



# RATINGS REPORT

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DRIVETIME DOMINATORS & KEY FORMAT LEADERS**

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is in a category  
all their own.”**

**-Mike Faherty**  
Executive VP/Radio  
Cox Broadcasting



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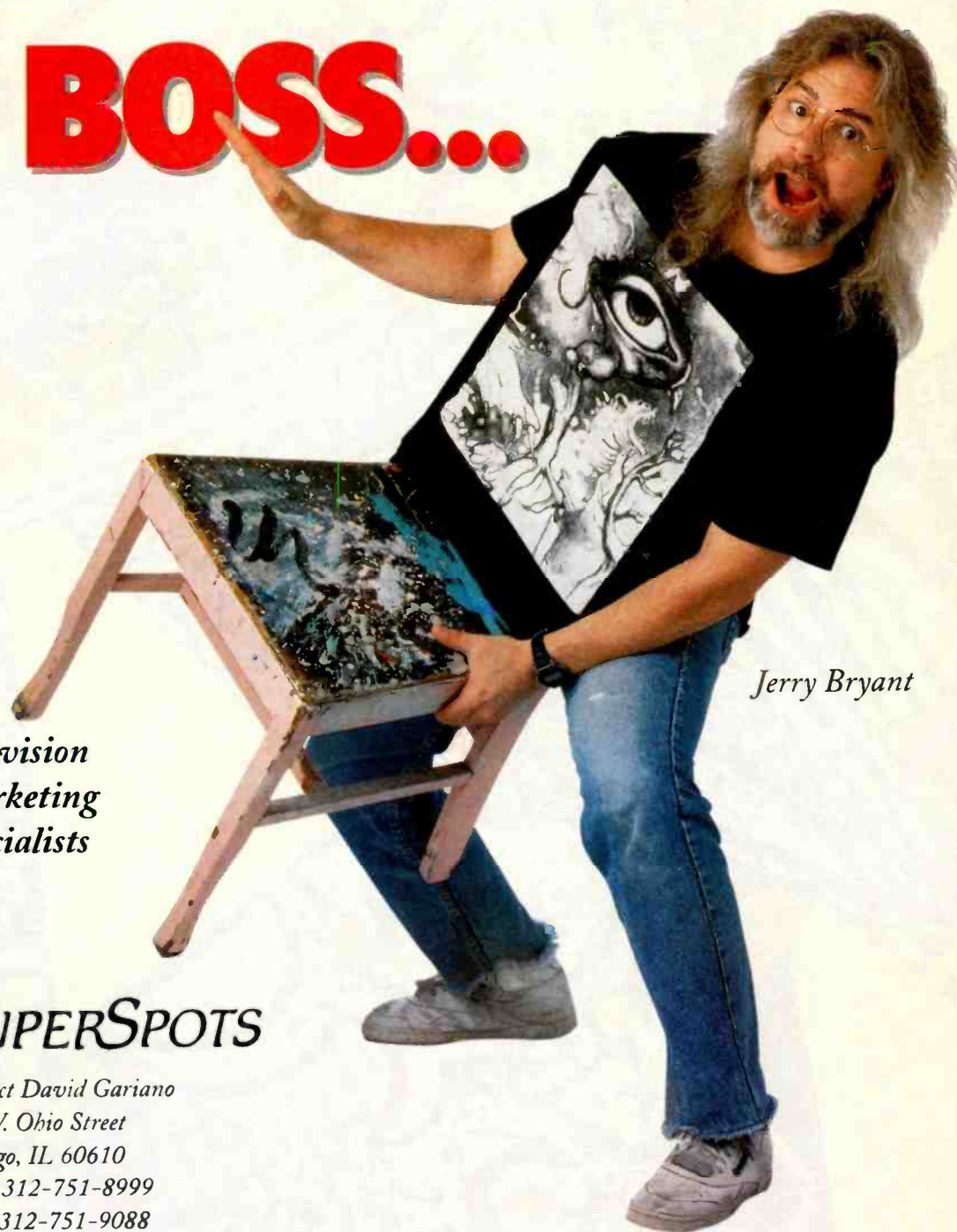
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# FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Spring '91 book.

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

**AC 21.9% (21.6%)**

**Ctry 16.0% (15.8%)**

**CHR 13.8% (15.2%)**

**AOR/NR 12.3% (11.3%)**

**Gold/CR 9.5% (9.4%)**

**N/T 8.7% (8.1%)**

**UC 7.1% (7.0%)**

**B/EZ 3.6% (4.7%)**

**BBnd/Nost 2.4% (2.5%)**

**Span 1.9% (1.8%)**

**Clas 1.0% (.9%)**

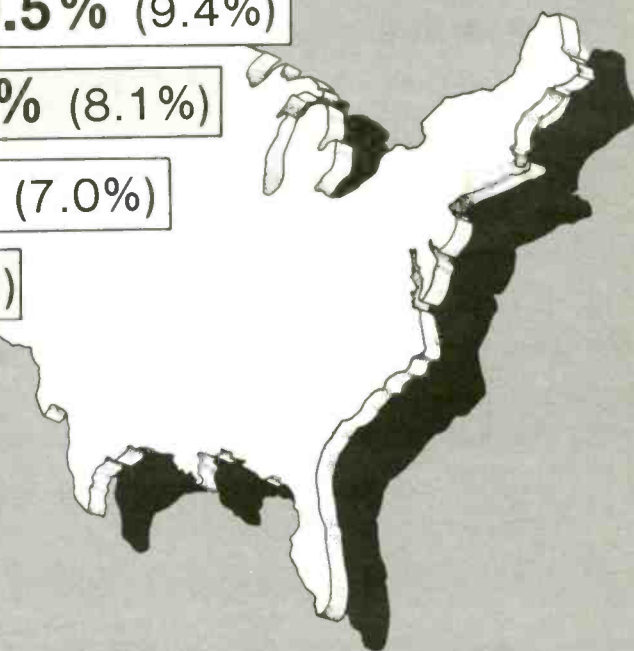
**Rel/CC .9% (.8%)**

**NAC .6% (.8%)**

**Jazz .2% (.2%)**

**Misc .1% (.1%)**

(Fall '90)



## 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, CR-Classical Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NAC-New AC, News-News, Nost-Nostalgia, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary.

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# EAST

AC	████████████████████	27.0 (26.6)
AOR/NR	██████████████████	13.4 (12.9)
BBnd/Nost	██████████	3.2 (4.0)
B/EZ	██████████	3.9 (4.8)
CHR	██████████████████	16.3 (17.1)
Clas	██████████	1.1 (.8)
Ctry	██████████	7.6 (7.8)
Gold/CR	██████████████	10.5 (10.4)
Jazz	1.1 (.3)	
Misc	0 (0)	
NAC	1.4 (.2)	
N/T	██████████████	11.6 (10.3)
Rel/CC	1.4 (.5)	
Span	1.3 (.3)	
UC	██████████	4.2 (4.4)



(Fall '90)

# SOUTH

AC	██████████████████	19.1 (18.1)
AOR/NR	██████████████	10.1 (9.0)
BBnd/Nost	██████████	1.6 (1.8)
B/EZ	██████████	3.4 (4.3)
CHR	██████████████	12.3 (14.0)
Clas	1.2 (.2)	
Ctry	██████████████	22.2 (21.2)
Gold/CR	██████████	7.5 (8.2)
Jazz	0 (0)	
Misc	0 (0)	
NAC	1.4 (.5)	
N/T	██████████	5.1 (4.3)
Rel/CC	1.5 (1.6)	
Span	██████████	3.0 (3.1)
UC	██████████████	13.6 (12.9)



(Fall '90)

# MIDWEST

AC	██████████████████	24.2 (24.1)
AOR/NR	██████████████	13.0 (12.8)
BBnd/Nost	██████████	2.5 (1.8)
B/EZ	██████████	3.1 (4.7)
CHR	██████████████	13.6 (14.4)
Clas	██████████	1.8 (.8)
Ctry	██████████████	16.5 (16.2)
Gold/CR	██████████	10.3 (10.5)
Jazz	1.4 (.6)	
Misc	1.1 (0)	
NAC	1.4 (.4)	
N/T	██████████	9.0 (7.7)
Rel/CC	1.8 (.5)	
Span	1.1 (.1)	
UC	██████████	4.7 (5.3)



(Fall '90)

# WEST

AC	██████████████	18.7 (19.7)
AOR/NR	██████████████	13.8 (12.7)
BBnd/Nost	██████████	2.7 (2.6)
B/EZ	██████████	4.1 (4.6)
CHR	██████████████	13.9 (16.3)
Clas	██████████	2.3 (2.2)
Ctry	██████████████	14.0 (14.0)
Gold/CR	██████████	11.3 (9.0)
Jazz	1.1 (.1)	
Misc	1.7 (.4)	
NAC	1.7 (2.1)	
N/T	██████████████	11.7 (11.9)
Rel/CC	1.3 (.3)	
Span	██████████	3.4 (3.0)
UC	██████████	1.2 (1.0)



(Fall '90)





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## - The Business Report -

Business and financial information targeting 35-44 year-old listeners.



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BUSINESS RADIO NETWORK

Consumer and business-oriented interactive talk programs on today's hottest topics.



Personal and business computer technology.



A financial "second opinion" for listeners.



An exchange of ideas and information between women in all types of businesses.



The latest trends in cuisine and travel.

## Wishing You Well

Physical health and emotional well-being.

## MainStreet

The movers and shakers making today's news.

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# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



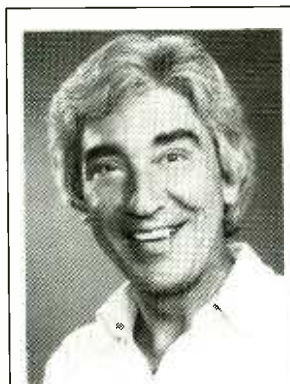
Michael W. Perry & Larry Price  
KSSK-AM & FM/Honolulu



Bill Wilkerson, Wendy Wiese, Bob Hardy  
KMOX/St. Louis



Bob Robbins  
KSSN/Little Rock



Wayne Perkey  
WHAS/Louisville

1. **WIVK-AM & FM/Knoxville (Ctry) 40.4**  
*Tim Wall, Darrin Wilhite*
2. **KSSK-AM & FM/Honolulu (AC) 29.4**  
*Michael W. Perry & Larry Price*
3. **KMOX/St. Louis (Talk) 24.0**  
*Bob Hardy, Bill Wilkerson, Wendy Weiss;  
Kevin Horrigan & Charles Brennan*
4. **WKSJ-AM & FM/Mobile (Ctry) 23.7**  
*Wayne Gardner & Bill Dotson; Scott O'Brien*
5. **WTIC/Hartford (AC) 22.7**  
*Tom McCarthy, Arnold Dean; Bob Steele*
6. **KXXY-AM & FM/Oklahoma City (Ctry) 22.3**  
*Dave Murray & Dan Stroud; Wade Carter*
7. **KSSN/Little Rock (Ctry) 22.2**  
*Bob Robbins*
8. **WHAS/Louisville (AC) 21.8**  
*Wayne Perkey; Jack Fox*
9. **WXBQ/Johnson City (Ctry) 21.6**  
*Richard Quillen*
10. **WCCO/Minneapolis-St. Paul (AC) 20.8**  
*Charlie Boone & Roger Erickson*
10. **WICC/Bridgeport (AC) 20.8**  
*John LaBarca, Tim Quinn*
12. **KDKA/Pittsburgh (AC) 20.5**  
*John Cigna & The K-Team*
13. **WITL-AM & FM/Lansing-E. Lansing (Ctry) 20.4**  
*Jay J. McCrae; Johnny Derringer*
13. **WUSY/Chattanooga (Ctry) 20.4**  
*Big Jon Anthony & Capt. Bobby Byrd*
15. **WRNS-FM/Greenville-New Bern, NC (Ctry) 20.3**  
*Wayne Carlyle*
16. **WNDE & WFBQ/Indianapolis (AOR) 20.2**  
*Bob & Tom*
17. **WZZK-AM & FM/Birmingham (Ctry) 20.1**  
*Patti & Doc*
18. **KHEY-FM/EI Paso (Ctry) 20.0**  
*Mark Montana*
19. **WCOS-AM & FM/Columbia, SC (Ctry) 19.9**  
*Mason & Dixon*
20. **WESC-AM & FM/Greenville (Ctry) 19.8**  
*Bob Hooper, B.J. Nash, Charlie Munson*
21. **WTQR/Greensboro (Ctry) 19.6**  
*Dale Mitchell & Aunt Eloise*
22. **WCMF/Rochester (AOR) 18.9**  
*Brother Wease Morning Circus*
22. **WDEF-AM & FM/Chattanooga (AC) 18.9**  
*Luther Masingill*
24. **WYNK-AM & FM/Baton Rouge (Ctry) 18.7**  
*Kenny Hazelette & Bob Bishop; Austin James*
25. **WAMZ/Louisville (Ctry) 18.6**  
*Dick Braun; Bobby Jack Murphy*

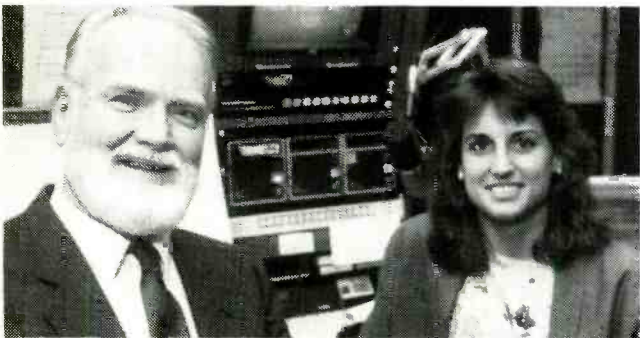
# DRIVETIME DOMINATORS

## AM Drive/Top 25

Average Cume Persons  
12+, M-F, 6-10am



Judy DeAngelis, Paul Smith, Michael O'Neil  
WINS/New York



Jim Donnelly, Brigitte Quinn  
WCBS/New York



Gary Bryan, Ross Brittain  
WHTZ/New York

1. **WINS/New York (News)** 1,843,400  
*Paul Smith, Michael O'Neill, Judy DeAngelis*
2. **WCBS/New York (News)** 1,438,300  
*Bridgette Quinn, Jim Donnelly*
3. **WHTZ/New York (CHR)** 1,049,900  
*The Z-Morning Zoo with Gary Bryan & Ross Brittain*
4. **KYW/Philadelphia (News)** 1,023,600  
*Pat Farnack, Harry Donahue, Ed Abrams*
5. **WCBS-FM/New York (Gold)** 983,100  
*Harry Harrison; Ron Lundy*
6. **WXRK/New York (CR)** 959,700  
*The Howard Stern Show*
7. **WRKS/New York (UC)** 954,800  
*Ken Webb & Jeff Fox*
8. **KIIS-AM & FM/Los Angeles (CHR)** 914,200  
*Rick Dees, Ellen K., Vick "The Brick" Jacobs, Chuck Street*
9. **WLTW/New York (AC)** 909,500  
*Bob Buchnen & Rosa Kaye*
10. **WOR/New York (Talk)** 872,000  
*John R. Gambling*
11. **WNSR/New York (AC)** 824,900  
*Jim Douglas & Liz White*
12. **KFWB/Los Angeles (News)** 797,000  
*Charlie Brailer, Jayne Bower, John Brooks*
13. **WGN/Chicago (AC)** 781,500  
*Bob Collins; Roy Leonard*
14. **KOST/Los Angeles (AC)** 778,200  
*Mark Wallengren & Kim Amidon*
15. **WPAT-AM & FM/New York (BIEZ)** 764,700  
*Bruce Owens*
16. **WQHT/New York (CHR)** 751,600  
*Howard Hoffman & Stephanie Miller; Deborah Rath*
17. **KLOS/Los Angeles (AOR)** 750,800  
*Mark & Brian*
18. **WNEW-FM/New York (AOR)** 750,300  
*Dave Herman*
19. **WPLJ/New York (CHR)** 722,400  
*Scott Shannon*
20. **WBBM-FM/Chicago (CHR)** 709,600  
*Eddie & Joe Bo Show with Karen Hand*
21. **WBBM/Chicago (News)** 692,000  
*John Hultman, Felicia Middlebrooks*
22. **KNX/Los Angeles (News)** 652,700  
*Dave Zorn & Tom Hule, Bill Keane*
23. **WFAN/New York (Sports)** 650,900  
*Don Imus*
24. **WBLS/New York (UC)** 632,000  
*Mike Love & Lisa Lopez*
25. **KCBS/San Francisco (News)** 591,500  
*Al Hart, Valerie Coleman*

# DRIVETIME DOMINATORS

## PM Drive/Top 25

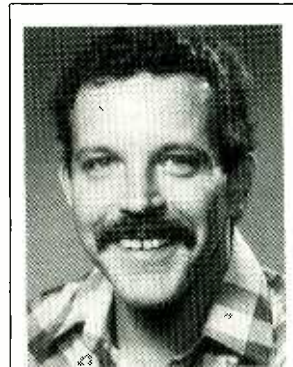
Average Quarter-Hour Share  
12+, M-F 3-7pm



Ed Brantley  
WIVK-AM & FM/Knoxville



Steve Taylor  
WXBQ/Johnson City



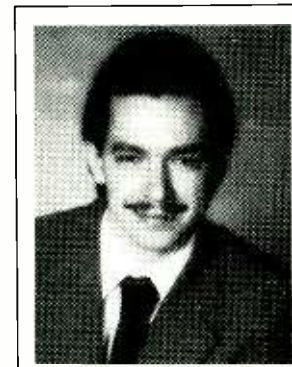
Don Moore  
KSSN/Little Rock



Jay Michaels  
WEZK-AM & FM/Birmingham



Coyote Calhoun  
WAMZ/Louisville



Scott Michaels  
WQUT/Johnson City

1. **WIVK-AM & FM/Knoxville (Ctry)** 30.4  
*Ed Brantley*
2. **WXBQ/Johnson City (Ctry)** 22.6  
*Steve Taylor*
3. **WUSY/Chattanooga (Ctry)** 20.8  
*The Bearman*
4. **KSSN/Little Rock (Ctry)** 20.2  
*Don Moore*
5. **KTEX/McAllen-Brownsville (Ctry)** 19.8  
*Kenny Garcia*
5. **WZZK-AM & FM/Birmingham (Ctry)** 19.8  
*Jay Michaels*
7. **WAMZ/Louisville (Ctry)** 19.7  
*Coyote Calhoun; Dan Robinson*
8. **KWEN/Tulsa (Ctry)** 19.4  
*Paul Langston*
9. **WQUT/Johnson City (CHR)** 19.1  
*Scott Michaels*
10. **WRNS-FM/Greenville-New Bern, NC (Ctry)** 18.5  
*Mark Reid*
11. **WKRZ/Wilkes Barre-Scranton (CHR)** 17.5  
*Jumpin' Jeff Walker*
12. **KHEY-FM/EI Paso (Ctry)** 17.3  
*Chris Michaels*
12. **KXXY-AM & FM/Oklahoma City (Ctry)** 17.3  
*Lynn Waggoner*
14. **WDUV/Sarasota-Bradenton (B/EZ)** 17.0  
*Automated*
15. **WBLX-FM/Mobile (UC)** 16.9  
*Double D; Jammin' Jimmy Olsen*
16. **KGBT/McAllen-Brownsville (Span)** 16.7  
*Hugo De La Cruz; Ramon Tellez*
16. **WTQR/Greensboro (Ctry)** 16.7  
*Danny Hall*
18. **WCMF/Rochester (AOR)** 16.6  
*Janet Merriam*
19. **WEZN/Bridgeport (AC)** 16.5  
*Katherine Mills*
19. **WITL-FM/Lansing-E. Lansing (Ctry)** 16.5  
*Joe Bryan; K.J.*
21. **WCOS-FM/Columbia, SC (Ctry)** 16.4  
*Glen Garrett*
22. **WKSJ-AM & FM/Mobile (Ctry)** 16.1  
*Jef Funk*
23. **WYNK-AM & FM/Baton Rouge (Ctry)** 15.6  
*Phil Williams*
23. **WXLK/Roanoke-Lynchburg (CHR)** 15.5  
*David Lee Michaels; Eddie Haskell*
25. **WIKS/Greenville-New Bern, NC (UC)** 15.4  
*Jeff Kenney*

# DRIVETIME DOMINATORS

## PM Drive/Top 25

Average Cume Persons  
12+, M-F, 3-7pm



Elvis Duran  
WHTZ/New York



Bob Shannon  
WCBS-FM/New York



Steve Roy  
WLTW/New York



Carol Ford  
WRKS/New York



Magic Matt Alan  
KIIS-AM & FM/Los Angeles



Dan Taylor  
WBSR/New York

1. **WHTZ/New York (CHR)** 1,076,800  
*Elvis Duran*
2. **WCBS-FM/New York (Gold)** 1,062,000  
*Bob Shannon*
3. **WLTW/New York (AC)** 1,004,100  
*Steve Roy, Sandy Jackson; Valerie Smaldone*
4. **WRKS/New York (UC)** 984,500  
*Carol Ford; Wendy Williams*
5. **WQHT/New York (CHR)** 926,800  
*Al Bandiero; Jeff Thomas*
6. **KIIS-AM & FM/Los Angeles (CHR)** 918,500  
*Magic Matt Alan; Sean "Hollywood" Hamilton*
7. **WNSR/New York (AC)** 914,900  
*Dan Taylor; Allan Ross*
8. **WINS/New York (News)** 894,600  
*Alice Stockton-Rossini, Ralph Howard*
9. **WPLJ/New York (CHR)** 886,300  
*Sky Walker*
10. **WPAT-AM & FM/New York (B/EZ)** 842,500  
*Ken McKenzie*
11. **WNEW-FM/New York (AOR)** 820,200  
*Scott Muni; Carol Miller*
12. **KOST/Los Angeles (AC)** 776,700  
*Bryan Simmons; Laurie Sanders*
13. **WCBS/New York (News)** 776,900  
*Therese Crowley, Tom Franklin*
14. **WBLS/New York (UC)** 731,300  
*Frankie Crocker; Sammy Mack*
15. **WXRK/New York (CR)** 694,500  
*Flo & Eddie; Meg Griffin*
16. **WBBM-FM/Chicago (CHR)** 688,400  
*Gary Spears; George McFly*
17. **KPWR/Los Angeles (CHR)** 657,000  
*Joe "The Boomer" Servantez*
18. **WOR/New York (Talk)** 647,400  
*Gil Gross; Dick Oliver*
19. **KFWB/Los Angeles (News)** 642,400  
*Judy Ford, Dan Avey, Stan Bohrman*
20. **WYNY/New York (Ctry)** 638,500  
*Dan Daniel*
21. **KLOS/Los Angeles (AOR)** 617,300  
*Gino Michellini; Steve Downes*
22. **KRTH/Los Angeles (Gold)** 611,700  
*Mucho Morales; Jay Coffay*
23. **WABC/New York (Talk)** 607,400  
*Bob Grant; Adriane Berg*
24. **WGN/Chicago (AC)** 585,400  
*Spike O'Dell; Al & Ed*
25. **KYW/Philadelphia (News)** 585,200  
*Bill Shusta, Don Lancer*

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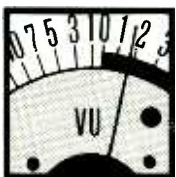
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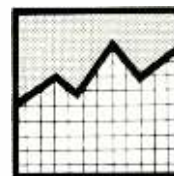
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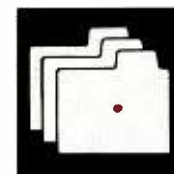
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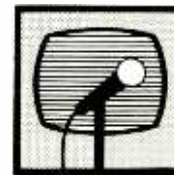
## **RESEARCH FIRMS**

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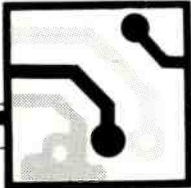
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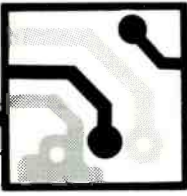


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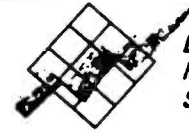
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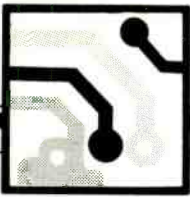
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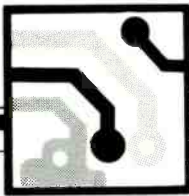
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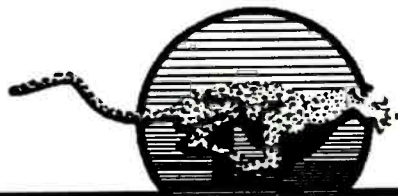
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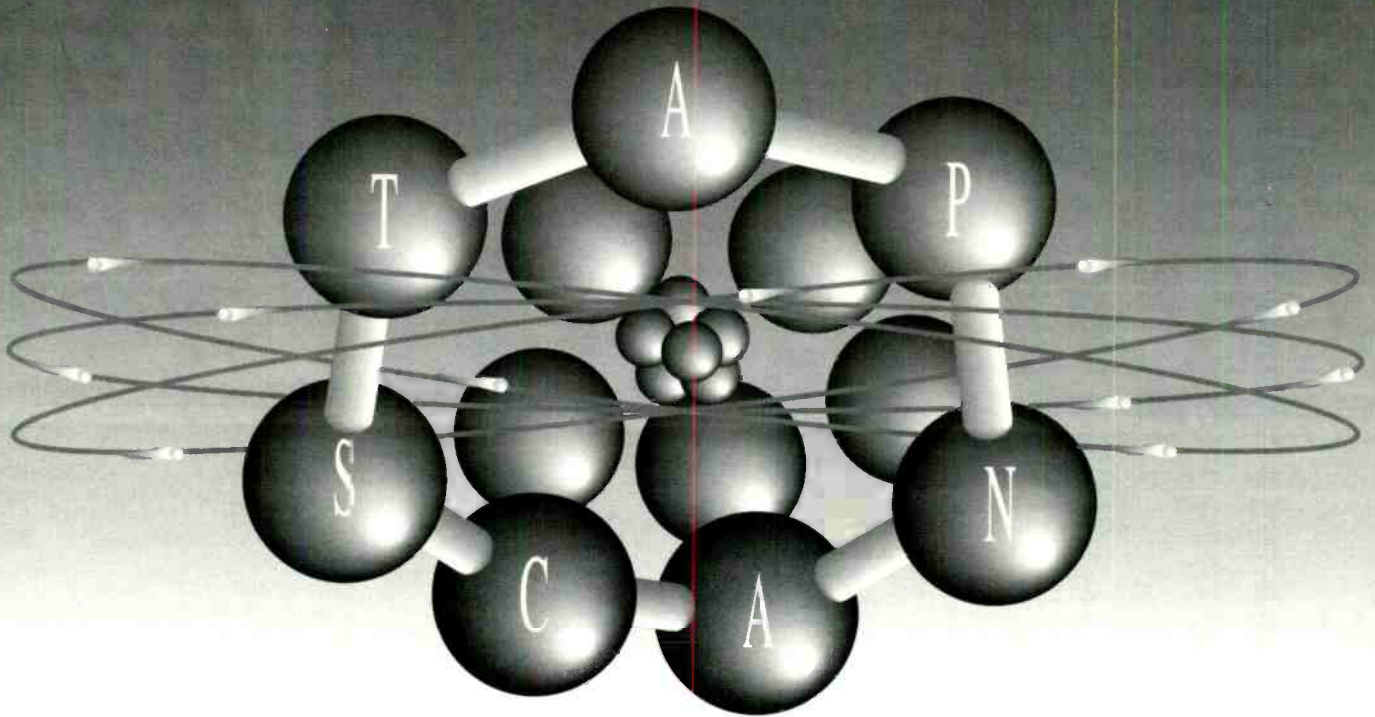
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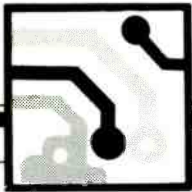
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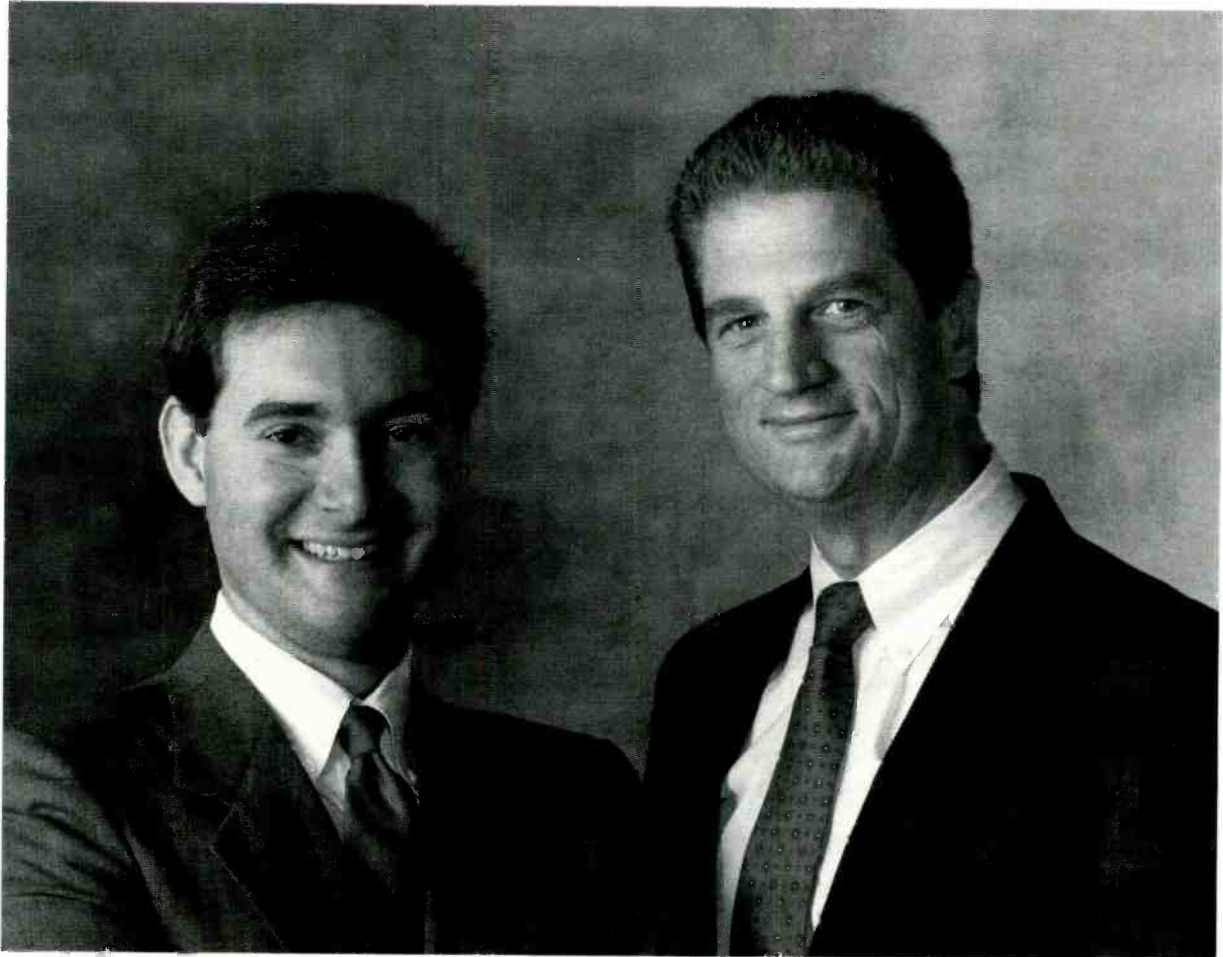
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Hollywood, CA 90028  
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FAX: (213) 463-5809

**Bill E. Brock, President**

**Jack E. Baker, Administration Director**

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FAX: (608) 831-5779

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FAX: (602) 998-8631  
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**Talent Network**  
Box 521509  
Longwood, FL 32752  
(407) 260-0727  
**Gary Kines**

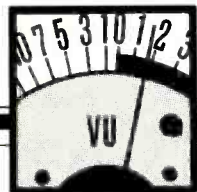


**TALENTMASTERS**  
Parkway 575  
Suite 310  
Woodstock, GA 30188  
(404) 926-7573  
FAX: (404) 926-5932  
**Don Anthony, President**  
**Lisa Mulcahy, Client Services**

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Suite 1200  
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(312) 774-8925  
**Bob Barnes-Watts, President**

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Canada, L1S 1P6  
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FAX: (416) 683-0186  
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FAX: (201) 342-4742  
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FAX: (214) 252-0020  
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**David Roubush, Corporate Marketing Manager**  
**David Angress, Director/National Sales**  
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FAX: (918) 256-6110  
**Jim "Bud" Duvall, President**  
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**A = Amplifiers**  
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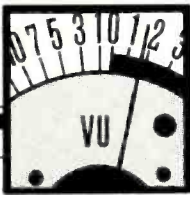
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**Michael Binns**, Marketing Manager

## Amber Electro Design

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Canada, H4T 1V8  
(514) 333-8748, (800) 361-3697  
FAX: (514) 333-1388

**Vincent DeSouza**, Sales Manager

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San Fernando, CA 91340  
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**Bob Pellino**, Area Sales Manager  
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FAX: (707) 762-4811

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Bethel, CT 06801  
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**John Gluck**, President/AMS North America  
C CL EFX M P

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**Mike Palmer**, President  
C

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FAX: (616) 452-1652

**David Veldsma**, President  
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**Ken Reichel**, Vice President  
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FAX: (617) 924-0497

**Octavio Brito**, President  
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FAX: (612) 949-6000

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**Dave Swanson**, Branch Manager  
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FAX: (901) 365-8629

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**Steve Sage**, President  
**Murray Shields**, Sales Manager  
C CR

**A** = Amplifiers  
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FAX: (619) 296-8734  
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C

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28111 N. Avenue Stanford  
Valencia, CA 91355  
(805) 257-4853  
FAX: (805) 257-8065  
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FAX: (508) 535-1441  
**Charlie Angelakis, President/CEO**  
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FAX: (619) 433-1590  
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FAX: (714) 895-6728  
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(404) 351-9816  
FAX: (404) 355-0430  
**Duane Berge**  
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FAX: (516) 935-8018  
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**BGW Systems**  
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(714) 898-7224  
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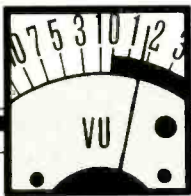
**Broadcast Electronics**  
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FAX: (217) 224-9607  
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FAX: (206) 565-8114  
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FAX: (612) 338-8129

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**John Binsfeld**

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**Joseph Foti, Vice President**

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FAX: (415) 351-0500

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**David Roudebush, Corporate Marketing  
Manager**

**David Angress, National Sales Director**

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FAX: (703) 354-0216

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**A = Amplifiers**

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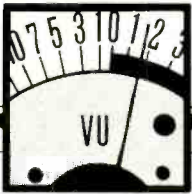
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FAX: (201) 808-1608

**Laura Tyson, Sales Manager**

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FAX: (203) 381-7100

**Marie Bianchi, Director/Market Communications**

**Digital Audio Information Systems, Inc.**

(DAISI)  
1200 Blalock, Suite 202  
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(713) 465-1511, (800) DAISI-01  
FAX: (713) 465-1634

**Maurice Collins, President**  
O

**Digital Broadcast Associates**

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FAX: (818) 567-2917

**Ron DeBry**  
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FAX: (801) 262-4966

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FAX: (818) 953-7791

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FAX: (818) 998-1507

**Kay Dorrough**  
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FAX: (616) 695-1304

**Keith Clark**  
A C CL E L M MO

**ESE**

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FAX: (213) 322-8127

**Bob Mayers, VP/Sales Manager**  
A D T

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**Gil Griffith, Sales Manager**  
EFX

**The Express Group**

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FAX: (619) 298-4143

**Robin Andrus**

**Fidelipac Corp.**

P.O. Box 808  
Moorestown, NJ 08057  
(609) 235-3900  
FAX: (609) 235-7779

**Roger Thanhauser, President**  
C CR RC

**FMX Stereo/Broadcast Technology Partners**

525 Woodward Avenue  
Bloomfield Hills, MI 48304  
(313) 540-4380

FAX: (313) 540-0942  
**Benjamin Micznik, Director/Marketing**  
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**Fostex Corp.**

15431 Blackburn Avenue  
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(213) 921-1112

FAX: (213) 802-1964  
**Mark Cohen, VP/Sales & Marketing**  
A H L M MO RC TP

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5914 Maple  
Houston, TX 77074  
(713) 774-3314, (800) 634-8601  
FAX: (713) 774-1306

**Bernie Giesler, President**  
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**Gentner Electronics Corp.**

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Salt Lake City, UT 84119  
(801) 975-7200

FAX: (801) 977-0087  
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**Gotham Audio Corp.**

1790 Broadway  
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(212) 765-3410

FAX: (212) 265-8459  
**Russell O. Hamm, President**  
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**Harris Allied Broadcast Equipment**

3200 Wismann Lane  
P.O. Box 4290  
Quincy, IL 62305-4290  
(217) 222-8200

FAX: (217) 222-7041

**Ron Frillman, Manager/Domestic Radio Sales**

**Gus Ezcurra, VP/Int'l Sales**  
C D MO P TA TP TR

**Harris-Allied Broadcast Equipment-Distribution**

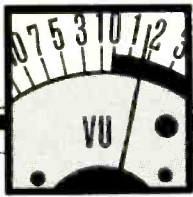
P.O. Box 1487  
3712 National Road West  
Richmond, IN 47375  
(800) 622-0022, (317) 962-8596  
FAX: (317) 962-8961

**Tom Harle, Sales Manager**  
D

**A = Amplifiers**  
**C = Consoles: On-Air & Production**  
**CL = Compressors/Limiters**  
**CR = Cart Deck**  
**D = Distributor**  
**E = Equalizers**  
**EFX = Effects, Reverbs, Digital Delay**

**H = Headphones**  
**L = Loudspeakers**  
**M = Microphones**  
**MO = Monitoring Equipment**  
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**T = Turntables & Accessories**  
**TA = Towers/Antennas**  
**TP = Tape Deck (Reel-to-Reel)**  
**TR = Transmission Equipment**



# EQUIPMENT SUPPLIERS

## Harris-Allied Broadcast Equipment-Manufacturing

P.O. Box 4290  
3200 Wismann Lane  
Quincy, IL 62305-4290  
(217) 222-8200  
FAX: (217) 222-7041  
**Gustavo Ezcurra**, Vice President/Sales  
D TA TR

## Harrison by GLW

437 Atlas Drive  
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(615) 331-8800  
FAX: (615) 331-8883  
**Brad Harrison**  
**Gary Thielman**  
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## Henry Engineering

503 Key Vista Drive  
Sierra Madre, CA 91024  
(818) 355-3656  
FAX: (818) 355-0077  
**Hank Landsberg**, Owner  
A C T

## IBSS Ltd.

P.O. Box 303  
Binbrook  
Ontario, CN LOR 1C0  
(416) 692-3330  
FAX: (416) 692-4033  
**Rob Mueser**, Technical Director  
CL D P

## IDC Communications, Inc.

5555 Triangle Parkway  
Waterford Centre, Suite 140  
Norcross, GA 30092-2554  
(404) 446-9684  
FAX: (404) 448-6396  
**Robert Payne**

## IGM Communications

4041 Home Road  
Bellingham, WA 98226  
(206) 733-4567  
FAX: (206) 734-7939  
**Carl Peterson**  
CR

## Inovonics, Inc.

1305 Fair Avenue  
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FAX: (408) 458-0554  
**Jim Wood**, President  
**Joe McMurphy**, Director/Marketing  
CL MO P



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FAX: (309) 828-1386

**Jim Woodworth**,  
General Sales Manager

**Bruce Helling**,  
Marketing/Communications Mgr.  
**Mike Bove**, Regional Sales Manager  
**Ray Updike**, Regional  
Sales Manager  
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## Intraplex

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Littleton, MA 01460-3427  
(508) 486-3722  
FAX: (508) 486-0709  
**J. Peter Eadie**  
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## JBL Professional

8500 Balboa Blvd.  
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(818) 893-8411  
FAX: (818) 893-3639  
**Mark Gander**  
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San Jose, CA 95152  
(408) 729-3838  
FAX: (408) 926-1003  
**John E. Leonard**, President  
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## Kahn Communications

222 Westbury Avenue  
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(516) 222-2221  
**Leonard R. Kahn**, President  
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## KMD Labs, Inc.

1212 N. San Fernando Road  
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Burbank, CA 91504  
(818) 834-1844, (800) 633-5319  
FAX: (818) 834-1843  
**Mike Kennedy**, Sales Manager

## Koss Corporation

4129 N. Port Washington Avenue  
Milwaukee, WI 53212  
(414) 964-5000  
FAX: (414) 964-8615  
**Jill McCurdy**, Marketing Director  
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## LBA Technology, Inc.

P.O. Box 8026  
Greenville, NC 27835  
(919) 757-0279, (800) 248-6277  
FAX: (919) 752-9155  
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**Jay Batista**, Vice President/Marketing  
TA TR

## Lexicon, Inc.

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FAX: (617) 891-0340  
**Janice Leavitt**, Sales Administrator  
EFX

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Riverside Plaza  
115 River Road  
Edgewater, NJ 07020  
(201) 945-8700  
FAX: (201) 945-9548  
**Otto Schubert**, President  
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## Logitek

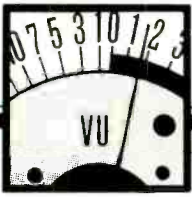
3320 Bering Drive  
Houston, TX 77057  
(800) 231-5870, (713) 782-4592  
FAX: (713) 782-7597  
**Tag Borland**, President  
A C CL MO

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28 Bacton Hill Road  
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 (215) 644-1123  
 FAX: (215) 644-8651  
**John Devecka, Sales Manager**  
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## **The Management**

Box 1-36457  
 Ft. Worth, TX 76136  
 (817) 625-9761, (800) 334-7823  
 FAX: (817) 624-9741  
**Pete Charlton, President**  
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## **Marathon Products Co.**

69 Sandersdale Road  
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 (508) 248-3157, (508) 853-0988  
**Richard D. Myers, President/Owner**  
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## **Marti Electronics**

1501 N. Main Street  
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 (817) 645-9163  
 FAX: (817) 641-3869  
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## **McCurdy Radio Industries**

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 Canada, M4A 2L4  
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**Cyril Machado**  
**Dan Kupiec**  
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 Salem, NH 03079  
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**James Waterman, Sales Manager**  
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 FAX: (214) 869-0898

**Jay Wallace, Sales Manager**  
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 (612) 696-0123  
 FAX: (612) 696-0100

**Thomas Ambrose, VP/Network Operations**

## **Modulation Sciences**

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 FAX: (201) 302-0206

**Eric Small, VP/Engineering**  
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## **Moseley Associates**

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 FAX: (805) 685-9638

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 FAX: (619) 698-1268

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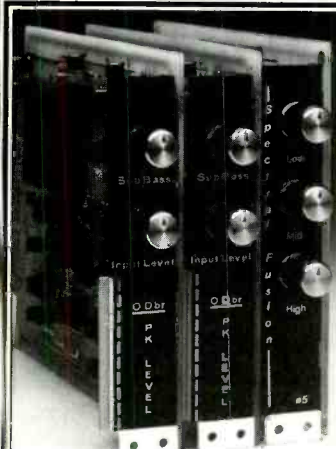
# Digimod 2000

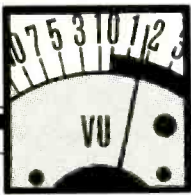
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**Steven Stepp**  
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## National Supervisory Network

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Avon, CO 81620  
(800) 345-8728

**Bill Sepmeier**  
E O

## Neve, A Siemens Company

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Bethel, CT 06801  
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FAX: (203) 792-7863

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**Anthony H. Langley**, VP/Broadcast & Post  
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**Peter Kehoe**, Senior Sales Engineer (NYC)

**Nick Balsamo**, Senior Sales Engineer (NYC)

**Tom Semmes**, Southeast Regional  
Sales Manager

**Arnold Toshner**, Western Regional Manager

**Joseph Naccarato**, GM/Neve Canada

**Douglas Ordon**, Regional Sales Manager  
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## New England Digital

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(603) 448-5870  
FAX: (603) 448-3684

**Ted Pine**, VP/Marketing &  
Product Development

## New World Music & Sound

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(619) 569-1944  
FAX: (619) 569-2040

**Jim Scott**, Owner  
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## Northeast Broadcast Lab

P.O. Box 1179  
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FAX: (518) 793-7423

**Bill Bingham**

**Texas Office:** (214) 612-2053

**New Hampshire Office:** (603) 483-1002

**Pennsylvania Office:** (215) 322-2227

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## Numark Electronics

503 Newfield Avenue  
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(908) 225-3222

FAX: (908) 287-2155

**Robert Kotovsky**, Vice President

A EFX H L M NR T

## Opus Recording & Equipment

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**Fred Bergstrom**

## Orban

(a division of AKG Acoustics)

1525 Alvarado Street  
San Leandro, CA 94577  
(415) 351-3500  
FAX: (415) 351-0500

**S. Richard Ravich**

**Bob Orban**, Chief Engineer

**Howard Mullinckak**, International  
Sales Director

**Jesse Maxenchs**, National Sales  
Manager W.S.

CL E EFX P

## Otari Corporation

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(415) 341-5900

FAX: (415) 341-7200

**James Goodman**, National Sales Manager

CR TP

## Pacific Recorders & Engineering Corp.

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(619) 438-3911

FAX: (619) 438-9277

**Mike Dosch**

C CR D NR

## Phi Technologies, Inc./NAGRA

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Oklahoma City, OK 73105  
(405) 521-9000

FAX: (405) 524-4254

**Robert P. Gelernter**, Director/Sales  
& Marketing

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## Professional Audio Supply

5700 East Loop 820 S  
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(817) 483-7474

FAX: (817) 483-9952

**John Reed**, General Manager

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## QEI Corp.

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Williamstown, NJ 08094  
(609) 728-2020, (800) 334-9154  
FAX: (609) 629-1751

**Jeff Detweiler**, Domestic Sales Manager  
A MO P TA TR

## QSC Audio Products

1926 Placentia Avenue  
Costa Mesa, CA 92627  
(714) 645-2540  
FAX: (714) 645-7927

**Pete Kalmen**, Sales Manager

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## Quantum Audio Labs

2752 Walnut Avenue  
Tustin, CA 92680  
(714) 838-8833

FAX: (714) 838-9619

**Barbara Mullins**, Sales Administrator

C

## Radio Resources and Services Corp.

1201 S. Sharp Street  
Baltimore, MD 21230  
(301) 783-0737, (800) 54-RADIO  
FAX: (301) 783-4635

**Ashley Scarborough**, President

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## Radio Systems, Inc.

110 High Hill Road  
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(609) 467-8000, (800) 523-2133  
FAX: (609) 467-3044

**Daniel Braverman**, President

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**Keith Gertzman**

## Rainbow Enterprises

332 Martin Lane  
Salt Lake City, UT 84107  
(801) 268-8887  
FAX: (801) 269-8886

**Phil Barry**, General Manager

L

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**RAM Broadcast Systems**  
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Barrington, IL 60011-3100  
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FAX: (708) 382-8818  
**Ron Mitchell, President**  
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**Ramko Research**  
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Rancho Cordova, CA 95742  
(800) 678-1357  
FAX: (916) 635-0907  
**Michael Pardee**  
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**Richardson Electronics, Ltd.**  
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La Fox, IL 60147  
(800) 348-5580  
FAX: (708) 208-2550  
**Joel Levine, Vice President**  
**Larry Broome**  
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**Satellite**  
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FAX: (708) 571-4909  
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**Schafer World Communications Corp.**  
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FAX: (703) 783-2064  
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H M

**Shively Laboratories**  
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FAX: (207) 647-8273  
**Jon Clark, Marketing Manager**  
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FAX: (708) 866-2279  
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M

**Smarts Broadcast Systems**  
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FAX: (712) 852-3061  
**John Schad**

**Sono-Mag Corporation**  
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FAX: (309) 452-2521  
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**Courney Spencer**  
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FAX: (818) 893-3639  
**David Kimm, Director/Market Development**  
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**SoundTech**  
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FAX: (219) 293-6467  
C

**Spencer Broadcast**  
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FAX: (602) 843-2860  
**Charles Spencer, President**  
D

**Stanton Magnetics, Inc.**  
101 Sunnyside Blvd.  
Plainview, NY 11803  
(516) 349-0235  
FAX: (516) 349-0230  
**G.L. Bidwell, VP/Professional Products**  
H T

## STUDER REVOX

**Studer Revox America, Inc.**  
1425 Elm Hill Pike  
Nashville, TN 37210  
(615) 254-5651  
FAX: (615) 256-7619  
**Tore B. Nordahl, President**  
C L T P

**Sunkyon Magnetic America Inc.**  
4041 Via Oro Avenue  
Long Beach, CA 90810  
(213) 830-6000  
**S.W. Park, Executive Vice President**  
**S.C. Lee, Manager**  
**Joe Kemper, Technical Director**

**Symetrix**  
4211 24th Avenue W  
Seattle, WA 98199  
(206) 282-2555  
FAX: (206) 283-5504  
**Dane Butcher, President**  
A C L N R

**The Systemation Corporation**  
337 N. Water Street  
Decatur, IL 62523  
(217) 428-7101  
FAX: (217) 423-9764  
**Steve Bellinger, President**  
**Maureen Bellinger, Executive Assistant**  
**Robert Wille, Manager**  
A B M S T

**Tapecaster**  
7174A Industrial Drive  
Southaven, MS 38671  
(800) 638-0977  
**Bob Jones, Manager**  
C R

**Target Tuning, Inc.**  
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Moonachie, NJ 07074  
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FAX: (201) 935-6548  
**Dan Flohr, Chairman**  
**Tina Jacobs, Executive Vice President**

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## **TEAC of America, Inc.**

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(213) 726-0303  
FAX: (213) 727-7656

**Ken Hirata, Mgr./Marketing Communications**  
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## **Technidisc, Inc.**

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FAX: (313) 435-8540

**Leon Chick, Sales**  
AV PL

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**Tom Fitch, President**  
TA TR

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FAX: (612) 736-1246  
**James S. Hoskins, Product Manager**  
**Joe Leon, (612) 733-7732**  
RC

## **360 Systems**

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FAX: (818) 342-4372  
**Don Bird, Director/Marketing**  
CR

## **Titus Technological Laboratories**

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**Laurence Titus, President**  
EFX MO P TR

# TM century

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FAX: (704) 262-0844

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FAX: (918) 428-1423

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## **Trident Audio USA**

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**Phil Wagner, Sales Manager**

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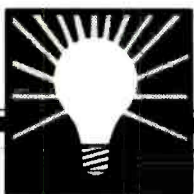
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**David Roudebush, Corporate Marketing Manager**  
**David Angress, Director/National Sales**

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**Todd Westrich, Assistant Sales Manager**

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Florence, KY 41042-0247  
(800) 729-7446, (606) 371-2880  
FAX: (606) 371-0892  
**Minda Matthews, Marketing Manager**



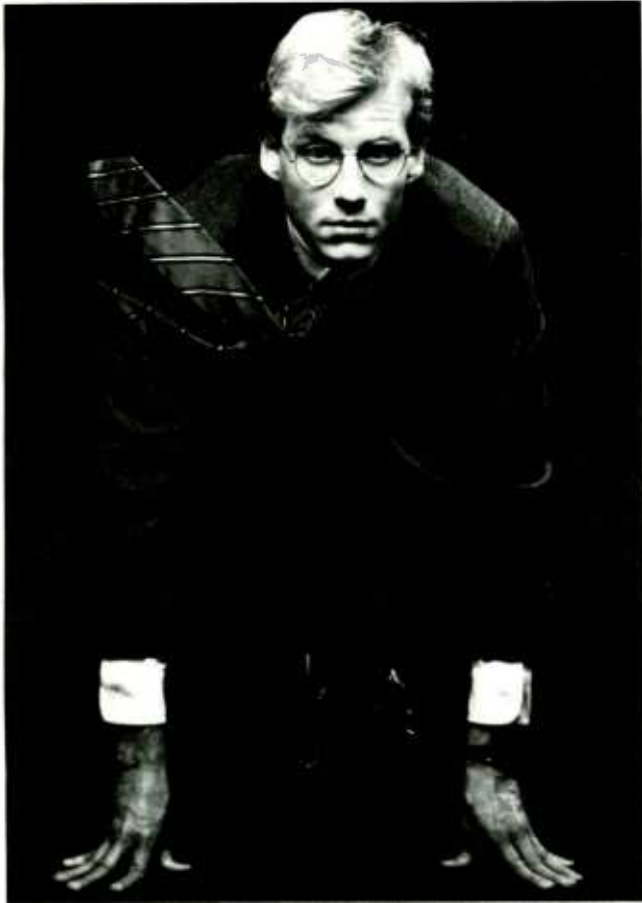
## **AMFM**

**Advanced Marketing for Media**

4410 Harding Place  
Nash, TN 37205  
(615) 298-5978  
FAX: (615) 298-5979  
**Vic Rumore, President**  
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## **AIM YOUR STATION NOW WITH STATE-OF-THE-ART TECHNOLOGY AND SUPER-SERVE YOUR CORE!**

Impact your **TARGET MARKET** by marketing your station only to your correct prospects—those who are likely to listen. But this is not as simple as it used to be...

...that's because radio's best users aren't spending time with traditional mass media. In short, the marketplace is highly fragmented. You may know these new technologies as direct, target, vertical, niche or micro-marketing. By whatever name, these strategic one-to-one marketing processes are now available to broadcast marketers.

## ***DATABASE MARKETING PROFILES, IDENTIFIES, PERSUADES & BONDS.***

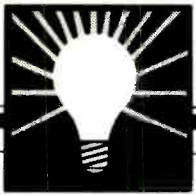
We'll professionally develop a Database Marketing System exclusively for your station. Within this system, we'll create highly targeted programs that enable you to profile and identify your audience. You'll persuasively bond, command, develop and actively manage your core while building TSL. (Remember, up to 75% of your TSL comes from just 20-25% of your audience!)

Improve the profitability of your station! Begin developing your specific target-marketing program by calling us today to discuss (in confidence) your specific needs.

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**Miami 305-662-9524 • Chicago 312-693-6919 • Los Angeles 818-782-9524**

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FAX: (214) 250-6014

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**Dolly Arnold, VP/Executive Director**  
**Larry Mangiameli, VP/Executive Director**

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FAX: (513) 683-9177

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FAX: (303) 449-2074  
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Wichita, KS 67206  
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FAX: (316) 652-6800  
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**Dan Weatherford, Product Manager/Cityline**  
**Bud Calvert, National Sales Director/Cityline**

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FAX: (303) 979-7622  
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FAX: (305) 667-5639  
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**Bud Henderson, VP/Database Management**  
**Bonnie Pearl, Operations Manager**  
**Kathy Walker, Business Manager**  
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Louisville, KY 40202  
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Kansas City, MO 64111  
(816) 753-3277  
FAX: (816) 561-0800  
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**Chip Osborn, Partner**

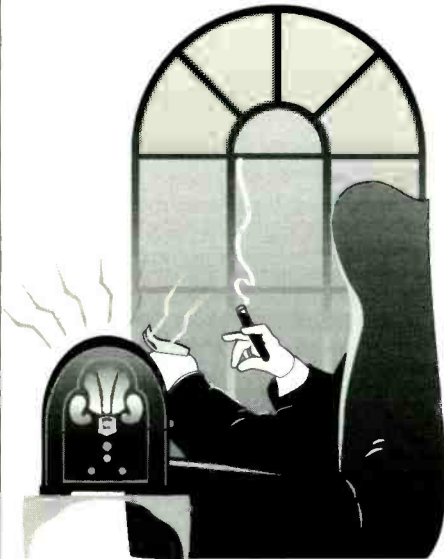
## **Broadcast Products, Inc.**

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P.O. Box 2500  
Elkhart, IN 46515  
(219) 293-4700  
FAX: (219) 294-3895  
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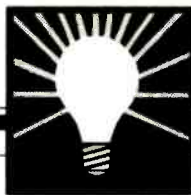
SCA promotions are everyone's favorites. Sponsors love the extra pull. Stations build audience share and listeners lineup to be winners. To date, SCA has covered over one half billion dollars in prizes and paid over \$5 million dollars to lucky winners.

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Sherman Oaks, CA 91423  
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FAX: (818) 788-2314  
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FAX: (505) 296-2817  
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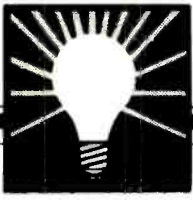
*Direct Mail/Telemarketing*  
5400 Central Avenue  
St. Petersburg, FL 33707  
(813) 367-3854  
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**T.J. Lambert, VP/General Manager**  
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FAX: (513) 761-0596  
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**Catherine Jung**

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FAX: (707) 253-1670  
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(800) 733-8748  
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FAX: (815) 273-3966  
**Hobart Carstairs, Sales Manager**

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FAX: (213) 983-3708  
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**First Marketing Group**  
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Salt Lake City, UT 84158-1021  
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FAX: (801) 583-4030  
**Lee Wagstaff**

**FirstCom**  
13747 Montfort Drive  
Suite 220  
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FAX: (214) 404-9656  
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**Cecelia Garr, President/CEO**

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**Al Rosin, President**

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FAX: (213) 653-0498  
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**R.J. GALLUCCI & ASSOCIATES**  
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**Bob Gallucci, Principal**

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FAX: (407) 626-2639  
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**Charles J. Givens Organization, Inc.**  
*Media Marketing Division*  
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FAX: (407) 774-0234  
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**GMI Broadcast Services**  
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Suite P-100  
Seattle, WA 98032  
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FAX: (206) 656-8444  
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(213) 464-7383, (818) 718-7383  
FAX: (213) 464-1655  
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**Relissa Tobman**

**Graphics 3**  
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P.O. Box 937  
Jupiter, FL 33468-0937  
(407) 746-6746  
FAX: (407) 746-6922  
**Robert Herlin, Director/Marketing**

**Great Southern Company**  
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Suite 605  
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(213) 859-7919  
FAX: (213) 859-0576

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FAX: (404) 252-0697  
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**Elizabeth LaBar, (212) 929-7485**

**Habitat Industries**  
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20th Floor  
New York, NY 10018  
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FAX: (212) 869-1915  
**Sandford Kay, Director/Marketing**  
**Bill McGrail, Director/Marketing**

**Hazel's Fantasy Factory**  
1515 N. Portland  
Oklahoma City, OK 37107  
(405) 942-9960  
FAX: (405) 943-9643  
**Diane Beleele, Sales & Marketing**

**Highest Joy Entertainment**  
P.O. Box 2272  
Beverly Hills, CA 90213  
(213) 850-7149  
**Rych McCain, CEO**

**Hoberg Communications Consultants**  
1600 2nd Avenue SW  
Minot, ND 58701  
(701) 852-0344  
FAX: (701) 839-7335  
**Don Hoberg, President**

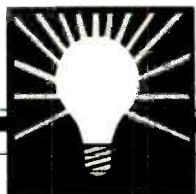
**Hospitality Promotions Association**  
2930-E Arwiler Court  
Atlanta, GA 30360  
(800) 877-5252, (404) 449-5400  
FAX: (404) 513-0699  
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**Hot Spots American**  
c/o JCO Communications, Inc.  
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Toronto, Ontario, CN L5L 2C2  
(416) 820-6400  
FAX: (416) 820-9512  
**Joey Cee, Executive Producer**



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ENTERTAINMENT MARKETING™ INC.

**Ron Huntsman**  
**Entertainment Marketing**  
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FAX: (615) 443-7301  
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FAX: (502) 584-8864

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**Diane Orange**

**Suzanne Bonsett**

**Sharon Mahoney**

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Suite 215

Del Mar, CA 92014

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FAX: (619) 481-9920

**Doug Armstrong, Mike Ring**



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**Renate Harshaw, President**

**Gregory Donches, VP/Marketing**

**Mark Klevence, VP/  
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## **Impact Target Marketing**

### **Impact Target Marketing**

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(617) 247-4770

FAX: (617) 536-0904

**Eric Corwin, President**

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*Starlazer Searchlights*  
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Brunswick, OH 44212  
(216) 273-3200

FAX: (216) 273-3212

**Lenny Freed, Account Executive**

### **Inter-Active Marketing, Inc.**

*Direct Responses & Database Marketing*  
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(703) 771-3385

FAX: (703) 771-3386

**Tom Durney, President**

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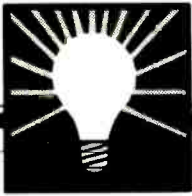
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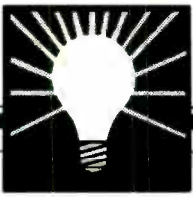
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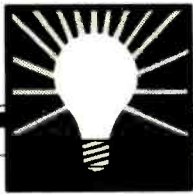
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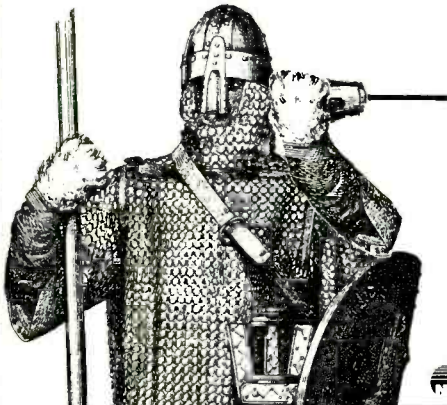
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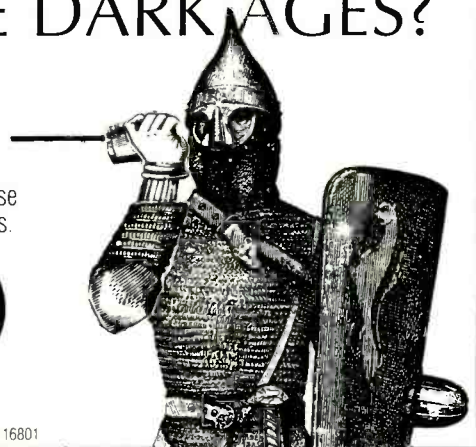
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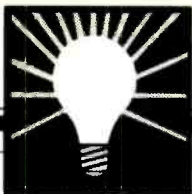


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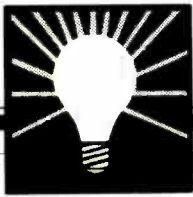
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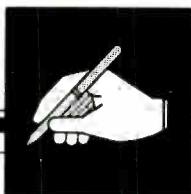
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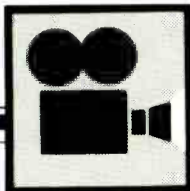
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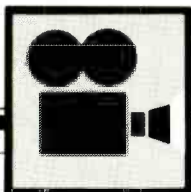
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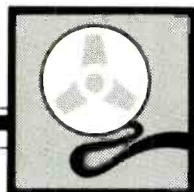
500 South Buena Vista Street  
Burbank, CA 91521  
(818) 560-5045  
FAX: (818) 560-2730  
**Terry Press, VP/Publicity**

## Warner Bros.

4000 Warner Blvd.  
Burbank, CA 91522  
(818) 954-6235  
FAX: (818) 954-6570  
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## Windstar Studios, Inc.

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FAX: (719) 635-7119  
**Dane Scott, Vice President**



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## ABC Radio Production Services

125 West End Avenue  
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FAX: (212) 456-5326  
**Linda Arcoleo, Manager**  
AV SFX J PL VO

## Aircraft Music Library

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FAX: (617) 367-1521  
**Mark Cuddy, Producer**  
SFX J PL

## Airforce Broadcast Services

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FAX: (416) 961-7754  
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### Rick Allen Creative Services

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## Gary Allyn Radio Enterprises

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FAX: (619) 740-1100  
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## Alpha Lyracom/Pan American Satellite

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FAX: (203) 622-9163  
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Broadcast Services  
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P.O. Box 66455  
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SL

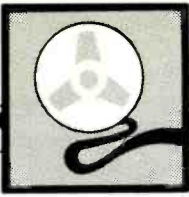
## Andromeda Imaging & Concepts

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**Dale Kelly**  
PL J SFX VO

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SFX = Sound Effects

J = Jingles & Musical ID's  
PL = Production Libraries  
SL = Song Libraries

SU = Satellite Uplink Services  
VO = Voiceover ID's, Liners & Promos



# PRODUCTION SERVICES

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Sales Director  
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AV SFX J PL

**Stephen Arnold-Music Production**  
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FAX: (214) 891-9623  
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FAX: (214) 250-6014  
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**Larry Mangiameli, VP/Executive Director**  
SFX J PL SL

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FAX: (214) 991-1853  
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AV

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(818) 845-8020  
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FAX: (303) 494-3548  
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VO

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FAX: (615) 321-5770  
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FAX: (214) 386-5207  
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(704) 254-0757  
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J PL

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Suite 1C  
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FAX: (212) 489-9138  
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J

**Bob Barnes Creative Services, Inc.**  
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FAX: (407) 422-2059  
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**Greg Bennett**

**Rob Bennethum**  
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**Walter Powers, VP/Operations**  
**Rich Washer, Director/Sales**  
**Steve Kline, Client Service Director**  
**Paula Grandolph,**  
Account Executive  
**Michael Krafcsin, Sales/**  
Program Consultant  
**Ford Colley, Programmer**  
**Dave McKay, Program Director**  
SL

AV = Audio/Video Tape Duplication  
SFX = Sound Effects

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**Phil Brewer**  
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FAX: (303) 759-8213

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PL VO

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FAX: (501) 791-2FAX  
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**Brad Sweeney, Vice President**  
AV SFX J VO

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VO

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FAX: (619) 460-5685  
**George Junak**  
AV

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**David W. Carroll, Marketing**  
Manager/Sales  
**John D. Amato, Sales & Promotion**  
PL

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FAX: (212) 564-5433  
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AV J

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**Corky Coreson, President**  
VO PL

## **Crabtree Productions**

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Huntington, WV 25705  
(800) 232-9782  
**Steve Crabtree, President**  
VO

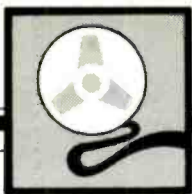
## **MCP MITCH CRAIG** PRODUCTIONS

**Mitch Craig Productions**  
P.O. Box 241655  
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FAX: (901) 388-6328  
**Mitch Craig, President**  
PL VO

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J = Jingles & Musical ID's  
PL = Production Libraries  
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### **Dick Ervasti Creative Services**

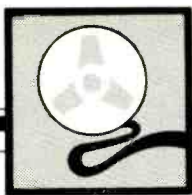
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(612) 930-0113

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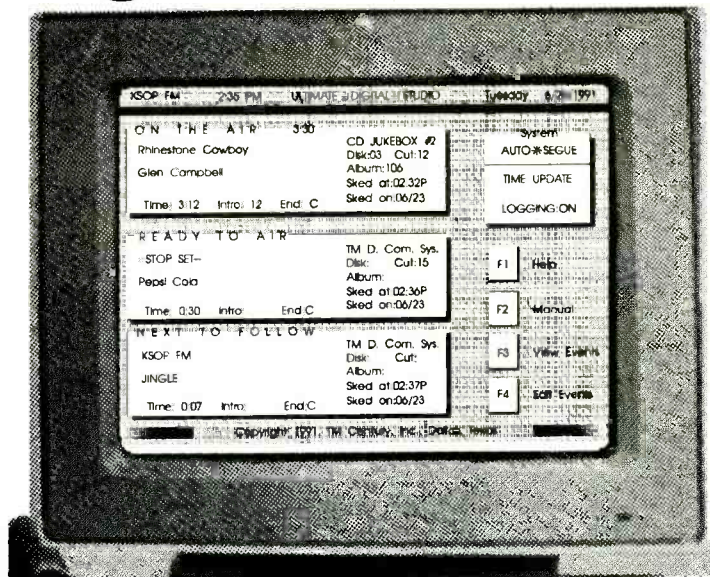
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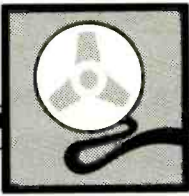


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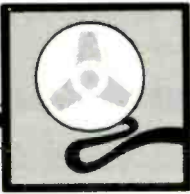
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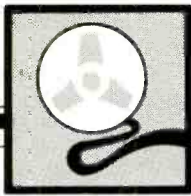
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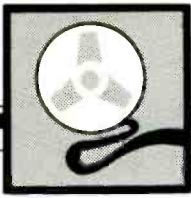
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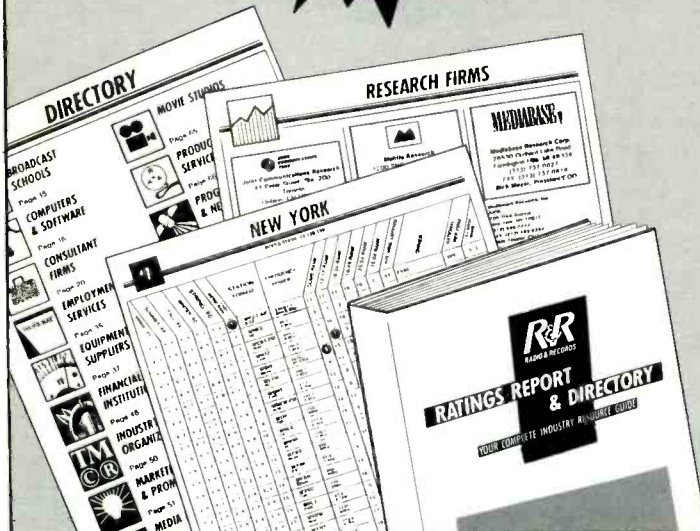
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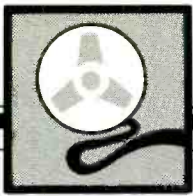
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FAX: (212) 571-0834  
**Christopher A. Russo, President**

## Johnny Thomas Productions/AAA Services

P.O. Box 1692  
Lady Lake, FL 32159  
(904) 753-5858  
FAX: (904) 753-1892  
**Johnny Thomas**  
**John Roman**  
VO

## Sandy Thomas Productions

1551 Golfview Drive W  
Pembroke Pines, FL 33026  
(305) 753-5759  
FAX: (305) 654-9090  
**Sandy Thomas, President**  
J VO

## Thompson Creative

4631 Insurance Lane  
Dallas, TX 75205  
(214) 559-4000, (800) RADIO-ID  
FAX: (214) 521-8578  
**Larry Thompson, President**  
**Charlie Kennedy,**  
Marketing Coordinator  
J VO

## TM Century, Inc.

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Dallas, TX 75244-3228  
(214) 934-2121, (800) 937-2100  
FAX: (800) 749-2121  
**Dave Scott, Chairman/CEO**  
AV SFX J PL SL

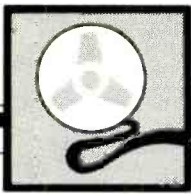
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1619 Broadway  
New York, NY 10019  
(212) 265-8090, (800)899-MUSIC  
FAX: (212) 956-3039  
**Norman Dozier, Sales Director**  
**Michael Nurko, President**  
SFX J PL SL

AV = Audio/Video Tape Duplication  
SFX = Sound Effects

J = Jingles & Musical ID's  
PL = Production Libraries  
SL = Song Libraries

SU = Satellite Uplink Services  
VO = Voiceover ID's, Liners  
& Promos



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709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000  
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PL

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AV SFX PL

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New York, NY 10036  
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(800) HIT-SONG  
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J

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Merriam, KS 66202  
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FAX: (913) 262-5112  
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(800) 488-8224  
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**Jean McKinney**  
J VO

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**JoAnn Moore-Pluff, President**

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FAX: (504) 834-9898  
**Leo Holzenthal, General Manager**

AV = Audio/Video Tape Duplication  
SFX = Sound Effects

J = Jingles & Musical ID's  
PL = Production Libraries  
SL = Song Libraries

SU = Satellite Uplink Services  
VO = Voiceover ID's, Liners  
& Promos

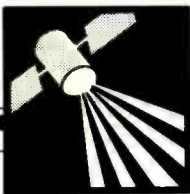
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FAX: (212) 456-5397  
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## **ABC Direction Radio Network**

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(212) 456-5193  
FAX: (212) 456-5397  
**Richard J. Lorenzo, Director**

## **ABC Entertainment Radio Network**

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FAX: (212) 456-5397  
**Patricia Goodrich, Director**

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FAX: (212) 456-5397  
**Susan O'Connell, Director**

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(212) 456-5585  
FAX: (212) 456-5397  
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ABC Radio Networks  
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Vice President  
**Patricia Kresner, Director**

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National Programming  
**Corinne Baldassano,**  
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**Maurice Tunick, VP/Director**

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**Joe Sobel, Senior Vice President**  
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FAX: (808) 395-7502  
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FAX: (312) 222-4876  
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Marketing Manager  
**David Angress, Director/National Sales**

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**Steve Ramsey, Southwest Regional Manager**  
**Geoff Waddell, National Research**  
Representative

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**Ed Yelin, Producer**

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**Patrick Leeney, Account Executive**  
**Adrienne Munos, Account Executive**

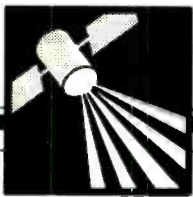
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139 Fulton Street, Suite 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**

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FAX: (404) 875-8244  
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**Robert Williams, Executive Vice President**  
**Travis Head, Marketing Director**





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**Janet Volat, Principal**

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(213) 464-4580  
**Dean Lewis, Executive Producer**

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FAX: (518) 869-8706  
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**Rob Brown, VP/General Manager**

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FAX: (404) 767-5264  
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(214) 987-4123  
FAX: (214) 891-9623  
**Stephen Arnold**

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**Larry Mangiameli, VP/Executive Director**

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FAX: (604) 386-5775  
**Dale Baglo, President**

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Los Angeles, CA 90068  
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FAX: (213) 969-8474  
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**Diane Blackmon-Bailey, Executive**  
Vice President

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(416) 781-1047  
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FAX: (312) 565-5169  
**David Levin, Director**  
**Scott Kuiper, Director/Programming**

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FAX: (203) 453-2206  
**Jim Rock**

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FAX: (714) 879-6710  
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**Bits & Pieces**  
creative services inc.

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(718) 966-0499  
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**Ellie Fiore**

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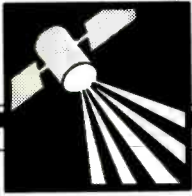
116 West 29th Street  
12th Floor  
New York, NY 10001  
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FAX: (212) 268-6437  
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**Joe Orlando**

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FAX: (312) 222-4876  
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**J. West, Talent Coordinator**

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**David West**

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**Susan Passarelli,**  
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**Kelly Hilligoss,** Affiliate  
 Relations Coordinator

**The Buzzard**  
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**Randy Scott,** Operations Manager/PD

**Cable Car Productions**  
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**Bob Utley,** Conductor

**Cadena Radio Centro**  
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 Christian Broadcasting Network  
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 Virginia Beach, VA 23463  
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 FAX: (804) 523-7863  
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 Station Services

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 CBS Spectrum Radio Network CBS Hispanic Radio Network

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 FAX: (212) 975-3515  
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**Frank D. Murphy,** VP/Programming  
**Larry Cooper,** VP/CBS News Radio  
**Richard N. Silipigni,**  
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**Peter L. Moore,** VP/Affiliate Sales  
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**Chicago Cubs Radio Network**  
 Tribune Radio Networks  
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 Chicago, IL 60611  
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 FAX: (312) 222-4876  
**Jack Rosenberg**

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**Marge Kumaki**



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 FAX: (818) 985-3779  
**Charles K. Whaley**

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 Merion, PA 19066  
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 FAX: (215) 299-2150  
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 Palatine, IL 60067  
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FAX: (212) 532-1647  
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FAX: (813) 949-3875  
**Alan Archer, President**

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**Don Fass, Dir./Programming & News**

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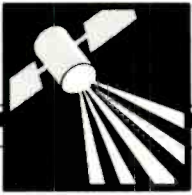
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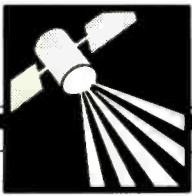
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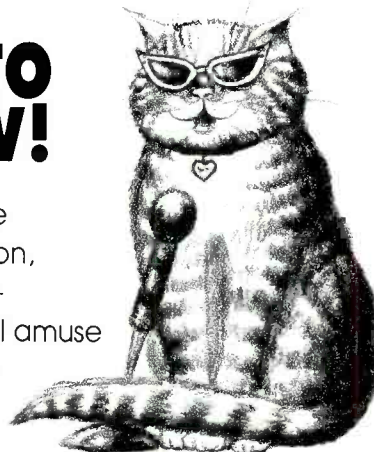
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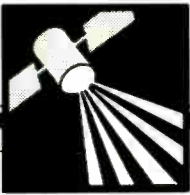
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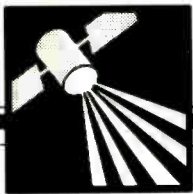
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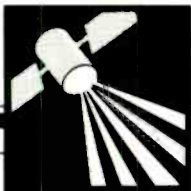
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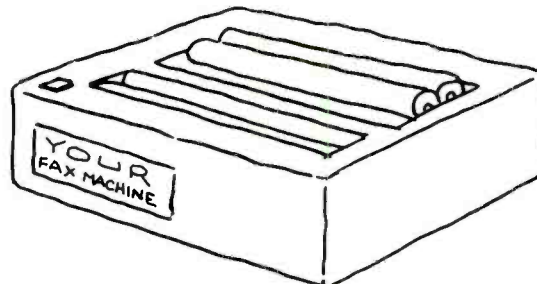
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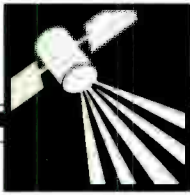
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 San Diego, CA 92107  
 (619) 223-8163  
 FAX: (619) 223-4245  
**Tim Root, Chief Meteorologist**



# PROGRAM SUPPLIERS & NETWORKS

## **USA Radio Network**

2290 Springlake  
Dallas, TX 75234  
(214) 484-3900, (800) 829-8111  
FAX: (214) 243-3489  
**Marlin Maddoux, President**

## **USA TODAY RADIO**

Decisionline & Lifestyle Reports  
9B Terrace Way  
Greensboro, NC 27403  
(800) 826-9688  
FAX: (919) 855-3708  
**Judi Rice, Sales/Marketing Manager**

## **USA TODAY Radio Data Service**

9B Terrace Way  
Greensboro, NC 27403  
(800) 826-9688  
FAX: (919) 855-3708  
**Judi Rice, Sales/Marketing Manager**

## **VanWinkle Syndications**

P.O. Box 427  
Portland, OR 97207  
(503) 591-1482  
**Mick VanWinkle**

## **The Very Best Videos**

329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5860  
FAX: (203) 222-5864  
**Jeff Craig, President**  
**Margie FitzMaurice, Vice President**

## **Video Viewer**

329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5860  
FAX: (203) 222-5864  
**Jeff Craig, President**  
**Margie FitzMaurice, Vice President**

## **Vision Broadcasting Network**

C.U. Station  
P.O. Box 250075  
New York, NY 10025  
(212) 662-8610  
**Floyd E. Vasquez, President**



## **Wall Street Journal Radio Network**

200 Liberty Street  
New York, NY 10281  
(212) 416-2381  
FAX: (212) 416-4195  
**Robert B. Rush,**  
*Dir./Broadcast Services*

## **Jim Warren Entertainment**

7135 Hollywood Blvd.  
Suite 807  
Hollywood, CA 90046  
(213) 850-1500  
FAX: (213) 851-8388  
**Jim Warren**

## **The Weather Channel**

2600 Cumberland Parkway  
Atlanta, GA 30339  
(404) 434-6800  
FAX: (404) 433-5130  
**Kevin Fenton, Manager/Special Markets**  
**Neal Jones, Radio Operations Supervisor**

## **Weather Services Corporation**

131A Great Road  
Bedford, MA 01730  
(617) 275-8860  
FAX: (617) 271-0178  
**George J. Stamos**

## **Ken Webb Enterprises, Inc.**

P.O. Box 548  
Wheatley Heights, NY 11798  
(516) 491-5368  
FAX: (516) 491-1354  
**Ken Webb, President**

## **West End Media**

2201 N. Collins  
Suite 155  
Arlington, TX 76011  
(817) 860-8525  
FAX: (817) 860-6968  
**T.J. Donnelly, President**  
**Steve Harper, Dir./Syndication**

## **Western Front Broadcasting**

4807 Van Noord Avenue  
Suite 11  
Sherman Oaks, CA 91423  
(818) 905-3326  
**Julio Flores, President**



## **Westwood One Radio Networks**

9540 Washington Blvd.  
Culver City, CA 90232  
(213) 840-4000  
FAX: (213) 204-4375  
**Thom Ferro, Executive  
VP/General Manager**

## **WFMT Fine Arts Network**

303 E. Wacker Drive  
Chicago, IL 60601  
(312) 565-5000  
FAX: (312) 565-5169  
**David Levin, Director**  
**Carol Martinez, Operations Manager**

## **Gary Whiteaker Corp.**

P.O. Box 307  
Belleville, IL 62222  
(618) 233-0005, (800) 851-5406  
FAX: (618) 233-1832  
**Gary Whiteaker, Chairman**  
**JoAnn Moore-Pluff, President**

## **World Beat and Reggae**

1463 Sacramento Street  
Suite 1A  
San Francisco, CA 94109  
(415) 474-7773  
**Doug Wendt, President**

## **World Music Series**

30844 Mainmast Drive  
Agoura Hills, CA 91301  
(818) 991-7732  
FAX: (818) 991-7670  
**Tom Gamache, General Manager**

## **World Space Report**

P.O. Box 3366  
Stamford, CT 06905  
(203) 329-1992, (800) 622-1992  
FAX: (203) 329-2101  
**Joe Piasek, Executive Producer**

## **Yesterdays Productions**

22647 Ventura Blvd.  
Suite 303  
Woodland Hills, CA 91364  
(213) 455-3872  
FAX: (213) 455-3404  
**Patrick Fitch, Executive Producer**

## **Youngstrom Communications**

11729 Ledura Court  
Suite 203  
Reston, VA 22091  
(703) 391-7309  
FAX: (703) 391-7309  
**Stephen Youngstrom, President**

## **Zapnews**

P.O. Box 387  
Oakton, VA 22124  
(800) 525-2175  
FAX: (800) 562-1305  
**Jim Hood, President**



# RADIO GROUP OWNERS

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4401 Waterfront Drive  
Suite 110  
Glen Allen, VA 23060-3375  
(804) 270-9600

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**Jon B. Sinton, President**  
Richmond, VA  
Greenville-  
Spartanberg, SC  
Toledo, OH

WKHK  
WROQ & WAIM  
WRQN

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

**Barry Ackerly, Chairman**  
Seattle, WA  
Portland, OR  
Boston, MA  
Ft. Lauderdale, FL

KJR & KLTX  
KFXK & KGON  
WBOS  
WAXY

**Adams Communications**  
3924 Versailles Drive  
Tampa, FL 33634  
(813) 289-4434  
FAX: (813) 289-4436

**Jim Seemiller, President, Radio Division**

St Louis, MO  
Charlotte, NC  
Grand Rapids, MI  
Phoenix, AZ  
San Antonio, TX  
Seattle, WA  
Denver, CO  
San Diego, CA

KEZK-AM & FM  
WGKL-AM & FM  
WLAV-AM & FM  
KOOL-AM & FM  
KISS-AM & FM  
KZOK-AM & FM  
KHII  
KCBQ-AM & FM

**Albimar Communications**  
4001 Nebraska Avenue NW  
Washington, DC 20016  
(202) 686-9300  
FAX: (202) 686-2028

**Bertram M. Lee, Chairman**  
**Skip Finley, President**  
Washington, DC

WKYS

**All Pro Broadcasting, Inc.**  
161 N. LaBrea Avenue  
Inglewood, CA 90301  
(213) 330-3100  
FAX: (213) 412-7803

**Willie Davis, President**

Los Angeles, CA  
Denver, CO  
Milwaukee, WI

KACE  
KDHT & KMVP  
WLUM & WMVP

**Allegheny Mountain Network**  
P.O. Box 204  
State College, PA 16804  
(814) 238-0792  
FAX: (814) 684-1220

**Cary Simpson, President**

Johnstown, PA  
Bellefonte, PA  
Coudersport, PA  
St. Mary's-Ridgeway  
Tyrone-State College  
Wellsboro, PA  
Smethport-Bradford

WIYQ  
WBLF  
WFRM-AM & FM  
WKBI-AM & FM  
WTRN & WGMR  
WNBT-AM & FM  
WQRM

## **Altdoerffer Group**

252 N. Queen Street  
Lancaster, PA 17603  
(717) 394-7261

**Frank Altdoerffer II, CEO**

Lancaster, PA  
Utica, NY

WLAN-AM & FM  
WRUN & WKGW

## **American General Media**

P.O. Box 170  
Arroyo Grande, CA 93420  
(805) 489-1280

**Anthony Brandon, President**

Birmingham, AL  
Bakersfield, CA  
Rochester, NY  
Lubbock, TX  
Nashville, TN  
San Luis Obispo, CA  
Wichita Falls, TX

WYDE  
KERN-AM & FM  
WWWG  
KKCL  
WWTN  
KZOZ & KKAL  
KLLF & KWFS

## **American Media, Inc.**

1700 Montgomery Street  
Suite 324  
San Francisco, CA 94111  
(415) 397-1000, (516) 475-5200  
FAX: (415) 397-1723, (516) 475-5211

**Art Kern, Chairman**

**Alan Beck, President**

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

WALK-AM & FM  
WUBE-AM & FM  
WOCL  
KCEE & KWFM  
KMEN & KGGI

## **Anchor Media**

11300 Fourth Street N  
Suite 349  
St. Petersburg, FL 33716  
(813) 577-1600  
FAX: (813) 576-3851

**Alan Henry, President**

Albuquerque, NM  
Las Vegas, NV

KZSS & KZRR  
KORK & KYRK

## **Anderson Stations**

6535 W. Jewell Avenue  
Denver, CO 80232  
(303) 922-5511

**George Anderson, President**

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

KRKS  
KJRG & KOEZ  
KFLA & KSKL  
KJSK & KLIR

## **Apollo Radio, Ltd.**

350 Park Avenue  
10th Floor  
New York, NY 10022  
(212) 750-4530  
FAX: (212) 750-4531

**William L. Stakelin, President/CEO**

Spokane, WA  
Kansas City, MO  
Salt Lake City, UT  
Charleston, SC

KEZE & KJRB  
KLSI  
KKAT  
WEZL

## **Ardman Broadcasting Corporation**

1250 Connecticut Avenue NW  
7th Floor  
Washington, DC 20036  
(202) 637-9025

**Myer Feldman, President**

Memphis, TN,  
Roswell, NM,  
Charleston, WV,  
Kansas City, MO,  
Falmouth, MA,  
Cleveland, OH,  
Boston, MA,  
W. Palm Beach, FL,  
Ft. Pierce, FL,

WEZI & WNWZ  
KCKN & KBCQ  
WVSR-AM & FM  
KXXR  
WCIB  
WPHR  
WZOU  
WOZZ  
WIRA

## **Arrow Communications**

205 Stevens Creek Court  
Martinez, GA 30907  
(404) 868-4450  
FAX: (404) 868-4454

**Paul H. Rothfuss, President**

**Jerry Z. Ceder, CEO**

Davenport, IA  
Utica-Rome, NY  
Tuscaloosa, AL  
Lima, OH  
Olean, NY

KMJC  
WFRG-AM & FM  
WRLX & WFFX  
WZOQ  
WHDL-AM & FM

## **Astor Broadcast Group**

1623 Fifth Avenue  
Building D  
San Rafael, CA 94901  
(415) 456-1510  
FAX: (415) 456-7261

**N. Arthur Astor, President**

San Rafael, CA  
Orange, CA  
Escondido, CA

KTID & KAPX  
KIKF  
KSPA & KOW

## **Atlantic Radio Corporation**

40 Beach Street  
Suite 200  
Manchester, MA 01944  
(508) 526-8132  
FAX: (508) 526-8106

**Steven B. Dodge, Chairman/CEO**

**Joseph L. Winn, President/COO**

Boston, MA  
Rochester, NY

WRKO & WBMX  
WRMM-AM & FM

## **Bahakel Communications**

P.O. Box 32488  
Charlotte, NC 28232  
(704) 372-4434  
FAX: (704) 335-9904

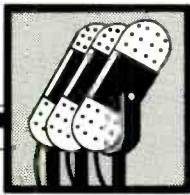
**Cy N. Bahakel, President**

**Steve Bahakel, VP/Radio**

Chattanooga, TN  
Charleston, SC  
Colorado Springs, CO  
Lynchburg, VA  
Waterloo, IA  
Bowling Green, KY  
Greenwood, MS  
Kingsport, TN  
Greensboro, NC

WDOF-AM & FM  
WXLY  
KILO  
WWOD & WKZZ  
KXEL & KOKZ  
WLBJ & WCBZ  
WABG  
WKIN & WZXY  
WPET & WKSI





# RADIO GROUP OWNERS

## **Bakke Communications**

2911 LaForce Blvd.  
Midland, TX 79711  
(915) 563-5636  
FAX: (915) 563-3823

### **George Bakke, Chairman/President**

Midland, TX KMND & KNFM  
Lubbock, TX KXTQ & KKIK  
Amarillo, TX KLSF  
Abilene, TX KORQ-AM & FM

## **Barnstable Broadcasting, Inc.**

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

### **David S. Gingold, President/COO**

### **Albert J. Kaneb, Group Owner/ Chairman/CEO**

### **Craig S. Wilbraham, VP/Sales**

### **James L. Paglia, VP/Finance**

Memphis, TN WGKX  
Mt. Washington, NH WHOM  
Akron, OH WSLR & WKDD  
Hempstead, NY WHLI & WKJY  
Harrisburg, PA WWKL  
Albany, NY WGNA-AM & FM

## **Beacon Broadcasting Corporation**

475 South Avenue  
P.O. Box 511  
Beacon, NY 12508  
(914) 831-8000  
FAX: (914) 838-2109

### **Robert E. Lessner, Chairman/CEO**

### **Alford H. Lessner, President**

### **Robert A. Outer, Executive Vice President**

Beacon-Newburgh, NY WBNR  
Poughkeepsie, NY WSPK  
Endicott-Binghamton WENE & WMRV  
Portland, ME WTHT

## **Beasley Broadcast Group**

3033 Riviera Drive  
Suite 200  
Naples, FL 33940  
(813) 263-5000  
FAX: (813) 434-8808, (813) 263-8191

### **George Beasley, President**

Philadelphia, PA WXTU & WTEL  
Orlando, FL WJHM  
Los Angeles, CA KRTH  
Greensboro, NC WJMH  
Conway, SC WBIG  
Charlotte, NC WCKZ  
Fayetteville, NC WFAI & WKML  
Reidsville, NC WJMH  
New Orleans, LA KQLD  
Miami, FL WPOW  
Ft. Myers, FL WZRZ & WRXK  
Aurora, IL WYSY-AM & FM  
Little Rock, AK KAAV

## **Beck-Ross Communications, Inc.**

100 Merrick Road  
P.O. Box 256  
Rockville Centre, NY 11570  
(516) 764-8999, (718) 343-1234  
FAX: (516) 764-7759

### **Martin F. Beck, Chairman/CEO**

### **James E. Champlin, President/COO**

Long Island, NY WBLI  
Hartford, CT WHCN  
Providence, RI WSNE

## **Bedford Broadcasting Corp.**

1505 Billingham Blvd.  
Room 208  
Honolulu, HI 96817  
(808) 841-8300

### **Ray Barnett, General Manager**

Honolulu, HI KSSK-AM & FM

## **Bloomington Broadcasting Corp.**

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

FAX: (309) 827-8071

### **Timothy R. Ives, President**

Columbia, SC WTCB  
Grand Rapids, MI WKLQ  
Chattanooga, TN WGOW & WSKZ  
Johnson City, TN WJCW & WQUT  
Bloomington-Normal, IL WJBC & WBNQ

## **Bonneville International Corporation**

Broadcast House  
P.O. Box 1160  
Salt Lake City, UT 84110-1160  
(801) 575-7500  
FAX: (801) 575-7548

### **Rodney H. Brady, President/CEO**

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

## **Booth Broadcasting**

(a division of Booth American)

333 W. Fort Street  
Detroit, MI 48226-3134  
(313) 965-3360  
FAX: (313) 965-1160

### **John L. Booth II, President**

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

## **Brill Media Co., Inc.**

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

### **Alan Brill, President**

### **Alan Beck, Vice President**

Duluth, MN WEBC & WAVC  
 Fargo-Moorehead, ND KQWB-AM & FM  
 Lancaster, PA WIOV  
 Jefferson City, MO KLIK & KTXV  
 Windsor, CO KUAD  
 Reading, PA WAGO

## **Bristol Broadcasting Co., Inc.**

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

FAX: (703) 669-0541

### **W.L. Nininger, President**

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

## **Broadcast Properties**

P.O. Box 2827  
Grand Junction, CO 81502  
(303) 241-8126

### **Barry Turner, President**

Boise, ID KIYS  
 Panama City, FL WPFM

## **Broadcasting Partners, Inc.**

150 West 55th Street  
New York, NY 10019  
(212) 581-3210  
FAX: (212) 245-9271

### **Lee Simonson, Executive VP/COO**

### **Barry Mayo, President**

Detroit, MI WKQI  
 Dallas, TX KSKY  
 Chicago-Oak Park, IL WVAZ  
 Charlotte, NC WGIV & WPEG

## **Broadco of Texas, Inc.**

1421 Great Plains Blvd.  
Suite C  
Lawton, OK 73506-1953  
(405) 536-9530  
FAX: (405) 536-FAXX

### **Chuck Morgan, President**

Lawton, OK KMGZ

## **The Brown Organization**

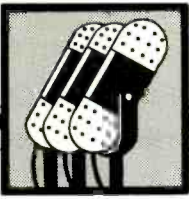
Brown Broadcasting Division  
5700 Wilshire Blvd., Suite 480  
Los Angeles, CA 90036  
(213) 274-8411  
FAX: (213) 954-8940

### **Willet H. Brown, Chairman**

### **Michael J. Brown, President**

### **Phil Melrose, President/Radio**

Sacramento, CA KXOA-AM & FM  
 Seattle, WA KKNW  
 Fresno, CA KYNO & KJFX  
 San Francisco, CA KKSF  
 San Diego, CA KPPO & KGB



# RADIO GROUP OWNERS

## Buckley Broadcasting

166 W. Putnam Avenue  
Greenwich, CT 06830  
(203) 661-4307  
FAX: (203) 622-7341

### Richard Buckley Jr., President

San Fernando, CA	KGIL & KMGX
San Francisco, CA	KKHI-AM & FM
Hartford, CT	WDRG-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced, CA	KUBB
Monterey-Salinas, CA	KWAV
Portland, ME	WYNZ-AM & FM
Bakersfield	KNZR & KLLY
Fresno, CA	KSEQ
New York, NY	WOR

## Burbach Broadcasting Group

2510 One PPG Place  
Suite 2510  
Pittsburgh, PA 15222  
(412) 263-6725

FAX: (412) 263-6730

### Rich Homberg, President

Erie, PA	WEYZ & WMXE
Parkersburg, WV	WXIL
Marion, OH	WMRN-AM & FM
Wheeling, WV	WEGW & WBBD
St. College, PA	WMAJ & WBHV

## Cape Fear Broadcasting Co.

1009 Drayton Road  
Fayetteville, NC 28303  
(919) 864-5222

FAX: (919) 864-3065

### Victor Dawson, President

Ann Highsmith, Vice President	
Fayetteville, NC	WFNC & WQSM
Wilmington, NC	WGNI

## Capital Cities/ABC, Inc.

77 West 66th Street  
21st Floor  
New York, NY 10023  
(212) 456-6079  
FAX: (212) 456-6089

### James Arcara, Radio President

New York, NY	WABC & WPLJ
Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS & WYZZ
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 Street  
Raleigh, NC 27603  
(919) 890-6000  
FAX: (919) 890-6095

### Jim Goodman, President

Maitland, FL	WSTF
Baltimore, MD	WWMX
Richmond, VA	WRNL & WRXL
Raleigh, NC	WRAL

## Capitol Broadcasting Corp.

917 Western America Circle  
Suite 500  
Mobile, AL 36609  
(205) 343-1000  
FAX: (205) 344-6006

### Ken Johnson, President

Louisville, KY	WRKA
Charleston, WV	WCAW & WVAF
Mobile, AL	WKSJ-AM & FM

## Capstar Communications

600 Congress Avenue  
Suite 1270  
Austin, TX 78701  
(512) 477-7338  
FAX: (512) 477-7389

### R. Steven Hicks, President/CEO

William Hicks, President/COO	
Jackson, MI	WMSI & WJDS
Nashville, TN	WSIX
Greenville, SC	WSSL-AM & FM

## Caravelle Broadcast Group

1400 Main Street  
Columbia, SC 29201  
(803) 256-7669

### Jack M. Quick, Vice President

Kokomo, IN	WIOU & WZWZ
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## Cariboo Central Interior Radio

1940 Third Avenue  
Prince George, British Columbia  
Canada, V2M 1G7  
(604) 564-2524  
FAX: (604) 562-6611

### 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 & CIRX
Smithers, BC	CFBV
Quesnel, BC	CKCQ
Williams Lake, BC	CKWL
Vanderhoof, BC	CIVH

## Carlson Communications International

P.O. Box 57040  
Salt Lake City, UT 84157  
(801) 268-8181  
FAX: (801) 268-8497

### Ralph J. Carlson President

Salt Lake City, UT	KKDS & KRSP
Elko, NV	KRJC

## CBS

51 W. 52nd Street  
New York, NY 10019  
(212) 975-3976  
FAX: (212) 975-7355

### Nancy C. Widmann, President CBS

#### Radio Division

New York, NY	WCBS-AM & FM
Los Angeles, CA	KNX & KCBS-FM
Chicago, IL	WBBM-AM & FM
San Francisco, CA	KCBS & KRQR
Boston, MA	WODS
Houston, TX	KLTR
Washington, DC	WLTT
Dallas, TX	KTXQ
Philadelphia, PA	WGL-AM & FM
Detroit, MI	WWJ & WJOI
St. Louis, MO	KMOX & KLOU
Tampa, FL	WYNF

## Century Broadcasting

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

### George A. Collias, President

Chicago, IL	WPNT
San Francisco, CA	KMEL
Denver, CO	KYBG-AM & FM

## Chase Communications

One Corporate Center  
Hartford, CT 06103  
(203) 527-6161

FAX: (203) 727-0158

### Ed Karlik, President

Hartford, CT	WTIC-AM & FM
Stanford, CT	WSTC & WQQQ
St. Louis, MO	KGLD & WKBQ
Washington, DC	WTOP & WASH

## Citadel Communications

5221 N. 24th Street  
Suite 205  
Phoenix, AZ 85016  
(602) 955-2834

FAX: (602) 956-5632

### Fritz Beesemyer, President

Billings, MT	KCTR-AM & FM
Colorado Springs, CO	KKFM
Bozeman, MT	KBOZ-AM & FM
Salt Lake City, UT	KLZX & KCNR

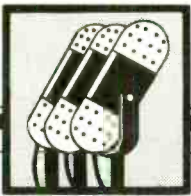
## Clear Channel Communications, Inc.

7710 Jones-Maltsberger  
Suite 600  
San Antonio, TX 78216  
(512) 822-2828

FAX: (512) 822-2299

### L. Lowry Mays, President/CEO

New Orleans, LA	WQUE-AM & FM
San Antonio, TX	WOAI & KAJA
Oklahoma City, OK	KTOK & KJYO
Tulsa, OK	KAKC & KMOD
Austin, TX	KPEZ
New Haven, CT	WELI
Port Arthur, TX	KALO
Louisville, KY	WHAS & WAMZ
Houston, TX	KHYS
Bryan-College Station	KORA & KTAM



# RADIO GROUP OWNERS

## **Colonial Broadcasting, Inc.**

One Commerce Street  
Suite 300  
Montgomery, AL 36104  
(205) 240-9274  
FAX: (205) 240-9219

**Robert Lowder, Chairman**

**David Coppock, President/CEO**

**John Hart, Group Program Director**

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Chattanooga, TN WUSY

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(212) 486-1330  
FAX: (212) 486-1394

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Dallas, TX KRLD  
San Diego, CA KJQY

## **Commonwealth Broadcasting of Northern California**

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11th Floor  
San Diego, CA 92103  
(619) 236-9599  
FAX: (619) 233-6517

**Dex Allen, Managing General Partner**

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Las Vegas, NV KMZQ  
Albuquerque, NM KRZY & KRST

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312 E. South Temple  
Salt Lake City, UT 84111  
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FAX: (801) 538-5690

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Dubuque, IA 52002  
(319) 583-6475  
FAX: (319) 583-4535

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**Kevin Kelly, General Manager**

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(408) 424-1428  
FAX: (408) 757-8610

**David J. Benjamin, President/CEO**

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Peoria, IL 61612  
(309) 694-6262  
FAX: (309) 694-2233

**Jim Glassman, President**

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(314) 928-6569  
FAX: (314) 947-7314

**Mike Rice, President**

**Janet Cox, Vice President**

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Terre Haute, IN WBOW & WZZQ  
Osage Beach, MO KBMX  
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(301) 441-3500  
FAX: (301) 982-0981

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Houston, TX KBXX  
Seattle, WA KUBE  
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FAX: (404) 843-5586

**Michael J. Faherty, Executive VP/Radio**

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Chicago, IL WCKG  
Miami, FL WIOD & WFLC  
Atlanta, GA WSB-AM & FM  
Charlotte, NC WSOC-AM & FM  
Dayton, OH WHIO & WHKO  
Tampa, FL WSUN & WWRM  
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## **CR Broadcasting, Inc.**

500 Greentree Commons  
381 Manfield Avenue  
Pittsburgh, PA 15220  
(412) 928-0707  
FAX: (412) 928-7715

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Wheeling, WV WKWK-AM & FM  
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P.O. Box 3003  
Blue Bell, PA 19422-0735  
(215) 628-3500

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630 Fifth Avenue  
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(212) 581-7550  
FAX: (212) 969-9102

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Wilmington, DE WJBR-AM & FM  
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White Plains, NY WFAS-AM & FM  
Norwalk, CT WNLC & WEFX

## **Cromwell Group, Inc.**

P.O. Box 150846  
5025 Hillsboro Road, 17J  
Nashville, TN 37215  
(615) 383-7560  
FAX: (615) 297-2564

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**Larry Trimmer, Sr. Vice President**

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Shelbyville, TN WYQC & WHAL  
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Vienna, VA 22182  
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Ft. Collins, CO KTRR  
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Anniston, AL WHMA-AM & FM  
Chillicothe, OH WBEX & WKKJ  
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Scottsdale, AZ 85253  
(602) 265-0597

**Philip C. Davis, President**

Fresno, CA KFIG-AM & FM

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Washington, DC 20036  
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Fitchburg, MA WFGL  
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1780 Holly Street  
Fayetteville, AR 72702  
(501) 521-5566  
FAX: (501) 521-0751

**Levoy Demaree, President**

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Barline-Ft. Smith

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KFAY  
WMBH & KKUZ  
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2000 Dogwood Lane  
Columbia, MO 65202  
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FAX: (314) 442-4329

**Harvey Desnick, General Manager**  
Columbia, MO

KTGR & KCMQ

## Diamond Broadcasting/

### Windy City Broadcasting

4949 W. Belmont Avenue  
Chicago, IL 60641  
(312) 777-1700  
FAX: (312) 777-5031

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Nashville, TN  
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WIVK-AM & FM  
WKDA & WKDF  
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1551 Springhill Avenue  
Mobile, AL 36604  
(205) 432-5572  
FAX: (205) 438-4044

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WAPI-AM & FM  
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Madison, WI 53701  
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FAX: (608) 274-5521

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5220 N. 7th Street  
Suite 121  
Phoenix, AZ 85014  
(602) 263-0100  
FAX: (602) 274-1686

**Jerry Ryan, GM/Production Manager**  
Phoenix, AZ

KESZ

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3012 Highwoods Blvd.  
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FAX: (919) 790-6346

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WPTF & WQDR  
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Goodland, KS  
Hays, KS  
Great Bend, KS  
North Platte, NE  
Plainview, TX  
St. Joseph, MO  
Hutchinson, KS  
Chadron, NE

KCOW & KAAQ  
KLOE & KKCI  
KAYS & KHAZ  
KHOK  
KOOQ & KELN  
KVOP & KATX  
KFEG  
KQBW & KHUT  
KWSK

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840 N. Central Avenue  
Phoenix, AZ 85004  
(602) 258-5293  
FAX: (602) 256-7821

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**Michael Osterhout, President/COO**

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WRBQ-AM & FM  
KOY-AM & FM  
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## Emmis Broadcasting

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Suite 1200  
Indianapolis, IN 46204  
(317) 266-0100

FAX: (317) 631-3750

**Jeff Smulyan, CEO**

**Steve Crane, President**

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Los Angeles, CA  
St. Louis, MO  
Chicago, IL  
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KPWR  
KSHE  
WKQX  
WENS  
WCDJ

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(518) 381-4800  
FAX: (518) 381-4855

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WJYY & WRCI  
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Bala Cynwyd, PA 19004  
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WKTK  
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Encino, CA 91316  
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(703) 591-1000  
FAX: (703) 934-1200

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Pittsburgh, PA WBZZ  
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New Orleans, LA WEZB  
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Seattle, WA KMPS-AM & FM  
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(616) 385-2757  
FAX: (616) 345-1436

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430 Reading Road  
Fourth Floor  
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(513) 421-6726  
FAX: (513) 381-2691

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Oakland, CA 94621  
(510) 568-6200

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Johnstown, PA WFRJ  
Toledo, OH WOTL  
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Joliet, IL WJCH  
LeGrand, CA KEFR  
Long Beach, CA KFRN  
Smithtown, NY WFRS  
Newark, NY WFME  
Okeechobee, FL WYFR  
Shenandoah, IA KYFR  
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South Bend, IN WYEZ  
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FAX: (419) 422-2937

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**Kurt P. Kah, President/Treasurer**  
**David P. Glass, Corp. Dir/Broadcast**  
Communications

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Columbus, IN WCSI & WKKG  
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414 Meadow Street  
Waterbury, CT 06702  
(203) 755-1829  
FAX: (203) 754-3174

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Richmond, VA WVGO  
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San Diego, CA 92101  
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FAX: (619) 239-4270

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Southfield, MI 48076  
(313) 569-8000  
FAX: (313) 569-9866

### **Charles Fritz, President**

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

300 Capitol Mall  
Suite 1450  
Sacramento, CA 95814  
(916) 448-1450  
FAX: (916) 448-2789  
**Bob Fuller, President**

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Portsmouth-Dover, NH WOKQ  
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Sacramento, CA KRCX & KRXQ  
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Modesto-Stockton, CA KHOP

## **Gannett Radio**

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11th Floor  
Los Angeles, CA 90028  
(213) 466-8381  
FAX: (213) 465-8810

### **Jay Cook, President/Radio Division**

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Chicago, IL WGCI-AM & FM  
Houston, TX KKQB-AM & FM  
St. Louis, MO KUSA & KSD  
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San Diego, CA KSDD-AM & FM  
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## **Guy Gannett Broadcasting Services**

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4330 N.W. 207th Drive  
Miami, FL 33055  
(305) 624-6101  
FAX: (305) 621-4954

### **Tim Williams, VP/GM**

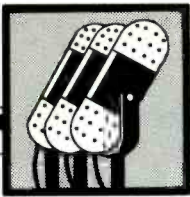
Miami, FL WINZ & WZTA  
Orlando, FL WZTU & WWNZ

## **Gaylord Broadcasting Company**

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Oklahoma City, OK 73125  
(405) 475-3311

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FAX: (717) 763-1978

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

FAX: (616) 381-5326

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5858 Sunset Blvd.  
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FAX: (213) 460-6620

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(616) 949-8760

FAX: (616) 949-8395

**Robert Goodrich**, President

**Jeff Scarpelli**, VP/General Manager

Moline, IA KSTT  
Lansing, MI WVIC-AM & FM  
Davenport, IA WXLP  
Greenville, MI WPLB  
Muskegon, MI WSNX-AM & FM  
Grand Rapids, MI WODJ

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1020 E. Second Street  
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666 Fifth Avenue  
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FAX: (212) 489-6353

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## Great American Broadcasting

The Provident Tower  
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(513) 562-8000

FAX: (513) 721-8413

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Pittsburgh, PA WDV  
Atlanta, GA WKLS  
Kansas City, MO WDAF & KYYS  
Cincinnati, OH WKRC & WKRC  
Portland, OR KEX & KKRZ  
Columbus, OH WTVN & WLWQ  
Indianapolis, IN WNDE & WFBQ  
Milwaukee, WI WLZR-AM & FM  
Detroit, MI WRIF  
Sacramento, CA KSEG  
Tampa-Clearwater, FL WXTB  
Denver, CO KBPI

## Great Empire Broadcasting

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Wichita, KS 67201  
(316) 838-9141

FAX: (316) 838-3607

**Mike Lynch**, President

**Mike Oatman**, CEO

Omaha, NE WOW-AM & FM  
Wichita, KS KFDI-AM & FM  
Shreveport, LA KWKH-AM & FM  
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Tulsa, OK KVOO-AM & FM

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(215) 323-7916, (215) 970-SCOT

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**Mitch Scott**, President

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Auburn, NY WMBO & WPCX  
Ellwood City, PA WKST-AM & FM  
Georgetown, DE WSSR & WZBH  
Cape May, NJ WLQE  
Pottstown, PA WPAZ  
Merced, CA KFAZ  
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Dayton, OH 45429  
(513) 294-3333

FAX: (513) 297-5223

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## Greater Media, Inc.

Two Kennedy Blvd.  
P.O. Box 859  
East Brunswick, NJ 08816  
(908) 247-6161

FAX: (908) 247-0215

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**Frank Kabala**, President

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Philadelphia, PA WPEN & WMGK  
Detroit, MI WHND & WCSX  
Boston, MA WMEX & WMJX  
Washington, DC WWRC & WGAY  
Nassau-Suffolk, NY WGSM & WCTO  
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## Merv Griffin Radio

Box 11-1410  
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Hartford, CT 06111  
(203) 666-1411

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**Albert B. Pellegrino**, Executive

**Vice President**

Hartford, CT WPOP & WIOF  
Albany, NY WTRY & WPYX  
Providence, RI WHJJ & WHJY

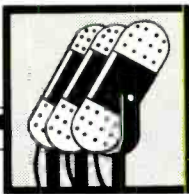
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888 Seventh Avenue  
New York, NY 10106  
(212) 307-3000  
FAX: (212) 307-3184

**Jim Thompson**, President

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New York, NY WINS & WNEW-FM

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Philadelphia, PA KYW & WMMR  
Boston, MA WBZ  
Dallas-Ft. Worth, TX KRSR  
Pittsburgh, PA KDKA  
Detroit, MI LLZ  
San Antonio, TX KQXT  
Sacramento, CA KFBK & KAER  
Chicago, IL WMAQ  
Houston, TX KILT-AM & FM



# RADIO GROUP OWNERS

## Grundy Broadcasting Co.

804 First Street  
Grundy Center, IA 50638  
(319) 824-6924  
FAX: (515) 752-7499  
**Dean Osmundson**, General Manager  
Grundy Center, IA KGCI



## Gulf Atlantic Media Group

7623 Little Road  
Suite 100  
New Port Richey, FL 34654  
(813) 849-2285  
FAX: (813) 841-7903  
**Carl Marcocci**,  
Chairman/Vice President

Tampa-St. Pete, FL WGUL-AM & FM  
Savannah, GA WSGA & WZAT  
Punta Gorda-Ft. Myers WCCF & WQLM

## H & D Broadcast Group

20 Stanford Drive  
Farmington, CT 06032  
(203) 678-7800  
FAX: (203) 676-2439

**Joel Hartstone**, Chairman  
**Barry Dickstein**, President

New Bedford, MA WBSM & WFHN  
Groton, CT WSUB & WQGN  
Atlantic City, NJ WFPG-AM & FM  
Waukegan, IL WKRS & WXLC  
Utica, NY WTLB & WRCK  
Youngstown, OH WBBW & WBBG  
Rutland, VT WSYB & WZRT  
Naples, FL WRGI

## Hall Communications

Cuprak Road  
Norwich, CT 06360  
(203) 887-3511  
FAX: (203) 886-7649

**Robert Hall**, President

Lancaster, PA WLPA & WNCE  
New Bedford, MA WNBH & WCTK  
Burlington, VT WJOY & WOKO  
Lakeland, FL WONN & WPCV  
Norwich, CT WICH & WCTY  
Winter Haven, FL WPCV

## Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251  
FAX: (316) 276-3649

**Robert Wells**, VP

Garden City, KS KIUL  
Grand Island, NE KRGI-AM & FM  
Leoti, KS KWKR

## Hearst Broadcasting Group

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

**John Conomikes**, VP, Hearst Corp  
& GM/Broadcast

**David J. Barrett**, VP/WBAL Division  
Pittsburgh, PA WTAE & WHTX  
Baltimore, MD WBAL & WIYY  
Milwaukee, WI WISN & WLTQ  
San Juan, PR WAPA

## Hedberg Broadcasting Group

P.O. Box 528  
Spirit Lake, IA 51360  
(712) 336-5800  
FAX: (712) 336-1634

**Paul Hedberg**, President

Mankato, MN KEEZ  
Mason City, IA KLSS & KRIB  
Morris, MN KMRS & KKOK  
Spirit Lake, IA KUOO  
Storm Lake, IA KAYL-AM & FM

## Henry Broadcasting

2277 Jerrold Avenue  
San Francisco, CA 94124  
(415) 285-1133  
FAX: (415) 285-3592

**Charlton Buckley**, President

Denver, CO KVOD  
Riverside-San Bern., CA KRSO & KDUO  
Portland, OR KBBT & KUFO  
Salinas-Monterey, CA KDON  
Omaha, NE KFAB & KGOR  
Fresno, CA KMJ & KSKS  
Honolulu, HI KIKI-AM & FM

## Heritage Broadcast Group, Inc.

Box 6447  
Asheville, NC 28816  
(704) 257-2700  
FAX: (704) 255-7850

**James T. Cullen Jr.**, Chairman

**Adam (Bud) Polacek**, President  
Ft. Meyers, FL WOLZ  
Gadsden, AL WAAX & WQEN  
Rock Springs, WY KRKK & KQSW  
Asheville, NC WWNC & WKSF  
Daytona Beach, FL WNFI  
Gainesville, FL WYGC

## Heritage Media Corporation

1 Galleria Tower, Suite 1500  
13355 Noel Road  
Dallas, TX 75240  
(214) 702-7380  
FAX: (214) 702-7382

**Paul Fiddick**, President/Radio Group

Rochester, NY WBBF & WBEE  
Milwaukee, WI WEMP & WMYX  
St. Louis, MO WRTH & WIL  
Portland, OR KKSJ-AM & FM  
Seattle, WA KRPM-AM & FM

## Hoker Broadcasting, Inc.

5949 Sherry Lane  
Suite 1225  
Dallas, TX 75225  
(214) 739-1006  
FAX: (214) 692-5479

**Jay Hoker**, President

Kansas City, MO KCFX  
Jacksonville, FL WRXJ & WCRJ  
Cincinnati, OH WMLX & WOFX  
Detroit, MI WDFX

## The Holt Corporation

P.O. Box 9595  
Allentown, PA 18105-9595  
(215) 821-9559  
FAX: (215) 821-9504

**Arthur H. Holt**, President

**Christine Berger**, Executive  
Vice President/CFO

Allentown, PA WKAP & WZZO  
Pensacola, FL WTKX-AM & FM  
Jackson, MS WOAD & WJMI  
Winchester, VA WUSQ-AM & FM  
Benton, PA WBNE

## The Home News Company

Box 551  
New Brunswick, NJ 08903  
(908) 246-5633  
FAX: (908) 246-3167

**William M. Boyd**, President

Santa Barbara, CA KTYD  
Danbury, CT WINE & WRKI  
Stockton, CA KWG & KSGO  
Kingsport, TN WKPT & WTFM  
Spokane, WA KAQQ & KISC  
Jonesboro, TN WKTP

## Hubbard Broadcasting

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

**Stanley S. Hubbard**, President/CEO

Minneapolis-St. Paul KSTP-AM & FM



# RADIO GROUP OWNERS

## Humber Valley Broadcasting Co., Ltd.

P.O. Box 570  
Cornerbrook, Newfoundland  
Canada, A2H 6H5  
(709) 634-3111  
FAX: (709) 634-4081

**Dr. Noel Murphy, President**

**James R. O'Rourke, General Manager**

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Wabush-Labrado, 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-Labrador	CFLN
Churchill Falls, LAB	CFLC

## Infinity Broadcasting

600 Madison Avenue  
New York, NY 10022  
(212) 750-6400  
FAX: (212) 888-2959

**Mel Karmazin, President/CEO**

New York, NY	WZRC & WXRK
Los Angeles, CA	KROQ
Chicago, IL	WJJD & WJMK
San Jose-San Fran., CA	KOME
Philadelphia, PA	WYSP
Detroit, MI	WOMC
Boston, MA	WBCN
Dallas, TX	KVIL-AM & FM
Washington, D.C.	WJFK
Houston, TX	KXYZ
Tampa-St. Pete., FL	WQYK-AM & FM
Baltimore, MD	WLIF-AM & FM

## Tom Ingstad Broadcast Group

8500 Normandale Lake Blvd.  
Bloomington, MN 55437  
(612) 921-2434  
FAX: (612) 921-2433

**Tom Ingstad, President/CEO**

**Randy Holland, VP/COO**

Sioux Falls, SD	KSOU & KPAT
Fargo, ND	KLTA
Iowa City, IA	KXIC & KKRQ
Rapid City, SD	KIMM & KGGG
Anchorage, AK	KPXR
Yakima, WA	KIT & KATS
Greeley, CO	KFKA & KSQI
Aberdeen, SD	KKAA & KQAA

## Inner City Broadcasting Corp.

801 Second Avenue  
New York, NY 10017  
(212) 661-3344  
FAX: (212) 972-2561

**Pierre Sutton, Chairman/CEO**

New York, NY	WLIB & WBSL
San Francisco, CA	KBFN & KBLX
San Antonio, TX	KSJL & KSAQ

## Interurban Broadcasting

2228 Gravier Avenue  
New Orleans, LA 70119  
(504) 822-1945  
FAX: (504) 826-7723

**Thomas Lewis, Chairman**

**James Hutchinson, President**

St. Louis, MO	KATZ-AM & FM
New Orleans, LA	WYLD-AM & FM
Cincinnati, OH	WIZF
Savannah, GA	WIZA

## JACOR Communications, Inc.

1300 Central Trust Center  
201 E. 5th Street  
Cincinnati, OH 45202  
(513) 621-1300  
FAX: (513) 621-0090

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

**Robert L. Lawrence, Executive VP/Co-COO**

**Randy Michaels, Executive VP/Co-COO**

Cincinnati, OH	WLW & WEBN
Knoxville, TN	WMYU
Jacksonville, FL	WQIK-AM & FM
Denver, CO	KOA & KRFX
Tampa, FL	WFLA & WFLZ
Atlanta, GA	WPCH & WGST

## Jefferson-Pilot Communications

One Julian Price Place  
Charlotte, NC 28208  
(704) 374-3500  
FAX: (704) 374-3885

**William E. Blackwell, President**

Miami, FL	WMRZ & WLYF
Atlanta, GA	WQXI &WSTR
San Diego, CA	KSON-AM & FM
Denver, CO	KYGO-AM & FM
Charlotte, NC	WBT-AM & FM

## Jones Eastern Radio, Inc.

1 Carriage Lane  
Suite C100  
Charleston, SC 29407  
(803) 571-5555  
FAX: (803) 556-0870

**C.J. Jones, President**

**Carolyn Jones, Senior Vice President**

**Bob Casey, Vice President/Programming**

**Gary S. Morris, Vice President/Operations**

Wilmington, NC	WVBS-AM & FM
Nags Head, NC	WRSF
Charleston, SC	WUJM-AM & FM
Myrtle Beach, SC	WYAK-AM & FM

## Joyner Communications, Inc.

2000 Regency Parkway  
Suite 450  
Cary, NC 27511  
(919) 469-8383  
FAX: (919) 469-5484

**A. Thomas Joyner, President**

Watertown-Madison, WI	WJJO
Rocky Mt.-Raleigh, NC	WTRG
Martinsville-Roanoke, VA	WROV-AM & FM
Whiteville-Fayetteville, NC	WZFX

## Kaye-Smith Enterprises

P.O. Box 3010  
Bellevue, WA 98009  
(206) 455-0923  
FAX: (206) 451-0294

**Lester M. Smith, President**

Portland, OR KXL-AM & FM

## KEFFCO, Inc.

P.O. Box 2158  
Santa Rosa, CA 95405  
(707) 523-1369  
FAX: (707) 571-1097

**James Kefford, President**

Santa Rosa, CA KXFX & KRRS

## Keymarket Group

2743 Perimeter Parkway  
Suite 250  
Augusta, GA 30909  
(404) 855-0555  
FAX: (404) 855-1955

**Kerby Confer, CEO**

**Barry Drake, President**

**Frank Bell, VP/Programming**

Austin, TX	KFON
New Orleans, LA	WWL & WLMG
Harrisburg, PA	WHGB & WNNK
Memphis, TN	WODZ & WRVR
Wilkes-Barre, PA	WILK & WKRZ
Charlotte, NC	WEZC
Williamsburg, VA	WDCK

## King Broadcasting

333 Dexter Avenue North  
Seattle, WA 98124  
(206) 448-5555  
FAX: (206) 448-1203

**Steven A. Clifford, President/CEO**

**Eric Bremner, President/Broadcasting**

**Stan Mak, Senior VP/Radio**

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

## Knight Quality Group Stations

63 Bay State Road  
Boston, MA 02215  
(617) 262-1950  
FAX: (617) 267-5160

**Scott Knight, President**

**Tom Pierce, Executive Vice President**

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

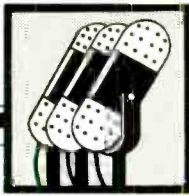
## Kuiper Stations

399 Garfield SW  
P.O. Box 1808  
Grand Rapids, MI 49501  
(616) 451-9387  
FAX: (616) 451-8460

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

Grand Rapids, MI	WFUR-AM & FM
Kalamazoo, MI	WKPR
Dowagiac, MI	WDOW-AM & FM





# RADIO GROUP OWNERS

## **KWHK Broadcasting**

106 W. 43rd Street  
Hutchinson, KS 67502  
(316) 663-4461

**Mack Sanders, President**

**Tom Sanders, General Manager**

Hot Springs, AR      KBHS & KSPA  
Hutchinson, KS      KWHK  
Great Benn, KS      KVGB-AM & FM

## **Lakeland Broadcasting Company**

P.O. Box 838  
Willmar, MN 56201  
(612) 235-8695  
FAX: (612) 235-9111

**Steven Linder, VP/GM**

Willmar, MN      KWLM & KQIC

## **Lakoduk Broadcasting**

2864 S. Circle Drive  
Suite 150  
Colorado Springs, CO 80906  
(719) 579-0880  
FAX: (719) 579-0884

**Larry Lakoduk, President**

Colorado Springs, CO      KSSS & KVUU  
Wichita, KS      KICT

## **Lappin Communications**

101 West Street  
Springfield, MA 01101  
(413) 737-1414  
FAX: (413) 737-1488

**Joseph Rizza, VP/General Manager**

Springfield, MA      WMAS-AM & FM  
West Palm Beach, FL      WOLL

## **Legacy Broadcasting Partners, L.P.**

11111 Santa Monica Blvd.  
Suite 1650  
Los Angeles, CA 90025  
(213) 478-1111  
FAX: (213) 445-4606

**Carl Hirsch**

**Bob Sillerman**

**Dean Thacker, Executive Vice President**  
Nashville, TN      WYHY  
Cleveland, OH      WMJI

## **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 & KYUU  
Pratt, KS      KWLS  
Hutchinson-Pratt, KS      KGLS

## **Liggett Broadcasting**

160 E. Grand River Avenue  
Williamston, MI 48895  
(517) 349-2040  
FAX: (517) 349-4100

**James Jensen, President**

Santa Rosa, CA      KMGG  
Lansing, MI      WFMK  
Saginaw, MI      WHNN  
Grand Rapids, MI      WLHT  
Battle Creek, MI      WBCK & WBXX  
Fresno, CA      KMMA

## **The Lincoln Group, Ltd.**

351 S. Warren Street  
Suite 600  
Syracuse, NY 13202  
(315) 478-5030  
FAX: (315) 478-0251

**Albert L. "Bud" Wertheimer, President**

Buffalo, NY      WBUF  
Rochester, NY      WHAM & WVOR

## **Lotus Communications, Corp.**

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

**Howard Kalmenson, President**

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

## **MacDonald Broadcasting Company**

2000 Whittier Street, Suite 605  
P.O. Box 1776  
Saginaw, MI 48605  
(517) 752-8161  
FAX: (517) 752-8102

**Kenneth MacDonald Sr., Founder**

**Mrs. Kenneth H. MacDonald Sr.,  
CEO/Secretary**

**Kenneth H. MacDonald Jr., President**

**Ms. Patricia W. MacDonald, Vice President**

**Andrew N. MacDonald Jr., Vice President**

Saginaw, MI      WSAM & WKOC  
Lansing, MI      WLS & WKKP  
Petoskey, MI      WWPZ & WMBN  
Cadillac, MI      WATT & WWLZ

## **Magic Broadcasting Companies**

c/o WDEN  
Box 46  
Macon, GA 31297  
(912) 745-3383  
FAX: (912) 745-9693

**Donald G. McCoy, President**

**Douglas M. Grimm, Executive  
Vice President**

Macon, GA      WDEN-AM & FM  
Montgomery, AL      WYSA-AM & FM  
Monterey-Salinas, CA      KTOM-AM & FM

## **Malrite Communications Group, Inc.**

1200 Statler Office Tower  
Cleveland, OH 44115  
(216) 781-3010  
FAX: (216) 781-3611

**Milton Maltz, Chairman/CEO**

**John Chaffee, President/COO**

New York, NY      WHTZ  
Los Angeles, CA      KLAC & KZLA  
San Francisco, CA      KNEW & KSAN  
Minneapolis, MN      KFAN & KEEY  
Cleveland, OH      WHK & WMM5  
Philadelphia, PA      WEGX

## **Marlin Broadcasting, Inc.**

32 Fairfield Street  
Boston, MA 02116  
(617) 267-0515  
FAX: (617) 421-9885

**Howard Tanger, President/CEO**

**Alexander Tanger, Chairman**

Miami, FL      WTMJ  
Detroit, MI      WQRS  
Philadelphia, PA      WFLN

## **McCormick Broadcasting Corporation**

P.O. 876  
Savannah, GA 31498  
(912) 897-1529  
FAX: (912) 897-4047

**Bill McCormick, President**

**Jerry Stevens, VP/General Manager**  
Savannah, GA      WBMQ & WIXV

## **Metroplex Communications**

1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080  
FAX: (216) 566-8142

**Norman Wain, CEO**

**Robert C. Weiss, COO**

**Steve Godofsky, President**

Miami, FL      WHYI  
Cleveland, OH      WERE & WNCX  
Orlando, FL      WPRD & WMGF  
Jacksonville, FL      WFVY-AM & FM  
Tampa, FL      WMTX-AM & FM  
Buffalo, NY      WUFX & WXBZ

## **Meyer Communications, Inc.**

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

**Kenneth Meyer, President**

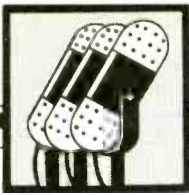
Springfield, MO      KTXR  
Fulton, MO      KKCA & KFAL  
Kennett, MO      KBOA & KTMO  
Lexington-KC, MO      KCFM

## **Mid-America Radio Group Inc.**

P.O. Box 1970  
Martinsville, IN 46151  
(317) 349-1485

**David Keister, President**

Marion, IN      WBAT & WCJC  
Richmond, IN      WKBV & WFMG



# RADIO GROUP OWNERS

## Mid-West Family Stations

P.O. Box 253  
Madison, WI 53701  
(608) 271-1743  
FAX: (608) 271-5782

**William R. Walker, Director**

Rice Lake, WI	WJMC-AM & FM
Madison, WI	WTDY & WMGN
Rockford, IL	WKKN & WKMQ
Springfield, IL	WMAY & WNNS
La Crosse, WI	WIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRX
Escanaba, MI	WGLQ & WCHT
Mt. Pleasant, MI	WCFX

## Midcontinent Broadcasting Company

Foshay Tower  
Suite 1000  
Minneapolis, MN 55402  
(612) 332-8824

**N.L. Bentson, President/CEO/Chairman**

Wichita, KS	KFH & KXLK
Sioux Falls, SD	KELO-AM & FM
Madison, WI	WTSO & WZEE
Reliance, SD	KPLO
Watertown, SD	KDLO
Minneapolis-St. Paul	KDWB-AM & FM

## Midwest Communications, Inc.

P.O. Box 1991  
Green Bay, WI 54305  
(414) 435-3771  
FAX: (414) 455-1155

**D.E. Wright, President**

Des Moines, IA	KIOA & KIUA
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ
Lincoln, NE	KFMQ-AM & FM

## Moffat Communications, Ltd.

CKY Building, Third Floor  
Polo Park  
Winnipeg, Manitoba, CN R3G 0L7  
(204) 774-2461  
FAX: (204) 956-2710

**Randy Moffat, President**

Calgary, AL	CISS & CHFM
Edmonton, AL	CHED & CKNG
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 Street  
Chicago, IL 60610  
(312) 329-4300  
FAX: (312) 329-4468

**Robert Neff, VP/Broadcasting**

Chicago, IL	WMBI-AM & FM
St. Petersburg, FL	WKES
Cleveland, OH	WCRF
Boynton Beach, FL	WRMB
Chattanooga, TN	WMBW
Spokane, WA	KMBI-AM & FM
Quad Cities, IL	WDLM-AM & FM
Dixon's Mills, AL	WMBV
Atlanta, GA	WAFS
Zeeland, MI	WGNB

## Mortenson Broadcasting

333 W. Vine Street  
Vine Center, Suite 200  
Lexington, KY 40507  
(606) 252-1000  
FAX: (606) 233-2040

**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 Street  
Marshalltown, IA 50158  
(515) 752-4122

**Mark Osmundson, President**

Marshalltown, IA KDAO

## Multi Market Communications

196 Cold Spring Road  
Avon, CT 06001  
(203) 675-5222  
FAX: (203) 677-6799

**David Pearlman, President/CEO**

Hartford, CT WZMX

## Multimedia Broadcasting

P.O. Box 2760  
Greenville, SC 29602  
(803) 298-4121  
FAX: (803) 242-1567

**Greg Anderson, Executive Vice President**

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

## Narragansett Radio, Inc.

5555 Hilton Avenue  
5th Floor  
Baton Rouge, LA 70808  
(504) 231-1875  
FAX: (504) 231-1878

**John L. Peroyea, President**

San Jose, CA	KSJX & KSJO
Baton Rouge, LA	WYNK
Tulsa, OK	KAYI
Omaha, NE	KEZO

## Nationwide Communications

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

**Mickey Franko, VP/Radio**

Baltimore, MD	WPOC
Cleveland, OH	WGAR
Phoenix, AZ	KZZP
Columbus, OH	WNCI
Sacramento, CA	KZAP
Winston-Salem, NC	WKZL
Orlando, FL	WOMX-AM & FM
Tucson, AZ	KNST & KRQQ
Las Vegas, NV	KLUC-AM & FM
Houston, TX	KHMx
Seattle, WA	KISW

## NewCity Communications

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

**Dick Ferguson, President**

Atlanta-Gainesville	WYAY
Birmingham, AL	WZZK-AM & FM
Orlando, FL	WDBO & WWKA
Syracuse, NY	WSYR & WYYY
Bridgeport, CT	WEZN
Atlanta-La Grange, GA	WYAI
Tulsa, OK	KRMG & KWEN
San Antonio, TX	KKYX & KCYY

## NewMarket Media Corp.

P.O. Box 2080  
Advance, NC 27006  
(919) 998-0691  
FAX: (919) 998-0694

**Pete Schulte, President/COO**

**Stephen L. Robertson, Chairman/COO**

Greensboro-Winston-Salem	WSJS & WTQR
Memphis, TN	WREC & WEGR
Oklahoma City, OK	KXXY-AM & FM
New Orleans, LA	WNOE-AM & FM

## Nininger Stations

901 E. Valley Drive  
Bristol, VA 24201  
(703) 669-8112  
FAX: (703) 669-0541

**Pete Nininger, President**

**Betty Nininger, Vice President**

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

## Noalmark Broadcasting

202 W. 19th Street  
El Dorado, AR 71730  
(501) 862-7777  
FAX: (501) 862-0203

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

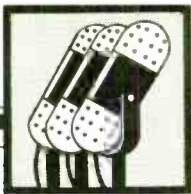
Fayetteville, AR	KKIX
Hobbs, NM	KYKK & KZOR
Longview, TX	KKTX-AM & FM
El Dorado, AR	KELD & KAYZ

## Noble Broadcast Group

4891 Pacific Highway  
San Diego, CA 92110  
(619) 291-8510  
FAX: (619) 294-9363

**John Lynch, CEO/Chairman of the Board**

Boston, MA	WSSH-AM & FM
New Haven, CT	WAVZ & WKCI
Long Island, NY	WBAB & WGBB
Kansas City, MO	KBEQ & KBZR
Denver, CO	KBCO-AM & FM
San Diego, CA	XTRA-AM & FM
Toledo, OH	WVKS
St. Louis, MO	KMJM
Houston, TX	KMJQ & KYOK
Seattle, WA	KMGI & KIXI



# RADIO GROUP OWNERS

## Northwestern College Radio Network

3003 N. Snelling Avenue  
Roseville, MN 55113  
(612) 631-5000  
FAX: (612) 631-5010

### Paul Ramseyer, VP/Radio

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

## Ogden Newspapers

1500 Main Street  
Wheeling, WV 260C3  
(304) 233-0100  
FAX: (304) 233-0100

### Robert Nutting, Business Manager

N. Myrtle Beach, SC WGSN & WNMB  
Staunton, VA WTON-AM & FM

## Olympia Broadcasting Corp.

605 1st Avenue  
Suite 510  
Seattle, WA 98104  
(206) 467-7932  
FAX: (206) 467-0532

### James D. Ireland, Chairman

Spokane, WA KTRW & KZUU  
Anchorage, AK KYAK & KGOT  
Fairbanks, AK KIAK-AM & FM  
Fresno, CA KRZR  
Kansas City, MO KXXR

## Osborn Communications

405 Lexington Avenue  
54th Floor  
New York, NY 10174  
(212) 697-2280  
FAX: (212) 697-2249

### Frank Osborn, President

Raleigh-Durham, NC WCAS  
Dayton-Springfield WAZU  
Jacksonville, FL WIOI  
Jackson, TN WTJS & WTNV  
Wheeling, WV WWVA & WOVK  
Syracuse, NY WNDR & WNTQ

## Ostrander-Wilson Stations

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

### George Wilson, President

Seattle, WA KBLE  
Phoenix, AZ KASA  
Blaine, WA KARI

## Overland California Radio, Inc.

P.O. Box 717  
Merced, CA 95341  
(209) 723-2191  
FAX: (209) 383-2950

### Edward G. Hoyt Jr., President

Merced, CA KYOS  
Modesto-Merced, CA KABX  
Bakersfield, CA KMYX-AM & FM

## Pacific Northwest Broadcasting

P.O. Box 1280  
Boise, ID 83701  
(208) 336-3670  
FAX: (208) 336-3734

### Charles Wilson, President

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

## Pacifica Foundation

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

### Jack O'Dell, Chairman

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

## Palmer Communications, Inc.

12800 University Drive  
Suite 500  
Ft. Myers, FL 33907-5333  
(813) 433-4350  
FAX: (813) 433-8213

### William Ryan, President/CEO

Des Moines, IA WHO & KLYF  
Naples-Ft. Myers, FL WNOG & WCVU

## Panache Broadcasting

166 E. Levering Mill Road  
Bala Cynwyd, PA 19004  
(215) 668-4400  
FAX: (215) 668-4418

### Charles D. Schwartz, President/CEO

Philadelphia, PA WWDB  
Indianapolis, IN WTUX & WTLC

## Park Communications

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

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

## Parker Communications, Inc.

I.D.S. Center  
28th Floor  
Minneapolis, MN 55402  
(612) 349-6500  
FAX: (612) 349-6080

### John & Kathleen Parker, Owners

Minneapolis, MN KTCJ & KTCZ  
Las Vegas, NV KXTZ  
Sacramento, CA KHYL & KAHI

## Pegasus Broadcasting of Montana

2070 Overland  
Suite 103  
Billings, MT 59102  
(406) 656-1410  
FAX: (406) 656-0110

### Dan Snyder, President

Billings, MT KGHL & KIDX

## Pinnacle Broadcasting Company, Inc.

150 West 51st Street  
Suite 719  
New York, NY 10019  
(212) 247-1760  
FAX: (212) 459-0046

### Philip Marella, Chairman/President

Scott Savage, Executive VP/COO  
Raleigh, NC WDUR & WFXC  
El Paso, TX KAMA & KAMZ  
Lubbock, TX KLLL  
Decatur, IL WSOY-AM & FM  
Myrtle Beach, SC WYAV  
Greenville, NC WFTC & WRNS  
Evansville, IN WYNG

## Precision Media

Hartford Square North  
Ten Columbus Blvd., Suite 1S  
Hartford, CT 06106-1944  
(203) 249-9577  
FAX: (203) 522-7567

### Tim Montgomery, General Manager/COO

Hartford, CT WKSS  
Portsmouth, NH WMYF & WERZ

## Price Broadcasting Co.

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

### John Price, Chairman/CEO

Salt Lake City, UT KCPX & KUTR  
Boise, ID KHEZ  
Spokane, WA KGA & KDRK  
Modesto, CA KOOK & KBEE  
Reno, NV KROW & KNEV  
Redding, CA KQMS & KSHA  
Columbia, SC WOMG-AM & FM

## Price Communications

45 Rockefeller Plaza  
Suite 3201  
New York, NY 10020  
(212) 757-5600

### Robert Price, President

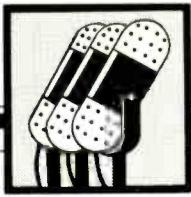
West Palm Beach, FL WPBG & WIRK  
Buffalo, NY WWKB & WKSE  
Ft. Wayne, IN WOWO-AM & FM

## Pyramid Broadcasting

99 Revere Beach Parkway  
Medford, MA 02155  
(617) 396-1430  
FAX: (617) 391-8367

### Richard Balsbaugh, CEO

Philadelphia, PA WPGR & WYXR  
Boston, MA WXKS-AM & FM  
Pittsburgh, PA WPIT-AM & FM  
Buffalo, NY WHTT-AM & FM  
Rochester, NY WPXY-AM & FM  
Chicago, IL WNUA  
Charlotte, NC WRFX



# RADIO GROUP OWNERS

## Radio Terrace, Inc.

Box 188  
Peekskill, NY 10566  
(914) 737-1124

FAX: (914) 737-1218

**Gary Pease, President**

Peekskill, NY  
Albany, NY

WLNA & WHUD  
WROW-AM & FM

## Radio Ventures I, L.P.

7910 Woodmont Avenue  
Suite 1200  
Bethesda, MD 20814  
(301) 718-0400

FAX: (301) 718-0296

**Jerry R. Lyman, President/CEO**

Richmond, VA  
Washington, DC  
Norfolk, VA

WMXB  
WXTR  
WAFX

## Rainbow Communications, Corp.

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

FAX: (505) 523-3918

**Miles Yeagley, President**

**J.T. Stevens, Program Director**

Las Cruces, NM  
KOBK & KMVR

## Reams Broadcasting

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

FAX: (419) 244-2483

**Frazier Reams Jr., President**

**Peter C. Cavanaugh, Executive**

Vice President

Toledo, OH  
Cincinnati, OH

WCWA & WIOT  
WZRZ

## The Regional Group

38 W. Fulton  
Suite 200  
Grand Rapids, MI 49503  
(616) 459-0117

FAX: (616) 459-NUTS

**Judy Lewis, Vice President**

Grand Rapids, MI  
Binghamton, NY  
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WGRD-AM & FM  
WRSG & WAAL  
WPIC & WYFM

## Renda Broadcasting Corp.

Broadcast Plaza  
Crane Avenue  
Pittsburgh, PA 15220  
(412) 531-9500

FAX: (412) 531-4068

**Anthony F. Renda, President**

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Oklahoma City, OK  
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WJAS & WSHH  
KMGL  
WECZ & WPXZ  
KBEZ  
WEJZ

## Rodgers Broadcasting Corp.

P.O. Box 1577  
1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394

**David Rodgers, President**

Macon, GA  
Connersville, IN  
Martinsville, IN  
Wash. Court House, OH

WBML  
WIFE & WCNB  
WMCB & WCBK  
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## Roth Communications

3 Woodland Road  
Stoneham, MA 02180  
(617) 662-4800

FAX: (617) 662-9675

**David Roth, President**

**Peter S. Crawford, Executive**

VP/Group Manager

Cape Cod, MA  
Quad Cities, IL  
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WKPE-AM & FM  
WKBF & WPXR  
WCHY-AM & FM  
WEEX & WHXT

## Rusk Corporation

Box 1520  
Houston, TX 77251  
(713) 526-5874

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KTRH & KLLOL  
KSMG  
KMGP  
KHFI

## Saga Communications

73 Kercheval Avenue  
Grosse Pointe Farms, MI 48236  
(313) 886-7070

FAX: (313) 886-7150

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**Steve Goldstein, Executive Vice President**

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Columbus, OH  
Norfolk, VA  
Springfield, IL  
Champaign, IL  
Des Moines, IA  
Portland, ME  
Manchester, NH  
Springfield, MA

WKLH  
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WNOR-AM & FM  
WYMG  
WLRW  
KRNT & KRNQ  
WGAN & WMGX  
WFEA & WZID  
WAQY & WIXY

## Sage Communications Corp.

7 Canal Street  
5th Floor  
Stamford, CT 06902  
(203) 357-1464

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**Gerald Poch, President**

Stowe, VT  
Waco, TX  
Daytona Beach, FL

WVMX  
WACO-AM & FM  
WGNE

## Salem Communications Corp.

2310 Ponderosa Drive  
Suite 29  
Camarillo, CA 93010  
(805) 987-0400  
FAX: (805) 482-8570

**Robert W. Ball, Executive Vice President**

New York, NY  
Los Angeles, CA  
San Francisco, CA  
Boston, MA  
Seattle, WA

San Diego, CA  
Columbus, OH  
Tulsa, OK

Portland, OR  
Pittsburgh, PA  
Lancaster-Palmdale, CA

Oxnard, CA  
Chicago, IL  
San Bernardino, CA

WMCA  
KGER & KKLA  
KFXA  
WEZE  
KGNW  
KPRZ  
WRFD  
KCFO  
KPDQ-AM & FM  
WEZE & WKPA  
KAVC  
KDAR  
WYLL  
KLFE

## Sandusky Radio

601 California Street  
Suite 2260  
San Francisco, CA 94108  
(415) 788-3161

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Seattle, WA  
San Diego, CA  
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KEGL  
KLSY-AM & FM  
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## Sconnix Broadcasting Company

Tysons International Plaza  
1921 Gallows Road-Suite 850  
Vienna, VA 22182  
(703) 356-6000

FAX: (703) 790-1290

**Randy Odeneal, Scott McQueen,**

**Ted Nixon, Partners**

Miami-Ft. Lauderdale  
Kansas City, MO  
Quad Cities, IL  
Laconia, NH  
Indianapolis, IN  
Baltimore, MD

WMXJ  
KFKF  
WLLR-AM & FM  
WLNH-AM & FM  
WIBC & WKLR  
WQSR & WBMD

## Scrrips Howard Broadcasting Co.

1100 Central Trust Tower  
P.O. Box 5380  
Cincinnati, OH 45201  
(513) 977-3000

FAX: (513) 621-0071

**Richard J. Janssen, President/CEO**

Baltimore, MD  
Portland, OR  
Memphis, TN

WBSB  
KUPL-AM & FM  
WMC-AM & FM

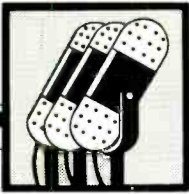
## Seaton Stations

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

**R.M. Seaton, Chairman**

Lubbock, TX  
Hastings, NE  
Manhattan, KS  
Coffeyville, KS

KFYO & KZII  
KHAS  
KMAN & KMKF  
KGGF & KQQF



# RADIO GROUP OWNERS

## Seehafer Broadcasting Corp.

P.O. Box 1385  
Manitowoc, WI 54221-1385  
(414) 682-0351  
FAX: (414) 682-1008

### Don Seehafer, President

Wausau, WI  
Manitowoc, WI  
Rochester, MN  
WXCO & WYCO  
WOMT & WQTC  
KWEB & KRCH

## Shamrock Broadcasting

4444 Lakeside Drive  
Burbank, CA 91505  
(818) 845-4444  
FAX: (818) 845-9718

### Bill Clark, President

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

## Shamrock Communications, Inc.

149 Penn Avenue  
Scranton, PA 18503  
(717) 348-9108  
FAX: (717) 348-9145

### William R. Lynett, President/CEO

Baltimore, MD  
Milwaukee, WI  
Orlando, FL  
Tulsa, OK  
Wilkes Barre-Scranton  
Austin, TX  
Westminster, MD  
WGRX  
WQFM  
WDIZ  
KMYZ-AM & FM  
WEJL & WEZX  
KLTD  
WTRR

## Shepherd Enterprises

300 W. Reed Street  
Moberly, MO 65270  
(816) 263-5800  
FAX: (816) 263-2300

### Jerrell Shepherd, President

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

## Sheridan Broadcasting

411 7th Avenue  
Suite 1500  
Pittsburgh, PA 15219  
(800) 874-3010  
FAX: (412) 391-3559

### Ronald Davenport, Chairman

Anthony J. Rizza, VP/Radio Properties  
Pittsburgh, PA  
Buffalo, NY  
WYJZ & WAMO  
WUFO

## Signature Broadcasting

2407 Enfield Road  
Austin, TX 78703  
(512) 482-0982  
FAX: (512) 482-0986

### Dick Oppenheimer, President

Pittsburgh, PA  
Nashville, TN  
McAllen-Brownsville, TX  
Austin, TX  
WMXP  
WRMW  
KELT  
KIXL

## Sorenson Broadcasting

604 N. Kiwanis Plaza  
Sioux Falls, SD 57104  
(605) 334-1117  
FAX: (605) 338-0326

### Dean Sorenson, President

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

## South Central Communications

P.O. Box 40506  
Nashville, TN 37204  
(615) 259-9393  
FAX: (615) 259-4594

### Steve Edwards, President

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

## Southern Communications, Inc.

3029 S. Sherwood Forest Blvd.  
Suite 200  
Baton Rouge, LA 70816  
(504) 292-9556  
FAX: (504) 291-6420

### Low Campbell, Co-Owner

Don Nelson, Co-Owner  
Baton Rouge, LA  
WIBR & WKJN

## Southern Minnesota Broadcasting Co.

122 Fourth Street SW  
Rochester, MN 55902  
(507) 286-1010  
FAX: (507) 286-9370

### G. David Gentling, President

Greg Gentling, VP/General Manager  
Sioux Falls, SD  
Rapid City, SD  
Rochester, MN  
KXRFB & KKLS  
KKLS & KKMK  
KROC-AM & FM

## Southern Skies Corporation

8114 Cantrell Road  
3rd Floor  
Little Rock, AR 72207  
(501) 227-9696  
FAX: (501) 228-9547

### Jerry Atchley, President

JoAnne Scott, VP/Operations  
Wichita, KS  
Little Rock, AR  
KZSN-AM & FM  
KSSN

## Southern Starr Broadcasting Group

147 East Lyman Avenue  
Winter Park, FL 32789  
(407) 647-2334  
FAX: (407) 647-5390

New Haven, CT  
Little Rock, AR  
Pascagoula, MS  
WPLR  
KOLL  
WKNN

## Spanish Broadcasting System

26 West 56th Street  
New York, NY 10019  
(212) 541-9200

### Raul Alarcon Sr., Chairman

### Raul Alarcon Jr., President, CEO

Los Angeles, CA  
Miami, FL  
New York, NY  
Key Largo, FL  
KSKQ-AM & FM  
WCMQ-AM & FM  
WSKQ-AM & FM  
WZMQ

## SRO Broadcasting

P.O. Box 91723  
Bellevue, WA 98009  
(206) 455-8100  
FAX: (206) 455-8165

### Fredric Danz, President

Richland, WA  
KALE & KIOK

## St. Pe Broadcasting, Inc.

916 Foley Street  
Jackson, MS 39202  
(601) 352-6673

### Edward St. Pe, President

Jackson, MS  
Yazoo City-Madison, MS  
WJXN-AM & FM  
WJNS

## Standard Radio Inc.

2 St. Clair Avenue W  
Toronto, Ontario  
Canada, M4V 1L6  
(416) 922-9999  
FAX: (416) 323-6800

### Allan Slight, President/CEO

### Standard Broadcasting

### Gary Slight, General Manager

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

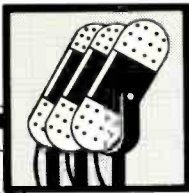
## Stauffer Communications, Inc.

616 Jefferson  
Topeka, KS 66607  
(913) 295-1111  
FAX: (913) 295-1144

### Stanley H. Stauffer, Chairman

### Gerald N. Holley, VP/Broadcasting

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



# RADIO GROUP OWNERS

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

410 Severn Avenue  
Suite 309  
Annapolis, MD 21403  
(301) 263-1030  
FAX: (301) 280-6765

### **Glenn Bell, President**

New Orleans, LA WMXZ  
Buffalo, NY WYRK  
Rochester, NY WCMF  
Dayton, OH WWSN  
Knoxville, TN WIMZ-AM & FM  
Des Moines, IA KGGO  
Louisville, KY WDJX-AM & FM  
Binghamton, NY WNBF & WHWK

## **Suburban Radio Group**

P.O. Box 888  
Belmont, NC 28012  
(704) 825-5272  
FAX: (704) 825-4036

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

Blacksburg, VA WVVV  
Christiansburg, VA WJJJ

## **Sudbrink Broadcasting Co.**

255 S. County Road  
Third Floor  
Palm Beach, FL 33480  
(407) 832-8407  
FAX: (407) 832-8409

### **Robert Sudbrink, President**

Jacksonville, FL WXTL

## **Sudbury Services Inc. &**

Newport Broadcasting  
P.O. Box 989  
Blytheville, AR 72316  
(501) 762-2093  
FAX: (501) 763-8459

### **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  
Suite 1150  
Atlanta, GA 30346  
(404) 394-0707  
FAX: (404) 394-9778, (404) 671-9213

### **Owen Weber, Executive VP/Radio**

### **Mary Catherine Sneed, VP/Operations**

New York, NY WRKS  
Dallas, TX KHVN & KJMZ  
Atlanta, GA WAOK & WVEE  
Baltimore, MD WCAO & WXYV  
Denver, CO KLZ & KAZY  
Dayton, OH WONE & WTUE

## **Sunbelt Radio Group, Inc.**

448 E. Paces Ferry Road  
Atlanta, GA 30305  
(404) 240-0070  
FAX: (404) 365-8209

### **Richard N. Lea CEO**

Brownsville, TX KRGY & KRGE  
Laredo, TX KRRG

## **Sunbrook Communications**

N. 1212 Washington  
Suite 124  
Spokane, WA 99201  
(509) 326-9500  
FAX: (509) 326-1560

### **Larry Roberts, President/CEO**

Billings, MT KBLG & KRKX  
Great Falls, MT KXGF & KAAK  
Missoula, MT KGRZ & KDXT  
Butte, MT KXTL & KQUY  
Pueblo, CO KCSJ & KGRQ  
Wenatchee, WA KXAA

## **Sundance Broadcasting**

1 Radio Place  
P.O. Box 20920  
Milwaukee, WI 53220  
(414) 545-5920  
FAX: (414) 545-4069

### **Michael Jorgenson, President**

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

## **SunGroup, Inc.**

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

### **John W. Biddinger, President**

### **John E. Southwood Jr., VP/Finance**

### **Bennett S. Smith, VP/Secretary**

### **James A. Reeder, VP/Radio**

Birmingham, AL WBMH  
Omaha, NE KESY-AM & FM  
Albuquerque-Santa Fe KKSS  
Longview, TX KYKX  
Abilene, TX KEAN-AM & FM  
Bryan-College Station KKYS  
Shreveport, LA KMJJ

## **Sunshine Group Broadcasting**

4 Moulton Street  
Portland, ME 04101  
(207) 774-5900  
FAX: (207) 774-4952

### **George Silverman, President**

Portsmouth, NH WCQL-AM & FM

## **Surrey Broadcasting Co.**

165 South Union  
Suite 570  
Denver, CO 80228  
(303) 989-9980  
FAX: (303) 989-4945

### **James Kent Nichols, President/CEO**

### **John Nichols, Chairman**

Oklahoma City, OK KPRW & KATT  
Pueblo, CO KDZA  
Colorado Springs, CO KATM

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

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

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

## **Taylor Communications**

11760 U.S. Route One  
Suite 303  
No. Palm Beach, FL 33408  
(407) 775-1777  
FAX: (407) 694-8387

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

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

## **Telemedia Corp.**

1010 Sherbrooke W, Suite 1610  
Montreal, Quebec  
Canada, H3A 2R7  
(514) 845-6291  
FAX: (514) 842-5591

### **Phillipe de Gaspe Beaubien, Chairman/ President/CEO**

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

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



# RADIO GROUP OWNERS

## **Tichenor Media System, Inc.**

100 Crescent Court  
Suite 1777  
Dallas, TX 75201  
(214) 855-8882

### **McHenry T. Tichenor Jr., President**

Houston, TX	KLAT
San Antonio, TX	KCOR
Corpus Christi, TX	KUNO & KDOS
Harlingen, TX	KGBT & KIWW
El Paso, TX	KBNA-AM & FM
Chicago, IL	WIND & WOJO
New York, NY	WADO
Miami, FL	WQBA-AM & FM

## **Timm Enterprises**

P.O. Box 10174  
Tallahassee, FL 32302  
(904) 224-4001

FAX: (904) 222-8688

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

Jacksonville, FL	WVOJ
Tallahassee, FL	WANM & WGLF
Naples, FL	WSGL
Douglas, GA	WDMG-AM & FM
Warner Robins, GA	WZQB & WPPR
Apalachicola, FL	WAPY
Key West, FL	WOZN
Orlando, FL	WMMO

## **TK Communications, Inc.**

110 Southeast 6th Street  
Suite 1601  
Ft. Lauderdale, FL 33301  
(305) 525-8500

FAX: (305) 462-4949

### **John F. Tenaglia, Chairman of the Board/CEO**

Dallas, TX	KLUV
Ft. Lauderdale, FL	WSRF & WSHE
San Antonio, TX	KXTN & KZVE
Orlando, FL	WHOO & WHTQ

## **Tri Group, Inc.**

4807 St. Elmo Avenue  
Bethesda, MD 20814  
(301) 652-4144

### **Fred Hessick, President**

**Michael Ferrel, Executive Vice President**  
Augusta, GA WMMO-AM & FM

## **Tribune Broadcasting**

435 N. Michigan Avenue  
Suite 1900  
Chicago, IL 60611  
(312) 222-3333

FAX: (312) 329-0611

### **Wayne Vriesman, VP/Radio**

New York, NY	WQCD
Chicago, IL	WGN
Sacramento, CA	KYMX & KCTC

## **Trumper Communications, Inc.**

900 Oakmont Lane  
Suite 210  
Westmont, IL 60559  
(708) 789-0090

FAX: (708) 789-0102

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

Lexington, KY	WLAP-AM & FM
Portland, OR	KKCW
Charlotte, NC	WTDR
Minneapolis-St. Paul	KQQL

## **United Broadcasting**

4733 Bethesda Avenue  
Suite 808

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(301) 652-7706

FAX: (301) 652-4614

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### **William Parris, Executive Vice President**

New York, NY	WKDM
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Washington, DC	WJZE
Baltimore, MD	WYST-AM & FM
Cleveland, OH	WJMO-AM & FM
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## **Unity Broadcasting Network**

505 Eighth Avenue  
New York, NY 10018  
(212) 643-1636

### **Eugene Jackson, President**

**Sandra Bell, Vice President**  
Philadelphia, PA WDAS-AM & FM

## **Universal Broadcasting**

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

FAX: (516) 741-1230

### **Howard Warshaw, President**

New York, NY	WTHE
Los Angeles, CA	KPPC
Chicago, IL	WNDZ & WVVX
Pittsburgh, PA	WWCS
St. Louis, MO	WCBW
Indianapolis, MO	WSYW-AM & FM

## **Uno Broadcasting Corp.**

1 Uno Circle  
Joliet, IL 60435  
(815) 741-4000

FAX: (815) 741-4007

### **Robert Tezak, President**

Topeka, KS	KTOP & KDVV
Beaumont, TX	KOLE & KKMY
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## **US Radio**

1207 Chestnut Street  
Suite 200  
Philadelphia, PA 19107  
(215) 563-2910

FAX: (215) 563-9947

### **Ragan A. Henry, Chairman**

Oakland, CA	KDIA
Reading, PA	WRWA & WRFY
Baltimore, MD	WWIN-AM & FM
Memphis, TN	WDIA & WHRK
Columbia, SC	WCOS-AM & FM
Detroit, MI	WKSG
Columbus, OH	WXLE
Raleigh, NC	WQOK
Wildwood, NJ	WCMC & WZXL
Spring, TX	KJQJ-AM & FM
Norfolk, VA	WBSK & WOWI
Akron, OH	WAKR & WONE
El Paso, TX	KHEY
Houston, TX	KJZS
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## **Verstandig Broadcasting**

4850 Connecticut Avenue NW  
Suite 103  
Washington, DC 20008  
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### **John Verstandig, President**

Waynesboro, PA	WAYZ-AM & FM
Harrisonburg, VA	WSVA & WQPO
Washington, DC	WGMS
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## **Viacom Broadcast Group**

1515 Broadway  
New York, NY 10036  
(212) 258-7136

FAX: (212) 258-7154

### **Bill Figenshu, President/Radio Division**

Denver, CO	KHOW-AM & FM
Los Angeles, CA	KXEZ
New York, NY	WLTV
Chicago, IL	WLIT
Houston, TX	KIKK-AM & FM
Washington, DC	WMZQ-AM & FM
Detroit, MI	WLTJ
Seattle, WA	KBSG-AM & FM
San Francisco, CA	KDBK & KDBQ

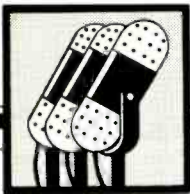
## **The Village Companies**

P.O. Box 3300  
Chapel Hill, NC 27515  
(919) 968-4811

FAX: (919) 942-2826

### **James A. Heavner, President**

<b>Robert E. Woodruff, Executive VP/CEO</b>	
Chapel Hill, NC	WCHL
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# RADIO GROUP OWNERS

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Columbia, SC WNOK & WOIC  
Charlotte, NC WWMG  
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## Warner Stations

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

**Norton Warner, President**

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Abilene, KS KABI & KSAJ  
Grand Junction, CO KSTR-AM & FM  
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## Wescom Media Group

2425 West Loop South  
10th Floor  
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FAX: (713) 871-1220

**Dale J. Matteson, President/COO**

Mobile, AL WGCX  
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## Westwood One, Stations Group, Inc.

1700 Broadway  
New York, NY 10019  
(212) 286-1130

FAX: (212) 237-2500

**Bob Moore, Executive  
Vice President**

New York, NY WNEW & WYNY  
Los Angeles, CA KQLZ

## WHP, Inc.

Box 1507  
Harrisburg, PA 17105  
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FAX: (717) 238-4903

**Joseph M. Higgins, President/CEO**

Harrisburg, PA WHP-AM & FM

## Wilks/Schwartz Broadcasting

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FAX: (413) 781-1944

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Sarasota, FL WSRZ  
Providence, RI WWBB  
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Norfolk, VA WNVZ

## Willis Broadcasting Corp.

645 Church Street  
Suite 400  
Norfolk, VA 23510  
(804) 622-4600

FAX: (804) 624-6515

**Bishop L.E. Willis, President**

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Norfolk, VA WPCE  
Philadelphia, PA WURD  
Trenton, NJ WIMG  
Gary, IN WWCA  
Bellhaven, NC WKTA  
Birmingham, AL WAYE  
Charlotte, NC WGSP  
Ferris-Dallas, TX KDFT  
Norfolk, VA WMYK & WTZR  
Batesburg, SC WKWQ  
Durham, NC WSRC  
E. St. Louis, IN WESL  
East Point, GA WTJH  
Lonoke-Little Rock, AR KMZX  
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Memphis, TN KFTH & WXSS  
Indianapolis, IN WPZZ  
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## WIN Communications/M.L. Media

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FAX: (203) 622-4042

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Indianapolis, IN WFXF-AM & FM  
Westport, CT WEBE  
Bridgeport, CT WICC  
Norfolk-Portsmouth, VA WMXN  
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## WinCom Radio Group

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Lincolnshire, IL 60069  
(708) 634-3282

**Donn Winther, President**

Green Bay-Appleton, WI WNFL & WKFX  
St. Joseph- WHFB-AM & FM  
Benton Harbor, MI

## Winfas of Virginia, Inc.

P.O. Box 4108  
Lynchburg, VA 24502-0108  
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FAX: (804) 237-8070

**Roger Ingram, President**

Jacksonville, NC WKOQ  
Amherst, VA WYYD

## Withers Broadcasting

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FAX: (618) 242-4444

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

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

## WMTR/WDHA

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Cedar Knolls, NJ 07927  
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FAX: (201) 538-3060

**Paul Moore, General Manager**

Morristown, NJ WMTR & WDHA  
Key West, FL WKIZ & WEOW

## Woodward Communications Inc.

c/o WHBY/WAPL Radio  
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Appleton, WI 54913  
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FAX: (414) 739-0494

**Susan F. Knaack, VP/Broadcast**

Dubuque, IA KDTH & KATF  
Appleton, WI WHBY & WAPL

## WTMJ, Inc.

720 E. Capitol Drive  
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Milwaukee, WI 53201  
(414) 332-9611, (414) 223-5306  
FAX: (414) 223-5266

**Steve Smith, President**

**Doug Kiel, Executive Vice President**  
Milwaukee, WI WTMJ & WKTI  
Wausau, WI WSAU & WIFC  
Kansas City, MO KRKV





# RADIO REPRESENTATIVES

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**Charlie Colombo, President**

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<b>Chicago:</b>	(312) 836-0860
<b>Dallas:</b>	(214) 978-4995
<b>Detroit:</b>	(313) 643-4061
<b>Houston:</b>	(713) 961-2974
<b>Los Angeles:</b>	(213) 966-5000
<b>Minneapolis:</b>	(612) 339-9904
<b>Philadelphia:</b>	(215) 564-2533
<b>Portland:</b>	(503) 222-2122
<b>St. Louis:</b>	(314) 421-0888
<b>San Francisco:</b>	(415) 495-4212
<b>Seattle:</b>	(206) 441-4242

## Caballero Spanish Radio

261 Madison Avenue  
18th Floor  
New York, NY 10016  
(212) 697-4120  
FAX: (212) 697-9151

**Eduardo Caballero, President**

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<b>Boston:</b>	(617) 423-0606
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<b>Chicago:</b>	(312) 565-4888
<b>Dallas:</b>	(214) 518-9615
<b>Denver:</b>	(303) 368-0334
<b>Detroit:</b>	(313) 358-8500
<b>Houston:</b>	(713) 785-2345
<b>Los Angeles:</b>	(213) 470-3383
<b>Minneapolis:</b>	(612) 339-2626
<b>New York:</b>	(212) 916-0549
<b>Philadelphia:</b>	(215) 732-3380
<b>Portland:</b>	(503) 223-1700
<b>San Francisco:</b>	(415) 772-2740
<b>Seattle:</b>	(206) 728-4117

## CBS Hispanic Marketing

6121 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 460-3716  
**Dee Levy, Director/Sales**  
**George Rivera, Director/Marketing,**  
(212) 975-2095

## CBS Radio Representatives

51 W. 52nd Street  
New York, NY 10019  
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FAX: (212) 582-9448

**Anthony Miraglia, VP/General Manager**

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<b>Boston:</b>	(617) 728-1916
<b>Chicago:</b>	(312) 951-3357
<b>Dallas:</b>	(214) 526-0557
<b>Detroit:</b>	(313) 351-2161
<b>Houston:</b>	(713) 782-0911
<b>Los Angeles:</b>	(213) 460-3701
<b>Minneapolis:</b>	(612) 371-9051
<b>Philadelphia:</b>	(215) 668-5990
<b>St. Louis:</b>	(314) 444-3221
<b>San Francisco:</b>	(415) 765-4006

## Christal Radio

One Dag Hammarskjold Plaza  
17th Floor  
New York, NY 10017  
(212) 572-8100  
FAX: (212) 572-8177

**Bill Fortenbaugh, President**

<b>Atlanta:</b>	(404) 237-5236
<b>Boston:</b>	(617) 423-4110
<b>Chicago:</b>	(312) 836-0780
<b>Dallas:</b>	(214) 978-4999
<b>Detroit:</b>	(313) 649-3230
<b>Houston:</b>	(713) 629-4151
<b>Los Angeles:</b>	(213) 966-5180
<b>Minneapolis:</b>	(612) 333-8833
<b>Philadelphia:</b>	(215) 564-4561
<b>Portland:</b>	(503) 222-2122
<b>St. Louis:</b>	(314) 421-4946
<b>San Francisco:</b>	(415) 957-9960
<b>Seattle:</b>	(206) 728-4343

## CMBS (Concert Music Broadcast Sales)

271 Madison Avenue  
Suite 700  
New York, NY 10016  
(212) 532-1900  
FAX: (212) 532-1647

**Peter J. Cleary, President**

<b>Atlanta:</b>	(404) 266-1735
<b>Chicago:</b>	(312) 744-1144
<b>Los Angeles:</b>	(213) 551-1277
<b>San Francisco:</b>	(415) 474-0254
<b>Dallas:</b>	(214) 421-9848
<b>Detroit:</b>	(313) 355-1051

## Eastman Radio

One Dag Hammarskjold Plaza  
22nd Floor  
New York, NY 10017  
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FAX: (212) 572-9217

**Carl Butrum, President**

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<b>Boston:</b>	(617) 964-4410
<b>Chicago:</b>	(312) 751-8510
<b>Dallas:</b>	(214) 978-4996
<b>Denver:</b>	(303) 393-6552
<b>Detroit:</b>	(313) 643-7555
<b>Houston:</b>	(713) 960-1252
<b>Los Angeles:</b>	(213) 966-5000
<b>Philadelphia:</b>	(215) 557-6610
<b>St. Louis:</b>	(314) 241-7040
<b>Salt Lake City:</b>	(801) 266-1480
<b>San Francisco:</b>	(415) 512-9320
<b>Seattle:</b>	(206) 441-6773
<b>Toronto:</b>	(416) 923-1239
<b>Portland:</b>	(503) 222-2122

## Gillis Broadcasting Representatives

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Suite 181  
Toluca Lake, CA 91602  
(818) 505-1097  
FAX: (818) 505-1099

**Jim Gillis, President**

**Jane Gillis**

## Charles J. Givens Organization, Inc.

Media Division  
242 N. Westmonte Drive  
Suite 210  
Alamonte Springs, FL 32714  
(407) 774-5900, ext. 213  
FAX: (407) 774-0234

**Shane Hackett, Vice President**

## DURPETTI & ASSOCIATES

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Corporate Headquarters  
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FAX: (312) 819-1970  
**Tony Durpetti, President**

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<b>Dallas:</b>	(214) 518-9610
<b>Detroit:</b>	(313) 357-6670
<b>Los Angeles:</b>	(213) 475-5513
<b>New York:</b>	(212) 309-9050
<b>Philadelphia:</b>	(215) 985-1494
<b>San Francisco:</b>	(415) 772-2730
<b>Research:</b>	(818) 501-6016
<b>Boston:</b>	(617) 426-7264
<b>Seattle:</b>	(206) 728-4117

## GROUP W RADIO SALES

**Group W Radio Sales**  
100 Park Avenue  
New York, NY 10017  
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FAX: (212) 818-8989  
**Tom Turner, President**

<b>Atlanta:</b>	(404) 984-9532
<b>Boston:</b>	(617) 695-9457
<b>Chicago:</b>	(312) 819-1177
<b>Dallas:</b>	(214) 518-9615
<b>Detroit:</b>	(313) 357-7711
<b>Los Angeles:</b>	(213) 475-8554
<b>Philadelphia:</b>	(215) 732-1234
<b>San Francisco:</b>	(415) 772-2720

# RADIO REPRESENTATIVES



## HN&H

HNWH RADIO SALES

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New York, NY 10017  
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FAX: (212) 916-0759

**Jacqui Rossinsky, President**

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**Dallas:** (214) 518-9620  
**Detroit:** (313) 357-0900  
**Los Angeles:** (213) 470-7178  
**Minneapolis:** (612) 339-2626  
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**St. Louis:** (314) 241-7799  
**San Francisco:** (415) 772-2735

THE INTEREP  RADIO STORE

**The Interrep Radio Store**

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(212) 916-0700  
FAX: (212) 916-0772

**Ralph Guild, Chairman of the Board**  
**Les Goldberg, President**  
**Marc Guild, President/**  
**Marketing Division**

**Katz & Powell Radio**  
470 Park Avenue South  
New York, NY 10016  
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FAX: (212) 889-6370  
**Shelly Katz, President**

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**Boston:** (617) 482-4370  
**Chicago:** (312) 467-0200  
**Dallas:** (214) 243-8770  
**Detroit:** (313) 445-0491  
**Los Angeles:** (213) 274-8885  
**Portland:** (503) 226-2911  
**San Francisco:** (415) 474-6444  
**St. Louis:** (314) 991-4261  
**Seattle:** (206) 285-1913

### Katz Hispanic Radio Sales

One Dag Hammarskjold Plaza  
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FAX: (212) 572-9831

**Gene Bryan, VP/National Sales Manager**

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**Boston:** (617) 426-7290  
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**Dallas:** (214) 978-4993  
**Detroit:** (313) 649-4333  
**Houston:** (713) 961-5094  
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**San Francisco:** (415) 777-3377  
**Seattle:** (206) 285-1913

### Katz Radio

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**Los Angeles:** (213) 966-5000  
**Minneapolis:** (612) 339-2002  
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**Portland:** (503) 222-2122  
**St. Louis:** (314) 241-5535  
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**Seattle:** (206) 441-1325

### Katz Radio Group

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FAX: (212) 751-1910

**Ken Swetz, President**

**Stu Olds, Executive Vice President, KRG**  
**Bonnie Press, Senior Vice President/GM,**

**KRG Network**  
**Gerry Boehme, Senior Vice President/**  
**Dir. Research**  
**Susan Wagner, Senior Vice President/Dir.**  
**KRG Marketing**

**Glenn Kummerow, Vice President/Dir.**  
**AG Services**

### Lotus Hispanic Reps.

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**Robert Albright, Executive Vice President**  
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**Detroit:** (313) 773-7700  
**Los Angeles:** (213) 464-1311  
**San Francisco:** (415) 563-3252



MAJOR MARKET RADIO SALES

### Major Market Radio Sales

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FAX: (212) 818-8910

**Warner Rush, President**

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**Chicago:** (312) 938-0999  
**Dallas:** (214) 518-9635  
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**Philadelphia:** (215) 985-1330  
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**San Francisco:** (415) 772-2710  
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McGAVREN GUILD RADIO

### McGavren Guild Radio

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**Detroit:** (313) 358-8500  
**Houston:** (713) 266-7667  
**Los Angeles:** (213) 470-3383  
**Minneapolis:** (612) 333-8717  
**New York:** (212) 916-0500  
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**Portland:** (503) 223-1700  
**St. Louis:** (314) 231-0000  
**San Francisco:** (415) 772-2700  
**Seattle:** (206) 441-3401

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FAX: (212) 302-6024

**Ron Hartenbaum, Chairman**  
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FAX: (213) 656-0693  
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(201) 968-0073  
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(213) 654-8428  
FAX: (213) 654-6829

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England  
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(713) 465-1093  
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**David Erichson, VP**

## **Hearts Of Space**

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(415) 759-1130  
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**John Olson, Dir./Radio Promotion**

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## **Hightone**

220 4th Street, Suite 101  
Oakland, CA 94607  
(415) 763-8500  
FAX: (415) 763-8558  
**Darrell Anderson, Dir./Nat'l Promotion**

## **Hollywood**

(incl. Link, Hollywood Basic)  
(distributed by Elektra/WEA)  
500 South Buena Vista Blvd.  
Burbank, CA 91521  
(818) 560-5670  
FAX: (818) 567-4837  
**Peter Paterno, President**  
**Wesley Hein, Exec. VP/GM**  
**Mitch Bader, VP/CFO**  
**Brenda Romano, Sr. VP/Promotion**  
**Kyle Hetherington, VP/CHR Promotion**  
**Art Phillips, VP/Rock Promotion**  
**John Souchack, Dir./Nat'l Rock Promotion**  
**Christina Anthony, Dir./Nat'l AC &  
Video Promotion**

## **Ichiban**

(incl. Curtom, Wilbe, GEMC, Miracle,  
Gospel Capital, SDEG, King Snake,  
Power House, CMC)  
P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377  
FAX: (404) 926-2774

Research House  
Fraser Road  
Perivale, WB6 7AQ  
England  
(01) 991-5990  
FAX: (01) 991-9504

**Ed Nesbitt, Radio Promotion**  
**Jenny Morrison, Radio Promotion**  
**Troy Lane, Radio Promotion**  
**Jeri Brown, Radio Promotion**

## **Imago**

(distributed by BMG)  
152 West 57th Street  
New York, NY 10019  
(212) 246-6644  
FAX: (212) 246-0404  
**Alex Miller, VP/Promotion**  
**Eric Hodge, Dir./Nat'l Promotion**  
**Andy Dean, Dir./Nat'l Rock Promotion**  
**Leslie Alfano, Mgr./Nat'l College Promotion**  
**Beth Edelstein, Nat'l Promotion Coordinator**

## **Impact**

(distributed by MCA/UNI)  
6255 Sunset Blvd., 21st Floor  
Hollywood, CA 90028  
(213) 962-5511  
FAX: (213) 957-1512

40 West 57th Street, 18th Floor  
New York, NY 10019  
(212) 556-6872  
FAX: (212) 556-6847  
**Jeff Sydney, President**  
**Bruce Tenenbaum, Sr. VP/Promotion**  
**John Hey, VP/Promotion**  
**Jeff Neben, Dir./Nat'l Promotion**  
**Gina Iorillo, Assoc. Dir./Nat'l Promotion**  
**Laura Kuntz, Sr. Dir./Promotion, East Coast**

## **Interscope**

(distributed by EastWest/WEA)  
10900 Wilshire Blvd., Suite 1230  
Los Angeles, CA 90024  
(213) 208-6547  
FAX: (213) 208-7343

## **Ted Field**

**Jimmy Iovine**  
**Marc Benesch**  
**Billy Brill**  
**David Cohen**  
**Lori Earl**  
**Tony Fergusson**  
**Beau Hill**  
**Sean Lynch**  
**John McClain**  
**Michael Papale**  
**Chuck Reed**  
**Tom Whalley**

## **Intersound International**

(incl. Pro-Arte, Pro-Jazz, Cinedisc, Feels So  
Good, DPI, Quintessence, Maxiplay, Fanfare)  
P.O. Box 1724  
Roswell, GA 30077-1724  
(404) 664-9262  
FAX: (404) 664-7316

One Select Avenue, Unit 10  
Scarborough, Ontario M1V 5J3  
Canada  
**Don R. Johnson, President**  
**Ed Keeley, Dir./Nat'l Promotion**

## **IRS**

(incl. Nettwerk, Grand Slam, Pangaea)  
(distributed by CEMA)  
3939 Lankershim Blvd.  
Universal City, CA 91604  
(818) 508-3130  
FAX: (818) 373-7173  
594 Broadway, Suite 901  
New York, NY 10012  
(212) 334-2170  
FAX: (212) 334-2178  
**Barry Lyons, VP/Promotion**  
**Michael Scurlock, Dir./Nat'l Field Promotion**  
**Lori Blumenthal, Dir./Nat'l Promotion,  
Developing Artists**





# ISLAND

ANTILLES



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# RECORD COMPANIES

## **Island**

(incl. 4th & Broadway, Great Jones, Mango, Antilles, Delicious Vinyl)  
(distributed by PGD)  
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New York, NY 10012  
(212) 995-7800  
FAX: (212) 477-5918

8920 Sunset Blvd., 2nd Floor  
Los Angeles, CA 90069  
(213) 276-4500  
FAX: (213) 276-9267

**Andy Allen, Sr. VP/GM**  
**Dave Darus, Dir./Nat'l Promotion**  
**Michael Hacker, Dir./Nat'l Dance Promotion**

## **Jazzology**

(GHB, Audiophile, Circle, Southland, Solo Art, Progressive, Black Swan, American Music)  
1206 Decatur Street  
New Orleans, LA 70116  
(504) 525-1776

**George H. Buck Jr., President**

## **JCI**

(incl. Artful Balance, 214)  
21550 Oxnard Street, Suite 920  
Woodland Hills, CA 91367  
(818) 593-3600  
FAX: (818) 593-3610

**Jerome Bowie, President**  
**Gino Cunico, VP/A&R & Creative Affairs**

## **Jive**

(distributed by BMG)  
137-139 West 25th Street, 8th Floor  
New York, NY 10001  
(212) 727-0016  
FAX: (212) 645-3783

6777 Hollywood Blvd., 6th Floor  
Hollywood, CA 90028  
(213) 464-7409  
FAX: (213) 464-7144

165-167 Willesden High Road  
London NW10 25G  
England  
(081) 459-8899

FAX: (081) 451-3900  
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**Larry Khan, Dir./Nat'l R&B Promotion**

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(incl. JR, On Top)  
3081 NW 24th Street  
Miami, FL 33142  
(305) 635-5588  
FAX: (305) 633-7127  
**Rod Kenney, VP/Promotion**

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(incl. BFE)  
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Burbank, CA 91506  
(818) 841-6404  
FAX: (818) 841-8124

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**Bill Bartlett, Dir./Nat'l AOR Promotion**  
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**Scott Burns, Nat'l Shooter**

## **Juggernaut**

67-45E 190th Lane  
Fresh Meadows, NY 11365  
(718) 454-6593

**Juggy Gayles**  
**Ron Resnick**

## **Justice**

3100 Alabama Court  
Houston, TX 77027  
(713) 520-6669  
FAX: (713) 526-7045

**Randall Jamail, President/CEO**  
**David Thompson, COO**  
**Sarah Greenwood, Dir./Marketing & Promotion**

## **Kaupp**

(distributed by Merri-Webb, Cal-Centron)  
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Stockton, CA 95215  
(209) 948-8186  
FAX: (209) 942-2163  
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Plymouth, MN 55447  
(612) 559-6800  
FAX: (612) 559-6848  
**Owen Husney, VP/A&R & Marketing**

## **Landmark**

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

## **Laurie**

(incl. Nalli, Playback, Happy Hour, Order)  
526 Fuselage Avenue  
Baltimore, MD 21221  
(800) 686-2486  
FAX: (301) 686-2585

450 Livingston Street  
Norwood, NJ 07648  
(800) 421-1410  
FAX: (201) 767-8977

**Robert Schwartz, President**  
**Gene Schwartz, Exec. VP**  
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(distributed by RCA)  
40 West 57th Street, Suite 1510  
New York, NY 10019  
(212) 586-3600  
FAX: (212) 307-7027

**Randi Moelis-Kantor, VP/Promotion & Marketing**  
**Larry Moelis, VP/Operations**

## **Luke**

(incl. Effect, Skyline, Crew La-Poo, Nautica)  
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8400 NE 2nd Avenue  
Miami, FL 33138  
(305) 757-1969  
FAX: (305) 757-3456

**Luther Campbell, President**  
**Glynn Daniels, Nat'l Radio Promotion**  
**Sterling Brooks, Nat'l Urban Radio Promotion**

## **Mammoth**

(distributed by Important)  
Carr Mill, 2nd Floor  
Carrboro, NC 27510  
(919) 932-1882

FAX: (919) 932-1885  
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**Noelle Giuffrida, Dir./Radio & Video Promotion**

## **Maxx**

50 Music Square West, Suite 207  
Nashville, TN 37203  
(615) 329-2591  
FAX: (615) 329-2592  
**Fred Morris, CEO**  
**Peggy Bradley, Sr. VP**  
**Bob Ham, Dir./Nat'l Promotion**



# RECORD COMPANIES

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Universal City, CA 91608  
(818) 777-4000  
FAX: (818) 777-6435

1755 Broadway, 8th Floor  
New York, NY 10019  
(212) 841-8000  
FAX: (212) 397-1403

1514 South Street  
Nashville, TN 37212  
(615) 244-8944

FAX: (615) 244-4428

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**Michael Steele, VP/Field Promotion**

**David Fleischman, VP/Album Promotion**

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**Scott Borchetta, Dir./Nat'l Country Promotion**

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Promotion, Black Music**

**Donnie Sellar, Co-Dir./Nat'l Field Promotion,  
Black Music**

## **Mechanic**

(incl. Sinclair, World Of Hurt)  
(distributed by MCA/UNI)  
6 Greene Street  
New York, NY 10013  
(212) 226-7272  
FAX: (212) 941-9409

**Steve Sinclair, President**

**Holly Lane, VP**

**Charity Kurz, Dir./Nat'l Promotion**

## **Megaforce Worldwide**

(distributed by Atlantic)  
210 Bridge Plaza Drive  
Manalapan, NJ 07726  
(908) 972-3456

FAX: (908) 972-3443

**Jessica J. Harley, Nat'l Promotion**

**Missi Callazzo, Nat'l Radio Promotion**

**Monica Riggi, Nat'l College Promotion**

## **Mercury**

(distributed by PGD)  
825 8th Avenue, 24th Floor  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8245

3800 Alameda Avenue, Suite 1500  
Burbank, CA 91505  
(818) 955-5200

FAX: (818) 848-7530

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**Ed Eckstine, Co-President**

**David Leach, Sr. VP/Promotion**

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**Kerry Wood, VP/AC Promotion**

**Tony Smith, VP/Singles Promotion**

**Andy Szulinski, Dir./Nat'l Pop Promotion**

**Drew Murray, Sr. Dir./Rock Promotion**

**Randy Roberts, Dir./Video Promotion**

**Don Coddington, Mgr./Nat'l Pop Promotion**

**Katie Pedretty, Mgr./Nat'l Pop Promotion**

## **Mesa/Bluemoon**

(incl. Enja, Gramavision, Bluemoon/Go Jazz,  
Justin Time)

(distributed by Rhino/CEMA)

209 East Alameda, Suite 101  
Burbank, CA 91502

(818) 841-8585

FAX: (818) 841-8581

29 Birch Avenue

Toronto, Ontario M4V 1E2

Canada

(416) 922-2909

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**George Naufal, VP**

**Howard Alston, GM**

**Peter Budge, GM, Canada**

**Jeff Lunt, Dir./Nat'l Promotion**

## **Metal Blade**

(incl. Death, Big Chief)  
(distributed by Warner Bros.)  
18653 Ventura Blvd., Suite 311  
Tarzana, CA 91356  
(818) 981-9050  
FAX: (818) 981-9095

729 7th Avenue, 14th Floor

New York, NY 10019

(212) 921-4370

FAX: (212) 869-2040

**Brian Slagel, CEO**

**Michael Faley, President**

**Mike Rittberg, Dir./Promotion**

**Michele Wallace, College/Metal Promotion**

## **Miramar**

200 Second Avenue West  
Seattle, WA 98119  
(206) 284-4700

FAX: (206) 286-4433

**Sean Gleason, Label Manager**

## **Mobile Fidelity**

105 Morris Street  
Sebastopol, CA 95472-3857  
(707) 829-0134

FAX: (707) 829-3746

**Herbert Belkin, President**

**Phyllis Schwartz, Dir./Marketing**

## **Morgan Creek**

(distributed by PGD)  
1875 Century Park East, Suite 700  
Los Angeles, CA 90069  
(213) 284-8282  
FAX: (213) 788-9428

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**David Kershenbaum, Co-President**

**Walter Lee, VP/Promotion**

**Colin Stewart, VP/Marketing & Sales**

**Sherri Trahan, Dir./Video & Alternative  
Promotion**

## **Motown**

(incl. Apollo, Sound Of New York, Taj)  
(distributed by MCA)  
6255 Sunset Blvd., 17th Floor  
Hollywood, CA 90028  
(213) 468-3500  
FAX: (213) 461-4853

729 7th Avenue, 12th Floor  
New York, NY 10019

(212) 704-4440

FAX: (212) 704-4470

**Jheryl Busby, President/CEO**

**Harry Anger, COO**

**Frank Turner, Sr. VP/Pop Promotion**

**Paris Eley, Sr. VP/R&B Promotion**

## **Mu**

(distributed by Navarre)  
3000 Cleveland Avenue, Suite 102  
Santa Rosa, CA 95403  
(707) 527-1034  
FAX: (707) 576-0887

**John Newbern, President**

## **Muse**

160 West 71st Street  
New York, NY 10023  
(212) 873-2020  
FAX: (212) 877-0407

**Joseph Fields, Promotion**

## **Music House**

(distributed by Navarre, Rock Bottom,  
New Leaf)  
14418 Benefit Street  
Sherman Oaks, CA 91403  
(818) 784-3861

**Julie Lilly, Owner/President**

## **Music West**

1000 4th Street, Suite 800  
San Rafael, CA 94901  
(415) 459-6800  
FAX: (415) 459-4801

**Ken Altman, Dir./Promotion**

## **Musicruise**

P.O. Box 594  
Wharton, NY 07885  
(201) 328-2977

**Bruce Tauber, President**



# RECORD COMPANIES

## **Narada**

(incl. Sona Gaia)  
(distributed by MCA)  
1845 North Farwell Avenue  
Milwaukee, WI 53202  
(414) 272-6700  
FAX: (414) 272-6131  
**Anne Sarosdy, Dir./Nat'l. Radio Promotion**

## **Nastymix**

(incl. J-Town, Cold Rock, Exile, Rumrunner)  
1809 7th Avenue, Suite 800  
Seattle, WA 98101-1313  
(206) 292-8772  
FAX: (206) 292-8727  
**Ed Locke, President**  
**Bernie Horowitz, VP/Sales & Marketing**  
**Ramon Wells, VP/Promotion**  
**Nasty-Nes Rodriguez, Dir./Nat'l**  
*Radio Promotion*  
**Shockmaster Glen Boyd, Dir./Nat'l**  
*Retail Promotion*  
**Shellie Hart, Nat'l Alternative Promotion**

## **Nationwide Sound Distributors**

(incl. NSD, Soundwaves, Phono, Bench)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
**Joe Gibson, President**  
**David Gibson, VP**  
**Betty Gibson, Dir./Promotion**

## **Nebula**

(incl. Centaur)  
8867 Highland Road, Suite 206  
Baton Rouge, LA 70808  
(504) 336-4877  
FAX: (504) 336-9678  
427 West Chelton Avenue, Suite 106  
Philadelphia, PA 19144  
(215) 844-6484  
FAX: (215) 844-7020  
**Victor Sachse, President**  
**Clyde Rolston, VP**

## **Nesak**

P.O. Box 588  
Florham Park, NJ 07932  
(201) 808-9776  
FAX: (201) 808-9664  
**Martin Kasen, President**  
**Doris Chodorcoff, GM**

## **New Alliance**

(distributed by SST)  
P.O. Box 1389  
Lawndale, CA 90260  
(213) 430-6838  
FAX: (213) 430-7286  
**Robert Vodicka**

## **Next Plateau**

(incl. Sound Check)  
1650 Broadway  
New York, NY 10019  
(212) 541-7640  
FAX: (212) 315-0286  
**Eddie O'Loughlin, President**  
**Jenniene Leclercq, Exec. VP/GM**

## **North Star**

(distributed by CM, Encore, Lifedance,  
Moth Group, Music Design, Old Fogey,  
Precision Sound, Richman Brothers,  
Rock Bottom, Rounder, Silo, Twinbrook)  
95 Hathaway Street  
Providence, RI 02907  
(800) 346-2706, (401) 785-8400  
FAX: (401) 785-8404  
**Richard Waterman, President**  
**Bruce Foulke, Exec. VP/CFO**  
**Virginia Shea, VP/Publicity & Promotion**

## **Nova**

(incl. MGI, Lipstick)  
1730 Olympic Blvd.  
Santa Monica, CA 90404  
(213) 392-7445  
FAX: (213) 396-2889  
**David Gimpel, President**  
**Ross Harper, Dir./Nat'l Radio Promotion**

## **NSD**

(incl. Grand Prize, Soundwaves)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
**Betty Gibson, Dir./Promotion**

## **Oceana**

(distributed by BMG)  
2440 East Commercial Blvd., Suite 5  
Ft. Lauderdale, FL 33308  
(305) 772-0900  
FAX: (305) 772-5688  
**Carl Maduri, President**  
**Jennifer Pugsley, Dir./Nat'l Promotion**  
**Debra Teague, VP/Sales & Marketing**

## **Olivia**

(incl. Second Wave)  
(distributed by Ladyslipper, Goldenrod,  
Impact, Encore)  
4400 Market Street  
Oakland, CA 94608  
(415) 655-0364  
FAX: (415) 655-4334  
**Judy Dlugacz, President**

## **Omaha**

(incl. Tuff Stuff, Skuddur)  
P.O. Box 4187  
Omaha, NE 68104  
(402) 551-0123  
FAX: (402) 558-0278  
**Tony Pflug, President**

## **Optimism Inc.**

(incl. L&R, Silver Wave)  
6355 Topanga Canyon Blvd, Suite 309  
Woodland Hills, CA 91367  
(818) 346-6286  
FAX: (818) 346-2968  
721 East Temperance  
Kent, WA 98031  
(206) 859-9110  
FAX: (206) 859-9163  
**David Drozen, President**  
**Sheryl Kay, VP**  
**Kathy McQuade, Dir./Nat'l Promotion**  
& *Publicity*

## **Pandisc**

(incl. Oops!, Breakaway, Cut-It-Up Def)  
38 NE 167 Street  
Miami, FL 33162  
(305) 948-6466  
FAX: (305) 945-1055  
**Bo Crane, President**  
**Lyndia Ojeda, Dir./Nat'l Marketing**  
**Anthony Frazier, Nat'l Club Promotion**

## **PAR**

(incl. TNT)  
1800 North Argyle Avenue, Suite 409  
Hollywood, CA 90028  
(213) 962-6093  
FAX: (213) 962-6189  
**Chuck Fassert, President**  
**Stuart Love, VP**

## **Paula**

(incl. Jewel, Ronn, Whit)  
1700 Centenary Blvd.  
P.O. Box 1125  
Shreveport, LA 71163-1125  
(318) 227-2228  
FAX: (318) 227-0304  
**Stanley J. Lewis, Owner/President**

## **PDS**

(incl. Universal Jazz, Paradigm, Pryme Tyme,  
PDS Associated)  
P.O. Box 412477  
Kansas City, MO 64141-2477  
(816) 921-7621  
**Brian Johnson, Nat'l Promotion**  
**Gerald Countz, Nat'l Promotion**

## **Penthouse Music**

6728 Eton Avenue  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979  
**Tonina Andrews, President**



# RECORD COMPANIES

## **PolyGram Label Group**

(incl. London, Smash, Polydor, Island)  
(distributed by PGD)  
825 8th Avenue  
New York, NY 10019  
(212) 333-8000

3800 West Alameda Avenue, Suite 1500  
Burbank, CA 91505  
(818) 955-5200

**Rick Dobbis**, President/CEO

**Davitt Sigerson**, President, Polydor

**Peter Koepke**, President, London

**John Barbis**, Sr. VP

**Mel DeLatta**, VP/Promotion

**Sky Daniels**, VP/Promotion

**Joe Riccitelli**, Sr. Dir./Nat'l Promotion

**Laura Hinson**, Dir./Nat'l AC Promotion

**Billy Cox**, Dir./Nat'l AOR Promotion

**Linda Murdoch**, Dir./Nat'l CHR Secondaries,  
West Coast

**Steve Leeds**, Dir./Nat'l Alternative &  
Video Promotion

**Ron Ellison**, VP/Urban Promotion

**Maurice Watkins**, Dir./Urban Promotion

## **PolyGram/Nashville**

901 18th Avenue South  
Nashville, TN 37212  
(615) 320-0110

FAX: (615) 329-9619

**Paul Lucks**, VP/GM

**Bobby Young**, VP/Nat'l Country Promotion

**Kevin Herring**, Mgr./Nat'l Country Promotion

## **Positive Music**

P.O. Box 1521  
Columbia, MD 21044  
(301) 750-3813

FAX: (301) 750-3813

**Ken Navarro**, President

**Kristin Leonhard**, Dir./Promotion

**Joseph Navarro**, CEO

## **Priority**

(incl. Rap-A-Lot, Rhythm Safari, Ruthless)  
(distributed by CEMA/Independent)

6430 Sunset Blvd., Suite 900  
Hollywood, CA 90028  
(213) 467-0151

FAX: (213) 856-8796

**Bryan Turner**, President

**Mark Cerami**, Sr. VP

**Stephen Drath**, Exec. VP

**Guy Manganiello**, Exec. Dir./A&R  
& Promotion

## **Private Music**

(distributed by BMG)  
9014 Melrose Avenue  
Los Angeles, CA 90069  
(213) 859-9200  
FAX: (213) 859-7408

**Linda Feder**, VP/Promotion

## **Profile**

740 Broadway, 7th Floor  
New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8216

8730 Sunset Blvd., Suite 270  
Los Angeles, CA 90069  
(213) 659-7999

FAX: (213) 659-3516

**Cory Robbins**, President

**Manny Bella**, VP/Urban Promotion

**Bruce Reiner**, Pop Promotion Coordinator

## **PWL America**

(distributed by Mercury/PGD)  
117 West 26th Street, 5th Floor  
New York, NY 10001  
(212) 741-0007

FAX: (212) 243-2603

**Robert John Jones**, President

**Marthe Reynolds**, GM

**J.C. Hairston**, Rap & Club Promotion

**Marc Raybin**, Dir./Alternative Promotion

**Brian Chin**, Dir./A&R

## **Quality**

(incl. Pump, Runaway)  
8484 Wilshire Blvd., Suite 650  
Beverly Hills, CA 90211  
(213) 658-6796  
FAX: (213) 658-7327

512 Kings Road  
Yardley, PA 19067  
(215) 493-8754

FAX: (215) 321-7515

**Russ Regan**, President

**Sam Hernandez**, VP/Nat'l Promotion

**Pete Schwartz**, Nat'l CHR Promotion

**Don O'Neil**, Nat'l CHR Promotion

**Julie Zeitlin**, Promotion Coordinator

**Les Silver**, VP/Marketing

## **Quark**

(incl. Minimal, Outer Limits, Kaby, Slammin')  
1650 Broadway, Suite 1212  
New York, NY 10019  
(212) 489-7260  
FAX: (212) 489-7267

**Curtis Urbina**, President

**Mara Freedman**, VP

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Troy, MI 48083-1875  
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FAX: (313) 689-5321

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New York, NY 10036  
(212) 930-4000

FAX: (212) 930-4512

Promotion FAX: (212) 930-4546

6363 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-4000

FAX: (213) 468-4040

Promotion FAX: (213) 468-4031

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FAX: (615) 664-1276

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20525 Manhattan Place

Torrance, CA 90501

(213) 212-0801

FAX: (213) 782-9429

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**Cliff Cultreri**, VP

**Alan Grunblatt**, VP/Marketing

**Sarah Haynes**, Dir./Nat'l Promotion

**Stu Bergen**, Nat'l Alternative Promotion

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(212) 930-4760  
FAX: (212) 930-4767

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Burbank, CA 91505  
(818) 846-9090  
FAX: (818) 953-3712

1740 Broadway, 20th Floor  
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(212) 757-3939  
FAX: (212) 315-4497

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**Dino Barbis**, VP/Promotion

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**David Linton**, Dir./Black Music Promotion

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Hollywood, CA 90028  
(213) 957-4357  
FAX: (213) 957-4355

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Santa Monica, CA 90404  
(213) 828-1980

FAX: (213) 453-5529

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## Rhythm Safari

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Van Nuys, CA 91401  
(818) 501-7722

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(617) 354-0700

FAX: (617) 491-1970

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FAX: (305) 596-7273

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530 North 3rd Street  
Minneapolis, MN 55401  
(612) 375-9162

FAX: (612) 375-0272

20 North 3rd Street  
Philadelphia, PA 19106

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FAX: (215) 629-0034

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**Michael Sheppard**, President/CEO

## Silver Wave

(distributed by Optimism)  
P.O. Box 7943

Boulder, CO 80306

(303) 443-5617

FAX: (303) 443-0877

**James Marienthal**, President

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FAX: (212) 581-6416

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FAX: (818) 953-3306

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FAX: (615) 776-2181

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FAX: (404) 263-8491

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**Steve Dixon**, Dir./Nat'l Retail Promotion

**Mike Kondo**, College/Alternative Promotion

**Greg Dubrow**, College/Alternative Promotion

## **Slash**

(distributed by WEA)  
P.O. Box 48888  
Los Angeles, CA 90048  
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FAX: (213) 933-7277

**Michelle Zichella**, Dir./Promotion

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## **Smash**

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FAX: (312) 751-2483

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FAX: (818) 505-6000

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FAX: (615) 742-4338

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**Jack Lameier**, VP/Promotion, Epic

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FAX: (615) 255-6282

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FAX: (305) 892-0241

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(212) 247-2904

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(incl. Warner Alliance, Integrity Music,  
Ark, Gospel Films, Selah)  
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Nashville, TN 37024-5010  
(615) 371-6800

FAX: (615) 371-6997

**Jenny Lockwald**, Nat'l Promotion

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66 Music Square West  
Nashville, TN 37203  
(615) 321-4892

FAX: (615) 327-4498

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## **Tabu**

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Los Angeles, CA 90069  
(213) 276-0523  
FAX: (213) 274-1649

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Studio City, CA 91604  
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FAX: (818) 506-5207

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El Cerrito, CA 94530  
(415) 236-6937

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Denver, CO 80222  
(303) 753-0278  
FAX: (303) 753-6751

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**Tony DiMaria**, VP/Promotion & Marketing

## **Tommy Boy**

(partially distributed by Warner Bros.)  
1747 First Avenue  
New York, NY 10128  
(212) 722-2211

FAX: (212) 289-3708

**Charm Warren**, Dir./Nat'l Urban Promotion

**Mike Becce**, Dir./Nat'l CHR Promotion

**Charles Dixon**, Dir./Nat'l Club Promotion

**Albert Ragusa**, Dir./Rap Promotion

**Laura Hynes**, VP/Media & Artist Relations

## **Triloka**

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FAX: (213) 467-0610

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Burbank, CA 91505  
(818) 955-8050  
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New York, NY 10003  
(212) 979-6410  
FAX: (212) 979-6489

**John Butler**, Nat'l Radio Promotion  
**Rita Cox**, Nat'l Radio Promotion

## Vantage

(distributed by Navarre, MDI, Rock Bottom, Trend, Music Design, Backroads)  
8963 Burton Way, Suite 201  
Los Angeles, CA 90048  
(213) 273-8402  
FAX: (213) 859-7857

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(incl. Venture, Virgin Classics, Caroline, Realworld, Flair, Night, Virgin Movie Music, Virgin Variations, Earthworks)  
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9247 Alden Drive  
Beverly Hills, CA 90210  
(213) 278-1181  
FAX: (213) 288-2433

30 West 21st Street, 11th Floor  
New York, NY 10010  
(212) 463-0980  
FAX: (212) 463-9248

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**Jordan Harris**, Co-Managing Dir.

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**Paul W. Brown**, Dir./Nat'l Rock Promotion

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FAX: (212) 979-0897

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**Patti Oates**, Nat'l Album Promotion

**Dave Dannheisser**, Dir./Nat'l Album Promotion

**Dave Lombardi**, Nat'l Album Promotion

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**Gina Stover**, Mgr./Contemporary Music

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1299 Ocean Avenue, Suite 800  
Santa Monica, CA 90401  
(213) 451-5727

FAX: (213) 394-4148

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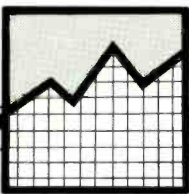
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# How to best invest your research budget

## How ongoing research offers more bang for your buck

By Kurt Hanson

President, Strategic Radio Research

**R**esearch — knowledge of your listeners' tastes — is the one item that can have the single biggest impact on the *quality of your product* this year.

Having the right research can help ensure that you have the...

- *Right music,*
- *Right personalities,*
- *Most-desired programming features,*
- *Most-effective positioning statements, and even the*
- *Most-effective advertising.*

Thus, good audience research can have a huge impact on your audience size — and thus ratings and revenues. But even after you get your research budget approved, you still have to decide **how** you're going to spend it and **who** you're going to spend it with.

### What's wrong with the typical research approach.

If you're like the typical radio station, you may have budgeted for one big perceptual study, one or two auditorium music tests, a set of focus groups, and possibly an in-house call-out operation.

Although such a plan is typical, it is *not in the best interest of your radio station*. Most research firms push certain products because they're the easiest for them to produce — **not** because they're the most valuable to you.

What's wrong with the typical plan? Let's take it step by step:

■ **What's wrong with focus groups?** They were invented in the late 1950s solely as a way to help *develop a questionnaire*. They were *never* intended to be used as a stand-alone project. The sample size is too small.

■ **What's wrong with annual perceptual studies?** Perceptions about your radio station

can change significantly over a year. Perceptions should ideally be tracked *constantly*.

■ **What's wrong with Auditorium Music Tests?** This is a clever and valuable technique — but only when you're *changing format* and need to test hundreds of titles at once. (The biggest problem with auditorium tests is the quality of the recruiting. Local field stations have been known to recruit church groups, fraternal clubs, and friends of friends of friends, instead of random samples of your target audience. Furthermore, an annual oldies test doesn't allow you to keep your station always sounding fresh.)

■ **What's wrong with in-house call-out?** It's inherently biased in your favor, because the interviewers know who they're working for. It's inherently untrustworthy, because the interviewers are kids who want to be in radio and have strong opinions about the music they're testing. It's a major dilution of management effort, because you're trying to run a sophisticated market research operation as a subsidiary of your radio station.

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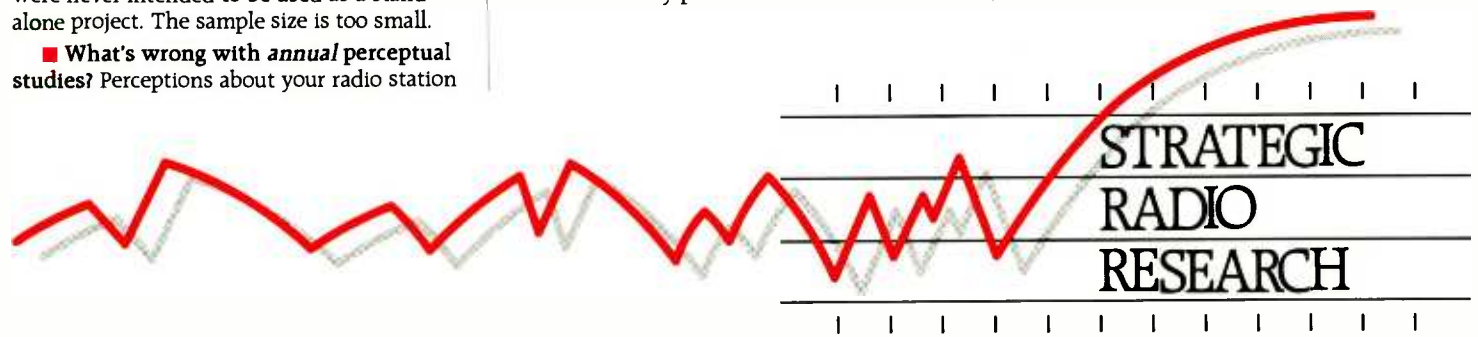
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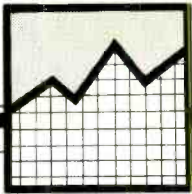
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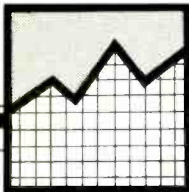
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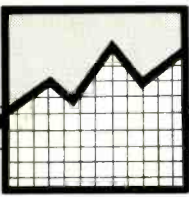
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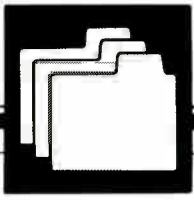
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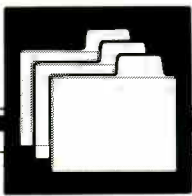
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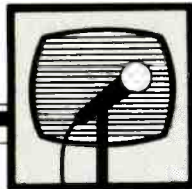
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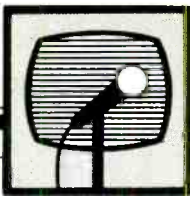
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2. WXBQ/Johnson City-Kingsport-Bristol(Ctry) . . . . .	22.7
3. WUSY/Chattanooga(Ctry) . . . . .	20.4
4. KSSN/Little Rock(Ctry) . . . . .	20.1
5. KTEX/McAllen-Brownsville(Ctry) . . . . .	19.5
6. WAMZ/Louisville(Ctry) . . . . .	19.5
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10. WZZK-AM & FM/Birmingham (Ctry) . . . . .	18.2
11. KWEN/Tulsa (Ctry) . . . . .	18.1
12. KXXY-AM & FM/Oklahoma City (Ctry) . . . . .	18.0
12. WQUT/Johnson City (CHR) . . . . .	18.0
14. WITL-FM/Lansing-E. Lansing (Ctry) . . . . .	17.6
14. WTQR/Greensboro-Winston Salem (Ctry) . . . . .	17.6
16. WCOS-FM/Columbia, SC (Ctry) . . . . .	17.5
17. WKSJ-AM & FM/Mobile (Ctry) . . . . .	17.0
18. KHEY-FM/El Paso (Ctry) . . . . .	16.8
19. WCMF/Rochester (AOR) . . . . .	16.6
20. WEAT-AM & FM/West Palm Beach (B/EZ) . . . . .	16.2
20. WTIC/Hartford (AC) . . . . .	16.2
22. WBLX-FM/Mobile (UC) . . . . .	15.9
23. WKRZ/Wilkes Barre-Scranton (CHR) . . . . .	15.7
24. WEZN/Bridgeport (AC) . . . . .	15.6
25. KFDI-FM/Wichita (Ctry) . . . . .	15.5

1. WINS/New York (News) . . . . .	2,553,100
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3. WCBS-FM/New York (Gold) . . . . .	2,055,400
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6. KIIS-AM & FM/Los Angeles (CHR) . . . . .	1,696,900
7. WNSR/New York (AC) . . . . .	1,663,300
8. WPLJ/New York (CHR) . . . . .	1,654,700
9. WPAT-AM & FM/New York (B/EZ) . . . . .	1,644,800
10. WXRK/New York (Classic Rock) . . . . .	1,616,700
11. KOST/Los Angeles (AC) . . . . .	1,577,100
12. WQHT/New York (CHR) . . . . .	1,527,800
13. WNEW-FM/New York (AOR) . . . . .	1,459,300
14. WFAN/New York (Sports) . . . . .	1,456,800
15. KYW/Philadelphia (News) . . . . .	1,408,000
16. WOR/New York (Talk) . . . . .	1,366,200
17. KFWB/Los Angeles (News) . . . . .	1,300,100
18. WABC/New York (Talk) . . . . .	1,271,000
19. WBBM-FM/Chicago (CHR) . . . . .	1,256,200
20. KRTH/Los Angeles (Gold) . . . . .	1,217,200
21. KPWR/Los Angeles (CHR) . . . . .	1,196,100
22. WGN/Chicago (AC) . . . . .	1,194,900
23. KLOS/Los Angeles (AOR) . . . . .	1,110,000
24. WBBM/Chicago (News) . . . . .	1,091,000
25. KBIG/Los Angeles (AC) . . . . .	1,065,200

## CONTEMPORARY HIT RADIO

AQH

CUME

1. WQUT/Johnson City . . . . .	18.0
2. WKRZ/Wilkes Barre-Scranton . . . . .	15.7
3. WXLK/Roanoke-Lynchburg . . . . .	15.1
4. KRQQ/Tucson . . . . .	13.9
5. WNNK-AM & FM/Harrisburg-Lebanon . . . . .	13.3
6. WVIC-AM & FM/Lansing-E. Lansing . . . . .	13.2
7. KICI-FM/Honolulu . . . . .	13.3
8. KPRR/El Paso . . . . .	12.4
9. KDON-FM/Monterey-Salinas-Santa Cruz . . . . .	11.7
10. KKXX/Bakersfield . . . . .	11.5
11. KBFM/McAllen-Brownsville . . . . .	11.1
11. WNCI/Columbus, OH . . . . .	11.1
13. WHOT-FM/Youngstown-Warren . . . . .	11.0
14. WNOK/Columbia, SC . . . . .	10.8
15. WNTQ/Syracuse . . . . .	10.7
15. WSTW/Wilmington . . . . .	10.7
17. WFMF/Baton Rouge . . . . .	10.4
17. WPXY/Rochester . . . . .	10.4
17. WZPL/Indianapolis . . . . .	10.4
20. KQKQ/Omaha-Council Bluffs . . . . .	10.3
21. WAPE/Jacksonville . . . . .	10.2
22. WFLY/Albany-Schenectady-Troy . . . . .	10.1
23. WKCI/New Haven (Bridgeport book) . . . . .	10.0
24. WYHY/Nashville . . . . .	9.9
25. KJYO/Oklahoma City . . . . .	9.8

1. WHTZ/New York . . . . .	1,994,100
2. KIIS-AM & FM/Los Angeles . . . . .	1,696,900
3. WPLJ/New York . . . . .	1,654,700
4. WQHT/New York . . . . .	1,527,800
5. WBBM-FM/Chicago . . . . .	1,256,200
6. KPWR/Los Angeles . . . . .	1,196,100
7. KMEL/San Francisco . . . . .	791,100
8. WEGX/Philadelphia . . . . .	753,600
9. WIOQ/Philadelphia . . . . .	726,400
10. WZOU/Boston . . . . .	646,100
11. WXKS-FM/Boston . . . . .	618,600
12. WPGC-FM/Washington . . . . .	598,700
13. WHYT/Detroit . . . . .	592,500
14. KDWB-FM/Minneapolis-St. Paul . . . . .	537,400
15. WYTZ/Chicago . . . . .	507,000
16. WAPW/Atlanta . . . . .	498,700
17. KRBE-AM & FM/Houston-Galveston . . . . .	493,800
18. WDFX/Detroit . . . . .	490,900
19. WAVA/Washington . . . . .	484,000
20. KKQB-AM & FM/Houston-Galveston . . . . .	475,200
21. KEGL/Dallas-Ft. Worth . . . . .	457,700
22. KPLZ/Seattle-Tacoma . . . . .	441,500
23. WBZZ/Pittsburgh . . . . .	436,300
24. KKLQ-AM & FM/San Diego . . . . .	412,600
25. KUBE/Seattle-Tacoma . . . . .	387,200

# FORMAT LEADERS

## ADULT CONTEMPORARY

AQH

CUME

1. WTIC/Hartford	16.2
2. WEZN/Bridgeport	15.6
3. WCCO/Minneapolis-St. Paul	15.0
4. WIBC/Indianapolis	14.9
5. WHAS/Louisville	14.3
6. KDKA/Pittsburgh	14.2
6. WEZK/Knoxville	14.2
6. WTFM/Johnson City-Kingsport-Bristol	14.2
9. WICC/Bridgeport	12.9
10. WMYI/Greenville-Spartanburg	12.8
11. WSRW/Worcester	12.6
12. WLW/Cincinnati	12.1
13. WHAM/Rochester	11.5
14. WRVA/Richmond	11.3
15. WYYY/Syracuse	11.1
16. WLEV/Allentown-Bethlehem	10.8
16. WTVN/Columbus, OH	10.8
18. WDEF-FM/Chattanooga	10.7
19. WJBR-FM/Wilmington, DE	10.6
20. KSSK/Honolulu	10.5
21. WWRM/Tampa-St. Petersburg	10.4
22. KEZQ/Little Rock	10.2
22. WSYR/Syracuse	10.2
24. WLTF/Cleveland	9.9
25. KAMZ/El Paso	9.8

1. WLTW/New York	1,866,600
2. WNSR/New York	1,663,300
3. KOST/Los Angeles	1,577,100
4. WGN/Chicago	1,194,900
5. KBIG/Los Angeles	1,065,200
6. WKQX/Chicago	828,800
7. WJR/Detroit	753,500
8. WCCO/Minneapolis-St. Paul	678,800
9. WPNT-FM/Chicago	650,600
10. WEAZ-FM/Philadelphia	642,900
11. WYXR/Philadelphia	642,200
12. KDKA/Pittsburgh	626,800
13. WLIT/Chicago	615,100
14. WKQI/Detroit	599,900
15. WTMX/Chicago	587,600
16. WSB-FM/Atlanta	561,900
17. KOIT-AM & FM/San Francisco	548,400
18. WMGK/Philadelphia	536,100
19. KIOI/San Francisco	530,500
20. KHMV/Houston-Galveston	495,200
21. KODA/Houston-Galveston	467,300
22. KVIL-AM & FM/Dallas-Ft. Worth	457,100
23. WASH/Washington	448,100
24. WRQX/Washington	442,100
25. WMEX & WMJX/Boston	438,500

## AOR

AQH

CUME

1. WCMF/Rochester	16.6
2. WFBQ/Indianapolis	13.4
3. WIOT/Toledo	12.0
4. KEZO-AM & FM/Omaha-Council Bluffs	11.7
5. KLPX/Tucson	11.5
6. KQRS-AM & FM/Minneapolis-St. Paul	10.9
7. WROV-FM/Roanoke-Lynchburg	10.6
8. WRXL/Richmond	10.3
9. WDVE/Pittsburgh	10.2
10. KEX/Portland, OR	10.1
10. WJXQ/Lansing-East Lansing	10.1
12. WZZO/Allentown-Bethlehem	9.9
13. WIMZ-AM & FM/Knoxville	9.5
14. WRDU/Raleigh-Durham	9.3
15. KMJX/Little Rock	9.2
16. KICT/Wichita	9.0
16. KYYS/Kansas City	9.0
16. WAAF/Worcester	9.0
19. KMOD/Tulsa	8.9
20. WTUE/Dayton	8.5
21. KATT/Oklahoma City	8.4
22. KSHE/St. Louis	8.3
22. WPLR/New Haven	8.3
22. WRFX/Charlotte-Gastonia	8.3
25. KINK/Portland, OR	8.2
25. WKRR/Greensboro-Winston Salem	8.2

1. WNEW-FM/New York	1,459,300
2. KLOS/Los Angeles	1,110,000
3. WLUP-FM/Chicago	863,000
4. KROQ/Los Angeles (New Rock)	795,700
5. WMMR/Philadelphia	719,400
6. WWBZ/Chicago	715,600
7. KQLZ/Los Angeles	701,100
8. KQRS-AM & FM/Minneapolis-St. Paul	541,000
9. WXRT/Chicago	528,800
10. WBCN/Boston	506,100
11. WLLZ/Detroit	470,900
12. WRIF/Detroit	463,500
13. WWDC-FM/Washington	452,900
14. KTXQ/Dallas-Ft. Worth	431,600
15. KLOL/Houston-Galveston	424,000
16. KRQR/San Francisco	416,300
17. WDVE/Pittsburgh	399,000
18. KSHE/St. Louis	394,200
19. WDRE/Nassau (New York book)(New Rock)	390,000
20. KITS/San Francisco (New Rock)	384,300
21. WKLS/Atlanta	382,100
22. KFOG/San Francisco	372,500
23. WMMS/Cleveland	352,800
24. KGB/San Diego	342,400
25. WBAB/Nassau-Suffolk (New York book)	341,800

# FORMAT LEADERS

## COUNTRY

	AQH		CUME
1. WIVK-FM/Knoxville	32.0	1. WYNY/New York	1,034,900
2. WXBQ/Johnson City	22.7	2. KSCS/Dallas-Ft. Worth	805,500
3. WUSY/Chattanooga	20.4	3. WUSN/Chicago	653,900
4. KSSN/Little Rock	20.1	4. KILT-FM/Houston-Galveston	631,700
5. KTEX/McAllen-Brownsville	19.5	5. KIKK-FM/Houston-Galveston	549,500
5. WAMZ/Louisville	19.5	6. WBAP/Dallas-Ft. Worth	533,700
7. WRNS-FM/Greenville-New Bern, NC	18.7	7. KPLX/Dallas-Ft. Worth	500,600
8. WZZK-AM & FM/Birmingham	18.2	8. WWWW/Detroit	493,100
9. KWEN/Tulsa	18.1	9. WMZQ-AM & FM/Washington	451,400
10. KXXY-AM & FM/Oklahoma City	18.0	10. KLAC/Los Angeles	429,800
11. WITL-FM/Lansing-E. Lansing	17.6	11. KZLA/Los Angeles	428,300
11. WTQR/Greensboro-Winston Salem	17.6	12. WXTU/Philadelphia	421,500
13. WCOS-FM/Columbia, SC	17.5	13. KEEY/Minneapolis-St. Paul	418,200
14. WKSJ-AM & FM/Mobile	17.0	14. KNIX/Phoenix	417,300
15. KHEY-FM/EI Paso	16.8	15. KSAN/San Francisco	375,900
16. KFDI-FM/Wichita	15.5	16. WYAI & WYAY/Atlanta	367,800
17. WESC-FM/Greenville-Spartanburg	15.4	17. KSON-AM & FM/San Diego	347,300
18. WYNK-FM/Baton Rouge	15.2	18. WQYK-FM/Tampa-St. Petersburg	331,900
19. KKAT/Salt Lake City-Ogden-Provo	13.9	19. KYGO-FM/Denver-Boulder	331,300
20. WQIK-FM/Jacksonville	13.7	20. WKHX-FM/Atlanta	322,400
21. KASE/Austin	13.4	21. WPOC/Baltimore	310,900
22. WYYD/Roanoke-Lynchburg	13.3	22. KMPS-AM & FM/Seattle-Tacoma	297,000
23. KIIM/Tucson	13.2	23. WDAF/Kansas City	286,600
24. WEZL/Charleston, SC	13.1	24. WIL/St. Louis	278,200
25. KRZY & KRST/Albuquerque	13.0	25. WGAR/Cleveland	270,500

## URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Greenville-New Bern, NC	18.5	1. WRKS/New York	1,688,200
2. WBLX-FM/Mobile	15.9	2. WBLS/New York	1,451,900
3. WWDM/Columbia, SC	14.9	3. WGCI-FM/Chicago	887,300
4. KQXL/Baton Rouge	14.1	4. KKBT/Los Angeles	864,800
5. WPEG/Charlotte-Gastonia	12.5	5. WVAZ/Chicago	709,500
6. WHRK/Memphis	12.0	5. WUSL/Philadelphia	582,300
7. WVEE/Atlanta	11.4	6. KSOL/San Francisco	563,800
8. WQUE-AM & FM/New Orleans	10.8	7. WJLB/Detroit	516,500
9. WYLD-FM/New Orleans	10.7	8. KJLH/Los Angeles	460,600
10. WCDX/Richmond	9.9	9. WVEE/Atlanta	432,700
11. WDIA/Memphis	9.7	10. WDAS-FM/Philadelphia	430,100
11. WENN/Birmingham	9.7	11. KMJQ/Houston-Galveston	412,000
11. WJTT/Chattanooga	9.7	12. WKYS/Washington	381,600
14. KIPR/Little Rock	8.9	13. WHUR/Washington	359,700
15. WXYV/Baltimore	8.6	14. WHQT/Miami-Ft. Lauderdale	350,800
16. WOWI/Norfolk-Virginia Beach	8.2	15. WXYV/Baltimore	338,900
17. WJHM/Orlando	8.0	16. KJMZ/Dallas-Ft. Worth	315,200
18. KJMS/Memphis	7.9	17. KKDA-FM/Dallas-Ft. Worth	302,400
19. WQQK/Raleigh-Durham	7.5	18. WEDR/Miami-Ft. Lauderdale	290,600
20. WTLC/Indianapolis	7.4	19. WMXD/Detroit	266,700
20. WXOK/Baton Rouge	7.4	20. KMJM/St. Louis	247,000
22. WUSL/Philadelphia	7.2	21. WZAK/Cleveland	236,600
23. KMJQ/Houston-Galveston	7.0	22. KHYS/Houston-Galveston	232,100
24. KMJM/St. Louis	6.9	23. WOWI/Norfolk-Virginia Beach	230,000
25. WGOK/Mobile	6.8	24. WYLD-FM/New Orleans	228,400
25. WZAK/Cleveland	6.8	25. WQUE-AM & FM/New Orleans	224,300

# FORMAT LEADERS

## BIG BAND/NOSTALGIA

	AQH		CUME
1. WMMB/Melbourne-Titusville, FL (Nost)	11.0	1. WNEW/New York (Nost)	786,000
2. WOKY/Milwaukee-Racine (BBnd)	7.5	2. KMPC/Los Angeles (Nost)	643,900
3. WHOT/Youngstown-Warren (Nost)	5.6	3. WJJD/Chicago (Nost)	529,200
3. WPEN/Philadelphia (Nost)	5.6	4. KFRC/San Francisco (Nost)	508,100
5. CKLW/Detroit (Toledo book) (BBnd)	5.0	5. WPEN/Philadelphia (Nost)	398,200
6. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	4.9	6. CKLW/Detroit (BBnd)	257,400
6. WMAS/Springfield (BBnd)	4.9	7. KQUE/Houston-Galveston (Nost)	244,500
8. KFRC/San Francisco (Nost)	4.5	8. KIXI/Seattle-Tacoma (BBnd)	192,200
8. KPOP/San Diego (Nost)	4.5	9. WOKY/Milwaukee-Racine (BBnd)	191,300
10. KOY/Phoenix (Nost)	4.3	10. WXKS/Boston (BBnd)	177,000
11. KIXI/Seattle-Tacoma (BBnd)	4.2	11. WPLM-AM & FM/Boston (BBnd)	174,300
11. WPLM-AM & FM/Boston (New Bedford book)(BBnd)	4.2	12. KMPC/Los Angeles (Anaheim book) (Nost)	166,700
13. WAPI/Birmingham (BBnd)	3.9	13. KPOP/San Diego (Nost)	165,900
13. WQBB/Knoxville (Nost)	3.9	14. WJAS/Pittsburgh (BBnd)	161,400
13. KQUE/Houston-Galveston (Nost)	3.9	15. KOY/Phoenix (Nost)	159,900

## CLASSICAL

	AQH		CUME
1. KING-FM/Seattle-Tacoma	4.5	1. WNCN/New York	781,900
2. KHFM/Albuquerque	3.9	2. WQXR-AM & FM/New York	743,800
3. WGMS-FM/Washington	3.4	3. KKGO/Los Angeles	468,900
4. KFSD/San Diego (North County Book)	3.2	4. KDFC-AM & FM/San Francisco	403,500
4. WFLN/Philadelphia	3.2	5. WNIB/Chicago	360,700
6. KBOQ/Monterey-Salinas-Santa Cruz	3.0	6. WFLN/Philadelphia	360,400
6. KFSD/San Diego	3.0	7. WFMT/Chicago	337,800
6. KVOD/Denver-Boulder	3.0	8. KKHI-AM & FM/San Francisco	330,000
6. WFMR/Milwaukee-Racine	3.0	9. WGMS-FM/Washington	260,900
10. KXTR/Kansas City	2.8	10. KING-FM/Seattle-Tacoma	252,200
10. WCRB/Boston (Worcester book)	2.8	11. WRR/Dallas-Ft. Worth	218,200
12. KDFC-AM & FM/San Francisco	2.7	12. WTMI/Miami-Ft. Lauderdale	214,600
13. WTMI/Miami-Ft. Lauderdale	2.5	13. WQRS/Detroit	214,400
14. KKHI-AM & FM/San Francisco	2.4	14. WCRB/Boston	195,700
15. KONC/Phoenix	2.4	15. KFSD/San Diego	153,400

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# FORMAT LEADERS

## NEWS/TALK

AQH

CUME

1. KMOX/St. Louis (Talk) . . . . .	18.6
2. WTMJ/Milwaukee-Racine (N/T) . . . . .	11.9
3. KMJ/Fresno (N/T) . . . . .	11.5
4. WKBN/Youngstown-Warren, OH (N/T) . . . . .	10.9
5. KFBK/Sacramento (N/T) . . . . .	10.6
6. KFAB/Omaha-Council Bluffs (N/T) . . . . .	10.2
7. KIRO/Seattle-Tacoma (N/T) . . . . .	9.4
8. WTAG/Worcester (Talk) . . . . .	9.1
9. KGO/San Francisco (Monterey book) (N/T) . . . . .	9.0
9. WBAL/Baltimore (N/T) . . . . .	9.0
11. KYW/Washington (News) . . . . .	8.7
12. WPTF/Raleigh-Durham (N/T) . . . . .	8.6
13. WJNO/West Palm Beach (N/T) . . . . .	8.5
14. WWL/New Orleans (N/T) . . . . .	8.0
15. KGO/San Francisco (San Jose book) (N/T) . . . . .	7.9
15. WVOC/Columbia, SC (N/T) . . . . .	7.9
17. KGO/San Francisco (N/T) . . . . .	7.8
18. WNIR/Akron (Talk) . . . . .	7.5
19. WRKO/Boston (N/T) . . . . .	7.3
20. WSB/Atlanta (Talk) . . . . .	7.0
21. KTOK/Oklahoma City (N/T) . . . . .	6.9
21. WHIO/Dayton (Talk) . . . . .	6.9
23. KERN/Bakersfield (N/T) . . . . .	6.8
23. KMBZ/Kansas City (N/T) . . . . .	6.8
25. KTAR/Phoenix (N/T) . . . . .	6.7

1. WINS/New York (News) . . . . .	2,553,100
2. WCBS/New York (News) . . . . .	2,087,900
3. WFAN/New York (Sports) . . . . .	1,456,800
4. KYW/Philadelphia (News) . . . . .	1,408,000
5. WOR/New York (Talk) . . . . .	1,366,200
6. KFWB/Los Angeles (News) . . . . .	1,300,100
7. WABC/New York (Talk) . . . . .	1,271,000
8. WBBM/Chicago (News) . . . . .	1,091,000
9. KNX/Los Angeles (News) . . . . .	1,058,700
10. KABC/Los Angeles (Talk) . . . . .	1,053,600
11. KGO/San Francisco (N/T) . . . . .	893,300
12. WMAQ/Chicago (News) . . . . .	868,000
13. KCBS/San Francisco (News) . . . . .	860,300
14. KMOX/St. Louis (Talk) . . . . .	737,800
15. KNBR/San Francisco (Talk) . . . . .	644,000
16. WWJ/Detroit (News) . . . . .	638,000
17. KFI/Los Angeles (Talk) . . . . .	617,700
18. WRKO/Boston (N/T) . . . . .	569,900
19. WLUP/Chicago (Talk) . . . . .	563,000
20. KIRO/Seattle-Tacoma (N/T) . . . . .	555,600
21. WEEI/Boston (News) . . . . .	514,700
22. KTRH/Houston-Galveston (News) . . . . .	469,600
23. WTOP/Washington (News) . . . . .	457,900
24. WBZ/Boston (N/T) . . . . .	473,600
25. WSB/Atlanta (Talk) . . . . .	448,400

## GOLD

AQH

CUME

1. WBBG/Youngstown-Warren . . . . .	10.5
2. WZRR/Birmingham . . . . .	8.9
3. KCEE & KWFM/Tucson . . . . .	8.6
4. WKFM/Syracuse . . . . .	8.2
5. KRXO/Oklahoma City (Classic Rock) . . . . .	8.1
6. WWSW-AM & FM/Pittsburgh . . . . .	8.0
7. KGOR/Omaha-Council Bluffs . . . . .	7.8
8. WODJ/Grand Rapids . . . . .	7.3
9. WWKL/Harrisburg-Lebanon . . . . .	7.2
9. WMJI/Cleveland . . . . .	7.2
11. WGGZ/Baton Rouge . . . . .	7.0
12. WDRC-FM/Hartford (New Haven book) . . . . .	6.9
12. WQBK-FM/Albany (Classic Rock) . . . . .	6.9
14. KLSK/Albuquerque (Classic book) . . . . .	6.7
14. KLZX/Salt Lake City (Classic book) . . . . .	6.7
14. WFOX/Atlanta . . . . .	6.7
14. WGRR/Cincinnati . . . . .	6.7
18. KUFX/Monterey-Salinas-Santa Cruz . . . . .	6.6
18. WHTT-FM/Buffalo-Niagara Falls . . . . .	6.6
18. WKLX/Rochester . . . . .	6.6
21. KKLZ/Las Vegas . . . . .	6.5
21. WXRK/New York (Morristown book) (Classic Rock) . . . . .	6.5
23. WKQL/Jacksonville . . . . .	6.3
24. WAFX/Norfolk-Virginia Beach (Classic Rock) . . . . .	6.2
24. WGY-FM/Albany-Schenectady-Troy . . . . .	6.2

1. WCBS-FM/New York . . . . .	2,055,400
2. WXRK/New York (Classic Rock) . . . . .	1,616,700
3. KRTH/Los Angeles . . . . .	1,217,200
4. WCKG/Chicago (Classic Rock) . . . . .	862,500
5. KLSX/Los Angeles (Classic Rock) . . . . .	860,600
6. WJMK/Chicago . . . . .	780,600
7. KXEZ/Los Angeles . . . . .	772,100
8. WYSP/Philadelphia (Classic Rock) . . . . .	747,900
9. WOGL-FM/Philadelphia . . . . .	656,800
10. KCBS-FM/Los Angeles . . . . .	639,100
11. WODS/Boston . . . . .	462,700
12. WCSX/Detroit (Classic Rock) . . . . .	450,900
13. KSFO/San Francisco . . . . .	448,300
14. WOMC/Detroit . . . . .	441,400
15. KFRC-FM/San Francisco . . . . .	428,300
16. WFOX/Atlanta . . . . .	424,100
17. WZLX/Boston . . . . .	398,900
18. WCBS-FM/New York (Nassau-Suffolk book) . . . . .	372,100
19. WWSW-AM & FM/Pittsburgh . . . . .	369,800
20. KRLA/Los Angeles . . . . .	363,400
21. WCXR/Washington (Classic Rock) . . . . .	360,300
22. KLUV/Dallas-Ft. Worth . . . . .	359,600
23. KLDE/Houston-Galveston . . . . .	353,100
24. KLXK/Minneapolis-St. Paul (Classic Rock) . . . . .	352,100
25. WZGC/Atlanta (Classic Rock) . . . . .	344,900

# FORMAT LEADERS

## BEAUTIFUL/EASY LISTENING

AQH		CUME	
1. WDUV/Sarasota-Bradenton	17.9	1. WPAT-AM & FM/New York	1,644,800
2. WEAT-AM & FM/West Palm Beach	17.9	2. WLYF/Miami-Ft. Lauderdale	447,300
3. WFMZ/Allentown-Bethlehem	14.0	3. WJOI/Detroit	397,100
4. WPVR/Roanoke-Lynchburg	9.3	4. WGAY/Washington	396,500
5. KUMU-AM & FM/Honolulu	8.8	5. KBAY/San Jose (San Francisco book)	271,400
6. WPAT-AM & FM/New York (Morristown book)	8.7	6. WDUV/Sarasota (Tampa-St. Petersburg book)	194,900
7. WOOD-FM/Grand Rapids	8.0	7. WPAT-AM & FM/New York (Nassau book)	169,800
8. KXTZ/Las Vegas	7.4	8. KBAY/San Jose	169,100
8. WTVR-FM/Richmond	7.4	9. WFOG/Norfolk-Virginia Beach	162,500
10. KBEE/Stockton	7.3	10. WRMR/Cleveland	151,900

## NAC

AQH		CUME	
1. KQPT/Sacramento	4.0	1. WQCD/New York	970,500
1. WHVE/Sarasota-Bradenton	4.0	2. KTWV/Los Angeles	797,800
3. KTWV/Los Angeles (Anaheim-Santa Ana book)	3.9	3. WNUA/Chicago	582,600
4. WLOQ/Orlando	3.3	4. KKSF/San Francisco	346,400
5. KIFM/San Diego	3.2	5. KBLX-AM & FM/San Francisco	317,500
6. KIFM/San Diego (North County book)	3.1	6. KACE/Los Angeles	249,800
6. WNUA/Chicago	3.1	7. KIFM/San Diego	207,100
6. WNWV/Cleveland	3.1	8. KTWV/Los Angeles (Anaheim book)	191,400
9. KTWV/Los Angeles	2.8	9. WLVE/Miami-Ft. Lauderdale	190,600
10. KEYF/Las Vegas	2.5	10. KOAI/Dallas-Ft. Worth	190,100
10. KKSF/San Francisco	2.5		

## SPANISH

AQH		CUME	
1. KGBT/McAllen-Brownsville	13.8	1. KWKW/Los Angeles	662,700
2. KXTN/San Antonio	7.4	2. KLVE/Los Angeles	619,500
3. KIWW/McAllen-Brownsville	7.0	3. KTNQ/Los Angeles	550,100
4. KAMA-AM & FM/El Paso	6.6	4. WSKQ-FM/New York	546,100
5. KCOR/San Antonio	5.8	5. WADO/New York	538,200
6. KWAC/Bakersfield	5.1	6. KKHJ/Los Angeles	482,200
7. KBNA-AM & FM/El Paso	4.9	7. WSKQ/New York	363,100
8. KAFY/Bakersfield	4.6	8. KALI/Los Angeles	341,300
8. KQXX/McAllen-Brownsville	4.6	9. WKDM/New York	326,300
8. WAQI/Miami-Ft. Lauderdale	4.6	10. KSKQ-FM/Los Angeles	271,000

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# A Step-By-Step Manual

## Reps Abbreviation Key

A-C	All Canada Radio
AMA	Art Moore & 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.
CRA	Crawford Broadcasting Co.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	HNW&H
JCG	J.C. Gates
KATZ	Katz Radio
KBS	Keystone Broadcasting System
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masia Radio
MCG	McGavren-Guild, Inc.
MIN	Minority Broadcasting
MMB	Major Market Broadcasters
MMR	Major Market Radio
MMRE	Major Market Radio/Espanol
MUTU	Mutualcom
PATT	Patt Media
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
REG	Regional Representatives
RPC	Repcom
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SBG	Schubert Radio Group
SMM	Special Markets Media Inc.
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
TNS	TN Spot Sales
TOR	Torbet Radio
WR	Western Regional Broadcast Sales
WRS	Williams Radio Sales

As you examine R&R's "Ratings Report & Directory, Vol. II," 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 '91 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '90 share on the left. Results from additional surveys (winter, spring, and summer) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

## STATION/FORMAT

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

## FREQUENCY/POWER

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

## 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 Monday-Sunday (total persons 12+) cume rank, followed by five AQH 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.

## 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 '91 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 '91 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.



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#1

## NEW YORK

POPULATION: 14,151,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
4.6	5.1	5.0	5.0	5.2	1	WCBS-FM Gold	101.1 6.8kw	3	8	10	1	1	1	75	CBS	CBS	4.3
5.1	5.5	5.6	5.8	5.1	2	WRKS UC	98.7 7.8kw	6	2	1	1	7	13	88	SUMMITT	DUR	7.5
5.2	4.3	5.7	5.0	4.9	3	WPAT-A/F CHR	930/93.1 5.4kw	9	26	32	18	12	3	90	PARK	MMR	3.3
4.1	5.1	5.1	5.0	4.8	4	WLTW AC	106.7 7.8kw	5	15	8	3	2	7	75	VIACOM	KATZ	4.4
3.7	4.0	3.9	4.3	4.6	5	WOR Talk	710 5.0kw	15	25	27	22	20	10	98	BUCKLEY	MCG	3.6
4.3	4.4	4.4	5.7	4.3	6	WINS CHR	1010 30.5kw	1	16	18	13	10	4	49	GROUP W	G/W	4.4
3.7	3.7	3.5	4.2	4.2	7	WNSR AC	105.1 7.8kw	7	6	5	4	3	7	74	BONNEVILLE INT	MCG	3.5
4.0	4.2	4.1	3.7	4.0	8	WQHT CHR	97.1 6.7kw	11	1	2	8	14	26	77	EMMIS	HNN	5.2
3.8	3.7	4.0	4.1	3.8	9	WBLS CHR	107.5 5.4kw	14	5	6	6	5	11	78	INNER CITY	MCG	5.4
4.6	4.8	4.7	5.0	3.6	10	WQCD CHR	100.3 7.8kw	4	3	7	9	15	18	53	MALRITE	CHR	4.0

### DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WCBS-FM	1 WLTW
2 WNEW-FM	2 WQHT	2 WCBS-FM	2 WLTW	2 WXRK	2 WNSR
3 WQHT	3 WNSR	3 WNEW-FM	3 WNSR	3 WNEW-FM	3 WCBS-FM
4 WRKS	4 WHTZ	4 WFAN	4 WBLS	4 WFAN	4 WRKS
5 WBLS	5 WLTW	5 WRKS	5 WQHT	5 WLTW	5 WBLS
6 WFAN	6 WBLS	6 WNSR	6 WCBS-FM	6 WNSR	6 WHTZ
7 WNSR	7 WNEW-FM	7 WBLS	7 WHTZ	7 WQCD	7 WYNY
8 WHTZ	8 WPLJ	8 WQHT	8 WQCD	8 WYNY	8 WINS
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM	9 WINS	9 WQHT
10 WPLJ	10 WCBS-FM	10 WQCD	10 WPLJ	10 WBLS	10 WQCD

### FORMAT REACH

AC	10.1
AOR	3.1
BBnd	2.1
B/EZ	4.9
CHR	9.8
Clas	2.9
Ctry	3.3
Gold/CR	8.5
NAC	2.4
N/T	19.7
Span	6.0
UC	8.9

# ANAHEIM-SANTA ANA

POPULATION: 1,971,400

SPRING '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 1-2 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
7.0	5.7	5.8	7.9	1	<b>KOST</b> AC	103.5 12.5kw	1	5	3	2	1	1	79	COX	CHR	2.3
5.4	7.9	5.6	6.2	2	<b>KLOS</b> AOR	95.5 21kw	3	13	1	1	2	9	67	CAP CITIES/ABC	BAN	11.2
4.0	4.6	5.8	5.8	3	<b>KBIG</b> AC	104.3 105kw	5	8	5	3	3	3	88	BONNEVILLE INT	CBS	4.8
3.4	4.4	4.7	5.4	4	<b>KABC</b> Talk	790 5kw	11	35	23	12	9	2	96	CAP CITIES/ABC	BAN	4.2
5.6	5.6	5.1	5.2	5	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	2	1	6	8	16	17	53	GANNETT	MCG	6.8
4.4	3.9	4.5	4.7	6	<b>KROQ</b> NR	106.7 5.5kw	10	3	2	4	8	31	83	INFINITY	TOR	6.0
2.2	2.2	2.8	4.2	7	<b>KRTH</b> Gold	101.1 51kw	4	12	12	6	5	4	59	BEASLEY	BAN	4.1
2.4	3.0	2.7	4.1	8	<b>KLSX</b> CR	97.1 21kw	6	14	4	5	6	13	62	GREATER MEDIA	MMR	3.4
4.0	3.9	3.7	3.9	9	<b>KTWV</b> NAC	94.7 55kw	13	22	9	7	4	6	74	GROUP W	G/W	7.4
4.6	3.4	3.0	3.4	10	<b>KMPC</b> Nost	710 50-10kw	15	31	33	29	18	8	74	GOLDEN WEST	BAN	1.8
2.6	2.6	4.7	3.3	11	<b>KFI</b> Talk	640 50kw	16	24	34	17	10	5	72	COX	CHR	4.8
2.4	2.5	2.3	3.2	12	<b>KCBS-FM</b> Gold	93.1 28.5kw	14	16	16	9	7	7	62	CBS	CBS	1.5
3.0	2.8	2.8	3.2	12	<b>KPWR</b> CHR	105.9 72kw	8	2	7	10	13	19	55	EMMIS	HNWH	3.6
3.7	2.6	2.0	3.1	14	<b>KXEZ</b> Gold	98.7 75kw	17	11	19	15	12	10	71	VIACOM	TOR	1.6
3.0	3.9	6.0	2.5	15	<b>KNX</b> News	1070 50kw	9	36	28	23	19	12	44	CBS	CBS	3.8
5.3	4.9	3.3	2.5	15	<b>KQLZ</b> AOR	100.3 5.3kw	12	9	8	11	11	23	47	WESTWOOD ONE	DUR	3.3
2.7	2.0	4.8	2.4	17	<b>KFWB</b> News	980 5kw	7	37	30	19	17	11	41	GROUP W	G/W	1.8
2.4	1.5	1.7	2.1	18	<b>KTNQ</b> Span	1020 50kw	28	21	13	14	15	15	113	HEFTEL	CAB	1.3
0.9	1.2	1.3	2.0	19	<b>KEZY</b> CHR	95.9 2.5kw	18	6	15	13	14	16	62	WIN	---	1.0
1.7	2.0	1.5	1.8	20	<b>KKGO</b> Clas	105.1 18kw	19	26	27	26	24	14	61	MT. WILSON FM	CMBS	1.4
1.7	1.7	1.6	1.7	21	<b>KLVE</b> Span	107.5 29.5kw	20	7	10	16	21	26	68	HEFTEL	CAB	1.5
1.2	1.3	1.4	1.7	21	<b>KNAC</b> AOR	105.5 1.05kw	23	4	11	18	35	36	78	FLAGSHIP	DUR	1.8
3.4	2.5	1.8	1.3	23	<b>KZLA</b> Ctry	93.9 49kw	21	38	17	22	20	22	54	MALRITE	EAST	.7
1.3	1.9	1.4	1.2	24	<b>KKBT</b> UC	92.3 43kw	25	10	18	21	22	24	58	EVERGREEN	MMR	2.4
1.4	0.8	1.3	1.2	24	<b>KSKQ-FM</b> Span	97.9 79kw	24	17	14	20	23	33	54	SBS	SBS	.4

Continued on Page 169

POPULATION: 2,347,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
15.1	14.8	11.0	11.3	11.4	1	<b>WVEE</b> UC	103.3 100kw	4	2	1	1	2	7	120	SUMMIT	MCG	14.2
8.1	9.9	8.2	9.5	9.3	2	<b>WSB-FM</b> AC	98.5 100kw	1	4	2	2	1	3	75	COX	CHR	10.3
8.2	8.0	7.5	7.5	7.9	3	<b>WPCH</b> AC	94.9 99kw	6	12	7	7	5	2	84	JACOR	EAST	4.3
10.6	8.6	8.2	7.5	7.5	4	<b>WAPW</b> CHR	99.7 100kw	2	1	3	6	11	13	68	SUSQUEHANNA	DUR	9.8
5.6	6.5	6.6	5.4	7.5	5	<b>WYAI/WYAY</b> Ctry	104.1/106.7 60kw/99kw	8	7	5	4	4	4	94	NEW CITY	MCG	6.5
6.7	5.7	6.5	6.4	7.0	6	<b>WSB</b> Talk	750 50kw	3	20	13	11	8	5	70	COX	CHR	5.2
6.4	5.8	5.5	5.6	6.7	7	<b>WFOX</b> Gold	97.1 97kw	5	9	9	3	3	1	71	SHAMROCK BR.	MMR	5.8
6.9	6.3	7.2	6.2	6.4	8	<b>WKLS</b> AOR	96.1 99kw	7	3	4	5	7	12	76	GREAT AMERICAN	KATZ	10.5
4.5	5.1	4.9	4.5	5.1	9	<b>WKHX-FM</b> Ctry	101.5 99kw	10	8	11	10	9	6	72	CAP CITIES/ABC	KATZ	3.6
3.7	4.0	3.8	4.0	4.6	10	<b>WZGC</b> CR	92.9 99kw	9	6	6	8	6	10	60	COOK INLET	HNWH	6.2
3.2	4.4	5.1	4.2	3.4	11	<b>WSTR</b> AC	94.1 100kw	11	10	8	9	10	11	50	JEFFERSON PILOT	BAN	3.8
3.3	4.1	4.3	3.3	3.3	12	<b>WGST</b> N/T	640 50kw	12	19	12	13	12	8	64	JACOR	EAST	3.0
2.8	2.7	3.3	3.6	2.7	13	<b>WAOK</b> Rel	1380 5kw	15	11	14	14	13	9	98	SUMMIT	MCG	1.5
0.6	0.5	2.3	3.2	2.6	14	<b>WALR</b> UC	104.7 100kw	13	5	10	12	14	17	63	RING RADIO	MCG	4.2
0.9	0.8	1.5	2.5	1.1	15	<b>WCNN</b> News	680 50-10kw	14	14	15	15	14	36	RING RADIO	SRG	.9	

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WVEE	1 WVEE	1 WVEE	1 WSB-FM	1 WVEE	1 WSB-FM	AC 20.6
2 WKLS	2 WSB-FM	2 WKLS	2 WVEE	2 WFOX	2 WVEE	AOR 6.4
3 WAPW	3 WAPW	3 WFOX	3 WPCH	3 WKLS	3 WPCH	CHR 7.5
4 WZGC	4 WPCH	4 WZGC	4 WAPW	4 WZGC	4 WFOX	Ctry 12.6
5 WYAY	5WSTR	5 WYAY	5 WFOX	5 WYAY	5 WYAY	Gold/CR 11.3
6 WSB-FM	6 WKLS	6 WAPW	6 WYAY	6 WSB-FM	6 WKHX-FM	N/T 11.4
7 WFOX	7 WYAY	7 WSB-FM	7WSTR	7 WSB	7WSTR	Rel/CC 2.7
8 WGST	8 WZGC	8 WSB	8 WKHX-FM	8 WGST	8 WAPW	UC 14.0
9 WALR	9 WALR	9 WGST	9 WKLS	9 WKHX-FM	9 WSB	
10 WKHX-FM	10 WKHX-FM	10 WKHX-FM	10 WZGC	10 WPCH	10 WZGC	

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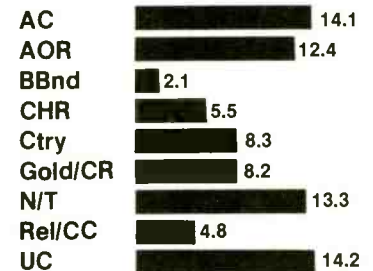
POPULATION: 2,019,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.8	9.0	6.8	8.6	9.0	1	<b>WBAL</b> N/T	1090 50kw	1	12	13	8	6	1	90	HEARST	HNWH	6.3
8.2	9.5	8.1	9.6	8.6	2	<b>WXYV</b> UC	102.7 50kw	2	2	2	1	3	5	96	SUMMIT	MCG	10.6
6.7	7.6	6.8	7.3	7.8	3	<b>WIYY</b> AOR	97.9 50kw	3	1	1	2	7	10	87	HEARST	HNWH	9.4
6.8	5.4	7.4	5.8	7.0	4	<b>WPOC</b> Ctry	93.1 16kw	5	8	5	5	4	3	84	NATIONWIDE	BAN	7.4
6.5	6.9	8.7	8.1	6.9	5	<b>WLIF-A/F</b> AC	1300/101.9 5kw/13.5kw	4	16	12	10	5	2	83	INFINITY	CHR	5.4
6.1	5.4	6.6	5.1	6.0	6	<b>WWMX</b> AC	106.5 7.4kw	6	5	3	3	2	6	75	CAPITOL BR. CO.	KATZ	4.7
5.0	4.9	5.7	4.5	5.7	7	<b>WQSR</b> Gold	105.7 50kw	8	11	9	4	1	4	76	SCONNIX	MMR	3.8
2.2	2.5	3.3	3.3	4.1	8	<b>WWIN-FM</b> UC	95.9 3kw	9	6	7	6	8	7	80	U.S. RADIO	DUR	3.4
5.8	6.8	5.0	5.0	4.0	9	<b>WBSB</b> CHR	104.3 50kw	7	3	8	9	9	9	54	SCRIPPS HOWARD	BAN	4.0
2.4	2.9	2.7	2.3	3.2	10	<b>WHFS</b> AOR	99.1 50kw	11	10	4	7	10	19	72	DUCHOSSOIS	BAN	3.9
3.0	3.2	3.2	3.6	2.9	11	<b>WCBM</b> N/T	680 10-5kw	14	29	22	16	13	8	92	MANGIONE	KATZ	2.4
1.8	2.4	2.6	2.0	2.5	12	<b>WGRX</b> CR	100.7 16kw	10	7	6	11	11	20	53	SHAMROCK COM.	DUR	3.7
2.2	1.8	2.3	2.7	2.1	13	<b>WITH</b> BBnd	1230 1kw	21	28	29	32	30	12	106	ATLANTIC COAST	---	1.2
2.9	2.4	2.2	1.3	1.6	14	<b>WBGR</b> Rel	860 50kw	24	37	27	23	20	14	95	MORTENSON	ROS	2.1
1.3	1.3	1.9	0.9	1.6	14	<b>WRBS</b> Rel	95.1 50kw	19	23	15	18	14	15	75	PETER & JOHN	---	2.3
1.5	1.1	0.7	1.8	1.6	14	<b>WWIN</b> Rel	1400 1kw	18	15	14	15	16	17	65	U.S. RADIO	DUR	2.3
0.6	0.8	0.8	0.8	1.5	17	<b>WHUR</b> UC	96.3 24kw	15	17	20	13	12	11	48	HOWARD UNIV.	DUR	1.4
1.6	2.0	2.8	2.1	1.5	17	<b>WPGC-FM</b> CHR	95.5 50kw	13	4	11	14	19	30	39	COOK INLET	BAN	3.1
1.0	1.0	1.0	1.3	1.4	19	<b>WTOP</b> News	1500 50kw	17	21	26	19	18	16	56	CHASE	CBS	.9
1.8	1.5	1.3	2.1	1.4	19	<b>WWDC-FM</b> AOR	101.7 22.5kw	12	14	10	12	15	21	37	CAPITOL BR.	CHR	1.6
1.6	1.6	1.8	2.1	1.3	21	<b>WCAO</b> Ctry	600 5kw	22	19	37	28	23	13	71	SUMMIT	MCG	.6
3.3	2.0	1.6	1.2	1.2	22	<b>WYST-FM</b> AC	92.3 37kw	16	18	16	17	17	18	45	UNITED	MMR	1.5

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIYY	1 WXYV	1 WIYY	1 WXYV	1 WQSR	1 WWMX
2 WXYV	2 WIYY	2 WXYV	2 WWMX	2 WBAL	2 WLIF-FM
3 WHFS	3 WWMX	3 WQSR	3 WWIN-FM	3 WPOC	3 WXYV
4 WWMX	4 WBSB	4 WBAL	4 WIYY	4 WIYY	4 WPOC
5 WGRX	5 WWIN-FM	5 WWMX	5 WBSB	5 WXYV	5 WQSR
6 WPOC	6 WHFS	6 WPOC	6 WQSR	6 WWMX	6 WWIN-FM
7 WQSR	7 WPOC	7 WHFS	7 WLIF-FM	7 WHFS	7 WBSB
8 WWDC-FM	8 WLIF-FM	8 WGRX	8 WPOC	8 WLIF	8 WIYY
9 WBAL	9 WGRX	9 WWIN-FM	9 WHFS	9 WWIN-FM	9 WBAL
10 WPGC-FM	10 WQSR	10 WWDC-FM	10 WGRX	10 WGRX	10 WHFS



# BOSTON

POPULATION: 3,195,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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+ BRCH SHARE	
6.9	7.0	7.9	7.0	7.3	1	<b>WRKO</b> NT	680 50kw	3	13	14	10	5	1	81	ATLANTIC VENT.	KATZ	6.2
7.4	6.9	7.2	6.9	6.8	2	<b>WZOU</b> CHR	94.5 11.5kw	1	1	3	3	11	17	66	ARDMAN	EAST	10.0
7.1	5.8	5.2	4.7	5.9	3	<b>WBCN</b> AOR	104.1 19kw	5	5	1	1	1	10	73	INFINITY	TOR	6.6
7.2	7.0	5.7	6.7	5.8	4	<b>WXKS-FM</b> CHR	107.9 23.5kw	2	2	2	2	3	14	58	PYRAMID	MMR	7.0
5.9	5.1	5.3	6.5	5.4	5	<b>WBZ</b> NT	1030 50kw	6	17	19	16	10	3	71	GROUP W	G/W	5.6
3.6	4.1	4.1	4.4	5.1	6	<b>WSSH-FM</b> AC	99.5 32kw	9	8	13	9	6	2	73	NOBLE	HNWH	4.7
3.9	3.7	4.0	4.2	4.6	7	<b>WHDH</b> Talk	850 50kw	10	15	18	18	15	7	68	NEW ENGLAND TV	BAN	3.5
4.1	4.8	5.8	4.2	4.2	8	<b>WODS</b> Gold	103.3 16kw	7	7	15	5	2	4	57	CBS	CBS	4.2
3.4	3.8	4.0	5.9	4.1	9	<b>WEEI</b> News	590 5kw	4	11	17	11	12	9	50	BOSTON CELTICS	--	3.3
2.2	2.0	2.4	3.0	3.9	10	<b>WVBF</b> AC	105.7 14kw	13	16	10	8	9	5	78	FAIRBANKS	BAN	3.5
3.9	4.9	3.1	3.4	3.9	10	<b>WZLX</b> CR	100.7 20kw	11	12	4	4	4	16	61	COOK INLET	HNWH	4.7
4.0	5.2	4.9	4.6	3.8	12	<b>WMEX/WMJX</b> AC	1150/106.7 5kw/24.5kw	8	6	7	6	8	6	55	GREATER MEDIA	MCG	3.4
2.6	3.2	2.5	2.5	3.4	13	<b>WBMX</b> AC	98.5 9kw	12	10	5	7	7	8	56	ATLANTIC VENT.	KATZ	3.2
1.5	2.0	1.9	2.0	2.8	14	<b>WXKS</b> BBnd	1430 5-1kw	19	28	26	24	22	15	99	PYRAMID	MMR	1.5
1.8	1.7	2.0	1.6	2.2	15	<b>WAAF</b> AOR	107.3 18.5kw	14	3	6	14	20	27	57	NEWCITY	KATZ	3.9
1.6	1.4	1.7	2.2	2.2	15	<b>WPLM-A/F</b> BBnd	1390/99.1 5kw/50kw	21	19	32	30	21	11	80	PLYMOUTH ROCK	--	1.8
4.6	3.8	2.9	2.0	2.0	17	<b>WCDJ</b> NAC	96.9 12.5kw	18	26	16	15	14	13	70	EMMIS	DUR	2.3
1.6	2.1	2.1	2.1	1.9	18	<b>WCRB</b> Cias	102.5 15kw	16	31	25	20	19	12	60	CHARLES RIVER	CMBS	1.8
2.0	1.5	1.5	1.7	1.9	19	<b>WFNX</b> NR	101.7 1.65kw	17	9	8	13	16	19	62	MCC	--	2.1
2.0	2.4	1.7	2.0	1.8	20	<b>WBOS</b> AOR	92.9 8.8kw	15	20	11	12	13	18	56	ACKERLEY	KATZ	1.7
2.2	2.1	2.0	1.7	1.5	21	<b>WILD</b> UC	1090 5kw	22	4	12	19	18	28	102	NASH	ROS	1.8
1.4	1.8	1.4	1.3	1.4	22	<b>WCGY</b> AOR	93.7 50kw	20	14	9	17	17	34	51	CURT GOWDY	K/P	2.0

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# BUFFALO-NIAGARA FALLS

POPULATION: 995,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.8	8.7	8.4	9.6	11.6	1	<b>WYRK</b> Ctry	106.5 50kw	3	16	4	1	1	1	114	STONER	MCG	8.4
10.7	7.6	6.9	8.0	8.2	2	<b>WKSE</b> CHR	98.5 46kw	1	1	2	4	8	8	67	PRICE	HNWH	12.1
7.3	6.6	6.9	8.0	7.3	3	<b>WGR-FM</b> AOR	96.9 12.5kw	5	4	1	2	5	11	74	RICH	KATZ	9.0
8.3	5.6	7.8	9.6	7.2	4	<b>WBEN</b> AC	930 5kw	2	11	11	11	9	5	66	ALGONQUIN	EAST	7.8
7.1	0.9	0.6	7.4	7.1	5	<b>WJYE</b> AC	96.1 50kw	4	10	9	7	4	3	72	EBE COMMUN.	DUR	9.2
6.1	6.2	7.6	7.1	6.6	6	<b>WHTT-FM</b> Gold	104.1 50kw	6	7	8	3	2	2	68	PYRAMID	MMR	6.2
7.5	6.9	6.6	3.9	6.5	7	<b>WBUF</b> AC	92.9 21kw	9	8	7	6	3	4	78	LINCOLN GROUP	MCG	4.6
4.4	7.0	5.9	6.1	6.2	8	<b>WBLK</b> UC	93.7 50kw	11	3	5	8	7	7	99	WBLK INC.	DUR	9.2
5.3	6.1	5.6	5.6	5.6	9	<b>WUFX</b> AOR	103.3 49kw	8	5	3	5	6	13	66	METROPLEX	TOR	6.2
2.8	3.0	4.5	4.2	4.8	10	<b>WGR</b> N/T	550 5kw	10	12	10	10	10	6	58	RICH	KATZ	2.4
6.5	6.6	5.8	6.3	4.7	11	<b>WMJQ</b> AC	102.5 105kw	7	2	6	9	11	10	50	ALGONQUIN	EAST	6.6
4.4	4.3	3.1	3.0	3.6	12	<b>WECK</b> BBnd	1230 1kw	12	21	25	24	16	9	82	EBE COMMUN.	DUR	2.3
1.2	1.2	1.5	1.1	1.5	13	<b>WEZQ</b> B/EZ	107.7 11.5kw	16	26	19	14	14	12	62	CASCIANI	---	.4
1.8	1.3	1.2	1.8	1.4	14	<b>WWKB</b> Talk	1520 50kw	13	15	15	17	17	14	45	PRICE	HNWH	.8
0.7	0.9	0.9	0.6	1.3	15	<b>CFNY</b> NR	102.1 35kw	14	9	12	12	12	17	51	SELKIRK	MUTU	.6
1.5	0.8	1.1	1.5	1.3	15	<b>CJFT</b> Nost	530 .25kw	19	17	26	26	21	16	83	FORT COMMUN.	A-C	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WYRK	1 WHTT-FM	AC 25.5
2 WUFX	2 WBUF	2 WYRK	2 WYRK	2 WHTT-FM	2 WBUF	AOR 14.2
3 WYRK	3 WMJQ	3 WUFX	3 WBUF	3 WGR-FM	3 WYRK	BBnd 4.9
4 WBLK	4 WYRK	4 WHTT-FM	4 WHTT-FM	4 WUFX	4 WJYE	B/EZ 1.5
5 WKSE	5 WBLK	5 WBLK	5 WJYE	5 WBEN	5 WKSE	CHR 8.2
6 WHTT-FM	6 WGR-FM	6 WKSE	6 WBLK	6 WGR	6 WBLK	Ctry 11.6
7 WGR	7 WUFX	7 WJYE	7 WMJQ	7 WBUF	7 WMJQ	Gold/CR 6.6
8 WJYE	8 WJYE	8 WGR	8 WGR-FM	8 WJYE	8 WGR	N/T 6.2
9 WMJQ	9 WHTT-FM	9 WBEN	9 WUFX	9 WBLK	9 WGR-FM	UC 6.2
10 WBEN	10 WGR	10 WBUF	10 WGR	10 WMJQ	10 WBEN	

# CHARLOTTE-GASTONIA-ROCK HILL

POPULATION: 944,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
11.7	11.6	12.3	10.9	12.5	1	WPEG UC	97.9 50kw	4	1	1	1	3	4	120	BR. PARTNERS	KATZ	17.6
13.1	14.4	12.3	15.2	11.4	2	WSOC-FM Ctry	103.7 100kw	1	9	4	3	1	1	80	COX	DUR	15.6
7.8	7.5	7.6	6.6	8.3	3	WRFX AOR	99.7 100kw	2	5	2	2	2	6	73	PYRAMID	MCG	7.3
8.9	7.5	6.6	7.5	7.3	4	WCKZ CHR	101.9 99kw	3	2	3	4	9	10	67	BEASLEY	HNWH	12.5
3.5	4.7	4.4	5.8	6.2	5	WTDR Ctry	96.9 100kw	10	6	5	6	6	8	98	TRUMPER	CHR	4.8
6.7	4.8	5.7	6.7	6.0	6	WBT AC	1110 50kw	8	12	11	10	8	2	80	JEFFERSON-PILOT	BAN	3.6
5.6	4.7	7.2	3.8	6.0	6	WEZC AC	102.9 31kw	6	16	9	9	7	3	68	KEYMARKET	KATZ	3.8
6.3	5.6	4.8	4.1	5.2	8	WMXC AC	104.7 100kw	7	8	7	5	5	7	63	EZ	MMR	4.4
3.9	4.6	5.4	5.7	5.0	9	WBT-FM AC	107.9 98kw	5	3	6	8	10	9	50	JEFFERSON-PILOT	BAN	4.1
4.4	5.0	5.0	4.3	4.8	10	WWMG Gold	96.1 100kw	9	7	10	7	4	5	72	VOYAGER	CHR	2.6
2.1	1.9	1.8	2.5	3.1	11	WXRC AOR	95.7 100kw	11	4	8	11	11	16	68	LONG FAMILY	---	2.7
0.8	1.1	1.0	0.8	1.5	12	WGSP Rel	1310 1kw	18	13	14	17	15	11	105	WILLIS	---	.5
0.5	1.1	0.3	1.2	1.2	13	WGIV UC	1600 1kw	15	14	16	16	16	13	63	BR. PARTNERS	KATZ	.5
1.1	1.4	1.0	1.2	1.1	14	WFGW/WMIT Rel	1010/106.9 50kw/36kw	13	18	18	14	12	12	51	BLUE RIDGE	---	.5
1.4	0.0	1.2	1.4	1.1	14	WFMX Ctry	105.7 100kw	14	17	13	14	15	14	50	ADVENTURE	TNS	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WRFX	1 WPEG	22.2
2 WPEG	2 WCKZ	2 WPEG	2 WSOC-FM	2 WSOC-FM	2 WSOC-FM	11.4
3 WCKZ	3 WBT-FM	3 WSOC-FM	3 WMXC	3 WPEG	3 WMXC	7.3
4 WSOC-FM	4 WRFX	4 WCKZ	4 WBT-FM	4 WWMG	4 WEZC	18.2
5 WXRC	5 WMXC	5 WTDR	5 WCKZ	5 WTDR	5 WWMG	4.8
6 WTDR	6 WSOC-FM	6 WWMG	6 WRFX	6 WBT	6 WRFX	2.6
7 WMXC	7 WTDR	7 WXRC	7 WTDR	7 WCKZ	7 WTDR	13.7
8 WEZC	8 WEZC	8 WBT	8 WWMG	8 WMXC	8 WBT-FM	
9 WBT-FM	9 WWMG	9 WMXC	9 WEZC	9 WXRC	9 WBT	
10 WWMG	10 WXRC	10 WEZC	10 WBT	10 WEZC	10 WCKZ	

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.0	8.2	9.3	7.8	8.2	1	<b>WGN</b> AC	720 50kw	2	20	20	16	5	1	92	TRIBUNE	CHR	8.0
7.7	7.9	7.2	7.4	6.6	2	<b>WGCI-FM</b> UC	107.5 33kw	4	2	1	1	2	10	100	GANNETT	MCG	9.4
4.4	5.2	6.2	6.9	5.8	3	<b>WBBM-FM</b> CHR	96.3 4.2kw	1	1	2	2	13	17	62	CBS	CBS	8.7
5.2	4.4	4.5	4.8	4.3	4	<b>WVAZ</b> UC	102.7 6kw	11	5	7	4	1	5	82	BR. PARTNERS	DUR	6.7
4.6	4.1	4.4	5.2	3.9	5	<b>WBBM</b> News	780 50kw	3	23	19	18	17	7	48	CBS	CBS	3.9
2.9	2.6	3.2	3.5	3.9	6	<b>WLIT</b> AC	93.9 4kw	14	16	14	9	3	2	86	VIACOM	CHR	2.0
1.6	1.8	1.4	1.4	3.9	6	<b>WVBZ</b> AOR	103.5 4.3kw	10	4	3	5	16	22	72	SUMMITT	EAST	4.1
2.7	3.1	3.7	2.4	3.6	8	<b>WJJD</b> Nost	1160 50kw	18	33	31	28	24	8	91	INFINITY	KATZ	2.4
4.5	4.8	4.2	3.5	3.6	8	<b>WLUP-FM</b> AOR	97.9 6kw	6	7	5	3	7	19	55	EVERGREEN	MMR	3.6
4.4	4.8	4.1	3.9	3.4	10	<b>WCKG</b> CR	105.9 4.1kw	7	8	6	6	6	12	53	COX	KATZ	4.5
3.0	3.4	3.1	2.8	3.4	10	<b>WJMK</b> Gold	104.3 4kw	9	9	13	8	4	4	58	INFINITY	KATZ	2.0
3.4	2.8	4.0	3.8	3.3	12	<b>WUSN</b> Ctry	99.5 6.3kw	12	18	17	15	11	3	68	COOK INLET	MMR	4.7
3.3	2.7	2.8	3.6	3.3	12	<b>WXRT</b> AOR	93.7 6.7kw	19	17	4	7	8	23	83	DIAMOND BR.	CBS	3.2
2.9	2.1	2.6	2.7	3.1	14	<b>WLUP</b> Talk	1000 50kw	17	11	8	10	10	15	73	EVERGREEN	MMR	3.2
2.6	3.2	2.3	2.3	3.1	14	<b>WNUA</b> NAC	95.5 8.3kw	16	25	12	12	9	6	71	PYRAMID	DUR	3.2
3.5	3.2	2.8	2.8	2.8	16	<b>WKQX</b> AC	101.1 6kw	8	6	9	11	12	13	46	EMMIS	HNWH	2.3
3.2	2.6	2.9	2.5	2.8	16	<b>WTMX</b> AC	101.9 4.2kw	15	14	11	14	14	9	64	BONNEVILLE INT	MCG	1.5
2.2	2.4	2.7	4.5	2.5	18	<b>WMAQ</b> News	670 50kw	5	22	24	19	19	11	39	GROUP W	G/W	3.0
3.1	2.1	2.3	1.3	2.5	18	<b>WPNT-FM</b> AC	100.3 8.2kw	13	10	10	13	15	16	51	CENTURY	BAN	.9
2.0	2.3	2.2	2.5	1.8	20	<b>WLS</b> Talk	890 50kw	22	32	25	25	21	18	71	CAP CITIES/ABC	BAN	2.6
1.3	1.9	1.2	1.4	1.8	20	<b>WNIB</b> Clas	97.1 8.4kw	21	27	26	23	20	14	67	NO. ILLINOIS	CMBS	1.1
1.9	1.5	1.4	1.1	1.6	22	<b>WOJO</b> Span	105.1 7.2kw	24	15	15	17	18	21	89	TICHENOR MEDIA	KT-H	.8
2.8	2.6	2.1	1.6	1.3	23	<b>WYTZ</b> CHR	94.7 4.4kw	20	3	16	20	29	33	34	CAP CITIES/ABC	BAN	1.9
1.5	1.4	0.9	1.5	1.1	24	<b>WFMT</b> Clas	98.7 15.5kw	23	26	34	30	26	20	42	CHICAGO EDUC.	HNWH	1.3

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#19

## ANAHEIM-SANTA ANA

POPULATION: 1,971,400

Continued from Page 162

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 KOST	1 KLOS	1 KOST	1 KLOS	1 KOST	AC 13.7
2 KROQ	2 KLOS	2 KROQ	2 KBIG	2 KOST	2 KBIG	AOR 15.1
3 KOST	3 KBIG	3 KOST	3 KLOS	3 KRTH	3 KCBS-FM	BBnd 3.4
4 KLSX	4 KIIS-FM	4 KLSX	4 KIIS-FM	4 KLSX	4 KTWV	CHR 10.4
5 KPWR	5 KROQ	5 KRTH	5 KTWV	5 KROQ	5 KLOS	Clas 1.8
6 KQLZ	6 KLSX	6 KPWR	6 KCBS-FM	6 KROQ	6 KABC	Ctry 1.3
7 KIIS-FM	7 KQLZ	7 KBIG	7 KLSX	7 KBIG	7 KRTH	Gold/CR 14.6
8 KBIG	8 KTWV	8 KQLZ	8 KROQ	8 KPWR	8 KLSX	NAC 3.9
9 KNAC	9 KPWR	9 KTWV	9 KRTH	9 KABC	9 KFI	N/T 13.6
10 KRTH	10 KLVE	10 KABC	10 KQLZ	10 KCBS-FM	10 KIIS-FM	Span 5.0
						UC 1.2

#9

## BOSTON

POPULATION: 3,195,600

Continued from Page 165

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 16.2
2 WZLX	2 WZOU	2 WZLX	2 WZOU	2 WZLX	2 WSSH	AOR 13.2
3 WZOU	3 WBCN	3 WZOU	3 WSSH	3 WRKO	3 WBMX	BBnd 5.0
4 WXKS-FM	4 WZLX	4 WODS	4 WMJX	4 WODS	4 WMJX	CHR 12.6
5 WAAF	5 WBMX	5 WRKO	5 WBMX	5 WBZ	5 WODS	Clas 1.9
6 WFNX	6 WMJX	6 WXKS-FM	6 WVBF	6 WBMX	6 WVBF	Gold/CR 8.1
7 WRKO	7 WSSH	7 WAAF	7 WODS	7 WVBF	7 WBZ	NAC 2.0
8 WBOS	8 WVBF	8 WBMX	8 WBCN	8 WEEI	8 WBCN	N/T 21.4
9 WCGY	9 WILD	9 WEEI	9 WZLX	9 WXKS-FM	9 WRKO	UC 1.5
10 WBMX	10 WCGY	10 WVBF	10 WILD	10 WHDH	10 WZOU	

#3

## CHICAGO

POPULATION: 6,769,100

Continued from Page 168

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WXRT	1 WLIT	AC 10.2
2 WXRT	2 WBBM-FM	2 WXRT	2 WVAZ	2 WLUP	2 WGCI-FM	AOR 10.8
3 WWBZ	3 WWBZ	3 WCKG	3 WLIT	3 WLUP-FM	3 WVAZ	BBnd 3.6
4 WGCI-FM	4 WKQX	4 WWBZ	4 WBBM-FM	4 WCKG	4 WJMK	CHR 11.5
5 WBBM-FM	5 WVAZ	5 WGCI-FM	5 WKQX	5 WGN	5 WKQX	Clas 2.9
6 WLUP	6 WTMX	6 WLUP	6 WTMX	6 WVAZ	6 WTMX	Ctry 3.3
7 WCKG	7 WXRT	7 WBBM-FM	7 WPNT-FM	7 WJMK	7 WNUA	Gold/CR 6.8
8 WVAZ	8 WCKG	8 WJMK	8 WJMK	8 WNUA	8 WUSN	NAC 3.1
9 WPNT-FM	9 WLUP-FM	9 WVAZ	9 WWBZ	9 WGCI-FM	9 WPNT-FM	N/T 11.3
10 WJMK	10 WPNT-FM	10 WNUA	10 WNUA	10 WBBM-FM	10 WGN	Span 1.6
						UC 10.9

POPULATION: 1,190,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
12.1	15.0	11.2	12.0	12.1	1	WLW AC	700 50kw	1	6	6	3	1	1	70	JACOR	EAST	12.3
10.4	8.9	9.8	10.3	9.7	2	WKRQ CHR	101.9 16kw	2	1	2	2	6	5	72	GREAT AMERICN	KATZ	10.3
4.9	4.0	5.4	7.2	7.5	3	WUBE-A/F Ctry	1230/105.1 1kw/11kw	9	19	5	5	4	3	112	AMERICAN MEDIA	CHR	4.9
10.1	11.0	9.7	7.7	7.4	4	WEBN AOR	102.7 16.5kw	3	5	1	1	3	9	74	JACOR	EAST	9.3
7.6	5.8	5.5	5.3	6.7	5	WGRR Gold	103.5 19.5kw	4	8	10	4	2	2	74	DALTON	BAN	4.7
5.2	4.7	5.4	4.7	5.6	6	WWNK AC	94.7 32kw	5	4	3	6	7	8	65	BOOTH BR.	MMR	5.5
7.0	6.1	7.1	4.6	5.5	7	WWEZ AC	92.5 16kw	8	9	11	10	9	5	77	FEDERATED MEDIA	MCG	4.5
4.5	4.8	4.8	4.6	5.1	8	WRRM AC	98.5 17.5kw	7	10	7	8	5	4	66	SUSQUEHANNA	CHR	2.9
5.3	7.5	7.2	6.1	4.5	9	WIZF UC	100.9 1.25kw	11	3	8	9	10	14	83	INTER-URBAN	HNWH	8.6
3.7	5.3	3.0	3.9	4.5	9	WOFX CR	94.9 31kw	6	7	4	7	8	11	57	HOKER	MMR	4.6
2.3	1.8	3.0	3.3	3.5	11	WMLX Nost	1180 1kw	14	24	24	22	20	13	112	HOKER	MMR	1.9
2.5	1.9	1.9	2.9	3.4	12	WZRZ AOR	96.5 19.5kw	12	2	9	11	14	22	74	REAMS	EAST	6.0
4.4	3.3	4.5	4.3	3.2	13	WCKY N/T	1530 50kw	13	12	13	14	13	10	74	FEDERATED MEDIA	MCG	3.4
4.9	5.0	4.6	5.9	2.8	14	WKRC AC	550 5.1kw	10	13	16	12	11	7	46	GREAT AMERICAN	KATZ	3.8
0.4	0.0	0.0	1.3	1.8	15	WCIN Gold	1480 5.5kw	15	14	15	13	12	12	75	JACI INC.	CMBS	1.0
0.9	0.8	1.0	1.2	1.1	16	WAKW Rel	93.3 50kw	16	18	17	16	16	15	49	PILLAR OF FIRE	---	.8
0.3	0.6	0.0	0.8	1.1	16	WPFB-FM Ctry	105.9 34kw	18	23	12	15	15	18	86	BRADEN	ROS	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	31.1
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WLW	1 WRRM	AOR	10.8
2 WKRQ	2 WWNK	2 WLW	2 WWNK	2 WEBN	2 WWNK	BBnd	3.5
3 WLW	3 WEBN	3 WGRR	3 WRRM	3 WGRR	3 WKRQ	CHR	9.7
4 WUBE-FM	4 WRRM	4 WUBE-FM	4 WGRR	4 WUBE-FM	4 WGRR	Ctry	8.6
5 WOFX	5 WIZF	5 WOFX	5 WEBN	5 WOFX	5 WUBE-FM	Gold/CR	12.0
6 WZRZ	6 WOFX	6 WKRQ	6 WUBE-FM	6 WKRQ	6 WEBN	N/T	3.2
7 WIZF	7 WGRR	7 WZRZ	7 WIZF	7 WWEZ	7 WLW	Rel/CC	1.1
8 WWEZ	8 WUBE-FM	8 WWEZ	8 WOFX	8 WRRM	8 WWEZ	UC	4.5
9 WGRR	9 WZRZ	9 WIZF	9 WLW	9 WKRC	9 WOFX		
10 WWNK	10 WLW	10 WRRM	10 WWEZ	10 WWNK	10 WIZF		

POPULATION: 1,753,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
10.4	7.5	10.8	8.7	9.9	1	<b>WLTF</b> AC	106.5 11kw	1	5	3	1	1	1	88	BOOTH BR.	CHR	6.7
6.9	6.5	7.5	7.4	7.6	2	<b>WGAR</b> Ctry	99.5 50kw	8	12	9	7	3	2	95	NATIONWIDE	HNWH	9.1
7.1	7.1	6.8	7.4	7.2	3	<b>WMJI</b> Gold	105.7 27kw	3	7	7	2	2	3	72	LEGACY	EAST	6.2
6.5	6.4	7.1	6.7	6.9	4	<b>WDOK</b> AC	102.1 12kw	6	11	10	8	4	4	79	INDEPENDENT GR	MMRE	6.1
7.6	9.3	6.8	8.8	6.8	5	<b>WMMS</b> AOR	100.7 34kw	2	4	2	3	5	10	66	MALRITE	KATZ	8.8
6.9	8.8	7.3	7.2	6.8	5	<b>WZAK</b> UC	93.1 27.5kw	10	2	4	5	7	7	98	ZAPIS	DUR	8.9
5.7	5.3	4.4	4.5	5.8	7	<b>WQAL</b> AC	104.1 11kw	4	6	5	6	6	5	61	WIN	BAN	3.7
5.3	6.7	5.2	4.4	5.7	8	<b>WNCX</b> CR	98.5 16kw	9	9	1	4	8	15	80	METROPLEX	MCG	5.8
5.1	4.8	4.0	5.0	5.0	9	<b>WWWE</b> N/T	1100 50kw	5	10	12	12	10	6	55	BOOTH BR.	CHR	4.1
4.8	5.6	5.2	5.6	4.5	10	<b>WPHR</b> CHR	107.9 70kw	7	1	8	11	12	18	55	ARDMAN	TOR	7.7
5.7	5.3	4.0	5.1	4.4	11	<b>WRMR</b> B/EZ	850 10-5kw	12	20	21	20	18	8	97	INDEPENDENT/CL	MMRE	3.9
4.1	3.2	3.5	2.7	3.5	12	<b>WJMO-FM</b> CHR	92.3 40kw	11	3	6	9	11	16	53	UNITED	MMR	5.4
1.5	1.3	2.4	2.7	3.1	13	<b>WNWV</b> NAC	107.3 50kw	13	13	11	10	9	9	76	ELYRIA-LORAIN	TOR	4.2
1.7	1.5	2.2	2.1	2.0	14	<b>WCLV</b> Clas	95.5 31kw	14	15	16	15	14	12	56	RADIO SEAWAY	HNWH	3.1
2.0	3.3	2.4	2.9	2.0	15	<b>WERE</b> N/T	1300 5kw	15	18	18	17	17	13	57	METROPLEX	MCG	1.6
1.2	1.2	1.8	1.5	1.7	16	<b>WHK</b> N/T	1420 5kw	16	16	19	19	16	17	57	MALRITE	KATZ	1.1
1.0	0.9	1.4	1.6	1.4	17	<b>WABQ</b> Rel	1540 1kw	21	14	20	21	14	11	81	WABQ, INC.	---	.2
1.8	1.4	1.8	1.1	1.4	17	<b>WJMO</b> UC	1490 1kw	18	19	15	13	13	14	66	UNITED	MMR	.7
0.7	0.7	0.9	0.7	1.1	19	<b>CKLW</b> BBnd	800 50kw	20	22	22	23	23	21	61	CUC	BAN	.3

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.6
1 WNCX	1 WLTF	1 WMMS	1 WLTF	1 WMJI	1 WLTF	AOR	6.8
2 WMMS	2 WQAL	2 WNCX	2 WQAL	2 WMMS	2 WQAL	BBnd	1.1
3 WZAK	3 WZAK	3 WMJI	3 WZAK	3 WGAR	3 WMJI	B/EZ	4.4
4 WMJI	4 WNCX	4 WZAK	4 WMJI	4 WNCX	4 WZAK	CHR	8.0
5 WLTF	5 WMMS	5 WGAR	5 WGAR	5 WLTF	5 WZAK	Clas	2.0
6 WJMO-FM	6 WJMO-FM	6 WLTF	6 WMMS	6 WDOK	6 WGAR	Ctry	7.6
7 WQAL	7 WPHR	7 WDOK	7 WDOK	7 WZAK	7 WNCX	Gold/CR	12.9
8 WPHR	8 WMJI	8 WWWE	8 WNCX	8 WWWE	8 WMMS	NAC	3.1
9 WWWE	9 WGAR	9 WNWV	9 WJMO-FM	9 WNWV	9 WJMO-FM	N/T	8.7
10 WGAR	10 WDOK	10 WQAL	10 WPHR	10 WQAL	10 WNWV	Rel/CC	1.4
						UC	8.2

# COLUMBUS, OH

POPULATION: 1,123,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12-17 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
16.1	11.0	10.9	11.7	11.1	1	<b>WNCI</b> CHR	97.9 175kw	1	1	2	1	1	3	83	NATIONWIDE	MMR 11.2
10.2	9.8	8.5	9.4	10.8	2	<b>WTVN</b> AC	610 5kw	3	13	9	4	3	1	100	GREAT AMERICAN	KATZ 5.8
9.9	8.1	10.8	9.2	8.5	3	<b>WSNY</b> AC	94.7 22kw	2	4	3	3	2	2	69	SAGA	MCG 7.5
7.1	8.4	8.3	7.3	7.9	4	<b>WLWQ</b> AOR	96.3 18kw	4	5	1	2	4	11	76	GREAT AMERICAN	KATZ 9.8
5.1	4.6	5.9	6.1	6.8	5	<b>WHOK</b> Ctry	95.5 50kw	5	8	6	5	5	5	85	WHOK	CHR 5.9
5.1	5.2	4.8	5.8	5.9	6	<b>WBNS-FM</b> B/EZ	97.1 20.5kw	7	18	12	10	7	4	79	RADIOHIO, INC.	BAN 5.1
9.0	7.2	5.5	5.5	5.2	7	<b>WCOL-A/F</b> Gold	1230/92.3 1kw/22kw	8	12	8	7	6	6	72	GREAT TRAILS	CHR 6.1
5.4	5.3	4.4	5.7	4.7	8	<b>WMGG</b> CR	99.7 20kw	6	7	4	6	8	12	63	NORTH AMERICAN	EAST 6.6
0.0	0.8	0.0	2.2	4.6	9	<b>WWHT</b> CHR	105.7 6kw	9	2	5	8	10	16	82	MEDIA MANGE.	--- 5.8
0.0	0.5	1.5	1.2	2.9	10	<b>WWCD</b> NR	101.1 3kw	12	9	7	9	9	19	92	VIDEO SERVICES	--- 1.4
4.2	4.9	4.4	3.3	2.7	11	<b>WVKO</b> UC	1580 1-25kw	10	3	18	13	13	7	68	SAGA	MCG 4.1
2.0	1.7	2.5	2.6	2.5	12	<b>WCLT-FM</b> Ctry	100.3 50kw	15	15	11	11	12	8	91	WCLT INC.	--- 1.7
1.7	3.0	1.7	1.9	2.0	13	<b>WMNI</b> Ctry	920 1-5kw	17	17	19	17	16	9	79	NORTH AMERICAN	EAST 2.6
1.2	3.0	4.1	3.6	1.7	14	<b>WBNS</b> AC	1460 5-1kw	13	21	20	20	18	4	59	RADIOHIO, INC.	BAN 2.1
2.4	2.7	2.9	1.7	1.6	15	<b>WLW</b> AC	700 50kw	11	11	17	14	11	10	51	JACOR	EAST 2.2
0.9	1.4	1.1	1.5	1.6	15	<b>WTLT</b> CC	107.1 3kw	19	16	10	12	14	14	65	M&M GROUP	REG 1.8
1.3	1.1	1.7	1.0	1.2	17	<b>WBBY</b> Jazz	103.9 2.6kw	16	19	14	16	15	15	44	MID-OHIO	--- 2.0
1.9	2.6	2.9	1.5	1.2	17	<b>WCKX-FM</b> UC	106.3 3kw	18	6	16	18	19	17	46	WCKX ENTER.	--- 1.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.6
1 WLWQ	1 WNCI	1 WLWQ	1 WSNY	1 WNCI	1 WSNY	AOR	10.8
2 WNCI	2 WSNY	2 WNCI	2 WNCI	2 WTVN	2 WNCI	B/EZ	5.9
3 WMGG	3 WLWQ	3 WMGG	3 WTVN	3 WLWQ	3 WTVN	CHR	15.7
4 WHOK	4 WWHT	4 WHOK	4 WLWQ	4 WHOK	4 WHOK	Ctry	11.3
5 WWCD	5 WMGG	5 WTVN	5 WWHT	5 WSNY	5 WLWQ	Gold/CR	9.9
6 WSNY	6 WHOK	6 WCOL-FM	6 WHOK	6 WCOL-FM	6 WCOL-FM	Jazz	1.2
7 WTVN	7 WCOL-FM	7 WSNY	7 WCOL-FM	7 WMGG	7 WBNS-FM	Rel/CC	1.6
8 WCOL-FM	8 WWCD	8 WWCD	8 WMGG	8 WBNS-FM	8 WWHT	UC	3.9
9 WWHT	9 WTVN	9 WBNS	9 WVKO	9 WWCD	9 WVKO		
10 WCLT	10 WTLT	10 WWHT	10 WWCD	10 WLW	10 WMNI		

# DALLAS-FT. WORTH

POPULATION: 3,200,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	1/2+ BIRCH SHARE
8.6	8.3	10.0	9.1	11.0	1	<b>KSCS</b> Ctry	96.3 99kw	1	2	2	1	1	1	83	CAP CITIES/ABC	BAN	11.0
6.7	6.9	8.5	6.9	7.0	2	<b>KVIL-A/F</b> AC	1150/103.7 1kw/100kw	5	15	8	2	2	2	93	INFINITY	TOR	5.1
5.8	5.8	4.5	6.2	6.7	3	<b>WBAP</b> Ctry	820 50kw	2	19	11	6	5	3	76	CAP CITIES/ABC	BAN	4.3
7.4	7.2	7.4	6.6	6.2	4	<b>KPLX</b> Ctry	99.5 100kw	3	6	5	4	4	4	76	SUSQUEHANNA	EAST	7.2
4.4	4.9	5.4	5.4	5.9	5	<b>KTXQ</b> AOR	102.1 100kw	7	7	1	3	3	13	83	CBS	CBS	6.4
5.7	5.8	5.3	5.7	4.6	6	<b>KKDA-FM</b> UC	104.5 98kw	11	5	3	5	7	14	93	REPUBLIC	KATZ	7.0
4.6	3.7	2.7	4.0	4.3	7	<b>KJMZ</b> UC	100.3 89kw	10	4	4	8	12	20	83	SUMMIT	MCG	4.9
3.9	3.4	4.2	4.4	4.1	8	<b>KEGL</b> CHR	97.1 97kw	4	1	6	9	15	18	55	SANDUSKY	CHR	4.9
4.2	5.4	4.9	5.5	4.1	8	<b>KRLD</b> News	1080 50kw	6	24	21	18	8	6	56	COMMAND	CBS	4.0
3.5	3.4	2.8	2.4	3.8	10	<b>KLUV</b> Gold	98.7 100kw	9	14	15	7	6	5	64	TK	MMR	2.0
2.0	2.1	2.5	3.1	3.1	11	<b>KLIF</b> N/T	570 5kw	15	27	18	14	9	8	80	SUSQUEHANNA	EAST	3.1
4.7	4.9	4.0	3.1	2.7	12	<b>KHYI</b> CHR	94.9 100kw	8	3	12	19	23	26	44	EVERGREEN	MMR	3.8
1.4	2.0	1.1	2.1	2.7	12	<b>KLRX</b> AC	97.9 99kw	12	12	19	12	14	7	56	COX	KATZ	2.0
3.6	3.0	3.3	3.3	2.6	14	<b>KZPS</b> CR	92.5 96kw	13	18	7	10	13	21	58	BONNEVILLE INT	DUR	3.0
2.4	3.3	3.4	2.4	2.5	15	<b>KLTY</b> CC	98.7 100kw	14	11	10	11	10	17	56	MARK RODRIGUEZ	K/P	2.8
2.3	1.4	3.0	2.6	2.2	16	<b>KKDA</b> UC	730 5kw	21	13	17	17	17	12	84	REPUBLIC	KATZ	2.9
3.1	3.1	2.5	2.4	2.2	16	<b>KOAI</b> NAC	106.1 100kw	19	23	16	15	11	11	70	GANNETT	HNWH	3.2
1.7	2.1	2.3	1.5	2.2	16	<b>KRSR</b> AC	105.3 100kw	16	9	13	13	16	16	60	GROUP W	G/W	1.6
1.7	2.0	2.1	2.0	2.0	19	<b>KDGE</b> NR	94.5 100kw	20	8	9	16	22	29	70	ALLISON	K/P	3.3
2.4	2.0	2.1	2.5	1.9	20	<b>WRR</b> Clas	101.1 100kw	17	22	26	23	19	9	53	CITY OF DALLAS	CMBS	1.4
3.4	2.3	2.1	1.9	1.8	21	<b>KMEZ</b> AC	107.5 25kw	22	25	24	21	20	10	73	GILMORE	MCG	1.4

Continued on Page 176

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POPULATION: 813,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.1	8.5	8.5	10.5	9.7	1	<b>WHKO</b> Ctry	99.1 50kw	2	5	4	2	1	1	77	COX	DUR	8.9
10.9	11.0	9.1	8.5	9.2	2	<b>WGTZ</b> CHR	92.9 40kw	1	1	2	4	4	11	69	GREAT TRAILS	KATZ	11.4
7.3	7.4	9.7	6.0	8.5	3	<b>WTUE</b> AOR	104.7 50kw	3	3	1	1	3	9	82	SUMMIT	MCG	9.5
6.5	8.6	7.0	8.8	6.9	4	<b>WHIO</b> Talk	1290 5kw	4	15	15	11	10	4	81	COX	DUR	7.6
6.6	7.4	6.5	7.5	6.6	5	<b>WWSN</b> AC	107.7 50kw	8	9	5	3	2	2	86	STONER	EAST	5.9
4.6	4.6	6.0	5.0	6.5	6	<b>WVUD</b> AC	99.9 50kw	5	6	6	6	5	6	77	UNI./DAYTON	TOR	5.0
5.8	5.0	6.0	4.6	5.8	7	<b>WAZU</b> AOR	102.9 50kw	6	2	3	5	8	14	69	OSBORN	CHR	7.6
5.9	6.2	5.9	6.8	5.5	8	<b>WLW</b> AC	700 50kw	7	11	7	7	6	3	66	JACOR	EAST	6.3
4.3	5.0	3.5	4.5	4.5	9	<b>WDAO</b> UC	1210 1kw	10	12	9	9	9	7	102	STONER	---	3.7
5.8	3.5	5.7	5.5	4.5	9	<b>WYMJ</b> Gold	103.9 1.75kw	9	10	10	8	7	5	62	OHIO BR. ASSO.	EAST	4.3
4.2	3.0	3.4	3.3	4.0	11	<b>WONE</b> Ctry	980 5kw	11	19	14	13	11	8	94	SUMMIT	MCG	2.4
3.0	2.9	3.7	3.4	2.5	12	<b>WCLR</b> B/EZ	95.7 50kw	13	14	21	16	13	10	79	WPTW RADIO	REG	2.1
1.6	2.6	1.7	1.3	2.5	12	<b>WPFB-FM</b> Ctry	105.9 34kw	14	8	8	10	12	12	85	BRADEN	ROS	3.2
1.3	1.9	0.7	1.5	1.5	14	<b>WOFX</b> CR	94.9 31kw	12	20	11	12	14	19	46	HOKER	MMR	1.9
1.0	1.4	1.3	1.2	1.3	15	<b>WIZE</b> Nost	1340 1kw	18	16	18	19	18	15	89	GREAT TRAILS	UNI	1.1
0.8	1.0	1.5	0.8	1.2	16	<b>WFCJ</b> Rel	93.7 50kw	17	22	13	15	15	17	50	MIAMI VALLEY	---	1.1
1.8	1.6	2.3	1.1	1.2	16	<b>WING</b> Gold	1410 5kw	16	13	20	18	17	13	48	GREAT TRAILS	KATZ	.8
1.0	0.6	1.0	1.4	1.2	16	<b>WZRZ</b> AOR	96.5 19.5kw	15	7	12	14	19	22	51	REAMS	EAST	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	18.6
1 WTUE	1 WGTZ	1 WTUE	1 WWSN	1 WHKO	1 WWSN	AOR	15.5
2 WAZU	2 WWSN	2 WHKO	2 WGTZ	2 WTUE	2 WHKO	BBnd	1.3
3 WHKO	3 WHKO	3 WLW	3 WHKO	3 WLW	3 WGTZ	B/EZ	2.5
4 WLW	4 WAZU	4 WAZU	4 WVUD	4 WWSN	4 WVUD	CHR	9.2
5 WGTZ	5 WTUE	5 WWSN	5 WTUE	5 WYMJ	5 WTUE	Ctry	16.2
6 WVUD	6 WVUD	6 WYMJ	6 WDAO	6 WAZU	6 WYMJ	Gold/CR	7.2
7 WZRZ	7 WDAO	7 WGTZ	7 WAZU	7 WONE	7 WDAO	N/T	6.9
8 WPFB-FM	8 WYMJ	8 WPFB-FM	8 WYMJ	8 WGTZ	8 WHIO	Rel/CC	1.2
9 WOFX	9 WFCJ	9 WVUD	9 WPFB-FM	9 WHIO	9 WLW	UC	4.5
10 WWSN	10 WPFB-FM	10 WDAO	10 WFCJ	10 WVUD	10 WCLR		

# DENVER-BOULDER

POPULATION: 1,596,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.9	8.6	8.3	7.1	11.3	1	<b>KYGO-FM</b> Ctry	98.5 100kw	1	5	2	1	1	1	101	JEFFERSON PILOT	CBS	10.8
6.1	5.3	5.1	6.5	7.6	2	<b>KBCO-A/F</b> AOR	1190/97.3 5kw/100kw	5	12	1	2	2	6	96	NOBLE	MMR	6.8
6.1	6.7	6.0	7.4	6.8	3	<b>KOSI</b> AC	101.1 100kw	4	10	10	5	3	2	77	D&D	TOR	4.6
6.2	7.5	7.9	9.6	6.6	4	<b>KOA</b> Talk	850 50kw	3	18	14	10	8	3	71	JACOR	EAST	7.1
6.3	6.5	5.6	6.2	6.0	5	<b>KBPI</b> AOR	105.9 99kw	7	3	3	3	9	14	77	GREAT AMERICAN	BAN	8.7
6.8	6.9	4.7	5.7	5.6	6	<b>KXKL-A/F</b> Gold	1280/105.1 5kw/100kw	2	6	7	4	4	9	60	SHAMROCK BR.	DUR	6.8
6.0	5.3	5.7	5.4	4.7	7	<b>KQKS</b> CHR	104.3 28kw	6	1	9	12	14	16	59	WESTERN CITIES	HNWH	8.7
6.5	5.2	5.8	5.2	4.4	8	<b>KHOW-A/F</b> AC	630/95.7 5kw/100kw	8	7	11	9	5	5	58	VIACOM	BAN	3.1
3.7	3.9	3.5	2.7	4.3	9	<b>KAZY</b> AOR	106.7 100kw	11	11	4	6	10	17	69	SUMMIT	MCG	2.9
4.1	6.1	5.6	4.8	4.1	10	<b>KXLT</b> AC	100.3 100kw	10	9	6	8	6	9	61	GENESIS	CHR	3.0
3.4	3.7	5.0	5.2	3.8	11	<b>KRFK</b> AOR	103.5 100kw	12	15	5	7	7	15	61	JACOR	EAST	5.3
6.8	6.9	4.7	4.1	3.4	12	<b>KRXY-A/F</b> CHR	1600/107.5 5kw/91kw	9	2	8	11	13	15	49	CAP CITIES/ABC	KATZ	5.3
2.8	2.4	3.5	2.2	3.0	13	<b>KVOD</b> Clas	99.5 100kw	13	13	17	14	11	7	78	HENRY	KATZ	2.4
3.6	3.3	3.5	2.7	2.8	14	<b>KEZW</b> BBnd	1430 5kw	15	22	31	25	18	8	101	D&D	TOR	1.7
2.4	1.6	2.6	3.9	2.3	15	<b>KHIH</b> NAC	94.7 100kw	14	14	13	13	12	10	59	SRO	HNWH	2.1
0.5	1.3	1.8	1.6	1.5	16	<b>KTCL</b> NR	93.3 100kw	18	8	12	15	16	26	63	US MEDIA	MCG	2.9
1.3	1.1	1.4	0.9	1.4	17	<b>KLZ</b> AOR	560 5kw	22	4	15	17	22	25	101	SUMMIT	MCG	.6
0.7	0.6	0.5	1.2	1.4	17	<b>KRZN</b> Nost	760 5-1kw	20	30	27	22	19	12	74	GENESIS	---	.5
1.9	1.8	1.8	2.2	1.4	17	<b>KYBG</b> N/T	1090 50-.5kw	16	23	18	16	15	22	55	CENTURY	BAN	1.5
1.8	1.6	2.1	1.7	1.4	17	<b>KYGO</b> Ctry	950 5kw	17	32	22	18	17	11	59	JEFFERSON PILOT	CBS	2.4
0.7	0.5	0.4	0.3	1.2	21	<b>KDEN</b> News	1340 1kw	23	33	34	34	33	28	89	CASHEL INC.	SAV	.3

Continued on Page 176

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# DALLAS-FT. WORTH

POPULATION: 3,200,600

Continued from Page 173

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
2.4	2.4	1.3	1.4	1.7	22	<b>KDMX</b> AC	102.9 100kw	18	20	14	20	18	23	52	ALLIANCE	CHR	1.5
1.9	1.8	1.9	1.7	1.7	22	<b>KHVN</b> Rel	970 1-.28kw	23	17	20	22	21	15	74	SUMMIT	MCG	1.3
1.8	2.3	1.7	1.9	1.5	24	<b>KAAM</b> NoSt	1310 5-2.5kw	24	30	27	26	26	19	74	BONNEVILLE INT	DUR	1.0
0.8	1.2	1.3	2.2	1.3	25	<b>KESS</b> Span	1270 5kw	25	10	23	25	24	22	100	MARK RODRIGUEZ	KT-H	.9

## 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	CHR	Clas	Ctry	Gold/CR	NAC	N/T	Rel/CC	Span	UC
1 KTXQ	1 KSCS	1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	15.4	7.9	1.5	6.8	1.9	23.9	6.4	2.2	7.2	4.2	1.3	11.1
2 KSCS	2 KPLX	2 KSCS	2 KSCS	2 KTXQ	2 KSCS												
3 KKDA-FM	3 KVIL-FM	3 WBAP	3 KPLX	3 WBAP	3 KPLX												
4 KZPS	4 KEGL	4 KKDA-FM	4 KLUV	4 KKDA-FM	4 KLUV												
5 KJMZ	5 KJMZ	5 KZPS	5 KEGL	5 KLIF	5 KLTJ												
6 KDGE	6 KKDA-FM	6 KLUV	6 KKDA-FM	6 KVIL-FM	6 KEGL												
7 WBAP	7 KLTJ	7 KJMZ	7 KJMZ	7 KRLD	7 KLRX												
8 KEGL	8 KRSR	8 KPLX	8 KLTJ	8 KPLX	8 KJMZ												
9 KPLX	9 KDMX	9 KVIL-FM	9 KTXQ	9 KLUV	9 KTXQ												
10 KLIF	10 KTXQ	10 KLIF	10 KRSR	10 KOAI	10 KRSR												

# DENVER-BOULDER

POPULATION: 1,596,500

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	AC	AOR	BBnd	CHR	Clas	Ctry	Gold/CR	NAC	N/T
1 KBPI	1 KBCO-FM	1 KBCO-FM	1 KYGO-FM	1 KBCO-FM	1 KYGO-FM	15.3	24.6	4.2	8.1	3.0	12.7	5.6	2.3	9.2
2 KAZY	2 KYGO-FM	2 KYGO-FM	2 KBCO-FM	2 KYGO-FM	2 KOSI									
3 KBCO-FM	3 KXLT	3 KBPI	3 KOSI	3 KAZY	3 KBCO-FM									
4 KYGO-FM	4 KBPI	4 KAZY	4 KXLT	4 KXKL-FM	4 KXKL-FM									
5 KRFX	5 KXKL-FM	5 KXKL-FM	5 KXKL-FM	5 KBPI	5 KXLT									
6 KXLT	6 KRXY-FM	6 KRFX	6 KBPI	6 KOA	6 KHOW-FM									
7 KXKL-FM	7 KRFX	7 KOA	7 KHOW-FM	7 KRFX	7 KRFX									
8 KOA	8 KQKS	8 KXLT	8 KQKS	8 KOSI	8 KOA									
9 KRXY-FM	9 KOSI	9 KOSI	9 KRXY-FM	9 KXLT	9 KRXY-FM									
10 KHIH	10 KAZY	10 KHIH	10 KRFX	10 KVOD	10 KBPI									



POPULATION: 3,589,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.5	8.9	7.8	8.3	8.0	1	<b>WJR</b> AC	760 50kw	1	17	14	13	4	1	77	CAP CITIES/ABC	KATZ	7.0
6.7	7.3	7.2	7.2	6.3	2	<b>WJLB</b> UC	97.9 50kw	5	2	2	2	7	11	88	BOOTH BR.	MMR	8.8
4.1	4.0	4.8	5.1	6.3	2	<b>WWWW</b> Ctry	106.7 61kw	6	6	6	3	1	2	93	SHAMROCK BR.	EAST	5.1
4.6	5.1	6.0	5.9	5.7	4	<b>WWJ</b> News	950 5kw	2	24	15	14	12	4	65	CBS	CBS	3.6
3.8	4.8	4.6	5.4	5.1	5	<b>WJOI</b> B/EZ	97.1 12kw	14	32	20	17	14	3	92	CBS	CBS	2.1
4.8	4.1	3.5	3.9	4.7	6	<b>WKQI</b> AC	95.5 100kw	3	5	5	4	2	8	57	BR. PARTNERS	HNWH	4.5
5.1	5.3	4.9	4.2	4.5	7	<b>WHYT</b> CHR	96.3 20kw	4	1	7	10	16	9	55	CAP CITIES/ABC	KATZ	7.3
3.4	3.9	3.9	3.7	4.4	8	<b>WRIF</b> AOR	101.1 27kw	9	11	1	1	9	17	69	GREAT AMERICAN	BAN	4.7
3.2	3.9	3.6	2.9	3.9	9	<b>WOMC</b> Gold	104.3 190kw	11	7	9	7	3	6	64	INFINITY	TOR	3.3
4.0	4.1	4.4	3.4	3.8	10	<b>WJZZ</b> Jazz	105.9 20kw	15	16	12	8	6	7	72	BELL	TOR	4.8
5.7	3.9	4.3	5.1	3.7	11	<b>WLTJ</b> AC	93.1 26.5kw	13	19	13	11	8	5	67	VIACOM	CHR	3.3
3.9	3.6	3.2	4.5	3.7	11	<b>WXYT</b> Talk	1270 5kw	16	30	16	16	15	9	96	FRITZ	DUR	3.7
3.0	3.1	3.4	4.1	3.5	13	<b>WCSX</b> CR	94.7 13.5kw	10	15	4	5	5	16	56	GREATER MEDIA	MCG	4.4
3.7	3.7	4.1	3.8	3.5	13	<b>WNIC</b> AC	100.3 32kw	12	10	8	9	10	10	62	FAIRMONT	MCG	3.2
4.3	3.6	3.8	3.7	3.4	15	<b>WLLZ</b> AOR	98.7 50kw	8	8	3	6	11	19	53	GROUP W	G/W	5.9
3.1	4.0	2.8	3.6	2.9	16	<b>WDFX</b> CHR	99.5 21kw	7	3	11	15	19	25	43	HOKER	MMR	4.6
2.3	2.9	3.3	2.5	2.7	17	<b>CKLW</b> BBnd	800 50kw	18	23	34	34	30	13	76	CUC	BAN	2.9
0.5	1.6	2.0	1.7	2.7	17	<b>WMXD</b> UC	92.3 21.5kw	17	9	10	12	13	14	72	FRITZ	DUR	2.9
2.2	1.5	2.0	2.0	1.7	19	<b>WQRS</b> Clas	105.1 20kw	19	25	27	19	17	12	58	MARLIN II LTD	CMBS	1.8
1.0	1.5	1.5	0.9	1.4	20	<b>WCXI</b> Ctry	1130 50-10kw	22	26	23	23	21	15	79	SHAMROCK BR.	EAST	1.4
2.1	1.9	1.5	1.2	1.3	21	<b>WGPR</b> UC	107.5 50kw	20	4	18	20	22	26	49	INT'L MASONS	RA/L	1.5
1.4	0.6	0.9	0.6	1.2	22	<b>WMUZ</b> CC	103.5 50kw	26	14	21	18	18	20	87	CRAWFORD	CRA	1.1
1.0	1.1	0.9	1.0	1.1	23	<b>WQBH</b> UC	1400 1kw	23	18	26	28	23	22	70	DETROIT BR.	PATT	.5

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	19.9
1 WRIF	1 WJLB	1 WRIF	1 WJLB	1 WWWW	1 WKQI	AOR	7.8
2 WCSX	2 WKQI	2 WCSX	2 WKQI	2 WCSX	2 WWWW	BBnd	2.7
3 WLLZ	3 WNIC	3 WWWW	3 WNIC	3 WJR	3 WJLB	B/EZ	5.1
4 WJLB	4 WHYT	4 WLLZ	4 WWWW	4 WRIF	4 WOMC	CHR	7.4
5 WWWW	5 WMXD	5 WJZZ	5 WLTJ	5 WLLZ	5 WLTJ	Clas	1.7
6 WOMC	6 WDFX	6 WOMC	6 WOMC	6 WJZZ	6 WNIC	Ctry	7.7
7 WHYT	7 WLLZ	7 WJLB	7 WHYT	7 WOMC	7 WJZZ	Gold/CR	7.4
8 WKQI	8 WWWW	8 WKQI	8 WJZZ	8 WKQI	8 WJOI	Jazz	3.8
9 WMXD	9 WRIF	9 WJR	9 WMXD	9 WXYT	9 WJR	N/T	9.4
10 WDFX	10 WJZZ	10 WHYT	10 WDFX	10 WWJ	10 WMXD	Rel/CC	1.2
						UC	11.4

# GREENSBORO-WINSTON SALEM

POPULATION: 792,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK	12-HOUR 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
15.3	18.6	15.0	19.9	17.6	1	1	WTQR Ctry	104.1 100kw	1	6	2	1	1	1	104	NEWMARKET MEDIA	MCG	17.9
11.9	10.6	9.4	8.8	8.2	2	2	WKRR AOR	92.3 100kw	2	5	1	2	2	8	77	DICK	KATZ	13.3
7.3	7.7	6.5	6.3	6.7	3	3	WJMH UC	102.1 100kw	3	1	4	4	7	7	75	BEASLEY	HNWH	10.7
6.0	5.2	5.2	5.7	6.2	4	4	WQMG-FM UC	97.1 100kw	5	4	3	3	6	6	84	MURRAY HILL	BAN	7.9
4.7	4.6	5.1	5.6	5.8	5	5	WSJS AC	600 5kw	10	15	11	11	9	5	86	NEWMARKET MEDIA	MCG	5.0
6.7	3.6	6.3	5.4	5.2	6	6	WMAG AC	99.5 100kw	6	9	8	5	3	2	71	VOYAGER	CHR	4.0
5.6	4.8	5.0	4.5	5.1	7	7	WWWB AC	100.3 100kw	9	8	6	6	4	4	75	WGLO INC.	MMR	3.8
5.7	3.9	4.5	5.1	4.8	8	8	WKZL CHR	107.5 100kw	4	2	5	8	8	10	58	NATIONWIDE	BAN	4.8
3.4	4.7	4.3	2.5	4.4	9	9	WMQX-FM Gold	93.1 100kw	8	7	9	7	5	3	62	EBE COMM.	DUR	2.2
4.7	4.0	4.6	4.5	3.6	10	10	WKSI CHR	98.7 100kw	7	3	7	9	12	17	50	BAHAKEL	EAST	5.1
1.5	1.0	1.1	1.3	2.6	11	11	WAAA UC	980 1kw	14	28	13	13	13	11	124	MEDIA BR.	---	1.5
0.7	1.6	1.8	1.3	2.2	12	12	WFMX Ctry	105.7 100kw	11	22	12	10	10	9	58	ADVENTURE	TNS	.4
1.5	2.5	2.1	1.8	1.8	13	13	WPCM Ctry	101.1 100kw	13	14	10	12	11	20	59	RES. TRIANGLE	---	1.3
1.2	1.7	2.4	1.6	1.6	14	14	WMFR AC	1230 1kw	15	30	23	27	25	16	81	VOYAGER	CHR	1.2
1.0	1.9	1.4	0.5	1.5	15	15	WWGL Rel	94.1 100kw	17	19	16	15	15	14	80	DAVIDSON	TNS	.7
0.7	1.4	2.1	1.7	1.4	16	16	WHPE Rel	95.5 100kw	16	23	15	18	19	22	71	BIBLE BR.	---	1.5
1.1	0.5	1.3	0.6	1.4	16	16	WTNC Rel	790 1kw	25	17	27	19	16	12	11	WILLIS	---	.4
2.9	2.5	2.9	1.8	1.4	16	16	WWMY AC	94.5 100kw	12	20	18	14	14	13	45	SPEEDO PRINT	KATZ	1.4
1.2	0.3	1.0	1.0	1.0	19	19	WQMG UC	1510 1kw	22	31	31	22	20	19	94	MURRAY HILL	BAN	.1

## 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 WTQR	1 WTQR	1 WTQR	1 WTQR	AC	19.1
2 WTQR	2 WTQR	2 WKRR	2 WMAG	2 WKRR	2 WMAG	AOR	8.2
3 WJMH	3 WQMG-FM	3 WJMH	3 WQMG-FM	3 WMQX-FM	3 WWWB	CHR	8.4
4 WQMG-FM	4 WJMH	4 WQMG-FM	4 WKRR	4 WJMH	4 WKRR	Ctry	21.6
5 WMQX-FM	5 WWWB	5 WMQX-FM	5 WWWB	5 WQMG-FM	5 WQMG-FM	Gold/CR	4.4
6 WKZL	6 WKZL	6 WFMX	6 WJMH	6 WMAG	6 WJMH	Rel/CC	4.3
7 WKSI	7 WKSI	7 WMAG	7 WKZL	7 WWWB	7 WMQX-FM	UC	16.5
8 WFMX	8 WMAG	8 WKZL	8 WKSI	8 WFMX	8 WKZL		
9 WSJS	9 WPCM	9 WWWB	9 WMQX-FM	9 WSJS	9 WAAA		
10 WMAG	10 WAAA	10 WKSI	10 WPCM	10 WKZL	10 WSJS		

# HARTFORD-NEW BRITAIN

POPULATION: 990,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
18.7	17.2	14.8	15.0	16.2	1	WTIC AC	1080 50kw	1	7	11	8	1	1	96	CHASE	CBS	15.3
8.3	10.2	9.0	9.3	8.8	2	WTIC-FM CHR	98.5 20kw	2	1	1	1	3	6	60	CHASE	CBS	11.9
7.5	8.0	8.0	6.6	7.8	3	WRCH AC	100.5 7.5kw	5	19	6	3	2	2	84	RADIO CRP/HART	BAN	4.6
5.8	6.0	6.7	5.5	5.6	4	WHCN AOR	105.9 16kw	6	10	2	2	4	9	61	BECK-ROSS	CHR	5.9
6.8	6.8	8.4	6.7	5.6	4	WWYZ Ctry	92.5 18kw	8	18	7	9	5	3	78	WWYZ, INC.	BAN	6.3
6.2	4.7	4.7	6.1	5.4	6	WCCC-FM AOR	106.9 23kw	4	3	3	4	9	10	57	GREATER HART.	DUR	7.2
7.4	6.1	5.4	6.1	5.4	6	WKSS CHR	95.7 16.5kw	3	2	4	5	10	13	51	PRECISION MED.	MMR	6.2
0.0	0.0	1.5	2.8	4.6	8	WZMX AC	93.7 21kw	9	4	5	6	7	7	64	MULTI MARKET	TOR	2.4
6.3	5.7	5.9	5.3	4.3	9	WDRC-FM Gold	102.9 19.5kw	7	9	12	7	6	4	49	BUCKLEY	MCG	4.4
5.8	6.3	5.3	4.3	4.2	10	WIOF AC	104.1 18kw	10	17	10	10	8	5	62	MERV GRIFFIN	EAST	3.0
1.5	2.0	2.9	3.9	2.8	11	WPOP NT	1410 5kw	11	14	15	15	12	8	58	MERV GRIFFIN	EAST	4.0
2.3	2.1	1.9	1.8	2.1	12	WAQY AOR	102.1 17kw	12	8	8	11	13	14	44	SAGA	KATZ	1.7
1.5	1.6	1.3	1.9	1.8	13	WPLR AOR	99.1 14.1kw	13	16	9	12	11	17	44	SOUTH STARR	EAST	1.7
1.1	1.2	1.6	1.1	1.6	14	WFAN Spor	660 50kw	15	13	14	13	14	11	57	EMMIS	HNWH	2.5
1.5	1.5	0.7	0.9	1.1	15	WKCI CHR	101.3 50kw	14	12	13	14	16	20	32	NOBLE	MCG	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHCN	1 WTIC-FM	1 WHCN	1 WTIC-FM	1 WHCN	1 WRCH	AC	32.8
2 WCCC-FM	2 WKSS	2 WCCC-FM	2 WRCH	2 WTIC	2 WTIC	AOR	14.9
3 WTIC-FM	3 WRCH	3 WTIC-FM	3 WKSS	3 WWYZ	3 WTIC-FM	CHR	15.3
4 WKSS	4 WHCN	4 WWYZ	4 WZMX	4 WCCC-FM	4 WIOF	Ctry	5.6
5 WPLR	5 WCCC-FM	5 WTIC	5 WHCN	5 WDRC-FM	5 WZMX	Gold/CR	4.3
6 WWYZ	6 WZMX	6 WDRC-FM	6 WDRC-FM	6 WRCH	6 WDRC-FM	Misc	1.6
7 WAQY	7 WWYZ	7 WKSS	7 WTIC	7 WTIC-FM	7 WHCN	N/T	2.8
8 WTIC	8 WIOF	8 WRCH	8 WIOF	8 WZMX	8 WWYZ		
9 WZMX	9 WAQY	9 WZMX	9 WCCC-FM	9 WIOF	9 WKSS		
10 WDRC-FM	10 WTIC	10 WPLR	10 WWYZ	10 WPLR	10 WCCC-FM		

# HOUSTON-GALVESTON

POPULATION: 2,966,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.3	8.6	7.5	7.5	9.5	1	<b>KILT-FM</b> Ctry	100.3 100kw	1	6	3	1	1	1	87	GROUP W	G/W	6.8
7.7	7.5	8.4	8.2	7.0	2	<b>KIKK-FM</b> Ctry	95.7 95kw	2	7	4	3	2	2	74	VIACOM	TOR	10.0
7.8	7.2	7.9	6.6	7.0	2	<b>KMJQ</b> UC	102.1 100kw	9	4	1	2	3	8	98	NOBLE	MCG	7.1
4.0	4.0	4.4	5.3	5.5	4	<b>KODA</b> AC	99.1 95kw	7	11	8	6	4	3	68	COMMAND	MMR	4.2
2.9	3.8	6.6	4.2	5.3	5	<b>KHMX</b> AC	96.5 97kw	3	5	5	5	5	7	62	EMMIS	MCG	5.3
7.4	6.2	5.9	5.3	5.1	6	<b>KLOL</b> AOR	101.1 95kw	8	9	2	4	6	12	69	RUSK	CBS	7.6
4.6	5.9	5.2	5.4	4.4	7	<b>KTRH</b> News	740 50kw	6	27	16	13	10	5	54	RUSK	CBS	4.0
3.3	4.1	3.3	4.6	3.8	8	<b>KQUE</b> Nost	102.9 100kw	15	22	25	20	12	6	90	TEXAS COAST	BAN	3.0
5.1	4.5	3.2	3.3	3.8	8	<b>KRBE-A/F</b> CHR	1070/104.1 10-5kw/100kw	4	1	10	11	16	17	45	SUSQUEHANNA	EAST	4.2
3.6	3.3	5.0	3.2	3.7	10	<b>KLDE</b> Gold	94.5 95kw	10	10	13	8	7	4	61	ENTERCOM	DUR	2.9
3.4	2.9	2.0	2.3	3.6	11	<b>KBXX</b> CHR	97.9 100kw	14	2	9	12	13	19	74	COOK INLET	KATZ	3.3
5.2	4.7	4.2	4.6	3.6	12	<b>KKBQ-A/F</b> CHR	790/92.9 5kw/97kw	5	3	7	10	15	22	43	GANNETT	MCG	4.6
3.7	4.2	2.8	3.5	3.5	13	<b>KZFX</b> CR	107.5 95kw	11	12	6	7	8	11	63	SHAMROCK BR.	KATZ	4.5
4.4	3.5	3.9	3.5	3.3	14	<b>KLTR</b> AC	93.7 100kw	12	16	11	9	9	10	64	CBS	CBS	2.8
2.5	2.3	2.4	2.6	3.1	15	<b>KPRC</b> N/T	950 5kw	13	18	22	16	14	9	60	H&C	EAST	2.4
3.6	3.1	2.4	2.9	2.3	16	<b>KHYS</b> UC	98.5 100kw	16	8	12	14	18	24	58	CLEAR CHANNEL	KATZ	2.5
0.0	0.0	0.0	0.8	1.8	17	<b>KJZS</b> Jazz	106.9 100kw	17	23	14	15	11	13	71	U.S. RADIO	BAN	2.2
2.0	1.5	2.3	2.4	1.7	18	<b>KLAT</b> Span	1010 5kw	21	19	15	17	17	20	98	TICHENOR MEDIA	KATZ	1.7
1.3	0.9	0.6	1.0	1.4	19	<b>KHCB</b> Rel	105.7 100kw	20	26	21	23	22	14	83	HOUSTON CHRIS.	---	1.0
0.5	0.4	0.5	0.5	1.2	20	<b>KEYH</b> Span	850 10kw	28	20	18	18	19	18	145	ARTLIFE	SBS	.9
1.5	1.4	1.7	2.2	1.2	20	<b>KQQK</b> Span	106.5 100kw	18	13	17	19	21	23	65	PARR	CAB	1.5
0.7	0.7	1.1	0.9	1.0	22	<b>KSEV</b> N/T	700 2.6-1kw	23	31	26	24	23	15	67	SUNBELT	BAN	1.4
1.1	1.6	1.2	1.6	1.0	22	<b>KYOK</b> Gold	1590 5kw	22	30	20	21	20	21	58	NOBLE	MCG	.7

Continued on Page 185

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POPULATION: 1,032,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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+ BRNCH SHARE
15.2	11.0	13.1	13.4	14.9	1	<b>WIBC</b> AC	1070 50-10kw	3	12	8	8	3	1	115	SCONNIX	DUR	12.4
15.2	14.3	10.2	10.6	13.4	2	<b>WFBQ</b> AOR	94.7 52kw	1	3	1	1	1	4	96	GREAT AMERICAN	KATZ	12.6
13.2	11.8	13.3	13.1	11.0	3	<b>WFMS</b> Ctry	95.5 13kw	4	11	6	4	2	2	95	SUSQUEHANNA	EAST	12.6
11.4	12.7	10.4	11.6	10.4	4	<b>WZPL</b> CHR	99.5 12.5kw	2	1	2	2	8	8	77	BOOTH BR	HNWH	13.5
6.1	8.3	7.8	8.0	7.4	5	<b>WENS</b> AC	97.1 23kw	5	4	3	3	4	6	69	EMMIS	MCG	6.6
6.6	9.0	8.1	9.2	7.4	5	<b>WTLC</b> UC	105.7 50kw	8	2	4	5	7	7	106	PANACHE	MMR	10.7
5.7	5.3	6.3	7.3	6.3	7	<b>WTPI</b> AC	107.9 22kw	7	7	9	7	5	3	88	SOMERSET	TOR	6.8
6.6	5.5	5.5	5.5	5.9	8	<b>WKLR</b> Gold	93.1 12.5kw	6	6	7	6	6	5	73	SCONNIX	DUR	5.1
3.1	3.2	5.8	4.1	4.7	9	<b>WFXF-FM</b> CR	103.3 18kw	9	5	5	9	9	11	68	WIN	BAN	5.0
2.5	3.5	3.2	3.0	3.8	10	<b>WTUX</b> BBnd	1310 5-1kw	10	15	19	16	12	9	112	PANACHE	MMR	1.6
1.1	1.9	1.3	1.5	1.5	11	<b>WNDE</b> Talk	1260 5kw	11	14	11	10	10	10	53	GREAT AMERICAN	KATZ	1.9

### 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 WZPL	1 WFBQ	1 WZPL	1 WFBQ	1 WIBC	AC 28.6
2 WFXF-FM	2 WFBQ	2 WFMS	2 WENS	2 WFMS	2 WFBQ	AOR 13.4
3 WZPL	3 WENS	3 WTLC	3 WFBQ	3 WIBC	3 WTPI	BBnd 3.8
4 WTLC	4 WTLC	4 WFXF-FM	4 WKLR	4 WTLC	4 WENS	CHR 10.4
5 WENS	5 WFMS	5 WZPL	5 WTPI	5 WKLR	5 WFMS	Ctry 11.0
6 WFMS	6 WKLR	6 WENS	6 WFMS	6 WENS	6 WZPL	Gold/CR 10.6
7 WIBC	7 WFXF-FM	7 WKLR	7 WIBC	7 WFXF-FM	7 WKLR	N/T 1.5
8 WTPI	8 WIBC	8 WIBC	8 WTLC	8 WTPI	8 WTLC	UC 7.4
9 WKLR	9 WTPI	9 WTPI	9 WFXF-FM	9 WZPL	9 WFXF-FM	
10 WNDE	10 WXIR	10 WNDE	10 WXIR	10 WNDE	10 WXIR	

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POPULATION: 800,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.7	9.9	11.3	11.4	13.7	1	<b>WQIK-FM</b> Ctry	99.1 100kw	2	5	4	1	1	1	104	JACOR	EAST	10.7
12.8	11.5	11.3	9.5	10.2	2	<b>WAPE</b> CHR	95.1 100kw	1	1	1	2	4	8	67	EVERGREEN	HNWH	13.9
8.9	6.4	7.7	9.5	7.2	3	<b>WFYV-FM</b> AOR	104.5 100kw	5	2	2	3	6	9	80	METROPLEX	CHR	11.4
5.7	5.2	5.6	5.4	7.1	4	<b>WIVY</b> AC	102.9 98kw	4	6	3	4	2	4	69	TAYLOR	DUR	5.4
8.6	8.8	8.1	6.4	6.5	5	<b>WEJZ</b> AC	96.1 100kw	3	11	6	7	5	3	61	RENDA	KATZ	6.3
6.7	8.5	7.6	4.5	6.3	6	<b>WKQL</b> Gold	96.9 100kw	6	9	10	5	3	2	70	EZ	MMR	5.5
5.4	5.8	6.5	7.4	5.9	7	<b>WHJX</b> UC	101.5 100kw	8	3	5	6	7	10	89	EAGLE	DUR	8.5
3.6	5.5	4.6	5.7	5.0	8	<b>WCRJ</b> Ctry	107.3 100kw	7	7	7	8	8	6	70	HOKER	BAN	3.6
2.4	5.0	4.1	4.5	3.5	9	<b>WOKV</b> N/T	600 5kw	9	20	11	10	9	5	73	EZ	MMR	4.3
3.8	3.6	2.9	3.1	3.4	10	<b>WZAZ-FM</b> UC	92.7 6kw	11	4	9	11	11	12	75	PICUS	K/P	3.1
0.0	0.0	0.5	1.9	2.8	11	<b>WAIA</b> CR	93.3 50kw	10	12	8	9	10	13	61	ROWLAND	---	4.1
2.9	1.6	2.5	2.8	2.1	12	<b>WCGL</b> Rel	1360 5kw	13	21	13	15	18	15	10	JBD COMM.	K/P	1.1
2.4	2.2	2.3	1.9	2.1	12	<b>WSVE</b> Rel	1280 5kw	15	13	14	13	14	7	136	DARRELL SPANN	REP	1.0
3.1	2.4	2.6	1.2	2.1	12	<b>WZAZ</b> UC	1400 1kw	12	10	12	12	12	11	91	PICUS	K/P	1.7

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFYV-FM	1 WAPE	1 WFYV-FM	1 WAPE	1 WQIK-FM	1 WIVY	AC 13.6
2 WAPE	2 WIVY	2 WQIK-FM	2 WQIK-FM	2 WFYV-FM	2 WQIK-FM	AOR 7.2
3 WQIK-FM	3 WQIK-FM	3 WAPE	3 WIVY	3 WAPE	3 WEJZ	CHR 10.2
4 WAIA	4 WHJX	4 WAIA	4 WKQL	4 WKQL	4 WKQL	Ctry 18.7
5 WIVY	5 WCRJ	5 WKQL	5 WEJZ	5 WOKV	5 WAPE	Gold/CR 9.1
6 WEJZ	6 WEJZ	6 WHJX	6 WHJX	6 WIVY	6 WHJX	N/T 3.5
7 WHJX	7 WFYV-FM	7 WIVY	7 WCRJ	7 WCRJ	7 WCRJ	Rel/CC 4.2
8 WZAZ-FM	8 WZAZ-FM	8 WOKV	8 WFYV-FM	8 WAIA	8 WFYV-FM	UC 11.4
9 WCRJ	9 WKQL	9 WCRJ	9 WZAZ	9 WEJZ	9 WZAZ	
10 WKQL	10 WAIA	10 WEJZ	10 WZAZ-FM	10 WHJX	10 WZAZ-FM	

# KANSAS CITY

POPULATION: 1,316,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.8	7.8	9.2	9.7	11.2	1	KFKF Ctry	94.1 100kw	2	5	2	1	1	2	99	SCONNIX	HNWH	11.9
10.7	11.0	12.1	14.1	10.3	2	WDAF Ctry	610 5kw	1	13	10	5	3	1	85	GREAT AMERICAN	KATZ	12.4
5.8	8.3	7.9	7.1	9.0	3	KYYS AOR	102.1 100KW	5	4	1	1	2	7	89	GREAT AMERICAN	KATZ	11.1
5.5	6.4	4.4	3.4	6.8	4	KMBZ N/T	980 5kw	4	15	11	11	9	4	66	BONNEVILLE INT	DUR	3.6
7.8	5.5	7.3	6.1	6.1	5	KPRS UC	103.3 100kw	14	3	3	3	5	12	106	KPRS	EAST	8.5
5.8	5.6	5.9	4.7	4.9	6	KCMO N/T	810 50-5kw	8	18	14	14	13	8	66	GANNETT	MCG	3.7
8.1	6.8	5.1	5.2	4.7	7	KBEQ CHR	104.3 99kw	3	2	5	7	12	15	46	NOBLE	CBS	5.7
3.8	5.1	3.6	2.5	4.7	7	KRVK AC	98.9 100kw	6	12	6	4	4	6	63	WTMJ, INC.	HNWH	2.3
4.8	4.3	5.3	6.0	4.5	9	KMBR AC	99.7 100kw	10	19	12	12	10	3	66	BONNEVILLE INT	DUR	1.9
3.4	4.8	6.1	4.8	3.9	10	KCFX CR	101.1 97kw	9	14	4	6	8	13	55	HOKER	MMR	5.8
5.8	4.1	2.9	4.0	3.9	10	KUDL AC	98.1 100kw	7	6	7	8	7	11	52	SHAMROCK BR.	CHR	2.8
5.1	5.2	4.8	5.3	3.8	12	KCMO-FM Gold	94.9 100kw	12	7	13	9	6	5	57	GANNETT	MCG	3.6
4.6	3.0	4.4	3.4	3.7	13	KXXR CHR	106.5 100kw	11	1	8	13	16	17	56	CAPITOL BR.	BAN	5.1
3.2	4.0	3.9	5.3	3.0	14	KLSI AC	93.3 100kw	13	10	9	10	11	14	52	APOLLO RADIO	MMR	3.4
2.2	2.1	2.9	2.2	2.8	15	KXTR Clas	96.5 99kw	16	17	16	16	15	9	72	KXTR RADIO CO.	CMBS	2.4
1.2	1.8	2.1	1.8	2.3	16	WHB Gold	710 10-5kw	15	11	20	15	14	10	58	SHAMROCK BR.	CHR	1.4
0.0	0.4	0.7	2.5	1.4	17	KNHN News	1340 1kw	17	21	19	19	19	18	48	GREYSTONE	---	1.0
1.5	1.8	1.0	2.2	1.4	17	KPRT Rel	1590 1kw	19	16	21	17	17	16	90	KPRS	EAST	1.2
0.8	0.6	0.9	0.4	1.1	19	KCCV Rel	760 6kw	18	23	17	20	20	19	73	BOTT BR.	---	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	CHR	Clas	Ctry	Gold/CR	N/T	Rel/CC	UC
1 KYYS	1 KFKF	1 KYYS	1 KFKF	1 KYYS	1 KFKF	16.1	9.0	8.4	2.8	21.5	10.0	13.1	2.5	6.1
2 KCFX	2 KYYS	2 KCFX	2 KYYS	2 WDAF	2 KYYS									
3 KPRS	3 KPRS	3 KFKF	3 KPRS	3 KRVK	3 KUDL									
4 KFKF	4 KUDL	4 WDAF	4 KUDL	4 KFKF	4 WDAF									
5 KBEQ	5 KBEQ	5 KRVK	5 KRVK	5 KCFX	5 KPRS									
6 KRVK	6 KLSI	6 KPRS	6 KBEQ	6 KMBZ	6 KRVK									
7 WDAF	7 KRVK	7 KMBZ	7 KCMO-FM	7 KCMO-FM	7 KCMO-FM									
8 KXXR	8 KXXR	8 KCMO-FM	8 WDAF	8 KPRS	8 KMBR									
9 KMBZ	9 KCFX	9 KBEQ	9 KLSI	9 KCMO	9 KLSI									
10 KUDL	10 KMBR	10 KLSI	10 KMBR	10 KMBR	10 KBEQ									

POPULATION: 9,400,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
6.2	6.6	5.5	5.7	6.1	1	<b>KOST</b> AC	103.5 12.5kw	2	5	2	1	1	2	70	COX	CHR	4.6
4.3	4.9	4.3	4.3	5.1	2	<b>KABC</b> Talk	790 5kw	9	19	23	14	8	1	87	CAP CITIES/ABC	KATZ	4.6
5.9	5.0	5.1	4.7	4.7	3	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	1	1	5	5	12	19	50	GANNETT	MCG	6.4
4.1	4.1	4.6	4.0	4.5	4	<b>KLOS</b> AOR	95.5 61kw	6	14	1	2	2	14	73	CAP CITIES/ABC	KATZ	6.3
3.0	3.5	3.8	3.5	4.1	5	<b>KBIG</b> AC	104.3 105kw	7	20	6	3	3	4	69	BONNEVILLE INT	CBS	2.5
3.1	3.0	3.5	3.6	4.0	6	<b>KKBT</b> UC	92.3 43kw	11	2	4	4	9	21	85	EVERGREEN	MMR	6.6
1.9	2.4	1.9	2.8	3.6	7	<b>KRTH</b> Gold	101.1 51kw	4	8	12	6	4	3	54	BEASLEY	BAN	2.3
5.0	4.3	4.5	3.5	3.4	8	<b>KPWR</b> CHR	105.9 72kw	5	3	7	10	14	24	51	EMMIS	HNWH	5.0
3.2	3.6	3.3	3.1	3.4	9	<b>KWKW</b> Span	1330 5kw	16	12	11	8	5	9	91	LOTUS	LOTU	3.1
3.1	3.4	3.2	2.9	3.1	10	<b>KROQ</b> NR	106.7 5.5kw	13	4	3	7	17	31	71	INFINITY	TOR	4.4
3.3	3.1	2.9	4.3	3.1	11	<b>KFWB</b> News	980 5kw	3	23	25	20	16	7	43	GROUP W	G/W	2.9
3.4	2.9	3.0	3.2	3.0	12	<b>KXEZ</b> Gold	98.7 75kw	14	22	18	17	15	8	71	VIACOM	TOR	1.2
3.1	2.8	3.7	3.1	2.8	13	<b>KLVE</b> Span	107.5 29.5kw	19	9	9	11	10	15	82	HEFTEL	CAB	3.4
3.1	3.0	3.0	2.9	2.8	14	<b>KTWV</b> NAC	94.7 55kw	12	25	15	13	6	5	63	GROUP W	G/W	3.5
2.6	2.3	2.2	2.1	2.8	15	<b>KLSX</b> CR	97.1 21kw	10	11	8	9	7	16	58	GREATER MEDIA	MMR	3.1
2.8	2.6	3.2	4.0	2.7	16	<b>KNX</b> News	1070 50kw	8	24	33	24	20	6	46	CBS	CBS	2.9
2.3	2.3	2.3	2.7	2.7	16	<b>KTNQ</b> Span	1020 50kw	21	10	13	12	11	10	87	HEFTEL	CAB	2.3
3.0	2.5	2.8	2.4	2.6	18	<b>KMPC</b> Nost	710 50-10kw	17	37	38	36	29	13	72	GOLDEN WEST	BAN	2.0
1.4	1.7	1.9	2.4	2.3	19	<b>KFI</b> Talk	640 50kw	20	31	24	22	18	11	68	COX	CHR	2.8
3.3	3.5	2.7	3.0	2.0	20	<b>KQLZ</b> AOR	100.3 5.3kw	15	6	10	15	21	35	50	WESTWOOD ONE	DUR	2.6
1.4	1.0	1.7	1.2	1.9	21	<b>KALI</b> Span	1430 5kw	29	17	17	18	24	29	103	UNITED	KATZ	1.0
2.0	2.3	1.7	1.6	1.9	21	<b>KCBS-FM</b> Gold	93.1 28.5kw	18	15	21	16	13	12	54	CBS	CBS	1.4

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# HOUSTON-GALVESTON

POPULATION: 2,966,300

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DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOL	1 KMJQ	1 KILT-FM	1 KILT-FM	1 KILT-FM	1 KILT-FM	AC	14.1
2 KMJQ	2 KIKK-FM	2 KLOL	2 KIKK-FM	2 KLOL	2 KIKK-FM	AOR	5.1
3 KILT-FM	3 KHMx	3 KMJQ	3 KMJQ	3 KIKK-FM	3 KODA	BBnd	3.8
4 KZFX	4 KILT-FM	4 KZFX	4 KODA	4 KMJQ	4 KMJQ	CHR	11.0
5 KKbQ-FM	5 KODA	5 KIKK-FM	5 KHMx	5 KZFX	5 KHMx	Ctry	16.5
6 KHMx	6 KLTR	6 KHMx	6 KLTR	6 KLDE	6 KLDE	Gold/CR	8.2
7 KIKK-FM	7 KBXX	7 KLDE	7 KLDE	7 KHMx	7 KLTR	Jazz	1.8
8 KRBE-FM	8 KRBE-FM	8 KODA	8 KBXX	8 KODA	8 KQUE	N/T	8.5
9 KBXX	9 KLOL	9 KTRH	9 KRBE-FM	9 KTRH	9 KZFX	Rel/CC	1.4
10 KHYS	10 KKbQ-FM	10 KLTR	10 KLOL	10 KLTR	10 KBXX	Span	4.1
						UC	9.3

# LOS ANGELES

POPULATION: 9,400,500

Continued from Page 184

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
0.9	1.7	2.5	2.3	1.7	23	KKHJ Span	930 5kw	22	18	14	19	22	28	62	LIBERMAN	CAB	1.5
2.7	1.6	2.5	2.8	1.6	24	KZLA Ctry	93.9 49kw	26	41	20	23	19	18	69	MALRITE	EAST	1.6
1.3	1.4	1.3	1.3	1.4	25	KKGO Clas	105.1 18kw	23	34	31	28	23	17	55	MT. WILSON FM	CMBS	1.3
1.7	1.1	0.9	1.1	1.3	26	KJLH UC	102.3 2.25kw	24	13	16	21	25	33	50	TAXI	ROS	1.8
1.3	0.9	0.9	0.8	1.1	27	KLAC Ctry	570 5kw	25	32	37	35	31	20	48	MALRITE	EAST	.6
1.1	1.0	0.8	0.6	1.1	28	KRLA Gold	1110 50-20kw	28	16	32	25	26	22	53	GREATER MEDIA	MMR	.8
0.9	0.7	1.0	0.6	1.0	29	KGFJ UC	1230 1kw	34	27	28	26	27	25	84	EAST-WEST	ROS	.8
0.7	0.4	0.6	0.8	1.0	29	KSKQ-FM Span	97.9 79kw	30	26	22	27	30	27	70	SBS	SBS	.3

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 KOST	1 KLOS	1 KOST	1 KLOS	1 KOST	AC	10.2
2 KROQ	2 KKBT	2 KOST	2 KBIG	2 KOST	2 KBIG	AOR	9.6
3 KOST	3 KBIG	3 KROQ	3 KKBT	3 KLSX	3 KRTH	BBnd	2.6
4 KLSX	4 KIIS-FM	4 KLSX	4 KIIS-FM	4 KRTH	4 KWKW	CHR	8.1
5 QQLZ	5 KLVE	5 KRTH	5 KLVE	5 KABC	5 KKBT	Clas	1.4
6 KPWR	6 KPWR	6 KPWR	6 KRTH	6 KWKW	6 KTUV	Ctry	2.7
7 KIIS-FM	7 KLOS	7 KWKW	7 KWKW	7 KTUV	7 KIIS-FM	Gold/CR	12.4
8 KKBT	8 KROQ	8 QQLZ	8 KLOS	8 KPWR	8 KLVE	NAC	2.8
9 KWKW	9 KWKW	9 KIIS-FM	9 KPWR	9 KTNQ	9 KTNQ	N/T	13.2
10 KBIG	10 KLSX	10 KABC	10 KTUV	10 KROQ	10 KLOS	Span	13.5
						UC	6.3

POPULATION: 895,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
12.4	12.8	14.0	13.5	12.0	1	1	<b>WHRK</b> UC	97.1 100kw	1	1	1	1	6	7	91	ADAMS	MCG	16.1
10.9	10.2	10.0	10.4	9.8	2		<b>WGKX</b> Ctry	105.9 100kw	3	5	6	3	1	1	86	BARNSTABLE	KATZ	12.2
9.2	9.4	10.0	9.7	9.7	3		<b>WDIA</b> UC	1070 50kw	4	6	5	5	3	2	87	MEDIACOMM	MCG	10.5
8.1	9.4	8.8	11.2	8.0	4		<b>WEGR</b> AOR	102.7 100kw	7	4	2	2	5	12	89	NEWMARKET MEDIA	MCG	11.5
6.8	5.1	5.4	4.1	7.9	5		<b>KJMS</b> UC	101.1 100kw	5	2	3	6	8	9	83	DEE RIVERS	DUR	7.9
8.1	8.7	8.4	6.8	7.9	5		<b>WMC-FM</b> CHR	99.7 290kw	2	3	4	4	4	6	70	SCRIPPS HOWARD	BAN	8.7
8.7	8.5	8.0	9.1	6.9	7		<b>WRVR</b> AC	104.5 100kw	6	10	7	7	2	3	73	KEYMARKET	MMR	5.7
4.5	5.5	5.4	5.5	5.5	8		<b>WLOK</b> UC	1340 1kw	9	7	9	9	9	5	80	GILLIAM	K/P	5.5
4.0	4.1	6.2	4.9	4.8	9		<b>KPYR</b> Gold	98.1 100kw	8	8	8	8	7	4	60	DITTMAN GROUP	CBS	4.3
4.6	3.9	2.5	3.4	3.4	10		<b>WEZI</b> AC	94.3 6kw	10	20	12	10	10	8	68	ARDMAN	EAST	1.1
2.9	3.9	2.7	4.1	2.7	11		<b>WMC</b> N/T	790 5kw	12	15	11	11	11	11	66	SCRIPPS HOWARD	BAN	1.7
2.4	1.7	3.2	2.2	2.7	11		<b>WREC</b> BBnd	600 5kw	11	19	15	14	14	10	66	NEWMARKET MEDIA	MCG	1.4
1.3	1.5	1.5	1.2	1.3	13		<b>KFTH</b> Rel	107.1 3kw	14	12	10	12	12	22	57	NO. MIDWEST	---	1.6
1.2	1.1	1.3	1.0	1.2	14		<b>WCRV</b> Rel	640 10kw	15	16	24	21	16	13	58	BOTT	---	1.1
0.0	0.0	0.0	0.3	1.0	15		<b>WMPS</b> Rel	1380 2.5kw	16	9	13	15	15	15	63	DAVID GRAYSON	---	---

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEGR	1 WHRK	1 WEGR	1 WHRK	1 WGKX	1 WDIA	AC 10.3
2 WHRK	2 WEGR	2 WHRK	2 WMC-FM	2 WEGR	2 WGKX	AOR 8.0
3 KJMS	3 KJMS	3 WGKX	3 WDIA	3 WRVR	3 WMC-FM	BBnd 2.7
4 WMC-FM	4 WMC-FM	4 KJMS	4 KJMS	4 WHRK	4 WRVR	CHR 7.9
5 WGKX	5 WDIA	5 WRVR	5 WGKX	5 KPYP	5 WHRK	Ctry 9.8
6 WRVR	6 WGKX	6 WMC-FM	6 WRVR	6 WDIA	6 KPYP	Gold/CR 4.8
7 WDIA	7 WRVR	7 WDIA	7 WEGR	7 WMC-FM	7 KJMS	N/T 2.7
8 WMC	8 WLOK	8 KPYP	8 KPYP	8 KJMS	8 WEGR	Rel/CC 3.5
9 KPYP	9 KPYP	9 WMC	9 WLOK	9 WMC	9 WLOK	UC 35.1
10 WLOK	10 KFTH	10 WLOK	10 WEZI	10 WLOK	10 WEZI	

# MIAMI-FT. LAUDERDALE-HOLLYWOOD

POPULATION: 2,767,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
6.9	6.8	8.1	8.3	8.9	1	WLYF AC	101.5 100kw	1	17	14	7	3	1	113	JEFFERSON PILOT	TOR	6.5
5.0	5.5	6.2	5.8	5.7	2	WEDR UC	99.1 100kw	6	3	1	1	1	8	113	WEDR, INC.	MCG	7.0
7.1	5.5	4.1	4.6	5.3	3	WHQT UC	105.1 100kw	4	2	3	2	4	12	87	EZ	MMR	7.4
5.3	4.8	4.9	5.8	5.2	4	WPOW CHR	96.5 100kw	2	1	2	5	13	22	80	BEASLEY	HNWH	7.7
6.5	5.0	4.4	6.1	4.6	5	WAQI Span	710 50kw	16	29	27	18	17	2	126	VIVA AMERICA	CAB	2.9
2.0	4.0	4.4	3.3	4.2	6	WFLC AC	97.3 100kw	3	6	4	3	5	11	67	COX	CHR	4.2
3.3	5.3	5.1	5.3	4.0	7	WIOD N/T	610 10kw	9	32	16	16	11	5	85	COX	CHR	3.8
3.7	3.6	4.2	4.0	3.9	8	WKIS Ctry	99.9 100kw	10	13	9	12	6	4	85	SUNSHINE WIRE.	HNWH	3.1
2.2	2.5	3.0	2.2	3.6	9	WZTA AOR	94.9 100kw	11	11	5	4	2	13	81	GUY GANNETT	KATZ	3.6
3.6	4.0	3.4	3.7	3.5	10	WXDJ Span	95.7 100kw	18	7	12	10	8	3	108	NEW AGE	CAB	2.7
4.0	3.8	3.6	3.5	3.3	11	WHYI CHR	100.7 100kw	5	4	7	8	15	21	55	METROPLEX	MCG	3.7
2.9	3.3	3.2	2.6	3.3	11	WSHE AOR	103.5 100kw	8	5	6	6	14	23	69	TK	SRG	5.0
3.9	3.8	3.6	2.8	3.1	13	WJQY AC	106.7 100kw	13	12	11	13	10	6	76	TAK	KATZ	3.6
3.3	2.8	2.7	3.6	3.0	14	WINZ News	940 50-25kw	12	31	20	21	21	15	71	GUY GANNETT	KATZ	2.1
2.6	2.8	1.3	2.0	2.9	15	WMRZ Gold	790 25kw	21	26	34	33	32	25	104	JEFFERSON PILOT	BAN	1.9
4.2	3.7	3.6	3.8	2.9	15	WQBA Span	1140 50-10kw	22	23	25	20	20	10	109	TICHENOR MEDIA	KT-H	1.8
3.3	3.5	3.0	2.0	2.6	17	WCMQ/WZMQ Span	92.3/103.9 41kw/6kw	19	15	17	15	12	7	82	SBS	SBS	2.3
3.4	3.1	3.6	3.1	2.6	17	WMXJ Gold	102.7 25kw	7	9	13	9	7	9	54	SCONNIX	DUR	2.6
2.3	2.8	2.5	2.7	2.5	19	WTMI Clas	93.1 96kw	15	28	19	19	19	14	67	MARLIN II LTD	CMBS	3.0
2.5	2.4	2.5	2.1	2.3	20	WLVE NAC	93.9 96kw	17	22	8	11	9	17	70	GILMORE	TOR	3.3
3.0	2.6	2.1	2.0	2.1	21	WAXY AC	105.9 100kw	14	8	10	14	16	19	52	ACKERLEY	EAST	2.7
1.8	1.6	1.7	1.5	1.9	22	WQBA-FM Span	107.5 95kw	20	10	15	17	18	16	67	TICHENOR MEDIA	KT-H	2.3
1.3	1.2	1.6	1.5	1.8	23	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	23	34	30	29	29	24	95	TAYLOR	DUR	1.1
0.4	0.5	2.1	0.0	1.6	24	WWFE Span	670 50-1kw	25	21	26	22	22	18	110	EMILLO MILAN	---	1.6
0.8	1.0	0.6	2.2	1.0	25	WCMQ Span	1210 25-2.5kw	28	24	28	28	25	20	74	SBS	SBS	.4

Continued on Page 193

# MILWAUKEE-RACINE

POPULATION: 1,302,400

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	11.4	10.3	9.4	11.9	1	WTMJ N/T	620 5kw	1	7	11	8	3	2	86	WTMJ, INC.	CHR	9.8
7.2	6.5	8.6	6.8	9.8	2	WMIL Ctry	106.1 50kw	4	11	5	1	1	1	106	SUNDANCE	CBS	7.6
7.6	6.9	5.2	7.4	7.5	3	WOKY BBnd	920 5-1kw	6	25	15	16	15	4	98	SUNDANCE	CBS	6.5
7.1	9.3	9.5	8.0	7.3	4	WLUM CHR	102.1 50kw	3	1	2	4	8	10	66	ALL PRO	K/P	13.4
8.9	8.6	7.5	6.3	6.5	5	WKTI AC	94.5 15.5kw	2	3	4	2	2	6	57	WTMJ, INC.	CHR	8.3
7.0	7.5	6.5	7.3	4.9	6	WKLH CR	96.5 26kw	5	24	1	3	5	12	64	SAGA	MCG	7.0
4.2	3.3	4.6	4.6	4.9	6	WMYX AC	99.1 50kw	10	5	6	5	4	9	73	HERITAGE MEDIA	EAST	3.6
3.5	4.1	6.0	5.2	4.8	8	WEZW AC	103.7 19.5kw	11	10	18	11	9	3	76	MULTIMEDIA	MMR	3.2
5.2	4.5	4.5	5.5	4.8	8	WLZR-FM AOR	102.9 50kw	8	2	3	7	10	17	67	GREAT AMERICAN	EAST	6.2
3.8	4.1	4.0	3.8	4.3	10	WZTR Gold	95.7 34kw	7	9	8	6	6	5	57	PINNACLE	DUR	3.7
3.1	2.9	3.6	5.2	3.7	11	WISN Talk	1130 50kw	13	13	13	12	11	7	72	HEARST	KATZ	3.6
4.2	3.2	2.7	3.1	3.3	12	WQFM AOR	93.3 12.5kw	9	4	7	9	12	18	48	SHAMROCK COM.	MMR	4.7
4.5	4.1	4.0	3.9	3.2	13	WLTQ AC	97.3 15.5kw	12	15	10	10	7	8	57	HEARST	KATZ	2.5
2.3	2.6	2.4	1.7	3.0	14	WFMR Clas	98.3 6kw	14	14	16	17	16	11	87	CAPITOL CLASS.	CMBS	2.4
2.1	1.7	2.3	1.8	1.8	15	WMVP UC	1290 5kw	15	6	9	13	14	19	71	ALL PRO	K/P	1.7
1.0	1.6	0.8	0.7	1.5	16	WTKN-A/F Polka	1540/104.9 5kw/3.3kw	21	19	22	23	22	20	85	IROQUOIS COUN.	---	.3
1.8	2.1	1.8	1.8	1.4	17	WBZN-A/F AC	1460/100.7 5kw/50kw	16	20	12	14	13	13	59	ADAMS	BAN	2.2
1.2	1.7	0.9	1.4	1.3	18	WEMP Gold	1250 50kw	17	17	17	15	17	14	59	HERITAGE MEDIA	EAST	.7
0.8	0.6	0.8	0.8	1.1	19	WGN AC	720 50kw	19	22	24	21	19	15	64	TRIBUNE	CHR	1.2
0.8	1.0	1.1	0.7	1.0	20	WRJN AC	1400 1kw	22	16	23	20	20	16	72	VISION	CHR	.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Men 18-49	Women 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLZR-FM	1 WMYX	1 WMIL	1 WKTI	1 WMIL	1 WKTI	AC	22.9
2 WKLH	2 WKTI	2 WLZR-FM	2 WMYX	2 WZTR	2 WMYX	AOR	8.1
3 WLUM	3 WKLH	3 WKLH	3 WMIL	3 WTMJ	3 WMIL	BBnd	7.5
4 WQFM	4 WLUM	4 WZTR	4 WLUM	4 WKLH	4 WLTQ	CHR	7.3
5 WMIL	5 WMIL	5 WLUM	5 WKLH	5 WKTI	5 WTMJ	Clas	3.0
6 WKTI	6 WLZR-FM	6 WQFM	6 WLTQ	6 WLZR-FM	6 WEZW	Ctry	9.8
7 WZTR	7 WLTQ	7 WKTI	7 WZTR	7 WQFM	7 WKLH	Gold/CR	10.5
8 WTMJ	8 WMVP	8 WTMJ	8 WEZW	8 WISN	8 WLUM	Misc	1.5
9 WISN	9 WQFM	9 WISN	9 WTMJ	9 WLUM	9 WZTR	N/T	15.6
10 WMYX	10 WZTR	10 WMYX	10 WLZR-FM	10 WEZW	10 WMVP	UC	1.8

# MINNEAPOLIS-ST. PAUL

POPULATION: 1,999,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	16.9	15.2	17.2	15.0	1	<b>WCCO</b> AC	830 50kw	1	8	8	6	3	1	84	MIDWEST	CBS	14.0
10.3	10.6	10.1	10.1	10.9	2	<b>KQRS-A/F</b> AOR	1440/92.5 5-5kw/50kw	2	2	1	1	2	6	75	CAP CITIES/ABC	KATZ	14.6
9.3	7.2	9.3	10.5	9.7	3	<b>KEYE</b> Ctry	102.1 50kw	4	9	3	2	1	3	88	MALRITE	KATZ	8.4
7.5	7.0	6.6	7.5	9.7	4	<b>KDWB-FM</b> CHR	101.3 100kw	3	1	2	5	7	10	68	MIDCONTINENT	CHR	11.8
8.1	7.5	8.7	8.5	8.9	5	<b>WLTE</b> AC	102.9 100kw	5	6	6	4	4	2	80	MIDWEST	CBS	5.9
5.4	6.5	6.1	6.4	7.9	6	<b>KSTP-FM</b> AC	94.5 95kw	7	3	5	3	5	4	84	HUBBARD	MCG	5.8
5.7	5.0	4.9	4.6	4.1	7	<b>KLXK</b> CR	93.7 50kw	6	4	4	7	10	11	44	ENTERCOM	HNWH	3.4
5.5	4.4	4.4	4.2	3.7	8	<b>KQQL</b> Gold	107.9 97kw	9	5	10	9	8	5	55	TRUMPER	DUR	3.7
2.6	2.3	3.6	3.3	3.7	8	<b>KSTP</b> Talk	1500 50kw	8	12	11	10	9	7	51	HUBBARD	MCG	3.1
3.3	3.5	3.6	3.1	3.4	10	<b>KTCZ</b> AOR	97.1 100kw	10	14	7	8	6	8	68	PARKER	EAST	4.7
2.2	2.5	2.0	1.7	2.7	11	<b>KLBB</b> N/T	1400 1kw	12	21	19	20	13	9	104	LCC	ROS	1.4
1.6	1.9	2.1	1.6	1.7	12	<b>KJJO-FM</b> NR	104.1 100kw	11	11	9	11	11	13	50	PARK	MMR	3.2
0.9	1.5	1.1	1.2	1.5	13	<b>WMIN</b> Nost	1030 50-1kw	13	22	21	17	14	12	62	BORGEN	---	.4
0.0	0.0	0.5	0.8	1.1	14	<b>KMZZ</b> AOR	980 5kw	16	10	12	12	15	20	87	ENTERCOM	HNWH	1.4

## 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 KDWB-FM	1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE	AC 31.8
2 KEYE	2 WLTE	2 KEYE	2 KDWB	2 WCCO	2 KSTP-FM	AOR 17.1
3 KLXK	3 KQRS-FM	3 WCCO	3 KSTP-FM	3 KEYE	3 KEYE	BBnd 1.5
4 KDWB-FM	4 KSTP-FM	4 KSTP-FM	4 KEYE	4 KSTP-FM	4 WCCO	CHR 9.7
5 KSTP-FM	5 KEYE	5 KLXK	5 KQRS-FM	5 KSTP	5 KDWB-FM	Ctry 9.7
6 WCCO	6 KLXK	6 KTCZ	6 WCCO	6 KTCZ	6 KQRS-FM	Gold/CR 7.8
7 KTCZ	7 KTCZ	7 KDWB-FM	7 KQQL	7 WLTE	7 KQQL	N/T 6.4
8 KSTP	8 KQQL	8 KSTP	8 KLXK	8 KQQL	8 KTCZ	
9 KMZZ	9 KJJO-FM	9 KQQL	9 KTCZ	9 KLXK	9 KLXK	
10 KJJO-FM	10 WCCO	10 WLTE	10 KJJO-FM	10 KDWB-FM	10 KSTP	

# MONMOUTH-OCEAN, NJ

POPULATION: 838,000

SPRING '90	FALL '90	SPRING '91	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				
2.7	4.0	5.4	1	<b>WKXW</b> Talk	101.5 18kw	6	20	5	2	2	1	89	PRESS BROAD.	BAN	3.3
5.3	5.7	5.2	2	<b>WXRK</b> CR	92.3 7.6kw	1	12	1	1	1	7	63	INFINITY	TOR	5.8
5.6	5.5	5.1	3	<b>WADB</b> B/EZ	95.9 4kw	8	33	28	27	26	14	94	PLEASANT	---	3.9
2.7	3.3	5.1	3	<b>WOR</b> Talk	710 50kw	7	43	21	22	20	10	94	BUCKLEY	MCG	5.3
4.0	5.6	4.5	5	<b>WOBM-FM</b> AC	92.7 1.4kw	5	13	14	8	5	3	68	NORTH SHORE	KATZ	4.4
3.6	2.9	4.5	5	<b>WYNY</b> Ctry	103.5 6.7kw	15	42	6	5	3	2	99	WESTWOOD ONE	MMR	2.1
4.9	5.8	4.2	7	<b>WNEW-FM</b> AOR	102.7 7.8kw	4	5	2	3	4	16	63	GROUP W	G/W	5.4
5.6	6.0	4.1	8	<b>WPAT-A/F</b> B/EZ	930/93.1 5kw/5.4k	13	31	31	31	19	4	87	PARK	MMR	3.6
2.4	2.3	4.0	9	<b>WABC</b> Talk	770 50kw	11	26	24	18	16	8	78	CAP CITIES/ABC	BAN	6.5
3.4	3.1	4.0	9	<b>WPLJ</b> CHR	95.5 6.7kw	2	1	3	6	9	24	54	CAP CITIES/ABC	BAN	2.8
3.3	2.9	3.9	11	<b>WJRZ</b> CHR	100.1 7.6kw	14	4	4	4	8	19	82	JERSEY SHORE	DUR	3.3
2.8	3.2	3.5	12	<b>WCBS</b> News	880 50kw	3	22	25	20	17	9	48	CBS	CBS	2.4
3.2	3.4	3.1	13	<b>WJLK-FM</b> AC	94.3 3kw	12	14	13	10	7	6	63	D&F	DUR	2.6
3.1	2.9	2.8	14	<b>WCBS-FM</b> Gold	101.1 6.8kw	16	23	16	7	6	5	67	CBS	CBS	1.3
2.9	3.3	2.8	14	<b>WFAN</b> Sports	660 50kw	9	17	18	15	12	11	52	EMMIS	HNWH	2.2
3.7	3.6	2.7	16	<b>WHTZ</b> CHR	100.3 7.8kw	10	2	9	12	13	18	52	MALRITE	CHR	4.1
2.5	1.6	2.3	17	<b>WMMR</b> AOR	93.3 29kw	19	6	7	9	11	21	66	GROUP W	G/W	2.9
2.5	1.6	2.2	18	<b>WNSR</b> AC	105.1 7.8kw	18	15	12	13	14	15	61	BONNEVILLE INT	MCG	2.2
1.2	1.8	2.1	19	<b>WNEW</b> Nost	1130 50kw	23	24	33	35	22	13	83	WESTWOOD ONE	EAST	2.5
3.3	3.7	2.1	19	<b>WZVU</b> AC	107.1 2.3kw	21	39	10	11	10	17	60	MAMMOTH	KATZ	3.4
2.2	2.6	1.9	21	<b>WLTW</b> AC	106.7 7.8kw	17	18	17	14	15	12	50	VIACOM	KATZ	1.5
2.0	1.5	1.9	21	<b>WQHT</b> CHR	97.1 6.7kw	20	3	8	17	23	38	54	EMMIS	HNWH	3.4
1.0	1.0	1.5	23	<b>WQCD</b> NAC	101.9 5.3kw	22	35	15	16	18	20	52	TRIBUNE	CHR	1.8
1.0	0.8	1.2	24	<b>WHTG-FM</b> NR	106.3 3kw	25	11	11	19	25	34	72	WHTG INC.	BAN	2.9
1.0	1.5	1.1	25	<b>WOBM</b> Ctry	1160 5-8.9kw	26	29	30	26	29	22	65	NORTH SHORE	KATZ	1.1
1.0	1.0	1.0	26	<b>WRKS</b> UC	98.7 7.8kw	28	8	20	21	21	27	62	SUMMIT	DUR	2.0

Continued on Page 193

POPULATION: 830,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	11.5	11.6	11.2	12.2	1	<b>WSIX-FM</b> Ctry	97.9 100kw	2	7	4	1	1	1	93	CAPSTAR	---	11.5
12.5	12.0	11.4	10.4	9.9	2	<b>WYHY</b> CHR	107.5 58kw	1	1	2	3	7	8	72	LEGACY	EAST	12.3
7.4	8.8	9.9	8.3	9.0	3	<b>WSM-FM</b> Ctry	95.5 100kw	3	5	7	5	2	2	74	GAYLORD	CHR	10.3
8.2	6.7	7.7	7.4	7.9	4	<b>WLAC-FM</b> AC	105.9 100kw	5	4	3	4	4	7	71	FAIRMONT	DUR	9.4
8.8	7.7	6.8	8.1	7.8	5	<b>WZEZ</b> AC	92.9 100kw	6	9	8	6	3	3	89	SOUTH CENTRAL	HNWH	3.4
9.1	8.4	6.1	6.9	7.6	6	<b>WKDF</b> AOR	103.3 100kw	4	3	1	2	5	10	67	DICK	KATZ	11.6
6.3	6.6	7.5	7.5	6.0	7	<b>WQOK</b> UC	92.1 7.5kw	8	2	6	8	8	6	82	PHOENIX	MMR	10.0
3.4	4.4	5.8	3.8	5.1	8	<b>WRMX</b> AC	96.3 100kw	10	8	10	7	6	4	90	SIGNATURE	MCG	3.3
4.4	5.3	4.1	4.4	4.6	9	<b>WGFX</b> CR	104.5 49kw	7	6	5	9	9	11	54	CAPITOL BR.	BAN	6.0
3.3	3.5	3.2	3.8	4.3	10	<b>WSM</b> Ctry	650 50kw	9	15	15	11	10	5	72	GAYLORD	CHR	1.6
2.3	2.5	1.6	2.4	3.1	11	<b>WVOL</b> Gold	1470 5-1kw	13	12	12	12	11	9	107	PHOENIX	MMR	1.4
2.8	2.7	4.0	5.1	2.5	12	<b>WLAC</b> N/T	1510 50kw	11	13	17	14	14	12	75	FAIRMONT	DUR	2.9
0.4	1.3	1.4	1.1	2.2	13	<b>WBVR</b> Ctry	101.1 47kw	12	10	9	10	12	14	69	TARGET	---	.9
1.7	2.3	2.6	2.5	1.7	14	<b>WAMB-A1F</b> BBnd	1160/106.7 50-1kw/0.75kw	15	18	14	16	19	13	80	GREAT SOUTHERN	ROS	1.4
0.7	2.2	0.7	1.1	1.2	15	<b>WRLT</b> NR	100.1 2kw	16	20	11	13	13	17	69	GMX	---	1.1

### 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 WSIX-FM	1 WLAC-FM	1 WSIX-FM	1 WSIX-FM	AC 20.8
2 WSIX-FM	2 WLAC-FM	2 WKDF	2 WYHY	2 WKDF	2 WLAC-FM	AOR 8.8
3 WGFX	3 WSIX-FM	3 WGFX	3 WSIX-FM	3 WSM-FM	3 WZEZ	BBnd 1.7
4 WYHY	4 WKDF	4 WSM-FM	4 WZEZ	4 WRMX	4 WYHY	CHR 9.9
5 WLAC-FM	5 WQOK	5 WRMX	5 WSM-FM	5 WGFX	5 WSM-FM	Ctry 27.7
6 WQOK	6 WSM-FM	6 WYHY	6 WQOK	6 WZEZ	6 WRMX	Gold/CR 7.7
7 WBVR	7 WZEZ	7 WQOK	7 WKDF	7 WQOK	7 WQOK	N/T 2.5
8 WZEZ	8 WGFX	8 WLAC-FM	8 WRMX	8 WYHY	8 WKDF	UC 6.0
9 WSM-FM	9 WRMX	9 WZEZ	9 WGFX	9 WLAC-FM	9 WVOL	
10 WRMX	10 WBVR	10 WBVR	10 WBVR	10 WSM	10 WSM	

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# NASSAU-SUFFOLK

POPULATION: 2,246,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.0	6.6	7.2	5.3	7.1	1	<b>WALK-A/F</b> AC	1370/97.5 5kw/45kw	3	7	8	1	1	1	90	AMERICAN MEDIA	DUR	4.5
4.1	4.5	5.0	5.8	5.4	2	<b>WCBS-FM</b> Gold	101.1 6.8kw	2	14	13	3	2	2	67	CBS	CBS	5.4
4.7	4.9	4.4	5.6	5.1	3	<b>WBLI</b> CHR	106.1 25kw	5	3	3	4	3	3	70	BECK-ROSS	KATZ	4.7
4.3	5.2	4.5	3.9	4.7	4	<b>WBAB-FM</b> AOR	102.3 3kw	6	8	1	2	4	18	69	NOBLE	MMR	6.0
4.6	4.7	4.9	3.9	4.2	5	<b>WHTZ</b> CHR	100.3 7.8kw	1	1	4	7	13	17	52	MALRITE	CHR	5.0
2.8	3.8	3.5	4.9	4.1	6	<b>WCBS</b> News	880 50kw	4	25	22	20	12	4	55	CBS	CBS	3.3
3.6	3.7	3.7	3.8	3.8	7	<b>WOR</b> Talk	710 50kw	15	39	31	23	17	8	86	BUCKLEY	MCG	2.0
2.9	3.5	3.4	3.2	3.6	8	<b>WNSR</b> AC	105.1 7.8kw	11	10	10	6	5	7	63	BONNEVILLE INT	MCG	1.8
3.7	3.7	4.3	2.9	3.5	9	<b>WXRK</b> CR	92.3 7.6kw	9	13	2	5	6	14	58	INFINITY	TOR	3.9
3.9	3.5	3.3	3.5	3.2	10	<b>WFAN</b> Sports	660 50kw	10	9	18	13	9	6	54	EMMIS	HNWH	4.9
2.8	2.6	2.9	3.3	3.2	10	<b>WLTW</b> AC	106.7 7.8kw	13	17	17	10	8	5	65	VIACOM	KATZ	3.7
3.7	2.4	3.5	3.2	3.2	10	<b>WYNY</b> Ctry	103.5 6.7kw	17	24	12	11	7	9	89	WESTWOOD ONE	MMR	2.2
2.6	3.9	2.2	3.4	3.1	13	<b>WHLI</b> BBnd	1100 10kw	25	35	34	35	33	19	136	BARNSTABLE	KATZ	1.6
3.3	2.6	3.0	2.4	3.1	13	<b>WKJY</b> AC	98.3 3kw	18	20	9	8	11	12	86	BARNSTABLE	KATZ	2.0
2.9	3.8	3.4	2.5	3.1	13	<b>WQHT</b> CHR	97.1 6.7kw	12	2	5	12	22	27	60	EMMIS	HNWH	4.5
2.6	2.6	2.8	3.5	2.8	16	<b>WPAT-A/F</b> B/EZ	930/93.1 5kw/5.4kw	18	27	32	31	27	11	81	PARK	MMR	2.3
2.9	2.6	3.5	2.3	2.7	17	<b>WABC</b> Talk	770 50kw	16	23	27	24	25	16	68	CAP CITIES/ABC	BAN	2.9
3.0	2.6	1.8	2.1	2.6	18	<b>WCTO</b> AC	94.3 3kw	23	36	16	17	15	10	97	GREATER MEDIA	MMR	1.4
3.2	3.6	4.0	3.1	2.5	19	<b>WNEW-FM</b> AOR	102.7 7.8kw	14	16	7	9	10	22	53	GROUP W	G/W	4.3
1.7	2.0	1.9	2.0	2.3	20	<b>WDRE</b> NR	92.7 1kw	20	4	6	15	23	30	66	JARAD	KATZ	3.0
1.9	1.4	2.6	2.6	2.1	21	<b>WGSM</b> BBnd	740 25kw	28	40	40	33	28	24	118	GREATER MEDIA	MMR	.7
2.1	2.6	2.4	4.7	2.1	21	<b>WINS</b> News	1010 30-50kw	8	31	26	21	16	13	33	GROUP W	G/W	2.0
2.8	2.4	1.8	2.1	2.1	21	<b>WRKS</b> UC	98.7 7.8kw	24	6	11	14	20	26	82	SUMMIT	DUR	3.0
2.3	2.2	2.1	1.9	1.8	24	<b>WPLJ</b> CHR	95.5 6.7kw	7	5	14	19	21	28	27	CAP CITIES/ABC	KATZ	1.9
1.4	1.3	1.8	1.5	1.7	25	<b>WQCD</b> NAC	101.9 5.3kw	22	19	20	16	14	15	64	TRIBUNE	CHR	2.5
2.1	1.0	1.3	1.6	1.5	26	<b>WBLS</b> UC	107.5 5.4kw	26	12	15	18	19	25	72	INNER CITY	MCG	2.2
1.4	1.4	1.4	0.9	1.5	26	<b>WEZN</b> AC	99.9 27.5kw	21	32	23	22	18	21	50	NEWCITY	KATZ	1.0
0.7	0.9	0.9	1.3	1.4	28	<b>WNCN</b> Clas	104.3 7.8kw	27	22	30	28	24	20	70	GAF	CMBS	1.1
1.2	1.4	1.0	0.9	1.2	29	<b>WQXR-A/F</b> Clas	1560/96.3 50kw/7.8kw	29	34	33	29	29	23	68	INTERSTATE	MMR	1.1

Continued on Page 193



#11

**MIAMI-FT. LAUDERDALE-HOLLYWOOD**

POPULATION: 2,767,100

Continued from Page 187

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WPOW	1 WEDR	1 WZTA	1 WEDR	1 WZTA	1 WLYF	AC	18.3
2 WSHE	2 WFLC	2 WEDR	2 WFLC	2 WEDR	2 WEDR	AOR	6.9
3 WZTA	3 WHQT	3 WPOW	3 WHQT	3 WHQT	3 WFLC	B/EZ	1.8
4 WEDR	4 WHYI	4 WSHE	4 WLYF	4 WKIS	4 WXDJ	CHR	8.5
5 WHQT	5 WPOW	5 WHQT	5 WXDJ	5 WSHE	5 WHQT	Clas	2.5
6 WFLC	6 WZTA	6 WFLC	6 WHYI	6 WFLC	6 WMXJ	Ctry	3.9
7 WHYI	7 WSHE	7 WHYI	7 WPOW	7 WIOD	7 WJQY	Gold/CR	5.5
8 WKIS	8 WAXY	8 WKIS	8 WAXY	8 WLVE	8 WAXY	NAC	2.3
9 WLVE	9 WXDJ	9 WLVE	9 WMXJ	9 WMXJ	9 WKIS	N/T	7.0
10 WAXY	10 WLVE	10 WMXJ	10 WJQY	10 WPOW	10 WHYI	Span	18.1
						UC	11.0

#44

**MONMOUTH-OCEAN, NJ**

POPULATION: 838,000

Continued from Page 190

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 WPLJ	1 WXRK	1 WPLJ	1 WXRK	1 WOBN-FM	AC	13.8
2 WNEW-FM	2 WXRK	2 WKXW	2 WKXW	2 WKXW	2 WKXW	AOR	7.7
3 WJRZ	3 WJRZ	3 WNEW-FM	3 WXRK	3 WYNY	3 WXRK	BBnd	2.1
4 WKXW	4 WKXW	4 WYNY	4 WOBN-FM	4 WNEW-FM	4 WJLK-FM	B/EZ	9.2
5 WPLJ	5 WQHT	5 WCBS-FM	5 WJRZ	5 WCBS-FM	5 WPLJ	CHR	12.5
6 WMMR	6 WNEW-FM	6 WJRZ	6 WZVU	6 WMMR	6 WZVU	Ctry	5.6
7 WYNY	7 WYNY	7 WMMR	7 WYNY	7 WJRZ	7 WHTZ	Gold/CR	8.0
8 WFAN	8 WOBN-FM	8 WPLJ	8 WNEW-FM	8 WFAN	8 WYNY	NAC	1.5
9 WHTZ	9 WZVU	9 WFAN	9 WHTZ	9 WJLK-FM	9 WNEW-FM	N/T	20.8
10 WNSR	10 WHTZ	10 WJLK-FM	10 WQHT	10 WOBN-FM	10 WJRZ	UC	1.0

#13

**NASSAU-SUFFOLK**

POPULATION: 2,246,700

Continued from Page 192

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 WBLI	1 WBAB-FM	1 WALK-FM	1 WCBS-FM	1 WALK-FM	AC	21.1
2 WXRK	2 WBAB-FM	2 WXRK	2 WBLI	2 WALK-FM	2 WBLI	AOR	9.5
3 WNEW-FM	3 WRKS	3 WCBS-FM	3 WCBS-FM	3 WBAB-FM	3 WCBS-FM	BBnd	5.2
4 WDRE	4 WQHT	4 WALK-FM	4 WNSR	4 WXRK	4 WNSR	B/EZ	2.8
5 WBLI	5 WHTZ	5 WNEW-FM	5 WKJY	5 WFAN	5 WLTW	CHR	14.2
6 WHTZ	6 WKJY	6 WFAN	6 WHTZ	6 WNEW-FM	6 WKJY	Clas	2.6
7 WALK-FM	7 WALK-FM	7 WNSR	7 WBAB-FM	7 WNSR	7 WYNY	Ctry	3.2
8 WNSR	8 WNSR	8 WBLI	8 WRKS	8 WBLI	8 WBAB-FM	Gold/CR	8.9
9 WQHT	9 WDRE	9 WHTZ	9 WLTW	9 WYNY	9 WCTO	NAC	1.7
10 WCBS-FM	10 WNEW-FM	10 WYNY	10 WQHT	10 WCBS	10 WEZN	N/T	15.9
						UC	3.6

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POPULATION: 1,061,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
10.0	10.2	10.4	10.3	10.8	1	WQUE-A/F UC	1280/93.3 5kw/93kw	3	2	1	1	2	5	93	CLEAR CHANNEL	CHR	14.5
12.9	11.8	13.3	11.1	10.7	2	WYLD-FM UC	98.5 100kw	2	3	2	2	1	4	93	INTER-URBAN	HNWH	12.6
11.2	9.1	9.2	8.5	9.3	3	WEZB CHR	97.1 100kw	1	1	3	3	5	8	67	EZ	MMR	9.4
5.4	5.3	7.5	7.2	8.2	4	WNOE-FM Ctry	101.1 100kw	6	6	5	4	3	1	103	NEWMARKET MEDIA	MCG	8.4
5.4	7.2	8.1	10.9	8.0	5	WWL N/T	870 50kw	4	11	11	9	6	2	78	KEYMARKET	CBS	7.3
5.9	5.8	5.6	5.0	6.4	6	WLMG AC	101.9 100kw	5	9	7	5	4	3	76	KEYMARKET	KATZ	5.0
5.3	4.8	5.7	6.7	5.1	7	WLTS AC	105.3 100kw	7	12	6	6	7	7	71	PHASE II	DUR	5.3
4.6	3.3	4.3	3.3	4.0	8	WCKW-FM CR	92.3 100kw	10	7	4	7	9	13	66	222 CORP.	BAN	4.7
3.5	4.5	4.7	4.0	3.8	9	KQLD Gold	106.7 100kw	9	23	10	8	8	6	62	BEASLEY	MCG	2.5
3.3	3.7	2.7	2.4	3.8	9	WMXZ AC	95.7 100kw	8	5	8	10	10	11	53	STONER	EAST	3.1
3.7	5.2	3.1	4.1	3.4	11	WBOK Rel	1230 1kw	12	8	12	12	11	9	92	WILLIS	ROS	2.3
3.9	4.9	3.4	3.5	3.3	12	WBYU Nost	1450 1kw	13	13	23	25	24	15	91	STONER	ROS	1.9
3.6	3.6	3.5	4.0	2.4	13	WRNO AOR	99.5 100kw	11	4	9	11	13	23	57	GULF NORTH	MMR	6.5
2.4	1.9	1.5	1.2	1.9	14	WYLD UC	940 10-.5kw	15	22	13	14	14	14	76	INTER-URBAN	HNWH	2.5
0.7	1.8	0.9	1.1	1.7	15	KNOK Jazz	102.9 6kw	16	19	14	13	12	10	76	FIRST BELLE	---	1.6
2.3	1.9	1.6	1.4	1.4	16	KHOM Gold	104.1 100kw	14	20	15	15	15	12	44	KHOM, ASSOC.	TOR	1.2
1.1	0.7	0.7	0.6	1.3	17	WNOE Ctry	1060 50-.5kw	17	24	22	17	17	17	71	NEWMARKET MEDIA	MCG	.3
1.7	1.4	0.8	1.1	1.1	18	WSMB N/T	1350 5kw	18	16	16	20	21	19	65	NORTH, INC.	---	1.0
0.8	0.6	0.6	0.3	1.1	19	KGLA Span	1540 1kw	25	25	21	18	18	20	292	WEST JEFFER.	CAB	---
1.3	0.8	0.7	1.1	1.0	20	WYAT Gold	990 .25kw	20	15	17	16	16	16	68	PHASE II	DUR	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.3
1 WYLD-FM	1 WQUE-FM	1 WYLD-FM	1 WQUE-FM	1 WWL	1 WYLD-FM	AOR	2.4
2 WQUE-FM	2 WYLD-FM	2 WEZB	2 WYLD-FM	2 WYLD-FM	2 WQUE-FM	BBnd	3.3
3 WCKW-FM	3 WEZB	3 WQUE-FM	3 WEZB	3 WNOE-FM	3 WLMG	CHR	9.3
4 WEZB	4 WLTS	4 WCKW-FM	4 WLMG	4 WEZB	4 WNOE-FM	Ctry	9.5
5 WNOE-FM	5 WMXZ	5 WWL	5 WLTS	5 WCKW-FM	5 WLTS	Gold/CR	10.2
6 WRNO	6 WLMG	6 WNOE-FM	6 WNOE-FM	6 WQUE-FM	6 WEZB	Jazz	1.7
7 WLMG	7 WNOE-FM	7 WLMG	7 WMXZ	7 WLMG	7 KQLD	N/T	9.1
8 WWL	8 WBOK	8 KQLD	8 KQLD	8 KQLD	8 WBOK	Rel/CC	3.4
9 WLTS	9 WCKW-FM	9 WLTS	9 WBOK	9 WLTS	9 WMXZ	Span	1.1
10 WMXZ	10 KQLD	10 WRNO	10 WCKW-FM	10 WRNO	10 WYLD	UC	23.4

POPULATION: 14,151,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	1/2+ BIRCH SHARE
4.6	5.1	5.0	5.0	5.2	1	<b>WCBS-FM</b> Gold	101.1 6.8kw	3	8	10	1	1	1	75	CBS	CBS	4.3
5.1	5.5	5.6	5.8	5.1	2	<b>WRKS</b> UC	98.7 7.8kw	6	2	1	1	7	13	88	SUMMITT	DUR	7.5
5.2	4.3	5.7	5.0	4.9	3	<b>WPAT-A/F</b> B/EZ	930/93.1 5kw/5.4kw	9	26	32	18	12	3	90	PARK	MMR	3.3
4.1	5.1	5.1	5.0	4.8	4	<b>WLTW</b> AC	106.7 7.8kw	5	15	8	3	2	2	75	VIACOM	KATZ	4.4
3.9	4.0	3.9	4.3	4.6	5	<b>WOR</b> Talk	710 50kw	15	25	27	22	20	10	98	BUCKLEY	MCG	3.6
4.3	4.4	4.4	5.7	4.3	6	<b>WINS</b> News	1010 30-50kw	1	16	18	13	10	4	49	GROUP W	G/W	4.4
3.7	3.7	3.5	4.2	4.2	7	<b>WNSR</b> AC	105.1 7.8kw	7	6	5	4	3	6	74	BONNEVILLE INT	MCG	3.5
4.0	4.2	4.1	3.7	4.0	8	<b>WQHT</b> CHR	97.1 6.7kw	11	1	2	8	14	26	77	EMMIS	HNWH	5.2
3.8	3.7	4.0	4.1	3.8	9	<b>WBLS</b> UC	107.5 5.4kw	14	5	6	6	5	11	78	INNER CITY	MCG	5.4
4.6	4.8	4.7	3.6	3.6	10	<b>WHTZ</b> CHR	100.3 7.8kw	4	3	7	9	13	18	53	MALRITE	CHR	4.0
3.6	3.6	3.6	4.4	3.4	11	<b>WCBS</b> News	880 50kw	2	17	24	17	15	7	48	CBS	CBS	2.7
3.4	3.3	3.5	3.2	3.3	12	<b>WXRK</b> CR	92.3 7.6kw	10	11	3	5	4	14	61	INFINITY	TOR	3.5
2.4	2.5	2.7	2.5	3.3	12	<b>WYNY</b> Ctry	103.5 6.7kw	17	19	11	11	8	5	94	WESTWOOD ONE	MMR	2.1
3.9	4.1	3.2	2.8	3.1	14	<b>WNEW-FM</b> AOR	102.5 7.8kw	12	13	4	7	6	19	63	GROUP W	G/W	4.3
3.3	3.1	2.7	2.3	2.9	15	<b>WFAN</b> Sports	660 50kw	13	9	12	12	11	8	59	EMMIS	HNWH	3.3
2.6	2.6	3.4	2.6	2.7	16	<b>WABC</b> Talk	770 50kw	16	23	21	23	21	15	61	CAP CITIES/ABC	BAN	2.6
2.3	2.1	2.0	2.3	2.4	17	<b>WQCD</b> NAC	101.9 5.3kw	18	22	14	10	9	9	74	TRIBUNE	CHR	2.9
2.6	2.5	2.2	2.0	2.2	18	<b>WPLJ</b> CHR	95.5 6.7kw	8	4	9	14	18	27	39	CAP CITIES/ABC	BAN	2.3
2.4	1.9	1.8	1.7	2.1	19	<b>WNEW</b> Most	1130 50kw	19	41	33	34	30	16	79	WESTWOOD ONE	EAST	1.4
2.1	2.2	1.6	2.1	1.9	20	<b>WSKQ-FM</b> Span	97.9 7.8kw	22	14	13	15	16	20	100	SBS	--	1.2
1.7	1.9	1.6	2.2	1.8	21	<b>WADO</b> Span	1280 5kw	23	24	23	19	19	12	96	TICHENOR MEDIA	KT-H	1.4
1.9	1.5	1.5	1.5	1.6	22	<b>WLIB</b> N/T	1190 10kw	29	12	15	16	17	24	134	INNER CITY	MCG	1.5

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POPULATION: 1,151,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.0	9.4	13.1	10.9	8.2	1	<b>WOWI</b> UC	102.9 50kw	1	1	2	3	8	11	79	U.S. RADIO	MCG	12.7
7.1	9.3	8.2	9.0	8.1	2	<b>WCMS-A/F</b> Ctry	1050/100.5 5.37kw/50kw	2	18	11	10	3	1	89	WCMS RADIO	EAST	7.3
9.1	8.6	6.7	7.0	7.4	3	<b>WNOR-A/F</b> AOR	1230/98.7 1kw/46kw	4	8	1	1	4	13	89	SAGA	MCG	9.3
5.0	6.4	5.9	5.9	7.1	4	<b>WWDE</b> AC	101.3 50kw	5	12	5	2	1	4	87	EDENS	CHR	4.7
8.2	6.8	5.5	7.3	6.8	5	<b>WFOG</b> B/EZ	92.9 50kw	7	11	14	12	9	2	93	SUNSHINE WIRE.	MMR	3.8
7.5	8.3	7.6	5.2	6.2	6	<b>WAFX</b> CR	106.9 100kw	6	6	3	4	7	12	77	RADIO VENTURES	CBS	7.0
3.9	2.8	5.1	5.1	6.1	7	<b>WLTY</b> Gold	95.7 40kw	8	7	10	5	2	3	84	LANDMARK	KATZ	4.8
8.2	6.2	6.4	6.9	6.1	7	<b>WNVZ</b> CHR	104.5 50kw	3	2	4	8	12	14	62	WILKS/SCHWARTZ	BAN	6.4
5.2	5.2	4.6	4.9	6.0	9	<b>WMYK</b> UC	93.7 100kw	11	4	7	6	5	5	95	EDGE	DUR	6.3
5.5	6.5	6.2	5.1	5.5	10	<b>WJQI-A/F</b> AC	1600/94.9 5kw/50kw	9	9	6	7	6	6	77	COLEMAN	HNWH	5.4
2.6	2.9	3.4	4.6	4.3	11	<b>WMXN</b> AC	105.3 50kw	10	3	8	9	10	10	65	WIN	KATZ	3.9
3.3	2.5	1.4	2.2	4.2	12	<b>WGH-FM</b> Ctry	97.3 74kw	12	10	9	11	11	9	89	SUSQUEHANNA	DUR	2.3
2.4	2.9	3.2	2.8	2.6	13	<b>WTAR</b> Gold	790 5kw	13	17	29	20	17	7	71	LANDMARK	KATZ	2.3
2.8	2.7	2.3	3.3	2.5	14	<b>WNIS</b> Talk	850 5-1kw	14	25	17	13	13	8	78	WNIS, INC.	MMR	2.4
1.5	1.4	1.3	1.3	1.6	15	<b>WKEZ</b> Ctry	94.1 50kw	16	14	16	16	15	15	76	EURE COM.	ROS	2.6
1.8	1.9	1.7	1.6	1.5	16	<b>WTZR</b> AOR	92.1 3.7kw	18	5	12	15	24	26	73	AMERICAN EAGLE	K/P	3.7
2.6	1.9	1.9	2.6	1.4	17	<b>WPCE</b> Rel	1400 1.25kw	17	16	19	19	19	17	69	WILLIS	MCG	2.0
2.2	2.1	1.5	1.7	1.3	18	<b>WBSK</b> UC	1350 5kw	15	15	18	17	14	16	55	U.S. RADIO	MCG	1.0
0.8	0.4	0.8	0.0	1.3	18	<b>WKSV</b> CC	96.1 50kw	19	13	13	14	16	22	65	WILLIS	---	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 WNOR-FM	1 WOWI	1 WNOR-FM	1 WWDE	1 WNOR-FM	1 WWDE	AC	16.9
2 WAFX	2 WWDE	2 WAFX	2 WOWI	2 WAFX	2 WJQI-FM	AOR	8.9
3 WOWI	3 WJQI-FM	3 WOWI	3 WJQI-FM	3 WLTY	3 WLTY	B/EZ	6.1
4 WNVZ	4 WNVZ	4 WLTY	4 WMYK	4 WCMS-FM	4 WMYK	CHR	6.1
5 WMYK	5 WNOR-FM	5 WMYK	5 WLTY	5 WMYK	5 WOWI	Ctry	13.9
6 WGH-FM	6 WMXN	6 WNVZ	6 WNVZ	6 WWDE	6 WCMS-FM	Gold/CR	14.9
7 WWDE	7 WAFX	7 WWDE	7 WMXN	7 WOWI	7 WFOG	N/T	2.5
8 WJQI-FM	8 WMYK	8 WCMS-FM	8 WNOR-FM	8 WJQI-FM	8 WMXN	Rel/CC	2.7
9 WMXN	9 WLTY	9 WGH-FM	9 WAFX	9 WGH-FM	9 WNOR-FM	UC	15.5
10 WTZR	10 WGH-FM	10 WJQI-FM	10 WCMS-FM	10 WFOG	10 WGH-FM		

# OKLAHOMA CITY

POPULATION: 802,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
16.0	14.9	17.1	15.7	18.0	1	<b>KXXY-A/F</b> Ctry	1340/96.1 1kw/98kw	1	5	1	1	1	1	106	NEWMARKET MEDIA	MCG	18.1
7.5	9.6	7.3	9.0	9.8	2	<b>KJYO</b> CHR	102.7 98kw	2	1	4	5	5	7	71	CLEAR CHANNEL	CHR	13.1
9.2	10.2	10.2	11.1	8.4	3	<b>KATT</b> AOR	100.5 97kw	3	2	2	3	6	12	86	SURREY	BAN	13.2
5.3	5.7	7.3	6.9	8.1	4	<b>KRXO</b> CR	107.7 99kw	9	8	3	2	2	8	102	DIAMOND BR.	CBS	7.6
7.4	6.9	7.0	6.2	7.6	5	<b>KMGL</b> AC	104.1 99kw	6	6	5	4	3	2	83	RENDA	EAST	4.8
6.8	5.3	6.8	6.9	7.4	6	<b>KEBC</b> Ctry	94.7 100kw	4	3	8	7	7	3	77	INDEPENDENCE	KATZ	6.2
5.5	4.9	7.2	8.0	6.9	7	<b>KTOK</b> N/T	1000 5kw	5	15	12	9	8	4	75	CLEAR CHANNEL	CHR	4.4
4.8	5.1	4.4	5.4	5.7	8	<b>KOQL</b> Gold	101.9 98kw	8	9	6	6	4	5	70	ENTERCOM	KATZ	3.7
3.8	6.5	4.8	3.9	4.9	9	<b>WKY</b> B/EZ	930 5kw	11	10	15	14	14	9	84	GAYLORD	TOR	2.8
8.0	5.9	4.9	5.0	3.8	10	<b>KKNG</b> AC	92.5 100kw	10	14	13	11	9	17	55	WILKS-SCHWARTZ	TOR	3.5
7.5	5.8	5.9	4.2	3.6	11	<b>KZBS</b> CHR	98.9 100kw	7	4	7	8	10	22	40	ZUMMA	HNWH	5.9
0.7	0.9	1.6	1.1	2.0	12	<b>KQCV</b> Rel	800 .25kw	15	11	11	13	13	14	126	BOTT	---	1.2
3.6	3.7	2.3	2.2	1.9	13	<b>KOMA</b> Gold	1520 50kw	12	7	14	12	12	10	56	DIAMOND BR.	CBS	2.9
0.6	2.1	2.4	2.5	1.9	13	<b>KTNT</b> Jazz	97.7 3kw	13	12	9	10	11	13	64	USA BR.	---	3.2
0.0	0.0	0.4	1.3	1.1	15	<b>KNTL</b> CC	104.9 3.3kw	16	18	10	15	15	16	91	BR. EQUITIES	---	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 KR XO	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	11.4
2 KATT	2 KJYO	2 KFXO	2 KMGL	2 KR XO	2 KMGL	8.4
3 KXXY-FM	3 KMGL	3 KATT	3 KJYO	3 KATT	3 KOQL	4.9
4 KJYO	4 KATT	4 KJYO	4 KOQL	4 KTOK	4 KJYO	13.4
5 KEBC	5 KOQL	5 KOQL	5 KATT	5 KOQL	5 KEBC	25.4
6 KZBS	6 KR XO	6 KMGL	6 KZBS	6 KMGL	6 KKNG	15.7
7 KOQL	7 KZBS	7 KEBC	7 KEBC	7 KEBC	7 KR XO	1.9
8 KQCV	8 KEBC	8 KTOK	8 KR XO	8 KJYO	8 KATT	6.9
9 KTNT	9 KTNT	9 KZBS	9 KKNG	9 KQCV	9 KZBS	3.1
10 KNTL	10 KKNG	10 KTNT	10 KTNT	10 KTNT	10 KTNT	

POPULATION: 899,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.6	8.7	9.6	12.1	9.4	1	1	WWKA Ctry	92.3 100kw	1	6	8	7	2	1	91	NEWCITY	KATZ	10.1
8.9	11.4	8.3	8.9	8.0	2	2	WJHM UC	101.9 28kw	5	1	3	2	5	10	97	BEASLEY	HNWH	14.8
0.0	0.6	7.2	6.2	7.2	3	3	WMMO AC	98.9 38kw	9	9	1	1	1	4	102	RADIO ORLANDO	EAST	7.3
6.6	5.0	7.2	8.0	6.7	4	4	WDBO AC	580 5kw	7	17	15	12	8	3	83	NEWCITY	KATZ	5.3
9.2	5.7	5.4	4.8	6.3	5	5	WOMX-A/F CHR	950/105.1 5kw/100k	2	2	4	3	7	12	63	NATIONWIDE	MCG	4.0
8.6	8.5	6.4	5.0	6.3	5	5	WSTF AC	101.1 100kw	3	5	7	5	4	5	73	CAPITOL BR.	BAN	5.1
7.9	8.0	4.8	6.4	6.0	7	7	WOCL Gold	105.9 100kw	6	7	11	6	3	2	75	AMERICAN MEDIA	CHR	5.2
5.2	5.6	5.7	4.4	5.0	8	8	WDIZ AOR	100.3 100kw	8	8	5	4	6	13	63	SHAMROCK COM.	MMR	6.8
3.8	2.7	3.9	3.7	4.9	9	9	WXXL CHR	106.7 100kw	4	3	6	9	12	14	58	TAYLOR	DUR	5.7
6.6	6.7	5.6	5.5	4.6	10	10	WHTQ AOR	96.5 100kw	10	4	2	8	11	21	69	TK	SRG	6.7
3.3	3.8	3.2	4.1	4.3	11	11	WMGF AC	107.7 100kw	11	12	9	10	10	6	76	METROPLEX	MMR	3.7
6.1	5.7	4.8	4.0	3.5	12	12	WZTU AC	104.1 100kw	12	11	12	13	14	9	63	GUY GANNETT	CHR	2.2
3.5	2.9	3.2	2.8	3.3	13	13	WLOQ NAC	103.1 2.65kw	13	25	10	11	9	8	63	LITCHFIELD	BAN	3.5
2.3	3.6	2.3	3.7	3.3	13	13	WWLV B/EZ	94.5 100kw	14	22	19	14	13	7	83	PASCO PINELLAS	TOR	2.6
3.4	3.4	3.9	3.6	2.8	15	15	WWNZ N/T	740 50kw	15	20	17	15	15	11	78	GUY GANNETT	CHR	2.8
0.9	1.1	1.4	1.5	1.5	16	16	WTLN-FM Rel	95.3 3kw	16	15	13	17	16	16	65	ALTON	KBS	1.7
0.9	1.8	1.6	0.7	1.4	17	17	WONQ Span	1140 4.1kw	22	27	14	16	17	17	161	Q BROADCASTING	LOTU	.5
1.3	0.7	1.9	1.2	1.3	18	18	WPCV Ctry	97.5 100kw	17	10	16	18	19	15	71	HALL	TOR	1.4
0.7	0.9	0.7	1.4	1.1	19	19	WGTO Gold	540 50kw	18	19	22	19	18	18	69	FLORIDA MEDIA	---	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	28.0
1 WHTQ	1 WJHM	1 WDIZ	1 WMMO	1 WMMO	1 WSTF	AOR	9.6
2 WDIZ	2 WSTF	2 WMMO	2 WSTF	2 WDIZ	2 WWKA	B/EZ	3.3
3 WMMO	3 WMMO	3 WHTQ	3 WJHM	3 WOCL	3 WMMO	CHR	11.2
4 WXXL	4 WOMX-FM	4 WOCL	4 WOMX-FM	4 WWKA	4 WOCL	Ctry	10.7
5 WOMX-FM	5 WXXL	5 WOMX-FM	5 WOCL	5 WDBO	5 WOMX-FM	Gold/CR	7.1
6 WJHM	6 WMGF	6 WJHM	6 WWKA	6 WSTF	6 WJHM	NAC	3.3
7 WWKA	7 WWKA	7 WDBO	7 WMGF	7 WHTQ	7 WMGF	N/T	2.8
8 WMGF	8 WHTQ	8 WXXL	8 WXXL	8 WJHM	8 WLOQ	Rel/CC	1.5
9 WSTF	9 WDIZ	9 WWKA	9 WLOQ	9 WLOQ	9 WWLV	Span	1.4
10 WLOQ	10 WLOQ	10 WSTF	10 WDIZ	10 WWNZ	10 WZTU	UC	8.0

POPULATION: 4,155,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	7.9	8.8	8.8	8.7	1	<b>KYW</b> News	1060 50kw	1	9	11	8	1	1	53	GROUP W	G/W	6.8
6.8	7.0	6.7	6.1	7.2	2	<b>WUSL</b> UC	98.9 18kw	9	2	1	2	5	12	106	TAK	KATZ	10.8
6.4	6.8	5.8	5.7	6.1	3	<b>WYSP</b> CR	94.1 16kw	3	5	2	1	2	11	70	INFINITY	TOR	7.6
8.2	7.9	7.6	5.4	5.7	4	<b>WMMR</b> AOR	93.3 29kw	5	4	3	3	3	13	68	GROUP W	G/W	8.1
6.1	5.5	5.8	5.5	5.6	5	<b>WEAZ-FM</b> AC	101.1 14kw	7	11	12	7	4	2	74	WEAZ, INC.	MCG	3.2
5.2	5.2	5.5	6.9	5.6	5	<b>WPEN</b> Nost	950 5kw	15	18	24	25	17	5	121	GREATER MEDIA	MMR	5.3
5.1	5.5	4.8	5.2	4.9	7	<b>WIOQ</b> CHR	102.1 27kw	4	1	5	10	16	17	57	EZ	CHR	6.6
3.1	3.7	4.8	4.1	4.8	8	<b>WWDB</b> Talk	96.5 17kw	11	26	14	14	12	7	94	PANACHE	BAN	4.5
3.9	3.3	5.0	4.2	4.6	9	<b>WMGK</b> AC	102.9 8.5kw	10	14	8	5	6	4	73	GREATER MEDIA	MMR	3.3
4.6	5.3	4.7	3.9	4.4	10	<b>WOGL-FM</b> Gold	98.1 12.5kw	6	8	9	6	7	3	57	CBS	CBS	3.4
2.9	3.0	3.6	3.6	4.2	11	<b>WYXR</b> AC	104.5 16kw	8	7	4	4	8	10	56	PYRAMID	DUR	3.1
4.8	4.3	4.2	5.4	4.0	12	<b>WXTU</b> Ctry	92.5 15.5kw	13	17	13	13	10	6	81	BEASLEY	BAN	4.1
4.9	4.5	3.7	4.2	3.9	13	<b>WEGX</b> CHR	106.1 22.5kw	2	3	7	11	14	15	44	MALRITE	EAST	4.7
4.3	3.8	3.5	3.7	3.6	14	<b>WDAS-FM</b> UC	105.3 3.3kw	12	6	6	9	9	14	71	UNITY	MCG	5.5
4.0	3.2	3.7	3.0	3.4	15	<b>WKSZ</b> AC	100.3 35kw	14	13	10	12	11	8	70	WKSZ, INC.	HNWH	2.5
3.1	2.5	2.3	2.6	3.2	16	<b>WFLN</b> Clas	95.7 50kw	16	16	19	15	13	9	76	FRANKLIN	CMBS	2.2
2.3	1.9	3.2	2.4	2.0	17	<b>WIP</b> Spor	610 5kw	17	12	15	16	15	16	53	SPECTACOR	KATZ	2.3
3.7	2.9	0.6	0.5	1.1	18	<b>WOGL</b> Gold	1210 50kw	18	15	23	22	22	19	36	CBS	CBS	.7

Continued on Page 200

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# NEW YORK

POPULATION: 14,151,200

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SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
1.8	1.4	1.5	1.3	1.6	22	<b>WQXR-A/F</b> Clas	1560/96.3 50kw/7.8kw	21	43	39	31	29	21	61	INTERSTATE	MMR	1.5
1.6	1.3	1.4	1.5	1.3	24	<b>WNCN</b> Clas	104.3 7.8kw	20	30	31	28	23	17	51	GAF	CMBS	1.7
1.3	1.7	1.5	1.3	1.3	24	<b>WSKQ</b> Span	620 5kw	28	32	22	24	25	23	103	SBS	SBS	1.0
1.1	1.0	1.1	0.9	1.1	26	<b>WALK-A/F</b> AC	1370/97.5 5kw/45kw	25	18	28	20	22	22	84	AMERICAN MEDIA	DUR	.6
0.8	1.0	1.0	0.8	1.0	27	<b>WKDM</b> Span	1380 5kw	31	27	20	21	24	25	92	UNITED	KT-H	---

## 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	B/EZ	CHR	Clas	Ctry	Gold/CR	NAC	N/T	Span	UC
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WCBS-FM	1 WLTW	10.1	3.1	2.1	4.9	9.8	2.9	3.3	8.5	2.4	19.7	6.0	8.9
2 WNEW-FM	2 WQHT	2 WCBS-FM	2 WLTW	2 WXRK	2 WNSR												
3 WQHT	3 WNSR	3 WNEW-FM	3 WNSR	3 WNEW-FM	3 WCBS-FM												
4 WRKS	4 WHTZ	4 WFAN	4 WBLS	4 WFAN	4 WRKS												
5 WBLS	5 WLTW	5 WRKS	5 WQHT	5 WLTW	5 WBLS												
6 WFAN	6 WBLS	6 WNSR	6 WCBS-FM	6 WNSR	6 WHTZ												
7 WNSR	7 WNEW-FM	7 WBLS	7 WHTZ	7 WQCD	7 WYNY												
8 WHTZ	8 WPLJ	8 WQHT	8 WQCD	8 WYNY	8 WINS												
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM	9 WINS	9 WQHT												
10 WPLJ	10 WCBS-FM	10 WQCD	10 WPLJ	10 WBLS	10 WQCD												

# PHILADELPHIA

POPULATION: 4,155,600

Continued from Page 199

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR
1 WMMR	1 WUSL	1 WYSP	1 WUSL	1 WYSP	1 WEAZ-FM	17.8	5.7
2 WYSP	2 WYSP	2 WMMR	2 WMGK	2 WMMR	2 WMGK	5.6	5.6
3 WUSL	3 WYXR	3 WUSL	3 WEAZ-FM	3 KYW	3 WUSL	8.8	3.2
4 WIOQ	4 WIOQ	4 WYXR	4 WYXR	4 WOGL-FM	4 KYW	4.0	4.0
5 WYXR	5 WMMR	5 KYW	5 WYSP	5 WYXR	5 WOGL-FM	11.6	11.6
6 WDAS-FM	6 WDAS-FM	6 WOGL-FM	6 WMMR	6 WXTU	6 WYXR	15.5	15.5
7 WEGX	7 WMGK	7 WXTU	7 WDAS-FM	7 WUSL	7 WDAS-FM	10.8	10.8
8 KYW	8 WEGX	8 WIOQ	8 WOGL-FM	8 WIP	8 WKSZ		
9 WOGL-FM	9 WKSZ	9 WDAS-FM	9 WIOQ	9 WWDB	9 WMMR		
10 WXTU	10 WEAZ-FM	10 WMGK	10 WKSZ	10 WDAS-FM	10 WYSP		



POPULATION: 1,786,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.1	9.8	11.0	10.5	10.4	1	1	<b>KNIX</b> Ctry	102.5 98kw	1	9	4	2	1	1	78	BUCK OWENS	KATZ	10.2
6.7	6.7	6.4	5.3	7.4	2	2	<b>KUPD</b> AOR	97.9 100kw	3	3	1	1	4	15	80	TRI-STATE	BAN	7.5
8.6	7.6	8.8	10.6	6.7	3	3	<b>KTAR</b> N/T	620 5kw	2	21	16	13	6	2	58	PULITZER	CBS	7.3
4.6	5.1	4.3	5.6	6.6	4	4	<b>KMLE</b> Ctry	107.9 100kw	8	7	2	3	2	4	84	SHAMROCK BR.	EAST	6.9
5.1	5.5	6.2	5.7	5.6	5	5	<b>KKLT</b> AC	98.7 115kw	7	6	10	5	5	3	67	PULITZER	CBS	2.2
3.5	5.4	4.7	3.8	4.9	6	6	<b>KSLX</b> CR	100.7 100kw	9	10	3	4	3	11	63	COOK INLET	EAST	3.5
4.7	4.7	4.0	4.2	4.8	7	7	<b>KOY-FM</b> CHR	95.5 96kw	4	2	6	7	15	16	54	EDENS	CHR	6.2
4.2	4.1	4.1	4.9	4.6	8	8	<b>KKFR</b> CHR	92.3 100kw	5	1	5	9	14	17	54	BROADCAST GR.	DUR	6.9
2.9	3.8	3.2	4.5	4.5	9	9	<b>KFYI</b> N/T	910 5kw	15	24	15	16	13	5	84	BROADCAST GR.	DUR	4.0
3.1	2.8	2.1	3.5	4.3	10	10	<b>KOY</b> Nost	550 5-1kw	16	25	19	20	16	7	84	EDENS	CHR	2.6
5.4	3.9	5.6	3.8	4.0	11	11	<b>KMEO-FM</b> AC	96.9 100kw	13	13	17	15	8	6	74	BONNEVILLE INT	G/W	1.4
3.1	4.3	3.8	3.3	3.4	12	12	<b>KVRY</b> AC	104.7 100kw	6	4	8	10	12	14	41	NATIONWIDE	MCG	4.3
4.2	4.4	4.4	3.3	3.3	13	13	<b>KESZ</b> AC	99.9 100kw	12	8	12	8	9	10	59	DUFFY II	BAN	2.5
4.4	3.9	3.0	2.8	3.3	13	13	<b>KMXX</b> AC	101.5 100kw	11	16	11	6	7	8	55	EZ	MMR	4.0
4.5	3.3	3.1	3.4	3.0	15	15	<b>KDKB</b> AOR	93.3 100kw	10	12	7	11	10	18	48	SANDUSKY	TOR	4.2
4.3	2.7	2.8	3.7	3.0	15	15	<b>KOOL-FM</b> Gold	94.5 100kw	14	17	13	12	11	9	56	ADAMS	HNWH	3.5
1.6	0.7	1.4	1.4	2.4	17	17	<b>KONC</b> Clas	106.3 3kw	17	18	18	19	18	12	81	RESOURCE MEDIA	CMBS	.7
0.7	0.4	1.4	1.4	2.1	18	18	<b>KGRX</b> AOR	100.3 90kw	18	11	9	14	19	26	81	FIRST CITY	ROS	2.9
1.5	2.3	2.4	2.2	1.5	19	19	<b>KLFF</b> BBnd	1360 5-1kw	20	23	24	25	25	20	62	RESOURCE MEDIA	---	1.9
2.1	1.5	1.5	1.4	1.5	19	19	<b>KOOL</b> Gold	960 5kw	19	14	20	17	17	13	60	ADAMS	HNWH	2.4
1.7	2.0	1.0	1.3	1.5	19	19	<b>KUKQ</b> NR	1060 5-1kw	21	5	14	18	20	25	77	TRI-STATE	BAN	2.9
0.6	0.8	0.6	0.5	1.4	22	22	<b>KXAM</b> Nost	1310 5-5kw	22	26	26	26	26	21	85	EMBEE	---	.5

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 KUPD	1 KUPD	1 KNIX	1 KNIX	1 KNIX	AC	19.6
2 KSLX	2 KMLE	2 KNIX	2 KMLE	2 KUPD	2 KKLT	AOR	14.0
3 KDKB	3 KVRY	3 KSLX	3 KKLT	3 KMLE	3 KMLE	BBnd	7.2
4 KNIX	4 KOY-FM	4 KMLE	4 KESZ	4 KSLX	4 KESZ	CHR	9.4
5 KGRX	5 KNIX	5 KDKB	5 KUPD	5 KTAR	5 KMXX	Clas	2.4
6 KKFR	6 KKLT	6 KGRX	6 KMXX	6 KDKB	6 KMEO-FM	Ctry	17.0
7 KMLE	7 KSLX	7 KKFR	7 KVRY	7 KMXX	7 KSLX	Gold/CR	9.4
8 KOY-FM	8 KMXX	8 KTAR	8 KSLX	8 KKLT	8 KOOL-FM	N/T	11.2
9 KVRY	9 KESZ	9 KKLT	9 KOY-FM	9 KFYI	9 KUPD		
10 KUKQ	10 KKFR	10 KOY-FM	10 KOOL-FM	10 KOOL-FM	10 KVRY		

POPULATION: 1,951,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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+ BIRCH SHARE
13.2	14.2	14.9	13.3	14.2	1	<b>KDKA</b> AC	1020 50kw	1	11	10	7	3	1	83	GROUP W	G/W	13.0
9.8	9.7	8.8	8.6	10.2	2	<b>WDVE</b> AOR	102.5 55kw	3	4	1	1	1	7	93	GREAT AMERICAN	CHR	11.5
7.7	6.4	8.1	8.3	8.0	3	<b>WWSW-A/F</b> Gold	970/94.5 5kw/50kw	4	6	5	2	1	2	78	SHAMROCK BR.	MCG	7.4
8.4	8.6	6.9	7.9	7.2	4	<b>WBZZ</b> CHR	93.7 41kw	2	1	2	3	5	9	60	EZ	BAN	9.0
3.8	5.0	3.9	4.5	5.2	5	<b>WLTJ</b> AC	92.9 47kw	10	9	8	4	4	3	87	WLTJ INC.	TOR	2.4
6.7	5.8	5.2	5.1	4.5	6	<b>WAMO</b> UC	105.9 72kw	9	3	6	6	7	12	76	SHERIDAN	HNWH	10.1
1.6	2.2	3.2	3.8	4.5	6	<b>WMXP</b> CHR	100.7 17kw	5	2	3	5	12	15	65	SIGNATURE	DUR	5.0
5.8	4.9	4.7	4.2	4.4	8	<b>WDSY</b> Ctry	107.9 50kw	12	14	9	10	8	5	80	ENTERCOM	DUR	4.1
5.7	5.0	5.4	4.9	4.3	9	<b>WTAE</b> Talk	1250 5kw	7	15	12	12	11	8	68	HEARST	KATZ	3.3
5.5	5.1	5.2	6.5	4.2	10	<b>WSHH</b> AC	99.7 10.5kw	6	13	11	11	10	4	65	RENDA	K/P	4.4
3.7	2.8	3.5	4.1	4.0	11	<b>WHTX</b> AC	96.1 50kw	11	10	7	8	6	6	71	HEARST	KATZ	2.8
2.9	3.3	4.1	2.6	3.6	12	<b>WEZE-FM</b> B/EZ	104.7 50kw	14	20	19	16	13	10	94	SALEM	---	2.0
3.9	3.5	4.0	3.7	3.6	12	<b>WJAS</b> BBnd	1320 5kw	13	16	21	17	15	11	81	RENDA	EAST	2.0
4.2	4.6	3.7	2.7	3.5	14	<b>WMYG</b> AOR	96.9 45kw	8	5	4	9	9	14	58	BENNS	MMR	4.6
1.9	1.8	1.7	2.3	1.5	15	<b>KQV</b> News	1410 5kw	15	27	24	20	18	13	43	CALVARY	---	1.5
1.0	1.1	1.2	1.1	1.2	16	<b>WMBS</b> AC	590 1kw	21	25	27	21	22	16	132	FAYETTE	REG	.3

## 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 WDVE	1 WDVE	1 WDVE	1 WBZZ	1 WDVE	1 WLTJ	AC	28.8
2 WMYG	2 WBZZ	2 WWSW-FM	2 WDVE	2 WWSW-FM	2 WWSW-FM	AOR	13.7
3 WMXP	3 WMXP	3 KDKA	3 WWSW-FM	3 KDKA	3 WBZZ	BBnd	3.6
4 WBZZ	4 WAMO	4 WBZZ	4 WLTJ	4 WDSY	4 KDKA	B/EZ	3.6
5 WWSW-FM	5 WMYG	5 WMYG	5 WAMO	5 WHTX	5 WSHH	CHR	11.7
6 KDKA	6 WWSW-FM	6 WHTX	6 WMXP	6 WMYG	6 WAMO	Ctry	4.4
7 WHTX	7 WLTJ	7 WMXP	7 WSHH	7 WBZZ	7 WDVE	Gold/CR	8.0
8 WDSY	8 WHTX	8 WTAE	8 WHTX	8 WTAE	8 WHTX	N/T	5.8
9 WAMO	9 WDSY	9 WDSY	9 KDKA	9 WLTJ	9 WMXP	UC	4.5
10 WTAE	10 WSHH	10 WLTJ	10 WMYG	10 WMXP	10 WMYG		

POPULATION: 1,366,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12-14CH	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	6.2	8.6	10.1	10.1	1	KEX AC	1190 50kw	1	6	6	5	2	1	56	GREAT AMERICAN	KATZ	9.4
8.9	10.1	8.1	7.3	9.2	2	KKRZ CHR	100.3 95kw	2	1	2	4	8	12	67	GREAT AMERICAN	KATZ	10.1
9.0	8.5	9.1	8.7	8.7	3	KUPL-FM Ctry	98.5 100kw	4	4	7	6	4	2	95	SCRIPPS HOWARD	BAN	8.0
6.2	6.7	5.9	6.7	8.2	4	KINK AOR/NAC	101.9 100kw	3	11	3	1	1	3	89	KING	MMR	7.3
7.0	8.0	7.6	7.1	7.1	5	KKCW AC	103.3 95kw	7	10	4	3	3	5	90	TRUMPER	DUR	6.0
4.7	6.3	5.5	4.7	7.0	6	KUFO AOR	101.1 100kw	6	3	1	2	5	15	82	HENRY	CHR	8.5
5.6	4.4	6.3	6.4	4.9	7	KKSN-FM Gold	97.1 100kw	5	5	10	7	6	4	58	HERITAGE	CHR	4.3
5.6	4.0	5.5	4.9	4.3	8	KXL N/T	750 50-20kw	10	14	16	13	12	6	63	KAYE-SMITH	MCG	4.8
4.9	4.0	4.1	3.1	4.2	9	KGON AOR	92.3 100kw	8	8	5	8	7	9	57	ACKERLY	EAST	6.3
4.1	4.2	3.0	2.1	3.2	10	KKSN Gold	910 5kw	15	17	24	17	16	11	87	HERITAGE	CHR	2.1
2.5	3.0	3.0	2.9	2.9	11	KWJJ-FM Ctry	99.5 94kw	11	9	11	11	9	10	59	PARK	HNWH	2.0
4.5	3.8	4.5	3.7	2.9	11	KXL-FM AC	95.5 100kw	12	15	13	12	10	7	60	KAYE-SMITH	MCG	3.1
4.3	5.0	3.6	3.5	2.9	11	KXYQ CHR	105.1 100kw	9	2	8	9	14	18	40	FIRST CITY	BAN	3.4
2.4	1.7	2.7	3.2	2.8	14	KGW Talk	620 5kw	13	22	15	14	13	8	61	KING	MMR	2.7
0.0	2.2	1.3	2.0	2.4	15	KMXI AC	108.7 94kw	14	7	9	10	11	16	55	FAIRMONT	HNWH	2.3
1.3	1.3	1.8	1.3	2.0	16	KPDQ-FM Rel	93.7 100kw	16	20	14	15	15	13	78	SALEM	---	2.1
1.1	0.9	1.3	1.3	1.0	17	KUPL Ctry	1330 5kw	18	19	18	18	18	14	57	SCRIPPS HOWARD	BAN	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 KUFO	1 KKRZ	1 KUFO	1 KKCW	1 KINK	1 KKCW	AC 22.5
2 KINK	2 KKCW	2 KINK	2 KKRZ	2 KUFO	2 KINK	AOR 19.4
3 KKRZ	3 KINK	3 KEX	3 KINK	3 KEX	3 KUPL-FM	CHR 12.1
4 KGON	4 KUFO	4 KGON	4 KUPL-FM	4 KGON	4 KEX	Ctry 12.6
5 KEX	5 KUPL-FM	5 KKRZ	5 KEX	5 KKSN-FM	5 KKSN-FM	Gold/CR 8.1
6 KKCW	6 KXYQ	6 KUPL-FM	6 KUFO	6 KUPL-FM	6 KKRZ	N/T 7.1
7 KXYQ	7 KMXI	7 KKSN-FM	7 KKSN-FM	7 KKCW	7 KUFO	Rel/CC 2.0
8 KMXI	8 KEX	8 KKCW	8 KXYQ	8 KKRZ	8 KGON	
9 KUPL-FM	9 KGON	9 KXYQ	9 KGON	9 KWJJ-FM	9 KXL-FM	
10 KKSN-FM	10 KKSN-FM	10 KMXI	10 KMXI	10 KXL	10 KMXI	

POPULATION: 1,274,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.2	9.5	7.8	5.8	7.8	1	<b>WHJY</b> AOR	94.1 50kw	2	5	1	1	2	9	87	MERV GRIFFIN	KATZ	8.0
10.7	12.0	9.6	9.1	7.5	2	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	2	2	5	3	54	CAP CITIES/ABC	BAN	11.7
6.9	9.8	8.4	9.2	7.1	3	<b>WWLI</b> AC	105.1 50kw	3	6	7	5	1	1	81	TMZ	MCG	5.8
4.8	4.7	6.1	6.2	6.5	4	<b>WHJJ</b> N/T	920 5kw	7	30	16	12	9	4	93	MERV GRIFFIN	KATZ	4.8
5.6	5.9	5.9	4.9	6.0	5	<b>WPRO</b> Talk	630 5kw	4	12	11	9	7	3	72	CAP CITIES/ABC	BAN	3.8
5.3	5.3	5.2	5.3	5.8	6	<b>WSNE</b> AC	93.3 30kw	5	14	4	3	3	5	76	BECK-ROSS	EAST	5.2
6.7	5.4	5.9	4.4	5.6	7	<b>WWBB</b> Gold	101.5 13.5kw	6	9	10	6	4	2	77	WILKS/SCHWARTZ	MCG	3.6
3.1	2.5	3.5	4.4	4.5	8	<b>WWRX</b> CR	103.7 50kw	8	10	3	4	6	10	72	WESTERLY	DUR	4.5
3.9	4.1	4.0	3.7	3.7	9	<b>WPLM-A/F</b> Bbnd	1390/99.1 5kw/50kw	11	34	37	40	26	7	87	PLYMOUTH	---	2.3
4.4	3.7	2.6	2.8	3.1	10	<b>WWKX</b> CHR	106.3 1.15kw	9	2	8	11	16	40	57	OCEAN STATE	CHR	4.1
2.8	1.9	1.7	2.7	3.0	11	<b>WBRU</b> NR	95.5 20kw	10	7	5	7	10	24	61	BROWN BC	MMR	3.4
4.0	3.0	3.5	3.7	2.9	12	<b>WCTK</b> Ctry	98.1 47kw	13	18	9	10	8	8	94	HALL	TOR	2.3
2.5	2.1	2.9	2.1	2.5	13	<b>WFHN</b> CHR	107.1 3kw	16	8	6	8	11	16	108	SAGE	CHR	5.1
1.0	0.7	2.4	2.5	2.0	14	<b>WLKW</b> B/EZ	790 5kw	14	40	26	30	30	14	69	TMZ	CMBS	1.7
2.8	2.9	2.2	3.2	1.8	15	<b>WHIM</b> Ctry	1110 5kw	18	44	22	25	15	12	83	EAST PROVIDENCE	DUR	1.3
1.9	1.0	0.9	1.5	1.5	16	<b>WODS</b> Gold	103.3 16kw	15	32	18	13	12	11	53	CBS	CBS	1.0
0.7	0.9	2.2	0.9	1.4	16	<b>WALE</b> Talk	990 50-5kw	22	19	31	33	33	13	80	NORTH AMERICAN	---	.7
1.1	0.8	0.8	1.1	1.4	17	<b>WBZ</b> N/T	1030 50kw	17	23	28	23	20	15	65	GROUP W	G/W	1.1
0.8	1.1	1.4	1.3	1.4	17	<b>WZOU</b> CHR	94.5 11.5kw	12	4	12	15	18	29	43	ARDMAN	EAST	1.7
2.0	1.8	1.3	1.6	1.2	20	<b>WBSM</b> N/T	1420 5-1kw	31	22	40	43	43	19	107	H&D	CHR	2.1
1.3	1.2	1.0	1.1	1.1	21	<b>WAAF</b> AOR	107.3 18.5kw	19	3	13	19	36	44	57	NEWCITY	KATZ	2.0
0.8	1.0	0.6	0.9	1.1	21	<b>WBCN</b> AOR	104.1 19kw	23	11	14	14	13	21	68	INFINITY	TOR	1.3
0.6	0.0	0.4	0.6	1.0	23	<b>WRKO</b> N/T	680 50kw	26	36	39	34	28	23	79	ATLANTIC VENT.	KATZ	.7

### 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 WWLI	AC 12.9
2 WWRX	2 WSNE	2 WWRX	2 WSNE	2 WWRX	2 WSNE	AOR 13.0
3 WBRU	3 WHJY	3 WPRO-FM	3 WWLI	3 WWBB	3 WWBB	BBnd 3.7
4 WPRO-FM	4 WWLI	4 WWBB	4 WWBB	4 WSNE	4 WPRO-FM	B/EZ 2.0
5 WSNE	5 WWRX	5 WBRU	5 WHJY	5 WPRO-FM	5 WHJY	CHR 14.5
6 WFHN	6 WFHN	6 WSNE	6 WWRX	6 WWLI	6 WWRX	Ctry 4.7
7 WWKX	7 WBRU	7 WFHN	7 WFHN	7 WHJJ	7 WCTK	Gold/CR 11.6
8 WWLI	8 WWKX	8 WWLI	8 WCTK	8 WBRU	8 WPRO	N/T 17.5
9 WAAF	9 WCTK	9 WPRO	9 WBRU	9 WPRO	9 WFHN	
10 WBCN	10 WWBB	10 WHJJ	10 WPRO	10 WODS	10 WHJJ	

# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,187,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.2	8.8	7.5	6.7	9.3	1	<b>KGGI</b> CHR	99.1 3.1kw	1	1	1	1	2	7	77	AMERICAN MEDIA	MCG	9.2
8.0	6.2	7.6	6.8	8.3	2	<b>KFRG</b> Ctry	95.1 50kw	2	9	4	2	1	1	78	KEYMARKET	MMR	11.4
5.0	4.3	5.3	5.6	5.7	3	<b>KFI</b> Talk	640 50kw	6	20	10	5	5	2	95	COX	CHR	5.1
5.1	6.3	4.7	5.0	5.1	4	<b>KLOS</b> AOR	95.5 61kw	4	7	2	3	4	9	77	CAP CITIES/ABC	KATZ	6.4
4.9	5.4	6.0	4.9	5.0	5	<b>KOST</b> AC	103.5 12.5kw	3	6	5	4	3	4	73	COX	CHR	4.3
5.8	8.1	7.0	6.5	4.5	6	<b>KDUO</b> B/EZ	97.5 68kw	8	21	20	15	13	3	88	HENRY	KATZ	4.3
2.5	2.9	3.8	4.4	4.0	7	<b>KRTH</b> Gold	101.1 51kw	5	8	8	7	6	5	61	BEASLEY	BAN	3.4
3.5	3.4	3.5	3.1	3.5	8	<b>KCAL-FM</b> AOR	96.7 1.75kw	11	12	3	6	7	16	85	ANAHEIM BR.	TOR	6.6
2.5	1.3	1.1	1.7	3.1	9	<b>KKBT</b> UC	92.3 43kw	12	3	6	8	8	27	84	EVERGREEN	MMR	3.3
2.6	1.7	2.4	4.5	2.8	10	<b>KNX</b> News	1070 50kw	9	32	23	17	14	8	58	CBS	CBS	2.8
3.0	3.2	4.0	2.8	2.5	11	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	7	2	7	9	16	23	45	GANNETT	MCG	3.4
1.4	2.0	2.6	1.6	2.3	12	<b>KCKC</b> Ctry	1350 5kw	21	38	30	16	10	6	105	RIVERDINO	HNWH	1.7
1.8	2.5	1.6	1.5	2.1	13	<b>KBIG</b> AC	104.3 105kw	14	15	13	10	11	10	68	BONNEVILLE INT	CBS	1.4
2.0	2.2	2.2	1.7	1.9	14	<b>KCBS-FM</b> Gold	93.1 28.5kw	15	33	12	11	9	11	61	CBS	CBS	1.1
2.1	2.5	1.8	1.7	1.9	14	<b>KROQ</b> NR	106.7 5.5kw	13	4	9	12	28	37	59	INFINITY	TOR	3.2
0.8	1.4	1.2	1.5	1.9	14	<b>KRSO</b> Nost	590 1kw	25	41	39	28	27	19	105	HENRY	KATZ	.8
2.9	2.4	1.3	1.8	1.7	17	<b>KTWV</b> NAC	94.7 55kw	20	19	16	13	12	14	74	GROUP W	G/W	1.3
1.5	0.9	1.2	1.2	1.6	18	<b>KABC</b> Talk	790 5kw	24	26	27	26	26	25	88	CAP CITIES/ABC	KATZ	1.1
3.4	3.5	4.6	4.0	1.6	18	<b>KQLZ</b> AOR	100.3 5.3kw	10	5	11	14	20	29	38	WESTWOOD ONE	DUR	3.4
0.0	0.0	0.6	1.0	1.6	20	<b>KWRP</b> B/EZ	96.1 .06kw	31	25	35	37	36	21	138	JERRY HARTLINE	---	1.5
1.5	1.9	1.7	1.6	1.5	21	<b>KCAL</b> Span	1410 5-4kw	35	16	22	18	15	12	135	ANAHEIM BR.	LOTU	1.6
1.2	1.2	1.6	0.8	1.4	22	<b>KMPC</b> Nost	710 50-10kw	19	23	29	32	29	17	60	GOLDEN WEST	BAN	.5
0.8	0.8	1.0	1.1	1.4	22	<b>KOLA</b> Gold	99.9 31kw	16	11	21	19	19	13	48	KOLA INC.	BAN	1.0
0.8	1.2	1.1	0.8	1.3	24	<b>KDIF</b> Span	1440 1kw	28	10	17	21	17	18	101	INLAND EMPIRE	KT-H	1.6
0.8	0.6	0.7	1.1	1.1	25	<b>KLAC</b> Ctry	570 5kw	26	27	36	34	25	15	62	MALRITE	EAST	.2

Continued on Page 213

POPULATION: 830,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
15.1	16.0	15.5	16.2	16.6	1	WCMF AOR	96.5 50kw	1	2	1	1	1	6	96	STONER	TOR	19.0
9.4	10.7	10.6	10.5	12.5	2	WBEE Ctry	92.5 50kw	6	5	3	4	3	1	109	HERITAGE MEDIA	KATZ	11.3
8.9	9.9	10.0	15.0	11.5	3	WHAM AC	1180 50kw	3	9	8	7	5	2	80	LINCOLN GROUP	MCG	14.9
12.5	11.8	10.5	9.5	10.4	4	WPXY CHR	97.9 50kw	2	1	2	3	7	9	69	PYRAMID	MMR	10.9
11.2	7.5	7.6	8.1	8.6	5	WVOR AC	100.5 50kw	4	8	4	2	2	3	65	LINCOLN GROUP	MCG	7.4
6.0	6.1	5.5	4.9	6.6	6	WKLX Gold	98.9 37kw	7	7	5	5	4	4	69	ONTARIO SHORE	DUR	4.1
7.1	7.3	6.1	6.8	6.3	7	WRMM-A/F AC	990/101.3 5-2.5kw/27kw	5	6	6	6	6	5	53	ATLANTIC VENT.	CHR	4.9
4.4	6.1	4.9	4.6	4.3	8	WDKX UC	103.9 8kw	8	3	7	8	8	10	94	MONROE	WRS	9.6
2.1	2.8	2.2	2.2	3.8	9	WBBF Ctry	950 1kw	10	12	12	10	9	7	88	HERITAGE MEDIA	KATZ	1.3
5.2	4.6	4.5	3.6	3.2	10	WZSH AC	95.1 50kw	9	14	9	9	10	8	71	GREAT LAKES	BAN	1.7

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	29.6
2 WPXY	2 WPXY	2 WHAM	2 WPXY	2 WHAM	2 WBEE-FM	AOR	16.6
3 WKLX	3 WRMM-FM	3 WBEE-FM	3 WPXY	3 WBEE-FM	3 WRMM-FM	CHR	10.4
4 WHAM	4 WBEE-FM	4 WVOR	4 WBEE-FM	4 WVOR	4 WCMF	Ctry	16.3
5 WBEE-FM	5 WVOR	5 WKLX	5 WRMM-FM	5 WKLX	5 WPXY	Gold/CR	6.6
6 WVOR	6 WDKX	6 WPXY	6 WKLX	6 WPXY	6 WKLX	UC	4.3
7 WRMM-FM	7 WKLX	7 WRMM-FM	7 WDKX	7 WRMM-FM	7 WDKX		
8 WDKX	8 WMJQ	8 WDKX	8 WHAM	8 WBBF	8 WHAM		
9 WZSH	9 WHAM	9 WZSH	9 WZSH	9 WZSH	9 WZSH		
10 WMJQ	10 WZSH	10 WMJQ	10 WBBF	10 WDKX	10 WBBF		

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POPULATION: 1,236,400

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	9.8	8.8	12.4	10.6	1	KFBK N/T	1530 50kw	1	20	8	3	1	1	85	GROUP W	G/W	10.9
8.3	7.2	8.9	10.1	9.7	2	KRAK-FM Ctry	105.1 50kw	3	4	2	1	2	2	97	EZ	KATZ	9.5
8.7	8.4	6.5	7.9	6.9	3	KRXQ AOR	93.7 25kw	6	2	1	2	3	9	91	FULLER-JEFFREY	TOR	9.7
7.4	5.7	7.3	7.3	6.7	4	KSFM CHR	102.5 50kw	2	1	3	4	7	8	66	GENESIS	MMR	11.2
4.4	4.9	5.2	4.7	4.9	5	KYMX AC	96.1 50kw	5	12	10	9	6	3	64	TRIBUNE	CHR	4.0
4.8	4.8	4.4	3.4	4.8	6	KHYL Gold	101.1 36kw	7	6	9	5	4	5	71	PARKER	EAST	4.8
7.6	6.5	7.5	7.2	4.6	7	KXOA-FM AC	107.9 50kw	4	7	11	6	5	4	58	BROWN	BAN	4.3
3.2	4.5	4.3	3.4	4.0	8	KQPT NAC	100.5 115kw	12	11	12	11	8	6	80	DUCHOSSOIS	CBS	5.1
4.8	3.6	3.5	3.7	3.8	9	KGBY AC	92.5 50kw	10	16	6	7	11	10	70	GROUP W	G/W	2.5
3.1	3.1	3.3	4.7	3.8	9	KSEG CR	96.9 50kw	11	8	4	8	9	14	70	GREAT AMERICA	CHR	5.9
5.2	6.2	4.6	3.1	3.4	11	KZAP AOR	98.5 50kw	8	13	5	10	10	13	51	NATIONWIDE	MCG	4.8
1.3	0.7	1.9	1.4	3.3	12	KRCX Span	1110 50-5kw	20	5	13	13	15	17	230	FULLER-JEFFREY	KT-H	.5
3.0	3.0	2.9	2.7	3.3	12	KWOD CHR	106.5 50kw	9	3	7	12	14	23	50	ROYCE INTL.	HNWH	3.9
2.3	1.5	1.6	2.2	2.8	14	KCTC B/EZ	1320 5kw	13	25	28	19	18	7	74	TRIBUNE	CHR	1.4
3.4	3.1	2.5	3.3	2.4	15	KRAK Ctry	1140 50kw	14	17	15	14	12	11	72	EZ	KATZ	1.2
1.9	2.2	2.2	2.1	1.7	16	KFRC Nost	610 5kw	16	26	31	31	32	20	67	BEDFORD	KATZ	.5
1.7	1.7	1.1	1.7	1.7	16	KGO N/T	810 50kw	17	27	14	18	16	18	66	CAP CITIES/ABC	BAN	.9
0.8	1.1	1.1	0.7	1.4	18	KXOA Gold	1470 5-1kw	18	14	21	15	13	12	66	BROWN	BAN	.4
1.5	1.5	0.8	0.4	1.3	19	KNBR Talk	680 50kw	15	28	16	16	17	15	48	SUSQUEHANNA	EAST	.4
0.0	0.5	0.6	0.8	1.0	20	KLIQ CC	102.1 .97kw	21	9	22	17	20	16	80	LOBSTER	---	.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.3
1 KRAK-FM	1 KRXQ	1 KRAK-FM	1 KXOA-FM	1 KFBK	1 KYMX	AOR	10.3
2 KRXQ	2 KGBY	2 KRXQ	2 KYMX	2 KRAK-FM	2 KXOA-FM	BBnd	1.7
3 KSEG	3 KYMX	3 KFBK	3 KRAK-FM	3 KRXQ	3 KRAK-FM	B/EZ	2.8
4 KSFM	4 KWOD	4 KSEG	4 KGBY	4 KHYL	4 KFBK	CHR	10.0
5 KFBK	5 KRAK-FM	5 KSFM	5 KRXQ	5 KSEG	5 KHYL	Ctry	12.1
6 KZAP	6 KXOA-FM	6 KZAP	6 KHYL	6 KZAP	6 KQPT	Gold/CR	10.0
7 KWOD	7 KHYL	7 KHYL	7 KSFM	7 KSFM	7 KGBY	NAC	4.0
8 KHYL	8 KSFM	8 KQPT	8 KFBK	8 KQPT	8 KRXQ	N/T	13.6
9 KGBY	9 KZAP	9 KGBY	9 KQPT	9 KXOA-FM	9 KSFM	Rel/CC	1.0
10 KQPT	10 KSEG	10 KWOD	10 KWOD	10 KGBY	10 KZAP	Span	3.3

POPULATION: 2,056,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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 STAFFE
19.3	17.0	16.6	20.4	18.6	1	<b>KMOX</b> Talk	1120 50kw	1	8	7	2	1	1	99	CBS	CBS	18.4
8.7	8.2	7.2	8.1	8.3	2	<b>KSHE</b> AOR	94.7 100kw	2	5	1	1	2	7	83	EMMIS	HNWH	11.4
7.0	6.7	6.9	6.9	6.9	3	<b>KMJM</b> UC	107.7 100kw	9	2	3	4	5	8	109	NOBLE	MCG	9.2
4.9	4.2	6.7	5.8	5.9	4	<b>KSD</b> CR	93.7 100kw	4	10	2	3	4	9	68	GANNETT	MCG	5.9
6.1	6.6	6.3	5.0	5.7	5	<b>KYKY</b> AC	98.1 100kw	6	4	4	5	3	6	69	EZ	MMR	4.1
6.4	5.7	5.9	6.8	5.5	6	<b>WIL</b> Ctry	92.3 100kw	7	9	6	7	7	4	77	HERITAGE MEDIA	BAN	6.3
6.9	6.8	5.0	4.8	5.2	7	<b>WKBQ</b> CHR	106.5 90kw	3	1	5	8	11	16	55	CHASE	KATZ	5.9
5.5	6.8	7.9	5.0	5.0	8	<b>KEZK-FM</b> AC	102.5 100kw	8	16	14	9	8	2	71	CHANNEL ONE	MMR	2.6
3.5	3.7	4.2	3.8	4.5	9	<b>KLOU</b> Gold	103.3 100kw	5	6	9	6	6	3	53	CBS	CBS	3.5
2.4	2.3	3.3	2.6	2.5	10	<b>WKXX</b> Ctry	104.1 39kw	14	14	18	11	10	5	79	GATEWAY RADIO	TOR	4.2
2.9	2.9	2.0	1.5	2.3	11	<b>KHTK</b> CHR	97.1 100kw	10	3	11	16	17	23	50	LEGEND	TOR	3.4
0.0	0.0	0.0	0.0	2.2	12	<b>WFXB</b> AC	101.1 50kw	11	11	10	10	9	12	52	RIVER CITIES	TOR	2.0
1.5	2.0	1.8	1.8	2.0	13	<b>WEW</b> BBnd	770 1kw	19	30	30	30	30	20	106	WEW RADIO	---	.9
1.6	2.1	2.1	2.1	1.9	14	<b>KATZ</b> UC	1600 5kw	17	26	15	12	12	10	74	UNITY	K/P	1.1
1.9	2.0	2.0	1.9	1.9	14	<b>KFUO-FM</b> Clas	99.1 100kw	12	20	19	19	18	14	57	LC/MOS	CMBS	1.8
1.8	2.4	1.9	2.1	1.8	16	<b>KRJY</b> AC	96.3 100kw	15	13	13	13	13	13	57	RICHARD MILLER	BAN	1.8
0.5	0.9	1.7	1.6	1.8	16	<b>WRTH</b> Nost	1430 5kw	18	28	28	28	28	17	80	HERITAGE MEDIA	BAN	1.1
1.3	1.2	1.8	1.8	1.6	18	<b>KUSA</b> Ctry	550 5kw	20	27	20	20	19	11	85	GANNETT	MCG	1.2
0.0	0.0	0.0	0.0	1.4	19	<b>KFXB</b> AC	105.7 100kw	13	12	12	15	15	18	42	RIVERCITY BR.	DUR	.9
0.6	0.7	0.7	0.6	1.4	19	<b>KXOK</b> UC	630 5kw	23	15	8	14	14	30	85	LEGEND	TOR	.7
2.0	2.1	1.8	1.3	1.0	21	<b>KATZ-FM</b> UC	100.3 50kw	16	21	16	17	16	19	39	UNITY	K/P	1.9
0.0	0.0	0.0	0.5	1.0	21	<b>KEZK</b> B/EZ	590 1kw	21	25	27	29	27	15	57	CHANNEL ONE	MMR	2.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.1
1 KSHE	1 KMJM	1 KSHE	1 KYKY	1 KMOX	1 KYKY	AOR	8.3
2 KSD	2 KYKY	2 KMOX	2 KMJM	2 KSHE	2 KMOX	BBnd	3.8
3 KMJM	3 KSD	3 KSD	3 KMOX	3 KSD	3 KLOU	B/EZ	1.0
4 KMOX	4 WKBQ	4 KMJM	4 KSD	4 WIL	4 KMJM	CHR	7.5
5 KYKY	5 KSHE	5 WIL	5 WKBQ	5 KMJM	5 KEZK-FM	Clas	1.9
6 WKBQ	6 WIL	6 KLOU	6 KLOU	6 KLOU	6 WIL	Ctry	9.6
7 WIL	7 WFXB	7 KYKY	7 KSHE	7 KYKY	7 KSD	Gold/CR	10.4
8 KLOU	8 KEZK-FM	8 WKBQ	8 WIL	8 KEZK-FM	8 KSHE	N/T	18.6
9 KXOK	9 KRJY	9 WFXB	9 KEZK-FM	9 WKXX	9 WKBQ	UC	11.2
10 KHTK	10 KXOK	10 WKXX	10 KRJY	10 WFXB	10 KRJY		



# SALT LAKE CITY-OGDEN-PROVO

POPULATION: 1,006,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
8.5	9.3	7.6	11.1	13.9	1	<b>KKAT</b> Ctry	101.9 26kw	1	2	1	1	1	2	99	APOLLO RADIO	BAN	14.6
8.1	6.7	8.3	9.0	8.8	2	<b>KSFI</b> AC	100.3 26kw	2	11	8	3	2	1	79	SIMMONS FAMILY	CBS	5.1
5.6	4.8	5.6	5.2	7.6	3	<b>KSOP-A/F</b> Ctry	1370/104.3 5.5kw/25kw	4	8	4	5	4	3	84	KSOP, INC.	MMR	5.0
7.8	6.2	8.4	7.1	6.7	4	<b>KLZX</b> CR	93.3 26kw	7	9	3	2	3	5	88	COOK INLET	CHR	8.9
4.0	6.7	4.2	4.6	6.4	5	<b>KBER</b> AOR	101.1 25kw	6	3	2	4	5	13	78	DEVINE	TOR	6.9
6.8	6.4	9.6	8.3	5.3	6	<b>KSL</b> Talk	1160 50kw	3	14	14	10	7	4	52	BONNEVILLE INT	CBS	4.0
6.2	7.3	4.6	5.7	3.9	7	<b>KISN-FM</b> CHR	97.1 30kw	5	7	6	6	8	16	46	SUN MOUNTAIN	MCG	5.3
5.4	5.3	3.8	2.2	3.7	8	<b>KCPX</b> AC	98.7 40kw	8	10	9	7	6	8	58	PRICE BR.	MMR	4.2
4.1	4.0	4.1	3.7	3.7	8	<b>KJQN-FM</b> NR	95.5 50kw	11	5	5	8	15	26	62	S.G.S. BR.	K/P	4.9
4.2	5.1	2.9	3.3	3.4	10	<b>KRSP</b> AOR	103.5 27.5kw	10	6	7	9	18	27	55	CARLSON COM.	CBS	4.6
2.6	2.6	3.0	2.4	3.0	11	<b>KALL</b> AC	910 5-1kw	13	27	19	15	12	6	58	COM. INVEST.	EAST	3.7
2.0	2.7	2.0	2.4	2.8	12	<b>KUTQ</b> CHR	99.5 40kw	9	1	11	14	23	20	44	D&B BR.	K/P	2.1
3.5	3.0	3.3	2.6	2.8	12	<b>KZHT</b> CHR	94.9 48kw	12	4	10	11	16	22	52	GOLDEN BEAR	KATZ	4.0
1.7	1.5	1.8	1.6	2.6	14	<b>KBCK</b> Ctry	105.7 13.5kw	20	20	27	17	11	7	103	RADIO PROP.	---	1.4
3.1	2.5	2.2	3.2	2.3	15	<b>KDYL</b> BBnd	1280 5.5kw	21	28	24	24	24	9	93	SIMMONS FAMILY	CBS	1.3
3.3	3.9	3.7	2.8	2.3	15	<b>KMGR-FM</b> AC	107.5 45kw	15	13	12	13	9	17	53	B&B BR.	HNWH	1.4
2.1	1.9	2.6	1.6	2.1	17	<b>KLCY-FM</b> AC	94.1 40kw	14	15	13	12	10	10	48	COM. INVEST.	EAST	2.7
2.1	1.2	3.1	1.7	1.6	18	<b>KTKK</b> Talk	630 1.5kw	22	26	26	23	19	15	68	D&B BR.	K/P	1.2
1.0	0.7	0.9	0.4	1.5	19	<b>KRPN</b> Gold	107.9 67kw	23	18	18	16	13	11	75	KARGO	---	1.9
1.3	1.2	1.2	0.7	1.4	20	<b>KISN</b> CHR	570 5kw	16	12	15	19	20	19	36	SUN MOUNTAIN	MCG	.8
0.7	1.8	1.1	1.6	1.3	21	<b>KBZN</b> Jazz	97.9 26kw	19	19	16	18	14	14	51	CAPITOL BR.	---	1.5
0.1	0.1	0.5	4.0	1.3	21	<b>KCNR</b> News	860 10-.2kw	17	29	21	20	17	12	47	CITADEL ASSOC.	CHR	1.1

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KKAT	1 KKAT	1 KKAT	1 KKAT	1 KKAT	1 KKAT
2 KBER	2 KSFI	2 KLZX	2 KSFI	2 KLZX	2 KSFI
3 KLZX	3 KSOP-FM	3 KBER	3 KSOP-FM	3 KSOP-FM	3 KSOP-FM
4 KRSP	4 KCPX	4 KSOP-FM	4 KCPX	4 KBER	4 KCPX
5 KJQN-FM	5 KISN-FM	5 KSFI	5 KISN-FM	5 KSFI	5 KSL
6 KISN-FM	6 KBER	6 KRSP	6 KLZX	6 KSL	6 KISN-FM
7 KSOP-FM	7 KLZX	7 KISN-FM	7 KBER	7 KISN-FM	7 KISN-FM
8 KZHT	8 KJQN-FM	8 KJQN-FM	8 KMGR	8 KCPX	8 KMGR-FM
9 KCPX	9 KZHT	9 KCPX	9 KZHT	9 KALL	9 KLCY-FM
10 KUTQ	10 KMGR	10 KSL	10 KJQN-FM	10 KBCK	10 KBER

## FORMAT REACH



POPULATION: 1,072,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
12.6	8.9	10.9	12.4	10.6	1	KCYY Ctry	100.3 98kw	2	3	1	1	1	1	87	NEWCITY	KATZ	12.8
7.2	7.3	9.0	10.1	9.2	2	KTFM CHR	102.7 100kw	1	1	3	2	4	9	71	WATERMAN	BAN	15.8
1.8	1.8	2.0	3.9	7.4	3	KXTN Span	107.5 100kw	8	5	6	3	2	2	110	TK	SRG	6.4
4.9	5.4	6.1	6.2	6.3	4	WOAI N/T	1200 50kw	3	8	20	12	8	3	70	CLEAR CHANNEL	CHR	4.4
5.2	4.9	5.4	3.6	5.8	5	KCOR Span	1350 5kw	13	13	10	9	10	5	117	TICHENOR MEDIA	KATZ	2.8
5.5	6.5	8.4	6.0	5.3	6	KAJA Ctry	97.3 100kw	4	6	5	7	7	7	71	CLEAR CHANNEL	CHR	3.8
3.9	5.0	4.9	5.6	5.2	7	KQXT AC	101.9 100kw	7	29	9	8	5	4	76	GROUP W	G/W	4.3
4.0	4.7	4.3	4.8	5.2	7	KSAQ AOR	96.1 100kw	5	4	2	5	12	26	70	INNER CITY	EAST	5.8
4.0	5.8	5.9	5.6	4.9	9	KZEP-FM CR	104.5 100kw	10	10	4	4	3	13	80	LOTUS	HNWH	4.9
5.0	6.0	4.2	4.8	4.4	10	KSMG Gold	105.3 100kw	9	12	7	6	6	10	66	RUSK	CBS	5.2
4.2	4.3	4.3	4.2	4.3	11	KKYX Ctry	680 50-10kw	12	14	21	20	13	6	80	NEWCITY	KATZ	3.5
5.2	3.8	4.1	2.0	3.2	12	KONO-A/F Gold	860/101.1 5-1kw/100kw	10	15	13	10	9	8	44	GILLESPIE BR.	CHR	2.7
4.8	5.9	3.4	3.1	3.2	12	KSRR AC	92.9 100kw	6	2	8	11	16	20	45	GENESIS	CHR	4.3
3.9	4.0	3.7	2.5	3.0	14	KMMX AC	106.7 100kw	14	9	11	13	11	11	66	VISION	MCG	2.1
4.1	3.9	3.4	3.3	2.8	15	KTSA Nost	550 5kw	15	19	19	16	14	12	64	WATERMAN	BAN	2.0
1.3	1.2	1.4	0.6	1.6	16	KSAH Span	720 10-1kw	17	27	17	17	15	14	75	GANADORES	CAB	1.2
1.3	1.4	0.6	0.7	1.2	17	KCHL Rel	1480 2.5kw	23	18	24	21	19	15	112	VISION	MCG	1.4
1.5	1.2	2.4	2.2	1.2	17	KEDA Span	1540 5-1kw	19	24	23	23	22	17	70	D&E	CAB	1.9
5.0	2.8	2.2	2.2	1.2	17	KISS-FM Gold	99.5 100kw	16	16	14	14	18	18	37	ADAMS	MMR	.5
1.3	1.0	1.0	1.4	1.2	17	KSLR CC	630 5kw	18	7	12	18	21	21	72	SALEM MEDIA	EAST	.9
0.0	0.0	0.0	0.0	1.1	21	KRIO-FM Ctry	94.7 22kw	22	23	16	15	17	19	84	APRIL COMMUNICATIONS	---	.3
2.8	1.9	1.5	1.3	1.1	21	KZVE Span	1310 5-.28kw	20	26	18	22	20	16	74	TK	SRG	.8

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	11.4
1 KSAQ	1 KCYY	1 KCYY	1 KCYY	1 KZEP-FM	1 KCYY	AOR	5.2
2 KZEP	2 KTFM	2 KZEP	2 KTFM	2 KCYY	2 KXTN	BBnd	2.8
3 KCYY	3 KAJA	3 KSAQ	3 KXTN	3 KXTN	3 KAJA	CHR	9.2
4 KTFM	4 KXTN	4 KTFM	4 KAJA	4 WOAI	4 KTFM	Ctry	21.3
5 KSMG	5 KSAQ	5 KXTN	5 KSMG	5 KTFM	5 KQXT	Gold/CR	3.7
6 KSRR-FM	6 KSMG	6 KSMG	6 KQXT	6 KSMG	6 KSMG	N/T	6.3
7 KCOR	7 KZEP-FM	7 WOAI	7 KCOR	7 KQXT	7 KMMX	Rel/CC	2.4
8 KXTN	8 KSRR-FM	8 KQXT	8 KZEP-FM	8 KONO-FM	8 KCOR	Span	17.1
9 KSJL	9 KQXT	9 KAJA	9 KSAQ	9 KAJA	9 WOAI		
10 KONO-FM	10 KMMX	10 KONO-FM	10 KSRR-FM	10 KKYX	10 KZEP-FM		

POPULATION: 2,139,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.5	6.5	7.5	6.2	8.7	1	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	2	9	4	1	1	2	99	JEFFERSON-PILOT	BAN	6.6
6.7	5.6	4.0	5.1	6.5	2	<b>KFMB</b> AC	760 5kw	3	13	16	8	3	1	71	MIDWEST TV	MCG	5.6
7.1	4.9	6.0	4.9	6.0	3	<b>KGB</b> AOR	101.5 50kw	5	4	1	1	2	12	66	BROWN	KATZ	6.7
9.4	9.1	7.7	6.2	6.0	3	<b>KKLQ-A/F</b> CHR	600/106.5 5kw/50kw	1	1	3	5	12	18	52	EDENS	CHR	8.8
4.4	5.2	6.0	4.9	5.6	5	<b>KJQY</b> AC	103.7 36kw	7	12	10	7	5	3	78	COMMAND	MMR	2.4
4.8	6.6	4.8	5.7	5.4	6	<b>KFMB-FM</b> AC	100.7 30kw	4	5	5	3	4	8	59	MIDWEST TV	MCG	4.9
4.8	5.1	5.7	4.4	5.4	6	<b>XTRA-FM</b> NR	91.1 100kw	6	2	2	4	9	13	70	NOBLE	MMR	7.8
5.7	5.4	6.6	5.9	5.2	8	<b>KSDO</b> N/T	1130 10kw	9	23	17	12	10	4	84	GANNETT	DUR	4.6
3.4	3.7	3.4	4.1	4.5	9	<b>KPOP</b> Nost	1360 5-1kw	14	36	34	28	21	5	102	BROWN	KATZ	3.1
2.5	2.6	2.7	3.3	4.2	10	<b>KSDO-FM</b> CR	102.9 32kw	10	17	6	6	6	9	69	GANNETT	DUR	3.0
3.7	3.0	3.9	4.3	3.6	11	<b>KYXY</b> AC	96.5 41kw	8	10	9	9	7	7	54	PARKER	HNWH	2.6
4.0	3.5	3.6	3.6	3.2	12	<b>KIFM</b> NAC	98.1 28kw	11	26	11	10	8	6	58	KIFM LTD.	CBS	3.9
3.0	3.6	2.9	3.7	3.0	13	<b>KFSD</b> Clas	94.1 100kw	15	32	19	18	14	11	74	LOTUS	HNWH	2.0
2.1	1.9	3.1	1.9	2.6	14	<b>KGMG-FM</b> AOR	102.1 9.5kw	17	7	7	11	15	26	78	PAR	BAN	3.0
3.6	3.6	3.1	2.8	2.5	15	<b>KCBQ-FM</b> Gold	105.3 29kw	13	18	15	13	11	10	53	ADAMS	HNWH	2.7
1.9	2.9	3.1	2.6	2.4	16	<b>XHTZ</b> CHR	90.3 100kw	12	3	8	14	18	24	45	CALIFORNIA	--	5.4
3.0	2.2	1.7	1.1	1.7	17	<b>KRMX</b> AC	94.9 22kw	16	11	13	15	13	16	44	SANDUSKY	EAST	.4
1.1	1.6	0.9	0.8	1.7	17	<b>XHRM</b> UC	92.5 100kw	18	8	12	16	17	22	51	MORROW	--	3.0
1.4	1.5	1.5	0.9	1.5	19	<b>KCBQ</b> Gold	1170 50-5kw	20	20	24	19	16	14	56	ADAMS	HNWH	1.9
1.4	1.4	1.4	2.6	1.3	20	<b>KNX</b> News	1070 50kw	21	25	27	23	24	20	50	CBS	CBS	2.2
1.0	0.8	0.9	0.5	1.3	20	<b>XEMO</b> Span	860 5kw	26	14	14	17	20	25	96	J.C. GATES	CAB	.9
0.9	1.0	1.1	1.1	1.2	22	<b>KFI</b> Talk	640 50kw	22	21	26	22	23	15	61	COX	CHR	1.6
1.0	0.9	1.5	1.2	1.1	23	<b>XTRA</b> Spor	690 50kw	19	22	21	20	22	17	40	NOBLE	MMR	.9

## DEMOGRAPHIC RANK      FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 KGB	1 KFMB-FM	1 KGB	1 KSON-FM	1 KGB	1 KSON-FM	22.8
2 XTRA-FM	2 KSON-FM	2 XTRA-FM	2 KFMB-FM	2 KSDO-FM	2 KFMB-FM	14.0
3 KSDO-FM	3 KKLQ-FM	3 KSDO-FM	3 KKLQ-FM	3 KSON-FM	3 KJQY	4.5
4 KKLQ-FM	4 XTRA-FM	4 KSON-FM	4 KYXY	4 KFMB	4 KYXY	8.4
5 KGMG-FM	5 KGB	5 KKLQ-FM	5 KJQY	5 XTRA-FM	5 KFMB	3.0
6 KSON-FM	6 KYXY	6 KFMB	6 XTRA-FM	6 KSDO	6 KIFM	8.7
7 KFMB-FM	7 KJQY	7 KGMG-FM	7 KGB	7 KIFM	7 KKLQ-FM	8.2
8 XHTZ	8 KIFM	8 KFMB-FM	8 KFMB	8 KFMB-FM	8 KCBQ-FM	3.2
9 XHRM	9 KRMX	9 KIFM	9 KIFM	9 KCBQ-FM	9 KSDO-FM	8.8
10 KSDO	10 XHTZ	10 KSDO	10 KSDO	10 KJQY	10 KGB	1.3
						1.7

# SAN FRANCISCO

POPULATION: 5,088,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
6.2	7.0	8.3	8.9	7.8	1	<b>KGO</b> N/T	810 50kw	1	30	9	2	1	1	81	CAP CITIES/ABC	BAN	8.6
5.4	5.3	5.2	6.2	6.1	2	<b>KMEL</b> CHR	106.1 69kw	3	1	1	1	2	18	71	EMMIS	CHR	8.5
4.3	4.8	4.7	6.7	4.8	3	<b>KCBS</b> News	740 50kw	2	24	20	12	7	2	52	CBS	CBS	4.3
4.6	4.9	5.3	4.5	4.3	4	<b>KFRC</b> Nost	610 5kw	8	37	39	31	21	5	79	BEDFORD BR.	KATZ	2.8
3.2	3.8	3.4	2.9	3.9	5	<b>KIOI</b> AC	101.3 125kw	7	5	2	3	3	6	68	FAIRMONT	DUR	3.1
4.6	5.1	2.6	2.4	3.8	6	<b>KNBR</b> Talk	680 50kw	4	15	19	9	6	4	54	SUSQUEHANNA	EAST	3.2
5.0	3.7	4.5	3.2	3.7	7	<b>KOIT-A/F</b> AC	1260/96.5 5.1kw/33kw	6	12	10	4	2	3	62	BONNEVILLE INT	TOR	2.8
3.2	3.2	2.5	2.9	3.6	8	<b>KSOL</b> UC	107.7 8.9kw	5	2	4	5	10	16	58	UNITED	MMR	4.2
3.0	2.5	3.1	3.2	3.0	9	<b>KSAN</b> Ctry	94.9 30kw	15	19	12	6	5	7	73	MALRITE	MCG	2.8
2.6	2.1	2.8	1.9	2.7	10	<b>KDFC-A/F</b> Clas	1220/102.1 5kw/33kw	12	32	30	26	18	11	61	SUNDIAL	CMBS	1.4
2.1	2.6	3.1	2.8	2.6	11	<b>KABL-A/F</b> AC	960/98.1 5kw/100kw	13	18	23	20	13	9	59	SHAMROCK BR.	CHR	1.4
1.5	2.9	3.0	3.1	2.6	11	<b>KITS</b> NR	105.3 15kw	14	4	3	7	15	26	62	ENTERCOM	HNWH	2.4
2.4	2.0	2.3	2.3	2.5	13	<b>KKSF</b> NAC	103.7 7.8kw	17	29	18	10	8	8	68	BROWN	BAN	2.8
2.6	3.3	2.2	2.9	2.3	14	<b>KRQR</b> AOR	97.3 82kw	11	8	5	8	9	22	52	CBS	CBS	3.4
2.3	1.8	1.8	2.2	2.4	15	<b>KKHH-A/F</b> Clas	1550/95.7 10.5kw/6.9kw	19	35	34	28	25	10	63	BUCKLEY	HNWH	2.0
2.7	2.8	2.6	1.9	2.2	16	<b>KFRC-FM</b> Gold	99.7 45kw	10	6	11	11	12	15	47	BEDFORD BR.	SRG	1.9
2.0	1.8	2.1	1.9	2.1	17	<b>KBAY</b> B/EZ	100.3 163kw	21	23	28	27	17	12	72	UNITED	MMR	1.4
2.7	3.4	2.2	1.4	2.1	17	<b>KSFO</b> Gold	560 5kw	9	9	29	21	19	14	42	KING	MMR	1.9
1.8	2.2	2.4	2.3	2.0	19	<b>KBLX-A/F</b> NAC	1400/102.9 1kw/6.6kw	18	27	16	13	11	13	59	INNER CITY	HNWH	2.8
2.6	3.2	2.1	2.3	1.9	20	<b>KFOG</b> AOR	104.5 7.9kw	16	16	6	14	16	25	46	SUSQUEHANNA	EAST	1.9
1.4	1.9	1.3	1.4	1.9	20	<b>KHQT</b> CHR	97.7 1.65kw	23	3	15	18	31	37	68	ANAHEIM BR.	HNWH	2.4
1.5	1.5	1.2	1.6	1.6	22	<b>KSJO</b> AOR	92.3 50kw	24	17	7	15	23	32	60	NARRAGANSETT	DUR	2.3

Continued on Page 213

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# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,187,700

Continued from Page 205

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	
1 KLOS	1 KGGI	1 KLOS	1 KGGI	1 KFRG	1 KGGI	AOR	12.1
2 KGGI	2 KOST	2 KGGI	2 KFRG	2 KLOS	2 KFRG	BBnd	3.3
3 KCAL-FM	3 KKBT	3 KFRG	3 KOST	3 KFI	3 KOST	B/EZ	6.1
4 KFRG	4 KFRG	4 KFI	4 KLOS	4 KGGI	4 KFI	CHR	11.8
5 KOST	5 KLOS	5 KCAL-FM	5 KKBT	5 KRTH	5 KRTH	Ctry	11.7
6 KRTH	6 KCAL-FM	6 KRTH	6 KCAL-FM	6 KCAL-FM	6 KLOS	NAC	1.7
7 KKBT	7 KIIS-FM	7 KOST	7 KRTH	7 KOST	7 KBIG	N/T	10.1
8 KFI	8 KROQ	8 KKBT	8 KFI	8 KKBT	8 KKBT	Span	2.8
9 KIIS-FM	9 QQLZ	9 KNX	9 KBIG	9 KNX	9 KCBS-FM	UC	3.1
10 KROQ	10 KRTH	10 KIIS-FM	10 KIIS-FM	10 KCKC	10 KCAL-FM		

# SAN FRANCISCO

POPULATION: 5,088,700

Continued from Page 212

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ADP	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
0.4	0.0	1.3	1.6	1.5	23	KDBK/KDBQ AC	98.9/99.1 6.5kw/7.1kw	20	34	13	16	14	21	48	VIACOM	KATZ	2.4
1.5	1.6	1.6	1.3	1.5	23	KOME AOR	98.5 12.5kw	22	10	8	17	24	38	52	INFINITY	TOR	1.8
0.9	1.0	1.1	0.9	1.3	25	KARA AC	105.7 50kw	30	7	24	24	22	20	72	EMPIRE	EAST	.8
1.1	1.1	1.5	1.0	1.2	26	KNEW Ctry	91.0 5kw	27	22	35	38	34	23	61	MALRITE	MCG	.7
1.3	1.1	1.2	1.4	1.1	27	KBRG Span	104.9 3kw	33	11	14	23	36	39	99	BAHIA RADIO	KT-H	1.2
1.9	1.1	1.7	0.9	1.1	27	KDIA UC	131.0 5kw	31	20	27	30	29	24	76	U.S. RADIO	--	1.3
1.2	0.9	0.9	1.3	1.1	27	KJAZ Jazz	92.7 1.8kw	29	33	40	36	32	19	59	RONALD COWAN	K/P	.8
0.8	0.7	0.6	0.8	1.1	27	KUFJ CR	94.5 1.2kw	26	25	17	19	26	34	52	NATIONWIDE	KATZ	.9
1.7	1.5	1.5	1.4	1.1	27	KYA Gold	93.3 50kw	24	46	32	22	20	17	44	KING	CHR	1.5
1.0	1.0	1.0	1.2	1.0	32	KEZR AC	106.5 50kw	28	13	21	25	27	28	56	ALTA	CHR	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 KMEL	1 KMEL	1 KMEL	1 KMEL	1 KGO	1 KIOI	AOR	14.0
2 KITS	2 KIOI	2 KGO	2 KIOI	2 KNBR	2 KGO	BBnd	4.3
3 KRQR	3 KSOL	3 KNBR	3 KSOL	3 KCBS	3 KOIT-FM	B/EZ	2.1
4 KOME	4 KGO	4 KITS	4 KOIT-FM	4 KSAN	4 KMEL	CHR	8.0
5 KSJO	5 KOIT-FM	5 KRQR	5 KGO	5 KRQR	5 KSOL	Clas	5.1
6 KFOG	6 KITS	6 KSAN	6 KSAN	6 KKSF	6 KSAN	Ctry	4.2
7 KSOL	7 KHQT	7 KFOG	7 KBLX-FM	7 KMEL	7 KBLX-FM	Gold/CR	6.5
8 KIOI	8 KSAN	8 KIOI	8 KKSF	8 KIOI	8 KCBS	Jazz	1.1
9 KGO	9 KRQR	9 KCBS	9 KFRC-FM	9 KFOG	9 KKSF	NAC	4.5
10 KFRC-FM	10 KFRC-FM	10 KSJO	10 KITS	10 KITS	10 KFRC-FM	N/T	16.4
						Span	1.1
						UC	4.7

# SAN JOSE

POPULATION: 1,229,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.8	8.4	9.1	1.3	7.9	1	<b>KGO</b> N/T	810 50kw	2	31	10	2	1	1	82	CAP CITIES/ABC	BAN	8.9
5.2	7.7	5.4	5.5	7.1	2	<b>KHQT</b> CHR	97.7 1.65kw	1	1	3	3	9	14	74	ANAHEIM BR.	HNWH	8.8
6.5	5.8	7.2	6.3	6.2	3	<b>KBAY</b> B/EZ	100.3 163kw	4	13	13	8	2	2	81	UNITED	MMR	3.4
3.6	3.9	4.2	3.1	4.8	4	<b>KARA</b> Gold	105.7 50kw	10	4	9	6	3	3	77	EMPIRE	EAST	3.0
3.5	3.9	3.6	4.8	4.7	5	<b>KSJO</b> AOR	92.3 50kw	5	10	1	1	5	16	67	NARRAGANSETT	DUR	5.9
3.7	4.2	3.8	4.7	4.0	6	<b>KEZR</b> AC	106.5 50kw	7	8	5	5	4	6	61	ALTA	CHR	3.3
4.8	3.3	4.5	6.9	3.9	7	<b>KCBS</b> News	740 50kw	3	24	22	13	10	4	50	CBS	CBS	2.5
3.9	4.6	5.1	3.4	3.9	7	<b>KOME</b> AOR	98.5 12.5kw	6	7	2	4	7	24	57	INFINITY	TOR	5.2
3.5	3.7	1.8	2.4	3.6	9	<b>KNBR</b> Talk	680 50kw	8	20	17	12	8	5	57	SUSQUEHANNA	EAST	2.7
1.7	2.6	1.3	2.2	3.3	10	<b>KRTY</b> City	95.3 .375kw	13	9	8	9	6	9	74	CROWN	DUR	2.1
3.2	2.6	2.3	2.9	3.2	11	<b>KUFX</b> CR	94.5 1.2kw	9	14	4	7	11	17	50	KOOL COMM.	KATZ	3.2
2.4	2.7	3.1	2.5	2.7	12	<b>KOIT-A/F</b> AC	1260/96.5 5-1kw/33kw	11	16	16	17	14	7	53	BONNEVILLE INT	TOR	3.4
2.1	3.8	3.4	1.8	2.5	13	<b>KIOI</b> AC	101.3 125kw	12	11	11	11	13	15	53	FAIRMONT	DUR	2.5
1.8	1.2	2.4	1.8	2.4	14	<b>KBRG</b> Span	104.9 3kw	26	17	6	10	17	28	104	BAHIA RADIO	KT-H	2.5
2.3	2.2	3.5	2.6	2.4	14	<b>KITS</b> NR	105.3 15kw	14	3	7	14	19	33	54	ENTERCOM	HNWH	2.6
1.9	1.0	1.9	1.4	2.1	16	<b>KDFC-A/F</b> Clas	1220/102.1 5kw/33kw	19	23	21	23	22	10	56	SUNDIAL	CMBS	.9
1.7	0.9	1.7	1.4	2.1	16	<b>KKHI-A/F</b> Clas	1550/95.7 10.5kw/6.9kw	20	35	31	21	20	8	62	BUCKLEY	HNWH	1.1
0.7	0.5	1.6	1.9	2.0	18	<b>KDBK/KDBQ</b> AC	98.9/99.1 6.5kw/1.1kw	17	26	14	15	12	20	56	VIACOM	KATZ	2.3
2.3	2.5	1.8	2.3	2.0	18	<b>KMEL</b> CHR	106.1 69kw	15	2	12	18	32	38	47	CENTURY	CHR	3.2
1.9	1.9	1.7	2.2	2.0	18	<b>KSAN</b> City	94.9 30kw	18	18	15	16	15	13	56	MALRITE	MCG	2.6
2.8	1.6	1.8	1.4	1.8	21	<b>KFRC-FM</b> Gold	99.7 45kw	16	12	19	19	21	21	42	BEDFORD BR.	SRG	1.4
2.5	1.2	3.4	1.6	1.7	22	<b>KEEN</b> City	1370 5kw	27	43	35	27	18	11	73	UNITED BR. CO.	MMR	1.5
1.3	1.2	1.7	1.2	1.7	22	<b>KFRC</b> Nost	610 5kw	22	29	40	37	35	19	59	BEDFORD BR.	KATZ	.9
1.8	1.5	2.2	2.2	1.5	24	<b>KKSF</b> NAC	103.7 7.8kw	29	37	23	20	16	12	73	BROWN	BAN	1.9
1.7	1.8	1.6	1.4	1.5	24	<b>KSOL</b> UC	107.7 8.9kw	21	5	18	24	29	36	48	UNITED	MMR	2.9
3.1	1.4	1.7	1.0	1.2	26	<b>KAZA</b> Span	1290 5kw	38	27	20	26	24	31	98	FIESTA	CAB	.9
0.5	1.1	0.8	0.7	1.1	27	<b>KABL-A/F</b> AC	960/98.1 5kw/100kw	30	46	27	25	25	22	55	SHAMROCK BR.	CHR	.4
1.0	1.1	1.0	1.0	1.1	27	<b>KYA</b> Gold	93.3 50kw	24	36	33	22	23	18	38	KING	CHR	1.1
1.1	1.7	0.8	0.9	1.0	29	<b>KLOK</b> Span	1170 50-5kw	31	19	28	29	27	25	53	BAHIA RADIO	KT-H	1.4

Continued on Page 218

# SEATTLE-TACOMA

POPULATION: 2,214,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.5	10.2	8.7	11.4	9.4	1	<b>KIRO</b> N/T	710 50kw	1	12	8	3	1	1	63	BONNEVILLE INT	TOR	8.9
6.7	6.9	7.0	6.0	6.7	2	<b>KPLZ</b> CHR	101.5 100kw	2	1	4	5	14	18	57	GOLDEN WEST	DUR	9.3
5.0	4.8	3.8	3.6	5.9	3	<b>KISW</b> AOR	99.9 100kw	5	6	1	1	2	15	73	NATIONWIDE	MCG	5.3
6.3	6.7	6.3	7.9	5.6	4	<b>KMPS-A/F</b> Ctry	1300/94.1 5kw/98kw	9	7	7	7	5	4	72	EZ	MCG	7.5
5.0	4.5	4.5	3.6	5.3	5	<b>KXRX</b> AOR	96.5 81kw	8	13	2	2	3	20	75	SHAMROCK BR.	KATZ	5.9
6.1	5.2	5.2	4.8	5.1	6	<b>KUBE</b> CHR	93.3 100kw	3	2	3	4	7	16	49	COOK INLET	MMR	5.9
4.7	5.2	5.5	5.7	5.0	7	<b>KOMO</b> AC	1000 50kw	4	9	18	12	9	3	55	FISHER	KATZ	4.2
3.8	4.5	4.8	3.0	4.6	8	<b>KLSY-A/F</b> AC	1540/92.5 5.1kw/58	7	3	6	6	4	8	64	SANDUSKY	BAN	4.2
2.7	3.9	4.2	3.9	4.5	9	<b>KING-FM</b> Clas	98.1 100kw	10	18	17	16	10	2	67	KING	MMR	2.9
3.1	2.7	4.4	3.1	4.3	10	<b>KRPM-FM</b> Ctry	106.1 58kw	12	8	9	10	8	5	76	HERITAGE MEDIA	CHR	2.5
3.9	4.0	3.0	3.2	4.2	11	<b>KIXI</b> BBnd	880 50kw	13	20	29	23	21	6	82	NOBLE	CBS	2.2
4.3	5.2	3.8	3.2	3.3	12	<b>KZOK-FM</b> CR	102.5 100kw	6	11	5	8	11	17	42	ADAMS	EAST	3.8
3.2	2.8	4.0	3.1	3.2	13	<b>KBSG-FM</b> Gold	97.3 55kw	11	15	11	9	6	7	57	VIACOM	TOR	4.0
1.4	1.5	0.9	1.1	2.5	14	<b>KEZX-FM</b> B/EZ	98.9 100kw	20	19	28	22	22	10	83	PARK	DUR	.9
3.1	2.1	2.7	3.1	2.5	14	<b>KLTX</b> AC	95.7 100kw	14	14	10	14	16	14	52	ACKERLY	HNWH	2.1
2.9	2.6	1.6	1.5	2.5	14	<b>KWMX</b> AC	100.7 100kw	18	16	13	11	13	9	65	BONNEVILLE INT	TOR	.8
3.7	3.5	3.2	3.0	2.4	17	<b>KMTT</b> AC	103.7 100kw	15	17	12	15	12	13	53	ENTERCOM	EAST	2.4
1.9	1.7	2.1	3.5	2.2	18	<b>KKNW</b> NAC	106.9 100kw	19	31	14	13	15	11	63	GANNETT	BAN	3.3
2.3	3.0	2.9	3.6	2.1	19	<b>KING</b> N/T	1090 50kw	16	27	20	19	18	12	51	KING	MMR	2.5
1.9	2.5	2.6	2.5	1.9	20	<b>KMGI</b> AC	107.7 100kw	17	4	15	17	17	21	48	NOBLE	CBS	1.7
1.6	1.2	1.4	1.7	1.7	21	<b>KCMS</b> CC	105.3 115kw	22	5	16	18	19	24	68	CHRISTA	RSS	3.5
1.6	1.3	1.4	1.3	1.2	22	<b>KVI</b> Gold	570 5kw	23	29	21	20	20	19	49	GOLDEN WEST	BAN	.7
0.6	0.5	0.6	0.7	1.0	23	<b>KCIS</b> Rel	630 5kw	25	28	26	24	23	22	75	CHRISTA	---	.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	18.9
1 KISW	1 KUBE	1 KISW	1 KLSY-FM	1 KIRO	1 KLSY-FM	AOR	11.2
2 KXRX	2 KPLZ	2 KXRX	2 KUBE	2 KXRX	2 KIRO	BBnd	4.2
3 KPLZ	3 KLSY-FM	3 KIRO	3 KPLZ	3 KISW	3 KMPS-FM	B/EZ	2.5
4 KZOK-FM	4 KISW	4 KZOK-FM	4 KMPS-FM	4 KBSG-FM	4 KING-FM	CHR	11.8
5 KUBE	5 KXRX	5 KPLZ	5 KISW	5 KZOK-FM	5 KUBE	Clas	4.5
6 KIRO	6 KMPS-FM	6 KUBE	6 KWMX	6 KMPS-FM	6 KISW	Ctry	9.9
7 KMPS-FM	7 KLTX	7 KMPS-FM	7 KXRX	7 KRPM-FM	7 KOMO	Gold/CR	7.7
8 KLSY-FM	8 KRPM-FM	8 KBSG-FM	8 KRPM-FM	8 KMTT	8 KPLZ	NAC	2.2
9 KRPM-FM	9 KZOK-FM	9 KRPM-FM	9 KIRO	9 KOMO	9 KLTX	N/T	11.5
10 KMTT	10 KWMX	10 KMTT	10 KLTX	10 KLSY-FM	10 KRPM-FM	Rel/CC	2.7

# TAMPA-ST. PETERSBURG

POPULATION: 1,846,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.0	7.4	10.5	10.8	10.4	1	<b>WWRM</b> AC	107.3 100kw	1	11	8	7	2	1	100	COX	DUR	7.4
7.8	9.1	9.6	8.9	9.7	2	<b>WQYK-FM</b> Ctry	99.5 100kw	2	5	5	3	1	2	104	INFINITY	KATZ	11.4
8.3	8.3	7.4	5.5	7.1	3	<b>WFLZ</b> CHR	93.3 100kw	3	1	4	6	7	9	79	JACOR	EAST	11.8
7.3	6.2	8.0	6.1	6.8	4	<b>WUSA</b> AC	100.7 100kw	5	6	7	4	4	3	88	GANNETT	MCG	7.1
3.9	5.0	3.9	3.5	6.2	5	<b>WMTX</b> AC	95.7 100kw	7	4	3	1	3	4	93	METROPLEX	MMR	6.6
4.9	5.5	6.0	5.5	5.7	6	<b>WDUV</b> B/EZ	103.3 100kw	10	26	19	12	12	7	105	SUNSHINE STATE	CHR	2.6
4.5	4.7	3.0	4.6	5.5	7	<b>WXTB</b> AOR	97.9 100kw	9	2	1	5	9	14	91	GREAT AMERICAN	BAN	6.0
6.8	6.2	5.1	5.9	5.5	7	<b>WYNF</b> AOR	94.9 100kw	8	7	2	2	5	8	90	CBS	DUR	6.6
4.2	5.8	4.7	7.4	5.3	9	<b>WFLA</b> N/T	970 5kw	6	9	11	10	8	6	79	JACOR	EAST	5.6
6.1	5.1	4.7	4.5	4.9	10	<b>WGUL-A/F</b> BBnd	860/105.5 2kw/3.7kw	12	25	22	22	15	12	117	GULF AMERICA	K/P	3.4
7.3	6.1	6.3	6.5	4.6	11	<b>WRBQ-A/F</b> CHR	1380/104.7 5kw/100kw	4	3	6	9	10	10	58	EDENS	CHR	6.2
3.4	3.6	4.1	3.5	3.8	12	<b>WYUU</b> Gold	92.5 50kw	11	8	9	8	6	5	74	ENTERCOM	BAN	3.7
1.9	2.4	2.3	2.8	3.2	13	<b>WSUN</b> Ctry	620 10kw	13	20	15	14	13	13	78	COX	DUR	1.5
1.9	1.2	2.4	1.4	1.9	14	<b>WLUV-FM</b> Nost	106.3 5kw	16	23	25	27	24	17	130	PASCO PINELLA	---	.6
3.0	3.2	2.0	2.2	1.8	15	<b>WHVE</b> NAC	102.5 100kw	14	18	10	11	11	11	54	SUSQUEHANNA	---	3.1
0.6	0.5	0.8	1.6	1.2	16	<b>WQYK</b> Ctry	1010 50-5kw	18	17	24	20	16	15	81	INFINITY	KATZ	1.0
0.7	0.8	0.9	1.1	1.0	17	<b>WTKN</b> N/T	570 5kw	15	21	26	23	17	16	38	SUSQUEHANNA	---	.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYNF	1 WMTX	1 WYNF	1 WMTX	1 WYNF	1 WUSA	AC 23.4
2 WXTB	2 WFLZ	2 WQYK-FM	2 WUSA	2 WQYK-FM	2 WWRM	AOR 11.0
3 WMTX	3 WXTB	3 WXTB	3 WWRM	3 WMTX	3 WMTX	BBnd 6.8
4 WFLZ	4 WRBQ-FM	4 WMTX	4 WFLZ	4 WYUU	4 WQYK-FM	B/EZ 5.7
5 WQYK-FM	5 WQYK-FM	5 WYUU	5 WQYK-FM	5 WXTB	5 WFLZ	CHR 11.7
6 WRBQ-FM	6 WWRM	6 WFLZ	6 WRBQ-FM	6 WWRM	6 WYUU	Ctry 14.1
7 WFLA	7 WUSA	7 WUSA	7 WYUU	7 WFLA	7 WRBQ-FM	Gold/CR 3.8
8 WYUU	8 WYNF	8 WFLA	8 WXTB	8 WUSA	8 WHVE	NAC 1.8
9 WHVE	9 WYUU	9 WWRM	9 WYNF	9 WFLZ	9 WYNF	N/T 6.3
10 WUSA	10 WTMP	10 WRBQ-FM	10 WHVE	10 WHVE	10 WFLA	



# WASHINGTON, DC

POPULATION: 3,211,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12-MO 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
6.8	7.5	8.1	7.3	7.6	1	WPGC-FM CHR	95.5 50kw	1	1	1	1	6	13	78	COOK INLET	BAN	12.2
6.3	6.5	6.4	4.9	5.9	2	WMZQ-AF Ctry	1390/98.7 5kw/50kw	5	13	10	3	1	1	82	VIACOM	CHR	4.8
7.1	5.9	6.8	6.9	5.6	3	WGAY B/EZ	99.5 21kw	8	19	19	14	11	2	87	GREATER MEDIA	MMR	4.2
4.8	6.6	4.8	5.3	4.9	4	WKYS UC	93.9 50kw	9	4	2	2	5	12	78	ALBIMAR	BAN	6.4
4.2	5.1	3.5	4.5	4.6	5	WASH AC	97.1 26kw	6	8	8	5	2	3	63	CHASE	HNWH	4.3
5.1	5.1	4.6	4.4	4.5	6	WMAL N/T	690 5kw	10	20	22	19	17	5	73	CAP CITIES/ABC	KATZ	4.0
2.9	4.3	4.3	3.1	4.4	7	WWDC-FM AOR	101.1 22.5kw	4	5	3	4	7	15	59	CAPITOL	CHR	3.9
5.1	3.6	4.0	3.8	4.2	8	WAVA CHR	105.1 50kw	2	2	6	9	14	18	54	EMMIS	HNWH	5.2
3.2	3.3	3.0	4.8	4.2	8	WRQX AC	107.3 36kw	7	3	4	7	8	17	58	CAP CITIES/ABC	KATZ	3.1
3.3	3.5	3.0	4.1	4.0	10	WLTT AC	94.7 22.5kw	11	14	9	6	3	6	66	CBS	CBS	3.0
3.3	2.5	4.0	3.5	4.0	11	WMMJ AC	102.3 2.9kw	18	16	12	8	4	4	114	ALMIC BR.	K/P	3.3
3.3	3.1	2.7	3.0	3.4	12	WGMS-FM Clas	103.5 46kw	16	24	15	17	15	8	80	CLAS. ACQ. PAR.	DUR	2.0
3.8	3.7	3.5	6.5	3.3	13	WTOP News	1500 50kw	3	21	18	18	18	9	45	CHASE	CBS	4.0
3.9	4.3	3.7	2.9	3.0	14	WCXR CR	105.9 28kw	12	7	7	10	10	16	52	GROUP W	G/W	3.3
2.8	2.4	2.8	2.6	3.0	14	WXTR Gold	104.1 50kw	14	6	16	12	9	7	55	RADIO VENTURES	MCG	2.4
3.9	3.6	3.3	3.2	2.9	16	WHUR UC	96.3 24kw	13	12	13	13	12	11	49	HOWARD UNIV.	DUR	4.0
2.9	2.6	2.3	2.1	2.6	17	WHFS AOR	99.1 50kw	15	18	5	11	16	22	58	DUCHOSSOIS	BAN	2.5
2.0	1.3	2.1	1.5	2.6	17	WOL UC	1450 1kw	21	15	20	15	13	10	117	ALMIC BR.	K/P	1.3
2.2	2.1	2.1	2.4	2.5	19	WWRC Talk	980 5kw	19	28	21	22	20	14	86	GREATER MEDIA	MMR	2.0
1.9	2.0	2.0	1.5	1.8	20	WJFK CR	106.7 22.5kw	17	10	11	16	19	23	45	INFINITY	TOR	2.5
1.1	1.0	1.6	1.9	1.1	21	WJZE Jazz	100.3 40kw	20	31	17	20	21	19	45	UNITED	MCG	2.0
0.9	1.8	1.0	1.0	1.0	22	WIYY AOR	97.9 13.5kw	22	9	14	21	22	34	53	HEARST	HNWH	1.6

Continued on Page 218

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO	1 KHQT	1 KSJO	1 KHQT	1 KGO	1 KARA	AC 12.3
2 KOME	2 KEZR	2 KGO	2 KEZR	2 KSJO	2 KBAY	AOR 11.0
3 KUFX	3 KOME	3 KOME	3 KARA	3 KNBR	3 KGO	BBnd 1.7
4 KHQT	4 KARA	4 KUFX	4 KGO	4 KOME	4 KEZR	B/EZ 6.2
5 KBRG	5 KSJO	5 KNBR	5 KBAY	5 KBAY	5 KHQT	CHR 9.1
6 KGO	6 KRTY	6 KHQT	6 KRTY	6 KCBS	6 KRTY	Clas 4.2
7 KITS	7 KUFX	7 KCBS	7 KOME	7 KUFX	7 KIOI	Ctry 7.0
8 KNBR	8 KIOI	8 KBAY	8 KIOI	8 KARA	8 KOIT-FM	Gold/CR 10.9
9 KMEL	9 KITS	9 KBRG	9 KSJO	9 KRTY	9 KSAN	NAC 1.5
10 KEZR	10 KBRG	10 KARA	10 KUFX	10 KEZR	10 KKSF	N/T 15.4
						Span 4.6
						UC 1.5

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WWDC-FM	1 WPGC-FM	1 WWDC-FM	1 WPGC-FM	1 WWDC-FM	1 WMMJ	AC 16.8
2 WHFS	2 WKYS	2 WPGC-FM	2 WASH	2 WMZQ-FM	2 WASH	AOR 8.0
3 WPGC-FM	3 WRQX	3 WHFS	3 WMMJ	3 WASH	3 WMZQ-FM	B/EZ 5.6
4 WKYS	4 WASH	4 WCXR	4 WKYS	4 WCXR	4 WLTT	CHR 11.8
5 WCXR	5 WLTT	5 WMZQ-FM	5 WLTT	5 WKYS	5 WKYS	Clas 3.4
6 WRQX	6 WAVA	6 WKYS	6 WMZQ-FM	6 WLTT	6 WPGC-FM	Ctry 5.9
7 WAVA	7 WMMJ	7 WRQX	7 WRQX	7 WPGC-FM	7 WRQX	Gold/CR 7.8
8 WJFK	8 WMZQ-FM	8 WASH	8 WAVA	8 WHFS	8 WXTR	Jazz 1.1
9 WHUR	9 WWDC-FM	9 WAVA	9 WHUR	9 WOL	9 WAVA	N/T 10.3
10 WIYY	10 WHFS	10 WLTT	10 WXTR	10 WMMJ	10 WHUR	UC 10.4

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# AKRON

POPULATION: 542,700

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
7.5	6.7	4.0	8.0	1	<b>WKDD</b> CHR	96.5 50kw	1	2	1	1	1	7	72	BARNSTABLE	KATZ	6.6
6.4	6.8	7.4	7.5	2	<b>WNIR</b> Talk	100.1 3kw	6	16	9	10	6	3	102	MEDIA-COM, INC.	K/P	7.5
5.4	5.5	6.9	6.9	3	<b>WDOK</b> AC	102.1 12kw	7	14	8	5	1	1	96	INDEPENDENT GR.	MMRE	3.1
3.7	5.1	4.1	6.4	4	<b>WPHR</b> CHR	107.9 70kw	2	1	5	8	12	13	68	ARDMAN	TOR	7.9
4.9	5.3	4.5	6.0	5	<b>WGAR</b> Ctry	99.5 50kw	9	18	3	3	4	5	89	NATIONWIDE	HNWH	4.4
5.5	5.3	4.6	5.5	6	<b>WMJI</b> Gold	105.7 27kw	5	15	12	4	3	2	75	LEGACY	EAST	3.5
6.2	7.7	6.3	5.2	7	<b>WONE-FM</b> AOR	97.5 12kw	3	3	2	2	7	10	61	MEDIACOMM	MCG	9.3
4.2	5.2	7.4	4.8	8	<b>WAKR</b> AC	1590 5kw	4	11	20	16	14	4	63	MEDIACOMM	MCG	5.0
5.1	3.1	4.1	4.4	9	<b>WLTF</b> AC	106.5 11kw	10	6	7	6	5	6	70	BOOTH BR.	CHR	3.1
5.3	4.5	5.7	4.2	10	<b>WMMS</b> AOR	100.7 34kw	8	7	4	7	8	11	60	MALRITE	KATZ	5.7

# ALBANY-SCHENECTADY-TROY

POPULATION: 725,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.6	7.4	10.2	8.6	10.1	1	<b>WFLY</b> CHR	92.3 17kw	1	1	1	1	4	7	72	ALBANY BR.	TOR	13.0
8.9	10.0	9.6	8.5	8.8	2	<b>WGNA-FM</b> Ctry	107.7 12kw	3	10	5	4	2	1	82	BARNSTABLE	KATZ	8.6
9.7	8.4	7.4	8.9	8.3	3	<b>WGY</b> AC	810 50kw	2	7	9	7	7	2	74	EMPIRE RADIO	EAST	7.2
8.5	7.9	7.5	7.6	8.0	4	<b>WKLI</b> AC	100.9 6kw	7	5	2	2	1	5	83	BENDAT COMM.	DUR	5.7
9.4	7.9	10.9	9.1	7.0	5	<b>WROW-FM</b> AC	95.5 12kw	8	19	10	9	8	3	84	RADIO TERRACE	CHR	7.1
4.1	4.4	3.3	5.9	6.9	6	<b>WQBK-FM</b> CR	103.9 3kw	6	3	3	3	3	6	69	WQBK, INC.	BAN	9.9
5.2	4.8	5.9	5.5	6.2	7	<b>WGY-FM</b> Gold	99.5 14.5kw	5	6	6	6	5	4	62	EMPIRE RADIO	EAST	4.1
8.9	10.2	9.4	6.7	4.9	8	<b>WPYX</b> AOR	106.5 15.5kw	4	4	4	5	6	10	47	MERV GRIFFIN	MCG	7.3
4.0	3.8	3.6	3.9	3.0	9	<b>WQBK</b> Talk	1300 5kw	10	16	26	22	16	11	72	WQBK, INC.	BAN	3.0
2.7	1.7	1.4	1.3	2.8	10	<b>WROW</b> AC	590 5-1kw	13	18	16	17	17	3	76	RADIO TERRACE	CHR	1.2

# ALBUQUERQUE

POPULATION: 467,500

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
12.4	16.7	18.3	13.0	1	<b>KRZY/KRST</b> Ctry	1450/92.3 1kw/22kw	1	5	1	1	1	1	98	COMMONWEALTH	KATZ	14.5
10.7	8.9	9.3	9.4	2	<b>KKOB</b> AC	770 50kw	2	8	11	6	3	2	83	FAIRMONT	MCG	7.0
10.1	7.7	7.0	7.4	3	<b>KKSS</b> CHR	97.3 100kw	4	1	6	7	12	12	72	SUNGROUP	DUR	10.7
9.8	10.5	10.1	7.0	4	<b>KKOB-FM</b> AC	93.3 21.5kw	3	6	3	2	2	6	67	FAIRMONT	MCG	8.6
3.6	3.7	5.7	6.7	5	<b>KLSK</b> CR	104.1 100kw	5	7	4	3	4	7	68	PROGRESSIVE BR.	BAN	8.9
7.0	7.9	4.7	5.5	6	<b>KZKL-A/F</b> Gold	1580/101.7 10kw/3kw	7	4	9	5	5	3	79	AM-FM COMM.	CHR	4.4
6.3	6.3	6.5	5.1	7	<b>KZSS/KZRR</b> AOR	610/94.1 5kw/22.5kw	6	20	2	4	6	12	65	ANCHOR MEDIA	EAST	6.8
1.2	2.4	2.5	4.3	8	<b>KRBL</b> AOR	98.5 94kw	10	2	5	8	15	22	78	DEVINE	TOR	6.2
4.9	3.9	4.4	4.0	9	<b>KKJY</b> B/EZ	100.3 22.5kw	9	17	15	15	8	4	74	MBC	TOR	4.2
2.4	2.7	4.0	3.9	10	<b>KHFM</b> Clas	96.3 20kw	12	9	14	12	10	8	89	N.M. CLASSICAL	CMBS	2.2

# ALLENTOWN-BETHLEHEM

POPULATION: 584,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
14.9	12.1	17.4	15.3	14.0	1	<b>WFMZ</b> B/EZ	100.7 17kw	3	6	9	5	3	1	121	MARANATHA	TOR	9.6
11.8	12.7	13.9	13.6	10.8	2	<b>WLEV</b> AC	96.1 50kw	1	7	2	1	1	2	85	TMZ	MCG	12.6
12.4	12.5	10.9	9.1	9.9	3	<b>WZZO</b> AOR	95.1 30kw	2	3	1	2	2	4	80	HOLT CORP.	DUR	14.9
10.4	7.3	6.7	6.9	6.9	4	<b>WAEB-FM</b> CHR	104.1 50kw	4	2	3	3	4	7	61	CRB	KATZ	9.3
7.2	6.5	6.4	5.9	6.6	5	<b>WHXT</b> CHR	99.9 50kw	5	1	4	4	6	11	65	ROTH	CHR	8.2
3.4	4.7	4.3	7.2	5.3	6	<b>WAEB</b> AC	790 1kw	6	12	10	7	5	3	86	CRB	KATZ	4.3
4.4	7.2	3.6	3.2	3.3	7	<b>WXKW</b> Ctry	1470 5kw	9	20	12	11	10	6	80	HGF	EAST	3.7
2.2	2.5	1.8	1.5	3.3	7	<b>WXTU</b> Ctry	92.5 15.5kw	11	31	8	9	8	5	88	BEASLEY	BAN	2.2
4.0	5.1	3.4	4.1	3.0	9	<b>WEST</b> BBnd	1400 1kw	14	19	28	24	20	9	75	TMZ	MCG	1.5
3.0	2.0	3.2	2.7	3.0	9	<b>WYSP</b> CR	94.1 16kw	7	8	5	6	7	12	55	INFINITY	TOR	2.5

# AUSTIN

POPULATION: 636,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
14.5	19.8	15.8	12.2	13.4	1	<b>KASE</b> Ctry	100.7 100kw	1	3	1	1	1	1	108	KVET BR.	KATZ	14.4
9.4	8.6	9.0	7.0	8.1	2	<b>KLBJ-FM</b> AOR	93.7 97kw	2	4	2	2	2	6	70	LBJ CO.	EAST	9.0
8.6	7.6	7.9	7.6	7.3	3	<b>KHFI</b> CHR	96.7 100kw	4	2	4	4	9	14	66	JOYNER	BAN	6.6
7.6	6.4	8.3	8.5	7.3	3	<b>KKMJ-FM</b> AC	95.5 100kw	5	5	8	5	3	2	68	SUNBELT GROUP	MMR	6.4
5.0	5.7	5.5	5.1	7.0	5	<b>KPEZ</b> AOR	102.3 20kw	6	9	3	3	4	7	72	CLEAR CHANNEL	CHR	5.5
5.0	4.3	3.8	6.5	6.0	6	<b>KLBJ</b> N/T	590 5-1kw	7	11	9	8	8	3	67	LBJ CO.	EAST	3.7
7.4	8.6	7.0	7.1	5.4	7	<b>KBTS</b> CHR	93.3 93kw	3	1	5	7	11	15	49	GENESIS	CHR	8.6
2.2	2.1	3.3	4.8	4.7	8	<b>KGSR</b> NR	107.1 46kw	10	7	6	6	5	9	76	BEASLEY	MCG	3.9
0.0	0.0	3.8	3.7	4.4	9	<b>KVET-FM</b> Ctry	98.1 100kw	9	8	10	11	7	5	69	SPUR PARTNERS	---	6.6
2.8	2.2	1.6	2.0	4.1	10	<b>KLTD</b> Gold	98.9 18.5kw	11	6	11	9	6	4	75	SHAMROCK COM.	TOR	3.4

# BAKERSFIELD

POPULATION: 366,900

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
12.9	14.4	16.3	12.4	1	<b>KUZZ</b> Ctry	107.9 5.8kw	1	2	3	1	1	1	85	BUCK OWENS	KATZ	16.9
13.6	13.8	13.9	11.5	2	<b>KKXX</b> CHR	105.3 35kw	2	1	1	2	3	6	83	GRAPEVINE	BAN	17.0
4.2	5.7	7.3	6.8	3	<b>KERN</b> N/T	1410 1kw	3	19	7	5	2	2	75	AMERICAN GEN.	---	4.6
8.0	6.4	6.0	6.1	4	<b>KGFM</b> B/EZ	101.5 4.8kw	5	9	15	9	6	3	90	KERN	MCG	4.3
5.1	3.4	4.3	5.6	5	<b>KKBB</b> CR	97.7 3kw	6	7	2	3	9	11	87	KOHL COMM.	EAST	7.2
5.1	5.6	6.3	5.1	6	<b>KWAC</b> Span	1490 1kw	8	13	9	8	8	7	111	KMAP INC.	LOTU	3.3
3.4	5.2	3.3	4.9	7	<b>KERN-FM</b> Gold	94.1 4.5kw	4	3	5	4	4	5	67	AMERICAN GEN.	CHR	4.0
6.7	5.9	4.7	4.6	8	<b>KAFY</b> Span	970 1kw	11	5	4	6	7	9	107	MCGAVREN-BARRO	CAB	3.4
1.6	3.0	5.2	3.6	9	<b>KLLY</b> AC	95.3 4kw	7	14	10	7	5	4	58	BUCKLEY	HNWH	3.3
6.7	4.6	3.5	3.1	10	<b>KCWR</b> Ctry	550 5kw	10	18	22	17	15	12	70	BUCK OWENS	KATZ	5.3

# BATON ROUGE

POPULATION: 431,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
11.1	13.0	17.4	13.0	15.2	1	WYNK-FM Ctry	101.5 100kw	1	6	2	2	1	1	91	NARRAGANSETT	KATZ	17.9
12.4	10.1	14.1	12.1	14.1	2	KQXL UC	106.5 50kw	3	2	1	1	2	2	118	CITY WIDE	BAN	19.3
11.3	11.1	8.1	12.1	10.4	3	WFMF CHR	102.5 100kw	2	1	3	3	5	7	71	GUARANTY	HNWH	10.4
9.9	9.2	8.4	9.7	7.4	4	WXOK UC	1460 5kw	5	3	5	6	4	6	78	WINNFIELD LIFE	BAN	6.7
5.3	5.5	4.8	5.3	7.0	5	WGGZ Gold	98.1 100kw	6	4	7	4	3	3	79	WGGZ, INC.	KATZ	5.8
6.0	5.8	4.0	3.9	5.8	6	WTGE AOR	100.7 100kw	4	5	4	5	6	10	56	VETTER	EAST	5.5
3.5	3.7	5.5	5.1	5.2	7	WJBO N/T	1150 5kw	8	11	11	9	8	4	69	BATON ROUGE	HNWH	3.3
4.8	4.8	5.0	4.1	5.1	8	WKJN-FM Ctry	103.3 100kw	7	12	8	7	7	5	61	SOUTHERN COM.	CHR	5.5
2.9	3.0	3.4	3.7	3.4	9	WCKW CR	92.3 100kw	9	8	6	8	9	12	49	222 CORP.	BAN	4.7
1.2	2.0	1.8	1.7	3.1	10	KDEA AC	99.1 100kw	11	13	9	10	10	13	78	SIGNAL	KATZ	.9

# BIRMINGHAM

POPULATION: 775,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
15.7	16.1	17.0	16.9	18.2	1	WZZK-A/F Ctry	610/104.7 5-1kw/99kw	1	6	2	1	1	1	113	NEWCITY	KATZ	17.1
12.0	11.9	10.6	11.7	9.7	2	WENN UC	107.7 100kw	5	3	3	4	4	5	110	BOOKER T.	HNWH	13.6
7.9	7.6	9.4	7.4	8.9	3	WZRR CR	99.5 100kw	4	4	1	2	3	7	101	DICK	EAST	11.3
7.9	9.2	9.6	8.6	8.8	4	WMJJ AC	96.5 100kw	2	8	4	3	2	2	79	CAPITOL BR.	BAN	7.7
8.2	10.0	7.7	8.1	5.8	5	WAPI-FM CHR	94.5 98kw	3	2	5	5	5	11	62	DITTMAN GROUP	CHR	7.0
6.1	6.0	5.4	8.9	5.8	5	WERC N/T	960 5kw	7	24	11	7	6	3	74	AMERON	BAN	6.9
5.1	5.7	4.9	5.1	5.7	7	WKXX CHR	106.9 99kw	6	1	6	6	8	14	66	AMERON	MCG	8.2
5.9	4.8	4.9	4.7	5.0	8	WATV UC	900 1kw	9	10	7	8	7	4	96	BIRMINGHAM	BAN	2.7
4.8	3.4	4.8	3.4	3.9	9	WAPI BBnd	1070 50kw	8	21	14	15	11	6	71	DITTMAN GROUP	CHR	3.2
2.6	2.7	3.2	2.2	3.3	10	WJLD UC	1400 1kw	11	7	8	9	9	8	75	RICHARDSON	K/P	2.2

# BRIDGEPORT

POPULATION: 370,800

SPRING '90	FALL '90	SPRING '91	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
13.5	15.4	15.6	1	<b>WEZN</b> AC	99.9 27.5kw	1	9	4	1	1	1	97	NEWCITY	KATZ
15.1	13.4	12.9	2	<b>WICC</b> AC	600 1-.5kw	2	28	8	5	3	2	87	WIN	BAN
9.8	9.6	10.0	3	<b>WKCI</b> CHR	101.3 50kw	3	1	1	2	4	5	82	NOBLE	MCG
8.5	8.0	8.8	4	<b>WEBE</b> AC	107.9 50kw	4	8	2	3	2	3	92	WIN	BAN
6.0	6.1	6.0	5	<b>WPLR</b> AOR	99.1 14.1kw	5	4	3	4	5	6	74	SOUTHERN STARR	EAST
4.0	3.7	4.0	6	<b>WFAN</b> Sports	660 50kw	6	10	10	6	6	4	57	EMMIS	HNWH
2.4	2.7	3.2	7	<b>WCBS</b> News	880 50kw	7	34	22	12	10	7	52	CBS	CBS
2.0	3.4	2.9	8	<b>WEFX</b> CR	95.9 3kw	8	2	5	7	7	12	63	CRB BROAD.	CHR
2.7	2.1	2.2	9	<b>WRKS</b> UC	98.7 7.8kw	11	6	6	8	9	16	74	SUMMIT	DUR
1.0	1.6	2.1	10	<b>WABC</b> Talk	770 50kw	12	26	26	24	24	15	80	CAP CITIES/ABC	BAN
1.6	2.8	2.1	10	<b>WQHT</b> CHR	97.1 6.7kw	10	3	7	9	18	25	53	EMMIS	HNWH

# CHARLESTON, SC

POPULATION: 420,800

SPRING '90	FALL '90	WINTER '91	SPRING '91	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	12.5	12.7	13.1	1	<b>WEZL</b> Ctry	103.5 100kw	1	6	4	1	1	1	101	APOLLO RADIO	EAST	14.9
8.3	7.1	7.7	8.8	2	<b>WSSX</b> CHR	95.1 100kw	2	1	2	2	3	7	70	FAIRCOM	KATZ	10.8
3.3	4.9	6.9	6.7	3	<b>WDXZ</b> UC	104.5 50kw	7	3	1	3	9	18	98	CARAVELLE	EAST	11.2
5.9	8.0	6.6	5.7	4	<b>WAVF</b> AOR	96.1 100kw	5	8	3	4	6	9	71	PRITCHARD & CO.	CHR	8.2
2.8	4.2	5.3	5.6	5	<b>WSUY</b> AC	100.7 3kw	6	12	9	7	5	3	81	SOUTHERN COMM.	KATZ	4.6
7.0	3.8	5.5	5.3	6	<b>WWWZ</b> UC	93.5 1.5kw	4	2	6	8	10	10	66	JAG COMM.	HNWH	5.3
4.0	4.2	4.1	5.2	7	<b>WXLY</b> Gold	102.5 100kw	11	11	10	6	2	2	85	BAHAKEL	EAST	3.2
2.5	6.9	6.1	5.0	8	<b>WTMA</b> N/T	1250 5-1kw	10	13	11	11	7	4	81	JETT COMM.	KATZ	4.2
4.4	5.9	4.4	5.0	8	<b>WXTC</b> AC	96.9 100kw	3	7	5	5	4	6	61	EBE	MCG	3.9
5.5	4.4	3.2	4.2	10	<b>WUJM-A/F</b> UC	1450/94.3 1kw/6kw	8	4	7	9	8	13	63	JONES-EASTERN	CHR	3.7

# CHATTANOOGA

POPULATION: 364,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
17.7	14.6	19.7	19.8	20.4	1	WUSY Ctry	100.7 100kw	1	4	1	1	1	1	113	COLONIAL	KATZ	19.2
10.2	11.1	9.3	11.0	10.7	2	WDEF-FM AC	92.3 100kw	3	6	13	6	5	2	93	PARK	MMR	7.1
8.0	7.1	9.3	9.2	9.7	3	WJTT UC	94.3 3kw	6	1	2	3	3	4	122	JETTCOM	HNWH	15.3
7.2	9.5	7.3	6.5	8.7	4	WLMX-A/F AC	98.0/105.5 .5kw/3kw	4	12	4	2	2	3	87	CHATTANOOGA	EAST	7.7
13.7	11.6	10.3	9.6	7.5	5	WSKZ CHR	106.5 100kw	2	3	3	4	4	8	63	BLOOMINGTON	CHR	9.5
3.3	4.5	5.2	2.6	4.2	6	WNOO UC	1260 5kw	10	19	11	9	9	6	123	SOUTHERN STARR	EAST	2.5
2.8	5.0	4.7	3.0	3.7	7	WFXS AOR	102.3 3kw	7	7	5	5	6	11	69	TENN. COMM.	EAST	6.4
0.0	0.0	0.0	0.8	3.5	8	WKXJ AC	97.3 16kw	14	2	7	12	13	14	124	MARSON BR.	ROS	.32
6.7	5.3	6.5	6.7	3.3	9	WDOD-FM Ctry	96.5 100kw	5	9	10	8	8	7	39	BAHAKEL	BAN	6.0
2.8	3.1	2.9	3.3	3.3	9	WSGC Gold	101.9 3kw	8	14	9	7	7	5	68	BATTLEFIELD	---	3.1

# COLUMBIA, SC

POPULATION: 384,700

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
15.4	14.8	17.1	17.5	1	WCOS-FM Ctry	97.5 100kw	1	3	3	2	1	1	113	MEDIACOMM	MCG	13.9
17.7	16.5	17.7	14.9	2	WWDM UC	101.3 100kw	3	2	1	1	2	3	126	GAMECOOK CITY	HNWH	21.3
9.5	11.5	8.4	10.8	3	WNOK CHR	104.7 100kw	2	1	2	3	5	6	85	VOYAGER	KATZ	10.1
6.2	5.8	7.3	7.9	4	WVOC N/T	560 5kw	4	9	6	7	6	4	92	RIDGELY COMM.	BAN	6.7
7.2	6.1	6.0	6.4	5	WMFX AOR	102.3 3kw	6	6	4	4	3	10	77	WMFX-FM ASSOC.	DUR	10.5
4.3	3.1	4.9	6.1	6	WOMG-FM Gold	103.1 3kw	7	17	9	5	4	2	80	PRICE	SRG	3.6
6.2	6.0	6.7	6.1	6	WTCB AC	106.7 100kw	5	7	5	6	7	5	72	BLOOMINGTON	CHR	4.7
4.4	6.4	3.9	4.1	8	WAAS AC	93.5 1.65kw	8	10	7	8	8	7	63	NICHOLS BANK	BAN	3.7
2.8	2.8	2.1	2.6	9	WOIC UC	1230 1kw	12	5	14	12	11	9	97	VOYAGER	KATZ	1.4
4.1	2.7	2.4	2.6	9	WSCQ AC	100.1 5.9kw	10	16	11	10	9	8	57	WSCQ, INC.	EAST	1.9
5.7	3.0	3.1	2.6	9	WYYS CHR	96.7 3kw	9	13	8	9	10	11	43	UNIVERSAL COMM.	---	3.3



# EL PASO

POPULATION: 465,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ADP	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
11.9	14.3	13.7	15.0	16.8	1	<b>KHEY-FM</b> Ctry	96.3 88kw	2	5	1	1	1	1	113	US RADIO LTD.	KATZ	17.6
14.6	13.7	11.5	10.5	12.4	2	<b>KPRR</b> CHR	102.1 100kw	1	1	3	2	4	7	81	TRANSCONTINENT	DUR	13.3
5.1	9.0	7.6	10.5	9.8	3	<b>KAMZ</b> AC	93.1 30kw	3	2	4	5	2	4	90	PINNACLE	EAST	13.0
9.3	11.2	10.2	11.3	7.5	4	<b>KLAQ</b> AOR	95.5 100kw	4	3	2	4	6	12	79	D&F	HNWH	12.1
11.7	7.4	9.1	6.1	6.6	5	<b>KAMA-A/F</b> Span	750/94.7 10-1kw/61kw	6	9	8	7	3	2	74	PINNACLE	EAST	5.8
6.3	5.7	4.3	5.0	5.2	6	<b>KOFX</b> Gold	92.3 100kw	7	7	5	6	5	6	72	ELP	MCG	4.8
5.3	5.6	5.8	5.5	5.1	7	<b>KTSM-FM</b> B/EZ	99.9 100kw	8	15	10	10	8	3	79	TRI-STATE	HNWH	3.4
6.4	6.3	7.2	6.2	4.9	8	<b>KBNA-A/F</b> Span	920/97.5 1.5kw/100kw	9	8	7	3	7	5	55	TICHENOR	KT-H	3.2
5.5	4.3	4.4	3.5	4.6	9	<b>KEZB-FM</b> AC	93.9 96kw	5	4	6	8	8	9	52	KEZB, INC.	SRG	4.0
2.8	1.8	4.0	2.5	3.5	10	<b>KROD</b> Gold	600 5kw	10	12	9	9	10	9	60	D&F	HNWH	2.2

# FRESNO

POPULATION: 520,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ADP	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	9.5	12.7	15.0	11.5	1	<b>KMJ</b> N/T	580 5kw	1	14	11	2	2	1	96	HENRY	KATZ	7.4
6.7	8.4	10.9	8.5	9.8	2	<b>KNAX</b> Ctry	97.9 48kw	2	8	1	1	1	2	97	FIRST SIERRA	HNWH	13.9
5.8	4.1	5.8	6.8	6.6	3	<b>KJOI</b> B/EZ	98.9 19kw	4	10	6	3	4	3	89	RADIO DINUBA	MMR	4.8
10.2	9.9	9.6	5.5	4.8	4	<b>KBOS</b> CHR	94.9 16.5kw	3	2	5	7	10	13	60	JAYVEECO	CBS	7.5
2.6	3.7	3.8	3.8	4.8	4	<b>KFRE</b> Ctry	940 50kw	12	24	14	12	8	6	100	EBE	HNWH	3.1
7.2	3.6	3.9	5.2	4.5	6	<b>KFSO</b> Gold	92.9 18.5kw	6	6	9	5	3	4	66	AMERICAN	CBS	4.7
1.0	1.2	2.5	4.4	4.2	7	<b>KOPW</b> CHR	101.9 50kw	7	1	8	14	18	24	65	KENNETH WOLT	MCG	8.4
2.8	5.2	2.9	3.2	4.1	8	<b>KJFX</b> CR	95.7 50kw	9	9	2	4	5	12	72	BROWN	BAN	6.1
3.9	3.1	3.6	3.5	3.8	9	<b>KRZR</b> AOR	103.7 50kw	8	3	4	8	11	19	67	OLYMPIA	CHR	3.8
5.1	4.0	3.8	2.4	3.7	10	<b>KKDJ</b> AOR	105.9 2.4kw	10	23	3	6	6	11	66	PACIFIC QUAD	DUR	4.5

# GRAND RAPIDS

POPULATION: 547,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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				
11.5	11.2	9.1	9.7	9.6	1	<b>WGRD</b> CHR	97.9 13kw	1	1	2	1	5	7	66	REGIONAL GR./MI	DUR	11.1
6.8	6.4	6.3	8.1	8.8	2	<b>WCUZ-FM</b> Ctry	101.3 50kw	3	7	6	5	2	1	80	FEDERATED MEDIA	CHR	6.9
10.0	8.7	9.1	9.1	8.0	3	<b>WOOD-FM</b> B/EZ	105.7 265kw	2	12	12	8	7	3	70	UNITED ARTISTS	KATZ	7.6
6.5	6.5	9.5	4.5	7.3	4	<b>WODJ</b> Gold	107.3 50kw	4	5	7	3	1	2	72	GOODRICH	BAN	5.3
5.1	3.3	5.3	5.3	7.2	5	<b>WOOD</b> AC	1300 5kw	7	9	14	13	9	4	82	UNITED ARTISTS	KATZ	5.9
5.9	9.4	8.2	9.2	6.8	6	<b>WKLQ</b> AOR	94.5 50kw	5	4	1	2	4	9	67	BLOOMINGTON	EAST	14.2
6.3	8.0	6.8	8.3	6.4	7	<b>WLHT</b> AC	95.7 40kw	6	3	4	4	3	5	67	LIGGETT	EAST	6.5
2.7	3.8	4.4	5.2	4.6	8	<b>WMUS-FM</b> Ctry	106.9 50kw	9	8	8	7	6	6	70	GR. MUSKEGON	HNWH	4.9
2.6	5.0	2.4	3.6	3.9	9	<b>WJFM</b> CR	93.7 320kw	8	10	3	6	8	15	53	CARL LEE	TOR	3.4
2.9	1.5	2.0	1.8	3.1	10	<b>WCUZ</b> Ctry	1230 1kw	12	24	15	15	14	8	64	FEDERATED MEDIA	CHR	1.5

# GREENVILLE-NEW BERN-JACKSONVILLE, NC

POPULATION: 420,000

SPRING '90	FALL '90	WINTER '91	SPRING '91	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			
17.2	16.7	17.5	18.7	1	<b>WRNS-FM</b> Ctry	95.1 100kw	1	6	2	2	1	1	113	PINNACLE	MCG
18.7	18.6	16.8	18.5	2	<b>WIKS</b> UC	101.9 100kw	2	1	1	1	2	1	121	TAYLOR	HNWH
8.5	7.1	7.2	8.0	3	<b>WDLX</b> AC	93.3 100kw	3	5	3	3	3	4	76	TAR HILL	BAN
4.9	6.8	5.3	5.8	4	<b>WNCT-FM</b> B/EZ	107.9 100kw	5	16	11	9	6	3	95	ROY H. PARK	MMR
4.8	4.2	6.8	4.2	5	<b>WZYC</b> AOR	103.3 100kw	4	4	4	4	5	10	61	BD COMM.	CHR
4.9	6.5	5.0	3.9	6	<b>WKOQ</b> Gold	98.7 100kw	8	15	8	5	4	5	86	WINFAS, INC.	EAST
0.8	3.2	2.6	3.2	7	<b>WRHT</b> CHR	96.3 50kw	7	2	6	6	12	14	68	EAST. CAROLINA	---
0.0	1.0	3.2	2.5	8	<b>WODW</b> UC	97.7 3kw	11	9	10	10	7	6	76	PIEDMONT BR.	REP
3.1	2.6	1.6	2.3	9	<b>WXQR</b> AOR	105.5 3kw	12	7	7	7	8	16	89	MARINE	TNS
0.0	1.0	1.3	2.2	10	<b>WGTM</b> Rel	590 5kw	13	20	20	20	14	8	104	WILLIS	SSS
3.5	2.0	1.4	2.2	10	<b>WRDU</b> AOR	106.1 100kw	10	21	5	8	9	15	65	VOYAGER	MMR
1.1	1.4	1.7	2.2	10	<b>WVVY</b> CHR	99.5 16.5kw	6	3	9	12	13	22	40	W&B MEDIA	---

# GREENVILLE-SPARTANBURG

POPULATION: 646,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
12.7	11.9	11.7	13.0	15.4	1	<b>WESC-FM</b> Ctry	92.5 100kw	1	5	4	3	2	1	105	BR. COM./CAROL	BAN	11.1
12.9	11.1	10.9	12.4	12.8	2	<b>WMYI</b> AC	102.5 20kw	2	6	1	1	1	2	90	AMCOM GENERAL	EAST	10.7
11.0	10.5	11.1	11.1	11.5	3	<b>WSSL-A/F</b> Ctry	100.5 100kw	3	3	2	2	3	3	90	STERLING	MCG	14.1
6.0	5.2	6.3	6.1	6.7	4	<b>WROQ</b> AOR	101.1 100kw	4	4	3	4	5	6	86	CAROLINA BR.	BAN	11.2
8.3	5.8	5.5	6.4	6.5	5	<b>WSPA-FM</b> B/EZ	98.9 100kw	6	13	8	8	6	5	84	SPARTAN	MCG	3.9
5.0	6.6	7.8	5.6	6.0	6	<b>WFBC-FM</b> Gold	93.7 100kw	5	11	7	5	4	4	77	MULTIMEDIA	KATZ	4.0
5.6	8.1	5.7	6.6	6.0	6	<b>WLWZ</b> UC	103.9 3kw	7	1	5	6	7	7	105	VOYAGER	HNWH	9.1
1.4	1.4	1.7	2.3	4.1	8	<b>WBBO</b> CHR	93.3 92.5kw	8	2	6	7	8	12	78	RUTHERFORD	---	5.3
3.1	3.1	3.9	2.1	2.2	9	<b>WCKZ</b> CHR	101.9 99kw	10	7	9	11	9	9	69	CAROLINA BR.	HNWH	3.3
9.4	8.2	8.1	4.4	1.8	10	<b>WWMM</b> AC	107.3 100kw	9	8	11	9	11	16	40	DEGREE	CHR	2.4

# HARRISBURG-LEBANON-CARLISLE

POPULATION: 502,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
17.7	14.2	13.3	15.4	13.3	1	<b>WNNK-A/F</b> CHR	1400/104.1 1kw/22.5kw	1	1	2	2	2	3	86	KEYMARKET	CHR	16.7
8.2	7.6	7.8	7.6	12.4	2	<b>WTPA</b> AOR	93.5 1.75kw	2	4	1	1	1	9	120	QUAKER STATE	BAN	15.2
7.1	7.8	6.7	6.2	9.5	3	<b>WRKZ</b> Ctry	106.7 14kw	3	8	4	4	4	1	104	TELE MEDIA	TOR	7.1
6.3	7.6	7.3	7.1	7.2	4	<b>WWKL</b> Gold	94.9 25kw	4	5	6	3	3	2	92	BARNSTABLE	KATZ	8.3
6.6	6.0	5.9	6.9	5.3	5	<b>WHP</b> Talk	580 5kw	6	21	13	9	8	5	85	WHP INC.	MMB	5.3
3.0	2.4	4.8	2.5	5.0	6	<b>WHYL-FM</b> Ctry	102.3 3kw	10	11	8	7	6	4	122	ZEVE	---	2.4
3.0	5.8	5.0	5.1	5.0	6	<b>WIMX</b> AC	99.3 3kw	7	22	3	5	5	7	86	HUDSON GROUP	MCG	5.3
4.1	8.0	4.8	6.0	4.5	8	<b>WQXA</b> CHR	105.7 25kw	5	2	5	6	7	13	64	HGF MEDIA	DUR	8.3
3.7	3.5	3.8	3.3	3.8	9	<b>WHYL</b> Nost	960 5kw	11	12	24	19	16	6	91	ZEVE	---	3.4
2.9	2.5	2.7	2.3	3.2	10	<b>WHP-FM</b> B/EZ	97.3 17kw	8	24	12	11	9	10	68	WHP INC.	MMB	2.2

# HONOLULU

POPULATION: 705,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
9.3	8.2	9.9	9.3	12.7	1	KIKI-FM CHR	93.9 100kw	1	1	1	1	5	10	88	HENRY HAWAII	CHR	14.8
2.2	6.4	6.7	9.2	10.9	2	KCCN-FM Misc	100.3 100kw	4	2	2	2	2	4	93	KCCN RADIO	K/P	12.3
10.1	9.4	10.3	11.5	10.5	3	KSSK AC	590 7.5kw	5	7	7	4	3	1	91	BEDFORD BR.	EAST	8.4
7.5	6.9	10.6	9.2	9.7	4	KSSK-FM AC	92.3 100kw	2	4	3	3	1	3	74	BEDFORD BR.	EAST	9.0
11.1	10.6	9.4	8.3	8.8	5	KUMU-A/F B/EZ	1500/94.7 10kw/100kw	7	25	9	8	4	2	98	JOHN HUTTON	BAN	5.1
12.4	12.3	9.3	8.7	6.6	6	KQMQ-A/F CHR	690/93.1 10kw/54kw	3	3	4	5	7	7	48	NORTHPARK	KATZ	10.0
7.6	6.6	7.7	5.8	5.4	7	KULA/KRTR AC	1460/96.3 5kw/75kw	6	6	6	7	6	6	57	MAVRA KEA	KATZ	4,8
5.4	6.7	4.4	5.7	5.1	8	KPOI AOR	97.5 80kw	8	5	5	6	9	12	73	KILOHANA	BAN	6.4
2.4	2.9	3.5	2.9	3.8	9	KGU NT	760 10kw	9	14	14	11	11	9	67	CHARLES GIVENS	BAN	4.9
4.4	4.7	4.6	4.8	3.5	10	KHFX CR	105.1 100kw	11	8	8	9	10	14	74	RLS	MMR	4.6

# JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 378,400

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
18.3	17.9	19.3	22.7	1	WXBQ Ctry	96.9 67kw	1	4	2	1	1	1	93	BRISTOL	MCG	21.5
23.3	16.5	20.0	18.0	2	WQUT CHR	101.5 100kw	2	1	1	2	3	3	86	BLOOMINGTON	KATZ	22.5
12.7	18.4	11.9	14.2	3	WTFM AC	98.5 100kw	3	3	3	3	2	2	74	HOME NEWS CO.	EAST	16.7
4.2	5.1	6.6	5.9	4	WUSJ Ctry	99.3 42kw	4	10	7	5	5	4	82	TRI-CITY BR.	DUR	4.4
3.5	4.1	3.8	4.3	5	WIMZ-FM AOR	103.5 100kw	6	5	4	4	4	9	73	STONER	CHR	6.4
3.7	3.6	6.0	4.3	5	WJCW Ctry	910 5.1kw	5	9	6	7	6	6	64	BLOOMINGTON	KATZ	2.1
3.1	1.9	2.1	2.9	7	WZXY CHR	104.9 1.4kw	7	2	5	6	11	18	60	BAHAKEL	BAN	2.6
1.7	2.2	2.3	2.1	8	WETB Rel	790 5kw	11	23	12	10	9	10	79	ALPHA-OMEGA	---	2.5
1.6	2.6	1.2	2.1	8	WFHG Gold	980 5.1kw	9	6	9	8	8	7	69	BRISTOL	MCG	.3
1.6	1.9	1.8	2.1	8	WIVK-FM Ctry	107.7 100kw	10	17	11	9	7	5	77	DICK	KATZ	2.8
2.4	2.2	2.5	2.1	8	WKPT AC	1400 1kw	8	8	15	15	13	11	51	HOME NEWS CO.	EAST	2.1

# KNOXVILLE

POPULATION: 515,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
29.9	32.4	35.4	29.8	32.0	1	<b>WIVK-FM</b> Ctry	107.7 100kw	1	2	1	1	1	1	122	DICK	KATZ	29.1
8.5	8.7	11.8	13.4	14.2	2	<b>WEZK</b> AC	97.5 100kw	2	5	4	2	2	2	88	SOUTH CENTRAL	DUR	11.5
14.9	11.9	10.5	11.5	9.6	3	<b>WMYU</b> AC	102.1 15kw	3	4	5	4	3	3	62	DALTON GROUP	EAST	9.5
10.6	10.0	10.0	8.1	9.5	4	<b>WIMZ-A/F</b> AOR	1240/103.5 1kw/100k	4	3	2	3	4	4	76	STONER	CHR	14.0
12.8	12.1	9.5	10.9	9.1	5	<b>WOKI</b> CHR	100.3 100kw	5	1	3	5	5	6	79	RADIO OAK INC.	HNWH	12.0
1.6	2.4	4.1	4.0	3.9	6	<b>WQBB</b> Nost	1040 10kw	9	12	18	14	13	5	126	SEQUOKYAH COMM.	ROS	2.2
1.8	1.7	0.6	2.9	3.8	7	<b>WWZZ</b> AOR	93.1 2.4kw	6	6	6	6	6	13	97	CBS BR. GROUP	---	4.1
2.3	2.8	3.4	2.8	2.1	8	<b>WIVK</b> Ctry	990 10kw	8	8	8	11	9	7	62	DICK	KATZ	3.5
0.0	0.0	0.0	0.0	1.3	9	<b>WJBZ</b> Rel	96.3 1.2kw	12	7	10	8	7	8	97	SEYMOUR COMM.	---	.7
1.1	1.2	1.5	1.0	1.2	10	<b>WGAP</b> Ctry	1400 1kw	10	16	9	9	10	16	68	GATEWAY BROAD.	REG	.6
1.4	2.0	1.3	1.1	1.2	10	<b>WRJZ</b> Rel	620 5kw	7	15	7	7	8	11	33	TENN. MEDIA	---	1.4
0.5	1.1	0.4	0.7	1.2	10	<b>WSEV/WDLY</b> Ctry	930/105.5 5kw/3kw	11	17	12	12	14	10	75	DOLLYWOOD BR.	---	.4

# LANSING-EAST LANSING

POPULATION: 357,000

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
15.3	14.7	18.3	13.4	17.6	1	<b>WITL-FM</b> Ctry	100.7 26.5kw	2	3	3	3	2	1	110	MSP	BAN	14.9
16.7	13.0	13.3	14.6	13.2	2	<b>WVIC-A/F</b> CHR	730/94.9 .5kw/49kw	1	1	2	1	1	6	76	GOODRICH	KATZ	14.4
5.4	8.2	6.1	7.6	10.1	3	<b>WJXQ</b> AOR	106.1 50kw	4	6	1	2	3	7	110	REGIONAL-HIT	DUR	12.0
7.3	7.8	8.7	8.1	7.0	4	<b>WJIM-FM</b> AC	97.5 28kw	5	10	7	4	4	2	79	DOUBLE L	TOR	5.7
5.9	4.2	3.8	4.6	5.7	5	<b>WJR</b> AC	760 50kw	8	19	17	9	7	4	86	CAP CITIES/ABC	KATZ	5.0
7.5	7.7	5.6	8.5	5.1	6	<b>WFMK</b> AC	99.1 28kw	7	8	5	5	4	5	64	LIGGETT	EAST	6.1
5.7	5.7	5.3	3.7	4.7	7	<b>WGOR</b> CHR	92.1 3kw	6	2	4	7	11	16	55	WGOR-FM, LP	HNWH	6.5
3.4	4.5	5.1	5.9	4.6	8	<b>WIBM</b> Gold	94.1 40kw	3	5	9	6	5	3	49	CR BROAD.	MMR	4.4
4.2	3.7	2.4	4.9	3.1	9	<b>WMMQ</b> CR	92.7 1.5kw	9	9	6	8	9	10	51	OTTAWAY	HNWH	4.9
1.8	2.3	1.7	1.5	1.8	10	<b>WILS</b> UC	1320 5-1kw	12	7	8	11	13	12	64	MacDONALD	CHR	3.4

#59

# LAS VEGAS

POPULATION: 640,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ AOH	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				
10.1	11.8	13.4	8.7	8.9	1	<b>KFMS-A/F</b> Ctry	1410/101.9 5kw/100kw	2	4	5	5	1	2	93	BROADCAST ASSOC	KATZ	10.7
11.5	11.0	8.6	9.0	8.1	2	<b>KLUC-A/F</b> CHR	1140/98.5 10kw/100kw	1	1	3	3	7	12	61	NATIONWIDE	MCG	10.7
9.1	7.3	8.9	6.7	7.4	3	<b>KXTZ</b> B/EZ	94.1 100kw	7	9	15	10	10	1	113	PARKER	DUR	3.8
5.0	6.4	5.6	5.4	6.5	4	<b>KKLZ</b> CR	96.3 100kw	6	25	2	1	2	8	91	SOUTHERN NEV.	BAN	7.5
7.2	5.5	4.6	4.4	6.4	5	<b>KOMP</b> AOR	92.3 100kw	5	5	1	2	6	14	85	LOTUS	CHR	8.0
4.4	6.3	5.0	7.0	5.6	6	<b>KMZQ</b> AC	100.5 100kw	8	3	4	4	4	7	88	COMMONWEALTH	EAST	4.5
3.9	5.4	5.1	4.9	5.3	7	<b>KUDA</b> Gold	107.5 24.5kw	4	22	7	6	3	5	69	EZ	CBS	3.8
2.4	2.9	3.4	4.0	4.7	8	<b>KRLV</b> AC	106.5 100kw	9	7	9	9	8	6	79	WESCOM GROUP	MMR	3.3
1.9	0.7	3.6	3.9	4.7	8	<b>KWNR</b> Ctry	95.5 100kw	10	24	10	8	5	3	89	SOUTHWEST/LV	TOR	4.2
2.8	2.6	2.6	4.2	4.5	10	<b>KMMK</b> AC	103.5 100kw	12	8	6	7	9	4	99	RADIO VI	SRG	1.8

#81

# LITTLE ROCK

POPULATION: 423,400

SPRING '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ AOH	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				
20.1	24.2	21.0	20.1	1	<b>KSSN</b> Ctry	95.7 92kw	1	3	1	1	1	1	104	SOUTHERN SKIES	KATZ	23.5
8.0	7.3	9.9	10.2	2	<b>KEZQ</b> AC	100.3 44.2kw	2	6	5	4	2	2	100	GALAXY	MCG	7.2
8.1	10.6	10.7	9.2	3	<b>KMJX</b> AOR	105.1 79kw	4	4	2	2	3	8	97	COASTAL	HNWH	11.6
8.3	9.1	6.5	8.9	4	<b>KIPR</b> UC	92.3 100kw	7	1	3	3	5	6	120	CORNERSTONE	KATZ	14.2
5.5	6.3	8.2	6.3	5	<b>KARN</b> N/T	920 5kw	8	9	12	11	9	4	92	SNIDER	KATZ	4.0
7.9	6.5	4.3	5.7	6	<b>KOLL</b> Gold	94.9 96kw	6	7	10	5	4	3	76	SOUTHERN STAR	MCG	4.0
6.3	4.9	4.7	5.2	7	<b>KURB-A/F</b> AC	1250/98.5 2.5kw/99kw	3	2	4	6	7	12	53	GHB BROAD.	EAST	6.4
6.3	4.6	5.0	4.3	8	<b>KHLT</b> AC	94.1 100kw	9	8	7	7	6	5	65	SIGNAL MEDIA	CHR	3.9
7.4	4.4	5.3	4.3	8	<b>KKYK</b> CHR	103.7 100kw	5	5	6	8	8	10	48	SNIDER	BAN	4.8
2.8	3.8	3.2	2.9	10	<b>KLRG</b> Rel	1150 5-1kw	13	11	9	10	10	7	121	WILLIS	MCG	2.9

#51

## LOUISVILLE

POPULATION: 791,800

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
14.9	16.7	20.8	17.1	19.5	1	<b>WAMZ</b> Ctry	97.5 100kw	2	6	1	1	1	1	118	CLEAR CHANNEL	CHR	19.7
15.7	12.8	15.0	17.3	14.3	2	<b>WHAS</b> AC	840 50kw	1	9	8	3	2	2	83	CLEAR CHANNEL	CHR	13.2
13.7	7.9	7.4	7.3	9.0	3	<b>WDJX-A/F</b> CHR	1080/99.7 10-1kw/24kw	3	1	3	4	6	6	71	STONER	EAST	10.6
7.0	7.0	6.4	8.4	7.8	4	<b>WQMF</b> AOR	95.7 34kw	4	4	2	2	3	5	76	OTTING	HNWH	13.9
4.3	5.6	6.3	6.3	6.7	5	<b>WGZB</b> UC	96.5 3kw	9	2	4	6	7	7	117	POWER COMM.	---	10.8
7.9	8.3	7.0	7.6	6.5	6	<b>WVEZ</b> AC	106.9 24.5kw	7	12	5	5	5	3	82	WILKS/SCHWARTZ	KATZ	3.8
1.1	4.3	3.4	3.9	5.0	7	<b>WZKS</b> CHR	103.9 .995kw	6	3	6	8	8	8	63	RADIO 900	MMR	6.7
5.6	4.8	6.7	6.9	4.9	8	<b>WRKA</b> Gold	103.1 3kw	5	8	9	7	4	4	51	CAPITOL BR.	BAN	4.3
6.6	5.5	3.8	2.8	3.4	9	<b>WLRS</b> AOR	102.3 3kw	8	7	7	9	9	13	53	KENTUCKY TECH	DUR	3.2
4.3	4.3	3.1	3.7	2.7	10	<b>WLOU</b> UC	1350 5-5kw	10	5	10	10	10	11	70	JOHNSON	---	1.8

#76

## McALLEN-BROWNSVILLE

POPULATION: 496,300

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
14.3	16.3	17.3	18.5	19.5	1	<b>KTEX</b> Ctry	100.3 100kw	2	3	1	1	1	2	129	TATE	CHR
14.6	14.3	12.1	15.1	13.8	2	<b>KGBT</b> Span	1530 50-10kw	3	8	7	4	2	1	115	TICHENOR	KATZ
18.0	17.4	14.0	13.1	11.1	3	<b>KBFM</b> CHR	104.1 100kw	1	1	2	2	6	6	73	MAY BROAD.	BAN
9.2	6.6	7.5	8.0	7.0	4	<b>KIWW</b> Span	96.1 100kw	4	4	6	5	4	3	66	MAGIC VALLEY	KT-H
4.9	6.6	6.2	5.7	6.8	5	<b>KELT</b> AC	94.5 100kw	5	5	3	3	5	7	74	SIGNATURE	KATZ
4.4	5.5	6.8	4.9	5.5	6	<b>KVLY</b> B/EZ	107.9 100kw	6	9	5	6	3	4	84	TIPPLE	TOR
2.7	2.6	2.8	3.7	5.3	7	<b>KRGY</b> CHR	99.5 100kw	7	2	4	8	10	15	81	SUNBELT RADIO	TOR
6.6	4.4	4.5	3.3	4.6	8	<b>KQXX</b> Span	98.5 100kw	8	17	8	7	7	5	96	BRAVO	CAB
1.5	2.5	1.9	1.8	2.8	9	<b>KURV</b> Talk	710 1kw	10	14	10	10	9	10	84	VOICE/VALLEY	---
0.7	0.9	1.2	1.2	2.2	10	<b>KBOR</b> Span	1600 1kw	9	6	9	11	12	8	53	LA NUEVA KBOR	CAB
0.0	1.0	1.8	2.2	2.2	10	<b>KVJY</b> Nost	840 5-1kw	14	18	20	14	11	9	137	TATE	CHR

# MELBOURNE-TITUSVILLE, FL

POPULATION: 366,600

SPRING '90	FALL '90	SPRING '91	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
7.3	8.9	11.0	1	<b>WMMB</b> Nost	1240 1kw	6	15	24	16	15	10	130	CITY BR.	TOR
10.9	11.3	10.1	2	<b>WKKA</b> Ctry	92.3 100kw	1	5	4	3	2	1	78	NEWCITY	KATZ
10.3	7.1	7.6	3	<b>WHTQ</b> AOR	96.5 100kw	2	3	1	1	3	8	75	TK	SRG
3.4	4.5	7.1	4	<b>WLRQ</b> AC	99.3 1.2kw	3	7	2	2	1	1	76	EZ COMM INC.	EAST
0.0	0.0	5.4	5	<b>WZTU</b> AC	104.1 100kw	8	10	7	7	10	9	76	GUY GANNETT	CHR
3.2	2.6	4.9	6	<b>WHKR</b> Ctry	102.7 6kw	13	22	14	10	4	3	110	DVR BROAD.	K/P
7.9	5.0	4.3	7	<b>WOMX-A/F</b> CHR	950/105.1 5kw/100kw	4	1	5	9	13	17	49	NATIONWIDE	MCG
2.3	4.7	4.1	8	<b>WAOA</b> CHR	107.1 100kw	7	4	8	6	5	6	54	SILICON EAST	MCG
8.4	4.9	3.7	9	<b>WSTF</b> AC	101.1 100kw	5	18	6	4	8	7	42	CAPITOL BR.	BAN
3.4	2.4	3.5	10	<b>WDIZ</b> AOR	100.3 100kw	9	9	3	5	9	13	50	SHAMROCK	MMR
2.1	2.8	3.5	10	<b>WJHM</b> UC	101.9 28kw	12	2	9	12	12	16	65	BEASLEY	HNWH
3.8	5.0	3.5	10	<b>WOCL</b> Gold	105.9 100kw	10	14	12	8	6	4	58	AMERICAN MEDIA	CHR

# MOBILE

POPULATION: 396,900

SPRING '90	FALL '90	WINTER '91	SPRING '91	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+ BRCH SHARE
14.9	16.0	13.3	17.0	1	<b>WKSJ-A/F</b> Ctry	1270.94.9 5kw/100kw	1	3	3	2	1	1	105	CAPT IOL BR. GR.	BAN	13.4
18.5	17.2	17.4	15.9	2	<b>WBLX-FM</b> UC	92.9 100kw	2	1	1	1	2	2	119	APRIL BR.	HNWH	27.9
8.6	10.8	9.5	6.8	3	<b>WABB-FM</b> CHR	97.5 100kw	3	2	4	4	7	6	66	DITTMAN GROUP	CHR	9.1
5.0	5.3	5.1	6.8	3	<b>WGOK</b> UC	900 1kw	6	6	8	7	4	4	99	ROBERDS	ROS	2.8
6.6	5.2	6.1	5.9	5	<b>WGCX</b> AOR	104.1 100kw	7	5	2	3	6	10	87	WESCOM GROUP	MMR	9.9
4.6	5.6	4.0	5.6	6	<b>WAVH</b> AC	96.1 100kw	5	11	7	5	3	3	75	TM	DUR	5.9
5.3	5.0	6.1	5.3	7	<b>WKRQ-FM</b> AC	99.9 100kw	4	4	5	6	5	5	57	WKRQ-TV INC.	KATZ	5.9
5.2	3.4	7.3	4.9	8	<b>WKRQ</b> N/T	710 1kw	8	21	17	10	10	7	75	WKRQ-TV INC.	KATZ	4.9
2.6	2.7	4.0	2.8	9	<b>WDLT</b> AC	98.3 6kw	9	17	9	9	9	8	52	JAB BROAD.	K/P	1.6
3.3	4.0	2.7	2.8	9	<b>WMEZ</b> B/EZ	102.7 100kw	11	18	16	17	17	19	68	WMEZ-FM INC.	TOR	1.8
1.9	1.9	2.4	2.8	9	<b>WZEW</b> AOR	92.1 13.5kw	10	16	6	8	8	11	64	GEORGE O'REAR	---	3.2



#75

# MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 501,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
11.9	11.7	10.4	11.1	11.7	1	<b>KDON-FM</b> CHR	102.5 18.5kw	1	1	1	1	4	8	94	HENRY	CHR	14.5
6.6	5.8	6.0	7.1	9.6	2	<b>KTOM-A/F</b> Ctry	1380/100.7 5kw/91kw	3	5	6	3	1	2	104	MAGIC BR.	MMR	7.4
6.8	7.2	7.2	8.6	9.0	3	<b>KGO</b> N/T	810 50kw	2	10	13	5	3	1	92	CAP CITIES/ABC	BAN	7.5
4.0	3.7	3.8	2.6	6.6	4	<b>KUFY</b> CR	94.5 1.2kw	4	4	2	2	2	5	83	KOOL COMM.	KATZ	5.9
5.2	3.9	4.2	4.5	4.9	5	<b>KWAV</b> AC	96.9 18kw	5	2	5	4	5	3	63	BUCKLEY	HNWH	4.5
3.3	3.4	4.5	3.4	4.2	6	<b>KBAY</b> B/EZ	100.3 163kw	7	17	23	18	17	4	90	UNITED	MMR	3.3
1.8	2.6	2.0	2.9	3.8	7	<b>KCTY</b> Span	980 1kw	14	7	4	7	6	14	136	KCTY & KRAY	LOTU	2.2
4.2	5.7	5.0	3.5	3.2	8	<b>KMBY</b> AOR	107.1 1.2kw	6	8	3	6	8	18	55	C&C	HNWH	4.9
1.6	2.6	1.5	3.5	3.1	9	<b>KTGE</b> Span	1570 25kw	15	9	7	8	14	17	116	TGR BROAD.	KT-H	2.2
4.1	4.0	5.3	2.2	3.0	10	<b>KBOQ</b> Clas	92.7 1kw	8	27	14	15	12	6	66	A. WILLIAM LEE	DUR	3.7

#99

# MORRISTOWN

POPULATION: 357,700

SPRING '90	SPRING '91	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
7.1	8.7	1	<b>WPAT-A/F</b> B/EZ	930/93.1 5kw/5.4kw	7	16	20	20	9	1	111	PARK	MMR
6.3	8.0	2	<b>WNSR</b> AC	105.1 7.8kw	2	7	3	1	1	3	77	BONNEVILLE INT	MCG
4.2	7.0	3	<b>WYNY</b> Ctry	103.5 6.7kw	12	11	9	5	4	4	106	WESTWOOD ONE	MMR
7.8	6.5	4	<b>WXRK</b> CR	92.3 7.6kw	1	4	1	3	5	10	57	INFINITY	TOR
5.9	6.4	5	<b>WNEW-FM</b> AOR	102.7 7.8kw	5	5	2	2	3	9	67	GROUP W	G/W
4.5	5.9	6	<b>WCBS-FM</b> Gold	101.1 6.8kw	6	24	10	4	2	2	62	CBS	CBS
6.3	5.0	7	<b>WHTZ</b> CHR	100.3 7.8kw	3	1	5	8	11	11	48	MALRITE	CHR
4.8	4.3	8	<b>WDHA</b> AOR	105.5 1kw	11	13	4	6	6	15	65	SIGNAL COMM.	KATZ
5.0	4.2	9	<b>WLTW</b> AC	106.7 7.8kw	8	9	11	7	7	5	52	VIACOM	KATZ
4.7	4.2	9	<b>WOR</b> Talk	710 50kw	10	8	18	15	15	8	59	BUCKLEY	MCG

# NEW BEDFORD-FALL RIVER

POPULATION: 416,800

SPRING '90	FALL '90	SPRING '91	METRO RANK 12+ADP	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
6.1	7.1	7.6	1	WHJY AOR	94.1 50kw	2	5	1	1	3	12	94	MERV GRIFFIN	KATZ	9.6
7.2	8.7	7.5	2	WFHN CHR	107.1 3kw	5	4	2	2	1	5	111	SAGE	CHR	10.1
8.7	8.4	5.9	3	WPRO-FM CHR	92.3 39kw	1	1	3	4	8	11	46	CAP CITIES/ABC	BAN	9.2
6.2	4.2	5.9	3	WSNE AC	93.3 30kw	3	34	4	3	1	4	77	BECK-ROSS	EAST	4.7
5.3	4.7	5.8	5	WWBB Gold	101.5 13.5kw	6	29	17	8	6	1	92	WILKS/SCHWARTZ	MCG	4.2
4.3	5.6	5.0	6	WWLI AC	105.1 50kw	4	31	10	7	4	2	71	TMZ	MCG	3.0
4.8	5.1	4.7	7	WCTK Ctry	98.1 47kw	15	13	5	6	7	9	139	HALL	TOR	3.1
3.9	4.6	4.2	8	WPLM-A/F BBnd	1390/99.1 5kw/50kw	9	23	28	31	21	14	84	PLYMOUTH	---	3.9
6.1	3.9	3.7	9	WBSM N/T	1420 5-1kw	14	14	30	33	28	25	107	H&D	CHR	4.6
1.6	3.2	3.6	10	WZOU CHR	94.5 11.5kw	7	2	8	10	9	10	66	ARDMAN	EAST	2.6

# NEW HAVEN

POPULATION: 394,800

SPRING '90	FALL '90	SPRING '91	METRO RANK 12+ADP	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
12.1	10.9	9.7	1	WKCI CHR	101.3 50kw	1	1	2	2	2	2	67	NOBLE	MCG	9.6
7.2	7.9	8.3	2	WPLR AOR	99.1 14.1kw	4	3	1	1	3	6	91	SOUTHERN STARR	EAST	10.6
9.2	8.4	7.6	3	WELI AC	960 5kw	2	22	12	9	7	4	78	CLEAR CHANNEL	EAST	5.6
7.3	6.0	7.4	4	WEZN AC	99.9 27.5kw	5	10	4	5	4	5	89	NEWCITY	KATZ	3.8
3.9	4.6	6.9	5	WDRC-FM Gold	102.9 19.5kw	6	8	6	3	1	1	92	BUCKLEY	MCG	4.6
4.6	4.6	5.6	6	WKSS CHR	95.7 16.5kw	3	2	3	4	10	11	60	PRECISION MED.	MMR	6.7
5.0	5.8	5.4	7	WWYZ Ctry	92.5 18kw	7	4	7	6	5	3	86	WWYZ, INC.	BAN	6.0
3.6	3.3	3.9	8	WEBE AC	107.9 50kw	8	9	5	7	6	8	68	WIN	BAN	2.1
1.7	3.5	3.6	9	WCBS News	880 50kw	9	19	20	15	14	12	65	CBS	CBS	2.8
5.2	4.9	3.3	10	WAVZ Nost	1300 1kw	13	28	26	27	21	18	78	NOBLE	MCG	2.9
3.7	3.8	3.3	10	WFAN Sports	660 50kw	10	11	10	8	9	9	60	EMMIS	HNWH	4.3

# OMAHA-COUNCIL BLUFFS

POPULATION: 504,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
7.1	7.2	9.0	10.8	11.9	1	<b>WOW-FM</b> Ctry	94.1 100kw	6	4	4	4	2	1	108	GREAT EMPIRE	TOR	10.5
15.2	13.1	12.1	13.7	11.7	2	<b>KEZO-AIF</b> AOR	1490/92.3 1kw/100kw	3	3	1	1	1	10	95	NARRAGANSETT	MMR	14.4
13.7	11.1	11.5	9.5	10.3	3	<b>KQKQ</b> CHR	98.5 100kw	1	1	2	2	5	8	66	MITCHELL	EAST	14.2
12.0	12.3	14.6	13.4	10.2	4	<b>KFAB</b> N/T	1110 50kw	2	7	9	8	7	2	72	HENRY	CHR	11.4
8.4	7.1	7.5	8.6	8.4	5	<b>KEFM</b> AC	96.1 100kw	4	5	3	3	4	5	74	WEBSTER	MCG	6.8
5.8	5.9	6.8	6.5	7.8	6	<b>KGOR</b> Gold	99.9 115kw	5	6	5	5	3	4	71	HENRY	CHR	5.9
11.5	13.1	8.2	10.9	6.8	7	<b>KESY-AIF</b> B/EZ	1420/104.5 1kw/100kw	8	8	10	6	6	3	79	SUN GROUP	DUR	5.7
4.0	4.7	5.1	5.2	5.3	8	<b>WOW</b> Ctry	590 5kw	9	9	14	12	9	6	88	GREAT EMPIRE	TOR	5.5
4.4	4.9	4.9	3.5	4.3	9	<b>KXKT</b> CHR	103.7 100kw	7	2	6	9	11	13	41	OVATION	BAN	5.9
0.0	1.9	3.9	2.6	3.4	10	<b>KKVU</b> AC	105.9 6kw	13	17	7	7	8	9	111	VANTAGE COMM.	---	4.4

# RALEIGH-DURHAM

POPULATION: 601,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
10.4	12.3	9.0	7.4	9.3	1	<b>WRDU</b> AOR	106.1 100kw	3	3	1	1	1	8	85	VOYAGER	MMR	12.4
6.6	6.2	6.7	8.5	8.6	2	<b>WPTF</b> N/T	680 50kw	5	11	11	10	8	1	98	DURHAM LIFE BR.	MCG	6.2
8.0	9.0	10.7	11.1	7.5	3	<b>WQOK</b> UC	97.5 100kw	4	1	2	3	6	10	79	MEDIA COMM	DUR	15.0
7.4	6.2	7.2	6.7	7.0	4	<b>WRAL</b> AC	101.5 97kw	1	5	4	2	3	3	59	CAPITOL BR.	KATZ	6.6
8.5	5.9	7.0	7.9	6.9	5	<b>WDCG</b> CHR	105.1 100kw	2	2	3	4	9	11	59	DURHAM HERALD	CHR	9.6
6.9	7.0	7.0	6.3	6.3	6	<b>WQDR</b> Ctry	94.7 90kw	8	9	8	7	2	2	84	DURHAM LIFE BR.	MCG	7.5
5.9	3.6	5.4	3.0	5.1	7	<b>WTRG</b> Gold	100.7 100kw	6	4	9	5	4	4	60	JOYNER	HNWH	4.4
4.0	5.0	4.9	4.6	5.0	8	<b>WYLT</b> AC	96.1 100kw	7	16	7	8	7	5	64	UNIVERSAL	CBS	3.7
4.8	6.3	5.5	4.1	4.7	9	<b>WFXC</b> UC	107.1 1.2kw	9	8	5	6	5	6	72	PINNACLE BR.	EAST	3.8
1.8	1.6	2.4	3.2	2.9	10	<b>WLLE</b> UC	570 .5kw	13	18	18	12	12	7	88	SMM	SMM	2.3

# RICHMOND

POPULATION: 722,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
11.5	12.5	12.2	11.7	11.3	1	WRVA AC	1140 50kw	2	14	9	8	6	1	90	EDENS	CHR	8.6
9.7	9.5	9.7	9.7	11.2	2	WKHK Ctry	95.3 13kw	3	7	4	4	2	2	99	ABS COMM.	BAN	8.1
10.3	8.7	12.5	9.8	10.3	3	WRXL AOR	102.1 5kw/140k	4	4	1	1	1	6	97	CAPITOL BR.	KATZ	14.6
10.9	11.7	9.9	9.1	9.9	4	WCDX UC	92.7 2.35kw	5	2	2	2	4	9	105	KEYMARKET	MMR	15.7
13.6	9.5	10.5	9.6	9.7	5	WRVQ CHR	94.5 200kw	1	1	3	3	5	7	71	EDENS	CHR	9.7
5.9	8.0	6.8	6.6	7.4	6	WTVR-FM B/EZ	98.1 50kw	8	17	11	9	8	19	102	PARK	MMR	4.4
4.8	7.3	5.3	6.0	6.8	7	WMXB AC	103.7 20kw	6	8	5	5	3	4	75	RADIO VENTURES	BAN	7.2
5.9	5.8	6.8	8.2	6.1	8	WPLC/WPLZ UC	99.3/99.3 3kw/3kw	7	3	6	6	7	10	75	PACO-JON	MCG	8.6
1.1	1.7	2.1	2.9	3.6	9	WDCK Gold	96.5 50kw	9	12	7	7	9	8	56	KEYMARKET	HNWH	2.5
3.2	3.7	4.5	3.7	3.3	10	WVGO Gold	106.5 7.6kw	10	5	10	10	5	54	FIRST CITY	TOR	2.7	

# ROANOKE-LYNCHBURG

POPULATION: 373,300

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
17.4	19.3	16.3	15.1	1	WXLK CHR	92.3 93kw	1	1	2	2	3	2	85	CEBE INVEST.	TOR	21.0
12.0	12.1	12.1	13.3	2	WYYD Ctry	107.9 20.5kw	2	4	4	3	1	1	105	WINAS, INC.	EAST	4.6
8.0	7.5	8.1	10.6	3	WROV-FM AOR	96.3 14kw	3	3	1	1	2	6	101	JOYNER	HNWH	10.4
12.5	10.6	10.6	9.3	4	WPVR B/EZ	94.9 100kw	5	10	7	6	6	4	100	JIM GIBBONS	CHR	11.0
7.4	8.3	7.9	8.0	5	WSLQ AC	99.1 200kw	4	9	3	4	4	3	79	MEL WHEELER	KATZ	12.5
2.8	3.3	5.1	4.3	6	WFIR AC	96.0 5kw	7	13	16	11	9	7	84	JIM GIBBONS	CHR	7.6
4.8	3.8	3.9	4.3	6	WJLM Ctry	93.5 6kw	6	12	6	5	5	5	65	WRIS	TOR	7.0
4.3	3.2	3.9	4.0	8	WSLC Ctry	61.0 5.1kw	8	11	20	16	12	11	93	MEL WHEELER	KATZ	5.5
2.6	3.2	3.1	3.4	9	WJJS UC	132.0 1kw	10	5	5	8	8	9	100	CRS COMM.	K/P	---
3.2	3.0	1.9	2.7	10	WGOL Gold	98.3 3.9kw	9	14	8	7	7	8	79	DOUGLAS	ROS	---

#57

# SAN DIEGO NORTH COUNTY

POPULATION: 657,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
4.4	5.9	7.3	3.8	7.8	1	<b>KJQY</b> AC	103.7 36kw	3	7	12	4	2	1	83	COMMAND	MMR
6.7	7.8	7.5	6.9	6.2	2	<b>KFMB-FM</b> AC	100.7 30kw	1	2	4	1	1	3	57	MIDWEST TV	MCG
5.8	4.5	6.1	3.7	5.7	3	<b>KGMG-FM</b> AOR	102.1 9.5kw	8	3	1	2	7	21	90	PAR	BAN
4.7	3.1	3.1	4.3	5.4	4	<b>KFMB</b> AC	760 5kw	4	31	13	9	5	2	58	MIDWEST TV	MCG
4.7	6.5	6.3	4.1	5.9	5	<b>KKLQ-A/F</b> CHR	600/106.5 5kw/50kw	2	1	2	6	16	27	56	EDENS	CHR
2.4	4.2	3.4	2.7	5.3	6	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	7	9	7	3	4	4	84	JEFFERSON-PILOT	BAN
3.6	3.3	3.2	4.4	4.0	7	<b>KYXY</b> AC	96.5 41kw	5	10	9	8	3	5	49	PARKER	HNWH
3.7	5.0	4.4	3.2	3.8	8	<b>XTRA-FM</b> NR	91.1 100kw	6	4	3	7	8	25	56	NOBLE	MMR
2.1	0.9	2.1	3.5	3.7	9	<b>KSDO-FM</b> CR	102.9 32kw	9	27	5	5	9	12	68	GANNETT	DUR
3.4	5.4	3.3	4.5	3.2	10	<b>KFSD</b> Clas	94.1 100kw	13	14	22	15	12	7	72	LOTUS	MCG

#84

# SARASOTA-BRADENTON

POPULATION: 418,000

SPRING '90	FALL '90	SPRING '91	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
19.1	17.1	17.9	1	<b>WDUV</b> B/EZ	103.3 100kw	1	26	12	8	4	1	102	SUNSHINE STATE	CHR
8.1	10.1	7.7	2	<b>WYNF</b> AOR	94.9 100kw	2	4	1	1	1	9	84	CBS	DUR
6.0	6.9	6.1	3	<b>WWRM</b> AC	107.3 100kw	3	24	10	4	3	3	71	COX	DUR
3.7	4.4	5.8	4	<b>WSRZ</b> Gold	106.3 3kw	4	7	4	2	2	2	68	WILKS SCHWARTZ	EAST
3.6	3.4	5.7	5	<b>WFLA</b> N/T	970 5kw	6	13	8	11	8	7	89	JACOR	EAST
7.6	9.3	4.5	6	<b>WFLZ</b> CHR	93.3 100kw	5	1	3	6	10	13	59	JACOR	EAST
1.8	3.1	4.3	7	<b>WSUN</b> Ctry	920 10kw	7	22	16	14	12	5	69	COX	DUR
2.5	1.4	4.2	8	<b>WCTQ</b> Ctry	92.1 3.3kw	10	16	9	9	7	6	94	ASTERISK	TOR
3.6	3.7	4.0	9	<b>WHVE</b> NAC	102.5 100kw	9	11	5	5	6	4	74	SUSQUEHANNA	---
1.5	2.1	3.9	10	<b>WXTB</b> AOR	97.9 100kw	11	2	2	3	13	18	93	GREAT AMERICAN	BAN

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# SPRINGFIELD, MA

POPULATION: 506,400

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	10.4	9.5	8.8	1	WHYN-FM AC	93.1 8.9kw	2	8	4	3	1	1	78	WILKS/SCHWARTZ	MCG	7.9
7.8	7.6	7.8	6.9	8.6	2	WMAS-FM AC	94.7 50kw	5	5	3	4	2	3	82	LAPPIN	BAN	7.1
7.4	7.7	7.3	6.7	8.3	3	WHYN AC	560 5kw	3	6	9	6	3	2	76	WILKS/SCHWARTZ	MCG	5.0
8.0	7.5	5.6	7.1	8.1	4	WTIC-FM CHR	96.5 18kw	4	1	2	2	6	6	74	CHASE	CBS	9.0
9.0	10.1	8.4	7.8	7.7	5	WAQY AOR	102.1 17kw	1	3	1	1	5	9	64	SAGA	KATZ	10.8
0.0	1.8	7.5	8.0	6.1	6	WPXK Ctry	97.9 1.1kw	6	15	6	5	4	4	100	GOLDENBERG	DUR	9.3
6.0	4.8	5.6	4.6	4.9	7	WMAS BBnd	1450 1kw	10	22	21	16	11	5	98	LAPPIN	BAN	6.2
2.7	2.1	3.6	3.4	3.8	8	WAAF AOR	107.3 18.5kw	7	2	5	7	10	29	65	ZAP IS	KATZ	6.2
4.1	3.4	3.8	2.5	3.1	9	WRCH AC	100.5 7.5kw	11	19	12	11	8	7	65	RADIO CRP/HART	BAN	1.7
2.3	1.9	2.1	3.5	2.4	10	WDRC-FM Gold	102.9 19.5kw	9	12	13	9	7	8	47	BUCKLEY	MCG	2.8
3.2	1.5	1.9	1.6	2.4	10	WREB N/T	930 .5kw	18	26	22	23	24	11	109	ALGONQUIN	---	.5

# STOCKTON

POPULATION: 402,500

SPRING '90	FALL '90	SPRING '91	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
6.5	8.2	7.3	1	KBEE B/EZ	103.3 50kw	4	12	21	7	3	2	100	PRICE BR.	EAST	4.5
2.2	5.9	6.9	2	KWIN CHR	97.7 3kw	2	1	1	1	6	10	70	TURNBEAUGH	MMR	9.3
7.3	7.4	6.1	3	KHOP CHR	104.1 50kw	1	1	2	2	5	9	58	FULLER-JEFFREY	MCG	7.9
3.1	2.8	6.1	3	KNBR Talk	680 50kw	3	33	11	8	4	4	81	SUSQUEHANNA	EAST	3.1
3.3	4.9	4.2	5	KFMR Ctry	100.1 6kw	5	18	8	6	1	1	70	CARSON GROUP	CBS	5.2
4.4	3.6	4.2	5	KCBS News	740 50kw	6	29	20	11	11	5	71	CBS	CBS	2.9
1.1	2.4	4.0	7	KOSO AC	93.1 2.95kw	11	7	3	3	2	8	86	SPACECOM	KATZ	2.2
5.3	5.4	3.9	8	KRAK Ctry	1140 50kw	8	20	14	15	16	12	74	EZ	KATZ	2.9
3.6	2.7	3.7	9	KWG Gold	1230 1kw	12	24	15	5	8	3	84	HOME NEWS CO.	KATZ	3.8
4.5	3.3	3.6	10	KJOY AC	99.3 2.35kw	7	8	6	4	7	7	65	JOSEPH GAMBLE	CHR	3.1

#67

# SYRACUSE

POPULATION: 545,100

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	12.3	10.4	12.1	11.1	1	WYYY AC	94.5 100kw	2	4	4	1	1	2	67	NEWCITY	KATZ	11.6
9.7	9.4	11.1	9.3	10.7	2	WNTQ CHR	93.1 97kw	1	1	1	2	3	7	64	OSBORN	MCG	13.0
9.3	8.8	9.8	14.3	10.2	3	WSYR AC	570 5kw	3	9	7	7	5	1	84	NEWCITY	KATZ	9.3
7.9	8.3	7.9	5.7	8.2	4	WKFM CR	104.7 50kw	5	6	2	3	2	8	82	WILKS/SCHWARTZ	CHR	8.1
7.6	6.6	6.8	7.7	6.7	5	WAQX AOR	95.7 25kw	4	2	3	4	6	13	66	ATLANTIC VENT.	BAN	1.6
7.1	4.0	6.6	7.7	6.3	6	WRHP B/EZ	107.9 50kw	7	22	15	11	9	3	94	PARK	MMR	4.0
3.4	2.5	2.1	1.7	4.9	7	WEZG AC	100.9 3kw	8	12	5	5	7	5	85	LORENZ	EAST	2.1
3.7	4.2	4.6	4.1	4.5	8	WSEN-A/F Gold	1050/92.1 2.5kw/25kw	6	8	6	6	4	4	57	BUCKLEY	HNWH	4.0
3.2	2.2	3.9	2.3	3.5	9	WPCX Ctry	106.9 14kw	10	11	8	8	8	6	93	SCOTT	MK4	3.8
3.1	3.3	4.9	2.5	2.6	10	WHEN AC	620 5-1kw	9	23	13	12	12	9	45	PARK	MMR	2.3
1.0	2.3	1.3	1.1	2.6	10	WMHR Rel	102.9 20kw	13	10	10	9	10	12	105	MARS HILL BR.	---	2.4

#71

# TOLEDO

POPULATION: 507,700

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	14.7	12.6	10.2	12.0	1	WIOT AOR	104.7 50kw	2	3	1	1	3	10	89	REAMS	EAST	13.6
9.9	8.0	10.9	10.0	11.4	2	WKKO Ctry	99.9 50kw	5	6	5	3	1	1	108	BOOTH BR.	KATZ	9.4
8.5	8.4	7.8	8.8	8.9	3	WWWM-FM AC	105.5 27kw	4	4	4	2	2	2	80	MIDWESTERN	DUR	5.8
10.0	7.4	8.4	9.4	8.2	4	WVKS AC	92.5 50kw	1	1	3	5	4	5	59	NOBLE	MCG	8.5
11.5	8.6	9.6	9.5	8.1	5	WRQN CHR	93.5 4.1kw	3	2	2	4	5	8	61	ABS COMM.	BAN	11.8
6.0	5.5	7.2	7.7	6.6	6	WSPD N/T	1370 5kw	7	14	13	10	9	4	93	TOLEDO BR.	MMR	7.5
8.8	8.9	7.8	8.5	6.0	7	WLQR AC	101.5 19kw	6	12	6	6	6	3	61	TOLEDO BR.	MMR	4.8
3.3	3.7	3.5	3.5	5.0	8	CKLW BBnd	800 50kw	10	19	19	20	16	6	103	CUC	BAN	3.7
4.0	5.4	4.7	4.4	3.5	9	WJR AC	760 50kw	8	13	9	9	7	7	53	CAP CITIES/ABC	KATZ	4.3
1.8	2.8	2.4	2.6	3.5	9	WVOI UC	1520 1kw	11	5	8	7	10	11	90	FLOYD ANDERSON	REG	4.3

# TUCSON

POPULATION: 562,500

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
20.1	16.8	15.1	14.8	13.9	1	<b>KRQQ</b> CHR	93.7 91kw	1	1	1	1	4	3	81	NATIONWIDE	MCG	17.2
13.5	13.4	14.2	13.8	13.2	2	<b>KIIM</b> Ctry	99.5 93kw	2	2	4	4	1	1	93	REX	KATZ	19.3
8.4	9.9	7.6	11.9	11.5	3	<b>KLPX</b> AOR	96.1 93kw	4	4	2	2	2	6	91	LOTUS	HNWH	13.9
7.3	10.0	8.1	8.7	8.6	4	<b>KCEE/KWFM</b> Gold	790/92.9 5-.5kw/90kw	3	6	5	3	3	2	67	AMERICAN MEDIA	MMR	5.5
7.5	7.6	7.2	8.8	7.7	5	<b>KKLD</b> AC	94.9 100kw	5	10	3	5	5	5	78	DUCHOSSOIS	CHR	8.1
3.2	3.6	5.9	4.4	5.0	6	<b>KNST</b> N/T	940 1-2.5kw	6	13	10	8	6	4	71	NATIONWIDE	MCG	3.4
4.5	3.0	3.9	2.0	3.3	7	<b>KGvy</b> BBnd	1080 1kw	14	22	22	23	23	18	137	CANOA BR.	K/P	1.1
1.6	2.6	2.3	2.2	2.9	8	<b>KXEW</b> Span	1600 1kw	10	11	8	6	7	9	94	CACTUS BR.	LOTU	1.3
1.2	2.4	3.6	2.0	2.8	9	<b>KCUB</b> Ctry	1290 1kw	8	17	14	12	10	7	79	REX	KATZ	1.6
2.1	2.7	4.5	2.4	2.3	10	<b>KQTL</b> Span	1210 10-1kw	15	8	12	10	8	10	99	EL SAGUARITO	CAB	1.6

# TULSA

POPULATION: 639,600

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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	11.3	13.9	13.4	18.1	1	<b>KWEN</b> Ctry	95.5 96kw	1	3	1	1	1	1	105	NEWCITY	KATZ	16.2
9.5	10.9	8.3	13.0	9.6	2	<b>KRMG</b> AC	740 50-25kw	2	8	7	4	3	2	82	NEWCITY	KATZ	8.5
12.5	10.5	8.1	8.9	8.9	3	<b>KMOD</b> AOR	97.5 96kw	4	6	2	2	2	6	90	CLEAR CHANNEL	CHR	10.6
7.7	10.3	7.3	6.4	7.5	4	<b>KMYZ-A/F</b> CHR	1570/104.5 1kw/70kw	3	1	3	3	8	13	72	SHAMROCK COM.	TOR	10.1
6.3	5.4	8.3	5.3	6.3	5	<b>KVOO</b> Ctry	1170 50kw	11	15	16	12	12	5	103	GREAT EMPIRE	DUR	6.4
6.7	6.4	6.0	6.0	6.0	6	<b>KAYI</b> CHR	106.9 100kw	5	2	5	7	9	12	61	NARRAGANSETT	MMR	9.7
8.2	7.7	6.5	6.5	6.0	6	<b>KBEZ</b> B/EZ	92.9 100kw	7	4	10	11	6	4	83	RENDA	EAST	4.9
4.5	5.4	3.5	3.8	4.5	8	<b>KQLL-A/F</b> Gold	1430/106.1 5kw/100kw	6	13	11	5	4	3	61	PATHFINDER	CHR	2.3
0.0	0.0	4.4	3.3	4.1	9	<b>KTHK</b> CR	94.1 18kw	8	7	4	6	5	9	60	INTEGRATED	---	4.8
4.2	3.6	4.6	4.5	4.0	10	<b>KVOO-FM</b> Ctry	98.5 .374kw	10	11	8	9	10	7	64	GREAT EMPIRE	DUR	3.5



#52

## WEST PALM BEACH

POPULATION: 783,400

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
16.2	14.4	14.1	13.6	16.2	1	WEAT-AIF B/EZ	850/104.3 5-1kw/56kw	1	35	19	11	6	1	113	TAYLOR	DUR	8.4
6.7	8.8	8.4	8.9	8.5	2	WJNO N/T	1230 1kw	3	20	10	5	4	4	99	FAIRBANK	BAN	8.6
10.0	8.9	8.5	8.3	7.9	3	WRMF AC	97.9 100kw	2	7	2	1	1	2	82	FAIRBANK	BAN	9.9
3.7	4.0	4.0	4.7	6.9	4	WKGR AOR	98.7 100kw	5	8	1	1	2	5	98	TREMONT GROUP	CHR	7.4
4.6	2.6	3.6	5.1	5.5	5	WOVV CHR	95.5 100kw	4	1	3	3	9	18	74	SOUTHWIND	MCG	6.4
6.9	6.4	6.3	6.4	5.2	6	WIRK Ctry	107.9 100kw	6	29	9	6	3	3	85	PRICE	HNWH	6.1
1.8	2.9	3.1	3.5	4.3	7	WEDR UC	99.1 100kw	8	2	4	4	5	13	111	WEDR, INC.	MCG	3.9
3.6	3.5	3.3	3.2	2.9	8	WHQT UC	105.1 100kw	12	3	5	8	18	23	90	EZ	MMR	3.9
1.7	2.2	1.8	1.4	2.6	9	WHYI CHR	100.7 100kw	7	5	6	7	8	12	65	METROPLEX	MCG	2.0
2.4	1.7	1.7	2.1	2.6	9	WIOD N/T	610 10kw	14	22	20	15	13	8	90	COX	CHR	1.5

#88

## WICHITA

POPULATION: 399,600

SPRING '90	FALL '90	WINTER '91	SPRING '91	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
11.0	9.4	11.0	15.5	1	KFDI-FM Ctry	101.3 100kw	1	12	7	1	1	1	94	GREAT EMPIRE	TOR	9.6
7.1	6.1	4.7	9.1	2	KRBB AC	97.9 100kw	6	8	2	2	3	3	100	MARATHON BR.	CHR	7.4
7.1	7.1	7.2	9.0	3	KICT AOR	95.1 100kw	4	2	1	3	5	9	84	LAKODUK	MCG	7.4
6.7	7.4	7.3	7.9	4	KFDI Ctry	1070 100kw	8	15	16	12	8	5	98	GREAT EMPIRE	TOR	7.7
6.6	6.9	6.5	7.3	5	KEYN AC	103.7 100kw	5	7	6	4	2	2	80	ABERDEEN	EAST	6.0
8.6	10.8	12.3	7.3	5	KZSN-FM Ctry	102.1 100kw	3	5	5	5	4	4	65	SOUTHERN SKIES	KATZ	11.5
13.3	11.6	8.7	6.7	7	KKRD CHR	107.3 100kw	2	1	3	6	7	8	51	OSBORN	HNWH	10.0
7.9	4.9	4.0	4.9	8	KOEZ B/EZ	92.3 100kw	9	10	14	13	11	7	69	ANDERSON STA.	---	1.9
4.8	6.4	5.2	4.6	9	KRZZ AOR	96.3 50kw	7	6	4	7	6	10	53	NEW WEST	DUR	8.9
3.8	4.1	4.2	3.3	10	KNSS N/T	1240 1kw	10	9	11	10	10	6	55	NEW WEST	DUR	2.6

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# WILKES BARRE-SCRANTON

POPULATION: 631,200

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	METRO RANK 12+ADP	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			---	12+ BIRCH SHARE
17.1	17.9	15.0	15.6	15.7	1	<b>WKRZ</b> CHR	98.5 8.7kw	1	1	1	1	1	1	86	KEYMARKET	---	19.7
7.5	6.1	8.7	7.1	7.9	2	<b>WEZX</b> AOR	107.1 1.9kw	2	2	2	2	2	7	95	SHAMROCK COM.	CHR	12.7
7.5	6.6	6.0	7.4	6.1	3	<b>WARM</b> AC	590 5kw	3	8	11	6	4	2	78	SUSQUEHANNA	MCG	5.1
4.3	4.8	5.1	4.0	5.3	4	<b>WMGS</b> AC	92.2 5.3kw	4	9	3	3	3	3	77	SUSQUEHANNA	MCG	3.5
4.5	5.3	4.3	5.6	4.3	5	<b>WNAK</b> B/EZ	730 1kw	13	39	39	39	36	8	131	SEVEN-THIRTY	K/P	3.5
3.4	4.2	5.4	3.9	4.1	6	<b>WEJL</b> Gold	630 .5kw	9	23	27	27	23	6	102	SHAMROCK COM.	CHR	1.6
3.5	4.2	4.3	4.8	3.4	7	<b>WDLS</b> Ctry	93.7 .75kw	10	34	10	9	6	4	86	MOUNTAIN	---	4.7
3.1	2.7	2.5	2.8	3.0	8	<b>WWSH</b> B/EZ	97.9 19.5kw	8	20	9	11	8	9	74	LUZERNE	K/P	2.2
2.8	2.3	2.1	3.3	2.7	9	<b>WSGD</b> Gold	94.3 1.1kw	7	11	14	4	5	5	65	SAGE	EAST	2.3
2.4	3.6	3.3	3.2	2.6	10	<b>WGBI</b> AC	101.3 7kw	6	7	6	5	7	10	57	MEGARGEE	TOR	2.9

# WILMINGTON

POPULATION: 487,000

SPRING '90	FALL '90	SPRING '91	METRO RANK 12+ADP	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			---	---
10.0	9.7	10.7	1	<b>WSTW</b> CHR	93.7 50kw	1	4	1	1	2	2	94	STEINMAN STAT.	EAST	
9.0	9.1	10.6	2	<b>WJBR-FM</b> AC	99.5 50kw	2	7	4	2	1	1	100	CRB BROAD.	KATZ	
4.2	4.7	6.7	3	<b>WDEL</b> AC	1150 5kw	4	16	19	13	8	3	88	STEINMAN STAT.	EAST	
6.9	7.0	5.9	4	<b>WMMR</b> AOR	93.3 29kw	3	9	2	3	3	6	62	GROUP W	G/W	
7.5	6.6	5.6	5	<b>WUSL</b> UC	98.9 18kw	7	3	3	4	5	12	88	TAK	KATZ	
3.6	3.7	4.0	6	<b>WILM</b> N/T	1450 1kw	10	29	21	20	12	5	75	DELAWARE	SAV	
3.7	5.4	3.6	7	<b>WYSP</b> CR	94.1 16kw	6	11	5	5	6	17	55	INFINITY	TOR	
4.0	3.7	3.5	8	<b>WEGX</b> CHR	106.1 22.5kw	5	2	7	8	19	26	47	MALRITE	EAST	
4.6	3.6	3.4	9	<b>WIOQ</b> CHR	102.1 27kw	9	1	8	11	17	19	57	EZ	CHR	
2.3	2.5	3.0	10	<b>WOGL-FM</b> Gold	98.1 12.5kw	8	25	17	6	4	4	48	CBS	CBS	

#98

# WORCESTER

POPULATION: 359,900

SPRING '90	FALL '90	SPRING '91	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
11.9	15.1	12.6	1	<b>WSRS</b> AC	96.1 14kw	1	28	5	1	1	1	84	KNIGHT QUALITY	BAN	6.4
10.8	8.0	9.1	2	<b>WAAF</b> AOR	107.3 18.5kw	4	1	1	2	3	8	87	ZAPIS	KATZ	15.7
8.4	8.0	9.1	2	<b>WTAG</b> Talk	580 5kw	2	7	21	9	4	3	78	KNIGHT QUALITY	BAN	5.7
5.6	6.9	7.1	4	<b>WXLO</b> AC	104.5 37kw	5	3	3	3	2	2	77	DEER RIVER	MCG	7.4
7.2	7.1	6.8	5	<b>WZOU</b> CHR	94.5 11.5kw	3	2	2	4	9	7	65	ARDMAN	EAST	10.6
4.4	3.8	4.3	6	<b>WBZ</b> N/T	1030 50kw	6	13	13	12	13	11	67	GROUP W	G/W	4.1
4.4	3.9	3.7	7	<b>WZLX</b> CR	100.7 20kw	8	5	4	5	6	12	76	COOK INLET	HNWH	5.0
4.1	4.7	2.9	8	<b>WNEB</b> Nost	1230 1kw	15	16	31	24	20	15	105	AAMAR	SAV	1.4
1.9	3.0	2.8	9	<b>WBCN</b> AOR	104.1 19kw	10	9	6	6	5	17	60	INFINITY	TOR	3.2
1.4	2.2	2.8	9	<b>WCRB</b> Clas	102.5 15kw	13	14	26	18	14	9	94	CHARLES RIVER	CMBS	1.1
3.3	4.7	2.8	9	<b>WODS</b> Gold	103.3 16kw	9	21	9	8	8	4	58	CBS	CBS	3.3

#85

# YOUNGSTOWN-WARREN

POPULATION: 417,900

SPRING '90	SUMMER '90	FALL '90	WINTER '91	SPRING '91	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
10.6	9.5	8.7	10.6	11.2	1	<b>WQXK</b> Ctry	105.1 88kw	3	8	5	5	3	1	113	LINCOLN GROUP	BAN	10.1
11.1	14.3	10.2	13.1	11.0	2	<b>WHOT-FM</b> CHR	101.1 25kw	1	1	2	2	2	5	74	WHOT, INC.	MCG	14.0
13.2	8.4	10.9	9.4	10.9	3	<b>WKBN</b> N/T	570 5kw	6	12	13	8	7	3	126	WKBN BR.	KATZ	10.2
8.8	10.7	8.9	8.8	10.5	4	<b>WBBG</b> Gold	93.3 50kw	2	4	4	1	1	2	98	MAHONING VALLEY	CHR	8.7
8.6	9.8	9.0	7.7	7.8	5	<b>WKBN-FM</b> AC	98.9 4.5kw	4	5	7	6	4	4	79	WKBN BR.	KATZ	9.8
9.1	8.1	7.9	7.5	7.7	6	<b>WNCD</b> AOR	106.1 3kw	5	3	1	3	6	8	86	WN BROADCASTING	TOR	12.5
2.8	4.0	4.2	3.7	5.6	7	<b>WHOT</b> Nost	1390 5kw	10	17	14	12	9	7	114	WHOT, INC.	MCG	4.6
6.1	5.2	6.8	5.6	5.5	8	<b>WYFM</b> AC	102.9 26kw	7	6	3	4	5	6	76	SHARON	DUR	3.5
1.5	2.5	3.6	4.2	3.5	9	<b>WPHR</b> CHR	107.9 70kw	8	2	6	7	11	19	56	ARDMAN	TOR	5.2
4.0	2.8	2.9	2.7	3.2	10	<b>WBBW</b> N/T	1240 1kw	9	21	21	16	14	9	62	MAHONING VALLEY	CHR	2.3

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December 21, 1979

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Radio & Records  
November 17, 1978

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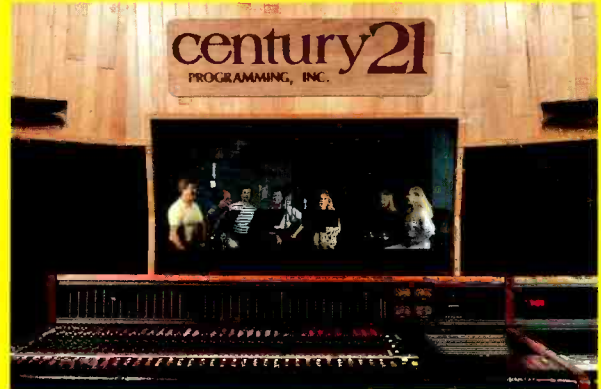
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