

Radio & Records

THE INDUSTRY'S NEWSPAPER

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

ARBITRON BREAKOUT

April/May '77



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World Radio History

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

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

Stations tied in individual breakdowns are listed in alphabetical order.

Top 5 rankings are listed for each demographic breakdown.

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We make records. We sell records. And we get records played. But that doesn't set us apart.

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

—*The staff of A&M*

A Conversation With A.J. (Rick) Aurichio

VP/GM, Arbitron Radio

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

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

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

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

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

R&R: Could it be apartments?

AURICHIO: Yes.

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

AURICHIO: It's fairly close.

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

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

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

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

R&R: I listen to the radio a great deal, but if Arbitron asked me, or if anybody asked me to keep a diary or to put a TV Nielsen in my house, I wouldn't do it. I don't want the inconvenience, I would never fill out a diary.

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

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

AURICHIO: Yes.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Aerial view of Arbitron Headquarters, Beltsville, Md.

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

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

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

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

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

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

AURICHIO: Yes.

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

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

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

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

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

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

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

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

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

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

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

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

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



Computer Room, Beltsville

Interview continued on page 16

Arbitron Breakouts

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AKRON

AKRON 5 BOOK TREND TOTAL PERSONS 12+

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

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WAKR	2201
2 WGAR	1493
3 WAEZ	944
4 WSLR	882
5 WDBN	794

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 WGAR	1 WAKR	1 WAKR	1 WZZP
2 WAKR	2 WGAR	2 WGAR	2 WGAR
3 WMMS	3 WWWE	3 WAEZ	3 WCUE
4 WCUE	3 WWWM	4 WSLR	3 WGCL
5 WAEZ	4 WAEZ	5 WWWE	
5 WKDD	4 WMMS		
5 WWWE	5 WCUE		

ALBANY

ALBANY SCHENECTADY TROY
5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WABY (PA)	3.4	1.4	1.1	1.2	2.3
WCSS (CL)	.6	1.9	1.4	1.4	1.0
WCSS-FM (CL)	**	**	.5	.2	
WFLY (R)	.6	1.2	2.6	1.7	3.6
WGFM (R)	9.7	10.7	9.5	10.4	8.8
WGNA (C)	2.2	2.5	1.8	1.7	1.1
WGY (PA)	16.4	15.1	15.9	17.6	14.3
WHRL (BM)	.4	1.4	.4	.7	1.5
WHSB (BM)	2.3	3.0	3.8	3.6	2.4
WOKO (C)	2.8	4.7	4.2	4.1	5.0
WPTR (R)	5.2	6.7	7.7	6.3	6.4
WQBK (T)	3.5	3.8	5.2	7.3	4.7
WQBK-FM (A)	.6	.7	1.9	1.9	2.2
WROW (BM)	14.5	15.1	11.7	13.7	12.3
WROW-FM (B M)	5.1	5.5	4.2	5.4	7.6
WTRY (R)	9.0	8.6	10.2	8.5	9.6
WWOM (BM)	8.1	5.3	2.5	3.1	2.3
WWWL (PA)	**	**	.5	.9	1.6

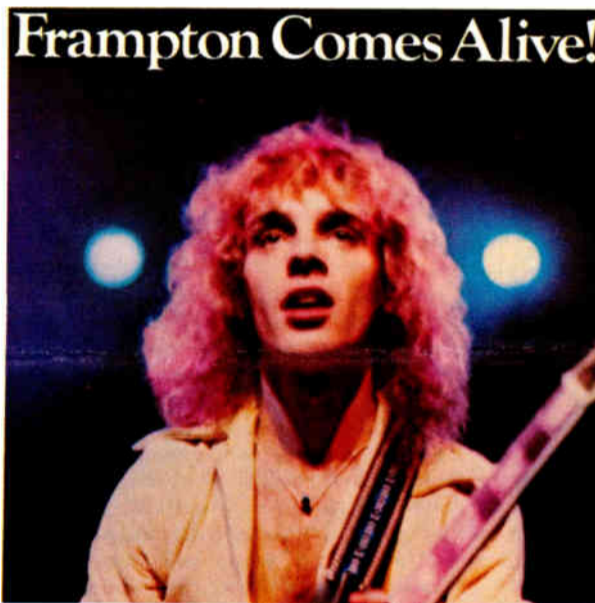
TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 WGY	1 WGY 2586
2 WROW	2 WTRY 1991
3 WTRY	3 WROW 1979
4 WGFM	4 WGFM 1772
5 WROW-FM	5 WPTR 1768

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

ALBUQUERQUE

ALBUQUERQUE 5 BOOK TREND TOTAL PERSONS 12+

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



KQEO (R)	18.4	**	8.7	11.1	11.2
KRKE (R)	9.9	**	9.2	9.0	11.9
KRKE-FM (BM)	**	**	.8	.9	1.9
KRST (A)	4.8	**	8.9	8.9	7.9
KRZY (C)	9.1	**	6.8	6.0	8.9
KZIA (T)	2.7	**	2.6	4.6	3.5

TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 KOB	1 KOB 1133
2 KRKE	2 KQEO 1077
3 KOB-FM	3 KRKE 1072
4 KQEO	4 KOB-FM 675
5 KRZY	5 KRST 652

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

ANAHEIM

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

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KEYZ (R)	**	**	**	5.4	2.1
KWIZ (PA)	**	**	**	2.7	1.5
KWIZ-FM (R)	**	**	**	1.6	1.2
KYMS (RL)	**	**	**	.7	1.2
KABC (T)*	**	**	**	4.3	6.0
KBIG (BM)*	**	**	**	7.5	8.2
KBRT (BM)*	**	**	**	1.4	1.5
KFAC-FM (CL)*	**	**	**	.9	1.0
KFI (PA)*	**	**	**	3.1	3.7
KFWB (N)*	**	**	**	2.6	2.8

KHJ (R)*	**	**	**	4.8	3.2
KIIS-FM (R)*	**	**	**	2.1	2.7
KIQQ (R)*	**	**	**	3.5	2.3
KJOI (BM)*	**	**	**	4.9	5.7
KLAC (C)*	**	**	**	2.5	3.5
KLOS (A)*	**	**	**	4.2	3.4
KMET (A)*	**	**	**	3.7	4.5
KMPC (PA)*	**	**	**	4.4	5.4
KNOB (BM)*	**	**	**	2.2	1.2
KNX (N)*	**	**	**	4.9	3.9
KNX-FM (A)*	**	**	**	5.8	4.3
KOST (BM)*	**	**	**	2.2	2.8
KRLA (O)*	**	**	**	1.3	1.5
KRTH (O)*	**	**	**	1.9	3.0
KTNQ (R)*	**	**	**	**	2.0
KWST (A)*	**	**	**	2.0	1.9
XTRA (BM)*	**	**	**	2.6	2.5

TOP 10 QUARTER HOUR	TOP 10 CUME IN HUNDREDS
1 KBIG	1 KBIG 2756
2 KABC	2 KNX 2347
3 KJOI	3 KHJ 2315
4 KMPC	4 KABC 2261
5 KMET	5 KMPC 2235
6 KNX-FM	6 KEZY 2001
7 KNX	7 KFI 1861
8 KFI	8 KFWB 1807
9 KLAC	9 KLOS 1658
10 KLOS	10 KMET 1601

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 KMET	1 KMET	1 KBIG	1 KHJ
2 KNX-FM	2 KNX-FM	2 KNX-FM	2 KIQQ
3 KLOS	3 KRTH	3 KMET	3 KEZY
4 KRTH	4 KLOS	4 KMPC	3 KTNQ
5 KWST	5 KBIG	5 KJOI	4 KMET
			5 KLOS

ANCHORAGE

ANCHORAGE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
KANC (R)	**	2.6	11.8	17.5	13.8
KBYR (PA)	6.1	4.7	5.0	5.7	5.8
KENI (R)	31.3	18.0	12.7	5.7	9.0
KFOD (PA)	16.2	17.6	13.6	14.7	15.3
KGOT (A)	**	13.7	7.2	6.2	7.4
KHAR (BM)	7.1	10.3	17.2	16.6	18.5
KJZZ (B)	2.5	.4	1.8	.5	2.1
KKLV (PA)	**	**	9.5	10.9	9.0
KNIK (BM)	2.5	1.3	4.1	5.7	6.9
KYAK (C)	19.7	12.0	14.0	14.2	10.1

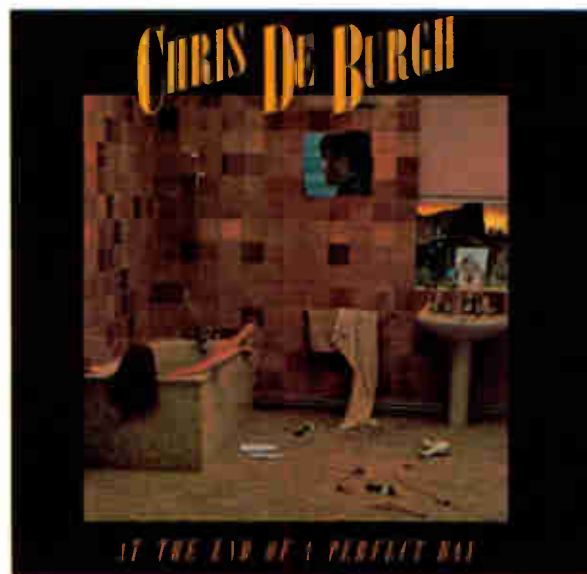
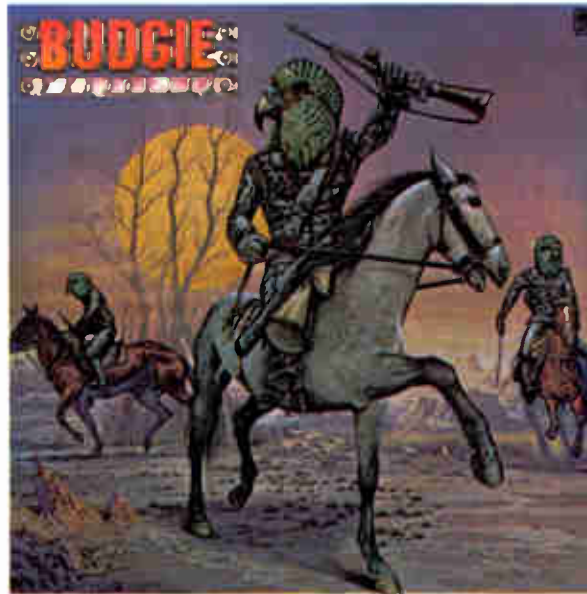
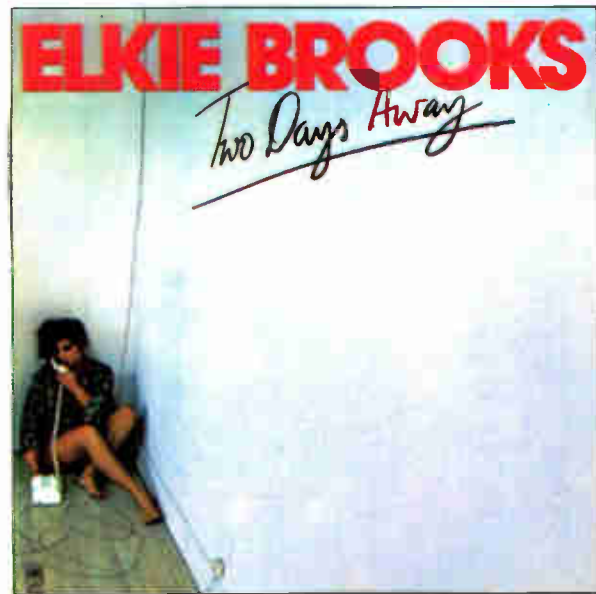
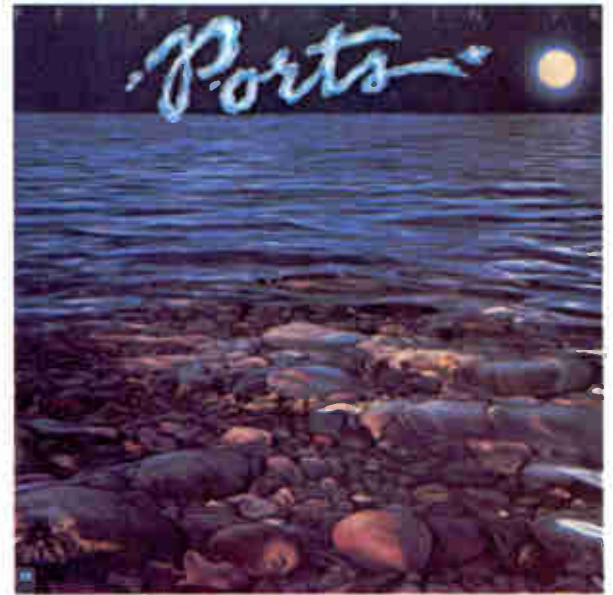
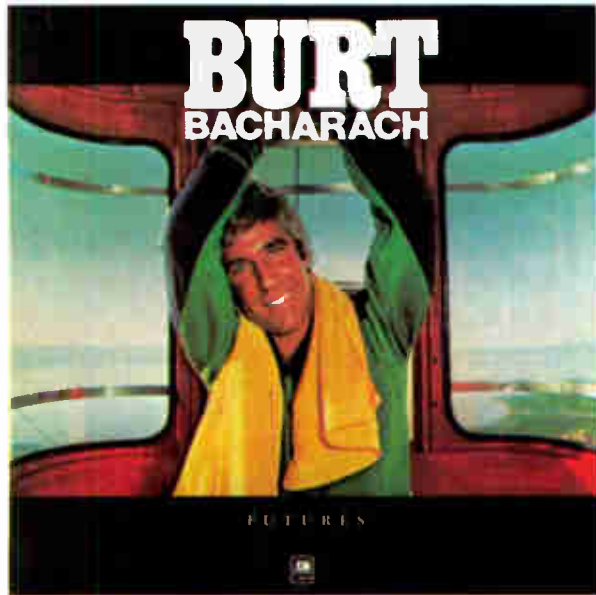
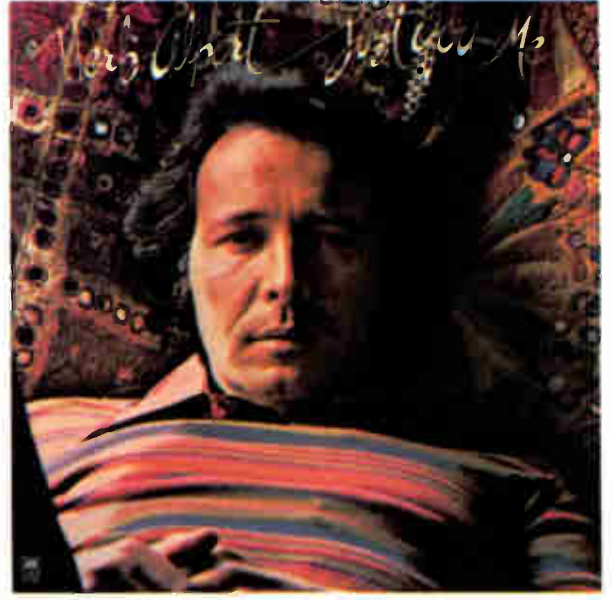
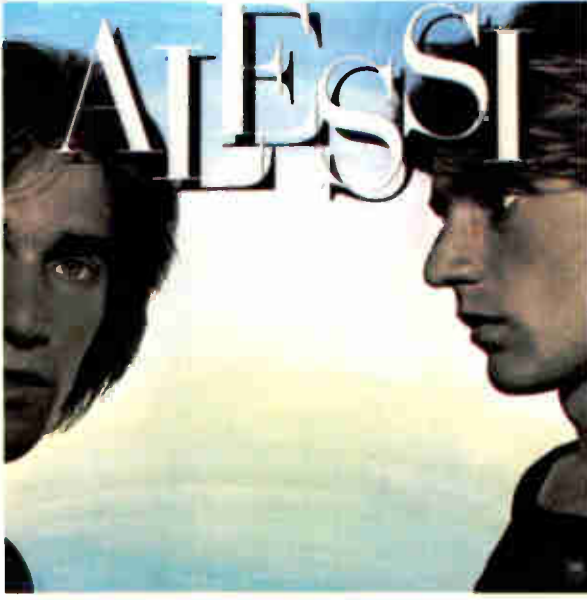
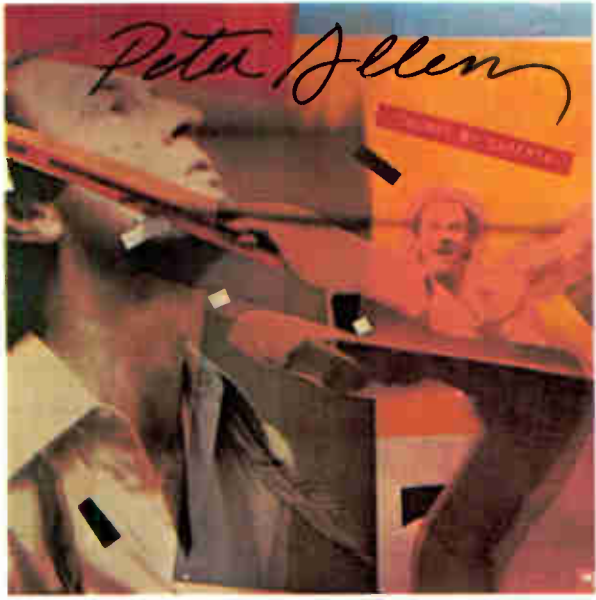
TOP 5 QUARTER HOUR	TOP 5 CUME IN HUNDREDS
1 KHAR	1 KANC 383
2 KFOD	2 KENI 381
3 KANC	3 KHAR 366
4 KYAK	4 KFOD 361
5 KENI	5 KYAK 252

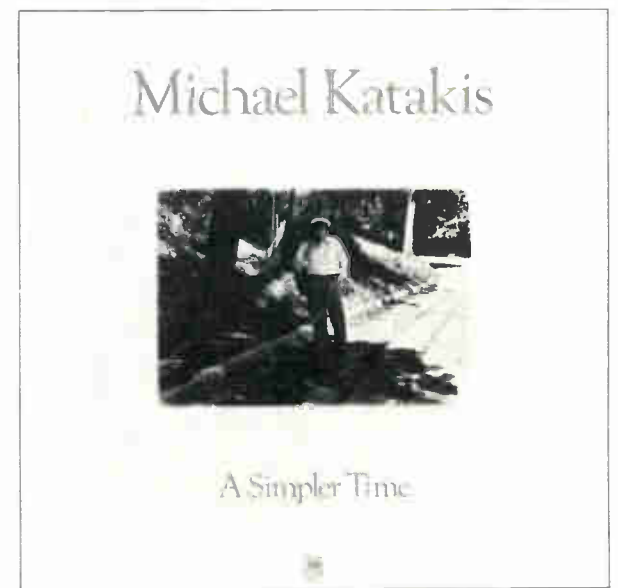
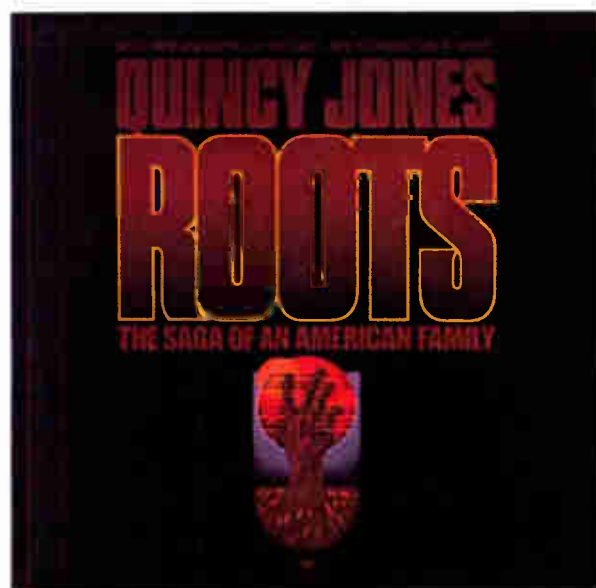
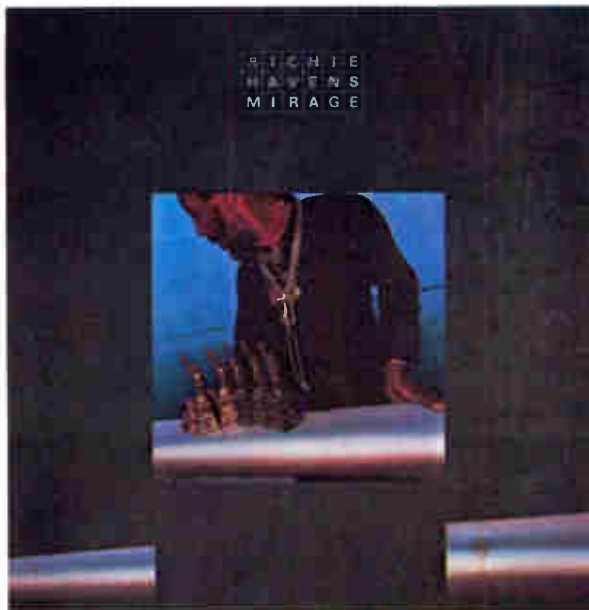
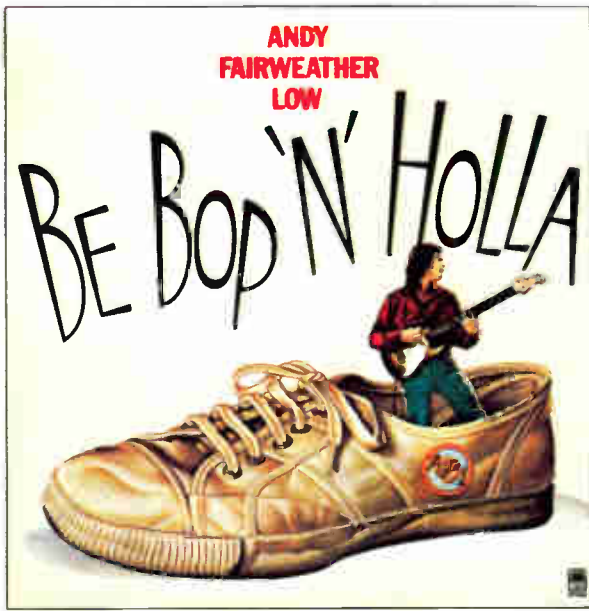
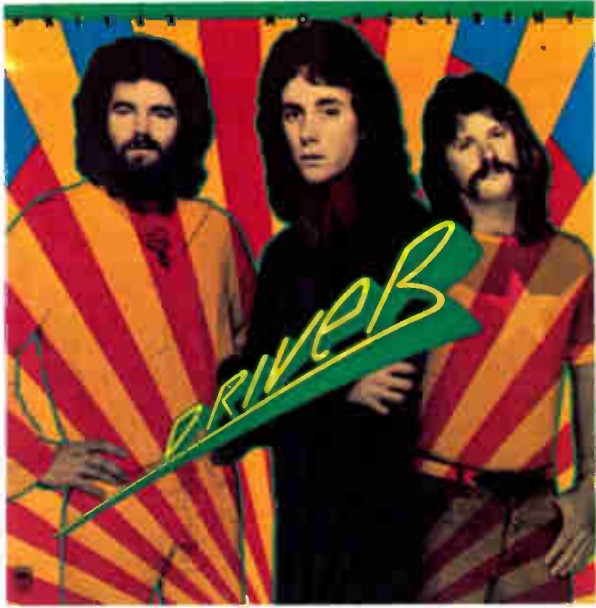
18-34 MEN	18-34 WOMEN
1 KFOD	1 KFOD
2 KENI	2 KKLV
2 KGOT	3 KANC
3 KANC	3 KGOT
3 KKLV	4 KENI

18-49 ADULTS	TEENS
1 KFOD	1 KANC
2 KHAR	2 KENI
3 KKLV	3 KFOD
4 KANC	
4 KYAK	
5 KGOT	

LEGEND

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







Key-to-disc operation center.

Aurichio

(Continued from page 5)

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

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

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

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

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

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

R&R: *Probably for the betterment of Arbitron.*

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

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

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



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

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

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

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

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

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

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

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

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

AURICHIO: Well it's 8 this year, it will be 7 or less next year.

R&R: *Isn't it almost over?*

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

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

AURICHIO: It's been suggested by several people.

R&R: *How do you view that?*

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

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

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

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

R&R: *Typical?*

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

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

AURICHIO: But you still find a bumner.

R&R: *I guess you would, all you need is one phone call saying, 'Hey, I've got this diary,' and word would spread all over town.*

AURICHIO: And you always get those calls.

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

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

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

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

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

AURICHIO: No.

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

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

R&R: *What can be done about that?*

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

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

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

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

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

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

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

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

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

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

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

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

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

R&R: 1200 for Neilsen?

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

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

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

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

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



Diary Edit Room

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

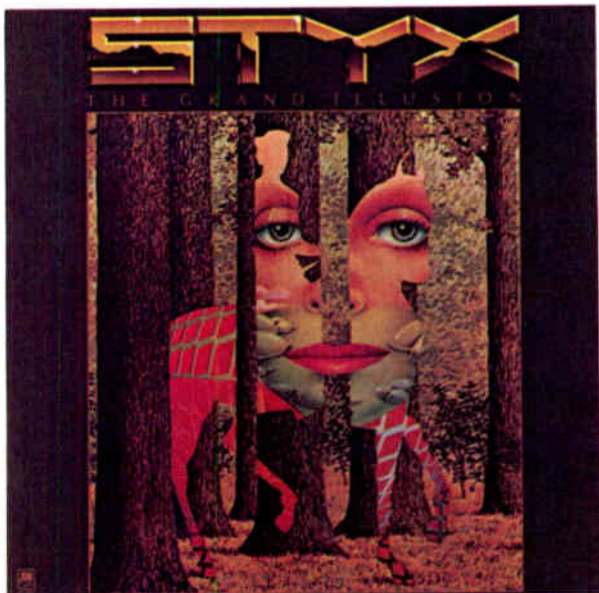
AURICHIO: Yes.

R&R: What is the current market size break for one book?

AURICHIO: About 75.

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

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



JOAN ARMATRADING



TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WQBA	1 WHYI	2404
2 WHYI	2 WQBA	2172
3 WCMQ-FM	3 WMJX	1968
4 WCMQ	4 WQAM	1906
5 WMJX	5 WINZ	1835
6 WINZ	6 WLYF	1354
7 WKAT	7 WCMQ-FM	1295
7 WLYF	8 WIOD	1261
7 WQAM	9 WGBS	1172
8 WYOR	10 WWOK	1018
9 WINZ-FM		
10 WEDR		

18-34 MEN

- WINZ-FM
- WHYI
- WCMQ-FM
- WQAM
- WMJX

18-34 WOMEN

- WCMQ-FM
- WHYI
- WQBA
- WEDR
- WMJX
- WINZ-FM

18-49 ADULTS

- WQBA
- WCMQ-FM
- WHYI
- WCMQ
- WINZ-FM

TEENS

- WMJX
- WHYI
- WEDR
- WCMQ-FM
- WQAM

MILWAUKEE

MILWAUKEE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAWA (B)	2.3	3.1	3.0	2.1	3.4
WBCS (C)	2.6	2.9	3.4	5.2	3.1
WBKV-FM (BM)	.9	1.4	1.4	1.6	1.5
WEMP (C)	6.7	6.4	3.0	4.6	5.0
WEZW (BM)	11.3	10.7	11.8	8.2	8.5
WFMR (CL)	2.9	2.5	1.1	3.4	2.3
WISN (PA)	8.5	8.0	7.8	8.0	11.8
WISN-FM (BM)	3.1	4.4	4.5	4.9	3.2
WKTJ (R)	4.2	3.5	3.7	3.2	3.3
WNOV (PA)	.9	1.7	.9	1.1	2.3
WNUW (BM)	1.4	1.6	1.6	2.6	2.0
WOKY (R)	10.8	10.5	9.7	8.3	9.0
WQFM (A)	1.7	3.4	5.5	5.2	3.9
WRIT (N)	4.4	1.2	1.9	2.6	1.9
WTMJ (PA)	16.5	12.0	18.1	14.3	16.2
WZMF (A)	1.8	3.3	3.4	2.6	3.3
WZUU (R)	1.8	2.1	1.5	1.6	2.2
WZUU-FM (R)	4.6	5.3	4.0	6.9	6.2

TOP 10 QUARTER HOUR

- WTMJ
- WISN
- WOKY
- WEZW
- WZUU-AM-FM
- WEMP
- WQFM
- WTMJ
- WKTJ
- WZMF
- WISN-FM

TOP 10 CUME IN HUNDREDS

- WTMJ
- WOKY
- WISN
- WZUU-AM-FM
- WEZW
- WEMP
- WKTJ
- WISN-FM
- WQFM
- WBCS

18-34 MEN

- WZUU-AM-FM
- WQFM
- WISN
- WEMP
- WZMF

18-34 WOMEN

- WOKY
- WZUU-AM-FM
- WISN
- WKTJ
- WTMJ

18-49 ADULTS

- WTMJ
- WISN
- WZUU-AM-FM
- WOKY
- WEZW

TEENS

- WOKY
- WZUU-AM-FM

MINNEAPOLIS

MINNEAPOLIS 5 BOOK TREND TOTAL PERSONS 12+

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

TOP 10 QUARTER HOUR

- WCCO
- KDWB-AM-FM
- WAYL-AM-FM
- WCCO-FM
- KQRS-AM-FM
- KEYE-FM
- KSTP
- WDGY
- KSTP-FM
- WDGY
- KRSI

TOP 10 CUME IN HUNDREDS

- WCCO
- KDWB-AM-FM
- KSTP
- WAYL-AM-FM
- WCCO-FM
- KEYE-FM
- WDGY
- KQRS-AM-FM
- KSTP-FM
- KRSI

18-34 MEN

- KQRS-AM-FM
- KDWB-AM-FM
- WCCO
- KSTP
- WCCO-FM
- WDGY

18-34 WOMEN

- WCCO-FM
- WCCO
- KDWB-AM-FM
- KSTP-FM
- KSTP

18-49 ADULTS

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

TEENS

- KDWB-AM-FM
- KSTP
- KQRS-AM-FM
- WDGY

NASHVILLE

NASHVILLE 5 BOOK TREND TOTAL PERSONS 12+

	A/M'75	O/N'75	A/M'76	O/N'76	A/M'77
WAMB (BM)	**	1.8	5.1	4.1	3.0
WBYQ (R)	6.5	5.6	5.0	5.4	5.3
WGNS (R)	.6	1.7	1.4	1.6	1.5
WHIN-FM (PA)	2.4	3.0	1.3	1.2	1.4
WKDA (C)	3.1	3.6	3.1	5.5	3.6
WKDF (A)	**	**	**	**	9.2
WLAC (R)	11.1	10.7	9.3	10.5	14.5
WLAC-FM (BM)	6.4	5.7	4.9	7.8	4.3
WMAK (R)	10.3	8.7	9.0	5.9	4.5
WMTS (C)	.9	1.0	.9	.6	1.1
WSIX (PA)	4.9	5.6	4.8	3.1	3.2
WSIX-FM (C)	10.3	4.8	11.4	10.0	9.2
WSM (PA/C)	11.8	11.5	8.2	8.7	8.1
WSM-FM (PA)	4.7	5.6	5.7	6.5	7.3
WVOL (B)	6.5	7.0	6.2	5.6	9.2
WZEZ (BM)	**	**	3.4	5.0	5.2

TOP 5 QUARTER HOUR

- WLAC
- WKDF
- WSIX-FM
- WVOL
- WSM-FM
- WBYQ

TOP 5 CUME IN HUNDREDS

- WLAC
- WSM
- WSIX-FM
- WKDF
- WMAK

18-49 ADULTS

- WLAC
- WKDF
- WVOL
- WSIX-FM
- WSM-FM

TEENS

- WLAC
- WKDF
- WVOL

LEGEND

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

NEW HAVEN

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

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

TOP 5 QUARTER HOUR

- WELI
- WAVZ
- WKCI
- WPLR
- WKSS
- WDRG-FM
- WWYZ

TOP 5 CUME IN HUNDREDS

- WELI
- WAVZ
- WKCI
- WNBC
- WPLR

18-34 MEN

- WPLR
- WWYZ
- WAVZ
- WHCN
- WNBC
- WELI
- WDRG-FM
- WNBC
- WKCI

18-34 WOMEN

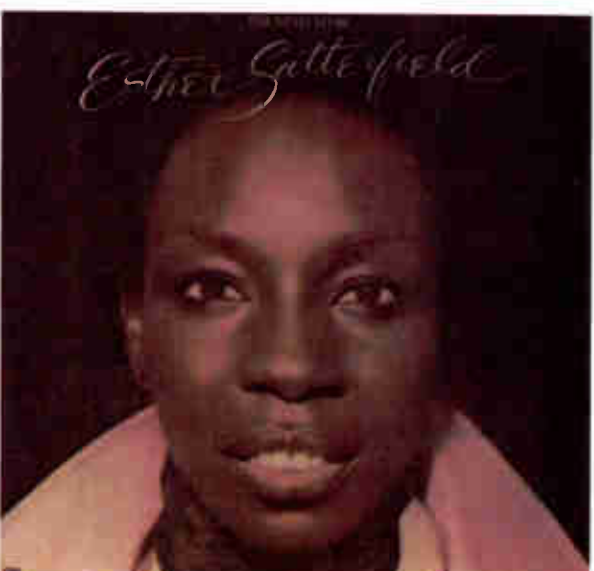
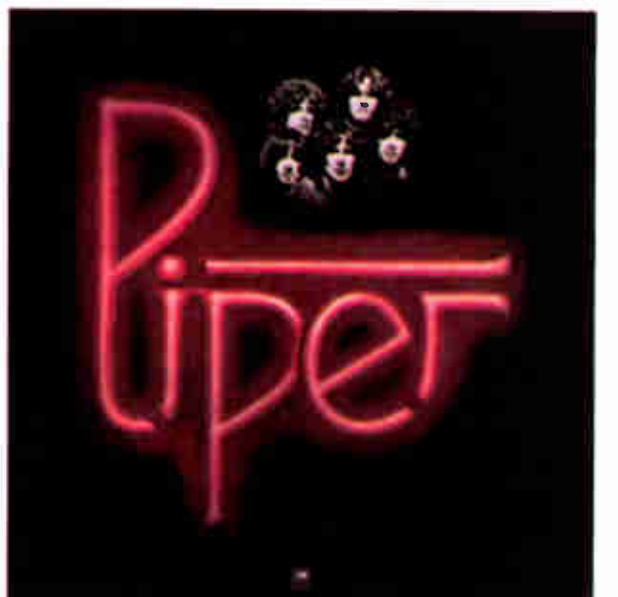
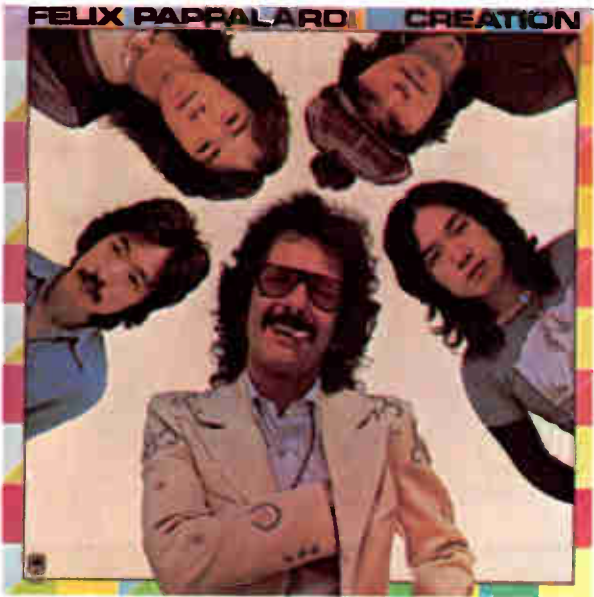
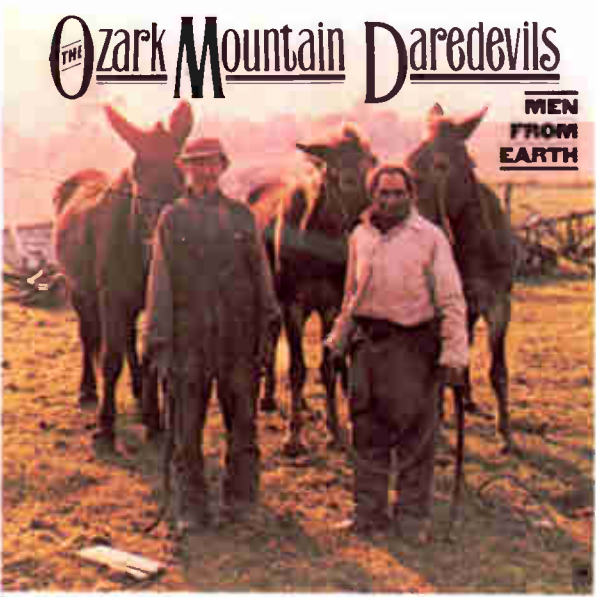
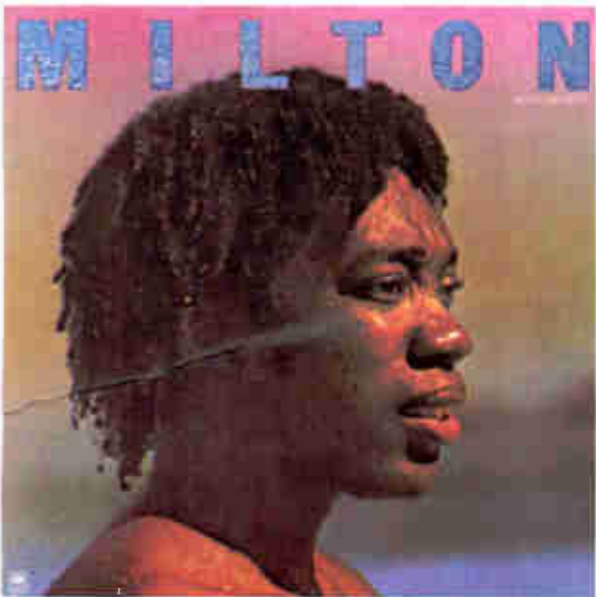
- WAVZ
- WPLR
- WWYZ
- WELI
- WED
- WDRG-FM
- WNBC
- WKCI

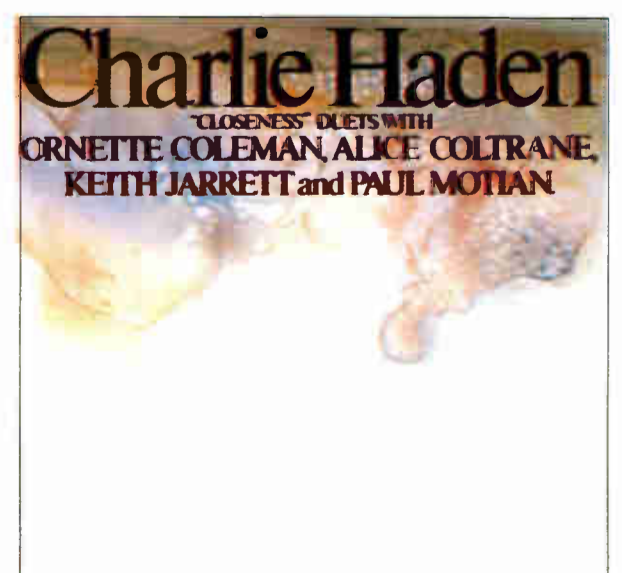
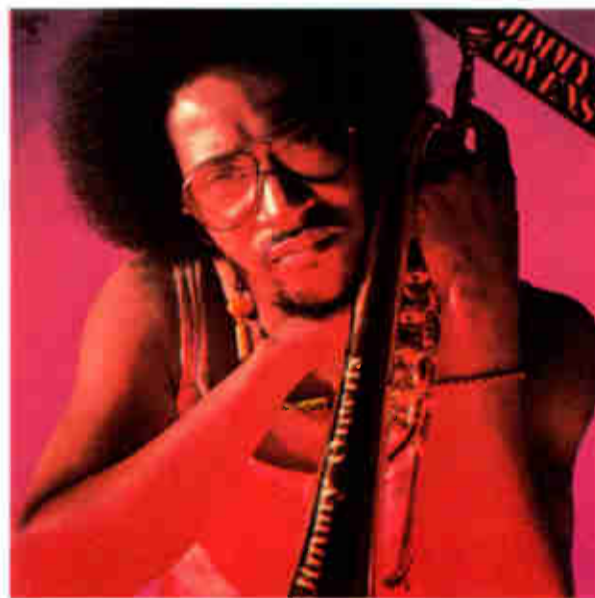
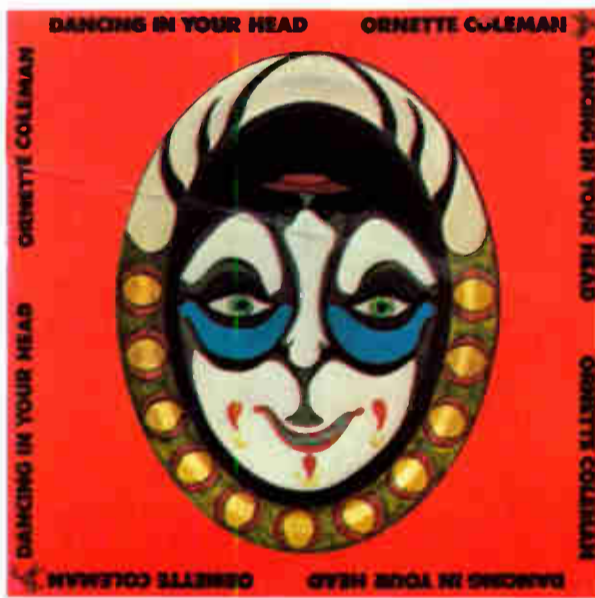
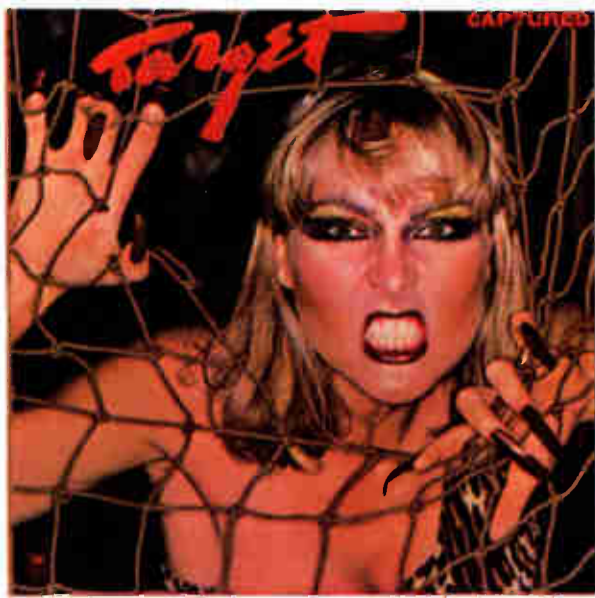
18-49 ADULTS

- WPLR
- WAVZ
- WELI
- WWYZ
- WKCI

TEENS

- WAVZ
- WDRG-FM
- WPLR





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

— *The rest of us at A&M*



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