

Radio & Records

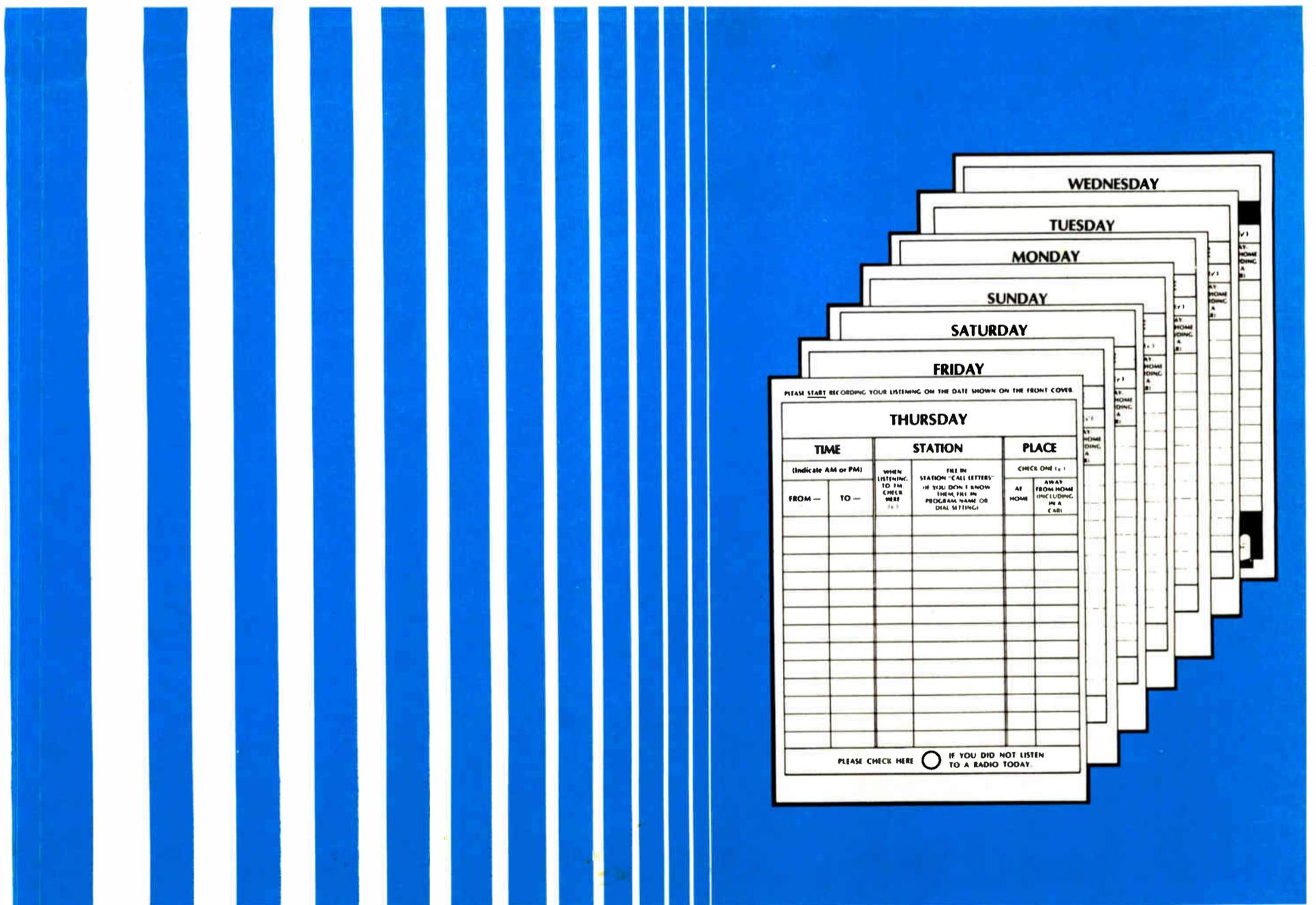
INCLUDES SPECIAL GUIDE
TO READING AND
UNDERSTANDING
ARBITRON DATA

THE INDUSTRY'S NEWSPAPER

ARBITRON BREAKOUTS

3 Year Multi-Book Comparisons

April/May '75 - July/August '78



Chaka

Featuring the single "I'm Every Woman" 1970



Her premier album on Warner/Tattos records and tapes 1970

Management:  Jack Nelson

Produced by Arif Mardin
Written by Ashford & Simpson

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

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

Stations tied in individual breakdowns are listed in alphabetical order.

Top 5 rankings are listed for each demographic breakdown.

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Ken Barnes / Associate Editor
Bob Wilson / Editor & Publisher
Richard Zumwalt / Art Director
Mark Shipper / Senior Editor
Marilyn Frandsen / Associate Art Director
Roger Zumwalt / Photography
Richard Agata, Sandra Gutierrez, Leslie Halpern / Production Associates

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- EPIC/ODE
- T-NECK
- TABU
- JET
- VIRGIN
- CARIBOU
- BLUE SKY
- LIFESONG
- KIRSHNER
- NEMPEROR
- PHILADELPHIA INTERNATIONAL
- UNLIMITED GOLD

Glossary of Terms

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

AM-FM Totals

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

Area Of Dominant Influence (ADI)

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

Audience Trends

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

Average Quarter-Hour Persons

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

Average Quarter-Hour Rating

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

Average Quarter-Hour Share

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

Away-From-Home Listening

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

Cume Persons

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

Cume Rating

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

Cume Daypart Combinations

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

Daypart

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

Dayparts Average & Cume

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

Demographic Categories

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

Exclusive Cume Listening

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

Expanded Sample Frame (ESF)

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

Extended Measurement

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

High Density Ethnic Areas

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

Hour-By-Hour Estimates

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

In-Tab Sample

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

Metro Survey Area (MSA, Metro)

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

Metro And ADI Totals

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

Population Estimates/ Sample Distribution Page

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

Sampling Unit

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

Target Audience Estimates

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

Total Survey Area (TSA)

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

Universe

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

Elementary Procedures For A Quick Market Overview

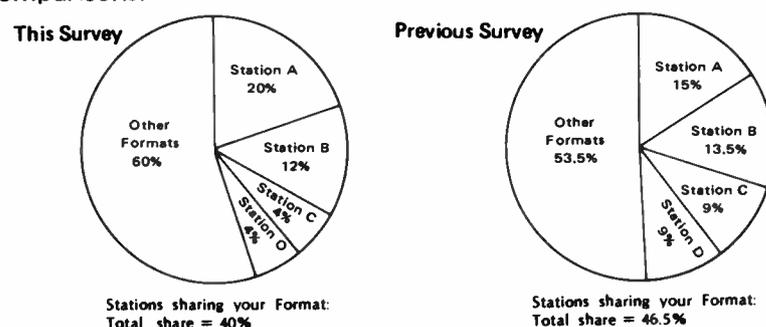
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

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

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

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

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



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

Formulas For In-Depth Programming and Time-Buy Research

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

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

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

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

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

Formula:

TSL =

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

Applications:

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

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

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

Formula:

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

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

Applications:

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

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

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

Formula:

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

Applications:

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

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KBIG |
| 5 | 2 | KABC |
| 4 | 3 | KMET |
| 10 | 4 | KMPC |
| - | 5 | KNX |
| 3 | 6 | KLOS |
| 9 | 7 | KJOI |
| 2 | 8 | KNX-FM |
| 6 | 9 | KRTH |
| 8 | 10 | KFI |
| - | 10 | KIIS-FM |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KBIG | 2626 |
| 10 | 2 | KABC | 2424 |
| 4 | 3 | KFI | 2153 |
| 7 | 4 | KNX | 2095 |
| 2 | 5 | KEZY | 2045 |
| 9 | 6 | KFWB | 2042 |
| - | 7 | KMPC | 2024 |
| 3 | 8 | KHJ | 1926 |
| 8 | 9 | KMET | 1889 |
| 5 | 10 | KLOS | 1788 |

ATLANTA

ATLANTA 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WAOK (B) | 7.5 | 7.1 | 8.6 | 6.0 | 6.1 | 5.4 | 3.7 |
| WBIE (C) | 1.9 | .9 | 1.8 | 1.6 | 2.1 | 2.9 | 1.9 |
| WCOB (BB) | ** | ** | .5 | .6 | .8 | .4 | 1.4 |
| WGST (N) | 1.6 | 2.7 | 2.8 | 4.0 | 2.8 | 3.1 | 2.5 |
| WIGO (B) | 1.8 | .9 | .9 | .8 | 1.0 | 1.4 | 1.8 |
| WKLS-FM (A) | 5.7 | 4.6 | 4.7 | 5.7 | 5.7 | 6.6 | 6.7 |
| WLTA (PA) | 3.6 | 2.1 | 2.8 | 4.0 | 2.2 | 2.9 | 2.3 |
| WPCH (BM) | 9.3 | 7.9 | 7.2 | 10.4 | 6.8 | 7.8 | 6.3 |
| WPLO (C) | 4.4 | 4.7 | 4.2 | 5.0 | 5.1 | 6.7 | 5.4 |
| WQXI (R) | 7.6 | 8.0 | 6.2 | 4.8 | 5.9 | 4.4 | 5.1 |
| WQXI-FM (R) | 5.5 | 3.1 | 5.4 | 3.3 | 6.3 | 7.3 | 7.0 |
| WRNG (T) | 4.2 | 7.7 | 5.3 | 5.7 | 5.3 | 5.8 | 4.4 |
| WSB (PA) | 21.0 | 22.2 | 20.0 | 19.9 | 20.9 | 13.3 | 16.3 |
| WSB-FM (BM) | 4.5 | 5.0 | 4.1 | 5.2 | 4.3 | 4.8 | 6.2 |
| WTJH (RL) | ** | ** | ** | ** | ** | .5 | 1.6 |
| WVEE (B) | ** | ** | ** | 2.5 | 1.8 | 3.9 | 4.6 |
| WZGC (R) | 6.6 | 7.3 | 7.6 | 8.3 | 12.4 | 10.7 | 12.3 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KMET |
| 3 | 2 | KLOS |
| 4 | 3 | KRTH |
| 2 | 4 | KNX-FM |
| 5 | 4 | KNST |
| - | 5 | KPOL-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KNX-FM |
| - | 2 | KIIS-FM |
| 2 | 3 | KRTH |
| - | 4 | KMET |
| 4 | 5 | KLOS |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 3 | 1 | KMET |
| 2 | 2 | KBIG |
| - | 3 | KABC |
| 1 | 4 | KNX-FM |
| 4 | 5 | KLOS |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KEZY |
| - | 2 | KMET |
| 2 | 3 | KHJ |
| - | 3 | KTNO |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WSB |
| 2 | 2 | WZGC |
| 4 | 3 | WQXI-FM |
| 6 | 4 | WKLS-FM |
| 3 | 5 | WPCH |
| 9 | 6 | WSB-FM |
| 5 | 7 | WPLO |
| 10 | 8 | WQXI |
| - | 9 | WVEE |
| 7 | 10 | WRNG |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WSB | 5399 |
| 2 | 2 | WZGC | 3963 |
| 3 | 3 | WQXI | 2774 |
| 4 | 4 | WQXI-FM | 2593 |
| 10 | 5 | WSB-FM | 2204 |
| 5 | 6 | WPCH | 2146 |
| 7 | 7 | WKLS-FM | 2097 |
| 6 | 8 | WPLO | 2020 |
| 8 | 9 | WAOK | 1677 |
| - | 10 | WRNG | 1596 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WKLS-FM |
| 1 | 2 | WQXI-FM |
| - | 3 | WSB |
| 3 | 4 | WZGC |
| - | 5 | WVEE |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WZGC |
| 2 | 2 | WQXI-FM |
| - | 3 | WSB |
| 3 | 4 | WKLS-FM |
| 5 | 5 | WQXI |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WSB |
| 2 | 2 | WZGC |
| 3 | 3 | WKLS-FM |
| 1 | 4 | WQXI-FM |
| - | 5 | WQXI |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WZGC |
| 3 | 2 | WQXI-FM |

ANCHORAGE

ANCHORAGE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| KANC (R) | ** | 2.6 | 11.8 | 17.5 | 13.8 | 5.1 | 10.0 |
| KBYS (PA) | 6.1 | 4.7 | 5.0 | 5.7 | 5.8 | 6.1 | |
| KENI (R) | 31.3 | 18.0 | 12.7 | 5.7 | 9.0 | 17.3 | 17.8 |
| KFQD (PA) | 16.2 | 17.6 | 13.6 | 14.7 | 15.3 | 23.9 | 19.1 |
| KGOT (A) | ** | 13.7 | 7.2 | 6.2 | 7.4 | 6.3 | 6.5 |
| KHAR (BM) | 7.1 | 10.3 | 17.2 | 16.6 | 18.5 | 11.0 | 15.7 |
| KJZZ (B) | 2.5 | .4 | 1.8 | .5 | 2.1 | 1.6 | .9 |
| KKLV (PA) | ** | ** | 9.5 | 10.9 | 9.0 | 8.6 | 8.7 |
| KNIK (BM) | 2.5 | 1.3 | 4.1 | 5.7 | 6.9 | 3.5 | 3.9 |
| KYAK (C) | 19.7 | 12.0 | 14.0 | 14.2 | 10.1 | 14.5 | 9.6 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFQD |
| 2 | 2 | KENI |
| 4 | 3 | KHAR |
| - | 4 | KANC |
| 3 | 5 | KYAK |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|-----|
| 1 | 1 | KENI | 544 |
| 2 | 2 | KFQD | 457 |
| 3 | 3 | KANC | 412 |
| 5 | 4 | KHAR | 370 |
| 4 | 5 | KYAK | 289 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFQD |
| 4 | 2 | KENI |
| - | 3 | KANC |
| 2 | 4 | KGOT |
| 3 | 4 | KKLV |
| 5 | 5 | KYAK |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFQD |
| 2 | 2 | KENI |
| 3 | 3 | KKLV |
| - | 4 | KYAK |
| 4 | 5 | KANC |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFQD |
| 3 | 2 | KENI |
| 4 | 3 | KHAR |
| 3 | 4 | KKLV |
| 2 | 5 | KYAK |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KENI |
| 2 | 2 | KANC |
| - | 3 | KFQD |

AUGUSTA

AUGUSTA 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| WAKN (PA/C) | ** | .8 | .6 | 1.9 |
| WAUG (R) | 5.5 | 6.6 | 4.7 | 4.8 |
| WAUG-FM (A) | 12.0 | 5.0 | 7.5 | 4.3 |
| WBBQ (R) | 10.7 | 14.1 | 12.2 | 11.5 |
| WBBQ-FM (R) | 8.6 | 14.4 | 15.0 | 15.8 |
| WBIA (PA) | 2.9 | 3.3 | 7.2 | 7.2 |
| WGAC (PA) | 14.1 | 13.3 | 8.6 | 8.0 |
| WGUS (C) | 5.2 | 4.1 | 3.3 | 7.2 |
| WGUS-FM (C) | 4.5 | 1.9 | 3.9 | 1.3 |
| WLOW (PA) | ** | ** | .3 | 1.3 |
| WNEZ (BM) | .8 | 4.4 | 5.6 | 3.8 |
| WRDW (B) | 13.4 | 14.6 | 9.4 | 6.4 |
| WTHB (B) | 9.2 | 6.4 | 7.8 | 6.2 |
| WZZW (PA) | 3.7 | 3.6 | 6.9 | 11.0 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBBQ-AM-FM |
| - | 2 | WZZW |
| 3 | 3 | WGAC |
| - | 4 | WBIA |
| - | 4 | WGUS |
| 2 | 5 | WRDW |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | WBBQ-AM-FM | 1622 |
| 2 | 2 | WGAC | 489 |
| 3 | 3 | WZZW | 478 |
| 3 | 4 | WRDW | 374 |
| 4 | 5 | WBIA | 369 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBBQ-AM-FM |
| 5 | 2 | WZZW |
| 2 | 3 | WRDW |
| 3 | 4 | WAUG-FM |
| - | 5 | WBIA |
| 4 | 5 | WGAC |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBBQ-AM-FM |
| 2 | 2 | WZZW |
| - | 3 | WGUS |
| 3 | 4 | WTHB |
| - | 5 | WAUG-FM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBBQ-AM-FM |
| 4 | 2 | WZZW |
| - | 3 | WGUS |
| 5 | 4 | WGAC |
| 2 | 5 | WRDW |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBBQ-AM-FM |
| - | 2 | WTHB |
| - | 2 | WZWM * |

LEGEND

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

AUSTIN

AUSTIN 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| KASE (BM) | 15.2 | 16.8 | 14.8 | 14.8 |
| KCSW (PA) | ** | ** | 8.5 | 9.2 |
| KHFI (R) | 3.9 | 5.7 | 8.7 | 8.5 |
| KLBJ (BM) | 11.6 | 8.5 | 7.3 | 4.6 |
| KLBJ-FM (A) | 6.4 | 9.8 | 6.1 | 13.9 |
| KNOW (R) | 15.2 | 13.7 | 8.7 | 8.5 |
| KOKE-FM (C) | 4.9 | 2.4 | 2.8 | 6.2 |
| KVET (C) | 17.8 | 14.2 | 19.7 | 15.2 |
| KTSA (R)* | 2.8 | 2.8 | 2.4 | 1.7 |
| WOAI (PA)* | 3.4 | .9 | 3.7 | 1.5 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KVET |
| 2 | 2 | KASE |
| - | 3 | KLBJ-FM |
| 4 | 4 | KCSW |
| 3 | 5 | KHFI |
| 3 | 5 | KNOW |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | KLBJ-FM |
| 2 | 2 | KHFI |
| 1 | 3 | KVET |
| 5 | 4 | KNOW |
| 5 | 4 | KOKE-FM |
| 4 | 5 | KASE |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 5 | 1 | KLBJ-FM |
| 1 | 2 | KVET |
| 3 | 3 | KCSW |
| 2 | 4 | KASE |
| - | 5 | KOKE-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|-----|
| 1 | 1 | KVET | 903 |
| 4 | 2 | KNOW | 821 |
| 2 | 3 | KASE | 796 |
| 5 | 4 | KHFI | 721 |
| - | 5 | KLBJ-FM | 651 |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KCSW |
| 3 | 2 | KLBJ-FM |
| 4 | 3 | KNOW |
| - | 4 | KASE |
| 5 | 5 | KHFI |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KHFI |
| 2 | 2 | KNOW |

BALTIMORE

BALTIMORE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | O/N '76 | J/F '77 | A/M '77 | O/N '77 | J/F '78 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WAYE (A) | 1.4 | 1.2 | 1.6 | 1.9 | 1.5 | 1.4 | 1.0 |
| WBAL (PA) | 17.1 | 14.1 | 15.1 | 15.4 | 14.0 | 14.4 | 15.2 |
| WBKZ (R) | ** | ** | 1.1 | 1.9 | 1.8 | 2.1 | 3.8 |
| WCAO (R) | 8.4 | 7.3 | 6.4 | 6.2 | 7.0 | 5.8 | 6.2 |
| WCBM (PA) | 9.8 | 9.4 | 8.5 | 9.5 | 9.5 | 10.0 | 9.0 |
| WFBR (PA) | 5.3 | 4.7 | 5.8 | 4.5 | 3.3 | 5.0 | 4.2 |
| WITH (BM) | 2.1 | 1.9 | .7 | 2.6 | 1.6 | 1.8 | 1.2 |
| WITH-FM (R) | ** | ** | ** | ** | ** | ** | 1.0 |
| WIYY (A) | ** | ** | ** | 3.6 | 4.7 | 3.7 | 4.2 |
| WKTK (A) | 3.5 | 3.5 | 3.6 | 3.1 | 2.5 | 2.8 | 2.6 |
| WLIF (BM) | 10.6 | 9.8 | 9.1 | 9.5 | 10.2 | 7.6 | 8.2 |
| WLPL (R) | 2.7 | 5.9 | 7.0 | 4.9 | 5.2 | 3.3 | 3.5 |
| WMAR (BM) | 3.6 | 3.9 | 4.9 | 3.8 | 3.5 | 3.9 | 4.6 |
| WPOC (C) | 2.8 | 3.8 | 3.7 | 5.0 | 4.7 | 6.2 | 3.7 |
| WRBS (BM) | ** | ** | ** | .6 | .9 | 1.6 | 1.3 |
| WSID (B) | 3.2 | 4.3 | 1.9 | 3.0 | 3.5 | 1.6 | 3.1 |
| WWIN (B) | 4.7 | 5.1 | 2.9 | 4.4 | 3.5 | 2.3 | 4.7 |
| WXYV (R) | ** | ** | ** | .7 | 4.3 | 6.1 | 5.3 |

TOP 10 QUARTER HOUR

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WBAL |
| 3 | 2 | 2 | WCBM |
| 2 | 3 | 3 | WLIF |
| 4 | 6 | 4 | WCAO |
| 7 | 5 | 5 | WXYV |
| 8 | - | 6 | WWIN |
| 8 | 8 | 7 | WMAR |
| 9 | 7 | 8 | WFBR |
| 6 | 9 | 8 | WIYY |
| - | - | 9 | WBKZ |
| 6 | 4 | 10 | WPOC |

18-34 MEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 3 | 1 | 1 | WIYY |
| 2 | 3 | 2 | WXYV |
| 1 | 2 | 3 | WCBM |
| 4 | - | 4 | WCAO |
| - | - | 5 | WBAL |

18-49 ADULTS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WCBM |
| 4 | 2 | 2 | WBAL |
| 5 | 4 | 2 | WXYV |
| 3 | - | 3 | WCAO |
| 2 | 5 | 4 | WLIF |
| - | - | 5 | WBKZ |
| - | - | 5 | WIYY |

TOP 10 CUME IN HUNDREDS

| O/N '77 | J/F '78 | A/M '78 | | |
|---------|---------|---------|------|------|
| 1 | 1 | 1 | WBAL | 5874 |
| 3 | 3 | 2 | WCAO | 3826 |
| 2 | 2 | 3 | WCBM | 3511 |
| 4 | 4 | 4 | WLIF | 3038 |
| 5 | 5 | 5 | WFBR | 2620 |
| 9 | 7 | 6 | WXYV | 1956 |
| 6 | 8 | 7 | WLPL | 1929 |
| 10 | - | 8 | WWIN | 1825 |
| 7 | 9 | 9 | WIYY | 1742 |
| 8 | 6 | 10 | WPOC | 1595 |

18-34 WOMEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WCBM |
| 4 | 2 | 2 | WXYV |
| 2 | 3 | 3 | WCAO |
| 5 | - | 4 | WBKZ |
| 3 | - | 5 | WWIN |

TEENS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WLPL |
| 2 | 2 | 2 | WCAO |
| - | - | 3 | WWIN |
| 3 | - | 4 | WIYY |

BAKERSFIELD

BAKERSFIELD 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| KAFY (R) | 14.5 | 10.4 | 11.7 | 8.7 |
| KERN (R) | 17.2 | 18.5 | 14.3 | 13.4 |
| KGEE (N) | 7.0 | 3.7 | 4.5 | 5.9 |
| KGFM (PA) | 2.9 | 2.2 | 3.1 | 3.9 |
| KHIS-FM (RL) | ** | 1.3 | .5 | 1.4 |
| KKXX (A) | ** | ** | 11.2 | 4.9 |
| KLOA (PA) | 2.2 | 1.1 | 2.6 | 1.8 |
| KLYD (PA) | 2.4 | 1.8 | 2.9 | 2.6 |
| KLYD-FM (PA) | 1.2 | 5.7 | 7.1 | 6.3 |
| KPMC (PA/C) | 5.1 | 3.1 | 2.1 | 2.6 |
| KUZZ (C) | ** | 9.7 | 13.6 | 17.1 |
| KWAC (S) | ** | 2.4 | ** | 2.0 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KUZZ |
| 1 | 2 | KERN |
| 5 | 3 | KLYD-AM-FM |
| 3 | 4 | KAFY |
| - | 5 | KGEE |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 3 | 1 | KERN |
| 2 | 2 | KUZZ |
| 1 | 3 | KKXX |
| 4 | 4 | KAFY |
| - | 5 | KLYD-AM-FM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 3 | 1 | KUZZ |
| 3 | 2 | KERN |
| 4 | 3 | KLYD-AM-FM |
| 2 | 4 | KAFY |
| 1 | 5 | KKXX |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|-----|
| 1 | 1 | KERN | 836 |
| 3 | 2 | KUZZ | 812 |
| 2 | 3 | KAFY | 787 |
| 4 | 4 | KKXX | 417 |
| - | 5 | KGEE | 372 |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 3 | 1 | KERN |
| 4 | 2 | KUZZ |
| 1 | 3 | KAFY |
| 5 | 4 | KLYD-AM-FM |
| 2 | 5 | KKXX |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KERN |
| 2 | 2 | KAFY |
| - | 3 | KUZZ |

BATON ROUGE

BATON ROUGE 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| WAFB (R) | 6.6 | 6.0 | 8.5 | 6.2 |
| WFME (A) | 5.7 | 4.3 | 5.5 | 6.0 |
| WIBR (R) | 12.9 | 12.7 | 8.1 | 9.8 |
| WJBO (PA) | 7.2 | 5.2 | 7.4 | 8.5 |
| WLBI (C) | .7 | .6 | 1.3 | 1.9 |
| WLCS (R) | 15.1 | 14.2 | 12.3 | 9.4 |
| WLUX (BM) | .7 | 3.0 | 1.7 | 5.5 |
| WQXY (BM) | 10.9 | 13.1 | 13.4 | 13.0 |
| WSLG (C) | 1.1 | 1.1 | 1.9 | 1.1 |
| WXOK (B) | 15.9 | 17.9 | 17.8 | 14.1 |
| WYNK (C) | 4.1 | 6.7 | 5.3 | 7.5 |
| WYNK-FM (C) | 5.0 | 6.5 | 6.4 | 7.9 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WXOK |
| 2 | 2 | WQXY |
| 5 | 3 | WIBR |
| 3 | 4 | WLCS |
| - | 5 | WJBO |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WFME |
| - | 2 | WYNK-FM |
| 2 | 3 | WAFB |
| 2 | 3 | WXOK |
| 3 | 4 | WLCS |
| 4 | 5 | WQXY |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WXOK |
| 2 | 2 | WQXY |
| - | 3 | WIBR |
| - | 4 | WYNK |
| - | 5 | WYNK-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | WIBR | 1043 |
| 1 | 2 | WLCS | 963 |
| - | 3 | WJBO | 877 |
| 4 | 4 | WQXY | 780 |
| 5 | 5 | WAFB | 747 |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WXOK |
| - | 2 | WIBR |
| 4 | 3 | WAFB |
| - | 4 | WLUX |
| - | 5 | WYNK |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLCS |
| 2 | 2 | WXOK |
| 3 | 3 | WIBR |

BIRMINGHAM

BIRMINGHAM 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WAPI (PA) | 7.3 | 8.8 | 7.3 | 4.7 | 4.6 | 5.3 | 3.7 |
| WAPI-FM (O) | 3.2 | 2.7 | 3.2 | 2.0 | 2.2 | 1.3 | 3.0 |
| WATV (B) | 1.0 | 1.9 | 10.5 | 11.4 | 11.4 | 12.9 | 7.0 |
| WBUL (B) | 3.2 | 5.1 | 5.5 | 4.1 | 8.7 | 5.8 | 1.2 |
| WCRT (PA) | 2.1 | 2.7 | 3.2 | 4.3 | 3.9 | 3.5 | 2.1 |
| WDJC (RL) | 1.5 | 2.3 | 2.1 | 2.7 | 1.4 | 1.7 | 2.9 |
| WENN (B) | 13.5 | 12.2 | 6.4 | 4.0 | 5.6 | 4.7 | 7.5 |
| WENN-FM (B) | 4.5 | 6.7 | 2.4 | 1.1 | 1.8 | 2.6 | 2.6 |
| WERC (R) | 10.5 | 13.0 | 10.1 | 11.6 | 7.2 | 11.1 | 8.5 |
| WJLD (B) | 6.7 | 4.9 | 5.2 | 5.2 | 3.8 | 3.9 | 7.3 |
| WKXX (R) | ** | ** | ** | ** | ** | 5.6 | 10.3 |
| WLPH (RL) | ** | ** | .5 | .4 | ** | ** | 1.2 |
| WQEZ (BM) | 6.8 | 3.7 | 4.8 | 7.0 | 4.8 | 5.7 | 3.9 |
| WSGN (R) | 7.1 | 7.6 | 8.9 | 11.4 | 9.2 | 11.0 | 9.5 |
| WVOK (C) | 4.1 | 3.6 | 4.0 | 4.2 | 3.5 | 5.1 | 2.2 |
| WVOK-FM (A) | ** | ** | ** | ** | 5.2 | 3.0 | 4.8 |
| WYAM (C) | ** | ** | .4 | .5 | .4 | .7 | 1.8 |
| WYDE (C) | 11.0 | 8.6 | 6.9 | 10.3 | 5.8 | 5.0 | 7.3 |
| WZZK (C) | 4.0 | 2.8 | 5.3 | 4.3 | 3.3 | 3.8 | 4.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | WKXX |
| 3 | 2 | WVOK-FM |
| 2 | 3 | WERC |
| - | 4 | WENN |
| - | 5 | WJLD |
| - | 5 | WYDE |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | WSGN | 1951 |
| 1 | 2 | WERC | 1579 |
| 5 | 3 | WKXX | 1303 |
| 4 | 4 | WYDE | 1122 |
| 3 | 5 | WAPI | 1100 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | WKXX |
| 3 | 2 | WVOK-FM |
| 1 | 3 | WERC |
| 2 | 4 | WSGN |
| - | 5 | WENN |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WSGN |
| 1 | 2 | WERC |
| 5 | 3 | WVOK-FM |
| - | 4 | WJLD |
| 2 | 5 | WATV |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WSGN |
| 2 | 2 | WERC |
| 1 | 3 | WATV |
| 5 | 4 | WKXX |
| - | 5 | WVOK-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WKXX |
| 1 | 2 | WERC |
| 2 | 2 | WSGN |
| - | 3 | WENN |

BOSTON

BOSTON 9 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| WBCN (A) | 2.8 | 2.4 | 3.5 | 2.2 | 3.3 | 1.7 | 2.6 | 3.3 | 2.2 |
| WBZ (PA) | 9.0 | 8.6 | 9.8 | 12.3 | 10.6 | 10.3 | 9.1 | 11.6 | 8.7 |
| WBZ-FM (R) | 1.1 | 2.1 | 1.4 | 1.2 | 1.5 | 1.3 | 1.3 | 1.0 | 1.0 |
| WCGY (R) | 1.4 | 1.3 | 1.6 | 1.1 | 1.9 | 1.6 | 1.8 | 1.3 | 1.7 |
| WCOZ (A) | 2.9 | 3.1 | 5.0 | 3.8 | 3.9 | 4.6 | 4.7 | 4.4 | 5.5 |
| WCRB (CL) | 1.0 | .7 | 1.1 | 1.1 | 1.4 | .8 | 1.4 | 1.0 | 1.5 |
| WEEI (N) | 8.9 | 9.3 | 9.6 | 8.9 | 9.3 | 6.8 | 7.6 | 8.9 | 6.1 |
| WEEI-FM (A) | 3.1 | 2.1 | 1.9 | 2.1 | 2.7 | 2.5 | 3.3 | 3.2 | 3.9 |
| WHDH (PA) | 7.4 | 8.8 | 9.9 | 11.6 | 10.4 | 9.9 | 10.6 | 12.7 | 11.5 |
| WILD (B) | 1.0 | .9 | 1.0 | .8 | 1.4 | 1.9 | 2.8 | 1.7 | 1.4 |
| WITS (N/T) | ** | ** | ** | ** | ** | ** | ** | ** | 5.5 |
| WJDA (BM) | .8 | 1.5 | 2.5 | .9 | 1.2 | .6 | 2.5 | 1.6 | 1.1 |
| WJIB (BM) | 10.3 | 11.0 | 9.3 | 10.1 | 8.4 | 9.6 | 8.4 | 9.3 | 8.7 |
| WRKO (R) | 10.4 | 9.4 | 8.8 | 7.9 | 7.6 | 8.3 | 6.8 | 6.7 | 8.6 |
| WROR (O) | 3.1 | 3.4 | 3.1 | 2.9 | 3.7 | 3.2 | 3.3 | 2.3 | 3.4 |
| WRYT (T) | 1.5 | 1.3 | 1.1 | .9 | 1.3 | 1.2 | 1.2 | 1.4 | 1.1 |
| WSSH (BM) | 2.5 | 1.9 | 2.6 | 2.3 | 3.1 | 2.0 | 3.3 | 2.5 | 2.0 |
| WVBF (R) | 6.2 | 6.5 | 5.8 | 5.2 | 4.9 | 5.1 | 5.7 | 5.6 | 6.5 |
| WWEL-FM (BM) | 2.9 | 2.7 | 2.6 | 2.4 | 2.6 | 2.7 | 3.1 | 2.9 | 2.3 |

TOP 10 QUARTER HOUR

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WHDH |
| 2 | 2 | 2 | WBZ |
| 3 | 3 | 2 | WJIB |
| 5 | 5 | 3 | WRKO |
| 6 | 6 | 4 | WVBF |
| 4 | 4 | 5 | WEEI |
| 7 | 7 | 6 | WCOZ |
| - | - | 6 | WITS |
| 9 | 9 | 7 | WEEI-FM |
| 9 | - | 8 | WROR |
| 10 | 10 | 9 | WWEL-FM |
| - | 8 | 10 | WBCN |

TOP 10 CUME IN HUNDREDS

| O/N '77 | J/F '78 | A/M '78 | | |
|---------|---------|---------|---------|------|
| 2 | 2 | 1 | WHDH | 7880 |
| 1 | 1 | 2 | WBZ | 7849 |
| 3 | 3 | 3 | WRKO | 7424 |
| 5 | 5 | 4 | WJIB | 5618 |
| 4 | 4 | 5 | WEEI | 5144 |
| 6 | 6 | 6 | WVBF | 5040 |
| - | - | 7 | WITS | 5000 |
| 8 | 7 | 8 | WCOZ | 3387 |
| 10 | 8 | 9 | WEEI-FM | 3339 |
| 7 | 9 | 10 | WROR | 3096 |

18-34 MEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WCOZ |
| - | - | 2 | WRKO |
| 4 | 5 | 3 | WEEI-FM |
| 2 | 2 | 4 | WBCN |
| - | - | 5 | WVBF |

18-34 WOMEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|---------|
| 1 | 3 | 1 | WRKO |
| 4 | 4 | 2 | WHDH |
| 4 | 2 | 3 | WVBF |
| 3 | 5 | 4 | WEEI-FM |
| - | - | 5 | WCOZ |

18-49 ADULTS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 2 | 2 | 1 | WHDH |
| 3 | 5 | 2 | WRKO |
| 5 | 3 | 3 | WCOZ |
| 1 | 1 | 4 | WBZ |
| 4 | 4 | 5 | WJIB |

TEENS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 2 | 1 | WVBF |
| 2 | 1 | 2 | WRKO |

BRIDGEPORT

BRIDGEPORT 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| WDJZ (O) | ** | ** | 3.1 | 8.0 |
| WEZN (BM) | 13.0 | 15.4 | 15.1 | 15.8 |
| WICC (R) | 13.0 | 14.4 | 12.6 | 17.0 |
| WNAB (PA/T) | 10.7 | 8.8 | 7.3 | 7.4 |
| WABC (R)* | 5.0 | 4.5 | 3.1 | 2.5 |
| WCBS (N)* | 3.8 | 4.0 | 5.8 | 2.2 |
| WHN (C)* | 1.8 | 2.6 | 2.7 | 2.4 |
| WNBC (R)* | 8.4 | 5.6 | 4.9 | 7.8 |
| WOR (PA)* | 2.2 | 3.0 | 2.9 | 2.8 |
| WPLR (A)* | 2.3 | 8.5 | 11.2 | 6.8 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WICC |
| 1 | 2 | WEZN |
| - | 3 | WDJZ |
| - | 4 | WNBC |
| 4 | 5 | WNAB |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WICC | 1807 |
| 3 | 2 | WNBC | 1026 |
| 2 | 3 | WEZN | 996 |
| 4 | 4 | WNAB | 747 |
| - | 5 | WABC | 570 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WPLR |
| 2 | 2 | WICC |
| 3 | 3 | WNBC |
| 3 | 4 | WEZN |
| 4 | 5 | WABC |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WICC |
| 5 | 2 | WNAB |
| 4 | 3 | WEZN |
| 3 | 4 | WNBC |
| 1 | 5 | WPLR |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WICC |
| 2 | 2 | WEZN |
| 1 | 3 | WPLR |
| 5 | 4 | WNAB |
| 4 | 5 | WNBC |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|-------|
| - | 1 | WNBC |
| 1 | 2 | WPLR |
| 2 | 3 | WICC |
| - | 3 | WRKI* |

BUFFALO

BUFFALO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WADV (BM) | 4.9 | 3.2 | 5.2 | 4.3 | 4.5 | 2.7 | 4.4 |
| WBEN (PA) | 19.0 | 16.2 | 17.2 | 16.4 | 14.6 | 13.0 | 12.5 |
| WBEN-FM (R) | 4.7 | 4.3 | 4.5 | 4.9 | 4.5 | 5.6 | 5.7 |
| WBLK (B) | 2.7 | 3.3 | 3.9 | 2.5 | 3.0 | 3.4 | 4.2 |
| WBNY (BM) | 15.4 | 11.5 | 12.4 | 14.4 | 14.5 | 13.4 | 12.9 |
| WBUF (A) | .6 | 2.2 | 1.8 | 2.3 | 3.3 | 2.2 | 1.7 |
| WGR (PA) | 11.4 | 13.0 | 12.6 | 13.2 | 10.1 | 11.9 | 11.2 |
| WGRO (A) | 5.1 | 4.5 | 4.7 | 3.1 | 4.3 | 4.7 | 4.5 |
| WHLA (PA) | ** | ** | .7 | .8 | .5 | .5 | 1.0 |
| WHLA-FM (PA) | ** | ** | 1.0 | 1.8 | .6 | .9 | 1.2 |
| WJLL (PA) | 1.2 | 1.7 | 1.1 | 1.8 | 1.3 | .9 | 1.3 |
| WKBW (R) | 11.6 | 14.5 | 12.0 | 12.1 | 14.1 | 14.7 | 16.5 |
| WPHD (R) | ** | ** | ** | ** | 5.8 | 3.6 | 3.4 |
| WWOL (C) | 2.5 | 1.8 | 2.5 | 2.2 | 3.0 | 3.4 | 2.3 |
| WWOL-FM (C) | 1.2 | 1.7 | 2.1 | 2.3 | 2.6 | 1.9 | 1.6 |
| WXRL (C) | ** | ** | 1.3 | 1.0 | .7 | 1.3 | 1.0 |
| WYSL (R) | 3.6 | 2.6 | 1.8 | 3.7 | 2.8 | 3.1 | 2.4 |

LEGEND

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

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WKBW |
| 2 | 2 | WBNY |
| 3 | 3 | WBEN |
| 4 | 4 | WGR |
| 5 | 5 | WBEN-FM |
| 6 | 6 | WGRQ |
| 10 | 7 | WADV |
| 8 | 8 | WBLK |
| 7 | 9 | WPHD |
| 9 | 10 | WYSL |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WKBW | 4197 |
| 2 | 2 | WGR | 3574 |
| 3 | 3 | WBEN | 3106 |
| 4 | 4 | WBNY | 2620 |
| 5 | 5 | WBEN-FM | 2205 |
| 8 | 6 | WPHD | 1274 |
| 6 | 7 | WYSL | 1256 |
| 7 | 8 | WGRQ | 1168 |
| 10 | 9 | WADV | 897 |
| 9 | 10 | WBLK | 803 |

CHARLESTON, S.C.

CHARLESTON-NORTH CHARLESTON, SC 6 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|
| WCSC (PA) | 4.5 | 4.6 | 4.1 | 6.2 | 6.5 | 4.2 |
| WEZL (C) | 4.9 | 3.7 | 6.0 | 4.6 | 7.7 | 8.1 |
| WKTM (R) | 8.8 | 6.9 | 4.5 | 7.6 | 8.3 | 11.3 |
| WNCG (PA) | 3.2 | 6.2 | 3.5 | 5.4 | 4.5 | 4.2 |
| WOKE (PA) | 3.9 | 4.8 | 2.7 | 4.2 | 3.0 | 2.5 |
| WPAL (B) | 17.2 | 15.6 | 11.1 | 13.1 | 13.6 | 11.5 |
| WPXI (B) | 4.7 | 13.3 | 21.6 | 19.1 | 13.6 | 16.5 |
| WQIZ (B) | 2.8 | 3.4 | 5.8 | 3.0 | 5.5 | 1.3 |
| WQSN (C) | 4.9 | 3.9 | 4.1 | 3.4 | 2.6 | 3.3 |
| WTMA (R) | 21.1 | 16.9 | 13.0 | 13.5 | 12.1 | 12.5 |
| WWWZ (A) | 6.0 | 3.9 | 3.5 | 4.2 | 5.3 | 5.6 |
| WXTC (BM) | 8.2 | 5.7 | 9.1 | 9.8 | 10.1 | 13.6 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WKBW |
| 3 | 2 | WGRQ |
| 2 | 3 | WGR |
| - | 4 | WBEN-FM |
| - | 5 | WBLK |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WKBW |
| 2 | 2 | WGR |
| 5 | 3 | WBLK |
| - | 3 | WBNY |
| 3 | 4 | WBEN-FM |
| 4 | 5 | WPHD |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WKBW |
| 2 | 2 | WGR |
| 3 | 3 | WBNY |
| 4 | 4 | WBEN-FM |
| 5 | 5 | WBEN-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WKBW |
| 2 | 2 | WBEN-FM |
| 3 | 3 | WGRQ |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WPXI |
| 3 | 2 | WXTC |
| 2 | 3 | WTMA |
| 1 | 4 | WPAL |
| 4 | 5 | WKTM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WTMA | 1093 |
| 3 | 2 | WPXI | 852 |
| 5 | 3 | WKTM | 738 |
| - | 4 | WXTC | 688 |
| 4 | 5 | WPAL | 628 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WKTM |
| 1 | 2 | WPXI |
| 2 | 2 | WWWZ |
| 5 | 3 | WTMA |
| - | 4 | WQSN |
| - | 5 | WCSC |
| 3 | 5 | WPAL |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WPXI |
| 1 | 2 | WPAL |
| 5 | 3 | WXTC |
| 4 | 4 | WKTM |
| 3 | 4 | WTMA |
| - | 5 | WEZL |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WPXI |
| 5 | 2 | WKTM |
| 4 | 3 | WXTC |
| 3 | 4 | WTMA |
| 2 | 5 | WPAL |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WPXI |
| 1 | 2 | WTMA |
| 4 | 3 | WPAL |

CANTON

CANTON 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| WFAH (PA) | ** | .8 | ** | 2.4 |
| WFAH-FM (R) | 2.8 | 1.7 | 3.4 | 2.6 |
| WHBC (PA) | 24.8 | 21.6 | 23.9 | 18.4 |
| WHBC-FM (BM) | 8.9 | 10.5 | 9.2 | 12.8 |
| WHLQ (PA) | 2.2 | 6.3 | 4.2 | 3.8 |
| WINW (R) | 6.7 | 8.4 | 2.7 | 2.6 |
| WNYN (C) | 1.4 | 4.6 | 5.0 | 6.2 |
| WQIO (PA) | ** | ** | 5.3 | 7.0 |
| WGAR (PA)* | 13.7 | 11.1 | 11.3 | 9.4 |
| WMMS (A)* | 3.4 | 4.8 | 3.2 | 5.2 |
| WSLR (C)* | 3.4 | 2.5 | 4.4 | 2.6 |
| WWWZ (PA)* | ** | 2.5 | .4 | 2.4 |
| WWWZ (A)* | ** | ** | .6 | 2.6 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHBC |
| 3 | 2 | WHBC-FM |
| 2 | 3 | WGAR |
| 4 | 4 | WQIO |
| 5 | 5 | WNYN |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WHBC | 1364 |
| 2 | 2 | WGAR | 1052 |
| 3 | 3 | WHBC-FM | 770 |
| 4 | 4 | WQIO | 456 |
| - | 5 | WMMS | 454 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WGAR |
| 3 | 2 | WMMS |
| 4 | 3 | WQIO |
| - | 4 | WWWZ |
| - | 4 | WWWZ |
| 2 | 5 | WHBC |
| - | 5 | WHBC-FM |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WGAR |
| 3 | 2 | WQIO |
| 2 | 3 | WHBC |
| - | 3 | WHLQ |
| - | 4 | WNYN |
| 4 | 5 | WMMS |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHBC |
| 2 | 2 | WGAR |
| 4 | 3 | WHBC-FM |
| 4 | 4 | WQIO |
| 3 | 5 | WNYN |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WGAR |
| 2 | 2 | WQIO |
| - | 3 | WMMS |

CHARLOTTE

CHARLOTTE-GASTONIA 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WAME (C) | 4.6 | 6.6 | 4.3 | 2.8 | 3.3 | 5.4 | 2.7 |
| WAYS (R) | 17.6 | 13.1 | 12.6 | 14.8 | 14.8 | 17.1 | 18.0 |
| WROQ (A) | 7.4 | 7.8 | 7.1 | 8.0 | 7.1 | 9.5 | 10.5 |
| WBT (PA) | 15.4 | 18.8 | 20.6 | 20.2 | 23.6 | 24.9 | 21.2 |
| WBT-FM (BM) | 8.9 | 11.3 | 10.1 | 6.3 | 7.6 | 9.1 | 7.8 |
| WEZC (BM) | 6.3 | 5.0 | 6.2 | 5.4 | 5.7 | 4.7 | 5.1 |
| WGIV (B) | 9.5 | 7.6 | 10.5 | 10.3 | 10.0 | 5.1 | 6.1 |
| WGNC (C) | 1.1 | .5 | 1.0 | 1.0 | 1.4 | 1.8 | .7 |
| WHVN (PA) | 1.1 | 1.3 | 1.8 | 3.0 | 1.2 | 1.0 | .7 |
| WIXE (C) | 1.9 | 2.4 | 1.6 | .7 | 1.2 | 1.4 | 1.6 |
| WLTC (B) | ** | 1.5 | 1.0 | 2.1 | .8 | 1.0 | .7 |
| WRPL (A) | ** | 1.8 | 2.2 | 1.1 | .5 | 1.6 | 1.0 |
| WSOC (N) | 5.7 | 3.9 | 3.6 | 8.3 | 7.7 | 4.4 | 6.3 |
| WSOC-FM (C) | 3.5 | 4.5 | 5.2 | 6.2 | 5.7 | 4.7 | 7.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBT |
| 2 | 2 | WAYS |
| 3 | 3 | WROQ |
| 4 | 4 | WBT-FM |
| - | 5 | WSOC-FM |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|--------|------|
| 1 | 1 | WBT | 2137 |
| 2 | 2 | WAYS | 1866 |
| 5 | 3 | WSOC | 1007 |
| 4 | 4 | WROQ | 962 |
| 3 | 5 | WBT-FM | 840 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WROQ |
| 1 | 2 | WAYS |
| 3 | 3 | WBT |
| - | 4 | WSOC-FM |
| 4 | 5 | WGIV |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBT |
| 3 | 2 | WAYS |
| 4 | 3 | WROQ |
| 5 | 4 | WGIV |
| 2 | 5 | WBT-FM |
| - | 5 | WSOC-FM |
| - | 5 | WPEG |

LEGEND

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

BOOK US!

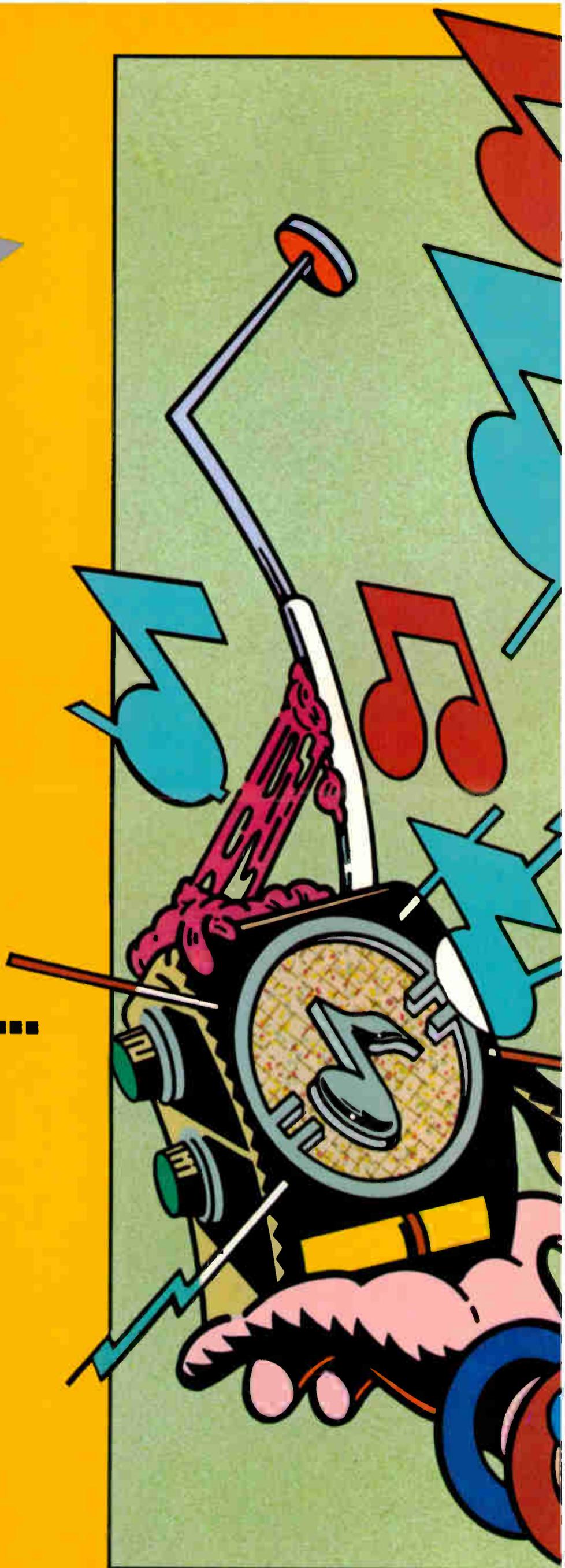
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That makes your books...
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Make our music count.**

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World Radio History



ON THE AIR



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18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBT |
| 2 | 2 | WAYS |
| 3 | 3 | WROQ |
| 5 | 4 | WSOC-FM |
| 4 | 5 | WBT-FM |
| - | 5 | WGIV |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WAYS |
| 2 | 2 | WBT |
| 3 | 3 | WROQ |
| - | 4 | WGIV |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 2 | 1 | 1 | WLS |
| 4 | 2 | 2 | WBMX |
| - | - | 3 | WXRT |
| - | 2 | 4 | WGN |
| 1 | - | 5 | WKQX |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WLS |
| 2 | 2 | 2 | WBMX |
| 4 | 3 | 3 | WFYR |
| - | - | 4 | WIND |
| 5 | 4 | 5 | WCLR |

CHATTANOOGA

CHATTANOOGA 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WDEF (PA) | 17.3 | 19.6 | 17.2 | 19.5 | 16.3 | 15.6 | 14.9 |
| WDEF-FM (BM) | 7.5 | 4.6 | 9.7 | 7.7 | 9.3 | 10.5 | 7.3 |
| WDOD (C) | 11.2 | 7.7 | 10.3 | 9.7 | 10.5 | 9.9 | 11.7 |
| WDOD-FM (B) | 3.3 | 3.3 | 4.7 | 4.0 | 3.3 | 4.9 | 3.2 |
| WDXB (PA) | 4.5 | 2.7 | 2.6 | 2.7 | 3.8 | 1.6 | 1.8 |
| WEPG (PA) | ** | ** | 1.4 | 2.4 | .8 | .6 | 1.4 |
| WFLI (R) | 8.1 | 8.5 | 12.2 | 10.4 | 15.5 | 11.8 | 17.0 |
| WGOW (R) | 12.2 | 9.8 | 8.3 | 6.6 | 7.5 | 5.1 | 4.4 |
| WLFA (PA) | 1.4 | 2.1 | 1.8 | 1.8 | 3.0 | 3.0 | 3.0 |
| WMOC (PA) | 4.1 | 2.9 | 2.8 | 5.1 | 3.0 | 3.7 | 2.0 |
| WNOO (B) | 11.4 | 7.1 | 6.7 | 7.1 | 7.3 | 7.5 | 7.1 |
| WYNQ (BM) | 7.1 | 13.1 | 8.3 | 7.7 | 5.8 | 11.4 | 8.5 |
| WZDQ (R) | ** | ** | ** | ** | ** | 4.5 | 7.7 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WFLI |
| 1 | 2 | WDEF |
| 5 | 3 | WDOD |
| 3 | 4 | WYNQ |
| - | 5 | WZDQ |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WFLI | 1281 |
| 2 | 2 | WDEF | 1043 |
| 3 | 3 | WDOD | 850 |
| 4 | 4 | WGOW | 731 |
| - | 5 | WYNQ | 537 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WFLI |
| 5 | 2 | WZDQ |
| 3 | 3 | WYNQ |
| 2 | 4 | WDOD |
| - | 5 | WLFA |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WFLI |
| 1 | 2 | WDOD |
| - | 3 | WZDQ |
| 5 | 4 | WNOO |
| 3 | 4 | WYNQ |
| 4 | 5 | WGOW |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WFLI |
| 2 | 2 | WDOD |
| - | 3 | WZDQ |
| 3 | 4 | WYNQ |
| 5 | 5 | WDEF |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WFLI |
| 2 | 2 | WZDQ |
| 3 | 3 | WNOO |

CHICAGO

CHICAGO 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| WAIT (BM) | 4.7 | 3.3 | 2.8 | 1.6 | 1.4 | .9 | 1.1 | 1.1 | 1.1 | 1.0 |
| WBBM (N) | 7.0 | 7.4 | 7.7 | 8.3 | 7.5 | 6.3 | 7.4 | 7.6 | 6.3 | 6.7 |
| WBBM-FM (A) | 2.5 | 2.2 | 2.8 | 2.0 | 2.3 | 2.2 | 2.3 | 1.6 | 1.8 | 2.0 |
| WBMX (B) | 1.5 | 1.2 | 2.5 | 2.8 | 2.9 | 3.2 | 3.3 | 4.4 | 4.2 | 5.6 |
| WCFL (PA) | 3.7 | 3.2 | 3.1 | 3.3 | 3.1 | 3.0 | 3.4 | 1.8 | 1.7 | 1.7 |
| WCLR (PA) | 3.4 | 2.6 | 2.9 | 2.7 | 3.6 | 3.1 | 2.4 | 3.7 | 3.9 | 2.9 |
| WDAI (A) | 2.6 | 4.4 | 4.4 | 2.5 | 2.9 | 2.2 | 2.5 | 2.5 | 1.7 | 1.7 |
| WDFM (R) | ** | ** | ** | ** | .6 | .8 | .5 | 1.5 | 2.8 | |
| WFMT-FM (CL) | 1.2 | 1.5 | 1.7 | 1.3 | 1.3 | 1.5 | 1.9 | 2.0 | 1.5 | 1.5 |
| WFYR (PA) | 2.5 | 2.2 | 2.4 | 1.9 | 2.5 | 2.4 | 3.7 | 3.2 | 3.4 | 3.0 |
| WGCI (B) | .7 | 1.8 | 3.0 | 3.3 | 3.8 | 3.7 | 1.8 | 2.1 | 1.5 | 1.5 |
| WGN (PA) | 12.6 | 13.4 | 13.0 | 13.8 | 11.3 | 13.7 | 10.7 | 10.8 | 13.5 | 12.0 |
| WIND (N/T) | 4.1 | 4.3 | 3.9 | 3.9 | 4.1 | 3.6 | 3.8 | 3.8 | 3.8 | 4.6 |
| WJEZ (C) | ** | ** | ** | ** | 1.9 | 1.3 | 1.7 | 1.8 | 1.9 | 1.8 |
| WJJD (C) | 1.6 | 2.6 | 2.0 | 1.8 | 1.7 | 1.6 | 2.4 | 2.1 | 1.9 | 2.7 |
| WKQX (A) | ** | ** | ** | 3.9 | 4.2 | 3.9 | 2.6 | 3.6 | 2.2 | 3.0 |
| WLAK (BM) | 6.3 | 3.1 | 4.8 | 4.9 | 4.4 | 5.1 | 5.9 | 5.3 | 5.1 | 4.2 |
| WLOO (BM) | 5.9 | 5.9 | 6.9 | 7.8 | 6.9 | 6.7 | 7.4 | 7.6 | 7.1 | 7.1 |
| WLS (R) | 9.8 | 9.7 | 7.9 | 7.9 | 8.3 | 7.8 | 8.7 | 7.4 | 7.2 | 8.3 |
| WLUP (A) | ** | ** | ** | ** | 2.0 | 2.7 | 2.2 | 2.8 | 2.0 | 2.0 |
| WMAQ (C) | 5.3 | 5.6 | 4.3 | 4.1 | 5.2 | 5.9 | 4.7 | 6.0 | 4.7 | 5.6 |
| WMET (R) | ** | ** | ** | 3.8 | 3.1 | 4.1 | 3.9 | 3.5 | 3.3 | 2.2 |
| WVON (B) | 3.9 | 4.1 | 2.7 | 2.7 | 2.5 | 2.9 | 3.4 | 3.8 | 4.8 | 3.4 |
| WXRT (A) | 1.0 | 1.7 | 1.7 | 1.0 | 1.5 | 1.1 | 1.2 | 1.2 | 1.5 | 1.7 |
| WYEN (PA) | ** | ** | ** | ** | .9 | .9 | .5 | .6 | 1.0 | |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WGN |
| 3 | 3 | 2 | WLS |
| 3 | 2 | 3 | WLOO |
| 2 | 4 | 4 | WBBM |
| 6 | 8 | 5 | WBMX |
| 4 | 7 | 5 | WMAQ |
| 7 | 10 | 6 | WIND |
| 5 | 5 | 7 | WLAK |
| 7 | 6 | 8 | WVON |
| - | - | 9 | WFYR |
| 9 | - | 9 | WKQX |
| 8 | 9 | 10 | WCLR |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|------|-------|
| 1 | 2 | 1 | WLS | 17060 |
| 2 | 1 | 2 | WGN | 16127 |
| 3 | 3 | 3 | WBBM | 12516 |
| 4 | 4 | 4 | WMAQ | 11939 |
| 6 | 5 | 5 | WIND | 9411 |
| 5 | 6 | 6 | WLOO | 7790 |
| 7 | 7 | 7 | WMET | 6274 |
| - | - | 8 | WBMX | 6228 |
| - | - | 9 | WEFM | 5484 |
| - | 10 | 10 | WFYR | 5447 |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 2 | 1 | WLS |
| 2 | 1 | 2 | WGN |
| 5 | 4 | 3 | WBMX |
| - | - | 4 | WIND |
| 3 | - | 5 | WMAQ |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WLS |
| 3 | 5 | 3 | WEFM |
| 2 | 2 | 4 | WBMX |
| 5 | 3 | 5 | WMET |
| - | - | - | WVON |

CINCINNATI

CINCINNATI 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WCIN (B) | 4.2 | 4.8 | 3.9 | 2.6 | 3.8 | 4.2 | 5.4 |
| WCKY (PA) | 11.1 | 9.9 | 11.8 | 11.0 | 9.6 | 9.8 | 11.5 |
| WEBN (A) | 4.5 | 9.3 | 8.0 | 9.1 | 8.5 | 8.7 | 8.3 |
| WKRC (PA) | 9.4 | 8.6 | 6.8 | 8.2 | 7.4 | 8.1 | 9.0 |
| WKRO (R) | 6.4 | 7.7 | 8.9 | 12.2 | 9.2 | 7.9 | 10.8 |
| WLQA (BM) | 3.4 | 2.9 | 4.4 | 5.2 | 4.6 | 4.7 | 4.1 |
| WLW (PA) | 18.5 | 16.2 | 18.0 | 15.7 | 17.3 | 12.0 | 16.8 |
| WSAI (R) | 13.1 | 9.5 | 8.7 | 9.8 | 8.1 | 9.2 | 6.0 |
| WSAI-FM (R) | 3.5 | 2.3 | 3.1 | 2.2 | 2.4 | 2.2 | 2.9 |
| WUBE (C) | 1.6 | 1.7 | 2.9 | 2.2 | 2.9 | 1.8 | 1.6 |
| WUBE-FM (C) | 2.7 | 2.8 | 2.7 | 2.4 | 4.3 | 5.7 | 5.0 |
| WWEZ (BM) | 10.5 | 9.8 | 9.1 | 7.8 | 8.4 | 9.3 | 5.3 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WLW |
| 2 | 2 | WCKY |
| 7 | 3 | WKRO |
| 6 | 4 | WKRC |
| 5 | 5 | WEBN |
| 4 | 6 | WSAI |
| 10 | 7 | WCIN |
| 3 | 8 | WWEZ |
| 8 | 9 | WUBE-FM |
| 9 | 10 | WLQA |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WLW | 4883 |
| 4 | 2 | WKRO | 2897 |
| 2 | 3 | WSAI | 2753 |
| 3 | 4 | WKRC | 2365 |
| 5 | 5 | WCKY | 2116 |
| 6 | 6 | WEBN | 1847 |
| 7 | 7 | WWEZ | 1451 |
| 10 | 8 | WSAI-FM | 1265 |
| 8 | 9 | WLQA | 1054 |
| 9 | 10 | WUBE-FM | 1052 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WEBN |
| 2 | 2 | WLW |
| 4 | 3 | WKRO |
| - | 4 | WSAI-FM |
| 4 | 5 | WSAI |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WKRO |
| 4 | 2 | WLW |
| 1 | 3 | WEBN |
| 2 | 4 | WSAI |
| 5 | 5 | WCIN |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WLW |
| 2 | 2 | WEBN |
| - | 3 | WKRO |
| 5 | 4 | WUBE-FM |
| 3 | 5 | WSAI |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WKRO |
| 2 | 2 | WSAI |
| - | 3 | WCIN |
| 3 | 4 | WEBN |

CLEVELAND

CLEVELAND 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | O/N '76 | J/F '77 | A/M '77 | O/N '77 | J/F '78 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| WABQ (B) | 1.5 | 1.1 | 2.3 | 1.8 | 1.2 | .9 | 1.1 |
| WBBG (T) | ** | ** | ** | ** | ** | ** | 1.3 |
| WCLV (CL) | 1.1 | 2.8 | 2.9 | 1.3 | 2.1 | 1.6 | 2.3 |
| WDBN (PA) | ** | ** | ** | .6 | 1.9 | 1.8 | 1.1 |
| WDMT (C) | 1.1 | 2.6 | 2.2 | 2.1 | 2.5 | 1.8 | 2.9 |
| WDOK (PA) | 7.7 | 9.4 | 8.3 | 7.9 | 6.8 | 8.2 | 9.3 |
| WERE (N) | 5.4 | 5.9 | 6.1 | 7.1 | 5.4 | 7.9 | 5.1 |
| WGAR (PA) | 7.7 | 6.1 | 7.8 | 5.6 | 7.3 | 5.1 | 6.5 |
| WGCL (R) | 4.8 | 6.3 | 6.8 | 4.5 | 4.7 | 4.5 | 3.4 |
| WHK (C) | 6.4 | 6.9 | 8.0 | 10.8 | 8.7 | 6.8 | 6.6 |
| WJMO (B) | 4.3 | 4.7 | 4.6 | 3.6 | 4.3 | 5.0 | 7.0 |
| WJW (PA) | 4.8 | 5.6 | 6.3 | 5.5 | 3.2 | 4.0 | 2.2 |
| WKSW (BM) | 4.1 | 6.0 | 4.3 | 4.4 | 5.2 | 3.7 | 4.4 |
| WLYT (R) | 3.8 | 2.1 | 1.7 | 2.1 | 2.1 | 2.0 | 1.4 |
| WMMS (A) | 9.7 | 6.4 | 6.0 | 7.5 | 10.6 | 6.9 | 8.8 |
| WQAL (PA) | 7.8 | 7.9 | 8.6 | 7.5 | 8.3 | 10.8 | 11.4 |
| WVWE (PA) | 8.6 | 5.6 | 6.8 | 5.5 | 4.4 | 6.1 | 7.6 |
| WVWM (A) | 3.2 | 3.6 | 4.3 | 6.0 | 5.0 | 4.3 | 4.4 |
| WZZP (R) | ** | ** | ** | 3.8 | 3.0 | 5.9 | 3.7 |

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

WE LOVE YOU ALL



ROCK IS ALIVE AT 75

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TOP 10 QUARTER HOUR

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 3 | 1 | 1 | WQAL |
| 5 | 2 | 2 | WDOK |
| 1 | 4 | 3 | WMMS |
| 10 | 6 | 4 | WWWE |
| - | 9 | 5 | WJMO |
| 2 | 5 | 6 | WHK |
| 4 | 8 | 7 | WGAR |
| 6 | 3 | 8 | WERE |
| 7 | - | 9 | WKSJ |
| 8 | - | 9 | WWWM |
| - | 7 | 10 | WZZP |

TOP 10 CUME IN HUNDREDS

| O/N '77 | J/F '78 | A/M '78 | | |
|---------|---------|---------|------|------|
| 9 | 4 | 1 | WWWE | 3412 |
| 2 | 2 | 2 | WGAR | 3296 |
| 4 | 3 | 3 | WQAL | 2932 |
| 5 | 5 | 4 | WDOK | 2884 |
| 3 | 8 | 5 | WMMS | 2831 |
| 6 | 1 | 6 | WERE | 2432 |
| 7 | 6 | 7 | WGCL | 2222 |
| 1 | 7 | 8 | WHK | 2215 |
| 8 | 9 | 9 | WWWM | 2081 |
| - | - | 10 | WZZP | 2030 |

COLUMBUS, OH.

COLUMBUS, OH 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WBYY (J) | ** | ** | .6 | .5 | ** | .4 | 1.0 |
| WBNS (PA) | 9.0 | 8.0 | 8.2 | 9.0 | 7.0 | 7.9 | 9.1 |
| WBNS-FM (BM) | 11.1 | 8.3 | 11.0 | 9.5 | 13.3 | 14.7 | 15.3 |
| WCOL (R) | 13.7 | 13.1 | 10.9 | 9.5 | 8.2 | 10.3 | 7.7 |
| WHOK-FM (C) | 2.5 | 1.6 | 1.3 | 2.9 | 2.8 | 1.3 | 2.7 |
| WLVO (A) | ** | ** | ** | ** | 4.4 | 5.4 | 4.6 |
| WMNI (C) | 8.1 | 6.6 | 6.5 | 4.1 | 6.1 | 5.1 | 5.9 |
| WNCI (R) | 6.8 | 7.6 | 11.8 | 11.2 | 13.0 | 12.7 | 13.3 |
| WRFD (PA) | 2.7 | 3.4 | 1.8 | 2.9 | 1.9 | 1.3 | 2.4 |
| WRMZ (C) | ** | ** | ** | ** | ** | 1.8 | 2.0 |
| WTVN (PA) | 11.9 | 17.4 | 12.1 | 15.5 | 14.0 | 16.4 | 10.2 |
| WVVO (B) | 3.0 | 4.9 | 3.7 | 4.8 | 3.6 | 3.3 | 3.6 |
| WVVO-FM (B) | 1.6 | .8 | 3.2 | 2.0 | 3.0 | 2.8 | 2.4 |
| WXGT (R) | ** | ** | ** | ** | ** | ** | 7.2 |

18-34 MEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WMMS |
| - | - | 2 | WQAL |
| 2 | 5 | 3 | WGAR |
| 3 | 2 | 4 | WWWM |
| - | - | 5 | WWWE |

18-34 WOMEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 2 | 1 | WMMS |
| 2 | 3 | 2 | WGAR |
| 4 | 4 | 3 | WJMO |
| 5 | - | 4 | WDMT |
| - | 1 | 5 | WQAL |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WBNS-FM |
| 3 | 2 | WNCI |
| 1 | 3 | WTVN |
| 5 | 4 | WBNS |
| 4 | 5 | WCOL |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 2 | 1 | WNCI | 2790 |
| 3 | 2 | WCOL | 2592 |
| 5 | 3 | WBNS-FM | 2366 |
| 1 | 4 | WTVN | 2173 |
| 4 | 5 | WBNS | 2145 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WNCI |
| - | 2 | WXGT |
| 2 | 3 | WLVO |
| 2 | 4 | WCOL |
| 5 | 5 | WBNS |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNCI |
| 2 | 2 | WCOL |
| - | 3 | WXGT |
| 5 | 4 | WBNS-FM |
| 4 | 5 | WBNS |

18-49 ADULTS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WMMS |
| - | 2 | 2 | WQAL |
| 2 | 4 | 3 | WGAR |
| 5 | 3 | 4 | WWWE |
| - | - | 5 | WJMO |

TEENS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 3 | 1 | WMMS |
| 3 | 1 | 2 | WZZP |
| ** | 4 | 3 | WJMO |
| 2 | 2 | 4 | WWWM |
| 4 | 2 | 5 | WGCL |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WNCI |
| 2 | 2 | WBNS-FM |
| 1 | 3 | WTVN |
| 5 | 4 | WBNS |
| 4 | 5 | WCOL |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WNCI |
| - | 2 | WXGT |
| 2 | 3 | WCOL |
| 3 | 4 | WLVO |

COLUMBIA, S.C.

COLUMBIA, SC 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| WBLR-FM (R) | .9 | .9 | ** | 1.1 |
| WCAY (C) | 4.6 | 7.2 | 6.1 | 3.2 |
| WCOS (R) | 11.2 | 7.2 | 4.9 | 5.5 |
| WCOS-FM (C) | 12.5 | 9.6 | 9.8 | 9.8 |
| WIS (PA) | 21.9 | 13.5 | 11.9 | 10.4 |
| WNOK (R) | 3.6 | 2.6 | 2.8 | 2.3 |
| WNOK-FM (R) | 3.6 | 6.1 | 12.1 | 14.5 |
| WOIC (B) | 18.2 | 17.6 | 5.8 | 13.6 |
| WQXL (RL) | 1.6 | 4.3 | 6.1 | 2.6 |
| WSCQ (BM) | ** | .7 | 6.5 | 5.5 |
| WXRY (BM) | 7.7 | 9.6 | 11.4 | 8.1 |
| WZLD (PA) | 8.2 | 11.3 | 8.9 | 6.2 |
| WWDM (B)* | ** | 3.7 | 4.7 | 8.1 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOK-FM |
| - | 2 | WOIC |
| 2 | 3 | WIS |
| 4 | 4 | WCOS-FM |
| 3 | 5 | WXRY |
| - | 5 | WWDM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|-----|
| 2 | 1 | WNOK-FM | 995 |
| 1 | 2 | WIS | 855 |
| - | 3 | WOIC | 742 |
| 3 | 4 | WCOS | 732 |
| 4 | 5 | WCOS-FM | 560 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOK-FM |
| - | 2 | WWDM |
| 2 | 3 | WZLD |
| - | 4 | WXRY |
| - | 5 | WOIC |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | WOIC |
| 2 | 2 | WNOK-FM |
| 1 | 3 | WZLD |
| 4 | 4 | WWDM |
| - | 5 | WCOS |
| 4 | 5 | WCOS-FM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOK-FM |
| - | 2 | WOIC |
| 3 | 3 | WCOS-FM |
| 2 | 3 | WZLD |
| - | 4 | WWDM |
| 4 | 5 | WIS |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOK-FM |
| 3 | 2 | WOIC |
| - | 2 | WWDM |
| 2 | 3 | WCOS |

DALLAS-FT. WORTH

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

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KAFM (A) | 1.3 | 1.6 | 2.1 | 1.8 | 1.5 | 1.5 | 2.1 |
| KBOX (C) | 5.1 | 4.3 | 5.1 | 5.2 | 3.8 | 3.9 | 3.7 |
| KFJZ (PA) | 2.1 | 2.2 | 2.1 | 2.1 | 2.1 | 2.4 | 2.1 |
| KFJZ-FM (R) | ** | ** | ** | 1.2 | 4.6 | 5.1 | 6.2 |
| KFWD (A) | 2.0 | 2.4 | 3.0 | 3.7 | 3.1 | 2.7 | 2.8 |
| KKDA (B) | 4.8 | 4.5 | 2.8 | 1.6 | 2.4 | 1.5 | 1.0 |
| KKDA-FM (B) | ** | ** | 3.3 | 3.5 | 3.3 | 5.7 | 5.7 |
| KLIF (R) | 8.7 | 5.6 | 4.1 | 3.6 | 4.3 | 4.5 | 3.2 |
| KMEZ (BM) | ** | ** | ** | 5.0 | 4.6 | 5.4 | 4.8 |
| KMGC (PA) | ** | ** | ** | ** | ** | 2.2 | 1.4 |
| KNOK (B) | 3.4 | 2.7 | 2.0 | 1.8 | 1.6 | 1.9 | 1.7 |
| KNOK-FM (B) | 3.2 | 3.2 | 2.1 | 2.3 | 2.5 | 2.2 | 2.9 |
| KNUS (PA) | 4.1 | 6.0 | 6.5 | 6.1 | 4.4 | 3.6 | 2.3 |
| KOAX (BM) | 6.2 | 5.7 | 7.1 | 5.6 | 5.9 | 6.1 | 6.1 |
| KPBC (PA) | ** | 1.1 | 1.1 | 1.0 | .9 | 1.8 | 1.4 |
| KPLX (PA) | 2.2 | 2.1 | .9 | 1.8 | 3.9 | 2.6 | 2.8 |
| KRLD (PA) | 7.7 | 10.0 | 7.0 | 9.4 | 5.2 | 7.7 | 4.8 |
| KSCS (C) | 3.6 | 3.7 | 4.0 | 3.9 | 5.3 | 6.3 | 6.5 |
| KVIL (R) | 1.0 | .9 | 1.2 | 1.2 | 1.8 | 1.3 | 1.3 |
| KVIL-FM (R) | 5.2 | 6.1 | 7.7 | 8.9 | 7.4 | 5.6 | 9.2 |
| KZEW (A) | 3.9 | 3.3 | 3.9 | 4.3 | 3.9 | 3.1 | 4.0 |
| WBAP (C) | 11.8 | 13.1 | 11.5 | 10.0 | 12.3 | 8.9 | 11.6 |
| WFAA (N) | 4.9 | 3.0 | 3.3 | 2.6 | 2.9 | 2.7 | 3.2 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WBAP |
| 3 | 2 | KVIL-AM-FM |
| 4 | 3 | KSCS |
| 8 | 4 | KFJZ-FM |
| 5 | 5 | KOAX |
| 6 | 6 | KKDA-FM |
| 7 | 7 | KMEZ |
| 2 | 7 | KRLD |
| - | 8 | KZEW |
| 10 | 9 | KBOX |
| 9 | 10 | KLIF |
| - | 10 | WFAA |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | WBAP | 5715 |
| 3 | 2 | KVIL-AM-FM | 3979 |
| 2 | 3 | KRLD | 3829 |
| 5 | 4 | KFJZ-FM | 3165 |
| 4 | 5 | KLIF | 3105 |
| 6 | 6 | KSCS | 2953 |
| 7 | 7 | KOAX | 2418 |
| - | 8 | KKDA-FM | 2347 |
| 8 | 9 | KZEW | 2265 |
| - | 10 | WFAA | 2194 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KVIL-AM-FM |
| 1 | 2 | KZEW |
| - | 3 | WBAP |
| - | 4 | KSCS |
| 5 | 5 | KFWD |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KVIL-AM-FM |
| 2 | 2 | KKDA-FM |
| 4 | 3 | KSCS |
| - | 4 | KZEW |
| - | 5 | KLIF |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KVIL-AM-FM |
| 2 | 2 | WBAP |
| 3 | 3 | KSCS |
| 4 | 4 | KKDA-FM |
| - | 5 | KZEW |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KFJZ-FM |
| 2 | 2 | KKDA-FM |
| 3 | 3 | KVIL-AM-FM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHIO-FM |
| 3 | 2 | WHIO |
| 2 | 3 | WING |
| - | 4 | WDAO |
| 5 | 5 | WTUE |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|-------|
| 1 | 1 | WING |
| 3 | 2 | WDAO |
| 2 | 3 | WTUE |
| - | 4 | WKRO* |

DAVENPORT

DAVENPORT-ROCK ISLAND-MOLINE 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| KIHK (R) | 11.4 | 10.0 | 13.1 | 14.6 |
| KRVR (BM) | 12.9 | 10.9 | 12.4 | 8.9 |
| KSTT (R) | 14.3 | 13.2 | 15.7 | 12.0 |
| KWNT (C) | 3.8 | 2.9 | 3.0 | 2.9 |
| WEMO (R) | ** | 1.3 | 2.1 | 1.4 |
| WHBF (C) | 9.0 | 12.3 | 11.8 | 14.8 |
| WHBF-FM (A) | 1.0 | 4.5 | 1.6 | 3.3 |
| WHTT (PA) | ** | 2.9 | 1.4 | 2.6 |
| WKEI (PA) | 2.4 | 1.8 | 1.2 | 2.2 |
| WOC (PA) | 12.6 | 12.9 | 12.7 | 10.5 |
| WQUA (PA) | 10.0 | 8.7 | 7.6 | 10.8 |
| WGN (PA)* | 3.3 | 2.7 | 2.5 | 3.3 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | WHBF |
| 2 | 2 | KIHK |
| 1 | 3 | KSTT |
| - | 4 | WQUA |
| 3 | 5 | WOC |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KSTT | 1051 |
| 3 | 2 | WHBF | 1018 |
| 2 | 3 | KIHK | 943 |
| 5 | 4 | WQUA | 811 |
| 4 | 5 | WOC | 627 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KIHK |
| 1 | 1 | KSTT |
| 3 | 2 | WQUA |
| - | 3 | WHBF-FM |
| 4 | 4 | KWNT |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KIHK |
| 2 | 2 | KSTT |
| 3 | 3 | WQUA |
| 4 | 4 | WHBF |
| - | 5 | KRVR |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KIHK |
| 1 | 2 | KSTT |
| 4 | 2 | WQUA |
| 5 | 3 | WHBF |
| 3 | 4 | KRVR |
| - | 5 | WHBF-FM |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KIHK |
| 1 | 2 | KSTT |

DAYTON

DAYTON 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WAVI (N) | 5.3 | 8.7 | 6.8 | 10.3 | 8.9 | 8.4 | 6.4 |
| WDAO (B) | 6.0 | 6.1 | 7.8 | 5.1 | 7.9 | 6.1 | 7.6 |
| WHIO (PA) | 17.1 | 16.2 | 17.9 | 13.2 | 16.9 | 14.5 | 19.3 |
| WHIO-FM (BM) | 15.7 | 10.6 | 10.7 | 14.6 | 10.9 | 16.1 | 16.1 |
| WING (R) | 9.4 | 9.6 | 10.9 | 13.3 | 10.3 | 11.6 | 11.7 |
| WONE (C) | 8.4 | 9.1 | 10.1 | 9.5 | 11.1 | 11.1 | 7.8 |
| WPTW-FM (PA) | 2.0 | 1.6 | 1.1 | 2.2 | 2.4 | 1.5 | 1.7 |
| WTUE (A) | 7.4 | 6.1 | 5.7 | 6.8 | 6.7 | 7.5 | 6.4 |
| WVUD (A) | 8.3 | 8.9 | 7.1 | 6.8 | 3.5 | 5.0 | 2.4 |
| WLW (PA)* | 5.0 | 4.8 | 4.9 | 2.7 | 4.1 | 2.5 | 4.6 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WHIO |
| 1 | 2 | WHIO-FM |
| 3 | 3 | WING |
| 4 | 4 | WONE |
| - | 5 | WDAO |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WHIO | 2858 |
| 2 | 2 | WING | 2531 |
| 3 | 3 | WHIO-FM | 2060 |
| 4 | 4 | WONE | 1322 |
| 5 | 5 | WTUE | 1022 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WTUE |
| 2 | 2 | WING |
| - | 3 | WHIO |
| 4 | 4 | WHIO-FM |
| 5 | 5 | WDAO |
| - | 5 | WLW |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | WDAO |
| 1 | 2 | WING |
| 5 | 3 | WTUE |
| 2 | 4 | WHIO |
| - | 5 | WHIO-FM |

DENVER

DENVER-BOULDER 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KADX (J) | ** | ** | .7 | 1.2 | .8 | .8 | 1.5 |
| KAZY (A) | ** | ** | ** | 2.9 | 3.4 | 3.1 | 5.1 |
| KBPC (A) | ** | ** | ** | ** | ** | ** | 1.3 |
| KBPI (A) | 6.0 | 3.7 | 3.6 | 4.3 | 6.8 | 10.0 | 8.7 |
| KDEN (N/T) | 2.4 | 2.5 | 3.3 | 1.9 | 2.7 | 2.8 | 3.0 |
| KDKO (B) | 1.1 | .7 | 1.3 | 2.0 | 1.4 | 1.7 | 3.2 |
| KERE (C) | 3.0 | 4.8 | 3.1 | 2.9 | 3.4 | 3.8 | 2.8 |
| KFML (A) | ** | 3.9 | 1.6 | 1.9 | .7 | 1.4 | 1.5 |
| KHOW (PA) | 8.7 | 9.4 | 12.7 | 9.6 | 7.7 | 7.3 | 9.5 |
| KIMN (R) | 4.5 | 5.9 | 5.7 | 5.9 | 4.5 | 3.9 | 5.6 |
| KIMN-FM (A) | .4 | 2.0 | 1.9 | 3.6 | 2.8 | 3.0 | 3.2 |
| KLAK (C) | 5.1 | 3.1 | 3.1 | 3.9 | 4.1 | 3.3 | 2.7 |
| KLIR (BM) | 8.5 | 7.4 | 6.9 | 7.1 | 9.9 | 6.7 | 7.6 |
| KLZ (C) | 5.5 | 3.4 | 3.2 | 3.7 | 2.8 | 2.6 | 2.2 |
| KOA (PA) | 7.6 | 9.2 | 8.3 | 9.7 | 7.4 | 9.8 | 7.7 |
| KOAO (R) | 4.7 | 7.1 | 4.0 | 3.8 | 2.1 | 3.0 | 2.6 |
| KOSI (BM) | 6.2 | 5.3 | 5.0 | 3.6 | 5.4 | 5.0 | 3.5 |
| KOSI-FM (BM) | 5.9 | 4.9 | 5.7 | 4.8 | 6.4 | 4.7 | 5.7 |
| KTLK (R) | 5.0 | 5.3 | 3.8 | 4.6 | 5.6 | 4.8 | 4.3 |
| KVOD (CL) | 3.3 | 3.4 | 4.1 | 3.2 | 2.9 | 4.5 | 3.9 |
| KWBZ (T) | ** | 1.2 | 2.2 | 1.8 | 2.8 | 2.8 | 2.0 |
| KXXK (A) | ** | ** | 8.2 | 6.9 | 5.0 | 4.6 | 2.7 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | KHOW |
| 1 | 2 | KBPI |
| 2 | 3 | KOA |
| 4 | 4 | KLIR |
| 7 | 5 | KOSI-FM |
| 10 | 6 | KIMN |
| - | 7 | KAZY |
| 6 | 8 | KTLK |
| 9 | 9 | KVOD |
| 5 | 10 | KOSI |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | KOA | 2903 |
| 3 | 2 | KHOW | 2668 |
| 2 | 3 | KIMN | 2554 |
| 6 | 4 | KBPI | 2134 |
| 4 | 5 | KTLK | 2071 |
| 5 | 6 | KLIR | 1953 |
| 7 | 7 | KOSI-FM | 1673 |
| 9 | 8 | KOSI | 1345 |
| 8 | 9 | KXXK | 1343 |
| - | 10 | KAZY | 1322 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KBPI |
| 3 | 2 | KAZY |
| - | 3 | KHOW |
| 4 | 3 | KIMN-FM |
| 5 | 4 | KIMN |
| - | 5 | KFML |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KBPI |
| 2 | 2 | KHOW |
| - | 3 | KLIR |
| 4 | 4 | KIMN |
| - | 5 | KAZY |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KHOW |
| 1 | 2 | KBPI |
| 4 | 3 | KLIR |
| - | 4 | KAZY |
| 3 | 5 | KOA |
| - | 5 | KOSI-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KBPI |
| 3 | 2 | KTLK |
| - | 3 | KIMN |

DES MOINES

DES MOINES 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KANY (PA/BM) | ** | ** | ** | ** | ** | ** | 1.9 |
| KCBC (PA) | 5.5 | 3.4 | 5.3 | 4.3 | 5.3 | 4.7 | 7.0 |
| KGGO (R) | 6.7 | 6.3 | 8.7 | 6.6 | 9.0 | 5.8 | 6.4 |
| KIOA (R) | 17.5 | 14.9 | 12.9 | 12.2 | 10.1 | 9.2 | 10.3 |
| KMGK (R) | ** | ** | 4.2 | 3.2 | 6.4 | 5.8 | 7.5 |
| KLYF (BM) | 12.7 | 13.8 | 13.2 | 14.6 | 14.1 | 15.8 | 13.6 |
| KRNO (R) | 2.7 | 5.7 | 7.3 | 7.2 | 4.8 | 5.5 | 7.0 |
| KRNT (PA) | 10.7 | 14.7 | 13.2 | 13.0 | 14.9 | 10.5 | 14.8 |
| KSO (C) | 11.5 | 11.8 | 9.2 | 12.8 | 11.2 | 16.6 | 10.6 |
| WHO (PA/C) | 18.7 | 14.7 | 12.9 | 14.4 | 15.7 | 15.0 | 14.5 |

LEGEND

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

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | KRNT |
| 3 | 2 | WHO |
| 2 | 3 | KLYF |
| 1 | 4 | KSO |
| 5 | 5 | KIOA |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|-----|
| 3 | 1 | KRNT | 864 |
| 2 | 2 | KIOA | 861 |
| 1 | 3 | WHO | 801 |
| 4 | 4 | KLYF | 633 |
| 5 | 5 | KSO | 558 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KCBC |
| 4 | 2 | KIOA |
| 5 | 2 | KRNQ |
| - | 3 | KRNT |
| - | 4 | KMGK |
| - | 5 | KGGO |
| 3 | 5 | KLYF |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KIOA |
| 1 | 2 | KRNQ |
| - | 3 | KCBC |
| 3 | 3 | KLYF |
| 1 | 3 | KSO |
| 4 | 4 | KGGO |
| 5 | 4 | KMGK |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KLYF |
| 3 | 2 | KIOA |
| 5 | 3 | KRNT |
| - | 4 | KCBC |
| 5 | 4 | KRNQ |
| 1 | 4 | KSO |
| 4 | 5 | WHO |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KMGK |
| 2 | 2 | KGGO |
| 1 | 3 | KIOA |

EL PASO

EL PASO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KAMA (S) | 16.5 | 18.3 | 7.5 | 13.7 | 16.0 | 14.9 | 16.5 |
| KAMA-FM (S) | ** | ** | 3.1 | 3.7 | 4.2 | 5.2 | 4.3 |
| KELP (R) | 9.2 | 7.6 | 6.3 | 9.7 | 7.9 | 7.2 | 4.5 |
| KEZB (BM) | 5.1 | 6.2 | 5.8 | 3.7 | 7.3 | 6.6 | 10.2 |
| KHEY (C) | 10.7 | 12.5 | 11.5 | 9.9 | 10.7 | 12.8 | 7.3 |
| KINT (R) | 2.2 | 2.9 | 2.5 | 3.9 | 3.6 | 3.5 | 1.6 |
| KINT-FM (R) | 10.3 | 9.0 | 10.6 | 11.6 | 11.5 | 8.1 | 10.4 |
| KLOZ (C) | ** | 2.1 | 1.3 | 2.6 | .4 | 2.1 | 2.1 |
| KPAS (A) | ** | ** | ** | 2.8 | 2.2 | 4.8 | 10.4 |
| KPROD (PA) | ** | ** | 1.2 | 4.8 | .6 | .6 | 4.2 |
| KSET (PA) | 1.9 | 3.1 | 2.1 | 2.5 | 1.2 | .8 | 2.1 |
| KTSM (N) | 1.1 | 4.9 | 2.7 | 5.1 | 5.9 | 3.5 | 1.6 |
| KTSM-FM (R) | 3.6 | 3.5 | 4.0 | 4.2 | 6.5 | 6.8 | 3.6 |
| XEJ (PA) | .4 | 1.2 | 5.8 | 1.8 | 1.4 | 1.2 | 1.9 |
| XROK (R) | 11.8 | 7.0 | 13.4 | 9.5 | 6.5 | 7.4 | 8.7 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KAMA |
| 3 | 2 | KINT-FM |
| - | 2 | KPAS |
| - | 3 | KEZB |
| 4 | 4 | XROK |
| 2 | 5 | KHEY |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | XROK | 1025 |
| 2 | 2 | KINT-FM | 848 |
| 3 | 3 | KELP | 704 |
| - | 4 | KAMA | 682 |
| 5 | 5 | KTSM-FM | 550 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | KPAS |
| 3 | 2 | KINT-FM |
| - | 3 | KAMA |
| 3 | 3 | XROK |
| 2 | 4 | KTSM-FM |
| - | 5 | KEZB |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KAMA |
| 3 | 2 | KINT-FM |
| - | 3 | KEZB |
| 3 | 4 | XROK |
| 2 | 5 | KELP |
| 5 | 5 | KPAS |
| - | 5 | KROD |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KAMA |
| - | 2 | KPAS |
| - | 3 | KINT-FM |
| 4 | 4 | KEZB |
| 5 | 5 | XROK |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | XROK |
| - | 2 | KINT-FM |
| 3 | 3 | KELP |

DETROIT

DETROIT 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| CKLW (R) | 6.3 | 6.2 | 5.9 | 5.9 | 4.7 | 5.6 | 5.8 | 3.9 | 3.7 | 4.8 |
| CKLW-FM (C) | 1.6 | .9 | 1.3 | 1.0 | 1.0 | 1.7 | 1.2 | .7 | 1.0 | 1.0 |
| WABX (A) | 2.6 | 3.0 | 3.4 | 3.6 | 2.6 | 2.7 | 3.3 | 4.1 | 3.3 | 4.5 |
| WCAR (PA) | 1.6 | 2.5 | 2.0 | 2.7 | 2.5 | 2.0 | 1.1 | 1.2 | 1.0 | 1.1 |
| WCHB (B) | 4.8 | 4.1 | 2.8 | 3.4 | 2.5 | 2.8 | 2.4 | 3.2 | 2.8 | 2.5 |
| WCZY (BM) | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.3 |
| WDEE (C) | 4.4 | 2.8 | 3.6 | 3.8 | 3.1 | 4.1 | 4.2 | 3.0 | 4.2 | 4.7 |
| WDRQ (R) | 4.3 | 4.0 | 6.5 | 3.6 | 5.8 | 3.7 | 3.9 | 3.7 | 3.7 | 4.0 |
| WGPR (B) | 1.4 | 1.9 | 1.6 | 1.7 | 1.1 | 1.6 | 1.5 | 1.6 | 2.9 | 1.8 |
| WJLB (B) | 2.8 | 3.3 | 3.7 | 3.9 | 4.1 | 6.2 | 3.5 | 4.0 | 3.8 | 4.2 |
| WJR (PA) | 15.1 | 19.1 | 14.4 | 13.4 | 14.1 | 14.0 | 12.7 | 15.5 | 16.9 | 14.8 |
| WJR-FM (BM) | 3.9 | 3.4 | 4.1 | 5.0 | 5.6 | 5.4 | 5.8 | 5.8 | 5.8 | 5.0 |
| WJZZ (B) | 2.6 | 3.8 | 1.5 | 2.2 | 2.1 | 1.9 | 2.0 | 2.0 | 2.3 | 3.6 |
| WMJC (PA) | 4.4 | 3.4 | 3.3 | 3.6 | 4.2 | 3.2 | 4.5 | 3.1 | 3.3 | 2.5 |
| WNIC (A) | .8 | 2.6 | 3.6 | 3.6 | 3.2 | 4.1 | 4.9 | 3.6 | 4.4 | 5.7 |
| WOMC (PA) | 4.5 | 3.5 | 4.2 | 3.7 | 3.3 | 3.7 | 3.3 | 4.1 | 4.7 | 3.9 |
| WRIF (A) | 6.2 | 6.7 | 6.4 | 6.7 | 7.3 | 8.0 | 6.8 | 5.9 | 7.2 | 6.0 |
| WWJ (N/T) | 5.1 | 5.7 | 7.7 | 6.9 | 6.1 | 5.4 | 6.3 | 6.6 | 4.7 | 5.0 |
| WWJ-FM (BM) | 5.1 | 3.8 | 4.6 | 4.3 | 4.0 | 3.6 | 4.6 | 5.1 | 4.5 | 3.6 |
| WWWW (A) | 2.5 | 1.9 | 1.3 | 1.6 | 2.9 | 3.5 | 5.0 | 3.5 | 3.4 | 4.3 |
| WXYZ (R) | 5.0 | 4.4 | 5.5 | 6.7 | 5.5 | 4.1 | 3.8 | 5.4 | 3.9 | 4.1 |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|--------|
| 1 | 1 | 1 | WJR |
| 3 | 2 | 2 | WRIF |
| - | 6 | 3 | WNIC |
| 4 | 3 | 4 | WJR-FM |
| 2 | 4 | 4 | WWJ |
| 9 | 10 | 5 | CKLW |
| - | 7 | 6 | WDEE |
| 7 | - | 7 | WABX |
| - | - | 8 | WWWW |
| 8 | 9 | 9 | WJLB |
| 5 | 8 | 10 | WXYZ |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|--------|-------|
| 1 | 1 | 1 | WJR | 11296 |
| 2 | 2 | 2 | CKLW | 7967 |
| 4 | 3 | 3 | WRIF | 7651 |
| 5 | 4 | 4 | WXYZ | 6147 |
| 3 | 5 | 5 | WWJ | 6034 |
| 8 | 7 | 6 | WDRQ | 5388 |
| 6 | 8 | 7 | WNIC | 5325 |
| - | 10 | 8 | WWWW | 5072 |
| 7 | 6 | 9 | WJR-FM | 4933 |
| 9 | - | 10 | WABX | 4788 |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 3 | 5 | 1 | WABX |
| 1 | 1 | 2 | WWWW |
| 2 | 2 | 3 | WRIF |
| - | 3 | 4 | WNIC |
| - | - | 5 | WJZZ |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 2 | 1 | WNIC |
| - | 1 | 2 | WRIF |
| 5 | 3 | 3 | WMJC |
| - | - | 4 | WWWW |
| 3 | 5 | 5 | WXYZ |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WJR |
| - | 3 | 2 | WNIC |
| 3 | 2 | 3 | WRIF |
| 4 | - | 4 | WABX |
| 5 | - | 4 | WWWW |
| 2 | - | 5 | WXYZ |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WRIF |
| 5 | - | 2 | CKLW |
| 2 | 2 | 3 | WDRQ |
| 3 | 3 | 4 | WABX |

EUGENE

EUGENE-SPRINGFIELD 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KASH (R) | 5.4 | 6.3 | 1.4 | 5.3 | 2.4 | 2.1 | 3.2 |
| KATR (PA) | 4.8 | 3.5 | .7 | 1.1 | 3.8 | 4.5 | 4.6 |
| KBDF (R) | 10.2 | 9.0 | 15.0 | 16.0 | 18.2 | 11.8 | 10.0 |
| KBMC (RL) | ** | .7 | ** | 1.4 | ** | 1.0 | 1.1 |
| KEED (C) | 11.5 | 7.3 | 11.9 | 9.9 | 8.7 | 7.3 | 9.6 |
| KFMY (BM) | 4.2 | 2.1 | 4.5 | 3.2 | 2.8 | 2.8 | 1.1 |
| KNND (PA) | ** | 2.4 | .3 | 2.5 | .7 | 1.0 | 1.8 |
| KORE (PA) | .6 | 3.1 | 2.1 | 1.1 | 3.5 | 1.4 | 4.6 |
| KPNW (PA) | 12.5 | 11.5 | 13.6 | 13.5 | 13.3 | 13.5 | 10.0 |
| KPNW-FM (BM) | 11.2 | 9.0 | 6.6 | 7.4 | 10.5 | 10.7 | 13.2 |
| KSND (R) | ** | 2.8 | 2.8 | 3.2 | 3.1 | 5.9 | 9.3 |
| KUGN (PA) | 18.2 | 21.5 | 22.4 | 17.0 | 17.5 | 18.7 | 16.8 |
| KZEL (A) | 8.3 | 5.2 | 4.2 | 7.1 | 5.2 | 5.9 | 3.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KUGN |
| 4 | 2 | KPNW-FM |
| 3 | 3 | KBDF |
| 2 | 3 | KPNW |
| 5 | 4 | KEED |
| - | 5 | KSND |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|-----|
| 1 | 1 | KUGN | 722 |
| 2 | 2 | KBDF | 564 |
| 3 | 3 | KPNW | 482 |
| 5 | 4 | KSND | 453 |
| - | 5 | KEED | 382 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | KSND |
| 5 | 2 | KPNW |
| 1 | 2 | KUGN |
| 3 | 3 | KBDF |
| 2 | 3 | KZEL |
| 4 | 4 | KEED |
| - | 4 | KPNW-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KBDF |
| 4 | 2 | KSND |
| 1 | 2 | KUGN |
| 2 | 3 | KPNW |
| 5 | 4 | KPNW-FM |
| - | 5 | KORE |

18-49 ADULTS

| O/N '77 | A/M '75 | |
|---------|---------|---------|
| 1 | 1 | KUGN |
| 2 | 2 | KPNW |
| 5 | 3 | KPNW-FM |
| - | 4 | KSND |
| 3 | 5 | KBDF |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KBDF |
| 2 | 2 | KSND |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WSHE |
| - | 2 | WHYI |
| - | 3 | WRBD |
| 1 | 4 | WAXY |
| - | 4 | WAIA |
| - | 5 | WINZ-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WHYI |
| 3 | 2 | WAXY |
| 1 | 2 | WAIA |
| 5 | 3 | WLYF |
| - | 4 | WSHE |
| - | 4 | WGBS |
| - | 5 | WRBD |

FLINT

FLINT 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| WAMM (B) | 6.0 | 9.9 | 6.7 | 4.9 |
| WFDF (PA) | 13.3 | 10.7 | 12.6 | 9.6 |
| WGMZ (PA) | 11.5 | 9.9 | 9.6 | 9.6 |
| WKMF (C) | 7.8 | 10.1 | 7.5 | 10.6 |
| WOAP (PA) | 3.0 | 2.5 | 3.8 | 1.6 |
| WOAP-FM (PA) | .5 | .9 | 1.5 | 1.3 |
| WTAC (R) | 8.1 | 8.8 | 6.0 | 5.4 |
| WTRX (PA) | 5.9 | 7.5 | 6.7 | 7.3 |
| WWCK (A) | 6.3 | 5.1 | 7.3 | 12.5 |
| WFMK (PA)* | ** | .4 | 1.3 | 4.2 |
| WGER (PA)* | 5.0 | .7 | 5.2 | 3.6 |
| WJR (PA)* | 8.7 | 8.8 | 10.1 | 10.1 |
| WWWS (PA)* | ** | 1.6 | 3.1 | 3.1 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | WWCK |
| 4 | 2 | WKMF |
| 2 | 3 | WJR |
| 1 | 4 | WFDF |
| 3 | 4 | WGMZ |
| - | 5 | WTRX |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WFDF | 1054 |
| 5 | 2 | WWCK | 982 |
| 4 | 3 | WJR | 969 |
| 2 | 4 | WTAC | 822 |
| 3 | 5 | WTRX | 810 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WWCK |
| - | 2 | WTRX |
| 4 | 3 | WTAC |
| - | 3 | WJR |
| - | 4 | WFMK |
| - | 5 | WKMF |
| - | 5 | WWWS |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WWCK |
| 5 | 2 | WGMZ |
| - | 3 | WFMK |
| 4 | 4 | WTRX |
| 5 | 5 | WAMM |
| 1 | 5 | WFDF |
| 5 | 5 | WTAC |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WWCK |
| - | 2 | WKMF |
| 1 | 3 | WGMZ |
| 3 | 4 | WJR |
| 3 | 5 | WTRX |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WWCK |
| 1 | 2 | WTAC |
| - | 3 | WFDF |
| - | 3 | WTRX |
| 2 | 4 | WAMM |

FT. LAUDERDALE

FT. LAUDERDALE-HOLLYWOOD 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WAXY (O) | 1.4 | 2.5 | 3.2 | 3.9 | 3.7 | 4.7 | 4.2 |
| WCKO (B) | ** | 2.8 | .9 | 1.2 | 2.6 | 3.1 | 1.3 |
| WFTL (PA) | 9.7 | 5.0 | 7.3 | 6.1 | 8.4 | 9.1 | 7.6 |
| WGLO (PA) | 5.2 | 5.5 | 2.1 | 4.8 | 7.3 | 7.0 | 5.8 |
| WGMA (C) | 3.1 | 2.0 | 2.0 | 2.2 | 3.2 | 2.5 | 2.8 |
| WHYI (R) | 7.5 | 9.0 | 7.8 | 5.9 | 10.3 | 7.8 | 9.9 |
| WLOD (BM) | 3.9 | 2.8 | 2.9 | 3.1 | 1.0 | 2.2 | 1.7 |
| WRBD (B) | 1.3 | 3.7 | 5.4 | 3.5 | 4.0 | 2.1 | 4.2 |
| WSHE (A) | 4.1 | 5.4 | 4.0 | 5.6 | 6.4 | 4.0 | 4.6 |
| WSRF (A) | ** | ** | .5 | 2.1 | .9 | .6 | 1.0 |
| WAIA (BM)* | 3.1 | 5.2 | 3.6 | 4.9 | 5.0 | 5.2 | 5.4 |
| WGBS (PA)* | 4.0 | 1.9 | 4.0 | 3.2 | 2.9 | 2.8 | 2.7 |
| WINZ (N)* | 1.3 | 3.7 | 4.4 | 4.9 | 5.0 | 6.1 | 6.1 |
| WINZ-FM (A)* | ** | 3.7 | 2.6 | 5.3 | 4.0 | 2.4 | 2.9 |
| WIOD (PA)* | 7.0 | 7.5 | 5.4 | 4.6 | 3.6 | 6.0 | 4.3 |
| WLYF (BM)* | 18.9 | 12.4 | 15.9 | 13.1 | 11.5 | 12.3 | 15.1 |
| WMJX (R)* | ** | 1.9 | 3.1 | 4.4 | 3.4 | 2.9 | 1.8 |
| WQAM (R)* | ** | 3.9 | 3.5 | 3.9 | 1.2 | 2.1 | 2.2 |
| WTMI (CL)* | ** | 2.0 | 1.7 | 1.3 | 1.7 | 1.8 | 1.2 |
| WVCG (PA)* | ** | .6 | 2.4 | .8 | 1.0 | 1.8 | 1.9 |
| WYOR (BM)* | 1.3 | ** | 3.2 | 3.1 | 3.5 | 3.1 | 3.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLYF |
| 3 | 2 | WHYI |
| 2 | 3 | WFTL |
| 5 | 4 | WINZ |
| 4 | 5 | WGLO |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 3 | 1 | WLYF | 2101 |
| 1 | 2 | WHYI | 1770 |
| 4 | 3 | WINZ | 1409 |
| - | 4 | WGLO | 1188 |
| 5 | 5 | WFTL | 1147 |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WHYI |
| 5 | 2 | WLYF |
| 1 | 3 | WAIA |
| 2 | 4 | WAXY |
| - | 5 | WSHE |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYI |
| 2 | 2 | WSHE |
| - | 3 | WINZ-FM |

FT. WAYNE

FT. WAYNE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| WCMX (C) | 1.1 | 1.2 | .7 | 1.3 | 2.1 | 1.6 | 1.8 |
| WFWR (C) | 3.0 | 4.3 | 3.3 | 1.8 | 4.7 | 1.1 | 1.1 |
| WGL (PA) | 5.0 | 5.9 | 4.6 | 4.6 | 3.0 | 3.4 | 3.4 |
| WLYV (C) | 7.1 | 5.4 | 4.0 | 7.5 | 6.8 | 4.1 | 6.6 |
| WMEV (R) | 18.0 | 15.6 | 14.8 | 14.7 | 15.2 | 15.6 | 15.3 |
| WMEF (PA) | 21.9 | 17.7 | 21.7 | 17.5 | 18.9 | 21.0 | 20.8 |
| WOWO (PA) | 20.1 | 23.9 | 25.4 | 24.0 | 21.4 | 23.5 | 25.1 |
| WPTH (R) | 11.4 | 12.1 | ** | 13.9 | 14.5 | 11.3 | 11.0 |
| WXKE (R) | ** | ** | ** | 1.3 | 1.9 | 3.4 | 3.7 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WOWO |
| 2 | 2 | WMEF |
| 3 | 3 | WMEE |
| 4 | 4 | WPTH |
| 5 | 5 | WLYV |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WOWO | 1753 |
| 2 | 2 | WMEE | 1212 |
| 4 | 3 | WMEF | 896 |
| 3 | 4 | WPTH | 852 |
| - | 5 | WLYV | 491 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WOWO |
| 1 | 2 | WMEE |
| 2 | 3 | WPTH |
| - | 4 | WXKE |
| 4 | 5 | WLYV |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WMEE |
| 3 | 2 | WPTH |
| 2 | 3 | WOWO |
| 2 | 4 | WMEF |
| 5 | 5 | WLYV |
| 4 | 5 | WXKE |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WOWO |
| 3 | 2 | WMEE |
| 2 | 3 | WMEF |
| 4 | 4 | WPTH |
| 5 | 5 | WLYV |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WMEE |
| 2 | 2 | WPTH |
| 3 | 3 | WOWO |

FRESNO

FRESNO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KARM (C) | 2.0 | 3.2 | 3.1 | 2.4 | 4.4 | 4.8 | 3.0 |
| KFIG (A) | 7.4 | 5.8 | 5.0 | 3.8 | 5.6 | 3.9 | 3.0 |
| KFRE (PA) | 9.0 | 8.5 | 8.4 | 8.1 | 7.4 | 6.6 | 6.5 |
| KFRY (BM) | ** | 1.7 | 3.1 | 2.2 | 1.9 | 1.0 | 1.1 |
| KFYE (R) | 6.3 | 6.0 | 5.5 | 5.0 | 3.9 | 10.0 | 13.2 |
| KGST (S) | 3.9 | 4.3 | 3.3 | 6.2 | 2.1 | 4.0 | 1.4 |
| KKNU (BM) | 13.5 | 12.5 | 13.8 | 13.9 | 8.9 | 8.2 | 10.0 |
| KMAK (C) | 9.0 | 7.0 | 12.8 | 8.3 | 5.3 | 6.8 | 6.3 |
| KMJ (PA) | 8.3 | 10.1 | 9.2 | 10.0 | 10.2 | 8.5 | 10.2 |
| KMJ-FM (CL) | 1.4 | .5 | 1.7 | 1.5 | 1.6 | .8 | 1.1 |
| KXEX (S) | 2.9 | 4.0 | 2.1 | 1.9 | 3.3 | 5.1 | 6.9 |
| KXQR (PA) | ** | ** | ** | ** | ** | 1.5 | 1.6 |
| KYNO (R) | 14.4 | 14.0 | 14.3 | 12.6 | 16.3 | 12.3 | 9.7 |
| KYNO-FM (A) | ** | ** | 4.2 | 6.9 | 8.1 | 7.6 | 5.5 |
| KCBS (N)* | ** | ** | 1.1 | 1.4 | .9 | .6 | 2.8 |
| KIOY (R)* | ** | ** | ** | ** | 6.0 | 3.5 | 2.6 |
| KRDU (PA)* | ** | ** | ** | ** | ** | ** | 2.8 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KFYE |
| 3 | 2 | KMJ |
| 4 | 3 | KKNU |
| 1 | 4 | KYNO |
| - | 5 | KXEX |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KYNO | 1128 |
| 4 | 2 | KFYE | 949 |
| 2 | 3 | KMJ | 864 |
| - | 4 | KKNU | 697 |
| 3 | 5 | KFRE | 637 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KFYE |
| 3 | 2 | KYNO-FM |
| 4 | 3 | KFRE |
| 2 | 3 | KYNO |
| 5 | 4 | KFIG |
| - | 5 | KARM |
| - | 5 | KKNU |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KFYE |
| 1 | 2 | KYNO |
| 5 | 3 | KXEX |
| 1 | 4 | KYNO-FM |
| 4 | 5 | KFIG |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KFYE |
| 2 | 2 | KYNO |
| - | 3 | KKNU |
| - | 4 | KFRE |
| 4 | 5 | KYNO-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KFYE |
| 1 | 2 | KYNO |
| - | 3 | KXEX |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WFBC-FM |
| 2 | 2 | WSPA-FM |
| 4 | 3 | WORD |
| - | 4 | WQOK |
| 3 | 5 | WFBC |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WFBC-FM | 1215 |
| 2 | 2 | WFBC | 1097 |
| 4 | 3 | WQOK | 988 |
| 5 | 4 | WORD | 905 |
| 3 | 5 | WSPA-FM | 882 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WFBC-FM |
| - | 2 | WQOK |
| 5 | 3 | WORD |
| 2 | 4 | WESC |
| 3 | 5 | WFBC |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WFBC-FM |
| 2 | 2 | WORD |
| 3 | 3 | WHYZ |
| 4 | 3 | WQOK |
| - | 3 | WSPA-FM |
| 5 | 4 | WFBC |
| 2 | 5 | WASC |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WFBC-FM |
| - | 2 | WQOK |
| 3 | 3 | WORD |
| 2 | 4 | WSPA-FM |
| 4 | 5 | WFBC |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WQOK |
| 2 | 2 | WORD |

GRAND RAPIDS

GRAND RAPIDS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WCUZ (C) | 11.1 | 5.9 | 6.5 | 5.8 | 7.0 | 4.6 | 7.5 |
| WFUR (PA) | 1.6 | 2.8 | .7 | 2.2 | 1.4 | .6 | 1.7 |
| WFUR-FM (RL) | 2.9 | 4.1 | 3.8 | 2.6 | 4.2 | 3.8 | 3.2 |
| WGHN (PA) | 1.1 | .9 | .9 | 2.0 | 1.4 | ** | 1.5 |
| WGRD (R) | 4.6 | 3.8 | 2.6 | 4.2 | 4.5 | 5.6 | 4.7 |
| WGRD-FM (R) | 9.7 | 6.7 | 8.5 | 11.8 | 9.2 | 12.9 | 11.1 |
| WHTC (PA) | 1.1 | 2.7 | 2.4 | 1.6 | 1.7 | 1.3 | 1.5 |
| WHTC-FM (BM) | ** | ** | .4 | ** | .5 | .5 | 1.0 |
| WJBL-FM (RL) | 2.4 | 1.7 | 3.3 | .4 | 1.9 | 1.4 | 1.5 |
| WJFM (R) | 1.9 | 1.4 | 1.6 | 2.2 | 2.7 | 1.1 | 1.0 |
| WLAV (PA) | 3.4 | 5.5 | 3.3 | 2.9 | 3.7 | 2.9 | 3.2 |
| WLAV-FM (A) | 4.0 | 8.4 | 5.7 | 8.3 | 4.8 | 6.7 | 8.6 |
| WMAX (N) | .8 | 1.3 | 1.1 | 3.6 | 1.6 | 1.3 | 1.2 |
| WMLW (PA) | ** | ** | ** | ** | 4.1 | 4.0 | 3.6 |
| WOOD (PA) | 14.9 | 16.7 | 18.8 | 17.4 | 13.1 | 13.7 | 12.8 |
| WOOD-FM (BM) | 12.2 | 11.7 | 9.8 | 14.1 | 15.8 | 13.4 | 15.5 |
| WZZR (R) | ** | ** | ** | ** | 6.9 | 6.7 | 7.6 |
| WPLB-FM (C) | ** | 1.1 | 1.6 | .9 | 2.0 | 2.7 | 2.1 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WGRD-AM-FM |
| 3 | 2 | WOOD-FM |
| 2 | 3 | WOOD |
| 4 | 4 | WLAV-FM |
| 4 | 5 | WZZR |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | WGRD-AM-FM | 1562 |
| 3 | 2 | WOOD-FM | 1350 |
| 2 | 3 | WOOD | 1287 |
| 4 | 4 | WZZR | 1028 |
| - | 5 | WCUZ | 998 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | WLAV-FM |
| 1 | 2 | WGRD-AM-FM |
| - | 3 | WCUZ |
| - | 3 | WOOD-FM |
| 3 | 3 | WZZR |
| 5 | 4 | WLAV |
| - | 5 | WMLW |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WGRD-AM-FM |
| 2 | 2 | WOOD-FM |
| 4 | 3 | WLAV-FM |
| 4 | 4 | WMLW |
| 3 | 4 | WOOD |
| 5 | 5 | WZZR |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WGRD-AM-FM |
| 2 | 2 | WOOD-FM |
| 4 | 3 | WLAV-FM |
| 3 | 4 | WOOD |
| - | 5 | WCUZ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WGRD-AM-FM |
| 2 | 2 | WZZR |
| 3 | 3 | WLAV-FM |

GREENVILLE

GREENVILLE-SPARTANBURG, SC 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| WASC (PA) | .5 | ** | 4.3 | 2.9 |
| WELP (RL/PA) | ** | 1.0 | .8 | 1.8 |
| WESC (C) | 8.3 | 7.7 | 8.1 | 4.7 |
| WESC-FM (C) | 2.2 | 2.7 | 3.4 | 4.6 |
| WFBC (PA) | 11.3 | 12.5 | 11.6 | 8.6 |
| WFBC-FM (PA) | 16.8 | 12.8 | 17.8 | 13.7 |
| WHYZ (B) | 9.6 | 7.7 | 7.4 | 4.1 |
| WKDY (C) | 2.2 | 2.1 | 1.4 | 2.2 |
| WORD (R) | 13.7 | 13.7 | 9.8 | 9.9 |
| WQOK (A) | 8.6 | 10.2 | 7.0 | 9.8 |
| WSPA (PA) | 6.1 | 6.5 | 5.2 | 8.2 |
| WSPA-FM (BM) | 4.6 | 4.1 | 13.7 | 11.7 |
| WGXL (PA)* | ** | ** | ** | 5.3 |

HONOLULU

HONOLULU 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KAHU (C) | 2.8 | 4.0 | 1.6 | 1.7 | 2.2 | 1.9 | 1.6 |
| KAIM (RL) | ** | ** | .5 | .4 | .4 | 1.0 | 1.6 |
| KAIM-FM (RL) | ** | ** | .5 | ** | .9 | .8 | 2.3 |
| KCCN (PA) | 3.5 | 4.9 | 6.8 | 4.2 | 5.3 | 7.7 | 3.4 |
| KGMB (PA) | 17.6 | 15.3 | 15.5 | 14.1 | 15.8 | 12.8 | 12.3 |
| KGU (PA) | 3.0 | 7.1 | 5.2 | 4.3 | 4.7 | 7.8 | 7.5 |
| KHSS (A) | 6.4 | 7.7 | 6.8 | 7.1 | 4.5 | 3.2 | 4.7 |
| KHVH (N) | 3.2 | 4.2 | 6.3 | 5.1 | 4.0 | 4.1 | 6.1 |
| KIKI (R) | 2.5 | 5.5 | 3.9 | 6.1 | 3.1 | 4.6 | 5.2 |
| KIOE (R) | ** | ** | 3.1 | 3.6 | 3.0 | 2.9 | 3.2 |
| KKUA (R) | 14.9 | 11.5 | 12.2 | 16.4 | 19.6 | 18.4 | 12.2 |

| | | | | | | | |
|--------------|-----|-----|------|-----|-----|------|------|
| KOHO (T) | 4.6 | 2.2 | 2.9 | 4.7 | 3.2 | 2.0 | 2.4 |
| KORL (R) | 7.4 | 5.6 | 12.6 | 8.0 | 8.6 | 13.2 | 13.6 |
| KPOI (R) | 6.4 | 2.4 | 1.6 | 2.2 | 1.2 | 1.1 | 3.0 |
| KOMQ (A) | ** | ** | 5.7 | 5.0 | 3.4 | 3.7 | 3.5 |
| KULA (R) | ** | ** | ** | ** | 3.3 | 2.4 | 4.8 |
| KUMU (BM) | 4.3 | 6.7 | 2.4 | 4.3 | 3.3 | 4.5 | 3.7 |
| KUMU-FM (BM) | 5.3 | 5.2 | 6.0 | 5.1 | 5.2 | 3.3 | 5.1 |
| KZOO (PA) | 2.0 | 2.4 | 1.2 | 1.8 | 1.3 | 1.0 | 1.4 |

HUNTINGTON

HUNTINGTON-ASHLAND 6 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|
| WAMX (R) | .8 | 4.8 | 8.7 | 9.7 | 12.3 | 11.2 |
| WCMJ (PA) | 2.5 | 3.2 | 4.3 | 2.9 | 2.2 | 1.1 |
| WEMM (PA) | 4.9 | 2.9 | 4.1 | 4.3 | 4.2 | 5.3 |
| WGNT (PA) | 19.2 | 17.2 | 13.7 | 17.6 | 13.2 | 13.5 |
| WHEZ (BM) | 10.2 | 11.4 | 8.2 | 10.2 | 9.5 | 11.9 |
| WIRO (PA) | 4.7 | 4.2 | 5.0 | 2.1 | 2.0 | 2.7 |
| WKEE (PA) | 10.7 | 12.2 | 9.6 | 10.0 | 9.5 | 10.5 |
| WKEE-FM (PA) | 13.2 | 15.3 | 11.6 | 12.4 | 17.1 | 13.3 |
| WNST (C) | ** | .8 | .7 | ** | 1.7 | 3.0 |
| WTCR (C) | 11.5 | 14.0 | 18.9 | 14.3 | 15.4 | 11.2 |
| WWHY (PA) | 4.1 | 2.4 | 2.5 | 5.9 | 3.6 | 3.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KORL |
| 3 | 2 | KGMB |
| 1 | 3 | KKUA |
| 4 | 4 | KGU |
| - | 5 | KHVH |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KKUA | 2153 |
| 2 | 2 | KORL | 1885 |
| 3 | 3 | KGMB | 1822 |
| 5 | 4 | KIKI | 1025 |
| - | 5 | KHVH | 929 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WKEE-AM-FM |
| 3 | 2 | WGNT |
| 5 | 3 | WHEZ |
| 4 | 4 | WAMX |
| 2 | 4 | WTCR |
| - | 5 | WEMM |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|-----|
| 1 | 1 | WKEE-AM-FM | 968 |
| 2 | 2 | WGNT | 874 |
| 4 | 3 | WAMX | 646 |
| 5 | 4 | WTCR | 559 |
| - | 5 | WHEZ | 444 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KKUA |
| - | 2 | KULA |
| 2 | 3 | KORL |
| 4 | 4 | KIKI |
| 3 | 5 | KGU |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KKUA |
| 3 | 2 | KGU |
| 2 | 3 | KORL |
| 3 | 4 | KIKI |
| 5 | 5 | KGMB |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KKUA |
| 3 | 2 | KORL |
| 2 | 3 | KGMB |
| 4 | 4 | KGU |
| - | 5 | KIKI |
| - | 5 | KULA |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KORL |
| 2 | 2 | KKUA |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WKEE-AM-FM |
| 4 | 2 | WTCR |
| - | 3 | WNST |
| 2 | 4 | WAMX |
| 4 | 5 | WGNT |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WKEE-AM-FM |
| 5 | 2 | WAMX |
| 2 | 2 | WTCR |
| 5 | 3 | WHEZ |
| 4 | 4 | WGNT |
| - | 5 | WEMM |
| - | 5 | WWHY |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WKEE-AM-FM |
| 2 | 2 | WTCR |
| 5 | 3 | WHEZ |
| 4 | 4 | WAMX |
| 3 | 5 | WGNT |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WAMX |
| 2 | 2 | WKEE-AM-FM |

HOUSTON

HOUSTON-GALVESTON 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KAUM (A) | 1.0 | 3.6 | 3.3 | 3.9 | 1.7 | 3.1 | 4.0 |
| KENR (C) | 7.4 | 5.3 | 6.6 | 3.9 | 6.5 | 6.2 | 3.6 |
| KIKK (C) | 2.8 | 3.2 | 1.8 | 2.0 | 2.2 | 2.1 | 1.4 |
| KIKK-FM (C) | 2.3 | 3.9 | 3.3 | 4.5 | 6.0 | 5.1 | 5.6 |
| KILT (R) | 5.7 | 7.2 | 6.1 | 7.7 | 5.7 | 7.8 | 6.3 |
| KILT-FM (R) | 3.7 | 3.4 | 4.8 | 4.2 | 4.8 | 6.1 | 4.0 |
| KLOL (A) | 3.0 | 3.1 | 5.5 | 3.3 | 2.7 | 4.7 | 2.3 |
| KMJQ (B) | ** | ** | ** | ** | 8.6 | 7.0 | 12.1 |
| KNUZ (C) | 2.4 | 3.1 | 1.4 | 2.1 | 1.8 | 1.5 | 2.2 |
| KODA (BM) | 1.8 | 1.3 | 1.5 | 2.2 | 1.3 | 1.8 | 1.3 |
| KODA-FM (BM) | 4.3 | 3.4 | 2.9 | 3.1 | 2.9 | 4.5 | 2.6 |
| KPRC (N/T) | 7.9 | 5.8 | 4.8 | 4.4 | 5.7 | 5.0 | 6.1 |
| KQUE (PA) | 3.2 | 2.3 | 3.4 | 5.1 | 3.0 | 3.5 | 3.7 |
| KRBE (R) | 7.7 | 6.5 | 6.3 | 6.2 | 6.5 | 9.2 | 9.0 |
| KRLY (R) | 1.1 | 1.7 | 2.2 | 4.5 | 5.3 | 1.4 | 3.5 |
| KTRH (N/T) | 7.1 | 9.6 | 7.3 | 7.1 | 7.6 | 6.9 | 8.3 |
| KULF (PA) | 4.3 | 2.8 | 2.9 | 2.9 | 3.0 | 3.3 | 3.4 |
| KXYZ (PA) | 3.2 | 1.9 | 4.9 | 3.0 | 2.0 | 1.7 | 1.2 |
| KYND (BM) | 6.5 | 8.8 | 9.5 | 8.4 | 9.0 | 7.8 | 8.5 |
| KYOK (B) | 8.0 | 5.6 | 3.7 | 4.7 | 3.3 | .7 | 1.5 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | KMJQ |
| 1 | 2 | KRBE |
| 2 | 3 | KYND |
| 5 | 4 | KTRH |
| 2 | 5 | KILT |
| 8 | 6 | KPRC |
| - | 7 | KIKK-FM |
| - | 8 | KAUM |
| 7 | 8 | KILT-FM |
| - | 9 | KQUE |
| 6 | 10 | KENR |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | KILT | 4448 |
| 2 | 2 | KRBE | 4123 |
| 6 | 3 | KYND | 3459 |
| 3 | 4 | KTRH | 3272 |
| 5 | 5 | KMJQ | 3168 |
| 4 | 6 | KPRC | 2965 |
| 8 | 7 | KILT-FM | 2660 |
| - | 8 | KIKK-FM | 2315 |
| - | 9 | KAUM | 2169 |
| 10 | 10 | KULF | 2151 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | KMJQ |
| - | 2 | KRLY |
| 1 | 3 | KILT-FM |
| 3 | 3 | KRBE |
| 4 | 4 | KILT |
| - | 5 | KIKK-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KRBE |
| 2 | 2 | KMJQ |
| 3 | 3 | KILT |
| - | 4 | KIKK-FM |
| 4 | 5 | KILT-FM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | KMJQ |
| 2 | 2 | KRBE |
| - | 3 | KIKK-FM |
| - | 4 | KYND |
| 1 | 5 | KILT |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KMJQ |
| 1 | 2 | KRBE |
| 2 | 3 | KILT |

INDIANAPOLIS

INDIANAPOLIS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WATI (PA) | 3.3 | 4.8 | 2.8 | 5.1 | 4.5 | 3.8 | 3.6 |
| WBRI (RL) | 1.8 | 2.0 | 1.8 | 1.6 | 1.1 | 1.2 | 1.7 |
| WCBK-FM (N) | ** | .6 | 1.0 | .6 | .6 | 1.5 | 1.1 |
| WFBQ (A) | 3.2 | 3.8 | 4.4 | 5.3 | 5.0 | 3.9 | 6.0 |
| WFMS (C) | 1.7 | 1.5 | 1.4 | 4.1 | 5.2 | 7.0 | 8.8 |
| WIBC (PA) | 14.4 | 13.9 | 13.1 | 14.2 | 15.1 | 15.8 | 18.0 |
| WIFE (R) | 12.0 | 7.2 | 7.6 | 6.4 | 6.5 | 5.1 | 4.8 |
| WIRE (C) | 15.1 | 12.9 | 13.3 | 11.9 | 11.6 | 10.2 | 9.0 |
| WNAP (R) | 7.4 | 7.5 | 8.6 | 8.3 | 11.6 | 9.3 | 9.3 |
| WNDE (R) | 5.1 | 7.2 | 6.7 | 7.7 | 6.3 | 7.4 | 7.0 |
| WTLC (B) | 7.8 | 6.7 | 10.2 | 8.5 | 9.1 | 8.6 | 8.2 |
| WXLW (PA) | 5.0 | 4.1 | 3.8 | 3.8 | 4.0 | 3.0 | 2.5 |
| WXTZ (BM) | 9.0 | 9.8 | 10.4 | 13.2 | 12.3 | 15.0 | 13.7 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WIBC |
| 2 | 2 | WXTZ |
| 4 | 3 | WNAP |
| 3 | 4 | WIRE |
| - | 5 | WFMS |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WIBC | 3139 |
| 2 | 2 | WNDE | 2099 |
| 5 | 3 | WNAP | 1913 |
| 3 | 4 | WXTZ | 1870 |
| 4 | 5 | WIRE | 1797 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WNAP |
| - | 2 | WFBQ |
| 2 | 3 | WIBC |
| 3 | 4 | WTLC |
| 4 | 5 | WFMS |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WIBC |
| 1 | 2 | WNAP |
| - | 3 | WFMS |
| 3 | 4 | WTLC |
| 2 | 4 | WXTZ |
| 5 | 5 | WNDE |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WIBC |
| 5 | 2 | WFMS |
| 2 | 3 | WNAP |
| 3 | 4 | WXTZ |
| 4 | 5 | WIRE |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WNDE |
| 3 | 2 | WNAP |
| 2 | 3 | WTLC |
| 4 | 4 | WIFE |

WHO ARE YOU



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World Radio History

JACKSON

JACKSON, MS 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-----------|---------|---------|---------|---------|
| WJDX(R) | 11.1 | 17.4 | 18.8 | 18.1 |
| WJFR(RL) | ** | 1.4 | .9 | 1.5 |
| WJMI (B) | 11.4 | 10.0 | 16.0 | 14.0 |
| WJOS (C) | 1.1 | .9 | 5.6 | 2.9 |
| WJXN (C) | 3.1 | 2.0 | 1.9 | 1.5 |
| WKXI (B) | 7.7 | 9.4 | 4.7 | 5.3 |
| WLIN (BM) | 12.8 | 11.7 | 12.5 | 11.4 |
| WOKJ (B) | 12.0 | 8.0 | 9.7 | 8.5 |
| WRBC (N) | 6.3 | 4.0 | 3.4 | 1.8 |
| WRKN (C) | .6 | 1.4 | 1.3 | .6 |
| WSLI (PA) | 16.0 | 15.1 | 11.6 | 14.9 |
| WYIG (R) | ** | ** | ** | 3.2 |
| WZZQ (A) | 8.0 | 7.4 | 8.8 | 12.9 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WJDX |
| 4 | 2 | WSLI |
| 2 | 3 | WJMI |
| - | 4 | WZZQ |
| 3 | 5 | WLIN |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WJDX | 1019 |
| 2 | 2 | WSLI | 703 |
| 4 | 3 | WJMI | 494 |
| 5 | 4 | WLIN | 493 |
| 3 | 5 | WOKJ | 477 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WJDX |
| 3 | 2 | WJMI |
| 2 | 2 | WZZQ |
| - | 3 | WJOS |
| - | 3 | WLIN |
| 4 | 3 | WOKJ |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WJDX |
| 2 | 2 | WJMI |
| 4 | 2 | WZZQ |
| 4 | 3 | WOKJ |
| 5 | 4 | WKXI |
| 3 | 5 | WLIN |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WJDX |
| 2 | 2 | WJMI |
| 5 | 3 | WZZQ |
| 3 | 4 | WLIN |
| - | 5 | WSLI |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WJMI |
| 2 | 2 | WZZQ |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | WIVY |
| 3 | 2 | WAPE |
| 1 | 3 | WKTZ-FM |
| 2 | 4 | WPDQ |
| 2 | 5 | WQIK |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WIVY |
| 2 | 2 | WPDQ |
| 3 | 3 | WAPE |

KANSAS CITY

KANSAS CITY 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KBEQ (R) | 8.7 | 6.6 | 8.4 | 9.2 | 6.7 | 8.1 | 8.6 |
| KCEZ (BM) | 5.5 | 5.7 | 5.9 | 4.7 | 4.9 | 5.8 | 7.2 |
| KCKN (C) | 3.7 | 5.5 | 2.7 | 4.1 | 2.9 | 2.7 | 1.5 |
| KCKN-FM (C) | 4.0 | 4.5 | 5.3 | 5.4 | 3.2 | 5.1 | 3.5 |
| KCMO (PA) | 6.0 | 8.2 | 6.3 | 8.2 | 9.0 | 7.3 | 7.9 |
| KMBR (BM) | 9.6 | 8.4 | 9.2 | 9.5 | 11.1 | 9.2 | 9.1 |
| KMBZ (PA) | 13.1 | 10.8 | 13.0 | 10.9 | 18.3 | 11.9 | 18.6 |
| KPRS (B) | 7.0 | 7.4 | 7.5 | 5.5 | 6.2 | 6.8 | 5.6 |
| KPRT (B) | 3.1 | 2.2 | 2.4 | 1.7 | 1.9 | 1.7 | 1.0 |
| KUDL (A) | 1.2 | .8 | .9 | .6 | 2.2 | 2.2 | 2.5 |
| KWKI (A) | 1.1 | 1.8 | 2.1 | 1.7 | 1.7 | 1.5 | 1.6 |
| KXTR (BM) | 1.7 | 1.4 | .6 | 1.1 | 1.1 | 1.3 | 1.0 |
| KYYS (A) | 5.6 | 4.5 | 5.8 | 9.6 | 6.6 | 6.9 | 8.4 |
| WDAF (C) | 6.5 | 6.8 | 6.7 | 5.1 | 7.3 | 11.1 | 9.0 |
| WHB (R) | 10.3 | 11.4 | 6.8 | 6.8 | 5.2 | 7.8 | 7.6 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KMBZ |
| 3 | 2 | KMBR |
| 2 | 3 | WDAF |
| 4 | 4 | KBEQ |
| 7 | 5 | KYYS |
| 6 | 6 | KCMO |
| 5 | 7 | WHB |
| 9 | 8 | KCEZ |
| 8 | 9 | KPRS |
| 10 | 10 | KCKN-FM |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | KMBZ | 3420 |
| 1 | 2 | KCMO | 2407 |
| 3 | 3 | WHB | 2322 |
| 5 | 4 | KBEQ | 2219 |
| 4 | 5 | WDAF | 2139 |
| 6 | 6 | KYYS | 1829 |
| 7 | 7 | KMBR | 1746 |
| 8 | 8 | KCEZ | 1219 |
| 9 | 9 | KPRS | 917 |
| - | 10 | KUDL | 757 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KYYS |
| 5 | 2 | KCMO |
| - | 2 | KMBZ |
| 3 | 3 | WHB |
| 4 | 4 | KBEQ |
| 2 | 5 | KPRS |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| - | 1 | WDAF |
| 1 | 2 | WHB |
| 2 | 3 | KBEQ |
| - | 4 | KCMO |
| 3 | 4 | KYYS |
| 5 | 5 | KMBZ |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KMBZ |
| 2 | 2 | WDAF |
| - | 3 | KCMO |
| 5 | 3 | KYYS |
| 3 | 4 | WHB |
| 4 | 5 | KMBR |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KBEQ |
| 2 | 2 | KYYS |
| 3 | 3 | KPRS |
| 4 | 4 | WHB |

JACKSONVILLE

JACKSONVILLE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WAIV (A) | ** | 7.3 | 5.1 | 8.3 | 8.0 | 4.0 | 5.7 |
| WAPE (R) | 9.6 | 8.2 | 13.9 | 11.2 | 12.0 | 7.5 | 10.5 |
| WBIX (B) | 1.7 | 1.8 | 1.0 | 1.3 | 1.0 | 2.1 | 1.0 |
| WCGL (B) | ** | 3.3 | 2.3 | 2.0 | 1.4 | .9 | 1.8 |
| WCMG (C) | ** | ** | 3.5 | 5.0 | 4.4 | 3.9 | 1.6 |
| WERD (B) | 2.3 | 2.3 | 2.9 | 2.8 | 1.9 | 3.4 | 2.2 |
| WEXI (N) | ** | ** | ** | .7 | .5 | .6 | 3.1 |
| WFOY (BM) | ** | ** | 1.0 | ** | ** | 1.0 | 1.1 |
| WIVY (R) | 7.6 | 4.4 | 6.4 | 4.9 | 10.4 | 10.3 | 14.7 |
| WJAX (PA) | 4.7 | 4.0 | 4.9 | 3.3 | 7.8 | 3.9 | 2.8 |
| WJAX-FM (A) | 6.6 | 3.9 | 3.6 | 1.5 | 3.0 | 3.5 | 1.1 |
| WJEE (PA) | ** | ** | ** | ** | ** | ** | 1.9 |
| WKTZ (BM) | 4.6 | 5.1 | 3.5 | 3.4 | 4.3 | 1.8 | 1.4 |
| WKTZ-FM (BM) | 15.3 | 12.6 | 18.8 | 16.1 | 13.2 | 13.9 | 13.9 |
| WOZN (PA) | ** | 3.1 | 1.4 | 1.8 | .9 | 2.4 | 1.5 |
| WPDQ (B) | 4.3 | 9.3 | 7.0 | 10.6 | 10.1 | 11.3 | 10.9 |
| WQIK (C) | 3.9 | 4.1 | 3.4 | 5.9 | 4.1 | 8.5 | 7.4 |
| WSNY (PA) | ** | ** | ** | ** | ** | 3.9 | 2.8 |
| WVOJ (C) | 7.0 | 9.8 | 4.2 | 7.0 | 5.0 | 8.4 | 8.3 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WIVY |
| 1 | 2 | WKTZ-FM |
| 2 | 3 | WPDQ |
| - | 4 | WAPE |
| 5 | 5 | WVOJ |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WAPE | 1783 |
| 3 | 2 | WIVY | 1732 |
| 2 | 3 | WKTZ-FM | 1276 |
| 5 | 4 | WVOJ | 995 |
| 4 | 5 | WPDQ | 909 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | WIVY |
| 2 | 2 | WAPE |
| 4 | 3 | WAIV |
| 3 | 4 | WPDQ |
| 1 | 4 | WQIK |
| - | 5 | WKTZ-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WIVY |
| 3 | 2 | WAPE |
| 4 | 3 | WPDQ |
| - | 4 | WAIV |
| 5 | 4 | WQIK |
| 2 | 5 | WVOJ |

KNOXVILLE

KNOXVILLE 5 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|
| WBIR (PA) | 5.1 | 7.2 | 4.9 | 3.8 | 2.7 |
| WBIR-FM (C) | 3.0 | 2.7 | 4.3 | 7.5 | 4.8 |
| WEAG (PA) | ** | ** | .8 | .5 | 1.0 |
| WEZK (BM) | 10.2 | 16.2 | 15.7 | 14.3 | 16.1 |
| WGAP (C) | 1.6 | 2.5 | 3.4 | 2.6 | 2.4 |
| WIVK (C) | 10.7 | 9.5 | 10.4 | 11.8 | 11.1 |
| WIVK-FM (C) | 14.2 | 10.0 | 15.8 | 11.8 | 14.6 |
| WVGN (A) | 7.0 | 3.7 | 2.3 | 2.6 | 2.6 |
| WKXV (B) | 3.0 | 3.8 | 2.3 | 1.7 | 1.4 |
| WNOX (R) | 11.6 | 10.0 | 14.2 | 9.7 | 11.3 |
| WOKI-FM (R) | 8.6 | 7.3 | 6.8 | 4.7 | 5.5 |
| WRJZ (R) | ** | ** | ** | 18.1 | 16.1 |
| WSKT (RL) | ** | ** | ** | .7 | 1.0 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | WEZK |
| 1 | 1 | WRJZ |
| 3 | 2 | WIVK-FM |
| 4 | 3 | WNOX |
| 3 | 4 | WIVK |
| - | 5 | WOKI-AM-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WRJZ | 1410 |
| 2 | 2 | WNOX | 1272 |
| 4 | 3 | WIVK-FM | 968 |
| 3 | 4 | WEZK | 868 |
| 5 | 5 | WIVK | 859 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WRJZ |
| - | 2 | WEZK |
| 3 | 2 | WIVK-FM |
| 5 | 3 | WNOX |
| 2 | 4 | WIVK |
| - | 5 | WOKI-FM |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WRJZ |
| 2 | 2 | WIVK-FM |
| 3 | 2 | WNOX |
| 2 | 3 | WEZK |
| 4 | 3 | WOKI-AM-FM |
| - | 4 | WIVK |
| - | 5 | WKGK |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KLUC-AM-FM |
| 3 | 2 | KENO-FM |
| - | 3 | KORK-FM |
| 1 | 4 | KFMS |
| - | 4 | KRAM |
| 4 | 5 | KENO |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KLUC-AM-FM |
| 3 | 2 | KENO |
| 4 | 3 | KENO-FM |
| 2 | 4 | KFMS |
| - | 5 | KVOV |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WRJZ |
| 4 | 2 | WIVK-FM |
| 2 | 3 | WEZK |
| 5 | 4 | WNOX |
| 3 | 5 | WIVK |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WRJZ |
| 2 | 2 | WNOX |
| - | 3 | WOKI-FM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KLUC-AM-FM |
| 4 | 2 | KENO |
| 3 | 2 | KRAM |
| 5 | 3 | KENO-FM |
| 2 | 4 | KFMS |
| 3 | 5 | KORK-FM |
| - | 5 | KXTZ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KENO |
| 2 | 2 | KLUC-AM-FM |
| - | 3 | KENO-FM |

LANSING

LANSING-EAST LANSING 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|---------------|---------|---------|---------|---------|
| WCER (PA) | .9 | .4 | 1.0 | 1.3 |
| WFMK (PA) | 6.9 | 10.2 | 5.4 | 14.0 |
| WILS (PA) | 8.9 | 6.3 | 7.0 | 5.7 |
| WILS-FM (A) | 1.9 | 3.0 | 6.8 | 6.9 |
| WITL (C) | 5.3 | 4.7 | 6.3 | 3.0 |
| WITL-FM (C) | 8.8 | 10.2 | 7.1 | 10.3 |
| WJIM (PA) | 5.8 | 7.7 | 8.2 | 5.4 |
| WJIM-FM (BM) | 4.4 | 3.5 | 4.5 | 4.4 |
| WVIC (R) | 3.9 | 4.7 | 4.9 | 3.4 |
| WVIC-FM (R) | 11.3 | 11.4 | 13.1 | 10.7 |
| WJR (PA)* | 10.5 | 10.2 | 8.4 | 7.9 |
| WOOD-FM (BM)* | 6.1 | 8.5 | 5.7 | 7.6 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WVIC-AM-FM |
| - | 2 | WFMK |
| 4 | 3 | WITL-FM |
| 2 | 4 | WJR |
| - | 5 | WOOD-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | WVIC-AM-FM | 1335 |
| 5 | 2 | WFMK | 1049 |
| 2 | 3 | WILS | 882 |
| 4 | 4 | WILS-FM | 753 |
| - | 4 | WJR | 753 |
| - | 5 | WITL-FM | 724 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 4 | 1 | WFMK |
| 1 | 2 | WVIC-AM-FM |
| 2 | 3 | WILS-FM |
| 5 | 4 | WITL-FM |
| 3 | 4 | WJIM |
| 5 | 5 | WJR |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 4 | 1 | WFMK |
| 1 | 2 | WVIC-AM-FM |
| 3 | 3 | WILS-FM |
| 5 | 4 | WILS |
| 2 | 5 | WJIM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 4 | 1 | WFMK |
| 1 | 2 | WVIC-AM-FM |
| 3 | 3 | WILS-FM |
| - | 4 | WITL-FM |
| 2 | 5 | WJIM |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WVIC-AM-FM |
| - | 2 | WFMK |
| - | 3 | WILS |
| - | 3 | WILS-FM |

LAS VEGAS

LAS VEGAS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KBMI (R) | 8.8 | 4.3 | 6.4 | 6.2 | 5.0 | 4.2 | .9 |
| KOWN (PA) | 2.4 | 5.6 | 8.9 | 7.9 | 7.0 | 4.9 | 5.5 |
| KENO (R) | 18.3 | 14.4 | 14.3 | 19.1 | 13.0 | 11.3 | 13.2 |
| KENO-FM (A) | ** | ** | ** | ** | ** | 5.2 | 9.6 |
| KFMS (A) | 6.5 | 7.8 | 11.1 | 11.4 | 11.8 | 9.4 | 6.4 |
| KLAV (PA) | 1.5 | 3.5 | 3.2 | 3.2 | 1.8 | 2.6 | 1.1 |
| KLUC (R) | 3.2 | 3.8 | 3.4 | 2.7 | 5.3 | 4.2 | 3.4 |
| KLUC-FM (R) | 3.8 | 5.3 | 5.9 | 7.2 | 8.0 | 9.6 | 11.4 |
| KNUU (N) | ** | ** | ** | ** | ** | 1.9 | 2.5 |
| KORK (PA) | 9.1 | 8.8 | 5.4 | 7.4 | 6.5 | 7.5 | 6.4 |
| KORK-FM (BM) | 13.3 | 15.7 | 14.8 | 11.2 | 10.8 | 14.3 | 10.7 |
| KRAM (C) | 15.0 | 10.6 | 10.3 | 6.2 | 10.3 | 12.4 | 12.8 |
| KVOV (B) | 4.7 | 2.5 | 4.2 | 3.7 | 3.5 | 1.2 | 2.1 |
| KXTZ (BM) | ** | 3.0 | 1.5 | 4.0 | 6.8 | 6.3 | 6.8 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KLUC-AM-FM |
| 4 | 2 | KENO |
| 3 | 3 | KRAM |
| 1 | 4 | KORK-FM |
| - | 5 | KENO-FM |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | KLUC-AM-FM | 1028 |
| 2 | 2 | KENO | 941 |
| 5 | 3 | KRAM | 656 |
| 4 | 4 | KFMS | 544 |
| - | 5 | KORK | 503 |

LOS ANGELES

LOS ANGELES 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| KABC (T) | 8.2 | 8.8 | 6.7 | 5.7 | 7.8 | 8.5 | 5.8 | 5.7 | 8.6 | 10.4 |
| KACE (B) | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.1 |
| KALI (S) | 1.3 | .9 | .8 | 2.0 | 1.2 | 1.5 | 1.3 | 1.5 | 1.2 | 1.8 |
| KBIG (BM) | 6.4 | 5.0 | 5.9 | 6.9 | 6.4 | 6.8 | 6.8 | 7.1 | 6.6 | 5.6 |
| KDAY (B) | 3.0 | 2.7 | 3.3 | 2.1 | 2.5 | 2.5 | 2.6 | 2.6 | 2.1 | 2.2 |
| KFI (R) | 2.8 | 3.1 | 2.9 | 3.4 | 2.8 | 2.5 | 3.1 | 2.3 | 2.7 | 3.1 |
| KFWB (N) | 4.0 | 3.3 | 3.9 | 4.7 | 3.4 | 3.5 | 3.9 | 4.0 | 4.5 | 4.0 |
| KGBS (C) | .7 | .6 | .4 | .4 | 1.2 | .9 | .8 | .8 | 1.1 | 1.0 |
| KHJ (R) | 5.4 | 5.9 | 5.3 | 4.0 | 4.3 | 3.9 | 3.5 | 3.3 | 3.6 | 3.1 |
| KIIS (PA) | 1.0 | 1.5 | 1.4 | 1.0 | 1.0 | 1.3 | 1.6 | 1.7 | 1.0 | 1.0 |
| KIIS-FM (R) | 1.0 | 2.5 | 1.8 | 1.7 | 2.9 | 2.7 | 2.7 | 3.1 | 2.1 | 1.7 |
| KIQQ (R) | 1.8 | 3.1 | 3.2 | 2.3 | 2.0 | 2.0 | 2.4 | 1.9 | 1.8 | 1.3 |
| KJLH (B) | 1.1 | 1.0 | .8 | .9 | 1.0 | .8 | .7 | 1.4 | .6 | 1.1 |
| KJOI (BM) | 4.8 | 5.4 | 4.9 | 6.2 | 5.4 | 5.0 | 4.4 | 4.9 | 4.9 | 4.8 |
| KKTT (B) | ** | ** | ** | ** | ** | ** | 1.0 | 1.1 | .9 | 1.1 |
| KLAC (C) | 3.7 | 3.1 | 2.3 | 2.7 | 3.1 | 2.4 | 2.9 | 3.5 | 2.6 | 2.6 |
| KLOS (A) | 3.7 | 3.2 | 3.8 | 3.3 | 2.8 | 3.0 | 3.6 | 3.6 | 2.8 | 2.3 |
| KLVE (S) | 2.1 | 2.5 | 1.2 | 1.0 | 2.2 | 1.8 | 1.5 | 1.3 | 1.3 | 1.3 |
| KMET (A) | 2.1 | 2.1 | 2.7 | 2.6 | 2.7 | 2.9 | 2.8 | 3.4 | 3.6 | 4.8 |
| KMPK (PA) | 4.1 | 3.6 | 3.6 | 3.8 | 3.9 | 3.0 | 3.5 | 3.2 | 3.4 | 4.0 |
| KNX (N) | 4.4 | 4.2 | 4.8 | 4.8 | 4.7 | 4.1 | 4.0 | 4.8 | 4.5 | 4.1 |
| KNX-FM (A) | 3.2 | 3.0 | 3.8 | 3.6 | 3.2 | 3.4 | 3.6 | 2.7 | 2.6 | 3.1 |
| KOST (BM) | 1.9 | 2.3 | 2.4 | 3.2 | 3.0 | 3.0 | 1.7 | 2.8 | 2.5 | 2.4 |
| KPOL-FM (A) | 1.1 | 1.3 | 1.6 | 1.2 | 1.2 | 1.7 | 2.0 | 2.2 | 2.1 | 2.0 |

| | | | | | | | | | | |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| KRLA (R/O) | 2.8 | 3.4 | 3.3 | 4.1 | 2.6 | 2.9 | 2.5 | 2.1 | 2.4 | 3.1 |
| KRTH (R/O) | 2.3 | 2.1 | 1.9 | 2.2 | 2.6 | 2.4 | 3.4 | 2.9 | 2.5 | 3.2 |
| KTNQ (R) | ** | ** | ** | 1.6 | 2.4 | 2.9 | 2.1 | 2.2 | 2.4 | 2.0 |
| KUTE (B) | 1.4 | 1.3 | 1.3 | 1.4 | 1.0 | 1.1 | 1.1 | 1.2 | 2.6 | 3.7 |
| KWKW (S) | ** | ** | ** | ** | ** | 2.1 | 1.8 | 1.8 | 2.0 | 1.9 |
| KWST (A) | 1.6 | 1.6 | 1.7 | 1.4 | 1.8 | 2.0 | 1.8 | 1.2 | 1.9 | 1.6 |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|--------|
| 2 | 1 | 1 | KABC |
| 1 | 2 | 2 | KBIG |
| 3 | 3 | 3 | KJOI |
| 8 | 5 | 3 | KMET |
| 4 | 4 | 4 | KNX |
| 5 | 4 | 5 | KFWB |
| 10 | 6 | 5 | KMPC |
| - | 9 | 6 | KUTE |
| - | 10 | 7 | KRTH |
| - | 8 | 8 | KFI |
| 9 | 5 | 8 | KHJ |
| - | 9 | 8 | KNX-FM |
| - | - | 8 | KRLA |
| 7 | 9 | 9 | KLAC |
| - | 10 | 10 | KOST |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|------|-------|
| 5 | 1 | 1 | KABC | 15273 |
| 1 | 3 | 2 | KNX | 11599 |
| 2 | 2 | 3 | KFWB | 11064 |
| 4 | 5 | 4 | KHJ | 9701 |
| 3 | 4 | 5 | KBIG | 9500 |
| 7 | 6 | 6 | KJOI | 8533 |
| 10 | 8 | 7 | KMPC | 8345 |
| - | - | 8 | KMET | 8160 |
| 9 | 7 | 9 | KFI | 7633 |
| - | - | 10 | KRLA | 7108 |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | KMET |
| - | 4 | 2 | KABC |
| 4 | 5 | 3 | KRTH |
| 3 | 4 | 4 | KNX-FM |
| - | 2 | 4 | KUTE |
| 2 | 3 | 5 | KLOS |
| - | - | 5 | KPOL-FM |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|--------|
| - | 2 | 1 | KRLA |
| 1 | 2 | 2 | KNX-FM |
| - | - | 3 | KUTE |
| 2 | 1 | 4 | KRTH |
| 4 | 5 | 5 | KBIG |
| - | 4 | 5 | KMET |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|--------|
| - | 2 | 1 | KABC |
| 2 | 3 | 2 | KMET |
| 3 | - | 3 | KRTH |
| 1 | 1 | 4 | KBIG |
| 4 | 4 | 5 | KNX-FM |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 4 | 3 | 1 | KMET |
| 3 | 2 | 2 | KHJ |
| - | 1 | 3 | KTNQ |
| - | - | 4 | KUTE |
| 5 | 4 | 5 | KDAY |

LOUISVILLE

LOUISVILLE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WAKY (R) | 15.1 | 12.8 | 11.0 | 10.0 | 8.9 | 9.2 | 10.2 |
| WAMZ (C) | ** | ** | ** | ** | 4.5 | 5.6 | 4.9 |
| WAVE (PA) | 14.0 | 16.1 | 12.4 | 10.7 | 12.0 | 10.0 | 13.0 |
| WCSN (BM) | 2.2 | 4.0 | 3.9 | 4.6 | 3.7 | 4.5 | 5.9 |
| WFIA (RL) | 1.9 | 1.8 | 1.4 | 1.6 | 1.2 | .9 | 1.3 |
| WFIA-FM (RL) | ** | ** | 1.2 | 1.3 | ** | .7 | 1.4 |
| WHAS (PA) | 11.7 | 11.4 | 12.1 | 11.9 | 9.9 | 10.2 | 9.5 |
| WINN (C) | 6.7 | 8.4 | 7.2 | 8.6 | 5.4 | 7.9 | 5.7 |
| WKLO (R) | 11.7 | 9.0 | 8.4 | 11.6 | 7.1 | 7.9 | 8.1 |
| WLOU (B) | 6.9 | 5.6 | 5.3 | 3.8 | 7.5 | 5.6 | 6.2 |
| WLRS (A) | 4.6 | 7.0 | 8.8 | 12.8 | 11.0 | 11.8 | 9.2 |
| WQHI (A) | 7.7 | 5.8 | 8.5 | 6.5 | 11.3 | 7.9 | 9.0 |
| WSTM (B) | 1.2 | .8 | .9 | .9 | 2.5 | 2.0 | 1.6 |
| WTMT (C) | 1.7 | 2.9 | 2.6 | 1.4 | 2.3 | 2.8 | 2.1 |
| WVEZ (BM) | 5.8 | 7.5 | 7.6 | 7.7 | 8.0 | 8.4 | 8.5 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WAVE |
| 4 | 2 | WAKY |
| 2 | 3 | WHAS |
| 1 | 4 | WLRS |
| - | 5 | WQHI |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | WAKY | 2245 |
| 1 | 2 | WHAS | 2165 |
| 3 | 3 | WAVE | 2071 |
| 4 | 4 | WKLO | 1952 |
| - | 5 | WQHI | 1657 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLRS |
| 2 | 2 | WAKY |
| 5 | 3 | WQHI |
| - | 4 | WHAS |
| - | 5 | WAMZ |
| 3 | 5 | WKLO |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WAKY |
| 3 | 2 | WQHI |
| 1 | 3 | WLRS |
| 2 | 4 | WKLO |
| 5 | 5 | WLOU |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WAKY |
| 4 | 2 | WQHI |
| 1 | 3 | WLRS |
| 5 | 4 | WHAS |
| - | 5 | WVEZ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLRS |
| 4 | 2 | WKLO |
| 2 | 2 | WQHI |
| 3 | 3 | WAKY |
| 5 | 4 | WLOU |

MADISON

MADISON 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| WIBA (PA) | 15.4 | 10.9 | 16.3 | 11.2 |
| WIBA-FM (A) | 4.3 | 6.4 | 5.2 | 7.3 |
| WISM (R) | 14.1 | 12.6 | 11.6 | 8.4 |
| WISM-FM (PA) | 6.9 | 8.1 | 6.2 | 6.3 |
| WLVE (PA) | 9.3 | 4.8 | 3.5 | 5.2 |
| WNWC (RL) | 1.9 | ** | 1.5 | 1.4 |
| WTSO (C) | 10.6 | 16.4 | 17.5 | 12.6 |
| WWQM (O) | ** | ** | 5.7 | 1.9 |
| WWQM-FM (PA) | ** | ** | ** | 3.5 |
| WYXE (A) | 3.7 | 2.1 | 1.5 | 8.4 |
| WZEE (R) | 5.9 | 10.9 | 11.4 | 13.6 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | WZEE |
| 1 | 2 | WTSO |
| 2 | 3 | WIBA |
| 3 | 4 | WISM |
| - | 4 | WYXE |
| - | 5 | WIBA-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|-----|
| 1 | 1 | WISM | 918 |
| 2 | 2 | WIBA | 766 |
| 4 | 3 | WZEE | 705 |
| 3 | 4 | WTSO | 576 |
| 5 | 5 | WISM-FM | 560 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WZEE |
| 2 | 2 | WIBA-FM |
| - | 3 | WYXE |
| 2 | 4 | WISM |
| 4 | 5 | WIBA |
| - | 5 | WISM-FM |
| 3 | 5 | WWQM |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WZEE |
| - | 2 | WYXE |
| 3 | 3 | WISM-FM |
| 4 | 4 | WISM |
| - | 5 | WIBA-FM |
| 1 | 5 | WTSO |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WZEE |
| - | 2 | WYXE |
| 5 | 3 | WIBA-FM |
| 1 | 4 | WTSO |
| 4 | 5 | WISM |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WISM |
| 2 | 2 | WZEE |
| - | 3 | WYXE |
| - | 4 | WISM-FM |
| - | 4 | WWQM-FM |

MEMPHIS

MEMPHIS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KWAM (RL) | 3.6 | 2.6 | 4.7 | 2.6 | 1.8 | 3.6 | 2.5 |
| KWAM-FM (C) | .9 | .9 | .6 | .6 | 1.6 | 1.9 | 1.2 |
| WDIA (B) | 12.1 | 15.5 | 18.1 | 16.4 | 11.8 | 14.1 | 10.6 |
| WEFF (BM) | ** | ** | ** | ** | ** | 2.4 | 1.6 |
| WEZI (BM) | 8.5 | 9.3 | 11.1 | 10.1 | 11.2 | 10.5 | 9.1 |
| WHBQ (R) | 9.8 | 6.1 | 6.3 | 10.7 | 13.7 | 12.3 | 12.4 |
| WHRK (B) | ** | ** | ** | 1.8 | 4.5 | 5.1 | 6.5 |
| WLOK (B) | 5.2 | 9.7 | 6.6 | 6.2 | 11.6 | 5.9 | 6.6 |
| WMC (C) | 11.3 | 10.4 | 11.4 | 14.0 | 9.1 | 11.6 | 13.3 |
| WMC-FM (R) | 11.0 | 9.5 | 7.8 | 7.9 | 5.5 | 4.7 | 6.5 |
| WMPS (C) | 15.7 | 11.9 | 10.7 | 5.1 | 6.6 | 4.6 | 5.6 |
| WQUD (PA) | 3.3 | 4.7 | 5.2 | 4.1 | 6.7 | 4.5 | 4.8 |
| WREC (PA) | 6.2 | 5.5 | 4.2 | 7.1 | 4.7 | 5.4 | 6.0 |
| WWEE (N/T) | 2.7 | 3.1 | 2.2 | 3.6 | 2.7 | 2.0 | 2.0 |
| WZXR (A) | ** | ** | 1.2 | 1.8 | 2.9 | 4.6 | 6.5 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WMC |
| 2 | 2 | WHBQ |
| 1 | 3 | WDIA |
| 4 | 4 | WEZI |
| 5 | 5 | WLOK |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|--------|------|
| 1 | 1 | WHBQ | 2252 |
| 2 | 2 | WMC | 1553 |
| 3 | 3 | WDIA | 1524 |
| - | 4 | WMC-FM | 1238 |
| 4 | 5 | WMPS | 1155 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 3 | 1 | WZXR |
| 2 | 2 | WHBQ |
| 3 | 3 | WMC-FM |
| 4 | 4 | WHRK |
| - | 5 | WLOK |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 1 | 1 | WHBQ |
| 2 | 2 | WDIA |
| 4 | 3 | WQUD |
| - | 4 | WMC-FM |
| 4 | 5 | WMC |

LEGEND

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

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



R E C O R D S
ABC DELIVERS

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 3 | 1 | WMC |
| 2 | 2 | WHBQ |
| 1 | 3 | WDIA |
| - | 4 | WZXR |
| - | 5 | WMC-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WHBQ |
| 2 | 2 | WDIA |
| 3 | 3 | WHRK |

| | '75 | '76 | '77 | '78 |
|-----------|------|-----|-----|------|
| WQAM (R) | 5.5 | 4.8 | 4.2 | 2.9 |
| WQBA (S) | 10.3 | 9.8 | 9.4 | 11.0 |
| WRBD (B) | ** | 2.0 | 1.3 | 1.5 |
| WRHC (S) | .7 | ** | .4 | .6 |
| WSHE (A) | 3.3 | 3.3 | 3.1 | 3.6 |
| WTMI (CL) | 1.9 | 1.5 | 1.7 | 2.0 |
| WVCG (PA) | 3.0 | 4.2 | 2.0 | 2.0 |
| WWOK (C) | 2.4 | 2.5 | 1.9 | 1.9 |
| WWWL (A) | ** | ** | ** | ** |
| WYOR (BM) | 2.4 | 3.9 | 4.5 | 3.6 |

MIAMI

MIAMI 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WAIA (BM) | 1.5 | 1.8 | 1.9 | 1.7 | 1.7 | 2.3 | 2.3 |
| WCMQ (S) | 5.5 | 4.8 | 3.4 | 3.0 | 5.6 | 7.3 | 7.6 |
| WCMQ-FM (S) | 5.7 | 3.5 | 5.9 | 3.1 | 5.9 | 6.6 | 4.5 |
| WEDR (B) | 2.9 | 2.3 | 3.3 | 3.9 | 3.2 | 4.5 | 3.8 |
| WGBS (R) | 3.4 | 3.2 | 3.8 | 3.7 | 3.1 | 2.2 | 2.8 |
| WINZ (N) | .5 | 3.5 | 3.7 | 4.8 | 5.0 | 4.6 | 3.6 |
| WINZ-FM (A) | .7 | 1.9 | 2.0 | 3.8 | 3.6 | 3.5 | 4.4 |
| WIOD (PA) | 6.0 | 4.8 | 3.4 | 4.2 | 2.6 | 3.8 | 2.8 |
| WKAT (T) | 3.5 | 2.6 | 2.8 | 3.1 | 3.8 | 4.6 | 2.2 |
| WLYF (BM) | 4.8 | 4.8 | 6.5 | 6.1 | 3.8 | 4.8 | 4.0 |
| WMBM (B) | 2.7 | 4.7 | 3.4 | 1.8 | 1.9 | 2.0 | 2.0 |
| WMJX (R) | ** | 2.0 | 2.2 | 5.9 | 5.1 | 3.2 | 5.6 |
| WOCN (PA) | 1.1 | 1.3 | 1.4 | 2.3 | 2.4 | 2.0 | 2.8 |
| WQAM (R) | 5.4 | 6.5 | 5.5 | 4.4 | 3.8 | 3.2 | 4.1 |
| WQBA (S) | 14.5 | 16.1 | 15.7 | 14.4 | 17.7 | 12.6 | 11.0 |
| WRHC (S) | ** | 1.2 | ** | .7 | .9 | 3.3 | 3.1 |
| WTMI (CL) | 3.3 | 2.0 | 1.4 | 1.8 | 2.0 | 1.8 | 1.8 |
| WVCG (PA) | 5.7 | 4.2 | 5.3 | 2.8 | 2.7 | 4.0 | 4.0 |
| WWOK (C) | 3.8 | 3.7 | 2.5 | 2.6 | 2.8 | 3.1 | 2.6 |
| WWWL (A) | ** | ** | ** | ** | .4 | .8 | 2.4 |
| WYOR (BM) | 3.2 | 3.6 | 4.3 | 5.2 | 3.7 | 3.0 | 7.0 |
| WHYI (R)* | 6.2 | 5.3 | 6.7 | 6.0 | 6.6 | 6.6 | 7.6 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WHYI |
| 1 | 2 | WLYF |
| 2 | 3 | WQBA |
| - | 4 | WYOR |
| 6 | 5 | WCMQ |
| 4 | 5 | WINZ |
| - | 6 | WMJX |
| - | 7 | WINZ-FM |
| 10 | 8 | WAIA |
| 5 | 9 | WIOD |
| - | 9 | WQAM |
| - | 10 | WVCG |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WHYI | 4479 |
| 4 | 2 | WLYF | 3190 |
| 2 | 3 | WINZ | 3085 |
| 5 | 4 | WMJX | 2623 |
| 6 | 5 | WQAM | 2490 |
| 8 | 6 | WGBS | 2335 |
| 3 | 7 | WIOD | 2083 |
| 10 | 8 | WINZ-FM | 1806 |
| 7 | 9 | WQBA | 1794 |
| - | 10 | WYOR | 1784 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WINZ-FM |
| 4 | 2 | WHYI |
| 5 | 3 | WSHE |
| 1 | 4 | WAXY |
| 3 | 4 | WQAM |
| - | 5 | WMJX |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WHYI |
| 5 | 2 | WMJX |
| 1 | 3 | WAIA |
| - | 4 | WCMQ |
| - | 5 | WAXY |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYI |
| 2 | 2 | WCMQ |
| 5 | 3 | WAIA |
| - | 3 | WMJX |
| - | 4 | WINZ-FM |
| - | 4 | WLYF |
| 3 | 5 | WAXY |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WHYI |
| 2 | 2 | WMJX |
| - | 3 | WEDR |
| - | 4 | WQAM |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WQBA |
| 2 | 2 | WCMQ |
| 3 | 2 | WHYI |
| - | 3 | WYOR |
| 10 | 4 | WMJX |
| 3 | 5 | WCMQ-FM |
| 9 | 6 | WINZ-FM |
| 10 | 7 | WQAM |
| 4 | 8 | WLYF |
| 7 | 8 | WVCG |
| 6 | 9 | WEDR |
| 5 | 10 | WINZ |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WHYI | 2708 |
| 6 | 2 | WMJX | 1891 |
| 2 | 3 | WQBA | 1775 |
| 5 | 4 | WQAM | 1696 |
| 4 | 5 | WINZ | 1678 |
| 7 | 6 | WGBS | 1432 |
| - | 7 | WYOR | 1182 |
| - | 8 | WVCG | 1155 |
| 3 | 9 | WIOD | 1114 |
| 9 | 10 | WLYF | 1088 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WINZ-FM |
| 5 | 2 | WHYI |
| 4 | 3 | WQAM |
| 1 | 4 | WEDR |
| - | 5 | WCMQ |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 4 | 1 | WMJX |
| 3 | 2 | WCMQ |
| 2 | 3 | WHYI |
| 4 | 4 | WAIA |
| 1 | 4 | WCMQ-FM |
| - | 5 | WWWL |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WCMQ |
| 5 | 2 | WHYI |
| 1 | 3 | WQBA |
| - | 4 | WMJX |
| - | 5 | WINZ-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WHYI |
| 2 | 2 | WMJX |
| 3 | 3 | WEDR |
| - | 4 | WQAM |

MILWAUKEE 7 BOOK TREND TOTAL PERSONS 12+

| | '75 | '76 | '77 | '78 |
|--------------|------|------|------|------|
| WAWA (B) | 2.3 | 3.1 | 3.0 | 2.1 |
| WBCS (C) | ** | ** | ** | ** |
| WBCS-FM (C) | 2.6 | 2.9 | 3.4 | 5.2 |
| WBKV-FM (BM) | .9 | 1.4 | 1.4 | 1.6 |
| WEMP (C) | 6.7 | 6.4 | 3.0 | 4.6 |
| WEZW (BM) | 11.3 | 10.7 | 11.8 | 8.2 |
| WFMR (CL) | 2.9 | 2.5 | 1.1 | 3.4 |
| WISN (PA) | 8.5 | 8.0 | 7.8 | 8.0 |
| WKTI (R) | 4.2 | 3.5 | 3.7 | 3.2 |
| WLPX (A) | ** | ** | ** | ** |
| WNUW (BM) | 1.4 | 1.6 | 1.6 | 2.6 |
| WOKY (R) | 10.8 | 10.5 | 9.7 | 8.3 |
| WQFM (A) | 1.7 | 3.4 | 5.5 | 5.2 |
| WTMJ (PA) | 16.5 | 12.0 | 18.1 | 14.3 |
| WZMF (A) | 1.8 | 3.3 | 3.4 | 2.6 |
| WZUU (R) | 1.8 | 2.1 | 1.5 | 1.6 |
| WZUU-FM (R) | 4.6 | 5.3 | 4.0 | 6.9 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | WTMJ |
| 2 | 2 | WISN |
| 4 | 3 | WZUU-AM-FM |
| 5 | 4 | WEZW |
| 3 | 5 | WOKY |
| 6 | 6 | WBCS-AM-FM |
| - | 7 | WLPX |
| 8 | 8 | WEMP |
| - | 9 | WFMR |
| 9 | 10 | WKTI |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | WTMJ | 4295 |
| 4 | 2 | WZUU-AM-FM | 3583 |
| 2 | 3 | WISN | 3377 |
| 3 | 4 | WOKY | 3193 |
| - | 5 | WLPX | 1945 |
| 5 | 6 | WEZW | 1841 |
| 6 | 7 | WBCS-AM-FM | 1797 |
| 9 | 8 | WKTI | 1465 |
| 8 | 9 | WEMP | 1062 |
| - | 10 | WFMR | 1015 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| - | 1 | WLPX |
| 2 | 2 | WZUU-AM-FM |
| 4 | 3 | WTMJ |
| 1 | 4 | WISN |
| - | 5 | WKTI |

18-34 WOMEN

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

MIAMI-HOLLYWD

MIAMI-FT. LAUDERDALE-HOLLYWOOD 6 BOOK TREND TOTAL PERSONS 12+

| | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|
| WAIA (BM) | 3.0 | 2.5 | 2.9 | 2.9 | 3.4 | 3.6 |
| WAXY (O) | 2.3 | 2.2 | 2.9 | 2.8 | 3.6 | 2.9 |
| WCMQ (S) | 3.0 | 2.2 | 1.9 | 3.5 | 4.3 | 4.6 |
| WCMQ-FM (S) | 2.2 | 3.7 | 2.0 | 3.7 | 4.0 | 2.7 |
| WEDR (B) | 1.4 | 2.1 | 2.5 | 2.0 | 2.7 | 2.4 |
| WFTL (PA) | 1.8 | 2.8 | 2.2 | 3.2 | 3.7 | 3.0 |
| WGBS (R) | 2.8 | 3.9 | 3.5 | 3.0 | 2.4 | 2.9 |
| WGLO (PA) | 2.3 | 1.2 | 2.2 | 3.4 | 3.6 | 2.8 |
| WGMA (C) | .8 | .8 | .9 | 1.2 | 1.1 | 1.1 |
| WHYI (R) | 6.6 | 7.1 | 6.0 | 8.0 | 7.1 | 8.4 |
| WINZ (N) | 3.6 | 3.9 | 4.9 | 5.0 | 5.2 | 4.6 |
| WINZ-FM (A) | 2.5 | 2.3 | 4.4 | 3.8 | 3.0 | 3.8 |
| WIOD (PA) | 5.8 | 4.1 | 4.3 | 2.9 | 4.7 | 3.3 |
| WKAT (T) | 2.8 | 2.2 | 2.2 | 3.0 | 3.0 | 1.7 |
| WLYF (BM) | 7.5 | 10.0 | 8.6 | 6.7 | 7.8 | 8.3 |
| WMBM (B) | 3.1 | 2.2 | 1.1 | 1.2 | 1.2 | 1.5 |
| WMJX (R) | 2.0 | 2.6 | 5.3 | 4.5 | 3.1 | 4.2 |
| WOCN (PA) | .8 | .9 | 1.4 | 1.5 | 1.2 | 1.7 |

18-49 ADULTS

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

TEENS

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

TOP 5 QUARTER HOUR

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

TOP 5 CUME IN HUNDREDS

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

MINNEAPOLIS

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

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

18-34 MEN

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

18-34 WOMEN

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

18-49 ADULTS

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

TEENS

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

NASHVILLE

NASHVILLE-DAVIDSON 7 BOOK TREND TOTAL PERSONS 12+

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

TOP 10 QUARTER HOUR

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

TOP 10 CUME IN HUNDREDS

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

18-34 MEN

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

18-34 WOMEN

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

18-49 ADULTS

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

TEENS

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

MOBILE

MOBILE 4 BOOK TREND TOTAL PERSONS 12+

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

TOP 5 QUARTER HOUR

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

TOP 5 CUME IN HUNDREDS

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

18-34 MEN

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

18-34 WOMEN

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

18-49 ADULTS

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

TEENS

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

LEGEND

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

NEWHAVEN

NEW HAVEN-WEST HAVEN 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|------------|---------|---------|---------|---------|---------|---------|---------|
| WAVZ (R) | 10.3 | 10.1 | 10.3 | 8.9 | 9.7 | 7.7 | 10.2 |
| WCDQ (R) | ** | 1.4 | 2.3 | 1.8 | .9 | 2.0 | 2.0 |
| WELI (PA) | 19.7 | 19.6 | 19.8 | 24.1 | 17.3 | 19.4 | 19.9 |
| WKCI (BM) | 7.9 | 6.3 | 8.1 | 8.2 | 9.7 | 8.5 | 8.6 |
| WNHC (PA) | 3.0 | 3.9 | 3.3 | 2.7 | 2.2 | 1.5 | 4.3 |
| WPLR (A) | 6.2 | 5.8 | 9.1 | 6.6 | 9.0 | 8.3 | 8.1 |
| WYBC (PA) | .9 | .5 | .9 | .9 | 1.1 | 1.5 | 2.2 |
| WKSS (BM)* | 4.9 | 7.2 | 5.4 | 5.5 | 7.0 | 3.0 | 3.8 |
| WTIC (PA)* | 3.8 | 3.2 | 3.2 | 3.2 | 2.5 | 2.8 | 3.2 |
| WWYZ (A)* | 2.1 | .5 | .5 | 4.6 | 5.2 | 6.8 | 5.7 |
| WCBS (N)* | 6.0 | 5.1 | 3.7 | 4.8 | 5.0 | 4.7 | 3.0 |
| WEZN (PA)* | 2.8 | 3.7 | 3.3 | 2.3 | 2.9 | 3.0 | 2.3 |
| WNBC (R)* | 3.9 | 3.9 | 2.8 | 2.3 | 4.7 | 5.2 | 4.1 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WELI |
| 4 | 2 | WAVZ |
| 2 | 3 | WKCI |
| 3 | 4 | WPLR |
| 5 | 5 | WWYZ |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WELI | 1390 |
| 2 | 2 | WAVZ | 1043 |
| 4 | 3 | WKCI | 655 |
| 5 | 4 | WPLR | 622 |
| 3 | 5 | WNBC | 618 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WPLR |
| 2 | 2 | WWYZ |
| 5 | 3 | WAVZ |
| 4 | 4 | WNBC |
| - | 5 | WYBC |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WAVZ |
| 2 | 2 | WWYZ |
| 4 | 3 | WELI |
| 4 | 4 | WPLR |
| 3 | 5 | WNBC |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WELI |
| 4 | 2 | WAVZ |
| 3 | 3 | WPLR |
| 2 | 4 | WWYZ |
| 4 | 5 | WKCI |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WAVZ |
| 1 | 2 | WPLR |

NEW ORLEANS

NEW ORLEANS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M/J '78 |
|-------------|---------|---------|---------|---------|---------|---------|-----------|
| WBOK (B) | 5.2 | 3.9 | 8.3 | 4.1 | 5.0 | 3.5 | 3.6 |
| WBYU (BM) | 8.7 | 7.7 | 8.4 | 8.6 | 7.6 | 6.7 | 7.0 |
| WEZB (BM) | 3.9 | 2.6 | 4.2 | 5.7 | 3.9 | 2.7 | 2.5 |
| WGSO (PA) | 3.8 | 6.0 | 5.3 | 9.0 | 6.5 | 6.7 | 4.8 |
| WNNR (B) | 2.8 | 2.8 | 4.0 | 2.3 | 2.2 | 4.3 | 2.2 |
| WNOE (R) | 7.5 | 8.0 | 6.7 | 7.1 | 7.4 | 7.1 | 6.3 |
| WNOE-FM (A) | 4.9 | 7.8 | 6.8 | 6.5 | 5.7 | 5.2 | 5.2 |
| WQUE (PA) | 3.8 | 2.6 | 3.8 | 5.1 | 7.9 | 7.5 | 7.9 |
| WRNO (A) | 2.6 | 1.7 | 6.1 | 4.8 | 6.5 | 5.5 | 6.9 |
| WSHO (C) | 4.7 | 2.7 | 2.8 | 3.0 | 4.3 | 5.1 | 4.9 |
| WSME (PA) | 10.2 | 10.7 | 10.3 | 10.5 | 9.0 | 7.4 | 9.9 |
| WTIX (R) | 9.9 | 9.5 | 6.2 | 6.0 | 6.5 | 8.6 | 9.8 |
| WW:W (BB) | ** | ** | ** | ** | ** | 1.9 | 2.2 |
| WWL (PA) | 8.0 | 8.2 | 4.9 | 8.3 | 5.1 | 6.3 | 6.3 |
| WWL-FM (BM) | 3.5 | 3.1 | 1.8 | 3.7 | 3.5 | 1.9 | 2.6 |
| WXEL (B) | 4.9 | 4.2 | 6.2 | 3.4 | 2.7 | 3.0 | 4.8 |
| WYLD (B) | 6.8 | 8.4 | 5.4 | 3.9 | 6.1 | 5.1 | 4.8 |
| WYLD-FM (J) | .4 | .6 | .8 | 1.0 | 2.4 | 3.2 | 2.4 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M/J '78 | |
|---------|-----------|------|
| 3 | 1 | WSMB |
| 1 | 2 | WTIX |
| 2 | 3 | WQUE |
| 5 | 4 | WBYU |
| - | 5 | WRNO |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M/J '78 | | |
|---------|-----------|---------|------|
| 1 | 1 | WTIX | 2212 |
| 2 | 2 | WNOE | 1655 |
| 5 | 3 | WQUE | 1572 |
| - | 4 | WNOE-FM | 1326 |
| - | 5 | WBYU | 1270 |

18-34 MEN

| O/N '77 | A/M/J '78 | |
|---------|-----------|---------|
| 4 | 1 | WRNO |
| 1 | 2 | WNOE-FM |
| 3 | 3 | WQUE |
| 2 | 4 | WTIX |
| - | 5 | WXEL |

18-34 WOMEN

| O/N '77 | A/M/J '78 | |
|---------|-----------|---------|
| 3 | 1 | WTIX |
| 1 | 2 | WQUE |
| 5 | 3 | WNOE-FM |
| 4 | 4 | WNOE |
| - | 5 | WBYU |

LEGEND

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

18-49 ADULTS

| O/N '77 | A/M/J '78 | |
|---------|-----------|---------|
| 2 | 1 | WTIX |
| 1 | 2 | WQUE |
| - | 3 | WRNO |
| 5 | 4 | WNOE-FM |
| 4 | 5 | WBYU |

TEENS

| O/N '77 | A/M/J '78 | |
|---------|-----------|------|
| 2 | 1 | WTIX |
| 1 | 2 | WNOE |
| 5 | 3 | WQUE |
| - | 4 | WXEL |

NEW YORK

NEW YORK 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| WABC (R) | 9.1 | 8.8 | 7.8 | 7.3 | 8.1 | 8.5 | 8.4 | 7.0 | 8.1 | 9.0 |
| WADO (S) | 3.3 | 3.3 | 2.6 | 3.5 | 2.8 | 2.9 | 2.5 | 2.7 | 1.4 | 1.6 |
| WBLS (B) | 5.0 | 5.8 | 5.5 | 5.6 | 5.9 | 6.8 | 7.2 | 5.7 | 7.9 | 7.7 |
| WCBS (N) | 4.8 | 5.1 | 5.5 | 6.1 | 5.5 | 5.8 | 5.5 | 5.6 | 5.5 | 5.1 |
| WCBS-FM (O) | 3.0 | 2.4 | 3.3 | 2.4 | 3.5 | 2.9 | 3.2 | 2.5 | 2.8 | 3.0 |
| WHN (C) | 2.8 | 3.1 | 3.9 | 2.9 | 3.6 | 3.2 | 3.1 | 3.3 | 2.7 | 2.7 |
| WINS (N) | 4.2 | 4.3 | 5.7 | 5.7 | 5.1 | 4.9 | 5.1 | 5.3 | 5.5 | 5.4 |
| WJIT (S) | 1.2 | 2.2 | 1.5 | 1.8 | 1.7 | 1.4 | 2.4 | 2.3 | 2.1 | 1.9 |
| WKTU (A) | 1.5 | 1.8 | 2.4 | 2.0 | 1.7 | 1.6 | 1.7 | 1.9 | 1.2 | 1.4 |
| WMCA (T) | 3.5 | 3.7 | 3.0 | 3.0 | 3.8 | 2.9 | 2.6 | 2.5 | 3.2 | 2.3 |
| WNBC (R) | 2.3 | 2.0 | 1.9 | 1.8 | 2.2 | 2.3 | 3.2 | 2.7 | 3.0 | 3.5 |
| WNCN (CL) | ** | ** | ** | ** | ** | .7 | 1.1 | 1.3 | 1.2 | 1.5 |
| WNEW (PA) | 3.2 | 2.8 | 2.7 | 2.6 | 3.8 | 3.1 | 2.3 | 2.5 | 3.1 | 2.6 |
| WNEW-FM (A) | 2.3 | 2.4 | 2.0 | 2.2 | 2.3 | 2.3 | 2.0 | 1.9 | 2.1 | 2.3 |
| WOR (PA) | 8.1 | 7.1 | 7.4 | 8.1 | 7.0 | 7.3 | 7.1 | 7.9 | 7.1 | 7.5 |
| WPAT (BM) | 3.1 | 3.4 | 3.0 | 3.5 | 3.0 | 2.6 | 3.6 | 3.0 | 2.6 | 2.7 |
| WPAT-FM (BM) | 2.7 | 3.3 | 2.9 | 3.1 | 2.8 | 2.6 | 3.2 | 3.3 | 2.6 | 2.7 |
| WPIX (A) | 2.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.4 | 1.6 | 1.6 | 1.5 | 1.3 |
| WPLJ (A) | 3.9 | 3.7 | 3.9 | 3.4 | 4.4 | 4.0 | 3.7 | 4.0 | 4.1 | 3.9 |
| WQXR-FM (CL) | 1.5 | 1.2 | 1.8 | 2.1 | 1.1 | 1.2 | 1.7 | 1.9 | 1.3 | 1.2 |
| WRFM (BM) | 5.0 | 3.9 | 4.8 | 4.3 | 4.0 | 4.1 | 3.2 | 5.4 | 5.2 | 5.2 |
| WRVR (B) | ** | ** | ** | ** | ** | 1.1 | 1.2 | 1.1 | 1.6 | 1.3 |
| WTFM (PA) | 1.8 | 1.9 | 1.6 | 1.6 | 1.6 | 1.6 | 1.4 | 1.2 | 1.8 | 1.1 |
| WVJN (BM) | 1.3 | 1.1 | .9 | 1.4 | 1.1 | 1.0 | 1.1 | 1.1 | .8 | 1.0 |
| WVJN-FM (BM) | 2.3 | 2.1 | 2.0 | 2.0 | 1.8 | 1.7 | 2.0 | 1.4 | 1.7 | 1.3 |
| WWRL (B) | 2.3 | 2.5 | 1.8 | 2.4 | 1.5 | 2.2 | 1.4 | 1.4 | 1.4 | 1.3 |
| WXLO (R) | 3.3 | 3.1 | 2.9 | 3.1 | 2.8 | 3.2 | 2.9 | 2.9 | 3.4 | 3.0 |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 2 | 1 | 1 | WABC |
| 3 | 2 | 2 | WBLS |
| 1 | 3 | 3 | WOR |
| 6 | 4 | 4 | WINS |
| 5 | 5 | 5 | WRFM |
| 4 | 4 | 6 | WCBS |
| 7 | 6 | 7 | WPLJ |
| - | 10 | 8 | WNBC |
| - | - | 9 | WCBS-FM |
| 10 | 7 | 9 | WXLO |
| 8 | - | 10 | WHN |
| 9 | - | 10 | WPAT |
| 8 | - | 10 | WPAT-FM |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|---------|-------|
| 1 | 1 | 1 | WABC | 41311 |
| 3 | 2 | 2 | WINS | 27493 |
| 4 | 3 | 3 | WCBS | 25610 |
| 2 | 4 | 4 | WOR | 21888 |
| 5 | 5 | 5 | WNBC | 21348 |
| 6 | 6 | 6 | WBLS | 19771 |
| 7 | 8 | 7 | WPLJ | 18482 |
| 8 | 7 | 8 | WXLO | 14826 |
| 9 | 10 | 9 | WRFM | 14477 |
| - | 9 | 10 | WCBS-FM | 14446 |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WBLS |
| 2 | 3 | 2 | WPLJ |
| 3 | 2 | 3 | WABC |
| 4 | 4 | 4 | WNEW-FM |
| 5 | 5 | 5 | WCBS-FM |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WBLS |
| 2 | 2 | 2 | WABC |
| 4 | 5 | 3 | WCBS-FM |
| 5 | 3 | 4 | WXLO |
| - | - | 5 | WNBC |
| 3 | 4 | 5 | WPLJ |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WBLS |
| 2 | 2 | 2 | WABC |
| 3 | 4 | 3 | WPLJ |
| 4 | 3 | 4 | WCBS-FM |
| - | 5 | 5 | WXLO |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | WABC |
| 3 | 2 | 2 | WBLS |
| 2 | 3 | 3 | WPLJ |
| 5 | 5 | 4 | WNBC |
| 4 | 4 | 5 | WXLO |

NORFOLK

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON 6 BOOK TREND TOTAL PERSONS 12+

| | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|
| WBCI (PA) | 1.5 | .7 | 2.3 | 1.0 | 2.4 | 3.5 |
| WCMS (C) | 3.2 | 2.5 | 2.6 | 1.4 | 2.8 | 1.9 |
| WCMS-FM (PA) | 7.7 | 10.4 | 7.7 | 8.0 | 7.7 | 6.4 |
| WFOG-FM (PA) | 6.7 | 7.1 | 7.3 | 7.6 | 8.0 | 6.4 |
| WGH (R) | 7.9 | 6.6 | 7.2 | 8.3 | 7.7 | 8.1 |
| WGH-FM (CL) | 1.9 | 2.0 | 1.7 | 1.2 | 1.5 | 2.3 |
| WHNE (C) | ** | ** | ** | ** | 4.4 | 2.1 |
| WKEZ (PA) | ** | 5.2 | 7.6 | 7.5 | 6.3 | 5.8 |
| WNOR (R) | 3.7 | 3.7 | 3.6 | 2.7 | 1.2 | 1.2 |
| WNOR-FM (A) | 4.5 | 6.3 | 9.2 | 7.3 | 7.0 | 7.5 |
| WOWI (PA) | 3.2 | 3.8 | 3.2 | 7.5 | 4.8 | 8.9 |
| WPCE (PA) | 8.3 | 4.1 | 2.6 | 5.2 | 5.7 | 3.7 |
| WQRK (R) | 3.8 | 6.7 | 5.8 | 5.3 | 6.3 | 6.0 |
| WRAP (R) | 8.4 | 5.1 | 9.2 | 4.9 | 7.1 | 7.3 |
| WTAR (PA) | 10.8 | 9.3 | 8.9 | 11.4 | 9.0 | 8.6 |
| WVAB (BM) | ** | ** | 1.7 | 1.9 | .6 | 1.3 |
| WVEC (PA) | 1.5 | 2.3 | 1.4 | .7 | 1.4 | 1.5 |

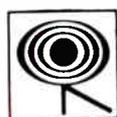
For Your Next Book And
The Next, And The Next,
And The Next...

Chicago



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| | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|
| WXRI (RL) | 1.2 | 2.6 | 1.6 | 1.3 | 1.4 | 1.5 |
| WZAM (C) | ** | 2.1 | 2.0 | 1.1 | 3.6 | 1.3 |
| WMYK (R)* | 3.7 | 4.6 | 3.1 | 5.3 | 2.9 | 4.5 |

OMAHA

OMAHA-COUNCIL BLUFFS 7 BOOK TREND TOTAL PERSONS 12+

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | WOWI |
| 1 | 2 | WTAR |
| 3 | 3 | WGH |
| 5 | 4 | WNOR-FM |
| 4 | 5 | WRAP |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WGH | 2275 |
| 2 | 2 | WTAR | 2078 |
| 4 | 3 | WQRK | 1760 |
| 3 | 4 | WNOR-FM | 1716 |
| - | 5 | WOWI | 1541 |

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| KEFM (BM) | 3.1 | 1.1 | 1.9 | ** | 3.1 | 3.9 | 3.4 |
| KEZO (BM) | 9.7 | 8.7 | 8.9 | 10.6 | 9.1 | 10.8 | 10.0 |
| KFAB (PA) | 24.5 | 27.7 | 27.6 | 26.9 | 23.1 | 29.4 | 24.2 |
| KGOR (R) | 8.8 | 9.0 | 10.6 | 10.3 | 8.1 | 6.9 | 10.3 |
| KOIL (R) | 9.6 | 7.5 | 8.0 | ** | 9.4 | 6.3 | 6.9 |
| KOOO-FM (C) | 3.1 | 2.9 | 1.8 | 3.1 | 3.9 | 2.4 | 1.5 |
| KOWH-FM (PA/T) | 1.6 | 1.2 | 1.2 | 3.1 | 1.0 | .9 | 2.9 |
| KOKQ (A) | 2.9 | 5.9 | 6.0 | 5.6 | 8.9 | 6.3 | 7.6 |
| KRCB (R) | .8 | 1.6 | .9 | 2.3 | 1.4 | 1.9 | 2.2 |
| KYNN (C) | ** | ** | ** | ** | ** | 5.1 | 5.8 |
| WOW (R) | 15.2 | 18.2 | 17.9 | 22.7 | 15.3 | 15.0 | 13.5 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOR-FM |
| - | 2 | WRAP |
| - | 3 | WMYK |
| 3 | 4 | WGH |
| 4 | 5 | WQRK |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | WOWI |
| 4 | 2 | WQRK |
| 5 | 3 | WNOR-FM |
| 3 | 4 | WGH |
| 2 | 5 | WRAP |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFAB |
| 2 | 2 | WOW |
| 4 | 3 | KGOR |
| 3 | 4 | KEZO |
| 5 | 5 | KOKQ |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KFAB | 1985 |
| 2 | 2 | WOW | 1833 |
| 4 | 3 | KGOR | 1217 |
| 3 | 4 | KOIL | 1095 |
| 5 | 5 | KEZO | 1004 |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WNOR-FM |
| - | 2 | WOWI |
| 4 | 3 | WRAP |
| 2 | 4 | WGH |
| 5 | 5 | WTAR |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WGH |
| - | 2 | WOWI |
| 2 | 3 | WQRK |
| 2 | 4 | WRAP |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KOKQ |
| 2 | 2 | WOW |
| 2 | 3 | KGOR |
| 3 | 4 | KFAB |
| 5 | 5 | KEZO |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WOW |
| 4 | 2 | KGOR |
| 3 | 3 | KEZO |
| - | 4 | KOIL |
| 5 | 5 | KOKQ |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KFAB |
| 2 | 2 | WOW |
| 5 | 3 | KGOR |
| 3 | 4 | KEZO |
| 4 | 5 | KOKQ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KGOR |
| 1 | 2 | KOIL |
| 2 | 2 | WOW |

OKLAHOMA CITY

OKLAHOMA CITY 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KATT (A) | ** | ** | ** | ** | ** | .9 | 2.1 |
| KATT-FM (A) | ** | ** | ** | ** | 11.6 | 12.6 | 9.6 |
| KEBC (C) | 6.3 | 4.2 | 6.8 | 7.4 | 6.1 | 9.0 | 8.5 |
| KFJL (B) | 1.5 | 1.6 | 3.0 | 2.0 | 2.3 | 2.0 | 1.6 |
| KFNB (BM) | 2.3 | 3.8 | 7.9 | 4.8 | 5.9 | 6.2 | 4.2 |
| KGFF (PA) | ** | ** | 1.2 | 1.1 | .9 | ** | 1.0 |
| KJIL (RL) | ** | ** | ** | ** | ** | ** | 1.5 |
| KKNG (BM) | 11.4 | 10.2 | 8.4 | 9.1 | 8.9 | 10.8 | 10.6 |
| KNOR (PA) | ** | ** | 2.4 | 1.0 | .5 | .8 | 1.0 |
| KOCY (PA) | 1.9 | 2.2 | 2.6 | 2.0 | 1.1 | 1.8 | 3.4 |
| KOFM (R) | 6.2 | 3.0 | 5.8 | 4.1 | 5.1 | 5.0 | 8.7 |
| KOMA (R) | 7.5 | 5.3 | 6.5 | 9.8 | 10.6 | 5.8 | 7.1 |
| KQCV (RL) | ** | ** | 1.1 | .8 | .4 | 1.0 | 2.1 |
| KTOK (PA) | 14.8 | 17.4 | 16.4 | 15.7 | 16.9 | 13.9 | 11.7 |
| KWHP (PA) | 4.1 | 2.1 | 2.5 | 1.7 | 1.5 | ** | 1.5 |
| KXXY (R) | 8.3 | 7.4 | 4.8 | 4.2 | 4.9 | 2.2 | 1.8 |
| KZUE (R) | ** | ** | ** | ** | ** | 6.6 | 6.1 |
| WKY (R) | 14.2 | 16.7 | 15.5 | 13.6 | 10.1 | 10.8 | 10.5 |
| WNAD (C) | 3.4 | 5.1 | 1.3 | 2.9 | 3.0 | 2.6 | 2.6 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KATT-AM-FM |
| 1 | 1 | KTOK |
| 3 | 2 | KKNG |
| 4 | 3 | WKY |
| - | 4 | KOFM |
| 5 | 5 | KEBC |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WKY | 2329 |
| 3 | 2 | KOMA | 1575 |
| 2 | 3 | KTOK | 1466 |
| - | 4 | KOFM | 1234 |
| 5 | 5 | KKNG | 1196 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KATT-AM-FM |
| 2 | 2 | WKY |
| 5 | 3 | KOFM |
| - | 4 | KOMA |
| - | 5 | KEBC |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KATT-AM-FM |
| 2 | 2 | WKY |
| 5 | 3 | KZUE |
| 4 | 4 | KOMA |
| 3 | 5 | KOFM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KATT-AM-FM |
| 2 | 2 | WKY |
| - | 3 | KOFM |
| 5 | 3 | KTOK |
| 3 | 4 | KKNG |
| 4 | 5 | KEBC |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| - | 1 | KOFM |
| 1 | 2 | KZUE |
| 3 | 3 | WKY |
| 2 | 4 | KOMA |

ORLANDO

ORLANDO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WBJW (R) | 7.1 | 9.1 | 11.3 | 16.5 | 14.3 | 13.2 | 14.8 |
| WDBO (PA) | 16.6 | 12.8 | 14.2 | 11.7 | 10.6 | 11.1 | 9.2 |
| WDBO-FM (BM) | 11.9 | 11.4 | 13.0 | 12.1 | 8.8 | 11.2 | 14.8 |
| WDIZ (A) | 2.8 | 5.1 | 5.4 | 3.4 | 5.2 | 2.9 | 8.8 |
| WFIV (C) | ** | ** | 2.4 | 1.0 | .8 | .9 | 1.0 |
| WHOO (C) | 9.1 | 10.1 | 10.4 | 7.3 | 8.9 | 7.5 | 6.9 |
| WHOO-FM (BM) | 8.4 | 8.2 | 6.6 | 6.4 | 9.4 | 8.0 | 8.1 |
| WKIS (PA) | 5.2 | 5.1 | 4.5 | 6.9 | 8.4 | 8.8 | 7.3 |
| WLOF (R) | 11.4 | 7.8 | 7.4 | 9.3 | 8.9 | 5.9 | 6.0 |
| WOKB (B) | 3.6 | 5.8 | 3.8 | 8.6 | 5.7 | 3.4 | 1.8 |
| WORL (B) | 3.9 | 2.6 | 3.0 | 2.8 | 6.1 | 4.3 | 6.5 |
| WHLY (A)* | ** | ** | ** | .6 | 1.2 | 4.1 | 2.5 |
| WORJ (A)* | 5.5 | 6.5 | 5.4 | 2.9 | 3.3 | 6.1 | 2.9 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBJW |
| 2 | 1 | WDBO-FM |
| 3 | 2 | WDBO |
| - | 3 | WDIZ |
| 5 | 4 | WHOO-FM |
| 4 | 5 | WKIS |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WBJW | 1663 |
| 4 | 2 | WLOF | 1222 |
| 2 | 3 | WDBO | 1181 |
| 3 | 4 | WDBO-FM | 1134 |
| 5 | 5 | WKIS | 1100 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | WDIZ |
| 1 | 2 | WBJW |
| 4 | 3 | WLOF |
| - | 4 | WKIS |
| 3 | 5 | WHLY |
| 2 | 5 | WORJ |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBJW |
| 4 | 2 | WDBO-FM |
| - | 3 | WDIZ |
| 5 | 4 | WORL |
| 2 | 5 | WLOF |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WBJW |
| - | 2 | WDIZ |
| 2 | 3 | WDBO-FM |
| - | 4 | WKIS |
| 5 | 5 | WLOF |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WBJW |
| - | 2 | WORL |
| - | 3 | WDIZ |
| 2 | 3 | WLOF |

PHILADELPHIA

PHILADELPHIA 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| KYW (N) | 8.8 | 8.6 | 10.6 | 10.0 | 11.4 | 11.0 | 7.4 | 10.0 | 10.5 | 11.3 |
| WCAU (N/T) | 8.4 | 4.5 | 5.2 | 7.4 | 5.1 | 5.1 | 4.6 | 5.2 | 5.4 | 5.1 |
| WCAU-FM (B) | 2.0 | 3.6 | 2.2 | 1.9 | 4.1 | 4.6 | 3.9 | 2.9 | 3.1 | 3.8 |
| WDAS (B) | 2.4 | 2.4 | 2.5 | 2.3 | 2.1 | 2.4 | 2.1 | 2.3 | 2.1 | 1.1 |
| WDAS-FM (B) | 3.6 | 2.9 | 3.0 | 4.0 | 4.2 | 4.8 | 4.5 | 4.2 | 6.1 | 6.3 |
| WDVR (BM) | 5.9 | 5.1 | 6.0 | 6.5 | 5.4 | 4.0 | 6.0 | 6.5 | 5.1 | 4.5 |
| WFIL (R) | 8.1 | 7.2 | 7.1 | 6.3 | 6.0 | 6.0 | 4.8 | 3.9 | 5.8 | 4.2 |
| WFLN-FM (CL) | 1.1 | 1.8 | 2.3 | 2.3 | 2.0 | 1.3 | 2.2 | 2.9 | 2.1 | 1.6 |
| WHAT (B) | 1.9 | 1.3 | 1.7 | 1.0 | 1.2 | 1.0 | 1.4 | 1.2 | 1.2 | 1.0 |
| WIFI (R) | 3.3 | 3.8 | 3.9 | 3.2 | 4.2 | 3.7 | 3.5 | 4.3 | 3.5 | 4.4 |
| WIOQ (A) | .7 | 1.7 | 1.3 | 1.7 | 1.9 | 2.5 | 2.0 | 2.3 | 3.0 | 3.4 |
| WIP (PA) | 8.8 | 9.4 | 10.0 | 10.8 | 8.4 | 8.4 | 9.5 | 9.2 | 9.0 | 8.3 |
| WMMGK (PA) | 4.7 | 3.8 | 3.9 | 4.3 | 3.5 | 3.9 | 3.8 | 4.2 | 3.2 | 3.5 |
| WMMR (A) | 1.6 | 2.2 | 2.7 | 1.8 | 2.5 | 2.3 | 2.8 | 1.6 | 1.2 | 2.2 |
| WPEN (PA) | 2.9 | 2.6 | 2.8 | 2.4 | 2.4 | 2.8 | 2.9 | 2.0 | 3.0 | 2.7 |
| WSNI (C) | ** | ** | ** | ** | ** | ** | 1.6 | 2.2 | 2.6 | 2.7 |
| WUSL (PA) | ** | ** | 1.2 | 2.3 | 4.2 | 2.9 | 3.6 | 3.3 | 3.3 | 3.5 |
| WWDB (T) | 2.2 | 4.1 | 3.7 | 3.9 | 1.9 | 2.9 | 3.0 | 3.6 | 2.5 | 3.2 |
| WWSH (BM) | 8.6 | 7.9 | 8.6 | 8.5 | 6.2 | 7.6 | 7.7 | 6.4 | 8.1 | 7.5 |
| WYSP (A) | 3.7 | 3.9 | 5.8 | 4.2 | 5.9 | 4.7 | 4.5 | 4.4 | 4.3 | 4.8 |
| WZZD (R) | ** | ** | ** | ** | ** | ** | 3.6 | 3.3 | 3.7 | 2.9 |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | KYW |
| 2 | 2 | 2 | WIP |
| 4 | 3 | 3 | WWSH |
| 8 | 4 | 4 | WDAS-FM |
| 5 | 6 | 5 | WCAU |
| 6 | 8 | 6 | WYSP |
| 3 | 7 | 7 | WDVR |
| 7 | 10 | 8 | WIFI |
| 9 | 5 | 9 | WFIL |
| - | - | 10 | WCAU-FM |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|---------|-------|
| 1 | 1 | 1 | KYW | 12246 |
| 3 | 5 | 2 | WCAU | 6478 |
| 4 | 3 | 3 | WFIL | 6442 |
| 2 | 2 | 4 | WIP | 5965 |
| 5 | 4 | 5 | WWSH | 5389 |
| 8 | 9 | 6 | WYSP | 5226 |
| 9 | 8 | 7 | WIFI | 5054 |
| - | - | 8 | WCAU-FM | 4455 |
| 7 | 6 | 9 | WZZD | 4319 |
| 6 | 7 | 10 | WDVR | 4197 |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WYSP |
| - | 2 | 2 | WIOQ |
| 2 | 3 | 3 | WDAS-FM |
| - | - | 4 | WMMR |
| - | - | 5 | KYW |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 2 | 1 | 1 | WDAS-FM |
| 5 | 4 | 2 | WCAU-FM |
| - | 5 | 3 | WYSP |
| 1 | 3 | 4 | WMMGK |
| - | 2 | 5 | WFIL |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WIP |
| 5 | 2 | 2 | WDAS-FM |
| 4 | 5 | 3 | WYSP |
| 2 | 4 | 4 | KYW |
| - | 4 | 5 | WWSH |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|---------|
| 1 | 1 | 1 | WIFI |
| 2 | 2 | 2 | WDAS-FM |
| - | - | 3 | WIOQ |
| 3 | 3 | 3 | WZZD |
| 3 | 5 | 4 | WYSP |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|-----------|
| 2 | 1 | KKKQ-KUPD |
| 1 | 2 | KDKB-FM |
| - | 3 | KBBC |
| 5 | 4 | KOY |
| - | 5 | KIFM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|-----------|
| 2 | 1 | KKKQ-KUPD |
| - | 2 | KDKB-FM |
| 1 | 3 | KOY |
| 3 | 4 | KBBC |
| - | 5 | KQYT |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|-----------|
| 1 | 1 | KOY |
| 2 | 2 | KKKQ-KUPD |
| 5 | 3 | KDKB-FM |
| - | 4 | KQYT |
| - | 5 | KBBC |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|-----------|
| 1 | 1 | KKKQ-KUPD |
| - | 2 | KDKB-FM |
| 2 | 3 | KRIZ |
| 3 | 4 | KRUX |

PITTSBURGH

PITTSBURGH 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KDKA (PA) | 25.5 | 20.7 | 25.8 | 22.6 | 27.0 | 22.7 | 24.5 |
| KDKA-FM (PA) | 1.7 | 1.4 | 1.6 | 1.8 | 1.4 | 1.6 | 1.1 |
| KQV (N) | 1.2 | 1.3 | 1.5 | 3.0 | 2.1 | 2.6 | 2.9 |
| WAMO (B) | .7 | 2.2 | 3.4 | 2.8 | 2.0 | 2.3 | 3.4 |
| WDVE (A) | 5.3 | 5.4 | 6.8 | 5.7 | 7.8 | 5.2 | 5.6 |
| WEEP (C) | 3.0 | 7.0 | 4.1 | 3.5 | 2.5 | 2.6 | 2.3 |
| WEEP-FM (C) | 1.3 | 1.9 | 1.3 | 2.2 | .9 | 2.5 | 1.3 |
| WFFM (A) | ** | ** | ** | ** | ** | 1.7 | 1.7 |
| WJOI (BM) | ** | 3.8 | 3.8 | 4.5 | 3.9 | 5.2 | 5.7 |
| WKTQ (R) | 8.3 | 6.6 | 6.1 | 4.7 | 4.6 | 3.9 | 4.7 |
| WPEZ (R) | 4.4 | 5.6 | 5.7 | 5.0 | 4.9 | 5.9 | 4.5 |
| WSSH (BM) | 6.7 | 7.7 | 6.3 | 7.5 | 8.3 | 8.5 | 8.6 |
| WTAE (PA) | 6.1 | 4.9 | 5.0 | 9.0 | 5.2 | 6.5 | 6.1 |
| WWSW (PA) | 7.4 | 5.6 | 7.3 | 5.5 | 6.5 | 5.9 | 4.3 |
| WXKX (R) | ** | ** | ** | ** | 5.1 | 4.1 | 6.3 |
| WYDD (A) | 1.4 | 2.7 | 1.3 | 1.9 | 1.5 | 3.0 | 1.7 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KDKA |
| 2 | 2 | WSSH |
| 7 | 3 | WXKX |
| 3 | 4 | WTAE |
| 5 | 5 | WJOI |
| 5 | 6 | WDVE |
| 8 | 7 | WKTQ |
| 4 | 8 | WPEZ |
| 4 | 9 | WWSW |
| 6 | 10 | WEEP-AM-FM |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|-------|
| 1 | 1 | KDKA | 10462 |
| 5 | 2 | WKTQ | 3748 |
| 6 | 3 | WXKX | 3741 |
| 2 | 4 | WTAE | 3628 |
| 3 | 5 | WSSH | 3504 |
| 4 | 6 | WWSW | 3240 |
| 7 | 7 | WPEZ | 3074 |
| 8 | 8 | WDVE | 2875 |
| 10 | 9 | WJOI | 2134 |
| 9 | 10 | KQV | 2083 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WDVE |
| 2 | 2 | WTAE |
| 3 | 3 | KDKA |
| - | 4 | WXKX |
| 5 | 5 | WPEZ |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WTAE |
| 3 | 2 | WKTQ |
| 1 | 3 | KDKA |
| 5 | 3 | WDVE |
| - | 4 | WXKX |
| - | 5 | WAMO |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KDKA |
| 2 | 2 | WTAE |
| 3 | 3 | WDVE |
| - | 4 | WXKX |
| - | 5 | WJOI |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WXKX |
| 3 | 2 | WDVE |
| 1 | 3 | WPEZ |
| 4 | 4 | WKTQ |
| - | 5 | WAMO |

PHOENIX

PHOENIX 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KBBC (A) | 4.8 | 3.7 | 5.4 | 6.1 | 4.1 | 3.8 | 4.1 |
| KDKB-FM (A) | 3.8 | 5.9 | 4.9 | 5.6 | 5.1 | 4.6 | 7.8 |
| KHEP (RL) | .9 | 1.4 | .5 | .5 | 1.0 | 1.3 | 1.8 |
| KIFN (S) | 6.0 | 2.3 | 1.6 | .5 | 3.2 | 2.0 | 5.3 |
| KIOG (R) | ** | ** | ** | ** | 1.1 | 2.0 | 1.5 |
| KJJJ (C) | 6.0 | 4.9 | 5.8 | 7.6 | 5.4 | 5.3 | 3.8 |
| KKKQ (R) | ** | ** | ** | ** | ** | ** | 2.7 |
| KMEO (BM) | 1.5 | 1.5 | 1.3 | 1.5 | 2.3 | 2.3 | 1.5 |
| KMEO-FM (BM) | 6.0 | 7.3 | 6.9 | 6.8 | 6.3 | 6.9 | 6.0 |
| KNIX (C) | ** | ** | 4.1 | 1.6 | 2.2 | 2.4 | 1.3 |
| KNIX-FM (C) | 3.2 | 4.5 | 5.3 | 4.8 | 2.8 | 3.8 | 4.1 |
| KOOL (PA) | 7.1 | 5.6 | 5.4 | 7.4 | 4.6 | 6.2 | 4.2 |
| KOOL-FM (O) | 4.6 | 4.2 | 4.7 | 3.7 | 4.8 | 3.3 | 2.6 |
| KOPA (R) | ** | ** | ** | ** | ** | ** | 1.9 |
| KOPA-FM (R) | ** | ** | ** | ** | ** | ** | 1.0 |
| KOY (PA) | 8.6 | 9.3 | 7.9 | 7.7 | 8.6 | 8.3 | 8.4 |
| KPHX (S) | 3.4 | 2.3 | 2.2 | 1.1 | 1.7 | 1.3 | 1.8 |
| KQYT (BM) | ** | ** | ** | ** | ** | ** | 11.2 |
| KRIZ (R) | 9.3 | 4.9 | 4.0 | 4.7 | 6.1 | 3.9 | 2.9 |
| KRUX (R) | 2.8 | 1.0 | .9 | .9 | 2.4 | 2.9 | 1.9 |
| KTAR (N) | 6.4 | 5.3 | 6.5 | 6.0 | 5.8 | 6.5 | 7.2 |
| KUPD (R) | 1.4 | 4.0 | 3.1 | 7.9 | 6.5 | 5.9 | 9.8 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KKKQ-KUPD |
| - | 2 | KQYT |
| 4 | 3 | KOY |
| 8 | 4 | KDKB-FM |
| 3 | 5 | KMEO-AM-FM |
| 5 | 6 | KTAR |
| 6 | 7 | KNIX-AM-FM |
| - | 8 | KIFN |
| 6 | 9 | KOOL |
| 10 | 10 | KBBC |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|------|
| 1 | 1 | KKKQ-KUPD | 3225 |
| 2 | 2 | KOY | 2378 |
| 4 | 3 | KTAR | 2224 |
| - | 4 | KQYT | 1976 |
| 3 | 5 | KMEO-AM-FM | 1859 |
| - | 6 | KDKB-FM | 1433 |
| - | 7 | KBBC | 1323 |
| 5 | 8 | KOOL | 1292 |
| 9 | 9 | KNIX-AM-FM | 1210 |
| 7 | 10 | KJJJ | 1122 |

PORTLAND, OR.

PORTLAND, OR 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KEX (PA) | 7.8 | 7.9 | 10.1 | 9.2 | 8.1 | 7.3 | 6.6 |
| KGON (A) | 4.0 | 3.7 | 3.3 | 3.5 | 5.2 | 5.1 | 5.4 |
| KGW (R) | 9.8 | 12.2 | 11.8 | 14.5 | 15.2 | 10.2 | 11.6 |
| KINK (A) | 3.0 | 3.2 | 4.4 | 4.1 | 3.4 | 3.9 | 3.6 |
| KJIB (BM) | 1.4 | 1.7 | 2.3 | 2.5 | 2.7 | 5.1 | 3.4 |
| KKEY (T) | 2.3 | 3.1 | 2.6 | 3.5 | 2.9 | 3.4 | 2.9 |
| KMJK (PA) | ** | ** | ** | ** | ** | 1.2 | 2.4 |
| KPAM-FM (R) | 6.2 | 6.2 | 4.3 | 7.4 | 9.2 | 6.7 | 4.4 |
| KPDQ (RL) | 1.8 | .7 | 1.5 | 1.1 | 1.4 | 1.1 | 1.6 |
| KQFM (BM) | 2.2 | 2.5 | 2.8 | 1.7 | 1.5 | 1.5 | 1.3 |
| KUPL (BM) | ** | ** | ** | 3.8 | 1.6 | 3.3 | 4.4 |
| KUPL-FM (BM) | 5.9 | 6.2 | 8.3 | 6.3 | 5.1 | 6.6 | 5.5 |
| KVAN (A) | 1.3 | .9 | 1.5 | 2.1 | 1.7 | 1.1 | 1.3 |
| KWJJ (C) | 6.5 | 6.9 | 7.4 | 6.9 | 8.5 | | |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KGW |
| 3 | 2 | KYTE |
| 2 | 3 | KWJJ |
| 5 | 4 | KXL |
| 4 | 5 | KEX |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | KYTE | 3023 |
| 1 | 2 | KGW | 3017 |
| 4 | 3 | KEX | 1615 |
| 3 | 4 | KWJJ | 1585 |
| - | 5 | KXL | 1185 |

| | 21.2 | 20.9 | 18.8 | 19.9 | 19.6 | 18.8 | 15.6 |
|-----------|------|------|------|------|------|------|------|
| WPTF (PA) | 10.4 | 7.6 | 8.9 | 8.6 | 5.3 | 10.7 | 8.7 |
| WQDR (A) | 6.6 | 8.0 | 9.4 | 9.6 | 14.0 | 11.2 | 14.1 |
| WRAL (PA) | 5.7 | 8.5 | 4.9 | 6.9 | 5.3 | 3.7 | 7.2 |
| WSRC (B) | 3.1 | 3.1 | 1.8 | 2.9 | 2.2 | 1.7 | 2.8 |
| WTIK (C) | 1.4 | .4 | 2.4 | 1.5 | 2.5 | 1.5 | 1.6 |
| WYNA (C) | 10.2 | 9.1 | 13.6 | 7.9 | 8.5 | 8.7 | 7.9 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | KGON |
| 2 | 2 | KGW |
| 5 | 3 | KYTE |
| 1 | 4 | KINK |
| - | 5 | KVAN |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KGW |
| - | 2 | KYTE |
| 2 | 3 | KPAM-FM |
| 3 | 4 | KGON |
| 4 | 5 | KINK |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KGW |
| 2 | 2 | KWJJ |
| 5 | 2 | KYTE |
| - | 3 | KGON |
| - | 4 | KINK |
| 3 | 5 | KEX |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KGW |
| 2 | 2 | KYTE |
| 3 | 3 | KPAM-FM |
| 4 | 4 | KGON |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WPTF |
| 2 | 2 | WRAL |
| 4 | 3 | WKIX |
| 3 | 3 | WQDR |
| 5 | 4 | WYND |
| - | 5 | WSRC |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WPTF | 1256 |
| 3 | 2 | WRAL | 1123 |
| 2 | 3 | WKIX | 1098 |
| 4 | 4 | WDNC | 864 |
| 5 | 5 | WQDR | 719 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WQDR |
| 1 | 2 | WRAL |
| 3 | 3 | WKIX |
| - | 4 | WPTF |
| - | 5 | WDCG |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRAL |
| 2 | 2 | WKIX |
| - | 3 | WSRC |
| 4 | 4 | WYND |
| 5 | 5 | WDNC |
| 3 | 5 | WQDR |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRAL |
| 2 | 2 | WQDR |
| 3 | 3 | WKIX |
| - | 3 | WPTF |
| 4 | 3 | WYND |
| - | 4 | WSRC |
| 5 | 5 | WDNC |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WKIX |
| - | 2 | WSRC |
| - | 3 | WDCG |
| 2 | 3 | WQDR |
| 3 | 4 | WLLE |

PROVIDENCE

PROVIDENCE-WARWICK-PAWTUCKET 7 BOOK TREND

TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WALE (PA) | ** | ** | ** | ** | 1.6 | 1.6 | 2.0 |
| WBRU (A) | 1.6 | 2.8 | 3.5 | 2.2 | 1.4 | 2.9 | 2.4 |
| WBSM (PA) | ** | ** | ** | ** | 4.3 | 2.3 | 2.3 |
| WEAN (N) | 4.7 | 3.9 | 5.3 | 7.1 | 4.4 | 3.9 | 6.3 |
| WGNG (R) | 7.6 | 5.1 | 4.9 | 4.5 | 2.6 | 1.2 | 1.6 |
| WHIM (C) | 3.5 | 2.6 | 2.9 | 2.8 | 2.0 | 2.3 | 4.3 |
| WHJY (BM) | ** | ** | ** | ** | ** | ** | 5.6 |
| WICE (T) | 9.0 | 9.7 | 6.9 | 7.8 | 4.0 | 4.5 | 2.3 |
| WJAR (PA) | 5.7 | 6.6 | 7.3 | 5.7 | 6.7 | 4.6 | 5.5 |
| WLKW (BM) | 4.5 | 6.5 | 4.9 | 5.0 | 4.8 | 3.1 | 3.6 |
| WLKW-FM (BM) | 11.5 | 18.1 | 13.4 | 15.8 | 13.1 | 16.0 | 10.0 |
| WMYS (PA) | ** | ** | ** | .3 | 1.0 | 1.1 | 2.0 |
| WNBH (PA) | ** | ** | ** | ** | 1.0 | 1.1 | 1.6 |
| WPJB (R) | 2.5 | 3.4 | 4.3 | 4.6 | 5.1 | 6.7 | 6.2 |
| WPRO (PA) | 10.8 | 8.4 | 10.5 | 12.1 | 10.6 | 10.8 | 11.1 |
| WPRO-FM (R) | 8.0 | 6.4 | 8.3 | 9.1 | 5.6 | 6.5 | 7.6 |
| WSAR (PA) | ** | ** | .5 | ** | 1.7 | .8 | 1.0 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WPRO |
| 1 | 2 | WLKW-FM |
| 5 | 3 | WPRO-FM |
| - | 4 | WEAN |
| 4 | 5 | WPJB |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WPRO | 4298 |
| 3 | 2 | WPRO-FM | 2845 |
| 5 | 3 | WJAR | 2674 |
| 2 | 4 | WLKW-FM | 2625 |
| 4 | 5 | WPJB | 2334 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WPRO |
| 4 | 2 | WPRO-FM |
| 2 | 3 | WBRU |
| 4 | 4 | WAAF |
| - | 5 | WPJB |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WPRO |
| 2 | 2 | WPRO-FM |
| 3 | 3 | WPJB |
| - | 4 | WLKW-FM |
| - | 5 | WBRU |
| 4 | 5 | WJAR |
| - | 5 | WMYS |
| 5 | 5 | WROR* |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WPRO |
| 4 | 2 | WPRO-FM |
| 2 | 3 | WLKW-FM |
| - | 4 | WHJY |
| 5 | 4 | WPJB |
| - | 5 | WJAR |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WPJB |
| 2 | 2 | WPRO-FM |
| 3 | 3 | WPRO |

RALEIGH

RALEIGH-DURHAM 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| WCHL (R) | 3.6 | 3.1 | 1.4 | 3.2 | 4.0 | 3.4 | 2.6 |
| WDBS (A) | 1.4 | 1.5 | 1.3 | .8 | 1.2 | 1.8 | 1.3 |
| WDCG (C) | 1.7 | 1.7 | 1.1 | 2.4 | 1.8 | 2.2 | 3.4 |
| WDNC (R) | 7.3 | 7.6 | 6.7 | 9.1 | 6.8 | 6.9 | 6.1 |
| WETC (BM) | 1.6 | 1.1 | 1.3 | 2.0 | 1.2 | ** | 3.1 |
| WKIX (R) | 8.8 | 12.0 | 8.5 | 9.4 | 9.3 | 10.1 | 8.7 |
| WLLE (B) | 5.2 | 4.6 | 5.6 | 3.9 | 5.6 | 4.7 | 5.2 |

RENO

RENO 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-----------|---------|---------|---------|---------|
| KBET (C) | 5.6 | 4.0 | 3.6 | 4.2 |
| KCBN (R) | 20.2 | 14.4 | 17.2 | 14.0 |
| KCRL (BM) | 7.9 | 6.5 | 7.8 | 3.3 |
| KGLR (A) | 7.3 | 6.0 | 7.3 | 6.1 |
| KNEV (PA) | ** | ** | 1.0 | .9 |
| KOH (N) | 9.6 | 13.4 | 10.4 | 9.3 |
| KOLO (PA) | 11.2 | 12.9 | 14.6 | 13.1 |
| KONE (C) | 5.1 | 8.0 | 3.6 | 7.5 |
| KRNO (PA) | 6.7 | 9.0 | 7.8 | 13.1 |
| KSRN (PA) | 6.7 | 4.0 | 5.2 | 13.6 |
| KWRL (BM) | ** | 3.0 | ** | 1.4 |
| KKBC (R)* | 3.4 | 9.5 | 9.4 | 8.9 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KCBN |
| - | 2 | KSRN |
| 2 | 3 | KOLO |
| 5 | 3 | KRNO |
| 3 | 4 | KOH |
| 4 | 5 | KKBC |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|-----|
| 1 | 1 | KCBN | 453 |
| 2 | 2 | KOLO | 439 |
| - | 3 | KRNO | 289 |
| 4 | 4 | KKBC | 250 |
| - | 5 | KSRN | 209 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KGLR |
| 4 | 2 | KCBN |
| - | 2 | KRNO |
| 2 | 3 | KKBC |
| 3 | 4 | KOLO |
| - | 5 | KONE |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| - | 1 | KRNO |
| 1 | 2 | KCBN |
| 2 | 3 | KKBC |
| 2 | 4 | KOLO |
| 3 | 5 | KGLR |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | KRNO |
| 1 | 2 | KOLO |
| 2 | 3 | KCBN |
| 3 | 4 | KKBC |
| 4 | 5 | KGLR |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KCBN |
| 2 | 2 | KKBC |

LEGEND

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

RICHMOND

RICHMOND 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WANT (B) | 4.8 | 5.9 | 4.1 | 4.1 | 7.3 | 5.8 | 6.0 |
| WEET (PA) | .8 | 2.9 | .8 | 2.8 | 1.9 | 3.5 | 3.1 |
| WENZ (B) | 5.5 | 5.0 | 5.0 | 6.5 | 2.5 | 6.1 | 4.5 |
| WEZS (BM) | 11.7 | 9.3 | 12.7 | 7.8 | 8.8 | 10.0 | 7.6 |
| WGOE (A) | 6.0 | 2.6 | 5.0 | 3.7 | 4.5 | 1.1 | 2.4 |
| WKIE (PA) | ** | ** | ** | ** | ** | 1.6 | 1.1 |
| WLEE (R) | 11.5 | 11.9 | 8.3 | 10.0 | 9.7 | 6.9 | 7.6 |
| WRNL (N) | 3.4 | 5.2 | 5.8 | 5.2 | 2.1 | 2.5 | 4.2 |
| WRVA (PA) | 24.5 | 22.2 | 18.4 | 19.2 | 24.8 | 19.4 | 18.9 |
| WRVQ (R) | 8.7 | 9.9 | 11.8 | 14.6 | 15.8 | 16.9 | 19.3 |
| WRXL (A) | 3.4 | 4.4 | 5.8 | 5.5 | 3.6 | 7.0 | 6.1 |
| WTVR (C) | 3.5 | 3.8 | 4.1 | 3.2 | 2.1 | 2.2 | 1.8 |
| WTVR-FM (BM) | 1.5 | 2.9 | 2.7 | 4.3 | 3.3 | 3.1 | 3.3 |
| WXGI (C) | 2.8 | 2.7 | 3.5 | 4.5 | 4.2 | 3.9 | 6.1 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WRVQ |
| 1 | 2 | WRVA |
| 3 | 3 | WEZS |
| 5 | 3 | WLEE |
| 4 | 4 | WRXL |
| - | 4 | WXGI |
| - | 5 | WANT |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WRVA | 1968 |
| 2 | 2 | WRVQ | 1626 |
| 3 | 3 | WLEE | 1011 |
| 4 | 4 | WEZS | 733 |
| - | 5 | WRXL | 724 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRVQ |
| 2 | 2 | WRXL |
| - | 3 | WGOE |
| - | 4 | WEZS |
| 5 | 4 | WLEE |
| - | 4 | WRVA |
| - | 4 | WXGI |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRVQ |
| 3 | 2 | WLEE |
| 2 | 3 | WRXL |
| 5 | 4 | WANT |
| - | 5 | WEET |
| 4 | 5 | WRVA |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRVQ |
| 2 | 2 | WRVA |
| 5 | 3 | WLEE |
| 3 | 4 | WRXL |
| - | 5 | WXGI |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WRVQ |
| - | 2 | WENZ |
| - | 3 | WANT |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WEZO |
| - | 2 | WMJQ |
| 4 | 3 | WBBF |
| 2 | 4 | WHAM |
| - | 5 | WVOR |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WBBF |
| 2 | 2 | WHFM |
| - | 3 | WAXC |

SACRAMENTO

SACRAMENTO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KCRA (PA) | 11.8 | 10.2 | 9.2 | 9.9 | 7.2 | 6.9 | 8.6 |
| KCTC (BM) | 7.2 | 7.0 | 7.5 | 6.9 | 5.2 | 8.4 | 5.3 |
| KEBR (PA) | 1.4 | 1.4 | .8 | .9 | 2.9 | 1.0 | 1.3 |
| KEWT (BM) | 11.4 | 11.7 | 10.1 | 10.7 | 15.1 | 12.7 | 15.1 |
| KFBK (N) | 2.6 | 5.7 | 5.0 | 4.6 | 5.5 | 4.3 | 4.7 |
| KFBK-FM (CL) | 1.2 | 1.3 | 1.2 | 3.3 | 1.9 | 1.0 | 2.4 |
| KGMS (PA) | 5.2 | 4.0 | 5.6 | 4.4 | 5.4 | 4.2 | 7.1 |
| KNDE (R) | 5.1 | 4.1 | 6.5 | 4.2 | 3.9 | 3.7 | 2.2 |
| KPOP (B) | 1.4 | 1.7 | 1.2 | .8 | 2.1 | 2.0 | 2.2 |
| KRAK (C) | 7.2 | 9.4 | 7.9 | 7.6 | 7.2 | 8.8 | 6.3 |
| KROI (R) | ** | 2.3 | 2.4 | 3.7 | 6.0 | 5.4 | 5.8 |
| KROY (R) | 7.7 | 7.5 | 5.9 | 7.3 | 5.7 | 6.4 | 7.6 |
| KSFM (A) | 5.0 | 5.7 | 5.8 | 5.6 | 3.5 | 4.3 | 4.4 |
| KWOD (A) | ** | ** | ** | ** | .7 | .9 | 1.8 |
| KXOA (A) | 8.1 | 4.9 | 4.4 | 5.7 | 5.0 | 8.4 | 6.4 |
| KZAP (A) | 2.7 | 4.9 | 4.2 | 5.1 | 5.2 | 3.6 | 3.4 |
| KFRC (R)* | 5.2 | 4.1 | 5.4 | 4.7 | 3.5 | 4.4 | 2.8 |
| KGO (N)* | 2.3 | 3.6 | 1.7 | 2.8 | 2.5 | 3.0 | 2.4 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KEWT |
| 4 | 2 | KCRA |
| 5 | 3 | KROY |
| - | 4 | KGMS |
| 3 | 5 | KXOA |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KROY | 1924 |
| 3 | 2 | KCRA | 1685 |
| 2 | 3 | KEWT | 1570 |
| - | 4 | KFRC | 1278 |
| 5 | 5 | KXOA | 1264 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | KROI |
| 3 | 1 | KSFM |
| 2 | 1 | KZAP |
| 1 | 2 | KXOA |
| - | 3 | KROY |
| - | 4 | KFBK |
| - | 5 | KCTC |
| - | 5 | KEWT |
| 4 | 5 | KFRC |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KXOA |
| 3 | 2 | KROY |
| 4 | 3 | KCTC |
| 5 | 4 | KEWT |
| 2 | 4 | KROI |
| 4 | 5 | KSFM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | KEWT |
| 1 | 2 | KXOA |
| - | 3 | KCRA |
| - | 4 | KROY |
| 3 | 5 | KRAK |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KROY |
| 2 | 2 | KROI |
| - | 3 | KSFM |
| 3 | 4 | KNDE |

ROCHESTER

ROCHESTER, NY 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| WACK (PA) | ** | ** | .7 | .7 | .6 | ** | 1.5 |
| WAXC (PA) | 5.5 | 6.4 | 6.0 | 4.5 | 4.2 | 1.7 | 2.6 |
| WBBF (R) | 9.7 | 8.5 | 7.0 | 11.2 | 11.6 | 12.0 | 10.2 |
| WCMF (A) | 3.8 | 4.1 | 5.1 | 3.7 | 5.0 | 6.9 | 1.8 |
| WDKX (B) | ** | 2.4 | 3.5 | .6 | 1.9 | 1.0 | 1.3 |
| WEZO (BM) | 19.2 | 15.5 | 18.2 | 19.8 | 16.6 | 16.8 | 18.6 |
| WFLC (PA) | ** | 1.3 | 1.7 | 2.4 | .7 | 2.6 | 1.8 |
| WGVA (PA) | .5 | .7 | .6 | .6 | 1.2 | 1.2 | 1.0 |
| WHAM (PA) | 20.7 | 21.8 | 19.4 | 17.5 | 16.6 | 15.8 | 15.5 |
| WHFM (R) | 6.4 | 6.0 | 6.7 | 7.4 | 4.0 | 4.7 | 5.6 |
| WMJQ (A) | ** | ** | ** | ** | 4.1 | 2.6 | 6.5 |
| WNYR (C) | 9.5 | 9.0 | 6.5 | 3.8 | 5.3 | 5.0 | 5.3 |
| WPXY (BM) | 4.7 | 4.0 | 5.0 | 4.4 | 5.8 | 4.4 | 4.5 |
| WROC(N) | 3.8 | 2.8 | 4.3 | 3.4 | 2.7 | 2.4 | 3.3 |
| WSAY (A) | 2.7 | 2.2 | 1.7 | 2.4 | 2.2 | 2.2 | 1.2 |
| WVOR (PA) | 1.1 | 1.0 | .8 | 2.2 | 2.6 | 3.2 | 4.8 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WEZO |
| 2 | 2 | WHAM |
| 3 | 3 | WBBF |
| - | 4 | WMJQ |
| - | 5 | WHFM |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WHAM | 3041 |
| 2 | 2 | WBBF | 2642 |
| 3 | 3 | WEZO | 2526 |
| 4 | 4 | WHFM | 1298 |
| - | 5 | WAXC | 1127 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| - | 1 | WMJQ |
| 4 | 2 | WVOR |
| 2 | 3 | WBBF |
| 3 | 4 | WHFM |
| 5 | 5 | WHAM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | WEZO |
| 1 | 2 | WBBF |
| 2 | 3 | WHFM |
| 3 | 4 | WHAM |
| 5 | 5 | WMJQ |

SAGINAW

SAGINAW 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| WIOG (BM) | ** | 4.0 | 4.2 | 4.6 |
| WKCC (C) | 6.5 | 7.3 | 7.3 | 8.1 |
| WKNX (R) | 7.8 | 4.7 | 12.9 | 4.6 |
| WSAM (R) | 10.9 | 9.5 | 14.3 | 8.8 |
| WSGW (PA/T) | 11.9 | 13.1 | 15.7 | 21.5 |
| WWWS (B) | 2.4 | 4.7 | 2.1 | 1.2 |
| WGER (BM)* | 15.7 | 11.7 | 9.1 | 19.2 |
| WHNN (R)* | 13.7 | 18.2 | 12.2 | 9.6 |
| WJR (PA)* | 7.5 | 2.9 | 3.8 | 6.2 |
| WTAC (R)* | 2.0 | 3.3 | 2.1 | 2.7 |
| WXOX (C)* | 5.8 | 5.1 | 4.2 | 3.5 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WSGW |
| 5 | 2 | WGER |
| 4 | 3 | WHNN |
| 2 | 4 | WSAM |
| - | 5 | WKCC |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|-----|
| 2 | 1 | WSGW | 668 |
| 1 | 2 | WSAM | 602 |
| - | 3 | WGER | 488 |
| 4 | 4 | WHNN | 479 |
| 3 | 5 | WKNX | 347 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 3 | 1 | WSGW |
| - | 2 | WIOG |
| 1 | 2 | WKNX |
| 1 | 2 | WSAM |
| 3 | 3 | WKCC |
| 2 | 3 | WHNN |
| - | 4 | WTAC |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WGER |
| 1 | 2 | WSAM |
| 2 | 2 | WHNN |
| 5 | 3 | WKCC |
| 5 | 4 | WIOG |
| 3 | 5 | WKNX |
| 5 | 5 | WSGW |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KCPX |
| 3 | 2 | KSL |
| - | 3 | KCPX-FM |
| 2 | 4 | KLUB |
| - | 5 | KSFI |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | KCPX | 1903 |
| 2 | 2 | KSL | 1550 |
| 3 | 3 | KLUB | 1531 |
| - | 4 | KCPX-FM | 1112 |
| 5 | 5 | KRSP-FM | 1047 |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 5 | 1 | WGER |
| 4 | 2 | WSGW |
| 1 | 3 | WSAM |
| - | 4 | WKCC |
| 3 | 5 | WHNN |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WHNN |
| 1 | 2 | WSAM |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KCPX-FM |
| 1 | 2 | KCPX |
| - | 3 | KALL |
| 4 | 4 | KRSP |
| 4 | 5 | KRGO |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KCPX |
| - | 2 | KCPX-FM |
| - | 3 | KSOP-FM |
| - | 4 | KALL-FM |
| - | 4 | KSL |
| 3 | 5 | KALL |
| 2 | 5 | KRSP-FM |
| - | 5 | KSFI |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KCPX |
| - | 2 | KCPX-FM |
| 4 | 3 | KSL |
| - | 4 | KSFI |
| - | 5 | KRGO |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KCPX |
| 1 | 2 | KRSP-FM |
| 2 | 3 | KCPX-FM |

ST. LOUIS

ST. LOUIS 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KADI (A) | ** | 1.8 | 1.3 | 1.6 | 1.2 | 1.1 | 1.4 |
| KADI-FM (A) | 4.1 | 5.3 | 3.8 | 3.0 | 2.8 | 3.2 | 2.6 |
| KATZ (B) | 3.1 | 4.9 | 6.1 | 3.3 | 3.2 | 3.6 | 2.2 |
| KCFM (BM) | 3.3 | 3.3 | 4.2 | 4.4 | 4.9 | 2.7 | 1.9 |
| KEZK (BM) | 3.6 | 3.4 | 4.1 | 4.2 | 4.8 | 5.4 | 7.3 |
| KKSS (B) | 2.7 | 2.7 | 1.9 | 1.7 | 3.2 | 3.8 | 4.7 |
| KMOX (T) | 25.2 | 24.5 | 26.4 | 26.1 | 24.3 | 25.6 | 25.3 |
| KMOX-FM (PA) | 3.1 | 2.3 | 2.6 | 2.2 | 3.3 | 3.9 | 3.8 |
| KSD (PA) | 11.5 | 11.0 | 8.3 | 7.7 | 7.5 | 7.5 | 6.7 |
| KSHE (A) | 4.3 | 5.6 | 4.9 | 5.4 | 5.5 | 7.9 | 8.0 |
| KSLQ (R) | 6.1 | 5.9 | 8.1 | 8.7 | 8.3 | 8.1 | 7.7 |
| KXOK (R) | 5.3 | 4.9 | 5.5 | 6.2 | 4.5 | 4.2 | 4.9 |
| WIBV (R) | ** | ** | .7 | .7 | .7 | .8 | 1.1 |
| WIL (C) | 5.8 | 4.2 | 5.9 | 7.0 | 5.3 | 4.7 | 5.9 |
| WIL-FM (C) | 2.5 | 2.9 | 2.5 | 3.6 | 4.2 | 4.3 | 3.9 |
| WRTH (BM) | 5.2 | 3.6 | 4.6 | 3.5 | 3.9 | 4.5 | 4.1 |

SAN ANTONIO

SAN ANTONIO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KAPE (B) | 3.2 | 2.3 | 1.3 | 1.1 | 5.3 | 2.6 | 3.3 |
| KBUC (C) | 2.7 | 3.7 | 3.0 | 3.4 | 2.4 | 2.5 | 3.9 |
| KBUC-FM (C) | 3.1 | 3.6 | 2.7 | 3.3 | 4.4 | 4.5 | 5.6 |
| KCOR (S) | 12.8 | 11.2 | 15.5 | 14.1 | 12.4 | 11.5 | 11.9 |
| KDRY (RL) | ** | ** | ** | 1.3 | .8 | .8 | 1.6 |
| KEDA (S) | 4.3 | 5.6 | 4.8 | 4.3 | 3.6 | 2.9 | 3.5 |
| KISS (PA) | .6 | 1.4 | .9 | 1.0 | 1.9 | 2.9 | 2.5 |
| KITE (PA) | 4.7 | 4.0 | 3.8 | 2.9 | 2.0 | 2.2 | 1.8 |
| KITE-FM (PA) | ** | ** | ** | ** | 1.0 | 1.5 | 1.0 |
| KITY (PA) | 2.8 | 5.1 | 3.0 | 2.2 | 3.1 | 2.5 | 2.8 |
| KKYX (C) | 9.2 | 7.8 | 7.7 | 7.0 | 6.4 | 8.9 | 6.8 |
| KMAC (PA) | ** | .4 | .4 | .5 | .7 | 1.4 | 1.5 |
| KONO (R) | 4.0 | 4.4 | 4.9 | 5.0 | 3.3 | 2.8 | 1.9 |
| KOXT (BM) | 8.3 | 7.8 | 9.6 | 11.4 | 8.7 | 6.3 | 9.4 |
| KTFM (A) | 2.8 | 4.4 | 3.0 | 4.9 | 6.7 | 10.2 | 8.3 |
| KTSA (R) | 20.5 | 17.4 | 19.4 | 18.1 | 17.7 | 14.6 | 13.7 |
| KUKA (S) | 1.4 | 2.4 | 2.6 | 3.4 | 3.2 | 3.6 | 3.3 |
| KZZY (R) | ** | ** | ** | ** | 3.9 | 2.5 | 4.2 |
| WOAI (PA) | 4.0 | 3.1 | 4.2 | 5.2 | 6.1 | 7.2 | 5.1 |
| WOAI-FM (BM) | ** | ** | ** | ** | 2.0 | 2.3 | 2.7 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 1 | 1 | KMOX |
| 3 | 2 | KSHE |
| 2 | 3 | KSLQ |
| 5 | 4 | KEZK |
| 4 | 5 | KSD |
| 6 | 6 | WIL |
| 9 | 7 | KXOK |
| - | 8 | KKSS |
| 7 | 9 | WRTH |
| 8 | 10 | WIL-FM |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | KMOX | 8615 |
| 2 | 2 | KSD | 4174 |
| 3 | 3 | KSLQ | 3804 |
| 4 | 4 | KXOK | 3413 |
| 5 | 5 | KSHE | 3272 |
| 9 | 6 | KEZK | 2632 |
| 8 | 7 | WRTH | 2327 |
| 7 | 8 | WIL | 2279 |
| - | 9 | KMOX-FM | 2111 |
| 6 | 10 | KADI-FM | 2078 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KSHE |
| 3 | 2 | KMOX |
| - | 3 | KKSS |
| 4 | 4 | KSD |
| 2 | 5 | KSLQ |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KSLQ |
| 3 | 2 | KSHE |
| 1 | 3 | KSD |
| 1 | 4 | KMOX |
| - | 5 | KEZK |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KMOX |
| 2 | 2 | KSHE |
| 3 | 3 | KSD |
| 4 | 4 | KSLQ |
| 5 | 5 | KEZK |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KSLQ |
| 3 | 2 | KXOK |
| 2 | 3 | KSHE |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTSA |
| 2 | 2 | KCOR |
| - | 3 | KOXT |
| 3 | 4 | KTFM |
| 4 | 5 | KKYX |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KTSA | 2900 |
| 2 | 2 | KTFM | 1677 |
| 4 | 3 | KKYX | 1314 |
| - | 4 | KOXT | 1204 |
| 3 | 5 | WOAI | 1148 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KTFM |
| 2 | 1 | KTSA |
| 3 | 2 | KKYX |
| - | 3 | KBUC-FM |
| 5 | 4 | KISS |
| - | 5 | KBUC |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTSA |
| 2 | 2 | KCOR |
| 2 | 2 | KTFM |
| - | 3 | KOXT |
| - | 4 | KAPE |
| 3 | 4 | KKYX |
| 5 | 5 | KITY |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTSA |
| 3 | 2 | KCOR |
| 4 | 3 | KKYX |
| 2 | 4 | KTFM |
| - | 5 | KOXT |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTSA |
| 2 | 2 | KTFM |
| - | 3 | KZZY |

SALT LAKE CITY

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

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KALL (PA) | 5.2 | 5.9 | 5.6 | 7.1 | 6.7 | 5.4 | 4.8 |
| KALL-FM (BM) | 1.2 | 1.8 | 2.1 | 1.1 | 1.3 | 2.0 | 3.2 |
| KCPX (R) | 12.1 | 13.2 | 13.4 | 10.7 | 11.9 | 10.0 | 10.4 |
| KCPX-FM (A) | 3.1 | 3.5 | 3.6 | 4.3 | 3.9 | 4.5 | 8.8 |
| KDAB (R) | ** | 1.0 | 1.1 | .9 | 2.1 | 1.3 | 1.0 |
| KLO (PA) | 1.7 | 1.0 | .6 | .7 | 1.0 | 1.5 | 1.0 |
| KLUB (BM) | 11.0 | 9.1 | 8.0 | 12.0 | 6.5 | 9.7 | 8.7 |
| KLUB-FM (BM) | 4.4 | 6.2 | 5.3 | 4.8 | 3.7 | 5.6 | 5.5 |
| KRGO (C) | 2.7 | 2.0 | 4.6 | 3.9 | 4.7 | 4.3 | 5.3 |
| KRSP (R) | 4.7 | 4.2 | 3.7 | 4.0 | 3.9 | 4.3 | 3.9 |
| KRSP-FM (R) | 4.6 | 6.5 | 6.5 | 6.8 | 7.8 | 8.1 | 5.4 |
| KSFI (BM) | ** | ** | ** | ** | ** | ** | 8.1 |
| KSL (PA) | 9.6 | 13.0 | 10.0 | 8.8 | 12.6 | 9.1 | 9.1 |
| KSOP (C) | 4.4 | 4.5 | 4.6 | 5.2 | 2.4 | 2.0 | 5.0 |
| KSOP-FM (C) | 5.0 | 3.9 | 5.7 | 6.3 | 7.8 | 6.0 | 4.6 |
| KSXX (T) | 4.9 | 4.1 | 4.1 | 4.8 | 2.8 | 4.4 | 3.7 |
| KWHO-FM (R) | ** | .4 | 1.0 | 1.0 | ** | 1.2 | 1.3 |

LEGEND

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

SAN DIEGO

SAN DIEGO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KCBQ (R) | 10.0 | 8.6 | 8.6 | 9.1 | 5.5 | 5.7 | 5.5 |
| KEZL (BM) | 4.5 | 4.0 | 4.8 | 7.3 | 6.3 | 4.6 | 4.5 |
| KFMB (PA) | 5.2 | 5.6 | 5.2 | 5.8 | 3.9 | 3.7 | 4.1 |
| KFMB-FM (R) | 3.3 | 6.3 | 6.3 | 6.1 | 5.6 | 8.6 | 7.0 |
| KFSD (CL) | 2.4 | 2.5 | 3.7 | 3.1 | 2.8 | 3.3 | 2.2 |
| KGB (A) | 5.1 | 5.6 | 4.6 | 5.3 | 4.7 | 4.2 | 3.5 |
| KGB-FM (A) | 5.8 | 6.8 | 7.1 | 7.6 | 7.0 | 6.2 | 7.1 |
| KIFM (A) | ** | ** | ** | ** | 3.8 | 4.4 | 4.7 |
| KJFM (BM) | ** | ** | ** | 2.4 | 2.4 | 1.6 | 1.6 |
| KMJC (R) | ** | ** | ** | ** | 6.6 | 6.0 | 3.7 |
| KOGO (PA) | 10.1 | 5.6 | 8.3 | 4.4 | 10.1 | 4.0 | 8.1 |
| KOZN (BM) | 1.7 | 2.4 | 1.7 | 2.8 | 2.1 | 2.8 | 3.7 |
| KPRI (A) | 5.3 | 5.5 | 3.9 | 2.6 | 3.3 | 4.7 | 5.9 |
| KSDO (N) | 4.7 | 5.7 | 3.7 | 5.1 | 5.0 | 5.5 | 5.1 |
| KSON (C) | 4.5 | 6.0 | 3.7 | 3.6 | 2.9 | 6.1 | 3.0 |
| KSON-FM (C) | ** | .8 | 1.4 | 1.5 | .8 | 2.3 | 2.8 |
| KYXY (BM) | 3.5 | 3.8 | 4.9 | 4.1 | 3.5 | 3.5 | 1.9 |
| XTRA (BM) | 6.1 | 7.4 | 7.5 | 6.3 | 5.7 | 5.9 | 4.8 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| - | 1 | KOGO |
| 2 | 2 | KGB-FM |
| 1 | 3 | KFMB-FM |
| 8 | 4 | KPRI |
| 6 | 5 | KCBQ |
| 7 | 6 | KSDO |
| 5 | 7 | XTRA |
| 10 | 8 | KIFM |
| 9 | 9 | KEZL |
| - | 10 | KFMB |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 9 | 1 | KOGO | 3241 |
| 2 | 2 | KFMB-FM | 2747 |
| 1 | 3 | KCBQ | 2695 |
| 7 | 4 | KGB-FM | 2249 |
| 8 | 5 | KFMB | 2106 |
| 6 | 6 | KGB | 1884 |
| 3 | 7 | KMJC | 1831 |
| 4 | 8 | XTRA | 1775 |
| 5 | 9 | KSDO | 1766 |
| - | 10 | KIFM | 1493 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KPRI |
| 1 | 2 | KGB-FM |
| - | 3 | KFMB |
| - | 4 | KIFM |
| 4 | 5 | KFMB-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KIFM |
| 3 | 2 | KCBQ |
| 1 | 2 | KFMB-FM |
| - | 3 | KGB-FM |
| - | 4 | KGB |
| 4 | 4 | KMJC |
| 5 | 5 | KPRI |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 3 | 1 | KPRI |
| 1 | 2 | KGB-FM |
| - | 3 | KOGO |
| 4 | 4 | KIFM |
| 4 | 5 | KCBQ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KFMB-FM |
| - | 2 | KGB-FM |
| 3 | 3 | KCBQ |
| 2 | 4 | KMJC |

SAN FRANCISCO

SAN FRANCISCO 10 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 | J/A '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| KABL (BM) | 4.3 | 4.3 | 4.7 | 4.8 | 3.6 | 4.6 | 4.3 | 3.8 | 3.5 | 3.1 |
| KABL-FM (BM) | 2.8 | 2.9 | 2.4 | 2.7 | 2.9 | 2.7 | 2.5 | 2.9 | 2.4 | 2.2 |
| KARA (PA) | .9 | .8 | .9 | 1.1 | 1.1 | 1.3 | 1.0 | 1.3 | 1.1 | 1.2 |
| KBAY (BM) | 3.3 | 2.9 | 2.5 | 2.6 | 2.6 | 1.8 | 2.0 | 2.4 | 1.9 | 1.7 |
| KBRG (S) | ** | ** | ** | ** | ** | ** | ** | .4 | ** | 1.2 |
| KCBS (N) | 6.8 | 8.5 | 8.4 | 7.9 | 7.0 | 6.9 | 6.5 | 6.3 | 5.8 | 5.4 |
| KDIA (B) | 3.1 | 2.2 | 2.1 | 2.3 | 2.4 | 2.1 | 2.7 | 2.5 | 3.2 | 3.2 |
| KEEN (C) | ** | ** | ** | ** | ** | 1.1 | .8 | 1.0 | .6 | 1.0 |
| KFOG (BM) | 5.4 | 6.3 | 5.7 | 6.0 | 4.5 | 4.5 | 4.2 | 4.3 | 4.4 | 3.7 |
| KFRC (R) | 8.1 | 7.4 | 6.5 | 6.9 | 6.6 | 7.0 | 6.4 | 7.3 | 8.4 | 6.2 |
| KGO (N/T) | 8.0 | 8.5 | 8.4 | 8.2 | 7.9 | 8.1 | 9.1 | 8.7 | 7.6 | 7.8 |
| KDFC (CL) | 1.2 | 1.2 | 1.4 | 1.0 | 1.2 | 1.8 | 1.4 | 1.1 | 1.5 | 1.5 |
| KIOI (PA) | 3.2 | 3.8 | 2.8 | 3.4 | 2.4 | 2.8 | 3.1 | 3.7 | 3.9 | 3.5 |
| KKHI (CL) | .9 | 1.4 | .8 | .9 | .7 | 1.2 | .6 | .7 | .6 | 1.1 |
| KKHI-FM (CL) | .9 | 1.1 | 1.0 | 1.4 | 1.1 | .9 | 1.3 | 1.0 | 1.0 | 1.1 |
| KLIV (R) | 1.1 | 1.3 | 1.2 | .9 | 1.0 | 1.2 | 1.3 | .9 | .9 | 1.1 |
| KLOK (PA) | 2.4 | 2.8 | 2.7 | 1.8 | 2.5 | 3.0 | 2.4 | 2.0 | 2.3 | 2.1 |
| KMEL (A) | ** | ** | ** | ** | ** | 2.6 | 2.1 | 3.3 | 2.5 | 2.4 |
| KNBR (PA) | 4.6 | 4.9 | 3.5 | 3.4 | 4.7 | 3.2 | 3.2 | 3.0 | 3.3 | 2.6 |
| KNEW (C) | 3.6 | 2.7 | 2.9 | 2.7 | 3.2 | 2.5 | 3.0 | 2.8 | 2.2 | 2.7 |
| KOFY (S) | ** | ** | ** | ** | ** | ** | ** | .5 | 1.5 | 1.2 |
| KOIT (BM) | ** | 1.5 | 3.3 | 4.2 | 4.3 | 3.1 | 3.0 | 3.2 | 3.5 | 3.0 |
| KSAN (A) | 2.6 | 2.4 | 2.3 | 2.4 | 2.8 | 1.4 | 2.0 | 1.8 | 1.9 | 2.1 |
| KSFO (PA) | 6.3 | 5.0 | 6.3 | 5.4 | 5.8 | 6.3 | 5.3 | 3.8 | 6.5 | 8.8 |
| KSFX (R) | 2.9 | 3.1 | 2.9 | 2.7 | 3.1 | 3.4 | 3.2 | 3.6 | 3.4 | 2.7 |
| KSJO (A) | 1.0 | 1.0 | 1.0 | 1.3 | 1.4 | 1.4 | 1.4 | 1.3 | .8 | 1.8 |
| KSOL (B) | .7 | 1.7 | 1.3 | 1.7 | 2.0 | 2.1 | 4.1 | 4.4 | 2.5 | 3.3 |
| KYA (R) | 1.9 | 1.7 | 2.0 | 1.7 | 2.1 | 1.7 | 2.3 | 2.2 | 2.2 | 2.3 |
| KYA-FM (A) | 1.1 | .9 | 1.7 | 1.5 | 1.9 | 1.1 | 1.1 | 1.2 | 1.0 | 1.7 |
| KYUU (BM) | ** | ** | ** | ** | ** | 1.1 | 1.4 | 1.5 | 1.7 | 1.1 |

TOP 10 QUARTER HOUR

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 6 | 3 | 1 | KSFO |
| 1 | 2 | 2 | KGO |
| 2 | 1 | 3 | KFRC |
| 3 | 4 | 4 | KCBS |
| 5 | 5 | 5 | KFOG |
| 7 | 6 | 6 | KIOI |
| 4 | - | 7 | KSOL |
| - | 10 | 8 | KDIA |
| 6 | 7 | 9 | KABL |
| 10 | 7 | 10 | KOIT |

TOP 10 CUME IN HUNDREDS

| J/F '78 | A/M '78 | J/A '78 | | |
|---------|---------|---------|------|------|
| 1 | 1 | 1 | KFRC | 8822 |
| 6 | 2 | 2 | KSFO | 8703 |
| 2 | 4 | 3 | KGO | 6812 |
| 3 | 3 | 4 | KCBS | 6556 |
| 5 | 8 | 5 | KYA | 4698 |
| 8 | 5 | 6 | KIOI | 4419 |
| 4 | 6 | 7 | KABL | 4272 |
| 7 | 9 | 8 | KNBR | 3573 |
| 9 | 7 | 9 | KSFX | 3559 |
| - | 10 | 10 | KFOG | 3352 |

18-34 MEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| - | 5 | 1 | KSFO |
| 1 | 1 | 2 | KFRC |
| 4 | - | 3 | KSAN |
| - | - | 4 | KSJO |
| 5 | 3 | 5 | KIOI |

18-34 WOMEN

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 2 | 2 | 1 | KIOI |
| 1 | 1 | 2 | KFRC |
| 4 | 3 | 3 | KSFX |
| - | 5 | 4 | KLOK |
| 5 | - | 5 | KMEL |
| - | - | 5 | KSFO |

18-49 ADULTS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| - | 2 | 1 | KSFO |
| 1 | 1 | 2 | KFRC |
| 2 | 3 | 3 | KIOI |
| - | - | 4 | KGO |
| 3 | 4 | 5 | KSFX |

TEENS

| J/F '78 | A/M '78 | J/A '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | KFRC |
| 2 | 4 | 2 | KSOL |
| 3 | 3 | 3 | KYA |
| - | 2 | 4 | KDIA |

SAN JOSE

SAN JOSE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | O/N '76 | J/F '77 | A/M '77 | O/N '77 | J/F '78 | A/M '78 |
|------------|---------|---------|---------|---------|---------|---------|---------|
| KARA (PA) | 3.3 | 3.2 | 3.7 | 4.3 | 3.9 | 3.7 | 2.7 |
| KBAY (BM) | 9.8 | 8.0 | 8.2 | 6.9 | 6.5 | 7.3 | 6.8 |
| KEEN (C) | 2.0 | 3.4 | 3.2 | 2.9 | 2.8 | 3.5 | 2.1 |
| KEZR (A) | .9 | 2.2 | 1.5 | 1.4 | 3.6 | 2.6 | 2.9 |
| KFAT (C) | ** | .9 | 1.1 | 1.8 | 2.6 | 1.4 | 2.1 |
| KIBE (CL) | 1.2 | 1.5 | .9 | 1.0 | .6 | .8 | 1.6 |
| KDFC (CL) | .9 | .9 | 1.2 | 1.4 | .8 | .9 | 1.4 |
| KLIV (R) | 4.1 | 4.6 | 3.6 | 4.3 | 4.2 | 3.4 | 3.6 |
| KLOK (PA) | 6.9 | 4.7 | 3.9 | 6.0 | 5.9 | 5.1 | 5.5 |
| KNTA (S) | ** | .7 | ** | 2.0 | 2.6 | ** | 1.4 |
| KOME (A) | 7.1 | 5.6 | 5.2 | 3.4 | 4.1 | 3.7 | 2.7 |
| KSJO (A) | 2.9 | 2.7 | 4.4 | 3.8 | 4.2 | 3.3 | 2.6 |
| KXRN (N) | 2.0 | 2.7 | 2.3 | 2.4 | 1.9 | 2.9 | 1.4 |
| KABL (BM)* | 3.7 | 2.6 | 2.8 | 2.9 | 2.1 | 2.4 | 2.0 |
| KCBS (N)* | 4.2 | 7.2 | 7.0 | 5.8 | 3.8 | 3.9 | 4.9 |
| KFRC (R)* | 7.2 | 4.2 | 5.2 | 4.4 | 5.1 | 4.4 | 6.3 |
| KGO (N/T)* | 5.6 | 8.3 | 7.6 | 5.7 | 6.8 | 7.8 | 7.8 |
| KIOI (PA)* | 4.2 | 3.0 | 3.2 | 2.4 | 2.4 | 4.2 | 3.9 |
| KNBR (PA)* | 3.7 | 2.0 | 2.6 | 2.9 | 2.8 | 2.1 | 2.6 |
| KOIT (BM)* | ** | 3.8 | 3.0 | 6.2 | 4.0 | 4.9 | 3.6 |
| KSFO (PA)* | 5.3 | 4.4 | 2.8 | 3.9 | 3.6 | 2.1 | 4.5 |
| KSFX (R)* | ** | ** | ** | 2.1 | 2.6 | 3.1 | 2.4 |
| KSOL (B)* | ** | ** | ** | 1.4 | 2.4 | 3.7 | 3.6 |
| KYA (R)* | ** | ** | ** | 1.8 | 1.8 | 2.6 | 2.0 |

TOP 5 QUARTER HOUR

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 1 | 1 | KGO |
| 2 | 2 | 2 | KBAY |
| 4 | 5 | 3 | KFRC |
| 3 | 3 | 4 | KLOK |
| - | - | 5 | KCBS |

TOP 5 CUME IN HUNDREDS

| O/N '77 | J/F '78 | A/M '78 | | |
|---------|---------|---------|------|------|
| 2 | 1 | 1 | KFRC | 1894 |
| 3 | 3 | 2 | KLOK | 1695 |
| 4 | 2 | 3 | KGO | 1535 |
| 1 | 4 | 4 | KLIV | 1467 |
| - | - | 5 | KCBS | 1431 |

18-34 MEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|-------|
| 2 | 1 | 1 | KOME |
| 4 | 4 | 2 | KFRC |
| 5 | - | 3 | KFAT |
| 1 | 2 | 3 | KSJO |
| 3 | - | 4 | KARA |
| 4 | - | 5 | KEZR |
| - | 5 | 5 | KLOK |
| - | - | 5 | KSAN* |

18-34 WOMEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 4 | - | 1 | KFRC |
| 1 | 2 | 2 | KLOK |
| - | - | 3 | KBAY |
| 2 | 3 | 3 | KEZR |
| - | 3 | 4 | KIOI |
| 5 | 1 | 5 | KARA |

18-49 ADULTS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 1 | 2 | 1 | KLOK |
| - | - | 2 | KFRC |
| 2 | 1 | 3 | KBAY |
| - | - | 4 | KGO |
| - | 3 | 5 | KIOI |

TEENS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------|
| 2 | 3 | 1 | KFRC |
| 1 | 1 | 2 | KLIV |
| - | - | 3 | KSOL |

SAVANNAH

SAVANNAH 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|---------------|---------|---------|---------|---------|
| WEAS (B) | 5.1 | 4.6 | 9.7 | 5.9 |
| WEAS-FM (B)</ | | | | |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WEAS-FM |
| 1 | 2 | WSGA |
| 5 | 3 | WJCL |
| 2 | 4 | WZAT |
| - | 5 | WSOK |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|-----|
| 1 | 1 | WSGA | 545 |
| 2 | 2 | WZAT | 388 |
| 4 | 3 | WEAS-FM | 373 |
| 3 | 4 | WSOK | 365 |
| - | 5 | WKBX | 347 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WEAS-FM |
| - | 1 | WXLM |
| 3 | 2 | WJCL |
| 1 | 2 | WSGA |
| 2 | 2 | WZAT |
| 4 | 3 | WSGF |
| - | 4 | WSOK |
| - | 4 | WTOC-FM |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 5 | 1 | WEAS-FM |
| 1 | 2 | WSGA |
| 4 | 2 | WSGF |
| 3 | 3 | WZAT |
| 2 | 4 | WSOK |
| - | 5 | WTOC-FM |
| - | 5 | WXLM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 5 | 1 | WEAS-FM |
| 1 | 2 | WSGA |
| - | 3 | WSGF |
| 2 | 3 | WZAT |
| 3 | 4 | WJCL |
| - | 4 | WXLM |
| 4 | 5 | WSOK |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WEAS-FM |
| 1 | 2 | WSGA |
| - | 3 | WSGF |
| - | 4 | WSOK |
| 2 | 4 | WZAT |

SHREVEPORT

SHREVEPORT 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| KASO (PA) | 3.2 | 1.0 | 2.5 | 1.1 |
| KBCL (PA) | 3.2 | 2.7 | 1.6 | 1.4 |
| KCIJ (RL) | 4.6 | 7.3 | 6.5 | 8.3 |
| KCOZ (BM) | ** | ** | 7.4 | 9.4 |
| KEEL (R) | 18.0 | 19.7 | 19.5 | 16.1 |
| KEPT (RL) | 5.1 | 3.2 | 2.2 | 1.8 |
| KMBQ (BM) | 7.1 | 8.5 | 3.4 | 4.8 |
| KOKA (B) | 20.7 | 24.6 | 21.7 | 19.0 |
| KRMD (C) | 7.3 | 6.1 | 12.1 | 6.7 |
| KRMD-FM (C) | 4.1 | 3.2 | 2.7 | 8.5 |
| KROK (A) | 4.9 | 5.6 | 7.6 | 7.3 |
| KWKH (C) | 14.6 | 8.5 | 6.7 | 11.5 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KOKA |
| 2 | 2 | KEEL |
| - | 3 | KWKH |
| 5 | 4 | KCOZ |
| - | 5 | KRMD-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|------|-----|
| 1 | 1 | KEEL | 995 |
| 2 | 2 | KOKA | 783 |
| - | 3 | KWKH | 705 |
| 4 | 4 | KROK | 518 |
| 5 | 5 | KCOZ | 472 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEEL |
| 2 | 2 | KOKA |
| - | 3 | KMBO |
| 3 | 3 | KROK |
| 4 | 4 | KRMD |
| - | 5 | KRMD-FM |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KOKA |
| 2 | 2 | KEEL |
| 4 | 3 | KROK |
| - | 3 | KWKH |
| - | 4 | KMBO |
| - | 4 | KRMD-FM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | KOKA |
| 1 | 2 | KEEL |
| - | 3 | KWKH |
| - | 4 | KRMD-FM |
| 5 | 5 | KCOZ |
| 4 | 5 | KROK |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KEEL |
| 1 | 1 | KOKA |
| 3 | 2 | KROK |

SEATTLE

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

| | A/M '76 | O/N '76 | J/F '77 | A/M '77 | O/N '77 | A/M/J '78 |
|----------------|---------|---------|---------|---------|---------|-----------|
| KAYO (C) | 3.5 | 2.5 | 2.5 | 2.7 | 1.7 | 1.7 |
| KBRD (BM) | 1.5 | .7 | 1.1 | 1.2 | 1.9 | 1.9 |
| KEZX (BM) | 1.1 | 1.8 | 1.4 | 2.2 | 2.1 | 2.9 |
| KGDN (BM) | 2.3 | 1.8 | 2.3 | 1.5 | 1.5 | 2.0 |
| KING (R) | 7.3 | 7.5 | 5.1 | 6.7 | 5.3 | 5.9 |
| KING-FM (CL) | 1.7 | 2.8 | 2.4 | 2.1 | 2.3 | 1.7 |
| KIRO (PA/T) | 5.7 | 10.3 | 8.5 | 7.6 | 9.3 | 7.0 |
| KISW (A) | 5.7 | 2.4 | 4.1 | 3.4 | 3.0 | 3.1 |
| KIXI (PA/T) | 2.8 | 3.2 | 2.6 | 3.2 | 2.6 | 1.3 |
| KIXI-FM (PA/T) | 2.9 | 2.5 | 4.3 | 3.4 | 2.3 | 2.3 |
| KJR (R) | 8.8 | 7.5 | 6.2 | 6.8 | 7.6 | 6.8 |
| KLAY (A) | ** | ** | ** | .7 | ** | 1.2 |
| KMO (C) | .9 | .9 | 1.1 | 1.5 | 1.2 | 1.1 |
| KMPS (C) | 1.5 | 1.7 | 2.7 | 1.6 | 2.3 | 2.1 |
| KMPS-FM (C) | ** | ** | ** | ** | ** | 2.2 |
| KNBQ (R) | ** | ** | .5 | 1.0 | .7 | 1.6 |
| KOMO (PA) | 12.2 | 11.8 | 9.8 | 8.9 | 12.1 | 9.8 |
| KSEA (BM) | 5.4 | 5.2 | 7.4 | 6.3 | 6.2 | 7.4 |
| KTAC (R) | 3.0 | 2.9 | 2.8 | 2.9 | 2.8 | 3.4 |
| KVI (PA) | 7.6 | 9.6 | 7.8 | 8.3 | 6.8 | 8.8 |
| KVI-FM (R) | ** | 3.8 | 3.4 | 3.6 | 2.9 | 4.7 |
| KWYZ (C) | 1.1 | .9 | ** | .8 | .6 | 1.3 |
| KYAC (B) | 1.4 | 1.1 | 1.0 | 1.8 | .9 | 1.4 |
| KYYX (R) | ** | ** | ** | 1.0 | 1.5 | 3.2 |
| KZAM-FM (A) | 1.1 | 1.9 | 1.7 | 2.1 | 2.7 | 2.5 |
| KZOK (A) | ** | ** | ** | ** | 1.2 | 1.8 |
| KZOK-FM (A) | 2.0 | 2.5 | 5.4 | 4.7 | 7.1 | 4.2 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M/J '78 | |
|---------|-----------|---------|
| 1 | 1 | KOMO |
| 5 | 2 | KVI |
| 6 | 3 | KSEA |
| 2 | 4 | KIRO |
| 3 | 5 | KJR |
| 7 | 6 | KING |
| 8 | 7 | KVI-FM |
| 4 | 8 | KZOK-FM |
| 9 | 9 | KTAC |
| - | 10 | KYYX |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M/J '78 | | |
|---------|-----------|------------|------|
| 2 | 1 | KOMO | 4001 |
| 3 | 2 | KJR | 3366 |
| 5 | 3 | KVI | 3092 |
| 4 | 4 | KING | 3084 |
| 1 | 5 | KIRO | 2915 |
| 8 | 6 | KVI-FM | 2293 |
| 7 | 7 | KSEA | 2076 |
| 6 | 8 | KZOK-FM | 1755 |
| - | 9 | KIXI-AM-FM | 1617 |
| 10 | 10 | KISW | 1570 |

18-34 MEN

| O/N '77 | A/M/J '78 | |
|---------|-----------|------------|
| 1 | 1 | KZOK-FM |
| 3 | 2 | KVI |
| - | 3 | KZAM-AM-FM |
| - | 4 | KING |
| 5 | 4 | KJR |
| - | 5 | KVI-FM |

18-34 WOMEN

| O/N '77 | A/M/J '78 | |
|---------|-----------|---------|
| 1 | 1 | KJR |
| 2 | 2 | KING |
| 3 | 2 | KVI |
| 4 | 3 | KZOK-FM |
| - | 4 | KOMO |
| - | 4 | KVI-FM |
| - | 5 | KYYX |

18-49 ADULTS

| O/N '77 | A/M/J '78 | |
|---------|-----------|------|
| 3 | 1 | KVI |
| 1 | 2 | KOMO |
| 5 | 3 | KJR |
| - | 4 | KING |
| - | 5 | KSEA |

TEENS

| O/N '77 | A/M/J '78 | |
|---------|-----------|--------|
| 1 | 1 | KJR |
| 2 | 2 | KING |
| 3 | 3 | KVI-FM |
| - | 4 | KTAC |

SPOKANE

SPOKANE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| KEZE (BM) | 2.8 | 2.0 | 2.9 | 2.3 | 2.2 | 2.4 | 1.9 |
| KEZE-FM (BM) | 8.0 | 12.4 | 7.7 | 9.7 | 9.6 | 8.9 | 9.8 |
| KGA (C) | 8.5 | 10.7 | 10.1 | 15.9 | 10.7 | 12.2 | 9.8 |
| KHQ (PA) | 8.8 | 8.1 | 10.6 | 5.9 | 8.8 | 5.4 | 7.1 |
| KHQ-FM (R) | 5.1 | 6.4 | 7.4 | 8.2 | 5.8 | 11.6 | 10.1 |
| KJRB (R) | 13.7 | 13.3 | 13.3 | 12.8 | 16.4 | 16.2 | 17.5 |
| KREM (R) | 17.1 | 11.0 | 9.8 | 7.9 | 8.5 | 7.0 | 6.6 |
| KREM-FM (A) | 2.6 | 3.8 | 3.2 | 4.6 | 4.9 | 3.0 | 7.9 |
| KSPO (N) | 7.4 | 5.2 | 5.0 | 5.4 | 8.5 | 4.9 | 4.2 |
| KXLY (PA) | 5.7 | 5.2 | 4.0 | 3.1 | 2.2 | 4.3 | 3.4 |
| KXLY-FM (BM) | .9 | 4.3 | 6.9 | 6.6 | 7.9 | 6.5 | 6.3 |
| KXXR (BM) | 1.4 | 1.7 | 1.3 | 2.3 | .8 | 2.2 | 1.3 |
| KXXR-FM (BM) | 4.6 | 5.8 | 5.3 | 3.8 | 3.8 | 2.4 | 2.1 |
| KZUN (O) | 2.8 | 2.0 | 4.0 | 2.6 | 2.7 | 1.4 | 3.2 |
| KZUN-FM (O) | 2.0 | 1.2 | 1.9 | .8 | .8 | 1.4 | 3.7 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 1 | 1 | KJRB |
| 4 | 2 | KEZE-AM-FM |
| 3 | 3 | KHQ-FM |
| 2 | 4 | KGA |
| - | 5 | KREM-FM |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------------|-----|
| 1 | 1 | KJRB | 925 |
| 4 | 2 | KHQ-FM | 629 |
| 5 | 3 | KHQ | 617 |
| 3 | 4 | KREM | 521 |
| - | 5 | KEZE-AM-FM | 453 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 4 | 1 | KREM-FM |
| 1 | 2 | KHQ-FM |
| 2 | 3 | KJRB |
| 3 | 4 | KGA |
| 3 | 4 | KREM |
| - | 5 | KEZE-AM-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | KJRB |
| 1 | 2 | KHQ-FM |
| 3 | 3 | KREM |
| 5 | 3 | KREM-FM |
| 4 | 4 | KGA |
| - | 5 | KHQ |
| - | 5 | KZUN-AM-FM |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 3 | 1 | KJRB |
| - | 2 | KREM-FM |
| 2 | 3 | KHQ-FM |
| 1 | 4 | KGA |
| 5 | 5 | KEZE-AM-FM |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|--------|
| 1 | 1 | KJRB |
| 2 | 2 | KHQ-FM |
| 3 | 2 | KREM |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHEN |
| 2 | 2 | WKFM |
| 3 | 3 | WFBL |
| - | 4 | WOUR* |
| - | 5 | WNDR |
| 3 | 5 | WSYR-FM |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------------|
| 2 | 1 | WHEN |
| 1 | 2 | WKFM |
| 4 | 3 | WOLF |
| 5 | 4 | WSEN-AM-FM |
| - | 5 | WSGO-AM-FM |

SPRINGFIELD

SPRINGFIELD-CHICOPEE-HOLYOKE 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|--------------|---------|---------|---------|---------|
| WACE (PA) | 5.7 | 4.4 | 5.4 | 1.0 |
| WAQY (R) | 5.9 | 7.3 | 6.9 | 5.3 |
| WARE (PA) | ** | ** | .9 | 2.9 |
| WHMP (PA) | 2.8 | 3.2 | 3.2 | 3.0 |
| WHMP-FM (PA) | .9 | 1.4 | 1.5 | 3.7 |
| WHYN (R) | 17.8 | 23.0 | 18.5 | 21.7 |
| WHYN-FM (BM) | 12.4 | 17.1 | 15.1 | 14.5 |
| WIXY (C) | ** | ** | ** | 2.3 |
| WMAS (PA) | 4.5 | 1.8 | 1.8 | 1.0 |
| WMAS-FM (PA) | 1.7 | 3.4 | 2.3 | 2.0 |
| WNUS (R) | ** | 1.2 | 1.9 | 1.6 |
| WREB (T) | 3.9 | 4.3 | 2.6 | 3.9 |
| WSPR (PA) | 8.9 | 3.9 | 4.6 | 4.3 |
| WCCC-FM (A)* | .8 | 1.2 | 8.5 | 5.3 |
| WKSS (BM)* | 2.1 | 3.6 | 3.1 | 3.9 |
| WRCH (BM)* | 1.7 | 2.7 | 3.1 | 3.3 |
| WTIC (PA)* | 7.7 | 4.7 | 4.5 | 6.0 |
| WTIC-FM (R)* | ** | .9 | 1.1 | 2.3 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYN |
| 2 | 2 | WHYN-FM |
| - | 3 | WTIC |
| 4 | 4 | WAQY |
| 3 | 4 | WCCC-FM |
| - | 5 | WSPR |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|------|
| 1 | 1 | WHYN | 2545 |
| 2 | 2 | WHYN-FM | 1258 |
| 3 | 3 | WAQY | 988 |
| 4 | 4 | WTIC | 960 |
| - | 5 | WSPR | 837 |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WHYN |
| 1 | 2 | WCCC-FM |
| 3 | 3 | WHYN-FM |
| 4 | 4 | WAQY |
| 5 | 5 | WMAS-FM |
| - | 5 | WREB |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYN |
| 3 | 2 | WAQY |
| 2 | 3 | WCCC-FM |
| - | 4 | WHMP-FM |
| 4 | 4 | WHYN-FM |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYN |
| 2 | 2 | WHYN-FM |
| 2 | 3 | WCCC-FM |
| 3 | 4 | WAQY |
| 5 | 5 | WHMP-FM |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WHYN |
| 2 | 2 | WAQY |
| - | 3 | WTIC-FM |
| - | 4 | WCCC-FM |

SYRACUSE

SYRACUSE 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WEZG (BM) | 9.2 | 8.3 | 9.7 | 7.5 | 6.7 | 3.5 | 6.1 |
| WFBL (R) | 6.5 | 5.1 | 4.5 | 4.8 | 5.7 | 6.7 | 6.0 |
| WHEN (PA) | 14.5 | 12.0 | 14.4 | 14.8 | 16.1 | 14.6 | 13.6 |
| WKFM (R) | 3.9 | 4.4 | 5.5 | 6.8 | 6.5 | 8.3 | 7.8 |
| WMHR (RL) | ** | ** | .4 | 1.5 | .4 | .5 | 1.3 |
| WNDR (PA) | 8.9 | 7.3 | 5.3 | 4.3 | 9.3 | 5.5 | 3.4 |
| WNTQ (CL) | ** | ** | 5.1 | 4.3 | 9.0 | 6.2 | 7.7 |
| WOLF (R) | 9.2 | 11.9 | 10.1 | 7.6 | 7.1 | 6.4 | 7.6 |
| WONO (CL) | ** | ** | 1.5 | 2.2 | .4 | .9 | 1.2 |
| WSCP (C) | .9 | 3.5 | .8 | 1.7 | 1.3 | 1.9 | 2.6 |
| WSEN (C) | 3.7 | 4.8 | 2.6 | 2.6 | 2.4 | 3.7 | 2.7 |
| WSEN-FM (C) | 2.8 | 2.0 | 2.4 | 4.1 | 3.0 | 3.7 | 1.3 |
| WSGO (R) | 4.2 | 1.6 | 2.8 | 1.5 | .5 | 1.1 | 3.7 |
| WSOQ (BM) | 1.3 | 1.6 | 1.6 | 3.4 | 1.7 | 1.7 | 1.8 |
| WSYR (PA) | 17.5 | 18.7 | 14.6 | 17.5 | 17.2 | 18.5 | 15.8 |
| WSYR-FM (PA) | ** | .9 | .5 | 1.2 | .2 | 4.0 | 2.8 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WSYR |
| 2 | 2 | WHEN |
| 3 | 3 | WKFM |
| - | 4 | WNTQ |
| - | 5 | WOLF |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WHEN | 2014 |
| 2 | 2 | WSYR | 1605 |
| 5 | 3 | WFBL | 1043 |
| 4 | 4 | WOLF | 1034 |
| 3 | 5 | WKFM | 1024 |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WHEN |
| 2 | 2 | WKFM |
| - | 3 | WFBL |
| - | 4 | WOLF |
| 5 | 5 | WNTQ |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WOLF |
| 2 | 2 | WKFM |
| 4 | 3 | WHEN |
| 3 | 4 | WFBL |

TAMPA

TAMPA-ST. PETERSBURG 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WDAE (PA) | 6.0 | 6.7 | 4.6 | 5.8 | 6.4 | 4.6 | 3.6 |
| WFLA (PA) | 4.5 | 5.2 | 2.4 | 5.5 | 1.6 | 4.8 | 6.0 |
| WFLA-FM B(M) | 3.5 | 3.3 | 4.8 | 7.4 | 5.0 | 6.8 | 6.8 |
| WGUL (BM) | 1.3 | 2.2 | 1.4 | 1.8 | 1.5 | .8 | 1.0 |
| WGUL-FM (BM) | .4 | .4 | 1.0 | 1.5 | .6 | .5 | 1.0 |
| WJYW (BM) | ** | ** | ** | ** | 4.1 | 9.7 | 6.9 |
| WLCY (R) | 6.7 | 4.3 | 6.5 | 6.0 | 5.9 | 6.2 | 7.4 |
| WOKF (A) | ** | ** | ** | .8 | .5 | 2.0 | 2.0 |
| WQXM (A) | 5.0 | 6.1 | 4.3 | 5.8 | 4.2 | 4.6 | 5.4 |
| WQYK (C) | 2.7 | 2.1 | 3.2 | 3.4 | 2.5 | 5.1 | 3.8 |
| WRBQ (R) | 10.4 | 11.5 | 10.5 | 9.1 | 8.0 | 5.5 | 5.2 |
| WRXB (B) | ** | ** | ** | ** | .9 | 1.4 | 1.7 |
| WSOL (S) | ** | ** | .8 | .3 | ** | ** | 1.1 |
| WSUN (C) | 10.8 | 8.7 | 11.5 | 9.6 | 7.2 | 8.6 | 9.3 |
| WTAN (PA) | ** | 1.0 | .6 | .7 | .8 | 1.0 | 1.2 |
| WTMP (B) | 5.3 | 4.9 | 2.0 | 2.9 | 3.4 | 4.9 | 3.4 |
| WWBA (BM) | 6.5 | 6.8 | 7.1 | 5.8 | 5.7 | 3.9 | 7.0 |
| WWBA-FM (BM) | 6.9 | 7.5 | 9.0 | 6.8 | 10.8 | 7.3 | 9.1 |
| WYNF (R) | ** | ** | ** | ** | 7.8 | 6.0 | 5.5 |

TOP 10 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WSUN |
| 3 | 2 | WWBA-FM |
| 5 | 3 | WLCY |
| - | 4 | WWBA |
| 1 | 5 | WJYW |
| 4 | 6 | WFLA-FM |
| 10 | 7 | WFLA |
| 6 | 8 | WYNF |
| - | 9 | WQXM |
| 7 | 10 | WRBQ |

TOP 10 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|---------|------|
| 3 | 1 | WLCY | 2702 |
| 2 | 2 | WFLA | 2382 |
| 1 | 3 | WSUN | 2370 |
| 5 | 4 | WYNF | 1887 |
| 7 | 5 | WWBA-FM | 1811 |
| 6 | 6 | WRBQ | 1804 |
| - | 7 | WWBA | 1609 |
| 8 | 8 | WFLA-FM | 1565 |
| 4 | 9 | WJYW | 1435 |
| - | 10 | WQXM | 1343 |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WQXM |
| 3 | 2 | WRBQ |
| 2 | 3 | WLCY |
| - | 4 | WFLA |
| - | 4 | WSUN |
| 3 | 5 | WTMP |
| 3 | 5 | WYNF |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WLCY |
| 5 | 2 | WQXM |
| 1 | 3 | WRBQ |
| 4 | 4 | WYNF |
| 3 | 5 | WTMP |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WLCY |
| 1 | 2 | WQXM |
| 1 | 2 | WRBQ |
| 4 | 3 | WYNF |
| - | 4 | WFLA |
| - | 5 | WQYK |
| - | 5 | WSUN |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WYNF |
| 2 | 2 | WLCY |
| - | 3 | WQXM |
| 3 | 4 | WRBQ |
| - | 5 | WRXB |

TOLEDO

TOLEDO 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| WCWA (PA) | 6.6 | 6.6 | 5.5 | 8.0 | 7.3 | 6.1 | 6.1 |
| WIOT (A) | 5.3 | 3.0 | 5.3 | 7.1 | 5.1 | 8.3 | 9.5 |
| WKLR (B) | 1.8 | 1.5 | 1.4 | 1.4 | 2.3 | 2.2 | 1.3 |
| WLOR (BM) | 6.9 | 10.7 | 9.2 | 6.9 | 8.6 | 12.8 | 14.5 |
| WMHE (A) | 4.0 | 5.2 | 5.2 | 5.2 | 7.2 | 3.8 | 3.9 |
| WOHO (R) | 7.1 | 6.1 | 5.1 | 7.2 | 7.3 | 7.5 | 6.5 |
| WSPD (PA) | 16.6 | 13.6 | 12.0 | 13.7 | 15.2 | 11.6 | 12.0 |
| WTD (C) | 6.1 | 7.1 | 9.8 | 10.6 | 8.3 | 10.8 | 12.6 |
| WVMO (PA/C) | ** | ** | 1.7 | 1.8 | .5 | .4 | 1.1 |
| WXEZ (A) | 6.9 | 7.1 | 8.7 | 5.3 | 6.7 | 6.6 | 5.1 |
| CKLW (R)* | 14.6 | 13.8 | 11.7 | 8.5 | 8.4 | 5.0 | 6.6 |
| WJR (PA)* | 5.7 | 8.1 | 7.1 | 6.9 | 7.0 | 7.4 | 7.2 |

A&M: IN THE AIR EVERYWHERE.



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

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLQR |
| 3 | 2 | WTOD |
| 2 | 3 | WSPD |
| 4 | 4 | WIOT |
| - | 5 | WJR |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WIOT |
| - | 2 | CKLW |
| - | 3 | WLQR |
| - | 3 | WMHE |
| 5 | 4 | WXEZ |
| 2 | 5 | WCWA |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | WLQR |
| 3 | 2 | WTOD |
| 2 | 3 | WIOT |
| 4 | 4 | WCWA |
| - | 5 | CKLW |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | WSPD | 1850 |
| 4 | 2 | WLQR | 1761 |
| 3 | 3 | CKLW | 1610 |
| 5 | 4 | WIOT | 1524 |
| 2 | 5 | WOHO | 1359 |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WCWA |
| 3 | 2 | WLQR |
| 2 | 3 | WIOT |
| - | 4 | WOHO |
| - | 5 | CKLW |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 4 | 1 | WIOT |
| 3 | 1 | WXEZ |
| 2 | 2 | CKLW |
| 1 | 3 | WOHO |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTKT |
| - | 2 | KJYK |
| 2 | 3 | KRQQ |
| 2 | 4 | KCUB |
| 4 | 5 | KAIR |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|-------|
| 1 | 1 | KWFM |
| 2 | 2 | KTKT |
| 3 | 3 | KMGX |
| 2 | 3 | KRQQ |
| - | 4 | KUPD* |
| 3 | 5 | KCUB |
| - | 5 | KHYT |
| - | 5 | KIKX |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTKT |
| 3 | 2 | KCUB |
| 2 | 3 | KWFM |
| - | 4 | KJYK |
| 4 | 5 | KRQQ |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 1 | 1 | KTKT | 1257 |
| 2 | 2 | KRQQ | 933 |
| 3 | 3 | KCUB | 669 |
| - | 4 | KMGX | 644 |
| - | 5 | KJYK | 552 |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTKT |
| - | 2 | KJYK |
| 2 | 3 | KRQQ |
| 4 | 4 | KWFM |
| 3 | 5 | KCUB |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KTKT |
| 2 | 2 | KRQQ |

TOPEKA

TOPEKA 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|-------------|---------|---------|---------|---------|
| KDVV (RL) | ** | ** | ** | 1.2 |
| KEWI (R) | 17.3 | 15.4 | 15.9 | 15.7 |
| KSWT (BM) | 12.5 | 12.1 | 16.4 | 11.6 |
| KTOP (C) | 8.2 | 6.7 | 4.5 | 4.5 |
| KTPK (C) | 9.0 | 12.9 | 7.7 | 12.0 |
| WIBW (PA) | 16.5 | 12.5 | 16.8 | 13.6 |
| WIBW-FM (R) | 8.6 | 11.3 | 13.6 | 9.9 |
| WREN (PA) | 10.2 | 11.7 | 9.1 | 9.9 |
| KYYS (A)* | 2.7 | 2.1 | 3.2 | 5.4 |
| WDAF (C)* | .8 | .4 | 3.2 | 5.0 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | KEWI |
| 1 | 2 | WIBW |
| - | 3 | KTPK |
| - | 4 | KSWT |
| 4 | 5 | WIBW-FM |
| 5 | 5 | WREN |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WIBW-FM |
| 5 | 1 | KYYS |
| 3 | 2 | KEWI |
| 4 | 3 | KTPK |
| 2 | 4 | KSWT |
| 5 | 5 | WIBW |
| - | 5 | WDAF |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | KEWI |
| 4 | 2 | KTPK |
| 2 | 3 | WIBW-FM |
| 1 | 4 | KSWT |
| - | 5 | WREN |
| - | 5 | KYYS |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | | |
|---------|---------|---------|-----|
| 1 | 1 | KEWI | 551 |
| 2 | 2 | WIBW | 487 |
| 4 | 3 | WREN | 443 |
| 3 | 4 | WIBW-FM | 423 |
| - | 5 | KTPK | 318 |

18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEWI |
| 2 | 2 | WIBW-FM |
| 3 | 3 | KSWT |
| - | 4 | WREN |
| 4 | 5 | KTPK |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEWI |
| 2 | 2 | WIBW-FM |
| 3 | 3 | KYYS |

TUCSON

TUCSON 6 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|
| KAIR (BM) | 9.5 | 10.7 | 6.1 | 9.7 | 7.1 | 7.1 |
| KCEE (PA) | 8.2 | 8.1 | 6.6 | 6.1 | 5.6 | 3.5 |
| KCEE-FM (BM) | 1.9 | 2.1 | 6.1 | 5.1 | 6.3 | 3.7 |
| KCUB (C) | 6.3 | 14.8 | 11.2 | 10.3 | 9.5 | 8.8 |
| KEVT (S) | 2.6 | 1.3 | 11.7 | 4.2 | 1.6 | 4.2 |
| KFLT (S) | ** | ** | ** | ** | 1.3 | 2.4 |
| KIKX (R) | 13.8 | 6.0 | 4.6 | 3.1 | 2.7 | 3.9 |
| KJYK (BM) | ** | ** | ** | ** | ** | 12.3 |
| KMGX (PA) | ** | ** | ** | ** | 5.3 | 5.2 |
| KRQQ (R) | ** | ** | ** | ** | 9.5 | 10.0 |
| KTKT (R) | 10.1 | 11.2 | 11.7 | 12.3 | 11.1 | 13.9 |
| KTUC (N/T) | 4.7 | 4.5 | 3.9 | 5.4 | 4.0 | 4.4 |
| KWFM (A) | 8.2 | 6.7 | 7.4 | 8.5 | 7.4 | 6.6 |
| KXEW (S) | 2.6 | 4.5 | 5.2 | 6.3 | 4.5 | 2.0 |

TULSA

TULSA 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| KAKC (R) | 11.9 | 8.5 | 8.5 | 7.7 | 6.6 | 7.4 | 6.1 |
| KBEZ (BM) | ** | ** | ** | ** | ** | 11.3 | 10.8 |
| KCFO (RL) | ** | ** | .8 | 1.5 | .4 | 1.5 | 1.1 |
| KELI (R) | 8.6 | 10.8 | 8.5 | 8.9 | 8.1 | 6.1 | 7.4 |
| KFMJ (RL) | .8 | 1.6 | 1.1 | 2.6 | 1.2 | 3.1 | 2.0 |
| KMOD (A) | 6.2 | 7.2 | 6.3 | 4.4 | 7.0 | 8.3 | 7.4 |
| KRAV (PA) | 7.4 | 6.4 | 5.2 | 6.3 | 9.7 | 11.0 | 10.6 |
| KRMG (PA) | 18.4 | 21.5 | 17.5 | 21.3 | 20.4 | 17.9 | 15.7 |
| KTFX (R) | ** | ** | ** | ** | ** | ** | 4.3 |
| KTOW (C) | .9 | 2.2 | 2.4 | 1.2 | 1.6 | .6 | 1.8 |
| KVOO (C) | 17.5 | 18.2 | 19.5 | 15.2 | 17.4 | 17.9 | 20.1 |
| KWEN (BM) | 10.5 | 7.0 | 15.0 | 17.1 | 16.8 | 6.0 | 5.0 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KVOO |
| 1 | 2 | KRMG |
| 2 | 3 | KBEZ |
| 3 | 4 | KRAV |
| - | 5 | KELI |
| 4 | 5 | KMOD |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KMOD |
| 4 | 2 | KVOO |
| 2 | 3 | KRAV |
| 2 | 4 | KRMG |
| 5 | 5 | KELI |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | KVOO |
| 3 | 2 | KRAV |
| 1 | 3 | KRMG |
| 4 | 4 | KMOD |
| - | 5 | KBEZ |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | | |
|---------|---------|------|------|
| 2 | 1 | KVOO | 1578 |
| 1 | 2 | KRMG | 1488 |
| 4 | 3 | KELI | 1237 |
| 5 | 4 | KRAV | 1070 |
| 3 | 5 | KAKC | 1057 |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KRAV |
| 4 | 2 | KELI |
| - | 2 | KMOD |
| 3 | 2 | KVOO |
| 2 | 3 | KRMG |
| 3 | 4 | KAKC |
| - | 5 | KWEN |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|------|
| 1 | 1 | KELI |
| - | 2 | KTFX |
| 2 | 3 | KAKC |
| 4 | 4 | KRAV |

LEGEND

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

WASHINGTON

WASHINGTON, D.C. 9 BOOK TREND TOTAL PERSONS 12+

| | A/M '76 | J/A '76 | O/N '76 | J/F '77 | A/M '77 | J/A '77 | O/N '77 | J/F '78 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| WASH (PA) | 4.5 | 5.2 | 3.9 | 4.4 | 3.6 | 4.7 | 4.7 | 4.6 | 6.5 |
| WAVA (A) | 1.3 | 1.7 | 1.6 | 1.4 | 1.2 | 1.3 | 1.2 | 1.5 | 1.7 |
| WEAM (R) | 1.0 | 1.2 | 1.7 | 1.8 | 1.2 | 1.5 | 1.9 | .9 | 1.2 |
| WEZR (BM) | 2.8 | 1.4 | 1.6 | 2.3 | 2.7 | 2.2 | 1.9 | 2.0 | 2.1 |
| WGAY (BM) | 2.0 | 1.8 | 2.6 | 1.6 | 2.7 | 1.9 | 1.9 | 1.1 | 2.4 |
| WGAY-FM (BM) | 6.2 | 6.1 | 6.7 | 6.4 | 6.0 | 5.4 | 5.6 | 6.6 | 5.7 |
| WGMS (CL) | 1.5 | 1.0 | 1.1 | 1.0 | 1.8 | 1.1 | 1.2 | 1.0 | 1.3 |
| WGMS-FM (CL) | 1.6 | 1.5 | 1.6 | 2.6 | 2.0 | 2.1 | 2.9 | 2.4 | 2.1 |
| WHUR (B) | 2.2 | 1.6 | 3.0 | 4.0 | 3.5 | 3.3 | 3.9 | 4.4 | 5.3 |
| WJMD (BM) | 5.1 | 3.7 | 5.9 | 4.9 | 4.2 | 5.3 | 4.9 | 4.9 | 5.1 |
| WKYS (R) | 3.8 | 5.1 | 4.2 | 5.1 | 4.9 | 3.7 | 4.4 | 3.5 | 2.4 |
| WMAL (PA) | 11.9 | 12.1 | 12.0 | 14.6 | 11.7 | 12.0 | 12.6 | 12.2 | 9.9 |
| WMZQ (C) | ** | ** | ** | ** | ** | 1.8 | 2.8 | 2.8 | 3.9 |
| WOL (B) | 4.1 | 4.8 | 2.4 | 3.4 | 2.1 | 2.0 | 2.8 | 2.5 | 2.1 |
| WOOK (B) | ** | ** | ** | 1.4 | 3.8 | 3.5 | 6.0 | 4.8 | 6.3 |
| WPGC (R) | 2.5 | 1.9 | 1.7 | 1.4 | 2.0 | 2.3 | 1.6 | 1.5 | 1.3 |
| WPGC-FM (R) | 7.5 | 7.7 | 6.8 | 7.5 | 7.0 | 7.5 | 8.2 | 8.2 | 7.6 |
| WPIK (C) | 3.2 | 1.8 | 3.4 | 2.0 | 2.5 | 2.4 | 1.4 | 1.4 | 2.4 |
| WRC (N) | 2.3 | 3.0 | 3.2 | 4.5 | 2.8 | 3.1 | 2.9 | 4.2 | 3.1 |
| WROX (R) | ** | ** | ** | ** | ** | ** | ** | 3.3 | 3.6 |
| WTOP (N) | 4.8 | 4.0 | 4.9 | 4.1 | 3.9 | 3.5 | 3.2 | 4.5 | 3.6 |
| WUST (PA) | 2.6 | 2.9 | 2.9 | 1.7 | 2.3 | 1.4 | 1.5 | 2.4 | 1.5 |
| WWDC (R) | 3.1 | 2.6 | 2.3 | 2.3 | 2.0 | 1.9 | 2.1 | 1.5 | 2.3 |
| WWDC-FM (A) | 3.4 | 3.8 | 6.3 | 5.5 | 5.3 | 6.8 | 5.9 | 4.0 | 3.9 |

TOP 10 QUARTER HOUR

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------------|
| 1 | 1 | 1 | WMAL |
| 2 | 2 | 2 | WPGC-AM-FM |
| 3 | 5 | 4 | WASH |
| 4 | 3 | 5 | WROX |
| 5 | 3 | 5 | WGAY-FM |
| 6 | 4 | 7 | WHUR |
| 7 | 8 | 6 | WJMD |
| 8 | 10 | 8 | WMZQ |
| 9 | 7 | 9 | WROX |
| 10 | 9 | 10 | WPGC-AM-FM |

18-34 MEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------------|
| 4 | 3 | 1 | WHUR |
| 1 | 2 | 2 | WWDC-FM |
| 5 | - | 3 | WASH |
| 1 | 1 | 4 | WPGC-AM-FM |
| - | 4 | 5 | WROX |

18-49 ADULTS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------------|
| 2 | 1 | 1 | WMAL |
| 4 | 5 | 2 | WASH |
| 1 | 2 | 3 | WPGC-AM-FM |
| - | 3 | 4 | WHUR |
| 5 | - | 5 | WROX |

TOP 10 CUME IN HUNDREDS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|-----------------|
| 1 | 1 | 1 | WMAL 6026 |
| 2 | 2 | 2 | WPGC-AM-FM 5540 |
| 3 | 7 | 3 | WASH 3738 |
| 4 | 9 | 4 | WROX 3649 |
| 5 | 3 | 5 | WTOP 3489 |
| 6 | 5 | 6 | WGAY-FM 3142 |
| 7 | 6 | 7 | WWDC-FM 3017 |
| 8 | 10 | 8 | WHUR 2898 |
| 9 | 8 | 9 | WPGC-AM-FM 2844 |
| 10 | 8 | 10 | WROX 2840 |

18-34 WOMEN

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------------|
| 3 | - | 1 | WROX |
| 1 | 2 | 2 | WPGC-AM-FM |
| 4 | 1 | 3 | WASH |
| - | 5 | 4 | WHUR |
| - | 3 | 5 | WROX |

TEENS

| O/N '77 | J/F '78 | A/M '78 | |
|---------|---------|---------|------------|
| 1 | 1 | 1 | WPGC-AM-FM |
| 2 | 2 | 2 | WROX |
| 3 | 3 | 3 | WWDC-FM |
| - | - | 4 | WROX |
| - | - | 5 | WASH |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WJNO-FM |
| 3 | 2 | WEAT-FM |
| 2 | 2 | WIRK-FM |
| 3 | 3 | WIRK |
| 4 | 4 | WPOM |
| 5 | 5 | WHYI |
| - | 5 | WSHE |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WJNO-FM |
| 1 | 2 | WHYI |
| - | 3 | WPOM |

WICHITA

WICHITA 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| KAKE (PA) | 9.8 | 11.4 | 11.6 | 7.8 | 13.6 | 10.4 | 11.1 |
| KARD (BM) | 6.8 | 4.9 | 6.3 | 8.1 | 4.4 | 4.4 | 6.3 |
| KBRA (BM) | 8.7 | 8.9 | 8.1 | 11.1 | 11.6 | 8.9 | 11.5 |
| KDRB (PA) | ** | ** | ** | ** | ** | ** | 1.8 |
| KEYN (R) | ** | ** | ** | ** | ** | ** | 3.0 |
| KEYN-FM (R) | 11.1 | 10.9 | 11.6 | 15.9 | 15.3 | 18.0 | 12.7 |
| KFDI (C) | 16.1 | 12.5 | 14.2 | 10.0 | 15.8 | 14.2 | 13.3 |
| KFDI-FM (A) | 4.1 | 3.1 | 4.8 | 3.1 | 4.6 | 3.6 | 4.4 |
| KFH (PA) | 11.1 | 9.6 | 9.8 | 7.8 | 10.1 | 10.4 | 10.1 |
| KICT (C) | .4 | 1.3 | 2.0 | 1.7 | 2.0 | 4.0 | 3.8 |
| KLEO (R) | 18.3 | 16.7 | 16.2 | 16.8 | 10.5 | 16.0 | 12.5 |
| KOYY (C) | ** | ** | ** | .7 | ** | ** | 1.2 |
| KSGL (RL) | ** | ** | ** | ** | ** | .7 | 1.0 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | KFDI |
| 1 | 2 | KEYN-FM |
| 2 | 3 | KLEO |
| 5 | 4 | KBRA |
| 4 | 5 | KAKE |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEYN-FM |
| 3 | 2 | KAKE |
| 2 | 3 | KLEO |
| 4 | 4 | KFDI-FM |
| - | 5 | KICT |

18-49 ADULTS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEYN-FM |
| 2 | 2 | KLEO |
| 3 | 3 | KAKE |
| 5 | 4 | KBRA |
| 4 | 4 | KFDI |
| - | 5 | KARD |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | |
|---------|---------|-------------|
| 1 | 1 | KLEO 1051 |
| 2 | 2 | KEYN-FM 946 |
| 3 | 3 | KAKE 848 |
| 5 | 4 | KFDI 791 |
| 4 | 5 | KFH 689 |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KEYN-FM |
| 2 | 2 | KLEO |
| 3 | 3 | KAKE |
| 4 | 4 | KBRA |
| 4 | 5 | KARD |

TEENS

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | KLEO |
| 2 | 2 | KEYN-FM |

WEST PALM BEACH

WEST PALM BEACH-BOCA RATON 7 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | O/N '75 | A/M '76 | O/N '76 | A/M '77 | O/N '77 | A/M '78 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| WEAT (C) | 6.8 | 5.6 | 4.7 | 4.8 | 3.8 | 5.2 | 3.1 |
| WEAT-FM (BM) | 18.7 | 16.3 | 18.1 | 16.8 | 13.6 | 12.1 | 18.6 |
| WGMW (BM) | .5 | 3.2 | 2.4 | 2.6 | 4.4 | 3.9 | 4.6 |
| WIRK (R) | 5.6 | 11.0 | 4.2 | 7.3 | 9.3 | 6.8 | 5.9 |
| WIRK-FM (C) | 3.0 | 4.4 | 6.0 | 7.1 | 5.2 | 6.2 | 9.1 |
| WJNO (PA) | 3.0 | 4.2 | 4.9 | 3.5 | 5.4 | 6.4 | 3.1 |
| WJNO-FM (R) | 4.0 | 6.9 | 4.9 | 7.1 | 4.3 | 7.2 | 9.7 |
| WPBR (N/T) | .9 | .5 | 2.7 | 4.3 | 1.8 | 3.7 | 5.9 |
| WPOM (B) | ** | 2.4 | 2.9 | 3.8 | .7 | 3.9 | 5.6 |
| WSBR (BM) | ** | ** | ** | ** | ** | 2.3 | 1.3 |
| WWRN (BM) | ** | ** | ** | ** | .5 | 1.6 | 1.0 |
| WHYI (R)* | 5.2 | 3.1 | 5.3 | 2.9 | 5.1 | 5.2 | 4.6 |
| WSHE (A)* | 3.5 | 6.4 | 7.1 | 6.7 | 3.9 | 2.0 | 3.2 |

TOP 5 QUARTER HOUR

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WEAT-FM |
| 2 | 2 | WJNO-FM |
| 5 | 3 | WIRK-FM |
| 3 | 4 | WIRK |
| - | 4 | WPBR |
| - | 5 | WPOM |

18-34 MEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 1 | 1 | WJNO-FM |
| 3 | 2 | WSHE |
| 4 | 3 | WIRK-FM |
| 3 | 4 | WIRK |
| - | 5 | WHYI |

TOP 5 CUME IN HUNDREDS

| O/N '77 | A/M '78 | |
|---------|---------|--------------|
| 1 | 1 | WEAT-FM 1055 |
| - | 2 | WJNO-FM 748 |
| 2 | 3 | WIRK 700 |
| - | 4 | WIRK-FM 698 |
| 4 | 5 | WHYI 493 |

18-34 WOMEN

| O/N '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WJNO-FM |
| 5 | 2 | WEAT-FM |
| 2 | 3 | WIRK |
| 1 | 4 | WIRK-FM |
| 4 | 5 | WPOM |

WORCESTER

WORCESTER 4 BOOK TREND TOTAL PERSONS 12+

| | A/M '75 | A/M '76 | A/M '77 | A/M '78 |
|---------------|---------|---------|---------|---------|
| WAAF (A) | 7.2 | 6.2 | 7.6 | 10.3 |
| WFTQ (R) | ** | ** | ** | 7.7 |
| WNEB (C) | 4.0 | 5.4 | 4.9 | 4.3 |
| WORC (R) | 10.2 | 7.3 | 5.9 | 3.2 |
| WSRS (BM) | 13.6 | 19.7 | 21.9 | 12.7 |
| WTAG (PA) | 16.2 | 15.6 | 18.9 | 18.4 |
| WBZ (PA)* | 6.0 | 5.8 | 7.0 | 5.6 |
| WEEI-FM (PA)* | 2.8 | .6 | 1.4 | 4.1 |
| WPJB (R)* | ** | 1.3 | 2.0 | 4.7 |
| WROR (O)* | 4.8 | 1.9 | 3.2 | 4.5 |

TOP 5 QUARTER HOUR

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WTAG |
| 1 | 2 | WSRS |
| 3 | 3 | WAAF |
| - | 4 | WFTQ |
| 4 | 5 | WBZ |

18-34 MEN

| A/M '77 | A/M '78 | |
|---------|---------|-------|
| 1 | 1 | WAAF |
| - | 2 | WFTQ |
| 3 | 2 | WROR |
| 4 | 3 | WTAG |
| - | 3 | WBCN* |
| 5 | 4 | WORC |
| 4 | 4 | WBZ |

18-49 ADULTS

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 3 | 1 | WAAF |
| 2 | 2 | WTAG |
| - | 3 | WFTQ |
| 1 | 3 | WSRS |
| - | 4 | WROR |
| - | 5 | WEEI-FM |

TOP 5 CUME IN HUNDREDS

| A/M '77 | A/M '78 | |
|---------|---------|-----------|
| 1 | 1 | WTAG 1244 |
| 2 | 2 | WSRS 877 |
| 5 | 3 | WAAF 625 |
| - | 4 | WFTQ 593 |
| 3 | 5 | WBZ 545 |

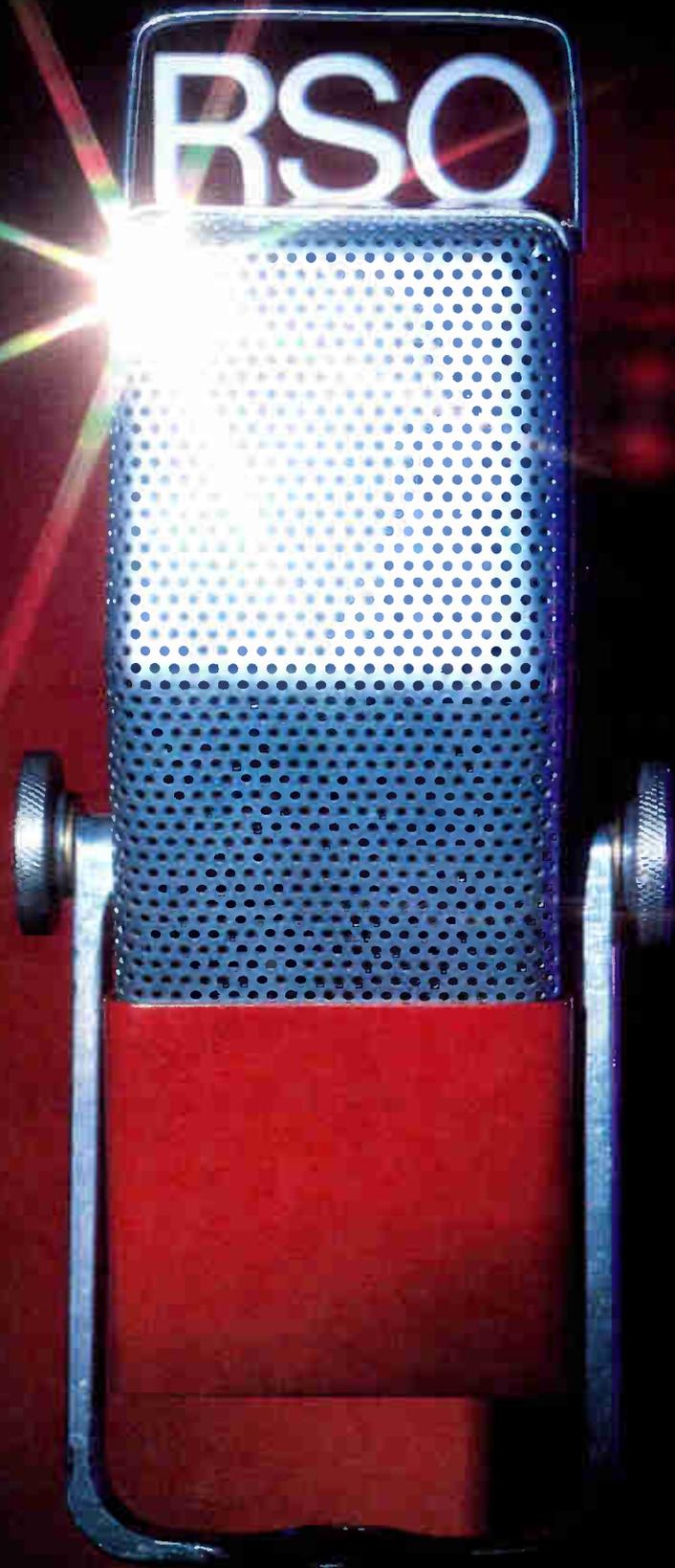
18-34 WOMEN

| A/M '77 | A/M '78 | |
|---------|---------|---------|
| 2 | 1 | WAAF |
| - | 2 | WFTQ |
| - | 3 | WROR |
| 5 | 3 | WEEI-FM |
| 1 | 4 | WSRS |
| 4 | 5 | WTAG |

TEENS

| A/M '77 | A/M '78 | |
|---------|---------|------|
| 2 | 1 | WPJB |
| 1 | 2 | WAAF |
| - | 3 | WFTQ |

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