       | 18.0       | 17.1     | 1                     | WZZK-A/F<br>610 104.7 | CTRY   | 1         | 5          | 3          | 1          | 1          | 10/109                           | KATZ                 |         | 17.2               |
| 7.3      | 8.4        | 11.8       | 8.0        | 10.9     | 2                     | WMJJ<br>96.5          | AC     | 3         | 6          | 1          | 2          | 2          | 12/90                            | BANNER               |         | 8.5                |
| 15.5     | 12.7       | 11.6       | 11.0       | 10.1     | 3                     | WAPI-FM<br>94.5       | CHR    | 2         | 2          | 2          | 4          | 5          | 15/72                            | CHRISTAL             | ABC-C   | 11.7               |
| 7.2      | 6.9        | 10.9       | 12.6       | 9.9      | 4                     | WKXX<br>106.9         | CHR    | 4         | 1          | 4          | 3          | 4          | 13/82                            | MCGAVREN             | ABC-D   | 17.2               |
| 9.8      | 12.8       | 8.7        | 9.8        | 9.2      | 5                     | WENN<br>107.7         | UC     | 5         | 3          | 5          | 5          | 3          | 12/89                            | HNWH                 | NBN     | 9.4                |
| 5.4      | 6.2        | 4.1        | 4.6        | 5.9      | 6                     | WERC<br>960           | N/T    | 6         | 11         | 7          | 7          | 7          | 13/84                            | MCGAVREN             |         | 5.1                |
| 4.6      | 4.0        | 4.1        | 4.1        | 5.3      | 7                     | WAPI<br>1070          | BBND   | 8         | 18         | 16         | 13         | 11         | 12/90                            | CHRISTAL             | NBC     | 1.9                |
| 4.1      | 4.6        | 3.6        | 3.9        | 3.9      | 8                     | WLTB<br>99.5          | AC     | 7         | 8          | 6          | 6          | 6          | 17/65                            | EASTMAN              |         | 4.1                |
| 5.5      | 2.9        | 5.2        | 5.1        | 3.9      | 8                     | WAGG<br>1320          | REL    | 12        | 22         | 10         | 9          | 9          | 9/116                            | HNWH                 | NBN     | 4.8                |
| 4.8      | 5.1        | 3.3        | 3.9        | 3.5      | 10                    | WATV<br>900           | UC     | 9         | 7          | 8          | 8          | 8          | 16/69                            | ROSLIN               | ABC-E   | 3.6                |

# BRIDGEPORT #92

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 17.1     | 17.4       | 15.5     | 1                     | WICC<br>600   | AC     | 1         | 7          | 4          | 2          | 1          | 13/83                            | CHRISTAL             |         |
| 15.4     | 13.9       | 13.4     | 2                     | WEZN<br>99.9  | B/EZ   | 4         | 10         | 8          | 5          | 3          | 11/100                           | KATZ                 |         |
| 7.0      | 8.0        | 10.4     | 3                     | WEBE<br>107.9 | AC     | 3         | 5          | 1          | 1          | 2          | 14/76                            | BANNER               |         |
| 11.4     | 8.8        | 10.1     | 4                     | WKCI<br>101.3 | CHR    | 2         | 1          | 3          | 3          | 4          | 15/73                            | MCGAVREN             |         |
| 6.4      | 7.7        | 7.7      | 5                     | WPLR<br>99.1  | AOR    | 5         | 2          | 2          | 4          | 5          | 15/73                            | DURPETTI             |         |
| 3.1      | 3.9        | 3.9      | 6                     | WCBS<br>880   | NEWS   | 6         | 33         | 17         | 11         | 8          | 21/52                            | CBS SPOT             | CBS     |
| 1.5      | 2.0        | 2.4      | 7                     | WADS<br>690   | BBND   | 9         | 37         | 30         | 37         | 34         | 14/79                            |                      | AP      |
| 3.1      | 3.1        | 1.8      | 8                     | WNBC<br>660   | AC     | 7         | 22         | 9          | 6          | 6          | 23/48                            | HNWH                 | NBC     |
| 1.6      | 2.4        | 1.8      | 8                     | WQHT<br>103.5 | CHR    | 10        | 4          | 5          | 8          | 10         | 18/61                            | DURPETTI             |         |
| 2.2      | 1.5        | 1.8      | 8                     | WOR<br>710    | TALK   | 11        | 26         | 35         | 34         | 29         | 17/63                            | REPUBLIC             | ABC-E   |

# CHARLESTON #87

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.5     | 11.9       | 11.7     | 1                     | WEZL<br>103.5 | CTRY   | 1         | 10         | 8          | 1          | 1          | 12/93                            | BANNER               | MBS     | 12.4               |
| 11.9     | 9.7        | 8.8      | 2                     | WWWZ<br>93.5  | UC     | 5         | 2          | 3          | 2          | 3          | 12/89                            | HNWH                 | SHRDN   | 8.0                |
| 8.6      | 10.9       | 7.3      | 3                     | WKQB<br>107.5 | CHR    | 3         | 1          | 5          | 8          | 11         | 16/70                            | REPUBLIC             |         | 13.0               |
| 6.1      | 6.4        | 7.1      | 4                     | WXTC<br>96.9  | AC     | 2         | 12         | 2          | 3          | 2          | 17/64                            | MCGAVREN             | CBS-R   | 6.9                |
| 4.1      | 6.4        | 7.1      | 4                     | WDXZ<br>104.5 | B/EZ   | 9         | 14         | 15         | 10         | 5          | 9/124                            | EASTMAN              | CBS     | 3.8                |
| 2.7      | 5.6        | 6.8      | 6                     | WAVF<br>96.1  | AOR    | 7         | 7          | 1          | 4          | 7          | 13/81                            | CHRISTAL             | US1     | 8.1                |
| 7.4      | 7.1        | 6.7      | 7                     | WPAL<br>730   | UC     | 6         | 3          | 7          | 6          | 6          | 14/78                            |                      | NBN     | 3.7                |
| 10.0     | 7.6        | 5.3      | 8                     | WSSX<br>95.1  | CHR    | 4         | 4          | 4          | 7          | 9          | 21/51                            | KATZ                 |         | 7.8                |
| 5.2      | 6.3        | 4.9      | 9                     | WXYL<br>102.5 | GOLD   | 8         | 11         | 9          | 5          | 4          | 16/69                            | TORBET               | US1     | 3.7                |
| 3.3      | 2.4        | 4.9      | 9                     | WMGL<br>101.7 | UC     | 10        | 6          | 6          | 9          | 8          | 13/85                            | CHRISTAL             | ABC-C   | 4.6                |



# CHATTANOOGA #96

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADJ | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|-------------------|
| 19.3     | 17.4       | 17.4       | 18.8       | 19.2     | 1                     | <b>WSKZ</b><br>106.5    | CHR    | 1         | 1          | 1          | 1          | 3          | 11/103                         | CHRISTAL             |         | 23.2              |
| 2.4      | 10.0       | 9.4        | 10.6       | 14.3     | 2                     | <b>WLMX</b><br>105.5    | AC     | 2         | 3          | 2          | 2          | 1          | 10/107                         | REPUBLIC             |         | 12.4              |
| 10.2     | 11.0       | 11.8       | 14.2       | 11.6     | 3                     | <b>WUSY</b><br>100.7    | CTRY   | 3         | 4          | 3          | 3          | 2          | 11/97                          | MCGAVREN             | US2     | 10.8              |
| 9.5      | 9.8        | 9.9        | 10.7       | 10.3     | 4                     | <b>WDEF-FM</b><br>92.3  | B/EZ   | 4         | 8          | 7          | 5          | 4          | 12/88                          | KATZ                 | ABC-D   | 7.0               |
| 10.9     | 10.0       | 8.7        | 8.2        | 8.0      | 5                     | <b>WDOD-FM</b><br>96.5  | CTRY   | 5         | 6          | 6          | 4          | 5          | 16/69                          | BANNER               | ABC-E   | 9.5               |
| 5.3      | 6.4        | 5.4        | 3.8        | 5.5      | 6                     | <b>WNOO</b><br>1260     | GOLD   | 9         | 16         | 8          | 6          | 6          | 8/145                          | MASLA                | SHRDN   | 1.4               |
| 6.2      | 5.4        | 6.4        | 6.0        | 4.6      | 7                     | <b>WJTT</b><br>94.3     | UC     | 7         | 2          | 4          | 7          | 8          | 14/79                          | HNWH                 | CBS-R   | 9.3               |
| 6.2      | 6.1        | 4.6        | 5.5        | 3.6      | 8                     | <b>WDEF</b><br>1370     | AC     | 6         | 9          | 12         | 13         | 12         | 18/61                          | KATZ                 | CBS     | 4.1               |
| 4.5      | 3.9        | 6.1        | 4.2        | 3.5      | 9                     | <b>WNOO-FM</b><br>102.3 | UC     | 8         | 5          | 5          | 8          | 7          | 12/89                          | MASLA                | NBN     | 7.4               |
| 4.1      | 3.4        | 3.0        | 2.0        | 2.3      | 10                    | <b>WDOD</b><br>1310     | CTRY   | 10        | 12         | 13         | 10         | 9          | 15/72                          | BANNER               | ABC-E   | 1.9               |

# COASTAL NORTH CAROLINA #85

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ ADJ | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| 4.9      | 24.5       | 24.9     | 1                     | <b>WIKS</b><br>101.9          | UC     | 1         | 1          | 1          | 1          | 1          | 8/138                          | HNWH                 | MBS     |
| 12.0     | 12.4       | 16.1     | 2                     | <b>WRNS</b><br>95.1           | CTRY   | 2         | 5          | 2          | 2          | 2          | 9/115                          | MCGAVREN             |         |
| 11.2     | 12.4       | 9.5      | 3                     | <b>WDLX</b><br>93.3           | CHR    | 3         | 2          | 3          | 3          | 5          | 14/79                          | KATZ                 | ABC-F   |
| 7.8      | 6.3        | 8.7      | 4                     | <b>WNCT</b><br>107.9          | B/EZ   | 4         | 10         | 9          | 7          | 4          | 11/102                         | KATZ                 | US2     |
| 5.9      | 5.7        | 5.6      | 5                     | <b>WSFL-A/F</b><br>1380 106.5 | AC     | 5         | 9          | 5          | 4          | 3          | 16/66                          | TORBET               | US1     |
| 7.0      | 6.9        | 4.3      | 6                     | <b>WZYC</b><br>103.3          | AOR    | 7         | 7          | 4          | 5          | 6          | 12/88                          | MCGAVREN             | ABC-R   |
| 11.7     | 2.9        | 3.8      | 7                     | <b>WQDW</b><br>97.7           | UC     | 6         | 4          | 8          | 8          | 7          | 16/68                          | REPUBLIC             | SHRDN   |
| 1.6      | 3.2        | 3.2      | 8                     | <b>WXQR</b><br>105.5          | AOR    | 8         | 6          | 6          | 6          | 12         | 12/90                          | MARKET 4             | NBC-S   |
| 2.8      | 2.3        | 2.5      | 9                     | <b>WRDU</b><br>106.1          | AOR    | 11        | 11         | 7          | 9          | 9          | 11/99                          | MMR                  | NBC-S   |
| 3.0      | 1.8        | 1.9      | 10                    | <b>WRCM</b><br>98.7           | CTRY   | 10        | 16         | 15         | 10         | 8          | 17/64                          | REPCOM               | MBS     |

# COLUMBIA, SC #93

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS        | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|------------|---------|-----------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 15.7     | 18.9       | 18.9     | 1          | 1       | WWDM<br>101.3   | UC     | 3         | 1          | 1          | 1          | 2          | 8/145                          | HNWH                 | US1     | 19.9               |
| 16.8     | 17.8       | 16.6     | 2          | 2       | WCOS-FM<br>97.9 | CTRY   | 1         | 4          | 2          | 2          | 1          | 11/101                         | MCGAVREN             | ABC-I   | 17.4               |
| 5.1      | 6.8        | 8.4      | 3          | 3       | WCEZ<br>93.5    | B/EZ   | 9         | 15         | 8          | 9          | 4          | 9/121                          | BANNER               | NBC     | 3.0                |
| 13.9     | 8.4        | 7.8      | 4          | 4       | WNOK<br>104.7   | CHR    | 2         | 2          | 3          | 3          | 6          | 19/57                          | KATZ                 | ABC-R   | 13.0               |
| 4.4      | 4.3        | 5.7      | 5          | 5       | WOIC<br>1320    | UC     | 10        | 11         | 7          | 7          | 8          | 13/85                          | EASTMAN              | ABC-F   | 3.6                |
| 4.7      | 5.2        | 5.6      | 6          | 6       | WSCQ<br>100.1   | AC     | 5         | 5          | 6          | 4          | 3          | 17/65                          | REPUBLIC             | CBS-R   | 2.7                |
| 6.0      | 5.3        | 4.9      | 7          | 7       | WMMC<br>103.1   | CHR    | 6         | 3          | 5          | 8          | 11         | 18/62                          | EASTMAN              | ABC-F   | 5.8                |
| 2.6      | 9.5        | 4.9      | 7          | 7       | WMFX<br>102.3   | AOR    | 7         | 6          | 4          | 5          | 5          | 16/69                          | DURPETTI             |         | 6.9                |
| 5.9      | 4.6        | 4.6      | 9          | 9       | WVOC<br>560     | N/T    | 4         | 10         | 11         | 11         | 10         | 21/50                          | BANNER               | CBS     | 6.0                |
| 4.9      | 4.6        | 4.1      | 10         | 10      | WTCB<br>106.7   | AC     | 8         | 13         | 9          | 6          | 7          | 19/58                          | CHRISTAL             | AP      | 3.7                |
| 2.4      | 1.6        | 4.1      | 10         | 10      | WTGH<br>620     | REL    | 11        | 8          | 12         | 10         | 9          | 9/128                          |                      | SHRDN   | 3.1                |

# EL PASO #79

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 11.7     | 11.3       | 10.7       | 11.6       | 11.4     | 1          | 1       | KLAQ<br>95.5     | AOR    | 2         | 3          | 1          | 1          | 4          | 13/84                          | HNWH                 | NBC-S   | 16.7               |
| 15.8     | 12.4       | 11.6       | 14.2       | 10.0     | 2          | 2       | KEZB-FM<br>93.9  | CHR    | 1         | 1          | 2          | 3          | 5          | 16/69                          | CHRISTAL             | ABC-F   | 11.4               |
| 9.5      | 9.3        | 8.7        | 7.2        | 9.3      | 3          | 3       | KHEY-FM<br>96.3  | CTRY   | 4         | 6          | 3          | 2          | 1          | 12/94                          | KATZ                 |         | 8.8                |
| 5.8      | 6.0        | 5.4        | 6.0        | 9.1      | 4          | 4       | KAMA<br>750      | SPAN   | 8         | 13         | 8          | 7          | 2          | 8/129                          | CABALLERO            |         | 6.2                |
| 3.9      | 2.3        | 3.8        | 5.7        | 8.0      | 5          | 5       | KBNA-A/F<br>97.5 | SPAN   | 5         | 5          | 7          | 4          | 2          | 11/94                          | KATZ-H               |         | 4.4                |
| 11.6     | 11.8       | 7.4        | 7.7        | 7.0      | 6          | 6       | KAMZ<br>93.1     | UC     | 3         | 4          | 4          | 5          | 7          | 17/65                          | EASTMAN              |         | 8.7                |
| 7.4      | 6.4        | 8.4        | 6.3        | 7.0      | 6          | 6       | KTSM-FM<br>99.9  | B/EZ   | 8         | 15         | 11         | 10         | 9          | 12/92                          | HNWH                 |         | 5.0                |
| 1.0      | 4.4        | 4.6        | 7.1        | 6.1      | 8          | 8       | KPRR<br>102.1    | UC     | 7         | 2          | 8          | 9          | 11         | 14/76                          | BANNER               | US2     | 9.2                |
| 3.0      | 5.0        | 4.9        | 5.2        | 5.7      | 9          | 9       | KLTO<br>94.7     | GOLD   | 5         | 7          | 6          | 7          | 6          | 16/70                          | REPUBLIC             |         | 4.0                |
| 3.7      | 5.3        | 5.8        | 6.3        | 5.3      | 10         | 10      | KOFX<br>92.3     | GOLD   | 10        | 9          | 5          | 6          | 8          | 13/86                          | MCGAVREN             | US1     | 3.4                |

# FLINT #100

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.1     | 18.9       | 19.3     | 1                     | <b>WIOG</b><br>102.5    | CHR    | 1         | 1          | 1          | 1          | 3          | 11/100                           | KATZ                 | ABC-C   | 22.9               |
| 12.0     | 16.0       | 13.4     | 2                     | <b>WDZZ</b><br>92.7     | UC     | 3         | 2          | 3          | 3          | 2          | 10/108                           | HNWH                 |         | 15.8               |
| 16.8     | 15.5       | 13.2     | 3                     | <b>WCRZ</b><br>107.9    | AC     | 2         | 6          | 2          | 2          | 1          | 14/80                            | KATZ                 | US1     | 11.5               |
| 5.1      | 7.8        | 8.0      | 4                     | <b>WJR</b><br>760       | MISC   | 4         | 18         | 10         | 5          | 4          | 15/73                            | KATZ                 | ABC-I   | 8.3                |
| 8.8      | 7.5        | 6.3      | 5                     | <b>WWCK-FM</b><br>105.5 | AOR    | 5         | 3          | 4          | 4          | 5          | 16/66                            | MCGAVREN             | NBC     | 8.3                |
| 3.0      | 4.8        | 6.3      | 5                     | <b>WFDF</b><br>910      | AC     | 7         | 7          | 17         | 14         | 9          | 12/90                            | HNWH                 | CBS     | 3.6                |
| 2.1      | 3.0        | 4.2      | 7                     | <b>WKCQ</b><br>98.1     | CTRY   | 8         | 19         | 5          | 6          | 6          | 12/90                            | CHRISTAL             | ABC-D   | 1.6                |
| 5.8      | 3.9        | 4.0      | 8                     | <b>WTRX</b><br>1330     | AC     | 6         | 13         | 7          | 7          | 8          | 20/55                            | CHRISTAL             | ABC-I   | 4.3                |
| 6.2      | 5.2        | 3.4      | 9                     | <b>WKMF</b><br>1470     | CTRY   | 9         | 22         | 13         | 8          | 7          | 14/78                            | KATZ                 | ABC-E   | 4.8                |
| 3.9      | 2.0        | 1.9      | 10                    | <b>WWWS</b><br>107.1    | UC     | 11        | 4          | 9          | 10         | 11         | 23/46                            | BANNER               | SHRDN   | 2.5                |

# FRESNO #73

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 8.5      | 7.5        | 8.4        | 9.0        | 8.4      | 1                     | <b>KMGX</b><br>103.7          | CHR    | 2         | 1          | 2          | 2          | 6          | 16/68                            | CHRISTAL             |         | 10.2               |
| 9.3      | 7.9        | 8.1        | 8.5        | 8.4      | 1                     | <b>KMJ</b><br>580             | N/T    | 3         | 9          | 16         | 8          | 5          | 14/78                            | KATZ                 | ABC-I   | 10.6               |
| 6.8      | 7.6        | 7.8        | 6.5        | 7.8      | 3                     | <b>KYNO-FM</b><br>95.7        | CHR    | 1         | 2          | 4          | 3          | 4          | 19/56                            | BANNER               |         | 10.0               |
| 6.5      | 5.7        | 5.3        | 7.6        | 7.8      | 3                     | <b>KOJY</b><br>98.9           | B/EZ   | 8         | 11         | 15         | 10         | 3          | 10/106                           | MMR                  |         | 1.9                |
| 6.5      | 5.3        | 6.1        | 5.9        | 6.9      | 5                     | <b>KKDJ</b><br>105.9          | AOR    | 5         | 4          | 1          | 1          | 1          | 15/73                            | DURPETTI             |         | 12.1               |
| 4.0      | 5.1        | 6.3        | 9.1        | 6.7      | 6                     | <b>KNAX</b><br>97.9           | CTRY   | 6         | 18         | 5          | 4          | 2          | 12/89                            | KATZ                 | ABC-E   | 7.1                |
| 3.4      | 4.6        | 4.3        | 3.2        | 5.4      | 7                     | <b>KBOS</b><br>94.9           | CHR    | 4         | 3          | 3          | 5          | 8          | 20/54                            | TORBET               | ABC-F   | 5.1                |
| 2.7      | 3.2        | 3.0        | 2.9        | 4.7      | 8                     | <b>KGST</b><br>1600           | SPAN   | 13        | 6          | 8          | 12         | 11         | 12/90                            | LOTUS                |         | 2.6                |
| 5.5      | 6.2        | 4.8        | 4.9        | 4.4      | 9                     | <b>KFIG-A/F</b><br>1430 101.1 | AC     | 7         | 5          | 6          | 6          | 9          | 20/54                            | DURPETTI             | AP      | 4.0                |
| 2.9      | 3.2        | 3.0        | 2.0        | 4.0      | 10                    | <b>KFRE</b><br>940            | CTRY   | 15        | 23         | 14         | 17         | 12         | 10/106                           | HNWH                 |         | 2.2                |

# GRAND RAPIDS #64

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.1      | 8.6        | 9.7        | 9.7        | 11.5     | 1                     | WLAV-FM<br>96.9  | AOR    | 3         | 4          | 1          | 1          | 2          | 12/88                            | MMR                  | NBC-S   | 13.8               |
| 10.6     | 12.3       | 10.6       | 8.2        | 9.9      | 2                     | WOOD-FM<br>105.7 | B/EZ   | 4         | 11         | 11         | 7          | 4          | 14/77                            | KATZ                 | NBC     | 7.5                |
| 8.8      | 10.0       | 10.6       | 10.3       | 8.8      | 3                     | WKLO<br>94.5     | CHR    | 1         | 1          | 4          | 4          | 7          | 17/62                            | EASTMAN              |         | 13.2               |
| 8.3      | 5.7        | 10.1       | 8.4        | 8.6      | 4                     | WCUZ-FM<br>101.3 | CTRY   | 6         | 6          | 5          | 3          | 3          | 13/82                            | CHRISTAL             | ABC-E   | 9.0                |
| 5.8      | 7.3        | 7.9        | 6.3        | 8.3      | 5                     | WLHT<br>95.7     | AC     | 5         | 8          | 3          | 2          | 1          | 16/69                            | REPUBLIC             |         | 6.5                |
| 7.6      | 8.1        | 9.5        | 8.4        | 7.3      | 6                     | WOOD<br>1300     | AC     | 7         | 13         | 10         | 6          | 5          | 13/83                            | KATZ                 | NBC     | 4.7                |
| 5.9      | 7.5        | 5.8        | 5.7        | 6.7      | 7                     | WGRD<br>97.9     | CHR    | 2         | 3          | 2          | 5          | 8          | 21/51                            | DURPETTI             | ABC-C   | 7.5                |
| 2.5      | 2.1        | 2.8        | 4.6        | 3.6      | 8                     | WCUZ<br>1230     | CTRY   | 9         | 9          | 13         | 11         | 11         | 18/60                            | CHRISTAL             | ABC-I   | 4.1                |
| 5.0      | 5.1        | 5.8        | 4.2        | 3.6      | 8                     | WMUS-FM<br>106.9 | CTRY   | 12        | 10         | 8          | 9          | 9          | 16/69                            | HNWH                 |         | 3.6                |
| 4.0      | 3.5        | 3.1        | 2.6        | 3.3      | 10                    | WFUR<br>102.9    | REL    | 10        | 17         | 15         | 16         | 13         | 18/61                            |                      |         | 1.3                |
| 3.3      | 1.9        | 1.4        | 2.1        | 3.3      | 10                    | WYXX<br>96.1     | AC     | 13        | 12         | 12         | 8          | 6          | 16/66                            | PATT MEDIA           |         | 2.6                |

# GREENVILLE-SPARTANBURG, SC #67

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 17.4     | 14.6       | 16.1       | 15.1       | 14.8     | 1                     | WESC-A/F<br>660 92.5   | CTRY   | 1         | 8          | 5          | 1          | 1          | 11/95                            | BANNER               | ABC-E   | 13.8               |
| 15.9     | 11.7       | 14.0       | 13.0       | 10.4     | 2                     | WFBC-FM<br>93.7        | AC     | 2         | 5          | 2          | 2          | 2          | 15/73                            | KATZ                 |         | 9.2                |
| 9.5      | 9.5        | 10.0       | 7.4        | 9.0      | 3                     | WSSL-A/F<br>1440 100.5 | CTRY   | 4         | 6          | 3          | 3          | 3          | 13/85                            | TORBET               | MBS     | 10.3               |
| 9.0      | 7.9        | 7.0        | 8.3        | 8.0      | 4                     | WSPA-FM<br>98.9        | B/EZ   | 5         | 21         | 9          | 7          | 6          | 13/81                            | MCGAVREN             |         | 5.7                |
| --       | --         | --         | 3.3        | 6.8      | 5                     | WMYI<br>102.5          | AC     | 7         | 7          | 1          | 4          | 4          | 14/76                            | REPUBLIC             |         | 5.8                |
| 6.0      | 6.8        | 9.6        | 8.0        | 6.5      | 6                     | WHYZ<br>1070           | UC     | 8         | 3          | 6          | 5          | 5          | 9/120                            | HNWH                 | SHRDN   | 6.8                |
| 4.9      | 7.8        | 6.3        | 8.5        | 6.2      | 7                     | WANS<br>107.3          | CHR    | 3         | 1          | 4          | 6          | 7          | 19/58                            | CHRISTAL             | US1     | 13.4               |
| 8.0      | 8.1        | 7.6        | 6.0        | 4.2      | 8                     | WCKN<br>101.1          | CHR    | 6         | 2          | 7          | 8          | 8          | 25/44                            | DURPETTI             | MBS     | 5.3                |
| 1.8      | 3.1        | 1.3        | 2.0        | 2.6      | 9                     | WSPA<br>950            | AC     | 11        | 19         | 24         | 21         | 15         | 15/72                            | MCGAVREN             | CBS     | 2.3                |
| 1.8      | 1.4        | 1.6        | 2.5        | 2.4      | 10                    | WASC<br>1530           | UC     | 14        | 24         | 10         | 10         | 19         | 12/91                            |                      | ABC-C   | 4.2                |

# HARRISBURG-LEBANON-CARLISLE #72

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|--------------------|
| 19.1     | 16.7       | 19.4       | 20.7       | 20.2     | 1                     | WNNK<br>104.1         | CHR    | 1         | 1          | 1          | 1          | 1          | 10/106                         | CHRISTAL             | AP      | 31.1               |
| 6.8      | 6.4        | 5.5        | 6.5        | 7.7      | 2                     | WHP<br>580            | AC     | 2         | 15         | 11         | 11         | 7          | 13/86                          | KATZ                 | CBS     | 6.5                |
| 6.8      | 8.1        | 8.3        | 4.8        | 7.1      | 3                     | WHP-FM<br>97.3        | B/EZ   | 3         | 18         | 6          | 2          | 2          | 12/90                          | KATZ                 | ABC-D   | 5.3                |
| 8.6      | 10.9       | 8.0        | 11.0       | 6.6      | 4                     | WRKZ<br>106.7         | CTRY   | 4         | 8          | 9          | 5          | 3          | 13/86                          | MCGAVREN             | ABC-E   | 6.0                |
| 2.4      | 4.2        | 2.6        | 3.8        | 5.3      | 5                     | WNCE<br>101.3         | B/EZ   | 8         | 14         | 26         | 13         | 9          | 12/93                          | TORBET               | NBC     | 3.2                |
| 6.6      | 3.2        | 4.3        | 3.6        | 4.8      | 6                     | WHYL-A/F<br>960 102.3 | CTRY   | 10        | 13         | 5          | 6          | 5          | 12/93                          | HNWH                 | AP      | 5.7                |
| 3.6      | 2.7        | 3.6        | 1.9        | 3.9      | 7                     | WCMB<br>1460          | GOLD   | 6         | 7          | 10         | 8          | 4          | 17/64                          | EASTMAN              | US2     | 2.5                |
| 3.8      | 3.0        | 5.1        | 4.8        | 3.8      | 8                     | WQXA<br>105.7         | CHR    | 5         | 2          | 8          | 9          | 10         | 19/58                          | KATZ                 | ABC-C   | 2.0                |
| 2.9      | 3.7        | 3.0        | 3.6        | 3.8      | 8                     | WHTF<br>92.7          | AOR    | 12        | 6          | 2          | 3          | 8          | 12/92                          | BANNER               | NBC-S   | 3.5                |
| 5.8      | 4.9        | 5.9        | 3.6        | 3.7      | 10                    | WHIT<br>99.3          | CHR    | 7         | 4          | 4          | 4          | 6          | 18/60                          | EASTMAN              | US1     | 4.0                |

# HONOLULU #55

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|--------------------------------|----------------------|---------|
| 13.2     | 10.9       | 14.0       | 13.4       | 13.0     | 1                     | KSSK<br>590           | AC     | 2         | 16         | 4          | 2          | 1          | 12/92                          | EASTMAN              |         |
| 11.7     | 12.0       | 10.9       | 14.6       | 11.6     | 2                     | KQMQ-A/F<br>690 93.1  | CHR    | 1         | 1          | 1          | 1          | 3          | 15/74                          | CHRISTAL             | AP      |
| 7.6      | 9.8        | 8.6        | 8.2        | 10.6     | 3                     | KUMU-A/F<br>1500 94.7 | B/EZ   | 4         | 6          | 7          | 5          | 2          | 11/102                         | TORBET               |         |
| 7.7      | 6.6        | 7.8        | 9.8        | 9.5      | 4                     | KXPW<br>92.3          | CHR    | 3         | 2          | 3          | 4          | 7          | 13/83                          | EASTMAN              |         |
| 10.1     | 7.2        | 6.6        | 7.5        | 8.7      | 5                     | KPOI<br>97.5          | AOR    | 5         | 5          | 2          | 3          | 5          | 11/99                          | REPUBLIC             |         |
| 5.4      | 5.2        | 5.9        | 5.7        | 6.6      | 6                     | KRTR<br>96.3          | AC     | 7         | 7          | 5          | 6          | 4          | 14/77                          | TORBET               |         |
| 2.3      | 4.6        | 6.3        | 4.7        | 5.2      | 7                     | KIKI<br>830           | GOLD   | 9         | 8          | 8          | 7          | 6          | 14/77                          | KATZ                 |         |
| 10.3     | 10.7       | 8.0        | 6.6        | 4.9      | 8                     | KMAI<br>93.9          | CHR    | 6         | 3          | 6          | 8          | 10         | 19/56                          | KATZ                 |         |
| 3.6      | 4.9        | 4.5        | 3.5        | 4.8      | 9                     | KGU<br>760            | N/T    | 10        | 9          | 12         | 11         | 9          | 14/80                          | BANNER               | CBS     |
| 3.9      | 4.0        | 4.6        | 4.0        | 4.4      | 10                    | KCCN<br>1420          | MISC   | 11        | 10         | 10         | 9          | 8          | 14/75                          | ROSLIN               |         |

# JACKSONVILLE #52

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 22.5     | 23.1       | 16.5       | 21.8       | 20.5     | 1                     | <b>WAPE-A/F</b><br>690 95.1  | CHR    | 1         | 1          | 1          | 1          | 1          | 10/108                          | CHRISTAL             |         | 26.1               |
| 9.5      | 12.2       | 12.3       | 9.6        | 11.6     | 2                     | <b>WQIK-A/F</b><br>1320 99.1 | CTRY   | 2         | 4          | 6          | 4          | 2          | 11/101                          | EASTMAN              | ABC-E   | 11.8               |
| 5.3      | 6.7        | 9.2        | 7.9        | 9.6      | 3                     | <b>WFYV</b><br>104.5         | AOR    | 5         | 3          | 2          | 2          | 3          | 10/104                          | MCGAVREN             | NBC     | 12.2               |
| 7.4      | 6.6        | 9.2        | 7.6        | 7.8      | 4                     | <b>WAIV</b><br>96.9          | AC     | 3         | 5          | 4          | 3          | 4          | 15/73                           | MMR                  |         | 4.9                |
| 7.1      | 7.1        | 5.2        | 4.8        | 6.7      | 5                     | <b>WIVY</b><br>102.9         | AC     | 4         | 8          | 3          | 5          | 5          | 17/63                           | TORBET               | AP      | 6.0                |
| 3.5      | 3.7        | 2.3        | 3.3        | 4.0      | 6                     | <b>WEJZ</b><br>96.1          | B/EZ   | 6         | 18         | 11         | 9          | 6          | 15/74                           | CHRISTAL             |         | 2.5                |
| 1.3      | 2.1        | 2.9        | 2.5        | 4.0      | 6                     | <b>WPDQ</b><br>92.7          | UC     | 9         | 2          | 5          | 6          | 10         | 11/96                           | REPUBLIC             |         | 4.5                |
| 3.6      | 3.2        | 4.6        | 5.6        | 3.8      | 8                     | <b>WCRJ</b><br>107.3         | CTRY   | 8         | 7          | 7          | 7          | 8          | 15/73                           | KATZ                 |         | 5.7                |
| 3.6      | 3.3        | 2.3        | 2.5        | 3.5      | 9                     | <b>WOKV</b><br>600           | TALK   | 7         | 23         | 9          | 10         | 9          | 16/67                           | MMR                  | ABC-T   | 2.6                |
| 3.9      | 4.1        | 3.3        | 3.3        | 3.4      | 10                    | <b>WZAZ</b><br>1400          | UC     | 10        | 9          | 8          | 8          | 7          | 11/96                           | ROSLIN               | SHRDN   | 2.8                |

# JOHNSON CITY-KINGSPORT-BRISTOL #91

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                 | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|--------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 19.5     | 25.2       | 24.1     | 1                     | <b>WQUT</b><br>101.5     | CHR    | 1         | 1          | 1          | 1          | 2          | 10/108                          | KATZ                 | US 1    |
| 18.4     | 17.2       | 17.9     | 2                     | <b>WXBQ</b><br>96.9      | CTRY   | 2         | 3          | 3          | 2          | 1          | 11/95                           | MCGAVREN             | ABC-I   |
| 13.2     | 14.1       | 11.9     | 3                     | <b>WTFM</b><br>98.5      | AC     | 3         | 4          | 2          | 3          | 3          | 12/91                           | REPUBLIC             | ABC-E   |
| 7.7      | 7.6        | 9.9      | 4                     | <b>WJCW</b><br>910       | CTRY   | 4         | 10         | 5          | 4          | 4          | 10/111                          | KATZ                 | CBS     |
| 1.6      | 5.3        | 3.4      | 5                     | <b>WUSJ</b><br>99.3      | CTRY   | 6         | 12         | 7          | 6          | 5          | 14/76                           | DURPETTI             | CBS-R   |
| 3.9      | 3.4        | 3.2      | 6                     | <b>WZXY</b><br>104.9     | CHR    | 5         | 2          | 4          | 5          | 10         | 16/68                           |                      | ABC-C   |
| 2.0      | 0.5        | 2.6      | 7                     | <b>WIVK-A/F</b><br>107.7 | CTRY   | 9         | 6          | 6          | 7          | 6          | 11/97                           | KATZ                 | ABC-E   |
| 1.3      | 1.9        | 2.4      | 8                     | <b>WMCH</b><br>1260      | REL    | 14        | 8          | 10         | 8          | 7          | 7/158                           |                      |         |
| 1.4      | 1.7        | 2.2      | 9                     | <b>WKPT</b><br>1400      | AC     | 7         | 13         | 8          | 10         | 8          | 18/59                           | REPUBLIC             | ABC-E   |
| 1.6      | 1.2        | 1.7      | 10                    | <b>WBEJ</b><br>1240      | CTRY   | 10        | 26         | 23         | 15         | 13         | 15/72                           |                      |         |
| 1.4      | 0.3        | 1.7      | 10                    | <b>WETB</b><br>790       | NAC    | 15        | 21         | 20         | 23         | 23         | 9/116                           |                      | MBS     |

# KNOXVILLE #68

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 31.1     | 36.2       | 37.1       | 34.2       | 34.9     | 1                     | WIVK-A/F<br>850 107.7  | CTRY   | 1         | 3          | 1          | 1          | 1          | 8/138                            | KATZ                 | ABC-E   | 32.2               |
| 11.2     | 9.3        | 8.0        | 14.5       | 13.7     | 2                     | WMYU<br>102.1          | AC     | 2         | 5          | 3          | 2          | 2          | 13/85                            | EASTMAN              | US1     | 10.4               |
| 16.5     | 14.0       | 15.5       | 13.6       | 11.9     | 3                     | WIMZ-A/F<br>1240 103.5 | AOR    | 3         | 2          | 2          | 3          | 3          | 12/91                            | BANNER               | NBC-S   | 18.5               |
| 11.6     | 10.6       | 10.2       | 11.8       | 10.7     | 4                     | WEZK<br>97.5           | B/EZ   | 4         | 12         | 6          | 4          | 4          | 11/101                           | CHRISTAL             |         | 8.8                |
| 6.2      | 7.4        | 7.9        | 6.4        | 6.1      | 5                     | WOKI<br>100.3          | CHR    | 5         | 1          | 4          | 5          | 5          | 16/68                            | HNWH                 | ABC-F   | 7.6                |
| 0.7      | 1.8        | 2.7        | 2.8        | 3.7      | 6                     | WTNZ<br>95.3           | CHR    | 6         | 4          | 5          | 6          | 6          | 15/73                            | EASTMAN              | US2     | 5.4                |
| 1.9      | 2.4        | 1.7        | 1.7        | 1.5      | 7                     | WRJZ<br>620            | REL    | 8         | 7          | 9          | 8          | 8          | 21/51                            |                      | ABC-D   | .6                 |
| 1.5      | 1.5        | 1.0        | 1.6        | 1.3      | 8                     | WGAP<br>1400           | CTRY   | 10        | 14         | 13         | 15         | 14         | 15/72                            | MID-SOUTH            | AP      | 1.2                |
| 2.6      | 2.4        | 1.7        | 1.3        | 1.2      | 9                     | WNOX<br>990            | CTRY   | 7         | 9          | 8          | 9          | 9          | 30/36                            | EASTMAN              | CBS     | 1.3                |
| 1.5      | 1.2        | 1.6        | 0.8        | 1.1      | 10                    | WSEV<br>930            | CTRY   | 13        | 16         | 16         | 12         | 11         |                                  |                      |         | .7                 |

# LANSING-EAST LANSING #99

| FALL '86 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 18.6     | 27.1       | 19.0       | 20.0     | 1                     | WVIC-A/F<br>730 94.9  | CHR    | 1         | 1          | 1          | 1          | 2          | 12/90                            | KATZ                 |         | 26.6               |
| 15.0     | 14.3       | 14.8       | 16.2     | 2                     | WITL-FM<br>1010 100.7 | CTRY   | 2         | 3          | 2          | 2          | 1          | 10/107                           | MCGAVREN             | ABC-E   | 12.8               |
| 6.0      | 6.6        | 8.2        | 7.6      | 3                     | WJIM-FM<br>97.5       | B/EZ   | 6         | 15         | 9          | 7          | 4          | 12/90                            | TORBET               | NBC     | 4.6                |
| 4.3      | 4.4        | 8.0        | 6.7      | 4                     | WJR<br>760            | MISC   | 5         | 16         | 12         | 11         | 7          | 14/78                            | KATZ                 | ABC-I   | 4.1                |
| 6.3      | 5.2        | 5.8        | 5.8      | 5                     | WIBM<br>94.1          | GOLD   | 8         | 10         | 8          | 3          | 3          | 14/78                            | MMR                  | US2     | 4.3                |
| 7.2      | 8.1        | 5.9        | 5.1      | 6                     | WFMK<br>99.1          | AC     | 3         | 13         | 3          | 4          | 5          | 20/54                            | REPUBLIC             |         | 6.5                |
| 6.1      | 3.5        | 4.5        | 4.7      | 7                     | WJXQ<br>106.1         | AOR    | 7         | 2          | 5          | 6          | 10         | 18/62                            | CHRISTAL             | ABC-C   | 6.3                |
| 6.1      | 5.4        | 5.8        | 4.6      | 8                     | WMMQ<br>92.7          | GOLD   | 4         | 12         | 4          | 5          | 6          | 21/51                            | HNWH                 | NBC-S   | 6.8                |
| 3.1      | 3.9        | 2.8        | 4.4      | 9                     | WILS-FM<br>101.7      | AC     | 9         | 4          | 6          | 8          | 8          | 18/61                            | BANNER               | US1     | 3.5                |
| 0.5      | 0.3        | 0.5        | 3.3      | 10                    | WILS<br>1320          | UC     | 11        | 5          | 10         | 10         | 9          | 14/75                            | BANNER               | CBS     | 4.7                |

# LAS VEGAS #74

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 10.9     | 9.1        | 11.2       | 12.3       | 11.3     | 1                     | <b>KLUC</b><br>98.5           | CHR    | 1         | 2          | 1          | 1          | 2          | 13/81                            | MCGAVREN             | ABC-C   | 14.0               |
| 12.2     | 10.6       | 12.4       | 13.0       | 9.6      | 2                     | <b>KXTZ</b><br>94.1           | B/EZ   | 4         | 18         | 12         | 7          | 4          | 11/99                            | DURPETTI             |         | 6.5                |
| 9.3      | 10.8       | 7.9        | 10.2       | 9.5      | 3                     | <b>KFMS-A/F</b><br>1410 101.9 | CTRY   | 3         | 10         | 5          | 3          | 1          | 11/91                            | KATZ                 |         | 9.8                |
| 6.2      | 5.2        | 6.1        | 4.8        | 8.2      | 4                     | <b>KYRK</b><br>97.1           | CHR    | 2         | 1          | 3          | 4          | 5          | 16/69                            | MMR                  |         | 7.5                |
| 6.9      | 8.5        | 8.5        | 9.1        | 7.1      | 5                     | <b>KOMP</b><br>92.3           | AOR    | 5         | 3          | 2          | 2          | 8          | 11/100                           | CHRISTAL             |         | 12.1               |
| 10.8     | 6.4        | 10.1       | 8.1        | 6.0      | 6                     | <b>KMZQ</b><br>100.5          | AC     | 7         | 8          | 6          | 5          | 3          | 12/90                            | REPUBLIC             |         | 6.7                |
| 4.3      | 6.1        | 4.6        | 4.0        | 5.9      | 7                     | <b>KORK</b><br>920            | BBND   | 8         | 13         | 18         | 15         | 12         | 9/119                            | MMR                  | NBC     | 2.7                |
| 6.6      | 3.6        | 3.6        | 5.7        | 4.7      | 8                     | <b>KKLZ</b><br>96.3           | GOLD   | 6         | 9          | 4          | 6          | 6          | 16/69                            | BANNER               |         | 5.1                |
| 3.8      | 3.9        | 3.1        | 2.7        | 3.9      | 9                     | <b>KDOWN</b><br>720           | N/T    | 12        | 19         | 17         | 11         | 9          | 11/102                           | BANNER               |         | 1.7                |
| 2.2      | 2.0        | 1.3        | 2.9        | 3.3      | 10                    | <b>KNUU</b><br>970            | N/T    | 9         | 11         | 14         | 14         | 14         | 16/69                            |                      | MBS     | 1.8                |
| 2.8      | 3.1        | 3.2        | 2.2        | 3.3      | 10                    | <b>KLSQ</b><br>95.5           | AC     | 10        | 6          | 7          | 8          | 7          | 16/70                            | TORBET               |         | 2.3                |

# LITTLE ROCK #83

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|-------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 15.9     | 15.5       | 20.6     | 1                     | <b>KSSN</b><br>95.7           | CTRY   | 1         | 4          | 1          | 1          | 1          | 9/123                            | KATZ                 | ABC-E   | 19.2               |
| 9.6      | 8.4        | 10.5     | 2                     | <b>KKYK</b><br>103.7          | CHR    | 2         | 2          | 2          | 2          | 3          | 16/68                            | BANNER               |         | 10.4               |
| 12.6     | 11.4       | 9.7      | 3                     | <b>KEZQ-A/F</b><br>1150 100.3 | B/EZ   | 4         | 6          | 7          | 7          | 4          | 12/90                            | MMR                  | ABC-D   | 6.4                |
| 12.3     | 11.2       | 9.1      | 4                     | <b>KZOU</b><br>98.5           | CHR    | 3         | 1          | 3          | 4          | 5          | 15/72                            | CHRISTAL             |         | 16.7               |
| 4.9      | 5.5        | 6.9      | 5                     | <b>KHLT</b><br>94.1           | AC     | 5         | 10         | 5          | 3          | 2          | 14/76                            | MCGAVREN             | US1     | 5.9                |
| 6.5      | 6.1        | 6.8      | 6                     | <b>KARN</b><br>920            | N/T    | 6         | 8          | 10         | 9          | 7          | 14/78                            | BANNER               | CBS     | 4.8                |
| 5.1      | 6.1        | 6.0      | 7                     | <b>KWTD</b><br>106.3          | UC     | 9         | 3          | 6          | 6          | 8          | 10/112                           | ROSLIN               | MBS     | 5.9                |
| 4.8      | 9.0        | 4.9      | 8                     | <b>KMJX</b><br>105.1          | AOR    | 8         | 7          | 4          | 5          | 9          | 13/85                            | HNWH                 | ABC-R   | 9.0                |
| 4.5      | 3.1        | 3.4      | 9                     | <b>KLRA</b><br>1010           | CTRY   | 7         | 9          | 12         | 12         | 12         | 18/59                            | MCGAVREN             | NBC     | 1.6                |
| 8.0      | 5.2        | 3.2      | 10                    | <b>KOKY</b><br>1250           | UC     | 10        | 5          | 9          | 10         | 10         | 17/64                            | CHRISTAL             |         | 4.2                |
| 1.7      | 2.5        | 3.2      | 10                    | <b>KFXE</b><br>92.3           | CTRY   | 11        | 12         | 11         | 8          | 6          | 13/84                            | BANNER               |         | 1.9                |



# McALLEN-BROWNSVILLE #76

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|------------|------------|----------|------------|---------|---------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 19.0     | 16.8       | 17.6       | 11.2       | 15.2     | 1          | 1       | KGBT<br>1530  | SPAN   | 2         | 7          | 6          | 2          | 1          | 10/106                          | KATZ                 |         |
| 14.0     | 10.8       | 11.0       | 15.6       | 14.0     | 2          | 2       | KBFM<br>104.1 | CHR    | 1         | 1          | 1          | 1          | 5          | 13/87                           | CHRISTAL             | ABC-F   |
| 7.8      | 8.1        | 11.0       | 7.6        | 8.6      | 3          | 3       | KIWW<br>96.1  | SPAN   | 3         | 5          | 5          | 5          | 2          | 13/85                           | MMR                  |         |
| 6.5      | 5.6        | 7.9        | 9.0        | 7.8      | 4          | 4       | KTXF<br>100.3 | CTRY   | 6         | 6          | 4          | 4          | 4          | 12/94                           | EASTMAN              | ABC-E   |
| 7.8      | 6.3        | 6.9        | 7.8        | 7.0      | 5          | 5       | KELT<br>94.5  | AC     | 5         | 8          | 3          | 3          | 3          | 15/72                           | KATZ                 |         |
| 8.1      | 8.0        | 7.3        | 6.6        | 6.4      | 6          | 6       | KRGE<br>1290  | CHR    | 4         | 2          | 7          | 8          | 8          | 17/65                           | BANNER               | US1     |
| 4.5      | 6.1        | 5.3        | 6.1        | 5.6      | 7          | 7       | KRIX<br>99.5  | AOR    | 7         | 3          | 2          | 6          | 7          | 12/92                           | BANNER               |         |
| 4.7      | 6.0        | 3.6        | 6.2        | 5.2      | 8          | 8       | KQXX<br>98.5  | SPAN   | 8         | 10         | 8          | 7          | 6          | 12/93                           | CABALLERO            |         |
| 3.6      | 4.6        | 5.6        | 5.5        | 4.8      | 9          | 9       | KVLY<br>107.9 | B/EZ   | 9         | 18         | 14         | 10         | 9          | 11/98                           | HNWH                 |         |
| 3.2      | 3.4        | 5.0        | 3.6        | 2.7      | 10         | 10      | KIRT<br>1580  | SPAN   | 10        | 11         | 11         | 9          | 10         | 17/62                           | CABALLERO            |         |

# MOBILE #90

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK | 12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|------------|---------|------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 18.8     | 20.4       | 17.9     | 1          | 1       | WKSJ-A/F<br>94.9 | CTRY   | 2         | 6          | 3          | 2          | 1          | 9/115                           | BANNER               | ABC-E   | 16.8               |
| 13.9     | 14.3       | 17.3     | 2          | 2       | WBLX<br>92.9     | UC     | 3         | 2          | 1          | 1          | 2          | 8/137                           | HNWH                 | US1     | 17.4               |
| 17.2     | 17.4       | 15.4     | 3          | 3       | WABB-FM<br>97.5  | CHR    | 1         | 1          | 2          | 3          | 3          | 12/92                           | CHRISTAL             | ABC-F   | 19.1               |
| 7.9      | 7.8        | 7.3      | 4          | 4       | WGOK<br>900      | UC     | 5         | 4          | 6          | 4          | 5          | 12/92                           | ROSLIN               | SHRDN   | 3.9                |
| 4.2      | 4.0        | 4.5      | 5          | 5       | WKRQ-FM<br>99.9  | AC     | 4         | 5          | 5          | 7          | 6          | 21/53                           | KATZ                 | MBS     | 5.6                |
| 0.0      | 3.7        | 4.5      | 5          | 5       | WAVH<br>96.1     | AC     | 8         | 9          | 8          | 5          | 4          | 13/83                           | EASTMAN              |         | 2.3                |
| 6.1      | 4.5        | 4.4      | 7          | 7       | WKRQ<br>710      | N/T    | 6         | 10         | 14         | 15         | 10         | 15/71                           | KATZ                 | CBS     | 4.8                |
| 3.1      | 4.1        | 3.7      | 8          | 8       | WZEW<br>92.1     | AOR    | 9         | 7          | 4          | 6          | 8          | 11/100                          | MASLA                | ABC-R   | 5.5                |
| 3.3      | 4.0        | 3.4      | 9          | 9       | WDLT<br>98.3     | AC     | 7         | 15         | 7          | 8          | 7          | 19/58                           | DURPETTI             | TRNSTR  | 2.2                |
| 2.5      | 1.6        | 2.6      | 10         | 10      | WMML<br>1410     | UC     | 10        | 3          | 9          | 9          | 14         | 15/74                           | R A LAZAR            | NBC     | 5.6                |
| 1.8      | 1.5        | 2.6      | 10         | 10      | WMEZ<br>94.1     | B/EZ   | 13        | 18         | 15         | 16         | 12         | 13/85                           | TORBET               | ABC-D   | .7                 |

# MONTEREY-SALINAS-SANTA CRUZ #75

| FALL '86 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.9      | 10.5       | 10.3       | 7.8      | 1                     | <b>KWSS</b><br>94.5     | CHR    | 1         | 2          | 1          | 1          | 5          | 16/67                            | MCGAVREN             |         | 11.3               |
| 5.1      | 7.2        | 6.8        | 7.0      | 2                     | <b>KBAY</b><br>100.3    | B/EZ   | 4         | 18         | 13         | 9          | 8          | 11/95                            | MMR                  |         | 3.3                |
| 10.8     | 6.9        | 6.6        | 6.8      | 3                     | <b>KDON-FM</b><br>102.5 | CHR    | 2         | 1          | 3          | 2          | 6          | 18/59                            | KATZ                 |         | 11.5               |
| 7.4      | 7.9        | 6.9        | 6.8      | 3                     | <b>KGO</b><br>810       | N/T    | 3         | 20         | 7          | 7          | 3          | 13/81                            | BANNER               | ABC-I   | 6.4                |
| 5.7      | 5.3        | 4.7        | 4.9      | 5                     | <b>KMBY</b><br>107.1    | AOR    | 6         | 4          | 2          | 3          | 7          | 14/79                            | BANNER               |         | 6.9                |
| 2.7      | 3.1        | 3.4        | 4.9      | 5                     | <b>KOCN</b><br>104.9    | AC     | 8         | 10         | 5          | 5          | 2          | 12/93                            | TORBET               | MBS     | 3.2                |
| 4.0      | 4.5        | 5.8        | 4.8      | 7                     | <b>KTOM-FM</b><br>100.7 | CTRY   | 7         | 7          | 6          | 6          | 1          | 14/77                            | MMR                  | US2     | 5.0                |
| 8.4      | 5.7        | 4.1        | 4.3      | 8                     | <b>KWAV</b><br>96.9     | AC     | 5         | 5          | 4          | 4          | 4          | 19/58                            | HNWH                 | AP      | 3.9                |
| 4.2      | 3.9        | 4.1        | 3.6      | 9                     | <b>KBOQ</b><br>92.7     | CLAS   | 10        | 30         | 24         | 13         | 10         | 14/77                            | DURPETTI             |         | 2.8                |
| 3.8      | 4.1        | 1.9        | 3.5      | 10                    | <b>KCTY</b><br>980      | SPAN   | 13        | 28         | 9          | 8          | 9          | 10/113                           | LOTUS                |         | 2.1                |

# NEW BEDFORD-FALL RIVER #84

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS               | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.5      | 9.1        | 11.4     | 1                     | <b>WPRO-FM</b><br>92.3 | CHR    | 1         |            | 2          | 2          | 1          | 4/79                             | KATZ                 | ABC-C   | 16.1               |
| 6.4      | 8.6        | 10.6     | 2                     | <b>WLKW</b><br>101.5   | B/EZ   | 3         |            | 15         | 5          | 2          | 8/129                            | CHRISTAL             | ABC-D   | 6.0                |
| 10.2     | 8.4        | 9.2      | 3                     | <b>WHJY</b><br>94.1    | AOR    | 2         |            | 1          | 1          | 3          | 14/80                            | KATZ                 | ABC-R   | 10.0               |
| 6.3      | 6.2        | 6.7      | 4                     | <b>WBSM</b><br>1420    | N/T    | 7         |            | 19         | 14         | 12         | 8/134                            | CHRISTAL             | NBC     | 6.4                |
| 4.1      | 8.8        | 4.7      | 5                     | <b>WMYS</b><br>98.1    | AC     | 5         |            | 4          | 4          | 5          | 12/91                            | TORBET               |         | 3.4                |
| 2.2      | 4.5        | 4.3      | 6                     | <b>WSNE</b><br>93.3    | AC     | 4         |            | 3          | 3          | 4          | 16/67                            | EASTMAN              |         | 2.5                |
| 3.8      | 3.1        | 3.8      | 7                     | <b>WWLI</b><br>105.1   | AC     | 6         |            | 14         | 6          | 6          | 15/73                            | MCGAVREN             | TRNSTR  | 1.8                |
| 1.1      | 2.0        | 2.8      | 8                     | <b>WZOU</b><br>94.5    | CHR    | 12        |            | 7          | 8          | 27         | 13/81                            | EASTMAN              |         | 4.9                |
| 2.4      | 1.1        | 2.6      | 9                     | <b>WPLM-FM</b><br>99.1 | BBND   | 11        |            | 16         | 32         | 21         | 15/71                            |                      |         | .8                 |
| 2.2      | 1.5        | 2.3      | 10                    | <b>WBOS</b><br>92.9    | CTRY   | 18        |            | 23         | 9          | 8          | 13/85                            | DURPETTI             | ABC-D   | 1.1                |

# NEW HAVEN-MERIDEN #82

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ ADJ | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.2     | 11.8       | 11.1     | 1                     | WKCI<br>101.3    | CHR    | 1         | 2          | 2          | 2          | 1          | 15/72                            | MCGAVREN             |         | 11.9               |
| 8.3      | 10.6       | 10.7     | 2                     | WELI<br>96.0     | AC     | 2         | 17         | 8          | 6          | 4          | 12/90                            | BANNER               |         | 7.3                |
| 6.4      | 8.4        | 10.3     | 3                     | WPLR<br>99.1     | AOR    | 3         | 3          | 1          | 1          | 3          | 11/100                           | DURPETTI             |         | 11.5               |
| 5.0      | 5.4        | 6.9      | 4                     | WKSS<br>95.7     | CHR    | 4         | 1          | 3          | 4          | 7          | 13/83                            | MMR                  |         | 7.3                |
| 4.7      | 6.3        | 5.4      | 5                     | WDRG-FM<br>102.9 | GOLD   | 5         | 9          | 6          | 3          | 2          | 14/78                            | MCGAVREN             |         | 5.4                |
| 5.3      | 7.3        | 5.1      | 6                     | WEZN<br>99.9     | B/EZ   | 6         | 8          | 18         | 12         | 8          | 13/82                            | KATZ                 |         | 2.5                |
| 3.4      | 2.9        | 4.9      | 7                     | WTIC<br>108.0    | AC     | 8         | 16         | 19         | 14         | 9          | 12/91                            | KATZ                 | NBC     | 4.5                |
| 6.3      | 5.6        | 4.9      | 7                     | WAVZ<br>130.0    | BBND   | 11        | 12         | 17         | 17         | 17         | 10/04                            | MCGAVREN             | ABC-I   | 3.1                |
| 3.9      | 3.0        | 4.4      | 9                     | WNHC<br>134.0    | UC     | 10        | 6          | 4          | 5          | 5          | 12/89                            | SAVALLI              | SHRDN   | 3.3                |
| 4.4      | 3.8        | 3.6      | 10                    | WIOF<br>104.1    | AC     | 9         | 11         | 7          | 8          | 6          | 15/72                            | EASTMAN              | CBS-R   | 2.5                |

# OMAHA-COUNCIL BLUFFS #69

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ ADJ | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 24.0     | 19.6       | 20.5       | 20.4       | 22.3     | 1                     | KFAB<br>111.0    | AC     | 1         | 5          | 3          | 2          | 1          | 10/104                           | CHRISTAL             | NBC     |
| 14.8     | 13.3       | 14.1       | 14.7       | 14.7     | 2                     | KEZO<br>92.3     | AOR    | 3         | 3          | 1          | 1          | 2          | 11/102                           | HNWH                 |         |
| 12.0     | 12.0       | 10.9       | 9.1        | 10.4     | 3                     | KQKQ<br>98.5     | CHR    | 2         | 1          | 2          | 3          | 3          | 17/63                            | EASTMAN              | ABC-F   |
| 5.5      | 8.9        | 6.7        | 8.2        | 9.7      | 4                     | KESY-FM<br>104.5 | B/EZ   | 6         | 8          | 8          | 7          | 7          | 10/111                           | MCGAVREN             |         |
| 9.8      | 11.5       | 11.2       | 11.2       | 9.1      | 5                     | KGOR<br>99.9     | CHR    | 4         | 2          | 4          | 4          | 6          | 17/63                            | CHRISTAL             | NBC     |
| 6.4      | 7.4        | 5.4        | 7.9        | 7.0      | 6                     | WOW-FM<br>94.1   | CTRY   | 8         | 7          | 6          | 6          | 5          | 10/104                           | TORBET               | ABC-E   |
| 5.0      | 5.3        | 4.5        | 5.3        | 6.5      | 7                     | WOW<br>59.0      | CTRY   | 7         | 11         | 9          | 8          | 8          | 11/95                            | TORBET               | ABC-I   |
| 5.8      | 6.6        | 8.7        | 6.8        | 6.4      | 8                     | KEFM<br>96.1     | AC     | 5         | 6          | 5          | 5          | 4          | 17/63                            | MCGAVREN             |         |
| 3.3      | 2.6        | 4.6        | 4.4        | 3.0      | 9                     | KOIL<br>129.0    | GOLD   | 9         | 9          | 7          | 9          | 9          | 17/62                            |                      | CBS-R   |
| 0.6      | 2.4        | 1.6        | 1.1        | 1.8      | 10                    | KBWH<br>106.3    | UC     | 10        | 4          | 10         | 10         | 10         | 16/66                            | UC                   | MASLA   |

# RALEIGH-DURHAM #61

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 11.5     | 8.9        | 7.7        | 7.9        | 9.9      | 1                     | WRAL<br>101.5 | AC     | 1         | 8          | 3          | 1          | 1          | 16/69                           | KATZ                 |         | 6.0                |
| 5.5      | 7.3        | 8.1        | 8.2        | 9.1      | 2                     | WQDR<br>94.7  | CTRY   | 3         | 7          | 5          | 2          | 2          | 13/83                           | MCGAVREN             | ABC-E   | 7.5                |
| 10.0     | 9.1        | 9.0        | 8.1        | 8.9      | 3                     | WPTF<br>680   | AC     | 4         | 19         | 10         | 8          | 5          | 13/86                           | MCGAVREN             | ABC-I   | 6.6                |
| --       | --         | --         | 7.3        | 7.4      | 4                     | WQOK<br>97.5  | UC     | 9         | 5          | 2          | 3          | 3          | 10/110                          | HNWH                 |         | 10.4               |
| 5.4      | 5.8        | 7.4        | 7.8        | 6.7      | 5                     | WDCG<br>105.1 | CHR    | 2         | 1          | 4          | 5          | 6          | 20/55                           | REPUBLIC             | ABC-F   | 10.2               |
| 5.2      | 7.2        | 7.9        | 10.9       | 6.5      | 6                     | WRDU<br>106.1 | AOR    | 5         | 3          | 1          | 4          | 8          | 16/69                           | MMR                  | NBC-S   | 11.0               |
| 5.9      | 4.6        | 5.9        | 4.1        | 6.3      | 7                     | WYLT<br>96.1  | AC     | 6         | 11         | 8          | 6          | 4          | 15/70                           | MCGAVREN             |         | 4.5                |
| 5.5      | 5.0        | 5.4        | 5.2        | 4.1      | 8                     | WZZU<br>93.9  | CHR    | 8         | 2          | 9          | 10         | 10         | 23/47                           | TORBET               |         | 5.9                |
| 6.2      | 4.6        | 4.5        | 3.3        | 3.7      | 9                     | WTRG<br>100.7 | AC     | 7         | 6          | 6          | 7          | 7          | 26/42                           | BANNER               |         | 3.8                |
| 3.3      | 3.8        | 2.6        | 2.3        | 3.3      | 10                    | WDNC<br>620   | BBND   | 11        | 9          | 17         | 18         | 14         | 17/64                           | REPUBLIC             | CBS     | 1.5                |

# RICHMOND #54

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS              | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 15.7     | 13.9       | 15.0       | 12.4       | 13.3     | 1                     | WRVA<br>1140          | AC     | 1         | 8          | 8          | 6          | 5          | 12/91                           | EASTMAN              | NBC     | 10.3               |
| 10.5     | 9.2        | 10.8       | 12.2       | 13.2     | 2                     | WRXL<br>102.1         | AOR    | 3         | 3          | 1          | 1          | 1          | 9/120                           | KATZ                 |         | 13.9               |
| 12.3     | 16.0       | 12.6       | 14.5       | 12.2     | 3                     | WPLZ-FM<br>99.3       | UC     | 4         | 2          | 2          | 2          | 2          | 9/122                           | MCGAVREN             | US1     | 16.1               |
| 11.4     | 12.3       | 11.6       | 13.3       | 12.1     | 4                     | WRVQ<br>94.5          | CHR    | 2         | 1          | 3          | 3          | 3          | 13/84                           | EASTMAN              | ABC-C   | 17.6               |
| 5.9      | 7.2        | 6.3        | 5.9        | 6.9      | 5                     | WTVR-A/F<br>1380 98.1 | CTRY   | 6         | 8          | 6          | 5          | 6          | 14/79                           | CHRISTAL             | ABC-E   | 3.6                |
| 7.7      | 7.2        | 9.1        | 9.0        | 6.8      | 6                     | WEZS<br>103.7         | AC     | 5         | 7          | 4          | 4          | 4          | 16/69                           | MMR                  |         | 5.8                |
| 5.0      | 5.1        | 5.5        | 4.4        | 5.2      | 7                     | WQSF<br>96.5          | B/EZ   | 7         | 14         | 15         | 9          | 8          | 11/101                          | HNWH                 |         | 3.7                |
| 1.5      | 3.3        | 3.8        | 1.4        | 4.3      | 8                     | WKHK<br>95.3          | CTRY   | 9         | 6          | 7          | 8          | 9          | 11/99                           | CHRISTAL             |         | 2.3                |
| 4.4      | 3.0        | 3.7        | 2.5        | 3.8      | 9                     | WCDX<br>92.7          | GOLD   | 8         | 5          | 5          | 7          | 7          | 13/82                           | TORBET               |         | 4.4                |
| 1.3      | 2.1        | 2.8        | 3.9        | 2.7      | 10                    | WKIE<br>1540          | UC     | 10        | 4          | 10         | 12         | 14         | 14/78                           | ROSLIN               |         | 3.6                |

# ROANOKE - LYNCHBURG #94

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|---------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 21.6     | 22.2       | 22.7     | 1                     | WXLK<br>92.3  | CHR    | 1         | 1          | 1          | 1          | 1          | 12/45                           | TORBET               | US1     |
| 12.6     | 11.2       | 13.4     | 2                     | WPVR<br>94.9  | B/EZ   | 2         | 15         | 7          | 4          | 3          | 10/52                           | HNWH                 |         |
| 10.4     | 12.1       | 11.0     | 3                     | WYYD<br>107.9 | CTRY   | 4         | 3          | 3          | 2          | 2          | 9/54                            | EASTMAN              | MBS     |
| 7.0      | 8.3        | 6.5      | 4                     | WSLQ<br>99.1  | AC     | 3         | 6          | 2          | 3          | 4          | 17/30                           | KATZ                 | ABC-F   |
| 4.8      | 6.1        | 4.8      | 5                     | WSLC<br>610   | CTRY   | 5         | 18         | 14         | 10         | 6          | 12/42                           | KATZ                 | NBC     |
| 2.2      | 3.2        | 3.8      | 6                     | WJLM<br>93.5  | CTRY   | 8         | 12         | 5          | 5          | 5          | 14/37                           |                      | US2     |
| 3.0      | 2.9        | 3.6      | 7                     | WTOY<br>910   | UC     | 13        | 7          | 4          | 6          | 7          | 8/74                            | TORBET               | SHRDN   |
| 3.3      | 3.2        | 3.4      | 8                     | WJJS<br>1320  | UC     | 12        | 5          | 11         | 11         | 10         | 9/55                            | MASLA                | ABC-E   |
| 3.0      | 3.9        | 3.3      | 9                     | WFIR<br>960   | AC     | 6         | 10         | 18         | 13         | 12         | 17/53                           | HNWH                 | CBS     |
| 3.6      | 2.4        | 3.1      | 10                    | WKZZ<br>100.1 | CHR    | 7         | 2          | 6          | 8          | 8          | 17/30                           | BANNER               | US1     |

# SAN DIEGO NORTH COUNTY #66

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS         | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|------------|------------|----------|-----------------------|------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|
| 10.2     | 9.1        | 9.8        | 8.9        | 10.5     | 1                     | KJQY<br>103.7    | B/EZ   | 2         | 20         | 15         | 9          | 2          | 9/123                           | GROUP W              |         |
| 7.2      | 8.4        | 9.0        | 10.0       | 9.1      | 2                     | KFMB-FM<br>100.7 | AC     | 1         | 5          | 1          | 1          | 1          | 16/69                           | MCGAVREN             |         |
| 5.7      | 6.6        | 6.1        | 6.5        | 5.2      | 3                     | KGMG-FM<br>102.1 | GOLD   | 3         | 7          | 2          | 2          | 5          | 13/82                           | BANNER               | MBS     |
| 4.2      | 3.5        | 6.0        | 6.4        | 5.1      | 4                     | KFMB<br>760      | AC     | 6         | 14         | 7          | 4          | 3          | 12/90                           | MCGAVREN             | CBS     |
| 7.1      | 5.9        | 3.7        | 6.4        | 4.9      | 5                     | KGB<br>101.5     | AOR    | 7         | 3          | 3          | 3          | 9          | 12/88                           | KATZ                 |         |
| 5.2      | 6.0        | 4.9        | 4.0        | 4.4      | 6                     | XTRA-FM<br>91.1  | AOR    | 5         | 2          | 4          | 7          | 18         | 14/76                           | MMR                  |         |
| 4.8      | 5.5        | 4.2        | 4.7        | 4.3      | 7                     | KKOS<br>95.9     | CHR    | 12        | 1          | 5          | 8          | 22         | 12/92                           |                      |         |
| 3.6      | 2.5        | 1.9        | 3.0        | 4.3      | 7                     | KFSD<br>94.1     | CLAS   | 9         | 16         | 9          | 11         | 7          | 14/80                           | CHRISTAL             |         |
| 1.5      | 4.1        | 3.9        | 4.5        | 4.2      | 9                     | KSON-FM<br>97.3  | CTRY   | 11        | 8          | 6          | 5          | 6          | 12/89                           | BANNER               |         |
| 4.6      | 3.7        | 2.6        | 2.9        | 4.1      | 10                    | KNX<br>1070      | NEWS   | 4         | 25         | 30         | 25         | 16         | 16/69                           | CBS SPOT             | CBS     |

# SPOKANE #97

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12* AOH | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 17.2     | 16.0       | 15.6     | 1                     | <b>KZZU-A/F</b><br>97.0 92.9 | CHR    | 1         | 1          | 1          | 1          | 3          | 14/78                            | CHRISTAL             |         |
| 11.4     | 10.5       | 11.1     | 2                     | <b>KDRK</b><br>93.7          | CTRY   | 2         | 6          | 6          | 4          | 1          | 11/98                            | EASTMAN              | US 1    |
| 13.1     | 11.8       | 10.7     | 3                     | <b>KXLY-FM</b><br>99.9       | B/EZ   | 3         | 19         | 13         | 7          | 4          | 11/97                            | TORBET               |         |
| 5.1      | 6.3        | 8.3      | 4                     | <b>KISC</b><br>98.1          | AC     | 5         | 4          | 3          | 2          | 2          | 11/99                            | KATZ                 |         |
| 8.4      | 10.3       | 7.0      | 5                     | <b>KEZE</b><br>105.7         | AOR    | 4         | 3          | 2          | 3          | 6          | 13/82                            | MCGAVREN             |         |
| 5.2      | 6.1        | 6.3      | 6                     | <b>KXLY</b><br>92.0          | N/T    | 8         | 18         | 11         | 10         | 9          | 14/78                            | TORBET               | CBS     |
| 5.4      | 6.3        | 6.1      | 7                     | <b>KGA</b><br>151.0          | CTRY   | 6         | 7          | 10         | 8          | 7          | 14/75                            | EASTMAN              | ABC-I   |
| 3.9      | 6.1        | 5.4      | 8                     | <b>KKPL-A/F</b><br>63.0 96.1 | AC     | 7         | 5          | 5          | 5          | 5          | 16/66                            | REPUBLIC             |         |
| 4.9      | 2.6        | 4.4      | 9                     | <b>KQSP</b><br>98.9          | GOLD   | 9         | 14         | 4          | 6          | 8          | 12/88                            | BANNER               |         |
| 1.7      | 2.0        | 3.5      | 10                    | <b>KEYF-FM</b><br>101.1      | NAC    | 13        | 13         | 9          | 11         | 11         | 10/104                           | REPUBLIC             | TRNSTR  |

# SPRINGFIELD #71

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12* AOH | STATIONS                       | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12* BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|--------------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 8.1      | 7.6        | 8.9        | 8.5        | 10.6     | 1                     | <b>WHYN-FM</b><br>93.1         | AC     | 1         | 3          | 2          | 1          | 1          | 14/76                            | MCGAVREN             |         | 6.8                |
| 7.9      | 8.6        | 7.3        | 8.2        | 10.0     | 2                     | <b>WAQY</b><br>102.1           | AOR    | 2         | 2          | 1          | 2          | 3          | 14/79                            | KATZ                 | ABC-F   | 10.9               |
| 9.4      | 7.8        | 10.5       | 8.9        | 9.0      | 3                     | <b>WRCH</b><br>100.5           | B/EZ   | 5         | 17         | 14         | 9          | 4          | 11/96                            | BANNER               | ABC-D   | 6.1                |
| 11.3     | 10.2       | 10.4       | 11.5       | 8.6      | 4                     | <b>WMAS-FM</b><br>94.7         | AC     | 4         | 9          | 4          | 3          | 2          | 15/72                            | BANNER               |         | 6.5                |
| 7.4      | 8.1        | 7.5        | 6.9        | 8.3      | 5                     | <b>WMAS</b><br>145.0           | BBND   | 7         | 15         | 21         | 21         | 9          | 9/123                            | BANNER               | MBS     | 6.0                |
| 9.7      | 8.8        | 8.1        | 8.7        | 7.1      | 6                     | <b>WTIC-FM</b><br>96.5         | CHR    | 3         | 1          | 3          | 4          | 8          | 19/57                            | KATZ                 |         | 12.0               |
| 7.0      | 6.9        | 7.3        | 7.1        | 5.6      | 7                     | <b>WHYN</b><br>56.0            | AC     | 6         | 6          | 11         | 6          | 5          | 17/64                            | MCGAVREN             | ABC-I   | 6.7                |
| 2.3      | 3.4        | 4.1        | 3.8        | 3.2      | 8                     | <b>WDRC-FM</b><br>102.9        | GOLD   | 8         | 10         | 6          | 5          | 6          | 19/57                            | MCGAVREN             |         | 4.0                |
| --       | --         | --         | 1.2        | 3.0      | 9                     | <b>WNNZ</b><br>64.0            | GOLD   | 14        | 20         | 9          | 8          | 7          | 14/79                            | TORBET               | ABC-E   | 1.5                |
| 2.4      | 3.0        | 2.5        | 2.0        | 2.7      | 10                    | <b>WCCC-A/F</b><br>129.0 106.9 | AOR    | 9         | 8          | 5          | 7          | 10         | 19/56                            | DURPETTI             | ABC-C   | 2.6                |

# STOCKTON #98

| FALL '86 | SPRING '87 | FALL '87 | 12+ AOH<br>METRO RANK | STATIONS             | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|----------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 5.8      | 5.4        | 7.6      | 1                     | <b>KJAX</b><br>99.3  | B/EZ   | 8         | 14         | 16         | 7          | 3          | 9/124                           | CHRISTAL             | ABC-E   | 4.4                |
| 1.2      | 3.2        | 7.2      | 2                     | <b>KSJQ</b><br>96.7  | CHR    | 9         | 1          | 2          | 3          | 12         | 9/118                           | HNWH                 |         | 6.8                |
| 6.9      | 4.1        | 7.0      | 3                     | <b>KHOP</b><br>104.1 | CHR    | 1         | 2          | 1          | 1          | 2          | 16/67                           | MCGAVREN             |         | 5.9                |
| 5.8      | 4.3        | 6.6      | 4                     | <b>KBEE</b><br>103.3 | B/EZ   | 6         | 23         | 20         | 9          | 4          | 11/97                           | MCGAVREN             | ABC-D   | 4.0                |
| 8.1      | 7.3        | 5.6      | 5                     | <b>KRAK</b><br>1140  | CTRY   | 3         | 19         | 11         | 8          | 5          | 15/71                           | DURPETTI             |         | 7.4                |
| 5.0      | 7.3        | 5.2      | 6                     | <b>KCBS</b><br>740   | N/T    | 4         | 24         | 19         | 14         | 11         | 16/69                           | CBS SPOT             | CBS     | 3.4                |
| 2.8      | 3.2        | 5.2      | 6                     | <b>KWG</b><br>1230   | GOLD   | 10        | 7          | 5          | 2          | 1          | 12/87                           | KATZ                 | MBS     | 5.3                |
| 6.7      | 5.0        | 4.9      | 8                     | <b>KWIN</b><br>97.7  | CHR    | 2         | 4          | 4          | 4          | 10         | 20/55                           | MMR                  |         | 7.8                |
| 6.3      | 3.9        | 4.3      | 9                     | <b>KFMR</b><br>100.1 | CTRY   | 7         | 22         | 18         | 12         | 8          | 16/69                           | CBS SPOT             |         | 4.8                |
| 2.4      | 2.4        | 3.9      | 10                    | <b>KDJK</b><br>95.1  | AOR    | 14        | 9          | 3          | 5          | 9          | 12/92                           | EASTMAN              |         | 4.4                |

# SYRACUSE #62

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | 12+ AOH<br>METRO RANK | STATIONS                     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|------------------------------|--------|-----------|------------|------------|------------|------------|---------------------------------|----------------------|---------|--------------------|
| 16.3     | 16.4       | 17.9       | 17.5       | 13.5     | 1                     | <b>WYYY</b><br>94.5          | AC     | 1         | 3          | 1          | 1          | 1          | 16/66                           | KATZ                 |         | 14.8               |
| 11.5     | 9.4        | 10.8       | 11.8       | 13.2     | 2                     | <b>WNTQ</b><br>93.1          | CHR    | 2         | 1          | 2          | 2          | 2          | 15/72                           | MCGAVREN             |         | 13.6               |
| 12.2     | 14.4       | 9.3        | 11.7       | 11.8     | 3                     | <b>WSYR</b><br>570           | AC     | 3         | 8          | 10         | 6          | 3          | 15/74                           | KATZ                 | NBC     | 11.1               |
| 7.3      | 7.8        | 9.3        | 8.4        | 7.2      | 4                     | <b>WAQX-A/F</b><br>1490 95.3 | AOR    | 4         | 2          | 4          | 4          | 5          | 17/66                           | MMR                  | ABC-R   | 12.8               |
| 5.6      | 6.8        | 6.5        | 7.5        | 7.2      | 4                     | <b>WEZG</b><br>100.9         | B/EZ   | 7         | 20         | 8          | 9          | 9          | 10/105                          | DURPETTI             |         | 2.9                |
| 4.4      | 3.9        | 4.6        | 4.8        | 7.0      | 6                     | <b>WKFM</b><br>104.7         | AOR    | 5         | 4          | 3          | 3          | 6          | 15/74                           | CHRISTAL             | NBC-S   | 7.6                |
| 7.7      | 7.3        | 5.8        | 6.2        | 5.7      | 7                     | <b>WRRB</b><br>107.9         | CTRY   | 8         | 10         | 9          | 8          | 7          | 13/83                           | EASTMAN              |         | 6.0                |
| 5.7      | 5.0        | 6.1        | 4.5        | 4.0      | 8                     | <b>WHEN</b><br>620           | AC     | 9         | 9          | 7          | 7          | 8          | 17/64                           | EASTMAN              | ABC-E   | 4.9                |
| 4.9      | 4.7        | 5.4        | 5.3        | 3.9      | 9                     | <b>WSEN-A/F</b><br>1050 92.1 | GOLD   | 6         | 13         | 5          | 5          | 4          | 22/50                           | HNWH                 |         | 4.3                |
| 1.8      | 1.6        | 2.2        | 0.8        | 2.2      | 10                    | <b>WMHR</b><br>102.9         | REL    | 12        | 12         | 13         | 11         | 12         | 13/83                           |                      |         | 1.5                |

# TOLEDO #70

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS      | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|------------|---------|---------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 12.8     | 12.9       | 13.2       | 13.3       | 15.3     | 1          | 1       | WMHE<br>92.5  | CHR    | 1         | 1          | 1          | 1          | 1          | 14/76                            | CHRISTAL             | ABC-F   | 16.2               |
| 10.0     | 10.8       | 9.5        | 12.1       | 10.2     | 2          |         | WLQR<br>101.5 | B/EZ   | 5         | 9          | 7          | 5          | 5          | 12/89                            | KATZ                 |         | 5.4                |
| 9.4      | 9.4        | 8.3        | 8.5        | 10.0     | 3          |         | WKKO<br>99.9  | CTRY   | 4         | 7          | 4          | 4          | 2          | 13/86                            | MMR                  | ABC-E   | 9.2                |
| 9.5      | 9.9        | 11.0       | 10.0       | 9.7      | 4          |         | WIOT<br>104.7 | AOR    | 2         | 3          | 2          | 2          | 3          | 15/71                            | MCGAVREN             | NBC-S   | 13.7               |
| 7.0      | 5.3        | 8.3        | 6.3        | 7.9      | 5          |         | WWWM<br>105.5 | AC     | 3         | 6          | 3          | 3          | 4          | 16/67                            | BANNER               |         | 5.4                |
| 4.6      | 3.8        | 4.7        | 7.2        | 6.9      | 6          |         | WJR<br>760    | MISC   | 8         | 11         | 9          | 8          | 6          | 13/81                            | KATZ                 | ABC-I   | 6.0                |
| 7.1      | 7.6        | 8.6        | 7.6        | 6.5      | 7          |         | WSPD<br>1370  | AC     | 6         | 8          | 12         | 11         | 7          | 16/68                            | KATZ                 | NBC     | 6.7                |
| 5.6      | 6.2        | 7.4        | 5.0        | 5.2      | 8          |         | WRQN<br>93.5  | CHR    | 7         | 2          | 5          | 6          | 12         | 19/58                            | REPUBLIC             |         | 4.9                |
| 5.9      | 5.0        | 4.0        | 3.4        | 4.7      | 9          |         | WTOD<br>1560  | CTRY   | 9         | 17         | 10         | 12         | 10         | 12/88                            | MMR                  | ABC-I   | 4.4                |
| 3.9      | 4.3        | 4.4        | 3.8        | 4.3      | 10         |         | WVOI<br>1520  | UC     | 11        | 5          | 6          | 7          | 9          | 11/95                            | REGIONAL             | SHRDN   | 4.8                |

# TUCSON #65

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK | 12+ AQH | STATIONS     | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK |
|----------|------------|------------|------------|----------|------------|---------|--------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|
| 11.9     | 9.2        | 11.6       | 11.2       | 15.8     | 1          | 1       | KRQQ<br>93.7 | CHR    | 1         | 1          | 1          | 1          | 4          | 12/93                            | MCGAVREN             |         |
| 11.9     | 15.5       | 13.1       | 12.0       | 12.6     | 2          |         | KJYK<br>94.9 | B/EZ   | 2         | 8          | 9          | 5          | 5          | 10/105                           | CHRISTAL             |         |
| 8.0      | 7.4        | 9.0        | 11.2       | 9.5      | 3          |         | KWFM<br>92.9 | AC     | 3         | 6          | 3          | 2          | 1          | 12/88                            | MMR                  |         |
| 8.5      | 8.0        | 8.0        | 7.6        | 9.2      | 4          |         | KLPX<br>96.1 | AOR    | 5         | 3          | 2          | 3          | 3          | 12/93                            | TORBET               |         |
| 7.0      | 8.1        | 7.6        | 11.3       | 8.5      | 5          |         | KIIM<br>99.5 | CTRY   | 4         | 7          | 4          | 4          | 2          | 13/85                            | KATZ                 |         |
| 4.7      | 4.3        | 3.2        | 4.6        | 4.2      | 6          |         | KCUB<br>1290 | CTRY   | 7         | 22         | 11         | 7          | 6          | 14/77                            | KATZ                 |         |
| 4.6      | 4.2        | 3.2        | 4.3        | 4.0      | 7          |         | KNST<br>940  | N/T    | 6         | 11         | 8          | 9          | 7          | 22/49                            | MCGAVREN             | ABC-I   |
| 4.1      | 6.1        | 5.0        | 4.0        | 3.0      | 8          |         | KUPD<br>97.9 | AOR    | 11        | 4          | 5          | 6          | 9          | 14/79                            | BANNER               |         |
| 3.3      | 1.8        | 2.5        | 2.6        | 2.7      | 9          |         | KAIR<br>1490 | GOLD   | 9         | 13         | 6          | 8          | 8          | 17/63                            | CHRISTAL             | NBC     |
| 1.3      | 1.5        | 1.8        | 1.5        | 2.7      | 9          |         | KTUC<br>1400 | NEWS   | 10        | 15         | 15         | 14         | 12         | 16/68                            | ROSLIN               | CBS     |



# TULSA #57

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.9      | 10.2       | 12.5       | 14.9       | 13.8     | 1                     | <b>KMOD</b><br>97.5     | AOR    | 1         | 2          | 1          | 1          | 2          | 11/95                            | HNWH                 |         | 17.9               |
| 11.6     | 11.2       | 13.1       | 10.3       | 12.8     | 2                     | <b>KWEN</b><br>95.5     | CTRY   | 2         | 4          | 2          | 2          | 1          | 12/89                            | KATZ                 | AP      | 10.1               |
| 9.5      | 11.2       | 10.4       | 9.0        | 10.2     | 3                     | <b>KRMG</b><br>740      | AC     | 4         | 16         | 6          | 5          | 4          | 13/85                            | KATZ                 | ABC-I   | 9.1                |
| 11.2     | 10.5       | 12.0       | 10.2       | 9.0      | 4                     | <b>KAYI</b><br>106.9    | CHR    | 3         | 1          | 4          | 4          | 5          | 15/72                            | KATZ                 | ABC-F   | 13.0               |
| 9.3      | 10.5       | 9.1        | 7.9        | 7.8      | 5                     | <b>KBEZ</b><br>92.9     | B/EZ   | 7         | 11         | 13         | 10         | 6          | 12/88                            | REPUBLIC             |         | 5.2                |
| 9.2      | 9.1        | 8.8        | 9.1        | 7.4      | 6                     | <b>KVOO</b><br>1170     | CTRY   | 6         | 14         | 12         | 11         | 10         | 13/81                            | MCGAVREN             | CNN     | 7.6                |
| 6.0      | 5.7        | 7.6        | 5.7        | 6.8      | 7                     | <b>KRAV</b><br>96.5     | AC     | 5         | 5          | 3          | 3          | 3          | 16/70                            | TORBET               |         | 4.5                |
| 4.9      | 3.9        | 3.2        | 5.2        | 4.7      | 8                     | <b>KTFX</b><br>103.1    | CTRY   | 9         | 6          | 10         | 7          | 7          | 16/66                            | MMR                  |         | 4.6                |
| 3.2      | 2.7        | 2.8        | 3.6        | 4.4      | 9                     | <b>KMYZ-FM</b><br>104.5 | AOR    | 8         | 3          | 5          | 8          | 11         | 22/50                            | EASTMAN              | NBC-S   | 6.2                |
| 2.6      | 4.2        | 3.8        | 4.1        | 3.7      | 10                    | <b>KVLT</b><br>106.1    | B/EZ   | 10        | 10         | 8          | 6          | 8          | 20/54                            | DURPETTI             |         | 2.4                |

# WEST PALM BEACH-BOCA RATON #56

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOR | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 11.8     | 12.6       | 13.7       | 12.7       | 12.2     | 1                     | <b>WEAT-FM</b><br>104.3 | B/EZ   | 1         | 18         | 16         | 6          | 5          | 12/93                            | KATZ                 |         | 9.5                |
| 9.9      | 10.6       | 12.0       | 7.8        | 8.9      | 2                     | <b>WRMF</b><br>97.9     | AC     | 2         | 7          | 1          | 1          | 1          | 12/89                            | BANNER               |         | 10.4               |
| 7.1      | 6.5        | 5.6        | 5.4        | 5.9      | 3                     | <b>WJNO</b><br>1230     | N/T    | 3         | 27         | 19         | 13         | 7          | 13/84                            | BANNER               | CBS     | 6.7                |
| 4.8      | 6.2        | 4.7        | 7.3        | 5.2      | 4                     | <b>WIRK-FM</b><br>107.9 | CTRY   | 6         | 9          | 3          | 4          | 4          | 11/97                            | HNWH                 | ABC-E   | 5.9                |
| 6.5      | 5.2        | 5.3        | 5.7        | 5.1      | 5                     | <b>WHYI</b><br>100.7    | CHR    | 4         | 2          | 2          | 2          | 3          | 15/73                            | MCGAVREN             |         | 6.7                |
| 5.1      | 7.0        | 6.1        | 4.8        | 4.6      | 6                     | <b>WNJY</b><br>94.3     | BBND   | 5         | 29         | 25         | 20         | 13         | 13/81                            | REPUBLIC             | NBC     | 4.6                |
| 2.3      | 2.0        | 2.1        | 2.8        | 3.7      | 7                     | <b>WMXJ</b><br>102.7    | GOLD   | 7         | 25         | 5          | 3          | 2          | 16/70                            | DURPETTI             |         | 2.4                |
| 2.6      | 3.1        | 3.1        | 1.7        | 3.1      | 8                     | <b>WPOW</b><br>96.5     | CHR    | 9         | 1          | 8          | 12         | 21         | 14/77                            | HNWH                 | ABC-C   | 4.9                |
| 4.4      | 3.7        | 3.7        | 2.9        | 3.1      | 8                     | <b>WPOM</b><br>1600     | UC     | 18        | 5          | 6          | 10         | 11         | 10/104                           | REPUBLIC             | ABC-D   | 3.1                |
| 3.8      | 4.1        | 4.4        | 2.9        | 2.6      | 10                    | <b>WKGR</b><br>98.7     | AOR    | 8         | 11         | 4          | 5          | 8          | 20/54                            | HNWH                 | UPI     | 3.8                |
| 2.1      | 2.7        | 1.3        | 3.5        | 2.6      | 10                    | <b>WNGS</b><br>92.1     | AC     | 16        | 13         | 12         | 7          | 6          | 13/85                            | EASTMAN              |         | 1.4                |

# WICHITA #89

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 13.6     | 13.6       | 14.0     | 1                     | <b>KKRD</b><br>107.3    | CHR    | 1         | 1          | 2          | 2          | 5          | 13/81                            | HNWH                 |         | 17.2               |
| 10.6     | 10.6       | 10.6     | 2                     | <b>KFDI-FM</b><br>101.3 | CTRY   | 2         | 5          | 7          | 5          | 1          | 14/79                            | TORBET               | ABC-E   | 10.2               |
| 7.5      | 5.0        | 10.4     | 3                     | <b>KICT</b><br>95.1     | AOR    | 7         | 3          | 1          | 1          | 4          | 9/115                            | MCGAVREN             | ABC-R   | 9.5                |
| 8.6      | 8.2        | 10.0     | 4                     | <b>KZSN</b><br>102.1    | CTRY   | 3         | 6          | 4          | 3          | 3          | 13/85                            | EASTMAN              |         | 9.3                |
| 5.9      | 7.0        | 8.8      | 5                     | <b>KXLK</b><br>105.3    | AC     | 6         | 4          | 5          | 4          | 2          | 12/92                            | BANNER               | US2     | 6.6                |
| 8.2      | 5.7        | 7.5      | 6                     | <b>KEYN</b><br>103.7    | CHR    | 4         | 2          | 3          | 6          | 7          | 16/67                            | EASTMAN              | US1     | 7.1                |
| 7.5      | 8.2        | 7.3      | 7                     | <b>KFDI</b><br>1070     | CTRY   | 5         | 8          | 15         | 14         | 14         | 14/76                            | TORBET               | ABC-E   | 8.2                |
| 4.8      | 5.4        | 5.2      | 8                     | <b>KOEZ</b><br>92.3     | B/EZ   | 9         | 13         | 10         | 10         | 10         | 15/73                            | ROSLIN               |         | 4.9                |
| 4.2      | 6.3        | 4.3      | 9                     | <b>KLEO</b><br>1480     | BBND   | 11        | 7          | 16         | 12         | 11         | 16/69                            | EASTMAN              | ABC-I   | 3.1                |
| 4.2      | 5.7        | 3.9      | 10                    | <b>KRZZ</b><br>95.9     | GOLD   | 10        | 10         | 6          | 7          | 6          | 18/60                            | CHRISTAL             | NBC-S   | 5.1                |

# WILKES BARRE-SCRANTON #59

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AOH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 9.6      | 9.7        | 9.5        | 10.6       | 11.5     | 1                     | <b>WKRZ-FM</b><br>98.5  | CHR    | 1         | 1          | 2          | 2          | 2          | 15/72                            | KATZ                 |         | 13.1               |
| 6.9      | 7.3        | 8.6        | 8.0        | 10.8     | 2                     | <b>WEZX</b><br>107.1    | AOR    | 4         | 3          | 1          | 1          | 1          | 8/135                            | CHRISTAL             | ABC-R   | 12.9               |
| 7.8      | 6.1        | 6.8        | 7.2        | 6.4      | 3                     | <b>WARM</b><br>590      | AC     | 2         | 5          | 7          | 7          | 6          | 18/60                            | EASTMAN              | NBC     | 7.5                |
| 6.9      | 5.0        | 6.1        | 6.2        | 6.3      | 4                     | <b>WGBI-FM</b><br>101.3 | AC     | 3         | 12         | 4          | 3          | 3          | 15/73                            | TORBET               | CBS-R   | 3.6                |
| 5.3      | 4.1        | 5.0        | 6.2        | 5.5      | 5                     | <b>WTLQ</b><br>102.3    | CHR    | 5         | 2          | 3          | 4          | 7          | 15/71                            | MCGAVREN             | ABC-C   | 6.3                |
| 3.4      | 3.3        | 3.6        | 5.1        | 4.8      | 6                     | <b>WEJL</b><br>630      | AC     | 10        | 35         | 12         | 14         | 12         | 10/113                           | CHRISTAL             | ABC-I   | 3.3                |
| 5.5      | 5.1        | 4.9        | 4.7        | 4.7      | 7                     | <b>WMGS</b><br>92.9     | AC     | 6         | 16         | 5          | 5          | 4          | 16/67                            | EASTMAN              |         | 3.9                |
| 4.6      | 5.7        | 5.9        | 5.2        | 4.7      | 7                     | <b>WWSH</b><br>97.9     | B/EZ   | 7         | 10         | 21         | 8          | 5          | 12/88                            |                      |         | 3.6                |
| 7.7      | 7.1        | 6.7        | 6.4        | 4.3      | 9                     | <b>WNAK</b><br>730      | B/EZ   | 8         | 20         | 27         | 27         | 14         | 11/95                            | MASLA                | NBC     | 2.9                |
| 3.0      | 2.3        | 2.1        | 2.6        | 3.0      | 10                    | <b>WHLM</b><br>106.5    | CHR    | 11        | 8          | 6          | 6          | 8          | 12/90                            | BANNER               | US2     |                    |

# WILMINGTON #77

| FALL '86 | SPRING '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|----------|-----------------------|-------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 7.2      | 9.4        | 11.1     | 1                     | <b>WJBR-FM</b><br>99.5  | AC     | 2         | 8          | 4          | 1          | 1          | 10/107                           | KATZ                 | AP      |                    |
| 6.5      | 7.5        | 9.0      | 2                     | <b>WUSL</b><br>98.9     | UC     | 5         | 2          | 2          | 2          | 3          | 8/135                            | EASTMAN              | ABC-F   |                    |
| 9.8      | 10.0       | 8.2      | 3                     | <b>WSTW</b><br>93.7     | CHR    | 1         | 3          | 3          | 3          | 2          | 16/67                            | EASTMAN              |         |                    |
| 9.4      | 9.9        | 6.9      | 4                     | <b>WMMR</b><br>93.3     | AOR    | 3         | 5          | 1          | 4          | 4          | 16/69                            | KATZ                 | NBC-S   |                    |
| 5.9      | 7.5        | 4.1      | 5                     | <b>WDEL</b><br>1150     | AC     | 6         | 13         | 12         | 13         | 11         | 17/62                            | EASTMAN              | NBC     |                    |
| 5.1      | 4.4        | 4.1      | 5                     | <b>WKSZ</b><br>100.3    | AC     | 8         | 9          | 9          | 7          | 5          | 15/71                            | HNWH                 |         |                    |
| 1.3      | 1.5        | 4.0      | 7                     | <b>WEGX</b><br>106.1    | CHR    | 7         | 1          | 7          | 8          | 20         | 17/65                            | CHRISTAL             | ABC-C   |                    |
| 6.4      | 7.1        | 3.8      | 8                     | <b>WEAZ</b><br>101.1    | B/EZ   | 11        | 17         | 22         | 20         | 18         | 14/79                            | MCGAVREN             |         |                    |
| 2.1      | 2.0        | 3.8      | 8                     | <b>WDAS-FM</b><br>105.3 | UC     | 13        | 11         | 5          | 5          | 6          | 11/101                           | HNWH                 |         |                    |
| 3.5      | 2.5        | 3.5      | 10                    | <b>WILM</b><br>1450     | NEWS   | 10        | 27         | 21         | 18         | 16         | 17/65                            | SAVALLI              | CBS     |                    |

# YOUNGSTOWN-WARREN #81

| FALL '86 | WINTER '87 | SPRING '87 | SUMMER '87 | FALL '87 | METRO RANK<br>12+ AQH | STATIONS                 | FORMAT | CUME RANK | 12-17 RANK | 18-34 RANK | 18-49 RANK | 25-54 RANK | TURNOVER/<br>AVG. MINS. LISTENED | NATIONAL<br>REP FIRM | NETWORK | 12+ BIRCH<br>SHARE |
|----------|------------|------------|------------|----------|-----------------------|--------------------------|--------|-----------|------------|------------|------------|------------|----------------------------------|----------------------|---------|--------------------|
| 19.7     | 17.0       | 17.9       | 20.3       | 16.8     | 1                     | <b>WHOT-A/F</b><br>101.1 | CHR    | 1         | 1          | 1          | 1          | 1          | 14/77                            | EASTMAN              |         | 20.4               |
| 11.4     | 9.3        | 8.0        | 9.0        | 9.3      | 2                     | <b>WKBN</b><br>570       | AC     | 2         | 15         | 11         | 6          | 4          | 13/84                            | KATZ                 | CBS     | 6.7                |
| 7.4      | 8.7        | 8.1        | 11.5       | 9.0      | 3                     | <b>WYFM</b><br>102.9     | AC     | 3         | 5          | 2          | 2          | 2          | 13/84                            | DURPETTI             | ABC-C   | 9.0                |
| 8.4      | 10.8       | 9.8        | 8.3        | 8.6      | 4                     | <b>WKBN-FM</b><br>98.9   | AC     | 4         | 18         | 7          | 5          | 5          | 13/83                            | KATZ                 |         | 5.5                |
| 9.1      | 9.0        | 12.0       | 7.6        | 8.6      | 4                     | <b>WQXK</b><br>105.1     | CTRY   | 5         | 7          | 4          | 3          | 3          | 11/103                           | MCGAVREN             | ABC-D   | 8.5                |
| 5.2      | 6.1        | 5.0        | 6.6        | 5.7      | 6                     | <b>WBBW</b><br>1240      | N/T    | 6         | 9          | 18         | 16         | 11         | 14/78                            |                      | ABC-T   | 4.4                |
| 3.7      | 2.7        | 5.1        | 3.2        | 4.2      | 7                     | <b>WMGZ</b><br>95.9      | CHR    | 8         | 2          | 3          | 4          | 7          | 14/76                            |                      |         | 5.8                |
| 2.4      | 2.1        | 4.7        | 2.6        | 3.5      | 8                     | <b>WQOD</b><br>93.3      | AC     | 10        | 6          | 6          | 7          | 6          | 13/81                            |                      | MBS     | 1.5                |
| 2.1      | 3.4        | 3.3        | 3.2        | 3.4      | 9                     | <b>WFMJ</b><br>1390      | AC     | 7         | 24         | 16         | 15         | 13         | 19/58                            | UNIREP               | NBC     | 3.7                |
| 3.5      | 2.7        | 3.0        | 2.2        | 3.0      | 10                    | <b>WMMS</b><br>100.7     | CHR    | 11        | 4          | 5          | 8          | 9          | 15/71                            | KATZ                 | NBC-S   | 4.3                |

# GLOSSARY OF TERMS

## Arbitrends —

Arbitron's rolling three-month average system of monthly reports; printed reports for advertisers/agencies; microcomputer access for broadcasters.

## Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and reach and frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

## Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

## Ascription —

A statistical technique used by Arbitron that allocates radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's Total All Listening Output; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that country, a technique also known as Automatic Slogan Assignment.

## Audience Trends —

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

## Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

## Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

## Away-From-Home Listening —

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

## BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

## Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals; or during the survey due to poor return rates.

## Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

## Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

## Cume Daypart Combinations —

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

## Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

## Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

## Daypart —

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

## Demographic Categories —

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

## Differential Survey Treatment (DST)

Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

## Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

# GLOSSARY OF TERMS

## Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

## Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

## Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

## Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALO.

## Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

## Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

## Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

## High Density Ethnic Areas —

Areas with high black or Hispanic population defined by Arbitron in markets with 15% or more total black or Hispanic population and at least one black or Hispanic-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBAs (High Density Black Area) or HDHAs (High Density Hispanic Area).

## Hour-By-Hour Estimates —

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

## In-Tab Sample —

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

## Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

## Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

## Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

## Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

## Schedule Reach (Schedule Cume)

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

## Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

## Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

## Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

## Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more upward weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

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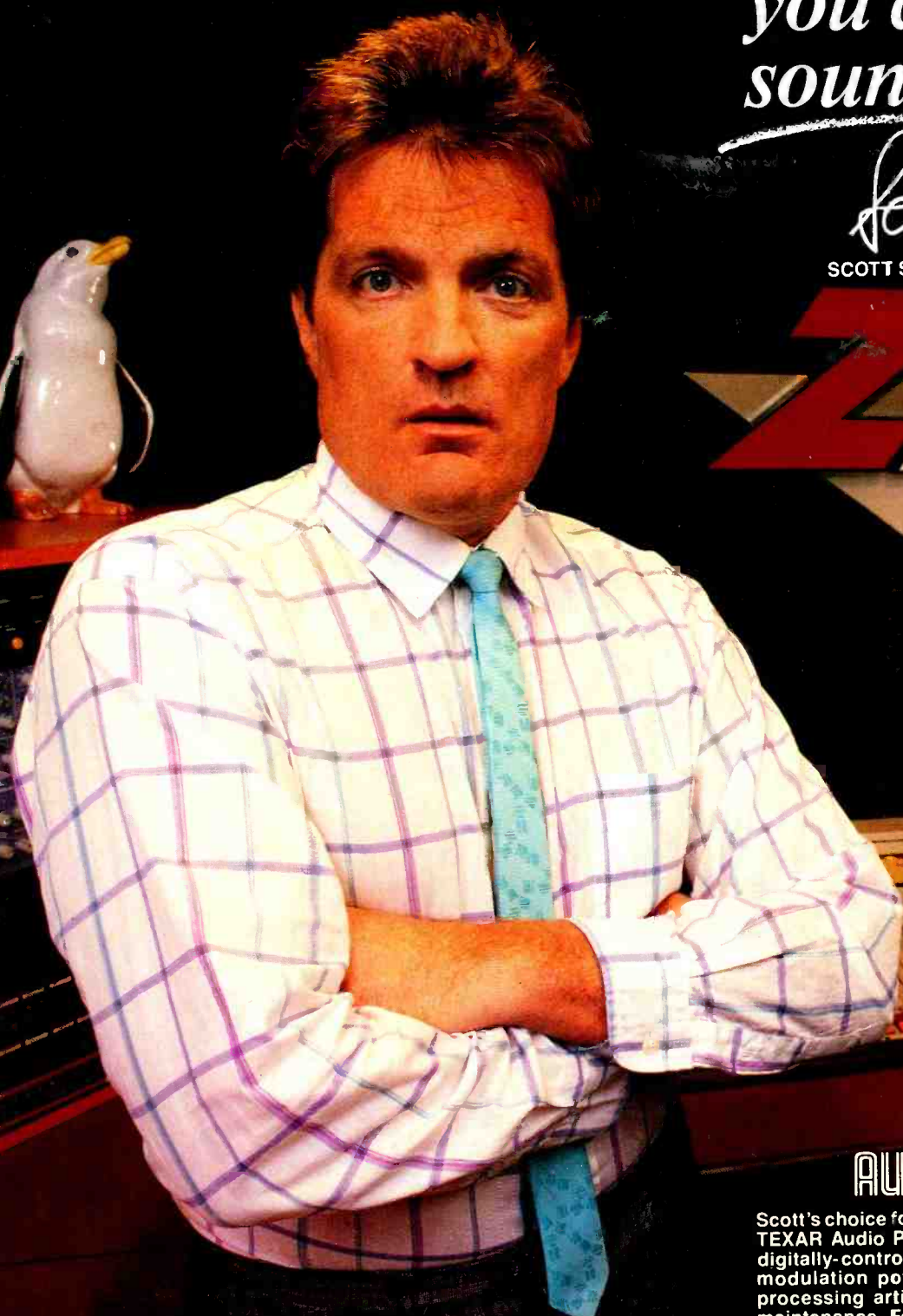
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