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**abc ABC RADIO NETWORKS**

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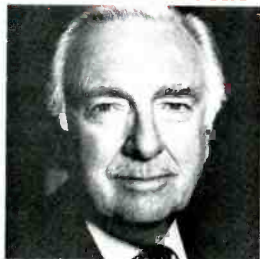
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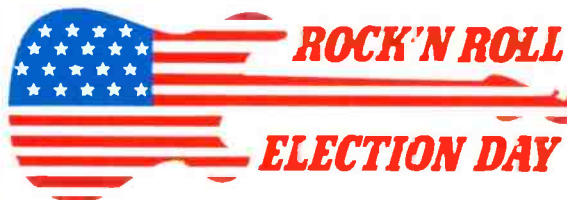
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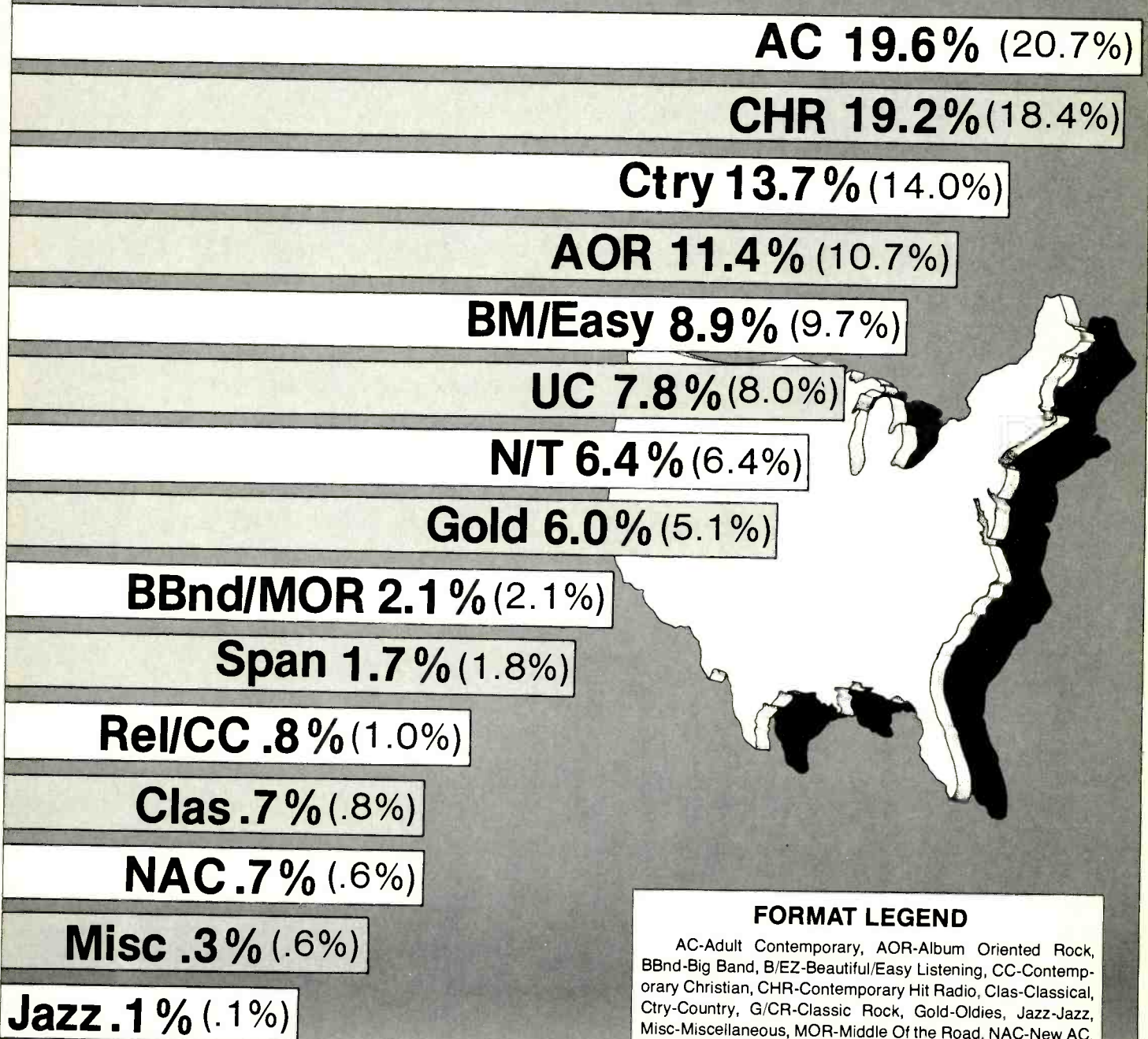
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# FORMAT REACH CHARTS

**E**ach 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 Spring '88 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.



(Fall '87)

## 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, G/CR-Classical Rock, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, MOR-Middle Of the Road, NAC-New AC, News-News, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

# SOMETHING HOT IS GOING ON BETWEEN MICHAEL JACKSON AND WHITNEY HOUSTON.



**MICHAEL JACKSON**

No romantic scoop here. We're talking about the man in the middle of America's #1 countdown show.

Shadoe Stevens. He's our new host to the forty biggest names in pop and rock every week. He'll bring you the inside stories about the stars and their music, and announce our famous Long Distance Dedications.

The show's American Top 40. The wildly popular radio program that's an American legend, celebrating its 18th anniversary. After all, it's the only radio show with the exclusive

**ABC RADIO NETWORKS**



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★ TOP40 ★  
WITH SHADOE STEVENS**

America's #1 Countdown Show



rights to the Billboard Charts.

Now, with the Shadoe factor, we have a star who knows the stars. He's a fresh, dynamic presence who's a regular on *Hollywood Squares* and a national heartthrob.

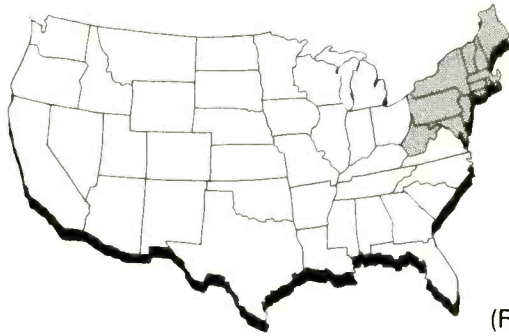
However, his fame began in radio when he won Billboard Magazine's Personality of the Year Award. He also earned widespread recognition at WRKO in Boston as well as at KROQ, KMET, KRLA, and KHJ, all in Los Angeles.

All of which means the hot is getting hotter. Shadoe Stevens and American Top 40.

**ABC Watermark**

# EAST

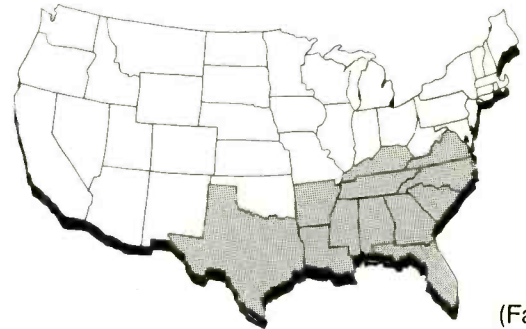
AC	████████████████████	22.9 (25.6)
AOR	██████████████████	15.2 (12.5)
BBnd/MOR	██████████	3.4 (3.9)
BM/Easy	██████████████	10.6 (11.4)
CHR	██████████████████	18.9 (18.8)
Clas	██████████	1.2 (.6)
Ctry	██████████	4.5 (5.2)
Gold	██████████	7.9 (7.4)
Jazz	0	(0)
Misc	██████████	1.2 (.3)
NAC	██████████	1.1 (.1)
N/T	██████████	7.1 (7.3)
Rel/CC	██████████	1.4 (.5)
Span	██████████	1.2 (.3)
UC	██████████	5.3 (6.0)



(Fall '87)

# SOUTH

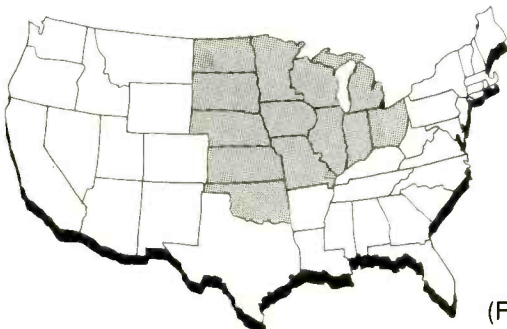
AC	██████████████████	17.0 (18.7)
AOR	██████████	8.2 (7.8)
BBnd/MOR	██████████	1.2 (1.1)
BM/Easy	██████████	8.1 (7.7)
CHR	██████████████████	18.5 (18.5)
Clas	██████████	1.3 (.2)
Ctry	██████████████████	20.6 (20.4)
Gold	██████████	4.0 (2.8)
Jazz	0	(0)
Misc	0	(0)
NAC	██████████	1.4 (.4)
N/T	██████████	4.2 (4.1)
Rel/CC	██████████	1.6 (1.6)
Span	██████████	2.8 (2.6)
UC	██████████	13.8 (14.0)



(Fall '87)

# MIDWEST

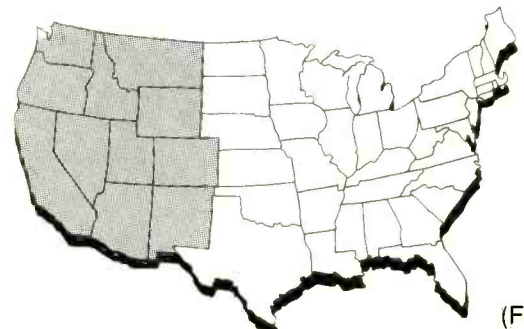
AC	██████████████████	24.1 (23.7)
AOR	██████████████	10.8 (11.8)
BBnd/MOR	██████████	1.7 (1.7)
BM/Easy	██████████	8.1 (8.9)
CHR	██████████████████	19.5 (17.5)
Clas	██████████	1.4 (.6)
Ctry	██████████████	14.4 (14.4)
Gold	██████████	5.4 (5.5)
Jazz	1.2	(.2)
Misc	1.1	(.1)
NAC	1.5	(.3)
N/T	██████████	6.7 (5.6)
Rel/CC	1.6	(.9)
Span	1.1	(.1)
UC	██████████	6.9 (7.1)



(Fall '87)

# WEST

AC	██████████████	15.9 (17.1)
AOR	██████████████	13.2 (12.4)
BBnd/MOR	██████████	2.7 (2.2)
BM/Easy	██████████	9.9 (11.2)
CHR	██████████████████	20.2 (18.7)
Clas	██████████	1.3 (2.0)
Ctry	██████████████	11.3 (12.1)
Gold	██████████	7.6 (6.1)
Jazz	1.1	(.2)
Misc	1.9	(.6)
NAC	1.9	(1.5)
N/T	██████████	8.9 (9.6)
Rel/CC	1.5	(.4)
Span	3.5	(3.4)
UC	2.3	(2.1)



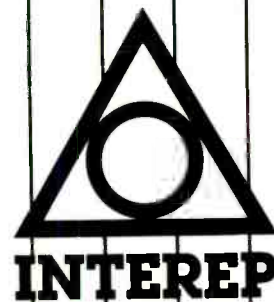
(Fall '87)





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, Torbet Radio; Warner Rush, Major Market Radio; Dick Sharpe, HNWH.

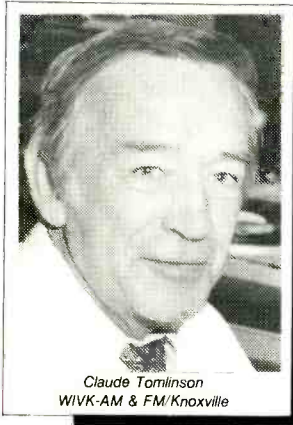
*Your Winning Team*



# DRIVETIME DOMINATORS

## AM Drive/Top 25

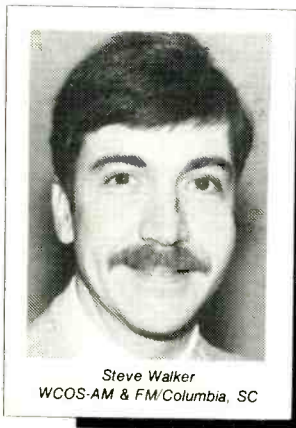
Average Quarter-Hour Share  
(12+, M-F, 6-10am)



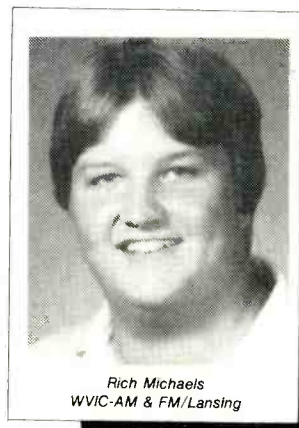
Claude Tomlinson  
WIVK-AM & FM/Knoxville



Bob Steele  
WTIC/Hartford



Steve Walker  
WCOS-AM & FM/Columbia, SC



Rich Michaels  
WVIC-AM & FM/Lansing



Charlie Boone & Roger Erickson  
WCCO/Minneapolis

1. **WIVK-AM & FM/Knoxville (Ctr)** 37.3  
*Claude Tomlinson*
2. **WTIC/Hartford (AC)** 29.0  
*Bob Steele*
3. **KMOX/St. Louis (Talk)** 28.6  
*Bob Hardy, Bill Wilkerson, Wendy Wiese*
4. **WTOD & WKKO/Toledo (Ctr)** 26.1  
*Jack Mitchell & Mary Beth*
5. **WCOS-AM & FM/Columbia, SC (Ctr)** 25.3  
*Steve Walker*
5. **WVIC-AM & FM/Lansing (CHR)** 25.3  
*Rich Michaels*
7. **KGBT/McAllen-Brownsville (Span)** 24.2  
*Jorge Juillen, Hugo De La Cruz*
8. **KFAB/Omaha-Council Bluffs (AC)** 24.0  
*Don Cole, Walt Kavanagh, Kent Pavelka*
9. **WICC/Bridgeport (AC)** 23.9  
*Jim & Joanne Crossan*
10. **WNNK/Harrisburg (CHR)** 23.0  
*Tim Burns, Dan Kamal, Dennis Edwards*
11. **WKSJ-AM & FM /Mobile (Ctr)** 22.9  
*Wayne Gardner & Bill Dotson*
12. **WHAS/Louisville (AC)** 22.8  
*Wayne Perkey*
13. **WIKS/Coastal North Carolina (UC)** 22.6  
*Anthony McSwain*
14. **WXBQ/Johnson City (Ctr)** 22.5  
*Dave Carter*
15. **WXLK/Roanoke-Lynchburg (CHR)** 21.7  
*Larry Dowdy*
16. **KDKA/Pittsburgh (AC)** 21.0  
*John Cigna & The K-Team*
17. **KSSN/Little Rock (Ctr)** 20.7  
*Bob Robbins*
18. **WFBQ/Indianapolis (AOR)** 20.4  
*Bob & Tom*
19. **WYNK-AM & FM/Baton Rouge (Ctr)** 20.4  
*Kenny Hazelette*
20. **WRVA/Richmond (AC)** 20.1  
*Alden Aaroe & Tim Timberlake*
21. **WHOT-AM & FM/Youngstown (CHR)** 19.8  
*A.C. McCullough*
22. **KRQQ/Tucson (CHR)** 19.6  
*Mike Elliot, Jordan McKenzie, Tom Boyd*
23. **WCCO/Minneapolis (AC)** 19.5  
*Charlie Boone & Roger Erickson*
24. **WRBQ-AM & FM/Tampa-St. Petersburg (CHR)** 19.4  
*Cleveland Wheeler, Jack Harris, & The Q-Zoo*
25. **KSSK/Honolulu (AC)** 19.3  
*Michael W. Perry & Larry Price*
25. **WTQR/Greensboro-Winston Salem (Ctr)** 19.3  
*Dale Mitchell & Aunt Louise*



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**WJHM FM • Orlando**

**WROQ FM • Charlotte**



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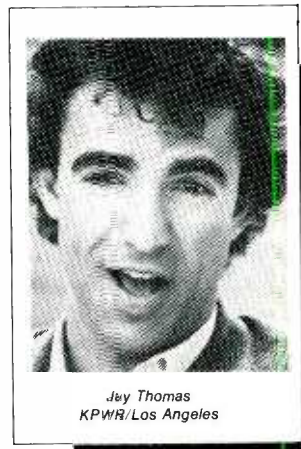
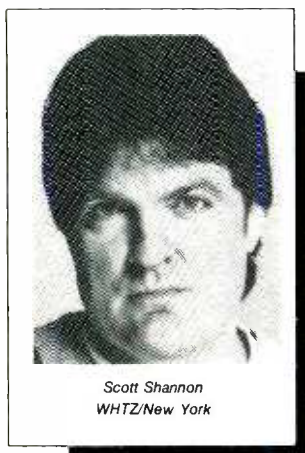
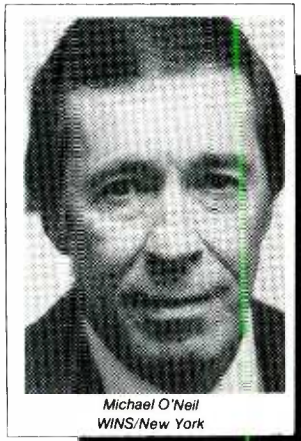
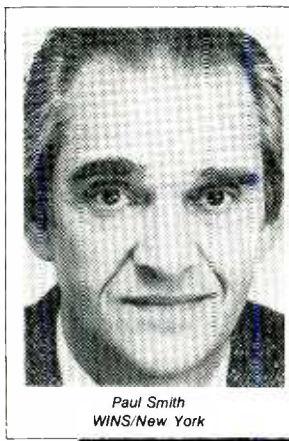
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**The Momentum's Building.**

# DRIVETIME DOMINATORS

## AM Drive/Top 25

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

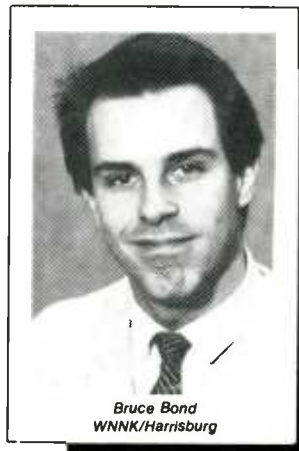
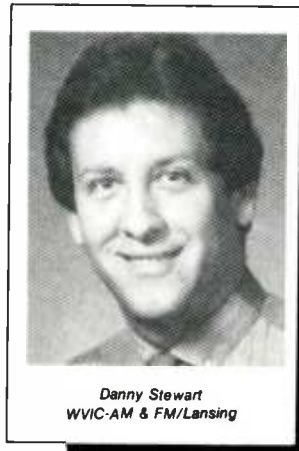
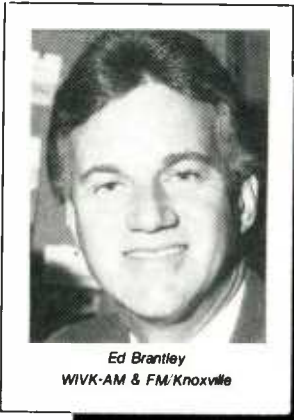


1. **WINS/New York (News)** 1,778,900  
*Paul Smith, Michael O'Neil, Jim McGiffert*
2. **WHTZ/New York (CHR)** 1,517,800  
*Scott Shannon, Ross Brittain*
3. **WCBS/New York (News)** 1,180,600  
*Jim Donnelly, Robert Vaughn*
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,173,600  
*Rick Dees, Charleye Wright, Liz Fulton, Chuck Street*
5. **WWPR/New York (CHR)** 1,160,200  
*Jim Kerr & The Morning Crew*
6. **KPRW/Los Angeles (CHR)** 976,500  
*Jay Thomas, Jayne Johnson, Monica Brooks*
7. **WOR/New York (Talk)** 952,800  
*John A. Gambling & John R. Gambling*
8. **WGN/Chicago (Talk)** 878,200  
*Bob Collins*
9. **WXRK/New York (G/CR)** 855,100  
*Howard Stern*
10. **WBBM/Chicago (News)** 845,200  
*Felicia Middlebrooks, John Hultman*
11. **KYW/Philadelphia (News)** 807,100  
*Pat Famack, Harry Donahue, Gene Scott*
12. **WPAT-AM & FM/New York (B/EZ)** 778,000  
*Dell De Montreux*
13. **WCBS-FM/New York (Gold)** 769,800  
*Harry Harrison, Ron Lundy*
14. **WLTW/New York (AC)** 747,800  
*Batt Johnson*
15. **WLUP-AM & FM/Chicago (AOR)** 725,300  
*Johnathon Brandmeier*
16. **WNEW-FM/New York (AOR)** 715,200  
*Dave Herman*
17. **KABC/Los Angeles (Talk)** 696,500  
*Ken Minyard & Bob Arthur*
18. **WGCI-AM & FM/Chicago (UC)** 696,100  
*Doug Banks with Banks & Company*
19. **WRKS/New York (UC)** 692,000  
*Carol Ford & Mike Love*
20. **WNSR/New York (AC)** 647,700  
*Bill Neil, Ted David*
21. **KFWB/Los Angeles (News)** 641,000  
*Charlie Brailer, John Leisher, Stan Bohrman*
22. **WQHT/New York (CHR)** 636,900  
*John Monds*
23. **KLOS/Los Angeles (AOR)** 597,300  
*Mark & Brian*
24. **KNX/Los Angeles (News)** 593,100  
*Dave Zorn, Jack Salvatore*
25. **KGO/San Francisco (N/T)** 574,800  
*Jim Dunbar, Ted Wygant*

# DRIVETIME DOMINATORS

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

## PM Drive/Top 25



1. **WIVK-AM & FM/Knoxville (Ctry)** 33.4  
*Ed Brantley*
2. **WVIC-AM & FM/Lansing (CHR)** 24.2  
*Danny Stewart*
3. **WQUT/Johnson City (CHR)** 24.0  
*Steve Taylor*
4. **WIOG/Flint (CHR)** 23.8  
*Rick Donahue*
5. **WNNK/Harrisburg (CHR)** 23.2  
*Bruce Bond*
6. **KGBT/McAllen-Brownsville (Span)** 22.4  
*Hugo De La Cruz, Ramon Telles*
7. **KRQQ/Tucson (CHR)** 22.2  
*Jeff Davis*
8. **WSKZ/Chattanooga (CHR)** 20.9  
*Mike Allison*
9. **WIKS/Coastal North Carolina (UC)** 20.7  
*Ceacer Gooding*
10. **KMOX/St. Louis (Talk)** 20.4  
*Bruce Bradley, Anne Keefe*
11. **WCOS-AM & FM/Columbia, SC (Ctry)** 19.7  
*Doug Enlow*
11. **WXLK/Roanoke-Lynchburg (CHR)** 19.7  
*Eddie Haskell*
13. **KZZU/Spokane (CHR)** 19.3  
*Ken Hopkins*
13. **WAPE-AM & FM/Jacksonville (CHR)** 19.3  
*Chris Trane*
15. **WRBQ-AM & FM/Tampa-St. Petersburg (CHR)** 19.1  
*Mason Dixon*
16. **KEZO-AM & FM/Omaha-Council Bluffs (AOR)** 18.7  
*Joe Blood*
16. **KSSN/Little Rock (Ctry)** 18.7  
*Phil Hunt*
16. **WXBQ/Johnson City (Ctry)** 18.7  
*Bill Haty*
16. **WYNK-AM & FM/Baton Rouge (Ctry)** 18.7  
*Phil Williams*
20. **WDUV/Sarasota-Bradenton (B/EZ)** 18.2  
*Automated*
20. **WPRO-FM/Providence (CHR)** 18.2  
*David Simpson*
22. **WDZZ/Flint (UC)** 18.1  
*Gerold Jackson*
23. **WTQR/Greensboro-Winston-Salem (Ctry)** 17.7  
*Danny Hall*
24. **WIMZ-AM & FM/Knoxville (AOR)** 17.5  
*Commander Dave*
25. **WAMZ/Louisville (Ctry)** 17.3  
*Coyote Calhoun*

# Declining cost per point. Are the megareps to blame?

Over the past few years, a depressing thing happened on the way to the market.

In the top 10 markets, the aggregate cost per point for men 25-54 declined. (The numbers are adjusted for inflation.)

During that time, the megareps began to take control of a lot of radio inventory.

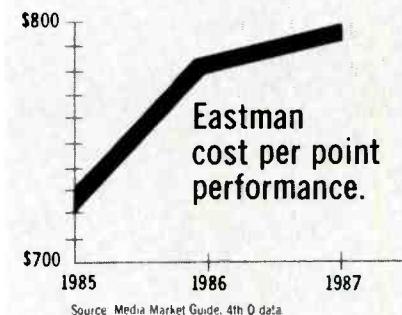
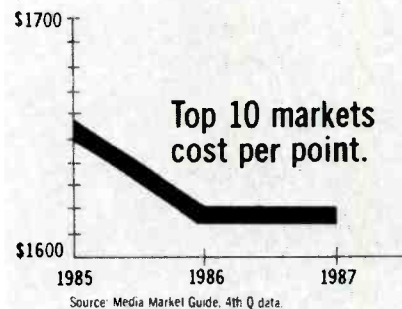
So we lay a large share of the blame for this decline at their feet.

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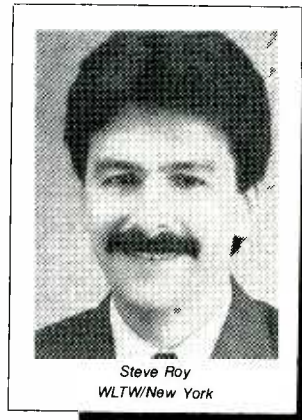
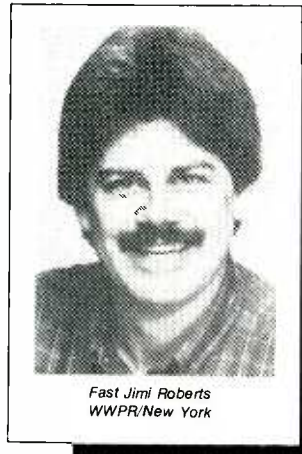


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13. **WRKS/New York (UC)** 698,700  
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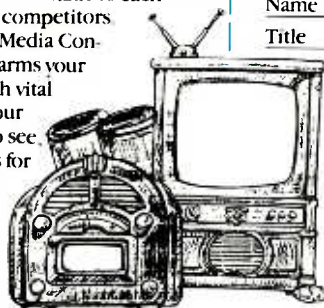
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Baltimore, MD 21209  
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Milwaukee, WI 53202  
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**Semper Barris**

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Washington, DC 20036  
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(702) 362-5412  
**Tim Ingstad**

**Baker Scott & Company**  
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Parsippany, NJ 07054  
(201) 263-3355  
FAX: (201) 263-9255  
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**Broadcast Job Services**  
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Rockville, MD 20850

**Broadcast Training Network**  
16212 Bothell-Everett Hwy., Ste. F111  
Mill Creek, WA 98012  
(206) 883-0882  
**Tom Mansfield**

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San Diego, CA 92104  
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**Steve Slutzah**

**Al Gordon Aircheck Service**  
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**Al Gordon**

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Birmingham, AL 35216  
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Los Angeles, CA 90067  
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**SAVE**

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Burbank, CA 91505  
(818) 846-4464

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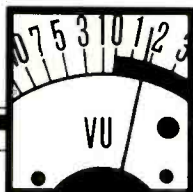
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**Westwood Personalities**

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FAX: (313) 524-2100

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**AEG Bayly, Inc.**

167 Hunt St.  
Ajax, Ontario  
Canada L1S 1P6  
(416) 683-8200

FAX: (416) 683-0186

**Allan Proctor**, GSM to Mgr.  
TP TR MO TA

**Agfa-Gevaert, Inc.**

100 Challenger Rd.  
Ridgefield Park, NJ 07660  
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**Joe Tibensky**  
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**AKG Acoustics, Inc.**

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Stamford, CT 06902  
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**S. Richard Ravich**, President  
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**Allen & Heath**

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Orange, CT 06477  
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FAX: (203) 795-6814

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**Allied Broadcast Equipment**

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Richmond, IN 47375  
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FAX: (317) 962-8961

**David Burns**

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**Allied Tower Company, Inc.**

12450 Old Galveston Rd.  
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FAX: (713) 486-6562

**Jeff Phillippe**, VP

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**Alpha Audio Acoustics**

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FAX: (804) 358-9496

**Eric Johnson**, VP

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340 Parkside Dr.  
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**Bob Pellino**, Area Sales Mgr.

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Seattle, WA 98103  
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FAX: (206) 547-6890

**Nigel Branwell**, President

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(303) 224-2248

**Mike Palmer**

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FAX: (215) 443-0394

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In Loving Memory

# MARTIN JOSEPH SHERRY, JR.

Vice President/General Manager WFOX-FM, Atlanta

October 7, 1945–July 25, 1988



## HIGH FLIGHT

Oh! I have slipped the surly bonds of Earth  
And danced the skies on laughter-silvered wings;  
Sunward I've climbed, and joined the tumbling  
mirth

Of sun-split clouds—and done a hundred things  
You have not dreamed of—wheeled and soared  
and swung

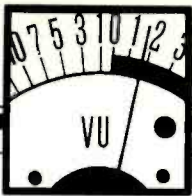
High in the sunlit silence. Hov'ring there,  
I've chased the shouting wind along, and flung  
My eager craft through footless halls of air.

Up, up the long, delirious, burning blue  
I've topped the windswept heights with easy  
grace

Where never lark, or even eagle flew  
And, while with silent, lifting mind I've trod  
The high untrespassed sanctity of space,  
Put out my hand, and touched the face of God.



MAJOR MARKET RADIO



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FAX: (801) 262-4966  
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Stow, OH 44224  
(216) 686-2600  
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**Jon R. Kelly, President**  
**Ken Reichel, VP**  
**Mark Taylor, GM, Product Division**  
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Memphis, TN 38118-0838  
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**Bob Jones, Mgr., Tapecaster**  
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**Auratone Corporation**  
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(316) 687-4444

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(217) 224-9600  
FAX: (217) 224-9607  
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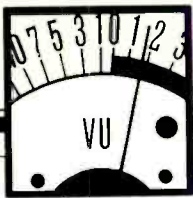
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Tacoma, WA 98466  
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CR = Cart Deck  
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E = Equalizers  
EFX = Effects, Reverbs, Digital Delay  
H = Headphones  
L = Loudspeakers  
M = Microphones  
MO = Monitoring Equipment  
NR = Noise Reduction  
P = Audio Processors: On-Air & Production  
RC = Recording Tapes/Cart Tape  
T = Turntables & Accessories  
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**Scott Berdell**  
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**Sue Simone, Acct Mgr.**  
**Toni Wilson, Acct Mgr.**

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100 Potrero Ave.  
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**Bob Cavanaugh**  
NR P

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5221 Collier Pl.  
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**Kay Dorrough**  
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600 Cecil St.  
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**Tammie Blackman-Brown**  
E L M MO

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FAX: (213) 322-9035  
**Bob Mayers**  
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**Gill Griffith**  
CL EFX P

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FAX: (609) 235-7779  
**Jack Ducart, Sales Dir.**  
CR RC

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**Mark Cohen, VP, Sales & Mktg.**  
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FAX: (801) 977-0087  
**Gary Crowder, Sales**  
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FAX: (217) 222-7041  
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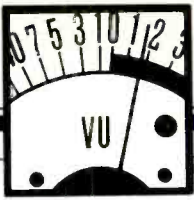
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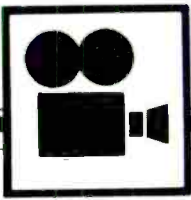
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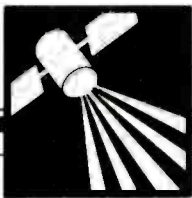
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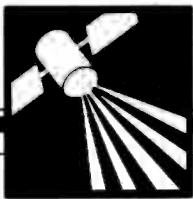


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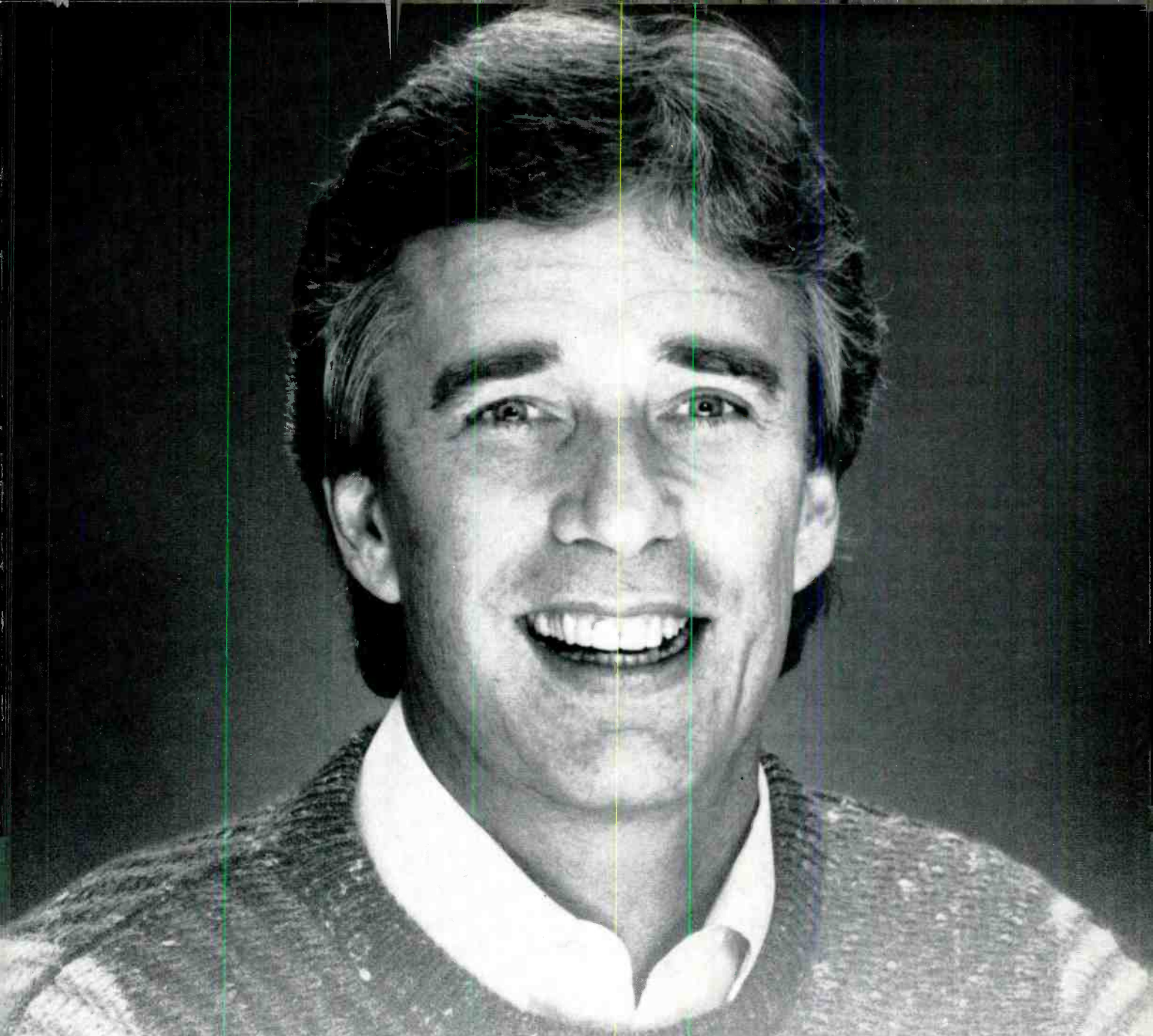
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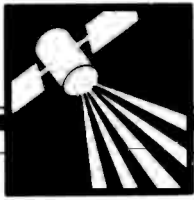
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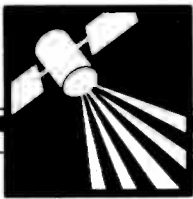
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(818) 848-1497

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Birmingham, MI 48009  
(313) 433-3742

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FAX: (901) 320-4229

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**Zack Hernandez, Sr. VP/Broadcast Producer**

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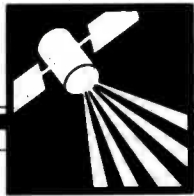
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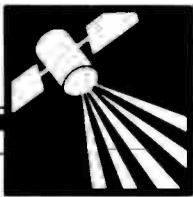
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FAX: (213) 394-8852

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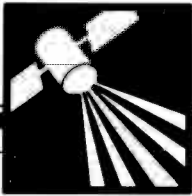
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Wheatley Heights, NY 11798  
(212) 402-1236 (516) 491-5368  
**Ken Webb, President**

## **Weedeck Radio Network**

1516 Crossroads of the World  
Hollywood, CA 90028  
(800) 548-7474 (213) 462-5922  
**Lloyd Heaney, President**

## **Weemaway Amusement Co.**

5981 S. Tabor St.  
Littleton, CO 80127  
**Keith Hughes, Principal**

## **Western Front Broadcasting**

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



## **Westwood One, Inc.**

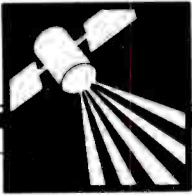
9540 Washington Blvd.  
Culver City, CA 90232  
(213) 204-5000  
FAX: (213) 204-4375  
**Thom Ferro, VP/GM**

## **Westwood One/NBC's 'The Source'**

9540 Washington  
Culver City, CA 90232  
(213) 204-5000  
**Steve Soule, VP/GM**







# PROGRAM SUPPLIERS & NETWORKS

## **WFMT Fine Arts Network**

303 E. Wacker Dr.  
Chicago, IL 60601  
(312) 565-5005  
FAX: (312) 565-5169  
**Ray Nordstrand, President**

## **Wheeler-Lewis Productions**

2899 Agoura Rd.  
Ste. 390  
Westlake Village, CA 91361  
(805) 492-0546  
**Mark Wheeler**

## **Gary Whiteaker Corp.**

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

## **Wide World Network**

1825 K St. N.W., 6th Fl.  
Washington, DC 20006  
(800) 821-4747  
**Pat Hazan, Marketing Exec.**

## **Willie's Comedy Shack & Burger Emporium**

11A Galley Ave  
Toronto, Ontario M6R 1G9  
(416) 539-9734  
**Tim McLarty, Producer/Owner**

## **Bob Wood Organization**

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

## **World Beat**

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

## **World Space Report**

P.O. Box 3803  
Stamford, CT 06905  
(203) 329-1992 (800) 622-1992  
**Michael Pellechia**

## **Wright Radio Services**

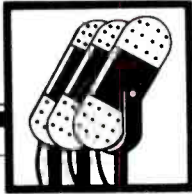
PO Box 1916  
Orangeburg, SC 29116  
(803) 531-1150  
**Stu Wright**



Winton Communications Group Inc.

## **Winton Communications**

4102 W. Linebaugh Ave.  
Ste. 210  
Tampa, FL 33624  
(813) 962-2336  
**Ed Winton**



# RADIO GROUP OWNERS

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800 5th Ave., Ste. 3770  
Seattle, WA 98104  
(206) 624-2888  
**Barry Ackerly, President**  
Seattle, WA  
Portland, OR

KJR  
KSGO & KGON

## **Adams Communications**

600 Cleveland St., Ste. 760  
Clearwater, FL 34615  
(813) 449-1500  
FAX: (813) 447-8988

## **Matt Mills, President, Radio Div.**

St Louis, MO  
Memphis, TN  
Grand Rapids, MI  
Phoenix, AZ  
San Antonio, TX  
Seattle, WA

WRTH & KEZK  
WDIA & WHRK  
WLAV-AM & FM  
KOOL-AM & FM  
KISS  
KJET & KZOK

## **Albimar Communications**

60 State St., Ste 550  
Boston, MA 02109  
(617) 742-4910  
FAX: (617) 742-2410  
**Skip Finley, President**  
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  
Houston, TX  
Milwaukee, WI

KACE  
KYOK  
WLUM & WAWA

## **Alleghney Mountain Network**

P.O. Box 204  
State College, PA 16804  
(814) 238-0792

## **Cary Simpson, President**

Johnstown, PA  
Bellefonte, PA  
Coudersport, PA  
St. Mary's-Ridgway, PA  
Tyrone State College, PA  
Wellsboro, PA

WIIQ  
WBLF  
WFRM-AM & FM  
WKBI-AM & FM  
WTRN & WGMR  
WNBT-AM & FM

## **American Media, Inc.**

1700 Montgomery, Ste. 324  
San Francisco, CA 94111  
(415) 397-1000, (516) 475-5200  
FAX: (415) 397-1223, (516) 475-5211

## **Art Kern, Chairman**

## **Alan Beck, President, NY Division**

Long Island, NY  
Cincinnati, OH  
Orlando, FL  
Tucson, AZ  
Riverside-  
San Bernardino, CA

WALK-AM & FM  
KSMG  
WQCL  
KWFM & KCEE  
KMN & KGGI

## **Anchor Media**

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

## **FAX: (813) 576-3851**

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Dallas, TX  
Albuquerque, NM  
Las Vegas, NV

KLDD & KZEW  
KZSS & KZRR  
KORK & KYRK

## **Anderson Stations**

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

## **George Anderson, President**

Denver, CO  
Newton, KS  
Scott City, KS  
Columbus, NE

KRKS  
KJRG & KOEZ  
KFLA & KEZU  
KJSK & KLIR

## **Astor Broadcast Group**

1623 Fifth Ave.  
San Rafael, CA 94941  
(415) 456-1510  
FAX: (415) 456-7261

## **Art Astor, President**

San Rafael, CA  
Orange, CA  
Escondido, CA

KTIM & KTID  
KIKF  
KOW-AM & FM



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40 Beach St, Ste. 200  
Manchester, MA 01944  
(508) 526-8132

**Eric B. Schultz**, President

**James T. Herron**

Rochester, NY WEZO & WRMM

## **Bahakel Communications**

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

**Cy N. Bahakel**, President

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

## **Barnstable Broadcasting, Inc.**

125 Technology Dr.  
P.O. Box 9042  
Waltham, MA 02254-9042  
(617) 647-1777, (617) 647-0608  
FAX: (617) 647-2621

**David S. Gingold**, President

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

Hempstead, NY WHLI & WKJY  
Harrisburg, PA WMSP  
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

FAX: (919) 734-1908

**George Beasley**, President

Philadelphia, PA WXTU & WTEL  
Mobile, AL WILT & WBLX  
Evansville, IL WYNG  
Conway, SC WLAT & WYAV  
Charlotte, NC WCKZ-AM & FM  
Fayetteville, NC WFAI & WKML  
Reidsville, NC WBIG  
Kinston, NC WFTC & WRNS  
Miami, FL WPOW  
Ft. Myers, FL WRXK & WWAM  
Chicago, IL WMRO & WYSY  
Little Rock, AK KAAZ

## **Bloomington Broadcasting Corp.**

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

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Chattanooga, TN WGOW & WSKZ  
Johnson City-Kingsport-  
Bristol, TN WJCW & WQUT  
Bloomington, IL WJBC & WBNQ

## **Bonneville International**

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

FAX: (801) 575-7548

**Rodney H. Brady**, President

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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

FAX: (313) 965-1160

**John Booth**, President

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

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

**Alan Brill**, President

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

## **The Broadcast Group**

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

**Walter Wolpin**, President

Detroit, MI WCAR  
Phoenix, AZ KYFI & KKFR

## **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 7953  
Lawton, OK 73506-1953  
(405) 536-9530

**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**, President

**Michael Brown**, VP

San Diego, CA KPOP & KGB  
Sacramento, CA KXOA-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

FAX: (203) 622-7341

**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

FAX: (212) 887-5533

**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

FAX: (919) 821-8554

**Jim Goodman**, President

**Jon Coleman**, VP

Richmond, VA WRNL & WRXL  
Raleigh, NC WRAL  
Orlando-Cocoa Beach, WSTF  
Baltimore, MD WWMX  
Norfolk-Virginia Beach WNVZ



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917 Western America Circle, Ste. 500  
Mobile, AL 36609  
(205) 343-1000  
FAX: (205) 344-6006  
**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 KQFX

## Caravelle Broadcast Group

212 S. Tryon St.  
Charlotte, NC 28281  
(703) 333-6062  
**Howard Schrott, President**  
**Robert Beacham CEO**

New Bern-  
New Coastal, NC WSFL-AM & FM  
Kokomo, IN WIOU & WZWZ  
Charleston, SC WKCN & WDXZ  
Rutland, VA WJJR

## Cariboo Central Interior Radio

1940 Third Avenue  
Prince George, British Columbia  
Canada V2M 1G7  
(604) 564-2524  
FAX: (604) 563-6218  
**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 CKCQ  
Smithers, BC CFBV  
Vanderhoof, BC CIVH &  
CIBC-FM-1  
Williams Lake, BC CKWL

## Carlson Communications International

P.O. 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  
FAX: (212) 975-3285

**Nancy C. Widmann, President Radio Div**  
New York, NY WCBS-AM & FM  
Los Angeles, CA KNX-AM & FM  
Chicago, IL WEBM-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.

P.O. 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 W3AT  
Bedford, IN WBIW & WQRK

## Century Broadcasting

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

**George A. Collias, President**  
Chicago, IL WXEZ-AM & FM  
San Francisco, CA KMEL  
Denver, CO KYBG & KADX  
St. Petersburg, FL WLFF

## Citadel Communications

3200 N. Central, Ste. 1990  
Phoenix, AZ 85012  
(602) 263-5675  
FAX: (602) 266-5013

**Fritz Beesemyer, President**  
Billings, MT KCTR-AM & FM  
Colorado Springs, CO KKFM  
Bozeman, MT KBOZ-AM & FM  
Salt Lake City, UT KLZX & KUTR

## CKO, Inc.

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

**Stan M. Stewart, President**

**Peter J. Jackman, Exec. VP/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., Ste. 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 KTOK & KJYO  
Tulsa, OK KAKC & KMOD  
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  
FAX: (801) 538-5690

**Homer K. Peterson, Exec. VP**  
Salt Lake City, UT KALL & KLCY  
Idaho Falls, ID KUPI-AM & FM  
Vernal, UT KVEL & KUIN

## Communications Properties, Inc.

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

**Philip Kelly, President**  
**Kevin Kelly, GM**  
Albert Lea, MN KATE & KCPI  
Dubuque, IA WDBQ & KLYV

## Community Pacific Broadcasting Corp.

933 N. Main St.  
Salinas, CA 93906  
(408) 424-1428  
FAX: (408) 757-8610

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Salinas-Monterey-  
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, Ste. 1  
Sausalito, CA 94965  
(415) 331-2345

**Frederic W. Constant, President**  
FAX: (415) 331-2352  
Eugene, OR KLCX & KDUK  
Reno, NV KOLO & KWNZ  
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## Cook Inlet Radio Partners

6301 Ivy Lane  
Greenbelt, MD 20770  
(301) 441-3500

FAX: (301) 982-0981

**Dan Mason, President**

Boston, MA WZLX  
Houston, TX KFMK  
Seattle, WA KUBE  
Washington, D.C. WPGC-AM & FM  
Atlanta, GA WGZC  
Chicago, IL WUSN  
Phoenix, AZ KOPA & KSLX  
Provo-Salt Lake City, UT KFMV-AM & FM



# RADIO GROUP OWNERS

**Cox Enterprises, Inc.**  
1400 Lake Hearn Drive, NE  
Atlanta, GA 30319  
(404) 843-5242  
FAX: (404) 843-5127

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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.**  
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Jackson-Lansing, MI WIBM-AM & FM  
Wheeling, WV WKWK & WEEL  
Murphysboro, IL WTAO  
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**Crawford Broadcasting**  
P.O. Box 86  
Flourtown, PA 19031  
(215) 628-3500

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Orange County, CA KBRT  
Hammond (Chicago), IL WYCA  
Detroit, MI WMUZ  
Dallas, TX KPBC  
Buffalo WDCX  
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**Davis-Weaver Broadcasting**  
P.O. Box 21248  
San Jose, CA 95151  
(602) 265-0597

**Phillip C. Davis, President**  
San Jose, CA KLOK  
Fresno, CA KFIG-AM & FM

**DEE Rivers Group**  
P.O. 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

**Deer River Group**  
2000 L Street N.W., Ste. 200  
Washington, DC 20036  
(202) 659-3331

**Robin Martin  
Jay Williams**

**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

**John Ott, GM**  
Columbia, MO KTGR & KCMQ

**Eastern Broadcasting**  
1875 Connecticut Ave. NW  
Washington, DC 20009  
(202) 387-0661  
FAX: (202) 387-1227

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Hershey, PA WRKZ  
Springfield, IL WCVS & WFMB  
Easton, PA WEST & WLEV  
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**Edens Broadcasting**  
840 N. Central Ave.  
Phoenix, AZ 85004  
(602) 258-5293  
FAX: (602) 256-7821

**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

**Emmis Broadcasting**  
1099 N. Meridian St., Ste. 1197  
Indianapolis, IN 46204  
(317) 266-0100  
FAX: (317) 631-3750

**Jeff Smulyan, President**  
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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  
FAX: (215) 667-1326

**Joe Field, President**  
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Houston, TX KLDE  
Pittsburgh, PA WEEP & WDSY  
Seattle-Tacoma, WA KTAC & KBRD  
Minneapolis-St. Paul, MN WAYL-AM & FM  
Tampa, FL WXCR  
Gainesville-Ocala, FL WKTK

**Evergreen Media Corporation**  
545 E. John Carpenter Frwy., Ste. 1420  
Irving, TX 75062  
(214) 869-9020  
FAX: (214) 869-3671

**Scott Ginsburg, President/CEO**  
Jacksonville, FL WAPE-AM & FM  
Coral Gables, FL WWCG  
Chicago, IL WLUP-AM & FM  
Dallas, TX KHYI

**EZ Communications**  
10800 Main St.  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000  
FAX: (703) 934-1200

**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 KRK-AM & FM  
Jacksonville, FL WOKV & WAIV  
Fresno, CA KFYE

**Fairfield Broadcasting Co.**  
4200 W. Main St.  
Kalamazoo, MI 49007  
(616) 385-2757  
FAX: (616) 345-1436

**Stephen C. Trivers, President**  
Kalamazoo, MI WQLR & WQSN  
Fort Wayne, IN WEZV & WEZR

**Fairmount Communications Company**  
700 Montgomery St.  
San Francisco, CA 94111  
(415) 956-5101

**John Hayes, President**  
San Francisco, CA KIOI  
Detroit, MI WMTG & WNIC  
Nashville, TN WLAC-AM & FM  
Albuquerque, NM KKOB-AM & FM





# RADIO GROUP OWNERS

## Great Trails Broadcasting

717 E. David Rd.  
Dayton, OH 45429  
(513) 294-3333  
FAX: (513) 297-5238

### Alexander Williams, President

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

## Greater Media, Inc.

Two Kennedy Blvd.  
East Brunswick, NJ 08816  
(201) 247-6161  
FAX: (201) 247-0215

### 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 WGSN & WCTO  
New Brunswick, NJ WCTC & WMGQ

## Group W Radio

888 Seventh Ave.  
New York, NY 10106  
(212) 307-3665  
FAX: (212) 307-3110

### 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 & KAER  
Chicago, IL WMAQ

## Grundy Broadcasting Co.

804 First St.  
Grundy Center, IA 50638  
FAX: (515) 752-7499

### Dean Osmundson, GM

Grundy Center, IA KGCI

## 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

Burlington, IA KBUR & KGRS  
Garden City, KS KIUL  
Grand Island, NE KRGI  
Leoti, KS KWKR

## Hearst Broadcasting Group

959 8th Ave.  
New York, NY 10019  
(212) 649-2300  
FAX: (212) 489-2314

### John Conomikes, VP,

Hearst Corp/GM, Brcdst  
Pittsburgh, PA WTAE & WHTX  
Baltimore, MD WBAL & WIYY  
Milwaukee, WI WISN & WLTX  
San Juan, PR WAPA

## Hedberg Broadcasting Group

P.O. 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  
FAX: (415) 285-3592

### Charlton Buckley, President

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Riverside-  
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, Ste. 1500  
13355 Noel Rd.  
Dallas, TX 75240  
(214) 702-7380  
FAX: (214) 702-7382

### James Hoak, Chairman

### David Walthall, President, Broadcasting

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

## Hoker Broadcasting, Inc.

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

### Jay Hoker, President

Kansas City, MO KCFX  
Jacksonville, FL WRXJ & WCRJ  
Cincinnati, OH WLLT  
Detroit, MI WDTX

## The Home News Company

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

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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  
FAX: (612) 642-4172

### Stanley S. Hubbard, President

Minneapolis-St. Paul KSTP-AM & FM

## Humber Valley Broadcasting Co., Ltd.

P.O. 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, President/CEO

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  
Detroit, MI WOMC

## Tom Ingstad Broadcast Group

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

### Tom Ingstad, President

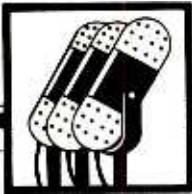
Breckenridge, MN KBMW & KLTA  
Iowa City, IA KXIC & KKRQ  
Rapid City, SD KIMM & KGGG  
Anchorage, AK KPXR  
Yakima, WA KIT & KATS

## Inner City Broadcasting

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

### Pierre Sutton, President

New York, NY WLIB & WBLS  
San Francisco, CA KBLX-AM & FM  
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# RADIO GROUP OWNERS

## JACOR Communications, Inc.

1300 Central Trust Center  
201 E. 5th St.  
Cincinnati OH 45202  
(513) 621-1300

FAX: (513) 621-0090

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

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

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  
Tampa, FL WFLA & WFLZ

## JAG Communications, Inc.

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

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

**Morton I. Hamburg, President/COO**

Norfolk, VA WFOG  
Baltimore, MD WLIF

## Jefferson-Pilot Communications

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

FAX: (704) 374-3889

**Joe Young, Exec. VP**

Miami, FL WNWS & WLYF  
Atlanta, GA WQXI-AM & FM  
San Diego, CA KSON-AM & FM  
Denver, CO KYGO-AM & FM  
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  
Kingtree, SC WDKD & WWKT  
Milledgeville, GA WMVG & WKZR

## Jones Eastern Radio, Inc.

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

FAX: (803) 577-2477

**C.J. Jones, President**

**Carolyn Jones SVP**  
Charleston, SC WWHT-AM & FM  
Myrtle Beach, SC WYAK-AM & FM  
Wilmington, NC WVBS-AM & FM  
Nags Head, NC WRSF

## Joyner Communications, Inc.

125 Edinburgh S., Ste. 201  
Cary, NC 27511  
(919) 469-8383

FAX: (919) 469-8136

**A. Thomas Joyner, President**

New Bern, NC WIKS  
South Hill, VA WQOK  
Raleigh, NC WMVA AM & FM  
Martinsville-Roanoke WZFX  
Whiteville-Fayetteville

## Kaye-Smith Radio

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

FAX: (206) 451-0294

**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, IN WOFR & WCHO  
Normal, IL WMLA-AM & FM  
LeRoy, IL WMLA-AM & FM

## Keymarket Group

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

FAX: (803) 278-4645

**Kerby Confer, President**

Detroit, MI WLTI  
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**

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 WIEZF

## Kuiper Stations

399 Garfield S.W.  
P.O. Box 1808  
Grand Rapids, MI 49501  
(616) 452-WFUR

**William E. Kuiper, Sr., President**

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

## Lakeland Broadcasting Company

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

**Steven Linder, VP/GM**

Willmar, MN KWLM & KQIC

## Legacy Broadcasting, Inc.

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

FAX: (213) 465-4736

**Cari E. Hirsch, Co-Chairman,  
President & CEO**

Los Angeles, CA KJOI  
Detroit, MI WLLZ  
Minneapolis, MN KDWB-AM & FM  
Denver, CO KHOW & KSYU  
Houston, TX KILT-AM & FM  
Washington, DC WCPT & WCXR  
New York, NY WNEW-AM & FM  
Philadelphia, PA WMMR

## 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

**James Jensen, President**

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

## The Lincoln Group, Ltd.

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

**Albert 'Bud' Wertheimer, President**

Buffalo, NY WBUF  
Rochester, NY WWOR & WHAM  
Salem, OH WQXK & WSOM



# RADIO GROUP OWNERS

**Lotus Communications**  
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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 & WKCC  
Cadillac, MI WATT & WWLZ  
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**Magic Broadcasting Companies**  
c/o WDEN  
P.O. Box 46  
Macon, GA 31297  
(912) 745-3383

**Donald G. McCoy, President**  
**Douglas M. Grimm, Exec. VP**  
Macon, GA WDEN-AM & FM  
Montgomery, AL WREZ & WSYA  
Myrtle Beach, SC WJYR-FM

**Mairite Communications Group**  
1200 Statter Office Tower  
Cleveland, OH 44115  
(216) 781-3010  
FAX: (216) 781-6140

**Gil Rosenwald, President, Radio Div.**  
New York, NY WHTZ  
Los Angeles, CA KLAC & KZLA  
San Francisco, CA KNEW & KSAN  
Houston, TX KKHT  
Minneapolis, MN WDG & KEEY  
Cleveland, OH WHK & WMMS  
Philadelphia, PA WEGX

**McCormick Broadcasting Corporation**  
Four Seasons Place  
220 Boylston St., Ste. 8012  
Boston, MA 02116  
(617) 426-2959

**Bill McCormick, President**

**McKenna Radio Stations**  
Hudson Investment Corp.  
Three Metro Center, Ste. 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., Ste. 1876  
Chicago, IL 60604  
(312) 346-7900  
FAX: (312) 346-0904

**John W. Hough, President**  
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

**Metro-Net, Inc.**  
P.O. Box 466  
Brookline Village, MA 02147-0466  
**Richard Borel**

**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  
Dallas, TX KRLD  
Tampa, FL WWBA

**Meyer Communications, Inc.**  
P.O. Box 3676  
Springfield, MO 65808  
(417) 862-3990  
FAX: (417) 869-7675

**Kenneth Meyer, President**  
Springfield, MO KTXR  
Fulton, MO KKCA & KFAL  
Kennett, MO KBOA & KTMO  
Lexington, MO KLEX & KCAC

**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 KIZM-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, IA KIOA & KDWZ  
Hibbing, MN WKKQ & WTBX  
Green Bay, WI WGEE & WIXX  
Wausau, WI WRIG & WDEZ  
Lincoln, NE KLMS & KFMO

**Moffat Communications, Ltd.**  
CKY Building, Third Floor  
Polo Park  
Winnipeg, Manitoba R3G 0L7  
(204) 774-2461  
FAX: (204) 956-2710

**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, VP 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  
Dixon Mills, AL WMBV

**Mortenson Broadcasting**  
333 W. Vine St.  
Vine Center, Ste. 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  
Denver, CO KLTT

**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  
FAX: (803) 298-4271

**Greg Anderson, Exec. VP**  
Milwaukee, WI WEZW  
Greenville, SC WFBC-AM & FM  
Shreveport, LA KEEL & KITT  
Macon, GA WMAZ & WAYS





# RADIO GROUP OWNERS

## Nationwide Communications

One Nationwide Plaza  
Columbus, OH 43216  
(614) 249-7676  
FAX: (614) 249-6995

**Steve Berger, VP, Radio**

Baltimore, MD  
Cleveland, OH  
Phoenix, AZ  
San Jose, CA  
Columbus, OH  
Sacramento, CA  
Winston-Salem, NC  
Orlando, FL  
Tucson, AZ  
Seattle, WA  
Las Vegas, NV

WPOC  
WGAR-AM & FM  
KZZP-AM & FM  
KWSS  
WNCI  
KZAP  
WKZL  
WBJW-AM & FM  
KNST & KRQQ  
KISW  
KRSR & KLUC

## NBC Radio Stations

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

**Randy Bongarten, President**

New York, NY  
Chicago, IL  
San Francisco, CA  
Boston, MA  
Washington, DC

WNBC & WYNY  
WKQX  
KNBR & KYUU  
WNJB  
WKYS

## NewCity Communications

10 Middle St.  
Bridgeport, CT 06604  
(203) 333-4800  
FAX: (203) 367-9346

**Dick Ferguson, President**

Atlanta-Gainseville, FL  
Birmingham, AL  
Orlando, FL  
Syracuse, NY  
Bridgeport, CT  
Worcester, MA  
Tulsa, OK  
San Antonio, TX  
Oklahoma City, OK

WYAY  
WZZK-AM & FM  
WDBO & WWKA  
WSYR & WYYY  
WEZN  
WFTQ & WAAF  
KRMG & KWEN  
KKYX & KCYY  
KKNG

## NewMarket Media Corp.

875 W. Fifth St.  
Winston-Salem, NC 27101  
(919) 777-3905  
FAX: (919) 777-3930

**Pete Schulte, President./COO**

Winston-Salem, NC  
Memphis, TN  
Oklahoma City, OK

WSJS & WTQR  
WREC & WEGR  
KXXY-AM & FM

## Nininger Stations

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

**W.L. Nininger, President**

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Bristol, VA  
Henderson, KY  
Paducah, KY

WQBE-AM & FM  
WFHG & WXBQ  
WKDQ  
WKYX & WKYQ

## Noalmark Broadcasting

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

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

Fayetteville, AR  
Hobbs, NM  
Hot Springs, AR  
Kilgore, TX  
El Dorado, AR

KKIX  
KYKK & KZOR  
KIXT & KLAZ  
KTXC & KKTX  
KELD & KAYZ

## Noble Broadcast Group

4891 Pacific Hwy.  
San Diego, CA 92110  
(619) 291-8510

FAX: (619) 294-9363

**John Lynch, CEO/President**

**Norm Feuer, COO**

Boston, MA  
New Haven, CT  
Long Island, NY  
Kansas City, MO  
Denver, CO  
San Diego, CA  
Toledo, OH  
St. Louis, MO  
Houston, TX  
Seattle, WA

WSSH-AM & FM  
WKCI & WAVZ  
WBAB-AM & FM  
WBEQ-AM & FM  
KBCO-AM & FM  
XTRA-AM & FM  
WMHE  
KMJM  
KMJQ  
KVGI & KIXI

## Northstar Broadcasting

600 W. Cavanaugh  
Lansing, MI 49810  
(517) 393-1320

**Michael Delier, COO**

Lansing, MI  
Rockford, IL

WILS-AM & FM  
WYBR-AM & FM

## Northwestern College Radio Network

3003 N. Snelling Ave.  
Roseville, MN 55113  
(612) 631-5010

**Paul Ramseyer, Exec. Dir., Radio Network**

Minneapolis, MN  
Madison, WI  
Duluth, MN  
Waterloo, IA  
 Fargo, ND  
Sioux Falls, SD

KTIS-AM & FM  
WNWC  
KDNW  
KNWS-AM & FM  
KFNW-AM & FM  
KNWC-AM & FM

## Ogden Newspapers

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

**Robert Nutting, Business Mgr.**

North Myrtle Beach, SC  
Punta Gorda, FL  
Staunton, VA  
Moorehead, MN

WGSN & WNMB  
WCCF & WQLM  
WTON  
KVOX-AM & FM

## Olympia Broadcasting Corp.

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

FAX: (206) 467-0532

**Ivan Braiker, President**

Seattle, WA  
Las Vegas, NV  
Spokane, WA  
Reno, NV  
Anchorage, AK  
Fairbanks, AK  
Fresno, CA  
Kansas City, MO

KRPM-AM & FM  
KMZQ  
KZZU-AM & FM  
KIIQ-AM & FM  
KYAK & KGOT  
KIAK & KQRZ  
KMGX  
KXXR

## Osborn Communications

757 Third Ave.  
New York, NY 10017  
(212) 838-5006

**Frank Osborn, President**

Wilkes-Barre, PA  
Toledo, OH  
Brunswick, GA  
Wichita, KS  
Jackson, TN  
Wheeling, WV

WPLJ & WKRZ  
WMHE  
WGIG-AM & FM  
KKRD  
WTJS & WTNY  
WWVA & WVOC

## Ostrander-Wilson Stations

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

**George Wilson, President**

Seattle, WA  
Phoenix, AZ  
Blaine, WA

KBLE  
KASA & KMLE  
KARI

## Outlet Communications

c/o WIOQ-FM  
2 Bala Plaza  
Bala Cynwyd, PA 19004  
(215) 667-8100  
FAX: (215) 668-4657

**Joseph Chairs, VP, Radio**

Los Angeles, CA  
Washington, DC  
Philadelphia, PA

KIQQ  
WTOP & WASH  
WIOQ

## Pacific Northwest Broadcasting

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

**Charles Wilson, President.**

Boise, ID  
Eugene, OR  
Chico, CA  
Pocatello, ID

KBOI & KQFC  
KPNW-AM & FM  
KPAY-AM & FM  
KSEI-AM & FM

## Pacifica Foundation

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

**Jack O'Dell, Chairman**

New York, NY  
Los Angeles, CA  
Berkeley, CA  
Houston, TX  
Washington, DC

WBAI  
KPFF  
KPFA & KPFB  
KPFT  
WPFW

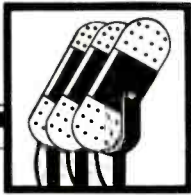
## Palmer Communications

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

**William Ryan, President.**

Des Moines, IA  
Tallahassee, FL  
Naples, FL

WHO & KLYF  
WTNT  
WNOG & WCVU



# RADIO GROUP OWNERS

## Park Communications

P.O. Box 550, Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020  
FAX: (607) 272-0882

**Roy Park, Sr., Chairman**

**Bill Fowler, VP, Radio Ops**

New York, NY

Seattle, WA

Minneapolis, MN

Portland, OR

Richmond, VA

Syracuse, NY

Chattanooga, TN

Greenville, NC

Yankton, SD

Waterloo, IA

WPAT-AM & FM

KEZX-AM & FM

KJJO-AM & FM

KWJJ-AM & FM

WTVR-AM & FM

WHEN & WRHP

WDEF-AM & FM

WNCT-AM & FM

WNAX

KWLO & KFMW

## Parker Communications, Inc.

28th Fl., I.D.S. Center  
Minneapolis, MN 55402  
(612) 349-6500

**John & Kathleen Parker, Owners**

Minneapolis, MN

Honolulu, HI

Las Vegas, NV

San Jose, CA

Sacramento, CA

KTCJ & KTCZ

KIKI & KMAI

KXTZ

KLZE

KHYL & KAHI

## Pollack Broadcasting

P.O. Box 3036  
Memphis, TN 38103  
(901) 526-8706

**William H. Pollack**

## Price Broadcasting Co.

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

**John Price, Chairman/CEO**

Salt Lake City, UT

Charleston, SC

Spokane, WA

Modesto, CA

Reno, NV

Redding, CA

Columbus, SC

KCPX-AM & FM

WEZL

KGA & KDRK

KHYV & KBEE

KROW & KNEV

KQMS & KSHA

WOIC & WMMC

## Price Communications

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

**Robert Price, President**

New Orleans, LA

Oklahoma City, OK

West Palm Beach, FL

Buffalo, NY

Ft. Wayne, IN

WTIX

KOMA & KRXO

WPBG & WIRK

WWKB & WKSE

WOWO & WIOE



## Pyramid Broadcasting

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

FAX: (617) 391-3064

**Richard Balsbaugh, CEO**

Philadelphia, PA

Boston, MA

Pittsburgh, PA

Buffalo, NY

Rochester, NY

Chicago, IL

WPGR & WSNI

WXKS-AM & FM

WPIT-AM & FM

WHTT-AM & FM

WPXY-AM & FM

WNUA

## Rainbow Communications, Ltd.

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

**Dave Krell, President.**

**Jim Cooper, VP/Operating Ptnr, Pueblo**

**Ken French, VP/Operating Ptnr, Las Cruces**

Las Cruces, NM

Pueblo, CO

KOBE & KMVR

KCSJ-AM & FM



*Walt Tiburski, (right), President of WIN Communications, and Tony Ocepek, Vice President of WIN, are aggressive decision makers with a definite eye on the future.*

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- *Building people and careers*
- *Building technical excellence*

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# RADIO GROUP OWNERS

## Reams Broadcasting

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

**Frazier Reams, Jr., President.**

**Peter C. Cavanaugh, Exec. VP**

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 WRSB & WAAL  
Sharon, PA WPIC & WYFM

## Resort Broadcasters

121 Wyck St., Ste. 300  
Richmond, VA 23225  
(804) 276-9339  
FAX: (804) 276-4695

**Ellek Seymour, CEO**

**Howard Keller, VP, Administration**

Virginia Beach, VA WVAB  
Fayetteville, NC WFLB  
Cape Charles, VA WIAV  
Crewe, VA WSVS-AM & FM  
Dillon, SC WDSC & WZNS  
Waynesville, NC WHCC & WQNS  
Ocean City, MD WETT & WWTR

## RKO General

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

FAX: (212) 642-4292

**Jerry Lyman, President, Radio Div**

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

## 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-W. Palm Beach WIRA & WOVV  
Cape Cod, MA WKPE-AM & FM  
Quad Cities, IL WKBF & WPXR  
Savannah, GA WCHY-AM & FM

## Saga Communications

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

**Ed Christian, Broadcast President/CEO**

**Steve Goldstein, VP**

Milwaukee, WI WKLH  
Columbus, OH WVKO & WSNY  
Norfolk, VA WNOR-AM & FM  
Springfield, IL WYMG & WLDS

Champaign, IL  
Jacksonville, IL  
Des Moines, IA

WLRW  
WLDS  
KRNT & KRNQ

## Salem Communications Corp.

2310 Ponderosa Dr., Ste. 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 KGNW  
San Diego, CA KPRZ  
Columbus, OH WRFD  
Tulsa, OK KCOF  
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., Ste. 1010  
Santa Monica, CA 90401  
(213) 458-6252

**Norman Rau, President**

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

## Scornix Broadcasting

3 Broad St.  
Charleston, SC 29401  
(803) 577-3000

FAX: (803) 722-0885

**Randy Odeneal, Scott McQueen,**

**Ted Nixon, Partners**

Boston, MA WHDH & WBOS  
Miami-Ft. Lauderdale WMXJ  
Kansas City, MO KFKF-AM & FM  
Quad Cities, IL WMRZ & WLLR  
Laconia, NH WLNH  
Indianapolis, IN WIBC & WKLR

## Scripps Howard Broadcasting

3001 Euclid Ave.  
Cleveland, OH 44115  
(216) 431-5555

**Richard Janssen, President**

Baltimore, MD WBSB  
Portland, OR KUPL-AM & FM  
Memphis, TN WMC-AM & FM

## Seaton Stations

P.O. Box 877  
Coffeyville, KS 67337  
(316) 251-2900

**R.M. Seaton, Chairman**

Lubbock, TX KFYO & KRUX  
Hastings, NE KHAS  
Manhattan, KS KMAN & KMKF  
Coffeyville, KS KGGF & KQQF

## Seehafer Broadcasting Corp.

3730 Mangin St.  
Manitowoc, WI 54220  
(414) 682-0351

## Don Seehafer, President

Wausau, WI WXCO & WYCO  
Manitowoc, WI WOMT & WQTC  
Rochester, MN KWEB & KRCH  
Beloit, WI WGEZ  
Winter Haven, FL WYXY

## Selkirk Communications, Ltd.

121 Bloor St. East, 9th Fl.  
Toronto, Ontario  
Canada M4W 3M5  
(416) 967-5550

FAX: (416) 967-9293

**George L. Meadows, Pres/CEO**

**Gary L. Miles, VP, Radio**

Blairmore, AL CJPR  
Calgary, AL CFAC  
Canmore-Banff, AL CFHC  
Edmonton, AL CJCA & CIRK  
Elkford, BC CJEV  
Grande Prairie, AL CFGP  
Lethbridge, AL CJOC & CILA  
Toronto, ON CFNY  
Vancouver, BC CKWX & CKKS  
Vernon, BC CJIB  
Victoria, BC CJVI

## Shamrock Broadcasting

748 Beechnut Ct.  
San Rafael, CA 94903  
(415) 499-1831

**Bill Clark, President, Radio Div.**

San Francisco, CA KABL-AM & FM  
Detroit, MI WCXI & WWWW  
Dallas, TX KMGC  
Pittsburgh, PA WWSW-AM & FM  
Atlanta, GA WFOX  
Houston, TX KZFX  
Seattle, WA KXRX  
Kansas City, MO WHB & KUDL  
Denver, CO KXKL-AM & FM  
Phoenix, AZ KMLE

## Shamrock Communications, Inc.

149 Penn Ave.  
Scranton, PA 18503  
(717) 348-9108

FAX: (717) 348-9145

**William R. Lynett, VP/CEO**

Baltimore, MD WTTR & WGRX  
Milwaukee, WI WQFM  
Orlando, FL WDIZ  
Tulsa, OK KMYZ-AM & FM  
Wilkes-Barres-  
Scranton, PA WEJL & WEZX

## Shepherd Enterprises

300 W. Reed St.  
Moberly MO 65270  
(816) 263-1230

FAX: (816) 263-2300

**Jerrold Shepherd, President**

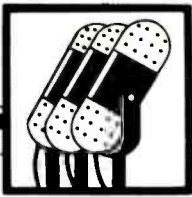
Bethany, MO KAA-AM & FM  
Farmington, MO KREI & KTJJ  
Lebanon, MO KJEL & KIRK  
Moberly, MO KWIX & KRES

## Sheridan Broadcasting

411 7th Ave., Ste. 1500  
Pittsburgh, PA 15219  
(800) 874-3010

**Ronald Davenport, Chairman/President**

Pittsburgh, PA WAMO-AM & FM  
Buffalo, NY WUFO



# RADIO GROUP OWNERS

## **Sorenson Broadcasting**

604 N. Kiwanis  
Sioux Falls, SD 57104  
(605) 334-1117

### **Dean Sorenson, President**

Jameston, ND KQDJ-AM & FM  
Pierre, SD KCCR & KLXS  
Red Wing, MN KCUE & KWNG  
Watertown, SD KWAT & KIXX  
Yankton, SD KYNT & KKYA

## **South Central Communications**

P.O. Box 40506  
Nashville, TN 37204  
(615) 256-0434

FAX: (615) 242-6218

### **Glen Powers, Div VP**

Evansville, IN WIKY-AM & FM  
Knoxville, TN WEZK  
Nashville, TN WZEZ

## **Southern Minnesota Broadcasting Co.**

122 Fourth St., SW  
Rochester, MN 55902  
(507) 286-1010

### **G. David Gentling, President**

#### **Greg Gentling, VP/GM**

Sioux Falls, SD KXRB & KKLS  
Rapid City, SD KKLS & KPHR  
Rochester, MN KROC-AM & FM

## **SRO Broadcasting**

P.O. Box 91723  
Bellevue, WA 98009  
(206) 455-8100

FAX: (206) 455-8165

Seattle, WA

Racine/Milwaukee, WI KJET & KZOK  
Richland, WA WBZN-AM & FM  
Boulder/Denver KALE & KIOK  
KDKO & KHIH

## **Standard Broadcasting**

2 St. Clair Ave. W.  
Toronto, Ontario  
Canada M4V 1L6

(416) 960-9911

FAX: (416) 323-6828

### **Allan Slaight, Pres**

Montreal, QB CJAD & CJFM  
Ottawa, ON CJSB  
St. Catharines, ON CKTB & CHTZ  
Toronto CFRB & CKFM

## **Stauffer Communications, Inc.**

616 Jefferson  
Topeka KS 66007  
(913) 295-1111

FAX: (913) 295-1144

### **Stanley H. Stauffer, Chairman**

#### **Gerald N. Holley, VP, Broadcasting**

Topeka, KS WIBW-AM & FM  
Amarillo, TX KGNC-AM & FM  
Shawnee, OK KGFF

## **Sterling Communications Corp.**

10320 Little Patuxent Pkwy., Ste. 808  
Columbia, MD 21044  
(301) 992-7500

FAX: (301) 992-7500

### **Larry Patrick, Chairman**

#### **Geoff Armstrong, Controller**

Greenville, SC WSSL-AM & FM  
Jackson, MS WJDJ & WMSI  
Baton Rouge, LA WKJN

## **Stoner Broadcasting System, Inc.**

410 Severn Ave., Ste. 310  
Annapolis, MD 21403  
(301) 263-1030

FAX: (301) 263-3105

### **Glenn Bell, President/CEO**

New Orleans, LA WBWU  
Buffalo, NY WYRK  
Rochester, NY WCMF  
Dayton, OH WWSN  
Knoxville, TN WIMZ-AM & FM  
Des Moines, IA KSO & KGGO  
Cedar Rapids, IA KHAK-AM & FM  
Binghamton, NY WNBK & WHWK

## **Suburban Radio Group**

P.O. Box 888  
Belmont, NC 28012  
(704) 825-5272

### **William R. Rollins, President**

St. Croix, V.I. WSTX-AM & FM  
Blacksburg, VA WVVV  
Brunswick, GA WYNR & WPIQ  
Christiansburg, VA WJJJ  
Orangeburg, SC WDIX & WORG

## **Sudbrink Broadcasting**

100 Australian Ave., Ste. 104  
West Palm Beach, FL 33406  
(407) 689-0220

FAX: (407) 478-6594

### **Robert Sudbrink, President**

Denver, CO KJIM  
Jacksonville, FL WBIX

## **Sudbury Services Inc. & Newport Broadcasting**

P.O. Box 989  
Blytheville, AR 72316  
(501) 762-2093

### **Harold Sudbury, Jr., President**

Blytheville, AR KLCN & KHLS  
Heber Springs, AR KAWW-AM & FM  
Hope, AR KHPA  
Newport, AR KNBY & KOKR  
Prescott, AR KTPA  
West Memphis, AR KSUD

## **Summit Communications Group, Inc.**

115 Perimeter Center Place, Ste. 1150  
Atlanta, GA 30346  
(404) 394-0707

FAX: (404) 394-9778

### **Jim Wesley, President./CEO**

#### **Owen Weber, Exec. VP, Radio**

Atlanta, GA WAOK & WVEE  
Baltimore, MD WCAO & WXVY  
Springfield, MO KWTQ-AM & FM  
Lincoln, NE KFOR & KFRX  
Akron, OH WAKR & WONE  
Dallas, TX KMEZ-AM & FM  
Denver, CO KLZ & KAZY  
Dayton, OH WONE & WTUE

## **Sundance Broadcasting**

1 Radio Place  
P.O. Box 20920  
Milwaukee, WI 53220  
(414) 545-5920

### **Michael Jorgenson, President**

Milwaukee, WI WOKY & WMIL  
Boise, ID KIDO & KLTB

## **SunGroup, Inc.**

226 3rd Ave., N.  
Nashville, TN 37201  
(615) 254-1070

### **Frank A. Woods, President**

#### **Arthur D. Tek, VP, Finance**

#### **Bennett S. Smith, VP/Sec'y**

Birmingham, AL WERC & WKXX  
Omaha, NE KESY-AM & FM  
Albuquerque-  
Santa Fe, NM KKSS  
Longview, TX KYKX  
Abilene, TX KEAN-AM & FM

## **Sunrise Media Group**

180 South 300 West, Ste. 400  
Salt Lake City, UT 84101  
(801) 533-9305

### **R.G. Elliott, President**

Salt Lake City, UT KLTO & KUTR  
Billings, MT KGHL & KIDX

## **Sunshine Group Broadcasting**

1331 Main St.  
Springfield, MA 01102  
(413) 525-4141

### **George Silverman, President.**

E. Longmeadow, MA WAQY  
Manchester, NH WFEA & WZID  
Portland, ME WGAN & WMGX

## **Susquehanna Radio Corp.**

140 E. Market St.  
York, PA 17401  
(717) 848-5500

### **Arthur W. Carlson, President.**

San Francisco, CA KFOG  
Dallas-Ft. Worth, TX KLIF & KPLX  
Houston, TX KKZR & KRBE  
Miami, FL WQBA-AM & FM  
Atlanta, GA WAPW  
Cincinnati, OH WRRM  
Norfolk, VA WGH-AM & FM  
Indianapolis, IN WFMS  
Wilkes-Barre-  
Scranton, PA WARM & WMGS  
Tampa-Sarasota, FL WHVE & WTKN  
York, PA WSBA & WARM

## **Target Communications**

344 Green St.  
Augusta, GA 30901  
(404) 722-7474

### **Marshall Magee, CEO**

Topeka-Ottawa, KS KHUM  
Russellville-Bowling Green WRUS & WBVR  
Tuscaloosa, AL WRRX & WFFX  
Wapakanoeta-Lima, OH WZQQ  
Ft. Smith, AR KSBB  
Dubuque, IA KXXX  
Davenport, IA KLIO  
Augusta, ME WMME-AM & FM  
Utica-Rome, NY WFRG

## **J.J. Taylor Co., Inc.**

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

### **John J. Taylor III, President**

Hyannis, MA WCOD & WTHT  
West Palm Beach, FL WEAT-AM & FM  
Jacksonville, FL WIVY





# RADIO GROUP OWNERS

## **Withers Broadcasting**

P.O. Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500  
FAX: (618) 242-7561

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

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

## **Woodward Communications**

c/o KDTH/KATF Radio  
8th & Bluff St.  
P.O. Box 659  
Dubuque, IA 52001  
(319) 588-5777  
FAX: (319) 588-5739

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

Dubuque, IA KDTH & KATF  
Appleton, WI WHBY & 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. Cypress, Nimbus, Shoreline, Twin Tone, Vendetta, 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.**

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

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

### **Donnie Sellers, National Black Promotion Dir./East Coast (NY)**

## **Advantage**

817 18th Ave. S.  
Nashville, TN 37203  
(615) 329-9093

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

## **Airborne**

#10 Music Circle S.  
Nashville, TN 37203  
(615) 242-3157  
FAX: (615) 242-3177

### **Buzz Ledford, National Promotion Dir.**

## **Allegiance**

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

### **Bill Valenziano, CEO**

### **Marty Goldrod, President**

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

## **Alligator**

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736  
FAX: (312) 973-2088

4319 Melbourne Ave.  
Los Angeles, CA 90027  
(213) 666-7917  
FAX: (213) 666-4408

### **Blake Gumprecht, Dir./Marketing & Album Radio Promotion (LA)**

### **Kerry Peace, Dir./Alternative Radio Promotion**

## **Alpine**

1025 17th Ave. S.  
Nashville, TN 37212  
(615) 327-2227

### **Johnny Rutenschroer, President**

## **American Gramophone**

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

FAX: (402) 457-4332

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

## **Amherst**

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

FAX: (716) 884-1432

Telex: 0142-0623-0

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

## **Apache**

(distributed by Capitol)  
1222 N. Vine St.  
Hollywood, CA 90038  
(213) 466-9958  
FAX: (213) 466-9013

### **Deborah Klinger, Dir. Press Relations/Promotion**

### **Brian Shaper, Dir. Marketing/Promotion**

## **Arista**

(incl. Jive for selected artists)  
6 West 57th Street  
New York, NY 10019  
(212) 489-7400  
FAX: (212) 830-2248

8370 Wilshire Blvd.  
Beverly Hills, CA 90230  
(213) 655-9222

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

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

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

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

### **Hilaire Brosio, Mgr./West Coast Rock Promotion**

### **Jan Teifeld, National Singles Dir./West Coast (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**

### **Mary Taten, Regional Dir./Pop Promotion N.E.**

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

### **Peter Baron, Dir./Video Production & Promotion**

## **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

### **Margo Knesz, VP/East Coast GM**

### **Eric Hodge, Coor./National Album Promotions**

### **Bruce Tenenbaum, Dir./National Singes Promotion (NY)**

### **Fredrick Trub, Sales Promotions Assistant**

### **Jeff Neben, West Coast Pop Promotions**





# RECORD COMPANIES

## **Comstock**

(Paylode)  
Box 3247  
Shawnee, KS 66203  
(913) 631-6060  
**Frank Fara, President**

## **Concord**

(incl. Jazz, Concerto, Crossover, Concerto,  
George Wein Collection, Collector's Series)  
P.O. Box 845  
Concord, CA 94522  
(415) 682-6770  
FAX: (415) 682-3508  
**Allen Farnham, Radio Promotion**

## **Critique**

400 Main St.  
Reading, MA 01867  
(617) 944-0423  
161 W. 54th St., Ste. 1203  
New York, NY 10019  
(212) 489-7095  
**Michael Patt, A&R, Dir./Promotion**  
**Jonathan Lew, Alternative Promotion, A&R**

## **Cypress**

(incl. The Ship, Cypress Jazz)  
(distributed by A&M)  
1523 Crossroads Of The World  
Los Angeles, CA 90028  
(213) 465-2711  
FAX: (213) 485-3543  
**Tami Shawn, Dir./Promotion**  
**Scott Fink, National CHR Promotion**  
**Erin Waigamuth, Marketing/Sales Promotion**

## **Delos International**

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

## **Denon**

222 New Road  
Parsippany, NJ 07054  
(201) 575-7810  
**Angela Stoffl, Advertising & Promotions Mgr.**  
**Tracy Foote, Exec. Dir.**

## **Walt Disney Records**

2600 W. Olive Ave.  
Tenth Floor  
Burbank, CA 91505  
(818) 972-3300  
**Shelly Miles, VP**

## **DMP**

P.O. Box 15835  
Park Square Station  
Stamford, CT 06901  
(203) 327-1400  
FAX: (203) 323-9474  
**Michael Hurzon, Radio Promotion**

## **Edge**

6464 Sunset Blvd., Ste. 530  
Hollywood, CA 90028  
(213) 465-6611  
**Ralph Little, Promotions**

## **Elektra/Asylum/Nonesuch**

75 Rockefeller Plaza  
21st Floor  
New York, NY 10019  
(212) 484-7200  
FAX: (212) 765-6155  
9229 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 205-7400  
FAX: (213) 205-7440

**Brad Hunt, Sr. VP/Promotion**  
**Rick Aiden, VP/CHR Promotion**  
**Primus Robinson, VP/Spec. Markets**  
**Roger Smith, Dir. National CHR Promotion**  
**Suzanne Berg, Dir./National AC Promotion**  
**Mark Cohen, Dir./National Alternative Promotion**  
**Earl Hutchinson, Dir. National Marketing/Promo. Special Projects**  
**Joe Morrow, National Dir./Special Markets West Coast (LA)**  
**Tita Grey, Dir./Dance Promotion**  
**Steve Schnur, Dir./Video Marketing & Promotion**  
**Jeff Cook, Dir./National AOR Promotion**  
**Danny Kahn, Dir./Nonesuch Promotion**

## **EMI-Manhattan**

810 Seventh Ave.  
New York, NY 10019  
(212) 603-8600  
6920 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 461-9141  
**Jack Satter, VP/Pop Promotion**  
**John Hey, National Dir./AOR Promotion**  
**Rich Tamburro, National Dir./Pop Promotion**  
**Rusty Garner, Dir./National Video-Club Promotion**  
**Mark Kargol, National Dir./West Coast Promotion (LA)**  
**Varnell Johnson, VP/R&B Promotion**

## **Enigma**

(incl. Intima, Synthicide, Restless, Medusa)  
(distributed by Capitol)  
11264 Playa Ct.  
Cuiver City, CA 90231-3628  
(213) 390-9969  
**Rick Orlenza, Dir./Marketing & Promotion**  
**Rick Winward, Dir./National Promotion**  
**Pam Newman, Dir./National Album Promotion**  
**Ben Brooks, Dir./National Singles Promotion**  
**Bart Devaney, Dir./Special Formats, Radio-Video**  
**Monica Froeber, Mgr./Retail Promotion**  
**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, VP/National Pop Promotion**  
**Harvey Leeds, VP/Album Promotion**  
**Don Eason, VP/UC Promotion**  
**Jack Isquith, Dir./National Promotion East Coast**  
**Larry Davis, Dir./UC Promotion East Coast**  
**Steve Backer, Dir./Video Promotion**  
**Ed Pinka, Asst. Dir./National Secondary Promotion**  
**Jon Kirksey, Dir./Album Promotion West Coast (LA)**  
**Maurice Warfield, Dir./UC Promotion West Coast (LA)**  
**Lynn Forman, Asst. Dir./National AC Promotion (LA)**

## **Expansion**

P.O. Box 996  
Cardiff by the Sea, CA 92007  
(619) 944-3456  
**Richard Del Maestro, President**

## **F&L**

(incl. Progress, W.T.M.)  
1618 16th Ave. S.  
Nashville, TN 37212  
(615) 292-3611  
**Bobby Fischer, President**

## **Fantasy**

(incl. Contemporary, Danya, Galaxy, Good  
Time Jazz, Landmark, Great American Music  
Hall, Milestone, Pablo, Prestige, Reality,  
Riverside, Stax, Original Jazz Classics,  
Original Blues Classics)  
Tenth & Parker  
Berkeley, CA 94710  
(415) 549-2500  
FAX: (415) 486-2015  
**Terrl Hinte, Dir./Press & Public Information**

## **Flying Fish**

1304 W. Schubert  
Chicago, IL 60614  
(312) 528-5455  
**Bruce Kaplan, President**

## **Fountain**

1203 Biltmore Ave.  
High Point, NC 27280  
(919) 882-9990  
**Doris W. Lindsay, President**

## **Frontier**

P.O. Box 22  
Sun Valley, CA 91353  
(818) 506-6886  
FAX: (818) 506-0723  
P.O. Box 2012  
Princeton, NY 08543-2012  
(609) 799-7597  
**Graham Hatch, National Dir./Promotion (NJ)**





# RECORD COMPANIES

## **G Fine Sounds**

5 University Pl. Ste. 623  
New York, NY 10003  
(212) 995-1608  
FAX: (203) 334-6218

95 Columbine Dr.  
Bridgeport, CT 06611  
(203) 268-7334  
**P. Fine, President**

## **GAIA**

(incl. Gramavision)  
(distributed by PolyGram)  
121 W. 27 St.  
New York, NY 10001  
(212) 645-5252  
FAX: (212) 645-4244  
**Deb Schore, Dir./Promotion**

## **Geffen**

(distributed by Warner Bros.)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
FAX: (213) 271-4358  
Telex: 4977234

75 Rockefeller Plaza  
17th Floor  
New York, NY 10019  
(212) 484-7170  
FAX: (212) 956-2847  
Telex: 424602

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

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

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

**Mark Didia, National AOR Promotion**

**Christina Anthony, National AOR Promotion**

**Connie Young, National CHR Promotion**

**Karen Sobel, MTV/VH1, and National  
CHR Promotion**

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

**Dede Whiteside, Dir./AC & NAC Promotion  
& Trade Liason**

## **Global Pacific**

(distributed by CBS)  
180 E. Napa St.  
Sonoma, CA 95476  
(707) 996-2748  
FAX: (707) 996-2658

312 West 73rd, Ste. 3C  
New York, NY 10023  
(212) 769-9362  
FAX: (212) 769-9362

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

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

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

## **GNP Crescendo**

(incl. Creative World)  
8400 Sunset Blvd., Ste. 4A  
Los Angeles, CA 90069  
(213) 656-2614  
(800) 654-7029  
Telex: 510-6000877  
**Gene Norman, President**

## **Gold Castle**

(distributed by PolyGram)  
3575 Cahuenga Blvd. W., #470  
Los Angeles, CA 90068  
(213) 850-3321  
FAX: (213) 874-6246

120 West 44th St., Suite 608  
New York, NY 10036  
(213) 840-6011  
FAX: (212) 840-6745

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

## **GRP**

(distributed by MCA)  
555 W. 57th St.  
New York, NY 10019  
(212) 245-7033  
FAX: (212) 757-7033

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

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

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

## **Harmony Street**

Box 4107  
Kansas City, KS 66104  
(913) 299-2881

**Charlie Beth, President**

## **Higher Octave Music**

8033 Sunset Blvd. #41  
Los Angeles, CA 90046  
(213) 856-0039  
FAX: (213) 656-6490

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

**Matt Marshall, President**

## **Hightone**

220 4th St., Ste. 101  
Oakland, CA 94607  
(415) 763-8500  
FAX: (415) 763-8558

**Darrell Anderson, National Dir./Promotion  
AOR & Country**

## **Ichiban**

(incl. Wilbe, Miracle)  
P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377  
FAX: (404) 926-2774

Stanley House

Stanley Ave.

Wembley Middx., England

(01) 900-1555

FAX: 01-903-1264

**Michael Buchanan, Radio Promotion**

## **Interplay**

P.O. Box 9135  
Calabasas, CA 91302  
(714) 796-6110

**John Brechler, VP/Sales & Marketing**

## **IRS**

(incl. Pangaea, American Clave,  
IRS/No Speak, IRS/Metal)  
(distributed by MCA)  
100 Universal City Plaza, Bldg. 422  
Universal City, CA 91608  
(818) 777-4730  
FAX: (818) 777-6495

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

**Barry Lyons, VP/Promotion**

**Lori Blumenthal, National Dir./Alternative  
Marketing & College Promotion**

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

## **Island**

(incl. 4th & Broadway, Great Jones, Mango,  
Antilles, Antilles/New Directions)  
(distributed by Atlantic)  
14 E. 4th St.  
New York, NY 10012  
(212) 995-7800  
FAX: (212) 477-5918

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

**Bob Catania, VP/Pop Promotion**

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

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

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

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

## **Kansa**

1300 Division St. Ste. 106  
Nashville, TN 37203  
(615) 255-0303

**Chet Johnson, President**

## **K-Tei International**

(incl. AJK, Headfirst, Crush Music, Churchill,  
Headfirst, M.A. Music, Nouveau)  
15535 Medina Rd.  
Plymouth, MN 55447  
(612) 559-6800

**Chuck Thagard, VP/Product Development  
& Marketing**

## **Landmark**

(distributed by Fantasy)  
2600 Tenth St.  
Berkeley, CA 94710  
(415) 849-0442  
FAX: (415) 486-2015  
**Orin Keepnews, President**

## **Living Music**

1047 Amsterdam Ave.  
New York, NY 10025  
(212) 749-5555  
FAX: (212) 316-6763

DP.O. Box 72

Litchfield, CT 06759

(203) 567-8796

FAX: (203) 567-4276

**Paul Winter, President**



# RECORD COMPANIES

## **Macola/Slam**

(incl. Kru-Cut, Ruthless, Society Hill, Anada, Techno-Pop, Strawesome, Metroplex, Acklins, Icon, Jam, Young Raw, Mix-Disc, Megajam)

6209 Santa Monica Blvd.  
Hollywood, CA 90038  
(213) 469-5821

**Ray Kennedy, VP/Promotions**

## **Malaco**

(incl. Savoy, Muscle Shoals)  
P.O. Box 9287  
Jackson, MS 39206  
(601) 982-4522

**Dave Clark, VP/Publicity & Promotion**

## **MCA**

(incl. Uni, IRS, Zebra, Curb, Motown, GRP, Mechanic, Road Racer)  
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**

**Randy Hock, VP/Rock Promotion**

**Roman Marcinkiewicz, National AOR Promotion Dir.**

**Donnie Cohen, National AC Promotion Coordinator**

**Billy Brill, VP/Promotion**

**Frank Turner, VP/Promotion**

**Nan Fisher, National Alternative Promotion**

**A.D. Washington, VP/National Promotion**

**Ron White, National Field Promotion Dir.**

**Shellá Shipley, VP/Country Promotion (Nashville)**

**David Haley, Regional Country Promotion Mgr. (Nashville)**

**Chuck Rhodes, Dir./AC Promotion (Nashville)**

**Bobby Shaw, Dir./Dance Music Promotion (NY)**

## **Meadowlark**

9255 Deering Ave.  
P.O. Box 2120  
Chatsworth, CA 91311  
(818) 709-6900  
FAX: (818) 341-5514

Weik Building  
54 Music Square E., Ste. 306  
Nashville, TN 37203  
(615) 248-6800  
FAX: (615) 255-3410

**Bill Hearn, Sr. VP/Marketing (LA)**

## **Megaforce**

(distributed by Atlantic)  
63-64 Brunswick Woods Dr.  
E. Brunswick NJ 08816  
(201) 254-6533  
(201) 254-5274

**Phil Hardy, Dir./National Album Promotion**

## **Metal Blade**

(incl. Death, Dimension)  
18653 Ventura Bl., Ste. 311  
Tarzana, CA 91356  
(818) 981-9050  
FAX: (818) 344-1312

1133 Broadway, Ste. 730  
New York, NY 10010  
(212) 645-6208  
FAX: (212) 645-2607

**Jon Sutherland, National Dir./Publicity & Promotions**

**Tim Yasul, Dir./Promotions**

**Dyane Kass, College & AOR Radio**

## **Mobile Fidelity**

(incl. Cafe)  
1260 Holm Road  
Petaluma, CA 94952  
(707) 778-0134  
(800) 423-5759 (Outside CA)  
FAX: (707) 778-6328  
**Phyllis E. Schwartz, Promotion/Publicity Dir.**

## **Modern**

(distributed by Atlantic)  
9111 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 273-8111  
FAX: (213) 273-1806  
**Paul E. Fishkin, President**

## **Moss Music**

200 Varrick  
New York, NY 10014  
(212) 243-4800  
**Carol Marunas, Dir./Creative Services Promotion**

## **Motown**

(distributed by MCA)  
6255 Sunset Boulevard  
Hollywood, CA 90028  
(213) 468-3500  
**Jheryl Busby, President/CEO**  
**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  
FAX: (615) 726-2210

12001 Ventura Plaza  
Studio City, CA 91604  
(818) 760-5554  
**Bruce Shindler, National Dir./Country Promotion**  
**Scott Borchetta, Assoc. Dir./Country Promotion**

## **Muse/Savoy Jazz**

(incl. Enja)  
160 W. 71st St.  
New York, NY 10023  
(212) 873-2020  
**Barney Fields, Promotion Mgr.**

## **Music West**

2200 Larkspur Landing Cir., Ste. 100  
Larkspur, CA 94939  
(415) 925-9800  
FAX: (415) 925-9807  
**Ken Altman, Dir./Promotion**

## **Muscline**

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.**  
**"Pretty" Tony Butler, VP/AOR**

## **Narada**

(incl. Narada Lotus, Narada Equinox, Narada Mystique)  
(distributed by MCA)  
1845 N. Farwell Ave.  
Milwaukee, WI 53202  
(414) 272-6700  
FAX: (414) 272-6131

215 W. Standley  
Ukiah, CA 95482  
(707) 468-5559  
FAX: (707) 468-5648

c/o MCA

70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-4000  
FAX: (818) 760-4043

**Kevin Schmidt, Dir./National Radio Promotions**

**Paula Samonte, Promotion & Publicity Mgr.**

## **Next Plateau**

(incl. Soundcheck)  
1650 Broadway, Ste. 609  
New York, NY 10019  
(212) 541-7640  
FAX: (212) 315-0286  
**Eddie O'Loughlin, President**

## **Nite**

8287 Grand View Dr.  
P.O. Box 46866  
Los Angeles, CA 90046  
(213) 650-2233  
**Randy Nite, President**

## **North Star**

116 Chestnut St.  
Providence, RI 02903  
(401) 274-4119  
**Kenneth Lucek, National Radio Promotion**



# RECORD COMPANIES

## **NSD**

(incl. BNJ, Grand Prize, Olov/NSD, Fleba, Soundwaves)  
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. Ste. 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  
**Art Laboe**, President

## **Pandisc**

(incl. Oopst!)  
36 NE 167 St.  
Miami, FL 33162  
(305) 687-3761  
**Bo Crane**, President

## **Pasha**

5615 Melrose Ave.  
Los Angeles, CA 90038  
(213) 466-3507  
FAX: (213) 469-0122  
**Spencer D. Proffer**, President  
**Carol Peters**, VP

## **Passport**

(incl. Passport Jazz, PVC, Audion, Editions E.G., Paradox)  
3619 E Kennedy Road  
South Plainfield, NJ 07080  
(201) 753-6100  
1608 Victory Rd.  
Glendale, CA 91201  
(818) 500-7677  
**Jim Snowden**, VP/Marketing

## **Penthouse**

6728 Eton Ave.  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979  
**Toni Biggs**, President

## **Polygram**

(incl. Casablanca, London, Mercury, Polydor, Smash (Country), Vertigo, Wing, ABKCO, Atlanta Artists, Gold Castle, Gramavision, Red, Squak, Tin Pan Apple)  
810 7th Avenue  
New York, NY 10019  
(212) 333-8000, (800) 223-7781  
FAX: (212) 333-8249  
Telex: 620985

3800 Alameda Ave., Ste. 1500  
Burbank, CA 91505  
(818) 955-5200

901 18th Ave. S.  
Nashville, TN 37203  
(615) 320-0110

**David Leach**, VP/Promotion/Mercury  
**Brenda Romano**, Nat'l. Pop Dir./Mercury  
**Wayman Jones** VP/Promotion  
& Artist Relations UC  
**John Brodey** VP/Polydor  
**Wynn Jackson** Nat'l. Dir./Rock Radio  
Promotion Polydor West Coast(LA)  
**Dave Loncao** VP AOR/Mercury  
**Wilson Lindsey** Dir./Urban  
**Drew Murray** Dir./Rock Radio Promotion  
East Coast  
**Kerry Wood** Dir./Nat'l. Secondary AC  
**Randy Roberts** Nat'l. Dir./Alternative  
Promotion-Charts  
**Kyle Hetherington** National Singles  
Dir./Mercury  
**Fred Mills** Dir./Northeast Urban  
**Ron Ellis** Dir./West Coast Urban  
**Luther Terry** Dir./Mid-South/Mid-West Urban  
**Calvin Lew** Dir./Rock Radio Promotion  
West Coast (LA)  
**Michael Johnson** VP/Marketing & Promotion  
Wing Records  
**Frank Leffel** Dir./Country Promotion  
(Nashville)  
**Donald Eifman** Dir./Promotion  
& Publicity Jazz  
**Kathryn King** Dir./Publicity & Promotion  
ECM Records

## **Private Music**

(distributed by BMG)  
220 East 23rd St., 10th Fl.  
New York, NY 10010  
(212) 684-2533  
FAX: (212) 684-2377  
**Beth Lewis**, Publicity & Promotion  
Coordinator

## **Profile**

40 Broadway  
New York, NY 10003  
(212) 529-2600  
**Manny Bella**, National Promotion Dir.  
**Kim Freeman**, National Pop Promotion Dir.  
**Claudia Cuseta**, Mgr./Dance Music  
Promotion & A&R  
**Chris LaSalle**, Promotion Coordinator  
**Morace Landy**, R&B Retail Promotion

## **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  
**Dick Williams**, Executive VP/GM

## **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  
**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 Beece**, 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. Crafty Maid)  
6400 Hollis St.  
Emeryville, CA 94608  
(415) 428-9191  
FAX: (415) 652-5012  
**Holly Near**, Owner  
**Charlotte Barsness**, Promotions/Advertising

## **Relativity**

1830 West 208 St.  
Torrance, CA 90501  
(213) 212-0801  
**Hilary Richardson**, West Coast Rep.



# RECORD COMPANIES

## Reprise

(distributed by Warner Bros.)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 846-9090

**Russ Thyret**, Sr. VP/Marketing & Promotion  
**Rich Fitzgerald**, VP/Dir. Promotion

**Carol Hart**, VP/Promotion

**Mark Maitland**, VP/Promotion

**Marc Ratner**, Nat'l. Singles Promotion Dir.

**Michael Linehan**, Nat'l. Album Promotion Dir.

**Linda Baker**, Nat'l. Singles Promotion Dir.

**Ann Hesen**, Nat'l. Secondary Promotion

**Phyllis Palmetto**, Nat'l. Promotion Coor.

## Reservoir

276 Pearl St.  
Kingston, NY 12401  
(914) 338-1834

**Mark Feldman**, Co-owner

**Kayla Feldman**, Co-owner

## 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

(incl. Philo, Heartbeat, Varrick, Black Top,  
Daring, Clean Cuts, Loom, Wrestler)  
1 Camp St.

Cambridge, MA 02140

(617) 354-0700

FAX: (617) 491-1970

Telex: 4974193

**Brad Paul**, Promotion Dir.

## Rykodisc

(incl. Ryko Analogue)  
Pickering Wharf  
Bldg. C-3G

Salem, MA 01970

(617) 744-7678

FAX: (617) 741-4506

200 N. 3rd Ave.  
Minneapolis, MN 55401

(612) 375-9162

FAX: (612) 375-0272

**Don Rose**, President

**John Hammond**, Marketing Dir.

## Scotti Brothers

(incl. Rock & Roll)  
(distributed by EPA)

2114 Pico Blvd.

Santa Monica, CA 90405

(213) 450-3193

FAX: (213) 452-9053

**Robin Mitchell**, VP/Promotion

**Michael Krum**, National Promotion Dir.

**Steve Lake**, National Promotion

**Diane Ortega**, National Promotion

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(818) 242-2093

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20th Floor  
New York, NY 10019  
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FAX: (212) 484-6850

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(818) 953-3305  
FAX: (818) 846-8474

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FAX: (01) 486-6892

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**Bill Wence**, President

## Slash

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Los Angeles, CA 90036  
(213) 937-4660  
FAX: (213) 933-7277  
Telex: 4942763

**Michelle Zichella**, Promotions Dir.

## Sleeping Bag

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**Juggy Gayles**, CEO

**Virgil Simms**, VP/Promotions

**Millie Walker**, National Record Promotion/  
National Video Promotions

**Big Ed**, West Coast Promotion

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**Bill Clodfelter**, Publicity/Promotion

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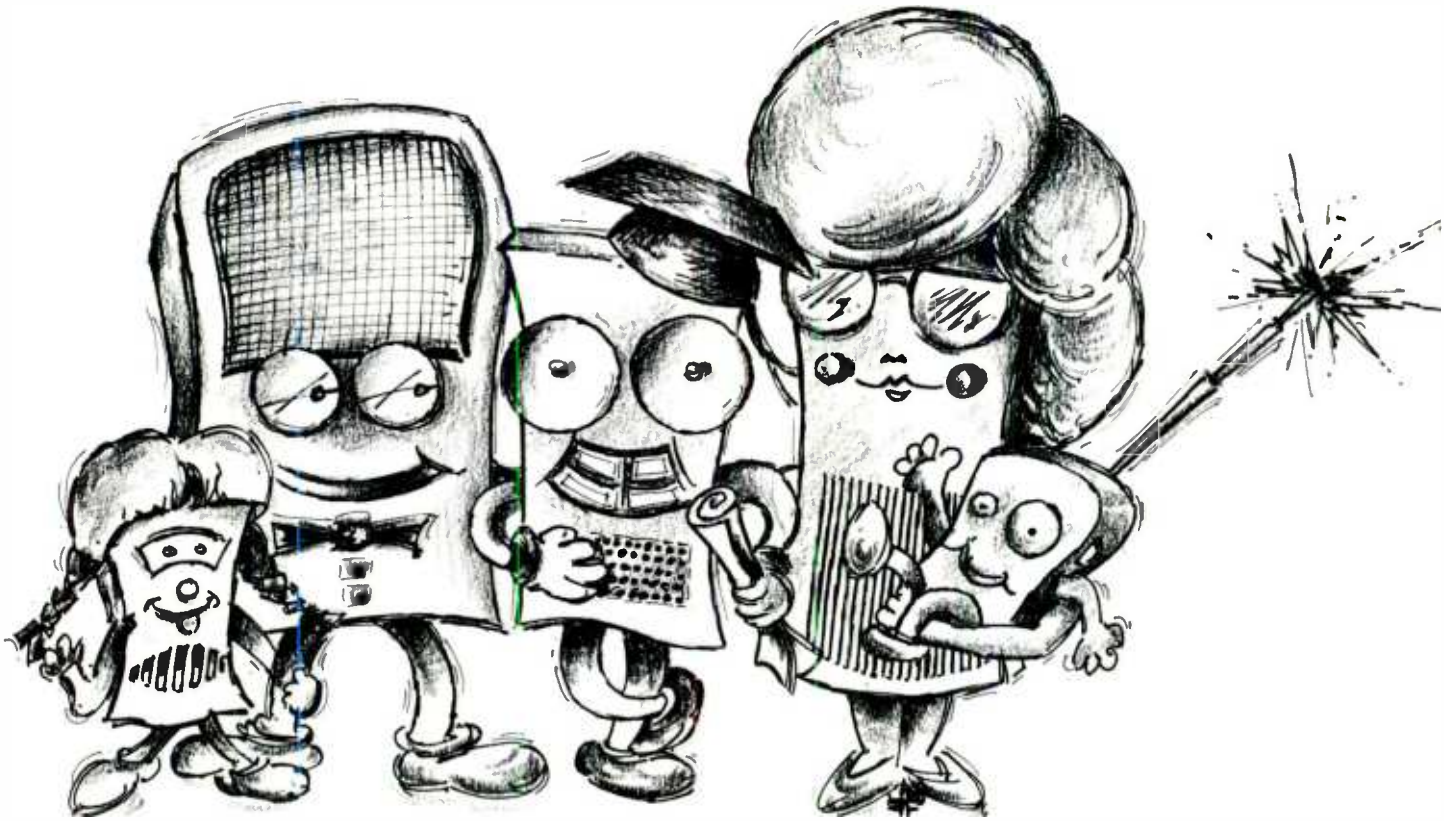
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Alex D. Kezemen, Corp. Mgr. Sales Dept.

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Jerry Cregan, President

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Director of Research  
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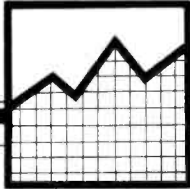
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**Mark Ramsey, Research Dir.**

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**Cody/Leach Broadcast Architecture**

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FAX: (609) 987-8418

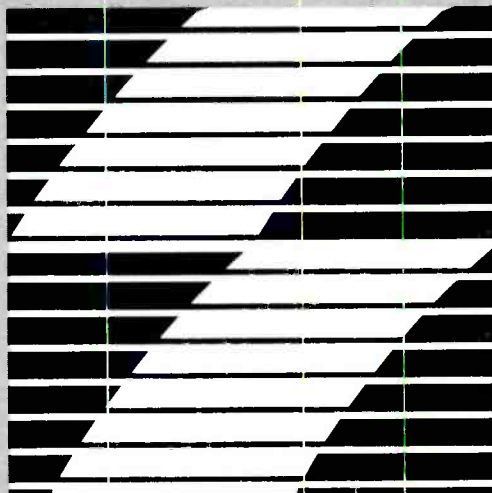
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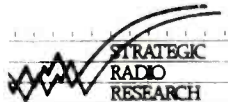
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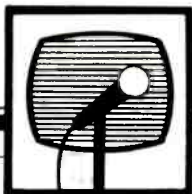
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3. WIKS/Coastal North Carolina (UC) . . . . .	23.1	2,142,600
4. WQUT/Johnson City (CHR) . . . . .	22.6	1,766,300
5. WIOG/Flint (CHR) . . . . .	22.3	1,752,400
6. WVIC-AM & FM/Lansing (CHR) . . . . .	22.0	1,747,600
7. WNNK/Harrisburg (CHR) . . . . .	21.7	1,677,500
8. WXLK/Roanoke-Lynchburg (CHR) . . . . .	20.9	1,661,000
9. KBGT/McAllen-Brownsville (Span) . . . . .	20.6	1,638,300
9. WCOS-AM & FM/Columbia (Ctry) . . . . .	20.6	1,566,000
11. KRQQ/Tucson (CHR) . . . . .	20.5	1,545,800
12. KSSN/Little Rock (Ctry) . . . . .	20.3	1,539,400
13. WXBQ/Johnson City (Ctry) . . . . .	19.4	1,534,400
14. WTIC/Hartford (AC) . . . . .	19.1	1,463,900
15. WAPE-AM & FM/Jacksonville (CHR) . . . . .	18.7	1,424,300
15. WWDN/Columbia (UC) . . . . .	18.7	1,380,400
17. WSKI/Chattanooga (CHR) . . . . .	18.4	1,328,200
18. WYNK-AM & FM/Baton Rouge (Ctry) . . . . .	18.3	1,300,700
19. KEZO-AM & FM/Omaha-Council Bluffs (AOR) . . . . .	17.7	1,205,500
19. WKSJ-AM & FM/Mobile (Ctry) . . . . .	17.7	1,174,700
21. WTQR/Greensboro-Winston Salem (Ctry) . . . . .	17.5	1,136,100
22. WDZZ/Flint (UC) . . . . .	17.4	1,088,100
23. WDUV/Sarasota-Bradenton (B/EZ) . . . . .	17.2	1,052,800
24. WRBQ-AM & FM/Tampa-St. Petersburg (CHR) . . . . .	17.1	1,039,200
24. WTFM/Johnson City (AC) . . . . .	17.1	1,035,300

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2. KTAR/Phoenix (N/T) . . . . .	10.5	1,747,600
3. KIRO/Seattle (N/T) . . . . .	10.4	1,539,400
4. WHIO/Dayton (Talk) . . . . .	9.7	1,534,400
5. KMJ/Fresno (N/T) . . . . .	9.5	1,174,700
6. WGN/Chicago (Talk) . . . . .	9.0	1,328,200
7. WBAL/Baltimore (N/T) . . . . .	8.8	1,205,500
8. KGO/San Francisco (N/T) . . . . .	8.4	1,088,100
9. WWWE/Cleveland (N/T) . . . . .	8.2	1,028,200
10. KFBK/Sacramento (N/T) . . . . .	7.8	981,800
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11. WRKO/Boston (N/T) . . . . .	7.7	842,100
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14. KSDO/San Diego (News) . . . . .	7.3	555,600
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15. KYW/Philadelphia (News) . . . . .	6.9	540,800
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17. WNIR/Akron (Talk) . . . . .	6.7	506,200
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23. KABC/Los Angeles (Talk) . . . . .	6.2	464,800
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23. WQBK/Albany-Schenectady-Troy (Talk) . . . . .	6.2	
1. WINS/New York (News) . . . . .		2,468,200
2. WCBS/New York (News) . . . . .		1,747,600
3. WOR/New York (Talk) . . . . .		1,539,400
4. WABC/New York (Talk) . . . . .		1,534,400
5. WGN/Chicago (Talk) . . . . .		1,174,700
6. WBBM/Chicago (News) . . . . .		1,328,200
7. KABC/Los Angeles (Talk) . . . . .		1,205,500
8. KYW/Philadelphia (News) . . . . .		1,088,100
9. KFWB/Los Angeles (News) . . . . .		1,028,200
10. KNX/Los Angeles (News) . . . . .		981,800
11. KMOX/St. Louis (Talk) . . . . .		890,400
12. KGO/San Francisco (N/T) . . . . .		842,100
13. KCBS/San Francisco (N/T) . . . . .		753,000
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2.	WTFM/Johnson City	17.1	1,424,300
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4.	KFAB/Omaha-Council Bluffs	16.1	860,400
5.	KDKA/Pittsburgh	15.4	775,000
5.	WHAS/Louisville	15.4	734,500
7.	WYYY/Syracuse	15.2	721,500
8.	WMJJ/Birmingham	13.8	704,500
9.	WICC/Bridgeport	13.3	684,000
10.	WTMJ/Milwaukee	13.2	670,800
11.	WCRZ/Flint	13.1	666,500
11.	WIBC/Indianapolis	13.1	638,500
13.	WRVA/Richmond	12.7	626,200
14.	KSSK/Honolulu	12.5	615,500
15.	WLW/Cincinnati	12.3	592,700
16.	WSYR/Syracuse	12.2	568,100
17.	WSNY/Columbus	12.1	563,300
18.	WLEV/Allentown-Bethlehem	11.8	556,800
19.	KKOB/Albuquerque	11.3	524,700
20.	KKOB-FM/Albuquerque	11.0	516,100
21.	WHAM/Rochester	10.7	471,100
22.	KISN/Salt Lake City	10.6	460,800
22.	WJR/Detroit	10.6	429,300
24.	WEBC/Bridgeport	10.5	420,100
25.	WTVN/Columbus	10.1	404,300

## AOR

		AQH	CUME
1.	KEZO-AM & FM/Omaha-Council Bluffs	17.7	1,463,900
2.	WIMZ-AM & FM/Knoxville	16.4	963,300
3.	WCMF/Rochester	16.0	886,500
4.	WFBQ/Indianapolis	14.9	867,800
5.	WEBN/Cincinnati	13.6	791,400
6.	WKRR/Greensboro-Winston Salem	13.3	505,000
7.	KMOD/Tulsa	13.1	487,800
8.	WPYX/Albany-Schenectady-Troy	12.4	487,700
9.	WTUE/Dayton	12.8	482,800
10.	KQRS-AM & FM/Minneapolis-St. Paul	11.6	482,200
11.	WNOR-AM & FM/Norfolk	11.0	445,800
12.	WRXL/Richmond	10.8	407,600
13.	WRDU/Raleigh-Durham	10.7	404,800
13.	WZZO/Allentown-Bethlehem	10.7	404,400
15.	KLAQ/El Paso	10.6	400,500
16.	WAQY/Springfield	10.3	394,400
17.	KLBJ-FM/Austin	10.2	390,900
18.	KATT/Oklahoma City	10.0	389,500
19.	WKLS/Atlanta	9.9	389,500
20.	WEZX/Wilkes Barre-Scranton	9.7	343,100
21.	WIOT/Toledo	9.6	329,300
22.	KSHE/St. Louis	9.5	301,200
23.	WAQX-AM & FM/Syracuse	9.3	293,200
24.	WPLR/New Haven (Bridgeport book)	9.2	291,700
25.	KYYS/Kansas City	9.1	284,400
25.	WKDF/Nashville	9.1	282,300

# FORMAT LEADERS

## BIG BAND/MOR

		CUME
1. WMAS/Springfield (Big Band)	7.1	588,700
2. WPEN/Philadelphia (Big Band)	6.3	527,900
3. WOKY/Milwaukee (Big Band)	5.8	428,300
4. WAMR/Sarasota-Bradenton (Big Band)	5.4	411,500
5. KORK/Las Vegas (Big Band)	5.2	373,000
6. WECK/Buffalo (Big Band)	5.0	321,200
7. KPOP/San Diego (MOR)	4.9	230,200
8. CKLW/Detroit (Big Band)	4.6	168,300
8. KMPC/Los Angeles (Anaheim book) (MOR)	4.6	162,500
10. WEST/Allentown-Bethlehem (Big Band)	4.5	156,600

## GOLD

	AQH	CUME
1. WCDX/Richmond	9.5	1,661,000
2. WHTT-AM & FM/Buffalo (Classic Rock)	9.1	1,566,000
3. WKLH/Milwaukee (Classic Rock)	8.6	1,052,800
4. WOCL/Orlando	7.9	780,500
5. KXKL-AM & FM/Denver-Boulder	7.7	779,400
6. KKLZ/Las Vegas	7.1	722,300
7. WDRC-FM/Hartford	6.9	702,300
8. WGFX/Nashville (Classic Rock)	6.5	593,700
9. WMYG/Pittsburgh (Classic Rock)	6.4	417,200
10. KIKI/Honolulu	6.2	399,400
11. WNCX/Cleveland (Classic Rock)	6.2	382,500
12. KFSO/Fresno	5.9	381,800
12. WMGG/Columbus (Classic Rock)	5.9	377,500
14. KRXO/Oklahoma City (Classic Rock)	5.8	366,800
14. WSEN-AM & FM/Syracuse	5.8	341,100
16. WTRY/Albany-Schenectady-Troy	5.5	315,200
17. KRTH-FM/Los Angeles (Riverside book)	5.4	301,600
17. WWSW-FM/Pittsburgh	5.4	294,600
19. KCFX/Kansas City (Classic Rock)	5.3	293,500
19. KSD/St. Louis (Classic Rock)	5.3	291,600
21. KKBB/Bakersfield (Classic Rock)	5.2	286,100
21. KMJK/Portland (Classic Rock)	5.2	284,600
21. KWG/Stockton	5.2	284,200
21. WIBM/Lansing	5.2	281,700
21. WXRK/New York (Monmouth book) (Classic Rock)	5.2	263,000
1. WCBS-FM/New York		1,661,000
2. WXRK/New York (Classic Rock)		1,566,000
3. KRTH-FM/Los Angeles		1,052,800
4. KLSX/Los Angeles (Classic Rock)		780,500
5. WCKG/Chicago (Classic Rock)		779,400
6. WJMK/Chicago		722,300
7. KSFO & KYA/San Francisco		702,300
8. WYSP/Philadelphia (Classic Rock)		593,700
9. WOGL/Philadelphia		417,200
10. WODS/Boston		399,400
11. KRLA/Los Angeles		382,500
12. WCXR/Washington (Classic Rock)		381,800
13. WCSX/Detroit (Classic Rock)		377,500
14. WIOQ/Philadelphia		366,800
15. WXTR/Washington		341,100
16. KRTH/Los Angeles		315,200
17. WCBS-FM/New York (Nassau-Suffolk book)		301,600
18. KSD/St. Louis (Classic Rock)		294,600
19. KZFX/Houston (Classic Rock)		293,500
20. WZLX/Boston (Classic Rock)		291,600
21. WMYG/Pittsburgh (Classic Rock)		286,100
22. WXRK/New York (Nassau book) (Classic Rock)		284,600
23. WMXJ/Miami-Ft. Lauderdale		284,200
24. KLUV/Dallas-Ft. Worth		281,700
25. KLDE/Houston-Galveston		263,000

## SPANISH

	AQH	CUME
1. KGBT/McAllen-Brownsville	20.6	548,700
2. KBNA-AM & FM/El Paso	8.4	516,200
2. KCOR/San Antonio	8.4	437,100
4. KIWW/McAllen-Brownsville	8.2	419,200
5. KCTY/Monterey-Salinas	5.7	297,500
6. KAMA/El Paso	5.1	235,400
7. KGST/Fresno	5.0	228,900
8. WQBA/Miami-Ft. Lauderdale	4.8	212,000
9. KQXX/McAllen-Brownsville	4.6	200,300
10. KTNQ/Los Angeles	4.2	199,100
10. KXKS/Albuquerque	4.2	
1. KTNQ/Los Angeles		548,700
2. KLVE/Los Angeles		516,200
3. WADO/New York		437,100
4. WSKQ/New York		419,200
5. KWKW/Los Angeles		297,500
6. KALI/Los Angeles		235,400
7. KSKQ/Los Angeles		228,900
8. WKDM/New York		212,000
9. KSKQ-FM/Los Angeles		200,300
10. WOJO/Chicago		199,100

# FORMAT LEADERS

## CONTEMPORARY HIT RADIO

	AQH		CUME
1. WQUT/Johnson City	22.6	1. WHTZ/New York	2,474,000
2. WIOG/Flint	22.3	2. WWPR/New York	2,142,600
3. WVIC-AM & FM/Lansing	22.0	3. KIIS-AM & FM/Los Angeles	1,766,300
4. WNNK/Harrisburg	21.7	4. KPWR/Los Angeles	1,638,300
5. WXLK/Roanoke-Lynchburg	20.9	5. WQHT/New York	1,545,800
6. KRQQ/Tucson	20.5	6. WBBM-FM/Chicago	998,100
7. WAPE-AM & FM/Jacksonville	18.7	7. WYDZ/Chicago	824,800
8. WSKZ/Chattanooga	18.4	8. WEGX/Philadelphia	753,500
9. WRBQ-AM & FM/Tampa-St. Petersburg	17.1	9. KMEL/San Francisco	713,800
10. KZZU/Spokane	16.9	10. WXKS-FM/Boston	663,400
11. WPRO-FM/Providence	16.8	11. WCZY/Detroit	646,800
12. KKRK/Wichita	15.9	12. WHYT/Detroit	642,300
13. WHOT-AM & FM/Youngstown	15.5	13. KRBE/Houston-Galveston	610,200
13. WPRO-FM/Providence (New Bedford book)	15.5	14. KKBQ-AM & FM/Houston-Galveston	583,800
15. KBFM/McAllen-Brownsville	15.0	15. WBZZ/Pittsburgh	535,800
16. WABB-AM & FM/Mobile	14.9	16. WRBQ-AM & FM/Tampa-St. Petersburg	527,400
17. WRVQ/Richmond	14.5	17. WZOU/Boston	520,500
18. KQMQ-AM & FM/Honolulu	14.2	18. KEGL/Dallas-Ft. Worth	509,600
19. WTIC-FM/Hartford	13.9	19. WAVA/Washington	504,500
20. WPXY-AM & FM/Rochester	13.4	20. WLOL/Minneapolis-St. Paul	471,100
21. WYHY/Nashville	13.2	21. WHTZ/New York (Nassau-Suffolk book)	458,700
22. WKCI/New Haven	12.9	22. WDTX/Detroit	455,600
23. WMC-FM/Memphis	12.8	23. WPRO-FM/Providence	454,300
23. WNTQ/Syracuse	12.8	24. KHYI/Dallas-Ft. Worth	452,200
25. WKRZ-FM/Wilkes Barre-Scranton	12.3	25. KYUU/San Francisco	449,500

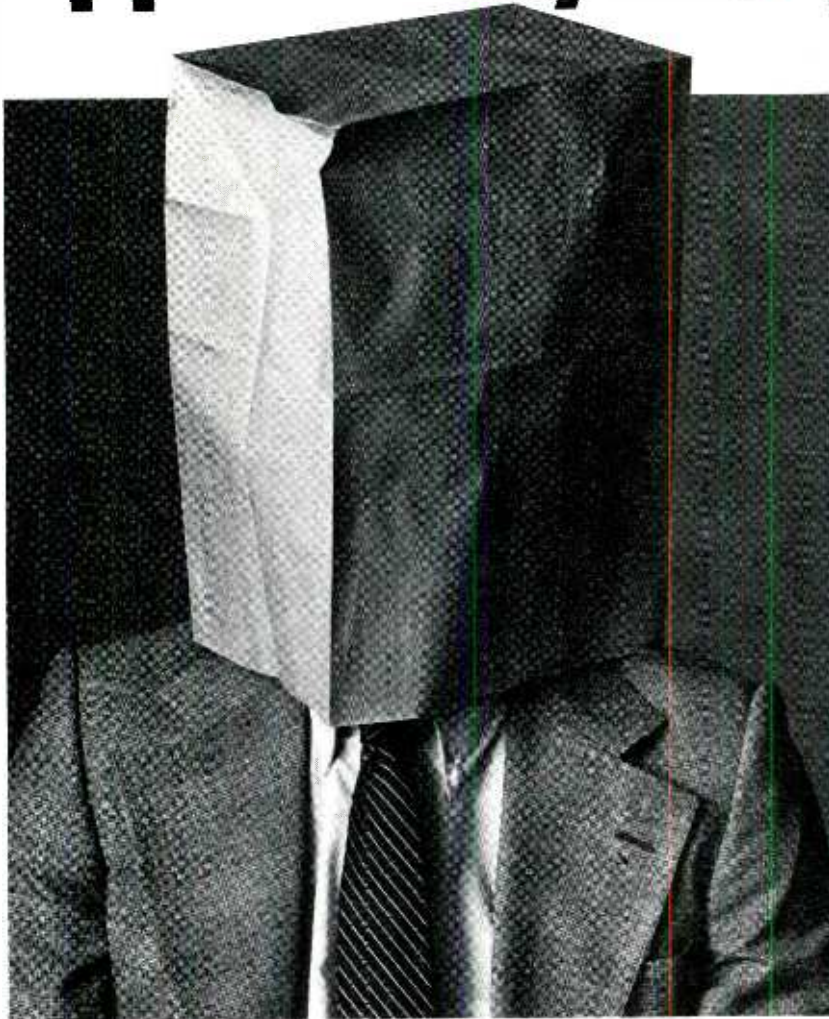
## COUNTRY

	AQH		CUME
1. WIVK-AM & FM/Knoxville	35.5	1. WYNY/New York	1,039,200
2. WCOS-AM & FM/Columbia, SC	20.6	2. KIKK-FM/Houston-Galveston	518,800
3. KSSN/Little Rock	20.3	3. KLAC/Los Angeles	514,600
4. WXBQ/Johnson City	19.4	4. KILT-FM/Houston-Galveston	481,200
5. WYNK-AM & FM/Baton Rouge	18.3	5. WBAP/Dallas-Ft. Worth	475,700
6. WKSJ-AM & FM/Mobile	17.7	6. WMZQ-AM & FM/Washington	465,500
7. WTQR/Greensboro-Winston Salem	17.5	7. WUSN/Chicago	464,600
8. WAMZ/Louisville	16.1	8. KPLX/Dallas-Ft. Worth	439,400
9. KASE/Austin	15.9	9. KSCS/Dallas-Ft. Worth	438,900
10. WITL-FM/Lansing	15.5	10. KZLA/Los Angeles	409,500
11. WKKO/Toledo	14.4	11. KNIX-AM & FM/Phoenix	394,400
11. WRNS/Coastal North Carolina	14.4	12. KSAN/San Francisco	378,900
13. KXXY-AM & FM/Oklahoma City	14.3	13. WXTU/Philadelphia	367,800
14. WESC-AM & FM/Greenville-Spartanburg	14.0	14. WWWW/Detroit	354,800
15. WSOC-FM/Charlotte	13.7	15. WKHX-AM & FM/Atlanta	320,000
16. WUSY/Chattanooga	13.5	16. KYGO-AM & FM/Denver	281,700
16. WZZK-AM & FM/Birmingham	13.5	17. KEEY/Minneapolis-St. Paul	274,000
18. KNIX-AM & FM/Phoenix	13.0	18. WDAF/Kansas City	271,700
19. WDAF/Kansas City	12.9	19. WYAY/Atlanta	271,100
20. WYYD/Roanoke-Lynchburg	12.7	20. WBOS/Boston	265,200
21. KFDI-FM/Wichita	12.6	21. WIL-FM/St. Louis	261,100
22. WSSL-AM & FM/Greenville-Spartanburg	12.2	22. WPOC/Baltimore	248,800
23. KWEN/Tulsa	12.1	23. WGAR-AM & FM/Cleveland	246,700
23. WEZL/Charleston	12.1	24. WQYK-AM & FM/Tampa-St. Petersburg	243,600
25. WQIK-AM & FM/Jacksonville	11.7	25. WSOC-FM/Charlotte-Gastonia-Rock Hill	239,300



*A Program Director who prefers to remain anonymous:*

# “How I blew the opportunity of my career”



“I had my chance, and I missed it. My instincts told me Open House Party had all the makings of a hit. Did I listen? Nooooo. I figured I'd be smart and play it safe. Wait and see what happens on other stations.

“So I waited. And what do I see? The guy down the street picks up the show, and all of a sudden his station moves up to #1 on weekends. “I swear, next time I'm going with my gut. In this business, if you snooze, you lose.”

## **Party your way to the top.**

Open House Party is the hot live CHR weekend show that's beamed coast-to-coast via satellite on Saturday and Sunday nights. It's got an intense music mix, star-studded interviews, live requests, outrageous contests, and a spontaneous kind of fun canned shows just can't touch.

It's playing now in 27 markets—although that figure is about to double. And ratings are up on every station.

For example:

	PRE-PARTY	SPRING '88	CHANGE
WMJQ-FM, BUFFALO*	3.6	8.1	+ 125%
WNNK-FM, HARRISBURG*	10.9	14.5	+ 33%
WXKS-FM, BOSTON**	7.9	11.8	+ 49%

ARBITRON \*Winter '88, 18+ share \*\*Fall '87 share

“We get real strong street talk. Open House Party is an absolutely fun show to listen to. John Garabedian is a magic guy who makes Saturday and Sunday nights sizzle in Buffalo.” *Larry Levite, Pres/GM, WMJQ, Buffalo*

“Open House Party is the biggest show on CHR radio today. Our listeners think it's our own show, and we're selling it as prime time. It definitely pays to party.” *Sunny Joe White, National PD, Pyramid Broadcasting*

“I came in on the following Monday after we added the show, and our entire staff was raving to me about it. Open House Party sounds big, sounds live, and sounds like part of my station.” *Leslie Fram, Program Director, WABB-FM, Mobile*

The Party can take you to the top on weekends—and keep you there. To check the availability in your market, call Sam Kopper or Brian Beecher at (617) 266-2900. Don't blow it.



## **Open House Party**

# FORMAT LEADERS

## BEAUTIFUL MUSIC/EASY LISTENING

		AQH	CUME
1.	WDUV/Sarasota-Bradenton	17.2	1,752,400
2.	KXLY-FM/Spokane	13.8	852,700
3.	WEZN/Bridgeport	13.5	848,200
4.	WHIO-FM/Dayton	12.8	591,900
5.	WFMZ/Allentown-Bethlehem	12.6	522,700
6.	WLKW/Providence	12.4	448,500
7.	WEAT-AM & FM/West Palm Beach	12.0	440,900
7.	WEZK/Knoxville	12.0	388,900
9.	WRCH/Hartford	11.8	356,700
10.	WLQR/Toledo	11.5	354,300
10.	WROW-FM/Albany-Schenectady-Troy	11.5	351,200
12.	KEZQ-AM & FM/Little Rock	11.2	326,300
13.	KXTZ/Las Vegas	11.0	296,300
13.	WPVR/Roanoke-Lynchburg	11.0	295,200
15.	WDEF-FM/Chattanooga	10.8	293,300
16.	WRCH/Hartford (Springfield book)	10.0	291,600
17.	KUMU-AM & FM/Honolulu	9.8	291,200
18.	WWBA/Tampa-St. Petersburg	9.6	269,100
19.	KJYK/Tucson	9.5	260,100
19.	KMEO-AM & FM/Phoenix	9.5	250,100
21.	WBNS-AM & FM/Columbus	9.2	244,500
21.	WLIF/Baltimore	9.2	234,000
23.	KJQY/San Diego (San Diego North book)	9.1	222,200
23.	WFOG/Norfolk	9.1	198,500
25.	WQAL/Cleveland	8.9	170,500
1.	WPAT-AM & FM/New York		1,752,400
2.	WXEZ-AM & FM/Chicago		852,700
3.	KJOI/Los Angeles		848,200
4.	WEAZ/Philadelphia		591,900
5.	KABL-AM & FM/San Francisco		522,700
6.	WJOL/Detroit		448,500
7.	WGAY/Washington		440,900
8.	WLYF/Miami-Ft. Lauderdale		388,900
9.	KODA/Houston-Galveston		356,700
10.	WJIB/Boston		354,300
11.	WPCH/Atlanta		351,200
12.	WLIF/Baltimore		326,300
13.	WQAL/Cleveland		296,300
14.	KMEZ-AM & FM/Dallas-Ft. Worth		295,200
15.	KMEO-AM & FM/Phoenix		293,300
16.	KEZK/ St. Louis		291,600
17.	WSHH/Pittsburgh		291,200
18.	WWBA/Tampa-St. Petersburg		269,100
19.	KJQY/San Diego		260,100
20.	WAYL-AM & FM/Minneapolis-St. Paul		250,100
21.	WLKW/Providence		244,500
22.	KOSI/Denver-Boulder		234,000
23.	KBAY/San Francisco		222,200
24.	WEZW/Milwaukee		198,500
25.	WFOG/Norfolk		170,500

## URBAN CONTEMPORARY

		AQH	CUME
1.	WIKS/Coastal North Carolina	23.1	1,380,400
2.	WWDM/Columbia	18.7	1,300,700
3.	WDZZ/Flint	17.4	1,035,300
4.	WQUE-AM & FM/New Orleans	15.1	697,600
5.	KPRR/EI Paso	13.1	598,000
6.	WBLX/Mobile	12.9	508,200
7.	WHRK/Memphis	11.8	491,500
8.	KQXL/Baton Rouge	11.5	479,000
9.	WENN/Birmingham	10.9	410,800
10.	WVEE/Atlanta	10.3	384,200
11.	KRNB/Memphis	9.4	373,200
12.	WGCI-FM/Chicago	9.2	372,000
13.	WXOK/Baton Rouge	9.1	367,300
14.	KMJQ/Houston-Galveston	8.8	362,300
15.	KKDA-AM & FM/Dallas-Ft. Worth	8.6	352,900
15.	WPLZ-FM/Richmond	8.6	318,300
17.	WGOK/Mobile	8.5	284,000
18.	WJTT/Chattanooga	8.4	274,000
19.	WPEG/Charlotte	8.3	272,800
20.	WUSL/Philadelphia	8.2	227,600
21.	WLWZ/Greenville-Spartanburg	8.0	223,200
22.	WJLB/Detroit	7.9	207,000
22.	WYLD-FM/New Orleans	7.9	206,300
24.	WTLC/Indianapolis	7.7	204,500
25.	WWWZ/Charleston	7.4	203,900
1.	WBLS/New York		1,380,400
2.	WRKS/New York		1,300,700
3.	WGCI-FM/Chicago		1,035,300
4.	WBMX/Chicago		697,600
5.	WUSL /Philadelphia		598,000
6.	WJLB/Detroit		508,200
7.	KSOL/San Francisco		491,500
8.	KJLH/Los Angeles		479,000
9.	KMJQ/Houston-Galveston		410,800
10.	WKYS/Washington		384,200
11.	WHUR/Washington		373,200
12.	WDAS-FM/Philadelphia		372,000
13.	KDAY/Los Angeles		367,300
14.	KKDA-FM/Dallas-Ft. Worth		362,300
15.	WVEE/Atlanta		352,900
16.	WQUE-AM & FM/New Orleans		318,300
17.	WXYV/Baltimore		284,000
18.	WDJY/Washington		274,000
19.	KACE/Los Angeles		272,800
20.	KMJM/St. Louis		227,600
21.	WEDR/Miami-Ft. Lauderdale		223,200
22.	WHRK/Memphis		207,000
23.	WGPR/Detroit		206,300
24.	WZAK/Cleveland		204,500
25.	WAMO-FM/Pittsburgh		203,900

# FORMAT LEADERS

## CLASSICAL

	AQH	CUME
1. KFSD/San Diego (San Diego North book) . . . . .	3.6	1. WQXR-AM & FM/New York . . . . . 776,900
2. KYTE-FM/Portland . . . . .	3.1	2. WNCN/New York . . . . . 623,900
2. WGMS-AM & FM/Washington . . . . .	3.1	3. KFAC-FM/Los Angeles . . . . . 448,900
2. WTMI/Miami-Ft. Lauderdale (West Palm Beach book) . . . . .	3.1	4. KDFC-AM & FM/Los Angeles . . . . . 313,300
5. WTMI/Miami-Ft. Lauderdale . . . . .	2.8	5. KKHI-AM & FM/San Francisco . . . . . 262,300
6. KDFC-AM & FM/San Francisco . . . . .	2.4	6. WGMS-AM & FM/ Washington . . . . . 253,800
6. KING-FM/Seattle . . . . .	2.4	7. WFLN/Philadelphia . . . . . 245,700
8. KVOD/Denver-Boulder . . . . .	2.2	8. WFMT/Chicago . . . . . 227,800
9. KDFC-AM & FM/San Francisco . . . . .	2.0	9. WNIB/Chicago . . . . . 203,000
10. KFSD/San Diego . . . . .	1.9	10. WTMI/Miami-Ft. Lauderdale . . . . . 179,600
11. WCLV/Cleveland . . . . .	1.8	11. WQRS/Detroit . . . . . 154,000
11. KKHI-AM & FM/San Francisco . . . . .	1.8	12. WCRB/Boston . . . . . 139,700
13. WXCR/Tampa-St. Petersburg . . . . .	1.7	13. KING-FM/Seattle . . . . . 135,200
14. WFMR/Milwaukee . . . . .	1.6	14. WQXR-AM & FM/New York (Nassau book) . . . . . 124,500
14. WQXR-AM & FM/New York (Nassau-Suffolk book) . . . . .	1.6	15. WCLV/Cleveland . . . . . 116,700

## NAC

	AQH	CUME
1. KIFM/San Diego (San Diego North book) . . . . .	4.3	1. KTWV/Los Angeles . . . . . 588,800
2. WHVE/Tampa (Sarasota book) . . . . .	4.1	2. WNUA/Chicago . . . . . 380,100
3. WNWV/Cleveland . . . . .	3.5	3. KBLX-AM & FM/San Francisco . . . . . 311,800
4. KIFM/San Diego . . . . .	3.4	4. KKSF/San Francisco . . . . . 280,400
5. KQPT/Sacramento . . . . .	2.7	5. KOAI/Dallas-Ft. Worth . . . . . 221,700
6. KOAI/Dallas-Ft. Worth . . . . .	2.5	6. WVAE /Detroit . . . . . 205,300
6. KTWV/Los Angeles (Anaheim book) . . . . .	2.5	7. WLNK/Chicago . . . . . 181,500
8. KKSF/San Francisco . . . . .	2.4	8. KIFM/San Diego . . . . . 153,900
9. KKSF/San Francisco (San Jose book) . . . . .	2.3	9. WNWV/Cleveland . . . . . 147,100
10. KHIH/Denver-Boulder . . . . .	2.2	10. KTWV/Los Angeles (Anaheim book) . . . . . 143,100
11. KDAB/Salt Lake City . . . . .	2.1	11. WBMW/Washington . . . . . 134,800
12. KBLX-AM & FM/San Francisco (San Jose book) . . . . .	2.0	12. WXDJ/Miami-Ft. Lauderdale . . . . . 122,700
12. KSWV/San Diego . . . . .	2.0	13. KNUA/Seattle-Tacoma . . . . . 105,900
12. WHVE/Tampa-St. Petersburg . . . . .	2.0	14. KHIH/Denver-Boulder . . . . . 105,100
15. KBLX-AM & FM/San Francisco . . . . .	1.9	15. KSWV/San Diego . . . . . 104,500
16. WNUA/Chicago . . . . .	1.8	16. WHVE/Tampa-St. Petersburg . . . . . 95,300
17. KTWV/Los Angeles . . . . .	1.7	17. KBLX-AM & FM/San Francisco (San Jose book) . . . . . 76,600
18. WVAE/Detroit . . . . .	1.6	18. WBZN-AM & FM/Milwaukee . . . . . 69,500
19. KNUA/Seattle . . . . .	1.5	19. KKSF/San Francisco (San Jose book) . . . . . 64,000
19. WBMW/Washington, DC . . . . .	1.5	20. KQPT/Sacramento . . . . . 63,300
21. WXDJ/Miami-Ft. Lauderdale . . . . .	1.4	21. KDAB/Salt Lake City-Ogden-Provo . . . . . 55,600
22. KCWV-AM & FM/Kansas City . . . . .	1.3	22. WCWV-AM & FM/Kansas City . . . . . 52,000
22. WBZN-AM & FM/Milwaukee . . . . .	1.3	23. KGRX/Phoenix . . . . . 45,700
24. KGRX/Phoenix . . . . .	1.1	24. KTWV/Los Angeles (Riverside book) . . . . . 44,100
25. KTWV/Los Angeles (Riverside book) . . . . .	1.0	25. WHVE/Tampa (Sarasota book) . . . . . 34,400

## A Step-By- For Using R Ratings Da

As you examine R&R's "Spring '88 Ratings Report & Directory," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

### 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 spring '88 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '87 share on the left. Results from additional surveys (summer, fall, and winter) 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.

### STATION/FORMAT

The call letters are printed in bold type with the format of each station listed beneath in *italics*.

### AUDIENCE RANKINGS

The six 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 audience spent listening to it. This is based upon total persons 12+ demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. 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.

### FREQUENCY/POWER

The frequency and power for the radio station signal(s) are shown as listed on page 3B in each Arbitron report.

### AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+ Monday-Sunday, 6am-Midnight.

### OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their 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 spring '88 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

### 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 spring '88 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

#1

NEW

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AQH	STATION FORMAT	POPULATION FREQUENCY POWER
5.8	6.2	6.0	6.2	6.0	1	<b>WHTZ</b> <i>CHR</i>	100.3 7.8kw
6.3	6.1	6.0	6.1	5.5	2	<b>WPAT-A/F</b> <i>B/EZ</i>	930.93.1 5kw/5.4kw
4.4	4.6	4.6	4.0	4.6	3	<b>WRKS</b> <i>UC</i>	98.7 50kw
4.4	4.5	4.5	3.9	4.6	4	<b>WOR</b> <i>Talk</i>	710 50kw
4.1	4.3	4.7	4.6	4.5	5	<b>WLTW</b> <i>AC</i>	106.7 7.8kw
3.7	3.8	3.6	4.3	4.2	6	<b>WCBS-FM</b> <i>Gold</i>	101.1 6.8kw
4.8	4.8	4.7	4.1	4.2	7	<b>WWPR</b> <i>CHR</i>	95.5 7.2kw

### DEMOGRAPHIC RANK

Men 18-34		Women 18-34		Men 18-49		Women 18-49	
1	<b>WXRK</b>	1	<b>WHTZ</b>	1	<b>WXRK</b>	1	<b>WHTZ</b>
2	<b>WNEW-FM</b>	2	<b>WWPR</b>	2	<b>WNEW-FM</b>	2	<b>WWPR</b>
3	<b>WBLS</b>	3	<b>WRKS</b>	3	<b>WCBS-FM</b>	3	<b>WLTW</b>
4	<b>WHTZ</b>	4	<b>WBLS</b>	4	<b>WHTZ</b>	4	<b>WCBS-FM</b>
5	<b>WRKS</b>	5	<b>WQHT</b>	5	<b>WBLS</b>	5	<b>WRKS</b>
6	<b>WQHT</b>	6	<b>WNEW-FM</b>	6	<b>WRKS</b>	6	<b>WNSR</b>
7	<b>WCBS-FM</b>	7	<b>WNSR</b>	7	<b>WQHT</b>	7	<b>WBLS</b>
8	<b>WWPR</b>	8	<b>WLTW</b>	8	<b>WLTW</b>	8	<b>WQHT</b>
9	<b>WLTW</b>	9	<b>WXRK</b>	9	<b>WWPR</b>	9	<b>WNEW-FM</b>
10	<b>WNSR</b>	10	<b>WCBS-FM</b>	10	<b>WFAN</b>	10	<b>WXRK</b>

# Step Manual &R's Unique Data Features

## NEW YORK

POPULATION: 14,053,600

	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1	1	1	1	3	11	69	MALRITE	CHR	6.7	
4	36	24	17	12	1	94	PARK	KATZ	4.6	
15	3	3	6	9	15	101	RKO GENERAL	REP	7.7	
10	26	31	26	19	4	85	RKO GENERAL	REP	3.0	
6	20	9	7	2	2	77	VIACOM	MMR	3.2	
7	14	8	2	1	3	72	CBS	CBS	3.4	
3	4	6	5	5	12	56	CAP CITIES/ABC	BAN	4.8	

### FORMAT REACH

Men 25-54	Women 25-54	Format	Reach
1 WCBS-FM	1 WLTW	AC	10.9
2 WXRK	2 WCBS-FM	ACR	3.6
3 WNEW-FM	3 WNSR	BBnd	1.6
4 WLTW	4 WHTZ	BM/Easy	5.5
5 WFAN	5 WWPR	CHR	14.3
6 WWPR	6 WBLS	Clas	2.7
7 WBLS	7 WRKS	Ctry	2.5
8 WHTZ	8 WSKQ	Gold	7.7
9 WYNY	9 WNEW-FM	Misc	17.1
10 WINS	10 WINS	N/T	1.3
		Rel/CC	3.9
		Span	8.6
		UC	8.6

### Reps Abbreviation Key

A&A	Alston & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-C	Dora Clayton Agency, Inc.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
FWS	Frederick W. Smith
GIL	Gillis Broadcasting
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	Hillier, Newmark, Wechsler & Howard
INT	Interep
J/BO	Jack Balton & Associates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masla Radio
MMR	Major Market Radio Inc.
MMR-E	Major Market Radio/Espanol
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
P/W	P/W Radio Representatives
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
R/W	Radio West
REG	Regional Representatives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SCH	Harold S. Schwartz Associates, Inc.
SEL	Selcom Radio
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TOR	Torbet/Select Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.
VM	Victor Marrero
W&P	Weiss & Powell, Inc.

# ANAHEIM-SANTA ANA

POPULATION: 1,849,400

SPRING '87	FALL '87	SPRING '88	METRO RANK 1-2-AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.5	7.0	7.1	1	KIIS-A/F CHR	1150 102.7 5kw/8kw	1	3	1	1	1	8	54	GANNETT	MCG
5.0	5.2	6.4	2	KPWR CHR	105.9 72kw	2	1	4	5	11	16	67	EMMIS	HNWH
5.7	4.7	5.7	3	KABC Talk	790 5kw	7	16	20	10	5	1	80	CAP CITIES/ABC	KATZ
5.5	6.0	5.3	4	KROQ AOR	106.7 5.6kw	4	2	3	6	19	32	71	INFINITY	TOR
3.7	4.8	5.2	5	KOST AC	103.5 12.5kw	3	5	5	2	3	3	67	COX	CHR
5.3	5.5	5.0	6	KJOI BEZ	98.7 75kw	13	35	27	26	12	2	97	LEGACY	BAN
4.3	2.4	4.6	7	KMPC MOR	710 50-10kw	12	31	24	30	21	6	89	GOLDEN WEST	DUR
5.9	4.2	4.4	8	KRTH-FM Gold	101.1 58kw	6	10	8	4	2	5	61	RKO GENERAL	REP
3.5	5.5	4.1	9	KLOS AOR	95.5 63.1kw	5	7	2	3	8	27	56	CAP CITIES/ABC	KATZ
4.9	4.6	3.7	10	KBIG AC	104.3 105kw	10	25	11	7	4	4	62	BONNEVILLE INT	CBS
3.7	3.1	3.4	11	KNX News	1070 50kw	8	21	12	13	15	10	51	CBS	CBS
3.2	4.5	3.1	12	KIQQ AC	100.3 5.3kw	14	30	15	11	6	7	69	OUTLET	HNWH
4.6	4.7	2.9	13	KLSX G/CR	97.1 55kw	11	13	7	8	7	17	54	GREATER MEDIA	MMR
0.6	1.9	2.7	14	KTNQ Span	1020 50kw	24	19	6	9	9	25	151	HEFTEL	CAB
2.5	2.7	2.5	15	KTWV NAC	94.7 58kw	15	9	9	12	10	13	56	METROPOLITAN	BAN
1.8	1.8	2.4	16	KFI AC	640 50kw	16	26	21	17	13	9	66	COX	CHR
1.7	1.8	2.3	17	KZLA Ctry	93.9 49kw	22	15	19	15	14	11	101	MALRITE	EAST
2.6	3.2	2.2	18	KFWB News	980 5kw	9	24	28	29	24	12	36	GROUP W	G/W
1.2	1.4	1.8	19	KLVE Span	107.5 34.5kw	23	12	18	16	17	18	85	HEFTEL	CAB
0.9	1.8	1.7	20	KNX-FM AOR	93.1 28.5kw	19	17	13	14	16	19	53	CBS	CBS
1.7	2.1	1.7	21	KNAC AOR	105.5 1.05kw	21	4	17	27	33	34	66	FLAGSHIP	
0.6	0.9	1.5	22	KYMS CC	106.3 3kw	25	11	10	18	18	29	86	INTERSTATE	R/W
1.4	1.6	1.5	23	KFAC-FM Clas	92.3 55kw	20	33	26	24	22	15	48	CLASSIC	MCG
1.2	1.3	1.4	24	KIKF Ctry	94.3 3kw	28	29	31	20	20	14	92	ARIES	
1.9	1.1	1.4	25	KEZY CHR	95.9 2.5kw	18	6	14	19	29	30	41	ANAHEIM	
0.8	1.4	1.2	26	KLAC Ctry	570 5kw	17	18	22	22	28	23	37	MALRITE	EAST
0.8	1.1	1.1	27	KSKQ-FM Span	97.9 79kw	34	32	16	21	23	31	131	SBS	SBS

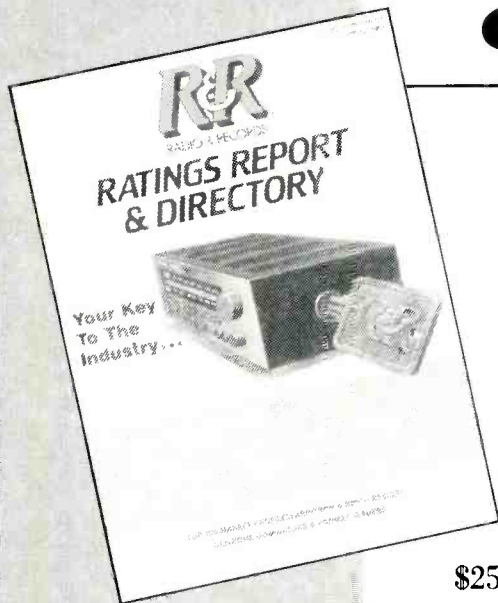
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POPULATION: 2,117,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.0	10.5	9.4	10.5	10.2	1	<b>WVEE</b> UC	103.3 100kw	5	3	2	1	1	7	116	SUMMIT	MCG	12.2
8.3	9.6	7.6	7.9	9.9	2	<b>WKLS</b> AOR	96.1 100kw	2	4	1	2	3	11	102	GREAT AMERICAN	KATZ	11.3
5.8	6.1	6.9	8.4	8.0	3	<b>WSB-FM</b> AC	98.5 100kw	1	10	3	3	2	4	79	COX	CHR	5.2
7.4	8.9	8.9	8.1	7.9	4	<b>WPCH</b> B/EZ	94.9 100kw	6	11	11	10	4	1	90	JACOR	EAST	5.4
7.7	8.4	8.6	7.1	7.4	5	<b>WSB</b> AC	750 50kw	4	13	13	11	10	3	81	COX	CHR	5.3
7.9	5.7	7.5	8.1	6.9	6	<b>WKHX-A/F</b> Ctry	590 101.5 5kw/100kw	8	6	9	7	5	2	93	CAP CITIES/ABC	REP	7.7
8.5	6.9	5.5	5.4	6.4	7	<b>WZGC</b> CHR	92.9 100kw	3	1	5	6	9	12	67	COOK INLET	HNWH	7.6
3.3	5.6	6.1	5.4	5.8	8	<b>WAPW</b> CHR	99.7 100kw	9	2	6	8	11	13	75	SUSQUEHANNA	DUR	6.8
5.1	5.6	6.1	5.2	5.4	9	<b>WQXI-FM</b> AC	94.1 100kw	7	12	4	4	6	8	67	JEFFERSON-PILOT	BAN	4.6
8.0	4.9	5.0	5.7	5.4	10	<b>WYAY</b> Ctry	106.7 100kw	11	9	7	9	8	5	80	NEWCITY	MMR	8.5
3.9	4.9	4.6	4.3	4.8	11	<b>WFOX</b> AC	97.1 100kw	10	8	8	5	7	6	68	SHAMROCK BR.	MMR	3.3
3.2	2.7	4.3	3.2	3.8	12	<b>WAOK</b> Rel	1380 5kw	14	7	14	14	13	9	121	SUMMIT	MCG	2.5
2.6	3.4	2.6	3.5	3.5	13	<b>WGST</b> N/T	920 1-5kw	12	16	12	13	12	10	74	JACOR	EAST	2.4
3.5	2.2	3.5	3.2	2.5	14	<b>WEKS-FM</b> UC	104.1 100kw	13	5	10	12	14	14	60	ZAPIS	DUR	4.8

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKLS	1 WVEE	1 WKLS	1 WSB-FM	1 WKLS	1 WSB-FM	AC	25.6
2 WVEE	2 WSB-FM	2 WVEE	2 WVEE	2 WVEE	2 WVEE	AOR	9.9
3 WZGC	3 WKLS	3 WQXI-FM	3 WKLS	3 WQXI-FM	3 WPCH	BM/Easy	7.9
4 WQXI-FM	4 WAPW	4 WFOX	4 WPCH	4 WFOX	4 WKHX-FM	CHR	12.1
5 WSB-FM	5 WQXI-FM	5 WZGC	5 WAPW	5 WPCH	5 WQXI-FM	Ctry	12.6
6 WAPW	6 WZGC	6 WSB-FM	6 WQXI-FM	6 WYAY	6 WFOX	N/T	3.5
7 WYAY	7 WFOX	7 WYAY	7 WKHX-FM	7 WKHX-FM	7 WKLS	Rel/CC	3.8
8 WEKS	8 WYAY	8 WKHX-FM	8 WFOX	8 WSB-FM	8 WYAY	UC	12.7
9 WFOX	9 WKHX-FM	9 WAPW	9 WZGC	9 WSB	9 WAPW		
10 WKHX-FM	10 WPCH	10 WPCH	10 WYAY	10 WZGC	10 WZGC		

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SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.8	8.9	9.8	9.6	9.2	1	WLIF B/EZ	101.9 13.5kw	3	34	9	5	1	1	112	JAG	CHR	7.0
6.7	7.8	6.3	7.3	8.8	2	WBAL N/T	1090 50kw	1	20	10	8	7	2	90	HEARST	HNWH	7.9
9.7	8.9	8.0	6.8	7.3	3	WBSB CHR	104.3 50kw	2	1	2	1	4	6	75	SCRIPPS HOWARD	BAN	8.1
5.7	7.4	8.7	5.7	6.8	4	WXYV UC	102.7 50kw	5	3	1	2	3	9	94	SUMMIT	MCG	10.8
3.3	4.1	4.4	6.4	5.3	5	WWMX AC	106.5 50kw	4	12	4	3	2	5	68	CAPITOL	KATZ	6.1
5.9	6.6	6.6	5.3	4.9	6	WPOC Ctry	93.1 50kw	7	15	12	7	6	3	78	NATIONWIDE	EAST	5.3
5.0	5.6	4.6	5.5	4.7	7	WIYY AOR	97.9 50kw	6	5	3	4	8	13	69	HEARST	HNWH	7.4
3.0	2.8	3.4	3.6	3.9	8	WQSR Gold	105.7 50kw	8	13	14	6	5	4	81	KEY	BAN	3.0
3.2	3.2	3.4	3.0	3.9	9	WFBR Talk	1300 5kw	13	35	25	21	18	7	105	JAG	REP	3.9
2.5	2.4	3.0	3.7	3.0	10	WGHT CHR	95.9 3kw	11	2	8	13	15	20	69	COMM. MANAGE.	DUR	4.4
2.6	2.7	2.1	2.4	2.8	11	WITH BBnd	1230 1kw	17	32	28	24	19	11	105	WITH	ROS	1.3
1.8	1.9	2.7	3.4	2.8	12	WGRX G/CR	100.7 16kw	10	7	5	9	10	22	61	SHAMROCK COM.	DUR	2.9
2.6	2.1	2.9	2.4	2.7	13	WWDC-FM AOR	101.1 22.5kw	9	8	6	10	11	18	56	CAPITOL	CHR	2.8
2.1	2.5	2.5	3.5	2.6	14	WYST-FM AC	92.3 10kw	12	14	13	11	9	8	66	UNITED	MMR	1.9
4.1	2.2	2.3	2.5	2.6	15	WCAO Ctry	600 5kw	15	23	22	19	16	12	86	SUMMIT	MCG	1.7
3.2	2.3	2.5	2.3	2.6	16	WBGR Rel	860 1-1kw	20	16	17	14	13	10	105	MORTENSON	ROS	1.9
1.3	1.3	1.2	2.1	2.0	17	WHUR UC	96.3 24kw	14	36	7	12	12	19	66	HOWARD UNI.	DUR	2.2
2.4	3.0	1.5	1.9	1.7	18	WWIN UC	1400 1kw	16	9	16	16	14	14	64	MEDIACOMM	DUR	2.2
2.1	2.6	1.8	2.0	1.6	19	WEBB UC	1360 5-1.3kw	19	6	19	18	20	16	63	BRUNSON	CITI	1.2
1.2	1.3	1.6	1.5	1.3	20	WHFS AOR	99.1 50kw	22	17	11	15	17	28	65	DUCHOSSOIS	MASL	2.3
2.2	1.6	1.9	1.1	1.3	21	WRQX CHR	107.3 50kw	18	4	18	20	27	30	49	CAP CITIES/ABC	KATZ	1.7
1.6	0.8	1.5	2.2	1.2	22	WRBS Rel	95.1 50kw	25	18	27	22	21	15	84	PETER & JOHN		1.2
0.0	0.7	0.7	0.6	1.1	23	WPGC-FM CHR	95.5 50kw	23	10	15	17	24	31	53	COOK INLET	BAN	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.9
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WQSR	1 WLIF	AOR	8.7
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WPOC	2 WWMX	BBnd	2.8
3 WWDC-FM	3 WWMX	3 WQSR	3 WWMX	3 WBAL	3 WBSB	BM/Easy	9.2
4 WGRX	4 WIYY	4 WWMX	4 WLIF	4 WIYY	4 WXYV	CHR	12.7
5 WBSB	5 WGHT	5 WBSB	5 WIYY	5 WLIF	5 WPOC	Ctry	7.5
6 WWMX	6 WYST-FM	6 WWDC-FM	6 WYST-FM	6 WWMX	6 WYST-FM	Gold	6.7
7 WHFS	7 WLIF	7 WGRX	7 WPOC	7 WXYV	7 WBAL	N/T	12.7
8 WHUR	8 WHUR	8 WBAL	8 WQSR	8 WWDC-FM	8 WQSR	Rel/CC	3.8
9 WBAL	9 WPOC	9 WPOC	9 WBGR	9 WBSB	9 WBGR	UC	12.1
10 WQSR	10 WGRX	10 WLIF	10 WGHT	10 WGRX	10 WIYY		

POPULATION: 3,183,800

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	8.1	7.0	6.5	8.6	1	<b>WXKS-FM</b> CHR	107.9 23.5kw	1	2	1	1	3	11	82	PYRAMID	MMR	10.7
6.9	6.4	6.9	6.7	7.7	2	<b>WRKO</b> NT	680 50kw	2	28	15	12	7	2	88	RKO GENERAL	REP	5.9
8.7	7.1	7.3	7.1	6.6	3	<b>WBZ</b> AC	1030 50kw	5	11	16	7	4	1	81	GROUP W	G/W	8.1
7.1	7.3	7.4	7.2	6.6	4	<b>WBCN</b> AOR	104.1 19.5kw	6	5	2	2	1	12	86	INFINITY	TOR	8.6
4.7	4.3	5.2	5.4	5.8	5	<b>WZOU</b> CHR	94.5 11.5kw	4	1	3	4	12	15	70	ARDMAN	EAST	7.0
5.7	6.3	5.7	6.1	4.9	6	<b>WJIB</b> B/EZ	96.9 12.5kw	9	21	19	17	16	3	87	NBC	MCG	4.7
1.4	1.5	2.9	4.8	4.5	7	<b>WODS</b> Gold	103.3 12.5kw	7	4	6	3	2	4	71	CBS	CBS	3.8
5.7	4.6	5.2	5.8	4.4	8	<b>WHDH</b> AC	850 50kw	8	20	18	15	14	6	73	SCONNIX	DUR	4.5
4.7	4.4	4.4	4.3	4.3	9	<b>WSSH-FM</b> AC	99.5 32kw	11	16	12	8	6	5	84	NOBLE	HNWH	3.5
4.6	4.9	5.2	4.1	4.2	10	<b>WEEI</b> News	590 5kw	3	19	17	14	11	7	50	HELEN		3.4
3.8	4.2	3.2	3.5	3.6	11	<b>WROR</b> AC	98.5 8.1kw	10	6	7	5	5	9	64	RKO GENERAL	REP	4.2
3.5	2.9	2.9	3.0	3.5	12	<b>WMJX</b> AC	106.7 24.5kw	12	15	4	6	8	10	71	GREATER MEDIA	MCG	1.6
2.2	1.9	2.3	2.1	3.3	13	<b>WBOS</b> Try	92.9 17kw	14	17	14	13	9	8	78	SCONNIX	DUR	3.0
2.5	2.7	2.7	2.6	2.6	14	<b>WVBF</b> AC	105.7 13.8kw	15	9	9	10	10	13	73	FAIRBANKS	BAN	1.9
4.5	4.0	4.4	3.4	2.5	15	<b>WZLX</b> G/CR	100.7 20kw	13	18	5	9	15	18	54	COOK INLET	CHR	3.9
2.3	2.8	3.0	1.6	2.4	16	<b>WILD</b> UC	1090 5kw	21	14	8	11	13	14	135	NASH	ROS	1.7
2.7	1.9	2.0	1.9	1.6	17	<b>WAAF</b> AOR	107.3 18.6kw	16	3	13	19	20	32	55	NEWCITY	KATZ	3.2
0.6	1.4	1.5	1.3	1.6	18	<b>WFNX</b> AOR	101.7 3kw	17	13	10	16	17	27	68	MCC		1.4
1.8	1.7	1.6	1.7	1.6	19	<b>WXKS</b> BBnd	1430 5-1kw	22	30	31	31	25	17	104	PYRAMID	MMR	.1
0.4	0.4	0.7	0.9	1.4	20	<b>WCGY</b> G/CR	93.7 50kw	19	10	11	18	19	30	67	CURT GOWDY	K & P	2.0
1.4	1.8	1.4	1.8	1.3	21	<b>WCRB</b> Clas	102.5 15kw	18	24	22	20	18	16	60	CHARLES RIVER	DONO	2.0
1.0	1.8	0.6	1.2	1.2	22	<b>WPLM-A/F</b> BBnd	1390 99.1 5kw/50kw	20	22	27	30	29	19	67	PLYMOUTH ROCK		1.7

Continued on Page 147



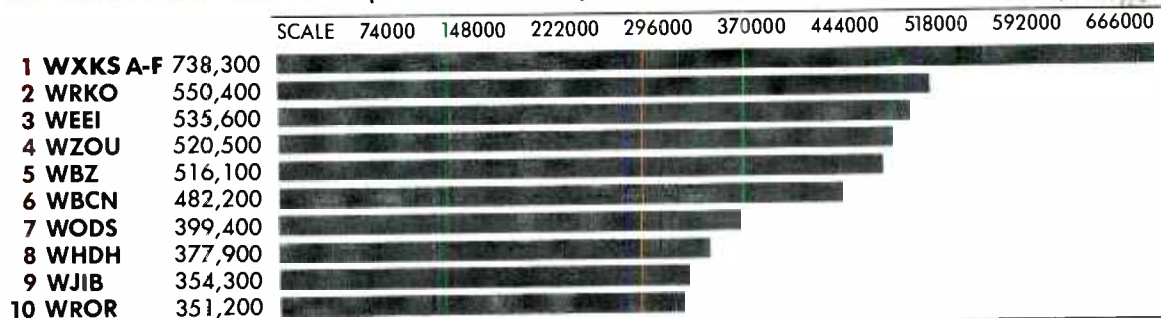
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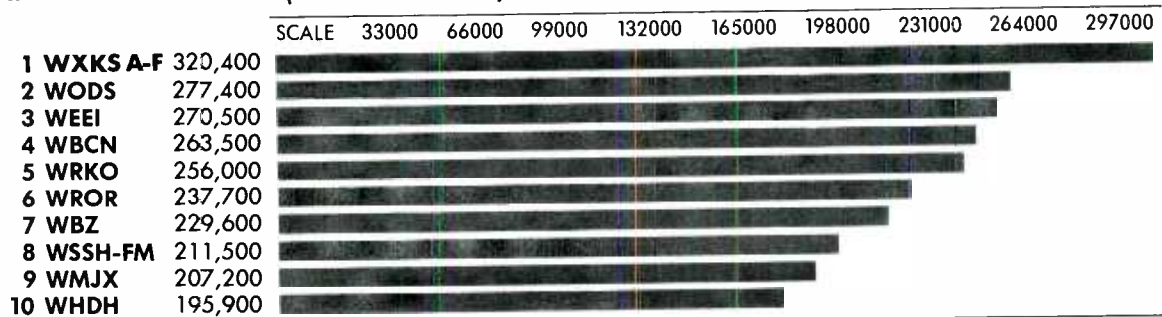
# BEING ALL THINGS TO ALL PEOPLE ISN'T JUST LIPSERVICE!



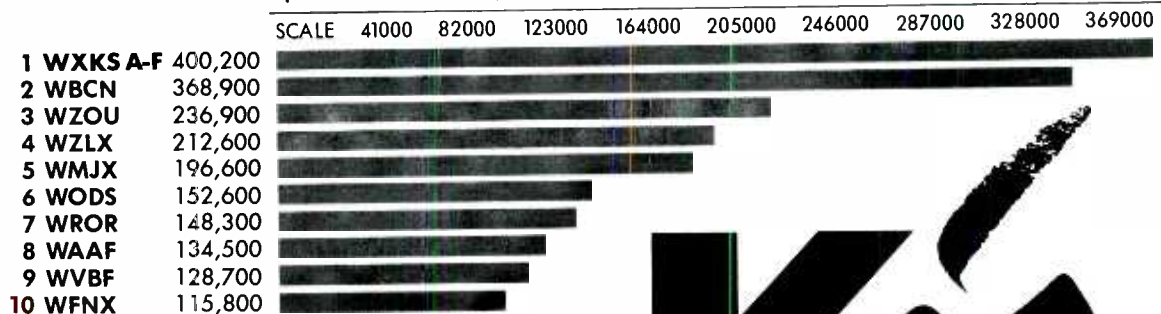
## #1 Total Persons 12+ (Estimated Population 3,183,800)\*



## #1 Adults 25-54 (Estimated Population 1,583,700)\*



## #1 Adults 18-34 (Estimated Population 1,113,900)\*



\*Boston Metro Survey Area, Mon.-Sun., 6A-12Mid.,  
Spring, 1988 Arbitron. Cume WXKS-A/F.

For more information contact Mary P. Cashman at  
617-396-1430 or write to P.O. Box 128, Medford, MA 02155.



**MAJOR MARKET RADIO**

**108 FM**

# BUFFALO-NIAGARA FALLS

POPULATION: 999,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	7.5	8.2	8.6	10.2	1	WKSE CHR	98.5 46kw	1	1	2	3	4	11	79	PRICE COM.	HNWH	13.2
10.3	7.7	6.2	6.5	9.3	2	WBUF AC	92.9 93kw	6	8	3	2	1	1	103	LINCOLN GROUP	MCG	7.1
7.7	9.5	8.3	8.1	9.1	3	WHTT-AJF G/CR	1120 104.1 1kw/50kw	3	5	1	1	2	12	84	PYRAMID	MMR	8.3
8.0	8.8	11.8	10.0	8.5	4	WBEN AC	930 5kw	2	9	12	10	7	3	76	ALGONQUIN	EAST	7.2
8.9	9.0	7.0	9.0	7.7	5	WYRK Ctry	106.5 50kw	8	11	7	5	3	2	94	STONER	MCG	7.3
7.2	9.3	8.6	10.4	6.6	6	WJYE B/EZ	96.1 50kw	7	17	10	9	8	4	75	WJYE RADIO	CHR	5.2
5.4	4.3	6.5	4.5	6.3	7	WBLK UC	93.7 50kw	12	4	5	4	6	9	123	WBLK INC.	DUR	7.6
5.3	3.6	4.7	3.6	5.7	8	WMJQ CHR	102.5 110kw	4	3	6	6	5	10	53	ALGONQUIN	EAST	5.8
5.6	5.0	6.3	5.1	5.0	9	WECK BBnd	1230 1kw	13	24	23	16	14	6	105	QUID MEDIA	ROS	3.2
5.1	6.7	5.7	6.0	5.0	10	WPHD-AJF AOR	1400 103.3 1kw/50kw	5	2	4	7	11	16	54	HOWARD	CBS	9.6
4.6	4.7	2.6	3.6	4.3	11	WRLT AC	96.9 12.6kw	11	10	9	8	9	5	76	RICH	KATZ	2.1
3.6	3.2	3.7	4.1	3.3	12	WWKB Gold	1520 50kw	10	16	11	12	12	7	52	PRICE COM.	HNWH	5.4
5.2	3.8	4.1	3.2	3.1	13	WGR AC	550 5kw	9	20	14	11	10	8	48	RICH	KATZ	3.2
2.6	1.7	1.5	1.9	1.8	14	WBYR AOR	107.7 11.5kw	14	6	8	13	15	21	49	DEVINE	TOR	1.6
0.8	1.0	1.4	0.9	1.4	15	WUFO UC	1080 1kw	18	15	13	14	13	14	115	SHERIDAN	ROS	.2
1.3	0.9	0.9	1.5	1.2	16	WDCX Rel	99.5 110kw	15	13	20	17	16	13	63	CRAWFORD	—	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHTT-FM	1 WKSE	1 WHTT-FM	1 WKSE	1 WHTT-FM	1 WBUF	AC 25.2
2 WPHD-FM	2 WBUF	2 WBUF	2 WBUF	2 WBUF	2 WKSE	AOR 6.8
3 WKSE	3 WHTT-FM	3 WPHD-FM	3 WBLK	3 WYRK	3 WYRK	BBnd 5.0
4 WBUF	4 WBLK	4 WYRK	4 WHTT-FM	4 WMJQ	4 WBLK	BM/Easy 6.6
5 WBLK	5 WMJQ	5 WMJQ	5 WMJQ	5 WPHD-FM	5 WRLT	CHR 15.9
6 WMJQ	6 WPHD-FM	6 WKSE	6 WYRK	6 WBEN	6 WJYE	Ctry 7.7
7 WYRK	7 WYRK	7 WBLK	7 WRLT	7 WJYE	7 WMJQ	Gold 12.4
8 WBYR	8 WRLT	8 WBEN	8 WJYE	8 WGR	8 WHTT-FM	Rel/CC 1.2
9 WJYE	9 WJYE	9 WRLT	9 WPHD-FM	9 WBLK	9 WBEN	UC 7.7
10 WRLT	10 WWKB	10 WBYR	10 WGR	10 WRLT	10 WGR	

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# CHARLOTTE-GASTONIA-ROCK HILL

POPULATION: 895,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
12.2	10.8	12.1	14.4	13.7	1	<b>WSOC-FM</b> Ctry	103.7 100kw	1	7	4	2	1	1	90	COX	CHR	13.4
4.5	3.4	3.3	6.6	9.9	2	<b>WCKZ</b> UC	101.9 100kw	2	1	2	4	7	8	93	BEASLEY	DUR	15.2
7.8	7.7	8.1	5.8	8.6	3	<b>WRFX</b> AOR	99.7 100kw	4	5	1	1	2	9	94	METROPLEX	MCG	9.0
11.9	13.7	14.2	10.5	8.3	4	<b>WPEG</b> UC	97.9 50kw	3	3	3	3	5	4	84	DORTON	HNWH	10.9
8.0	7.1	7.0	5.8	6.7	5	<b>WBT</b> AC	1110 50kw	7	11	12	10	8	2	87	JEFFERSON-PILOT	BAN	4.6
6.5	7.2	6.2	7.6	6.2	6	<b>WEZC</b> AC	104.7 100kw	6	9	7	5	4	5	79	EZ	MMR	4.4
5.1	5.3	6.5	5.9	5.9	7	<b>WBCY</b> CHR	107.9 100kw	5	4	5	7	9	12	68	JEFFERSON-PILOT	BAN	5.0
7.1	7.3	6.7	6.9	5.9	8	<b>WLVK</b> Ctry	96.9 100kw	9	10	9	8	6	3	81	CAPITOL BR CRP.	REP	6.6
5.6	5.1	5.2	4.2	5.8	9	<b>WWMG</b> AC	96.1 100kw	10	8	6	6	3	7	98	VOYAGER	KATZ	3.8
7.6	8.4	6.3	5.1	5.2	10	<b>WROQ</b> CHR	95.1 100kw	8	2	8	9	10	13	71	CRB	REP	7.0
0.0	0.5	3.6	4.1	3.4	11	<b>WRLX</b> B/EZ	102.9 31kw	11	15	13	11	11	6	76	KEYMARKET	CBS	3.2
0.8	0.4	0.6	1.3	1.9	12	<b>WQCC</b> Rel	1540 10kw	17	13	18	12	12	10	156	VOICE/CHARLOTT	SAV	.9
1.1	1.8	2.0	1.7	1.4	13	<b>WGIV</b> UC	1600 1.5kw	12	14	14	13	13	11	68	DORTON	HNWH	.5
0.7	0.4	0.9	0.6	1.0	14	<b>WXRC</b> AOR	95.7 100kw	13	6	10	14	14	22	58	WESTCOM, LTD.		.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRFX	1 WEZC	1 WRFX	1 WEZC	1 WSOC-FM	1 WSOC-FM	AC ██████████ 18.7
2 WWMG	2 WPEG	2 WSOC-FM	2 WSOC-FM	2 WRFX	2 WEZC	AOR ██████████ 7.6
3 WSOC-FM	3 WCKZ	3 WWMG	3 WPEG	3 WWMG	3 WPEG	BM/Easy ██████ 3.4
4 WCKZ	4 WBCY	4 WCKZ	4 WCKZ	4 WLVK	4 WWMG	CHR ██████████ 11.1
5 WBCY	5 WSOC-FM	5 WPEG	5 WBCY	5 WCKZ	5 WLVK	Ctry ██████████ 19.6
6 WPEG	6 WRFX	6 WLVK	6 WRFX	6 WPEG	6 WBCY	Rel/CC ██████ 1.9
7 WROQ	7 WROQ	7 WBCY	7 WWMG	7 WBT	7 WCKZ	UC ██████████ 19.6
8 WLVK	8 WWMG	8 WROQ	8 WLVK	8 WEZC	8 WRFX	
9 WEZC	9 WLVK	9 WEZC	9 WROQ	9 WBCY	9 WBT	
10 WXRC	10 WRLX	10 WBT	10 WBT	10 WROQ	10 WRLX	

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POPULATION: 6,692,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ SHARE
8.6	8.2	8.0	9.2	9.2	1	WGCI-FM UC	107.5 33kw	3	3	1	1	1	5	114	GANNETT	MCG	11.5
8.4	9.7	8.0	9.2	9.0	2	WGN Talk	720 50kw	1	13	14	8	3	1	87	TRIBUNE	CHR	8.0
5.7	6.3	6.3	6.3	5.7	3	WBBM News	780 50kw	2	19	21	16	9	3	61	CBS	CBS	5.7
6.2	6.1	6.1	5.5	5.5	4	WXEZ-A/F B/EZ	820 100.3 5.1kw/6.2kw	5	24	17	17	10	2	87	CENTURY	REP	3.4
3.7	3.6	4.5	4.1	5.0	5	WLUP-FM AOR	97.9 6kw	6	6	2	2	2	21	73	EVERGREEN	MMR	5.6
2.9	3.7	3.4	2.6	4.4	6	WCKG G/CR	105.9 4.2kw	8	5	3	3	6	19	73	COX	KATZ	4.4
4.2	3.3	3.7	3.5	4.1	7	WLAK AC	93.9 4.6kw	12	18	12	5	4	4	78	VIACOM	CHR	2.9
3.8	4.1	3.9	4.2	3.7	8	WBBM-FM CHR	96.9 6.3kw	4	2	8	11	17	15	48	CBS	CBS	5.3
2.9	2.9	2.7	3.4	3.7	9	WJMK Gold	104.3 4.1kw	9	7	9	4	5	6	65	INFINITY	KATZ	3.7
2.7	3.5	3.9	3.8	3.5	10	WYZ CHR	94.7 50kw	7	1	7	12	19	24	55	CAP CITIES/ABC	BAN	5.0
3.0	2.7	3.0	3.4	3.4	11	WCLR AC	93.9 4.6kw	13	8	4	6	7	10	69	BONNEVILLE INT	MCG	2.3
4.4	5.1	4.5	4.3	3.0	12	WBMX UC	102.7 6kw	11	4	6	10	16	18	56	DORTON	DUR	5.5
3.2	2.9	2.5	2.0	3.0	13	WKQX AC	101.1 6kw	10	9	10	9	8	9	53	NBC	EAST	2.7
3.3	2.6	2.6	2.6	2.8	14	WUSN Ctry	99.5 50kw	16	26	15	15	13	7	77	COOK INLET	TOR	2.5
2.6	2.7	3.3	3.2	2.7	15	WJJD BBnd	1160 50-4.2kw	20	34	35	32	26	8	91	INFINITY	KATZ	2.2
2.7	2.4	2.5	2.2	2.5	16	WXRT AOR	93.1 50kw	18	28	5	7	11	22	78	DANIEL LEE	CBS	2.6
1.2	1.9	2.1	2.6	2.3	17	WLUP Misc	1000 50kw	17	12	11	13	12	14	70	EVERGREEN	MMR	2.8
2.6	2.9	2.0	2.2	2.1	18	WFYR AC	103.5 4.3kw	14	14	13	14	14	13	46	RKO GENERAL	REP	2.3
1.6	1.2	1.8	1.5	1.8	19	WNUA NAC	95.5 6kw	19	29	16	18	15	12	60	PYRAMID	DUR	1.9
2.5	2.2	1.8	1.7	1.7	20	WLS AC	890 50kw	21	15	19	20	18	16	60	CAP CITIES/ABC	BAN	1.3
2.2	1.9	1.4	1.1	1.6	21	WMAQ News	670 50kw	15	25	24	24	23	17	40	GROUP W	G/W	1.0
1.5	1.2	1.6	2.0	1.5	22	WVON Gold	1450 1kw	30	22	33	23	22	11	218	MIDWAY	ROS	.8
1.2	1.1	1.1	2.0	1.4	23	WOJO Span	105.1 6kw	24	17	18	19	20	23	91	TICHENOR MEDIA	KATZ	1.0
0.9	0.4	0.8	1.1	1.1	24	WIND Span	560 5kw	26	11	22	21	21	25	105	TICHENOR MEDIA	KATZ	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.3
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	AOR	7.5
2 WCKG	2 WLUP-FM	2 WGCI-FM	2 WLAK	2 WLUP-FM	2 WLAK	BBnd	2.7
3 WGCI-FM	3 WCLR	3 WCKG	3 WCLR	3 WCKG	3 WGN	BM/Easy	5.5
4 WXRT	4 WCKG	4 WJMK	4 WLUP-FM	4 WJMK	4 WCLR	CHR	7.2
5 WLUP	5 WBBM-FM	5 WXRT	5 WJMK	5 WGN	5 WJMK	Ctry	2.8
6 WCLR	6 WYZ	6 WGN	6 WKQX	6 WXRT	6 WKQX	Gold	9.6
7 WJMK	7 WBMX	7 WLUP	7 WBBM-FM	7 WLAK	7 WXEZ-FM	Misc	2.3
8 WBMX	8 WKQX	8 WBBM	8 WBMX	8 WBBM	8 WLUP-FM	NAC	1.8
9 WYZ	9 WLAK	9 WCLR	9 WCKG	9 WLUP	9 WFYR	N/T	16.3
10 WGN	10 WJMK	10 WLAK	10 WYZ	10 WCLR	10 WCKG	Span	2.5
						UC	12.2

POPULATION: 1,162,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.3	16.7	11.9	12.4	13.6	1	WEBN AOR	102.7 16.6kw	3	2	1	1	1	7	101	JACOR	EAST	21.3
13.9	13.4	9.7	6.9	12.3	2	WLW AC	700 50kw	1	5	3	3	2	1	79	JACOR	EAST	10.2
9.6	7.8	9.5	9.2	9.9	3	WKRQ CHR	101.9 50kw	2	1	2	2	5	10	73	GREAT AMERICAN	KATZ	10.6
9.6	9.2	8.8	9.6	7.5	4	WWEZ B/EZ	92.5 16kw	5	12	12	12	9	3	93	FEDERATED MEDIA	CBS	7.3
6.3	6.1	8.0	8.1	6.9	5	WKRC AC	550 5-1kw	4	11	11	7	4	2	81	GREAT AMERICAN	KATZ	5.8
5.9	5.3	5.3	4.8	5.7	6	WUBE Ctry	105.1 14kw	8	8	5	5	3	4	100	AMERICAN MEDIA	CHR	4.9
4.2	6.0	4.9	5.8	4.8	7	WCKY N/T	1530 50kw	11	14	21	14	14	9	97	FEDERATED MEDIA	CBS	3.8
3.3	2.2	3.4	3.4	4.6	8	WWNK-FM AC	94.1 32kw	6	6	4	4	6	6	68	BOOTH AMERICAN	MMR	3.0
4.0	4.2	5.3	5.6	3.9	9	WRRM AC	98.5 18kw	7	13	8	6	7	5	60	SUSQUEHANNA	CHR	4.7
4.4	3.8	3.8	4.2	3.4	10	WBVE Ctry	98.5 19.5kw	12	7	10	11	11	8	83	REAMS	DUR	2.8
4.6	3.4	4.4	4.5	3.3	11	WBLZ UC	103.5 19.3kw	9	3	6	9	12	15	58	PANACHE	REP	4.4
2.5	2.4	3.7	3.2	3.1	12	WIZF UC	100.9 3kw	13	4	9	10	10	13	84	INTER-URBAN	TOR	3.7
2.7	3.3	2.8	4.6	3.0	13	WLLT AC	94.9 27kw	10	19	7	8	8	11	59	HOKER	REP	3.1
1.7	1.6	1.7	1.2	1.8	14	WJOJ AC	107.1 3kw	14	9	14	13	13	12	63	WJOJ	KATZ	1.3
1.2	1.4	1.3	1.3	1.1	15	WCIN UC	1480 5-5kw	17	22	16	16	15	16	72	KLM	ROS	1.2
0.4	0.7	0.8	1.6	1.0	16	WMLX BBnd	1180 1kw	19	24	25	25	24	14	87	FLORENCE		---

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	AC 32.5
2 WLW	2 WEBN	2 WLW	2 WEBN	2 WLW	2 WEBN	AOR 13.6
3 WKRQ	3 WWNK-FM	3 WUBE	3 WWNK-FM	3 WUBE	3 WRRM	BBnd 1.0
4 WUBE	4 WRRM	4 WKRQ	4 WRRM	4 WKRC	4 WWNK-FM	BM/Easy 7.5
5 WLLT	5 WBLZ	5 WKRC	5 WKRC	5 WLLT	5 WKRC	CHR 9.9
6 WBLZ	6 WIZF	6 WLLT	6 WLW	6 WWNK-FM	6 WLW	Ctry 9.1
7 WIZF	7 WLLT	7 WWNK-FM	7 WLLT	7 WIZF	7 WWEZ	N/T 4.8
8 WWNK-FM	8 WLW	8 WBLZ	8 WWEZ	8 WKRQ	8 WUBE	UC 7.5
9 WBVE	9 WUBE	9 WIZF	9 WBLZ	9 WBLZ	9 WLLT	
10 WTUE	10 WKRC	10 WBVE	10 WUBE	10 WBVE	10 WBVE	

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213-870-9000

POPULATION: 1,764,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	11.7	12.5	12.4	10.0	1	WMMS CHR	100.7 32kw	1	1	1	1	3	8	76	MALRITE	KATZ	16.1
8.5	9.3	10.1	11.4	8.9	2	WQAL B/EZ	104.1 50kw	5	10	13	10	9	2	101	WIN	CHR	5.0
13.1	11.3	9.0	7.3	8.8	3	WMJI-A/F AC	1260 105.7 5kw/27kw	3	7	5	2	1	1	85	JACOR	EAST	7.7
6.9	6.4	5.3	4.7	8.2	4	WWWE N/T	1100 50kw	2	9	7	7	6	3	73	INDEPENDENT GR	EAST	5.5
5.4	6.5	7.4	6.3	7.4	5	WLTF AC	106.5 11kw	4	5	4	3	2	6	76	BOOTH AMERICAN	CHR	5.8
7.5	9.8	8.9	8.0	7.0	6	WZAK UC	93.1 27.5kw	9	2	3	5	7	9	115	ZAPIS	DUR	12.8
4.1	4.7	4.8	4.8	6.2	7	WNCX G/CR	98.5 40kw	6	6	2	4	4	12	84	METROPOLIS	BAN	5.5
6.7	4.6	5.2	7.1	6.0	8	WGAR-A/F Ctry	1220 99.5 50kw/50kw	7	8	6	6	8	4	94	NATIONWIDE	HNWH	6.2
5.2	4.4	6.8	5.1	4.7	9	WDOK AC	102.1 50kw	8	22	8	8	5	5	66	INDEPENDENT GR	EAST	4.3
1.1	1.1	1.0	2.5	3.5	10	WNWV NAC	107.3 50kw	13	12	9	9	10	7	80	ELYRIA-LORAIN	REG	3.5
1.2	1.1	1.1	2.9	3.1	11	WRMR B/EZ	850 10-5kw	15	19	23	21	16	11	91	BOOTH AMERICAN	CHR	2.7
3.2	2.9	3.7	4.4	3.1	12	WERE N/T	1300 5kw	10	20	16	13	11	10	61	METROPOLIS	BAN	3.7
1.5	2.0	1.6	1.9	2.6	13	WPHR CHR	107.9 70kw	11	3	10	11	12	18	53	ARDMAN	REP	2.0
3.1	3.1	2.7	2.7	2.0	14	WRQC CHR	92.3 27kw	12	4	11	12	18	23	41	UNITED	MMR	4.0
1.6	1.4	2.1	1.8	1.8	15	WCLV Clas	95.5 31kw	14	13	17	15	13	13	51	RADIO SEAWAY	CMBS	1.7
1.3	1.9	1.5	1.0	1.3	16	WABQ Rel	1540 1kw	19	15	21	18	17	14	75	WABQ, INC.	U/BR	1.6
1.6	1.8	1.5	1.5	1.1	17	WJMO UC	1490 1kw	16	14	15	14	14	15	49	UNITED	MMR	.9
0.7	1.0	0.6	0.9	1.1	18	WDBN B/EZ	94.9 118kw	22	24	24	22	21	16	92	WDBN, INC.	—	.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BM/Easy	CHR	Clas	Ctry	Gold	NAC	N/T	Rel/CC	UC
1 WMMS	1 WLTF	1 WMMS	1 WLTF	1 WMJI-FM	1 WMJI-FM	20.9									
2 WNCX	2 WMMS	2 WNCX	2 WMJI-FM	2 WMMS	2 WLTF	13.1									
3 WZAK	3 WZAK	3 WMJI-FM	3 WMMS	3 WWWE	3 WMMS	14.6									
4 WMJI-FM	4 WMJI-FM	4 WWWE	4 WZAK	4 WNCX	4 WDOK	1.8									
5 WWWE	5 WNCX	5 WZAK	5 WGAR-FM	5 WLTF	5 WQAL	6.0									
6 WLTF	6 WGAR-FM	6 WLTF	6 WNCX	6 WZAK	6 WZAK	6.2									
7 WNWV	7 WDOK	7 WGAR-FM	7 WDOK	7 WGAR-FM	7 WGAR-FM	3.5									
8 WGAR-FM	8 WRQC	8 WNWV	8 WNWV	8 WNWV	8 WNCX	11.3									
9 WDOK	9 WNWV	9 WDOK	9 WQAL	9 WDOK	9 WNWV	1.3									
10 WPHR	10 WPHR	10 WQAL	10 WRQC	10 WQAL	10 WWWE	8.1									



POPULATION: 1,077,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.7	6.8	8.7	8.9	12.1	1	WSNY AC	94.7 22kw	2	5	3	1	1	3	86	SAGA	MCG	8.2
9.2	10.6	9.8	10.0	11.4	2	WNCI CHR	97.9 175kw	1	1	1	2	3	6	76	NATIONWIDE	MMR	13.8
10.1	7.6	9.8	9.3	10.1	3	WTVN AC	610 5kw	4	11	6	4	2	1	90	GREAT AMERICAN	KATZ	10.2
8.9	10.7	10.9	9.8	9.2	4	WBNS-FM B/EZ	97.1 26kw	5	10	11	7	4	2	87	RADIOHIO, INC.	BAN	4.2
11.3	11.9	9.5	8.9	7.9	5	WLVO AOR	96.3 18kw	6	3	2	3	5	14	80	GREAT AMERICAN	KATZ	13.8
9.2	8.3	8.0	9.2	6.8	6	WXGT CHR	92.3 22kw	3	2	5	6	8	9	58	GREAT TRAILS	CHR	10.2
4.1	3.6	4.6	4.6	5.9	7	WMGG G/CR	99.7 50kw	7	9	4	5	6	13	81	PRICE BR.	TOR	8.5
4.4	4.4	4.8	4.9	5.3	8	WHOK Ctry	95.5 50kw	8	8	7	8	7	4	91	WHOK		4.2
1.8	2.5	1.5	2.6	3.0	9	WCOL BBnd	1230 1kw	11	17	15	16	14	8	78	GREAT TRAILS	CHR	1.3
3.3	3.4	3.8	3.2	2.8	10	WMNI Ctry	920 1-.5kw	13	12	16	13	11	5	89	NORTH AMERICAN	TOR	3.5
2.1	2.7	1.2	1.6	2.6	11	WLW AC	700 50kw	10	14	10	12	9	7	67	JACOR	EAST	1.5
3.1	1.9	2.7	2.1	2.5	12	WVVO UC	1580 1kw	9	6	9	10	12	12	64	SAGA	MCG	4.6
1.8	2.7	1.7	3.2	2.3	13	WCKX UC	106.3 3kw	14	4	8	9	13	16	79	WCKX ENTERPRIS	ROS	1.7
2.3	1.8	2.1	2.7	1.9	14	WBBY Jazz	103.9 2kw	12	20	12	11	10	10	53	MID-OHIO		.9
2.0	1.5	2.4	1.8	1.2	15	WBNS AC	1460 5-1kw	15	15	20	17	15	11	42	RADIOHIO, INC.	BAN	1.3
1.2	1.4	1.3	0.9	1.2	16	WRFD CC	880 5kw	17	13	14	14	16	17	59	SALEM		1.1
2.5	1.8	1.8	1.2	1.1	17	WZZT G/CR	103.1 3kw	16	7	13	15	17	20	41	BLACK RIVER	MASL	2.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLVO	1 WNCI	1 WLVO	1 WSNY	1 WTVN	1 WSNY
2 WMGG	2 WSNY	2 WMGG	2 WNCI	2 WSNY	2 WTVN
3 WNCI	3 WXGT	3 WSNY	3 WXGT	3 WMGG	3 WNCI
4 WSNY	4 WLVO	4 WNCI	4 WTVN	4 WLVO	4 WBNS-FM
5 WXGT	5 WMGG	5 WTVN	5 WLVO	5 WNCI	5 WXGT
6 WHOK	6 WVVO	6 WHOK	6 WBNS-FM	6 WHOK	6 WLVO
7 WTVN	7 WTVN	7 WXGT	7 WMGG	7 WBNS-FM	7 WHOK
8 WLW	8 WBNS-FM	8 WBNS-FM	8 WHOK	8 WLW	8 WMGG
9 WBBY	9 WCKX	9 WLW	9 WVVO	9 WXGT	9 WVVO
10 WCKX	10 WHOK	10 WBBY	10 WCKX	10 WBBY	10 WMNI

AC	25.9
AOR	7.9
BBnd	3.0
BM/Easy	9.2
CHR	18.2
Ctry	8.1
Gold	7.0
Jazz	1.9
Rel/CC	1.2
UC	4.8

# DALLAS-FT. WORTH

POPULATION: 3,062,600

SPRING '87		SUMMER '87		FALL '87		WINTER '88		SPRING '88		STATION FORMAT	FREQUENCY POWER	CLIME RANK		12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-54 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP. FIRM	
12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR	12+ AOR			12+ AOR	12+ AOR								12+ AOR	12+ AOR
7.5	8.1	9.3	8.1	10.0	1	KVIL-A/F AC	1150 103.7 1kw/100kw	1	9	2	1	1	1	90	INFINITY	TOR	7.8					
10.2	11.3	9.1	9.1	8.6	2	KKDA-A/F UC	730 104.5 5kw/100kw	8	2	1	2	5	7	123	REPUBLIC	KATZ	11.7					
7.4	6.9	7.4	7.8	7.0	3	KPLX Ctry	99.5 100kw	6	5	5	3	2	3	89	SUSQUEHANNA	EAST	9.2					
6.6	5.2	5.3	5.3	6.7	4	WBAP Ctry	820 50kw	4	17	13	7	4	2	79	CAP CITIES/ABC	BAN	4.4					
4.5	5.8	4.1	4.2	6.2	5	KSCS Ctry	96.3 100kw	7	10	6	4	3	4	78	CAP CITIES/ABC	BAN	3.7					
3.9	4.1	4.9	5.6	5.3	6	KHYI CHR	94.9 33kw	5	1	7	9	17	19	65	EVERGREEN	CHR	7.1					
4.9	6.3	6.0	5.6	5.3	7	KMEZ-A/F B/EZ	1480 100.3 5kw/100kw	11	19	20	17	14	5	101	SUMMIT	MCG	3.6					
.3	4.6	6.2	5.3	5.0	8	KEGL CHR	97.1 98kw	2	3	4	5	15	20	54	SANDUSKY	TOR	6.4					
5.6	5.6	6.6	5.8	4.9	9	KRLD News	1080 50kw	3	24	18	15	9	6	56	METROPOLITAN	KATZ	3.5					
4.6	3.9	3.7	4.6	4.0	10	KTXQ AOR	102.1 100kw	9	4	3	6	12	22	64	CBS	CBS	5.8					
3.6	3.3	3.3	3.7	3.4	11	KQZY AC	105.3 100kw	14	12	11	10	6	8	69	GROUP W	G/W	2.8					
2.7	2.4	1.5	2.0	3.0	12	KZPS G/CR	92.5 100kw	15	18	8	8	7	18	64	BONNEVILLE INTL	DUR	3.4					
3.6	3.0	2.4	2.0	2.9	13	KMGC AC	102.9 100kw	10	14	9	11	10	15	54	SHAMROCK	CHR	1.8					
4.0	3.6	3.6	3.3	2.9	14	KLUV Gold	98.7 100kw	12	13	14	12	8	9	56	TK	REP	2.9					
2.0	2.2	2.8	2.7	2.5	15	KOAI NAC	106.1 100kw	16	28	15	13	11	10	64	GANNETT	HNWH	2.7					
1.4	2.4	2.9	1.8	2.3	16	KOJO CC	94.1 100kw	18	8	12	14	13	17	88	MARK RODRIGUEZ	HNWH	2.7					
1.9	1.7	2.2	2.0	2.3	17	KLIF N/T	1190 50kw	17	23	19	19	16	11	71	SUSQUEHANNA	EAST	2.1					
2.5	2.8	3.0	2.4	2.0	18	KZEW AOR	97.9 100kw	13	11	10	16	19	24	40	ANCHOR MEDIA	MMR	4.2					
2.0	2.9	1.6	3.2	2.0	19	KHVN Rel	970 1kw	20	16	23	22	22	12	97	EGG	K/P	2.2					
1.4	1.3	1.7	1.5	1.8	20	KESS N/T	1270 5kw	24	7	17	20	18	16	142	MARK RODRIGUEZ	CAB	1.1					
0.8	0.7	0.8	1.1	1.7	21	KAAM BBnd	1310 5kw	23	25	29	29	26	13	108	BONNEVILLE INTL	DUR	.6					
1.4	1.4	1.6	2.1	1.5	22	KDLZ UC	107.5 25kw	19	15	16	18	20	23	60	EGG		1.4					
1.0	0.7	0.6	0.6	1.0	23	KLDD Gold	570 5kw	21	26	24	21	21	14	56	ANCHOR MEDIA	MMR	.7					
1.6	1.2	1.2	1.6	1.0	24	WRR Clas	101.1 100kw	22	27	22	23	23	21	56	CITY OF DALLAS	CMBS	1.1					

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.3
1 KKDA-FM	1 KVIL-FM	1 KKDA-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	AOR	6.0
2 KTXQ	2 KKDA-FM	2 KTXQ	2 KKDA-FM	2 WBAP	2 KPLX	BBnd	1.7
3 KEGL	3 KPLX	3 WBAP	3 KPLX	3 KSCS	3 KSCS	BM/Easy	5.3
4 KPLX	4 KEGL	4 KVIL-FM	4 KSCS	4 KPLX	4 KQZY	CHR	10.3
5 KZPS	5 KMGC	5 KSCS	5 KEGL	5 KZPS	5 KKDA-FM	Clas	1.0
6 WBAP	6 KSCS	6 KPLX	6 KMGC	6 KKDA-FM	6 KMGC	Ctry	19.9
7 KZEW	7 KHYI	7 KEGL	7 KQZY	7 KRLD	7 KOAI	Gold	6.9
8 KHYI	8 KZPS	8 KZPS	8 KHYI	8 KLUV	8 KMEZ-FM	NAC	2.5
9 KSCS	9 KQZY	9 KLUV	9 KZPS	9 KTXQ	9 KOJO	N/T	9.0
10 KVIL-FM	10 KOJO	10 KZEW	10 KOJO	10 KOAI	10 KLUV	Rel/CC	4.3
						UC	10.1

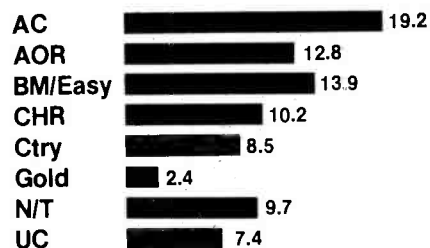
POPULATION: 798,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-ACM	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME	12-17	18-34	18-49	25-54	35-64				
11.5	13.2	10.8	11.8	12.8	1	WHIO-FM B/EZ	99.1 50kw	2	6	7	4	4	1	90	COX	TOR	9.5
13.9	12.4	13.0	13.4	12.8	1	WTUE AOR	104.7 50kw	3	3	1	1	1	9	99	SUMMIT	MCG	17.5
12.5	12.1	10.2	11.2	10.2	3	WGTZ CHR	92.9 40kw	1	1	2	2	3	8	69	GREAT TRAILS	KATZ	12.7
6.5	9.2	8.5	8.5	9.7	4	WHIO Talk	1290 5kw	4	13	11	10	7	2	97	COX	TOR	7.1
7.2	6.2	6.7	5.4	5.9	5	WONE Ctry	980 5kw	8	8	10	5	5	3	97	SUMMIT	MCG	7.4
4.1	5.0	4.3	2.5	5.7	6	WLW AC	700 50kw	7	5	6	9	8	5	77	JACOR	EAST	4.6
5.2	5.3	6.9	6.0	5.4	7	WWSN AC	107.7 50kw	6	12	5	3	2	4	68	STONER	EAST	4.0
4.4	4.7	5.4	4.3	4.4	8	WYMJ AC	103.9 3kw	5	2	3	6	11	15	50	OHIO BR. ASSO	BAN	5.0
3.7	3.1	4.3	3.2	4.2	9	WBLZ UC	103.5 19.3kw	10	4	4	8	12	16	84	PANANCHE	REP	6.5
3.2	3.3	2.7	4.5	3.7	10	WVUD AC	99.9 50kw	9	11	8	7	6	7	61	UNI./DAYTON	REP	2.7
3.6	2.0	3.6	3.4	3.2	11	WDAO UC	1210 1kw	13	23	12	13	13	6	116	STONER	EAST	1.1
4.2	3.0	3.5	4.0	2.6	12	WBVE Ctry	1490 1kw	11	9	9	11	9	11	57	REAMS	DUR	4.6
2.6	2.3	2.5	2.3	2.4	13	WING Gold	96.5 19.5kw	12	16	13	12	10	10	63	GREAT TRAILS	KATZ	1.6
1.1	1.5	1.1	1.2	1.1	14	WPTW-FM B/EZ	95.7 50kw	15	21	19	22	20	13	73	WPTW RADIO	REG	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WWSN
2 WGTZ	2 WGTZ	2 WGTZ	2 WGTZ	2 WHIO-FM	2 WGTZ
3 WBLZ	3 WYMJ	3 WLW	3 WWSN	3 WGTZ	3 WONE
4 WYMJ	4 WBLZ	4 WWSN	4 WHIO-FM	4 WWSN	4 WHIO-FM
5 WLW	5 WWSN	5 WBLZ	5 WVUD	5 WLW	5 WTUE
6 WWSN	6 WHIO-FM	6 WHIO-FM	6 WONE	6 WONE	6 WVUD
7 WONE	7 WVUD	7 WYMJ	7 WYMJ	7 WHIO	7 WHIO
8 WBVE	8 WBVE	8 WONE	8 WBLZ	8 WVUD	8 WING
9 WVUD	9 WONE	9 WHIO	9 WING	9 WYMJ	9 WBVE
10 WHIO-FM	10 WDAO	10 WVUD	10 WBVE	10 WBVE	10 WBLZ



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213-870-9000

POPULATION: 1,570,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.2	9.2	7.6	6.9	8.0	1	KRXY-A/F CHR	1600 107.5 5kw/100kw	1	1	2	2	5	10	73	CAP CITIES/ABC	KATZ	11.1
2.2	2.9	5.2	4.8	7.7	2	KXKL-A/F Gold	1280 105.1 5kw/100kw	4	4	6	1	1	3	102	SHAMROCK BR.	DUR	4.7
8.4	8.9	7.8	6.6	7.2	3	KOSI B/EZ	101.1 100kw	6	12	18	11	6	1	91	GROUP W	INT	4.8
7.7	6.4	6.5	7.4	7.0	4	KYGO-A/F Ctry	950 98.5 5kw/100kw	3	15	8	6	2	2	89	JEFFERSON PILOT	CBS	4.9
5.4	6.5	7.4	6.9	6.6	5	KOA Talk	850 50kw	2	16	12	9	9	4	69	JACOR	EAST	5.7
6.1	5.9	5.2	7.7	6.2	6	KBPI AOR	105.9 100kw	5	3	3	7	11	23	78	SANDUSKY	DUR	12.6
5.6	5.5	5.8	6.3	6.0	7	KAZY AOR	106.7 100kw	10	5	1	3	7	19	92	SUMMIT	MCG	9.6
7.8	7.9	7.2	8.1	6.0	8	KBCO-A/F AOR	1190 97.3 5kw/100kw	7	8	4	4	4	12	81	NOBLE	MMR	8.3
7.0	5.5	4.4	5.4	5.7	9	KMJI AC	100.3 100kw	9	10	5	5	3	7	84	GENESIS	CHR	5.0
4.8	4.0	3.1	4.1	3.6	10	KOAQ AC	103.5 100kw	8	9	7	8	8	15	51	JACOR	EAST	3.6
1.0	1.3	1.7	2.9	3.5	11	KQKS CHR	104.3 100kw	11	2	9	14	15	19	59	ANDERSON STA.	HNWH	3.5
1.9	4.3	3.5	3.6	3.3	12	KLZ Ctry	560 5kw	14	21	19	16	13	5	92	SUMMIT	MCG	2.7
2.7	2.2	3.3	2.8	2.9	13	KSYY AC	95.7 100kw	13	20	10	10	10	9	78	LEGACY	REP	1.8
3.8	3.5	3.4	2.5	2.7	14	KHOW AC	630 5kw	12	23	19	13	12	6	71	LEGACY	REP	2.6
2.1	2.0	2.5	1.8	2.2	15	KHIH NAC	94.7 100kw	15	19	11	12	14	14	63	SRO	BAN	1.8
3.4	1.6	3.0	3.2	2.2	16	KVOD Clas	99.5 100kw	17	17	26	22	17	8	76	HENRY	MMR	2.7
3.5	2.1	2.1	2.6	2.0	17	KEZW BBnd	1430 5kw	19	24	28	27	26	13	91	GROUP W	INT	1.4
3.1	3.1	2.4	2.8	1.9	18	KNUS N/T	710 5kw	16	25	26	19	20	11	65	SANDUSKY	DUR	1.5
1.1	3.0	0.9	0.9	1.7	19	KDKO UC	1510 10-5kw	20	7	14	18	18	18	77	SRO	BAN	1.8
1.7	2.1	0.6	0.7	1.6	20	KRZN Gold	1150 5kw	18	11	15	15	16	16	66	GENESIS	CHR	.5
1.3	0.7	1.3	0.8	1.4	21	KTCL AOR	93.3 100kw	22	14	13	17	19	22	75	US MEDIA		.7
0.0	0.0	0.0	0.0	1.1	22	KBNO Span	1220 1kw	27	6	16	21	24	24	118	LATINO	CAB	.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.9
1 KAZY	1 KRXY-FM	1 KAZY	1 KMJI	1 KBCO-FM	1 KXKL-FM	AOR	19.6
2 KBPI	2 KMJI	2 KBCO-FM	2 KRXY-FM	2 KAZY	2 KMJI	BBnd	2.0
3 KBCO-FM	3 KXKL-FM	3 KBPI	3 KXKL-FM	3 KXKL-FM	3 KYGO-FM	BM/Easy	7.2
4 KXKL-FM	4 KOAQ	4 KXKL-FM	4 KOAQ	4 KYGO-FM	4 KOSI	CHR	11.5
5 KRXY-FM	5 KBPI	5 KYGO-FM	5 KYGO-FM	5 KBPI	5 KRXY-FM	Clas	2.2
6 KYGO-FM	6 KAZY	6 KRXY-FM	6 KBPI	6 KOA	6 KOAQ	Ctry	10.3
7 KMJI	7 KBCO-FM	7 KOA	7 KAZY	7 KMJI	7 KSYY	Gold	9.3
8 KOAQ	8 KYGO-FM	8 KMJI	8 KBCO-FM	8 KRXY-FM	8 KBCO-FM	NAC	2.2
9 KOA	9 KSYY	9 KHIH	9 KSYY	9 KOSI	9 KLZ	N/T	8.5
10 KHIH	10 KQKS	10 KOAQ	10 KOSI	10 KHIH	10 KOA	Span	1.1
						UC	1.7

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRTH SHARE
10.9	13.7	10.8	10.0	10.6	1	WJR AC	760 50kw	1	8	11	5	1	1	88	CAP CITIES/ABC	KATZ	9.1
7.8	7.8	8.6	8.5	7.9	2	WJLB UC	97.9 50kw	5	1	1	1	2	5	112	BOOTH AMERICAN	MMR	10.2
5.5	5.4	6.2	5.9	5.8	3	WJOI B/EZ	97.1 12kw	10	31	25	14	5	2	92	FEDERAL	EAST	4.4
4.6	4.6	4.5	4.6	4.9	4	WLLZ AOR	98.7 50kw	6	5	2	2	12	23	72	LEGACY	MCG	6.3
4.4	4.8	4.7	4.9	4.6	5	WHYT CHR	96.3 50kw	3	2	4	7	8	17	51	CAP CITIES/ABC	KATZ	6.0
4.9	4.7	4.3	5.5	4.6	6	WCZT CHR	95.5 100kw	2	3	7	3	7	10	51	DORTON	HNWH	4.9
3.8	3.6	3.2	3.6	4.6	7	CKLW BBnd	800 50kw	13	34	33	23	22	3	102	DUC	REP	2.8
4.5	4.8	4.9	4.7	4.3	8	WWJ News	950 5kw	4	17	17	15	13	6	57	FEDERAL	EAST	3.0
3.9	4.1	4.1	4.0	4.1	9	WWWW Ctry	106.7 81kw	12	15	10	9	3	4	82	SHAMROCK	CHR	3.7
3.9	3.8	4.1	3.6	3.9	10	WNIC AC	100.3 50kw	8	10	8	4	4	8	59	FAIRMOUNT	DUR	3.7
2.7	1.8	2.4	2.8	3.4	11	WDTX CHR	99.5 50kw	9	4	5	10	14	22	53	METROPOLIS	TOR	2.8
4.5	3.9	3.9	3.4	3.4	12	WRIF AOR	101.1 27.2kw	7	6	3	8	10	21	49	GREAT AMERICAN	REP	5.1
4.2	3.8	3.7	4.7	3.3	13	WCSX G/CR	94.7 13.5kw	11	30	6	6	6	13	62	GREATER MEDIA	MCG	5.4
4.8	3.5	4.0	3.1	3.2	14	WXYT Talk	1270 5kw	15	28	18	21	18	9	88	FRITZ	ROS	5.1
3.3	3.8	4.0	2.9	2.6	15	WOMC AC	104.3 190kw	14	11	15	12	9	7	68	METROPOLITAN	REP	2.5
2.8	2.7	3.3	2.8	2.6	16	WLTI AC	93.1 20kw	17	21	9	11	11	11	78	KEYMARKET	CHR	2.3
1.6	1.8	2.1	1.5	2.1	17	WJZZ Jazz	105.9 68kw	16	16	13	17	17	15	61	BELL	TOR	3.0
2.4	2.1	2.3	1.9	2.0	18	WKSG Gold	102.7 50kw	18	13	12	13	15	14	61	INNER CITY	MASL	1.8
1.4	1.6	1.3	1.3	1.8	19	WCXI Ctry	1130 50-10kw	21	18	20	20	20	12	69	SHAMROCK	CHR	.9
0.8	0.6	0.6	2.0	1.6	20	WVAE NAC	92.3 21.5kw	20	23	16	16	16	19	56	FRITZ	ROS	2.2
1.2	1.6	1.5	1.9	1.5	21	WQRS Clas	105.1 50kw	22	14	21	26	23	16	69	MARLIN II LTD	CMBS	1.0
1.6	1.3	1.3	1.1	1.5	22	WGPR UC	107.5 50kw	19	9	14	18	21	27	50	INT'L MASONS	RA/L	1.3
1.1	0.9	1.1	1.6	1.1	23	WMTG Gold	1310 5kw	27	27	26	19	19	18	86	FAIRMOUNT	DUR	.7
0.7	1.3	1.0	1.2	1.0	24	WQBH UC	1400 1kw	24	33	23	29	28	20	68	DETROIT BR.	PATT	.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WJR	1 WJLB	AC	19.7
2 WRIF	2 WHYT	2 WJLB	2 WCZY	2 WCSX	2 WNIC	AOR	8.3
3 WJLB	3 WNIC	3 WRIF	3 WNIC	3 WJLB	3 WWWW	BBnd	4.6
4 WCSX	4 WCZY	4 WCSX	4 WHYT	4 WRIF	4 WJOI	BM/Easy	5.8
5 WDTX	5 WDTX	5 WJR	5 WLTI	5 WLLZ	5 WJR	CHR	12.6
6 WHYT	6 WLTI	6 WDTX	6 WWWW	6 WWWW	6 WHYT	Clas	1.5
7 WJR	7 WLLZ	7 WWWW	7 WDTX	7 WWJ	7 WLTI	Ctry	5.9
8 WCZY	8 WCSX	8 WCZY	8 WOMC	8 WJOI	8 WCZY	Gold	6.4
9 WWWW	9 WGPR	9 WWJ	9 WLLZ	9 WNIC	9 WOMC	Jazz	2.1
10 WKSG	10 WRIF	10 WNIC	10 WJR	10 WOMC	10 WDTX	NAC	1.6
						N/T	7.5
						UC	10.4

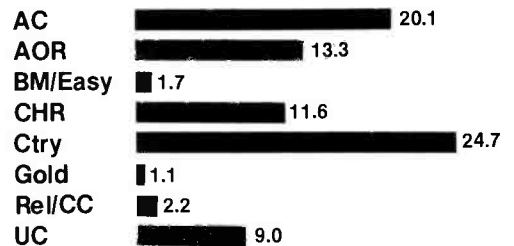
POPULATION: 768,100

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.5	17.4	14.8	18.6	17.5	1	WTQR Ctry	104.1 100kw	1	7	2	2	1	1	112	NEWMARKET MEDIA	MCG	16.0
9.5	9.4	8.6	7.4	13.3	2	WKRR AOR	92.3 100kw	2	3	1	1	2	6	134	DICK BR.	MMR	14.8
7.2	6.2	6.0	6.2	7.1	3	WKZL CHR	107.5 100kw	3	2	3	4	4	12	72	NATIONWIDE	KATZ	6.5
5.5	6.2	8.5	6.5	6.7	4	WMAG AC	99.5 100kw	5	6	4	3	3	2	74	VOYAGER	MMR	8.1
6.9	6.3	4.1	5.3	5.2	5	WOJY AC	100.3 100kw	7	10	8	7	5	4	74	MANN MEDIA	CHR	3.9
1.1	2.9	6.9	4.9	5.0	6	WBIG Ctry	102.1 100kw	6	8	7	6	6	3	68	BEASLEY	HNWH	5.8
6.8	6.9	7.8	5.4	4.6	7	WQMG UC	97.1 100kw	8	4	5	5	7	8	75	MURRAY HILL	HNWH	8.1
8.0	7.1	4.9	5.5	4.5	8	WKSI CHR	98.7 100kw	4	1	6	8	11	13	47	BAHAKEL	BAN	5.5
5.5	5.5	4.7	5.6	4.5	9	WSJS AC	600 5kw	9	12	16	10	8	5	76	NEWMARKET MEDIA	MCG	4.5
1.9	2.6	2.2	3.0	2.5	10	WAAA UC	980 1.069kw	13	24	9	9	9	7	106	MEDIA BR.		2.1
2.4	1.0	0.8	1.6	1.9	11	WEAL UC	1510 1kw	16	25	14	12	12	17	97	NORTH STATE	HNWH	.8
1.5	1.7	1.8	1.7	1.9	12	WMFR AC	1230 1kw	18	27	25	23	19	10	99	VOYAGER	MMR	.8
3.1	2.2	2.2	2.5	1.8	13	WMQX-A/F AC	1340 93.1 1kw/100kw	10	11	10	11	10	11	43	EVERGREEN	DUR	1.4
1.9	2.9	1.4	1.8	1.7	14	WWMY B/EZ	94.5 100kw	11	19	18	14	14	9	56	SPEEDO PRINT	KATZ	1.2
0.0	0.0	1.1	0.0	1.2	15	WFMX Ctry	105.7 100kw	14	21	19	20	15	16	53	HIGH COUNTRY	TN	---
3.4	0.7	1.3	0.0	1.1	16	WTHP Gold	98.3 1.6kw	19	13	17	13	13	15	63	TAFT		.3
0.3	2.3	1.9	2.1	1.1	17	WTNC Rel	790 1kw	23	28	12	16	17	21	98	WILLIS		2.7
1.1	2.1	2.2	2.0	1.1	18	WHPE Rel	95.5 100kw	15	9	21	24	24	19	48	BIBLE BR.		1.5
0.5	0.3	0.9	0.7	1.0	19	WPCM Ctry	101.1 100kw	17	16	20	19	18	14	50	RES. TRIANGLE	MASL	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WKRR	1 WKRR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WKZL	2 WTQR	2 WKRR	2 WKRR	2 WMAG
3 WKZL	3 WTQR	3 WMAG	3 WMAG	3 WMAG	3 WKZL
4 WQMG	4 WMAG	4 WKZL	4 WKZL	4 WBIG	4 WOJY
5 WMAG	5 WQMG	5 WQMG	5 WOJY	5 WKZL	5 WKRR
6 WKSI	6 WKSI	6 WBIG	6 WQMG	6 WQMG	6 WQMG
7 WBIG	7 WBIG	7 WAAA	7 WBIG	7 WSJS	7 WBIG
8 WRDX	8 WOJY	8 WSJS	8 WKSI	8 WOJY	8 WKSI
9 WOJY	9 WMQX-FM	9 WKSI	9 WMQX-FM	9 WAAA	9 WSJS
10 WAAA	10 WAAA	10 WOJY	10 WAAA	10 WMQX-FM	10 WAAA



# HARTFORD-NEW BRITAIN-MIDDLETON

POPULATION: 915,000

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
19.0	18.4	19.8	18.8	19.1	1	WTIC AC	1080 50kw	1	18	7	4	1	1	104	CHASE	KATZ	16.7
14.1	13.7	14.8	14.6	13.9	2	WTIC-FM CHR	96.5 20kw	2	1	1	1	2	4	82	CHASE	KATZ	15.9
9.3	8.3	9.3	9.9	11.8	3	WRCH B/EZ	100.5 7.5kw	3	9	10	8	6	2	105	RADIO CRP/HART	BAN	6.8
4.6	4.9	4.9	6.2	7.0	4	WHCN AOR	105.9 18kw	6	3	2	2	4	11	74	BECK-ROSS	CHR	8.7
7.3	5.7	8.8	7.9	6.9	5	WDRG-FM Gold	102.9 19kw	4	6	5	3	3	3	71	BUCKLEY	MCG	6.3
4.7	5.9	4.0	4.6	5.8	6	WIOF AC	104.1 18kw	7	8	6	5	5	5	70	GREAT CONN.	EAST	5.2
5.5	6.0	5.0	4.6	5.6	7	WKSS CHR	95.7 50kw	5	2	3	6	7	7	57	PRECISION MED.	MMR	7.3
5.1	5.0	4.4	5.4	3.7	8	WCCC-A/F AOR	1290 106.9 .5kw/23kw	8	4	4	7	8	13	48	GREATER HART.	DUR	7.0
3.2	5.2	3.5	3.8	2.5	9	WRCQ MOR	910 5kw	13	17	17	17	16	9	67	RADIO CRP/HART	BAN	2.2
1.1	2.5	2.0	1.6	2.0	10	WWYZ AC	92.5 18kw	14	13	8	9	9	12	56	WWYZ, INC.	BAN	.7
2.0	2.6	1.8	2.5	2.0	11	WDRG Gold	1360 5-50kw	15	14	13	11	12	8	59	BUCKLEY	MCG	1.3
3.4	3.4	2.9	2.8	2.0	12	WPOP N/T	1410 5kw	9	15	15	14	10	6	42	GREATER CONN.	EAST	1.6
1.3	1.0	1.4	2.1	1.4	13	WAQY AOR	102.1 17kw	11	5	11	12	17	16	37	SUNSHINE GROUP	KATZ	1.6
1.1	1.0	1.1	1.0	1.4	14	WKCI CHR	101.3 10kw	12	7	12	13	14	14	38	NOBLE	MCG	1.3
1.1	1.7	2.0	1.9	1.4	15	WPLR AOR	99.1 50kw	10	10	9	10	15	18	34	SOUTHERN STARR	DUR	2.1
0.8	0.3	0.6	0.9	1.1	16	WKHT Ctry	1230 1kw	16	16	19	16	11	10	83	SAGE	P/W	1.0
1.7	1.4	0.9	0.4	1.0	17	WKND UC	1480 .5kw	17	20	14	15	13	15	90	HARTCOM	ROS	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	26.9
1 WHCN	1 WTIC-FM	1 WHCN	1 WTIC-FM	1 WHCN	1 WTIC-FM	AOR	13.5
2 WTIC-FM	2 WKSS	2 WDRG-FM	2 WIOF	2 WDRG-FM	2 WTIC	BBnd	2.5
3 WCCC-FM	3 WHCN	3 WTIC-FM	3 WDRG-FM	3 WTIC	3 WIOF	BM/Easy	11.8
4 WDRG-FM	4 WIOF	4 WTIC	4 WTIC	4 WTIC-FM	4 WRCH	CHR	20.9
5 WKSS	5 WDRG-FM	5 WCCC-FM	5 WKSS	5 WCCC-FM	5 WDRG-FM	Ctry	1.1
6 WTIC	6 WCCC-FM	6 WKSS	6 WRCH	6 WIOF	6 WKSS	Gold	8.9
7 WIOF	7 WRCH	7 WIOF	7 WHCN	7 WKSS	7 WWYZ	N/T	2.0
8 WWYZ	8 WTIC	8 WAQY	8 WWYZ	8 WRCH	8 WHCN	UC	1.0
9 WAQY	9 WPLR	9 WWYZ	9 WCCC-FM	9 WKHT	9 WDRG		
10 WPLR	10 WWYZ	10 WRCH	10 WPLR	10 WWYZ	10 WRCQ		

POPULATION: 2,997,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.1	10.3	7.8	8.5	8.8	1	KMJQ UC	102.1 100kw	6	3	1	1	3	8	124	KEYMARKET	CHR	13.2
6.6	7.2	6.4	7.9	8.4	2	KRBE CHR	104.1 100kw	1	1	3	2	12	12	80	SUSQUEHANNA	DUR	10.1
8.0	7.3	8.3	6.9	8.1	3	KIKK-FM Ctry	95.7 100kw	3	4	6	4	1	1	91	VIACOM	TOR	7.9
7.3	6.0	5.9	6.0	6.7	4	KILT-FM Ctry	100.3 100kw	5	12	7	5	2	2	81	LEGACY	BAN	6.2
6.7	7.2	6.1	7.4	6.7	5	KKBQ-A/F CHR	790 92.9 5kw/97kw	2	2	4	6	10	14	68	GANNETT	MCG	9.6
6.8	6.9	4.9	5.4	6.2	6	KTRH News	740 50kw	4	13	12	11	7	4	74	RUSK	CBS	4.3
4.3	5.6	6.2	5.6	5.9	7	KLOL AOR	101.0 100kw	7	6	2	3	5	18	85	RUSK	CBS	6.4
5.4	5.5	5.7	5.2	5.2	8	KODA B/EZ	99.1 100kw	8	15	14	13	9	3	84	GROUP W	G/W	3.8
5.2	4.9	4.9	4.2	3.8	9	KFMK AC	97.9 100kw	11	17	10	7	4	6	81	COOK INLET	MMR	3.7
4.0	3.8	4.8	3.7	3.7	10	KZFX G/CR	107.5 100kw	10	9	5	8	8	15	74	SHAMROCK	REP	4.8
2.5	2.7	1.8	2.2	3.4	11	KLDE Gold	94.5 100kw	12	14	11	9	6	7	76	INTERCOM	DUR	1.6
4.0	3.9	4.2	3.2	3.4	12	KQUE MOR	102.9 100kw	15	25	24	17	15	5	100	TEXAS COAST	EAST	2.5
2.8	2.5	2.8	4.5	3.3	13	KLTR AC	93.7 100kw	9	7	8	10	11	10	62	CBS	CBS	3.5
2.0	2.6	4.2	3.2	2.8	14	KKHT AC	96.5 100kw	14	10	9	12	13	13	77	MALRITE	REP	1.7
2.9	2.2	3.1	3.1	2.4	15	KPRC N/T	950 5kw	13	30	19	16	17	9	58	H&C	EAST	1.7
1.1	0.8	3.1	1.9	2.1	16	KLAT Span	1010 5kw	17	24	13	14	14	11	129	TICHENOR MEDIA	KATZ	1.1
0.4	0.5	0.9	0.5	1.3	17	KYST Span	920 5-7kw	23	16	15	15	16	21	137	VDL COM.	P/W	1.2
0.6	0.8	0.8	1.0	1.2	18	KQQK Span	106.5 100kw	16	5	16	18	21	29	71	MARR		.7
1.0	1.7	1.0	1.7	1.1	19	KXYZ Span	1320 5kw	21	8	17	19	18	24	102	INFINITY	CAB	.4
1.8	1.2	1.4	1.1	1.0	20	KCOH Gold	1430 1kw	22	23	18	20	19	20	93	KCOH, INC.	ROS	1.5
1.2	1.0	0.9	1.0	1.0	21	KHCB Rel	105.7 100kw	18	18	25	23	22	17	66	HOUSTON CHRIST.		1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	9.9
1 KLOL	1 KMJQ	1 KLOL	1 KMJQ	1 KLOL	1 KMJQ	AOR	5.9
2 KRBE	2 KRBE	2 KMJQ	2 KRBE	2 KIKK-FM	2 KIKK-FM	BBnd/MOR	3.4
3 KMJQ	3 KKBQ-FM	3 KRBE	3 KIKK-FM	3 KILT	3 KILT	BM/Easy	5.2
4 KZFX	4 KLOL	4 KILT	4 KKBQ-FM	4 KZFX	4 KFMK	CHR	15.1
5 KKBQ-FM	5 KLTR	5 KIKK-FM	5 KILT	5 KTRH	5 KLDE	Ctry	14.8
6 KIKK-FM	6 KKHT	6 KZFX-FM	6 KLDE	6 KFMK	6 KLTR	Gold	8.1
7 KILT	7 KZFX	7 KTRH	7 KKHT	7 KMJQ	7 KODA	N/T	8.6
8 KTRH	8 KILT	8 KFMK	8 KLTR	8 KODA	8 KKHT	Rel/CC	1.0
9 KFMK	9 KIKK-FM	9 KKBQ-FM	9 KFMK	9 KLDE	9 KKBQ-FM	Span	5.7
10 KLTR	10 KLDE	10 KLDE	10 KLOL	10 KKBQ-FM	10 KRBE	UC	8.8



POPULATION: 1,001,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.3	16.5	13.7	12.8	14.9	1	WFBQ AOR	94.7 52kw	1	2	1	1	1	7	104	GREAT AMERICAN	KATZ	21.3
14.6	13.0	13.1	14.7	13.1	2	WIBC AC	1070 50-70kw	2	5	8	6	4	1	93	SCONNIX	DUR	10.1
6.9	8.0	10.0	9.5	12.2	3	WZPL CHR	99.5 72.5kw	3	1	3	4	5	5	87	BOOTH AMERICAN	HNWH	11.1
10.8	11.9	13.7	11.3	10.3	4	WFMS Ctry	95.5 13kw	4	6	4	2	2	2	93	SUSQUEHANNA	MCG	13.9
9.2	8.0	8.0	7.0	8.6	5	WXTZ B/EZ	103.5 18kw	6	9	9	9	9	3	102	WIN	REP..	6.7
7.5	7.4	6.7	8.6	8.4	6	WENS AC	97.1 23kw	5	4	2	3	3	4	81	EMMIS	CHR	5.5
9.2	8.7	8.2	8.0	7.7	7	WTLC UC	105.7 50kw	8	3	5	5	7	6	111	PANACHE	MMR	12.8
3.5	4.4	4.0	4.3	4.4	8	WTPI AC	107.9 22kw	9	12	7	8	6	8	79	SOMERSET	EAST	2.5
4.1	4.1	5.2	5.0	4.3	9	WKLR G/CR	93.1 12.5kw	7	7	6	7	8	9	56	SCONNIX	DUR	5.9
4.0	3.3	3.3	3.6	2.4	10	BTUX BBnd	1310 5-1kw	10	17	17	16	12	10	83	PANACHE	MMR	1.0
1.9	2.4	2.2	2.2	1.8	11	WIRE Ctry	1430 5kw	11	13	11	11	11	11	66	WIN	REP	.8
1.7	1.5	1.4	1.1	1.5	12	WNDE Gold	1260 5kw	12	10	10	10	10	12	56	GREAT AMERICAN	KATZ	.7
1.0	2.0	0.0	0.9	1.2	13	WGRT Rel	810 25kw	15	11	12	12	13	13	109	UNIVERSAL		.7

## DEMOGRAPHIC RANK

## FORMAT REACH

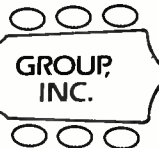
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WENS
2 WTLC	2 WENS	2 WFMS	2 WENS	2 WFMS	2 WFMS
3 WZPL	3 WZPL	3 WTLC	3 WZPL	3 WIBC	3 WIBC
4 WFMS	4 WFMS	4 WZPL	4 WFMS	4 WKLR	4 WFBQ
5 WKLR	5 WTLC	5 WKLR	5 WTLC	5 WZPL	5 WZPL
6 WENS	6 WTPI	6 WIBC	6 WIBC	6 WENS	6 WTPI
7 WTPI	7 WKLR	7 WENS	7 WTPI	7 WTLC	7 WXTZ
8 WIBC	8 WIBC	8 WTPI	8 WKLR	8 WXTZ	8 WTLC
9 WXTZ	9 WXTZ	9 WXTZ	9 WXTZ	9 WTPI	9 WKLR
10 WNDE	10 WIRE	10 WNDE	10 WNDE	10 WNDE	10 WNDE

AC	25.9
AOR	14.9
BBnd	2.4
BM/Easy	8.6
CHR	12.2
Ctry	12.1
Gold	5.8
Rel/CC	1.2
UC	7.7

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# LOS ANGELES

POPULATION: 8,831,800

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	12-MO. METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.0	6.6	7.5	5.7	7.4	1	KPWR CHR	105.9 72kw	2	1	1	1	4	15	80	EMMIS	HNWH	10.8
7.4	6.5	7.2	6.8	6.5	2	KIIS-A/F CHR	1150 102.7 5kw 8kw	1	3	3	2	1	5	63	GANNETT	MCG	8.7
5.2	5.8	5.5	6.1	6.2	3	KABC Talk	790 5kw	3	12	19	11	9	1	93	CAP CITIES/ABC	KATZ	6.0
4.3	4.9	4.5	4.8	4.6	4	KOST AC	103.5 12.5kw	4	7	4	4	3	6	71	COX	CHR	4.4
2.9	3.0	3.8	2.8	4.3	5	KLOS AOR	95.5 63.1kw	8	8	2	3	6	24	78	CAP CITIES/ABC	KATZ	4.6
4.9	4.5	4.3	4.7	4.2	6	KJOI B/EZ	98.7 75kw	10	43	30	21	16	2	87	LEGACY	BAN	2.1
3.1	2.3	3.0	2.3	4.2	7	KTNQ Span	1020 50kw	16	14	6	6	5	9	135	HEFTEL	CAB	1.8
3.8	3.3	3.7	3.6	3.7	8	KRTH-FM Gold	101.1 58kw	5	17	9	5	2	3	62	RKO GENERAL	REP	3.6
3.7	4.3	4.0	3.8	3.4	9	KBIG AC	104.3 105kw	12	15	10	9	7	4	77	BONNEVILLE INT	BAN	2.1
4.1	4.3	3.7	4.0	3.4	9	KROQ AOR	106.7 5.6kw	9	2	5	10	20	35	69	INFINITY	TOR	4.8
3.0	2.8	2.5	3.2	3.1	11	KLVE Span	107.5 34.5kw	17	9	8	7	10	14	107	HEFTEL	CAB	1.2
3.0	2.8	3.2	3.3	2.9	12	KNX News	1070 50kw	7	10	26	18	15	7	52	CBS	CBS	2.4
3.0	2.6	4.2	4.2	2.7	13	KFWB News	980 5kw	6	31	29	23	19	11	47	GROUP W	G/W	2.6
3.3	3.0	3.6	3.6	2.7	14	KLSX G/CR	97.1 55kw	11	24	7	8	8	20	60	GREATER MEDIA	MMR	4.0
2.9	2.7	2.8	2.9	2.4	15	KIQQ AC	100.3 5.3kw	13	25	17	12	11	8	70	OUTLET	HNWH	1.7
2.8	2.8	2.5	2.4	2.4	16	KMPC MOR	710 50-10kw	15	40	40	34	29	12	72	GOLDEN WEST	DUR	2.5
1.9	2.5	2.1	1.7	2.1	17	KZLA Ctry	93.9 49kw	23	34	18	16	12	10	90	MALRITE	EAST	2.9
1.6	1.2	1.0	1.9	1.9	18	KWKW Span	1300 5-1kw	28	20	16	14	14	13	115	LOTUS	LOT	1.5
2.5	2.7	2.3	1.9	1.7	19	KTWV NAC	94.7 58kw	14	27	14	13	13	17	51	METROPOLITAN	BAN	1.8
2.0	2.2	1.8	2.4	1.6	20	KJLH UC	102.3 3kw	20	5	12	17	24	28	60	TAXI	R/W	2.1
1.4	1.0	1.4	1.6	1.6	21	KLAC Ctry	570 5kw	18	33	27	25	21	16	54	MALRITE	EAST	1.1
1.8	1.5	1.5	1.6	1.5	22	KDAY UC	1580 50kw	25	4	24	31	35	43	73	HERITAGE MEDIA	ROS	2.0
1.2	1.7	1.6	1.4	1.4	23	KFAC-FM Clas	92.3 55kw	22	36	34	29	26	19	56	CLASSIC	MCG	1.1
1.2	1.4	1.3	1.4	1.4	24	KFI AC	640 50kw	21	35	32	28	23	18	54	COX	CHR	1.4
0.5	0.7	0.9	1.0	1.4	25	KSKQ Span	1540 50-10kw	33	16	13	19	17	25	106	SBS	SBS	.3
0.9	1.6	1.3	1.1	1.3	26	KNX-FM AOR	93.1 28.5kw	19	32	11	15	18	30	48	CBS	CBS	2.4
1.5	1.2	1.1	1.3	1.3	27	KRLA Gold	1110 50-20kw	24	19	22	20	22	22	59	GREATER MEDIA	MMR	.8
0.9	1.2	0.8	1.3	1.2	28	KALI Span	1430 5kw	32	11	23	22	25	26	87	UNITED		.2
1.4	0.9	1.1	1.1	1.1	29	KNAC AOR	105.5 1.05kw	29	6	15	27	37	46	64	FLAGSHIP		2.7
0.6	0.4	0.5	0.6	1.0	30	KSKQ-FM Span	97.9 79kw	35	22	20	26	32	32	93	SBS	SBS	.4
1.1	1.0	1.0	1.2	1.0	31	KKGO Jazz	105.1 18kw	26	30	31	30	28	23	53	MT. WILSON FM	CMBS	1.4

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PERCY FAITH TOM MAURIA <b>FINANCIAL</b> ANNE MURRAY FRANCIS GOYA KENNY ROGERS EVIE WONDER FRANK CHACKSFIELD JOSEPH BENTI COMMENTARY JE RITENOUR STEPHEN BISHOP ROGER BARKLEY CARPENTERS PAT VALENTINO DON LIGHTFOOT STEPHER CROSS	<p>ELTON JOHN AIR SUPPLY LARRY CARLTON</p> <p><b>JOSEPH BENTI COMMENTARY</b> DIANA ROSS <b>REPORT</b> PAUL SIMON THE BEATLES AIR SUPPLY LETTERMEN FRANK CHACKSFIELD JOSEPH BENTI COMMENTARY PAUL ANKA DAN SIEGEL MIKE POST TOM MAURIA GEORGE ALLEN HEALTH TIPS FRANCIS GOYA</p>	<p>JAMES LAST <b>AMEX BUSINESS TALK</b> FRANK POURC HELEN REDDY RICHARD BARRONS ON INVESTMENT KENNY G. DIANA ROSS JIM CROCE PAUL ANKA <b>KJOI CONCERT • FM 99</b> MIAMI SOUND MACHINE OLIVIA NEWTON-JOHN ENGELBERT HUMPERDINCK GEO. ALLEN'S HEALTH TIP DAVID ROSE LEE RITENOUR ROGER BARKLEY CRYSTAL GAYLE</p>	<p>EL • LIONEL RICHIE • BREAD RICHARD CLAYDERMAN DEBARGE MIAMI SOUND MACHIN MAUREEN McGOVERN • THE ASSOCIATION BARBRA STREISAND <b>BARRONS ON INVEST</b> FRANK SINATRA COOLIDGE <b>FINANCIAL</b> <b>REPORT</b> PERCY FAITH</p>	<p>KENNY G MIKE POST CARAVELLI DEBARGE MIAMI SOUND MACHIN MAUREEN McGOVERN • THE ASSOCIATION BARBRA STREISAND <b>BARRONS ON INVEST</b> FRANK SINATRA COOLIDGE <b>FINANCIAL</b> <b>REPORT</b> PERCY FAITH</p>	<p>JULIA IGLESIA OLIVIA NEWTON-JOHN <b>AMEX BUSINESS TALK</b> <b>COACH HEALTH TIPS</b> DIONNE WAPWICK • DEBA DIANA ROSS</p>	<p>INDA UNSTADT OLIVIA NEWTON-JOHN <b>AMEX BUSINESS TALK</b> <b>COACH HEALTH TIPS</b> DIONNE WAPWICK • DEBA DIANA ROSS</p>
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POPULATION: 1,264,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-AOR	STATION FORMAT	FREQUENCY POWER						AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
14.3	8.0	12.8	12.6	12.9	1	WDAF Ctry	610 5kw	2	8	8	3	1	1	111	GREAT AMERICAN	KATZ	13.5
10.4	8.3	9.2	9.4	9.1	2	KYYS AOR	102.1 100kw	3	2	1	1	2	14	91	GREAT AMERICAN	KATZ	9.0
9.3	8.8	9.8	9.5	7.9	3	KBEQ CHR	104.3 100kw	1	1	4	7	9	10	61	NOBLE	BAN	12.2
6.3	5.5	7.2	9.5	7.9	4	KFKF-A/F Ctry	1340 94.1 1kw/100kw	5	3	5	2	3	4	85	SCONNIX	HNWH	7.4
7.0	8.1	5.0	3.3	6.7	5	KMBZ NT	980 5kw	4	15	10	11	11	3	68	BONNEVILLE INT	DUR	5.3
4.6	5.6	7.6	6.7	5.9	6	KPRS UC	103.3 100kw	12	4	6	6	5	8	124	KPRS	REP	11.0
5.9	5.6	3.4	5.1	5.7	7	KCPW CHR	94.9 100kw	6	5	3	5	7	13	67	GANNETT	MCG	5.9
5.0	8.2	7.6	7.0	5.5	8	KCMO NT	810 50-5kw	7	14	13	10	10	5	75	GANNETT	MCG	4.6
7.3	6.0	7.1	7.2	5.4	9	KMBR B/EZ	99.7 100kw	10	17	18	13	8	2	87	BONNEVILLE INT	DUR	2.8
4.4	5.3	3.9	5.2	5.3	10	KCFX G/CR	100.7 100kw	8	7	2	4	6	15	77	HOKER	MMR	5.7
3.9	4.6	3.3	4.2	4.6	11	KLSI AC	93.3 100kw	9	9	7	8	4	6	74	SANDUSKY	EAST	4.2
3.2	3.9	3.1	4.0	3.2	12	KUDL AC	98.1 100kw	11	11	9	9	12	9	65	SHAMROCK	CHR	3.1
1.9	2.7	3.4	2.4	2.7	13	WHB Gold	710 10kw	13	13	12	12	13	7	58	SHAMROCK	CHR	3.4
0.7	1.3	1.6	0.7	2.5	14	KPRT Rel	1590 1kw	18	10	11	14	14	12	137	KPRS	REP	.6
2.8	3.0	2.6	2.1	2.4	15	KJLA BBnd	1190 5-.25kw	14	12	23	20	18	11	67	OSBORN	ROS	1.1
1.9	2.4	1.2	1.5	1.3	16	KCWV-A/F NAC	1410 98.9 5kw/100kw	16	21	15	15	15	16	59	WODLINGER	CBS	2.1
2.0	1.9	1.6	1.6	1.2	17	KXTR Clas	96.5 100kw	17	16	17	18	17	18	55	KXTR	CMBS	.9
0.8	0.8	0.9	0.6	1.1	18	KLTY AC	106.5 100kw	15	6	14	16	16	19	49	OLYMPIA	TOR	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	8.9
1 KYYS	1 KYYS	1 KYYS	1 KFKF-FM	1 KYYS	1 WDAF	AOR	9.1
2 KCFX	2 KCPW	2 KCFX	2 WDAF	2 WDAF	2 KLSI	BBnd	2.4
3 KCPW	3 KPRS	3 KFKF-FM	3 KCPW	3 KCFX	3 KFKF-FM	BM/Easy	5.4
4 KBEQ	4 KFKF-FM	4 WDAF	4 KPRS	4 KCMO	4 KCPW	CHR	13.6
5 KFKF-FM	5 KBEQ	5 KCPW	5 KLSI	5 KFKF-FM	5 KPRS	Clas	1.2
6 KLSI	6 KLSI	6 KPRS	6 KBEQ	6 KPRS	6 KUDL	Ctry	10.8
7 KPRS	7 KUDL	7 KBEQ	7 KYYS	7 KMBZ	7 KMBR	Gold	8.0
8 KMBZ	8 KCFX	8 KCMO	8 KUDL	8 KLSI	8 KBEQ	NAC	1.3
9 WDAF	9 WDAF	9 KMBZ	9 KCFX	9 KCPW	9 KYYS	N/T	12.2
10 KPRT	10 KLTY	10 KLSI	10 KMBR	10 KBEQ	10 KCFX	Rel/CC	2.5
						UC	5.9

**#20**

# ANAHEIM-SANTA ANA

POPULATION: 1,849,400

Continued from Page 124

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 KRTH-FM	1 KIIS-FM	AC 14.4
2 KROQ	2 KOST	2 KRTH-FM	2 KOST	2 KLSX	2 KOST	AOR 12.8
3 KLSX	3 KPWR	3 KLSX	3 KBIG	3 KLOS	3 KBIG	BBnd 4.6
4 KTNQ	4 KROQ	4 KROQ	4 KPWR	4 KABC	4 KIQQ	BM/Easy 5.0
5 KIIS-FM	5 KBIG	5 KIIS-FM	5 KROQ	5 KIQQ	5 KRTH-FM	CHR 14.9
6 KPWR	6 KLOS	6 KPWR	6 KRTH-FM	6 KTNQ	6 KTWV	Clas 1.5
7 KRTH-FM	7 KTNQ	7 KABC	7 KIQQ	7 KIIS-FM	7 KABC	Ctry 4.9
8 KTWV	8 KYMS	8 KTNQ	8 KTNQ	8 KOST	8 KTNQ	Gold 7.3
9 KNX	9 KRTH-FM	9 KNX	9 KTWV	9 KNX	9 KYMS	NAC 2.5
10 KNX-FM	10 KEZY	10 KOST	10 KYMS	10 KTWV	10 KJOI	N/T 11.3
						Rel/CC 1.5
						Span 5.6

**#7**

# BOSTON

POPULATION: 3,183,800

Continued from Page 128

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 WXKS-FM	AC 25.0
2 WXKS-FM	2 WZOU	2 WXKS-FM	2 WMJX	2 WODS	2 WMJX	AOR 9.8
3 WZLX	3 WMJX	3 WODS	3 WZOU	3 WRKO	3 WSSH	BBnd 2.8
4 WCGY	4 WBCN	4 WZLX	4 WODS	4 WXKS-FM	4 WROR	BM/Easy 4.9
5 WZOU	5 WROR	5 WBZ	5 WBCN	5 WBZ	5 WODS	CHR 14.4
6 WODS	6 WVBF	6 WRKO	6 WROR	6 WEEI	6 WBZ	Clas 1.3
7 WFNX	7 WODS	7 WROR	7 WSSH	7 WROR	7 WBOS	Ctry 3.3
8 WAAF	8 WILD	8 WZOU	8 WILD	8 WSSH	8 WVBF	Gold 8.4
9 WRKO	9 WSSH	9 WEEI	9 WVBF	9 WZLX	9 WILD	N/T 13.9
10 WROR	10 WZLX	10 WCGY-FM	10 WBZ	10 WHDH	10 WZOU	UC 2.4

**#2**

# LOS ANGELES

POPULATION: 8,831,800

Continued from Page 144

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 KRTH-FM	1 KIIS-FM	AC 11.8
2 KPWR	2 KPWR	2 KPWR	2 KPWR	2 KLOS	2 KOST	AOR 10.1
3 KLSX	3 KOST	3 KIIS-FM	3 KOST	3 KTNQ	3 KBIG	BBnd 2.4
4 KIIS-FM	4 KLOS	4 KRTH-FM	4 KBIG	4 KLSX	4 KPWR	BM/Easy 4.2
5 KROQ	5 KROQ	5 KTNQ	5 KLVE	5 KPWR	5 KRTH-FM	CHR 13.9
6 KTNQ	6 KLVE	6 KLSX	6 KRTH-FM	6 KIIS-FM	6 KLVE	Clas 1.4
7 KLVE	7 KTNQ	7 KROQ	7 KLOS	7 KABC	7 KTNQ	Ctry 3.7
8 KRTH-FM	8 KRTH-FM	8 KLVE	8 KTNQ	8 KOST	8 KIQQ	Gold 7.7
9 KOST	9 KBIG	9 KOST	9 KROQ	9 KLVE	9 KJOI	Jazz 1.0
10 KNAC	10 KLSX	10 KABC	10 KIQQ	10 KBIG	10 KABC	NAC 1.7
						N/T 11.8
						Span 12.8
						UC 3.1

POPULATION: 795,800

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.4	16.6	14.3	16.7	16.1	1	<b>WAMZ</b> Ctry	97.5 100kw	2	5	2	1	1	1	102	CLEAR CHANNEL	CHR	16.9
16.2	13.0	16.1	17.7	15.4	2	<b>WHAS</b> AC	840 50kw	1	7	5	2	2	2	82	CLEAR CHANNEL	CHR	14.2
9.1	9.5	9.3	9.1	10.9	3	<b>WDJX</b> CHR	99.7 24kw	3	1	3	4	5	5	79	GREAT TRAILS	REP	12.0
7.9	8.8	8.8	9.2	8.9	4	<b>WQMF</b> AOR	95.7 34kw	6	4	1	3	6	13	85	OTTING	EAST	10.8
8.5	11.1	9.4	7.6	8.2	5	<b>WVEZ-A/F</b> AC	790 106.9 5.5kw/24.5kw	4	8	6	6	4	3	70	FEDERAL COM.	KATZ	5.6
8.1	6.3	7.9	5.1	6.6	6	<b>WRKA</b> AC	103.1 3kw	7	12	4	5	3	4	63	CAPITOL	BAN	6.6
5.7	6.1	4.1	4.7	5.9	7	<b>WJYL</b> UC	101.7 1.4kw	8	3	7	7	7	8	96	INTER-URBAN	BAN	8.9
6.5	5.9	6.3	5.3	5.8	8	<b>WLRS</b> CHR	102.3 3kw	5	2	8	8	8	9	52	KENTUCKY TECH	MMR	6.6
4.5	4.9	3.8	5.8	4.4	9	<b>WAVG</b> AC	970 5kw	9	10	11	11	10	6	74	RADIO 970, INC	MMR	3.3
4.4	3.2	4.5	4.0	3.2	10	<b>WLOU</b> UC	1350 5.5kw	10	6	9	9	9	11	74	JOHNSON	MMR	6.3
2.5	3.2	2.6	2.4	2.5	11	<b>WXVW</b> B/EZ	1450 1kw	12	16	16	16	14	7	87	SUNNYSIDE	K/P	1.3
0.3	1.2	2.5	1.5	1.7	12	<b>WCII</b> Gold	1080 10-1kw	11	15	10	10	11	10	51	GREAT TRAILS	REP	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQMF	1 WAMZ	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ	AC 34.6
2 WAMZ	2 WDJX	2 WAMZ	2 WDJX	2 WHAS	2 WHAS	AOR 8.9
3 WHAS	3 WRKA	3 WHAS	3 WRKA	3 WQMF	3 WRKA	BM/Easy 2.5
4 WDJX	4 WVEZ-FM	4 WDJX	4 WHAS	4 WRKA	4 WVEZ-FM	CHR 16.7
5 WJYL	5 WLRS	5 WRKA	5 WVEZ-FM	5 WDJX	5 WDJX	Ctry 16.1
6 WRKA	6 WQMF	6 WLRS	6 WJYL	6 WVEZ-FM	6 WJYL	Gold 1.7
7 WLRS	7 WHAS	7 WJYL	7 WLRS	7 WLRS	7 WLRS	UC 9.1
8 WLOU	8 WJYL	8 WVEZ-FM	8 WQMF	8 WJYL	8 WLOU	
9 WVEZ-FM	9 WLOU	9 WLOU	9 WLOU	9 WCII	9 WQMF	
10 WCII	10 WVEZ	10 WCII	10 WAVG	10 WAVG	10 WAVG	

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SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.6	11.2	9.1	10.5	12.8	1	WMC-FM CHR	99.7 300kw	1	3	1	1	2	3	92	SCRIPPS HOWARD	BAN	14.7
15.8	13.5	14.0	12.2	11.8	2	WHRK UC	97.1 100kw	2	1	2	2	4	6	91	ADAMS	KATZ	12.9
8.4	9.6	9.0	9.3	9.9	3	WGKX Ctry	105.9 100kw	3	6	6	3	1	1	88	BARNSTABLE	HNWH	11.0
8.8	9.2	8.4	10.6	9.4	4	KRNB UC	101.1 100kw	4	2	3	4	5	7	90	DEE RIVERS	REP	11.5
7.2	8.0	6.7	8.3	7.1	5	WRVR-FM AC	104.5 100kw	5	9	5	5	3	2	71	VIACOM	CHR	5.5
6.9	6.3	6.8	5.3	6.3	6	WLOK UC	1340 1kw	7	7	9	8	8	8	104	GILLIAM	MASL	5.3
7.1	5.3	5.7	5.6	5.2	7	WDIA UC	1070 50-5kw	6	5	7	7	7	5	61	ADAMS	KATZ	3.9
3.8	5.2	5.4	5.2	4.9	8	WEGR AOR	102.7 100kw	8	8	4	6	6	15	85	NEWMARKET MEDIA	MCG	5.9
5.6	5.7	6.2	6.6	4.4	9	WEZI B/EZ	94.3 3kw	9	11	17	11	9	4	78	ARDMAN	CHR	---
3.9	4.6	2.9	4.9	3.2	10	WHBQ N/T	560 5-1kw	11	16	10	12	11	9	73	RKO GENERAL	REP	5.0
3.2	3.3	3.9	2.7	2.8	11	WMC Ctry	790 5kw	12	13	15	14	12	10	66	SCRIPPS HOWARD	BAN	2.0
2.2	3.0	2.5	2.0	2.7	12	WREC BBnd	600 5kw	13	15	16	17	17	11	66	NEWMARKET MEDIA	MCG	1.8
3.0	4.3	4.0	3.4	2.4	13	KWLN AOR	98.1 100kw	10	4	8	9	14	21	52	POLLACK	CHR	4.0
1.7	2.2	1.2	0.8	2.1	14	WRVR Gold	680 10-5kw	14	12	11	10	10	12	65	VIACOM	CHR	.8
1.4	1.0	1.6	0.5	1.5	15	WCRV Rel	640 10-.25kw	16	17	13	15	15	13	76	BOTT		.7
1.1	0.7	1.7	2.3	1.4	16	KFTH Rel	107.1 3kw	15	10	12	13	13	16	63	WILLIS		2.3
0.8	1.1	0.9	1.9	1.1	17	WXSS Gold	1030 50-1kw	17	18	18	16	16	17	64	MINORITY	J/BO	1.8
0.8	0.8	1.2	1.0	1.0	18	KWAM Rel	990 10-.45kw	18	14	20	18	18	14	58	DEE RIVERS	REP	.7
0.5	0.0	0.3	0.6	1.0	19	KSUD Rel	730 .25-.108	19	20	14	19	21	22	84	NEWPORT		.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Ctry	Gold	N/T	Rel/CC	UC
1 WMC-FM	1 WMC-FM	1 WMC-FM	1 WMC-FM	1 WGKX	1 WMC-FM	7.1	7.3	2.7	4.4	12.8	12.7	3.2	3.2	4.9	32.7
2 WHRK	2 WHRK	2 WHRK	2 WHRK	2 WMC-FM	2 WRVR-FM										
3 WEGR	3 KRNB	3 WGKX	3 WRVR-FM	3 WHRK	3 WGKX										
4 KRNB	4 WRVR-FM	4 WEGR	4 KRNB	4 WRVR-FM	4 WHRK										
5 WGKX	5 WGKX	5 KRNB	5 WGKX	5 WEGR	5 WDIA										
6 WRVR-FM	6 WDIA	6 WRVR-FM	6 WDIA	6 KRNB	6 KRNB										
7 KWLN	7 WEGR	7 KWLN	7 WLOK	7 WEZI-FM	7 WLOK										
8 WDIA	8 WLOK	8 WHBQ	8 WEGR	8 WLOK	8 WRVR-FM										
9 WHBQ	9 WRVR	9 WDIA	9 WRVR	9 WDIA	9 WEGR										
10 WCRV	10 KWLN	10 WLOK	10 WEZI-FM	10 WHBQ	10 WRVR										

POPULATION: 2,595,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH 12+ BIRCH SHARE	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.6	7.0	8.5	8.5	8.7	1	WLYF B/EZ	101.5 100kw	1	11	16	12	4	1	122	JEFFERSON-PILOT	BAN	6.1
4.1	3.9	5.3	5.0	5.8	2	WEDR UC	99.1 70kw	12	4	1	1	2	10	143	WEDR, INC.		5.2
5.1	6.5	5.4	4.2	4.8	3	WQBA Span	1140 50-10kw	18	19	27	21	16	2	141	SUSQUEHANNA	EAST	2.3
5.4	5.0	5.7	4.3	4.6	4	WPOW CHR	96.5 100kw	3	1	3	4	11	18	81	BEASLEY	HNWH	7.4
4.5	3.3	3.8	4.2	4.3	5	WHYI CHR	100.7 100kw	2	3	4	5	6	12	61	METROPLEX	MCG	5.8
1.7	2.5	3.7	4.4	4.2	6	WMXJ Gold	102.7 100kw	4	13	6	2	1	3	81	SCONNIX	DUR	5.0
4.4	4.7	4.2	4.0	4.0	7	WJQY AC	106.7 100kw	7	12	11	8	5	4	83	TAK	KATZ	3.2
2.6	3.2	3.4	3.0	3.9	8	WGTR AOR	97.3 98kw	10	6	2	3	7	22	90	COX	CHR	5.1
6.3	5.0	3.9	3.2	3.7	9	WINZ N/T	940 50kw	14	31	18	19	18	11	92	GUY GANNETT	KATZ	2.7
4.8	4.2	5.3	4.6	3.7	10	WCMQ-FM Span	92.3 41kw	17	9	13	7	3	5	103	SBS	SBS	4.5
3.9	3.3	3.5	3.4	3.7	11	WNWS Talk	790 25kw	13	27	30	24	22	13	90	JEFFERSON-PILOT	BAN	2.4
3.5	4.5	4.2	3.1	3.4	12	WAXY AC	105.9 100kw	5	5	5	6	10	14	67	RKO GENERAL	REP	3.9
2.8	3.1	3.0	4.0	3.3	13	WKQS Ctry	99.9 100kw	11	15	10	10	8	7	80	SUNSHINE WIRE.	HNWH	4.1
3.2	3.4	3.6	3.1	3.3	14	WAQI Span	710 50kw	21	23	28	18	14	6	118	MAMBISA	LOTU	2.3
3.6	2.9	3.6	4.1	3.2	15	WIOD N/T	610 10kw	8	17	20	20	20	9	70	COX	CHR	2.7
3.3	2.5	2.5	2.8	2.8	16	WTMI Clas	93.1 95.5kw	19	32	17	17	15	8	84	MARLIN LTD.	CMBS	2.3
3.3	3.2	2.6	2.9	2.6	17	WHQT CHR	105.1 100kw	6	2	12	14	21	28	54	EZ	MMR	4.1
3.7	3.2	2.8	3.3	2.5	18	WLVE AC	93.9 95kw	9	21	8	9	9	16	57	GILMORE	TOR	3.9
1.2	1.4	2.0	2.4	2.2	19	WZTA G/CR	94.9 96kw	16	8	9	13	13	17	63	GUY GANNETT	KATZ	2.6
2.3	2.1	2.1	2.2	2.1	20	WQBA-FM Span	107.5 100kw	20	20	15	15	12	15	74	SUSQUEHANNA	EAST	2.3
2.2	2.6	1.7	1.7	2.1	21	WSHE AOR	103.5 100kw	15	7	7	11	17	29	59	TK	EAST	2.4
1.6	1.9	1.2	1.9	1.5	22	WFTL AC	1400 1kw	25	39	38	37	36	24	103	KING		1.1
0.0	0.5	2.1	1.9	1.4	23	WXDJ NAC	95.7 100kw	22	33	14	16	19	21	64	NEW AGE	CBS	2.4
0.8	1.1	0.9	1.6	1.4	24	WEAT-A/F B/EZ	850 104.3 5kw/56kw	3	36	29	35	33	26	77	J. J. TAYLOR	KATZ	--
1.0	1.2	0.8	1.0	1.0	25	WMBM Rel	1490 1kw	32	22	21	22	23	19	96	MARGOLIS	K/P	.9
0.5	1.1	0.3	0.6	1.0	26	WQAM Ctry	560 5kw	24	38	26	27	24	20	61	SUNSHINE WIRE.	HNWH	.4
1.1	1.4	1.0	1.5	1.0	27	WRHC Span	1550 10kw	27	30	36	36	34	23	80	RADIOCENTRO	VM	.8

Continued on Page 156



POPULATION: 1,297,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-AC/49	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.1	15.1	12.9	12.1	13.2	1	WTMJ AC	620 5kw	1	8	8	7	5	1	94	WTMJ, INC.	CHR	10.9
9.2	7.5	9.5	10.4	9.9	2	WKTI CHR	94.5 50kw	2	2	3	2	2	6	75	WTMJ, INC.	CHR	11.3
8.8	5.9	8.3	5.9	8.6	3	WKLH G/CR	96.5 50kw	3	7	1	1	1	7	90	SAGA	MCG	7.7
6.7	5.5	6.7	7.5	8.0	4	WMIL Ctry	106.1 13.1kw	5	12	6	4	3	2	116	SUNDANCE	CBS	6.3
2.8	2.9	2.4	5.8	7.1	5	WLZR-A/F AOR	1340 102.9 1kw/50kw	6	3	2	3	8	19	104	GREAT AMERICAN	REP	8.8
5.6	6.7	5.9	6.6	6.7	6	WLUM-FM UC	102.1 50kw	7	1	4	6	6	11	100	ALL PRO	HNWH	9.3
7.0	7.1	8.4	7.6	6.3	7	WEZW B/EZ	103.7 19.5kw	4	21	13	10	7	3	83	MULTIMEDIA	MMR	3.6
5.7	6.9	6.8	7.9	5.8	8	WOKY BBnd	920 5-1kw	10	16	20	14	12	4	101	SUNDANCE		6.7
3.5	4.0	5.0	3.4	5.5	9	WLTQ AC	97.3 15.5kw	8	11	7	5	4	5	89	HEARST	KATZ	2.8
6.6	7.6	5.4	4.1	3.7	10	WQFM AOR	93.3 12.5kw	9	4	5	8	11	24	61	SHAMROCK COM.	EAST	3.7
2.8	3.3	2.3	3.0	2.7	11	WISN News	1130 50-10kw	11	20	17	15	14	10	51	HEARST	KATZ	3.6
3.8	4.4	4.8	3.0	2.5	12	WMYX AC	99.1 50kw	12	9	9	9	9	9	58	HERITAGE MEDIA	BAN	4.5
2.1	2.4	2.2	2.1	2.2	13	WEMP Gold	1250 5kw	13	10	15	11	10	8	55	HERITAGE MEDIA	BAN	2.2
1.4	1.6	1.9	3.3	1.6	14	WFMR Clas	98.3 3kw	16	13	18	16	16	12	68	CAPITOL CLASS.	CMBS	2.3
1.9	1.2	2.0	2.0	1.6	15	WZTR AC	95.7 34kw	14	5	10	12	15	15	46	PINNACLE	DUR	2.1
1.7	2.0	1.3	2.0	1.3	16	WBZN-A/F NAC	1460 100.7 5-.075kw/50kw	15	17	11	13	13	14	48	SRO	TOR	1.6
1.9	1.9	1.6	1.1	1.2	17	WNOV UC	860 .25kw	17	6	16	18	18	13	65	COURIER		.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.8
1 WKLH	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI	AOR	10.8
2 WLZR-FM	2 WKLH	2 WLZR-FM	2 WKLH	2 WMIL	2 WMIL	BBnd	5.8
3 WQFM	3 WLUM-FM	3 WKTI	3 WMIL	3 WTMJ	3 WLTQ	BM/Easy	6.3
4 WKTI	4 WLZR-FM	4 WMIL	4 WLTQ	4 WLTQ	4 WKLH	CHR	9.9
5 WLUM-FM	5 WLTQ	5 WLTQ	5 WLUM-FM	5 WKTI	5 WTMJ	Clas	1.6
6 WMIL	6 WMIL	6 WQFM	6 WLZR-FM	6 WLZR-FM	6 WLUM-FM	Ctry	8.0
7 WLTQ	7 WQFM	7 WTMJ	7 WTMJ	7 WQFM	7 WEZW	Gold	10.8
8 WTMJ	8 WMYX	8 WLUM-FM	8 WEZW	8 WEMP	8 WMYX	NAC	1.3
9 WLUP	9 WZTR	9 WEMP	9 WMYX	9 WEZW	9 WOKY	N/T	2.7
10 WMYX	10 WBZN-FM	10 WMYX	10 WQFM	10 WLUM-FM	10 WEMP	UC	7.9

POPULATION: 1,936,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.3	19.3	19.4	16.9	16.6	1	WCCO AC	830 50kw	1	6	9	4	2	1	87	MIDWEST	CBS	16.2
8.0	8.6	10.2	7.9	11.6	2	KQRS-A/F AOR	1440 92.5 5kw/100kw	3	4	1	1	3	7	94	CAP CITIES/ABC	KATZ	11.6
10.0	7.0	8.0	8.3	9.4	3	WLOL CHR	99.5 100kw	2	2	2	3	6	10	71	EMMIS	HNWH	9.5
8.5	8.7	8.3	9.4	9.0	4	KSTP-FM AC	94.5 100kw	4	5	3	2	1	2	85	HUBBARD	MCG	10.2
5.8	6.6	6.3	7.4	6.2	5	KEYE Ctry	102.1 100kw	7	8	7	7	4	3	80	MALRITE	KATZ	5.6
3.8	5.2	4.7	5.9	5.8	6	WLTE AC	102.9 100kw	5	7	6	5	5	5	59	MIDWEST	CBS	3.5
5.9	5.4	6.6	4.0	5.3	7	KJJO AOR	104.1 100kw	8	3	4	8	14	15	80	PARK	REP	8.1
6.5	5.7	6.2	6.0	5.0	8	WAYL-A/F B/EZ	980 93.7 5kw/100kw	9	14	15	11	9	4	79	ENTERCOM	DUR	3.6
6.8	6.5	5.2	5.1	4.7	9	KDWB-FM CHR	101.3 100kw	6	1	8	10	11	9	51	LEGACY	BAN	6.8
4.4	3.9	4.0	4.1	4.3	10	KTCZ AOR	97.1 100kw	10	11	5	6	7	6	75	PARKER	DUR	3.7
2.7	2.7	2.6	4.2	3.0	11	KSTP Talk	1500 50kw	11	10	11	12	10	8	62	HUBBARD	MCG	3.8
2.1	2.2	2.0	2.1	2.7	12	KDWB Gold	630 5-.5kw	12	18	10	9	8	9	73	LEGACY	BAN	1.7
1.4	0.7	1.2	1.7	1.8	13	KLBB BBnd	1400 1kw	15	15	17	17	17	11	98	LCC	ROS	.8
1.8	1.6	2.0	1.9	1.6	14	WDGY Ctry	1130 50-25kw	14	17	13	14	13	13	52	MALRITE	KATZ	1.8
2.1	2.3	2.2	1.7	1.4	15	KMGK AC	107.9 100kw	13	9	12	13	12	12	43	SUNBELT	REP	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 WLOL	1 KQRS-FM	1 KSTP-FM	1 KQRS-FM	1 KSTP-FM	AC 32.8
2 KJJO-FM	2 KSTP-FM	2 WCCO	2 WLOL	2 WCCO	2 WLTE	AOR 21.2
3 WLOL	3 KQRS-FM	3 KSTP-FM	3 WLTE	3 KSTP-FM	3 WCCO	BBnd 1.8
4 KSTP-FM	4 WLTE	4 WLOL	4 KQRS-FM	4 KEYE	4 WLOL	BM/Easy
5 KTCZ	5 KTCZ	5 KTCZ	5 KEYE	5 KTCZ	5 KEYE	CHR 14.1
6 WCCO	6 KDWB-FM	6 KJJO-FM	6 WCCO	6 WLOL	6 WAYL-FM	Ctry 7.9
7 KEYE	7 KEYE	7 KEYE	7 KTCZ	7 KDWB	7 KTCZ	Gold 2.7
8 KDWB-FM	8 KJJO-FM	8 KDWB	8 KDWB-FM	8 WLTE	8 KQRS-FM	N/T 3.0
9 KDWB	9 WCCO	9 WLTE	9 WAYL-FM	9 KSTP	9 KDWB	
10 WLTE	10 KDWB	10 KDWB-FM	10 KDWB	10 KDWB-FM	10 KMGK	

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POPULATION: 813,100

SPRING '87	SPRING '88	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.6	7.1	1	<b>WOR</b> Talk	710 50kw	5	9	23	19	18	7	108	RKO GENERAL	REP
6.3	7.0	2	<b>WPAT-A/F</b> B/EZ	930 93.1 5kw/5.4kw	4	16	25	13	11	1	99	PARK	KATZ
6.2	6.4	3	<b>WADB</b> B/EZ	95.9 3kw	10	14	18	17	17	2	121	PLEASANT	CHR
3.3	5.6	4	<b>WHTZ</b> CHR	100.3 7.8kw	3	1	3	2	5	8	82	MALRITE	CHR
5.3	5.2	5	<b>WXRK</b> G/CR	92.3 7.6kw	2	5	1	1	1	13	75	INFINITY	TOR
5.7	5.1	6	<b>WOBM</b> AC	92.7 3kw	7	31	7	7	2	3	87	NORTH SHORE	
7.6	4.6	7	<b>WWPR</b> CHR	95.5 7.2kw	1	2	4	4	10	17	65	CAP CITIES/ABC	BAN
6.4	4.0	8	<b>WNEW-FM</b> AOR	102.7 5.9kw	12	15	2	3	3	16	83	METROPOLITAN	KATZ
3.0	3.5	9	<b>WJLK-FM</b> CHR	94.3 3kw	9	4	6	5	4	18	64	PRESS	KATZ
2.8	3.3	10	<b>WABC</b> Talk	770 50kw	6	22	16	21	19	15	52	CAP CITIES/ABC	BAN
1.1	3.1	11	<b>WYNY</b> Ctry	97.1 7.2kw	13	18	8	11	8	4	66	NBC	HNWH
3.7	2.8	12	<b>WCBS</b> News	880 50kw	8	23	27	16	16	9	48	CBS	CBS
1.6	2.8	13	<b>WNSR</b> AC	105.1 7.8kw	14	7	13	9	7	5	75	BONNEVILLE INTL	MCG
0.8	2.8	14	<b>WRKS</b> UC	98.7 50kw	21	11	11	6	6	6	121	RKO GENERAL	REP
3.3	2.4	15	<b>WMJY</b> AOR	107.1 3kw	18	17	5	8	13	25	93	MAMMOTH	
3.6	2.2	16	<b>WCBS-FM</b> Gold	101.1 6.8kw	11	8	14	10	9	10	45	CBS	CBS
2.1	1.9	17	<b>WNBC</b> AC	660 50kw	17	20	15	12	12	14	16	NBC	HNWH
1.5	1.8	18	<b>WHLI</b> BBnd	1100 10kw	27	26	31	31	32	29	122	BARNSTABLE	KATZ
2.6	1.8	19	<b>WMMR</b> AOR	93.3 25kw	28	3	10	14	15	22	127	METROPOLITAN	KATZ
2.3	1.7	20	<b>WLTW</b> AC	106.7 7.8kw	16	21	17	15	14	12	65	VIACOM	MMR
0.8	1.4	21	<b>WFPG-FM</b> B/EZ	96.9 50kw	25	29	20	28	30	28	91	H&D	EAST
0.9	1.4	22	<b>WMCA</b> Talk	570 5kw	23	25	30	29	27	24	68	FEDERAL	CBS
1.7	1.4	23	<b>WNEW</b> MOR	1130 50kw	26	32	29	32	24	21	94	METROPOLITAN	KATZ
1.9	1.2	24	<b>WJRZ</b> CHR	100.1 3kw	19	6	12	18	23	30	45	JERSEY SHORE	KATZ
2.5	1.0	25	<b>WFAN</b> Misc	1050 50kw	15	13	21	23	22	19	38	EMMIS	EAST
1.3	1.0	26	<b>WJLK</b> Gold	1310 2.5-1kw	22	30	26	24	21	18	48	PRESS	KATZ

Continued on Page 156

POPULATION: 786,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIFCH SHARE
9.1	10.7	10.4	11.0	13.2	1	WYHY CHR	107.5 100kw	1	1	1	1	6	9	84	JACOR	EAST	14.5
5.3	5.1	10.5	10.2	10.8	2	WSIX-FM Ctry	97.9 100kw	3	4	6	3	1	2	92	HICKS	MCG	7.7
11.8	10.2	9.1	12.2	10.0	3	WSM-FM Ctry	95.5 100kw	4	8	7	5	2	4	87	GAYLORD	CHR	10.8
15.6	12.5	11.3	8.5	9.1	4	WKDF AOR	103.3 100kw	2	3	2	2	4	11	76	DICK	KATZ	15.3
8.1	7.8	10.2	10.1	7.4	5	WZEZ B/EZ	92.9 100kw	7	9	10	10	8	3	79	SOUTH CENTRAL	DUR	7.5
8.1	6.5	7.0	6.0	6.8	6	WLAC-FM AC	105.9 100kw	5	6	4	6	5	6	67	FAIRMOUNT	DUR	7.5
7.5	7.6	6.5	5.4	6.7	7	WQOK UC	92.1 3kw	9	2	5	7	9	7	98	PHOENIX	REP	9.4
5.5	6.4	6.4	5.5	6.5	8	WGFX G/CR	104.5 100kw	8	7	3	4	3	8	71	CAPITOL	BAN	3.9
5.3	5.5	3.9	5.6	6.0	9	WSM Ctry	650 50kw	6	13	9	9	10	4	64	GAYLORD	CHR	4.0
2.6	4.1	3.3	2.9	4.8	10	WRMX AC	96.3 100kw	10	10	8	8	7	5	76	SIGNATURE	TOR	3.5
3.8	2.9	4.1	2.8	3.1	11	WLAC N/T	1510 50kw	11	12	16	11	11	10	68	FAIRMOUNT	DUR	1.9
2.6	2.6	2.2	3.1	2.4	12	WVOL Gold	1470 5-1kw	12	5	12	12	12	12	91	PHOENIX	REP	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WYHY	1 WKDF	1 WYHY	1 WGFX	1 WSIX-FM	AC 11.4
2 WGFX	2 WLAC-FM	2 WGFX	2 WSIX-FM	2 WSIX-FM	2 WSM-FM	AOR 9.1
3 WYHY	3 WKDF	3 WSIX-FM	3 WSM-FM	3 WKDF	3 WRMX	BM/Easy 7.4
4 WQOK	4 WSM-FM	4 WLAC-FM	4 WLAC-FM	4 WLAC-FM	4 WYHY	CHR 13.2
5 WSIX-FM	5 WQOK	5 WYHY	5 WRMX	5 WSM-FM	5 WLAC-FM	Ctry 26.8
6 WLAC-FM	6 WGFX	6 WSM-FM	6 WKDF	6 WYHY	6 WZEZ	Gold 8.9
7 WSM-FM	7 WRMX	7 WQOK	7 WQOK	7 WSM	7 WQOK	N/T 3.1
8 WRMX	8 WSIX-FM	8 WSM	8 WGFX	8 WRMX	8 WGFX	UC 6.7
9 WSM	9 WZEZ	9 WRMX	9 WZEZ	9 WZEZ	9 WKDF	
10 WWRB	10 WVOL	10 WZEZ	10 WSM	10 WQOK	10 WSM	

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POPULATION: 2,244,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
4.5	6.0	5.9	7.0	6.2	1	WALK-A/F AC	1370 97.5 5kw/45kw	3	13	8	2	1	1	80	AMERICAN MEDIA	DUR	5.0
6.5	5.4	5.5	4.9	5.9	2	WBAB-A/F AOR	1240 102.3 1kw/3kw	2	3	1	1	4	21	71	NOBLE	MMR	6.4
5.8	5.2	6.3	6.5	5.9	3	WHTZ CHR	100.3 7.8kw	1	1	4	7	8	16	57	MALRITE	CHR	7.6
5.1	5.1	4.9	4.7	5.3	4	WBLI CHR	106.1 10kw	6	4	5	4	5	4	81	BECK-ROSS	KATZ	5.9
3.0	3.5	2.8	4.0	4.3	5	WXRK G/CR	92.3 7.6kw	7	9	2	3	3	12	66	INFINITY	TOR	4.4
4.1	3.6	4.6	4.2	4.1	6	WCBS-FM Gold	101.1 6.8kw	4	17	11	5	2	2	59	CBS	CBS	4.4
3.8	4.2	3.6	4.2	4.0	7	WOR Talk	710 50kw	12	23	25	18	13	5	85	RKO GENERAL	REP	2.5
3.2	3.4	2.8	3.2	3.8	8	WNEW-FM AOR	102.7 5.9kw	11	10	3	6	7	20	68	METROPOLITAN	KATZ	3.7
3.4	3.6	3.0	3.7	3.5	9	WQHT CHR	103.5 5.8kw	10	2	6	8	23	29	61	EMMIS	EAST	5.1
4.0	3.5	3.1	2.4	3.3	10	WLTW AC	106.7 7.8kw	15	21	12	10	6	3	76	VIACOM	MMR	3.0
2.7	2.8	3.4	2.7	3.2	11	WPAT-A/F B/EZ	930 93.1 5kw/5.4kw	17	34	31	29	17	6	91	PARK	KATZ	2.7
2.4	2.8	2.4	2.6	3.0	12	WNSR AC	105.1 7.8kw	13	16	10	9	9	11	65	BONNEVILLE INTL	MCG	2.0
4.6	5.1	4.4	3.9	3.0	13	WWPR CHR	95.5 7.2kw	5	5	7	11	11	25	44	CAP CITIES/ABC	BAN	4.6
4.1	3.5	3.8	3.8	2.9	14	WCBS News	880 50kw	9	22	24	20	15	2	49	CBS	CBS	2.9
3.0	3.5	5.2	5.1	2.8	15	WHLI BBnd	1100 10kw	23	42	37	40	30	10	132	BARNSTABLE	KATZ	2.1
1.0	2.3	3.0	2.1	2.6	16	WYNY Ctry	97.1 7.2kw	20	35	18	14	10	7	82	NBC	HNWH	2.2
2.1	2.3	1.5	2.8	2.5	17	WKJY B/EZ	98.3 3kw	19	19	14	12	12	9	77	BARNSTABLE	KATZ	1.5
3.6	3.2	2.1	2.6	2.4	18	WABC Talk	770 50kw	14	20	22	19	16	14	56	CAP CITIES/ABC	BAN	2.9
3.3	2.8	3.3	2.8	2.2	19	WINS News	1010 30-50kw	8	18	23	23	22	17	35	GROUP W	G/W	2.1
3.3	1.8	1.6	1.8	2.0	20	WDRE AOR	92.7 3kw	22	8	9	13	24	33	72	JARAD	KATZ	2.4
2.5	1.8	1.0	0.8	1.9	21	WFAN Misc	1050 50kw	16	12	19	17	18	23	47	EMMIS	EAST	1.7
2.3	1.8	2.7	1.5	1.9	22	WCTO B/EZ	94.3 3kw	25	40	35	22	19	13	90	GREATER MEDIA	ROS	.7
2.3	2.2	2.0	1.5	1.6	23	WNBC AC	660 50kw	18	27	21	15	14	15	49	NBC	HNWH	1.3
1.6	1.2	1.2	1.4	1.6	24	WQXR-A/F Clas	1550 96.3 50kw/7.8kw	21	39	33	32	29	22	57	INTERSTATE	MCG	1.3
1.4	1.2	1.8	1.1	1.5	25	WRKS UC	98.7 50kw	26	6	13	16	26	28	79	RKO GENERAL	REP	2.3
2.2	2.3	2.4	2.0	1.5	26	WGSM AC	740 25kw	30	41	40	30	27	19	111	GREATER MEDIA	ROS	1.6
0.8	1.0	0.5	1.2	1.5	27	WNCN Clas	104.3 7.8kw	28	28	27	26	20	24	83	GAF	CMBS	.8
1.8	1.3	1.0	1.5	1.3	28	WEZN B/EZ	99.9 27.5kw	29	37	43	27	21	18	78	NEWCITY	KATZ	1.0
1.1	1.2	1.1	1.1	1.2	29	WBSL UC	107.5 5.4kw	27	7	15	21	28	31	65	INNER CITY	MCG	2.2
1.0	1.0	1.1	1.3	1.0	30	WNEW MOR	1130 50kw	31	29	38	43	34	26	76	METROPOLITAN	KATZ	.5

Continued on Page 156

#11

**MIAMI-FT. LAUDERDALE-HOLLYWOOD**

POPULATION: 2,595,900

Continued from Page 150

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGTR	1 WEDR	1 WGTR	1 WEDR	1 WMXJ	1 WMXJ	AC 15.4
2 WEDR	2 WPOW	2 WEDR	2 WMXJ	2 WEDR	2 WCMQ-FM	AOR 6.0
3 WPOW	3 WAXY	3 WMXJ	3 WAXY	3 WGTR	3 WJQY	BM/Easy 10.1
4 WSHE	4 WLVE	4 WPOW	4 WPOW	4 WHYI	4 WEDR	CHR 11.5
5 WHYI	5 WMXJ	5 WSHE	5 WCMQ-FM	5 WKQS	5 WLYF	Clas 2.8
6 WZTA	6 WHYI	6 WHYI	6 WJQY	6 WSHE	6 WAXY	Ctry 6.4
7 WMXJ	7 WGTR	7 WZTA	7 WHYI	7 WZTA	7 WLVE	NAC 1.4
8 WKQS	8 WJQY	8 WKQS	8 WLVE	8 WLYF	8 WHYI	N/T 10.6
9 WAXY	9 WCMQ-FM	9 WAXY	9 WLYF	9 WCMQ-FM	9 WPOW	Span 14.9
10 WXDJ	10 WHQT	10 WCMQ-FM	10 WGTR	10 WPOW	10 WKQS	UC 5.8

#45

**MONMOUTH-OCEAN, NJ**

POPULATION: 813,100

Continued from Page 153

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WHTZ	1 WXRK	1 WHTZ	1 WXRK	1 WJLK-FM	AC 11.5
2 WNEW-FM	2 WXRK	2 WNEW-FM	2 WJLK-FM	2 WNEW-FM	2 WOBN	AOR 8.2
3 WMJY	3 WJLK-FM	3 WMJY	3 WWPR	3 WOBN	3 WHTZ	BBnd 3.2
4 WWPR	4 WWPR	4 WWPR	4 WOBN	4 WHTZ	4 WNSR	BM/Easy 14.8
5 WRKS	5 WQHT	5 WHTZ	5 WXRK	5 WRKS	5 WYNY	CHR 14.9
6 WOBN	6 WNEW-FM	6 WRKS	6 WRKS	6 WNSR	6 WRKS	Ctry 3.1
7 WMMR	7 WYNY	7 WNSR	7 WNSR	7 WMJY	7 WPAT-FM	Gold 8.4
8 WHTZ	8 WMJY	8 WMMR	8 WNEW-FM	8 WCBS-FM	8 WXRK	Misc 1.0
9 WCBS-FM	9 WJRZ	9 WOBN	9 WCBS-FM	9 WWPR	9 WCBS-FM	N/T 14.6
10 WNSR	10 WOBN	10 WNBC	10 WYNY	10 WMMR	10 WWPR	UC 2.8

#12

**NASSAU-SUFFOLK**

POPULATION: 2,244,600

Continued from Page 155

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WHTZ	1 WBAB-FM	1 WBLI	1 WXRK	1 WALK-FM	AC 15.6
2 WXRK	2 WBLI	2 WXRK	2 WALK-FM	2 WBAB-FM	2 WBLI	AOR 11.7
3 WNEW-FM	3 WBAB-FM	3 WNEW-FM	3 WHTZ	3 WCBS-FM	3 WCBS-FM	BBnd 3.8
4 WQHT	4 WNEW-FM	4 WCBS-FM	4 WCBS-FM	4 WALK-FM	4 WHTZ	BM/Easy 8.9
5 WDRE	5 WQHT	5 WALK-FM	5 WWPR	5 WNEW-FM	5 WLTW	CHR 17.7
6 WHTZ	6 WWPR	6 WBLI	6 WBAB-FM	6 WLTW	6 WKJY	Clas 3.1
7 WBLI	7 WALK-FM	7 WDRE	7 WLTW	7 WYNY	7 WWPR	Ctry 2.6
8 WWPR	8 WNSR	8 WQHT	8 WKJY	8 WNSR	8 WNSR	Gold 8.4
9 WALK-FM	9 WCBS-FM	9 WNSR	9 WNEW-FM	9 WBLI	9 WNEW-FM	Misc 1.9
10 WCBS-FM	10 WXRK	10 WHTZ	10 WNSR	10 WFAN	10 WOR	N/T 11.5
						UC 2.7

POPULATION: 1,097,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-HOUR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.2	12.4	15.1	14.5	15.1	1	<b>WQUE-A/F</b> UC	1280 93.3 5kw/100kw	1	2	1	1	1	2	99	CLEAR CHANNEL	HNWH	19.7
9.6	9.7	10.0	8.8	11.2	2	<b>WEZB</b> CHR	97.1 100kw	2	1	2	2	4	9	79	EZ	MMR	11.3
12.2	11.5	9.0	10.8	7.9	3	<b>WYLD-FM</b> UC	98.5 100kw	3	5	3	3	3	5	88	INTER-URBAN	BAN	12.1
4.8	3.5	2.8	4.9	6.4	4	<b>WLMG</b> AC	101.9 100kw	6	8	4	4	5	8	81	LOYOLA UNI.	KATZ	6.3
4.3	5.8	5.1	6.1	6.3	5	<b>WWL</b> N/T	870 50kw	5	17	9	8	7	3	76	LOYOLA UNI.	KATZ	4.4
5.9	8.1	7.3	5.9	6.2	6	<b>WLTS</b> AC	105.3 100kw	4	7	6	5	2	7	70	PHASE II	DUR	4.4
9.4	7.7	9.9	7.9	6.2	7	<b>WBYU</b> B/EZ	95.7 100kw	8	14	13	9	8	1	90	STONER	CHR	4.2
2.8	4.6	3.1	4.0	4.6	8	<b>WCKW-FM</b> G/CR	92.3 100kw	10	11	5	6	6	11	87	222 CORP.	REP	5.5
4.9	5.2	5.6	5.5	4.3	9	<b>WRNO</b> CHR	99.5 100kw	7	4	7	7	10	15	59	GULF NORTH	MMR	5.5
2.4	3.8	3.1	3.7	4.3	10	<b>WSMB</b> Talk	1350 5kw	13	19	23	16	15	10	141	NORTH, INC	FWS	2.8
6.2	4.5	4.4	4.2	4.2	11	<b>WBOK</b> Rel	1230 1kw	15	13	11	12	11	4	143	WILLIS	REP	3.0
4.9	4.8	4.7	5.0	3.8	12	<b>WNOE-FM</b> Ctry	101.1 100kw	9	10	10	10	9	6	61	WNOE	MCG	5.0
1.2	1.4	0.8	1.0	3.1	13	<b>WYLD</b> UC	940 10-5kw	12	3	8	11	14	5	90	INTER-URBAN	BAN	2.9
2.3	2.1	1.9	1.6	1.9	14	<b>WWIW</b> BBnd	1450 1kw	14	16	21	21	21	13	65	RADIO VANDER.	ROS	.9
0.9	1.1	1.9	0.9	1.3	15	<b>WYAT</b> Gold	990 .25kw	17	18	15	14	12	12	68	PHASE II	DUR	.9
3.1	2.2	2.0	1.7	1.2	16	<b>WTIX</b> Gold	690 10-5kw	11	15	12	13	13	14	35	PRICE COM.	MCG	1.4
1.7	1.5	1.4	1.1	1.1	17	<b>WNOE</b> Ctry	1060 50-5kw	16	23	19	18	18	16	58	WNOE	MCG	.6
0.0	0.0	0.5	1.3	1.0	18	<b>KHAA</b> CC	106.7 100kw	18	12	14	15	16	17	67	SALEM	A&A	2.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BBnd	BM/Easy	CHR	Ctry	Gold	N/T	Rel/CC	UC
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	12.6	1.9	6.2	15.5	4.9	7.1	10.6	5.2	26.6
2 WEZB	2 WEZB	2 WCKW-FM	2 WLMG	2 WYLD	2 WLTS									
3 WCKW-FM	3 WLMG	3 WYLD-FM	3 WLTS	3 WCKW-FM	3 WEZB									
4 WYLD-FM	4 WLTS	4 WEZB	4 WEZB	4 WWL	4 WLMG									
5 WRNO	5 WYLD-FM	5 WRNO	5 WYLD-FM	5 WLMG	5 WYLD-FM									
6 WLMG	6 WRNO	6 WLTS	6 WRNO	6 WLTS	6 WBYU									
7 WLTS	7 WCKW-FM	7 WLMG	7 WCKW-FM	7 WEZB	7 WNOE-FM									
8 WYLD	8 WYLD	8 WWL	8 WBYU	8 WBYU	8 WBOK									
9 WWL	9 WBOK	9 WYLD	9 WNOE-FM	9 WRNO	9 WRNO									
10 WNOE-FM	10 KHAA	10 WBYU	10 WBOK	10 WNOE-FM	10 WWL									

# NEW YORK

POPULATION: 14,053,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE	
5.8	6.2	6.0	6.2	6.0	1	<b>WHTZ</b> CHR	100.3 7.8kw	1	1	1	1	3	11	69	MALRITE	CHR	6.7
6.3	6.1	6.0	6.1	5.5	2	<b>WPAT-A/F</b> B/EZ	930 93.1 5kw/5.4kw	4	36	24	17	12	1	94	PARK	KATZ	4.6
4.4	4.6	4.6	4.0	4.6	3	<b>WRKS</b> UC	98.7 50kw	15	3	3	6	9	15	101	RKO GENERAL	REP	7.7
4.4	4.5	4.5	3.9	4.6	4	<b>WOR</b> Talk	710 50kw	10	26	31	26	19	4	85	RKO GENERAL	REP	3.0
4.1	4.3	4.7	4.6	4.5	5	<b>WLTW</b> AC	106.7 7.8kw	6	20	9	7	2	2	77	VIACOM	MMR	3.2
3.7	3.8	3.6	4.3	4.2	6	<b>WCBS-FM</b> Gold	101.1 6.8kw	7	14	8	2	1	3	72	CBS	CBS	3.4
4.8	4.8	4.7	4.1	4.2	7	<b>WWPR</b> CHR	95.5 7.2kw	3	4	6	5	5	12	56	CAP CITIES/ABC	BAN	4.8
4.4	4.3	3.7	4.6	4.1	8	<b>WQHT</b> CHR	103.5 5.8kw	9	2	7	9	16	27	76	EMMIS	EAST	5.3
4.6	4.8	4.1	4.6	4.0	9	<b>WBLS</b> UC	107.5 5.4kw	14	5	5	8	8	18	84	INNER CITY	MCC	6.4
4.5	4.5	5.0	4.9	4.0	10	<b>WINS</b> News	1010 30-50kw	2	16	11	12	11	5	46	GROUP W	G/W	4.0
3.5	4.0	3.3	3.5	3.6	11	<b>WNEW-FM</b> AOR	102.7 5.9kw	12	7	2	3	4	19	70	METROPOLITAN	KATZ	3.9
3.3	3.7	2.8	3.5	3.5	12	<b>WXRK</b> G/CR	92.3 7.6kw	8	6	4	4	7	17	65	INFINITY	TOR	4.4
2.9	2.9	2.4	2.6	3.5	13	<b>WABC</b> Talk	770 50kw	11	15	21	15	14	6	64	CAP CITIES/ABC	BAN	2.9
3.3	3.1	3.2	3.4	3.1	14	<b>WCBS</b> News	880 50kw	5	21	23	18	15	8	51	CBS	CBS	2.3
2.5	2.8	2.9	2.8	2.9	15	<b>WNSR</b> AC	105.1 7.8kw	13	24	10	10	6	10	58	BONNEVILLE INT	MCG	1.8
1.6	1.9	2.7	3.0	2.5	16	<b>WYNY</b> Ctry	97.1 7.2kw	17	31	12	11	10	7	70	NBC	HNWH	2.4
2.8	2.3	1.2	1.0	2.0	17	<b>WFAN</b> Misc	1050 50kw	16	11	16	16	18	16	53	EMMIS	EAST	1.6
1.6	1.8	2.4	1.4	2.0	18	<b>WADO</b> Span	1280 5kw	25	17	28	21	20	9	128	COMMAND		.6
1.3	1.1	1.1	0.7	1.9	19	<b>WLIB</b> N/T	1190 10kw	23	27	14	13	17	14	117	INNER CITY	MCG	.8
2.0	0.8	1.2	1.3	1.9	20	<b>WSKQ</b> Span	620 5kw	26	12	15	14	13	13	13	SBS	SBS	.6
1.8	1.9	2.0	1.6	1.6	21	<b>WNEW</b> MOR	1130 50kw	22	45	49	33	31	22	85	METROPOLITAN	KATZ	1.1
1.3	1.5	1.2	1.4	1.4	22	<b>WQXR-A/F</b> Clas	1550 96.3 50kw/7.8kw	18	32	30	30	27	21	59	INTERSTATE	MCG	1.8
1.6	1.4	1.3	1.6	1.3	23	<b>WNCN</b> Clas	104.3 7.8kw	21	28	26	28	25	23	61	GAF	CMBS	1.3
0.9	0.8	1.0	1.1	1.3	24	<b>WWRL</b> Rel	1600 5kw	30	22	20	22	23	24	122	UNITY	ROS	1.0
1.5	1.3	1.3	1.0	1.2	25	<b>WNBC</b> AC	660 50kw	19	19	27	20	21	20	48	NBC	HNWH	1.0
1.4	1.6	1.4	1.3	1.2	26	<b>WPIX</b> AC	101.9 5.3kw	20	25	18	19	22	26	49	TRIBUNE	CHR	1.0
0.7	1.0	0.9	1.1	1.1	27	<b>WALK-FM</b> AC	97.5 45kw	28	30	25	25	24	25	81	AMERICAN MEDIA	DUR	.8
0.5	0.5	0.9	0.6	1.0	28	<b>WJIT</b> Span	1480 5kw	37	13	33	31	28	28	147	INFINITY	CAB	.5
1.2	0.6	1.2	1.2	1.0	29	<b>WKDM</b> Span	1380 5kw	36	23	19	23	26	29	132	UNITED	KT-H	.4

Continued on Page 168



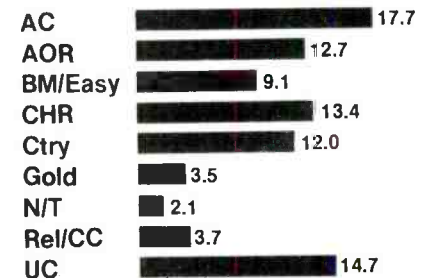
POPULATION: 1,088,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.2	12.5	9.2	10.0	11.0	1	WNOR-A/F AOR	1230 98.7 1kw/46kw	1	6	1	1	1	3	98	SAGA	MCG	11.1
8.1	8.7	7.5	10.2	9.1	2	WFOG B/EZ	92.9 50kw	4	14	15	10	4	1	106	JAG	MMR	5.5
11.0	8.1	9.9	9.8	8.1	3	WCMS-A/F Ctry	1050 100.5 5-.37kw/50kw	5	11	8	7	2	2	94	WCMS RADIO	KATZ	11.0
9.2	8.0	8.9	10.0	6.8	4	WNVZ CHR	104.5 CHR	2	2	5	4	8	11	67	CAPITOL BR CO.	REP	11.0
4.9	5.0	6.5	5.9	6.6	5	WGH-FM CHR	97.3 74kw	3	1	2	5	11	21	72	SUSQUEHANNA	BAN	6.8
6.2	6.3	6.2	6.6	6.3	6	WOWI UC	102.9 50kw	7	5	3	3	7	10	89	WILLIS	MCG	10.0
4.6	4.8	4.5	4.3	6.1	7	WLTY AC	95.7 40kw	6	10	4	2	3	5	77	LANDMARK	CHR	3.9
5.7	5.8	6.6	5.1	5.0	8	WWDE AC	101.3 50kw	8	8	7	6	5	7	75	EDENS	EAST	4.8
5.7	7.3	6.6	6.2	5.0	9	WMYK UC	93.7 100kw	9	3	6	8	9	14	80	EDGE	DUR	8.4
4.6	3.5	4.5	3.6	4.2	10	WJQI-A/F AC	1600 94.9 5kw/50kw	12	9	10	9	6	3	84	COLEMAN	TOR	3.9
1.9	2.6	3.1	3.9	3.7	11	WPCE Rel	1400 1-.25kw	13	7	16	16	12	4	89	WILLIS	MCG	2.1
4.5	5.7	3.2	3.5	3.5	12	WTAR Gold	790 5kw	10	13	14	12	10	6	61	LANDMARK	CHR	2.2
3.8	4.0	3.5	2.6	3.4	13	WRAP UC	1350 5-1kw	11	4	9	11	14	13	67	TARGET	MASL	4.1
1.8	1.0	2.4	1.7	2.4	14	WXRI AC	105.3 50kw	14	12	11	13	15	15	76	CBN	K/P	2.0
1.8	2.2	2.4	1.8	2.1	15	WNIS Talk	850 5-1kw	16	25	21	18	17	8	83	WNIS, INC.	ROS	1.1
2.8	2.0	2.6	2.3	2.0	16	WSKX Ctry	106.9 100kw	15	21	12	14	13	16	77	DOWNES	CBS	2.3
1.0	0.6	0.8	2.2	1.9	17	WKEZ Ctry	94.1 50kw	17	15	17	17	18	12	98	EURE	ROS	1.4
0.6	0.8	1.0	1.3	1.7	18	WOFM AOR	92.1 3kw	18	17	13	15	16	17	114	AMERICAN EAGLE	K/P	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNOR-FM	1 WGH-FM	1 WNOR	1 WLTY	1 WNOR-FM	1 WWDE
2 WGH-FM	2 WLTY	2 WLTY	2 WWDE	2 WCMS-FM	2 WLTY
3 WMYK	3 WOWI	3 WCMS-FM	3 WOWI	3 WFOG	3 WJQI-FM
4 WOWI	4 WNVZ	4 WMYK	4 WNVZ	4 WLTY	4 WCMS-FM
5 WLTY	5 WNOR-FM	5 WGH-FM	5 WGH-FM	5 WTAR	5 WFOG
6 WNVZ	6 WWDE	6 WOWI	6 WNOR-FM	6 WNVZ	6 WOWI
7 WRAP	7 WMYK	7 WNVZ	7 WJQI-FM	7 WMYK	7 WNVZ
8 WWDE	8 WJQI-FM	8 WFOG	8 WCMS-FM	8 WJQI-FM	8 WMYK
9 WOFM	9 WCMS-FM	9 WRAP	9 WMYK	9 WWDE	9 WGH-FM
10 WCMS-FM	10 WXRI	10 WWDE	10 WFOG	10 WOWI	10 WNOR-FM



POPULATION: 825,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.3	11.9	13.4	13.9	14.3	1	KXXY-AJF Ctry	1340 96.1 1kw/100kw	2	6	3	1	1	1	107	NEWMARKET MEDIA	MCG	13.5
10.1	16.1	13.4	12.7	12.7	2	KJYO CHR	102.7 100kw	1	1	2	3	6	12	90	CLEAR CHANNEL	HNWH	16.2
13.7	12.5	7.6	8.1	10.0	3	KATT AOR	100.5 100kw	3	2	1	2	2	11	86	SURREY	BAN	15.4
4.4	4.5	3.3	3.2	7.2	4	KPRW UC	1140 1kw	13	3	4	4	7	8	227	SURREY	BAN	6.1
7.8	7.4	7.6	6.2	6.5	5	KTOK N/T	1000 5kw	4	10	15	10	10	3	77	CLEAR CHANNEL	HNWH	5.9
3.9	4.6	5.5	4.9	6.2	6	KEBC Ctry	94.7 100kw	9	7	9	8	4	2	91	VAN WAGONER	EAST	4.3
3.3	3.2	4.6	4.4	5.8	7	KMGL AC	104.1 100kw	8	5	7	6	5	5	81	GUY GANNETT	BAN	4.1
2.3	2.9	6.7	6.4	5.8	8	KRXO G/CR	107.7 100kw	7	8	5	5	3	10	80	PRICE COM.	DUR	7.6
7.6	7.6	7.4	9.0	4.9	9	KKNG B/EZ	92.5 100kw	6	12	12	11	11	4	67	NEWCITY	CHR	3.3
7.7	6.2	5.7	4.3	4.9	10	KZBS CHR	98.9 100kw	5	4	6	7	8	13	62	ZUMMA	KATZ	4.0
4.2	3.9	3.3	4.8	4.0	11	KOMA AC	1520 50kw	12	13	14	13	13	7	80	PRICE COM.	DUR	3.6
4.0	3.5	4.8	3.6	3.5	12	WKY Ctry	930 5kw	11	16	11	12	12	6	68	GAYLORD	CHR	3.4
5.5	4.2	4.0	4.5	3.2	13	KLTE AC	101.9 100kw	10	9	8	9	9	9	52	MEL WHEELER	TOR	2.3
0.9	1.0	1.0	1.2	1.5	14	KQCV Rel	800 .25kw	15	14	10	14	14	15	86	BOTT		.7
1.5	1.2	2.2	1.8	1.1	15	KJIL Rel	104.9 3kw	14	19	16	15	15	14	48	SWAGGART MINI.	STR	2.1

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KJYO	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 13.0
2 KJYO	2 KPRW	2 KXXY-FM	2 KJYO	2 KATT	2 KMGL	AOR 10.0
3 KR XO	3 KXXY-FM	3 KR XO	3 KPRW	3 KR XO	3 KPRW	BM/Easy 4.9
4 KXXY-FM	4 KMGL	4 KJYO	4 KMGL	4 KEBC	4 KJYO	CHR 17.6
5 KZBS	5 KZBS	5 KEBC	5 KZBS	5 KMGL	5 KEBC	Ctry 24.0
6 KPRW	6 KATT	6 KZBS	6 KATT	6 KJYO	6 KZBS	Gold 5.8
7 KLTE	7 KR XO	7 KMGL	7 KLTE	7 KTOK	7 KLTE	N/T 6.5
8 KMGL	8 KEBC	8 KPRW	8 KEBC	8 WKY	8 KR XO	Rel/CC 2.6
9 KEBC	9 KLTE	9 KTOK	9 KR XO	9 KZBS	9 KKNG	UC 7.2
10 WWLS	10 KQCV	10 KLTE	10 KKNG	10 KPRW	10 KATT	

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POPULATION: 773,100

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	9.3	12.1	13.4	10.0	1	<b>WWKA</b> Ctry	92.3 100/rw	3	9	8	4	3	1	98	NEWCITY	KATZ	8.2
5.8	5.7	9.8	8.7	9.7	2	<b>WSTF</b> AC	101.1 100/rw	2	4	2	1	2	5	89	CAPITOL BR CO.	REP	9.4
7.1	6.7	5.5	6.1	8.0	3	<b>WDBO</b> AC	580 5kw	5	11	17	10	9	4	91	NEWCITY	KATZ	5.2
4.7	4.4	3.5	4.0	7.9	4	<b>WOCL</b> Gold	105.9 100/rw	4	7	7	2	1	2	88	MID-CITY	CHR	9.5
5.1	6.3	6.8	7.0	7.4	5	<b>WDIZ</b> AOR	100.3 100/rw	8	6	1	3	4	13	87	SHAMROCK COM.	MMR	8.7
11.7	12.2	8.2	9.1	7.1	6	<b>WSSP</b> B/EZ	104.1 100/rw	6	13	13	12	8	3	81	GUY GANNETT	CHR	5.4
2.7	2.8	3.1	3.0	7.0	7	<b>WJHM</b> UC	101.9 28kw	9	2	3	5	5	11	105	AUGUSTA	HNWH	7.5
10.0	10.3	10.4	8.9	6.7	8	<b>WBJW-A/F</b> CHR	950 105.1 5kw 100kw	1	1	5	7	6	9	49	NATIONWIDE	BAN	10.8
8.2	7.5	5.2	5.9	4.7	9	<b>WCAT</b> CHR	106.7 100/rw	7	3	6	9	15	15	55	GENERAL	DUR	7.0
5.8	7.6	6.1	4.9	4.3	10	<b>WJYO</b> AC	107.7 100/rw	10	18	9	8	7	6	71	METROPLEX	MCG	4.2
3.7	4.7	3.7	4.0	4.0	11	<b>WHTQ</b> AOR	96.5 100/rw	11	8	4	6	11	17	74	TK	EAST	3.8
0.4	0.5	0.4	0.6	3.5	12	<b>WXXO</b> UC	1600 5kw	16	10	10	11	10	7	137	CHAMPION	K/P	.4
4.7	3.7	3.9	4.3	3.3	13	<b>WWNZ</b> N/T	740 5-1kw	12	17	14	15	13	8	64	GUY GANNETT	CHR	3.1
0.5	0.3	0.8	0.4	1.8	14	<b>WPRD</b> BBnd	1440 5-1kw	17	19	20	16	14	10	85	METROPLEX		.8
3.6	4.8	5.2	3.6	1.8	15	<b>WORL</b> UC	1270 5kw	13	5	12	14	16	20	57	WILLIE MARTIN	HNWH	2.2
3.0	2.8	3.2	3.2	1.6	16	<b>WLOQ</b> NAC	103.1 3kw	14	16	11	13	12	14	55	LITCHFIELD	BAN	4.9
0.6	0.6	2.4	2.7	1.6	17	<b>WWLV</b> B/EZ	94.5 100/rw	15	12	19	21	20	12	56	ROOT		1.1
0.5	0.8	0.9	1.1	1.0	18	<b>WTLN-A/F</b> Rel	1520 95.3 5kw/3kw	18	15	18	18	17	16	52	ALTON RAINBOW	KEY	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.0
1 WDIZ	1 WSTF	1 WDIZ	1 WSTF	1 WOCL	1 WSTF	AOR	11.4
2 WJHM	2 WDIZ	2 WOCL	2 WOCL	2 WDIZ	2 WOCL	BBnd	1.8
3 WHTQ	3 WCAT	3 WSTF	3 WWKA	3 WWKA	3 WWKA	BM/Easy	8.7
4 WOCL	4 WBJW-FM	4 WJHM	4 WJHM	4 WSTF	4 WJYO	CHR	11.5
5 WSTF	5 WJHM	5 WWKA	5 WJYO	5 WJHM	5 WJHM	Ctry	10.0
6 WBJW-FM	6 WWKA	6 WHTQ	6 WBJW-FM	6 WSSP	6 WXXO	Gold	7.9
7 WWKA	7 WHTQ	7 WBJW-FM	7 WDIZ	7 WBJW-FM	7 WSSP	NAC	1.6
8 WCAT	8 WJYO	8 WCAT	8 WCAT	8 WHTQ	8 WBJW-FM	N/T	3.3
9 WLOQ	9 WOCL	9 WDBO	9 WHTQ	9 WDBO	9 WDIZ	Rel/CC	1.1
10 WORL	10 WXXO	10 WJYO	10 WXXO	10 WLOQ	10 WDBO	UC	12.3

POPULATION: 4,059,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.4	7.8	7.8	7.1	8.2	1	WUSL UC	98.9 18kw	4	2	2	2	3	13	115	TAK	EAST	13.2
8.9	8.1	8.1	7.7	7.8	2	WMMR AOR	93.3 25kw	2	3	1	1	1	15	83	METROPOLITAN	KATZ	10.6
3.0	3.3	4.8	6.5	7.0	3	WEGX CHR	106.1 23kw	3	1	4	4	12	16	77	MALRITE	CHR	7.6
6.8	7.2	8.0	7.3	6.9	4	KYW News	1060 50kw	1	9	12	10	6	2	53	GROUP W	G/W	6.6
4.5	4.2	4.6	5.9	6.3	5	WPEN BBnd	950 5kw	10	21	21	16	16	5	123	GREATER MEDIA	MMR	4.6
7.4	6.5	7.4	7.6	6.1	6	WEAZ B/EZ	101.1 12.5kw	6	13	10	12	9	3	86	WEAZ, INC.	MCG	4.2
5.3	5.0	5.8	5.4	5.5	7	WKSZ AC	100.3 35kw	7	6	9	5	2	1	81	WKSZ, INC.	HNWH	4.7
4.2	4.0	4.6	4.7	4.8	8	WYSP G/CR	94.1 16kw	5	5	3	3	8	18	68	INFINITY	TOR	6.9
4.4	5.1	5.2	5.3	4.4	9	WWDB Talk	96.5 50kw	16	17	15	14	14	7	104	PANACHE	REP	3.4
3.3	4.6	3.5	4.6	4.3	10	WXTU Ctry	92.5 50kw	14	10	13	13	5	4	97	BEASLEY	DUR	3.9
3.5	3.7	2.9	2.6	4.1	11	WCAU News	1210 50kw	8	16	14	15	15	8	62	CBS	CBS	2.8
5.1	4.1	4.7	4.5	4.1	12	WMGK AC	102.9 8.5kw	9	12	7	6	4	6	65	GREATER MEDIA	MMR	4.0
5.0	4.0	3.9	3.6	3.5	13	WDAS-FM UC	105.3 3.8kw	13	4	5	8	10	12	78	UNITY	HNWH	5.4
4.4	3.7	3.3	2.8	3.4	14	WSNI AC	104.5 16kw	11	11	6	7	7	10	68	PYRAMID	DUR	3.3
4.3	3.4	3.5	3.0	3.0	15	WOGL Gold	98.1 12.5kw	12	8	8	9	11	9	60	CBS	CBS	2.6
2.3	2.3	2.4	2.5	2.5	16	WIOQ Gold	102.1 30kw	15	14	11	11	13	11	57	OUTLET	MCG	2.5
1.8	2.0	1.9	2.1	1.7	17	WFLN Clas	95.7 50kw	17	23	24	18	17	14	58	FRANKLIN	CMBS	1.4
1.1	1.2	1.2	1.0	1.2	18	WDAS UC	1480 5-1kw	19	18	18	17	18	17	62	UNITY	HNWH	.6
2.4	1.7	1.5	1.1	1.0	19	WIP Misc	610 5kw	18	15	16	21	20	20	44	SPECTACOR	KATZ	.6
1.0	1.0	0.9	1.0	1.0	20	WHAT UC	1340 1kw	22	20	22	23	23	21	75	MAINLINE	ROS	.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.0
1 WMMR	1 WUSL	1 WMMR	1 WUSL	1 WMMR	1 WKSZ	AOR	7.8
2 WYSP	2 WEGX	2 WYSP	2 WEGX	2 WYSP	2 WUSL	BBnd	6.3
3 WUSL	3 WMMR	3 WUSL	3 WMMR	3 WXTU	3 WMGK	BM/Easy	6.1
4 WEGX	4 WYSP	4 WEGX	4 WKSZ	4 KYW	4 WEAZ	CHR	7.0
5 WDAS-FM	5 WSNI	5 WOGL	5 WMGK	5 WOGL	5 WSNI	Clas	1.7
6 WMGK	6 WDAS-FM	6 WDAS-FM	6 WSNI	6 WIOQ	6 WEGX	Ctry	4.3
7 WOGL	7 WMGK	7 WIOQ	7 WDAS-FM	7 WUSL	7 KYW	Gold	10.3
8 KYW	8 WKSZ	8 WXTU	8 WYSP	8 WSNI	8 WDAS-FM	Misc	
9 WSNI	9 WOGL	9 KYW	9 WEAZ	9 WDAS-FM	9 WMMR	N/T	15.4
10 WEAZ	10 WEAZ	10 WSNI	10 WOGL	10 WMGK	10 WXTU	UC	13.9

POPULATION: 1,625,000

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	14.1	17.4	14.1	13.0	1	<b>KNIX-A/F</b> Ctry	1560 102.5 50kw/100kw	1	5	5	1	1	1	100	BUCK OWENS	KATZ	13.3
7.0	7.5	6.3	10.2	10.5	2	<b>KTAR</b> N/T	620 5kw	3	23	13	8	2	2	93	PHOENIX	CBS	7.8
11.8	12.2	10.3	11.1	9.5	3	<b>KZZP-FM</b> CHR	104.7 100kw	2	1	2	2	4	7	74	NATIONWIDE	MCG	16.8
11.7	12.7	13.2	11.5	9.5	4	<b>KMEO-A/F</b> B/EZ	740 96.9 1kw/100kw	4	21	15	15	7	3	100	GROUP W	G/W	6.2
6.4	6.1	6.7	6.2	7.0	5	<b>KUPD</b> AOR	97.9 100kw	5	2	1	3	9	14	85	TRI-STATE	BAN	9.9
4.5	3.9	3.8	3.9	4.5	6	<b>KSLX</b> G/CR	100.7 100kw	10	13	3	4	5	12	77	FIRST MEDIA	MMR	4.4
4.0	2.6	3.9	3.4	4.4	7	<b>KKLT</b> AC	98.7 115kw	7	7	6	7	6	9	65	PHOENIX	CBS	2.7
3.7	4.0	3.1	4.1	4.3	8	<b>KDKB</b> AOR	93.3 100kw	8	6	4	5	8	11	64	SANDUSKY	CHR	4.3
2.5	2.0	2.8	3.2	4.3	9	<b>KFYI</b> N/T	910 5kw	13	11	12	11	11	6	81	BROADCAST GR.	REP	3.0
3.8	4.2	2.7	3.7	4.1	10	<b>KOOL-FM</b> Gold	94.5 100kw	12	8	9	6	3	5	74	ADAMS	HNWH	4.2
2.4	1.9	3.1	3.2	3.8	11	<b>KOY-FM</b> CHR	95.5 100kw	6	3	10	9	14	10	54	EDENS	EAST	3.6
2.3	3.5	4.6	3.0	3.2	12	<b>KAMJ-A/F</b> AC	1230 101.5 1kw/100kw	11	10	11	12	10	8	62	EZ	DUR	2.0
3.2	2.9	3.0	3.6	2.8	13	<b>KKFR</b> CHR	92.3 100kw	9	4	8	13	16	19	48	BROADCAST GR.	REP	3.2
3.0	2.6	2.1	2.9	2.6	14	<b>KESZ</b> AC	99.9 100kw	14	9	7	10	12	20	63	DUFFY	CHR	1.3
1.8	2.1	2.5	2.4	2.4	15	<b>KOOL</b> Gold	960 5kw	16	17	19	14	13	4	120	ADAMS	HNWH	1.3
1.6	1.6	2.6	1.5	1.7	16	<b>KLFF</b> BBnd	1360 5-1kw	17	24	22	22	21	13	93	CANYON		.7
1.8	1.9	1.2	1.1	1.5	17	<b>KOY</b> AC	550 5-1kw	15	19	18	19	18	19	53	EDENS	EAST	1.2
1.2	0.9	1.2	0.9	1.1	18	<b>KGRX</b> NAC	100.3 24.8kw	18	15	14	16	15	17	71	DAYTONA	TOR	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	AC 13.5
2 KSLX	2 KKLT	2 KUPD	2 KNIX-FM	2 KTAR	2 KKLT	AOR 11.3
3 KDKB	3 KUPD-FM	3 KSLX	3 KKLT	3 KOOL-FM	3 KZZP-FM	BBnd 1.7
4 KZZP-FM	4 KOY-FM	4 KDKB	4 KOY-FM	4 KSLX	4 KMEO-FM	BM/Easy 9.5
5 KNIX-FM	5 KNIX-FM	5 KOOL-FM	5 KUPD	5 KDKB	5 KTAR	CHR 16.1
6 KESZ	6 KDKB	6 KZZP-FM	6 KAMJ-FM	6 KUPD	6 KAMJ-FM	Ctry 12.9
7 KOOL-FM	7 KSLX	7 KTAR	7 KDKB	7 KOOL	7 KOY-FM	Gold 11.0
8 KKFR	8 KESZ	8 KFYI	8 KOOL-FM	8 KZZP-FM	8 KOOL-FM	NAC
9 KTAR	9 KKFR	9 KOOL	9 KSLX	9 KFYI	9 KSLX	N/T 14.8
10 KFYI	10 KAMJ-FM	10 KESZ-FM	10 KESZ	10 KESZ	10 KESZ	

POPULATION: 1,986,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
14.6	13.9	14.3	13.2	15.4	1	<b>KDKA</b> AC	1020 50kw	1	7	7	4	2	1	92	GROUP W	G/W	13.4
9.9	11.6	11.3	9.7	10.3	2	<b>WBZZ</b> CHR	93.7 41kw	2	1	1	1	1	4	76	EZ	BAN	11.3
8.2	8.1	8.2	10.3	7.4	3	<b>WSHH</b> B/EZ	99.7 10.5kw	4	19	12	11	9	2	100	RENDA		7.8
3.9	5.3	5.5	5.4	6.4	4	<b>WMYG</b> G/CR	96.9 45kw	5	5	2	2	4	11	89	BENNS		8.3
5.8	5.6	5.2	5.6	6.2	5	<b>WAMO-FM</b> UC	105.9 72kw	9	2	4	5	7	10	120	SHERIDAN	HNWH	9.0
8.0	7.3	5.6	5.7	5.4	6	<b>WDVE</b> AOR	102.5 55.1kw	3	3	3	6	5	13	65	GREAT AMERICAN	CHR	7.0
4.4	4.2	3.4	5.8	5.4	7	<b>WWSW-FM</b> Gold	94.5 50kw	6	10	6	3	3	3	83	SHAMROCK	MCG	7.1
3.1	2.0	3.6	3.2	4.0	8	<b>WTAE</b> Talk	1250 5kw	7	21	13	13	11	5	72	HEARST	KATZ	3.0
3.8	3.8	3.2	3.6	3.8	9	<b>WJAS</b> BBnd	1320 5kw	13	24	25	15	14	6	97	RENDA	MMR	2.3
3.5	3.7	4.9	3.6	3.8	10	<b>WHTX</b> AC	96.1 50kw	8	11	5	7	6	9	69	HEARST	KATZ	3.4
4.4	4.6	4.2	4.1	3.5	11	<b>WDSY</b> Ctry	107.9 50kw	14	13	10	9	10	7	90	ENTERCOM	CBS	2.9
4.3	3.2	3.1	4.0	3.0	12	<b>WLTJ</b> AC	92.9 47kw	11	12	11	8	8	8	71	WLTJ INC.	CBS	2.4
2.0	2.0	2.2	2.9	2.9	13	<b>KQV</b> News	1410 5kw	12	33	21	20	16	12	71	CALVARY		1.8
2.2	2.0	2.2	3.1	2.0	14	<b>WYDD</b> CHR	104.7 50kw	10	6	8	10	12	28	45	GATEWAY	ROS	2.3
1.2	1.0	1.1	1.3	1.7	15	<b>WXXP</b> AOR	100.7 20kw	15	4	9	12	15	29	73	PENN MEDIA		2.3
1.4	1.7	1.6	1.0	1.4	16	<b>WMBS</b> AC	590 1kw	19	29	31	29	29	21	121	FAYETTE		1.1
1.1	1.9	2.8	1.4	1.2	17	<b>WEPP</b> Gold	1080 50kw	18	32	15	14	13	14	73	ENTERCOM	CBS	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 WMYG	1 WBZZ	1 WMYG	1 WBZZ	1 WWSW-FM	1 WBZZ	23.6
2 WDVE	2 WAMO-FM	2 WDVE	2 WAMO-FM	2 WMYG	2 KDKA	7.1
3 WBZZ	3 WMYG	3 WWSW-FM	3 KDKA	3 WDVE	3 WHTX	3.8
4 WAMO-FM	4 WHTX	4 WBZZ	4 WHTX	4 KDKA	4 WLTJ	7.4
5 WWSW-FM	5 WWSW-FM	5 KDKA	5 WWSW-FM	5 WBZZ	5 WAMO-FM	12.3
6 KDKA	6 WYDD	6 WAMO-FM	6 WMYG	6 WAMO-FM	6 WWSW-FM	3.5
7 WXXP	7 WDVE	7 WHTX	7 WLTJ	7 WHTX	7 WSHH	13.0
8 WHTX	8 WLTJ	8 WDSY	8 WSHH	8 WDSY	8 WMYG	6.9
9 WYDD	9 KDKA	9 WXXP	9 WDSY	9 WTAE	9 WDSY	6.2
10 WDSY	10 WDSY	10 WTAE	10 WDVE	10 WSHH	10 WDVE	

POPULATION: 1,319,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	9.8	8.0	10.8	9.1	1	<b>KKRZ</b> CHR	100.3 100kw	1	1	1	3	5	9	71	GREAT AMERICAN	KATZ	13.1
6.5	6.3	4.6	4.4	7.2	2	<b>KKCW</b> AC	103.3 100kw	2	6	3	1	2	6	80	TRUMPER	DUR	6.6
6.4	5.0	7.9	5.9	6.9	3	<b>KXL</b> N/T	750 50kw	6	23	13	12	10	3	86	KAYE-SMITH	MCG	6.3
6.1	6.5	6.9	6.9	6.5	4	<b>KINK</b> AOR	101.9 100kw	7	14	2	2	1	7	81	KING	MMR	7.0
6.7	5.1	5.7	7.6	6.3	5	<b>KEX</b> AC	1190 50kw	5	11	12	9	7	1	79	GREAT AMERICAN	KATZ	6.1
6.5	6.7	5.9	6.4	5.7	6	<b>KUPL-A/F</b> Ctry	1330 98.5 5kw/100kw	3	4	9	8	6	2	88	SCRIPPS HOWARD	BAN	5.9
4.6	5.1	5.3	6.7	5.6	7	<b>KXYQ</b> CHR	105.1 100kw	4	2	6	7	13	23	69	DAYTONA	BAN	9.1
4.1	3.8	5.1	4.2	5.2	8	<b>KMJK</b> G/CR	106.7 100kw	10	12	4	4	3	14	79	ENGEL	CHR	5.7
6.5	7.3	5.6	4.5	5.0	9	<b>KGON</b> AOR	92.3 100kw	8	3	5	5	8	15	63	ACKERLY	HNWH	6.8
7.6	5.6	5.9	5.4	4.9	10	<b>KXL-FM</b> B/EZ	95.5 100kw	12	20	14	13	9	4	85	KAYE-SMITH	MCG	3.4
2.6	2.9	2.4	4.5	4.7	11	<b>KKSN-FM</b> Gold	97.1 100kw	11	5	8	6	4	5	74	FVBC	EAST	3.7
4.3	4.4	3.6	5.1	4.1	12	<b>KYTE</b> BBnd	970 5kw	15	18	26	22	19	8	103	HENRY	CHR	1.8
3.4	3.7	3.5	3.1	3.4	13	<b>KWJJ-FM</b> Ctry	99.5 100kw	14	16	7	10	12	11	74	PARK	REP	2.5
4.1	4.0	4.9	4.1	3.1	14	<b>KGW</b> AC	620 5kw	9	13	10	11	11	10	42	KING	MMR	4.2
3.0	3.0	5.3	2.8	3.1	15	<b>KYTE-FM</b> Clas	101.1 100kw	13	15	11	14	14	12	62	HENRY	CHR	2.7
1.9	2.4	1.8	1.2	1.9	16	<b>KWJJ</b> Ctry	1080 50kw	16	24	18	18	18	13	56	PARK	REP	1.8
1.4	1.9	1.5	1.7	1.8	17	<b>KPDQ-FM</b> Rel	93.7 100kw	17	19	15	15	15	17	61	SALEM		1.3
2.7	2.1	1.1	1.6	1.1	18	<b>KSGO</b> Gold	1520 50-10kw	18	8	17	16	17	18	48	ACKERLEY	HNWH	2.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.6
1 KGON	1 KKCW	1 KGON	1 KKCW	1 KINK	1 KKCW	AOR	11.5
2 KMJK	2 KKRZ	2 KMJK	2 KKRZ	2 KMJK	2 KINK	BBnd	4.1
3 KINK	3 KINK	3 KINK	3 KINK	3 KGON	3 KKRZ	BM/Easy	4.9
4 KKRZ	4 KMJK	4 KKRZ	4 KMJK	4 KKS-FM	4 KKS-FM	CHR	14.7
5 KXYQ	5 KXYQ	5 KKS-FM	5 KKS-FM	5 KKCW	5 KEX	Clas	3.1
6 KWJJ-FM	6 KGON	6 KKCW	6 KXYQ	6 KXL	6 KUPL-FM	Ctry	12.0
7 KKCW	7 KKS-FM	7 KXYQ	7 KEX	7 KUPL-FM	7 KXL-FM	Gold	11.0
8 KKS-FM	8 KUPL-FM	8 KWJJ-FM	8 KUPL-FM	8 KEX	8 KMJK	N/T	6.9
9 KUPL-FM	9 KGW	9 KUPL-FM	9 KXL-FM	9 KWJJ-FM	9 KGW	Rel/CC	1.8
10 KXL	10 KYTE-FM	10 KXL	10 KGW	10 KKRZ	10 KXL		

POPULATION: 1,249,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	14.0	13.5	15.4	16.8	1	WPRO-FM CHR	92.3 39kw	1	1	1	1	1	2	93	CAP CITIES/ABC	BAN	23.7
11.0	10.9	11.3	10.5	12.4	2	WLKW B/EZ	101.5 50kw	2	16	16	7	2	1	127	WILKS/SCHWARTZ	CHR	7.8
9.8	10.5	9.7	8.4	7.9	3	WHJY AOR	94.1 50kw	3	2	2	2	3	10	85	FEDERAL	KATZ	11.1
5.9	5.7	7.1	6.7	6.3	4	WHJJ N/T	920 5kw	6	14	11	12	9	3	103	FEDERAL	KATZ	3.8
3.7	3.5	5.6	4.0	5.4	5	WSNE AC	93.3 50kw	4	5	3	3	4	6	70	BECK-ROSS	EAST	3.5
5.9	6.5	6.3	6.0	4.9	6	WWLI AC	105.1 50kw	7	6	5	4	5	4	81	EASTERN	MCG	5.0
5.4	5.7	5.0	5.7	4.4	7	WPRO AC	630 5kw	5	9	13	9	6	5	60	CAP CITIES/ABC	BAN	3.5
0.4	0.4	1.0	2.3	2.7	8	WODS Gold	103.3 12.5kw	9	27	7	5	7	7	71	CBS	CBS	2.5
3.6	3.6	3.3	2.7	2.2	9	WBRU AOR	95.5 20kw	8	7	4	6	12	17	44	BROWN	MMR	3.2
2.3	3.4	1.5	3.3	2.2	10	WHIM Ctry	1110 5kw	19	36	22	16	13	8	123	EAST PROVIDENCE	K/P	1.6
1.3	1.5	2.0	2.2	2.1	11	WWRX AOR	103.7 50kw	10	8	6	8	8	20	56	WESTERLY	ROS	2.1
2.8	1.3	1.6	1.3	2.1	12	WWAZ BBnd	790 5kw	13	20	28	32	30	12	83	EASTERN	MCG	.8
2.0	1.5	1.2	1.4	2.1	13	WBZ AC	1030 50kw	14	21	24	20	17	9	83	GROUP W	G/W	1.5
3.2	2.3	1.8	2.7	1.7	14	WMYS AC	98.1 50kw	11	25	12	11	10	11	51	HALL	TOR	1.8
0.8	0.9	0.8	0.9	1.7	15	WZLX G/CR	100.7 20kw	20	32	9	10	11	14	96	COOK INLET	CHR	1.3
1.5	0.8	1.1	1.2	1.4	16	WICE Gold	550 1.5kw	21	18	15	13	14	13	93	BEAM	REP	.4
1.7	1.6	1.2	1.9	1.2	17	WXKS-FM CHR	107.9 23.5kw	12	4	8	14	19	35	44	PYRAMID	MMR	2.5
1.2	1.2	1.7	1.1	1.2	18	WBOS Ctry	92.9 17kw	15	13	14	15	15	15	53	SCONNIX	DUR	.8
0.9	0.9	1.1	0.9	1.2	19	WPLM-A/F BBnd	1390 99.1 5kw/50kw	17	40	25	31	31	18	59	PLYMOUTH		.4
0.9	1.4	1.2	0.6	1.2	20	WZOU CHR	94.5 11.5kw	16	3	10	17	26	31	50	ARDMAN	EAST	1.7
0.7	0.5	0.5	1.2	1.1	21	WCRB Clas	102.5 15kw	26	22	30	28	25	19	92	CHARLES RIVER	DONO	.6
0.5	0.3	0.7	0.4	1.0	22	WVBF AC	105.7 13.8kw	25	30	18	18	16	16	87	FAIRBANKS	BAN	---
0.7	0.7	0.7	1.5	1.0	23	WALE Talk	1400 1kw	28	35	29	30	29	24	104	NORTH AMERICAN	MCG	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WSNE	2 WPRO-FM	2 WSNE
3 WWRX	3 WSNE	3 WSNE	3 WWLI	3 WLKW	3 WWLI
4 WBRU	4 WWLI	4 WWRX	4 WHJY	4 WODS	4 WLKW
5 WSNE	5 WBRU	5 WODS	5 WLKW	5 WSNE	5 WPRO
6 WZLX	6 WODS	6 WZLX	6 WBRU	6 WWRX	6 WHJY
7 WZOU	7 WXKS-FM	7 WBRU	7 WODS	7 WWLI	7 WMYS
8 WODS	8 WWRX	8 WWLI	8 WPRO	8 WPRO	8 WODS
9 WWLI	9 WMYS	9 WPRO	9 WMYS	9 WZLX	9 WHJJ
10 WHJJ	10 WLKW	10 WLKW	10 WXKS-FM	10 WHJJ	10 WICE

AC	19.5
AOR	12.2
BBnd	3.3
BM/Easy	12.4
CHR	19.2
Clas	1.1
Ctry	3.3
Gold	5.8
N/T	7.3



# RIVERSIDE-SAN BERNARDINO

POPULATION: 978,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12* AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12* BIRCH SHARE
7.7	8.3	7.3	8.1	8.1	1	<b>KDUO</b> B/EZ	97.5 68kw	3	21	27	1	7	1	99	HENRY	KATZ	3.7
7.4	8.5	7.0	7.4	6.3	2	<b>KGGI</b> CHR	99.1 3.1kw	1	1	4	5	6	8	66	AMERICAN MEDIA	MCG	13.9
5.5	6.5	6.3	6.0	6.1	3	<b>KIIS-A/F</b> CHR	115.0 102.7 5kw/3kw	2	3	3	1	4	9	69	GANNETT	MCG	6.6
7.2	7.4	5.0	4.8	5.4	4	<b>KRTH-FM</b> Gold	101.1 58kw	4	6	5	2	1	3	77	RKO GENERAL	REP	5.3
4.2	3.6	4.2	5.9	5.1	5	<b>KLOS</b> AOR	95.5 63.1kw	6	8	1	3	2	12	84	CAP CITIES/ABC	KATZ	6.2
2.5	2.9	5.7	4.1	4.5	6	<b>KCAL-FM</b> AOR	96.7 3kw	8	7	2	4	3	15	86	SBR	TOR	4.4
2.9	2.5	2.8	2.6	4.3	7	<b>KCKC</b> Ctry	1350 5kw	14	12	24	20	10	2	129	RIVERDINO	HNWH	2.8
3.4	3.1	3.6	4.1	4.1	8	<b>KOST</b> AC	103.5 12.5kw	7	9	6	6	5	5	74	COX	CHR	3.6
2.3	3.3	2.6	3.2	3.2	9	<b>KNX</b> News	1070 50kw	9	32	25	21	17	11	62	CBS	CBS	2.7
3.8	3.2	3.7	2.8	3.2	10	<b>KFI</b> AC	640 50kw	10	18	21	8	8	4	71	COX	CHR	2.6
2.3	2.0	2.6	3.1	2.6	11	<b>KOLA</b> CHR	99.9 31kw	5	5	7	7	16	23	39	KOLA, INC.	BAN	1.5
2.2	2.5	2.0	1.5	2.6	12	<b>KROQ</b> AOR	106.7 5.6kw	16	2	9	14	28	31	90	INFINITY	TOR	5.3
3.2	2.5	1.3	2.2	2.4	13	<b>KFXM</b> BBnd	590 1kw	18	16	39	39	36	17	91	HENRY	KATZ	1.4
2.7	3.0	2.3	2.5	2.3	14	<b>KBIG</b> AC	104.3 105kw	12	41	20	18	9	6	63	BONNEVILLE INTL	CBS	2.2
3.1	2.4	3.0	2.9	2.3	15	<b>KQLH</b> AC	95.1 50kw	13	13	15	11	13	7	67	MAJOR MARKET	TOR	2.6
1.7	1.6	2.3	2.0	2.3	16	<b>KABC</b> Talk	790 5kw	15	28	16	23	21	14	78	CAP CITIES/ABC	KATZ	2.2
2.8	2.1	2.3	2.7	2.0	17	<b>KPWR</b> CHR	105.9 72kw	11	4	8	12	25	34	52	EMMIS	HNWH	3.1
1.4	2.1	2.3	1.8	1.8	18	<b>KNTF</b> Ctry	93.5 3kw	22	22	14	10	12	13	83	BEST		1.3
1.4	0.9	1.0	2.1	1.7	19	<b>KWDJ</b> Ctry	92.7 3kw	23	36	22	13	11	10	77	RIVERSIDE COU.	GIL	1.7
0.9	1.1	1.2	1.6	1.5	20	<b>KZLA</b> Ctry	93.9 49kw	24	17	13	15	15	18	73	MALRITE	EAST	1.1
0.7	1.5	0.4	0.6	1.3	21	<b>KBON</b> Gold	103.9 .038kw	19	11	19	17	14	16	51	RIVERDINO	HNWH	1.2
1.6	1.1	1.8	0.8	1.2	22	<b>KIQQ</b> AC	100.3 5.3kw	25	24	23	19	18	19	73	OUTLET	HNWH	.9
1.5	0.7	1.0	1.2	1.1	23	<b>KNX-FM</b> AOR	93.1 28.5kw	17	33	10	16	19	26	41	CBS	CBS	.6
0.8	1.3	1.7	0.9	1.1	24	<b>KCAL</b> Span	1410 5.1kw	35	25	34	29	26	21	126	SBR	LOTU	---
0.4	0.7	0.6	0.3	1.1	25	<b>KNAC</b> AOR	105.5 1.05kw	40	10	11	25	27	39	133	FLAGSHIP		---
0.9	0.9	0.7	0.3	1.1	26	<b>KMEN</b> Gold	1290 5kw	21	34	28	26	23	20	48	AMERICAN MEDIA	MCG	.1
3.0	1.1	1.6	2.1	1.0	27	<b>KTWV</b> NAC	94.7 58kw	20	15	18	22	20	24	39	METROPOLITAN	BAN	1.2

Continued on Page 168

#1

## NEW YORK

POPULATION: 14,053,600

Continued from Page 158

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WHTZ	1 WXRK	1 WHTZ	1 WCBS-FM	1 WLTW	AC 10.9
2 WNEW-FM	2 WWPR	2 WNEW-FM	2 WWPR	2 WXRK	2 WCBS-FM	AOR 3.6
3 WBLS	3 WRKS	3 WCBS-FM	3 WLTW	3 WNEW-FM	3 WNSR	BBnd 1.6
4 WHTZ	4 WBLS	4 WHTZ	4 WCBS-FM	4 WLTW	4 WHTZ	BM/Easy 5.5
5 WRKS	5 WQHT	5 WBLS	5 WRKS	5 WFAN	5 WWPR	CHR 14.3
6 WQHT	6 WNEW-FM	6 WRKS	6 WNSR	6 WWPR	6 WBLS	Clas 2.7
7 WCBS-FM	7 WNSR	7 WQHT	7 WBLS	7 WRKS	7 WRKS	Ctry 2.5
8 WWPR	8 WLTW	8 WLTW	8 WQHT	8 WHTZ	8 WSKQ	Gold 7.7
9 WLTW	9 WXRK	9 WWPR	9 WNEW-FM	9 WYNY	9 WNEW-FM	Misc 17.1
10 WNSR	10 WCBS-FM	10 WFAN	10 WXRK	10 WINS	10 WINS	N/T 1.3
						Rel/CC 3.9
						Span 8.6
						UC

#39

## RIVERSIDE-SAN BERNARDINO

POPULATION: 978,900

Continued from Page 167

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 KLOS	1 KGGI	1 KLOS	1 KRTH-FM	AC 13.1
2 KCAL-FM	2 KIIS-FM	2 KCAL-FM	2 KIIS-FM	2 KRTH-FM	2 KIIS-FM	AOR 14.4
3 KRTH-FM	3 KOST	3 KRTH-FM	3 KRTH-FM	3 KCAL-FM	3 KGGI	BBnd 2.4
4 KIIS-FM	4 KCAL-FM	4 KIIS-FM	4 KOST	4 KDUO	4 KOST	BM/Easy 8.1
5 KOST	5 KRTH-FM	5 KOST	5 KCAL-FM	5 KFI	5 KDUO	CHR 18.0
6 KGGI	6 KOLA	6 KGGI	6 KQLH	6 KOST	6 KBIG	Ctry 9.3
7 KROQ	7 KLOS	7 KDUO	7 KOLA	7 KIIS-FM	7 KQLH	Gold 7.8
8 KOLA	8 KPWR	8 KFI	8 KLOS	8 KGGI	8 KCAL-FM	NAC 1.0
9 KLSX	9 KQLH	9 KOLA	9 KPWR	9 KNX	9 KLOS	N/T 5.5
10 KABC	10 KNTF	10 KROQ	10 KFI	10 KZLA	10 KCKC	Span 1.1

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POPULATION: 830,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.0	13.7	15.2	16.0	1	<b>WCMF</b> AOR	96.5 50kw	2	2	1	1	3	6	107	STONER	TOR	23.5
13.2	15.8	14.4	14.9	13.4	2	<b>WPXY-A/F</b> CHR	1280.97.9 5kw/50kw	1	1	2	2	4	8	79	PYRAMID	MMR	12.0
7.4	8.8	8.4	7.7	11.3	3	<b>WBEE</b> Ctry	92.5 50kw	5	11	4	4	1	1	126	HERITAGE MEDIA	KATZ	7.3
7.7	8.7	8.2	8.7	10.7	4	<b>WHAM</b> AC	1180 50kw	4	5	8	8	6	2	91	LINCOLN GROUP	MCG	6.7
10.2	9.1	11.1	9.4	9.6	5	<b>WVOR</b> AC	100.5 50kw	3	6	3	3	2	3	73	LINCOLN GROUP	MCG	9.9
7.0	5.8	8.0	6.9	6.4	6	<b>WZSH</b> B/EZ	95.1 50kw	8	14	10	9	8	4	86	GREAT LAKES	TOR	4.0
7.7	6.8	6.0	6.4	6.1	7	<b>WEZO</b> AC	101.3 27kw	6	10	5	5	5	5	69	DORTON	HNWH	2.7
4.7	4.8	5.8	4.5	4.0	8	<b>WKLX</b> Gold	98.9 50kw	7	7	6	6	7	9	53	ONTARIO SHORE	DUR	4.2
5.6	5.3	3.9	5.9	3.9	9	<b>WDKX</b> UC	103.9 .8kw	9	3	7	7	9	10	95	MONROE BR.	ROS	12.5
2.2	2.9	2.7	3.2	2.9	10	<b>WNYR</b> Gold	990 5-2.5kw	10	15	16	13	11	7	73	DORTON	HNWH	1.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WCMF	1 WCMF	1 WCMF	1 WCMF	1 WVOR	AC 26.4
2 WBEE	2 WPXY-FM	2 WBEE	2 WPXY-FM	2 WBEE	2 WPXY-FM	AOR 16.0
3 WPXY-FM	3 WVOR	3 WVOR	3 WVOR	3 WVOR	3 WBEE	BM/Easy 6.4
4 WVOR	4 WEZO	4 WPXY-FM	4 WBEE	4 WPXY-FM	4 WCMF	CHR 13.4
5 WKLX	5 WBEE	5 WKLX	5 WEZO	5 WKLX	5 WEZO	Ctry 11.3
6 WEZO	6 WDKX	6 WEZO	6 WDKX	6 WHAM	6 WHAM	Gold 6.9
7 WDKX	7 WKLX	7 WHAM	7 WKLX	7 WEZO	7 WZSH	UC 3.9
8 WHAM	8 WZSH	8 WDKX	8 WHAM	8 WZSH	8 WKLX	
9 WPXY	9 WHAM	9 WZSH	9 WZSH	9 WBBF	9 WDKX	
10 WBYR	10 WBYR	10 WPXY	10 WBYR	10 WDKX	10 WBBF	

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POPULATION: 1,000,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.4	8.5	7.2	7.8	10.6	1	KISN CHR	97.1 26kw	1	2	2	1	2	5	68	SUN MOUNTAIN	MCG	8.9
8.9	7.4	8.8	9.3	10.0	2	KCPX-A/F CHR	1320 98.7 5kw/40kw	2	1	3	4	8	9	68	PRICE BR.	KATZ	10.6
7.1	8.5	10.8	8.9	9.0	3	KKAT Ctry	101.9 26kw	5	5	4	3	1	3	86	BROWN	BAN	11.1
10.3	9.6	6.9	7.8	8.9	4	KRSP-FM AOR	103.5 27.5kw	4	3	1	2	3	14	74	CARLSON COM IN	DUR	10.0
8.8	8.5	11.0	9.8	7.9	5	KSFI B/EZ	100.3 26kw	6	23	10	5	7	2	79	SIMMONS FAMILY	CBS	3.5
7.8	7.3	9.3	7.9	7.2	6	KSL AC	1160 50kw	3	8	12	9	4	1	60	BONNEVILLE INT	MMR	9.7
5.6	6.2	6.8	5.2	6.1	7	KSOP-A/F Ctry	1370 104.3 5.5kw/25kw	7	13	8	7	6	4	79	KSOP, INC.	MMR	5.9
2.8	3.3	3.2	4.3	4.0	8	KMGR-FM AC	107.5 100kw	8	19	6	6	5	8	74	TRANSCOLUMBIA	HNWH	3.9
4.3	4.5	5.0	3.7	3.6	9	KLCY AC	94.1 40kw	9	10	7	8	9	10	66	COM. INVEST.	EAST	4.1
2.2	2.7	1.6	2.5	2.8	10	KTKK Talk	630 1.5kw	17	28	24	16	15	6	104	D&B		2.2
4.3	3.0	2.1	3.4	2.6	11	KBER AOR	106.5 100kw	10	9	5	10	12	27	57	DEVINE	TOR	3.4
1.5	1.8	1.7	2.2	2.5	12	KLZX Gold	93.3 26kw	12	17	9	11	10	16	64	COOK INLET	BAN	1.3
3.7	3.3	3.3	3.9	2.1	13	KALL AC	910 5.1kw	11	25	22	14	14	7	48	COM. INVESTMENT	EAST	3.0
1.6	1.7	2.0	3.0	2.1	14	KDAB NAC	101.1 25kw	14	20	11	12	11	12	64	ALBIMER	HNWH	2.4
2.2	1.4	1.6	1.3	1.7	15	KRPN Gold	107.9 100kw	21	14	17	13	13	11	92	KARGO	CHR	.5
0.5	0.5	0.0	0.4	1.4	16	KJQN AOR	95.5 100kw	22	4	15	20	29	29	73	SGS		1.3
3.4	2.3	1.6	1.4	1.2	17	KFMY-FM CHR	96.1 55kw	13	7	13	15	24	26	35	COOK INLET	HNWH	2.3
0.9	0.0	0.0	1.0	1.2	18	KZQQ AOR	1550 10.5kw	24	6	14	17	30	30	75	KARGO	CHR	1.5
1.1	1.3	1.9	1.7	1.0	19	KDYL BBnd	1280 5.5kw	25	32	32	31	28	23	68	SIMMONS FAMILY	CBS	.6
1.6	1.9	1.2	1.3	1.0	20	KLUB AC	570 5kw	18	24	25	22	18	15	38	SUN MOUNTAIN	MCG	1.4
1.3	1.2	1.2	0.6	1.0	21	KRSP Gold	1060 10.1kw	19	15	26	23	16	13	44	CARLSON COM INT	DUR	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.9
1 KRSP-FM	1 KISN	1 KRSP-FM	1 KISN	1 KKAT	1 KKAT	AOR	14.1
2 KCPX-FM	2 KCPX-FM	2 KKAT	2 KKAT	2 KRSP-FM	2 KISN	BBnd	1.0
3 KISN	3 KKAT	3 KCPX-FM	3 KCPX-FM	3 KLZX	3 KMGR	BM/Easy	7.9
4 KKAT	4 KRSP-FM	4 KISN	4 KRSP-FM	4 KSL	4 KSOP-FM	CHR	21.8
5 KLZX	5 KMGR	5 KLZX	5 KMGR	5 KISN	5 KSFI	Ctry	15.1
6 KBER	6 KSOP-FM	6 KBER	6 KSFI	6 KSFI	6 KSL	Gold	5.2
7 KLCY	7 KSFI	7 KSL	7 KSOP-FM	7 KCPX-FM	7 KLCY	NAC	2.1
8 KDAB	8 KLCY	8 KLCY	8 KLCY	8 KSOP-FM	8 KCPX-FM	N/T	2.8
9 KMGR	9 KBER	9 KSFI	9 KSL	9 KBER	9 KRSP-FM		
10 KSFI	10 KFMY	10 KSOP-FM	10 KBER	10 KMGR	10 KRPN		

POPULATION: 1,018,000

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.6	6.5	7.7	8.0	9.1	1	KITY CHR	92.9 100kw	2	1	2	5	11	10	97	GENESIS	CHR	13.1
7.5	6.3	7.7	8.3	8.6	2	KQXT B/EZ	101.9 100kw	4	23	11	6	2	1	113	GROUP W	G/W	5.1
5.1	5.6	9.7	4.9	8.4	3	KCOR Span	1350 5kw	13	25	12	12	7	2	184	TICHENOR MEDIA	KATZ	3.9
9.6	8.8	8.0	8.2	8.0	4	KTFM CHR	102.7 100kw	1	3	4	2	4	4	74	WATERMAN	BAN	9.6
2.4	2.8	4.4	6.6	7.7	5	KCYY Ctry	100.3 100kw	5	5	5	1	1	3	105	NEWCITY	KATZ	6.9
8.6	8.6	8.4	7.6	6.9	6	KISS AOR	99.5 100kw	3	2	1	4	13	20	91	ADAMS	MMR	7.8
3.0	4.1	4.6	5.4	4.9	7	KMMX AC	106.7 100kw	9	13	3	3	3	12	80	VISION	G/W	4.8
4.4	4.5	6.2	5.6	4.6	8	WOAI N/T	1200 50kw	7	26	15	14	12	5	73	CLEAR CHANNEL	HNWH	4.6
4.1	5.9	2.9	3.3	4.4	9	KBUC-A/F Ctry	1310 107.5 5-28kw/100kw	8	12	8	9	7	7	85	TK	REP	5.2
6.5	6.8	5.2	5.5	4.4	10	KAJA Ctry	97.3 100kw	6	6	9	7	10	9	66	CLEAR CHANNEL	HNWH	4.2
4.1	4.1	2.5	5.2	4.2	11	KONO Gold	860 5-1kw	12	7	13	11	9	6	85	GENESIS	CHR	3.9
3.6	3.9	3.0	4.1	3.8	12	KZEP G/CR	104.5 100kw	14	10	7	8	5	11	86	LOTUS	TOR	4.5
4.4	3.4	3.1	2.8	3.6	13	KSMG AC	105.3 100kw	11	11	6	10	8	14	72	AMERICAN MEDIA	MCG	4.4
3.1	2.9	3.8	2.6	2.9	14	KKYX Ctry	680 50-10kw	15	21	17	16	14	8	74	NEWCITY	KATZ	3.9
3.1	3.6	2.9	2.7	2.7	15	KSJL/KSAQ CHR	760 96.1 50-1kw/100kw	10	4	10	13	16	19	47	INNER CITY	EAST	2.6
3.6	2.9	2.5	3.3	2.3	16	KEDA Span	1540 5-1kw	17	8	14	15	15	13	81	D&E	CAB	3.0
2.0	2.3	1.9	2.0	1.6	17	KXET Span	1250 1kw	18	15	16	19	18	16	74	LOTUS	LOTU	.9
3.5	2.8	2.8	3.2	1.4	18	KTSA AC	550 5kw	16	14	18	18	17	15	35	WATERMAN	BAN	2.0
0.8	1.6	1.1	1.2	1.1	19	KSLR CC	630 5kw	19	17	19	17	19	17	62	SALEM MEDIA		1.2

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KISS	1 KMMX	1 KISS	1 KMMX	1 KZEP	1 KMMX	AC	9.9
2 KCYY	2 KTFM	2 KCYY	2 KTFM	2 KQXT	2 KCYY	AOR	6.9
3 KITY	3 KITY	3 KTFM	3 KCYY	3 KCYY	3 KQXT	BM/Easy	8.6
4 KZEP	4 KCYY	4 KZEP	4 KITY	4 KTFM	4 KTFM	CHR	19.9
5 KTFM	5 KSMG	5 KITY	5 KAJA	5 KISS	5 KCOR	Ctry	20.0
6 KMMX	6 KAJA	6 KQXT	6 KSMG	6 KBUC-FM	6 KSMG	Gold	8.0
7 KSMG	7 KBUC-FM	7 KBUC-FM	7 KQXT	7 WOAI	7 KONO	N/T	4.6
8 KCOR	8 KSAQ	8 KAJA	8 KONO	8 KONO	8 KAJA	Rel/CC	1.1
9 KBUC-FM	9 KZEP	9 KONO	9 KBUC-FM	9 KAJA	9 KITY	Span	12.3
10 KAJA	10 KONO	10 KMMX	10 KCOR	10 KMMX	10 KBUC-FM		

POPULATION: 1,901,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12-AOR RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.2	7.5	7.0	6.3	9.0	1	KGB AOR	101.5 50kw	3	5	1	1	1	13	100	BROWN	KATZ	11.5
3.7	6.6	8.8	8.7	9.0	1	KKLQ-A/F CHR	600 106.5 5kw/50kw	1	1	2	2	3	10	78	EDENS	EAST	12.8
6.8	5.7	6.1	8.1	7.3	3	KSDO News	1130 10-5kw	6	21	15	9	6	3	86	GANNETT	DUR	5.0
7.0	6.0	4.8	5.3	7.0	4	KFMB AC	760 5kw	4	10	9	5	2	1	79	MIDWEST TELE	MCG	5.0
8.7	8.2	8.5	7.9	6.8	5	KJQY B/EZ	103.7 36kw	7	12	20	12	10	2	87	GROUP W	G/W	3.4
7.1	7.0	7.3	7.8	6.1	6	KFMB-FM AC	100.7 36kw	2	4	3	3	4	8	56	MIDWEST TELE	MCG	6.1
6.4	5.5	4.9	5.4	5.2	7	XTRA-FM AOR	91.1 100kw	5	3	4	4	11	23	62	NOBLE	MMR	9.8
3.4	3.7	3.4	3.1	4.9	8	KPOP MOR	1360 5-1kw	11	20	25	18	13	4	101	BROWN	KATZ	3.6
5.8	5.9	5.8	4.8	3.7	9	KSON-FM Ctry	97.3 50kw	9	8	10	8	9	5	65	JEFFERSON-PILOT	BAN	5.2
3.3	3.9	3.4	3.6	3.6	10	KCBQ-A/F Gold	1170 105.3 50-5kw/29kw	8	11	6	6	8	7	66	ERIC CHANDLER	REP	2.7
3.1	3.9	2.9	4.7	3.4	11	KIFM NAC	98.1 28kw	12	22	5	7	5	11	73	AFC	CBS	4.6
4.6	3.0	4.1	2.8	3.2	12	XHRM UC	92.5 100kw	13	2	7	11	17	29	79	MORROW		3.5
3.0	3.3	3.6	3.4	3.1	13	KYXY AC	96.5 41kw	10	27	13	10	7	6	60	PARKER	HNWH	2.0
3.5	3.8	1.5	2.1	2.0	14	KSWV NAC	102.9 1.95kw	17	25	14	13	12	12	63	GANNETT	DUR	1.2
2.0	2.8	3.2	2.8	1.9	15	KFSD Clas	94.1 100kw	20	24	22	19	16	9	67	LOTUS	HNWH	3.0
0.9	1.3	1.0	1.4	1.8	16	XHIT CHR	90.3 100kw	18	7	8	15	18	26	58	XHITZ, INC.	TOR	.9
1.9	2.1	2.0	1.5	1.6	17	KGMG-FM G/CR	102.1 10kw	15	18	12	14	15	16	49	PAR	BAN	1.5
1.5	1.3	1.9	1.6	1.6	18	KNX News	1070 50kw	19	26	29	23	22	15	54	CBS	CBS	1.3
2.3	2.4	2.2	2.2	1.6	19	KKYY AC	94.9 22kw	14	13	11	16	19	18	45	SANDUSKY	CHR	1.0
2.1	1.5	2.1	1.0	1.4	20	XTRA Gold	690 50kw	16	16	16	17	14	14	43	NOBLE	MMR	1.4
1.1	1.2	1.2	1.3	1.0	21	KKOS CHR	95.9 3kw	24	9	19	20	21	17	71	TRI-CITIES		1.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.8
1 KGB	1 KQLQ-FM	1 KGB	1 KKLO-FM	1 KGB	1 KFMB-FM	AOR	14.2
2 XTRA-FM	2 KFMB-FM	2 XTRA-FM	2 KFMB-FM	2 KFMB	2 KKLO-FM	BBnd	4.9
3 KKLO-FM	3 KGB	3 KFMB	3 KGB	3 KSDO	3 KYXY	BM/Easy	6.8
4 KIFM	4 XTRA-FM	4 KKLO-FM	4 KYXY	4 KIFM	4 KFMB	CHR	11.8
5 KFMB-FM	5 XHRM	5 KCBQ-FM	5 XTRA-FM	5 KCBQ-FM	5 KJQY	Clas	1.9
6 KCBQ-FM	6 KYXY	6 KIFM	6 XHRM	6 KFMB-FM	6 KSON-FM	Ctry	3.7
7 KFMB	7 KIFM	7 KFMB-FM	7 KSON-FM	7 XTRA-FM	7 KGB	Gold	6.6
8 XHIT	8 KSON-FM	8 KSDO	8 KIFM	8 KKLO-FM	8 KIFM	NAC	5.4
9 KSWV	9 KCBQ-FM	9 KSWV	9 KFMB	9 KSON-FM	9 KSDO	N/T	8.9
10 KGMG-FM	10 KKYY	10 KSON-FM	10 KJQY	10 KSWV	10 KCBQ-FM	UC	3.2

# SAN FRANCISCO

POPULATION: 4,879,800

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.7	8.0	6.8	8.4	1	KGO N/T	810 50kw	1	17	15	7	1	1	92	CAP CITIES/ABC	BAN	7.7
4.8	4.0	4.8	5.8	6.2	2	KABL-A/F B/EZ	960 98.1 5kw/100kw	8	37	32	12	10	2	115	SHAMROCK BR.	CHR	3.3
3.9	4.9	4.9	6.1	5.7	3	KMEL CHR	106.1 69kw	3	1	1	1	5	16	73	CENTURY	CHR	8.3
5.2	5.6	5.4	4.7	5.4	4	KCBS N/T	740 50kw	2	23	19	12	6	3	65	CBS	CBS	3.9
3.5	3.5	3.8	3.2	4.5	5	KOIT-A/F AC	1260 96.5 5.1kw/33kw	5	10	6	2	2	4	75	BONNEVILLE INT	TOR	2.0
4.8	4.1	4.7	4.4	3.7	6	KSOL UC	107.7 8.9kw	9	2	4	4	13	14	69	UNITED	MMR	6.4
2.1	2.5	2.7	3.5	3.6	7	KIOI AC	101.3 125kw	6	8	5	3	4	10	59	FAIRMOUNT	DUR	3.7
4.9	5.2	3.1	2.1	3.6	8	KNBR Misc	680 50kw	7	19	13	10	7	5	59	NBC	MCG	2.8
4.1	3.7	2.8	3.1	3.5	9	KSFO/KYA Gold	560 93.3 5kw/7.5kw	4	18	9	6	3	6	51	KING	MMR	2.9
2.3	3.2	3.4	3.2	2.9	10	KSAN Ctry	94.9 30kw	13	29	12	10	9	7	70	MALRITE	KATZ	4.0
2.6	2.2	1.7	2.5	2.9	11	KRQR AOR	97.3 82kw	12	7	3	5	11	27	66	CBS	CBS	3.4
3.6	3.6	3.3	4.3	2.8	12	KFRC MOR	610 5kw	11	24	30	22	18	8	63	RKO GENERAL	REP	3.0
2.3	3.2	3.0	3.3	2.8	13	KITS CHR	105.3 15kw	15	5	2	8	17	35	83	ENTERCOM	REP	2.7
2.7	2.4	2.8	2.3	2.7	14	KYUU CHR	99.7 45kw	10	4	7	13	14	17	54	NBC	MCG	1.8
2.1	2.0	1.9	2.4	2.4	15	KDFC-A/F Clas	1220 102.1 5.15kw/33kw	14	35	22	19	16	9	73	SUNDIAL	CMBS	1.6
2.9	1.6	2.7	2.4	2.4	16	KKSF NAC	103.7 7.8kw	17	38	8	9	8	12	77	BROWN	BAN	2.4
1.4	2.0	1.8	2.8	2.0	17	KBAY B/EZ	100.3 14.5kw	20	33	27	27	19	11	81	UNITED	MMR	1.5
2.5	2.1	2.9	2.4	1.9	18	KBLX-A/F NAC	1400 102.9 1kw/6.6kw	15	30	11	14	15	19	56	INNER CITY	HNWH	2.7
1.9	1.6	1.3	1.1	1.8	19	KKHI-A/F Clas	1550 95.7 10.5kw/8.5kw	18	40	40	34	21	13	59	BUCKLEY	HNWH	1.8
2.3	1.7	2.1	2.2	1.7	20	KFOG AOR	104.5 7.9kw	16	27	12	15	12	21	56	SUSQUEHANNA	EAST	2.8
1.1	0.8	0.9	0.6	1.5	21	KHQT CHR	97.7 1.65kw	25	3	17	23	35	43	75	ANAHEIM	HNWH	1.6
1.7	1.5	1.1	1.5	1.4	22	KOME AOR	98.5 12.5kw	19	14	10	18	20	39	57	INFINITY	TOR	1.8
1.7	1.9	1.4	1.5	1.4	23	KNEW Ctry	910 5kw	24	26	32	25	22	15	69	MALRITE	KATZ	.8
0.9	1.0	0.8	1.3	1.2	24	KSJO AOR	92.3 50kw	23	6	14	20	30	44	57	NARRAGANSETT	KATZ	2.2
0.9	0.8	1.1	1.1	1.1	25	KBRG Span	104.9 3kw	36	16	21	26	23	22	119	RADIO AMERICA	LOTU	.5
1.1	1.5	1.7	1.7	1.1	26	KWSS CHR	94.5 1.50kw	22	9	16	21	26	37	51	NATIONWIDE	MCG	1.5
0.9	0.8	1.1	1.1	1.0	27	KIQI Span	1010 10.5kw	35	31	29	32	32	24	90	ORO SPANISH	CAB	.2
1.4	1.0	1.2	0.9	1.0	28	KJAZ Jazz	92.7 1.78kw	27	28	34	30	24	18	62	KJAZ, INC.	ROS	.7
1.1	1.5	1.7	0.0	1.0	29	KOFY-FM AOR	98.9 6kw	29	11	20	24	28	34	67	PACIFIC FM	ROS	--

Continued on Page 177

# SAN JOSE

POPULATION: 1,187,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AORH	STATION FORMAT	FREQUENCY POWER						AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE		
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				35-64 RANK	
7.5	8.6	8.3	7.2	7.7	1	KGO NT	810 50kw	1	14	16	4	1	1	79	CAP CITIES/ABC	BAN	8.1
3.7	5.6	4.7	9.7	6.8	2	KBAY B/EZ	100.3 14.5kw	5	13	21	9	2	2	91	UNITED BR. CO.	MMR	4.6
3.6	2.9	3.2	2.5	6.0	3	KHQT CHR	97.7 1.65kw	4	1	3	2	16	20	79	ANAHEIM	HNWH	5.8
4.7	5.7	6.4	6.5	4.9	4	KWSS CHR	94.5 1.15kw	3	3	1	1	4	17	58	NATIONWIDE	MCG	5.5
3.9	4.1	4.6	4.1	4.6	5	KCBS N/T	740 50kw	2	38	30	16	6	3	52	CBS	CBS	3.7
5.2	4.1	3.0	4.6	3.8	6	KOME AOR	98.5 12.5kw	6	7	2	3	9	31	57	INFINITY	TOR	4.2
2.8	2.7	3.4	3.8	3.6	7	KMEL CHR	106.1 69kw	7	2	5	8	17	23	58	CENTURY	CHR	4.3
2.6	3.0	4.4	2.5	3.6	8	KSAN Ctry	94.9 30kw	16	17	13	5	3	4	70	MALRITE	KATZ	4.3
2.6	2.9	2.7	2.5	3.2	9	KOIT-A/F AC	1260 96.5 5.1kw/33kw	13	10	15	10	7	5	60	BONNEVILLE INT	TOR	1.3
3.5	2.3	2.8	4.5	3.1	10	KSJO AOR	92.3 50kw	8	4	4	11	16	40	53	NARRAGANSETT	KATZ	5.7
3.7	3.0	3.8	3.9	3.0	11	KARA AC	105.7 50kw	14	37	7	6	5	8	57	EMPIRE	EAST	2.3
4.3	4.6	2.5	1.5	2.9	12	KNBR Misc	680 50kw	12	11	20	21	12	6	55	NBC	MCG	2.5
2.8	2.4	1.7	2.3	2.7	13	KEZR AC	106.5 50kw	17	48	9	7	10	9	60	ALTA	CHR	1.2
2.1	2.6	3.1	2.5	2.5	14	KIOI AC	101.3 125kw	9	15	8	12	11	13	44	FAIRMOUNT	DUR	3.1
2.3	3.1	2.3	2.0	2.5	15	KITS CHR	105.3 15kw	20	9	6	13	23	35	77	ENTERCOM	REP	2.7
3.7	2.2	2.0	2.5	2.5	16	KYUU CHR	99.7 45kw	10	8	11	15	13	15	44	NBC	MCG	1.3
1.1	1.0	1.2	1.6	2.3	17	KKSF NAC	103.7 7.8kw	23	35	10	14	8	16	74	BROWN	BAN	2.5
6.1	3.4	3.9	2.8	2.2	18	KSOL UC	107.7 8.9kw	15	5	14	20	18	27	42	UNITED	MMR	4.9
2.9	3.0	3.5	3.2	2.2	19	KATD CHR	95.3 .375kw	16	6	12	17	26	30	47	ETHNIC	DUR	2.3
1.8	1.5	1.3	1.4	2.0	20	KBLX-A/F NAC	1400 102.9 1kw/6.6kw	18	19	17	19	14	14	54	INNER CITY	HNWH	2.5
2.1	1.7	1.7	2.1	2.0	21	KDFC-A/F Clas	1220 102.1 5.15kw/33kw	22	44	35	28	27	10	65	SUNDIAL	CMBS	1.0
2.5	2.4	1.7	2.1	2.0	22	KSFO/KYA Gold	560 93.3 5kw/7.5kw	11	18	26	18	15	12	38	KING	MMR	2.1
1.2	1.3	2.3	1.4	1.8	23	KABL-A/F B/EZ	960 98.1 5kw/100kw	26	36	43	41	35	7	60	SHAMROCK BR.	CHR	.9
2.4	2.7	3.0	1.7	1.7	24	KEEN Ctry	1370 5kw	24	40	28	27	24	11	66	UNITED BR. CO.	MMR	2.0
0.7	1.3	1.3	1.7	1.4	25	KBRG Span	104.9 3kw	34	28	27	24	25	18	105	RADIO AMERICA	LOTU	.7
1.9	1.9	1.9	1.4	1.4	26	KLIV BBnd	1590 5kw	30	43	45	43	33	19	69	EMPIRE	EAST	2.6
1.5	1.4	0.8	1.9	1.3	26	KFOG AOR	104.5 7.9kw	27	25	23	21	19	21	58	SUSQUEHANNA	EAST	1.1
0.7	1.6	2.8	0.6	1.2	27	KAZA Span	1290 5kw	42	34	19	25	20	39	178	RADIO FIESTA	CAB	.8
0.6	0.8	0.8	0.5	1.2	28	KHTT CHR	1500 10-5kw	31	21	18	22	21	38	71	NARRAGANSETT	KATZ	.9
2.1	1.9	2.0	1.1	1.1	29	KLOK AC	1170 50-5kw	19	30	22	23	22	26	33	DAVIS-WEAVER	KATZ	1.7
1.2	1.0	1.7	1.6	1.0	30	KNTA Span	1430 1-2.5kw	37	42	32	33	32	29	92	TAMARACK	LOTU	.3



# SAN FRANCISCO

POPULATION: 4,879,800

Continued from Page 175

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KMEL	1 KIOI	1 KMEL	1 KIOI	1 KGO	1 KOIT-FM	AC 8.1
2 KRQR	2 KIOI	2 KRQR	2 KOIT-FM	2 KNBR	2 KIOI	AOR 7.2
3 KITS	3 KITS	3 KGO	3 KMEL	3 KMEL	3 KGO	BBnd 2.8
4 KSOL	4 KOIT-FM	4 KITS	4 KSOL	4 KOIT-FM	4 KCBS	BM/Easy 8.2
5 KOME	5 KSOL	5 KOIT-FM	5 KITS	5 KKSF	5 KSOL	CHR 14.8
6 KFOG	6 KRQR	6 KSOL	6 KSAN	6 KFOG	6 KMEL	Clas 4.2
7 KNBR	7 KYUU	7 KNBR	7 KYUU	7 KSAN	7 KKSF	Ctry 4.3
8 KSJO	8 KSAN	8 KFOG	8 KCBS	8 KCBS	8 KSAN	Gold 3.5
9 KIOI	9 KKSF	9 KKSF	9 KRQR	9 KIOI	9 KNBR	Jazz 1.0
10 KYUU	10 KBLX-FM	10 KSAN	10 KKSF	10 KSFO	10 KYUU	Misc 3.6
						NAC 4.3
						N/T 13.8
						Span 2.1
						UC 3.7

# SAN JOSE

POPULATION: 1,187,900

Continued from Page 176

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 KHQT	1 KOME	1 KHQT	1 KGO	1 KBAY	AC 12.5
2 KSJO	2 KWSS	2 KGO	2 KWSS	2 KSAN	2 KGO	AOR 8.2
3 KWSS	3 KMEL	3 KSJO	3 KARA	3 KCBS	3 KWSS	BBnd 1.4
4 KHQT	4 KARA	4 KWSS	4 KBAY	4 KOME	4 KARA	BM/Easy 8.6
5 KITS	5 KOME	5 KSAN	5 KSAN	5 KNBR	5 KSAN	CHR 22.9
6 KMEL	6 KITS	6 KCBS	6 KEZR	6 KWSS	6 KKSF	Clas
7 KSOL	7 KATD	7 KHQT	7 KMEL	7 KARA	7 KEZR	Ctry 5.3
8 KGO	8 KSAN	8 KEZR	8 KGO	8 KOIT-FM	8 KOIT-FM	Gold 2.0
9 KYUU	9 KIOI	9 KITS	9 KIOI	9 KBAY	9 KIOI	Misc 2.9
10 KIOI	10 KEZR	10 KYUU	10 KOIT-FM	10 KSJO	10 KYUU	NAC 4.3
						N/T 12.3
						Span 3.6
						UC 2.2

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POPULATION: 2,088,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
9.5	8.7	11.3	8.9	10.4	1	KIRO N/T	710 50kw	1	14	8	5	1	1	77	BONNEVILLE INT	TOR	6.7
5.2	6.6	6.3	9.4	7.9	2	KUBE CHR	93.3 100kw	2	2	1	1	2	9	68	COOK INLET	MMR	10.4
4.1	6.0	5.5	5.5	7.7	3	KPLZ CHR	101.5 100kw	3	1	2	2	5	13	74	GOLDEN WEST	DUR	9.7
5.0	4.6	5.9	4.6	5.4	4	KMPS-A/F Ctry	1300 94.1 5kw/100kw	8	10	11	7	3	2	75	EZ	MCG	5.8
5.4	5.1	3.8	4.7	4.8	5	KISW AOR	99.9 100kw	5	3	3	3	11	24	64	NATIONWIDE	MCG	7.7
7.4	5.9	5.4	5.5	4.7	6	KOMO AC	1000 50kw	4	24	17	12	7	3	57	FISHER	KATZ	4.4
3.8	4.8	4.6	4.5	4.3	7	KXRX AOR	96.5 81kw	6	8	4	4	4	21	70	SHAMROCK	KATZ	5.2
2.8	3.7	3.8	3.6	4.1	8	KIXI BBnd	880 50-10kw	9	25	26	24	22	5	79	NAB BR.	REP	3.0
6.1	5.9	4.2	6.1	3.8	9	KBRD B/EZ	103.7 100kw	15	21	23	21	18	4	88	ENTERCOM	REP	3.0
2.9	3.4	3.1	1.9	3.3	10	KBSG Gold	97.3 100kw	7	7	9	9	6	6	55	VIACOM	TOR	2.7
2.8	3.0	2.4	3.9	3.3	11	KMGI AC	107.7 100kw	12	11	6	6	8	12	72	SUNBELT	REP	2.7
3.6	3.9	4.2	3.9	3.3	12	KSEA B/EZ	100.7 100kw	13	27	22	20	20	7	75	BONNEVILLE INT	TOR	2.0
3.2	2.8	3.3	3.9	2.8	13	KLSY-A/F AC	1540 92.5 5-1kw/100kw	10	6	5	10	13	23	56	SANDUSKY	BAN	3.3
4.5	3.3	3.0	3.2	2.8	14	KZOK G/CR	102.5 100kw	11	13	7	8	10	15	60	SRO	BAN	3.0
2.5	2.6	2.5	2.2	2.6	15	KVI Gold	570 5kw	14	30	15	11	9	8	60	GOLDEN WEST	DUR	2.0
3.0	3.2	3.4	2.4	2.4	16	KING-FM Clas	98.1 100kw	16	22	24	19	19	11	63	KING	MMR	2.5
2.1	1.7	1.7	2.1	2.3	17	KCMS CC	105.3 115kw	23	4	10	14	14	21	92	CHRISTA	RSS	.8
2.8	2.8	4.0	2.3	2.2	18	KRPM-FM Ctry	106.1 100kw	20	17	19	17	17	10	71	OLYMPIA	CHR	2.3
2.9	1.7	2.3	2.3	2.1	19	KJR AC	950 5kw	18	26	13	16	15	14	56	ACKERLEY	HNWH	2.0
2.2	1.9	2.1	1.6	1.9	20	KEZX-FM AOR	98.9 100kw	22	23	12	13	12	17	73	PARK	REP	.2
2.0	2.7	2.4	2.6	1.8	21	KLTX AC	95.7 100kw	17	15	14	15	16	17	48	ACKERLEY	HNWH	1.7
1.9	2.1	1.7	2.0	1.8	22	KING N/T	1090 50kw	19	18	20	22	23	20	58	KING	MMR	1.9
1.7	1.3	2.3	1.7	1.5	23	KNUA NAC	106.9 100kw	21	12	16	18	21	24	51	GANNETT	DUR	1.8
0.7	0.7	0.7	0.0	1.2	24	KCIS Rel	630 5-2.7kw	25	16	27	26	24	19	62	CRISTA		.8
1.0	1.1	0.9	0.7	1.1	26	KKFX UC	1250m 5kw	26	5	18	23	26	28	59	RADIO HOLDINGS	DUR	2.5

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.7
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KUBE	AOR	11.0
2 KXRX	2 KPLZ	2 KXRX	2 KPLZ	2 KXRX	2 KMGI	BBnd	4.1
3 KPLZ	3 KLSY-FM	3 KIRO	3 KMGI	3 KUBE	3 KIRO	BM/Easy	7.1
4 KUBE	4 KMGI	4 KPLZ	4 KLSY-FM	4 KZOK	4 KMPS-FM	CHR	15.6
5 KZOK	5 KISW	5 KUBE	5 KBSG	5 KMPS-FM	5 KOMO	Clas	2.4
6 KIRO	6 KCMS	6 KZOK	6 KBSG-FM	6 KBSG	6 KPLZ	Ctry	7.6
7 KMGI	7 KBSG	7 KMPS-FM	7 KIRO	7 KPLZ	7 KBSG	Gold	8.7
8 KJR	8 KXRX	8 KBSG	8 KCMS	8 KISW	8 KVI	NAC	1.5
9 KMPS-FM	9 KZOK	9 KMGI	9 KVI	9 KOMO	9 KLSY-FM	N/T	12.2
10 KEZX-FM	10 KLTX	10 KVI	10 KOMO	10 KVI	10 KCMS	Rel/CC	3.5
						UC	1.1

# TAMPA-ST. PETERSBURG-CLEARWATER

POPULATION: 1,701,000

SPRING '87		SUMMER '87		FALL '87		WINTER '88		SPRING '88		METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18-8	18-0	15-6	17-4	17-1	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK												
18.8	18.0	15.6	17.4	17.1	1	WRBQ-A/F CHR	1380 104.7 5kw/100kw	1	1	1	1	1	1	105	EDENS	EAST	21.1				
9.4	10.3	10.8	10.5	9.6	2	WWBA B/EZ	107.3 100kw	2	21	12	12	11	3	114	METROPOLITAN	REP	7.3				
6.4	5.3	8.0	8.7	8.2	3	WQYK-A/F Ctry	1010 99.5 50-5kw/100kw	3	12	7	6	3	2	112	INFINITY	KATZ	7.3				
6.0	6.5	4.8	5.9	7.0	4	WYNF AOR	94.9 100kw	5	2	2	2	4	15	105	CBS	CBS	6.8				
5.0	5.0	4.8	5.2	6.0	5	WUSA AC	100.7 100kw	4	8	5	3	2	4	87	GANNETT	MCG	4.8				
3.8	3.7	5.1	4.4	5.9	6	WFLA N/T	970 5kw	8	14	10	8	8	6	110	SCONNIX	DUR	7.4				
3.5	3.9	4.1	4.7	4.6	7	WFLZ AC	93.3 100kw	6	7	6	7	5	5	73	SCONNIX	DUR	3.6				
5.1	3.9	4.0	5.2	4.0	8	WNLT AC	95.7 100kw	7	4	4	5	7	10	67	METROPLEX	MCG	4.8				
3.4	4.8	3.2	3.8	4.0	9	WKRL G/CR	97.9 100kw	9	5	3	4	6	18	85	GULF COAST	CHR	3.1				
3.6	3.3	2.7	3.4	3.7	10	WSUN Ctry	620 10kw	11	17	14	11	12	7	94	CBS	CBS	1.9				
4.5	3.4	5.2	3.2	3.3	11	WGUL-A/F BBnd	860 105.5 .5kw/3kw	12	20	25	24	24	9	98	CARL MARCOCCI	MASL	3.6				
2.5	2.6	3.2	3.0	3.0	12	WDUV B/EZ	103.3 100kw	10	24	21	19	16	8	67	SUNSHINE STATE	CHR	1.2				
2.1	2.0	1.7	1.8	2.3	13	WTMP UC	1150 5-2.5kw	17	6	8	9	10	16	156	WESTERVILLE	HNWH	3.2				
3.8	3.7	2.2	2.9	2.1	14	WDAE BBnd	1250 5kw	14	23	20	23	23	14	86	GANNETT	MCG	.7				
0.8	1.7	2.2	1.8	2.0	15	WHVE NAC	102.5 100kw	13	11	9	10	9	12	68	SUSQUEHANNA	HNWH	7.0				
1.5	1.7	2.4	1.3	1.7	16	WXCR Clas	92.1 3kw	16	22	17	15	14	13	83	ENTERCOM	CMBS	1.2				
2.0	2.1	0.8	0.7	1.4	17	WRXB UC	1590 5-1kw	18	3	11	13	15	17	110	ROLLINS	RA/L	---				
3.3	3.4	3.7	2.6	1.1	18	WTKN Talk	570 5-10kw	15	18	18	22	22	19	48	SUSQUEHANNA	HNWH	1.0				
2.0	2.1	0.9	1.3	1.0	19	WHBO Gold	1040 5kw	19	16	16	14	13	11	89	METROPLEX	MCG	1.4				

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.6
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	AOR	7.0
2 WRBQ-FM	2 WNLT	2 WYNF	2 WUSA	2 WYNF	2 WUSA	BBnd	5.4
3 WKRL	3 WYNF	3 WKRL	3 WNLT	3 WKRL	3 WQYK	BM/Easy	12.6
4 WUSA	4 WUSA	4 WUSA	4 WQYK	4 WQYK	4 WFLZ	CHR	17.1
5 WHVE	5 WKRL	5 WQYK	5 WFLZ	5 WUSA	5 WNLT	Clas	
6 WNLT	6 WTMP	6 WFLA	6 WYNF	6 WFLA	6 WYNF	Ctry	11.6
7 WFLA	7 WQYK	7 WNLT	7 WKRL	7 WFLZ	7 WKRL	Gold	5.0
8 WFLZ	8 WFLZ	8 WHVE	8 WTMP	8 WHVE	8 WTMP	NAC	2.0
9 WQYK	9 WHVE	9 WFLZ	9 WRXB	9 WNLT	9 WWBA	N/T	7.0
10 WTMP	10 WRXB	10 WSUN	10 WWBA	10 WSUN	10 WFLA	UC	3.7

POPULATION: 3,006,900

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.8	5.4	7.3	5.7	7.3	1	WMZQ-A/F Ctry	1390 98.7 5kw/50kw	3	11	7	2	1	1	93	VIACOM	CHR	7.4
6.8	6.7	7.4	8.1	6.6	2	WGAY B/EZ	99.5 21kw	5	17	16	13	4	2	86	GREATER MEDIA	MMR	4.6
7.2	5.1	6.5	6.2	6.4	3	WKYS UC	93.9 50kw	9	7	2	1	2	3	96	NBC	EAST	8.1
2.1	4.5	5.1	4.7	5.7	4	WPGC-A/F CHR	1580 95.5 10kw/50kw	8	1	4	5	9	13	82	COOK INLET	BAN	6.3
5.3	5.3	5.0	5.2	5.3	5	WHUR UC	96.3 24kw	11	8	3	4	3	9	82	HOWARD UNIV.	DUR	5.8
6.0	6.6	6.5	6.2	5.3	6	WMAL AC	630 5kw	6	14	20	16	13	3	71	CAP CITIES/ABC	KATZ	3.3
5.9	4.7	5.6	5.1	5.1	7	WWDC-FM AOR	101.1 22.5kw	1	5	1	3	6	20	59	CAPITOL	CHR	9.3
5.5	6.1	4.5	5.2	4.8	8	WAVA CHR	105.1 50kw	2	2	6	6	12	14	55	EMMIS	HNWH	6.3
3.7	3.8	4.0	3.4	3.9	9	WCXR G/CR	105.9 28kw	10	6	5	7	7	17	60	LEGACY	MCG	4.9
4.6	4.8	4.3	3.8	3.8	10	WRQX CHR	107.3 50kw	7	3	8	9	14	16	54	CAP CITIES/ABC	KATZ	4.7
4.1	4.3	4.7	4.4	3.8	11	WTOP News	1500 50kw	4	18	15	14	15	7	48	OUTLET	HNWH	4.0
5.1	5.7	3.6	3.9	3.4	12	WDJY UC	100.3 40kw	14	4	9	11	16	19	71	UNITED	MCG	4.8
2.3	3.0	2.3	2.7	3.2	13	WXTR Gold	104.1 50kw	12	10	13	10	5	6	54	MEDIACOMM	MCG	2.3
2.5	2.3	2.7	3.3	3.1	14	WGMS-A/F Clas	570 100.5 5-1kw/47kw	15	28	19	15	11	5	70	RKO GENERAL	REP	2.0
3.2	3.0	3.4	3.6	3.1	15	WLTT AC	94.7 22.5kw	13	19	10	8	8	11	55	CBS	CBS	3.2
3.1	2.6	2.9	2.5	3.0	16	WASH AC	97.1 26.5kw	16	23	12	12	10	8	74	OUTLET	HNWH	1.7
2.3	2.1	2.3	2.3	2.4	17	WWRC Talk	980 5kw	17	22	21	21	20	12	68	GREATER MEDIA	MMR	1.4
1.0	1.5	1.7	1.5	2.2	18	WOL UC	1450 1kw	22	9	17	19	18	10	145	ALMIC	K & P	1.5
1.9	1.5	0.9	1.7	1.6	19	WHFS AOR	99.1 50kw	19	12	11	17	21	29	71	DUCHOSSOIS	MASL	1.3
2.4	1.3	1.7	1.7	1.5	20	WBWM NAC	106.7 50kw	18	24	14	18	17	18	65	INFINITY	TOR	1.6
1.4	1.3	1.2	0.9	1.2	21	WMMJ AC	102.3 1.35kw	20	20	24	20	19	15	56	ALMIC	K & P	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.6
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	AOR	6.7
2 WHUR	2 WPGC-FM	2 WHUR	2 WMZQ-FM	2 WMZQ-FM	2 WMZQ-FM	BM/Easy	
3 WCXR	3 WHUR	3 WKYS	3 WPGC-FM	3 WHUR	3 WHUR	CHR	14.3
4 WKYS	4 WAVA	4 WMZQ-FM	4 WHUR	4 WCXR	4 WGAY	Clas	
5 WPGC-FM	5 WMZQ-FM	5 WCXR	5 WAVA	5 WKYS	5 WLTT	Ctry	7.3
6 WAVA	6 WRQX	6 WXTR	6 WLTT	6 WXTR	6 WPGC-FM	Gold	7.1
7 WHFS	7 WLTT	7 WPGC-FM	7 WRQX	7 WGAY	7 WXTR	NAC	1.5
8 WMZQ-FM	8 WCXR	8 WAVA	8 WDJY	8 WASH	8 WASH	N/T	6.2
9 WDJY	9 WDJY	9 WHFS	9 WGAY	9 WTOP	9 WAVA	Rel/CC	
10 WXTR	10 WWDC-FM	10 WASH	10 WCXR	10 WMAL	10 WRQX	UC	17.3

#63

## AKRON

POPULATION: 537,100

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.5	10.3	11.3	1	WKDD CHR	96.5 50kw	2	1	1	1	2	5	87	BARNSTABLE	KATZ	13.6
9.7	7.1	8.6	2	WMMS CHR	100.3 32kw	1	2	2	2	3	11	66	MALRITE	KATZ	11.2
9.3	7.6	7.5	3	WAKR AC	1590 5kw	3	19	13	10	8	4	66	SUMMIT	MCG	6.1
5.0	6.2	6.8	4	WONE-FM AOR	97.5 12.5kw	4	9	3	3	4	14	78	SUMMIT	MCG	6.2
6.4	4.3	6.7	5	WNIR TALK	100.1 3kw	8	10	7	6	5	1	113	MEDIA-COM	K/P	5.5
6.0	5.6	6.5	6	WMJI AC	105.7 27kw	5	5	5	4	1	2	77	JACOR	EAST	5.7
4.9	5.1	4.7	7	WLTF AC	Q106.5 11kw	6	6	4	5	6	6	69	BOOTH AMERICAN	CHR	3.4
3.6	3.3	4.4	8	WDOK AC	102.1 50kw	9	13	14	7	7	3	82	INDEPENDENT GR	EAST	4.4
3.1	3.2	3.4	9	WWWE N/T	1100 50kw	7	11	10	9	9	7	55	INDEPENDENT GR	EAST	3.3
4.3	4.1	3.2	10	WDBN B/EZ	94.9 118kw	11	15	28	19	17	8	67	WDBN		2.2

#53

## ALBANY-SCHENECTADY-TROY

POPULATION: 722,300

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	13.0	10.6	11.3	12.4	1	WPYX AOR	106.5 15.5kw	2	2	1	1	1	8	95	CAP-TOWN	MCG	14.0
11.1	10.5	9.0	10.7	11.5	2	WROW-FM B/EZ	95.5 12kw	5	17	14	9	8	1	122	RADIO TERRACE	CHR	6.1
10.7	9.4	14.1	11.8	10.0	3	WGY AC	810 50kw	1	8	5	3	2	2	71	EMPIRE STATE	EAST	10.9
8.4	8.7	8.6	7.8	9.4	4	WFLY CHR	92.3 17kw	3	1	2	2	6	9	77	ALBANY BR.	KATZ	10.6
5.3	5.4	5.8	5.3	6.2	5	WQBK Talk	1300 5kw	10	13	15	12	11	6	108	WQBK, INC.	HNWH	4.6
4.0	5.2	7.0	5.1	5.5	6	WTRY Gold	980 5kw	7	6	7	6	4	4	79	CAP-TOWN	MCG	3.3
5.8	4.6	6.3	6.1	5.3	7	WGNA Ctry	107.1 12.5kw	9	9	8	7	5	3	81	TEAM ONE RADIO	REP	7.0
6.1	6.0	5.8	7.1	4.9	8	WKLI AC	100.9 3kw	6	7	4	4	3	5	64	PREMIERE BR.	DUR	4.2
2.6	3.8	3.8	3.9	4.6	9	WQBK-FM G/CR	103.9 3kw	8	5	3	5	7	14	70	WQBK, INC.	HNWH	5.6
7.8	7.1	6.1	6.8	4.4	10	WGFM CHR	99.5 14.8kw	4	3	6	8	9	11	39	EMPIRE STATE	EAST	6.9

#80

## ALBUQUERQUE

POPULATION: 436,100

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.7	11.1	11.3	1	KKOB AC	770 50kw	1	10	8	5	3	1	86	FAIRMOUNT	MCG	8.9
11.0	13.1	11.0	2	KKOB-FM AC	93.3 21.5kw	2	6	2	1	1	3	91	FAIRMOUNT	MCG	10.5
7.1	9.9	10.9	3	KRST Ctry	92.3 100kw	3	3	3	2	2	2	112	WAGONTRAIN	KATZ	11.7
6.1	6.7	7.9	4	KZRR AOR	94.1 22.5kw	4	7	1	3	4	9	84	ANCHOR MEDIA	REP	8.9
4.1	7.1	6.9	5	KKSS UC	97.3 100kw	6	1	5	6	10	13	90	SUNGROUP	EAST	9.8
8.4	6.0	6.6	6	KFMG AOR	107.9 22.5kw	5	5	4	4	5	12	86	COASTAL COMM.	HNWH	8.4
5.6	5.6	5.5	7	KKJY B/EZ	100.3 22.5kw	7	9	12	10	8	5	73	MBC	BAN	3.8
2.5	2.2	4.2	8	KXKS Span	1190 10kw	17	24	11	7	7	4	242	CONTINENTAL	CAB	1.7
2.8	2.6	3.5	9	KMGA MOR	99.5 22.5kw	10	14	10	8	6	6	75	PENN	KATZ	1.7
3.9	4.6	3.3	10	KIVA CHR	105.1 100kw	9	2	7	13	16	22	56	DAYTONA	BAN	4.8

#60

## ALLENTOWN-BETHLEHEM

POPULATION: 563,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.7	10.8	13.4	12.3	12.6	1	WFMZ B/EZ	100.7 50kw	4	25	10	5	3	1	106	MARANATHA	CHR	9.7
9.7	11.1	10.9	9.2	11.8	2	WLEV AC	96.1 50kw	1	4	2	2	1	2	95	EASTERN BR.	MCG	10.3
10.9	11.5	12.4	9.8	10.7	3	WZZO AOR	95.1 12kw	2	3	1	1	2	9	86	HOLT CORP.	BAN	17.2
8.0	7.5	6.6	9.0	9.1	4	WAEB-FM CHR	104.1 50kw	5	1	3	3	5	6	82	CRB	KATZ	10.4
8.8	9.8	8.5	9.9	8.7	5	WQQQ CHR	99.9 50kw	3	2	4	4	4	5	71	WILKS/SCHWARTZ	EAST	10.1
6.5	4.9	5.7	6.2	5.2	6	WAEB AC	790 1kw	6	8	7	7	6	3	82	CRB	KATZ	3.7
4.6	7.4	4.7	6.2	4.5	7	WKAP BBnd	1320 5-1kw	9	29	24	17	12	7	124	WILLIAMS	DOME	3.4
2.2	4.2	4.4	3.5	4.5	7	WXKW Ctry	1470 5kw	8	10	6	8	7	4	117	HGF	REP	1.8
3.4	2.2	5.6	4.2	3.2	9	WEST BBnd	1400 1kw	12	9	26	29	19	10	110	EASTERN	MCG	2.8
2.5	3.4	2.2	2.9	2.9	10	WYSP G/CR	94.1 16kw	7	6	5	6	8	20	57	INFINITY	TOR	5.1

#58

## AUSTIN

POPULATION: 625,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.7	15.3	13.5	14.4	15.9	1	KASE Ctry	100.7 100kw	1	5	2	1	1	1	114	KVET BR.	KATZ	15.8
9.1	9.3	7.1	8.5	10.6	2	KBTS CHR	93.3 100kw	2	1	3	4	4	6	78	GENESIS	CHR	11.0
8.3	7.1	7.6	8.8	10.2	3	KLBJ-FM AOR	93.7 100kw	4	3	1	2	3	9	87	LBJ CO.	EAST	12.1
8.8	8.6	11.1	10.5	10.0	4	KKMJ AC	95.5 100kw	5	6	5	3	2	2	88	KEYMARKET	CBS	7.6
6.7	6.0	6.8	8.2	7.2	5	KHFI CHR	98.3 1.3kw	3	2	4	5	8	11	61	ENCORE	REP	10.9
7.3	6.7	5.8	4.5	5.3	6	KEY-A/F AC	1490 103.5 1kw/100kw	8	9	8	8	9	8	49	HICKS		3.7
4.3	6.6	4.7	4.6	5.1	7	KLBJ N/T	590 5-1kw	7	14	10	9	7	4	68	LBJ CO.	EAST	5.1
3.9	3.5	2.7	2.9	4.2	8	KOKE B/EZ	1370 5-5kw	12	12	14	12	10	3	135	WEST BANK		1.5
0.6	0.8	4.3	3.9	4.0	9	KQFX G/CR	96.5 28.5kw	6	7	7	6	5	5	48	CAPITOL CO	BAN	4.7
5.5	6.1	4.2	5.8	3.6	10	KPEZ AOR	102.3 3kw	9	8	6	7	6	12	54	CLEAR CHANNEL	HNWH	4.2

#85

## BAKERSFIELD

POPULATION: 404,600

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.2	7.9	9.6	1	KQXR CHR	94.1 4.5kw	1	1	1	1	3	6	64	EAGLE	CHR
11.8	9.7	7.8	2	KUZZ-FM Ctry	107.9 5.8kw	3	4	6	2	1	2	93	BUCK OWENS	KATZ
15.1	14.4	7.6	3	KUZZ Ctry	550 5kw	4	9	9	5	2	1	94	BUCK OWENS	KATZ
7.1	6.3	6.8	4	KGFM-FM B/EZ	101.5 4.8kw	5	29	12	9	5	3	95	KERN	MCG
1.0	0.0	6.7	5	KKXX CHR	105.3 50kw	2	2	3	4	6	8	53	SALEM	
4.5	1.1	5.2	6	KKBB AOR	97.7 3kw	7	6	2	3	7	11	90	CLAYTON	REP
4.0	2.1	5.0	7	KGEO Gold	1230 1kw	9	14	4	6	4	5	112	KERN	MCG
2.6	4.7	4.6	8	KERN N/T	1410 1kw	6	19	10	10	9	4	69	BRANDON	CHR
3.5	6.5	3.4	9	KWAC Span	1490 1kw	12	10	5	8	8	13	123	KMAP, INC.	LOTU
4.2	4.5	3.3	10	KLLY AC	95.3 2.2kw	8	7	7	7	10	7	65	BUCKLEY	HNWH

#78

# BATON ROUGE

POPULATION: 450,100

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	11.0	10.8	13.8	18.3	1	WYNK-A/F Ctry	1380 101.5 5kw/100kw	1	7	4	1	1	1	108	NARRAGANSETT	KATZ	12.4
10.1	8.5	9.9	10.9	11.5	2	KQXL UC	106.5 50kw	4	2	1	2	2	4	105	CITY WIDE	K/P	12.9
12.5	11.5	10.8	11.1	9.5	3	WFMF CHR	102.5 100kw	2	3	3	3	4	5	61	BATON ROUGE BR	HNWH	12.1
10.4	9.8	12.4	10.1	9.1	4	WXOK UC	1460 5-1kw	5	4	6	5	3	2	95	WINNFIELD LIFE		12.6
9.1	11.0	9.9	12.0	9.1	4	WGGZ CHR	98.1 100kw	3	1	2	4	8	10	64	GUARANTY	KATZ	11.7
9.2	6.9	6.7	9.3	5.7	6	WKJN Ctry	103.3 100kw	6	8	8	8	5	3	69	STERLING	TOR	7.6
2.1	1.7	2.4	3.7	5.1	7	WCKW G/CR	92.3 100kw	9	10	5	6	7	12	95	222 CORPORAT.	REP	4.6
7.2	6.8	5.5	4.8	4.7	8	WQXY-A/F AC	910 100.7 1kw/100kw	7	9	7	7	6	9	68	ENCORE	REP	4.9
4.0	5.6	6.2	4.5	3.7	9	WJBO N/T	1150 5kw	8	18	10	9	10	7	67	BATON ROUGE BR	HNWH	4.1
2.1	2.6	3.3	2.5	3.5	10	KDEA B/EZ	99.1 100kw	10	15	15	12	12	8	109	KDEA INC.	ROS	1.0

#51

# BIRMINGHAM

POPULATION: 763,100

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	8.0	10.9	11.6	13.8	1	WMJJ AC	96.5 100kw	2	4	1	1	1	2	90	CAPITOL	BAN	13.3
15.5	16.3	15.8	15.0	13.5	2	WZZK-A/F Ctry	610 104.7 5-1kw/10kw	1	6	5	2	2	1	111	NEWCITY	KATZ	18.5
8.7	9.8	9.2	10.7	10.9	3	WENN UC	107.7 100kw	5	3	4	3	3	3	89	BOOKER T. WAS	HNWH	12.0
10.9	12.6	9.9	10.8	10.0	4	WKXX CHR	106.9 100kw	4	2	2	5	4	7	82	SUN GROUP	MCG	13.2
11.6	11.0	10.1	9.1	9.8	5	WAPI-FM CHR	94.5 100kw	3	1	3	4	5	9	72	WAPI RADIO	CHR	12.9
4.1	4.6	5.9	4.7	5.6	6	WERC N/T	960 5kw	7	21	9	8	7	4	84	SUN GROUP	MCG	4.1
3.3	3.9	3.5	5.5	4.1	7	WATV UC	900 1-.165kw	8	5	7	7	8	6	69	CRESCENDO	ROS	2.3
3.6	3.9	3.9	4.2	3.8	8	WLTB AC	99.5 100kw	6	10	6	6	6	5	65	REBS, INC	EAST	2.9
5.2	5.1	3.9	3.6	3.3	9	WAGG Rel	1320 5kw	14	9	10	12	10	11	116	BOOKER T. WAS	HNWH	2.3
4.1	4.1	5.3	3.2	2.7	10	WAPI BBnd	1070 50-5kw	9	22	18	21	16	9	90	WAPI RADIO	CHR	4.0



# 92

## BRIDGEPORT

POPULATION: 376,400

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			
13.9	13.4	13.5	1	WEZN B/EZ	99.9 27.5kw	3	17	6	5	3	2	114	NEWCITY	KATZ
17.4	15.5	13.3	2	WICC AC	600 1-.5kw	1	8	4	4	2	1	81	TRIBUNE	CHR
8.0	10.4	10.5	3	WEBE AC	107.9 50kw	4	9	1	1	1	3	96	ML MEDIA	BAN
8.8	10.1	9.3	4	WKCI CHR	101.3 10kw	2	1	3	3	5	4	77	NOBLE	MCG
7.7	7.7	9.2	5	WPLR AOR	99.1 50kw	5	3	2	2	4	6	105	SOUTHERN STARR	DUR
2.1	1.7	3.4	6	WRKS UC	98.7 50kw	11	2	5	7	9	15	101	RKO GENERAL	REP
3.9	3.9	3.3	7	WCBS News	880 50kw	6	27	15	13	11	8	55	CBS	CBS
2.4	1.7	3.1	8	WDRF-FM Gold	102.9 19.5kw	9	11	9	6	6	5	84	BUCKLEY	MCG
0.0	1.1	2.7	9	WYNY Ctry	97.1 7.2kw	12	28	11	8	7	7	85	NBC	HNWH
3.1	1.8	2.4	10	WNBC AC	660 50kw	7	19	10	10	8	9	55	NBC	HNWH

# 86

## CHARLESTON

POPULATION: 403,300

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
11.9	11.7	12.1	1	WEZL Ctry	103.5 100kw	3	8	8	1	1	1	115	PRICE	BAN	13.4
10.9	7.3	9.0	2	WKQB CHR	107.5 100kw	1	1	1	3	7	11	73	TRIDENT	EAST	12.8
9.7	8.8	7.4	3	WWWZ UC	93.5 3kw	2	6	2	2	3	6	68	MILLENNIUM	HNWH	9.4
6.4	7.1	6.8	4	WXTC AC	96.9 100kw	5	10	5	4	2	2	71	GUILD RADIO	MCG	4.0
7.1	6.7	6.8	4	WPAL UC	730 1-.1kw	7	7	9	8	6	3	101	WPAL, INC.		4.8
7.6	5.3	6.0	6	WSSX CHR	95.1 100kw	4	3	3	6	10	17	58	FAIRCOM	KATZ	6.6
5.6	6.8	5.4	7	WAVF AOR	96.1 100kw	6	11	4	5	8	13	78	CORDES STREET	CHR	6.7
2.4	4.9	4.7	8	WMGL UC	101.7 3kw	9	2	7	9	9	15	82	COASTAL	DUR	6.5
6.3	4.9	4.7	8	WXLY Gold	102.5 100kw	8	15	6	7	4	7	71	BAHAKEL	REP	4.6
6.4	7.1	3.8	10	WDXZ B/EZ	104.5 28kw	11	21	14	12	11	5	80	CARAVELLE	EAST	4.6
0.8	2.3	3.8	10	WJYQ AC	105.5 3kw	12	18	11	10	5	4	84	CEDER CAROLINA		2.3

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#76

# McALLEN-BROWNSVILLE

POPULATION: 467,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
17.6	11.2	15.2	19.4	20.6	1	<b>KGBT</b> Span	1530 50-10kw	2	4	3	1	1	1	142	TICHENOR	KATZ
11.0	15.6	14.0	11.2	15.0	2	<b>KBFM</b> CHR	104.1 100kw	1	1	1	2	5	5	102	ENCORE	LOTU
7.9	9.0	7.8	8.2	9.2	3	<b>KTXF</b> Ctry	100.3 100kw	4	5	2	3	3	3	108	TATE	CHR
11.0	7.6	8.6	8.9	8.2	4	<b>KIWW</b> Span	96.1 100kw	3	6	4	4	2	2	83	MAGIC VALLEY	MCG
6.9	7.8	7.0	5.7	6.9	5	<b>KELT</b> AC	94.5 100kw	5	7	5	5	4	4	89	TICHENOR	KATZ
3.6	6.2	5.2	7.1	4.6	6	<b>KQXX</b> Span	98.5 100kw	7	8	7	6	7	6	82	BRAVO	CAB
7.3	6.6	6.4	4.8	4.6	6	<b>KRGE</b> CHR	1290 5kw	6	2	9	9	12	13	62	DAYTONA	BAN
5.6	5.5	4.8	4.8	4.2	8	<b>KVLY</b> B/EZ	107.9 100kw	10	18	13	10	8	7	121	TIPPIE	HNWH
5.3	6.1	5.6	5.1	3.7	9	<b>KRIX</b> AOR	99.5 100kw	8	3	6	8	10	19	81	DAYTONA	BAN
5.0	3.6	2.7	5.2	3.7	9	<b>KIRT</b> Span	1580 1-3kw	9	17	8	7	6	8	90	RIO	CAB

#89

# MOBILE

POPULATION: 381,400

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.4	17.9	17.7	1	<b>WKSJ-A/F</b> Ctry	1270 94.9 5-103kw/100kw	2	8	3	1	1	1	111	CAPITOL BR CRP.	BAN	16.1
18.8	16.9	14.9	2	<b>WABB-A/F</b> CHR	1480 97.5 5kw/100kw	1	1	1	3	3	4	84	VOICE OF MOBILE	CHR	20.6
14.3	17.3	12.9	3	<b>WBLX</b> UC	92.9 100kw	3	2	2	2	2	2	108	BEASLEY	HNWH	17.9
7.8	7.3	8.5	4	<b>WGOK</b> UC	900 1-5kw	5	4	7	4	4	3	105	ROBERDS	ROS	3.8
4.0	4.5	5.0	5	<b>WKRQ-FM</b> AC	99.9 100kw	4	6	6	7	6	5	62	WKRQ-TV	KATZ	4.2
1.6	2.6	4.9	6	<b>WMML</b> UC	1401 5kw	8	3	5	5	9	13	88	BRIDGEWAY	RA/L	5.1
4.5	4.4	4.6	7	<b>WKRQ</b> NT	710 1-5kw	6	17	14	12	12	5	82	WKRQ-TV	KATZ	3.0
4.0	3.4	3.6	8	<b>WDLT</b> AC	98.3 3kw	7	12	9	8	5	6	64	JAB	DUR	3.5
4.1	3.7	3.6	8	<b>WZEW</b> AOR	92.1 3kw	10	9	4	6	11	18	71	ALL AMERICAN	MAS	5.2
3.7	4.5	3.3	10	<b>WAVH</b> AC	96.1 100kw	9	11	11	10	7	7	62	TMCI	DUR	2.5

#75

# MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 473,800

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	6.6	6.8	8.8	8.9	1	<b>KDON-FM</b> CHR	102.5 18.5kw	1	1	2	1	4	6	79	HENRY	KATZ	10.2
7.9	6.9	6.8	8.3	7.6	2	<b>KGO</b> N/T	810 50kw	3	24	16	8	3	1	86	CAP CITIES/ABC	BAN	6.2
10.5	10.3	7.8	6.9	7.3	3	<b>KWSS</b> CHR	94.5 1.15kw	2	2	1	2	6	13	72	NATIONWIDE	MCG	14.1
4.1	1.9	3.5	4.2	5.7	4	<b>KCTY</b> Span	980 1-247kw	12	3	7	4	1	2	158	KCTY SPANISH	LOTU	3.0
7.2	6.8	7.0	3.8	5.3	5	<b>KBAY</b> B/EZ	100.3 14.5kw	7	16	10	12	9	3	98	UNITED	MMR	3.3
2.7	2.6	2.8	2.5	4.4	6	<b>KCBS</b> N/T	740 50kw	6	22	26	21	15	5	77	CBS	CBS	1.7
5.3	4.7	4.9	5.8	4.2	7	<b>KMBY</b> AOR	107.1 910kw	5	7	3	3	10	22	68	C&C	BAN	6.8
5.7	4.1	4.3	4.2	3.9	8	<b>KWAV</b> AC	96.9 18kw	4	15	4	5	2	9	56	BUCKLEY	HNWH	4.3
4.5	5.8	4.8	4.0	3.4	9	<b>KTOM-FM</b> Ctry	100.7 910kw	9	14	9	10	8	4	72	COMMUNITY PAC.	MMR	5.0
3.1	3.4	4.9	3.3	3.3	10	<b>KOCN</b> AC	104.9 95kw	8	8	6	7	5	7	66	C.R. PASQUIER	TOR	1.9

#95

# MORRISTOWN

POPULATION: 359,800

SPRING '87	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM
9.4	8.2	1	<b>WHTZ</b> CHR	100.3 7.8kw	2	1	4	2	1	7	64	MALRITE	CHR
8.1	7.7	2	<b>WPAT-A/F</b> B/EZ	930 93.1 5kw/5.4kw	11	17	22	14	11	2	110	PARK	KATZ
7.1	7.6	3	<b>WWPR</b> CHR	95.5 7.2kw	1	2	1	1	2	9	56	CAP CITIES/ABC	BAN
5.3	5.2	4	<b>WXRK</b> G/CR	92.3 7.6kw	3	5	3	4	4	16	56	INFINITY	TOR
3.9	5.2	5	<b>WYNY</b> Ctry	97.1 7.2kw	8	24	9	10	6	1	74	NBC	HNWH
3.7	5.0	6	<b>WDHA</b> AOR	105.5 3kw	6	22	2	3	9	17	68	DREXEL HILL	HG
2.9	4.7	7	<b>WABC</b> Talk	770 50kw	9	7	13	11	5	3	68	CAP CITIES/ABC	BAN
7.8	4.5	8	<b>WNEW-FM</b> AOR	102.7 5.9kw	7	4	5	5	7	18	62	METROPOLITAN	KATZ
0.6	4.5	9	<b>WQHT</b> CHR	103.5 5.8kw	16	3	6	8	13	20	120	EMMIS	EAST
6.0	4.2	10	<b>WLTW</b> AC	106.7 7.8kw	4	10	10	9	10	4	50	VIACOM	MMR

# NEW BEDFORD-FALL RIVER

POPULATION: 412,900

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM
9.1	11.4	15.5	1	WPRO-FM CHR	92.3 39kw	1	1	1	1	1	2	90	CAP CITIES/ABC	BAN
8.4	9.2	9.0	2	WHJY AOR	94.1 50kw	2	2	2	2	2	26	102	FEDERAL	KATZ
8.6	10.6	6.6	3	WLKW B/EZ	101.5 50kw	3	18	23	16	5	1	93	WILKS/SCHWARTZ	CHR
0.0	2.2	4.8	4	WODS Gold	103.3 12.5kw	6	20	3	3	3	3	84	CBS	CBS
8.8	4.7	4.1	5	WMYS AC	98.1 50kw	4	31	5	4	4	4	61	HALL	TOR
4.5	1.7	4.0	6	WBZ AC	1420 5kw	8	8	17	17	16	5	92	GROUP W	G/W
1.1	1.6	3.5	7	WHJJ N/T	920 5kw	19	15	26	36	24	8	140	FEDERAL	KATZ
3.1	3.8	3.3	8	WWLI AC	105.1 50kw	7	27	13	7	6	6	74	EASTERN	MCG
4.5	4.3	3.1	9	WSNE AC	93.3 50kw	5	4	4	5	7	9	47	BECK-ROSS	EAST
1.7	2.2	3.1	9	WALE Talk	1400 1kw	15	32	24	24	21	13	106	NORTH AMERICAN	MCG
1.7	1.7	3.1	9	WWAZ BBnd	790 5kw	24	26	29	32	36	7	129	EASTERN	MCG

# NEW HAVEN

POPULATION: 377,400

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	11.1	12.9	1	WKCI CHR	101.3 10kw	1	1	1	1	1	3	73	NOBLE	MCG	13.5
10.6	10.7	9.9	2	WELI AC	960 5kw	2	9	13	8	3	1	78	CLEAR CHANNEL	BAN	6.2
8.4	10.3	8.2	3	WPLR AOR	99.1 50kw	3	2	2	2	2	10	71	SOUTHERN STARR	DUR	12.2
7.3	5.1	6.7	4	WEZN B/EZ	99.9 27.5kw	4	21	16	10	7	2	85	NEWCITY	KATZ	3.7
5.3	2.9	4.9	5	WRCH B/EZ	100.5 7.5kw	10	12	17	14	13	5	103	RADIO COR/HART	BAN	2.1
5.4	6.9	4.4	6	WKSS CHR	95.7 50kw	5	3	3	5	12	20	69	PRECISION	MMR	9.3
5.6	4.9	4.4	6	WAVZ BBnd	1300 1kw	11	7	23	23	14	4	93	NOBLE	MCG	2.6
3.0	4.4	4.2	8	WNHC UC	1340 1kw	8	4	7	7	8	11	74	WNHC, INC.	SAV	2.5
6.3	5.4	3.7	9	WDRC-FM Gold	102.9 19.5kw	6	14	5	3	4	7	60	BUCKLEY	MCG	5.6
1.2	1.4	3.2	10	WEBE AC	107.9 50kw	13	20	6	4	6	8	75	M.L. MEDIA	BAN	3.2
2.6	2.6	3.2	10	WHCN AOR	105.9 16kw	9	5	4	6	11	28	61	BECK-ROSS	CHR	5.3

#69

# OMAHA-COUNCIL BLUFFS

POPULATION: 502,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				
13.1	14.7	14.7	15.4	17.7	1	KEZO-AF AOR	1490 92.3 1kw/100kw	4	3	1	1	1	7	121	ALBIMAR	HNWH
20.5	20.4	22.3	17.0	16.1	2	KFAB AC	1110 50kw	1	7	8	5	3	1	101	HENRY	CHR
11.2	11.2	9.1	10.8	11.9	3	KGOR CHR	99.9 115kw	3	1	3	3	4	5	80	HENRY	CHR
10.9	9.1	10.4	12.1	10.4	4	KQKQ CHR	98.5 100kw	2	2	2	2	5	9	66	MITCHELL	EAST
5.4	7.9	7.0	6.1	7.5	5	WOW-FM Ctry	94.1 100kw	6	4	7	6	2	2	98	OMAHA GREAT EM	TOR
6.7	8.2	9.7	8.0	7.2	6	KESY B/EZ	104.5 100kw	5	14	12	9	8	3	94	SUN GROUP	MCG
8.7	6.8	6.4	7.8	5.4	7	KEFM AC	98.1 100kw	7	12	4	4	6	8	74	WEBSTER	MCG
4.6	4.4	3.0	4.8	4.7	8	KOIL Gold	1290 5kw	8	10	5	7	7	6	73	KOIL, INC.	BAN
4.5	5.3	6.5	4.4	4.3	9	WOW Ctry	590 5kw	9	13	13	10	10	4	75	OMAHA GREAT EM	TOR
0.0	0.0	0.0	0.0	3.5	10	KOMJ Gold	103.7 100kw	10	6	6	8	9	10	85	VALLEY BR.	

#61

# RALEIGH-DURHAM

POPULATION: 558,100

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					
7.9	10.9	6.5	8.3	10.7	1	WRDU AOR	106.1 10kw	2	5	1	1	1	7	91	VOYAGER	MMR	9.7
7.4	7.8	6.7	9.4	9.0	2	WDCG CHR	105.1 100kw	1	1	2	2	6	4	65	DURHAM	REP	10.1
8.1	8.2	9.1	7.4	7.3	3	WQDR Ctry	94.7 100kw	6	11	7	3	2	1	88	WQDR, INC.	MCG	9.3
6.1	4.0	3.1	9.2	7.0	4	WFXC UC	107.1 1.19kw	7	2	3	4	7	8	87	PINNACLE	EAST	9.7
9.0	8.1	8.9	8.2	6.5	5	WPTF AC	680 50kw	4	19	16	11	9	2	74	DURHAM LIFE	MCG	7.6
0.0	7.3	7.4	6.4	6.5	5	WQOK UC	97.5 100kw	9	4	4	5	5	9	94	JOYNER	HNWH	8.3
7.7	7.9	9.9	9.4	6.5	5	WRAL AC	101.5 100kw	3	6	6	6	3	3	65	CAPITOL	KATZ	8.7
4.5	3.3	3.7	3.9	5.2	8	WTRG AC	100.7 100kw	5	8	5	7	4	13	63	CAPITOL	BAN	4.3
5.9	4.1	6.3	3.6	4.2	9	WYLT AC	96.1 98kw	10	17	8	8	8	5	69	METROPLEX	MCG	3.3
4.7	2.6	3.2	3.6	3.6	10	WDUR Rel	1490 1kw	12	14	11	10	10	6	108	PINNACLE	EAST	1.4

#54

# RICHMOND

POPULATION: 690,300

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.6	13.3	12.1	13.2	14.5	1	WRVQ CHR	94.5 200kw	1	1	2	1	1	2	95	EDENS	EAST	18.1
15.0	12.4	13.3	14.6	12.7	2	WRVA AC	1140 50kw	2	10	7	7	4	1	95	EDENS	EAST	9.9
10.8	12.2	13.2	13.2	10.8	3	WRXL AOR	102.1 140kw	3	4	1	2	2	9	100	CAPITOL BR. CO	KATZ	17.1
3.7	2.5	3.8	6.3	9.5	4	WCDX Gold	92.7 3kw	7	2	3	4	6	7	123	SINCLAIR TELE.	TOR	9.8
9.1	9.0	6.8	7.9	8.6	5	WEZS AC	103.7 20kw	4	6	4	3	3	4	86	PROFESSIONAL	MMR	6.4
12.6	14.5	12.2	9.5	8.6	5	WPLZ-FM UC	99.3 3kw	5	3	5	5	5	6	97	PACO-JON	MCG	12.0
6.3	5.9	6.9	5.6	7.3	7	WTVR-A/F Ctry	1380 98.1 5kw/50kw	6	8	6	6	7	3	87	PARK	CHR	4.6
5.5	4.4	5.2	6.3	3.9	8	WQSF B/EZ	96.5 50kw	8	14	14	9	8	5	80	RICHMOND RADIO	HNWH	2.7
3.8	1.4	4.3	2.9	2.7	9	WKHK Ctry	95.3 3kw	9	9	8	8	9	10	66	BRILL MEDIA	HNWH	2.2
1.1	3.3	1.3	1.4	2.5	10	WPLZ UC	1240 1kw	15	12	11	11	11	8	123	PACO-JON	MCG	1.0

#94

# ROANOKE-LYNCHBURG

POPULATION: 367,800

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
22.2	22.7	20.9	1	WXLK CHR	92.3 93kw	1	1	1	1	1	4	92	CEBE INVEST.	TOR
12.1	11.0	12.7	2	WYYD Ctry	107.9 20.5kw	2	5	3	2	2	1	102	WINSAS INC.	EAST
11.2	13.4	11.0	3	WPVR B/EZ	94.9 100kw	4	19	7	4	4	2	98	JIM GIBBONS	HNWH
8.3	6.5	8.2	4	WSLQ AC	99.1 200kw	3	2	2	3	3	6	68	MEL WHEELER	KATZ
6.1	4.8	5.1	5	WSLC Ctry	610 5-1kw	5	17	13	8	9	4	80	MEL WHEELER	KATZ
3.2	3.8	4.6	6	WJLM Ctry	93.5 3kw	6	11	5	6	6	8	86	WRIS. INC.	
2.9	3.6	4.6	6	WTOY UC	910 1kw	12	14	4	5	5	7	178	COMMONWEALTH	TOR
2.1	1.7	3.1	8	WROV Gold	1240 1kw	7	7	8	7	7	9	67	WROV INC.	
2.4	3.1	2.6	9	WKZZ CHR	100.1 3kw	8	3	6	9	12	14	58	LYNCHBURG IND.	BAN
3.9	3.3	2.6	9	WFIR AC	960 5kw	9	20	16	12	11	5	75	JIM GIBBONS	HNWH
3.2	3.4	2.6	9	WJJS UC	1320 1-.024kw	11	8	10	10	8	10	99	CRS	K/P

#66

# SAN DIEGO NORTH COUNTY

POPULATION: 515,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.0	10.0	9.1	11.7	9.1	1	KFMB-FM AC	100.7 36kw	1	3	1	1	1	5	63	MIDWEST TELEV.	MCG
9.8	8.9	10.5	8.8	9.1	1	KJQY B/EZ	103.7 36kw	3	19	23	10	5	1	107	GROUP W	G/W
6.0	6.4	5.1	5.8	6.0	3	KFMB AC	760 5kw	4	8	11	6	3	2	77	MIDWEST TELEV.	MCG
3.7	6.4	4.9	4.9	5.1	4	KGB AOR	101.5 50kw	6	5	2	2	7	28	74	BROWN	KATZ
4.9	4.0	4.4	3.2	4.8	5	XTRA-FM AOR	91.1 100kw	2	1	4	7	16	18	52	NOBLE	MMR
6.1	6.5	5.2	4.4	4.6	6	KGMG-FM G/CR	102.1 10kw	5	9	3	3	4	10	62	PAR	BAN
4.2	4.7	4.3	4.7	4.3	7	KKOS CHR	95.9 3kw	8	4	8	4	6	7	71	TRI-CITIES	
1.5	3.7	1.9	3.9	4.3	7	KIFM NAC	98.1 28kw	12	18	7	5	2	4	103	AFC	CBS
1.9	3.0	4.3	2.3	3.6	9	KFSD Cias	94.1 100kw	17	16	32	14	8	3	110	LOTUS	HNWH
2.7	2.9	3.9	4.9	3.6	10	KKLQ-A/F CHR	600 106.5 5kw/50kw	7	2	6	11	14	24	57	EAST	

#87

# SARASOTA-BRADENTON

POPULATION: 395,100

SPRING '87	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
23.7	17.2	1	WUV B/EZ	103.3 100kw	1	15	14	9	6	1	90	SUNSHINE STATE	CHR
5.0	10.0	2	WSRZ CHR	106.3 3kw	2	1	1	1	1	8	91	WILKS/SCHWARTZ	K/P
8.0	7.9	3	WYNF AOR	94.9 100kw	3	3	2	2	3	9	87	CBS	CBS
5.5	7.3	4	WSUN Ctry	620 10kw	4	5	5	3	2	2	88	CBS	CBS
4.1	5.4	5	WAMR BBnd	1320 5-1kw	10	9	22	22	22	16	127	ASTERISK	TOR
2.7	4.8	6	WFLA N/T	970 5kw	7	12	16	12	11	5	86	SCONNIX	DUR
4.4	4.1	7	WHVE NAC	102.5 100kw	6	22	3	4	5	6	72	SUSQUEHANNA	HNWH
3.9	3.7	8	WRBQ-A/F CHR	1380 104.7 5kw/100kw	5	2	6	7	9	7	55	EDENS	EAST
2.4	3.6	9	WFLZ AC	93.3 100kw	8	13	8	5	4	3	64	SCONNIX	DUR
1.9	3.2	10	WCTQ Ctry	92.1 3kw	13	26	9	8	8	4	95	ASTERISK	TOR

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#97

## SPOKANE

POPULATION: 355,100

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
15.1	15.2	16.9	1	KZZU CHR	92.9 89kw	1	1	1	1	2	9	96	OLYMPIA	CHR
11.8	10.7	13.8	2	KXLY-FM B/EZ	99.9 37kw	2	19	10	7	3	1	115	SPOKANE	TOR
6.3	8.3	8.4	3	KISC AC	98.1 94kw	3	7	2	2	1	4	84	HOME NEWS	KATZ
10.5	11.1	6.8	4	KDRK Ctry	93.7 56kw	4	4	6	4	5	2	75	PRICE BR.	EAST
10.3	7.0	6.4	5	KEZE AOR	105.7 100kw	6	3	3	3	4	10	84	KAYE-SMITH	MCG
6.1	6.3	5.1	6	KXLY N/T	920 5kw	8	18	9	11	11	6	76	SPOKANE	TOR
5.9	5.4	4.9	7	KKPL-A/F AC	630 96.1 1kw/56kw	5	6	7	5	6	5	62	ALPHA RADIO	REP
6.3	6.1	4.5	8	KGA Ctry	1510 50kw	7	9	8	10	9	8	61	PRICE BR.	EAST
0.9	0.4	4.3	9	KTRW Ctry	970 5-1kw	13	15	15	12	8	3	103	OLYMPIA	CHR
2.0	2.6	4.1	10	KEYF MOR	1050 5-386kw	14	11	16	18	18	15	142	UNICOM	REP

#71

## SPRINGFIELD

POPULATION: 501,200

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	8.2	10.0	7.7	10.3	1	WAQY AOR	102.1 17kw	1	2	1	1	4	12	85	SUNSHINE GROUP	KATZ	11.9
10.5	8.9	9.0	9.4	10.0	2	WRCH B/EZ	100.5 7.5kw	6	14	18	8	6	2	116	RADIO CO/HARTF	BAN	4.9
10.4	11.5	8.6	9.0	9.8	3	WMAS-FM AC	94.7 50kw	4	4	3	2	1	3	96	LAPPIN	BAN	7.5
8.1	8.7	7.1	9.3	9.0	4	WTIC-FM AC	96.5 20kw	2	1	2	3	5	9	80	CHASE	KATZ	11.3
7.3	7.1	5.6	7.1	8.6	5	WHYN AC	560 5-1kw	5	9	10	5	2	1	85	WILKS/SCHWARTZ	MCG	6.4
7.5	6.9	8.3	7.3	7.1	6	WMAS BBnd	1450 1kw	7	24	23	19	12	5	112	LAPPIN	BAN	5.7
8.9	8.5	10.6	8.5	7.0	7	WHYN-FM AC	93.1 50kw	3	8	4	4	3	4	63	WILKS/SCHWARTZ	MCG	8.0
4.1	3.8	3.2	3.4	2.8	8	WDRC-FM Gold	102.9 19.5kw	8	6	7	6	7	10	49	BUCKLEY	MCG	3.6
3.1	2.1	2.5	2.9	2.7	9	WTIC AC	1080 50kw	11	20	15	14	9	6	72	CHASE	KATZ	2.2
2.5	2.0	2.7	2.5	2.4	10	WCCC-A/F AOR	1290 106.9 5kw/23kw	9	10	5	7	11	23	48	GREATER HART.	DUR	3.4



#98

## STOCKTON

POPULATION: 354,300

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.0	4.9	7.3	1	KWIN AC	97.7 3kw	2	3	2	2	5	10	70	SNELL BROS.	MMR	8.3
4.1	7.0	6.5	2	KHOP CHR	104.1 50kw	1	1	3	3	3	9	60	FULLER-JEFFREY	MCG	5.9
7.3	5.6	6.3	3	KRAK Ctry	1140 50kw	3	16	16	13	7	2	84	EZ	DUR	8.2
4.3	6.6	6.1	4	KBEE B/EZ	103.3 50kw	4	7	14	6	4	1	85	PRICE	MCG	3.5
2.4	3.9	5.6	5	KDJK AOR	95.1 50kw	11	12	1	1	1	22	104	GOLDRUSH	EAST	4.5
3.2	5.2	5.2	6	KWG Gold	1230 1kw	6	32	9	4	2	3	78	CENTRAL VALLEY	KATZ	4.7
3.9	4.3	5.0	7	KFMR Ctry	100.1 3kw	5	29	4	5	6	6	74	CARSON GROUP	CBS	4.0
3.2	7.2	4.0	8	KSJQ CHR	96.7 3kw	8	2	7	10	18	23	64	CALVALLEY		5.6
1.7	1.9	3.8	9	KRAK-FM Ctry	105.1 50kw	17	13	18	15	10	4	92	EZ	DUR	2.4
5.4	3.7	3.6	10	KNBR Misc	680 50kw	9	30	10	8	8	5	62	NBC	MCG	3.3

#62

## SYRACUSE

POPULATION: 544,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.9	17.5	13.5	13.7	15.2	1	WYYY AC	94.5 100kw	1	4	1	1	1	2	85	NEWCITY	KATZ	17.0
10.8	11.8	13.2	13.6	12.8	2	WNTQ CHR	93.1 97kw	2	1	3	2	2	5	86	SIGNAL	MCG	15.1
9.3	11.7	11.8	13.7	12.2	3	WSYR AC	570 5kw	3	6	7	6	4	1	93	NEWCITY	KATZ	10.1
9.3	8.4	7.2	6.1	9.3	4	WAQX-A/F AOR	1490 95.3 1kw/25kw	4	2	2	3	5	15	89	AGK	MMR	10.5
6.5	7.5	7.2	8.2	6.5	5	WEZG B/EZ	100.9 3kw	8	16	9	8	7	3	95	LORENZ	DUR	4.3
5.4	5.3	3.9	5.7	5.8	6	WSEN-A/F Gold	1050 92.1 2.5kw/3kw	5	12	6	4	3	4	73	BUCKLEY	HNWH	4.8
6.1	4.5	4.0	3.5	5.6	7	WHEN AC	620 5-1kw	6	5	5	7	6	6	70	PARK	BAN	4.2
4.6	4.8	7.0	5.7	5.2	8	WKFM AOR	104.7 50kw	7	3	4	5	8	10	72	WILKS/SCHWARTZ	CHR	6.9
1.4	1.8	1.8	1.4	3.3	9	WSCP-A/F Ctry	1070 101.7 2.5kw/3kw	13	19	11	10	14	8	137	WHEAT HILL		1.9
5.8	6.2	5.7	5.8	2.9	10	WRHP Ctry	107.9 50kw	9	10	10	11	10	9	67	PARK	BAN	2.5

#70

## TOLEDO

POPULATION: 502,300

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	8.5	10.0	9.5	14.4	1	<b>WKKO</b> Ctry	99.9 50kw	2	6	4	1	1	1	121	BOOTH AMERICAN	MMR	9.1
9.5	12.1	10.2	9.8	11.5	2	<b>WLQR</b> B/EZ	101.5 15kw	5	9	7	6	5	2	111	TOLEDO BR.	KATZ	6.3
13.2	13.3	15.3	15.4	11.0	3	<b>WMHE</b> CHR	92.5 50kw	1	1	3	4	3	4	64	WAITE	CHR	16.3
11.0	10.0	9.7	8.8	9.6	4	<b>WIOT</b> AOR	104.7 50kw	3	3	1	2	4	11	82	REAMS	MCG	16.1
8.3	6.3	7.9	6.2	8.7	5	<b>WWWM</b> AC	105.5 2.7kw	4	5	2	3	2	5	83	MIDWESTERN	DUR	5.6
8.6	7.6	6.5	8.3	6.2	6	<b>WSPD</b> AC	1370 5kw	7	15	14	11	10	3	68	TOLEDO BR.	KATZ	6.7
7.4	5.0	5.2	6.3	5.7	7	<b>WRQN</b> CHR	93.5 3kw	6	2	5	5	11	12	56	WRQN, INC.	REP	6.6
4.0	3.4	4.7	4.8	4.8	8	<b>WTOD</b> Ctry	1560 5kw	9	13	8	10	9	6	76	BOOTH AMERICAN	MMR	3.3
4.7	7.2	6.9	4.0	4.2	9	<b>WJR</b> AC	760 50kw	8	14	11	9	7	7	61	CAP CITIES/ABC	KATZ	5.2
4.4	3.8	4.3	3.2	3.9	10	<b>WVOI</b> UC	1520 1kw	12	4	6	8	8	10	101	MCDOWELL	REG	5.0

#65

## TUCSON

POPULATION: 522,700

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.6	11.2	15.8	19.3	20.5	1	<b>KRQQ</b> CHR	93.7 94kw	1	1	1	1	1	3	103	NATIONWIDE	MCG	28.2
7.6	11.3	8.5	10.4	11.2	2	<b>KIIM</b> Ctry	99.5 93kw	2	12	4	4	3	1	100	REX	KATZ	10.0
13.1	12.0	12.6	10.4	9.5	3	<b>KJYK</b> B/EZ	94.9 97kw	5	13	12	11	7	2	111	DUCHOSSOIS	CHR	7.4
9.0	11.2	9.5	9.2	9.0	4	<b>KWFM</b> AC	92.9 93kw	4	5	2	2	2	5	83	AMERICAN MEDIA	MMR	7.6
8.0	7.6	9.2	8.7	7.6	5	<b>KLPX</b> AOR	96.1 93kw	3	4	3	3	4	10	69	LOTUS	HNWH	8.5
3.2	4.6	4.2	3.5	3.7	6	<b>KCUB</b> Ctry	1290 1kw	6	11	11	5	5	4	76	REX	KATZ	2.7
3.2	4.3	4.0	3.6	3.7	6	<b>KNST</b> NT	940 1.25kw	7	7	13	9	8	6	78	NATIONWIDE	MCG	2.7
5.0	4.0	3.0	3.0	2.8	8	<b>KUPD</b> AOR	97.9 100kw	8	3	5	6	11	16	66	TRI-STATE	BAN	2.2
4.3	1.9	1.8	2.1	2.5	9	<b>KXEW</b> Span	1600 1kw	12	17	9	10	10	8	93	ARIZONA LOTUS	LOTU	2.6
2.5	2.6	2.7	2.2	2.4	10	<b>KAIR</b> Gold	1490 1kw	9	6	7	8	9	9	64	DUCHOSSOIS	CHR	2.6

#57

## TULSA

POPULATION: 648,300

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.5	14.9	13.8	12.5	13.1	1	KMOD AOR	97.5 100kw	2	2	1	1	2	8	97	CLEAR CHANNEL	HNWH	22.6
13.1	10.3	12.8	12.9	12.1	2	KWEN Ctry	95.5 100kw	1	4	3	2	1	1	88	NEWCITY	KATZ	7.8
12.0	10.2	9.0	10.1	10.4	3	KAYI CHR	106.9 100kw	3	1	2	3	6	11	79	NARRAGANSETT	KATZ	14.1
8.8	9.1	7.4	8.4	9.7	4	KVOO Ctry	1170 100kw	8	11	10	8	4	2	108	FIRST STUART	HNWH	7.8
10.4	9.0	10.2	8.7	9.4	5	KRMG AC	740 50-25kw	4	7	6	6	3	3	76	NEWCITY	KATZ	8.5
9.1	7.9	7.8	8.8	8.2	6	KBEZ B/EZ	92.9 100kw	6	10	9	7	7	4	83	WIN	REP	5.8
2.8	3.6	4.4	5.7	6.1	7	KMYZ-A/F CHR	1570 104.5 1kw/78kw	5	3	4	5	8	12	59	SHAMROCK COM.	EAST	6.3
7.6	5.7	6.8	6.7	5.6	8	KRAV AC	96.5 100kw	7	5	5	4	5	7	60	KRAVIS CO.	TOR	5.1
3.2	5.2	4.7	4.7	3.2	9	KTFX Ctry	103.1 100kw	9	9	12	11	10	5	49	CENTRAL	MMR	4.4
1.3	2.2	3.2	2.6	3.0	10	KQMJ AC	99.5 100kw	11	14	7	9	9	6	63	TEXOMA	CHR	2.6

#56

## WEST PALM BEACH-BOCA RATON

POPULATION: 684,500

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.7	14.3	12.9	14.6	12.0	1	WEAT-A/F B/EZ	850 104.3 5-1kw/56kw	1	26	18	11	4	1	95	J. J. TAYLOR	KATZ	10.3
12.0	7.8	8.9	8.4	7.0	2	WRMF AC	97.9 100kw	2	9	1	1	1	2	77	FAIRBANKS	BAN	8.8
5.6	5.4	5.9	7.9	5.7	3	WJNO NT	1230 1kw	4	17	16	17	11	7	87	FAIRBANKS	BAN	9.4
0.0	0.0	1.6	2.3	4.9	4	WQVV CHR	95.5 100kw	5	2	2	2	5	13	84	SOUTHWIND	MCG	5.3
5.3	5.7	5.1	3.1	4.4	5	WHYI CHR	100.7 100kw	3	5	3	4	15	10	59	METROPLEX	MCG	5.0
6.1	4.8	4.6	6.1	4.1	6	WNJY B/Bnd	94.3 3kw	7	28	32	28	25	9	82	LAPPIN	HNWH	4.3
4.7	7.3	5.2	6.2	3.8	7	WIRK Ctry	107.9 100kw	8	14	12	7	3	4	80	PRICE COM.	HNWH	4.7
2.1	2.8	3.7	3.7	3.4	8	WMXJ Gold	102.7 100kw	6	24	13	3	2	3	66	SCONNIX	DUR	3.1
2.9	3.8	2.1	1.4	3.2	9	WSHE AOR	103.5 100kw	13	6	4	6	9	28	90	TK	EAST	3.1
1.6	1.4	1.6	1.2	3.1	10	WTMI Clas	93.7 95.5kw	23	4	22	16	11	130	MARLIN LTD	CMBS	1.5	
2.4	3.7	1.8	2.9	3.1	10	WHQT CHR	105.1 100kw	9	1	10	15	26	27	64	EZ	MMR	2.5
0.4	1.4	1.7	2.0	3.1	10	WYFX UC	1040 10-1kw	15	7	7	10	8	8	95	BEACH		3.1

# WICHITA

POPULATION: 387,100

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.6	14.0	15.9	1	<b>KKRD</b> CHR	107.3 100kw	1	1	1	1	2	5	83	KKRD, INC.	HNWH	18.3
10.6	10.6	12.6	2	<b>KFDI-FM</b> Ctry	101.3 100kw	3	7	6	4	1	1	106	GREAT EMPIRE	TOR	11.5
8.2	10.0	7.6	3	<b>KZSN</b> Ctry	102.1 100kw	5	5	4	3	3	6	80	SOUTHERN SKIES	EAST	7.7
8.2	7.3	7.4	4	<b>KFDI</b> CHR	1070 10kw	6	11	14	12	7	2	81	GREAT EMPIRE	TOR	5.8
5.7	7.5	7.3	5	<b>KEYN</b> CHR	103.7 100kw	2	2	3	5	4	12	56	LONG-PRIDE	EAST	8.5
5.0	10.4	7.1	6	<b>KICT</b> AOR	95.1 100kw	4	4	2	2	6	13	73	LAKODUK	MCG	12.3
5.4	5.2	5.7	7	<b>KOEZ</b> B/EZ	92.3 100kw	8	16	11	8	9	3	81	KJRG, INC.	ROS	2.4
7.0	8.8	5.5	8	<b>KXLK</b> AC	105.3 100kw	7	6	5	6	5	10	70	SEDGWICK	BAN	2.8
5.2	3.8	4.8	9	<b>KFH</b> Ctry	1330 5kw	9	9	17	17	16	4	70	KFH CO.	REP	3.5
6.4	4.3	4.0	10	<b>KLEO</b> B/Bnd	1480 5-1kw	10	12	18	16	17	9	76	SOUTHERN SKIES	EAST	3.2

# WILKES BARRE-SCRANTON

POPULATION: 625,400

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	0.6	1.5	13.9	12.3	1	<b>WKRZ-FM</b> CHR	98.5 8.7kw	1	1	2	1	1	3	73	BEATRICE	KATZ	17.5
8.6	8.0	0.8	6.9	9.7	2	<b>WEZX</b> AOR	107.1 3kw	3	3	1	2	3	25	123	SCRANTON TIMES	CHR	11.1
6.8	7.2	6.4	5.2	7.2	3	<b>WARM</b> AC	590 5kw	2	6	15	6	5	1	73	SUSQUEHANNA	EAST	6.6
4.9	4.7	4.7	5.0	6.4	4	<b>WMGS</b> AC	92.9 5.3kw	4	17	4	3	2	2	92	SUSQUEHANNA	EAST	3.9
6.1	6.2	6.3	4.6	5.9	5	<b>WGBI-FM</b> AC	101.3 7kw	5	5	3	4	4	4	90	MEGAREE	TOR	3.5
6.7	6.4	4.3	7.3	5.3	6	<b>WNAK</b> B/EZ	730 1kw	8	11	29	27	23	6	109	SEVEN-THIRTY BR	MASL	5.8
5.9	5.2	4.7	3.1	4.3	7	<b>WWSH</b> B/EZ	97.9 50kw	7	24	18	10	9	5	84	LUZERNE	KATZ	2.9
2.4	3.0	3.0	3.3	3.3	8	<b>WHLM-A/F</b> CHR	550 106.5 1kw/37.5kw	10	7	7	7	7	14	90	MIE	BAN	2.2
5.0	6.2	5.5	3.9	3.2	9	<b>WTLQ</b> CHR	102.3 3kw	6	2	5	5	6	20	51	FUTUREMARK	MCG	5.9
3.6	5.1	4.8	5.9	2.6	10	<b>WEJL</b> MOR	630 .5-.032kw	10	15	21	26	17	8	75	SCRANTON TIMES	CHR	3.9

#77

## WILMINGTON

POPULATION: 459,100

SPRING '87	FALL '87	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.0	8.2	10.5	1	WSTW CHR	93.7 50kw	1	4	1	1	2	5	77	DELMARVA	EAST
9.4	11.1	10.0	2	WJBR-FM AC	99.5 50kw	2	6	2	2	1	1	80	CRB	KATZ
9.9	6.9	7.3	3	WMMR AOR	93.3 25kw	3	3	3	3	3	12	76	METROPOLITAN	KATZ
7.5	9.0	7.3	3	WUSL UC	98.9 18kw	5	2	4	4	5	9	100	TAK	EAST
7.5	4.1	6.5	5	WDEL AC	1150 5kw	6	26	20	18	13	3	93	DELMARVA	EAST
3.9	3.2	4.7	6	WYSP G/CR	94.1 16kw	4	5	5	5	8	14	54	INFINITY	TOR
4.4	4.1	4.6	7	WKSZ AC	100.3 35kw	7	19	14	6	4	2	69	WKSZ, INC.	HNWH
7.1	3.8	4.5	8	WEAZ B/EZ	101.1 12.5kw	9	13	21	12	9	4	73	WEAZ, INC.	MCG
1.5	4.0	3.8	9	WEGX CHR	106.1 23kw	8	1	7	11	17	24	58	MALRITE	CHR
2.5	3.5	3.6	10	WILM News	1450 1kw	10	17	26	23	14	7	64	DELAWARE BR.	SAV

#81

## YOUNGSTOWN-WARREN

POPULATION: 426,600

SPRING '87	SUMMER '87	FALL '87	WINTER '88	SPRING '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.7	18.2	15.6	16.0	15.5	1	WHOT-A/F CHR	1330 101.1 5.1kw/15.8kw	1	1	1	1	1	4	93	WHOT, INC.	EAST	18.6
12.0	7.6	8.6	7.8	10.9	2	WQXK Ctry	105.1 88kw	5	12	5	3	3	1	127	LINCOLN GROUP	MCG	10.6
8.1	11.5	9.0	10.1	9.8	3	WYFM AC	102.9 26kw	2	4	2	2	2	5	90	SHARON	DUR	10.9
9.8	8.3	8.6	10.6	9.3	4	WKBN-FM AC	98.9 4.5kw	4	16	7	6	4	3	96	WKBN BR.	KATZ	5.9
8.0	9.0	9.3	11.8	9.2	5	WKBN AC	570 5kw	3	18	13	7	5	2	92	WKBN BR.	KATZ	7.6
5.0	6.6	5.7	5.5	5.5	6	WBBW N/T	1240 1kw	7	14	17	17	14	7	91	MAHONING VALLEY	CHR	4.5
5.1	3.2	4.2	3.9	5.3	7	WMGZ CHR	95.9 3kw	6	2	3	4	6	14	77	NATIONAL		5.9
0.0	0.0	0.0	0.0	3.5	8	WNCD G/CR	106.1 3kw	9	5	4	5	7	21	96	WN		1.3
3.3	3.2	3.4	1.8	3.2	9	WFMJ AC	1390 5kw	8	23	19	21	16	6	67	WFMJ	UNI	3.1
1.6	1.1	1.9	0.5	2.1	10	WWWE N/T	1100 50kw	13	8	11	11	11	11	80	INDEPENDENT GR	EAST	.9





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