

# Radio & Records

## RATINGS REPORT

**COMPLETE ANALYSIS OF 176 MARKETS • 1978-1980 RATINGS TRENDS**

**FORMAT CHARTS FOR ALL MARKETS • INTERVIEWS**

**NATIONAL TOP 10 FORMAT RANKINGS • TOP DRIVE-TIME PERSONALITIES**



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Welcome to the **R&R Ratings Report**, 1980, Volume I. We thank you for your appreciative response to the two 1979 volumes, and we trust you'll find this version useful also.

Some interesting highlights were noted as we were putting together this volume. Quarterly Measurement, Arbitron's 12-week long spring survey system, was expanded to cover the top three markets and their subsidiary markets. Quarterly Measurement is being introduced to more

markets this fall, and by next spring every Arbitron syndicated market will have the longer surveys. Also, Expanded Sample Frame was introduced into markets ranked 34-53 this sweep. The ramifications of that move were apparent in markets where AOR, ethnic and Country stations saw enhanced numbers and where Beautiful Music stations often suffered.

There are some new features in this edition of the **Ratings Report**. Included are two informative interviews with key Arbitron figures — **Mike Membrado**, the head of **Arbitron Radio**, and **George Nicholaw**, Chairman of the **Radio Advisory Council**. There are ratings breakouts for two new markets — Riverside-San Bernardino and Johnstown — and we've added some formulas requested by many readers. Finally, with Arbitron's permission, we were able to include actual audience estimates in the Drive Time Dominators section, allowing readers a numerical basis for comparing the pulling power of key personalities.

Our exclusive features continue: overviews of the ratings stories in the top 100 markets, market and regional format preference chart breakouts, and multi-book trend data for all applicable markets, 174 in number.

A most hearty thanks to **Gil Bond** and the **Market Buy Market** staff. Gil and his crew recomputed their data base to make it equate to Arbitron's, and this time-consuming effort is appreciated. Thanks for

the immense efforts of the people here at **R&R** as well. And special thanks are not enough for Associate Editor **Linda Moshontz's** indispensable contributions. As always, Art Director **Richard Zumwalt** and **R&R's** production staff did a magnificent job in transforming this publication into final form. And thanks again to you. You readers make all this effort worthwhile. Here's hoping you get much use and enjoyment from this edition.

— Jhan Hiber

## Radio & Records Ratings Report, 1980, Volume 1

**Editor:** Jhan Hiber  
**Associate Editor:** Linda Moshontz  
**Art Director:** Richard Zumwalt  
**Contributing Editors:** Ken Barnes, Pam Bellamy, Jim Duncan, Jeff Gelb, Mike Kasabo, John Leader, Gail Mitchell, Bill Speed  
**Production:** Richard Agata, Marilyn Frandsen, Leslie Halpern, Kent Thomas, Dana Yarak, Roger Zumwalt

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## Format Codes

Format codes were assigned based on the latest information derived from the relevant stations involved. R&R realizes that these codes are generalizations but we provide them for comparison purposes.

## Market Overviews

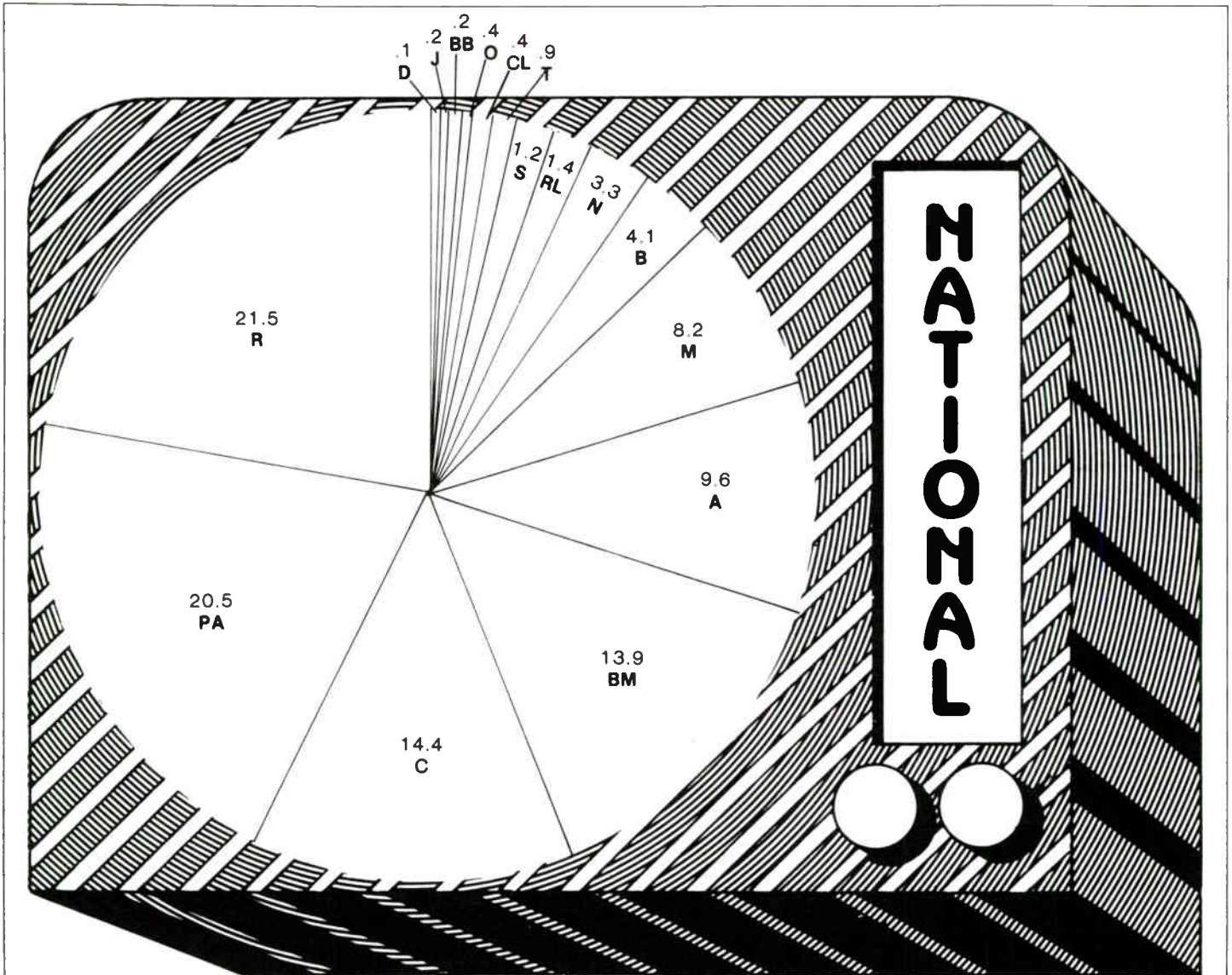
The information contained in the market overviews for the top 100 markets is obtained from a variety of sources, including the stations themselves. R&R reserves the right to exercise our editorial judgment regarding which stations are mentioned in the overviews and the information mentioned on each market. Every effort has been made to provide the highest quality information and data for your perusal.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

# National Format Preference Chart

**R&R** has received requests to compile and publish data on musical preferences and include that information in our **Ratings Report**. Below is the national chart showing how each major format fared among the 177 **Arbitron** markets measured in the fall sweep. We hope you will find this useful for a quick look at preferences in radio usage nationwide.

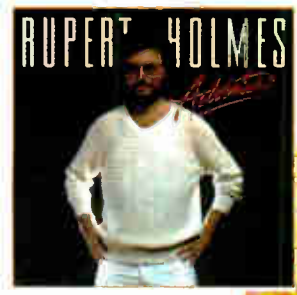
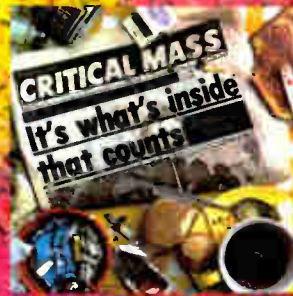
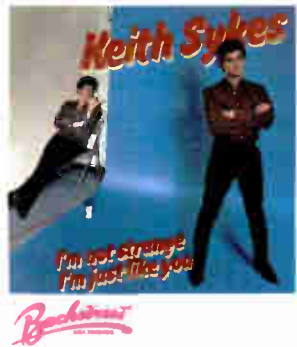
In addition to this national chart, the following page shows differences in radio usage among the four regions of the country. The regions used are comparable to the regions used by our format editors for their reporters. Each market in the respective region was tallied, using the market pie-charts, to develop the regional charts. The regional data was then used to compile the national chart you see below.



**Format Legend:** A-AOR, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# We've Got It Covered!

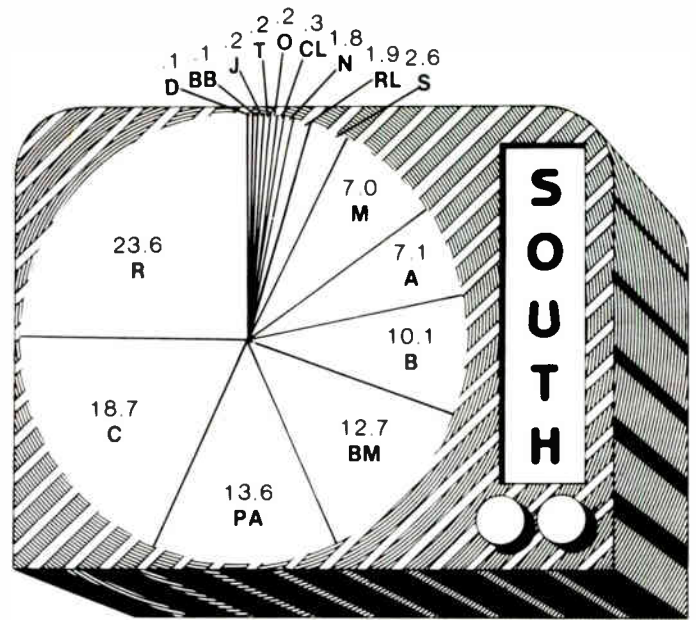
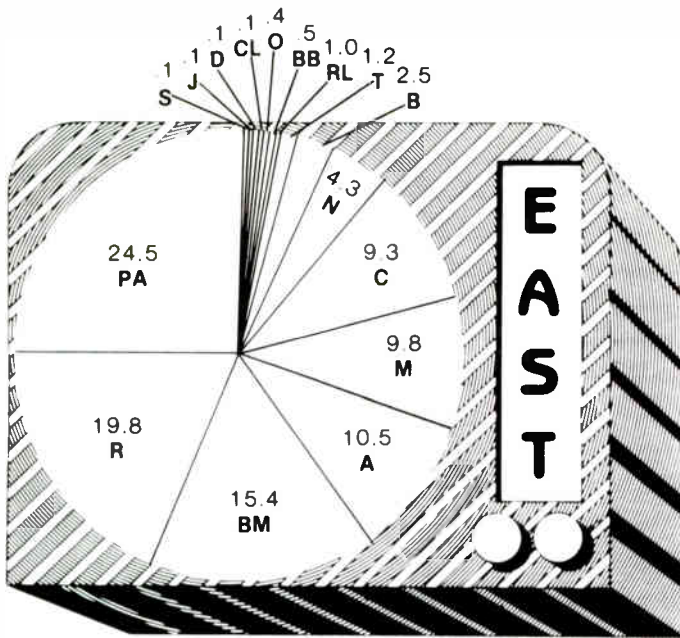


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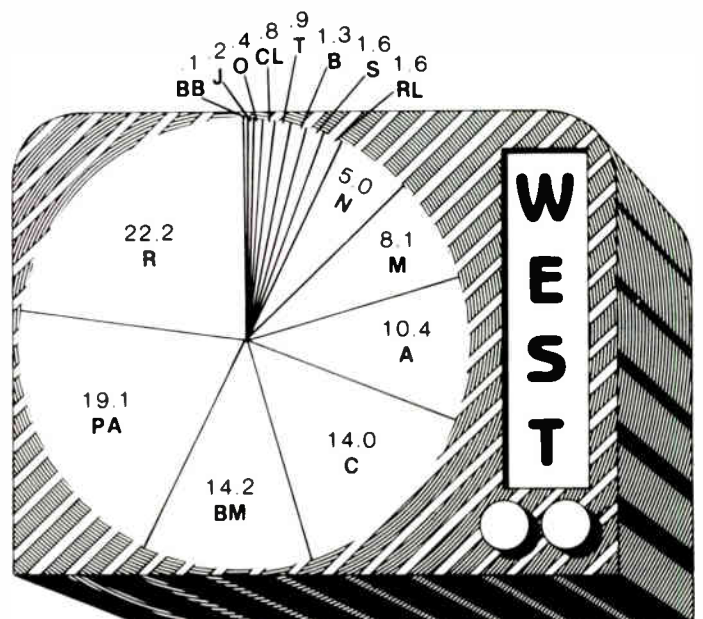
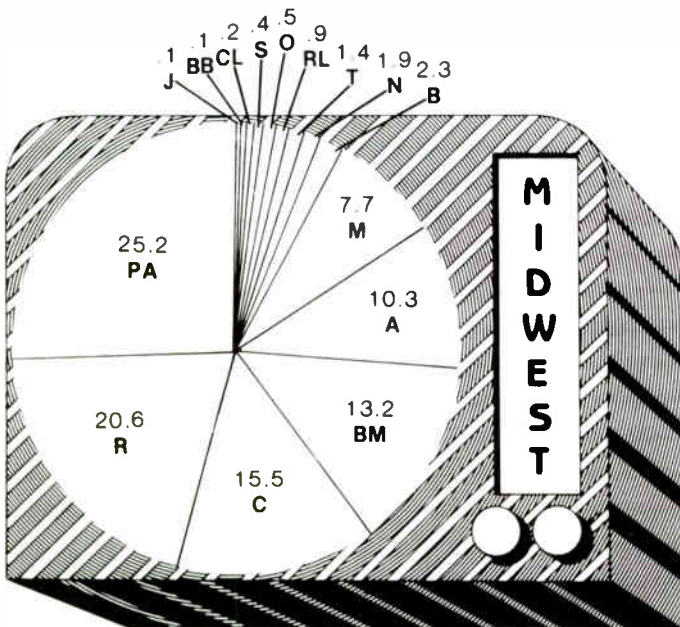
# MCA RECORDS







# Regional Format Preference Charts





# BONNEVILLE ANNOUNCES: A Revolution in Programming

## TOTALLY TAILORED FORMAT

BONNEVILLE BROADCAST CONSULTANTS PLAYLIST      WEEK/JAYTIMS      PAGE 2  
 MONDAY, AUGUST 29, 1989

TIME	SONG	ARTIST	TIME	SEC	TYPE
0459 AM	STRANGERS IN THE NIGHT	FRANK SINATRA	2:22	(101)	F
0530 AM	TOO MUCH HEAVEN	THE BEI BEES	4:40	(126)	F
0525 AM	BIGGEST PART OF ME	AMMIDIA	4:00	(124)	F
0601 AM	YEAH MAN	AMERICA	3:23	(118)	C
0207 AM	I CAN'T TELL YOU WHY	LINKS	4:56	(122)	F
0605 AM	ALL OUT OF LOVE	AIR SUPPLY	3:58	(121)	C
0640 AM	MY CHEERLEADER	STEVE WONDER	2:50	(109)	F
0644 AM	I NEED TO BE IN LOVE	CARPENTERS	3:45	(114)	C
0642 AM	SMILE A LITTLE ANYTIME	ALL THOMSON	3:22	(114)	C
0642 AM	EVER NOW	DANNY HARKLOW	3:09	(112)	F
0720 AM	IF YOU LEAVE ME NOW	CHICAGO	3:49	(118)	F
0727 AM	THAT LOVIN' YOU FEELIN' AGAIN	EMILIO MARIN & RAY GIBSON	4:01	(120)	F
0801 AM	THREE LADY, HAZY, CRAZY DAYS OF SUMMER	NAT COLE	2:20	(100)	C
0727 AM	REMEMBERING	LITTLE RIVER BAND	4:00	(120)	F
0800 AM	STAND BY ME	HICKET VALLEY	3:31	(116)	C
0802 AM	HAVE YOU NEVER BEEN MELLOW	OLYSSA NEWTON-JOHN	3:20	(116)	C
0826 AM	SEPTEMBER MOON	WILL STANHOPE	3:47	(119)	C
0828 AM	NO NIGHT SO LONG	BOBBIE WARREN	3:24	(117)	F
0835 AM	SINCE I TELL FOR YOU	LENNY WELSH	2:51	(109)	C
0844 AM	WINDY DOLLS IT BETTER	CARLY SIMON	3:17	(117)	F
0834 AM	MOVE OVER	GIN YARDES	3:24	(119)	F
0854 AM	NEARLY	PEACHES & HERB	3:53	(122)	F
0902 AM	TERMINAL	REBA	3:55	(122)	F
0900 AM	STEAL WAY	BOBBIE DUPEL	3:27	(119)	F
0941 AM	IT WHEN BANGS IN SOUTHERN CALIFORNIA	ALEST HARRIS	3:44	(119)	F

**EACH STATION INDIVIDUALLY CODED FOR:**

- Rotation
- Cross-over leaning
- Familiarity factors
- Dayparting
- Intensity
- Tempo
- Length
- Artist separation and more



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### 6 CAN BONNEVILLE GUARANTEE PROGRAM CONTINUITY?

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# 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 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, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

## 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. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in more than 50 markets as of April 1980.

## 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 HDHA (High Density Hispanic Area).

## Hour-By-Hour Estimates

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Mon.-Fri. 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.

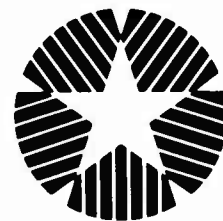


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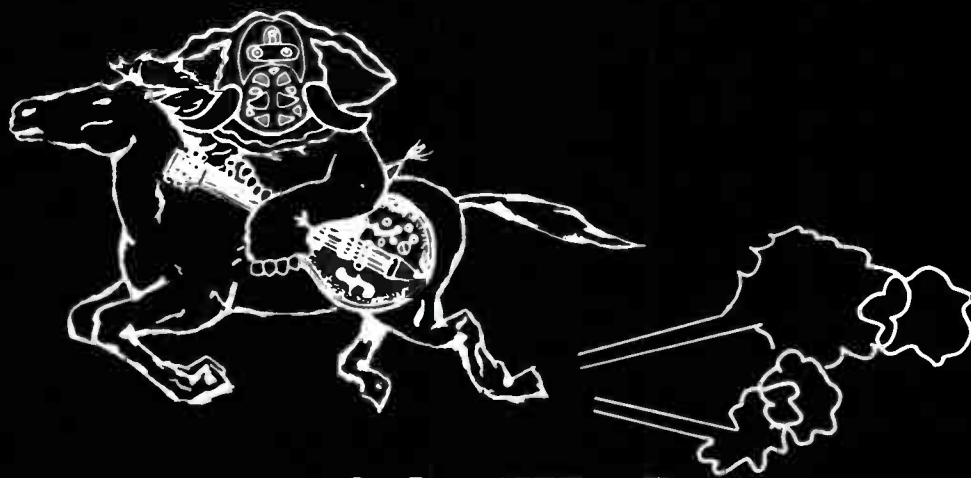
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# Glossary Of Terms

## 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.

## Quarterly Measurement

A new Arbitron survey technique covering 10 and 12-week sweeps rather than the four-week surveys. Begun in A/M '78 in Seattle and New Orleans, the technique is now used in 22 markets. By Spring '81 all markets will have Quarterly Measurement.

## Sampling Unit

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

## New Formulas For Ratings Report

*Question: How to calculate the number of diaries returned from each demographic cell?*

*Answer:* Multiply the percent of unweighted in-tab contributed by the discrete demo times the total in-tab for the market. The figure derived is the number of usable diaries returned and used to project audience estimates for the relevant audience cell.

**Formula:**

**Unweighted in-tab figures for the relevant demo  
(from page three of your local market report)**

**X**

**Total market in-tab.**

**Example:**

Men 18-24 percent of unweighted in-tab is 7.9%

Total metro in-tab (12+) is 928

Therefore,

$928 \times 7.9\% = 73.3$ ,

or 73 diaries were returned and used to project ratings for men 18-24 in the relevant market. Performing these computations for every audience cell will allow you to determine where there were areas of heavier or lighter return from survey to survey. The fewer the diaries that were used to project audience estimates, the less stable those estimates.

## Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population of 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.

## Target Audience Estimates

Average Persons, Cume Persons, and Average Person: 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.

## Universe

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

*Question: How can you calculate the impact of processing errors made by Arbitron in the compilation of your ratings?*

*Answer:* Perform a post-survey diary review in Laurel. When going through the diaries in Laurel, use the following formula to compute how significant an error, when discovered, may be.

**Formula:**

**Number of quarter hours affected by the error  
X**

**the PPDV (cume diary value) of the diary in question.  
Divide that figure by the number of quarter hours in the  
relevant affected daypart(s).**

**Example:**

If an error costs your station 10 quarter hours credit in AM drive, and the diary value in the demo is 1421, then the figures would read:

$$10 \times 1421 = 177.6$$

80 (number of quarter hours M-F, 6-10am)  
In other words this diary entry, if handled properly, would have added approximately 178 (rounded off by Arbitron to 200) average persons to the relevant demo's total in AM drive. If your station received no other entries in the diary, you might be entitled to add the cume value (1421, or approximately 1400) to the respective demographic's cume total for your station.



# NEIL DIAMOND



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World Radio History



# Arbitron Ratings: A Probing Look At The Accuracy Of The Industry's "Bible"

Billions of advertising dollars. Thousands of careers. These are the stakes involved in a radio industry dependent on the Arbitron radio market reports. Yet how accurate are the Arbitron numbers? Many broadcasters and ad agencies may not be familiar with how much "give" there really is in the estimates. Since many important advertising, programming and career decisions are made based on the numbers, we thought you'd like to know how reliable are the numbers you see in the book. We've included a formula and table you can use to figure how much plus or minus range there can be in a given estimate in your market. (We should note here that estimates from any major survey firm are subject to similar variations.)

## The Key Formula

Let's start the analysis by listing the variables involved (why not follow along with an example from the last Arbitron in your market...):

1. Station
2. Demographic Cell
3. Daypart
4. Total 12+ in-tab for the market (metro, ADI or TSA)
5. Demo Cell In-Tab
6. Station Rating For Demo/Daypart

An example used in a recent seminar in Detroit will illustrate what information you need:

**Stations: A; B**  
**Demo: Adults 25-49**  
**Daypart: Monday-Friday, 6-10am**  
**(80 quarter hours)**  
**Metro 12+ In-Tab: 1631**  
**Adults 25-49 In-Tab: 630**  
**Station Ratings In The Jan./Feb. Report In The Specified Demo Daypart: A 4.3; B 1.9**

Now that we've determined the input, let's plug those numbers into the formula to figure "standard error" of a given rating.

## Standard Error Calculation Formula

(To determine how much "plus or minus range" there is in an average rating)

$$2x\sqrt{\frac{p \times q}{n \times SE}}$$

1. Determine "p" Arbitron rating (as shown in book for the specific station, demo and daypart).

**Station A 4.3** **p = 4.3**  
**(Adults 25-49 Average Rating, M-F, 6-10am)**

2. Determine "q" **q = 95.7**  
**q = 100% - p**  
**100 - 4.3 = 95.7**

3. Determine "n" **n = 630**  
**n = in-tab sample size for the specific demographic**

Page three of the Arbitron report shows the metro "percent unweighted in-tab" that each demo contributes. Since we are examining adults 25-49, just add the percent figure for the various unweighted (actual diary in-tab) demo cells — in this case men 25-34, men 35-44, men 45-49, plus the percents

for women in three cells. In this case, (J/F 79 Det ARB) we came up with 38.6% of the total 12+ in-tab of 1631, yielding 630 metro diaries that came back from adults 25-49. Try this in your market selecting a target demo and then adding up the page three unweighted figures. This determines what percent of the total in-tab came from the demo you are examining.

4. Determine number of quarter-hours in the specific daypart. In this case, Monday-Friday, 6-10am = 80 quarter hours.

5. Determine the "Statistical Efficiencies" (S.E.) From a table computed by Arbitron, and reprinted here with their permission, select the relevant demo and the correct quarter-hour total (from Step 4). You'll note that for adults 25-49, in a daypart containing 80 quarter hours, the S.E. is 2.7.

6. Let's now plug the above ingredients into the formula:

$$\frac{(p \times q)}{630 \times 2.7} = \frac{411.51}{1701} = .24$$

$$\sqrt{.24} = .489$$

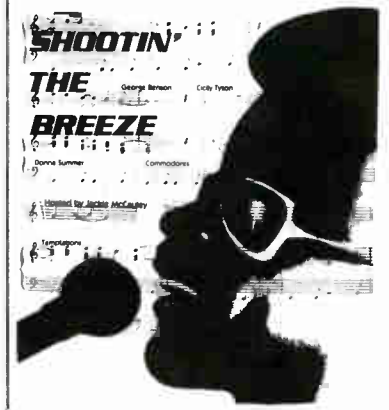
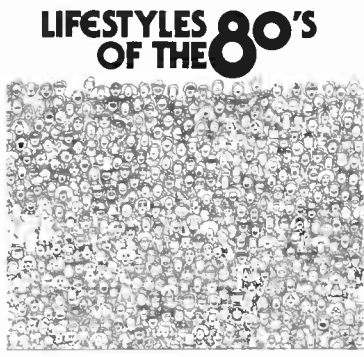
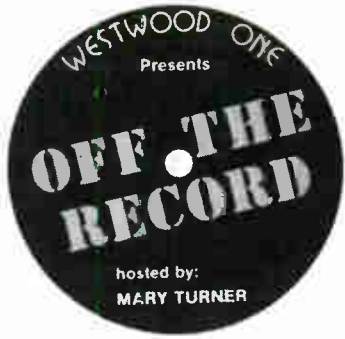
$$2 \times .489 = .98 \text{ (round off to 1.0)}$$

Thus, we see that station "A" 's 25-49 average adult rating in morning drive is subject to standard error of approximately 1.0, or one average rating point. We can say then that the 4.3 as shown in the book is actually 4.3 plus or minus 1.0, or 3.3 to 5.3. If we took station "B," with its 1.9 rating in the same demo and daypart, running the figures through the formula show that the 1.9 is plus or minus .7, thus probably a 1.2 to 2.6.

## Arbitron Radio Statistical Efficiencies For Calculating Standard Error

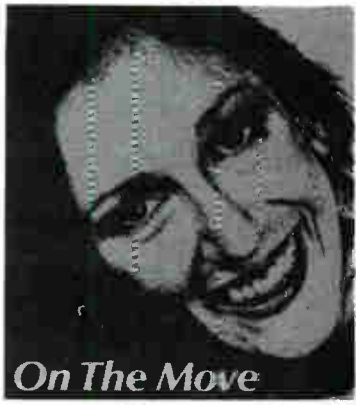
Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part						Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part					
	20	80	100	160	504	20		80	100	160	504		
Total Persons	12+	1.2	1.9	2.0	2.1	2.4	Women	18-34	1.7	3.4	3.7	4.4	5.5
Total Adults	18+	1.3	2.0	2.1	2.3	2.6	Adults	50-64	1.5	2.7	3.0	3.4	4.3
Total Men	18+	1.4	2.5	2.8	3.2	4.1	Men	50-64	1.5	2.9	3.3	4.1	5.9
Total Women	18+	1.5	2.5	2.7	3.0	3.4	Women	50-64	1.6	2.9	3.2	3.7	4.8
Adults	18-49	1.5	2.6	2.7	3.1	3.6	Teens	12-17	2.0	4.4	4.9	5.9	7.9
Men	18-49	1.5	3.0	3.4	4.1	5.5	Adults	25-34	1.6	3.3	3.7	4.4	5.7
Women	18-49	1.6	2.9	3.2	3.6	4.3	Men	25-34	1.6	3.6	4.2	5.3	8.2
Adults	35-64	1.4	2.4	2.6	2.9	3.4	Women	25-34	1.7	3.4	3.8	4.4	4.6
Men	35-64	1.4	2.8	3.1	3.7	4.9	Adults	18-34	1.6	3.9	4.3	5.2	7.0
Women	35-64	1.6	2.8	3.0	3.4	4.1	Men	18-24	1.7	4.3	4.9	6.3	9.9
Adults	25-49	1.5	2.7	2.9	3.3	3.9	Women	18-24	1.9	3.9	4.3	5.1	6.6
Men	25-49	1.5	3.0	3.4	4.2	5.7	Adults	35-44	1.55	3.09	3.40	4.05	5.29
Women	25-49	1.6	3.0	3.2	3.7	4.5	Men	35-44	1.49	3.27	3.70	4.69	7.09
Adults	50+	1.5	2.6	2.7	3.1	3.8	Women	35-44	1.64	3.22	3.53	4.14	5.26
Men	50+	1.4	2.8	3.1	3.8	5.3	Adults	45-54	1.53	2.96	3.26	3.86	5.03
Women	50+	1.6	2.8	3.0	3.5	4.2	Men	45-54	1.46	3.10	3.50	4.42	6.66
Adults	35-49	1.5	2.8	3.1	3.6	4.5	Women	45-54	1.62	3.11	3.39	3.97	5.03
Men	35-49	1.5	3.1	3.5	4.3	6.2	Adults	55-64	1.53	2.91	3.19	3.79	4.93
Women	35-49	1.6	3.1	3.3	3.9	4.8	Men	55-64	1.46	3.01	3.39	4.27	6.43
Adults	18-34	1.6	3.2	3.5	4.1	5.2	Women	55-64	1.62	3.05	3.32	3.88	4.91
Men	18-34	1.6	3.7	4.2	5.3	7.8							





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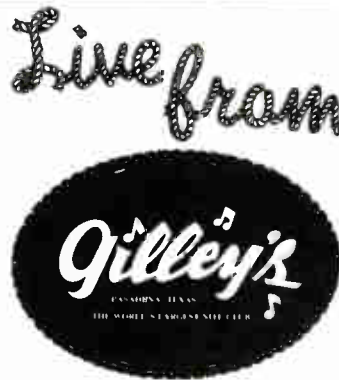
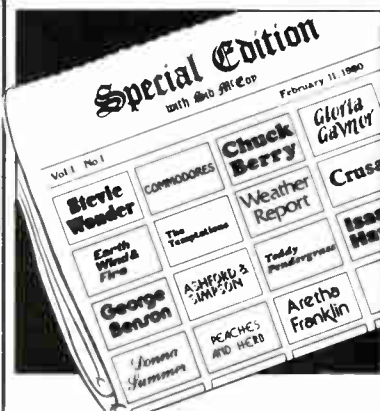
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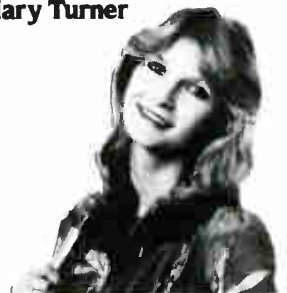
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# Arbitron's Mike Membrado

**Mike Membrado** recently replaced **Rick Aurichio** as VP/GM of Arbitron's **Radio Division**. As such, he determines much about the future of the radio industry. The **R&R Ratings Report** is an ideally-suited vehicle for his first in-depth interview.

Membrado, who spent most of his career on the TV side of the business, talks about changes at Arbitron, his management style, and the future of radio measurement in the 80's. One of the topics discussed — that of delaying adding data on working women or in-car measurement — has become a reality since the interview was conducted. At the recent Advisory Council meeting, Arbitron announced that it wanted to further research whether to add data on these areas.

**R&R:** *What has been the most difficult adjustment you've had to make coming to Arbitron Radio from a longtime TV background?*

**MM:** I don't know that it's fair to say "difficult adjustment." I think in this position I have to understand the multiplicity of radio stations, the fact that some are really struggling for national business, and the urgency they feel about Arbitron Radio.

**R&R:** *Now that you've been in the radio job for several months, has it been established what your priorities will be for the next year or two?*

**MM:** They have been established, and were established by my predecessor, from what we've learned internally and what you hear in the industry, judgment — good judgment — levied. The improvement of the Arbitron services has been on the drawing board and will continue for the next two or three years, and for the moment there seems to be general agreement that what we're doing is what we ought to be doing in the way of good research.

## Improvement Priorities

**R&R:** *Can you be more specific about your priorities for improvement?*

**MM:** ESF continues and will be in place everywhere by sometime in 1982. Quarterly measurement becomes a fait accompli for the whole country, effective January 1. I don't want to put words in anyone's mouth but I have not heard any negative response to Quarterly Measurement anywhere in the industry.

**"The diary is the most accurate and best way to measure radio audiences."**

Everybody seems to believe this is inherently better research, so that's there. Our research department is constantly investigating way to improve our research techniques, specifically the diary — we are constantly evaluating whether it is the best diary. There are going to be some changes this fall. "We're doing a series of things constantly trying to improve the research to best ascertain what the radio audience is.

**R&R:** *As we look at the decade of the 80's, have you been able in your short tenure to form a future vision for radio measurement?*

**MM:** I think a decade is a long time for me to speculate.

**R&R:** *Has Arbitron gone beyond 1982 when ESF will be in place in all syndicated markets?*

**MM:** There is an outside possibility we will continue to investigate the single-person-per-household diary concept. From a practical point of view I can't tell you right now whether we can afford to do it, or whether the industry will pay for it, and I can't tell you honestly that it is better research than what we are currently doing, but it is conceivable that if you are talking long-term that this is the way radio research may be going.

**R&R:** *Do you think there is a possibility that a new measurement instrument will be utilized by Arbitron this decade, other than the diary?*



**MM:** I don't think so. The professional research people that work for Arbitron are convinced that the diary is the most accurate and best way to measure radio audiences.

**R&R:** *What steps are ahead in the next few years that will increase the reliability of the estimates?*

**MM:** We currently have standard procedures — **TR** (telephone retrieval) and the personal placement

and retrieval of diaries in Hispanic homes. Our investigation of the propriety of that method of getting radio audiences into the book has gone on for six or seven years. We may be coming to a point where we have sufficient evidence to come to a conclusion on telephone retrieval and personal placement and retrieval. We might say we know that this is the best way to do it. Or we may say that we think we've found another way more suitable for the accurate measurement of black and Hispanic audiences.

**R&R:** *Are you referring to the differential survey treatment?*

**R&R:** I am, and the results at this moment are inconclusive.

**R&R:** *When do you think research could be concluded on this so that Arbitron can announce yes or no on differential survey treatment?*

**MM:** We hope that in the next two months our research staff can look at the weight of evidence from six years of research and will be able to make a precise recommendation as to what we ought to do and even when it would be most suitable to do it.

## Sales Challenges In The 80's

**R&R:** *How do you think Arbitron can help radio sales meet the challenges of the 80's?*

**MM:** I don't want to sound too idealistic but I'll give you what I think. We do "how to use" courses throughout the land, almost for any group that wants them. We will establish in the fourth quarter of this year the Arbitron Rating Workshop. The intent of all of this effort is to make radio broadcasters aware of what we do, how better to understand and use the data we provide, and how better to translate that data into dollars — because without that the whole exercise is pointless. The concept of this entire procedure is to say to a radio broadcaster, "Follow my pattern, interpret the data this way, and you can turn around and sell an advertiser more effectively than before," because maybe this is something he hasn't seen before.

**R&R:** *Do you see a way that Arbitron results can be presented in a more understandable form to a local advertiser? A retailer, for example.*

**MM:** I think we might get agreement that the current local market report is not ideal and maybe contains too much information. It has come to pass because certain aspects of the industry have requested certain data, and that data has been added, etc. We would very much like to fully examine the content of the book and the way it's laid out, but it will take a while because it's a major project to re-evaluate entirely and maybe do a revision of the report. But to be honest, we have to go to every segment of our marketplace, get their feedback, and then find some major areas of agreement before we could revise the local market report.

**R&R:** *Do you think that Qualidata — which provides qualitative information for a market — will ever seep down into the markets outside the top 20? Does Arbitron have a plan for that so local advertisers will have additional information on which to base their buying decisions?*

**MM:** No plans at the moment. We are going to do nine markets and anticipate the maximum will be 20, perhaps on an erroneous supposition that there will be no interest below market 20. I don't know what the interest will be in the medium and smaller markets.

**R&R:** *Do you think national radio ad dollars are going to remain stable or do you see a decrease during the 80's?*

**MM:** To be honest with you I don't understand the pattern of radio ad expenditures. Logic will tell you that when times are tough there is a drop in the amount of TV expenditures — and you would expect that there would be a converse increase in the amount of radio expenditures. Sometimes that happens, but sometimes radio suffers also. There isn't any pattern, so I don't know the answer to the question. However, radio has survived handily with 13% increases in the last few years — and I don't see anything that would change that.

**R&R:** *There are those that charge that the Arbitron report is not a viable local sales tool, that the system is geared to the major national ad agencies and clients. Do you feel this is a valid claim?*

**MM:** I doubt it because I suspect there are some aspects of the market report that are usable on a local basis, to show an advertiser the benefits of a station. Understand that there has been a conceptual change. It used to be, in both TV and radio, that no local salesperson ever looked at the ratings book. You sold on your good looks and the ability to buy a drink once in a while. That concept finally changed because everyone realized that the rat-



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World Radio History

# Membrado

Continued from Page 12

ings are here to stay, they seem to reflect the audience, therefore we had better learn to understand what these books are saying. Local TV salespeople and in major radio markets, are getting more use from the books.

**R&R:** Are there any plans at Arbitron to help radio deal with competitive media, especially the local newspapers?

**MM:** Beyond Qualidata, there is nothing on the drawing board at this time.

## Diary Improvements Coming

**R&R:** Do you have any idea when the diary will be changed to incorporate an additional column that will capture listening away from home and in a vehicle?

**MM:** No, and the other area we may look at is working women. We will go to the industry — the Advisory Council, RAB Goals, but I don't think we are even in a position to recommend that we go to the changes until the research suggests that we do it.

**R&R:** On both the working women and the vehicles situation, is additional research still needed, in your opinion?

**MM:** I think so. I don't think we've come to a final conclusion on either issue.

**R&R:** With regard to Quarterly Measurement, it appears that in the Spring sweep there was tremendous oversample in the top three markets. Does Arbitron intend to keep or strive for in-tab goals as high as they were in the spring, or is there going to be a reduction down to more normal in-tab figures?

**MM:** We are proposing sample size increases in most markets across the country, but I am sure that even with the increase in samples it probably will not go back to the levels achieved this past sweep, especially in Chicago, for example. That was simple error on our part.

**R&R:** Will you be a visible spokesperson for Arbitron and for radio?

**MM:** Yes, but I'm going to need a wee bit of time. There are aspects that I'll be asked to speak on that I'm not currently competent . . . to speak on. Nobody wants to stand up and be a goddamn fool. But I hope to be the Arbitron spokesman any number of places, any number of times. I'll address myself to those subjects that I'm comfortable with, and defer to my associates on those items that I'm not comfortable with.

*"If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background."*

## 80's Timetable

**R&R:** Here are some possible action items for the 80's. Let's see what your thoughts might be on these areas. Improving Arbitron's field operations and survey implementation staffs — do you see any hope of going from the current decentralized setup to a more centrally organized operation, where supervision is possible?

**MM:** There is a list of things which I will get you which we have done to improve the quality of field interviewing in the short time that I've been here. There are 12 items on that list, from training to bonuses, to closer supervision, to education in Beltsville. You are right, this is an area of major concern, and a hell of a lot has been done to improve what we've done in this area.

As for the decentralization issue, we are in the slow process of developing WATS centers, from which a substantial number — in excess of a million

calls per year — will be originated in a center at Laurel. There will be direct supervision by professionals, I hope. How far it goes depends on the success of the first one. Eventually we may go to two or three centers.

**R&R:** Do you have any timetable as to when this might get rolling?

**MM:** I hope we can get it early next year.

**R&R:** Diary security, media affiliation, survey intrusion are constant problems. Do you have any ideas as to how this problem can be alleviated?

**MM:** We are working on one solution. A research test was just completed in which we measured the benefit of asking the media affiliation question up front during the placement phone call. I don't have a memo from them saying what we should or should not do in this area, but my supposition is that we may wish to introduce the media affiliation question in our first phone call.

## Contract Pricing

**R&R:** Given the context of the current hassle over the new Arbitron rate card and contract, do you think an alternative pricing policy may be available in the 80's? For example, as Dick Logan mentioned recently to me, might it make sense to price according to the station's gross revenues annually?

**MM:** We are not wedded to the highest open minute rate concept currently in use. We have said

*"The current local market report is not ideal and maybe contains too much information."*

to the industry that if they have any suggestions that have merit, we will gladly entertain and examine those ideas. Ain't nothing coming back. Now, as far as Dick's concept is concerned, sure, it's feasible to evolve a revenue structure based on station billing, but how do you ascertain for a fact what that station's billing was for the previous year? It would be preferable if that information came from a governmental agency, stated as a fact. We don't even know if the government would even give us the information.

**R&R:** What do you see ahead as the revenue guidelines that will be coming down from Control Data? Using today's rate as an index of 100, what will broadcasters be paying Arbitron in the next five to ten years.

**MM:** This is a highly sensitive point. It is the prime concern of radio broadcasters and we are hy-

persensitive to it. I don't know that I can answer you in terms of revenues or profit margins. What is pertinent is that we do not intend to take advantage of the position in which we find ourselves in the radio research field. The rate increases that will be going into effect are literally for improved service — ESF, Quarterly measurement, and additional sample — so there is an increase, but you get something for it. I hope that is the philosophy we can follow over the years.

## Management Style

**R&R:** What credo would you like to leave with our readers regarding how Arbitron radio will function under your tutelage?

**MM:** I say this, and I mean it: we will be as open with anybody — subscriber, non-subscriber — as we conceivably can be. You know what our procedures are, what our edit rules are. Whatever we do is fair game. We'll be glad to talk about, tell people

why we do it. I don't think our clients are ever going to agree that we are always correct because we come from different positions, but we're in a business where we can't have too many secrets. We're going to tell you what we're doing, what we are thinking of doing before it gets set in concrete, and we're going to communicate as best we can.

**R&R:** For those that want to communicate with Arbitron Radio, with you, how would you suggest they do that?

**MM:** It's a good question. You have my guarantee that anyone who writes here will get a response as thoughtful as we can get back to them.

**R&R:** In a timely fashion?

**MM:** Not as timely as I'd like! But there is an acknowledgement within 48 hours that we have at least gotten the letter and are looking into it.

**R&R:** How do you see the relationship between Arbitron Radio under your guidance, and the Arbitron Radio Advisory Council?

**MM:** I think the association is based on mutual respect. They don't pull any punches. The council has been contributors to any number of changes in Arbitron services, and that is a fact. That's a good relationship.

**R&R:** Are you going to be encouraging more guests, more input from people not on the council?

**MM:** That decision is made by the council itself

**R&R:** What about the concept of having some

one at Laurel with a communications background to act as a referee or ombudsman, resolving production conflicts as they arise?

**MM:** It is worth looking into.

**R&R:** There is much that the TV AID system does that is not available yet on radio AID. Do you foresee a time, for example, when customized demographics can be developed through the radio AID system?

**MM:** I hope so, but I don't know when. We are constantly looking for ways to improve AID, and would hope that we can do it faster than we have been able to do up to now. A lot of our future depends on how well we provide AID to our customers.

**R&R:** Do you foresee a time in the 80's when through AID or another technique, there would be no ratings books as we now know them?

**MM:** It is talked about at Arbitron, it is conceptualized, and I think I'll be in a box in Woodlawn before it ever happens. There's a lot to be said for the emotional satisfaction of a hard copy item showing the audience figures.

**R&R:** There has been criticism of your appointment, given the fact that your radio experience is skimpy. How would you answer those critics?

**MM:** I hope I was picked because I am a broadcaster who cares about the industry, and there are some credentials, for what they're worth. When I got out of school I went to work for an agency. At that time TV was not a major factor. This agency put its young staffers to work in media research. I got to work in radio with such people as Claude Hooper. It was what I did for two years, it was the first thing I did in this business, and I hope I retained some of that knowledge. I was also on the board of directors of a company (KATZ rep firm) where radio was an integral part of our business. If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background. I think I am sensitive to the part that Arbitron plays in the radio industry.

— Jhan Hiber





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# George Nicholaw

## Arbitron Radio Advisory Council Chairman

**George Nicholaw**, VP/GM of **KNX/Los Angeles** (a **CBS O&O**), was recently elected chairman of the **Arbitron Radio Advisory Council**. Nicholaw, who succeeded **Ed Christian** of **WNIC-AM-FM/Detroit**, has been Chairman for about six months, so we thought it would be a good time to get his thoughts on the role of the Council, assess the job it's doing, and obtain his opinions about Arbitron.

**R&R:** *George, what would you say is the major goal of the Council under your chairmanship?*

**GN:** We would like to try and help subscribers deal with what they perceive as inadequacies in Arbitron's system of audience measurement. Some specific concerns deal with diary placement and retrieval, sampling persons in groups quarters like dorms and military installations, and the viability of Expanded Sample Frame and Quarterly Measurement.

visory body to Arbitron. We can only hope to sometimes force them to reevaluate ways of dealing with the questions and problems that are brought before us. We try to cover problems that affect subscribers and nonsubscribers alike. After all, a problem now faced by a non-subscriber may soon be faced by a subscriber.

**R&R:** *What if the station that's brought a problem to its representatives on the Council is not satisfied with the outcome of the Council/Arbitron discussions?*

items, plus bringing to Arbitron's attention the station issues, have been examples of the Council at work.

### Improvements Desired

**R&R:** *What areas of improvement would you like to see Arbitron implement?*

**GN:** The perfect thing would be for Arbitron to survey every market 365 days per year. I would like to see them move in that direction. I really would like to see consistent metro definitions be used across the country. In some areas the SMSA is used, while in others the consolidated definition is the guideline. Many people find it very difficult to accept the way new Arbitron proposals are voted upon in separate markets. Arbitron announces the outcome of a vote, but I'd like to see a rollcall vote, which would mean that Arbitron would let all subscribers know how everyone voted on a certain issue. Finally, I am disappointed that Arbitron sells, rather than gives, advance share figures to subscribers. I think all subscribers in a market should have free access to advance ratings data.

**R&R:** *The area of Arbitron's credibility vis-a-vis the Council is an important one. How do you know that what Arbitron is saying to you and the Council is indeed the reality of the situation?*

**GN:** It is very difficult. We try to elicit the best kind of response and analyze the data they give us.

*"The perfect thing would be for Arbitron to survey every market 365 days per year."*

**R&R:** *What about the issue of rates that stations pay to Arbitron?*

**GN:** On legal advice neither we nor Arbitron can discuss financial aspects of the company. Thus, it's not up to the Council, but to the industry as a whole, to deal with money matters with Arbitron.

### Council/Arbitron Interaction

**R&R:** *What other areas of industry/Arbitron relations do you delve into on the Council and at the joint Council/Arbitron meetings four times yearly?*

**GN:** The area of stations' issues — disagreements with Arbitron over some policy matter — is a foremost item of concern. Now, at our quarterly meetings, station issues are the very first matter on the agenda. We hope to get response from Arbitron by the third meeting day, to give us some guidelines as to what Arbitron will or will not do in the relevant case. We have made it a policy that station issues are included in the minutes of the meeting.

It is important to remember that we are only an ad-

**GN:** The new Broadcast Rating Council mediation procedure may help. We can't run Arbitron's business for them — all we can do is just expose them to the feelings of their subscribers and devote time to trying to find solutions to the problems.

**R&R:** *What would you say have been the accomplishments of the Council to date?*

**GN:** One thing we have done is make other Ar-

*"It is unfortunate that we in the radio industry have only one ratings service."*

bitron subscribers realize that the Council was not a bad idea. The fact that it has caught on was evident in the number of persons that ran for the six openings, this past spring, on the Council. I think also that the meeting in El Paso was good in that we got Arbitron to revise its thinking on some aspects of Quarterly Measurement. The winter and summer sweeps were reduced to 10 weeks, and the dates for the fall surveys in both '80 and '81 were made congruent. These

We really aren't equipped to question them in detail, although we do have research expertise available to us in an advisory capacity.

**R&R:** *What final word do you have for our readers?*

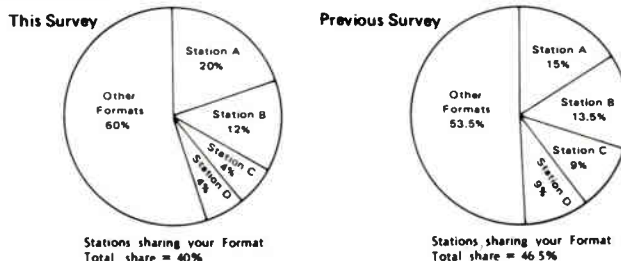
**GN:** It is unfortunate that we in the radio industry have only one ratings service; it is not the best of all possible worlds. However, the Council is making an effort, and through us I would encourage the industry to flood Arbitron with input on their service.

## Elementary Procedures For Market Overview

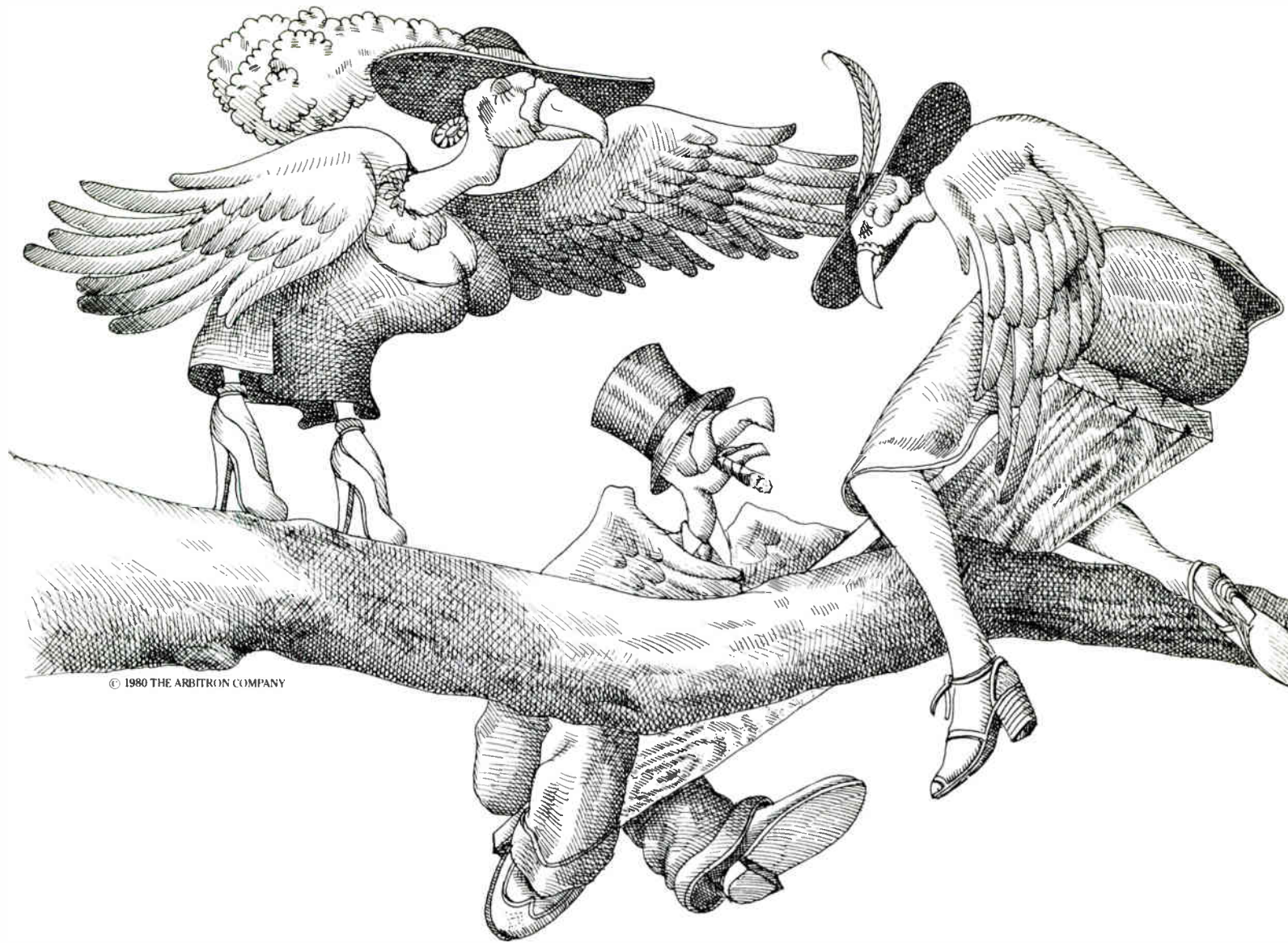
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

- 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.



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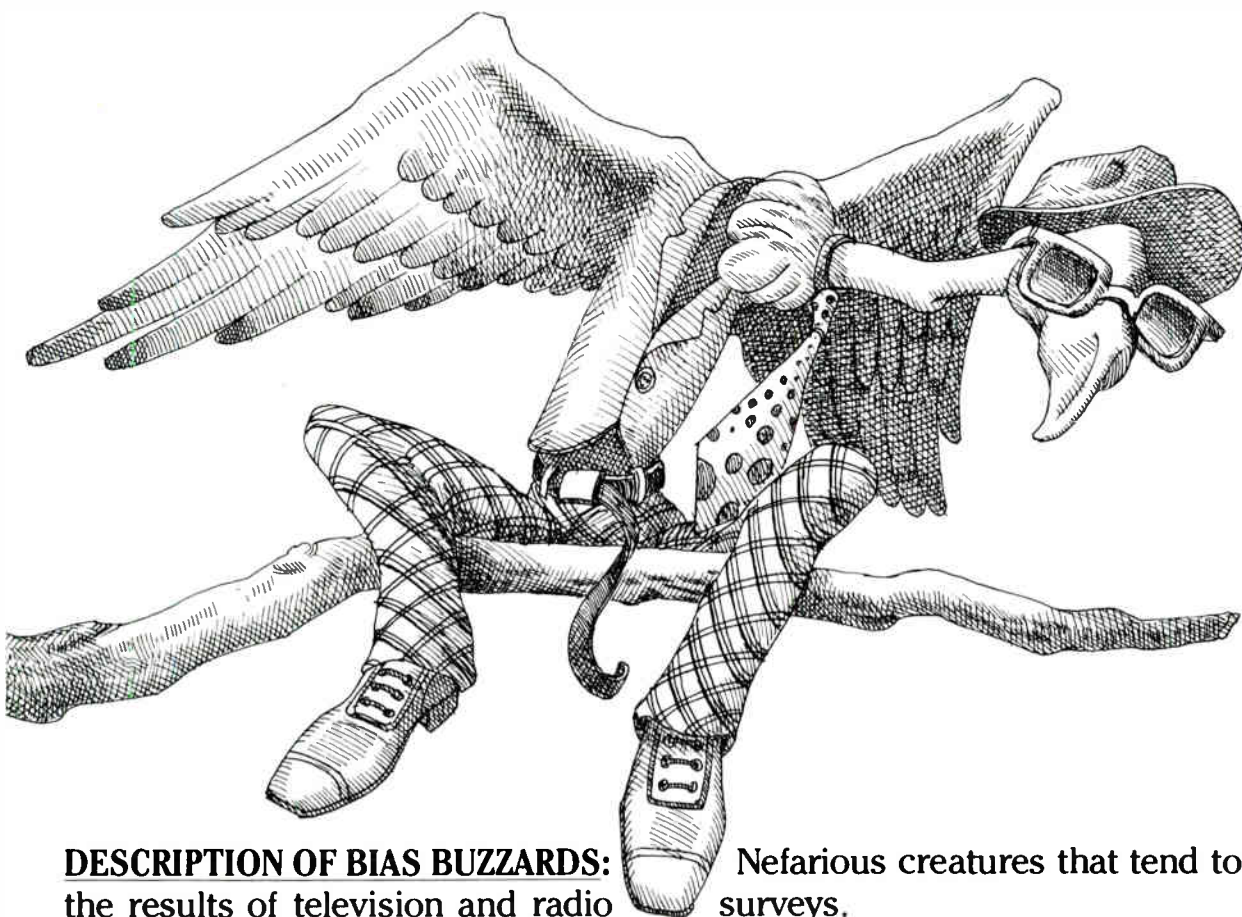
# **THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE**

## **THE BIAS BUZZARDS**

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**CD** CONTROL DATA CORPORATION





**DESCRIPTION OF BIAS BUZZARDS:** Nefarious creatures that tend to imbalance the results of television and radio surveys.

**HABITS:** The Bias Buzzards pick at the randomly placed diaries, causing the usable sample to differ from the population. Thus, some sample variables may not be in proper proportion to the market being measured. Sample variables attacked by the Bias Buzzards are:

**GEOGRAPHY:** Causing the % of returned diaries by county or geographic area to differ from that of the market.

**WEEK:** Causing some weeks to have a disproportionate number of returned diaries. This could affect the four week estimates reported for television viewing.

**AGE/SEX:** Causing a disproportionate number of diaries from young males to be excluded, while leaving too many from older respondents in the sample. (In television we also watch for Buzzard attacks on age of head of household.)

**RACE:** Causing the true representation of Blacks and Hispanics in the sample to be affected. Arbitron takes special care to achieve a proportionate response.

**CABLE:** Causing a lower rate of return in television surveys from non-cable households, bringing their representation out of line.

**CAUTION:** Unless a way is found to correct for the effect of these Bias Buzzard attacks, sample returns may not reflect the actual population.

**HOW TO TREAT ATTACK:** Since all surveys are attacked by these biases, Arbitron uses a technique called Sample Balancing. This allows the variables of a survey to be weighted to minimize the effect of the Biases. So Arbitron can help keep survey results more accurate.

For more detailed information on Bias Buzzards and other beasts in the ratings jungle, contact your Arbitron representative. **ARBITRON**

# Drive-Time Dominators

Who are the top air personalities in the nation? What are the top 50 stations in morning and afternoon drive? The information below gives you an overview of the dominant stations in each of radio's key periods and answers those questions.

R&R has compiled data from the A/M '80 Arbitron reports relating to the dayparts of Monday-Friday, 6-10am and 3-7pm. We have ranked stations ac-

ording to their average quarter-hour shares and 12+ cume for these dayparts. Ranks are shown with station, market, and format, plus where applicable the name of the drivetime personality. Thanks to Arbitron, we are also able to include the audience estimates in this year's edition, thus allowing readers the chance to see just how powerful each personality is.

## Top 50 Average Quarter Hour Share, 12+ AM Drive (M-F, 6-10am)

1. <i>WWNC/Asheville</i> (C)	56.1	Scotty Rhodarmer
2. <i>WJBC/Bloomington, IL</i> (PA)	54.2	Don Munson
3. <i>KGBT/McAllen</i> (S)	43.8	Jorge Guillen/Hugo De La Cruz
4. <i>WOWO/Ft. Wayne</i> (PA)	41.6	Bob Sievers
5. <i>WTIC/Hartford</i> (PA)	41.2	Bob Steele
6. <i>KFAB/Omaha</i> (PA)	38.1	Don Cole
7. <i>WRBQ-AM-FM/Tampa</i> (R)	37.2	Cleveland Wheeler
7. <i>WMT/Cedar Rapids</i> (PA)	37.2	Jerry Carr
9. <i>WCCO/Minneapolis</i> (PA)	36.1	Charlie Boone/Roger Erickson
10. <i>WRVA/Richmond</i> (PA)	35.8	Alden Aaroe
11. <i>WWVA/Wheeling</i> (C)	35.1	Bud Forte
12. <i>KDKA/Pittsburgh</i> (PA)	33.9	Jack Bogut
13. <i>KMON/Great Falls</i> (C)	32.6	Dave Wilson
14. <i>WGEE/Green Bay</i> (C)	32.5	Sean Marshall
15. <i>KTWO/Casper</i> (PA)	32.3	Terry Gross
16. <i>KMOX/St. Louis</i> (T)	31.7	Bob Hardy/Rex Davis
17. <i>KQDI/Great Falls</i> (R)	31.2	Mike Dalton
18. <i>KLUR/Wichita Falls</i> (C)	30.5	Jim Russell
19. <i>KWWL/Waterloo</i> (PA)	30.2	Kelly Fox
20. <i>WVLK/Lexington</i> (R)	29.9	Dave Murray
21. <i>KATI/Casper</i> (R)	29.8	Terry White
22. <i>WHBC/Canton</i> (PA)	29.6	Bob Krahling
23. <i>KSEL-AM-FM/Lubbock</i> (R)	27.9	Stan Castles
23. <i>WHP/Harrisburg</i> (PA)	27.9	Ron Drake
25. <i>KSOO/Sioux Falls</i> (PA)	27.8	Wayne Pritchard
25. <i>WKZO/Kalamazoo</i> (PA)	27.8	John McKay
27. <i>KVOC/Casper</i> (C)	27.4	Dick Grogg
28. <i>KDAL/Duluth</i> (PA)	27.3	Hunter Como
29. <i>KONA/Pasco</i> (PA)	27.2	Kent Weborn
30. <i>KOOK/Billings</i> (R)	26.9	Major Dan Miller/Gary Prindle
31. <i>KVOL/Lafayette</i> (R)	26.6	Kim Canard
32. <i>WROK/Rockford</i> (R)	26.5	Bill Phillips
33. <i>KYYA/Billings</i> (R)	26.4	Kurt Anthony
34. <i>KRMG/Tulsa</i> (PA)	26.2	John Erling
34. <i>WSYR/Syracuse</i> (PA)	26.2	Don Dauer
36. <i>WGY/Schenectady</i> (PA)	26.1	John Leslie
37. <i>WELI/New Haven</i> (PA)	26.0	Ron Rohmer
37. <i>WGBF/Evansville</i> (R)	26.0	Steve Riley
37. <i>WLVA/Lynchburg</i> (PA)	26.0	Jackson Hill
40. <i>WFBG/Altoona</i> (R)	25.7	Sean McKay
40. <i>WIKY-FM/Evansville</i> (R)	25.7	Robin Luse
42. <i>WMAZ/Macon</i> (PA)	25.6	Bill Powell
43. <i>KBOI/Boise</i> (PA)	25.4	Lon Dunn
43. <i>WHBF/Rock Island</i> (C)	25.4	Sam Cornette
43. <i>WICC/Bridgeport</i> (R)	25.4	Bill Hickok
46. <i>KFGO/Fargo</i> (C)	25.3	Bill Hoverson
47. <i>KIT/Yakima</i> (PA)	25.2	Bob Liddle/Dave Hanson
47. <i>WSBT/South Bend</i> (PA)	25.2	Jon Thompson
49. <i>WKEE-WHTN/Huntington</i> (R)	25.0	Steve Hayes
50. <i>WSLI/Jackson</i> (PA)	24.8	Jim Neal

## Top 50 Average Quarter Hour Share, 12+ PM Drive (M-F, 3-7pm)

1. <i>WBBQ-AM-FM</i> (R)	39.5	Dick Shannon
2. <i>WWNC/Asheville</i> (C)	35.3	Randy Houston
3. <i>KLUR/Wichita Falls</i> (C)	30.5	J.C. Martin
4. <i>KGBT/McAllen</i> (S)	30.3	Hugo De La Cruz/Ramon Tellez
4. <i>KYYA/Billings</i> (R)	30.3	Jack Bell
6. <i>KATI/Casper</i> (R)	29.7	Bob Brashear
7. <i>KTWO/Casper</i> (PA)	28.4	Dave Osborne/Kathy Rae
8. <i>WFBG/Altoona</i> (R)	27.7	Tony Booth
9. <i>WQSM/Fayetteville</i> (R)	27.3	"TM Stereo Rock"
10. <i>WIKY-FM/Evansville</i> (PA)	26.9	Rob George
11. <i>KWWL/Waterloo</i> (PA)	26.5	Tommy Lewis
11. <i>WWVA/Wheeling</i> (C)	26.5	Frank Karroll
13. <i>KQDI/Great Falls</i> (R)	26.1	Scott Greeley
14. <i>KVOC/Casper</i> (C)	25.7	Don Claunch
15. <i>WJBC/Bloomington, IL</i> (PA)	25.0	Stew Salowitz
16. <i>KWTO-FM/Springfield, MO</i> (R)	24.7	"TM Stereo Rock"
17. <i>WPFR/Terre Haute</i> (A)	24.4	R.J. Cortrecht
18. <i>KTMT/Medford</i> (BM)	24.1	Jeff Lemucchi
18. <i>WIXX/Green Bay</i> (R)	24.1	"TM Stereo Rock"
20. <i>WCGQ/Columbus, GA</i> (R)	23.1	Larry O'Day
21. <i>KOOK/Billings</i> (R)	23.0	Alan Moss
22. <i>WISE/Asheville</i> (R)	22.8	Mike Edwards
22. <i>WJMI/Jackson</i> (B)	22.8	Don Edwards
24. <i>KMON/Great Falls</i> (C)	22.7	Mark Daniels
24. <i>WCCK/Erie</i> (R)	22.7	Bill Shannon
26. <i>WANM/Tallahassee</i> (B)	22.3	Joe Bullard
27. <i>WGBF/Evansville</i> (R)	22.1	Chris Cox
27. <i>WJJS/Lynchburg</i> (B)	22.1	Robert Goins
29. <i>WVAF/Charleston, WV</i> (R)	22.0	Gary Mitchell
30. <i>KVOO/Tulsa</i> (C)	21.7	Jim Tanner
30. <i>KYJC/Medford</i> (R)	21.7	Tony Kay
32. <i>KVOL/Lafayette</i> (R)	20.8	Rene Nobles
33. <i>WFMF/Baton Rouge</i> (R)	20.6	J.J. Stones
34. <i>WMT/Cedar Rapids</i> (PA)	20.5	Gary Edwards
35. <i>KFGO/Fargo</i> (C)	20.1	Larry Homuth
35. <i>KQWB/Fargo</i> (PA)	20.1	Bill Richards/Barbara Ann
37. <i>WKQQ/Lexington</i> (A)	20.0	Dave Krusenklous
37. <i>WOWO/Ft. Wayne</i> (PA)	20.0	Chris Roberts/Robb Westaby
39. <i>WCKS/Cocoa Beach</i> (R)	19.9	Gabriel Burton
39. <i>WMAZ-FM/Macon</i> (R)	19.9	"Drake-Chenault XT-40"
41. <i>KSSK/Honolulu</i> (PA)	19.6	Michael W. Perry
42. <i>KSSN/Little Rock</i> (C)	19.4	Bob Robbins
42. <i>WHSL/Wilmington, NC</i> (R)	19.4	Mike Grohman
44. <i>KEYS/Corpus Christi</i> (R)	19.3	Robert A.
44. <i>KNJW/Great Falls</i> (R)	19.3	Bob Pepper/Eveleen Gray
44. <i>WEZN/Bridgeport</i> (BM)	19.3	Edward Zelle
47. <i>KFQD/Anchorage</i> (PA)	19.2	John Rode
47. <i>WKRQ/Mobile</i> (PA)	19.2	Randy Patrick
49. <i>KBFM/McAllen</i> (R)	19.1	Steve Owens
49. <i>WBNQ/Bloomington, IL</i> (PA)	19.1	Mike Justin



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# Drive-Time Dominators

## Top 50 Cume Persons 12+ AM Drive (M-F, 6-10am)

1. WINS/New York (N)	1,708,800	Jim McGiffert/Paul Smith/ Lew Fisher
2. WCBS/New York (N)	1,651,400	Jim Donnelly/Lou Adler
3. WNBC/New York (R)	1,316,300	Don Imus
4. WABC/New York (R)	1,267,900	Dan Ingram
5. WBLS/New York (B)	1,134,900	Ken "Spider" Webb
6. WOR/New York (T)	1,106,700	John Gambling
7. WGN/Chicago (T)	1,102,700	Wally Phillips
8. WKTU/New York (B)	1,069,900	G. Keith Alexander
9. KYW/Philadelphia (N)	936,900	Harry Johnson/Harry Donohue/Bob Witten
10. WPLJ/New York (A)	817,300	Jim Kerr
11. WLS/Chicago (R)	766,800	Larry Lujack
12. KFWB/Los Angeles (N)	752,900	Charlie Braylor/Chet Douglas
13. KNX/Los Angeles (N)	752,400	Russ Powell/Alex Sullivan
14. WBBM/Chicago (N)	726,100	John Hultman
15. KDKA/Pittsburgh (PA)	682,500	Jack Bogut
16. WRFM/New York (BM)	628,800	Jim Alyward
17. WCCO/Minneapolis (PA)	607,300	Charlie Boone/Roger Erickson
18. KMOX/St. Louis (T)	604,000	Bob Hardy/Rex Davis
19. KABC/Los Angeles (T)	602,500	Ken Minyard/Bob Arthur
20. WNEW/New York (PA)	597,500	Ted Brown
21. WCBS-FM/New York (O)	567,400	Harry Harrison
22. WJR/Detroit (PA)	565,900	J.P. McCarthy
23. WBZ/Boston (PA)	543,100	Dave Maynard
24. KGO/San Francisco (N/T)	531,300	Jim Dunbar/Ted Wygant
25. KCBS/San Francisco (N)	524,200	Ken Ackerman/Steve Lamar/Al Hart
26. WPAT-FM/New York (BM)	516,700	Ken Lamb/Bob Capps
27. WHN/New York (C)	505,500	Del DeMontreux
28. KFI/Los Angeles (R)	487,200	Al Lohman/Roger Barkley
29. WEEI/Boston (N)	477,400	Diane Stern/Bill Lawrence
30. WNEW-FM/New York (A)	472,300	Dave Herman
31. KMET/Los Angeles (A)	471,200	Jeff Gonzer
32. WYNY/New York (PA)	467,200	Dan Daniel
33. WMCA/New York (T)	446,800	Bob Grant/Janet Rose
34. WMAQ/Chicago (C)	441,500	Lee Sherwood
35. WMAL/Washington, DC (PA)	434,400	Harden/Weaver
36. WLUP/Chicago (A)	432,900	Steve Dahl
37. WHDH/Boston (PA)	430,100	Jess Cain
38. WXLO/New York (R)	419,300	Scotty Brink
39. KLAC/Los Angeles (C)	402,300	Gene Price
40. CKLW/Detroit (R)	399,000	Dick Purtan/Tom Ryan
41. KBIG/Los Angeles (BM)	398,500	Phil Reed/Bill Ratner
42. WIP/Philadelphia (PA)	398,200	Ken Garland
43. WPAT/New York (BM)	397,400	Ken Lamb/Bob Capps
44. KIIS-FM/Los Angeles (R)	393,300	Bruce Phillip Miller
45. KFRC/San Francisco (R)	387,600	Dr. Don Rose
46. KRTH/Los Angeles (R)	378,400	John London/Ron Engleman
47. KHJ/Los Angeles (R)	375,200	Rick Dees
48. WBAL/Baltimore (PA)	371,200	Bob Jones
49. KRLA/Los Angeles (R)	362,200	Art Laboe
50. WIND/Chicago (N)	357,600	Lee Rodgers

## Top 50 Cume Persons 12+ PM Drive (M-F, 3-7pm)

1. WABC/New York (R)	1,243,100	Bob Cruz
2. WBLS/New York (B)	1,225,700	Frankie Crocker
3. WKTU/New York (B)	1,200,800	Paco
4. WNBC/New York (R)	1,108,900	Frank Reed
5. WCBS/New York (N)	1,020,200	Pat Parson/Ben Farnsworth
6. WINS/New York (N)	987,400	Stan Z. Burns/Don Baldwin/Irwin Brown
7. WPLJ/New York (A)	876,900	Pat St. John
8. WRFM/New York (BM)	683,800	Wes Richards
9. WLS/Chicago (R)	647,200	John Landecker
10. WCBS-FM/New York (O)	633,400	Dick Heatherton
11. WGN/Chicago (T)	616,500	Bill Berg
12. WPAT-FM/New York (BM)	610,500	Automated
13. WMCA/New York (T)	566,500	Barry Farber
14. KNX/Los Angeles (N)	533,000	Harry Birrell
15. WOR/New York (T)	532,200	Gene Klaven
16. KMET/Los Angeles (A)	529,300	Jack Snyder
17. WJR/Detroit (PA)	523,500	Jim Davis
18. KDKA/Pittsburgh (PA)	520,700	Bill Steinbach
19. KYW/Philadelphia (N)	518,800	Bob Nelson
20. KFWB/Los Angeles (N)	504,200	Dan Avey/Jim Burson
21. WNEW-FM/New York (A)	500,500	Scott Muni
22. KABC/Los Angeles (T)	497,700	Geoff Witcher/Bud Furillo/Rick Talley
23. WPAT/New York (BM)	492,900	Automated
24. WHN/New York (C)	486,800	Mike Fitzgerald
25. WYNY/New York (PA)	471,000	Steve O'Brien
26. WXLO/New York (R)	465,300	Mike Wade
27. WBBM/Chicago (N)	464,600	Sherm Kaplan/Alan Crane
28. KBIG/Los Angeles (BM)	462,400	Grant Nielsen
29. WNEW/New York (PA)	460,300	Jim Lowe
30. KMOX/St. Louis (T)	446,700	Art Fleming
31. WRIF/Detroit (A)	435,500	Arthur Penhallow
32. WMAQ/Chicago (C)	421,600	Charlie O'Neil
33. WPIX/New York (R)	401,100	Dennis Quinn
34. WLOO/Chicago (BM)	398,200	Ralph Rowland
35. KIIS-FM/Los Angeles (R)	398,100	Mike Wagner
36. KGO/San Francisco (N/T)	391,800	Ed Baxter/Diana Walter
37. WCCO/Minneapolis (PA)	388,300	Steve Cannon
38. WLUP/Chicago (A)	386,500	Mitch Michaels
39. KRTH/Los Angeles (R)	385,000	Brother John
40. KRLA/Los Angeles (R)	378,300	Johnny Hayes
41. KLAC/Los Angeles (C)	375,000	Harry Newman
42. KJOI/Los Angeles (BM)	368,400	Tom Storey
43. WMMR/Philadelphia (A)	360,200	Joe Bonnadonna
44. KCBS/San Francisco (N)	357,700	Barry Cooper/Don Mozley/Clancy Cassell
45. WHDH/Boston (PA)	350,700	Sean Casey
46. KFI/Los Angeles (R)	345,800	Jack Armstrong
47. WMGK/Philadelphia (PA)	343,800	Mike Bowe
48. KFRC/San Francisco (R)	340,300	Mike Novak
49. WLAK/Chicago (BM)	336,000	Dave Rafferty
50. KHJ/Los Angeles (R)	335,500	Charlie Fox





# HANDSHAKE

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THE PERFECT WAY TO BEGIN A RELATIONSHIP

World Radio History

# FORMAT LEADERS

What are the top 25 stations in the U.S.? Below you'll find the lists of stations — based on average quarter-hour share and cume persons — that are tops in the country.

On the pages that follow you will find the top ten stations in the U.S. for each of seven major formats (again ranked on average share and on total cume).

*Monday, Sunday, 6am-midnight, Metro, Total Average Persons 12+ Share. Total Cume Persons 12+.*

The formats for which you will find the listing of top stations are:

- AOR
- Beautiful Music
- Black/Pop Rhythms
- Contemporary Hit Radio
- Country
- News/Talk
- Pop/Adult

## The Top 25 Stations In The U.S.

### Average Quarter Hour Shares

1	WWNC/Asheville (C)	39.2
2	WJBC/Bloomington, IL (PA)	37.0
3	KLUR/Wichita Falls (C)	32.1
4	KYYA/Billings (R)	30.2
5	KATI/Casper (R)	29.7
5	KTWO/Casper (PA)	29.7
7	KVOL/Lafayette (R)	29.0
8	KWWL/Waterloo (PA)	27.6
9	WBBQ-FM/Augusta (R)	27.2
9	KFAB/Omaha (PA)	27.2
11	WWVA/Wheeling (C)	27.1
12	WFBG/Altoona (R)	27.0
12	KVOC/Casper (C)	27.0
14	WMT/Cedar Rapids (PA)	26.5
15	WIKY-FM/Evansville (PA)	26.3
16	KMON/Great Falls (C)	26.1
16	KQDI/Great Falls (R)	26.1
18	WOWO/Ft. Wayne (PA)	26.0
19	KDKA/Pittsburgh (PA)	25.3
20	WTIC/Hartford (PA)	24.2
21	KOOK/Billings (R)	23.3
21	WCCK/Erie (R)	23.3
23	WQSM/Fayetteville (R)	23.2
24	KFGO/Fargo (C)	22.8
25	WGEE/Green Bay (C)	22.7

### Cume Persons

1	WABC/New York (R)	2,509,200
2	WINS/New York (N)	2,507,000
3	WCBS/New York (N)	2,304,200
4	WNBC/New York (R)	2,258,200
5	WBLS/New York (B)	2,080,100
6	WKTU/New York (B)	2,028,500
5	WOR/New York (T)	1,831,100
8	WPLJ/New York (A)	1,478,500
9	WGN/Chicago (T)	1,416,100
10	KYW/Philadelphia (N)	1,327,300
11	WCBS-FM/New York (O)	1,321,300
12	WLS/Chicago (R)	1,315,800
13	WRFM/New York (BM)	1,267,800
14	WPAT-FM/New York (BM)	1,227,100
15	WBBM/Chicago (N)	1,155,700
16	KFWB/Los Angeles (N)	1,144,100
17	KNX/Los Angeles (N)	1,116,400
18	KABC/Los Angeles (T)	1,067,700
19	WMCA/New York (T)	1,044,800
20	WHN/New York (C)	1,036,800
21	WNEW/New York (PA)	1,033,100
22	KDKA/Pittsburgh (PA)	1,015,600
23	WJR/Detroit (PA)	1,004,900
24	WYNY/New York (PA)	972,300
25	WXLO/New York (R)	971,200



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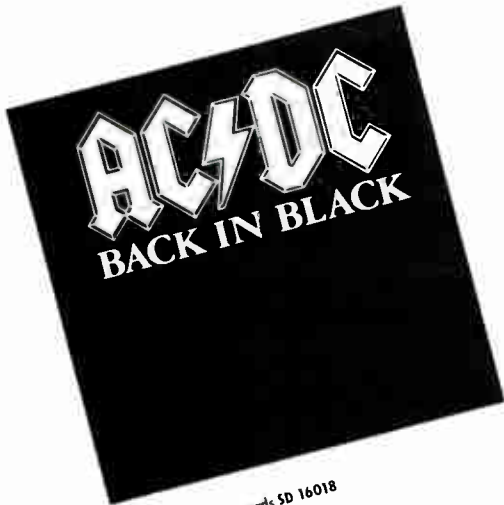
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# WE ALWAYS RATE!



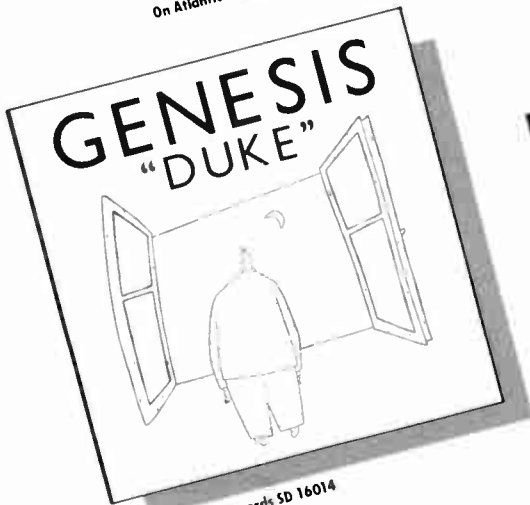
On Atlantic Records SD 16018



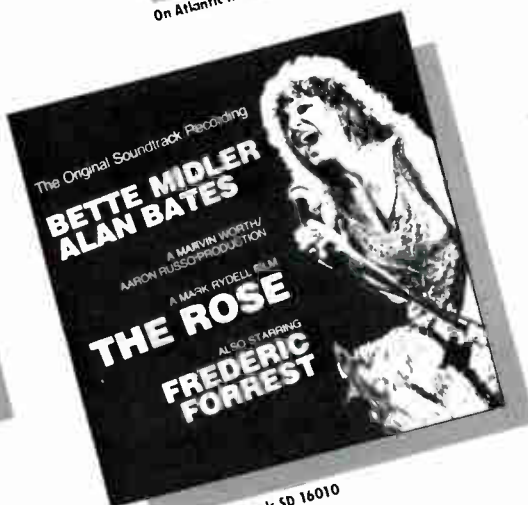
On Atlantic Records SD 16017



On Atlantic Records SD 16016



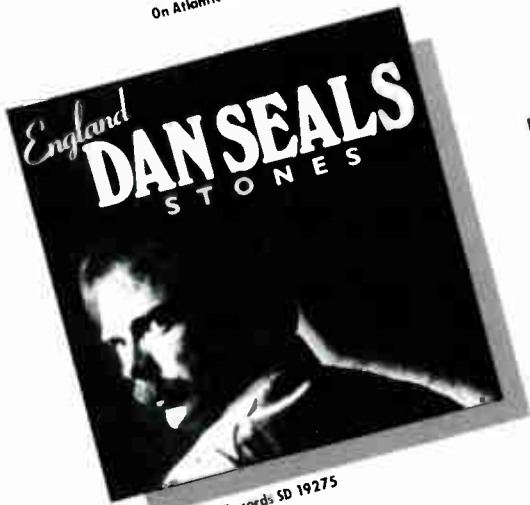
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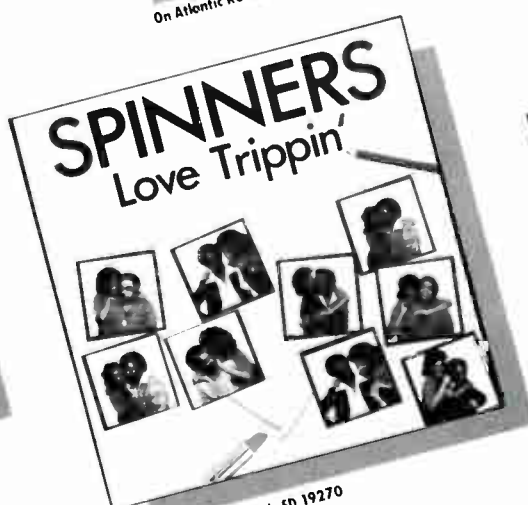
On Atlantic Records SD 16010



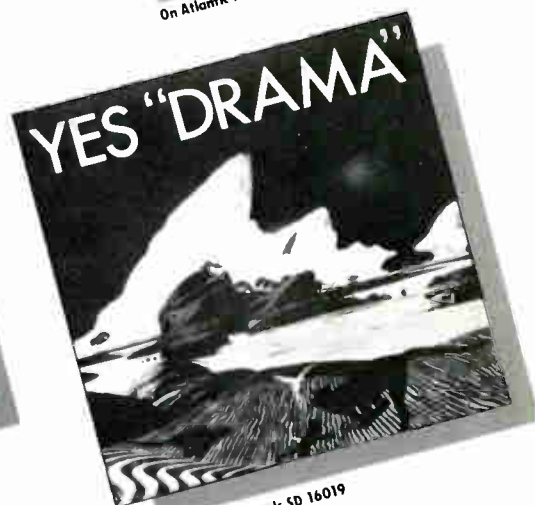
On Atlantic Records SD 19273



On Atlantic Records SD 19275



On Atlantic Records SD 19270

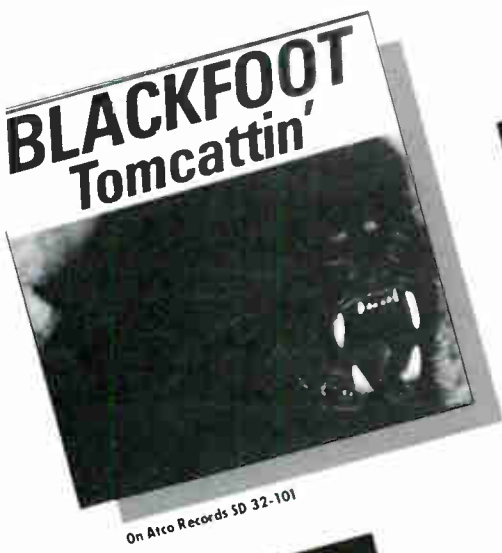


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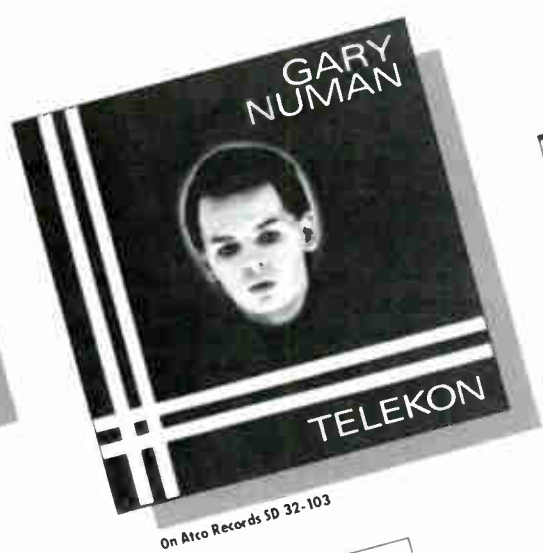


Give the gift of music

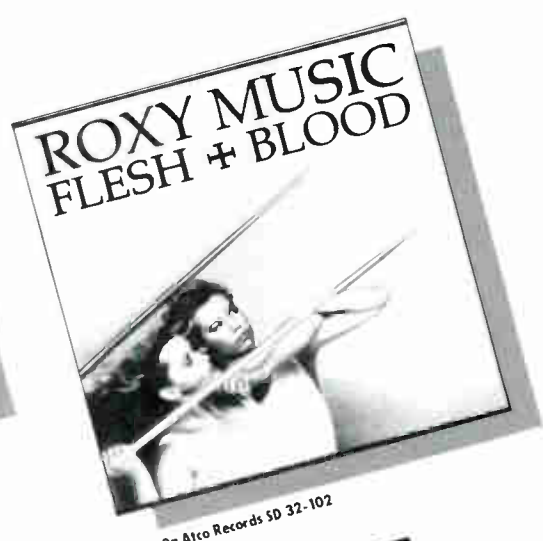




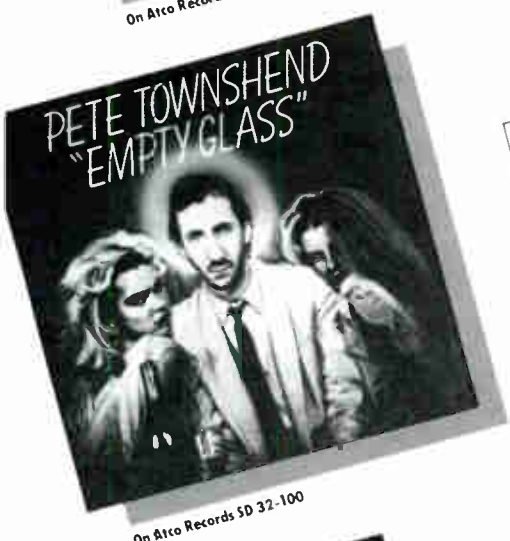
On Atco Records SD 32-101



On Atco Records SD 32-103



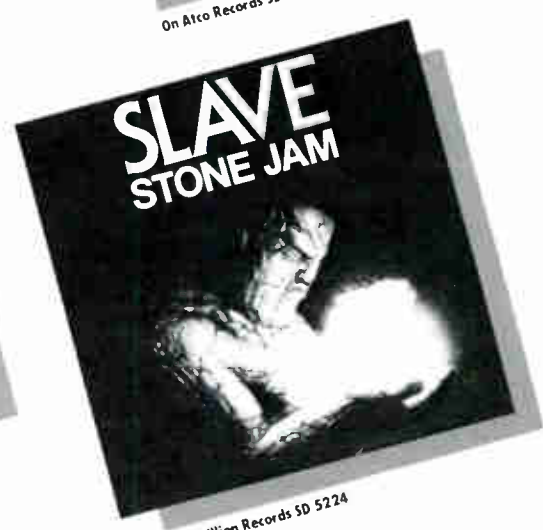
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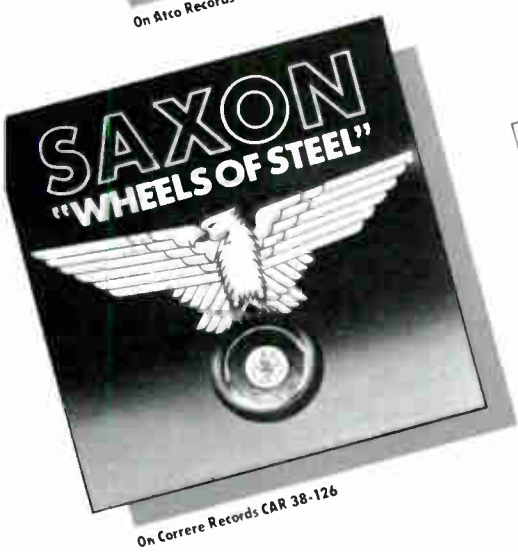
On Atco Records SD 32-100



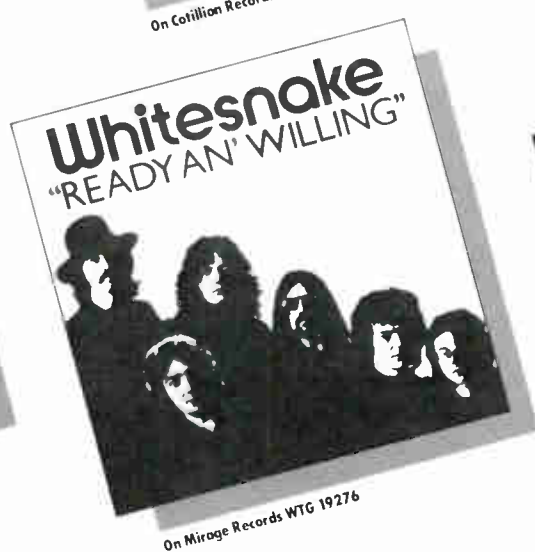
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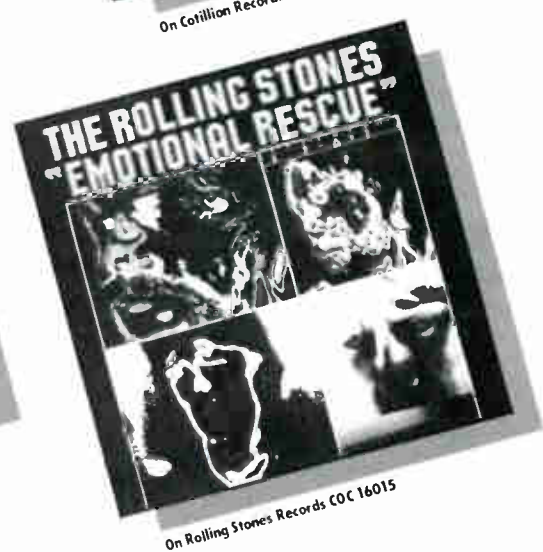
On Cotillion Records SD 5224



On Carrere Records CAR 38-126



On Mirage Records WTG 19276



On Rolling Stones Records COC 16015

# High-raters on Atlantic/Atco/Cotillion & Custom Labels.

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# FORMAT LEADERS



## Average Quarter Hour Shares

1	WPFR/Terre Haute	18.2
2	WKQQ/Lexington	16.5
3	WIOT/Toledo	15.1
4	KZAP/Sacramento	14.6
5	WILS-FM/Lansing	14.4
6	WABB-FM/Mobile	13.3
7	KSMB/Lafayette	12.9
8	WLVQ/Columbus, OH	12.5
8	WAAF/Worcester	12.5
10	WAAL/Binghamton	12.4

## Cume Estimates

1	WPLJ/New York	1,478,500
2	WNEW-FM/New York	937,500
3	KMET/Los Angeles	933,500
4	WLUP/Chicago	711,900
5	WRIF/Detroit	667,400
6	KLOS/Los Angeles	617,600
7	KNX-FM/Los Angeles	595,800
8	WMMR/Philadelphia	577,500
9	WNIC/Detroit	519,400
10	WWWW/Detroit	480,700



## Average Quarter Hour Shares

1	KTMT/Medford	22.1
2	WEZK/Knoxville	19.9
3	WWLV/Daytona Beach	19.0
4	WQYT/Binghamton	17.4
5	WHIO-FM/Dayton	17.0
6	WEZV/Ft. Wayne	16.9
7	WLVU/Erie	16.8
8	WFPG/Atlantic City	16.2
8	WEZN/Bridgeport	16.2
10	WSRS/Worcester	16.0

## Cume Estimates

1	WRFM/New York	1,267,800
2	WPAT-FM/New York	1,227,100
3	WPAT/New York	961,200
4	KBIG/Los Angeles	834,800
5	WLOO/Chicago	787,100
6	KJOI/Los Angeles	746,700
7	WLAK/Chicago	664,900
8	KOST/Los Angeles	535,300
9	WDVR/Philadelphia	517,000
10	WJIB/Boston	507,000

# Black / Pop Rhythms

## Average Quarter Hour Shares

1	WJJS/Lynchburg	22.2
2	WANM/Tallahassee	20.5
3	WJMI/Jackson	20.2
4	WOKS/Columbus, GA	15.6
5	WBOP/Pensacola	15.2
6	WWIL/Wilmington, NC	14.7
7	WIOC/Columbia, SC	14.6
7	WIDU/Fayetteville	14.6
9	WHRK/Memphis	12.6
10	WENN-FM/Birmingham	12.4

## Cume Estimates

1	WBLS/New York	2,080,100
2	WKTU/New York	2,028,500
3	KUTE/Los Angeles	482,000
4	WBMX/Chicago	457,700
5	WDAS-FM/Philadelphia	426,700
6	WGCI/Chicago	404,600
7	KDAY/Los Angeles	391,700
8	KSOL/San Francisco	386,900
9	WCAU-FM/Philadelphia	381,700
10	KDIA/San Francisco	352,800



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Beautiful music in Tampa	WJYW-FM
Beautiful music in San Diego	KEZL-FM
Beautiful music in Detroit	WCZY-FM
Beautiful music in Cleveland	WDOK-FM
MOR in Cleveland	WWWE
Black programming in Chicago	WVON and WGCI-FM
News/Talk in San Diego	KSDO
All News in St. Louis	KSD
Adult contemporary music in St. Louis	KSD-FM
Contemporary music in Los Angeles	KIIS-FM
Religion in Los Angeles	KPRZ
Religion in Detroit	WLQV

In every market we're in, on every station we own, careful programming strategy is the key to our success. We're positioned uniquely. We're programmed better. It's part of what's made us one of the fastest growing groups of stations in the country.



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**A WORLD OF DIFFERENT VOICES  
WHERE FREEDOM SPEAKS**

# CONTEMPORARY HIT RADIO

## Average Quarter Hour Shares

1	KYYA/Billings	30.2
2	KATI/Casper	29.7
3	KVOL/Lafayette	29.0
4	WBBQ-FM/Augusta	27.2
5	WFBG/Altoona	27.0
6	KQDI/Great Falls	26.1
7	KOOK/Billings	23.3
7	WCKE/Erie	23.3
9	WQSM/Fayetteville	23.2
10	KWTO/Springfield, MO	22.4

## Cume Estimates

1	WABC/New York	2,509,200
2	WNBC/New York	2,258,200
3	WLS/Chicago	1,315,800
4	WXLO/New York	971,200
5	WPIX/New York	826,800
6	KIIS-FM/Los Angeles	803,600
7	KRTH/Los Angeles	785,500
8	KFI/Los Angeles	784,200
9	KRLA/Los Angeles	730,600
10	KFRC/San Francisco	698,200

# Country

## Average Quarter Hour Shares

1	WWNC/Asheville	39.2
2	KLUR/Wichita Falls	32.1
3	WWVA/Wheeling	27.1
4	KVOC/Casper	27.0
5	KMON/Great Falls	26.1
6	KFGO/Fargo	22.8
7	WGEE/Green Bay	22.7
8	KIXZ/Amarillo	19.8
9	WIVK-FM/Knoxville	19.7
9	KVOO/Tulsa	19.7

## Cume Estimates

1	WHN/New York	1,036,800
2	WMAQ/Chicago	848,400
3	KLAC/Los Angeles	782,800
4	WBAP/Dallas	454,500
5	KSCS-FM/Dallas	392,200
6	KIKK-FM/Houston	357,800
7	KNEW/San Francisco	333,200
8	WJEZ/Chicago	323,900
9	WCXI/Detroit	304,400
10	WDGY/Minneapolis	275,100

# News/Talk

## Average Quarter Hour Shares

1	KMOX/St. Louis	21.6
2	WHO/Des Moines	16.9
3	WBBW/Youngstown	14.2
4	WMBD/Peoria	13.9
5	WOMP/Wheeling	12.0
6	KYW/Philadelphia	11.4
7	WGN/Chicago	10.9
8	WIBX/Utica	10.7
9	KGO/San Francisco	9.0
10	KIRO/Seattle	8.9

## Cume Estimates

1	WINS/New York	2,507,000
2	WCBS/New York	2,304,200
3	WOR/New York	1,831,100
4	WGN/Chicago	1,416,100
5	KYW/Philadelphia	1,327,300
6	WBBM/Chicago	1,155,700
7	KFWB/Los Angeles	1,144,100
8	KNX/Los Angeles	1,116,400
9	KABC/Los Angeles	1,067,700
10	WMCA/New York	1,044,800

# P/A

## Average Quarter Hour Shares

1	WJBC/Bloomington, IL	37.0
2	KTWO/Casper	29.7
3	KWWL/Waterloo	27.6
4	KFAB/Omaha	27.2
5	WMT/Cedar Rapids	26.5
6	WIKY-FM/Evansville	26.3
7	WOWO/Ft. Wayne	26.0
8	KDKA/Pittsburgh	25.3
9	WTIC/Hartford	24.2
10	WCCO/Minneapolis	22.5

## Cume Estimates

1	WNEW/New York	1,033,100
2	KDKA/Pittsburgh	1,015,600
3	WJR/Detroit	1,004,900
4	WYNY/New York	972,300
5	WBZ/Boston	817,800
6	WCCO/Minneapolis	773,600
7	WHDH/Boston	737,200
8	WTFM/New York	695,400
9	KMPC/Los Angeles	689,200
10	WIP/Philadelphia	642,300



# THINK OF EVERYTHING YOU REALLY NEED —

## **IN A MUSIC SELECTION SYSTEM**

—think of

- an interactive or fully automated music selection using your exact policy, clock and playlist
- selection using 23 different tests according to your priorities
- hour and day part protection rules for sound code, artists, title and cut
- control and judgment all human, machine does all the work
- playlist control, useful management reports, demographics
- flexible, intelligently written, humane and friendly system
- basic system handles playlist of 2700, can be expanded to suit your needs
- both systems run on DEC 1103

—think of *Selector*

## **IN A CALL-OUT SURVEY SYSTEM**

—think of a system that

- generates random legitimate phone numbers
- helps you compose and keep up to 53 surveys of 50 queries and 200 respondents each, with up to 1000 titles for all the surveys, two artists and a classification code for each title, and 100 free-form multiple-choice questions
- keeps respondent files by name, age, sex, zip code and phone numbers
- does trend analysis, cross-tabs, histograms, top and bottom tested titles, confidence units, and some fancy question analyses

—think of **SAMPLER**

**THINK OF RADIO COMPUTING SERVICES**



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## A/M '80 Market Overview

The April/May '80 Arbitron survey results in Akron were fairly stable. The perennial market leader, Pop/Adult WAKR, improved slightly to score its best book since O/N '78. Among other leading Akron stations, Beautiful Music WAEZ became the new runner-up in the metro, while Country WSLR slipped for the second straight report, and has lost several shares since the A/M '79 survey. Part of the reason for the WSLR decline in this sweep was a softness in the AM drive daypart, where a new personality was brought in. Increased familiarity with the new morning jock may help to reverse WSLR's fortunes in upcoming surveys. WSLR spent less on outside advertising in this sweep than in the fall effort.

From an Arbitron performance perspective, this survey was apparently handled well. The metro in-tab was up 10% from the fall sweep, with no demo drastically underrepresented in the in-tab returns. With the Expanded Sample Frame technique due to be implemented in Akron in the upcoming Fall survey, it will be interesting to see what impact that has on the O/N '80 Arbitron estimates.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	14.3	14.5
2 WMMS-FM	10.3	11.4
3 WSLR-AM	8.7	6.5
4 WGAR-AM	7.5	6.5
5 WWHH-FM	5.3	5.5
6 WAEZ-FM	5.2	5.3
7 WZZP-FM	4.7	5.2
8 WDBN-FM	4.3	5.0
9 WHLO-AM	3.4	4.2
10 WKDD-FM	3.0	4.2
11 WGCL-FM	2.9	4.2
12 WQAL-FM	2.9	3.2
13 WKNT-FM	2.6	2.6
14 WCUE-AM	2.1	2.0
15 WNYN-AM	1.8	2.0
16 WDMT-FM	1.5	1.8
17 WWHW-AM	1.4	1.3
18 WHK-AM	1.3	1.1
19 WDOK-FM	1.3	1.0
20 WCLV-FM	1.2	1.0
21 WJW-AM	0.9	0.8
22 WKNT-AM	0.9	0.7
23 WRBC-FM	0.7	0.7
24 WOOS-FM	0.5	0.5
25 WERE-AM	0.5	0.5
26 WKSX-FM	0.5	
27 WTOF-FM	0.5	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	122	121
2 WMMS-FM	88	95
3 WSLR-AM	74	54
4 WGAR-AM	64	54
5 WWHH-FM	45	46

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WMMS-FM	WMMS-FM
3 WMMS-FM	WSLR-AM	WGAR-AM
4 WGAR-AM	WGAR-AM	WSLR-AM
5 WHLO-AM	WHLO-AM	WGCL-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WMMS-FM	WAKR-AM
2 WMMS-FM	WAKR-AM	WMMS-FM
3 WGAR-AM	WAEZ-FM	WAEZ-FM
4 WSLR-AM	WGAR-AM	WSLR-AM
5 WAEZ-FM	WZZP-FM	WDBN-FM

Teens  
M-S, 6am-Midnight  
POP(00): 714

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WMMS-FM
3 WGCL-FM	WWWH-FM	WZZP-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WGCL-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WMMS-FM
3 WMMS-FM	WWWH-FM	WZZP-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WGCL-FM	WMMS-FM
2 WZZP-FM	WZZP-FM	WGCL-FM
3 WWHH-FM	WWWH-FM	WZZP-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 2017

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WWHH-FM	WKDD-FM	WKDD-FM
4 WKDD-FM	WZZP-FM	WGAR-AM
5 WZZP-FM	WWWH-FM	WGCL-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WAKR-AM	WAKR-AM	WAKR-AM
4 WSLR-AM	WKDD-FM	WKDD-FM
5 WWHH-FM	WGCL-FM	WDHT-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WGAR-AM	WMMS-FM	WMMS-FM
2 WMMS-FM	WKDD-FM	WKDD-FM
3 WWHH-FM	WGAR-AM	WGAR-AM
4 WKDD-FM	WZZP-FM	WZZP-FM
5 WZZP-FM	WWWH-FM	WWWH-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 2521

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WAEZ-FM	WAEZ-FM
3 WGAR-AM	WSLR-AM	WGAR-AM
4 WAEZ-FM	WGAR-AM	WSLR-AM
5 WMMS-FM	WMMS-FM	WMMS-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WSLR-AM	WGAR-AM
3 WGAR-AM	WGAR-AM	WSLR-AM
4 WMMS-FM	WDBN-FM	WAEZ-FM
5 WAEZ-FM	WMMS-FM	WKNT-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WSLR-AM	WAEZ-FM	WAKR-AM
2 WGAR-AM	WMMS-FM	WGAR-AM
3 WAEZ-FM	WKDD-FM	WSLR-AM
4 WAKR-AM	WGAR-AM	WAEZ-FM
5 WMMS-FM	WAKR-AM	WMMS-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	1802	1917
2 WMMS-FM	1205	1114
3 WGAR-AM	1046	1108
4 WSLR-AM	954	927
5 WWHH-FM	948	805

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WMMS-FM	WGAR-AM	WMMS-FM
3 WGAR-AM	WMMS-FM	WGAR-AM
4 WSLR-AM	WSLR-AM	WGCL-FM
5 WWHH-FM	WGCL-FM	WSLR-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WMMS-FM	WMMS-FM	WMMS-FM
3 WWHH-FM	WGAR-AM	WGCL-FM
4 WGAR-AM	WZZP-FM	WGAR-AM
5 WSLR-AM	WGCL-FM	WSLR-AM

### Teens M-S, 6am-Midnight POP(00): 714

A/M '79	O/N '79	A/M '80
1 WWHH-FM	WZZP-FM	WGCL-FM
2 WZZP-FM	WGCL-FM	WMMS-FM
3 WMMS-FM	WWWH-FM	WZZP-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WWHH-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WZZP-FM
3 WMMS-FM	WWWH-FM	WMMS-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WWHH-FM	WZZP-FM	WGCL-FM
2 WZZP-FM	WGCL-FM	WMMS-FM
3 WMMS-FM	WWWH-FM	WZZP-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 2017

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WWHH-FM	WKDD-FM	WGAR-AM
4 WAKR-AM	WAKR-AM	WZZP-FM
5 WKDD-FM	WZZP-FM	WGCL-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM
3 WWHH-FM	WAKR-AM	WAKR-AM
4 WAKR-AM	WKDD-FM	WKDD-FM
5 WZZP-FM	WWWH-FM	WGCL-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WWHH-FM	WGAR-AM	WGAR-AM
3 WGAR-AM	WWWH-FM	WAKR-AM
4 WKDD-FM	WZZP-FM	WWWH-FM
5 WZZP-FM	WKDD-FM	WZZP-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 2521

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WGAR-AM	WGAR-AM
3 WGAR-AM	WSLR-AM	WSLR-AM
4 WAEZ-FM	WAEZ-FM	WMMS-FM
5 WMMS-FM	WGCL-FM	WAEZ-FM

M-F, 6-10am

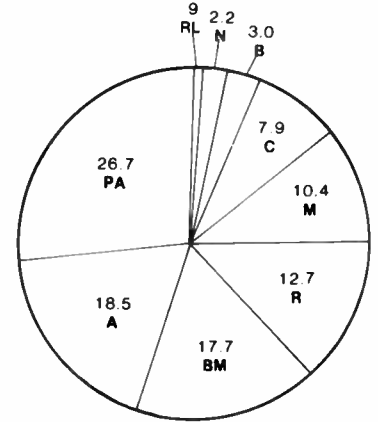
A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WGAR-AM	WGAR-AM
3 WGAR-AM	WSLR-AM	WSLR-AM
4 WAEZ-FM	WAEZ-FM	WMMS-FM
5 WMMS-FM	WMMS-FM	WAEZ-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WGAR-AM	WAKR-AM
2 WSLR-AM	WAKR-AM	WGAR-AM
3 WGAR-AM	WAEZ-FM	WSLR-AM
4 WAEZ-FM	WAEZ-FM	WMMS-FM
5 WMMS-FM	WMMS-FM	WAEZ-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Albany-Schnectady -Troy

METRO RANK

48

## A/M '80 Market Overview

Reversing a two-book trend, the metro in-tab increased substantially in the A/M '80 results from Arbitron, with a 30% increase compared to the Fall returns. The likely reason for this surge was the implementation of ESF for the first time in this market. To guard against a severe diary shortfall owing to the use of a new survey technique, Arbitron will sometimes oversample a metro, accounting for the jump in diaries. As a result, the data in this report is likely to be more stable than the numbers from the two previous ratings books.

Arbitron got back 25% of the metro in-tab from ESF homes. However, unlike other markets where there seemed to be a substantial adjustment among some stations due to the use of ESF, the numbers in Albany were fairly stable. Indeed, the format that fared the best (P/A) increased its share of the metro's listening by 25%, a result not often seen in markets when ESF is first used.

Among specific stations, WGY enjoyed its best book in recent years. Female numbers for the station showed an especially strong rise, gaining about 15% overall. WGY owned about 22% of the 25-54 market in the Albany metro. The station relied exclusively on TV advertising (as it did in the Fall book), while on-air excitement was generated through the use of the "Name Game" and oldies weekends.

Top 40 station WFLY also showed well. The station earned almost 19% of the 18-34 audience in this book, leading that key demo. Outside advertising consisted of a TV campaign, while on-air, WFLY gave away \$100 bills to listeners.

Beautiful Music station WROW-FM prospered this sweep. A change of music syndicators may have helped, as the station switched in February from Bonneville to Schulke. WROW-FM mounted a more pervasive outside ad campaign, using the Patrick O'Neal spot with print support.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	18.2	17.9
2 WROW-AM	12.8	11.1
3 WTRY-AM	10.3	8.9
4 WFLY-FM	7.0	8.4
5 WQBK-AM	6.7	7.4
6 WPTR-AM	5.1	5.9
7 WCFM-FM	5.1	5.2
8 WQBK-FM	4.5	4.8
9 WBSR-FM	4.1	4.7
10 WROW-FM	2.8	4.1
11 WQNA-FM	2.4	3.3
12 WQOM-FM	2.0	2.5
13 WOKO-AM	2.0	2.0
14 WHRL-FM	1.6	1.5
15 WHAZ-AM	1.1	1.2
16 WABY-AM	1.1	0.7
17 WCSS-AM	0.7	0.7
18 WWDW-AM	0.6	0.6
19 WWSC-AM	0.4	0.4
20 WYLR-FM	0.2	
21 WIZR-FM	0.2	
22 WIZR-AM	0.2	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	178	193
2 WROW-AM	125	119
3 WTRY-AM	101	96
4 WFLY-FM	69	90
5 WQBK-AM	66	80

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WTRY-AM
4 WQBK-AM	WQBK-AM	WFLY-FM
5 WFLY-FM	WFLY-FM	WQBK-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WFLY-FM
3 WTRY-AM	WFLY-FM	WROW-AM
4 WFLY-FM	WQBK-AM	WROW-FM
5 WQBK-AM	WTRY-AM	WTRY-AM

Teens  
M-S, 6am-Midnight  
POP(00): 834

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WPTR-AM	WCFM-FM

M-F, 6-10am

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WGY -AM	WCFM-FM

M-F, 3-7pm

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WYLR-FM	WCFM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2178

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WCFM-FM	WGY -AM
3 WQBK-FM	WTRY-AM	WQBK-FM
4 WCFM-FM	WGY -AM	WTRY-AM
5 WPTR-AM	WPTR-AM	WPTR-AM

M-F, 6-10am

1 WTRY-AM	WGY -AM	WGY -AM
2 WGY -AM	WFLY-FM	WFLY-FM
3 WCFM-FM	WTRY-AM	WTRY-AM
4 WFLY-FM	WCFM-FM	WQBK-FM
5 WPTR-AM	WPTR-AM	WPTR-AM

M-F, 3-7pm

1 WFLY-FM	WFLY-FM	WFLY-FM
2 WTRY-AM	WTRY-AM	WQBK-FM
3 WPTR-AM	WCFM-FM	WTRY-AM
4 WCFM-FM	WQBK-FM	WGY -AM
5 WQBK-FM	WQOM-FM	WPTR-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2861

A/M '79	O/N '79	A/M '80
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WQNA-FM
4 WPTR-AM	WPTR-AM	WROW-FM
5 WCFM-FM	WFLY-FM	WTRY-AM

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WPTR-AM
4 WPTR-AM	WPTR-AM	WQBK-AM
5 WROW-FM	WHSR-FM	WQBK-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WFLY-FM	WROW-FM
4 WPTR-AM	WTRY-AM	WQNA-FM
5 WFLY-FM	WRSR-FM	WRSR-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	2599	2661
2 WTRY-AM	1900	1802
3 WROW-AM	1652	1666
4 WPTR-AM	1465	1474
5 WFLY-FM	1246	1445

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY-AM	WROW-AM	WTRY-AM
3 WROW-AM	WTRY-AM	WROW-AM
4 WPTR-AM	WFLY-FM	WFLY-FM
5 WFLY-FM	WPTR-AM	WPTR-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WFLY-FM
3 WTRY-AM	WTRY-AM	WTRY-AM
4 WFLY-FM	WFLY-FM	WROW-AM
5 WPTR-AM	WPTR-AM	WPTR-AM

Teens  
M-S, 6am-Midnight  
POP(00): 834

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WPTR-AM	WPTR-AM	WCFM-FM

M-F, 6-10am

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WPTR-AM	WCFM-FM

M-F, 3-7pm

1 WFLY-FM	WFLY-FM	WFLY-FM
2 WTRY-AM	WTRY-AM	WTRY-AM
3 WPTR-AM	WCFM-FM	WCFM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2178

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WTRY-AM	WFLY-FM
2 WPTR-AM	WPTR-AM	WTRY-AM
3 WCFM-FM	WFLY-FM	WGY -AM
4 WFLY-FM	WCFM-FM	WCFM-FM
5 WGY -AM	WGY -AM	WPTR-AM

M-F, 6-10am

1 WTRY-AM	WTRY-AM	WTRY-AM
2 WPTR-AM	WPTR-AM	WFLY-FM
3 WGY -AM	WGY -AM	WGY -AM
4 WCFM-FM	WFLY-FM	WPTR-AM
5 WFLY-FM	WCFM-FM	WCFM-FM

M-F, 3-7pm

1 WTRY-AM	WTRY-AM	WFLY-FM
2 WPTR-AM	WFLY-FM	WTRY-AM
3 WFLY-FM	WPTR-AM	WPTR-AM
4 WCFM-FM	WCFM-FM	WCFM-FM
5 WQBK-FM	WGY -AM	WGY -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2861

A/M '79	O/N '79	A/M '80
1 WGY -AM	WGY -AM	WGY -AM
2 WTRY-AM	WTRY-AM	WROW-AM
3 WROW-AM	WPTR-AM	WTRY-AM
4 WPTR-AM	WROW-AM	WPTR-AM
5 WCFM-FM	WFLY-FM	WFLY-FM

M-F, 6-10am

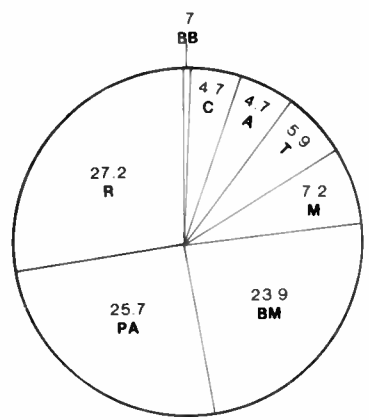
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WROW-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WROW-FM	WFLY-FM	WFLY-FM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WROW-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WFLY-FM	WFLY-FM	WROW-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Albuquerque

METRO RANK **85**

## A/M '80 Market Overview

A much heavier diary return in the metro, plus an increased showing on the part of the Beautiful Music leader in town, highlighted the Spring Albuquerque report.

In this book, the amount of in-tab diaries increased almost 25% compared to last spring. The additional 100 diaries mean more stable estimates for the Albuquerque area.

BM leader, KKJY, with the lure of the Patrick O'Neal TV spot, was able to add to its double digit share 12+ and become the new leader in the market. The Schulke-formatted station enjoyed worthwhile gains among its female audience, enabling it to tie KOB for the lead among adults 25-54, and dominate among adults 35+. With the growth of KKJY, Beautiful Music's share of the overall listening in Albuquerque has grown 62% since last spring.

Top 40's share of the market has slipped 23% since last spring, but KZZX was an exception in the latest book. Substantial gains among young adult males accounted largely for the station trying for the lead in men 18-34, as well as ranking second among adults 18-34. Biggest improvements came in morning drive and midday, partially due perhaps to a new morning man who began about one month prior to the sweep. Musically, KZZX went more "Top 40" in this book, hoping to fill a perceived void in the market. External advertising consisted of TV and outdoor boards.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 3417

	A/M '79	O/N '79	A/M '80
1 KOB -AM	11.2	KOB -AM	11.8
2 KRZY-AM	8.1	KKJY-FM	10.4
3 KRST-FM	7.3	KFMC-FM	9.5
4 KZIA-AM	7.1	KABQ-AM	7.6
5 KRKY-FM	6.6	KRZY-AM	7.3
6 KZZX-FM	6.2	KRST-FM	6.9
7 KABQ-AM	6.0	KZIA-AM	6.7
8 KRKF-AM	5.8	KOB -FM	6.2
9 KAMX-AM	4.8	KQEO-AM	4.7
10 KOB -FM	4.6	KZZX-FM	4.5
11 KFMC-FM	4.4	KRKE-AM	3.9
12 KRKE-FM	4.2	KAMX-AM	3.0
13 KQFO-AM	4.0	KRKF-AM	2.8
14 KUFF-AM	2.3	KHFM-FM	1.9
15 KKIM-AM	1.7	KKJY-AM	1.7
16 KKJY-AM	1.7	KDAZ-AM	1.3
17 KHFM-FM	1.5	KKIM-AM	0.9
18		KDQQ-AM	0.9

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3417

	A/M '79	O/N '79	A/M '80
1 KOB -AM	5R	KOB -AM	63
2 KRZY-AM	4.2	KKJY-FM	56
3 KRST-FM	3R	KFMC-FM	51
4 KZIA-AM	37	KABQ-AM	41
5 KKJY-FM	34	KRZY-AM	39

**M-F, 6-10am**

1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KFMC-FM	KKJY-FM
3 KABQ-AM	KRZY-AM	KRZY-AM
4 KZIA-AM	KKJY-FM	KOB -FM
5 KRKE-AM	KABQ-AM	KABQ-AM

**M-F, 3-7pm**

1 KOB -AM	KKJY-FM	KKJY-FM
2 KRST-FM	KZIA-AM	KOB -AM
3 KKJY-FM	KABQ-AM	KRZY-AM
4 KZIA-AM	KOB -AM	KFMC-FM
5 KRKE-AM	KFMC-FM	KZZX-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 483

	A/M '79	O/N '79	A/M '80
1 KRKE-AM	KFMC-FM	KAMX-AM	KAMX-AM
2 KZZX-FM	KRST-FM	KFMC-FM	KFMC-FM
3 KAMX-AM	KRKE-AM	KRKE-AM	KRKE-AM

**M-F, 6-10am**

1 KRKE-AM	KRKE-AM	KFMC-FM
2 KAMX-AM	KQEO-AM	KAMX-AM
3 KZZX-FM	KFMC-FM	KZZX-FM

**M-F, 3-7pm**

1 KAMX-AM	KFMC-FM	KFMC-FM
2 KRKE-AM	KRST-FM	KZZX-FM
3 KZZX-FM	KQEO-AM	KAMX-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1330

	A/M '79	O/N '79	A/M '80
1 KRST-FM	KFMC-FM	KFMC-FM	KFMC-FM
2 KZZX-FM	KRST-FM	KZZX-FM	KZZX-FM
3 KFMC-FM	KOB -AM	KOB -FM	KOB -FM
4 KOB -AM	KOB -FM	KOB -AM	KOB -AM
5 KRKE-AM	KZZX-FM	KRST-FM	KRST-FM

**M-F, 6-10am**

1 KOB -AM	KFMC-FM	KOB -AM
2 KZZX-FM	KOB -AM	KZZX-FM
3 KRZY-AM	KRST-FM	KOB -FM
4 KRKE-AM	KABQ-AM	KRKF-FM
5 KRST-FM	KRKE-AM	KFMC-FM

**M-F, 3-7pm**

1 KRST-FM	KFMC-FM	KZZX-FM
2 KFMC-FM	KRST-FM	KOB -AM
3 KRKE-AM	KZZX-FM	KOB -FM
4 KZZX-FM	KQEO-AM	KRKE-FM
5 KOB -AM	KOB -FM	KRST-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1641

	A/M '79	O/N '79	A/M '80
1 KOB -AM	KOB -AM	KKJY-FM	KKJY-FM
2 KRZY-AM	KABQ-AM	KOB -AM	KOB -AM
3 KKJY-FM	KRZY-AM	KRZY-AM	KRZY-AM
4 KABQ-AM	KKJY-FM	KOB -FM	KOB -FM
5 KOB -FM	KOB -FM	KFMC-FM	KFMC-FM

**M-F, 6-10am**

1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KABQ-AM	KRZY-AM
3 KABQ-AM	KRZY-AM	KKJY-FM
4 KKJY-FM	KKJY-FM	KOB -FM
5 KRKE-AM	KOB -FM	KABQ-AM

**M-F, 3-7pm**

1 KOB -AM	KABQ-AM	KKJY-FM
2 KRZY-AM	KKJY-FM	KOB -AM
3 KOB -FM	KOB -AM	KOB -FM
4 KABQ-AM	KRZY-AM	KRZY-AM
5 KKJY-FM	KOB -FM	KFMC-FM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3417

	A/M '79	O/N '79	A/M '80
1 KOB -AM	978	KOB -AM	1042
2 KRKE-AM	680	KRKE-AM	712
3 KRZY-AM	665	KFMC-FM	693
4 KZZX-FM	527	KKJY-FM	633
5 KQEO-AM	458	KQEO-AM	572

**M-F, 6-10am**

1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KFMC-FM	KRZY-AM
3 KRKE-AM	KRZY-AM	KKJY-FM
4 KZZX-FM	KRKE-AM	KFMC-FM
5 KQEO-AM	KKJY-FM	KABQ-AM

**M-F, 3-7pm**

1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KKJY-FM
3 KRZY-AM	KRZY-AM	KKJY-FM
4 KKJY-FM	KFMC-FM	KFMC-FM
5 KRST-FM	KKJY-FM	KZZX-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 483

	A/M '79	O/N '79	A/M '80
1 KRKE-AM	KRKE-AM	KAMX-AM	KAMX-AM
2 KQEO-AM	KAMX-AM	KFMC-FM	KFMC-FM
3 KZZX-FM	KFMC-FM	KRKE-AM	KRKE-AM

**M-F, 6-10am**

1 KRKE-AM	KRKE-AM	KAMX-AM
2 KQEO-AM	KQEO-AM	KFMC-FM
3 KAMX-AM	KFMC-FM	KRKE-AM

**M-F, 3-7pm**

1 KRKE-AM	KAMX-AM	KAMX-AM
2 KAMX-AM	KRKE-AM	KFMC-FM
3 KQEO-AM	KFMC-FM	KRKE-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1330

	A/M '79	O/N '79	A/M '80
1 KOB -AM	KFMC-FM	KFMC-FM	KFMC-FM
2 KRKE-AM	KOB -AM	KOB -AM	KOB -AM
3 KRKE-FM	KRKE-AM	KZZX-FM	KZZX-FM
4 KRST-FM	KQEO-AM	KRST-FM	KRST-FM
5 KZZX-FM	KRST-FM	KQEO-AM	KQEO-AM

**M-F, 6-10am**

1 KOB -AM	KFMC-FM	KOB -AM
2 KZZX-FM	KOB -AM	KZZX-FM
3 KRKE-AM	KRKE-AM	KFMC-FM
4 KRST-FM	KQEO-AM	KRKE-FM
5 KRZY-AM	KRST-FM	KQEO-AM

**M-F, 3-7pm**

1 KRST-FM	KFMC-FM	KOB -AM
2 KRKE-AM	KRKE-AM	KZZX-FM
3 KZZX-FM	KOB -AM	KRST-FM
4 KRKE-FM	KQEO-AM	KFMC-FM
5 KOB -AM	KRST-FM	KRKE-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1641

	A/M '79	O/N '79	A/M '80
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KRZY-AM	KKJY-FM	KKJY-FM
3 KOB -FM	KOB -FM	KFMC-FM	KFMC-FM
4 KKJY-FM	KKJY-FM	KRZY-AM	KRZY-AM
5 KRKE-AM	KRKE-AM	KOB -FM	KOB -FM

**M-F, 6-10am**

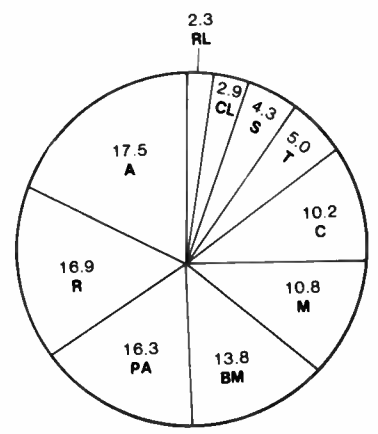
1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KRZY-AM	KRZY-AM
3 KKJY-FM	KOB -FM	KKJY-FM
4 KRKE-AM	KABQ-AM	KQEO-AM
5 KZZX-FM	KKJY-FM	KABQ-AM

**M-F, 3-7pm**

1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KOB -AM	KRZY-AM
3 KOB -FM	KABQ-AM	KKJY-FM
4 KRKE-AM	KKJY-FM	KQEO-AM
5 KKJY-FM	KRKE-AM	KRKE-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# Allentown-Bethlehem-Easton

METRO RANK **56**

## A/M '80 Market Overview

Beautiful Music has become the leading format in the Allentown area according to Arbitron's results. Compared to last spring, BM's share of the total listening was up 44%. Some of this increase may be attributed to the increased in-tab for older demos in the A/M '80 report; overall in-tab was up 32% compared to last year's A/M sweep, with most of the gains coming among older skewing demos. The market leader remains **WQQQ**, with BM competitor **WFMZ** showing a sizable jump in this book. **WFMZ**, using the **TM** format, and advertising in newspaper and on TV, registered substantial gains in every major daypart. The station cut its news and spot load during the survey.

Pop/Adult **WLEV** enjoyed healthy numbers in this report, tying **WQQQ** for second among adults 25-54, behind Country station **WXKW**, and reclaiming the 18-34 lead. **WLV** used an ad campaign that included newspaper and busboards, with some TV spots, and offered listeners a chance to win a trip to anywhere in the world.

At the younger end of the demographic spectrum, Top 40 **WAEB** showed positive signs this sweep, while AOR leader **WZZO** slipped. **WAEB** was successful in attracting more female listeners but did not outside advertising this sweep. Instead, the station concentrated on-air, with activities like a "Psychedon," which featured a psychic on-air, answering calls from listeners for 24 hours, and an oldies show on the weekends. The air staff has remained consistent also, helping the station to score number two among adults 18-34.

**WZZO's** air staff situation changed drastically just before the survey began. There was a complete housecleaning, including the PD and all jocks, so the **WZZO** audience may have been somewhat affected. **WZZO** lost much of its female audience figures but remains tops among men 18-34.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5333

A/M '79	O/N '79	A/M '80	WZZO-FM	WQQQ-FM	WLEV-FM	WXKW-FM	WAEB-AM	WFMZ-FM
1	9.9	12.4	12.4	12.1	11.7	9.8	9.1	8.1
2	9.0	10.8	10.8	10.8	10.8	10.8	10.8	10.8
3	8.5	8.2	8.2	8.2	8.2	8.2	8.2	8.2
4	8.4	8.2	8.2	8.2	8.2	8.2	8.2	8.2
5	8.2	7.0	7.0	7.0	7.0	7.0	7.0	7.0
6	8.1	4.8	4.8	4.8	4.8	4.8	4.8	4.8
7	6.1	4.5	4.5	4.5	4.5	4.5	4.5	4.5
8	3.9	3.6	3.6	3.6	3.6	3.6	3.6	3.6
9	3.8	3.4	3.4	3.4	3.4	3.4	3.4	3.4
10	3.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7
11	3.1	2.7	2.7	2.7	2.7	2.7	2.7	2.7
12	1.4	2.7	2.7	2.7	2.7	2.7	2.7	2.7
13	1.4	2.7	2.7	2.7	2.7	2.7	2.7	2.7
14		1.3	1.3	1.3	1.3	1.3	1.3	1.3
15		1.2	1.2	1.2	1.2	1.2	1.2	1.2
16		1.2	1.2	1.2	1.2	1.2	1.2	1.2
17		1.1	1.1	1.1	1.1	1.1	1.1	1.1
18		1.1	1.1	1.1	1.1	1.1	1.1	1.1
19		1.0	1.0	1.0	1.0	1.0	1.0	1.0
20		0.7	0.7	0.7	0.7	0.7	0.7	0.7
21		0.7	0.7	0.7	0.7	0.7	0.7	0.7
22		0.7	0.7	0.7	0.7	0.7	0.7	0.7
23		0.7	0.7	0.7	0.7	0.7	0.7	0.7
24		0.7	0.7	0.7	0.7	0.7	0.7	0.7
25		0.6	0.6	0.6	0.6	0.6	0.6	0.6
26		0.6	0.6	0.6	0.6	0.6	0.6	0.6
27		0.6	0.6	0.6	0.6	0.6	0.6	0.6
28		0.4	0.4	0.4	0.4	0.4	0.4	0.4

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5333

A/M '79	O/N '79	A/M '80	WZZO-FM	WQQQ-FM	WLEV-FM	WXKW-FM	WAEB-AM	WFMZ-FM
1	93	101	101	99	88	88	82	77
2	85	88	88	88	88	88	88	88
3	80	88	88	88	88	88	88	88
4	79	67	67	67	67	67	67	67
5	77	57	57	57	57	57	57	57

M-F, 6-10am

1	WEST-AM	WXKW-FM	WAEB-AM
2	WAEB-AM	WQQQ-FM	WLEV-FM
3	WXKW-FM	WZZO-FM	WXKW-FM
4	WLEV-FM	WZZO-FM	WFMZ-FM
5	WQQQ-FM	WFMZ-FM	WFMZ-FM

M-F, 3-7pm

1	WLEV-FM	WQQQ-FM	WLEV-FM
2	WXKW-FM	WZZO-FM	WQQQ-FM
3	WAEB-AM	WXKW-FM	WXKW-FM
4	WZZO-FM	WAEB-AM	WAEB-AM
5	WKAP-AM	WLEV-FM	WZZO-FM

Teens  
M-S, 6am-Midnight  
POP(00): 617

1	WAEB-AM	WZZO-FM	WZZO-FM
2	WZZO-FM	WAEB-AM	WLEV-FM
3	WKAP-AM	WYSP-FM	WAEB-AM

M-F, 6-10am

1	WAEB-AM	WAEB-AM	WAEB-AM
2	WZZO-FM	WZZO-FM	WZZO-FM
3	WKAP-AM	WEEX-AM	WLEV-FM

M-F, 3-7pm

1	WZZO-FM	WZZO-FM	WZZO-FM
2	WAEB-AM	WAEB-AM	WLEV-FM
3	WKAP-AM	WYSP-FM	WAEB-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1660

1	WLEV-FM	WZZO-FM	WLEV-FM
2	WZZO-FM	WXKW-FM	WAEB-AM
3	WAEB-AM	WLEV-FM	WZZO-FM
4	WKAP-AM	WAEB-AM	WXKW-FM
5	WXKW-FM	WSAN-AM	WQQQ-FM

M-F, 6-10am

1	WLEV-FM	WZZO-FM	WLEV-FM
2	WZZO-FM	WAEB-AM	WAEB-AM
3	WAEB-AM	WXKW-FM	WZZO-FM
4	WXKW-FM	WLEV-FM	WXKW-FM
5	WEEX-AM	WEEX-AM	WKAP-AM

M-F, 3-7pm

1	WLEV-FM	WZZO-FM	WLEV-FM
2	WZZO-FM	WLEV-FM	WZZO-FM
3	WKAP-AM	WXKW-FM	WAEB-AM
4	WAEB-AM	WAEB-AM	WKAP-AM
5	WXKW-FM	WSAN-AM	WQQQ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2448

1	WXKW-FM	WQQQ-FM	WXKW-FM
2	WLEV-FM	WXKW-FM	WLEV-FM
3	WAEB-AM	WLEV-FM	WQQQ-FM
4	WKAP-AM	WAEB-AM	WAEB-AM
5	WQQQ-FM	WZZO-FM	WFMZ-FM

M-F, 6-10am

1	WAEB-AM	WXKW-FM	WAEB-AM
2	WLEV-FM	WAEB-AM	WXKW-FM
3	WXKW-FM	WQQQ-FM	WLEV-FM
4	WEST-AM	WLEV-FM	WQQQ-FM
5	WKAP-AM	WEEX-AM	WFMZ-FM

M-F, 3-7pm

1	WXKW-FM	WQQQ-FM	WLEV-FM
2	WLEV-FM	WXKW-FM	WXKW-FM
3	WAEB-AM	WLEV-FM	WQQQ-FM
4	WKAP-AM	WZZO-FM	WAEB-AM
5	WQQQ-FM	WAEB-AM	WFMZ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5333

1	WAEB-AM	1441	WAEB-AM	1384	WAEB-AM	1471
2	WQQQ-FM	1016	WZZO-FM	1339	WQQQ-FM	1249
3	WLEV-FM	1009	WQQQ-FM	1152	WLEV-FM	1200
4	WXKW-FM	907	WXKW-FM	903	WZZO-FM	918
5	WZZO-FM	875	WLEV-FM	887	WXKW-FM	880

M-F, 6-10am

1	WAEB-AM	WAEB-AM	WAEB-AM
2	WXKW-FM	WZZO-FM	WLEV-FM
3	WLEV-FM	WQQQ-FM	WQQQ-FM
4	WKAP-AM	WXKW-FM	WXKW-FM
5	WEST-AM	WLEV-FM	WZZO-FM

M-F, 3-7pm

1	WAEB-AM	WZZO-FM	WAEB-AM
2	WLEV-FM	WQQQ-FM	WLEV-FM
3	WZZO-FM	WAEB-AM	WQQQ-FM
4	WXKW-FM	WXKW-FM	WZZO-FM
5	WQQQ-FM	WLEV-FM	WXKW-FM

Teens  
M-S, 6am-Midnight  
POP(00): 617

1	WAEB-AM	WZZO-FM	WZZO-FM
2	WZZO-FM	WAEB-AM	WAEB-AM
3	WKAP-AM	WLEV-FM	WLEV-FM

M-F, 6-10am

1	WAEB-AM	WZZO-FM	WAEB-AM
2	WKAP-AM	WAEB-AM	WZZO-FM
3	WZZO-FM	WEEX-AM	WLEV-FM

M-F, 3-7pm

1	WAEB-AM	WZZO-FM	WZZO-FM
2	WZZO-FM	WAEB-AM	WAEB-AM
3	WKAP-AM	WYSP-FM	WLEV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1660

1	WAEB-AM	WZZO-FM	WAEB-AM
2	WLEV-FM	WAEB-AM	WLEV-FM
3	WZZO-FM	WLEV-FM	WZZO-FM
4	WSAN-AM	WKAP-AM	WKAP-AM
5	WEEX-AM	WSAN-AM	WQQQ-FM

M-F, 6-10am

1	WLEV-FM	WZZO-FM	WAEB-AM
2	WAEB-AM	WAEB-AM	WLEV-FM
3	WZZO-FM	WLEV-FM	WZZO-FM
4	WSAN-AM	WKAP-AM	WKAP-AM
5	WEEX-AM	WSAN-AM	WFMZ-FM

M-F, 3-7pm

1	WLEV-FM	WZZO-FM	WAEB-AM
2	WZZO-FM	WAEB-AM	WLEV-FM
3	WAEB-AM	WLEV-FM	WZZO-FM
4	WEEX-AM	WSAN-AM	WKAP-AM
5	WSAN-AM	WKAP-AM	WXKW-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2448

1	WAEB-AM	WAEB-AM	WAEB-AM
2	WLEV-FM	WQQQ-FM	WQQQ-FM
3	WXKW-FM	WLEV-FM	WLEV-FM
4	WQQQ-FM	WXKW-FM	WXKW-FM
5	WKAP-AM	WZZO-FM	WFMZ-FM

M-F, 6-10am

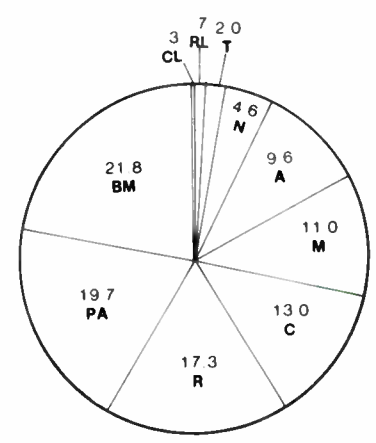
1	WAEB-AM	WAEB-AM	WAEB-AM
2	WXKW-FM	WXKW-FM	WAEB-AM
3	WLEV-FM	WQQQ-FM	WQQQ-FM
4	WKAP-AM	WLEV-FM	WXKW-FM
5	WEEX-AM	WZZO-FM	WEEX-AM

M-F, 3-7pm

1	WAEB-AM	WQQQ-FM	WAEB-AM
2	WLEV-FM	WAEB-AM	WLEV-FM
3	WXKW-FM	WXKW-FM	WQQQ-FM
4	WKAP-AM	WLEV-FM	WXKW-FM
5	WQQQ-FM	WZZO-FM	WFMZ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Altoona

METRO RANK

165

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1129

A/M '78	A/M '79	A/M '80			
1 WFBC-AM	18.7	WFBC-AM	22.2	WFBC-AM (R)	27.0
2 WRTA-AM	18.1	WVAM-AM	20.4	WVAM-AM (C)	17.0
3 WFBC-FM	15.1	WFBC-FM	18.6	WRTA-AM (PA)	14.5
4 WVAM-FM	14.5	WRTA-AM	10.8	WFBC-FM (BB)	8.8
5 WVAM-AM	12.0	WVAM-FM	9.6	WVAM-FM (R)	8.8
6 WKMC-AM	8.4	WKMC-AM	6.0	WKMC-AM (C)	7.5
7 WJAC-FM	3.6	WJAC-FM	3.0	WHPA-FM (PA)	5.0
8 WIYQ-FM	1.8	WTRN-AM	2.4	WIYQ-FM (C)	1.9
9 WCMR-FM	1.2	WHPA-FM	2.4	WJOL-FM (BB)	1.3
10 WTRN-AM	1.2	WJOL-FM	1.2	WDVE-FM (A)	1.3
11 WJSM-FM	0.6	WYDD-FM	0.6	WTRN-AM (R)	0.6
12 WJSM-AM	0.6	WDVE-FM	0.6	WJAC-FM (PA)	0.6
13				WKKX-FM (R)	0.6
14				WGNR-FM (C)	0.6
15				WJSM-FM (RL)	0.6

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1129

A/M '78	A/M '79	A/M '80			
1 WFBC-AM	31	WFBC-AM	17	WFBC-AM	43
2 WRTA-AM	30	WVAM-AM	14	WVAM-AM	27
3 WFBC-FM	25	WFBC-FM	31	WRTA-AM	23
4 WVAM-FM	24	WRTA-AM	18	WFBC-FM	14
5 WVAM-AM	20	WVAM-FM	16	WVAM-FM	14

M-F, 6-10am

1 WRTA-AM	WFBC-AM	WFBC-AM
2 WFBC-AM	WVAM-AM	WRTA-AM
3 WVAM-AM	WRTA-AM	WVAM-AM
4 WVAM-FM	WFBC-FM	WKMC-AM
5 WFBC-FM	WVAM-FM	WFBC-FM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WRTA-AM	WVAM-AM	WVAM-AM
3 WVAM-AM	WFBC-FM	WRTA-AM
4 WVAM-FM	WRTA-AM	WFBC-FM
5 WFBC-FM	WVAM-FM	WHPA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 137

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-FM	WVAM-FM
3 WFBC-FM	WVAM-AM	WIYQ-FM

M-F, 6-10am

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-FM
3 WRTA-AM	WVAM-FM	WVAM-AM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-FM	WVAM-FM
3 WVAM-FM	WVAM-AM	WRTA-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 331

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-FM
3 WFBC-FM	WVAM-FM	WVAM-AM
4 WRTA-AM	WFBC-FM	WFBC-FM
5 WVAM-FM	WRTA-AM	WRTA-AM

M-F, 6-10am

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WRTA-AM	WVAM-AM	WVAM-FM
3 WVAM-AM	WRTA-AM	WVAM-AM
4 WFBC-FM	WVAM-FM	WRTA-AM
5 WKMC-AM	WTRN-AM	WFBC-FM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-FM
3 WFBC-FM	WVAM-FM	WVAM-AM
4 WRTA-AM	WFBC-FM	WFBC-FM
5 WJAC-FM	WRTA-AM	WDVE-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 488

A/M '78	A/M '79	A/M '80
1 WVAM-FM	WVAM-AM	WVAM-AM
2 WFBC-AM	WFBC-AM	WFBC-AM
3 WRTA-AM	WFBC-FM	WRTA-AM
4 WVAM-AM	WRTA-AM	WFBC-FM
5 WFBC-FM	WVAM-FM	WVAM-FM

M-F, 6-10am

1 WRTA-AM	WVAM-AM	WVAM-AM
2 WFBC-AM	WFBC-AM	WFBC-AM
3 WVAM-AM	WRTA-AM	WRTA-AM
4 WVAM-FM	WFBC-FM	WFBC-FM
5 WFBC-FM	WVAM-FM	WKMC-AM

M-F, 3-7pm

1 WFBC-AM	WVAM-AM	WVAM-AM
2 WVAM-FM	WFBC-AM	WFBC-AM
3 WVAM-AM	WFBC-FM	WFBC-AM
4 WRTA-AM	WRTA-AM	WHPA-FM
5 WFBC-FM	WVAM-FM	WRTA-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1129

A/M '78	A/M '79	A/M '80			
1 WFBC-AM	527	WFBC-AM	551	WFBC-AM	568
2 WVAM-AM	434	WVAM-AM	422	WRTA-AM	402
3 WRTA-AM	414	WRTA-AM	369	WVAM-AM	334
4 WVAM-FM	306	WFBC-FM	345	WFBC-FM	270
5 WFBC-FM	267	WVAM-FM	279	WVAM-FM	229

M-F, 6-10am

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WRTA-AM	WVAM-AM	WRTA-AM
3 WVAM-AM	WRTA-AM	WVAM-AM
4 WVAM-FM	WFBC-FM	WVAM-FM
5 WFBC-FM	WVAM-FM	WFBC-FM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-AM
3 WRTA-AM	WFBC-FM	WRTA-AM
4 WVAM-FM	WRTA-AM	WVAM-FM
5 WFBC-FM	WVAM-FM	WFBC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 137

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-FM	WVAM-FM
3 WRTA-AM	WVAM-AM	WVAM-AM

M-F, 6-10am

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-FM
3 WRTA-AM	WVAM-FM	WVAM-AM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-FM	WVAM-FM
3 WRTA-AM	WVAM-AM	WRTA-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 331

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-FM	WVAM-FM
3 WRTA-AM	WVAM-AM	WVAM-AM
4 WVAM-FM	WRTA-AM	WRTA-AM
5 WFBC-FM	WFBC-FM	WFBC-FM

M-F, 6-10am

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-AM
3 WRTA-AM	WVAM-FM	WVAM-FM
4 WVAM-FM	WRTA-AM	WRTA-AM
5 WFBC-FM	WTRN-AM	WFBC-FM

M-F, 3-7pm

1 WFBC-AM	WFBC-AM	WFBC-AM
2 WVAM-AM	WVAM-AM	WVAM-FM
3 WRTA-AM	WVAM-FM	WVAM-AM
4 WFBC-FM	WRTA-AM	WRTA-AM
5 WVAM-FM	WFBC-FM	WKKX-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 488

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WFBC-AM
2 WRTA-AM	WVAM-AM	WVAM-AM
3 WVAM-AM	WRTA-AM	WRTA-AM
4 WVAM-FM	WFBC-FM	WFBC-FM
5 WFBC-FM	WVAM-FM	WVAM-FM

M-F, 6-10am

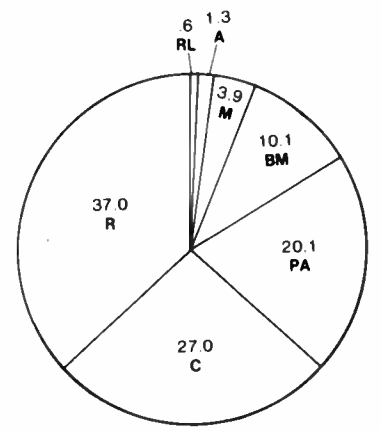
1 WVAM-AM	WFBC-AM	WFBC-AM
2 WFBC-AM	WVAM-AM	WVAM-AM
3 WRTA-AM	WRTA-AM	WRTA-AM
4 WVAM-FM	WFBC-FM	WFBC-FM
5 WKMC-AM	WVAM-FM	WVAM-FM

M-F, 3-7pm

1 WFBC-AM	WVAM-AM	WFBC-AM
2 WVAM-AM	WFBC-AM	WVAM-AM
3 WVAM-FM	WFBC-FM	WRTA-AM
4 WRTA-AM	WRTA-AM	WFBC-FM
5 WFBC-FM	WVAM-FM	WVAM-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1352

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM 18.3	KPUR-AM 18.7	KIXZ-AM(C) 19.8
2	KGNC-FM 16.7	KIXZ-AM 15.0	KGNC-FM(BB) 12.9
3	KDJW-AM 13.3	KGNC-FM 13.5	KGNC-AM(PA) 11.4
4	KPUR-AM 12.2	KOIZ-FM 10.4	KDJW-AM(C) 10.4
5	KGNC-AM 12.2	KGNC-AM 10.4	KOIZ-FM(R) 10.4
6	KZIP-AM 6.7	KDJW-AM 8.3	KPUR-AM(R) 9.9
7	KIXZ-AM 5.6	KYTX-FM 5.7	KYTX-FM(A) 9.4
8	KBUY-FM 3.3	KBUY-FM 3.6	KBUY-FM(C) 6.9
9	KOIZ-AM 2.8	KWAS-FM 2.6	KOIZ-AM(R) 1.5
10	KWAS-FM 1.1	KOIZ-AM 2.6	KHBJ-AM(PA) 1.0
11		KHBJ-AM 1.0	KWAS-FM(R) 1.0
12		KZIP-AM 1.0	KZIP-AM(C) 1.0

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1352

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM 33	KPUR-AM 36	KIXZ-AM 40
2	KGNC-FM 30	KIXZ-AM 29	KGNC-FM 26
3	KDJW-AM 24	KGNC-FM 26	KGNC-AM 23
4	KPUR-AM 22	KOIZ-FM 20	KDJW-AM 22
5	KGNC-AM 22	KGNC-AM 20	KOIZ-FM 21

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KGNC-AM	KPUR-AM	KIXZ-AM
2	KDJW-AM	KIXZ-AM	KGNC-AM
3	KPUR-AM	KGNC-AM	KDJW-AM
4	KOIZ-FM	KGNC-FM	KPUR-AM
5	KGNC-FM	KDJW-AM	KOIZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KGNC-FM	KPUR-AM	KIXZ-AM
2	KOIZ-FM	KIXZ-AM	KGNC-FM
3	KDJW-AM	KGNC-FM	KPUR-AM
4	KPUR-AM	KOIZ-FM	KYTX-FM
5	KGNC-AM	KDJW-AM	KDJW-AM

Teens

M-S, 6am-Midnight

POP(00): 174

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KOIZ-FM
2	KOIZ-FM	KOIZ-FM	KPUR-AM
3	KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KOIZ-FM
2	KOIZ-FM	KOIZ-FM	KPUR-AM
3	KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KPUR-AM
2	KOIZ-FM	KOIZ-FM	KOIZ-FM
3	KIXZ-AM	KIXZ-AM	KYTX-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 515

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KYTX-FM
2	KDJW-AM	KOIZ-FM	KIXZ-AM
3	KPUR-AM	KIXZ-AM	KOIZ-FM
4	KGNC-FM	KYTX-FM	KPUR-AM
5	KIXZ-AM	KOIZ-AM	KBUY-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KIXZ-AM
2	KPUR-AM	KOIZ-FM	KPUR-AM
3	KDJW-AM	KIXZ-AM	KOIZ-FM
4	KIXZ-AM	KYTX-FM	KBUY-FM
5	KGNC-FM	KOIZ-AM	KYTX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KYTX-FM
2	KPUR-AM	KOIZ-FM	KPUR-AM
3	KDJW-AM	KIXZ-AM	KIXZ-AM
4	KGNC-FM	KYTX-FM	KOIZ-FM
5	KZIP-AM	KDJW-AM	KDJW-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 660

	A/M '78	A/M '79	A/M '80
1	KGNC-FM	KIXZ-AM	KIXZ-AM
2	KDJW-AM	KGNC-FM	KDJW-AM
3	KOIZ-FM	KDJW-AM	KGNC-FM
4	KPUR-AM	KPUR-AM	KGNC-FM
5	KZIP-AM	KOIZ-FM	KBUY-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDJW-AM	KPUR-AM	KIXZ-AM
2	KPUR-AM	KIXZ-AM	KDJW-AM
3	KOIZ-FM	KDJW-AM	KGNC-AM
4	KGNC-FM	KGNC-FM	KBUY-FM
5	KGNC-AM	KGNC-AM	KGNC-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KGNC-FM	KDJW-AM	KIXZ-AM
2	KDJW-AM	KIXZ-AM	KGNC-FM
3	KOIZ-FM	KGNC-FM	KDJW-AM
4	KPUR-AM	KPUR-AM	KPUR-AM
5	KZIP-AM	KOIZ-FM	KBUY-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1352

	A/M '78	A/M '79	A/M '80
1	KPUR-AM 476	KPUR-AM 500	KIXZ-AM 420
2	KOIZ-FM 407	KIXZ-AM 485	KPUR-AM 356
3	KDJW-AM 353	KDJW-AM 323	KGNC-FM 319
4	KGNC-FM 341	KGNC-FM 321	KDJW-AM 316
5	KGNC-AM 331	KOIZ-FM 310	KOIZ-FM 308

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KIXZ-AM
2	KGNC-AM	KIXZ-AM	KPUR-AM
3	KOIZ-FM	KGNC-AM	KGNC-AM
4	KDJW-AM	KGNC-FM	KOIZ-FM
5	KGNC-FM	KOIZ-FM	KDJW-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KIXZ-AM
2	KOIZ-FM	KIXZ-AM	KPUR-AM
3	KDJW-AM	KGNC-FM	KGNC-FM
4	KGNC-FM	KOIZ-FM	KOIZ-FM
5	KGNC-AM	KDJW-AM	KDJW-AM

Teens

M-S, 6am-Midnight

POP(00): 174

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KPUR-AM
2	KOIZ-FM	KOIZ-FM	KOIZ-FM
3	KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KOIZ-FM
2	KOIZ-FM	KOIZ-FM	KPUR-AM
3	KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KPUR-AM	KPUR-AM	KOIZ-FM
2	KOIZ-FM	KOIZ-FM	KPUR-AM
3	KOIZ-AM	KIXZ-AM	KYTX-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 515

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KPUR-AM
2	KPUR-AM	KIXZ-AM	KOIZ-FM
3	KIXZ-AM	KOIZ-FM	KIXZ-AM
4	KDJW-AM	KYTX-FM	KYTX-FM
5	KGNC-FM	KDJW-AM	KBUY-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KPUR-AM
2	KPUR-AM	KOIZ-FM	KIXZ-AM
3	KIXZ-AM	KIXZ-AM	KOIZ-FM
4	KDJW-AM	KOIZ-AM	KYTX-FM
5	KOIZ-AM	KYTX-FM	KDJW-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KOIZ-FM	KPUR-AM	KPUR-AM
2	KPUR-AM	KIXZ-AM	KIXZ-AM
3	KIXZ-AM	KOIZ-FM	KOIZ-FM
4	KDJW-AM	KDJW-AM	KYTX-FM
5	KOIZ-AM	KYTX-FM	KDJW-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 660

	A/M '78	A/M '79	A/M '80
1	KGNC-FM	KIXZ-AM	KIXZ-AM
2	KDJW-AM	KDJW-AM	KDJW-AM
3	KPUR-AM	KPUR-AM	KGNC-FM
4	KOIZ-FM	KGNC-FM	KGNC-AM
5	KGNC-AM	KOIZ-FM	KPUR-AM

M-F, 6-10am

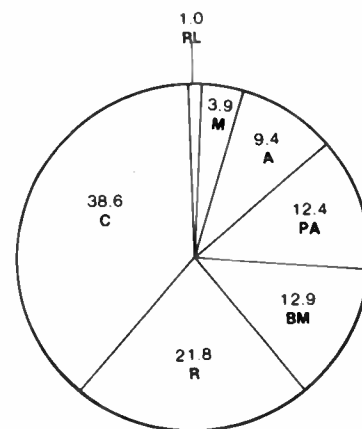
1	KDJW-AM	KIXZ-AM	KIXZ-AM
2	KPUR-AM	KPUR-AM	KDJW-AM
3	KGNC-AM	KDJW-AM	KGNC-AM
4	KGNC-FM	KGNC-FM	KGNC-FM
5	KOIZ-FM	KGNC-AM	KPUR-AM

M-F, 3-7pm

1	KDJW-AM	KIXZ-AM	KIXZ-AM
2	KPUR-AM	KGNC-FM	KGNC-FM
3	KOIZ-FM	KPJW-AM	KDJW-AM
4	KGNC-FM	KPUR-AM	KPUR-AM
5	KGNC-AM	KOIZ-FM	KBUY-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Anaheim-Santa Ana-Garden Grove

METRO RANK

18

## A/M '80 Market Overview

The Orange County market went through the technique of Quarterly Measurement for the first time this past spring. This meant that Arbitron oversampled, and indeed the metro in-tab was up 44% when compared to last spring's diary return.

The leaders among the local Orange County stations flip-flopped this sweep, with KEZY surpassing KWIZ. KEZY was the top adult 18-34 station in the metro, among local stations, while KWIZ led the local entities in the 25-54 demo. KEZY was in a period of transition during the 12-week survey, implementing a new oldies rotation and adjusting the news to flow better with the music. Also, the station utilized a local rock magazine, with circulation of 50,000-60,000 monthly, aiming to reach the target demos. KWIZ suffered declines most notably among its male tuners-in, with more than a 50% drop overall.

There is significant intrusion into Orange County from L.A. signals, and among these Bonneville's Beautiful Music KBIG was tops, beating out KMET. KBIG was ahead among 25-54, with more than eight percent of the market, while KMET led 18-34 young adults with more than 12% of that key demo.

There were two other especially interesting aspects to the showing of L.A. stations in Orange County. KLAC, Metromedia's Country outlet, continued to do well, but its numbers may have been influenced by the NBA playoffs, featuring the Lakers, being held during this sweep. Another sports team, the Angels, did not fare so well, as KMPC was down 29% compared to last spring, possibly due to the Angels' poor start.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 15623

	A/M '79	O/N '79	A/M '80
1	KMET-FM	8.6	KMET-FM 8.1
2	KBIG-FM	8.0	KBIG-FM 7.1
3	KABC-AM	6.5	KABC-AM 6.3
4	KMPC-AM	5.2	KFI -AM 5.1
5	KRTH-FM	4.9	KRTH-FM 5.0
6	KFI -AM	3.8	KLAC-AM 4.1
7	KJOI-FM	3.7	KNX -FM 3.9
8	KLAC-AM	3.7	KNX -AM 3.8
9	KLOS-FM	3.7	KJOI-FM 3.7
10	KNX -AM	3.6	KMPC-AM 3.6
11	KNX -FM	3.6	KLOS-FM 2.9
12	KFWB-AM	3.0	KOST-FM 2.8
13	KTNO-AM	2.6	KWIZ-AM 2.6
14	KIIS-FM	2.4	KFWB-AM 2.5
15	KFAC-FM	2.4	KHTZ-FM 2.5
16	KOST-FM	2.4	XTRA-AM 2.4
17	KIQO-FM	2.1	KRLA-AM 2.3
18	KWIZ-AM	1.9	KIIS-FM 2.2
19	KRLA-AM	1.7	KEZY-AM 2.0
20	KEZY-AM	1.7	KUTE-FM 2.0
21	KNOB-FM	1.6	KHJ -AM 1.9
22	XTRA-AM	1.6	KZLA-FM 1.6
23	KUTE-FM	1.5	KEZY-FM 1.5
24	KZLA-FM	1.5	KWIZ-FM 1.4
25	KHJ -AM	1.4	KFAC-FM 1.2
26	KHTZ-FM	1.4	KKGO-FM 1.0
27	KWIZ-FM	1.4	KOCH-FM 1.0
28	KEZY-FM	1.1	KNOB-FM 1.0
29	KYMS-FM	0.9	KIQO-FM 0.9
30	KOCH-FM	0.8	KBRT-AM 0.8
31	KORJ-FM	0.8	KLVE-FM 0.7
32	KROO-FM	0.6	KTNO-AM 0.6
33	KGRB-AM	0.6	KWST-FM 0.5
34	KWST-FM	0.5	KYMS-FM 0.5
35	KKGO-FM	0.5	KORJ-FM 0.4
36	KBRT-AM	0.5	KFAC-AM 0.4
37	KIEV-AM	0.4	KGER-AM 0.4
38	KJLH-FM	0.4	KIIS-AM 0.4
39	KLVE-FM	0.3	YPRS-AM 0.4
40	KFAC-AM	0.3	KROO-FM 0.4
41			KDAY-AM 0.3
42			KFRN-AM 0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 15623

	A/M '79	O/N '79	A/M '80
1	KMET-FM	225	KMET-FM 203
2	KBIG-FM	211	KBIG-FM 176
3	KABC-AM	170	KABC-AM 157
4	KMPC-AM	137	KFI -AM 127
5	KRTH-FM	128	KRTH-FM 126
6	KFI -AM	101	KLAC-AM 103
7	KJOI-FM	98	KNX -FM 97
8	KLAC-AM	98	KNX -AM 96
9	KLOS-FM	98	KJOI-FM 96
10	KNX -AM	95	KMPC-AM 90

M-F, 6-10am

1	KFI -AM	KABC-AM	KABC-AM
2	KABC-AM	KFI -AM	KFI -AM
3	KMET-FM	KMET-FM	KMET-FM
4	KNX -AM	KBIG-FM	KMET-FM
5	KBIG-FM	KLAC-AM	KLAC-AM
6	KFWB-AM	KNX -AM	KMPC-AM
7	KMPC-AM	KMPC-AM	KNX -AM
8	KRTH-FM	KRTH-FM	KRTH-FM
9	KLAC-AM	KWIZ-AM	KFWB-AM
10	KNX -FM	KFWB-AM	KLOS-FM

M-F, 3-7pm

1	KBIG-FM	KMET-FM	KBIG-FM
2	KMET-FM	KBIG-FM	KMET-FM
3	KMPC-AM	KFI -AM	KRTH-FM
4	KRTH-FM	KRTH-FM	KLAC-AM
5	KABC-AM	KABC-AM	KNX -FM
6	KJOI-FM	KJOI-FM	KFI -AM
7	KNX -FM	KNX -FM	KABC-AM
8	KLAC-AM	KLAC-AM	KNX -AM
9	KLOS-FM	KNX -AM	KJOI-FM
10	KNX -AM	KOST-FM	KHTZ-FM

Teens

M-S, 6am-Midnight

POP(00): 2136

	A/M '79	O/N '79	A/M '80
1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KFI -AM	KIIS-FM
3	KLOS-FM	KEZY-AM	KFI -AM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KEZY-AM	KFI -AM
3	KEZY-AM	KFI -AM	KEZY-AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KFI -AM	KFI -AM
3	KLOS-FM	KEZY-AM	KROO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6055

	A/M '79	O/N '79	A/M '80
1	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM
3	KNX -FM	KNX -FM	KNX -FM
4	KLOS-FM	KLOS-FM	KLOS-FM
5	KFI -AM	KFI -AM	KFI -AM
6	KIIS-FM	KRLA-AM	KHTZ-FM
7	KMPC-AM	KBIG-FM	KEZY-AM
8	KIQO-FM	KWIZ-AM	KIIS-FM
9	KZLA-FM	KUTE-FM	KUTE-FM
10	KRLA-AM	KEZY-FM	KROO-FM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM
2	KFI -AM	KFI -AM	KRTH-FM
3	KRTH-FM	KRTH-FM	KFI -AM
4	KNX -FM	KNX -FM	KLOS-FM
5	KLOS-FM	KLOS-FM	KNX -FM
6	KIQO-FM	KWIZ-AM	KHTZ-FM
7	KZLA-FM	KABC-AM	KLAC-AM
8	KIIS-FM	KRLA-AM	KMPC-AM
9	KRLA-AM	KBIG-FM	KABC-AM
10	KABC-AM	KZLA-FM	KWIZ-AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM
3	KNX -FM	KNX -FM	KNX -FM
4	KLOS-FM	KFI -AM	KLOS-FM
5	KMPC-AM	KRLA-AM	KHTZ-FM
6	KZLA-FM	KBIG-FM	KFI -AM
7	KIIS-FM	KUTE-FM	KUTE-FM
8	KBIG-FM	KEZY-FM	KEZY-FM
9	KRLA-AM	KWIZ-AM	KIIS-FM
10	KFI -AM	KLOS-FM	KWIZ-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 8141

	A/M '79	O/N '79	A/M '80
1	KBIG-FM	KBIG-FM	KBIG-FM
2	KABC-AM	KABC-AM	KLAC-AM
3	KMPC-AM	KLAC-AM	KABC-AM
4	KLAC-AM	KNX -FM	KRTH-FM
5	KMET-FM	KFI -AM	KNX -FM
6	KFI -AM	KRTH-FM	KFI -AM
7	KNX -FM	KMET-FM	KMPC-AM
8	KRTH-FM	KJOI-FM	KJOI-FM
9	KOST-FM	KMPC-AM	KNX -AM
10	KJOI-FM	KNX -AM	KMET-FM

M-F, 6-10am

1	KFI -AM	KFI -AM	KFI -AM
2	KABC-AM	KABC-AM	KABC-AM
3	KMPC-AM	KLAC-AM	KMPC-AM
4	KBIG-FM	KMPC-AM	KLAC-AM
5	KLAC-AM	KBIG-FM	KBIG-FM
6	KNX -AM	KNX -AM	KNX -AM
7	KFWB-AM	KNX -FM	KRTH-FM
8	KMET-FM	KRTH-FM	KNX -FM
9	KNX -FM	KMET-FM	KLOS-FM
10	KWIZ-AM	KJOI-FM	KFWB-AM

M-F, 3-7pm

1	KBIG-FM	KBIG-FM	KBIG-FM
2	KMPC-AM	KLAC-AM	KLAC-AM
3	KLAC-AM	KNX -FM	KRTH-FM
4	KNX -FM	KABC-AM	KNX -FM
5	KABC-AM	KNX -AM	KABC-AM
6	KMET-FM	KRTH-FM	KFI -AM
7	KRTH-FM	KFI -AM	KNX -AM
8	KJOI-FM	KJOI-FM	KJOI-FM
9	KWIZ-AM	KMET-FM	KMET-FM
10	KFWB-AM	KOST-FM	KMPC-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 15623

	A/M '79	O/N '79	A/M '80
1	KMET-FM	2553	KMET-FM 2611
2	KMPC-AM	2484	KFI -AM 2331
3	KBIG-FM	2460	KNX -AM 2295
4	KABC-AM	2177	KBIG-FM 2288
5	KRTH-FM	2053	KRTH-FM 2185
6	KNX -AM	2035	KFWB-AM 1945
7	KFWB-AM	2008	KABC-AM 1928
8	KFI -AM	1996	KMPC-AM 1793
9	KLOS-FM	1842	KLAC-AM 1728
10	KJOI-FM	1462	KLOS-FM 1670

M-F, 6-10am

1	KFWB-AM	KFI -AM	KFI -AM
2	KMET-FM	KMET-FM	KMET-FM
3	KFI -AM	KABC-AM	KFWB-AM
4	KNX -AM	KNX -AM	KABC-AM
5	KBIG-FM	KFWB-AM	KNX -AM
6	KRTH-FM	KBIG-FM	KBIG-FM
7	KABC-AM	KRTH-FM	KRTH-FM
8	KMPC-AM	KMPC-AM	KLAC-AM
9	KLOS-FM	KLAC-AM	KMPC-AM
10	KNX -FM	KLOS-FM	KNX -FM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KBIG-FM	KRTH-FM	KBIG-FM
3	KMPC-AM	KBIG-FM	KRTH-FM
4	KLOS-FM	KFI -AM	KFI -AM
5	KRTH-FM	KNX -AM	KLAC-AM
6	KABC-AM	KABC-AM	KABC-AM
7	KTNO-AM	KFWB-AM	KLOS-FM
8	KFWB-AM	KLAC-AM	KNX -FM
9	KNX -AM	KNX -FM	KNX -AM
10	KFI -AM	KLOS-FM	KFWB-AM

Teens

M-S, 6am-Midnight

POP(00): 2136

	A/M '79	O/N '79	A/M '80
1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KEZY-AM	KEZY-AM
3	KLOS-FM	KHJ -AM	KFI -AM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KEZY-AM	KFI -AM
3	KEZY-AM	KHJ -AM	KEZY-AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KFI -AM	KFI -AM
3	KLOS-FM	KEZY-AM	KIIS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6055

	A/M '79	O/N '79	A/M '80
1	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KLOS-FM	KLOS-FM
4	KNX -FM	KNX -FM	KNX -FM
5	KFI -AM	KFI -AM	KFI -AM
6	KIIS-FM	KEZY-FM	KEZY-FM
7	KMPC-AM	KIIS-FM	KEZY-AM
8	KIQO-FM	KRLA-AM	KHTZ-FM
9	KEZY-FM	KFWB-AM	KHJ -AM
10	KHJ -AM	KHJ -AM	KIIS-FM

M-F, 6am-10am

1	KRTH-FM	KMET-FM	KMET-FM
2	KMET-FM	KRTH-FM	KRTH-FM
3	KNX -FM	KFI -AM	KLOS-FM
4	KFI -AM	KNX -FM	KNX -FM
5	KLOS-FM	KRTH-FM	KFI -AM
6	KIQO-FM	KEZY-FM	KHTZ-FM
7	KFWB-AM	KFWB-AM	KHJ -AM
8	KHJ -AM	KIIS-FM	KEZY-AM
9	KIIS-FM	KHJ -AM	KIIS-FM
10	KEZY-AM	KWIZ-AM	KFWB-AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KNX -FM	KLOS-FM
4	KNX -FM	KFI -AM	KNX -FM
5	KMPC-AM	KRLA-AM	KFI -AM
6	KFI -AM	KLOS-FM	KEZY-FM
7	KTNO-AM	KEZY-FM	KEZY-AM
8	KIQO-FM	KIIS-FM	KIIS-FM
9	KIIS-FM	KUTE-FM	KHJ -AM
10	KHJ -AM	KWIZ-AM	KHTZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 8141

	A/M '79	O/N '79	A/M '80
1	KMPC-AM	KNX -AM	KFI -AM
2	KBIG-FM	KBIG-FM	KLAC-AM
3	KABC-AM	KFI -AM	KABC-AM
4	KFI -AM	KABC-AM	KRTH-FM
5	KRTH-FM	KLAC-AM	KNX -FM
6	KFWB-AM	KMPC-AM	KMPC-AM
7	KNX -AM	KRTH-FM</	

# Anchorage

METRO RANK

151

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1456

	A/M '79	O/N '79	A/M '80
1 KENI-AM	18.4	KFQD-AM	18.6
2 KFQD-AM	15.1	KENI-AM	14.8
3 KHAR-AM	13.2	KHAR-AM	14.4
4 KGOT-FM	10.4	KGOT-FM	14.0
5 KKL V-FM	9.4	KYAK-AM	6.8
6 KYAK-AM	6.6	KKLV-FM	5.9
7 KANC-AM	5.2	KBYR-AM	5.5
8 KBYR-AM	4.2	KANC-AM	5.1
9 KRKN-FM	3.8	KHVN-FM	5.1
10 KNIK-FM	3.3	KNIK-FM	5.1
11 KHVN-FM	2.4	KRKN-FM	1.7

## Average Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight POP(00): 1456

	A/M '79	O/N '79	A/M '80
1 KENI-AM	39	KFQD-AM	44
2 KFQD-AM	32	KENI-AM	35
3 KHAR-AM	28	KHAR-AM	34
4 KGOT-FM	22	KGOT-FM	33
5 KKL V-FM	20	KYAK-AM	16

### M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KYAK-AM	KGOT-FM	KKLV-FM
5 KKL V-FM	KANC-AM	KYAK-AM

### M-F, 3-7pm

1 KENI-AM	KENI-AM	KFQD-AM
2 KHAR-AM	KFQD-AM	KENI-AM
3 KFQD-AM	KHAR-AM	KKLV-FM
4 KGOT-FM	KGOT-FM	KHAR-AM
5 KKL V-FM	KBYR-AM	KBYR-AM

### Teens M-S, 6am-Midnight POP(00): 217

	A/M '79	O/N '79	A/M '80
1 KENI-AM	KENI-AM	KENI-AM	
2 KFQD-AM	KBYR-AM	KFQD-AM	
3 KGOT-FM	KFQD-AM	KKLV-FM	

### M-F, 6-10am

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KHAR-AM	KKLV-FM

### M-F, 3-7pm

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KRKN-FM	KFQD-AM	KKLV-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 713

	A/M '79	O/N '79	A/M '80
1 KFQD-AM	KFQD-AM	KFQD-AM	
2 KENI-AM	KGOT-FM	KKLV-FM	
3 KGOT-FM	KENI-AM	KENI-AM	
4 KKL V-FM	KKLV-FM	KGOT-FM	
5 KANC-AM	KHVN-FM	KHAR-AM	

### M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KGOT-FM	KKLV-FM
3 KKL V-FM	KENI-AM	KENI-AM
4 KGOT-FM	KHVN-FM	KGOT-FM
5 KANC-AM	KKLV-FM	KHVN-FM

### M-F, 3-7pm

1 KENI-AM	KGOT-FM	KFQD-AM
2 KGOT-FM	KFQD-AM	KKLV-FM
3 KFQD-AM	KENI-AM	KENI-AM
4 KKL V-FM	KKLV-FM	KGOT-FM
5 KANC-AM	KHVN-FM	KHVN-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 813

	A/M '79	O/N '79	A/M '80
1 KHAR-AM	KFQD-AM	KFQD-AM	
2 KFQD-AM	KHAR-AM	KHAR-AM	
3 KYAK-AM	KYAK-AM	KENI-AM	
4 KENI-AM	KKLV-FM	KKLV-FM	
5 KKL V-FM	KANC-AM	KYAK-AM	

### M-F, 6-10am

1 KHAR-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KHAR-AM
3 KYAK-AM	KANC-AM	KANC-AM
4 KENI-AM	KYAK-AM	KKLV-FM
5 KANC-AM	KENI-AM	KYAK-AM

### M-F, 3-7pm

1 KHAR-AM	KHAR-AM	KFQD-AM
2 KFQD-AM	KFQD-AM	KHAR-AM
3 KKL V-FM	KKLV-FM	KANC-AM
4 KANC-AM	KGOT-FM	KENI-AM
5 KENI-AM	KANC-AM	KYAK-AM

## Cume Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight POP(00): 1456

	A/M '79	O/N '79	A/M '80
1 KENI-AM	552	KENI-AM	525
2 KFQD-AM	447	KFQD-AM	496
3 KHAR-AM	349	KHAR-AM	391
4 KGOT-FM	298	KGOT-FM	289
5 KBYR-AM	243	KKLV-FM	264

### M-F, 6-10am

1 KENI-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KENI-AM
3 KHAR-AM	KENI-AM	KHAR-AM
4 KGOT-FM	KGOT-FM	KKLV-FM
5 KYAK-AM	KYAK-AM	KBYR-AM

### M-F, 3-7pm

1 KENI-AM	KENI-AM	KFQD-AM
2 KFQD-AM	KFQD-AM	KENI-AM
3 KHAR-AM	KHAR-AM	KKLV-FM
4 KGOT-FM	KGOT-FM	KHAR-AM
5 KKL V-FM	KBYR-AM	KBYR-AM

### Teens M-S, 6am-Midnight POP(00): 217

	A/M '79	O/N '79	A/M '80
1 KENI-AM	KENI-AM	KENI-AM	
2 KFQD-AM	KBYR-AM	KFQD-AM	
3 KGOT-FM	KFQD-AM	KBYR-AM	

### M-F, 6-10am

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KHAR-AM	KKLV-FM

### M-F, 3-7pm

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KFQD-AM	KKLV-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 713

	A/M '79	O/N '79	A/M '80
1 KENI-AM	KFQD-AM	KFQD-AM	
2 KFQD-AM	KENI-AM	KENI-AM	
3 KGOT-FM	KGOT-FM	KKLV-FM	
4 KKL V-FM	KKLV-FM	KBYR-AM	
5 KHAR-AM	KBYR-AM	KGOT-FM	

### M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KENI-AM	KKLV-FM
3 KGOT-FM	KENI-AM	KENI-AM
4 KKL V-FM	KKLV-FM	KGOT-FM
5 KHAR-AM	KHVN-FM	KHVN-FM

### M-F, 3-7pm

1 KENI-AM	KFQD-AM	KFQD-AM
2 KGOT-FM	KGOT-FM	KENI-AM
3 KFQD-AM	KENI-AM	KKLV-FM
4 KKL V-FM	KKLV-FM	KBYR-AM
5 KBYR-AM	KBYR-AM	KGOT-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 813

	A/M '79	O/N '79	A/M '80
1 KFQD-AM	KFQD-AM	KFQD-AM	
2 KHAR-AM	KHAR-AM	KHAR-AM	
3 KENI-AM	KENI-AM	KENI-AM	
4 KYAK-AM	KKLV-FM	KKLV-FM	
5 KKL V-FM	KYAK-AM	KYAK-AM	

### M-F, 6-10am

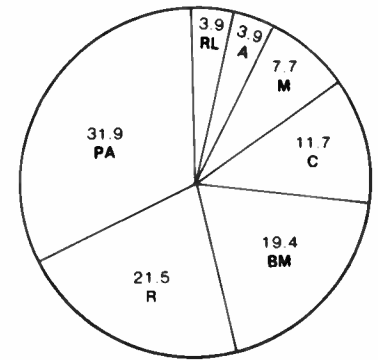
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KYAK-AM	KKLV-FM
4 KYAK-AM	KENI-AM	KENI-AM
5 KANC-AM	KANC-AM	KYAK-AM

### M-F, 3-7pm

1 KHAR-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KKL V-FM	KYAK-AM	KYAK-AM
5 KYAK-AM	KANC-AM	KKLV-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Appleton-Oshkosh

METRO RANK

114

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2447

A/M '78	A/M '79	A/M '80		
1 WNAM-AM	13.6	WNAM-AM 12.7	WNAM-AM(PA) 12.3	
2 WROE-FM	11.9	WHBY-AM	11.9	WHBY-AM(PA) 10.2
3 WHBY-AM	10.6	WROE-FM	8.8	WROE-FM(MM) 0.2
4 WIXX-FM	9.5	WIXX-FM	8.0	WYTL-AM(C) 9.6
5 WYTL-AM	8.4	WYTL-AM	7.7	WIXX-FM(P) 8.6
6 WKAU-FM	6.5	WOSH-FM	7.2	WAPL-FM(A) 5.9
7 WOSH-FM	6.5	WAPL-FM	6.6	WYNE-AM(PA) 5.1
8 WYNE-AM	4.9	WCEE-AM	4.7	WKAU-FM(P) 4.3
9 WKAU-AM	4.1	WKAU-FM	4.4	WOSH-FM(P) 4.0
10 WHKC-FM	4.1	WKAU-AM	4.4	WYNE-AM(P) 3.7
11 WCEE-AM	1.9	WHKC-FM	2.8	WYNE-AM(C) 2.9
12 WGN-AM	1.6	WYNE-AM	2.5	WKAU-AM(P) 2.7
13 WISN-AM	1.4	WYNE-AM	2.5	WKAU-AM(P) 2.7
14 WYNE-AM	1.4	WYNE-AM	1.1	WYNE-AM(PA) 1.3
15 WAPL-FM	1.4	WYNE-AM	1.1	WYNE-AM(PA) 1.3
16 WMAO-AM	1.1	WYNE-AM	1.1	WYNE-AM(PA) 1.3
17 WYNE-AM	0.8	WYNE-AM	0.8	WYNE-AM(PA) 1.1
18 WAGO-AM	0.8	WYNE-AM	0.8	WYNE-AM(PA) 1.1
19 WAPL-AM	0.8	WYNE-AM	0.8	WYNE-AM(PA) 1.1
20 WDUZ-FM	0.8	WYNE-AM	0.8	WYNE-AM(PA) 1.1
21 WBBM-AM	0.6	WYNE-AM	0.6	WYNE-AM(PA) 1.1
22 WYNE-AM	0.6	WYNE-AM	0.6	WYNE-AM(PA) 1.1
23 WYNE-AM	0.6	WYNE-AM	0.6	WYNE-AM(PA) 1.1

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2447

A/M '78	A/M '79	A/M '80	
1 WNAM-AM	50	WNAM-AM 46	WNAM-AM 46
2 WROE-FM	44	WHBY-AM 43	WHBY-AM 38
3 WHBY-AM	39	WROE-FM 32	WROE-FM 38
4 WIXX-FM	35	WIXX-FM 29	WYTL-AM 36
5 WYTL-AM	31	WYTL-AM 28	WIXX-FM 32

M-F, 6-10am

1 WHBY-AM	WNAM-AM	WYTL-AM
2 WNAM-AM	WHBY-AM	WHBY-AM
3 WROE-FM	WYTL-AM	WNAM-AM
4 WYTL-AM	WROE-FM	WROE-FM
5 WIXX-FM	WIXX-FM	WIXX-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WROE-FM	WIXX-FM	WIXX-FM
3 WIXX-FM	WROE-FM	WHBY-AM
4 WYTL-AM	WHBY-AM	WROE-FM
5 WOSH-FM	WYTL-AM	WYTL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 348

A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WKAU-FM	WIXX-FM
3 WKAU-FM	WIXX-FM	WKAU-FM

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WOSH-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WKAU-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 923

A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WIXX-FM
2 WIXX-FM	WAPL-FM	WNAM-AM
3 WOSH-FM	WIXX-FM	WAPL-FM
4 WKAU-FM	WOSH-FM	WHBY-AM
5 WROE-FM	WKAU-AM	WROE-FM

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WROE-FM	WAPL-FM	WYTL-AM
3 WKAU-FM	WIXX-FM	WIXX-FM
4 WIXX-FM	WOSH-FM	WHBY-AM
5 WOSH-FM	WKAU-AM	WAPL-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WIXX-FM
2 WIXX-FM	WIXX-FM	WNAM-AM
3 WOSH-FM	WAPL-FM	WAPL-FM
4 WKAU-FM	WKAU-AM	WHBY-AM
5 WYTL-AM	WOSH-FM	WKAU-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1093

A/M '78	A/M '79	A/M '80
1 WYTL-AM	WNAM-AM	WHBY-AM
2 WNAM-AM	WHBY-AM	WYTL-AM
3 WROE-FM	WYTL-AM	WNAM-AM
4 WIXX-FM	WROE-FM	WROE-FM
5 WHBY-AM	WCEE-AM	WIXX-FM

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WHBY-AM
2 WHBY-AM	WHBY-AM	WYTL-AM
3 WYTL-AM	WYTL-AM	WNAM-AM
4 WROE-FM	WCEE-AM	WROE-FM
5 WHKC-FM	WROE-FM	WIXX-FM

M-F, 3-7pm

1 WYTL-AM	WNAM-AM	WHBY-AM
2 WNAM-AM	WYTL-AM	WYTL-AM
3 WROE-FM	WHBY-AM	WNAM-AM
4 WIXX-FM	WROE-FM	WIXX-FM
5 WKAU-FM	WCEE-AM	WROE-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2447

A/M '78	A/M '79	A/M '80	
1 WNAM-AM	949	WNAM-AM 940	WNAM-AM 883
2 WIXX-FM	696	WIXX-FM 598	WIXX-FM 649
3 WROE-FM	579	WHBY-AM 576	WHBY-AM 575
4 WKAU-FM	488	WROE-FM 478	WROE-FM 530
5 WHBY-AM	464	WKAU-FM 448	WYTL-AM 397

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WHBY-AM	WHBY-AM	WHBY-AM
3 WIXX-FM	WIXX-FM	WYTL-AM
4 WYTL-AM	WYTL-AM	WIXX-FM
5 WROE-FM	WOSH-FM	WROE-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WROE-FM	WHBY-AM	WROE-FM
4 WYTL-AM	WROE-FM	WHBY-AM
5 WHBY-AM	WYTL-AM	WYTL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 348

A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WKAU-FM

M-F, 6-10am

1 WIXX-FM	WNAM-AM	WNAM-AM
2 WNAM-AM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WOSH-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WKAU-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 923

A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WKAU-FM	WAPL-FM	WAPL-FM
4 WOSH-FM	WOSH-FM	WKAU-FM
5 WKAU-FM	WKAU-FM	WHBY-AM

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WKAU-AM	WIXX-FM	WIXX-FM
3 WIXX-FM	WOSH-FM	WAPL-FM
4 WOSH-FM	WAPL-FM	WKAU-FM
5 WKAU-FM	WKAU-AM	WHBY-AM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WAPL-FM	WAPL-FM
4 WKAU-FM	WKAU-AM	WKAU-FM
5 WKAU-AM	WOSH-FM	WROE-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1093

A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WROE-FM	WHBY-AM	WHBY-AM
3 WYTL-AM	WYTL-AM	WROE-FM
4 WIXX-FM	WROE-FM	WIXX-FM
5 WHBY-AM	WCEE-AM	WYTL-AM

M-F, 6-10am

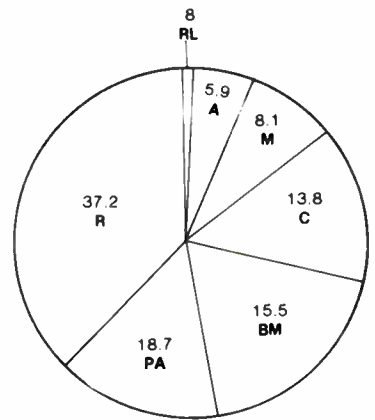
1 WNAM-AM	WNAM-AM	WHBY-AM
2 WYTL-AM	WHBY-AM	WNAM-AM
3 WHBY-AM	WYTL-AM	WYTL-AM
4 WROE-FM	WIXX-FM	WIXX-FM
5 WIXX-FM	WCEE-AM	WROE-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WYTL-AM	WHBY-AM	WHBY-AM
3 WROE-FM	WYTL-AM	WYTL-AM
4 WIXX-FM	WROE-FM	WIXX-FM
5 WHBY-AM	WIXX-FM	WROE-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Asheville

METRO RANK

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## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1447

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WRAO-AM	310	WRAO-AM	260
5 WSKY-AM	241	WSKY-AM	233

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WRAO-AM	310	WRAO-AM	260
5 WSKY-AM	241	WSKY-AM	233

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WRAO-AM	310	WRAO-AM	260
5 WSKY-AM	241	WSKY-AM	233

Teens

M-S, 6am-Midnight  
POP(00): 157

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WWNC-AM	10	WWNC-AM	7

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WWNC-AM	29	WWNC-AM	25
3 WRAO-AM	14	WRAO-AM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WFBC-FM	10	WFBC-FM	7

Adults 18-34

M-S, 6am-Midnight  
POP(00): 464

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WWNC-AM	10	WWNC-AM	7
4 WSKY-AM	8	WSKY-AM	8
5 WFBC-FM	7	WFBC-FM	7

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WWNC-AM	29	WWNC-AM	25
3 WLOS-FM	29	WLOS-FM	25
4 WRAO-AM	14	WRAO-AM	8
5 WSKY-AM	8	WSKY-AM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WSKY-AM	8	WSKY-AM	8
4 WWNC-AM	7	WWNC-AM	7
5 WLOS-FM	7	WLOS-FM	7

Adults 25-54

M-S, 6am-Midnight  
POP(00): 658

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WRAO-AM	310	WRAO-AM	260
5 WSKY-AM	241	WSKY-AM	233

M-F, 6-10am

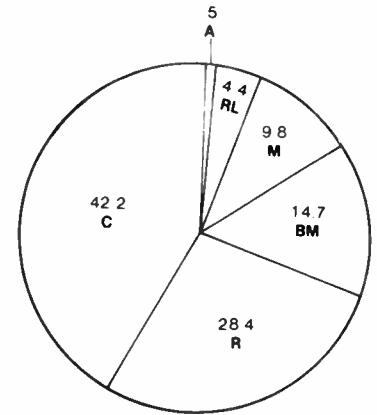
	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WSKY-AM	241	WSKY-AM	233
5 WRAQ-AM	241	WRAQ-AM	233

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WLOS-FM	313
4 WRAO-AM	310	WRAO-AM	260
5 WFBC-FM	10	WFBC-FM	7

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1447

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	38.4	WWNC-AM	42.1
2 WISE-AM	15.2	WISE-AM	13.4
3 WLOS-FM	14.6	WLOS-FM	12.0
4 WFBC-FM	7.1	WRAQ-AM	6.2
5 WRAO-AM	5.1	WKIT-FM	3.8
6 WSKY-AM	3.0	WFBC-FM	3.8
7 WKIT-FM	2.5	WFGW-AM	1.9
8 WFGW-AM	1.5	WSKY-AM	1.0
9 WBIR-FM	1.0	WMTT-FM	1.0
10 WMMH-AM	1.0	WMMH-AM	1.0
11		WSPA-FM	0.5

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	76	WWNC-AM	88
2 WISE-AM	30	WISE-AM	28
3 WLOS-FM	29	WLOS-FM	25
4 WFBC-FM	14	WRAQ-AM	13
5 WRAO-AM	10	WKIT-FM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	76	WWNC-AM	88
2 WISE-AM	30	WISE-AM	28
3 WLOS-FM	29	WLOS-FM	25
4 WFBC-FM	14	WRAQ-AM	13
5 WRAO-AM	10	WKIT-FM	8

Teens

M-S, 6am-Midnight  
POP(00): 157

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WFBC-FM	10	WFBC-FM	7

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WWNC-AM	29	WWNC-AM	25
3 WRAO-AM	14	WRAO-AM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WRAO-AM	14	WRAO-AM	8
3 WFBC-FM	10	WFBC-FM	7

Adults 18-34

M-S, 6am-Midnight  
POP(00): 464

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WFBC-FM	10	WFBC-FM	7
3 WWNC-AM	8	WWNC-AM	7
4 WLOS-FM	8	WLOS-FM	7
5 WRAO-AM	8	WRAO-AM	7

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	76	WWNC-AM	88
2 WISE-AM	30	WISE-AM	28
3 WSKY-AM	8	WRAO-AM	8
4 WLOS-FM	7	WFBC-FM	7
5 WFBC-FM	7	WSKY-AM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WISE-AM	30	WISE-AM	28
2 WFBC-FM	10	WFBC-FM	7
3 WLOS-FM	7	WRAO-AM	8
4 WRAO-AM	7	WFBC-FM	7
5 WWNC-AM	7	WLOS-FM	7

Adults 25-54

M-S, 6am-Midnight  
POP(00): 658

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WLOS-FM	317	WLOS-FM	313
3 WISE-AM	517	WISE-AM	497
4 WFBC-FM	10	WKIT-FM	8
5 WRAQ-AM	10	WRAQ-AM	8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WISE-AM	517	WISE-AM	497
3 WLOS-FM	317	WRAQ-AM	260
4 WSKY-AM	241	WLOS-FM	313
5 WFBC-FM	10	WKIT-FM	8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WWNC-AM	792	WWNC-AM	838
2 WLOS-FM	317	WLOS-FM	313
3 WFBC-FM	10	WISE-AM	28
4 WISE-AM	10	WRAQ-AM	8
5 WRAQ-AM	10	WFBC-FM	7

# Atlanta

METRO RANK

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## A/M '80 Market Overview

The emergence of Plough's WVEE and the slip-page suffered by WSB highlighted the A/M '80 sweep results in Atlanta. This was the first spring book in Atlanta in which the ESF technique was used, and that may have had an impact on the outcome.

Since Expanded Sample Frame began in Atlanta in the O/N '79 survey, Black-formatted WVEE has doubled its overall share, closely challenging WSB for the market supremacy. Approximately 16% of the metro in-tab for this sweep came from ESF individuals, and that figure accounts for virtually all of the additional diaries returned, compared to the A/M '79 survey. It will be interesting to see if WVEE can remain strong or carve out even a larger share of the market as ESF becomes stabilized in upcoming surveys.

WSB, the Pop/Adult leader and dominant figure in the metro for many years, fell to its lowest 12+ share in years, while the station narrowly hung on to the lead among adults 25-54, edging WVEE. WSB's share in that demographic has slipped more than 33% in the last year. WSB spent approximately \$100,000 in outside media for this past survey, concentrating on TV spots. The station also carried Atlanta Braves baseball.

Among 18-34 adults, WVEE became the new leader, with a 70% gain to score more than 17% of this target demo. WZGC edged past WQXI-FM for the runner-up 18-34 spot in their usual tight battle. WQXI-FM returned in several cases to audience shares that were comparable to the A/M survey last year, but were down from the station's O/N '79 high point. The station hired new air personalities for mid-day and for the late evening shift. Perhaps the next book will be a better test of how they would score on WQXI-FM.

ON-AIR SURVEY SPOTS BROADCAST BY:  
WKLS-FM WZGC-FM WKLS-AM

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 15325

A/M '79	O/N '79	A/M '80
1 WSB -AM	15.3	11.7
2 WZGC-FM	11.2	11.1
3 WQXI-FM	8.2	10.5
4 WKLS-FM	7.7	8.2
5 WSB -FM	6.4	7.6
6 WVEE-FM	6.0	7.3
7 WPLO-AM	5.0	5.7
8 WPCB-FM	4.9	5.3
9 WQXI-AM	3.9	5.1
10 WGST-AM	3.9	5.0
11 WRNG-AM	3.6	3.4
12 WAOK-AM	3.5	2.8
13 WLTA-FM	3.2	2.5
14 WBIE-FM	2.9	2.2
15 WKRA-AM	1.2	1.1
16 WYZE-AM	0.9	1.0
17 WCOB-AM	0.8	0.7
18 WYRX-AM	0.5	0.6
19 WKLS-AM	0.5	0.6
20 WJGA-FM	0.5	0.5
21 WTJR-AM	0.4	0.3
22 WXLL-AM	0.4	0.3
23		0.3

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15325

A/M '79	O/N '79	A/M '80
1 WSB -AM	333	276
2 WZGC-FM	245	262
3 WQXI-FM	179	247
4 WKLS-FM	169	193
5 WSB -FM	139	180
6 WVEE-FM	132	172
7 WPLO-AM	110	135
8 WPCB-FM	108	124
9 WQXI-AM	86	120
10 WGST-AM	86	118

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WZGC-FM	WQXI-AM	WZGC-FM
3 WQXI-AM	WZGC-FM	WZGC-FM
4 WSB -FM	WKLS-FM	WVEE-FM
5 WKLS-FM	WPLO-AM	WPLO-AM
6 WPLO-AM	WKLS-FM	WKLS-FM
7 WGST-AM	WVEE-FM	WGST-AM
8 WAOK-AM	WSB -FM	WPCB-FM
9 WPCB-FM	WPCB-FM	WRNG-AM
10 WVEE-FM	WLTA-FM	WAOK-AM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WVEE-FM
2 WSB -AM	WQXI-FM	WZGC-FM
3 WKLS-FM	WKLS-FM	WKLS-FM
4 WQXI-FM	WSB -AM	WSB -AM
5 WVEE-FM	WVEE-FM	WQXI-FM
6 WSB -FM	WPCB-FM	WPCB-FM
7 WPLO-AM	WPLO-AM	WPLO-AM
8 WQXI-AM	WLTA-FM	WSB -FM
9 WLTA-FM	WSB -FM	WLTA-FM
10 WPCB-FM	WGST-AM	WGST-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1952

A/M '79	O/N '79	A/M '80
1 WZGC-FM	WZGC-FM	WZGC-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WQXI-FM	WVEE-FM	WVEE-FM

M-F, 6-10am

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-AM	WQXI-AM	WKLS-FM
3 WKLS-FM	WKLS-FM	WVEE-FM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WVEE-FM
2 WKLS-FM	WKLS-FM	WZGC-FM
3 WQXI-FM	WVEE-FM	WKLS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 6374

A/M '79	O/N '79	A/M '80
1 WQXI-FM	WQXI-FM	WVEE-FM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WKLS-FM	WKLS-FM	WQXI-FM
4 WVEE-FM	WVEE-FM	WLTA-FM
5 WSB -AM	WSB -AM	WPCB-FM
6 WQXI-AM	WLTA-FM	WPLO-AM
7 WSB -FM	WPCB-FM	WPLO-AM
8 WLTA-FM	WAOK-AM	WSB -AM
9 WPLO-AM	WQXI-AM	WAOK-AM
10 WAOK-AM	WSB -FM	WQXI-AM

M-F, 6-10am

1 WQXI-AM	WQXI-AM	WQXI-AM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WKLS-FM	WSB -AM	WSB -FM
5 WVEE-FM	WVEE-FM	WPLO-AM
6 WAOK-AM	WAOK-AM	WSB -AM
7 WGST-AM	WLTA-FM	WLTA-FM
8 WSB -FM	WGST-AM	WAOK-AM
9 WPLO-AM	WPLO-AM	WRNG-AM
10 WLTA-FM	WSB -FM	WBIE-FM

M-F, 3-7pm

1 WQXI-FM	WQXI-FM	WVEE-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WVEE-FM	WZGC-FM	WZGC-FM
4 WZGC-FM	WVEE-FM	WQXI-FM
5 WQXI-AM	WSB -AM	WLTA-FM
6 WPLO-AM	WPCB-FM	WPLO-AM
7 WSB -FM	WLTA-FM	WPCB-FM
8 WSB -AM	WQXI-AM	WSB -AM
9 WLTA-FM	WAOK-AM	WQXI-AM
10 WGST-AM	WGST-AM	WRNG-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 7835

A/M '79	O/N '79	A/M '80
1 WSB -AM	WSB -AM	WSB -AM
2 WPLO-AM	WQXI-FM	WVEE-FM
3 WQXI-FM	WZGC-FM	WPCB-FM
4 WZGC-FM	WPCB-FM	WQXI-FM
5 WSB -FM	WLTA-FM	WZGC-FM
6 WLTA-FM	WPLO-AM	WPLO-AM
7 WVEE-FM	WSB -FM	WLTA-FM
8 WPCB-FM	WVEE-FM	WSB -FM
9 WQXI-AM	WKLS-FM	WKLS-FM
10 WRNG-AM	WGST-AM	WBIE-FM

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AM	WQXI-AM	WQXI-AM
3 WPLO-AM	WPLO-AM	WPLO-AM
4 WZGC-FM	WZGC-FM	WVEE-FM
5 WSB -FM	WLTA-FM	WZGC-FM
6 WGST-AM	WGST-AM	WPCB-FM
7 WAOK-AM	WPCB-FM	WRNG-AM
8 WRNG-AM	WSB -FM	WGST-AM
9 WVEE-FM	WKLS-FM	WBIE-FM
10 WBIE-FM	WVEE-FM	WLTA-FM

M-F, 3-7pm

1 WSB -AM	WZGC-FM	WVEE-FM
2 WPLO-AM	WQXI-FM	WSB -AM
3 WZGC-FM	WPCB-FM	WPCB-FM
4 WQXI-FM	WSB -AM	WPLO-AM
5 WLTA-FM	WPLO-AM	WQXI-FM
6 WSB -FM	WLTA-FM	WZGC-FM
7 WVEE-FM	WSB -FM	WLTA-FM
8 WQXI-AM	WVEE-FM	WKLS-FM
9 WPCB-FM	WKLS-FM	WSB -FM
10 WRNG-AM	WGST-AM	WBIE-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15325

A/M '79	O/N '79	A/M '80
1 WSB -AM	4916	4400
2 WZGC-FM	4061	3841
3 WQXI-FM	2969	3404
4 WSB -FM	2506	2625
5 WQXI-AM	2274	2512
6 WKLS-FM	2237	2360
7 WPLO-AM	1975	2147
8 WPCB-FM	1869	1956
9 WVEE-FM	1807	1787
10 WGST-AM	1615	1768

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AM	WQXI-AM	WQXI-AM
3 WZGC-FM	WZGC-FM	WZGC-FM
4 WPLO-AM	WKLS-FM	WVEE-FM
5 WSB -FM	WGST-AM	WKLS-FM
6 WKLS-FM	WSB -FM	WPLO-AM
7 WGST-AM	WPLO-AM	WPCB-FM
8 WAOK-AM	WPCB-FM	WQXI-AM
9 WVEE-FM	WQXI-AM	WGST-AM
10 WPCB-FM	WVEE-FM	WLTA-FM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WSB -AM	WSB -AM	WSB -AM
3 WQXI-FM	WQXI-FM	WVEE-FM
4 WKLS-FM	WKLS-FM	WQXI-FM
5 WSB -FM	WPCB-FM	WKLS-FM
6 WQXI-AM	WVEE-FM	WPLO-AM
7 WPLO-AM	WSB -FM	WPCB-FM
8 WVEE-FM	WPLO-AM	WSB -FM
9 WPCB-FM	WQXI-AM	WQXI-AM
10 WGST-AM	WGST-AM	WLTA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1952

A/M '79	O/N '79	A/M '80
1 WZGC-FM	WZGC-FM	WZGC-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WQXI-FM	WQXI-FM	WVEE-FM

M-F, 6-10am

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-AM	WKLS-FM	WKLS-FM
3 WKLS-FM	WQXI-AM	WQXI-AM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WQXI-FM	WQXI-FM	WVEE-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 6374

A/M '79	O/N '79	A/M '80
1 WQXI-FM	WQXI-FM	WZGC-FM
2 WZGC-FM	WZGC-FM	WQXI-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WQXI-AM	WQXI-AM	WKLS-FM
5 WKLS-FM	WSB -AM	WSB -AM
6 WVEE-FM	WQXI-AM	WQXI-AM
7 WSB -FM	WGST-AM	WLTA-FM
8 WLTA-FM	WPCB-FM	WPLO-AM
9 WPLO-AM	WLTA-FM	WAOK-AM
10 WAOK-AM	WAOK-AM	WPCB-FM

M-F, 6am-10am

1 WQXI-AM	WQXI-AM	WQXI-AM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WKLS-FM	WSB -AM	WKLS-FM
5 WVEE-FM	WVEE-FM	WSB -AM
6 WPLO-AM	WAOK-AM	WPLO-AM
7 WAOK-AM	WGST-AM	WLTA-FM
8 WGST-AM	WLTA-FM	WAOK-AM
9 WSB -FM	WPLO-AM	WRNG-AM
10 WLTA-FM	WSB -FM	WBIE-FM

M-F, 3-7pm

1 WQXI-FM	WQXI-FM	WZGC-FM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WKLS-FM	WKLS-FM	WQXI-FM
4 WQXI-AM	WVEE-FM	WKLS-FM
5 WVEE-FM	WQXI-AM	WSB -AM
6 WSB -AM	WSB -AM	WPLO-AM
7 WPLO-AM	WGST-AM	WQXI-AM
8 WLTA-FM	WAOK-AM	WLTA-FM
9 WSB -FM	WPLO-AM	WRNG-AM
10 WGST-AM	WLTA-FM	WPCB-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 7835

A/M '79	O/N '79	A/M '80
1 WSB -AM	WSB -AM	WSB -AM
2 WZGC-FM	WZGC-FM	WPCB-FM
3 WPLO-AM	WPCB-FM	WZGC-FM
4 WQXI-FM	WQXI-FM	WPLO-AM
5 WSB -FM	WQXI-AM	WQXI-FM
6 WPCB-FM	WSB -FM	WLTA-FM
7 WQXI-AM	WPLO-AM	WVEE-FM
8 WGST-AM	WLTA-FM	WSB -FM
9 WLTA-FM	WQXI-AM	WGST-AM
10 WVEE-FM	WKLS-FM	WBIE-FM

# Atlanta

Continued

**1-F, 6-10am**

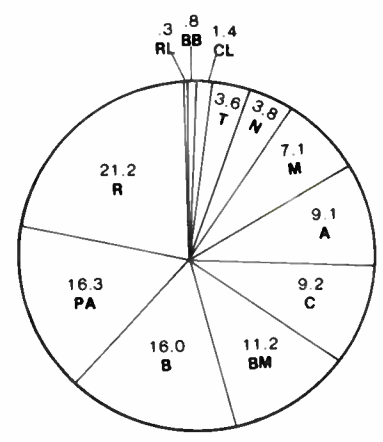
1 WSB -AM	WSB -AM	WSB -AM
2 WQXI -AF	WQXI -AF	WQXI -AF
3 WPLO -AM	WPLO -AM	WPLO -AM
4 WZGC -FM	WSB -FM	WZGC -FM
5 WGST -AM	WGST -AM	WZCC -FM
6 WSB -FM	WZCC -FM	WZCC -FM
7 WLTA -FM	WPCH -FM	WGST -AM
8 WVEE -FM	WLTA -FM	WLTA -FM
9 WAOK -AM	WKLS -FM	WTE -FM
10 WRNG -AM	WVEE -FM	WRNG -AM

**1-F, 3-7pm**

1 WSB -AM	WSB -AM	WSB -AM
2 WPLO -AM	WZGC -FM	WPLO -AM
3 WZGC -FM	WQXI -FM	WPCH -FM
4 WQXI -FM	WPCH -FM	WVEE -FM
5 WSB -FM	WPLO -AM	WQXI -FM
6 WLTA -FM	WSB -FM	WZCC -FM
7 WQXI -AM	WQXI -AM	WSB -FM
8 WPCH -FM	WGST -AM	WLTA -FM
9 WGST -AM	WLTA -FM	WTE -FM
10 WVEE -FM	WKLS -FM	WQXI -AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Atlantic City

METRO RANK **148**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 1577

A/M '79	A/M '80
1 WFGC-FM 19.0	WFGC-FM 15.9
2 WMGH-FM 11.0	WAYV-FM(PA) 11.8
3 WIIN-AM 9.7	WMGH-FM 11.0
4 WOND-AM 7.6	WMHR-FM(A) 9.4
5 WMID-AM 7.2	WIIN-AM 7.3
6 WUSS-AM 5.1	WOND-AM(PA) 5.3
7 WGRF-FM 4.6	WCAU-AM 4.5
8 WCAU-AM 4.2	WIP -AM(PA) 2.9
9 WSLT-FM 3.8	KYW -AM 2.9
10 WAYV-FM 3.0	WGRF-FM 2.4
11 WMHR-FM 3.0	WIOQ-FM(A) 2.4
12 WDVR-FM 2.1	WRDR-FM 2.4
13 WRDI-AM 1.7	WMID-AM(PA) 2.0
14 WIOQ-FM 1.3	WUSS -AM(PA) 2.0
15 KYW -AM 0.8	WSLT-FM 1.6
16 WCAU -FM 0.8	WWSH-FM 1.2
17 WIP -AM 0.8	WCAU-FM 1.2
18 WWSH-FM 0.8	WDVR-FM 0.8
19 WIBC-AM 0.4	WRDI-AM(PA) 0.4
20 WFLN-FM 0.4	WYSP-FM(A) 0.4
21 WIFI-FM 0.4	WMCK-FM(PA) 0.4
22 WFIL-AM 0.4	

### Average Persons Trends/Rankings

**Total 12+ S, 6am-Midnight**  
POP(00): 1577

A/M '79	A/M '80
1 WFGC-FM 4.5	WFGC-FM 3.9
2 WMGH-FM 2.6	WAYV-FM 2.9
3 WIIN-AM 2.3	WMGH-FM 2.7
4 WOND-AM 1.8	WMHR-FM 2.3
5 WMID-AM 1.7	WIIN-AM 1.8

**1-F, 6-10am**

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WIIN-AM
3 WOND-AM	WAYV-FM
4 WMGH-FM	WMGH-FM
5 WMID-AM	WOND-AM

**1-F, 3-7pm**

1 WFGC-FM	WFGC-FM
2 WMGH-FM	WAYV-FM
3 WIIN-AM	WMGH-FM
4 WGRF-FM	WMHR-FM
5 WMID-AM	WCAU-AM

**Teens S, 6am-Midnight**  
POP(00): 184

A/M '79	A/M '80
1 WMGH-FM	WMGH-FM
2 WGRF-FM	WMHR-FM
3 WMHR-FM	WAYV-FM

**1-F, 6-10am**

1 WMGH-FM	WMGH-FM
2 WMID-AM	WMHR-FM
3 WOND-AM	WAYV-FM

**1-F, 3-7pm**

1 WMGH-FM	WMGH-FM
2 WGRF-FM	WMHR-FM
3 WAYV-FM	WAYV-FM

**Adults 18-34 S, 6am-Midnight**  
POP(00): 421

A/M '79	A/M '80
1 WMGH-FM	WMHR-FM
2 WMID-AM	WMGH-FM
3 WFGC-FM	WAYV-FM
4 WOND-AM	WIOQ-FM
5 WAYV-FM	WGRF-FM

**M-F, 6-10am**

1 WMGH-FM	WAYV-FM
2 WMID-AM	WMHR-FM
3 WFGC-FM	WMGH-FM
4 WGRF-FM	WIOQ-FM
5 WIIN-AM	WOND-AM

**M-F, 3-7pm**

1 WMGH-FM	WMHR-FM
2 WMHR-FM	WAYV-FM
3 WGRF-FM	WMGH-FM
4 WMID-AM	WIOQ-FM
5 WOND-AM	WMID-AM

**Adults 25-54 M-S, 6am-Midnight**  
POP(00): 640

A/M '79	A/M '80
1 WFGC-FM	WAYV-FM
2 WIIN-AM	WFGC-FM
3 WMID-AM	WMGH-FM
4 WOND-AM	WMHR-FM
5 WMGH-FM	WIIN-AM

**M-F, 6-10am**

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WAYV-FM
3 WMID-AM	WIIN-AM
4 WOND-AM	WIP -AM
5 WUSS-AM	WMGH-FM

**M-F, 3-7pm**

1 WFGC-FM	WAYV-FM
2 WIIN-AM	WFGC-FM
3 WMID-AM	WMGH-FM
4 WMGH-FM	WMHR-FM
5 WGRF-FM	WIIN-AM

### Cume Persons Trends/Rankings

**Total 12+ M-S, 6am-Midnight**  
POP(00): 1577

A/M '79	A/M '80
1 WFGC-FM 490	WFGC-FM 413
2 WMGH-FM 380	WMGH-FM 354
3 WOND-AM 335	WIIN-AM 293
4 WIIN-AM 316	WAYV-FM 285
5 WMID-AM 301	WOND-AM 285

**M-F, 6-10am**

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WMGH-FM
3 WMGH-FM	WIIN-AM
4 WMID-AM	WAYV-FM
5 WOND-AM	WOND-AM

**M-F, 3-7pm**

1 WFGC-FM	WFGC-FM
2 WMGH-FM	WMGH-FM
3 WGRF-FM	WAYV-FM
4 WIIN-AM	WMHR-FM
5 WMID-AM	WIIN-AM

**Teens M-S, 6am-Midnight**  
POP(00): 184

A/M '79	A/M '80
1 WMGH-FM	WMGH-FM
2 WMID-AM	WMHR-FM
3 WOND-AM	WAYV-FM

**M-F, 6-10am**

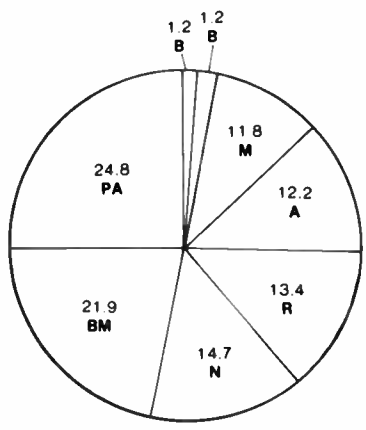
1 WMGH-FM	WMGH-FM
2 WMID-AM	WAYV-FM
3 WOND-AM	WMHR-FM

**M-F, 3-7pm**

1 WMGH-FM	WMGH-FM
2 WGRF-FM	WMHR-FM
3 WMID-AM	WAYV-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Augusta

METRO RANK

121

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2322

	A/M '78	A/M '79	A/M '80
1	WBBO-FM 15.8	WBBO-FM 23.1	WBBO-FM (R) 27.2
2	WBBO-AM 11.5	WBIA-AM 9.3	WTHB-AM (B) 10.4
3	WZZW-FM 11.0	WBBO-AM 9.1	WRDW-AM (B) 8.3
4	WGAC-AM 8.0	WTHR-AM 8.0	WZZW-FM (PA) 7.7
5	WBIA-AM 7.2	WGAC-AM 7.4	WBBO-AM (R) 6.8
6	WGUS-AM 7.2	WGUS-FM 6.9	WGAC-AM (PA) 5.9
7	WRDW-AM 6.4	WRDW-AM 6.0	WGUS-AM (C) 5.3
8	WTHB-AM 6.2	WZZW-FM 5.8	WGUS-FM (C) 5.0
9	WAUC-AM 4.8	WNEZ-FM 5.5	WNEZ-FM (BM) 4.1
10	WAUC-FM 4.3	WAUC-FM 5.5	WYXX-FM (A) 4.1
11	WNEZ-FM 3.8	WGUS-AM 2.2	WKZK-AM (PA) 2.7
12	WAKN-AM 1.9	WHGL-AM 1.9	WBIA-AM (PA) 2.1
13	WWDW-FM 1.6	WAKN-AM 1.9	WTHO-FM (C) 1.5
14	WGUS-FM 1.3	WCOS-FM 0.8	WPGL-AM (RL) 0.9
15	WUGA-FM 1.3	WAKN-AM (PA) 0.9	WVAP-AM (C) 0.6
16	WLOW-AM 1.3	WVAP-AM (C) 0.6	WVGA-FM (RL) 0.6
17	WFNL-AM 0.8	WVGA-FM (RL) 0.6	WWDW-FM (B) 0.6
18	WLOW-FM 0.3	WWDW-FM (B) 0.6	

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2322

	A/M '78	A/M '79	A/M '80
1	WBBO-FM 59	WBBO-FM 84	WBBO-FM 92
2	WBBO-AM 43	WBIA-AM 34	WTHB-AM 35
3	WZZW-FM 41	WRBO-AM 33	WRDW-AM 29
4	WGAC-AM 30	WTHB-AM 29	WZZW-FM 26
5	WBIA-AM 27	WGAC-AM 27	WBBO-AM 23

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WGAC-AM
3	WGAC-AM	WBIA-AM	WBBO-AM
4	WBIA-AM	WGAC-AM	WRDW-AM
5	WZZW-FM	WGUS-FM	WZZW-FM

M-F, 3-7pm

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WGUS-FM	WTHB-AM
3	WZZW-FM	WBIA-AM	WZZW-FM
4	WGUS-AM	WTHB-AM	WRDW-AM
5	WGAC-AM	WBBO-AM	WGUS-FM

Teens

M-S, 6am-Midnight

POP(00): 318

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WRDW-AM	WTHB-AM
3	WTHB-AM	WAUC-FM	WZZW-FM

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WZZW-FM
3	WWDW-FM	WRDW-AM	WTHB-AM

M-F, 3-7pm

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WRDW-AM	WTHB-AM
3	WTHB-AM	WAUC-FM	WRDW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 943

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WBBO-FM	WBBO-FM
2	WZZW-FM	WZZW-FM	WTHB-AM
3	WBBO-AM	WTHB-AM	WZZW-FM
4	WRDW-AM	WBBO-AM	WRDW-AM
5	WAUC-FM	WAUC-FM	WYXX-FM

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WBBO-AM
3	WRDW-AM	WZZW-FM	WZZW-FM
4	WZZW-FM	WAUC-FM	WTHB-AM
5	WGAC-AM	WGUS-FM	WKZK-AM

M-F, 3-7pm

1	WBBO-AM	WBBO-FM	WBBO-FM
2	WBBO-FM	WTHB-AM	WZZW-FM
3	WZZW-FM	WZZW-FM	WYXX-FM
4	WRDW-AM	WBBO-AM	WTHB-AM
5	WGUS-AM	WAUC-FM	WRDW-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1082

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WBBO-FM	WBBO-FM
2	WGUS-AM	WGUS-FM	WRDW-AM
3	WBBO-AM	WBBO-AM	WTHB-AM
4	WGAC-AM	WBIA-AM	WZZW-FM
5	WZZW-FM	WGAC-AM	WGUS-FM

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WGAC-AM	WBBO-AM	WGAC-AM
3	WBBO-AM	WGUS-FM	WBBO-AM
4	WGUS-AM	WBIA-AM	WRDW-AM
5	WBIA-AM	WZZW-FM	WGUS-AM

M-F, 3-7pm

1	WBBO-AM	WBBO-FM	WBBO-FM
2	WGUS-AM	WGUS-FM	WGUS-FM
3	WBBO-FM	WBBO-AM	WZZW-FM
4	WGAC-AM	WNEZ-FM	WRDW-AM
5	WZZW-FM	WTHB-AM	WTHB-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2322

	A/M '78	A/M '79	A/M '80
1	WBBO-AM R13	WBBO-FM 931	WBBO-FM 1030
2	WBBO-FM R09	WBBO-AM 651	WBBO-AM 526
3	WGAC-AM 489	WZZW-FM 471	WZZW-FM 460
4	WZZW-FM 478	WGAC-AM 392	WRDW-AM 428
5	WRDW-AM 374	WRDW-AM 372	WTHB-AM 391

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WBBO-AM
3	WGAC-AM	WZZW-FM	WGAC-AM
4	WZZW-FM	WGAC-AM	WRDW-AM
5	WBIA-AM	WBIA-AM	WZZW-FM

M-F, 3-7pm

1	WBBO-AM	WBBO-FM	WBBO-FM
2	WBBO-FM	WZZW-FM	WBBO-AM
3	WGAC-AM	WBBO-AM	WRDW-AM
4	WZZW-FM	WAUC-FM	WZZW-FM
5	WRDW-AM	WRDW-AM	WTHB-AM

Teens

M-S, 6am-Midnight

POP(00): 318

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WAUC-FM	WTHB-AM
3	WAUC-FM	WBBO-AM	WRDW-AM

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WTHB-AM
3	WRDW-AM	WRDW-AM	WRDW-AM

M-F, 3-7pm

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WAUC-FM	WRDW-AM
3	WRDW-AM	WRDW-AM	WTHB-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 943

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WZZW-FM	WZZW-FM
3	WZZW-FM	WBBO-AM	WBBO-AM
4	WRDW-AM	WAUC-FM	WTHB-AM
5	WGAC-AM	WGAC-AM	WRDW-AM

M-F, 6-10am

1	WBBO-FM	WBBO-FM	WBBO-FM
2	WBBO-AM	WBBO-AM	WZZW-FM
3	WZZW-FM	WZZW-FM	WBBO-AM
4	WGAC-AM	WAUC-FM	WTHB-AM
5	WAUC-FM	WGAC-AM	WRDW-AM

M-F, 3-7pm

1	WBBO-AM	WBBO-FM	WBBO-FM
2	WBBO-FM	WZZW-FM	WZZW-FM
3	WZZW-FM	WBBO-AM	WYXX-FM
4	WRDW-AM	WAUC-FM	WBBO-AM
5	WTHB-AM	WTHB-AM	WTHB-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1082

	A/M '78	A/M '79	A/M '80
1	WBBO-AM	WBBO-FM	WBBO-FM
2	WBBO-FM	WBBO-AM	WBBO-AM
3	WGAC-AM	WGAC-AM	WZZW-FM
4	WZZW-FM	WZZW-FM	WGAC-AM
5	WBIA-AM	WRDW-AM	WRDW-AM

M-F, 6-10am

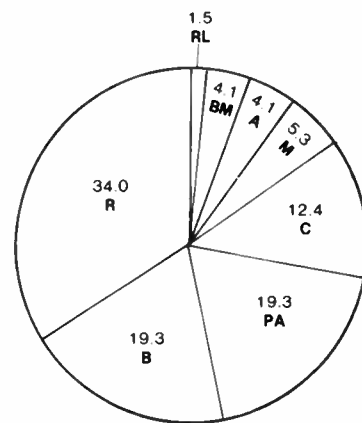
1	WBBO-AM	WBBO-FM	WBBO-FM
2	WGAC-AM	WBBO-AM	WBBO-AM
3	WBBO-FM	WGAC-AM	WGAC-AM
4	WGUS-AM	WZZW-FM	WZZW-FM
5	WBIA-AM	WGUS-FM	WRDW-AM

M-F, 3-7pm

1	WBBO-AM	WBBO-FM	WBBO-FM
2	WGAC-AM	WBBO-AM	WBBO-AM
3	WBBO-FM	WGUS-FM	WZZW-FM
4	WGUS-AM	WZZW-FM	WGUS-FM
5	WZZW-FM	WNEZ-FM	WRDW-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Austin

METRO RANK

72

## A/M '80 Market Overview

There's a new number one station in the Austin metro. KHFI, a Top 40 station with an AOR flavor, more than doubled its overall share, while last survey's leader, Beautiful Music KASE, dropped significantly. Country KVET remained in the runner-up spot.

KHFI used a combination of outside advertising, extensive promotions, and new programming ingredients to score. The station utilized TV and billboards, with much of the advertising spotlighting its new morning man, a well-known area personality. That addition plus the fusion of Top 40 and AOR gave KHFI a sound dramatically different than the Dancemusic format used last spring. KHFI sponsored a series of 17 concerts from January-May, usually featuring local groups. All this effort paid off, with KHFI surging from less than 10% of 18-34 adults in the O/N sweep to almost 25%. KHFI was also tops with the teen audience.

KASE's overall share declined by almost 40%, mostly attributable to a softening in the stations's ability to hold its time spent listening figures at previous levels. KASE's cume dropped 24% from a year ago, but its average quarter-hour audience declined almost one-third, implying shorter time spent with the station. The KASE on-air sound is now different, since the station has switched from Bonneville to TM syndication. The next sweep may show if this different musical approach will help KASE rebound. The station was still tops among adults 25-54, due largely to a stable book among women in that cell, while its male numbers dissipated. KVET was just fractionally behind KASE in this demo.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4108

	A/M '79	O/N '79	A/M '80
1 KVET-AM	15.0	KASE FM	17.1
2 KASE-FM	13.4	KVET-AM	12.0
3 KLBJ-FM	8.8	KLBJ-FM	11.2
4 KNOW-AM	8.4	KHFI-FM	8.2
5 KOKF-FM	7.7	KOKE FM	7.6
6 KHFI-FM	7.5	KCSW-FM	5.9
7 KCSW-FM	7.4	KLBJ-AM	5.7
8 KLBJ-AM	5.4	KTSA-AM	4.3
9 KTSA-AM	4.7	KNOW-AM	2.7
10 KIXL-AM	2.4	KIXL-AM	2.4
11 KMXX-FM	2.1	KTAF-AM	1.9
12 KOKE-AM	1.5	KMXX-FM	1.4
13 WOA1-AM	1.3	KOKE-AM	1.4
14 KKYX-AM	0.7	WOA1-AM	0.9
15 KTFM-FM	0.6	KCTN-AM	0.8
16 KTAF-AM	0.4	KNOW-AM	1.0
17		KONO-AM	0.7

### Average Persons Trends/Rankings

	A/M '79	O/N '79	A/M '80
1 KVET-AM	102	KASE-FM	108
2 KASE-FM	91	KVET-AM	76
3 KLBJ-FM	60	KLBJ-FM	71
4 KNOW-AM	57	KHFI-FM	52
5 KOKF-FM	52	KOKE FM	48

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KASE-FM	KHFI-FM
2 KNOW-AM		KVET-AM	KVET-AM
3 KASE-FM		KOKE FM	KOKE-FM
4 KLBJ-AM		KLBJ-FM	KASE-FM
5 KCSW-FM		KLBJ-AM	KCSW-FM

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KTSA-AM		KLBJ-FM	KTSA-AM
3 KNOW-AM		KVET-AM	KLBJ-FM

	A/M '79	O/N '79	A/M '80
1 KNOW-AM		KHFI-FM	KHFI-FM
2 KHFI-FM		KTSA-AM	KTSA-AM
3 KOKF-FM		KLBJ-FM	KLBJ-FM

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KTSA-AM		KVET-AM	KTSA-AM
3 KNOW-AM		KLBJ-FM	KOKE-FM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KCSW-FM		KCSW-FM	KLBJ-FM
3 KVET-AM		KHFI-FM	KOKE-FM
4 KNOW-AM		KOKE-FM	KCSW-FM
5 KOKF-FM		KASE-FM	KMXX-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KOKE-FM	KCSW-FM
3 KLBJ-FM		KHFI-FM	KOKE-FM
4 KCSW-FM		KASE-FM	KMXX-FM
5 KOKF-FM		KCSW-FM	KVET-AM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KOKE-FM	KCSW-FM
3 KLBJ-FM		KHFI-FM	KOKE-FM
4 KCSW-FM		KASE-FM	KMXX-FM
5 KOKF-FM		KCSW-FM	KVET-AM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KCSW-FM	KLBJ-FM
3 KOKF-FM		KTSA-AM	KOKE-FM
4 KCSW-FM		KOKF-FM	KCSW-FM
5 KVET-AM		KHFI-FM	KVET-AM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KASE-FM	KASE-FM
2 KASE-FM		KVET-AM	KVET-AM
3 KLBJ-FM		KOKE-FM	KCSW-FM
4 KOKF-FM		KLBJ-FM	KOKE-FM
5 KNOW-AM		KCSW-FM	KHFI-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KASE-FM	KASE-FM
2 KASE-FM		KVET-AM	KVET-AM
3 KLBJ-FM		KOKE-FM	KCSW-FM
4 KOKF-FM		KLBJ-FM	KOKE-FM
5 KNOW-AM		KCSW-FM	KHFI-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KVET-AM
2 KLBJ-AM		KASE-FM	KASE-FM
3 KNOW-AM		KOKE-FM	KCSW-FM
4 KASE-FM		KLBJ-FM	KOKE-FM
5 KOKF-FM		KLBJ-FM	KHFI-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KVET-AM
2 KASE-FM		KASE-FM	KASE-FM
3 KOKF-FM		KOKE-FM	KOKE-FM
4 KLBJ-FM		KLBJ-FM	KLBJ-FM
5 KNOW-AM		KCSW-FM	KCSW-FM

### Cume Persons Trends/Rankings

	A/M '79	O/N '79	A/M '80
1 KVET-AM	1181	KASE-FM	1080
2 KASE-FM	886	KVET-AM	981
3 KNOW-AM	879	KLBJ-FM	964
4 KLBJ-FM	791	KLBJ-AM	962
5 KOKF-FM	763	KHFI-FM	775

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KASE-FM	KHFI-FM
2 KNOW-AM		KVET-AM	KVET-AM
3 KLBJ-AM		KLBJ-FM	KCSW-FM
4 KASE-FM		KOKE-FM	KOKE-FM
5 KLBJ-FM		KHFI-FM	KASE-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KVET-AM	KVET-AM
3 KASE-FM		KASE-FM	KASE-FM
4 KOKF-FM		KHFI-FM	KOKE-FM
5 KLBJ-FM		KOKF-FM	KCSW-FM

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KNOW-AM		KTSA-AM	KTSA-AM
3 KTSA-AM		KLBJ-FM	KOKE-FM

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KNOW-AM		KTSA-AM	KTSA-AM
3 KTSA-AM		KLBJ-FM	KVET-AM

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KTSA-AM		KVET-AM	KTSA-AM
3 KNOW-AM		KNOW-AM	KOKE-FM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KCSW-FM	KCSW-FM
3 KCSW-FM		KNOW-AM	KLBJ-FM
4 KVET-AM		KOKE-FM	KOKE-FM
5 KHFI-FM		KHFI-FM	KTSA-AM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KOKE-FM	KCSW-FM
3 KCSW-FM		KCSW-FM	KOKF-FM
4 KVET-AM		KHFI-FM	KTSA-AM
5 KHFI-FM		KNOW-AM	KLBJ-FM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KCSW-FM	KCSW-FM
3 KCSW-FM		KHFI-FM	KLBJ-FM
4 KOKF-FM		KOKE-FM	KOKE-FM
5 KVET-AM		KVET-AM	KVET-AM

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KCSW-FM	KCSW-FM
3 KCSW-FM		KHFI-FM	KLBJ-FM
4 KOKF-FM		KOKE-FM	KOKE-FM
5 KVET-AM		KVET-AM	KVET-AM

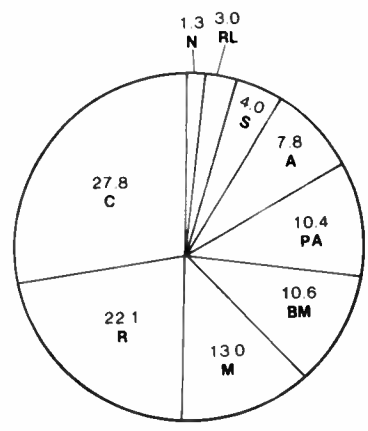
	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KASE-FM
2 KASE-FM		KASE-FM	KVET-AM
3 KNOW-AM		KOKE-FM	KOKE-FM
4 KLBJ-FM		KLBJ-AM	KHFI-FM
5 KLBJ-AM		KLBJ-FM	KCSW-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KVET-AM
2 KNOW-AM		KASE-FM	KASE-FM
3 KLBJ-FM		KOKE-FM	KCSW-FM
4 KASE-FM		KLBJ-AM	KOKE-FM
5 KOKF-FM		KCSW-FM	KHFI-FM

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KVET-AM
2 KNOW-AM		KASE-FM	KASE-FM
3 KOKF-FM		KOKE-FM	KOKE-FM
4 KASE-FM		KLBJ-FM	KCSW-FM
5 KLBJ-FM		KCSW-FM	KHFI-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

### TM Programming



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

For Tomorrow

# Bakersfield

METRO RANK

98

## A/M '80 Market Overview

Although Quarterly Measurement was implemented here for the first time, the Arbitron results did not differ noticeably. The top three stations in last year's results were the top three again, although in a slightly revised order. Country KUZZ regained the top spot, while Top 40 KKXX remained stable, moving to second, KKXX's AM competitor, KERN, remained in third.

The longer 12-week survey resulted in more stable estimates. Arbitron sent out many more diaries and got back almost 50% more usable ones than in the previous survey. As a result, cume diary values are lower, meaning more stable estimates and fewer flukes.

KUZZ maintained its leadership in the key 25-54 target demo, retaining approximately 18% of that audience. The station used TV and outdoor boards, tied into on-air cash giveaways of about \$10,000.

KKXX revised its music slightly for the book, which may have helped the station move into the number two slot 25-54 with about 11%. Among 18-34 adults, KKXX remained static at around 22. The musical shifts involved playing fewer disco and album cuts. Outdoor boards backed up with some TV commercials composed the external ad effort for KKXX.

KERN suffered a slight dip in its overall share, and its 18-34 share dropped from approximately 14% to less than 10%. The Top 40 station used less outside advertising than last year, but did try to generate on-air excitement with a treasure hunt contest featuring an increasing jackpot. KERN's PM drive numbers suffered owing to two different personalities being used during the sweep.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3012						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	17.1	KKXX-FM	13.2	KUZZ-AM (C)	15.6
2	KERN-AM	13.4	KUZZ-AM	12.8	KKXX-FM (M)	13.4
3	KAFY-AM	8.7	KERN-AM	9.9	KERN-AM (M)	9.3
4	KLYD-FM	6.3	KGFM-FM	7.0	KGFM-FM (M)	5.1
5	KGEE-AM	5.9	KWAC-AM	5.9	KGAM-AM (M)	4.1
6	KKXX-FM	4.9	KLYD-FM	5.1	KLYD-FM (PA)	4.1
7	KGFM-FM	3.9	KAFY-AM	4.4	KAFY-AM (PA)	3.9
8	KLOS-FM	2.6	KGAM-AM	4.2	KFI -AM (M)	3.9
9	KLYD-AM	2.6	KLYD-AM	3.7	KWAC-AM (M)	2.9
10	KPHC-AM	2.6	KPHC-AM	3.3	KMET-FM (A)	2.7
11	KFI -AM	2.2	KMET-FM	2.6	KXEM-AM (M)	2.4
12	KWAC-AM	2.0	KZIQ-AM	2.6	KPHC-AM (M)	2.0
13	KLQA-AM	1.8	KBIG-FM	2.2	KOST-FM (M)	2.0
14	KOST-FM	1.6	KFI -AM	1.8	KBIG-FM (M)	1.7
15	KHIS-FM	1.4	KMPC-AM	1.5	KHIS-AM (M)	1.5
16	KPRE-AM	1.4	KOST-FM	1.5	KLQA-AM (PA)	1.2
17	KMPC-AM	1.0	KHIS-AM	1.3	KZIQ-AM (C)	1.2
18	KBIG-FM	1.0	KLOS-FM	1.1	KVLI-AM (M)	1.2
19	KWSO-AM	0.8	KWSO-AM	1.1	KLOS-FM (A)	1.0
20	KZIQ-FM	0.6	KLQA-AM	1.1	KZIQ-FM (M)	1.0
21	KCHJ-AM	0.4	KDOL-AM	1.1	KMPC-AM (PA)	0.7
22	KHIS-AM	0.2	KNX -FM	0.9	KRTH-FM (M)	0.7
23			KNX -AM	0.7	KNTB-AM (M)	0.7
24			KHIS-FM	0.4	KPRE-AM (PA)	0.7
25			KZIQ-FM	0.4	KNX -FM (A)	0.7
26			KCHJ-AM	0.4	KCHJ-AM (C)	0.5
27			KNX -AM (M)	0.5	KNX -AM (M)	0.5
28			KWSO-AM (M)	0.5	KWSO-AM (M)	0.5
29			KHIS-FM (M)	0.5	KHIS-FM (M)	0.5
30			KHIS-FM (M)	0.2	KHIS-FM (M)	0.2
31			KFIO-FM (A)	0.2	KFIO-FM (A)	0.2

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3012						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KERN-AM	66	KUZZ-AM	58	KKXX-FM	55
3	KAFY-AM	43	KERN-AM	45	KERN-AM	38
4	KLYD-FM	31	KGFM-FM	32	KGFM-FM	21
5	KGEE-AM	29	KWAC-AM	27	KGAM-AM	17

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KERN-AM	66	KUZZ-AM	58	KKXX-FM	55
3	KAFY-AM	43	KERN-AM	45	KERN-AM	38
4	KLYD-FM	31	KGFM-FM	32	KGFM-FM	21
5	KGEE-AM	29	KWAC-AM	27	KGAM-AM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KUZZ-AM	66	KUZZ-AM	58	KKXX-FM	55
3	KAFY-AM	43	KERN-AM	45	KERN-AM	38
4	KGEE-AM	29	KWAC-AM	27	KGAM-AM	17
5	KKXX-FM	17	KLYD-FM	17	KAFY-AM	17

Teens M-S, 6am-Midnight POP(00): 432						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KAFY-AM	66	KERN-AM	58	KKXX-FM	55
3	KUZZ-AM	43	KERN-AM	45	KERN-AM	38

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KAFY-AM	66	KERN-AM	58	KKXX-FM	55
3	KUZZ-AM	43	KERN-AM	45	KERN-AM	38

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KAFY-AM	66	KERN-AM	58	KKXX-FM	55
3	KUZZ-AM	43	KERN-AM	45	KERN-AM	38

Adults 18-34 M-S, 6am-Midnight POP(00): 1057						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KUZZ-AM	66	KERN-AM	58	KKXX-FM	55
3	KKXX-FM	43	KUZZ-AM	45	KERN-AM	38
4	KAFY-AM	31	KAFY-AM	32	KMET-FM	21
5	KLYD-FM	29	KWAC-AM	27	KGAM-AM	17

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KUZZ-AM	66	KERN-AM	58	KKXX-FM	55
3	KAFY-AM	43	KERN-AM	45	KERN-AM	38
4	KKXX-FM	31	KAFY-AM	32	KGAM-AM	21
5	KLYD-FM	29	KWAC-AM	27	KMET-FM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KUZZ-AM	64
2	KUZZ-AM	66	KERN-AM	58	KKXX-FM	55
3	KKXX-FM	43	KGFM-FM	45	KERN-AM	38
4	KAFY-AM	31	KAFY-AM	32	KAFY-AM	21
5	KLYD-FM	29	KUZZ-AM	27	KGFM-FM	17

Adults 25-54 M-S, 6am-Midnight POP(00): 1424						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KERN-AM	66	KGFM-FM	58	KKXX-FM	55
3	KLYD-FM	43	KLYD-FM	45	KERN-AM	38
4	KAFY-AM	31	KKXX-FM	32	KLYD-FM	21
5	KGEE-AM	29	KERN-AM	27	KGFM-FM	17

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KLYD-FM	66	KGAM-AM	58	KKXX-FM	55
3	KERN-AM	43	KLYD-FM	45	KERN-AM	38
4	KAFY-AM	31	KAFY-AM	32	KGAM-AM	21
5	KGEE-AM	29	KGFM-FM	27	KFI -AM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KAFY-AM	66	KKXX-FM	58	KKXX-FM	55
3	KERN-AM	43	KGFM-FM	45	KERN-AM	38
4	KLYD-FM	31	KLYD-FM	32	KLYD-FM	21
5	KGFM-FM	29	KERN-AM	27	KGFM-FM	17

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3012						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	836	KERN-AM	774	KUZZ-AM	713
2	KUZZ-AM	812	KKXX-FM	707	KKXX-FM	697
3	KAFY-AM	787	KUZZ-AM	654	KERN-AM	657
4	KKXX-FM	417	KAFY-AM	462	KAFY-AM	493
5	KGEE-AM	372	KGFM-FM	396	KGAM-AM	324

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KERN-AM	60	KUZZ-AM	64
2	KERN-AM	66	KKXX-FM	58	KKXX-FM	55
3	KAFY-AM	43	KUZZ-AM	45	KERN-AM	38
4	KGEE-AM	31	KAFY-AM	32	KAFY-AM	21
5	KLYD-FM	29	KGAM-AM	27	KGAM-AM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KKXX-FM	64
2	KAFY-AM	66	KERN-AM	58	KUZZ-AM	55
3	KUZZ-AM	43	KUZZ-AM	45	KERN-AM	38
4	KGEE-AM	31	KAFY-AM	32	KAFY-AM	21
5	KKXX-FM	29	KGFM-FM	27	KGFM-FM	17

Teens M-S, 6am-Midnight POP(00): 432						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KERN-AM	60	KERN-AM	64
2	KAFY-AM	66	KKXX-FM	58	KKXX-FM	55
3	KUZZ-AM	43	KAFY-AM	45	KAFY-AM	38

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KERN-AM	64
2	KAFY-AM	66	KERN-AM	58	KKXX-FM	55
3	KUZZ-AM	43	KWAC-AM	45	KAFY-AM	38

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KKXX-FM	60	KERN-AM	64
2	KAFY-AM	66	KERN-AM	58	KKXX-FM	55
3	KUZZ-AM	43	KMET-FM	45	KFI -AM	38

Adults 18-34 M-S, 6am-Midnight POP(00): 1057						
	A/M '78	A/M '79	A/M '80			
1	KAFY-AM	84	KERN-AM	60	KKXX-FM	64
2	KERN-AM	66	KKXX-FM	58	KERN-AM	55
3	KKXX-FM	43	KAFY-AM	45	KAFY-AM	38
4	KUZZ-AM	31	KUZZ-AM	32	KUZZ-AM	21
5	KLQS-FM	29	KGFM-FM	27	KGAM-AM	17

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KERN-AM	84	KERN-AM	60	KKXX-FM	64
2	KAFY-AM	66	KKXX-FM	58	KERN-AM	55
3	KUZZ-AM	43	KAFY-AM	45	KAFY-AM	38
4	KKXX-FM	31	KUZZ-AM	32	KUZZ-AM	21
5	KLOS-FM	29	KWAC-AM	27	KGAM-AM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KAFY-AM	84	KERN-AM	60	KKXX-FM	64
2	KERN-AM	66	KKXX-FM	58	KERN-AM	55
3	KUZZ-AM	43	KAFY-AM	45	KAFY-AM	38
4	KKXX-FM	31	KUZZ-AM	32	KUZZ-AM	21
5	KLOS-FM	29	KGFM-FM	27	KGAM-AM	17

Adults 25-54 M-S, 6am-Midnight POP(00): 1424						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KERN-AM	66	KGFM-FM	58	KKXX-FM	55
3	KAFY-AM	43	KERN-AM	45	KERN-AM	38
4	KLYD-FM	31	KKXX-FM	32	KAFY-AM	21
5	KGEE-AM	29	KAFY-AM	27	KGAM-AM	17

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KERN-AM	66	KKXX-FM	58	KKXX-FM	55
3	KAFY-AM	43	KGFM-FM	45	KERN-AM	38
4	KLYD-FM	31	KERN-AM	32	KAFY-AM	21
5	KGEE-AM	29	KGAM-AM	27	KGAM-AM	17

M-F, 3-7pm						
	A/M '78	A/M '79	A/M '80			
1	KUZZ-AM	84	KUZZ-AM	60	KUZZ-AM	64
2	KAFY-AM	66	KKXX-FM	58	KKXX-FM	55
3	KERN-AM	43	KERN-AM	45	KERN-AM	38
4	KLYD-FM	31	KGFM-FM	32	KAFY-AM	21
5	KGEE-AM	29	KAFY-AM	27	KGAM-AM	17

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



# Baltimore

METRO RANK **14**

## A/M '80 Market Overview

Since last fall's nadir, **WBAL** has begun to reassert itself as Baltimore's most highly-rated station. Although the station no longer carries Orioles baseball, **WBAL** had double the 12+ share of the station that has it now, **WFBR**. Other stations worthy of note in this past sweep include **WLIF**, the Schulke-programmed Beautiful Music station which fell back to numbers comparable to last year's Spring survey; **WPOC** the Country station that enjoyed its best book ever; and the contestants for 18-34 leadership, **WIYY** and **WXVY**.

**WBAL**, which at one time trailed both **WLIF** and **WCBM** in the 25-54 figures, regained the lead in that demo. As in the A/M '79 figures, **WBAL** garnered about 11% of that target audience. **WPOC** was second in that demographic, with over 9%, while **WLIF** was third.

**WFBR**'s overall rise is attributable to two factors. The station was airing the Orioles, and the morning personality was being sued for libel, a cause celebre which received much media coverage during the survey.

In the 18-34 demo, **WIYY** had surged ahead of **WXVY**, grabbing approximately 15% of this target while **WXVY** scored just over 12%. However, there is a difference in how these stations stack up demographically. **WIYY**, with its AOR format, is much more 12-24 oriented than **WXVY**, which has a notable 25-34 contingent within its 18-34 figures.

Overall, Pop/Adult was still the favorite format in Baltimore, but Top 40 showed impressive gains in this book, up approximately 70% compared to the Fall '79 shares.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	10.7	WBAL-AM	10.6
2	WIYY-FM	8.9	WLIF-FM	10.1
3	WCBM-AM	7.6	WCBM-AM	7.1
4	WLIF-FM	7.3	WIYY-FM	6.5
5	WFBR-AM	6.9	WXVY-FM	6.3
6	WXVY-FM	5.8	WWIN-AM	5.4
7	WCAO-AM	5.3	WPOC-FM	5.1
8	WPOC-FM	5.3	WCAO-AM	5.0
9	WWIN-AM	5.0	WFBR-AM	4.8
10	WTKT-FM	4.4	WMAR-FM	3.3
11	WMAR-FM	3.9	WITH-FM	2.6
12	WAYE-AM	2.5	WITH-FM	2.5
13	WITH-AM	2.0	WSID-AM	2.2
14	WLPL-FM	2.0	WLPL-FM	2.1
15	WITH-FM	1.8	WPGC-FM	1.8
16	WBKZ-FM	1.3	WTKT-FM	1.6
17	WTOP-AM	1.1	WAYE-AM	1.6
18	WPGC-FM	1.1	WBKZ-FM	1.5
19	WASH-FM	1.1	WTOP-AM	1.1
20	WBMD-AM	1.1	WROX-FM	1.4
21	WSID-AM	1.1	WPOC-FM	1.4
22	WPGC-FM	1.1	WASH-FM	1.3
23	WROX-FM	0.9	WTOP-AM	1.0
24	WRBS-FM	0.9	WTRT-FM	1.0
25	WNAV-FM	0.8	WRBS-FM	0.9
26	WVDC-FM	0.7	WNAV-FM	0.9
27	WROX-FM	0.5	WVDC-FM	0.6
28	WHUR-FM	0.5	WAND-AM	0.6
29	WMAL-AM	0.4	WVDC-FM	0.5
30			WVDC-FM	0.5
31			WVDC-FM	0.5
32			WVDC-FM	0.5
33			WVDC-FM	0.5
34			WVDC-FM	0.5

## Average Persons Trends/Rankings

otal 12+  
S, 6am-Midnight  
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	318	WBAL-AM	297
2	WIYY-FM	265	WLIF-FM	282
3	WCBM-AM	226	WCBM-AM	199
4	WLIF-FM	217	WIYY-FM	181
5	WFBR-AM	204	WXVY-FM	175
6	WXVY-FM	174	WWIN-AM	151
7	WCAO-AM	158	WPOC-FM	143
8	WPOC-FM	157	WCAO-AM	140
9	WWIN-AM	149	WFBR-AM	135
10	WTKT-FM	130	WMAR-FM	91

F, 8-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	318	WBAL-AM	297
2	WCBM-AM	226	WCBM-AM	199
3	WFBR-AM	204	WFBR-AM	181
4	WCAO-AM	158	WCAO-AM	140
5	WIYY-FM	265	WIYY-FM	175
6	WPOC-FM	157	WPOC-FM	151
7	WLIF-FM	217	WLIF-FM	143
8	WWIN-AM	149	WWIN-AM	140
9	WMAR-FM	130	WMAR-FM	135
10	WXVY-FM	174	WXVY-FM	91

ons  
S, 6am-Midnight  
POP(00): 2366

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM	WIYY-FM	WIYY-FM	WXVY-FM
2	WWIN-AM	WWIN-AM	WWIN-AM	WIYY-FM
3	WTKT-FM	WLPL-FM	WITH-FM	WLPL-FM

F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2	WWIN-AM	WWIN-AM	WWIN-AM	WXVY-FM
3	WCAO-AM	WLPL-FM	WITH-FM	WLPL-FM

F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WWIN-AM	WIYY-FM	WIYY-FM	WXVY-FM
2	WIYY-FM	WWIN-AM	WITH-FM	WIYY-FM
3	WTKT-FM	WLPL-FM	WWIN-AM	WLPL-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 6548

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2	WXVY-FM	WXVY-FM	WXVY-FM	WXVY-FM
3	WCBM-AM	WCBM-AM	WCBM-AM	WCBM-AM
4	WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
5	WTKT-FM	WLIF-FM	WLIF-FM	WPOC-FM
6	WPOC-FM	WWIN-AM	WFBR-AM	WFBR-AM
7	WFBR-AM	WFBR-AM	WFBR-AM	WPOC-FM
8	WWIN-AM	WPOC-FM	WWIN-AM	WBKZ-FM
9	WLPL-FM	WPGC-FM	WPGC-FM	WLPL-FM
10	WBKZ-FM	WBKZ-FM	WTKT-FM	WTKT-FM

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WCBM-AM	WFBR-AM	WIYY-FM	WIYY-FM
2	WCAO-AM	WIYY-FM	WCBM-AM	WXVY-FM
3	WIYY-FM	WCAO-AM	WCBM-AM	WCBM-AM
4	WFBR-AM	WCBM-AM	WCAO-AM	WFBR-AM
5	WPOC-FM	WXVY-FM	WXVY-FM	WPOC-FM
6	WXVY-FM	WWIN-AM	WBAL-AM	WCAO-AM
7	WWIN-AM	WLIF-FM	WLIF-FM	WWIN-AM
8	WTKT-FM	WPOC-FM	WLIF-FM	WTKT-FM
9	WBAL-AM	WBAL-AM	WPOC-FM	WBKZ-FM
10	WPGC-FM	WPGC-FM	WWIN-AM	WBAL-AM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2	WXVY-FM	WXVY-FM	WXVY-FM	WXVY-FM
3	WCAO-AM	WCBM-AM	WCBM-AM	WCAO-AM
4	WTKT-FM	WCAO-AM	WLIF-FM	WCBM-AM
5	WCBM-AM	WLIF-FM	WCAO-AM	WPOC-FM
6	WPOC-FM	WWIN-AM	WBKZ-FM	WWIN-AM
7	WFBR-AM	WFBR-AM	WFBR-AM	WBKZ-FM
8	WTKT-FM	WPOC-FM	WWIN-AM	WLPL-FM
9	WBAL-AM	WTKT-FM	WASH-FM	WFBR-AM
10	WPGC-FM	WTKT-FM	WPOC-FM	WLIF-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 8745

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	153	WLIF-FM	153
2	WCBM-AM	134	WCBM-AM	134
3	WPOC-FM	114	WBAL-AM	114
4	WFBR-AM	112	WFBR-AM	112
5	WLIF-FM	106	WIYY-FM	106
6	WIYY-FM	87	WXVY-FM	87
7	WCAO-AM	78	WCAO-AM	78
8	WXVY-FM	76	WWIN-AM	76
9	WWIN-AM	53	WMAR-FM	53
10	WMAR-FM	50	WSID-AM	50

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WFBR-AM	WCBM-AM	WFBR-AM
3	WFBR-AM	WCBM-AM	WLIF-FM	WCBM-AM
4	WPOC-FM	WLIF-FM	WFBR-AM	WPOC-FM
5	WCAO-AM	WPOC-FM	WPOC-FM	WLIF-FM
6	WLIF-FM	WCAO-AM	WCAO-AM	WCAO-AM
7	WIYY-FM	WXVY-FM	WXVY-FM	WWIN-AM
8	WWIN-AM	WIYY-FM	WIYY-FM	WTO-AM
9	WXVY-FM	WITH-AM	WMAR-FM	WXVY-FM
10	WASH-FM	WMAR-FM	WWIN-AM	WMAR-FM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WCBM-AM	WLIF-FM	WLIF-FM	WBAL-AM
2	WBAL-AM	WCBM-AM	WPOC-FM	WPOC-FM
3	WFBR-AM	WBAL-AM	WCBM-AM	WLIF-FM
4	WPOC-FM	WCBM-AM	WCAO-AM	WXVY-FM
5	WLIF-FM	WFBR-AM	WBAL-AM	WCBM-AM
6	WIYY-FM	WXVY-FM	WIYY-FM	WCAO-AM
7	WCAO-AM	WCAO-AM	WXVY-FM	WFBR-AM
8	WXVY-FM	WMAR-FM	WMAR-FM	WWIN-AM
9	WMAR-FM	WWIN-AM	WFBR-AM	WIYY-FM
10	WTKT-FM	WBKZ-FM	WASH-FM	WBKZ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	4440	WBAL-AM	4318
2	WFBR-AM	4064	WCBM-AM	3519
3	WCBM-AM	3695	WLIF-FM	3346
4	WCAO-AM	3413	WCAO-AM	3219
5	WIYY-FM	3253	WFBR-AM	2915
6	WLIF-FM	3078	WIYY-FM	2676
7	WTKT-FM	2257	WXVY-FM	2453
8	WXVY-FM	2233	WWIN-AM	2042
9	WWIN-AM	1938	WPOC-FM	1989
10	WPOC-FM	1895	WITH-AM	1465

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**M-F, 6-10am**

1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WCAO-AM	WCBM-AM	WCBM-AM
3	WCAO-AM	WCBM-AM	WCBM-AM	WCBM-AM
4	WFBR-AM	WFBR-AM	WFBR-AM	WFBR-AM
5	WYYV-FM	WLFM-FM	WYYV-FM	WYYV-FM
6	WLIF-FM	WPOC-FM	WYYV-FM	WYYV-FM
7	WPOC-FM	WYYV-FM	WYYV-FM	WYYV-FM
8	WWIN-AM	WYYV-FM	WYYV-FM	WYYV-FM
9	WYYV-FM	WWIN-AM	WPOC-FM	WPOC-FM
10	WTKT-FM	WTKT-FM	WTKT-FM	WTKT-FM

**M-F, 3-7pm**

1	WYYV-FM	WBAL-AM	WBAL-AM	WBAL-AM
2	WBAL-AM	WLIF-FM	WLIF-FM	WYYV-FM
3	WCBM-AM	WCAO-AM	WYYV-FM	WYYV-FM
4	WCAO-AM	WYYV-FM	WCAO-AM	WLIF-FM
5	WLIF-FM	WYYV-FM	WCBM-AM	WCBM-AM
6	WFBR-AM	WCBM-AM	WYYV-FM	WCAO-AM
7	WYYV-FM	WPOC-FM	WFBR-AM	WPOC-FM
8	WTKT-FM	WFBR-AM	WWIN-AM	WFBR-AM
9	WPOC-FM	WWIN-AM	WPOC-FM	WWIN-AM
10	WWIN-AM	WLPL-FM	WTKT-FM	WLPL-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 2366

A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WCAO-AM	WWIN-AM
3	WTKT-FM	WLPL-FM	WYYV-FM

**M-F, 6-10am**

1	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WCAO-AM	WYYV-FM
3	WWIN-AM	WLPL-FM	WYYV-FM

**M-F, 3-7pm**

1	WYYV-FM	WYYV-FM	WYYV-FM
2	WWIN-AM	WLPL-FM	WYYV-FM
3	WCAO-AM	WCAO-AM	WYYV-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 6548

A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WYYV-FM	WYYV-FM
3	WCBM-AM	WYYV-FM	WCBM-AM
4	WTKT-FM	WCBM-AM	WYYV-FM
5	WFBR-AM	WFBR-AM	WFBR-AM
6	WYYV-FM	WWIN-AM	WWIN-AM
7	WLPL-FM	WLIF-FM	WLPL-FM
8	WPOC-FM	WBKZ-FM	WPOC-FM
9	WWIN-AM	WTKT-FM	WTKT-FM
10	WBAL-AM	WLPL-FM	WLIF-FM

**M-F, 6-10am**

1	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WFBR-AM	WCBM-AM
3	WCBM-AM	WYYV-FM	WYYV-FM
4	WFBR-AM	WCBM-AM	WFBR-AM
5	WYYV-FM	WYYV-FM	WCAO-AM
6	WTKT-FM	WPOC-FM	WWIN-AM
7	WPOC-FM	WWIN-AM	WPOC-FM
8	WBAL-AM	WLIF-FM	WBKZ-FM
9	WWIN-AM	WBAL-AM	WTKT-FM
10	WLPL-FM	WPGC-FM	WLPL-FM

**M-F, 3-7pm**

1	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WYYV-FM	WYYV-FM
3	WTKT-FM	WCAO-AM	WCAO-AM
4	WCBM-AM	WCBM-AM	WCBM-AM
5	WYYV-FM	WFBR-AM	WWIN-AM
6	WPOC-FM	WWIN-AM	WPOC-FM
7	WFBR-AM	WLIF-FM	WTKT-FM
8	WLPL-FM	WTKT-FM	WWIN-AM
9	WWIN-AM	WPOC-FM	WFBR-AM
10	WBKZ-FM	WBKZ-FM	WLIF-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 8745

A/M '79	O/N '79	J/F '80	A/M '80
1	WBAL-AM	WCBM-AM	WBAL-AM
2	WCBM-AM	WLIF-FM	WLIF-FM
3	WFBR-AM	WBAL-AM	WCBM-AM
4	WLIF-FM	WFBR-AM	WFBR-AM
5	WCAO-AM	WCAO-AM	WCAO-AM
6	WPOC-FM	WPOC-FM	WPOC-FM
7	WYYV-FM	WYYV-FM	WYYV-FM
8	WYYV-FM	WWIN-AM	WYYV-FM
9	WWIN-AM	WMAR-FM	WWIN-AM
10	WTKT-FM	WYYV-FM	WTKT-FM

**M-F, 6-10am**

1	WBAL-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WCBM-AM	WCBM-AM
3	WFBR-AM	WCBM-AM	WFBR-AM
4	WCAO-AM	WCBM-AM	WPOC-FM
5	WPOC-FM	WLIF-FM	WCAO-AM
6	WLIF-FM	WPOC-FM	WLIF-FM
7	WYYV-FM	WYYV-FM	WPOC-FM
8	WWIN-AM	WWIN-AM	WYYV-FM
9	WYYV-FM	WMAR-FM	WWIN-AM
10	WTOP-AM	WPGC-FM	WMAR-FM

**M-F, 3-7pm**

1	WCBM-AM	WLIF-FM	WLIF-FM
2	WBAL-AM	WCBM-AM	WBAL-AM
3	WLIF-FM	WCAO-AM	WCBM-AM
4	WFBR-AM	WBAL-AM	WCAO-AM
5	WCAO-AM	WPOC-FM	WFBR-AM
6	WPOC-FM	WFBR-AM	WYYV-FM
7	WYYV-FM	WYYV-FM	WPOC-FM
8	WYYV-FM	WWIN-AM	WYYV-FM
9	WMAR-FM	WMAR-FM	WTKT-FM
10	WWIN-AM	WBKZ-FM	WWIN-AM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

Format	Percentage
PA	23.3
A	11.4
BM	12.5
B	15.7
R	17.3
M	9.0
C	6.3
N	2.2
BB	1.9
RL	4.0

### Format Legend

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

Data from Market Buy Market™

World Radio History

# Baton Rouge

METRO RANK **80**

## A/M '80 Market Overview

Diary return problems which caused unstable estimates in the O/N '79 Baton Rouge report were straightened out this sweep, and as a result the standings underwent a revision. **WKMF**, the FM Top 40 in the market, rebounded to the top slot, while black-formatted **WXOK** slipped drastically. Country **WYNK-FM** had its best book in recent years, taking second place.

As mentioned in the O/N '79 Ratings Report, the diary return among men 18-24 was especially poor in that book, probably causing very unstable estimates. Apparently **WXOK** caught a few of those young male diarykeepers in the fall but did not get them this time, since the station's male 18-24 AQH audience fell by more than two-thirds, contributing nightly to the **WXOK** drop.

**WFMF's** male audience, on the other hand, re-surfaced, contributing to an evenly-balanced demographic skew in the station's market-leading 18-34 numbers. **WFMF** had a share of more than 28% of the audience, ahead of last spring's 25% pace. Next in the 18-34 derby was **WAFB**, with just under 12%.

**WXOK** and **WFMF** took different approaches. **WXOK** used no outside ad campaign and cut its playlist to 35 records, featuring jazz, gospel, and LP cuts. Also, the station brought in a new morning man prior to the book. **WFMF** also brought in a new personality, but he was featured on the evening show, and gleaned shares in the 20+ range. **WFMF** did use outdoor boards for the sweep, but the expenditure was less than in previous efforts.

In the 25-54 demographic, **WYNK-FM's** share rose or the second straight report. The station maintained a low profile during the sweep and still managed to earn a 22% in this demo.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3637

A/M '79	O/N '79	A/M '80
1 WFMF-FM 15.6	WXOK-AM 21.2	WFMF-FM 20.6
2 WYNK-FM 12.8	WFMF-FM 14.1	WYNK-FM 14.5
3 WXOK-AM 11.1	WYNK-FM 12.8	WQXY-FM 11.6
4 WJBO-AM 10.7	WQXY-FM 11.5	WXOK-AM 9.4
5 WQXY-FM 9.8	WJBO-AM 8.2	WLCS-AM 8.3
6 WLCS-AM 9.0	WLCS-AM 7.6	WJBO-AM 7.6
7 WJBO-AM 7.7	WJBO-AM 6.3	WAFB-FM 6.4
8 WYNK-AM 6.2	WAFB-FM 4.8	WJBO-AM 5.4
9 WAFB-FM 4.7	WYNK-AM 4.1	WYNK-AM 4.1
10 WSLG-AM 1.9	WJBO-AM 2.2	WLUX-AM 1.8
11 KSMI-FM 1.7	WSLG-AM 0.9	WSLG-AM 1.7
12 WWL-AM 1.3	WWL-AM 1.2	WWL-AM 1.2
13 WLUX-AM 0.9	WLBI-AM 0.8	WLBI-AM 0.8
14	KSMI-FM 0.7	KSMI-FM 0.7

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3637

A/M '79	O/N '79	A/M '80
1 WFMF-FM 83	WXOK-AM 98	WFMF-FM 125
2 WYNK-FM 68	WFMF-FM 65	WYNK-FM 88
3 WXOK-AM 59	WYNK-FM 59	WQXY-FM 70
4 WJBO-AM 57	WQXY-FM 53	WXOK-AM 57
5 WQXY-FM 52	WJBO-AM 38	WLCS-AM 50

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WJBO-AM	WXOK-AM	WFMF-FM
2 WYNK-FM	WYNK-FM	WYNK-FM
3 WFMF-FM	WFMF-FM	WQXY-FM
4 WJBO-AM	WJBO-AM	WXOK-AM
5 WQXY-FM	WLCS-AM	WJBO-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WXOK-AM	WFMF-FM	WYNK-FM
3 WYNK-FM	WYNK-FM	WQXY-FM
4 WLCS-AM	WXOK-AM	WXOK-AM
5 WJBO-AM	WJBO-AM	WLCS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 511

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WLCS-AM	WLCS-AM	WJBO-AM
3 WXOK-AM	WJBO-AM	WLCS-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WLCS-AM	WXOK-AM
3 WLCS-AM	WXOK-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WLCS-AM	WXOK-AM
3 WLCS-AM	WXOK-AM	WLCS-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1537

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WJBO-AM	WXOK-AM	WLCS-AM
3 WYNK-FM	WJBO-AM	WAFB-FM
4 WLCS-AM	WJBO-AM	WXOK-AM
5 WJBO-AM	WAFB-FM	WYNK-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WJBO-AM	WXOK-AM	WYNK-FM
3 WJBO-AM	WYNK-FM	WLCS-AM
4 WYNK-FM	WAFB-FM	WAFB-FM
5 WLCS-AM	WJBO-AM	WXOK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WYNK-FM	WXOK-AM	WAFB-FM
3 WJBO-AM	WJBO-AM	WLCS-AM
4 WLCS-AM	WAFB-FM	WYNK-FM
5 WJBO-AM	WLCS-AM	WXOK-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WXOK-AM	WXOK-AM
3 WLCS-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WFMF-FM	WXOK-AM	WXOK-AM
3 WLCS-AM	WLCS-AM	WLCS-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1537

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WYNK-FM	WFMF-FM	WFMF-FM
3 WLCS-AM	WYNK-FM	WAFB-FM
4 WXOK-AM	WAFB-FM	WYNK-FM
5 WAFB-FM	WJBO-AM	WLCS-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WYNK-FM	WFMF-FM	WFMF-FM
3 WJBO-AM	WYNK-FM	WAFB-FM
4 WJBO-AM	WAFB-FM	WXOK-AM
5 WXOK-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WYNK-FM	WFMF-FM	WAFB-FM
3 WLCS-AM	WYNK-FM	WYNK-FM
4 WXOK-AM	WAFB-FM	WLCS-AM
5 WJBO-AM	WJBO-AM	WJBO-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1718

A/M '79	O/N '79	A/M '80
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WQXY-FM	WXOK-AM	WFMF-FM
3 WJBO-AM	WQXY-FM	WQXY-FM
4 WLCS-AM	WFMF-FM	WYNK-FM
5 WFMF-FM	WJBO-AM	WLCS-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WJBO-AM	WXOK-AM	WFMF-FM
3 WQXY-FM	WJBO-AM	WJBO-AM
4 WJBO-AM	WFMF-FM	WQXY-FM
5 WLCS-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WYNK-FM	WQXY-FM	WYNK-FM
2 WQXY-FM	WYNK-FM	WFMF-FM
3 WJBO-AM	WXOK-AM	WQXY-FM
4 WLCS-AM	WFMF-FM	WJBO-AM
5 WFMF-FM	WJBO-AM	WYNK-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3637

A/M '79	O/N '79	A/M '80
1 WFMF-FM 1084	WJBO-AM 1021	WFMF-FM 1208
2 WYNK-FM 880	WFMF-FM 1007	WYNK-FM 909
3 WJBO-AM 850	WXOK-AM 912	WLCS-AM 848
4 WLCS-AM 831	WLCS-AM 766	WJBO-AM 800
5 WJBO-AM 813	WJBO-AM 746	WXOK-AM 783

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WJBO-AM	WFMF-FM	WYNK-FM
3 WYNK-FM	WYNK-FM	WJBO-AM
4 WJBO-AM	WJBO-AM	WLCS-AM
5 WXOK-AM	WLCS-AM	WXOK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WYNK-FM	WXOK-AM	WYNK-FM
3 WXOK-AM	WYNK-FM	WLCS-AM
4 WJBO-AM	WQXY-FM	WXOK-AM
5 WLCS-AM	WLCS-AM	WAFB-FM

Teens  
M-S, 6am-Midnight  
POP(00): 511

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WLCS-AM	WLCS-AM	WJBO-AM
3 WXOK-AM	WJBO-AM	WLCS-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WLCS-AM	WXOK-AM
3 WLCS-AM	WXOK-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WLCS-AM	WXOK-AM
3 WLCS-AM	WXOK-AM	WLCS-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1537

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WJBO-AM	WXOK-AM	WLCS-AM
3 WYNK-FM	WJBO-AM	WAFB-FM
4 WLCS-AM	WJBO-AM	WXOK-AM
5 WJBO-AM	WAFB-FM	WYNK-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WJBO-AM	WXOK-AM	WYNK-FM
3 WJBO-AM	WYNK-FM	WLCS-AM
4 WYNK-FM	WAFB-FM	WAFB-FM
5 WLCS-AM	WJBO-AM	WXOK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WYNK-FM	WXOK-AM	WAFB-FM
3 WJBO-AM	WJBO-AM	WLCS-AM
4 WLCS-AM	WAFB-FM	WYNK-FM
5 WJBO-AM	WLCS-AM	WXOK-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1718

A/M '79	O/N '79	A/M '80
1 WYNK-FM	WJBO-AM	WYNK-FM
2 WQXY-FM	WYNK-FM	WFMF-FM
3 WFMF-FM	WFMF-FM	WQXY-FM
4 WJBO-AM	WQXY-FM	WJBO-AM
5 WJBO-AM	WXOK-AM	WLCS-AM

M-F, 6-10am

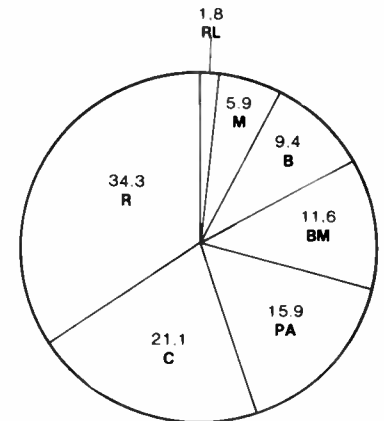
A/M '79	O/N '79	A/M '80
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WJBO-AM	WJBO-AM	WFMF-FM
3 WQXY-FM	WXOK-AM	WJBO-AM
4 WFMF-FM	WFMF-FM	WQXY-FM
5 WJBO-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WYNK-FM	WFMF-FM	WYNK-FM
2 WQXY-FM	WYNK-FM	WFMF-FM
3 WJBO-AM	WQXY-FM	WQXY-FM
4 WFMF-FM	WXOK-AM	WJBO-AM
5 WLCS-AM	WJBO-AM	WYNK-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Beaumont-Port Arthur-Orange

METRO RANK **96**

## A/M '80 Market Overview

Diary return anomalies and changes in the musical approach of this metro's leading Country station led to a new number one. Black-formatted KALO, leader for the last two sweeps, suffered substantial declines in its 18-24 numbers and slipped to fifth overall. Meanwhile Country KYKR added five shares and moved from fourth to first.

Arbitron must have difficulty sampling the Beaumont area, because there are usually strange diary return patterns that can affect listening estimates. This book is no different. For example, Arbitron obtained approximately 60% more diaries from the High Density Black Area in this sweep than in the Fall survey, while there were more than twice as many blacks outside the HDBA that were retrieved this sweep than in the fall. This means that the estimates for black listening were probably based on many more diaries, resulting in better estimates. The fortunes of KALO seem to have waned as the black diary return became less subject to fluctuation.

The metro as a whole had an in-tab that was up 22% compared to last spring, but some counties within the metro are really wavering. Orange County's in-tab in the last three sweeps has gone from 84-101-166, while Hardin County's trend is 23-29-86. It appears that Beaumont broadcasters must examine the Arbitron results in light of diary numbers and placement.

KYKR must be pleased with the way the diaries fell. The station scored a rare double — tops in both 18-34 and 25-54 cells, thanks in part to a core of 25-34 women. KYKR went to a progressive LP type of Country format, with more standard LP cuts during the day, and a more progressive approach at night. The station also gave away cash to over 200 winners and used an ad campaign that concentrated on outdoor boards, backed up with TV. Shares of 21% of the 18-34 cell and 15% of the 25-54 demo resulted.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3059

	A/M '79	O/N '79	A/M '80
1	KALO-FM 10.3	KALO-FM 10.7	KYKR-FM (C) 13.2
2	KLVI-AM 9.7	KQXY-FM 9.6	KQXY-FM (BB) 10.9
3	KWIC-FM 9.3	KLVI-AM 9.4	KLVI-AM (C) 8.9
4	KTRM-AM 8.5	KYKR-FM 8.2	KZOM-FM (A) 6.7
5	KJET-AM 7.7	KTRM-AM 6.2	KALO-FM (B) 6.5
6	KYKR-FM 7.3	KJET-AM 5.8	KIOC-FM (PA) 5.5
7	KQXY-FM 5.7	KWIC-FM 5.3	KTRM-AM (C) 5.5
8	KIOC-FM 4.9	KHYS-FM 5.1	KOLE-AM (B) 5.5
9	KTRH-AM 4.7	KOLE-AM 4.9	KWIC-FM (B) 5.0
10	KHYS-FM 3.4	KAYD-FM 4.9	KJET-AM (B) 5.0
11	KOGT-AM 3.4	KIOC-FM 4.5	KTRH-AM (T) 4.2
12	KZOM-FM 3.4	KTRH-AM 4.2	KAYD-FM (B) 4.0
13	KPAC-AM 3.2	KOGT-AM 3.6	KHYS-FM (D) 3.7
14	KAYD-FM 3.0	KZOM-FM 3.3	KAYC-AM (PA) 3.2
15	KAYC-AM 2.8	KPAC-AM 3.3	KPAC-AM (B) 3.0
16	KDLF-AM 2.4	KAYC-AM 2.4	KDLF-AM (R) 1.7
17	KOLE-AM 2.0	KEAM-AM 1.3	KOGT-AM (C) 1.5
18	KYKR-AM 1.2	KTLW-AM 0.9	
19		KDLF-AM 0.7	

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3059			
	A/M '79	O/N '79	A/M '80
1	KALO-FM 51	KALO-FM 48	KYKR-FM 53
2	KLVI-AM 48	KQXY-FM 43	KQXY-FM 44
3	KWIC-FM 46	KLVI-AM 42	KLVI-AM 36
4	KTRM-AM 42	KYKR-FM 37	KZOM-FM 27
5	KJET-AM 38	KTRM-AM 28	KALO-FM 26

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KLVI-AM	KYKR-FM
2	KTRM-AM	KYKR-FM	KQXY-FM
3	KWIC-FM	KTRM-AM	KLVI-AM
4	KALO-FM	KQXY-FM	KTRM-AM
5	KYKR-FM	KALO-FM	KPAC-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KALO-FM	KALO-FM	KAYD-FM
2	KWIC-FM	KAYD-FM	KHYS-FM
3	KLVI-AM	KALO-FM	KHYS-FM
4	KTRM-AM	KLVI-AM	KWIC-FM
5	KJET-AM	KWIC-FM	KALO-FM

### Teens M-S, 6am-Midnight POP(00): 429

	A/M '79	O/N '79	A/M '80
1	KALO-FM	KALO-FM	KAYD-FM
2	KWIC-FM	KAYD-FM	KHYS-FM
3	KAYD-FM	KWIC-FM	KWIC-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KAYD-FM	KHYS-FM
2	KAYD-FM	KJET-AM	KWIC-FM
3	KALO-FM	KHYS-FM	KAYD-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KALO-FM	KAYD-FM	KAYD-FM
2	KWIC-FM	KWIC-FM	KWIC-FM
3	KJET-AM	KALO-FM	KALO-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 1044

	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KALO-FM	KYKR-FM
2	KALO-FM	KLVI-AM	KZOM-FM
3	KTRM-AM	KYKR-FM	KALO-FM
4	KYKR-FM	KHYS-FM	KIOC-FM
5	KJET-AM	KIOC-FM	KLVI-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KYKR-FM	KYKR-FM
2	KALO-FM	KLVI-AM	KALO-FM
3	KLVI-AM	KALO-FM	KAYD-FM
4	KTRM-AM	KIOC-FM	KWIC-FM
5	KYKR-FM	KHYS-FM	KLVI-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KALO-FM	KYKR-FM
2	KALO-FM	KYKR-FM	KZOM-FM
3	KTRM-AM	KLVI-AM	KIOC-FM
4	KYKR-FM	KTRM-AM	KALO-FM
5	KZOM-FM	KHYS-FM	KWIC-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1443

	A/M '79	O/N '79	A/M '80
1	KTRM-AM	KYKR-FM	KYKR-FM
2	KLVI-AM	KLVI-AM	KQXY-FM
3	KALO-FM	KQXY-FM	KLVI-AM
4	KYKR-FM	KTRM-AM	KIOC-FM
5	KIOC-FM	KALO-FM	KALO-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KYKR-FM	KYKR-FM
2	KTRM-AM	KLVI-AM	KQXY-FM
3	KOGT-AM	KQXY-FM	KLVI-AM
4	KTRH-AM	KTRM-AM	KTRM-AM
5	KALO-FM	KIOC-FM	KALO-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KTRM-AM	KYKR-FM	KYKR-FM
2	KLVI-AM	KQXY-FM	KQXY-FM
3	KALO-FM	KLVI-AM	KIOC-FM
4	KIOC-FM	KTRM-AM	KOLE-AM
5	KWIC-FM	KIOC-FM	KLVI-AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3059			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM 694	KLVI-AM 727	KLVI-AM 703
2	KWIC-FM 546	KTRM-AM 513	KYKR-FM 667
3	KYKR-FM 459	KYKR-FM 483	KQXY-FM 490
4	KQXY-FM 416	KWIC-FM 480	KIOC-FM 457
5	KIOC-FM 388	KALO-FM 438	KWIC-FM 376

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KLVI-AM	KYKR-FM
2	KWIC-FM	KTRM-AM	KLVI-AM
3	KYKR-FM	KYKR-FM	KQXY-FM
4	KTRM-AM	KALO-FM	KALO-FM
5	KALO-FM	KAYC-AM	KTRM-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KLVI-AM	KQXY-FM
2	KLVI-AM	KQXY-FM	KYKR-FM
3	KALO-FM	KYKR-FM	KIOC-FM
4	KIOC-FM	KALO-FM	KLVI-AM
5	KQXY-FM	KWIC-FM	KALO-FM

### Teens M-S, 6am-Midnight POP(00): 429

	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KAYD-FM	KAYD-FM
2	KALO-FM	KHYS-FM	KHYS-FM
3	KAYD-FM	KWIC-FM	KWIC-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KAYD-FM	KHYS-FM
2	KAYD-FM	KWIC-FM	KAYD-FM
3	KALO-FM	KHYS-FM	KWIC-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KAYD-FM	KAYD-FM
2	KALO-FM	KWIC-FM	KWIC-FM
3	KAYD-FM	KHYS-FM	KHYS-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 1044

	A/M '79	O/N '79	A/M '80
1	KIOC-FM	KLVI-AM	KYKR-FM
2	KLVI-AM	KWIC-FM	KIOC-FM
3	KWIC-FM	KIOC-FM	KLVI-AM
4	KAYD-FM	KYKR-FM	KZOM-FM
5	KYKR-FM	KALO-FM	KALO-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KWIC-FM	KALO-FM	KYKR-FM
2	KYKR-FM	KLVI-AM	KALO-FM
3	KIOC-FM	KWIC-FM	KZOM-FM
4	KLVI-AM	KIOC-FM	KLVI-AM
5	KALO-FM	KHYS-FM	KHYS-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KIOC-FM	KLVI-AM	KIOC-FM
2	KWIC-FM	KWIC-FM	KYKR-FM
3	KALO-FM	KYKR-FM	KALO-FM
4	KLVI-AM	KALO-FM	KWIC-FM
5	KYKR-FM	KIOC-FM	KHYS-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1443

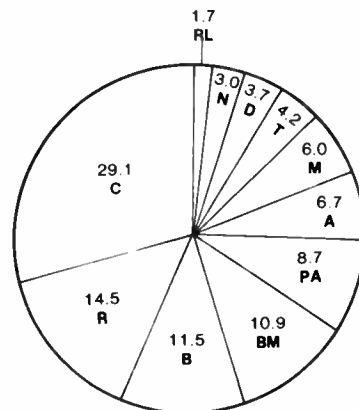
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KYKR-FM	KYKR-FM
3	KQXY-FM	KTRM-AM	KQXY-FM
4	KYKR-FM	KQXY-FM	KIOC-FM
5	KTRH-AM	KWIC-FM	KTRM-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KLVI-AM	KYKR-FM
2	KTRM-AM	KYKR-FM	KLVI-AM
3	KYKR-FM	KTRM-AM	KQXY-FM
4	KTRH-AM	KQXY-FM	KALO-FM
5	KWIC-FM	KAYC-AM	KTRM-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KLVI-AM	KYKR-FM	KQXY-FM
2	KTRM-AM	KLVI-AM	KLVI-AM
3	KQXY-FM	KQXY-FM	KYKR-FM
4	KALO-FM	KTRM-AM	KIOC-FM
5	KYKR-FM	KAYC-AM	KALO-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Billings

METRO RANK **174**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 866

	A/M '78	A/M '79	A/M '80			
1	KOOK-AM	22.8	KOOK-AM	25.8	KYYA-FM (R)	30.2
2	KYYA-FM	19.3	KYYA-FM	19.7	KOOK-AM (R)	23.3
3	KBMY-AM	14.9	KURL-FM	12.1	KOYN-AM (C)	9.3
4	KGHL-AM	12.3	KBMY-AM	9.8	KBMY-AM (C)	8.5
5	KURL-FM	11.4	KGHL-AM	9.8	KOOK-FM (BM)	7.0
6	KOYN-AM	7.0	KOYN-AM	9.8	KGHL-AM (PA)	7.0
7	KURL-AM	4.4	KIDX-FM	8.3	KIDX-FM (C)	6.2
8	KBMS-FM	4.4	KURL-AM	1.5	KKOZ-FM (BM)	5.4
9					KURL-AM (RL)	1.6

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 866

	A/M '78	A/M '79	A/M '80			
1	KOOK-AM	26	KOOK-AM	34	KYYA-FM	39
2	KYYA-FM	22	KYYA-FM	26	KOOK-AM	30
3	KBMY-AM	17	KURL-FM	16	KOYN-AM	12
4	KGHL-AM	14	KBMY-AM	13	KBMY-AM	11
5	KURL-FM	13	KGHL-AM	13	KOOK-FM	9

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KGHL-AM	KYYA-FM	KYYA-FM
3	KBMY-AM	KGHL-AM	YBMY-AM
4	KYYA-FM	KOYN-AM	KOYN-AM
5	KOYN-AM	KBMY-AM	KGHL-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KURL-FM	KURL-FM	KBMY-AM
4	KBMY-AM	KBMY-AM	KKOZ-FM
5	KBMS-FM	KIDX-FM	KGHL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 122

	A/M '78	A/M '79	A/M '80
1	KOOK-AM	KYYA-FM	KYYA-FM
2	KYYA-FM	KOOK-AM	KOOK-AM
3	KBMY-AM	KIDX-FM	KIDX-FM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KOYN-AM	KURL-AM	KOYN-AM

M-F, 3-7pm

1	KOOK-AM	KYYA-FM	KYYA-FM
2	KYYA-FM	KOOK-AM	KOOK-AM
3	KBMY-AM	KIDX-FM	KOOK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 320

	A/M '78	A/M '79	A/M '80
1	KYYA-FM	KOOK-AM	KYYA-FM
2	KOOK-AM	KYYA-FM	KOOK-AM
3	KBMY-AM	KIDX-FM	KIDX-FM
4	KURL-FM	KURL-FM	KGHL-AM
5	KBMS-FM	KBMY-AM	KBMY-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KIDX-FM	KBMY-AM
4	KBMS-FM	KBMY-AM	KIDX-FM
5	KGHL-AM	KURL-FM	KGHL-AM

M-F, 3-7pm

1	KYYA-FM	KOOK-AM	KYYA-FM
2	KOOK-AM	KYYA-FM	KOOK-AM
3	KBMY-AM	KIDX-FM	KBMY-AM
4	KBMS-FM	KBMY-AM	KGHL-AM
5	KURL-FM	KURL-FM	KIDX-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 414

	A/M '78	A/M '79	A/M '80
1	KBMY-AM	KOOK-AM	KOOK-AM
2	KOOK-AM	KYYA-FM	KYYA-FM
3	KYYA-FM	KURL-FM	KBMY-AM
4	KURL-FM	KGHL-AM	KIDX-FM
5	KGHL-AM	KBMY-AM	KOYN-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KGHL-AM	KBMY-AM	KBMY-AM
4	KOYN-AM	KGHL-AM	KIDX-FM
5	KURL-FM	KOYN-AM	KGHL-AM

M-F, 3-7pm

1	KYYA-FM	KOOK-AM	KOOK-AM
2	KURL-FM	KBMY-AM	KYYA-FM
3	KOOK-AM	KURL-FM	KBMY-AM
4	KBMY-AM	KYYA-FM	KIDX-FM
5	KBMS-FM	KIDX-FM	KKOZ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 866

	A/M '78	A/M '79	A/M '80			
1	KOOK-AM	41.8	KOOK-AM	41.6	KOOK-AM	37.2
2	KYYA-FM	29.1	KYYA-FM	30.4	KYYA-FM	31.6
3	KGHL-AM	25.3	KGHL-AM	23.8	KGHL-AM	19.3
4	KBMY-AM	22.2	KBMY-AM	18.3	KBMY-AM	19.1
5	KURL-FM	15.4	KURL-FM	15.0	KOYV-FM	12.5

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KYYA-FM	KYYA-FM	KYYA-FM
3	KGHL-AM	KGHL-AM	KGHL-AM
4	KBMY-AM	KBMY-AM	KBMY-AM
5	KOYN-AM	KOYN-AM	KOYN-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KURL-FM	KBMY-AM
4	KURL-FM	KBMY-AM	KGHL-AM
5	KGHL-AM	KGHL-AM	KOOK-FM

Teens  
M-S, 6am-Midnight  
POP(00): 122

	A/M '78	A/M '79	A/M '80
1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KGHL-AM	KIDX-FM	KGHL-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KGHL-AM	KIDX-FM	KGHL-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KIDX-FM	KGHL-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 320

	A/M '78	A/M '79	A/M '80
1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KGHL-AM	KIDX-FM
4	KGHL-AM	KBMY-AM	KGHL-AM
5	KURL-FM	KIDX-FM	KBMY-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KGHL-AM	KBMY-AM
4	KGHL-AM	KBMY-AM	KIDX-FM
5	KBMS-FM	KIDX-FM	KGHL-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KYYA-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KIDX-FM	KBMY-AM
4	KURL-FM	KGHL-AM	KGHL-AM
5	KURL-AM	KBMY-AM	KIDX-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 414

	A/M '78	A/M '79	A/M '80
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KGHL-AM	KGHL-AM	KBMY-AM
4	KYYA-FM	KBMY-AM	KGHL-AM
5	KOYN-AM	KURL-FM	KIDX-FM

M-F, 6-10am

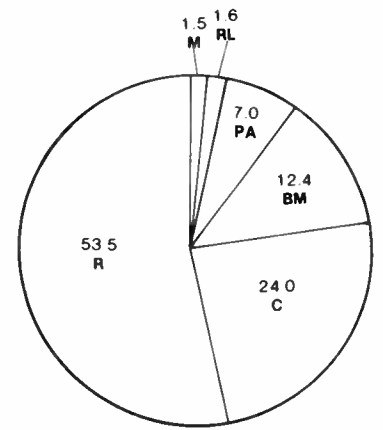
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KGHL-AM	KYYA-FM
3	KGHL-AM	KYYA-FM	KGHL-AM
4	KYYA-FM	KBMY-AM	KBMY-AM
5	KOYN-AM	KOYN-AM	KOYN-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KYYA-FM	YBMY-AM	KBMY-AM
4	KURL-FM	KURL-FM	KGHL-AM
5	KOYN-AM	KGHL-AM	KIDX-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Binghamton

METRO RANK **111**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2520

A/M '78	A/M '79	A/M '80
1 WBNF-AM 19.0	WQYT-FM 19.5	WQYT-FM(M) 7.4
2 WQYT-FM 16.1	WBNF-AM 17.5	WAAL-FM(A) 12.4
3 WAAL-FM 13.9	WAAL-FM 14.5	WHRV-FM(PA) 11.4
4 WKOP-AM 11.3	WKOP-AM 9.9	WBNF-AM(PA) 10.6
5 WMRV-FM 7.6	WMRV-FM 8.1	WWWT-FM(R) 8.0
6 WINR-AM 7.4	WINR-AM 4.3	WENE-AM(PA) 7.5
7 WENE-AM 4.2	WFB0-AM 4.1	WKOP-AM(C) 6.2
8 WFB0-AM 2.5	WENE-AM 3.3	WINR-AM(PA) 4.9
9 WGBT-FM 1.7	WWWT-FM 3.3	WGBI-FM(C) 3.9
10 WFB0-AM 1.4	WGBI-FM 1.3	WFB0-AM(PA) 2.8
11 WARM-AM 1.4	WEIV-FM(RL) 1.6	
12 WNCU-AM 0.8	WFJL-AM(PA) 1.0	
13 WATS-AM 0.8	WAVR-FM(PA) 0.8	
14	WNOZ-FM(R) 0.5	
15	WARM-AM(PA) 0.5	

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2520

A/M '78	A/M '79	A/M '80
1 WBNF-AM 67	WQYT-FM 77	WQYT-FM 67
2 WQYT-FM 57	WBNF-AM 69	WAAL-FM 48
3 WAAL-FM 49	WAAL-FM 57	WMRV-FM 44
4 WKOP-AM 40	WKOP-AM 35	WBNF-AM 41
5 WMRV-FM 27	WMRV-FM 32	WWWT-FM 31

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WBNF-AM
2 WKOP-AM	WQYT-FM	WQYT-FM
3 WAAL-FM	WAAL-FM	WENE-AM
4 WQYT-FM	WKOP-AM	WAAL-FM
5 WINR-AM	WMRV-FM	WMRV-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WQYT-FM	WQYT-FM
2 WAAL-FM	WBNF-AM	WAAL-FM
3 WQYT-FM	WAAL-FM	WMRV-FM
4 WKOP-AM	WMRV-FM	WBNF-AM
5 WMRV-FM	WKOP-AM	WWWT-FM

Teens  
M-S, 6am-Midnight  
POP(00): 340

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WWWT-FM
2 WINR-AM	WMRV-FM	WMRV-FM
3 WMRV-FM	WINR-AM	WAAL-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WWWT-FM
2 WINR-AM	WINR-AM	WMRV-FM
3 WMRV-FM	WMRV-FM	WAAL-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WWWT-FM
2 WINR-AM	WMRV-FM	WAAL-FM
3 WENE-AM	WINR-AM	WMRV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 834

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WAAL-FM
2 WMRV-FM	WMRV-FM	WMRV-FM
3 WBNF-AM	WBNF-AM	WQYT-FM
4 WINR-AM	WINR-AM	WWWT-FM
5 WENE-AM	WKOP-AM	WINR-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WAAL-FM	WAAL-FM
2 WAAL-FM	WBNF-AM	WMRV-FM
3 WINR-AM	WKOP-AM	WINR-AM
4 WMRV-FM	WINR-AM	WQYT-FM
5 WENE-AM	WMPV-FM	WBNF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WAAL-FM
2 WMRV-FM	WMRV-FM	WMRV-FM
3 WENE-AM	WINR-AM	WWWT-FM
4 WQYT-FM	WWWT-FM	WQYT-FM
5 WBNF-AM	WBNF-AM	WINR-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1151

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WQYT-FM	WQYT-FM
2 WKOP-AM	WBNF-AM	WMRV-FM
3 WQYT-FM	WKOP-AM	WENE-AM
4 WINR-AM	WAAL-FM	WAAL-FM
5 WMRV-FM	WMRV-FM	WBNF-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WENE-AM
2 WKOP-AM	WQYT-FM	WBNF-AM
3 WINR-AM	WKOP-AM	WQYT-FM
4 WQYT-FM	WAAL-FM	WMRV-FM
5 WAAL-FM	WMRV-FM	WAAL-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WQYT-FM	WQYT-FM
2 WKOP-AM	WBNF-AM	WMRV-FM
3 WMRV-FM	WKOP-AM	WAAL-FM
4 WQYT-FM	WAAL-FM	WBNF-AM
5 WINR-AM	WMRV-FM	WENE-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2520

A/M '78	A/M '79	A/M '80
1 WBNF-AM 1055	WBNF-AM 1001	WBNF-AM 786
2 WMRV-FM 613	WAAL-FM 613	WQYT-FM 696
3 WAAL-FM 611	WQYT-FM 696	WAAL-FM 690
4 WQYT-FM 605	WMRV-FM 598	WENE-AM 629
5 WINR-AM 604	WINR-AM 486	WMRV-FM 624

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WBNF-AM
2 WAAL-FM	WAAL-FM	WQYT-FM
3 WINR-AM	WQYT-FM	WENE-AM
4 WKOP-AM	WMRV-FM	WAAL-FM
5 WQYT-FM	WINR-AM	WMRV-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WQYT-FM
2 WAAL-FM	WAAL-FM	WAAL-FM
3 WQYT-FM	WQYT-FM	WMRV-FM
4 WINR-AM	WMRV-FM	WBNF-AM
5 WMRV-FM	WINR-AM	WENE-AM

Teens  
M-S, 6am-Midnight  
POP(00): 340

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WAAL-FM
2 WMRV-FM	WMRV-FM	WWWT-FM
3 WINR-AM	WINR-AM	WMRV-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WWWT-FM
2 WMRV-FM	WMRV-FM	WMRV-FM
3 WINR-AM	WINR-AM	WAAL-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WWWT-FM
2 WINR-AM	WMRV-FM	WAAL-FM
3 WMRV-FM	WINR-AM	WMRV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 834

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WAAL-FM	WAAL-FM
2 WMRV-FM	WMRV-FM	WMRV-FM
3 WINR-AM	WBNF-AM	WINR-AM
4 WAAL-FM	WINR-AM	WWWT-FM
5 WENE-AM	WENE-AM	WENE-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WAAL-FM	WAAL-FM
2 WAAL-FM	WBNF-AM	WMRV-FM
3 WMRV-FM	WMRV-FM	WINR-AM
4 WINR-AM	WINR-AM	WENE-AM
5 WENE-AM	WENE-AM	WBNF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WENE-AM	WAAL-FM	WAAL-FM
2 WAAL-FM	WINR-AM	WMRV-FM
3 WMRV-FM	WBNF-AM	WENE-AM
4 WINR-AM	WMRV-FM	WINR-AM
5 WBNF-AM	WENE-AM	WWWT-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1151

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WBNF-AM
2 WINR-AM	WQYT-FM	WQYT-FM
3 WKOP-AM	WAAL-FM	WENE-AM
4 WMRV-FM	WMRV-FM	WMRV-FM
5 WQYT-FM	WKOP-AM	WAAL-FM

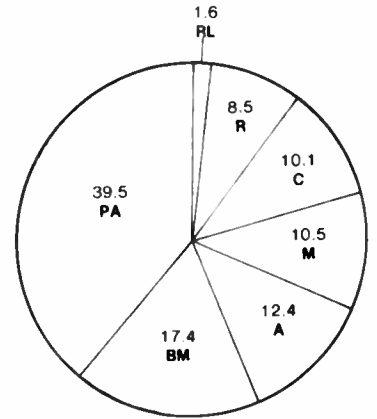
M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WBNF-AM
2 WINR-AM	WQYT-FM	WENE-AM
3 WKOP-AM	WAAL-FM	WQYT-FM
4 WAAL-FM	WMRV-FM	WKOP-AM
5 WMRV-FM	WKOP-AM	WMRV-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WBNF-AM	WBNF-AM	WQYT-FM
2 WMRV-FM	WQYT-FM	WENE-AM
3 WINR-AM	WAAL-FM	WBNF-AM
4 WKOP-AM	WMRV-FM	WAAL-FM
5 WQYT-FM	WKOP-AM	WMRV-FM

**Format Penetration Chart**  
Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Birmingham

METRO RANK

45

## A/M '80 Market Overview

Arbitron implemented the Expanded Sample Frame technique here for the first time, and there was perhaps coincidentally a new number one station, Black-formatted **WENN-FM**.

Approximately 14% of the returned metro diaries were from persons residing in ESF households. One possible result of ESF was that 18-24 diary return went up sharply, from 33 in the Fall sweep to 51 in this report. This provided stations that appealed to that demo with a chance to score better in the book, and it appears as though **WENN-FM** did just that. It almost doubled its cume among men 18-24, and increased its average quarter-hour share in that demo 400%. This helped **WENN-FM** win the 18-34 demo with almost a 20 share, followed by **WKXX** with a 15% figure and **WSGN** with just over 10%.

The 25-54 leader was **WSGN**. The station piled up over 12% of this audience, with **WENN-FM** next at just under 10%. **WSGN** must be pleased with the Arbitron results, since the station's management team is retargeting for the 18-49 demos, playing less hard rock. A four-plus share gain in 25-54 figures was a good start towards repositioning. One on-air ingredient **WSGN** used to try and skew slightly older was an all-request show from 7pm-Midnight, featuring music from the 50's and 60's.

**WKXX** slipped in this survey, largely due to an erosion of about 25% of the station's 18-34 share. Several staff changes were made, affecting mornings, middays, and nights, and the morning drive segment was especially soft in the book. The station used outdoor boards in a more extensive push than previously.

Two other stations deserving of mention are **BM WAPI-FM**, and Country **WVOK**. **WAPI-FM** increased its 25-54 share by almost 50%, while **WVOK** used a TV/newspaper ad campaign to attract more listeners.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 6800

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	10.2	WKXX-FM	13.8
2 WKXX-FM	10.1	WENN-FM	9.7
3 WENN-FM	7.5	WERC-AM	7.9
4 WQEZ-FM	7.0	WSGN-AM	6.6
5 WENN-AM	6.6	WQEZ-FM	6.4
6 WYDE-AM	6.3	WRKK-FM	5.7
7 WRKK-FM	5.8	WATV-AM	5.0
8 WERC-AM	5.1	WAPI-FM	4.3
9 WJLD-AM	5.1	WYDE-AM	4.2
10 WVOK-AM	4.9	WJLD-AM	3.9
11 WATV-AM	4.5	WZZK-FM	3.8
12 WAPI-FM	4.0	WENN-AM	3.5
13 WZZK-FM	3.9	WDJC-FM	3.4
14 WAPI-AM	3.3	WVOK-AM	3.3
15 WDJC-FM	2.2	WAPI-AM	2.9
16 WCRT-AM	1.8	WCRT-AM	2.5
17 WQEN-FM	1.4	WARF-AM	1.4
18 WBUL-AM	1.0	WOEN-FM	1.2
19 WLPH-AM	0.9	WBUL-AM	1.0
20 WYAM-AM	0.8	WYAM-AM	0.6
21 WWHB-AM	0.4	WLPH-AM	0.5
22		WQEN-FM	0.7
23		WAXX-AM	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6800

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	93	WKXX-FM	130
2 WKXX-FM	92	WENN-FM	92
3 WENN-FM	69	WERC-AM	75
4 WQEZ-FM	64	WSGN-AM	62
5 WENN-AM	60	WQEZ-FM	60

M-F, 6-10am

1 WSGN-AM	WKXX-FM	WSGN-AM
2 WKXX-FM	WSGN-AM	WENN-FM
3 WYDE-AM	WENN-FM	WKXX-FM
4 WERC-AM	WERC-AM	WERC-AM
5 WENN-FM	WYDE-AM	WZZK-FM

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WENN-FM
2 WSGN-AM	WENN-FM	WKXX-FM
3 WQEZ-FM	WERC-AM	WSGN-AM
4 WENN-FM	WRKK-FM	WAPI-FM
5 WYDE-AM	WSGN-AM	WRKK-FM

### Teens M-S, 6am-Midnight

POP(00): 890

	A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKXX-FM	WKXX-FM	
2 WSGN-AM	WENN-FM	WENN-FM	
3 WENN-FM	WERC-AM	WRKK-FM	

M-F, 6-10am

1 WSGN-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WENN-FM	WENN-FM
3 WENN-FM	WERC-AM	WSGN-AM

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WENN-FM	WENN-FM	WENN-FM
3 WSGN-AM	WRKK-FM	WRKK-FM

### Adults 18-34 M-S, 6am-Midnight

POP(00): 2291

	A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKXX-FM	WENN-FM	
2 WRKK-FM	WRKK-FM	WKXX-FM	
3 WSGN-AM	WENN-FM	WSGN-AM	
4 WENN-FM	WSGN-AM	WRKK-FM	
5 WERC-AM	WERC-AM	WDJC-FM	

M-F, 6-10am

1 WSGN-AM	WKXX-FM	WSGN-AM
2 WKXX-FM	WSGN-AM	WENN-FM
3 WERC-AM	WENN-FM	WKXX-FM
4 WRKK-FM	WERC-AM	WERC-AM
5 WENN-FM	WRKK-FM	WRKK-FM

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WENN-FM
2 WRKK-FM	WRKK-FM	WKXX-FM
3 WSGN-AM	WENN-FM	WRKK-FM
4 WERC-AM	WERC-AM	WSGN-AM
5 WENN-FM	WSGN-AM	WDJC-FM

### Adults 25-54 M-S, 6am-Midnight

POP(00): 3110

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	WENN-FM	WSGN-AM	
2 WQEZ-FM	WQEZ-FM	WENN-FM	
3 WYDE-AM	WERC-AM	WZZK-FM	
4 WAPI-FM	WKXX-FM	WKXX-FM	
5 WENN-AM	WSGN-AM	WAPI-FM	

M-F, 6-10am

1 WSGN-AM	WSGN-AM	WSGN-AM
2 WERC-AM	WENN-FM	WZZK-FM
3 WYDE-AM	WERC-AM	WENN-FM
4 WQEZ-FM	WKXX-FM	WERC-AM
5 WZZK-FM	WQEZ-FM	WYDE-AM

M-F, 3-7pm

1 WQEZ-FM	WENN-FM	WENN-FM
2 WSGN-AM	WERC-AM	WSGN-AM
3 WYDE-AM	WKXX-FM	WZZK-FM
4 WAPI-FM	WZZK-FM	WAPI-FM
5 WZZK-FM	WSGN-AM	WKXX-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6800

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	1840	WSGN-AM	1742
2 WERC-AM	1395	WERC-AM	1706
3 WKXX-FM	1206	WKXX-FM	1699
4 WQEZ-FM	990	WENN-FM	1010
5 WENN-FM	968	WYDE-AM	899

M-F, 6-10am

1 WSGN-AM	WSGN-AM	WSGN-AM
2 WERC-AM	WKXX-FM	WKXX-FM
3 WKXX-FM	WERC-AM	WENN-FM
4 WENN-FM	WENN-FM	WERC-AM
5 WYDE-AM	WYDE-AM	WYDE-AM

M-F, 3-7pm

1 WSGN-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WERC-AM	WENN-FM
3 WERC-AM	WSGN-AM	WSGN-AM
4 WQEZ-FM	WENN-FM	WERC-AM
5 WENN-FM	WQEZ-FM	WRKK-FM

### Teens M-S, 6am-Midnight

POP(00): 890

	A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKXX-FM	WKXX-FM	
2 WSGN-AM	WENN-FM	WENN-FM	
3 WERC-AM	WERC-AM	WERC-AM	

M-F, 6-10am

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WSGN-AM	WENN-FM	WENN-FM
3 WERC-AM	WERC-AM	WSGN-AM

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WSGN-AM	WENN-FM	WENN-FM
3 WENN-FM	WERC-AM	WERC-AM

### Adults 18-34 M-S, 6am-Midnight

POP(00): 2291

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	WKXX-FM	WKXX-FM	
2 WERC-AM	WSGN-AM	WSGN-AM	
3 WKXX-FM	WERC-AM	WENN-FM	
4 WRKK-FM	WRKK-FM	WERC-AM	
5 WENN-FM	WENN-FM	WRKK-FM	

M-F, 6-10am

1 WERC-AM	WSGN-AM	WSGN-AM
2 WSGN-AM	WKXX-FM	WKXX-FM
3 WKXX-FM	WERC-AM	WERC-AM
4 WRKK-FM	WENN-FM	WENN-FM
5 WENN-FM	WRKK-FM	WRKK-FM

M-F, 3-7pm

1 WSGN-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WSGN-AM	WSGN-AM
3 WERC-AM	WERC-AM	WRKK-FM
4 WRKK-FM	WRKK-FM	WENN-FM
5 WENN-FM	WENN-FM	WERC-AM

### Adults 25-54 M-S, 6am-Midnight

POP(00): 3110

	A/M '79	O/N '79	A/M '80
1 WSGN-AM	WSGN-AM	WSGN-AM	
2 WERC-AM	WERC-AM	WKXX-FM	
3 WQEZ-FM	WKXX-FM	WERC-AM	
4 WYDE-AM	WQEZ-FM	WZZK-FM	
5 WAPI-FM	WYDE-AM	WENN-FM	

M-F, 6-10am

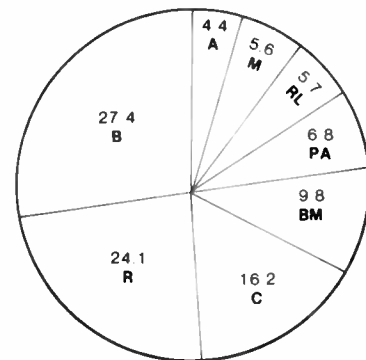
1 WSGN-AM	WSGN-AM	WSGN-AM
2 WERC-AM	WERC-AM	WERC-AM
3 WYDE-AM	WKXX-FM	WKXX-FM
4 WAPI-FM	WENN-FM	WZZK-FM
5 WQEZ-FM	WYDE-AM	WYDE-AM

M-F, 3-7pm

1 WSGN-AM	WSGN-AM	WSGN-AM
2 WQEZ-FM	WERC-AM	WENN-FM
3 WYDE-AM	WKXX-FM	WYDE-AM
4 WAPI-FM	WQEZ-FM	WAPI-FM
5 WERC-AM	WQEZ-FM	WKXX-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Bloomington, IL

METRO RANK **170**

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 1056

A/M '78	A/M '79	A/M '80
1 WJBC-AM 44.6	WJBC-AM 40.3	WJBC-AM(PA)37.0
2 WBNO-FM 15.7	WBNO-FM 23.3	WBNO-FM(PA)16.0
3 WLS -AM 9.6	WLS -AM 8.5	WMLA-FM(O) 8.3
4 WIHN-FM 6.0	WMAQ-AM 7.4	WLS -AM(O) 7.2
5 WMAO-AM 5.4	WWCT-FM 4.0	WMAO-AM(O) 7.2
6 WWCT-FM 4.8	WIHN-FM 3.4	WWCT-FM(A) 7.2
7 WSWT-FM 2.4	WKZW-FM 2.3	WIHN-FM(O) 3.9
8 WGN -AM 1.8	WWSW-FM 1.1	WKZW-FM(O) 1.7
9 WIRL-AM 1.8	WRBA-AM 1.1	WWSW-FM(O) 1.7
10 WKZW-FM 1.8	WRBA-AM 0.6	WGN -AM(PA) 1.7
11 WSIV-FM 0.6	WPEO-AM 0.6	WRBA-AM(O) 0.6
12 WRBA-AM 0.6		WBBM-AM(O) 0.6
13 WSIV-AM		WIRL-AM(PA) 0.6
14		WVFL-AM(PA) 0.6

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1056

A/M '78	A/M '79	A/M '80
1 WJBC-AM 74	WJBC-AM 71	WJBC-AM 67
2 WBNO-FM 26	WBNO-FM 41	WBNO-FM 29
3 WLS -AM 16	WLS -AM 15	WMLA-FM 15
4 WIHN-FM 10	WMAQ-AM 13	WLS -AM 13
5 WMAO-AM 9	WWCT-FM 7	WMAQ-AM 13

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WMAO-AM	WMLA-FM
4 WMAO-AM	WLS -AM	WLS -AM
5 WWCT-FM	WKZW-FM	WMAO-AM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WMAQ-AM	WWCT-FM
4 WIHN-FM	WLS -AM	WMAO-AM
5 WMAO-AM	WIHN-FM	WLS -AM

Teens  
M-S, 6am-Midnight  
POP(00): 120

A/M '78	A/M '79	A/M '80
1 WLS -AM	WLS -AM	WLS -AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WJBC-AM	WJBC-AM	WJBC-AM

M-F, 6-10am

1 WLS -AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WLS -AM	WBNO-FM
3 WJBC-AM	WBNO-FM	WLS -AM

M-F, 3-7pm

1 WLS -AM	WLS -AM	WBNO-FM
2 WBNO-FM	WBNO-FM	WLS -AM
3 WJBC-AM	WWCT-FM	WKZW-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 458

A/M '78	A/M '79	A/M '80
1 WJBC-AM	WBNO-FM	WBNO-FM
2 WBNO-FM	WJBC-AM	WJBC-AM
3 WLS -AM	WLS -AM	WWCT-FM
4 WWCT-FM	WMAO-AM	WLS -AM
5 WIHN-FM	WWCT-FM	WMLA-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WWCT-FM	WMAQ-AM	WMLA-FM
5 WMAO-AM	WWCT-FM	WWCT-FM

M-F, 3-7pm

1 WJBC-AM	WBNO-FM	WBNO-FM
2 WBNO-FM	WJBC-AM	WWCT-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WWCT-FM	WMAQ-AM	WJBC-AM
5 WIHN-FM	WWCT-FM	WMAQ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 422

A/M '78	A/M '79	A/M '80
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAO-AM	WBNO-FM	WMLA-FM
3 WBNO-FM	WMAQ-AM	WBNO-FM
4 WIHN-FM	WLS -AM	WMAO-AM
5 WLS -AM	WIHN-FM	WIHN-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAO-AM	WBNO-FM	WMLA-FM
3 WIHN-FM	WMAO-AM	WBNO-FM
4 WBNO-FM	WLS -AM	WMAQ-AM
5 WLS -AM	WBBM-AM	WIHN-FM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAO-AM	WBNO-FM	WMAQ-AM
3 WIHN-FM	WMAQ-AM	WBNO-FM
4 WBNO-FM	WIHN-FM	WIHN-FM
5 WGN -AM	WLS -AM	WMLA-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1056

A/M '78	A/M '79	A/M '80
1 WJBC-AM 721	WJBC-AM 702	WJBC-AM 646
2 WBNO-FM 394	WBNO-FM 469	WBNO-FM 407
3 WLS -AM 338	WLS -AM 318	WLS -AM 292
4 WIHN-FM 153	WMAQ-AM 198	WMAQ-AM 212
5 WMAO-AM 141	WIHN-FM 148	WMLA-FM 159

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WMAO-AM	WMAQ-AM	WMAQ-AM
5 WIHN-FM	WRBA-AM	WMLA-FM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WIHN-FM	WMAO-AM	WMAO-AM
5 WMAO-AM	WIHN-FM	WMLA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 120

1 WLS -AM	WLS -AM	WLS -AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WJBC-AM	WJBC-AM	WJBC-AM

M-F, 6-10am

1 WLS -AM	WJBC-AM	WLS -AM
2 WJBC-AM	WLS -AM	WJBC-AM
3 WBNO-FM	WBNO-FM	WBNO-FM

M-F, 3-7pm

1 WLS -AM	WLS -AM	WLS -AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WJBC-AM	WKZW-FM	WKZW-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 458

A/M '78	A/M '79	A/M '80
1 WJBC-AM	WBNO-FM	WBNO-FM
2 WBNO-FM	WJBC-AM	WJBC-AM
3 WLS -AM	WLS -AM	WLS -AM
4 WWCT-FM	WMAQ-AM	WMAQ-AM
5 WMAO-AM	WWCT-FM	WWCT-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WWCT-FM	WMAQ-AM	WMAQ-AM
5 WMAO-AM	WWCT-FM	WWCT-FM

M-F, 3-7pm

1 WBNO-FM	WBNO-FM	WBNO-FM
2 WJBC-AM	WJBC-AM	WLS -AM
3 WLS -AM	WLS -AM	WJBC-AM
4 WWCT-FM	WMAO-AM	WWCT-FM
5 WMAO-AM	WWCT-FM	WMAQ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 422

A/M '78	A/M '79	A/M '80
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WBNO-FM
3 WMAO-AM	WLS -AM	WMAQ-AM
4 WIHN-FM	WMAQ-AM	WLS -AM
5 WLS -AM	WIHN-FM	WIHN-FM

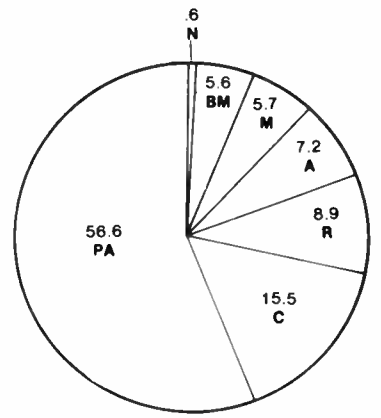
M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAQ-AM	WBNO-FM	WBNO-FM
3 WIHN-FM	WLS -AM	WMAQ-AM
4 WBNO-FM	WMAQ-AM	WLS -AM
5 WLS -AM	WIHN-FM	WIHN-FM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNO-FM	WBNO-FM	WMAQ-AM
3 WMAQ-AM	WMAQ-AM	WBNO-FM
4 WIHN-FM	WLS -AM	WLS -AM
5 WLS -AM	WIHN-FM	WIHN-FM

**Format Penetration Chart**  
Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Boise

METRO RANK **138**

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 1909

	A/M '78	A/M '79	A/M '80			
1	KFXD-AM	18.6	KBXL-FM	12.0	KBOI-AM(PA)	16.5
2	KGEM-AM	16.6	KBOI-AM	11.2	KIDQ-FM(A)	10.9
3	KBOI-AM	9.5	KBOI-FM	11.2	KBOI-FM(B)	10.1
4	KBXL-FM	9.1	KFXD-AM	10.8	KBXL-FM(BB)	9.4
5	KBOI-FM	6.3	KGEM-AM	10.8	KFXD-AM(B)	9.4
6	KBBK-FM	5.1	KUUZ-FM	8.8	KGEM-AM(C)	8.2
7	KUUZ-FM	4.7	KBBK-FM	8.0	KFXD-FM(MPA)	7.1
8	KBRJ-AM	4.7	KFXD-FM	6.8	KIDO-AM(C)	7.1
9	KFXD-FM	4.3	KJOT-FM	3.6	KUUZ-FM(B)	4.9
10	KBCN-AM	3.6	KIDO-AM	3.6	KBBK-FM(B)	3.7
11	KIDO-AM	1.6	KBCN-AM	2.4	KJOT-FM(C)	3.4
12	KCID-AM	1.6	KCID-AM	1.2	KBRJ-AM(C)	1.5
13	KSPD-AM	1.6	KBRJ-AM	0.8	KBCN-AM(B)	0.7
14	KAIN-AM	1.2	KAIN-AM	0.8	KHFE-FM(C)	0.7
15	KYME-AM	1.2	KYME-AM	0.8	KCID-AM(PA)	0.7
16			KSPD-AM	0.4	KGO-AM(MT)	0.4
17					KSPD-AM(B)	0.4
18					KAIN-AM(PA)	0.4

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1909

	A/M '78	A/M '79	A/M '80			
1	KFXD-AM	47	KBXL-FM	30	KBOI-AM	4.4
2	KGEM-AM	42	KBOI-AM	28	KIDQ-FM	2.9
3	KBOI-AM	24	KBOI-FM	28	KBOI-FM	2.7
4	KBXL-FM	23	KFXD-AM	27	KBXL-FM	2.5
5	KBOI-FM	16	KGEM-AM	27	KFXD-AM	2.5

M-F, 6-10am

1	KGEM-AM		KBOI-AM		KBOI-AM
2	KFXD-AM		KGEM-AM		KGEM-AM
3	KBOI-AM		KFXD-AM		KIDO-AM
4	KBXL-FM		KBXL-FM		KBXL-FM
5	KBOI-FM		KBOI-FM		KFXD-AM

M-F, 3-7pm

1	KFXD-AM		KBOI-FM		KBOI-AM
2	KGEM-AM		KFXD-AM		KIDQ-FM
3	KBXL-FM		KBXL-FM		KBOI-FM
4	KBOI-FM		KGEM-AM		KFXD-AM
5	KBOI-AM		KBOI-AM		KIDO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 247

	A/M '78	A/M '79	A/M '80		
1	KFXD-AM		KFXD-AM		KFXD-AM
2	KUUZ-FM		KUUZ-FM		KUUZ-FM
3	KBBK-FM		KBBK-FM		KFXD-FM

M-F, 6-10am

1	KFXD-AM		KFXD-AM		KFXD-AM
2	KBBK-FM		KBBK-FM		KUUZ-FM
3	KUUZ-FM		KUUZ-FM		KBBK-FM

M-F, 3-7pm

1	KFXD-AM		KFXD-AM		KUUZ-FM
2	KUUZ-FM		KUUZ-FM		KFXD-AM
3	KBBK-FM		KIDO-AM		KFXD-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 700

	A/M '78	A/M '79	A/M '80		
1	KFXD-AM		KBBK-FM		KIDQ-FM
2	KGEM-AM		KFXD-FM		KBOI-AM
3	KFXD-FM		KBOI-AM		KFXD-AM
4	KBBK-FM		KUUZ-FM		KFXD-FM
5	KUUZ-FM		KFXD-AM		KIDO-AM

M-F, 6-10am

1	KFXD-AM		KBOI-AM		KBOI-AM
2	KGEM-AM		KFXD-AM		KIDQ-FM
3	KBOI-AM		KBBK-FM		KIDO-AM
4	KFXD-FM		KUUZ-FM		KFXD-AM
5	KBBK-FM		KFXD-FM		KGEM-AM

M-F, 3-7pm

1	KFXD-AM		KBBK-FM		KIDQ-FM
2	KGEM-AM		KFXD-AM		KBOI-AM
3	KUUZ-FM		KFXD-FM		KFXD-AM
4	KFXD-FM		KUUZ-FM		KIDO-AM
5	KBOI-FM		KBOI-AM		KFXD-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 880

	A/M '78	A/M '79	A/M '80		
1	KGEM-AM		KBOI-AM		KBOI-AM
2	KBOI-AM		KBXL-FM		KBOI-FM
3	KBXL-FM		KBOI-FM		KGEM-AM
4	KFXD-AM		KGEM-AM		KBXL-FM
5	KBOI-FM		KBBK-FM		KIDO-AM

M-F, 6-10am

1	KGEM-AM		KBOI-AM		KBOI-AM
2	KBOI-AM		KGEM-AM		KGEM-AM
3	KFXD-AM		KBXL-FM		KIDO-AM
4	KBXL-FM		KBOI-FM		KBOI-FM
5	KBOI-FM		KFXD-AM		KBXL-FM

M-F, 3-7pm

1	KGEM-AM		KBOI-FM		KBOI-AM
2	KBXL-FM		KBOI-AM		KBOI-FM
3	KBOI-AM		KGEM-AM		KBXL-FM
4	KFXD-AM		KBXL-FM		KIDO-AM
5	KBOI-FM		KBBK-FM		KGEM-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1909

	A/M '78	A/M '79	A/M '80			
1	KFXD-AM	71.8	KFXD-AM	57.0	KBOI-AM	54.8
2	KGEM-AM	51.9	KBOI-AM	46.4	KFXD-AM	49.0
3	KBOI-AM	39.3	KGEM-AM	44.8	KBOI-FM	39.9
4	KUUZ-FM	29.8	KUUZ-FM	34.9	KIDO-AM	34.1
5	KFXD-FM	26.6	KBXL-FM	34.6	KGEM-AM	33.3

M-F, 6-10am

1	KFXD-AM		KFXD-AM		KBOI-AM
2	KGEM-AM		KBOI-AM		KFXD-AM
3	KBOI-AM		KGEM-AM		KGEM-AM
4	KUUZ-FM		KUUZ-FM		KIDO-AM
5	KFXD-FM		KBOI-FM		KBOI-FM

M-F, 3-7pm

1	KFXD-AM		KFXD-AM		KBOI-AM
2	KGEM-AM		KBOI-AM		KFXD-AM
3	KBOI-AM		KBOI-FM		KBOI-FM
4	KUUZ-FM		KBXL-FM		KFXD-FM
5	KBOI-FM		KGEM-AM		KIDO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 247

	A/M '78	A/M '79	A/M '80		
1	KFXD-AM		KFXD-AM		KFXD-AM
2	KUUZ-FM		KUUZ-FM		KUUZ-FM
3	KBBK-FM		KIDO-AM		KFXD-FM

M-F, 6-10am

1	KFXD-AM		KFXD-AM		KFXD-AM
2	KUUZ-FM		KUUZ-FM		KUUZ-FM
3	KBBK-FM		KBBK-FM		KFXD-FM

M-F, 3-7pm

1	KFXD-AM		KFXD-AM		KFXD-AM
2	KUUZ-FM		KUUZ-FM		KUUZ-FM
3	KBBK-FM		KIDO-AM		KFXD-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 700

	A/M '78	A/M '79	A/M '80		
1	KFXD-AM		KFXD-AM		KFXD-AM
2	KGEM-AM		KFXD-FM		KBOI-AM
3	KFXD-FM		KBBK-FM		KIDO-AM
4	KBBK-FM		KBOI-AM		KFXD-FM
5	KBOI-AM		KUUZ-FM		KIDQ-FM

M-F, 6-10am

1	KFXD-AM		KFXD-AM		KBOI-AM
2	KFXD-FM		KBOI-AM		KFXD-AM
3	KGEM-AM		KBBK-FM		KIDO-AM
4	KBOI-AM		KUUZ-FM		KIDQ-FM
5	KBBK-FM		KIDO-AM		KFXD-FM

M-F, 3-7pm

1	KFXD-AM		KFXD-AM		KBOI-AM
2	KFXD-FM		KFXD-FM		KFXD-AM
3	KUUZ-FM		KUUZ-FM		KIDO-AM
4	KGEM-AM		KBBK-FM		KIDO-FM
5	KBBK-FM		KBOI-AM		KFXD-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 880

	A/M '78	A/M '79	A/M '80		
1	KGEM-AM		KBOI-AM		KBOI-AM
2	KFXD-AM		KGEM-AM		KBOI-FM
3	KBOI-AM		KBXL-FM		KGEM-AM
4	KBXL-FM		KBOI-FM		KIDO-AM
5	KBOI-FM		KFXD-AM		KBXL-FM

M-F, 6-10am

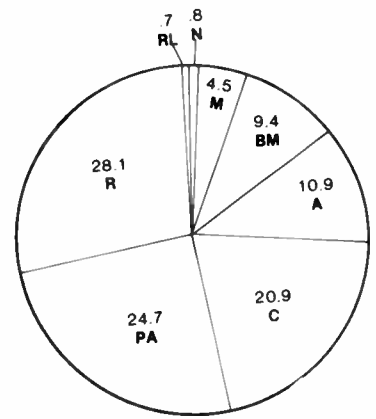
1	KGEM-AM	FBOI-AM	KBOI-AM
2	KBOI-AM	KGEM-AM	KGEM-AM
3	KFXD-AM	KBOI-FM	KBOI-FM
4	KBXL-FM	KFXD-AM	KIDO-AM
5	KBOI-FM	KIDO-AM	KFXD-AM

M-F, 3-7pm

1	KGEM-AM	KBOI-AM	KBOI-AM
2	KFXD-AM	KGEM-AM	KBOI-FM
3	KBOI-AM	KBOI-FM	KGEM-AM
4	KBXL-FM	KFXD-AM	KIDO-AM
5	KBOI-FM	KBXL-FM	KBXL-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# Boston

METRO RANK

7

## A/M '80 Market Overview

Continuing battles for supremacy among the AOR's and the Pop/Adult stations highlighted the A/M '80 results, with a much poorer male 18-24 diary return also notable.

Compared to the J/F '80 Arbitron sweep, there were almost 50% fewer diaries returned from men 18-24. Arbitron got back over 200 fewer diaries overall, but the bulk of that shortfall hit the hard-to-find young men. In the J/F results there were approximately 147 diaries returned from men 18-24; in the Spring sweep, 77. Possibly, each of these diaries was worth (in cume value) almost double their J/F value. This kind of fluctuation and instability can cause gray hairs, and may have at one AOR in particular.

In the J/F results, **WEEI-FM** was tied with **WBCN** for the lead among adults 18-34. However, in the Spring totals, **WEEI-FM** lost 43% of its overall share and now has an 18-34 share less than half of **WBCN**'s. **WEEI-FM**'s men 18-24 AQH figure in the spring was one-third of the winter figure. However, it should be noted that the station also suffered significant losses among men 25-34, a demo not as severely affected by diary return problems as the 18-24 cell.

For its part, **WBCN** employed an ad campaign using TV and newspaper ads, and the station gave away a pound of gold. As for on-air sound, now that the station's Music Director has gone to **WCOZ**, it will be interesting to see how **WBCN** fares in future surveys.

Among the 25-54-targeted stations, **WHDH** topped **WBZ** this sweep. In J/F '80 results **WBZ** actually nosed out **WHDH** for the overall lead in the 25-54 cell, but **WHDH** led this time with almost 15% of that audience, compared to just over 12% for **WBZ**.

Two other stations which made significant and perhaps related moves in the ratings are **WEEI** and **WJIB**. **WJIB**, the Schulke-formatted Beautiful Music station, dropped by more than 33%, while all-News **WEEI** enjoyed a double-digit increase. Since there is usually cume-sharing between two station like these, perhaps the **WJIB** listeners sampled **WEEI** longer this sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	11.2	WRDH-AM	10.6	WHDR-AM	11.1
2 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
3 WJIB-FM	8.4	WBZ -AM	8.0	WBZ -AM	8.2
4 WEEI-AM	6.4	WEEI-AM	6.7	WEEI-AM	7.2
5 WVBF-FM	6.3	WVBF-FM	6.0	WVBF-FM	5.9
6 WXXS-FM	5.5	WXXS-FM	5.9	WXXS-FM	5.5
7 WRKO-AM	5.3	WBCN-FM	5.2	WCOZ-FM	5.0
8 WBCN-FM	5.1	WITS-AM	5.0	WBCN-FM	4.7
9 WCOZ-FM	4.5	WCOZ-FM	4.4	WRKO-AM	4.6
10 WITS-AM	4.5	WRKO-AM	4.1	WEEI-FM	4.4
11 WROR-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1
12 WHUE-FM	3.3	WSSH-FM	2.8	WROR-FM	3.3
13 WEEI-FM	3.0	WROR-FM	2.6	WHUE-FM	3.1
14 WSSH-FM	2.2	WHUE-FM	2.3	WSSH-FM	2.2
15 WCRB-FM	1.6	WCGY-FM	1.5	WCRB-FM	1.7
16 WBOS-FM	1.3	WHUE-FM	1.3	WAAF-FM	1.6
17 WHUE-FM	1.3	WAAF-FM	1.2	WBOS-FM	1.3
18 WAAF-FM	1.1	WILD-AM	1.1	WHUE-FM	1.1
19 WROL-AM	1.0	WJDA-AM	1.0	WROL-AM	1.0
20 WCAS-AM	1.0	WROL-AM	0.9	WILD-AM	0.7
21 WCGY-FM	1.0	WBOS-FM	0.9	WJDA-AM	0.7
22 WJDA-AM	1.0	WCRB-FM	0.9	WESX-AM	0.7
23 WBZ -FM	0.8	WCCM-AM	0.8	WCGY-FM	0.6
24 WILD-AM	0.7	WHAV-FM	0.7	WCCM-AM	0.6
25 WEZE-AM	0.6	WBZ -FM	0.7	WEZE-AM	0.5
26 WSRS-FM	0.5	WESX-AM	0.6	WNTN-AM	0.5
27 WUNR-AM	0.5	WUNR-AM	0.6	WBZ -FM	0.4
28 WESX-AM	0.5	WLLH-AM	0.5	WPLM-FM	0.4
29 WLLH-AM	0.4	WCAS-AM	0.5	WSRS-FM	0.4
30 WPJB-FM	0.4	WCAP-AM	0.4	WLLH-AM	0.3
31 WXXS-AM	0.2	WFJB-FM	0.3	WDLW-AM	0.3
32		WEZE-AM	0.3	WCAS-AM	0.3
33				WEZE-AM (M)	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
2 WBZ -AM	428	WJIB-FM	493	WJIB-FM	474
3 WJIB-FM	425	WBZ -AM	419	WBZ -AM	391
4 WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
5 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
6 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
7 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
8 WBCN-FM	256	WITS-AM	261	WBCN-FM	225
9 WCOZ-FM	227	WCOZ-FM	230	WRKO-AM	218
10 WITS-AM	226	WRKO-AM	216	WEEI-FM	208

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WBZ -AM	566	WRDH-AM	551	WHDR-AM	528
2 WRDH-AM	566	WRDH-AM	551	WHDR-AM	528
3 WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
4 WJIB-FM	425	WJIB-FM	419	WJIB-FM	474
5 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
6 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
7 WITS-AM	261	WITS-AM	261	WBCN-FM	225
8 WBCN-FM	256	WXXS-FM	309	WXXS-FM	261
9 WXXS-FM	277	WRKO-AM	270	WROR-FM	206
10 WCOZ-FM	227	WEEI-FM	216	WCOZ-FM	203

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
2 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
3 WJIB-FM	425	WJIB-FM	419	WJIB-FM	474
4 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
5 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
6 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
7 WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
8 WBCN-FM	256	WITS-AM	261	WBCN-FM	225
9 WCOZ-FM	227	WCOZ-FM	230	WRKO-AM	218
10 WITS-AM	226	WRKO-AM	216	WEEI-FM	208

Teens  
M-S, 6am-Midnight  
POP(00): 36552

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
2 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
3 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
2 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
3 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
2 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
3 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 10594

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WBCN-FM	566	WRDH-AM	551	WHDR-AM	528
2 WCOZ-FM	227	WCOZ-FM	230	WROR-FM	206
3 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
4 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
5 WEEI-FM	325	WEEI-FM	348	WEEI-FM	345
6 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
7 WROR-FM	206	WROR-FM	206	WROR-FM	206
8 WRDH-AM	566	WRDH-AM	551	WHDR-AM	528
9 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
10 WCAS-AM	1.0	WROR-FM	206	WROR-FM	206

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WBCN-FM	566	WRDH-AM	551	WHDR-AM	528
2 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
3 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
4 WCOZ-FM	227	WCOZ-FM	230	WROR-FM	206
5 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
6 WEEI-FM	325	WEEI-FM	348	WEEI-FM	345
7 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
8 WROR-FM	206	WROR-FM	206	WROR-FM	206
9 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
10 WJIB-FM	425	WJIB-FM	419	WJIB-FM	474

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WBCN-FM	566	WRDH-AM	551	WHDR-AM	528
2 WCOZ-FM	227	WCOZ-FM	230	WROR-FM	206
3 WXXS-FM	277	WXXS-FM	309	WXXS-FM	261
4 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
5 WEEI-FM	325	WEEI-FM	348	WEEI-FM	345
6 WROR-FM	206	WROR-FM	206	WROR-FM	206
7 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
8 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
9 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
10 WCAS-AM	1.0	WROR-FM	206	WROR-FM	206

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 13285

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
2 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
3 WJIB-FM	425	WBZ -AM	419	WBZ -AM	391
4 WITS-AM	261	WITS-AM	261	WBCN-FM	225
5 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
6 WHUE-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1
7 WEEI-AM	3.0	WROR-FM	2.6	WHUE-FM	3.1
8 WSSH-FM	2.2	WHUE-FM	2.3	WSSH-FM	2.2
9 WCRB-FM	1.6	WCGY-FM	1.5	WCRB-FM	1.7
10 WJDA-AM	1.0	WCRB-FM	0.9	WJDA-AM	0.7
11 WROR-FM	206	WROR-FM	206	WROR-FM	206
12 WHUE-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1
13 WEEI-FM	3.0	WROR-FM	2.6	WHUE-FM	3.1
14 WSSH-FM	2.2	WHUE-FM	2.3	WSSH-FM	2.2
15 WCRB-FM	1.6	WCGY-FM	1.5	WCRB-FM	1.7
16 WBOS-FM	1.3	WHUE-FM	1.3	WAAF-FM	1.6
17 WHUE-FM	1.3	WAAF-FM	1.2	WBOS-FM	1.3
18 WAAF-FM	1.1	WILD-AM	1.1	WHUE-FM	1.1
19 WROL-AM	1.0	WJDA-AM	1.0	WROL-AM	1.0
20 WCAS-AM	1.0	WROL-AM	0.9	WILD-AM	0.7
21 WCGY-FM	1.0	WBOS-FM	0.9	WJDA-AM	0.7
22 WJDA-AM	1.0	WCRB-FM	0.9	WESX-AM	0.7
23 WBZ -FM	0.8	WCCM-AM	0.8	WCGY-FM	0.6
24 WILD-AM	0.7	WHAV-FM	0.7	WCCM-AM	0.6
25 WEZE-AM	0.6	WBZ -FM	0.7	WEZE-AM	0.5
26 WSRS-FM	0.5	WESX-AM	0.6	WNTN-AM	0.5
27 WUNR-AM	0.5	WUNR-AM	0.6	WBZ -FM	0.4
28 WESX-AM	0.5	WLLH-AM	0.5	WPLM-FM	0.4
29 WLLH-AM	0.4	WCAS-AM	0.5	WSRS-FM	0.4
30 WPJB-FM	0.4	WCAP-AM	0.4	WLLH-AM	0.3
31 WXXS-AM	0.2	WFJB-FM	0.3	WDLW-AM	0.3
32		WEZE-AM	0.3	WCAS-AM	0.3
33				WEZE-AM (M)	0.4

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
2 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
3 WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
4 WJIB-FM	425	WBZ -AM	419	WBZ -AM	391
5 WITS-AM	261	WITS-AM	261	WBCN-FM	225
6 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
7 WHUE-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1
8 WBCN-FM	256	WXXS-FM	309	WXXS-FM	261
9 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
10 WROR-FM	206	WROR-FM	206	WROR-FM	206

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WHDR-AM	566	WRDH-AM	551	WHDR-AM	528
2 WBZ -AM	8.5	WJIB-FM	9.9	WJIB-FM	9.9
3 WJIB-FM	425	WBZ -AM	419	WBZ -AM	391
4 WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
5 WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
6 WITS-AM	261	WITS-AM	261	WBCN-FM	225
7 WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
8 WROR-FM	206	WROR-FM	206	WROR-FM	206
9 WEEI-FM	325	WEEI-AM	348	WEEI-AM	345
10 WHUE-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WBZ -AM	7802	WRDH-AM	7544	WHDR-AM	7676
2 WHDR-AM	7189	WBZ -AM	7320	WBZ -AM	7494
3 WR					

# Boston

Continued

**#F, 6-10am**

	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WBZ -AM
1	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WBZ -AM
2	WHDH -AM	WBZ -AM	WBZ -AM	WEEI -AM	WEEI -AM
3	WEEI -AM	WEEI -AM	WEEI -AM	WHDH -AM	WHDH -AM
4	WRKO -AM	WJIB -FM	WRKO -AM	WVBF -FM	WVBF -FM
5	WVBF -FM	WVBF -FM	WJIB -FM	WRKO -AM	WRKO -AM
6	WJIB -FM	WRKO -AM	WVBF -FM	WJIB -FM	WJIB -FM
7	WXKS -FM	WXKS -FM	WXKS -FM	WBCN -FM	WBCN -FM
8	WBCN -FM	WBCN -FM	WCOZ -FM	WEEI -FM	WROR -FM
9	WCOZ -FM	WCOZ -FM	WEEI -FM	WXKS -FM	WXKS -FM
10	WITS -AM	WEEI -FM	WROR -FM	WCOZ -FM	WEEI -FM

**#F, 3-7pm**

	WBZ -AM	WHDH -AM	WJIB -FM	WJIB -FM	WHDH -AM
1	WBZ -AM	WHDH -AM	WJIB -FM	WJIB -FM	WHDH -AM
2	WRKO -AM	WHDH -AM	WHDH -AM	WBZ -AM	WBZ -AM
3	WVBF -FM	WJIB -FM	WVBF -FM	WHDH -AM	WEEI -AM
4	WHDH -AM	WRKO -AM	WBZ -AM	WVBF -FM	WVBF -FM
5	WJIB -FM	WVBF -FM	WRKO -AM	WEEI -AM	WJIB -FM
6	WXKS -FM	WEEI -AM	WXKS -FM	WRKO -AM	WBCN -FM
7	WEEI -AM	WEEI -AM	WXKS -FM	WRKO -AM	WBCN -FM
8	WCOZ -FM	WBCN -FM	WBCN -FM	WITS -AM	WITS -AM
9	WBCN -FM	WBCN -FM	WEEI -FM	WEEI -FM	WCOZ -FM
10	WITS -AM	WITS -AM	WCOZ -FM	WROR -FM	WXKS -FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 3652

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM
2	WRKO -AM	WRKO -AM	WRKO -AM	WRKO -AM	WRKO -AM
3	WXKS -FM	WCOZ -FM	WCOZ -FM	WXKS -FM	WCOZ -FM

**#F, 6-10am**

	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM
1	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM
2	WRKO -AM	WRKO -AM	WCOZ -FM	WRKO -AM	WRKO -AM
3	WXKS -FM	WCOZ -FM	WRKO -AM	WBZ -AM	WBZ -AM

**#F, 3-7pm**

	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM
1	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM	WVBF -FM
2	WRKO -AM	WRKO -AM	WRKO -AM	WXKS -FM	WRKO -AM
3	WXKS -FM	WCOZ -FM	WXKS -FM	WRKO -AM	WCOZ -FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 10594

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WRKO -AM	WRKO -AM	WRKO -AM	WBCN -FM	WBCN -FM
2	WCOZ -FM	WBCN -FM	WHDH -AM	WRKO -AM	WRKO -AM
3	WBCN -FM	WXKS -FM	WVBF -FM	WEEI -FM	WROR -FM
4	WBZ -AM	WCOZ -FM	WBZ -AM	WROR -FM	WHDH -AM
5	WVBF -FM	WHDH -AM	WBCN -FM	WCOZ -FM	WBZ -AM
6	WROR -FM	WEEI -FM	WHDH -AM	WHDH -AM	WEEI -FM
7	WEEI -FM	WVBF -FM	WCOZ -FM	WVBF -FM	WCOZ -FM
8	WHDH -AM	WBZ -AM	WROR -FM	WBZ -AM	WVBF -FM
9	WXKS -FM	WROR -FM	WXKS -FM	WXKS -FM	WXKS -FM
10	WITS -AM	WITS -AM	WEEI -AM	WAAF -FM	WEEI -AM

**#F, 6-10am**

	WRKO -AM	WHDH -AM	WRKO -AM	WBCN -FM	WBCN -FM
1	WRKO -AM	WHDH -AM	WRKO -AM	WBCN -FM	WBCN -FM
2	WBCN -FM	WRKO -AM	WHDH -AM	WEEI -FM	WHDH -AM
3	WBZ -AM	WBCN -FM	WVBF -FM	WBZ -AM	WBZ -AM
4	WCOZ -FM	WCOZ -FM	WBZ -AM	WVBF -FM	WRKO -AM
5	WEEI -FM	WVBF -FM	WCOZ -FM	WRKO -AM	WVBF -FM
6	WVBF -FM	WEEI -FM	WBCN -FM	WHDH -AM	WEEI -FM
7	WHDH -AM	WXKS -FM	WROR -FM	WCOZ -FM	WXKS -FM
8	WXKS -FM	WBZ -AM	WEEI -FM	WROR -FM	WROR -FM
9	WROR -FM	WROR -FM	WXKS -FM	WXKS -FM	WCOZ -FM
10	WEEI -AM	WEEI -AM	WEEI -AM	WEEI -AM	WEEI -AM

**#F, 3-7pm**

	WRKO -AM	WBCN -FM	WVBF -FM	WEEI -FM	WBCN -FM
1	WRKO -AM	WBCN -FM	WVBF -FM	WEEI -FM	WBCN -FM
2	WCOZ -FM	WXKS -FM	WRKO -AM	WBCN -FM	WCOZ -FM
3	WBCN -FM	WRKO -AM	WBCN -FM	WROR -FM	WEEI -FM
4	WXKS -FM	WCOZ -FM	WXKS -FM	WVBF -FM	WROR -FM
5	WROR -FM	WEEI -FM	WXKS -FM	WXKS -FM	WXKS -FM
6	WEEI -FM	WVBF -FM	WCOZ -FM	WRKO -AM	WHDH -AM
7	WVBF -FM	WHDH -AM	WROR -FM	WCOZ -FM	WRKO -AM
8	WBZ -AM	WROR -FM	WHDH -AM	WHDH -AM	WVBF -FM
9	WHDH -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
10	WBOS -FM	WCGY -FM	WJIB -FM	WAAF -FM	WAAF -FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 13285

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBZ -AM	WHDH -AM	WBZ -AM	WBZ -AM	WBZ -AM
2	WHDH -AM	WBZ -AM	WHDH -AM	WHDH -AM	WHDH -AM
3	WRKO -AM	WJIB -FM	WJIB -FM	WEEI -AM	WEEI -AM
4	WJIB -FM	WRKO -AM	WEEI -AM	WJIB -FM	WJIB -FM
5	WITS -AM	WEEI -AM	WRKO -AM	WRKO -AM	WRKO -AM
6	WEEI -AM	WITS -AM	WEEI -FM	WEEI -FM	WEEI -FM
7	WEEI -FM	WXKS -FM	WVBF -FM	WVBF -FM	WROR -FM
8	WROR -FM	WEEI -FM	WROR -FM	WROR -FM	WBCN -FM
9	WVBF -FM	WVBF -FM	WXKS -FM	WBCN -FM	WVBF -FM
10	WXKS -FM	WBCN -FM	WBCN -FM	WXKS -FM	WITS -AM

**M-F, 6-10am**

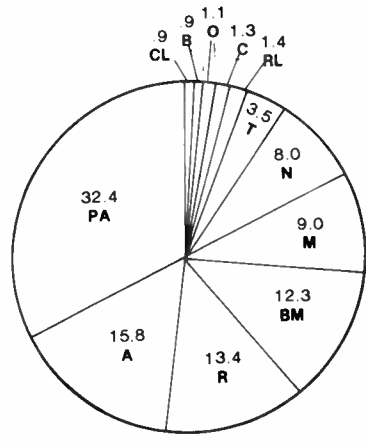
	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WBZ -AM
1	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WBZ -AM
2	WHDH -AM	WBZ -AM	WBZ -AM	WHDH -AM	WHDH -AM
3	WEEI -AM	WJIB -FM	WEEI -AM	WEEI -AM	WEEI -AM
4	WRKO -AM	WEEI -AM	WJIB -FM	WRKO -AM	WRKO -AM
5	WJIB -FM	WRKO -AM	WRKO -AM	WJIB -FM	WJIB -FM
6	WVBF -FM	WVBF -FM	WVBF -FM	WEEI -FM	WBCN -FM
7	WEEI -FM	WEEI -FM	WEEI -FM	WBCN -FM	WROR -FM
8	WHUE -FM	WXKS -FM	WROR -FM	WVBF -FM	WEEI -FM
9	WROR -FM	WBCN -FM	WXKS -FM	WROR -FM	WVBF -FM
10	WITS -AM	WROR -FM	WBCN -FM	WXKS -FM	WXKS -FM

**M-F, 3-7pm**

	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WHDH -AM
1	WBZ -AM	WHDH -AM	WHDH -AM	WBZ -AM	WHDH -AM
2	WHDH -AM	WBZ -AM	WBZ -AM	WHDH -AM	WBZ -AM
3	WRKO -AM	WJIB -FM	WJIB -FM	WJIB -FM	WEEI -AM
4	WJIB -FM	WRKO -AM	WEEI -FM	WEEI -AM	WJIB -FM
5	WEEI -AM	WEEI -AM	WEEI -AM	WEEI -FM	WRKO -AM
6	WVBF -FM	WXKS -FM	WRKO -AM	WRKO -AM	WEEI -FM
7	WROR -FM	WITS -AM	WXKS -FM	WROR -FM	WROR -FM
8	WEEI -FM	WEEI -FM	WROR -FM	WXKS -FM	WBCN -FM
9	WXKS -FM	WROR -FM	WVBF -FM	WVBF -FM	WITS -AM
10	WITS -AM	WVBF -FM	WBCN -FM	WBCN -FM	WXKS -FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Bridgeport

METRO RANK **81**

## A/M '80 Market Overview

Quarterly Measurement's after-effects is the big story here. Being in the New York City TSA, Bridgeport received its first 12-week survey this spring. Since Arbitron oversampled to protect against a shortfall in the first QM survey, twice as many diaries were received back this spring as compared to last year. The A/M '79 total was 373, while the A/M '80 figure was 750, theoretically indicating less fluctuation from sampling problems.

There's a new king of the hill in Bridgeport, Beautiful Music WEZN. WEZN supplanted WICC in the top position, and in the process strengthened its hold on the 45+ audience.

WICC, though now ranked second overall to WEZN, has no problems selling this book. The station still led in the two most desirable sales categories — 18-34 and 25-54, with shares of approximately 18% and 22%, respectively. WICC staged no major promotions for the extended survey but did give away \$60,000 in \$60 amounts to listeners. Outside advertising consisted primarily of billboards, with some local newspaper advertising tied in.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3592

	A/M '78	A/M '79	A/M '80
1 WICC-AM	17.0	WICC-AM	16.7
2 WEZN-FM	15.8	WEZN-FM	13.7
3 WDJZ-AM	8.0	WNAB-AM	8.6
4 WNBC-AM	7.8	WNBC-AM	7.9
5 WNAB-AM	7.4	WPLR-FM	7.2
6 WPLR-FM	6.8	WDJZ-AM	6.4
7 WOR-AM	2.8	WCBS-AM	4.1
8 WABC-AM	2.5	WKCI-FM	3.0
9 WHN-AM	2.4	WHN-AM	3.0
10 WCBS-AM	2.2	WADS-AM	2.5
11 WRKI-FM	2.1	WRKI-FM	2.4
12 WADS-AM	2.1	WOR-AM	2.4
13 WBLI-FM	1.5	WVYZ-FM	1.9
14 WBSL-FM	1.5	WNCA-AM	1.6
15 WPLJ-FM	1.0	WABC-AM	1.6
16 WNCA-AM	1.0	WINS-AM	1.3
17 WKCI-FM	1.0	WBSL-FM	1.0
18 WAVZ-AM	0.9	WLYO-FM	1.0
19 WTIC-AM	0.7	WCBS-FM	1.0
20 WELI-AM	0.7	WBLI-FM	0.8
21 WOXR-AM	0.6	WFLI-AM	0.8
22 WXLO-FM	0.4	WRFM-FM	0.8
23 WINS-AM	0.4	WTIC-AM	0.6
24 WOXR-FM	0.0	WQXR-FM	0.6
25		WPLJ-FM	0.5
26		WDRG-FM	0.5
27		WMMM-AM	0.5
28		WQXR-AM	0.5
29		WXLO-FM	0.3
		WOXR-AM	0.2

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3592

	A/M '78	A/M '79	A/M '80
1 WICC-AM	115	WICC-AM	105
2 WEZN-FM	107	WEZN-FM	86
3 WDJZ-AM	54	WNAB-AM	54
4 WNBC-AM	53	WNBC-AM	50
5 WNAB-AM	50	WPLR-FM	45

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WNAB-AM	WEZN-FM
3 WNAB-AM		WEZN-FM	WNAB-AM
4 WNBC-AM		WNBC-AM	WNBC-AM
5 WDJZ-AM		WCBS-AM	WCBS-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WEZN-FM
2 WICC-AM		WEZN-FM	WICC-AM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WDJZ-AM		WPLR-FM	WPLR-FM
5 WPLR-FM		WDJZ-AM	WDJZ-AM

Teens  
M-S, 6am-Midnight  
POP(00): 452

	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WPLR-FM		WPLR-FM	WPLR-FM
3 WICC-AM		WICC-AM	WICC-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WICC-AM	WICC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KNBC-AM		WNBC-AM	WNBC-AM
2 WPLR-FM		WPLR-FM	WPLR-FM
3 WICC-AM		WICC-AM	WRKI-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1177

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WPLR-FM		WPLR-FM	WPLR-FM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WEZN-FM		WEZN-FM	WKCI-FM
5 WNAB-AM		WRKI-FM	WEZN-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM
4 WEZN-FM		WEZN-FM	WEZN-FM
5 WNAB-AM		WRKI-FM	WKCI-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WPLR-FM	WPLR-FM
3 WPLR-FM		WNBC-AM	WNBC-AM
4 WNBC-AM		WEZN-FM	WEZN-FM
5 WNAB-AM		WVYZ-FM	WKCI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1691

	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WICC-AM
2 WICC-AM		WEZN-FM	WEZN-FM
3 WNAB-AM		WNAB-AM	WNBC-AM
4 WDJZ-AM		WNBC-AM	WDJZ-AM
5 WNBC-AM		WDJZ-AM	WNAB-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WEZN-FM
3 WNAB-AM		WNAB-AM	WNBC-AM
4 WPLR-FM		WNBC-AM	WNAB-AM
5 WHN-AM		WHN-AM	WCBS-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WEZN-FM
2 WICC-AM		WEZN-FM	WICC-AM
3 WDJZ-AM		WNBC-AM	WNBC-AM
4 WNAB-AM		WHN-AM	WHN-AM
5 WNBC-AM		WDJZ-AM	WDJZ-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3592

	A/M '78	A/M '79	A/M '80
1 WICC-AM	1807	WICC-AM	1779
2 WNBC-AM	1026	WEZN-FM	954
3 WEZN-FM	996	WNBC-AM	915
4 WNAB-AM	747	WNAB-AM	807
5 WABC-AM	570	WPLR-FM	801

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WEZN-FM		WNAB-AM	WEZN-FM
4 WNAB-AM		WCBS-AM	WNAB-AM
5 WDJZ-AM		WEZN-FM	WCBS-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WEZN-FM		WEZN-FM	WNBC-AM
4 WDJZ-AM		WPLR-FM	WCBS-AM
5 WNAB-AM		WCBS-AM	WPLR-FM

Teens  
M-S, 6am-Midnight  
POP(00): 452

	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WPLR-FM	WICC-AM
3 WPLR-FM		WICC-AM	WPLR-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WICC-AM	WICC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WPLR-FM	WPLR-FM
3 WRKI-FM		WICC-AM	WICC-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1177

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WABC-AM		WABC-AM	WRKI-FM
5 WNAB-AM		WRKI-FM	WKCI-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM
4 WABC-AM		WRKI-FM	WKCI-FM
5 WNAB-AM		WABC-AM	WRKI-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WNAB-AM		WRKI-FM	WEZN-FM
5 WABC-AM		WVYZ-FM	WKCI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1691

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WNBC-AM
3 WNBC-AM		WNAB-AM	WEZN-FM
4 WNAB-AM		WNBC-AM	WCBS-AM
5 WDJZ-AM		WCBS-AM	WNAB-AM

M-F, 6-10am

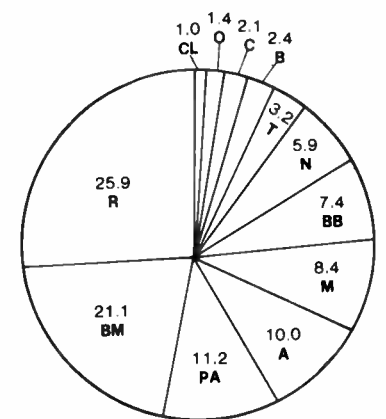
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WNBC-AM
3 WNBC-AM		WNAB-AM	WEZN-FM
4 WNAB-AM		WNBC-AM	WCBS-AM
5 WDJZ-AM		WCBS-AM	WNAB-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WICC-AM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WDJZ-AM		WNAB-AM	WCBS-AM
5 WNAB-AM		WHN-AM	WKCI-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

TM Productions for:  
Innovative Station ID's!



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.



# Buffalo

MEETRO RANK **29**

## A/M '80 Market Overview

The perennial leaders in this market — Beautiful Music **WJYE** and Pop/Adult giant **WBEN** — remained atop the standings, but there was a new number one station among adults 18-34. AOR **WGRQ** appears to be a major factor. It surged from less than a six percent of the 18-34 niche in the fall to more than 13% in this report. A new PD came in just before the sweep started and made staff changes, redid all the air shifts, and tightened the music. While this was going on internally at the station, **WGRQ** utilized no outside advertising to spread the word about its new sound. Evidently the listeners got the word anyway.

Just behind **WGRQ** in the 18-34 standings was Top 40 **WBEN-FM**. The station was tops with teens and had a broader demographic skew than does **WSGQ**, which fell almost totally into the 12-34 bracket.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 10701

A/M '79	O/N '79	A/M '80			
1 WJYE-FM	14.9	WJYE-FM	15.6	WJYE-FM (RM)	13.3
2 WKBW-AM	14.0	WBEN-AM	14.3	WBEN-AM (PA)	12.2
3 WBEN-AM	13.3	WGR -AM	11.0	WKBW-AM (R)	9.2
4 WGR -AM	10.5	WKBW-AM	10.9	WBEN-FM (R)	9.1
5 WBEN-FM	8.3	WBEN-FM	7.7	WGR -AM (PA)	9.0
6 WGRO-FM	5.4	WBLK-FM	5.6	WGRO-FM (A)	6.7
7 WADV-FM	4.3	WPHD-FM	4.0	WBLK-FM (R)	5.4
8 WBLK-FM	3.8	WGRO-FM	3.6	WPHD-FM (R)	5.0
9 WPHD-FM	3.4	WADV-FM	3.6	WADV-FM (PA)	5.0
10 WWOL-AM	2.7	WWOL-AM	3.0	WWOL-AM (C)	2.5
11 WWOR-FM	1.9	WBUF-FM	2.3	WYSL-AM (R)	2.2
12 WUFO-AM	1.9	WYSL-AM	1.6	WUFO-AM (B)	1.9
13 WBUF-FM	1.5	WUFO-AM	1.6	WWOR-FM (C)	1.8
14 WJLL-AM	1.3	WXRL-AM	1.3	WFXZ-FM (PA)	1.4
15 WYSL-AM	0.9	WWOR-FM	1.3	WXRL-AM (C)	1.2
16 WHLD-AM	0.9	WJLL-AM	0.9	WECK-AM (PA)	0.9
17 WHLD-FM	0.8	WDCX-FM	0.8	CILQ-FM (A)	0.6
18 WXRL-AM	0.8	WNIA-AM	0.6	WHLD-AM (PA)	0.6
19 WNIA-AM	0.7	WHLD-AM	0.6	WHLD-FM (PA)	0.5
20 WDCX-FM	0.6	WLVL-AM	0.6	CHRE-FM (R)	0.5
21 WLVL-AM	0.5	WBIV-FM	0.6	CBL -AM (R)	0.4
22		WHLD-FM	0.5	WJLL-AM (PA)	0.4
23		CHUM-FM	0.4	CHUM-FM (A)	0.4
24				WBIV-FM (R)	0.4

### Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 10701

A/M '79	O/N '79	A/M '80			
1 WJYE-FM	256	WJYE-FM	267	WJYE-FM	227
2 WKBW-AM	240	WBEN-AM	244	WBEN-AM	208
3 WBEN-AM	228	WGR -AM	188	WKBW-AM	157
4 WGR -AM	180	WKBW-AM	186	WBEN-FM	155
5 WBEN-FM	142	WBEN-FM	132	WGR -AM	153
6 WGRO-FM	92	WBLK-FM	96	WGRO-FM	115
7 WADV-FM	74	WPHD-FM	69	WBLK-FM	92
8 WBLK-FM	66	WGRO-FM	61	WPHD-FM	86
9 WPHD-FM	59	WADV-FM	61	WADV-FM	86
10 WWOL-AM	47	WWOL-AM	51	WWOL-AM	43

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WBEN-AM	WBEN-AM	WBEN-AM
2 WKBW-AM	WKBW-AM	WKBW-AM
3 WGR -AM	WGR -AM	WJYE-FM
4 WJYE-FM	WJYE-FM	WGR -AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WGRO-FM	WBLK-FM	WPHD-FM
7 WADV-FM	WPHD-FM	WADV-FM
8 WPHD-FM	WADV-FM	WBLK-FM
9 WBLK-FM	WGRO-FM	WGR -AM
10 WJLL-AM	WWOL-AM	WWOR-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WJYE-FM	WJYE-FM	WJYE-FM
2 WKBW-AM	WGR -AM	WBEN-FM
3 WGR -AM	WBEN-AM	WBEN-AM
4 WBEN-AM	WKBW-AM	WKBW-AM
5 WBEN-FM	WBEN-FM	WGR -AM
6 WGRO-FM	WBLK-FM	WGRO-FM
7 WBLK-FM	WGRQ-FM	WBLK-FM
8 WADV-FM	WPHD-FM	WPHD-FM
9 WPHD-FM	WADV-FM	WADV-FM
10 WWOL-AM	WWOL-AM	WYSL-AM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 1482

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-FM
2 WGRQ-FM	WBEN-FM	WGRO-FM
3 WBEN-FM	WGRO-FM	WKBW-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGRO-FM	WGRO-FM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGRO-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WGRQ-FM	WKBW-AM	WBEN-FM
2 WKBW-AM	WBEN-FM	WGRQ-FM
3 WBEN-FM	WGRQ-FM	WKBW-AM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 3429

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WGR -AM	WGRQ-FM
2 WGR -AM	WBEN-FM	WBEN-FM
3 WBEN-FM	WKBW-AM	WPHD-FM
4 WGRQ-FM	WPHD-FM	WKBW-AM
5 WPHD-FM	WBLK-FM	WGR -AM
6 WBEN-AM	WJYE-FM	WBLK-FM
7 WJYE-FM	WGRO-FM	WJYE-FM
8 WBLK-FM	WBLK-FM	WBEN-AM
9 WBUF-FM	WYSL-AM	WWOR-FM
10 WUFO-AM	WYSL-AM	WYSL-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR -AM	WGR -AM	WPHD-FM
3 WBEN-AM	WPHD-FM	WGR -AM
4 WBEN-FM	WBEN-FM	WBEN-FM
5 WGRO-FM	WBLK-FM	WGRQ-FM
6 WPHD-FM	WBEN-AM	WBLK-FM
7 WBLK-FM	WJYE-FM	WBEN-AM
8 WJYE-FM	WGRQ-FM	WJYE-FM
9 WBUF-FM	WYSL-AM	WWOR-FM
10 WUFO-AM	WBUF-FM	WYSL-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WBEN-FM	WBEN-FM
2 WGR -AM	WGR -AM	WGRQ-FM
3 WBEN-FM	WPHD-FM	WKBW-AM
4 WGRQ-FM	WKBW-AM	WPHD-FM
5 WPHD-FM	WBLK-FM	WGR -AM
6 WJYE-FM	WJYE-FM	WBLK-FM
7 WBLK-FM	WGRO-FM	WJYE-FM
8 WBEN-AM	WBUF-FM	WBEN-AM
9 WBUF-FM	WBEN-AM	WFXZ-FM
10 WUFO-AM	WYSL-AM	WWOR-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 4831

A/M '79	O/N '79	A/M '80
1 WJYE-FM	WJYE-FM	WJYE-FM
2 WGR -AM	WGR -AM	WGR -AM
3 WKBW-AM	WGRO-FM	WBEN-AM
4 WBEN-AM	WKBW-AM	WKBW-AM
5 WBEN-FM	WBEN-FM	WADV-FM
6 WADV-FM	WBLK-FM	WBEN-FM
7 WWOL-AM	WADV-FM	WBLK-FM
8 WWOR-FM	WWOL-AM	WPHD-FM
9 WPHD-FM	WGRO-FM	WWOL-AM
10 WBLK-FM	WPHD-FM	WGRO-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-AM
2 WGR -AM	WBEN-AM	WKBW-AM
3 WBEN-AM	WGR -AM	WGR -AM
4 WJYE-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBLK-FM	WADV-FM
6 WADV-FM	WBEN-FM	WBLK-FM
7 WPHD-FM	WPHD-FM	WBEN-FM
8 WGRQ-FM	WWOL-AM	WPHD-FM
9 WWOR-FM	WWOR-FM	WWOR-FM
10 WWOL-AM	WYSL-AM	WWOL-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WJYE-FM	WJYE-FM	WJYE-FM
2 WGR -AM	WGR -AM	WGR -AM
3 WKBW-AM	WBEN-AM	WBEN-FM
4 WBEN-AM	WBEN-FM	WBEN-AM
5 WBEN-FM	WKBW-AM	WKBW-AM
6 WADV-FM	WBLK-FM	WADV-FM
7 WWOL-AM	WADV-FM	WBLK-FM
8 WBLK-FM	WWOL-AM	WPHD-FM
9 WPHD-FM	WGRQ-FM	WWOR-FM
10 WWOR-FM	WBUF-FM	WWOL-AM

### Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 10701

A/M '79	O/N '79	A/M '80			
1 WKBW-AM	4047	WKBW-AM	3779	WKBW-AM	3315
2 WBEN-AM	3236	WBEN-AM	3746	WGR -AM	3137
3 WGR -AM	3130	WGR -AM	3163	WBEN-AM	2947
4 WJYE-FM	2653	WJYE-FM	2603	WJYE-FM	2777
5 WBEN-FM	2415	WBEN-FM	2373	WBEN-FM	2657
6 WGRO-FM	1477	WGRO-FM	1208	WPHD-FM	1539
7 WPHD-FM	1168	WPHD-FM	1145	WGRO-FM	1472
8 WADV-FM	838	WYSL-AM	979	WBLK-FM	1175
9 WYSL-AM	807	WBLK-FM	966	WADV-FM	1035
10 WBLK-FM	689	WBUF-FM	800	WYSL-AM	1028

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-AM
2 WBEN-AM	WBEN-AM	WKBW-AM
3 WGR -AM	WKBW-AM	WGR -AM
4 WJYE-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WGRO-FM	WBLK-FM	WGRO-FM
7 WPHD-FM	WPHD-FM	WPHD-FM
8 WADV-FM	WGRO-FM	WBLK-FM
9 WBLK-FM	WADV-FM	WADV-FM
10 WYSL-AM	WYSL-AM	WYSL-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WJYE-FM	WJYE-FM	WBEN-FM
3 WBEN-AM	WGR -AM	WJYE-FM
4 WGR -AM	WBEN-AM	WGR -AM
5 WBEN-FM	WBEN-FM	WBEN-AM
6 WGRO-FM	WGRO-FM	WGRQ-FM
7 WPHD-FM	WBLK-FM	WPHD-FM
8 WADV-FM	WPHD-FM	WBLK-FM
9 WBLK-FM	WBUF-FM	WADV-FM
10 WWOL-AM	WADV-FM	WYSL-AM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 1482

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-FM
2 WBEN-FM	WBEN-FM	WKBW-AM
3 WGRQ-FM	WGRO-FM	WGRO-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGRQ-FM	WBEN-FM	WBEN-FM
3 WBEN-FM	WGRO-FM	WGRO-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-FM
2 WGRQ-FM	WBEN-FM	WKBW-AM
3 WBEN-FM	WGRO-FM	WGRO-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 3429

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR -AM	WGR -AM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGR -AM
4 WGRO-FM	WBEN-AM	WPHD-FM
5 WBEN-AM	WPHD-FM	WGRO-FM
6 WPHD-FM	WGRO-FM	WBLK-FM
7 WYSL-AM	WBUF-FM	WYSL-AM
8 WJYE-FM	WBLK-FM	WJYE-FM
9 WBLK-FM	WJYE-FM	WBEN-AM
10 WBUF-FM	WYSL-AM	WFXZ-FM

**M-F, 6am-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR -AM	WGR -AM	WGR -AM
3 WBEN-FM	WBEN-FM	WPHD-FM
4 WBEN-AM	WGR -AM	WBEN-FM
5 WGRO-FM	WBLK-FM	WGRO-FM
6 WPHD-FM	WGRO-FM	WBLK-FM
7 WBLK-FM	WBEN-AM	WBEN-AM
8 WYSL-AM	WJYE-FM	WJYE-FM
9 WJYE-FM	WBUF-FM	WYSL-AM
10 WBUF-FM	WYSL-AM	WFXZ-FM

**M-F, 3-7pm**

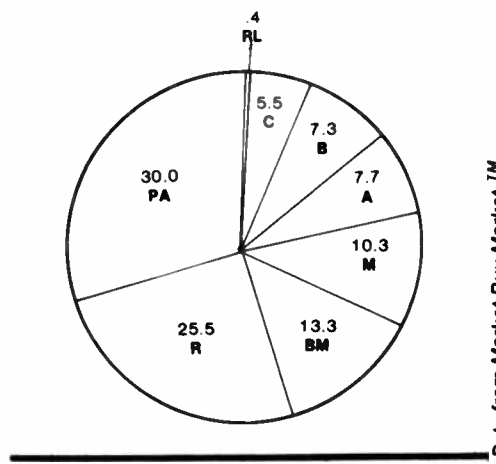
A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WBEN-FM
2 WGR -AM	WGR -AM	WKBW-AM
3 WBEN-FM	WGR -AM	WPHD-FM
4 WGRQ-FM	WPHD-FM	WGRO-FM
5 WPHD-FM	WGRO-FM	WGR -AM
6 WJYE-FM	WBLK-FM	WBLK-FM
7 WBLK-FM	WBUF-FM	WJYE-FM
8 WBEN-AM	WJYE-FM	WBEN-AM
9 WYSL-AM	WBEN-AM	WYSL-AM
10 WBUF-FM	WYSL-AM	WFXZ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 4831

A/M '79	O/N '79	A/M '80
1 WGR -AM	WGR -AM	WGR -AM
2 WKBW-AM	WKBW-AM	WKBW-AM
3 WBEN-AM	WBEN-AM	WJYE-FM
4 WJYE-FM	WJYE-FM	WBEN-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WYSL-AM	WADV-FM
7 WPHD-FM	WBLK-FM	WBLK-FM
8 WWOL-AM	WPHD-FM	WYSL-AM
9 WGRO-FM	WGRO-FM	WPHD-FM
10 WYSL-AM	WADV-FM	WGRO-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR -AM	WGR -AM	WGR -AM
3 WKBW-AM	WKBW-AM	WBEN-AM
4 WBEN-AM	WBEN-AM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WBLK-FM	WBLK-FM
7 WPHD-FM	WGRO-FM	WADV-FM
8 WWOL-AM	WADV-FM	WPHD-FM
9 WWOR-FM	WJYE-FM	WADV-FM
10 WGRO-FM	WWOL-AM	WYSL-AM



# Burlington-Plattsburgh ADI

METRO RANK **63**

## A/M '80 Market Overview

Arbitron received 72% more usable diaries for this sweep than for the spring before, so the numbers in this report are likely to be much more meaningful. Even with the additional diary return, the standings at the top did not change. Country **WKDR** remained stable, while Top 40 **WQCR** and Beautiful Music **WEZF** both gained share points, and ranked second and third.

**WKDR** led the 25-54 derby with more than 12% of the market. Changes made since last year's sweep included a newspaper ad campaign and a new jingle package that was aired beginning January 1. Next behind **WKDR** in 25-54 demos was **WEZF**, which now has approximately 9%. The **TM** format is featured.

On the young adult side, **WQCR** remained the pacesetter. Last year the station had just over 8% of the 18-34 share, but it increased that figure to just under 12%. Next closest American station (discounting Canadian overlap) was **WKDR**, with slightly over 6%.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 4817

	A/M '78	A/M '79	A/M '80
1 WKDR-AM	9.2	10.3	10.3
2 WVMT-AM	7.1	6.5	9.5
3 WQCR-FM	6.7	6.4	7.5
4 WFZF-FM	5.5	6.0	6.4
5 CKBY-FM	5.1	3.7	3.6
6 WDEV-AM	4.4	3.3	3.0
7 WWSR-AM	3.8	3.2	2.7
8 CKGM-AM	3.7	2.7	2.6
9 WIRY-AM	3.7	2.7	2.4
10 WTCY-AM	3.2	2.3	2.4
11 WNHV-FM	2.9	2.3	2.4
12 CHOM-FM	2.3	2.1	2.2
13 WSKI-AM	2.1	2.1	2.2
14 WSYB-AM	2.1	2.1	2.2
15 WWSR-FM	1.9	1.9	2.0
16 WDOT-AM	1.6	1.9	1.7
17 WTSV-AF	1.6	1.8	1.7
18 WFCM-FM	1.5	1.7	1.6
19 WOKR-FM	1.5	1.5	1.5
20 WTWN-AM	1.5	1.5	1.5
21 WRUT-FM	1.4	1.4	1.4
22 WHWB-FM	1.2	1.4	1.4
23 WCVN-FM	1.2	1.3	1.2
24 WFAD-AM	1.1	1.3	1.2
25 WNHV-AM	1.1	1.3	1.1
26 WJOY-AM	1.0	0.9	1.1
27 WHWB-AM	0.8	0.8	1.1
28 WQCR-FM	0.8	0.8	1.1
29 WEAU-AM	0.7	0.8	1.1
30 WHOM-FM	0.7	0.8	1.1
31 WCFR-AM	0.7	0.7	1.0
32 WSN0-AM	0.5	0.7	1.0
33 WIKE-AM	0.5	0.7	0.9
34 WCFR-FM	0.4	0.6	0.9
35 CJAD-AM	0.4	0.6	0.7
36 WTSV-AM	0.1	0.5	0.7
37		0.2	0.6
38		0.2	0.6
39		0.1	0.5
40			0.5
41			0.4
42			0.4
43			0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4817

	A/M '78	A/M '79	A/M '80
1 WKDR-AM	6.7	8.7	8.3
2 WVMT-AM	5.2	5.5	7.6
3 WQCR-FM	4.9	5.4	6.0
4 WEZF-FM	4.0	5.1	5.1
5 CKBY-FM	3.7	3.1	2.9

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WVMT-AM			
2 WDEV-AM			
3 WIRY-AM			
4 WWSR-AM			
5 WKDR-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WKDR-AM			
2 WQCR-FM			
3 WVMT-AM			
4 CKGM-AM			
5 WFZF-FM			

Teens  
M-S, 6am-Midnight  
POP(00): 660

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 CKGM-AM			
3 WVMT-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 CKGM-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 CKGM-AM			
3 WKDR-AM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1800

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WKDR-AM			
3 WVMT-AM			
4 CKGM-AM			
5 CHOM-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 WKDR-AM			
4 WIRY-AM			
5 WDEV-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 CKGM-AM			
3 WVMT-AM			
4 WKDR-AM			
5 CHOM-FM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2142

	A/M '78	A/M '79	A/M '80
1 WKDR-AM			
2 CKBY-FM			
3 WVMT-AM			
4 WDEV-AM			
5 WEZF-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WVMT-AM			
2 CKBY-FM			
3 WKDR-AM			
4 WDEV-AM			
5 WIRY-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WKDR-AM			
2 CKBY-FM			
3 WVMT-AM			
4 WEZF-FM			
5 WQCR-FM			

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4817

	A/M '78	A/M '79	A/M '80
1 WVMT-AM	795	950	887
2 WQCR-FM	742	710	664
3 WEZF-FM	565	666	541
4 WDEV-AM	492	664	531
5 CKGM-AM	480	459	511

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WVMT-AM			
2 WDEV-AM			
3 WQCR-FM			
4 WIRY-AM			
5 WKDR-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 CKGM-AM			

Teens  
M-S, 6am-Midnight  
POP(00): 660

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 CKGM-AM			
3 WVMT-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 CKGM-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 CKGM-AM			
3 WKDR-AM			

### Adults 18-34 M-S, 6am-Midnight POP(00): 1800

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 CKGM-AM			
4 WDOT-AM			
5 CHOM-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 WIRY-AM			
4 WKDR-AM			
5 WDEV-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQCR-FM			
2 WVMT-AM			
3 CKGM-AM			
4 WKDR-AM			
5 CHOM-FM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2142

	A/M '78	A/M '79	A/M '80
1 WVMT-AM			
2 WKDR-AM			
3 WEZF-FM			
4 WDEV-AM			
5 WQCR-FM			

M-F, 6-10am

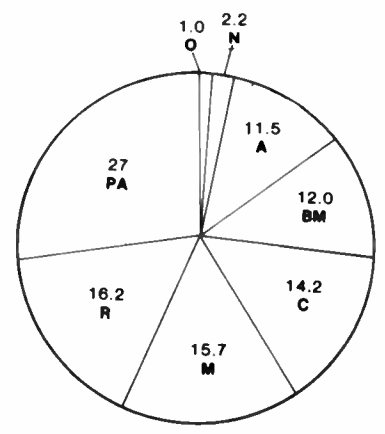
	A/M '78	A/M '79	A/M '80
1 WVMT-AM			
2 WDEV-AM			
3 WKDR-AM			
4 WQCR-FM			
5 WHWB-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WKDR-AM			
2 WVMT-AM			
3 WEZF-FM			
4 WQCR-FM			
5 WDEV-AM			

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

## A/M '80 Market Overview

Canton's adjacency to Cleveland means a number of the major Cleveland stations intrude significantly into the radio picture. However, the top two stations in the Canton metro were local, the same as in the A/M '79 survey — **WHBC-AM** and **WHBC-FM**. Featuring Pop/Adult and **Bonneville Beautiful Music** formats, respectively, these stations combined for more than 30% of the overall market.

**WHBC-AM** has remained tops for the past years, and it also led among adults 25-54 with just over 16%. Outside media used were newspaper ads plus billboards. The only major change at the station in the last year has been the arrival of a new air personality for the afternoon drive shift.

**WHBC-FM** rebounded from a down book last year. Its 1980 **Arbitron** estimates are almost the same as the numbers for A/M '78. Among adults 25-54 **WHBC-FM** had a share just under 15%.

Among the younger-skewing stations, Cleveland's **WMMS** was tops, with a 21 share of adults 18-34. **WOOS** was the local leader, with more than 15% of the young adult audience. However, a new rival emerged in **WDJQ**, formerly known as **WFAH-FM**. In January the station changed facilities, call letters and format, and went from less than 3% of the 18-34 audience to more than 8% in this report. A billboard campaign helped build the audience.

Diary return in Canton was up 29% over last year, giving added reliability to the estimates in this report.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	18.4	WHBC-AM	23.0
2 WHBC-FM	12.8	WOOS-FM	9.9
3 WGAR-AM	9.4	WGAR-AM	7.8
4 WOIO-AM	7.0	WHBC-FM	7.8
5 WNYN-AM	6.2	WMMS-FM	7.2
6 WMMS-FM	5.2	WHLQ-FM	4.1
7 WHLO-FM	3.8	WSLR-AM	3.9
8 WSLR-AM	2.6	WOIO-AM	3.5
9 WMM-FM	2.6	WVVE-AM	2.7
10 WFAH-FM	2.6	WNYN-AM	2.7
11 WINW-AM	2.6	WFAH-FM	2.7
12 WVVE-AM	2.4	WINW-AM	2.3
13 WFAH-AM	2.4	WDBN-FM	2.3
14 WHLO-AM	1.8	WKDD-FM	2.3
15 WDBN-FM	1.8	WMM-FM	2.1
16 WYFM-FM	1.6	WCCL-FM	1.2
17 WKDD-FM	1.2	WTOF-FM	1.2
18 WCCL-FM	0.8	WOAL-FM	1.2
19 WVIC-AM	0.8	WAKR-AM	1.0
20 WAKR-AM	0.8	WYFM-FM	1.0
21 WZZP-FM	0.6	WZZP-FM	0.6
22 WAEZ-FM	0.6	WAEZ-FM	0.6
23 WTOF-FM	0.6	WFAH-AM	0.6
24 WOAL-FM	0.4	WVIC-AM	0.4
25 WKBN-FM	0.4	WVVA-AM	0.4

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	92	WHBC-AM	118
2 WHBC-FM	64	WOOS-FM	51
3 WGAR-AM	47	WGAR-AM	40
4 WOIO-AM	35	WHBC-FM	40
5 WNYN-AM	31	WMMS-FM	37

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WGAR-AM	WHBC-FM	WHBC-FM
3 WGAR-AM	WOOS-FM	WOOS-FM	WOOS-FM
4 WFAH-FM	WHBC-FM	WMMS-FM	WMMS-FM
5 WFAH-AM	WSLR-AM	WGAR-AM	WGAR-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WOOS-FM	WHBC-FM	WHBC-FM
3 WGAR-AM	WHBC-FM	WMMS-FM	WMMS-FM
4 WOIO-AM	WMMS-FM	WOOS-FM	WOOS-FM
5 WNYN-AM	WGAR-AM	WGAR-AM	WGAR-AM

Teens

M-S, 6am-Midnight

POP(00): 444

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WOOS-FM	WOOS-FM	WOOS-FM
2 WOIO-AM	WMMS-FM	WMMS-FM	WMMS-FM
3 WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WOOS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WHBC-AM	WOOS-FM	WOOS-FM
3 WOIO-AM	WGAR-AM	WHBC-AM	WHBC-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WOIO-AM	WOOS-FM	WOOS-FM	WOOS-FM
2 WGAR-AM	WOIO-AM	WMMS-FM	WMMS-FM
3 WYFM-FM	WMM-FM	WOIO-AM	WOIO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1141

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2 WOIO-AM	WOOS-FM	WOOS-FM	WOOS-FM
3 WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM
4 WHBC-AM	WHBC-AM	WDJQ-FM	WDJQ-FM
5 WHLO-FM	WKDD-FM	WHBC-AM	WHBC-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WHBC-AM	WMMS-FM	WMMS-FM
2 WHBC-AM	WGAR-AM	WOOS-FM	WOOS-FM
3 WOIO-AM	WOOS-FM	WHBC-AM	WHBC-AM
4 WHBC-FM	WMMS-FM	WGAR-AM	WGAR-AM
5 WMMS-FM	WMM-FM	WDJQ-FM	WDJQ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2 WOIO-AM	WOOS-FM	WOOS-FM	WOOS-FM
3 WHLO-FM	WGAR-AM	WGAR-AM	WGAR-AM
4 WMMS-FM	WHBC-AM	WDJQ-FM	WDJQ-FM
5 WHBC-AM	WKDD-FM	WOIO-AM	WOIO-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1571

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WGAR-AM	WHBC-FM	WHBC-FM
3 WGAR-AM	WOOS-FM	WOOS-FM	WOOS-FM
4 WHLO-FM	WHBC-FM	WGAR-AM	WGAR-AM
5 WNYN-AM	WHLO-AM	WSLR-AM	WSLR-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WGAR-AM	WHBC-FM	WHBC-FM
3 WGAR-AM	WOOS-FM	WGAR-AM	WGAR-AM
4 WFAH-AM	WHBC-FM	WHBC-FM	WHBC-FM
5 WSLR-AM	WSLR-AM	WSLR-AM	WSLR-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-FM	WHBC-AM	WHBC-FM	WHBC-FM
2 WGAR-AM	WGAR-AM	WHBC-AM	WHBC-AM
3 WHBC-AM	WOOS-FM	WHBC-FM	WHBC-FM
4 WHLO-FM	WHBC-FM	WGAR-AM	WGAR-AM
5 WNYN-AM	WHLO-AM	WMMS-FM	WMMS-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	1364	WHBC-AM	1535
2 WGAR-AM	1052	WGAR-AM	978
3 WHBC-FM	770	WOOS-FM	841
4 WOIO-AM	456	WHBC-FM	639
5 WMMS-FM	454	WMMS-FM	516

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WGAR-AM	WGAR-AM	WHBC-FM	WHBC-FM
3 WHBC-FM	WOOS-FM	WGAR-AM	WGAR-AM
4 WOIO-AM	WHBC-FM	WOOS-FM	WOOS-FM
5 WMMS-FM	WHLO-AM	WMMS-FM	WMMS-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WGAR-AM	WGAR-AM	WHBC-FM	WHBC-FM
3 WHBC-FM	WOOS-FM	WOOS-FM	WOOS-FM
4 WOIO-AM	WHBC-FM	WGAR-AM	WGAR-AM
5 WHLO-FM	WMMS-FM	WMMS-FM	WMMS-FM

Teens

M-S, 6am-Midnight

POP(00): 444

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WOOS-FM	WOOS-FM	WOOS-FM
2 WOIO-AM	WGAR-AM	WGAR-AM	WGAR-AM
3 WHBC-AM	WMMS-FM	WMMS-FM	WMMS-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WOIO-AM	WOOS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WOOS-FM	WOOS-FM
3 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WOOS-FM	WOOS-FM	WOOS-FM
2 WOIO-AM	WOIO-AM	WMMS-FM	WMMS-FM
3 WINW-AM	WMMS-FM	WGAR-AM	WGAR-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1141

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WGAR-AM	WOOS-FM	WOOS-FM
2 WHBC-AM	WOOS-FM	WGAR-AM	WGAR-AM
3 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
4 WHLO-FM	WHBC-AM	WHBC-AM	WHBC-AM
5 WOIO-AM	WOIO-AM	WDJQ-FM	WDJQ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
2 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
3 WMMS-FM	WOOS-FM	WOOS-FM	WOOS-FM
4 WOIO-AM	WMMS-FM	WMMS-FM	WMMS-FM
5 WHLO-FM	WMM-FM	WDJQ-FM	WDJQ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WGAR-AM	WMMS-FM	WMMS-FM
2 WOIO-AM	WOOS-FM	WOOS-FM	WOOS-FM
3 WMMS-FM	WMMS-FM	WGAR-AM	WGAR-AM
4 WHLO-FM	WHBC-AM	WDJQ-FM	WDJQ-FM
5 WHBC-AM	WMM-FM	WHBC-AM	WHBC-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1571

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3 WHBC-FM	WOOS-FM	WOOS-FM	WOOS-FM
4 WHLO-FM	WHBC-FM	WHBC-FM	WHBC-FM
5 WSLR-AM	WHLO-AM	WHLO-AM	WHLO-AM

M-F, 6-10am

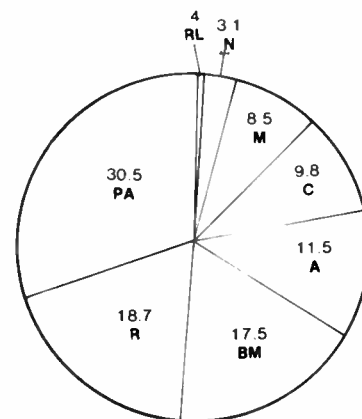
	A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WGAR-AM	WGAR-AM	WGAR-AM
3 WGAR-AM	WOOS-FM	WHBC-FM	WHBC-FM
4 WSLR-AM	WHBC-FM	WOOS-FM	WOOS-FM
5 WHLO-FM	WHLO-AM	WHLO-AM	WHLO-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-AM	WGAR-AM	WHBC-FM	WHBC-FM
3 WHBC-FM	WOOS-FM	WGAR-AM	WGAR-AM
4 WHLO-FM	WHBC-FM	WOOS-FM	WOOS-FM
5 WSLR-AM	WHLO-AM	WHLO-AM	WHLO-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Casper

METRO RANK **176**

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 536

A/M '79		A/M '80	
1	KVOC-AM 34.9	KATI-AM	29.7
2	KATI-AM 30.2	KTWO-AM	29.7
3	KTWO-AM 23.8	KVOC-AM	27.0
4	KAWY-FM 9.5	KAWY-FM(A)	8.1
5		KPPL-FM(A)	2.7
6		KAZY-FM(A)	1.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 536

A/M '79		A/M '80	
1	KVOC-AM 22	KATI-AM	22
2	KATI-AM 19	KTWO-AM	22
3	KTWO-AM 15	KVOC-AM	20
4	KAWY-FM 6	KAWY-FM	6
5		KPPL-FM	2

M-F, 6-10am

1	KVOC-AM	KTWO-AM
2	KTWO-AM	KATI-AM
3	KATI-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KAZY-FM

M-F, 3-7pm

1	KATI-AM	KATI-AM
2	KVOC-AM	KTWO-AM
3	KTWO-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

Teens  
M-S, 6am-Midnight  
POP(00): 75

A/M '79		A/M '80	
1	KATI-AM	KATI-AM	
2	KAWY-FM	KTWO-AM	
3	KVOC-AM	KAWY-FM	

M-F, 6-10am

1	KATI-AM	KATI-AM
2	KAWY-FM	KTWO-AM
3	KTWO-AM	KVOC-AM

M-F, 3-7pm

1	KATI-AM	KATI-AM
2	KAWY-FM	KTWO-AM
3	KTWO-AM	KAWY-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 196

A/M '79		A/M '80	
1	KATI-AM	KATI-AM	
2	KTWO-AM	KTWO-AM	
3	KAWY-FM	KVOC-AM	
4	KVOC-AM	KAWY-FM	
5		KPPL-FM	

M-F, 6-10am

1	KATI-AM	KATI-AM
2	KTWO-AM	KTWO-AM
3	KVOC-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

M-F, 3-7pm

1	KATI-AM	KATI-AM
2	KVOC-AM	KTWO-AM
3	KTWO-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 273

A/M '79		A/M '80	
1	KVOC-AM	KTWO-AM	
2	KTWO-AM	KVOC-AM	
3	KATI-AM	KATI-AM	
4	KAWY-FM	KAWY-FM	
5		KPPL-FM	

M-F, 6-10am

1	KVOC-AM	KTWO-AM
2	KTWO-AM	KVOC-AM
3	KATI-AM	KATI-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

M-F, 3-7pm

1	KVOC-AM	KVOC-AM
2	KATI-AM	KTWO-AM
3	KTWO-AM	KATI-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 536

A/M '79		A/M '80	
1	KATI-AM 232	KATI-AM	248
2	KVOC-AM 211	KTWO-AM	240
3	KTWO-AM 186	KVOC-AM	216
4	KAWY-FM 88	KAWY-FM	87
5		KPPL-FM	23

M-F, 6-10am

1	KATI-AM	KTWO-AM
2	KVOC-AM	KATI-AM
3	KTWO-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KAZY-FM

M-F, 3-7pm

1	KATI-AM	KTWO-AM
2	KVOC-AM	KATI-AM
3	KTWO-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

### Teens M-S, 6am-Midnight POP(00): 75

A/M '79		A/M '80	
1	KATI-AM	KATI-AM	
2	KAWY-FM	KTWO-AM	
3	KTWO-AM	KVOC-AM	

M-F, 6-10am

1	KATI-AM	KATI-AM
2	KAWY-FM	KTWO-AM
3	KTWO-AM	KVOC-AM

M-F, 3-7pm

1	KATI-AM	KATI-AM
2	KAWY-FM	KTWO-AM
3	KTWO-AM	KAZY-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 196

A/M '79		A/M '80	
1	KATI-AM	KATI-AM	
2	KTWO-AM	KTWO-AM	
3	KVOC-AM	KVOC-AM	
4	KAWY-FM	KAWY-FM	
5		KPPL-FM	

M-F, 6-10am

1	KATI-AM	KATI-AM
2	KTWO-AM	KTWO-AM
3	KVOC-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

M-F, 3-7pm

1	KATI-AM	KATI-AM
2	KTWO-AM	KTWO-AM
3	KVOC-AM	KVOC-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 273

A/M '79		A/M '80	
1	KVOC-AM	KTWO-AM	
2	KTWO-AM	KVOC-AM	
3	KATI-AM	KATI-AM	
4	KAWY-FM	KAWY-FM	
5		KPPL-FM	

M-F, 6-10am

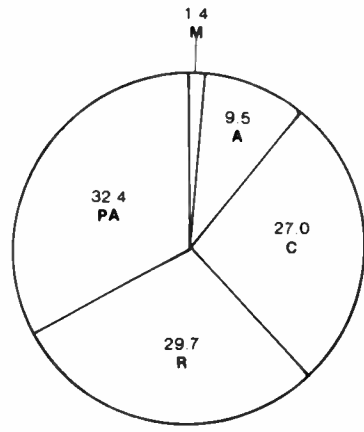
1	KVOC-AM	KTWO-AM
2	KTWO-AM	KVOC-AM
3	KATI-AM	KATI-AM
4	KAWY-FM	KAWY-FM
5		KAZY-FM

M-F, 3-7pm

1	KVOC-AM	KTWO-AM
2	KTWO-AM	KVOC-AM
3	KATI-AM	KATI-AM
4	KAWY-FM	KAWY-FM
5		KPPL-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Anaheim-Santa Ana-Garden Grove

Continued from Page 38

M-F, 6-10am

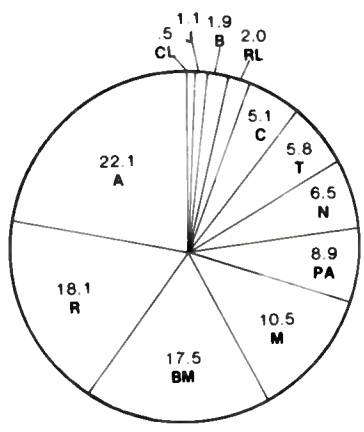
1	KFI-AM	KFI-AM	KFI-AM
2	KFWB-AM	KABC-AM	KABC-AM
3	KBIG-FM	KNX-AM	KLAC-AM
4	KABC-AM	KLAC-AM	KNX-AM
5	KNX-AM	KFWB-AM	KNX-FM
6	KMPC-AM	KMPC-AM	KFWB-AM
7	KRTH-FM	KBIG-FM	KMPC-AM
8	KLAC-AM	KNX-FM	KRTH-FM
9	KNX-FM	KRTH-FM	KBIG-FM
10	KMET-FM	KMET-FM	KJOI-FM

M-F, 3-7pm

1	KMPC-AM	KBIG-FM	KLAC-AM
2	KBIG-FM	KNX-AM	KRTH-FM
3	KABC-AM	KLAC-AM	KBIG-FM
4	KFWB-AM	KABC-AM	KFI-AM
5	KLAC-AM	KNX-FM	KNX-FM
6	KNX-FM	KRTH-FM	KABC-AM
7	KRTH-FM	KFI-AM	KNX-AM
8	KNX-AM	KFWB-AM	KFWB-AM
9	KFI-AM	KMPC-AM	KMPC-AM
10	KOST-FM	KMET-FM	KOST-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Cedar Rapids

METRO RANK **155**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 1394

	A/M '78	A/M '79	A/M '80
1 WHT -AM	27.4	WHT -AM	28.1
2 KCRG-AM	15.3	KQCR-FM	13.3
3 KLWW-AM	13.7	KCRG-AM	12.2
4 KQCR-FM	9.5	KLWW-AM	10.2
5 WHT -FM	8.4	WHT -FM	10.2
6 KHAK-AM	7.4	KHAK-FM	7.7
7 KHAK-FM	6.3	KHAK-AM	5.1
8 KFMW-AM	1.6	KXEL-AM	1.0
9 WHO -AM	1.1	WHO -AM	0.5
10 KXEL-AM	1.1		
11 KWMT-AM	0.5		
12 WGN -AM	0.5		
13			
14			

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1394

	A/M '78	A/M '79	A/M '80
1 WHT -AM	52	WHT -AM	55
2 KCRG-AM	29	KQCR-FM	26
3 KLWW-AM	26	KCRG-AM	24
4 KQCR-FM	18	KLWW-AM	20
5 WHT -FM	16	WHT -FM	20

**M-F, 6-10am**

1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KLWW-AM	KQCR-FM	KQCR-FM
4 KQCR-FM	KLWW-AM	WHT -FM
5 KHAK-AM	WHT -FM	KHAK-FM

**M-F, 3-7pm**

1 WHT -AM	WHT -AM	WHT -AM
2 KLWW-AM	KQCR-FM	KCRG-AM
3 KCRG-AM	WHT -FM	KQCR-FM
4 KQCR-FM	KCRG-AM	WHT -FM
5 WHT -FM	KLWW-AM	KRRA-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 176

	A/M '78	A/M '79	A/M '80
1 KLWW-AM	KLWW-AM	KQCR-FM	
2 KCRG-AM	KCRG-AM	KLWW-AM	
3 KQCR-FM	KQCR-FM	KRRA-FM	

**M-F, 6-10am**

1 KCRG-AM	KLWW-AM	KLWW-AM
2 KLWW-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KQCR-FM	KRRA-FM

**M-F, 3-7pm**

1 KLWW-AM	KLWW-AM	KQCR-FM
2 KCRG-AM	KCRG-AM	KLWW-AM
3 KQCR-FM	KQCR-FM	KRRA-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 555

	A/M '78	A/M '79	A/M '80
1 KQCR-FM	KQCR-FM	KCRG-AM	
2 KCRG-AM	KLWW-AM	KQCR-FM	
3 KLWW-AM	KCRG-AM	KRRA-FM	
4 KHAK-AM	WHT -AM	KHAK-AM	
5 WHT -AM	KHAK-FM	KLWW-AM	

**M-F, 6-10am**

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KQCR-FM	KCRG-AM	KQCR-FM
3 KLWW-AM	WHT -AM	WHT -AM
4 WHT -AM	KLWW-AM	KLWW-AM
5 KHAK-AM	KHAK-FM	KRRA-FM

**M-F, 3-7pm**

1 KLWW-AM	KQCR-FM	KCRG-AM
2 KQCR-FM	KLWW-AM	KQCR-FM
3 KCRG-AM	KCRG-AM	KRRA-FM
4 KHAK-AM	WHT -FM	KHAK-FM
5 WHT -AM	KHAK-FM	KLWW-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 680

	A/M '78	A/M '79	A/M '80
1 WHT -AM	WHT -AM	WHT -AM	
2 KHAK-AM	KHAK-FM	KCRG-AM	
3 KCRG-AM	KQCR-FM	KHAK-FM	
4 KHAK-FM	WHT -FM	WHT -FM	
5 WHT -FM	KCRG-AM	KQCR-FM	

**M-F, 6-10am**

1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KHAK-AM	KQCR-FM	KHAK-FM
4 KLWW-AM	KHAK-FM	KQCR-FM
5 KHAK-FM	WHT -FM	WHT -FM

**M-F, 3-7pm**

1 WHT -AM	KHAK-FM	WHT -AM
2 KCRG-AM	WHT -AM	KCRG-AM
3 KLWW-AM	KQCR-FM	WHT -FM
4 KHAK-AM	KHAK-AM	KQCR-FM
5 WHT -FM	WHT -FM	KHAK-FM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1394

	A/M '78	A/M '79	A/M '80
1 WHT -AM	643	WHT -AM	631
2 KCRG-AM	597	KCRG-AM	571
3 KLWW-AM	441	KQCR-FM	404
4 KQCR-FM	318	KLWW-AM	397
5 WHT -FM	262	WHT -FM	257

**M-F, 6-10am**

1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KLWW-AM	KLWW-AM	KLWW-AM
4 KQCR-FM	KQCR-FM	KQCR-FM
5 KHAK-AM	KHAK-AM	WHT -FM

**M-F, 3-7pm**

1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KLWW-AM	KCRG-AM
3 KLWW-AM	KQCR-FM	KLWW-AM
4 KQCR-FM	KCRG-AM	KQCR-FM
5 WHT -FM	WHT -FM	WHT -FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 176

	A/M '78	A/M '79	A/M '80
1 KLWW-AM	KLWW-AM	KLWW-AM	
2 KCRG-AM	KCRG-AM	KQCR-FM	
3 KQCR-FM	KQCR-FM	KCRG-AM	

**M-F, 6-10am**

1 KCRG-AM	KLWW-AM	KQCR-FM
2 KLWW-AM	KCRG-AM	KLWW-AM
3 KQCR-FM	KQCR-FM	KCRG-AM

**M-F, 3-7pm**

1 KLWW-AM	KLWW-AM	KLWW-AM
2 KCRG-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KQCR-FM	KRRA-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 555

	A/M '78	A/M '79	A/M '80
1 KCRG-AM	KQCR-FM	KCRG-AM	
2 KLWW-AM	KCRG-AM	KQCR-FM	
3 KQCR-FM	KLWW-AM	KLWW-AM	
4 WHT -AM	WHT -AM	WHT -AM	
5 KHAK-AM	WHT -FM	WHT -AM	

**M-F, 6-10am**

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KLWW-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KLWW-AM	KLWW-AM
4 WHT -AM	WHT -AM	WHT -AM
5 KHAK-AM	KHAK-FM	KRRA-FM

**M-F, 3-7pm**

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KLWW-AM	KLWW-AM	KLWW-AM
3 KQCR-FM	KCRG-AM	KQCR-FM
4 WHT -AM	WHT -AM	KRRA-FM
5 KHAK-AM	KHAK-FM	WHT -AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 680

	A/M '78	A/M '79	A/M '80
1 WHT -AM	WHT -AM	WHT -AM	
2 KCRG-AM	KCRG-AM	KCRG-AM	
3 KLWW-AM	KQCR-FM	KHAK-FM	
4 KHAK-AM	KHAK-FM	KLWW-AM	
5 WHT -FM	KHAK-AM	WHT -FM	

**M-F, 6-10am**

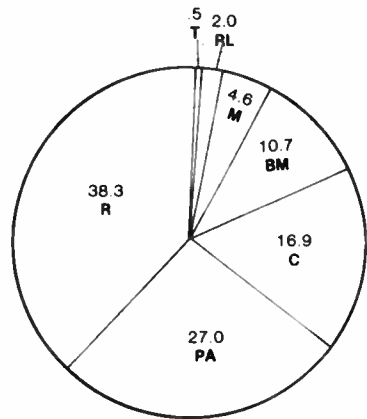
1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KHAK-AM	KHAK-FM	KHAK-FM
4 KLWW-AM	KQCR-FM	KQCR-FM
5 WHT -FM	KHAK-AM	KLWW-AM

**M-F, 3-7pm**

1 WHT -AM	WHT -AM	WHT -AM
2 KCRG-AM	KQCR-FM	KCRG-AM
3 KLWW-AM	KHAK-FM	KQCR-FM
4 KHAK-AM	KCRG-AM	KLWW-AM
5 KQCR-FM	KHAK-AM	KHAK-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Charleston-North Charleston, SC

METRO RANK **93**

## A/M '80 Market Overview

Charleston, like many smaller markets, had a sizable increase in the number of usable Arbitron diaries this survey, 23% compared to the Spring survey last year.

While the diary intake may fluctuate, the shares of Beautiful Music **WXTC** seem to hover around 13. This year that was good enough to keep **WXTC** ahead of the pack. Although the station's share of the 25-54 audience slipped somewhat, it was still the leader in this category, with more than 16%.

One of the most successful stations was Country **WEZL**, which almost doubled its 12+ share, and boosted its share of the 25-54 pie from less than 9% to more than 15%. This survey **WEZL** used an outside ad campaign consisting of a mix of newspaper, TV, and outdoor boards. Musically, any gold played in drive times was from proven country stars, not lesser-known artists.

New rock leader **WDWQ**, formerly **WQIZ-FM**, changed format from Dancemusic to Top 40 on February 28. An entire new staff went on-air that day, and a bumper sticker campaign was utilized to boost the station. **WDWQ** became the teen leader in this book as well as a significant force among 18-34 adults also.

**WKTM**, although slipping four shares 12+, was still tops among 18-34's. The station lost some of its dominance in this demo too, but still led with more than 13%. Black-formatted **WPAL** remained strong in the market and was 18-34 runner-up.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WPXI-FM	16.5	WXTC-FM	13.8
2 WXTC-FM	13.6	WCSC-AM	13.4
3 WTHA-AM	12.5	WKTM-FM	12.8
4 WPAL-AM	11.5	WPAL-AM	11.8
5 WKTM-FM	11.3	WPXI-FM	10.4
6 WEZL-FM	8.1	WTHA-AM	10.0
7 WWVZ-FM	5.6	WEZL-FM	5.5
8 WCSC-AM	4.2	WQIZ-FM	5.3
9 WNCG-AM	4.2	WQSN-AM	3.1
10 WQSN-AM	3.3	WWVZ-FM	2.2
11 WOKF-AM	2.5	WNCG-AM	1.4
12 WQIZ-AM	1.3	WOKF-AM	0.8
13 WPWR-FM	0.8	WTWF-FM	0.8
14		WAZS-AM	0.6
15		WQIZ-AM	0.4
16		WBER-AM	0.4

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WPXI-FM	86	WXTC-FM	68
2 WXTC-FM	71	WCSC-AM	66
3 WTHA-AM	65	WKTM-FM	63
4 WPAL-AM	60	WPAL-AM	58
5 WKTM-FM	59	WPXI-FM	51

**M-F, 6-10am**

1 WKTM-FM	WTHA-AM	WCSC-AM
2 WXTC-FM	WCSC-AM	WXTC-FM
3 WTHA-AM	WKTM-FM	WEZL-FM
4 WPXI-FM	WXTC-FM	WKTM-FM
5 WEZL-FM	WPAL-AM	WTHA-AM

**M-F, 3-7pm**

1 WPXI-FM	WCSC-AM	WDWQ-FM
2 WXTC-FM	WKTM-FM	WCSC-AM
3 WTHA-AM	WXTC-FM	WTHA-AM
4 WKTM-FM	WPXI-FM	WPAL-AM
5 WPAL-AM	WPAL-AM	WPXI-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 436

	A/M '78	A/M '79	A/M '80
1 WPXI-FM	WKTM-FM	WDWQ-FM	
2 WTHA-AM	WPAL-AM	WTHA-AM	
3 WPAL-AM	WTHA-AM	WKTM-FM	

**M-F, 6-10am**

1 WTHA-AM	WTHA-AM	WDWQ-FM
2 WPAL-AM	WKTM-FM	WCSC-AM
3 WPXI-FM	WXTC-FM	WTHA-AM
4 WWVZ-FM	WPAL-AM	WPAL-AM
5 WCSC-AM	WPXI-FM	WTHA-AM

**M-F, 3-7pm**

1 WPXI-FM	WPAL-AM	WDWQ-FM
2 WTHA-AM	WTHA-AM	WTHA-AM
3 WPAL-AM	WKTM-FM	WKTM-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1351

	A/M '78	A/M '79	A/M '80
1 WKTM-FM	WKTM-FM	WKTM-FM	
2 WPXI-FM	WCSC-AM	WPAL-AM	
3 WTHA-AM	WPAL-AM	WPXI-FM	
4 WPAL-AM	WPXI-FM	WCSC-AM	
5 WWVZ-FM	WTHA-AM	WDWQ-FM	

**M-F, 6-10am**

1 WKTM-FM	WKTM-FM	WCSC-AM
2 WPXI-FM	WTHA-AM	WKTM-FM
3 WTHA-AM	WCSC-AM	WEZL-FM
4 WPAL-AM	WPAL-AM	WPAL-AM
5 WEZL-FM	WPXI-FM	WTHA-AM

**M-F, 3-7pm**

1 WKTM-FM	WKTM-FM	WKTM-FM
2 WPXI-FM	WCSC-AM	WPAL-AM
3 WWVZ-FM	WPXI-FM	WCSC-AM
4 WTHA-AM	WPAL-AM	WPXI-FM
5 WPAL-AM	WXTC-FM	WDWQ-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1486

	A/M '78	A/M '79	A/M '80
1 WXTC-FM	WXTC-FM	WXTC-FM	
2 WEZL-FM	WCSC-AM	WEZL-FM	
3 WTHA-AM	WTHA-AM	WCSC-AM	
4 WPXI-FM	WPXI-FM	WPAL-AM	
5 WKTM-FM	WEZL-FM	WTHA-AM	

**M-F, 6-10am**

1 WEZL-FM	WTHA-AM	WEZL-FM
2 WXTC-FM	WCSC-AM	WXTC-FM
3 WKTM-FM	WXTC-FM	WCSC-AM
4 WTHA-AM	WEZL-FM	WTHA-AM
5 WPXI-FM	WPXI-FM	WKTM-FM

**M-F, 3-7pm**

1 WXTC-FM	WXTC-FM	WXTC-FM
2 WEZL-FM	WCSC-AM	WEZL-FM
3 WKTM-FM	WPXI-FM	WCSC-AM
4 WPXI-FM	WQSN-AM	WTHA-AM
5 WQSN-AM	WTHA-AM	WKTM-FM

**Cume Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WTHA-AM	1093	WCSC-AM	959
2 WPXI-FM	852	WTHA-AM	927
3 WKTM-FM	738	WXTC-FM	770
4 WXTC-FM	688	WKTM-FM	736
5 WPAL-AM	628	WPXI-FM	662

**M-F, 6-10am**

1 WTHA-AM	WCSC-AM	WCSC-AM
2 WKTM-FM	WTHA-AM	WXTC-FM
3 WPXI-FM	WKTM-FM	WTHA-AM
4 WXTC-FM	WXTC-FM	WKTM-FM
5 WPAL-AM	WPXI-FM	WEZL-FM

**M-F, 3-7pm**

1 WTHA-AM	WCSC-AM	WCSC-AM
2 WPXI-FM	WKTM-FM	WDWQ-FM
3 WKTM-FM	WXTC-FM	WTHA-AM
4 WXTC-FM	WTHA-AM	WTHA-AM
5 WCSC-AM	WPXI-FM	WPXI-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 436

	A/M '78	A/M '79	A/M '80
1 WTHA-AM	WTHA-AM	WTHA-AM	
2 WPXI-FM	WCSC-AM	WDWQ-FM	
3 WKTM-FM	WKTM-FM	WCSC-AM	

**M-F, 6-10am**

1 WTHA-AM	WTHA-AM	WDWQ-FM
2 WPXI-FM	WKTM-FM	WKTM-FM
3 WKTM-FM	WPXI-FM	WCSC-AM

**M-F, 3-7pm**

1 WPXI-FM	WTHA-AM	WDWQ-FM
2 WTHA-AM	WKTM-FM	WTHA-AM
3 WKTM-FM	WPXI-FM	WKTM-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1351

	A/M '78	A/M '79	A/M '80
1 WTHA-AM	WCSC-AM	WKTM-FM	
2 WKTM-FM	WKTM-FM	WTHA-AM	
3 WPXI-FM	WXTC-FM	WCSC-AM	
4 WCSC-AM	WPXI-FM	WPXI-FM	
5 WPAL-AM	WPAL-AM	WDWQ-FM	

**M-F, 6-10am**

1 WKTM-FM	WCSC-AM	WKTM-FM
2 WTHA-AM	WKTM-FM	WCSC-AM
3 WPXI-FM	WTHA-AM	WTHA-AM
4 WCSC-AM	WPAL-AM	WPAL-AM
5 WPAL-AM	WPXI-FM	WEZL-FM

**M-F, 3-7pm**

1 WKTM-FM	WKTM-FM	WKTM-FM
2 WTHA-AM	WCSC-AM	WCSC-AM
3 WPXI-FM	WPXI-FM	WDWQ-FM
4 WWVZ-FM	WPAL-AM	WPAL-AM
5 WCSC-AM	WTHA-AM	WTHA-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1486

	A/M '78	A/M '79	A/M '80
1 WTHA-AM	WXTC-FM	WCSC-AM	
2 WXTC-FM	WTHA-AM	WXTC-FM	
3 WPXI-FM	WCSC-AM	WEZL-FM	
4 WKTM-FM	WEZL-FM	WTHA-AM	
5 WCSC-AM	WPXI-FM	WKTM-FM	

**M-F, 6-10am**

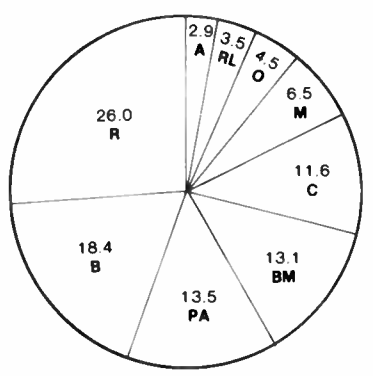
1 WTHA-AM	WCSC-AM	WCSC-AM
2 WXTC-FM	WXTC-FM	WEZL-FM
3 WKTM-FM	WTHA-AM	WXTC-FM
4 WEZL-FM	WEZL-FM	WTHA-AM
5 WCSC-AM	WPXI-FM	WKTM-FM

**M-F, 3-7pm**

1 WXTC-FM	WXTC-FM	WCSC-AM
2 WTHA-AM	WCSC-AM	WXTC-FM
3 WKTM-FM	WTHA-AM	WEZL-FM
4 WEZL-FM	WPXI-FM	WTHA-AM
5 WPXI-FM	WEZL-FM	WDWQ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



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

**YOU CAN ORDER  
MORE COPIES OF**



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# Charleston, WV

METRO RANK

131

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2175

	A/M '78	A/M '79	A/M '80
1 WCAW-AM	17.8	WCAW-AM 16.1	WVAF-FM (R) 20.4
2 WKAZ-AM	16.3	WVAF-FM 15.2	WCAW-AM (C) 13.0
3 WCHS-AM	12.3	WCHS-AM 12.1	WCHS-AM (PA) 12.1
4 WTIP-AM	9.5	WKAZ-AM 12.1	WKAZ-AM (R) 11.5
5 WVAF-FM	8.6	WTIO-FM 9.0	WQBE-FM (C) 8.3
6 WBES-FM	6.7	WQBE-FM 8.0	WKLC-FM (A) 7.4
7 WXIT-AM	5.8	WBES-FM 6.2	WTIP-AM (BM) 6.8
8 WTIO-FM	4.9	WTIP-AM 5.3	WBES-FM (BM) 5.0
9 WQBE-FM	3.4	WXIT-AM 2.8	WTIO-FM (BM) 5.0
10 WKLC-FM	3.1	WKLC-FM 1.9	WXIT-AM (R) 1.2
11 WKLC-AM	3.1	WKLC-AM 0.3	WEMM-FM (RL) 1.2
12 WZTQ-AM	1.5		WZTQ-AM (PA) 1.2
13 WKEE-FM	1.2		WVFN-FM (M) 0.6
14 WSCW-AM	1.2		
15 WMON-AM	0.9		
16 WEMM-FM	0.6		
17 WKEE-AM			

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2175

	A/M '78	A/M '79	A/M '80
1 WCAW-AM	58	WCAW-AM 52	WVAF-FM 69
2 WKAZ-AM	53	WVAF-FM 49	WCAW-AM 44
3 WCHS-AM	40	WCHS-AM 39	WCHS-AM 41
4 WTIP-AM	31	WKAZ-AM 39	WKAZ-AM 39
5 WVAF-FM	28	WTIO-FM 29	WQBE-FM 28

**M-F, 6-10am**

1 WCAW-AM	WCAW-AM	WCHS-AM
2 WKAZ-AM	WCHS-AM	WCAW-AM
3 WCHS-AM	WKAZ-AM	WKAZ-AM
4 WTIP-AM	WVAF-FM	WVAF-FM
5 WVAF-FM	WTIO-FM	WORE-FM

**M-F, 3-7pm**

1 WKAZ-AM	WCAW-AM	WVAF-FM
2 WCAW-AM	WVAF-FM	WCAW-AM
3 WCHS-AM	WKAZ-AM	WKAZ-AM
4 WVAF-FM	WCHS-AM	WKLC-FM
5 WBES-FM	WQBE-FM	WCHS-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 275

	A/M '78	A/M '79	A/M '80
1 WKAZ-AM	WVAF-FM	WVAF-FM	WVAF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM	WKAZ-AM
3 WVAF-FM	WCAW-AM	WCAW-AM	WCAW-AM

**M-F, 6-10am**

1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WCHS-AM

**M-F, 3-7pm**

1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WCAW-AM
3 WXIT-AM	WCAW-AM	WKAZ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 719

	A/M '78	A/M '79	A/M '80
1 WKAZ-AM	WVAF-FM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WKLC-FM	WKLC-FM
4 WXIT-AM	WCHS-AM	WCAW-AM	WCAW-AM
5 WCHS-AM	WQBE-FM	WCHS-AM	WCHS-AM

**M-F, 6-10am**

1 WKAZ-AM	WVAF-FM	WKAZ-AM
2 WVAF-FM	WKAZ-AM	WVAF-FM
3 WCHS-AM	WCAW-AM	WCHS-AM
4 WCAW-AM	WCHS-AM	WKLC-FM
5 WXIT-AM	WXIT-AM	WCAW-AM

**M-F, 3-7pm**

1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WKLC-FM
4 WXIT-AM	WCHS-AM	WCAW-AM
5 WCHS-AM	WQBE-FM	WCHS-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1055

	A/M '78	A/M '79	A/M '80
1 WCAW-AM	WCAW-AM	WCAW-AM	WCAW-AM
2 WKAZ-AM	WCHS-AM	WCHS-AM	WCHS-AM
3 WCHS-AM	WKAZ-AM	WKAZ-AM	WKAZ-AM
4 WBES-FM	WVAF-FM	WQBE-FM	WQBE-FM
5 WTIP-AM	WQBE-FM	WVAF-FM	WVAF-FM

**M-F, 6-10am**

1 WCAW-AM	WCAW-AM	WCHS-AM
2 WCHS-AM	WCHS-AM	WKAZ-AM
3 WKAZ-AM	WKAZ-AM	WCAW-AM
4 WTIP-AM	WTIP-AM	WQBE-FM
5 WTIO-FM	WVAF-FM	WTIO-FM

**M-F, 3-7pm**

1 WCAW-AM	WCAW-AM	WCAW-AM
2 WKAZ-AM	WCHS-AM	WKAZ-AM
3 WBES-FM	WKAZ-AM	WKLC-FM
4 WCHS-AM	WVAF-FM	WQBE-FM
5 WTIP-AM	WQBE-FM	WCHS-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2175

	A/M '78	A/M '79	A/M '80
1 WKAZ-AM	785	WCAW-AM 659	WVAF-FM 692
2 WCHS-AM	701	WCHS-AM 645	WKAZ-AM 666
3 WCAW-AM	624	WKAZ-AM 644	WCHS-AM 655
4 WXIT-AM	357	WVAF-FM 471	WCAW-AM 506
5 WTIP-AM	350	WQBE-FM 331	WKLC-FM 292

**M-F, 6-10am**

1 WKAZ-AM	WCAW-AM	WKAZ-AM
2 WCHS-AM	WCHS-AM	WCHS-AM
3 WCAW-AM	WKAZ-AM	WVAF-FM
4 WTIP-AM	WVAF-FM	WCAW-AM
5 WVAF-FM	WQBE-FM	WQBE-FM

**M-F, 3-7pm**

1 WKAZ-AM	WCAW-AM	WKAZ-AM
2 WCAW-AM	WCHS-AM	WVAF-FM
3 WCHS-AM	WVAF-FM	WCAW-AM
4 WVAF-FM	WKAZ-AM	WCHS-AM
5 WXIT-AM	WQBE-FM	WKLC-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 275

	A/M '78	A/M '79	A/M '80
1 WKAZ-AM	WVAF-FM	WVAF-FM	WVAF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM	WKAZ-AM
3 WVAF-FM	WCHS-AM	WCHS-AM	WCHS-AM

**M-F, 6-10am**

1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WCHS-AM

**M-F, 3-7pm**

1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WKAZ-AM
3 WXIT-AM	WCAW-AM	WKLC-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 719

	A/M '78	A/M '79	A/M '80
1 WKAZ-AM	WKAZ-AM	WVAF-FM	WVAF-FM
2 WCHS-AM	WCAW-AM	WKAZ-AM	WKAZ-AM
3 WXIT-AM	WVAF-FM	WKLC-FM	WKLC-FM
4 WCAW-AM	WCHS-AM	WCHS-AM	WCHS-AM
5 WVAF-FM	WXIT-AM	WCAW-AM	WCAW-AM

**M-F, 6-10am**

1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WCHS-AM	WCAW-AM	WVAF-FM
3 WVAF-FM	WVAF-FM	WKLC-FM
4 WCAW-AM	WCHS-AM	WCHS-AM
5 WXIT-AM	WXIT-AM	WCAW-AM

**M-F, 3-7pm**

1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WVAF-FM	WVAF-FM	WVAF-FM
3 WCAW-AM	WCAW-AM	WKLC-FM
4 WCHS-AM	WCHS-AM	WCHS-AM
5 WXIT-AM	WXIT-AM	WCAW-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1055

	A/M '78	A/M '79	A/M '80
1 WCAW-AM	WCAW-AM	WKAZ-AM	WKAZ-AM
2 WCHS-AM	WCHS-AM	WCHS-AM	WCHS-AM
3 WKAZ-AM	WKAZ-AM	WCAW-AM	WCAW-AM
4 WQBE-FM	WQBE-FM	WVAF-FM	WVAF-FM
5 WBES-FM	WVAF-FM	WQBE-FM	WQBE-FM

**M-F, 6-10am**

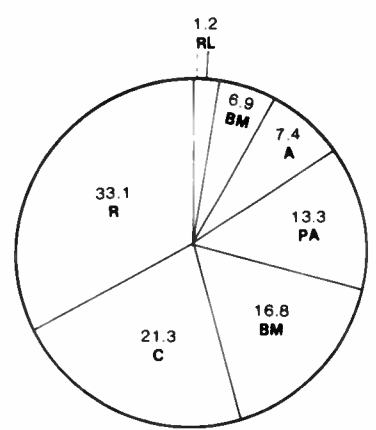
1 WCAW-AM	WCAW-AM	WKAZ-AM
2 WCHS-AM	WCHS-AM	WCHS-AM
3 WKAZ-AM	WCAW-AM	WCAW-AM
4 WTIP-AM	WQBE-FM	WVAF-FM
5 WQBE-FM	WTIP-AM	WQBE-FM

**M-F, 3-7pm**

1 WCAW-AM	WCAW-AM	WKAZ-AM
2 WKAZ-AM	WCHS-AM	WCHS-AM
3 WCHS-AM	WKAZ-AM	WCAW-AM
4 WBES-FM	WQBE-FM	WVAF-FM
5 WTIP-AM	WVAF-FM	WQBE-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Charlotte-Gastonia

METRO RANK

61

## A/M '80 Market Overview

Market fragmentation led to overall declines on the part of **WBT** and the other market leaders in this book. While **WBT**, **WSOC-FM**, **WAYS**, and **WROQ** slipped on the 12+ scoreboard, others like **WEZC**, **WSOC**, **WGIV**, and **WPEG** earned much healthier shares.

There is still no doubt about which station leads in the key sales demos. P/A giant **WBT** duplicated its feat of last fall, leading both the 18-34 and 25-54 demos. The station's core 25-34 strength is a solid building block. **WBT** was even able to add to its 25-54 share, tallying almost 22%. Second was Country **WSOC-FM**, whose 25-54 share has slipped over the last two books. In A/M '79 results **WSOC-FM** garnered about 19%, compared to just over 12% now.

The 18-34 audience is marked by much fragmentation and competition. **WBT** was still on top, but its share has eroded slightly over the last several books, from more than 20% to just under 16%. AOR **WBCY** earned the runner-up spot among 18-34 year olds, with a share of more than 14%, its best showing ever. **WBCY**'s young male numbers remained strong but its female numbers were softer.

AOR **WROQ** was third in the 18-34 demo and fourth overall in the market, but both shares de-

clined slightly. Compared to last spring, however, **WROQ**'s 18-34 share was relatively level. The station used an extensive ad campaign this time, featuring TV, newspaper, busboards and billboards. The total ad expenditure was lower than in previous efforts, however.

Top 40 **WAYS** also experienced slight erosion in its 12+ and 18-34 shares. The station ended up tied with **WSOC-FM** in the 18-34 standings. As usual, **WAYS** utilized its ongoing TV/billboard campaign for external advertising. On-air the station aired a team concept in PM drive, with the usual host joined by the morning show's funny man to do comedy bits. **WAYS** did have its best PM drive male numbers in recent years. The station's teen audience continued to decline, a positive sign since **WAYS** has a more adult-targeted audience.

Black stations **WGIV** and **WPEG** are carving a niche in the 18-34 cell. Each won about 8% of the audience in that demo, with **WGIV** showing a consistently rising trend over the last three books.

Beautiful Music **WEZC** rebounded, making a series of moves calculated to bring that result about. Using the motto "Swing Over To **WEZC**," the station devised a special billboard with a swing on it. During the last survey week there was a young lady on the swing every day, attracting attention the station's slogan. On-air, **WEZC** used a call-in song-identifying contest several times daily to build time spent listening. Grand prize was a trip for two anywhere in the world. Musically, **WEZC** continued its unusual policy of not using a syndicator but rather procuring its own music.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	17.7	17.2
2 WSOC-FM	14.4	12.6
3 WAYS-AM	11.1	11.1
4 WEZC-FM	10.2	10.4
5 WBCY-FM	8.2	7.2
6 WROQ-FM	6.9	6.8
7 WGIV-AM	5.5	5.4
8 WPEG-FM	5.3	4.9
9 WSOC-AM	3.5	4.7
10 WAME-AM	2.9	2.6
11 WIXE-AM	1.9	1.7
12 WIST-AM	1.5	1.7
13 WLTC-AM	1.1	1.4
14 WHVN-AM	1.0	1.3
15 WZXI-FM	1.0	1.0
16 WRPL-AM	0.8	0.8
17 WGNC-AM	0.7	0.7
18 WCSL-AM	0.4	0.4
19		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	128	124
2 WSOC-FM	104	91
3 WAYS-AM	80	80
4 WEZC-FM	74	75
5 WBCY-FM	59	52

M-F, 6-10am

1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WSOC-FM	WSOC-FM	WSOC-FM
4 WEZC-FM	WROQ-FM	WROQ-FM
5 WROQ-FM	WBCY-FM	WSOC-AM

M-F, 3-7pm

1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WSOC-FM	WAYS-AM
3 WAYS-AM	WROQ-FM	WSOC-FM
4 WEZC-FM	WAYS-AM	WROQ-FM
5 WBCY-FM	WBCY-FM	WEZC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 636

A/M '79	O/N '79	A/M '80
1 WAYS-AM	WROQ-FM	WROQ-FM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WROQ-FM	WBT -AM	WPEG-FM

M-F, 6-10am

1 WAYS-AM	WROQ-FM	WAYS-AM
2 WBT -AM	WAYS-AM	WROQ-FM
3 WROQ-FM	WBT -AM	WBCY-FM

M-F, 3-7pm

1 WAYS-AM	WROQ-FM	WROQ-FM
2 WBT -AM	WAYS-AM	WPEG-FM
3 WROQ-FM	WBCY-FM	WAYS-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1917

A/M '79	O/N '79	A/M '80
1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WROQ-FM	WBCY-FM
3 WBCY-FM	WAYS-AM	WROQ-FM
4 WAYS-AM	WSOC-FM	WAYS-AM
5 WROQ-FM	WBCY-FM	WSOC-FM

M-F, 6-10am

1 WBT -AM	WAYS-AM	WBT -AM
2 WAYS-AM	WBT -AM	WAYS-AM
3 WSOC-FM	WROQ-FM	WROQ-FM
4 WROQ-FM	WSOC-FM	WBCY-FM
5 WBCY-FM	WBCY-FM	WSOC-FM

M-F, 3-7pm

1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WROQ-FM	WBCY-FM
3 WBCY-FM	WSOC-FM	WROQ-FM
4 WPEG-FM	WBCY-FM	WAYS-AM
5 WROQ-FM	WAYS-AM	WPEG-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 2545

A/M '79	O/N '79	A/M '80
1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WSOC-FM	WSOC-FM
3 WEZC-FM	WAYS-AM	WEZC-FM
4 WAYS-AM	WEZC-FM	WAYS-AM
5 WBCY-FM	WBCY-FM	WGIV-AM

M-F, 6-10am

1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WAYS-AM	WAYS-AM
3 WAYS-AM	WSOC-FM	WSOC-FM
4 WEZC-FM	WROQ-FM	WEZC-FM
5 WROQ-FM	WEZC-FM	WSOC-AM

M-F, 3-7pm

1 WSOC-FM	WBT -AM	WBT -AM
2 WBT -AM	WSOC-FM	WSOC-FM
3 WEZC-FM	WEZC-FM	WEZC-FM
4 WBCY-FM	WAYS-AM	WAYS-AM
5 WAYS-AM	WBCY-FM	WBCY-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	1932	1852
2 WAYS-AM	1657	1486
3 WSOC-FM	1179	1171
4 WBCY-FM	885	1105
5 WROQ-FM	855	796

M-F, 6-10am

1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WSOC-FM	WROQ-FM	WSOC-FM
4 WROQ-FM	WSOC-FM	WROQ-FM
5 WGIV-AM	WSOC-AM	WSOC-AM

M-F, 3-7pm

1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WROQ-FM	WAYS-AM
3 WSOC-FM	WAYS-AM	WSOC-FM
4 WBCY-FM	WSOC-FM	WROQ-FM
5 WEZC-FM	WEZC-FM	WEZC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 636

A/M '79	O/N '79	A/M '80
1 WAYS-AM	WROQ-FM	WROQ-FM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WBCY-FM	WBT -AM	WBT -AM

M-F, 6-10am

1 WAYS-AM	WAYS-AM	WAYS-AM
2 WBT -AM	WROQ-FM	WROQ-FM
3 WROQ-FM	WBT -AM	WBT -AM

M-F, 3-7pm

1 WAYS-AM	WROQ-FM	WROQ-FM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WBCY-FM	WBT -AM	WPEG-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1917

A/M '79	O/N '79	A/M '80
1 WBT -AM	WAYS-AM	WBT -AM
2 WAYS-AM	WBT -AM	WAYS-AM
3 WROQ-FM	WROQ-FM	WROQ-FM
4 WBCY-FM	WBCY-FM	WBCY-FM
5 WSOC-FM	WSOC-FM	WPEG-FM

M-F, 6-10am

1 WBT -AM	WAYS-AM	WBT -AM
2 WAYS-AM	WBT -AM	WAYS-AM
3 WROQ-FM	WROQ-FM	WROQ-FM
4 WBCY-FM	WSOC-FM	WROQ-FM
5 WSOC-FM	WBCY-FM	WSOC-FM

M-F, 3-7pm

1 WBT -AM	WBT -AM	WAYS-AM
2 WBCY-FM	WROQ-FM	WBT -AM
3 WAYS-AM	WAYS-AM	WBCY-FM
4 WSOC-FM	WSOC-FM	WROQ-FM
5 WROQ-FM	WBCY-FM	WPEG-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2545

A/M '79	O/N '79	A/M '80
1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WAYS-AM	WAYS-AM
3 WAYS-AM	WSOC-FM	WSOC-FM
4 WEZC-FM	WEZC-FM	WEZC-FM
5 WSOC-AM	WROQ-FM	WSOC-AM

M-F, 6-10am

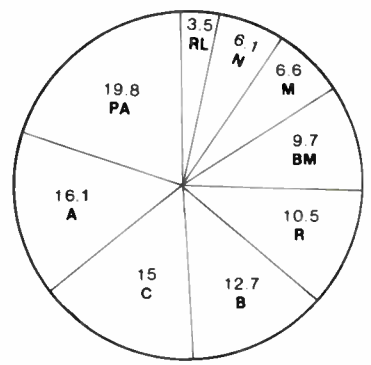
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WSOC-FM	WSOC-FM	WSOC-FM
4 WBCY-FM	WROQ-FM	WSOC-AM
5 WSOC-AM	WEZC-FM	WEZC-FM

M-F, 3-7pm

1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WSOC-FM	WAYS-AM
3 WAYS-AM	WAYS-AM	WSOC-FM
4 WEZC-FM	WEZC-FM	WEZC-FM
5 WBCY-FM	WROQ-FM	WSOC-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Chattanooga

METRO RANK

84

## A/M '80 Market Overview

For the second straight Chattanooga Arbitron, Top 40 WSKZ was on top overall, with considerable movement below. In the O/N '79 results there were just three stations with double-digit shares, while in this book there were five. Country WDDO and Black-formatted WNOO showed significant increases.

The O/N '79 survey was such a good one for WSKZ that perhaps it could have been expected to slip in subsequent sweeps. In this survey, the station's share of the 18-34 cell, while still dominant (about 26%), was lower than in fall but notably higher than last spring. The station spent less this sweep than in the past, and all its ad dollars were put into TV. Station promotion activities included the standard ticket and T-shirt giveaways, plus a balloon race cosponsored with Coca-Cola. 10,000 people turned out for this event.

WNOO showed as a major 18-34 factor. It kept a low profile, using no advertising and little on-air promotion, but nevertheless garnered an 18-34 share of more than 16%. The dramatic WNOO surge was largely caused by female diarykeepers — the women 18-34 came for the station doubled, while the average audience figures went up more than 200%. As sometimes happens with ethnically-formatted stations, the diary return may have had an impact here. The number of returned diaries from telephone-retrived homes was down 26% — and while some non-ethnic persons are surveyed by telephone, this number probably means there were fewer black diaries in-tab, thus adding to the value of each of those diaries.

There was a new 25-54 leader as Country WDDO edged out BM station WDEF-FM. Many of the WDDO gains came among female turners-in across many demos. As a result the station earned a 25-54 share of almost 16% against WDEF-FM's just under 15%. WDDO spent less in advertising this past sweep, but what was spent was put totally into TV spots, as opposed to the previous survey in which the ad effort was split between TV and newspaper ads.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3434

	A/M '79	O/N '79	A/M '80
1 WDEF-FM	18.7	WSKZ-FM	17.8
2 WSKZ-FM	12.4	WDEF-FM	14.9
3 WDDO-AM	9.8	WDFE-AM	14.3
4 WFLI-AM	8.3	WDDO-AM	8.2
5 WDEF-FM	7.9	WNOO-AM	8.0
6 WNOO-AM	6.9	WGOV-AM	6.7
7 WGOV-AM	6.1	WFLI-AM	5.1
8 WLFA-AM	5.7	WDDO-FM	4.0
9 WDDO-FM	5.1	WDXB-AM	3.8
10 WNOO-AM	3.3	WLFA-AM	2.4
11 WEPG-AM	2.6	WZDQ-FM	2.2
12 WZDQ-FM	1.4	WMOC-AM	1.6
13 WSIM-FM	0.6	WSIM-FM	1.1
14 WDXB-AM	0.4	WRIP-AM	0.4
15		WEPG-AM	0.4
16		WOWE-FM	0.4

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3434

	A/M '79	O/N '79	A/M '80
1 WDEF-FM	92	WSKZ-FM	80
2 WSKZ-FM	61	WDEF-FM	67
3 WDDO-AM	48	WDEF-FM	64
4 WFLI-AM	41	WDDO-AM	37
5 WDEF-FM	39	WNOO-AM	36

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WDEF-FM	WDEF-FM
2 WDEF-FM		WDEF-FM	WDDO-AM
3 WSKZ-FM		WSKZ-FM	WDEF-FM
4 WDDO-AM		WDDO-AM	WSKZ-FM
5 WFLI-AM		WNOO-AM	WNOO-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WSKZ-FM	WSKZ-FM
2 WSKZ-FM		WDEF-FM	WDDO-AM
3 WDDO-AM		WDEF-FM	WNOO-AM
4 WFLI-AM		WDDO-AM	WDEF-FM
5 WDEF-FM		WFLI-AM	WDEF-FM

Teens

M-S, 6am-Midnight

POP(00): 437

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WGOV-AM	WGOV-AM
3 WGOV-AM		WNOO-AM	WNOO-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WFLI-AM	WNOO-AM
3 WNOO-AM		WDEF-FM	WGOV-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WFLI-AM	WNOO-AM
3 WGOV-AM		WGOV-AM	WGOV-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1220

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WDDO-AM		WGOV-AM	WNOO-AM
3 WFLI-AM		WFLI-AM	WGOV-AM
4 WDEF-FM		WDEF-FM	WDDO-AM
5 WGOV-AM		WDEF-FM	WFLI-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WDEF-FM		WDEF-FM	WDEF-FM
3 WDDO-AM		WFLI-AM	WNOO-AM
4 WFLI-AM		WDEF-FM	WGOV-AM
5 WGOV-AM		WGOV-AM	WDDO-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WDDO-AM		WZDQ-FM	WNOO-AM
3 WNOO-AM		WGOV-AM	WGOV-AM
4 WFLI-AM		WFLI-AM	WDDO-AM
5 WDEF-FM		WDEF-FM	WFLI-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1639

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WSKZ-FM	WDDO-AM
2 WDDO-AM		WDEF-FM	WDEF-FM
3 WDEF-FM		WDEF-FM	WSKZ-FM
4 WSKZ-FM		WDDO-AM	WDEF-FM
5 WNOO-AM		WGOV-AM	WNOO-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WDEF-FM	WDEF-FM
2 WDEF-FM		WDEF-FM	WDDO-AM
3 WDDO-AM		WSKZ-FM	WDEF-FM
4 WSKZ-FM		WDDO-AM	WSKZ-FM
5 WFLI-AM		WDDO-FM	WGOV-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WDDO-AM		WSKZ-FM	WSKZ-FM
2 WDEF-FM		WDEF-FM	WDDO-AM
3 WSKZ-FM		WDEF-FM	WDEF-FM
4 WNOO-AM		WDDO-AM	WNOO-AM
5 WFLI-AM		WDDO-FM	WGOV-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3434

	A/M '79	O/N '79	A/M '80
1 WDEF-FM	984	WDEF-FM	1040
2 WFLI-AM	914	WSKZ-FM	894
3 WDEF-FM	703	WDEF-FM	759
4 WGOV-AM	678	WDDO-AM	692
5 WSKZ-FM	676	WFLI-AM	641

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WDEF-FM	WDEF-FM
2 WFLI-AM		WSKZ-FM	WDEF-FM
3 WDEF-FM		WDEF-FM	WSKZ-FM
4 WSKZ-FM		WFLI-AM	WDDO-AM
5 WDDO-AM		WDDO-AM	WGOV-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WFLI-AM		WSKZ-FM	WSKZ-FM
2 WSKZ-FM		WDEF-FM	WDEF-FM
3 WDEF-FM		WDEF-FM	WDDO-AM
4 WGOV-AM		WFLI-AM	WGOV-AM
5 WDDO-AM		WGOV-AM	WDEF-FM

Teens

M-S, 6am-Midnight

POP(00): 437

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WFLI-AM	WGOV-AM
3 WGOV-AM		WGOV-AM	WFLI-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WFLI-AM	WGOV-AM
3 WGOV-AM		WGOV-AM	WFLI-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WFLI-AM	WFLI-AM
3 WGOV-AM		WGOV-AM	WGOV-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1220

	A/M '79	O/N '79	A/M '80
1 WFLI-AM		WSKZ-FM	WSKZ-FM
2 WGOV-AM		WGOV-AM	WGOV-AM
3 WSKZ-FM		WFLI-AM	WFLI-AM
4 WDDO-AM		WDDO-AM	WNOO-AM
5 WDEF-FM		WDEF-FM	WDEF-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WFLI-AM		WSKZ-FM	WSKZ-FM
2 WSKZ-FM		WGOV-AM	WGOV-AM
3 WGOV-AM		WFLI-AM	WDEF-FM
4 WDEF-FM		WDEF-FM	WNOO-AM
5 WDDO-AM		WDEF-FM	WDEF-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WSKZ-FM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WGOV-AM	WGOV-AM
3 WGOV-AM		WFLI-AM	WNOO-AM
4 WDDO-AM		WZDQ-FM	WFLI-AM
5 WNOO-AM		WDDO-AM	WDEF-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1639

	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WDEF-FM	WDEF-FM
2 WDDO-AM		WSKZ-FM	WDEF-FM
3 WFLI-AM		WDEF-FM	WDDO-AM
4 WDEF-FM		WDDO-AM	WSKZ-FM
5 WGOV-AM		WGOV-AM	WGOV-AM

M-F, 6-10am

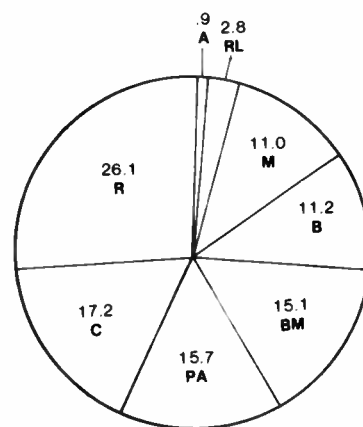
	A/M '79	O/N '79	A/M '80
1 WDEF-FM		WDEF-FM	WDEF-FM
2 WDEF-FM		WDEF-FM	WDEF-FM
3 WDDO-AM		WSKZ-FM	WDDO-AM
4 WFLI-AM		WDDO-AM	WSKZ-FM
5 WGOV-AM		WGOV-AM	WGOV-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WDDO-AM		WSKZ-FM	WSKZ-FM
2 WFLI-AM		WDEF-FM	WDDO-AM
3 WDEF-FM		WDDO-AM	WDEF-FM
4 WGOV-AM		WDEF-FM	WGOV-AM
5 WSKZ-FM		WGOV-AM	WDEF-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Chicago

METRO RANK

3

## A/M '80 Market Overview

The pecking order remained largely the same in Chicago, as perennial kingpin **WGN** led the market, followed by **WLOO** and **WBBM**. Good news for advertisers looking at this set of **Arbitron** results is that the diary in-tab total is up 82% compared to last spring, up 57% compared to the Winter sweep, thanks to the initial implementation of Quarterly Measurement in Chicago. As a result, decisions made on these numbers can be made with more confidence than usual.

One aspect of the longer Quarterly Measurement sweeps is that stations that carry sports may get more games included during a survey. This should have helped **WGN** and **WBBM**, who carry the Cubs and White Sox baseball, respectively. However, both stations' overall shares this spring were down slightly from A/M '79 results. Among adults 25-54, **WGN** still led with more than 10% of the audience, but that figure was down from last year. **WBBM's** 25-54 share was just under 6% this sweep, up just slightly. Last spring **WBBM** did not carry the White Sox, so the Spring '80 numbers were the first to be affected by the team.

While **WGN** spent most of its ad dollars on TV, **WBBM** used a multimedia campaign involving TV (not used in the previous sweep), newspaper, busboards and billboards. More dollars were spent this sweep on outside advertising than in previous efforts.

Beautiful Music leader **WLOO**, which uses the **FM-100** musical package, dipped in both its 12+ and its 25-54 shares. Although **WLOO's** 12+ share was comparable to last spring's figure, the 25-54 decline was more apparent. The station lost two shares between the J/F '80 report and the Spring '80 results, which were also below the A/M '79 figures.

**WLS** and **WLUP** continued to be the 18-34 headliners. **WLUP** had a fractional lead over **WLS** in the spring's 18-34 share figures, with **WFYR** in third place. **WLUP's** 18-34 share has remained relatively steady, although the station's overall share has been declining for several books, as the Loop has been trying (with some success) to shed some of its teens. Although teens still comprise the largest segment of the **WLUP** average quarter-hour audience, their raw numbers are slipping, and men 18-24 are becoming more of a relative factor. **WLS** also still has a sizable teen audience, but the station has a strong adult 24-44 core as well. Promotionally, **WLUP** advertised in local rock papers and sponsored concerts and movie premieres, while **WLS** gave away a \$75,000 "Dream Home" during the sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 62564

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	11.0 WGN -AM	11.7 WGN -AM	10.5 WGN -AM	9.6 WGN -AM (M) 10.9
2 WLS -AM	7.9 WLOO-FM	7.4 WLOO-FM	8.2 WLOO-FM	7.8 WLOO-FM (M) 6.7
3 WLOO-FM	6.9 WLUP-FM	7.3 WLS -AM	6.2 WBBM-AM	7.0 WBBM-AM (M) 6.5
4 WBBM-AM	6.9 WLS -AM	6.4 WBBM-AM	6.1 WMAQ-AM	5.4 WLS -AM (M) 6.4
5 WLUP-FM	5.3 WBBM-AM	5.5 WLAK-FM	5.6 WIND-AM	5.3 WMAQ-AM (M) 4.9
6 WMAQ-AM	4.7 WBBM-AM	5.4 WLUP-FM	4.9 WLS -AM	5.3 WLAK-FM (M) 4.6
7 WIND-AM	4.7 WMAQ-AM	4.3 WMAQ-AM	4.5 WLAK-FM	4.7 WIND-AM (M) 4.6
8 WBBM-AM	4.3 WLAK-FM	4.3 WIND-AM	4.3 WLUP-FM	4.4 WLUP-FM (M) 4.0
9 WLAK-FM	4.2 WIND-AM	4.0 WBBM-AM	4.2 WBBM-AM	4.0 WCCI-FM (M) 3.5
10 WCLR-FM	3.5 WFYR-FM	3.1 WCLR-FM	3.1 WCCI-FM	3.5 WBBM-AM (M) 3.4
11 WYON-AM	3.2 WCLR-FM	2.9 WFYR-FM	2.9 WKQX-FM	3.1 WFYR-FM (M) 3.3
12 WFYR-FM	3.0 WEFM-FM	2.5 WYON-AM	2.8 WCLR-FM	2.7 WKQX-FM (M) 3.2
13 WEFM-FM	2.7 WKQX-FM	2.5 WKQX-FM	2.7 WFYR-FM	2.7 WJEZ-FM (M) 3.1
14 WDAI-FM	2.2 WCCI-FM	2.4 WCCI-FM	2.7 WEFM-FM	2.6 WEFM-FM (M) 2.8
15 WBBM-AM	2.1 WYON-AM	2.4 WJEZ-FM	2.5 WAIT-AM	2.6 WCLR-FM (M) 2.8
16 WJJD-AM	2.0 WDAI-FM	2.4 WMET-FM	2.2 WMET-FM	2.3 WDAI-FM (M) 2.4
17 WAIT-AM	2.0 WAIT-AM	2.2 WEFM-FM	2.2 WBBM-AM	2.2 WBBM-AM (M) 2.3
18 WJPC-AM	1.9 WJPC-AM	2.2 WAIT-AM	2.2 WYON-AM	1.9 WAIT-AM (M) 2.2
19 WCCI-FM	1.9 WBBM-AM	1.8 WBBM-AM	2.1 WJEZ-FM	1.8 WMET-FM (M) 2.1
20 WXRT-FM	1.8 WXRT-FM	1.7 WJPC-AM	2.1 WXRT-FM	1.8 WFHT-FM (M) 2.0
21 WJEZ-FM	1.7 WJEZ-FM	1.7 WFMT-FM	2.0 WFMT-FM	1.7 WYON-AM (M) 1.9
22 WKQX-FM	1.4 WOJO-FM	1.3 WXRT-FM	1.8 WJPC-AM	1.7 WJPC-AM (M) 1.6
23 WMET-FM	1.4 WCFL-AM	1.2 WDAI-FM	1.7 WOJO-FM	1.7 WOJO-FM (M) 1.6
24 WFMT-FM	1.2 WFMT-FM	1.2 WJJD-AM	1.4 WXRT-FM	1.4 WXRT-FM (M) 1.5
25 WOJO-FM	1.1 WMET-FM	1.2 WOJO-FM	0.8 WJJD-AM	1.1 WJJD-AM (M) 1.3
26 WCFL-AM	0.8 WJJD-AM	1.0 WCFL-AM	0.5 WYEN-FM	0.5 WCFL-AM (M) 0.5
27 WYEN-FM	0.7 WAUR-FM	0.7 WFMT-FM	0.5 WJOL-AM	0.5 WYEN-FM (M) 0.5
28 WJOL-AM	0.7 WYEN-FM	0.5 WJOL-AM	0.5 WCFL-AM	0.5 WNIB-FM (M) 0.4
29 WJFM-FM	0.6 WJOB-AM	0.4 WOPA-AM	0.5 WNIB-FM	0.5 WOPA-AM (M) 0.4
30 WOPA-AM	0.5 WNIB-FM	0.3 WNIB-FM	0.4 WJOB-AM	0.4 WJOL-AM (M) 0.4
31 WACA-AM	0.3 WACA-AM	0.3 WAUR-FM	0.4 WJFM-FM	0.4 WJOB-AM (M) 0.4
32 WJOB-AM	0.3 WOPA-AM	0.3 WJOB-AM	0.4 WBEE-AM	0.3 WJFM-FM (M) 0.3
33 WNIB-FM	0.3 WFMT-AM	WYEN-FM	0.3	0.3 WJFM-FM (M) 0.3
34 WFMT-AM	0.1			0.3 WACA-AM (M) 0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 62564

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	1152 WGN -AM	1178 WGN -AM	1078 WGN -AM	989 WGN -AM
2 WLS -AM	830 WLOO-FM	741 WLOO-FM	848 WLOO-FM	812 WLOO-FM
3 WLOO-FM	728 WLUP-FM	736 WLS -AM	641 WBBM-AM	722 WBBM-AM
4 WBBM-AM	724 WLS -AM	643 WBBM-AM	624 WMAQ-AM	559 WLS -AM
5 WLUP-FM	555 WBBM-AM	548 WLAK-FM	579 WIND-AM	551 WMAQ-AM
6 WMAQ-AM	498 WBBM-AM	546 WLUP-FM	510 WLS -AM	547 WLAK-FM
7 WIND-AM	490 WMAQ-AM	436 WMAQ-AM	460 WLAK-FM	486 WIND-AM
8 WBBM-AM	456 WLAK-FM	433 WIND-AM	445 WLUP-FM	459 WLUP-FM
9 WLAK-FM	445 WIND-AM	398 WBBM-AM	430 WBBM-AM	410 WCCI-FM
10 WCLR-FM	365 WFYR-FM	308 WCLR-FM	318 WCCI-FM	358 WBBM-AM

M-F, 6-10am

1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
3 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
4 WMAQ-AM	WLOO-FM	WLOO-FM	WLOO-FM	WMAQ-AM
5 WIND-AM	WLOO-FM	WMAO-AM	WIND-AM	WLOO-FM
6 WLUP-FM	WMAQ-AM	WLUP-FM	WMAQ-AM	WLUP-FM
7 WLOO-FM	WIND-AM	WIND-AM	WIND-AM	WIND-AM
8 WCLR-FM	WBMX-FM	WLAK-FM	WBMX-FM	WFYR-FM
9 WLAK-FM	WLAK-FM	WBMX-FM	WLAK-FM	WLAK-FM
10 WBBM-AM	WFYR-FM	WFYR-FM	WCCI-FM	WJEZ-FM

M-F, 3-7pm

1 WGN -AM	WGN -AM	WGN -AM	WLOO-FM	WGN -AM
2 WLS -AM	WLOO-FM	WLOO-FM	WGN -AM	WLOO-FM
3 WLOO-FM	WLS -AM	WLS -AM	WMAQ-AM	WLS -AM
4 WLUP-FM	WLUP-FM	WLAK-FM	WLAK-FM	WLAK-FM
5 WMAQ-AM	WBBM-AM	WLUP-FM	WIND-AM	WBBM-AM
6 WBBM-AM	WBBM-AM	WMAO-AM	WLS -AM	WMAO-AM
7 WBBM-AM	WLAK-FM	WBBM-AM	WBBM-AM	WIND-AM
8 WLAK-FM	WMAQ-AM	WBBM-AM	WLUP-FM	WLUP-FM
9 WYON-AM	WFYR-FM	WCLR-FM	WBBM-AM	WCCI-FM
10 WEFM-FM	WCLR-FM	WIND-AM	WKQX-FM	WFYR-FM

### Teens

M-S, 6am-Midnight  
POP(00): 8229

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WEFM-FM	WLS -AM	WLS -AM	WLS -AM	WFFM-FM
3 WLUP-FM	WEFM-FM	WEFM-FM	WEFM-FM	WLUP-FM

M-F, 6-10am

1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WLUP-FM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
3 WEFM-FM	WBBM-AM	WEFM-FM	WEFM-FM	WEFM-FM

M-F, 3-7pm

1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WEFM-FM	WLS -AM	WLS -AM	WLS -AM	WEFM-FM
3 WYON-AM	WEFM-FM	WEFM-FM	WEFM-FM	WCCI-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 22546

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WLUP-FM	WLUP-FM	WLS -AM	WLS -AM	WLUP-FM
2 WLS -AM	WBBM-AM	WLUP-FM	WLUP-FM	WLS -AM
3 WBBM-AM	WLS -AM	WBBM-AM	WBBM-AM	WFYR-FM
4 WFYR-FM	WFYR-FM	WFYR-FM	WKQX-FM	WKQX-FM
5 WCLR-FM	WKQX-FM	WCCI-FM	WFYR-FM	WBBM-AM
6 WBBM-AM	WGN -AM	WCLR-FM	WCCI-FM	WCCI-FM
7 WXRT-FM	WDAI-FM	WXRT-FM	WMET-FM	WBBM-AM
8 WDAI-FM	WCCI-FM	WJPC-AM	WLOO-FM	WXRT-FM
9 WCCI-FM	WXRT-FM	WKQX-FM	WMAQ-AM	WEFM-FM
10 WGN -AM	WCLR-FM	WMET-FM	WXRT-FM	WCLR-FM

M-F, 6-10am

1 WLS -AM	WLUP-FM	WLS -AM	WLS -AM	WLUP-FM
2 WLUP-FM	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM
3 WGN -AM	WFYR-FM	WFYR-FM	WGN -AM	WFYR-FM
4 WFYR-FM	WBBM-AM	WGN -AM	WBBM-AM	WGN -AM
5 WCLR-FM	WGN -AM	WBBM-AM	WBBM-AM	WGN -AM
6 WBBM-AM	WBBM-AM	WCCI-FM	WKQX-FM	WCCI-FM
7 WMAQ-AM	WMAQ-AM	WCLR-FM	WMAQ-AM	WMAQ-AM
8 WIND-AM	WCLR-FM	WKQX-FM	WLOO-FM	WBBM-AM
9 WBBM-AM	WEFM-FM	WMAQ-AM	WCCI-FM	WKQX-FM
10 WBBM-AM	WKQX-FM	WYON-AM	WCLR-FM	WBBM-AM

M-F, 3-7pm

1 WLUP-FM	WLUP-FM	WLS -AM	WLS -AM	WFYR-FM
2 WLS -AM	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM
3 WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WLUP-FM
4 WFYR-FM	WFYR-FM	WFYR-FM	WFYR-FM	WKQX-FM
5 WBBM-AM	WXRT-FM	WCLR-FM	WBBM-AM	WBBM-AM
6 WMAQ-AM	WDAI-FM	WXRT-FM	WMAQ-AM	WCCI-FM
7 WCLR-FM	WKQX-FM	WMET-FM	WLOO-FM	WXRT-FM
8 WXRT-FM	WLOO-FM	WCCI-FM	WBBM-AM	WEFM-FM
9 WDAI-FM	WCCI-FM	WKQX-FM	WXRT-FM	WCLR-FM
10 WEFM-FM	WBBM-AM	WJPC-AM	WMET-FM	WBBM-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 30183

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLOO-FM	WLS -AM	WLOO-FM	WLOO-FM	WLS -AM
3 WLS -AM	WLOO-FM	WLAK-FM	WMAQ-AM	WLOO-FM
4 WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
5 WMAQ-AM	WBBM-AM	WLS -AM	WLS -AM	WMAQ-AM
6 WCLR-FM	WMAQ-AM	WMAQ-AM	WLAK-FM	WLAK-FM
7 WLAK-FM	WLAK-FM	WLAK-FM	WIND-AM	WIND-AM
8 WBBM-AM	WCLR-FM	WFYR-FM	WCLR-FM	WFYR-FM
9 WFYR-FM	WIND-AM	WBBM-AM	WKQX-FM	WJEZ-FM
10 WIND-AM	WFYR-FM	WJEZ-FM	WAIT-AM	WCLR-FM

M-F, 6-10am

1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLS -AM	WLS -AM	WBBM-AM	WBBM-AM	WLS -AM
3 WBBM-AM	WBBM-AM	WLS -AM	WLS -AM	WBBM-AM
4 WMAQ-AM	WLOO-FM	WLOO-FM	WMAQ-AM	WMAQ-AM
5 WLOO-FM	WMAQ-AM	WMAQ-AM	WLOO-FM	WLOO-FM
6 WCLR-FM	WIND-AM	WLAK-FM	WIND-AM	WIND-AM
7 WLAK-FM	WBBM-AM	WFYR-FM	WLAK-FM	WJEZ-FM
8 WIND-AM	WFYR-FM	WBBM-AM	WCLR-FM	WLUP-FM
9 WFYR-FM	WLUP-FM	WCLR-FM	WBBM-AM	WFYR-FM
10 WBBM-AM	WLAK-FM	WLUP-FM	WKQX-FM	WCLR-FM

M-F, 3-7pm

1 WGN -AM	WGN -AM	WLOO-FM	WLOO-FM	WGN -AM
2 WLOO-FM	WLS -AM	WGN -AM	WGN -AM	WLOO-FM
3 WLS -AM	WLOO-FM	WLAK-FM	WMAQ-AM	WLS -AM
4 WMAQ-AM	WMAQ-AM	WMAQ-AM	WLAK-FM	WMAQ-AM
5 WBBM-AM	WBBM-AM	WLS -AM	WLS -AM	WBBM-AM
6 WLAK-FM	WBBM-AM	WCLR-FM	WBBM-AM	WCLR-FM
7 WBBM-AM	WCLR-FM	WBBM-AM	WCLR-FM	WLAK-FM
8 WCLR-FM	WFYR-FM	WFYR-FM	WIND-AM	WFYR-FM
9 WFYR-FM	WLAK-FM	WJEZ-FM	WAIT-AM	WIND-AM
10 WJEZ-FM	WLUP-FM	WKQX-FM	WKQX-FM	WJEZ-FM

# WFYR IS THE #1 FM STATION IN CHICAGO, ADULTS 18-49! (AND WFYR IS #3 OF ALL AM AND FM STATIONS IN THE MARKET.)\*

## CHICAGO'S TOP FIFTEEN RADIO STATIONS\*

1. WLS (AM)	45200
2. WGN (AM)	40900
<b>3. WFYR 103½ FM</b>	<b>31800</b>
4. WMAQ (AM)	30700
5. WLUP (FM)	29800
6. WLOO (FM)	29200
7. WKQX (FM)	27500
8. WBMX (FM)	26600
9. WGCI (FM)	24800
10. WBBM (AM)	24700
11. WCLR (FM)	23400
12. WJEZ (FM)	23000
13. WBBM (FM)	20000
14. WIND (AM)	19300
15. WLAK (FM)	18200

\*ARB Spring, 1980 6AM-MID MON-SUN METRO AQH PERS.

# WFYR 103½ FM

## A STATION AND A HALF.

● Represented nationally by RKO Radio Sales

# Chicago

Continued from Page 68

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 62564

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	WGN -AM	16100	WGN -AM	16286	WGN -AM	14785	WGN -AM	13454	WGN -AM	14161
2	WLS -AM	15740	WLS -AM	13648	WLS -AM	13745	WLS -AM	12628	WLS -AM	13158
3	WBBM-AM	12063	WBBM-AM	10250	WBBM-AM	12429	WBBM-AM	11505	WBBM-AM	11557
4	WMAO-AM	9881	WMAO-AM	8863	WMAO-AM	8696	WLOO-FM	8707	WMAO-AM	8484
5	WLOO-FM	8072	WLUP-FM	8856	WLOO-FM	8687	WMAO-AM	8655	WLOO-FM	7871
6	WLUP-FM	7059	WLOO-FM	7871	WLUP-FM	8195	WLUP-FM	7859	WLUP-FM	7119
7	WIND-AM	6638	WBMX-FM	6672	WLAK-FM	7317	WLAK-FM	7226	WLAK-FM	6649
8	WLAK-FM	6362	WLAK-FM	6515	WIND-AM	6934	WKQX-FM	6403	WKQX-FM	6103
9	WBMX-FM	6231	WIND-AM	5836	WBMX-FM	5672	WIND-AM	6343	WIND-AM	6059
10	WEFM-FM	5651	WKQX-FM	5582	WKQX-FM	5626	WEFM-FM	5877	WEFM-FM	5726

**M-F, 6-10am**

1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WBBM-AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WLS -AM	WBBM-AM
4	WMAO-AM	WLUP-FM	WLUP-FM	WMAO-AM	WMAO-AM
5	WLUP-FM	WLOO-FM	WMAO-AM	WLUP-FM	WLUP-FM
6	WIND-AM	WMAO-AM	WLOO-FM	WLOO-FM	WIND-AM
7	WLOO-FM	WBMX-FM	WIND-AM	WIND-AM	WIND-AM
8	WBMX-FM	WIND-AM	WBMX-FM	WLAK-FM	WFYR-FM
9	WEFM-FM	WLAK-FM	WLAK-FM	WEFM-FM	WEFM-FM
10	WVON-AM	WEFM-FM	WKQX-FM	WBMX-FM	WKQX-FM

**M-F, 3-7pm**

1	WLS -AM	WGN -AM	WLS -AM	WLS -AM	WLS -AM
2	WGN -AM	WLS -AM	WGN -AM	WGN -AM	WGN -AM
3	WBBM-AM	WLUP-FM	WLOO-FM	WBBM-AM	WBBM-AM
4	WLUP-FM	WLOO-FM	WLUP-FM	WLOO-FM	WMAO-AM
5	WMAO-AM	WMAO-AM	WBBM-AM	WMAO-AM	WLOO-FM
6	WLOO-FM	WBBM-AM	WMAO-AM	WLUP-FM	WLUP-FM
7	WEFM-FM	WBMX-FM	WLAK-FM	WLAK-FM	WLAK-FM
8	WBMX-FM	WLAK-FM	WBMX-FM	WEFM-FM	WEFM-FM
9	WLAK-FM	WFYR-FM	WEFM-FM	WKQX-FM	WKQX-FM
10	WVON-AM	WEFM-FM	WKQX-FM	WIND-AM	WIND-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 8229

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WEFM-FM	WLUP-FM	WLUP-FM	WEFM-FM	WEFM-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WLUP-FM	WLUP-FM

**M-F, 6-10am**

1	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM	WLS -AM
2	WEFM-FM	WLS -AM	WLS -AM	WLUP-FM	WLUP-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WEFM-FM	WEFM-FM

**M-F, 3-7pm**

1	WLS -AM	WLS -AM	WLS -AM	WEFM-FM	WLS -AM
2	WEFM-FM	WLUP-FM	WLUP-FM	WLS -AM	WEFM-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WLUP-FM	WLUP-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 22546

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WKQX-FM	WKQX-FM	WKQX-FM
4	WBBM-FM	WBMX-FM	WFYR-FM	WFYR-FM	WFYR-FM
5	WBMX-FM	WGN -AM	WBMX-FM	WBMX-FM	WBMX-FM
6	WGN -AM	WKQX-FM	WBBM-FM	WBBM-FM	WBMX-FM
7	WMAO-AM	WBBM-FM	WXRT-FM	WXRT-FM	WCCI-FM
8	WDAI-FM	WDAI-FM	WMAO-AM	WMET-FM	WMET-FM
9	WKQX-FM	WEFM-FM	WCLR-FM	WCLR-FM	WCLR-FM
10	WCLR-FM	WMAO-AM	WMET-FM	WEFM-FM	WEFM-FM

**M-F, 6-10am**

1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WBMX-FM	WGN -AM	WFYR-FM
4	WGN -AM	WBMX-FM	WFYR-FM	WKQX-FM	WKQX-FM
5	WBBM-FM	WGN -AM	WKQX-FM	WFYR-FM	WBBM-FM
6	WBMX-FM	WKQX-FM	WGN -AM	WBMX-FM	WBMX-FM
7	WXRT-FM	WBBM-FM	WMAO-AM	WMAO-AM	WGN -AM
8	WCLR-FM	WEFM-FM	WCLR-FM	WBBM-FM	WMAO-AM
9	WBBM-AM	WCLR-FM	WCCI-FM	WMET-FM	WCCI-FM
10	WDAI-FM	WMAO-AM	WBBM-FM	WBBM-AM	WBBM-AM

**M-F, 3-7pm**

1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WBMX-FM	WKQX-FM	WKQX-FM
4	WBMX-FM	WBMX-FM	WKQX-FM	WFYR-FM	WFYR-FM
5	WBBM-FM	WGN -AM	WFYR-FM	WBMX-FM	WBMX-FM
6	WMAO-AM	WBBM-FM	WMET-FM	WMET-FM	WMET-FM
7	WCLR-FM	WKQX-FM	WBBM-FM	WBBM-FM	WMET-FM
8	WEFM-FM	WDAI-FM	WCCI-FM	WXRT-FM	WMAO-AM
9	WDAI-FM	WCLR-FM	WMAO-AM	WEFM-FM	WCCI-FM
10	WGN -AM	WEFM-FM	WCLR-FM	WMAO-AM	WBBM-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 30183

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WMAO-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAO-AM	WBBM-AM	WLOO-FM	WMAO-AM	WMAO-AM
5	WLOO-FM	WLOO-FM	WMAO-AM	WLOO-FM	WLOO-FM
6	WLAK-FM	WLAK-FM	WLAK-FM	WLAK-FM	WFYR-FM
7	WCLR-FM	WBMX-FM	WKQX-FM	WKQX-FM	WCLR-FM
8	WIND-AM	WKQX-FM	WCLR-FM	WCLR-FM	WKQX-FM
9	WBMX-FM	WFYR-FM	WFYR-FM	WIND-AM	WIND-AM
10	WFYR-FM	WCLR-FM	WIND-AM	WFYR-FM	WLAK-FM

**M-F, 6-10am**

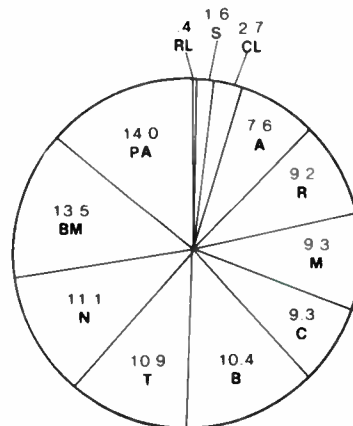
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAO-AM	WLOO-FM	WLOO-FM	WMAO-AM	WMAO-AM
5	WLOO-FM	WMAO-AM	WMAO-AM	WLOO-FM	WLOO-FM
6	WLAK-FM	WBMX-FM	WLAK-FM	WIND-AM	WIND-AM
7	WIND-AM	WIND-AM	WBMX-FM	WCLR-FM	WFYR-FM
8	WCLR-FM	WLAK-FM	WLAK-FM	WCLR-FM	WCLR-FM
9	WFYR-FM	WLUP-FM	WKQX-FM	WKQX-FM	WKQX-FM
10	WBMX-FM	WFYR-FM	WIND-AM	WFYR-FM	WJEZ-FM

**M-F, 3-7pm**

1	WGN -AM	WGN -AM	WLOO-FM	WLS -AM	WLS -AM
2	WLS -AM	WLS -AM	WLOO-FM	WLS -AM	WLS -AM
3	WMAO-AM	WMAO-AM	WGN -AM	WLOO-FM	WMAO-AM
4	WLOO-FM	WLOO-FM	WMAO-AM	WMAO-AM	WBBM-AM
5	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WLOO-FM
6	WLAK-FM	WCLR-FM	WLAK-FM	WLAK-FM	WFYR-FM
7	WCLR-FM	WFYR-FM	WCLR-FM	WKQX-FM	WCLR-FM
8	WBMX-FM	WBMX-FM	WKQX-FM	WCLR-FM	WLAK-FM
9	WFYR-FM	WLAK-FM	WFYR-FM	WFYR-FM	WIND-AM
10	WBBM-FM	WKQX-FM	WBMX-FM	WBMX-FM	WKQX-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Cincinnati

METRO RANK

26

## A/M '80 Market Overview

Diary return in the Cincinnati metro this spring was down more than 200 diaries from the Fall survey, but was still higher than A/M '79. Unfortunately, one of the more unstable demos, men 18-24, was perhaps rendered more unreliable this sweep owing to the loss of a number of diaries. In the A/M '79 sweep there were approximately 99 diaries retrieved from this cell; in the fall there were 113; in A/M '80 there were just 75 male 18-24 diaries.

The usual order of events transpired, as WLW, with Reds baseball, came out on top. WLW tied in as much as possible with the baseball team, giving away red cars and using an extensive busboard campaign to spread the word. The season began just before the Arbitron sweep started, good timing or WLW. With a revised musical approach (more rock-oriented), the station still led the 25-54 adult category with almost 15%, virtually the same as last year.

WBEN made dramatic 18-34 gains. In the last year the station has more than doubled its total share and its 18-34 share has shown almost equally spectacular growth. The station scored more than 8% of the young adult audience, up from just over 0% last spring. WEBN has a well-balanced demographic spread among teens and 18-34 cells. The station promoted its Superstars format with a bigger budget, using TV spots and newspaper ads. WEBN also sponsored hot air balloon rides and lessons.

Runner-up in the 18-34 field was Top 40 WKRQ, the dominant teen station. It earned just under a 5% share of the young adult market, and over one-third of the AQH teen audience. There was no outside ad campaign for WKRQ this sweep, but the station did try to generate excitement on-air. Besides P/T-shirt giveaways, WKRQ gave away a Datsun 80ZX sports car plus \$5000 for gasoline.

Other noteworthy occurrences included WCKY's substantial 35+ decline and overall 12+ drop, and country WUBE-FM's continuing rise.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 11261

A/M '79	O/N '79	A/M '80			
1 WLW -AM	15.6	WKRC -AM	11.8	WLW -AM (PA)	4.5
2 WKRC -AM	12.1	WCKY -AM	11.1	WKRC -AM (M)	10.7
3 WCKY -AM	10.8	WLW -AM	9.9	WEBN -FM (A)	9.7
4 WKRC -AM	8.3	WKRC -AM	9.6	WKRC -AM (PA)	8.0
5 WVEZ -FM	7.1	WEBN -FM	9.1	WCKY -AM (PA)	8.0
6 WSAI -FM	6.0	WVEZ -FM	7.6	WVEZ -FM (M)	6.3
7 WUBE -FM	5.1	WUBE -FM	5.4	WUBE -FM (M)	5.8
8 WLQA -FM	5.0	WLQA -FM	5.0	WSAI -FM (A)	5.5
9 WEBN -FM	4.3	WSAI -FM	4.4	WCIN -AM (M)	4.3
10 WSAI -AM	3.1	WCIN -AM	3.2	WSAI -AM (C)	3.9
11 WLWS -FM	3.1	WSAI -AM	3.0	WLQA -FM (M)	3.1
12 WCIN -AM	2.7	WLWS -FM	2.2	WSKS -FM (M)	2.4
13 WOKV -FM	2.6	WOKV -FM	2.2	WUBE -AM (M)	1.7
14 WUBE -AM	1.9	WLWV -FM	1.8	WLWV -FM (PA)	1.6
15 WLWV -FM	1.3	WUBE -AM	1.6	WOKV -FM (M)	1.2
16 WNOP -AM	1.0	WNOP -AM	1.3	WNOP -AM (C)	1.1
17 WHIO -FM	0.5	WDAO -FM	1.0	WDAO -FM (M)	0.9
18 WZIP -AM	0.5	WZIP -AM	0.8	WONE -AM (M)	0.5
19 WONE -AM	0.5	WONE -AM	0.8	WLYK -FM (M)	0.5
20 WHKK -FM	0.4	WPBF -FM	0.6	WHIO -FM (PA)	0.4
21 WLYK -FM	0.4	WHIO -FM	0.6		
22 WPBF -FM	0.3	WPBF -AM	0.5		

### Average Persons Trends/Rankings

Total 12+

S, 6am-Midnight

P(00): 11261

A/M '79	O/N '79	A/M '80			
1 WLW -AM	271	WKRC -AM	188	WLW -AM	232
2 WKRC -AM	210	WCKY -AM	177	WKRC -AM	171
3 WCKY -AM	187	WLW -AM	158	WEBN -FM	154
4 WKRC -AM	145	WKRC -AM	153	WKRC -AM	128
5 WVEZ -FM	123	WEBN -FM	146	WCKY -AM	127
6 WSAI -FM	105	WVEZ -FM	121	WVEZ -FM	101
7 WUBE -FM	88	WUBE -FM	86	WUBE -FM	92
8 WLQA -FM	87	WLQA -FM	80	WSAI -FM	88
9 WEBN -FM	74	WSAI -FM	70	WCIN -AM	69
10 WSAI -AM	54	WCIN -AM	51	WSAI -AM	63

M-F, 8-10am

1 WCKY -AM	WLW -AM	WLW -AM
2 WLW -AM	WCKY -AM	WCKY -AM
3 WKRC -AM	WKRC -AM	WKRC -AM
4 WKRC -AM	WKRC -AM	WKRC -AM
5 WUBE -FM	WEBN -FM	WEBN -FM
6 WVEZ -FM	WVEZ -FM	WUBE -FM
7 WLQA -FM	WUBE -FM	WSAI -AM
8 WSAI -FM	WLQA -FM	WVEZ -FM
9 WEBN -FM	WCIN -AM	WCIN -AM
10 WSAI -AM	WSAI -FM	WSAI -FM

M-F, 3-7pm

1 WLW -AM	WKRC -FM	WKRC -FM
2 WKRC -FM	WCKY -AM	WEBN -FM
3 WCKY -AM	WLW -AM	WLW -AM
4 WKRC -AM	WEBN -FM	WCKY -AM
5 WVEZ -FM	WVEZ -FM	WKRC -AM
6 WSAI -FM	WKRC -AM	WVEZ -FM
7 WLQA -FM	WLQA -FM	WSAI -FM
8 WUBE -FM	WUBE -FM	WUBE -FM
9 WEBN -FM	WSAI -FM	WSAI -AM
10 WLWS -FM	WSAI -AM	WCIN -AM

Teens

M-S, 6am-Midnight

POP(00): 1485

A/M '79	O/N '79	A/M '80
1 WKRC -FM	WKRC -FM	WKRC -FM
2 WSAI -FM	WEBN -FM	WEBN -FM
3 WOKV -FM	WSAI -FM	WSAI -FM

M-F, 8-10am

1 WKRC -FM	WKRC -FM	WKRC -FM
2 WSAI -FM	WEBN -FM	WEBN -FM
3 WCIN -AM	WSAI -FM	WSAI -FM

M-F, 3-7pm

1 WKRC -FM	WKRC -FM	WKRC -FM
2 WSAI -FM	WEBN -FM	WEBN -FM
3 WOKV -FM	WSAI -FM	WSAI -FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

A/M '79	O/N '79	A/M '80
1 WKRC -FM	WEBN -FM	WEBN -FM
2 WSAI -FM	WKRC -FM	WKRC -FM
3 WEBN -FM	WSAI -FM	WSAI -FM
4 WLW -AM	WKRC -AM	WKRC -AM
5 WKRC -AM	WLW -AM	WLW -AM
6 WLWS -FM	WUBE -FM	WUBE -FM
7 WLQA -FM	WLWS -FM	WCIN -AM
8 WUBE -FM	WLQA -FM	WSAI -AM
9 WOKV -FM	WVEZ -FM	WSKS -FM
10 WCIN -AM	WSAI -AM	WVEZ -FM

M-F, 8-10am

1 WKRC -FM	WEBN -FM	WEBN -FM
2 WKRC -AM	WKRC -FM	WKRC -FM
3 WLW -AM	WKRC -AM	WKRC -AM
4 WEBN -FM	WLW -AM	WLW -AM
5 WSAI -FM	WSAI -FM	WUBE -FM
6 WLWS -FM	WUBE -FM	WSAI -FM
7 WLQA -FM	WLQA -FM	WCIN -AM
8 WUBE -FM	WCIN -AM	WSAI -AM
9 WOKV -FM	WSAI -AM	WCKY -AM
10 WCIN -AM	WLWS -FM	WVEZ -FM

M-F, 3-7pm

1 WKRC -FM	WEBN -FM	WEBN -FM
2 WSAI -FM	WKRC -FM	WKRC -FM
3 WEBN -FM	WSAI -FM	WSAI -FM
4 WLWS -FM	WKRC -AM	WKRC -AM
5 WLW -AM	WLQA -FM	WLW -AM
6 WKRC -AM	WLW -AM	WCIN -AM
7 WLQA -FM	WUBE -FM	WSAI -AM
8 WUBE -FM	WLWS -FM	WUBE -FM
9 WOKV -FM	WVEZ -FM	WVEZ -FM
10 WCIN -AM	WSAI -AM	WCKY -AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5234

A/M '79	O/N '79	A/M '80
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC -AM	WKRC -AM	WKRC -AM
3 WUBE -FM	WCKY -AM	WEBN -FM
4 WKRC -FM	WVEZ -FM	WKRC -FM
5 WCKY -AM	WUBE -FM	WUBE -FM
6 WVEZ -FM	WKRC -FM	WCKY -AM
7 WLQA -FM	WEBN -FM	WVEZ -FM
8 WEBN -FM	WLQA -FM	WSAI -AM
9 WLWS -FM	WSAI -AM	WLQA -FM
10 WSAI -AM	WCIN -AM	WCIN -AM

M-F, 8-10am

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC -AM	WKRC -AM	WKRC -AM
3 WCKY -AM	WCKY -AM	WCKY -AM
4 WKRC -FM	WUBE -FM	WUBE -FM
5 WUBE -FM	WKRC -FM	WEBN -FM
6 WLQA -FM	WLQA -FM	WKRC -FM
7 WVEZ -FM	WVEZ -FM	WSAI -AM
8 WEBN -FM	WEBN -FM	WVEZ -FM
9 WLWS -FM	WSAI -AM	WLQA -FM
10 WSAI -AM	WCIN -AM	WCIN -AM

M-F, 3-7pm

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC -AM	WCKY -AM	WKRC -AM
3 WVEZ -FM	WKRC -FM	WEBN -FM
4 WUBE -FM	WKRC -AM	WKRC -FM
5 WCKY -AM	WUBE -FM	WCKY -AM
6 WKRC -FM	WVEZ -FM	WSAI -AM
7 WLQA -FM	WEBN -FM	WVEZ -FM
8 WEBN -FM	WLQA -FM	WUBE -FM
9 WSAI -AM	WSAI -AM	WLQA -FM
10 WLWS -FM	WLWV -FM	WCIN -AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11261

A/M '79	O/N '79	A/M '80			
1 WLW -AM	4568	WLW -AM	3271	WLW -AM	4016
2 WKRC -FM	2990	WKRC -FM	2837	WKRC -FM	2840
3 WKRC -AM	2533	WKRC -AM	2636	WKRC -AM	2648
4 WCKY -AM	1944	WEBN -FM	2089	WEBN -FM	2247
5 WVEZ -FM	1518	WCKY -AM	1863	WVEZ -FM	1659
6 WSAI -FM	1390	WVEZ -FM	1719	WCKY -AM	1632
7 WEBN -FM	1293	WSAI -FM	1461	WSAI -FM	1418
8 WSAI -AM	1081	WSAI -AM	1146	WSAI -AM	1350
9 WLQA -FM	1069	WUBE -FM	1135	WUBE -FM	1014
10 WOKV -FM	1008	WLQA -FM	1103	WCIN -AM	896

M-F, 8-10am

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC -FM	WKRC -FM	WKRC -AM
3 WKRC -AM	WKRC -AM	WKRC -FM
4 WCKY -AM	WCKY -AM	WCKY -AM
5 WSAI -FM	WEBN -FM	WEBN -FM
6 WVEZ -FM	WVEZ -FM	WSAI -AM
7 WEBN -FM	WSAI -FM	WVEZ -FM
8 WCIN -AM	WUBE -FM	WSAI -FM
9 WLQA -FM	WLQA -FM	WUBE -FM
10 WSAI -AM	WCIN -AM	WCIN -AM

M-F, 3-7pm

1 WLW -AM	WKRC -FM	WKRC -FM
2 WKRC -FM	WLW -AM	WLW -AM
3 WCKY -AM	WEBN -FM	WEBN -FM
4 WKRC -AM	WCKY -AM	WKRC -AM
5 WVEZ -FM	WKRC -AM	WKRC -AM
6 WSAI -FM	WVEZ -FM	WVEZ -FM
7 WEBN -FM	WSAI -FM	WSAI -FM
8 WLQA -FM	WLQA -FM	WSAI -AM
9 WUBE -FM	WUBE -FM	WUBE -FM
10 WOKV -FM	WSAI -AM	WCIN -AM

Teens

M-S, 6am-Midnight

POP(00): 1485

A/M '79	O/N '79	A/M '80
1 WKRC -FM	WKRC -FM	WKRC -FM
2 WLW -AM	WSAI -FM	WEBN -FM
3 WOKV -FM	WEBN -FM	WSAI -FM

M-F, 8-10am

1 WKRC -FM	WKRC -FM	WKRC -FM
2 WSAI -FM	WEBN -FM	WEBN -FM
3 WOKV -FM	WSAI -FM	WSAI -FM

M-F, 3-7pm

1 WKRC -FM	WKRC -FM	WKRC -FM
2 WSAI -FM	WEBN -FM	WEBN -FM
3 WOKV -FM	WSAI -FM	WSAI -FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

A/M '79	O/N '79	A/M '80
1 WKRC -FM	WEBN -FM	WKRC -FM
2 WLW -AM	WKRC -FM	WEBN -FM
3 WEBN -FM	WKRC -AM	WLW -AM
4 WKRC -AM	WLW -AM	WKRC -AM
5 WSAI -FM	WSAI -FM	WSAI -FM
6 WOKV -FM	WOKV -FM	WSAI -AM
7 WLWS -FM	WCIN -AM	WSKS -FM
8 WCIN -AM	WLWS -FM	WUBE -FM
9 WLQA -FM	WUBE -FM	WOKV -FM
10 WSAI -AM	WVEZ -FM	WCIN -AM

M-F, 8-10am

1 WKRC -FM	WEBN -FM	WKRC -FM
2 WKRC -AM	WKRC -FM	WEBN -FM
3 WLW -AM	WKRC -AM	WKRC -AM
4 WEBN -FM	WLW -AM	WLW -AM
5 WSAI -FM	WSAI -FM	WSAI -FM
6 WLWS -FM	WUBE -FM	WSAI -AM
7 WCIN -AM	WSAI -AM	WUBE -FM
8 WLQA -FM	WLWS -FM	WCIN -AM
9 WOKV -FM	WCIN -AM	WSKS -FM
10 WUBE -FM	WUBE -FM	WCKY -AM

M-F, 3-7pm

1 WKRC -FM	WEBN -FM	WEBN -FM
2 WLW -AM	WKRC -FM	WKRC -FM
3 WSAI -FM	WSAI -FM	WSAI -FM
4 WEBN -FM	WLW -AM	WKRC -AM
5 WKRC -AM	WKRC -AM	WLW -AM
6 WLWS -FM	WSAI -AM	WSAI -AM
7 WOKV -FM	WUBE -FM	WUBE -FM
8 WCIN -AM	WLWS -FM	WCIN -AM
9 WLQA -FM	WVEZ -FM	WSKS -FM
10 WUBE -FM	WOKV -FM	WVEZ -FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5234

A/M '79	O/N '79	A/M '80
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC -AM	WKRC -AM	WKRC -AM
3 WKRC -FM	WKRC -FM	WKRC -FM
4 WUBE -FM	WVEZ -FM	WSAI -AM
5 WVEZ -FM	WCKY -AM	WVEZ -FM
6 WEBN -FM	WEBN -FM	WEBN -FM
7 WSAI -AM	WUBE -FM	WCKY -AM
8 WUBE -FM	WSAI -AM	WUBE -FM
9 WLQA -FM	WLQA -FM	WLQA -FM
10 WSAI -FM	WSAI -FM	WSAI -FM

# Cleveland

METRO RANK

16

## A/M '80 Market Overview

The first Cleveland Spring survey with ESF showed the demographic poles scoring well. Beautiful Music **WQAL** and **WDOK** ranked 1-3, while AOR giant **WMMS** occupied the number two spot.

As is usually the case, **Bonneville**-programmed **WQAL** was tops in this sweep, not only in total persons but also among 25-54 adults. **WQAL** generated its best 25-54 showing in recent books with a share of almost 12% of the audience. TV commercials were used to promote the station.

**WDOK** was second 25-54, with a share comparable to winter, just over 9% of the average audience in this demo. The **Churchill**-formatted station conducted an extensive TV campaign, featuring the **Patrick O'Neal** and **Henry Mancini** commercials. Newspaper and busboard exposure was also used as part of a larger ad effort.

At the younger end of the demographic spectrum, **WMMS** remained ahead, but **WZZP** came on strong this book. **WMMS** believes that a station has to be good every day, and uses a consistent ad campaign of TV and newspaper exposure, as well as T-shirts and bumper stickers. The station uses the research capabilities of **Burkhart-Abrams**. It all paid off in the spring with an 18-34 share of almost 20%, up slightly from J/F '80.

**WZZP** edged **WGCL** in total persons and surged to take second in 18-34's. After the Winter book, **WZZP** underwent a major overhaul. The station realigned all air shifts except AM drive, and began to conduct much more call-out research. A new programming/sales target was set (adults 18-49), and the music was shifted with that goal in mind. The net result was that **WZZP** tripled last year's spring 18-34 showing, scoring more than 12% and becoming the only station besides **WMMS** with a double-digit share in this demo. An ad campaign using TV, busboards, and billboards in roughly equal proportions helped spread the word.

**WGCL**, the top teen station in Cleveland, remained at approximately 9% of the 18-34 market. Staff changes took place on **WGCL**, as the PM drive personality went to **WLS/Chicago** and was replaced by the nighttime jock.

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 16058

AM '79	ON '79	JF '80	AM '80
1 WQAL-FM 9.7	WDOK-FM 9.8	WQAL-FM 8.8	WQAL-FM (M) 10.4
2 WDOK-FM 7.9	WQAL-FM 9.8	WERE-AM 8.3	WMMS-FM (A) 9.0
3 WMMS-FM 7.7	WHK -AM 8.9	WMMS-FM 7.9	WDOK-FM (M) 8.3
4 WHK -AM 7.2	WMMS-FM 7.9	WDOK-FM 7.5	WERE-AM (M) 7.9
5 WGCL-FM 7.1	WGAR-AM 7.0	WGCL-FM 6.8	WHK -AM (M) 7.0
6 WWWE-AM 6.3	WGCL-FM 7.0	WHK -AM 6.7	WZZP-FM (M) 6.0
7 WGAR-AM 6.2	WERE-AM 5.7	WGAR-AM 6.2	WGCL-FM (M) 5.9
8 WJMO-AM 5.8	WJMO-AM 5.4	WKSU-FM 4.6	WWWE-AM (M) 5.5
9 WERE-AM 5.5	WJW -AM 4.6	WZZP-FM 4.3	WGAR-AM (M) 5.3
10 WWHM-FM 5.2	WWWE-AM 3.5	WJW -AM 4.3	WJW -AM (M) 4.8
11 WKSU-FM 4.2	WDMT-FM 3.1	WDMT-FM 4.1	WDMT-FM (M) 4.5
12 WJW -AM 3.8	WKSU-FM 3.1	WWWE-AM 4.0	WLYT-FM (M) 2.8
13 WCLV-FM 2.9	WWHM-FM 2.7	WJMO-AM 3.7	WKSU-FM (M) 2.6
14 WZZP-FM 2.3	WLYT-FM 2.6	WCLV-FM 3.5	WCLV-FM (M) 2.4
15 WBBG-AM 2.3	WZZP-FM 2.4	WJMO-AM 2.4	WJMO-AM (M) 2.4
16 WKDD-FM 1.8	WCLV-FM 1.8	WWWE-AM 2.0	WBBG-AM (M) 2.1
17 WDHT-FM 1.8	WABQ-AM 1.8	WJW -AM 1.7	WWHM-FM (M) 2.0
18 WSLR-AM 1.3	WKDD-FM 1.7	WBBG-AM 1.6	WABQ-AM (M) 1.4
19 WABQ-AM 1.3	WZAK-FM 1.4	WDBN-FM 1.5	WABQ-AM (M) 1.0
20 WZAK-FM 1.3	WSLR-AM 1.3	WABQ-AM 1.3	WKDD-FM (M) 0.9
21 WLYT-FM 1.0	WBBG-AM 1.3	WKDD-FM 1.1	WDBN-FM (M) 0.7
22 WDBN-FM 0.8	WDBN-FM 0.8	WSUM-AM 1.0	WPVL-AM (M) 0.5
23 WPVL-AM 0.8	WELW-AM 0.6	WSLR-AM 0.8	WSLR-AM (M) 0.4
24 WELW-AM 0.5	WSUM-AM 0.5	WELW-AM 0.7	
25 CKLW-AM 0.5	WPVL-AM 0.4	WPVL-AM 0.4	

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 16058

AM '79	ON '79	JF '80	AM '80
1 WQAL-FM 230	WDOK-FM 242	WQAL-FM 213	WQAL-FM 260
2 WDOK-FM 188	WQAL-FM 240	WERE-AM 202	WMMS-FM 225
3 WMMS-FM 184	WHK -AM 219	WMMS-FM 193	WDOK-FM 207
4 WHK -AM 172	WMMS-FM 195	WDOK-FM 182	WERE-AM 196
5 WGCL-FM 170	WGAR-AM 172	WGCL-FM 166	WHK -AM 174
6 WWWE-AM 149	WGCL-FM 171	WHK -AM 162	WZZP-FM 149
7 WGAR-AM 148	WERE-AM 139	WGAR-AM 150	WZAK-FM 147
8 WJMO-AM 139	WJMO-AM 133	WKSU-FM 112	WWWE-AM 137
9 WERE-AM 132	WJW -AM 112	WZZP-FM 105	WGAR-AM 132
10 WWHM-FM 123	WWWE-AM 85	WJW -AM 105	WJW -AM 119

M-F, 6-10am

1 WHK -AM	WHK -AM	WHK -AM	WHK -AM
2 WGAR-AM	WGAR-AM	WERE-AM	WERE-AM
3 WQAL-FM	WQAL-FM	WGAR-AM	WGAR-AM
4 WERE-AM	WDOK-FM	WQAL-FM	WQAL-FM
5 WGCL-FM	WERE-AM	WMMS-FM	WDOK-FM
6 WMMS-FM	WMMS-FM	WDOK-FM	WMMS-FM
7 WDOK-FM	WJW -AM	WJW -AM	WJW -AM
8 WJW -AM	WJMO-AM	WGCL-FM	WGCL-FM
9 WJMO-AM	WGCL-FM	WWWE-AM	WWWE-AM
10 WWWE-AM	WWWE-AM	WKSU-FM	WZZP-FM

M-F, 3-7pm

1 WQAL-FM	WDOK-FM	WQAL-FM	WQAL-FM
2 WDOK-FM	WQAL-FM	WMMS-FM	WMMS-FM
3 WMMS-FM	WMMS-FM	WERE-AM	WDOK-FM
4 WGCL-FM	WGCL-FM	WDOK-FM	WZZP-FM
5 WJMO-AM	WGAR-AM	WGCL-FM	WERE-AM
6 WGAR-AM	WERE-AM	WGAR-AM	WGCL-FM
7 WERE-AM	WHK -AM	WZZP-FM	WJW -AM
8 WHK -AM	WJMO-AM	WDMT-FM	WDHT-FM
9 WWHM-FM	WJW -AM	WJMO-AM	WHK -AM
10 WWWE-AM	WLYT-FM	WKSU-FM	WGAR-AM

Teens

M-S, 6am-Midnight  
POP(00): 2059

AM '79	ON '79	JF '80	AM '80
1 WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2 WWHM-FM	WMMS-FM	WLYT-FM	WGCL-FM
3 WJMO-AM	WLYT-FM	WMMS-FM	WLYT-FM

M-F, 6-10am

1 WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2 WJMO-AM	WMMS-FM	WLYT-FM	WLYT-FM
3 WMMS-FM	WJMO-AM	WMMS-FM	WMMS-FM

M-F, 3-7pm

1 WWHM-FM	WGCL-FM	WGCL-FM	WMMS-FM
2 WGCL-FM	WLYT-FM	WLYT-FM	WLYT-FM
3 WJMO-AM	WMMS-FM	WMMS-FM	WGCL-FM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 5453

AM '79	ON '79	JF '80	AM '80
1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM	WZZP-FM
3 WGCL-FM	WGCL-FM	WGCL-FM	WGAR-AM
4 WWHM-FM	WJMO-AM	WDMT-FM	WGCL-FM
5 WJMO-AM	WHK -AM	WZZP-FM	WDHT-FM
6 WWWE-AM	WDHT-FM	WJMO-AM	WWWE-AM
7 WZZP-FM	WWWE-AM	WJMO-AM	WWWE-AM
8 WDHT-FM	WZZP-FM	WCLV-FM	WQAL-FM
9 WKDD-FM	WWWE-AM	WQAL-FM	WBBG-AM
10 WQAL-FM	WDOK-FM	WWWE-AM	WHK -AM

M-F, 6-10am

1 WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2 WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM
3 WGCL-FM	WHK -AM	WGCL-FM	WZZP-FM
4 WJMO-AM	WJMO-AM	WDMT-FM	WGCL-FM
5 WWHM-FM	WGCL-FM	WWWE-AM	WDHT-FM
6 WHK -AM	WWWE-AM	WZZP-FM	WHK -AM
7 WWWE-AM	WDHT-FM	WHK -AM	WBBG-AM
8 WQAL-FM	WDOK-FM	WJMO-AM	WWWE-AM
9 WZZP-FM	WMMS-FM	WJMO-AM	WQAL-FM
10 WKSU-FM	WQAL-FM	WQAL-FM	WDOK-FM

M-F, 3-7pm

1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WZZP-FM	WZZP-FM
3 WGCL-FM	WGCL-FM	WDHT-FM	WGAR-AM
4 WWHM-FM	WJMO-AM	WJMO-AM	WGCL-FM
5 WJMO-AM	WZZP-FM	WGAR-AM	WDHT-FM
6 WDHT-FM	WDHT-FM	WGCL-FM	WJMO-AM
7 WQAL-FM	WLYT-FM	WWWE-AM	WQAL-FM
8 WWWE-AM	WWWE-AM	WJMO-AM	WBBG-AM
9 WZZP-FM	WJMO-AM	WCLV-FM	WDOK-FM
10 WHK -AM	WDOK-FM	WQAL-FM	WWWE-AM

Adults 25-54

M-S, 6am-Midnight  
POP(00): 7652

AM '79	ON '79	JF '80	AM '80
1 WQAL-FM	WHK -AM	WQAL-FM	WQAL-FM
2 WHK -AM	WQAL-FM	WGAR-AM	WDOK-FM
3 WGAR-AM	WGAR-AM	WDOK-FM	WWWE-AM
4 WWWE-AM	WDOK-FM	WHK -AM	WGAR-AM
5 WDOK-FM	WJW -AM	WGCL-FM	WZZP-FM
6 WGCL-FM	WMMS-FM	WWWE-AM	WHK -AM
7 WJMO-AM	WGCL-FM	WERE-AM	WERE-AM
8 WKSU-FM	WJMO-AM	WKSU-FM	WJW -AM
9 WMMS-FM	WWWE-AM	WJW -AM	WGCL-FM
10 WCLV-FM	WERE-AM	WCLV-FM	WKSU-FM

M-F, 6-10am

1 WGAR-AM	WHK -AM	WGAR-AM	WGAR-AM
2 WQAL-FM	WGAR-AM	WHK -AM	WHK -AM
3 WHK -AM	WQAL-FM	WQAL-FM	WQAL-FM
4 WGCL-FM	WDOK-FM	WDOK-FM	WDOK-FM
5 WERE-AM	WJW -AM	WERE-AM	WWWE-AM
6 WWWE-AM	WJMO-AM	WWWE-AM	WERE-AM
7 WJW -AM	WERE-AM	WJW -AM	WJW -AM
8 WMMS-FM	WERE-AM	WGCL-FM	WZZP-FM
9 WDOK-FM	WMMS-FM	WJW -AM	WDHT-FM
10 WKSU-FM	WGCL-FM	WJMO-AM	WBBG-AM

M-F, 3-7pm

1 WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2 WDOK-FM	WGAR-AM	WGAR-AM	WDOK-FM
3 WGAR-AM	WDOK-FM	WDOK-FM	WZZP-FM
4 WWWE-AM	WHK -AM	WWWE-AM	WGAR-AM
5 WHK -AM	WJW -AM	WERE-AM	WJW -AM
6 WJMO-AM	WMMS-FM	WERE-AM	WERE-AM
7 WKSU-FM	WERE-AM	WZZP-FM	WHK -AM
8 WGCL-FM	WGCL-FM	WGCL-FM	WWWE-AM
9 WJW -AM	WJMO-AM	WCLV-FM	WGCL-FM
10 WMMS-FM	WWWE-AM	WGCL-FM	WMMS-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 16058

AM '79	ON '79	JF '80	AM '80
1 WGAR-AM 3236	WHK -AM 3612	WGCL-FM 2843	WQAL-FM 3090
2 WGCL-FM 3167	WQAL-FM 3088	WERE-AM 2655	WGCL-FM 2844
3 WQAL-FM 3018	WGAR-AM 3046	WGAR-AM 2617	WDOK-FM 2840
4 WWWE-AM 2644	WGCL-FM 2924	WQAL-FM 2548	WMMS-FM 2618
5 WMMS-FM 2580	WMMS-FM 2831	WMMS-FM 2492	WERE-AM 2610
6 WERE-AM 2545	WDOK-FM 2646	WHK -AM 2314	WWWE-AM 2297
7 WDOK-FM 2530	WERE-AM 2414	WWWE-AM 2263	WGAR-AM 2244
8 WHK -AM 2453	WWWE-AM 2256	WDOK-FM 2232	WZZP-FM 2132
9 WWHM-FM 2192	WZZP-FM 1815	WZZP-FM 1821	WHK -AM 2050
10 WJW -AM 1739	WJW -AM 1801	WJW -AM 1568	WDHT-FM 1530



# WMMMS 101 FM



## *Pride of Cleveland*

**#1 Persons 12+ TSA, ADI\***

**#1 Adults 18+  
TSA, ADI**

**#1 Adults 18-34 Metro,  
TSA, ADI**

\* All figures April-May 1980 ARB. Avg. 5-9p., Mon-Sun. 6AM-Midnight, subject to the limitations thereof.



# Cleveland

Continued from Page 72

**M-F, 6-10am**

1	WGAR-AM	WGAR-AM	WERE-AM	WERE-AM
2	WERE-AM	WHK -AM	WHK -AM	WHK -AM
3	WQAL-FM	WQAL-FM	WGAR-AM	WMMS-FM
4	WGCL-FM	WMMS-FM	WQAL-FM	WGAR-AM
5	WHK -AM	WERE-AM	WMMS-FM	WQAL-FM
6	WMMS-FM	WDOK-FM	WGCL-FM	WGAR-AM
7	WDOK-FM	WQAL-FM	WQAL-FM	WQAL-FM
8	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
9	WJMO-AM	WQAL-FM	WQAL-FM	WQAL-FM
10	WJW -AM	WQAL-FM	WQAL-FM	WQAL-FM

**M-F, 3-7pm**

1	WGCL-FM	WQAL-FM	WMMS-FM	WQAL-FM
2	WDOK-FM	WGCL-FM	WGCL-FM	WGCL-FM
3	WGAR-AM	WMMS-FM	WGCL-FM	WMMS-FM
4	WQAL-FM	WDOK-FM	WQAL-FM	WDOK-FM
5	WMMS-FM	WGAR-AM	WERE-AM	WERE-AM
6	WQAL-FM	WERE-AM	WQAL-FM	WQAL-FM
7	WERE-AM	WHK -AM	WDOK-FM	WGAR-AM
8	WQAL-FM	WQAL-FM	WHK -AM	WDHT-FM
9	WHK -AM	WQAL-FM	WQAL-FM	WQAL-FM
10	WJMO-AM	WQAL-FM	WQAL-FM	WQAL-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 2059

A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WGCL-FM	WGCL-FM
2	WQAL-FM	WMMS-FM	WQAL-FM
3	WZPP-FM	WLYT-FM	WZPP-FM

**M-F, 6-10am**

1	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2	WMMS-FM	WMMS-FM	WLYT-FM	WLYT-FM
3	WQAL-FM	WLYT-FM	WMMS-FM	WMMS-FM

**M-F, 3-7pm**

1	WGCL-FM	WGCL-FM	WGCL-FM	WLYT-FM
2	WQAL-FM	WLYT-FM	WLYT-FM	WGCL-FM
3	WZPP-FM	WMMS-FM	WMMS-FM	WMMS-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 5453

A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGCL-FM
3	WMMS-FM	WGCL-FM	WZPP-FM
4	WQAL-FM	WHK -AM	WQAL-FM
5	WQAL-FM	WZPP-FM	WQAL-FM
6	WZPP-FM	WQAL-FM	WQAL-FM
7	WJMO-AM	WQAL-FM	WQAL-FM
8	WQAL-FM	WQAL-FM	WQAL-FM
9	WDHT-FM	WQAL-FM	WQAL-FM
10	WHK -AM	WQAL-FM	WQAL-FM

**M-F, 6-10am**

1	WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2	WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM
3	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
4	WQAL-FM	WHK -AM	WDHT-FM	WZPP-FM
5	WJMO-AM	WQAL-FM	WQAL-FM	WDHT-FM
6	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
7	WZPP-FM	WQAL-FM	WQAL-FM	WQAL-FM
8	WDHT-FM	WQAL-FM	WQAL-FM	WQAL-FM
9	WHK -AM	WQAL-FM	WQAL-FM	WQAL-FM
10	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM

**M-F, 3-7pm**

1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGCL-FM	WGAR-AM	WGAR-AM	WZPP-FM
3	WGAR-AM	WGCL-FM	WGCL-FM	WGCL-FM
4	WQAL-FM	WQAL-FM	WQAL-FM	WGAR-AM
5	WJMO-AM	WZPP-FM	WDHT-FM	WDHT-FM
6	WDHT-FM	WQAL-FM	WQAL-FM	WQAL-FM
7	WZPP-FM	WQAL-FM	WQAL-FM	WQAL-FM
8	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
9	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
10	WHK -AM	WQAL-FM	WQAL-FM	WQAL-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 7652

A/M '79	O/N '79	J/F '80	A/M '80
1	WQAL-FM	WHK -AM	WGAR-AM
2	WGAR-AM	WGAR-AM	WQAL-FM
3	WQAL-FM	WQAL-FM	WDOK-FM
4	WGCL-FM	WDOK-FM	WHK -AM
5	WHK -AM	WQAL-FM	WHK -AM
6	WDOK-FM	WGCL-FM	WGCL-FM
7	WERE-AM	WERE-AM	WERE-AM
8	WJW -AM	WMMS-FM	WQAL-FM
9	WMMS-FM	WJW -AM	WZPP-FM
10	WQAL-FM	WJMO-AM	WQAL-FM

**M-F, 6-10am**

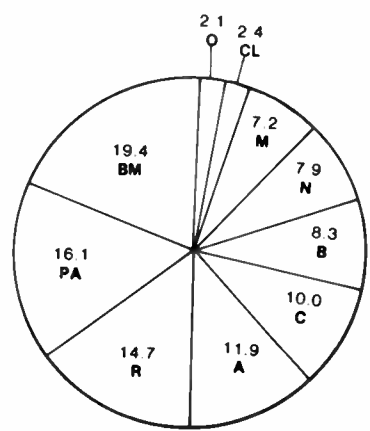
1	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
2	WQAL-FM	WHK -AM	WQAL-FM	WQAL-FM
3	WHK -AM	WQAL-FM	WHK -AM	WDOK-FM
4	WERE-AM	WDOK-FM	WDOK-FM	WHK -AM
5	WGCL-FM	WERE-AM	WERE-AM	WERE-AM
6	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
7	WDOK-FM	WHK -AM	WHK -AM	WGCL-FM
8	WJW -AM	WQAL-FM	WQAL-FM	WZPP-FM
9	WJMO-AM	WQAL-FM	WQAL-FM	WQAL-FM
10	WMMS-FM	WJMO-AM	WJMO-AM	WCLV-FM

**M-F, 3-7pm**

1	WQAL-FM	WQAL-FM	WGAR-AM	WQAL-FM
2	WGAR-AM	WGAR-AM	WQAL-FM	WDOK-FM
3	WGCL-FM	WHK -AM	WDOK-FM	WGAR-AM
4	WDOK-FM	WQAL-FM	WQAL-FM	WZPP-FM
5	WERE-AM	WGCL-FM	WHK -AM	WGCL-FM
6	WQAL-FM	WERE-AM	WERE-AM	WERE-AM
7	WHK -AM	WMMS-FM	WZPP-FM	WQAL-FM
8	WJW -AM	WJW -AM	WGCL-FM	WQAL-FM
9	WMMS-FM	WQAL-FM	WQAL-FM	WHK -AM
10	WQAL-FM	WCLV-FM	WCLV-FM	WDHT-FM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



#### Format Legend

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

# Cincinnati

Continued from Page 71

**M-F, 6-10am**

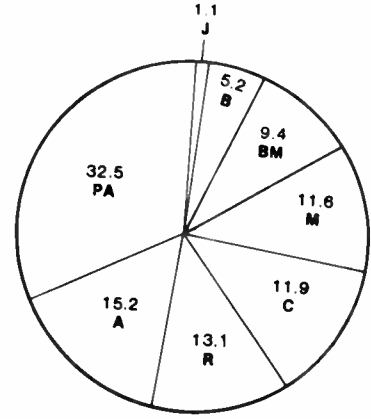
1	WLW -AM	WLW -AM	WLW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WKRC-AM	WKRC-AM	WKRC-AM
4	WKRC-AM	WKRC-AM	WKRC-AM
5	WUBE-FM	WUBE-FM	WUBE-FM
6	WWEZ-FM	WWEZ-FM	WWEZ-FM
7	WLQA-FM	WLQA-FM	WLQA-FM
8	WBBN-FM	WBBN-FM	WBBN-FM
9	WCIN-AM	WCIN-AM	WCIN-AM
10	WSAI-AM	WSAI-AM	WSAI-AM

**M-F, 3-7pm**

1	WLW -AM	WLW -AM	WLW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WKRC-AM	WKRC-AM	WKRC-AM
4	WKRC-AM	WKRC-AM	WKRC-AM
5	WWEZ-FM	WWEZ-FM	WWEZ-FM
6	WUBE-FM	WUBE-FM	WUBE-FM
7	WBBN-FM	WBBN-FM	WBBN-FM
8	WLQA-FM	WLQA-FM	WLQA-FM
9	WSAI-AM	WSAI-AM	WSAI-AM
10	WCIN-AM	WCIN-AM	WCIN-AM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



#### Format Legend

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

# Colorado Springs

METRO RANK

118

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2373

A/M '79	O/N '79	A/M '80			
1 KYSN-AM	16.3	KILO-FM	12.5	KRDO-FM(BM)	11.1
2 KSPZ-FM	12.0	KRDO-FM	10.6	KSPZ-FM(R)	11.1
3 KRDO-FM	9.2	KSSS-AM	9.8	KILO-FM(A)	9.6
4 KVOR-AM	8.7	KVOR-AM	9.3	KYSN-AM(R)	8.8
5 KILO-FM	8.7	KSPZ-FM	8.8	KSSS-AM(C)	8.0
6 KIIQ-FM	7.4	KYSN-AM	7.7	KVOR-AM(PA)	7.5
7 KSSS-AM	5.6	KYNR-FM	6.4	KOA-AM(N)	4.9
8 KIIQ-AM	5.1	KIIQ-FM	5.3	KKCS-FM(C)	4.7
9 KRDO-AM	4.8	KKFM-FM	4.5	KYNR-FM(BM)	4.7
0 KKFM-FM	4.3	KOA-AM	4.0	KLZ-AM(PA)	4.1
1 KOA-AM	3.1	KKCS-AM	3.7	KRDO-AM(PA)	4.1
2 KPIK-AM	2.8	KRDO-AM	3.2	KIIQ-FM(PA)	3.9
3 KYNR-FM	1.8	KIIQ-AM	2.1	KKCS-AM(M)	2.6
4 KXV-AM	1.8	KLZ-AM	1.6	KKFM-FM(R)	1.9
5 KVOD-FM	1.3	KPIK-AM	1.3	KVOD-FM(CL)	1.3
6 KWYD-FM	1.0	KKCS-FM	0.8	KPIK-AM(C)	0.8
7 KHOU-AM	1.0	KZLO-FM	0.5	KRKS-AM(RL)	0.8
8 KLZ-AM	0.8	KVOD-FM	0.5	KHOU-AM(PA)	0.8
9		KWYD-FM	0.5	KIIQ-AM(PA)	0.5

## Average Persons Trends/Rankings

al 12+  
6am-Midnight  
POP(00): 2373

A/M '79	O/N '79	A/M '80			
1 KYSN-AM	64	KILO-FM	47	KRDO-FM	43
2 KSPZ-FM	47	KRDO-FM	40	KSPZ-FM	43
3 KRDO-FM	36	KSSS-AM	37	KILO-FM	37
4 KVOR-AM	34	KVOR-AM	35	KYSN-AM	34
5 KILO-FM	34	KSPZ-FM	33	KSSS-AM	31

6-10am

1 KYSN-AM		KVOR-AM		KVOR-AM
2 KVOR-AM		KSSS-AM		KRDO-FM
3 KSPZ-FM		KILO-FM		KSSS-AM
4 KSSS-AM		KYSN-AM		KSPZ-FM
5 KIIQ-FM		KSPZ-FM		KYSN-AM

3-7pm

1 KYSN-AM		KILO-FM		KRDO-FM
2 KSPZ-FM		KRDO-FM		KILO-FM
3 KILO-FM		KSPZ-FM		KYSN-AM
4 KRDO-FM		KYSN-AM		KSPZ-FM
5 KIIQ-FM		KSSS-AM		KSSS-AM

M-S, 6am-Midnight  
POP(00): 292

A/M '79	O/N '79	A/M '80		
1 KYSN-AM		KYSN-AM		KSPZ-FM
2 KSPZ-FM		KSPZ-FM		KYSN-AM
3 KXV-AM		KKFM-FM		KKCS-AM

6-10am

1 KYSN-AM		KYSN-AM		KSPZ-FM
2 KSPZ-FM		KKFM-FM		KYSN-AM
3 KKFM-FM		KSPZ-FM		KKCS-AM

3-7pm

1 KYSN-AM		KYSN-AM		KSPZ-FM
2 KSPZ-FM		KSPZ-FM		KYSN-AM
3 KXV-AM		KKCS-AM		KKCS-AM

Jts 18-34  
6am-Midnight  
POP(00): 1104

A/M '79	O/N '79	A/M '80		
1 KYSN-AM		KILO-FM		KILO-FM
2 KSPZ-FM		KSPZ-FM		KSPZ-FM
3 KILO-FM		KYSN-AM		KYSN-AM
4 KIIQ-FM		KIIQ-FM		KIIQ-FM
5 KIIQ-AM		KSSS-AM		KLZ-AM

6-10am

1 KYSN-AM		KILO-FM		KILO-FM
2 KSPZ-FM		KSPZ-FM		KSPZ-FM
3 KIIQ-FM		KYSN-AM		KYSN-AM
4 KILO-FM		KSSS-AM		KVOR-AM
5 KIIQ-AM		KVOR-AM		KIIQ-FM

3-7pm

1 KILO-FM		KILO-FM		KILO-FM
2 KYSN-AM		KSPZ-FM		KYSN-AM
3 KSPZ-FM		KYSN-AM		KSPZ-FM
4 KIIQ-FM		KIIQ-FM		KKCS-AM
5 KIIQ-AM		KSSS-AM		KLZ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1124

A/M '79	O/N '79	A/M '80		
1 KRDO-FM		KRDO-FM		KSSS-AM
2 KVOR-AM		KSSS-AM		KRDO-FM
3 KIIQ-FM		KYNR-FM		KVOR-AM
4 KSSS-AM		KVOR-AM		KSPZ-FM
5 KILO-FM		KSPZ-FM		KYNR-FM

6-10am

1 KVOR-AM		KSSS-AM		KSSS-AM
2 KSSS-AM		KVOR-AM		KVOR-AM
3 KRDO-FM		KRDO-FM		KRDO-FM
4 KIIQ-FM		KRDO-AM		KRDO-AM
5 KRDO-AM		KKFM-FM		KYSN-AM

3-7pm

1 KRDO-FM		KRDO-FM		KRDO-FM
2 KILO-FM		KYNR-FM		KSSS-AM
3 KVOR-AM		KSSS-AM		KILO-FM
4 KIIQ-FM		KSPZ-FM		KSPZ-FM
5 KSPZ-FM		KILO-FM		KYSN-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2373

A/M '79	O/N '79	A/M '80			
1 KYSN-AM	912	KYSN-AM	625	KYSN-AM	693
2 KSPZ-FM	589	KVOR-AM	589	KSPZ-FM	546
3 KIIQ-FM	525	KSPZ-FM	519	KRDO-FM	471
4 KVOR-AM	500	KSSS-AM	473	KVOR-AM	470
5 KRDO-FM	386	KRDO-FM	463	KILO-FM	455

M-F, 6-10am

1 KYSN-AM		KVOR-AM		KYSN-AM
2 KVOR-AM		KILO-FM		KVOR-AM
3 KSPZ-FM		KSPZ-FM		KSPZ-FM
4 KSSS-AM		KILO-FM		KILO-FM
5 KIIQ-FM		KSSS-AM		KRDO-FM

M-F, 3-7pm

1 KYSN-AM		KYSN-AM		KYSN-AM
2 KSPZ-FM		KILO-FM		KSPZ-FM
3 KIIQ-FM		KSPZ-FM		KRDO-FM
4 KILO-FM		KRDO-FM		KILO-FM
5 KVOR-AM		KSSS-AM		KSSS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 292

A/M '79	O/N '79	A/M '80		
1 KYSN-AM		KYSN-AM		KYSN-AM
2 KSPZ-FM		KSPZ-FM		KSPZ-FM
3 KXV-AM		KKFM-FM		KKCS-AM

M-F, 6-10am

1 KYSN-AM		KYSN-AM		KSPZ-FM
2 KSPZ-FM		KSPZ-FM		KYSN-AM
3 KXV-AM		KKFM-FM		KKCS-AM

M-F, 3-7pm

1 KYSN-AM		KYSN-AM		KSPZ-FM
2 KSPZ-FM		KSPZ-FM		KYSN-AM
3 KXV-AM		KKFM-FM		KILO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1104

A/M '79	O/N '79	A/M '80		
1 KYSN-AM		KILO-FM		KYSN-AM
2 KSPZ-FM		KSPZ-FM		KILO-FM
3 KIIQ-FM		KYSN-AM		KSPZ-FM
4 KILO-FM		KIIQ-FM		KIIQ-FM
5 KIIQ-AM		KKFM-FM		KKCS-AM

M-F, 6-10am

1 KYSN-AM		KILO-FM		KYSN-AM
2 KSPZ-FM		KSPZ-FM		KILO-FM
3 KIIQ-FM		KYSN-AM		KSPZ-FM
4 KILO-FM		KVOR-AM		KVOR-AM
5 KIIQ-AM		KIIQ-FM		KIIQ-FM

M-F, 3-7pm

1 KSPZ-FM		KILO-FM		KYSN-AM
2 KYSN-AM		KYSN-AM		KILO-FM
3 KILO-FM		KSPZ-FM		KSPZ-FM
4 KIIQ-FM		KKFM-FM		KLZ-AM
5 KIIQ-AM		KIIQ-FM		KRDO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1124

A/M '79	O/N '79	A/M '80		
1 KVOR-AM		KVOR-AM		KRDO-FM
2 KRDO-FM		KRDO-FM		KYSN-AM
3 KYSN-AM		KSSS-AM		KVOR-AM
4 KIIQ-FM		KYSN-AM		KSSS-AM
5 KSSS-AM		KOA-AM		KRDO-AM

M-F, 6-10am

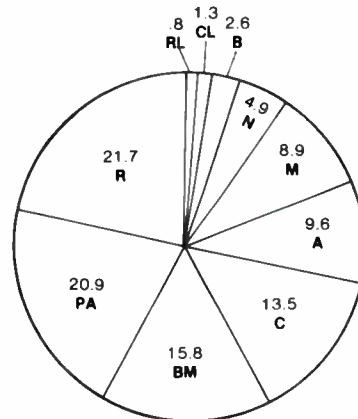
1 KVOR-AM		KVOR-AM		KSSS-AM
2 KSSS-AM		KSSS-AM		KYSN-AM
3 KRDO-FM		KRDO-FM		KVOR-AM
4 KIIQ-FM		KRDO-FM		KRDO-FM
5 KYSN-AM		KYSN-AM		KRDO-AM

M-F, 3-7pm

1 KRDO-FM		KSSS-AM		KRDO-FM
2 KVOR-AM		KRDO-FM		KSSS-AM
3 KYSN-AM		KYSN-AM		KYSN-AM
4 KIIQ-FM		KSPZ-FM		KVOR-AM
5 KSPZ-FM		KVOR-AM		KRDO-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Columbia, SC

METRO RANK

90

## A/M '80 Market Overview

Rock station **WNOK** had its second straight sizeable increase, gaining four shares 12+ and taking the number one position. Black **WOIC** and Country **WCOS-FM** each increased in this book, but perennial leader **WIS** took a tumble, dropping more than five shares for its worst book in two years.

**WNOK** was dominant in teens with almost a 48% share. The station led in the 18-34 cell too, with almost 22% of that audience. Adding to an impressive tally, **WNOK** also ranked highly among 25-54 listeners, second with just under 14%. Its 25-34 strength helped it score well in diverse demos.

**WOIC** won just over 13% of the 18-34's, while attracting just under 12% of the 25-54 tune-ins. The 18-34 figure was consistent for **WOIC**, but the 25-54 number represented an increase of about one-third.

**WCOS-FM** earned possibly its best 12+ share ever this spring and ended up becoming the favorite among adults 25-54. The station used an outside ad campaign involving TV and billboards, and did a series of remotes from the state fair, all of which helped it to a 19% 25-54 share. More emphasis on **Elvis Presley** and a reduction of spot load during drive times may also have helped.

Even though no longer the market leader, **WIS** does have an attractive sales picture. The station suffered significant losses in male listeners, but still rated third among 25-54's, with more than 12%.

Other stations that had significant shifts in this book include **BM WXYR** and **AOR WZLD**. **WXYR** changed its music syndicator before the book (**Bon-ville to Kala Music**), and perhaps as a result, had defections in its corps of female listeners. **WZLD**, on the other hand, used a media campaign of billboards, busboards, and newspaper ads, and promoted a raft race that drew 30,000 people, and rose from approximately 10% 18-34 in the two previous surveys to over 12% in this report, just a fraction behind **WOIC**.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	13.0	15.9
2 WCOS-FM	12.2	13.6
3 WNOK-FM	11.8	11.9
4 WXYR-FM	10.7	11.4
5 WOIC-AM	9.2	9.2
6 WSCQ-FM	7.9	6.9
7 WDDM-FM	7.1	6.3
8 WZLD-FM	6.2	5.6
9 WCOS-AM	4.5	5.4
10 WCAY-AM	3.2	2.5
11 WXAP-AM	2.6	2.2
12 WQXL-AM	1.1	1.1
13 WPJS-FM	1.1	0.9
14 WBLR-FM	0.4	
15 WBLR-AM	0.2	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	61	71
2 WCOS-FM	57	61
3 WNOK-FM	55	53
4 WXYR-FM	50	51
5 WOIC-AM	43	41

A/M '79	O/N '79	A/M '80
1 WIS -AM	61	71
2 WCOS-FM	57	61
3 WNOK-FM	55	53
4 WXYR-FM	50	51
5 WOIC-AM	43	41

Teens  
M-S, 6am-Midnight  
POP(00): 395

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WOIC-AM	WOIC-AM
3 WDDM-FM	WCOS-AM	WDDM-FM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-FM	WOIC-AM	WOIC-AM
3 WZLD-FM	WIS -AM	WZLD-FM
4 WDDM-FM	WZLD-FM	WCOS-FM
5 WIS -AM	WCOS-AM	WDDM-FM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WIS -AM	WNOK-FM
2 WIS -AM	WOIC-AM	WCOS-FM
3 WCOS-FM	WCOS-AM	WOIC-AM
4 WSCQ-FM	WNOK-FM	USCQ-FM
5 WCOS-AM	WZLD-FM	WIS -AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1430

A/M '79	O/N '79	A/M '80
1 WIS -AM	WCOS-FM	WCOS-FM
2 WCOS-FM	WIS -AM	WNOK-FM
3 WXYR-FM	WXYR-FM	WIS -AM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WOIC-AM	WSCQ-FM

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WCOS-FM
2 WSCQ-FM	WCOS-FM	WIS -AM
3 WCOS-FM	WSCQ-FM	WNOK-FM
4 WXYR-FM	WOIC-AM	WSCQ-FM
5 WNOK-FM	WXYR-FM	WOIC-AM

A/M '79	O/N '79	A/M '80
1 WXYR-FM	WCOS-FM	WCOS-FM
2 WCOS-FM	WIS -AM	WIS -AM
3 WIS -AM	WXYR-FM	WNOK-FM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WNOK-FM	WXYR-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	968	1283
2 WNOK-FM	872	1045
3 WCOS-FM	644	685
4 WOIC-AM	600	656
5 WCOS-AM	564	638

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WNOK-FM	WNOK-FM	WNOK-FM
3 WCOS-FM	WOIC-AM	WOIC-AM
4 WCOS-AM	WCOS-FM	WCOS-FM
5 WXYR-FM	WCOS-AM	WCOS-AM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WCOS-FM	WOIC-AM	WOIC-AM
4 WOIC-AM	WCOS-FM	WCOS-FM
5 WDDM-FM	WCOS-AM	WDDM-FM

Teens  
M-S, 6am-Midnight  
POP(00): 395

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WDDM-FM
3 WDDM-FM	WOIC-AM	WOIC-AM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WCOS-AM	WDDM-FM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WIS -AM	WNOK-FM
2 WOIC-AM	WCOS-AM	WDDM-FM
3 WDDM-FM	WOIC-AM	WOIC-AM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WZLD-FM	WIS -AM	WIS -AM
3 WIS -AM	WCOS-AM	WOIC-AM
4 WCOS-AM	WZLD-FM	WZLD-FM
5 WCOS-FM	WOIC-AM	WCOS-FM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WOIC-AM
3 WCOS-AM	WCOS-AM	WIS -AM
4 WCOS-FM	WOIC-AM	WZLD-FM
5 WZLD-FM	WZLD-FM	WCOS-AM

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WZLD-FM	WOIC-AM	WOIC-AM
3 WXAP-AM	WNOK-FM	WIS -AM
4 WIS -AM	WIS -AM	WZLD-FM
5 WDDM-FM	WCOS-AM	WDDM-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1477

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WXYR-FM	WNOK-FM	WNOK-FM
4 WSCQ-FM	WXYR-FM	WOIC-AM
5 WNOK-FM	WSCQ-FM	WSCQ-FM

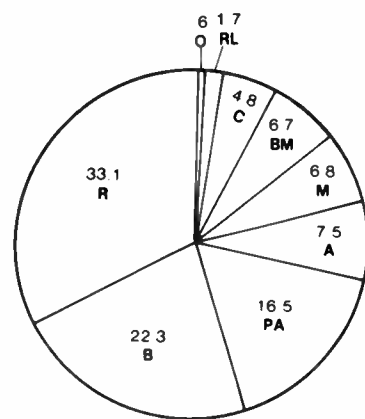
A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WXYR-FM	WSCQ-FM	WNOK-FM
4 WSCQ-FM	WNOK-FM	WOIC-AM
5 WNOK-FM	WXYR-FM	WSCQ-FM

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WXYR-FM	WNOK-FM	WNOK-FM
3 WCOS-FM	WCOS-FM	WCOS-FM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WXYR-FM	WSCQ-FM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



METRO RANK

139

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

OP(00): 1859

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM 21.1	WCGQ-FM 14.3	WCGQ-FM(AM) 21.3
2	WDAK-AM 14.6	WVOC-FM 12.9	WOKS-AM(AM) 15.6
3	WEIZ-FM 12.1	WFXE-FM 12.5	WVOC-FM(PA) 1.3
4	WOKS-AM 10.1	WDAK-AM 12.1	WPNX-AM(C) 11.3
5	WFXE-FM 8.1	WPNX-AM 12.1	WEIZ-FM(AM) 1.3
6	WPNX-AM 7.7	WOKS-AM 11.4	WFXE-FM(AM) 9.9
7	WHYD-AM 7.7	WEIZ-FM 9.6	WDAK-AM(AM) 8.9
8	WRBL-FM 7.7	WRCG-AM 4.6	WFDR-FM(B) 2.9
9	WRCG-AM 2.4	WHYD-AM 3.2	WRCG-AM(PA) 2.5
10	WFDR-AM 2.0	WFDR-FM 2.1	WHYD-AM(AM) 2.5
11	WCLS-AM 2.0		WCLS-AM(AM) 0.4
12	WFDR-FM 0.4		

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

OP(00): 1859

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM 52	WCGQ-FM 40	WCGQ-FM 60
2	WDAK-AM 36	WVOC-FM 36	WOKS-AM 44
3	WEIZ-FM 30	WFXE-FM 35	WVOC-FM 32
4	WOKS-AM 25	WDAK-AM 34	WPNX-AM 32
5	WFXE-FM 20	WPNX-AM 34	WEIZ-FM 32

M-F, 6-10am

1	WDAK-AM	WDAK-AM	WCGQ-FM
2	WCGQ-FM	WPNX-AM	WDAK-AM
3	WPNX-AM	WVOC-FM	WOKS-AM
4	WRBL-FM	WCGQ-FM	WVOC-FM
5	WEIZ-FM	WFXE-FM	WPNX-AM

M-F, 3-7pm

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WVOC-FM	WVOC-FM
3	WEIZ-FM	WFXE-FM	WOKS-AM
4	WFXE-FM	WDAK-AM	WPNX-AM
5	WPNX-AM	WOKS-AM	WEIZ-FM

Teens

M-S, 6am-Midnight

OP(00): 235

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WOKS-AM	WOKS-AM
3	WFXE-FM	WDAK-AM	WFXE-FM

M-F, 6-10am

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WOKS-AM	WOKS-AM
3	WFXE-FM	WFYE-FM	WFXE-FM

M-F, 3-7pm

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WFXE-FM	WOKS-AM	WOKS-AM
3	WDAK-AM	WFXE-FM	WFXE-FM

Adults 18-34

M-S, 6am-Midnight

OP(00): 841

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM	WVOC-FM	WCGQ-FM
2	WDAK-AM	WFXE-FM	WVOC-FM
3	WFXE-FM	WCGQ-FM	WFXE-FM
4	WOKS-AM	WDAK-AM	WOKS-AM
5	WRBL-FM	WPNX-AM	WDAK-AM

M-F, 6-10am

1	WCGQ-FM	WVOC-FM	WCGQ-FM
2	WDAK-AM	WCGQ-FM	WVOC-FM
3	WFXE-FM	WFXE-FM	WFXE-FM
4	WPNX-AM	WDAK-AM	WDAK-AM
5	WRBL-FM	WPNX-AM	WPNX-AM

M-F, 3-7pm

1	WCGQ-FM	WVOC-FM	WCGQ-FM
2	WDAK-AM	WFXE-FM	WVOC-FM
3	WFXE-FM	WCGQ-FM	WFXE-FM
4	WOKS-AM	WDAK-AM	WDAK-AM
5	WEIZ-FM	WPNX-AM	WEIZ-FM

Adults 25-54

M-S, 6am-Midnight

OP(00): 829

	A/M '78	A/M '79	A/M '80
1	WEIZ-FM	WPNX-AM	WPNX-AM
2	WCGQ-FM	WFXE-FM	WEIZ-FM
3	WDAK-AM	WOKS-AM	WOKS-AM
4	WPNX-AM	WDAK-AM	WVOC-FM
5	WRBL-FM	WVOC-FM	WCGQ-FM

M-F, 6-10am

1	WPNX-AM	WPNX-AM	WPNX-AM
2	WDAK-AM	WDAK-AM	WEIZ-FM
3	WEIZ-FM	WOKS-AM	WDAK-AM
4	WCGQ-FM	WVOC-FM	WVOC-FM
5	WRBL-FM	WFXE-FM	WOKS-AM

M-F, 3-7pm

1	WEIZ-FM	WPNX-AM	WPNX-AM
2	WCGQ-FM	WFXE-FM	WEIZ-FM
3	WDAK-AM	WOKS-AM	WVOC-FM
4	WPNX-AM	WVOC-FM	WOKS-AM
5	WFXE-FM	WDAK-AM	WCGQ-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1859

	A/M '78	A/M '79	A/M '80
1	WDAK-AM 773	WDAK-AM 619	WCGQ-FM 578
2	WCGQ-FM 589	WCGQ-FM 545	WDAK-AM 467
3	WOKS-AM 362	WVOC-FM 466	WVOC-FM 462
4	WPNX-AM 342	WOKS-AM 412	WOKS-AM 427
5	WFXE-FM 323	WPNX-AM 399	WPNX-AM 389

M-F, 6-10am

1	WDAK-AM	WDAK-AM	WCGQ-FM
2	WCGQ-FM	WCGQ-FM	WDAK-AM
3	WPNX-AM	WPNX-AM	WVOC-FM
4	WFXE-FM	WVOC-FM	WOKS-AM
5	WRBL-FM	WOKS-AM	WPNX-AM

M-F, 3-7pm

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WVOC-FM
3	WPNX-AM	WVOC-FM	WOKS-AM
4	WOKS-AM	WOKS-AM	WPNX-AM
5	WFXE-FM	WFXE-FM	WFXE-FM

Teens

M-S, 6am-Midnight

POP(00): 235

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WOKS-AM
3	WFXE-FM	WFXE-FM	WFXE-FM

M-F, 6-10am

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WOKS-AM	WOKS-AM
3	WFXE-FM	WDAK-AM	WFXE-FM

M-F, 3-7pm

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WOKS-AM
3	WFXE-FM	WOKS-AM	WFXE-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 841

	A/M '78	A/M '79	A/M '80
1	WCGQ-FM	WVOC-FM	WCGQ-FM
2	WDAK-AM	WCGQ-FM	WVOC-FM
3	WFXE-FM	WDAK-AM	WDAK-AM
4	WOKS-AM	WFXE-FM	WFXE-FM
5	WEIZ-FM	WPNX-AM	WOKS-AM

M-F, 6-10am

1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WVOC-FM
3	WFXE-FM	WVOC-FM	WFXE-FM
4	WPNX-AM	WPNX-AM	WDAK-AM
5	WRBL-FM	WPNX-AM	WPNX-AM

M-F, 3-7pm

1	WCGQ-FM	WVOC-FM	WCGQ-FM
2	WDAK-AM	WCGQ-FM	WVOC-FM
3	WFXE-FM	WDAK-AM	WFXE-FM
4	WEIZ-FM	WFXE-FM	WOKS-AM
5	WOKS-AM	WPNX-AM	WDAK-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 829

	A/M '78	A/M '79	A/M '80
1	WDAK-AM	WDAK-AM	WPNX-AM
2	WPNX-AM	WPNX-AM	WVOC-FM
3	WCGQ-FM	WOKS-AM	WEIZ-FM
4	WEIZ-FM	WVOC-FM	WDAK-AM
5	WOKS-AM	WFXE-FM	WCGQ-FM

M-F, 6-10am

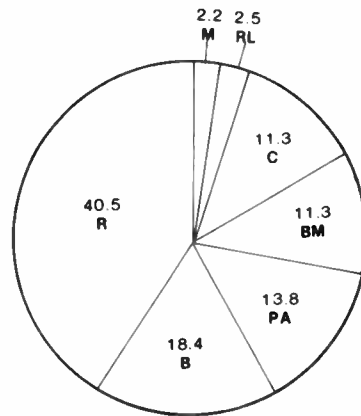
1	WDAK-AM	WDAK-AM	WPNX-AM
2	WPNX-AM	WPNX-AM	WDAK-AM
3	WCGQ-FM	WOKS-AM	WEIZ-FM
4	WEIZ-FM	WVOC-FM	WVOC-FM
5	WRBL-FM	WFXE-FM	WCGQ-FM

M-F, 3-7pm

1	WDAK-AM	WPNX-AM	WPNX-AM
2	WCGQ-FM	WOKS-AM	WEIZ-FM
3	WPNX-AM	WFXE-FM	WVOC-FM
4	WEIZ-FM	WVOC-FM	WCGQ-FM
5	WHYD-AM	WDAK-AM	WOKS-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Columbus, OH

METRO RANK

36

## A/M '80 Market Overview

A considerable flux in Columbus since the O/N '79 survey may have resulted in changes in the rankings. For starters, there's a new number one station, **Superstars AOR WLVO**. One of the few major stations in Columbus to have escaped staffing or format changes, WLVO has remained a consistent leader among young adults. The station had almost 24% of the 18-34's, an increase over fall and up 10 points from last spring. As might be expected given the format, WLVO's strength lies in the 18-24 cell. To promote its sound, WLVO gave away a TransAm through a call-in contest to identify quick mystery riffs. The station also added the "King Biscuit Flower Hour" to its Sunday evening lineup.

Former 18-34 leader **WNCI** ranked second, but enjoyed a partial rebound from a comparatively poor O/N '79 book and also ranked second in total persons. And while maintaining a strong teen audience, WNCI had enough strength 25-34 to lead in 25-54 audience with a 13% share, one-and-a-half shares ahead of runnerup **WTVN**. An extensive ad campaign may have helped WNCI rebound, as the station spent more than usual on TV, newspapers, cabs, and billboards.

Several stations went through repositioning or staff changes this spring. **WTVN**, which dropped four shares from O/N '79, brought in a new afternoon drive personality in May and changed other shifts around. Possibly that move, combined with less advertising than usual, may have accounted for the station's drop. Formerly tops 25-54, WTVN trailed WNCI approximately 12%, down from just under 18% in the fall. Last spring WTVN had a 25-54 share of just under 16%.

The movement to more mass appeal was led by **WXGT** and **WCOL**. In January, WXGT began to move to a more mass appeal format, and by the time the survey began the station had eliminated jingles, changed drivetime jocks, and spent more dollars than in previous sweeps on advertising through TV, busboards, and cabs. During the sweep WXGT gave away four motorcycles and 700 albums, all top 10 LP's. The net result was the station became teen leader and improved its female numbers. WXGT ranked third among 18-34 adults with just over 10%.

**WCOL**, formerly Top 40, shifted to a Pop/Adult approach. The station spent about \$50,000 on a campaign using TV and billboards, helping to reposition the WCOL image. With the help of focus group research, the station selected a team of new personalities for the station's AM and PM drive airshifts. This effort helped WCOL to more than double its 25-54 share, making the station a factor in that key segment.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 9070

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	13.9	WTVN-AM	14.1
2 WBNS-FM	12.5	WLVO-FM	12.7
3 WTVN-AM	12.1	WBNS-FM	12.2
4 WXGT-FM	8.0	WNCI-FM	10.1
5 WLVO-FM	7.8	WBNS-FM	8.0
6 WBNS-FM	7.1	WXGT-FM	7.3
7 WMNI-AM	7.0	WMNI-AM	6.1
8 WCOL-AM	6.1	WCOL-AM	4.7
9 WRMZ-FM	2.9	WHOK-FM	3.7
10 WVKO-FM	2.7	WVKO-FM	2.7
11 WHOK-FM	2.4	WRFD-AM	2.7
12 WVKO-AM	2.3	WVKO-AM	2.5
13 WLW-AM	1.8	WRMZ-FM	1.8
14 WBBY-FM	1.7	WHOK-AM	1.2
15 WRFD-AM	1.4	WBBY-FM	1.2
16 WNRE-FM	1.2	WLW-AM	0.6
17 WHOK-AM	1.1	WHOK-AM	0.4

### Average Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	185	WTVN-AM	195
2 WBNS-FM	166	WLVO-FM	176
3 WTVN-AM	161	WBNS-FM	169
4 WXGT-FM	106	WNCI-FM	139
5 WLVO-FM	104	WBNS-FM	111

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WBNS-AM	WNCI-FM	WNCI-FM
3 WBNS-FM	WNCI-FM	WLVO-FM	WLVO-FM
4 WBNS-AM	WLVO-FM	WBNS-AM	WBNS-AM
5 WMNI-AM	WBNS-FM	WMNI-AM	WMNI-AM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WBNS-FM	WLVO-FM	WLVO-FM
2 WBNS-FM	WLVO-FM	WNCI-FM	WNCI-FM
3 WTVN-AM	WTVN-AM	WBNS-FM	WBNS-FM
4 WLVO-FM	WNCI-FM	WTVN-AM	WTVN-AM
5 WXGT-FM	WXGT-FM	WXGT-FM	WXGT-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 3726

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVO-FM	WLVO-FM	WLVO-FM
2 WXGT-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WXGT-FM	WXGT-FM	WXGT-FM
4 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
5 WBNS-AM	WBNS-AM	WBNS-AM	WBNS-AM

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVO-FM	WLVO-FM	WLVO-FM
2 WXGT-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WBNS-AM	WTVN-AM	WTVN-AM
4 WTVN-AM	WTVN-AM	WXGT-FM	WXGT-FM
5 WBNS-AM	WXGT-FM	WBNS-AM	WBNS-AM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVO-FM	WLVO-FM	WLVO-FM
2 WLVO-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WXGT-FM	WXGT-FM	WXGT-FM	WXGT-FM
4 WBNS-FM	WTVN-AM	WTVN-AM	WTVN-AM
5 WBNS-AM	WCOL-AM	WBNS-FM	WBNS-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 4321

	A/M '79	O/N '79	A/M '80
1 WBNS-FM	WTVN-AM	WNCI-FM	WNCI-FM
2 WTVN-AM	WBNS-FM	WTVN-AM	WTVN-AM
3 WNCI-FM	WBNS-AM	WBNS-FM	WBNS-FM
4 WBNS-AM	WNCI-FM	WBNS-AM	WBNS-AM
5 WCOL-AM	WLVO-FM	WCOL-AM	WCOL-AM

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WBNS-AM	WBNS-AM	WBNS-AM
3 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
4 WBNS-AM	WBNS-FM	WCOL-AM	WCOL-AM
5 WMNI-AM	WLVO-FM	WMNI-AM	WMNI-AM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WBNS-FM	WTVN-AM	WNCI-FM	WNCI-FM
2 WTVN-AM	WBNS-AM	WTVN-AM	WTVN-AM
3 WNCI-FM	WBNS-AM	WBNS-FM	WBNS-FM
4 WBNS-AM	WNCI-FM	WCOL-AM	WCOL-AM
5 WLVO-FM	WLVO-FM	WLVO-FM	WLVO-FM

### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 9070

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	2659	WTVN-AM	2956
2 WTVN-AM	2610	WNCI-FM	2495
3 WBNS-FM	2232	WBNS-FM	2149
4 WCOL-AM	1982	WBNS-AM	2080
5 WBNS-AM	1961	WLVO-FM	1908

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WBNS-AM	WBNS-AM	WBNS-AM	WBNS-AM
4 WBNS-FM	WLVO-FM	WCOL-AM	WCOL-AM
5 WCOL-AM	WBNS-FM	WLVO-FM	WLVO-FM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WTVN-AM	WNCI-FM	WNCI-FM
2 WTVN-AM	WTVN-AM	WLVO-FM	WLVO-FM
3 WBNS-FM	WLVO-FM	WTVN-AM	WTVN-AM
4 WXGT-FM	WBNS-FM	WBNS-FM	WBNS-FM
5 WBNS-AM	WBNS-AM	WXGT-FM	WXGT-FM

### Teens M-S, 6am-Midnight POP(00): 1107

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM	WXGT-FM
2 WXGT-FM	WLVO-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WLVO-FM	WLVO-FM	WLVO-FM

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM	WXGT-FM
2 WXGT-FM	WLVO-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WLVO-FM	WLVO-FM	WLVO-FM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM	WXGT-FM
2 WXGT-FM	WLVO-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WLVO-FM	WLVO-FM	WLVO-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 3726

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WLVO-FM	WLVO-FM
2 WXGT-FM	WLVO-FM	WTVN-AM	WXGT-FM
3 WCOL-AM	WXGT-FM	WXGT-FM	WCOL-AM
4 WLVO-FM	WXGT-FM	WCOL-AM	WTVN-AM
5 WBNS-AM	WTVN-AM	WCOL-AM	WTVN-AM

#### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WLVO-FM	WLVO-FM	WLVO-FM
3 WLVO-FM	WXGT-FM	WTVN-AM	WTVN-AM
4 WCOL-AM	WBNS-AM	WXGT-FM	WXGT-FM
5 WBNS-AM	WTVN-AM	WCOL-AM	WCOL-AM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVO-FM	WLVO-FM	WLVO-FM
2 WXGT-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WLVO-FM	WXGT-FM	WXGT-FM	WXGT-FM
4 WCOL-AM	WCOL-AM	WCOL-AM	WCOL-AM
5 WBNS-AM	WBNS-AM	WTVN-AM	WTVN-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 4321

	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WBNS-AM	WNCI-FM	WNCI-FM
3 WBNS-AM	WNCI-FM	WCOL-AM	WCOL-AM
4 WNCI-FM	WBNS-FM	WBNS-FM	WBNS-FM
5 WCOL-AM	WCOL-AM	WBNS-AM	WBNS-AM

#### M-F, 6-10am

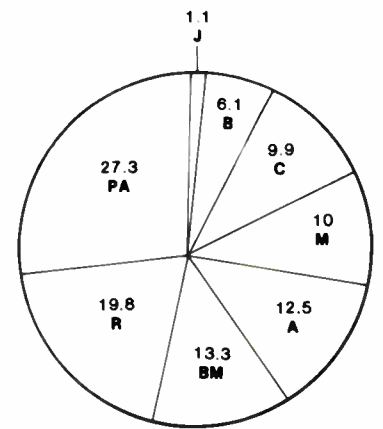
	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-AM	WBNS-AM	WNCI-FM	WNCI-FM
3 WBNS-FM	WNCI-FM	WCOL-AM	WCOL-AM
4 WNCI-FM	WBNS-FM	WBNS-FM	WBNS-FM
5 WCOL-AM	WCOL-AM	WBNS-AM	WBNS-AM

#### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-AM	WBNS-AM	WNCI-FM	WNCI-FM
3 WBNS-FM	WNCI-FM	WCOL-AM	WCOL-AM
4 WNCI-FM	WBNS-FM	WBNS-FM	WBNS-FM
5 WCOL-AM	WLVO-FM	WBNS-AM	WBNS-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

OP(00): 2379

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	16.7	KEYS-AM	14.7
2 KUNO-AM	14.1	KZFM-FM	13.5
3 KIOU-FM	12.5	KIOU-FM	12.6
4 KRYS-AM	8.6	KUNO-AM	10.9
5 KNCN-FM	8.4	KNCN-FM	9.1
6 KZFM-FM	7.6	KRYS-AM	8.5
7 KCCT-AM	7.6	KOUL-FM	8.5
8 KIKN-AM	4.7	KCCT-AM	6.5
9 KOUL-FM	4.2	KIKN-AM	4.1
10 KTS-AM	2.3	KROB-AM	2.6
11 KSIX-AM	2.3	KSIX-AM	1.5
12 KEXX-FM	2.1	WOAI-AM	1.2
13 KROB-AM	2.1	KROB-FM	0.9
14 KTRH-AM	1.8	KTRH-AM	0.9
15 KROB-FM	0.8	KTS-AM	0.6
16		KROB-AM	0.8
17		WAOI-AM	0.8
18		KITE-FM	0.5
19		KTRH-AM	0.5
		KINE-AM	0.5

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

OP(00): 2379

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	64	KEYS-AM	50
2 KUNO-AM	54	KZFM-FM	46
3 KIOU-FM	48	KIOU-FM	43
4 KRYS-AM	33	KUNO-AM	37
5 KNCN-FM	32	KNCN-FM	31

M-F, 6-10am

1 KUNO-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KUNO-AM	KUNO-AM
3 KIOU-FM	KIOU-FM	KRYS-AM
4 KRYS-AM	KRYS-AM	KZFM-FM
5 KZFM-FM	KZFM-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KIOU-FM	KZFM-FM	KUNO-AM
3 KUNO-AM	KIOU-FM	KZFM-FM
4 KRYS-AM	KNCN-FM	KNCN-FM
5 KNCN-FM	KRYS-AM	KOUL-FM

Teens

M-S, 6am-Midnight

OP(00): 367

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM	
2 KZFM-FM	KZFM-FM	KZFM-FM	
3 KRYS-AM	KRYS-AM	KRYS-AM	

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM

Adults 18-34

M-S, 6am-Midnight

OP(00): 886

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	KNCN-FM	KZFM-FM	
2 KNCN-FM	KZFM-FM	KEYS-AM	
3 KZFM-FM	KEYS-AM	KNCN-FM	
4 KRYS-AM	KCCT-AM	KOUL-FM	
5 KCCT-AM	KRYS-AM	KRYS-AM	

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KNCN-FM	KRYS-AM	KZFM-FM
3 KZFM-FM	KNCN-FM	KRYS-AM
4 KRYS-AM	KZFM-FM	KOUL-FM
5 KUNO-AM	KCCT-AM	KNCN-FM

M-F, 3-7pm

1 KEYS-AM	KNCN-FM	KNCN-FM
2 KNCN-FM	KEYS-AM	KEYS-AM
3 KRYS-AM	KZFM-FM	KZFM-FM
4 KZFM-FM	KOUL-FM	KOUL-FM
5 KCCT-AM	KCCT-AM	KCCT-AM

Adults 25-54

M-S, 6am-Midnight

OP(00): 1125

	A/M '78	A/M '79	A/M '80
1 KIOU-FM	KIOU-FM	KUNO-AM	
2 KUNO-AM	KUNO-AM	KEYS-AM	
3 KEYS-AM	KOUL-FM	KOUL-FM	
4 KRYS-AM	KEYS-AM	KCCT-AM	
5 KCCT-AM	KNCN-FM	KIOU-FM	

M-F, 6-10am

1 KUNO-AM	KUNO-AM	KUNO-AM
2 KIOU-FM	KIOU-FM	KEYS-AM
3 KRYS-AM	KEYS-AM	KRYS-AM
4 KEYS-AM	KRYS-AM	KOUL-FM
5 KCCT-AM	KOUL-FM	KIOU-FM

M-F, 3-7pm

1 KIOU-FM	KIOU-FM	KUNO-AM
2 KUNO-AM	KOUL-FM	KEYS-AM
3 KEYS-AM	KUNO-AM	KOUL-FM
4 KCCT-AM	KNCN-FM	KCCT-AM
5 KRYS-AM	KEYS-AM	KZFM-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2379

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	896	KEYS-AM	856
2 KRYS-AM	695	KZFM-FM	650
3 KUNO-AM	459	KRYS-AM	600
4 KZFM-FM	441	KIOU-FM	386
5 KIOU-FM	396	KNCN-FM	384

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KUNO-AM	KRYS-AM	KRYS-AM
4 KZFM-FM	KIOU-FM	KUNO-AM
5 KIOU-FM	KNCN-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KUNO-AM
4 KUNO-AM	KIOU-FM	KRYS-AM
5 KIOU-FM	KNCN-FM	KIOU-FM

Teens

M-S, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM	
2 KRYS-AM	KZFM-FM	KZFM-FM	
3 KZFM-FM	KRYS-AM	KRYS-AM	

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KNCN-FM	KRYS-AM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KRYS-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 886

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM	
2 KRYS-AM	KZFM-FM	KZFM-FM	
3 KZFM-FM	KRYS-AM	KRYS-AM	
4 KNCN-FM	KNCN-FM	KNCN-FM	
5 KCCT-AM	KCCT-AM	KEXX-FM	

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KNCN-FM	KRYS-AM
4 KUNO-AM	KRYS-AM	KEXX-FM
5 KNCN-FM	KCCT-AM	KNCN-FM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KNCN-FM	KNCN-FM	KNCN-FM
4 KZFM-FM	KRYS-AM	KOUL-FM
5 KCCT-AM	KCCT-AM	KRYS-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1125

	A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM	
2 KUNO-AM	KRYS-AM	KUNO-AM	
3 KRYS-AM	KIOU-FM	KRYS-AM	
4 KIOU-FM	KOUL-FM	KOUL-FM	
5 KCCT-AM	KUNO-AM	KIOU-FM	

M-F, 6-10am

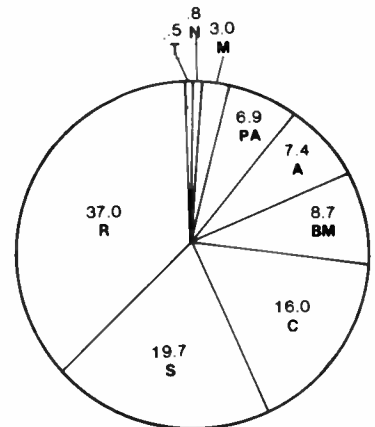
1 KUNO-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KUNO-AM
3 KRYS-AM	KUNO-AM	KOUL-FM
4 KIOU-FM	KIOU-FM	KRYS-AM
5 KIKN-AM	KOUL-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KIOU-FM	KEYS-AM
2 KIOU-FM	KEYS-AM	KOUL-FM
3 KRYS-AM	KUNO-AM	KCCT-AM
4 KUNO-AM	KOUL-FM	KUNO-AM
5 KCCT-AM	KRYS-AM	KIOU-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Dallas-Ft. Worth

METRO RANK **11**

## A/M '80 Market Overview

Top 40 KVIL-FM again won the 12+ battle, with Country fixtures WBAP and sister FM KSCS right behind. News station KRLD held on as the fourth most popular station.

While KVIL-FM's total share was static, it showed a marked gain in the 18-34 demo, from just over 12% to just over 15%. The station conducted a more extensive ad campaign, making widespread use of billboards and TV commercials. The "Magic Ticket" promotion was also run, as it has been for the last four Spring surveys. The station was so strong in the 25-34 demo, especially among women, that it led in adults 25-54 as well as 18-34. KVIL-FM had just under 12% 25-54, comparable to its O/N '79 share.

WBAP showed a healthy gain in this book, although not quite up to last year. However, the real

ly good news for WBAP was that the station's 25-54 standing matched its 12+ showing. WBAP rose from less than 8% last fall to almost 10% this book. Most of the station's advertising efforts were concentrated on billboards, with some TV backing, basically the same approach taken in the O/N '79 survey. KSCS trailed by just a fraction in the 25-54 share standings, with just over 9%.

At the 18-34 end of the spectrum, AOR's KZEW and KTXQ were tied with about 8%, representing a slight gain for KZEW and a slight drop for KTXQ. KZEW spent ad dollars on a substantial TV campaign, tied in with the distribution of 250,000 window stickers for the station. KZEW also sponsored "Zoo World '80," a three-day lifestyle fair at the beginning of the sweep that drew approximately 300,000.

The leading Beautiful Music stations both did well. KOAX and KMEZ, featuring Schulke and Bonnevillie programming respectively, each climbed 35+. KOAX apparently gained more, jumping more than two points 25-54, while KMEZ gained just one, but the two were tied with just under 7% in this demo.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	11.2	KVIL-FM	9.9
2 KVIL-FM	9.3	KSCS-FM	8.2
3 KSCS-FM	6.9	WBAP-AM	7.6
4 KRLD-AM	6.8	KRLD-AM	7.3
5 KTXQ-FM	6.8	KYDA-FM	5.9
6 KOAX-FM	6.2	KOAX-FM	5.1
7 KFJZ-FM	5.7	KTXO-FM	5.1
8 KMEZ-FM	5.4	KMEZ-FM	4.8
9 KKDA-FM	4.7	WFAA-AM	4.4
10 WFAA-AM	4.6	KNOK-FM	4.2
11 KBOX-AM	4.0	KBOX-AM	4.0
12 KNOK-FM	3.6	KFJZ-FM	3.8
13 KNUS-FM	2.9	KZEW-FM	3.8
14 KZEW-FM	2.8	KMCC-FM	3.3
15 KPLX-FM	2.1	KNUS-FM	3.3
16 KLIF-AM	2.1	KLIF-AM	2.3
17 KMCC-FM	2.1	KAFM-FM	1.7
18 KVIL-AM	1.5	KPLX-FM	1.6
19 KFJZ-FM	1.3	KNOK-AM	1.5
20 KAFM-FM	1.2	WRR -FM	1.4
21 KPBC-AM	0.8	KVIL-AM	1.2
22 WRR -FM	0.7	KFJZ-AM	1.0
23 KNOK-AM	0.7	KESS-FM	0.9
24 KKDA-AM	0.5	KKDA-AM	0.7
25 KSKY-AM	0.5	KXOL-AM	0.7
26 KJIM-AM	0.4	FSKY-AM	0.6
27 KAAM-AM	0.3	KJIM-AM	0.5
28		KPBC-AM	0.5
29		KAAM-AM	0.3

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	408	KVIL-FM	341
2 KVIL-FM	341	KSCS-FM	283
3 KSCS-FM	251	WBAP-AM	260
4 KRLD-AM	247	KRLD-AM	250
5 KTXO-FM	247	KKDA-FM	201
6 KOAX-FM	227	KOAX-FM	177
7 KFJZ-FM	207	KTXO-FM	176
8 KMEZ-FM	197	KMEZ-FM	166
9 KKDA-FM	172	WFAA-AM	152
10 WFAA-AM	168	KNOK-FM	146

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KRLD-AM
2 WBAP-AM		KRLD-AM	KVIL-FM
3 KRLD-AM		WBAP-AM	WBAP-AM
4 KSCS-FM		KSCS-FM	KSCS-FM
5 KFJZ-FM		KBOX-AM	KOAX-FM
6 KOAX-FM		WFAA-AM	KBOX-AM
7 WFAA-AM		KKDA-FM	WFAA-AM
8 KBOX-AM		KOAX-FM	KMEZ-FM
9 KTXO-FM		KMEZ-FM	KKDA-FM
10 KMEZ-FM		KTXO-FM	KTXO-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	KSCS-FM
3 KRLD-AM		KRLD-AM	WBAP-AM
4 KTXO-FM		WBAP-AM	KRLD-AM
5 KSCS-FM		KKDA-FM	KOAX-FM
6 KFJZ-FM		KTXO-FM	KKDA-FM
7 KOAX-FM		KOAX-FM	KZEW-FM
8 KKDA-FM		KMEZ-FM	KTXO-FM
9 KMEZ-FM		KZEW-FM	KMEZ-FM
10 KNOK-FM		KNOK-FM	KFJZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2753

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KKDA-FM		KVIL-FM	KNOK-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KVIL-FM
3 KTXO-FM		KVIL-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KKDA-FM	KFJZ-FM
2 KKDA-FM		KFJZ-FM	KZEW-FM
3 KNUS-FM		KVIL-FM	KNOK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 9052

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KTXO-FM	KSCS-FM
3 KSCS-FM		KSCS-FM	KZEW-FM
4 KKDA-FM		KKDA-FM	KTXO-FM
5 KNOK-FM		KZEW-FM	KKDA-FM
6 KZEW-FM		KMCC-FM	KMCC-FM
7 KFJZ-FM		KNOK-FM	WBAP-AM
8 KMCC-FM		WBAP-AM	KNOK-FM
9 WBAP-AM		KNUS-FM	PPLX-FM
10 KNUS-FM		KFJZ-FM	KFJZ-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KTXO-FM	KTXO-FM
4 KFJZ-FM		WBAP-AM	KKDA-FM
5 KKDA-FM		KMCC-FM	KZEW-FM
6 KRLD-AM		KKDA-FM	KMCC-FM
7 KZEW-FM		KRLD-AM	KRLD-AM
8 KNOK-FM		KZEW-FM	WBAP-AM
9 WBAP-AM		KNUS-FM	WBAP-AM
10 KLIF-AM		KLIF-AM	KLIF-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KTXO-FM	KTXO-FM
4 KKDA-FM		KZEW-FM	KZEW-FM
5 KNOK-FM		KKDA-FM	KMCC-FM
6 KZEW-FM		KMCC-FM	KKDA-FM
7 KMCC-FM		KNOK-FM	KNOK-FM
8 KFJZ-FM		KNUS-FM	KPLX-FM
9 KLIF-AM		KRLD-AM	KRLD-AM
10 KOAX-FM		WBAP-AM	KFJZ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11205

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	KSCS-FM
3 KSCS-FM		KRLD-AM	WBAP-AM
4 KOAX-FM		WBAP-AM	KOAX-FM
5 KRLD-AM		KMEZ-FM	KMEZ-FM
6 KMEZ-FM		KKDA-FM	KRLD-AM
7 KBOX-AM		KOAX-FM	KKDA-FM
8 KTXO-FM		KBOX-AM	KMCC-FM
9 WFAA-AM		KMCC-FM	WFAA-AM
10 KKDA-FM		WFAA-AM	KPLX-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KRLD-AM		KRLD-AM	KRLD-AM
3 WBAP-AM		WBAP-AM	WBAP-AM
4 KSCS-FM		KSCS-FM	KSCS-FM
5 KOAX-FM		KBOX-AM	KOAX-FM
6 KBOX-AM		WFAA-AM	KMEZ-FM
7 KMEZ-FM		KMEZ-FM	WFAA-AM
8 WFAA-AM		KMCC-FM	KBOX-AM
9 KKDA-FM		KKDA-FM	KKDA-FM
10 KTXQ-FM		KTXO-FM	KPLX-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	KSCS-FM
3 KRLD-AM		KRLD-AM	WBAP-AM
4 KSCS-FM		WBAP-AM	KRLD-AM
5 KOAX-FM		KMEZ-FM	KOAX-FM
6 KMEZ-FM		KBOX-AM	KMEZ-FM
7 KKDA-FM		KKDA-FM	KKDA-FM
8 KBOX-AM		KOAX-FM	KMCC-FM
9 KTXO-FM		KMCC-FM	KPLX-FM
10 KNOK-FM		KTXO-FM	WFAA-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	5299	KRLD-AM	4641
2 KRLD-AM	4591	WBAP-AM	4278
3 KVIL-FM	4061	KVIL-FM	4236
4 KFJZ-FM	3094	KSCS-FM	3996
5 KSCS-FM	2866	KKDA-FM	2665
6 KKDA-FM	2654	KMEZ-FM	2444
7 KOAX-FM	2634	KFJZ-FM	2419
8 KTXQ-FM	2578	KTXO-FM	2377
9 KLIF-AM	2534	KZEW-FM	2362
10 KMFC-FM	2516	KOAX-FM	2326

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KRLD-AM		KRLD-AM	KRLD-AM
2 WBAP-AM		KVIL-FM	KVIL-FM
3 KVIL-FM		WBAP-AM	WBAP-AM
4 KFJZ-FM		KSCS-FM	KSCS-FM
5 KSCS-FM		KKDA-FM	KKDA-FM
6 KOAX-FM		KFJZ-FM	WFAA-AM
7 WFAA-AM		WFAA-AM	KOAX-FM
8 KTXQ-FM		KBOX-AM	KMEZ-FM
9 KMEZ-FM		KNUS-FM	KFJZ-FM
10 KKDA-FM		KOAX-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KRLD-AM		KVIL-FM	KVIL-FM
2 KVIL-FM		KSCS-FM	KSCS-FM
3 WBAP-AM		KRLD-AM	KRLD-AM
4 KFJZ-FM		WBAP-AM	WBAP-AM
5 KSCS-FM		KKDA-FM	KKDA-FM
6 KOAX-FM		KZEW-FM	KZEW-FM
7 KTXO-FM		KTXO-FM	KFJZ-FM
8 KKDA-FM		KNUS-FM	KTXQ-FM
9 KMEZ-FM		KFJZ-FM	KOAX-FM
10 KLIF-AM		KMEZ-FM	YHCC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2753

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KVIL-FM		KNUS-FM	KKDA-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KKDA-FM
3 KVIL-FM		KNUS-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KKDA-FM		KNUS-FM	KNOK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 9052

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KKDA-FM		KZEW-FM	KZEW-FM
4 KZEW-FM		KTXO-FM	KTXO-FM
5 KLIF-AM		KKDA-FM	KMCC-FM
6 KSCS-FM		KMCC-FM	KKDA-FM
7 WBAP-AM		WBAP-AM	WBAP-AM
8 KFJZ-FM		KRLD-AM	KLIF-AM
9 KRLD-AM		KPLX-FM	KFJZ-FM
10 KNOK-FM		KLIF-AM	KNUS-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KKDA-FM	KTXO-FM
4 KKDA-FM		KZEW-FM	KZEW-FM
5 KZEW-FM		YTXO-FM	KZEW-FM
6 KLIF-AM		KTXO-FM	KKDA-FM
7 KSCS-FM		KMCC-FM	KKDA-FM
8 WBAP-AM		WBAP-AM	WBAP-AM
9 KFJZ-FM		KRLD-AM	KLIF-AM
10 KRLD-AM		KNUS-FM	KFJZ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KKDA-FM	KTXO-FM
4 KKDA-FM		KZEW-FM	KZEW-FM
5 KZEW-FM		YTXO-FM	KZEW-FM
6 KLIF-AM		KTXO-FM	KKDA-FM
7 KNOK-FM		KMCC-FM	KKDA-FM
8 KFJZ-FM		WBAP-AM	WBAP-AM
9 WBAP-AM		KRLD-AM	KLIF-AM
10 KRLD-AM		KLIF-AM	KNUS-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11205

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXO-FM		KSCS-FM	KSCS-FM
3 KKDA-FM		KZEW-FM	KTXO-FM
4 KSCS-FM		KTXO-FM	KZEW-FM
5 KLIF-AM		KKDA-FM	KMCC-FM
6 KZEW-FM		KMCC-FM	KKDA-FM
7 KNOK-FM		KNOK-FM	KNOK-FM
8 KRLD-AM		KMEZ-FM	KFJZ-FM
9 KFJZ-FM		KLIF-AM	KFJZ-FM
10 KNUS-FM		KRLD-AM	KRLD-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11205

	A/M '79	O/N '79	A/M '80
1 WBAP-AM		KRLD-AM	KVIL-FM
2 KRLD-AM		KVIL-FM	WBAP-AM
3 KVIL-FM		KSCS-FM	KSCS-FM
4 KSCS-FM		WBAP-AM	KRLD-AM
5 KMEZ-FM		KMEZ-FM	KMEZ-FM
6 KOAX-FM		KBOX-AM	KOAX-FM
7 KLIF-AM		WFAA-AM	WFAA-AM
8 KBOX-AM		WFAA-AM	KMCC-FM
9 WFAA-AM		KKDA-FM	KKDA-FM
10 KKDA-FM		KLIF-AM	KLIF-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM			

# Davenport-Rock Island-Moline

METRO RANK

95

## A/M '80 Market Overview

Stable estimates dominated the Davenport Spring sweep. As part of Chicago's TSA, Davenport area stations were surveyed for 12 weeks under the new Quarterly Measurement system. Arbitron placed extra sample to cover any emergencies under the new technique, and as a result the in-tab this spring was up 65% over last year's figure. The numbers in this book should be more reliable than in past years.

The two market leaders were still at the top of the standings, as WHBF and KSTT ranked 1-2. WHBF was also tops 25-54, maintaining its 16 share. KSTT was best 18-34, increasing from 16 to 22.

KSTT spent more on an ad campaign for this survey than in previous years, with the budget divided between TV and busboards. There was also an on-air contest, the "Missing Links," which was a 17-word sentence listeners tried to fill in. The contest winner received a home video outfit.

This was the second straight year that KIIK's share eroded. Losses among teens and males hurt, although KIIK was still highly ranked among stations appealing to the 18-34 audience.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3093

A/M '78	A/M '79	A/M '80
1 WHBF-AM	14.8	17.3
2 KIIK-FM	14.6	12.7
3 KSTT-AM	12.0	11.4
4 WQUA-AM	10.8	10.3
5 WOC -AM	10.5	9.2
6 KRVR-FM	8.9	6.3
7 WHBF-FM	3.3	6.3
8 WGN -AM	3.3	2.8
9 KWNT-AM	2.9	2.6
10 WHTT-FM	2.6	2.4
11 WKET-AM	2.2	2.0
12 WBBM-AM	1.9	2.0
13 WLS -AM	1.4	1.8
14 WMEMO-FM	1.4	1.8
15 WMAQ-AM	1.2	1.8
16 WRSQ-FM	1.0	1.3
17 WGEN-AM		0.4
18 WMT -AM		0.4

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3093

A/M '78	A/M '79	A/M '80
1 WHBF-AM	62	79
2 KIIK-FM	61	58
3 KSTT-AM	50	52
4 WQUA-AM	45	47
5 WOC -AM	44	42

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 WOC -AM	WOC -AM	WOC -AM
4 KSTT-AM	WQUA-AM	KIIK-FM
5 KIIK-FM	KRVR-FM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	WHBF-AM
2 WHBF-AM	KSTT-AM	KSTT-AM
3 WQUA-AM	WHBF-AM	KRVR-FM
4 KRVR-FM	KRVR-FM	KIIK-FM
5 KSTT-AM	WOC -AM	WOC -AM

Teens

M-S, 6am-Midnight

POP(00): 407

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 KSTT-AM	KSTT-AM	KIIK-FM
3 WQUA-AM	WQUA-AM	WXLP-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KSTT-AM
2 KSTT-AM	KIIK-FM	KIIK-FM
3 WQUA-AM	WXLP-FM	WHBF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KIIK-FM
2 KSTT-AM	KSTT-AM	KSTT-AM
3 WLS -AM	WQUA-AM	WXLP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1096

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KSTT-AM
2 KSTT-AM	KIIK-FM	WXLP-FM
3 WQUA-AM	WXLP-FM	KIIK-FM
4 WHBF-FM	WHBF-AM	WQUA-AM
5 WHBF-AM	KRVR-FM	WHBF-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WXLP-FM
3 WQUA-AM	WXLP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WHBF-AM
5 WHBF-AM	WHBF-AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 WQUA-AM	KSTT-AM	KIIK-FM
3 KSTT-AM	WXLP-FM	WXLP-FM
4 WHBF-AM	KRVR-FM	WQUA-AM
5 WHTT-FM	WHBF-AM	WHBF-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1440

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KRVR-FM
3 KRVR-FM	KRVR-FM	KSTT-AM
4 KIIK-FM	WOC -AM	WQUA-AM
5 KSTT-AM	WQUA-AM	WOC -AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	WOC -AM
4 KIIK-FM	KRVR-FM	KRVR-FM
5 WOC -AM	WOC -AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WQUA-AM	WHBF-AM	KRVR-FM
2 WHBF-AM	KSTT-AM	KSTT-AM
3 KRVR-FM	KRVR-FM	WHBF-AM
4 KIIK-FM	WOC -AM	WQUA-AM
5 WHTT-FM	WQUA-AM	KIIK-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3093

A/M '78	A/M '79	A/M '80
1 KSTT-AM	1051	1058
2 WHBF-AM	1018	945
3 KIIK-FM	943	822
4 WQUA-AM	811	786
5 WOC -AM	627	693

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 KSTT-AM	KSTT-AM	KSTT-AM
3 WQUA-AM	KIIK-FM	WOC -AM
4 KIIK-FM	WQUA-AM	WQUA-AM
5 WOC -AM	WOC -AM	KIIK-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WHBF-AM
3 WHBF-AM	WHBF-AM	KIIK-FM
4 WQUA-AM	WQUA-AM	WQUA-AM
5 KRVR-FM	WOC -AM	KRVR-FM

Teens

M-S, 6am-Midnight

POP(00): 407

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KIIK-FM
2 KSTT-AM	KIIK-FM	KSTT-AM
3 WQUA-AM	WQUA-AM	WQUA-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 KSTT-AM	KSTT-AM	KIIK-FM
3 WQUA-AM	WQUA-AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KIIK-FM
2 KSTT-AM	KIIK-FM	KSTT-AM
3 WLS -AM	WQUA-AM	WXLP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1096

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	KIIK-FM
3 WQUA-AM	WQUA-AM	WQUA-AM
4 WHBF-AM	WXLP-FM	WXLP-FM
5 WLS -AM	WLS -AM	WHBF-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WQUA-AM
3 WQUA-AM	WXLP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WXLP-FM
5 WHBF-AM	WLS -AM	WHBF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WQUA-AM
3 WQUA-AM	WXLP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WXLP-FM
5 WHBF-AM	WLS -AM	WHBF-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1440

A/M '78	A/M '79	A/M '80
1 WHBF-AM	KSTT-AM	WHBF-AM
2 WQUA-AM	WHBF-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	KRVR-FM
4 KRVR-FM	WOC -AM	WQUA-AM
5 KIIK-FM	KIIK-FM	WOC -AM

M-F, 6-10am

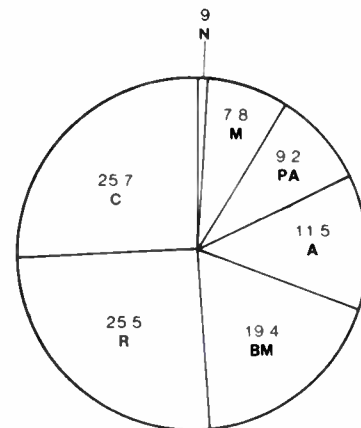
A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	WQUA-AM
4 WOC -AM	WOC -AM	WOC -AM
5 KIIK-FM	KRVR-FM	KRVR-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WQUA-AM	KSTT-AM	KSTT-AM
2 WHBF-AM	WHBF-AM	WHBF-AM
3 KSTT-AM	KRVR-FM	KRVR-FM
4 KRVR-FM	WQUA-AM	WQUA-AM
5 KIIK-FM	KIIK-FM	WOC -AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Dayton

METRO RANK

44

## A/M '80 Market Overview

WHIO-AM-FM as usual, were the top stations in the metro. This time it was WHIO-FM in the overall lead, and the stations were 1-2 in the 25-54 demo, the FM leading with over 19% of and WHIO-AM with over 14%. In this survey, WHIO-FM used the Patrick O'Neal TV spot to bring attention to its **Bonneville** music format.

For the third straight book, AOR WTUE led among adults 18-34, this time with over 19%. The station used a media mix campaign involving more TV than usual, plus cabtops, billboards, and bumper stickers. The **Superstars** format worked well again, giving the station a clear edge over WING, WDUE, and WDAO.

While WING and WVUD slipped in 18-34 shares, Black-formatted WDAO gobbled up some of the audience void. WDAO's young male audience figures soared, so it will be interesting to see how stable those numbers are. However, in the meantime WDAO can bask in the glory of its 18-34 share going up 56% over O/N '79, to just over 10% of that audience. WDAO used billboards and station newspaper to spread the word, while also running a contest to pay utility bills for listeners. Winners were then qualified for a grand prize of \$2500 in cash.

Country WONE rebounded to the share neighborhood in which it had been residing before last Fall's book came out. The station was third among 25-54's with over 11%, comparable to the A/M '79 number. Evidently the station caught a sampling wobble last fall.

### Average Persons 12+ Share Trends

M-S, 6am-Midnight

POP(00): 6865

A/M '79	O/N '79	A/M '80
1 WHIO-AM 16.0	WHIO-AM 15.4	WHIO-FM (BM) 17.0
2 WHIO-FM 15.3	WHIO-FM 15.4	WHIO-AM (PA) 12.6
3 WTUE-FM 12.0	WING-AM 8.9	WTUE-FM (A) 9.9
4 WONE-AM 9.7	WTUE-FM 8.1	WONE-AM (C) 9.2
5 WING-AM 8.7	WDJX-FM 6.8	WDAO-FM (B) 7.5
6 WDJX-FM 6.5	WAVI-AM 6.8	WVUD-FM (A) 7.0
7 WDAO-FM 5.2	WONE-AM 6.6	WING-AM (R) 6.7
8 WAVI-AM 4.9	WVUD-FM 6.4	WDJX-FM (R) 6.2
9 WLW-AM 2.9	WDAO-FM 5.6	WAVI-AM (N) 5.8
10 WKRO-FM 2.8	WLW-AM 2.3	WLW-AM (PA) 2.2
11 WVUD-FM 2.7	WPTW-FM 1.5	WSKS-FM (R) 2.0
12 WLWS-FM 1.9	WFCJ-FM 1.5	WFCJ-FM (RL) 1.5
13 WPTW-FM 1.3	WLWV-FM 1.5	WPTW-FM (PA) 1.3
14 WOKV-FM 1.2	WLWS-FM 1.3	WBZI-FM (R) 0.9
15 WKRC-AM 0.8	WKRC-AM 0.8	WPTW-AM (PA) 0.8
16 WBZI-FM 0.7	WPBF-FM 0.7	WKRO-FM (R) 0.7
17 WVEZ-FM 0.6	WKRO-FM 0.7	WBBN-FM (A) 0.7
18 WPTW-AM 0.5	WVEZ-FM 0.6	KLWV-FM (R) 0.4
19 WFCJ-FM 0.4	WBZI-FM 0.6	WJAI-FM (C) 0.4
20	WJAI-FM 0.6	WVEZ-FM (BM) 0.3
21	WOKV-FM 0.4	
22	WPTW-AM 0.3	

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6865

A/M '79	O/N '79	A/M '80
1 WHIO-AM 16.7	WHIO-AM 15.2	WHIO-FM 19.9
2 WHIO-FM 16.0	WHIO-FM 15.2	WHIO-AM 14.7
3 WTUE-FM 12.5	WING-AM 8.8	WTUE-FM 11.6
4 WONE-AM 10.1	WTUE-FM 8.0	WONE-AM 10.8
5 WING-AM 9.1	WDJX-FM 6.7	WDAO-FM RR

A/M '79	O/N '79	A/M '80
1 WHIO-AM	WHIO-AM	WHIO-AM
2 WHIO-FM	WHIO-FM	WHIO-FM
3 WING-AM	WING-AM	WONE-AM
4 WONE-AM	WONE-AM	WING-AM
5 WTUE-FM	WTUE-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WHIO-FM	WHIO-FM	WHIO-FM
2 WHIO-AM	WHIO-AM	WTUE-FM
3 WTUE-FM	WTUE-FM	WVUD-FM
4 WING-AM	WING-AM	WHIO-AM
5 WONE-AM	WDJX-FM	WONE-AM

A/M '79	O/N '79	A/M '80
1 WKRO-FM	WDJX-FM	WDJX-FM
2 WTUE-FM	WDAO-FM	WVUD-FM
3 WKRO-FM	WTUE-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WDJX-FM	WDJX-FM	WDJX-FM
2 WING-AM	WING-AM	WTUE-FM
3 WTUE-FM	WHIO-AM	WVUD-FM

A/M '79	O/N '79	A/M '80
1 WDJX-FM	WDJX-FM	WVUD-FM
2 WTUE-FM	WDAO-FM	WDJX-FM
3 WING-AM	WVUD-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WTUE-FM	WTUE-FM	WTUE-FM
2 WING-AM	WHIO-FM	WVUD-FM
3 WDJX-FM	WVUD-FM	WING-AM
4 WONE-AM	WING-AM	WDAO-FM
5 WDJX-FM	WDJX-FM	WDJX-FM

A/M '79	O/N '79	A/M '80
1 WING-AM	WING-AM	WTUE-FM
2 WTUE-FM	WHIO-FM	WING-AM
3 WONE-AM	WTUE-FM	WVUD-FM
4 WHIO-AM	WVUD-FM	WDAO-FM
5 WDJX-FM	WONE-AM	WHIO-AM

A/M '79	O/N '79	A/M '80
1 WTUE-FM	WTUE-FM	WTUE-FM
2 WING-AM	WHIO-FM	WVUD-FM
3 WDJX-FM	WVUD-FM	WDJX-FM
4 WONE-AM	WING-AM	WING-AM
5 WDAO-FM	WDJX-FM	WDAO-FM

A/M '79	O/N '79	A/M '80
1 WHIO-FM	WHIO-FM	WHIO-FM
2 WONE-AM	WHIO-AM	WHIO-AM
3 WHIO-AM	WING-AM	WONE-AM
4 WING-AM	WONE-AM	WDAO-FM
5 WTUE-FM	WTUE-FM	WING-AM

A/M '79	O/N '79	A/M '80
1 WHIO-FM	WHIO-FM	WHIO-FM
2 WONE-AM	WHIO-AM	WHIO-AM
3 WING-AM	WING-AM	WONE-AM
4 WING-AM	WONE-AM	WDAO-FM
5 WTUE-FM	WTUE-FM	WING-AM

A/M '79	O/N '79	A/M '80
1 WONE-AM	WHIO-AM	WHIO-AM
2 WHIO-AM	WHIO-FM	WHIO-FM
3 WING-AM	WING-AM	WONE-AM
4 WHIO-FM	WONE-AM	WING-AM
5 WTUE-FM	WDAO-FM	WDAO-FM

A/M '79	O/N '79	A/M '80
1 WHIO-FM	WHIO-FM	WHIO-FM
2 WONE-AM	WHIO-AM	WHIO-AM
3 WING-AM	WING-AM	WONE-AM
4 WHIO-AM	WONE-AM	WTUE-FM
5 WTUE-FM	WDJX-FM	WING-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6865

A/M '79	O/N '79	A/M '80
1 WHIO-AM 2392	WHIO-AM 2081	WHIO-AM 1996
2 WING-AM 2026	WHIO-FM 1987	WHIO-FM 1938
3 WHIO-FM 1839	WING-AM 1903	WTUE-FM 1558
4 WONE-AM 1292	WTUE-FM 1252	WING-AM 1405
5 WTUE-FM 1282	WONE-AM 1132	WONE-AM 1299

A/M '79	O/N '79	A/M '80
1 WHIO-AM	WHIO-AM	WHIO-AM
2 WING-AM	WHIO-FM	WHIO-FM
3 WHIO-FM	WING-AM	WING-AM
4 WONE-AM	WONE-AM	WONE-AM
5 WTUE-FM	WTUE-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WHIO-AM	WHIO-FM	WHIO-FM
2 WING-AM	WHIO-AM	WTUE-FM
3 WHIO-FM	WING-AM	WHIO-AM
4 WTUE-FM	WTUE-FM	WONE-AM
5 WONE-AM	WDJX-FM	WING-AM

A/M '79	O/N '79	A/M '80
1 WDJX-FM	WDJX-FM	WDJX-FM
2 WING-AM	WTUE-FM	WTUE-FM
3 WTUE-FM	WING-AM	WVUD-FM

A/M '79	O/N '79	A/M '80
1 WDJX-FM	WDJX-FM	WDJX-FM
2 WING-AM	WING-AM	WTUE-FM
3 WTUE-FM	WTUE-FM	WING-AM

A/M '79	O/N '79	A/M '80
1 WDJX-FM	WDJX-FM	WDJX-FM
2 WING-AM	WTUE-FM	WVUD-FM
3 WTUE-FM	WDAO-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WING-AM	WING-AM	WTUE-FM
2 WTUE-FM	WTUE-FM	WING-AM
3 WHIO-AM	WHIO-FM	WVUD-FM
4 WDJX-FM	WDJX-FM	WDJX-FM
5 WDAO-FM	WVUD-FM	WDAO-FM

A/M '79	O/N '79	A/M '80
1 WING-AM	WING-AM	WTUE-FM
2 WTUE-FM	WTUE-FM	WING-AM
3 WHIO-AM	WHIO-FM	WVUD-FM
4 WONE-AM	WVUD-FM	WDJX-FM
5 WDJX-FM	WDJX-FM	WDAO-FM

A/M '79	O/N '79	A/M '80
1 WING-AM	WTUE-FM	WTUE-FM
2 WTUE-FM	WING-AM	WVUD-FM
3 WDJX-FM	WVUD-FM	WING-AM
4 WONE-AM	WHIO-FM	WDJX-FM
5 WDAO-FM	WDJX-FM	WDAO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3367

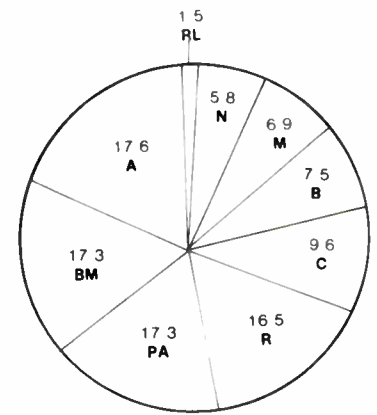
A/M '79	O/N '79	A/M '80
1 WHIO-AM	WHIO-FM	WHIO-FM
2 WING-AM	WHIO-AM	WHIO-AM
3 WHIO-FM	WING-AM	WONE-AM
4 WONE-AM	WONE-AM	WING-AM
5 WTUE-FM	WTUE-FM	WTUE-FM

A/M '79	O/N '79	A/M '80
1 WHIO-AM	WHIO-AM	WHIO-AM
2 WING-AM	WHIO-FM	WHIO-FM
3 WONE-AM	WING-AM	WONE-AM
4 WHIO-FM	WONE-AM	WING-AM
5 WTUE-FM	WTUE-FM	WDAO-FM

A/M '79	O/N '79	A/M '80
1 WING-AM	WHIO-FM	WHIO-FM
2 WHIO-AM	WHIO-AM	WHIO-AM
3 WONE-AM	WING-AM	WONE-AM
4 WHIO-FM	WONE-AM	WING-AM
5 WTUE-FM	WDJX-FM	WDAO-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Daytona Beach

METRO RANK **137**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79		O/N '79		A/M '80	
1	WWLV-FM 16.0	WWLV-FM 16.8	WWLV-FM(BB) 19.0		
2	WSBB-AM 11.4	WDBO-FM 11.8	WELE-FM(C) 12.0		
3	WDBO-FM 10.7	WELE-FM 8.8	WDOQ-FM(PA) 11.7		
4	WDIZ-FM 9.1	WSBB-AM 8.4	WDBO-FM(BB) 11.7		
5	WNDB-AM 7.5	WDIZ-FM 8.0	WNDB-AM(PA) 7.7		
6	WMFJ-AM 5.2	WQXQ-FM 8.0	WSBB-AM(PA) 7.3		
7	WROD-AM 5.2	WNDB-AM 7.3	WDIZ-FM(A) 5.1		
8	WELE-FM 5.2	WROD-AM 6.1	WROD-AM(PA) 2.9		
9	WQXQ-FM 4.9	WDAT-AM 4.2	WMFJ-AM(RL) 2.6		
10	WFLV-AM 3.6	WELE-FM 3.8	WDAT-AM(PA) 2.2		
11	WDAT-AM 3.3	WORJ-FM 2.3	WORJ-FM(A) 1.8		
12	WBJW-FM 2.9	WMFJ-AM 2.3	WELE-AM(C) 1.8		
13	WHOO-FM 2.3	WBJW-FM 1.9	WETO-AM(R) 1.5		
14	WHLY-FM 1.6	WHOO-FM 1.5	WDBO-AM(PA) 1.5		
15	WETO-AM 1.3	WKXX-AM 1.5	WHOO-FM(BB) 1.1		
16	WDBO-AM 1.0	WDBO-AM 1.5	WHLY-FM(A) 1.1		
17	WORJ-FM 1.0	WHLY-FM 1.1	WORL-AM(M) 1.1		
18	WHOO-AM 0.3	WKIS-AM 0.8	WAPE-AM(R) 0.7		
19	WKXX-AM 0.3	WETO-AM 0.8	WTLN-FM(RL) 0.7		
20	WCCZ-AM 0.3		WTLN-AM(RL) 0.4		
21			WTTR-AM(C) 0.4		

## Average Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight			
POP(00): 1918					
A/M '79		O/N '79		A/M '80	
1	WWLV-FM 49	WWLV-FM 44	WWLV-FM 52		
2	WSBB-AM 35	WDBO-FM 31	WELE-FM 33		
3	WDBO-FM 33	WELE-FM 23	WDOQ-FM 32		
4	WDIZ-FM 28	WSBB-AM 22	WPBO-FM 32		
5	WNDB-AM 23	WDIZ-FM 21	WNDB-AM 21		

M-F, 6-10am		M-S, 6am-Midnight			
POP(00): 1918					
A/M '79		O/N '79		A/M '80	
1	WSBB-AM	WWLV-FM	WWLV-FM		
2	WWLV-FM	WNDB-AM	WNDB-AM		
3	WNDB-AM	WSBB-AM	WELE-FM		
4	WROD-AM	WELE-FM	WDBO-FM		
5	WDBO-FM	WDBO-FM	WDOQ-FM		

M-F, 3-7pm		M-S, 6am-Midnight			
POP(00): 183					
A/M '79		O/N '79		A/M '80	
1	WWLV-FM	WWLV-FM	WWLV-FM		
2	WDIZ-FM	WDBO-FM	WDOQ-FM		
3	WDBO-FM	WDIZ-FM	WELE-FM		
4	WSBB-AM	WELE-FM	WDBO-FM		
5	WNDB-AM	WQXQ-FM	WNDB-AM		

Teens		M-S, 6am-Midnight			
POP(00): 183					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WDIZ-FM	WDOQ-FM		
2	WMFJ-AM	WBJW-FM	WDIZ-FM		
3	WQXQ-FM	WORJ-FM	WDAT-AM		

M-F, 6-10am		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WDIZ-FM	WDOQ-FM		
2	WMFJ-AM	WBJW-FM	WDIZ-FM		
3	WQXQ-FM	WORJ-FM	WDAT-AM		

M-F, 3-7pm		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WQXQ-FM	WDOQ-FM		
2	WQXQ-FM	WDIZ-FM	WELE-FM		
3	WMFJ-AM	WROD-AM	WDIZ-FM		
4	WROD-AM	WELE-FM	WWLV-FM		
5	WDAT-AM	WELE-AM	WORJ-FM		

F, 6-10am		Adults 25-54			
POP(00): 653					
A/M '79		O/N '79		A/M '80	
1	WROD-AM	WQXQ-FM	WDOQ-FM		
2	WDIZ-FM	WDIZ-FM	WELE-FM		
3	WQXQ-FM	WDAT-AM	WMFJ-AM		
4	WMFJ-AM	WROD-AM	WDBO-FM		
5	WDAT-AM	WELE-FM	WDAT-AM		

F, 3-7pm		Adults 25-54			
POP(00): 653					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WQXQ-FM	WDOQ-FM		
2	WBJW-FM	WDIZ-FM	WWLV-FM		
3	WQXQ-FM	WROD-AM	WDIZ-FM		
4	WROD-AM	WELE-FM	WDBO-FM		
5	WDAT-AM	WWLV-FM	WELE-FM		

M-F, 3-7pm		Adults 25-54			
POP(00): 653					
A/M '79		O/N '79		A/M '80	
1	WDBO-FM	WLE-FM	WWLV-FM		
2	WWLV-FM	WWLV-FM	WELE-FM		
3	WELE-FM	WDBO-FM	WDOQ-FM		
4	WROD-AM	WQXQ-FM	WROD-AM		
5	WDIZ-FM	WDAT-AM	WDBO-FM		

## Cume Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight			
POP(00): 1918					
A/M '79		O/N '79		A/M '80	
1	WWLV-FM 449	WWLV-FM 487	WWLV-FM 481		
2	WNDB-AM 423	WRRO-FM 335	WDOQ-FM 410		
3	WDIZ-FM 360	WNDB-AM 321	WRRO-FM 375		
4	WMFJ-AM 313	WDIZ-FM 293	WELE-FM 348		
5	WDBO-FM 312	WFLV-FM 286	WNDB-AM 279		

M-F, 6-10am		M-S, 6am-Midnight			
POP(00): 183					
A/M '79		O/N '79		A/M '80	
1	WWLV-FM	WWLV-FM	WWLV-FM		
2	WNDB-AM	WNDB-AM	WDOQ-FM		
3	WDIZ-FM	WSBB-AM	WELE-FM		
4	WMFJ-AM	WDBO-FM	WNDB-AM		
5	WDBO-FM	WDIZ-FM	WDBO-FM		

M-F, 3-7pm		Teens			
POP(00): 183					
A/M '79		O/N '79		A/M '80	
1	WWLV-FM	WWLV-FM	WWLV-FM		
2	WDIZ-FM	WDBO-FM	WDOQ-FM		
3	WDBO-FM	WDIZ-FM	WDOQ-FM		
4	WNDB-AM	WQXQ-FM	WELE-FM		
5	WRRO-AM	WELE-FM	WNDB-AM		

M-F, 6-10am		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WDIZ-FM	WDOQ-FM		
2	WMFJ-AM	WBJW-FM	WDIZ-FM		
3	WQXQ-FM	WORJ-FM	WDAT-AM		

M-F, 3-7pm		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WDIZ-FM	WDOQ-FM		
2	WMFJ-AM	WBJW-FM	WDIZ-FM		
3	WHLY-FM	WQXQ-FM	WDAT-AM		

M-F, 6-10am		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WQXQ-FM	WDOQ-FM		
2	WQXQ-FM	WDIZ-FM	WDIZ-FM		
3	WRRO-AM	WRRO-AM	WELE-FM		
4	WBJW-FM	WELE-FM	WRRO-AM		
5	WMFJ-AM	WWLV-FM	WORJ-FM		

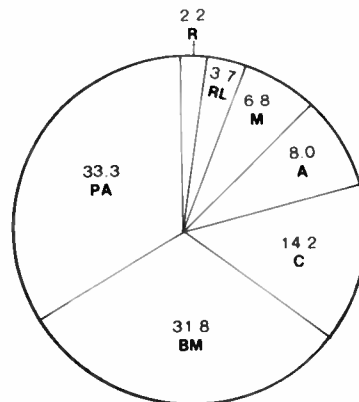
M-F, 3-7pm		Adults 18-34			
POP(00): 476					
A/M '79		O/N '79		A/M '80	
1	WDIZ-FM	WDIZ-FM	WDOQ-FM		
2	WQXQ-FM	WQXQ-FM	WDIZ-FM		
3	WRRO-AM	WRRO-AM	WELE-FM		
4	WDAT-AM	WORJ-FM	WDAT-AM		
5	WBJW-FM	WRRO-AM	WDAT-AM		

M-F, 6-10am		Adults 25-54			
POP(00): 653					
A/M '79		O/N '79		A/M '80	
1	WFLV-FM	WWLV-FM	WELE-FM		
2	WWLV-FM	WELE-FM	WWLV-FM		
3	WNDB-AM	WDBO-FM	WDOQ-FM		
4	WRRO-AM	WNDB-AM	WDBO-FM		
5	WDBO-FM	WQXQ-FM	WNDB-AM		

M-F, 3-7pm		Adults 25-54			
POP(00): 653					
A/M '79		O/N '79		A/M '80	
1	WFLV-FM	WWLV-FM	WWLV-FM		
2	WELE-FM	WELE-FM	WELE-FM		
3	WDBO-FM	WDBO-FM	WDOQ-FM		
4	WRRO-AM	WQXQ-FM	WNDB-AM		
5	WDAT-AM	WRRO-AM	WRRO-AM		

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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

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# Denver-Boulder

METRO RANK

22

## A/M '80 Market Overview

With KOA usually winning the fall books thanks to Broncos football, the suspense in this market is over what will happen in the spring. This year there was a new number one, AOR KBPI. By almost doubling its total persons appeal, the station soared ahead of such perennial fixtures as KIMN and KHOW.

KBPI's gains came in three areas — teens, young men, and to a lesser extent, young adult women. Last spring KBPI had an 18-34 share of just under 9%, but this spring the station surged to over 15%. A TV ad campaign, plus sponsoring promotions like bike races and sending listeners to a Pink Floyd concert in L.A. helped the station's visibility remain high.

KIMN and KHOW were virtually tied in total audience, but each had its own niche of strength. KIMN was second 18-34, while KHOW was tops in the 25-54 demo. KIMN was quite aggressive promo-

tionally this past sweep, using an extensive direct mail campaign and TV commercials. On-air, it featured a "Go For The Gold" contest, offering prizes such as a pound of gold, a trip to Mexico, and a new car. KIMN is hoping to add to its adult appeal, so future surveys should be interesting to see how the KHOW/KIMN matchup is resolved.

Beautiful Music KLIR and Country leader KLZ each enjoyed good books. KLIR aired the Patrick O'Neal TV commercial and used billboards to promote its Schulke sound. KLIR's rebound from a poor book last fall placed it in second place 25-54 adults, with a share comparable to its A/M '79 numbers.

KLZ used a combo of TV and newspaper ads to try and attract listeners to the station. On-air promotions included the "Secret Sound," a phone-in contest in which people tried to guess the sound and win a cash prize of \$560. KLZ has grown consistently, garnering fourth place 25-54 with more than 7% of that audience.

Two stations suffered noteworthy down books. KOA slipped after the football season, so we should see a rebound in the Fall survey. KOSI-FM, after doubling its share in the last book, settled down as KLIR recaptured some of its numbers.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KHOW-AM	9.9	9.9
2 KLIR-FM	7.8	7.7
3 KAZY-FM	7.3	6.9
4 KOSI-FM	6.7	6.8
5 KIMN-AM	6.5	6.5
6 KOA -AM	6.4	6.1
7 KTLK-AM	5.4	5.4
8 KBPI-FM	4.6	4.9
9 KLZ -AM	3.9	4.1
10 KOAO-FM	3.4	3.9
11 KOSI-AM	3.4	3.6
12 KVOD-FM	3.2	3.1
13 KIMN-FM	3.0	2.6
14 KPPL-FM	2.8	2.6
15 KWAZ-AM	2.6	2.1
16 KADY-FM	2.3	2.0
17 KERE-AM	1.9	1.7
18 KLAK-AM	1.9	1.7
19 KDEN-AM	1.8	1.7
20 KHOW-FM	1.5	1.7
21 KBCO-FM	1.5	1.6
22 KDKO-AM	1.4	1.5
23 KLDR-AM	1.2	1.5
24 KFML-AM	1.0	1.3
25 KADE-AM	1.0	1.3
26 KRKS-AM	0.6	1.0
27 KBOL-AM	0.5	0.6
28 KBRN-AM	0.4	0.4
29		0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KHOW-AM	201	209
2 KLIR-FM	158	163
3 KAZY-FM	148	146
4 KOSI-FM	135	144
5 KIMN-AM	132	138
6 KOA -AM	129	129
7 KTLK-AM	110	114
8 KBPI-FM	94	104
9 KLZ -AM	80	86
10 KOAO-FM	69	83

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KOA -AM		
3 KIMN-AM		
4 KLIR-FM		
5 KAZY-FM		
6 KTLK-AM		
7 KLZ -AM		
8 KOSI-FM		
9 KOSI-AM		
10 KVOD-FM		

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KAZY-FM		
3 KLIR-FM		
4 KIMN-AM		
5 KTLK-AM		
6 KOSI-FM		
7 KOA -AM		
8 KBPI-FM		
9 KOAO-FM		
10 KOSI-AM		

### Teens

M-S, 6am-Midnight

POP(00): 1639

A/M '79	O/N '79	A/M '80
1 KTLK-AM		
2 KIMN-AM		
3 KAZY-FM		

A/M '79	O/N '79	A/M '80
1 KTLK-AM		
2 KIMN-AM		
3 KAZY-FM		

A/M '79	O/N '79	A/M '80
1 KTLK-AM		
2 KIMN-AM		
3 KOAO-FM		

### Adults 18-34

M-S, 6am-Midnight

POP(00): 5215

A/M '79	O/N '79	A/M '80
1 KAZY-FM		
2 KHOW-AM		
3 KBPI-FM		
4 KIMN-AM		
5 KIMN-FM		
6 KOAO-FM		
7 KPPL-FM		
8 KADY-FM		
9 KTLK-AM		
10 KBCO-FM		

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KAZY-FM		
3 KIMN-AM		
4 KBPI-FM		
5 KOA -AM		
6 KIMN-FM		
7 KPPL-FM		
8 KIMN-AM		
9 KVOD-FM		
10 KTLK-AM		

A/M '79	O/N '79	A/M '80
1 KAZY-FM		
2 KHOW-AM		
3 KBPI-FM		
4 KIMN-AM		
5 KIMN-FM		
6 KPPL-FM		
7 KOAQ-FM		
8 KADY-FM		
9 KOSI-FM		
10 KTLK-AM		

### Adults 25-54

M-S, 6am-Midnight

POP(00): 6398

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KOSI-FM		
3 KLIR-FM		
4 KOA -AM		
5 KIMN-AM		
6 KVOD-FM		
7 KLZ -AM		
8 KBPI-FM		
9 KPPL-FM		
10 KOSI-AM		

### M-F, 6-10am

1 KHOW-AM		
2 KOA -AM		
3 KLIR-FM		
4 KOSI-FM		
5 KIMN-AM		
6 KVOD-FM		
7 KLZ -AM		
8 KOSI-AM		
9 KERE-AM		
10 KLAK-AM		

### M-F, 3-7pm

1 KHOW-AM		
2 KLIR-FM		
3 KOSI-FM		
4 KOA -AM		
5 KIMN-AM		
6 KPPL-FM		
7 KTLK-AM		
8 KLZ -AM		
9 KOSI-AM		
10 KBPI-FM		

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KIMN-AM	2819	3518
2 KHOW-AM	2760	2853
3 KOA -AM	2586	2486
4 KOSI-FM	2083	2003
5 KLIR-FM	1944	1968
6 KTLK-AM	1777	1853
7 KOAO-FM	1776	1825
8 KBPI-FM	1711	1723
9 KAZY-FM	1580	1687
10 KOSI-AM	1519	1552

### M-F, 6-10am

1 KHOW-AM		
2 KOA -AM		
3 KIMN-AM		
4 KTLK-AM		
5 KAZY-FM		
6 KLIR-FM		
7 KOSI-AM		
8 KLZ -AM		
9 KOSI-FM		
10 KBPI-FM		

### M-F, 3-7pm

1 KHOW-AM		
2 KIMN-AM		
3 KAZY-FM		
4 KOSI-FM		
5 KOA -AM		
6 KLIR-FM		
7 KOAO-FM		
8 KTLK-AM		
9 KBPI-FM		
10 KOSI-AM		

### Teens

M-S, 6am-Midnight

POP(00): 1639

A/M '79	O/N '79	A/M '80
1 KIMN-AM		
2 KTLK-AM		
3 KOAO-FM		

A/M '79	O/N '79	A/M '80
1 KIMN-AM		
2 KTLK-AM		
3 KAZY-FM		

A/M '79	O/N '79	A/M '80
1 KIMN-AM		
2 KTLK-AM		
3 KAZY-FM		

### Adults 18-34

M-S, 6am-Midnight

POP(00): 5215

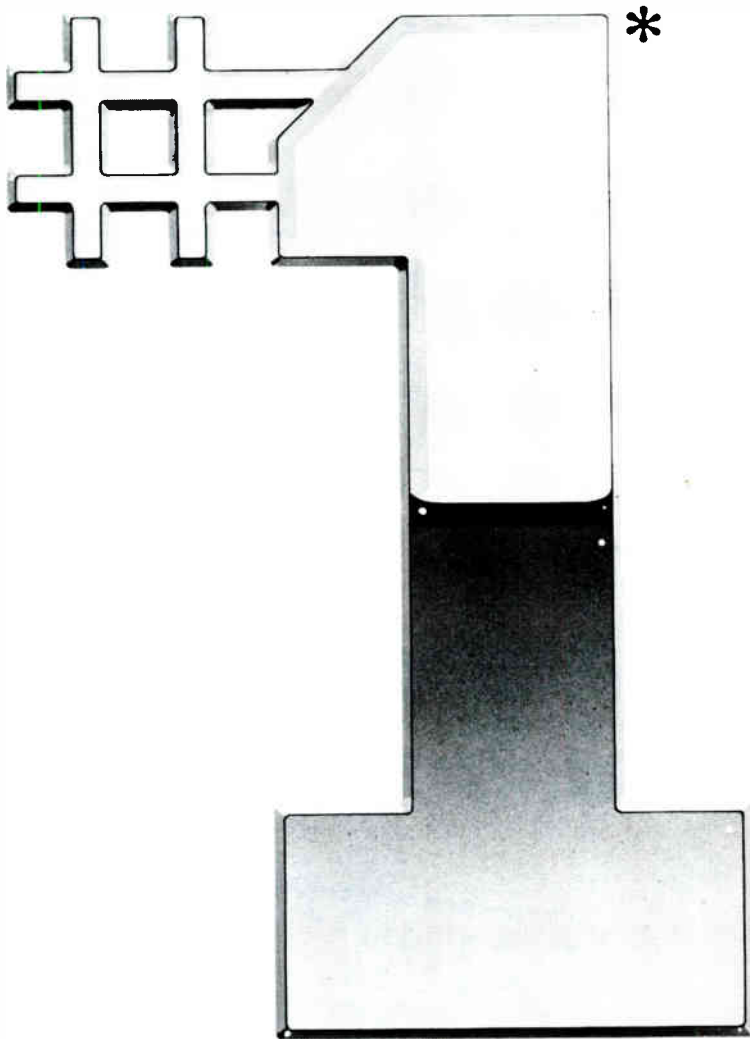
A/M '79	O/N '79	A/M '80
1 KIMN-AM		
2 KBPI-FM		
3 KHOW-AM		
4 KOAO-FM		
5 KAZY-FM		
6 KIMN-FM		
7 KTLK-AM		
8 KOA -AM		
9 KOSI-FM		
10 KPPL-FM		

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KIMN-AM		
3 KAZY-FM		
4 KBPI-FM		
5 KIMN-FM		
6 KTLK-AM		
7 KOAQ-FM		
8 KOA -AM		
9 KLZ -AM		
10 KBCO-FM		

A/M '79	O/N '79	A/M '80
1 KIMN-AM		
2 KAZY-FM		
3 KHOW-AM		
4 KBPI-FM		
5 KIMN-FM		
6 KTLK-AM		
7 KOAQ-FM		
8 KOA -AM		
9 KLZ -AM		
10 KLZ -AM		

Continued on Page 118

# KNOW RADIO 63 · DENVER



**With adults:**

**25-49**

**25-54**

(Not to mention adults  
in drive times.)

**Why not mention  
drive times!**

..... **37%** more 25-49 & 25-54  
adults than the \*2 station.

**Doubleday Broadcasting Co., Inc.**  
National Representatives  
Radio Advertising Representatives, Inc

\*Source: ARB/APR - MAY 1980/MSA/AQH  
Total Week/6-10,3-7/Mon-Fri





# Des Moines

METRO RANK **103**

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 KSO -AM	17.6	WHO -AM	16.4	WHO -AM (M)	16.9
2 WHO -AM	15.1	KLYF-FM	11.0	KSO -AM (C)	14.6
3 KLYF-FM	13.1	KRNT-AM	10.8	KLYF-FM (BB)	12.4
4 KIOA-AM	12.1	KSO -AM	10.5	KRNT-AM (PA)	11.9
5 KRNT-AM	11.8	KIOA-AM	10.3	KCGO-FM (A)	11.1
6 KMCK-FM	7.6	KMCK-FM	9.7	KRNQ-FM (R)	9.8
7 KRNO-FM	7.6	KRNQ-FM	9.5	KIOA-AM (R)	6.9
8 KCGO-FM	6.3	KCGO-FM	7.4	KMCK-FM (R)	6.6
9 KDMI-FM	1.5	KLFM-FM	2.8	KANY-FM (BB)	1.6
10 KWKY-AM	1.3	KCBC-AM	1.5	KWKY-AM (RL)	1.1
11 KANY-FM	1.0	KWKY-AM	1.5	KCBC-AM (PA)	0.8
12 KLFM-FM	0.8	KANY-FM	0.8	KLFM-FM (PA)	0.8
13 WOW -AM	0.5	KDMI-FM	0.5		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 KSO -AM	7.0	WHO -AM	6.4	WHO -AM	6.4
2 WHO -AM	6.0	KLYF-FM	4.3	KSO -AM	5.5
3 KLYF-FM	5.2	KRNT-AM	4.2	KLYF-FM	4.7
4 KIOA-AM	4.8	KSO -AM	4.1	KRNT-AM	4.5
5 KRNT-AM	4.7	KIOA-AM	4.0	KCGO-FM	4.2

**M-F, 6-10am**

1 WHO -AM	WHO -AM	WHO -AM
2 KSO -AM	KRNT-AM	KRNT-AM
3 KRNT-AM	KSO -AM	KSO -AM
4 KIOA-AM	KIOA-AM	KRNQ-FM
5 KLYF-FM	KMCK-FM	KLYF-FM

**M-F, 3-7pm**

1 KSO -AM	WHO -AM	KSO -AM
2 KIOA-AM	KIOA-AM	WHO -AM
3 WHO -AM	KSO -AM	KLYF-FM
4 KLYF-FM	KLYF-FM	KCGO-FM
5 KRNT-AM	KRNT-AM	KRNT-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 345

A/M '79	O/N '79	A/M '80
1 KMCK-FM	KRNO-FM	KCGO-FM
2 KIOA-AM	KMCK-FM	KMCK-FM
3 KRNQ-FM	KIOA-AM	KRNO-FM

**M-F, 6-10am**

1 KMCK-FM	KRNQ-FM	KMCK-FM
2 KIOA-AM	KIOA-AM	KCGO-FM
3 KRNO-FM	KMCK-FM	KRNQ-FM

**M-F, 3-7pm**

1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KMCK-FM	KCGO-FM
3 KRNO-FM	KRNQ-FM	KRNO-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1044

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KRNO-FM	KMCK-FM	KCGO-FM
3 KCGO-FM	KCGO-FM	KIOA-AM
4 KSO -AM	KRNO-FM	KLYF-FM
5 KMCK-FM	KSO -AM	KMCK-FM

**M-F, 6-10am**

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KSO -AM	KMCK-FM	WHO -AM
3 KRNO-FM	KCGO-FM	KIOA-AM
4 KMCK-FM	KRNQ-FM	KCGO-FM
5 KCGO-FM	KRNT-AM	KMCK-FM

**M-F, 3-7pm**

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KCGO-FM	KCGO-FM	KCGO-FM
3 KRNO-FM	KMCK-FM	KIOA-AM
4 WHO -AM	KRNQ-FM	KLYF-FM
5 KSO -AM	KSO -AM	KSO -AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1303

A/M '79	O/N '79	A/M '80
1 KSO -AM	KRNT-AM	KSO -AM
2 KLYF-FM	KLYF-FM	KLYF-FM
3 KRNT-AM	KSO -AM	WHO -AM
4 WHO -AM	WHO -AM	KRNT-AM
5 KIOA-AM	KIOA-AM	KIOA-AM

**M-F, 6-10am**

1 KSO -AM	KRNT-AM	KSO -AM
2 WHO -AM	KSO -AM	WHO -AM
3 KRNT-AM	WHO -AM	KRNT-AM
4 KLYF-FM	KIOA-AM	KLYF-FM
5 KIOA-AM	KLYF-FM	KIOA-AM

**M-F, 3-7pm**

1 KSO -AM	KSO -AM	KSO -AM
2 KLYF-FM	KRNT-AM	KLYF-FM
3 WHO -AM	KLYF-FM	WHO -AM
4 KRNT-AM	KIOA-AM	KRNT-AM
5 KIOA-AM	WHO -AM	KIOA-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 WHO -AM	903	WHO -AM	970	WHO -AM	934
2 KIOA-AM	824	KIOA-AM	837	KIOA-AM	782
3 KRNT-AM	742	KRNT-AM	771	KSO -AM	689
4 KLYF-FM	701	KRNQ-FM	645	KRNT-AM	679
5 KSO -AM	658	KSO -AM	611	KLYF-FM	608

**M-F, 6-10am**

1 WHO -AM	WHO -AM	WHO -AM
2 KIOA-AM	KIOA-AM	KRNT-AM
3 KRNT-AM	KRNT-AM	KSO -AM
4 KSO -AM	KSO -AM	KIOA-AM
5 KMCK-FM	KRNQ-FM	KRNQ-FM

**M-F, 3-7pm**

1 KIOA-AM	KIOA-AM	WHO -AM
2 WHO -AM	WHO -AM	KSO -AM
3 KSO -AM	KRNQ-FM	KSO -AM
4 KLYF-FM	KSO -AM	KCGO-FM
5 KRNQ-FM	KRNT-AM	KRNQ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 345

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KRNQ-FM	KIOA-AM
3 KRNQ-FM	KMCK-FM	KRNQ-FM

**M-F, 6-10am**

1 KMCK-FM	KRNQ-FM	KIOA-AM
2 KIOA-AM	KIOA-AM	KMCK-FM
3 KRNO-FM	KMCK-FM	KCGO-FM

**M-F, 3-7pm**

1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KMCK-FM	KIOA-AM
3 KRNQ-FM	KRNQ-FM	KCGO-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1044

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KRNQ-FM	KRNO-FM
3 KCGO-FM	KMCK-FM	KCGO-FM
4 KMCK-FM	KCGO-FM	KMCK-FM
5 WHO -AM	WHO -AM	WHO -AM

**M-F, 6-10am**

1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KRNQ-FM	KRNO-FM
3 WHO -AM	KMCK-FM	KCGO-FM
4 KMCK-FM	KCGO-FM	WHO -AM
5 KCGO-FM	KRNT-AM	KMCK-FM

**M-F, 3-7pm**

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KRNO-FM	KRNQ-FM	KIOA-AM
3 KCGO-FM	KMCK-FM	KCGO-FM
4 KMCK-FM	KCGO-FM	KMCK-FM
5 WHO -AM	KSO -AM	WHO -AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 1303

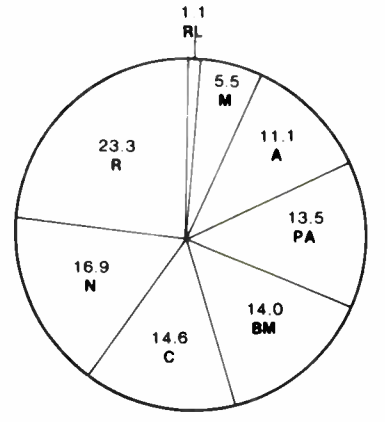
A/M '79	O/N '79	A/M '80
1 WHO -AM	WHO -AM	WHO -AM
2 KLYF-FM	KRNT-AM	FSO -AM
3 KSO -AM	KIOA-AM	KRNT-AM
4 KRNT-AM	KSO -AM	KIOA-AM
5 KIOA-AM	KLYF-FM	KLYF-FM

**M-F, 6-10am**

1 WHO -AM	KRNT-AM	WHO -AM
2 KSO -AM	WHO -AM	KSO -AM
3 KRNT-AM	KIOA-AM	KRNT-AM
4 KIOA-AM	KSO -AM	KIOA-AM
5 KLYF-FM	KLYF-FM	KLYF-FM

**M-F, 3-7pm**

1 KSO -AM	KSO -AM	KSO -AM
2 WHO -AM	KIOA-AM	WHO -AM
3 KLYF-FM	KRNT-AM	KRNT-AM
4 KIOA-AM	WHO -AM	KIOA-AM
5 KRNT-AM	KLYF-FM	KLYF-FM



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

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# Detroit

METRO RANK

6

## A/M '80 Market Overview

**WJR** remained on top in the Motor City, helped by the inclusion of Tigers baseball. Among the stations battling for the young adult audience, **WMJC** and **WNIC-FM** came up winners this, while **WRIF** remained a strong AOR voice. On the Beautiful Music front, **WCZY-FM** surpassed **WJR-FM**.

With the Tigers games in the spring and summer sweeps, **WJR's** share is usually up, and this spring was no exception. In adults 25-54 the station was on top with just over 12%. Its closest competitor was Country **WCXI** with slightly more than 7%.

**WCZY-FM** used an ad campaign featuring TV spots (**Henry Mancini**), outdoor boards, and insertions in **Detroit** magazine — all for a total outlay less than used for previous sweeps. **WCZY-FM's** music is programmed by **Churchill**.

A slew of Detroit area stations aim for all or part of the 18-34 audience. With that concentration, it's remarkable that one station — **WRIF** — scored a double-digit share this sweep. **WRIF** almost doubled its young adult numbers, jumping to just over 13%. **WRIF** used TV commercials and a direct mail effort involving 20,000 newsletter to help keep itself visible.

**WABX**, an AOR, and Pop/Adult **KMJC** were tied for third 18-34, after **WNIC-FM**, which had an 8 share. Both enjoyed good books, as **WABX** bowed a new TV spot. **WMJC** used a multimedia campaign centered around TV but also involved newspaper, billboards, and busboards. The station also made several airshift changes, moving three personalities into new AM drive, midday, and PM drive slots.

**WDRQ** became more of a contender this report. The contemporary station spent more on outside media this sweep, using TV heavily and billboards as well. **WDRQ** gave away over \$63,000 in cash and prizes through the "Name Game," brought in a new morning man, and stretched the power rotation to build time spent listening.

Two other major contemporary stations suffered down books. **CKLW** is going through an adjustment in its air sound, with new PD **Pat Holiday** striving for more female listeners. The station ran a heavy TV campaign this sweep. On-air changes included a new PM drive personality and more emphasis on features and information, especially in PM drive. In **Dick Purtan's** morning show **CKLW** was playing only four songs per hour.

**WTWR** suffered a setback in this sweep. After seven up books the station slipped, perhaps owing to a **Beatles** documentary scheduled throughout the survey, running in possibly intrusive 15-minute segments throughout each day.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 35667

	AM '79	J/A '79	O/N '79	J/F '80	AM '80
1 WJR -AM	13.3	WJR -AM	14.1	WJR -AM	10.1
2 WWWW-FM	6.1	WWJ -AM	6.3	WRIF-FM	6.3
3 CKLW-AM	5.6	WMJC-FM	6.0	WWJ -AM	6.0
4 WMJC-FM	5.5	WWW-FM	5.9	WCXI-AM	5.6
5 WXYZ-AM	5.2	CKLW-AM	5.5	WMJC-FM	5.0
6 WWJ -AM	4.8	WRIF-FM	4.8	WXYZ-AM	4.5
7 WRIF-FM	4.6	WRIF-FM	4.4	WWW-FM	4.5
8 WMC-FM	4.5	WCZY-FM	4.0	CKLW-AM	4.4
9 WJR -FM	4.3	WXYZ-AM	3.9	WMC-FM	4.3
0 WABX-FM	3.9	WWJ -FM	3.8	WJR -FM	4.0
1 WJLB-AM	3.8	WNIC-FM	3.5	WTWR-FM	3.8
2 WCZY-FM	3.8	WABX-FM	3.3	WWJ -FM	3.7
3 WNIC-FM	3.3	WTWR-FM	3.3	WDRQ-FM	3.6
4 WJZZ-FM	3.2	WMC-FM	3.1	WNIC-FM	3.5
5 WWJ -FM	3.1	WDRQ-FM	3.0	WCZY-FM	3.3
6 WDRQ-FM	2.7	WJZZ-FM	3.0	WABX-FM	3.2
7 WDEE-AM	2.6	WJLB-AM	2.9	WJZZ-FM	3.2
8 WCXI-AM	2.6	WCXI-AM	2.0	WJLB-AM	3.0
9 WTWR-FM	2.6	WCHB-AM	2.0	WHND-AM	1.6
0 WCHB-AM	1.5	WDEE-AM	1.9	WLBS-FM	1.6
1 WGPR-FM	1.3	WHND-AM	1.6	WGPR-FM	1.6
2 WLBS-FM	1.2	WGPR-FM	1.2	WCHB-AM	1.5
3 WHND-AM	1.2	WKKR-AM	1.2	WCZY-AM	1.2
4 CKLW-FM	1.2	CKLW-FM	1.1	CKLW-FM	0.9
5 WKKR-AM	0.7	WLBS-FM	0.7	WMZK-FM	0.9
6 WQRS-FM	0.6	WMZK-FM	0.4	WQRS-FM	0.8
7 WMZK-FM	0.6	WEXL-AM	0.4	WBFC-FM	0.4
8 WIID-AM	0.5	WCAR-AM	0.4	WHNS-AM	0.6
9 WTAC-AM	0.4	WMUZ-FM	0.3	WHLS-AM	0.5
0 WMUZ-FM	0.4	WQRS-FM	0.3	WCAR-AM	0.4
1 WBFC-FM	0.4				

### Average Persons Trends/Rankings

Total 12+	6-11	12-17	18-24	25-34	35-44	45-54	55-64	65+
1 WJR -AM	810	WJR -AM	856	WJR -AM	605	WJR -AM	637	WJR -AM
2 WWWW-FM	373	WWJ -AM	380	WRIF-FM	380	WRIF-FM	440	WRIF-FM
3 CKLW-AM	340	WMJC-FM	366	WWJ -AM	362	WWJ -AM	362	WMJC-FM
4 WMJC-FM	335	WWW-FM	360	WCXI-AM	334	CKLW-AM	296	WCZY-FM
5 WXYZ-AM	316	CKLW-AM	334	WMJC-FM	298	WJR -FM	296	WCXI-AM
6 WWJ -AM	289	WRIF-FM	289	WXYZ-AM	273	WMJC-FM	282	WWJ -AM
7 WRIF-FM	278	WJR -FM	268	WWW-FM	271	WCXI-AM	282	WJR -FM
8 WMC-FM	274	WCZY-FM	241	CKLW-AM	267	WXYZ-AM	243	CKLW-AM
9 WJR -FM	264	WXYZ-AM	237	WMC-FM	257	WWJ -FM	239	WDRQ-FM
0 WABX-FM	234	WWJ -FM	229	WJR -FM	238	WCZY-FM	238	WNIC-FM

M-F, 6-10am	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	CKLW-AM
3 WWJ -AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	WWJ -AM
4 WWWW-FM	WMJC-FM	WCXI-AM	WRIF-FM	WRIF-FM	WRIF-FM
5 WMJC-FM	WJR -FM	WRIF-FM	WCXI-AM	WCXI-AM	WCXI-AM
6 WXYZ-AM	WWW-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WCZY-FM
7 WMC-FM	WRIF-FM	WMC-FM	WMJC-FM	WMJC-FM	WNIC-FM
8 WJLB-AM	WXYZ-AM	WMJC-FM	WJR -FM	WJR -FM	WJR -FM
9 WRIF-FM	WWJ -FM	WNIC-FM	WWJ -FM	WWJ -FM	WMJC-FM
10 WCXI-AM	WMC-FM	WWW-FM	WMC-FM	WMC-FM	WMC-FM

M-F, 3-7pm	WJR -AM	WRIF-FM	WJR -AM	WJR -AM	WJR -AM
1 WJR -AM	WJR -AM	WRIF-FM	WJR -AM	WJR -AM	WJR -AM
2 WWWW-FM	WMJC-FM	WJR -AM	WRIF-FM	WRIF-FM	WRIF-FM
3 WMJC-FM	WWJ -AM	WWJ -AM	WJR -FM	WJR -FM	WMJC-FM
4 WMC-FM	WWW-FM	WCXI-AM	WWJ -AM	WWJ -AM	WMC-FM
5 WJR -FM	CKLW-AM	WMJC-FM	WMJC-FM	WMJC-FM	WCZY-FM
6 WRIF-FM	WJR -FM	WMC-FM	WCXI-AM	WCXI-AM	WCXI-AM
7 WABX-FM	WRIF-FM	WWW-FM	WTWR-FM	WTWR-FM	WDRQ-FM
8 WWJ -AM	WWJ -FM	WDRQ-FM	WCZY-FM	WCZY-FM	WWJ -AM
9 WCZY-FM	WNIC-FM	WJR -FM	WWJ -FM	WWJ -FM	WJR -FM
10 CKLW-AM	WNIC-FM	WCZY-FM	WABX-FM	WABX-FM	WNIC-FM

### Teens

M-S, 6am-Midnight

POP(00): 4939

AM '79	J/A '79	O/N '79	J/F '80	AM '80
1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WDRQ-FM
2 WRIF-FM	WRIF-FM	WWW-FM	WWW-FM	WRIF-FM
3 WABX-FM	WABX-FM	WDRQ-FM	WDRQ-FM	WWW-FM

M-F, 6-10am	WMJC-FM	WDRQ-FM	WRIF-FM	WRIF-FM
1 WWWW-FM	WMJC-FM	WDRQ-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WWW-FM	WRIF-FM	WWW-FM	WDRQ-FM
3 WABX-FM	WRIF-FM	WWW-FM	WDRQ-FM	WWW-FM

M-F, 3-7pm	WWW-FM	WRIF-FM	WRIF-FM	WDRQ-FM
1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WDRQ-FM
2 WRIF-FM	WMJC-FM	WWW-FM	WWW-FM	WRIF-FM
3 WJLB-AM	WABX-FM	WDRQ-FM	WDRQ-FM	WWW-FM

### Adults 18-34

M-S, 6am, Midnight

POP(00): 12749

AM '79	J/A '79	O/N '79	J/F '80	AM '80
1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WMJC-FM	CKLW-AM	WRIF-FM	WMJC-FM	WNIC-FM
3 CKLW-AM	WMJC-FM	WTWR-FM	WTWR-FM	WABX-FM
4 WRIF-FM	WRIF-FM	WWW-FM	WNIC-FM	WMJC-FM
5 WABX-FM	WNIC-FM	CKLW-AM	CKLW-AM	CKLW-AM
6 WMC-FM	WTWR-FM	WJZZ-FM	WWW-FM	WMC-FM
7 WNIC-FM	WJR -AM	WABX-FM	WABX-FM	WWW-FM
8 WJZZ-FM	WABX-FM	WMC-FM	WDRQ-FM	WDRQ-FM
9 WJR -AM	WJZZ-FM	WNIC-FM	WMC-FM	WJR -AM
10 WTWR-FM	WMC-FM	WCXI-AM	WJR -AM	WTWR-FM

M-F, 6-10am	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
1 CKLW-AM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2 WWWW-FM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM
3 WMJC-FM	WWW-FM	WMJC-FM	WMJC-FM	WNIC-FM
4 WJR -AM	WJR -AM	WWW-FM	WJR -AM	WJR -AM
5 WMC-FM	WMJC-FM	WNIC-FM	WNIC-FM	WMJC-FM
6 WRIF-FM	WTWR-FM	WTWR-FM	WTWR-FM	WMC-FM
7 WJZZ-FM	WNIC-FM	WMC-FM	WABX-FM	WMC-FM
8 WNIC-FM	WMC-FM	WCXI-AM	WWW-FM	WDRQ-FM
9 WJLB-AM	WABX-FM	WJZZ-FM	WABX-FM	WWW-FM
10 WABX-FM	WJZZ-FM	WJR -AM	WJZZ-FM	WTWR-FM

M-F, 3-7pm	WMJC-FM	CKLW-AM	WRIF-FM	WRIF-FM
1 WMJC-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM
2 WWWW-FM	WRIF-FM	WMJC-FM	WTWR-FM	WNIC-FM
3 WABX-FM	WMJC-FM	WTWR-FM	WMJC-FM	WABX-FM
4 WRIF-FM	WWW-FM	WMC-FM	WNIC-FM	WMJC-FM
5 WMC-FM	WNIC-FM	WABX-FM	WABX-FM	WMC-FM
6 CKLW-AM	WTWR-FM	WJZZ-FM	WWW-FM	CKLW-AM
7 WNIC-FM	WMC-FM	WWW-FM	WMC-FM	WJR -AM
8 WDRQ-FM	WABX-FM	WNIC-FM	CKLW-AM	WWW-FM
9 WJR -AM	WJZZ-FM	CKLW-AM	WDRQ-FM	WDRQ-FM
10 WRND-AM	WJR -AM	WDRQ-FM	WJR -AM	WTWR-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 17417

AM '79	J/A '79	O/N '79	J/F '80	AM '80
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMC-FM	CKLW-AM	WCXI-AM	CKLW-AM	CKLW-AM
3 CKLW-AM	WMJC-FM	WMC-FM	WCXI-AM	WMC-FM
4 WMJC-FM	WTWR-FM	CKLW-AM	WRIF-FM	CKLW-AM
5 WJR -FM	WWJ -AM	WTWR-FM	WTWR-FM	WMJC-FM
6 WCZY-FM	WJR -FM	WMJC-FM	WJR -FM	WCZY-FM
7 WCXI-AM	WMC-FM	WWJ -AM	WMJC-FM	WJR -FM
8 WWJ -FM	WWJ -FM	WWJ -FM	WNIC-FM	WNIC-FM
9 WXYZ-AM	WXYZ-AM	WXYZ-AM	WWJ -AM	WWJ -AM
10 WWJ -AM	WJZZ-FM	WRIF-FM	WMC-FM	WRIF-FM

### M-F, 6-10am

WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WMC-FM	WWJ -AM	WCXI-AM	WWJ -AM	WCXI-AM
4 WWJ -AM	WMC-FM	WMC-FM	WCXI-AM	WCXI-AM
5 WCXI-AM	WMJC-FM	WWJ -AM	WRIF-FM	WMC-FM
6 WMJC-FM	WTWR-FM	WRIF-FM	WMJC-FM	WNIC-FM
7 WJR -FM	WXYZ-AM	WXYZ-AM	WJR -FM	WCZY-FM
8 WCZY-FM	WWJ -FM	WMJC-FM	WMC-FM	WMJC-FM
9 WJLB-AM	WXYZ-AM	WTWR-FM	WCZY-FM	WRIF-FM
10 WDEE-AM	WCZY-FM	WWJ -FM	WTWR-FM	WJR -FM

M-F, 3-7pm	WJR -AM	WJR -AM	WJR -AM	WJR -AM
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMC-FM	WMJC-FM	WMC-FM	WMC-FM	WMC-FM
3 WCZY-FM	CKLW-AM	WCXI-AM	WJR -FM	WCXI-AM
4 WJR -FM	WTWR-FM	CKLW-AM	WCXI-AM	WMJC-FM
5 WMJC-FM	WJR -FM	WCZY-FM	WCZY-FM	WCZY-FM
6 CKLW-AM	WJR -FM	WTWR-FM	WMJC-FM	CKLW-AM
7 WNIC-FM	WWJ -FM	WMJC-FM	WMC-FM	WRIF-FM
8 WWJ -FM	WMC-FM	WWJ -AM	WRIF-FM	WJR -FM
9 WWJ -AM	WMC-FM	WWJ -FM	CKLW-AM	WWJ -FM
10 WDEE-AM	WJZZ-FM	WJR -FM	WWJ -AM	WNIC-FM

Continued on Page 88

# Detroit

Continued from Page 87

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 35667

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	WJR -AM	12162	WJR -AM	12080	WJR -AM	9166	WJR -AM	8233	WJR -AM	10049
2	CKLW-AM	8067	CKLW-AM	7091	WRIF-FM	6966	WRIF-FM	6971	WRIF-FM	6674
3	WWJ -AM	6243	WRIF-FM	6675	CKLW-AM	6562	CKLW-AM	6249	CKLW-AM	6300
4	WRIF-FM	6187	WWW-FM	6149	WWJ -AM	6414	WMJC-FM	5739	WMJC-FM	5290
5	WWW-FM	5810	WWJ -AM	6078	WWW-FM	5477	WWJ -AM	5390	WNIC-FM	5194
6	WMJC-FM	5214	WMJC-FM	5625	WMJC-FM	5463	WDRQ-FM	4553	WWJ -AM	5163
7	WABX-FM	4690	WABX-FM	5036	WDRQ-FM	5071	WWW-FM	4483	WDRQ-FM	4955
8	WXYZ-AM	4533	WNIC-FM	4374	WNIC-FM	4700	WJR -FM	4290	WWW-FM	4807
9	WNIC-FM	4240	WJR -FM	4207	WTWR-FM	4466	WXYZ-AM	4056	WCZY-FM	4770
10	WJR -FM	4139	WDRQ-FM	3919	WXYZ-AM	4299	WABX-FM	3880	WJR -FM	4730

**M-F, 6-10am**

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM
4	WWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
5	WRIF-FM	WRIF-FM	WMJC-FM	WMJC-FM	WNIC-FM
6	WMJC-FM	WWW-FM	WXYZ-AM	WXYZ-AM	WMJC-FM
7	WXYZ-AM	WXYZ-AM	WCXI-AM	WCXI-AM	WCZY-FM
8	WJLB-AM	WJR -FM	WDRQ-FM	WJR -FM	WJR -FM
9	WNIC-FM	WABX-FM	WNIC-FM	WJR -FM	WDRQ-FM
10	WJR -FM	WJLB-AM	WWW-FM	WWW-FM	WWW-FM

**M-F, 3-7pm**

1	WJR -AM	WJR -AM	WRIF-FM	WRIF-FM	WJR -AM
2	WWW-FM	WRIF-FM	WJR -AM	WRIF-FM	WRIF-FM
3	WWJ -AM	WWW-FM	WWW-FM	WMJC-FM	WNIC-FM
4	CKLW-AM	CKLW-AM	WWJ -AM	CKLW-AM	WMJC-FM
5	WRIF-FM	WWJ -AM	WMJC-FM	WWJ -AM	WWJ -AM
6	WMJC-FM	WMJC-FM	WDRQ-FM	WWW-FM	WABX-FM
7	WABX-FM	WABX-FM	CKLW-AM	WDRQ-FM	WWW-FM
8	WJR -FM	WNIC-FM	WNIC-FM	WABX-FM	WDRQ-FM
9	WNIC-FM	WTWR-FM	WOMC-FM	WTWR-FM	CKLW-AM
10	WXYZ-AM	WJR -FM	WTWR-FM	WJR -FM	WCZY-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 4939

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWW-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
3	CKLW-AM	WABX-FM	WWW-FM	WWW-FM	WWW-FM

**M-F, 6-10am**

1	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWW-FM	WDRQ-FM	WWW-FM	WDRQ-FM
3	CKLW-AM	WABX-FM	WWW-FM	WDRQ-FM	WWW-FM

**M-F, 3-7pm**

1	WWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WRIF-FM	WWW-FM	WDRQ-FM	WDRQ-FM
3	WABX-FM	WABX-FM	WDRQ-FM	WWW-FM	WWW-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 12749

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	CKLW-AM	WWW-FM	CKLW-AM	WNIC-FM
3	WWW-FM	WWW-FM	CKLW-AM	WMJC-FM	CKLW-AM
4	WMJC-FM	WMJC-FM	WMJC-FM	WWW-FM	WWW-FM
5	WJR -AM	WJR -AM	WTWR-FM	WTWR-FM	WABX-FM
6	WABX-FM	WABX-FM	WABX-FM	WNIC-FM	WMJC-FM
7	WNIC-FM	WNIC-FM	WNIC-FM	WABX-FM	WDRQ-FM
8	WJLB-AM	WTWR-FM	WJZZ-FM	WDRQ-FM	WTWR-FM
9	WDRQ-FM	WDRQ-FM	WDRQ-FM	WJZZ-FM	WJR -AM
10	WOMC-FM	WJZZ-FM	WOMC-FM	WJR -AM	WOMC-FM

**M-F, 6-10am**

1	CKLW-AM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2	WWW-FM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM
3	WRIF-FM	WWW-FM	WMJC-FM	WMJC-FM	WNIC-FM
4	WMJC-FM	WMJC-FM	WTWR-FM	WNIC-FM	WMJC-FM
5	WNIC-FM	WTWR-FM	WWW-FM	WTWR-FM	WWW-FM
6	WJR -AM	WJR -AM	WNIC-FM	WJR -AM	WABX-FM
7	WOMC-FM	WABX-FM	WJZZ-FM	WWW-FM	WDRQ-FM
8	WABX-FM	WNIC-FM	WOMC-FM	WABX-FM	WOMC-FM
9	WJLB-AM	WJZZ-FM	WOMC-FM	WOMC-FM	WTWR-FM
10	WDRQ-FM	WOMC-FM	WDRQ-FM	WDRQ-FM	WJR -AM

**M-F, 3-7pm**

1	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWW-FM	WWW-FM	WMJC-FM	WABX-FM
3	WMJC-FM	CKLW-AM	WTWR-FM	WTWR-FM	WNIC-FM
4	CKLW-AM	WMJC-FM	WMJC-FM	CKLW-AM	CKLW-AM
5	WABX-FM	WTWR-FM	WABX-FM	WWW-FM	WMJC-FM
6	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WWW-FM
7	WJR -AM	WABX-FM	WDRQ-FM	WABX-FM	WDRQ-FM
8	WHND-AM	WDRQ-FM	CKLW-AM	WDRQ-FM	WTWR-FM
9	WOMC-FM	WJR -AM	WJZZ-FM	WJZZ-FM	WJR -AM
10	WDRQ-FM	WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 17417

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3	WWJ -AM	WMJC-FM	WWJ -AM	WMJC-FM	WCZY-FM
4	WMJC-FM	WWJ -AM	WMJC-FM	WWJ -AM	WMJC-FM
5	WOMC-FM	WTWR-FM	WOMC-FM	WJR -FM	WJR -FM
6	WJR -FM	WJR -FM	WTWR-FM	WTWR-FM	WOMC-FM
7	WXYZ-AM	WOMC-FM	WRIF-FM	WRIF-FM	WNIC-FM
8	WCZY-FM	WNIC-FM	WDRQ-FM	WCXI-AM	WWJ -AM
9	WWJ -FM	WRIF-FM	WJR -FM	WCZY-FM	WWJ -AM
10	WDRQ-FM	WJZZ-FM	WXYZ-AM	WXYZ-AM	WCXI-AM

**M-F, 6-10am**

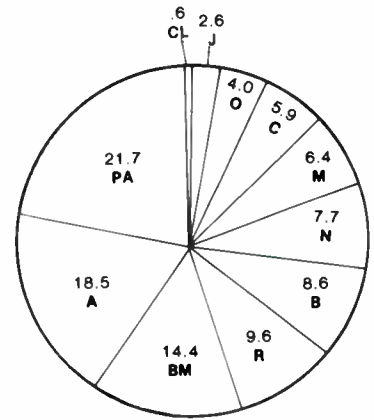
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	WNIC-FM
4	WOMC-FM	WMJC-FM	WOMC-FM	WMJC-FM	WWJ -AM
5	WMJC-FM	WJR -FM	WMJC-FM	WCXI-AM	WCXI-AM
6	WJR -FM	WTWR-FM	WRIF-FM	WRIF-FM	WCZY-FM
7	WCZY-FM	WOMC-FM	WCXI-AM	WJR -FM	WMJC-FM
8	WJLB-AM	WJZZ-FM	WTWR-FM	WTWR-FM	WOMC-FM
9	WCXI-AM	WRIF-FM	WXYZ-AM	WXYZ-AM	WJR -FM
10	WNIC-FM	WWW-FM	WWJ -FM	WOMC-FM	WRIF-FM

**M-F, 3-7pm**

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WMJC-FM	CKLW-AM	WOMC-FM	CKLW-AM	CKLW-AM
3	WWJ -AM	WMJC-FM	CKLW-AM	WMJC-FM	WMJC-FM
4	CKLW-AM	WWJ -AM	WMJC-FM	WTWR-FM	WOMC-FM
5	WOMC-FM	WTWR-FM	WWJ -AM	WWJ -AM	WCXI-AM
6	WCZY-FM	WJR -FM	WTWR-FM	WJR -FM	WCZY-FM
7	WJR -FM	WOMC-FM	WDRQ-FM	WCXI-AM	WNIC-FM
8	WWJ -FM	WNIC-FM	WRIF-FM	WCZY-FM	WRIF-FM
9	WXYZ-AM	WWJ -FM	WCXI-AM	WXYZ-AM	WRIF-FM
10	WCXI-AM	WDRQ-FM	WJZZ-FM	WOMC-FM	WJR -FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Detroit's New Wheels!

The motor city gets its newest "wheels" with the arrival of our WLLZ. Now Doubleday Broadcasting, America's winningest radio group, gets even bigger as we drive into the top 10. It'll be straight ahead, no curves, no skids... just more of the same kind of know-how that brought you KNOW in Denver, KWK in

# FM 98.7

St. Louis, and KDWB in Minneapolis/St. Paul. Doubleday believes in Detroit... that's why we're there.



**DOUBLEDAY BROADCASTING**

WLLZ FM  
Detroit

KWK/WWK\*\*  
St. Louis

KDWB AM/FM\*\*  
Minneapolis/St. Paul

KHOW AM/FM  
Denver



# Duluth-Superior

METRO RANK

126

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2224

A/M '78	A/M '79	A/M '80			
1 WKKQ-AM	14.9	KDAL-AM	19.0	KDAL-AM(PA)	18.5
2 KDAL-AM	14.2	WKKQ-AM	13.2	WKKQ-AM(C)	12.4
3 WCCR-FM	13.4	WAKX-FM	12.1	WEVE-FM(PA)	8.4
4 WEBC-AM	12.2	WEBC-AM	11.6	WDSM-AM(C)	8.2
5 WAKX-FM	8.7	WCCR-FM	8.3	WCCR-FM(BB)	7.9
6 WDSM-AM	7.0	WDSM-AM	6.3	KZIO-FM(PA)	7.9
7 WAKX-AM	5.0	WMFG-AM	5.5	WEBC-AM(PA)	7.7
8 KA0H-FM	4.0	WEVE-FM	4.7	WAKX-FM(R)	7.7
9 WMFG-AM	4.0	KA0H-FM	2.8	WMFG-AM(R)	4.7
10 WFVE-AM	3.5	WAKX-AM	2.2	WAKX-AM(PA)	2.6
11 WHLR-AM	3.0	WEVE-AM	2.2	KQDS-FM(R)	2.6
12 WFLY-AM	1.7	WHLB-AM	1.7	WHLB-AM(PA)	1.6
13 KA0H-AM	1.7	WJJC-AM	1.1	WJJC-AM(PA)	1.3
14 WJJC-AM	1.5	WMFG-FM	1.1	WEVE-AM(RL)	1.3
15 WMFG-FM		WHLB-FM	1.1	WELY-AM(PA)	1.1
16		KA0H-AM	0.3	WKLK-AM(C)	0.5
17				WHLB-FM(C)	0.5
18				KQDS-AM(PA)	0.3
19				WMFG-FM(PA)	

## Average Persons Trends/Rankings

**Total 12+  
M-S, 6am-Midnight  
POP(00): 2224**

A/M '78	A/M '79	A/M '80			
1 WKKQ-AM	60	KDAL-AM	69	KDAL-AM	70
2 KDAL-AM	57	WKKQ-AM	48	WKKQ-AM	47
3 WCCR-FM	54	WAKX-FM	44	WEVE-FM	32
4 WEBC-AM	49	WEBC-AM	42	WDSM-AM	31
5 WAKX-FM	35	WCCR-FM	30	WCCR-FM	30

**M-F, 6-10am**

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WKKQ-AM	WKKQ-AM	WKKQ-AM
3 WEBC-AM	WAKX-FM	KZIO-FM
4 WCCR-FM	WEBC-AM	WEBC-AM
5 WAKX-FM	WCCR-FM	WDSM-AM

**M-F, 3-7pm**

1 WEBC-AM	WAKX-FM	KDAL-AM
2 WCCR-FM	KDAL-AM	WKKO-AM
3 WKKQ-AM	WEBC-AM	WEVE-FM
4 WAKX-FM	WKKQ-AM	WAKX-FM
5 KDAL-AM	WCCR-FM	WDSM-AM

**Teens  
M-S, 6am-Midnight  
POP(00): 305**

A/M '78	A/M '79	A/M '80
1 WAKX-FM	WAKX-FM	WEBC-AM
2 WEBC-AM	WEBC-AM	KZIO-FM
3 KDAL-AM	WKKQ-AM	WAKX-FM

**M-F, 6-10am**

1 WAKX-FM	WAKX-FM	KZIO-FM
2 WEBC-AM	WEBC-AM	WEBC-AM
3 KDAL-AM	WKKQ-AM	WAKX-FM

**M-F, 3-7pm**

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	WEBC-AM
3 WCCR-FM	WKKQ-AM	KZIO-FM

**Adults 18-34  
M-S, 6am-Midnight  
POP(00): 709**

A/M '78	A/M '79	A/M '80
1 WEBC-AM	WAKX-FM	KZIO-FM
2 WAKX-FM	WEBC-AM	WAKX-FM
3 WKKQ-AM	WKKO-AM	WEBC-AM
4 WAKX-AM	WDSM-AM	WDSM-AM
5 WCCR-FM	WEVE-FM	WEVE-FM

**M-F, 6-10am**

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	KZIO-FM
3 WAKX-AM	WDSM-AM	WDSM-AM
4 WKKQ-AM	WKKQ-AM	KDAL-AM
5 KDAL-AM	KDAL-AM	WEBC-AM

**M-F, 3-7pm**

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	WEBC-AM
3 WKKQ-AM	WKKQ-AM	WEVE-FM
4 WCCR-FM	WDSM-AM	KZIO-FM
5 WDSM-AM	WEVE-FM	WDSM-AM

**Adults 25-54  
M-S, 6am-Midnight  
POP(00): 919**

A/M '78	A/M '79	A/M '80
1 WKKQ-AM	WKKQ-AM	KDAL-AM
2 WCCR-FM	KDAL-AM	WKKQ-AM
3 KDAL-AM	WEBC-AM	WEVE-FM
4 WEBC-AM	WAKX-FM	WDSM-AM
5 WDSM-AM	WDSM-AM	WCCR-FM

**M-F, 6-10am**

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WKKQ-AM	WKKQ-AM	WKKQ-AM
3 WEBC-AM	WDSM-AM	WDSM-AM
4 WDSM-AM	WMFG-AM	WEVE-FM
5 WCCR-FM	WAKX-FM	WMFG-AM

**M-F, 3-7pm**

1 WKKQ-AM	WKKQ-AM	WEVE-FM
2 WCCR-FM	WDSM-AM	WDSM-AM
3 WEBC-AM	KDAL-AM	KDAL-AM
4 WDSM-AM	WEBC-AM	WKKQ-AM
5 WAKX-FM	WCCR-FM	WCCR-FM

## Cume Persons Trends/Rankings

**Total 12+  
M-S, 6am-Midnight  
POP(00): 2224**

A/M '78	A/M '79	A/M '80			
1 WFBC-AM	906	WFBC-AM	844	KDAL-AM	724
2 KDAL-AM	723	KDAL-AM	689	WEBC-AM	709
3 WAKX-FM	572	WAKX-FM	644	WAKX-FM	531
4 WDSM-AM	496	WDSY-AM	432	WDSM-AM	473
5 WAKX-AM	397	WKKQ-AM	403	WKKO-AM	406

**M-F, 6-10am**

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WFBC-AM	WEBC-AM	WEBC-AM
3 WAKX-FM	WAKX-FM	WAKX-FM
4 WDSM-AM	WKKO-AM	WDSM-AM
5 WKKO-AM	WDSM-AM	WKKO-AM

**M-F, 3-7pm**

1 WFBC-AM	WFBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	KDAL-AM
3 KDAL-AM	KDAL-AM	WDSM-AM
4 WCCR-FM	WKKO-AM	WAKX-FM
5 WDSM-AM	WDSM-AM	WKKO-AM

**Teens  
M-S, 6am-Midnight  
POP(00): 305**

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WEBC-AM	WAKX-FM
2 WAKX-FM	WAKX-FM	WEBC-AM
3 WAKX-AM	WKKQ-AM	KZIO-FM

**M-F, 6-10am**

1 WFBC-AM	WEBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	KZIO-FM
3 KDAL-AM	WKKO-AM	WAKX-FM

**M-F, 3-7pm**

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WFBC-AM	WFBC-AM
3 WAKX-AM	WAKX-AM	KZIO-FM

**Adults 18-34  
M-S, 6am-Midnight  
POP(00): 709**

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WFBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	WAKX-FM
3 WAKX-AM	WAKX-AM	KZIO-FM
4 WDSM-AM	WKKQ-AM	WAKX-AM
5 KDAL-AM	WDSM-AM	KDAL-AM

**M-F, 6-10am**

1 WEBC-AM	WFBC-AM	WFBC-AM
2 WAKX-FM	WAKX-FM	WAKX-FM
3 WAKX-AM	WKKO-AM	KZIO-FM
4 KDAL-AM	WAKX-AM	KDAL-AM
5 WKKQ-AM	KDAL-AM	WDSM-AM

**M-F, 3-7pm**

1 WFBC-AM	WAKY-FM	WEBC-AM
2 WAKX-FM	WEBC-AM	WAKX-FM
3 WAKX-AM	WKKO-AM	KZIO-FM
4 WKKQ-AM	WDSI-AM	WEVE-FM
5 WDSM-AM	WAKX-AM	WDSM-AM

## Adults 25-54 M-S, 6am-Midnight POP(00): 919

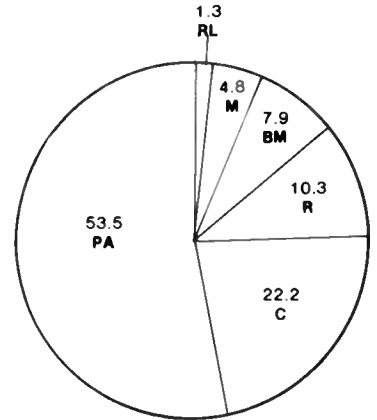
A/M '78	A/M '79	A/M '80
1 WFBC-AM	WEBC-AM	KDAL-AM
2 KDAL-AM	WKKQ-AM	WDSM-AM
3 WDSM-AM	KDAL-AM	WEBC-AM
4 WKKQ-AM	WDSM-AM	WKKQ-AM
5 WAKX-AM	WAKX-FM	WAKX-FM

**M-F, 6-10am**

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WFBC-AM	WKKQ-AM	WDSM-AM
3 WDSM-AM	WEBC-AM	WEBC-AM
4 WKKQ-AM	WDSM-AM	WKKQ-AM
5 WAKX-FM	WAKX-FM	WEVE-FM

**M-F, 3-7pm**

1 WEBC-AM	WKKO-AM	WDSM-AM
2 WKKO-AM	WEBC-AM	KDAL-AM
3 WDSM-AM	WDSM-AM	WEBC-AM
4 WCCR-FM	KDAL-AM	WKKO-AM
5 WAKX-FM	WAKX-FM	WEVE-FM



### Format Legend

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

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## '80 Market Overview

There was a new number one station in this market, Country KHEY. The runner-up KLOZ, is also Country, and between them they led in both the 25-54 and 18-34 demos. Contemporary hit station KSET-FM went up while last sweep's leader, KINT, slipped almost four shares.

KHEY's average and cume audience actually fell, but the station was still number one 25-54, just ahead of KLOZ, 13% to 12%. KLOZ's gain may have been aided by a larger ad expenditure, mostly on TV backed with a showing of billboards. The station also ran 24-hour trivia contests and reduced its ad list significantly. Not only did KLOZ come in a close second 25-54, the station also led 18-34. KLOZ had about 12% of the young adults, compared to approximately 10% for KINT and KSET-FM.

KSET-FM is moving away from its former Dance-music sound to more of a Contemporary Hit Radio format. There was less outside ad effort made for the book, but on-air a "Win It All" contest entitled callers to try for a package of trips and cash worth \$5000. With these ingredients KSET-FM was able to boost its 18-34 share by about one-third, with impressive gains among young adult ment.

KINT maintained a very low profile. There was little outside advertising and less than the usual amount of on-air activity. Unfortunately, the station's morning and midday personalities both left just before the book, which may have contributed to declines in those dayparts.

### ON-AIR SURVEY SPOTS BROADCAST BY KAMA-AM KAMA-FM

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3413

	A/M '79	O/N '79	A/M '80
1 KAMA-AM	11.4	KINT-FM	11.7
2 KHEY-AM	9.4	KHEY-AM	11.3
3 KLOZ-FM	9.2	KAMA-AM	9.2
4 KEZB-FM	8.7	KEZB-FM	8.6
5 KINT-FM	7.9	KELP-AM	7.9
6 KHEY-AM	7.1	KSET-FM	6.7
7 KSET-FM	6.0	KFIM-FM	5.6
8 KPAS-FM	4.4	KLOZ-FM	5.4
9 KFIM-FM	4.0	KLAQ-FM	5.2
10 KR0D-AM	3.9	KPAS-FM	4.0
11 KTSM-AM	3.7	XEJ-AM	3.1
12 KSET-AM	3.5	KROD-AM	2.9
13 KAMA-FM	3.3	KSET-AM	2.9
14 XEJ-AM	3.1	KTSM-AM	2.3
15 KKOL-AM	2.3	KAMA-FM	2.1
16 KLOZ-FM	2.3	KTSM-FM	1.9
17 KTSM-FM	1.5	KISO-AM	1.9
18 XROK-AM	1.0	XEFV-AM	1.7
19 XEFV-AM	0.6	KKOL-AM	0.8
20 XEWG-AM	0.6	XROK-AM	0.6
21		XEWG-AM	0.6

### Average Persons Trends/Rankings

	A/M '79	O/N '79	A/M '80
1 KAMA-AM	59	KINT-FM	56
2 KHEY-AM	49	KHEY-AM	54
3 KLAQ-FM	48	KAMA-AM	44
4 KEZB-FM	45	KEZB-FM	41
5 KINT-FM	41	KELP-AM	38

	A/M '79	O/N '79	A/M '80
1 KHEY-AM		KHEY-AM	KHEY-AM
2 KAMA-AM		KELP-AM	KSET-FM
3 KEZB-FM		KAMA-AM	KLOZ-FM
4 KINT-FM		KINT-FM	KINT-FM
5 KELP-AM		KEZB-FM	KELP-AM

	A/M '79	O/N '79	A/M '80
1 KHEY-AM		KINT-FM	KLOZ-FM
2 KLAQ-FM		KHEY-AM	KSET-AM
3 KINT-FM		KEZB-FM	KHEY-AM
4 KEZB-FM		KELP-AM	KEZB-FM
5 KHEY-AM		KSET-FM	KELP-AM

	A/M '79	O/N '79	A/M '80
1 KSET-FM		KINT-FM	KSET-FM
2 KLP-AM		KELP-AM	KELP-AM
3 KINT-FM		KSET-AM	KINT-FM

	A/M '79	O/N '79	A/M '80
1 KINT-FM		KINT-FM	KSET-AM
2 KLP-AM		KELP-AM	KINT-FM
3 KLAQ-FM		KSET-FM	KSET-FM

	A/M '79	O/N '79	A/M '80
1 KLAQ-FM		KINT-FM	KLOZ-FM
2 KINT-FM		KFIM-FM	KINT-FM
3 KLP-AM		KELP-AM	KSET-FM
4 KPAS-FM		KSET-FM	KFIM-FM
5 KFIM-FM		KLAQ-FM	KSET-AM

	A/M '79	O/N '79	A/M '80
1 KINT-FM		KELP-AM	KSET-FM
2 KLAQ-FM		KHEY-AM	KLOZ-FM
3 KLP-AM		KFIM-FM	KFIM-FM
4 KHEY-AM		KINT-FM	KINT-FM
5 KSET-AM		KEZB-FM	KHEY-AM

	A/M '79	O/N '79	A/M '80
1 KLAQ-FM		KINT-FM	KLOZ-FM
2 KLP-AM		KELP-AM	KSET-AM
3 KINT-FM		KFIM-FM	KSET-FM
4 KR0D-AM		KLAQ-FM	KFIM-FM
5 KHEY-AM		KSET-FM	KINT-FM

	A/M '79	O/N '79	A/M '80
1 KEZB-FM		KHEY-AM	KHEY-AM
2 KAMA-AM		KAMA-AM	KLOZ-FM
3 KHEY-AM		KEZB-FM	XROK-AM
4 KLP-AM		KLOZ-FM	KEZB-FM
5 KINT-FM		KELP-AM	KSET-AM

	A/M '79	O/N '79	A/M '80
1 KHEY-AM		KHEY-AM	KHEY-AM
2 KEZB-FM		KAMA-AM	KLOZ-FM
3 KINT-FM		KEZB-FM	XROK-AM
4 KAMA-AM		KELP-AM	KELP-AM
5 KLP-AM		KLOZ-FM	KINT-FM

	A/M '79	O/N '79	A/M '80
1 KEZB-FM		KHEY-AM	KLOZ-FM
2 KLP-AM		KEZB-FM	KHEY-AM
3 KHEY-AM		KFLP-AM	KSET-AM
4 KINT-FM		KLOZ-FM	XROK-AM
5 KTSM-AM		KAMA-AM	KELP-AM

### Cume Persons Trends/Rankings

	A/M '79	O/N '79	A/M '80
1 KLP-AM	819	KINT-FM	1005
2 KINT-FM	754	KHEY-AM	703
3 KHEY-AM	609	KELP-AM	657
4 KAMA-AM	533	KSET-FM	561
5 KEZB-FM	501	KEZB-FM	548

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KHEY-AM
2 KHEY-AM		KHEY-AM	KINT-FM
3 KAMA-AM		KELP-AM	KLOZ-FM
4 KINT-FM		KEZB-FM	KELP-AM
5 KEZB-FM		KAMA-AM	KSET-FM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KELP-AM
2 KINT-FM		KHEY-AM	KINT-FM
3 KLAQ-FM		KELP-AM	KLOZ-FM
4 KHEY-AM		KEZB-FM	KHEY-AM
5 KEZB-FM		KSET-FM	KSET-AM

	A/M '79	O/N '79	A/M '80
1 KINT-FM		KINT-FM	KINT-FM
2 KFLP-AM		KFLP-AM	KELP-AM
3 KLAQ-FM		KSET-FM	KSET-FM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KELP-AM
2 KINT-FM		KELP-AM	KINT-FM
3 KLAQ-FM		KLAQ-FM	KSET-FM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KINT-FM
2 KINT-FM		KELP-AM	KELP-AM
3 KLAQ-FM		KSET-FM	KSET-AM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KINT-FM
2 KINT-FM		KELP-AM	KELP-AM
3 KPAS-FM		KFIM-FM	KLOZ-FM
4 KHEY-AM		KPAS-FM	KSET-FM
5 KLAQ-FM		KSET-FM	KFIM-FM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KINT-FM
2 KINT-FM		KELP-AM	KLOZ-FM
3 KLAQ-FM		KFIM-FM	KFIM-FM
4 KPAS-FM		KHEY-AM	KSET-FM
5 KHEY-AM		KR0D-AM	KELP-AM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KINT-FM	KLOZ-FM
2 KINT-FM		KELP-AM	KFLP-AM
3 KPAS-FM		KFIM-FM	KINT-FM
4 KLAQ-FM		KSET-FM	KSET-AM
5 KR0D-AM		KPAS-FM	KFIM-FM

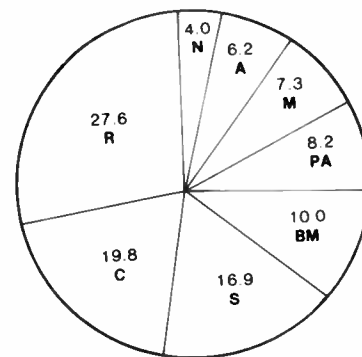
	A/M '79	O/N '79	A/M '80
1 KLP-AM		KHEY-AM	KLOZ-FM
2 KHEY-AM		KAMA-AM	KHEY-AM
3 KAMA-AM		KINT-FM	KINT-FM
4 KEZB-FM		KEZB-FM	KELP-AM
5 KINT-FM		KLOZ-FM	KEZB-FM

	A/M '79	O/N '79	A/M '80
1 KHEY-AM		KHEY-AM	KHEY-AM
2 KLP-AM		KAMA-AM	KLOZ-FM
3 KAMA-AM		KFZB-FM	KELP-AM
4 KEZB-FM		KELP-AM	KINT-FM
5 KTSM-AM		KLOZ-FM	KEZB-FM

	A/M '79	O/N '79	A/M '80
1 KLP-AM		KHEY-AM	KLOZ-FM
2 KHEY-AM		KEZB-FM	KHEY-AM
3 KEZB-FM		KLOZ-FM	KELP-AM
4 KINT-FM		KELP-AM	KSET-AM
5 KAMA-AM		KTSM-AM	XROK-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

A-AOR B-Black BB-Big Band BM-Beau-tiful Music. C-Country. CL-Classical D-Dancemusic. J-Jazz. M-Miscellaneous N-News. O-Oldies. PA-Pop Adult R-Rock. RL-Religious S-Spanish. T-Talk

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# Erie

METRO RANK

129

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2189

	A/M '78	A/M '79	A/M '80			
1	WLWU-FM	23.5	WCCK-FM	23.2	WCCK-FM (R)	23.3
2	WCCK-FM	20.3	WLWU-FM	19.4	WLWU-FM (BM)	16.8
3	WJET-AM	14.8	WRIE-AM	15.2	WJET-AM (R)	15.5
4	WRIE-AM	12.8	WJET-AM	13.3	WRIE-AM (PA)	12.7
5	WLKK-AM	7.8	WLKK-AM	10.8	WLKK-AM (C)	10.6
6	WMDI-FM	4.9	WMDI-FM	5.7	WMDI-FM (A)	5.0
7	WGO-AM	2.6	WGO-AM	1.3	WVCB-AM (PA)	1.9
8	WVCB-AM	2.0	WHYP-AM	1.3	WEYZ-AM (BM)	1.6
9	WCTL-FM	1.5	WVCB-AM	1.0	WZPR-FM (C)	0.9
10	CKLW-AM	0.9	WCTL-FM	1.0	WGR-AM (PA)	0.9
11	WHYP-FM	0.6	WOW-AM	0.3	WBEN-FM (R)	0.6
12	WOW-AM	0.6	WGOJ-FM	0.3	WREO-FM (BM)	0.6
13	WHYP-AM	0.3				

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2189

	A/M '78	A/M '79	A/M '80			
1	WLWU-FM	81	WCCK-FM	73	WCCK-FM	75
2	WCCK-FM	70	WLWU-FM	61	WLWU-FM	54
3	WJET-AM	51	WRIE-AM	48	WJET-AM	50
4	WRIE-AM	44	WJET-AM	42	WRIE-AM	41
5	WLKK-AM	27	WLKK-AM	34	WLKK-AM	34

**M-F, 6-10am**

1	WJET-AM	WRIE-AM	WCCK-FM
2	WRIE-AM	WJET-AM	WJET-AM
3	WCCK-FM	WCCK-FM	WRIE-AM
4	WLWU-FM	WLWU-FM	WLKK-AM
5	WLKK-AM	WLKK-AM	WLWU-FM

**M-F, 3-7pm**

1	WLWU-FM	WCCK-FM	WCCK-FM
2	WCCK-FM	WLWU-FM	WLWU-FM
3	WJET-AM	WRIE-AM	WJET-AM
4	WRIE-AM	WJET-AM	WRIE-AM
5	WMDI-FM	WLKK-AM	WLKK-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 293

	A/M '78	A/M '79	A/M '80
1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WMDI-FM	WMDI-FM	WMDI-FM

**M-F, 6-10am**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WMDI-FM	WRIE-AM

**M-F, 3-7pm**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WMDI-FM	WMDI-FM	WRIE-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 730

	A/M '78	A/M '79	A/M '80
1	WCCK-FM	WCCK-FM	WCCK-FM
2	WRIE-AM	WRIE-AM	WJET-AM
3	WJET-AM	WJET-AM	WRIE-AM
4	WLWU-FM	WMDI-FM	WLWU-FM
5	WMDI-FM	WLWU-FM	WMDI-FM

**M-F, 6-10am**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WRIE-AM	WRIE-AM	WRIE-AM
3	WJET-AM	WJET-AM	WJET-AM
4	WLWU-FM	WMDI-FM	WLWU-FM
5	WMDI-FM	WLWU-FM	WMDI-FM

**M-F, 3-7pm**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WRIE-AM	WRIE-AM	WJET-AM
3	WLWU-FM	WJET-AM	WRIE-AM
4	WMDI-FM	WMDI-FM	WLWU-FM
5	WJET-AM	WLWU-FM	WMDI-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 991

	A/M '78	A/M '79	A/M '80
1	WLWU-FM	WCCK-FM	WCCK-FM
2	WRIE-AM	WLWU-FM	WLWU-FM
3	WCCK-FM	WRIE-AM	WRIE-AM
4	WJET-AM	WJET-AM	WJET-AM
5	WLKK-AM	WLKK-AM	WLKK-AM

**M-F, 6-10am**

1	WRIE-AM	WRIE-AM	WRIE-AM
2	WJET-AM	WJET-AM	WCCK-FM
3	WLWU-FM	WLWU-FM	WLWU-FM
4	WLKK-AM	WCCK-FM	WJET-AM
5	WCCK-FM	WLKK-AM	WLKK-AM

**M-F, 3-7pm**

1	WLWU-FM	WCCK-FM	WCCK-FM
2	WRIE-AM	WRIE-AM	WLWU-FM
3	WCCK-FM	WLWU-FM	WRIE-AM
4	WJET-AM	WJET-AM	WJET-AM
5	WLKK-AM	WLKK-AM	WLKK-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2189

	A/M '78	A/M '79	A/M '80			
1	WJET-AM	833	WCCK-FM	921	WCCK-FM	885
2	WCCK-FM	824	WJET-AM	913	WJET-AM	878
3	WLWU-FM	786	WRIE-AM	770	WRIE-AM	734
4	WRIE-AM	766	WLWU-FM	732	WLWU-FM	582
5	WLKK-AM	446	WLKK-AM	532	WLKK-AM	422

**M-F, 6-10am**

1	WJET-AM	WJET-AM	WCCK-FM
2	WCCK-FM	WCCK-FM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WLWU-FM	WLWU-FM	WLWU-FM
5	WLKK-AM	WLKK-AM	WLKK-AM

**M-F, 3-7pm**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WLWU-FM	WJET-AM	WJET-AM
3	WJET-AM	WRIE-AM	WLWU-FM
4	WRIE-AM	WRIE-AM	WRIE-AM
5	WLKK-AM	WLKK-AM	WLKK-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 293

	A/M '78	A/M '79	A/M '80
1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM

**M-F, 6-10am**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM

**M-F, 3-7pm**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WMDI-FM	WRIE-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 730

	A/M '78	A/M '79	A/M '80
1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WLWU-FM	WLWU-FM	WMDI-FM
5	WMDI-FM	WMDI-FM	WLWU-FM

**M-F, 6-10am**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WRIE-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WLWU-FM	WLWU-FM	WLWU-FM
5	WMDI-FM	WLWU-FM	WMDI-FM

**M-F, 3-7pm**

1	WCCK-FM	WCCK-FM	WCCK-FM
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WLWU-FM	WMDI-FM	WLWU-FM
5	WMDI-FM	WLWU-FM	WLWU-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 991

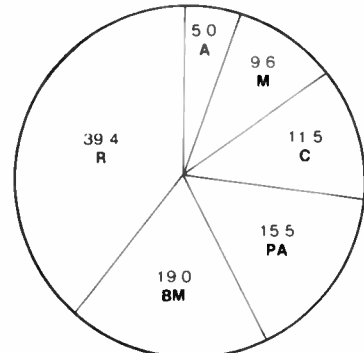
	A/M '78	A/M '79	A/M '80
1	WRIE-AM	WRIE-AM	WCCK-FM
2	WLWU-FM	WJET-AM	WRIE-AM
3	WJET-AM	WCCK-FM	WJET-AM
4	WCCK-FM	WLWU-FM	WLWU-FM
5	WLKK-AM	WLKK-AM	WLKK-AM

**M-F, 6-10am**

1	WRIE-AM	WRIE-AM	WRIE-AM
2	WJET-AM	WJET-AM	WCCK-FM
3	WCCK-FM	WCCK-FM	WJET-AM
4	WLWU-FM	WLWU-FM	WLWU-FM
5	WLKK-AM	WLKK-AM	WLKK-AM

**M-F, 3-7pm**

1	WLWU-FM	WRIE-AM	WJET-AM
2	WRIE-AM	WJET-AM	WCCK-FM
3	WJET-AM	WCCK-FM	WRIE-AM
4	WCCK-FM	WLWU-FM	WLWU-FM
5	WLKK-AM	WLKK-AM	WLKK-AM



### Format Legend

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

# Eugene-Springfield

METRO RANK

130

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KPNW-FM 12.7	KPNW-FM 14.5	KUCN-AM(PA) 14.6
2	KBDF-AM 1.4	KUCN-AM 11.6	KPNW-FM(BB) 13.3
3	KPNW-AM 10.7	KZEL-FM 11.1	KZEL-FM(A) 11.4
4	KUCN-AM 9.4	KEED-AM 9.1	KPNW-AM(PA) 9.5
5	KZEL-FM 9.0	KPNW-AM 8.5	KSND-FM(R) 9.5
6	KATR-AM 8.7	KSND-FM 8.0	KEED-AM(C) 9.5
7	KSND-FM 8.0	KATR-AM 6.8	KBDF-AM(R) 7.0
8	KEED-AM 5.0	KBDF-AM 6.5	KUCN-FM(C) 5.4
9	KASH-AM 3.7	KASH-AM 4.3	KORE-AM(PL) 2.9
10	KORE-AM 3.0	KUCN-FM 2.8	KATR-AM(PA) 1.9
11	KUCN-FM 2.7	KORE-AM 2.0	KASH-AM(P) 1.9
12	KNND-AM 1.0	KGO-AM 1.1	KNND-AM(PA) 0.6
13	KWIL-AM 0.7	KXL-AM 1.1	
14		KBMC-FM 0.9	
15		KNND-AM 0.6	

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KPNW-FM 38	KPNW-FM 51	KUCN-AM 46
2	KBDF-AM 34	KUCN-AM 41	KPNW-FM 42
3	KPNW-AM 32	KZEL-FM 39	KZEL-FM 36
4	KUCN-AM 28	KEED-AM 32	KPNW-AM 30
5	KZEL-FM 27	KPNW-AM 30	KSND-FM 30

M-F, 6-10am

1	KATR-AM	KUCN-AM	KUCN-AM
2	KUCN-AM	KPNW-FM	KEED-AM
3	KBDF-AM	KPNW-AM	KPNW-AM
4	KPNW-AM	KATR-AM	KPNW-FM
5	KPNW-FM	KZEL-FM	KSND-FM

M-F, 3-7pm

1	KPNW-FM	KPNW-FM	KPNW-FM
2	KPNW-AM	KZEL-FM	KUCN-AM
3	KBDF-AM	KEED-AM	KZEL-FM
4	KZEL-FM	KSND-FM	KSND-FM
5	KUCN-AM	KPNW-AM	KPNW-AM

Teens

M-S, 6am-Midnight

POP(00): 265

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KASH-AM	KASH-AM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KATR-AM	KASH-AM	KUCN-AM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KASH-AM	KUCN-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 906

	A/M '79	O/N '79	A/M '80
1	KZEL-FM	KZEL-FM	KZEL-FM
2	KBDF-AM	KSND-FM	KSND-FM
3	KSND-FM	KPNW-AM	KPNW-AM
4	KPNW-AM	KBDF-AM	KUCN-AM
5	KUCN-AM	KASH-AM	KBDF-AM

M-F, 6-10am

1	KZEL-FM	KZEL-FM	KPNW-AM
2	KBDF-AM	KSND-FM	KUCN-AM
3	KSND-FM	KPNW-AM	KSND-FM
4	KPNW-AM	KBDF-AM	KZEL-FM
5	KATR-AM	KASH-AM	KBDF-AM

M-F, 3-7pm

1	KZEL-FM	KZEL-FM	KZEL-FM
2	KBDF-AM	KSND-FM	KSND-FM
3	KPNW-AM	KPNW-AM	KUCN-AM
4	KASH-AM	KBDF-AM	KPNW-AM
5	KSND-FM	KUCN-FM	KBDF-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1027

	A/M '79	O/N '79	A/M '80
1	KPNW-AM	KPNW-FM	KUCN-AM
2	KPNW-FM	KUCN-AM	KPNW-FM
3	KATR-AM	KPNW-AM	KPNW-AM
4	KUCN-AM	KEED-AM	KEED-AM
5	KZEL-FM	KATR-AM	KZEL-FM

M-F, 6-10am

1	KATR-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KUCN-AM	KPNW-FM	KEED-AM
4	KPNW-FM	KATR-AM	KPNW-FM
5	KEED-AM	KEED-AM	KSND-FM

M-F, 3-7pm

1	KPNW-AM	KPNW-FM	KUCN-AM
2	KPNW-FM	KPNW-AM	KPNW-AM
3	KUCN-AM	KUCN-AM	KPNW-FM
4	KATR-AM	KEED-AM	KZEL-FM
5	KFED-AM	KZEL-FM	KEED-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KBDF-AM 574	KUCN-AM 704	KUCN-AM 700
2	KUCN-AM 559	KPNW-FM 525	KPNW-AM 494
3	KSND-FM 485	KPNW-AM 512	KSND-FM 467
4	KPNW-AM 464	KBDF-AM 477	KBDF-AM 461
5	KPNW-FM 433	KSND-FM 471	KPNW-FM 408

M-F, 6-10am

1	KUCN-AM	KUCN-AM	KUCN-AM
2	KBDF-AM	KPNW-AM	KPNW-AM
3	KPNW-AM	KPNW-FM	KSND-FM
4	KATR-AM	KSND-FM	KBDF-AM
5	KSND-FM	KZEL-FM	KFED-AM

M-F, 3-7pm

1	KBDF-AM	KPNW-FM	KUCN-AM
2	KUCN-AM	KBDF-AM	KSND-FM
3	KPNW-AM	KSND-FM	KPNW-AM
4	KSND-FM	KPNW-AM	KBDF-AM
5	KPNW-FM	KUCN-AM	KPNW-FM

Teens

M-S, 6am-Midnight

POP(00): 265

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KUCN-AM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KUCN-AM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KPNW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 906

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KZEL-FM	KZEL-FM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KBDF-AM	KPNW-AM
4	KASH-AM	KUCN-AM	KBDF-AM
5	KUCN-AM	KASH-AM	KUCN-AM

M-F, 6-10am

1	KBDF-AM	KZEL-FM	KZEL-FM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KPNW-AM	KUCN-AM
4	KUCN-AM	KBDF-AM	KPNW-AM
5	KASH-AM	KASH-AM	KBDF-AM

M-F, 3-7pm

1	KZEL-FM	KZEL-FM	KSND-FM
2	KSND-FM	KBDF-AM	KZEL-FM
3	KBDF-AM	KSND-FM	KBDF-AM
4	KUCN-AM	KASH-AM	KPNW-AM
5	KPNW-AM	KPNW-AM	KUCN-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1027

	A/M '79	O/N '79	A/M '80
1	KUCN-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-FM	KPNW-AM
3	KPNW-FM	KPNW-AM	KPNW-FM
4	KATR-AM	KEED-AM	KEED-AM
5	KSND-FM	KSND-FM	KSND-FM

M-F, 6-10am

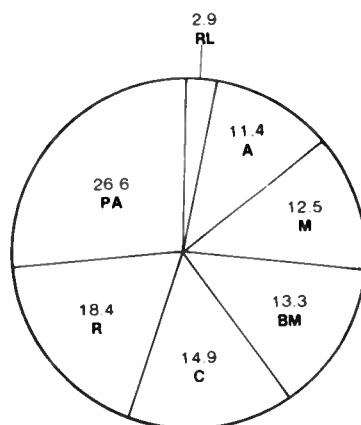
1	KUCN-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KATR-AM	KPNW-FM	KPNW-FM
4	KPNW-FM	KFED-AM	KEED-AM
5	KEED-AM	KATR-AM	KSND-FM

M-F, 3-7pm

1	KUCN-AM	KPNW-FM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KPNW-FM	KUCN-AM	KPNW-FM
4	KEED-AM	KEED-AM	KEED-AM
5	KSND-FM	KBDF-AM	KSND-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Evansville

METRO RANK

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## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2429

	A/M '78	A/M '79	A/M '80			
1	WIKY-FM	25.6	WGBF-AM	22.8	WIKY-FM(PA)	26.3
2	WGBF-AM	14.0	WIKY-FM	19.9	WGBF-AM(B)	21.3
3	WROZ-AM	11.0	WKDQ-FM	15.3	WROZ-AM(C)	9.6
4	WKDQ-FM	9.9	WROZ-AM	10.4	WKDQ-FM(A)	7.7
5	WIKY-AM	5.0	WSON-AM	5.8	WIKY-AM(B)	5.1
6	WJPS-AM	4.2	WIKY-AM	4.3	WKKR-AM(C)	3.7
7	WSON-AM	3.4	WBKR-FM	4.0	WHKC-FM(PA)	3.5
8	WBKR-FM	2.3	WSTO-FM	4.0	WBKR-FM(C)	3.2
9	WVHI-FM	2.1	WRAY-FM	2.3	WVHI-FM(B)	3.2
10	WSTO-FM	1.6	WJPS-AM	2.0	WRAY-AM(PA)	3.2
11	WRAY-FM	1.0	WVHI-FM	1.2	WSTO-FM(B)	2.7
12	WBNL-FM	1.0	WHKC-FM	0.6	WRAY-FM(PA)	2.4
13	WBNL-AM	0.8	WRAY-AM	0.3	WSON-AM(C)	1.9
14	WRAY-AM	0.8				
15	WHKC-FM	0.5				

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2429

	A/M '78	A/M '79	A/M '80			
1	WIKY-FM	9.8	WGBF-AM	7.9	WIKY-FM	9.9
2	WGBF-AM	9.2	WIKY-FM	6.9	WGBF-AM	8.0
3	WROZ-AM	4.2	WKDQ-FM	5.3	WROZ-AM	3.6
4	WKDQ-FM	3.8	WROZ-AM	3.6	WKDQ-FM	2.9
5	WIKY-AM	1.9	WSON-AM	2.0	WIKY-AM	1.9

M-F, 6-10am

1	WIKY-FM		WIKY-FM		WGBF-AM
2	WGBF-AM		WGBF-AM		WIKY-FM
3	WROZ-AM		WROZ-AM		WROZ-AM
4	WKDQ-FM		WKDQ-FM		WKDQ-FM
5	WJPS-AM		WSON-AM		WRAY-AM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WIKY-FM
2	WIKY-FM		WIKY-FM		WGBF-AM
3	WKDQ-FM		WKDQ-FM		WROZ-AM
4	WROZ-AM		WROZ-AM		WKDQ-FM
5	WIKY-AM		WBKR-FM		WKKR-AM

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '78	A/M '79	A/M '80		
1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WHKC-FM		WHKC-FM

M-F, 6-10am

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WSON-AM		WHKC-FM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-AM		WHKC-FM		WIKY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 795

	A/M '78	A/M '79	A/M '80		
1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WIKY-FM		WIKY-FM
4	WROZ-AM		WIKY-AM		WIKY-AM
5	WIKY-AM		WROZ-AM		WHKC-FM

M-F, 6-10am

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WIKY-FM		WKDQ-FM		WIKY-FM
3	WKDQ-FM		WIKY-FM		WKDQ-FM
4	WROZ-AM		WIKY-AM		WHKC-FM
5	WJPS-AM		WROZ-AM		WROZ-AM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WIKY-FM		WIKY-FM
4	WROZ-AM		WROZ-AM		WIKY-AM
5	WIKY-AM		WBKR-FM		WHKC-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1085

	A/M '78	A/M '79	A/M '80		
1	WIKY-FM		WIKY-FM		WIKY-FM
2	WGBF-AM		WGBF-AM		WGBF-AM
3	WROZ-AM		WKDQ-FM		WROZ-AM
4	WKDQ-FM		WROZ-AM		WIKY-AM
5	WIKY-AM		WBKR-FM		WKDQ-FM

M-F, 6-10am

1	WIKY-FM		WIKY-FM		WIKY-FM
2	WGBF-AM		WGBF-AM		WGBF-AM
3	WROZ-AM		WROZ-AM		WROZ-AM
4	WKDQ-FM		WKDQ-FM		WIKY-AM
5	WJPS-AM		WIKY-AM		WKKR-AM

M-F, 3-7pm

1	WIKY-FM		WIKY-FM		WIKY-FM
2	WROZ-AM		WGBF-AM		WGBF-AM
3	WKDQ-FM		WROZ-AM		WROZ-AM
4	WGBF-AM		WKDQ-FM		WKKR-AM
5	WIKY-AM		WBKR-FM		WIKY-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2429

	A/M '78	A/M '79	A/M '80			
1	WGBF-AM	1051	WGBF-AM	1014	WGBF-AM	1036
2	WIKY-FM	762	WIKY-FM	679	WIKY-FM	822
3	WKDQ-FM	523	WKDQ-FM	674	WKDQ-FM	549
4	WROZ-AM	522	WROZ-AM	542	WROZ-AM	449
5	WIKY-AM	306	WIKY-AM	264	WKKR-AM	298

M-F, 6-10am

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WIKY-FM		WIKY-FM		WIKY-FM
3	WROZ-AM		WKDQ-FM		WKDQ-FM
4	WKDQ-FM		WROZ-AM		WROZ-AM
5	WIKY-AM		WIKY-AM		WKKR-AM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WIKY-FM		WIKY-FM		WIKY-FM
3	WROZ-AM		WKDQ-FM		WKDQ-FM
4	WKDQ-FM		WROZ-AM		WROZ-AM
5	WIKY-AM		WBKR-FM		WKKR-AM

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '78	A/M '79	A/M '80		
1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WHKC-FM		WIKY-FM

M-F, 6-10am

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WRAY-AM		WSON-AM		WIKY-FM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WHKC-FM		WHKC-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 795

	A/M '78	A/M '79	A/M '80		
1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WIKY-FM		WIKY-FM
4	WROZ-AM		WROZ-AM		WKKR-AM
5	WJPS-AM		WIKY-AM		WIKY-AM

M-F, 6-10am

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WIKY-FM		WIKY-FM
4	WROZ-AM		WROZ-AM		WIKY-AM
5	WJPS-AM		WIKY-AM		WKKR-AM

M-F, 3-7pm

1	WGBF-AM		WGBF-AM		WGBF-AM
2	WKDQ-FM		WKDQ-FM		WKDQ-FM
3	WIKY-FM		WIKY-FM		WIKY-FM
4	WROZ-AM		WROZ-AM		WIKY-AM
5	WJPS-AM		WIKY-AM		WHKC-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1085

	A/M '78	A/M '79	A/M '80		
1	WGBF-AM		WGBF-AM		WGBF-AM
2	WIKY-FM		WIKY-FM		WIKY-FM
3	WROZ-AM		WROZ-AM		WROZ-AM
4	WKDQ-FM		WKDQ-FM		WKDQ-FM
5	WJPS-AM		WBKR-FM		WKKR-AM

M-F, 6-10am

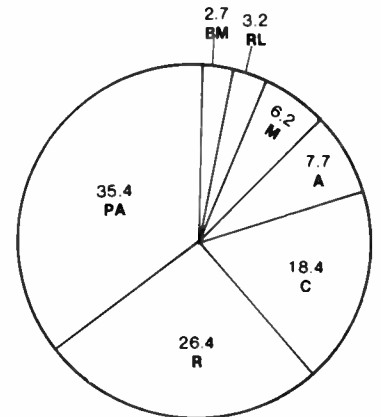
1	WIKY-FM		WIKY-FM		WGBF-AM
2	WGBF-AM		WGBF-AM		WIKY-FM
3	WROZ-AM		WROZ-AM		WROZ-AM
4	WKDQ-FM		WKDQ-FM		WKKR-AM
5	WJPS-AM		WIKY-AM		WKDQ-FM

M-F, 3-7pm

1	WGBF-AM		WIKY-FM		WGBF-AM
2	WIKY-FM		WGBF-AM		WIKY-FM
3	WROZ-AM		WROZ-AM		WROZ-AM
4	WKDQ-FM		WKDQ-FM		WKDQ-FM
5	WIKY-AM		WBKR-FM		WKKR-AM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# Fargo-Moorhead

METRO RANK

163

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
OP(00): 1145

	A/M '78		A/M '79		A/M '80
1	KFGO-AM	28.5	KFGO-AM	22.4	KFGO-AM (C) 22.8
2	WDAY-AM	17.6	WDAY-AM	15.8	KQWB-AM (PA) 16.8
3	KVOX-AM	13.3	KQWB-AM	15.3	KQWB-FM (R) 15.2
4	KQWB-FM	12.1	KQWB-FM	11.7	WDAY-FM (M) 13.6
5	KQWB-AM	9.1	KVOX-AM	10.2	WDAY-AM (PA) 10.3
6	WDAY-FM	8.5	WDAY-FM	10.2	KVOX-FM (C) 7.6
7	KVOX-FM	3.6	KVOX-FM	3.1	KVOX-AM (PA) 6.5
8	KSJB-AM	1.8	KSJB-AM	1.5	

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
OP(00): 1145

	A/M '78		A/M '79		A/M '80
1	KFGO-AM	47	KFGO-AM	44	KFGO-AM 42
2	WDAY-AM	29	WDAY-AM	31	KQWB-AM 31
3	KVOX-AM	22	KQWB-AM	30	KQWB-FM 28
4	KQWB-FM	20	KQWB-FM	23	WDAY-FM 25
5	KQWB-AM	15	KVOX-AM	20	WDAY-AM 19

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-AM		WDAY-AM		WDAY-AM
3	KVOX-AM		KQWB-AM		KQWB-AM
4	KQWB-FM		KQWB-FM		KQWB-FM
5	WDAY-FM		KVOX-AM		WDAY-FM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	KVOX-AM		KQWB-AM		KQWB-AM
3	KQWB-FM		KQWB-FM		KQWB-FM
4	WDAY-AM		WDAY-FM		WDAY-FM
5	KQWB-AM		WDAY-AM		KVOX-FM

Teens  
M-S, 6am-Midnight  
POP(00): 139

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-AM		KVOX-AM		KQWB-FM
3	KQWB-FM		KQWB-FM		KFGO-AM

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-FM		KVOX-AM		KQWB-FM
3	KQWB-AM		KQWB-FM		KFGO-AM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-AM		KVOX-AM		KQWB-FM
3	KQWB-FM		KQWB-FM		KFGO-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 499

	A/M '78		A/M '79		A/M '80
1	KQWB-FM		KQWB-AM		KQWB-AM
2	WDAY-AM		KQWB-FM		KQWB-FM
3	KVOX-AM		KFGO-AM		KFGO-AM
4	KQWB-AM		KVOX-AM		KVOX-AM
5	KFGO-AM		KVOX-FM		KVOX-FM

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	WDAY-AM		KQWB-AM		KQWB-AM
2	KQWB-FM		KFGO-AM		KQWB-FM
3	KFGO-AM		KQWB-FM		KFGO-AM
4	KVOX-AM		KVOX-AM		KVOX-AM
5	KVOX-FM		WDAY-AM		KVOX-FM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KQWB-FM		KQWB-AM		KQWB-AM
2	KVOX-AM		KQWB-FM		KQWB-FM
3	WDAY-AM		KVOX-AM		KVOX-FM
4	KQWB-AM		KFGO-AM		KVOX-AM
5	KFGO-AM		WDAY-AM		KFGO-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 474

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-AM		WDAY-AM		WDAY-FM
3	WDAY-FM		WDAY-FM		KQWB-AM
4	KQWB-FM		KQWB-AM		KVOX-FM
5	KQWB-AM		KVOX-AM		WDAY-AM

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-AM		WDAY-AM		WDAY-AM
3	KVOX-AM		WDAY-FM		WDAY-FM
4	KQWB-FM		KQWB-AM		KQWB-AM
5	KQWB-AM		KVOX-AM		KVOX-FM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-FM		WDAY-AM		KVOX-FM
3	WDAY-AM		WDAY-FM		KQWB-AM
4	KVOX-AM		KQWB-AM		WDAY-FM
5	KQWB-FM		KVOX-FM		KVOX-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1145

	A/M '78		A/M '79		A/M '80
1	KVOX-AM	472	KFGO-AM	427	KQWB-AM 404
2	WDAY-AM	452	WDAY-AM	395	KFGO-AM 392
3	KFGO-AM	423	KQWB-AM	387	KQWB-FM 376
4	KQWB-AM	310	KVOX-AM	385	WDAY-AM 349
5	KQWB-FM	305	KQWB-FM	289	KVOX-AM 278

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	WDAY-AM		WDAY-AM		KFGO-AM
2	KFGO-AM		KFGO-AM		KQWB-AM
3	KVOX-AM		KQWB-AM		KQWB-AM
4	KQWB-FM		KVOX-AM		KQWB-FM
5	KQWB-AM		KQWB-FM		KVOX-AM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KFGO-AM		KFGO-AM		KQWB-FM
3	KQWB-FM		KVOX-AM		KFGO-AM
4	WDAY-AM		KQWB-FM		WDAY-AM
5	KQWB-AM		WDAY-AM		KVOX-AM

Teens  
M-S, 6am-Midnight  
POP(00): 139

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-AM		KVOX-AM		KQWB-FM
3	KQWB-FM		KQWB-FM		KVOX-AM

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-AM		KVOX-AM		KQWB-FM
3	KQWB-FM		KQWB-FM		KVOX-AM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-AM		KVOX-AM		KQWB-FM
3	KQWB-FM		KQWB-FM		KVOX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 499

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-FM		KVOX-AM		KQWB-FM
3	WDAY-AM		KQWB-FM		KVOX-AM
4	KQWB-AM		KFGO-AM		KFGO-AM
5	KVOX-FM		WDAY-AM		WDAY-AM

M-F, 6-10am

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	WDAY-AM		KQWB-FM		KQWB-FM
3	KQWB-FM		KVOX-AM		KVOX-AM
4	KFGO-AM		KFGO-AM		KFGO-AM
5	KQWB-AM		WDAY-AM		WDAY-AM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KVOX-AM		KQWB-AM		KQWB-AM
2	KQWB-FM		KQWB-FM		KQWB-FM
3	WDAY-AM		KVOX-AM		KVOX-AM
4	KQWB-AM		KFGO-AM		KVOX-FM
5	KVOX-FM		KVOX-FM		KFGO-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 474

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-AM		WDAY-AM		KQWB-AM
3	KVOX-AM		KVOX-AM		WDAY-AM
4	WDAY-FM		WDAY-FM		KVOX-FM
5	KQWB-AM		KQWB-AM		WDAY-FM

M-F, 6-10am

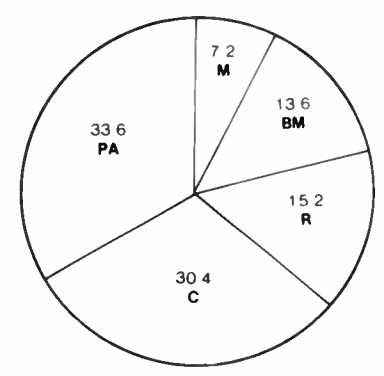
	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	WDAY-AM		WDAY-AM		WDAY-AM
3	KVOX-AM		KQWB-AM		KQWB-AM
4	WDAY-FM		WDAY-FM		WDAY-FM
5	KQWB-AM		KVOX-AM		KVOX-FM

M-F, 3-7pm

	A/M '78		A/M '79		A/M '80
1	KFGO-AM		KFGO-AM		KFGO-AM
2	KVOX-AM		WDAY-AM		KVOX-FM
3	WDAY-AM		WDAY-FM		KQWB-AM
4	WDAY-FM		KQWB-AM		KQWB-FM
5	KQWB-AM		KVOX-AM		WDAY-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 1832

A/M '78	A/M '79	A/M '80
1 WQSM-FM 26.9	WQSM-FM 20.3	WQSM-FM (M) 23.2
2 WFLB-AM 13.1	WQDR-FM 16.1	WIDU-AM (M) 14.6
3 WRAL-FM 11.7	WIDU-AM 13.4	WFLB-AM (M) 10.1
4 WFNC-AM 9.2	WFLB-AM 12.3	WFAI-AM (C) 10.1
5 WIDU-AM 9.2	WFAI-AM 8.8	WFNC-AM (C) 10.1
6 WFAI-AM 8.8	WFNC-AM 8.4	WQDR-FM (A) 9.0
7 WYYD-FM 8.1	WRAL-FM 4.2	WRAL-FM (PA) 7.9
8 WSTS-FM 2.1	WYYD-FM 3.4	WYYD-FM (M) 4.1
9 WQDR-FM 1.8	WQTI-FM 3.1	WSTS-FM (M) 2.6
10 WFB-AM 1.8	WSTS-FM 2.3	WQTI-FM (C) 1.9
11 WPTF-AM 1.1	WFB-AM 1.5	WFB-AM (M) 0.7
12	WPTF-AM 1.1	WJSK-FM (C) 0.7
13		WPTF-AM (PA) 0.4

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1832

A/M '78	A/M '79	A/M '80
1 WQSM-FM 76	WQSM-FM 53	WQSM-FM 62
2 WFLB-AM 37	WQDR-FM 42	WIDU-AM 39
3 WRAL-FM 33	WIDU-AM 35	WFLB-AM 27
4 WFNC-AM 26	WFLB-AM 32	WFAI-AM 27
5 WIDU-AM 26	WFAI-AM 23	WFNC-AM 27

M-F, 6-10am

1 WQSM-FM	WFAI-AM	WQSM-FM
2 WFAI-AM	WQSM-FM	WFAI-AM
3 WFNC-AM	WFNC-AM	WFNC-AM
4 WFLB-AM	WFLB-AM	WFLB-AM
5 WRAL-FM	WQDR-FM	WRAL-FM

M-F, 3-7pm

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WQDR-FM	WIDU-AM
3 WIDU-AM	WFLB-AM	WFLB-AM
4 WRAL-FM	WIDU-AM	WQDR-FM
5 WFNC-AM	WFNC-AM	WRAL-FM

Teens  
M-S, 6am-Midnight  
POP(00): 226

A/M '78	A/M '79	A/M '80
1 WQSM-FM	WFLB-AM	WQSM-FM
2 WFLB-AM	WQSM-FM	WFLB-AM
3 WIDU-AM	WIDU-AM	WIDU-AM

M-F, 6-10am

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WFLB-AM	WFLB-AM
3 WIDU-AM	WFB-AM	WQDR-FM

M-F, 3-7pm

1 WQSM-FM	WIDU-AM	WIDU-AM
2 WIDU-AM	WQSM-FM	WFLB-AM
3 WFLB-AM	WFLB-AM	WQSM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1000

A/M '78	A/M '79	A/M '80
1 WQSM-FM	WQDR-FM	WQSM-FM
2 WRAL-FM	WQSM-FM	WIDU-AM
3 WFLB-AM	WFLB-AM	WQDR-FM
4 WIDU-AM	WIDU-AM	WFLB-AM
5 WFNC-AM	WFNC-AM	WRAL-FM

M-F, 6-10am

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WRAL-FM	WQDR-FM	WFLB-AM
3 WFNC-AM	WFAI-AM	WRAL-FM
4 WFLB-AM	WFNC-AM	WIDU-AM
5 WFAI-AM	WFLB-AM	WQDR-FM

M-F, 3-7pm

1 WQSM-FM	WQDR-FM	WQSM-FM
2 WFLB-AM	WQSM-FM	WIDU-AM
3 WIDU-AM	WFLB-AM	WFLB-AM
4 WRAL-FM	WIDU-AM	WQDR-FM
5 WFNC-AM	WRAL-FM	WRAL-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 834

A/M '78	A/M '79	A/M '80
1 WQSM-FM	WQSM-FM	WFNC-AM
2 WRAL-FM	WIDU-AM	WQSM-FM
3 WFNC-AM	WFLB-AM	WFAI-AM
4 WFAI-AM	WFNC-AM	WRAL-FM
5 WFLB-AM	WFAI-AM	WIDU-AM

M-F, 6-10am

1 WFNC-AM	WFAI-AM	WFNC-AM
2 WQSM-FM	WFNC-AM	WFAI-AM
3 WFAI-AM	WFLB-AM	WQSM-FM
4 WRAL-FM	WQSM-FM	WRAL-FM
5 WFLB-AM	WIDU-AM	WFLB-AM

M-F, 3-7pm

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WRAL-FM	WFLB-AM	WFNC-AM
3 WFNC-AM	WQTI-FM	WFAI-AM
4 WFLB-AM	WFNC-AM	WRAL-FM
5 WFAI-AM	WRAL-FM	WFLB-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1832

A/M '78	A/M '79	A/M '80
1 WQSM-FM 845	WQSM-FM 786	WQSM-FM 796
2 WFLB-AM 681	WFLB-AM 644	WFLB-AM 549
3 WFAI-AM 484	WFAI-AM 442	WRAL-FM 406
4 WRAL-FM 471	WIDU-AM 399	WIDU-AM 363
5 WFNC-AM 447	WQDR-FM 391	WFAI-AM 349

M-F, 6-10am

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFAI-AM	WFLB-AM	WFLB-AM
3 WFNC-AM	WFAI-AM	WFNC-AM
4 WFLB-AM	WFNC-AM	WFAI-AM
5 WRAL-FM	WQDR-FM	WRAL-FM

M-F, 3-7pm

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WFLB-AM	WFLB-AM
3 WRAL-FM	WQDR-FM	WRAL-FM
4 WFNC-AM	WIDU-AM	WIDU-AM
5 WIDU-AM	WFNC-AM	WQDR-FM

Teens  
M-S, 6am-Midnight  
POP(00): 226

A/M '78	A/M '79	A/M '80
1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WFLB-AM	WFLB-AM
3 WIDU-AM	WIDU-AM	WIDU-AM

M-F, 6-10am

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WFLB-AM	WFLB-AM
3 WIDU-AM	WIDU-AM	WQDR-FM

M-F, 3-7pm

1 WQSM-FM	WQSM-FM	WFLB-AM
2 WFLB-AM	WFLB-AM	WQSM-FM
3 WIDU-AM	WIDU-AM	WIDU-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1000

A/M '78	A/M '79	A/M '80
1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WQDR-FM	WFLB-AM
3 WRAL-FM	WFLB-AM	WRAL-FM
4 WFNC-AM	WIDU-AM	WQDR-FM
5 WFAI-AM	WFAI-AM	WIDU-AM

M-F, 6-10am

1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFLB-AM	WQDR-FM	WRAL-FM
3 WRAL-FM	WFLB-AM	WFLB-AM
4 WFNC-AM	WFAI-AM	WQDR-FM
5 WFAI-AM	WFNC-AM	WIDU-AM

M-F, 3-7pm

1 WQSM-FM	WQDR-FM	WQSM-FM
2 WFLB-AM	WQSM-FM	WFLB-AM
3 WRAL-FM	WFLB-AM	WQDR-FM
4 WIDU-AM	WIDU-AM	WRAL-FM
5 WFNC-AM	WRAL-FM	WIDU-AM

## Adults 25-54 M-S, 6am-Midnight POP(00): 834

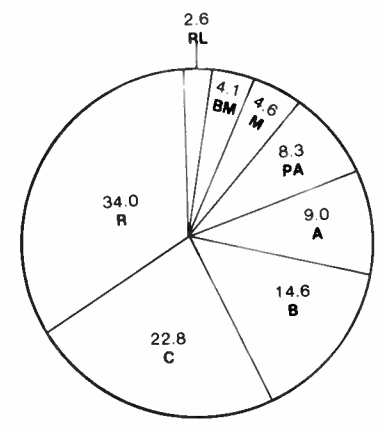
A/M '78	A/M '79	A/M '80
1 WQSM-FM	WQSM-FM	WQSM-FM
2 WFNC-AM	WFLB-AM	WFNC-AM
3 WRAL-FM	WFNC-AM	WFAI-AM
4 WFAI-AM	WFAI-AM	WRAL-FM
5 WFLB-AM	WIDU-AM	WFLB-AM

M-F, 6-10am

1 WFNC-AM	WFNC-AM	WFNC-AM
2 WQSM-FM	WFLB-AM	WQSM-FM
3 WFAI-AM	WFAI-AM	WFAI-AM
4 WFLB-AM	WQSM-FM	WRAL-FM
5 WRAL-FM	WIDU-AM	WFLB-AM

M-F, 3-7pm

1 WQSM-FM	WFLB-AM	WQSM-FM
2 WFNC-AM	WQSM-FM	WFNC-AM
3 WRAL-FM	WFNC-AM	WRAL-FM
4 WFLB-AM	WRAL-FM	WFLB-AM
5 WFAI-AM	WYYD-FM	WFAI-AM



### Format Legend

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

## /M '80 Market Overview

The A/M '80 Arbitron survey in Flint may have been one of the most reliable samplings ever taken in this metro. The in-tab total was up 63% overall, and there was particular improvement among men 18-24. Last year there were 26 diaries returned in its cell, but this year the number was 48, a much more representative figure.

There was a new contender this week, Black-owned **WDZZ**. The station came from nowhere to lead the metro this year, scoring well in the teen and young adult demos. **WDZZ** ended up with a 22 teen share, 14 in 18-34's, and over a 9 share 25-54. The core of the adult audience was 18-24, but there was a good showing in the 25-34 cell too.

**WWCK**, the leader for the past two years, finished second to **WDZZ**. It remained tops with teens, with almost a 27 share, and led 18-34 with a 15 share. The station's Superstars AOR sound resulted in a heavily 18-24-oriented audience.

There was quite a race among adults 25-54. Last year **WFDF**, **WGMZ**, and **WKMF** were within a share of each other. This year there were seven stations within three shares, led by **WJR/Detroit** with just over 10%. **WKMF** showed the most slippage, dropping from just under 12% to just below an 8% share. **WFMK** almost doubled its 25-54 share, to just under 10%.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 4144

A/M '78	A/M '79	A/M '80
1 WWCK-FM 12.5	WWCK-FM 10.6	WDZZ-FM (B) 11.5
2 WKMF-AM 10.6	WGMZ-FM 9.0	WWCK-FM (A) 10.3
3 WJR -AM 10.1	WJR -AM 8.4	WJR -AM (PA) 8.5
4 WFDF-AM 9.6	WKMF-AM 8.4	WFDF-AM (PA) 8.0
5 WGMZ-FM 9.6	WFDF-AM 8.2	WFMK-FM (PA) 7.1
6 WTRX-AM 7.3	WTAC-AM 7.2	WTRX-AM (PA) 6.9
7 WTAC-AM 5.4	WAMM-AM 6.7	WGMZ-FM (BB) 6.9
8 WAMM-AM 4.9	WTRX-AM 6.2	WKMF-AM (C) 5.8
9 WFMK-FM 4.2	WGFR-FM 4.9	WGFR-FM (PA) 4.7
10 WGFR-FM 3.6	WFMK-FM 4.5	WTAC-AM (B) 4.4
11 WWWS-FM 3.1	WWWS-FM 2.8	WHNN-FM (R) 3.3
12 WKCO-FM 2.6	WHNN-FM 2.0	WKCO-FM (C) 2.2
13 WHNN-FM 1.6	WLOB-AM 1.8	WOAP-AM (PA) 1.7
14 WOAP-AM 1.6	WKCO-FM 1.5	WAMM-AM (B) 1.6
15 WOAP-FM 1.3	WOAP-AM 1.2	WRIF-FM (A) 1.6
16 WLOB-AM 0.8	WJR -AM 1.0	WITL-FM (C) 1.1
17 WWJ -AM 0.7	CKLW-AM 1.0	WVIC-FM (R) 1.1
18 WRIF-FM 0.5	WVIC-FM 0.7	WWJ -AM (B) 0.8
19 WVIC-FM 0.3	WVIC-AM 0.5	WVIC-AM (R) 0.6
20 WVIC-AM 0.2		WJIM-AM (PA) 0.5
21		WLOB-AM (RL) 0.5
22		WJJC-FM (PA) 0.5
23		WWWV-FM (A) 0.5

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4144

A/M '78	A/M '79	A/M '80
1 WWCK-FM 77	WWCK-FM 63	WDZZ-FM 73
2 WKMF-AM 65	WGMZ-FM 54	WWCK-FM 65
3 WJR -AM 62	WJR -AM 50	WJR -AM 54
4 WFDF-AM 59	WKMF-AM 50	WFDF-AM 51
5 WGMZ-FM 59	WFDF-AM 49	WFMK-FM 45

M-F, 6-10am

1 WFDF-AM	WFDF-AM	WFDF-AM
2 WKMF-AM	WJR -AM	WJR -AM
3 WWCK-FM	WKMF-AM	WDZZ-FM
4 WJR -AM	WGMZ-FM	WTRX-AM
5 WTRX-AM	WTRX-AM	WKMF-AM

M-F, 3-7pm

1 WWCK-FM	WWCK-FM	WWCK-FM
2 WGMZ-FM	WGMZ-FM	WDZZ-FM
3 WJR -AM	WFDF-AM	WFMK-FM
4 WKMF-AM	WTAC-AM	WJR -AM
5 WFDF-AM	WJR -AM	WGMZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 609

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WAMM-AM	WTRX-AM

M-F, 6-10am

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WFDF-AM	WAMM-AM	WDZZ-FM

M-F, 3-7pm

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WFMK-FM	WDZZ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1593

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTRX-AM
3 WTRX-AM	WTRX-AM	WFDF-AM
4 WFDF-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WTAC-AM

M-F, 6-10am

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WTRX-AM	WTRX-AM
3 WTRX-AM	WWCK-FM	WFDF-AM
4 WFDF-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WDZZ-FM

M-F, 3-7pm

1 WWCK-FM	WWCK-FM	WWCK-FM
2 WTAC-AM	WTRX-AM	WFMK-FM
3 WTRX-AM	WTAC-AM	WDZZ-FM
4 WGMZ-FM	WFDF-AM	WTRX-AM
5 WFDF-AM	WFMK-FM	WTAC-AM

M-F, 3-7pm

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WDZZ-FM
3 WFDF-AM	WHNN-FM	WTAC-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1593

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WWCK-FM	WWCK-FM
2 WTRX-AM	WTRX-AM	WDZZ-FM
3 WFMK-FM	WTAC-AM	WFMK-FM
4 WGMZ-FM	WFMK-FM	WTRX-AM
5 WTAC-AM	WAMM-AM	WFDF-AM

M-F, 6-10am

1 WWCK-FM	WTRX-AM	WTRX-AM
2 WTRX-AM	WWCK-FM	WWCK-FM
3 WFMK-FM	WFDF-AM	WFDF-AM
4 WJR -AM	WGMZ-FM	WDZZ-FM
5 WGMZ-FM	WTAC-AM	WFMK-FM

M-F, 3-7pm

1 WWCK-FM	WWCK-FM	WFMK-FM
2 WTRX-AM	WTAC-AM	WWCK-FM
3 WGMZ-FM	WTRX-AM	WDZZ-FM
4 WTAC-AM	WFMK-FM	WTRX-AM
5 WFMK-FM	WAMM-AM	WFDF-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2061

A/M '78	A/M '79	A/M '80
1 WKMF-AM	WKMF-AM	WJR -AM
2 WJR -AM	WFDF-AM	WGMZ-FM
3 WTRX-AM	WGMZ-FM	WFMK-FM
4 WGMZ-FM	WJR -AM	WDZZ-FM
5 WFDF-AM	WWCK-FM	WFDF-AM

M-F, 6-10am

1 WKMF-AM	WFDF-AM	WFDF-AM
2 WJR -AM	WJR -AM	WJR -AM
3 WFDF-AM	WKMF-AM	WGMZ-FM
4 WTRX-AM	WTRX-AM	WTRX-AM
5 WGMZ-FM	WGMZ-FM	WKMF-AM

M-F, 3-7pm

1 WKMF-AM	WGMZ-FM	WFMK-FM
2 WJR -AM	WFDF-AM	WJR -AM
3 WTRX-AM	WKMF-AM	WGMZ-FM
4 WGMZ-FM	WWCK-FM	WGFR-FM
5 WFDF-AM	WJR -AM	WDZZ-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4144

A/M '78	A/M '79	A/M '80
1 WFDF-AM 1054	WJR -AM 1054	WWCK-FM 965
2 WWCK-FM 982	WFDF-AM 1042	WFDF-AM 920
3 WJR -AM 969	WTAC-AM 923	WJR -AM 803
4 WTAC-AM 822	WTRX-AM 748	WTRX-AM 769
5 WTRX-AM 810	WWCK-FM 718	WTAC-AM 659

M-F, 6-10am

1 WFDF-AM	WFDF-AM	WFDF-AM
2 WWCK-FM	WJR -AM	WWCK-FM
3 WJR -AM	WTAC-AM	WJR -AM
4 WKMF-AM	WWCK-FM	WTRX-AM
5 WTAC-AM	WTRX-AM	WDZZ-FM

M-F, 3-7pm

1 WWCK-FM	WFDF-AM	WWCK-FM
2 WJR -AM	WJR -AM	WJR -AM
3 WKMF-AM	WTAC-AM	WFDF-AM
4 WGMZ-FM	WWCK-FM	WTAC-AM
5 WFDF-AM	WGMZ-FM	WDZZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 609

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WTRX-AM	WTRX-AM

M-F, 6-10am

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WFDF-AM	WAMM-AM	WDZZ-FM

M-F, 3-7pm

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WFMK-FM	WDZZ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1593

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTRX-AM
3 WTRX-AM	WTRX-AM	WFDF-AM
4 WFDF-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WTAC-AM

M-F, 6-10am

1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WTRX-AM	WTRX-AM
3 WTRX-AM	WWCK-FM	WFDF-AM
4 WFDF-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WDZZ-FM

M-F, 3-7pm

1 WWCK-FM	WWCK-FM	WWCK-FM
2 WTAC-AM	WTRX-AM	WFMK-FM
3 WTRX-AM	WTAC-AM	WDZZ-FM
4 WGMZ-FM	WFDF-AM	WTRX-AM
5 WFDF-AM	WFMK-FM	WTAC-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2061

A/M '78	A/M '79	A/M '80
1 WJR -AM	WFDF-AM	WFDF-AM
2 WKMF-AM	WJR -AM	WJR -AM
3 WFDF-AM	WGMZ-FM	WGMZ-FM
4 WTRX-AM	WTRX-AM	WTRX-AM
5 WGMZ-FM	WKMF-AM	WFMK-FM

M-F, 6-10am

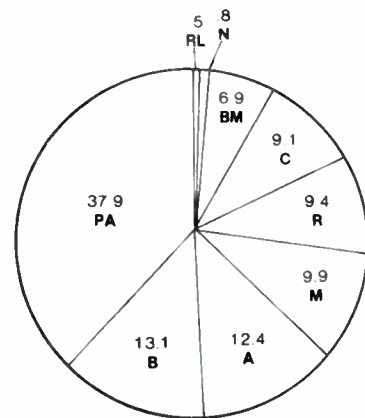
1 WKMF-AM	WJR -AM	WFDF-AM
2 WJR -AM	WFDF-AM	WGMZ-FM
3 WFDF-AM	WTRX-AM	WJR -AM
4 WGMZ-FM	WGMZ-FM	WTRX-AM
5 WTRX-AM	WKMF-AM	WFMK-FM

M-F, 3-7pm

1 WJR -AM	WFDF-AM	WJR -AM
2 WKMF-AM	WJR -AM	WGMZ-FM
3 WTRX-AM	WGMZ-FM	WFMK-FM
4 WGMZ-FM	WKMF-AM	WFDF-AM
5 WFDF-AM	WTRX-AM	WTRX-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Ft. Lauderdale-Hollywood

METRO RANK

40

## A/M '80 Market Overview

Expanded Sample Frame was implemented for the first time in the Ft. Lauderdale metro this sweep, and its use boosted in-tab among young men. This more representative diary return helped WAXY and WSHE substantially. ESF helped improve Arbitron's ability to get younger adults into the sample. Among men 18-24, for example, 12 usable diaries were returned in O/N '79, compared to 30 in this book.

The ESF return may have also contributed to WLYF's decrease. WLYF remained the overall leader, but its share dropped six points since the Fall sweep. There were fewer diaries returned by older listeners, especially those 65+, but even in the 25-54 demo WLYF's share dropped almost in half, down to slightly under 8%.

In the 18-34 standings, WAXY was the new kingpin. Up almost 70%, the station scored impres-

sive gains in both young adult men and women. Part of the reason for the rise may have been a substantial ad effort, concentrated on TV but with billboard and direct mail support. Some 200,000 direct mail pieces were sent out promoting the "Million Dollar Minute," a contest in which the winner spent 60 second inside a bank vault hauling out as much money as possible. The arrival of **Randi Thomas**, an air personality from **WINZ-FM** who joined WAXY for middays, also may have helped.

WSHE achieved its best male numbers ever and ended up third among adults 18-34. Its demo strength is overwhelmingly concentrated in men 18-24.

WHYI managed to improve its already strong share of the 18-34 audience, moving from just over 13% to over 14%. WAIA, the former 18-34 leader, slipped as its young male numbers were cut. The station still had more than 12% of the 18-34 audience, though.

Other noteworthy stations included **WNWS**, which soared thanks to huge increases among adults 45+; and **Black-formatted WRBD**, which became teen leader and had huge gains in its young female numbers.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WLYF-FM 13.1	WLYF-FM 16.1	WLYF-FM (BM) 10.1
2 WHYI-FM 10.2	WHYI-FM 7.6	WHYI-FM (R) 7.7
3 WINZ-AM 9.5	WKOS-FM 6.8	WKOS-FM (BM) 7.2
4 WAIA-FM 7.5	WINZ-AM 6.5	WNWS-AM (N) 7.0
5 WIOD-AM 4.9	WAIA-FM 6.2	WAXY-FM (R) 6.9
6 WNWS-AM 4.6	WIOD-AM 5.0	WRBD-AM (B) 5.7
7 WFTL-AM 4.5	WFTL-AM 4.5	WINZ-AM (N) 5.3
8 WKQS-FM 4.2	WWWL-FM 3.7	WAIA-FM (PA) 5.0
9 WAXY-FM 4.0	WAXY-FM 3.5	WSHE-FM (A) 4.4
10 WRBD-AM 4.0	WYOR-FM 3.5	WIOD-AM (PA) 4.3
11 WSHE-FM 3.6	WNWS-AM 3.2	WCKO-FM (R) 3.1
12 WYOR-FM 2.6	WRBD-AM 3.0	WFTL-AM (PA) 3.1
13 WWWL-FM 2.3	WINZ-FM 2.4	WWWL-FM (A) 2.8
14 WGBS-AM 2.0	WCKO-FM 2.1	WQAM-AM (R) 2.4
15 WCCG-AM 2.0	WSRF-AM 1.9	WPIP-AM (BM) 2.3
16 WGMA-AM 1.9	WPIP-AM 1.9	WYOR-FM (BM) 2.2
17 WTMJ-FM 1.9	WGBS-AM 1.9	WINZ-FM (A) 2.0
18 WKAT-AM 1.9	WSHF-FM 1.8	WTMI-FM (CL) 1.7
19 WQAM-AM 1.9	WMJX-FM 1.6	WMJX-FM (R) 1.5
20 WINZ-FM 1.5	WTMI-FM 1.6	WFXY-AM (C) 1.5
21 WPIP-AM 1.4	WCCG-AM 1.6	WEWZ-FM (R) 1.5
22 WEXY-AM 1.3	WEXY-AM 1.4	WKOK-AM (C) 1.5
23 WMJX-FM 1.2	WKAT-AM 1.2	WGBS-AM (PA) 0.9
24 WFAT-FM 1.1	WSDO-FM 1.1	WYCC-AM (BM) 0.9
25 WCKO-FM 1.0	WQAM-AM 1.0	WADY-AM (C) 0.7
26 WSDO-FM 0.9	WKOK-AM 0.9	WEAT-FM (BM) 0.6
27	WSBR-AM 0.8	WSRF-AM (C) 0.6
28	WFAT-FM 0.4	WKAT-AM (T) 0.5
29	WGMA-AM 0.4	WSBR-AM (B) 0.5

### Average Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WLYF-FM 181	WLYF-FM 224	WLYF-FM 130
2 WHYI-FM 142	WHYI-FM 106	WHYI-FM 99
3 WINZ-AM 132	WKQS-FM 95	WKQS-FM 93
4 WAIA-FM 104	WINZ-AM 91	WNWS-AM 90
5 WIOD-AM 6R	WAIA-FM 86	WAXY-FM 89

#### M-F, 6-10am

1 WINZ-AM	WLYF-FM	WNWS-AM
2 WHYI-FM	WINZ-AM	WIOD-AM
3 WLYF-FM	WHYI-FM	WINZ-AM
4 WAIA-FM	WFTL-AM	WHYI-FM
5 WFTL-AM	WKQS-FM	WLYF-FM

#### M-F, 3-7pm

1 WLYF-FM	WLYF-FM	WLYF-FM
2 WHYI-FM	WKQS-FM	WKQS-FM
3 WAIA-FM	WHYI-FM	WAXY-FM
4 WINZ-AM	WAIA-FM	WHYI-FM
5 WAXY-FM	WYOR-FM	WSHE-FM

#### Teens M-S, 6am-Midnight POP(00): 766

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WRBD-AM
2 WSHE-FM	WCKO-FM	WCKO-FM
3 WRBD-AM	WRBD-AM	WHYI-FM

#### M-F, 6-10am

1 WHYI-FM	WHYI-FM	WCKO-FM
2 WAXY-FM	WCKO-FM	WRBD-AM
3 WWWL-FM	WRBD-AM	WHYI-FM

#### M-F, 3-7pm

1 WHYI-FM	WRBD-AM	WCKO-FM
2 WRBD-AM	WCKO-FM	WRBD-AM
3 WSHE-FM	WHYI-FM	WINZ-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 2111

A/M '79	O/N '79	A/M '80
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WAXY-FM	WWWL-FM	WSHE-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWWL-FM	WINZ-FM	WWWL-FM

#### M-F, 6-10am

1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WSHE-FM	WAXY-FM	WSHE-FM
4 WAXY-FM	WWWL-FM	WAIA-FM
5 WIOD-AM	WKQS-FM	WWWL-FM

#### M-F, 3-7pm

1 WAIA-FM	WAIA-FM	WAXY-FM
2 WAXY-FM	WWWL-FM	WSHE-FM
3 WHYI-FM	WAXY-FM	WAIA-FM
4 WSHE-FM	WHYI-FM	WHYI-FM
5 WWWL-FM	WSHE-FM	WWWL-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 3143

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WLYF-FM	WAXY-FM
2 WAIA-FM	WHYI-FM	WHYI-FM
3 WLYF-FM	WAIA-FM	WAIA-FM
4 WINZ-AM	WFTL-AM	WLYF-FM
5 WAXY-FM	WIOD-AM	WKQS-FM

#### M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAIA-FM	WLYF-FM	WAXY-FM
3 WINZ-AM	WFTL-AM	WAIA-FM
4 WLYF-FM	WAIA-FM	WIOD-AM
5 WIOD-AM	WAXY-FM	WLYF-FM

#### M-F, 3-7pm

1 WLYF-FM	WLYF-FM	WAXY-FM
2 WAIA-FM	WHYI-FM	WLYF-FM
3 WHYI-FM	WAIA-FM	WAIA-FM
4 WAXY-FM	WAXY-FM	WHYI-FM
5 WINZ-AM	WFTL-AM	WKQS-FM

### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WHYI-FM 1927	WLYF-FM 1791	WHYI-FM 1598
2 WINZ-AM 1882	WHYI-FM 1755	WLYF-FM 1582
3 WLYF-FM 1761	WINZ-AM 1514	WKQS-FM 1309
4 WIOD-AM 1159	WIOD-AM 1295	WINZ-AM 1199
5 WAIA-FM 1090	WKQS-FM 1271	WNWS-AM 1074

#### M-F, 6-10am

1 WINZ-AM	WLYF-FM	WHYI-FM
2 WHYI-FM	WINZ-AM	WNWS-AM
3 WLYF-FM	WHYI-FM	WLYF-FM
4 WIOD-AM	WKQS-FM	WINZ-AM
5 WAIA-FM	WFTL-AM	WIOD-AM

#### M-F, 3-7pm

1 WHYI-FM	WLYF-FM	WKQS-FM
2 WLYF-FM	WHYI-FM	WLYF-FM
3 WINZ-AM	WKQS-FM	WHYI-FM
4 WAXY-FM	WAIA-FM	WINZ-AM
5 WKQS-FM	WINZ-AM	WAXY-FM

### Teens M-S, 6am-Midnight POP(00): 766

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WSHE-FM	WCKO-FM	WHYI-FM
3 WAXY-FM	WRBD-AM	WSHE-FM

#### M-F, 6-10am

1 WHYI-FM	WHYI-FM	WCKO-FM
2 WGBS-AM	WCKO-FM	WHYI-FM
3 WINZ-FM	WINZ-FM	WRBD-AM

#### M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WCKO-FM
2 WRBD-AM	WCKO-FM	WHYI-FM
3 WGBS-AM	WRBD-AM	WINZ-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 2111

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WAIA-FM	WAXY-FM
3 WAIA-FM	WWWL-FM	WWWL-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWWL-FM	WINZ-FM	WSHE-FM

#### M-F, 6-10am

1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAIA-FM	WHYI-FM	WAXY-FM
3 WQAM-AM	WAXY-FM	WAIA-FM
4 WSHE-FM	WWWL-FM	WWWL-FM
5 WAXY-FM	WQAM-AM	WSHE-FM

#### M-F, 3-7pm

1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAXY-FM	WHYI-FM	WAIA-FM
3 WAIA-FM	WWWL-FM	WAXY-FM
4 WSHE-FM	WAXY-FM	WSHE-FM
5 WWWL-FM	WSHE-FM	WWWL-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 3143

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WAIA-FM	WIOD-AM	WAXY-FM
4 WLYF-FM	WLYF-FM	WLYF-FM
5 WAXY-FM	WAXY-FM	WKQS-FM

#### M-F, 6-10am

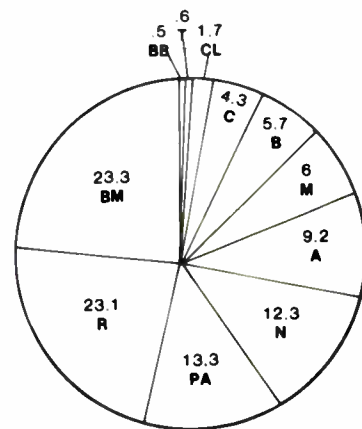
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WLYF-FM	WLYF-FM	WLYF-FM
4 WAIA-FM	WFTL-AM	WAXY-FM
5 WIOD-AM	WIOD-AM	WNWS-AM

#### M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WLYF-FM	WAIA-FM	WAIA-FM
3 WAIA-FM	WLYF-FM	WAXY-FM
4 WAXY-FM	WAXY-FM	WLYF-FM
5 WINZ-AM	WQAM-AM	WKQS-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR. B-Black. BB-Big Band. BM-Beautifl Music. C-Country. CL-Classical. D-Dancemusic. J-Jazz. M-Miscellaneous. N-News. O-Oldies. PA-Pop Adult. R-Rock. RL-Religious. S-Spanish. T-Talk

# Ft. Wayne

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## 11/18 '80 Market Overview

Tremendously consistent ratings marked this market's Spring sweep. The overall shares for the three top stations were within a hair's breadth of the previous survey's. As usual, **WOWO** dominated, strong 18-34 and tops 25-54. **WOWO's** shares slipped somewhat, but the station still had a 25-54 share of more than 27, and an 18-34 share just over 17.

Beautiful **Music WEZV** ranked second 25-54. Also down slightly from the last sweep, **WEZV's** share here was just over 19.

The 18-34 category was more of horse race. **WMEE** passed **WOWO**, scoring approximately a 21 share. **AOR WXKE** showed tremendous growth, boosting its 18-34 share by more than 60% to just under 20, thanks in part to a vastly increased number of female listeners. The ladies may have been influenced by the "Super Date" promotion the station ran, backed up with a billboard ad campaign. **Musically, WXKE** tightly dayparted new music and topped up "hots" to three per hour.

The other major 18-34 factor, **WPTH**, increased overall and nicely in young adults. The bulk of the gain came from men in the midday and PM drive dayparts.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	24.5	26.7
2 WMEF-FM	17.1	17.1
3 WPTH-FM	12.7	13.9
4 WHEE-AM	12.4	8.0
5 WXKE-FM	9.7	7.1
6 WLYV-AM	4.4	6.4
7 WGL-AM	3.2	3.6
8 WJR-AM	1.7	2.1
9 WADM-FM	1.3	1.6
10 WIFF-AM	1.3	1.4
11 WFRP-AM	1.1	1.4
12 WLW-AM	0.8	0.2
13 WHAQ-AM	0.6	0.2
14 WADM-AM	0.4	0.4
15 WCHX-FM	0.4	0.4
16 WAWK-FM	0.4	0.4
17 WAWK-AM	0.2	0.2

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	116	117
2 WMEF-FM	81	75
3 WPTH-FM	60	61
4 WHEE-AM	59	35
5 WXKE-FM	46	31

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WMEF-FM	WEZV-FM
3 WMEF-FM	WEZV-FM	WMEF-FM
4 WPTH-FM	WPTH-FM	WQHK-AM
5 WXKE-FM	WQHK-AM	WPTH-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WHEE-AM	WMEF-FM	WMEF-FM
4 WPTH-FM	WPTH-FM	WXKE-FM
5 WXKE-FM	WQHK-AM	WPTH-FM

Teens M-S, 6am-Midnight POP(00): 413

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WPTH-FM	WOWO-AM	WPTH-FM
3 WOWO-AM	WPTH-FM	WOWO-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WOWO-AM	WOWO-AM	WOWO-AM
3 WPTH-FM	WPTH-FM	WPTH-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

### Adults 18-34 M-S, 6am-Midnight POP(00): 1098

A/M '79	O/N '79	A/M '80
1 WXKE-FM	WOWO-AM	WMEF-FM
2 WPTH-FM	WMEF-FM	WXKE-FM
3 WOWO-AM	WPTH-FM	WPTH-FM
4 WMEF-FM	WXKE-FM	WPTH-FM
5 WMEF-FM	WEZV-FM	WEZV-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WMEF-FM	WMEF-FM
3 WMEF-FM	WXKE-FM	WPTH-FM
4 WXKE-FM	WPTH-FM	WPTH-FM
5 WMEF-FM	WEZV-FM	WOHK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WXKE-FM	WMEF-FM	WMEF-FM
2 WMEF-FM	WOWO-AM	WXKE-FM
3 WOWO-AM	WPTH-FM	WOWO-AM
4 WPTH-FM	WEZV-FM	WPTH-FM
5 WMEF-FM	WXKE-FM	WEZV-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1393

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WPTH-FM	WQHK-AM	WMEF-FM
4 WMEF-FM	WPTH-FM	WPTH-FM
5 WLYV-AM	WMEF-FM	WQHK-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WMEF-FM
4 WPTH-FM	WMEF-FM	WQHK-AM
5 WLYV-AM	WPTH-FM	WPTH-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WMEF-FM
4 WLYV-AM	WPTH-FM	WPTH-FM
5 WPTH-FM	WMEF-FM	WXKE-FM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	1721	1869
2 WMEF-FM	1058	820
3 WPTH-FM	913	756
4 WMEF-FM	819	748
5 WXKE-FM	469	627

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WMEF-FM	WMEF-FM
3 WPTH-FM	WPTH-FM	WPTH-FM
4 WMEF-FM	WEZV-FM	WEZV-FM
5 WXKE-FM	WQHK-AM	WQHK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WMEF-FM
3 WPTH-FM	WMEF-FM	WEZV-FM
4 WMEF-FM	WQHK-AM	WPTH-FM
5 WXKE-FM	WPTH-FM	WQHK-AM

Teens M-S, 6am-Midnight POP(00): 413

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WOWO-AM	WOWO-AM	WOWO-AM
3 WPTH-FM	WPTH-FM	WPTH-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WMEF-FM	WMEF-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

### Adults 18-34 M-S, 6am-Midnight POP(00): 1098

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WPTH-FM	WMEF-FM
3 WMEF-FM	WMEF-FM	WPTH-FM
4 WXKE-FM	WQHK-AM	WXKE-FM
5 WMEF-FM	WXKE-FM	WEZV-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WMEF-FM	WMEF-FM
3 WMEF-FM	WPTH-FM	WPTH-FM
4 WXKE-FM	WXKE-FM	WQHK-AM
5 WMEF-FM	WQHK-AM	WXKE-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WMEF-FM	WOWO-AM	WOWO-AM
2 WOWO-AM	WMEF-FM	WMEF-FM
3 WPTH-FM	WPTH-FM	WPTH-FM
4 WXKE-FM	WQHK-AM	WXKE-FM
5 WMEF-FM	WXKE-FM	WQHK-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1393

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WPTH-FM
4 WPTH-FM	WMEF-FM	WMEF-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

M-F, 6-10am

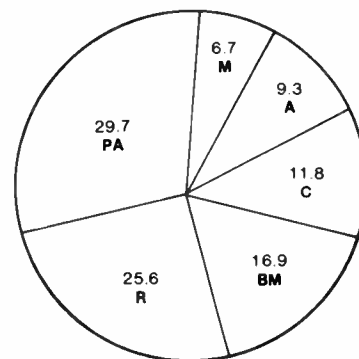
A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WMEF-FM
4 WPTH-FM	WMEF-FM	WPTH-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WPTH-FM
4 WPTH-FM	WMEF-FM	WMEF-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

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**A/M '80 Market Overview**

KKNU, KYNO-FM, and KMJ ranked 1-2-3 for the second straight book. KKNU barely edged out KMJ for the 25-54 lead, while KYNO-FM led KFYE in the 18-34 race.

KKNU perennially leads the Fresno market, but over the last few books the station's 12+ share has been declining. In the O/N '79 report, the station had almost a 13 share 25-54, while this book it was just over 11. KMJ, on the other hand, rose from under 8 to over 10. Country KMAK trailed KMJ by just a fraction in the 25-54 contest.

Of the stations targeting 18-34, KYNO-FM made the best showing. Moving from third to first 18-34, KYNO-FM improved its female numbers while staying atop the teen demographic. KYNO-FM logged a 13 share, compared to 11 for KFYE, the only other station to record a double-digit number there. KIOY, a major factor in the young adult market recently, lost about one-fourth of its 18-34 share. The station's male and teen shares declined.

There's a significant new young adult factor. New station KKDJ opened up with a contemporary sound that attracted a sizable teen and 18-24 audience (male oriented). KKDJ scored an 18-34 share just under 10.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 KKNU-FM	11.7	KKNU-FM (BB) 9.5
2 KMJ AM	9.0	KYNO-FM (R) 9.0
3 KIOY-FM	8.1	KMJ -AM (PA) 8.5
4 KMAK-AM	7.8	KMAK-AM (C) 7.4
5 KFIG-FM	7.5	KIOY-FM (C) 6.9
6 KFYE-FM	7.3	KFYE-FM (A) 6.1
7 KBOS-FM	5.9	KYNO-AM (R) 5.7
8 KFRE-AM	5.7	KFRE-AM (PA) 4.8
9 KARM-AM	5.5	KFX-AM (C) 4.6
10 KYNO-AM	5.4	KBOS-FM (R) 4.4
11 KGST-AM	3.9	KARM-AM (C) 3.9
12 KYNO-FM	3.6	KGST-AM (S) 3.9
13 KXEX-AM	2.8	KFIG-FM (S) 3.6
14 KMJ FM	2.1	KMJ -FM (PA) 2.5
15 KFRY FM	1.5	KXOR-AM (C) 2.0
16 KXOR-AM	1.3	KGD -AM (S) 2.0
17 KRDL-AM	1.3	KFRY-FM (PA) 2.0
18 KCBS-AM	1.0	KLIP-AM (C) 1.6
19 KLIP-AM	0.8	KRDL-AM (S) 1.0
20 KBIF-AM	0.7	KCBS-AM (C) 0.8
21 KNGS-AM	0.7	KBIF-AM (PA) 0.8
22 KUPB-FM	0.5	KNGS-AM (C) 0.7
23 KFAP AM	0.3	KFAP-AM (PA) 0.7
24		KJUG-FM (BB) 0.3
25		KJUG-FM (C) 0.3

**Average Persons Trends/Rankings**

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3991

A/M '79	O/N '79	A/M '80
1 KKNU-FM	72	KKNU-FM 58
2 KMJ AM	55	KYNO-FM 55
3 KIOY-FM	50	KMJ -AM 52
4 KMAK-AM	48	KMAK-AM 45
5 KFIG-FM	46	KIOY-FM 42

**M-F, 6-10am**

1 KMJ AM	KMJ -AM	KMJ -AM
2 KKNU-FM	KMAK-AM	KYNO-FM
3 KMAK-AM	KFYE-FM	KKNU-FM
4 KFRE-AM	KYNO-FM	KFYE-FM
5 KYNO-AM	KFRE-AM	KMAK-AM

**M-F, 3-7pm**

1 KKNU-FM	KKNU-FM	KYNO-FM
2 KIOY-FM	KYNO-FM	KKNU-FM
3 KFIG-FM	KIOY-FM	KFYE-FM
4 KFYE-FM	KMAK-AM	KIOY-FM
5 KYNO-AM	KYNO-AM	KMAK-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 548

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KBOS-FM	KKDJ-FM

**M-F, 6-10am**

1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KBOS-FM	KIOY-FM

**M-F, 3-7pm**

1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KBOS-FM
3 KYNO-FM	KBOS-FM	KFYE-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1443

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	KYNO-FM
2 KBOS-FM	KIOY-FM	KFYE-FM
3 KFYE-FM	KYNO-FM	KKDJ-FM
4 KIOY-FM	KYNO-AM	KIOY-FM
5 KKNU-FM	KFIG-FM	KYNO-AM

**M-F, 6-10am**

1 KBOS-FM	KFYE-FM	KYNO-FM
2 KFYE-FM	KYNO-FM	KFYE-FM
3 KMAK-AM	KFRE-AM	KKDJ-FM
4 KFRE-AM	KIOY-FM	KIOY-FM
5 KYNO-AM	KYNO-AM	KFIG-FM

**M-F, 3-7pm**

1 KFIG-FM	KIOY-FM	KYNO-FM
2 KIOY-FM	KYNO-FM	KIOY-FM
3 KBOS-FM	KFYE-FM	KFYE-FM
4 KYNO-AM	KYNO-AM	KFIG-FM
5 KFYE-FM	KFIG-FM	KKDJ-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1803

A/M '79	O/N '79	A/M '80
1 KMJ AM	KKNU-FM	KKNU-FM
2 KKNU-FM	KMAK-AM	KMJ -AM
3 KMAK-AM	KMJ -AM	KMAK-AM
4 KFRE-AM	KFRE-AM	KFRE-AM
5 KFIG-FM	KFYE-FM	KFYE-FM

**M-F, 6-10am**

1 KMJ AM	KMJ -AM	KMJ -AM
2 KFRE-AM	KMAK-AM	KMAK-AM
3 KMAK-AM	KFRE-AM	KFRE-AM
4 KKNU-FM	KKNU-FM	KKNU-FM
5 KYNO-AM	KFYE-FM	KARM-AM

**M-F, 3-7pm**

1 KKNU-FM	KKNU-FM	KKNU-FM
2 KFIG-FM	KMAK-AM	KMAK-AM
3 KFRE-AM	KYNO-AM	KFRE-AM
4 KMAK-AM	KARM-AM	KMJ -AM
5 KYNO-AM	KFRE-AM	KFYE-FM

**Cume Persons Trends/Rankings**

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3991

A/M '79	O/N '79	A/M '80
1 KYNO-AM	957	KYNO-FM 812
2 KMJ AM	817	KMJ -AM 780
3 KFYE-FM	810	KKNU-FM 757
4 KKNU-FM	786	KFYE-FM 754
5 KIOY-FM	664	KYNO-AM 655

**M-F, 6-10am**

1 KMJ AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-FM	KYNO-FM
3 KFYE-FM	KIOY-FM	KFYE-FM
4 KKNU-FM	KFYE-FM	KYNO-AM
5 KFRE-AM	KYNO-AM	KMAK-AM

**M-F, 3-7pm**

1 KYNO-AM	KYNO-FM	KYNO-FM
2 KKNU-FM	KIOY-FM	KFYE-FM
3 KIOY-FM	KKNU-FM	KYNO-AM
4 KFYE-FM	KYNO-AM	KKNU-FM
5 KFIG-FM	KFYE-FM	KMAK-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 548

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KYNO-AM	KYNO-AM	KFYE-FM
3 KFYE-FM	KIOY-FM	KIOY-FM

**M-F, 6-10am**

1 KIOY-FM	KYNO-FM	KYNO-FM
2 KYNO-AM	KIOY-FM	KFYE-FM
3 KFYE-FM	KYNO-AM	KIOY-FM

**M-F, 3-7pm**

1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KYNO-AM	KIOY-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1443

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	KFYE-FM
2 KFYE-FM	KYNO-FM	KYNO-AM
3 KYNO-AM	KIOY-FM	KYNO-FM
4 KFRE-AM	KYNO-AM	KIOY-FM
5 KIOY-FM	KFIG-FM	KFIG-FM

**M-F, 6-10am**

1 KFIG-FM	KFYE-FM	KYNO-FM
2 KYNO-AM	KYNO-FM	KYNO-AM
3 KFRE-AM	KIOY-FM	KFYE-FM
4 KFYE-FM	KYNO-AM	KFIG-FM
5 KIOY-FM	KFIG-FM	KIOY-FM

**M-F, 3-7pm**

1 KFIG-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KYNO-FM	KFYE-FM
3 KFYE-FM	KFYE-FM	KYNO-AM
4 KFRE-AM	KYNO-AM	KIOY-FM
5 KIOY-FM	KFIG-FM	KFIG-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1803

A/M '79	O/N '79	A/M '80
1 KMJ AM	KKNU-FM	KMAK-AM
2 KYNO-AM	KMJ -AM	KMJ -AM
3 KFRE-AM	KMAK-AM	KKNU-FM
4 KMAK-AM	KFRE-AM	KFRE-AM
5 KKNU-FM	KFYE-FM	KFYE-FM

**M-F, 6-10am**

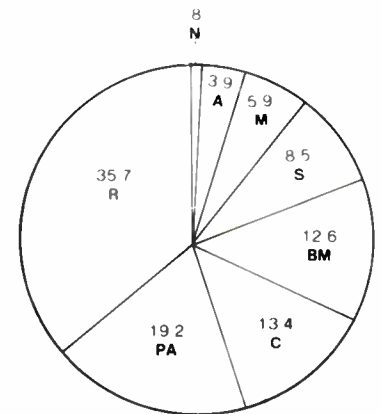
1 KMJ AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KMAK-AM	KMAK-AM
3 KFRE-AM	KKNU-FM	KFRE-AM
4 KKNU-FM	KFRE-AM	KKNU-FM
5 KKNU-AM	KFYE-FM	KYNO-AM

**M-F, 3-7pm**

1 KYNO-AM	KKNU-FM	KMAK-AM
2 KFRE-AM	KMAK-AM	KFRE-AM
3 KKNU-FM	KYNO-AM	KKNU-FM
4 KMAK-AM	KFYE-FM	KMJ -AM
5 KFIG-FM	KMJ -AM	KYNO-AM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

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

**TM Programming**



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.



# Grand Rapids

METRO RANK

65

## M '80 Market Overview

The WOOD-AM-FM combo was even tougher to at this survey than last. The stations had almost 30% the market overall, while in 25-54 adults they com- pleted for 34%, on four points. Each had a 17 share. e next closest was Country WCUZ, which slipped m almost 11% 25-54 to just over 8%.

In the 18-34 demographic, AOR WLAV main- ed its 16 share of the market. WZZR, WFFX, and GRD-FM all improved in this demo. WZZR added al- st five shares to 80 over 11%; WFFX went up four r 10%; and WGRD-FM climbed four to score more n 9%. The station most affected by the others' ward mobility was WJFM, which dropped by 25% i-34.

Not only did WGRD-FM show up well in the 18-34 mos but the station increased dramatically 25-54. ad campaign using TV, newspaper, and billboards y have helped. Newspaper ads contained entry nks for the "Great Getaway" contest, in which a y was given away for each of seven weeks in and ound the survey.

Diary return was exceptional for this survey, up % compared to last spring. The above numbers y probably pretty stable as a result.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 4729

	A/M '79	O/N '79	A/M '80		A/M '79	O/N '79	A/M '80	
1	WOOD-FM	13.2	WOOD-FM	14.9	WOOD-FM(BB)	15.1	WOOD-FM(BB)	14.0
2	WOOD-AM	12.0	WOOD-AM	11.4	WOOD-AM(PA)	14.0	WOOD-AM(PA)	14.0
3	WGRD-FM	9.5	WLAV-FM	9.1	WLAV-FM(A)	9.1	WLAV-FM(A)	9.1
4	WLAV-FM	9.1	WCUZ-AM	7.3	WGRD-FM(M)	7.7	WGRD-FM(M)	7.7
5	WCUZ-AM	6.0	WJFM-FM	6.1	WZZR-FM(M)	6.0	WZZR-FM(M)	6.0
6	WFUR-FM	5.6	WGRD-FM	5.2	WCUZ-AM(CI)	5.9	WCUZ-AM(CI)	5.9
7	WZZR-FM	5.4	WZZR-FM	4.7	WJFM-FM(PA)	5.8	WJFM-FM(PA)	5.8
8	WFFX-FM	4.8	WFUR-FM	4.3	WFFX-FM(A)	4.5	WFFX-FM(A)	4.5
9	WJFM-FM	4.2	WFFX-FM	3.4	WFUR-FM(ML)	2.9	WFUR-FM(ML)	2.9
0	WGRD-AM	2.5	WKWM-AM	3.0	WPLB-FM(C)	2.8	WPLB-FM(C)	2.8
1	WMUS-FM	2.2	WJBL-FM	2.3	WQWQ-FM(BB)	2.4	WQWQ-FM(BB)	2.4
2	WPLB-FM	2.2	WGRD-AM	2.1	WLAV-AM(PA)	1.8	WLAV-AM(PA)	1.8
3	WLAV-AM	2.0	WLAV-AM	1.8	WGRD-AM(M)	1.5	WGRD-AM(M)	1.5
4	WJBL-FM	1.5	WHTC-AM	1.7	WJBL-FM(ML)	1.5	WJBL-FM(ML)	1.5
5	WHTC-AM	1.4	WQWQ-FM	1.7	WMAX-AM(M)	1.5	WMAX-AM(M)	1.5
6	WQLR-FM	1.2	WPLB-FM	1.7	WHTC-AM(PA)	1.4	WHTC-AM(PA)	1.4
7	WZND-FM	1.2	WGN-AM	1.7	WMUS-FM(C)	1.0	WMUS-FM(C)	1.0
8	WMAX-AM	1.1	WMAX-AM	1.4	WJBL-AM(PA)	0.8	WJBL-AM(PA)	0.8
9	WBBM-AM	0.8	WGN-AM	1.4	WJPM-AM(M)	0.8	WJPM-AM(M)	0.8
0	WMAQ-AM	0.7	WMUS-FM	1.1	WGN-AM(PA)	0.8	WGN-AM(PA)	0.8
1	WLS-AM	0.7	WZND-FM	1.0	WQLR-FM(BB)	0.7	WQLR-FM(BB)	0.7
2	WFUR-AM	0.5	WFUR-AM	1.0	WGN-AM(PA)	0.7	WGN-AM(PA)	0.7
3	WQWQ-FM	0.4	WJBL-AM	0.8	WHTC-FM(PA)	0.7	WHTC-FM(PA)	0.7
4	WJPM-AM	0.4	WMAQ-AM	0.7	WMAQ-AM(C)	0.6	WMAQ-AM(C)	0.6
5	WHTC-FM	0.4	WJPM-AM	0.6	WZND-FM(C)	0.6	WZND-FM(C)	0.6
6	WKZO-AM	0.4	WKBZ-AM	0.6	WFUR-AM(ML)	0.4	WFUR-AM(ML)	0.4
7					WBBM-AM(M)	0.4	WBBM-AM(M)	0.4

### Average Persons Trends/Rankings

Total 12+

Monday-Sunday, 6am-Midnight

POP(00): 4729

	A/M '79	O/N '79	A/M '80		A/M '79	O/N '79	A/M '80	
1	WOOD-FM	97	WOOD-FM	108	WOOD-FM	108	WOOD-FM	108
2	WOOD-AM	88	WOOD-AM	83	WOOD-AM	100	WOOD-AM	100
3	WGRD-FM	70	WLAV-FM	66	WLAV-FM	65	WLAV-FM	65
4	WLAV-FM	67	WCUZ-AM	53	WGRD-FM	55	WGRD-FM	55
5	WCUZ-AM	44	WJFM-FM	44	WZZR-FM	43	WZZR-FM	43

	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WGRD-FM	WCUZ-AM	WLAV-FM
4	WLAV-FM	WLAV-FM	WGRD-FM
5	WZZR-FM	WZZR-FM	WJFM-FM

	A/M '79	O/N '79	A/M '80
1	WOOD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WLAV-FM	WOOD-AM
3	WLAV-FM	WOOD-AM	WGRD-FM
4	WGRD-FM	WJFM-FM	WLAV-FM
5	WCUZ-AM	WCUZ-AM	WCUZ-AM

Teens

Monday-Sunday, 6am-Midnight

POP(00): 667

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WLAV-FM	WLAV-FM
3	WLAV-FM	WZZR-FM	WZZR-FM

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WLAV-FM	WLAV-FM
3	WLAV-FM	WZZR-FM	WZZR-FM

	A/M '79	O/N '79	A/M '80
1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WGRD-AM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WLAV-FM	WLAV-FM
3	WLAV-FM	WZZR-FM	WZZR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1762

	A/M '79	O/N '79	A/M '80	
1	WLAV-FM	58	WLAV-FM	WLAV-FM
2	WGRD-FM	39	WJFM-FM	WZZR-FM
3	WFFX-FM	31	WOOD-FM	WFFX-FM
4	WZZR-FM	23	WCUZ-AM	WGRD-FM
5	WJFM-FM	22	WOOD-AM	WJFM-FM

M-F, 6-10am

1	WLAV-FM	65	WLAV-FM	WOOD-AM
2	WOOD-AM	47	WCUZ-AM	WLAV-FM
3	WZZR-FM	44	WOOD-FM	WOOD-FM
4	WGRD-FM	44	WJFM-FM	WGRD-FM
5	WOOD-FM	27	WOOD-AM	WJFM-FM

M-F, 3-7pm

1	WLAV-FM	WLAV-FM	WZZR-FM
2	WGRD-FM	WJFM-FM	WLAV-FM
3	WFFX-FM	WFFX-FM	WOOD-AM
4	WOOD-FM	WOOD-FM	WGRD-FM
5	WZZR-FM	WOOD-AM	WJFM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2167

	A/M '79	O/N '79	A/M '80
1	WOOD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WOOD-AM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WJFM-FM	WFUR-FM	WZZR-FM

M-F, 6-10am

1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WMUS-FM	WFUR-FM	WJFM-FM
5	WJFM-FM	WJFM-FM	WGRD-FM

M-F, 3-7pm

1	WOOD-FM	WOOD-FM	WOOD-AM
2	WOOD-AM	WOOD-AM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WJFM-FM	WFFX-FM	WGRD-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4729

	A/M '79	O/N '79	A/M '80			
1	WOOD-AM	1450	WOOD-FM	1389	WOOD-FM	1452
2	WOOD-FM	1309	WOOD-AM	1334	WOOD-AM	1317
3	WGRD-FM	1249	WGRD-FM	985	WGRD-FM	1091
4	WZZR-FM	912	WLAV-FM	792	WLAV-FM	887
5	WCUZ-AM	881	WCUZ-AM	687	WCUZ-AM	692

	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WGRD-FM	WLAV-FM	WGRD-FM
4	WZZR-FM	WGRD-FM	WLAV-FM
5	WLAV-FM	WCUZ-AM	WJFM-FM

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WOOD-AM	WOOD-AM
3	WOOD-FM	WLAV-FM	WGRD-FM
4	WZZR-FM	WGRD-FM	WLAV-FM
5	WLAV-FM	WJFM-FM	WJFM-FM

Teens

M-S, 6am-Midnight

POP(00): 667

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

M-F, 6-10am

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WFFX-FM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1762

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WJFM-FM	WLAV-FM
2	WLAV-FM	WLAV-FM	WGRD-FM
3	WZZR-FM	WGRD-FM	WZZR-FM
4	WFFX-FM	WOOD-AM	WFFX-FM
5	WOOD-AM	WOOD-FM	WJFM-FM

M-F, 6-10am

1	WLAV-FM	WJFM-FM	WLAV-FM
2	WZZR-FM	WLAV-FM	WGRD-FM
3	WGRD-FM	WOOD-AM	WOOD-AM
4	WOOD-AM	WOOD-FM	WJFM-FM
5	WFFX-FM	WGRD-FM	WOOD-FM

M-F, 3-7pm

1	WGRD-FM	WJFM-FM	WLAV-FM
2	WLAV-FM	WLAV-FM	WGRD-FM
3	WZZR-FM	WOOD-AM	WJFM-FM
4	WFFX-FM	WGRD-FM	WZZR-FM
5	WGRD-AM	WZZR-FM	WFFX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2167

	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-FM
2	WOOD-FM	WOOD-FM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WFUR-FM	WGRD-FM
5	WLAV-AM	WGRD-FM	WJFM-FM

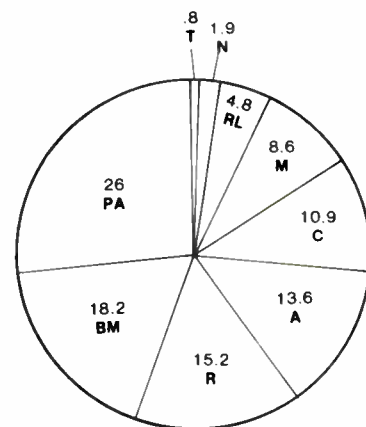
	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WFUR-FM	WJFM-FM
5	WLAV-FM	WJFM-FM	WGRD-FM

	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WLAV-AM	WGRD-FM	WGRD-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Great Falls

METRO RANK **175**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 690

A/M '78	A/M '79	A/M '80	
1 KHON-AM	25.3	KQDI-AM 27.6	KODI-AM(R) 26.1
2 KQDI-AM	20.7	KMON-AM 21.4	KMON-AM(C) 26.1
3 KEIN-AM	14.9	KOOZ-FM 19.4	KNUW-FM(R) 14.8
4 KOOZ-FM	12.6	KEIN-AM 14.3	KOOZ-FM(BM) 0.2
5 KNUW-FM	10.3	KAAK-FM 8.2	KEIN-AM(P) 9.1
6 KAAK-FM	5.7	KNUW-FM 3.1	KAAK-FM(A) 5.7
7 KARR-AM	5.7	KARR-AM 3.1	KARR-AM(RL) 3.4
8		KSEN-AM 1.0	

**Average Persons Trends/Rankings**

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 690

A/M '78	A/M '79	A/M '80	
1 KHON-AM	22	KQDI-AM 21	KODI-AM 23
2 KQDI-AM	18	KMON-AM 21	KMON-AM 23
3 KEIN-AM	13	KOOZ-FM 19	KNUW-FM 13
4 KOOZ-FM	11	KEIN-AM 14	KOOZ-FM 9
5 KNUW-FM	9	KAAK-FM 8	KEIN-AM 8

**M-F, 6-10am**

1 KHON-AM	KQDI-AM	KMON-AM
2 KQDI-AM	KMON-AM	KODI-AM
3 KEIN-AM	KEIN-AM	KEIN-AM
4 KNUW-FM	KOOZ-FM	KNUW-FM
5 KARR-AM	KAAK-FM	KOOZ-FM

**M-F, 3-7pm**

1 KQDI-AM	KQDI-AM	KODI-AM
2 KHON-AM	KOOZ-FM	KMON-AM
3 KEIN-AM	KMON-AM	KNUW-FM
4 KOOZ-FM	KEIN-AM	KOOZ-FM
5 KNUW-FM	KAAK-FM	KEIN-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 91

A/M '78	A/M '79	A/M '80
1 KQDI-AM	KQDI-AM	KODI-AM
2 KEIN-AM	KEIN-AM	KNUW-FM
3 KHON-AM	KMON-AM	KEIN-AM

**M-F, 6-10am**

1 KQDI-AM	KODI-AM	KQDI-AM
2 KHON-AM	KEIN-AM	KNUW-FM
3 KEIN-AM	KMON-AM	KEIN-AM

**M-F, 3-7pm**

1 KQDI-AM	KODI-AM	KNUW-FM
2 KEIN-AM	KEIN-AM	KODI-AM
3 KAAK-FM	KMON-AM	KEIN-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 278

A/M '78	A/M '79	A/M '80
1 KEIN-AM	KQDI-AM	KQDI-AM
2 KQDI-AM	KEIN-AM	KNUW-FM
3 KNUW-FM	KAAK-FM	KEIN-AM
4 KHON-AM	KOOZ-FM	KAAK-FM
5 KAAK-FM	KNUW-FM	KMON-AM

**M-F, 6-10am**

1 KEIN-AM	KQDI-AM	KODI-AM
2 KQDI-AM	KEIN-AM	KEIN-AM
3 KHON-AM	KMON-AM	KMON-AM
4 KNUW-FM	KOOZ-FM	KNUW-FM
5 KAAK-FM	KAAK-FM	KOOZ-FM

**M-F, 3-7pm**

1 KEIN-AM	KQDI-AM	KQDI-AM
2 KQDI-AM	KEIN-AM	KNUW-FM
3 KNUW-FM	KAAK-FM	KEIN-AM
4 KAAK-FM	KOOZ-FM	KAAK-FM
5 KHON-AM	KMON-AM	KMON-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 338

A/M '78	A/M '79	A/M '80
1 KHON-AM	KOOZ-FM	KMON-AM
2 KEIN-AM	KMON-AM	KQDI-AM
3 KOOZ-FM	KQDI-AM	KOOZ-FM
4 KNUW-FM	KEIN-AM	KNUW-FM
5 KQDI-AM	KAAK-FM	KEIN-AM

**M-F, 6-10am**

1 KHON-AM	KQDI-AM	KMON-AM
2 KEIN-AM	KMON-AM	KQDI-AM
3 KARR-AM	KOOZ-FM	KOOZ-FM
4 KQDI-AM	KEIN-AM	KEIN-AM
5 KOOZ-FM	KAAK-FM	KNUW-FM

**M-F, 3-7pm**

1 KHON-AM	KQDI-AM	KMON-AM
2 KEIN-AM	KOOZ-FM	KQDI-AM
3 KOOZ-FM	KMON-AM	KNUW-FM
4 KNUW-FM	KEIN-AM	KOOZ-FM
5 KQDI-AM	KARR-AM	KEIN-AM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 690

A/M '78	A/M '79	A/M '80	
1 KQDI-AM	26.8	KODI-AM 31.8	KQDI-AM 30.4
2 KHON-AM	25.9	KMON-AM 29.2	KMON-AM 27.9
3 KEIN-AM	22.1	KEIN-AM 23.7	KEIN-AM 21.4
4 KNUW-FM	16.9	KOOZ-FM 17.1	KNUW-FM 18.3
5 KOOZ-FM	14.5	KAAK-FM 9.6	KOOZ-FM 13.7

**M-F, 6-10am**

1 KQDI-AM	KODI-AM	KQDI-AM
2 KHON-AM	KMON-AM	KMON-AM
3 KEIN-AM	KEIN-AM	KEIN-AM
4 KOOZ-FM	KOOZ-FM	KNUW-FM
5 KNUW-FM	KAAK-FM	KOOZ-FM

**M-F, 3-7pm**

1 KQDI-AM	KQDI-AM	KQDI-AM
2 KHON-AM	KMON-AM	KMON-AM
3 KEIN-AM	KEIN-AM	KNUW-FM
4 KNUW-FM	KOOZ-FM	KEIN-AM
5 KOOZ-FM	KAAK-FM	KOOZ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 91

A/M '78	A/M '79	A/M '80
1 KQDI-AM	KQDI-AM	KODI-AM
2 KEIN-AM	KEIN-AM	KNUW-FM
3 KHON-AM	KMON-AM	KEIN-AM

**M-F, 6-10am**

1 KQDI-AM	KODI-AM	KODI-AM
2 KEIN-AM	KEIN-AM	KNUW-FM
3 KHON-AM	KMON-AM	KEIN-AM

**M-F, 3-7pm**

1 KQDI-AM	KQDI-AM	KNUW-FM
2 KEIN-AM	KEIN-AM	KODI-AM
3 KAAK-FM	KAAK-FM	KEIN-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 278

A/M '78	A/M '79	A/M '80
1 KEIN-AM	KQDI-AM	KODI-AM
2 KQDI-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KMON-AM	KNUW-FM
4 KHON-AM	KAAK-FM	KMON-AM
5 KAAK-FM	KOOZ-FM	KOOZ-FM

**M-F, 6-10am**

1 KEIN-AM	KQDI-AM	KODI-AM
2 KQDI-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KMON-AM	KNUW-FM
4 KHON-AM	KAAK-FM	KMON-AM
5 KAAK-FM	KNUW-FM	KAAK-FM

**M-F, 3-7pm**

1 KEIN-AM	KODI-AM	KQDI-AM
2 KQDI-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KAAK-FM	KNUW-FM
4 KAAK-FM	KMON-AM	KMON-AM
5 KHON-AM	KOOZ-FM	KAAK-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 338

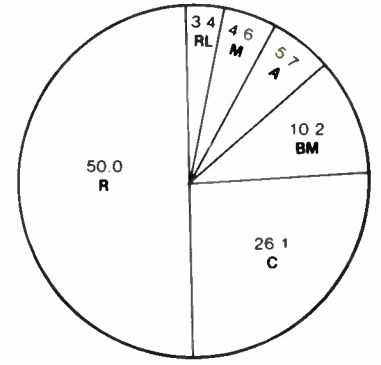
A/M '78	A/M '79	A/M '80
1 KHON-AM	KMON-AM	KMON-AM
2 KEIN-AM	KQDI-AM	KQDI-AM
3 KQDI-AM	KOOZ-FM	KEIN-AM
4 KNUW-FM	KEIN-AM	KOOZ-FM
5 KOOZ-FM	KAAK-FM	KNUW-FM

**M-F, 6-10am**

1 KHON-AM	KQDI-AM	KMON-AM
2 KEIN-AM	KMON-AM	KODI-AM
3 KQDI-AM	KEIN-AM	KPIN-AM
4 KOOZ-FM	KOOZ-FM	KOOZ-FM
5 KNUW-FM	KARR-AM	KNUW-FM

**M-F, 3-7pm**

1 KHON-AM	KQDI-AM	KMON-AM
2 KEIN-AM	KMON-AM	KQDI-AM
3 KOOZ-FM	KOOZ-FM	KEIN-AM
4 KQDI-AM	KEIN-AM	KOOZ-FM
5 KNUW-FM	KAAK-FM	KNUW-FM



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

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**Average Persons 12+ Share Trends**

Monday-Sunday, 6am-Midnight

POP(00): 1445

	A/M '78	A/M '79	A/M '80	
1	WIXX-FM	23.9	WGEE-AM	21.5
2	WUZZ-AM	19.7	WIXX-FM	17.8
3	WGEE-AM	16.5	WUZZ-FM	17.4
4	WUZZ-FM	14.4	WUZZ-AM	13.2
5	WNFL-AM	9.6	WNFL-AM	9.5
6	WKAU-AM	4.8	WAPL-FM	3.7
7	WAUN-FM	2.7	WKAU-AM	2.5
8	WAPL-FM	2.1	WNAM-AM	1.7
9	WNAM-AM	1.1	WAUN-FM	1.7
10	WLST-FM	0.5	WKAU-FM	0.8
11	WTMJ-AM	0.5	WISN-AM	0.8
12	WISN-AM	0.5	WTMJ-AM	0.4
13	WKAU-FM	0.5		

**Average Persons Trends/Rankings**

Total 12+

M-S, 6am-Midnight

POP(00): 1445

	A/M '78	A/M '79	A/M '80	
1	WIXX-FM	45	WGEE-AM	52
2	WUZZ-AM	37	WIXX-FM	43
3	WGEE-AM	31	WUZZ-FM	42
4	WUZZ-FM	27	WUZZ-AM	32
5	WNFL-AM	18	WNFL-AM	23

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WGEE-AM	WGEE-AM	WGEE-AM
2	WUZZ-AM	WUZZ-FM	WUZZ-AM
3	WIXX-FM	WUZZ-AM	WIXX-FM
4	WNFL-AM	WIXX-FM	WUZZ-FM
5	WUZZ-FM	WNFL-AM	WNFL-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WGEE-AM	WGEE-AM	WGEE-AM
3	WUZZ-AM	WUZZ-FM	WUZZ-FM
4	WUZZ-FM	WUZZ-AM	WNFL-AM
5	WKAU-AM	WNFL-AM	WUZZ-AM

Teens

M-S, 6am-Midnight

POP(00): 216

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WNAM-AM	WUZZ-AM
3	WNAM-AM	WGEE-AM	WAPL-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WKAU-AM	WGEE-AM	WKAU-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WNFL-AM
3	WKAU-AM	WNAM-AM	WAPL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 559

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WKAU-AM	WUZZ-FM	WNFL-AM
4	WUZZ-FM	WAPL-FM	WGEE-AM
5	WNFL-AM	WNFL-AM	WUZZ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WUZZ-AM	WUZZ-AM
3	WNFL-AM	WUZZ-FM	WGEE-AM
4	WUZZ-FM	WNFL-AM	WNFL-AM
5	WGEE-AM	WKAU-AM	WUZZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WKAU-AM	WUZZ-FM	WNFL-AM
4	WUZZ-FM	WAPL-FM	WUZZ-FM
5	WNFL-AM	WNFL-AM	WGEE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 665

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WUZZ-FM	WGEE-AM
2	WUZZ-FM	WGEE-AM	WNFL-AM
3	WUZZ-AM	WUZZ-AM	WIXX-FM
4	WGEE-AM	WIXX-FM	WUZZ-FM
5	WNFL-AM	WNFL-AM	WUZZ-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WGEE-AM	WGEE-AM
2	WNFL-AM	WUZZ-AM	WUZZ-AM
3	WGEE-AM	WUZZ-FM	WNFL-AM
4	WIXX-FM	WIXX-FM	WUZZ-FM
5	WUZZ-FM	WNFL-AM	WIXX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WUZZ-FM	WUZZ-FM	WGEE-AM
2	WIXX-FM	WGEE-AM	WIXX-FM
3	WGEE-AM	WUZZ-AM	WNFL-AM
4	WUZZ-AM	WIXX-FM	WUZZ-FM
5	WNFL-AM	WNFL-AM	WUZZ-AM

**Cume Persons Trends/Rankings**

Total 12+

M-S, 6am-Midnight

POP(00): 1445

	A/M '78	A/M '79	A/M '80	
1	WUZZ-AM	745	WUZZ-AM	645
2	WIXX-FM	596	WIXX-FM	625
3	WGEE-AM	445	WGEE-AM	510
4	WNFL-AM	391	WUZZ-FM	468
5	WUZZ-FM	309	WNFL-AM	438

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WIXX-FM	WGEE-AM
2	WIXX-FM	WUZZ-AM	WIXX-FM
3	WGEE-AM	WGEE-AM	WUZZ-AM
4	WNFL-AM	WUZZ-FM	WNFL-AM
5	WUZZ-FM	WNFL-AM	WUZZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WGEE-AM
3	WGEE-AM	WGEE-AM	WUZZ-AM
4	WUZZ-FM	WUZZ-FM	WNFL-AM
5	WNFL-AM	WNFL-AM	WUZZ-FM

Teens

M-S, 6am-Midnight

POP(00): 216

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WNFL-AM	WNAM-AM	WNFL-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WKAU-AM	WGEE-AM	WNFL-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WNFL-AM
3	WKAU-AM	WNAM-AM	WUZZ-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 559

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WUZZ-AM	WUZZ-AM
3	WNFL-AM	WNFL-AM	WNFL-AM
4	WKAU-AM	WUZZ-FM	WGEE-AM
5	WUZZ-FM	WKAU-AM	WAPL-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WUZZ-AM	WUZZ-AM
3	WNFL-AM	WNFL-AM	WGEE-AM
4	WKAU-AM	WKAU-AM	WNFL-AM
5	WGEE-AM	WUZZ-FM	WAPL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WUZZ-AM	WUZZ-AM	WUZZ-AM
3	WKAU-AM	WNFL-AM	WNFL-AM
4	WNFL-AM	WAPL-FM	WAPL-FM
5	WUZZ-FM	WKAU-AM	WGEE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 665

	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WUZZ-AM	WGEE-AM
2	WIXX-FM	WIXX-FM	WUZZ-AM
3	WGEE-AM	WUZZ-FM	WIXX-FM
4	WUZZ-FM	WGEE-AM	WNFL-AM
5	WNFL-AM	WNFL-AM	WUZZ-FM

M-F, 6-10am

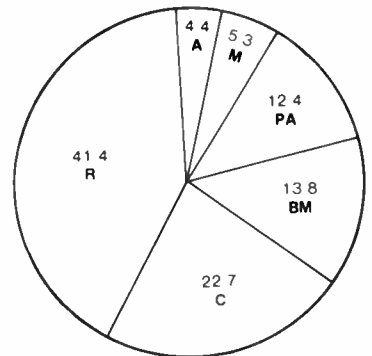
	A/M '78	A/M '79	A/M '80
1	WUZZ-AM	WUZZ-AM	WGEE-AM
2	WNFL-AM	WGEE-AM	WUZZ-AM
3	WIXX-FM	WUZZ-FM	WNFL-AM
4	WGEE-AM	WIXX-FM	WIXX-FM
5	WUZZ-FM	WNFL-AM	WUZZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	WIXX-FM	WUZZ-AM	WGEE-AM
2	WUZZ-AM	WGEE-AM	WIXX-FM
3	WUZZ-FM	WIXX-FM	WUZZ-FM
4	WGEE-AM	WUZZ-FM	WNFL-AM
5	WNFL-AM	WNFL-AM	WUZZ-AM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

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



# Greensboro- Winston Salem- High Point

METRO RANK

47

## A/M '80 Market Overview

The 12+ and 25-54 leaders in this book were the same as last year, **WTQR** and **WGLD**. Two other notably successful stations were **WKZL** and **WSEZ**.

Country **WTQR** made few changes in its winning formula over last year. The station used a multimedia ad campaign, added more album cuts to its music rotation, and added a newperson in the morning drive segment. These moves helped the station increase its 12+ share and boost its 25-54 share from 16 to 18. **WGLD's** 25-54 numbers rose too, from 10 to almost 12.

Among the younger-skewing stations, **AOR WKZL** stayed on top. The station tightened up its music, gave away \$20,000 during the sweep, and ended up maintaining its 16 share of the young adult demos. **WTQR** was second in the 18-34 cell, with **WRQK** improving almost 50% to boost its share to more than 10%. **WRQK** used a heavy billboard campaign, gave away approximately \$40,000 in a variety of listener contests, and added more gold to its music rotation. The combination of cash giveaways and a heavier than usual advertising effort may have helped.

Besides being a factor in the 18-34 ratings, **WSEZ** managed 25-54 gains as well. There were no major changes made since last year, although a new night personality was added. The ad campaign was comparable to the one used the previous spring, but there was a \$10,000 diamond given away in an on-air "Concentration Game." **WSEZ** succeeded in adding more than two shares 25-54, up to more than 6%.

**M-F, 3-7pm**

1	WKZL-FM	WTQR-FM
2	WTOR-FM	WKZL-FM
3	WSEZ-FM	WRQK-FM
4	WRQK-FM	WQMG-FM
5	WQMG-FM	WSEZ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 3248

A/M '79		A/M '80	
1	WTQR-FM	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM	WGLD-FM
3	WSJS-AM	WSJS-AM	WSJS-AM
4	WKZL-FM	WKZL-FM	WKZL-FM
5	WAAA-AM	WQMG-FM	WQMG-FM

**M-F, 6-10am**

1	WSJS-AM	WTQR-FM
2	WTOR-FM	WSJS-AM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WRQK-FM
5	WMFR-AM	WSEZ-FM

**M-F, 3-7pm**

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WKZL-FM
4	WKZL-FM	WRQK-FM
5	WSEZ-FM	WSEZ-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 6643

A/M '79		A/M '80		
1	WSJS-AM	1340	WTQR-FM	1685
2	WGLD-FM	1250	WSJS-AM	1361
3	WTOR-FM	1149	WKZL-FM	1288
4	WKZL-FM	1074	WGLD-FM	1197
5	WRQK-FM	1000	WRQK-FM	987

**M-F, 6-10am**

1	WSJS-AM	WSJS-AM
2	WKZL-FM	WTQR-FM
3	WGLD-FM	WGLD-FM
4	WTOR-FM	WKZL-FM
5	WRQK-FM	WSEZ-FM

**M-F, 3-7pm**

1	WKZL-FM	WTQR-FM
2	WGLD-FM	WKZL-FM
3	WSJS-AM	WGLD-FM
4	WTOR-FM	WSJS-AM
5	WSEZ-FM	WRQK-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 797

A/M '79		A/M '80	
1	WROK-FM	WKZL-FM	WSEZ-FM
2	WKZL-FM	WSEZ-FM	WRQK-FM
3	WSEZ-FM	WRQK-FM	WRQK-FM

**M-F, 6-10am**

1	WRQK-FM	WSEZ-FM
2	WAIR-AM	WKZL-FM
3	WSEZ-FM	WCOG-AM

**M-F, 3-7pm**

1	WRQK-FM	WKZL-FM
2	WSEZ-FM	WSEZ-FM
3	WAIR-AM	WRQK-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 2466

A/M '79		A/M '80	
1	WKZL-FM	WKZL-FM	WKZL-FM
2	WTOR-FM	WRQK-FM	WRQK-FM
3	WSJS-AM	WTQR-FM	WTQR-FM
4	WRQK-FM	WSEZ-FM	WSEZ-FM
5	WSEZ-FM	WQMG-FM	WQMG-FM

## Average Persons 12+ Share Trends

**Monday-Sunday, 6am-Midnight**  
POP(00): 6643

A/M '79		A/M '80	
1	WTQR-FM	11.6	WTQR-FM(C) 12.6
2	WGLD-FM	8.9	WGLD-FM(BM) 10.1
3	WSJS-AM	8.8	WKZL-FM(A) 9.3
4	WKZL-FM	7.9	WSJS-AM(PA) 8.0
5	WSEZ-FM	5.7	WSEZ-FM(R) 7.3
6	WRQK-FM	5.6	WRQK-FM(R) 6.2
7	WAAA-AM	5.4	WQMG-FM(B) 5.7
8	WQMG-FM	4.6	WBIC-AM(PA) 3.7
9	WEAL-AM	4.1	WAAA-AM(B) 3.4
10	WPET-AM	3.3	WHPE-FM(RL) 3.4
11	WBIC-AM	3.1	WAIR-AM(B) 2.7
12	WAIR-AM	2.9	WMFR-AM(PA) 2.7
13	WCOC-AM	2.5	WCOC-AM(R) 2.0
14	WMFR-AM	2.5	WEAL-AM(B) 1.7
15	WHPE-FM	2.1	WBUY-AM(O) 1.7
16	WTOB-AM	1.8	WPET-AM(RL) 1.6
17	WGBG-AM	1.3	WTOR-AM(PA) 1.5
18	WBUY-AM	1.2	WGBG-AM(PA) 1.3
19	WRAL-FM	1.2	WCSE-FM(C) 1.3
20	WBT-AM	1.1	WRAL-FM(PA) 1.2
21	WPCM-FM	0.9	WQWR-AM(R) 0.9
22	WZOO-AM	0.9	WTNC-AM(PA) 0.8
23	WMFR-FM	0.6	WFZC-FM(BM) 0.6
24	WMHO-FM	0.6	WFHX-FM(C) 0.6
25	WSOC-FM	0.5	WSOC-FM(C) 0.5
26	WTNC-FM	0.5	WODR-FM(A) 0.5
27	WEZC-FM	0.5	WMFR-FM(BM) 0.5
28	WGOS-AM	0.5	WPCM-FM(C) 0.5
29	WTNC-AM	0.2	WPTF-AM(PA) 0.4

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 6643

A/M '79		A/M '80		
1	WTQR-FM	113	WTQR-FM	120
2	WGLD-FM	86	WGLD-FM	96
3	WSJS-AM	85	WKZL-FM	89
4	WKZL-FM	77	WSJS-AM	76
5	WSEZ-FM	55	WSEZ-FM	70

**M-F, 6-10am**

1	WSJS-AM	WSJS-AM
2	WTOR-FM	WTQR-FM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WKZL-FM
5	WBIC-AM	WSEZ-FM

**M-F, 3-7pm**

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WKZL-FM
4	WKZL-FM	WSEZ-FM
5	WSEZ-FM	WRQK-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 797

A/M '79		A/M '80	
1	WSEZ-FM	WSEZ-FM	WSEZ-FM
2	WRQK-FM	WKZL-FM	WKZL-FM
3	WAIR-AM	WRQK-FM	WRQK-FM

**M-F, 6-10am**

1	WSEZ-FM	WSEZ-FM
2	WRQK-FM	WKZL-FM
3	WAIR-AM	WQMG-FM

**M-F, 3-7pm**

1	WSEZ-FM	WSEZ-FM
2	WRQK-FM	WKZL-FM
3	WAIR-AM	WRQK-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 2466

A/M '79		A/M '80	
1	WKZL-FM	WKZL-FM	WKZL-FM
2	WTQR-FM	WTQR-FM	WTQR-FM
3	WSEZ-FM	WRQK-FM	WRQK-FM
4	WQMG-FM	WQMG-FM	WQMG-FM
5	WRQK-FM	WSEZ-FM	WSEZ-FM

**M-F, 6-10am**

1	WKZL-FM	WKZL-FM
2	WTOR-FM	WRQK-FM
3	WSJS-AM	WTQR-FM
4	WRQK-FM	WSEZ-FM
5	WSEZ-FM	WQMG-FM

**M-F, 6-10am**

1	WKZL-FM	WKZL-FM
2	WSEZ-FM	WTQR-FM
3	WRQK-FM	WRQK-FM
4	WSJS-AM	WSEZ-FM
5	WTOR-FM	WSJS-AM

**M-F, 3-7pm**

1	WKZL-FM	WKZL-FM
2	WSEZ-FM	WTQR-FM
3	WTOR-FM	WRQK-FM
4	WRQK-FM	WQMG-FM
5	WCOG-AM	WSEZ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 3248

A/M '79		A/M '80	
1	WTQR-FM	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM	WGLD-FM
3	WSJS-AM	WSJS-AM	WSJS-AM
4	WKZL-FM	WRQK-FM	WRQK-FM
5	WRQK-FM	WKZL-FM	WKZL-FM

**M-F, 6-10am**

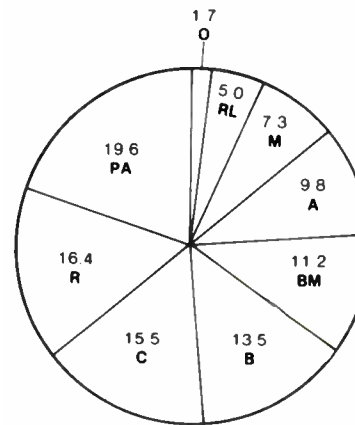
1	WSJS-AM	WTQR-FM
2	WTOR-FM	WSJS-AM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WRQK-FM
5	WMFR-AM	WBIC-AM

**M-F, 3-7pm**

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WSJS-AM
4	WKZL-FM	WRQK-FM
5	WSEZ-FM	WKZL-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Greenville- New Bern- Washington

METRO RANK

127

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1	WITN-FM 13.8	WQDW-FM 14.4	WQDW-FM (M) 13.8
2	WQDW-FM 11.4	WSFL-FM 13.0	WSFL-FM (M) 13.5
3	WSFL-FM 8.6	WITN-FM 10.5	WITN-FM (M) 10.0
4	WRNS-FM 7.6	WNCT-FM 7.7	WAZZ-FM (C) 9.0
5	WHIT-AM 7.2	WRNS-FM 6.3	WRNS-FM (C) 8.7
6	WNCT-FM 6.6	WRBK-FM 4.2	WELS-AM (C) 6.2
7	WRBK-FM 5.2	WKTC-FM 3.9	WFTC-AM (PA) 6.2
8	WOODW-AM 4.8	WRAL-FM 3.5	WNCT-FM (BM) 5.2
9	WFIC-AM 3.4	WELS-AM 3.2	WRAL-FM (PA) 4.2
10	WBIC-AM 3.4	WFTC-AM 2.8	WBIC-AM (M) 3.8
11	WROR-FM 3.1	WFAG-AM 2.5	WMSQ-FM (PA) 3.1
12	WITN-AM 3.1	WRQR-FM 2.1	WXOR-FM (M) 1.7
13	WELS-AM 2.8	WBIC-AM 2.1	WHIT-AM (O) 1.4
14	WKTC-FM 2.8	WOODW-AM 1.8	WNCT-AM (PA) 1.0
15	WOKN-FM 2.4	WITN-AM 1.8	WOODW-AM (M) 0.7
16	WNCT-AM 1.7	WGTN-AM 1.4	WISPA-AM (PA) 0.7
17	WLAS-AM 1.0	WOKN-FM 1.4	WKTC-FM (C) 0.7
18	WFAG-AM 1.0	WLAS-AM 1.4	WMBL-AM (M) 0.3
19	WISPA-AM 1.0	WHIT-AM 1.1	WMBL-FM (C) 0.3
20	WRAL-FM 0.7	WMSQ-FM 1.1	
21	WRNB-AM 0.3	WEEW-AM 0.7	
22		WNCT-AM 0.4	
23		WIAM-AM 0.4	
24		WSEC-FM 0.4	

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1	WITN-FM 40	WQDW-FM 41	WQDW-FM 40
2	WQDW-FM 33	WSFL-FM 37	WSFL-FM 39
3	WSFL-FM 25	WITN-FM 30	WITN-FM 29
4	WRNS-FM 22	WNCT-FM 22	WAZZ-FM 26
5	WHIT-AM 21	WRNS-FM 18	WRNS-FM 25

**M-F, 6-10am**

1	WRNS-FM	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM	WAZZ-FM
3	WQDW-FM	WQDW-FM	WRNS-FM
4	WSFL-FM	WRNS-FM	WQDW-FM
5	WHIT-AM	WNCT-FM	WFTC-AM

**M-F, 3-7pm**

1	WITN-FM	WQDW-FM	WSFL-FM
2	WQDW-FM	WSFL-FM	WODW-FM
3	WSFL-FM	WITN-FM	WITN-FM
4	WRNS-FM	WNCT-FM	WAZZ-FM
5	WNCT-FM	WRNS-FM	WELS-AM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 312

	A/M '78	A/M '79	A/M '80
1	WSFL-FM	WQDW-FM	WSFL-FM
2	WQDW-FM	WSFL-FM	WITN-FM
3	WRBK-FM	WITN-FM	WODW-FM

**M-F, 6-10am**

1	WSFL-FM	WQDW-FM	WSFL-FM
2	WRBK-FM	WSFL-FM	WITN-FM
3	WQDW-FM	WITN-FM	WMSO-FM

**M-F, 3-7pm**

1	WSFL-FM	WQDW-FM	WITN-FM
2	WRBK-FM	WSFL-FM	WSFL-FM
3	WHIT-AM	WITN-FM	WQDW-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 843

	A/M '78	A/M '79	A/M '80
1	WITN-FM	WSFL-FM	WQDW-FM
2	WQDW-FM	WITN-FM	WSFL-FM
3	WSFL-FM	WQDW-FM	WITN-FM
4	WOODW-AM	WRBK-FM	WAZZ-FM
5	WHIT-AM	WRAL-FM	WELS-AM

**M-F, 6-10am**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WQDW-FM	WITN-FM	WQDW-FM
3	WSFL-FM	WQDW-FM	WAZZ-FM
4	WOODW-AM	WRAL-FM	WITN-FM
5	WHIT-AM	WRBK-FM	WMSQ-FM

**M-F, 3-7pm**

1	WITN-FM	WITN-FM	WQDW-FM
2	WQDW-FM	WSFL-FM	WSFL-FM
3	WSFL-FM	WQDW-FM	WITN-FM
4	WOODW-AM	WRBK-FM	WELS-AM
5	WRQR-FM	WHIT-AM	WAZZ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 973

	A/M '78	A/M '79	A/M '80
1	WQDW-FM	WSFL-FM	WAZZ-FM
2	WNCT-FM	WITN-FM	WQDW-FM
3	WITN-FM	WRNS-FM	WRNS-FM
4	WRNS-FM	WQDW-FM	WSFL-FM
5	WHIT-AM	WNCT-FM	WELS-AM

**M-F, 6-10am**

1	WRNS-FM	WSFL-FM	WAZZ-FM
2	WITN-FM	WRNS-FM	WQDW-FM
3	WOODW-AM	WITN-FM	WRNS-FM
4	WQDW-FM	WNCT-FM	WSFL-FM
5	WHIT-AM	WRAL-FM	WNCT-FM

**M-F, 3-7pm**

1	WITN-FM	WSFL-FM	WELS-AM
2	WNCT-FM	WITN-FM	WAZZ-FM
3	WQDW-FM	WRNS-FM	WSFL-FM
4	WRNS-FM	WQDW-FM	WRNS-FM
5	WKTC-FM	WNCT-FM	WITN-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1	WITN-FM 585	WSFL-FM 607	WSFL-FM 627
2	WSFL-FM 553	WITN-FM 585	WITN-FM 534
3	WQDW-FM 344	WQDW-FM 437	WQDW-FM 359
4	WNCT-FM 343	WNCT-FM 320	WAZZ-FM 332
5	WRBK-FM 332	WRNS-FM 301	WRAL-FM 264

**M-F, 6-10am**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WITN-FM
3	WRNS-FM	WQDW-FM	WAZZ-FM
4	WQDW-FM	WRNS-FM	WQDW-FM
5	WOODW-AM	WNCT-FM	WFTC-AM

**M-F, 3-7pm**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WQDW-FM	WITN-FM
3	WQDW-FM	WITN-FM	WQDW-FM
4	WRBK-FM	WRBK-FM	WAZZ-FM
5	WNCT-FM	WNCT-FM	WRAL-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 312

	A/M '78	A/M '79	A/M '80
1	WSFL-FM	WSFL-FM	WSFL-FM
2	WQDW-FM	WQDW-FM	WITN-FM
3	WITN-FM	WITN-FM	WQDW-FM

**M-F, 6-10am**

1	WSFL-FM	WSFL-FM	WITN-FM
2	WQDW-FM	WQDW-FM	WSFL-FM
3	WRBK-FM	WITN-FM	WMSO-FM

**M-F, 3-7pm**

1	WSFL-FM	WQDW-FM	WSFL-FM
2	WRBK-FM	WSFL-FM	WITN-FM
3	WITN-FM	WITN-FM	WQDW-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 843

	A/M '78	A/M '79	A/M '80
1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WITN-FM
3	WROR-FM	WRBK-FM	WQDW-FM
4	WQDW-FM	WQDW-FM	WAZZ-FM
5	WOODW-AM	WROR-FM	WRAL-FM

**M-F, 6-10am**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WITN-FM
3	WOODW-AM	WQDW-FM	WQDW-FM
4	WQDW-FM	WRBK-FM	WAZZ-FM
5	WRBK-FM	WROR-FM	WRAL-FM

**M-F, 3-7pm**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WQDW-FM
3	WQDW-FM	WQDW-FM	WITN-FM
4	WOODW-AM	WRBK-FM	WRAL-FM
5	WRBK-FM	WRAL-FM	WAZZ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 973

	A/M '78	A/M '79	A/M '80
1	WSFL-FM	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM	WAZZ-FM
3	WNCT-FM	WRNS-FM	WITN-FM
4	WRNS-FM	WQDW-FM	WRAL-FM
5	WRBK-FM	WNCT-FM	WQDW-FM

**M-F, 6-10am**

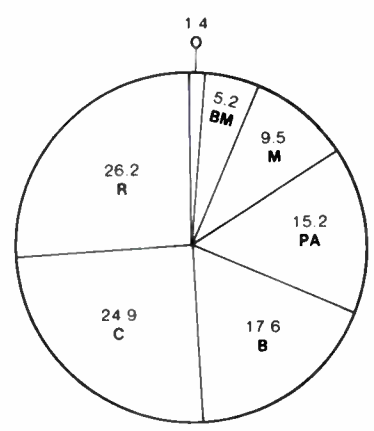
1	WITN-FM	WSFL-FM	WAZZ-FM
2	WRNS-FM	WITN-FM	WSFL-FM
3	WNCT-FM	WRNS-FM	WQDW-FM
4	WSFL-FM	WQDW-FM	WRAL-FM
5	WQDW-FM	WNCT-FM	WITN-FM

**M-F, 3-7pm**

1	WITN-FM	WSFL-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WAZZ-FM
3	WNCT-FM	WRNS-FM	WITN-FM
4	WRNS-FM	WQDW-FM	WRAL-FM
5	WHIT-AM	WNCT-FM	WQDW-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Greenville-Spartanburg, SC

METRO RANK

66

## A/M '80 Market Overview

As in many markets this spring, the 25-54 leader also led overall in Greenville. WESC-FM ruled the roost, up almost four shares from last year, and moved from a tie for second 25-54 to a clear lead. Last year's overall market leader, WFBC-FM, dropped several shares this sweep, probably due to the substantial increases posted by competitor WANS-FM.

WESC-FM (simulcast with WESC in drivetimes) maintained a consistent product over the last year. Other than an ad campaign split 60-40 between TV and billboards, the station made no special effort to woo listeners. Its consistency must have paid off, as WESC-FM virtually doubled its 25-54 share, 11-20. WFBC-FM lost five shares, down to a 14. The only other area station to register double-digit shares 25-54 was WSPA-FM, a Beautiful Music station airing the FM-100 sound. The station added a new live afternoon announcer, reduced its units from 10 to eight per hour, and advertised with TV and billboards. WSPA-FM added a share and now has about 12% of the 25-54 market.

On the contemporary music scene, WANS-FM had an apparent effect on the shares of its competitors, which all suffered declines. WFBC-FM lost three shares overall, and saw its once-commanding 26 share 18-34 erode to just over 19. WANS-FM jumped from a share of 2 to more than 13 18-34. WORD was apparently crippled by this rise, as its 18-34 share fell from 13 to less than 4. Others that did well among the young adult audience include Black-formatted WASC, which doubled to 11; and WESC-FM, which added three to move into the 11 share range.

A new tower for WANS-FM was probably the biggest factor in its rise, adding to the station's coverage. There was no outside advertising, but on-air promotions included a Loni Anderson lookalike contest. Musically, the station added some LP cuts, day-parting them.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1 WFBC-FM	13.7	WFBC-FM	14.7
2 WSPA-FM	11.7	WSPA-FM	9.9
3 WORD-AM	9.9	WORD-AM	8.9
4 WQOK-AM	9.8	WESC-FM	8.0
5 WFBC-AM	8.6	WHYZ-AM	6.3
6 WSPA-AM	8.2	WQOK-AM	6.2
7 WCXL-FM	5.3	WFBC-AM	6.2
8 WESC-AM	4.7	WCXL-FM	6.2
9 WESC-FM	4.6	WESC-AM	5.0
10 WHYZ-AM	4.1	WSPA-AM	4.7
11 WASC-AM	2.9	WASC-AM	4.4
12 WKDY-AM	2.2	WAIM-FM	2.7
13 WELP-AM	1.8	WANS-FM	2.3
14 WANS-FM	1.3	WLOS-FM	1.1
15 WLOS-FM	0.9	WEAB-AM	1.0
16 WNUU-AM	0.9	WELP-AM	1.0
17 WNUU-FM	0.7	WKIT-FM	1.0
18 WMRB-AM	0.7	WMLU-FM	1.0
19 WFOX-FM	0.5	WKDY-AM	1.0
20		WMRB-AM	0.9
21		WROO-FM	0.9
22		WACI-FM	0.7
23		WCKI-AM	0.6
24		WMLU-AM	0.4

### Average Persons Trends/Rankings

	A/M '78	A/M '79	A/M '80
1 WFBC-FM	104	WFBC-FM	103
2 WSPA-FM	89	WSPA-FM	69
3 WORD-AM	75	WORD-AM	62
4 WQOK-AM	74	WESC-FM	56
5 WFBC-AM	65	WHYZ-AM	44

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WESC-AF
2 WSPA-AM		WCXL-FM	WFBC-AF
3 WFBC-AM		WORD-AM	WESC-FM
4 WCXL-FM		WESC-FM	WFBC-FM
5 WORD-AM		WFBC-AM	WCXL-FM

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WESC-AF
2 WSPA-AM		WORD-AM	WESC-FM
3 WQOK-AM		WSPA-FM	WFBC-FM
4 WORD-AM		WESC-FM	WSPA-FM
5 WSPA-AM		WQOK-AM	WANS-FM

### Teens

	A/M '78	A/M '79	A/M '80
1 WQOK-AM		WQOK-AM	WANS-FM
2 WORD-AM		WHYZ-AM	WORD-AM
3 WFBC-FM		WORD-AM	WQOK-AM

### M-F, 6-10am

1 WQOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WFBC-FM	WQOK-AM
3 WFBC-FM	WHYZ-AM	WORD-AM

### M-F, 3-7pm

1 WQOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WHYZ-AM	WQOK-AM
3 WFBC-FM	WORD-AM	WORD-AM

### Adults 18-34

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WFBC-FM
2 WORD-AM		WORD-AM	WANS-FM
3 WQOK-AM		WESC-FM	WESC-FM
4 WHYZ-AM		WQOK-AM	WASC-AM
5 WFBC-AM		WSPA-AM	WQOK-AM

### M-F, 6-10am

1 WFBC-FM	WFBC-FM	WFBC-AF
2 WORD-AM	WORD-AM	WFBC-FM
3 WQOK-AM	WESC-FM	WESC-AF
4 WFBC-AM	WSPA-AM	WESC-FM
5 WSPA-AM	WQOK-AM	WANS-FM

### M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WFBC-FM
2 WORD-AM	WORD-AM	WESC-FM
3 WQOK-AM	WESC-FM	WESC-FM
4 WSPA-FM	WQOK-AM	WANS-FM
5 WHYZ-AM	WHYZ-AM	WQOK-AM

### Adults 25-54

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WESC-FM
2 WSPA-FM		WESC-FM	WFBC-FM
3 WORD-AM		WSPA-FM	WSPA-FM
4 WSPA-AM		WCXL-FM	WESC-AM
5 WESC-AM		WORD-AM	WCXL-FM

### M-F, 6-10am

1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-AM	WCXL-FM	WESC-FM
3 WFBC-AM	WESC-FM	WFBC-AF
4 WCXL-FM	WORD-AM	WFBC-FM
5 WORD-AM	WSPA-FM	WSPA-FM

### M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WESC-FM	WESC-FM
3 WQOK-AM	WSPA-FM	WFBC-FM
4 WORD-AM	WORD-AM	WSPA-FM
5 WESC-AM	WCXL-FM	WHYZ-AM

### Cume Persons Trends/Rankings

	A/M '78	A/M '79	A/M '80
1 WFBC-FM	1215	WFBC-FM	1271
2 WFBC-AM	1097	WORD-AM	900
3 WQOK-AM	988	WSPA-FM	813
4 WORD-AM	905	WQOK-AM	806
5 WSPA-FM	892	WFBC-AM	787

### M-F, 6-10am

1 WFBC-FM	WFBC-FM	WFBC-AF
2 WFBC-AM	WORD-AM	WFBC-FM
3 WQOK-AM	WFBC-AM	WESC-AF
4 WSPA-AM	WCXL-FM	WSPA-FM
5 WORD-AM	WSPA-FM	WQOK-AM

### M-F, 3-7pm

1 WQOK-AM	WFBC-FM	WFBC-FM
2 WFBC-FM	WORD-AM	WESC-AF
3 WSPA-FM	WQOK-AM	WSPA-FM
4 WORD-AM	WSPA-FM	WQOK-AM
5 WFBC-AM	WESC-FM	WANS-FM

### Teens

	A/M '78	A/M '79	A/M '80
1 WQOK-AM		WQOK-AM	WANS-FM
2 WORD-AM		WFBC-FM	WQOK-AM
3 WFBC-FM		WFBC-AM	WORD-AM

1 WQOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WFBC-FM	WQOK-AM
3 WFBC-AM	WORD-AM	WORD-AM

### M-F, 3-7pm

1 WQOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WORD-AM	WQOK-AM
3 WFBC-AM	WHYZ-AM	WORD-AM

### Adults 18-34

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WFBC-FM
2 WQOK-AM		WORD-AM	WANS-FM
3 WFBC-AM		WQOK-AM	WQOK-AM
4 WORD-AM		WSPA-AM	WFBC-AM
5 WSPA-AM		WFBC-AM	WORD-AM

### M-F, 6-10am

1 WFBC-FM	WFBC-FM	WFBC-AF
2 WQOK-AM	WORD-AM	WFBC-FM
3 WFBC-AM	WQOK-AM	WQOK-AM
4 WORD-AM	WESC-FM	WANS-FM
5 WSPA-AM	WSPA-AM	WORD-AM

### M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WFBC-FM
2 WQOK-AM	WORD-AM	WFBC-AM
3 WORD-AM	WQOK-AM	WANS-FM
4 WFBC-AM	WESC-FM	WQOK-AM
5 WASC-AM	WSPA-AM	WESC-AF

### Adults 25-54

	A/M '78	A/M '79	A/M '80
1 WFBC-FM		WFBC-FM	WFBC-FM
2 WFBC-AM		WESC-FM	WESC-FM
3 WSPA-FM		WSPA-FM	WSPA-FM
4 WQOK-AM		WCXL-FM	WFBC-AM
5 WORD-AM		WORD-AM	WESC-AM

### M-F, 6-10am

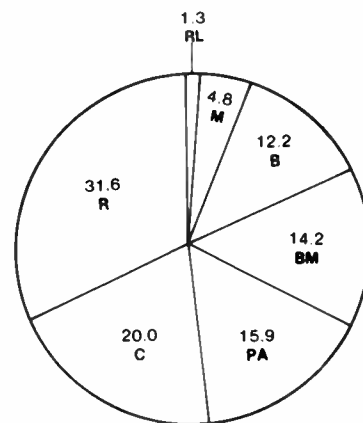
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WFBC-AM	WESC-FM	WESC-AF
3 WSPA-AM	WORD-AM	WFBC-FM
4 WORD-AM	WCXL-FM	WESC-FM
5 WQOK-AM	WSPA-FM	WSPA-FM

### M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WESC-FM	WFBC-FM
3 WQOK-AM	WSPA-FM	WESC-FM
4 WORD-AM	WORD-AM	WSPA-FM
5 WFBC-AM	WCXL-FM	WFBC-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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



## '80 Market Overview

The **WHP-AM-FM** dynamo continued to dominate Harrisburg, especially among persons 35+. Country **HYL** made a good upward move this book, while a younger demos were led by **WQXA** and **WRHY**.

As you may remember, during last year's spring sweep there was much concern about the Three Mile and incident and its aftermath. No such aberration took place this time, but the outcome was identical — **HP AM & FM** combined for more than 30% both overall and 25-54. **WHYL** also registered in double-digits 25-54 adults, jumping nine shares to 12. The station used a TV campaign tied into newspaper ads, promoted its new format (debuted January 1), and added a new morning man. **WHYL** also promoted a half-price fair, tied in with merchants in the area, and attracted 10,000 people to a six-hour sale event.

**WKBO** and **WSFM**, the contemporary music leaders last year, both slipped this year. **WSFM** made many on-air promotions during the sweep. As a result, the station saw its lead among the 18-34 audience evaporated. After losing six shares, **WSFM** ended up with about 10% of the 18-34 demographic.

**WKBO** did make an aggressive effort for this sweep, with a multimedia campaign built around the theme "Harrisburg, A Special Place To Be." On-air, over \$6000 in cash was given away via "Cash all." **WKBO** went more adult, adding the NBC network and emphasizing oldies from the 60's. But the station's 189-34 shares dropped, an 11 share 18-4 decline to 6%.

The new 18-34 leaders were **WRHY** and **WQXA**. Both stations are FM properties with strong 18-34 cores; **WQXA** also has a strong teen base. **AOR** **WRHY** has a dominant chunk of 18-24 males. It will be interesting to see how the former young adult leaders react to the FM intrusion.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3676

	A/M '78	A/M '79	A/M '80
1 WHP -AM	15.5	WHP -AM	18.8
2 WKBO-AM	13.9	WHP -FM	14.1
3 WHP -FM	12.8	WKBO-AM	9.9
4 WSFM-FM	11.3	WSFM-FM	8.8
5 WRHY-FM	4.4	WQXA-FM	5.6
6 WTPA-FM	4.1	WHYL-FM	4.8
7 WQXA-FM	3.7	WRHY-FM	4.2
8 WFEC-AM	3.7	WTPA-FM	4.0
9 WSBA-FM	3.2	WCMB-AM	3.5
10 WHYL-AM	3.0	WHYL-AM	2.1
11 WYCR-FM	2.7	WQIN-AM	2.1
12 WHYL-FM	2.7	WQVE-FM	1.9
13 WCMB-AM	2.5	WSBA-FM	1.8
14 WIOO-AM	2.4	WDAC-FM	1.4
15 WQIN-AM	1.9	WNCE-FM	1.2
16 WDAC-FM	1.0	WFEC-AM	1.2
17 WIOV-FM	1.0	WQXX-FM	1.1
18 WCCB-FM	0.8	WSBA-FM	0.9
19 WSBA-FM	0.5	WCCB-FM	0.9
20 WNCE-FM	0.3	WYCR-FM	0.9
21 KYW -AM	0.3	WSP-AM	0.7
22 WLBR-AM	0.3	WIOO-AM	0.4

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3676

	A/M '78	A/M '79	A/M '80
1 WHP -AM	92	WHP -AM	107
2 WKBO-AM	82	WHP -FM	80
3 WHP -FM	76	WKBO-AM	56
4 WSFM-FM	67	WSFM-FM	50
5 WRHY-FM	26	WQXA-FM	32

	A/M '78	A/M '79	A/M '80
1 WHP -AM	WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WKBO-AM	WHP -FM	WHP -FM
3 WSFM-FM	WHP -FM	WKBO-AM	WKBO-AM
4 WHP -FM	WSFM-FM	WQXA-FM	WQXA-FM
5 WCMB-AM	WQXA-FM	WHYL-AM	WHYL-AM

	A/M '78	A/M '79	A/M '80
1 WKBO-AM	WHP -AM	WHP -AM	WHP -AM
2 WHP -FM	WHP -FM	WHP -FM	WHP -FM
3 WSFM-FM	WSFM-FM	WQXA-FM	WQXA-FM
4 WHP -AM	WKBO-AM	WHYL-AM	WHYL-AM
5 WTPA-FM	WQXA-FM	WRHY-FM	WRHY-FM

### Teens

M-S, 6am-Midnight

POP(00): 447

	A/M '78	A/M '79	A/M '80
1 WSFM-FM	WKBO-AM	WQXA-FM	WQXA-FM
2 WKBO-AM	WQXA-FM	WFEC-AM	WFEC-AM
3 WQXA-FM	WSFM-FM	WRHY-FM	WRHY-FM

### M-F, 6-10am

1 WKBO-AM	WKBO-AM	WQXA-FM
2 WSFM-FM	WQXA-FM	WKBO-AM
3 WQXA-FM	WSFM-FM	WFEC-AM

### M-F, 3-7pm

1 WKBO-AM	WQXA-FM	WQXA-FM
2 WSFM-FM	WSFM-FM	WFEC-AM
3 WQXA-FM	WKBO-AM	WSFM-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1232

	A/M '78	A/M '79	A/M '80
1 WKBO-AM	WSFM-FM	WRHY-FM	WRHY-FM
2 WSFM-FM	WKBO-AM	WSFM-FM	WSFM-FM
3 WRHY-FM	WRHY-FM	WQXA-FM	WQXA-FM
4 WQXA-FM	WQXA-FM	WHYL-AM	WHYL-AM
5 WHP -FM	WHP -FM	WKBO-AM	WKBO-AM

### M-F, 6-10am

1 WKBO-AM	WKBO-AM	WRHY-FM
2 WSFM-FM	WSFM-FM	WHP -AM
3 WRHY-FM	WQXA-FM	WKBO-AM
4 WHP -AM	WHP -AM	WQXA-FM
5 WCMB-AM	WHYL-AM	WHYL-AM

### M-F, 3-7pm

1 WKBO-AM	WSFM-FM	WRHY-FM
2 WSFM-FM	WKBO-AM	WSFM-FM
3 WRHY-FM	WRHY-FM	WQXA-FM
4 WQXA-FM	WQXA-FM	WHYL-AM
5 WHP -FM	WHP -AM	WHP -FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1700

	A/M '78	A/M '79	A/M '80
1 WHP -FM	WHP -AM	WHP -FM	WHP -FM
2 WHP -AM	WHP -FM	WHP -AM	WHP -AM
3 WKBO-AM	WKBO-AM	WHYL-AM	WHYL-AM
4 WSFM-FM	WSFM-FM	WRKZ-FM	WRKZ-FM
5 WFEC-AM	WHYL-FM	WKBO-AM	WKBO-AM

### M-F, 6-10am

1 WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WHP -FM	WHP -FM
3 WHP -FM	WKBO-AM	WHYL-AM
4 WSFM-FM	WCMB-AM	WKRO-AM
5 WFEC-AM	WSFM-FM	WRKZ-FM

### M-F, 3-7pm

1 WKBO-AM	WHP -AM	WHP -FM
2 WHP -FM	WHP -FM	WHP -AM
3 WHP -AM	WSFM-FM	WHYL-AM
4 WSFM-FM	WHYL-FM	WRKZ-FM
5 WFEC-AM	WKBO-AM	WKBO-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3676

	A/M '78	A/M '79	A/M '80
1 WHP -AM	1353	WHP -AM	1446
2 WKBO-AM	1185	WHP -FM	957
3 WHP -FM	953	WKBO-AM	905
4 WSFM-FM	892	WSFM-FM	768
5 WQXA-FM	512	WQXA-FM	559

### M-F, 6-10am

1 WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WKBO-AM	WHP -FM
3 WSFM-FM	WHP -FM	WKBO-AM
4 WHP -FM	WSFM-FM	WQXA-FM
5 WCMB-AM	WQXA-FM	WCMB-AM

### M-F, 3-7pm

1 WKBO-AM	WHP -AM	WHP -AM
2 WHP -AM	WHP -FM	WHP -FM
3 WSFM-FM	WHP -FM	WKBO-AM
4 WHP -FM	WSFM-FM	WSFM-FM
5 WQXA-FM	WQXA-FM	WQXA-FM

### Teens

M-S, 6am-Midnight

POP(00): 447

	A/M '78	A/M '79	A/M '80
1 WKBO-AM	WSFM-FM	WQXA-FM	WQXA-FM
2 WSFM-FM	WKBO-AM	WKRO-AM	WKRO-AM
3 WQXA-FM	WQXA-FM	WQVE-FM	WQVE-FM

### M-F, 6-10am

1 WKBO-AM	WKRO-AM	WQXA-FM
2 WSFM-FM	WQXA-FM	WKRO-AM
3 WQXA-FM	WSFM-FM	WQVE-FM

### M-F, 3-7pm

1 WSFM-FM	WQXA-FM	WQXA-FM
2 WKBO-AM	WSFM-FM	WKBO-AM
3 WQXA-FM	WKBO-AM	WQVE-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1232

	A/M '78	A/M '79	A/M '80
1 WKBO-AM	WKBO-AM	WKBO-AM	WKBO-AM
2 WSFM-FM	WSFM-FM	WSFM-FM	WSFM-FM
3 WQXA-FM	WQXA-FM	WQXA-FM	WQXA-FM
4 WHP -AM	WHP -AM	WHP -AM	WHP -AM
5 WRHY-FM	WRHY-FM	WRHY-FM	WRHY-FM

### M-F, 6-10am

1 WKBO-AM	WKRO-AM	WKBO-AM
2 WSFM-FM	WSFM-FM	WHP -AM
3 WHP -AM	WHP -AM	WQXA-FM
4 WRHY-FM	WYLY-AM	WSFM-FM
5 WCMB-AM	WQXA-FM	WRHY-FM

### M-F, 3-7pm

1 WKBO-AM	WSFM-FM	WKBO-AM
2 WSFM-FM	WKBO-AM	WSFM-FM
3 WQXA-FM	WHP -AM	WQXA-FM
4 WFEC-AM	WRHY-FM	WRKZ-FM
5 WRHY-FM	WQXA-FM	WRHY-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1700

	A/M '78	A/M '79	A/M '80
1 WHP -AM	WHP -AM	WHP -AM	WHP -AM
2 WHP -FM	WHP -FM	WHP -FM	WHP -FM
3 WKBO-AM	WKBO-AM	WKBO-AM	WKBO-AM
4 WSFM-FM	WSFM-FM	WHYL-AM	WHYL-AM
5 WFEC-AM	WQXA-FM	WRKZ-FM	WRKZ-FM

### M-F, 6-10am

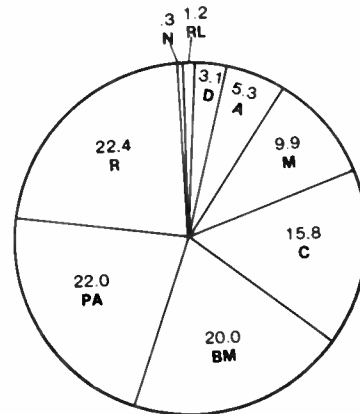
1 WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WKBO-AM	WHP -FM
3 WHP -FM	WHP -FM	WKBO-AM
4 WSFM-FM	WSFM-FM	WHYL-AM
5 WFEC-AM	WCMB-AM	WRKZ-FM

### M-F, 3-7pm

1 WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WHP -FM	WHP -FM
3 WHP -FM	WKBO-AM	WKBO-AM
4 WSFM-FM	WSFM-FM	WHYL-AM
5 WFEC-AM	WHYL-FM	WRKZ-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Hartford- New Britain

METRO RANK

43

## A/M '80 Market Overview

Cast this headline in stone: "WTIC Wins Arbitron Survey." The Pop/Adult giant continued to dominate this market. Even with the implementation of ESF for the first time, WTIC's over all share was unaffected. The station had a 25 share of adults 25-54, and was second in adults 18-34.

Beautiful Music WRCH enjoyed a healthy book this time around. By registering its best female book ever, the station was able to score almost a 9 share 25-54, second only to WTIC. WRCH used the Patrick O'Neal TV commercial and otherwise successfully executed the Schulke approach.

WTIC-FM rebounded after a poor fall report to lead the 18-34 demos. The station added a new morning man, eliminated LP cuts from much of the music rotation, and added more features like news, weather, and traffic reports. On-air promotion centered around the "Grand Guessing Game," in which contestants guessed the numbers on \$1000 bills. A total of \$14,000 was given away.

The use of Expanded Sample Frame helped the diary return. There were more usable diaries returned from men 18-24 than in previous books; thus the estimates in this report are likely to be more stable.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 6916

A/M '79	O/N '79	A/M '80
1 WTIC-AM 28.4	WTIC-AM 24.8	WTIC-AM (PA) 24.2
2 WRCH-FM 8.2	WRCH-FM 9.4	WRCH-FM (BM) 11.5
3 WKSS-FM 6.9	WKSS-FM 6.6	WTIC-FM (R) 7.9
4 WTIC-FM 6.3	WDRG-AM 5.4	WKSS-FM (BM) 5.1
5 WDRG-AM 5.0	WPOP-AM 4.1	WPOP-AM (N) 4.4
6 WWYZ-FM 4.5	WTIC-FM 4.0	WHCN-FM (A) 4.3
7 WPOP-AM 3.9	WRCH-FM 4.0	WCCC-FM (A) 4.1
8 WHCN-FM 3.9	WHCN-FM 3.9	WDRG-FM (R) 3.8
9 WRCH-AM 3.6	WHYZ-FM 3.9	WRCH-AM (PA) 3.4
10 WDRG-FM 3.4	WCCC-FM 3.8	WIOF-FM (PA) 3.7
11 WCCC-FM 3.2	WMLB-AM 3.1	WDRG-AM (R) 3.3
12 WAQY-FM 2.6	WKND-AM 2.8	WHYZ-FM (A) 3.1
13 WKND-AM 2.5	WDRG-FM 2.4	WPLR-FM (A) 2.5
14 WIOF-FM 2.0	WAQY-FM 2.4	WCCC-FM (B) 2.4
15 WINF-AM 1.4	WIOF-FM 2.3	WAQY-FM (R) 2.3
16 WPLR-FM 1.4	WPLR-FM 1.9	WMLB-AM (RL) 1.5
17 WMAS-FM 1.3	WKCI-FM 1.4	WKCI-FM (R) 1.2
18 WMLB-AM 1.2	WHYN-FM 1.4	WINF-AM (PA) 0.5
19 WCCC-AM 0.7	WCCC-AM 0.9	WNTY-AM (PA) 0.5
20 WCBS-AM 0.5	WRYM-AM 0.8	WHYN-AM (R) 0.3
21 WHYN-FM 0.4	WMAS-FM 0.6	WRYM-AM (S) 0.3
22 WKCI-FM 0.3	WHYN-AM 0.5	WCCC-AM (A) 0.2
23	WNBC-AM 0.4	
24	WCBS-AM 0.3	

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6916			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM 34.4	WTIC-AM 28.7	WTIC-AM 29.0	
2 WRCH-FM 9.9	WRCH-FM 10.9	WRCH-FM 13.8	
3 WKSS-FM 8.3	WKSS-FM 7.7	WTIC-FM 9.5	
4 WTIC-FM 7.6	WDRG-AM 6.2	WKSS-FM 6.1	
5 WDRG-AM 6.1	WPOP-AM 4.7	WPOP-AM 5.3	

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WTIC-AM	
2 WDRG-AM	WDRG-AM	WRCH-FM	
3 WTIC-FM	WRCH-FM	WTIC-FM	
4 WRCH-FM	WKSS-FM	WDRG-AM	
5 WPOP-AM	WRCQ-AM	WPOP-AM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WTIC-AM	
2 WKSS-FM	WRCH-FM	WRCH-FM	
3 WRCH-FM	WKSS-FM	WTIC-FM	
4 WTIC-FM	WDRG-AM	WKSS-FM	
5 WDRG-AM	WRCQ-AM	WPOP-AM	

Teens M-S, 6am-Midnight POP(00): 872			
A/M '79	O/N '79	A/M '80	
1 WTIC-FM	WAQY-FM	WTIC-FM	
2 WHCN-FM	WHCN-FM	WHCN-FM	
3 WCCC-FM	WTIC-FM	WCCC-FM	

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WHCN-FM	
2 WHCN-FM	WAQY-FM	WCCC-FM	
3 WTIC-FM	WCCC-FM	WTIC-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 2386			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WCCC-FM	
2 WDRG-AM	WDRG-AM	WTIC-AM	
3 WTIC-FM	WTIC-FM	WIOF-FM	
4 WWYZ-FM	WHCN-FM	WHCN-FM	
5 WRCO-AM	WCCC-FM	WTIC-FM	

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WCCC-FM	
2 WWYZ-FM	WDRG-AM	WHCN-FM	
3 WDRG-AM	WDRG-AM	WIOF-FM	
4 WTIC-FM	WHCN-FM	WTIC-FM	
5 WRCQ-AM	WCCC-FM	WHCN-FM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM	WTIC-AM	WCCC-FM	
2 WWYZ-FM	WDRG-AM	WHCN-FM	
3 WDRG-AM	WDRG-AM	WIOF-FM	
4 WTIC-FM	WHCN-FM	WHCN-FM	
5 WCCC-FM	WTIC-FM	WTIC-FM	

M-F, 3-7pm		
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WCCC-FM	WHCN-FM	WAQY-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2386		
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-FM
2 WWYZ-FM	WHYZ-FM	WTIC-AM
3 WTIC-FM	WDRG-AM	WIOF-FM
4 WRCO-AM	WHCN-FM	WHCN-FM
5 WDRG-AM	WCCC-FM	WRCQ-AM

M-F, 6-10am		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WTIC-FM
3 WWYZ-FM	WHCN-FM	WDRG-AM
4 WRCO-AM	WHYZ-FM	WIOF-FM
5 WDRG-AM	WCCC-FM	WCCC-FM

M-F, 3-7pm		
1 WTIC-AM	WHYZ-FM	WTIC-FM
2 WWYZ-FM	WTIC-AM	WHCN-FM
3 WTIC-FM	WRCQ-AM	WIOF-FM
4 WDRG-AM	WCCC-FM	WTIC-AM
5 WHCN-FM	WDRG-AM	WRCQ-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 3266		
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WRCH-FM	WKSS-FM	WRCH-FM
3 WKSS-FM	WRCH-FM	WKSS-FM
4 WDRG-AM	WDRG-AM	WTIC-FM
5 WTIC-FM	WRCO-AM	WHYZ-FM

M-F, 6-10am		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WPOP-AM	WKSS-FM	WRCH-FM
5 WWYZ-FM	WRCQ-AM	WKSS-FM

M-F, 3-7pm		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WKSS-FM	WKSS-FM	WKSS-FM
3 WRCH-FM	WRCQ-AM	WRCH-FM
4 WTIC-FM	WDRG-AM	WHYZ-FM
5 WDRG-AM	WRCH-FM	WRCO-AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6916			
A/M '79	O/N '79	A/M '80	
1 WTIC-AM 3651	WTIC-AM 3395	WTIC-AM 3248	
2 WTIC-FM 1481	WTIC-FM 1358	WRCH-FM 1324	
3 WDRG-AM 1378	WDRG-AM 1325	WTIC-FM 1259	
4 WRCH-FM 1282	WRCH-FM 1294	WPOP-AM 1144	
5 WKSS-FM 1242	WKSS-FM 1211	WCCC-FM 1097	

M-F, 6-10am		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WRCH-FM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WRCH-FM	WTIC-FM	WPOP-AM
5 WHCN-FM	WKSS-FM	WCCC-FM

M-F, 3-7pm		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WTIC-FM	WDRG-AM	WRCH-FM
3 WRCH-FM	WKSS-FM	WTIC-FM
4 WDRG-AM	WTIC-FM	WPOP-AM
5 WKSS-FM	WRCH-FM	WCCC-FM

Teens M-S, 6am-Midnight POP(00): 872		
A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-FM	WHCN-FM
2 WHCN-FM	WCCC-FM	WTIC-FM
3 WDRG-AM	WAQY-FM	WCCC-FM

M-F, 6-10am		
1 WTIC-FM	WTIC-AM	WHCN-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WTIC-AM	WCCC-FM	WTIC-FM

M-F, 3-7pm		
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WCCC-FM	WHCN-FM	WHCN-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2386		
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WCCC-FM
2 WDRG-AM	WDRG-AM	WTIC-AM
3 WTIC-FM	WTIC-FM	WIOF-FM
4 WWYZ-FM	WHCN-FM	WHCN-FM
5 WRCO-AM	WCCC-FM	WTIC-FM

M-F, 6-10am		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WCCC-FM
3 WWYZ-FM	WTIC-FM	WIOF-FM
4 WTIC-FM	WHCN-FM	WTIC-FM
5 WRCQ-AM	WCCC-FM	WHCN-FM

M-F, 3-7pm		
1 WTIC-AM	WTIC-AM	WCCC-FM
2 WWYZ-FM	WDRG-AM	WHCN-FM
3 WDRG-AM	WDRG-AM	WIOF-FM
4 WTIC-FM	WHCN-FM	WHCN-FM
5 WCCC-FM	WTIC-FM	WTIC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3266		
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WKSS-FM	WRCH-FM
3 WTIC-FM	WDRG-AM	WPOP-AM
4 WRCH-FM	WRCH-FM	WDRG-AM
5 WKSS-FM	WRCO-AM	WRCO-AM

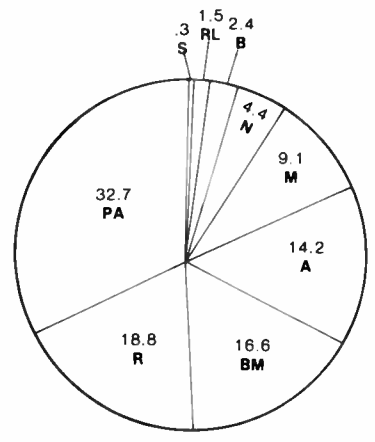
M-F, 6-10am		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WPOP-AM
3 WTIC-FM	WKSS-FM	WRCH-FM
4 WPOP-AM	WRCH-FM	WDRG-AM
5 WWYZ-FM	WRCQ-AM	WRCQ-AM

M-F, 3-7pm		
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WKSS-FM	WRCH-FM
3 WKSS-FM	WRCQ-AM	WPOP-AM
4 WTIC-FM	WDRG-AM	WRCO-AM
5 WRCH-FM	WRCH-FM	WKSS-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Honolulu

METRO RANK

52

## A/M '80 Market Overview

ESF hit Honolulu this survey, and its effects are evident in the outcome of the ratings sweep. Perennial leader **KSSK** (formerly **KGMB**) remained on top of the key sales demos, but **KPIG** surged to a solid 18-34 position, and may have gotten a boost from ESF.

**Arbitron** estimates that approximately 36% of Honolulu's metro homes are eligible for the ESF procedure, but came up with 46% of the in-tab coming back from homes not listed in the local directories. This figure will probably be adjusted downward in the next sweep or two, but in the meantime it could have given a boost to a youthful appeal station like **KPIG**. Last spring, for example **KPIG** had less than a 2 share 18-34, but this spring the station was tied for second (with **KIKI**) at just under 13. It will be worth watching future survey results to see if the ESF in-tab and **KPIG**'s numbers are both diminished. The big **KPIG** surge among men 18-24 could be subject to reverses if ESF's impact wanes.

Contemporary music leader **KIKI**, like **KPIG**, did little external advertising. The station gave away about \$5000 in a trivia call-in contest, but otherwise made no special effort for this book.

**KSSK** (**KS95**) used an extensive ad campaign, totally utilizing TV commercials to highlight the call letter change, which took place in early spring before the survey began. The station ended up with a 24 share among adults 25-54, and leads the 18-34's with a 15 share.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 6016

A/M '79	ON '79	A/M '80
1 KGMB-AM	10.7	16.3
2 KORL-AM	9.6	12.2
3 KPOI-AM	8.8	7.5
4 KKUA-AM	7.0	7.4
5 KUMU-FM	6.6	6.8
6 KULA-FM	5.8	5.7
7 KGU -AM	5.4	5.1
8 KHVH-AM	5.4	5.0
9 KQMQ-FM	4.8	4.7
10 KCCN-AM	4.7	4.6
11 KUMU-AM	4.5	4.3
12 KIKI-AM	4.4	3.1
13 KIOE-AM	4.0	2.6
14 KOHO-AM	3.1	2.5
15 KISA-AM	2.9	2.2
16 KDUK-FM	2.1	1.9
17 KZOO-AM	2.0	1.5
18 KKAI-FM	1.9	1.1
19 KPIG-FM	1.3	1.0
20 KAIM-AM	0.8	0.8
21 KAIM-FM	0.8	0.7
22	KAHU-AM	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6016

A/M '79	ON '79	A/M '80
1 KGMB-AM	97	161
2 KORL-AM	87	121
3 KPOI-AM	80	74
4 KKUA-AM	64	73
5 KUMU-FM	60	67

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KGMB-AM	KGMB-AM	KSSK-AM
2 KORL-AM	KIKI-AM	KIKI-AM
3 KPOI-AM	KHVH-AM	KORL-AM
4 KHVH-AM	KIOE-AM	KORL-AM
5 KKUA-AM	KKUA-AM	KUMU-FM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KSSK-AM
2 KKUA-AM	KGMB-AM	KIKI-AM
3 KPOI-AM	KUMU-FM	KORL-AM
4 KGU -AM	KKUA-AM	KPIG-FM
5 KGMB-AM	KORL-AM	KUMU-FM

Teens  
M-S, 6am-Midnight  
POP(00): 747

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KIKI-AM
2 KKUA-AM	KORL-AM	KORL-AM
3 KIKI-AM	KKUA-AM	KKUA-AM

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KORL-AM
2 KGMB-AM	KORL-AM	KIKI-AM
3 KIKI-AM	KGMB-AM	KSSK-AM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KIKI-AM
2 KIKI-AM	KORL-AM	KORL-AM
3 KKUA-AM	KGMB-AM	KSSK-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2593

A/M '79	ON '79	A/M '80
1 KPOI-AM	KIKI-AM	KSSK-AM
2 KORL-AM	KKUA-AM	KIKI-AM
3 KKUA-AM	KGMB-AM	KPIG-FM
4 KULA-FM	KPOI-AM	KKUA-AM
5 KQMQ-FM	KUMU-FM	KORL-AM

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KPOI-AM	KGMB-AM	KIKI-AM
2 KORL-AM	KIKI-AM	KSSK-AM
3 KGMB-AM	KKUA-AM	KKUA-AM
4 KKUA-AM	KPOI-AM	KORL-AM
5 KGU -AM	KGU -AM	KPIG-FM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KPOI-AM	KIKI-AM	KSSK-AM
2 KKUA-AM	KKUA-AM	KPIG-FM
3 KORL-AM	KPOI-AM	KIKI-AM
4 KULA-FM	KGMB-AM	KORL-AM
5 KQMQ-FM	KUMU-FM	KKUA-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2950

A/M '79	ON '79	A/M '80
1 KPOI-AM	KGMB-AM	KSSK-AM
2 KGMB-AM	KUMU-FM	KUMU-FM
3 KUMU-FM	KHVH-AM	KPOI-AM
4 KGU -AM	KPOI-AM	KCCN-AM
5 KHVH-AM	KGU -AM	KIKI-AM

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KGMB-AM	KGMB-AM	KSSK-AM
2 KPOI-AM	KGU -AM	KUMU-FM
3 KHVH-AM	KPOI-AM	KHVH-AM
4 KGU -AM	KIOE-AM	KIKI-AM
5 KUMU-FM	KHVH-AM	KPOI-AM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KPOI-AM	KGMB-AM	KSSK-AM
2 KGU -AM	KUMU-FM	KPOI-AM
3 KUMU-FM	KHVH-AM	KUMU-FM
4 KUMU-AM	KPOI-AM	KKUA-AM
5 KHVH-AM	KCCN-AM	KCCN-AM

Cume Persons Trends/Rankings  
Total 12+  
M-S, 6am-Midnight  
POP(00): 6016

A/M '79	ON '79	A/M '80
1 KGMB-AM	1797	2582
2 KORL-AM	1642	1642
3 KKUA-AM	1550	1602
4 KHVH-AM	1120	1529
5 KULA-FM	1027	1216

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KGMB-AM	XGMB-AM	KSSK-AM
2 KORL-AM	KIKI-AM	KIKI-AM
3 KHVH-AM	KKUA-AM	KORL-AM
4 KKUA-AM	KORL-AM	KKUA-AM
5 KPOI-AM	KHVH-AM	KHVH-AM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KORL-AM	KGMB-AM	KSSK-AM
2 KKUA-AM	KIKI-AM	KORL-AM
3 KULA-FM	KKUA-AM	KIKI-AM
4 KGMB-AM	KORL-AM	KKUA-AM
5 KCCN-AM	KHVH-AM	KPIG-FM

Teens  
M-S, 6am-Midnight  
POP(00): 747

A/M '79	ON '79	A/M '80
1 KORL-AM	KORL-AM	KIKI-AM
2 KKUA-AM	KIKI-AM	KORL-AM
3 KGMB-AM	KKUA-AM	KKUA-AM

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KORL-AM
2 KGMB-AM	KORL-AM	KIKI-AM
3 KIKI-AM	KGMB-AM	KKUA-AM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KORL-AM	KIKI-AM	KIKI-AM
2 KKUA-AM	KORL-AM	KORL-AM
3 KULA-FM	KGMB-AM	KSSK-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2593

A/M '79	ON '79	A/M '80
1 KKUA-AM	KKUA-AM	KSSK-AM
2 KORL-AM	KGMB-AM	KIKI-AM
3 KPOI-AM	KIKI-AM	KKUA-AM
4 KULA-FM	KORL-AM	KORL-AM
5 KGU -AM	KUL A-FM	KPIG-FM

M-F, 6-10am

A/M '79	ON '79	A/M '80
1 KORL-AM	KGMB-AM	KIKI-AM
2 KPOI-AM	KKUA-AM	KKUA-AM
3 KKUA-AM	KIKI-AM	KSSK-AM
4 KGU -AM	KPOI-AM	KORL-AM
5 KGMB-AM	KORL-AM	KPIG-FM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KORL-AM	KKUA-AM	KSSK-AM
2 KKUA-AM	KIKI-AM	KORL-AM
3 KPOI-AM	KGMB-AM	KKUA-AM
4 KULA-FM	KORL-AM	KIKI-AM
5 KGU -AM	KPOI-AM	KPIG-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2950

A/M '79	ON '79	A/M '80
1 KGMB-AM	KGMB-AM	KSSK-AM
2 KPOI-AM	KHVH-AM	KPOI-AM
3 KHVH-AM	KUMU-FM	KUMU-FM
4 KUMU-FM	KORL-AM	KIKI-AM
5 KGU -AM	KGU -AM	KKUA-AM

M-F, 6-10am

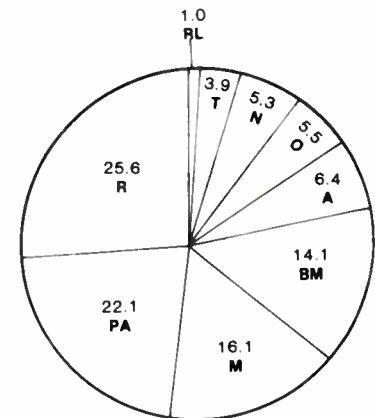
A/M '79	ON '79	A/M '80
1 KGMB-AM	KGMB-AM	KSSK-AM
2 KPOI-AM	KHVH-AM	KPOI-AM
3 KHVH-AM	KGU -AM	KKUA-AM
4 KGU -AM	KKUA-AM	KHVH-AM
5 KUMU-FM	KUMU-FM	KIKI-AM

M-F, 3-7pm

A/M '79	ON '79	A/M '80
1 KGU -AM	KGMB-AM	KSSK-AM
2 KPOI-AM	KHVH-AM	KPOI-AM
3 KHVH-AM	KPOI-AM	KKUA-AM
4 KUMU-FM	KUMU-FM	KCCN-AM
5 KGMB-AM	KCCN-AM	KIKI-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# Houston-Galveston

METRO RANK **9**

## A/M '80 Market Overview

The battle between KRLY and KMJQ was won by KRLY in the Spring book, not only for total audience but 18-34's as well. In persons 25-54, KIKK-FM's Country sound remained the favorite.

For the first time since it began airing a modified Contemporary Hit format, KRLY surpassed KMJQ and became the 18-34 leader. In fact, KMJQ's share in this demo was cut in half between the Winter book and the Spring survey. KRLY had a 12 share 18-34, while KMJQ was under 7. Actually, KIKK-FM is number two in the young adult demo. KRLY did nothing out of the ordinary for this survey; advertising in newspapers and on busboards, and giving away a pound of gold on-air.

Other contemporary stations had good books this sweep. KRBE and KAUM (now KSRR) each ended up with about a 6 share 18-34, substantial increases for both. Both stations saw increases in both genders, as opposed to any specific cell concentration. KRBE spent all of its ad dollars on billboards, while KSRR put most of its money into TV. On-air, KSRR had a free-money contest, giving away prizes of \$1000 up to \$10,000 for people who called in when they heard a specific song. The station also changed GM's at the time of the survey, and the new management decided to go commercial-free at night during the latter part of the sweep. KRBE featured a "License To Win" contest, tied in with McDonald's, in which the grand prize was \$10,400. Musically, the stations were in transition — KSRR going harder to attract more males, KRBE looking for a broader appeal, playing the full spectrum of contemporary hits.

KIKK-FM has more than 10% of the 25-54 audience, compared to over 8% for runner-up Beautiful Music KYND. KIKK-FM advertised for this survey using all its dollars for billboards.

KYND's advertising consisted of TV and billboards, and the station sponsored local artists and gave away tickets to Broadway shows. There was a personnel shift, with the morning personality going to afternoons, and vice versa. KYND features the Schulke format.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight POP(00): 23395				
A/M '79	ON '79	JF '80	A/M '80	
1 KMJQ-FM	11.8	KMJO-FM	8.0	KRLY-FM (A) 9.1
2 KYND-FM	8.4	KYND-FM	7.2	KIKK-FM (C) 8.6
3 KPRC-FM	7.4	KIKK-FM	6.6	KPRC-FM (B) 7.0
4 KTRH-FM	7.0	KRLY-FM	6.4	KYND-FM (D) 6.7
5 KRBE-FM	6.6	KTRH-FM	5.9	KRBE-FM (E) 5.3
6 KIKK-FM	5.3	KPRC-FM	5.7	KMJO-FM (F) 5.1
7 KILT-AM	4.6	KLOL-FM	5.4	KLOL-FM (A) 4.9
8 KQUE-FM	4.4	KRBE-FM	4.5	KAUM-FM (B) 4.7
9 KAUM-FM	4.0	KENR-AM	4.4	KILT-FM (A) 4.6
10 KEYH-AM	4.0	KQUE-FM	4.2	KTRH-AM (B) 4.3
11 KILT-FM	3.9	KODA-FM	3.9	KILT-AM (B) 4.2
12 KRLY-FM	3.7	KILT-AM	3.8	KLAT-AM (B) 4.1
13 KENR-AM	3.6	KAUM-FM	3.7	KENR-AM (C) 3.3
14 KLOL-FM	3.5	KPMK-FM	3.0	KLAT-AM (B) 3.1
15 KODA-FM	2.9	KILT-FM	3.0	KULF-AM (B) 2.9
16 KULF-AM	2.8	KLAT-AM	2.7	KOUF-FM (PA) 2.8
17 KYOK-AM	1.5	KULF-AM	2.5	KPMK-FM (B) 1.9
18 KNUZ-AM	1.5	KEYH-AM	2.3	KLFF-FM (CL) 1.9
19 KCOH-AM	1.4	KLFF-FM	1.6	KIKK-AM (C) 1.8
20 KLVL-AM	1.3	KNUZ-AM	1.4	KNUZ-AM (C) 1.5
21 KIKK-AM	1.1	KIKK-AM	1.3	KEYH-AM (B) 1.2
22 KPMK-FM	1.0	KYOK-AM	1.3	KXYZ-AM (B) 0.9
23 KLFF-FM	0.9	KHCB-FM	1.1	KYOK-AM (B) 0.8
24 KHCB-FM	0.9	KXYZ-AM	1.1	KCOH-AM (B) 0.8
25 KODA-AM	0.8	KCOH-AM	1.0	KLVL-AM (B) 0.7
26 KXYZ-AM	0.6	KLVL-AM	0.8	KHCB-FM (B) 0.6
		KFRD-AM	0.6	KFRD-AM (B) 0.5
		WTAW-FM	0.5	KIKK-AM 0.5
		KMVC-FM	0.5	KLVI-AM 0.4

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 23395				
A/M '79	ON '79	JF '80	A/M '80	
1 KMJO-FM	437	KMJO-FM	302	KRLY-FM 375
2 KYND-FM	313	KYND-FM	273	KIKK-FM 330
3 KPRC-AM	273	KIKK-FM	252	KPRC-AM 269
4 KTRH-AM	258	KRLY-FM	244	KYND-FM 256
5 KRBE-FM	244	KTRH-AM	224	KRBE-FM 203
6 KIKK-FM	195	KPRC-AM	216	KMJO-FM 197
7 KILT-AM	169	KLOL-FM	204	KLOL-FM 188
8 KQUE-FM	162	KRBE-FM	171	KAUM-FM 181
9 KAUM-FM	150	KENR-AM	168	KILT-FM 177
10 KEYH-AM	150	KQUE-FM	161	KTRH-AM 165

M-F, 6-10am				
A/M '79	ON '79	JF '80	A/M '80	
1 KTRH-AM	KTRH-AM	KTRH-AM	KIKK-FM	KIKK-FM
2 KPRC-AM	KPRC-AM	KPRC-AM	KPRC-AM	KPRC-AM
3 KMJO-FM	KIKK-FM	KPRC-AM	KPRC-AM	KPRC-AM
4 KILT-AM	KYND-FM	KRLY-FM	KYND-FM	KYND-FM
5 KYND-FM	KMJO-FM	KMJO-FM	KTRH-AM	KTRH-AM
6 KRBE-FM	KILT-AM	KENR-AM	KILT-FM	KILT-FM
7 KIKK-FM	KILT-AM	KILT-AM	KILT-AM	KILT-AM
8 KILT-FM	KQUE-FM	KYND-FM	KULF-AM	KULF-AM
9 KQUE-FM	KILT-FM	KMJO-FM	KILT-FM	KILT-FM
10 KENR-AM	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 23395				
A/M '79	ON '79	JF '80	A/M '80	
1 KRBE-FM	4470	KILT-AM	3775	KRLY-FM 4106
2 KILT-AM	3812	KIKK-FM	3735	KIKK-FM 3850
3 KMJO-FM	3571	KTRH-AM	3621	KILT-AM 3399
4 KYND-FM	3508	KMJO-FM	3471	KMJO-FM 3222
5 KPRC-AM	3353	KYND-FM	3409	KRBE-FM 3188
6 KTRH-AM	3268	KRLY-FM	3348	KPRC-AM 3173
7 KIKK-FM	2787	KPRC-AM	3330	KYND-FM 3138
8 KAUM-FM	2697	KRBE-FM	3255	KTRH-AM 3075
9 KILT-FM	2527	KAUM-FM	2992	KILT-AM 2600
10 KULF-AM	2376	KENR-AM	2655	KAUM-FM 2499

M-F, 3-7pm			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KMJO-FM	KRLY-FM	KRLY-FM
2 KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
3 KRBE-FM	KRLY-FM	KMJO-FM	KYND-FM
4 KTRH-AM	KYND-FM	KPRC-AM	KRBE-FM
5 KIKK-FM	KPRC-AM	KYND-FM	KAUM-FM
6 KPRC-AM	KLOL-FM	KTRH-AM	KPRC-AM
7 KLOL-FM	KRBE-FM	KLOL-FM	KMJO-FM
8 KILT-AM	KTRH-AM	KENR-AM	KILT-AM
9 KAUM-FM	KAUM-FM	KRBE-FM	KLOL-FM
10 KENR-AM	KENR-AM	KODA-FM	KODA-FM

Teens M-S, 6am-Midnight POP(00): 3127			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2 KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
3 KAUM-FM	KMJO-FM	KAUM-FM	KLOL-FM

M-F, 6-10am			
A/M '79	ON '79	JF '80	A/M '80
1 KRBE-FM	KRBE-FM	KRLY-FM	KRLY-FM
2 KMJQ-FM	KILT-AM	KRBE-FM	KRBE-FM
3 KAUM-FM	KAUM-FM	KAUM-FM	KIKK-FM

M-F, 3-7pm			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2 KRBE-FM	KMJO-FM	KRBE-FM	KRBE-FM
3 KAUM-FM	KRBE-FM	KAUM-FM	KAUM-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 9362			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KMJO-FM	KMJO-FM	KRLY-FM
2 KRBE-FM	KLOL-FM	KRLY-FM	KIKK-FM
3 KILT-AM	KIKK-FM	KLOL-FM	KILT-FM
4 KYND-FM	KRLY-FM	KIKK-FM	KLOL-FM
5 KLOL-FM	KRBE-FM	KILT-FM	KMJO-FM
6 KRLY-FM	KILT-FM	KLAT-AM	KRBE-FM
7 KEYH-AM	KILT-AM	KILT-AM	KAUM-FM
8 KIKK-FM	KAUM-FM	KRBE-FM	KILT-AM
9 KILT-AM	KPMK-FM	KULF-AM	KYND-FM
10 KAUM-FM	KLAT-AM	KEYH-AM	KLAT-AM

M-F, 6-10am			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KIKK-FM	KMJO-FM	KIKK-FM
2 KILT-AM	KMJO-FM	KRLY-FM	KRLY-FM
3 KILT-AM	KILT-FM	KIKK-FM	KILT-FM
4 KRBE-FM	KLOL-FM	KILT-FM	KILT-AM
5 KIKK-FM	KILT-AM	KLOL-FM	KMJO-FM
6 KYND-FM	KRLY-FM	KULF-AM	KULF-AM
7 KLOL-FM	KAUM-FM	KILT-AM	KRBE-FM
8 KRLY-FM	KRBE-FM	KRBE-FM	KLOL-FM
9 KEYH-AM	KPMK-FM	KLAT-AM	KAUM-FM
10 KAUM-FM	KLAT-AM	KAUM-FM	KYND-FM

M-F, 3-7pm			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KIKK-FM	KMJO-FM	KRLY-FM
2 KRBE-FM	KMJO-FM	KRLY-FM	KIKK-FM
3 KLOL-FM	KLOL-FM	KIKK-FM	KAUM-FM
4 KILT-AM	KRLY-FM	KLOL-FM	KMJO-FM
5 KYND-FM	KAUM-FM	KILT-FM	KILT-FM
6 KAUM-FM	KRBE-FM	KILT-AM	KRBE-FM
7 KEYH-AM	KPMK-FM	KULF-AM	KLOL-FM
8 KIKK-FM	KILT-AM	KRBE-FM	KILT-AM
9 KILT-AM	KILT-FM	KAUM-FM	KULF-AM
10 KRLY-FM	KULF-AM	KPMK-FM	KLAT-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 12033			
A/M '79	ON '79	JF '80	A/M '80
1 KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
2 KMJO-FM	KMJO-FM	KMJO-FM	KYND-FM
3 KIKK-FM	KYND-FM	KYND-FM	KPRC-AM
4 KQUE-FM	KTRH-AM	KRLY-FM	KRLY-FM
5 KTRH-AM	KQUE-FM	KENR-AM	KMJO-FM
6 KENR-AM	KPRC-AM	KODA-FM	KODA-FM
7 KPRC-AM	KODA-FM	KILT-AM	KILT-AM
8 KEYH-AM	KENR-AM	KPRC-AM	KAUM-FM
9 KODA-FM	KILT-AM	KULF-AM	KQUE-FM
10 KILT-AM	KLOL-FM	KQUE-FM	KILT-FM

M-F, 6-10am			
A/M '79	ON '79	JF '80	A/M '80
1 KTRH-AM	KIKK-FM	KIKK-FM	KIKK-FM
2 KYND-FM	KTRH-AM	KMJO-FM	KYND-FM
3 KILT-AM	KPRC-AM	KTRH-AM	KPRC-AM
4 KMJO-FM	KYND-FM	KENR-AM	KRLY-FM
5 KIKK-FM	KMJO-FM	KPRC-AM	KULF-AM
6 KILT-AM	KILT-AM	KILT-AM	KILT-AM
7 KQUE-FM	KQUE-FM	KULF-AM	KILT-FM
8 KENR-AM	KENR-AM	KYND-FM	KTRH-AM
9 KPRC-AM	KODA-FM	KRLY-FM	KMJO-FM
10 KRBE-FM	KILT-FM	KILT-FM	KENR-AM

M-F, 3-7pm			
A/M '79	ON '79	JF '80	A/M '80
1 KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
2 KYND-FM	KMJO-FM	KMJO-FM	KYND-FM
3 KIKK-FM	KYND-FM	KYND-FM	KRLY-FM
4 KENR-AM	KPRC-AM	KRLY-FM	KPRC-AM
5 KTRH-AM	KODA-FM	KENR-AM	KMJO-FM
6 KQUE-FM	KQUE-FM	KPRC-AM	KODA-FM
7 KODA-FM	KTRH-AM	KQUE-FM	KAUM-FM
8 KILT-AM	KLOL-FM	KILT-AM	KULF-AM
9 KEYH-AM	KILT-AM	KODA-FM	KENR-AM
10 KRBE-FM	KENR-AM	KULF-AM	KILT-AM

# Houston-Galveston

Continued

**M-F, 6-10am**

1	KTRH-AM	KIKK-FM	KRLY-FM	KIKK-FM
2	KILT-AM	KTRH-AM	KRLY-FM	KRLY-FM
3	KRBE-FM	KPRC-AM	KPRC-AM	KPRC-AM
4	KMJQ-FM	KILT-AM	KIKK-FM	KRBE-FM
5	KPRC-AM	KMJQ-FM	KILT-AM	KYND-FM
6	KYND-FM	KYND-FM	KMJQ-FM	KILT-AM
7	KILT-FM	KRBE-FM	KRBE-FM	KAUM-FM
8	KIKK-FM	KAUM-FM	KYND-FM	KTRH-AM
9	KAUM-FM	KILT-FM	KULF-AM	KILT-FM
10	KENR-AM	KODA-FM	KENR-AM	KULF-AM

**M-F, 3-7pm**

1	KRBE-FM	KMJQ-FM	KRLY-FM	KRLY-FM
2	KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
3	KYND-FM	KRBE-FM	KMJQ-FM	KAUM-FM
4	KILT-AM	KPRC-AM	KRBE-FM	KRBE-FM
5	KAUM-FM	KYND-FM	KPRC-AM	KPRC-AM
6	KIKK-FM	KRLY-FM	KILT-AM	KYND-FM
7	KPRC-AM	KAUM-FM	KYND-FM	KLLOL-FM
8	KTRH-AM	KILT-AM	KLLOL-FM	KILT-AM
9	KULF-AM	KLLOL-FM	KAUM-FM	KODA-FM
10	KILT-AM	KTRH-AM	KILT-AM	KMJQ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 3127

A/M '79	O/N '79	J/F '80	A/M '80
1	KRBE-FM	KRBE-FM	KRLY-FM
2	KAUM-FM	KRLY-FM	KRBE-FM
3	KILT-AM	KAUM-FM	KAUM-FM

**M-F, 6-10am**

1	KRBE-FM	KRBE-FM	KRLY-FM	KRLY-FM
2	KMJQ-FM	KILT-AM	KRBE-FM	KRBE-FM
3	KAUM-FM	KAUM-FM	KAUM-FM	KAUM-FM

**M-F, 3-7pm**

1	KRBE-FM	KRBE-FM	KRLY-FM	KRBE-FM
2	KAUM-FM	KAUM-FM	KRBE-FM	KRBE-FM
3	KMJQ-FM	KRLY-FM	KAUM-FM	KAUM-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 9362

A/M '79	O/N '79	J/F '80	A/M '80
1	KRBE-FM	KMJQ-FM	KRLY-FM
2	KILT-AM	KILT-AM	KMJQ-FM
3	KMJQ-FM	KRLY-FM	KAUM-FM
4	KILT-AM	KIKK-FM	KIKK-FM
5	KLLOL-FM	KLLOL-FM	KILT-AM
6	KIKK-FM	KAUM-FM	KLLOL-FM
7	KAUM-FM	KILT-AM	KRBE-FM
8	KRLY-FM	KRBE-FM	KULF-AM
9	KULF-AM	KFMK-FM	KAUM-FM
10	KYND-FM	KULF-AM	KFMK-FM

**M-F, 6-10am**

1	KILT-AM	KIKK-FM	KRLY-FM	KIKK-FM
2	KILT-AM	KMJQ-FM	KMJQ-FM	KILT-AM
3	KMJQ-FM	KILT-AM	KIKK-FM	KRLY-FM
4	KRBE-FM	KILT-AM	KILT-AM	KILT-AM
5	KLLOL-FM	KLLOL-FM	KILT-AM	KRBE-FM
6	KIKK-FM	KAUM-FM	KLLOL-FM	KLLOL-FM
7	KAUM-FM	KRBE-FM	KULF-AM	KAUM-FM
8	KULF-AM	KRBE-FM	KRBE-FM	KMJQ-FM
9	KRLY-FM	KULF-AM	KAUM-FM	KULF-AM
10	KYND-FM	KFMK-FM	KFMK-FM	KFMK-FM

**M-F, 3-7pm**

1	KMJQ-FM	KMJQ-FM	KRLY-FM	KRLY-FM
2	KRBE-FM	KIKK-FM	KAUM-FM	KAUM-FM
3	KILT-AM	KLLOL-FM	KLLOL-FM	KIKK-FM
4	KLLOL-FM	KAUM-FM	KILT-AM	KRBE-FM
5	KAUM-FM	KRBE-FM	KIKK-FM	KLLOL-FM
6	KILT-AM	KILT-AM	KILT-AM	KILT-AM
7	KIKK-FM	KILT-AM	KRBE-FM	KILT-AM
8	KULF-AM	KRLY-FM	KULF-AM	KMJQ-FM
9	KRLY-FM	KFMK-FM	KAUM-FM	KULF-AM
10	KYND-FM	KULF-AM	KENR-AM	KFMK-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 12033

A/M '79	O/N '79	J/F '80	A/M '80
1	KYND-FM	KIKK-FM	KIKK-FM
2	KMJQ-FM	KYND-FM	KPRC-AM
3	KILT-AM	KTRH-AM	KYND-FM
4	KIKK-FM	KPRC-AM	KMJQ-FM
5	KTRH-AM	KILT-AM	KPRC-AM
6	KRBE-FM	KMJQ-FM	KRLY-FM
7	KPRC-AM	KENR-AM	KENR-AM
8	KENR-AM	KODA-FM	KULF-AM
9	KILT-AM	KAUM-FM	KTRH-AM
10	KODA-FM	KRBE-FM	KODA-FM

**M-F, 6-10am**

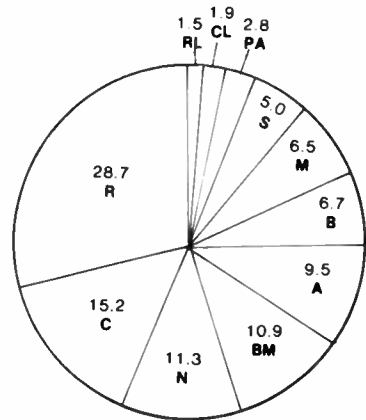
1	KTRH-AM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KPRC-AM	KPRC-AM	KPRC-AM
3	KILT-AM	KTRH-AM	KILT-AM	KYND-FM
4	KMJQ-FM	KMJQ-FM	KTRH-AM	KILT-AM
5	KIKK-FM	KILT-AM	KYND-FM	KULF-AM
6	KRBE-FM	KYND-FM	KMJQ-FM	KTRH-AM
7	KENR-AM	KODA-FM	KULF-AM	KRBE-FM
8	KPRC-AM	KENR-AM	KENR-AM	KRLY-FM
9	KILT-AM	KULF-AM	KRLY-FM	KMJQ-FM
10	KQUE-FM	KILT-AM	KODA-FM	KODA-FM

**M-F, 3-7pm**

1	KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KMJQ-FM	KMJQ-FM	KPRC-AM
3	KIKK-FM	KPRC-AM	KYND-FM	KYND-FM
4	KRBE-FM	KYND-FM	KENR-AM	KRLY-FM
5	KTRH-AM	KTRH-AM	KPRC-AM	KODA-FM
6	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
7	KENR-AM	KODA-FM	KRLY-FM	KULF-AM
8	KPRC-AM	KENR-AM	KULF-AM	KILT-AM
9	KULF-AM	KULF-AM	KODA-FM	KTRH-AM
10	KODA-FM	KAUM-FM	KRBE-FM	KRBE-FM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Dallas-Ft. Worth

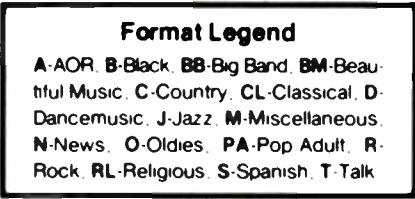
Continued from Page 80

**M-F, 3-7pm**

1	KRLD-AM	KVIL-FM	KVIL-FM
2	KVIL-FM	KSCS-FM	KSCS-FM
3	WBAP-AM	KRLD-AM	KRLD-AM
4	KSCS-FM	WBAP-AM	WBAP-AM
5	KOAX-FM	KMEZ-FM	KOAX-FM
6	KMEZ-FM	KBOX-AM	KMEZ-FM
7	KBOX-AM	KKDA-FM	KKDA-FM
8	KLIF-AM	KNCC-FM	KNCC-FM
9	KKDA-FM	KNUS-FM	KNUS-FM
10	KTXO-FM	KOAX-FM	WFAA-AM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Huntington-Ashland

METRO RANK **112**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 2485

A/M '79	O/N '79	A/M '80			
1 WGNT-AM	16.3	WKFE-FM	17.2	WKFE-FM(R)	19.9
2 WTCR-AM	15.4	WGNT-AM	16.9	WTCR-AM(C)	15.3
3 WKFE-FM	15.1	WTCR-AM	15.3	WHEZ-FM(BB)	11.6
4 WAMX-FM	13.1	WHEZ-FM	11.7	WGNT-AM(PA)	11.0
5 WHEZ-FM	11.1	WAMX-FM	8.6	WAMX-FM(R)	9.0
6 WIRO-AM	4.6	WKFE-AM	7.1	WHTN-AM(C)	8.1
7 WKFE-AM	4.0	WEMM-FM	4.3	WIRO-AM(PA)	4.3
8 WNST-AM	3.7	WITO-FM	2.5	WEMM-FM(RL)	3.8
9 WEMM-FM	2.6	WNST-AM	2.5	WCMJ-AM(R)	3.2
10 WCMJ-AM	1.4	WIRO-AM	2.1	WPAV-FM(RL)	1.7
11 WITO-FM	1.4	WCMJ-AM	1.8	WCAK-FM(PA)	1.2
12 WKSD-AM	1.1	WQBE-FM	1.5	WKLC-FM(A)	1.2
13 WQBE-FM	0.9			WNST-AM(C)	0.6
14 WPAV-FM	0.9			WKSD-AM(R)	0.6
15 WPAV-AM	0.9			WPAV-AM(C)	0.6
16 WCAK-FM	0.6				
17 WVAF-FM	0.6				

## Average Persons Trends/Rankings

**Total 12+ M-S, 6am-Midnight**  
POP(00): 2485

A/M '79	O/N '79	A/M '80			
1 WGNT-AM	57	WKFE-FM	56	WKFE-FM	69
2 WTCR-AM	54	WGNT-AM	56	WTCR-AM	53
3 WKFE-FM	53	WTCR-AM	50	WHEZ-FM	40
4 WAMX-FM	46	WHEZ-FM	38	WGNT-AM	38
5 WHEZ-FM	39	WAMX-FM	28	WAMX-FM	31

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WGNT-AM		WKFE-FM
2 WKFE-FM		WGNT-AM
3 WAMX-FM		WKFE-FM
4 WTCR-AM		WHEZ-FM
5 WHEZ-FM		WAMX-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WTCR-AM		WGNT-AM
3 WHEZ-FM		WHEZ-FM
4 WAMX-FM		WAMX-FM
5 WGNT-AM		WTCR-AM

**Teens M-S, 6am-Midnight**  
POP(00): 306

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WKFE-AM		WKFE-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WGNT-AM		WGNT-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WKFE-AM		WHTN-AM

**Adults 18-34 M-S, 6am-Midnight**  
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WAMX-FM		WTCR-AM
3 WTCR-AM		WGNT-AM
4 WGNT-AM		WKFE-AM
5 WKFE-AM		WAMX-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WGNT-AM
2 WAMX-FM		WKFE-FM
3 WGNT-AM		WTCR-AM
4 WTCR-AM		WKFE-AM
5 WIRO-AM		WAMX-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WAMX-FM		WKFE-AM
3 WTCR-AM		WAMX-FM
4 WKFE-AM		WGNT-AM
5 WGNT-AM		WTCR-AM

**Adults 25-54 M-S, 6am-Midnight**  
POP(00): 1166

A/M '79	O/N '79	A/M '80
1 WTCR-AM		WTCR-AM
2 WGNT-AM		WGNT-AM
3 WHEZ-FM		WHEZ-FM
4 WKFE-FM		WKFE-FM
5 WAMX-FM		WKFE-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WGNT-AM		WGNT-AM
2 WTCR-AM		WTCR-AM
3 WKFE-FM		WHEZ-FM
4 WAMX-FM		WIRO-AM
5 WHEZ-FM		WKFE-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WTCR-AM		WGNT-AM
2 WHEZ-FM		WTCR-AM
3 WGNT-AM		WKFE-FM
4 WKFE-FM		WHEZ-FM
5 WAMX-FM		WAMX-FM

## Cume Persons Trends/Rankings

**Total 12+ M-S, 6am-Midnight**  
POP(00): 2485

A/M '79	O/N '79	A/M '80	
1 WGNT-AM	770	WKFE-FM	815
2 WKFE-FM	745	WTCR-AM	704
3 WAMX-FM	692	WTCR-AM	589
4 WTCR-AM	520	WAMX-FM	513
5 WHEZ-FM	469	WHTN-AM	486

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WGNT-AM		WKFE-FM
2 WAMX-FM		WGNT-AM
3 WKFE-FM		WTCR-AM
4 WTCR-AM		WHEZ-FM
5 WHEZ-FM		WAMX-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WGNT-AM		WGNT-AM
3 WAMX-FM		WGNT-AM
4 WTCR-AM		WTCR-AM
5 WHEZ-FM		WHTN-AM

**Teens M-S, 6am-Midnight**  
POP(00): 306

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WKFE-AM		WKFE-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WGNT-AM		WHTN-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WAMX-FM
3 WKFE-AM		WKFE-AM

**Adults 18-34 M-S, 6am-Midnight**  
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WAMX-FM		WHTN-AM
3 WKFE-AM		WAMX-FM
4 WGNT-AM		WKFE-AM
5 WTCR-AM		WGNT-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WAMX-FM		WKFE-FM
2 WKFE-FM		WHTN-AM
3 WGNT-AM		WKFE-AM
4 WTCR-AM		WTCR-AM
5 WKFE-AM		WAMX-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKFE-FM		WKFE-FM
2 WAMX-FM		WAMX-FM
3 WKFE-AM		WHTN-AM
4 WGNT-AM		WGNT-AM
5 WTCR-AM		WTCR-AM

**Adults 25-54 M-S, 6am-Midnight**  
POP(00): 1166

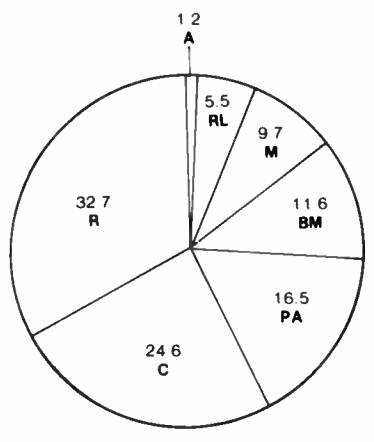
A/M '79	O/N '79	A/M '80
1 WGNT-AM		WGNT-AM
2 WTCR-AM		WTCR-AM
3 WKFE-FM		WKFE-FM
4 WHEZ-FM		WHEZ-FM
5 WAMX-FM		WHTN-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WGNT-AM		WGNT-AM
2 WTCR-AM		WTCR-AM
3 WKFE-FM		WHEZ-FM
4 WKFE-FM		WKFE-FM
5 WAMX-FM		WHTN-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WTCR-AM		WTCR-AM
2 WGNT-AM		WKFE-FM
3 WKFE-FM		WHEZ-FM
4 WHEZ-FM		WKFE-FM
5 WKFE-AM		WHTN-AM



**Format Legend**  
**A** AOR **B** Black **BB** Big Band **BM** Beautiful Music **C** Country **CL** Classical **D** Dancemusic **J** Jazz **M** Miscellaneous **N** News **O** Oldies **PA** Pop Adult **R** Rock **RL** Religious **S** Spanish **T** Talk

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## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2,432

A/M '78	A/M '79	A/M '80
1 WAAY-AM	15.2	15.8
2 WBHP-AM	12.7	11.9
3 WOEN-FM	8.2	9.8
4 WVOV-AM	7.3	7.7
5 WRSA-FM	7.0	6.0
6 WJMW-AM	6.4	5.6
7 WTXW-FM	4.8	4.6
8 WEUP-AM	3.6	4.2
9 WFIK-AM	3.3	4.2
10 WAHR-FM	3.0	3.5
11 WRAB-AM	3.0	3.5
12 WNSA-FM	3.0	2.5
13 WGSV-AM	1.5	1.8
14 WKAC-AM	1.5	1.8
15 WAAX-AM	1.2	1.4
16 WSM-AM	0.9	1.4
17 WOLT-FM	0.9	1.1
18 WSLV-AM	0.9	0.7
19 WQSB-FM	0.6	0.7
20 WSLV-AM	0.7	0.7

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2,432

A/M '78	A/M '79	A/M '80
1 WAAY-AM	50	45
2 WBHP-AM	42	34
3 WOEN-FM	27	28
4 WVOV-AM	24	22
5 WRSA-FM	23	17

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WBHP-AM
2 WBHP-AM	WBHP-AM	WAAY-AM
3 WJMW-AM	WZYP-FM	WZYP-FM
4 WOEN-FM	WFIK-AM	WAHR-FM
5 WFIK-AM	WRSA-FM	WQEN-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WZYP-FM	WBHP-AM
3 WVOV-AM	WOEN-FM	WZYP-FM
4 WRSA-FM	WBHP-AM	WAHR-FM
5 WQEN-FM	WFIK-AM	WQEN-FM

Teens

M-S, 6am-Midnight

POP(00): 325

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WQEN-FM	WAAY-AM
2 WQEN-FM	WAAY-AM	WAHR-FM
3 WVOV-AM	WZYP-FM	WOEN-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WQEN-FM	WQEN-FM	WAHR-FM
3 WVOV-AM	WZYP-FM	WQEN-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WOEN-FM	WAAY-AM
2 WQEN-FM	WAAY-AM	WAHR-FM
3 WVOV-AM	WZYP-FM	WOEN-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 969

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WZYP-FM
2 WVOV-AM	WZYP-FM	WAAY-AM
3 WQEN-FM	WBHP-AM	WAHR-FM
4 WBHP-AM	WAHR-FM	WBHP-AM
5 WTXW-FM	WVOV-AM	WQEN-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WOEN-FM	WZYP-FM	WZYP-FM
3 WTXW-FM	WBHP-AM	WBHP-AM
4 WBHP-AM	WVOV-AM	WAHR-FM
5 WVOV-AM	WAHR-FM	WQEN-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WZYP-FM	WZYP-FM
3 WVOV-AM	WAHR-FM	WAHR-FM
4 WTXW-FM	WBHP-AM	WQEN-FM
5 WAHR-FM	WEUP-AM	WBHP-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1268

A/M '78	A/M '79	A/M '80
1 WBHP-AM	WAAY-AM	WBHP-AM
2 WAAY-AM	WBHP-AM	WZYP-FM
3 WRSA-FM	WZYP-FM	WAAY-AM
4 WJMW-AM	WRSA-FM	WAHR-FM
5 WTXW-FM	WFIK-AM	WTXW-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WBHP-AM	WBHP-AM
2 WBHP-AM	WAAY-AM	WAAY-AM
3 WJMW-AM	WZYP-FM	WZYP-FM
4 WRSA-FM	WFIK-AM	WTXW-FM
5 WTXW-FM	WRSA-FM	WAHR-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WBHP-AM
2 WBHP-AM	WBHP-AM	WZYP-FM
3 WRSA-FM	WFIK-AM	WAAY-AM
4 WTXW-FM	WZYP-FM	WAHR-FM
5 WJMW-AM	WQEN-FM	WFIK-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2,432

A/M '78	A/M '79	A/M '80
1 WAAY-AM	811	797
2 WBHP-AM	568	544
3 WVOV-AM	439	453
4 WRSA-FM	377	305
5 WFIK-AM	290	253

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WBHP-AM	WBHP-AM
3 WVOV-AM	WZYP-FM	WAHR-FM
4 WFIK-AM	WFIK-AM	WZYP-FM
5 WRSA-FM	WEUP-AM	WFIK-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WBHP-AM	WBHP-AM
3 WVOV-AM	WZYP-FM	WZYP-FM
4 WRSA-FM	WOEN-FM	WAHR-FM
5 WQEN-FM	WAHR-FM	WEUP-AM

Teens

M-S, 6am-Midnight

POP(00): 325

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WVOV-AM	WZYP-FM	WZYP-FM
3 WOEN-FM	WQEN-FM	WAHR-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WVOV-AM	WQEN-FM	WAHR-FM
3 WOEN-FM	WZYP-FM	WZYP-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WVOV-AM	WQEN-FM	WAHR-FM
3 WOEN-FM	WZYP-FM	WZYP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 969

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WVOV-AM	WZYP-FM	WZYP-FM
3 WBHP-AM	WBHP-AM	WAHR-FM
4 WQEN-FM	WAHR-FM	WBHP-AM
5 WAHR-FM	WEUP-AM	WQEN-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WZYP-FM	WZYP-FM
3 WVOV-AM	WBHP-AM	WAHR-FM
4 WQEN-FM	WAHR-FM	WBHP-AM
5 WAHR-FM	WEUP-AM	WFIK-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WZYP-FM	WZYP-FM
3 WVOV-AM	WBHP-AM	WAHR-FM
4 WQEN-FM	WAHR-FM	WBHP-AM
5 WTXW-FM	WQEN-FM	WFIK-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1268

A/M '78	A/M '79	A/M '80
1 WAAY-AM	WAAY-AM	WBHP-AM
2 WBHP-AM	WBHP-AM	WAAY-AM
3 WRSA-FM	WZYP-FM	WZYP-FM
4 WFIK-AM	WFIK-AM	WFIK-AM
5 WRSA-FM	WRSA-FM	WAHR-FM

M-F, 6-10am

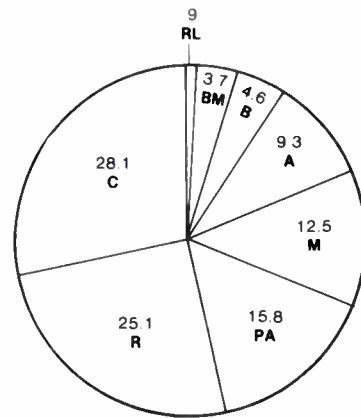
1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WBHP-AM	WBHP-AM
3 WRSA-FM	WFIK-AM	WZYP-FM
4 WFIK-AM	WZYP-FM	WFIK-AM
5 WJMW-AM	WEUP-AM	WAHR-FM

M-F, 3-7pm

1 WAAY-AM	WAAY-AM	WAAY-AM
2 WBHP-AM	WBHP-AM	WBHP-AM
3 WRSA-FM	WZYP-FM	WZYP-FM
4 WFIK-AM	WFIK-AM	WAHR-FM
5 WTXW-FM	WQEN-FM	WFIK-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Indianapolis

METRO RANK

33

## A/M '80 Market Overview

The Indianapolis market has been going through Arbitron changes for the past year, and this book was no exception. Last spring the market adopted Quarterly Measurement, and the fall book last year featured ESF for the first time. This spring survey marked the first time ESF had been used at this time of year. Perhaps as a result, ESF's impact on the in-tab was up slightly, from 25% of the metro returns to approximately 34%. Diary return overall was down about 20%, magnifying the ESF impact.

Even with a hint of instability in the diary return, the top two stations in the market remained in place, Pop/Adult **WIBC** and Beautiful Music **WXTZ**. The real mover was **HefTel's WIKS**, which continued to evolve from Dancemusic to a more contemporary sound.

In the race for the 18-34 lead, **WNAP** won, followed closely by **WIKS**, **WFBQ** and **WTLC**. **WNAP's** share of the 18-34 cell slipped but gained the lead

after **WFBQ** dropped by approximately 25%. **WFBQ's** problems may have been related to a complete staff turnover prior to the book. As it is, **WFBQ**, with its **Superstars** format, remained king among men 18-24.

**WIKS** spent a great deal of money in the fall, picking up significant audience. This sweep the station repositioned itself, became the top teen station (with a 33 share), and added five points to its 18-34 share. There were extensive staff changes on-air, a smaller ad budget was used for promotion, and small giveaways were used on-air. **WIKS** ended up with just under a 13 share of the 18-34 audience.

Virtually tied with **WIKS** were **WFBQ** and **WTLC**. Black-formatted **WTLC** maintained its usual low advertising profile but rose to approximately 12 share 18-34's.

The key to the strength of **WIBC** was extremely well-balanced demo appeal among adults 25+. **WIBC** was the only Indianapolis station to score in double digits in both 18-34 and 25-54 adults. With over 11% of the 18-34 market and just over 19% of the 25-54 cell, **WIBC** was in an enviable position. While **WIBC's** 25-54 share increased, both **WXTZ** and **WIRE** slipped. **WXTZ**, a **Schulke** station, used the **Patrick O'Neal** TV spot to promote itself.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	17.5	WIBC-AM	15.9
2 WXTZ-FM	13.6	WXTZ-FM	13.5
3 WIRE-AM	11.9	WFBQ-FM	9.9
4 WNAP-FM	8.9	WTLC-FM	9.8
5 WTLC-FM	8.8	WIRE-AM	9.5
6 WFBQ-FM	8.7	WFMS-FM	8.4
7 WFMS-FM	7.1	WNAP-FM	8.1
8 WNDE-AM	6.0	WNDE-AM	5.4
9 WIFE-AM	4.9	WIKS-FM	4.6
10 WATT-AM	2.7	WIFE-AM	3.4
11 WXLW-AM	1.7	WATI-AM	2.5
12 WBRI-AM	0.9	WXLW-AM	1.3
13 WIKS-FM	0.8	WBRI-AM	0.8
14 WLHN-FM	0.6	WART-FM	0.7
15 WCBK-FM	0.5	WGTC-FM	0.5
16 WGRF-FM	0.4	WSVL-FM	0.5
17 WSVL-AM	0.4	WLHN-FM	0.4
18 WSVL-FM	0.3	WCBK-FM	0.3
19 WCBK-AM	0.1	WSVL-AM	0.1
20		WGRF-FM	0.3
21		WNON-FM	0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	247	WIBC-AM	229
2 WXTZ-FM	191	WXTZ-FM	194
3 WIRE-AM	168	WFBQ-FM	142
4 WNAP-FM	126	WTLC-FM	141
5 WTLC-FM	124	WIRE-AM	136

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WXTZ-FM
4 WNAP-FM	WNAP-FM	WTLC-FM
5 WTLC-FM	WFBQ-FM	WFMS-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WFBQ-FM	WIKS-FM
4 WFBQ-FM	WTLC-FM	WTLC-FM
5 WTLC-FM	WIRE-AM	WIRE-AM

Teens

M-S, 6am-Midnight

POP(00): 1296

	A/M '79	O/N '79	A/M '80
1 WNDE-AM	WNDE-AM	WIKS-FM	
2 WTLC-FM	WTLC-FM	WTLC-FM	
3 WIFE-AM	WNDE-AM	WFBQ-FM	

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WNAP-FM	WFBQ-FM	WTLC-FM
3 WTLC-FM	WNAP-FM	WNAP-FM

M-F, 3-7pm

1 WNDE-AM	WFBQ-FM	WIKS-FM
2 WTLC-FM	WTLC-FM	WFBQ-FM
3 WIFE-AM	WNDE-AM	WTLC-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3457

	A/M '79	O/N '79	A/M '80
1 WFBQ-FM	WFBQ-FM	WNAP-FM	
2 WNAP-FM	WNAP-FM	WIKS-FM	
3 WIBC-AM	WIBC-AM	WFBQ-FM	
4 WTLC-FM	WTLC-FM	WTLC-FM	
5 WIRE-AM	WFMS-FM	WIBC-AM	

M-F, 6-10am

1 WIBC-AM	WNAP-FM	WIBC-AM
2 WNAP-FM	WIBC-AM	WNAP-FM
3 WFBQ-FM	WFBQ-FM	WFBQ-FM
4 WIRE-AM	WTLC-FM	WNDE-AM
5 WTLC-FM	WFMS-FM	WTLC-FM

M-F, 3-7pm

1 WFBQ-FM	WFBQ-FM	WIKS-FM
2 WIBC-AM	WNAP-FM	WNAP-FM
3 WNAP-FM	WTLC-FM	WFBQ-FM
4 WTLC-FM	WIBC-AM	WTLC-FM
5 WNDE-AM	WFMS-FM	WNDE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	WIBC-AM	WIBC-AM	
2 WXTZ-FM	WXTZ-FM	WXTZ-FM	
3 WIRE-AM	WIRE-AM	WFMS-FM	
4 WFMS-FM	WFMS-FM	WIRE-AM	
5 WTLC-FM	WTLC-FM	WTLC-FM	

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WFMS-FM
4 WFMS-FM	WFMS-FM	WXTZ-FM
5 WNAP-FM	WTLC-FM	WTLC-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WIRE-AM	WIRE-AM
4 WFMS-FM	WFMS-FM	WFMS-FM
5 WTLC-FM	WTLC-FM	WTLC-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	3054	WIBC-AM	2753
2 WIRE-AM	1997	WIRE-AM	1982
3 WXTZ-FM	1975	WXTZ-FM	1949
4 WNAP-FM	1781	WNDE-AM	1783
5 WNDE-AM	1736	WNAP-FM	1706

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WNDE-AM	WXTZ-FM	WNAP-FM
4 WNAP-FM	WNDE-AM	WXTZ-FM
5 WXTZ-FM	WNAP-FM	WNDE-AM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WNAP-FM	WIKS-FM
4 WNDE-AM	WFBQ-FM	WNAP-FM
5 WNAP-FM	WNDE-AM	WIRE-AM

Teens

M-S, 6am-Midnight

POP(00): 1296

	A/M '79	O/N '79	A/M '80
1 WNDE-AM	WNDE-AM	WIKS-FM	
2 WIFE-AM	WFBQ-FM	WNDE-AM	
3 WNAP-FM	WNAP-FM	WNAP-FM	

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WIFE-AM	WFBQ-FM	WNAP-FM
3 WNAP-FM	WNAP-FM	WFBQ-FM

M-F, 3-7pm

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WIFE-AM	WFBQ-FM	WFBQ-FM
3 WNAP-FM	WNAP-FM	WNAP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3457

	A/M '79	O/N '79	A/M '80
1 WNAP-FM	WNAP-FM	WNAP-FM	
2 WIRC-AM	WFBQ-FM	WIKS-FM	
3 WFBQ-FM	WIBC-AM	WIBC-AM	
4 WNDE-AM	WNDE-AM	WNDE-AM	
5 WIFE-AM	WIKS-FM	WFBQ-FM	

M-F, 6-10am

1 WIBC-AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WIBC-AM	WIBC-AM
3 WFBQ-FM	WFBQ-FM	WNDE-AM
4 WNDE-AM	WIKS-FM	WIKS-FM
5 WNBC-AM	WIFE-AM	WFBQ-FM

M-F, 3-7pm

1 WIBC-AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WFBQ-FM	WIKS-FM
3 WFBQ-FM	WIBC-AM	WIBC-AM
4 WNDE-AM	WNDE-AM	WNDE-AM
5 WIRE-AM	WIKS-FM	WFBQ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	WIBC-AM	WIBC-AM	
2 WIRE-AM	WIRE-AM	WIRE-AM	
3 WXTZ-FM	WXTZ-FM	WXTZ-FM	
4 WFMS-FM	WNDE-AM	WFMS-FM	
5 WNAP-FM	WFMS-FM	WIKS-FM	

M-F, 6-10am

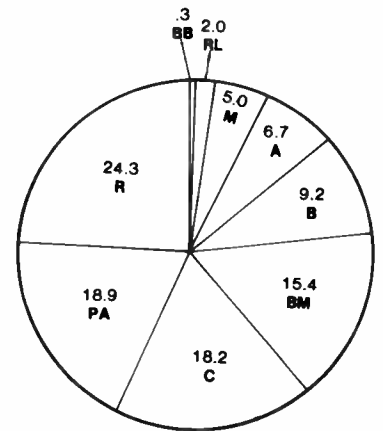
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WFMS-FM
4 WFMS-FM	WNDE-AM	WNDE-AM
5 WNAP-FM	WFMS-FM	WXTZ-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WXTZ-FM	WXTZ-FM
3 WXTZ-FM	WIRE-AM	WIRE-AM
4 WFMS-FM	WFMS-FM	WNDE-AM
5 WNAP-FM	WNDE-AM	WFMS-FM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

# Jackson, MS

METRO RANK **113**

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2454

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	18.1	WSLI-AM	16.7
2 WSLI-AM	14.9	WJDX-AM	16.1
3 WJMI-FM	14.0	WLIN-FM	13.0
4 WZZQ-FM	12.9	WJMI-FM	11.1
5 WLIN-FM	11.4	WZZQ-FM	9.6
6 WOKJ-AM	8.5	WKXI-AM	9.3
7 WKXI-FM	5.3	WTYX-FM	6.2
8 WYIC-AM	3.2	WOKJ-AM	5.6
9 WJQS-AM	2.9	WJQS-AM	3.4
10 WRBC-AM	1.8	WJFR-FM	0.9
11 WJXN-AM	1.5	WYIC-AM	0.9
12 WJFR-FM	1.5	WJXN-AM	2.8
13 WRKN-AM	0.6	WJFR-FM	0.6

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2454

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	62	WSLI-AM	54
2 WSLI-AM	51	WJDX-AM	52
3 WJMI-FM	48	WLIN-FM	42
4 WZZQ-FM	44	WJMI-FM	36
5 WLIN-FM	39	WZZQ-FM	31

M-F, 6-10am

1 WJDX-AM	WSLI-AM	WSLI-AM
2 WSLI-AM	WJDX-AM	WJMI-FM
3 WJMI-FM	WKXI-AM	WJDX-AM
4 WZZQ-FM	WJMI-FM	WLIN-FM
5 WOKJ-AM	WLIN-FM	WZZQ-FM

M-F, 3-7pm

1 WJMI-FM	WJDX-AM	WJMI-FM
2 WJDX-AM	WLIN-FM	WLIN-FM
3 WZZQ-FM	WSLI-AM	WTYX-FM
4 WSLI-AM	WJMI-FM	WSLI-AM
5 WLIN-FM	WZZQ-FM	WJDX-AM

Teens  
M-S, 6am-Midnight  
POP(00): 339

	A/M '78	A/M '79	A/M '80
1 WJMI-FM	WJMI-FM	WJMI-FM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WZZQ-FM	WZZQ-FM
3 WYIC-AM	WJDX-AM	WJDX-AM	WJDX-AM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WZZQ-FM	WJDX-AM	WZZQ-FM
3 WYIC-AM	WZZQ-FM	WTYX-FM

M-F, 3-7pm

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WTYX-FM
3 WYIC-AM	WJDX-AM	WKXI-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 952

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WZZQ-FM	WZZQ-FM
3 WJMI-FM	WKXI-AM	WJDX-AM	WJDX-AM
4 WOKJ-AM	WJMI-FM	WTYX-FM	WZZQ-FM
5 WLIN-FM	WLIN-FM	WLIN-FM	WLIN-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WKXI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WZZQ-FM
4 WOKJ-AM	WSLI-AM	WTYX-FM
5 WKXI-FM	WJMI-FM	WLIN-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJMI-FM	WLIN-FM
4 WOKJ-AM	WKXI-AM	WTYX-FM
5 WLIN-FM	WTYX-FM	WJDX-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1153

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WLIN-FM	WLIN-FM
2 WLIN-FM	WSLI-AM	WJDX-AM	WJDX-AM
3 WSLI-AM	WLIN-FM	WSLI-AM	WSLI-AM
4 WOKJ-AM	WKXI-AM	WJMI-FM	WJMI-FM
5 WZZQ-FM	WJMI-FM	WTYX-FM	WTYX-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WSLI-AM
2 WSLI-AM	WSLI-AM	WJDX-AM
3 WLIN-FM	WKXI-AM	WLIN-FM
4 WOKJ-AM	WLIN-FM	WJMI-FM
5 WKXI-FM	WJMI-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WLIN-FM
2 WLIN-FM	WLIN-FM	WJDX-AM
3 WSLI-AM	WSLI-AM	WJMI-FM
4 WOKJ-AM	WTYX-FM	WTYX-FM
5 WJQS-AM	WJMI-FM	WSLI-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2454

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	1019	WJDX-AM	886
2 WSLI-AM	703	WSLI-AM	727
3 WJMI-FM	494	WKXI-AM	467
4 WLIN-FM	493	WZZQ-FM	450
5 WOKJ-AM	477	WLIN-FM	429

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WSLI-AM
2 WSLI-AM	WSLI-AM	WJMI-FM
3 WOKJ-AM	WJMI-FM	WJDX-AM
4 WJMI-FM	WKXI-AM	WLIN-FM
5 WZZQ-FM	WZZQ-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WSLI-AM	WSLI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WSLI-AM
4 WZZQ-FM	WJMI-FM	WTYX-FM
5 WLIN-FM	WKXI-AM	WLIN-FM

Teens  
M-S, 6am-Midnight  
POP(00): 339

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WJDX-AM	WJDX-AM
3 WYIC-AM	WJMI-FM	WTYX-FM	WTYX-FM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJDX-AM	WTYX-FM

M-F, 3-7pm

1 WJMI-FM	WZZQ-FM	WJMI-FM
2 WJDX-AM	WJDX-AM	WTYX-FM
3 WZZQ-FM	WJMI-FM	WJDX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 952

	A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WJDX-AM	WJDX-AM
3 WJMI-FM	WKXI-AM	WZZQ-FM	WZZQ-FM
4 WOKJ-AM	WJMI-FM	WTYX-FM	WTYX-FM
5 WLIN-FM	WTYX-FM	WLIN-FM	WLIN-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WKXI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WTYX-FM
4 WOKJ-AM	WJMI-FM	WZZQ-FM
5 WKXI-FM	WSLI-AM	WKXI-AM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WJDX-AM
3 WJMI-FM	WJMI-FM	WZZQ-FM
4 WOKJ-AM	WKXI-AM	WTYX-FM
5 WLIN-FM	WTYX-FM	WLIN-FM

## Adults 25-54 M-S, 6am-Midnight POP(00): 1153

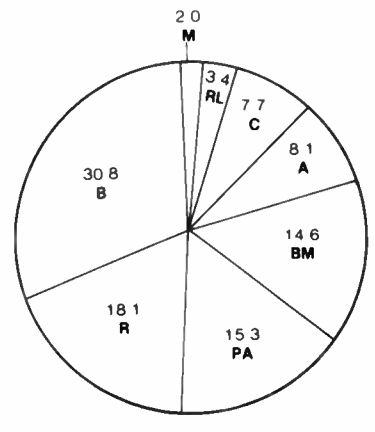
	A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WSLI-AM	WSLI-AM	WSLI-AM
3 WLIN-FM	WLIN-FM	WLIN-FM	WLIN-FM
4 WOKJ-AM	WKXI-AM	WJMI-FM	WJMI-FM
5 WJMI-FM	WOKJ-AM	WJMI-FM	WTYX-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WSLI-AM	WSLI-AM
3 WOKJ-AM	WLIN-FM	WLIN-FM
4 WLIN-FM	WKXI-AM	WJMI-FM
5 WJMI-FM	WJMI-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WSLI-AM	WLIN-FM
3 WLIN-FM	WJMI-FM	WLIN-FM
4 WOKJ-AM	WLIN-FM	WJMI-FM
5 WZZQ-FM	WKXI-AM	WTYX-FM



**Format Legend**

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



# Jacksonville

METRO RANK

53

## A/M '80 Market Overview

Contemporary powerhouse **WIVY** rebounded into first place on the strength of an improved showing in the 25-54 demos. Beautiful Music **WKTZ-FM** had a stable book, and Country leader **WQIK-FM** showed significant growth. Black-formatted **WPDQ** improved its 18-34 stance but suffered drastic declines in its teen audience. And a new AOR power, **WFYV**, zoomed to number three among young adults.

The management of **WIVY** wanted to target the station a little more towards the 25-49 demos, using slightly softer music to achieve this goal. While **WIVY** still had a commanding 18-34 lead (16, down from 21 in the last book) the station's 25-54 share rose by almost 25% to just under a 10. Besides the music adjustments, **WIVY** used an ad campaign based primarily on TV, backed up by billboards and some newspaper. On-air promotions centered around the giveaway of 16 ounces of gold.

The comer in the young adult demos was **WFYV**. The station, formerly known as **WJNJ-FM**, surged from nowhere to more than an 11 share 18-34. Approximately one-third of the **WFYV** audience was men 18-24. It will be interesting to see how former AOR leader **WJAX**, which suffered in this book, will cope with **WFYV** in future sweeps.

**WPDQ** had an interesting book. The station's teen share dropped by more than 50% while its 18-34 share went up 30%. **WPDQ** used a more extensive billboard campaign, and there was an on-air personality change that affected the late evening shift.

In 25-54 adults, **WQIK-FM** remained the leader. The Country fixture has boosted its 25-54 share 70% in the last year to about a 17 share. **WQIK** increased its service orientation this sweep, adding 18 minutes per day more news, especially in the afternoon. External advertising relied more heavily on billboards, with minor newspaper advertising thrown in. Number two in the 25-54 derby, **WKTZ-FM**, remained viable with a stable 12 share.

Expanded Sample Frame was introduced to Jacksonville this sweep, with little apparent shock effect.

**M-F, 6-10am**

1	WVOJ-AM	WKTZ-FM	WAPE-AM
2	WIVY-FM	WAPE-AM	WQIK-FM
3	WAPE-AM	WQIK-FM	WKTZ-FM
4	WKTZ-FM	WVOJ-AM	WIVY-FM
5	WQIK-FM	WIVY-FM	WPDQ-AM

**M-F, 3-7pm**

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WKTZ-FM	WIVY-FM	WKTZ-FM
3	WQIK-FM	WKTZ-FM	WQIK-FM
4	WPDQ-AM	WQIK-FM	WPDQ-AM
5	WVOJ-AM	WVOJ-AM	WVOJ-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 781

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WPDQ-AM
2	WPDQ-AM	WIVY-FM
3	WAIV-FM	WJAX-FM

**M-F, 6-10am**

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WPDQ-AM	WIVY-FM	WPDQ-AM
3	WAPE-AM	WQIK-FM	WAIV-FM

**M-F, 3-7pm**

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WAIV-FM	WIVY-FM	WPDQ-AM
3	WPDQ-AM	WAIV-FM	WAIV-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 2207

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM
2	WJAX-FM	WAPE-AM
3	WAPE-AM	WJAX-FM
4	WPDQ-AM	WFYV-FM
5	WAIV-FM	WAPE-AM

**M-F, 6-10am**

1	WAPE-AM	WAPF-AM	WAPE-AM
2	WIVY-FM	WIVY-FM	WIVY-FM
3	WAIV-FM	WVOJ-AM	WQIK-FM
4	WJAX-FM	WJAX-FM	WPDQ-AM
5	WQIK-FM	WPDQ-AM	WFYV-FM

**M-F, 3-7pm**

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAPE-AM	WAPE-AM	WPDQ-AM
3	WPDQ-AM	WPDQ-AM	WFYV-FM
4	WJAX-FM	WJAX-FM	WQIK-FM
5	WQIK-FM	WQIK-FM	WJAX-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2749

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WQIK-FM
2	WVOJ-AM	WKTZ-FM
3	WQIK-FM	WVOJ-AM
4	WKTZ-FM	WAPE-AM
5	WAPE-AM	WIVY-FM

**M-F, 6-10am**

1	WAPE-AM	WAPE-AM	WAPE-AM
2	WQIK-FM	WKTZ-FM	WQIK-FM
3	WVOJ-AM	WQIK-FM	WKTZ-FM
4	WIVY-FM	WVOJ-AM	WVOJ-AM
5	WKTZ-FM	WPDQ-AM	WIVY-FM

**M-F, 3-7pm**

1	WIVY-FM	WQIK-FM	WQIK-FM
2	WQIK-FM	WVOJ-AM	WKTZ-FM
3	WPDQ-AM	WKTZ-FM	WVOJ-AM
4	WKTZ-FM	WAPE-AM	WIVY-FM
5	WAPE-AM	WIVY-FM	WFYV-FM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5901

A/M '79	O/N '79	A/M '80
1	WIVY-FM 1869	WIVY-FM 1355
2	WKTZ-FM 1342	WAPE-AM 1303
3	WAPE-AM 1241	WKTZ-FM 1256
4	WQIK-FM 1172	WQIK-FM 1124
5	WAIV-FM 851	WVOJ-AM 906

**M-F, 6-10am**

1	WIVY-FM	WAPE-AM	WAPE-AM
2	WAPE-AM	WKTZ-FM	WIVY-FM
3	WQIK-FM	WQIK-FM	WKTZ-FM
4	WKTZ-FM	WIVY-FM	WQIK-FM
5	WVOJ-AM	WVOJ-AM	WPDQ-AM

**M-F, 3-7pm**

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WKTZ-FM	WAPE-AM	WQIK-FM
3	WAPE-AM	WKTZ-FM	WKTZ-FM
4	WQIK-FM	WQIK-FM	WPDQ-AM
5	WAIV-FM	WVOJ-AM	WAPE-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 781

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM
2	WAPE-AM	WAIV-FM
3	WQIK-FM	WPDQ-AM

**M-F, 6-10am**

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WQIK-FM	WIVY-FM	WAIV-FM
3	WAPE-AM	WAIV-FM	WPDQ-AM

**M-F, 3-7pm**

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAIV-FM	WPDQ-AM	WAIV-FM
3	WAPE-AM	WAIV-FM	WPDQ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 2207

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM
2	WAPE-AM	WAPE-AM
3	WAIV-FM	WAIV-FM
4	WJAX-FM	WQIK-FM
5	WQIK-FM	WJAX-FM

**M-F, 6-10am**

1	WIVY-FM	WAPE-AM	WAPE-AM
2	WAPE-AM	WIVY-FM	WIVY-FM
3	WAIV-FM	WJAX-FM	WPDQ-AM
4	WJAX-FM	WVOJ-AM	WQIK-FM
5	WQIK-FM	WQIK-FM	WFYV-FM

**M-F, 3-7pm**

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAPE-AM	WAPE-AM	WFYV-FM
3	WJAX-FM	WAIV-FM	WPDQ-AM
4	WAIV-FM	WJAX-FM	WAPE-AM
5	WQIK-FM	WPDQ-AM	WQIK-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2749

A/M '79	O/N '79	A/M '80
1	WIVY-FM	WAPE-AM
2	WQIK-FM	WAPE-AM
3	WKTZ-FM	WKTZ-FM
4	WAPE-AM	WIVY-FM
5	WVOJ-AM	WKTZ-FM

**M-F, 6-10am**

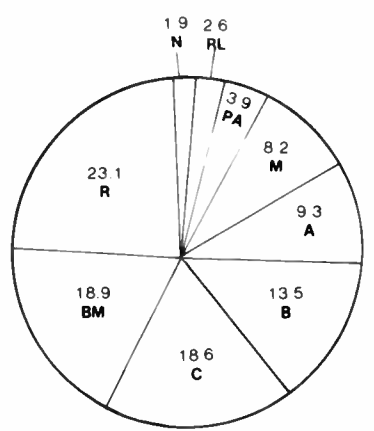
1	WIVY-FM	WAPE-AM	WAPE-AM
2	WQIK-FM	WPDQ-AM	WQIK-FM
3	WAPE-AM	WKTZ-FM	WKTZ-FM
4	WVOJ-AM	WJAX-FM	WIVY-FM
5	WKTZ-FM	WIVY-FM	WVOJ-AM

**M-F, 3-7pm**

1	WIVY-FM	WQIK-FM	WQIK-FM
2	WKTZ-FM	WAPE-AM	WIVY-FM
3	WQIK-FM	WVOJ-AM	WKTZ-FM
4	WVOJ-AM	WKTZ-FM	WVOJ-AM
5	WAPE-AM	WIVY-FM	WAPE-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5901

A/M '79	O/N '79	A/M '80
1	WIVY-FM 15.8	WKTZ-FM 12.2
2	WKTZ-FM 11.0	WPDQ-AM 11.1
3	WJAX-FM 8.6	WIVY-FM 11.0
4	WVOJ-AM 8.4	WQIK-FM 9.8
5	WQIK-FM 8.3	WAPE-AM 8.0
6	WPDQ-AM 7.6	WVOJ-AM 6.3
7	WAPE-AM 7.1	WJAX-FM 7.2
8	WAIV-FM 5.6	WAIV-FM 4.6
9	WJEE-FM 2.6	WJEE-FM 3.4
10	WSNY-AM 2.2	WJAX-AM 2.5
11	WOZN-AM 1.8	WERD-AM 2.0
12	WEXI-AM 1.6	WEXI-AM 2.0
13	WQIK-AM 1.5	WCGL-AM 1.8
14	WCRJ-AM 1.5	WOZN-AM 1.6
15	WKTZ-AM 1.5	WFOY-AM 1.2
16	WERD-AM 1.5	WSNY-AM 1.2
17	WBIX-AM 1.4	WBIX-AM 1.4
18	WAYR-AM 1.3	WQIK-AM 1.2
19	WKUE-FM 1.0	WCRJ-AM 1.1
20	WFOY-AM 0.9	WKTZ-AM 1.0
21	WFOY-FM 0.9	WAOC-AM 0.4
22	WJAX-AM 0.8	WFOY-AM 0.7
23		WFOY-FM 0.7
24		WSNY-AM 0.5
25		WKUE-FM 0.3

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5901

A/M '79	O/N '79	A/M '80
1	WIVY-FM 13.8	WKTZ-FM 10.2
2	WKTZ-FM 9.6	WPDQ-AM 9.3
3	WJAX-FM 7.5	WIVY-FM 9.2
4	WVOJ-AM 7.3	WQIK-FM 8.2
5	WQIK-FM 7.2	WAPE-AM 6.7

# Johnson City-Kingsport-Bristol

METRO RANK **83**

## A/M '80 Market Overview

The Johnson City-Kingsport-Bristol area is "Country" country, as the top two stations were **WXBQ** and **WJCW**. **AOR WQUT** enjoyed a good book, while former market leader **WKPT-FM** and Top 40 **WJSO** each took a tumble.

It should be noted here that owing to sampling changes implemented by **Arbitron**, the results from this sweep may not be precisely comparable to previous tallies. Sampling units in the metro were revised — in the past, certain counties were lumped together into one sampling unit, whereas in this sweep each metro county stood independently. This means there were more diaries in the metro, and that the **Persons-Per-Diary-Values** (cume values) were different. Sample balancing and weighting would be affected by the revisions noted, so this survey and last may really be apples and oranges. Those evaluating

the market for advertising purposes will need to review results from the Fall '80 book to see if significant trends appear.

In 25-54's, **WXBQ** enjoyed a tremendous surge. The station rose from about 5% to almost 18%, tops in the market. The audience core for **WXBQ** lay in the 25-44 cell, so the station not only scored well 25-54, but ranked a strong second too among 18-34's.

Country competitor **WJCW's** 25-54 share rose by almost 60%, up to virtually 16. **WJCW** spent more on newspaper advertising, and brought in a new mid-day personality. **WKPT-FM**, the BM station that was tops last year in both 12+ and 25-54, slipped by 20% in the latter department.

A decline that can't be overlooked was suffered by **WJSO**. Last year the station was tied with **WQUT** for the 18-34 led. This year **WQUT** was dominant among young adults, while **WJSO** lost more than half its 18-34 numbers. **WQUT**, with more than a 17 share of young adults, is a very strong 18-24 station, well-balanced in that demo between males and females. On-air **WQUT** decreased its spot load from 14- to 10 minutes and lightened up the music since last sweep. Advertising on the station's behalf consisted of TV and newspaper media.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 WJCV-AM 12.5	WKPT-FM 10.1	WXBO-FM (C) 12.0
2 WFHG-AM 9.8	WJCV-AM 9.3	WJCV-AM (C) 11.9
3 WJSO-AM 7.7	WKIN-AM 9.3	WQUT-FM (A) 10.1
4 WKIN-AM 7.3	WFHG-AM 8.7	WKPT-FM (BM) 7.6
5 WQUT-FM 6.7	WQUT-FM 7.9	WFHG-AM (R) 7.5
6 WKPT-FM 5.4	WJSO-AM 7.7	WKIN-AM (R) 6.7
7 WFHG-FM 5.0	WETB-AM 5.0	WETB-AM (R) 6.7
8 WETB-AM 4.4	WZAP-AM 5.0	WZAP-AM (C) 4.4
9 WKPT-AM 3.9	WEMB-AM 4.4	WGOC-AM (C) 3.1
10 WZAP-AM 3.9	WIDD-FM 3.8	WJSO-AM (R) 2.7
11 WGOC-AM 3.9	WKPT-AM 3.8	WKPT-AM (PA) 2.5
12 WGAT-AM 3.5	WXBO-FM 3.6	WMCH-AM (C) 2.5
13 WOPI-AM 2.9	WMCH-AM 2.4	WBBI-AM (C) 1.7
14 WBIR-FM 2.7	WBBI-AM 2.0	WBEJ-AM (PA) 1.7
15 WMCH-AM 2.1	WBIR-FM 2.0	WIMZ-FM (A) 1.7
16 WBEJ-AM 1.9	WIVK-FM 1.6	WRGS-AM (PA) 1.5
17 WEMB-AM 1.9	WGAT-AM 1.4	WEMB-AM (C) 1.3
18 WRGS-AM 1.3	WBBI-FM 1.2	WIVK-FM (C) 1.1
19 WRJZ-AM 1.3	WGAT-FM 1.2	WIDD-FM (C) 1.0
20 WIDD-AM 1.2	WOPI-AM 0.8	WGAT-AM (C) 1.0
21 WKYE-AM 1.2	WGOC-AM 0.8	WOPI-AM (R) 1.0
22 WIDD-FM 1.0	WIDD-AM 0.8	WOKI-FM (R) 1.0
23 WBBI-AM 0.8	WBEJ-AM 0.6	WABN-FM (R) 0.6
24 WLAC-AM 0.6	WOKI-FM 0.4	WIDD-AM (C) 0.6
25 WOKI-FM 0.6	WLOS-FM 0.4	WKYE-AM (PA) 0.6
26 WBBI-FM 0.4		
27 WGAT-FM 0.4		
28 WIVK-FM 0.4		

### Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3443

A/M '78	A/M '79	A/M '80
1 WJCV-AM 65	WKPT-FM 51	WXBQ-FM 63
2 WFHG-AM 51	WJCV-AM 47	WJCV-AM 62
3 WJSO-AM 40	WKIN-AM 47	WQUT-FM 53
4 WKIN-AM 38	WFHG-AM 44	WKPT-FM 40
5 WQUT-FM 35	WQUT-FM 40	WFHG-AM 39

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WFHG-AM	WXBO-FM
3 WJSO-AM	WKPT-FM	WFHG-AM
4 WKPT-FM	WJSO-AM	WQUT-FM
5 WKPT-AM	WKIN-AM	WKPT-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WKPT-FM	WXBO-FM
2 WFHG-AM	WFHG-AM	WJCV-AM
3 WJSO-AM	WKIN-AM	WQUT-FM
4 WKIN-AM	WJCV-AM	WFHG-AM
5 WFHG-FM	WJSO-AM	WKPT-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 405

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WETB-AM
2 WJSO-AM	WKIN-AM	WFHG-AM
3 WETB-AM	WJSO-AM	WQUT-FM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WFHG-AM
2 WJSO-AM	WJSO-AM	WKIN-AM
3 WKIN-AM	WKIN-AM	WETB-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WJSO-AM	WFHG-AM	WFHG-AM
2 WFHG-AM	WKIN-AM	WETB-AM
3 WETB-AM	WJSO-AM	WQUT-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1245

A/M '78	A/M '79	A/M '80
1 WJSO-AM	WQUT-FM	WQUT-FM
2 WKIN-AM	WJSO-AM	WXBQ-FM
3 WQUT-FM	WKIN-AM	WETB-AM
4 WFHG-AM	WFHG-AM	WFHG-AM
5 WJCV-AM	WJCV-AM	WKIN-AM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJCV-AM	WJCV-AM	WXBQ-FM
3 WJSO-AM	WJSO-AM	WFHG-AM
4 WQUT-FM	WQUT-FM	WJCV-AM
5 WKIN-AM	WKIN-AM	WKIN-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WKIN-AM	WQUT-FM	WQUT-FM
2 WJSO-AM	WKIN-AM	WXBO-FM
3 WFHG-FM	WFHG-AM	WKIN-AM
4 WFHG-AM	WJSO-AM	WETB-AM
5 WJCV-AM	WJCV-AM	WFHG-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 1642

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WKPT-FM	WXBO-FM
2 WFHG-AM	WJCV-AM	WJCV-AM
3 WFHG-FM	WKIN-AM	WKPT-FM
4 WKPT-FM	WFHG-AM	WKIN-AM
5 WGOC-AM	WZAP-AM	WQUT-FM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WFHG-AM	WXBO-FM
3 WKPT-FM	WKPT-FM	WKPT-FM
4 WJSO-AM	WEMB-AM	WFHG-AM
5 WFHG-FM	WKIN-AM	WQUT-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WKPT-FM	WXBO-FM
2 WFHG-AM	WKIN-AM	WJCV-AM
3 WFHG-FM	WJCV-AM	WKPT-FM
4 WGOC-AM	WFHG-AM	WZAP-AM
5 WKPT-FM	WZAP-AM	WFHG-AM

### Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3443

A/M '78	A/M '79	A/M '80
1 WFHG-AM 791	WKPT-FM 713	WJCV-AM 766
2 WJCV-AM 771	WJCV-AM 711	WQUT-FM 742
3 WKIN-AM 572	WFHG-AM 671	WFHG-AM 682
4 WJSO-AM 521	WJSO-AM 578	WKPT-FM 662
5 WKPT-FM 476	WQUT-FM 540	WXBQ-FM 627

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WFHG-AM	WFHG-AM
3 WJSO-AM	WKPT-FM	WXBO-FM
4 WKIN-AM	WKIN-AM	WQUT-FM
5 WKPT-AM	WJSO-AM	WKPT-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WKPT-FM	WJCV-AM
2 WFHG-AM	WFHG-AM	WQUT-FM
3 WJSO-AM	WJSO-AM	WXBO-FM
4 WKIN-AM	WJCV-AM	WFHG-AM
5 WQUT-FM	WKIN-AM	WETB-AM

### Teens

M-S, 6am-Midnight  
POP(00): 405

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WETB-AM	WETB-AM
3 WQUT-FM	WQUT-FM	WFHG-AM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WKIN-AM
2 WJSO-AM	WJSO-AM	WFHG-AM
3 WKIN-AM	WKIN-AM	WETB-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WETB-AM
2 WJSO-AM	WJSO-AM	WQUT-FM
3 WETB-AM	WKIN-AM	WFHG-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1245

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WQUT-FM	WQUT-FM
2 WQUT-FM	WFHG-AM	WFHG-AM
3 WJSO-AM	WJSO-AM	WXBO-FM
4 WKIN-AM	WJCV-AM	WJCV-AM
5 WJCV-AM	WETB-AM	WETB-AM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WQUT-FM	WFHG-AM
3 WKIN-AM	WJSO-AM	WJCV-AM
4 WQUT-FM	WJCV-AM	WXBO-FM
5 WJCV-AM	WKIN-AM	WKIN-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WJSO-AM	WETB-AM
3 WKIN-AM	WQUT-FM	WFHG-AM
4 WQUT-FM	WKIN-AM	WXBO-FM
5 WFHG-FM	WJCV-AM	WKIN-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 1642

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WKPT-FM	WXBO-FM
3 WFHG-FM	WFHG-AM	WKPT-FM
4 WKIN-AM	WKIN-AM	WFHG-AM
5 WKPT-FM	WKPT-AM	WKIN-AM

**M-F, 6-10am**

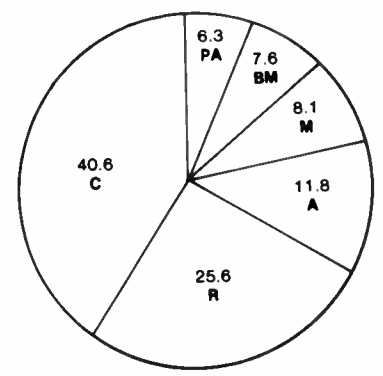
A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WFHG-AM	WXBQ-FM
3 WJSO-AM	WKPT-FM	WFHG-AM
4 WFHG-FM	WKIN-AM	WKPT-FM
5 WKPT-AM	WJSO-AM	WKPT-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WJCV-AM	WJCV-AM	WJCV-AM
2 WFHG-AM	WKPT-FM	WXBO-FM
3 WJSO-AM	WFHG-AM	WKPT-FM
4 WFHG-FM	WKIN-AM	WFHG-AM
5 WKPT-FM	WJSO-AM	WKIN-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

# Johnstown, PA

METRO RANK **124**

**Average Persons 12+ Shares**  
Monday-Sunday, 6am-Midnight  
POP(00): 2264

A/M '80		
1	WJAC-AM	(C) 14.8
2	WCRO-AM	(R) 10.3
3	WJAC-FM	(BM) 9.7
4	WDVE-FM	(A) 7.8
5	WIYQ-FM	(C) 6.7
6	WJNL-FM	(PA) 6.1
7	WJNL-AM	(PA) 5.3
8	WPEZ-FM	(R) 4.2
9	WVBR-AM	(C) 4.2
10	WVSC-FM	(PA) 3.9
11	KDKA AM	(PA) 2.5
12	WNCC-AM	(PA) 2.5
13	WVSC-AM	(PA) 2.2
14	WFBG-AM	(R) 1.9
15	WYDD-FM	(A) 1.7
16	WAMO-AM	(PA) 1.4
17	WXKX-FM	(R) 1.4
18	WFRB-FM	(C) 1.1
19	WAMO-FM	(R) 1.1
20	WDSY-FM	(C) 0.8
21	WEND-AM	(PA) 0.8
22	WFRB-AM	(C) 0.6
23	WEEP-AM	(C) 0.6
24	WVAM-AM	(C) 0.6
25	WRNL-AM	(C) 0.6

**Average Persons Rankings**

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 2264

A/M '80		
1	WJAC-AM	53
2	WCRO-AM	37
3	WJAC-FM	35
4	WDVE-FM	28
5	WIYQ-FM	24

M-F, 6-10am		
1	WJAC-AM	
2	WCRO-AM	
3	WJNL-AM	
4	WJAC-FM	
5	WIYQ-FM	

M-F, 3-7pm		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WDVE-FM	
5	WIYQ-FM	

**Teens**  
M-S, 6am-Midnight  
POP(00): 311

A/M '80		
1	WPEZ-FM	
2	WDVE-FM	
3	WCRO-AM	

M-F, 6-10am		
1	WDVE-FM	
2	WCRO-AM	
3	WPEZ-FM	

M-F, 3-7pm		
1	WPEZ-FM	
2	WCRO-AM	
3	WDVE-FM	

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 640

A/M '80		
1	WDVE-FM	
2	WCRO-AM	
3	WJAC-AM	
4	WJNL-FM	
5	WPEZ-FM	

M-F, 6-10am		
1	WCRO-AM	
2	WDVE-FM	
3	WJAC-AM	
4	WIYQ-FM	
5	WJNL-AM	

M-F, 3-7pm		
1	WCRO-AM	
2	WDVE-FM	
3	WJAC-AM	
4	WJNL-FM	
5	WJAC-FM	

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 966

A/M '80		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WJNL-AM	

M-F, 6-10am		
1	WJAC-AM	
2	WCRO-AM	
3	WJNL-AM	
4	WJAC-FM	
5	WIYQ-FM	

M-F, 3-7pm		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WDVE-FM	

## Cume Persons Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 2264

A/M '80		
1	WJAC-AM	748
2	WJAC-FM	589
3	WCRO-AM	585
4	WJNL-FM	414
5	WJNL-AM	413

M-F, 6-10am		
1	WJAC-AM	
2	WCRO-AM	
3	WJNL-AM	
4	WJAC-FM	
5	WJNL-FM	

M-F, 3-7pm		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WDVE-FM	
5	WJNL-FM	

**Teens**  
M-S, 6am-Midnight  
POP(00): 311

A/M '80		
1	WPEZ-FM	
2	WDVE-FM	
3	WCRO-AM	

**M-F, 6-10am**

1	WDVE-FM
2	WCRO-AM
3	WPEZ-FM

**M-F, 3-7pm**

1	WPEZ-FM
2	WCRO-AM
3	WDVE-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 640

A/M '80		
1	WCRO-AM	
2	WDVE-FM	
3	WJAC-AM	
4	WJAC-FM	
5	WPEZ-FM	

M-F, 6-10am		
1	WCRO-AM	
2	WDVE-FM	
3	WJAC-AM	
4	WIYQ-FM	
5	WJNL-FM	

**M-F, 3-7pm**

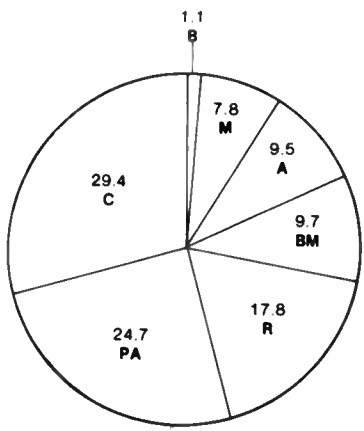
1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WJAC-FM
5	WJNL-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 966

A/M '80		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WJNL-FM	

M-F, 6-10am		
1	WJAC-AM	
2	WCRO-AM	
3	WJAC-FM	
4	WJNL-AM	
5	WIYQ-FM	

M-F, 3-7pm		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WJNL-FM	



# Denver-Boulder

Continued from Page 84

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 6598

A/M '79	O/N '79	A/M '80
1	KHOW-AM	KHOW-AM
2	KOA -AM	KOA -AM
3	KOSI-FM	KINN-AM
4	KLIR-FM	KINN-AM
5	KINN-AM	KLZ -AM
6	KOSI-AM	KLZ -AM
7	KBPI-FM	KVOD-FM
8	KLZ -AM	KBPI-FM
9	KTLK-AM	KBPI-FM
10	KVOD-FM	KPPL-FM

M-F, 6-10am		
1	KHOW-AM	KHOW-AM
2	KOA -AM	KOA -AM
3	KLIR-FM	KINN-AM
4	KINN-AM	KLZ -AM
5	KOSI-FM	KLIR-FM
6	KOSI-AM	KOSI-FM
7	KLZ -AM	KVOD-FM
8	KVOD-FM	KBPI-FM
9	KDEN-AM	KPPL-FM
10	KTLK-AM	KBPI-FM

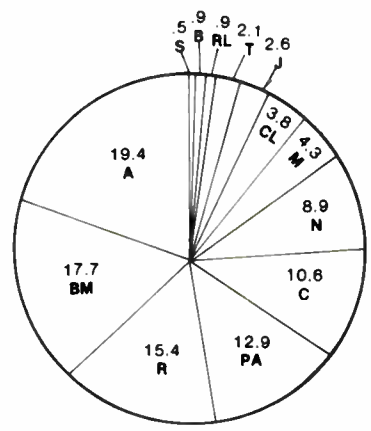
M-F, 3-7pm		
1	KHOW-AM	KHOW-AM
2	KOSI-FM	KINN-AM
3	KOA -AM	KOA -AM
4	KLIR-FM	KLZ -AM
5	KINN-AM	KOSI-FM
6	KOSI-AM	KLIR-FM
7	KLZ -AM	KVOD-FM
8	KOAO-FM	KTLK-AM
9	KPPL-FM	KPPL-FM
10	KTLK-AM	KOAO-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

### Format Legend

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





# Kalamazoo-Portage

METRO RANK

124

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 2264

	A/M '79	ON '79	A/M '80
1	WKZO-AM	13.6	WKZO-AM 13.5
2	WKMI-AM	12.0	WKMI-AM 12.8
3	WQLR-FM	10.5	WQLR-FM 11.1
4	WGRD-FM	8.3	WGRD-FM 8.7
5	WOOD-FM	7.4	WOOD-FM 7.0
6	WKFR-FM	7.1	WKFR-FM 6.4
7	WMAQ-AM	4.6	WMAQ-AM 5.8
8	WLAV-FM	4.3	WLAV-FM 4.4
9	WBUK-AM	2.8	WBUK-AM 3.5
10	WKPR-AM	2.2	WKPR-AM 3.2
11	WJOR-AM	1.2	WJOR-AM 2.9
12	WYYY-AM	0.9	WYYY-AM 2.0
13	WJFM-FM	0.9	WJFM-FM 1.2
14	WBCK-AM	0.9	WBCK-AM 1.2
15	WGN-AM	0.6	WGN-AM 0.9
16	WBBH-AM	0.6	WBBH-AM 0.9
17	WLS-AM	0.6	WLS-AM 0.6
18	WGRD-AM		WGRD-AM 0.6
19			WOOD-AM 0.3

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2264

	A/M '79	ON '79	A/M '80
1	WKZO-AM	44	WKZO-AM 56
2	WKMI-AM	39	WKMI-AM 44
3	WQLR-FM	34	WQLR-FM 38
4	WGRD-FM	27	WGRD-FM 30
5	WOOD-FM	24	WOOD-FM 24

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WQLR-FM		WQLR-FM
4	WOOD-FM		WOOD-FM
5	WGRD-FM		WGRD-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WGRD-FM		WGRD-FM
3	WQLR-FM		WQLR-FM
4	WKZO-AM		WKZO-AM
5	WKFR-FM		WKFR-FM

Weekends  
M-S, 6am-Midnight  
POP(00): 287

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLAV-FM		WLAV-FM

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLS-AM		WLS-AM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLAV-FM		WLAV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 928

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WLAV-FM		WLAV-FM
4	WGRD-FM		WGRD-FM
5	WMAQ-AM		WJFM-FM

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WKZO-AM		WLAV-FM
4	WMAQ-AM		WQLR-FM
5	WLAV-FM		WLS-AM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WLAV-FM		WLAV-FM
4	WGRD-FM		WJFM-FM
5	WMAQ-AM		WGRD-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1015

	A/M '79	ON '79	A/M '80
1	WQLR-FM		WKZO-AM
2	WKZO-AM		WKMI-AM
3	WKMI-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WKFR-FM		WOOD-FM

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WKZO-AM		WKZO-AM
2	WQLR-FM		WKMI-AM
3	WKMI-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WMAQ-AM		WOOD-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WQLR-FM		WKZO-AM
2	WKMI-AM		WKFR-FM
3	WOOD-FM		WKMI-AM
4	WMAQ-AM		WQLR-FM
5	WKFR-FM		WGRD-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2264

	A/M '79	ON '79	A/M '80
1	WKMI-AM	819	WKMI-AM 779
2	WKZO-AM	758	WKZO-AM 778
3	WGRD-FM	529	WKFR-FM 533
4	WQLR-FM	497	WGRD-FM 488
5	WKFR-FM	462	WQLR-FM 407

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WGRD-FM		WKFR-FM
4	WKFR-FM		WGRD-FM
5	WQLR-FM		WQLR-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WGRD-FM		WKZO-AM
3	WKZO-AM		WKFR-FM
4	WKFR-FM		WGRD-FM
5	WQLR-FM		WQLR-FM

Teens  
M-S, 6am-Midnight  
POP(00): 287

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKFR-FM		WKFR-FM

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKZO-AM		WKFR-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKFR-FM		WLAV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 928

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WKZO-AM
4	WKZO-AM		WGRD-FM
5	WMAQ-AM		WJFM-FM

M-F, 6-10am

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WKZO-AM
4	WKZO-AM		WYYY-AM
5	WLAV-FM		WLAV-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WLAV-FM
4	WYYY-AM		WGRD-FM
5	WKZO-AM		WJFM-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1015

	A/M '79	ON '79	A/M '80
1	WKZO-AM		WKMI-AM
2	WQLR-FM		WKZO-AM
3	WKMI-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WKFR-FM		WOOD-FM

M-F, 6-10am

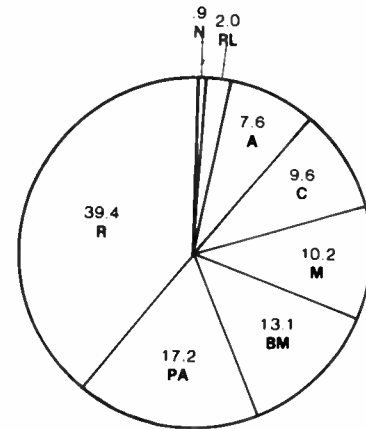
	A/M '79	ON '79	A/M '80
1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WQLR-FM		WKFR-FM
4	WKFR-FM		WQLR-FM
5	WOOD-FM		WOOD-FM

M-F, 3-7pm

	A/M '79	ON '79	A/M '80
1	WKMI-AM		WKZO-AM
2	WQLR-FM		WKMI-AM
3	WKZO-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WKFR-FM		WGRD-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Kansas City

METRO RANK **28**

## A/M '80 Market Overview

The Taft and Bonneville stations usually fight it out for the top spot, but the big story this sweep was the success of Storz's WHB. With competitor KCMO changed to a news-oriented format, WHB was able to dramatically boost its 18-34 and 25-54 shares. Overall, Taft's WDAF was the new number one, with Bonneville's KMBZ second in an uncharacteristically poor spring showing.

KMBZ usually rules the roost in the spring Arbitron sweeps because of Royals baseball. However, this year the stations baseball numbers suffered, contributing to an overall decline. Even with the relatively poor showing, KMBZ was third among adults 25-54,

with about a 20 share, trailing WDAF's 13+ share. While it topped this demo, WDAF slid approximately a 15 share in O/N '79.

The most improved station in the 25-54 demos was WHB, which rose by 64% to more than a 12 share, good for second place. WHB also improved its 18-34 standing, with over a 14 share, a 40% jump. The station's ability to score well in 35-44's led to its improved 25-54 stance.

Leading in the 18-34 cell was Taft's AOR entry, KYYS. The station spent more than usual on advertising, using TV, busboards, and billboards. A special promotion featured giving away seven used cars. The Arbitron payoff showed a stable teen and female audience, but a decline in young men.

As in many markets this spring, the Beautiful Music stations did not fare well. KMBR and KCEZ both slipped, as the (respectively) Bonneville and Schulke-programmed stations had at least two shares erode from their 25-54 numbers.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 10782

	A/M '79	O/N '79	A/M '80			
1	KMBZ-AM	16.8	KYYS-FM	12.7	WDAF-AM	12.0
2	KYYS-FM	10.3	WDAF-AM	11.9	KMBZ-AM	10.8
3	KMBR-FM	9.4	KMBR-FM	9.3	KYYS-FM	10.2
4	WDAF-AM	8.8	KMBZ-AM	8.9	WHB -AM	8.6
5	KCEZ-FM	7.9	KCEZ-FM	7.8	KMBR-FM	8.1
6	KBEQ-FM	7.9	KBEQ-FM	6.5	KPRS-FM	6.8
7	WHB -AM	4.8	KCMO-AM	6.2	KCEZ-FM	6.0
8	KCMO-AM	4.6	WHB -AM	6.0	KUDL-FM	5.2
9	KPRS-FM	4.3	KPRS-FM	5.8	KBEQ-FM	4.6
10	KCKN-FM	3.5	KJLA-AM	3.6	KCMO-AM	4.1
11	KJLA-AM	3.4	KCKN-FM	3.6	KCKN-FM	4.0
12	KUDL-FM	3.2	KUDL-FM	3.5	KJLA-AM	3.8
13	KPRT-AM	2.4	KCKN-FM	2.6	KSAS-FM	3.7
14	KCKN-FM	1.6	KBEA-AM	1.9	KCKN-FM	2.2
15	KXTR-FM	1.4	KXTR-FM	1.3	KBEA-AM	1.4
16	KCNW-AM	1.0	KPRT-AM	1.3	KPRT-AM	1.4
17	KCCV-AM	0.9	KCCV-AM	1.0	KXTR-FM	0.9
18	KBEA-AM	0.8	KWKI-FM	0.8	KEXS-AM	0.7
19	KEXS-AM	0.8	KTRO-FM	0.6	KTRO-FM	0.5
20	KCLO-AM	0.7	KEXS-AM	0.4	KCNW-AM	0.5
21	KSAS-FM	0.6				
22	KWKI-FM	0.6				

## Average Persons Trends/Rankings

Total 12+						
M-S, 6am-Midnight						
POP(00): 10782						
	A/M '79	O/N '79	A/M '80			
1	KMBZ-AM	268	KYYS-FM	203	WDAF-AM	202
2	KYYS-FM	165	WDAF-AM	191	KMBZ-AM	183
3	KMBR-FM	151	KMBR-FM	148	KYYS-FM	172
4	WDAF-AM	141	KMBZ-AM	143	WHB -AM	145
5	KCEZ-FM	127	KCEZ-FM	124	KMBR-FM	137
6	KBEQ-FM	126	KBEQ-FM	104	KPRS-FM	115
7	WHB -AM	76	KCMO-AM	99	KCEZ-FM	101
8	KCMO-AM	73	WHB -AM	96	KUDL-FM	88
9	KPRS-FM	68	KPRS-FM	92	KBEQ-FM	78
10	KCKN-FM	56	KJLA-AM	57	KCMO-AM	69

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	KMBZ-AM	KMBZ-AM
3	KMBR-FM	KYYS-FM	WHB -AM
4	KYYS-FM	KMBR-FM	KYYS-FM
5	KBEQ-FM	KCEZ-FM	KMBR-FM
6	KCMO-AM	WHB -AM	KCMO-AM
7	KCEZ-FM	KCMO-AM	KCEZ-FM
8	WHB -AM	KBEQ-FM	KPRS-FM
9	KCKN-FM	KCKN-FM	KBEQ-FM
10	KJLA-AM	KPRS-FM	KCKN-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	KYYS-FM	WDAF-AM	KYYS-FM
3	WDAF-AM	KMBR-FM	WHB -AM
4	KCEZ-FM	KCEZ-FM	KMBR-FM
5	KMBR-FM	KMBZ-AM	KMBZ-AM
6	KBEQ-FM	KPRS-FM	KPRS-FM
7	KPRS-FM	WHB -AM	KCEZ-FM
8	KCMO-AM	KBEQ-FM	KUDL-FM
9	WHB -AM	KCMO-AM	KCKN-FM
10	KJLA-AM	KCMO-AM	KSAS-FM

Teens			
M-S, 6am-Midnight			
POP(00): 1381			
	A/M '79	O/N '79	A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM
2	KYYS-FM	KBEQ-FM	KPRS-FM
3	KPRS-FM	KJLA-AM	KBEQ-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM
2	KYYS-FM	KBEQ-FM	KPRS-FM
3	KPRS-FM	KJLA-AM	KBEQ-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM
2	KYYS-FM	KBEQ-FM	KPRS-FM
3	KPRS-FM	KJLA-AM	KBEQ-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 3998

	A/M '79	O/N '79	A/M '80
1	KYYS-FM	KYYS-FM	KYYS-FM
2	KBEQ-FM	WHB -AM	WHB -AM
3	KMBZ-AM	KBEQ-FM	KUDL-FM
4	WDAF-AM	KPRS-FM	KSAS-FM
5	WHB -AM	WDAF-AM	KPRS-FM
6	KUDL-FM	KUDL-FM	WDAF-AM
7	KCMO-AM	KMBR-FM	KBEQ-FM
8	KJLA-AM	KCMO-AM	FJLA-AM
9	KPRS-FM	KJLA-AM	KMBZ-AM
10	KCEZ-FM	KCEZ-FM	KCMO-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KYYS-FM	KYYS-FM	WHB -AM
2	KMBZ-AM	WHB -AM	KYYS-FM
3	WHB -AM	WDAF-AM	WDAF-AM
4	KBEQ-FM	KBEQ-FM	KSAS-FM
5	KCMO-AM	KCMO-AM	KBEQ-FM
6	WDAF-AM	KMBZ-AM	KUDL-FM
7	KMBR-FM	KMBR-FM	KPRS-FM
8	KUDL-FM	KPRS-FM	KJLA-AM
9	KCKN-FM	KUDL-FM	KMBZ-AM
10	KJLA-AM	KCEZ-FM	KCMO-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KYYS-FM	KYYS-FM	KYYS-FM
2	KBEQ-FM	WHB -AM	WHB -AM
3	WDAF-AM	KPRS-FM	KUDL-FM
4	KUDL-FM	WDAF-AM	KSAS-FM
5	KCEZ-FM	KBEQ-FM	WDAF-AM
6	WHB -AM	KMBR-FM	KPRS-FM
7	KJLA-AM	KUDL-FM	KBEQ-FM
8	KMBZ-AM	KCMO-AM	KJLA-AM
9	KCMO-AM	KJLA-AM	KMBR-FM
10	KPRS-FM	KCEZ-FM	KMBZ-AM

Adults 25-54			
M-S, 6am-Midnight			
POP(00): 5298			
	A/M '79	O/N '79	A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	KMBR-FM	KMBZ-AM	WHB -AM
3	WDAF-AM	KMBZ-AM	KMBZ-AM
4	WDAF-AM	KCEZ-FM	KMBR-FM
5	KCEZ-FM	WHB -AM	KCKN-FM
6	WHB -AM	KCMO-AM	KUDL-FM
7	KCKN-FM	KPRS-FM	KPRS-FM
8	KBEQ-FM	KYYS-FM	KCEZ-FM
9	KYYS-FM	KCKN-FM	KYYS-FM
10	KUDL-FM	KUDL-FM	KCMO-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	KMBR-FM	KMBZ-AM	WHB -AM
3	WDAF-AM	KMBR-FM	KMBZ-AM
4	KCMO-AM	WHB -AM	KMBR-FM
5	WHB -AM	KCEZ-FM	KCKN-FM
6	KCKN-FM	KCMO-AM	KCMO-AM
7	KCEZ-FM	KYYS-FM	KYYS-FM
8	KBEQ-FM	KCKN-FM	KCEZ-FM
9	KYYS-FM	KPRS-FM	KPRS-FM
10	KPRT-AM	KBEQ-FM	KCKN-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	KMBR-FM	WHB -AM
3	KMBR-FM	KCEZ-FM	KMBZ-AM
4	KCEZ-FM	WHB -AM	KMBR-FM
5	KCMO-AM	KPRS-FM	KCKN-FM
6	WHB -AM	KMBZ-AM	KUDL-FM
7	KCKN-FM	KYYS-FM	KYYS-FM
8	KBEQ-FM	KCKN-FM	KPRS-FM
9	KYYS-FM	KCMO-AM	KCEZ-FM
10	KUDL-FM	KUDL-FM	KCMO-AM

## Cume Persons Trends/Rankings

Total 12+						
M-S, 6am-Midnight						
POP(00): 10782						
	A/M '79	O/N '79	A/M '80		A/M '80	
1	KMBZ-AM	3115	WDAF-AM	2622	WDAF-AM	26
2	WDAF-AM	2147	KCMO-AM	2613	KMBZ-AM	25
3	KCMO-AM	2061	KMBZ-AM	2277	KYYS-FM	22
4	KYYS-FM	1910	WHB -AM	2197	WHB -AM	21
5	KBEQ-FM	1887	KYYS-FM	2074	KCMO-AM	19
6	WHB -AM	1857	KBEQ-FM	1848	KMBR-FM	18
7	KMBR-FM	1822	KCEZ-FM	1613	KBEQ-FM	16
8	KCEZ-FM	1425	KMBR-FM	1605	KCEZ-FM	15
9	KJLA-AM	1128	KJLA-AM	1138	KUDL-FM	12
10	KPRS-FM	965	KUDL-FM	1115	KJLA-AM	11

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM		
2	WDAF-AM	KMBZ-AM	KYYS-FM		
3	KCMO-AM	KYYS-FM	WHB -AM		
4	KYYS-FM	KCMO-AM	KMBZ-AM		
5	KMBR-FM	WHB -AM	KMBR-FM		
6	KBEQ-FM	KBEQ-FM	KCMO-AM		
7	WHB -AM	KMBR-FM	KBEQ-FM		
8	KCEZ-FM	KCEZ-FM	KCEZ-FM		
9	KJLA-AM	KPRS-FM	KPRS-FM		
10	KCKN-FM	KJLA-AM	KCKN-FM		

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KMBZ-AM	WDAF-AM	WDAF-AM		
2	WDAF-AM	KYYS-FM	KYYS-FM		
3	KBEQ-FM	WHB -AM	WHB -AM		
4	KYYS-FM	KMBZ-AM	KMBZ-AM		
5	KMBR-FM	KBEQ-FM	KMBR-FM		
6	WHB -AM	KMBR-FM	KBEQ-FM		
7	KCMO-AM	KCMO-AM	KCEZ-FM		
8	KCEZ-FM	KCEZ-FM	KCMO-AM		
9	KJLA-AM	KJLA-AM	KJLA-AM		
10	KPRS-FM	KPRS-FM	KPRS-FM		

Teens					
M-S, 6am-Midnight					
POP(00): 1381					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM	KYYS-FM	
2	KYYS-FM	KBEQ-FM	KBEQ-FM	KBEQ-FM	
3	WHB -AM	KJLA-AM	KJLA-AM	KJLA-AM	

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM	KYYS-FM	
2	KYYS-FM	KBEQ-FM	KBEQ-FM	KBEQ-FM	
3	WHB -AM	KJLA-AM	KJLA-AM	WHB -AM	

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KBEQ-FM	KYYS-FM	KYYS-FM	KYYS-FM	
2	KYYS-FM	KBEQ-FM	KBEQ-FM	KBEQ-FM	
3	WHB -AM	KJLA-AM	KJLA-AM	KJLA-AM	

Adults 25-54					
M-S, 6am-Midnight					
POP(00): 5298					
	A/M '79	O/N '79	A/M '80		A/M '80
1	KYYS-FM	KYYS-FM	KYYS-FM	KYYS-FM	
2	KCMO-AM	WHB -AM	WHB -AM	WHB -AM	
3	WHB -AM	KBEQ-FM	WDAF-AM	WDAF-AM	
4	KBEQ-FM	WDAF-AM	KSAS-FM	KSAS-FM	
5	KMBZ-AM	WDAF-AM	WDAF-AM	WDAF-AM	
6	WHB -AM	KMBR-FM	KPRS-FM	KPRS-FM	
7	KJLA-AM	KUDL-FM	KBEQ-FM	KBEQ-FM	
8	KMBZ-AM	KCMO-AM	KJLA-AM	KJLA-AM	
9	KCMO-AM	KJLA-AM	KMBR-FM	KMBR-FM	
10	KPRS-FM	KCEZ-FM	KMBZ-AM	KMBZ-AM	

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# Knoxville

METRO RANK 76

## /M '80 Market Overview

Arbitron's reshuffling of the sampling units in the Knoxville metro may have made a difference in the rating results. In the past, Anderson and Union Counties have been combined by Arbitron into one sampling unit for ratings projections. In this book, however, Arbitron split the counties, likely meaning a more important role for Union. Arbitron also placed extra emphasis and got back 31% more diaries than in the previous survey last fall. It remains to be seen how the /M '80 results look in light of these changes, and the results of that sweep may begin to give usable trends based on Arbitron's new sampling setup.

Keeping that in mind, the results this survey showed **WEZK** rebounding to the top spot, **WIVK-FM** remaining a strong factor, and **WRJZ** surpassing **WNOX** in the battle for young adults.

**WEZK** plays the **Bonneville BM** format and supported it with an extensive ad campaign. Heavy TV saturation, backed by newspaper and local magazines, helped to spread the word. An on-air contest involving knowing the "Secret Word" when called was used, and a new PM drive personality was brought on. Not only did **WEZK** increase its already strong 25-54 share at the station recorded gains in the 18-34 demos to rank third in that demo.

Two stations were tied for the 18-34 lead. **WIVK-FM** the Country leader, and Top 40 **WRJZ** each earned 12% under 18%. This represents a slight increase for **WIVK-FM**, but **WRJZ** rose 30%. **WRJZ** used a larger amount of advertising, featuring the Chuck Blore "Magificent Mouth" TV spot, plus billboards. The on-air sound of **WRJZ** was aimed more adult, using more old earlier oldies. This may have helped the station create its numbers well among men 25-34.

**WIVK-FM**, besides being a strong 18-34 factor, also tops in 25-54's too. Although slipping slightly from its fall 25-54 share, **WIVK-FM** still had a share of almost 25%.

**Teens**  
M-S, 6am-Midnight  
POP(00): 463

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WOKI-FM
2 WRJZ-AM	WOKI-FM	WNOX-AM
3 WIVK-FM	WRJZ-AM	WIMZ-FM

**M-F, 6-10am**

1 WNOX-AM	WOKI-FM	WNOX-AM
2 WRJZ-AM	WNOX-AM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

**M-F, 3-7pm**

1 WNOX-AM	WNOX-AM	WOKI-FM
2 WRJZ-AM	WOKI-FM	WNOX-AM
3 WIVK-FM	WRJZ-AM	WRJZ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1399

A/M '79	O/N '79	A/M '80
1 WRJZ-AM	WNOX-AM	WRJZ-AM
2 WIVK-FM	WIVK-FM	WIVK-FM
3 WNOX-AM	WBIR-FM	WEZK-FM
4 WEZK-FM	WRJZ-AM	WIMZ-FM
5 WOKI-FM	WOKI-FM	WOKI-FM

**M-F, 6-10am**

1 WRJZ-AM	WIVK-FM	WRJZ-AM
2 WIVK-FM	WNOX-AM	WIVK-FM
3 WEZK-FM	WRJZ-AM	WEZK-FM
4 WNOX-AM	WEZK-FM	WNOX-AM
5 WIVK-AM	WBIR-FM	WOKI-FM

**M-F, 3-7pm**

1 WRJZ-AM	WIVK-FM	WRJZ-AM
2 WNOX-AM	WRJZ-AM	WIVK-FM
3 WIVK-FM	WNOX-AM	WEZK-FM
4 WOKI-FM	WBIR-FM	WOKI-FM
5 WEZK-FM	WEZK-FM	WIMZ-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1776

A/M '79	O/N '79	A/M '80
1 WEZK-FM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WRJZ-AM	WRJZ-AM	WIVK-AM
4 WIVK-AM	WIVK-AM	WRJZ-AM
5 WNOX-AM	WNOX-AM	WNOX-AM

**M-F, 6-10am**

1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WEZK-FM	WRJZ-AM	WRJZ-AM
4 WIVK-AM	WNOX-AM	WNOX-AM
5 WNOX-AM	WIVK-AM	WIVK-AM

**M-F, 3-7pm**

1 WEZK-FM	WIVK-FM	WEZK-FM
2 WRJZ-AM	WEZK-FM	WIVK-FM
3 WIVK-FM	WRJZ-AM	WRJZ-AM
4 WIVK-AM	WNOX-AM	WIVK-AM
5 WNOX-AM	WIVK-AM	WNOX-AM

**M-F, 6-10am**

1 WRJZ-AM	WRJZ-AM	WRJZ-AM
2 WNOX-AM	WNOX-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WNOX-AM
4 WIVK-FM	WBIR-FM	WEZK-FM
5 WIVK-AM	WOKI-FM	WOKI-FM

**M-F, 3-7pm**

1 WNOX-AM	WRJZ-AM	WRJZ-AM
2 WRJZ-AM	WNOX-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WNOX-AM
4 WIVK-FM	WBIR-FM	WOKI-FM
5 WIVK-AM	WOKI-FM	WEZK-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1776

A/M '79	O/N '79	A/M '80
1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WNOX-AM	WRJZ-AM	WEZK-FM
3 WIVK-FM	WEZK-FM	WRJZ-AM
4 WEZK-FM	WNOX-AM	WIVK-AM
5 WIVK-AM	WIVK-AM	WNOX-AM

**M-F, 6-10am**

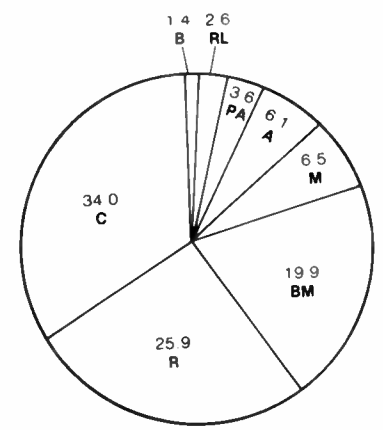
1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WNOX-AM	WRJZ-AM	WRJZ-AM
4 WEZK-FM	WNOX-AM	WNOX-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

**M-F, 3-7pm**

1 WNOX-AM	WIVK-FM	WIVK-FM
2 WRJZ-AM	WEZK-FM	WEZK-FM
3 WIVK-FM	WRJZ-AM	WNOX-AM
4 WEZK-FM	WNOX-AM	WRJZ-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3853

A/M '79	O/N '79	A/M '80			
1 WNOX-AM	1483	WIVK-FM	1391	WIVK-FM	1213
2 WRJZ-AM	1295	WRJZ-AM	1314	WRJZ-AM	1054
3 WIVK-FM	1037	WNOX-AM	1166	WEZK-FM	1048
4 WEZK-FM	955	WEZK-FM	1037	WNOX-AM	1001
5 WIVK-AM	718	WOKI-FM	852	WIVK-AM	851

**M-F, 6-10am**

1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WNOX-AM	WRJZ-AM	WRJZ-AM
3 WIVK-FM	WNOX-AM	WEZK-FM
4 WEZK-FM	WEZK-FM	WNOX-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

**M-F, 3-7pm**

1 WNOX-AM	WIVK-FM	WIVK-FM
2 WRJZ-AM	WNOX-AM	WEZK-FM
3 WIVK-FM	WEZK-FM	WRJZ-AM
4 WEZK-FM	WRJZ-AM	WNOX-AM
5 WOKI-FM	WOKI-FM	WOKI-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 463

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

**M-F, 6-10am**

1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

**M-F, 3-7pm**

1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1399

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WRJZ-AM
2 WRJZ-AM	WRJZ-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WOKI-FM
4 WIVK-FM	WOKI-FM	WNOX-AM
5 WEZK-FM	WBIR-FM	WIMZ-FM

**Format Legend**

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

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 3853

A/M '79	O/N '79	A/M '80			
1 WEZK-FM	18.4	WIVK-FM	20.9	WEZK-FM(BM)	9.9
2 WIVK-FM	16.6	WEZK-FM	16.4	WIVK-FM(C)	19.7
3 WRJZ-AM	14.8	WNOX-AM	11.9	WRJZ-AM(R)	10.5
4 WNOX-AM	12.0	WRJZ-AM	9.9	WIVK-AM(C)	9.9
5 WIVK-AM	10.6	WIVK-AM	8.5	WOKI-FM(R)	8.3
6 WOKI-FM	5.7	WOKI-FM	7.7	WNOX-AM(R)	7.1
7 WBIR-FM	4.6	WBIR-FM	6.3	WIMZ-FM(A)	6.1
8 WCAP-AM	3.6	WCAP-AM	2.7	WCAP-AM(C)	2.9
9 WBIR-AM	1.5	WYSH-AM	1.6	WHEL-AM(PA)	1.9
10 WJBE-AM	1.2	WJBE-AM	1.6	WBMK-AM(B)	1.4
11 WKXV-AM	1.0	WBIR-AM	1.4	WYSH-FM(C)	1.2
12 WYSH-AM	0.9	WKXV-AM	1.4	WEAG-AM(PA)	1.0
13 WKGN-AM	0.7	WKGN-AM	1.3	WKXV-AM(RL)	0.9
14 WEAG-AM	0.7	WEAG-AM	0.7	WKGN-AM(PA)	0.7
15 WATO-AM	0.3	WKVQ-AM	0.5	WITA-AM(RL)	0.7
16 WYSH-FM	0.3	WSTK-AM	0.5	WSTK-AM(RL)	0.7
17		WATO-AM	0.5	WYSH-AM(C)	0.3
18		WYSH-FM	0.5	WLTL-AM(RL)	0.3

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 3853

A/M '79	O/N '79	A/M '80			
1 WEZK-FM	107	WIVK-FM	116	WEZK-FM	117
2 WIVK-FM	97	WEZK-FM	91	WIVK-FM	116
3 WRJZ-AM	86	WNOX-AM	66	WRJZ-AM	62
4 WNOX-AM	70	WRJZ-AM	55	WIVK-AM	58
5 WIVK-AM	62	WIVK-AM	47	WOKI-FM	49

**M-F, 6-10am**

1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WEZK-FM	WNOX-AM	WRJZ-AM
4 WNOX-AM	WRJZ-AM	WIVK-AM
5 WIVK-AM	WIVK-AM	WNOX-AM

**M-F, 3-7pm**

1 WEZK-FM	WEZK-FM	WEZK-FM
2 WRJZ-AM	WIVK-FM	WIVK-FM
3 WIVK-FM	WNOX-AM	WRJZ-AM
4 WNOX-AM	WRJZ-AM	WOKI-FM
5 WIVK-AM	WOKI-FM	WNOX-AM



# Lafayette

METRO RANK **167**

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 27.7	KVOL-AM 23.0	KVOL-AM (R) 29.0
2 KVOL-AM 16.9	KTDY-FM 19.3	KSHB-FM (A) 12.9
3 KPFL-AM 12.0	KSHB-FM 14.3	KXKW-AM (C) 11.3
4 KXKW-AM 11.4	KXKW-AM 11.8	KTDY-FM (PA) 9.1
5 KSMB-FM 10.8	KPEL-AM 8.7	KPEL-AM (PA) 8.6
6 KROF-AM 6.6	KROF-FM 5.0	KROF-FM (C) 5.9
7 KDEA-FM 6.0	WAFB-FM 3.7	KDEA-FM (BB) 5.4
8 KPOF-FM	KDFA-FM 3.1	KROF-AM (PA) 2.7
9	KROF-AM 1.9	WAFB-FM (PA) 1.6
10	KAJN-FM 0.6	KS1G-AM (C) 0.5
11		WQXY-FM (BB) 0.5
12		KAJN-FM (RL) 0.5

### Average Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 4.6	KVOL-AM 3.7	KVOL-AM 5.4
2 KVOL-AM 2.8	KTDY-FM 3.1	KSHB-FM 2.4
3 KPFL-AM 2.0	KSHB-FM 2.3	KXKW-AM 2.1
4 KXKW-AM 1.9	KXKW-AM 1.9	KTDY-FM 1.7
5 KSMB-FM 1.8	KPEL-AM 1.4	KPEL-AM 1.6

#### M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KPFL-AM	KPEL-AM	KPEL-AM
4 KXKW-AM	KSHB-FM	KSHB-FM
5 KSMB-FM	KXKW-AM	KTDY-FM

#### M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KXKW-AM
3 KSMB-FM	KSHB-FM	KSHB-FM
4 KPFL-AM	KXKW-AM	KTDY-FM
5 KXKW-AM	KPEL-AM	KPEL-AM

#### Teens M-S, 6am-Midnight POP(00): 158

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSHB-FM
3 KSMB-FM	KSHB-FM	KTDY-FM

#### M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KSHB-FM
3 KROF-AM	KSHB-FM	KROF-AM

#### M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSHB-FM
3 KROF-AM	KSHB-FM	KTDY-FM

#### Adults 18-34 M-S, 6am-Midnight POP(00): 459

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KSMB-FM	KSHB-FM	KSHB-FM
3 KVOL-AM	KVOL-AM	KTDY-FM
4 KPOF-AM	WAFB-FM	KXKW-AM
5 KXKW-AM	KROF-FM	KROF-FM

#### M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSHB-FM	KSHB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-AM	KROF-FM	KXKW-AM
5 KPFL-AM	WAFB-FM	KROF-AM

#### M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSHB-FM	KSHB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KDEA-FM	KROF-FM	KROF-FM

#### Adults 25-54 M-S, 6am-Midnight POP(00): 513

A/M '78	A/M '79	A/M '80
1 KVOL-AM	KXKW-AM	KVOL-AM
2 KTDY-FM	KVOL-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPEL-AM	KSHB-FM
5 KSMB-FM	KSHB-FM	KDEA-FM

#### M-F, 6-10am

1 KVOL-AM	KXKW-AM	KVOL-AM
2 KTDY-FM	KVOL-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPEL-AM	KSHB-FM
5 KSMB-FM	KDEA-FM	KTDY-FM

#### M-F, 3-7pm

1 KTDY-FM	KXKW-AM	KXKW-AM
2 KVOL-AM	KTDY-FM	KVOL-AM
3 KXKW-AM	KVOL-AM	KROF-FM
4 KSMB-FM	KSHB-FM	KTDY-FM
5 KPFL-AM	WAFB-FM	KDEA-FM

### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 4.56	KVOL-AM 4.46	KVOL-AM 5.42
2 KVOL-AM 3.95	KTDY-FM 3.81	KXKW-AM 2.99
3 KXKW-AM 2.22	KSHB-FM 2.38	KROF-FM 2.40
4 KPFL-AM 2.07	KXKW-AM 1.95	KSHB-FM 2.31
5 KSMB-FM 2.07	KPEL-AM 1.94	KTDY-FM 2.31

#### M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KPFL-AM	KSHB-FM	KPEL-AM
4 KXKW-AM	KPEL-AM	KSHB-FM
5 KSMB-FM	KXKW-AM	KTDY-FM

#### M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KXKW-AM	KSHB-FM	KSHB-FM
4 KSMB-FM	KXKW-AM	KTDY-FM
5 KPFL-AM	KPEL-AM	KPEL-AM

#### Teens M-S, 6am-Midnight POP(00): 158

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSHB-FM
3 KROF-FM	KSHB-FM	KTDY-FM

#### M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSHB-FM
3 KROF-FM	KSHB-FM	KROF-FM

#### M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSHB-FM
3 KROF-FM	KSHB-FM	KTDY-FM

#### Adults 18-34 M-S, 6am-Midnight POP(00): 459

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KSHB-FM
3 KSMB-FM	KSHB-FM	KTDY-FM
4 KROF-FM	WAFB-FM	KXKW-AM
5 KROF-FM	KROF-FM	KROF-FM

#### M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSHB-FM	KSHB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-FM	WAFB-FM	KXKW-AM
5 KXKW-AM	KXKW-AM	KROF-FM

#### M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSHB-FM	KTDY-FM
3 KSMB-FM	KVOL-AM	KSHB-FM
4 KROF-FM	WAFB-FM	KXKW-AM
5 KXKW-AM	KXKW-AM	KROF-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 513

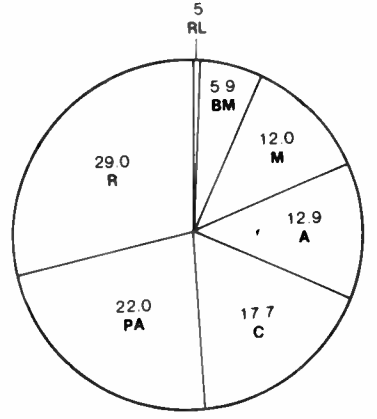
A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KXKW-AM	KXKW-AM	KROF-FM
4 KPFL-AM	KPEL-AM	KPEL-AM
5 KSMB-FM	KDEA-FM	KTDY-FM

#### M-F, 6-10am

1 KVOL-AM	KVOL-AM	KVOL-AM
2 KTDY-FM	KXKW-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPFL-AM	KPEL-AM
5 KSMB-FM	KSHB-FM	KTDY-FM

#### M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KXKW-AM
2 KVOL-AM	KTDY-FM	KVOL-AM
3 KXKW-AM	KXKW-AM	KXKW-AM
4 KPFL-AM	KSHB-FM	KTDY-FM
5 KSMB-FM	KPEL-AM	KPEL-AM



### Format Legend

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

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# Lakeland- Winter Haven

METRO RANK

**119**

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2344

A/M '78	A/M '79	A/M '80
1 WRBQ-FM 14.8	WVFM-FM 12.4	WVFM-FM(AM) 2.8
2 WVFM-FM 11.8	WRBQ-FM 12.1	WGTO-AM(C) 9.4
3 WGTO-AM 10.4	WGTO-AM 8.9	WPCV-FM(C) 8.6
4 WPCV-FM 8.5	WPCV-FM 8.6	WORJ-FM(A) 7.0
5 WNNN-AM 6.0	WORJ-FM 8.3	WRBQ-FM(AM) 6.5
6 WQPD-AM 5.5	WFLA-FM 6.3	WYNF-FM(AM) 4.9
7 WWAB-AM 4.9	WONN-AM 5.7	WONN-AM(AM) 3.9
8 WFLA-FM 4.7	WQPD-AM 4.0	WFLA-FM(AM) 3.9
9 WBJW-FM 2.7	WWAB-AM 3.2	WWAB-AM(AM) 3.9
10 WSUN-AM 2.7	WBJW-FM 2.9	WQPD-AM(AM) 3.4
11 WSIR-AM 2.5	WPUL-AM 2.9	WHLY-FM(A) 2.9
12 WORJ-FM 2.2	WSUN-AM 2.0	WSUN-AM(C) 2.3
13 WPUL-AM 2.2	WHLY-FM 2.0	WQYK-FM(C) 2.3
14 WZNG-AM 1.4	WHOO-FM 1.7	WDBO-FM(AM) 2.1
15 WJYW-FM 1.1	WJYW-FM 1.4	WSIR-AM(PA) 1.3
16 WHOO-FM 1.1	WTMP-AM 1.4	WJYW-FM(AM) 1.3
17 WTWB-AM 0.8	WSIR-AM 1.1	WBJW-FM(P) 1.3
18 WQYK-FM 0.8	WTWB-AM 1.1	WFLA-AM(PA) 0.5
19 WIPC-AM 0.8	WDBO-FM 1.1	
20 WLCT-AM 0.5	WPLA-AM 1.1	
21 WDBO-FM 0.5	WQYK-FM 0.6	
22 WDBO-AM 0.5	WDBO-AM 0.6	
23 WPLA-AM 0.5		

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2344

A/M '78	A/M '79	A/M '80
1 WRBQ-FM 54	WVFM-FM 43	WVFM-FM 49
2 WVFM-FM 43	WRBQ-FM 42	WGTO-AM 36
3 WGTO-AM 38	WGTO-AM 31	WPCV-FM 33
4 WPCV-FM 31	WPCV-FM 30	WORJ-FM 27
5 WNNN-AM 22	WORJ-FM 29	WRBQ-FM 25

M-F, 6-10am

1 WVFM-FM	WRBQ-FM	WGTO-AM
2 WNNN-AM	WRBQ-FM	WVFM-FM
3 WPCV-FM	WONN-AM	WPCV-FM
4 WRBQ-FM	WGTO-AM	WRBQ-FM
5 WQPD-AM	WPCV-FM	WONN-AM

M-F, 3-7pm

1 WRBQ-FM	WVFM-FM	WVFM-FM
2 WVFM-FM	WRBQ-FM	WGTO-AM
3 WPCV-FM	WGTO-AM	WORJ-FM
4 WGTO-AM	WORJ-FM	WPCV-FM
5 WWAB-AM	WPCV-FM	WRBQ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 291

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WWAB-AM	WBJW-FM	WWAB-AM
3 WQPD-AM	WQPD-AM	WYNF-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 745

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WORJ-FM	WORJ-FM
2 WGTO-AM	WRBQ-FM	WGTO-AM
3 WPCV-FM	WGTO-AM	WRBQ-FM
4 WWAB-AM	WQPD-AM	WYNF-FM
5 WQPD-AM	WVFM-FM	WPCV-FM

M-F, 6-10am

1 WRBQ-FM	WORJ-FM	WGTO-AM
2 WWAB-AM	WGTO-AM	WRBQ-FM
3 WNNN-AM	WRBQ-FM	WYNF-FM
4 WGTO-AM	WQPD-AM	WORJ-FM
5 WPCV-FM	WVFM-FM	WPCV-FM

M-F, 3-7pm

1 WRBQ-FM	WORJ-FM	WORJ-FM
2 WPCV-FM	WRBQ-FM	WHLY-FM
3 WGTO-AM	WGTO-AM	WGTO-AM
4 WWAB-AM	WVFM-FM	WRBQ-FM
5 WVFM-FM	WQPD-AM	WPCV-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1008

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WGTO-AM	WPCV-FM
2 WPCV-FM	WPCV-FM	WGTO-AM
3 WVFM-FM	WVFM-FM	WVFM-FM
4 WGTO-AM	WRBQ-FM	WRBQ-FM
5 WNNN-AM	WFLA-FM	WORJ-FM

M-F, 6-10am

1 WPCV-FM	WGTO-AM	WGTO-AM
2 WVFM-FM	WONN-AM	WPCV-FM
3 WNNN-AM	WVFM-FM	WVFM-FM
4 WRBQ-FM	WRBQ-FM	WRBQ-FM
5 WQPD-AM	WPCV-FM	WORJ-FM

M-F, 3-7pm

1 WRBQ-FM	WGTO-AM	WPCV-FM
2 WPCV-FM	WVFM-FM	WGTO-AM
3 WVFM-FM	WRBQ-FM	WVFM-FM
4 WGTO-AM	WPCV-FM	WORJ-FM
5 WQPD-AM	WFLA-FM	WRBQ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2344

A/M '78	A/M '79	A/M '80
1 WRBQ-FM 648	WRBQ-FM 633	WRBQ-FM 481
2 WVFM-FM 488	WVFM-FM 424	WVFM-FM 361
3 WPCV-FM 395	WPCV-FM 409	WGTO-AM 330
4 WQPD-AM 388	WONN-AM 379	WPCV-FM 315
5 WNNN-AM 344	WGTO-AM 350	WONN-AM 256

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WVFM-FM
2 WVFM-FM	WONN-AM	WGTO-AM
3 WQPD-AM	WVFM-FM	WRBQ-FM
4 WNNN-AM	WGTO-AM	WONN-AM
5 WPCV-FM	WPCV-FM	WPCV-FM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WVFM-FM	WVFM-FM	WVFM-FM
3 WQPD-AM	WORJ-FM	WGTO-AM
4 WPCV-FM	WPCV-FM	WORJ-FM
5 WGTO-AM	WQPD-AM	WPCV-FM

Teens  
M-S, 6am-Midnight  
POP(00): 291

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 745

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WORJ-FM	WORJ-FM
3 WNNN-AM	WQPD-AM	WHLY-FM
4 WPCV-FM	WPCV-FM	WYNF-FM
5 WGTO-AM	WGTO-AM	WGTO-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WQPD-AM	WGTO-AM
3 WNNN-AM	WORJ-FM	WORJ-FM
4 WGTO-AM	WGTO-AM	WYNF-FM
5 WPCV-FM	WPCV-FM	WHLY-FM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WORJ-FM	WORJ-FM
3 WPCV-FM	WQPD-AM	WHLY-FM
4 WWAB-AM	WVFM-FM	WGTO-AM
5 WORJ-FM	WPCV-FM	WPCV-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1008

A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WPCV-FM
2 WVFM-FM	WPCV-FM	WRBQ-FM
3 WPCV-FM	WGTO-AM	WGTO-AM
4 WGTO-AM	WVFM-FM	WVFM-FM
5 WQPD-AM	WFLA-FM	WONN-AM

M-F, 6-10am

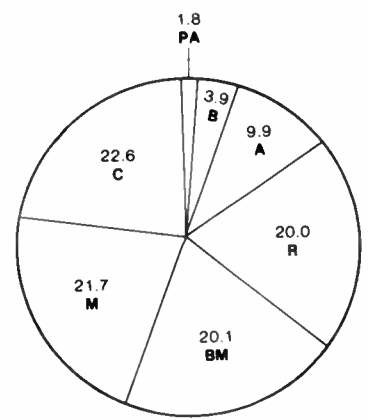
1 WRBQ-FM	WGTO-AM	WGTO-AM
2 WPCV-FM	WRBQ-FM	WPCV-FM
3 WVFM-FM	WPCV-FM	WONN-AM
4 WGTO-AM	WONN-AM	WRBQ-FM
5 WQPD-AM	WVFM-FM	WVFM-FM

M-F, 3-7pm

1 WRBQ-FM	WGTO-AM	WGTO-AM
2 WPCV-FM	WVFM-FM	WPCV-FM
3 WVFM-FM	WRBQ-FM	WRBQ-FM
4 WQPD-AM	WPCV-FM	WVFM-FM
5 WGTO-AM	WFLA-FM	WORJ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Lancaster

METRO RANK **102**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 2890

	A/M '78	A/M '79	A/M '80
1	WIOV-FM 11.4	WIOV-FM 14.9	WNCE-FM(BB) 10.9
2	WQXA-FM 8.3	WQXA-FM 11.0	WQXA-FM(R) 10.5
3	WSBA-FM 8.3	WNCE-FM 8.3	WIOV-FM(C) 6.8
4	WLAN-AM 7.8	WSBA-AM 7.2	WLAN-AM(BB) 6.6
5	WDAC-FM 5.5	WSBA-FM 6.5	WDAC-FM(RL) 6.6
6	WDDL-AM 5.0	WLAN-AM 5.9	WSBA-AM(PA) 5.9
7	WYCR-FM 5.0	WDAC-FM 5.4	WSBA-FM(PA) 5.9
8	WNCE-FM 5.0	WGSA-AM 4.5	WLAN-AM(R) 5.0
9	WGSA-AM 4.0	WLAN-FM 3.6	WRKZ-FM(C) 5.0
10	WSBA-AM 3.8	WRHY-FM 2.5	WRHY-FM(A) 3.0
11	WLAN-FM 3.8	WLPA-AM 2.5	WYCR-FM(R) 2.7
12	KYW -AM 2.6	WYCR-FM 2.0	KYW -AM(R) 2.5
13	WHP -AM 2.4	WHP -AM 1.8	WLPA-AM(PA) 2.3
14	WHP -FM 2.4	WHP -FM 1.4	WHP -FM(BB) 2.0
15	WIF1-FM 2.4	KYW -AM 1.1	WJBR-FM(BB) 1.8
16	WUFB-FM 1.9	WUFB-FM 0.9	WGSA-AM(PA) 1.6
17	WPDC-FM 1.9	WGCB-FM 0.9	WHP -AM(PA) 1.4
18	WGCB-FM 1.7	WEEU-AM 0.7	WGCB-FM(RL) 0.9
19	WRHY-FM 1.7	WPDC-FM 0.5	WYSP-FM(A) 0.5
20	WBYO-FM 1.7	WPDC-AM 0.2	WUFB-FM(R) 0.5
21	WIF1-AM 1.4		WEEU-AM(PA) 0.5
22	WVUV-AM 1.4		
23	WJBR-FM 0.7		
24	WRFY-FM 0.5		
25	WZIX-AM 0.5		
26	WPDC-AM 0.2		

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2890

	A/M '78	A/M '79	A/M '80
1	WIOV-FM 48	WIOV-FM 66	WNCE-FM 48
2	WQXA-FM 35	WQXA-FM 49	WQXA-FM 46
3	WSBA-FM 35	WNCE-FM 37	WIOV-FM 30
4	WLAN-AM 33	WSBA-AM 32	WLAN-FM 29
5	WDAC-FM 23	WSBA-FM 29	WDAC-FM 29

**M-F, 6-10am**

1	WIOV-FM	WIOV-FM	WQXA-FM
2	WLAN-AM	WQXA-FM	WNCE-FM
3	WDAC-FM	WSBA-AM	WIOV-FM
4	WDDL-AM	WLAN-AM	WSBA-AM
5	WSBA-FM	WNCE-FM	WLAN-FM

**M-F, 3-7pm**

1	WQXA-FM	WIOV-FM	WNCE-FM
2	WSBA-FM	WQXA-FM	WQXA-FM
3	WLAN-AM	WNCE-FM	WSBA-AM
4	WIOV-FM	WSBA-FM	WDAC-FM
5	WNCE-FM	WSBA-AM	WLAN-AM

**Teens**  
**M-S, 6am-Midnight**

	A/M '78	A/M '79	A/M '80
1	WYCR-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-FM
3	WQXA-FM	WYCR-FM	WLAN-AM

**M-F, 6-10am**

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WYCR-FM	WLAN-AM	WLAN-FM
3	WIF1-FM	WRHY-FM	WLAN-AM

**M-F, 3-7pm**

1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-FM
3	WYCR-FM	WYCR-FM	WLAN-AM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 1007

	A/M '78	A/M '79	A/M '80
1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WIOV-FM	WLAN-FM
3	WIOV-FM	WSBA-AM	WLAN-AM
4	WSBA-FM	WLAN-AM	WRKZ-FM
5	WYCR-FM	WNCE-FM	WNCE-FM

**M-F, 6-10am**

1	WQXA-FM	WIOV-FM	WQXA-FM
2	WLAN-AM	WQXA-FM	WLAN-FM
3	WIOV-FM	WLAN-AM	WLAN-AM
4	WSBA-AM	WSBA-AM	WRKZ-FM
5	WDDL-AM	WNCE-FM	WIOV-FM

**M-F, 3-7pm**

1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WIOV-FM	WLAN-AM
3	WSBA-FM	WSBA-AM	WRKZ-FM
4	WNCE-FM	WLAN-FM	WLAN-FM
5	WIOV-FM	WNCE-FM	WRHY-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 1323

	A/M '78	A/M '79	A/M '80
1	WSBA-FM	WIOV-FM	WNCE-FM
2	WIOV-FM	WSBA-AM	WIOV-FM
3	WNCE-FM	WQXA-FM	WLAN-FM
4	WQAC-FM	WNCE-FM	WSBA-FM
5	WQXA-FM	WSBA-FM	WQXA-FM

**M-F, 6-10am**

1	WIOV-FM	WIOV-FM	WSBA-AM
2	WDAC-FM	WSBA-AM	WIOV-FM
3	WSBA-AM	WQXA-FM	WNCE-FM
4	WSBA-FM	WDAC-FM	WSBA-FM
5	WDDL-AM	WNCE-FM	WLAN-FM

**M-F, 3-7pm**

1	WSBA-FM	WIOV-FM	WNCE-FM
2	WIOV-FM	WSBA-AM	WSBA-AM
3	WNCE-FM	WSBA-FM	WLAN-AM
4	WDAC-FM	WNCE-FM	WSBA-FM
5	WLAN-FM	WQXA-FM	WIOV-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2890

	A/M '78	A/M '79	A/M '80
1	WLAN-AM 723	WQXA-FM 725	WQXA-FM 639
2	WQXA-FM 562	WIOV-FM 583	WNCE-FM 634
3	WDDL-AM 547	WSBA-AM 544	WLAN-AM 619
4	WSBA-FM 524	WLAN-AM 530	WLAN-FM 469
5	WIOV-FM 517	WNCE-FM 425	WIOV-FM 456

**M-F, 6-10am**

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WIOV-FM	WIOV-FM	WLAN-AM
3	WDDL-AM	WSBA-AM	WNCE-FM
4	WSBA-AM	WLAN-AM	WSBA-AM
5	WSBA-FM	WNCE-FM	WIOV-FM

**M-F, 3-7pm**

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WQXA-FM	WIOV-FM	WLAN-AM
3	WDDL-AM	WLAN-AM	WNCE-FM
4	WSBA-FM	WSBA-AM	WSBA-FM
5	WNCE-FM	WNCE-FM	WLAN-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 365

	A/M '78	A/M '79	A/M '80
1	WLAN-AM	WQXA-FM	WQXA-FM
2	WYCR-FM	WLAN-AM	WLAN-AM
3	WQXA-FM	WYCR-FM	WLAN-FM

**M-F, 6-10am**

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WYCR-FM	WLAN-AM	WLAN-FM
3	WIF1-FM	WRHY-FM	WLAN-AM

**M-F, 3-7pm**

1	WYCR-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-AM
3	WQXA-FM	WLAN-FM	WLAN-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 1007

	A/M '78	A/M '79	A/M '80
1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-AM
3	WSBA-AM	WSBA-AM	WLAN-FM
4	WYCR-FM	WIOV-FM	WIOV-FM
5	WDDL-AM	WLPA-AM	WNCE-FM

**M-F, 6-10am**

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WQXA-FM	WSBA-AM	WLAN-AM
3	WSBA-AM	WIOV-FM	WLAN-FM
4	WIOV-FM	WLAN-AM	WIOV-FM
5	WDDL-AM	WNCE-FM	WRHY-FM

**M-F, 3-7pm**

1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WSBA-AM	WLAN-AM
3	WDDL-AM	WLAN-AM	WLAN-FM
4	WSBA-AM	WIOV-FM	WRHY-FM
5	WYCR-FM	WLAN-FM	WSBA-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 1323

	A/M '78	A/M '79	A/M '80
1	WSBA-FM	WIOV-FM	WLAN-AM
2	WSBA-AM	WSBA-AM	WNCE-FM
3	WNCE-FM	WQXA-FM	WQXA-FM
4	WIOV-FM	WLAN-AM	WIOV-FM
5	WDDL-AM	WSBA-FM	WSBA-FM

**M-F, 6-10am**

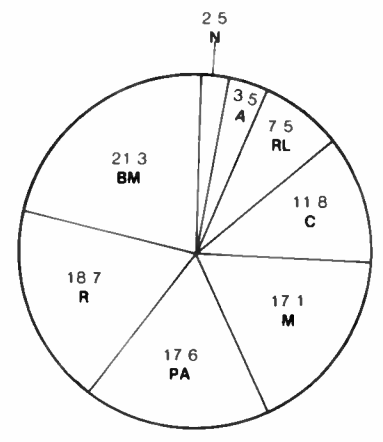
1	WSBA-AM	WIOV-FM	WLAN-AM
2	WIOV-FM	WSBA-AM	WSBA-AM
3	WSBA-FM	WNCE-FM	WIOV-FM
4	WDAC-FM	WLAN-AM	WNCE-FM
5	WDDL-AM	WQXA-FM	WQXA-FM

**M-F, 3-7pm**

1	WSBA-FM	WIOV-FM	WLAN-AM
2	WNCE-FM	WSBA-AM	WSBA-FM
3	WSBA-AM	WQXA-FM	WNCE-FM
4	WIOV-FM	WLAN-AM	WSBA-AM
5	WQXA-FM	WNCE-FM	WIOV-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# ansing- ast Lansing

METRO RANK **77**

## M '80 Market Overview

The Burkhart/Abrams Superstars AOR format de a superstar out of WILS-FM in Lansing. While other leading stations in the market remained re-ly stable — stations like WFMK, WVIC-FM, and TL-FM — WILS-FM surged to the top of the mar-. Given the increased sample returned in this eep, this result does not appear to be a fluke.

WILS-FM used an ad campaign similar to its V '79 effort. TV commercials and bumperstickers de up the core of the campaign. WILS-FM moved st WFMK to become the 18-34 leader with more n a 22 share. More than half of the WILS-FM rage audience was men 18-24, while WFMK, with 21 share of 18-34's, showed a more gender-bal- ed audience.

The number three station in the market was WVIC- l which tied for second with WFMK among 25-54's. /IC-FM is simulcast during the daytime broadcast rs of WVIC, its AM sister. WVIC-FM prospered s book, almost doubling its share of adults 25-54. e WFMK, it earned just under a 12 share. With /IC added in, the AM/FM WVIC combo rated sec- d with just under 13. WVIC-FM had hoped for a lter showing, since the station made a more exten- e effort to advertise itself this sweep. TV spots and oards were used, while on-air the music went back solid gold weekends. More oldies were played dur- the week as well in an effort to boost the 25-54 nbers. Apparently it worked.

The leading Country station, WITL-FM, maintained 25-54 edge, upping its share to 14. Women 35-44 de up the biggest block of WITL-FM's audience.

### Average Persons 12+ Share Trends

Day-Sunday, 6am-Midnight  
POP(00): 3810

AM '79	ON '79	AM '80
1 WVIC-FM 11.4	WFNK-FM 14.0	WILS-FM(A) 14.4
2 WFMK-FM 9.6	WVIC-FM 10.7	WFMK-FM(PA) 3.5
3 WILS-FM 9.6	WITL-FM 10.2	WVIC-FM(B) 11.6
4 WITL-FM 9.1	WILS-FM 9.3	WITL-FM(C) 10.2
5 WJR -AM 7.1	WJR -AM 7.4	WJIM-FM(BB) 7.3
6 WJIM-FM 6.8	WJIM-FM 6.4	WJR -AM(PA) 5.9
7 WILS-AM 4.3	WILS-AM 6.0	WOOD-FM(BB) 3.4
8 WLAV-FM 3.9	WOOD-FM 5.0	WJIM-AM(PA) 3.3
9 WJIM-AM 3.7	WJIM-AM 4.3	WILS-AM(PA) 3.3
0 WOOD-FM 3.0	WITL-AM 2.8	0 WOOD-FM 3.0
1 WITL-AM 2.8	WFFX-FM 3.3	WLAV-FM(PA) 2.2
2 WVIC-AM 2.3	WVIC-AM 2.2	WFFX-FM(PA) 1.4
3 WION-AM 1.8	WCER-AM 1.6	WVIC-AM(B) 1.2
4 WFFX-FM 1.4	WGRD-FM 1.6	WGRD-FM(B) 1.1
5 WPLB-FM 1.4	WCER-FM 0.9	WPLB-FM(C) 1.1
6 WCER-AM 1.1	WRBJ-FM 0.3	WJFM-FM(PA) 0.6
7 WGRD-FM 0.9	WOOD-AM 0.2	WCER-AM(PA) 0.5
8 CKLW-AM 0.5		WION-AM(PA) 0.5
9 WGRD-AM 0.2		WHQZ-FM(PA) 0.2

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3810

AM '79	ON '79	AM '80
1 WVIC-FM 64	WFMK-FM 81	WILS-FM 93
2 WFMK-FM 54	WVIC-FM 62	WFMK-FM 87
3 WILS-FM 54	WITL-FM 59	WVIC-FM 75
4 WITL-FM 51	WILS-FM 54	WITL-FM 66
5 WJR -AM 40	WJR -AM 43	WJIM-FM 47

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WFMK-FM	WITL-FM
2 WITL-FM	WITL-FM	WFMK-FM
3 WFMK-FM	WVIC-FM	WVIC-FM
4 WJR -AM	WJR -AM	WILS-FM
5 WILS-FM	WJIM-FM	WJR -AM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WILS-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WITL-FM	WILS-FM
3 WFMK-FM	WILS-FM	WVIC-FM
4 WJIM-FM	WVIC-FM	WITL-FM
5 WITL-FM	WJR -AM	WJIM-FM

M-S, 6am-Midnight  
POP(00): 471

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-AM	WFMK-FM

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-AM	WVIC-AM	WFMK-FM
3 WILS-FM	WILS-FM	WILS-FM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WVIC-AM	WGRD-FM	WVIC-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WILS-FM
2 WILS-FM	WILS-FM	WFMK-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WLAV-FM	WILS-AM	WITL-FM
5 WJIM-FM	WITL-FM	WJIM-FM

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WVIC-FM	WILS-FM
3 WVIC-FM	WILS-FM	WVIC-FM
4 WILS-AM	WJIM-AM	WITL-FM
5 WJIM-AM	WILS-AM	WJR -AM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WILS-FM	WFMK-FM	WFMK-FM
2 WFMK-FM	WILS-FM	WILS-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WJIM-FM	WILS-AM	WJIM-FM
5 WLAV-FM	WITL-FM	WITL-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1689

AM '79	ON '79	AM '80
1 WITL-FM	WITL-FM	WITL-FM
2 WFMK-FM	WJR -AM	WFMK-FM
3 WVIC-FM	WFMK-FM	WVIC-FM
4 WJR -AM	WJIM-FM	WJIM-FM
5 WJIM-FM	WJIM-AM	WJR -AM

M-F, 6-10am  
POP(00): 1689

AM '79	ON '79	AM '80
1 WITL-FM	WJR -AM	WITL-FM
2 WJR -AM	WITL-FM	WJR -AM
3 WJIM-AM	WFMK-FM	WVIC-FM
4 WILS-AM	WJIM-FM	WFMK-FM
5 WVIC-FM	WJIM-AM	WJIM-AM

M-F, 3-7pm  
POP(00): 1689

AM '79	ON '79	AM '80
1 WFMK-FM	WITL-FM	WJIM-FM
2 WITL-FM	WJR -AM	WFMK-FM
3 WJIM-AM	WFMK-FM	WITL-FM
4 WVIC-FM	WJIM-FM	WVIC-FM
5 WJR -AM	WJIM-AM	WJR -AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3810

AM '79	ON '79	AM '80
1 WVIC-FM 1076	WVIC-FM 1064	WFMK-FM 1243
2 WFMK-FM 975	WFMK-FM 1044	WVIC-FM 1003
3 WILS-FM 844	WITL-FM 831	WILS-FM 811
4 WJR -AM 727	WILS-AM 793	WITL-FM 784
5 WITL-FM 692	WILS-FM 700	WJR -AM 604

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WFMK-FM	WVIC-FM
2 WFMK-FM	WVIC-FM	WFMK-FM
3 WITL-FM	WITL-FM	WITL-FM
4 WJR -AM	WJR -AM	WILS-FM
5 WJIM-AM	WILS-AM	WJR -AM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WVIC-FM	WFMK-FM
2 WVIC-FM	WFMK-FM	WVIC-FM
3 WILS-FM	WILS-AM	WILS-FM
4 WITL-FM	WITL-FM	WITL-FM
5 WILS-AM	WILS-FM	WJIM-FM

Teens  
M-S, 6am-Midnight  
POP(00): 471

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WFMK-FM
3 WILS-AM	WILS-AM	WILS-FM

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-AM	WVIC-AM	WFMK-FM
3 WVIC-AM	WILS-FM	WILS-FM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WFMK-FM	WILS-AM	WFMK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM
3 WILS-FM	WILS-FM	WVIC-FM
4 WILS-AM	WILS-AM	WILS-AM
5 WJIM-AM	WJIM-AM	WFFX-FM

M-F, 6-10am  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM
3 WILS-FM	WILS-AM	WVIC-FM
4 WJIM-AM	WILS-AM	WITL-FM
5 WILS-AM	WJIM-AM	WJIM-FM

M-F, 3-7pm  
POP(00): 1750

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM
3 WILS-FM	WILS-AM	WVIC-FM
4 WILS-AM	WILS-FM	WJIM-AM
5 WJIM-AM	WJIM-AM	WILS-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1689

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WITL-FM	WJR -AM	WITL-FM
3 WVIC-FM	WJIM-AM	WVIC-FM
4 WJR -AM	WITL-FM	WJIM-FM
5 WJIM-AM	WJIM-FM	WJR -AM

M-F, 6-10am  
POP(00): 1689

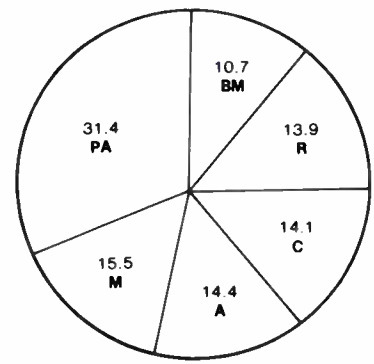
AM '79	ON '79	AM '80
1 WITL-FM	WJR -AM	WITL-FM
2 WFMK-FM	WITL-FM	WVIC-FM
3 WJIM-AM	WJIM-AM	WFMK-FM
4 WVIC-FM	WFMK-FM	WJIM-AM
5 WJR -AM	WJIM-FM	WJR -AM

M-F, 3-7pm  
POP(00): 1689

AM '79	ON '79	AM '80
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WITL-FM	WJIM-AM	WITL-FM
3 WVIC-FM	WITL-FM	WVIC-FM
4 WILS-AM	WJIM-FM	WJIM-FM
5 WJIM-AM	WJR -AM	WJR -AM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Las Vegas

METRO RANK

92

## A/M '80 Market Overview

Beautiful Music KORK-FM remained atop the Las Vegas metro, but the highlight here was the showing by Pop/Adult KMJJ. KORK led 45+, but KMJJ strengthened itself to lead in both the 25-54 and 18-34 categories.

The KMJJ advance was sparked by an increase among women 18-34. With this gain, the station was able to boost its young adult share from just under a 14 to over 18. In 25-54's, KMJJ was able to break a tie with KORK-FM and KXTZ and become the pacesetter, rising from the mid-11 range to the mid-13 bracket. KMJJ's external advertising consisted primarily of TV, with about one-third of the dollars going into newspaper. Total ad expenditures were \$20,000. On-air, KMJJ gave away a trip to Mexico, and offered 10 families trips to Disneyland.

KLUC added two shares to its 18-34 total, taking second with a figure in the mid-13 range. It picked up male listeners this survey, and reasserted itself as the teen leader. The station moved its music a bit more mass appeal in this sweep. Advertising efforts consisted of TV and outdoor boards.

Country KVEG enjoyed its best book in recent years. The station advertised primarily using billboards, with 20% of the budget going into TV. On-air there was a special promotion called "Country Bingo," run in conjunction with the local 7-11 stores. Ratings pay-offs showed in the 25-54 standings, where KVEG improved about 25% to rank third with a share just over 10, right behind KXTZ's mid-11 figure.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3148

A/M '79	O/N '79	A/M '80
1 KORK-FM 11.3	KORK-FM 10.4	KORK-FM(AM) 0.5
2 KLUC-FM 8.7	KXTZ-FM 9.9	KLUC-FM(AM) 10.0
3 KXTZ-FM 8.5	KLUC-FM 8.8	KMJJ-AM(PA) 9.8
4 KENO-AM 8.0	KFNO-AM 8.8	KVEG-AM(C) 9.0
5 KENO-FM 8.0	KMJJ-AM 7.4	KXTZ-FM(AM) 9.0
6 KRAM-AM 7.6	KFMS-FM 7.4	KORK-AM(PA) 6.3
7 KVEG-AM 7.4	KVEG-AM 6.5	KFMS-FM(A) 6.3
8 KMJJ-AM 7.2	KORK-AM 6.3	KLAV-AM(D) 5.9
9 KORK-AM 7.0	KLAV-AM 6.1	KRAM-AM(C) 5.6
10 KDWN-AM 6.7	KDWN-AM 5.9	KENO-AM(R) 4.4
11 KFMS-FM 4.8	KENO-FM 5.2	KDWN-AM(PA) 4.4
12 KNUU-AM 4.6	KRAM-AM 5.0	KNUU-AM(P) 4.2
13 KLAV-AM 3.9	KNUU-AM 4.7	KFNO-FM(A) 2.9
14 KVOV-AM 0.9	KFI-AM 0.7	KUDD-FM(PA) 1.9
15		KVOV-AM(B) 0.6

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3148

A/M '79	O/N '79	A/M '80
1 KORK-FM 52	KORK-FM 46	KORK-FM 50
2 KLUC-FM 40	KXTZ-FM 44	KLUC-FM 48
3 KXTZ-FM 39	KLUC-FM 39	KMJJ-AM 47
4 KENO-AM 37	KENO-AM 39	KVEG-AM 43
5 KENO-FM 37	KMJJ-AM 33	KXTZ-FM 43

M-F, 6-10am

1 KORK-FM	KORK-AM	KORK-AM
2 KMJJ-AM	KORK-FM	KMJJ-AM
3 KORK-AM	KENO-AM	KVEG-AM
4 KVEG-AM	KLUC-FM	KLUC-FM
5 KXTZ-FM	KXTZ-FM	KORK-FM

M-F, 3-7pm

1 KORK-FM	KORK-FM	KORK-FM
2 KFNO-AM	KXTZ-FM	KVEG-AM
3 KLUC-FM	KLUC-FM	KMJJ-AM
4 KMJJ-AM	KENO-AM	KXTZ-FM
5 KXTZ-FM	KLAV-AM	KLUC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 411

A/M '79	O/N '79	A/M '80
1 KLUC-FM	KENO-AM	KLUC-FM
2 KENO-AM	KLAV-AM	KLAV-AM
3 KLAV-AM	KLUC-FM	KFMS-FM

M-F, 6-10am

1 KLUC-FM	KFNO-AM	KLUC-FM
2 KENO-AM	KLUC-FM	KLAV-AM
3 KLAV-AM	KLAV-AM	KVEG-AM

M-F, 3-7pm

1 KLUC-FM	KLAV-AM	KLUC-FM
2 KENO-AM	KENO-AM	KLAV-AM
3 KLAV-AM	KLUC-FM	KFMS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1225

A/M '79	O/N '79	A/M '80
1 KMJJ-AM	KFMS-FM	KMJJ-AM
2 KENO-FM	KMJJ-AM	KLUC-FM
3 KLUC-FM	KLUC-FM	KFMS-FM
4 KENO-AM	KENO-AM	KLAV-AM
5 KDWN-AM	KENO-FM	KENO-AM

M-F, 6-10am

1 KMJJ-AM	KMJJ-AM	KMJJ-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KFNO-AM	KENO-AM	KORK-AM
4 KENO-FM	KFMS-FM	KVEG-AM
5 KDWN-AM	KORK-AM	KFMS-FM

M-F, 3-7pm

1 KMJJ-AM	KFMS-FM	KMJJ-AM
2 KFNO-AM	KMJJ-AM	KFMS-FM
3 KENO-FM	KENO-AM	KLUC-FM
4 KLUC-FM	KLUC-FM	KENO-AM
5 KDWN-AM	KLAV-AM	KORK-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1626

A/M '79	O/N '79	A/M '80
1 KORK-FM	KMJJ-AM	KMJJ-AM
2 KVEG-AM	KXTZ-FM	KXTZ-FM
3 KDWN-AM	KORK-FM	KVEG-AM
4 KMJJ-AM	KVEG-AM	KORK-FM
5 KRAM-AM	KORK-AM	KORK-AM

M-F, 6-10am

1 KMJJ-AM	KORK-AM	KORK-AM
2 KRAM-AM	KMJJ-AM	KMJJ-AM
3 KVEG-AM	KORK-FM	KVEG-AM
4 KORK-AM	KVEG-AM	KLUC-FM
5 KDWN-AM	KXTZ-FM	KXTZ-FM

M-F, 3-7pm

1 KMJJ-AM	KXTZ-FM	KMJJ-AM
2 KDWN-AM	KMJJ-AM	KXTZ-FM
3 KORK-FM	KORK-FM	KORK-FM
4 KXTZ-FM	KRAM-AM	KVEG-AM
5 KVEG-AM	KLUC-FM	KORK-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3148

A/M '79	O/N '79	A/M '80
1 KFNO-AM 754	KLUC-FM 688	KLUC-FM 639
2 KLUC-FM 741	KENO-AM 673	KMJJ-AM 639
3 KORK-FM 578	KMJJ-AM 616	KORK-AM 532
4 KMJJ-AM 544	KXTZ-FM 543	KXTZ-FM 523
5 KFMS-FM 509	KDWN-AM 495	KORK-FM 519

M-F, 6-10am

1 KENO-AM	KENO-AM	KORK-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KMJJ-AM	KORK-AM	KMJJ-AM
4 KORK-FM	KMJJ-AM	KORK-FM
5 KRAM-AM	KXTZ-FM	KVFG-AM

M-F, 3-7pm

1 KENO-AM	KENO-AM	KMJJ-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KORK-FM	KMJJ-AM	KENO-AM
4 KMJJ-AM	KXTZ-FM	KVEG-AM
5 KVFG-AM	KLAV-AM	KXTZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 411

A/M '79	O/N '79	A/M '80
1 KENO-AM	KENO-AM	KLUC-FM
2 KLUC-FM	KLUC-FM	KENO-AM
3 KFMS-FM	KLAV-AM	KLAV-AM

M-F, 6-10am

1 KENO-AM	KENO-AM	KLUC-FM
2 KLUC-FM	KLAV-AM	KLAV-AM
3 KLAV-AM	KLUC-FM	KENO-AM

M-F, 3-7pm

1 KENO-AM	KFNO-AM	KLUC-FM
2 KLUC-FM	KLAV-AM	KENO-AM
3 KLAV-AM	KLUC-FM	KFMS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1225

A/M '79	O/N '79	A/M '80
1 KLUC-FM	KLUC-FM	KMJJ-AM
2 KENO-AM	KFMS-FM	KLUC-FM
3 KMJJ-AM	KMJJ-AM	KFMS-FM
4 KFMS-FM	KFNO-AM	KENO-AM
5 KENO-FM	KLAV-AM	KORK-AM

M-F, 6-10am

1 KENO-AM	KLUC-FM	KMJJ-AM
2 KMJJ-AM	KMJJ-AM	KLUC-FM
3 KLUC-FM	KENO-AM	KORK-AM
4 KENO-FM	KFMS-FM	KENO-AM
5 KFMS-FM	KLAV-AM	KFMS-FM

M-F, 3-7pm

1 KMJJ-AM	KFMS-FM	KMJJ-AM
2 KENO-AM	KLUC-FM	KLUC-FM
3 KLUC-FM	KENO-AM	KFMS-FM
4 KFNO-FM	KMJJ-AM	KENO-AM
5 KFMS-FM	KLAV-AM	KORK-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1626

A/M '79	O/N '79	A/M '80
1 KVEG-AM	KMJJ-AM	KMJJ-AM
2 KFNO-AM	KXTZ-FM	KORK-AM
3 KLUC-FM	KLUC-FM	KXTZ-FM
4 KMJJ-AM	KDWN-AM	KVEG-AM
5 KORK-FM	KORK-FM	KORK-FM

M-F, 6-10am

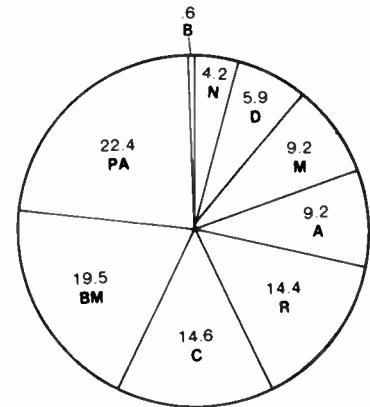
1 KMJJ-AM	KMJJ-AM	KORK-AM
2 KVFG-AM	KVEG-AM	KMJJ-AM
3 KENO-AM	KORK-AM	KXTZ-FM
4 KRAM-AM	KXTZ-FM	KVEG-AM
5 KDWN-AM	KENO-AM	KLUC-FM

M-F, 3-7pm

1 KVEG-AM	KMJJ-AM	KMJJ-AM
2 KMJJ-AM	KXTZ-FM	KXTZ-FM
3 KORK-FM	KLUC-FM	KVEG-AM
4 KLUC-FM	KENO-AM	KORK-AM
5 KENO-AM	KVEG-AM	KORK-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

"Album Greats" and the  
"Evolution Of Rock" from  
TM Special Projects!



TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

# Lexington- Mayette

METRO RANK **110**

## Share Trends Share Trends Share Trends

**Share Trends**  
Share Trends  
Share Trends  
POP(00): 2527

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM	18.2	WKQQ-FM	16.1
2 WVLK-AM	16.4	WVLK-AM	15.2
3 WVLK-FM	13.5	WLAP-FM	14.1
4 WLAP-AM	11.1	WVLK-FM	14.1
5 WLAP-FM	8.7	WLAP-AM	9.6
6 WBLG-AM	5.8	WAXU-FM	6.5
7 WAXU-FM	5.8	WTKC-AM	6.2
8 WNLV-AM	4.2	WAXU-AM	4.8
9 WAXU-AM	2.6	WNLV-AM	2.3
0 WHAS-AM	1.8	WHAS-AM	1.7
1 WBGR-FM	1.6	WJHM-FM	0.6
2 WBGR-AM	1.3	WKY-AM	0.6
3 WJHM-FM	1.1	WBGR-AM	0.6
4 WKY-AM	0.5	WBGR-FM	0.6
5 WLW-AM	0.5	WAKY-AM	0.6
6 WAKY-AM	0.5		

## Average Persons Trends/Rankings

**Average Persons Trends/Rankings**  
Total 12+  
S, 6am-Midnight  
POP(00): 2527

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM	69	WKQQ-FM	57
2 WVLK-AM	62	WVLK-AM	54
3 WVLK-FM	51	WLAP-FM	50
4 WLAP-AM	42	WVLK-FM	50
5 WLAP-FM	33	WLAP-AM	34

**F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WLAP-AM	WLAP-AM
3 WKQQ-FM		WVLK-FM	WKQQ-FM
4 WVLK-FM		WKQQ-FM	WLAP-FM
5 WLAP-FM		WLAP-FM	WVLK-FM

**F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WKQQ-FM	WKQQ-FM
2 WVLK-AM		WLAP-FM	WVLK-AM
3 WVLK-FM		WVLK-FM	WLAP-FM
4 WLAP-FM		WVLK-AM	WVLK-FM
5 WLAP-AM		WLAP-AM	WLAP-AM

**Teens**  
S, 6am-Midnight  
POP(00): 288

	A/M '79	O/N '79	A/M '80
1 WLAP-FM		WKQQ-FM	WLAP-FM
2 WKQQ-FM		WLAP-FM	WKQQ-FM
3 WLAP-AM		WVLK-AM	WTKC-AM

**F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WLAP-AM		WLAP-FM	WLAP-FM
2 WLAP-FM		WKQQ-FM	WKQQ-FM
3 WVLK-AM		WVLK-AM	WVLK-AM

**F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WLAP-FM		WKQQ-FM	WLAP-FM
2 WKQQ-FM		WLAP-FM	WKQQ-FM
3 WVLK-AM		WAXU-FM	WVLK-FM

**Adults 18-34**  
S, 6am-Midnight  
POP(00): 1090

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WKQQ-FM	WKQQ-FM
2 WLAP-AM		WLAP-FM	WVLK-AM
3 WVLK-AM		WVLK-AM	WLAP-FM
4 WLAP-FM		WLAP-AM	WLAP-AM
5 WVLK-FM		WVLK-FM	WAXU-FM

**F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WVLK-AM	WVLK-AM
2 WVLK-AM		WKQQ-FM	WKQQ-FM
3 WLAP-AM		WLAP-AM	WLAP-FM
4 WLAP-FM		WLAP-FM	WLAP-AM
5 WBLG-AM		WTKC-AM	WAXU-FM

**F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WKQQ-FM	WKQQ-FM
2 WLAP-AM		WLAP-FM	WLAP-FM
3 WVLK-AM		WVLK-AM	WVLK-AM
4 WVLK-FM		WVLK-FM	WLAP-AM
5 WLAP-FM		WLAP-AM	WTKC-AM

**Adults 25-54**  
S, 6am-Midnight  
POP(00): 1188

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WVLK-FM		WVLK-FM	WLAP-FM
3 WKQQ-FM		WLAP-AM	WVLK-FM
4 WLAP-AM		WLAP-FM	WLAP-AM
5 WAXU-FM		WTKC-AM	WKQQ-FM

**F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WLAP-AM	WLAP-AM
3 WVLK-FM		WTKC-AM	WLAP-FM
4 WKQQ-FM		WVLK-FM	WVLK-FM
5 WNLV-AM		WLAP-FM	WKQQ-FM

**F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WVLK-FM		WVLK-AM	WVLK-AM
2 WVLK-AM		WLAP-FM	WKQQ-FM
3 WKQQ-FM		WVLK-FM	WLAP-FM
4 WLAP-AM		WKQQ-FM	WLAP-AM
5 WAXU-FM		WTKC-AM	WVLK-FM

## Cume Persons Trends/Rankings

**Total 12+**  
S, 6am-Midnight  
POP(00): 2527

	A/M '79	O/N '79	A/M '80
1 WVLK-AM	1013	WVLK-AM	1019
2 WLAP-AM	954	WLAP-AM	800
3 WLAP-FM	670	WLAP-FM	761
4 WKQQ-FM	634	WKQQ-FM	664
5 WVLK-FM	599	WVLK-FM	565

**M-F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WLAP-AM	WLAP-AM
3 WKQQ-FM		WLAP-FM	WKQQ-FM
4 WLAP-FM		WKQQ-FM	WLAP-FM
5 WVLK-FM		WVLK-FM	WVLK-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WKQQ-FM	WVLK-AM
2 WKQQ-FM		WAXU-FM	WTKC-AM
3 WLAP-AM		WLAP-FM	WLAP-FM
4 WLAP-FM		WVLK-FM	WLAP-FM
5 WVLK-FM		WLAP-AM	WTKC-AM

**Teens**  
S, 6am-Midnight  
POP(00): 288

	A/M '79	O/N '79	A/M '80
1 WLAP-FM		WLAP-FM	WLAP-FM
2 WLAP-AM		WKQQ-FM	WKQQ-FM
3 WKQQ-FM		WVLK-AM	WVLK-AM

**M-F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WLAP-FM		WLAP-FM	WLAP-FM
2 WLAP-AM		WKQQ-FM	WKQQ-FM
3 WVLK-AM		WVLK-AM	WVLK-AM

**M-F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WLAP-FM		WLAP-FM	WLAP-FM
2 WKQQ-FM		WKQQ-FM	WKQQ-FM
3 WLAP-AM		WLAP-AM	WVLK-AM

**Adults 18-34**  
S, 6am-Midnight  
POP(00): 1090

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WVLK-AM	WKQQ-FM
2 WLAP-AM		WKQQ-FM	WVLK-AM
3 WVLK-AM		WLAP-FM	WLAP-FM
4 WLAP-FM		WLAP-AM	WLAP-AM
5 WBLG-AM		WVLK-FM	WVLK-FM

**M-F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WLAP-FM	WVLK-AM
2 WVLK-AM		WVLK-AM	WKQQ-FM
3 WLAP-AM		WLAP-AM	WLAP-AM
4 WBLG-AM		WKQQ-FM	WLAP-FM
5 WLAP-FM		WTKC-AM	WTKC-AM

**M-F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WKQQ-FM		WKQQ-FM	WKQQ-FM
2 WVLK-AM		WLAP-FM	WLAP-FM
3 WLAP-AM		WVLK-AM	WVLK-AM
4 WLAP-FM		WLAP-AM	WTKC-AM
5 WBLG-AM		WVLK-FM	WLAP-AM

**Adults 25-54**  
S, 6am-Midnight  
POP(00): 1188

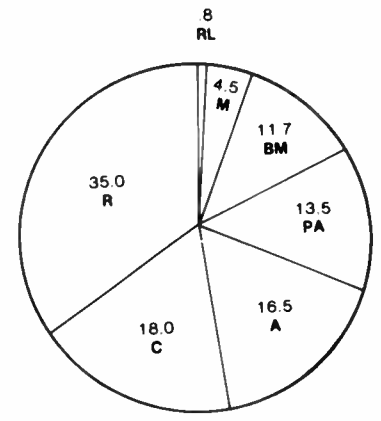
	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WLAP-AM	WLAP-AM
3 WVLK-FM		WLAP-FM	WVLK-FM
4 WBLG-AM		WTKC-AM	WLAP-FM
5 WLAP-FM		WVLK-FM	WKQQ-FM

**M-F, 6-10am**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WLAP-AM	WLAP-AM
3 WVLK-FM		WLAP-FM	WVLK-FM
4 WLAP-FM		WTKC-AM	WTKC-AM
5 WBLG-AM		WVLK-FM	WLAP-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	A/M '80
1 WVLK-AM		WVLK-AM	WVLK-AM
2 WLAP-AM		WTKC-AM	WLAP-FM
3 WVLK-FM		WKQQ-FM	WLAP-AM
4 WAXU-FM		WVLK-FM	WVLK-FM
5 WKQQ-FM		WLAP-FM	WTKC-AM



**Format Legend**

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



# Lincoln

METRO RANK

147

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1582

A/M '78	A/M '79	A/M '80			
1 KFOR-AM	18.2	KFMQ-FM	20.0	KFOR-AM	14.9
2 KFMQ-FM	14.6	KFOR-AM	17.6	KFMQ-FM	11.6
3 KLMS-AM	13.5	KLIN-FM	12.2	KLMS-AM	11.2
4 KLIN-FM	8.8	KLMS-AM	9.8	KECK-AM	9.9
5 WOW -AM	6.9	KFAB-AM	6.5	KLIN-FM	9.1
6 KGOR-FM	5.8	KFRX-FM	6.5	KLIN-FM	7.4
7 KFOR-FM	5.8	KLIN-FM	6.1	KFRX-FM	7.0
8 KECK-AM	5.8	KECK-AM	5.7	WOW -AM	5.8
9 KFAB-AM	4.7	WOW -AM	3.7	KFAB-AM	5.8
10 KLIN-FM	3.6	KGOR-FM	2.4	KHAT-FM	5.4
11 KBHL-FM	2.9	KHAT-FM	1.2	KEZO-FM	2.9
12 KHAT-FM	2.2	KEZO-FM	0.8	KGOR-FM	2.5
13 KOIL-AM	0.7	KSRD-FM	0.4	KBHL-FM	0.4
14 KMA -AM	0.4	KOIL-AM	0.4	KMA -AM	0.4

### Average Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 1582

A/M '78	A/M '79	A/M '80			
1 KFOR-AM	50	KFMQ-FM	49	KFOR-AM	36
2 KFMQ-FM	40	KFOR-AM	43	KFMQ-FM	28
3 KLMS-AM	37	KLIN-FM	30	KLMS-AM	27
4 KLIN-FM	24	KLMS-AM	24	KECK-AM	24
5 WOW -AM	19	KFAB-AM	16	KLIN-FM	22

#### M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KFMQ-FM	KLMS-AM
3 KFMQ-FM	KLMS-AM	KLIN-AM
4 WOW -AM	KLIN-FM	KFMQ-FM
5 KLIN-FM	KLIN-AM	KFAB-AM

#### M-F, 3-7pm

1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLIN-FM	KFOR-AM
3 KFOR-AM	KFOR-AM	KLMS-AM
4 KLIN-FM	KLMS-AM	KECK-AM
5 KFOR-FM	KFRX-FM	KLIN-FM

#### Teens M-S, 6am-Midnight POP(00): 162

A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFRX-FM
2 KFMQ-FM	KFRX-FM	KFMQ-FM
3 KGOR-FM	KLMS-AM	WOW -AM

#### M-F, 6-10am

1 KLMS-AM	KFRX-FM	KFRX-FM
2 KFMQ-FM	KFMQ-FM	KFMQ-FM
3 KGOR-FM	KLMS-AM	WOW -AM

#### M-F, 3-7pm

1 KLMS-AM	KFRX-FM	KFRX-FM
2 KFMQ-FM	KFMQ-FM	WOW -AM
3 KGOR-FM	WOW -AM	KEZO-FM

#### Adults 18-34 M-S, 6am-Midnight POP(00): 716

A/M '78	A/M '79	A/M '80
1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW -AM	KLIN-FM	KFRX-FM
4 KGOR-FM	KFOR-AM	KFOR-AM
5 KFOR-AM	KFRX-FM	KHAT-FM

#### M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KLMS-AM
2 KFMQ-FM	KLMS-AM	KFMQ-FM
3 WOW -AM	KFOR-AM	WOW -AM
4 KFOR-AM	KLIN-FM	KFOR-AM
5 KGOR-FM	WOW -AM	KFRX-FM

#### M-F, 3-7pm

1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLIN-FM	KLMS-AM
3 WOW -AM	KLMS-AM	KFRX-FM
4 KGOR-FM	KFRX-FM	WOW -AM
5 KFOR-AM	KFOR-AM	KHAT-FM

#### Adults 25-54 M-S, 6am-Midnight POP(00): 665

A/M '78	A/M '79	A/M '80
1 KFOR-AM	KFOR-AM	KLMS-AM
2 KLIN-FM	KLIN-FM	KFOR-AM
3 KLMS-AM	KLMS-AM	KLIN-FM
4 WOW -AM	KECK-AM	KECK-AM
5 KECK-AM	KFMQ-FM	KFMQ-FM

#### M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW -AM	KFAB-AM	KLIN-AM
4 KLIN-FM	KLIN-FM	KLIN-FM
5 KECK-AM	KFMQ-FM	KFAB-AM

#### M-F, 3-7pm

1 KFOR-AM	KLIN-FM	KLIN-FM
2 KLIN-FM	KFOR-AM	KLMS-AM
3 KLMS-AM	KFMQ-FM	KECK-AM
4 KFMQ-FM	KLMS-AM	KFOR-AM
5 KECK-AM	KECK-AM	KFMQ-FM

### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 1582

A/M '78	A/M '79	A/M '80			
1 KLMS-AM	617	KFOR-AM	594	KFOR-AM	485
2 KFOR-AM	562	KFMQ-FM	476	KFMQ-FM	379
3 WOW -AM	459	KLMS-AM	475	KLMS-AM	368
4 KFMQ-FM	402	KLIN-AM	314	WOW -AM	357
5 KGOR-FM	306	KFAB-AM	302	KLIN-AM	305

#### M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KFMQ-FM	KLIN-AM
3 WOW -AM	KLMS-AM	KLMS-AM
4 KFMQ-FM	KLIN-AM	WOW -AM
5 KLIN-FM	KLIN-FM	KFMQ-FM

#### M-F, 3-7pm

1 KLMS-AM	KFMQ-FM	WOW -AM
2 KFMQ-FM	KFOR-AM	KFOR-AM
3 WOW -AM	KLMS-AM	KLMS-AM
4 KFOR-AM	KFRX-FM	KFMQ-FM
5 KGOR-FM	KLIN-AM	KFRX-FM

#### Teens M-S, 6am-Midnight POP(00): 162

A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFRX-FM
2 WOW -AM	KLMS-AM	WOW -AM
3 KGOR-FM	WOW -AM	KEZO-FM

#### M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KFRX-FM
2 KGOR-FM	KLMS-AM	WOW -AM
3 KFMQ-FM	KFRX-FM	KEZO-FM

#### M-F, 3-7pm

1 KLMS-AM	KFRX-FM	KFRX-FM
2 WOW -AM	KFMQ-FM	WOW -AM
3 KFMQ-FM	WOW -AM	KEZO-FM

#### Adults 18-34 M-S, 6am-Midnight POP(00): 716

A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFMQ-FM
2 KFMQ-FM	KLMS-AM	KLMS-AM
3 WOW -AM	WOW -AM	WOW -AM
4 KGOR-FM	KFOR-AM	KHAT-FM
5 KFOR-AM	KFRX-FM	KFRX-FM

#### M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KLMS-AM
2 WOW -AM	KLMS-AM	KFMQ-FM
3 KFMQ-FM	KFOR-AM	WOW -AM
4 KFOR-AM	WOW -AM	KHAT-FM
5 KGOR-FM	KFRX-FM	KFRX-FM

#### M-F, 3-7pm

1 KLMS-AM	KFMQ-FM	KFMQ-FM
2 KFMQ-FM	KLMS-AM	WOW -AM
3 WOW -AM	WOW -AM	KLMS-AM
4 KGOR-FM	KFRX-FM	KRAT-FM
5 KFOR-AM	KFOR-AM	KFRX-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 665

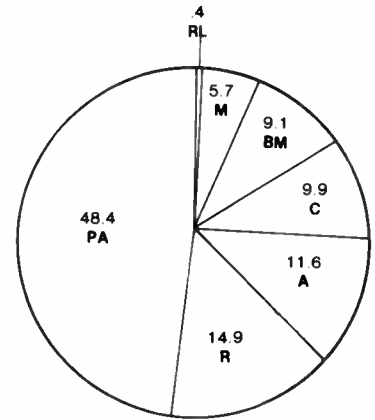
A/M '78	A/M '79	A/M '80
1 KFOR-AM	KFOR-AM	KLMS-AM
2 KLMS-AM	KLMS-AM	KFOR-AM
3 KLIN-FM	KLIN-AM	KLIN-AM
4 WOW -AM	KFAB-AM	KFMQ-FM
5 KLIN-AM	KLIN-FM	WOW -AM

#### M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW -AM	KLIN-AM	KLIN-AM
4 KLIN-FM	KFAB-AM	WOW -AM
5 KLIN-AM	KLIN-FM	KLIN-FM

#### M-F, 3-7pm

1 KFOR-AM	KLMS-AM	KLMS-AM
2 KLMS-AM	KFOR-AM	KFOR-AM
3 KLIN-FM	KLIN-AM	KFMQ-FM
4 WOW -AM	KLIN-FM	KECK-AM
5 KECK-AM	KFAB-AM	WOW -AM



### Format Legend

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

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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Los Angeles, CA 90067

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# Little Rock - North Little Rock

METRO RANK

94

## 1980 Market Overview

The battle for supremacy among adults 18-34 as the focal point in this market. Three stations tied for the lead, with two others just behind. However, the 25-54 target, Country KSSN was clearly the inner, and also the new overall leader.

KSSN's 25-54 share rose three shares to just over 22, doubling its nearest rival. Audience growth for KSSN came mostly from men 35-54. Advertising consisted entirely of outdoor boards, with a smaller budget than in fall.

Former 18-34 leaders KLAZ and KOKY slipped, as did KSSN's 18-34 share, while KKYK and KLPQ doubled their former shares. KKYK, KLAZ and KOKY tied with mid-15 shares, while KLPQ and KSSN were within close range.

KKYK used an attractive on-air giveaway to keep listeners tuned. Hourly clues were given for 10 trips to San Francisco or the Bahamas in the "Great Escape" contest, and listeners phoned in their guesses as to the location of the great escape. Besides this promotion, the station used newspaper and billboard advertising.

KLAZ slipped from undisputed 18-34 leadership to the three-way tie. Erosion took some of its young adult male audience, causing the overall decline. KLAZ was tops among teens, however. Several personnel changes in two shifts, no advertising or on-air promotions, and a heavier spot load than in the past have affected KLAZ's standing.

Black-formatted KOKY had a tremendous bookend slot but fell back this time. Still, the station is a major factor. Several major personnel realignments took place among the on-air staff, and the sound of the station was aimed more mass appeal. There was no outside advertising on behalf of KOKY, and the station did little in the way of on-air promotion.

KLPQ made a major shift before this ratings period, switching from AOR to Top 40. The new format hit March 10 with new personnel in key dayparts and a revamped format appeal. AOR was still the emphasis at night, but other dayparts were more mass appeal. To let Little Rock listeners know about this change, KLPQ used a more extensive ad campaign, featuring primarily TV spots.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3110

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	15.5	KOKY-AM	16.1
2 KSSN-FM	11.2	KSSN-FM	14.4
3 KLRA-AM	10.7	KLAZ-FM	13.0
4 KLAZ-AM	10.0	KLRA-AM	10.8
5 KARN-AM	9.3	KEZQ-FM	9.0
6 KAAZ-AM	9.1	KAAZ-AM	6.8
7 KKYK-FM	8.6	KLPQ-FM	6.8
8 KEZQ-FM	7.9	KARN-AM	6.4
9 KLPQ-FM	6.9	KKYK-FM	4.6
10 KXLR-AM	2.1	KXLR-AM	3.4
11 KITA-AM	1.2	KSOH-AM	1.5
12 KSOH-AM	0.7	KDRE-AM	1.2
13 KBBA-AM	0.5	KBBA-AM	1.0
14 KGHR-AM	0.5	KITA-AM	1.0
15		KAKI-FM	0.7

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3110

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	65	KOKY-AM	66
2 KSSN-FM	47	KSSN-FM	59
3 KLRA-AM	45	KLAZ-FM	53
4 KLAZ-AM	42	KLRA-AM	44
5 KARN-AM	39	KEZQ-FM	37

M-F, 3-7pm

1 KLAZ-FM	KOKY-AM	KSSN-FM
2 KAAZ-AM	KSSN-FM	KLAZ-FM
3 KLAZ-AM	KLAZ-FM	KOKY-AM
4 KSSN-FM	KEZQ-FM	KKYK-FM
5 KKYK-FM	KLPQ-FM	KLPQ-FM

Teens

M-S, 6am-Midnight

POP(00): 398

	A/M '79	O/N '79	A/M '80
1 KLAZ-AM	KLPQ-FM	KLAZ-FM	KLAZ-FM
2 KLAZ-FM	KOKY-AM	KLAZ-FM	KLPQ-FM
3 KKYK-FM	KLAZ-FM	KOKY-AM	KOKY-AM

M-F, 6-10am

1 KLAZ-FM	KOKY-AM	KLAZ-FM
2 KLAZ-AM	KLPQ-FM	KLPQ-FM
3 KKYK-FM	KLAZ-FM	KOKY-AM

M-F, 3-7pm

1 KLAZ-AM	KOKY-AM	KLAZ-FM
2 KLAZ-FM	KLPQ-FM	KLPQ-FM
3 KAAZ-AM	KLAZ-FM	KOKY-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1186

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KLAZ-FM	KKYK-FM	KKYK-FM
2 KKYK-FM	KSSN-FM	KLAZ-FM	KLAZ-FM
3 KLPQ-FM	KOKY-AM	KOKY-AM	KOKY-AM
4 KAAZ-AM	KAAZ-AM	KLPQ-FM	KLPQ-FM
5 KSSN-FM	KKYK-FM	KSSN-FM	KSSN-FM

M-F, 6-10am

1 KLAZ-FM	KSSN-FM	KLAZ-FM
2 KAAZ-AM	KLAZ-FM	KKYK-FM
3 KKYK-FM	KAAZ-AM	KLPQ-FM
4 KSSN-FM	KOKY-AM	KSSN-FM
5 KLPQ-FM	KKYK-FM	KOKY-AM

M-F, 3-7pm

1 KAAZ-AM	KOKY-AM	KLAZ-FM
2 KLAZ-FM	KLAZ-FM	KOKY-AM
3 KKYK-FM	KSSN-FM	KKYK-FM
4 KLAZ-AM	KAAZ-AM	KSSN-FM
5 KLPQ-FM	KLPQ-FM	KLPQ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1503

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KSSN-FM	KSSN-FM	KSSN-FM
2 KSSN-FM	KOKY-AM	KLAZ-FM	KLAZ-FM
3 KEZQ-FM	KEZQ-FM	KEZQ-FM	KEZQ-FM
4 KLRA-AM	KLAZ-FM	KKYK-FM	KKYK-FM
5 KARN-AM	KLRA-AM	KLRA-AM	KLRA-AM

M-F, 6-10am

1 KLAZ-FM	KSSN-FM	KSSN-FM
2 KLRA-AM	KLRA-AM	KARN-AM
3 KARN-AM	KLAZ-FM	KLRA-AM
4 KSSN-FM	KEZQ-FM	KLAZ-FM
5 KEZQ-FM	KOKY-AM	KAAZ-AM

M-F, 3-7pm

1 KLAZ-FM	KSSN-FM	KSSN-FM
2 KAAZ-AM	KEZQ-FM	KLAZ-FM
3 KEZQ-FM	KLAZ-FM	KKYK-FM
4 KSSN-FM	KOKY-AM	KEZQ-FM
5 KARN-AM	KAAZ-AM	KOKY-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3110

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	879	KLAZ-FM	739
2 KAAZ-AM	801	KLRA-AM	693
3 KKYK-FM	782	KSSN-FM	677
4 KLRA-AM	632	KAAZ-AM	660
5 KARN-AM	605	KARN-AM	558

M-F, 6-10am

1 KLAZ-FM	KLRA-AM	KLAZ-FM
2 KAAZ-AM	KLAZ-FM	KLRA-AM
3 KLRA-AM	KSSN-FM	KARN-AM
4 KARN-AM	KAAZ-AM	KSSN-FM
5 KKYK-FM	KOKY-AM	KAAZ-AM

M-F, 3-7pm

1 KAAZ-AM	KLAZ-FM	KLAZ-FM
2 KLAZ-FM	KSSN-FM	KSSN-FM
3 KKYK-FM	KOKY-AM	KLPQ-FM
4 KLAZ-AM	KAAZ-AM	KAAZ-AM
5 KLRA-AM	KEZQ-FM	KOKY-AM

Teens

M-S, 6am-Midnight

POP(00): 398

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KLPQ-FM	KLPQ-FM	KLPQ-FM
3 KAAZ-AM	KKYK-FM	KKYK-FM	KKYK-FM

M-F, 6-10am

1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KOKY-AM	KLPQ-FM
3 KLAZ-AM	KLPQ-FM	KOKY-AM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAZ-AM	KOKY-AM	KLPQ-FM
3 KKYK-FM	KLPQ-FM	KOKY-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1186

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KAAZ-AM	KSSN-FM	KSSN-FM
3 KAAZ-AM	KSSN-FM	KAAZ-AM	KAAZ-AM
4 KLPQ-FM	KKYK-FM	KKYK-FM	KKYK-FM
5 KLPQ-AM	KOKY-AM	KOKY-AM	KLPQ-FM

M-F, 6-10am

1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAZ-AM	KSSN-FM	KKYK-FM
3 KKYK-FM	KAAZ-AM	KAAZ-AM
4 KLAZ-AM	KKYK-FM	KSSN-FM
5 KLPQ-FM	KOKY-AM	KOKY-AM

M-F, 3-7pm

1 KKYK-FM	KLAZ-FM	KLAZ-FM
2 KAAZ-AM	KAAZ-AM	KOKY-AM
3 KLAZ-FM	KSSN-FM	KLPQ-FM
4 KLPQ-FM	KOKY-AM	KSSN-FM
5 KLAZ-AM	KKYK-FM	KAAZ-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1503

	A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KSSN-FM	KSSN-FM	KSSN-FM
2 KAAZ-AM	KLAZ-FM	KAAZ-AM	KAAZ-AM
3 KKYK-FM	KAAZ-AM	KLAZ-FM	KLAZ-FM
4 KLRA-AM	KLRA-AM	KLRA-AM	KLRA-AM
5 KARN-AM	KARN-AM	KEZQ-FM	KEZQ-FM

M-F, 6-10am

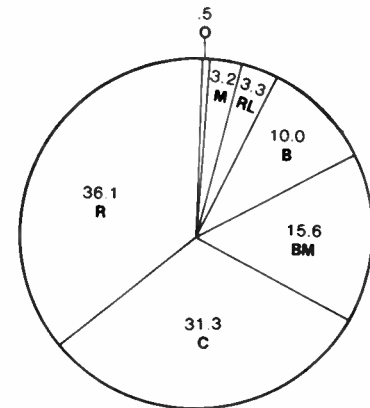
1 KLAZ-FM	KSSN-FM	KSSN-FM
2 KLRA-AM	KLRA-AM	KLAZ-FM
3 KAAZ-AM	KLAZ-FM	KLAZ-FM
4 KARN-AM	KARN-AM	KLRA-AM
5 KKYK-FM	KAAZ-AM	KARN-AM

M-F, 3-7pm

1 KAAZ-AM	KSSN-FM	KSSN-FM
2 KLAZ-FM	KLAZ-FM	KLAZ-FM
3 KKYK-FM	KEZQ-FM	KAAZ-AM
4 KLRA-AM	KAAZ-AM	KEZQ-FM
5 KEZQ-FM	KOKY-AM	KOKY-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Los Angeles

METRO RANK

2

## A/M '80 Market Overview

The initial implementation of Quarterly Measurement in L.A. this sweep was the big news. Guarding against a diary return shortfall in the first 12-week effort, Arbitron oversampled extensively, receiving an additional 2300 diaries compared to the A/M '79 survey. With this 66% in-tab increase, the results of the Spring '80 survey should be more reliable. In comparing the results with previous Arbitron efforts, it is important to keep in mind that this survey began at the end of February and continued through May, so popularity in this sweep may not be comparable with ratings from earlier four-week surveys.

There were some subtle but significant shifts in the standings, possibly as a result of the extended survey period. **KABC** was still atop the market overall, but declined notably in both its 12+ share and its 25-54 share compared to last spring. The impact of Dodgers baseball would be watered down in the longer sweep, perhaps helping to explain the station's slippage.

**KABC** was a clear number one 25-54 last spring but has slipped two shares since then. **Bonneville's Beautiful Music KBIG**, strengthened its hold on the top spot in the 25-54 demo. Just barely ahead of **KABC** and **KJOI** in the J/F book, **KBIG** increased its share and its lead. **KBIG** advertised extensively in the market, using a multi-media campaign involving TV, newspaper ads, and busboards.

Country **KLAC** enjoyed a good book, increasing its 25-54 share compared to last A/M '79, but down from its runner-up spot in the J/F '80 book. In comparing spring report to spring report it should be kept in mind that the longer survey this year allowed more Lakers basketball to be measured, and that the Lakers were hot this spring, going into the playoffs during the latter part of the 12-week survey.

In 18-34 demo, five major stations were in contention. **Metromedia's AOR KMET** continued to lead, albeit by a smaller margin. The station was down one share from last A/M and down two shares from the J/F book.

Two stations with extensive oldies playlists, **KRTH** and **KRLA**, ranked 2-3 18-34. **KRTH's** share remained stable, while **KRLA** continued to rise, up 20% compared to a year ago. **AOR's KNX-FM** and **KLOS** were strong 18-34 factors too, each with at least a 5 share. **KNX-FM** showed a 35% jump over the last year. **KLOS**, looking for a turnaround, was in a state of flux during this sweep, having gone through a PD change.

In the battle among the all-News stations, **CBS's KNX** remained ahead of **Westinghouse's KFWB** for the second straight book. **KNX** had a slight lead 25-54, but opened a larger advantage over **KFWB** among persons 35+.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 75113

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM	8.9	KABC-AM	8.0	KBIG-FM	6.1
2 KMET-FM	5.8	KMET-FM	6.4	KABC-AM	6.0
3 KBIG-FM	5.5	KBIG-FM	5.0	KMET-FM	5.8
4 KNX -AM	4.2	KJOI-FM	4.9	KJOI-FM	4.9
5 KJOI-FM	4.0	KFWB-AM	4.1	KLAC-AM	4.3
6 KFWB-AM	3.7	KMPC-AM	3.8	KFWB-AM	4.0
7 KMPC-AM	3.7	KRTH-FM	3.8	KNX -AM	4.1
8 KRLA-AM	3.5	KNX -AM	3.4	KRTH-FM	3.8
9 KRTH-FM	3.3	KOST-FM	3.2	KRII-FM	3.7
10 KUTE-FM	3.1	KRLA-AM	3.2	KFI -AM	3.3
11 KALI-AM	2.9	KFI -AM	2.9	KMPC-AM	2.8
12 KLAC-AM	2.8	KLAC-AM	2.9	KIIS-FM	2.8
13 KLOS-FM	2.6	KIIS-FM	2.8	KOST-FM	2.8
14 KDAY-AM	2.5	KNX -FM	2.8	KNX -FM	2.7
15 KTNQ-AM	2.4	KLOS-FM	2.6	KUTE-FM	2.6
16 KOST-FM	2.4	KDAY-AM	2.5	KHJ -AM	2.4
17 KNX -FM	2.2	KUTE-FM	2.4	KDAY-AM	2.4
18 KIIS-FM	2.2	KALI-AM	2.3	KLOS-FM	2.2
19 KHJ -AM	2.1	KTNQ-AM	2.1	KHTZ-FM	2.2
20 KFI -AM	2.1	KIQQ-FM	1.9	KZLA-FM	2.2
21 KIQQ-FM	1.8	KHJ -AM	1.8	KTNQ-AM	1.9
22 KKGO-FM	1.7	KHTZ-FM	1.6	KLVE-FM	1.5
23 KZLA-FM	1.6	KKGO-FM	1.5	KALI-AM	1.5
24 KLVE-FM	1.5	KZLA-FM	1.4	KIQQ-FM	1.4
25 KWKW-AM	1.3	KWKW-AM	1.4	KKGO-FM	1.4
26 KWST-FM	1.3	KNOB-FM	1.1	KFAC-FM	1.2
27 XTRA-AM	1.2	KJLH-FM	1.1	KCFJ-AM	1.2
28 KRQO-FM	1.2	KWST-FM	1.0	KWKW-AM	1.0
29 KFAC-FM	1.1	KLVE-FM	1.0	KWST-FM	1.1
30 KJLH-FM	1.1	KFAC-FM	0.9	XTRA-AM	1.0
31 KNOB-FM	1.0	KROO-FM	0.9	KGRB-AM	0.9
32 KGRB-AM	0.9	KEZY-AM	0.9	KJLH-FM	0.8
33 KFAC-AM	0.9	KCFJ-AM	0.9	KEZY-AM	0.8
34 KHTZ-FM	0.9	KGRB-AM	0.9	KIIS-AM	0.8
35 KIIS-AM	0.8	KZLA-FM	0.8	KZLA-FM	0.7
36 KIEV-AM	0.7	KWIZ-FM	0.6	KNOB-FM	0.7
37 KZLA-FM	0.7	KROO-AM	0.6	KWIZ-FM	0.6
38 KKT-AM	0.6	KIIS-AM	0.6	KROO-FM	0.6
39 KEZY-AM	0.6	KFAC-AM	0.6	KIEV-AM	0.6
40 KWIZ-AM	0.5	KACE-FM	0.6	KFAC-AM	0.6
41 KACE-FM	0.5	XTRA-AM	0.5	KEZY-FM	0.4
42 KGER-AM	0.3	KIEV-AM	0.5	KGER-AM	0.4
43 KEZY-FM	0.3	KEZY-FM	0.5	KBR-AM	0.3
44 KWIZ-FM	0.3	KWIZ-AM	0.4	KWIZ-AM	0.3
45		KGER-AM	0.3	KACE-FM	0.3
46			0.3	KGIL-AM	0.3
47					

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 75113

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM	1130	KABC-AM	993	KBIG-FM	749
2 KMET-FM	739	KMET-FM	791	KABC-AM	736
3 KBIG-FM	700	KBIG-FM	627	KMET-FM	719
4 KNX -AM	536	KJOI-FM	609	KJOI-FM	604
5 KJOI-FM	505	KFWB-AM	515	KLAC-AM	525
6 KFWB-AM	472	KMPC-AM	476	KFWB-AM	505
7 KMPC-AM	463	KRTH-FM	474	KNX -AM	493
8 KRLA-AM	437	KNX -AM	420	KRTH-FM	472
9 KRTH-FM	420	KOST-FM	395	KRLA-AM	459
10 KUTE-FM	395	KRLA-AM	394	KFI -AM	409

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM		KABC-AM	KABC-AM	KNX -AM	KABC-AM
2 KNX -AM		KFWB-AM	KFWB-AM	KABC-AM	KNX -AM
3 KFWB-AM		KNX -AM	KNX -AM	KFWB-AM	KFWB-AM
4 KFI -AM		KFI -AM	KLAC-AM	KMPC-AM	KFI -AM
5 KMET-FM		KMET-FM	KFI -AM	KFI -AM	KBIG-FM
6 KBIG-FM		KBIG-FM	KBIG-FM	KMET-FM	KLAC-AM
7 KMPC-AM		KJOI-FM	KMET-FM	KLAC-AM	KMPC-AM
8 KJOI-FM		KMPC-AM	KMPC-AM	KBIG-FM	KMET-FM
9 KLAC-AM		KLAC-AM	KJOI-FM	KJOI-FM	KRTH-FM
10 KALI-AM		KRTH-FM	KRTH-FM	KRTH-FM	KJOI-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM		KABC-AM	KMET-FM	KMET-FM	KBIG-FM
2 KMET-FM		KMET-FM	KBIG-FM	KJOI-FM	KJOI-FM
3 KBIG-FM		KBIG-FM	KJOI-FM	KBIG-FM	KABC-AM
4 KJOI-FM		KJOI-FM	KLAC-AM	KNX -AM	KMET-FM
5 KMPC-AM		KRTH-FM	KRTH-FM	KLAC-AM	KNX -AM
6 KRTH-FM		KMPC-AM	KNX -AM	KABC-AM	KLAC-AM
7 KNX -AM		KRLA-AM	KARC-AM	KIIS-FM	KFWB-AM
8 KUTE-FM		KFWB-AM	KRLA-AM	KRTH-FM	KRLA-AM
9 KLAC-AM		KNX -FM	KFWB-AM	KFWB-AM	KRTH-FM
10 KRLA-AM		KLAC-AM	KIIS-FM	KNX -FM	KNX -FM

Teens

M-S, 6am-Midnight

POP(00): 8880

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KUTE-FM		KTNQ-AM	KHJ -AM	KIIS-FM	KIIS-FM
3 KTNQ-AM		KDAY-AM	KHTZ-FM	KHJ -AM	KFI -AM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM		KDAY-AM	KHJ -AM	KIIS-FM	KIIS-FM
3 KUTE-FM		KTNQ-AM	KHTZ-FM	KHJ -AM	KHJ -AM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM		XTNO-AM	KIIS-FM	KIIS-FM	KIIS-FM
3 KDAY-AM		KHJ -AM	KDAY-AM	KHJ -AM	KFI -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 27865

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM		KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KRLA-AM		KLOS-FM	KRLA-AM	KNX -FM	KRLA-AM
4 KLOS-FM		KNX -FM	KNX -FM	KIIS-FM	KNX -FM
5 KUTE-FM		KRLA-AM	KIIS-FM	KRLA-AM	KLOS-FM
6 KNX -FM		KIIS-FM	KUTE-FM	KLOS-FM	KIIS-FM
7 KALI-AM		KUTE-FM	KLOS-FM	KIQQ-FM	KFI -AM
8 KIIS-FM		KABC-AM	KFI -AM	KUTE-FM	KHTZ-FM
9 KZLA-FM		KIQQ-FM	KDAY-AM	KHJ -AM	KUTE-FM
10 KHJ -AM		KFI -AM	KZLA-FM	KZLA-FM	KJLH-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM		KFI -AM	KFI -AM	KRTH-FM	KRTH-FM
3 KFI -AM		KRTH-FM	KRTH-FM	KNX -FM	KNX -FM
4 KNX -FM		KLOS-FM	KNX -FM	KFI -AM	KNX -FM
5 KALI-AM		KNX -FM	KRLA-AM	KHJ -AM	KLOS-FM
6 KRLA-AM		KRLA-AM	KLOS-FM	KIQQ-FM	KRLA-AM
7 KABC-AM		KIIS-FM	KTNQ-AM	KLOS-FM	KIIS-FM
8 KZLA-FM		KABC-AM	KIQQ-FM	KIIS-FM	KTNQ-AM
9 KLOS-FM		KHJ -AM	KIIS-FM	KRLA-AM	KHTZ-FM
10 KHJ -AM		KZLA-FM	KLAC-AM	KTNQ-AM	KHJ -AM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM		KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM		KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KUTE-FM		KNX -FM	KNX -FM	KNX -FM	KNX -FM
4 KRLA-AM		KRLA-AM	KIIS-FM	KIIS-FM	KRLA-AM
5 KLOS-FM		KIIS-FM	KRLA-AM	KRLA-AM	KLOS-FM
6 KNX -FM		KABC-AM	KUTE-FM	KIQQ-FM	KUTE-FM
7 KHJ -AM		KUTE-FM	KFI -AM	KLOS-FM	KIIS-FM
8 KZLA-FM		KLOS-FM	KZLA-FM	KZLA-FM	KHTZ-FM
9 KABC-AM		KIQQ-FM	KLOS-FM	KUTE-FM	KFI -AM
10 KIIS-FM		KDAY-AM	KHTZ-FM	KHJ -AM	KROO-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 37136

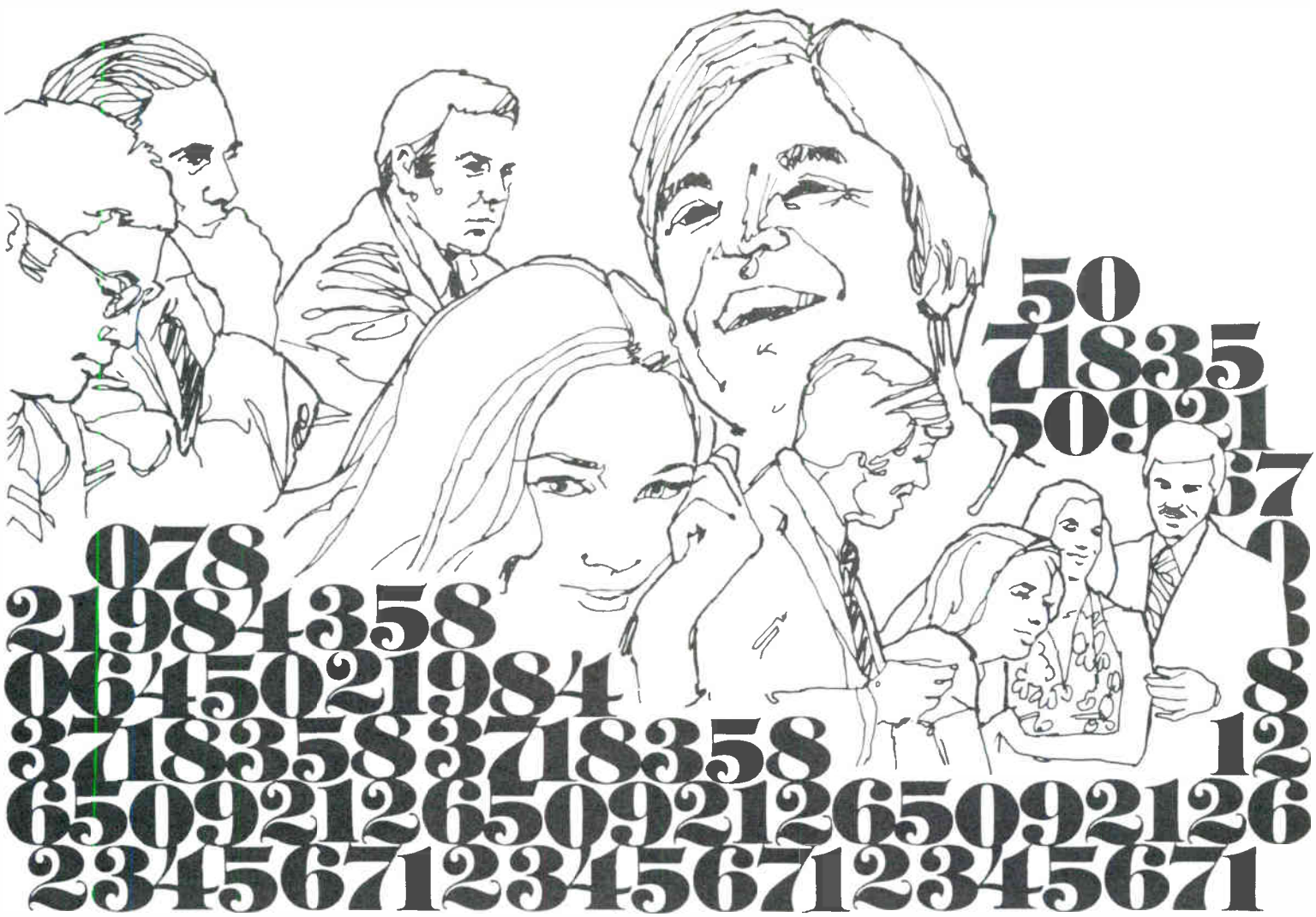
	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM		KABC-AM	KBIG-FM	KBIG-FM	KBIG-FM
2 KBIG-FM		KBIG-FM	KJOI-FM	KLAC-AM	KABC-AM
3 KMPC-AM		KJOI-FM	KLAC-AM	KJOI-FM	KLAC-AM
4 KRLA-AM		KOST-FM	KABC-AM	KABC-AM	KRLA-AM
5 KFWB-AM		KMPC-AM	KRLA-AM	KRTH-FM	KNX -FM
6 KRTH-FM		KRTH-FM	KRTH-FM	KNX -AM	KNX -FM
7 KJOI-FM		KFWB-AM	KFI -AM	KMPC-AM	KJOI-FM
8 KLAC-AM		KWST-FM	KRLA-AM	KRLA-AM	KFWB-AM
9 KALI-AM		KLAC-AM	KNX -FM	KNX -FM	KRTH-FM
10 KNX -AM		KNX -FM	KFWB-AM	KFWB-AM	KFI -AM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM		KABC-AM	KABC-AM	KNX -AM	KABC-AM
2 KFI -AM		KFI -AM	KFI -AM	KLAC-AM	KNX -AM
3 KFWB-AM		KFWB-AM	KLAC-AM	KMPC-AM	KFWB-AM
4 KBIG-FM		KBIG-FM	KWIB-AM	KFI -AM	KFI -AM
5 KNX -AM		KMPC-AM	KMPC-AM	KABC-AM	KBIG-FM
6 KMPC-AM		KLAC-AM	KBIG-FM	KFWB-AM	KLAC-AM
7 KLAC-AM		KNX -AM	KNX -AM	KBIG-FM	KMPC-AM
8 KALI-AM		KOST-FM	KJOI-FM	KRTH-FM	KNX -FM
9 KRLA-AM		KJOI-FM	KRLA-AM	KRLA-AM	KRLA-AM
10 KMET-FM		KRTH-FM	KRTH-FM	KJOI-FM	KRTH-FM



# MARKET BUY MARKET turns NUMBERS into PEOPLE



Beyond the station rankings generated for this directory, MARKET BUY MARKET provides a series of specialized Arbitron reports that will position your audience to buyers, planners, media directors and brand managers. MARKET BUY MARKET offers a variety of valuable planning tools oriented toward market delivery and budget goals -plus "on-line" effective reach and frequency for a media mix.

In addition, MARKET BUY MARKET offers exclusive T.G.I. product usage and M.M.I. income profiles "on-line" and cross-tabulated to RADIO, truly taking numbers and turning them into people!

**MARKET BUY MARKET**  
5858 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA 90028



# Los Angeles

Continued from Page 130

M-F, 3-7pm				
1	KABC-AM	KABC-AM	KBIG-FM	KLAC-AM
2	KBIG-FM	KBIG-FM	KLAC-AM	KBIG-FM
3	KMPC-AM	KOST-FM	KJOI-FM	KBIG-FM
4	KLAC-AM	KMPC-AM	KRLA-AM	KLAC-AM
5	KFWB-AM	KRTH-FM	KRTH-FM	KLAC-AM
6	KRLA-AM	KJOI-FM	KNX -FM	KRTH-FM
7	KJOI-FM	KLAC-AM	KABC-AM	KRTH-FM
8	KRTH-FM	KRLA-AM	KFI -AM	KRTH-FM
9	KNX -FM	KNX -FM	KNX -AM	KRTH-FM
10	KMET-FM	KFWB-AM	KFWB-AM	KOST-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 75113

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80						
1	KABC-AM	13708	KABC-AM	13767	KFWB-AM	12055	KNX -AM	11522	KFWB-AM	11441
2	KFWB-AM	11492	KFWB-AM	11365	KNX -AM	11357	KFWB-AM	11340	KNX -AM	11164
3	KNX -AM	10559	KMPC-AM	9395	KMET-FM	9988	KMET-FM	9499	KABC-AM	10677
4	KMPC-AM	8622	KMET-FM	8957	KBIG-FM	8599	KABC-AM	9126	KBIG-FM	9335
5	KMET-FM	8599	KBIG-FM	8600	KFI -AM	8118	KRTH-FM	8240	KIIS-FM	8036
6	KBIG-FM	8599	KBIG-FM	8600	KFI -AM	8118	KRTH-FM	8240	KIIS-FM	8036
7	KRTH-FM	8163	KRTH-FM	8418	KHJ -AM	8094	KJOI-FM	8205	KRTH-FM	7855
8	KJOI-FM	7646	KFI -AM	8113	KLAC-AM	8050	KHJ -AM	7843	KFI -AM	7842
9	KTNQ-AM	6947	KIIS-FM	7745	KRTH-FM	7744	KLAC-AM	7366	KLAC-AM	7828
10	KHJ -AM	6658	KJOI-FM	7344	KRLA-AM	7593	KFI -AM	7208	KJOI-FM	7467

M-F, 6-10am

1	KABC-AM	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM
2	KFWB-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
3	KNX -AM	KNX -AM	KABC-AM	KABC-AM	KABC-AM
4	KMET-FM	KFI -AM	KFI -AM	KMET-FM	KFI -AM
5	KFI -AM	KRTH-FM	KMET-FM	KFI -AM	KMET-FM
6	KBIG-FM	KMET-FM	KLAC-AM	KRTH-FM	KLAC-AM
7	KRTH-FM	KBIG-FM	KBIG-FM	KBIG-FM	KBIG-FM
8	KMPC-AM	KMPC-AM	KHJ -AM	KIIS-FM	KIIS-FM
9	KTNQ-AM	KJOI-FM	KRLA-AM	KLAC-AM	KRTH-FM
10	KJOI-FM	KRLA-AM	KMPC-AM	KJOI-FM	KHJ -AM

M-F, 3-7pm

1	KABC-AM	KABC-AM	KMET-FM	KMET-FM	KNX -AM
2	KMET-FM	KMET-FM	KNX -AM	KMET-FM	KNX -AM
3	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM	KMET-FM
4	KBIG-FM	KMPC-AM	KBIG-FM	KBIG-FM	KFWB-AM
5	KNX -AM	KRTH-FM	KRTH-FM	KRTH-FM	KABC-AM
6	KRTH-FM	KNX -AM	KRTH-FM	KIIS-FM	KABC-AM
7	KJOI-FM	KBIG-FM	KLAC-AM	KABC-AM	KBIG-FM
8	KMPC-AM	KRLA-AM	KABC-AM	KLAC-AM	KRTH-FM
9	KTNQ-AM	KIIS-FM	KJOI-FM	KRTH-FM	KRTH-FM
10	KHJ -AM	KJOI-FM	KFI -AM	KHJ -AM	KJOI-FM

Teens  
M-S, 6am-Midnight  
POP(00): 8880

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM
2	KMET-FM	KMET-FM	KHJ -AM	KMET-FM
3	KUTE-FM	KHJ -AM	KIIS-FM	KIIS-FM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KTNQ-AM	KTNQ-AM	KHJ -AM	KIIS-FM
3	KHJ -AM	KHJ -AM	KHT Z-FM	KHJ -AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KTNQ-AM	KTNQ-AM	KHJ -AM	KIIS-FM
3	KHJ -AM	KHJ -AM	KIIS-FM	KHJ -AM

Adults 18-34  
M-S, 6am-Midnight

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KLOS-FM	KLOS-FM	KRTH-FM
4	KRLA-AM	KRLA-AM	KRLA-AM	KRTH-FM
5	KHJ -AM	KIIS-FM	KIIS-FM	KRTH-FM
6	KNX -FM	KNX -FM	KUTE-FM	KRTH-FM
7	KIIS-FM	KHJ -AM	KHJ -AM	KRTH-FM
8	KIQQ-FM	KFJ -AM	KNX -FM	KRTH-FM
9	KUTE-FM	KABC-AM	KFI -AM	KRTH-FM
10	KTNQ-AM	KUTE-FM	KZLA-FM	KRTH-FM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KMET-FM
3	KFI -AM	KFI -AM	KFI -AM	KRTH-FM
4	KHJ -AM	KRLA-AM	KNX -FM	KRTH-FM
5	KNX -FM	KLOS-FM	KRLA-AM	KRTH-FM
6	KRLA-AM	KIIS-FM	KLOS-FM	KRTH-FM
7	KLOS-FM	KNX -FM	KUTE-FM	KRTH-FM
8	KIQQ-FM	KHJ -AM	KIIS-FM	KRTH-FM
9	KFWB-AM	KFWB-AM	KHJ -AM	KRTH-FM
10	KZLA-FM	KIQQ-FM	KZLA-FM	KRTH-FM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KRLA-AM	KRLA-AM	KLOS-FM	KRTH-FM
4	KHJ -AM	KIIS-FM	KUTE-FM	KNX -FM	KRTH-FM
5	KRLA-AM	KNX -FM	KNX -FM	KIIS-FM	KRTH-FM
6	KUTE-FM	KLOS-FM	KLOS-FM	KIQQ-FM	KRTH-FM
7	KNX -FM	KABC-AM	KIIS-FM	KZLA-FM	KRTH-FM
8	KIIS-FM	KUTE-FM	KFI -AM	KRLA-AM	KRTH-FM
9	KZLA-FM	KHJ -AM	KZLA-FM	KUTE-FM	KRTH-FM
10	KIQQ-FM	KMPC-AM	KHJ -AM	KHJ -AM	KRTH-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 37136

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1	KABC-AM	KABC-AM	KFWB-AM	KNX -AM	KFWB-AM
2	KFWB-AM	KMPC-AM	KNX -AM	KFWB-AM	KNX -AM
3	KMPC-AM	KFWB-AM	KLAC-AM	KBIG-FM	KNX -AM
4	KBIG-FM	KBIG-FM	KRLA-AM	KLAC-AM	KABC-AM
5	KNX -AM	KNX -AM	KBIG-FM	KLAC-AM	KABC-AM
6	KRTH-FM	KFI -AM	KABC-AM	KRTH-FM	KABC-AM
7	KRLA-AM	KRTH-FM	KMPC-AM	KRTH-FM	KABC-AM
8	KJOI-FM	KRLA-AM	KFI -AM	KRTH-FM	KABC-AM
9	KFI -AM	KLAC-AM	KRTH-FM	KMPC-AM	KABC-AM
10	KLAC-AM	KOST-FM	KJOI-FM	KFI -AM	KMPC-AM

M-F, 6-10am

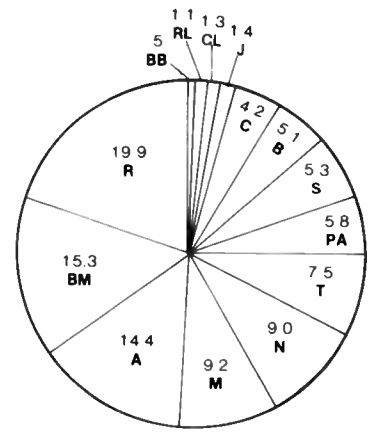
1	KABC-AM	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM
2	KFWB-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
3	KNX -AM	KFI -AM	KFI -AM	KABC-AM	KABC-AM
4	KFI -AM	KNX -AM	KLAC-AM	KABC-AM	KABC-AM
5	KMPC-AM	KBIG-FM	KABC-AM	KFI -AM	KABC-AM
6	KBIG-FM	KRTH-FM	KBIG-FM	KRTH-FM	KABC-AM
7	KRLA-AM	KMPC-AM	KRLA-AM	KRTH-FM	KABC-AM
8	KRTH-FM	KRLA-AM	KMPC-AM	KRTH-FM	KABC-AM
9	KLAC-AM	KLAC-AM	KNX -FM	KMPC-AM	KRTH-FM
10	KNX -FM	KJOI-FM	KJOI-FM	KJOI-FM	KMPC-AM

M-F, 3-7pm

1	KABC-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
2	KFWB-AM	KMPC-AM	KLAC-AM	KLAC-AM	KFWB-AM
3	KBIG-FM	KFWB-AM	KRLA-AM	KBIG-FM	KABC-AM
4	KMPC-AM	KNX -AM	KFWB-AM	KFWB-AM	KABC-AM
5	KNX -AM	KBIG-FM	KBIG-FM	KABC-AM	KABC-AM
6	KRTH-FM	KRLA-AM	KABC-AM	KRTH-FM	KABC-AM
7	KRLA-AM	KLAC-AM	KFI -AM	KRLA-AM	KABC-AM
8	KLAC-AM	KRTH-FM	KJOI-FM	KRTH-FM	KABC-AM
9	KJOI-FM	KJOI-FM	KRTH-FM	KNX -FM	KRTH-FM
10	KNX -FM	KOST-FM	KNX -FM	KMPC-AM	KJOI-FM

## Format Penetration Chart

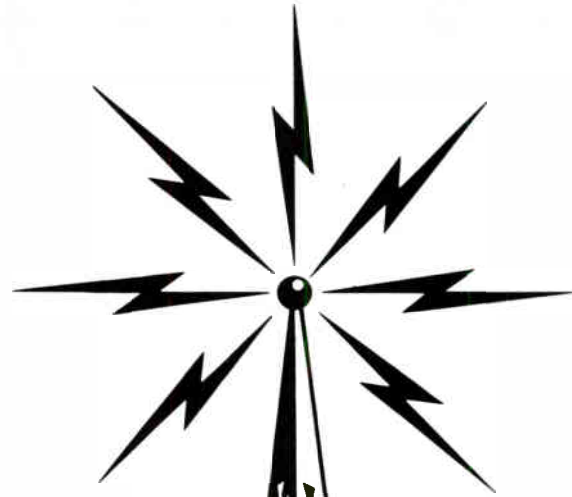
Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# MOTOWN



*Signaling The Way*

*For Over 20 Years.*

**A/M '80 Market Overview**

Arbitron implemented the Expanded Sample Frame for the first time in Louisville during this sweep. As a result there were some shifts among the younger-skewing and ethnic stations. Arbitron estimated that about 26% of the Louisville metro households were unavailable in listed directories, and the firm did a good job, getting back 26% of the total in-tab from ESF homes.

WAKY and WLOU scored impressive gains 18-34. WAKY's contemporary format attracted many more 25-34 adults this book, possibly due to changes made on-air. With the exception of the AM drive shift WAKY hired a new air staff early in the year, and the nightly disco show was dropped. Externally, a more costly ad campaign was used, based on newspaper ads and a direct mail effort. The on-air promotion consisted of a sweepstakes that gave away items from cash up to a new Camaro. All of this, plus the possible impact of ESF, helped WAKY to jump to more than a 13 share, almost double the fall book number.

Another station that virtually doubled its 18-34 share was Black-formatted WLOU. With the ESF impact and moves made by the station, WLOU finished

second with almost a 12 share. The musical sound of WLOU was broadened to include more jazz and blues, while externally the station used an ad campaign that revolved around newspaper, TV, and bumper stickers.

AOR WLRS, formerly the top 18-34 station, suffered a poor book. The station's 18-34 share dropped 50% and the male core slipped in size for the third book in a row. WKJJ-FM, which scored well in the O/N '79 report, saw erosion this sweep. Now third among 18-34's, WKJJ-FM still has more than a 10 share in that demo. The station did little advertising this sweep.

There was a new 1-2 tandem atop the 25-54 cell. Country WAMZ added almost four shares to score in the mid-13 range, while WAKY's 25-34 strength put it in second with a mid-12 share. WAMZ is semi-automated and played more new music this sweep. On-air promotions were based on a contest which gave away cowboy hats and made winners eligible for a trip for two to Hawaii. WINN, the Country competition, had its usual downturn in the spring.

ESF may have affected the fortunes of P/A WHAS and BM WVEZ. Schulte-programmed WVEZ lost almost two 25-54 shares, while WHAS lost one. Both stations actually had their average 25-54 audience increase, but overall listening in this cell rose significantly, eroding the WHAS and WVEZ shares slightly.

**Average Persons 12+ Share Trends**

Monday-Sunday, 6am-Midnight  
POP(00): 7265

A/M '79	O/N '79	A/M '80
1 WAVE-AM 14.0	WVEZ-FM 12.9	WVEZ-FM(BB) 10.7
2 WLRS-FM 13.6	WHAS-AM 10.8	WAKY-AM(R) 9.8
3 WHAS-AM 10.7	WKJJ-FM 10.2	WLOU-AM(B) 9.4
4 WOHI-FM 8.4	WLRS-FM 10.1	WHAS-AM(PA) 8.9
5 WAKY-AM 8.1	WAVE-AM 8.2	WAMZ-FM(C) 8.8
6 WKLO-AM 7.0	WINN-AM 8.0	WKJJ-FM(R) 7.8
7 WLOU-AM 6.6	WAMZ-FM 6.9	WAVE-AM(PA) 7.7
8 WVEZ-FM 6.2	WAKY-AM 5.7	WINN-AM(C) 5.9
9 WAMZ-FM 5.6	WKJJ-FM 4.7	WLRS-FM(A) 5.7
10 WINN-AM 5.0	WOHI-FM 4.7	WKJJ-FM(R) 4.5
11 WCSN-FM 3.4	WLOU-AM 4.7	WOHI-FM(R) 3.7
12 WZZX-FM 2.1	WTMT-AM 2.0	WZZX-FM(A) 3.5
13 WTMT-AM 1.9	WZZX-FM 1.6	WRKA-FM(PA) 3.1
14 WFIA-AM 1.4	WNUU-FM 1.6	WTMT-AM(C) 2.8
15 WNUU-FM 1.2	WFIA-AM 1.5	WFIA-AM(RS) 1.4
16 WXLN-FM 0.6	WXVW-AM 1.2	WXVW-AM(PA) 1.1
17 WOBS-AM 0.4	WXLN-FM 0.7	WXLN-FM(RL) 1.1

**Average Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 7265

A/M '79	O/N '79	A/M '80
1 WAVE-AM 143	WVEZ-FM 122	WVEZ-FM 113
2 WLRS-FM 139	WHAS-AM 102	WAKY-AM 104
3 WHAS-AM 109	WKJJ-FM 97	WLOU-AM 99
4 WOHI-FM 86	WLRS-FM 96	WHAS-AM 94
5 WAKY-AM 83	WAVE-AM 78	WAMZ-FM 93

M-F, 6-10am

1 WAVE-AM	WHAS-AM	WHAS-AM
2 WHAS-AM	WAVE-AM	WAKY-AM
3 WAKY-AM	WVEZ-FM	WAVE-AM
4 WLRS-FM	WAKY-AM	WVEZ-FM
5 WKLO-AM	WINN-AM	WINN-AM

M-F, 3-7pm

1 WLRS-FM	WVEZ-FM	WVEZ-FM
2 WAVE-AM	WKJJ-FM	WAKY-AM
3 WHAS-AM	WLRS-FM	WLOU-AM
4 WOHI-FM	WHAS-AM	WAMZ-FM
5 WAKY-AM	WAVE-AM	WKJJ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 977

A/M '79	O/N '79	A/M '80
1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WOHI-FM	WLRS-FM	WLRS-FM
3 WAKY-AM	WKJJ-AM	WLOU-AM

M-F, 6-10am

1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WAKY-AM	WLRS-FM	WKJJ-AM
3 WOHI-FM	WAKY-AM	WAKY-AM

M-F, 3-7pm

1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WOHI-FM	WLRS-FM	WLOU-AM
3 WLOU-AM	WKJJ-AM	WLRS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2648

A/M '79	O/N '79	A/M '80
1 WLRS-FM	WLRS-FM	WAKY-AM
2 WOHI-FM	WKJJ-FM	WLOU-AM
3 WAKY-AM	WHAS-AM	WKJJ-FM
4 WHAS-AM	WOHI-FM	WLRS-FM
5 WKLO-AM	WAMZ-FM	WAMZ-FM

M-F, 6-10am

1 WAKY-AM	WLRS-FM	WAKY-AM
2 WLRS-FM	WKJJ-FM	WKJJ-FM
3 WHAS-AM	WHAS-AM	WHAS-AM
4 WKLO-AM	WAKY-AM	WLOU-AM
5 WOHI-FM	WKJJ-AM	WAMZ-FM

M-F, 3-7pm

1 WLRS-FM	WLRS-FM	WAKY-AM
2 WOHI-FM	WKJJ-FM	WLOU-AM
3 WAKY-AM	WHAS-AM	WKJJ-FM
4 WHAS-AM	WKJJ-AM	WAMZ-FM
5 WLOU-AM	WAKY-AM	WKJJ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3497

A/M '79	O/N '79	A/M '80
1 WHAS-AM	WVEZ-FM	WAMZ-FM
2 WAVE-AM	WHAS-AM	WAKY-AM
3 WLRS-FM	WINN-AM	WHAS-AM
4 WAKY-AM	WAMZ-FM	WVEZ-FM
5 WAMZ-FM	WAKY-AM	WLOU-AM

M-F, 6-10am

1 WHAS-AM	WHAS-AM	WAKY-AM
2 WAVE-AM	WAKY-AM	WHAS-AM
3 WAKY-AM	WAVE-AM	WAMZ-FM
4 WINN-AM	WINN-AM	WAVE-AM
5 WKLO-AM	WVEZ-FM	WINN-AM

M-F, 3-7pm

1 WHAS-AM	WINN-AM	WAMZ-FM
2 WAVE-AM	WHAS-AM	WAKY-AM
3 WLRS-FM	WVEZ-FM	WVEZ-FM
4 WVEZ-FM	WAVE-AM	WHAS-AM
5 WAKY-AM	WAMZ-FM	WAVE-AM

**Cume Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 7265

A/M '79	O/N '79	A/M '80
1 WHAS-AM 2102	WHAS-AM 1972	WHAS-AM 1863
2 WAVE-AM 2062	WAVE-AM 1645	WAKY-AM 1719
3 WAKY-AM 1946	WKJJ-FM 1527	WAVE-AM 1586
4 WLRS-FM 1626	WLRS-FM 1468	WKJJ-FM 1467
5 WOHI-FM 1567	WAKY-AM 1424	WVVFZ-FM 1294

M-F, 6-10am

1 WAVE-AM	WHAS-AM	WHAS-AM
2 WHAS-AM	WAVE-AM	WAKY-AM
3 WAKY-AM	WAKY-AM	WAVE-AM
4 WLRS-FM	WKJJ-FM	WKJJ-FM
5 WKLO-AM	WLRS-FM	WVEZ-FM

M-F, 3-7pm

1 WAVE-AM	WLRS-FM	WKJJ-FM
2 WLRS-FM	WKJJ-FM	WAKY-AM
3 WHAS-AM	WHAS-AM	WHAS-AM
4 WOHI-FM	WAVE-AM	WVEZ-FM
5 WAKY-AM	WINN-AM	WAVE-AM

Teens  
M-S, 6am-Midnight  
POP(00): 977

A/M '79	O/N '79	A/M '80
1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WAKY-AM	WLRS-FM	WKJJ-AM
3 WOHI-FM	WKJJ-AM	WLRS-FM

M-F, 6-10am

1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WAKY-AM	WLRS-FM	WLRS-FM
3 WOHI-FM	WAKY-AM	WKJJ-AM

M-F, 3-7pm

1 WLRS-FM	WKJJ-FM	WKJJ-FM
2 WOHI-FM	WLRS-FM	WKJJ-AM
3 WAKY-AM	WKJJ-AM	WLRS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2648

A/M '79	O/N '79	A/M '80
1 WAKY-AM	WLRS-FM	WAKY-AM
2 WOHI-FM	WKJJ-FM	WKJJ-FM
3 WLRS-FM	WAKY-AM	WLRS-FM
4 WKLO-AM	WHAS-AM	WKJJ-FM
5 WHAS-AM	WKJJ-AM	WOHI-FM

M-F, 6-10am

1 WAKY-AM	WLRS-FM	WAKY-AM
2 WLRS-FM	WKJJ-FM	WKJJ-FM
3 WKLO-AM	WAKY-AM	WKJJ-FM
4 WHAS-AM	WHAS-AM	WLRS-FM
5 WOHI-FM	WKJJ-AM	WHAS-AM

M-F, 3-7pm

1 WLRS-FM	WLRS-FM	WKJJ-FM
2 WOHI-FM	WKJJ-FM	WKJJ-FM
3 WAKY-AM	WKJJ-AM	WLRS-FM
4 WHAS-AM	WHAS-AM	WKJJ-FM
5 WKLO-AM	WAKY-AM	WOHI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3497

A/M '79	O/N '79	A/M '80
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WINN-AM	WAKY-AM
3 WAVE-AM	WINN-AM	WAMZ-FM
4 WKLO-AM	WAVE-AM	WVEZ-FM
5 WOHI-FM	WVEZ-FM	WAVE-AM

M-F, 6-10am

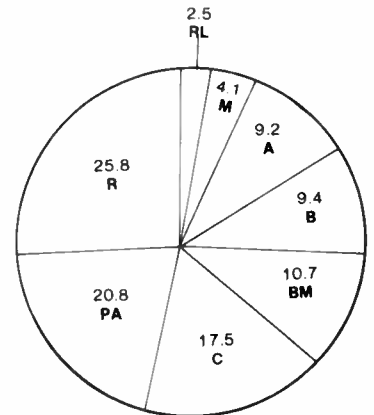
1 WHAS-AM	WHAS-AM	WAKY-AM
2 WAKY-AM	WAKY-AM	WHAS-AM
3 WAVE-AM	WAVE-AM	WAMZ-FM
4 WKLO-AM	WINN-AM	WAVE-AM
5 WINN-AM	WVEZ-FM	WVEZ-FM

M-F, 3-7pm

1 WHAS-AM	WHAS-AM	WAKY-AM
2 WAVE-AM	WINN-AM	WHAS-AM
3 WAKY-AM	WINN-AM	WAMZ-FM
4 WOHI-FM	WVEZ-FM	WVEZ-FM
5 WAMZ-FM	WAMZ-FM	WAVE-AM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

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



# It's Gospel!

It has come to pass that in Louisville, WAKY shall be known as the Number One AM radio station and WVEZ shall be known as the Number One FM. Needless to say, our combo numbers are heavenly.

	#1	#2
<b>Total Persons 12+</b>	<b>WVEZ</b>	<b>WAKY</b>
<b>Adults 18+</b>	<b>WVEZ</b>	<b>WAKY</b>
<b>Adults 18-34</b>	<b>WAKY</b>	*
<b>Adults 18-49</b>	<b>WAKY</b>	*
<b>Adults 25-49</b>	<b>WAKY</b>	*
<b>Adults 25-54</b>	*	<b>WAKY</b>
<b>Adults 35-64</b>	<b>WVEZ</b>	*

## WAKY/WVEZ

Louisville

Measured and compiled by  
FASTMAN RADIO INC.

Times of Month: Apr-May, 1997 ACH Mon-Sun 6-8 pm with an MSA

Radio and TV stations are subject to industry associated qualifications which WAKY/WVEZ will supply on request.

World Radio History

# Lubbock

METRO RANK

145

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1659

A/M '78	A/M '79	A/M '80			
1 KSEL-AM	15.7	KTE Z-FM	13.8	KSEL-FM (R)	15.4
2 KTEZ-FM	11.8	KLLL-FM	13.4	KTE Z-FM (M)	12.8
3 KEND-AM	10.6	KSEL-AM	12.2	KSEL-AM (R)	10.6
4 KSEL-FM	10.6	KEND-AM	12.2	KLLL-FM (C)	10.1
5 KFYO-AM	9.4	KSEL-FM	10.6	KL BK-FM (R)	7.0
6 KL BK-AM	8.6	KLLL-AM	7.9	KFYO-AM (C)	7.0
7 KL BK-FM	7.8	KL BK-FM	6.7	KEND-AM (C)	7.0
8 KLLL-FM	5.9	KFYO-AM	6.7	KRLB-AM (R)	5.7
9 KLLL-AM	3.9	KLFB-AM	5.5	KL BK-AM (R)	4.8
10 KWGO-FM	3.1	KL BK-AM	4.7	KWGO FM (R)	3.5
11 KLFB-AM	3.1	KRLB-AM	3.5	KLFB-AM (R)	2.6
12 KDAV-AM	3.1	KWGO-FM	2.4	KLLL-AM (C)	2.2
13 KJAK-FM	1.2	KJAK-FM	0.8	KJAK-FM (R)	1.3

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1659

A/M '78	A/M '79	A/M '80			
1 KSEL-AM	40	KTE Z-FM	35	KSEL-FM	35
2 KTEZ-FM	30	KLLL-FM	34	KTE Z-FM	29
3 KEND-AM	27	KSEL-AM	31	KSEL-AM	24
4 KSEL-FM	27	KEND-AM	31	KLLL-FM	23
5 KFYO-AM	24	KSEL-FM	27	KL BK-FM	16

M-F, 6-10am

1 KSEL-AM	KEND-AM	KSEL-FM
2 KFYO-AM	KLLL-FM	KSEL-AM
3 KEND-AM	KSEL-AM	KLLL-FM
4 KSEL-FM	KTE Z-FM	KTE Z-FM
5 KL BK-AM	KSEL-FM	KFYO-AM

M-F, 3-7pm

1 KSEL-AM	KTE Z-FM	KSEL-FM
2 KSEL-FM	KEND-AM	KTE Z-FM
3 KTEZ-FM	KSEL-AM	KSEL-AM
4 KEND-AM	KLLL-FM	KLLL-FM
5 KL BK-AM	KSEL-FM	KL BK-FM

Teens

M-S, 6am-Midnight

POP(00): 206

A/M '78	A/M '79	A/M '80
1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSE L-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 760

A/M '78	A/M '79	A/M '80
1 KL BK-FM	KLLL-FM	KSEL-FM
2 KSEL-AM	KSEL-FM	KL BK-FM
3 KSEL-FM	KSEL-AM	KSEL-AM
4 KL BK-AM	KL BK-FM	KLLL-FM
5 KLLL-FM	KTE Z-FM	KTE Z-FM

M-F, 6-10am

1 KSEL-AM	KLLL-FM	KSEL-FM
2 KL BK-AM	KEND-AM	KSEL-AM
3 KSEL-FM	KSEL-FM	KL BK-FM
4 KL BK-FM	KSEL-AM	KL BK-AM
5 KEND-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KLLL-FM	KSEL-FM
2 KSEL-FM	KTE Z-FM	KL BK-FM
3 KL BK-FM	KSEL-AM	KLLL-FM
4 KL BK-AM	KSEL-FM	KSEL-AM
5 KEND-AM	KEND-AM	KTE Z-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 734

A/M '78	A/M '79	A/M '80
1 KTEZ-FM	KTE Z-FM	KTE Z-FM
2 KEND-AM	KLLL-FM	KLLL-FM
3 KSEL-AM	KEND-AM	KEND-AM
4 KSEL-FM	KLFB-AM	KSEL-AM
5 KFYO-AM	KSEL-AM	KSEL-FM

M-F, 6-10am

1 KEND-AM	KEND-AM	KLLL-FM
2 KSEL-AM	KTE Z-FM	KEND-AM
3 KFYO-AM	KLLL-FM	KSEL-AM
4 KTEZ-FM	KSEL-AM	KTE Z-FM
5 KSEL-FM	KFYO-AM	KSEL-FM

M-F, 3-7pm

1 KEND-AM	KTE Z-FM	KTE Z-FM
2 KSEL-AM	KEND-AM	KLLL-FM
3 KTEZ-FM	KLLL-FM	KSEL-AM
4 KSEL-FM	KSEL-AM	KL BK-FM
5 KLLL-FM	KFYO-AM	KSEL-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1659

A/M '78	A/M '79	A/M '80			
1 KSEL-AM	534	KSEL-AM	505	KSEL-FM	464
2 KL BK-AM	447	KSEL-FM	449	KSEL-AM	417
3 KSEL-FM	400	KEND-AM	388	KTE Z-FM	356
4 KEND-AM	392	KL BK-AM	347	KL BK-FM	323
5 KFYO-AM	349	KLLL-FM	331	KFYO-AM	300

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KEND-AM	KEND-AM	KSEL-AM
3 KFYO-AM	KSEL-FM	KFYO-AM
4 KSEL-FM	KLLL-FM	KLLL-FM
5 KL BK-AM	KFYO-AM	KEND-AM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KEND-AM	KTEZ-FM
4 KEND-AM	KLLL-FM	KLLL-FM
5 KFYO-AM	KL BK-FM	KEND-AM

Teens

M-S, 6am-Midnight

POP(00): 206

A/M '78	A/M '79	A/M '80
1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KL BK-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KEND-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KLLL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 760

A/M '78	A/M '79	A/M '80
1 KL BK-AM	KSEL-FM	KSEL-FM
2 KSEL-AM	KSEL-AM	KL BK-FM
3 KSEL-FM	KL BK-AM	KSEL-AM
4 KL BK-FM	KL BK-FM	KL BK-AM
5 KEND-AM	KLLL-FM	KLLL-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KL BK-FM
4 KEND-AM	KEND-AM	KL BK-AM
5 KL BK-FM	KLLL-FM	KEND-AM

M-F, 3-7pm

1 KSEL-FM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-AM	KL BK-FM	KL BK-FM
4 KL BK-FM	KLLL-FM	KL BK-AM
5 KEND-AM	KL BK-AM	KLLL-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 734

A/M '78	A/M '79	A/M '80
1 KEND-AM	KEND-AM	KTE Z-FM
2 KSEL-AM	KSEL-AM	KEND-AM
3 KTEZ-FM	KTE Z-FM	KLLL-FM
4 KFYO-AM	KLLL-FM	KSEL-AM
5 KL BK-AM	KL BK-AM	KSEL-FM

M-F, 6-10am

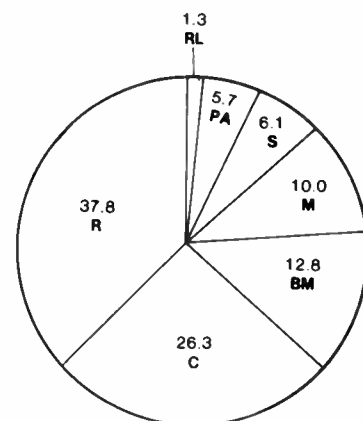
1 KEND-AM	KEND-AM	KEND-AM
2 KSEL-AM	KTE Z-FM	KLLL-FM
3 KFYO-AM	KLLL-FM	KSEL-AM
4 KTEZ-FM	KSEL-AM	KTE Z-FM
5 KSEL-FM	KFYO-AM	KSEL-FM

M-F, 3-7pm

1 KEND-AM	KSEL-AM	KTE Z-FM
2 KTEZ-FM	KEND-AM	KLLL-FM
3 KSEL-AM	KTE Z-FM	KEND-AM
4 KL BK-AM	KLLL-FM	KSEL-AM
5 KFYO-AM	KL BK-AM	KL BK-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

### Average Persons 12+ Share Trends

Day-Sunday, 6am-Midnight

POP(00): 1269

	A/M '78	A/M '79	A/M '80
1 WLVA-AM	22.4	WJJS-FM	23.6
2 WJJS-FM	21.9	WLVA-AM	18.6
3 WPVR-FM	8.3	WVOD-AM	13.0
4 WSLQ-FM	7.8	WGOL-FM	11.2
5 WVOD-AM	7.3	WPVR-FM	6.8
6 WLLL-AM	6.8	WSLQ-FM	5.0
7 WGOL-FM	5.7	WLLL-AM	4.3
8 WBRG-AM	4.7	WLRG-FM	4.3
9 WVOD-FM	4.2	WBRG-AM	3.7
0 WLRG-FM	1.6	WLGM-AM	1.2
1 WLGM-AM	1.0	WVOD-FM	1.2
2 WKDE-AM	1.0	WFLO-AM	0.6
3 WKYY-AM	0.5		
4 WTTX-AM	0.5		
5 WFLO-FM	0.5		

### Average Persons Trends/Rankings

al 12+

,6am-Midnight

POP(00): 1269

	A/M '78	A/M '79	A/M '80
1 WLVA-AM	43	WJJS-FM	38
2 WJJS-FM	42	WLVA-AM	30
3 WPVR-FM	16	WVOD-AM	21
4 WSLQ-FM	15	WGOL-FM	18
5 WVOD-AM	14	WPVR-FM	11

,6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WLLL-AM		WVOD-AM	WPVR-FM
4 WPVR-FM		WGOL-FM	WVOD-AM
5 WVOD-AM		WPVR-FM	WXLK-FM

,3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WJJS-FM	WJJS-FM
2 WJJS-FM		WLVA-AM	WLVA-AM
3 WLLL-AM		WGOL-FM	WXLK-FM
4 WVOD-AM		WVOD-AM	WVOD-AM
5 WSLQ-FM		WPVR-FM	WPVR-FM

ns

,6am-Midnight

POP(00): 152

	A/M '78	A/M '79	A/M '80
1 WJJS-FM		WJJS-FM	WXLK-FM
2 WLVA-AM		WGOL-FM	WJJS-FM
3 WSLQ-FM		WLVA-AM	WSLQ-FM

,6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WJJS-FM	WXLK-FM
2 WJJS-FM		WGOL-FM	WLVA-AM
3 WLLL-AM		WLVA-AM	WJJS-FM

,3-7pm

	A/M '78	A/M '79	A/M '80
1 WJJS-FM		WJJS-FM	WJJS-FM
2 WLVA-AM		WGOL-FM	WXLK-FM
3 WSLQ-FM		WLVA-AM	WSLQ-FM

lts 18-34

,6am-Midnight

POP(00): 449

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WJJS-FM	WJJS-FM
2 WJJS-FM		WLVA-AM	WLVA-AM
3 WSLQ-FM		WGOL-FM	WSLQ-FM
4 WLLL-AM		WSLQ-FM	WXLK-FM
5 WPVR-FM		WVOD-AM	WGOL-FM

,6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WLLL-AM		WGOL-FM	WXLK-FM
4 WSLQ-FM		WSLQ-FM	WVOD-AM
5 WGOL-FM		WLLL-AM	WGOL-FM

,3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WJJS-FM	WJJS-FM
2 WJJS-FM		WLVA-AM	WLVA-AM
3 WSLQ-FM		WGOL-FM	WXLK-FM
4 WLLL-AM		WSLQ-FM	WSLQ-FM
5 WVOD-AM		WVOD-AM	WGOL-FM

lts 25-54

,6am-Midnight

POP(00): 578

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WVOD-AM		WVOD-AM	WVOD-AM
4 WPVR-FM		WPVR-FM	WPVR-FM
5 WGOL-FM		WLRG-FM	WXLK-FM

,6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WPVR-FM		WVOD-AM	WVOD-AM
4 WVOD-AM		WPVR-FM	WPVR-FM
5 WGOL-FM		WLRG-FM	WXLK-FM

,3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WVOD-AM	WJJS-FM
3 WVOD-AM		WJJS-FM	WVOD-AM
4 WPVR-FM		WPVR-FM	WPVR-FM
5 WLLL-AM		WLRG-FM	WXLK-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1269

	A/M '78	A/M '79	A/M '80
1 WLVA-AM	604	WLVA-AM	518
2 WJJS-FM	277	WGOL-FM	273
3 WLLL-AM	266	WJJS-FM	272
4 WVOD-AM	228	WVOD-AM	204
5 WSLQ-FM	212	WPVR-FM	179

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WLLL-AM		WGOL-FM	WXLK-FM
4 WVOD-AM		WVOD-AM	WPVR-FM
5 WPVR-FM		WLLL-AM	WVOD-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WGOL-FM	WJJS-FM
3 WLLL-AM		WJJS-FM	WXLK-FM
4 WVOD-AM		WVOD-AM	WPVR-FM
5 WSLQ-FM		WPVR-FM	WVOD-AM

Teens

M-S, 6am-Midnight

POP(00): 152

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WGOL-FM	WXLK-FM
2 WJJS-FM		WLVA-AM	WLVA-AM
3 WLLL-AM		WJJS-FM	WSLQ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WJJS-FM	WXLK-FM
2 WLLL-AM		WGOL-FM	WLVA-AM
3 WJJS-FM		WLVA-AM	WJJS-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WGOL-FM	WXLK-FM
2 WJJS-FM		WJJS-FM	WJJS-FM
3 WLLL-AM		WLVA-AM	WSLQ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 449

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WLLL-AM		WGOL-FM	WXLK-FM
3 WJJS-FM		WSLQ-FM	WJJS-FM
4 WSLQ-FM		WJJS-FM	WGOL-FM
5 WVOD-AM		WLLL-AM	WSLQ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WLLL-AM		WGOL-FM	WJJS-FM
3 WJJS-FM		WSLQ-FM	WXLK-FM
4 WSLQ-FM		WJJS-FM	WSLQ-FM
5 WVOD-AM		WLLL-AM	WGOL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WGOL-FM	WJJS-FM
3 WLLL-AM		WJJS-FM	WXLK-FM
4 WSLQ-FM		WSLQ-FM	WSLQ-FM
5 WVOD-AM		WVOD-AM	WGOL-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 578

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WVOD-AM	WPVR-FM
3 WLLL-AM		WPVR-FM	WXLK-FM
4 WVOD-AM		WJJS-FM	WJJS-FM
5 WPVR-FM		WGOL-FM	WVOD-AM

M-F, 6-10am

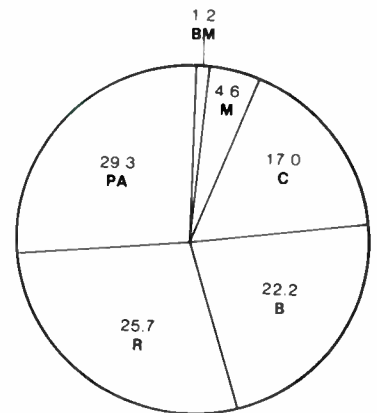
	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WVOD-AM	WVOD-AM
3 WVOD-AM		WJJS-FM	WJJS-FM
4 WPVR-FM		WPVR-FM	WPVR-FM
5 WLLL-AM		WLLL-AM	WXLK-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLVA-AM		WLVA-AM	WLVA-AM
2 WJJS-FM		WVOD-AM	WPVR-FM
3 WVOD-AM		WJJS-FM	WJJS-FM
4 WPVR-FM		WPVR-FM	WXLK-FM
5 WLLL-AM		WGOL-FM	WVOD-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Macon

METRO RANK

135

R&R RATINGS REPORT/1980

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1994

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	18.6	WMAZ-FM	17.3
2 WMAZ-FM	17.5	WDDO-AM	14.9
3 WDEN-FM	9.5	WMAZ-AM	13.5
4 WCRY-FM	9.1	WIBB-AM	9.0
5 WIBB-AM	8.4	WDEN-FM	9.0
6 WDDO-AM	6.0	WCRY-FM	8.3
7 WNEX-AM	5.6	WRBN-FM	5.9
8 WFDR-FM	4.2	WBML-AM	5.5
9 WRBN-FM	3.5	WNEX-AM	5.2
10 WQCK-AM	3.5	WFDR-FM	2.1
11 WBML-AM	2.5	WKLS-FM	1.7
12 WDEN-AM	2.1	WDEN-AM	1.4
13 WKLS-FM	1.8		
14 WSB-FM	1.1		
15 WPGA-FM	0.7		
16			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1994

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	53	WMAZ-FM	50
2 WMAZ-FM	50	WDDO-AM	43
3 WDEN-FM	27	WMAZ-AM	30
4 WCRY-FM	26	WIBB-AM	26
5 WIBB-AM	24	WDEN-FM	26

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WCRY-FM	WDDO-AM	WDEN-FM
4 WDEN-FM	WDEN-FM	WCRY-FM
5 WNEX-AM	WIBB-AM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WDDO-AM	WMAZ-FM
2 WMAZ-AM	WMAZ-FM	WDEN-FM
3 WDEN-FM	WMAZ-AM	WCRY-FM
4 WCRY-FM	WDEN-FM	WMAZ-AM
5 WDDO-AM	WCRY-FM	WPGA-FM

Teens

M-S, 6am-Midnight

POP(00): 286

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WDDO-AM	WMAZ-FM	
2 WDDO-AM	WMAZ-FM	WRBN-FM	
3 WFDR-FM	WRBN-FM	WIBB-AM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WNEX-AM	WDDO-AM	WRBN-FM
3 WIBB-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WDDO-AM	WMAZ-FM
2 WIBB-AM	WMAZ-FM	WIBB-AM
3 WNEX-AM	WRBN-FM	WDDO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 743

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WMAZ-AM	WDDO-AM	WPGA-FM	
3 WDEN-FM	WRBN-FM	WMAZ-AM	
4 WDDO-AM	WIBB-AM	WDEN-FM	
5 WIBB-AM	WNEX-AM	WDDO-AM	

M-F, 6-10am

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WMAZ-FM	WDDO-AM	WMAZ-AM
3 WNEX-AM	WMAZ-AM	WDEN-FM
4 WDEN-FM	WRBN-FM	WPGA-FM
5 WCRY-FM	WNEX-AM	WCRY-FM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WDDO-AM	WPGA-FM
3 WDDO-AM	WNEX-AM	WDDO-AM
4 WDEN-FM	WIBB-AM	WDEN-FM
5 WNEX-AM	WRBN-FM	WCRY-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 967

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	WMAZ-FM	WMAZ-FM	
2 WMAZ-FM	WMAZ-AM	WDEN-FM	
3 WCRY-FM	WDEN-FM	WMAZ-AM	
4 WDEN-FM	WDDO-AM	WCRY-FM	
5 WIBB-AM	WCRY-FM	WAVC-AM	

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WCRY-FM	WMAZ-FM	WDEN-FM
3 WDEN-FM	WDEN-FM	WMAZ-FM
4 WMAZ-FM	WDDO-AM	WCRY-FM
5 WNEX-AM	WCRY-FM	WAVC-AM

M-F, 3-7pm

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WDEN-FM	WDEN-FM	WDEN-FM
3 WCRY-FM	WDDO-AM	WCRY-FM
4 WMAZ-FM	WMAZ-AM	WMAZ-AM
5 WQCK-AM	WCRY-FM	WAVC-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1994

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	766	WMAZ-FM	720
2 WMAZ-FM	680	WMAZ-AM	618
3 WNEX-AM	361	WDDO-AM	399
4 WCRY-FM	320	WNEX-AM	363
5 WDEN-FM	318	WIBB-AM	340

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WNEX-AM	WDDO-AM	WDEN-FM
4 WCRY-FM	WNEX-AM	WCRY-FM
5 WDEN-FM	WIBB-AM	WRBN-FM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WMAZ-AM	WMAZ-AM
3 WDEN-FM	WDDO-AM	WCRY-FM
4 WDDO-AM	WNEX-AM	WDEN-FM
5 WCRY-FM	WDEN-FM	WDDO-AM

Teens

M-S, 6am-Midnight

POP(00): 286

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WDDO-AM	WDDO-AM	WRBN-FM	
3 WNEX-AM	WMAZ-AM	WDDO-AM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WNEX-AM	WDDO-AM	WRBN-FM
3 WDDO-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WIBB-AM	WDDO-AM	WRBN-FM
3 WDDO-AM	WNEX-AM	WDDO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 743

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WMAZ-AM	WNEX-AM	WDDO-AM	
3 WNEX-AM	WMAZ-AM	WMAZ-AM	
4 WDDO-AM	WDDO-AM	WPGA-FM	
5 WIBB-AM	WIBB-AM	WRBN-FM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WMAZ-AM	WMAZ-AM
3 WNEX-AM	WNEX-AM	WDEN-FM
4 WDDO-AM	WDDO-AM	WRBN-FM
5 WCRY-FM	WRBN-FM	WDDO-AM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WDDO-AM	WDDO-AM
3 WNEX-AM	WMAZ-AM	WPGA-FM
4 WDDO-AM	WMAZ-AM	WDEN-FM
5 WFDR-FM	WRBN-FM	WRBN-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 967

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	WMAZ-AM	WMAZ-AM	
2 WMAZ-FM	WMAZ-FM	WMAZ-AM	
3 WDEN-FM	WDEN-FM	WDEN-FM	
4 WCRY-FM	WCRY-FM	WCRY-FM	
5 WNEX-AM	WNEX-AM	WDDO-AM	

M-F, 6-10am

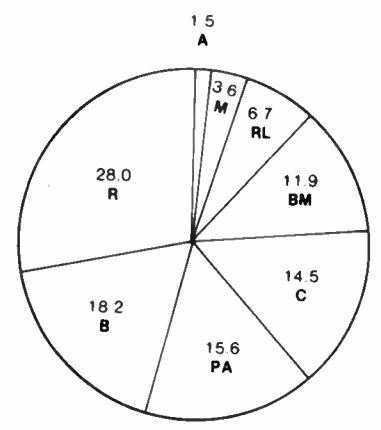
1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WDEN-FM	WDFN-FM	WDFN-FM
4 WCRY-FM	WDDO-AM	WCRY-FM
5 WNEX-AM	WCRY-FM	WDDO-AM

M-F, 3-7pm

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WDEN-FM	WMAZ-AM	WMAZ-AM
3 WMAZ-FM	WDEN-FM	WDEN-FM
4 WCRY-FM	WCRY-FM	WCRY-FM
5 WNEX-AM	WDDO-AM	WDDO-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

Data from Market Buy Market

### Age Persons 12+ Share Trends

Sunday, 6am-Midnight  
POP(00): 2724

A/M '78	A/M '79	A/M '80			
WZEE-FM	13.6	WTSO-AM	18.0	WTSO-AM(C)	15.5
WTSO-AM	12.6	WIBA-AM	12.7	WISM-FM(PA)	10.3
WIBA-AM	11.2	WISM-AM	10.4	WIBA-AM(PA)	10.3
WYXE-FM	8.4	WYXE-FM	8.1	WMAD-FM(A)	10.3
WISM-AM	8.4	WZEE-FM	7.4	WZEE-FM(R)	9.3
WIBA-FM	7.3	WIBA-FM	7.4	WLVE-FM(BM)	9.0
WISM-FM	6.3	WLVE-FM	6.7	WISM-AM(R)	8.0
WLVE-FM	5.2	WISM-FM	4.6	WQOM-FM(R)	4.3
WQOM-FM	3.5	WQOM-AM	3.9	WIBA-FM(A)	3.5
WFAW-FM	2.6	WQOM-FM	3.2	WFAW-FM(BM)	2.5
WQOM-AM	1.9	WGN-AM	1.6	WNWC-FM(RL)	1.8
WNWC-FM	1.4	WBBM-AM	0.9	WGN-AM(PA)	1.0
WIBU-AM	0.9	WFAW-FM	0.9	WBBM-AM(M)	0.8
WGN-AM	0.7	WMAO-AM	0.5	WQOM-AM(O)	0.8
WBBM-AM	0.5	WNWC-FM	0.5	WIBU-AM(PA)	0.5
WTHJ-AM	0.5	WLS-AM	0.5		

### Average Persons Trends/Rankings

12+  
6am-Midnight  
POP(00): 2724

A/M '78	A/M '79	A/M '80			
1 WZEE-FM	58	WTSO-AM	78	WTSO-AM	62
2 WTSO-AM	54	WIBA-AM	55	WISM-FM	41
3 WIBA-AM	48	WISM-AM	45	WIBA-AM	41
4 WYXF-FM	36	WYXE-FM	35	WMAD-FM	41
5 WISM-AM	36	WZEE-FM	32	WZEE-FM	37

6-10am

1 WIPA-AM	WTSO-AM	WTSO-AM
2 WTSO-AM	WIBA-AM	WIBA-AM
3 WZEE-FM	WISM-AM	WISM-FM
4 WISM-AM	WIBA-FM	WISM-AM
5 WISM-FM	WYXF-FM	WZEE-FM

3-7pm

1 WZEE-FM	WTSO-AM	WTSO-AM
2 WTSO-AM	WIBA-AM	WMAD-FM
3 WIBA-AM	WISM-AM	WISM-FM
4 WISM-AM	WYXF-FM	WLVE-FM
5 WYXF-FM	WLVE-FM	WZEE-FM

18-34  
6am-Midnight  
POP(00): 313

A/M '78	A/M '79	A/M '80
1 WISM-AM	WZEE-FM	WQOM-FM
2 WZEE-FM	WISM-AM	WZEE-FM
3 WYXE-FM	WYXF-FM	WMAD-FM

6-10am

1 WISM-AM	WISM-AM	WQOM-FM
2 WZEE-FM	WYXE-FM	WZEE-FM
3 WYXE-FM	WZEE-FM	WMAD-FM

3-7pm

1 WZEE-FM	WYXE-FM	WQOM-FM
2 WISM-AM	WZEE-FM	WISM-AM
3 WISM-FM	WISM-AM	WZEE-FM

18-34  
6am-Midnight  
POP(00): 1327

A/M '78	A/M '79	A/M '80
1 WZEE-FM	WYXF-FM	WISM-FM
2 WIBA-FM	WISM-AM	WMAD-FM
3 WYXF-FM	WIBA-FM	WZEE-FM
4 WISM-AM	WZEE-FM	WISM-AM
5 WISM-FM	WTSO-AM	WTSO-AM

6-10am

1 WZEE-FM	WISM-AM	WISM-FM
2 WISM-FM	WTSO-AM	WISM-AM
3 WISM-AM	WIBA-FM	WZEE-FM
4 WTSO-AM	WYXE-FM	WMAD-FM
5 WIBA-FM	WZEE-FM	WTSO-AM

3-7pm

1 WZEE-FM	WYXE-FM	WMAD-FM
2 WIBA-FM	WIBA-FM	WISM-FM
3 WYXE-FM	WISM-AM	WZEE-FM
4 WISM-FM	WTSO-AM	WISM-AM
5 WISM-AM	WZEE-FM	WIBA-FM

25-54  
6am-Midnight  
POP(00): 1212

A/M '78	A/M '79	A/M '80
1 WTSO-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISM-AM	WLVE-FM
3 WISM-FM	WIBA-AM	WIBA-AM
4 WZEE-FM	WLVE-FM	WISM-FM
5 WISM-AM	WIBA-FM	WZEE-FM

6-10am

1 WTSO-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WIBA-AM	WIBA-AM
3 WISM-FM	WISM-AM	WISM-FM
4 WISM-AM	WIBA-FM	WISM-AM
5 WZEE-FM	WISM-FM	WLVE-FM

3-7pm

1 WTSO-AM	WTSO-AM	WTSO-AM
2 WZEE-FM	WISM-AM	WLVE-FM
3 WIBA-AM	WLVE-FM	WIBA-AM
4 WISM-FM	WIBA-AM	WISM-FM
5 WISM-AM	WISM-FM	WISM-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2724

A/M '78	A/M '79	A/M '80			
1 WISM-AM	918	WISM-AM	833	WZEE-FM	768
2 WIBA-AM	766	WTSO-AM	747	WISM-AM	742
3 WZEE-FM	705	WIBA-AM	724	WISM-FM	692
4 WTSO-AM	576	WZEE-FM	573	WTSO-AM	668
5 WISM-FM	560	WYXF-FM	534	WIBA-AM	580

M-F, 6-10am

1 WISM-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISM-AM	WISM-FM
3 WTSO-AM	WIBA-AM	WISM-AM
4 WZEE-FM	WYXF-FM	WIBA-AM
5 WISM-FM	WZEE-FM	WZEE-FM

M-F, 3-7pm

1 WISM-AM	WTSO-AM	WISM-AM
2 WZEE-FM	WISM-AM	WTSO-AM
3 WIBA-AM	WIBA-AM	WZEE-FM
4 WTSO-AM	WYXF-FM	WISM-FM
5 WYXE-FM	WZEE-FM	WIBA-AM

Teens  
M-S, 6am-Midnight  
POP(00): 313

A/M '78	A/M '79	A/M '80
1 WISM-AM	WISM-AM	WZEE-FM
2 WZEE-FM	WZEE-FM	WQOM-FM
3 WISM-FM	WQOM-FM	WISM-AM

M-F, 6-10am

1 WISM-AM	WISM-AM	WZEE-FM
2 WZEE-FM	WZEE-FM	WQOM-FM
3 WYXF-FM	WQOM-FM	WISM-AM

M-F, 3-7pm

1 WZEE-FM	WZEE-FM	WQOM-FM
2 WISM-AM	WYXF-FM	WISM-AM
3 WQOM-FM	WISM-AM	WZEE-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1327

A/M '78	A/M '79	A/M '80
1 WISM-AM	WISM-AM	WZEE-FM
2 WZEE-FM	WYXF-FM	WISM-FM
3 WIBA-FM	WZEE-FM	WISM-AM
4 WYXF-FM	WISM-FM	WMAD-FM
5 WISM-FM	WIBA-AM	WIBA-FM

M-F, 6-10am

1 WZEE-FM	WISM-AM	WISM-FM
2 WISM-AM	WYXF-FM	WISM-AM
3 WISM-FM	WTSO-AM	WZEE-FM
4 WIBA-FM	WZEE-FM	WMAD-FM
5 WYXE-FM	WIBA-FM	WTSO-AM

M-F, 3-7pm

1 WZEE-FM	WISM-AM	WISM-AM
2 WISM-AM	WYXE-FM	WZEE-FM
3 WIBA-FM	WZEE-FM	WISM-FM
4 WYXE-FM	WISM-FM	WMAD-FM
5 WISM-FM	WTSO-AM	WIBA-FM

### Adults 25-54 M-S, 6am-Midnight

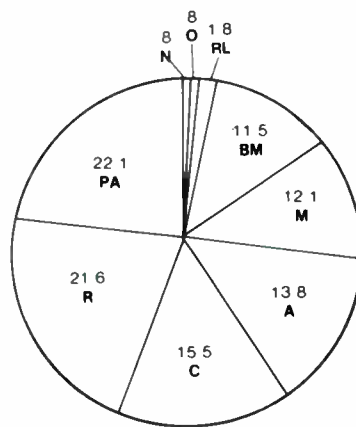
A/M '78	A/M '79	A/M '80
1 WISM-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISM-AM	WISM-AM
3 WTSO-AM	WIBA-AM	WLVE-FM
4 WISM-FM	WLVE-FM	WISM-FM
5 WLVE-FM	WISM-FM	WIBA-AM

M-F, 6-10am

1 WTSO-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISM-AM	WIBA-AM
3 WISM-FM	WIBA-AM	WISM-AM
4 WISM-AM	WISM-FM	WISM-AM
5 WZEE-FM	WLVE-FM	WLVE-FM

M-F, 3-7pm

1 WTSO-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISM-AM	WLVE-FM
3 WISM-AM	WLVE-FM	WISM-AM
4 WISM-FM	WIBA-AM	WIBA-AM
5 WZEE-FM	WISM-FM	WISM-FM



**Format Legend**  
 A-AOR B-Black BB-Big Band BM-Beautiful Music C-Country CL-Classical D-Dancemusic J-Jazz M-Miscellaneous N-News O-Oldies PA-Pop Adult R-Rock RL-Religious S-Spanish T-Talk

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World Radio History

# Manchester

METRO RANK

159

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1330

	A/M '78	A/M '79	A/M '80	
1	WGIR-AM	15.9	WGIR-AM 16.8	WFEA-AM(PA) 14.1
2	WKBR-AM	11.1	WFEA-AM	WGIR-AM(PA) 10.6
3	WFEA-AM	10.6	WKBR-AM	WZID-FM(BM) 10.1
4	WZID-FM	9.7	WZID-FM 8.7	WKBR-AM(PA) 9.0
5	WCGY-FM	5.8	WCGY-FM 6.9	WVBF-FM(P) 5.5
6	WCOZ-FM	5.3	WCOZ-FM 5.8	WGIR-FM(A) 5.0
7	WBZ -AM	4.3	WGIR-FM 4.0	WSSH-FM(BM) 5.0
8	WVBF-FM	4.3	WOKQ-FM 4.0	WAAF-FM(A) 4.5
9	WROR-FM	3.9	WBZ -AM 3.5	WCGY-FM(P) 3.5
10	WJIB-FM	3.9	WRKO-AM 3.5	WROR-FM(PA) 3.5
11	WGIR-FM	3.4	WVBF-FM 2.9	WCOZ-FM(A) 3.5
12	WHOM-FM	3.4	WROR-FM 2.9	WBZ -AM(PA) 3.0
13	WBZN-FM	2.4	WBZN-FM 2.9	WOKQ-FM(C) 3.0
14	WRKO-AM	1.9	WSSH-FM 2.3	WBZN-FM(A) 2.5
15	WSSH-FM	1.9	WJIB-FM 1.7	WEEI-FM(A) 2.0
16	WOKQ-FM	1.4	WHA-FM 1.2	WHOM-FM(BM) 2.0
17	WEEI-FM	1.4	WEEI-FM 0.6	WRKO-AM(P) 1.5
18	WOTW-FM	1.4	WAAF-FM 0.6	WHU-FM(BM) 1.5
19	WAAF-FM	1.0	WHOM-FM 0.6	WJIB-FM(BM) 1.0
20	WITS-AM	1.0		WFMP-FM(PA) 1.0
21	WBZ -FM	0.5		WOTW-FM(PA) 0.5
22	WOTW-AM			WXKS-FM(P) 0.5
23				WEEI-AM(M) 0.5
24				WCRB-FM(CL) 0.5

## Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1330

	A/M '78	A/M '79	A/M '80	
1	WGIR-AM	33	WGIR-AM 20	WFEA-AM 29
2	WKBR-AM	23	WGIR-AM 19	WGIR-AM 21
3	WFEA-AM	22	WKBR-AM 19	WZID-FM 20
4	WZID-FM	20	WZID-FM 15	WKBR-AM 18
5	WCGY-FM	12	WCGY-FM 12	WVBF-FM 11

**M-F, 8-10am**

1	WGIR-AM	WGIR-AM	WGIR-AM
2	WKBR-AM	WKBR-AM	WFEA-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WBZ -AM	WBZ -AM	WBZ -AM

**M-F, 3-7pm**

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM	WZID-FM
4	WZID-FM	WCOZ-FM	WGIR-AM
5	WCGY-FM	WZID-FM	WGIR-FM

**Teens M-S, 6am-Midnight POP(00): 174**

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WAAF-FM
2	WCGY-FM	WCGY-FM	WFEA-AM
3	WVBF-FM	WVBF-FM	WVBF-FM

**M-F, 8-10am**

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

**M-F, 3-7pm**

1	WFEA-AM	WFEA-AM	WAAF-FM
2	WVBF-FM	WCGY-FM	WVBF-FM
3	WCGY-FM	WCOZ-FM	WFEA-AM

**Adults 18-34 M-S, 6am-Midnight POP(00): 462**

	A/M '78	A/M '79	A/M '80
1	WCOZ-FM	WFEA-AM	WFEA-AM
2	WFEA-AM	WCOZ-FM	WGIR-FM
3	WGIR-FM	WCGY-FM	WROR-FM
4	WCGY-FM	WRKO-AM	WVBF-FM
5	WROR-FM	WBZN-FM	WCGY-FM

**M-F, 8-10am**

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCOZ-FM	WGIR-AM	WGIR-FM
3	WKBR-AM	WCOZ-FM	WBZN-FM
4	WGIR-AM	WCGY-FM	WGIR-AM
5	WROR-FM	WRKO-AM	WROR-FM

**M-F, 3-7pm**

1	WCOZ-FM	WCOZ-FM	WFEA-AM
2	WGIR-FM	WCGY-FM	WGIR-FM
3	WCGY-FM	WGIR-AM	WBZN-FM
4	WFEA-AM	WBZN-FM	WVBF-FM
5	WVBF-FM	WFEA-AM	WZID-FM

**Adults 25-54 M-S, 6am-Midnight POP(00): 608**

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WZID-FM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM	WGIR-AM
5	WBZ -AM	WOKQ-FM	WROR-FM

**M-F, 8-10am**

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WGIR-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WBZ -AM
5	WZID-FM	WBZ -AM	WZID-FM

**M-F, 3-7pm**

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WFEA-AM	WZID-FM
3	WFEA-AM	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WGIR-AM
5	WCGY-FM	WBZ -AM	WROR-FM

## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1330

	A/M '78	A/M '79	A/M '80	
1	WGIR-AM	477	WGIR-AM 428	WFEA-AM 386
2	WFEA-AM	417	WFEA-AM 405	WGIR-AM 377
3	WKBR-AM	377	WKBR-AM 316	WKBR-AM 327
4	WZID-FM	266	WZID-FM 237	WZID-FM 241
5	WCGY-FM	204	WCGY-FM 211	WGIR-FM 217

**M-F, 8-10am**

1	WGIR-AM	WGIR-AM	WGIR-AM
2	WFEA-AM	WFEA-AM	WFEA-AM
3	WKBR-AM	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WRKO-AM	WRKO-AM	WGIR-FM

**M-F, 3-7pm**

1	WGIR-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WGIR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WCGY-FM	WRKO-AM	WGIR-FM

**Teens M-S, 6am-Midnight POP(00): 174**

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

**M-F, 8-10am**

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

**M-F, 3-7pm**

1	WFEA-AM	WFEA-AM	WAAF-FM
2	WCGY-FM	WCGY-FM	WFEA-AM
3	WRKO-AM	WVBF-FM	WVBF-FM

**Adults 18-34 M-S, 6am-Midnight POP(00): 462**

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WCGY-FM	WGIR-FM
3	WGIR-FM	WRKO-AM	WROR-FM
4	WRKO-AM	WGIR-AM	WCOZ-FM
5	WCGY-FM	WCOZ-FM	WCGY-FM

**M-F, 8-10am**

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WRKO-AM	WGIR-FM
3	WRKO-AM	WGIR-AM	WGIR-AM
4	WCOZ-FM	WCOZ-FM	WRKO-AM
5	WGIR-AM	WCGY-FM	WROR-FM

**M-F, 3-7pm**

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WCOZ-FM	WROR-FM
3	WGIR-FM	WRKO-AM	WGIR-FM
4	WCOZ-FM	WCGY-FM	WRKO-AM
5	WCGY-FM	WGIR-AM	WCOZ-FM

**Adults 25-54 M-S, 6am-Midnight POP(00): 608**

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WGIR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WZID-FM
5	WZID-FM	WRKO-AM	WBZ -AM

**M-F, 8-10am**

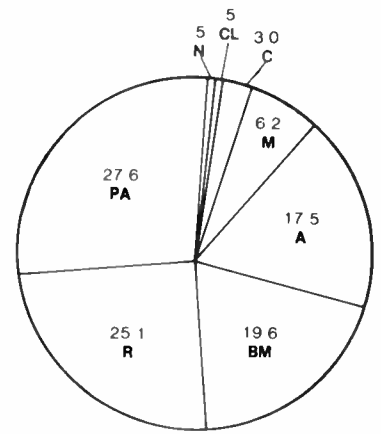
1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WGIR-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WBZ -AM
5	WRKO-AM	WRKO-AM	WZID-FM

**M-F, 3-7pm**

1	WKBR-AM	WFEA-AM	WFEA-AM
2	WGIR-AM	WGIR-AM	WZID-FM
3	WFEA-AM	WKBR-AM	WGIR-AM
4	WBZ -AM	WRKO-AM	WKBR-AM
5	WZID-FM	WZID-FM	WRKO-AM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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



## '80 Market Overview

One could be forgiven for thinking the McAllen area was a two-station market, as Hispanic KGBT and contemporary KBFM do combine for more than 50% of the audience at any given time.

The McAllen area is approximately 80% Hispanic population, and KGBT has been the perennial leader among that community. The station's share of the 25-54 audience slid this sweep, down from 47 to 36. The top English-language formatted station was KBFM, which more than doubled its 25-54 share, up to 11.

In the 18-34 demo the race was a little closer, with KGBT earning a 26 share, down slightly from last year. Meanwhile, KBFM rose from an 18 to just over 22. Possibly the key to the KBFM story this sweep was an on-air contest, "Live Free For One Year." This station received more than 80,000 entries during this promotion.

The other interesting aspect of the A/M '80 sweep here was the diary announcement run by KRIO and KRXX. The stations ran on-air announcements prior to the beginning of the survey, and both recorded increases in their 18-34 and 25-54 numbers. Hispanic station KIWW also ran on-air survey announcements. Advertisers are asked to keep in mind these factors when evaluating the estimates for these demo stations.

ON-AIR SURVEY SPOTS BROADCAST BY:

KIWW-FM KRIO-AM KRXX-FM

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1 KGBT-AM	32.2	38.7	35.1
2 KRIO-AM	16.5	11.3	16.1
3 KRGV-AM	16.1	8.7	8.6
4 KRXX-FM	4.6	8.7	5.4
5 KIRT-AM	4.0	5.0	4.9
6 KELT-FM	3.5	3.9	4.6
7 KBFM-FM	3.3	3.1	3.7
8 KSOX-AM	3.1	3.0	3.1
9 KDUV-FM	2.1	2.0	2.4
0 KESI-FM	2.1	1.7	2.3
1 KIWW-FM	1.7	1.5	1.6
2 KURV-AM	1.5	1.3	1.6
3 KQXX-FM	0.6	1.1	1.5
4 XRCN-AM	0.6	1.1	1.3
5		KTRR-AM	1.1

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3154			
	A/M '78	A/M '79	A/M '80
1 KGBT-AM	154	209	216
2 KRIO-AM	79	61	99
3 KRGV-AM	77	47	53
4 KRXX-FM	22	47	33
5 KIRT-AM	19	27	30

M-F, 6-10am POP(00): 552			
	A/M '78	A/M '79	A/M '80
1 KGBT-AM			
2 KRGV-AM			
3 KRIO-AM			
4 KIRT-AM			
5 KELT-FM			

M-F, 3-7pm POP(00): 552			
	A/M '78	A/M '79	A/M '80
1 KGBT-AM			
2 KRGV-AM			
3 KRIO-AM			
4 KRXX-FM			
5 KBFM-FM			

M-F, 6-10am POP(00): 552			
	A/M '78	A/M '79	A/M '80
1 KRGV-AM			
2 KRIO-AM			
3 KGBT-AM			

M-F, 3-7pm POP(00): 552			
	A/M '78	A/M '79	A/M '80
1 KRIO-AM			
2 KRGV-AM			
3 KGBT-AM			

M-F, 3-7pm		
1 KRGV-AM	KBFM-FM	KBFM-FM
2 KRIO-AM	KRGV-AM	KRIO-AM
3 KGBT-AM	KRIO-AM	KRGV-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1101			
	A/M '78	A/M '79	A/M '80
1 KGBT-AM			
2 KRGV-AM			
3 KRIO-AM			
4 KRXX-FM			
5 KELT-FM			

M-F, 6-10am			
1 KGBT-AM	61	KGBT-AM	KGBT-AM
2 KRGV-AM	51	KBFM-FM	KBFM-FM
3 KRIO-AM	35	KRIO-AM	KRIO-AM
4 KELT-FM	16	KRGV-AM	KRXX-FM
5 KIRT-AM	15	KIWW-FM	KRGV-AM

M-F, 3-7pm		
1 KRIO-AM	KGBT-AM	KGBT-AM
2 KGBT-AM	KBFM-FM	KBFM-FM
3 KRGV-AM	KRGV-AM	KRIO-AM
4 KRXX-FM	KRIO-AM	KQXX-FM
5 KBFM-FM	KELT-FM	KRXX-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1337			
	A/M '78	A/M '79	A/M '80
1 KGBT-AM			
2 KRIO-AM			
3 KRGV-AM			
4 KSOX-AM			
5 KELT-FM			

M-F, 6-10am		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KIWW-FM	KIWW-FM
3 KRIO-AM	KDUV-FM	KRIO-AM
4 KELT-FM	KBFM-FM	KBFM-FM
5 KESI-FM	KRIO-AM	KELT-FM

M-F, 3-7pm		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KELT-FM	KBFM-FM
3 KRIO-AM	KIWW-FM	KIWW-FM
4 KELT-FM	KRGV-AM	KELT-FM
5 KSOX-AM	KDUV-FM	KQXX-FM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3154					
	A/M '78	A/M '79	A/M '80		
1 KGBT-AM	1275	KGBT-AM	1475	KGBT-AM	1192
2 KRIO-AM	1102	KRIO-AM	1019	KRIO-AM	827
3 KRGV-AM	945	KRGV-AM	822	KBFM-FM	815
4 KRXX-FM	301	KBFM-FM	731	KRGV-AM	558
5 KBFM-FM	252	KDUV-FM	312	KRXX-FM	350

M-F, 6-10am		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KBFM-FM	KRIO-AM
4 KELT-FM	KRGV-AM	KRGV-AM
5 KRXX-FM	KELT-FM	KRXX-FM

M-F, 3-7pm		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KRGV-AM	KRIO-AM
4 KRXX-FM	KBFM-FM	KRGV-AM
5 KELT-FM	KELT-FM	KELT-FM

Teens M-S, 6am-Midnight POP(00): 552			
	A/M '78	A/M '79	A/M '80
1 KRIO-AM			
2 KRGV-AM			
3 KGBT-AM			

M-F, 6-10am		
1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KBFM-FM	KRGV-AM
3 KGBT-AM	KRGV-AM	KRIO-AM

M-F, 3-7pm		
1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KRGV-AM	KRIO-AM
3 KGBT-AM	KBFM-FM	KRGV-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1101			
	A/M '78	A/M '79	A/M '80
1 KRIO-AM			
2 KGBT-AM			
3 KRGV-AM			
4 KRXX-FM			
5 KBFM-FM			

M-F, 6-10am		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KRIO-AM
3 KRIO-AM	KBFM-FM	KBFM-FM
4 KBFM-FM	KRGV-AM	KRGV-AM
5 KRXX-FM	KELT-FM	KRXX-FM

M-F, 3-7pm		
1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KGBT-AM	KGBT-AM
3 KGBT-AM	KBFM-FM	KRIO-AM
4 KBFM-FM	KRGV-AM	KRGV-AM
5 KRXX-FM	KELT-FM	KELT-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1337

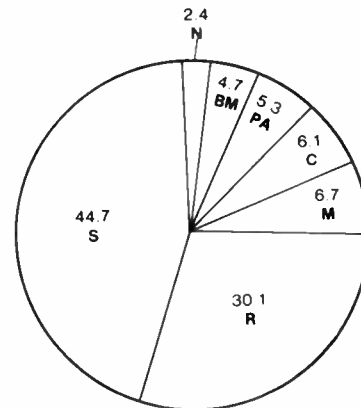
	A/M '78	A/M '79	A/M '80
1 KGBT-AM			
2 KRIO-AM			
3 KRGV-AM			
4 KELT-FM			
5 KSOX-AM			

M-F, 6-10am		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KBFM-FM
3 KRIO-AM	KDUV-FM	KRIO-AM
4 KELT-FM	KIWW-FM	KIWW-FM
5 KIWW-FM	KRGV-AM	KELT-FM

M-F, 3-7pm		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KELT-FM	KRIO-AM
4 KELT-FM	KRGV-AM	KELT-FM
5 KSOX-AM	KSOX-AM	KRGV-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

Coming in '81 the TM-O-R from TM Programming.



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

# Medford-Ashland

METRO RANK

169

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	21.8	KTMT-FM	22.4	KTMT-FM	20.1
2 KCMX-AM	12.9	KYJC-AM	17.8	KYJC-AM	20.1
3 KBOY-AM	12.2	KCMX-AM	9.9	KCMX-AM	12.3
4 KMED-AM	10.9	KBOY-AM	9.2	KBOY-FM	9.1
5 KTMT-FM	10.9	KMED-AM	6.6	KBOY-AM	7.8
6 KBOY-FM	8.8	KBOY-FM	5.9	KMED-AM	7.8
7 KSHA-AM	8.2	KKIC-FM	5.9	KKIC-FM	5.8
8 KRVB-AM	7.4	KSHA-AM	5.3	KSHA-AM	5.2
9 KDOV-AM	3.4	KRVB-AM	3.3	KRVB-AM	3.9
10 KGO-AM	2.0	KAGI-AM	2.6	KDOV-AM	1.9
11 KAJO-AM	1.4	KDOV-AM	2.0	KGO-AM	0.6
12		KGO-AM	2.0	KAGI-AM	0.6
13		KAJO-AM	1.3		

## Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	32	KTMT-FM	34	KTMT-FM	34
2 KCMX-AM	19	KYJC-AM	27	KYJC-AM	31
3 KBOY-AM	18	KCMX-AM	15	KCMX-AM	19
4 KMED-AM	16	KBOY-AM	14	KBOY-FM	14
5 KTMT-FM	16	KMED-AM	10	KBOY-AM	12

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KTMT-FM	KTMT-FM
3 KCMX-AM	KMED-AM	KCMX-AM
4 KBOY-AM	KCMX-AM	KMED-AM
5 KTMT-FM	KBOY-AM	KBOY-FM

**M-F, 3-7pm**

1 KYJC-AM	KTMT-FM	KTMT-FM
2 KBOY-FM	KYJC-AM	KYJC-AM
3 KBOY-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KBOY-FM
5 KCMX-AM	KBOY-FM	KKIC-FM

Teens M-S, 6am-Midnight

POP(00): 128

A/M '78	A/M '79	A/M '80
1 KBOY-FM	KBOY-AM	KBOY-FM
2 KBOY-AM	KYJC-AM	KBOY-AM
3 KYJC-AM	KBOY-FM	KYJC-AM

**M-F, 6-10am**

1 KYJC-AM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KBOY-FM
3 KBOY-FM	KBOY-FM	KYJC-AM

**M-F, 3-7pm**

1 KBOY-FM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KBOY-FM
3 KYJC-AM	KBOY-FM	KYJC-AM

Adults 18-34 M-S, 6am-Midnight

POP(00): 349

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-FM
3 KBOY-FM	KBOY-AM	KKIC-FM
4 KCMX-AM	KKIC-FM	KBOY-AM
5 KMFD-AM	KRVB-AM	KRVB-AM

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-FM
3 KCMX-AM	KTMT-FM	KBOY-AM
4 KMFD-AM	KBOY-AM	KRVB-AM
5 KTMT-FM	KAGI-AM	KCMX-AM

**M-F, 3-7pm**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-FM	KKIC-FM	KKIC-FM
3 KBOY-AM	KBOY-FM	KBOY-FM
4 KMED-AM	KCMX-AM	KDOV-AM
5 KCMX-AM	KRVB-AM	KTMT-FM

Adults 25-54 M-S, 6am-Midnight

POP(00): 477

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KTMT-FM	KYJC-AM
2 KCMX-AM	KYJC-AM	KTMT-FM
3 KTMT-FM	KCMX-AM	KCMX-AM
4 KMED-AM	KBOY-AM	KMED-AM
5 KBOY-AM	KMED-AM	KBOY-AM

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KCMX-AM
3 KMED-AM	KMED-AM	KTMT-FM
4 KTMT-FM	KCMX-AM	KMED-AM
5 KBOY-AM	KBOY-AM	KBOY-AM

**M-F, 3-7pm**

1 KYJC-AM	KTMT-FM	KTMT-FM
2 KCMX-AM	KYJC-AM	KYJC-AM
3 KMED-AM	KMED-AM	KCMX-AM
4 KTMT-FM	KCMX-AM	KKIC-FM
5 KBOY-FM	KBOY-AM	KMED-AM

## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	483	KYJC-AM	358	KYJC-AM	374
2 KBOY-AM	292	KTMT-FM	300	KTMT-FM	308
3 KMED-AM	272	KCMX-AM	244	KCMX-AM	241
4 KBOY-FM	250	KBOY-AM	238	KBOY-AM	240
5 KCMX-AM	246	KBOY-FM	200	KBOY-FM	214

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMFD-AM	KTMT-FM	KTMT-FM
3 KBOY-AM	KBOY-AM	KCMX-AM
4 KCMX-AM	KCMX-AM	KMED-AM
5 KTMT-FM	KMED-AM	KBOY-AM

**M-F, 3-7pm**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-FM	KTMT-FM	KTMT-FM
3 KBOY-AM	KBOY-AM	KCMX-AM
4 KMED-AM	KCMX-AM	KBOY-FM
5 KCMX-AM	KBOY-FM	KMED-AM

Teens

M-S, 6am-Midnight

POP(00): 128

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KBOY-AM	KBOY-FM
2 KBOY-FM	KBOY-FM	KBOY-AM
3 KBOY-AM	KYJC-AM	KYJC-AM

**M-F, 6-10am**

1 KYJC-AM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KYJC-AM
3 KBOY-FM	KBOY-FM	KBOY-FM

**M-F, 3-7pm**

1 KBOY-FM	KBOY-AM	KBOY-FM
2 KYJC-AM	KYJC-AM	KBOY-AM
3 KBOY-AM	KBOY-FM	KYJC-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 349

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-AM
3 KBOY-FM	KBOY-AM	KKIC-FM
4 KCMX-AM	KKIC-FM	KBOY-FM
5 KMED-AM	KCMX-AM	KCMX-AM

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-AM	KBOY-AM
3 KCMX-AM	KBOY-FM	KBOY-FM
4 KMED-AM	KKIC-FM	KCMX-AM
5 KBOY-FM	KCMX-AM	KKIC-FM

**M-F, 3-7pm**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KKIC-FM	KKIC-FM
3 KMED-AM	KBOY-AM	KBOY-FM
4 KBOY-FM	KBOY-FM	KBOY-AM
5 KCMX-AM	KCMX-AM	KRVB-AM

Adults 25-54 M-S, 6am-Midnight

POP(00): 477

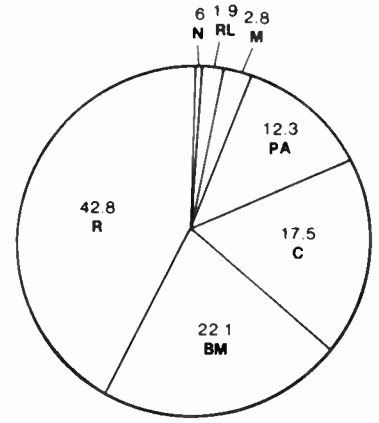
A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KTMT-FM
3 KMED-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KMED-AM
5 KBOY-AM	KNFD-AM	KBOY-AM

**M-F, 6-10am**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KTMT-FM	KCMX-AM
3 KCMX-AM	KTMT-FM	KTMT-FM
4 KBOY-AM	KMED-AM	KMED-AM
5 KTMT-FM	KBOY-AM	KBOY-AM

**M-F, 3-7pm**

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KTMT-FM
3 KMFD-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KMED-AM
5 KBOY-FM	KMED-AM	KKIC-FM



### Format Legend

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

# Melbourne- Titusville-Cocoa

METRO RANK **132**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 2108

A/M '78	A/M '79	A/M '80
1 WCKS-FM 18.6	WCKS-FM 25.8	WCKS-FM (R) 20.1
2 WDBO-FM 12.3	WDBO-FM 11.3	WDBO-FM (MM) 14.3
3 WDIZ-FM 9.6	WDIZ-FM 11.3	WDIZ-FM (R) 10.0
4 WEZY-FM 6.6	WHEL-AM 6.5	WLLV-FM (MM) 7.2
5 WYRL-FM 6.0	WEZY-FM 5.8	WEZY-FM (MM) 6.5
6 WHEL-AM 5.0	WLLV-FM 5.2	WYRL-FM (C) 6.5
7 WKKO-AM 5.0	WCWR-AM 4.5	WHEL-AM (PA) 3.9
8 WRMF-AM 4.7	WORJ-FM 4.1	WTAI-AM (C) 3.9
9 WCWR-AM 4.3	WYRL-FM 2.7	WAMT-AM (PA) 3.6
10 WTAI-FM 4.0	WRMF-AM 2.4	WCWR-AM (C) 3.6
11 WRMF-FM 3.3	WRMF-FM 2.4	WAJX-FM (A) 2.5
12 WHOD-AM 2.7	WHMB-AM 1.7	WGTO-AM (C) 2.2
13 WTAI-AM 2.3	WTAI-AM 1.7	WORJ-FM (A) 1.4
14 WRKT-FM 2.0	WKKO-AM 1.4	WKKO-AM (R) 1.1
15 WHMB-AM 1.3	WWBC-AM 1.4	WDBO-AM (C) 0.7
16 WHOO-FM 1.0	WHOO-FM 1.4	WHOO-AM (C) 0.7
17 WBJW-FM 0.7	WHOO-AM 1.4	WHMB-AM (PA) 0.7
18 WRKT-FM 1.0		
19 WHOD-AM 0.7		
20 WDBO-AM 0.7		

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2108

A/M '78	A/M '79	A/M '80
1 WCKS-FM 56	WCKS-FM 75	WCKS-FM 56
2 WDBO-FM 37	WDBO-FM 33	WDBO-FM 40
3 WDIZ-FM 29	WDIZ-FM 33	WDIZ-FM 28
4 WEZY-FM 20	WHEL-AM 19	WLLV-FM 20
5 WYRL-FM 18	WEZY-FM 17	WEZY-FM 18

**F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WHEL-AM	WHEL-AM	WDIZ-FM
4 WRMF-AM	WDIZ-FM	WHEL-AM
5 WCWR-AM	WEZY-FM	WYRL-FM

**F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDIZ-FM	WDBO-FM
3 WDIZ-FM	WDBO-FM	WDIZ-FM
4 WYRL-FM	WEZY-FM	WLLV-FM
5 WEZY-FM	WLLV-FM	WYRL-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 305

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WYRL-FM	WAJX-FM

**F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WCWR-AM	WORJ-FM

**F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WYRL-FM	WAJX-FM

**Suits 18-34**  
**M-S, 6am-Midnight**  
POP(00): 793

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WYRL-FM	WORJ-FM	WHEL-AM
4 WRMF-AM	WEZY-FM	WYRL-FM
5 WKKO-AM	WCWR-AM	WDBO-FM

**F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WEZY-FM	WHEL-AM
4 WHEL-AM	WCWR-AM	WYRL-FM
5 WYRL-FM	WHEL-AM	WAMT-AM

**F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WEZY-FM	WHEL-AM
4 WYRL-FM	WORJ-FM	WYRL-FM
5 WEZY-FM	WKKO-AM	WAMT-AM

**Suits 25-54**  
**M-S, 6am-Midnight**  
POP(00): 1154

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WYRL-FM	WHEL-AM	WLLV-FM
4 WEZY-FM	WEZY-FM	WEZY-FM
5 WCWR-AM	WLLV-FM	WYRL-FM

**F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCWR-AM	WHEL-AM	WDBO-FM
3 WHEL-AM	WDBO-FM	WHEL-AM
4 WCKS-FM	WEZY-FM	WAMT-AM
5 WYRL-FM	WCWR-AM	WYRL-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCKS-FM	WDBO-FM	WDBO-FM
3 WEZY-FM	WEZY-FM	WLLV-FM
4 WYRL-FM	WLLV-FM	WHEL-AM
5 WCWR-AM	WRMF-AM	WYRL-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2108

A/M '78	A/M '79	A/M '80
1 WCKS-FM 755	WCKS-FM 824	WCKS-FM 701
2 WRMF-AM 435	WDBO-FM 347	WDBO-FM 467
3 WDBO-FM 422	WHEL-AM 307	WDIZ-FM 361
4 WDIZ-FM 410	WDIZ-FM 300	WHEL-AM 319
5 WHEL-AM 371	WRMF-AM 292	WAMT-AM 287

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRMF-AM	WDBO-FM	WDBO-FM
3 WDIZ-FM	WHEL-AM	WDIZ-FM
4 WHEL-AM	WRMF-AM	WHEL-AM
5 WDBO-FM	WDIZ-FM	WYRL-FM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WDBO-FM
4 WRMF-AM	WRMF-AM	WHEL-AM
5 WHEL-AM	WHEL-AM	WYRL-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 305

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WRMF-AM	WAJX-FM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WCWR-AM	WAJX-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 793

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WRMF-AM	WHEL-AM
4 WHEL-AM	WORJ-FM	WAMT-AM
5 WEZY-FM	WHEL-AM	WDBO-FM

**M-F, 6-10am**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRMF-AM	WDIZ-FM	WDIZ-FM
3 WDIZ-FM	WRMF-AM	WHEL-AM
4 WHEL-AM	WHEL-AM	WYRL-FM
5 WKKO-AM	WORJ-FM	WAMT-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WRMF-AM	WHEL-AM
4 WHEL-AM	WORJ-FM	WAMT-AM
5 WEZY-FM	WKKO-AM	WYRL-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 1154

A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WRMF-AM	WHEL-AM	WHEL-AM
4 WHEL-AM	WRMF-AM	WAMT-AM
5 WEZY-FM	WEZY-FM	WEZY-FM

**M-F, 6-10am**

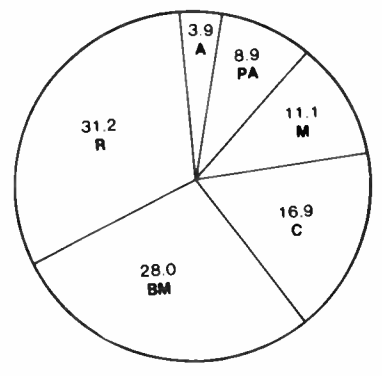
A/M '78	A/M '79	A/M '80
1 WRMF-AM	WCKS-FM	WCKS-FM
2 WHEL-AM	WHEL-AM	WHEL-AM
3 WCKS-FM	WDBO-FM	WDBO-FM
4 WDBO-FM	WRMF-AM	WYRL-FM
5 WEZY-FM	WCWR-AM	WAMT-AM

**M-F, 3-7pm**

A/M '78	A/M '79	A/M '80
1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCKS-FM	WDBO-FM	WHEL-AM
3 WHEL-AM	WRMF-AM	WDBO-FM
4 WRMF-AM	WHEL-AM	WYRL-FM
5 WEZY-FM	WEZY-FM	WCWR-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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



# Memphis

41

## A/M '80 Market Overview

The impact of the ESF technique's first-time use may have been felt in Memphis this sweep. Approximately 23% of the total in-tab diaries were from homes not listed in local phone directories, and this may have helped Black-formatted WHRK surge to the top of the market.

WHRK has consistently been one of the top 18-34 stations, and in this report the station's male numbers skyrocketed. WHRK moved up to second in the young adult demos, behind AOR WZXR, with just under a 16 share.

Superstars-formatted WZXR added three 18-34 shares and topped that demo. The station also won among men 18-24. WZXR added a "Beatles A-Z" show during the midday time slot, and used TV spots busboards, and bumper stickers, while on-air promotions involved mini-concert weekends.

The third major 18-34 station, WMC-FM, slipped this book in terms of share, while its audience actually increased. The share drop was caused by higher listening levels among young adults this sweep, a common occurrence when ESF is implemented. WMC-FM still had more than a 14 share of 18-34's and was the last double-digit station in that demo.

The 25-54 target was more fragmented this survey, with WEZI and WMC tied for the lead with mid-12 shares, followed closely by WMC-FM, with almost an 11 share. Beautiful Music WEZI slipped almost three shares this sweep, while WMC added two shares to its tally. With its strong 25-34 core, WMC-FM improved by almost three shares this survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WMC -AM	14.0	WEZI-FM	10.9	WHRK-FM(B)	12.6
2 WEZI-FM	10.4	WMC -FM	10.5	WEZI-FM(BM)	0.5
3 WMC -FM	10.1	WHRK-FM	9.2	WZXR-FM(A)	10.2
4 WLOK-AM	8.6	WMC -AM	8.8	WMC -AM(C)	9.7
5 WHBQ-AM	7.7	WZXR-FM	8.6	WMC -FM(R)	9.4
6 WDIA-AM	7.5	WDIA-AM	7.9	WDIA-AM(B)	8.7
7 WZXR-FM	7.5	WHBQ-AM	6.6	WLOK-AM(B)	6.7
8 WHRK-FM	7.2	WMP5-AM	6.3	WQUD-FM(PA)	5.6
9 WQUD-FM	5.6	WQUD-FM	5.8	WREC-AM(PA)	4.5
10 WMP5-AM	3.8	WLOK-AM	5.8	WHBQ-AM(R)	3.8
11 WREC-AM	3.7	WREC-AM	4.1	WMP5-AM(C)	3.5
12 KWAM-AM	3.7	WWEF-AM	3.3	WLVS-FM(R)	3.5
13 WVEF-AM	2.7	KWAM-AM	2.5	KWAM-AM(RL)	2.7
14 WLVS-FM	2.1	KWAM-FM	2.5	WVEF-AM(O)	2.6
15 KWAM-FM	2.0	WLVS-FM	2.3	KWAM-FM(C)	2.3
16 WKBL-AM	0.5	KSUD-AM	1.4		
17 WQOM-AM	0.4				
18 KSUD-AM	0.4				

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WMC -AM	151	WEZI-FM	102	WHRK-FM	126
2 WEZI-FM	112	WMC -FM	98	WEZI-FM	105
3 WMC -FM	109	WHRK-FM	86	WZXR-FM	102
4 WLOK-AM	92	WMC -AM	82	WMC -AM	97
5 WHBQ-AM	83	WZXR-FM	80	WMC -FM	94

A/M '79	O/N '79	A/M '80
1 WMC -AM	WHRK-FM	WHRK-FM
2 WMC -FM	WEZI-FM	WZXR-FM
3 WLOK-AM	WMC -FM	WEZI-FM
4 WEZI-FM	WMC -AM	WMC -FM
5 WZXR-FM	WZXR-FM	WMC -AM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WHRK-FM
2 WHBQ-AM	WZXR-FM	WZXR-FM
3 WLOK-AM	WHRK-FM	WLOK-AM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WZXR-FM
2 WHBQ-AM	WZXR-FM	WMC -FM
3 WLOK-AM	WDIA-AM	WHRK-FM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WHRK-FM	WLOK-AM
2 WLOK-AM	WMC -FM	WHRK-FM
3 WHBQ-AM	WLOK-AM	WZXR-FM

A/M '79	O/N '79	A/M '80
1 WZXR-FM	WMC -FM	WZXR-FM
2 WMC -FM	WZXR-FM	WHRK-FM
3 WMC -AM	WHRK-FM	WMC -FM
4 WHBQ-AM	WQUD-FM	WQUD-FM
5 WHRK-FM	WHBQ-AM	WDIA-AM

A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -AM	WHBQ-AM	WZXR-FM
3 WZXR-FM	WQUD-FM	WZXR-FM
4 WMC -FM	WZXR-FM	WHRK-FM
5 WQUD-FM	WHRK-FM	WHBQ-AM

A/M '79	O/N '79	A/M '80
1 WZXR-FM	WHRK-FM	WHRK-FM
2 WMC -FM	WMC -FM	WZXR-FM
3 WLOK-AM	WZXR-FM	WMC -FM
4 WHRK-FM	WQUD-FM	WQUD-FM
5 WHBQ-AM	WHBQ-AM	WEZI-FM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WEZI-FM	WMC -AM	WEZI-FM
3 WLOK-AM	WHBQ-AM	WMC -FM
4 WQUD-FM	WMP5-AM	WHRK-FM
5 WDIA-AM	WMC -FM	WDIA-AM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WMC -AM	WMC -AM
2 WHBQ-AM	WEZI-FM	WMC -FM
3 WEZI-FM	WHBQ-AM	WDIA-AM
4 WDIA-AM	WMC -FM	WEZI-FM
5 WLOK-AM	WDIA-AM	WREC-AM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WEZI-FM	WHBQ-AM	WEZI-FM
3 WQUD-FM	WMC -AM	WHRK-FM
4 WLOK-AM	WMP5-AM	WMC -FM
5 WHRK-FM	WHRK-FM	WDIA-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WHBQ-AM	1888	WMC -FM	1884	WMC -AM	1576
2 WMC -AM	1771	WHBQ-AM	1547	WMC -FM	1528
3 WMC -FM	1684	WDIA-AM	1502	WDIA-AM	1452
4 WDIA-AM	1655	WEZI-FM	1362	WHRK-FM	1430
5 WEZI-FM	1272	WMC -AM	1315	WEZI-FM	1372

A/M '79	O/N '79	A/M '80
1 WMC -AM	WMC -FM	WMC -AM
2 WHBQ-AM	WDIA-AM	WMC -FM
3 WDIA-AM	WHBQ-AM	WDIA-AM
4 WMC -FM	WMC -AM	WHRK-FM
5 WEZI-FM	WEZI-FM	WEZI-FM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WMC -FM	WHRK-FM
2 WHBQ-AM	WHRK-FM	WMC -AM
3 WMC -FM	WHBQ-AM	WMC -FM
4 WHRK-FM	WEZI-FM	WEZI-FM
5 WDIA-AM	WMC -AM	WZXR-FM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WMC -FM
2 WHBQ-AM	WDIA-AM	WHRK-FM
3 WHRK-FM	WHRK-FM	WLOK-AM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WZXR-FM
2 WHBQ-AM	WDIA-AM	WMC -FM
3 WDIA-AM	WHBQ-AM	WHRK-FM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WHRK-FM
2 WHBQ-AM	WDIA-AM	WZXR-FM
3 WHRK-FM	WZXR-FM	WMC -FM

A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WZXR-FM
3 WQUD-FM	WQUD-FM	WHRK-FM
4 WMC -AM	WZXR-FM	WHBQ-AM
5 WDIA-AM	WHRK-FM	WQUD-FM

A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHRK-FM	WZXR-FM
3 WZXR-FM	WZXR-FM	WHRK-FM
4 WHRK-FM	WHBQ-AM	WQUD-FM
5 WQUD-FM	WQUD-FM	WHBQ-AM

A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WZXR-FM
2 WMC -FM	WHRK-FM	WMC -FM
3 WZXR-FM	WZXR-FM	WHRK-FM
4 WHRK-FM	WHBQ-AM	WQUD-FM
5 WQUD-FM	WQUD-FM	WHBQ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3386

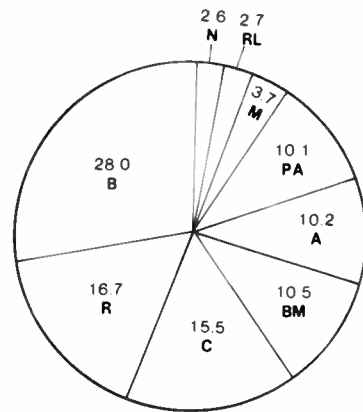
A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WHBQ-AM	WEZI-FM
3 WDIA-AM	WMC -FM	WMC -FM
4 WEZI-FM	WDIA-AM	WHRK-FM
5 WMC -FM	WMC -AM	WHBQ-AM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WDIA-AM	WMC -AM
2 WHBQ-AM	WEZI-FM	WMC -FM
3 WDIA-AM	WMC -FM	WEZI-FM
4 WEZI-FM	WMC -AM	WHBQ-AM
5 WMC -FM	WHBQ-AM	WDIA-AM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WMC -AM	WEZI-FM
3 WDIA-AM	WHBQ-AM	WHRK-FM
4 WHRK-FM	WHRK-FM	WMC -FM
5 WEZI-FM	WMC -FM	WHBQ-AM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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## M '80 Market Overview

The big story in this spring's Miami Arbitron results is that for the first time in recent years, **Susannah's** Hispanic-language **WQBA** did not lead the market. Competitor **WRHC** surpassed **WQBA** in a survey in results that were verified after it was discovered that an Arbitron staffer had acted incorrectly during the survey's operation.

**WQBA** has traditionally been strong among persons 35+ in the Cuban community (estimated by Arbitron to account for 34% of the metro population). However, **WRHC** also generated strong numbers in these demos this time. **WRHC's** share of the 25-54 audience increased 20% in the A/M '80 survey, while **WQBA's** dipped about the same percentage. **WRHC** had a 12 share 25-54, while **WQBA** was at 9.

The top English-language station 25-54 was **WHYI**, which rebounded from a poor O/N '79 showing. **WHYI** increased by approximately 50% to just below seven. **WHYI** also scored well among the 18-34's, gaining almost an 11 share to lead the demo. **WHYI** increased among several cells, with a good female

25-34 showing, enhancing its position in both the 25-54 and 18-34 rankings. Several adjustments were made by the station. The music leaned slightly more Black, a former air personality returned to host the PM drive shift, and the TV advertising budget was upped. On-air promotions included the Y100 bumper sticker spotter contest, with more than \$100,000 given away.

Black-formatted **WEDR**, which was tops 18-34 in the fall book, was a close second to **WHYI** this time. In both books the station had just over a 10 share of the young adult market. Behind **WEDR** in the 18-34 contest was **AOR WINZ-FM**. Stable at approximately an 8 share of this audience, **WINZ-FM** used an ad campaign combining TV and billboards, gave away an original 1934 Model A, and gave away money every day during the sweep. Spanish **WCMQ-FM** showed an impressive gain to rank third among 18-34's, with a 9 share.

Two other stations deserve mention based on ratings shifts. Beautiful Music leader **WLYF** slipped and was passed by **WYOR** (which boosted its power to 50,000 watts), and Country **WWOK** doubled its overall share and more than doubled its 25-54 numbers.

### Average Persons 12+ Share Trends

Today-Sunday, 6am-Midnight

POP(00): 12750

	A/M '79	O/N '79	A/M '80
WQBA-AM	9.0	10.8	9.5
WCMQ-AM	9.0	7.5	7.9
WHYI-FM	7.1	5.3	7.2
WCMQ-FM	6.5	5.0	5.4
WLYF-FM	5.3	4.6	5.2
WYOR-FM	5.0	4.6	4.8
WINZ-AM	4.9	4.4	4.6
WEDR-FM	4.7	4.1	4.3
WRHC-AM	4.0	3.9	3.8
WKAT-AM	3.9	3.6	3.6
WSDO-FM	3.0	3.5	3.4
WMJX-FM	3.0	3.4	3.3
WWOK-AM	2.8	3.2	3.2
WVCC-AM	2.7	3.2	3.1
WAXY-FM	2.5	3.1	3.0
WWWL-FM	2.5	2.8	2.9
WGBS-AM	2.2	2.5	2.7
WQBA-FM	2.1	2.4	2.7
WATIA-FM	2.1	2.3	2.3
WQAM-AM	2.0	2.0	2.0
WTMI-FM	1.9	1.9	1.9
WINZ-FM	1.9	1.9	1.8
WQAM-AM	1.8	1.8	1.7
WTMI-FM	1.7	1.7	1.6
WKQS-FM	1.5	1.6	1.4
WKAT-AM	1.0	1.5	1.3
WMBM-AM	1.0	1.2	1.3
WNWS-AM	0.9	1.1	1.0
WSHE-FM	0.7	1.1	0.6
WODI-AM	0.7	0.6	0.5
WSDO-FM	0.6	0.6	0.5
WCLY-FM	0.4	0.4	0.4

### Average Persons Trends/Rankings

12+

6am-Midnight

POP(00): 12750

	A/M '79	O/N '79	A/M '80
WQBA-AM	212	231	203
WCMQ-AM	211	160	168
WHYI-FM	167	113	154
WCMQ-FM	152	107	115
WLYF-FM	126	99	111
WYOR-FM	118	99	102
WINZ-AM	115	94	99
WEDR-FM	110	87	92
WRHC-AM	94	83	80
WKAT-AM	93	78	77

	A/M '79	O/N '79	A/M '80
WQBA-AM	212	231	203
WCMQ-AM	211	160	168
WHYI-FM	167	113	154
WCMQ-FM	152	107	115
WLYF-FM	126	99	111
WYOR-FM	118	99	102
WINZ-AM	115	94	99
WEDR-FM	110	87	92
WRHC-AM	94	83	80
WKAT-AM	93	78	77

	A/M '79	O/N '79	A/M '80
WQBA-AM	212	231	203
WCMQ-AM	211	160	168
WHYI-FM	167	113	154
WCMQ-FM	152	107	115
WLYF-FM	126	99	111
WYOR-FM	118	99	102
WINZ-AM	115	94	99
WEDR-FM	110	87	92
WRHC-AM	94	83	80
WKAT-AM	93	78	77

### Teens

M-S, 6am-Midnight

POP(00): 1318

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WEDR-FM	2	2	2
WSDO-FM	3	3	3

### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WQAM-AM	2	2	2
WEDR-FM	3	3	3

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WEDR-FM	2	2	2
WQBA-FM	3	3	3

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3889

	A/M '79	O/N '79	A/M '80
WCMQ-FM	1	1	1
WHYI-FM	2	2	2
WEDR-FM	3	3	3
WQAM-AM	4	4	4
WJXJ-FM	5	5	5
WAXY-FM	6	6	6
WVCC-AM	7	7	7
WQBA-FM	8	8	8
WQAM-AM	9	9	9
WINZ-FM	10	10	10

### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WQAM-AM	2	2	2
WEDR-FM	3	3	3
WJXJ-FM	4	4	4
WAXY-FM	5	5	5
WVCC-AM	6	6	6
WQBA-FM	7	7	7
WQAM-AM	8	8	8
WQAM-AM	9	9	9
WINZ-FM	10	10	10

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WCMQ-FM	1	1	1
WHYI-FM	2	2	2
WEDR-FM	3	3	3
WAXY-FM	4	4	4
WCMQ-AM	5	5	5
WMJX-FM	6	6	6
WWWL-FM	7	7	7
WSDO-FM	8	8	8
WINZ-FM	9	9	9
WQAM-AM	10	10	10

### Adults 25-54

M-S, 6am-Midnight

POP(00): 5653

	A/M '79	O/N '79	A/M '80
WCMQ-AM	1	1	1
WQBA-AM	2	2	2
WCMQ-FM	3	3	3
WHYI-FM	4	4	4
WLYF-FM	5	5	5
WEDR-FM	6	6	6
WYOR-FM	7	7	7
WWOK-AM	8	8	8
WAXY-FM	9	9	9
WATIA-FM	10	10	10

### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
WQBA-AM	1	1	1
WCMQ-AM	2	2	2
WHYI-FM	3	3	3
WOCN-AM	4	4	4
WINZ-AM	5	5	5
WVCC-AM	6	6	6
WCMQ-FM	7	7	7
WEDR-FM	8	8	8
WLYF-FM	9	9	9
WAXY-FM	10	10	10

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WCMQ-AM	1	1	1
WRHC-AM	2	2	2
WQBA-FM	3	3	3
WHYI-FM	4	4	4
WLYF-FM	5	5	5
WAXY-FM	6	6	6
WYOR-FM	7	7	7
WWWL-FM	8	8	8
WQBA-FM	9	9	9
WEDR-FM	10	10	10

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12750

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WINZ-AM	2	2	2
WQBA-AM	3	3	3
WLYF-FM	4	4	4
WYOR-FM	5	5	5
WSDO-FM	6	6	6
WMJX-FM	7	7	7
WCMQ-FM	8	8	8
WQAM-AM	9	9	9
WEDR-FM	10	10	10

### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WQBA-AM	2	2	2
WINZ-AM	3	3	3
WLYF-FM	4	4	4
WCMQ-AM	5	5	5
WGBS-AM	6	6	6
WQAM-AM	7	7	7
WYOR-FM	8	8	8
WEDR-FM	9	9	9
WVCC-AM	10	10	10

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WINZ-AM	2	2	2
WSDO-FM	3	3	3
WLYF-FM	4	4	4
WMJX-FM	5	5	5
WQBA-AM	6	6	6
WEDR-FM	7	7	7
WCMQ-FM	8	8	8
WYOR-FM	9	9	9
WVCC-AM	10	10	10

### Teens

M-S, 6am-Midnight

POP(00): 1318

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WSDO-FM	2	2	2
WMJX-FM	3	3	3

### M-F, 6-10am

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WQAM-AM	2	2	2
WQBA-AM	3	3	3

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WSDO-FM	2	2	2
WMJX-FM	3	3	3

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3889

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WAXY-FM	2	2	2
WMJX-FM	3	3	3
WWWL-FM	4	4	4
WSDO-FM	5	5	5
WEDR-FM	6	6	6
WAXY-FM	7	7	7
WQBA-FM	8	8	8
WQAM-AM	9	9	9
WATIA-FM	10	10	10

### M-F, 6am-10am

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WAXY-FM	2	2	2
WWWL-FM	3	3	3
WEDR-FM	4	4	4
WQAM-AM	5	5	5
WSDO-FM	6	6	6
WCMQ-AM	7	7	7
WMJX-FM	8	8	8
WINZ-FM	9	9	9
WATIA-FM	10	10	10

### M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WAXY-FM	2	2	2
WMJX-FM	3	3	3
WWWL-FM	4	4	4
WEDR-FM	5	5	5
WQBA-FM	6	6	6
WSDO-FM	7	7	7
WQAM-AM	8	8	8
WINZ-FM	9	9	9
WQAM-AM	10	10	10

### Adults 25-54

M-S, 6am-Midnight

POP(00): 5653

	A/M '79	O/N '79	A/M '80
WHYI-FM	1	1	1
WQBA-AM	2	2	2
WCMQ-FM	3	3	3
WCMQ-AM	4	4	4
WAXY-FM	5	5	5
WINZ-AM	6	6	6
WATIA-FM	7	7	7
WOCN-AM	8	8	8
WATIA-F			

# Miami-Ft. Lauderdale

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 8.2	WLYF-FM 9.1	WHYI-FM (R) 7.3
2 WLYF-FM 8.2	WQBA-AM 6.6	WRHC-AM (S) 6.0
3 WINZ-AM 6.6	WHYI-FM 5.7	WLYF-FM (RM) 6.0
4 WQBA-AM 5.7	WINZ-AM 5.1	WQBA-AM (S) 4.9
5 WCMQ-AM 5.6	WIOD-AM 4.9	WINZ-AM (R) 4.9
6 WYOR-FM 4.2	WRHC-AM 4.6	WNWS-AM (R) 4.9
7 WAI A-FM 4.1	WAI A-FM 4.3	WYOR-FM (RM) 4.2
8 WCMQ-AM 4.1	WKOS-FM 3.8	WAXY-FM (R) 4.1
9 WKAT-AM 3.3	WINZ-FM 3.7	WAI A-FM (PA) 3.7
10 WAXY-FM 3.1	WYOR-FM 3.5	WKOS-FM (RM) 3.5
11 WFDR-FM 3.0	WEOR-FM 3.3	WWL-FM (A) 3.4
12 WIOD-AM 2.9	WNWS-AM 3.2	WIOD-AM (PA) 3.4
13 WRHC-AM 2.5	WWL-FM 3.2	WINZ-FM (A) 3.4
14 WWL-FM 2.5	WVCC-AM 2.8	WEDR-FM (R) 3.4
15 WKOS-FM 2.5	WAXY-FM 2.5	WCMQ-FM (S) 2.9
16 WVCC-AM 2.4	WQBA-FM 2.3	WSHE-FM (A) 2.9
17 WMJX-FM 2.3	WSHE-FM 2.2	WWOK-AM (C) 2.7
18 WNWS-AM 2.3	WCMQ-FM 2.1	WMJX-FM (R) 2.7
19 WSDO-FM 2.2	WCMQ-FM 2.1	WOAM-AM (C) 2.2
20 WGBS-AM 2.1	WMJX-FM 2.0	WRBD-AM (R) 2.1
21 WWOK-AM 1.9	WFTL-AM 1.9	WVCC-AM (RM) 2.2
22 WSHE-FM 1.8	WTMI-FM 1.7	WQBA-FM (S) 2.0
23 WTMI-FM 1.8	WGBS-AM 1.7	WOCN-AM (PA) 1.9
24 WOAM-AM 1.8	WOAM-AM 1.6	WTMI-FM (CL) 1.9
25 WINZ-FM 1.7	WOCN-AM 1.5	WGBS-AM (PA) 1.5
26 WFTL-AM 1.7	WCKO-FM 1.5	WCKO-FM (R) 1.5
27 WRBD-AM 1.5	WKAT-AM 1.4	WFTL-AM (PA) 1.2
28 WQBA-FM 1.4	WQOK-AM 1.4	WKAT-AM (M) 1.1
29 WOCN-AM 1.3	WRBO-AM 1.2	WCMQ-AM (S) 1.0
30 WFAT-FM 0.9	WPIP-AM 0.8	WFVZ-FM (PA) 1.0
31 WQBA-AM 0.7	WSDO-FM 0.8	WPIP-AM (RM) 0.9
32 WMRM-AM 0.6	WMBM-AM 0.8	WMBM-AM (R) 0.8
33 WPIP-AM 0.5	WSRF-AM 0.8	WFXY-AM (RL) 0.6
34 WCKO-FM 0.5	WEXY-AM 0.6	
35 WFXY-AM 0.5	WGNA-AM 0.3	

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 309	WLYF-FM 323	WHYI-FM 251
2 WLYF-FM 306	WQBA-AM 233	WRHC-AM 208
3 WINZ-AM 246	WHYI-FM 201	WLYF-FM 206
4 WQBA-AM 212	WINZ-AM 180	WQBA-AM 170
5 WCMQ-AM 211	WIOD-AM 175	WINZ-AM 169
6 WYOR-FM 157	WRHC-AM 163	WNWS-AM 168
7 WAI A-FM 155	WAI A-FM 152	WYOR-FM 144
8 WCMQ-AM 152	WKOS-FM 136	WAXY-FM 142
9 WKAT-AM 122	WINZ-FM 130	WAI A-FM 128
10 WAXY-FM 116	WYOR-FM 125	WKOS-FM 122

**M-F, 6-10am**

1 WINZ-AM	WQBA-AM	WQBA-AM
2 WQBA-AM	WLYF-FM	WINZ-AM
3 WHYI-FM	WINZ-AM	WHYI-FM
4 WLYF-FM	WIOD-AM	WRHC-AM
5 WCMQ-AM	WHYI-FM	WIOD-AM
6 WAI A-FM	WVCC-AM	WNWS-AM
7 WIOD-AM	WRHC-AM	WLYF-FM
8 WVCC-AM	WAI A-FM	WWL-FM
9 WYOR-FM	WKOS-FM	WAXY-FM
10 WGBS-AM	WNWS-AM	WWOK-AM

**M-F, 3-7pm**

1 WHYI-FM	WLYF-FM	WHYI-FM
2 WLYF-FM	WQBA-AM	WHYI-FM
3 WINZ-AM	WHYI-FM	WQBA-AM
4 WCMQ-AM	WAI A-FM	WAXY-FM
5 WQBA-AM	WKOS-FM	WKOS-FM
6 WAI A-FM	WYOR-FM	WRHC-AM
7 WCMQ-FM	WRHC-AM	WINZ-FM
8 WYOR-FM	WINZ-FM	WAI A-FM
9 WAXY-FM	WINZ-AM	WWL-FM
10 WEDR-FM	WWL-FM	WYOR-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 2084

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WEDR-FM	WEDR-FM	WINZ-FM
3 WSDO-FM	WINZ-FM	WMJX-FM

**M-F, 6-10am**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WOAM-AM	WEDR-FM	WINZ-FM
3 WEDR-FM	WINZ-FM	WCKO-FM

**M-F, 3-7pm**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WEOR-FM	WEDR-FM	WINZ-FM
3 WMJX-FM	WQBA-FM	WMJX-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 6000

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WAI A-FM	WHYI-FM
2 WAI A-FM	WHYI-FM	WAXY-FM
3 WAXY-FM	WWL-FM	WAI A-FM
4 WCMQ-FM	WINZ-FM	WWL-FM
5 WEDR-FM	WSHE-FM	WSHE-FM
6 WWL-FM	WAXY-FM	WEDR-FM
7 WMJX-FM	WEDR-FM	WINZ-FM
8 WCMQ-AM	WQBA-FM	WCMQ-FM
9 WSHE-FM	WMJX-FM	WQBA-FM
10 WSDO-FM	WCMQ-FM	WMJX-FM

**M-F, 6-10am**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WAI A-FM	WWL-FM
3 WAXY-FM	WWL-FM	WAXY-FM
4 WWL-FM	WAXY-FM	WAI A-FM
5 WEDR-FM	WEDR-FM	WSHE-FM
6 WCMQ-AM	WINZ-FM	WINZ-FM
7 WSHE-FM	WSHE-FM	WEDR-FM
8 WMJX-FM	WOCN-AM	WGBS-AM
9 WOAM-AM	WIOD-AM	WQBA-AM
10 WINZ-FM	WQBA-AM	WCMQ-FM

**M-F, 3-7pm**

1 WHYI-FM	WAI A-FM	WHYI-FM
2 WAXY-FM	WWL-FM	WHYI-FM
3 WAI A-FM	WSHE-FM	WAI A-FM
4 WCMQ-FM	WAXY-FM	WSHE-FM
5 WWL-FM	WINZ-FM	WWL-FM
6 WMJX-FM	WHYI-FM	WINZ-FM
7 WEDR-FM	WEDR-FM	WEDR-FM
8 WCMQ-AM	WQBA-FM	WQBA-FM
9 WSDO-FM	WMJX-FM	WCMQ-FM
10 WINZ-FM	WCMQ-FM	WMJX-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 8796

A/M '79	O/N '79	A/M '80
1 WCMQ-AM	WQBA-AM	WRHC-AM
2 WHYI-FM	WLYF-FM	WHYI-FM
3 WQBA-AM	WHYI-FM	WAXY-FM
4 WLYF-FM	WRHC-AM	WAI A-FM
5 WCMQ-FM	WIOD-AM	WQBA-AM
6 WAI A-FM	WAI A-FM	WWL-FM
7 WAXY-FM	WWL-FM	WLYF-FM
8 WINZ-AM	WAXY-FM	WWOK-AM
9 WEDR-FM	WCMQ-FM	WCMQ-FM
10 WYOR-FM	WYOR-FM	WEDR-FM

**M-F, 6-10am**

1 WQBA-AM	WQBA-AM	WRHC-AM
2 WHYI-FM	WIOD-AM	WHYI-FM
3 WCMQ-AM	WHYI-FM	WQBA-AM
4 WINZ-AM	WRHC-AM	WWOK-AM
5 WAI A-FM	WLYF-FM	WWL-FM
6 WLYF-FM	WAI A-FM	WAXY-FM
7 WAXY-FM	WAXY-FM	WIOD-AM
8 WVCC-AM	WOCN-AM	WOCN-AM
9 WOCN-AM	WINZ-AM	WAI A-FM
10 WGBS-AM	WWL-FM	WNWS-AM

**M-F, 3-7pm**

1 WLYF-FM	WLYF-FM	WHYI-FM
2 WCMQ-AM	WQBA-AM	WAXY-FM
3 WHYI-FM	WHYI-FM	WAI A-FM
4 WCMQ-FM	WAI A-FM	WQBA-AM
5 WAI A-FM	WAXY-FM	WRHC-AM
6 WAXY-FM	WRHC-AM	WLYF-FM
7 WQBA-AM	WWL-FM	WWOK-AM
8 WINZ-AM	WQBA-FM	WWL-FM
9 WVCC-AM	WIOD-AM	WKOS-FM
10 WYOR-FM	WYOR-FM	WOAM-AM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 4454	WHYI-FM 3549	WHYI-FM 4010
2 WINZ-AM 3595	WIOD-AM 3245	WINZ-AM 3042
3 WLYF-FM 3236	WLYF-FM 3154	WLYF-FM 2667
4 WAXY-FM 2126	WINZ-AM 3112	WNWS-AM 2453
5 WIOD-AM 2031	WNWS-AM 2119	WIOD-AM 2125
6 WYOR-FM 1946	WAI A-FM 1971	WINZ-FM 2086
7 WAI A-FM 1922	WINZ-FM 1908	WKOS-FM 1959
8 WOAM-AM 1817	WKOS-FM 1870	WAXY-FM 1958
9 WGBS-AM 1775	WQBA-AM 1700	WMJX-FM 1924
10 WMJX-FM 1698	WOAM-AM 1689	WAI A-FM 1663

**M-F, 6-10am**

1 WHYI-FM	WINZ-AM	WHYI-FM
2 WINZ-AM	WHYI-FM	WINZ-AM
3 WLYF-FM	WLYF-FM	WNWS-AM
4 WQBA-AM	WIOD-AM	WLYF-FM
5 WGBS-AM	WQBA-AM	WQBA-AM
6 WAI A-FM	WNWS-AM	WIOD-AM
7 WOAM-AM	WAI A-FM	WKOS-FM
8 WIOD-AM	WINZ-FM	WWL-FM
9 WNWS-AM	WKOS-FM	WAI A-FM
10 WYOR-FM	WOAM-AM	WAXY-FM

**M-F, 3-7pm**

1 WHYI-FM	WLYF-FM	WHYI-FM
2 WLYF-FM	WHYI-FM	WLYF-FM
3 WINZ-AM	WINZ-AM	WINZ-AM
4 WAXY-FM	WINZ-FM	WINZ-FM
5 WAI A-FM	WAI A-FM	WKOS-FM
6 WSDO-FM	WKOS-FM	WAXY-FM
7 WMJX-FM	WWL-FM	WMJX-FM
8 WYOR-FM	WAXY-FM	WAI A-FM
9 WWL-FM	WIOD-AM	WWL-FM
10 WKOS-FM	WQBA-AM	WNWS-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 2084

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSDO-FM	WCKO-FM	WMJX-FM
3 WMJX-FM	WINZ-FM	WINZ-FM

**M-F, 6-10am**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WOAM-AM	WINZ-FM	WINZ-FM
3 WGBS-AM	WCKO-FM	WCKO-FM

**M-F, 3-7pm**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WCKO-FM	WINZ-FM
3 WSDO-FM	WMJX-FM	WMJX-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 6000

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WWL-FM	WAXY-FM
3 WWL-FM	WAI A-FM	WWL-FM
4 WAI A-FM	WINZ-FM	WINZ-FM
5 WMJX-FM	WAXY-FM	WAI A-FM
6 WOAM-AM	WMJX-FM	WMJX-FM
7 WSDO-FM	WSHE-FM	WSHE-FM
8 WSHE-FM	WOAM-AM	WEDR-FM
9 WINZ-FM	WIOD-AM	WGBS-AM
10 WFDR-FM	WEDR-FM	WOAM-AM

**M-F, 6am-10am**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WWL-FM	WWL-FM
3 WAXY-FM	WAI A-FM	WAI A-FM
4 WOAM-AM	WAXY-FM	WAXY-FM
5 WWL-FM	WINZ-FM	WSHE-FM
6 WMJX-FM	WEDR-FM	WGBS-AM
7 WGBS-AM	WMJX-FM	WEDR-FM
8 WSHE-FM	WOAM-AM	WINZ-FM
9 WSDO-FM	WSHE-FM	WMJX-FM
10 WEDR-FM	WIOD-AM	WOAM-AM

**M-F, 3-7pm**

1 WHYI-FM	WWL-FM	WHYI-FM
2 WAXY-FM	WHYI-FM	WINZ-FM
3 WAI A-FM	WAXY-FM	WAI A-FM
4 WWL-FM	WINZ-FM	WAXY-FM
5 WMJX-FM	WAI A-FM	WSHE-FM
6 WOAM-AM	WSHE-FM	WWL-FM
7 WSDO-FM	WOAM-AM	WMJX-FM
8 WEDR-FM	WEDR-FM	WEDR-FM
9 WSHE-FM	WMJX-FM	WGBS-AM
10 WINZ-FM	WQBA-FM	WQBA-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 8796

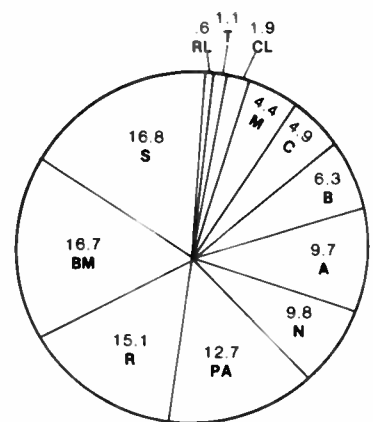
A/M '79	O/N '79	A/M '80
1 WHYI-FM	WIOD-AM	WHYI-FM
2 WAXY-FM	WHYI-FM	WAI A-FM
3 WINZ-AM	WAI A-FM	WAXY-FM
4 WLYF-FM	WLYF-FM	WLYF-FM
5 WAI A-FM	WQBA-AM	WINZ-AM
6 WQBA-AM	WINZ-AM	WWL-FM
7 WCMQ-FM	WAXY-FM	WMJX-FM
8 WGBS-AM	WWL-FM	WNWS-AM
9 WOAM-AM	WCMQ-FM	WQBA-AM
10 WIOD-AM	WOAM-AM	WOAM-AM

**M-F, 6-10am**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WQBA-AM	WAI A-FM
3 WQBA-AM	WIOD-AM	WAI A-FM
4 WAI A-FM	WAI A-FM	WLYF-FM
5 WLYF-FM	WINZ-AM	WAXY-FM
6 WGBS-AM	WLYF-FM	WQBA-AM
7 WCMQ-AM	WINZ-AM	WNWS-AM
8 WAXY-FM	WAXY-FM	WRHC-AM
9 WQAM-AM	WWL-FM	WRHC-AM
10 WIOD-AM	WOAM-AM	WWL-FM

**M-F, 3-7pm**

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WLYF-FM	WAXY-FM
3 WAXY-FM	WAI A-FM	WAI A-FM
4 WLYF-FM	WAXY-FM	WLYF-FM
5 WINZ-AM	WINZ-AM	WWL-FM
6 WWL-FM	WINZ-FM	WINZ-AM
7 WCMQ-FM	WQBA-AM	WKOS-FM
8 WQBA-AM	WIOD-AM	WOAM-AM
9 WCMQ-AM	WOAM-AM	WQBA-AM
10 WGBS-AM	WYOR-FM	WWOK-AM



### Format Legend

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



# You Can Count On Us!



**LIPPS, INC.**  
*Pucker Up* (NBLP 7242)  
 Produced by Steven Greenberg  
 Includes the hit single—  
 "How Long"—NB 2303



**TERI DeSARIO**  
*Caught* (NBLP 7231)  
 Produced by Bill Purse  
 Executive Producer H. W. Casey  
 Includes the hit single—  
 "Caught"—NB 2297



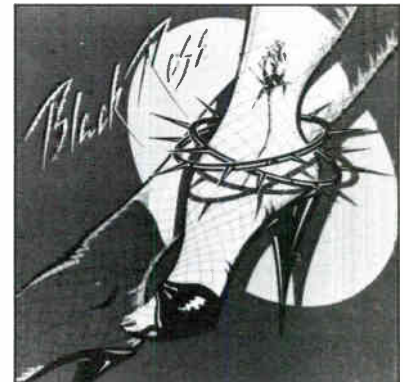
**PURE PRAIRIE LEAGUE**  
*Firin' Up* (NBLP 7212)  
 Produced by John Ryan for Chicago Kid Productions  
 Includes the hit singles—  
 "Let Me Love You Tonight"—NB 2266  
 "I'm Almost Ready"—NB 2294



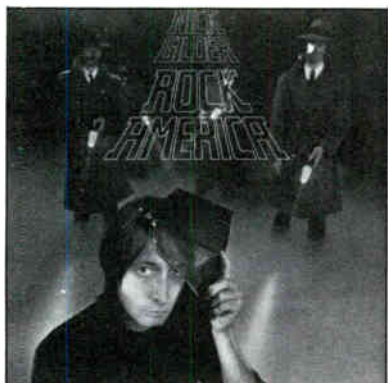
**CAMEO**  
*Feel Me* (CCLP 2016)  
 Produced by Larry Blackman for  
 New York City Players, Inc.  
 Includes the hit single—  
 "Keep It Hot"—CC 3219



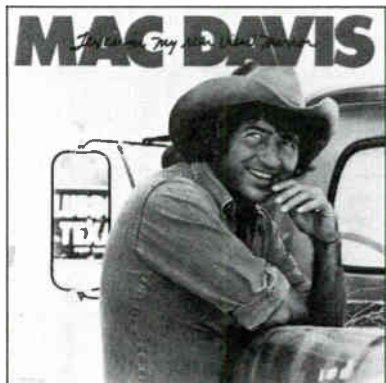
**CAPTAIN & TENNILLE**  
*Keeping Our Love Warm* (NBLP 7250)  
 Produced by Daryl Dragon



**BLACK ROSE** (NBLP 7234)  
 Produced by James Newton Howard  
 Includes the hit single—  
 "Never Should've Started"—NB 2312



**NICK GILBER**  
*Rock America* (NBLP 7243)  
 Produced by Nick Gilber and Ken Mansfield  
 Includes the hit single—  
 "Rock America"—NB 2310



**MAC DAVIS**  
*Texas In My Rear View Mirror* (NBLP 7239)  
 Produced by Rick Hall  
 Includes the hit single—  
 "Texas In My Rear View Mirror"—NB 2305



**PETER CRISS**  
*Out Of Control* (NBLP 7240)  
 Produced by David Wolfert for the  
 Entertainment Company, and Peter Criss  
 Includes the hit single—  
 "By Myself"—NB 2311

## CASABLANCA RECORD AND FILMWORKS



# Milwaukee

METRO RANK

21

## A/M '80 Market Overview

Arbitron added a county formerly in the TSA to the metro (Racine County) and got back 194 diaries there this sweep. With the new metro definition, trends from previous surveys are not comparable to the numbers in this report. The A/M '80 sweep will serve as a benchmark for comparison of future surveys.

Given the above disclaimer, here's what the book had to say. In 18-34 demos. Hearst's WISN and WLPX were tops. WLPX, an AOR, garnered a 13 share this time, while WISN's Pop/Adult sound earned an 18-34 share just under 11. WLPX, the Superstars-formatted AOR, spent more than the previous book on busboard advertising, and used TV and bumper stickers in a coordinated campaign.

The big mover was Country WBCS-FM, whose 18-34 share rose 50%. The female audience showed

the most improvement for WBCS-FM. Ad expenditures were totally in TV, with a larger budget than previously. On-air there was a new personality in the midday shift and many music changes were made. Much of the pop music was taken out of the playlist, the clocks were redone, and a stress was put on quarter-hour maintenance.

Pop/Adult fixture WTMJ continues to lead the 25-54 bracket. The station is the sports leader in town, with Brewers baseball in the spring reinforcing that position. WTMJ maintained its mid-14 share this sweep, while Beautiful Music WEZW, WISN, and WBCS-FM followed closely in double digits. WTMJ and WEZW skewed better 35+ while WISN and WBCS-FM scored well in the 25-44 demos.

One station worth mentioning that did not enjoy a good book worth is WOKY. Although the station advertised on TV, newspapers, and billboards and used the "Magic Ticket" contest on-air, its overall share dropped 55%. Part of the problem may have been the addition of Racine county to the metro, since WOKY reportedly does not have a strong signal into that part of the metro.

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 13224

	A/M '79	O/N '79	A/M '80	
1	WTMJ-AM	4347	WTMJ-AM	48
2	WISN-AM	3721	WISN-AM	36
3	WOKY-AM	2888	WOKY-AM	27
4	WZUU-FM	2685	WEZW-FM	24
5	WEZW-FM	2383	WLPX-FM	22
6	WLPX-FM	2176	WZUU-FM	21
7	WBCS-FM	1461	WBCS-FM	20
8	WQFM-FM	1252	WQFM-FM	18
9	WKTI-FM	1150	WKTI-FM	14
10	WNUR-FM	1003	WZUU-FM	10

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WEZW-FM
4	WZUU-FM	WEZW-FM	WOKY-AM
5	WEZW-FM	WLPX-FM	WBCS-FM
6	WLPX-FM	WZUU-FM	WLPX-FM
7	WBCS-FM	WBCS-FM	WZUU-FM
8	WQFM-FM	WQFM-FM	WKTI-FM
9	WKTI-FM	WKTI-FM	WQFM-FM
10	WFMP-AM	WZUU-FM	WBCS-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WLPX-FM	WEZW-FM
4	WZUU-FM	WEZW-FM	WLPX-FM
5	WEZW-FM	WOKY-AM	WBCS-FM
6	WLPX-FM	WBCS-FM	WOKY-AM
7	WBCS-FM	WZUU-FM	WZUU-FM
8	WQFM-FM	WQFM-FM	WKTI-FM
9	WKTI-FM	WKTI-FM	WQFM-FM
10	WFMP-AM	WZUU-FM	WBCS-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1776

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WLPX-FM	WOKY-AM	WOKY-AM
3	WOKY-AM	WZUU-FM	WKTI-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WOKY-AM	WOKY-AM	WKTI-FM
3	WLPX-FM	WZUU-FM	WOKY-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WOKY-AM	WOKY-AM	WKTI-FM
3	WLPX-FM	WZUU-FM	WOKY-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 4731

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WISN-AM	WOKY-AM	WLPX-FM
3	WOKY-AM	WISN-AM	WISN-AM
4	WLPX-FM	WZUU-FM	WBCS-FM
5	WQFM-FM	WTMJ-AM	WTMJ-AM
6	WOKY-AM	WOKY-AM	WOKY-AM
7	WTMJ-AM	WBCS-FM	WOKY-AM
8	WBCS-FM	WEZW-FM	WQFM-FM
9	WKTI-FM	WKTI-FM	WKTI-FM
10	WLUM-FM	WLUM-FM	WEZW-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WZUU-FM	WZUU-FM
2	WISN-AM	WLPX-FM	WISN-AM
3	WOKY-AM	WISN-AM	WLPX-FM
4	WLPX-FM	WTMJ-AM	WBCS-FM
5	WQFM-FM	WQFM-FM	WTMJ-AM
6	WTMJ-AM	WOKY-AM	WOKY-AM
7	WEZW-FM	WBCS-FM	WQFM-FM
8	WBCS-FM	WKTI-FM	WKTI-FM
9	WKTI-FM	WZUU-FM	WEZW-FM
10	WZUU-FM	WEZW-FM	WLUM-FM

M-F, 6am-10am

	A/M '79	O/N '79	A/M '80
1	WISN-AM	WLPX-FM	WZUU-FM
2	WZUU-FM	WZUU-FM	WLPX-FM
3	WOKY-AM	WQFM-FM	WISN-AM
4	WLPX-FM	WISN-AM	WOKY-AM
5	WQFM-FM	WTMJ-AM	WBCS-FM
6	WTMJ-AM	WTMJ-AM	WKTI-FM
7	WBCS-FM	WKTI-FM	WTMJ-AM
8	WKTI-FM	WZUU-FM	WQFM-FM
9	WZUU-FM	WBCS-FM	WLUM-FM
10	WEZW-FM	WBCS-FM	WZUU-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WLPX-FM	WLPX-FM	WLPX-FM
2	WZUU-FM	WQFM-FM	WISN-AM
3	WISN-AM	WISN-AM	WISN-AM
4	WOKY-AM	WZUU-FM	WTMJ-AM
5	WEZW-FM	WTMJ-AM	WISN-AM
6	WQFM-FM	WQFM-FM	WOKY-AM
7	WTMJ-AM	WOKY-AM	WKTI-FM
8	WBCS-FM	WBCS-FM	WQFM-FM
9	WKTI-FM	WKTI-FM	WZUU-FM
10	WLUM-FM	WLUM-FM	WEZW-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 6276

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WEZW-FM	WISN-AM	WEZW-FM
3	WISN-AM	WISN-AM	WISN-AM
4	WZUU-FM	WEZW-FM	WISN-AM
5	WBCS-FM	WBCS-FM	WBCS-FM
6	WOKY-AM	WOKY-AM	WFMR-FM
7	WFMR-FM	WZUU-FM	WOKY-AM
8	WLPX-FM	WKTI-FM	WZUU-FM
9	WQFM-FM	WFMR-FM	WLPX-FM
10	WBCS-FM	WZUU-FM	WFMR-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WISN-AM	WTMJ-AM	WTMJ-AM
2	WTMJ-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WBCS-FM
4	WBCS-FM	WISN-AM	WEZW-FM
5	WEZW-FM	WEZW-FM	WOKY-AM
6	WBCS-FM	WZUU-FM	WZUU-FM
7	WLPX-FM	WKTI-FM	WKTI-FM
8	WFMR-FM	WLPX-FM	WBCS-FM
9	WBCS-FM	WQFM-FM	WLPX-FM
10	WZUU-FM	WFMR-FM	WHAO-AM

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 13224

	A/M '79	O/N '79	A/M '80	
1	WTMJ-AM	15.9	WTMJ-AM	15.3
2	WEZW-FM	12.5	WISN-AM	10.7
3	WISN-AM	10.7	WEZW-FM	10.3
4	WZUU-FM	7.2	WLPX-FM	8.1
5	WLPX-FM	7.1	WOKY-AM	7.2
6	WOKY-AM	6.6	WBCS-FM	7.1
7	WBCS-FM	6.1	WZUU-FM	5.1
8	WQFM-FM	3.6	WQFM-FM	4.4
9	WFMR-FM	2.8	WKTI-FM	3.8
10	WFMP-AM	2.1	WFMR-FM	2.3
11	WKTI-FM	1.9	WXJY-FM	2.3
12	WZUU-FM	1.6	WBCS-FM	2.0
13	WLUM-FM	1.6	WZUU-FM	1.9
14	WBBM-AM	1.5	WLUM-FM	1.8
15	WBCS-FM	1.5	WBBM-AM	1.6
16	WBKV-FM	1.4	WFMP-AM	1.5
17	WNUR-FM	1.4	WHAO-AM	1.3
18	WNOV-AM	1.2	WBKV-FM	1.2
19	WYLO-AM	1.1	WNOV-AM	1.2
20	WGN-AM	1.0	WIND-AM	1.0
21	WMAO-AM	1.0	WGN-AM	0.9
22	WBKV-FM	0.9	WRKR-FM	0.9
23	WANA-AM	0.9	WANA-AM	0.8
24	WRKR-FM	0.8	WYLO-AM	0.7
25	WTKM-AM	0.8	WNUR-FM	0.6
26	WIND-AM	0.7	WBKV-FM	0.4
27	WLS-AM	0.4	WTKM-FM	0.3
28	WTKM-AM	0.3	WTKM-AM	0.1
29	WRKR-FM		WLS-AM	0.5
30			WBKV-AM	0.4
31			WTKM-AM	0.4

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 13224

	A/M '79	O/N '79	A/M '80	
1	WTMJ-AM	304	WTMJ-AM	338
2	WEZW-FM	240	WISN-AM	271
3	WISN-AM	204	WEZW-FM	232
4	WZUU-FM	138	WLPX-FM	195
5	WLPX-FM	136	WOKY-AM	162
6	WOKY-AM	127	WBCS-FM	89
7	WBCS-FM	117	WZUU-FM	83
8	WQFM-FM	69	WQFM-FM	76
9	WFMR-FM	53	WKTI-FM	74
10	WFMP-AM	41	WFMR-FM	66

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WZUU-FM	WOKY-AM	WBCS-FM
4	WOKY-AM	WEZW-FM	WEZW-FM
5	WEZW-FM	WBCS-FM	WZUU-FM
6	WBCS-FM	WZUU-FM	WOKY-AM
7	WLPX-FM	WLPX-FM	WLPX-FM
8	WQFM-FM	WQFM-FM	WKTI-FM
9	WZUU-FM	WKTI-FM	WQFM-FM
10	WFMP-AM	WZUU-FM	WQFM-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WEZW-FM	WEZW-FM	WEZW-FM
3	WISN-AM	WLPX-FM	WISN-AM
4	WLPX-FM	WISN-AM	WBCS-FM
5	WZUU-FM	WBCS-FM	WZUU-FM
6	WOKY-AM	WOKY-AM	WQFM-FM
7	WBCS-FM	WZUU-FM	WBCS-FM
8	WQFM-FM	WQFM-FM	WZUU-FM
9	WFMR-FM	WKTI-FM	WKTI-FM
10	WFMP-AM	WFMR-FM	WOKY-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1776

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WLPX-FM	WOKY-AM	WKTI-FM
3	WOKY-AM	WZUU-FM	WRKR-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WOKY-AM	WLPX-FM
2	WOKY-AM	WLPX-FM	WOKY-AM
3	WLPX-FM	WZUU-FM	WKTI-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WLPX-FM	WLPX-FM
2	WOKY-AM	WZUU-FM	WKTI-FM
3	WLPX-FM	WOKY-AM	WRKR-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 4731

	A/M '79	O/N '79	A/M '80
1	WLPX-FM	WLPX-FM	WLPX-FM
2	WISN-AM	WISN-AM	WISN-AM
3	WZUU-FM	WQFM-FM	WBCS-FM
4	WQFM-FM	WZUU-FM	WZUU-FM
5	WFZW-FM	WTMJ-AM	WQFM-FM
6	WOKY-AM	WOKY-AM	WTMJ-AM
7	WTMJ-AM	WBCS-FM	WKTI-FM
8	WBCS-FM	WEZW-FM	WLUM-FM
9	WKTI-FM	WKTI-FM	WOKY-AM
10	WLUM-FM	WLUM-FM	WEZW-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WZUU-FM	WZUU-FM	WZUU-FM
2	WISN-AM	WLPX-FM	WISN-AM
3	WOKY-AM	WISN-AM	WLPX-FM
4	WLPX-FM	WTMJ-AM	WBCS-FM
5	WQFM-FM	WQFM-FM	WTMJ-AM
6	WTMJ-AM	WOKY-AM	WOKY-AM
7	WEZW-FM	WBCS-FM	WQFM-FM
8	WBCS-FM	WKTI-FM	WKTI-FM
9	WKTI-FM	WZUU-FM	WEZW-FM
10	WZUU-FM	WEZW-FM	WLUM-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WLPX-FM	WLPX-FM	WLPX-FM
2	WISN-AM	WISN-AM	WISN-AM
3	WZUU-FM	WQFM-FM	WBCS-FM
4	WOKY-AM	WZUU-FM	WQFM-FM
5	WEZW-FM	WEZW-FM	WTMJ-AM
6	WQFM-FM	WBCS-FM	WZUU-FM
7	WTMJ-AM	WOKY-AM	WZUU-FM
8	WBCS-FM	WTMJ-AM	WOKY-AM
9	WKTI-FM	WKTI-FM	WKTI-FM
10	WLUM-FM	WLUM-FM	WEZW-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 6276

	A/M '79	O/N '79	A/M '80
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WEZW-FM	WISN-AM	WEZW-FM
3	WISN-AM	WEZW-FM	WISN-AM
4	WBCS-FM	WBCS-FM	WBCS-FM
5	WZUU-FM	WOKY-AM	WFMR-FM
6	WOKY-AM	WZUU-FM	WOKY-AM
7	WFMR-FM	WQFM-FM	WZUU-FM
8	WLPX-FM	WKTI-FM	WZUU-FM
9	WQFM-FM	WFMR-FM	



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IN MILWAUKEE...



# Minneapolis-St. Paul

METRO RANK **15**

## A/M '80 Market Overview

Legendary WCCO had a stable book this spring, level with the "Strike Book" that hit in the O/N '79 survey. However, the station was down significantly from its showing in A/M '79. Stations with the healthy increases this sweep included Country WDGY and P/A WL0L.

WCCO remained strong with persons 25+, and led the 25-54 demos with a 20 share. However, that figure, dominant as it is, was down from its near-24 share in O/N '79. Stations like WDGY may be nibbling into the 25-54 audience enough to cut WCCO's share down to almost believable size.

WDGY was up 37% in the 25-54 cell this book, scoring better than ever before with a 10 share. Much of the credit may go to the station's new PD, who changed some on-air aspects. A new midday personality was hired, more oldies were played, and more crossover music was aired.

The only other station to land in double digits in the 25-54 bracket was KSTP-FM, second among 25-54's with just over a 10 share, and second overall in the market. Down about one share in the 25-54 cell, KSTP-FM scored well too 18-34 with a mid-14 share. KSTP-FM's 18-34 share slipped too, but the station still led this category. KSTP-FM is a very promotion and visibility-minded station, using a multi-media ad campaign mixing TV commercials, plus bus-boards, outdoor boards, and some newspaper ads.

A close second to KSTP-FM in the young adult target was AOR KQRS-AM-FM. Fully simulcast, the stations combined for a 14 share of the 18-34's, using the Superstars format. TV commercials were used to keep the stations visible in the marketplace.

Other successful stations deserving of mention included two Pop/Adults, WL0L and WWTC. WL0L surged, adding more than five shares to score an 8 in the 18-34 battle. WWTC, which spent about \$10,000 on TV advertising for the book, continued its rise by adding to its male audience, tying WL0L in the 18-34 derby with an 8 share.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	30.4	WCCO-AM	22.4
2 KQRS-FM	6.7	KSTP-FM	10.4
3 KSTP-FM	6.1	KQRS-FM	8.7
4 WYLF-FM	5.9	KEEY-FM	7.1
5 KEEY-FM	5.9	WDGY-AM	6.6
6 WCCO-FM	5.8	WCCO-FM	4.9
7 WDGY-AM	5.7	WYLF-FM	4.9
8 KDWB-AM	5.0	KSTP-AM	4.2
9 KSTP-AM	3.3	KDWB-AM	3.5
10 KDWB-FM	3.2	KDWB-FM	2.6
11 WYLF-AM	2.0	WWTC-AM	2.6
12 WL0L-FM	1.9	WL0L-FM	1.9
13 KFHX-FM	1.9	WYLF-AM	1.8
14 KORS-AM	1.2	KTCR-FM	1.6
15 KRSI-AM	1.1	KQRS-AM	1.3
16 KEEY-AM	1.0	WHIN-AM	1.2
17 KTCR-FM	1.0	KFHX-FM	1.1
18 KTCR-AM	0.9	KTWN-FM	0.9
19 WWTC-AM	0.6	KRSI-AM	0.8
20 WHIN-AM	0.5	KEEY-AM	0.6
21 WIXK-AM	0.4	WRRD-AM	0.4
22 WIXK-FM		WIXK-AM	0.3
23		WIXK-FM	0.2

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	809	WCCO-AM	587
2 KQRS-FM	177	KSTP-FM	273
3 KSTP-FM	161	KQRS-FM	227
4 WYLF-FM	158	KEEY-FM	186
5 KEEY-FM	158	WDGY-AM	174
6 WCCO-FM	154	WCCO-FM	128
7 WDGY-AM	151	WYLF-FM	128
8 KDWB-AM	134	KSTP-AM	111
9 KSTP-AM	88	KDWB-AM	92
10 KDWB-FM	84	KDWB-FM	69

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	KSTP-FM
3 KSTP-FM	KQRS-FM	WDGY-AM
4 WDGY-AM	WDGY-AM	KQRS-FM
5 KQRS-FM	KEEY-FM	WCCO-FM
6 KDWB-AM	WCCO-FM	KSTP-AM
7 KEEY-FM	KSTP-AM	WYLF-FM
8 KSTP-AM	WYLF-FM	WL0L-FM
9 WYLF-AM	KDWB-AM	WHTC-AM
10 KDWB-FM	KDWB-FM	KDWB-AM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KQRS-FM	KSTP-FM	KSTP-FM
3 KSTP-FM	KQRS-FM	KQRS-FM
4 WDGY-AM	WDGY-AM	WDGY-AM
5 KEEY-FM	KEEY-FM	WYLF-FM
6 WYLF-FM	WYLF-FM	WL0L-FM
7 KDWB-AM	WCCO-FM	WHTC-AM
8 WCCO-FM	KSTP-AM	KEEY-FM
9 KSTP-AM	KDWB-AM	KDWB-AM
10 KDWB-FM	KDWB-FM	WCCO-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2191

	A/M '79	O/N '79	A/M '80
1 KDWB-AM		KQRS-FM	KQRS-FM
2 KDWB-FM		KDWB-AM	KDWB-AM
3 KQRS-FM		KDWB-FM	KSTP-FM

M-F, 6-10am

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KDWB-FM	KDWB-AM	KDWB-AM
3 KQRS-FM	KDWB-FM	KSTP-FM

M-F, 3-7pm

1 KDWB-FM	KQRS-FM	KQRS-FM
2 KDWB-AM	KDWB-AM	KDWB-AM
3 KQRS-FM	KDWB-FM	KSTP-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 7024

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		KSTP-FM	KSTP-FM
2 KQRS-FM		KQRS-FM	KQRS-FM
3 KSTP-FM		WCCO-FM	WDGY-AM
4 WCCO-FM		WCCO-AM	WL0L-FM
5 WDGY-AM		WDGY-AM	WHTC-AM
6 KSTP-AM		KSTP-AM	WCCO-AM
7 KEEY-FM		WHTC-AM	WCCO-FM
8 KDWB-AM		KDWB-AM	KSTP-AM
9 WL0L-FM		KEEY-FM	KDWB-FM
10 WYLF-FM		KDWB-FM	KDWB-AM

M-F, 6-10am

1 WCCO-AM	KSTP-FM	WCCO-AM
2 KSTP-FM	KQRS-FM	KSTP-FM
3 KQRS-FM	WCCO-AM	WDGY-AM
4 KSTP-AM	WCCO-FM	WHTC-AM
5 WCCO-FM	KSTP-AM	KQRS-FM
6 WDGY-AM	WDGY-AM	WCCO-FM
7 KEEY-FM	KDWB-AM	KSTP-AM
8 KDWB-AM	WHTC-AM	WL0L-FM
9 WL0L-FM	KEEY-FM	KDWB-AM
10 KFHX-FM	KDWB-FM	WYLF-FM

M-F, 3-7pm

1 KQRS-FM	KSTP-FM	KSTP-FM
2 KSTP-FM	KQRS-FM	KQRS-FM
3 WCCO-AM	KSTP-AM	WDGY-AM
4 WCCO-FM	WCCO-FM	WL0L-FM
5 WDGY-AM	WDGY-AM	WCCO-AM
6 KSTP-AM	WCCO-AM	WCCO-FM
7 KEEY-FM	WHTC-AM	KDWB-AM
8 KDWB-AM	KDWB-AM	WCCO-FM
9 WL0L-FM	KDWB-FM	KSTP-AM
10 KFHX-FM	KEEY-FM	KDWB-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 8205

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		WCCO-AM	WCCO-AM
2 KSTP-FM		KSTP-FM	KSTP-FM
3 WDGY-AM		KEEY-FM	WDGY-AM
4 KEEY-FM		WDGY-AM	WYLF-FM
5 WCCO-FM		WCCO-FM	WCCO-FM
6 WYLF-FM		WYLF-FM	KEEY-FM
7 KSTP-AM		KQRS-FM	KSTP-AM
8 KQRS-FM		KSTP-AM	WHTC-AM
9 KDWB-AM		WHTC-AM	WHTC-FM
10 WYLF-AM		KTCR-FM	WL0L-FM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KSTP-FM	KSTP-FM	WDGY-AM
3 WCCO-FM	WDGY-AM	KSTP-FM
4 WDGY-AM	WCCO-FM	WCCO-FM
5 KEEY-FM	KEEY-FM	KSTP-AM
6 KSTP-AM	KSTP-AM	WYLF-FM
7 WYLF-FM	KQRS-FM	WHTC-AM
8 KDWB-AM	WYLF-FM	KEEY-FM
9 KFHX-FM	WHTC-AM	WL0L-FM
10 WYLF-AM	KDWB-AM	KQRS-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WDGY-AM	KSTP-FM	WDGY-AM
3 KSTP-FM	WDGY-AM	KSTP-FM
4 WCCO-FM	WCCO-FM	WYLF-FM
5 KEEY-FM	KEEY-FM	KEEY-FM
6 WYLF-FM	KQRS-FM	KQRS-FM
7 KSTP-AM	WYLF-FM	WCCO-FM
8 KQRS-FM	KSTP-AM	WHTC-AM
9 KDWB-AM	WHTC-AM	KSTP-AM
10 WYLF-AM	WYLF-AM	WL0L-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	9337	WCCO-AM	7719
2 KDWB-AM	3300	KSTP-FM	3515
3 WCCO-FM	3155	WDGY-AM	3294
4 WYLF-FM	2555	KQRS-FM	3224
5 KSTP-AM	2483	KSTP-AM	3171
6 KSTP-FM	2462	KEEY-FM	2739
7 WDGY-AM	2433	KDWB-AM	2684
8 KQRS-FM	2406	WCCO-FM	2644
9 KEEY-FM	2321	KDWB-FM	2019
10 KDWB-FM	1932	WYLF-FM	2009

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KSTP-FM	KSTP-FM
3 WCCO-FM	KQRS-FM	WDGY-AM
4 KQRS-FM	KSTP-AM	KQRS-FM
5 KSTP-AM	KDWB-AM	KSTP-AM
6 KSTP-FM	KDWB-AM	WDGY-AM
7 WDGY-AM	WCCO-FM	WCCO-FM
8 KEEY-FM	KEEY-FM	WL0L-FM
9 WYLF-FM	WYLF-FM	WHTC-AM
10 KDWB-FM	KDWB-FM	WYLF-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KQRS-FM	KSTP-FM
3 KQRS-FM	KSTP-FM	KQRS-FM
4 KSTP-FM	WDGY-AM	WDGY-AM
5 WCCO-FM	KSTP-AM	KDWB-AM
6 WDGY-AM	KEEY-FM	KSTP-AM
7 KSTP-AM	KDWB-AM	WL0L-FM
8 KEEY-FM	WCCO-FM	WHTC-AM
9 WYLF-FM	WYLF-FM	WYLF-FM
10 KDWB-FM	KDWB-FM	KEEY-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2191

	A/M '79	O/N '79	A/M '80
1 KDWB-AM		KQRS-FM	KDWB-AM
2 KDWB-FM		KDWB-AM	KQRS-FM
3 WCCO-AM		KDWB-FM	KDWB-FM

M-F, 6-10am

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KQRS-FM	KDWB-AM	KDWB-AM
3 WCCO-AM	KDWB-FM	KSTP-FM

M-F, 3-7pm

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KDWB-FM	KDWB-AM	KDWB-AM
3 KQRS-FM	KDWB-FM	KDWB-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 7024

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		KSTP-FM	KSTP-FM
2 KSTP-FM		KQRS-FM	KSTP-AM
3 KSTP-AM		WCCO-AM	KQRS-FM
4 WCCO-FM		KSTP-AM	WCCO-AM
5 KDWB-AM		WCCO-FM	WDGY-AM
6 KQRS-FM		WDGY-AM	KDWB-AM
7 WDGY-AM		KDWB-AM	WCCO-FM
8 WL0L-FM		KDWB-FM	WHTC-AM
9 KDWB-FM		WL0L-FM	KDWB-FM
10 KEEY-FM		KEEY-FM	WL0L-FM

M-F, 6am-10am

1 WCCO-AM	KSTP-FM	WCCO-AM
2 KSTP-AM	KSTP-AM	KSTP-FM
3 KSTP-FM	KSTP-FM	KSTP-AM
4 KQRS-FM	WCCO-AM	KQRS-FM
5 KDWB-AM	WCCO-FM	WCCO-AM
6 WCCO-FM	KDWB-AM	WHTC-AM
7 WDGY-AM	WDGY-AM	WCCO-FM
8 WL0L-FM	KEEY-FM	KDWB-AM
9 KDWB-FM	WL0L-FM	WL0L-FM
10 KEEY-FM	KDWB-FM	KDWB-FM

M-F, 3-7pm

1 WCCO-AM	KQRS-FM	KSTP-FM
2 KQRS-FM	KSTP-FM	KQRS-FM
3 KSTP-FM	KSTP-AM	WDGY-AM
4 WCCO-FM	WDGY-AM	WHTC-AM
5 KSTP-AM	WCCO-AM	WCCO-AM
6 KDWB-AM	WCCO-FM	KSTP-AM
7 WDGY-AM	KDWB-AM	KDWB-AM
8 WL0L-FM	KDWB-FM	WL0L-FM
9 KDWB-FM	WL0L-FM	WCCO-FM
10 KEEY-FM	WHTC-AM	KDWB-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 8205

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		WCCO-AM	WCCO-AM
2 WDGY-AM		KSTP-FM	KSTP-FM
3 WCCO-FM		WDGY-AM	WDGY-AM
4 WYLF-FM		KEEY-FM	KSTP-AM
5 KSTP-FM		KSTP-FM	WCCO-FM
6 KEEY-FM		WCCO-FM	KEEY-FM
7 KDWB-AM		WYLF-FM	WYLF-FM
8 KSTP-AM		KDWB-AM	WHTC-AM
9 WYLF-AM		KQRS-FM	WL0L-FM
10 KQRS-FM		WYLF-AM	KQRS-FM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	WDGY-AM
3 WDGY-AM	KSTP-AM	KSTP-FM
4 KSTP-FM	WCCO-FM	KSTP-AM
5 KDWB-AM	KEEY-FM	WCCO-FM
6 KSTP-AM	WDGY-AM	WHTC-AM
7 KEEY-FM	WYLF-FM	KEEY-FM
8 WYLF-FM	KDWB-AM	WYLF-FM
9 WYLF-AM	WYLF-AM	WL0L-FM
10 WL0L-FM	KQRS-FM	KDWB-AM

# Minneapolis-St. Paul

continued

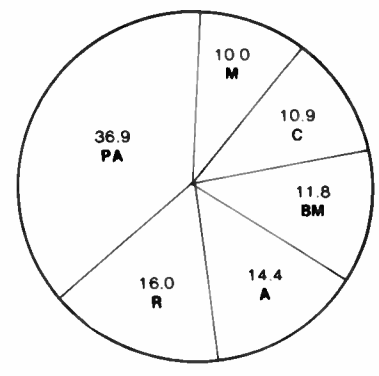
F, 3-7pm

1	WCCO-AM	WCCO-AM	WCCO-AM
2	WDGY-AM	KSTP-FM	WDGY-AM
3	KSTP-FM	WDGY-AM	KSTP-FM
4	WCCO-FM	KSTP-AM	KEEY-FM
5	KEEY-FM	KEEY-FM	WAYL-FM
6	WAYL-FM	WCCO-FM	WWTG-AM
7	KSTP-AM	KQRS-FM	KSTP-AM
8	KDWB-AM	WAYL-FM	WCCO-FM
9	WAYL-AM	KDWB-AM	KQRS-FM
10	KQRS-FM	WAYL-AM	WLWL-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

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



# Kansas City

continued from Page 120

F, 6-10am

1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	KMBZ-AM	WHB-AM
3	KCHO-AM	KCHO-AM	KMBZ-AM
4	KMBR-FM	WHB-AM	KMBR-FM
5	WHB-AM	KMBR-FM	KCHO-AM
6	KYYZ-FM	KCEZ-FM	KYYZ-FM
7	KCKN-FM	KYYZ-FM	KCKN-FM
8	KCEZ-FM	KCKN-FM	KCEZ-FM
9	KUDL-FM	KUDL-FM	KUDL-FM
10	KBEQ-FM	KBEQ-FM	KPRS-FM

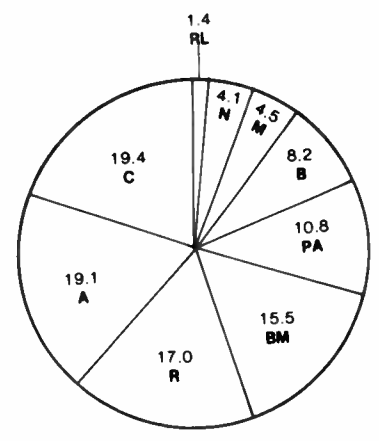
F, 3-7pm

1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	WHB-AM	WHB-AM
3	KMBR-FM	KMBR-FM	KMBZ-AM
4	KCHO-AM	KMBZ-AM	KMBR-FM
5	WHB-AM	KCEZ-FM	KYYZ-FM
6	KCEZ-FM	KCHO-AM	KCHO-AM
7	KCKN-FM	KYYZ-FM	KCKN-FM
8	KBEQ-FM	KUDL-FM	KCEZ-FM
9	KPRS-FM	KCKN-FM	KUDL-FM
10	KUDL-FM	KJLA-AM	KJLA-AM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

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



# Miami

continued from Page 145

F, 6-10am

1	WQBA-AM	WQBA-AM	WHYI-FM
2	WHYI-FM	WIOD-AM	WQBA-AM
3	WCHQ-AM	WINZ-AM	WRHC-AM
4	WINZ-AM	WHYI-FM	WINZ-AM
5	WOCN-AM	WRHC-AM	WEDR-FM
6	WQBS-AM	WEDR-FM	WOCN-AM
7	WAXY-FM	WWWL-FM	WQBS-AM
8	WAIA-FM	WAXY-FM	WWOK-AM
9	WQAM-AM	WQAM-AM	WAIA-FM
10	WCHQ-FM	WWOK-AM	WWWL-FM

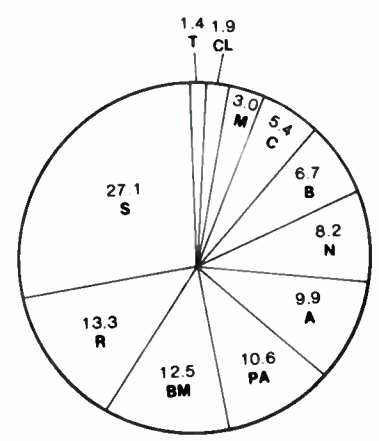
F, 3-7pm

1	WHYI-FM	WQBA-AM	WHYI-FM
2	WCHQ-FM	WHYI-FM	WQBA-AM
3	WQBA-AM	WINZ-AM	WAXY-FM
4	WCHQ-AM	WLYF-FM	WEDR-FM
5	WAXY-FM	WWWL-FM	WAIA-FM
6	WAIA-FM	WEDR-FM	WRHC-AM
7	WINZ-AM	WQBA-FM	WWWL-FM
8	WSDO-FM	WCHQ-FM	WQBA-FM
9	WLYF-FM	WIOD-AM	WWOK-AM
10	WMJX-FM	WWOK-AM	WINZ-AM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

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



# Milwaukee

continued from Page 148

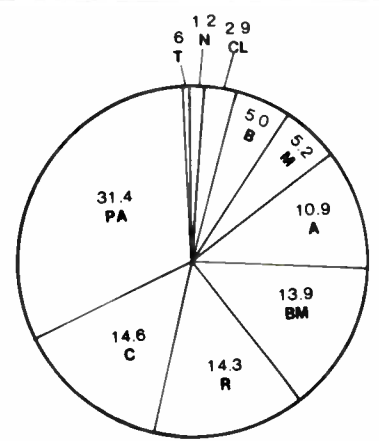
F, 3-7pm

1	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WEZW-FM	WBCS-FM	WEZW-FM
4	WOKY-AM	WEZW-FM	WBCS-FM
5	WBCS-AM	WOKY-AM	WOKY-AM
6	WZUU-FM	WZUU-FM	WZUU-FM
7	WLPX-FM	WQFM-FM	WLPX-FM
8	WEMP-AM	WFRM-FM	WBCS-AM
9	WBCS-AM	WLPX-FM	WTKI-FM
10	WQFM-FM	WTKI-FM	WFRM-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

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



# Mobile

METRO RANK **82**

## A/M '80 Market Overview

A noticeably-increased diary return and the resurgence of **WKRG-FM** were the highlights in this market. Overall in-tab was up 22%, making the results in this report more reliable than the data from the O/N '79 survey.

**WKRG-FM** rebounded to the top spot in the market. The station attracted a more substantial male audience this sweep while keeping a good core of women 25-34. That 25-34 group not only helped **WKRG-FM** lead the 18-34 demos but also boosted it to number two in the 25-54 breakouts. The ad campaign for **WKRG-FM** was boosted by a slightly higher budget this time, with efforts concentrated on TV and billboards. The "Cash Call" promotion was used on-air.

While **WKRG-FM** was leading the 18-34 demo with a 20 share, **WABB-FM** was a close runner-up, one share behind. However, **WABB-FM** saw its numbers drop from just under 30 in the O/N '79 report. The station's female and teen audiences were stable, but the young male share was cut almost in half.

Two stations ending up in double digits 18-34 were Black-formatted **WBLX** and Country **WKSJ-FM**. **WKSJ-FM** added more than seven shares to edge over 16, while **WBLX** moved up to a mid-11 share. Overall listening in the 18-34 adults cell was down in this sweep, compared to the fall book.

**WKSJ-FM** led the 25-54 pack by a significant margin. **WKSJ-FM** had more than a 23 share, up from a 14 share in the fall. The other double digit stations in the 25-54 cell were **WKRG-FM**, with a mid-14 share, and **WABB-FM**, with a mid-12 showing.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3554

A/M '79	O/N '79	A/M '80
1 WKRG-FM 14.7	WABB-FM 17.8	WKRG-FM (M) 17.2
2 WBLX-FM 11.8	WKRG-FM 16.6	WKSJ-FM (C) 15.5
3 WKSJ-FM 11.2	WKRG-FM 11.2	WABB-FM (A) 13.3
4 WLPF-FM 11.0	WKSJ-FM 9.3	WKRG-FM (PA) 0.0
5 WABB-FM 10.6	WLPF-FM 8.0	WBLX-FM (B) 8.4
6 WUNI-AM 9.8	WBLX-FM 7.9	WGOK-AM (B) 6.5
7 WKRG-AM 7.1	WGOK-AM 7.3	WLPF-FM (BM) 6.3
8 WGOK-AM 6.1	WABB-FM 5.4	WABB-FM (R) 4.1
9 WABB-AM 5.3	WUNI-AM 4.5	WKSJ-FM (C) 3.5
10 WMOB-AM 3.9	WMOB-AM 2.2	WUNI-AM (C) 2.0
11 WKSJ-AM 1.6	WHSP-AM 2.2	WMOB-AM (PA) 1.6
12 WMOB-AM 1.4	WKSJ-AM 1.3	WHSP-AM (PA) 1.4
13 WHSP-FM 1.4	WJLO-AM 0.6	WHSP-FM (RL) 1.2
14 WJLO-AM 0.8	WJL-AM 0.6	WMOB-AM (RL) 0.8
15 WJL-AM 0.4	WMOB-AM 0.6	WJLO-FM (PA) 0.4
16 WHSP-FM 0.4		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3554

A/M '79	O/N '79	A/M '80
1 WKRG-FM 72	WABB-FM 95	WKRG-FM 84
2 WBLX-FM 58	WKRG-FM 89	WKSJ-FM 76
3 WKSJ-FM 55	WKRG-AM 60	WABB-FM 65
4 WLPF-FM 54	WKSJ-FM 50	WKRG-AM 49
5 WABB-FM 52	WBLX-FM 43	WBLX-FM 41

M-F, 6-10am

1 WKRG-FM	WKRG-AM	WKSJ-FM
2 WKSJ-FM	WABB-FM	WKRG-FM
3 WUNI-AM	WKRG-FM	WKRG-AM
4 WKRG-AM	WKSJ-FM	WABB-FM
5 WLPF-FM	WLPF-FM	WBLX-FM

M-F, 3-7pm

1 WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKRG-FM	WKSJ-FM
3 WBLX-FM	WBLX-FM	WABB-FM
4 WLPF-FM	WKRG-AM	WBLX-FM
5 WUNI-AM	WLPF-FM	WLPF-FM

Teens  
M-S, 6am-Midnight  
POP(00): 515

A/M '79	O/N '79	A/M '80
1 WKRG-FM	WABB-FM	WABB-FM
2 WABB-FM	WKRG-FM	WKRG-FM
3 WBLX-FM	WBLX-FM	WBLX-FM

M-F, 6-10am

1 WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKRG-FM	WABB-FM
3 WBLX-FM	WBLX-FM	WGOK-AM

M-F, 3-7pm

1 WABB-FM	WKRG-FM	WABB-FM
2 WBLX-FM	WABB-FM	WKRG-FM
3 WKRG-FM	WBLX-FM	WBLX-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1252

A/M '79	O/N '79	A/M '80
1 WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKRG-FM	WABB-FM
3 WBLX-FM	WBLX-FM	WKSJ-FM
4 WKSJ-FM	WKSJ-FM	WBLX-FM
5 WABB-AM	WABB-AM	WGOK-AM

M-F, 6-10am

1 WKRG-FM	WABB-FM	WKSJ-FM
2 WABB-FM	WKRG-FM	WABB-FM
3 WKSJ-FM	WKSJ-FM	WKRG-FM
4 WBLX-FM	WABB-AM	WBLX-FM
5 WUNI-AM	WBLX-FM	WABB-AM

M-F, 3-7pm

1 WABB-FM	WABB-FM	WKRG-FM
2 WKRG-FM	WKRG-FM	WABB-FM
3 WBLX-FM	WBLX-FM	WKSJ-FM
4 WKSJ-FM	WABB-AM	WBLX-FM
5 WABB-AM	WKSJ-FM	WABB-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1640

A/M '79	O/N '79	A/M '80
1 WKSJ-FM	WABB-FM	WKSJ-FM
2 WUNI-AM	WKRG-FM	WKRG-FM
3 WKRG-FM	WKSJ-FM	WABB-FM
4 WBLX-FM	WLPF-FM	WLPF-FM
5 WKRG-AM	WKRG-AM	WKRG-AM

M-F, 6-10am

1 WUNI-AM	WKSJ-FM	WKSJ-FM
2 WKSJ-FM	WABB-FM	WKRG-FM
3 WKRG-AM	WKRG-FM	WKRG-AM
4 WKRG-FM	WKRG-AM	WABB-FM
5 WBLX-FM	WLPF-FM	WABB-AM

M-F, 3-7pm

1 WUNI-AM	WKRG-FM	WKSJ-FM
2 WKSJ-FM	WABB-FM	WKRG-FM
3 WLPF-FM	WKSJ-FM	WABB-FM
4 WABB-FM	WBLX-FM	WLPF-FM
5 WABB-AM	WLPF-FM	WABB-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3554

A/M '79	O/N '79	A/M '80
1 WKRG-FM 1095	WKRG-FM 1291	WKRG-FM 1194
2 WABB-FM 776	WABB-FM 1069	WABB-FM 1062
3 WBLX-FM 715	WKRG-AM 784	WKSJ-FM 792
4 WABB-AM 696	WKSJ-FM 715	WBLX-FM 689
5 WUNI-AM 638	WABB-AM 693	WKRG-AM 641

M-F, 6-10am

1 WKRG-FM	WKRG-FM	WKRG-FM
2 WKSJ-FM	WABB-FM	WKSJ-FM
3 WBLX-FM	WKRG-AM	WABB-FM
4 WABB-AM	WKSJ-FM	WKRG-AM
5 WKRG-AM	WBLX-FM	WBLX-FM

M-F, 3-7pm

1 WKRG-FM	WKRG-FM	WKRG-FM
2 WBLX-FM	WABB-FM	WABB-FM
3 WABB-FM	WBLX-FM	WKSJ-FM
4 WUNI-AM	WKSJ-FM	WBLX-FM
5 WABB-AM	WABB-AM	WKRG-AM

Teens  
M-S, 6am-Midnight  
POP(00): 515

A/M '79	O/N '79	A/M '80
1 WKRG-FM	WKRG-FM	WABB-FM
2 WABB-FM	WABB-FM	WKRG-FM
3 WBLX-FM	WBLX-FM	WBLX-FM

M-F, 6-10am

1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB-FM	WABB-FM	WABB-FM
3 WABB-AM	WBLX-FM	WBLX-FM

M-F, 3-7pm

1 WABB-FM	WKRG-FM	WABB-FM
2 WKRG-FM	WABB-FM	WKRG-FM
3 WBLX-FM	WBLX-FM	WBLX-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1252

A/M '79	O/N '79	A/M '80
1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB-FM	WKSJ-FM	WABB-FM
3 WABB-AM	WABB-AM	WKSJ-FM
4 WBLX-FM	WKSJ-FM	WBLX-FM
5 WKSJ-FM	WBLX-FM	WABB-AM

M-F, 6-10am

1 WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKRG-FM	WABB-FM
3 WABB-AM	WABB-AM	WKSJ-FM
4 WBLX-FM	WBLX-FM	WABB-AM
5 WKSJ-FM	WKSJ-FM	WBLX-FM

M-F, 3-7pm

1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB-FM	WABB-FM	WABB-FM
3 WBLX-FM	WBLX-FM	WKSJ-FM
4 WABB-AM	WABB-AM	WBLX-FM
5 WUNI-AM	WKSJ-FM	WABB-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1640

A/M '79	O/N '79	A/M '80
1 WKRG-FM	WKRG-FM	WKSJ-FM
2 WUNI-AM	WABB-FM	WKRG-FM
3 WKSJ-FM	WKSJ-FM	WABB-FM
4 WABB-AM	WKRG-AM	WKRG-AM
5 WKRG-AM	WABB-AM	WABB-AM

M-F, 6-10am

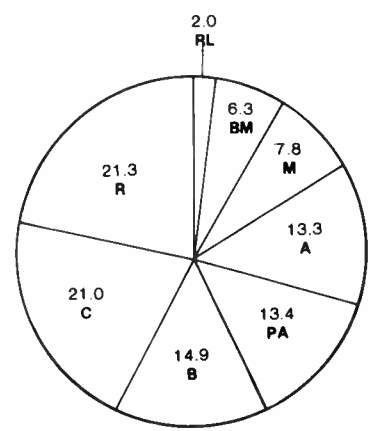
1 WKSJ-FM	WKSJ-FM	WKSJ-FM
2 WUNI-AM	WKRG-FM	WKRG-FM
3 WKRG-FM	WABB-FM	WABB-FM
4 WKRG-AM	WKRG-AM	WKRG-AM
5 WABB-AM	WABB-AM	WABB-AM

M-F, 3-7pm

1 WUNI-AM	WKPG-FM	WKRG-FM
2 WKRG-FM	WABB-FM	WKSJ-FM
3 WKSJ-FM	WKSJ-FM	WABB-FM
4 WBLX-FM	WLPF-FM	WLPF-FM
5 WABB-FM	WUNI-AM	WABB-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

TM Productions for:  
Total Marketing  
Plans!



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511  
A subsidiary of Shamrock Broadcasting Company, Inc.



# Modesto

METRO RANK

134

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 KFIV-AM	13.8	10.0
2 KFIV-FM	8.9	10.0
3 KTRB-AM	6.7	8.2
4 KNBR-AM	6.7	7.5
5 KBEE-FM	6.3	7.5
6 KRAK-AM	5.9	7.1
7 KCBS-AM	5.6	5.0
8 KFYE-FM	5.6	4.3
9 KOSO-FM	5.2	3.9
10 KMYT-FM	4.1	3.6
11 KFRC-AM	3.3	2.9
12 KCEY-AM	3.0	2.5
13 KMIX-FM	3.0	2.5
14 KLOC-AM	2.2	2.5
15 KAMB-FM	1.9	2.5
16 KHOP-FM	1.5	2.1
17 KBEE-FM	1.1	2.1
18 KMJ-AM	1.1	1.4
19 KJOY-AM	0.7	1.4
20 KSFO-AM	0.7	1.4
21 KUBB-FM	0.4	1.4
22		0.7
23		0.7
24		0.4
25		0.4

## Average Persons Trends/Rankings

A/M '78	A/M '79	A/M '80
1 KFIV-AM	37	28
2 KFIV-FM	24	28
3 KTRB-AM	18	23
4 KNBR-AM	18	21
5 KBEE-FM	17	19

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KTRB-AM		
3 KCBS-AM		
4 KRRR-AM		
5 KRAK-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFYE-FM		
4 KRAK-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		
4 KFYE-FM		
5 KOSO-FM		

## Cume Persons Trends/Rankings

A/M '78	A/M '79	A/M '80
1 KFIV-AM	602	491
2 KFIV-FM	704	383
3 KTRB-AM	302	375
4 KRAK-AM	258	336
5 KFRC-AM	237	306

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KTRB-AM		
3 KNBR-AM		
4 KFIV-FM		
5 KCBS-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KRAK-AM		
4 KFRC-AM		
5 KBEE-FM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KFIV-FM		
3 KFRC-AM		

## Adults 25-54 M-S, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KRAK-AM		
3 KNBR-AM		
4 KBEE-FM		
5 KTRB-AM		

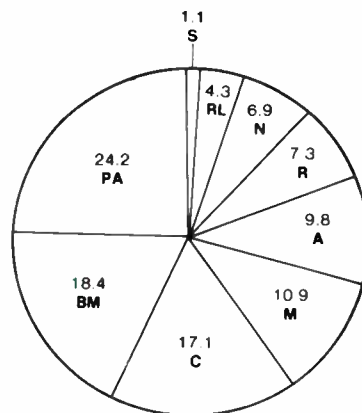
A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KNBR-AM		
3 KTRB-AM		
4 KRAK-AM		
5 KBEE-FM		

A/M '78	A/M '79	A/M '80
1 KFIV-AM		
2 KRAK-AM		
3 KBEE-FM		
4 KNBR-AM		
5 KFRC-AM		

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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

# Montgomery

METRO RANK **133**

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	21.7	20.3	18.5
2 WHHY-FM	11.1	17.9	17.6
3 WLWI-FM	10.2	10.3	13.7
4 WBAM-AM	9.6	9.6	9.6
5 WREZ-FM	7.1	7.9	7.0
6 WLSQ-AM	6.5	7.6	6.7
7 WNGY-AM	6.2	5.2	6.4
8 WXVI-AM	5.9	4.5	6.1
9 WCOV-AM	5.0	3.8	4.5
10 WBIL-AM	4.6	3.4	2.2
11 WQIM-FM	1.9	2.1	1.9
12 WQTY-AM	1.9		1.6
13 WTLS-AM	1.2		0.6
14 WETU-AM	0.6		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	70	59	58
2 WHHY-FM	36	52	55
3 WLWI-FM	33	30	43
4 WBAM-AM	31	28	30
5 WREZ-FM	23	23	22

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WXVI-AM			
5 WBAM-AM			

M-F, 3-7pm

1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WBAM-AM			
5 WLSQ-AM			

Teens  
M-S, 6am-Midnight  
POP(00): 292

	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WLSQ-AM			
3 WHHY-FM			

M-F, 6-10am

1 WHHY-AM			
2 WLSQ-AM			
3 WHHY-FM			

M-F, 3-7pm

1 WHHY-AM			
2 WLSQ-AM			
3 WXVI-AM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 740

	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WBAM-AM			
5 WBIL-AM			

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WBAM-AM			
5 WBIL-AM			

M-F, 3-7pm

1 WLWI-FM			
2 WHHY-AM			
3 WHHY-FM			
4 WBAM-AM			
5 WBIL-AM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 979

	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WLWI-FM			
3 WBAM-AM			
4 WHHY-FM			
5 WREZ-FM			

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WBAM-AM			
5 WXVI-AM			

M-F, 3-7pm

1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WBAM-AM			
5 WXVI-AM			

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	898	754	819
2 WHHY-FM	505	668	673
3 WLWI-FM	447	361	634
4 WBAM-AM	346	354	390
5 WXVI-AM	336	320	376

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WLSQ-AM			
5 WXVI-AM			

M-F, 3-7pm

1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WLSQ-AM			
5 WBAM-AM			

Teens  
M-S, 6am-Midnight  
POP(00): 292

	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WLSQ-AM			
3 WHHY-FM			

M-F, 6-10am

1 WHHY-AM			
2 WLSQ-AM			
3 WHHY-FM			

M-F, 3-7pm

1 WHHY-AM			
2 WLSQ-AM			
3 WXVI-AM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 740

	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WXVI-AM			
5 WLSQ-AM			

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WLSQ-AM			
5 WXVI-AM			

M-F, 3-7pm

1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WXVI-AM			
5 WLSQ-AM			

### Adults 25-54 M-S, 6am-Midnight POP(00): 979

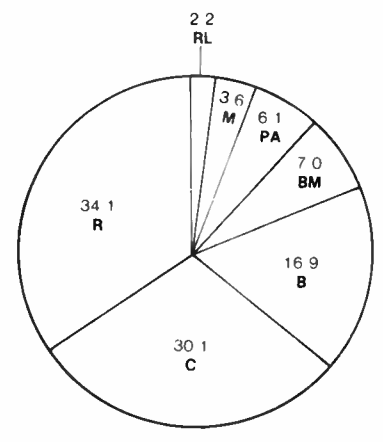
	A/M '78	A/M '79	A/M '80
1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WBAM-AM			
5 WREZ-FM			

M-F, 6-10am

1 WHHY-AM			
2 WHHY-FM			
3 WLWI-FM			
4 WBAM-AM			
5 WXVI-AM			

M-F, 3-7pm

1 WHHY-AM			
2 WLWI-FM			
3 WHHY-FM			
4 WBAM-AM			
5 WREZ-FM			



### Format Legend

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

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# Nashville-Davidson

METRO RANK **46**

## 1980 Market Overview

The Expanded Sample Frame hit Nashville hard as sweep in its debut in the market. Although Arbitron estimated that approximately 28% of the metro households were not available through the phone directories, the firm received 40% of its total metro in-bid from ESF homes. As in many cases when ESF first used in a market where there is an ethnic population, that station increased dramatically. That may have been the case with **WVOL**, which rose 68% in its survey. **WSEZ**, the Beautiful Music station that had led overall in the last two books, slipped to third, while Country **WSIX-FM** improved its 25-54 share to jump into second place.

**WVOL** scored impressive gains in teens and young males. In 18-34's it leapt from a 7 share to more than 13. It will be interesting to see if the station is able to retain this standing in subsequent surveys, especially if Arbitron is more successful in attaining the 28% figure for ESF in-tab, rather than the 0% obtained this time. AOR station **WKQB** rose about 25% to become the only other station in double digits 18-34. Fellow AOR **WKDF** was fourth 18-34,

with a share in the nine range, comparable to its O/N '79 figure.

With the ESF technique retrieving so many more 18-34 diaries in this survey, the above results were to be expected. There may be revisions in the standings as ESF sorts itself out in upcoming surveys, however.

**WSIX-FM** surpassed **WZEZ** for the 25-54 leadership, its share rising 46%. Biggest jump for **WSIX-FM** came among women listeners, and the station showed an extremely consistent appeal to women in the discrete demos included in the 25-54 cell. The only other double-digit showing in the 25-54 category was **WZEZ**'s. The station's average audience remained stable but the share declined due to increased listening in the demo. **WZEZ** spent more on advertising this survey, with expenditures in TV, various print media, busboards, and billboards. **WZEZ** is **Bonneville**-formatted and used the theme "Blooming With Beautiful Music."

**WSM**, the Country leader in Nashville, slipped two shares in the 25-54 race, perhaps due to new personalities in several air shifts. Meanwhile, Top 40 leader **WLAC** had a stable book among adults but lost teen audience this survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WZEZ-FM 11.3	WZEZ-FM 11.5	WVOL-AM (B) 10.6
2 WLAC-AM 9.5	WSM -AM 10.4	WSIX-FM (C) 9.9
3 WSIX-FM 8.7	WLAC-AM 7.9	WZEZ-FM (D) 9.9
4 WKDF-FM 8.5	WSIX-FM 6.9	WSM -AM (E) 7.8
5 WSM -FM 8.1	WKXX-FM 6.8	WLAC-AM (F) 6.1
6 WSM -AM 7.9	WVOL-AM 6.3	WKXX-FM (G) 6.0
7 WBYO-FM 6.5	WKQB-FM 5.9	WSM -FM (H) 6.0
8 WKXX-FM 6.1	WSM -FM 5.8	WKQB-FM (I) 5.8
9 WMAK-AM 5.0	WAMB-AM 5.5	WBYO-FM (J) 5.6
10 WVOL-AM 4.6	WSIX-AM 5.1	WKDF-FM (K) 5.2
11 WSIX-AM 3.4	WBYO-FM 4.9	WSIX-AM (L) 4.2
12 WAMB-AM 3.3	WKDF-FM 4.6	WKDA-AM (M) 3.4
13 WKDA-AM 3.0	WMAK-AM 4.6	WJRB-AM (N) 2.1
14 WKQB-FM 2.8	WKDA-AM 1.9	WAMB-AM (O) 1.7
15 WGN5-AM 1.4	WDKN-AM 1.6	WGNS-AM (P) 1.6
16 WJRB-AM 1.2	WGCM-AM 1.0	WMAK-AM (Q) 1.5
17 WGCM-AM 1.1	WIZO-AM 1.0	WMTS-AM (R) 1.2
18 WDBL-AM 0.4	WMTS-AM 0.9	WDBL-AM (S) 1.0
19 WDBL-FM 0.3	WNAH-AM 0.8	WGCM-AM (T) 0.7
	WCOR-AM 0.7	WIZO-AM (U) 0.6
	WAGC-AM 0.4	WMTS-FM (V) 0.5
		WDBL-FM (W) 0.3

### Average Persons Trends/Rankings

Total 12+  
-S, 6am-Midnight  
POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WZEZ-FM 106	WZEZ-FM 103	WVOL-AM 105
2 WLAC-AM 89	WSM -AM 93	WSIX-FM 99
3 WSIX-FM 82	WLAC-AM 71	WZEF-FM 90
4 WKDF-FM 80	WSIX-FM 62	WSM -AM 78
5 WSM -FM 76	WKXX-FM 61	WLAC-AM 61

**-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WZEZ-FM	WSM -AM	WSM -AM
2 WSM -AM	WZEZ-FM	WSIX-FM
3 WSIX-FM	WSIX-FM	WVOL-AM
4 WLAC-AM	WLAC-AM	WZEZ-FM
5 WSM -FM	WKXX-FM	WBYO-FM

**-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKDF-FM	WZEZ-FM	WVOL-AM
2 WLAC-AM	WSM -AM	WZEF-FM
3 WZEZ-FM	WLAC-AM	WSM -AM
4 WSM -FM	WKXX-FM	WLAC-AM
5 WSIX-FM	WKQB-FM	WSIX-FM

**Teens**  
-S, 6am-Midnight  
POP(00): 82R

A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKQB-FM	WKXX-FM
2 WLAC-AM	WKXX-FM	WVOL-AM
3 WBYO-FM	WLAC-AM	WKDF-FM

**-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WLAC-AM	WKQB-FM	WVOL-AM
3 WBYO-FM	WLAC-AM	WKDF-FM

**-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKQB-FM	WVOL-AM
2 WLAC-AM	WLAC-AM	WKXX-FM
3 WBYO-FM	WKXX-FM	WKDF-FM

### Adults 18-34

**M-S, 6am-Midnight**  
POP(00): 2482

A/M '79	O/N '79	A/M '80
1 WKDF-FM	WSM -FM	WVOL-AM
2 WSM -FM	WKXX-FM	WKQB-FM
3 WLAC-AM	WKDF-FM	WSM -FM
4 WBYO-FM	WLAC-AM	WKDF-FM
5 WKXX-FM	WPOB-FM	WLAC-AM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WSM -FM	WSM -FM	WVOL-AM
2 WKDF-FM	WKXX-FM	WBYO-FM
3 WBYO-FM	WSM -AM	WKXX-FM
4 WKXX-FM	WLAC-AM	WSM -FM
5 WLAC-AM	WKDF-FM	WLAC-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WKDF-FM	WSM -FM	WVOL-AM
2 WSM -FM	WKDF-FM	WKQB-FM
3 WLAC-AM	WKXX-FM	WLAC-AM
4 WBYO-FM	WLAC-AM	WSM -FM
5 WKXX-FM	WVOL-AM	WKDF-FM

### Adults 25-54

**M-S, 6am-Midnight**  
POP(00): 3137

A/M '79	O/N '79	A/M '80
1 WZEZ-FM	WZEZ-FM	WSIX-FM
2 WSIX-FM	WSIX-FM	WZEZ-FM
3 WSM -FM	WSM -AM	WVOL-AM
4 WLAC-AM	WSM -FM	WSM -AM
5 WSM -AM	WLAC-AM	WSM -FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WSIX-FM	WSM -AM	WSIX-FM
2 WZEZ-FM	WSIX-FM	WSM -AM
3 WSM -AM	WZEZ-FM	WVOL-AM
4 WSM -FM	WLAC-AM	WZEZ-FM
5 WLAC-AM	WSIX-AM	WBYO-FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WSM -FM	WZEZ-FM	WZEZ-FM
2 WZEZ-FM	WSM -AM	WSIX-FM
3 WSIX-FM	WSIX-FM	WVOL-AM
4 WLAC-AM	WSM -FM	WLAC-AM
5 WBYO-FM	WLAC-AM	WSM -FM

### Cume Persons Trends/Rankings

Total 12+  
-S, 6am-Midnight  
POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WLAC-AM 1776	WSM -AM 1947	WSM -AM 1571
2 WSM -AM 1326	WLAC-AM 1496	WLAC-AM 1261
3 WSIX-FM 1067	WZEZ-FM 1163	WSIX-FM 1192
4 WZEZ-FM 1036	WSIX-AM 1148	WKXX-FM 1129
5 WBYO-FM 982	WKXX-FM 1088	WZEZ-FM 1032

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WSM -AM
2 WSM -AM	WLAC-AM	WSIX-FM
3 WSIX-FM	WZEZ-FM	WKXX-FM
4 WZEZ-FM	WSIX-AM	WVOL-AM
5 WBYO-FM	WSIX-FM	WLAC-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WLAC-AM
2 WSM -AM	WZEF-FM	WZEZ-FM
3 WBYO-FM	WLAC-AM	WSM -AM
4 WZEZ-FM	WKXX-FM	WVOL-AM
5 WSIX-FM	WSM -FM	WSIX-FM

**Teens**  
-S, 6am-Midnight  
POP(00): 82R

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WLAC-AM	WLAC-AM
3 WKDF-FM	WKQB-FM	WKQB-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WLAC-AM	WVOL-AM
3 WBYO-FM	WKQB-FM	WLAC-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WLAC-AM	WVOL-AM
3 WBYO-FM	WKQB-FM	WLAC-AM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 2482

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WLAC-AM	WLAC-AM
2 WBYO-FM	WKXX-FM	WKDF-FM
3 WSM -FM	WSM -FM	WBYO-FM
4 WKXX-FM	WKDF-FM	WKXX-FM
5 WKDF-FM	WSM -AM	WKQB-FM

**M-F, 6-10am**

A/M '79	O/N '79	A/M '80
1 WSM -FM	WLAC-AM	WBYO-FM
2 WBYO-FM	WSM -FM	WLAC-AM
3 WLAC-AM	WKXX-FM	WKDF-FM
4 WKXX-FM	WSM -AM	WSM -FM
5 WKDF-FM	WKDF-FM	WVOL-AM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WSM -FM	WKDF-FM
3 WSM -FM	WKXX-FM	WSM -FM
4 WBYO-FM	WKDF-FM	WKQB-FM
5 WKXX-FM	WSM -AM	WBYO-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 3137

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WSM -AM
2 WSM -AM	WLAC-AM	WSIX-FM
3 WZEZ-FM	WZEZ-FM	WLAC-AM
4 WSIX-FM	WSIX-FM	WZEF-FM
5 WBYO-FM	WSIX-AM	WSM -FM

**M-F, 6-10am**

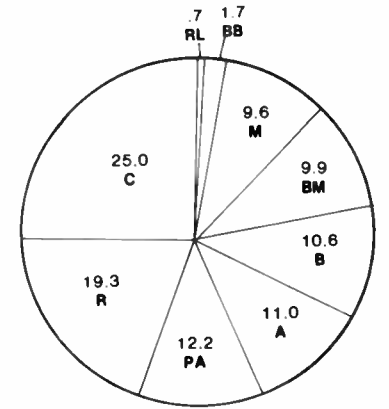
A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WSM -AM
2 WSIX-FM	WZEF-FM	WSIX-FM
3 WSM -AM	WSIX-FM	WZEZ-FM
4 WZEF-FM	WLAC-AM	WBYO-FM
5 WSIX-AM	WSM -FM	WSM -FM

**M-F, 3-7pm**

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WSIX-FM
2 WSIX-FM	WZEZ-FM	WZEF-FM
3 WSM -AM	WLAC-AM	WSM -AM
4 WSM -FM	WLAC-AM	WLAC-AM
5 WZEZ-FM	WSM -FM	WSM -FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Nassau-Suffolk

METRO RANK **10**

## A/M '80 Market Overview

Because this metro is contained within New York City, Nassau received additional sample and was surveyed for 12 weeks this spring. This was the first Quarterly Measurement survey for the New York-Long Island area. Previously surveyed only once yearly, the Nassau-Suffolk area will now also be measured in the fall.

The top three overall stations in this metro were New York properties, but **WBLI** ranked fourth 12+ and was the top Long Island station. **WBLI** ranked behind **WNBC** and **WPLJ** in the 18-34 demo, but was the top local station. Likewise, there were several New York stations ahead of **WBLI** in the 25-54 rankings, but **WBLI** was again the top local station. **WTFM** doubled its 18-34 audience since last year, and ranked second among local stations in that category. In the 25-54 breakout, **WCTO** was close behind **WBLI**.

Part of the reason for the improved showing by **WBLI** may have been the station's more aggressive ad campaign. A larger ad budget was used in various media — newspaper was heaviest followed by billboards, TV, and busboards. On-air, the promotions centered around the "Great Gas Giveaway," in which 106 people were given 106 gallons of gas each. Musically, the station shifted from a male 18-24 orientation to a more traditional format. The actual big audience gains were among men 25-34, a most salable demo. This 25-34 strength allowed the station to show well in both the 18-34 and 25-54 rankings.

AOR leader **WLIR** suffered a poor book. The station lost almost half its 18-34 audience, especially among young males. Virtually every daypart, except the evening hours, had significant male audience declines.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM	6.9	WNBC-AM 6.2
2 WCBS-AM	6.2	WOR -AM 5.9
3 WBLI-FM	6.1	WBLS-FM 4.9
4 WOR -AM	5.1	WCBS-AM 4.7
5 WPLJ-FM	4.9	WABC-AM 4.5
6 WNBC-AM	4.7	WBLI-FM 4.2
7 WRFM-FM	4.6	WRFM-FM 3.8
8 WHN -AM	3.9	WPLJ-FM 3.7
9 WHN -AM	3.8	WKTU-FM 3.7
10 WCTO-FM	3.3	WLIR-FM 3.4
11 WCBS-AM	3.1	WINS-AM 3.3
12 WALK-FM	3.1	WCTO-FM 3.2
13 WXLO-FM	3.0	WCBS-AM 3.0
14 WGSB-AM	2.6	WALK-FM 2.5
15 WTFM-FM	2.5	WHN -AM 2.4
16 WLIR-FM	2.5	WXLO-FM 2.4
17 WNEW-AM	2.3	WPAT-FM 2.4
18 WBLS-FM	2.1	WNEW-AM 2.2
19 WMCA-AM	2.0	WTFM-FM 2.1
20 WPAT-FM	1.7	WGSB-AM 2.0
21 WPLR-FM	1.6	WMCA-AM 1.9
22 WBAF-AM	1.5	WYNY-FM 1.9
23 WPAT-FM	1.4	WRCN-FM 1.8
24 WGSB-AM	1.3	WTKO-FM 1.8
25 WHLI-AM	1.2	WHLI-AM 1.5
26 WIOK-FM	1.2	WBAF-AM 1.5
27 WRCN-FM	1.2	WGSB-AM 1.4
28 WQXR-FM	1.2	WPLR-FM 1.1
29 WNEW-AM	1.0	WEZN-FM 1.1
30 WNCN-FM	1.0	WNEW-AM 1.0
31 WPIX-FM	0.9	WQXR-FM 1.0
32 WKTU-FM	0.9	WPIX-FM (R) 1.0
33 WVRV-FM	0.9	WVRV-FM (A) 1.0
34 WYNY-FM	0.8	WALK-AM 0.8
35 WVNJ-FM	0.8	WPAT-FM (CL) 0.7
36 WEZN-FM	0.7	WKCI-FM (CL) 0.6
37 WLIX-AM	0.6	WNCN-FM (CL) 0.5
38 WALK-AM	0.5	WLNG-FM 0.5
39 WGLI-AM	0.4	WDJF-FM 0.4
40 WQXR-AM	0.4	WVNJ-AM 0.4
41 WLNG-FM	0.3	WEVD-FM 0.4
42 WRKI-FM	0.3	WYFA-AM 0.4
43 WLNG-AM	0.1	WGLI-AM 0.3
44 WRCN-AM		WQXR-AM 0.3
45		WLNG-AM 0.2
46		WRCN-AM 0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WCBS-AM	222	WOR -AM 232
3 WBLI-FM	218	WBLS-FM 191
4 WOR -AM	182	WCBS-AM 183
5 WPLJ-FM	176	WABC-AM 176
6 WNBC-AM	168	WBLI-FM 165
7 WRFM-FM	165	WRFM-FM 150
8 WINS-AM	139	WPLJ-FM 145
9 WHN -AM	134	WKTU-FM 144
10 WCTO-FM	118	WLIR-FM 134

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WNBC-AM	222	WOR -AM 232
3 WABC-AM	218	WBLS-FM 191
4 WBLI-FM	182	WCBS-AM 183
5 WINS-AM	176	WABC-AM 176
6 WNBC-AM	168	WBLI-FM 165
7 WRFM-FM	165	WRFM-FM 150
8 WINS-AM	139	WPLJ-FM 145
9 WHN -AM	134	WKTU-FM 144
10 WCTO-FM	118	WLIR-FM 134

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WNBC-AM	222	WOR -AM 232
3 WABC-AM	218	WBLS-FM 191
4 WBLI-FM	182	WCBS-AM 183
5 WINS-AM	176	WABC-AM 176
6 WNBC-AM	168	WBLI-FM 165
7 WRFM-FM	165	WRFM-FM 150
8 WINS-AM	139	WPLJ-FM 145
9 WHN -AM	134	WKTU-FM 144
10 WCTO-FM	118	WLIR-FM 134

Teens  
M-S, 6am-Midnight  
POP(00): 3482

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WPLJ-FM	218	WPLJ-FM 191
3 WXLO-FM	182	WBLS-FM 183

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WPLJ-FM	218	WPLJ-FM 191
3 WNBC-AM	182	WBLS-FM 183

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPLJ-FM	218	WPLJ-FM 191
2 WABC-AM	182	WBLS-FM 183
3 WXLO-FM	176	WABC-AM 176

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 7050

A/M '79	O/N '79	A/M '80
1 WBLI-FM	245	WNBC-AM 241
2 WPLJ-FM	218	WBLS-FM 191
3 WABC-AM	182	WPLJ-FM 183
4 WNBC-AM	176	WBLI-FM 176
5 WCBS-AM	168	WLIR-FM 165
6 WLIR-FM	165	WCBS-AM 150
7 WXLO-FM	139	WKTU-FM 144
8 WBLS-FM	134	WABC-AM 144
9 WPLR-FM	134	WXLO-FM 144
10 WNEW-AM	118	WYNY-FM 134

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WBLI-FM	245	WNBC-AM 241
2 WABC-AM	218	WBLI-FM 191
3 WNBC-AM	182	WBLS-FM 183
4 WPLJ-FM	176	WPLJ-FM 176
5 WCBS-AM	168	WLIR-FM 165
6 WNBC-AM	165	WABC-AM 150
7 WINS-AM	139	WKTU-FM 144
8 WXLO-FM	134	WABC-AM 144
9 WGSB-AM	134	WYNY-FM 144
10 WLIR-FM	118	WYNY-FM 134

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WBLI-FM	218	WBLI-FM 191
3 WNBC-AM	182	WBLS-FM 183
4 WPLJ-FM	176	WPLJ-FM 176
5 WLR-FM	168	WLIR-FM 165
6 WCBS-AM	165	WABC-AM 150
7 WINS-AM	139	WKTU-FM 144
8 WXLO-FM	134	WYNY-FM 144
9 WGSB-AM	134	WYNY-FM 144
10 WBAF-FM	118	WYNY-FM 134

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11172

A/M '79	O/N '79	A/M '80
1 WBLI-FM	245	WABC-AM 241
2 WABC-AM	218	WBLS-FM 191
3 WHN -AM	182	WNBC-AM 183
4 WCBS-AM	176	WCBS-AM 176
5 WRFM-FM	168	WOR -AM 165
6 WCTO-FM	165	WBLI-FM 150
7 WNBC-AM	139	WBLI-FM 144
8 WOR -AM	134	WCBS-AM 144
9 WINS-AM	134	WRFM-FM 144
10 WCBS-AM	118	WINS-AM 134

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WABC-AM	218	WABC-AM 191
3 WBLI-FM	182	WCBS-AM 183
4 WHN -AM	176	WNBC-AM 176
5 WINS-AM	168	WINS-AM 165
6 WOR -AM	165	WABC-AM 150
7 WNBC-AM	139	WBLI-FM 144
8 WINS-AM	134	WRFM-FM 144
9 WINS-AM	134	WABC-AM 144
10 WNBC-AM	118	WINS-AM 134

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WNBC-AM	218	WABC-AM 191
3 WPLJ-FM	182	WPLJ-FM 183
4 WCBS-AM	176	WLIR-FM 176
5 WBLI-FM	168	WBLI-FM 165
6 WLIR-FM	165	WYNY-FM 150
7 WLR-FM	139	WYNY-FM 144
8 WLR-FM	134	WABC-AM 144
9 WRFM-FM	134	WABC-AM 144
10 WCTO-FM	118	WYNY-FM 134

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WBLI-FM	218	WABC-AM 191
3 WHN -AM	182	WBLS-FM 183
4 WNBC-AM	176	WNBC-AM 176
5 WCTO-FM	168	WCTO-FM 165
6 WCBS-AM	165	WHN -AM 150
7 WRFM-FM	139	WKTU-FM 144
8 WCBS-AM	134	WBLI-FM 144
9 WINS-AM	134	WOR -AM 144
10 WNEW-AM	118	WYNY-FM 134

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM	5768	WNBC-AM 5024
2 WABC-AM	4602	WABC-AM 4836
3 WINS-AM	4011	WCBS-AM 3762
4 WNBC-AM	3800	WINS-AM 3575
5 WPLJ-FM	3365	WPLJ-FM 2905
6 WOR -AM	2854	WOR -AM 2899
7 WBLI-FM	2705	WBLI-FM 2590
8 WXLO-FM	2408	WKTU-FM 2247
9 WCBS-AM	2331	WBLS-FM 2125
10 WRFM-FM	2259	WXLO-FM 2068

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	5768	WNBC-AM 5024
2 WABC-AM	4602	WABC-AM 4836
3 WINS-AM	4011	WCBS-AM 3762
4 WNBC-AM	3800	WINS-AM 3575
5 WPLJ-FM	3365	WPLJ-FM 2905
6 WOR -AM	2854	WOR -AM 2899
7 WBLI-FM	2705	WBLI-FM 2590
8 WXLO-FM	2408	WKTU-FM 2247
9 WCBS-AM	2331	WBLS-FM 2125
10 WRFM-FM	2259	WXLO-FM 2068

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	5768	WNBC-AM 5024
2 WNBC-AM	4602	WABC-AM 4836
3 WINS-AM	4011	WCBS-AM 3762
4 WNBC-AM	3800	WINS-AM 3575
5 WINS-AM	3365	WINS-AM 2905
6 WBLI-FM	2854	WBLI-FM 2899
7 WPLJ-FM	2705	WBLI-FM 2590
8 WHN -AM	2408	WHN -AM 2247
9 WRFM-FM	2331	WRFM-FM 2125
10 WLIR-FM	2259	WLIR-FM 2068

Teens  
M-S, 6am-Midnight  
POP(00): 3482

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WPLJ-FM	218	WPLJ-FM 191
3 WNBC-AM	182	WBLS-FM 183

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WPLJ-FM	218	WPLJ-FM 191
3 WNBC-AM	182	WBLS-FM 183

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPLJ-FM	218	WPLJ-FM 191
2 WABC-AM	182	WBLS-FM 183
3 WNBC-AM	176	WABC-AM 176

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 7050

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WPLJ-FM	218	WPLJ-FM 191
3 WNBC-AM	182	WBLS-FM 183

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WNBC-AM	218	WABC-AM 191
3 WPLJ-FM	182	WPLJ-FM 183
4 WCBS-AM	176	WBLS-FM 176
5 WBLI-FM	168	WBLI-FM 165
6 WNBC-AM	165	WLIR-FM 150
7 WLIR-FM	139	WBLI-FM 144
8 WXLO-FM	134	WKTU-FM 144
9 WINS-AM	134	WXLO-FM 144
10 WBAF-FM	118	WYNY-FM 134

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WABC-AM	218	WABC-AM 191
3 WBLI-FM	182	WPLJ-FM 183
4 WPLJ-FM	176	WBLI-FM 176
5 WCBS-AM	168	WLIR-FM 165
6 WNBC-AM	165	WABC-AM 150
7 WLIR-FM	139	WBLI-FM 144
8 WXLO-FM	134	WKTU-FM 144
9 WINS-AM	134	WXLO-FM 144
10 WBAF-FM	118	WYNY-FM 134

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11172

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WNBC-AM	218	WABC-AM 191
3 WPLJ-FM	182	WPLJ-FM 183
4 WCBS-AM	176	WLIR-FM 176
5 WBLI-FM	168	WBLI-FM 165
6 WLIR-FM	165	WYNY-FM 150
7 WLR-FM	139	WYNY-FM 144
8 WINS-AM	134	WABC-AM 144
9 WXLO-FM	134	WYNY-FM 144
10 WBLI-FM	118	WYNY-FM 134

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WABC-AM	245	WNBC-AM 241
2 WABC-AM	218	WABC-AM 191
3 WBLI-FM	182	WCBS-AM 183
4 WINS-AM	176	WINS-AM 176
5 WNBC-AM	168	WINS-AM 165
6 WNBC-AM	165	

# New Bedford-Fall River, MA

METRO RANK

75

## A/M '80 Market Overview

The Expanded Sample Frame technique was implemented here for the first time, with no apparent harm to the caliber of the estimates. In fact, Arbitron was able to obtain 39% more usable diaries this survey, so the estimates are more reliable than in previous years.

Since this market is in Providence's TSA, there are a number of strong Providence signals that intrude into the New Bedford metro. There were a couple of local success stories, however. Perennial leader **WBSM** continued to rule the roost, while **Pop/Adult WMYS** made a dramatic rise.

In 18-34's **WMYS** rose from a mid-6 share last year to mid-14 for the lead. None of the other local stations were close, and only **WPJB** in Providence was also in double digits (with a mid-12 share). **WMYS** had well-balanced appeal among 18-24 and 25-34's.

In the 25-54 demo, **WMYS'** 25-34 strength helped it lead in overall appeal, but the advantage was narrow over **WBSM**, whose strength was primarily 35+. **WBSM's** dominance of the 35+ population allowed it to continue to lead the market. **WBSM** used a varied ad campaign — primarily busboards, backed by billboards and newspaper ads. **WMYS** earned a mid-8 share 25-54 adults in this sweep, while **WBSM** was a share behind. Providence station **WLKW-FM** and **WPJB** also scored in the 7-8 share range in this target.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3911

	A/M '78	A/M '79	A/M '80
1 WBSM-AM	6.7	WBSM-AM	8.4
2 WPRO-AM	6.6	WPJB-FM	8.1
3 WPJB-FM	5.7	WPRO-AM	8.1
4 WPRO-FM	5.6	WPRO-FM	7.3
5 WALE-AM	5.5	WLKW-FM	5.9
6 WLKW-FM	5.2	WBZ -AM	5.3
7 WNBH-AM	4.9	WALE-AM	4.7
8 WHJY-FM	4.5	WPEP-AM	4.5
9 WMYS-FM	4.2	WNBH-AM	4.1
10 WHIM-AM	3.8	WJAR-AM	3.4
11 WJAR-AM	3.4	WHJY-FM	3.2
12 WBZ -AM	3.1	WMYS-FM	3.1
13 WSAR-AM	2.8	WLKW-AM	2.9
14 WLKW-AM	2.8	WJIB-FM	2.6
15 WJIB-FM	2.8	WEEI-FM	2.6
16 WEEI-FM	2.4	WARA-AM	2.2
17 WPEP-AM	2.4	WRLM-FM	2.1
18 WCOZ-FM	2.1	WHIM-AM	1.9
19 WEAN-AM	1.5	WSAR-AM	1.8
20 WRLM-FM	1.5	WEAN-AM	1.3
21 WRKO-AM	1.4	WXKS-FM	1.2
22 WROR-FM	1.4	WAAF-FM	1.0
23 WVBF-FM	1.3	WCOZ-FM	0.9
24 WCIB-FM	1.1	WROR-FM	0.9
25 WBCN-FM	1.1	WHDH-AM	0.9
26 WARA-AM	1.1	WRKO-AM	0.6
27 WAAF-FM	1.1	WBRU-FM	0.4
28 WBRU-FM	0.8	WVBF-FM	0.3
29 WHDH-AM	0.7	WHUE-FM	0.3
30 WFLM-FM	0.7		
31 WEEI-AM	0.6		
32 WRYT-AM	0.4		
33 WBZ -FM	0.4		
34 WNGN-AM	0.3		

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3911

	A/M '78	A/M '79	A/M '80
1 WBSM-AM	48	WBSM-AM	57
2 WPRO-AM	47	WPJB-FM	55
3 WPJB-FM	41	WPRO-AM	55
4 WPRO-FM	40	WPRO-FM	50
5 WALE-AM	39	WLKW-FM	40

M-F, 6-10am			
1 WALE-AM	WALE-AM	WBSM-AM	
2 WPRO-AM	WBSM-AM	WALE-AM	
3 WBSM-AM	WPRO-AM	WPJB-FM	
4 WNBH-AM	WPJB-FM	WSAR-AM	
5 WPRO-FM	WNBH-AM	WMYS-FM	

M-F, 3-7pm			
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-AM	WMYS-FM	
3 WPRO-AM	WPRO-FM	WLKW-FM	
4 WHJY-FM	WLKW-FM	WBSM-AM	
5 WJAR-AM	WBZ -AM	WSAR-AM	

### Teens

M-S, 6am-Midnight

POP(00): 489

	A/M '78	A/M '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-FM	WPRO-FM	
3 WPRO-AM	WPRO-AM	WCOZ-FM	

M-F, 6-10am			
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-FM	WPRO-FM	
3 WPRO-AM	WPRO-AM	WCOZ-FM	

M-F, 3-7pm			
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-FM	WCOZ-FM	
3 WPRO-AM	WPRO-AM	WPRO-FM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1262

	A/M '78	A/M '79	A/M '80
1 WPRO-AM	WPJB-FM	WMYS-FM	
2 WMYS-FM	WPRO-FM	WPJB-FM	
3 WPRO-FM	WPRO-AM	WPRO-FM	
4 WEEI-FM	WEEI-FM	WROR-FM	
5 WCOZ-FM	WMYS-FM	WAAF-FM	

M-F, 6-10am			
1 WPRO-AM	WPJB-FM	WMYS-FM	
2 WMYS-FM	WPRO-FM	WPJB-FM	
3 WPRO-FM	WMYS-FM	WPRO-AM	
4 WNBH-AM	WPRO-AM	WPRO-FM	
5 WSAR-AM	WBZ -AM	WNBH-AM	

M-F, 3-7pm			
1 WPRO-AM	WPJB-FM	WMYS-FM	
2 WPRO-FM	WPRO-AM	WPJB-FM	
3 WMYS-FM	WEEI-FM	WROR-FM	
4 WPJB-FM	WPRO-FM	WCOZ-FM	
5 WBCN-FM	WBZ -AM	WAAF-FM	

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1758

	A/M '78	A/M '79	A/M '80
1 WPRO-AM	WPRO-AM	WMYS-FM	
2 WHIM-AM	WPRO-FM	WLKW-FM	
3 WALE-AM	WNBH-AM	WPJB-FM	
4 WHJY-FM	WBZ -AM	WBSM-AM	
5 WLKW-FM	WBSM-AM	WSAR-AM	

M-F, 6-10am			
1 WPRO-AM	WPRO-AM	WBSM-AM	
2 WALE-AM	WNBH-AM	WPRO-AM	
3 WNBH-AM	WALE-AM	WPJB-FM	
4 WHIM-AM	WBSM-AM	WNBH-AM	
5 WBSM-AM	WBZ -AM	WSAR-AM	

M-F, 3-7pm			
1 WPRO-AM	WPRO-AM	WMYS-FM	
2 WPRO-FM	WBZ -AM	WPJB-FM	
3 WHIM-AM	WEEI-FM	WLKW-FM	
4 WHJY-FM	WNBH-AM	WHJY-FM	
5 WBZ -AM	WPRO-FM	WROR-FM	

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3911

	A/M '78	A/M '79	A/M '80
1 WPRO-AM	1038	WPRO-AM	1019
2 WPJB-FM	801	WPJB-FM	970
3 WPRO-FM	702	WPRO-FM	817
4 WSAR-AM	629	WBZ -AM	666
5 WJAR-AM	612	WJAR-AM	633

M-F, 6-10am			
1 WPRO-AM	WPRO-AM	WPJB-FM	
2 WALE-AM	WPJB-FM	WBSM-AM	
3 WBSM-AM	WPRO-FM	WNBH-AM	
4 WPJB-FM	WBSM-AM	WPRO-FM	
5 WPRO-FM	WBZ -AM	WPRO-AM	

M-F, 3-7pm			
1 WPRO-AM	WPJB-FM	WPJB-FM	
2 WPJB-FM	WPRO-AM	WMYS-FM	
3 WPRO-FM	WPRO-FM	WLKW-FM	
4 WJAR-AM	WLKW-FM	WPRO-FM	
5 WSAR-AM	WBZ -AM	WJAR-AM	

### Teens

M-S, 6am-Midnight

POP(00): 489

	A/M '78	A/M '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-FM	WPRO-FM	
3 WPRO-AM	WPRO-AM	WPRO-AM	

M-F, 6-10am			
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-AM	WPRO-FM	
3 WPRO-AM	WPRO-FM	WAAF-FM	

M-F, 3-7pm			
1 WPJB-FM	WPJB-FM	WPJB-FM	
2 WPRO-FM	WPRO-FM	WPRO-FM	
3 WPRO-AM	WPRO-AM	WAAF-FM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1262

	A/M '78	A/M '79	A/M '80
1 WPRO-AM	WPRO-AM	WPJB-FM	
2 WPJB-FM	WMYS-FM	WMYS-FM	
3 WSAR-AM	WNBH-AM	WPRO-FM	
4 WPRO-FM	WAAF-FM	WPRO-AM	
5 WEEI-FM	WCOZ-FM	WJAR-AM	

### M-F, 6-10am

1 WPRO-AM	WPJB-FM	WPJB-FM
2 WSAR-AM	WPRO-FM	WMYS-FM
3 WPJB-FM	WPRO-AM	WPRO-AM
4 WPRO-FM	WBZ -AM	WPRO-FM
5 WEEI-FM	WMYS-FM	WNBH-AM

### M-F, 3-7pm

1 WPRO-AM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-AM	WMYS-FM
3 WPJB-FM	WPRO-FM	WPRO-FM
4 WSAR-AM	WBZ -AM	WROR-FM
5 WEEI-FM	WEEI-FM	WCOZ-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1758

	A/M '78	A/M '79	A/M '80
1 WPRO-AM	WPRO-FM	WPJB-FM	
2 WJAR-AM	WBSM-AM	WLKW-FM	
3 WLKW-FM	WNBH-AM	WPRO-AM	
4 WSAR-AM	WPJB-FM	WMYS-FM	
5 WPJB-FM	WMYS-FM	WJAR-AM	

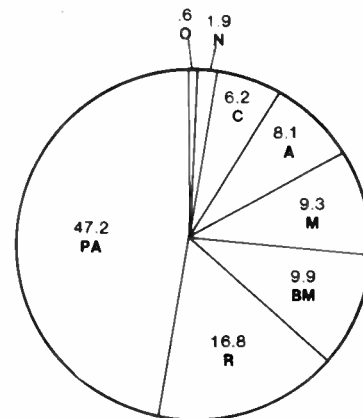
M-F, 6-10am			
1 WPRO-AM	WPRO-AM	WPJB-FM	
2 WALE-AM	WBZ -AM	WNBH-AM	
3 WSAR-AM	WPJB-FM	WPRO-AM	
4 WBSM-AM	WNBH-AM	WMYS-FM	
5 WNBH-AM	WPRO-FM	WSAR-AM	

M-F, 3-7pm			
1 WPRO-AM	WPRO-AM	WPJB-FM	
2 WPRO-FM	WBZ -AM	WMYS-FM	
3 WJAR-AM	WLKW-FM	WLKW-FM	
4 WSAR-AM	WPJB-FM	WHJY-FM	
5 WPJB-FM	WPRO-FM	WSAR-AM	

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# New Haven- West Haven

METRO RANK

78

## A/M '80 Market Overview

In its second book as a contemporary station, **WKCI** made a strong mark. The top station overall remained **Pop/Adult giant WELI**, with its concentration of audience 35+, but there was a real 18-34 battle between **WKCI** and **AOR WPLR**.

In the O/N '79 report **WPLR** was the top 18-34 station with just over a 17 share. In this sweep it was **WKCI** on top, adding several shares up to a low-18 range share, while **WPLR** slipped two shares to a low-15 number. No other stations were even close in young adult appeal. The secret to **WKCI**'s success? Little on-air clutter, an ad campaign using busboards and newspaper ads, and the giveaway of about \$4000 in cash in a bumper sticker promotion. The **WPLR** campaign emphasized busboards and billboards, as well as bumper stickers.

In the key sales demo (25-54), **WELI** was tops, but down several shares. **WELI** recorded almost a 19 share, while the strong 25-34 showing by **WKCI** elevated it several notches to a mid-11 figure. **WELI** spent about \$8000 in an ad campaign which used busboards and billboards, and the on-air product went slightly more contemporary.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 WELI-AM	16.8	21.6
2 WAVZ-AM	10.5	8.4
3 WPLR-FM	8.9	7.9
4 WKCI-FM	7.6	6.2
5 WDRC-FM	5.5	6.0
6 WWYZ-FM	4.8	5.4
7 WNBC-AM	4.5	5.2
8 WKSS-FM	4.2	3.7
9 WEZN-FM	4.2	3.3
10 WTI-C-AM	3.4	2.9
11 WHN -AM	3.1	2.7
12 WCBS-AM	2.9	2.5
13 WTI-C-FM	2.4	2.4
14 WHCN-FM	1.8	1.9
15 WNHC-AM	1.8	1.6
16 WDJZ-AM	1.6	1.6
17 WOR -AM	1.3	1.4
18 WRCH-FM	1.1	1.1
19 WYBC-FM	1.0	0.8
20 WPOP-AM	1.0	0.6
21 WIOF-FM	0.8	0.5
22 WICC-AM	0.6	0.5
23 WNCA-AM	0.6	0.5
24 WCCC-FM	0.5	0.5
25 WQNN-AM	0.5	0.3
26 WNEW-AM	0.5	
27 WINS-AM	0.5	
28 WRCQ-AM	0.3	
29 WQXR-AM	0.3	

### Average Persons Trends/Rankings

A/M '79	O/N '79	A/M '80
1 WELI-AM	104	136
2 WAVZ-AM	65	53
3 WPLR-FM	55	50
4 WKCI-FM	47	39
5 WDRC-FM	34	38

A/M '79	O/N '79	A/M '80
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WKCI-FM	WKCI-FM
3 WPLR-FM	WNBC-AM	WNBC-AM
4 WKCI-FM	WTI-C-AM	WCBS-AM
5 WCBS-AM	WPLR-FM	WPLR-FM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WDR-C-FM	WPLR-FM	WPLR-FM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WDR-C-FM	WPLR-FM	WPLR-FM

A/M '79	O/N '79	A/M '80
1 WPLR-FM	WPLR-FM	WKCI-FM
2 WAVZ-AM	WKCI-FM	WPLR-FM
3 WDRC-FM	WNBC-AM	WNBC-AM
4 WWYZ-FM	WELI-AM	WWYZ-FM
5 WELI-AM	WNBC-AM	WELI-AM

A/M '79	O/N '79	A/M '80
1 WPLR-FM	WKCI-FM	WKCI-FM
2 WAVZ-AM	WELI-AM	WNBC-AM
3 WDRC-FM	WPLR-FM	WPLR-FM
4 WWYZ-FM	WWYZ-FM	WELI-AM
5 WELI-AM	WNBC-AM	WWYZ-FM

A/M '79	O/N '79	A/M '80
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WWYZ-FM	WKCI-FM
3 WKCI-FM	WKCI-FM	WNBC-AM
4 WWYZ-FM	WEZN-FM	WWYZ-FM
5 WKSS-FM	WNBC-AM	WCBS-AM

A/M '79	O/N '79	A/M '80
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WWYZ-FM	WKCI-FM
3 WKCI-FM	WKCI-FM	WWYZ-FM
4 WWYZ-FM	WEZN-FM	WNBC-AM
5 WKSS-FM	WNBC-AM	WEZN-FM

### Cume Persons Trends/Rankings

A/M '79	O/N '79	A/M '80
1 WELI-AM	1142	1573
2 WAVZ-AM	823	889
3 WPLR-FM	726	802
4 WDRC-FM	534	586
5 WNBC-AM	531	498

A/M '79	O/N '79	A/M '80
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC-AM	WKCI-FM
3 WPLR-FM	WKCI-FM	WNBC-AM
4 WNBC-AM	WPLR-FM	WCBS-AM
5 WDRC-FM	WTI-C-AM	WPLR-FM

A/M '79	O/N '79	A/M '80
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC-AM	WKCI-FM
3 WPLR-FM	WKCI-FM	WNBC-AM
4 WKCI-FM	WPLR-FM	WPLR-FM
5 WDRC-FM	WWYZ-FM	WCBS-AM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WDRC-FM	WKCI-FM	WPLR-FM
3 WPLR-FM	WPLR-FM	WDRC-FM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WAVZ-AM	WPLR-FM	WKCI-FM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WDR-C-FM	WPLR-FM	WKCI-FM

A/M '79	O/N '79	A/M '80
1 WPLR-FM	WKCI-FM	WKCI-FM
2 WAVZ-AM	WNBC-AM	WNBC-AM
3 WDRC-FM	WELI-AM	WPLR-FM
4 WWYZ-FM	WPLR-FM	WWYZ-FM
5 WNBC-AM	WWYZ-FM	WELI-AM

A/M '79	O/N '79	A/M '80
1 WPLR-FM	WELI-AM	WKCI-FM
2 WAVZ-AM	WNBC-AM	WNBC-AM
3 WDRC-FM	WKCI-FM	WELI-AM
4 WWYZ-FM	WPLR-FM	WPLR-FM
5 WNBC-AM	WWYZ-FM	WWYZ-FM

A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WDR-C-FM	WPLR-FM	WPLR-FM
4 WWYZ-FM	WWYZ-FM	WWYZ-FM
5 WNBC-AM	WELI-AM	WELI-AM

A/M '79	O/N '79	A/M '80
1 WFLI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC-AM	WNBC-AM
3 WKCI-FM	WKCI-FM	WKCI-FM
4 WPLR-FM	WWYZ-FM	WCBS-AM
5 WNBC-AM	WEZN-FM	WWYZ-FM

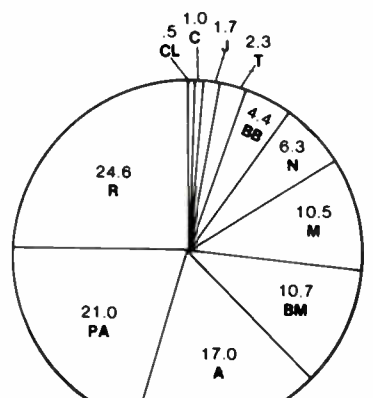
A/M '79	O/N '79	A/M '80
1 WFLI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC-AM	WNBC-AM
3 WKCI-FM	WWYZ-FM	WKCI-FM
4 WPLR-FM	WCBS-AM	WCBS-AM
5 WWYZ-FM	WKCI-FM	WWYZ-FM

A/M '79	O/N '79	A/M '80
1 WFLI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC-AM	WNBC-AM
3 WKCI-FM	WWYZ-FM	WKCI-FM
4 WWYZ-FM	WKCI-FM	WCBS-AM
5 WPLR-FM	WEZN-FM	WWYZ-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

*"The Top Ten Hits Of All Time," "Platinum Meltdown," and "The Magic of Christmas" from TM Special Projects.*



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# New Orleans

METRO RANK

34

## A/M '80 Market Overview

The Spring New Orleans Quarterly Measurement sweep showed considerable flux in the standings. Two significant factors implemented by Arbitron may have affected the results. ESF was introduced this sweep, and there was a much heavier diary return due to additional sample having been placed. These factors combined to allow for better representation of previously under-reported demos, like men 18-24. In the Fall '79 survey, there were 96 usable diaries returned from men 18-24, but in this sweep the total rose to 141 (a 47% boost).

Given this perspective, the results may not be too surprising. The older-skewing former market leader, **WBYU**, slipped, while stations such as **WEZB** and **WYLD-FM** had hot books. **WEZB** was the new market leader, more than doubling its overall share since changing from Dancemusic to Top 40. **WEZB** became the teen leader (teens are the single biggest factor in its audience), but more than doubled its share of the 18-34 audience as well, owning more than a 14 share. To promote during the 12-week survey, **WEZB** gave away a VTR and TV every weekday for a month, with registration via a newspaper ad. Over 16,000 entries were received in this contest.

Jazz station **WYLD-FM** was the new runner-up 18-34, surging from a mid-7 share to an 11, with hefty increases in its male and teen audience figures. No other stations scored in double digits 18-34, but

**WRNO** and **WTIX** are still important factors. **WRNO** ran on-air announcements during the Fall book, but had an even better 18-34 share this sweep without them. The AOR station earned a 9 share in young adults, with a male orientation; while Top 40 **WTIX** was just a fraction behind. **WTIX** was looking to go more adult with its appeal, and succeeded. Not only did it improve its 18-34 stance, but it also increased impressively among 25-54's. **WTIX** was able to generate consistent appeal through a campaign of TV spots and busboards, while also giving away approximately \$20,000 in a telephone contest.

The leading station 25-54 category remained **Beautiful Music WBYU**, but it slipped almost three shares to a mid-11 figure. Gains by **WTIX** and **WSHO** nibbled into **WBYU**'s lead. **Beautiful Music** stations often slip with the introduction of **ESF**; it will be interesting to see if **WBYU** rebounds as **ESF** implementation becomes more stabilized.

**WSHO**, the only Country station, increased almost 50% 25-54, compared to the Fall survey. Like **WTIX**, **WSHO** won a share just under 10. **WSHO** was in the process of being sold during the last book, so this effort was its first under new guidance. Among the new features are a completely different air staff, more news, and traffic reports. Advertising consisted of a heavy TV effort with some dollars also going into billboards.

Arbitron was overly successful in obtaining consenting **ESF** homes this survey — 37% of the diaries were returned from **ESF** persons, while Arbitron estimated that 31% of the metro homes were not available in listed directories. As Arbitron adjusts to come closer to the 31% figure in future surveys, it will be interesting to measure the impact.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 9319

	A/M '79	O/N '79	A/M '80
1 WBYU-FM	11.5	WB YU-FM	11.6
2 WTIX-AM	8.7	WSMB-AM	7.4
3 WQUE-FM	7.4	WQUE-FM	6.9
4 WRNO-FM	7.4	WTIX-AM	6.8
5 WSMB-AM	7.2	WGSO-AM	6.3
6 WNOE-AM	6.3	WLL -AM	6.2
7 WLL -AM	5.6	WNOE-AM	4.9
8 WNOE-AM	5.0	WNOE-AM	4.6
9 WGSO-AM	4.9	WRNO-FM	4.4
10 WYLD-AM	4.8	WXEL-FM	4.4
11 WSHO-AM	4.8	WSHO-AM	4.4
12 WLL -FM	3.9	WYLD-AM	4.3
13 WYLD-FM	3.6	WEZB-FM	4.2
14 WEZB-FM	3.0	WYLD-FM	3.8
15 WXEL-FM	2.9	WLL -FM	3.4
16 WWJW-AM	2.5	WBOK-AM	2.9
17 WBOK-AM	2.3	WNNR-AM	2.7
18 WNNR-AM	1.4	WWJW-AM	2.6
19 WVOC-AM	1.0	WVOC-AM	1.2
20		WARB-AM	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9319

	A/M '79	O/N '79	A/M '80
1 WBYU-FM	133	WB YU-FM	146
2 WTIX-AM	101	WSMR-AM	93
3 WQUE-FM	85	WQUE-FM	87
4 WRNO-FM	85	WTIX-AM	85
5 WSMB-AM	83	WGSO-AM	79

**M-F, 8-10am**

1 WTIX-AM	WB YU-FM	WTIX-AM
2 WBYU-FM	WSMB-AM	WSMB-AM
3 WLL -AM	WLL -AM	WLL -AM
4 WGSO-AM	WTIX-AM	WGSO-AM
5 WSMB-AM	WGSO-AM	WEZB-FM

**M-F, 3-7pm**

1 WBYU-FM	WB YU-FM	WEZB-FM
2 WTIX-AM	WQUE-FM	WTIX-AM
3 WQUE-FM	WTIX-AM	WB YU-FM
4 WRNO-FM	WNOE-AM	WYLD-FM
5 WNOE-AM	WSMB-AM	WRNO-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1280

	A/M '79	O/N '79	A/M '80
1 WTIX-AM	WNOE-AM	WEZB-FM	
2 WNOE-AM	WTIX-AM	WTIX-AM	
3 WQUE-FM	WQUE-FM	WYLD-FM	

**M-F, 6-10am**

1 WTIX-AM	WTIX-AM	WEZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 WQUE-FM	WQUE-FM	WNOE-AM

**M-F, 3-7pm**

1 WTIX-AM	WNOE-AM	WEZB-FM
2 WNOE-AM	WQUE-FM	WTIX-AM
3 WQUE-FM	WTIX-AM	WYLD-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 3486

	A/M '79	O/N '79	A/M '80
1 WRNO-FM	917	WQUE-FM	917
2 WQUE-FM	874	WNOE-FM	874
3 WRNO-FM	794	WTIX-AM	794
4 WQUE-FM	723	WRNO-FM	723
5 WNOE-AM	713	WNOE-AM	713

**M-F, 6-10am**

1 WTIX-AM	WQUE-FM	WEZB-FM
2 WQUE-FM	WB YU-FM	WTIX-AM
3 WNOE-AM	WNOE-FM	WRNO-FM
4 WNOE-FM	WRNO-FM	WNOE-FM
5 WRNO-FM	WTIX-AM	WNOE-AM

**M-F, 3-7pm**

1 WRNO-FM	WQUE-FM	WFZB-FM
2 WQUE-FM	WYLD-FM	WYLD-FM
3 WNOE-FM	WRNO-FM	WTIX-AM
4 WNOE-FM	WRNO-FM	WNOE-FM
5 WRNO-FM	WTIX-AM	WNOE-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 4462

	A/M '79	O/N '79	A/M '80
1 WBYU-FM	WB YU-FM	WB YU-FM	
2 WTIX-AM	WGSO-AM	WSHO-AM	
3 WQUE-FM	WLL -AM	WTIX-AM	
4 WSHO-AM	WQUE-FM	WYLD-FM	
5 WGSO-AM	WTIX-AM	WEZB-FM	

**M-F, 6-10am**

1 WTIX-AM	WB YU-FM	WTIX-AM
2 WBYU-FM	WLL -AM	WLL -AM
3 WGSO-AM	WGSO-AM	WB YU-FM
4 WLL -AM	WTIX-AM	WSHO-AM
5 WQUE-FM	WNOE-AM	WGSO-AM

**M-F, 3-7pm**

1 WBYU-FM	WB YU-FM	WB YU-FM
2 WTIX-AM	WGSO-AM	WTIX-AM
3 WQUE-FM	WSHO-AM	WYLD-FM
4 WGSO-AM	WQUE-FM	WSHO-AM
5 WSHO-AM	WTIX-AM	WEZB-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9319

	A/M '79	O/N '79	A/M '80
1 WTIX-AM	2170	WTIX-AM	2192
2 WQUE-FM	1656	WLL -AM	1734
3 WNOE-AM	1642	WB YU-FM	1618
4 WBYU-FM	1580	WQUE-FM	1604
5 WLL -AM	1337	WGSO-AM	1566

**M-F, 6-10am**

1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WB YU-FM	WEZB-FM
3 WQUE-FM	WLL -AM	WLL -AM
4 WLL -AM	WQUE-FM	WGSO-AM
5 WBYU-FM	WNOE-AM	WBYU-FM

**M-F, 3-7pm**

1 WTIX-AM	WQUE-FM	WTIX-AM
2 WQUE-FM	WTIX-AM	WEZB-FM
3 WNOE-AM	WB YU-FM	WB YU-FM
4 WBYU-FM	WNOE-AM	WQUE-FM
5 WRNO-FM	WLL -AM	WYLD-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1280

	A/M '79	O/N '79	A/M '80
1 WTIX-AM	WNOE-AM	WTIX-AM	
2 WNOE-AM	WNOE-AM	WEZB-FM	
3 WQUE-FM	WQUE-FM	WTIX-AM	

**M-F, 6-10am**

1 WQUE-FM	WTIX-AM	WEZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 WQUE-FM	WQUE-FM	WNOE-AM

**M-F, 3-7pm**

1 WTIX-AM	WTIX-AM	WEZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 WQUE-FM	WQUE-FM	WQUE-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 3486

	A/M '79	O/N '79	A/M '80
1 WQUE-FM	917	WQUE-FM	917
2 WTIX-AM	874	WNOE-FM	874
3 WRNO-FM	794	WTIX-AM	794
4 WQUE-FM	723	WRNO-FM	723
5 WNOE-AM	713	WNOE-AM	713

**M-F, 6-10am**

1 WQUE-FM	WQUE-FM	WTIX-AM
2 WTIX-AM	WTIX-AM	WEZB-FM
3 WNOE-AM	WNOE-FM	WRNO-FM
4 WRNO-FM	WRNO-FM	WQUE-FM
5 WNOE-FM	WNOE-AM	WQUE-FM

**M-F, 3-7pm**

1 WQUE-FM	WQUE-FM	WTIX-AM
2 WTIX-AM	WNOE-FM	WEZB-FM
3 WRNO-FM	WRNO-FM	WQUE-FM
4 WQUE-FM	WTIX-AM	WRNO-FM
5 WNOE-FM	WEZB-FM	WYLD-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 4462

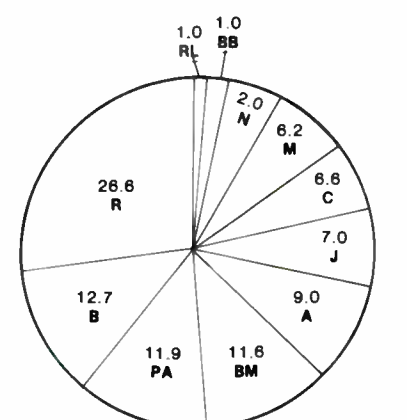
	A/M '79	O/N '79	A/M '80
1 WTIX-AM	WLL -AM	WTIX-AM	
2 WBYU-FM	WTIX-AM	WB YU-FM	
3 WLL -AM	WB YU-FM	WLL -AM	
4 WGSO-AM	WGSO-AM	WQUE-FM	
5 WQUE-FM	WQUE-FM	WEZB-FM	

**M-F, 6-10am**

1 WTIX-AM	WB YU-FM	WTIX-AM
2 WTIX-AM	WLL -AM	WLL -AM
3 WGSO-AM	WTIX-AM	WB YU-FM
4 WLL -AM	WGSO-AM	WEZB-FM
5 WQUE-FM	WNOE-AM	WGSO-AM

**M-F, 3-7pm**

1 WTIX-AM	WB YU-FM	WTIX-AM
2 WBYU-FM	WLL -AM	WB YU-FM
3 WQUE-FM	WTIX-AM	WQUE-FM
4 WLL -AM	WQUE-FM	WEZB-FM
5 WGSO-AM	WGSO-AM	WSHO-AM



### Format Legend

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

# New York

METRO RANK



## A/M '80 Market Overview

Quarterly Measurement entered New York City for the first time this spring, and the results of the 12-week survey again showed the strength of **WBLS** and **WKTU** among young adults, while **WCBS** led in appeal to the 35-54 audience.

There was a tremendous oversampling in this report — approximately 2600 extra diaries came back, a 62% increase over last spring's four-week sweep. This additional diary return means a more reliable report, so advertisers can have better confidence in these ratings estimates.

In 18-34's, the **WBLS-WKTU** combination still accounted for about 25%. **WBLS** garnered a mid-13 share, up slightly from last spring, while **WKTU** captured a mid-12 number, down slightly from last year. Clearly the urban contemp-

orary appeal of these stations is on target with a vast segment of the audience. Next in terms of appeal among young adults was **ABC's WPLJ**, the AOR leader. **WPLJ** was also third in men 18-24. The station attracted a mid-34 share of young adults, up slightly from the A/M '79 figure.

Although the rankings showed **WBLS** and **WKTU** as the 25-54 leaders, it's important to consider that the bulk of their strength in that target was in the 25-34 demo. If an advertiser were interested in 35+ adults, **WCBS**, **WOR**, **WRFM**, and **WINS** had the biggest audiences. Specifically in 25-54's, **WCBS** would be the leader among the older-skewing stations. The station used subway boards and outdoor boards to advertise itself, while news competitor **WINS** used TV, newspaper ads, and subway posters, the latter a new venture. The station also carried **Yankees** baseball, but its impact in this sweep may have been diluted owing to so much preseason time included in the sweep compared to last year.

Those analyzing data from this report and comparing it to last year's figures should remember that the longer survey period included dates not measured before in this market. That's likely to render exact comparisons impossible.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 137992

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 WKTU-FM	7.6	WBLS-FM	8.7	WBLS-FM	7.1	WBLS-FM (B) 8.1
2 WOR -AM	7.0	WKTU-FM	6.7	WKTU-FM	6.8	WOR -AM (B) 6.7
3 WBLS-FM	6.4	WOR -AM	5.8	WOR -AM	6.6	WKTU-FM (B) 5.5
4 WABC-AM	5.9	WABC-AM	5.8	WCBS-AM	5.4	WRFM-FM (B) 5.2
5 WCBS-AM	5.0	WRFM-FM	5.5	WRFM-FM	4.7	WCBS-AM (B) 4.9
6 WRFM-FM	4.7	WCBS-AM	5.0	WABC-AM	4.6	WABC-AM (B) 4.7
7 WINS-AM	4.6	WINS-AM	4.7	WINS-AM	4.4	WINS-AM (B) 4.5
8 WPAT-FM	4.1	WPLJ-FM	3.8	WMCA-AM	3.2	WNBC-AM (B) 4.1
9 WPLJ-FM	3.5	WHCA-AM	3.4	WNBC-AM	3.2	WPAT-FM (B) 3.9
10 WNEW-AM	3.4	WHN -AM	2.9	WPLJ-FM	3.2	WPLJ-FM (B) 3.4
11 WMCA-AM	3.0	WADO-AM	2.8	WCBS-FM	3.1	WHN -AM (B) 3.1
12 WHN -AM	3.0	WNBC-AM	2.8	WPAT-FM	3.0	WPAT-FM (B) 3.1
13 WCBS-FM	2.9	WPAT-FM	2.7	WPAT-FM	2.9	WMCA-AM (B) 2.9
14 WNEW-AM	2.8	WXLO-FM	2.6	WADO-AM	2.8	WNEW-AM (B) 2.6
15 WNBC-AM	2.7	WNEW-AM	2.6	WNEW-AM	2.7	WNEW-AM (B) 2.5
16 WXLO-FM	2.5	WCBS-FM	2.4	WHN -AM	2.7	WADO-AM (B) 2.4
17 WJIT-AM	2.1	WPAT-FM	2.4	WYNY-FM	2.1	WADO-AM (B) 2.3
18 WADO-AM	2.0	WNEW-FM	2.3	WNEW-AM	2.0	WYNY-FM (A) 2.3
19 WPAT-AM	2.0	WJIT-AM	2.1	WJIT-AM	1.9	WXLO-FM (B) 1.9
20 WYNY-FM	2.0	WTFM-FM	1.8	WTFM-FM	1.7	WTFM-FM (B) 1.7
21 WTFM-FM	1.8	WRVR-FM	1.3	WXLO-FM	1.7	WJIT-AM (B) 1.6
22 WPIX-FM	1.1	WYNY-FM	1.2	WPIX-FM	1.2	WJIT-AM (B) 1.5
23 WRVR-FM	1.1	WLIB-AM	1.1	WQXR-FM	1.1	WRVR-FM (B) 1.4
24 WQXR-FM	1.0	WPIX-FM	1.1	WNCN-FM	1.1	WQXR-FM (B) 1.3
25 WVNJ-FM	0.9	WLIR-FM	1.1	WRVR-FM	1.1	WRVR-FM (B) 1.2
26 WNCN-FM	0.7	WVNJ-FM	1.1	WVNJ-FM	0.9	WNCN-FM (B) 0.8
27 WLIR-FM	0.7	WQXR-FM	0.9	WVNJ-FM	0.8	WJIT-AM (B) 0.7
28 WBLI-FM	0.7	WHLI-AM	0.9	WCTO-FM	0.8	WVNJ-FM (B) 0.7
29 WLIB-AM	0.5	WVNJ-AM	0.8	WHLI-AM	0.8	WHLI-AM (B) 0.6
30 WVNJ-AM	0.5	WHUD-FM	0.7	WURL-AM	0.7	WURL-AM (B) 0.6
31 WCTO-FM	0.5	WNCN-FM	0.6	WLIR-FM	0.7	WLIR-FM (B) 0.5
32 WQXR-AM	0.4	WURL-AM	0.6	WNJR-AM	0.6	WCTO-FM (B) 0.5
33 WALK-FM	0.4	WBLI-FM	0.5	WBLI-FM	0.6	WHUD-FM (B) 0.4
34 WURL-AM	0.4	WMGO-FM	0.5	WLIB-AM	0.5	WVNJ-AM (B) 0.4
35 WGSN-AM	0.4	WNJR-AM	0.5	WEZM-FM	0.5	WLIR-FM (B) 0.4
36 WMGO-FM	0.4	WVDJ-AM	0.4	WCTC-AM	0.4	WCTC-AM (B) 0.4
37 WEVD-FM	0.3	WALK-FM	0.4	WALK-FM	0.4	WLIB-AM (B) 0.4
38 WBXX-AM	0.3	WKX-FM	0.3	WQXR-AM	0.5	WCTC-AM (B) 0.4
39 WNJR-AM	0.3	WQXR-AM	0.3	WMGO-FM	0.4	WQXR-AM (B) 0.4
40 WVDJ-AM	0.3	WJLK-FM	0.2	WIOK-FM	0.4	WVDJ-AM (B) 0.3
41 WIOK-FM	0.3	WALK-AM	0.1	WHUD-FM	0.3	WALK-FM (B) 0.3
42 WEVD-AM	0.2	WJLK-AM	0.1	WHUD-FM	0.3	WEVD-AM (B) 0.3
43 WALK-AM	0.1			WBXX-AM	0.3	WJLK-FM (B) 0.3
44				WALK-AM	0.3	WALK-AM (B) 0.3
45						WABF-FM (A) 0.3
46						WBXX-AM (B) 0.3
47						WOXR-AM (B) 0.2

### Average Persons Trends/Rankings

#### Total 12+

M-S, 6am-Midnight  
POP(00): 137992

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM	1910	WBLS-FM	2159	WBLS-FM	1750	WBLS-FM	1886	WBLS-FM	2017
2 WOR -AM	1758	WKTU-FM	1664	WKTU-FM	1676	WOR -AM	1600	WKTU-FM	1657
3 WBLS-FM	1597	WOR -AM	1450	WOR -AM	1637	WKTU-FM	1517	WCBS-AM	1353
4 WABC-AM	1469	WABC-AM	1443	WCBS-AM	1328	WRFM-FM	1309	WOR -AM	1282
5 WCBS-AM	1266	WRFM-FM	1365	WRFM-FM	1161	WCBS-AM	1166	WINS-AM	1204
6 WRFM-FM	1179	WCBS-AM	1235	WABC-AM	1138	WABC-AM	1141	WRFM-FM	1157
7 WINS-AM	1146	WINS-AM	1172	WINS-AM	1088	WINS-AM	1115	WABC-AM	1108
8 WPAT-FM	1023	WPLJ-FM	943	WHCA-AM	795	WNBC-AM	1016	WNBC-AM	1016
9 WPLJ-FM	870	WHCA-AM	839	WNBC-AM	793	WPAT-FM	954	WPLJ-FM	968
10 WNEW-AM	842	WHN -AM	735	WPLJ-FM	788	WPLJ-FM	934	WPAT-FM	853
<b>MF, 6-10am</b>									
1 WOR -AM		WOR -AM		WOR -AM		WOR -AM		WCBS-AM	
2 WCBS-AM		WINS-AM		WCBS-AM		WINS-AM		WINS-AM	
3 WINS-AM		WCBS-AM		WINS-AM		WCBS-AM		WOR -AM	
4 WABC-AM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
5 WKTU-FM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
6 WBLS-FM		WRFM-FM		WRFM-FM		WRFM-FM		WKTU-FM	
7 WRFM-FM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
8 WNEW-AM		WKTU-FM		WADO-AM		WKTU-FM		WRFM-FM	
9 WHN -AM		WADO-AM		WRFM-FM		WABC-AM		WNEW-AM	
10 WPAT-FM		WNEW-AM		WNEW-AM		WNEW-AM		WPLJ-FM	
<b>MF, 3-7pm</b>									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WKTU-FM		WKTU-FM		WABC-AM	
3 WABC-AM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
4 WCBS-AM		WRFM-FM		WRFM-FM		WRFM-FM		WRFM-FM	
5 WRFM-FM		WCBS-AM		WCBS-AM		WCBS-AM		WABC-AM	
6 WPAT-FM		WPLJ-FM		WPLJ-FM		WPLJ-FM		WNEW-AM	
7 WOR -AM		WINS-AM		WINS-AM		WINS-AM		WRFM-FM	
8 WPLJ-FM		WHN -AM		WPAT-FM		WHN -AM		WNBC-AM	
9 WHN -AM		WNBC-AM		WPLJ-FM		WCBS-AM		WMCA-AM	
10 WMCA-AM		WPAT-FM		WHN -AM		WPAT-FM		WPAT-FM	

#### Teens

M-S, 6am-Midnight  
POP(00): 16584

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WPLJ-FM		WKTU-FM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WBLS-FM		WABC-AM		WABC-AM		WABC-AM		WPLJ-FM	
<b>MF, 6-10am</b>									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WABC-AM		WABC-AM		WABC-AM		WABC-AM		WNBC-AM	
3 WBLS-FM		WNBC-AM		WKTU-FM		WBLS-FM		WABC-AM	
<b>MF, 3-7pm</b>									
1 WKTU-FM		WBLS-FM		WKTU-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WBLS-FM		WKTU-FM		WBLS-FM	
3 WABC-AM		WPLJ-FM		WABC-AM		WABC-AM		WABC-AM	
4 WNEW-FM		WABC-AM		WNEW-FM		WABC-AM		WABC-AM	
5 WPLJ-FM		WNEW-FM		WCBS-FM		WYNY-FM		WNBC-AM	
6 WCBS-FM		WCBS-FM		WYNY-FM		WNBC-AM		WNBC-AM	
7 WXLO-FM		WXLO-FM		WABC-AM		WYNY-FM		WYNY-FM	
8 WNBC-AM		WNBC-AM		WNBC-AM		WCBS-FM		WCBS-FM	
9 WYNY-FM		WTFM-FM		WTFM-FM		WXLO-FM		WXLO-FM	
10 WJIT-AM		WYNY-FM		WXLO-FM		WTFM-FM		WRVR-FM	
<b>MF, 6-10am</b>									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WABC-AM		WKTU-FM		WKTU-FM		WNBC-AM		WKTU-FM	
3 WBLS-FM		WABC-AM		WNBC-AM		WNBC-AM		WNBC-AM	
4 WNEW-FM		WPLJ-FM		WPLJ-FM		WPLJ-FM		WPLJ-FM	
5 WPLJ-FM		WNEW-FM		WNEW-FM		WABC-AM		WABC-AM	
6 WINS-AM		WNBC-AM		WABC-AM		WNEW-FM		WNEW-FM	
7 WCBS-AM		WCBS-FM		WCBS-FM		WYNY-FM		WCBS-AM	
8 WNBC-AM		WXLO-FM		WINS-AM		WYNY-FM		WCBS-FM	
9 WYNY-FM		WTFM-FM		WTFM-FM		WCBS-FM		WCBS-FM	
10 WXLO-FM		WCBS-AM		WCBS-AM		WINS-AM		WINS-AM	
<b>MF, 3-7pm</b>									
1 WKTU-FM		WBLS-FM		WKTU-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WBLS-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WPLJ-FM		WABC-AM		WABC-AM		WPLJ-FM	
4 WNEW-FM		WABC-AM		WCBS-FM		WPLJ-FM		WNEW-FM	
5 WPLJ-FM		WNEW-FM		WABC-AM		WABC-AM		WCBS-FM	
6 WCBS-FM		WCBS-FM		WNEW-FM		WYNY-FM		WABC-AM	
7 WYNY-FM		WNBC-AM		WYNY-FM		WNBC-AM		WYNY-FM	
8 WXLO-FM		WXLO-FM		WNBC-AM		WCBS-FM		WNBC-AM	
9 WNBC-AM		WTFM-FM		WTFM-FM		WTFM-FM		WPI X-FM	
10 WHN -AM		WYNY-FM		WPI X-FM		WXLO-FM		WXLO-FM	

#### Adults 25-54

M-S, 6am-Midnight  
POP(00): 65155

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WABC-AM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WRFM-FM		WCBS-FM		WABC-AM		WABC-AM	
4 WOR -AM		WKTU-FM		WCBS-FM		WCBS-AM		WABC-AM	
5 WRFM-FM		WCBS-AM		WABC-AM		WABC-AM		WRFM-FM	
6 WNEW-AM		WHN -AM		WRFM-FM		WRFM-FM		WNBC-AM	
7 WCBS-AM		WADO-AM		WINS-AM		WINS-AM		WNBC-AM	
8 WCBS-FM		WNEW-AM		WADO-AM		WNEW-AM		WNEW-AM	
9 WPAT-FM		WINS-AM		WNBC-AM		WINS-AM		WINS-AM	
10 WADO-AM		WOR -AM		WPAT-FM		WPAT-FM		WNEW-AM	
<b>MF, 6-10am</b>									
1 WOR -AM		WCBS-AM		WINS-AM		WCBS-AM		WCBS-AM	
2 WCBS-AM		WBLS-FM		WCBS-AM		WINS-AM		WINS-AM	
3 WABC-AM		WINS-AM		WNBC-AM		WNBC-AM		WINS-AM	
4 WINS-AM		WABC-AM		WABC-AM		WBLS-FM		WBLS-FM	
5 WNEW-AM		WOR -AM		WABC-AM		WOR -AM		WABC-AM	
6 WBLS-FM		WRFM-FM		WBLS-FM		WRFM-FM		WOR -AM	
7 WKTU-FM		WNEW-AM		WADO-AM		WNEW-AM		WRFM-FM	
8 WRFM-FM		WADO-AM		WNEW-AM		WNEW-AM		WNEW-AM	
9 WHN -AM		WHN -AM		WCBS-FM		WADO-AM		WKTU-FM	
10 WADO-AM		WKTU-FM		WRFM-FM		WRFM-FM		WADO-AM	
<b>MF, 3-7pm</b>									
1 WKTU-FM		WBLS-FM		WBLS-FM		WABC-AM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WRFM-FM		WCBS-AM		WKTU-FM		WABC-AM	
4 WRFM-FM		WHN -AM		WCBS-FM		WHN -AM		WRFM-FM	
5 WHN -AM		WKTU-FM		WABC-AM		WNEW-AM		WCBS-AM	
6 WPAT-FM		WCBS-FM		WRFM-FM		WRFM-FM		WNBC-AM	
7 WOR -AM		WINS-AM		WINS-AM		WHN -AM		WNBC-AM	
8 WPLJ-FM		WNBC-AM		WNBC-AM		WCBS-AM		WCBS-FM	
9 WHN									

# The Game Rating Game And What To Play To Win It!

**David Bowie**  
Scary Monsters



RCA AQL1-3647

Featuring "Ashes To Ashes" and "Fashion"

**DARYL HALL  
JOHN OATES**  
VOICES



RCA AQL1-3646

Featuring The Hit Single, "You've Lost That Lovin' Feeling"

**STEPHANIE MILLS**  
Sweet Sensation




T-603

Featuring The Hit Single, "Never Knew Love Like This Before"

Featuring "Rumours of Glory" and "Grim Travelers"

**BRUCE COCKBURN**  
HUMANS



BXL1-7752

**MUSIC MAN**  
PLAYERS



RCA AHL1-3602

Featuring The Hit Single, "Dukes Of Hazzard"

**BREAKING THROUGH  
THE ICE AGE**  
Ellen Shipley



AFL1-3626

Featuring "This Little Girl," "Fotogenic" and "Solo"

Featuring "Murder," "Babe" and "This Is Japan"

**JACK GREEN**



HUMANESQUE

AFL1-3639

**RCA**   
and  
Associated Labels



# New York

Continued from Page 160

R&R RATINGS REPORT/1980

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 137992

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80					
1	WABC-AM	29534	WABC-AM	30640	WABC-AM	27105	WABC-AM	25883	WABC-AM	25092
2	WINS-AM	26024	WINS-AM	26043	WCBS-AM	24627	WINS-AM	23961	WINS-AM	25070
3	WCBS-AM	24425	WCBS-AM	23467	WINS-AM	23485	WCBS-AM	22780	WCBS-AM	23042
4	WKTU-FM	22727	WKTU-FM	20872	WKTU-FM	21162	WNBC-AM	21952	WNBC-AM	22582
5	WOR -AM	21841	WOR -AM	20352	WOR -AM	20078	WKTU-FM	20097	WBLS-FM	20801
6	WNBC-AM	18190	WBLS-FM	18794	WNBC-AM	19602	WOR -AM	18784	WKTU-FM	20285
7	WBLS-FM	16753	WNBC-AM	18467	WBLS-FM	17828	WBLS-FM	18498	WOR -AM	18311
8	WPLJ-FM	15630	WPLJ-FM	15396	WPLJ-FM	13969	WPLJ-FM	14982	WPLJ-FM	14785
9	WXLO-FM	13627	WRFM-FM	14236	WRFM-FM	13331	WPAT-FM	14323	WCBS-FM	13213
10	WCBS-FM	13516	WXLO-FM	13515	WCBS-FM	12748	WHN -AM	13732	WRFM-FM	12678

**M-F, 6-10am**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WINS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
2	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
4	WOR -AM	WOR -AM	WOR -AM	WNBC-AM	WABC-AM
5	WKTU-FM	WBLS-FM	WNBC-AM	WOR -AM	WBLS-FM
6	WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM	WOR -AM
7	WNBC-AM	WNBC-AM	WBLS-FM	WKTU-FM	WKTU-FM
8	WPLJ-FM	WRFM-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
9	WRFM-FM	WPLJ-FM	WRFM-FM	WRFM-FM	WRFM-FM
10	WHN -AM	WHN -AM	WCBS-FM	WHN -AM	WNEW-AM

**M-F, 3-7pm**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKTU-FM	WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM
3	WCBS-AM	WKTU-FM	WBLS-FM	WKTU-FM	WKTU-FM
4	WBLS-FM	WCBS-AM	WCBS-AM	WNBC-AM	WNBC-AM
5	WNBC-AM	WINS-AM	WINS-AM	WINS-AM	WCBS-AM
6	WPLJ-FM	WPLJ-FM	WINS-AM	WCBS-AM	WINS-AM
7	WINS-AM	WRFM-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
8	WRFM-FM	WNBC-AM	WRFM-FM	WPAT-FM	WRFM-FM
9	WOR -AM	WCBS-FM	WCBS-FM	WRFM-FM	WCBS-FM
10	WXLO-FM	WXLO-FM	WOR -AM	WHN -AM	WPAT-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 16584

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKTU-FM	WPLJ-FM	WNBC-AM	WNBC-AM	WPLJ-FM
3	WPLJ-FM	WKTU-FM	WKTU-FM	WKTU-FM	WNBC-AM

**M-F, 6-10am**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WNBC-AM	WPLJ-FM
2	WPLJ-FM	WBLS-FM	WNBC-AM	WABC-AM	WNBC-AM
3	WKTU-FM	WPLJ-FM	WBLS-FM	WBLS-FM	WKTU-FM

**M-F, 3-7pm**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WBLS-FM	WPLJ-FM
2	WKTU-FM	WKTU-FM	WKTU-FM	WKTU-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WNBC-AM	WPLJ-FM	WNBC-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 45674

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WKTU-FM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM
2	WABC-AM	WKTU-FM	WABC-AM	WABC-AM	WBLS-FM
3	WBLS-FM	WBLS-FM	WBLS-FM	WBLS-FM	WABC-AM
4	WPLJ-FM	WPLJ-FM	WPLJ-FM	WNBC-AM	WNBC-AM
5	WCBS-FM	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM
6	WXLO-FM	WCBS-FM	WCBS-FM	WNEW-FM	WCBS-FM
7	WNBC-AM	WXLO-FM	WNEW-FM	WXLO-FM	WNEW-FM
8	WNEW-FM	WNEW-FM	WXLO-FM	WCBS-FM	WYNY-FM
9	WINS-AM	WINS-AM	WYNY-FM	WYNY-FM	WXLO-FM
10	WCBS-AM	WTFM-FM	WINS-AM	WTFM-FM	WPIX-FM

**M-F, 6-10am**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WBLS-FM	WKTU-FM	WBLS-FM	WKTU-FM
2	WKTU-FM	WABC-AM	WBLS-FM	WABC-AM	WBLS-FM
3	WBLS-FM	WKTU-FM	WABC-AM	WNBC-AM	WNBC-AM
4	WPLJ-FM	WPLJ-FM	WNBC-AM	WKTU-FM	WABC-AM
5	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM	WPLJ-FM
6	WINS-AM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
7	WCBS-AM	WXLO-FM	WCBS-FM	WYNY-FM	WYNY-FM
8	WCBS-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
9	WNEW-FM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-FM
10	WXLO-FM	WCBS-FM	WXLO-FM	WXLO-FM	WCBS-AM

**M-F, 3-7pm**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WKTU-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM
2	WBLS-FM	WKTU-FM	WBLS-FM	WBLS-FM	WBLS-FM
3	WABC-AM	WABC-AM	WABC-AM	WPLJ-FM	WABC-AM
4	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WNBC-AM
5	WNEW-FM	WNBC-AM	WCBS-FM	WNBC-AM	WPLJ-FM
6	WCBS-FM	WNEW-FM	WNBC-AM	WNEW-FM	WNEW-FM
7	WXLO-FM	WCBS-FM	WNEW-FM	WYNY-FM	WYNY-FM
8	WNBC-AM	WXLO-FM	WXLO-FM	WCBS-FM	WCBS-FM
9	WYNY-FM	WTFM-FM	WYNY-FM	WXLO-FM	WPIX-FM
10	WCBS-AM	WYNY-FM	WPIX-FM	WTFM-FM	WXLO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 65155

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WINS-AM	WINS-AM	WCBS-AM	WINS-AM	WABC-AM
3	WCBS-AM	WCBS-AM	WINS-AM	WCBS-AM	WCBS-AM
4	WKTU-FM	WKTU-FM	WNBC-AM	WNBC-AM	WNBC-AM
5	WOR -AM	WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM
6	WCBS-FM	WCBS-FM	WCBS-FM	WBLS-FM	WCBS-FM
7	WBLS-FM	WNBC-AM	WBLS-FM	WHN -AM	WKTU-FM
8	WNEW-AM	WOR -AM	WOR -AM	WCBS-FM	WOR -AM
9	WNBC-AM	WRFM-FM	WNEW-AM	WPAT-FM	WPAT-FM
10	WHN -AM	WHN -AM	WRFM-FM	WOR -AM	WHN -AM

**M-F, 6-10am**

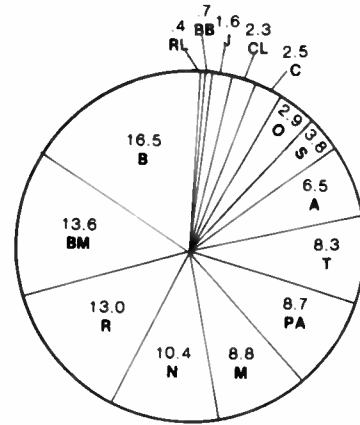
	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WINS-AM	WINS-AM	WINS-AM	WCBS-AM
2	WCBS-AM	WCBS-AM	WBLS-FM	WINS-AM	WINS-AM
3	WINS-AM	WABC-AM	WNBC-AM	WABC-AM	WNBC-AM
4	WOR -AM	WBLS-FM	WABC-AM	WNBC-AM	WABC-AM
5	WKTU-FM	WOR -AM	WOR -AM	WBLS-FM	WBLS-FM
6	WBLS-FM	WNBC-AM	WBLS-FM	WKTU-FM	WKTU-FM
7	WNBC-AM	WRFM-FM	WCBS-FM	WHN -AM	WOR -AM
8	WHN -AM	WNEW-AM	WKTU-FM	WOR -AM	WCBS-FM
9	WNEW-AM	WHN -AM	WNEW-AM	WNEW-AM	WNEW-AM
10	WCBS-FM	WCBS-FM	WHN -AM	WRFM-FM	WHN -AM

**M-F, 3-7pm**

	A/M '79	J/A '79	ON '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WCBS-AM	WABC-AM	WABC-AM
2	WKTU-FM	WBLS-FM	WABC-AM	WNBC-AM	WBLS-FM
3	WBLS-FM	WCBS-AM	WKTU-FM	WBLS-FM	WCBS-AM
4	WCBS-AM	WINS-AM	WNBC-AM	WCBS-AM	WNBC-AM
5	WHN -AM	WRFM-FM	WBLS-FM	WKTU-FM	WKTU-FM
6	WCBS-FM	WKTU-FM	WBLS-FM	WINS-AM	WINS-AM
7	WNBC-AM	WNBC-AM	WINS-AM	WHN -AM	WCBS-FM
8	WRFM-FM	WCBS-FM	WHN -AM	WCBS-FM	WRFM-FM
9	WNEW-AM	WHN -AM	WRFM-FM	WPAT-FM	WHN -AM
10	WINS-AM	WNEW-AM	WPAT-FM	WNEW-AM	WPAT-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# NUMBERS YOU CAN COUNT ON

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FIELD PROMOTION FORCE:**



## NORTHEAST

- **BOSTON (617) 861-6180**  
Sal Ingeme (Regional)  
Gayle Compton
- **HARTFORD (203) 522-7151**  
Jay Miggins
- **NEW YORK (212) 830-3618**  
Matty Matthews
- **PHILADELPHIA (215) 839-0246**  
Herb Gordon
- **BUFFALO (716) 885-0935**  
Mary Jo Caliendo



## SOUTHEAST

- **ATLANTA (404) 321-4553**  
Alan Oreman (Regional)  
John Fagot
- **WASHINGTON/BALTIMORE (301) 587-5000**  
Earl Rollison
- **CAROLINAS (704) 663-5069**  
Tim Burruss
- **MIAMI (305) 653-5760**  
Rich Tardanico



## MIDWEST

- **CHICAGO (312) 640-5938**  
Dave Remedi (Regional)  
Jeff McClusky
- **CLEVELAND (216) 464-7020**  
Jon Birge
- **PITTSBURGH (412) 372-7730**  
Jack Snyder
- **MINNEAPOLIS (612) 929-4604**  
Buddy Bengert
- **CINCINNATI (513) 671-0310**  
Pete Anderson
- **DETROIT (313) 354-0470**  
Mark Westcott



## SOUTHWEST

- **DALLAS (214) 634-1700**  
Ed Climie (Regional)  
Cynthia Henderson
- **ST. LOUIS (314) 727-5100**  
Gene Denonovich (Regional)  
Bill Rusch
- **HOUSTON (713) 680-8900**  
Norman Hurt
- **MEMPHIS (901) 761-3381**  
Tom Chaltas
- **NEW ORLEANS (504) 886-3643**  
Tom Lanzilotti



## WEST COAST

- **LOS ANGELES (213) 501-2328**  
Bob Garland (Regional)  
Mike Atkinson  
Greg Phifer
- **SAN FRANCISCO (415) 495-6910**  
Burt Baumgartner
- **DENVER (303) 770-4613**  
Mark Benesch
- **SEATTLE (206) 575-0931**  
Larry Reymann
- **PHOENIX (602) 992-7675**  
Bob Conrad

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**THE HITMEN**



# Norfolk- Portsmouth- Newport News- Hampton

METRO RANK **31**

## A/M '80 Market Overview

The AOR's dominated the young adult scene in this report, while the Beautiful Music and Country stations were preferred by the older adults. For the fourth book in a row, there was a new leader, **BM** station **WFOG-FM**. The **Bonnevillie**-programmed station was a close second 25-54 as well. **WFOG** made major technical improvements, spent more on advertising through the media of TV, newspaper, and billboards, and used on-air contests to give away cash plus a trip for two anywhere in the world. It ended up with just over a 10 share of the 25-54 cell, an improvement of approximately 66% compared to the Fall book.

Tops in 25-54 appeal was Country **WCMS-FM**. With an 11 share, down from last fall's 12 figure, **WCMS-FM** still held the envied position in this demo.

The station was very active during the survey — advertising on TV and billboards, with some direct mail and newspaper, plus on-air contests to give away cars, trips to Nassau, and thousands in cash. **WCMS-FM** switched its news from :10 after the hour to on-the-hour, and joined the **ABC Entertainment** network.

In the young adult battle, **AOR WMYK** rebounded to recoup the lead here. After a poor Fall book, the station virtually doubled its 18-34 share this sweep, and now stands at more than a 15 share. With a smaller ad budget, **WMYK** spent on TV, an ongoing billboard campaign, and bumper stickers. Much energy went into on-air promotions, where listeners could win \$1000, \$2000 or a Harley Davidson, or \$5000 or a four-wheel drive vehicle.

The other double-digit 18-34 station was another **AOR, WNOR-FM**. The station maintained a share in the mid-11 range by keeping a low profile this sweep. No external advertising was used, and there was no major on-air promotion or activity.

Other key young adult stations include **WWDE-FM**, a Pop/Adult property with a 9 share of the 18-34's; **Black-formatted WOWI**, with just over an 8 share; and **WGH**. **WGH**'s share in the low-6 range was up a share from last fall, perhaps because of a more extensive ad effort involving TV and busboards. The station also gave away approximately \$40,000 in cash and prizes during the sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	9.3	WCMS-FM 10.9
2 WMYK-FM	8.7	WNOR-FM 7.6
3 WFOG-FM	7.8	WOWI-FM 6.8
4 WCMS-FM	7.7	WKZF-FM 6.6
5 WKEZ-FM	7.5	WRAP-AM 6.2
6 WNOR-FM	7.4	WTAR-AM 6.0
7 WOWI-FM	6.1	WGH-AM 5.5
8 WGH-AM	5.9	WMYK-FM 5.3
9 WRAP-AM	5.7	WOKR-FM 5.2
10 WPCF-AM	4.6	WFOG-FM 5.1
11 WOKR-FM	4.1	WCMS-AM 4.5
12 WGH-FM	2.7	WWDE-FM 4.1
13 WWDE-FM	2.7	WPCF-AM 3.6
14 WCMS-AM	1.9	WGH-FM 3.3
15 WNOR-AM	1.8	WNIS-AM 1.7
16 WZAM-AM	1.7	WVAB-AM 1.7
17 WBCI-FM	1.4	WBCI-FM 1.7
18 WVAB-AM	1.3	WZAM-AM 1.7
19 WYVA-FM	1.2	WCPK-AM 1.5
20 WCPK-AM	0.9	WYVA-FM 1.4
21 WNIS-AM	0.7	WNOR-AM 1.2
22 WXRI-FM	0.7	WTJZ-AM 1.2
23 WWDE-AM	0.6	WXRI-FM 1.1
24 WTJZ-AM	0.4	WWDE-AM 0.7
25		WVVA-AM 0.6
26		WOZO-FM 0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	129	WCMS-FM 177
2 WMYK-FM	120	WNOR-FM 123
3 WFOG-FM	108	WOWI-FM 110
4 WCMS-FM	107	WKZF-FM 107
5 WKEZ-FM	104	WRAP-AM 101

M-F, 6-10am

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WFOG-FM	WTAR-AM	WGH-AM
3 WCMS-FM	WRAP-AM	WFOG-FM
4 WGH-AM	WCP-AM	WCMS-FM
5 WKEZ-FM	WOKR-FM	WMYK-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WMYK-FM
2 WMYK-FM	WNOR-FM	WFOG-FM
3 WFOG-FM	WRAP-AM	WCMS-FM
4 WNOR-FM	WKEZ-FM	WNOR-FM
5 WCMS-FM	WOWI-FM	WGH-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1246

A/M '79	O/N '79	A/M '80
1 WGH-AM	WRAP-AM	30 WRAP-AM
2 WRAP-AM	WMYK-FM	26 WGH-AM
3 WMYK-FM	WOKR-FM	22 WMYK-FM

M-F, 6-10am

1 WGH-AM	WRAP-AM	WRAP-AM
2 WRAP-AM	WMYK-FM	WGH-AM
3 WOWI-FM	WGH-AM	WMYK-FM

M-F, 3-7pm

1 WRAP-AM	WRAP-AM	WRAP-AM
2 WMYK-FM	WOWI-FM	WGH-AM
3 WNOR-FM	WOKR-FM	WMYK-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 4228

A/M '79	O/N '79	A/M '80
1 WMYK-FM	WNOR-FM	WMYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WMYK-FM	WWDE-FM
4 WTAR-AM	WOWI-FM	WOWI-FM
5 WRAP-AM	WOKR-FM	WGH-AM

M-F, 6-10am

1 WTAR-AM	WNOR-FM	WMYK-FM
2 WMYK-FM	WCMS-FM	WNOR-FM
3 WGH-AM	WGH-AM	WCP-AM
4 WNOR-FM	WOWI-FM	WWDE-FM
5 WFOG-FM	WWDE-FM	WCMS-FM

M-F, 3-7pm

1 WMYK-FM	WNOR-FM	WMYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WMYK-FM	WWDF-FM
4 WRAP-AM	WOWI-FM	WOWI-FM
5 WFOG-FM	WOKR-FM	WCMS-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 4659

A/M '79	O/N '79	A/M '80
1 WCMS-FM	WCMS-FM	WCMS-FM
2 WTAR-AM	WKEZ-FM	WFOG-FM
3 WFOG-FM	WTAR-AM	WTAR-AM
4 WKEZ-FM	WOWI-FM	WWDE-FM
5 WOWI-FM	WWDE-FM	WGH-AM

M-F, 6-10am

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WCMS-FM	WTAR-AM	WCMS-FM
3 WFOG-FM	WKEZ-FM	WFOG-FM
4 WKEZ-FM	WRAP-AM	WGH-AM
5 WGH-AM	WOWI-FM	WWDE-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WCMS-FM
2 WCMS-FM	WKEZ-FM	WFOG-FM
3 WFOG-FM	WTAR-AM	WWDE-FM
4 WKEZ-FM	WFOG-FM	WTAR-AM
5 WOWI-FM	WRAP-AM	WPCF-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	2255	WGH-AM 1904
2 WGH-AM	1874	WNOR-FM 1814
3 WNOR-FM	1784	WTAR-AM 1788
4 WMYK-FM	1454	WCMS-FM 1745
5 WKEZ-FM	1382	WRAP-AM 1409

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WGH-AM	WCMS-FM	WGH-AM
3 WMYK-FM	WGH-AM	WMYK-FM
4 WNOR-FM	WNOR-FM	WNOR-FM
5 WKEZ-FM	WRAP-AM	WCMS-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WNOR-FM
2 WNOR-FM	WNOR-FM	WMYK-FM
3 WMYK-FM	WGH-AM	WGH-AM
4 WGH-AM	WMYK-FM	WFOG-FM
5 WOWI-FM	WOWI-FM	WTAR-AM

### Teens

M-S, 6am-Midnight  
POP(00): 1246

A/M '79	O/N '79	A/M '80
1 WGH-AM	WGH-AM	WRAP-AM
2 WRAP-AM	WRAP-AM	WGH-AM
3 WNOR-FM	WMYK-FM	WMYK-FM

M-F, 6-10am

1 WGH-AM	WRAP-AM	WRAP-AM
2 WRAP-AM	WMYK-FM	WMYK-FM
3 WOWI-FM	WGH-AM	WGH-AM

M-F, 3-7pm

1 WRAP-AM	WRAP-AM	WGH-AM
2 WMYK-FM	WOWI-FM	WRAP-AM
3 WGH-AM	WMYK-FM	WMYK-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 4228

A/M '79	O/N '79	A/M '80
1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WGH-AM	WGH-AM	WGH-AM
4 WOKR-FM	WOKR-FM	WWDE-FM
5 WTAR-AM	WOWI-FM	WOKR-FM

M-F, 6-10am

1 WMYK-FM	WNOR-FM	WNOR-FM
2 WNOR-FM	WGH-AM	WMYK-FM
3 WGH-AM	WCMS-FM	WGH-AM
4 WTAR-AM	WMYK-FM	WWDF-FM
5 WOKR-FM	WTAR-AM	WOWI-FM

M-F, 3-7pm

1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WOWI-FM	WGH-AM	WWDE-FM
4 WGH-AM	WCMS-FM	WOKR-FM
5 WOKR-FM	WOWI-FM	WOWI-FM

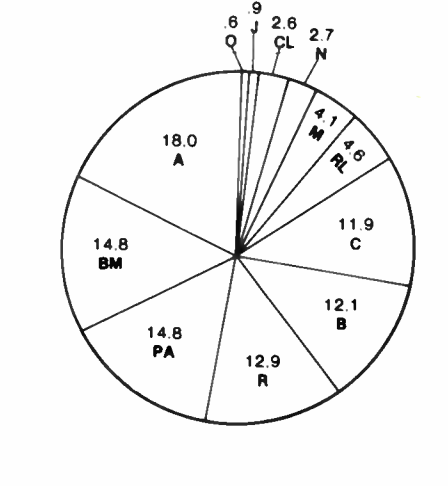
### Adults 25-54

M-S, 6am-Midnight  
POP(00): 4659

A/M '79	O/N '79	A/M '80
1 WTAR-AM	WTAR-AM	WTAR-AM
2 WFOG-FM	WCMS-FM	WGH-AM
3 WCMS-FM	WKEZ-FM	WFOG-FM
4 WKEZ-FM	WGH-AM	WCMS-FM
5 WGH-AM	WFOG-FM	WWDF-FM

M-F, 6-10am

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WCMS-FM	WTAR-AM	WGH-AM
3 WFOG-FM	WKEZ-FM	WCMS-FM
4 WKZF-FM	WFOG-FM	WFOG-FM
5 WGH-AM	WGH-AM	WWDE-FM



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



# Northeast Pennsylvania (Wilkes Barre-Scranton)

METRO RANK

54

## A/M '80 Market Overview

WARM was the word again in the Scranton/Wilkes-Barre area. The station is once again the overall leader, and this year increased its share. While WARM was dominant 25-54, WEZX and WGBI-FM fought it out for the 18-34 lead.

WARM actually upped its share of the 25-54 audience compared to last year. The station had more than a 16 share, while WGBI-FM, its closest competitor, had just over a 9.

The 18-34 demographic race was a closer contest, however. P/A WGBI-FM slipped slightly to a 15 share, while AOR WEZX advanced 1 1/2 shares to the mid-12 range. WGBI-FM had the edge in women 18-34, but WEZX topped the field in 18-34 men.

One additional station showed significant upward movement. P/A WNAK gained almost 30% among adults 35+ in this sweep, and was a close second to WARM in that category.

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	11.2
2 WGBI-FM	7.7
3 WNAK-AM	7.7
4 WEJL-AM	6.2
5 WILK-AM	6.1
6 WYZZ-FM	5.2
7 WEZX-FM	4.7
8 WVCD-FM	4.7
9 WAZL-AM	4.2
10 WICK-AM	3.9
11 WBAX-AM	3.8
12 WGBI-AM	3.6
13 WBRE-AM	3.0
14 WWOL-FM	3.0
15 WBRE-FM	2.9
16 WMJW-FM	1.5
17 WZZO-FM	1.5
18 WVPO-AM	1.3
19 WVPO-FM	1.3
20 WARO-AM	1.2
21 WCDL-AM	1.2
22 WCDL-FM	0.8
23 WACN-FM	0.8
24 WQQQ-FM	0.8
25 WSCR-AM	0.7
26 WABC-AM	0.6
27 KYW-AM	0.6
28 WILQ-FM	0.5
29 WKKW-FM	0.5
30 WLSH-AM	0.4
31 WLEV-FM	0.3
32 WHLM-FM	0.2
33 WHLM-AM	0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	122
2 WGBI-FM	84
3 WNAK-AM	84
4 WEJL-AM	67
5 WILK-AM	66

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WAZL-AM	WILK-AM
4 WGBI-FM	WNAK-AM
5 WNAK-AM	WBAX-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WEZX-FM
4 WYZZ-FM	WILK-AM
5 WNAK-AM	WNAK-AM

Teens  
M-S, 6am-Midnight  
POP(00): 589

A/M '79	A/M '80
1 WGBI-FM	WEZX-FM
2 WILK-AM	WQEQ-FM
3 WEZX-FM	WGBI-FM

M-F, 6-10am

1 WILK-AM	WEZX-FM
2 WARM-AM	WARM-AM
3 WAZL-AM	WILK-AM

M-F, 3-7pm

1 WEZX-FM	WEZX-FM
2 WGBI-FM	WQEQ-FM
3 WACN-FM	WGBI-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1565

A/M '79	A/M '80
1 WGBI-FM	WGBI-FM
2 WARM-AM	WEZX-FM
3 WEZX-FM	WARM-AM
4 WILK-AM	WILK-AM
5 WEJL-AM	WQEQ-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WILK-AM
4 WEZX-FM	WEZX-FM
5 WAZL-AM	WBAX-AM

M-F, 3-7pm

1 WARM-AM	WGBI-FM
2 WGBI-FM	WEZX-FM
3 WEZX-FM	WARM-AM
4 WILK-AM	WILK-AM
5 WMJW-FM	WQEQ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2348

A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WEJL-AM	WGBI-FM
3 WBAX-AM	WNAK-AM
4 WNAK-AM	WILK-AM
5 WILK-AM	WYZZ-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WAZL-AM	WILK-AM
4 WBAX-AM	WBAX-AM
5 WEJL-AM	WYZZ-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WBAX-AM	WGBI-FM
3 WGBI-FM	WILK-AM
4 WNAK-AM	WYZZ-FM
5 WYZZ-FM	WQEQ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	1757
2 WILK-AM	1129
3 WGBI-FM	1067
4 WNAK-AM	835
5 WEZX-FM	694

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WNAK-AM	WILK-AM
4 WGBI-FM	WNAK-AM
5 WAZL-AM	WEZX-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WEZX-FM
4 WEZX-FM	WNAK-AM
5 WEJL-AM	WILK-AM

Teens  
M-S, 6am-Midnight  
POP(00): 589

A/M '79	A/M '80
1 WILK-AM	WEZX-FM
2 WARM-AM	WARM-AM
3 WARD-AM	WGBI-FM

M-F, 6-10am

1 WILK-AM	WARM-AM
2 WARD-AM	WEZX-FM
3 WARM-AM	WGBI-FM

M-F, 3-7pm

1 WILK-AM	WEZX-FM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WARM-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1565

A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WEZX-FM
4 WILK-AM	WILK-AM
5 WMJW-FM	WQEQ-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WEZX-FM
4 WEZX-FM	WILK-AM
5 WEJL-AM	WQEQ-FM

M-F, 3-7pm

1 WARM-AM	WGBI-FM
2 WGBI-FM	WARM-AM
3 WEZX-FM	WEZX-FM
4 WILK-AM	WILK-AM
5 WMJW-FM	WQEQ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2348

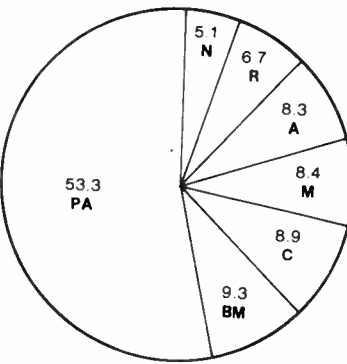
A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WILK-AM
4 WBAX-AM	WYZZ-FM
5 WNAK-AM	WEZX-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WBAX-AM	WILK-AM
4 WEJL-AM	WEJL-AM
5 WAZL-AM	WNAK-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WBAX-AM	WGBI-FM
3 WGBI-FM	WILK-AM
4 WILK-AM	WEZX-FM
5 WEZX-FM	WYZZ-FM



## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

## Format Legend

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

# Oklahoma City

METRO RANK

50

## A/M '80 Market Overview

Some flux among the 18-34 demos was evident in the A/M '80 Arbitron survey here. The major culprit was ESF, which was instituted for the first time during this sweep. Arbitron did a good job of sampling the homes not listed in phone directories, getting back approximately its estimated goal. However, the ESF technique was effective in ferreting out a better diary return among young adults, and the impact of this additional input shook up portions of the market. In the O/N '79 survey, for example, Arbitron got back 86 diaries from adults 18-24, while in this sweep 126 were returned. The 47% increase in this demo was significant. Evaluators of this book should keep this factor in mind.

In 18-34's, one of the former leaders, KTOK, took a real tumble, dropping from more than a 10 share to under three. The top station in this demo last book, KOFM, also slipped down four shares to just under a 9. By remaining at an 11 share KATT-FM became the new 18-34 pacesetter, but AOR KXXY and P/A KLTE were right behind.

The battle between AOR's KATT-FM and KXXY was interesting. KATT-FM went through massive staff changes before the book got underway, and this may have negated the impact of an ad campaign featuring

TV, busboards, and outdoor boards. KXXY, the local Superstars affiliate, had a stable staff situation, and utilized TV commercials to plug the station. As well as these stations did, the biggest move was made by KLTE. The station jumped from a mid-3 share to a mid-10 figure in this book. KLTE had a strong 25-34 core in this report.

Among the stations with soft books, KOFM may have the best explanation. The station had new owners as of April, and there was no budget scheduled for advertising or external promotion. KTOK, on the other hand, did use TV extensively, along with billboards and busboards, and gave away \$20,000 in prizes in a Hi-Lo contest on-air. The fickle finger of fate took away almost all of the male 18-34 audience KTOK had in the O/N '79 report, causing the steep decline this time.

Not only did the 25-34 loss hurt KTOK in the 18-34 standings, but its 25-54 rankings suffered too. KTOK lost half of its 25-54 share, falling to a mid-9 figure. Beautiful Music KKNG and Country KEBC were virtually tied for the 25-54 lead, with mid-16 shares. Schulke-formatted KKNG used the Patrick O'Neal TV spot, while KEBC went more mass appeal with its playlist and used TV and billboard advertising to reach the market.

M-F, 3-7pm	KTOK-AM	KTOK-AM	KTOK-AM
1	KTOK-AM	KTOK-AM	KTOK-AM
2	KOFM-FM	KKNG-FM	KKNG-FM
3	WKY-AM	KOMA-AM	KEBC-FM
4	KOMA-AM	KOFM-FM	KOFM-FM
5	KATT-FM	KEBC-FM	KOMA-AM

### Teens

M-S, 6am-Midnight

POP(00): 846

A/M '79	O/N '79	A/M '80
1	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM
3	KZUE-FM	KXXY-FM

### M-F, 8-10am

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KZUE-FM	KZUE-FM

### M-F, 3-7pm

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KXXY-FM	KOMA-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 2522

A/M '79	O/N '79	A/M '80
1	WKY-AM	KZUE-FM
2	KATT-FM	KOFM-FM
3	KOMA-AM	KOMA-AM
4	KOFM-FM	KLTE-FM
5	KZUE-FM	WKY-AM

### M-F, 6-10am

1	WKY-AM	KOFM-FM	KOFM-FM
2	KATT-FM	WKY-AM	KZUE-FM
3	KOMA-AM	KTOK-AM	KATT-FM
4	KOFM-FM	KATT-FM	KLTE-FM
5	KZUE-FM	KOMA-AM	WKY-AM

### M-F, 3-7pm

1	KATT-FM	KATT-FM	KOFM-FM
2	WKY-AM	KOFM-FM	KZUE-FM
3	KOMA-AM	KOMA-AM	KLTE-FM
4	KOFM-FM	KZUE-FM	KATT-FM
5	KZUE-FM	KXXY-FM	KXXY-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 3094

A/M '79	O/N '79	A/M '80
1	WKY-AM	KTOK-AM
2	KTOK-AM	KEBC-FM
3	KEBC-FM	WKY-AM
4	KKNG-FM	KKNG-FM
5	KOMA-AM	KOMA-AM

### M-F, 6-10am

1	WKY-AM	KTOK-AM	KTOK-AM
2	KTOK-AM	KFBC-FM	KEBC-FM
3	KFBC-FM	WKY-AM	WKY-AM
4	KOMA-AM	KKNG-FM	KKNG-FM
5	KKNG-FM	KOMA-AM	KOMA-AM

### M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KEBC-FM
2	WKY-AM	KEBC-FM	KKNG-FM
3	KOMA-AM	KKNG-FM	KTOK-AM
4	KEBC-FM	WKY-AM	KLTE-FM
5	KOFM-FM	KOMA-AM	WKY-AM

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6513

A/M '79	O/N '79	A/M '80				
1	KTOK-AM	14.4	KTOK-AM	17.8	KKNG-FM(AM)	13.6
2	KEBC-FM	10.2	KKNG-FM	12.4	KTOK-AM(PA)	11.7
3	KOFM-FM	9.7	KEBC-FM	11.9	KEBC-FM	10.9
4	KATT-FM	9.2	KOFM-FM	8.9	KXXY-FM(A)	9.0
5	KKNG-FM	8.7	KOMA-AM	6.2	KOFM-FM(B)	7.8
6	WKY-AM	8.4	KXXY-FM	5.9	KLTE-FM(PA)	6.1
7	KOMA-AM	6.2	WKY-AM	5.8	WKY-AM(B)	5.6
8	KZUE-FM	5.8	KATT-FM	4.8	KATT-FM(A)	5.6
9	KFNB-FM	4.7	KZUE-FM	4.2	KZUE-FM(B)	5.5
10	KXXY-FM	4.0	KLTE-FM	3.1	KOMA-AM(B)	4.2
11	KAEZ-FM	3.2	KAEZ-FM	2.7	KAEZ-FM(B)	3.6
12	KOCY-AM	2.1	WNAD-AM	2.1	KKLR-FM(C)	2.9
13	WNAD-AM	1.5	KKLR-FM	1.7	KATT-AM(A)	1.9
14	KATT-AM	1.4	KOCY-AM	1.7	KOCY-AM(C)	1.6
15	KTFN-FM	1.1	KTLS-FM	1.4	WNAD-AM(C)	1.5
16	KCFX-FM	0.7	KNOR-AM	0.8	KQCV-AM(B)	0.9
17	KTLS-FM	0.6	KJIL-FM	0.7	KJIL-FM(B)	0.8
18	KJIL-FM	0.6	KCFX-FM	0.6	KNOR-AM(PA)	0.4
19	KQCV-AM	0.6	KQCV-AM	0.6	KV00-AM(C)	0.4
20	KBYE-AM	0.4	KATT-AM	0.5		
21	KPMC-AM	0.4	KBYE-AM	0.5		

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6513

A/M '79	O/N '79	A/M '80				
1	KTOK-AM	142	KTOK-AM	168	KKNG-FM	135
2	KFBC-FM	101	KKNG-FM	117	KTOK-AM	116
3	KOFM-FM	96	KFBC-FM	112	KEBC-FM	108
4	KATT-FM	91	KOFM-FM	84	KXXY-FM	89
5	KKNG-FM	86	KOMA-AM	58	KOFM-FM	78

### M-F, 6-10am

1	KTOK-AM	KTOK-AM	KTOK-AM
2	WKY-AM	KEBC-FM	KKNG-FM
3	KEBC-FM	WKY-AM	KEBC-FM
4	KATT-FM	KKNG-FM	WKY-AM
5	KOFM-FM	KOFM-FM	KOFM-FM

### M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KKNG-FM
2	KFBC-FM	KKNG-FM	KTOK-AM
3	KATT-FM	KEBC-FM	KEBC-FM
4	KOFM-FM	KOMA-AM	KXXY-FM
5	KKNG-FM	KOFM-FM	KOFM-FM

### Teens

M-S, 6am-Midnight

POP(00): 846

A/M '79	O/N '79	A/M '80	
1	KOFM-FM	KOFM-FM	KOFM-FM
2	KZUE-FM	KXXY-FM	KXXY-FM
3	KOMA-AM	KOMA-AM	KEBC-FM

### M-F, 8-10am

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KZUE-FM	KXXY-FM	KXXY-FM
3	KOMA-AM	KZUE-FM	KZUE-FM

### M-F, 3-7pm

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KXXY-FM	KAEZ-FM

## Adults 18-34

M-S, 6am-Midnight

POP(00): 2522

A/M '79	O/N '79	A/M '80	
1	KATT-FM	KOFM-FM	KATT-FM
2	KOFM-FM	KATT-FM	KXXY-FM
3	WKY-AM	KTOK-AM	KLTE-FM
4	KOMA-AM	KOMA-AM	KZUE-FM
5	KTOK-AM	KXXY-FM	KOFM-FM

### M-F, 6-10am

1	WKY-AM	KOFM-FM	WKY-AM
2	KATT-FM	KTOK-AM	KATT-FM
3	KOFM-FM	KEBC-FM	KLTE-FM
4	KOMA-AM	KATT-FM	KZUE-FM
5	KTOK-AM	KOMA-AM	KOFM-FM

### M-F, 3-7pm

1	KATT-FM	KATT-FM	KATT-FM
2	KOFM-FM	KOMA-AM	KXXY-FM
3	WKY-AM	KXXY-FM	KLTE-FM
4	KOMA-AM	KOFM-FM	KZUE-FM
5	KTOK-AM	KTOK-AM	KOFM-FM

## Adults 25-54

M-S, 6am-Midnight

POP(00): 3094

A/M '79	O/N '79	A/M '80	
1	KTOK-AM	KTOK-AM	KKNG-FM
2	KFBC-FM	KEBC-FM	KFBC-FM
3	KKNG-FM	KKNG-FM	KTOK-AM
4	KOFM-FM	WKY-AM	KLTE-FM
5	WKY-AM	KOMA-AM	WKY-AM

### M-F, 6-10am

1	KTOK-AM	KTOK-AM	KEBC-FM
2	WKY-AM	KEBC-FM	KTOK-AM
3	KEBC-FM	WKY-AM	WKY-AM
4	KKNG-FM	KKNG-FM	KKNG-FM
5	KFNB-FM	KATT-FM	KLTE-FM

### M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KEBC-FM
2	KEBC-FM	KEBC-FM	KKNG-FM
3	KKNG-FM	KKNG-FM	KTOK-AM
4	KOFM-FM	KOMA-AM	KLTE-FM
5	WKY-AM	WKY-AM	KZUE-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6513

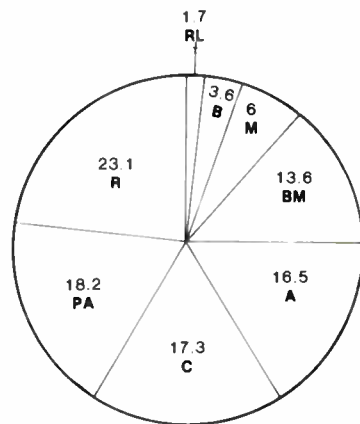
A/M '79	O/N '79	A/M '80				
1	WKY-AM	2068	KTOK-AM	2116	KKNG-FM	1397
2	KTOK-AM	1740	WKY-AM	1525	KTOK-AM	1385
3	KOMA-AM	1472	KEBC-FM	1344	WKY-AM	1274
4	KOFM-FM	1443	KKNG-FM	1279	KEBC-FM	1260
5	KKNG-FM	1129	KOMA-AM	1216	KOMA-AM	1198

### M-F, 6-10am

1	WKY-AM	KTOK-AM	KTOK-AM
2	KTOK-AM	WKY-AM	WKY-AM
3	KOMA-AM	KEBC-FM	KKNG-FM
4	KOFM-FM	KKNG-FM	KEBC-FM
5	KEBC-FM	KOFM-FM	KOFM-FM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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

# Omaha- Council Bluffs

METRO RANK

64

## '80 Market Overview

Comparing books in this market is risky, since O/N reports are usually atypical with KFAB's sports dominance from Nebraska football games. Most of the comments in this analysis will therefore be aimed at comparing A/M '79 to A/M '80 results.

After the O/N '79 report, in which KFAB garnered the lion's share with the Cornhuskers broadcasts, the station still had a huge share (27) in the spring survey. In 25-54's KFAB had a share last year of just under 25, but this spring jumped to a 29 figure.

In the rest of the market, however, the big story was the surge by AOR KEZO. Meredith's FM property doubled its male and female audiences, while adding teen listeners, and a mid-19 share of the young adult audience, best in the market. A new morning team, an extensive ad campaign featuring radio and billboards, and special musical weekends featuring popular oldies groups helped out. KGOR, important 18-34 station, was down slightly from last year, losing two shares to the low-15 range.

WOW was guided through the tricky shoals of a format fine-tuning by GM Jim Eddens and his staff. The station wanted to aim more 25-34, and was successful in achieving that skew, away from a heavy reliance on 18-24's. The station still tied with KGOR in the 18-34, but increased 25-54 since last year.

Another important 25-54 year-old skewing station is Beautiful Music KESY. Last spring the station dropped a share in the low 12 bracket, while this year the number was up slightly, in the low-13 neighborhood. KESY ranked behind KFAB and WOW in the 25-54 derby.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4772

	A/M '79	O/N '79	A/M '80
KFAB-AM	24.9	KFAB-AM	34.1
WOW-AM	11.8	KGOR-FM	12.6
KGOR-FM	10.9	WOW-AM	10.2
KESY-FM	8.9	KESY-FM	8.2
KOIL-AM	8.7	KOIL-AM	6.4
KYNN-AM	7.1	KEZO-FM	5.7
KQKQ-FM	6.9	KYNN-AM	3.9
KEZO-FM	5.8	KQKQ-FM	2.9
KEFM-FM	3.2	KEFM-FM	2.2
KESY-AM	2.1	KYNN-FM	1.5
KMA-AM	1.4	KLNG-AM	1.5
KLNG-AM	0.7	KMA-AM	1.1
KYNN-FM	0.4	KLIN-FM	0.8
		KCRO-AM	0.5
		KESY-AM	0.4

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4772				
	A/M '79	O/N '79	A/M '80	
1	KFAB-AM	180	KFAB-AM	251
2	WOW-AM	85	KGOR-FM	93
3	KGOR-FM	79	WOW-AM	75
4	KESY-FM	64	KESY-FM	60
5	KOIL-AM	63	KOIL-AM	47

M-F, 6-10am POP(00): 1850			
	A/M '79	O/N '79	A/M '80
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW-AM	WOW-AM	WOW-AM
3	KOIL-AM	KGOR-FM	KEZO-FM
4	KGOR-FM	KOIL-AM	KGOR-FM
5	KYNN-AM	KESY-FM	KESY-FM

M-F, 3-7pm POP(00): 4772			
	A/M '79	O/N '79	A/M '80
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW-AM	KGOR-FM	KESY-FM
3	KGOR-FM	WOW-AM	KEZO-FM
4	KESY-FM	KESY-FM	WOW-AM
5	KOIL-AM	KOIL-AM	KGOR-FM

Teens M-S, 6am-Midnight POP(00): 649			
	A/M '79	O/N '79	A/M '80
1	KOIL-AM	KGOR-FM	KGOR-FM
2	KGOR-FM	KOIL-AM	KEZO-FM
3	WOW-AM	WOW-AM	KOIL-AM

M-F, 6-10am POP(00): 1850			
	A/M '79	O/N '79	A/M '80
1	KOIL-AM	KOIL-AM	KOIL-AM
2	KGOR-FM	KGOR-FM	KEZO-FM
3	WOW-AM	WOW-AM	KGOR-FM

M-F, 3-7pm POP(00): 4772			
	A/M '79	O/N '79	A/M '80
1	KOIL-AM	KGOR-FM	KGOR-FM
2	KGOR-FM	KOIL-AM	KEZO-FM
3	WOW-AM	WOW-AM	KOIL-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1850			
	A/M '79	O/N '79	A/M '80
1	WOW-AM	WOW-AM	WOW-AM
2	KGOR-FM	KFAB-AM	KGOR-FM
3	KOIL-AM	KGOR-FM	KEZO-FM
4	KFAB-AM	KOIL-AM	KQKQ-FM
5	KQKQ-FM	KEZO-FM	KFAB-AM

M-F, 6-10am POP(00): 649			
	A/M '79	O/N '79	A/M '80
1	WOW-AM	WOW-AM	WOW-AM
2	KOIL-AM	KGOR-FM	KGOR-FM
3	KGOR-FM	KFAB-AM	KEZO-FM
4	KEZO-FM	KOIL-AM	KQKQ-FM
5	KQKQ-FM	KEZO-FM	KOIL-AM

M-F, 6-10am		
1	KOIL-AM	KOIL-AM
2	KGOR-FM	KEZO-FM
3	WOW-AM	KGOR-FM

M-F, 3-7pm		
1	KGOR-FM	KGOR-FM
2	KOIL-AM	KEZO-FM
3	WOW-AM	KOIL-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1850			
	A/M '79	O/N '79	A/M '80
1	KGOR-FM	KGOR-FM	KEZO-FM
2	WOW-AM	KFAB-AM	WOW-AM
3	KQKQ-FM	WOW-AM	KGOR-FM
4	KEZO-FM	KEZO-FM	KFAB-AM
5	KOIL-AM	KOIL-AM	KQKQ-FM

M-F, 6-10am		
1	WOW-AM	KFAB-AM
2	KGOR-FM	KGOR-FM
3	KOIL-AM	WOW-AM
4	KFAB-AM	KEZO-FM
5	KYNN-AM	KOIL-AM

M-F, 3-7pm		
1	WOW-AM	KGOR-FM
2	KGOR-FM	WOW-AM
3	KQKQ-FM	KFAB-AM
4	KOIL-AM	KEZO-FM
5	KEZO-FM	KOIL-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2294			
	A/M '79	O/N '79	A/M '80
1	KFAB-AM	KFAB-AM	KFAB-AM
2	KESY-FM	WOW-AM	WOW-AM
3	WOW-AM	KESY-FM	KESY-FM
4	KYNN-AM	KGOR-FM	KYNN-AM
5	KOIL-AM	KOIL-AM	KGOR-FM

M-F, 6-10am		
1	KFAB-AM	KFAB-AM
2	WOW-AM	WOW-AM
3	KESY-FM	KESY-FM
4	KYNN-AM	KGOR-FM
5	KOIL-AM	KOIL-AM

M-F, 3-7pm		
1	KFAB-AM	KFAB-AM
2	KESY-FM	WOW-AM
3	WOW-AM	KESY-FM
4	KYNN-AM	KGOR-FM
5	KOIL-AM	KOIL-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2294			
	A/M '79	O/N '79	A/M '80
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW-AM	WOW-AM	WOW-AM
3	KGOR-FM	KOIL-AM	KESY-FM
4	KESY-FM	KESY-FM	KOIL-AM
5	KOIL-AM	KGOR-FM	KGOR-FM

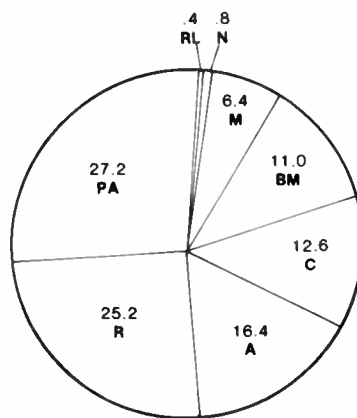
M-F, 6-10am		
1	KFAB-AM	KFAB-AM
2	WOW-AM	WOW-AM
3	KOIL-AM	KOIL-AM
4	KYNN-AM	KGOR-FM
5	KESY-FM	KESY-FM

M-F, 3-7pm		
1	KFAB-AM	KFAB-AM
2	WOW-AM	WOW-AM
3	KESY-FM	KGOR-FM
4	KOIL-AM	KOIL-AM
5	KYNN-AM	KESY-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4772				
	A/M '79	O/N '79	A/M '80	
1	KFAB-AM	2037	KFAB-AM	2824
2	WOW-AM	1826	WOW-AM	1728
3	KGOR-FM	1291	KGOR-FM	1179
4	KOIL-AM	1262	KOIL-AM	1121
5	KEZO-FM	775	KEZO-FM	773

M-F, 6-10am				
	A/M '79	O/N '79	A/M '80	
1	KFAB-AM	KFAB-AM	KFAB-AM	
2	WOW-AM	WOW-AM	WOW-AM	
3	KOIL-AM	KGOR-FM	KOIL-AM	
4	KGOR-FM	KOIL-AM	KGOR-FM	
5	KYNN-AM	KEZO-FM	KEZO-FM	

M-F, 3-7pm				
	A/M '79	O/N '79	A/M '80	
1	KFAB-AM	KFAB-AM	KFAB-AM	
2	WOW-AM	WOW-AM	WOW-AM	
3	KOIL-AM	KGOR-FM	KGOR-FM	
4	KGOR-FM	KOIL-AM	KEZO-FM	
5	KEZO-FM	KESY-FM	KESY-FM	

Teens M-S, 6am-Midnight POP(00): 649				
	A/M '79	O/N '79	A/M '80	
1	KOIL-AM	KGOR-FM	KGOR-FM	
2	KGOR-FM	KOIL-AM	KEZO-FM	
3	WOW-AM	WOW-AM	KOIL-AM	

M-F, 6-10am				
	A/M '79	O/N '79	A/M '80	
1	KOIL-AM	KOIL-AM	KOIL-AM	
2	KGOR-FM	KGOR-FM	KEZO-FM	
3	WOW-AM	WOW-AM	KGOR-FM	

M-F, 3-7pm				
	A/M '79	O/N '79	A/M '80	
1	KOIL-AM	KGOR-FM	KGOR-FM	
2	KGOR-FM	KOIL-AM	KEZO-FM	
3	WOW-AM	WOW-AM	KOIL-AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1850				
	A/M '79	O/N '79	A/M '80	
1	WOW-AM	WOW-AM	WOW-AM	
2	KGOR-FM	KFAB-AM	KGOR-FM	
3	KOIL-AM	KGOR-FM	KEZO-FM	
4	KFAB-AM	KOIL-AM	KQKQ-FM	
5	KQKQ-FM	KEZO-FM	KFAB-AM	

M-F, 6-10am				
	A/M '79	O/N '79	A/M '80	
1	WOW-AM	WOW-AM	WOW-AM	
2	KOIL-AM	KGOR-FM	KGOR-FM	
3	KGOR-FM	KFAB-AM	KEZO-FM	
4	KEZO-FM	KOIL-AM	KQKQ-FM	
5	KQKQ-FM	KEZO-FM	KOIL-AM	

### Format Legend

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

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# Orlando

METRO RANK

60

## A/M '80 Market Overview

AOR's continued to lead Orlando's young adults, while Beautiful Music stations were the pacesetters for the 25-54 crowd. Spectacular rebounds were scored by **WFOO-FM** and its Country sister, **WHOO** while **WBJW** reasserted itself in the 18-34 target.

In 25-54's **WHOO-FM** was the new leader. The **FM-100**-programmed **BM** station rose by more than a third, compared to a soft O/N '79 report, to almost a 13 share. TV advertising was used during this sweep. Second in the race was another **BM** station, **Outlet's WDBO-FM**. Using the **Schulke** format, the station was tops overall, as it usually is, but its share of the 25-54 bracket slipped somewhat. The other 25-54-targeted station in double digit shares was **WHOO**, the leading Country station in the Orlando metro. **WHOO** suffered a soft book in the fall but rose almost 50% this time in 25-54 persons to a mid-10 share.

Among the younger-skewing stations, AOR's **WHLY** and **WORJ** led. Both slipped slightly from their fall numbers, **WHLY** ending up with an 18 share and **WORJ** scoring a mid-15 number. **WHLY** had a more balanced appeal among the genders while **WORJ** was dominated by male listeners.

Contemporary station **WBJW** rebounded in this report, up approximately 40% among the 18-34's, with a mid-14 share. Another AOR, **WDIZ**, completed the tally of double-digit stations, adding almost two shares to its 18-34 total up to around 11.

A comer to watch may be **WKIS**, **Susquehanna's** P/A station. **WKIS** spent approximately \$12,000 in advertising for this book, using billboards, TV and newspaper. The station was able to attract a 57% better showing 25-54, with well diversified strength among the discrete demos in that spread.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1	WDBO-FM	12.7	11.9
2	WBJW-FM	9.6	9.6
3	WHOO-FM	9.6	9.5
4	WDBO-FM	8.3	8.4
5	WHOO-FM	7.4	8.2
6	WDIZ-FM	7.3	8.2
7	WKIS-AM	6.7	6.7
8	WORJ-FM	6.4	6.2
9	WORL-AM	5.8	5.8
10	WLOF-AM	4.7	4.7
11	WHLY-FM	3.8	4.7
12	WOKB-AM	2.2	2.5
13	WPCV-FM	1.7	1.8
14	WJLJ-AM	1.5	1.2
15	WLOO-FM	1.3	1.2
16	WTLN-FM	1.3	0.9
17	WHHL-AM	0.8	0.9
18	WGTO-AM	0.6	0.8
19	WFIV-AM	0.6	0.8
20	WFLC-FM	0.5	0.5
21	WTRR-AM	0.5	0.5
22	WTLN-AM	0.3	0.4

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5104			
	A/M '79	O/N '79	A/M '80
1	WDBO-FM	99	90
2	WBJW-FM	75	73
3	WHOO-FM	75	72
4	WDBO-AM	65	64
5	WHOO-AM	5R	62

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WDBO-AM	WDBO-AM	WDBO-AM
2	WDBO-FM	WDBO-FM	WDBO-FM
3	WHOO-FM	WHLY-FM	WHOO-AM
4	WBJW-FM	WHOO-AM	WDBO-FM
5	WHOO-AM	WKIS-AM	WBJW-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WDBO-FM	WDBO-FM	WDBO-FM
2	WBJW-FM	WORJ-FM	WHLY-FM
3	WHOO-FM	WHLY-FM	WBJW-FM
4	WHOO-AM	WBJW-FM	WKIS-AM
5	WDIZ-FM	WHOO-FM	WHOO-FM

Teens M-S, 6am-Midnight POP(00): 669			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WDIZ-FM	WBJW-FM
2	WDIZ-FM	WBJW-FM	WDIZ-FM
3	WORL-AM	WLOF-AM	WLOF-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WHLY-FM	WLOF-AM	WLOF-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WHLY-FM	WLOF-AM	WLOF-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1723			
	A/M '79	O/N '79	A/M '80
1	WORJ-FM	WHLY-FM	WHLY-FM
2	WDIZ-FM	WORJ-FM	WORJ-FM
3	WBJW-FM	WBJW-FM	WBJW-FM
4	WORL-AM	WDIZ-FM	WDIZ-FM
5	WLOF-AM	WLOF-AM	WLOF-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WHLY-FM	WHLY-FM
2	WDIZ-FM	WBJW-FM	WORJ-FM
3	WORJ-FM	WORJ-FM	WBJW-FM
4	WORL-AM	WDIZ-FM	WDIZ-FM
5	WLOF-AM	WKIS-AM	WDBO-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WORJ-FM	WORJ-FM	WHLY-FM
2	WDIZ-FM	WHLY-FM	WBJW-FM
3	WBJW-FM	WORL-AM	WDIZ-FM
4	WLOF-AM	WDIZ-FM	WORJ-FM
5	WHLY-FM	WBJW-FM	WLOF-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2337			
	A/M '79	O/N '79	A/M '80
1	WHOO-FM	WDBO-FM	WHOO-FM
2	WHOO-AM	WHLY-FM	WDBO-FM
3	WDBO-FM	WHOO-FM	WHOO-AM
4	WBJW-FM	WDBO-AM	WHLY-FM
5	WORL-AM	WBJW-FM	WKIS-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WHOO-AM	WDBO-AM	WHOO-FM
2	WHOO-FM	WHLY-FM	WHOO-AM
3	WDBO-FM	WDBO-FM	WKIS-AM
4	WDBO-AM	WHOO-AM	WDBO-AM
5	WBJW-FM	WKIS-AM	WDBO-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WHOO-FM	WDBO-FM	WHLY-FM
2	WHOO-AM	WHLY-FM	WDBO-FM
3	WDBO-FM	WHOO-FM	WKIS-AM
4	WBJW-FM	WORL-AM	WHOO-AM
5	WKIS-AM	WDBO-AM	WHOO-FM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5104			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	1337	1199
2	WDBO-FM	1320	1132
3	WDBO-AM	1089	1007
4	WLOF-AM	984	994
5	WHOO-FM	893	887

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WDBO-AM	WDBO-AM
2	WDBO-FM	WBJW-FM	WBJW-FM
3	WDBO-AM	WDBO-FM	WKIS-AM
4	WHOO-AM	WKIS-AM	WDBO-FM
5	WLOF-AM	WHOO-AM	WHOO-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WDBO-FM	WDBO-FM	WKIS-AM
3	WLOF-AM	WHLY-FM	WHLY-FM
4	WDIZ-FM	WORJ-FM	WDBO-FM
5	WHOO-FM	WLOF-AM	WHOO-FM

Teens M-S, 6am-Midnight POP(00): 669			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WDIZ-FM
2	WDIZ-FM	WDIZ-FM	WBJW-FM
3	WLOF-AM	WLOF-AM	WLOF-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WDIZ-FM
2	WDIZ-FM	WDIZ-FM	WBJW-FM
3	WLOF-AM	WLOF-AM	WLOF-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1723			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WBJW-FM	WHLY-FM
2	WDIZ-FM	WHLY-FM	WBJW-FM
3	WLOF-AM	WORJ-FM	WDIZ-FM
4	WORJ-FM	WDIZ-FM	WORJ-FM
5	WHLY-FM	WLOF-AM	WLOF-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WHLY-FM	WHLY-FM
2	WLOF-AM	WBJW-FM	WBJW-FM
3	WHLY-FM	WORJ-FM	WORJ-FM
4	WDIZ-FM	WLOF-AM	WDIZ-FM
5	WORJ-FM	WDIZ-FM	WLOF-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WORJ-FM	WHLY-FM
2	WDIZ-FM	WHLY-FM	WBJW-FM
3	WLOF-AM	WBJW-FM	WORJ-FM
4	WORJ-FM	WDIZ-FM	WDIZ-FM
5	WHLY-FM	WLOF-AM	WLOF-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2337			
	A/M '79	O/N '79	A/M '80
1	WDBO-FM	WDBO-FM	WKIS-AM
2	WBJW-FM	WKIS-AM	WDBO-AM
3	WHOO-AM	WBJW-FM	WHOO-FM
4	WKIS-AM	WHOO-AM	WDBO-FM
5	WDBO-AM	WDBO-AM	WBJW-FM

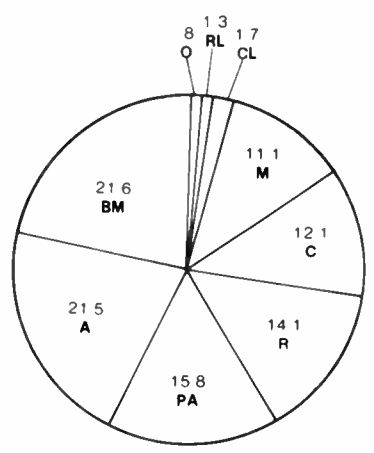
M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WHOO-AM	WDBO-FM	WDBO-AM
2	WDBO-FM	WKIS-AM	WKIS-AM
3	WDBO-AM	WDBO-AM	WHOO-FM
4	WBJW-FM	WHOO-AM	WDBO-FM
5	WKIS-AM	WHLY-FM	WHOO-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WBJW-FM	WHOO-AM	WKIS-AM
2	WHOO-FM	WHLY-FM	WHOO-FM
3	WDBO-FM	WDBO-FM	WBJW-FM
4	WHOO-AM	WLOF-AM	WHLY-FM
5	WKIS-AM	WBJW-FM	WHOO-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

# Pensacola

METRO RANK

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## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2275

	A/M '78	A/M '79	A/M '80			
1	WJLQ-FM	15.7	WJLQ-FM	14.1	WBOP-AM(B)	15.2
2	WMEZ-FM	13.7	WBOP-AM	12.3	WTKX-FM(A)	11.5
3	WBOP-FM	13.1	WMEZ-FM	11.2	WMEZ-FM(BM)	11.0
4	WKRC-FM	11.0	WCOA-AM	10.1	WOWW-FM(C)	10.4
5	WBSR-AM	10.2	WKPG-FM	10.1	WJLQ-FM(PA)	9.8
6	WCOA-AM	9.3	WBSR-AM	9.3	WCOA-AM(PA)	9.8
7	WXBM-FM	5.2	WXBM-FM	8.0	WKRC-FM(R)	8.4
8	WVNY-AM	4.9	WAJB-FM	5.1	WXR-AM(FM)	7.0
9	WABB-FM	2.9	WFFA-AM	4.3	WBSR-AM(R)	5.3
10	WBOP-AM	2.6	WTKX-FM	3.7	WVNY-AM(C)	3.4
11	WAJB-FM	2.3	WVNY-AM	3.5	WBLX-FM(B)	2.8
12	WHYM-AM	2.0	WHYM-AM	1.9	WHYM-AM(RL)	0.8
13	WFFA-AM	1.7				
14	WCXC-AM	0.6				

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2275

	A/M '78	A/M '79	A/M '80			
1	WJLQ-FM	54	WJLQ-FM	53	WBOP-AM	54
2	WMEZ-FM	47	WBOP-AM	46	WTKX-FM	41
3	WBOP-FM	45	WMEZ-FM	42	WMEZ-FM	39
4	WKRC-FM	38	WCOA-AM	38	WOWW-FM	37
5	WBSR-AM	35	WKRC-FM	38	WJLQ-FM	35

M-F, 6-10am

1	WJLQ-FM	WCOA-AM	WCOA-AM
2	WCOA-AM	WBOP-AM	WBOP-AM
3	WBSR-AM	WBSR-AM	WOWW-FM
4	WMEZ-FM	WXBM-FM	WMEZ-FM
5	WBOP-FM	WJLQ-FM	WXBM-FM

M-F, 3-7pm

1	WMEZ-FM	WJLQ-FM	WTKX-FM
2	WJLQ-FM	WMEZ-FM	WBOP-AM
3	WKRC-FM	WKRC-FM	WJLQ-FM
4	WBOP-FM	WCOA-AM	WMEZ-FM
5	WBSR-AM	WBSR-AM	WCOA-AM

Teens  
M-S, 6am-Midnight  
POP(00): 308

	A/M '78	A/M '79	A/M '80
1	WKRC-FM	WKRC-FM	WKRC-FM
2	WBOP-FM	WJLQ-FM	WBOP-AM
3	WJLQ-FM	WBSR-AM	WTKX-FM

M-F, 6-10am

1	WJLQ-FM	WBSR-AM	WKRC-FM
2	WKRC-FM	WKRC-FM	WJLQ-FM
3	WBOP-FM	WJLQ-FM	WBOP-AM

M-F, 3-7pm

1	WBOP-FM	WJLQ-FM	WBOP-AM
2	WKRC-FM	WKRC-FM	WKRC-FM
3	WJLQ-FM	WBSR-AM	WTKX-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 934

	A/M '78	A/M '79	A/M '80
1	WJLQ-FM	WJLQ-FM	WTKX-FM
2	WBSR-AM	WKRC-FM	WOWW-FM
3	WMEZ-FM	WBSR-AM	WJLQ-FM
4	WBOP-FM	WBOP-AM	WBOP-AM
5	WKRC-FM	WAJB-FM	WBSR-AM

M-F, 6-10am

1	WJLQ-FM	WBSR-AM	WOWW-FM
2	WBSR-AM	WJLQ-FM	WTKX-FM
3	WBOP-FM	WBOP-AM	WJLQ-FM
4	WKRC-FM	WKRC-FM	WBOP-AM
5	WMEZ-FM	WAJB-FM	WBSR-AM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WTKX-FM
2	WMEZ-FM	WKRC-FM	WJLQ-FM
3	WKRC-FM	WAJB-FM	WOWW-FM
4	WBSR-AM	WBSR-AM	WBSR-AM
5	WBOP-FM	WBOP-AM	WXBM-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1063

	A/M '78	A/M '79	A/M '80
1	WMEZ-FM	WXBM-FM	WBOP-AM
2	WJLQ-FM	WBOP-AM	WMEZ-FM
3	WCOA-AM	WMEZ-FM	WOWW-FM
4	WBSR-AM	WJLQ-FM	WXBM-FM
5	WXBM-FM	WCOA-AM	WCOA-AM

M-F, 6-10am

1	WMEZ-FM	WCOA-AM	WBOP-AM
2	WCOA-AM	WXBM-FM	WCOA-AM
3	WJLQ-FM	WBOP-AM	WXBM-FM
4	WBSR-AM	WBSR-AM	WBSR-AM
5	WXBM-FM	WMEZ-FM	WMEZ-FM

M-F, 3-7pm

1	WMEZ-FM	WXBM-FM	WOWW-FM
2	WJLQ-FM	WMEZ-FM	WMEZ-FM
3	WBSR-AM	WAJB-FM	WXBM-FM
4	WCOA-AM	WJLQ-FM	WJLQ-FM
5	WVNY-AM	WBSR-AM	WCOA-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2275

	A/M '78	A/M '79	A/M '80			
1	WJLQ-FM	790	WJLQ-FM	747	WJLQ-FM	560
2	WBSR-AM	650	WBSR-AM	551	WKRC-FM	504
3	WMEZ-FM	545	WCOA-AM	530	WTKX-FM	471
4	WCOA-AM	509	WKRC-FM	526	WMEZ-FM	463
5	WKRC-FM	501	WMEZ-FM	399	WCOA-AM	462

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WCOA-AM
2	WBSR-AM	WBSR-AM	WJLQ-FM
3	WCOA-AM	WCOA-AM	WMEZ-FM
4	WMEZ-FM	WKRC-FM	WKRC-FM
5	WKRC-FM	WMEZ-FM	WTKX-FM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WTKX-FM
3	WKRC-FM	WKRC-FM	WKRC-FM
4	WMEZ-FM	WCOA-AM	WCOA-AM
5	WBOP-FM	WMEZ-FM	WMEZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 308

	A/M '78	A/M '79	A/M '80
1	WJLQ-FM	WKRC-FM	WKRC-FM
2	WKRC-FM	WJLQ-FM	WJLQ-FM
3	WBSR-AM	WBSR-AM	WTKX-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WKRC-FM
2	WKRC-FM	WKRC-FM	WJLQ-FM
3	WBSR-AM	WBSR-AM	WBOP-AM

M-F, 3-7pm

1	WKRC-FM	WJLQ-FM	WKRC-FM
2	WJLQ-FM	WKRC-FM	WJLQ-FM
3	WBSR-AM	WBSR-AM	WTKX-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 934

	A/M '78	A/M '79	A/M '80
1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WTKX-FM
3	WKRC-FM	WKRC-FM	WKRC-FM
4	WMEZ-FM	WTKX-FM	WBSR-AM
5	WXBM-FM	WXBM-FM	WOWW-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WTKX-FM
2	WBSR-AM	WBSR-AM	WJLQ-FM
3	WKRC-FM	WKRC-FM	WTKX-FM
4	WMEZ-FM	WTKX-FM	WBSR-AM
5	WBOP-FM	WBOP-AM	WOWW-FM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WTKX-FM
2	WBSR-AM	WBSR-AM	WJLQ-FM
3	WKRC-FM	WKRC-FM	WKRC-FM
4	WMEZ-FM	WXBM-FM	WOWW-FM
5	WXBM-FM	WTKX-FM	WBSR-AM

## Adults 25-54 M-S, 6am-Midnight POP(00): 1063

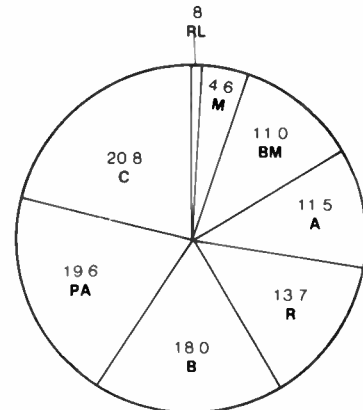
	A/M '78	A/M '79	A/M '80
1	WMEZ-FM	WJLQ-FM	WMEZ-FM
2	WJLQ-FM	WCOA-AM	WJLQ-FM
3	WBSR-AM	WXBM-FM	WCOA-AM
4	WCOA-AM	WMEZ-FM	WXBM-FM
5	WXBM-FM	WBSR-AM	WBSR-AM

M-F, 6-10am

1	WMEZ-FM	WCOA-AM	WMEZ-FM
2	WCOA-AM	WVNY-FM	WCOA-AM
3	WJLQ-FM	WJLQ-FM	WXBM-FM
4	WBSR-AM	WMEZ-FM	WBSR-AM
5	WXBM-FM	WBSR-AM	WBOP-AM

M-F, 3-7pm

1	WMEZ-FM	WJLQ-FM	WMEZ-FM
2	WBSR-AM	WXBM-FM	WJLQ-FM
3	WJLQ-FM	WBSR-AM	WCOA-AM
4	WXBM-FM	WCOA-AM	WOWW-FM
5	WCOA-AM	WMEZ-FM	WXBM-FM



### Format Legend

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

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## A/M '80 Market Overview

The status quo reigned supreme in the Peoria Spring report, as the top four stations from the previous surveys remained in the same positions. WKZW, WSWT, WMBD, and WXCL dominated the 12+ and the 18-34 and 25-54 demos.

Contemporary WKZW and AOR WWCT continued to rank 1-2 among the young adults. WKZW upped its share to the mid-24 range, while WWCT was also more popular this survey, rising to just over 19. Down several shares from the Fall book, but still the only other station to score in double digits this sweep, WIRL notched a share in the high-11 bracket.

In 25-54's, Beautiful Music WSWT remained ahead, stable at an 18-share. Country WXCL was the runner-up, climbing to a high-15 share. A new PM drive personality, more community involvement, and more news in the drive times were the shifts made by WXCL.

Two other stations scored in double digits among 25-54. Talk station WMBD rose two shares to a mid-13 figure, while WIRL's 25-34 strength allowed the station to land a mid-10 share in the top sales target.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 WKZW-FM 14.3	WKZW-FM 16.6	WKZW-FM (M) 15.3
2 WSWT-FM 13.5	WSWT-FM 15.4	WSWT-FM (MM) 15.1
3 WMBD-AM 13.3	WMBD-AM 13.6	WMBD-AM (M) 13.9
4 WXCL-AM 11.3	WIRL-AM 11.0	WXCL-AM (C) 12.9
5 WWCT-FM 10.8	WXCL-AM 10.5	WIRL-AM (M) 8.2
6 WIRL-AM 10.3	WWCT-FM 6.9	WWCT-FM (A) 8.0
7 WGLO-FM 3.7	WLS -AM 4.0	WZRO-FM (C) 3.3
8 WGN -AM 3.4	WVEL-AM 4.0	WLS -AM (R) 3.1
9 WVEL-AM 2.7	WGN -AM 2.0	WPEO-AM (RL) 2.8
10 WZRO-FM 2.5	WZRO-FM 1.8	WVEL-AM (MM) 2.4
11 WTAZ-FM 2.5	WBN0-FM 1.3	WTAZ-FM (PA) 1.9
12 WPEO-AM 2.2	WMAQ-AM 1.3	WGLO-FM (MM) 1.9
13 WLS -AM 2.0	WCLL-FM 1.1	WGN -AM (PA) 1.6
14 WBN0-FM 2.0	WPEO-AM 1.1	WMAQ-AM (C) 1.4
15 WCLL-FM 1.0	WTAZ-FM 1.1	WBN0-FM (M) 1.2
16 WBBM-AM 0.5	WBBM-AM 1.1	WCLL-FM (PA) 0.7
17 WJBC-AM 0.9	WBBM-AM (M) 0.7	
18 WGLO-FM 0.7		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3034

A/M '79	O/N '79	A/M '80
1 WKZW-FM 5.8	WKZW-FM 7.4	WKZW-FM 6.5
2 WSWT-FM 5.5	WSWT-FM 6.9	WSWT-FM 6.4
3 WMBD-AM 5.4	WMBD-AM 6.1	WMBD-AM 5.9
4 WXCL-AM 4.6	WIRL-AM 4.9	WXCL-AM 5.5
5 WWCT-FM 4.4	WXCL-AM 4.7	WIRL-AM 3.5

M-F, 6-10am

1 WMBD-AM	WMBD-AM	WMBD-AM
2 WXCL-AM	WSWT-FM	WKZW-FM
3 WIRL-AM	WKZW-FM	WXCL-AM
4 WKZW-FM	WXCL-AM	WIRL-AM
5 WSWT-FM	WIRL-AM	WSWT-FM

M-F, 3-7pm

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WSWT-FM	WSWT-FM	WSWT-FM
3 WWCT-FM	WIRL-AM	WXCL-AM
4 WIRL-AM	WMBD-AM	WMBD-AM
5 WXCL-AM	WXCL-AM	WWCT-FM

Teens  
M-S, 6am-Midnight  
POP(00): 405

A/M '79	O/N '79	A/M '80
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WWCT-FM
3 WIRL-AM	WWCT-FM	WIRL-AM

M-F, 6-10am

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WWCT-FM	WIRL-AM
3 WWCT-FM	WIRL-AM	WLS -AM

M-F, 3-7pm

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WIRL-AM
3 WIRL-AM	WWCT-FM	WWCT-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1063

A/M '79	O/N '79	A/M '80
1 WWCT-FM	WKZW-FM	WKZW-FM
2 WKZW-FM	WWCT-FM	WWCT-FM
3 WIRL-AM	WIRL-AM	WIRL-AM
4 WSWT-FM	WLS -AM	WSWT-FM
5 WXCL-AM	WXCL-AM	WXCL-AM

M-F, 6-10am

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WIRL-AM
3 WWCT-FM	WWCT-FM	WWCT-FM
4 WMBD-AM	WXCL-AM	WXCL-AM
5 WTAZ-FM	WLS -AM	WSWT-FM

M-F, 3-7pm

1 WWCT-FM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WWCT-FM
3 WIRL-AM	WWCT-FM	WSWT-FM
4 WSWT-FM	WLS -AM	WIRL-AM
5 WTAZ-FM	WXCL-AM	WXCL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1397

A/M '79	O/N '79	A/M '80
1 WSWT-FM	WSWT-FM	WSWT-FM
2 WXCL-AM	WXCL-AM	WXCL-AM
3 WMBD-AM	WKZW-FM	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
5 WKZW-FM	WMBD-AM	WKZW-FM

M-F, 6-10am

1 WXCL-AM	WMBD-AM	WMBD-AM
2 WSWT-FM	WXCL-AM	WXCL-AM
3 WIRL-AM	WSWT-FM	WIRL-AM
4 WMBD-AM	WIRL-AM	WSWT-FM
5 WKZW-FM	WKZW-FM	WKZW-FM

M-F, 3-7pm

1 WSWT-FM	WSWT-FM	WXCL-AM
2 WXCL-AM	WSWT-FM	WSWT-FM
3 WKZW-FM	WKZW-FM	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
5 WGLO-FM	WMBD-AM	WKZW-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3034

A/M '79	O/N '79	A/M '80
1 WIRL-AM 867	WIRL-AM 1034	WMBD-AM 1070
2 WKZW-FM 861	WKZW-FM 953	WKZW-FM 900
3 WMBD-AM 818	WMBD-AM 919	WIRL-AM 876
4 WXCL-AM 792	WSWT-FM 817	WSWT-FM 780
5 WSWT-FM 701	WXCL-AM 725	WXCL-AM 682

M-F, 6-10am

1 WMBD-AM	WMBD-AM	WMBD-AM
2 WIRL-AM	WKZW-FM	WKZW-FM
3 WXCL-AM	WIRL-AM	WIRL-AM
4 WKZW-FM	WXCL-AM	WXCL-AM
5 WSWT-FM	WSWT-FM	WSWT-FM

M-F, 3-7pm

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WSWT-FM
3 WSWT-FM	WSWT-FM	WMBD-AM
4 WXCL-AM	WMBD-AM	WIRL-AM
5 WMBD-AM	WXCL-AM	WXCL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 405

A/M '79	O/N '79	A/M '80
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WWCT-FM	WLS -AM	WLS -AM

M-F, 6-10am

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WWCT-FM	WWCT-FM	WLS -AM

M-F, 3-7pm

1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WIRL-AM
3 WIRL-AM	WLS -AM	WLS -AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1063

A/M '79	O/N '79	A/M '80
1 WKZW-FM	WIRL-AM	WKZW-FM
2 WIRL-AM	WKZW-FM	WIRL-AM
3 WLS -AM	WLS -AM	WWCT-FM
4 WWCT-FM	WWCT-FM	WMBD-AM
5 WXCL-AM	WXCL-AM	WLS -AM

M-F, 6-10am

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WIRL-AM
3 WWCT-FM	WLS -AM	WWCT-FM
4 WXCL-AM	WWCT-FM	WMBD-AM
5 WLS -AM	WXCL-AM	WXCL-AM

M-F, 3-7pm

1 WKZW-FM	WIRL-AM	WKZW-FM
2 WIRL-AM	WKZW-FM	WIRL-AM
3 WWCT-FM	WWCT-FM	WWCT-FM
4 WLS -AM	WLS -AM	WSWT-FM
5 WXCL-AM	WXCL-AM	WLS -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1397

A/M '79	O/N '79	A/M '80
1 WXCL-AM	WIRL-AM	WMBD-AM
2 WSWT-FM	WSWT-FM	WSWT-FM
3 WIRL-AM	WKZW-FM	WXCL-AM
4 WMBD-AM	WMBD-AM	WIRL-AM
5 WKZW-FM	WXCL-AM	WKZW-FM

M-F, 6-10am

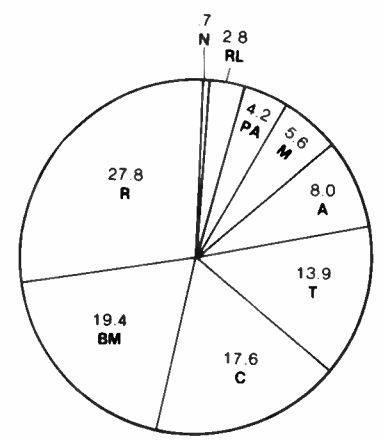
1 WXCL-AM	WIRL-AM	WMBD-AM
2 WIRL-AM	WMBD-AM	WIRL-AM
3 WSWT-FM	WKZW-FM	WXCL-AM
4 WMBD-AM	WXCL-AM	WSWT-FM
5 WKZW-FM	WSWT-FM	WKZW-FM

M-F, 3-7pm

1 WIRL-AM	WSWT-FM	WSWT-FM
2 WSWT-FM	WIRL-AM	WMBD-AM
3 WXCL-AM	WXCL-AM	WXCL-AM
4 WKZW-FM	WKZW-FM	WIRL-AM
5 WMBD-AM	WMBD-AM	WKZW-FM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

*"Beautiful Music"*  
*"Stereo Rock"*  
*"Beautiful Rock"*  
*"TM Country"*  
*"Alpha One"*  
**Winners!**  
**TM Programming**



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511  
A subsidiary of Shamrock Broadcasting Company, Inc.





# Philadelphia

Continued

**M-F, 3-7pm**

1	KYW -AM	WWSH-FM	WWSH-FM	WIP -AM	WMGK-FM
2	WWSH-FM	WIP -AM	KYW -AM	WMGK-FM	WWSH-FM
3	WFIL-AM	WIP -AM	WFIL-AM	WDVR-FM	WIP -AM
4	WIP -AM	WDVR-FM	WDVR-FM	KYW -AM	WDVR-FM
5	WDVR-FM	WUSL-FM	WUSL-FM	WFIL-AM	WFIL-AM
6	WDAS-FM	WMGK-FM	WDAS-FM	WWSH-FM	WFIL-AM
7	WCAU-FM	WFIL-AM	WMGK-FM	WUSL-FM	WSNI-FM
8	WUSL-FM	WDAS-FM	WMDB-FM	WDAS-FM	WUSL-FM
9	WMGK-FM	WMDB-FM	WCAU-AM	WSNI-FM	WUSL-FM
10	WSNI-FM	WCAU-FM	WFIL-AM	WCAU-AM	WCAU-AM

**Cume Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 39898

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	KYW -AM	13128	KYW -AM	13617	KYW -AM	12117	KYW -AM	12936	KYW -AM	13273
2	WIP -AM	6529	WCAU-AM	6458	WIP -AM	6730	WIP -AM	6675	WIP -AM	6423
3	WWSH-FM	6151	WMMR-FM	5945	WMMR-FM	6658	WMMR-FM	6588	WMMR-FM	5775
4	WCAU-AM	6053	WFIL-AM	5926	WWSH-FM	6420	WDVR-FM	6180	WMGK-FM	5471
5	WDVR-FM	5977	WIP -AM	5365	WFIL-AM	6273	WWSH-FM	5683	WCAU-AM	5427
6	WMMR-FM	5787	WIFI-FM	4989	WCAU-AM	6132	WFIL-AM	5571	WDVR-FM	5170
7	WFIL-AM	5781	WDVR-FM	4808	WDVR-FM	4923	WCAU-AM	5350	WFIL-AM	5044
8	WYSP-FM	4626	WWSH-FM	4731	WYSP-FM	4884	WMGK-FM	5078	WWSH-FM	4880
9	WCAU-FM	4454	WYSP-FM	4669	WDAS-FM	4460	WYSP-FM	4899	WYSP-FM	4738
10	WDAS-FM	4453	WDAS-FM	4533	WIFI-FM	4096	WDAS-FM	4007	WDAS-FM	4267

**M-F, 6-10am**

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WCAU-AM	WIP -AM	WIP -AM	WIP -AM
3	WCAU-AM	WIP -AM	WFIL-AM	WFIL-AM	WFIL-AM
4	WFIL-AM	WFIL-AM	WCAU-AM	WMMR-FM	WMGK-FM
5	WDAS-FM	WDAS-FM	WMMR-FM	WMGK-FM	WCAU-AM
6	WWSH-FM	WWSH-FM	WDAS-FM	WCAU-AM	WCAU-AM
7	WMMR-FM	WMMR-FM	WYSP-FM	WWSH-FM	WDAS-FM
8	WDVR-FM	WDVR-FM	WDVR-FM	WDVR-FM	WYSP-FM
9	WIFI-FM	WIFI-FM	WWSH-FM	WDAS-FM	WDVR-FM
10	WYSP-FM	WCAU-FM	WIFI-FM	WYSP-FM	WWSH-FM

**M-F, 3-7pm**

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WDVR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
3	WWSH-FM	WFIL-AM	WWSH-FM	WDVR-FM	WMGK-FM
4	WIP -AM	WWSH-FM	WFIL-AM	WFIL-AM	WYSP-FM
5	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WWSH-FM
6	WMMR-FM	WIP -AM	WDAS-FM	WMGK-FM	WDAS-FM
7	WFIL-AM	WDVR-FM	WCAU-AM	WIP -AM	WIP -AM
8	WDAS-FM	WIFI-FM	WDVR-FM	WWSH-FM	WFIL-AM
9	WCAU-AM	WDAS-FM	WIFI-FM	WDAS-FM	WDVR-FM
10	WIFI-FM	WCAU-AM	WIP -AM	WCAU-AM	WIOQ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 5039

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WIFI-FM	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WMMR-FM	WMMR-FM	WIFI-FM	WYSP-FM	WYSP-FM
3	WYSP-FM	WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM

**M-F, 6-10am**

1	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM	WYSP-FM
2	WYSP-FM	WIFI-FM	WIFI-FM	WYSP-FM	WIFI-FM
3	WMMR-FM	WDAS-FM	WDAS-FM	WIFI-FM	WMMR-FM

**M-F, 3-7pm**

1	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WMMR-FM	WIFI-FM	WYSP-FM	WYSP-FM	WYSP-FM
3	WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM	WIFI-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 13400

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WYSP-FM	KYW -AM	WYSP-FM	WMGK-FM	WMGK-FM
3	WFIL-AM	WYSP-FM	WFIL-AM	KYW -AM	KYW -AM
4	WDAS-FM	WFIL-AM	WMGK-FM	WFIL-AM	WIOQ-FM
5	WCAU-FM	WCAU-FM	KYW -AM	WYSP-FM	WYSP-FM
6	KYW -AM	WDAS-FM	WDAS-FM	WIOQ-FM	WFIL-AM
7	WIOQ-FM	WIOQ-FM	WIFI-FM	WDAS-FM	WCAU-FM
8	WMGK-FM	WIFI-FM	WIOQ-FM	WCAU-FM	WDAS-FM
9	WPEN-AM	WMGK-FM	WCAU-FM	WIP -AM	WIP -AM
10	WIFI-FM	WZZD-AM	WIP -AM	WIFI-FM	WIFI-FM

**M-F, 6-10am**

1	WFIL-AM	WDAS-FM	KYW -AM	KYW -AM	WMGK-FM
2	WMMR-FM	WFIL-AM	WMMR-FM	WMGK-FM	WMMR-FM
3	WDAS-FM	KYW -AM	WFIL-AM	WFIL-AM	KYW -AM
4	KYW -AM	WMMR-FM	WYSP-FM	WMMR-FM	WFIL-AM
5	WCAU-FM	WCAU-FM	WDAS-FM	WDAS-FM	WYSP-FM
6	WYSP-FM	WYSP-FM	WMGK-FM	WIOQ-FM	WCAU-FM
7	WIOQ-FM	WIFI-FM	WUSL-FM	WYSP-FM	WDAS-FM
8	WMGK-FM	WUSL-FM	WIOQ-FM	WIP -AM	WIOQ-FM
9	WIFI-FM	WMGK-FM	WIFI-FM	WUSL-FM	WIP -AM
10	WPEN-AM	WCAU-AM	WCAU-FM	WIFI-FM	WUSL-FM

**M-F, 3-7pm**

1	WYSP-FM	WMMR-FM	WMHR-FM	WMHR-FM	WMGK-FM
2	WMHR-FM	WYSP-FM	WYSP-FM	WMGK-FM	WMHR-FM
3	WFIL-AM	WCAU-FM	WFIL-AM	WYSP-FM	WIOQ-FM
4	WCAU-FM	WDAS-FM	WDAS-FM	WFIL-AM	WYSP-FM
5	WDAS-FM	WFIL-AM	WMGK-FM	WDAS-FM	WDAS-FM
6	WIFI-FM	WIFI-FM	WUSL-FM	WCAU-FM	WFIL-AM
7	WMGK-FM	KYW -AM	WIOQ-FM	WIOQ-FM	WCAU-FM
8	WIOQ-FM	WMGK-FM	WIFI-FM	KYW -AM	KYW -AM
9	WPEN-AM	WUSL-FM	WZZD-AM	WUSL-FM	WUSL-FM
10	KYW -AM	WIOQ-FM	WCAU-FM	WIFI-FM	WZZD-AM

**Adults 25-54**

M-S, 6am-Midnight  
POP(00): 18679

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WMGK-FM
3	WFIL-AM	WFIL-AM	WWSH-FM	WMGK-FM	WIP -AM
4	WWSH-FM	WCAU-AM	WCAU-AM	WDVR-FM	WCAU-AM
5	WDVR-FM	WWSH-FM	WFIL-AM	WDVR-FM	WDVR-FM
6	WCAU-AM	WDVR-FM	WMGK-FM	WWSH-FM	WFIL-AM
7	WCAU-FM	WMGK-FM	WDVR-FM	WCAU-AM	WWSH-FM
8	WMGK-FM	WCAU-FM	WDAS-FM	WUSL-FM	WSNI-FM
9	WDAS-FM	WDAS-FM	WUSL-FM	WDAS-FM	WUSL-FM
10	WPEN-AM	WMHR-FM	WMHR-FM	WMHR-FM	WDAS-FM

**M-F, 6-10am**

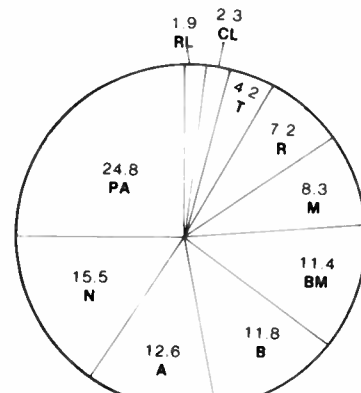
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WFIL-AM	WIP -AM	WIP -AM
3	WFIL-AM	WCAU-AM	WIP -AM	WFIL-AM	WMGK-FM
4	WCAU-AM	WFIL-AM	WCAU-AM	WMGK-FM	WFIL-AM
5	WWSH-FM	WDAS-FM	WUSL-FM	WCAU-AM	WCAU-AM
6	WDVR-FM	WWSH-FM	WWSH-FM	WWSH-FM	WDVR-FM
7	WDAS-FM	WDVR-FM	WDAS-FM	WUSL-FM	WUSL-FM
8	WCAU-FM	WMGK-FM	WDVR-FM	WDVR-FM	WSNI-FM
9	WMGK-FM	WUSL-FM	WMGK-FM	WDAS-FM	WWSH-FM
10	WPEN-AM	WCAU-FM	WMHR-FM	WSNI-FM	WDAS-FM

**M-F, 3-7pm**

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WFIL-AM	WFIL-AM	WMGK-FM	WMGK-FM
3	WWSH-FM	WWSH-FM	WWSH-FM	WIP -AM	WFIL-AM
4	WFIL-AM	WIP -AM	WMGK-FM	WFIL-AM	WIP -AM
5	WDVR-FM	WMGK-FM	WUSL-FM	WDVR-FM	WWSH-FM
6	WMGK-FM	WDVR-FM	WCAU-AM	WCAU-AM	WDVR-FM
7	WCAU-FM	WUSL-FM	WDVR-FM	WWSH-FM	WSNI-FM
8	WDAS-FM	WCAU-FM	WDAS-FM	WUSL-FM	WUSL-FM
9	WCAU-AM	WDAS-FM	WIP -AM	WDAS-FM	WCAU-AM
10	WUSL-FM	WCAU-AM	WSNI-FM	WCAU-FM	WDAS-FM

**Format Penetration Chart**

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

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



**Thanks to radio,  
we don't have to broadcast  
our successes.**

*Epic - Portrait™*





# Phoenix

METRO RANK

27

## A/M '80 Market Overview

KDKB ran on-air survey announcements just prior to the start of the survey in Phoenix, and was cited by Arbitron. Perhaps as a result of the announcements, KDKB added almost six shares to its 18-34 total to lead that demo. Besides the on-air announcements, KDKB used an ad campaign consisting of TV spots and outdoor boards, plus a hot air balloon and bumper stickers. On-air, the AOR station made some personnel changes, hiring a new PD and releasing the PM drive and evening personalities. KDKB ended up with a mid-14 share of young adults.

Simulcast KNIX-AM-FM was second 18-34, with a high-12 share. Country KNIX also combined for the top spot in the 25-54 demographic. What was the secret to KNIX's success? Traditionally strong in the 25-44 audience, KNIX-AM-FM aimed to keep that strength with an ad campaign that concentrated

on TV, with newspaper and outdoor board backup. The KNIX combo had an even stronger 25-54 share this sweep with a share just over 17.

**KOPA-FM**, the leading contemporary station, had an excellent book. The station doubled its 18-34 share up to the high-11 range. No outside advertising was done this sweep, but the music was adjusted, aiming for more female numbers. Just before the start of the book the station lost its morning man, but KOPA-FM replaced him with the syndicated **Charlie & Harrigan** show towards the end of the survey.

News station **KTAR** enjoyed a good book this survey. Up two shares in the 25-54 scale, the station finished with just under 7. Advertising consisted of a multi-media effort using TV, billboards and print media, with the ad outlay total less than in previous surveys.

Another contender for 25-54's was P/A station **KOY**. Tops last book in this category, KOY had a stable book this time, maintaining an 11 share. The station's sister FM, **KQYT**, used the **Churchill** syndicated format, advertised on TV, in the newspaper, and on billboards, but slid to the mid-6 range this book, down two shares from O/N '79.

ON-AIR SURVEY SPOTS BROADCAST BY: KDKB-FM

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KQYT-FM 11.2	KOY -AM 8.1	KTAR-AM (M) 8.4
2 KTAR-AM 9.6	KNIX-FM 7.7	KOY -AM (PA) 8.2
3 KME0-FM 7.6	KNIX-FM 7.6	KOYT-FM (M) 7.8
4 KDKB-FM 7.5	KME0-FM 6.5	KOPA-FM (M) 7.6
5 KOY -AM 6.8	KTAR-AM 5.9	KME0-FM (M) 6.7
6 KUPD-FM 5.6	KOOL-FM 5.4	KDKB-FM (A) 6.4
7 KBBC-FM 5.1	KJJJ-AM 4.7	KNIX-FM (C) 4.3
8 KNIX-FM 4.7	KUPD-FM 4.3	KOOL-FM (D) 4.3
9 KOPA-FM 4.4	KOPA-FM 4.2	KUPD-FM (B) 4.2
10 KARZ-AM 3.9	KDKB-FM 4.1	KNIX-AM (C) 2.9
11 KXTC-FM 3.9	KARZ-AM 3.5	KARZ-AM (PA) 2.8
12 KOOL-FM 3.1	KBBC-FM 3.5	KRUX-AM (M) 2.5
13 KRUX-AM 3.0	KXTC-FM 3.1	KBBC-FM (A) 2.4
14 KKKQ-AM 2.6	KKKO-AM 2.5	KZZP-FM (PA) 2.3
15 KJJJ-AM 2.2	KIFN-AM 2.0	KKKQ-AM (M) 2.3
16 KI0G-FM 2.2	KNIX-AM 1.7	KIFN-AM (B) 2.3
17 KHEP-FM 2.0	KRUX-AM 1.5	KME0-FM (M) 2.1
18 KOPA-FM 1.9	KFLR-AM 1.5	KOPA-AM (R) 2.0
19 KNIX-AM 1.8	KHEP-FM 1.5	KI0G-FM (C) 1.9
20 KI0G-FM 1.7	KI0G-FM 1.5	KHEP-FM (C) 1.9
21 KME0-FM 1.1	KME0-FM 1.4	KPHX-AM (B) 1.5
22 KHEP-FM 1.0	KXIV-AM 1.2	KXIV-AM (PA) 1.3
23 KXIV-AM 0.9	KPHX-AM 1.1	KWA0-FM (D) 0.7
24 KWA0-FM 0.8	KWA0-FM 0.9	KZZP-FM (PA) 0.6
25 KPHX-AM 0.8	KDJO-AM 0.7	KXTC-FM (M) 0.5
26 KQXE-AM 0.6	KOPA-AM 0.7	KFLR-AM (M) 0.5
27 KFLR-AM 0.6	KQXE-AM 0.6	
28 KDJQ-AM 0.4	KROS-AM 0.6	
29	KHEP-AM 0.3	

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KQYT-FM 193	KOY -AM 143	KNIX-FM 171
2 KTAR-AM 165	KNIX-FM 136	KOY -AM 153
3 KME0-FM 130	KNIX-FM 133	KOYT-FM 145
4 KDKB-FM 129	KME0-FM 114	KOPA-FM 141
5 KOY -AM 116	KTAR-AM 103	KME0-FM 125
6 KUPD-FM 97	KOOL-FM 95	KDKB-FM 120
7 KBBC-FM 88	KJJJ-AM 82	KNIX-FM 81
8 KNIX-FM 80	KUPD-FM 75	KOOL-FM 80
9 KOPA-FM 76	KDKB-FM 73	KUPD-FM 79
10 KARZ-AM 67		

### M-F, 6-10am

1 KTAR-AM	KOY -AM	KTAR-AM
2 KOY -AM	KTAR-AM	KOY -AM
3 KQYT-FM	KOYT-FM	KNIX-FM
4 KME0-FM	KNIX-FM	KOPA-FM
5 KARZ-AM	KME0-FM	KDKB-FM
6 KNIX-FM	KJJJ-AM	KME0-FM
7 KDKB-FM	KOOL-FM	KOYT-FM
8 KNIX-FM	KUPD-FM	KJJJ-AM
9 KOPA-FM	KARZ-AM	KARZ-AM
10 KOPA-FM	KUPD-FM	KOOL-FM

### M-F, 3-7pm

1 KQYT-FM	KOYT-FM	KNIX-FM
2 KDKB-FM	KOY -AM	KOY -AM
3 KME0-FM	KNIX-FM	KOY -AM
4 KTAR-AM	KME0-FM	KOPA-FM
5 KOY -AM	KOOL-FM	KME0-FM
6 KUPD-FM	KUPD-FM	KDKB-FM
7 KOPA-FM	KJJJ-AM	KTAR-AM
8 KBBC-FM	KTAR-AM	KUPD-FM
9 KXTC-FM	KOPA-FM	KOOL-FM
10 KNIX-FM	KDKB-FM	KJJJ-AM

### Teens

M-S, 6am-Midnight

POP(00): 1410

A/M '79	O/N '79	A/M '80
1 KUPD-FM	KOPA-FM	KUPD-FM
2 KOPA-FM	KUPD-FM	KOPA-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

### M-F, 6-10am

1 KOPA-FM	KOPA-FM	KOPA-FM
2 KUPD-FM	KUPD-FM	KRUX-AM
3 KKKQ-AM	KRUX-AM	KUPD-FM

### M-F, 3-7pm

1 KUPD-FM	KOPA-FM	KUPD-FM
2 KOPA-FM	KUPD-FM	KOPA-FM
3 KXTC-FM	KRUX-AM	KRUX-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

A/M '79	O/N '79	A/M '80
1 KDKB-FM	KOOL-FM	KDKB-FM
2 KBBC-FM	KOY -AM	KOPA-FM
3 KUPD-FM	KDKB-FM	KNIX-FM
4 KOY -AM	KBBC-FM	KOY -AM
5 KXTC-FM	KNIX-FM	KOOL-FM
6 KOOL-FM	KUPD-FM	KBBC-FM
7 KQYT-FM	KKKQ-AM	KUPD-FM
8 KOPA-FM	KOPA-FM	KJJJ-AM
9 KNIX-FM	KXTC-FM	KZZP-FM
10 KI0G-FM	KJJJ-AM	KKKQ-AM

### M-F, 6-10am

1 KOY -AM	KOY -AM	KDKB-FM
2 KDKB-FM	KOOL-FM	KOY -AM
3 KBBC-FM	KNIX-FM	KOPA-FM
4 KUPD-FM	KDKB-FM	KNIX-FM
5 KNIX-FM	KBBC-FM	KOOL-FM
6 KXTC-FM	KKKQ-AM	KNIX-AM
7 KOOL-FM	KUPD-FM	KKKO-AM
8 KQYT-FM	KOPA-FM	KJJJ-AM
9 KOPA-FM	KJJJ-AM	KUPD-FM
10 KKKQ-AM	KXTC-FM	KBBC-FM

### M-F, 3-7pm

1 KDKB-FM	KOOL-FM	KDKB-FM
2 KBBC-FM	KUPD-FM	KOPA-FM
3 KOY -AM	KBBC-FM	KNIX-FM
4 KUPD-FM	KDKB-FM	KOY -AM
5 KQYT-FM	KOY -AM	KOOL-FM
6 KI0G-FM	KKKQ-AM	KBBC-FM
7 KOPA-FM	KNIX-FM	KUPD-FM
8 KOOL-FM	KXTC-FM	KOYT-FM
9 KXTC-FM	KOPA-FM	KKKQ-AM
10 KRUX-AM	KI0G-FM	KZZP-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 5094

A/M '79	O/N '79	A/M '80
1 KQYT-FM	KOY -AM	KNIX-FM
2 KOY -AM	KNIX-FM	KOY -AM
3 KME0-FM	KOYT-FM	KOPA-FM
4 KTAR-AM	KJJJ-AM	KTAR-AM
5 KBBC-FM	KME0-FM	KOY -AM
6 KNIX-FM	KOOL-FM	KME0-FM
7 KUPD-FM	KTAR-AM	KOOL-FM
8 KDKB-FM	KBBC-FM	KDKB-FM
9 KOOL-FM	KKKQ-AM	KJJJ-AM
10 KARZ-AM	KXTC-FM	KNIX-AM

### M-F, 6-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KNIX-FM	KNIX-FM
3 KQYT-FM	KTAR-AM	KTAR-AM
4 KNIX-FM	KOYT-FM	KOOL-FM
5 KBBC-FM	KJJJ-AM	KOPA-FM
6 KME0-FM	KOOL-FM	KME0-FM
7 KUPD-FM	KME0-FM	KOYT-FM
8 KARZ-AM	KBBC-FM	KNIX-FM
9 KOOL-FM	KKKQ-AM	KJJJ-AM
10 KDKB-FM	KARZ-AM	KDKB-FM

### M-F, 3-7pm

1 KQYT-FM	KOY -AM	KNIX-FM
2 KOY -AM	KOYT-FM	KOY -AM
3 KTAR-AM	KNIX-FM	KOYT-FM
4 KME0-FM	KOOL-FM	KOPA-FM
5 KBBC-FM	KJJJ-AM	KME0-FM
6 KDKB-FM	KME0-FM	KDKB-FM
7 KI0G-FM	KBBC-FM	KTAR-AM
8 KJJJ-AM	KKKQ-AM	KOOL-FM
9 KUPD-FM	KTAR-AM	KKKQ-AM
10 KOOL-FM	KYTC-FM	KJJJ-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KTAR-AM 2681	KTAR-AM 2253	KOY -AM 22
2 KQYT-FM 2104	KOY -AM 2014	KTAR-AM 21
3 KOY -AM 2019	KOYT-FM 1995	KOPA-FM 18
4 KUPD-FM 1993	KME0-FM 1747	KNIX-FM 16
5 KDKB-FM 1698	KUPD-FM 1621	KOYT-FM 15
6 KME0-FM 1586	KNIX-FM 1565	KME0-FM 15
7 KOPA-FM 1392	KARZ-AM 1430	KDKB-FM 13
8 KBBC-FM 1204	KOPA-FM 1359	KUPD-FM 12
9 KARZ-AM 1176	KOOL-FM 1341	KJJJ-AM 12
10 KRUX-AM 1110	KJJJ-AM 1330	KOOL-FM 11

### M-F, 6-10am

1 KTAR-AM	KTAR-AM	KTAR-AM
2 KOY -AM	KOY -AM	KOY -AM
3 KUPD-FM	KOYT-FM	KOPA-FM
4 KQYT-FM	KUPD-FM	KNIX-FM
5 KDKB-FM	KNIX-FM	KME0-FM
6 KME0-FM	KME0-FM	KJJJ-AM
7 KOPA-FM	KJJJ-AM	KOYT-FM
8 KARZ-AM	KOPA-FM	KDKB-FM
9 KBBC-FM	KKKQ-AM	KUPD-FM
10 KKKQ-AM	KOOL-FM	KOOL-FM

### M-F, 3-7pm

1 KTAR-AM	KOYT-FM	KOY -AM
2 KOY -AM	KOY -AM	KNIX-FM
3 KOY -AM	KUPD-FM	KTAR-AM
4 KUPD-FM	KTAR-AM	KOPA-FM
5 KME0-FM	KNIX-FM	KME0-FM
6 KOPA-FM	KME0-FM	KOYT-FM
7 KDKB-FM	KOOL-FM	KDKB-FM
8 KRUX-AM	KOPA-FM	KUPD-FM
9 KBBC-FM	KKKQ-AM	KJJJ-AM
10 KKKQ-AM	KJJJ-AM	KOOL-FM

### Teens

M-S, 6am-Midnight

POP(00): 1410

A/M '79	O/N '79	A/M '80
1 KUPD-FM	KUPD-FM	KOPA-FM
2 KOPA-FM	KOPA-FM	KUPD-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

### M-F, 6-10am

1 KUPD-FM	KUPD-FM	KOPA-FM
2 KOPA-FM	KOPA-FM	KUPD-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

### M-F, 3-7pm

1 KUPD-FM	KUPD-FM	KUPD-FM
2 KOPA-FM	KOPA-FM	KOPA-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

A/M '79	O/N '79	A/M '80
1 KDKB-FM	KUPD-FM	KOPA-FM
2 KUPD-FM	KKKQ-AM	KDKB-FM
3 KOY -AM	KDKB-FM	KOY -AM
4 KBBC-FM	KOY -AM	KOOL-FM
5 KOPA-FM	KOOL-FM	KUPD-FM
6 KOOL-FM	KBBC-FM	KNIX-FM
7 KKKQ-AM	KOPA-FM	KBBC-FM
8 KTAR-AM	KNIX-FM	KZZP-FM
9 KRUX-AM	KJJJ-AM	KJJJ-AM
10 KQYT-FM	KRUX-AM	KRUX-AM

### M-F, 6am-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KDKB-FM	KUPD-FM	KOPA-FM
3 KBBC-FM	KDKB-FM	KDKB-FM
4 KUPD-FM	KKKQ-AM	KNIX-FM
5 KOPA-FM	KOOL-FM	KNIX-FM
6 KKKQ-AM	KOPA-FM	KUPD-FM
7 KOOL-FM	KBBC-FM	KKKQ-AM
8 KTAR-AM	KNIX-FM	KZZP-FM
9 KOPA-FM	KJJJ-AM	KJJJ-AM
10 KQYT-FM	KI0G-FM	KBBC-FM

### M-F, 3-7pm

1 KOKB-FM	KUPD-FM	KDKB-FM
2 KUPD-FM	KOOL-FM	KOPA-FM
3 KBBC-FM	KKKQ-AM	KOY -AM
4 KOY -AM	KDKB-FM	KNIX-FM
5 KOPA-FM	KOY -AM	KOOL-FM
6 KKKQ-AM	KNIX-FM	KUPD-FM
7 KOOL-FM	KBBC-FM	KBBC-FM
8 KRUX-AM	KOPA-FM	KZZP-FM
9 KQYT-FM	KRUX-AM	KRUX-AM
10 KXTC-FM	KXTC-FM	KJJJ-AM

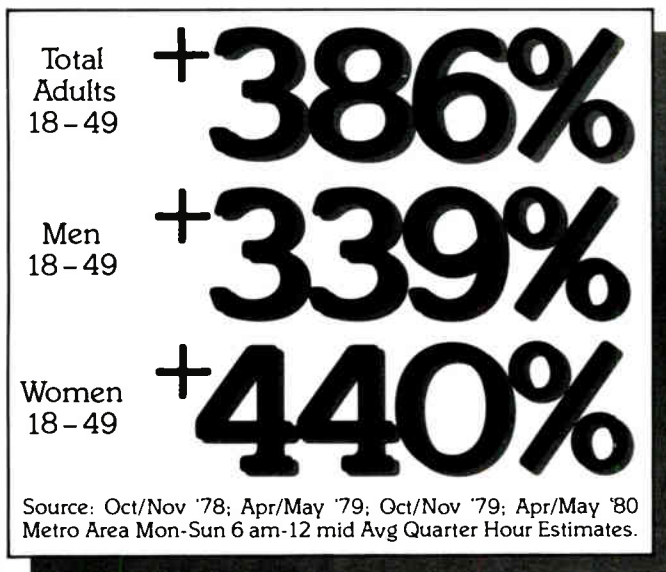
### Adults 25-54

M-S, 6am-Midnight

POP(00): 5094

A/M '79	O/N '79	A/M '80
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KNIX-FM	KNIX-FM
3 KQYT-FM	KTAR-AM	KTAR-AM
4 KME0-FM	KOYT-FM	KJJJ-AM
5 KUPD-FM	KJJJ-AM	KME0-FM
6 KNIX-FM	KME0-FM	KOPA-FM
7 KBBC-FM	KOOL-FM	KOOL-FM
8 KDKB-FM	KKKQ-AM	KOYT-FM
9 KOOL-FM	KARZ-AM	KNIX-AM
10 KARZ-AM	KBBC-FM	KKKQ-AM

# Seems like everybody is goin' to the country, with KNIX.



No matter how you figure the numbers, KNIX's increases since Oct/Nov 1978 are incredible!

According to the Arbitron reports, KNIX's country format has literally captured every significant share of the country market. And now the crossover numbers are increasing our share of the total

market to unprecedented heights. We've truly earned the right to call ourselves #1 and the reason seems simple enough.

KNIX AM/FM: P.O. Box 3174, Tempe, AZ 85281, Phone (602) 966-6236.

Contact: Joe Ferguson, National Sales Manager. Represented by The Christal Company, Inc.

## Phoenix is goin' to the country, with KNIX.



# Pittsburgh

METRO RANK

13

## A/M '80 Market Overview

KDKA continued tops overall in Pittsburgh, but it's important to compare spring books to spring books and fall books to fall in order to properly evaluate the ratings here. In the A/M reports, KDKA has a full schedule of Pirates baseball, while in the fall sweeps WTAE has a full schedule of Steelers football. In the City of Champions these are important variables in each relevant survey, so we'll compare the A/M '80 data to the results from the A/M '79 book.

KDKA edged out AOR WDV E to take the 18-34 lead, with each in the mid-12 range. This represented a stable book for Westinghouse's P/A giant, but WDFM declined more than two since last year. WFFM slipped a share 18-34, and WTAE enjoyed its best spring book in recent years to take over third. WTAE's 25-34 strength also enabled the station to score second — albeit a distant second — to KDKA in the 25-54 demographic.

In the older demos, KDKA had a mid-24 share, up slightly from last year, while WTAE was just under 10. KDKA reinforced its presence with an ad campaign focused on TV commercials, while WTAE used a multi-media campaign involving TV and billboards. WTAE ran the "Magic Ticket" contest this sweep.

News station KQV enjoyed a healthy book, thanks in part to a heavy TV ad campaign on more of a midday emphasis on telephone talk. Also, there is an interesting Beautiful Music story developing. WPNT came on the scene and whittled away some WSHH audience. WSHH was down more than three shares from last spring's 25-54 number.

Arbitron got back 36% more diaries this spring than last, so these numbers should be a reliable indication of what's happening in the Steel City.

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	23.4	KDKA-AM 22.2
2 WSHH-FM	8.7	WDVE-FM 7.5
3 WDFM-FM	7.6	WSHH-FM (M) 7.3
4 WXXX-FM	6.6	WTAE-AM (P) 6.6
5 WTAE-AM	5.1	WXXX-FM (A) 5.4
6 WAMO-FM	4.8	WAMO-FM (A) 4.6
7 WPEZ-FM	4.5	WJOI-FM (A) 4.4
8 KQV -AM	4.4	WFFM-FM (P) 3.6
9 WFFM-FM	4.2	KQV -AM (C) 3.5
10 WJOI-FM	3.7	WPNT-FM 3.5
11 WEEP-AM	3.4	WEEP-AM 3.4
12 WKTO-AM	2.9	WWSW-AM 3.3
13 WWSW-AM	2.8	WKTO-AM (C) 3.1
14 WDSY-FM	2.3	WDSY-FM 2.7
15 WYDD-FM	1.9	WPEZ-FM (P) 2.3
16 KDKA-FM	1.6	WYDD-FM (A) 2.2
17 WIXZ-AM	0.9	WNUF-FM (M) 1.2
18 WPIT-AM	0.8	WIXZ-AM (C) 0.9
19 WHJB-AM	0.7	WJPA-AM (C) 0.9
20 WBPV-AM	0.6	WKPA-AM (A) 0.7
21 WYJZ-AM	0.5	WPIT-FM (A) 0.5
22 WEDO-AM	0.5	WHJB-AM (A) 0.5
23 WPIT-FM	0.4	WBPV-AM (P) 0.5
24 WASP-AM	0.3	WPIT-AM (A) 0.5
25 WKPA-AM	0.3	WASP-AM (A) 0.4
26 WWSW-FM	0.3	WESA-AM (M) 0.4
27 WESA-AM	0.3	WYJZ-AM (C) 0.3
28 WESA-FM	0.1	WMBM-AM (C) 0.3
29 WLOA-AM		WESA-FM (M) 0.1
30		WFFM-AM 0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	784	KDKA-AM 724
2 WSHH-FM	291	WDVE-FM 244
3 WDFM-FM	254	WSHH-FM 221
4 WXXX-FM	221	WTAE-AM 182
5 WTAE-AM	169	WXXX-FM 175
6 WAMO-FM	161	WAMO-FM 154
7 WPEZ-FM	149	WJOI-FM 148
8 KQV -AM	147	WFFM-FM 121
9 WFFM-FM	139	KQV -AM 119
10 WJOI-FM	124	WPNT-FM 113

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXX-FM	WDFM-FM	KQV -AM
4 KQV -AM	WXXX-FM	WXXX-FM
5 WSHH-FM	WAMO-FM	WDFM-FM
6 WDFM-FM	WSHH-FM	WAMO-FM
7 WAMO-FM	WWSW-AM	WJOI-FM
8 WPEZ-FM	WJOI-FM	WJOI-FM
9 WWSW-AM	WJOI-FM	WJOI-FM
10 WFFM-FM	WFFM-FM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WSHH-FM	WSHH-FM
3 WDFM-FM	WDFM-FM	WTAE-AM
4 WXXX-FM	WXXX-FM	WDFM-FM
5 WAMO-FM	WAMO-FM	WXXX-FM
6 WPEZ-FM	WTAE-AM	WAMO-FM
7 KQV -AM	WJOI-FM	KQV -AM
8 WTAE-AM	WPNT-FM	WJOI-FM
9 WFFM-FM	WFFM-FM	WFFM-FM
10 WJOI-FM	KQV -AM	WPNT-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2404

A/M '79	O/N '79	A/M '80
1 WDFM-FM	WXXX-FM	WXXX-FM
2 WXXX-FM	WDFM-FM	WDFM-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

M-F, 6-10am

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDFM-FM	KDKA-AM	KDKA-AM
3 KDKA-AM	WDFM-FM	WAMO-FM

M-F, 3-7pm

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDFM-FM	WDFM-FM	WDFM-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 5840

A/M '79	O/N '79	A/M '80
1 WDFM-FM	WDFM-FM	KDKA-AM
2 KDKA-AM	KDKA-AM	WDFM-FM
3 WFFM-FM	WAMO-FM	WTAE-AM
4 WXXX-FM	WTAE-AM	WFFM-FM
5 WTAE-AM	WXXX-FM	WXXX-FM
6 WAMO-FM	WFFM-FM	WAMO-FM
7 WPEZ-FM	WKTO-AM	WYDD-FM
8 WKTO-AM	WYDD-FM	WPEZ-FM
9 WYDD-FM	WPEZ-FM	WKTO-AM
10 WEEP-AM	WPNT-FM	WSHH-FM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WDFM-FM	WTAE-AM
3 WDFM-FM	WTAE-AM	WFFM-FM
4 WXXX-FM	WXXX-FM	WDFM-FM
5 WFFM-FM	WAMO-FM	WXXX-FM
6 WPEZ-FM	WFFM-FM	WAMO-FM
7 WAMO-FM	WPEZ-FM	WPEZ-FM
8 WKTO-AM	WKTO-AM	WKTO-AM
9 WFFM-FM	WYDD-FM	WYDD-FM
10 WSHH-FM	WWSW-AM	WDSY-FM

M-F, 3-7pm

1 WDFM-FM	WDFM-FM	WDFM-FM
2 WXXX-FM	KDKA-AM	KDKA-AM
3 WFFM-FM	WAMO-FM	WFFM-FM
4 WAMO-FM	WXXX-FM	WXXX-FM
5 WPEZ-FM	WFFM-FM	WTAE-AM
6 WTAE-AM	WTAE-AM	WAMO-FM
7 KDKA-AM	WPNT-FM	WPEZ-FM
8 WYDD-FM	WYDD-FM	WPEZ-FM
9 WKTO-AM	WKTO-AM	WKTO-AM
10 WEEP-AM	WJOI-FM	WSHH-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 8749

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WTAE-AM	WTAE-AM
3 WTAE-AM	WSHH-FM	WSHH-FM
4 WFFM-FM	WDFM-FM	WDSY-FM
5 WXXX-FM	WFFM-FM	KQV -AM
6 WEEP-AM	WAMO-FM	WFFM-FM
7 WJOI-FM	WEEP-AM	WPNT-FM
8 KQV -AM	WXXX-FM	WEEP-AM
9 WWSW-AM	WJOI-FM	WXXX-FM
10 WAMO-FM	WPNT-FM	WKTO-AM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WAMO-FM	KQV -AM
4 WXXX-FM	WSHH-FM	WFFM-FM
5 KQV -AM	KQV -AM	WDSY-FM
6 WAMO-FM	WDFM-FM	WSHH-FM
7 WFFM-FM	WFFM-FM	WXXX-FM
8 WWSW-AM	WWSW-AM	WPNT-FM
9 WJOI-FM	WXXX-FM	WAMO-FM
10 WEEP-AM	WFFM-FM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WSHH-FM	WTAE-AM
3 WTAE-AM	WTAE-AM	WSHH-FM
4 WJOI-FM	WDFM-FM	KQV -AM
5 WEEP-AM	WFFM-FM	WDSY-FM
6 WFFM-FM	WAMO-FM	WKTO-AM
7 WXXX-FM	WJOI-FM	WPNT-FM
8 KQV -AM	WPNT-FM	WXXX-FM
9 WPEZ-FM	WKTO-AM	WFFM-FM
10 WAMO-FM	KQV -AM	WEEP-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	10126	KDKA-AM 9907
2 WXXX-FM	3830	WTAE-AM 4616
3 WSHH-FM	3517	WDFM-FM 3407
4 WTAE-AM	3491	WXXX-FM 3304
5 WDFM-FM	3034	WSHH-FM 3123
6 WPEZ-FM	2991	KQV -AM 2647
7 WKTO-AM	2764	WKTO-AM 2466
8 KQV -AM	2586	WFFM-FM 2251
9 WWSW-AM	2202	WWSW-AM 2161
10 WFFM-FM	2000	WPNT-FM 2158

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXX-FM	WDFM-FM	KQV -AM
4 KQV -AM	WXXX-FM	WXXX-FM
5 WDFM-FM	WSHH-FM	WDFM-FM
6 WSHH-FM	KQV -AM	WSHH-FM
7 WPEZ-FM	WAMO-FM	WAMO-FM
8 WWSW-AM	WKTO-AM	WFFM-FM
9 WKTO-AM	WFFM-FM	WPEZ-FM
10 WAMO-FM	WWSW-AM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WXXX-FM	WDFM-FM	WXXX-FM
3 WDFM-FM	WXXX-FM	WTAE-AM
4 WSHH-FM	WTAE-AM	WDFM-FM
5 WTAE-AM	WSHH-FM	WAMO-FM
6 WPEZ-FM	WAMO-FM	WSHH-FM
7 WKTO-AM	KQV -AM	KQV -AM
8 KQV -AM	WKTO-AM	WFFM-FM
9 WAMO-FM	WFFM-FM	WPEZ-FM
10 WFFM-FM	WJOI-FM	WKTO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 2404

A/M '79	O/N '79	A/M '80
1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDFM-FM	WDFM-FM	WDFM-FM
3 WPEZ-FM	WPEZ-FM	WPEZ-FM

M-F, 6-10am

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDFM-FM	KDKA-AM	KDKA-AM
3 KDKA-AM	WDFM-FM	WDFM-FM

M-F, 3-7pm

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDFM-FM	WDFM-FM	WDFM-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 5840

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WDFM-FM	WDFM-FM	WDFM-FM
3 WXXX-FM	WTAE-AM	WXXX-FM
4 WTAE-AM	WXXX-FM	WTAE-AM
5 WPEZ-FM	WKTO-AM	WFFM-FM
6 WKTO-AM	WFFM-FM	WKTO-AM
7 WFFM-FM	WAMO-FM	WPEZ-FM
8 WAMO-FM	WPEZ-FM	WAMO-FM
9 WYDD-FM	WYDD-FM	WYDD-FM
10 WSHH-FM	KQV -AM	WWSW-AM

M-F, 6am-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WDFM-FM	WTAE-AM
3 WDFM-FM	WTAE-AM	WDFM-FM
4 WXXX-FM	WXXX-FM	WXXX-FM
5 WFFM-FM	WAMO-FM	WFFM-FM
6 WPEZ-FM	WKTO-AM	WAMO-FM
7 WKTO-AM	WFFM-FM	WKTO-AM
8 WAMO-FM	WPEZ-FM	WAMO-FM
9 WYDD-FM	WYDD-FM	WYDD-FM
10 WEEP-AM	KQV -AM	WEEP-AM

M-F, 3-7pm

1 WDFM-FM	WDFM-FM	KDKA-AM
2 WXXX-FM	WTAE-AM	WTAE-AM
3 WTAE-AM	WXXX-FM	WXXX-FM
4 KDKA-AM	KDKA-AM	WFFM-FM
5 WFFM-FM	WFFM-FM	WTAE-AM
6 WPEZ-FM	WAMO-FM	WAMO-FM
7 WKTO-AM	WKTO-AM	WKTO-AM
8 WAMO-FM	WYDD-FM	WPEZ-FM
9 WYDD-FM	WPEZ-FM	WYDD-FM
10 WEEP-AM	WSHH-FM	WEEP-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 8749

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WSHH-FM
4 WXXX-FM	WKTO-AM	WKTO-AM
5 WWSW-AM	WXXX-FM	KQV -AM
6 WKTO-AM	WDFM-FM	WXXX-FM
7 WJOI-FM	WFFM-FM	WFFM-FM
8 KQV -AM	KQV -AM	WWSW-AM
9 WPEZ-FM	WJOI-FM	WEEP-AM
10 WFFM-FM	WPNT-FM	WPNT-FM



# Pittsburgh's Unique FM Radio

# 3WS

# 94.5 FM

# Pittsburgh

Continued from Page 176

M-F, 6-10am		
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	KQV -AM
4 KQV -AM	WDVE-FM	WXXX-FM
5 WWSW-AM	WKTQ-AM	WSHH-FM
6 WXXX-FM	WAMO-FM	WEEP-AM
7 WJOI-FM	KQV -AM	WFFM-FM
8 WKTQ-AM	WFFM-FM	WWSW-AM
9 WFFM-FM	WXXX-FM	WDSY-FM
10 WPEZ-FM	WWSW-AM	WJOI-FM

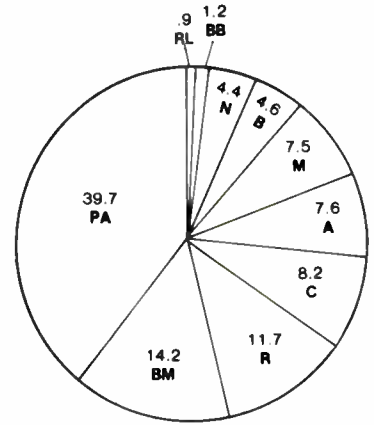
M-F, 3-7pm		
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WKTQ-AM
4 WXXX-FM	WKTQ-AM	WXXX-FM
5 WEEP-AM	WDVE-FM	KQV -AM
6 WWSW-AM	WFFM-FM	WSHH-FM
7 WJOI-FM	WAMO-FM	WFFM-FM
8 WFFM-FM	KQV -AM	WDSY-FM
9 KQV -AM	WXXX-FM	WPNT-FM
10 WPEZ-FM	WJOI-FM	WAMO-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

**Format Legend**

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



# Nassau-Suffolk

Continued from Page 156

M-F, 6-10am		
1 WCBS-AM	WCBS-AM	WNBC-AM
2 WABC-AM	WABC-AM	WCBS-AM
3 WINS-AM	WINS-AM	WINS-AM
4 WNBC-AM	WNBC-AM	WABC-AM
5 WBLI-FM	WOR -AM	WBLI-FM
6 WHN -AM	WHN -AM	WCBS-FM
7 WOR -AM	WBLI-FM	WOR -AM
8 WRFM-FM	WCBS-FM	WHN -AM
9 WNEW-AM	WBLI-FM	WYNY-FM
10 WCBS-FM	WKTU-FM	WBLI-FM

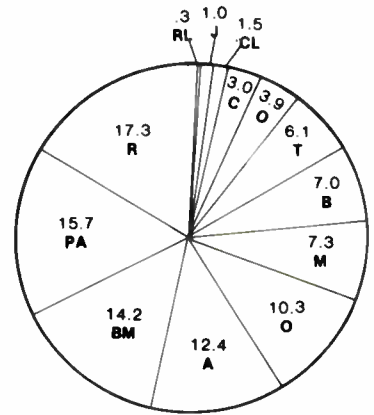
M-F, 3-7pm		
1 WABC-AM	WABC-AM	WNBC-AM
2 WCBS-AM	WNBC-AM	WCBS-AM
3 WNBC-AM	WINS-AM	WABC-AM
4 WHN -AM	WCBS-AM	WINS-AM
5 WINS-AM	WHN -AM	WHN -AM
6 WBLI-FM	WKTU-FM	WCBS-FM
7 WCBS-FM	WKTU-FM	WBLI-FM
8 WRFM-FM	WCBS-FM	WYNY-FM
9 WKTU-FM	WBLI-FM	WRFM-FM
10 WPCA-AM	WBLI-FM	WBLI-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

**Format Legend**

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



# Phoenix

Continued from Page 174

M-F, 6-10am		
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KTAR-AM	KTAR-AM
3 KOYT-FM	KNI X-FM	KNI X-FM
4 KBBC-FM	KJJJ-AM	KJJJ-AM
5 KMEO-FM	KOYT-FM	KOOL-FM
6 KNIX-FM	KMEQ-FM	KOPA-FM
7 KUPD-FM	KOOL-FM	KMEQ-FM
8 KARZ-AM	KKKQ-AM	KOYT-FM
9 KOOL-FM	KBBC-FM	KKKQ-AM
10 KJJJ-AM	KARZ-AM	KNI X-FM

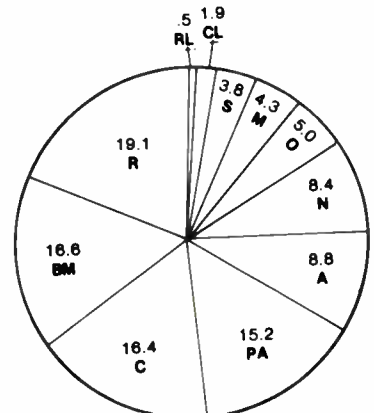
M-F, 3-7pm		
1 KOY -AM	KOY -AM	KOY -AM
2 KOYT-FM	KNI X-FM	KNI X-FM
3 KTAR-AM	KOYT-FM	KTAR-AM
4 KMEO-FM	KJJJ-AM	KJJJ-AM
5 KBBC-FM	KTAR-AM	KMEQ-FM
6 KUPD-FM	KOOL-FM	KOPA-FM
7 KNIY-FM	KMEQ-FM	KOYT-FM
8 KKKQ-AM	KKKQ-AM	KOOL-FM
9 KJJJ-AM	KBBC-FM	KDKB-FM
10 KOOL-FM	KXTC-FM	KKKQ-AM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

**Format Legend**

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



# Portland, ME

METRO RANK

143

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1715

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	19.2	17.5	13.4
2 WJBO-FM	11.8	10.1	11.9
3 WGAN-FM	11.1	8.6	10.3
4 WPOR-AM	6.6	8.2	8.7
5 WHOH-FM	6.3	7.8	8.3
6 WPOR-FM	5.5	7.8	8.3
7 WJBO-AM	5.5	6.7	7.1
8 WBZ -AM	5.5	6.3	6.7
9 WBLM-FM	5.2	4.5	4.7
10 WCSH-AM	4.4	4.1	4.0
11 WIGY-FM	4.1	3.7	3.6
12 WHGX-FM	4.1	3.0	2.8
13 WKXA-FM	2.2	2.6	2.0
14 WDCS-FM	1.1	2.2	1.6
15 WLOB-AM	0.7	1.5	0.8
16 WLOB-FM	0.7	1.1	0.8
17 WJTO-AM	0.7	1.1	0.4
18 WKXA-AM	0.7	0.4	0.4
19 WRKO-AM	0.4	0.4	0.4

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1715

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	52	47	34
2 WJBO-FM	32	27	30
3 WGAN-FM	30	23	26
4 WPOR-AM	18	22	22
5 WHOH-FM	17	21	21

M-F, 6-10am

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WJBO-FM	WGAN-AM	WGAN-AM
3 WPOR-AM	WGAN-AM	WGAN-AM
4 WGAN-FM	WGAN-AM	WGAN-AM
5 WCSH-AM	WGAN-AM	WGAN-AM

M-F, 3-7pm

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-AM	WGAN-AM
3 WJBO-FM	WGAN-AM	WGAN-AM
4 WBLM-FM	WGAN-AM	WGAN-AM
5 WBZ -AM	WGAN-AM	WGAN-AM

Teens

M-S, 6am-Midnight

POP(00): 219

	A/M '78	A/M '79	A/M '80
1 WJBO-FM	WLOB-FM	WJBO-FM	WLOB-FM
2 WIGY-FM	WJBO-FM	WLOB-FM	WIGY-FM
3 WGAN-AM	WIGY-FM	WIGY-FM	WIGY-FM

M-F, 6-10am

1 WJBO-FM	WLOB-FM	WLOB-FM
2 WGAN-AM	WJBO-FM	WJBO-FM
3 WIGY-FM	WGAN-AM	WGAN-AM

M-F, 3-7pm

1 WJBO-FM	WLOB-FM	WJBO-FM
2 WIGY-FM	WJBO-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 582

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	WHGX-FM	WBLM-FM	
2 WJBO-FM	WGAN-AM	WHGX-FM	
3 WBLM-FM	WJBO-FM	WLOB-FM	
4 WGAN-FM	WIGY-FM	WGAN-AM	
5 WHGX-FM	WLOB-FM	WJBO-FM	

M-F, 6-10am

1 WJBO-FM	WGAN-AM	WBLM-FM
2 WGAN-AM	WJBO-FM	WJBO-FM
3 WBLM-FM	WHGX-FM	WGAN-AM
4 WGAN-FM	WIGY-FM	WHGX-FM
5 WHGX-FM	WJBO-FM	WLOB-FM

M-F, 3-7pm

1 WGAN-AM	WHGX-FM	WBLM-FM
2 WJBO-FM	WGAN-AM	WLOB-FM
3 WBLM-FM	WJBO-FM	WHGX-FM
4 WGAN-FM	WIGY-FM	WGAN-AM
5 WHGX-FM	WLOB-FM	WJBO-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 756

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	WGAN-AM	WGAN-FM	
2 WGAN-FM	WGAN-AM	WGAN-AM	
3 WHOH-FM	WHGX-FM	WBLM-FM	
4 WPOR-FM	WGAN-FM	WHGX-FM	
5 WBZ -AM	WGAN-AM	WGAN-AM	

M-F, 6-10am

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WPOR-FM	WGAN-AM	WGAN-AM
3 WGAN-FM	WGAN-AM	WGAN-AM
4 WKXA-FM	WGAN-AM	WGAN-AM
5 WJBO-FM	WGAN-AM	WGAN-AM

M-F, 3-7pm

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-AM	WGAN-AM
3 WBLM-FM	WHGX-FM	WBLM-FM
4 WBZ -AM	WGAN-AM	WHGX-FM
5 WPOR-FM	WGAN-AM	WGAN-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1715

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	777	662	647
2 WJBO-FM	402	353	443
3 WGAN-FM	369	353	323
4 WPOR-AM	291	275	315
5 WCSH-AM	258	272	290

M-F, 6-10am

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WJBO-FM	WGAN-AM	WGAN-AM
3 WGAN-FM	WGAN-AM	WGAN-AM
4 WPOR-AM	WGAN-AM	WGAN-AM
5 WJBO-AM	WGAN-AM	WGAN-AM

M-F, 3-7pm

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-AM	WGAN-AM
3 WJBO-FM	WGAN-AM	WGAN-AM
4 WJBO-AM	WGAN-AM	WGAN-AM
5 WPOR-AM	WGAN-AM	WGAN-AM

Teens

M-S, 6am-Midnight

POP(00): 219

	A/M '78	A/M '79	A/M '80
1 WJBO-FM	WJBO-FM	WJBO-FM	
2 WIGY-FM	WLOB-FM	WLOB-FM	
3 WGAN-AM	WIGY-FM	WIGY-FM	

M-F, 6-10am

1 WJBO-FM	WJBO-FM	WLOB-FM
2 WJBO-AM	WLOB-FM	WLOB-FM
3 WIGY-FM	WGAN-AM	WGAN-AM

M-F, 3-7pm

1 WJBO-FM	WJBO-FM	WJBO-FM
2 WIGY-FM	WLOB-FM	WIGY-FM
3 WGAN-AM	WIGY-FM	WLOB-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 582

	A/M '78	A/M '79	A/M '80
1 WGAN-AM	WGAN-AM	WBLM-FM	
2 WJBO-FM	WJBO-FM	WGAN-AM	
3 WBLM-FM	WHGX-FM	WHGX-FM	
4 WHGX-FM	WBLM-FM	WJBO-FM	
5 WJBO-AM	WJBO-AM	WLOB-FM	

M-F, 6-10am

1 WGAN-AM	WGAN-AM	WBLM-FM
2 WJBO-FM	WJBO-FM	WGAN-AM
3 WBLM-FM	WHGX-FM	WJBO-FM
4 WJBO-AM	WJBO-FM	WHGX-FM
5 WHGX-FM	WIGY-FM	WLOB-FM

M-F, 3-7pm

1 WGAN-AM	WGAN-AM	WBLM-FM
2 WJBO-FM	WJBO-FM	WGAN-AM
3 WBLM-FM	WHGX-FM	WHGX-FM
4 WJBO-AM	WJBO-FM	WLOB-FM
5 WJBO-AM	WLOB-FM	WJBO-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 756

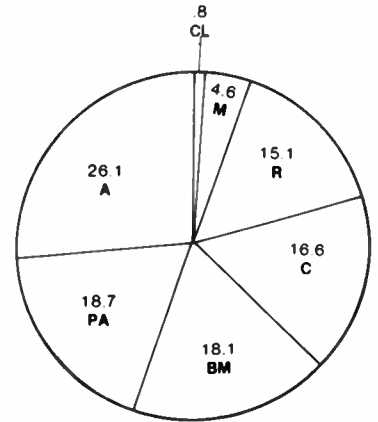
	A/M '78	A/M '79	A/M '80
1 WGAN-AM	WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-FM	WGAN-FM	WGAN-FM
3 WHOH-FM	WGAN-FM	WGAN-FM	WGAN-FM
4 WPOR-FM	WGAN-FM	WGAN-FM	WGAN-FM
5 WPOR-AM	WHGX-FM	WHGX-FM	WHGX-FM

M-F, 6-10am

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-FM	WGAN-FM
3 WPOR-FM	WGAN-FM	WGAN-FM
4 WPOR-AM	WGAN-FM	WGAN-FM
5 WJBO-AM	WGAN-FM	WGAN-FM

M-F, 3-7pm

1 WGAN-AM	WGAN-AM	WGAN-AM
2 WGAN-FM	WGAN-FM	WGAN-FM
3 WHOH-FM	WGAN-FM	WHGX-FM
4 WPOR-AM	WGAN-FM	WGAN-FM
5 WBZ -AM	WJBO-FM	WGAN-FM



### Format Legend

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



METRO RANK **32**

**A/M '80 Market Overview**

KGW remained the key station in Portland, by virtue of its lead in both the 18-34 and 25-54 demos. KGW had tremendous appeal to the 25-34's in the Portland community, and this strength built a solid sales story in both the key demos. KGW's 18-34 share was stable at a mid-16 figure, while the 25-54 number was in the mid-12 bracket, down slightly from last fall's 13.

In the 25-54 demos, Beautiful Music KXL-FM and Golden West's KEX were the runners-up. KEX was down from its fall share, not unusual since the fall sweep covers more of the Trailblazers basketball games. KXL-FM enjoyed a big surge, adding four shares to land in the upper-9 share stratum, just ahead of KEX.

The young adult race showed AOR's KGON and KINK trailing KGW. KGON remained stable with a 14 share, and used an ad campaign based on TV, with newspaper ads and bumper stickers as backup. KINK slipped 20% this sweep, down to a mid-10 share. Of the two KINK had a stronger appeal among women 18-34, while KGON was the leader among men 18-24.

**Average Persons 12+ Share Trends**

**Monday-Sunday, 6am-Midnight**  
POP(00): 9696

A/M '79	O/N '79	A/M '80
1 KGW -AM	13.0	11.9
2 KGON-FM	7.7	9.1
3 KXL -AM	7.6	8.5
4 KWJJ-AM	7.1	7.2
5 KPAM-FM	7.1	5.9
6 KUPL-FM	6.7	5.5
7 KEX -AM	5.5	5.5
8 KXL -FM	4.6	5.5
9 KYTE-AM	4.4	5.3
10 KINK-FM	3.9	4.9
11 KJIB-FM	3.8	3.9
12 KYXI-AM	3.6	3.3
13 KKEY-AM	3.3	3.3
14 KLLB-FM	2.9	3.1
15 KMJK-FM	2.9	2.6
16 KUPL-AM	2.7	2.0
17 KPDO-FM	1.2	1.9
18 KVAN-AM	1.1	1.0
19 KOFM-FM	1.0	0.8
20 KPDO-AM	0.8	0.8
21 KRDR-AM	0.8	0.6
22 KPAM-AM	0.6	0.6
23 KGO -AM	0.6	0.4
24 KGAR-AM	0.4	
25		
26		

**Average Persons Trends/Rankings**

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 9696

A/M '79	O/N '79	A/M '80
1 KGW -AM	17.5	16.5
2 KGON-FM	10.4	12.0
3 KXL -AM	10.2	11.7
4 KWJJ-AM	9.0	10.9
5 KPAM-FM	9.6	10.6

**M-F, 6-10am**

1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KFX -AM	KEX -AM
3 KWJJ-AM	KWJJ-AM	KWJJ-AM
4 KFX -AM	KGON-FM	KXL -AM
5 KGON-FM	KXL -AM	KXL -FM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KGON-FM	KGON-FM
3 KWJJ-AM	KEX -AM	KXL -FM
4 KGON-FM	KUPL-FM	KUPL-FM
5 KUPL-FM	KMJK-FM	KMJK-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 1160

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGON-FM	KMJK-FM
2 KPAM-FM	KGW -AM	KGON-FM
3 KYTE-AM	KMJK-FM	KGW -AM

**M-F, 6-10am**

1 KGW -AM	KGW -AM	FGW -AM
2 KPAM-FM	KGON-FM	KMJK-FM
3 KYTE-AM	KMJK-FM	KGON-FM

**M-F, 3-7pm**

1 KGW -AM	KGON-FM	KMJK-FM
2 KPAM-FM	KGW -AM	KGON-FM
3 KYTE-AM	KMJK-FM	KGW -AM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 FGON-FM	FGON-FM	KGON-FM
3 KPAM-FM	KINK-FM	KINK-FM
4 KINK-FM	KMJK-FM	KMJK-FM
5 KMJK-FM	KEX -AM	KYTE-AM

**M-F, 6-10am**

1 KGW -AM	KGW -AM	FGW -AM
2 KGON-FM	KGON-FM	KGON-FM
3 KPAM-FM	KINK-FM	KINK-FM
4 KMJK-FM	KMJK-FM	KMJK-FM
5 KMJK-FM	KPAM-FM	KEX -AM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	FGON-FM	KINK-FM
4 KMJK-FM	KMJK-FM	KMJK-FM
5 KINK-FM	KEX -AM	KYTE-AM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 4565

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KXL -FM
3 KWJJ-AM	KINK-FM	KEX -AM
4 KEX -AM	KWJJ-AM	KYTE-AM
5 KUPL-FM	KUPL-FM	KWJJ-AM

**M-F, 6-10am**

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KEX -AM	KWJJ-AM	KWJJ-AM
4 KXL -AM	KUPL-FM	KXL -FM
5 KXL -FM	KINK-FM	KYTE-AM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KXL -FM
3 KEX -AM	KWJJ-AM	KWJJ-AM
4 KUPL-FM	KINK-FM	KEX -AM
5 KPAM-FM	KUPL-FM	KYTE-AM

**Cume Persons Trends/Rankings**

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	32.7	30.7
2 KEX -AM	16.1	26.0
3 KPAM-FM	15.9	14.3
4 KYTE-AM	15.5	14.2
5 KWJJ-AM	14.9	11.8

**M-F, 6-10am**

1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KEX -AM
3 KEX -AM	KGON-FM	KWJJ-AM
4 KWJJ-AM	KWJJ-AM	FGON-FM
5 KPAM-FM	KYXI-AM	KXL -FM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KFX -AM	KGON-FM
3 KFX -AM	KGON-FM	KFX -AM
4 KYTE-AM	KWJJ-AM	KWJJ-AM
5 KWJJ-AM	KUPL-FM	KXL -FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 1160

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	FGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	FGON-FM

**M-F, 6-10am**

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	FGW -AM
2 KPAM-FM	KINK-FM	KGON-FM
3 KGON-FM	KGON-FM	KINK-FM
4 KINK-FM	KEX -AM	KMJK-FM
5 KYTE-AM	KPAM-FM	KLLB-FM

**M-F, 6-10am**

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KYTE-AM	KPAM-FM	KMJK-FM
5 KINK-FM	KEX -AM	KLLB-FM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KYTE-AM	KEX -AM	KMJK-FM
5 KINK-FM	KMJK-FM	KPAM-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 4565

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KEX -AM	KWJJ-AM	KWJJ-AM
4 KUPL-FM	KINK-FM	KXL -FM
5 KPAM-FM	KUPL-FM	KYTE-AM

**M-F, 6-10am**

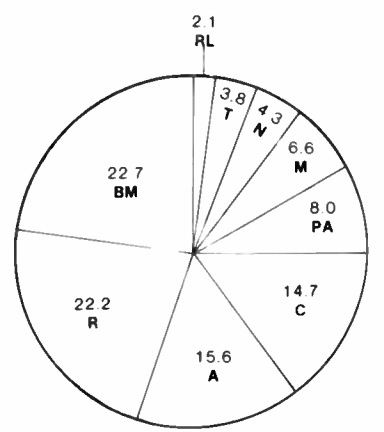
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KFX -AM	KEX -AM
3 KXL -AM	KWJJ-AM	KWJJ-AM
4 KEX -AM	KINK-FM	KYTE-AM
5 KYXI-AM	KUPL-FM	KXL -FM

**M-F, 3-7pm**

1 KGW -AM	KGW -AM	KGW -AM
2 KEX -AM	KEX -AM	KWJJ-AM
3 KWJJ-AM	KWJJ-AM	KEX -AM
4 KYXI-AM	KINK-FM	KXL -FM
5 KPAM-FM	KUPL-FM	KYTE-AM

**Format Penetration Chart**

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



**Format Legend**

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

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# Providence-Warwick-Pawtucket

METRO RANK

25

## A/M '80 Market Overview

**WLKW-FM**, a Beautiful Music station, continued to lead the Providence metro, thanks especially to its standing with the 25-54 audience. WLKW-FM led in the key adult target with a share just under 12, down slightly from its O/N '79 showing but still dominant. WLKW-FM is one of those top BM stations that exercises control over what is played on the air. **Carson Radio Services** provides the music but WLKW-FM management has creative control over what is played and when. For this book the station made a series of technical improvements, advertised on TV and in the newspaper, and brought in a new afternoon host.

Second in the 25-54 demographic was **WPRO**, the leading Pop/Adult station. WPRO had over an 8 share in the 25-54 cell, down from 10 in the fall. Except for a direct mail piece (for which the station

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WLKW-FM	10.1	WLKW-FM 12.4
2 WPRO-AM	9.9	WPRO-AM 8.6
3 WPRO-FM	8.3	WPRO-FM (B) 7.1
4 WPJB-FM	7.2	WPJB-FM (A) 5.8
5 WJAR-AM	5.8	WHJY-FM (M) 5.7
6 WHJY-FM	5.5	WEAN-AM (C) 5.1
7 WEAN-AM	5.4	WJAR-AM (A) 4.7
8 WHIM-AM	3.6	WBSM-AM 3.3
9 WBSM-AM	2.7	WHYS-FM (A) 3.8
10 WLKW-AM	2.6	WHIM-AM (A) 3.7
11 WBZ -AM	2.6	WBRU-FM (B) 2.5
12 WHYS-FM	2.3	WLKW-AM (A) 2.4
13 WBRU-FM	2.2	WBZ -AM (B) 2.3
14 WAAF-FM	1.8	WAAF-FM (D) 2.3
15 WICE-AM	1.7	WEEI-FM 1.9
16 WCNG-AM	1.6	WCOZ-FM (A) 1.9
17 WEEI-FM	1.6	WCNG-AM (A) 1.6
18 WALE-AM	1.5	WALE-AM (A) 1.6
19 WPEP-AM	1.5	WXKS-FM (A) 1.5
20 WNBH-AM	1.3	WBCN-FM (A) 1.4
21 WJIB-FM	1.2	WNON-AM (A) 1.4
22 WADK-AM	1.1	WROR-FM (A) 1.1
23 WXKS-FM	1.1	WPLM-FM (B) 1.1
24 WOTB-FM	1.0	WADK-AM (B) 1.1
25 WROR-FM	0.9	WHDH-AM (A) 0.9
26 WBCN-FM	0.9	WPEP-AM (A) 0.9
27 WNON-AM	0.8	WSAR-AM (B) 0.7
28 WARA-AM	0.7	WNBH-AM (A) 0.6
29 WERI-AM	0.7	WICE-AM (A) 0.6
30 WRLM-FM	0.7	WVBF-FM (A) 0.6
31 WSAR-AM	0.6	WJIB-FM (A) 0.6
32 WCOZ-FM	0.6	WCRB-FM (B) 0.6
33 WHDH-AM	0.5	WCBF-FM (A) 0.5
34 WBOS-FM	0.5	WOTB-FM (A) 0.5
35 WRII-AM	0.5	WERI-FM (A) 0.5
36 WKRI-AM	0.5	WRLM-FM (A) 0.5
37 WPLM-FM	0.4	WNBC-AM (A) 0.5
38 WCRB-FM	0.4	WCRB-AM (A) 0.4
39 WHUE-FM	0.4	WARA-AM (A) 0.4
40 WNBC-AM	0.4	WRII-AM (A) 0.3
41 WNON-FM	0.3	WRLM-FM (A) 0.3
42 WERI-FM	0.3	WBOS-FM (A) 0.3
43 WPLM-AM	0.3	WEEI-AM 0.3
44 WXKS-AM	0.3	WERI-AM 0.3
45		WHUE-FM 0.3

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WLKW-FM	211	WLKW-FM 233
2 WPRO-AM	207	WPRO-AM 203
3 WPRO-FM	174	WPRO-FM 153
4 WPJB-FM	150	WPJB-FM 126
5 WJAR-AM	121	WHJY-FM 122
6 WHJY-FM	115	WEAN-AM 111
7 WEAN-AM	113	WJAR-AM 101
8 WHIM-AM	75	WBSM-AM 94
9 WBSM-AM	57	WHYS-FM 81
10 WLKW-AM	55	WHIM-AM 79

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WEAN-AM	WLKW-FM	WLKW-FM
3 WLKW-FM	WPRO-FM	WEAN-AM
4 WPRO-FM	WEAN-AM	WPJB-FM
5 WPJB-FM	WPJB-FM	WPRO-FM
6 WJAR-AM	WHJY-FM	WHJY-FM
7 WHJY-FM	WJAR-AM	WJAR-AM
8 WALE-AM	WBSM-AM	WBSM-AM
9 WBSM-AM	WALE-AM	WHYS-FM
10 WHIM-AM	WHIM-AM	WHIM-AM

was cited by Arbitron), WPRO did no outside advertising.

**WPJB** and **WPRO-FM** continued to battle for the 18-34 lead. In the O/N '79 results WPRO-FM had a lead of three shares over WPJB, but in this book WPJB was ahead by one. WPJB achieved its mid-12 share in the young adult target through a more extensive ad campaign, featuring TV with newspaper and busboards also tied in. The station also aired money giveaways regularly, with lots of winners. A significant boost in the station's female numbers accounted for most of the WPJB rise this sweep.

WPRO-FM adopted a different approach, using

no outside advertising. The station's numbers may have been hurt by new personalities coming aboard prior to the book, affecting middays, PM drive, and the all-night show; the station's numbers showed softness in those dayparts. WPRO-FM was still a strong factor 18-34 with an 11 share.

One additional station made a significant move this book, Country **WHIM**. The station was able to boost its male audience in midday and PM drive, accounting for a two-share gain in the 25-54 cell this time. There were no personnel shifts or ad efforts to account for the increase, so the station's fine-tuning of its music must be paying off.

M-F, 3-7pm		
1 WPRO-FM	WLKW-FM	WPJB-FM
2 WLKW-FM	WPJB-FM	WLKW-FM
3 WPRO-AM	WPRO-FM	WPRO-FM
4 WPJB-FM	WPRO-AM	WEAN-AM
5 WJAR-AM	WHJY-FM	WJAR-AM
6 WHJY-FM	WFAN-AM	WHJY-FM
7 WEAN-AM	WJAR-AM	WHYS-FM
8 WEEI-FM	WHYS-FM	WPRO-AM
9 WBRU-FM	WBRU-FM	WHIM-AM
10 WHYS-FM	WHIM-AM	WXKS-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WAAF-FM	WXKS-FM

M-F, 6-10am		
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WAAF-FM

M-F, 3-7pm		
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WXKS-FM	WXKS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3879

A/M '79	O/N '79	A/M '80
1 WPRO-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-FM
3 WPJB-FM	WPRO-AM	WHYS-FM
4 WBRU-FM	WBRU-FM	WPRO-FM
5 WJAR-AM	WHYS-FM	WBRU-FM
6 WHYS-FM	WICE-FM	WJAR-AM
7 WEEI-FM	WAAF-FM	WLKW-FM
8 WCNG-AM	WCOZ-FM	WXKS-FM
9 WAAF-FM	WBCN-FM	WCNG-AM
10 WXKS-FM	WCNG-AM	WAAF-FM

M-F, 6-10am		
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPJB-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-FM
4 WJAR-AM	WHYS-FM	WHYS-FM
5 WHYS-FM	WCNG-AM	WJAR-AM
6 WCNG-AM	WBRU-FM	WBRU-FM
7 WBRU-FM	WJAR-AM	WLKW-FM
8 WEEI-FM	WAAF-FM	WCNG-AM
9 WBZ -AM	WAAF-FM	WBCN-FM
10 WBCN-FM	WCOZ-FM	WEAN-AM

M-F, 3-7pm		
1 WPRO-FM	WPRO-FM	WPJB-FM
2 WPJB-FM	WPJB-FM	WHYS-FM
3 WPRO-AM	WBRU-FM	WPRO-FM
4 WBRU-FM	WHYS-FM	WBRU-FM
5 WEEI-FM	WCOZ-FM	WJAR-AM
6 WCNG-AM	WCOZ-FM	WLKW-FM
7 WJAR-AM	WCOZ-FM	WJAR-AM
8 WXKS-FM	WAAF-FM	WLKW-FM
9 WHYS-FM	WXKS-FM	WCNG-AM
10 WAAF-FM	WCNG-AM	WROR-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 5182

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WLKW-FM	WLKW-FM
2 WLKW-FM	WPRO-AM	WPRO-AM
3 WHJY-FM	WPRO-FM	WPJB-FM
4 WJAR-AM	WHJY-FM	WHIM-AM
5 WPRO-FM	WPJB-FM	WHJY-FM
6 WPJB-FM	WJAR-AM	WPRO-FM
7 WHIM-AM	WHIM-AM	WJAR-AM
8 WEAN-AM	WHYS-FM	WHYS-FM
9 WHYS-FM	WEAN-AM	WEAN-AM
10 WBZ -AM	WEEI-FM	WCNG-AM

M-F, 6-10am		
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WJAR-AM	WLKW-FM	WLKW-FM
3 WLKW-FM	WPRO-FM	WPJB-FM
4 WEAN-AM	WHJY-FM	WHJY-FM
5 WPRO-FM	WJAR-AM	WJAR-AM
6 WHJY-FM	WEAN-AM	WEAN-AM
7 WPJB-FM	WPJB-FM	WPRO-FM
8 WNBH-AM	WHIM-AM	WHIM-AM
9 WHIM-AM	WHYS-FM	WHYS-FM
10 WBZ -AM	WBSM-AM	WBSM-AM

M-F, 3-7pm		
1 WPRO-AM	WLKW-FM	WLKW-FM
2 WHJY-FM	WPRO-AM	WHJY-FM
3 WJAR-AM	WPRO-FM	WPJB-FM
4 WLKW-FM	WHJY-FM	WHIM-AM
5 WPRO-FM	WJAR-AM	WPRO-AM
6 WEEI-FM	WHIM-AM	WHYS-FM
7 WHYS-FM	WHYS-FM	WJAR-AM
8 WEAN-AM	WJAR-AM	WPRO-FM
9 WPJB-FM	WEAN-AM	WEAN-AM
10 WCNG-AM	WBZ -AM	WCNG-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WPRO-AM	1649	WPRO-AM 3134
2 WPRO-FM	2820	WPRO-FM 3025
3 WPJB-FM	2709	WPJB-FM 2810
4 WJAR-AM	2473	WLKW-FM 2636
5 WLKW-FM	2172	WEAN-AM 1963
6 WEAN-AM	2020	WJAR-AM 1952
7 WHJY-FM	1396	WHJY-FM 1477
8 WBZ -AM	1243	WHYS-FM 1091
9 WBRU-FM	863	WBZ -AM 953
10 WHYS-FM	842	WBRU-FM 833

M-F, 6-10am		
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-FM
4 WEAN-AM	WLKW-FM	WEAN-AM
5 WLKW-FM	WEAN-AM	WLKW-FM
6 WJAR-AM	WJAR-AM	WJAR-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WHIM-AM	WHYS-FM	WHYS-FM
9 WRZ -AM	WBSM-AM	WHIM-AM
10 WCNG-AM	WHIM-AM	WBSM-AM

M-F, 3-7pm		
1 WPRO-AM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-FM	WLKW-FM	WLKW-FM
4 WLKW-FM	WPRO-AM	WJAR-AM
5 WJAR-AM	WFAN-AM	WPRO-AM
6 WFAN-AM	WJAR-AM	WEAN-AM
7 WHYS-FM	WHJY-FM	WHJY-FM
8 WBRU-FM	WHYS-FM	WHYS-FM
9 WRZ -AM	WBRU-FM	WHIM-AM
10 WCNG-AM	WCNG-AM	WCNG-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 6-10am		
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 3-7pm		
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WAAF-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3879

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-FM	WPRO-FM
2 WPRO-FM	WPJB-FM	WPJB-FM
3 WPJB-FM	WPRO-AM	WPRO-AM
4 WJAR-AM	WJAR-AM	WJAR-AM
5 WBRU-FM	WHYS-FM	WHYS-FM
6 WCNG-AM	WBRU-FM	WBRU-FM
7 WHYS-FM	WCNG-AM	WCNG-AM
8 WBZ -AM	WCOZ-FM	WROR-FM
9 WLKW-FM	WROR-FM	WCOZ-FM
10 WROR-FM	WEEI-FM	WEAN-AM

M-F, 6am-10am		
1 WPRO-AM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPRO-AM	WPRO-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WJAR-AM	WHYS-FM	WJAR-AM
5 WCNG-AM	WJAR-AM	WHYS-FM
6 WBRU-FM	WBRU-FM	WCNG-AM
7 WHYS-FM	WCNG-AM	WBRU-FM
8 WBZ -AM	WCOZ-FM	WEAN-AM
9 WBCN-FM	WAAF-FM	WAAF-FM
10 WEEI-FM	WBCN-FM	WROR-FM

# Pueblo

METRO RANK

171

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1020

A/M '78	A/M '79	A/M '80			
1 KDZA-AM	24.8	KDZA-AM	18.5	KDZA-AM (R)	15.7
2 KIDN-AM	12.4	KIDN-AM	13.7	KIDN-AM (C)	13.7
3 KCSJ-AM	9.7	KCSJ-AM	10.1	KILO-FM (A)	11.8
4 KAPI-AM	8.3	KILO-FM	8.3	KCSJ-AM (PA)	8.5
5 KRDO-FM	6.9	KAPI-AM	7.7	KZLO-FM (PA)	6.5
6 KPUB-AM	6.2	KRDO-FM	7.1	KFEL-AM (RL)	5.9
7 KZLO-FM	5.5	KCCY-FM	4.8	KCCY-FM (C)	5.2
8 KSPZ-FM	4.1	KPLV-FM	4.8	KYNR-FM (BB)	4.6
9 KIIQ-FM	3.4	KSPZ-FM	3.6	KSPZ-FM (R)	4.6
10 KKFM-FM	3.4	KFEL-AM	3.6	KPIB-AM (C)	4.6
11 KPIB-AM	2.8	KYNR-FM	3.0	KPLV-FM (A)	4.6
12 KCSJ-FM	2.1	KKFM-FM	2.4	KRDO-FM (BB)	3.9
13 KVMN-FM	2.1	KPUB-AM	2.4	KOA-AM (PA)	3.3
14 KOA-AM	1.4	KZLO-FM	1.8	KAPI-AM (B)	2.6
15 KILO-FM	1.4	KOA-AM	1.8	KIIQ-FM (PA)	0.7
16 KFEL-AM	0.7	KIIQ-FM	0.6	KKFM-FM (R)	0.7

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '78	A/M '79	A/M '80			
1 KDZA-AM	36	KDZA-AM	31	KDZA-AM	24
2 KIDN-AM	18	KIDN-AM	23	KIDN-AM	21
3 KCSJ-AM	14	KCSJ-AM	17	KILO-FM	18
4 KAPI-AM	12	KILO-FM	14	KCSJ-AM	13
5 KRDO-FM	10	KAPI-AM	13	KZLO-FM	10

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KCSJ-AM	KIDN-AM	KIDN-AM
3 KIDN-AM	KCSJ-AM	KCSJ-AM
4 KRDO-FM	KILO-FM	KILO-FM
5 KPIB-AM	KPLV-FM	KZLO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KCSJ-AM	KIDN-AM	KILO-FM
3 KIDN-AM	KILO-FM	KIDN-AM
4 KAPI-AM	KAPI-AM	KCCY-FM
5 KRDO-FM	KCCY-FM	KCSJ-AM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KILO-FM
3 KIDN-AM	KILO-FM	KPLV-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KILO-FM
3 KIIQ-FM	KSPZ-FM	KPLV-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KILO-FM
3 KCSJ-FM	KILO-FM	KILO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KZLO-FM	KIDN-AM	KILO-FM
3 KIDN-AM	KILO-FM	KZLO-FM
4 KIIQ-FM	KPLV-FM	KIDN-AM
5 KKFM-FM	KSPZ-FM	KCCY-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KILO-FM
3 KKFM-FM	KILO-FM	KIDN-AM
4 KZLO-FM	KPLV-FM	KZLO-FM
5 KIIQ-FM	KZLO-FM	KSPZ-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KAPI-AM	KILO-FM	KILO-FM
3 KZLO-FM	KIDN-AM	KCCY-FM
4 KIIQ-FM	KCCY-FM	KIDN-AM
5 KKFM-FM	KKFM-FM	KZLO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KIDN-AM
2 KIDN-AM	KIDN-AM	KDZA-AM
3 KRDO-FM	KCSJ-AM	KZLO-FM
4 KAPI-AM	KRDO-FM	KCSJ-AM
5 KZLO-FM	KAPI-AM	KILO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KCSJ-AM	KCSJ-AM	KCSJ-AM
4 KRDO-FM	KCCY-FM	KZLO-FM
5 KZLO-FM	KRDO-FM	KYNR-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KIDN-AM
2 KIDN-AM	KIDN-AM	KDZA-AM
3 KAPI-AM	KAPI-AM	KCSJ-AM
4 KCSJ-AM	KRDO-FM	KZLO-FM
5 KRDO-FM	KCCY-FM	KYNR-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '78	A/M '79	A/M '80			
1 KDZA-AM	484	KDZA-AM	418	KDZA-AM	358
2 KCSJ-AM	264	KIDN-AM	269	KIDN-AM	245
3 KIDN-AM	224	KCSJ-AM	235	KCSJ-AM	183
4 KZLO-FM	149	KPLV-FM	154	KILO-FM	157
5 KRDO-FM	128	KCCY-FM	137	KZLO-FM	151

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KCSJ-AM	KIDN-AM	KIDN-AM
3 KIDN-AM	KCSJ-AM	KCSJ-AM
4 KAPI-AM	KPLV-FM	KILO-FM
5 KZLO-FM	KILO-FM	KZLO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KCSJ-AM	KCSJ-AM	KILO-FM
4 KAPI-AM	KILO-FM	KCSJ-AM
5 KRDO-FM	KPLV-FM	KCCY-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KPLV-FM
3 KIDN-AM	KILO-FM	KILO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KILO-FM
3 KIIQ-FM	KILO-FM	KPLV-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KSPZ-FM	KPLV-FM	KPLV-FM
3 KIDN-AM	KILO-FM	KILO-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KZLO-FM	KIDN-AM	KILO-FM
3 KIDN-AM	KILO-FM	KZLO-FM
4 KIIQ-FM	KZLO-FM	KIDN-AM
5 KKFM-FM	KPLV-FM	KCCY-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KZLO-FM	KIDN-AM	KILO-FM
3 KIDN-AM	KILO-FM	KIDN-AM
4 KSPZ-FM	KPLV-FM	KZLO-FM
5 KKFM-FM	KZLO-FM	KSPZ-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KILO-FM	KILO-FM
3 KIIQ-FM	KIDN-AM	KIDN-AM
4 KAPI-AM	KCCY-FM	KZLO-FM
5 KKFM-FM	KPLV-FM	KSPZ-FM

A/M '78	A/M '79	A/M '80
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KCSJ-AM	KCSJ-AM	KZLO-FM
4 KRDO-FM	KCCY-FM	KCSJ-AM
5 KZLO-FM	KRDO-FM	KYNR-FM

M-F, 6-10am

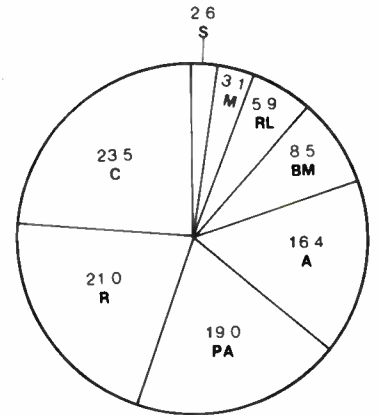
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KCSJ-AM	KCSJ-AM	KCSJ-AM
4 KRDO-FM	KRDO-FM	KZLO-FM
5 KZLO-FM	KCCY-FM	KCCY-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KIDN-AM
2 KIDN-AM	KIDN-AM	KDZA-AM
3 KCSJ-AM	KCSJ-AM	KZLO-FM
4 KAPI-AM	KRDO-FM	KCSJ-AM
5 KRDO-FM	KAPI-AM	KCCY-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Raleigh-Durham

METRO RANK

70

## 11/18 '80 Market Overview

WPTF continued as overall leader, but much of the story in this survey revolved around WRAL. WRAL became the leader in both 18-34's and 25-54's this sweep. WPTF remained the 12+ kingpin because of its strength 35+.

In the O/N '79 survey WPTF was barely ahead of WRAL and WYYD in the 25-54 race. Each of the three stations was within a share point, in the 14-15 share neighborhood. This time, however, WRAL edged ahead, scoring a share in the low-16 range, while WPTF slipped to a 13 and WYYD ended up with an 11. One big reason for this turn of events was that after a soft fall book the male audience returned to WRAL, especially in morning drive. The WYYD softness this sweep was in men, possibly indicating a shift this survey or that something of a fluke occurred in the fall.

Another station experiencing a shift in its standings was Black-formatted WSRC. The station climbed in it men 18-24 and women 18-34 ratings. It will be interesting to see if the station can hold onto the huge gain — a five-fold increase in its 18-34 share — received in this report.

Other leading 18-34 stations, besides WRAL with its mid-19 share and WSRC with its mid-10 share, were AOR WQDR and Black WDUR. WQDR was the O/N '79 leader in this demo, but slipped four shares this sweep as a result of a loss in the key young male audience. The station still had a mid-15 share of the local young adults and was tops among men 18-24.

WDUR, like WSRC, surged this sweep, but the station started from a larger audience base than WSRC. The two stations were tied with a mid-10 share 18-34, which represented a 78% increase over the O/N '79 number for WDUR. WDUR's audience was more concentrated in the 18-24 cell than that of WSRC.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 4293		A/M '79		O/N '79		A/M '80	
1	WPTF-AM	14.7	WPTF-AM	15.1	WPTF-AM (PA)	14.6	
2	WRAL-FM	13.6	WRAL-FM	11.3	WRAL-FM (PA)	12.5	
3	WKIX-AM	8.6	WQDR-FM	10.8	WQDR-FM (A)	9.3	
4	WYYD-FM	8.4	WYYD-FM	10.3	WSRC-AM (B)	9.2	
5	WQDR-FM	8.3	WKIX-AM	7.4	WYYD-FM (M)	9.0	
6	WDCC-FM	7.9	WLE-AM	6.4	WKIX-AM (M)	7.4	
7	WLE-AM	7.1	WDCC-FM	6.2	WDUR-AM (M)	7.3	
8	WSRC-AM	4.0	WDNC-AM	4.6	WDCC-FM (M)	5.1	
9	WDUR-AM	3.3	WDUR-AM	4.3	WDNC-AM (M)	2.8	
10	WTIX-AM	3.1	WCHL-AM	3.1	WYNA-AM (C)	1.6	
11	WDNC-AM	2.6	WSRC-AM	3.1	WCHL-AM (M)	1.5	
12	WYNA-AM	2.5	WTIX-AM	2.8	WTIX-AM (C)	1.2	
13	WCHL-AM	1.8	WYNA-AM	1.1	WPJL-AM (R)	1.2	
14	WDBS-FM	1.0	WAKS-AM	1.0	WRBX-AM (C)	0.9	
15	WPJL-AM	1.0	WDBS-FM	0.8	WDBS-FM (A)	0.7	
16			WPJL-AM	0.7	WETC-AM (M)	0.6	
17			WETC-AM	0.7	WKBQ-AM (C)	0.4	

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4293		A/M '79		O/N '79		A/M '80	
1	WPTF-AM	89	WPTF-AM	92	WPTF-AM	100	
2	WRAL-FM	82	WRAL-FM	69	WRAL-FM	86	
3	WKIX-AM	52	WQDR-FM	66	WQDR-FM	64	
4	WYYD-FM	51	WYYD-FM	63	WSRC-AM	63	
5	WQDR-FM	50	WKIX-AM	45	WYYD-FM	62	

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WPTF-AM		WPTF-AM
2	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
3	WKIX-AM		WRAL-FM		WQDR-FM		WQDR-FM
4	WQDR-FM		WYYD-FM		WKIX-AM		WKIX-AM
5	WYYD-FM		WKIX-AM		WSRC-AM		WSRC-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WPTF-AM		WRAL-FM
2	WDCC-FM		WRAL-FM		WRAL-FM		WRAL-FM
3	WPTF-AM		WPTF-AM		WYYD-FM		WPTF-AM
4	WKIX-AM		WYYD-FM		WQDR-FM		WQDR-FM
5	WYYD-FM		WKIX-AM		WKIX-AM		WKIX-AM

Teens M-S, 6am-Midnight POP(00): 466		A/M '79		O/N '79		A/M '80	
1	WDCC-FM		WDCC-FM		WDCC-FM		WDCC-FM
2	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
3	WLE-AM		WQDR-FM		WDUR-AM		WDUR-AM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WKIX-AM		WKIX-AM		WQDR-FM		WQDR-FM
2	WDCC-FM		WDCC-FM		WDCC-FM		WDCC-FM
3	WQDR-FM		WDUR-AM		WDUR-AM		WDUR-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WDCC-FM		WKIX-AM		WDCC-FM		WDCC-FM
2	WKIX-AM		WDCC-FM		WKIX-AM		WKIX-AM
3	WLE-AM		WQDR-FM		WQDR-FM		WQDR-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1915		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
2	WQDR-FM		WRAL-FM		WQDR-FM		WQDR-FM
3	WDCC-FM		WKIX-AM		WDUR-AM		WDUR-AM
4	WKIX-AM		WDCC-FM		WSRC-AM		WSRC-AM
5	WLE-AM		WLE-AM		WKIX-AM		WKIX-AM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
2	WQDR-FM		WRAL-FM		WQDR-FM		WQDR-FM
3	WKIX-AM		WKIX-AM		WDUR-AM		WDUR-AM
4	WDCC-FM		WDUR-AM		WSRC-AM		WSRC-AM
5	WDUR-AM		WDCC-FM		WKIX-AM		WKIX-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
2	WDCC-FM		WRAL-FM		WQDR-FM		WQDR-FM
3	WQDR-FM		WKIX-AM		WDUR-AM		WDUR-AM
4	WKIX-AM		WDCC-FM		WDCC-FM		WDCC-FM
5	WYYD-FM		WDNC-AM		WKIX-AM		WKIX-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2001		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WPTF-AM		WRAL-FM		WRAL-FM
2	WPTF-AM		WRAL-FM		WPTF-AM		WPTF-AM
3	WYYD-FM		WYYD-FM		WYYD-FM		WYYD-FM
4	WDCC-FM		WKIX-AM		WSRC-AM		WSRC-AM
5	WQDR-FM		WDNC-AM		WQDR-FM		WQDR-FM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WRAL-FM		WRAL-FM
2	WRAL-FM		WRAL-FM		WPTF-AM		WPTF-AM
3	WYYD-FM		WYYD-FM		WYYD-FM		WYYD-FM
4	WQDR-FM		WKIX-AM		WSRC-AM		WSRC-AM
5	WKIX-AM		WDNC-AM		WKIX-AM		WKIX-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM
2	WPTF-AM		WYYD-FM		WPTF-AM		WPTF-AM
3	WYYD-FM		WPTF-AM		WYYD-FM		WYYD-FM
4	WDCC-FM		WDNC-AM		WQDR-FM		WQDR-FM
5	WYNA-AM		WKIX-AM		WKIX-AM		WKIX-AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4293		A/M '79		O/N '79		A/M '80	
1	WPTF-AM	1275	WPTF-AM	1299	WPTF-AM	1394	
2	WRAL-FM	1119	WRAL-FM	1246	WRAL-FM	1137	
3	WKIX-AM	1063	WKIX-AM	1044	WKIX-AM	904	
4	WYYD-FM	922	WQDR-FM	927	WQDR-FM	837	
5	WQDR-FM	806	WYYD-FM	799	WYYD-FM	777	

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WPTF-AM		WPTF-AM
2	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM
3	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
4	WQDR-FM		WQDR-FM		WQDR-FM		WQDR-FM
5	WDCC-FM		WYYD-FM		WYYD-FM		WYYD-FM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WKIX-AM		WRAL-FM		WRAL-FM
2	WPTF-AM		WPTF-AM		WPTF-AM		WPTF-AM
3	WKIX-AM		WRAL-FM		WKIX-AM		WKIX-AM
4	WDCC-FM		WQDR-FM		WQDR-FM		WQDR-FM
5	WYYD-FM		WDCC-FM		WYYD-FM		WYYD-FM

Teens M-S, 6am-Midnight POP(00): 466		A/M '79		O/N '79		A/M '80	
1	WDCC-FM		WKIX-AM		WKIX-AM		WKIX-AM
2	WKIX-AM		WDCC-FM		WDCC-FM		WDCC-FM
3	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WKIX-AM		WKIX-AM		WDCC-FM		WDCC-FM
2	WDCC-FM		WDCC-FM		WKIX-AM		WKIX-AM
3	WQDR-FM		WQDR-FM		WQDR-FM		WQDR-FM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WDCC-FM		WDCC-FM		WDCC-FM		WDCC-FM
2	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
3	WLE-AM		WQDR-FM		WRAL-FM		WRAL-FM

Adults 18-34 M-S, 6am-Midnight		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM
2	WQDR-FM		WQDR-FM		WQDR-FM		WQDR-FM
3	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
4	WDCC-FM		WDCC-FM		WDCC-FM		WDCC-FM
5	WYYD-FM		WCHL-AM		WDUR-AM		WDUR-AM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
2	WQDR-FM		WRAL-FM		WQDR-FM		WQDR-FM
3	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
4	WDCC-FM		WDCC-FM		WDUR-AM		WDUR-AM
5	WPTF-AM		WDNC-AM		WSRC-AM		WSRC-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WRAL-FM		WQDR-FM		WRAL-FM		WRAL-FM
2	WQDR-FM		WRAL-FM		WQDR-FM		WQDR-FM
3	WDCC-FM		WKIX-AM		WKIX-AM		WKIX-AM
4	WKIX-AM		WDCC-FM		WDUR-AM		WDUR-AM
5	WYYD-FM		WDNC-AM		WDCC-FM		WDCC-FM

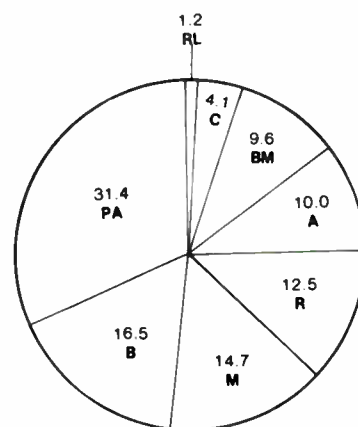
Adults 25-54 M-S, 6am-Midnight		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WPTF-AM		WPTF-AM
2	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM
3	WYYD-FM		WKIX-AM		WYYD-FM		WYYD-FM
4	WKIX-AM		WYYD-FM		WKIX-AM		WKIX-AM
5	WQDR-FM		WDNC-AM		WQDR-FM		WQDR-FM

M-F, 6-10am		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WPTF-AM		WPTF-AM
2	WRAL-FM		WRAL-FM		WRAL-FM		WRAL-FM
3	WKIX-AM		WKIX-AM		WKIX-AM		WKIX-AM
4	WYYD-FM		WYYD-FM		WYYD-FM		WYYD-FM
5	WQDR-FM		WQDR-FM		WDNC-AM		WDNC-AM

M-F, 3-7pm		A/M '79		O/N '79		A/M '80	
1	WPTF-AM		WPTF-AM		WRAL-FM		WRAL-FM
2	WRAL-FM		WRAL-FM		WPTF-AM		WPTF-AM
3	WYYD-FM		WKIX-AM		WYYD-FM		WYYD-FM
4	WKIX-AM		WYYD-FM		WKIX-AM		WKIX-AM
5	WDCC-FM		WDNC-AM		WQDR-FM		WQDR-FM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

# Reading

METRO RANK

109

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2573

A/M '78	A/M '79	A/M '80			
1 WEEU-AM	16.5	WEEU-AM	15.8	WEEU-AM(PA)	5.0
2 WHUM-AM	13.6	WHUM-AM	14.5	WRFY-FM(PA)	1.6
3 WRAW-AM	10.9	WRFY-FM	7.3	WHUM-AM(C)	8.7
4 WFI-FM	7.4	KYW -AM	6.2	WRAW-AM(P)	6.7
5 WRFY-FM	7.1	WRAW-AM	5.3	WWSH-FM	6.3
6 WFIL-AM	6.0	WWSH-FM	5.3	WYSP-FM(A)	6.0
7 WYSP-FM	4.5	WFI-FM	4.5	WFI-FM(P)	5.4
8 KYW -AM	3.8	WYSP-FM	4.1	KYW -AM(P)	4.5
9 WBYO-FM	2.7	WFIL-AM	4.1	WKKW-FM(C)	3.8
10 WKKW-FM	2.5	WDVR-FM	4.1	WDVR-FM	2.9
11 WWSH-FM	2.2	WMHR-FM	3.2	WIOV-FM(C)	2.2
12 WIOV-FM	2.0	WUSL-FM	2.6	WMHR-FM(A)	2.0
13 WIP -AM	2.0	WSNI-FM	1.9	WFIL-AM(P)	1.8
14 WAEB-AM	1.8	WKKW-FM	1.5	WAEB-AM(P)	1.6
15 WLEV-FM	1.8	WIOV-FM	1.5	WUSL-FM(PA)	1.3
16 WUSL-FM	1.1	WPAZ-AM	1.3	WBYO-FM(P)	1.3
17 WUPH-FM	1.1	WAEB-AM	1.1	WHGK-FM(PA)	1.3
18 WSNI-FM	0.9	WBYO-FM	1.1	WSNI-FM(PA)	1.1
19 WPAZ-AM	0.7	WJBR-FM	1.1	WIP -AM(PA)	0.9
20 WDVR-FM	0.7	WHP -FM	1.1	WCAU-FM(P)	0.9
21 WMHR-FM	0.7	WVLV-AM	0.9	WHP -FM	0.9
22 WFIL-AM	0.7	WUFM-FM	0.6	WZZO-FM(A)	0.7
23 WJBR-FM	0.7	WFMZ-FM	0.6	WIOQ-FM(A)	0.7
24 WCAU-FM	0.4	WVDB-FM	0.4	WNCE-FM	0.4
25		WLEV-FM	0.4	WCAU-AM(P)	0.4
26		WIP -AM	0.4		
27		WDAC -FM	0.4		

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2573

A/M '78	A/M '79	A/M '80			
1 WEEU-AM	74	WEEU-AM	74	WEEU-AM	67
2 WHUM-AM	61	WHUM-AM	68	WRFY-FM	52
3 WRAW-AM	49	WRFY-FM	34	WHUM-AM	39
4 WFI-FM	33	KYW -AM	29	WRAW-AM	30
5 WRFY-FM	32	WRAW-AM	25	WWSH-FM	28

M-F, 6-10am

1 WEEU-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WHUM-AM
3 WRAW-AM	WRFY-FM	WRFY-FM
4 WFIL-AM	WRAW-AM	WRAW-AM
5 WFI-FM	KYW -AM	KYW -AM

M-F, 3-7pm

1 WHUM-AM	WHUM-AM	WRFY-FM
2 WEEU-AM	WEEU-AM	WEEU-AM
3 WRAW-AM	WRFY-FM	WWSH-FM
4 WRFY-FM	WRAW-AM	WHUM-AM
5 WFI-FM	WWSH-FM	WYSP-FM

Teens  
M-S, 6am-Midnight  
POP(00): 279

A/M '78	A/M '79	A/M '80
1 WFI-FM	WFI-FM	WYSP-FM
2 WRAW-AM	WRAW-AM	WFI-FM
3 WYSP-FM	WYSP-FM	WRAW-AM

M-F, 6-10am

1 WFI-FM	WFI-FM	WYSP-FM
2 WRAW-AM	WRAW-AM	WFI-FM
3 WEEU-AM	WYSP-FM	WFI-FM

M-F, 3-7pm

1 WFI-FM	WFI-FM	WYSP-FM
2 WRAW-AM	WRAW-AM	WRAW-AM
3 WYSP-FM	WYSP-FM	WFI-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 787

A/M '78	A/M '79	A/M '80
1 WRAW-AM	WFIL-AM	WRFY-FM
2 WFI-FM	WYSP-FM	WRAW-AM
3 WFIL-AM	WMHR-FM	WFI-FM
4 WYSP-FM	WFI-FM	WYSP-FM
5 WEEU-AM	WHUM-AM	WEEU-AM

M-F, 6-10am

1 WRAW-AM	WHUM-AM	WRFY-FM
2 WFIL-AM	WFIL-AM	WRAW-AM
3 WYSP-FM	WFI-FM	WFI-FM
4 WFI-FM	WRFY-FM	WEEU-AM
5 WHUM-AM	WRAW-AM	WHUM-AM

M-F, 3-7pm

1 WRAW-AM	WFIL-AM	WRFY-FM
2 WFIL-AM	WYSP-FM	WYSP-FM
3 WFI-FM	WRAW-AM	WFI-FM
4 WEEU-AM	WRFY-FM	WRAW-AM
5 WYSP-FM	WFI-FM	WFIL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1162

A/M '78	A/M '79	A/M '80
1 WEEU-AM	WHUM-AM	WRFY-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRAW-AM	WRFY-FM	WEEU-AM
4 WFIL-AM	KYW -AM	WRAW-AM
5 WRFY-FM	WRAW-AM	WKKW-FM

M-F, 6-10am

1 WEEU-AM	WHUM-AM	WRFY-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRAW-AM	WRFY-FM	WEEU-AM
4 WFIL-AM	WRAW-AM	WRAW-AM
5 WRFY-FM	KYW -AM	KYW -AM

M-F, 3-7pm

1 WEEU-AM	WHUM-AM	WRFY-FM
2 WRAW-AM	WEEU-AM	WHUM-AM
3 WHUM-AM	WRFY-FM	WEEU-AM
4 WRFY-FM	WRAW-AM	WKKW-FM
5 WFIL-AM	WWSH-FM	WRAW-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2573

A/M '78	A/M '79	A/M '80			
1 WEEU-AM	956	WEEU-AM	889	WEEU-AM	851
2 WRAW-AM	752	WHUM-AM	692	WRFY-FM	590
3 WHUM-AM	691	KYW -AM	533	WHUM-AM	510
4 WFIL-AM	673	WRAW-AM	521	KYW -AM	489
5 WFI-FM	516	WFI-FM	485	WRAW-AM	475

M-F, 6-10am

1 WEEU-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WHUM-AM
3 WRAW-AM	KYW -AM	WRFY-FM
4 WFIL-AM	WRAW-AM	WRAW-AM
5 WFI-FM	WRFY-FM	KYW -AM

M-F, 3-7pm

1 WRAW-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WRFY-FM
3 WEEU-AM	WRAW-AM	WFI-FM
4 WFIL-AM	WRFY-FM	WRAW-AM
5 WFI-FM	WFI-FM	WHUM-AM

Teens  
M-S, 6am-Midnight  
POP(00): 279

A/M '78	A/M '79	A/M '80
1 WFI-FM	WFI-FM	WFI-FM
2 WRAW-AM	WRAW-AM	WYSP-FM
3 WFIL-AM	WYSP-FM	WRAW-AM

M-F, 6-10am

1 WFI-FM	WFI-FM	WYSP-FM
2 WRAW-AM	WRAW-AM	WFI-FM
3 WYSP-FM	WYSP-FM	WRAW-AM

M-F, 3-7pm

1 WFI-FM	WFI-FM	WFI-FM
2 WRAW-AM	WRAW-AM	WYSP-FM
3 WYSP-FM	WYSP-FM	WRAW-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 787

A/M '78	A/M '79	A/M '80
1 WFIL-AM	WFI-FM	WRFY-FM
2 WRAW-AM	WFIL-AM	WRAW-AM
3 WFI-FM	WRAW-AM	WFI-FM
4 WEEU-AM	WYSP-FM	WYSP-FM
5 WYSP-FM	WMHR-FM	WFIL-AM

M-F, 6-10am

1 WRAW-AM	WFIL-AM	WRAW-AM
2 WFIL-AM	WFI-FM	WRFY-FM
3 WFI-FM	WRAW-AM	WYSP-FM
4 WHUM-AM	WHUM-AM	WFI-FM
5 WYSP-FM	WRFY-FM	WFIL-AM

M-F, 3-7pm

1 WRAW-AM	WFI-FM	WFI-FM
2 WFIL-AM	WFIL-AM	WRAW-AM
3 WFI-FM	WYSP-FM	WRFY-FM
4 WYSP-FM	WRAW-AM	WYSP-FM
5 WEEU-AM	WMHR-FM	WFIL-AM

## Adults 25-54 M-S, 6am-Midnight POP(00): 1162

A/M '78	A/M '79	A/M '80
1 WEEU-AM	WHUM-AM	WRFY-FM
2 WRAW-AM	WEEU-AM	WEEU-AM
3 WFIL-AM	KYW -AM	WHUM-AM
4 WHUM-AM	WRFY-FM	KYW -AM
5 WRFY-FM	WRAW-AM	WRAW-AM

M-F, 6-10am

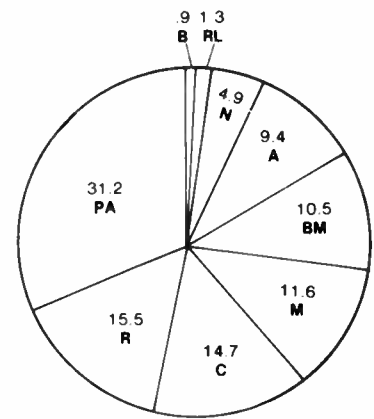
1 WEEU-AM	WHUM-AM	WRFY-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRAW-AM	KYW -AM	WEEU-AM
4 WFIL-AM	WRFY-FM	WRAW-AM
5 KYW -AM	WRAW-AM	KYW -AM

M-F, 3-7pm

1 WRAW-AM	WHUM-AM	WRFY-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WEEU-AM	KYW -AM	WEEU-AM
4 WFIL-AM	WRFY-FM	WRAW-AM
5 WRFY-FM	WRAW-AM	KYW -AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

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## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1433

A/M '78	A/M '79	A/M '80
1 KCBN-AM 14.0	KSRN-FM 17.1	KRNO-FM (PA) 14.5
2 KSRN-FM 13.6	KOZZ-FM 10.7	KSRN-FM (PA) 14.1
3 KOLO-AM 13.1	KONE-AM 9.8	KCBN-AM (R) 11.9
4 KRNO-FM 13.1	KOH-AM 9.3	KONF-AM (C) 11.5
5 KOH-AM 9.3	KOLO-AM 8.8	KOLO-AM (PA) 10.6
6 KKBC-FM 8.9	KCBN-AM 8.8	KOH-AM (PA) 9.3
7 KONE-AM 7.5	KKBC-FM 7.8	KOZZ-FM (A) 7.9
8 KCLR-FM 6.1	KRNO-FM 6.3	KBET-AM (C) 5.3
9 KBET-AM 4.2	KBET-AM 5.4	KROI-AM (PA) 3.5
10 KCRL-AM 3.3	KNEV-FM 2.4	KKBC-FM (A) 3.1
11 KWRL-AM 1.4	KCRL-AM 2.4	KCRL-AM (CL) 3.1
12 KNEV-FM 0.9	KWRL-AM 0.5	KNEV-FM (BM) 1.3

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1433

A/M '78	A/M '79	A/M '80
1 KCBN-AM 30	KSRN-FM 35	KRNO-FM 33
2 KSRN-FM 29	KOZZ-FM 22	KSRN-FM 32
3 KOLO-AM 28	KONF-AM 20	KCBN-AM 27
4 KRNO-FM 28	KOH-AM 19	KONE-AM 26
5 KOH-AM 20	KOLO-AM 18	KOLO-AM 24

M-F, 6-10am

1 KOLO-AM	KOH-AM	KOH-AM
2 KCBN-AM	KOLO-AM	KONF-AM
3 KSRN-FM	KSRN-FM	KOLO-AM
4 KOH-AM	KONE-AM	KCBN-AM
5 KRNO-FM	KCBN-AM	KRNO-FM

M-F, 3-7pm

1 KCBN-AM	KSRN-FM	KRNO-FM
2 KRNO-FM	KOZZ-FM	KCBN-AM
3 KSRN-FM	KOLO-AM	KSRN-FM
4 KKBC-FM	KCBN-AM	KONE-AM
5 KOLO-AM	KKBC-FM	KOLO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 170

A/M '78	A/M '79	A/M '80
1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KRNO-FM	KOZZ-FM	KRNO-FM

M-F, 6-10am

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KRNO-FM	KOZZ-FM	KRNO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 504

A/M '78	A/M '79	A/M '80
1 KRNO-FM	KOZZ-FM	KRNO-FM
2 KCBN-AM	KOLO-AM	KOZZ-FM
3 KKBC-FM	KKBC-FM	KOLO-AM
4 KCLR-FM	KRNO-FM	KCBN-AM
5 KOLO-AM	KCBN-AM	KROI-AM

M-F, 6-10am

1 KCBN-AM	KOLO-AM	KRNO-FM
2 KOLO-AM	KOZZ-FM	KOLO-AM
3 KRNO-FM	KKBC-FM	KCBN-AM
4 KKBC-FM	KRNO-FM	KOZZ-FM
5 KCLR-FM	KCBN-AM	KONE-AM

M-F, 3-7pm

1 KRNO-FM	KOZZ-FM	KRNO-FM
2 KCBN-AM	KOLO-AM	KOZZ-FM
3 KKBC-FM	KKBC-FM	KOLO-AM
4 KCLR-FM	KCBN-AM	KCBN-AM
5 KOLO-AM	KRNO-FM	KONE-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 671

A/M '78	A/M '79	A/M '80
1 KRNO-FM	KSRN-FM	KRNO-FM
2 KOLO-AM	KONE-AM	KONE-AM
3 KSRN-FM	KOLO-AM	KOLO-AM
4 KCBN-AM	KOZZ-FM	KOZZ-FM
5 KONE-AM	KBET-AM	KOH-AM

M-F, 6-10am

1 KOLO-AM	KOLO-AM	KRNO-FM
2 KSRN-FM	KONE-AM	KONE-AM
3 KRNO-FM	KOH-AM	KOLO-AM
4 KONE-AM	KSRN-FM	KOH-AM
5 KCBN-AM	KBET-AM	KCBN-AM

M-F, 3-7pm

1 KRNO-FM	KSRN-FM	KRNO-FM
2 KOLO-AM	KOLO-AM	KONE-AM
3 KSRN-FM	KOZZ-FM	KOLO-AM
4 KCBN-AM	KONE-AM	KOZZ-FM
5 KONE-AM	KRNO-FM	KBET-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1433

A/M '78	A/M '79	A/M '80
1 KCBN-AM 453	KCBN-AM 3P1	KCBN-AM 429
2 KOLO-AM 439	KOLO-AM 339	KOLO-AM 3R3
3 KRNO-FM 289	KSRN-FM 283	KRNO-FM 336
4 KKBC-FM 250	KKBC-FM 279	KOH-AM 330
5 KSRN-FM 209	KONE-AM 271	KONE-AM 2R7

M-F, 6-10am

1 KOLO-AM	KOH-AM	KCBN-AM
2 KCBN-AM	KOLO-AM	KOLO-AM
3 KRNO-FM	KCBN-AM	KOH-AM
4 KOH-AM	KONE-AM	KRNO-FM
5 KKBC-FM	KOZZ-FM	KONE-AM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KOLO-AM	KOLO-AM	KOLO-AM
3 KRNO-FM	KOZZ-FM	KRNO-FM
4 KKBC-FM	KSRN-FM	KOH-AM
5 KONE-AM	KKBC-FM	KSRN-FM

Teens  
M-S, 6am-Midnight  
POP(00): 170

A/M '78	A/M '79	A/M '80
1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 6-10am

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KRNO-FM	KOZZ-FM	KROI-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 504

A/M '78	A/M '79	A/M '80
1 KCBN-AM	KCBN-AM	KRNO-FM
2 KOLO-AM	KOZZ-FM	KOLO-AM
3 KRNO-FM	KOLO-AM	KCBN-AM
4 KKBC-FM	KKBC-FM	KOZZ-FM
5 KCLR-FM	KRNO-FM	KKBC-FM

M-F, 6-10am

1 KCBN-AM	KOLO-AM	KOLO-AM
2 KOLO-AM	KOZZ-FM	KCBN-AM
3 KKBC-FM	KCBN-AM	KRNO-FM
4 KRNO-FM	KKBC-FM	KOZZ-FM
5 KCLR-FM	KRNO-FM	KKBC-FM

M-F, 3-7pm

1 KCBN-AM	KOZZ-FM	KRNO-FM
2 KRNO-FM	KOLO-AM	KCBN-AM
3 KKBC-FM	KCBN-AM	KOZZ-FM
4 KOLO-AM	KKBC-FM	KOLO-AM
5 KCLR-FM	KRNO-FM	KKBC-FM

## Adults 25-54 M-S, 6am-Midnight POP(00): 671

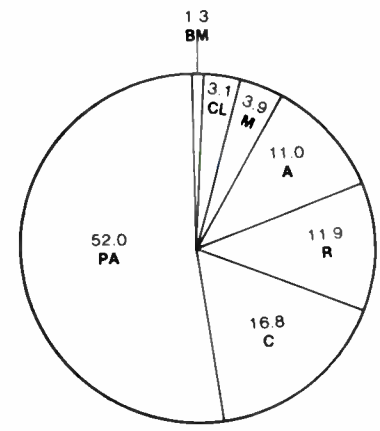
A/M '78	A/M '79	A/M '80
1 KOLO-AM	KONE-AM	KRNO-FM
2 KRNO-FM	KOLO-AM	KOLO-AM
3 KCBN-AM	KBET-AM	KONE-AM
4 KONE-AM	KSRN-FM	KCBN-AM
5 KSRN-FM	KCBN-AM	KOH-AM

M-F, 6-10am

1 KOLO-AM	KOLO-AM	KOLO-AM
2 KRNO-FM	KONE-AM	KRNO-FM
3 KONE-AM	KBET-AM	KONE-AM
4 KCBN-AM	KOH-AM	KOH-AM
5 KSRN-FM	KCBN-AM	KCBN-AM

M-F, 3-7pm

1 KOLO-AM	KOLO-AM	KRNO-FM
2 KRNO-FM	KONE-AM	KOLO-AM
3 KONF-AM	KBET-AM	KONE-AM
4 KCBN-AM	KSRN-FM	KCBN-AM
5 KSRN-FM	KCBN-AM	KOH-AM



**Format Legend**

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



# Richland-Kennewick-Pasco

METRO RANK

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## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 23.0	1	KONA-AM (PA) 20.5
2	KALE-AM 13.3	2	KALE-AM (M) 16.7
3	KONA-FM 12.6	3	KONA-FM (M) 12.9
4	KOTY-AM 11.1	4	KOTY-AM (K) 12.1
5	KXDD-FM 11.1	5	KZZK-FM (PA) 12.1
6	KIOK-FM 6.7	6	KXDD-FM (M) 6.1
7	KORD-FM 5.2	7	KIOK-FM (A) 4.5
8	KORD-AM 3.0	8	KSXT-FM (PA) 3.0
9	KSXT-FM 3.0	9	KORD-AM (M) 3.0
10	KGO -AM 0.7	10	KGO -AM (M) 0.8
11	KPQ -FM 0.7		
12	KARY-AM 0.7		

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 31	1	KONA-AM 27
2	KALE-AM 18	2	KALE-AM 22
3	KONA-FM 17	3	KONA-FM 17
4	KOTY-AM 15	4	KOTY-AM 16
5	KXDD-FM 15	5	KZZK-FM 16

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KALE-AM	2	KALE-AM
3	KOTY-AM	3	KOTY-AM
4	KONA-FM	4	KONA-FM
5	KXDD-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KALE-AM
2	KALE-AM	2	KONA-AM
3	KOTY-AM	3	KZZK-FM
4	KXDD-FM	4	KONA-FM
5	KONA-FM	5	KOTY-AM

A/M '79		A/M '80	
1	KXDD-FM	1	KALE-AM
2	KALE-AM	2	KZZK-FM
3	KONA-AM	3	KXDD-FM

A/M '79		A/M '80	
1	KXDD-FM	1	KALE-AM
2	KALE-AM	2	KZZK-FM
3	KONA-AM	3	KXDD-FM

A/M '79		A/M '80	
1	KXDD-FM	1	KALE-AM
2	KALE-AM	2	KZZK-FM
3	KONA-FM	3	KXDD-FM

A/M '79		A/M '80	
1	KALE-AM	1	KZZK-FM
2	KIOK-FM	2	KALE-AM
3	KORD-FM	3	KONA-AM
4	KXDD-FM	4	KIOK-FM
5	KONA-AM	5	KXDD-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KONA-FM	3	KONA-FM
4	KALE-AM	4	KALE-AM
5	KORD-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KONA-FM	3	KONA-FM
4	KALE-AM	4	KALE-AM
5	KORD-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KALE-AM	3	KALE-AM
4	KONA-FM	4	KONA-FM
5	KORD-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KONA-FM	3	KONA-FM
4	KALE-AM	4	KALE-AM
5	KORD-FM	5	KZZK-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 380	1	KONA-AM 367
2	KALE-AM 297	2	KALE-AM 331
3	KXDD-FM 208	3	KOTY-AM 263
4	KOTY-AM 177	4	KONA-FM 240
5	KONA-FM 176	5	KZZK-FM 220

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KALE-AM	2	KALE-AM
3	KXDD-FM	3	KOTY-AM
4	KOTY-AM	4	KZZK-FM
5	KONA-FM	5	KONA-FM

A/M '79		A/M '80	
1	KONA-AM	1	KALE-AM
2	KALE-AM	2	KONA-AM
3	KXDD-FM	3	KONA-FM
4	KOTY-AM	4	KOTY-AM
5	KONA-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KXDD-FM	1	KALE-AM
2	KALE-AM	2	KZZK-FM
3	KONA-AM	3	KXDD-FM

A/M '79		A/M '80	
1	KXDD-FM	1	KALE-AM
2	KALE-AM	2	KZZK-FM
3	KONA-AM	3	KXDD-FM

A/M '79		A/M '80	
1	KALE-AM	1	KALE-AM
2	KORD-FM	2	KZZK-FM
3	KXDD-FM	3	KONA-AM
4	KONA-AM	4	KOTY-AM
5	KORD-AM	5	KXDD-FM

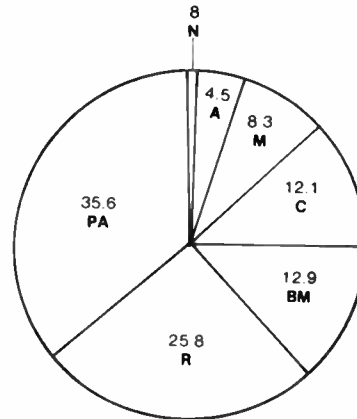
A/M '79		A/M '80	
1	KALE-AM	1	KALE-AM
2	KXDD-FM	2	KZZK-FM
3	KIOK-FM	3	KONA-AM
4	KORD-FM	4	KXDD-FM
5	KORD-AM	5	KIOK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KALE-AM	3	KONA-FM
4	KONA-FM	4	KALE-AM
5	KORD-FM	5	KZZK-FM

A/M '79		A/M '80	
1	KONA-AM	1	KONA-AM
2	KOTY-AM	2	KOTY-AM
3	KALE-AM	3	KONA-FM
4	KONA-FM	4	KALE-AM
5	KORD-FM	5	KZZK-FM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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

# Providence-Warwick-Pawtucket

Continued from Page 181

A/M '79		A/M '80	
1	WPRO-FM	1	WPRO-FM
2	WPRO-AM	2	WPRO-FM
3	WPJB-FM	3	WPRO-AM
4	WBRU-FM	4	WHYS-FM
5	WGNC-AM	5	WBRU-FM
6	WJAR-AM	6	WJAR-AM
7	WHYS-FM	7	WGNC-AM
8	WBZ -AM	8	WCOZ-FM
9	WEEI-FM	9	WAAF-FM
10	WLKW-FM	10	WROR-FM

A/M '79		A/M '80	
1	WPRO-AM	1	WPRO-AM
2	WJAR-AM	2	WPRO-FM
3	WLKW-FM	3	WLKW-FM
4	WPRO-FM	4	WPJB-FM
5	WPJB-FM	5	WJAR-AM
6	WHYY-FM	6	WHYY-FM
7	WEAN-AM	7	WEAN-AM
8	WBZ -AM	8	WBZ -AM
9	WGNC-AM	9	WHYS-FM
10	WHYS-FM	10	WHIM-AM

A/M '79		A/M '80	
1	WPRO-AM	1	WPRO-AM
2	WJAR-AM	2	WLKW-FM
3	WLKW-FM	3	WPRO-FM
4	WEAN-AM	4	WPJB-FM
5	WPRO-FM	5	WEAN-AM
6	WPJB-FM	6	WJAR-AM
7	WHYY-FM	7	WHYY-FM
8	WBZ -AM	8	WHYS-FM
9	WHIM-AM	9	WGNC-AM
10	WGNC-AM	10	WHIM-AM

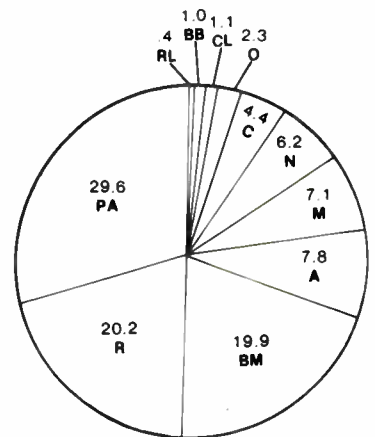
A/M '79		A/M '80	
1	WPRO-AM	1	WPRO-AM
2	WJAR-AM	2	WLKW-FM
3	WLKW-FM	3	WPRO-FM
4	WHYY-FM	4	WPJB-FM
5	WPRO-FM	5	WJAR-AM
6	WPJB-FM	6	WHYY-FM
7	WEAN-AM	7	WEAN-AM
8	WGNC-AM	8	WHYS-FM
9	WBZ -AM	9	WGNC-AM
10	WHYS-FM	10	WBZ -AM

## Format Legend

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

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



# Richmond

METRO RANK

58

## 11/80 Market Overview

Southern's combo of Pop/Adult WRVA and contemporary WRVQ continued to dominate this market. As in the O/N '79 report, WRVA was dominant in 25-54's, while WRVQ had almost as dominant a share among young adults. WRVQ remained the leader among teens too, though by a reduced margin compared to previous efforts.

WRVA maintained a stable 22 share of the 25-54 audience, with special strength in persons 35+. WRVQ, however, suffered erosion again in this survey. Its share of the 18-34 audience slipped four points, from 21 to 17. Much of the slippage occurred among female listeners, especially in the morning and midday time slots. WRVQ strove for a better hook, with a heavy (\$40,000) TV campaign and a showing of outdoor boards. The ad budget was larger than used in previous surveys.

Part of the reason for the WRVQ erosion may have been AOR WRXL's going **Burkhart/Abrams Superstars** format one month before the start of the survey. Through bumper stickers and station newspapers, WRXL spread the word about itself, and this larger-than-usual ad effort plus the new format helped combine for ratings success. WRXL gained a share-and-a-half 18-34, moving to almost a 14 share. It has now passed WRVQ as the top station with men 18-24.

Besides WRVQ and WRXL, the only other station in the Richmond market with a double-digit share in the young adult demos was WRVA. The station's 25-34 numbers were enough to propel it to an 11 share in this vital target.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5220

AM '79	O/N '79	AM '80
1 WRVA-AM	17.6	WRVA-AM 20.6
2 WRVQ-FM	17.3	WRVQ-FM 16.3
3 WEZS-FM	10.3	WEZS-FM (BB) 8.0
4 WTVR-FM	7.2	WENZ-AM 6.3
5 WRXL-FM	6.7	WANT-AM 6.3
6 WENZ-AM	5.7	WRNL-AM 6.1
7 WXGI-AM	5.6	WRXL-FM 5.8
8 WLEE-AM	4.5	WLEE-AM (D) 5.7
9 WRNL-AM	3.7	WTVR-FM 4.2
10 WEET-AM	2.7	WXGI-AM 3.8
11 WANT-AM	2.6	WEET-AM 2.3
12 WTVR-AM	2.2	WTVR-AM 2.0
13 WGOE-AM	1.9	WDYL-FM (C) 2.5
14 WKIE-AM	1.5	WKIE-AM 1.4
15 WDYL-FM	1.2	WBCI-FM 1.1
16 WPVA-FM	1.0	WGOE-AM 1.0
17 WBCI-FM	1.0	WPVA-FM 0.6
18 WIVE-FM	0.7	WPLZ-FM (R) 0.6
19 WGGH-AM	0.7	WPLZ-FM (R) 0.6
20		WPVA-AM (C) 0.5

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5220

AM '79	O/N '79	AM '80
1 WRVA-AM	142	WRVA-AM 146
2 WRVQ-FM	139	WRVQ-FM 116
3 WEZS-FM	83	WEZS-FM 64
4 WTVR-FM	58	WENZ-AM 45
5 WRXL-FM	54	WANT-AM 45

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WTVR-FM	WENZ-AM	WRXL-FM
5 WRXL-FM	WLEE-AM	WEZS-FM

M-F, 3-7pm

1 WRVQ-FM	WRVA-AM	WRVA-AM
2 WRVA-AM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WENZ-AM	WEZS-FM
4 WENZ-AM	WEZS-FM	WRXL-FM
5 WRXL-FM	WRXL-FM	WLEE-AM

Teens  
M-S, 6am-Midnight  
POP(00): 639

AM '79	O/N '79	AM '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WENZ-AM	WRXL-FM
3 WRXL-FM	WANT-AM	WANT-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WLEE-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WANT-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WANT-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1933

AM '79	O/N '79	AM '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WRVA-AM	WRVA-AM
4 WRVA-AM	WENZ-AM	WGOE-AM
5 WENZ-AM	WRNL-AM	WKIE-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVA-AM
2 WRVA-AM	WRVA-AM	WRVQ-FM
3 WRXL-FM	WRXL-FM	WRXL-FM
4 WEZS-FM	WLEE-AM	WLEE-AM
5 WRNL-AM	WENZ-AM	WGOE-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WENZ-AM	WRVA-AM
4 WRNL-AM	WRVA-AM	WLEE-AM
5 WRVA-AM	WRNL-AM	WGOE-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2530

AM '79	O/N '79	AM '80
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WKIE-AM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WXGI-AM	WLEE-AM	WLEE-AM
4 WEZS-FM	WRNL-AM	WRNL-AM
5 WTVR-FM	WEZS-FM	WKIE-AM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WEZS-FM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5220

AM '79	O/N '79	AM '80
1 WRVA-AM	2025	WRVA-AM 2052
2 WRVQ-FM	1800	WRVQ-FM 1653
3 WEZS-FM	904	WRNL-AM 929
4 WLEE-AM	898	WLEE-AM 835
5 WRXL-FM	860	WEZS-FM 768

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WRXL-FM	WRNL-AM	WLEE-AM
4 WEZS-FM	WLEE-AM	WRXL-FM
5 WLEE-AM	WEZS-FM	WEZS-FM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WRXL-FM	WRXL-FM	WEZS-FM
5 WRNL-AM	WENZ-AM	WRXL-FM

Teens  
M-S, 6am-Midnight  
POP(00): 639

AM '79	O/N '79	AM '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRNL-AM	WRXL-FM
3 WENZ-AM	WRVA-AM	WANT-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WRVA-AM	WRVA-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WANT-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1933

AM '79	O/N '79	AM '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRVA-AM	WRVA-AM
3 WRVA-AM	WRXL-FM	WRXL-FM
4 WLEE-AM	WLEE-AM	WLEE-AM
5 WRNL-AM	WRNL-AM	WRNL-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRVA-AM	WRVA-AM	WRVA-AM
3 WRXL-FM	WRXL-FM	WRXL-FM
4 WLEE-AM	WLEE-AM	WLEE-AM
5 WRNL-AM	WRNL-AM	WRNL-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRVA-AM
3 WRVA-AM	WRVA-AM	WRXL-FM
4 WRNL-AM	WRNL-AM	WLEE-AM
5 WENZ-AM	WLEE-AM	WENZ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2530

AM '79	O/N '79	AM '80
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WLEE-AM	WEZS-FM	WRNL-AM
5 WTVR-FM	WLEE-AM	WEZS-FM

M-F, 6-10am

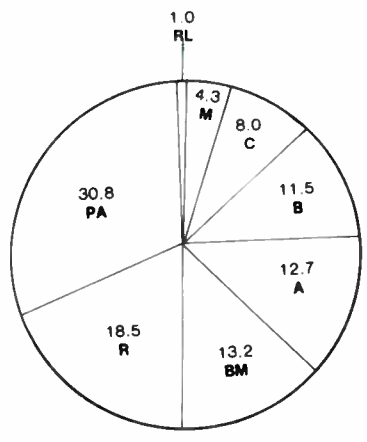
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WTVR-FM	WLEE-AM	WEZS-FM
5 WLEE-AM	WEZS-FM	WRNL-AM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WLEE-AM	WEZS-FM	WEZS-FM
5 WTVR-FM	WLEE-AM	WRNL-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Riverside-San Bernardino-Ontario

METRO RANK

35

## A/M '80 Market Overview

This was the first syndicated Arbitron measurement for this market, so there are no trends to worry about. Los Angeles stations led the key sales targets, but some local stations made strong showings too.

In the 18-34 audience, L.A.'s KFI and KMET were tops (as they were among persons 12+). The stations virtually tied, with KMET having a slight edge. Both were in the mid-11 share range.

The highest-rated local stations in this demo were KGGI and KCAL-FM. KGGI garnered a mid-8 share, and used no outside advertising to do it. The station did run an on-air promotion giving away free tanks of gas to listeners. While the station was scoring well in the teen and 18-34 demos, AOR KCAL-FM dominated the men 18-24. The station advertised externally for the sweep, using billboards.

The 25-54 rankings showed KFI and Beautiful Music KBIG as the top stations, with local KDUO next in line. KFI's 25-44 strength and KBIG's 25-54 consistency kept these stations ahead of the pack — KFI with a mid-12 share, KBIG with a mid-8 share. KDUO, a BM station, had a share in the mid-6 bracket.

### Average Persons 12+ Shares Monday-Sunday, 6am-Midnight POP(00): 9199

	A/M '80		
1	KFI -AM	(R)	9.4
2	KMET-FM	(A)	6.1
3	KGGI-FM	(R)	6.1
4	KDUO-FM	(BM)	6.0
5	KBIG-FM	(BM)	5.9
6	KNX -AM	(N)	4.7
7	KOST-FM	(BM)	4.1
8	KOLA-FM	(A)	3.7
9	KCKC-AM	(C)	3.6
10	KCAL-FM	(A)	3.5
11	KLAC-AM	(C)	3.3
12	KRTH-FM	(R)	2.9
13	KABC-AM	(T)	2.5
14	KPRO-AM	(N)	2.4
15	KJIS-FM	(R)	2.1
16	KFXM-AM	(R)	2.0
17	KBON-FM	(BM)	2.0
18	KNX -FM	(A)	1.7
19	KCAL-AM	(S)	1.5
20	KLOS-FM	(A)	1.4
21	KNTF-FM	(C)	1.4
22	KFWB-AM	(N)	1.3
23	KDIG-AM	(C)	1.3
24	KMPC-AM	(PA)	1.1
25	KEZY-AM	(A)	1.0
26	KUTE-FM	(R)	0.8
27	KRLA-AM	(R)	0.8
28	KWST-FM	(A)	0.7
29	KWOW-AM	(PA)	0.6
30	KHSJ-AM	(PA)	0.6
31	XTRA-AM	(BM)	0.5
32	KMEN-AM	(PA)	0.4
33	KJOI-FM	(BM)	0.3

### Average Persons Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9199

	A/M '80		
1	KFI -AM		147
2	KMET-FM		96
3	KGGI-FM		95
4	KDUO-FM		94
5	KBIG-FM		93

M-F, 6-10am

1	KFI -AM
2	KNX -AM
3	KGGI-FM
4	KDUO-FM
5	KABC-AM

M-F, 3-7pm

1	KGGI-FM
2	KFI -AM
3	KBIG-FM
4	KDUO-FM
5	KOLA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1202

	A/M '80		
1	KGGI-FM		
2	KOLA-FM		
3	KMET-FM		

M-F, 6-10am

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

M-F, 3-7pm

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3233

	A/M '80		
1	KMET-FM		
2	KFI -AM		
3	KGGI-FM		
4	KCAL-FM		
5	KRTH-FM		

M-F, 6-10am

1	KFI -AM
2	KGGI-FM
3	KMET-FM
4	KCAL-FM
5	KCKC-AM

M-F, 3-7pm

1	KMET-FM
2	KCAL-FM
3	KFI -AM
4	KGGI-FM
5	KBIG-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4176

	A/M '80		
1	KFI -AM		
2	KBIG-FM		
3	KDUO-FM		
4	KCKC-AM		
5	KOST-FM		

M-F, 6-10am

1	KFI -AM
2	KBIG-FM
3	KLAC-AM
4	KDUO-FM
5	KABC-AM

M-F, 3-7pm

1	KFI -AM
2	KBIG-FM
3	KDUO-FM
4	KCKC-AM
5	KOST-FM

## Cume Persons Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9199

	A/M '80		
1	KFI -AM		2202
2	KGGI-FM		1235
3	KNX -AM		1124
4	KDUO-FM		1102
5	KMET-FM		1083

M-F, 6-10am

1	KFI -AM
2	KNX -AM
3	KGGI-FM
4	KDUO-FM
5	KFXM-AM

M-F, 3-7pm

1	KFI -AM
2	KGGI-FM
3	KDUO-FM
4	KMET-FM
5	KOLA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1202

	A/M '80		
1	KGGI-FM		
2	KMET-FM		
3	KFI -AM		

M-F, 6-10am

1	KGGI-FM
2	KOLA-FM
3	KFI -AM

M-F, 3-7pm

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3233

	A/M '80		
1	KFI -AM		
2	KMET-FM		
3	KGGI-FM		
4	KRTH-FM		
5	KFXM-AM		

M-F, 6-10am

1	KFI -AM
2	KMET-FM
3	KGGI-FM
4	KFXM-AM
5	KCAL-FM

M-F, 3-7pm

1	KGGI-FM
2	KFI -AM
3	KMET-FM
4	KRTH-FM
5	KCAL-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4176

	A/M '80		
1	KFI -AM		
2	KDUO-FM		
3	KBIG-FM		
4	KFXM-AM		
5	KCKC-AM		

M-F, 6-10am

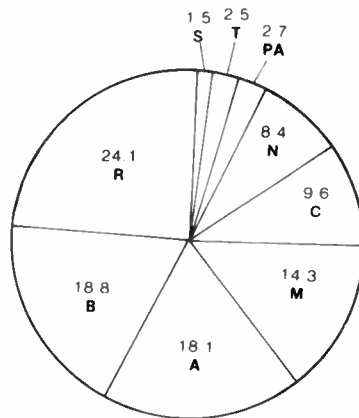
1	KFI -AM
2	KDUO-FM
3	KCKC-AM
4	KBIG-FM
5	KNY -AM

M-F, 3-7pm

1	KFI -AM
2	KDUO-FM
3	KCKC-AM
4	KBIG-FM
5	KNY -AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Roanoke

METRO RANK **136**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WSLC-AM	19.7	WROV-AM	20.1
2 WROV-AM	18.6	WSLC-AM	13.2
3 WFIR-AM	13.9	WFIR-AM	12.2
4 WLRG-FM	12.2	WTOY-AM	11.1
5 WSLQ-FM	1.5	WLRG-FM	10.4
6 WPVR-FM	9.2	WSLQ-FM	10.1
7 WTOY-AM	8.5	WPVR-FM	10.1
8 WRIS-AM	1.4	WUEZ-AM	3.8
9 WKBA-AM	0.7	WRIS-AM	3.5
10 WUEZ-AM	0.7	WKBA-AM	1.0
11 WJLM-FM	0.3	WJLM-FM	0.7

## Average Persons Trends/Rankings

POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WSLC-AM	58	WROV-AM	58
2 WROV-AM	55	WSLC-AM	38
3 WFIR-AM	41	WFIR-AM	35
4 WLRG-FM	36	WTOY-AM	32
5 WSLQ-FM	34	WLRG-FM	30

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WFIR-AM		WFIR-AM	WFIR-AM
3 WROV-AM		WSLC-AM	WROV-AM
4 WLRG-FM		WLRG-FM	WPVR-FM
5 WTOY-AM		WPVR-FM	WXLK-FM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WROV-AM		WTOY-AM	WXLK-FM
3 WLRG-FM		WSLQ-FM	WPVR-FM
4 WSLQ-FM		WPVR-FM	WROV-AM
5 WFIR-AM		WSLC-AM	WFIR-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 229

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WTOY-AM	WROV-AM
3 WFIR-AM		WSLQ-FM	WSLQ-FM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WFIR-AM	WSLQ-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 645

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WTOY-AM	WSLQ-FM
4 WSLC-AM		WSLC-AM	WTOY-AM
5 WTOY-AM		WFIR-AM	WUEZ-AM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WROV-AM
2 WSLQ-FM		WSLQ-FM	WXLK-FM
3 WFIR-AM		WSLC-AM	WSLC-AM
4 WSLC-AM		WFIR-AM	WTOY-AM
5 WLRG-FM		WTOY-AM	WFIR-AM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WSLQ-FM
3 WFIR-AM		WTOY-AM	WROV-AM
4 WSLC-AM		WSLC-AM	WTOY-AM
5 WPVR-FM		WFIR-AM	WUEZ-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 894

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WFIR-AM		WSLC-AM	WPVR-FM
3 WROV-AM		WPVR-FM	WFIR-AM
4 WLRG-FM		WFIR-AM	WXLK-FM
5 WSLQ-FM		WTOY-AM	WROV-AM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WFIR-AM		WSLC-AM	WFIR-AM
3 WROV-AM		WFIR-AM	WPVR-FM
4 WLRG-FM		WLRG-FM	WROV-AM
5 WTOY-AM		WPVR-FM	WXLK-FM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WLRG-FM		WSLC-AM	WPVR-FM
3 WROV-AM		WFIR-AM	WFIR-AM
4 WPVR-FM		WTOY-AM	WROV-AM
5 WFIR-AM		WPVR-FM	WSLQ-FM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WROV-AM	818	WROV-AM	759
2 WFIR-AM	688	WFIR-AM	622
3 WSLC-AM	610	WSLC-AM	608
4 WSLQ-FM	498	WSLQ-FM	451
5 WLRG-FM	385	WLRG-FM	371

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WROV-AM
2 WSLC-AM		WFIR-AM	WFIR-AM
3 WFIR-AM		WSLC-AM	WSLC-AM
4 WSLQ-FM		WSLQ-FM	WXLK-FM
5 WLRG-FM		WLRG-FM	WPVR-FM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLC-AM		WSLC-AM	WROV-AM
3 WFIR-AM		WFIR-AM	WSLC-AM
4 WSLQ-FM		WSLQ-FM	WPVR-FM
5 WLRG-FM		WPVR-FM	WFIR-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 229

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WFIR-AM	WFIR-AM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WFIR-AM	WFIR-AM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WTOY-AM	WTOY-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 645

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WFIR-AM	WSLQ-FM
4 WPVR-FM		WSLC-AM	WFIR-AM
5 WSLC-AM		WTOY-AM	WSLC-AM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WROV-AM
2 WSLQ-FM		WSLQ-FM	WXLK-FM
3 WFIR-AM		WSLC-AM	WSLQ-FM
4 WSLC-AM		WFIR-AM	WFIR-AM
5 WPVR-FM		WTOY-AM	WTOY-AM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WROV-AM		WROV-AM	WXLK-FM
2 WSLQ-FM		WSLQ-FM	WROV-AM
3 WFIR-AM		WFIR-AM	WSLQ-FM
4 WPVR-FM		WSLC-AM	WTOY-AM
5 WSLC-AM		WTOY-AM	WSLC-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 894

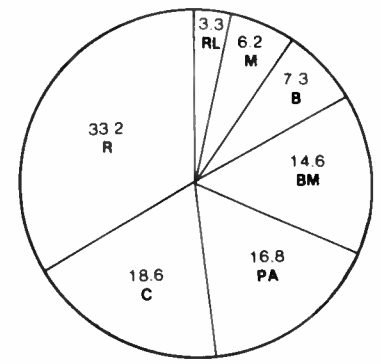
	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WSLC-AM	WSLC-AM
2 WFIR-AM		WROV-AM	WFIR-AM
3 WROV-AM		WFIR-AM	WROV-AM
4 WLRG-FM		WSLQ-FM	WPVR-FM
5 WPVR-FM		WLRG-FM	WXLK-FM

**6-10am**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WSLC-AM	WSLC-AM
2 WFIR-AM		WROV-AM	WFIR-AM
3 WROV-AM		WFIR-AM	WFIR-AM
4 WLRG-FM		WSLQ-FM	WPVR-FM
5 WSLQ-FM		WLRG-FM	WXLK-FM

**3-7pm**

	A/M '78	A/M '79	A/M '80
1 WSLC-AM		WROV-AM	WSLC-AM
2 WFIR-AM		WSLC-AM	WPVR-FM
3 WROV-AM		WFIR-AM	WFIR-AM
4 WLRG-FM		WPVR-FM	WROV-AM
5 WPVR-FM		WSLQ-FM	WXLK-FM



**Format Legend**

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

# Rochester

METRO RANK

39

## A/M '80 Market Overview

The Expanded Sample Frame hit this market with a vengeance when first introduced in this survey. Buyers and advertisers should be wary comparing this data to previous books. Here are some key items to keep in mind when evaluating the ratings in this report. First, there was an oversample and Arbitron got back 38% more diaries than in the fall. Much of this additional sample came back from ESF homes, not listed in the local phone directories. Arbitron had estimated that approximately 27% of the sample would come from ESF persons, but the actual in-tab showed 34% of the 12+ returns came from ESF individuals.

A look at some key demos demonstrates the difference ESF made. Adults 18-24 were represented by 58 diaries in the O/N '79 survey, without the ESF sampling. In the A/M '80 sweep, with ESF, the same demo was represented by 119. With so many more cuming opportunities, stations appealing to young adults or ethnics might be expected to do better this survey. One might expect the status quo would be shaken up, and it was.

Malrite's WEZO, the Beautiful Music station that had been the market 25-54 leader, took a real tumble. The station lost 10 shares both in the total

standings and in the 25-54 bracket, dropping to a high-12 share in that key sales target.

The new 25-54 leader was P/A WHAM. Even though the station was the new total market and 25-54 leader, its share slipped. WHAM now has a 15 share of 25-54's. The only other Rochester station to score a double-digit share was P/A WVOR, which increased to a low-13 share.

Besides the impact on WEZO, the real crunch came among stations that appeal to teens and young adults. WMJQ and WVOR, while still 1-2 18-34, had their shares reduced by the boost obtained by several other contemporary or ethnic stations. WMJQ fell from a mid-21 to a 16 share, while WVOR dropped eight shares to a mid-11 figure. Increased shares were earned by WBBF, WCMF, and WDKX.

An example of the possible ESF impact was the rise of Black-formatted WDKX. The station went from Dancemusic to more traditional Black sound, advertised on busboards and billboards, and made impressive gains in the 18-24 adult category. In 18-34's WDKX rose from under a two share to more than 7.

AOR entity WCMF scored a good book this sweep. The station's 18-34 share rose 23% to the 10 range. New station ownership, plus a consultancy by Jeff Pollack, may have enabled WCMF to be better-promoted and better-sounding. TV, busboards, and billboards were used this sweep (TV and outdoor boards had not been used before), and new air personalities were hired in key shifts. Mu-

sically, the station's rotation was improved. WCMF was second to Superstars competitor WMJQ in men 18-24.

Rock station WBBF increased its 18-34 share up to the mid-11 realm. Most of the station's gain took place in drivetimes, while the midday figure were flat.

Considering all the flux in the market — ESF extra sample, format changes, ownership changes consultancy deals — it may be a while before the Rochester marketplace settles down. Perhaps the O/N '80 survey results will tell if anything resembling the status quo will ever be seen again in Rochester

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 8012

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	16.8	WEZO-FM	22.6
2 WHAM-AM	14.4	WHAM-AM	15.0
3 WMJQ-FM	11.5	WMJQ-FM	11.8
4 WVOR-FM	8.3	WVOR-FM	9.0
5 WBBF-AM	7.5	WBFM-FM	6.8
6 WBFM-FM	5.6	WBBF-AM	6.2
7 WROC-AM	4.3	WPXN-AM	4.2
8 WNYR-AM	3.2	WCMF-FM	3.7
9 WDKX-FM	2.8	WNYR-AM	3.7
10 WPXY-FM	2.6	WPXY-FM	1.6
11 WCMF-FM	2.5	WSAY-AM	1.3
12 WWG-AM	2.5	WDKX-FM	1.1
13 WFLL-AM	1.8	WKBW-AM	1.1
14 WCCR-AM	1.3	WFLL-AM	0.9
15 WKBW-AM	1.1	WACK-AM	0.7
16 WQVA-AM	0.9	WCCR-AM	0.6
17 WSAT-AM	0.9	WBEN-FM	0.6
18 WBEN-FM	0.8	WWG-AM	0.6
19 WACK-AM	0.6	WMIV-FM	0.6
20 WSWF-AM	0.5	WHEN-AM	0.5
21 WMIV-FM	0.4	WSAY-AM	0.5
22 WSWF-AM	0.1	WSYR-FM	0.5

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8012

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	205	WEZO-FM	272
2 WHAM-AM	175	WHAM-AM	181
3 WMJQ-FM	140	WMJQ-FM	142
4 WVOR-FM	101	WVOR-FM	108
5 WBBF-AM	92	WBFM-FM	82

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WEZO-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WBBF-AM	WBBF-AM
4 WVOR-FM	WMJQ-FM	WVOR-FM	WVOR-FM
5 WMJQ-FM	WBBF-AM	WMJQ-FM	WMJQ-FM

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WEZO-FM	WEZO-FM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
4 WVOR-FM	WVOR-FM	WBBF-AM	WBBF-AM
5 WBBF-AM	WBFM-FM	WVOR-FM	WVOR-FM

Teens

M-S, 6am-Midnight

POP(00): 1047

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WBFM-FM	WBFM-FM	WBFM-FM
2 WBBF-AM	WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WBFM-FM	WBBF-AM	WBBF-AM	WBBF-AM

	A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBFM-FM	WBFM-FM	WBFM-FM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WBFM-FM	WHAM-AM	WHAM-AM	WHAM-AM

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WBFM-FM	WBFM-FM	WBFM-FM	WBFM-FM
3 WBBF-AM	WBBF-AM	WBBF-AM	WBBF-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 2870

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WVOR-FM	WVOR-FM	WVOR-FM	WVOR-FM
3 WBBF-AM	WEZO-FM	WBBF-AM	WBBF-AM
4 WHAM-AM	WBBF-AM	WBFM-FM	WBFM-FM
5 WCMF-FM	WHAM-AM	WHAM-AM	WHAM-AM

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WVOR-FM	WBBF-AM	WBBF-AM
2 WVOR-FM	WMJQ-FM	WVOR-FM	WVOR-FM
3 WBBF-AM	WBBF-AM	WMJQ-FM	WMJQ-FM
4 WHAM-AM	WCMF-FM	WBFM-FM	WBFM-FM
5 WCMF-FM	WHAM-AM	WHAM-AM	WHAM-AM

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WVOR-FM	WBBF-AM	WVOR-FM	WVOR-FM
3 WBBF-AM	WCMF-FM	WVOR-FM	WVOR-FM
4 WDKX-FM	WEZO-FM	WBFM-FM	WBFM-FM
5 WHAM-AM	WBBF-AM	WBFM-FM	WBFM-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 3670

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WHAM-AM	WHAM-AM
2 WHAM-AM	WHAM-AM	WVOR-FM	WVOR-FM
3 WVOR-FM	WVOR-FM	WEZO-FM	WEZO-FM
4 WMJQ-FM	WMJQ-FM	WBBF-AM	WBBF-AM
5 WBBF-AM	WBBF-AM	WNYR-AM	WNYR-AM

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WEZO-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WVOR-FM	WVOR-FM
4 WVOR-FM	WBBF-AM	WBBF-AM	WBBF-AM
5 WMJQ-FM	WMJQ-FM	WNYR-AM	WNYR-AM

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WVOR-FM	WVOR-FM
2 WHAM-AM	WHAM-AM	WBBF-AM	WBBF-AM
3 WMJQ-FM	WVOR-FM	WHAM-AM	WHAM-AM
4 WVOR-FM	WMJQ-FM	WEZO-FM	WEZO-FM
5 WNYR-AM	WNYR-AM	WNYR-AM	WNYR-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8012

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	2972	WHAM-AM	3049
2 WEZO-FM	2400	WEZO-FM	2901
3 WBBF-AM	2112	WBBF-AM	1895
4 WMJQ-FM	1676	WVOR-FM	1620
5 WBFM-FM	1479	WMJQ-FM	1575

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WBBF-AM	WBBF-AM
3 WBBF-AM	WBBF-AM	WEZO-FM	WEZO-FM
4 WMJQ-FM	WMJQ-FM	WBFM-FM	WBFM-FM
5 WVOR-FM	WVOR-FM	WVOR-FM	WVOR-FM

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WEZO-FM	WHAM-AM	WHAM-AM
2 WEZO-FM	WHAM-AM	WEZO-FM	WEZO-FM
3 WMJQ-FM	WMJQ-FM	WBBF-AM	WBBF-AM
4 WBBF-AM	WBBF-AM	WBFM-FM	WBFM-FM
5 WBFM-FM	WVOR-FM	WMJQ-FM	WMJQ-FM

### Teens

M-S, 6am-Midnight

POP(00): 1047

	A/M '79	O/N '79	A/M '80
1 WBBF-AM	WMJQ-FM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WBFM-FM	WBFM-FM	WBFM-FM
3 WBFM-FM	WBBF-AM	WMJQ-FM	WMJQ-FM

	A/M '79	O/N '79	A/M '80
1 WBBF-AM	WMJQ-FM	WBFM-FM	WBFM-FM
2 WMJQ-FM	WBFM-FM	WPXY-FM	WPXY-FM
3 WBFM-FM	WBBF-AM	WBBF-AM	WBBF-AM

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WBFM-FM	WBFM-FM	WBFM-FM
2 WBFM-FM	WMJQ-FM	WPXY-FM	WPXY-FM
3 WBBF-AM	WBBF-AM	WBBF-AM	WBBF-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 2870

	A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WVOR-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WMJQ-FM	WBFM-FM	WBFM-FM
4 WHAM-AM	WHAM-AM	WVOR-FM	WVOR-FM
5 WBFM-FM	WCMF-FM	WHAM-AM	WHAM-AM

	A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WVOR-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WVOR-FM	WVOR-FM	WVOR-FM
4 WHAM-AM	WHAM-AM	WBFM-FM	WBFM-FM
5 WCMF-FM	WCMF-FM	WHAM-AM	WHAM-AM

	A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WBBF-AM	WBBF-AM
2 WBBF-AM	WVOR-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WBBF-AM	WBFM-FM	WBFM-FM
4 WBFM-FM	WHAM-AM	WVOR-FM	WVOR-FM
5 WHAM-AM	WCMF-FM	WCMF-FM	WCMF-FM

### Adults 25-54

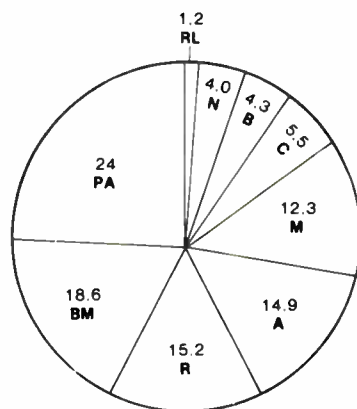
M-S, 6am-Midnight

POP(00): 3670

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WHAM-AM	WEZO-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WBBF-AM	WBBF-AM
4 WVOR-FM	WBBF-AM	WVOR-FM	WVOR-FM
5 WROC-AM	WMJQ-FM	WMJQ-FM	WMJQ-FM

	A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WBBF-AM	WBBF-AM
3 WBBF-AM	WVOR-FM	WEZO-FM	WEZO-FM
4 WVOR-FM	WBBF-AM	WVOR-FM	WVOR-FM
5 WROC-AM	WMJQ-FM	WMJQ-FM	WMJQ-FM

	A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WHAM-AM	WHAM-AM
2 WHAM-AM	WHAM-AM	WBBF-AM	WBBF-AM
3 WVOR-FM	WBBF-AM	WEZO-FM	WEZO-FM
4 WBBF-AM	WVOR-FM	WVOR-FM	WVOR-FM
5 WMJQ-FM	WMJQ-FM	WNYR-AM	WNYR-AM



### Format Legend

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

# Rockford

METRO RANK

128

## Average Persons Trends/Rankings

Monday-Sunday, 6am-Midnight  
POP(00): 2192

A/M '78	A/M '79	A/M '80			
1 WROK-AM	25.1	WROK-AM	24.3	WROK-AM	17.6
2 WRWC-FM	8.7	WZOK-FM	13.2	WRWC-FM	1.0
3 WGN -AM	7.7	WGN -AM	9.2	WMAQ-AM	10.7
4 WLS -AM	7.4	WRWC-FM	8.0	WGN -AM	9.4
5 WRRR-AM	7.4	WMAQ-AM	7.4	WYFE-FM	7.8
6 WMAQ-AM	6.4	WYFE-FM	7.1	WZOK-FM	7.5
7 WKKN-AM	6.4	WRRR-AM	6.8	WYBR-FM	6.0
8 WZOK-FM	5.8	WLS -AM	5.2	WKKN-AM	5.6
9 WYFE-FM	4.8	WYBR-FM	4.0	WRRR-AM	4.4
10 WYBR-FM	4.5	WBBM-AM	3.4	WBBM-AM	4.1
11 WBBM-AM	2.9	WKKN-AM	2.8	WLS -AM	3.4
12 WQFL-FM	2.6	WBEL-AM	0.9	WQFL-FM	3.1
13 WLUV-FM	1.3	WQFL-FM	0.9	WAIT-AM	1.6
14 WJVL-FM	1.0	WIND-AM	0.6	WBEL-AM	0.6
15 WLUV-AM	0.3	WBEL-AM	0.6	WJVL-FM	0.6
16		WJVL-FM	0.6		

## Average Persons Trends/Rankings

Monday-Sunday, 6am-Midnight  
POP(00): 2192

A/M '78	A/M '79	A/M '80			
1 WROK-AM	7.8	WROK-AM	7.9	WROK-AM	5.6
2 WRWC-FM	2.7	WZOK-FM	4.3	WRWC-FM	3.5
3 WGN -AM	2.4	WGN -AM	3.0	WMAQ-AM	3.4
4 WLS -AM	2.3	WRWC-FM	2.6	WGN -AM	3.0
5 WRRR-AM	2.3	WMAQ-AM	2.4	WYFE-FM	2.5

Monday-Sunday, 6-10am  
POP(00): 2192

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WGN -AM	WGN -AM	WGN -AM
3 WMAQ-AM	WZOK-FM	WMAQ-AM
4 WLS -AM	WMAQ-AM	WRWC-FM
5 WRRR-AM	WLS -AM	WYFE-FM

Monday-Sunday, 3-7pm  
POP(00): 2192

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WRWC-FM	WZOK-FM	WRWC-FM
3 WLS -AM	WGN -AM	WMAQ-AM
4 WGN -AM	WRWC-FM	WYFE-FM
5 WMAQ-AM	WMAQ-AM	WGN -AM

Monday-Sunday, 6am-Midnight  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WZOK-FM
2 WLS -AM	WLS -AM	WYFE-FM
3 WYFE-FM	WYFE-FM	WROK-AM

Monday-Sunday, 6-10am  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WYFE-FM
3 WYFE-FM	WYFE-FM	WZOK-FM

Monday-Sunday, 3-7pm  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WZOK-FM
2 WLS -AM	WLS -AM	WYFE-FM
3 WYFE-FM	WYFE-FM	WROK-AM

Monday-Sunday, 6am-Midnight  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WZOK-FM	WROK-AM
2 WLS -AM	WROK-AM	WYFE-FM
3 WYBR-FM	WYFE-FM	WZOK-FM
4 WYFE-FM	WMAQ-AM	WYBR-FM
5 WZOK-FM	WLS -AM	WMAQ-AM

Monday-Sunday, 6-10am  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WYFE-FM
3 WYBR-FM	WLS -AM	WYBR-FM
4 WMAQ-AM	WMAQ-AM	WMAQ-AM
5 WZOK-FM	WYFE-FM	WZOK-FM

Monday-Sunday, 3-7pm  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WZOK-FM	WROK-AM
2 WLS -AM	WROK-AM	WYFE-FM
3 WYBR-FM	WYFE-FM	WMAQ-AM
4 WYFE-FM	WMAQ-AM	WYBR-FM
5 WZOK-FM	WLS -AM	WZOK-FM

Monday-Sunday, 6am-Midnight  
POP(00): 1049

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WKKN-AM	WMAQ-AM	WMAQ-AM
3 WMAQ-AM	WZOK-FM	WRWC-FM
4 WRWC-FM	WRWC-FM	WGN -AM
5 WGN -AM	WGN -AM	WKKN-AM

Monday-Sunday, 6-10am  
POP(00): 1049

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WMAQ-AM	WGN -AM	WGN -AM
3 WGN -AM	WMAQ-AM	WMAQ-AM
4 WKKN-AM	WRWC-FM	WRWC-FM
5 WLS -AM	WLS -AM	WKKN-AM

Monday-Sunday, 3-7pm  
POP(00): 1049

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WRWC-FM	WRWC-FM	WRWC-FM
3 WMAQ-AM	WMAQ-AM	WMAQ-AM
4 WKKN-AM	WZOK-FM	WGN -AM
5 WGN -AM	WGN -AM	WKKN-AM

## Cume Persons Trends/Rankings

Total 12+  
Monday-Sunday, 6am-Midnight  
POP(00): 2192

A/M '78	A/M '79	A/M '80			
1 WROK-AM	132.9	WROK-AM	122.6	WROK-AM	107.0
2 WLS -AM	60.7	WZOK-FM	51.5	WMAQ-AM	47.1
3 WGN -AM	40.1	WLS -AM	44.5	WLS -AM	44.6
4 WMAQ-AM	38.7	WGN -AM	44.4	WGN -AM	42.4
5 WRWC-FM	36.9	WMAQ-AM	38.8	WZOK-FM	41.5

Monday-Friday, 6-10am  
POP(00): 2192

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WMAQ-AM
3 WGN -AM	WGN -AM	WMAQ-AM
4 WMAQ-AM	WLS -AM	WLS -AM
5 WRWC-FM	WRWC-FM	WYFE-FM

Monday-Friday, 3-7pm  
POP(00): 2192

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WGN -AM	WROK-AM
3 WYFE-FM	WZOK-FM	WMAQ-AM
4 WGN -AM	WMAQ-AM	WRWC-FM
5 WMAQ-AM	WLS -AM	WGN -AM

Monday-Saturday, 6am-Midnight  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WZOK-FM
2 WLS -AM	WLS -AM	WROK-AM
3 WYFE-FM	WZOK-FM	WYFE-FM

Monday-Friday, 6-10am  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WZOK-FM
3 WYFE-FM	WLS -AM	WYFE-FM

Monday-Friday, 3-7pm  
POP(00): 300

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WZOK-FM
2 WLS -AM	WLS -AM	WROK-AM
3 WYFE-FM	WYFE-FM	WYFE-FM

Monday-Saturday, 6am-Midnight  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WLS -AM
3 WYFE-FM	WLS -AM	WYFE-FM
4 WZOK-FM	WYFE-FM	WZOK-FM
5 WMAQ-AM	WYBR-FM	WYBR-FM

Monday-Friday, 6-10am  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WLS -AM
3 WYFE-FM	WLS -AM	WYFE-FM
4 WZOK-FM	WYFE-FM	WYBR-FM
5 WMAQ-AM	WMAQ-AM	WZOK-FM

Monday-Friday, 3-7pm  
POP(00): 814

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WZOK-FM
3 WYFE-FM	WMAQ-AM	WYFE-FM
4 WZOK-FM	WYFE-FM	WYBR-FM
5 WKKN-AM	WYBR-FM	WLS -AM

## Adults 25-54

Monday-Saturday, 6am-Midnight  
POP(00): 1049

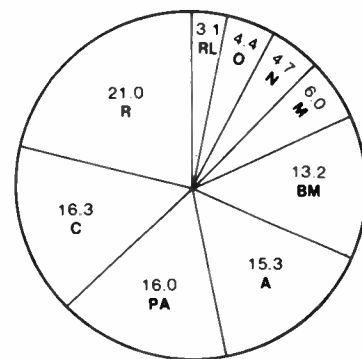
A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WMAQ-AM	WMAQ-AM	WMAQ-AM
3 WLS -AM	WGN -AM	WGN -AM
4 WGN -AM	WZOK-FM	WRWC-FM
5 WRWC-FM	WRWC-FM	WLS -AM

Monday-Friday, 6-10am  
POP(00): 1049

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WMAQ-AM	WGN -AM	WMAQ-AM
3 WGN -AM	WMAQ-AM	WGN -AM
4 WLS -AM	WRWC-FM	WRWC-FM
5 WRWC-FM	WLS -AM	WLS -AM

Monday-Friday, 3-7pm  
POP(00): 1049

A/M '78	A/M '79	A/M '80
1 WROK-AM	WROK-AM	WROK-AM
2 WMAQ-AM	WMAQ-AM	WMAQ-AM
3 WGN -AM	WGN -AM	WRWC-FM
4 WLS -AM	WRWC-FM	WGN -AM
5 WRWC-FM	WZOK-FM	WYBR-FM



### Format Legend

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

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# Sacramento

METRO RANK

38

## A/M '80 Market Overview

One important factor in this survey was ESF's introduction to Sacramento. Arbitron got back 37% more diaries this sweep than in O/N '79, and 46% of all the returned diaries were from ESF persons. With this impact it would not be wise to expect exact comparisons between these results and previous data.

However, comparisons will be made. What often happens when ESF is first introduced — and the younger demos become better represented in the diary return as a result — is that AOR's share increases, while stations with, for example, Beautiful Music formats are hurt. This market saw some examples of that behavior. KZAP, the leading AOR station, took a big jump from a mid-16 share to a 25 share 18-34 adults. In doing so KZAP became the new top station overall. The former leader, BM KEWT, remained stable but lost ground in the rankings because of the improved KZAP showing.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79			O/N '79			A/M '80		
1	KEWT-FM	9.5	KEWT-FM	10.8	KZAP-FM(A)	14.6		
2	KZAP-FM	8.5	KZAP-FM	9.7	KEWT-FM(BB)	10.7		
3	KRAK-AM	6.8	KGNR-AM	7.6	KRAK-AM(C)	6.4		
4	KGNR-AM	6.7	KXOA-FM	7.1	KGNR-AM(PA)	6.1		
5	KCTC-FM	6.6	KRAK-AM	6.4	KXOA-FM(A)	5.5		
6	KXOA-FM	6.2	KFBK-AM	5.4	KCTC-FM(BB)	5.3		
7	KROY-AM	6.1	KGMS-AM	4.8	KSFM-FM(PA)	5.1		
8	KROY-FM	5.1	KROY-FM	4.7	KHYL-FM(R)	4.8		
9	KFBK-AM	5.1	KROY-AM	4.3	KROY-AM(R)	4.4		
10	KGMS-AM	4.5	KHYL-FM	4.0	KFBK-AM(R)	4.0		
11	KHYL-FM	4.5	KSFM-FM	3.8	KWOD-FM(PA)	3.6		
12	KWOD-FM	3.8	KCTC-FM	3.6	KPOP-AM(C)	2.8		
13	KSFM-FM	3.1	KGO-AM	3.3	KGMS-AM(PA)	2.7		
14	KFRC-AM	2.9	KFRC-AM	2.4	KROY-FM(PA)	2.5		
15	KNBR-AM	2.9	KWOD-FM	2.2	KAER-FM(BB)	2.4		
16	KGO-AM	2.9	KYLO-FM	2.2	KFRC-AM(R)	2.2		
17	KAER-FM	1.7	KPOP-AM	1.5	KGO-AM(MW)	2.1		
18	KPOP-AM	1.7	KAER-FM	1.5	KNBR-AM(PA)	1.8		
19	KXOA-AM	1.6	KNBR-AM	1.2	KXOA-AM(R)	1.5		
20	KAHI-AM	1.3	KFIA-AM	1.2	KPIP-FM(B)	1.2		
21	KPIP-FM	0.9	KPIP-FM	0.9	KFIA-AM(RL)	1.1		
22	KFIA-AM	0.8	KEBR-FM	0.8	KCBS-AM(R)	0.8		
23	KEBR-FM	0.7	KAHI-AM	0.7	KYLO-FM(C)	0.8		
24	KKIS-AM	0.3	KXOA-AM	0.5				
25	KCBS-AM	0.3						

## Average Persons Trends/Rankings

Total 12+			M-S, 6am-Midnight			
POP(00): 8107						
A/M '79		O/N '79		A/M '80		
1	KEWT-FM	113	KFWT-FM	141	KZAP-FM	191
2	KZAP-FM	101	KZAP-FM	127	KEWT-FM	139
3	KRAK-AM	81	KGNR-AM	99	KRAK-AM	84
4	KGNR-AM	80	KXOA-FM	93	KGNR-AM	80
5	KCTC-FM	79	KRAK-AM	84	KXOA-FM	72

M-F, 6-10am			
1	KGNR-AM	KGNR-AM	KZAP-FM
2	KFBK-AM	KFBK-AM	KGNR-AM
3	KRAK-AM	KEWT-FM	KFWT-FM
4	KEWT-FM	KRAK-AM	KRAK-AM
5	KROY-AM	KZAP-FM	KFBK-AM

M-F, 3-7pm			
1	KFWT-FM	KEWT-FM	KZAP-FM
2	KCTC-FM	KZAP-FM	KEWT-FM
3	KZAP-FM	KXOA-FM	KRAK-AM
4	KGNR-AM	KGNR-AM	KGNR-AM
5	KXOA-FM	KRAK-AM	KCTC-FM

Teens			M-S, 6am-Midnight		
POP(00): 1097					
A/M '79		O/N '79		A/M '80	
1	KROY-AM	KZAP-FM	KZAP-FM	KZAP-FM	KZAP-FM
2	KROY-FM	KROY-AM	KROY-AM	KROY-AM	KROY-AM
3	KZAP-FM	KWOD-FM	KSFM-FM	KSFM-FM	KSFM-FM

M-F, 6-10am			
1	KROY-AM	KROY-AM	KZAP-FM
2	KZAP-FM	KZAP-FM	KROY-AM
3	KROY-FM	KROY-FM	KSFM-FM

M-F, 3-7pm			
1	KROY-AM	KZAP-FM	KZAP-FM
2	KZAP-FM	KSFM-FM	KROY-AM
3	KROY-FM	KWOD-FM	KPOP-AM

KZAP is the Superstars affiliate in the Sacramento area. The station used substantial amounts of TV advertising, plus some billboard and busboard showings. Lots of bumper stickers were given out as well. Musically, the station added a few older cuts but basically stuck with the Burkhart/Abrams format. KZAP was dominant among men 18-34 this sweep, especially in the 18-24 cell, and the numbers were up vastly over the last survey.

More female-oriented KXOA-FM was the only station in double-digit shares 18-34. About one-third of the station's female audience eroded, leading range. KXOA-FM did advertise to the marketplace, using TV and busboards.

KHYL is a rocker that enjoyed a good book this sweep. The station's increased popularity may have been due to its increased signal strength, when it went from 8200 watts to 50,000. As a format, KHYL plays mostly oldies, and there is really no competitor in the Sacramento metro. KHYL rose almost two full shares this survey, up to a mid-8 figure in the 18-34 cell.

Among the 25-54 audience, KEWT continues to reign supreme. KEWT maintained its 12 share of this older demo, while Country KRAK came in second, stable at a mid-8 share.

### Adults 18-34 M-S, 6am-Midnight

A/M '79			O/N '79			A/M '80		
1	KZAP-FM	KZAP-FM	KZAP-FM	KZAP-FM	KZAP-FM	KZAP-FM		
2	KXOA-FM	KXOA-FM	KXOA-FM	KXOA-FM	KXOA-FM	KXOA-FM		
3	KHYL-FM	KROY-FM	KHYL-FM	KHYL-FM	KHYL-FM	KHYL-FM		
4	KWOD-FM	KHYL-FM	KHYL-FM	KHYL-FM	KHYL-FM	KHYL-FM		
5	KSFM-FM	KSFM-FM	KSFM-FM	KSFM-FM	KSFM-FM	KSFM-FM		

M-F, 6-10am			
1	KXOA-FM	KZAP-FM	KZAP-FM
2	KZAP-FM	KXOA-FM	KXOA-FM
3	KHYL-FM	KROY-FM	KHYL-FM
4	KWOD-FM	KFRC-AM	KSFM-FM
5	KGNR-AM	KROY-AM	KFRC-AM

M-F, 3-7pm			
1	KZAP-FM	KZAP-FM	KZAP-FM
2	KHYL-FM	KXOA-FM	KXOA-FM
3	KSFM-FM	KROY-FM	KSFM-FM
4	KXOA-FM	KSFM-FM	KHYL-FM
5	KROY-FM	KHYL-FM	KWOD-FM

### Adults 25-54 M-S, 6am-Midnight

A/M '79			O/N '79			A/M '80		
1	KCTC-FM	KEWT-FM	KEWT-FM	KEWT-FM	KEWT-FM	KEWT-FM		
2	KEWT-FM	KRAK-AM	KRAK-AM	KRAK-AM	KRAK-AM	KRAK-AM		
3	KGNR-AM	KXOA-FM	KXOA-FM	KZAP-FM	KXOA-FM	KXOA-FM		
4	KRAK-AM	KGNR-AM	KGNR-AM	KXOA-FM	KXOA-FM	KXOA-FM		
5	KXOA-FM	KGMS-AM	KGMS-AM	KCTC-FM	KCTC-FM	KCTC-FM		

M-F, 6-10am			
1	KGNR-AM	KGNR-AM	KGNR-AM
2	KRAK-AM	KRAK-AM	KRAK-AM
3	KFBK-AM	KEWT-FM	KEWT-FM
4	KEWT-FM	KFBK-AM	KXOA-FM
5	KXOA-FM	KGMS-AM	KZAP-FM

M-F, 3-7pm			
1	KCTC-FM	KEWT-FM	KEWT-FM
2	KGNR-AM	KGNR-AM	KZAP-FM
3	KFWT-FM	KRAK-AM	KCTC-FM
4	KRAK-AM	KXOA-FM	KRAK-AM
5	KXOA-FM	KGMS-AM	KXOA-FM

## Cume Persons Trends/Rankings

Total 12+			M-S, 6am-Midnight			
POP(00): 8107						
A/M '79		O/N '79		A/M '80		
1	KROY-AM	1694	KEWT-FM	1653	KFWT-FM	1656
2	KFWT-FM	1487	KGNR-AM	1583	KZAP-FM	1639
3	KGNR-AM	1432	KZAP-FM	1459	KROY-AM	1425
4	KROY-FM	1295	KROY-AM	1402	KGNR-AM	1399
5	KXOA-FM	1277	KFBK-AM	1322	KSFM-FM	1386

M-F, 6-10am			
1	KROY-AM	KGNR-AM	KGNR-AM
2	KGNR-AM	KFWT-FM	KZAP-FM
3	KFBK-AM	KFBK-AM	KFWT-FM
4	KZAP-FM	KZAP-FM	KRAK-AM
5	KEWT-FM	KROY-AM	KFBK-AM

M-F, 3-7pm			
1	KROY-AM	KFWT-FM	KZAP-FM
2	KFWT-FM	KZAP-FM	KEWT-FM
3	KGNR-AM	KGNR-AM	KROY-AM
4	KZAP-FM	KXOA-FM	KSFM-FM
5	KROY-FM	KROY-AM	KRAK-AM

### Teens M-S, 6am-Midnight

POP(00): 1097					
A/M '79		O/N '79		A/M '80	
1	KROY-AM	KROY-AM	KZAP-FM	KZAP-FM	KZAP-FM
2	KROY-FM	KZAP-FM	KROY-AM	KROY-AM	KROY-AM
3	KZAP-FM	KSFM-FM	KSFM-FM	KSFM-FM	KSFM-FM

M-F, 6-10am			
1	KROY-AM	KROY-AM	KZAP-FM
2	KROY-FM	KZAP-FM	KROY-AM
3	KZAP-FM	KROY-FM	KSFM-FM

M-F, 3-7pm			
1	KROY-FM	KZAP-FM	KZAP-FM
2	KROY-AM	KROY-AM	KROY-AM
3	KZAP-FM	KSFM-FM	KSFM-FM

Adults 18-34 M-S, 6am-Midnight					
POP(00): 3005					
A/M '79		O/N '79		A/M '80	
1	KZAP-FM	KXOA-FM	KZAP-FM	KZAP-FM	KZAP-FM
2	KROY-AM	KZAP-FM	KZAP-FM	KXOA-FM	KXOA-FM
3	KXOA-FM	KROY-AM	KROY-AM	KSFM-FM	KSFM-FM
4	KFRC-AM	KROY-FM	KROY-AM	KROY-AM	KROY-AM
5	KROY-FM	KFRC-AM	KFRC-AM	KHYL-FM	KHYL-FM

M-F, 6-10am			
1	KZAP-FM	KZAP-FM	KZAP-FM
2	KXOA-FM	KXOA-FM	KXOA-FM
3	KFRC-AM	KROY-AM	KSFM-FM
4	KROY-AM	KROY-FM	KHYL-FM
5	KROY-FM	KFRC-AM	KROY-FM

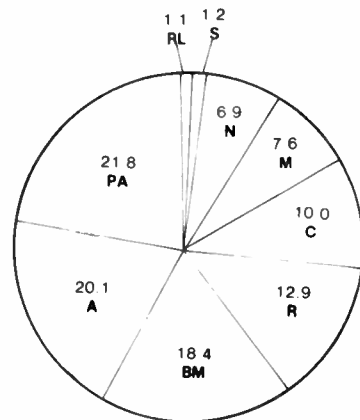
M-F, 3-7pm			
1	KZAP-FM	KZAP-FM	KZAP-FM
2	KROY-AM	KXOA-FM	KSFM-FM
3	KXOA-FM	KSFM-FM	KXOA-FM
4	KFRC-AM	KROY-FM	KROY-AM
5	KROY-FM	KHYL-FM	KHYL-FM

Adults 25-54 M-S, 6am-Midnight					
POP(00): 3934					
A/M '79		O/N '79		A/M '80	
1	KGNR-AM	KGNR-AM	KFWT-FM	KFWT-FM	KFWT-FM
2	KFWT-FM	KGNR-AM	KGNR-AM	KRAK-AM	KRAK-AM
3	KRAK-AM	KXOA-FM	KXOA-FM	KXOA-FM	KXOA-FM
4	KCTC-FM	KFRC-AM	KFRC-AM	KXOA-FM	KGNR-AM
5	KXOA-FM	KGMS-AM	KGMS-AM	KHYL-FM	KHYL-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Saginaw

METRO RANK

141

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1816

	A/M '78	A/M '79	A/M '80
1 WSGW-AM	668	WSGW-AM	527
2 WGER-FM	602	WSAM-AM	498
3 WGER-FM	488	WGER-FM	493
4 WHNN-FM	479	WHNN-FM	425
5 WKCO-FM	347	WKCO-FM	375

**M-F, 6-10am**

1 WSGW-AM	WSGW-AM	WSGW-AM
2 WSAM-AM	WSAM-AM	WIOG-FM
3 WGER-FM	WGER-FM	WKCO-FM
4 WHNN-FM	WHNN-FM	WHNN-FM
5 WKNX-AM	WKCO-FM	WGER-FM

**M-F, 3-7pm**

1 WSGW-AM	WGER-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WGER-FM	WHNN-FM	WGER-FM
4 WHNN-FM	WSGW-AM	WSGW-AM
5 WKCO-FM	WKNX-AM	WKCO-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 268

	A/M '78	A/M '79	A/M '80
1 WHNN-FM	WSAM-AM	WIOG-FM	
2 WSAM-AM	WHNN-FM	WHNN-FM	
3 WKNX-AM	WKNX-AM	WSAM-AM	

**M-F, 6-10am**

1 WHNN-FM	WSAM-AM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WKNX-AM	WWS-FM	WKCO-FM

**M-F, 3-7pm**

1 WHNN-FM	WHNN-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WKNX-AM	WWS-FM	WSAM-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 670

	A/M '78	A/M '79	A/M '80
1 WSAM-AM	WSAM-AM	WIOG-FM	
2 WHNN-FM	WHNN-FM	WHNN-FM	
3 WIOG-FM	WKNX-AM	WSAM-AM	
4 WSGW-AM	WKCO-FM	WKCO-FM	
5 WKNX-AM	WIOG-FM	WWS-FM	

**M-F, 6-10am**

1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WHNN-FM	WIOG-FM
3 WSGW-AM	WKNX-AM	WSAM-AM
4 WIOG-FM	WKCO-FM	WKCO-FM
5 WGER-FM	WGER-FM	WWS-FM

**M-F, 3-7pm**

1 WSAM-AM	WSAM-AM	WIOG-FM
2 WHNN-FM	WHNN-FM	WHNN-FM
3 WIOG-FM	WKNX-AM	WSAM-AM
4 WSGW-AM	WKCO-FM	WKCO-FM
5 WGER-FM	WGER-FM	WWS-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 868

	A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WSGW-AM	WKCO-FM
2 WGER-FM	WGER-FM	WGER-FM	WSGW-AM
3 WSAM-AM	WSAM-AM	WSAM-AM	WGER-FM
4 WKCO-FM	WKCO-FM	WKCO-FM	WIOG-FM
5 WJR -AM	WHNN-FM	WHNN-FM	WSAM-AM

**M-F, 6-10am**

1 WSGW-AM	WSGW-AM	WSGW-AM
2 WGER-FM	WGER-FM	WKCO-FM
3 WSAM-AM	WSAM-AM	WGER-FM
4 WJR -AM	WKCO-FM	WWS-FM
5 WKCO-FM	WHNN-FM	WIOG-FM

**M-F, 3-7pm**

1 WSGW-AM	WGER-FM	WKCO-FM
2 WGER-FM	WSGW-AM	WIOG-FM
3 WSAM-AM	WKCO-FM	WSGW-AM
4 WKCO-FM	WHNN-FM	WGER-FM
5 WJR -AM	WSAM-AM	WHNN-FM

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1816

	A/M '78	A/M '79	A/M '80
1 WSGW-AM	56	WGER-FM	49
2 WGER-FM	50	WSGW-AM	42
3 WHNN-FM	25	WHNN-FM	34
4 WSAM-AM	23	WKCO-FM	31
5 WKCO-FM	21	WWS-FM	30

**M-F, 6-10am**

1 WSGW-AM	WSGW-AM	WSGW-AM
2 WGER-FM	WGER-FM	WKCO-FM
3 WSAM-AM	WSAM-AM	WIOG-FM
4 WHNN-FM	WKCO-FM	WGER-FM
5 WKCO-FM	WHNN-FM	WHNN-FM

**M-F, 3-7pm**

1 WGER-FM	WGER-FM	WIOG-FM
2 WSGW-AM	WWS-FM	WHNN-FM
3 WSAM-AM	WHNN-FM	WKCO-FM
4 WKCO-FM	WSGW-AM	WGER-FM
5 WHNN-FM	WKCO-FM	WWS-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 268

	A/M '78	A/M '79	A/M '80
1 WHNN-FM	WWS-FM	WIOG-FM	
2 WSAM-AM	WHNN-FM	WHNN-FM	
3 WIOG-FM	WSAM-AM	WWS-FM	

**M-F, 6-10am**

1 WHNN-FM	WWS-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WIOG-FM	WHNN-FM	WKCO-FM

**M-F, 3-7pm**

1 WHNN-FM	WWS-FM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WKNX-AM	WSAM-AM	WWS-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 670

	A/M '78	A/M '79	A/M '80
1 WSAM-AM	WHNN-FM	WHNN-FM	
2 WHNN-FM	WWS-FM	WIOG-FM	
3 WGER-FM	WSAM-AM	WKCO-FM	
4 WSGW-AM	WKNX-AM	WWS-FM	
5 WIOG-FM	WGER-FM	WSAM-AM	

**M-F, 6-10am**

1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WHNN-FM	WIOG-FM
3 WSGW-AM	WGER-FM	WKCO-FM
4 WGER-FM	WWS-FM	WSAM-AM
5 WKNX-AM	WKNX-AM	WWS-FM

**M-F, 3-7pm**

1 WSAM-AM	WHNN-FM	WHNN-FM
2 WSGW-AM	WWS-FM	WIOG-FM
3 WIOG-FM	WGER-FM	WWS-FM
4 WGER-FM	WSAM-AM	WKCO-FM
5 WKCO-FM	WKNX-AM	WGER-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 868

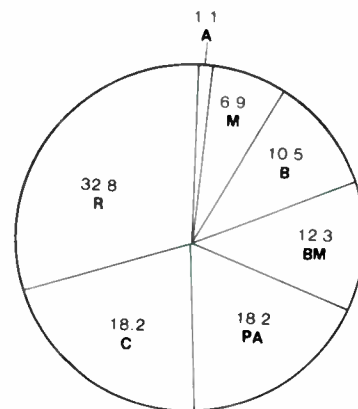
	A/M '78	A/M '79	A/M '80
1 WGER-FM	WGER-FM	WKCO-FM	
2 WSGW-AM	WSGW-AM	WSGW-AM	
3 WKCO-FM	WKCO-FM	WGER-FM	
4 WSAM-AM	WHNN-FM	WWS-FM	
5 WJR -AM	WWS-FM	WIOG-FM	

**M-F, 6-10am**

1 WSGW-AM	WSGW-AM	WKCO-FM
2 WGER-FM	WGER-FM	WSGW-AM
3 WSAM-AM	WKCO-FM	WGER-FM
4 WKCO-FM	WHNN-FM	WWS-FM
5 WJR -AM	WSAM-AM	WSAM-AM

**M-F, 3-7pm**

1 WGER-FM	WGER-FM	WKCO-FM
2 WSGW-AM	WKCO-FM	WIOG-FM
3 WKCO-FM	WSGW-AM	WGER-FM
4 WSAM-AM	WWS-FM	WWS-FM
5 WJR -AM	WHNN-FM	WSGW-AM



### Format Legend

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

# St. Louis

METRO RANK **12**

## A/M '80 Market Overview

CBS's **KMOX** continues to be the "talk" of St. Louis, but while the station was its usual dominant self, there was slippage this sweep among females. As for the rest of the market, AOR **KSHE** continued to lead the 18-34 adult standings, while **WWWK** tied **KMOX** for second in that audience group.

In the O/N '79 survey **KSHE** had almost a 19 share of the young adult audience, but that lead diminished to the mid-14 range. **KSHE** advertised using TV, billboards, and bumper stickers this survey, and the on-air sizzle consisted of a giant cash-call giveaway. **KSHE** may have suffered during the sweep since PD **Ted Habeck** left before the survey to take a job in the L.A. market.

**Doubleday's** **WWWK** also slipped this sweep, moving from a 12 share in the fall to a mid-9 share 18-34. While **KSHE** saw some erosion in its male

numbers, **WWWK's** female figures were most hurt in this book.

Two stations that may have caused declines in the fortunes of others were **KMJM** and **KSLQ**. **KSLQ** went more mass appeal and garnered a 7 share, while **KMJM** obtained almost a 6 share in its first **Arbitron** outing. **KSLQ** went through some revisions, hiring a new staff, except for the morning drive personality, several months before the book started; taking the music more mass appeal; and giving away a pound of gold on-air. Advertising was utilized, consisting of TV commercials, busboards, and VW Beetleboards. As a result of all this, **KSLQ's** male numbers more than doubled, especially in mid-day and afternoon drive.

In older demos, while **KMOX** was dropping three shares (to 22), Country **WIL-FM** became the new runner-up. **WIL-FM** landed a mid-8 share, while **KEZK** slipped to a mid-7 figure and **KXOK** dropped more than two shares also, to a mid-7 share.

One station that made a positive move in the older demos was **WRTH**. Formerly a Beautiful Music station, **WRTH** changed to an adult personality-oriented sound and saw some benefit in the result. **WRTH** advertised with a multi-media effort, using TV, busboards, and billboards in a coordinated push.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 19739

AM '79	ON '79	AM '80
1 KMOX-AM	26.5	24.4
2 KEZK-FM	6.9	8.9
3 KSLQ-FM	6.5	8.1
4 KSHE-FM	5.5	7.4
5 KXOK-AM	5.5	6.2
6 KWK -AM	4.9	5.6
7 WIL -FM	4.4	3.9
8 WWWK-FM	4.3	3.5
9 WIL -FM	4.2	3.4
10 WRTH-AM	3.9	3.2
11 KSD -AM	3.6	3.2
12 KSSS-FM	3.4	2.9
13 KMOX-FM	3.2	2.7
14 KATZ-AM	2.7	2.6
15 KADI-FM	2.8	2.6
16 WESL-AM	1.8	1.6
17 KCFM-FM	1.4	1.0
18 KIRL-AM	0.7	0.9
19 WIBV-AM	0.6	0.6
20 WOKZ-AM	0.6	0.5
21 KKOJ-AM	0.5	0.5
22 WEW -AM	0.4	0.5
23 KSCF-FM	0.4	0.4
24 WZEN-FM	0.3	0.4
25 WMRV-FM	0.3	0.4
26 KXEN-AM	0.3	0.2

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19739

AM '79	ON '79	AM '80
1 KMOX-AM	841	770
2 KEZK-FM	219	279
3 KSLQ-FM	205	256
4 KSHE-FM	176	232
5 KXOK-AM	173	194
6 KWK -AM	156	176
7 WIL -FM	140	124
8 WWWK-FM	135	111
9 WIL -FM	133	108
10 WRTH-AM	125	102

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	KXOK-AM	WWWK-FM
3 WIL -AM	WWWK-FM	WRTH-AM
4 KSD -AM	KSHE-FM	KXOK-AM
5 KXOK-AM	WIL -FM	KSHE-FM
6 KEZK-FM	KEZK-FM	WIL -FM
7 KSHE-FM	WRTH-AM	KEZK-FM
8 KWK -AM	WIL -AM	KSLQ-FM
9 WIL -FM	KSLQ-FM	WIL -AM
10 WRTH-AM	KSD -AM	KSD -AM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KEZK-FM	KSHE-FM	KSHE-FM
4 KSHE-FM	KEZK-FM	KEZK-FM
5 KXOK-AM	KXOK-AM	WRTH-AM
6 WWWK-FM	WIL -FM	WIL -FM
7 KWK -AM	KWK -AM	KSLQ-FM
8 WIL -FM	WRTH-AM	KXOK-AM
9 WIL -AM	KMOX-FM	WIL -AM
10 WRTH-AM	KKSS FM	KMOX-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2701

AM '79	ON '79	AM '80
1 WWWK-FM	WWWK-FM	WWWK-FM
2 KSLQ-FM	KSHE-FM	KSHE-FM
3 KWK -AM	KWK -AM	KSLQ-FM

M-F, 6-10am

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KSLQ-FM	KSLQ-FM
3 KWK -AM	KSHE-FM	KSHE-FM

M-F, 3-7pm

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KSHE-FM	KSLQ-FM
3 KWK -AM	KATZ-AM	KSHE-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 6926

AM '79	ON '79	AM '80
1 KSHE-FM	KSHE-FM	KSHE-FM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KXOK-AM	KXOK-AM	KXOK-AM
4 KXOK-AM	KMOX-AM	KMOX-AM
5 KSSS-FM	KKSS-FM	KSLQ-FM
6 KWK -AM	KSLQ-FM	KMOX-FM
7 WWWK-FM	KMOX-FM	WIL -FM
8 KMOX-FM	WIL -FM	KADI-FM
9 WIL -FM	KWK -AM	KMJM-FM
10 KATZ-AM	KEZK-FM	KADI-AM

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSHE-FM	KSHE-FM	KSHE-FM
3 KSLQ-FM	KXOK-AM	KXOK-AM
4 KXOK-AM	WWWK-FM	WWWK-FM
5 KSD -AM	KSLQ-FM	KSLQ-FM
6 KWK -AM	WIL -FM	WIL -FM
7 KMOX-FM	KWK -AM	KMOX-FM
8 WIL -FM	KMOX-FM	KADI-FM
9 KSSS-FM	KKSS FM	KMJM-FM
10 WWWK-FM	KADI-FM	WIL -AM

M-F, 3-7pm

1 KSHE-FM	KSHE-FM	KSHE-FM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KXOK-AM	KXOK-AM	KXOK-AM
4 KMOX-AM	KMOX-AM	KMOX-AM
5 KSSS-FM	KWK -AM	KSLQ-FM
6 KWK -AM	KKSS FM	KMOX-FM
7 WWWK-FM	KSLQ-FM	WIL -FM
8 KADI-FM	KMOX-FM	KADI-FM
9 KSD -AM	WIL -FM	KMJM-FM
10 KATZ-AM	KADI-FM	KWK -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 9291

AM '79	ON '79	AM '80
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	WIL -FM
3 KEZK-FM	KEZK-FM	KXOK-AM
4 KSD -AM	WIL -FM	KEZK-FM
5 WIL -AM	WIL -AM	WRTH-AM
6 WIL -FM	KMOX-FM	WIL -FM
7 KSLQ-FM	WWWK-FM	KSLQ-FM
8 WRTH-AM	KKSS-FM	KMOX-FM
9 KMOX-FM	WRTH-AM	KSHE-FM
10 KWK -AM	KSHE-FM	KHJM-FM

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	WIL -FM
3 KXOK-AM	WIL -FM	KXOK-AM
4 WIL -AM	WIL -AM	WIL -AM
5 KEZK-FM	KEZK-FM	KEZK-FM
6 KSLQ-FM	KSD -AM	WRTH-AM
7 WIL -FM	WRTH-AM	KMOX-FM
8 KMOX-FM	KSHE-FM	KSD -AM
9 WRTH-AM	KMOX-FM	KSHE-FM
10 KWK -AM	KSLQ-FM	KSLQ-FM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	WIL -FM
3 KEZK-FM	KEZK-FM	KXOK-AM
4 WIL -AM	WWWK-FM	KEZK-FM
5 WIL -FM	WIL -FM	WRTH-AM
6 KSD -AM	KMOX-FM	WIL -AM
7 KSLQ-FM	WIL -AM	KSLQ-FM
8 WRTH-AM	KKSS FM	KATZ-AM
9 KSSS-FM	KSHE-FM	KSHE-FM
10 KWK -AM	WRTH-AM	KMOX-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19739

AM '79	ON '79	AM '80
1 KMOX-AM	8933	8462
2 KSLQ-FM	3516	3626
3 KXOK-AM	3328	3504
4 KSD -AM	3038	3151
5 KWK -AM	2987	2822
6 KSHE-FM	2858	2817
7 KEZK-FM	2551	2385
8 WRTH-AM	2377	2350
9 WIL -AM	2237	2289
10 WIL -FM	2214	2222

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KSD -AM	KXOK-AM	KXOK-AM
4 KXOK-AM	KSHE-FM	KSLQ-FM
5 KWK -AM	WIL -FM	WIL -FM
6 KSHE-FM	KSLQ-FM	KSHE-FM
7 WIL -AM	KEZK-FM	WRTH-AM
8 WRTH-AM	KWK -AM	KEZK-FM
9 WWWK-FM	WIL -AM	WIL -AM
10 WIL -FM	KMOX-FM	KSD -AM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KWK -AM	KXOK-AM	KXOK-AM
4 KXOK-AM	KSHE-FM	KSHE-FM
5 KSHE-FM	KEZK-FM	KSLQ-FM
6 WWWK-FM	WIL -FM	KEZK-FM
7 KEZK-FM	KSLQ-FM	WIL -FM
8 WIL -FM	KWK -AM	WRTH-AM
9 KSD -AM	WRTH-AM	WIL -AM
10 WRTH-AM	KMOX-FM	KWK -AM

Teens  
M-S, 6am-Midnight  
POP(00): 2701

AM '79	ON '79	AM '80
1 KSLQ-FM	WWWK-FM	WWWK-FM
2 KWK -AM	KWK -AM	KSLQ-FM
3 WWWK-FM	KSLQ-FM	KSHE-FM

M-F, 6-10am

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KWK -AM	KSLQ-FM
3 KWK -AM	KSLQ-FM	KSHE-FM

M-F, 3-7pm

1 WWWK-FM	WWWK-FM	WWWK-FM
2 KSLQ-FM	KSHE-FM	KSLQ-FM
3 KWK -AM	KSHE-FM	KSHE-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 6926

AM '79	ON '79	AM '80
1 KMOX-AM	KXOK-AM	KMOX-AM
2 KSLQ-FM	KMOX-AM	KSHE-FM
3 KXOK-AM	KSHE-FM	KSLQ-FM
4 KSHE-FM	WWWK-FM	WWWK-FM
5 KWK -AM	KSLQ-FM	KXOK-AM
6 KSD -AM	KMOX-FM	KADI-FM
7 KADI-FM	KWK -AM	WIL -FM
8 WWWK-FM	KKSS FM	KMOX-FM
9 KSSS-FM	KADI-FM	KWK -AM
10 KMOX-FM	WIL -FM	KHJM-FM

M-F, 6am-10am

1 KMOX-AM	KMOX-AM	KXOK-AM
2 KSHE-FM	KXOK-AM	KSHE-FM
3 KSLQ-FM	KSHE-FM	KMOX-AM
4 KXOK-AM	WWWK-FM	WWWK-FM
5 KWK -AM	KSLQ-FM	KSLQ-FM
6 KSD -AM	KMOX-FM	WIL -FM
7 WWWK-FM	WIL -FM	KHJM-FM
8 KKSS-FM	KMOX-FM	KMOX-FM
9 KADI-FM	KKSS FM	KADI-FM
10 KMOX-FM	KADI-FM	KWK -AM

M-F, 3-7pm

1 KSLQ-FM	KSHE-FM	KSHE-FM
2 KSHE-FM	KXOK-AM	WWWK-FM
3 KXOK-AM	WWWK-FM	KMOX-AM
4 KMOX-AM	KXOK-AM	KXOK-AM
5 KWK -AM	KSLQ-FM	KSLQ-FM
6 KADI-FM	KWK -AM	KADI-FM
7 KKSS-FM	KMOX-FM	WIL -FM
8 KSD -AM	WIL -FM	KWK -AM
9 WWWK-FM	KKSS FM	KMOX-FM
10 KATZ-AM	KADI-FM	KHJM-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 9291

AM '79	ON '79	AM '80
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	KXOK-AM
3 KSD -AM	KEZK-FM	WIL -FM
4 WIL -AM	WIL -FM	KEZK-FM
5 KEZK-FM	KMOX-FM	KMOX-FM
6 WIL -FM	KSLQ-FM	WIL -AM
7 KMOX-FM	WIL -AM	KSLQ-FM
8 KSLQ-FM	KSD -AM	WRTH-AM
9 WRTH-AM	WWWK-FM	WWWK-FM
10 KWK -AM	KKSS FM	KSD -AM

Data from Market Buy Market™



# Salinas-Seaside-Monterey

METRO RANK **120**

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 2341

	A/M '79	O/N '79	A/M '80		A/M '79	O/N '79	A/M '80
1	KDON-FM	15.9	KDON-FM	17.8	KDON-FM (R)	11.4	
2	KTOM-AM	11.6	KGO-AM	9.1	KIDD-AM (R)	10.9	
3	KGO-AM	10.6	KCTY-AM	8.9	KGO-AM (M)	9.3	
4	KWYT-FM	9.9	KIDD-AM	7.9	KWYT-FM (BB)	8.2	
5	KWAV-FM	5.3	KTOM-AM	5.7	KWAV-FM (PA)	7.2	
6	KLRB-FM	4.8	KWYT-FM	5.4	KCTY-AM (S)	5.9	
7	KIDD-AM	4.3	KWAV-FM	4.0	KTOM-AM (C)	5.1	
8	KDON-AM	3.5	KCBS-AM	3.7	KBAY-FM (BB)	4.0	
9	KNBR-AM	3.5	KDON-AM	3.0	KLBB-FM (A)	3.7	
10	KSJO-FM	3.5	KBAY-FM	3.0	KNBR-AM (C)	3.5	
11	KCTY-AM	2.8	KRAY-FM	3.0	KFAT-FM (PA)	3.5	
12	KOKQ-FM	2.3	KOKQ-FM	2.7	KCBS-AM (S)	3.2	
13	KBAY-FM	2.3	KLRB-FM	2.2	KOKQ-FM (R)	1.9	
14	KCBS-AM	2.3	KSJO-FM	2.0	KOCN-FM (J)	1.9	
15	KFAT-FM	2.3	KSCO-AM	1.7	KARA-AM (A)	1.9	
16	KFRC-AM	0.8	KFAT-FM	1.2	KLOK-AM (A)	1.3	
17	KESE-AM	0.8	KFRC-AM	0.7	KSJO-FM (A)	1.3	
18	KOCN-FM	0.8	KLOK-AM	0.7	KSCO-AM (BB)	1.1	
19	KDFC-FM	0.8	KESE-AM	0.7	KESE-AM (PA)	0.8	
20	KRKC-AM	0.5	KOCN-FM	0.5	KDON-AM (PA)	0.8	
21	KIBE-AM		KARA-AM	0.5	KSCO-FM (BB)	0.3	
22			KRML-AM	0.5			
23			KRAK-AM	0.5			

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 2341

	A/M '79	O/N '79	A/M '80			
1	KDON-FM	63	KDON-FM	72	KDON-FM	43
2	KTOM-AM	46	KGO-AM	37	KIDD-AM	41
3	KGO-AM	42	KCTY-AM	36	KGO-AM	35
4	KWYT-FM	39	KIDD-AM	32	KWYT-FM	31
5	KWAV-FM	21	KTOM-AM	23	KWAV-FM	27

**M-F, 6-10am**

1	KTOM-AM	KDON-FM	KIDD-AM
2	KGO-AM	KGO-AM	KDON-FM
3	KDON-FM	KIDD-AM	KDON-FM
4	KWYT-FM	KCTY-AM	KWAV-FM
5	KIDD-AM	KTOM-AM	KCBS-AM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KIDD-AM
2	KWYT-FM	KIDD-AM	KDON-FM
3	KTOM-AM	KCTY-AM	KWYT-FM
4	KGO-AM	KGO-AM	KGO-AM
5	KWAV-FM	KWYT-FM	KWAV-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 294

	A/M '79	O/N '79	A/M '80
1	KDON-FM	KDON-FM	KDON-FM
2	KIDD-AM	KIDD-AM	KIDD-AM
3	KCTY-AM	KCTY-AM	KOKQ-FM

**M-F, 6-10am**

1	KDON-FM	KIDD-AM	KDON-FM
2	KIDD-AM	KDON-FM	KIDD-AM
3	KNBR-AM	KRAY-FM	KCTY-AM

**M-F, 3-7pm**

1	KDON-FM	KIDD-AM	KIDD-AM
2	KIDD-AM	KDON-FM	KDON-FM
3	KCTY-AM	KRAY-FM	KOKQ-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 974

	A/M '79	O/N '79	A/M '80
1	KDON-FM	KDON-FM	KDON-FM
2	KTOM-AM	KCTY-AM	KWAV-FM
3	KLRB-FM	KIDD-AM	KIDD-AM
4	KWAV-FM	KWAV-FM	KLRB-FM
5	KDON-AM	KLRB-FM	KFAT-FM

**M-F, 6-10am**

1	KTOM-AM	KDON-FM	KIDD-AM
2	KDON-FM	KCTY-AM	KWAV-FM
3	KLRB-FM	KIDD-AM	KDON-FM
4	KWAV-FM	KDON-AM	KCBS-AM
5	KSJO-FM	KRAY-FM	KGO-AM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KDON-FM
2	KTOM-AM	KIDD-AM	KWAV-FM
3	KLRB-FM	KWAV-FM	KIDD-AM
4	KWAV-FM	KOKQ-FM	KFAT-FM
5	KSJO-FM	KWYT-FM	KLRB-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1049

	A/M '79	O/N '79	A/M '80
1	KTOM-AM	KCTY-AM	KCTY-AM
2	KWYT-FM	KGO-AM	KWAV-FM
3	KDON-FM	KDON-FM	KIDD-AM
4	KGO-AM	KTOM-AM	KGO-AM
5	KWAV-FM	KWYT-FM	KWYT-FM

**M-F, 6-10am**

1	KTOM-AM	KGO-AM	KGO-AM
2	KGO-AM	KTOM-AM	KIDD-AM
3	KWYT-FM	KCTY-AM	KCTY-AM
4	KDON-FM	KDON-FM	KWAV-FM
5	KWAV-FM	KCBS-AM	KTOM-AM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KWAV-FM
2	KWYT-FM	KWYT-FM	KWYT-FM
3	KTOM-AM	KGO-AM	KIDD-AM
4	KWAV-FM	KTOM-AM	KBAY-FM
5	KGO-AM	KIDD-AM	KGO-AM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 2341

	A/M '79	O/N '79	A/M '80			
1	KDON-FM	758	KDON-FM	768	KIDD-AM	664
2	KGO-AM	450	KIDD-AM	582	KDON-FM	491
3	KDON-AM	423	KGO-AM	470	KGO-AM	446
4	KTOM-AM	400	KWYT-FM	321	KWAV-FM	326
5	KIDD-AM	380	KWAV-FM	317	KWYT-FM	310

**M-F, 6-10am**

1	KDON-FM	KDON-FM	KIDD-AM
2	KGO-AM	KIDD-AM	KDON-FM
3	KTOM-AM	KGO-AM	KGO-AM
4	KDON-AM	KTOM-AM	KWAV-FM
5	KIDD-AM	KCTY-AM	KWYT-FM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KIDD-AM
2	KWYT-FM	KIDD-AM	KDON-FM
3	KGO-AM	KGO-AM	KGO-AM
4	KDON-AM	KWYT-FM	KWYT-FM
5	KLRB-FM	KCBS-AM	KWAV-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 294

	A/M '79	O/N '79	A/M '80
1	KDON-FM	KDON-FM	KDON-FM
2	KIDD-AM	KIDD-AM	KIDD-AM
3	KDON-AM	KSJO-FM	KOKQ-FM

**M-F, 6-10am**

1	KDON-FM	KDON-FM	KDON-FM
2	KIDD-AM	KIDD-AM	KIDD-AM
3	KOKQ-FM	KCTY-AM	KOKQ-FM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KDON-FM
2	KIDD-AM	KIDD-AM	KIDD-AM
3	KCTY-AM	KCTY-AM	KOKQ-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 974

	A/M '79	O/N '79	A/M '80
1	KDON-FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON-FM
3	KLRB-FM	KWAV-FM	KWAV-FM
4	KTOM-AM	KDON-AM	KSJO-FM
5	KIDD-AM	KLRB-FM	KGO-AM

**M-F, 6-10am**

1	KDON-FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON-FM
3	KLRB-FM	KCTY-AM	KWAV-FM
4	KTOM-AM	KDON-AM	KLRB-FM
5	KWAV-FM	KWAV-FM	KCBS-AM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON-FM
3	KLRB-FM	KWAV-FM	KWAV-FM
4	KSJO-FM	KDON-AM	KSJO-FM
5	KWAV-FM	KOKQ-FM	KLRB-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1049

	A/M '79	O/N '79	A/M '80
1	KDON-FM	KGO-AM	KIDD-AM
2	KTOM-AM	KDON-FM	KGO-AM
3	KWYT-FM	KWAV-FM	KTOM-AM
4	KWAV-FM	KIDD-AM	KWAV-FM
5	KGO-AM	KTOM-AM	KWYT-FM

**M-F, 6-10am**

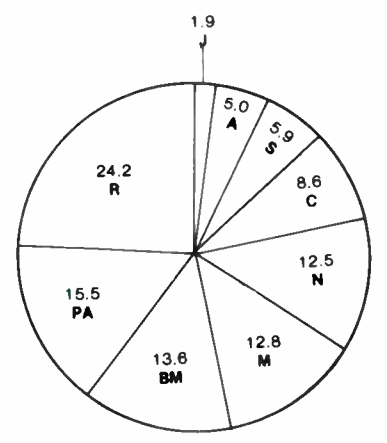
1	KGO-AM	KGO-AM	KIDD-AM
2	KTOM-AM	KTOM-AM	KGO-AM
3	KDON-FM	KDON-FM	KTOM-AM
4	KWYT-FM	KCTY-AM	KWAV-FM
5	KWAV-FM	KIDD-AM	KWYT-FM

**M-F, 3-7pm**

1	KDON-FM	KDON-FM	KIDD-AM
2	KWYT-FM	KGO-AM	KGO-AM
3	KWAV-FM	KWYT-FM	KWAV-FM
4	KTOM-AM	KIDD-AM	KWYT-FM
5	KGO-AM	KTOM-AM	KTOM-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Salt Lake City-Ogden

METRO RANK

49

## A/M '80 Market Overview

ESF was implemented here for the first time during this survey, but the standings did not appear to be radically rearranged. Arbitron estimated that approximately 24% of the metro households were not in the phone directories, and the percentage of total in-tab that was received from ESF persons closely matched that figure.

Bonneville's KSL again led the market, tied this sweep with AOR KCPX-FM. KSL was strong in the 25+ demos, while KCPX-FM led the 18-24 cell.

Among young adults, KCPX-FM was the pacesetter with a share in the mid-13 range. For this sweep the station went from an automated format to live personalities, and more than usual was spent on media to plug the change. TV dominated the advertising effort, and some outdoor boards were used. Following KCPX-FM were KALL-AM and KALL-FM. KALL-FM increased its share of young adults

by 50% this survey, with most of the increase coming from female listeners. The station earned an 18-34 share in the mid-9 bracket. KALL-AM, on the other hand, fell from a mid-10 share in the fall to a mid-8 figure. KALL's listening audience didn't dip much, but the station's share dropped due to an increase in the amount of reported listening in the 18-34 demographic (an outgrowth of ESF).

However, KALL increased its lead in 25-54 listeners. KALL rose two shares up to a mid-13 notch with a well-spread appeal among the discrete demos with the 25-54 group. KSL remained stable with a mid-10 share in the 25-54 category. The station spent money on TV and used billboards for a change of pace. Contrary to its usual practice, KSL did little in the way of on-air contests or promotions.

One effect of the initial implementation of ESF in a market is that stations with a Country format often go up, while Beautiful Music stations suffer. Such may have been the case in Salt Lake, as KSOP enjoyed a good book, while KSFI slid somewhat. KSOP-FM added almost four shares to its 25-54 total, ending with a 9 share. The station advertised itself using TV and busboards and employed a budget bigger than last fall's. KSFI's audience slipped in the midday and afternoon drive segments, especially among female listeners.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6562

A/M '79	O/N '79	A/M '80		
1 KLUB-AM	9.3	KSL -AM	10.5	KSL -AM (PA) 8.5
2 KSL -AM	9.2	KCPX-FM	9.9	KCPX-FM (A) 8.5
3 KSFI FM	8.8	KALL-AM	7.7	KALL-AM (PA) 7.7
4 KCPX-AM	8.3	KLUB-AM	7.3	KLUB-AM (BM) 6.6
5 KALL-AM	7.0	KCPX-AM	7.0	KSOP-FM (C) 6.6
6 KCPX-FM	6.1	KSFI-FM	6.5	KALL-FM (PA) 6.1
7 KSOP-FM	5.3	KRS P-FM	5.7	KSFI-FM (BM) 6.0
8 KRS P-FM	4.9	KALL-FM	4.0	KCPX-AM (R) 5.8
9 KSXX-AM	3.7	KISN-FM	4.0	KRS P-FM (R) 4.9
10 KISN-FM	3.5	KSOP-FM	3.9	KRGO-AM (C) 4.4
11 KALL-FM	3.5	KRGO-AM	3.5	KDAB-FM (PA) 4.3
12 KRGO-AM	3.4	KRS P-AM	3.0	KSXX-AM (R) 3.8
13 KRS P-AM	2.9	KZAN-FM	2.8	KISN-FM (BM) 2.9
14 KDAB-FM	2.5	KSOP-AM	2.7	KZAN-FM (C) 2.8
15 KSOP-AM	2.2	KDAB-FM	2.4	KRS P-AM (PA) 2.7
16 KAYK-AM	1.9	KAYK-FM	2.3	KPRQ-AM (PA) 2.5
17 KWSM-AM	1.5	KSXX-AM	2.2	KWSM-AM (R) 1.6
18 KLO -AM	1.4	KJON-AM	1.9	KAYK-FM (PA) 1.5
19 KWHO-FM	1.4	KWHO-FM	1.8	KJON-AM (R) 1.4
20 KPRQ-AM	1.0	KPRQ-AM	1.7	KWHO-FM (BM) 1.3
21 KZAN-FM	1.0	KLO -AM	0.9	KSOP-AM (C) 1.3
22 KSVN-AM	0.9	KSVN-AM	0.9	KLO -AM (R) 1.1
23 KJON-AM	0.9	KWSM-AM	0.9	KSVN-AM (C) 1.0
24 KQPD-FM	0.5	KWHO-AM	0.8	
25 KWHO-AM	0.4			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6562

A/M '79	O/N '79	A/M '80			
1 KLUB-AM	85	KSL -AM	92	KSL -AM	84
2 KSL -AM	84	KCPX-FM	87	KCPX-FM	84
3 KSFI-FM	81	KALL-AM	68	KALL-AM	76
4 KCPX-AM	76	KLUB-AM	64	KLUB-AM	65
5 KALL-AM	64	KCPX-AM	62	KSO P-FM	65

A/M '79	O/N '79	A/M '80
1 KSL -AM	KSL -AM	KALL-AM
2 KALL-AM	KALL-AM	KSL -AM
3 KCPX-AM	KLUB-AM	KLUB-AM
4 KLUB-AM	KCPX-AM	KCPX-AM
5 KSFI-FM	KCPX-FM	KCPX-FM

A/M '79	O/N '79	A/M '80
1 KSFI-FM	KCPX-FM	KCPX-FM
2 KLUB-AM	KALL-AM	KALL-AM
3 KSL -AM	KCPX-AM	KALL-FM
4 KCPX-AM	KSL -AM	KRGO-AM
5 KCPX-FM	KLUB-AM	KRS P-FM

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KRS P-FM	KCPX-AM
2 KRS P-FM	KCPX-AM	KRS P-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRS P-FM	KRS P-FM	KRS P-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

A/M '79	O/N '79	A/M '80
1 KRS P-FM	KRS P-FM	KCPX-FM
2 KCPX-AM	KCPX-AM	KCPX-AM
3 KCPX-FM	KCPX-FM	KRS P-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 2649

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KALL-AM
4 KALL-FM	KSL -AM	KDAB-FM
5 KSL -AM	KALL-FM	KSL -AM

A/M '79	O/N '79	A/M '80
1 KALL-AM	KALL-AM	KALL-AM
2 KCPX-AM	KCPX-AM	KCPX-FM
3 KCPX-FM	KCPX-FM	KSL -AM
4 KSL -AM	KSL -AM	KALL-FM
5 KALL-FM	KALL-FM	KCPX-AM

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KALL-AM
4 KALL-FM	KALL-FM	KRS P-FM
5 KSL -AM	KRS P-AM	KRGO-AM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 3117

A/M '79	O/N '79	A/M '80
1 KSL -AM	KALL-AM	KALL-AM
2 KALL-AM	KSL -AM	KSL -AM
3 KSFI FM	KSFI-FM	KSO P-FM
4 KSOP-FM	KLUB-AM	KALL-FM
5 KLUB-AM	KALL-FM	KLUB-AM

A/M '79	O/N '79	A/M '80
1 KALL-AM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSL -AM
3 KLUB-AM	KLUB-AM	KSO P-FM
4 KSFI FM	KCPX-AM	KLUB-AM
5 KSOP-FM	KRGO-AM	KALL-FM

A/M '79	O/N '79	A/M '80
1 KSFI FM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSO P-FM
3 KALL-AM	KLUB-AM	KSL -AM
4 KSOP-FM	KALL-FM	KRGO-AM
5 KLUB-AM	KSFI-FM	KALL-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6562

A/M '79	O/N '79	A/M '80			
1 KSL -AM	1664	KSL -AM	1730	KSL -AM	1537
2 KCPX-AM	1638	KCPX-AM	1618	KCPX-AM	1354
3 KLUB-AM	1319	KLUB-AM	1181	KALL-AM	1183
4 KALL-AM	1198	KCPX-FM	1129	KCPX-FM	1098
5 KCPX-FM	999	KALL-AM	1056	KLUB-AM	1051

A/M '79	O/N '79	A/M '80
1 KSL -AM	KCPX-AM	KSL -AM
2 KCPX-AM	KSL -AM	KCPX-AM
3 KALL-AM	KLUB-AM	KALL-AM
4 KLUB-AM	KALL-AM	KLUB-AM
5 KSFI-FM	KSFI-FM	KRS P-FM

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KSL -AM	KSL -AM	KALL-AM
3 KLUB-AM	KCPX-FM	KCPX-FM
4 KALL-AM	KLUB-AM	KRS P-FM
5 KCPX-FM	KRS P-FM	KLUB-AM

### Teens

M-S, 6am-Midnight

POP(00): 962

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRS P-FM	KRS P-FM	KRS P-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

### M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KRS P-FM	KCPX-AM
2 KRS P-FM	KCPX-AM	KRS P-FM
3 KCPX-FM	KRS P-AM	KCPX-FM

### M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KALL-AM	KCPX-FM	KCPX-FM
3 KCPX-FM	KALL-AM	KALL-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 2649

A/M '79	O/N '79	A/M '80
1 KALL-AM	KCPX-AM	KCPX-AM
2 KCPX-AM	KALL-AM	KALL-AM
3 KSL -AM	KCPX-FM	KCPX-FM
4 KCPX-FM	KRS P-AM	KSL -AM
5 KRS P-AM	KALL-FM	KRS P-FM

### M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-FM
2 KCPX-FM	KCPX-FM	KALL-AM
3 KALL-AM	KALL-AM	KRS P-FM
4 KSL -AM	KALL-FM	KCPX-AM
5 KALL-FM	KRS P-FM	KDAB-FM

### M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KRS P-FM	KCPX-AM
2 KRS P-FM	KCPX-AM	KRS P-FM
3 KCPX-FM	KCPX-FM	KCPX-FM
4 KRS P-AM	KRS P-AM	KRS P-AM
5 KSL -AM	KSL -AM	KDAB-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 3117

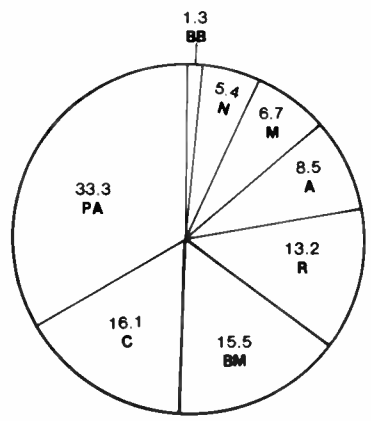
A/M '79	O/N '79	A/M '80
1 KSL -AM	KSL -AM	KALL-AM
2 KALL-AM	KALL-AM	KSL -AM
3 KLUB-AM	KLUB-AM	KCPX-AM
4 KCPX-AM	KSFI-FM	KLUB-AM
5 KSFI FM	KCPX-AM	KRGO-AM

A/M '79	O/N '79	A/M '80
1 KALL-AM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSL -AM
3 KLUB-AM	KLUB-AM	KLUB-AM
4 KCPX-AM	KCPX-AM	KCPX-AM
5 KSFI-FM	KSFI-FM	KRGO-AM

A/M '79	O/N '79	A/M '80
1 KALL-AM	KSL -AM	KALL-AM
2 KSL -AM	KALL-AM	KSL -AM
3 KLUB-AM	KLUB-AM	KLUB-AM
4 KSOP-FM	KCPX-AM	KRGO-AM
5 KCPX-AM	KSFI-FM	KCPX-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

Data from Market Buy Market TM

# San Antonio

METRO RANK

37

## A/M '80 Market Overview

The **KTSA-KCOR** tandem again led the San Antonio market, apparently unaffected by the initial employment of the Expanded Sample Frame technique. One reason that ESF probably did not cause too much flux in the estimates is that it's not used in high Density Hispanic Areas, and San Antonio is heavily (46%) Hispanic.

In young adults, **KTSA** and **KTFM** were the clear favorites, combining for more than a 23 share. **KTSA** was able to reverse a multi-book trend of declining 12+ shares, mainly by adding to its teen and young males audiences. **KTFM** added to shares to its 18-34 figure to end up at an 11, just behind **KTSA**. **KTFM** added to its female numbers while **KTSA** enhanced its male ratings, especially in PM drive and the evening.

While the **KTSA/KTFM** combo had the 18-34 demos wrapped up, the 25-54 cell was more evenly split. Beautiful Music **KQXT** was the leader, with a share that rose by 30% to a 10. Hispanic **KCOR** and Country **KBUC-FM** were tied for second in this target, each with an 8 share. This represented a stable figure for **KBUC-FM**, but slight slippage for **KCOR**. Right behind these stations was another Country property, **KKYY**.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	10.8	9.1
2 KCOR-AM	9.1	8.3
3 KTFM-FM	8.9	8.2
4 KQXT-FM	8.3	7.0
5 WOAI-AM	5.6	6.8
6 KITY-FM	5.5	6.7
7 KKYY-AM	5.5	6.2
8 KBUC-FM	4.9	5.9
9 KISS-FM	4.8	5.9
10 KONO-AM	4.6	4.2
11 KZZY-FM	4.5	3.9
12 KAPE-AM	4.1	3.4
13 KFDA-AM	3.7	3.3
14 WOAI-FM	3.1	2.7
15 KBUC-AM	3.0	2.7
16 KCCW-AM	2.9	2.7
17 KVAR-FM	2.4	2.7
18 KMAC-AM	1.3	1.8
19 KGNB-AM	1.2	1.7
20 K'KA-AM	1.1	1.7
21 KWED-AM	0.7	1.1
22 KFHM-AM	0.5	0.7
23 KDRY-AM	0.4	0.5
24 KMFM-FM	0.3	0.4
25 KWED-FM	0.3	0.3

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KCOR-AM	128	112
3 KTFM-FM	125	110
4 KQXT-FM	116	95
5 WOAI-AM	78	91

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KCOR-AM	128	112
3 KTFM-FM	125	110
4 KQXT-FM	116	95
5 WOAI-AM	78	91

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KQXT-FM	116	95
4 KITY-FM	116	95
5 KCOR-AM	116	95

Teens M-S, 6am-Midnight POP(00): 1157

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KZZY-FM	125	110
3 KTFM-FM	125	110

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KZZY-FM	125	110
3 KTFM-FM	125	110

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KZZY-FM	125	110
3 KTFM-FM	125	110

Adults 18-34 M-S, 6am-Midnight POP(00): 3095

A/M '79	O/N '79	A/M '80
1 KTFM-FM	125	110
2 KTSA-AM	151	123
3 KISS-FM	125	110
4 KITY-FM	116	95
5 KONO-AM	116	95

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KBUC-FM	125	110
4 KITY-FM	116	95
5 KISS-FM	125	110

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTFM-FM	125	110
2 KTSA-AM	151	123
3 KISS-FM	125	110
4 KITY-FM	116	95
5 KONO-AM	116	95

Adults 25-54 M-S, 6am-Midnight POP(00): 3726

A/M '79	O/N '79	A/M '80
1 KCOR-AM	128	112
2 KTSA-AM	151	123
3 KQXT-FM	116	95
4 KBUC-FM	125	110
5 KKYY-AM	125	110

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KCOR-AM	128	112
2 KTSA-AM	151	123
3 KBUC-FM	125	110
4 KKYY-AM	125	110
5 KQXT-FM	116	95

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KQXT-FM	116	95
3 KCOR-AM	128	112
4 WOAI-AM	78	91
5 KKYY-AM	125	110

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	2559	2166
2 KTFM-FM	1625	1497
3 WOAI-AM	1210	1406
4 KONO-AM	1174	1327
5 KQXT-FM	1164	1280

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	2559	2166
2 KTFM-FM	1625	1497
3 WOAI-AM	1210	1406
4 KONO-AM	1174	1327
5 KQXT-FM	1164	1280

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	2559	2166
2 KTFM-FM	1625	1497
3 KITY-FM	1210	1406
4 KQXT-FM	1164	1280
5 KZZY-FM	1164	1280

Teens M-S, 6am-Midnight POP(00): 1157

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KZZY-FM	125	110
3 KTFM-FM	125	110

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KZZY-FM	125	110

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KZZY-FM	125	110
3 KTFM-FM	125	110

Adults 18-34 M-S, 6am-Midnight POP(00): 3095

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KITY-FM	116	95
4 KONO-AM	116	95
5 KZZY-FM	125	110

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KITY-FM	116	95
4 KONO-AM	116	95
5 KBUC-FM	125	110

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KTFM-FM	125	110
3 KITY-FM	116	95
4 KONO-AM	116	95
5 KISS-FM	125	110

Adults 25-54 M-S, 6am-Midnight POP(00): 3726

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KQXT-FM	116	95
3 KKYY-AM	125	110
4 WOAI-AM	78	91
5 KTFM-FM	125	110

M-F, 6-10am

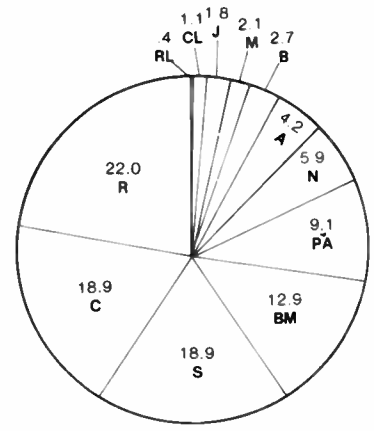
A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KCOR-AM	128	112
3 KKYY-AM	125	110
4 KBUC-FM	125	110
5 WOAI-AM	78	91

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	123
2 KKYY-AM	125	110
3 KQXT-FM	116	95
4 KTFM-FM	125	110
5 WOAI-AM	78	91

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

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# San Diego

METRO RANK

20

## A/M '80 Market Overview

The first Quarterly Measurement survey in San Diego was implemented this sweep, and the 12-week long survey generated not too surprising results. Compared to last spring, **KFMB** still did well with Padres baseball, **KPRI** maintained a strong AOR stance, but the big story was that again **Beautiful Music KJQY** (known last spring as **KOZN**) topped the overall market.

**KJQY** was second in 25-54's (behind **KFMB** with the Padres) and showed its best strength 35+. **KJQY** uses the **FM-100** music syndication service, aired the **Patrick O'Neal** TV commercial, and used busboards and billboards. The station also employed frequent on-air contests and promotions. All of this helped **KJQY** win a share just under 9% of the 25-54 audience this book.

**KFMB** was second overall in the market and led the 25-54 demos with a 10 share. Last spring the station had an 11 share with the Padres, so some erosion was evident. A multimedia campaign that focused on TV, with busboard and billboards back-up, was used, amounting to approximately \$40,000. With longer summer and fall surveys in San Diego, **KFMB** may show up well in other sweeps besides spring books.

As for the younger audience, AOR **KPRI** continued to lead. The station's 18-34 share went up 42% compared to last spring, thanks to a number of factors. Advertising featured the "Magnificent Mouth" TV spot, while **Beetleboards (VW's)**, billboards, and programming schedules in newspapers were also utilized. **KPRI** is the **Superstars** affiliate in the San Diego metro.

AOR competitor **KGB-FM** was just a fraction behind **KPRI** in the 18-34 standings, and the two stations were tied in men 18-24. **KGB-FM** maintained a lower profile in the community, using TV but without other major media tie-ins. The effort for this sweep was less than made for previous surveys. One aspect of promotion that **KGB-FM** used was a "KGB Card," which entitled bearers to discounts on purchases at cooperating retailers.

Given the makeup of the demos in San Diego — the largest bloc is men 18-24 — it may not be surprising that the other most popular 18-34 stations are also AOR's. **XTRA-FM** and **KIFM** each scored in the mid-7 range 18-34. This represented a two-share drop for **XTRA-FM** but was a slight rise for **KIFM**, compared to last spring.

Largely because of the first use of Quarterly Measurement, **Arbitron** over-sampled this survey, and 57% more diaries were returned this spring than last. This should make these Spring '80 estimates more reliable than past ratings.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 15109

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM 8.0	KJOY-FM 7.7	KJOY-FM 7.6	KJOY-FM (M) 8.4
2 KOZN-FM 6.0	KGB -FM 5.7	KPRI-FM 6.7	KFMB-AM (PA) 7.1
3 KEZL-FM 5.3	KPRI-FM 5.6	KGB -AM 6.4	KPRI-FM (A) 5.6
4 XTRA-AM 5.2	KSDO-AM 5.0	KBZT-FM 5.1	KGB -FM (A) 5.4
5 KFMB-FM 5.1	KIFM-FM 5.0	KGB -FM 5.1	KSDO-AM (M) 4.8
6 XTRA-FM 4.8	KFZL-FM 4.5	KSDO-AM 4.9	XTRA-FM (A) 4.5
7 KMJC-AM 4.7	XTRA-FM 4.4	KFMB-AM 4.6	KGB -AM (M) 4.4
8 KSDO-AM 4.6	KFMB-FM 4.2	KEZL-FM 4.6	KFMB-FM (M) 4.2
9 KYXY-FM 4.5	XTRA-AM 3.9	KFMB-FM 3.9	KIFM-FM (A) 3.9
10 KGB -FM 4.4	KFMB-AM 3.8	XTRA-FM 3.9	KEZL-FM (M) 3.8
11 KITT-FM 4.2	KBZT-FM 3.7	KFSD-FM 3.6	KOGO-AM (PA) 3.7
12 KPRI-FM 4.1	KFSD-FM 3.6	XTRA-AM 3.5	XTRA-AM (M) 3.4
13 KSON-AM 3.6	KSON-AM 3.2	KIFM-FM 3.3	KITT-FM (M) 3.1
14 KIFM-FM 3.5	KMJC-AM 3.1	KCBQ-AM 3.3	KYXY-FM (PA) 3.1
15 KBZT-FM 2.9	KOGO-AM 3.1	KNX -AM 3.0	KFSD-FM (C) 2.9
16 KNX -AM 2.8	KFI -AM 2.8	KSON-FM 3.0	KSON-AM (C) 2.9
17 KCBO-AM 2.8	KGB -AM 2.6	KSON-AM 2.8	KBZT-FM (C) 2.8
18 KFSD-FM 2.5	KCBQ-AM 2.5	KYXY-FM 2.8	KNX -AM (M) 2.8
19 KFI -AM 2.4	KYXY-FM 2.5	KITT-FM 2.4	KMJC-AM (M) 2.6
20 KOGO-AM 2.2	KNX -AM 2.4	KOGO-AM 2.0	KFI -AM (M) 2.2
21 KSON-FM 2.1	KSON-FM 2.4	KMJC-AM 1.8	KCBQ-AM (PA) 2.1
22 KJFM-FM 1.8	KITT-FM 2.2	KJFM-FM 1.7	KSON-FM (C) 1.9
23 KGB -AM 1.7	KJFM-FM 1.5	KJFM-FM (M) 1.2	KJFM-FM (M) 1.2
24 KABC-AM 1.1	KABC-AM 1.0	KFI -AM 1.1	KOS-FM (PA) 1.0
25 KLAC-AM 1.0	XHRM-FM 1.0	XHRM-FM 0.9	KABC-AM (T) 1.0
26 XHRM-FM 0.6	KUDE-AM 0.7	KLAC-AM 0.9	KLAC-AM (C) 0.8
27 KKOS-FM 0.5	KKOS-FM 0.7	KOWN-FM 0.6	KMLO-AM (M) 0.7
28 KOWN-FM 0.4	XPRS-AM 0.6	KKOS-FM 0.6	KUDF-AM (C) 0.7
29 KMLO-AM 0.3	KLAC-AM 0.5	XFMO-AM 0.4	KBRT-AM (M) 0.7
30	KMLO-AM 0.4	KMLO-AM 0.4	KOWN-FM (M) 0.5
31	KBRT-AM 0.4	KGO -AM 0.4	KMFT-FM (A) 0.5
32	XEMO-AM 0.4	KBRT-AM 0.4	
33	KOWN-FM 0.4	KUDE-AM 0.3	
34	KOWN-AM 0.4	KMET-FM 0.3	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15109

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM 19.8	KJOY-FM 18.1	KJOY-FM 19.1	KJOY-FM 20.2
2 KOZN-FM 14.8	KGB -FM 13.4	KPRI-FM 16.8	KFMB-AM 17.1
3 KFZL-FM 13.0	KPRI-FM 13.1	PCB -AM 16.0	KPRI-FM 13.5
4 XTRA-AM 12.9	KSDO-AM 11.7	KBZT-FM 12.8	KGB -FM 13.0
5 KFMB-FM 12.7	KIFM-FM 11.7	KGB -FM 12.7	KSDO-AM 11.6
6 XTRA-FM 11.9	KEZL-FM 10.5	KSDO-AM 12.3	XTRA-FM 10.8
7 KMJC-AM 11.5	XTRA-FM 10.3	KFMB-AM 11.4	KGB -AM 10.7
8 KSDO-AM 11.4	KFMB-FM 9.9	KEZL-FM 11.4	KFMB-FM 10.1
9 KYXY-FM 11.0	XTRA-AM 9.2	KFMB-FM 9.8	KIFM-FM 9.5
10 KGB -FM 10.8	KFMB-AM 8.9	XTRA-FM 9.7	KEZL-FM 9.2

M-F, 6-10am

1 KSDO-AM	KSDO-AM	KFMB-AM	KSDO-AM
2 XTRA-AM	KJOY-FM	KSDO-AM	KFMB-AM
3 KFMB-AM	KFMB-AM	KJOY-FM	KJOY-FM
4 KMJC-AM	KOGO-AM	KGB -AM	KOGO-AM
5 KOZN-FM	KPRI-FM	KPRI-FM	KPRI-FM
6 KFMB-FM	XTRA-FM	KBZT-FM	XTRA-AM
7 KNX -AM	KEZL-FM	KNX -AM	KCBO-AM
8 KSON-AM	KIFM-FM	KGB -FM	KNX -AM
9 KEZL-FM	KGB -FM	KFZL-FM	KGB -AM
10 KFI -AM	KFI -AM	KCBO-AM	KGB -FM

M-F, 3-7pm

1 KFMB-AM	KJOY-FM	KGB -AM	KJOY-FM
2 KFZL-FM	KPRI-FM	KJOY-FM	KFMB-AM
3 KMJC-AM	KGB -FM	KPRI-FM	KGB -FM
4 KITT-FM	KFMB-FM	KGB -FM	KPRI-FM
5 KFMB-FM	KIFM-FM	KEZL-FM	XTRA-FM
6 KOZN-FM	YTRA-FM	KFMB-FM	KGB -AM
7 KGB -FM	KSDO-AM	KBZT-FM	KFMB-FM
8 XTRA-FM	KEZL-FM	KSDO-AM	KSDO-AM
9 KYXY-FM	KBZT-FM	KCBO-AM	KIFM-FM
10 XTRA-AM	KMJC-AM	XTRA-FM	KOGO-AM

Teens M-S, 6am-Midnight

A/M '79	O/N '79	J/F '80	A/M '80
1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KPRI-FM	KFMB-FM
3 KITT-FM	KPRI-FM	KFMB-FM	KPRI-FM

M-F, 6-10am

1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KPRI-FM	KFMB-FM
3 KITT-FM	KGB -FM	KFMB-FM	KPRI-FM

M-F, 3-7pm

1 KITT-FM	KFMB-FM	KGB -AM	KGB -AM
2 KMJC-AM	KMJC-AM	KPRI-FM	KFMB-FM
3 KFMB-FM	KGB -FM	KFMB-FM	KGB -FM

Adults 18-34 M-S, 6am-Midnight POP(00): 6159

A/M '79	O/N '79	J/F '80	A/M '80
1 XTRA-FM	KGB -FM	KPRI-FM	KPRI-FM
2 KPRI-FM	KPRI-FM	KGB -FM	KGB -FM
3 KFMB-AM	KIFM-FM	KBZT-FM	XTRA-FM
4 KIFM-FM	XTRA-FM	XTRA-FM	KIFM-FM
5 KYXY-FM	KBZT-FM	KGB -AM	KITT-FM
6 KGB -FM	KFMB-FM	KIFM-FM	KFMB-FM
7 KFMB-FM	KGB -AM	KFMB-FM	KBZT-FM
8 KITT-FM	KJOY-FM	KCBO-AM	KGB -AM
9 KMJC-AM	KSON-FM	KFMB-AM	KFMB-AM
10 KBZT-FM	KFMB-AM	KITT-FM	KMJC-AM

M-F, 6-10am

1 KPRI-FM	KPRI-FM	KPRI-FM	KPRI-FM
2 KFMB-AM	KIFM-FM	KFMB-AM	KGB -FM
3 XTRA-FM	XTRA-FM	KGB -FM	XTRA-FM
4 KIFM-FM	KGB -FM	KBZT-FM	KIFM-FM
5 KYXY-FM	KBZT-FM	KCBO-AM	KFMB-AM
6 KCBO-AM	KGB -AM	KGB -AM	KITT-FM
7 KMJC-AM	KFMB-AM	XTRA-FM	KFMB-FM
8 KITT-FM	KCBO-AM	KIFM-FM	KGB -AM
9 KFMB-FM	KFI -AM	KFMB-FM	KBZT-FM
10 KFI -AM	KFMB-FM	KITT-FM	KCBO-AM

M-F, 3-7pm

1 XTRA-FM	KPRI-FM	KPRI-FM	KPRI-FM
2 KIFM-FM	KGB -FM	KGB -FM	KGB -FM
3 KYXY-FM	KIFM-FM	KBZT-FM	XTRA-FM
4 KFMB-AM	XTRA-FM	XTRA-FM	KIFM-FM
5 KGB -FM	KFMB-FM	KGB -AM	KFMB-FM
6 KFMB-FM	KBZT-FM	KIFM-FM	KBZT-FM
7 KITT-FM	KGB -AM	XTRA-FM	KITT-FM
8 KMJC-AM	KFMB-AM	KCBO-AM	KGB -AM
9 KPRI-FM	KJOY-FM	KITT-FM	KMJC-AM
10 KBZT-FM	KMJC-AM	KFMB-AM	KOGO-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 6805

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM	KJOY-FM	KJOY-FM	KFMB-AM
2 XTRA-AM	KBZT-FM	KBZT-FM	KJOY-FM
3 KYXY-FM	KIFM-FM	KFMB-AM	KOGO-AM
4 KOZN-FM	KFMB-AM	KEZL-FM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KYXY-FM
6 KEZL-FM	KEZL-FM	KFSD-FM	XTRA-AM
7 KSON-AM	KFSD-FM	KSON-AM	KBZT-FM
8 KCBO-AM	XTRA-AM	KYXY-FM	KEZL-FM
9 KMJC-AM	KSON-AM	KSDO-AM	KSON-AM
10 XTRA-FM	KYXY-FM	KIFM-FM	KFSD-FM

M-F, 6-10am

1 KFMB-AM	KJOY-FM	KFMB-AM	KFMB-AM
2 KSDO-AM	KFMB-AM	KSDO-AM	KSDO-AM
3 XTRA-AM	KSDO-AM	KBZT-FM	KJOY-FM
4 KCBO-AM	KOGO-AM	KJOY-FM	KOGO-AM
5 KEZL-FM	KSON-AM	KCBO-AM	KCBO-AM
6 KOGO-AM	KBZT-FM	KSON-AM	XTRA-AM
7 KYXY-FM	KCBO-AM	KEZL-FM	KYXY-FM
8 KFI -AM	XTRA-AM	KYXY-FM	KYXY-FM
9 KOZN-FM	XTRA-FM	KSON-FM	KSON-FM
10 KSON-AM	KIFM-FM	KOGO-AM	KBZT-FM

M-F, 3-7pm

1 KFMB-AM	KJOY-FM	KBZT-FM	KJOY-FM
2 XTRA-AM	KBZT-FM	KJOY-FM	KFMB-AM
3 KYXY-FM	KIFM-FM	KEZL-FM	KOGO-AM
4 KOZN-FM	KFMB-AM	KSON-FM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KDZT-FM
6 KEZL-FM	KFSD-FM	KCBO-AM	KFSD-FM
7 KSON-AM	KEZL-FM	KFSD-FM	KEZL-FM
8 KIFM-FM	XTRA-AM	KFMB-AM	XTRA-AM
9 KITT-FM	KSON-FM	KIFM-FM	KSON-AM
10 KMJC-AM	XTRA-FM	KYXY-FM	KFI -AM

# San Diego

Continued

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15109

	A/M '79	O/N '79	J/F '80	A/M '80				
1	KFMB-AM	3354	KSDO-AM	2467	KCB -AM	2622	KFMB-AM	2844
2	KFMB-FM	2682	KFMB-FM	2287	KJOY-FM	2280	KFMB-FM	2327
3	KMJC-AM	2021	KJOY-FM	2073	KPRI-FM	2199	KCB -AM	2163
4	KSDO-AM	1894	KFMB-AM	2073	KFMB-FM	2118	KSDO-AM	2104
5	KCBQ-AM	1856	KCB -FM	1918	KSDO-AM	2086	KPRI-FM	2056
6	XTRA-AM	1786	KCBO-AM	1904	KCB -FM	2060	KJOY-FM	1983
7	KOZN-FM	1715	KPRI-FM	1771	KFMB-AM	2005	KCB -FM	1862
8	KCB -FM	1706	KMJC-AM	1735	KCBQ-AM	1765	KOCO-AM	1680
9	KPRI-FM	1650	XTRA-AM	1639	XTRA-AM	1726	XTRA-AM	1659
10	KCB -AM	1568	KCB -AM	1606	XTRA-FM	1703	KCBQ-AM	1645

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KSDO-AM	KSDO-AM	KCB -AM	KSDO-AM
2	KMJC-AM	KFMB-AM	KSDO-AM	KFMB-AM
3	KFMB-FM	KJOY-FM	KFMB-AM	KCB -AM
4	KFMB-AM	KFMB-FM	KJOY-FM	KFMB-FM
5	XTRA-AM	KCBO-AM	KPRI-FM	KPRI-FM
6	KCBQ-AM	KPRI-FM	KCB -FM	KJOY-FM
7	KOZN-FM	KCB -FM	KFMB-FM	KOCO-AM
8	KCB -FM	KMJC-AM	KCBO-AM	KCBO-AM
9	KOCO-AM	KOCO-AM	XTRA-FM	KCB -FM
10	KEZL-FM	KGE -AM	KBZT-FM	XTRA-AM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-AM	KFMB-FM	KCB -AM	KFMB-AM
2	KMJC-AM	KJOY-FM	KPRI-FM	KCB -AM
3	KFMB-FM	KSDO-AM	KJOY-FM	KPRI-FM
4	KCBQ-AM	KCB -FM	KCB -FM	KJOY-FM
5	KPRI-FM	KPRI-FM	KFMB-FM	KFMB-FM
6	KSDO-AM	KMJC-AM	KSDO-AM	KSDO-AM
7	XTRA-AM	XTRA-FM	KBZT-FM	KCB -FM
8	KCB -FM	KIFM-FM	XTRA-AM	KOCO-AM
9	KOZN-FM	XTRA-AM	KFMB-AM	XTRA-FM
10	KEZL-FM	KCBO-AM	XTRA-FM	XTRA-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1759

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-FM	KFMB-FM	KCB -AM	KCB -AM
2	KMJC-AM	KMJC-AM	KFMB-FM	KFMB-FM
3	KCB -FM	KCB -FM	KPRI-FM	KCB -FM

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KMJC-AM	KFMB-FM	KCB -AM	KCB -AM
2	KFMB-FM	KMJC-AM	KFMB-FM	KFMB-FM
3	KCB -FM	KFI -AM	KPRI-FM	KPRI-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KMJC-AM	KFMB-FM	KCB -AM	KCB -AM
2	KFMB-FM	KMJC-AM	KFMB-FM	KFMB-FM
3	KITT-FM	KCB -FM	KPRI-FM	KPRI-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 6159

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-FM	KCB -FM	KCB -FM	KPRI-FM
2	KFMB-AM	KPRI-FM	KPRI-FM	KFMB-FM
3	KCB -AM	KFMB-FM	KCB -AM	KCB -FM
4	KPRI-FM	KIFM-FM	XTRA-FM	KCB -AM
5	KCB -FM	KCBO-AM	KFMB-FM	KIFM-FM
6	KIFM-FM	KCB -AM	KCBO-AM	XTRA-FM
7	KMJC-AM	XTRA-FM	KBZT-FM	KFMB-AM
8	KCBO-AM	KBZT-FM	KIFM-FM	KCBO-AM
9	XTRA-FM	KFMB-AM	KFMB-AM	KBZT-FM
10	KITT-FM	KMJC-AM	KMJC-AM	KITT-FM

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KMJC-AM	KPRI-FM	KCB -FM	KPRI-FM
2	KFMB-AM	KCB -FM	KPRI-FM	KFMB-FM
3	KFMB-FM	KIFM-FM	KCB -AM	KCB -FM
4	KCB -AM	XTRA-FM	XTRA-FM	KCB -AM
5	KIFM-FM	KCBO-AM	KCBO-AM	KIFM-FM
6	KCBO-AM	KCB -AM	KFMB-AM	XTRA-FM
7	XTRA-FM	KFMB-FM	KBZT-FM	KFMB-AM
8	KCB -FM	KMJC-AM	KIFM-FM	KITT-FM
9	KPRI-FM	KBZT-FM	KFMB-FM	KCBO-AM
10	KYXY-FM	KFMB-AM	KMJC-AM	KMJC-AM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-AM	KPRI-FM	KCB -FM	KPRI-FM
2	KPRI-FM	KCB -FM	KPRI-FM	KCB -FM
3	KFMB-FM	KFMB-FM	KBZT-FM	KFMB-FM
4	KCB -FM	KIFM-FM	XTRA-FM	XTRA-FM
5	KIFM-FM	XTRA-FM	KCB -AM	KCB -AM
6	XTRA-FM	KBZT-FM	KFMB-FM	KIFM-FM
7	KMJC-AM	KCB -AM	KIFM-FM	KBZT-FM
8	KCBO-AM	KCBO-AM	KFMB-AM	KFMB-AM
9	KCB -AM	KMJC-AM	KFMB-AM	KITT-FM
10	KYXY-FM	KFMB-AM	KITT-FM	KMJC-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 6805

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-AM	KSDO-AM	KSDO-AM	KFMB-AM
2	XTRA-AM	KFMB-AM	KFMB-AM	KSDO-AM
3	KSDO-AM	KCBO-AM	KJOY-FM	KOCO-AM
4	KFMB-FM	KJOY-FM	KBZT-FM	KJOY-FM
5	KCBO-AM	XTRA-AM	KCBO-AM	XTRA-AM
6	KMJC-AM	KBZT-FM	KSON-AM	KCBO-AM
7	KOCO-AM	KSON-AM	YCB -AM	KFMB-FM
8	KYXY-FM	KOCO-AM	XTRA-AM	KSON-AM
9	KOZN-FM	KFMB-FM	KEZL-FM	KYXY-FM
10	KSON-AM	KEZL-FM	KIFM-FM	KBZT-FM

**M-F, 6-10am**

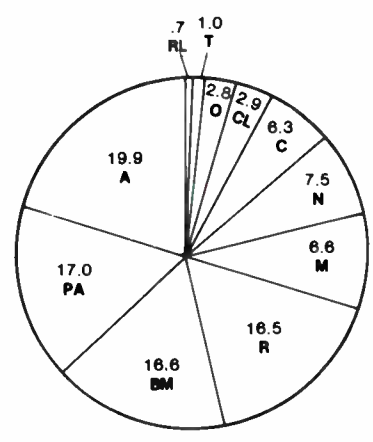
	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-AM	KSDO-AM	KFMB-AM	KFMB-AM
2	KSDO-AM	KFMB-AM	KSDO-AM	KSDO-AM
3	XTRA-AM	KCBO-AM	KBZT-FM	KOCO-AM
4	KCBO-AM	KJOY-FM	KCBO-AM	KCBO-AM
5	KOCO-AM	KOCO-AM	KSON-AM	XTRA-AM
6	KMJC-AM	XTRA-AM	KIFM-FM	KJOY-FM
7	KFMB-FM	KSON-AM	KIFM-FM	KYXY-FM
8	KYXY-FM	KBZT-FM	KOCO-AM	KSON-AM
9	KEZL-FM	KFSD-FM	KYXY-FM	KBZT-FM
10	KBZT-FM	KIFM-FM	KFSD-FM	KFMB-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	KFMB-AM	KSDO-AM	KSDO-AM	KFMB-AM
2	XTRA-AM	KFMB-AM	KBZT-FM	KSDO-AM
3	KCBO-AM	KFMB-AM	KFMB-AM	KOCO-AM
4	KSDO-AM	KJOY-FM	KJOY-FM	KJOY-FM
5	KYXY-FM	KCBO-AM	KSON-AM	KCBO-AM
6	KSON-AM	XTRA-AM	KIFM-FM	XTRA-AM
7	KMJC-AM	KOCO-AM	XTRA-AM	KBZT-FM
8	KOZN-FM	KSON-AM	KFSD-FM	KMJC-AM
9	KBZT-FM	KYXY-FM	KCBO-AM	KSON-AM
10	KIFM-FM	KFSD-FM	KCB -AM	KYXY-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# San Francisco

METRO RANK



## A/M '80 Market Overview

In an interesting book, longtime market leaders like **KGO** and **KFRC** were still strong but other comers appeared. In the 25-54 audience, **KCBS** and **KYUU** improved significantly since the A/M '79 survey. In the young adult target, **KYUU** and **ABC's KSFJ** enjoyed positive books.

**KGO** maintained a stable 25-54 share in the low-7 range to lead. However, News competitor **KCBS** breached the 5-share threshold and became the new runner-up. **NBC's** stations come in 3rd and 4th. **KNBR** slipped almost two shares from last spring's figure in this demo, proving perhaps that Giants baseball was not as popular this year. The FM station, **KYUU**, had the best increase of any of the leading 25-54 entities. **KYUU** added two shares and was virtually tied with **KNBR** in the high 4-share range.

With the younger audience, **KYUU** was again a major factor, scoring just behind perennial leader **KFRC**. Both stations stood in the mid-6 bracket. **KFRC** dropped from last year's 8-share but its overall share did not slip again this survey. After a succession of declining 12+ shares, the A/M '80 survey was a turnaround for **KFRC**.

After the **KFRC-KYUU** tandem, several stations scored in the mid-4 to mid-5 share range 18-34. Black-formatted **KSOL** had a mid-5 share, up a point from last spring. **KSFJ**, **KMEL**, and **KIOI** virtually tied, each hovering around 5. This represented slight increases for **KSFJ** and **KMEL**, but a slip for **KIOI**.

San Francisco begins a Quarterly Measurement survey this fall and it will be interesting to see how the established stations — and the comers — do in the 12-week survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 43104

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 KGO -AM	8.9	KGO -AM	9.1	KGO -AM	10.6
2 KFRC -AM	5.8	KNBR -AM	5.3	KCBS -AM	6.0
3 KNBR -AM	5.8	KFRC -AM	5.3	KFRC -AM	4.1
4 KCBS -AM	5.1	KCBS -AM	4.5	KYUU -FM	4.4
5 KFOG -FM	4.1	KABL -AM	3.6	KSOL -FM	3.8
6 KSOL -FM	3.7	KFOG -FM	3.4	KSFO -AM	3.9
7 KIOI -FM	3.7	KSOL -FM	3.4	KFOG -FM	3.5
8 KOIT -FM	3.7	KIOI -FM	3.3	KDIA -AM	3.4
9 KABL -AM	3.5	KABL -AM	3.1	KSFJ -FM	3.3
10 KSFO -AM	3.4	KSFO -AM	3.1	KIOI -FM	3.3
11 KDIA -AM	3.1	KYUU -FM	3.0	KABL -FM	3.0
12 KYUU -FM	2.8	KOIT -FM	2.9	KOIT -FM	3.0
13 KSFJ -FM	2.7	KNEW -AM	2.9	KABL -FM	2.9
14 KNEW -AM	2.5	KSFJ -FM	2.8	KNEW -AM	2.6
15 KYA -FM	2.5	KDIA -AM	2.7	KNBR -AM	2.5
16 KABL -FM	2.5	KSAN -FM	2.5	KMEL -FM	2.0
17 KMEL -FM	2.3	KMPX -FM	2.4	KOME -FM	2.0
18 KOME -FM	1.9	KLOK -AM	2.3	KBAY -FM	1.9
19 KLOK -AM	1.9	KMEL -FM	2.2	KYA -FM	1.8
20 KSAN -FM	1.8	KYA -FM	2.0	KYA -FM	1.7
21 KBAY -FM	1.7	KOME -FM	1.9	KKHI -FM	1.7
22 KYA -FM	1.6	KBAY -FM	1.7	KLOK -AM	1.6
23 KMPX -FM	1.4	KEZR -FM	1.5	KDFC -FM	1.4
24 KSJO -FM	1.2	KYA -FM	1.4	KSJO -FM	1.3
25 KEZR -FM	1.2	KBLX -FM	1.4	KMPX -FM	1.3
26 KDFC -FM	1.0	KDFC -FM	1.3	KBLX -FM	1.3
27 KCBS -FM	1.0	KARA -FM	1.3	KARA -FM	1.2
28 KARA -FM	1.0	KKHI -FM	1.1	KIOI -AM	1.0
29 KOFY -AM	1.0	KSJO -FM	0.9	KEZR -FM	1.1
30 FEEN -AM	0.9	KJAZ -FM	0.9	KKHI -AM	1.0
31 KLIV -AM	0.9	KLIV -AM	0.8	KKHI -FM	0.9
32 KBRG -FM	0.8	KEEN -AM	0.8	KEEN -AM	0.9
33 KFAT -FM	0.8	KIQI -AM	0.7	KFAT -FM	0.9
34 KXRX -AM	0.7	KRAK -AM	0.7	KJAZ -FM	0.9
35 KKHI -FM	0.7	KCBS -FM	0.7	KEAR -FM	0.8
36 KJAZ -FM	0.6	KKHI -AM	0.6	KLIV -AM	0.8
37 KIQI -AM	0.6	KXRX -AM	0.6	KCBS -FM	0.7
38 KEAR -FM	0.6	KFAT -FM	0.6	KBRG -FM	0.6
39 KKHI -AM	0.6	KFAX -AM	0.5	KFAX -AM	0.5
40 KBLX -FM	0.6	KIBE -AM	0.5	KPEM -FM	0.4
41 KRAK -AM	0.5	KTIM -AM	0.3	KIBE -AM	0.4
42 KFAX -AM	0.5	KRE -AM	0.3	KXRX -AM	0.4
43 KTIM -FM	0.4	KEAR -FM	0.3	KOFY -AM	0.4
44 KRVE -FM	0.3	KTIM -FM	0.2	KRAK -AM	0.4
45 KKIS -AM	0.3	KKIS -AM	0.4	KVRE -AM	0.3
46 KRE -AM	0.3	KVOR -AM	0.4	KVRE -FM	0.2
47 KIBE -AM	0.3	KRE -AM	0.3		

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 43104

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 KGO -AM	61.9	KGO -AM	63.2	KGO -AM	66.0
2 KFRC -AM	40.3	KNBR -AM	36.9	KCBS -AM	43.0
3 KNBR -AM	39.9	KFRC -AM	36.7	KFRC -AM	35.8
4 KCBS -AM	35.2	KCBS -AM	31.4	KYUU -FM	31.6
5 KFOG -FM	28.1	KABL -AM	24.9	KSOL -FM	31.3
6 KSOL -FM	25.5	KFOG -FM	23.8	KSFO -AM	27.9
7 KIOI -FM	25.3	KSOL -FM	23.7	KFOG -FM	24.6
8 KOIT -FM	25.3	KIOI -FM	22.7	KDIA -AM	24.2
9 KABL -AM	24.0	KABL -FM	21.8	KSFJ -FM	23.8
10 KSFO -AM	23.3	KSFO -AM	21.4	KIOI -FM	23.7

### M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
4 KSFO -AM	KNBR -AM	KSFO -AM	KSFO -AM	KSFO -AM
5 KNBR -AM	KSFO -AM	KYUU -FM	KNBR -AM	KNBR -AM
6 KNEW -AM	KABL -AM	KNEW -AM	KNEW -AM	KNEW -AM
7 KABL -AM	KLOK -AM	KSOL -FM	KYUU -FM	KYUU -FM
8 KOIT -FM	KNEW -AM	KDIA -AM	KOIT -FM	KNEW -AM
9 KSOL -FM	KYUU -FM	KNEW -AM	KIOI -FM	KFOG -FM
10 KIOI -FM	KIOI -FM	KABL -FM	KFOG -FM	KABL -AM

### M-F, 3-7pm

1 KNBR -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM	KFRC -AM	KFRC -AM	KCBS -AM	KCBS -AM
3 KFRC -AM	KNBR -AM	KCBS -AM	KFRC -AM	KSOL -FM
4 KFOG -FM	KFOG -FM	KSOL -FM	KYUU -FM	KFOG -FM
5 KIOI -FM	KCBS -AM	KYUU -FM	KSOL -FM	KFRC -AM
6 KABL -AM	KOIT -FM	KDIA -AM	KOIT -FM	KYUU -FM
7 KSOL -FM	KSFJ -FM	KSFJ -FM	KFOG -FM	KNBR -AM
8 KCBS -AM	KABL -AM	KABL -AM	KIOI -FM	KABL -FM
9 KOIT -FM	KIOI -FM	KFOG -FM	KABL -FM	KSFJ -FM
10 KSFJ -FM	KNEW -AM	KABL -FM	KABL -AM	KMEL -FM

### Teens

M-S, 6am-Midnight  
POP(00): 5013

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KFRC -AM	KFRC -AM	KFRC -AM	KSOL -FM	KSOL -FM
2 KSOL -FM	KSOL -FM	KSOL -FM	KFRC -AM	KFRC -AM
3 KDIA -AM	KOME -FM	KDIA -AM	KDIA -AM	KDIA -AM

### M-F, 6-10am

1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KSOL -FM
2 KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM	KFRC -AM
3 KYA -FM	KDIA -AM	KDIA -AM	KDIA -AM	KDIA -AM

### M-F, 3-7pm

1 KSOL -FM	KFRC -AM	KFRC -AM	KSOL -FM	KSOL -FM
2 KFRC -AM	KSOL -FM	KSOL -FM	KFRC -AM	KFRC -AM
3 KSFJ -FM	KDIA -AM	KDIA -AM	KDIA -AM	KDIA -AM

### Adults 18-34

M-S, 6am, Midnight  
POP(00): 16309

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KFRC -AM	KFRC -AM	KYUU -FM	KYUU -FM	KFRC -AM
2 KIOI -FM	KIOI -FM	KIOI -FM	KIOI -FM	KYUU -FM
3 KYUU -FM	KYUU -FM	KSOL -FM	KMEL -FM	KSOL -FM
4 KNBR -AM	KSFJ -FM	KFRC -AM	KFRC -AM	KSFJ -FM
5 KYA -FM	KSAN -FM	KSFJ -FM	KSOL -FM	KIOI -FM
6 KMEL -FM	KNBR -AM	KDIA -AM	KGO -AM	KMEL -FM
7 KSOL -FM	KMEL -FM	KMEL -FM	KOME -FM	KNBR -AM
8 KSFJ -FM	KSOL -FM	KOME -FM	KSAN -FM	KDIA -AM
9 KSAN -FM	KYA -AM	KSAN -FM	KSFJ -FM	KBLX -FM
10 KOME -FM	KEZR -FM	KYA -FM	KSFO -AM	KCBS -FM

### M-F, 6-10am

1 KFRC -AM	KFRC -AM	KYUU -FM	KFRC -AM	KFRC -AM
2 KNBR -AM	KYUU -FM	KFRC -AM	KYUU -FM	KYUU -FM
3 KIOI -FM	KNBR -AM	KIOI -FM	KGO -AM	KNBR -AM
4 KSOL -FM	KIOI -FM	KSFJ -FM	KIOI -FM	KSOL -FM
5 KDIA -AM	KGO -AM	KNBR -AM	KSFO -AM	KIOI -FM
6 KYA -FM	KSAN -FM	KSOL -FM	KMEL -FM	KSFJ -FM
7 KGO -AM	KLOK -AM	KCBS -AM	KNBR -AM	KMEL -FM
8 KYUU -FM	KYA -AM	KDIA -AM	KCBS -AM	KGO -AM
9 KMEL -FM	KMEL -FM	KLOK -AM	KSOL -FM	KDIA -AM
10 KSFJ -FM	KSFJ -FM	KGO -AM	KLOK -AM	KEZR -FM

### M-F, 3-7pm

1 KFRC -AM	KSFJ -FM	KYUU -FM	KYUU -FM	KYUU -FM
2 KIOI -FM	KFRC -AM	KIOI -FM	KMEL -FM	KFRC -AM
3 KSAN -FM	KIOI -FM	KFRC -AM	KFRC -AM	KMEL -FM
4 KYUU -FM	KSAN -FM	KSFJ -FM	KIOI -FM	KSOL -FM
5 KNBR -AM	KNBR -AM	KSOL -FM	KSOL -FM	KIOI -FM
6 KSFJ -FM	KYUU -FM	KDIA -AM	KOME -FM	KSFJ -FM
7 KYA -FM	KMEL -FM	KDIA -AM	KSAN -FM	KBLX -FM
8 KSOL -FM	KEZR -FM	KOME -FM	KSFJ -FM	KDIA -AM
9 KOME -FM	KSOL -FM	KSAN -FM	KBLX -FM	KSAN -FM
10 KMEL -FM	KYA -FM	KYA -FM	KEZR -FM	KIOI -AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 21248

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KNBR -AM	KNBR -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KSFO -AM	KSFO -AM	KYUU -FM	KYUU -FM	KNBR -AM
4 KFRC -AM	KFRC -AM	KSFO -AM	KYUU -FM	KYUU -FM
5 KOIT -FM	KIOI -FM	KOIT -FM	KNBR -AM	KSFO -AM
6 KCBS -AM	KNEW -AM	KFOG -FM	KOIT -FM	KFRC -AM
7 KIOI -FM	KCBS -AM	KFRC -AM	KNEW -AM	KNEW -AM
8 KFOG -FM	KFOG -FM	KNBR -AM	KFOG -FM	KIOI -FM
9 KNEW -AM	KOIT -FM	KIOI -FM	KIOI -FM	KFOG -FM
10 KLOK -AM	KABL -FM	KNEW -AM	KFRC -AM	KABL -FM

### M-F, 6-10am

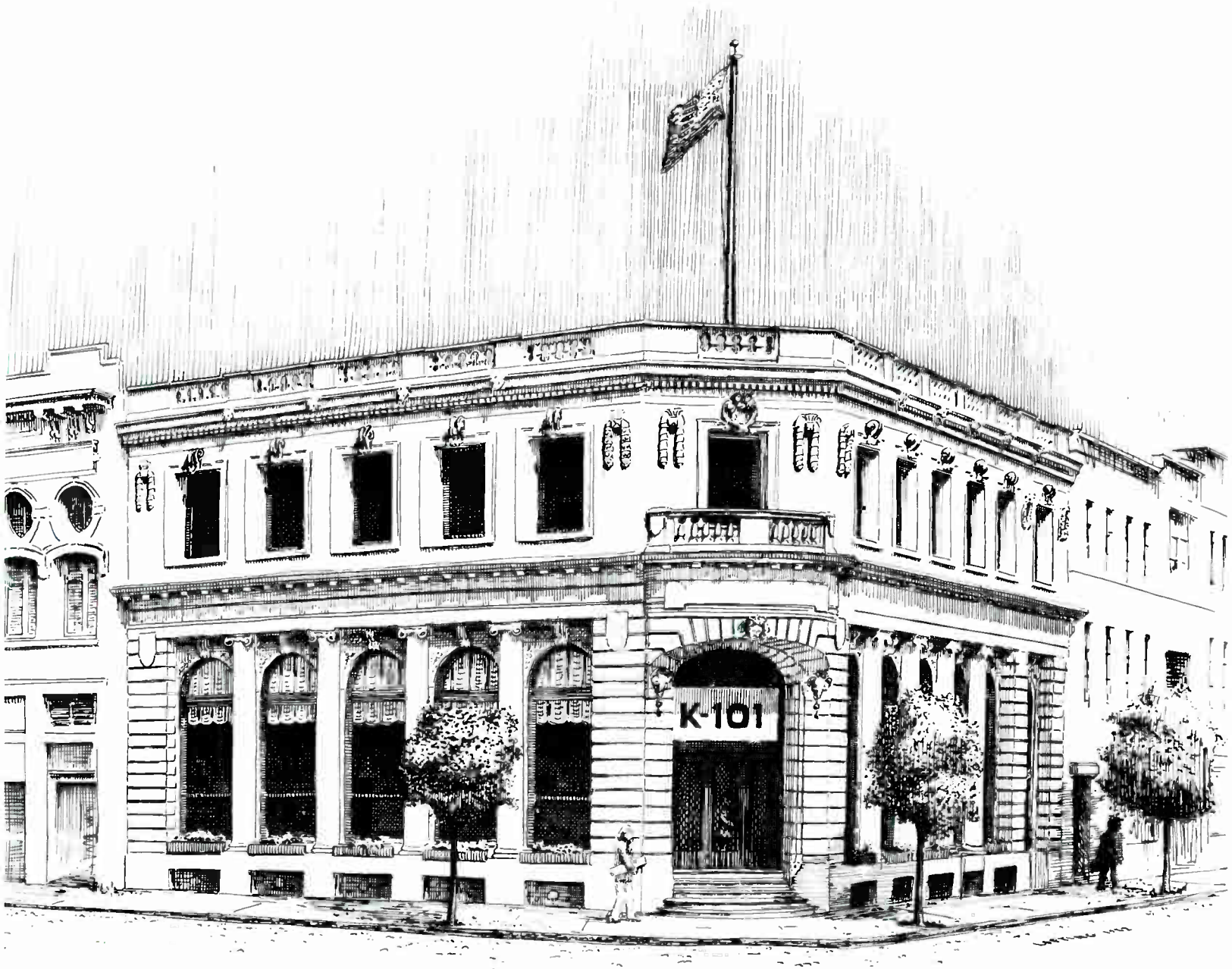
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS -AM	KSFO -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KSFO -AM	KNBR -AM	KSFO -AM	KSFO -AM	KSFO -AM
4 KNBR -AM	KCBS -AM	KNBR -AM	KNBR -AM	KNBR -AM
5 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
6 KNEW -AM	KLOK -AM	KYUU -FM	KNEW -AM	KNEW -AM
7 KOIT -FM	KNEW -AM	KYUU -FM	KYUU -FM	KYUU -FM
8 KLOK -AM	KIOI -FM	KABL -FM	KOIT -FM	KIOI -FM
9 KIOI -FM	KABL -AM	KOIT -FM	KLOK -AM	KSFJ -FM
10 KDIA -AM	KOIT -FM	KIOI -FM	KFOG -FM	KDIA -AM

### M-F, 3-7pm

1 KNBR -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM	KNBR -AM	KCBS -AM	KYUU -FM	KCBS -AM
3 KFRC -AM	KFRC -AM	KYUU -FM	KCBS -AM	KYUU -FM
4 KOIT -FM	KNEW -AM	KOIT -FM	KNBR -AM	KNBR -AM
5 KIOI -FM	KFOG -FM	KNEW -AM	KNEW -AM	KNEW -AM
6 KSFO -AM	KIOI -FM	KFRC -AM	KOIT -FM	KFRC -AM
7 KFOG -FM	KSFO -AM	KNBR -AM	KFOG -FM	KABL -FM
8 KABL -AM	KABL -AM	KABL -FM	KABL -FM	KIOI -FM
9 KCBS -AM	KOIT -FM	KFOG -FM	KIOI -FM	KFOG -FM
10 KNEW -AM	KCBS -AM	KSFO -AM	KBAY -FM	KSFJ -FM



# K-101 FM



**The Stereo Establishment in the Bay Area Since 1957  
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**K-101 FM • 700 Montgomery Street • San Francisco, CA 94111 • (415) 956-5101**

Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 43104

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	KFRC-AM	8185	KGO -AM	8090	KGO -AM	8846	KGO -AM	8799	KGO -AM	7631
2	KGO -AM	7690	KFRC-AM	7773	KFRC-AM	7863	KCBS-AM	7417	KCBS-AM	7195
3	KNBR-AM	7085	KNBR-AM	7041	KCBS-AM	7843	KFRC-AM	6467	KFRC-AM	6982
4	KCBS-AM	6717	KCBS-AM	6415	KSFO-AM	5458	KYUU-FM	4803	KNBR-AM	5859
5	KIOI-FM	4753	KIOI-FM	4593	KYUU-FM	5234	KIOI-FM	4606	KFOG-FM	4524
6	KABL-AM	4533	KABL-AM	4537	KIOI-FM	4917	KABL-AM	4221	KYUU-FM	4286
7	KSFX-FM	4080	KSFO-AM	4300	KSFX-FM	4402	KSFO-AM	4113	KSFX-FM	4163
8	KSFO-AM	4047	KYA -AM	4083	KNBR-AM	4325	KFOG-FM	4021	KIOI-FM	4023
9	KFOG-FM	4032	KSFX-FM	3872	KFOG-FM	3918	KNBR-AM	3740	KSFO-AM	3880
10	KYA -AM	3955	KYUU-FM	3705	KABL-AM	3812	KSOL-FM	3712	KSOL-FM	3869

M-F, 6-10am

1	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KGO -AM
2	KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM	KCBS-AM
3	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KABL-AM	KNBR-AM	KYUU-FM	KYUU-FM	KNBR-AM
5	KNBR-AM	KABL-AM	KSFO-AM	KSFO-AM	KSFO-AM
6	KSFO-AM	KSFO-AM	KNBR-AM	KNBR-AM	KSOL-FM
7	KIOI-FM	KIOI-FM	KDI A-AM	KIOI-FM	KFOG-FM
8	KSOL-FM	KLOK-AM	KIOI-FM	KABL-AM	KYUU-FM
9	KYA -AM	KYA -AM	KSOL-FM	KNEW-AM	KSFX-FM
10	KFOG-FM	KNEW-AM	KSFX-FM	KSOL-FM	KABL-AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KGO -AM	KGO -AM
2	KNBR-AM	KGO -AM	KGO -AM	KCBS-AM	KCBS-AM
3	KGO -AM	KNBR-AM	KCBS-AM	KFRC-AM	KFRC-AM
4	KCBS-AM	KCBS-AM	KYUU-FM	KYUU-FM	KNBR-AM
5	KIOI-FM	KABL-AM	KSOL-FM	KSOL-FM	KFOG-FM
6	KABL-AM	KSFX-FM	KDI A-AM	KABL-AM	KSOL-FM
7	KSFX-FM	KYA -AM	KIOI-FM	KIOI-FM	KSFX-FM
8	KFOG-FM	KSOL-FM	KSFX-FM	KFOG-FM	KYUU-FM
9	KSOL-FM	KIOI-FM	KNBR-AM	KNEW-AM	KIOI-FM
10	KYUU-FM	KNEW-AM	KABL-AM	KNBR-AM	KDI A-AM

Teens  
M-S, 6am-Midnight  
POP(00): 5013

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KYA -AM	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM
3	KSOL-FM	KSOL-FM	KSFX-FM	KOME-FM	KSFX-FM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KYA -AM	KLI V-AM	KDI A-AM	KDI A-AM	KSFX-FM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KYA -AM	KYA -AM	KDI A-AM	KOME-FM	KDI A-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 16509

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KIOI-FM	KIOI-FM	KYUU-FM	KYUU-FM	KYUU-FM
3	KNBR-AM	KNBR-AM	KIOI-FM	KIOI-FM	KIOI-FM
4	KYA -FM	KSFX-FM	KSFX-FM	KMEL-FM	KSFX-FM
5	KSFX-FM	KYA -AM	KYA -AM	KSFX-FM	KYA -AM
6	KYUU-FM	KYUU-FM	KYA -FM	KMEL-FM	KMEL-FM
7	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KYA -FM
8	KMEL-FM	KSAN-FM	KMEL-FM	KSAN-FM	KSOL-FM
9	KSAN-FM	KMEL-FM	KGO -AM	KYA -FM	KNBR-AM
10	KSOL-FM	KMEL-FM	KDI A-AM	KGO -AM	KSAN-FM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KIOI-FM	KIOI-FM	KYUU-FM	KYUU-FM	KYUU-FM
3	KYA -FM	KNBR-AM	KIOI-FM	KIOI-FM	KIOI-FM
4	KYUU-FM	KYA -AM	KSFX-FM	KGO -AM	KYA -AM
5	KGO -AM	KYUU-FM	KDI A-AM	KMEL-FM	KSOL-FM
6	KNBR-AM	KGO -AM	KSOL-FM	KSOL-FM	KSFX-FM
7	KYA -AM	KLOK-AM	KYA -AM	KCBS-AM	KMEL-FM
8	KSFX-FM	KSFX-FM	KCBS-AM	KDI A-AM	KNBR-AM
9	KMEL-FM	KSAN-FM	KLOK-AM	KSFO-AM	KDI A-AM
10	KSOL-FM	KMEL-FM	KNBR-AM	KYA -FM	KGO -AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KYUU-FM	KFRC-AM
2	KIOI-FM	KSFX-FM	KYUU-FM	KFRC-AM	KYUU-FM
3	KNBR-AM	KYA -AM	KIOI-FM	KMEL-FM	KIOI-FM
4	KYUU-FM	KNBR-AM	KSFX-FM	KIOI-FM	KSFX-FM
5	KSFX-FM	KIOI-FM	KYA -AM	KSOL-FM	KMEL-FM
6	KYA -FM	KSAN-FM	KDI A-AM	KOME-FM	KSOL-FM
7	KMEL-FM	KSOL-FM	KSOL-FM	KSAN-FM	KYA -AM
8	KYA -AM	KYUU-FM	KMEL-FM	KSFX-FM	KYA -FM
9	KSAN-FM	KMEL-FM	KNBR-AM	KYA -AM	KSAN-FM
10	KLOK-AM	KYA -FM	KYA -FM	KYA -FM	KDI A-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 21248

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KNBR-AM	KGO -AM	KGO -AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KCBS-AM	KCBS-AM	KGO -AM
3	KCBS-AM	KFRC-AM	KSFO-AM	KYUU-FM	KNBR-AM
4	KFRC-AM	KCBS-AM	KFRC-AM	KFRC-AM	KFRC-AM
5	KSFO-AM	KSFO-AM	KYUU-FM	KIOI-FM	KYUU-FM
6	KIOI-FM	KABL-AM	KNBR-AM	KNBR-AM	KIOI-FM
7	KABL-AM	KIOI-FM	KIOI-FM	KSFO-AM	KSFO-AM
8	KOIT-FM	KNEW-AM	KFOG-FM	KFOG-FM	KFOG-FM
9	KFOG-FM	KYUU-FM	KNEW-AM	KNEW-AM	KNEW-AM
10	KNEW-AM	KLOK-AM	KOIT-FM	KABL-AM	KABL-AM

M-F, 6-10am

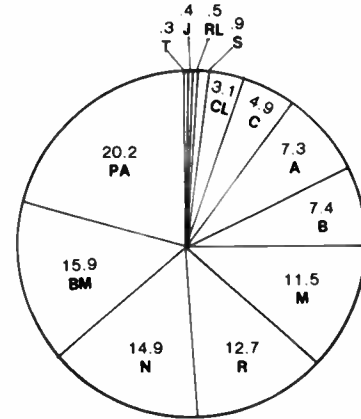
1	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM	KGO -AM
3	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KNBR-AM	KNBR-AM	KSFO-AM	KNBR-AM	KNBR-AM
5	KSFO-AM	KSFO-AM	KNBR-AM	KSFO-AM	KSFO-AM
6	KABL-AM	KNEW-AM	KYUU-FM	KYUU-FM	KYUU-FM
7	KNEW-AM	KLOK-AM	KNEW-AM	KNEW-AM	KNEW-AM
8	KLOK-AM	KIOI-FM	KIOI-FM	KIOI-FM	KIOI-FM
9	KIOI-FM	KABL-AM	KLOK-AM	KABL-AM	KLOK-AM
10	KOIT-FM	KYA -AM	KABL-AM	KLOK-AM	KABL-AM

M-F, 3-7pm

1	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM
3	KFRC-AM	KFRC-AM	KNBR-AM	KYUU-FM	KFRC-AM
4	KCBS-AM	KCBS-AM	KFRC-AM	KNBR-AM	KNBR-AM
5	KIOI-FM	KSFO-AM	KYUU-FM	KFRC-AM	KYUU-FM
6	KABL-AM	KNEW-AM	KNEW-AM	KNEW-AM	KNEW-AM
7	KSFO-AM	KABL-AM	KSFO-AM	KIOI-FM	KIOI-FM
8	KNEW-AM	KIOI-FM	KOIT-FM	KABL-AM	KSFX-FM
9	KLOK-AM	KLOK-AM	KIOI-FM	KSFO-AM	KSFO-AM
10	KOIT-FM	KABL-FM	KABL-FM	KFOG-FM	KFOG-FM

Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



Format Legend

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

# San Jose

METRO RANK

30

## M/M '80 Market Overview

Within the metro of San Francisco lies another thriving market, San Jose. Although KGO was the most popular station in this market, the second, third and fourth stations were San Jose-based. Among these, the new leader was KLOK, which passed KOME and KBAY.

KGO has increased its 25-54 share from a 7 last spring to more than an 8 share. This increase helped KGO to score its best total share in recent books. KLOK's 25-54 share this book was down more than two shares compared to last spring, but the station still had a mid-5 share. Virtually tied with KLOK was beautiful Music station KBAY, which also declined compared to its A/M '79 25-54 share.

One local station increasing its 25-54 share versus last year's spring results was KARA, which jumped 35%, with the biggest increases coming in middays.

The battle for the 18-34 lead was led by KEZR and KOME. Both stations lost more than a share in the last year. KOME's AOR sound put it ahead among men 18-24, while KEZR's contemporary rock sound had a more balanced mass appeal.

Two San Francisco stations showed 18-34 improvement. KYUU more than doubled its share to more than a 6, while KSOL also added to its audience and achieved more than a 5 share.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 10463

	A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	7.5	KGO -AM	7.8	KGO -AM (M) 8.7
2 KLOK -AM	5.4	KOME -FM	5.9	KLOK -AM (PA) 5.3
3 KOME -FM	5.2	KCBS -AM	5.4	KOME -FM (A) 5.0
4 KBAY -FM	5.2	KBAY -FM	4.9	KBAY -FM (M) 4.6
5 KNBR -AM	4.8	KIOI -FM	4.8	KEZR -FM 4.4
6 KEZR -FM	4.5	KLOK -AM	4.6	KCBS -AM (M) 4.4
7 KSJO -FM	4.0	KEZR -FM	4.4	KSOL -FM (M) 4.4
8 KOIT -FM	3.9	KARA -FM	4.0	KNBR -AM (PA) 4.1
9 KPRC -AM	3.7	KSJO -FM	3.7	KARA -FM (PA) 4.1
10 KSOL -FM	3.6	KSOL -FM	3.7	KEZR -FM (PA) 4.0
11 KLIV -AM	3.5	KYUU -FM	3.3	KYUU -FM (PA) 3.8
12 KCBS -AM	3.5	KSPX -FM	3.3	KIOI -FM 3.2
13 KIOI -FM	3.5	KFRC -AM	3.2	KEEN -AM (M) 3.0
14 KARA -FM	3.3	KOIT -FM	2.9	KFRC -AM (M) 2.9
15 KEEN -AM	2.6	KSFO -AM	2.9	KOIT -FM (M) 2.7
16 KFOG -FM	2.6	KEEN -AM	2.9	KIOI -FM (PA) 2.6
17 KSFO -AM	2.4	KLIV -AM	2.7	KLIV -AM (A) 2.4
18 KRRX -AM	2.0	KFOG -FM	2.7	KSJO -FM (A) 2.1
19 KYUU -FM	2.0	KFAT -FM	2.4	KSFO -AM (PA) 1.9
20 KSPX -FM	2.0	KNBR -AM	2.0	KABL -AM (M) 1.9
21 KFAT -FM	2.0	KRRX -AM	1.6	KSJO -FM 2.1
22 KABL -AM	1.8	KABL -AM	1.5	KRRX -AM (M) 1.6
23 KYA -AM	1.3	KNEW -AM	1.5	KFAT -FM (M) 1.6
24 KYA -FM	1.3	KNTA -AM	1.4	KYA -AM (M) 1.5
25 KABL -FM	1.3	KDFC -FM	1.3	KPEN -FM (M) 1.2
26 KRVE -FM	1.2	KPEN -FM	1.2	KYA -AM (M) 1.2
27 KDFC -FM	1.1	KYA -AM	1.1	KIOI -AM (PA) 1.2
28 KMPX -FM	1.0	KABL -FM	0.9	KYA -FM (M) 1.0
29 KNTA -AM	1.0	KDIA -AM	0.9	KDFC -FM (M) 1.0
30 KDIA -AM	0.9	KMPX -FM	0.8	KBLX -FM (M) 1.0
31 KIBE -AM	0.8	KYA -FM	0.7	KDIA -AM (M) 0.9
32 KPEN -FM	0.8	KRVE -FM	0.7	KABL -FM (M) 0.9
33 KKHI -FM	0.8	KMEL -FM	0.7	KCBS -FM (M) 0.8
34 KSAN -FM	0.7	KAZA -AM	0.7	KMEL -FM (A) 0.7
35 KAZA -AM	0.7	KSAN -FM	0.6	KIBE -AM (M) 0.7
36 KNEW -AM	0.6	KBLX -FM	0.6	KDON -FM (M) 0.7
37 KIOI -AM	0.6	KIBE -AM	0.6	KKHI -FM (M) 0.7
38 KFAX -AM	0.6	KEAR -FM	0.6	KFAX -AM (M) 0.7
39 KMEL -FM	0.6	KIOI -AM	0.5	KRVE -FM (PA) 0.6
40 KEAR -FM	0.4	KFAX -AM	0.4	KMPX -FM (M) 0.5
41 KCBS -FM	0.4	KKHI -FM	0.3	KAZA -AM (PA) 0.4
42 KKHI -AM	0.1	KKHI -AM	0.2	KBRG -FM (M) 0.4
43				KSAN -FM (A) 0.4
44				KKHI -AM (M) 0.1

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 10463

	A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	117	KGO -AM	128	KGO -AM 143
2 KLOK -AM	84	KOME -FM	97	KLOK -AM 87
3 KOME -FM	82	KCBS -AM	88	KOME -FM 82
4 KBAY -FM	82	KBAY -FM	80	KBAY -FM 76
5 KNBR -AM	75	KIOI -FM	78	KEZR -FM 73
6 KEZR -FM	71	KLOK -AM	76	KCBS -AM 73
7 KSJO -FM	63	KEZR -FM	72	KSOL -FM 73
8 KOIT -FM	61	KARA -FM	66	KNBR -AM 68
9 KPRC -AM	58	KSJO -FM	60	KARA -FM 67
10 KSOL -FM	56	KSOL -FM	60	KEZR -FM 66

	A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	1699	KGO -AM	1783	KGO -AM 1829
2 KLOK -AM	1592	KLOK -AM	1556	KLOK -AM 1427
3 KNBR -AM	1464	KOME -FM	1542	KLOK -AM 1413
4 KBAY -FM	1397	KCBS -AM	1516	KOME -FM 1373
5 KNBR -AM	1363	KLIV -AM	1424	KBAY -FM 1294
6 KEZR -FM	1352	KFRC -AM	1328	KCBS -AM 1189
7 KPRC -AM	1306	KBAY -FM	1183	KLIV -AM 1156
8 KLIV -AM	1217	KIOI -FM	1180	KFRC -AM 1145
9 KRRX -AM	1137	KSJO -FM	1167	KARA -FM 1059
10 KOIT -FM	999	KARA -FM	1137	KLIV -AM 1006

### M-F, 3-7pm

1 KLOK -AM	KOME -FM	KBAY -FM	KGO -AM
2 KOME -FM	KEZR -FM	KGO -AM	KLOK -AM
3 KGO -AM	KLOK -AM	KOME -FM	KSOL -FM
4 KNBR -AM	KBAY -FM	KYUU -FM	KOME -FM
5 KEZR -FM	KGO -AM	KEZR -FM	KYUU -FM
6 KSJO -FM	KCBS -AM	KEEN -AM	KBAY -FM
7 KBAY -FM	KIOI -FM	KLOK -AM	KEZR -FM
8 KLIV -AM	KSOL -FM	KSOL -FM	KCBS -AM
9 KSOL -FM	KSJO -FM	KARA -FM	KARA -FM
10 KIOI -FM	KARA -FM	KFOG -FM	KEEN -AM

### Teens

M-S, 6am-Midnight  
POP(00): 1368

	A/M '79	O/N '79	J/F '80	A/M '80
1 KLIV -AM	AM	KOME -FM	KSOL -FM	KSOL -FM
2 KSOL -FM	AM	KSOL -FM	KOME -FM	KOME -FM
3 KPRC -AM	AM	KLIV -AM	KPRC -AM	KLIV -AM

### M-F, 6-10am

1 KLIV -AM	KFRC -AM	KOME -FM	KSOL -FM
2 KPRC -AM	KOME -FM	KSOL -FM	KOME -FM
3 KSOL -FM	KSOL -FM	KFRC -AM	KLIV -AM

### M-F, 3-7pm

1 KLIV -AM	KSOL -FM	KOME -FM	KSOL -FM
2 KSOL -FM	KOME -FM	KSOL -FM	KOME -FM
3 KSPX -FM	KSJO -FM	KFRC -AM	KFRC -AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 4391

	A/M '79	O/N '79	J/F '80	A/M '80
1 KEZR -FM	KOME -FM	KOME -FM	KEZR -FM	KEZR -FM
2 KOME -FM	KIOI -FM	KEZR -FM	KOME -FM	KOME -FM
3 KSJO -FM	KEZR -FM	KYUU -FM	KYUU -FM	KYUU -FM
4 KLOK -AM	KLOK -AM	KLOK -AM	KARA -FM	KARA -FM
5 KARA -FM	KARA -FM	KIOI -FM	KSOL -FM	KSOL -FM
6 KIOI -FM	KSJO -FM	KSOL -FM	KLOK -AM	KLOK -AM
7 KPRC -AM	KSPX -FM	KEEN -AM	KSPX -FM	KSPX -FM
8 KSOL -FM	KYUU -FM	KSJO -FM	KSJO -FM	KSJO -FM
9 KNBR -AM	KFAT -FM	KGO -AM	KFRC -AM	KFRC -AM
10 KYUU -FM	KFRC -AM	KBAY -FM	KIOI -FM	KIOI -FM

### M-F, 6-10am

1 KEZR -FM	KLOK -AM	KOME -FM	KEZR -FM
2 KLOK -AM	KOME -FM	KLOK -AM	KLOK -AM
3 KOME -FM	KIOI -FM	KYUU -FM	KOME -FM
4 KARA -FM	KEZR -FM	KBAY -FM	KARA -FM
5 KSJO -FM	KARA -FM	KGO -AM	KPRC -AM
6 KPRC -AM	KSPX -FM	KARA -FM	KYUU -FM
7 KGO -AM	KYUU -FM	KFRC -AM	KLIV -AM
8 KIOI -FM	KFRC -AM	KIOI -FM	KGO -AM
9 KSOL -FM	KSJO -FM	KEEN -AM	KNBR -AM
10 KNBR -AM	KNBR -AM	KBAY -FM	KSPX -FM

### M-F, 3-7pm

1 KEZR -FM	KOME -FM	KEZR -FM	KEZR -FM
2 KOME -FM	KEZR -FM	KOME -FM	KYUU -FM
3 KSJO -FM	KIOI -FM	KYUU -FM	KOME -FM
4 KLOK -AM	KLOK -AM	KLOK -AM	KSOL -FM
5 KIOI -FM	KARA -FM	KSOL -FM	KLOK -AM
6 KARA -FM	KSJO -FM	KIOI -FM	KARA -FM
7 KPRC -AM	KYUU -FM	KEEN -AM	KSPX -FM
8 KNBR -AM	KSPX -FM	KBAY -FM	KSJO -FM
9 KYUU -FM	KFAT -FM	KLIV -AM	KFRC -AM
10 KFAT -FM	KSOL -FM	KSJO -FM	KGO -AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 5501

	A/M '79	O/N '79	J/F '80	A/M '80
1 KLOK -AM	KGO -AM	KBAY -FM	KGO -AM	
2 KBAY -FM	KARA -FM	KGO -AM	KBAY -FM	
3 KGO -AM	KBAY -FM	KEEN -AM	KLOK -AM	
4 KNBR -AM	KLOK -AM	KLOK -AM	KARA -FM	
5 KOIT -FM	KEZR -FM	KOIT -FM	KNBR -AM	
6 KCBS -AM	KCBS -AM	KIOI -FM	KEEN -AM	
7 KARA -FM	KYUU -FM	KYUU -FM	KYUU -FM	
8 KIOI -FM	KOME -FM	KFOG -FM	KCBS -AM	
9 KEZR -FM	KFAT -FM	KFRC -AM	KEZR -FM	
10 KEEN -AM	KSFO -AM	KNBR -AM	KIOI -FM	

### M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KLOK -AM	KCBS -AM	KLOK -AM	KCBS -AM
3 KCBS -AM	KLOK -AM	KBAY -FM	KLOK -AM
4 KNBR -AM	KBAY -FM	KEEN -AM	KNBR -AM
5 KBAY -FM	KSFO -AM	KNBR -AM	KEEN -AM
6 KRRX -AM	KNBR -AM	KRRX -AM	KARA -FM
7 KOIT -FM	KOIT -FM	KSFO -AM	KEZR -FM
8 KEEN -AM	KARA -FM	KCBS -AM	KFRC -AM
9 KSFO -AM	KEZR -FM	KOIT -FM	KBAY -FM
10 KARA -FM	KEEN -AM	KFRC -AM	KYUU -FM

### M-F, 3-7pm

1 KLOK -AM	KGO -AM	KBAY -FM	KGO -AM
2 KNBR -AM	KBAY -FM	KEEN -AM	KBAY -FM
3 KOIT -FM	KARA -FM	KLOK -AM	KLOK -AM
4 KGO -AM	KOIT -FM	KLOK -AM	KYUU -FM
5 KBAY -FM	KCBS -AM	KYUU -FM	KEZR -FM
6 KARA -FM	KEZR -FM	KOIT -FM	KARA -FM
7 KSJO -FM	KLOK -AM	KFOG -FM	KCBS -AM
8 KCBS -AM	KOME -FM	KFAT -FM	KEEN -AM
9 KEEN -AM	KFAT -FM	KNBR -AM	KNBR -AM
10 KIOI -FM	KIOI -FM	KCBS -AM	KIOI -FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 10463

	A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	1699	KGO -AM	1783	KGO -AM 1829
2 KLOK -AM	1592	KLOK -AM	1556	KLOK -AM 1427
3 KNBR -AM	1464	KOME -FM	1542	KLOK -AM 1413
4 KBAY -FM	1397	KCBS -AM	1516	KOME -FM 1373
5 KNBR -AM	1363	KLIV -AM	1424	KBAY -FM 1294
6 KEZR -FM	1352	KFRC -AM	1328	KCBS -AM 1189
7 KPRC -AM	1306	KBAY -FM	1183	KLIV -AM 1156
8 KLIV -AM	1217	KIOI -FM	1180	KFRC -AM 1145
9 KRRX -AM	1137	KSJO -FM	1167	KARA -FM 1059
10 KOIT -FM	999	KARA -FM	1137	KLIV -AM 1006



# San Jose

Continued from Page 203

**M-F, 6-10am**

1	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2	KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM
3	KLOK -AM	KLOK -AM	KOME -FM	KLOK -AM
4	KFRC -AM	KOME -FM	KCBS -AM	KOME -FM
5	KLIV -AM	KFRC -AM	KBAY -FM	KEZR -FM
6	KBAY -FM	KLIV -AM	KFRC -AM	KYUU -FM
7	KOME -FM	KEZR -FM	KARA -FM	KIOI -FM
8	KEZR -FM	KARA -FM	KIOI -FM	KLIV -AM
9	KNBR -AM	KIOI -FM	KLIV -AM	KBAY -FM
10	KXRX -AM	KBAY -FM	KEZR -FM	KBAY -FM

**M-F, 3-7pm**

1	KLOK -AM	KGO -AM	KOME -FM	KGO -AM
2	KOME -FM	KLOK -AM	KLOK -AM	KLOK -AM
3	KGO -AM	KOME -FM	KLOK -AM	KOME -FM
4	KNBR -AM	KCBS -AM	KBAY -FM	KCBS -AM
5	KLIV -AM	KLIV -AM	KYUU -FM	KNBR -AM
6	KCBS -AM	KSJO -FM	KEZR -FM	KEZR -FM
7	KFRC -AM	KEZR -FM	KEZR -FM	KYUU -FM
8	KEZR -FM	KFRC -AM	KFRC -AM	KARA -FM
9	KIOI -FM	KARA -FM	KLIV -AM	KSOL -FM
10	KBAY -FM	KYUU -FM	KSJO -FM	KBAY -FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1368

A/M '79	O/N '79	J/F '80	A/M '80
1	KLIV -AM	KLIV -AM	KOME -FM
2	KFRC -AM	KOME -FM	KLIV -AM
3	KYA -AM	KFRC -AM	KSJO -FM

**M-F, 6-10am**

1	KLIV -AM	KLIV -AM	KOME -FM	KSOL -FM
2	KFRC -AM	KOME -FM	KFRC -AM	KOME -FM
3	KSOL -FM	KFRC -AM	KLIV -AM	KLIV -AM

**M-F, 3-7pm**

1	KLIV -AM	KLIV -AM	KOME -FM	KOME -FM
2	KFRC -AM	KOME -FM	KLIV -AM	KSOL -FM
3	KOME -FM	KSJO -FM	KSJO -FM	KFRC -AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 4391

A/M '79	O/N '79	J/F '80	A/M '80
1	KOME -FM	KOME -FM	KEZR -FM
2	KLOK -AM	KLOK -AM	KOME -FM
3	KEZR -FM	KEZR -FM	KLOK -AM
4	KFRC -AM	KARA -FM	KARA -FM
5	KIOI -FM	KYUU -FM	KFRC -AM
6	KSJO -FM	KIOI -FM	KYUU -FM
7	KARA -FM	KLIV -AM	KLOK -AM
8	KLIV -AM	KSJO -FM	KLIV -AM
9	KNBR -AM	KARA -FM	KIOI -FM
10	KYA -AM	KYUU -FM	KSPX -FM

**M-F, 6-10am**

1	KLOK -AM	KLOK -AM	KOME -FM	KEZR -FM
2	KEZR -FM	KOME -FM	KEZR -FM	KLOK -AM
3	KFRC -AM	KEZR -FM	KYUU -FM	KOME -FM
4	KOME -FM	KIOI -FM	KLOK -AM	KARA -FM
5	KSJO -FM	KFRC -AM	KIOI -FM	KFRC -AM
6	KGO -AM	KARA -FM	KFRC -AM	KLIV -AM
7	KARA -FM	KYUU -FM	KLIV -AM	KYUU -FM
8	KIOI -FM	KSJO -FM	KARA -FM	KIOI -FM
9	KLIV -AM	KLIV -AM	KSPX -FM	KSPX -FM
10	KCBS -AM	KGO -AM	KGO -AM	KGO -AM

**M-F, 3-7pm**

1	KOME -FM	KOME -FM	KOME -FM	KOME -FM
2	KLOK -AM	KEZR -FM	KEZR -FM	KEZR -FM
3	KEZR -FM	KLOK -AM	KARA -FM	KARA -FM
4	KSJO -FM	KARA -FM	KYUU -FM	KYUU -FM
5	KFRC -AM	KSJO -FM	KSOL -FM	KLOK -AM
6	KIOI -FM	KYUU -FM	KLIV -AM	KSOL -FM
7	KNBR -AM	KIOI -FM	KSJO -FM	KSJO -FM
8	KARA -FM	KFRC -AM	KSPX -FM	KSJO -FM
9	KYUU -FM	KLIV -AM	KIOI -FM	KLIV -AM
10	KYA -AM	KSPX -FM	KFRC -AM	KFRC -AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 5501

A/M '79	O/N '79	J/F '80	A/M '80	
1	KLOK -AM	KGO -AM	KBAY -FM	KGO -AM
2	KGO -AM	KLOK -AM	KGO -AM	KLOK -AM
3	KNBR -AM	KCBS -AM	KLOK -AM	KBAY -FM
4	KCBS -AM	KARA -FM	KIOI -FM	KCBS -AM
5	KBAY -FM	KBAY -FM	KCBS -AM	KNBR -AM
6	KOIT -FM	KSFO -AM	KYUU -FM	KARA -FM
7	KFRC -AM	KIOI -FM	KOIT -FM	KYUU -FM
8	KIOI -FM	KFOG -FM	KEEN -AM	KEZR -FM
9	KARA -FM	KFZR -FM	KARA -FM	KIOI -FM
10	KOME -FM	KYUU -FM	KFRC -AM	KFRC -AM

**M-F, 6-10am**

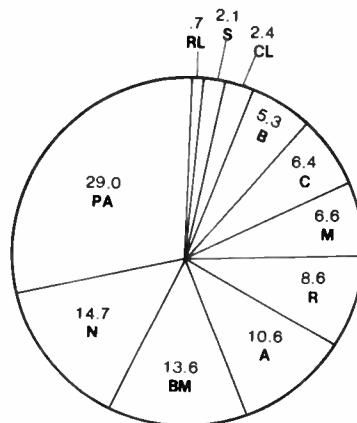
1	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2	KCBS -AM	KLOK -AM	KLOK -AM	KLOK -AM
3	KLOK -AM	KCBS -AM	KBAY -FM	KCBS -AM
4	KNBR -AM	KARA -FM	KCBS -AM	KNBR -AM
5	KBAY -FM	KSFO -AM	KNBR -AM	KEZR -FM
6	KFRC -AM	KBAY -FM	KIOI -FM	KFRC -AM
7	KXRX -AM	KEZR -FM	KEEN -AM	KARA -FM
8	KOIT -FM	KNBR -AM	KFRC -AM	KEEN -AM
9	KEZR -FM	KIOI -FM	KARR -AM	KBAY -FM
10	KEEN -AM	KFRC -AM	KYUU -FM	KYRX -AM

**M-F, 3-7pm**

1	KLOK -AM	KGO -AM	KBAY -FM	KLOK -AM
2	KGO -AM	KLOK -AM	KLOK -AM	KGO -AM
3	KCBS -AM	KCBS -AM	KGO -AM	KCBS -AM
4	KNBR -AM	KARA -FM	KEEN -AM	KBAY -FM
5	KBAY -FM	KBAY -FM	KCBS -AM	KYUU -FM
6	KOME -FM	KEZR -FM	KYUU -FM	KNBR -AM
7	KOIT -FM	KOIT -FM	KIOI -FM	KARA -FM
8	KEZR -FM	KNBR -AM	KOME -FM	KEZR -FM
9	KARA -FM	KYUU -FM	KABL -AM	KEEN -AM
10	KFRC -AM	KOME -FM	KNBR -AM	KFAT -FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# St. Louis

Continued from Page 194

**M-F, 6-10am**

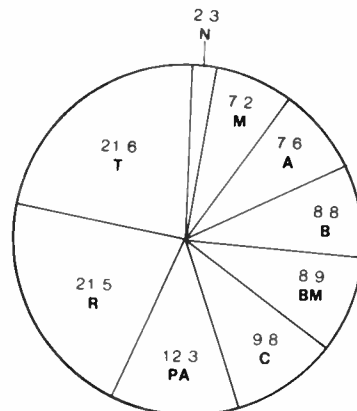
1	KMOX -AM	KMOX -AM	KMOX -AM
2	KXOK -AM	KXOK -AM	KXOK -AM
3	KSD -AM	WIL -FM	WIL -FM
4	WIL -AM	KEZK -FM	WIL -AM
5	WIL -FM	WIL -AM	WRTH -AM
6	KSLO -FM	KMOX -FM	KEZK -FM
7	KMOX -FM	KSD -AM	KMOX -FM
8	KEZK -FM	KSLO -FM	KSLO -FM
9	WRTH -AM	WWWK -FM	KSD -AM
10	KWK -AM	KSHE -FM	WWWK -FM

**M-F, 3-7pm**

1	KMOX -AM	KMOX -AM	KMOX -AM
2	KXOK -AM	KXOK -AM	KXOK -AM
3	KSD -AM	WIL -FM	WIL -FM
4	WIL -FM	KEZK -FM	WIL -FM
5	KSLO -FM	WWWK -FM	WIL -AM
6	WIL -AM	KMOX -FM	WRTH -AM
7	KEZK -FM	KSLO -FM	KSLO -FM
8	KWK -AM	WIL -AM	KSD -AM
9	WRTH -AM	KKSS -FM	WWWK -FM
10	KMOX -FM	KSD -AM	KSHE -FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Sarasota-Bradenton

METRO RANK **104**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 13.3	WQXM-FM (BB) 13.9
2 WQSR-FM 10.9	WWBA-FM (BM) 8.2
3 WOSA-AM 6.3	WSUN-AM (C) 7.1
4 WJYW-FM 6.3	WYNF-FM (PA) 5.5
5 WSUN-AM 4.8	WQXM-FM (A) 5.3
6 WAMR-AM 4.6	WAMR-FM (PA) 4.6
7 WQXM-FM 4.3	WJYW-FM (BM) 4.2
8 WSPB-AM 3.6	WSPB-FM (PA) 3.8
9 WFLA-FM 3.6	WAMR-AM (PA) 3.8
10 WLCY-AM 3.1	WSRZ-FM (A) 3.5
11 WTRF-AM 3.1	WLCY-AM (R) 3.1
12 WFLA-AM 2.9	WWBA-AM (BM) 3.1
13 WBRD-AM 2.9	WFLA-AM (PA) 2.9
14 WAMR-FM 2.9	WBRD-AM (C) 2.9
15 WQYK-FM 2.9	WSPB-AM (PA) 2.6
16 WKXY-AM 2.4	WFLA-FM (BM) 2.4
17 WWBA-AM 2.2	WOSA-AM (R) 2.4
18 WSPB-FM 1.9	WQYK-FM (C) 2.2
19 WRBO-FM 1.9	WTRF-AM (PA) 1.8
20 WFNG-AM 1.7	WKXY-AM (R) 1.5
21 WWBA-FM 1.7	WYND-AM (R) 1.1
22 WYNF-FM 1.4	WPLP-AM (R) 0.9
23 WTMP-AM 1.4	WOKF-FM (R) 0.9
24 WYND-AM 1.0	
25 WSSAT-AM 0.7	

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 55	WDUV-FM 63
2 WQSR-FM 45	WWBA-FM 37
3 WOSA-AM 26	WSUN-AM 32
4 WJYW-FM 26	WYNF-FM 25
5 WSUN-AM 20	WQXM-FM 24

**M-F, 6-10am**

1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSPB-AM	WWBA-FM
4 WSUN-AM	WYNF-FM
5 WOSA-AM	WAMR-FM

**M-F, 3-7pm**

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WWBA-FM
3 WJYW-FM	WSUN-AM
4 WQXM-FM	WYNF-FM
5 WSUN-AM	WQXM-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 216

A/M '79	A/M '80
1 WQXM-FM	WQXM-FM
2 WLCY-AM	WYNF-FM
3 WKXY-AM	WKXY-AM

**M-F, 6-10am**

1 WQXM-FM	WQXM-FM
2 WLCY-AM	WYNF-FM
3 WRBO-FM	WKXY-AM

**M-F, 3-7pm**

1 WQXM-FM	WQXM-FM
2 WKXY-AM	WYNF-FM
3 WQSR-FM	WOKF-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 521

A/M '79	A/M '80
1 WQSR-FM	WYNF-FM
2 WQXM-FM	WSRZ-FM
3 WLCY-AM	WSPB-FM
4 WSUN-AM	WQXM-FM
5 WTMP-AM	WFLA-AM

**M-F, 6-10am**

1 WQSR-FM	WYNF-FM
2 WLCY-AM	WSPB-FM
3 WQXM-FM	WSRZ-FM
4 WFLA-AM	WLCY-AM
5 WSUN-AM	WSUN-AM

**M-F, 3-7pm**

1 WQSR-FM	WSRZ-FM
2 WQXM-FM	WYNF-FM
3 WLCY-AM	WSPB-FM
4 WQYK-FM	WQXM-FM
5 WSUN-AM	WFLA-AM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 802

A/M '79	A/M '80
1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WLCY-AM
5 WJYW-FM	WQXM-FM

**M-F, 6-10am**

1 WQSR-FM	WSUN-AM
2 WSUN-AM	WDUV-FM
3 WQYK-FM	WLCY-AM
4 WDUV-FM	WSPB-FM
5 WLCY-AM	WFLA-AM

**M-F, 3-7pm**

1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WSRZ-FM
5 WLCY-AM	WYNF-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 772	WDUV-FM 757
2 WSUN-AM 503	WSUN-AM 494
3 WQSR-FM 433	WWBA-FM 387
4 WFLA-AM 360	WYNF-FM 372
5 WOSA-AM 345	WAMR-FM 303

**M-F, 6-10am**

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WSUN-AM
3 WSUN-AM	WWBA-FM
4 WSPB-AM	WYNF-FM
5 WFLA-AM	WSPB-FM

**M-F, 3-7pm**

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WYNF-FM
3 WSUN-AM	WWBA-FM
4 WLCY-AM	WSUN-AM
5 WFLA-AM	WQXM-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 216

A/M '79	A/M '80
1 WLCY-AM	WQXM-FM
2 WKXY-AM	WYNF-FM
3 WYNF-FM	WLCY-AM

**M-F, 6-10am**

1 WLCY-AM	WQXM-FM
2 WQXM-FM	WYNF-FM
3 WKXY-AM	WLCY-AM

**M-F, 3-7pm**

1 WQXM-FM	WQXM-FM
2 WQSR-FM	WYNF-FM
3 WKXY-AM	WSPB-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 521

A/M '79	A/M '80
1 WQSR-FM	WSPB-FM
2 WLCY-AM	WSUN-AM
3 WSUN-AM	WYNF-FM
4 WQXM-FM	WSRZ-FM
5 WFLA-AM	WQXM-FM

**M-F, 6-10am**

1 WQSR-FM	WSPB-FM
2 WLCY-AM	WSRZ-FM
3 WQXM-FM	WSUN-AM
4 WFLA-AM	WQXM-FM
5 WSUN-AM	WYNF-FM

**M-F, 3-7pm**

1 WQSR-FM	WYNF-FM
2 WQXM-FM	WSRZ-FM
3 WFLA-AM	WSPB-FM
4 WQYK-FM	WQXM-FM
5 WLCY-AM	WOKF-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 802

A/M '79	A/M '80
1 WDUV-FM	WSUN-AM
2 WQSR-FM	WDUV-FM
3 WSUN-AM	WSPB-FM
4 WLCY-AM	WFLA-AM
5 WFLA-AM	WKXY-AM

**M-F, 6-10am**

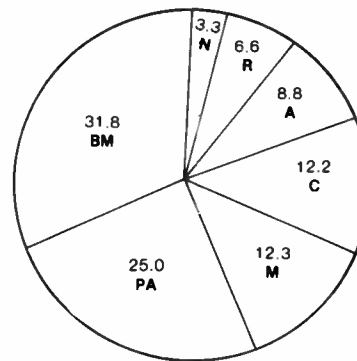
1 WDUV-FM	WSUN-AM
2 WQSR-FM	WDUV-FM
3 WSUN-AM	WFLA-AM
4 WFLA-AM	WFLA-AM
5 WLCY-AM	WLCY-AM

**M-F, 3-7pm**

1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WFLA-AM	WSRZ-FM
5 WFLA-AM	WFLA-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Savannah

METRO RANK

142

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1774

A/M '78	A/M '79	A/M '80
1 WFAS-FM 15.5	WEAS-AM 13.9	WSOK-AM(1) 11.9
2 WSCA-AM 11.1	WSCA-AM 12.5	WEAS-FM(1) 11.9
3 WJCL-FM 10.7	WJCL-FM 12.5	WZAT-FM(1) 10.1
4 WZAT-FM 9.6	WJCL-FM(1) 10.1	WJCL-FM(1) 10.1
5 WSOK-AM 9.2	WZAT-FM 9.5	WEAS-AM(1) 9.8
6 WSGF-FM 8.5	WSOK-AM 9.1	WCHY-FM(1) 9.8
7 WTOC-FM 6.3	WEAS-FM 7.1	WSGF-FM(1) 9.1
8 WJCL-FM 6.3	WTOC-AM 5.7	WSCA-AM(1) 7.3
9 WKBX-AM 5.9	WKBX-AM 4.7	WWSA-AM(PA) 5.2
10 WEAS-AM 5.9	WJCL-FM 3.7	WHHR-FM(1) 3.1
11 WQOT-AM 4.4	WQOT-AM 3.7	WJCL-FM(1) 2.8
12 WTOC-AM 3.3	WTOC-FM 2.7	WQOT-AM(1) 2.4
13 WCEC-FM 0.7	WNMT-AM 0.3	WNMT-AM(1) 2.4
14		WJCL-FM(1) 1.7
15		WKBX-AM(PA) 1.4

### Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
OP(00): 1774

A/M '78	A/M '79	A/M '80
1 WFAS-FM 42	WEAS-AM 41	WSOK-AM 34
2 WSCA-AM 30	WSCA-AM 37	WEAS-FM 34
3 WJCL-FM 29	WJCL-FM 37	WZAT-FM 29
4 WZAT-FM 26	WSGF-FM 37	WJCL-FM 29
5 WSOK-AM 25	WZAT-FM 28	WEAS-AM 28

**M-F, 6-10am**

1 WZAT-FM	WZAT-FM	WZAT-FM
2 WEAS-FM	WJCL-FM	WCHY-FM
3 WSOK-AM	WSGF-FM	WSOK-AM
4 WSCA-AM	WSCA-AM	WSGF-FM
5 WSGF-FM	WSOK-AM	WJCL-FM

**M-F, 3-7pm**

1 WFAS-FM	WEAS-AM	WEAS-FM
2 WSCA-AM	WSCA-AM	WJCL-FM
3 WJCL-FM	WJCL-FM	WEAS-AM
4 WZAT-FM	WSGF-FM	WSCA-AM
5 WJCL-FM	WZAT-FM	WCHY-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 240

A/M '78	A/M '79	A/M '80
1 WFAS-FM	WSGF-FM	WSGF-FM
2 WSCA-AM	WSCA-AM	WEAS-FM
3 WSGF-FM	WZAT-FM	WSCA-AM

**M-F, 6-10am**

1 WEAS-FM	WSGF-FM	WSGF-FM
2 WSCA-AM	WSCA-AM	WEAS-FM
3 WSGF-FM	WZAT-FM	WSCA-AM

**M-F, 3-7pm**

1 WFAS-FM	WSGF-FM	WEAS-FM
2 WSCA-AM	WSCA-AM	WSGF-FM
3 WSOK-AM	WEAS-AM	WSOK-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 655

A/M '78	A/M '79	A/M '80
1 WEAS-FM	WSGF-FM	WEAS-FM
2 WSCA-AM	WSCA-AM	WSOK-AM
3 WSGF-FM	WEAS-AM	WCHY-FM
4 WJCL-FM	WZAT-FM	WZAT-FM
5 WZAT-FM	WSOK-AM	WSGF-FM

**M-F, 6-10am**

1 WSCA-AM	WSGF-FM	WCHY-FM
2 WEAS-FM	WSCA-AM	WZAT-FM
3 WSGF-FM	WSOK-AM	WEAS-FM
4 WJCL-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WZAT-FM	WSGF-FM

**M-F, 3-7pm**

1 WEAS-FM	WSCA-AM	WEAS-FM
2 WSCA-AM	WSGF-FM	WEAS-AM
3 WJCL-FM	WZAT-FM	WSCA-AM
4 WSGF-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WJCL-FM	WCHY-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 797

A/M '78	A/M '79	A/M '80
1 WFAS-FM	WSCA-AM	WCHY-FM
2 WJCL-FM	WJCL-FM	WZAT-FM
3 WTOC-FM	WEAS-AM	WJCL-FM
4 WSCA-AM	WSOK-AM	WSOK-AM
5 WZAT-FM	WZAT-FM	WEAS-FM

**M-F, 6-10am**

1 WZAT-FM	WSCA-AM	WZAT-FM
2 WSOK-AM	WZAT-FM	WCHY-FM
3 WEAS-FM	WSOK-AM	WJCL-FM
4 WQOT-AM	WKBX-AM	WSOK-AM
5 WTOC-FM	WJCL-FM	WSGF-FM

**M-F, 3-7pm**

1 WEAS-FM	WSCA-AM	WCHY-FM
2 WJCL-FM	WJCL-FM	WJCL-FM
3 WSCA-AM	WEAS-AM	WEAS-AM
4 WTOC-FM	WSOK-AM	WZAT-FM
5 WQOT-AM	WSGF-FM	WSCA-AM

### Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 1774

A/M '78	A/M '79	A/M '80
1 WSCA-AM 545	WSCA-AM 479	WZAT-FM 451
2 WZAT-FM 388	WSGF-FM 443	USGF-FM 403
3 WEAS-FM 373	WZAT-FM 424	WJCL-FM 362
4 WSOK-AM 365	WSOK-AM 340	WSOK-AM 358
5 WKBX-AM 347	WJCL-FM 307	WSCA-AM 348

**M-F, 6-10am**

1 WSCA-AM	WSCA-AM	WZAT-FM
2 WFAS-FM	USGF-FM	USGF-FM
3 WSOK-AM	WSOK-AM	WSOK-AM
4 WZAT-FM	WZAT-FM	WFAS-FM
5 WSGF-FM	WEAS-AM	USGA-AM

**M-F, 3-7pm**

1 WSCA-AM	USGF-FM	WZAT-FM
2 WFAS-FM	WZAT-FM	WSGF-FM
3 WSOK-AM	WSCA-AM	WEAS-FM
4 WKBX-AM	WEAS-AM	WJCL-FM
5 WSGF-FM	WJCL-FM	WSCA-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 240

A/M '78	A/M '79	A/M '80
1 WSCA-AM	WSGF-FM	USGF-FM
2 WSGF-FM	WSCA-AM	WSCA-AM
3 WZAT-FM	WZAT-FM	WZAT-FM

**M-F, 6-10am**

1 WSCA-AM	WSGF-FM	WSGF-FM
2 WSGF-FM	WSCA-AM	WSCA-AM
3 WFAS-FM	WZAT-FM	WEAS-FM

**M-F, 3-7pm**

1 WSCA-AM	WSGF-FM	WSGF-FM
2 WEAS-FM	WSCA-AM	WEAS-FM
3 WSOK-AM	WZAT-FM	WZAT-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 655

A/M '78	A/M '79	A/M '80
1 WSCA-AM	WSGF-FM	WSGF-FM
2 WSGF-FM	WSCA-AM	WZAT-FM
3 WEAS-FM	WZAT-FM	WEAS-FM
4 WZAT-FM	WSOK-AM	WSCA-AM
5 WSOK-AM	WFAS-AM	WSOK-AM

**M-F, 6-10am**

1 WSCA-AM	WSGF-FM	WSGF-FM
2 WEAS-FM	WSCA-AM	WZAT-FM
3 WSGF-FM	WSOK-AM	WEAS-FM
4 WZAT-FM	WEAS-AM	WSCA-AM
5 WSOK-AM	WZAT-FM	WSOK-AM

**M-F, 3-7pm**

1 WSCA-AM	WSGF-FM	WZAT-FM
2 WEAS-FM	WZAT-FM	WSGF-FM
3 WSGF-FM	WEAS-AM	WEAS-FM
4 WZAT-FM	WSCA-AM	WJCL-FM
5 WJCL-FM	WEAS-FM	WSCA-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 797

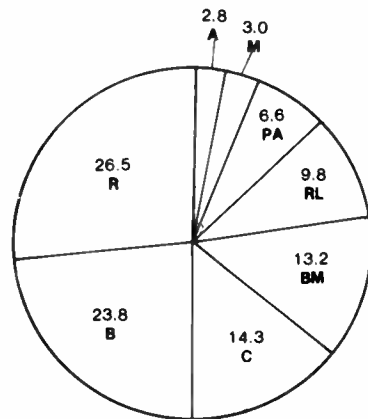
A/M '78	A/M '79	A/M '80
1 WSCA-AM	WSCA-AM	WZAT-FM
2 WTOC-FM	WZAT-FM	WJCL-FM
3 WEAS-FM	WJCL-FM	WCHY-FM
4 WKBX-AM	WSOK-AM	WSOK-AM
5 WSOK-AM	WKBX-AM	WSGF-FM

**M-F, 6-10am**

1 WTOC-FM	WSOK-AM	WZAT-FM
2 WSOK-AM	WSCA-AM	WJCL-FM
3 WSCA-AM	WZAT-FM	WCHY-FM
4 WKBX-AM	WJCL-FM	WSOK-AM
5 WEAS-FM	WKPX-AM	WSGF-FM

**M-F, 3-7pm**

1 WFAS-FM	WSCA-AM	WJCL-FM
2 WSCA-AM	WJCL-FM	WCHY-FM
3 WTOC-FM	WSOK-AM	WZAT-FM
4 WKBX-AM	WSGF-FM	WEAS-AM
5 WJCL-FM	WEAS-AM	WSGF-FM



### Format Legend

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

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# Seattle-Everett-Tacoma

METRO RANK

17

## A/M '80 Market Overview

There are several factors for persons reviewing this market to keep in mind. Seattle was one of the first areas to have the 12-week Arbitron surveys. Given that the Spring QM sweep began in late February and went through mid-May, sports could have been a factor influencing the ratings. KIRO carries Sonics basketball which was in progress throughout virtually the entire sweep. KVI carries Mariners baseball, which was also prevalent during the survey. With the sports impact, we suggest that comparisons be done on a spring-sweep versus spring-sweep basis.

KIRO, while still tops in the market, continued to slip in overall appeal. The same malady hit KOMO and KSEA in their 25-54 shares too. KZAM was the new 18-34 leader, while KPLZ continued a healthy rise.

The 25-54 audience has been a virtual preserve for Bonneville's KIRO, but the audience is becoming more fragmented, eroding some of the station's share.

Last spring, when the Sonics won the NBA title, KIRO had a mid-12 figure. This spring, with the Sonics in the thick of it again, the station garnered a mid-10 share. A heavy campaign of TV and busboards was used by the station during the extended survey. KOMO and KSEA each had a number in the high 6 range, down from last spring's estimates.

Mariners baseball helped KVI last year to an 8 share in the 25-54 group, but this spring the magic must have worn off as the station slid to a mid-5 figure. A possible explanation for the slippage was the station's change of format from Pop/Adult to News/Talk.

Stations that succeeded in boosting their 25-54 shares included a new competitor for KSEA, KBRD, and AOR KZAM. Both stations earned better than a 5 share this sweep. KING, which is now in the mid-4 bracket, was up 50% from last spring.

There was stiff competition among stations gunning for the 18-34 audience. KZAM and KISW made big moves up to the mid-8 range, while former leader KZOK slipped 40% since last spring. KJR was down one-third from last year, but FM competitor KPLZ was on the upswing, just below an 8 share while KJR is at the 6 share plateau. Musically, KZAM went to softer AOR, KISW used the Superstars format, and KPLZ added more oldies to its rock sound.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 16037

A/M '79		O/N '79		A/M '80	
1 KIRO-AM	11.1	KIRO-AM	10.2	KIRO-AM (P)	8.9
2 KSEA-FM	7.4	KOMO-AM	9.8	KOMO-AM (PA)	7.8
3 KJR -AM	7.0	KSEA-FM	6.2	KSEA-FM (M)	5.9
4 KOMO-AM	6.3	KJR -AM	6.0	KISW-FM (A)	5.7
5 KVI -AM	5.6	KISW-FM	5.7	KJR -AM (P)	4.9
6 KZOK-FM	5.5	KYYX-FM	4.9	KPLZ-FM (P)	4.6
7 KVI -FM	4.1	KZOK-FM	4.7	KZAM-FM (A)	4.6
8 KMPS-FM	3.7	KVI -AM	4.4	KVI -AM (M)	4.0
9 KYYX-FM	3.5	KEZX-FM	4.3	KBRD-FM (M)	3.8
10 KEZX-FM	3.3	KIXI-FM	3.9	KZOK-FM (A)	3.7
11 KING-AM	3.3	KING-FM	3.2	KYYX-FM (M)	3.7
12 KISW-FM	3.1	KING-AM	3.0	KEZX-FM (M)	3.7
13 KTAC-AM	3.1	KPLZ-FM	3.0	KING-AM (PA)	3.4
14 KMPS-AM	2.8	KZAM-FM	3.0	KMPS-FM (C)	3.1
15 KZAM-FM	2.8	KTAC-AM	2.9	KNBQ-FM (P)	2.7
16 KIXI-FM	2.6	KMPS-FM	2.5	KIXI-AM (M)	2.6
17 KIXI-AM	2.0	KYAC-AM	2.4	KIXI-FM (PA)	2.5
18 KNBO-FM	2.0	KBRD-FM	2.1	KMPS-AM (C)	2.5
19 KBRD-FM	2.0	KMPS-AM	2.0	KING-FM (C)	2.1
20 KGDN-AM	2.0	KIXI-AM	1.2	KBIQ-FM (M)	2.0
21 KING-FM	1.9	KWYZ-AM	1.2	KTAC-AM (P)	1.8
22 KYAC-AM	1.9	KNBQ-FM	1.2	KYAC-FM (P)	1.8
23 KBIQ-FM	1.7	KAYO-AM	1.1	KGDN-AM (M)	1.5
24 KAYO-AM	1.6	KGDN-AM	1.1	KAYO-AM (P)	1.3
25 KMO -AM	0.8	KZOK-AM	1.1	KWYZ-AM (C)	1.2
26 KXA -AM	0.7	KBIQ-FM	1.0	KXA -AM (C)	1.0
27 KWYZ-AM	0.7	KLAY-FM	0.6	KMO -AM (C)	0.8
28 KZOK-AM	0.6	KXA -AM	0.6	KZOK-AM (A)	0.8
29 KLAY-FM	0.6	KRKO-AM	0.4	KTNT-AM (PA)	0.8
30 KZAM-AM	0.5			KRPH-FM (C)	0.4
31 KTNT-AM	0.5				
32 KGO -AM	0.3				

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 16037

A/M '79		O/N '79		A/M '80	
1 KIRO-AM	267	KIRO-AM	240	KIRO-AM	222
2 KSEA-FM	178	KOMO-AM	231	KOMO-AM	195
3 KJR -AM	168	KSEA-FM	147	KSEA-FM	148
4 KOMO-AM	152	KJR -AM	141	KISW-FM	143
5 KVI -AM	135	KISW-FM	135	KJR -AM	123
6 KZOK-FM	133	KYYX-FM	115	KPLZ-FM	114
7 KVI -FM	99	KZOK-FM	110	KZAM-FM	114
8 KMPS-FM	89	KVI -AM	103	KVI -AM	100
9 KYYX-FM	83	KEZX-FM	101	KBRD-FM	96
10 KEZX-FM	80	KIXI-FM	92	KZOK-FM	93

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KOMO-AM		KOMO-AM		KOMO-AM	
3 KVI -AM		KJR -AM		KVI -AM	
4 KJR -AM		KVI -AM		KJR -AM	
5 KSEA-FM		KISW-FM		KISW-FM	
6 KZOK-FM		KSEA-FM		KSEA-FM	
7 KING-AM		KIXI-FM		KPLZ-FM	
8 KVI -FM		KYYX-FM		KING-AM	
9 KMPS-FM		KZOK-FM		KIXI-AM	
10 KZAM-FM		KTAC-AM		KMPS-FM	

M-F, 3-7pm

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KSEA-FM		KOMO-AM		KOMO-AM	
3 KJR -AM		KJR -AM		KISW-FM	
4 KOMO-AM		KISW-FM		KSEA-FM	
5 KVI -AM		KYYX-FM		KJR -AM	
6 KZOK-FM		KSEA-FM		KPLZ-FM	
7 KVI -FM		KZOK-FM		KZAM-FM	
8 KMPS-FM		KEZX-FM		KZOK-FM	
9 KING-AM		KVI -AM		KYYX-FM	
10 KEZX-FM		KPLZ-FM		KING-AM	

Teens

M-S, 6am-Midnight

POP(00): 1958

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KJR -AM		KISW-FM	
2 KVI -FM		KISW-FM		KJR -AM	
3 KYYX-FM		KYYX-FM		KZOK-FM	

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KJR -AM		KISW-FM	
2 KZOK-FM		KISW-FM		KJR -AM	
3 KVI -FM		KYYX-FM		KYYX-FM	

M-F, 3-7pm

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KISW-FM		KISW-FM	
2 KZOK-FM		KYYX-FM		KJR -AM	
3 KVI -FM		KJR -AM		KNBQ-FM	

Adults 18-34

M-S, 6am-Midnight

POP(00): 6433

A/M '79		O/N '79		A/M '80	
1 KZOK-FM		KZOK-FM		KZAM-FM	
2 KJR -AM		KISW-FM		KISW-FM	
3 KIRO-AM		KJR -AM		KPLZ-FM	
4 KZAM-FM		KYYX-FM		KZOK-FM	
5 KING-AM		KIRO-AM		KJR -AM	
6 KISW-FM		KZAM-FM		KYYX-FM	
7 KSEA-FM		KIXI-FM		KIRO-AM	
8 KVI -FM		KPLZ-FM		KING-AM	
9 KYYX-FM		KSEA-FM		KNBQ-FM	
10 KTAC-AM		KTAC-AM		KSEA-FM	

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KIRO-AM		KJR -AM	
2 KIRO-AM		KJR -AM		KPLZ-FM	
3 KZOK-FM		KZOK-FM		KISW-FM	
4 KING-AM		KISW-FM		KIRO-AM	
5 KVI -AM		KVI -AM		KING-AM	
6 KZAM-FM		KTAC-AM		KZAM-FM	
7 KISW-FM		KYYX-FM		KZOK-FM	
8 KTAC-AM		KIXI-FM		KYAC-AM	
9 KVI -FM		KPLZ-FM		KYYX-FM	
10 KSEA-FM		KZAM-FM		KNBQ-FM	

M-F, 3-7pm

A/M '79		O/N '79		A/M '80	
1 KZOK-FM		KZOK-FM		KISW-FM	
2 KJR -AM		KISW-FM		KZAM-FM	
3 KZAM-FM		KJR -AM		KJR -AM	
4 KSEA-FM		KYYX-FM		KPLZ-FM	
5 KING-AM		KZAM-FM		KZOK-FM	
6 KISW-FM		KIRO-AM		KYYX-FM	
7 KIRO-AM		KPLZ-FM		KING-AM	
8 KTAC-AM		KIXI-FM		KNBQ-FM	
9 KVI -FM		KTAC-AM		KIRO-AM	
10 KVI -AM		KSEA-FM		KSEA-FM	

Adults 25-54

M-S, 6am-Midnight

POP(00): 7735

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KSEA-FM		KOMO-AM		KOMO-AM	
3 KVI -AM		KSEA-FM		KSEA-FM	
4 KOMO-AM		KVI -AM		KZAM-FM	
5 KJR -AM		KIXI-FM		KVI -AM	
6 KMPS-FM		KJR -AM		KBRD-FM	
7 KEZX-FM		KEZX-FM		KMPS-FM	
8 KMPS-AM		KMPS-FM		KING-AM	
9 KZAM-FM		KING-FM		KJR -AM	
10 KZOK-FM		KZAM-FM		KPLZ-FM	

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KVI -AM		KOMO-AM		KOMO-AM	
3 KOMO-AM		KVI -AM		KVI -AM	
4 KJR -AM		KJR -AM		KJR -AM	
5 KSEA-FM		KIXI-FM		KSEA-FM	
6 KMPS-FM		KSEA-FM		KMPS-FM	
7 KING-AM		KING-AM		KMPS-FM	
8 KZAM-FM		KZAM-FM		KBRD-FM	
9 KMPS-AM		KING-FM		KING-AM	
10 KVI -FM		KMPS-FM		KZAM-FM	

M-F, 3-7pm

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KSEA-FM		KVI -AM		KSEA-FM	
3 KVI -AM		KOMO-AM		KOMO-AM	
4 KOMO-AM		KSEA-FM		KING-AM	
5 KJR -AM		KJR -AM		KZAM-FM	
6 KMPS-AM		KMPS-FM		KJR -AM	
7 KMPS-FM		KEZX-FM		KVI -AM	
8 KVI -FM		KMPS-AM		KMPS-FM	
9 KEZX-FM		KIXI-FM		KPLZ-FM	
10 KING-AM		KING-FM		KBRD-FM	

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 16037

A/M '79		O/N '79		A/M '80	
1 KIRO-AM	4556	KIRO-AM	4567	KIRO-AM	4286
2 KJR -AM	3244	KOMO-AM	3819	KOMO-AM	3098
3 KING-AM	2644	KJR -AM	3302	KJR -AM	2827
4 KOMO-AM	2622	KING-AM	2484	KING-AM	2471
5 KVI -AM	2526	KZOK-FM	2184	KISW-FM	2033
6 KZOK-FM	1932	KVI -AM	2118	KZOK-FM	1912
7 KVI -FM	1902	KSEA-FM	2057	KVI -AM	1909
8 KSEA-FM	1758	KISW-FM	1923	KSEA-FM	1878
9 KYYX-FM	1556	KYYX-FM	1843	KYYX-FM	1715
10 KISW-FM	1507	KTAC-AM	1419	KPLZ-FM	1562

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KJR -AM		KOMO-AM		KOMO-AM	
3 KOMO-AM		KJR -AM		KVI -AM	
4 KVI -AM		KVI -AM		KJR -AM	
5 KING-AM		KING-AM		KING-AM	
6 KZOK-FM		KISW-FM		KISW-FM	
7 KVI -FM		KSEA-FM		KSEA-FM	
8 KSEA-FM		KYYX-FM		KPLZ-FM	
9 KYYX-FM		KZOK-FM		KZOK-FM	
10 KTAC-AM		KTAC-AM		KYYX-FM	

M-F, 3-7pm

A/M '79		O/N '79		A/M '80	
1 KIRO-AM		KIRO-AM		KIRO-AM	
2 KJR -AM		KJR -AM		KJR -AM	
3 KOMO-AM		KOMO-AM		KOMO-AM	
4 KING-AM		KING-AM		KISW-FM	
5 KVI -AM		KZOK-FM		KING-AM	
6 KZOK-FM		KISW-FM		KSEA-FM	
7 KSEA-FM		KYYX-FM		KZOK-FM	
8 KVI -FM		KSEA-FM		KPLZ-FM	
9 KISW-FM		KVI -AM		KYYX-FM	
10 KYYX-FM		KTAC-AM		KVI -AM	

Teens

M-S, 6am-Midnight

POP(00): 1958

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KJR -AM		KJR -AM	
2 KVI -FM		KISW-FM		KISW-FM	
3 KING-AM		KYYX-FM		KZOK-FM	

M-F, 6-10am

A/M '79		O/N '79		A/M '80	
1 KJR -AM		KJR -AM		KISW-FM	

# Shreveport

METRO RANK

101

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2909

	A/M '78	A/M '79	A/M '80
1 KOKA-AM	19.0	15.3	17.3
2 KEEL-AM	16.1	14.8	15.9
3 KWKH-AM	11.5	13.0	14.5
4 KCOZ-FM	9.4	12.7	12.0
5 KRMD-FM	8.5	8.9	10.0
6 KCIJ-AM	8.3	8.9	7.0
7 KROK-FM	7.3	8.7	6.4
8 KRMD-AM	6.7	5.1	6.1
9 KMBQ-FM	4.8	3.8	4.5
10 KEPT-FM	1.8	2.5	1.4
11 KBCL-AM	1.4	2.5	1.1
12 KASO-AM	1.1	1.8	1.1

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2909

	A/M '78	A/M '79	A/M '80
1 KOKA-AM	83	60	76
2 KEEL-AM	70	58	70
3 KWKH-AM	50	51	64
4 KCOZ-FM	41	50	53
5 KRMD-FM	37	35	44

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KWKH-AM			
4 KRMD-FM			
5 KCIJ-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KWKH-AM			
4 KCIJ-AM			
5 KROK-FM			

Teens

M-S, 6am-Midnight

POP(00): 408

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KROK-FM			

Adults 18-34

M-S, 6am-Midnight

POP(00): 1017

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KROK-FM			
4 KMBQ-FM			
5 KWKH-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KMBQ-FM			
4 KRMD-FM			
5 KROK-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			
4 KWKH-AM			
5 KCIJ-AM			

Adults 25-54

M-S, 6am-Midnight

POP(00): 1336

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KWKH-AM			
3 KEEL-AM			
4 KRMD-FM			
5 KCOZ-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KWKH-AM			
4 KRMD-FM			
5 KCOZ-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KWKH-AM			
2 KOKA-AM			
3 KEEL-AM			
4 KRMD-AM			
5 KCOZ-FM			

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2909

	A/M '78	A/M '79	A/M '80
1 KEEL-AM	995	908	970
2 KOKA-AM	783	814	882
3 KWKH-AM	705	663	686
4 KROK-FM	518	589	557
5 KCOZ-FM	472	535	513

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KWKH-AM			
4 KCOZ-FM			
5 KCIJ-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KWKH-AM			
4 KROK-FM			
5 KCIJ-AM			

Teens

M-S, 6am-Midnight

POP(00): 408

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KOKA-AM			
2 KEEL-AM			
3 KROK-FM			

Adults 18-34

M-S, 6am-Midnight

POP(00): 1017

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			
4 KMBQ-FM			
5 KCOZ-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			
4 KCOZ-FM			
5 KMBQ-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KROK-FM			
4 KMBQ-FM			
5 KWKH-AM			

Adults 25-54

M-S, 6am-Midnight

POP(00): 1336

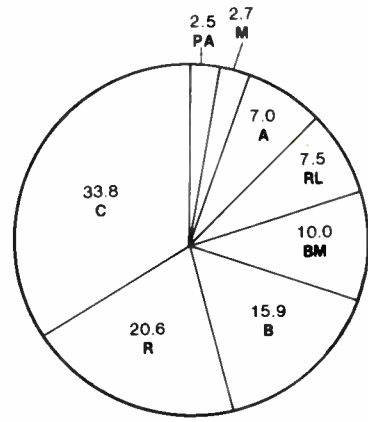
	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KWKH-AM			
3 KOKA-AM			
4 KCOZ-FM			
5 KRMD-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KWKH-AM			
3 KOKA-AM			
4 KRMD-FM			
5 KCOZ-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KEEL-AM			
2 KOKA-AM			
3 KWKH-AM			
4 KCOZ-FM			
5 KRMD-AM			



### Format Legend

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

# Sioux Falls

METRO RANK

173

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 868

	A/M '78	A/M '79	A/M '80
1 KELO-AM	405	KS00-AM	325
2 KS00-AM	353	KKRC-AM	294
3 K1SD-AM	280	KELO-AM	301
4 KPAT-FM	192	KXRB-AM	202
5 KXRB-AM	182	KPAT-FM	183

**M-F, 6-10am**

1 KELO-AM	KS00-AM	KS00-AM
2 KS00-AM	KELO-AM	KELO-AM
3 K1SD-AM	KKRC-AM	KKRC-AM
4 KELO-FM	KXRB-AM	KPAT-FM
5 KXRB-AM	KPAT-FM	KELO-FM

**M-F, 3-7pm**

1 KELO-AM	KKRC-AM	KKRC-AM
2 K1SD-AM	KELO-AM	KELO-AM
3 KS00-AM	KS00-AM	KPAT-FM
4 KPAT-FM	KXRB-AM	KS00-AM
5 KELO-FM	KPAT-FM	KLYX-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 119

	A/M '78	A/M '79	A/M '80
1 K1SD-AM	KKRC-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM	KPAT-FM

**M-F, 6-10am**

1 K1SD-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KELO-AM
3 KPAT-FM	KS00-AM	KPAT-FM

**M-F, 3-7pm**

1 K1SD-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KPAT-FM
3 KPAT-FM	KPAT-FM	KELO-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 310

	A/M '78	A/M '79	A/M '80
1 KELO-AM	KKRC-AM	KKRC-AM	KKRC-AM
2 K1SD-AM	KELO-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM	KPAT-FM
4 KS00-AM	KLYX-FM	KLYX-FM	KLYX-FM
5 KXRB-AM	KXRB-AM	KS00-AM	KS00-AM

**M-F, 6-10am**

1 KELO-AM	KELO-AM	KELO-AM
2 K1SD-AM	KKRC-AM	KKRC-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KS00-AM	KS00-AM	KLYX-FM
5 KXRB-AM	KLYX-FM	KIOV-FM

**M-F, 3-7pm**

1 KELO-AM	KKRC-AM	KKRC-AM
2 K1SD-AM	KPAT-FM	KELO-AM
3 KPAT-FM	KELO-AM	KLYX-FM
4 KXRB-AM	KXRB-AM	KPAT-FM
5 KS00-AM	KLYX-FM	KS00-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 396

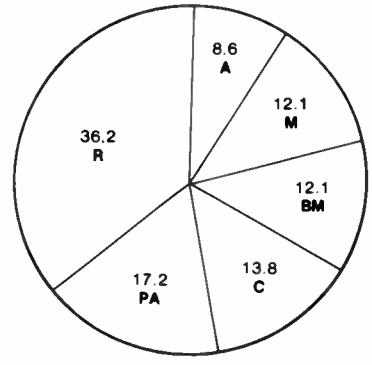
	A/M '78	A/M '79	A/M '80
1 KELO-AM	KS00-AM	KS00-AM	KS00-AM
2 KS00-AM	KXRB-AM	KELO-AM	KELO-AM
3 KELO-FM	KELO-AM	KKRC-AM	KKRC-AM
4 KXRB-AM	KKRC-AM	KELO-FM	KELO-FM
5 K1SD-AM	KELO-FM	KPAT-FM	KPAT-FM

**M-F, 6-10am**

1 KELO-AM	KS00-AM	KELO-AM
2 KS00-AM	KELO-AM	KS00-AM
3 KXRB-AM	KELO-AM	KKRC-AM
4 KELO-FM	KKRC-AM	KELO-FM
5 K1SD-AM	KELO-AM	KIOV-FM

**M-F, 3-7pm**

1 KELO-AM	KXRB-AM	KELO-AM
2 KS00-AM	KELO-FM	KS00-AM
3 KXRB-AM	KS00-AM	KKRC-AM
4 KELO-FM	KKRC-AM	KELO-AM
5 K1SD-AM	KIOV-FM	KPAT-FM



### Format Legend

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

**Average Persons 12+ Share Trends**

Monday-Sunday, 6am-Midnight  
POP(00): 868

	A/M '78	A/M '79	A/M '80
1 KS00-AM	24.8	KS00-AM	22.7
2 KELO-AM	17.9	KKRC-AM	13.6
3 K1SD-AM	14.5	KELO-AM	12.1
4 KELO-FM	13.7	KXRB-AM	12.9
5 KXRB-AM	11.1	KELO-FM	10.6
6 KPAT-FM	6.0	KPAT-FM	8.3
7 KIOV-FM	5.1	KIOV-FM	6.1
8 KLYX-FM	0.9	KLYX-FM	4.5
9 KLYX-AM		WNAH-AM	1.5
10		KLYX-AM	0.8

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 868

	A/M '78	A/M '79	A/M '80
1 KS00-AM	29	KS00-AM	30
2 KELO-AM	21	KKRC-AM	18
3 K1SD-AM	17	KELO-AM	16
4 KELO-FM	16	KXRB-AM	16
5 KXRB-AM	13	KELO-FM	14

**F, 6-10am**

1 KS00-AM	KS00-AM	KS00-AM
2 KELO-AM	KELO-AM	KELO-AM
3 K1SD-AM	KKRC-AM	KKRC-AM
4 KELO-FM	KXRB-AM	KELO-FM
5 KXRB-AM	KPAT-FM	KPAT-FM

**F, 3-7pm**

1 KELO-AM	KKRC-AM	KKRC-AM
2 KS00-AM	KELO-AM	KELO-AM
3 K1SD-AM	KXRB-AM	KELO-FM
4 KELO-FM	KELO-FM	KPAT-FM
5 KXRB-AM	KS00-AM	KS00-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 119

	A/M '78	A/M '79	A/M '80
1 K1SD-AM	KKRC-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM	KPAT-FM

**F, 6-10am**

1 K1SD-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KPAT-FM
3 KS00-AM	KPAT-FM	KELO-AM

**F, 3-7pm**

1 K1SD-AM	KKRC-AM	KKRC-AM
2 KELO-AM	KELO-AM	KPAT-FM
3 KPAT-FM	KPAT-FM	KELO-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 310

	A/M '78	A/M '79	A/M '80
1 KELO-AM	KKRC-AM	KKRC-AM	KKRC-AM
2 K1SD-AM	KELO-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM	KPAT-FM
4 KXRB-AM	KLYX-FM	KLYX-FM	KLYX-FM
5 KS00-AM	KXRB-AM	KELO-FM	KELO-FM

**F, 6-10am**

1 KELO-AM	KELO-AM	KELO-AM
2 K1SD-AM	KKRC-AM	KKRC-AM
3 KS00-AM	KPAT-FM	KPAT-FM
4 KPAT-FM	KS00-AM	KLYX-FM
5 KXRB-AM	KLYX-FM	KELO-FM

**F, 3-7pm**

1 KELO-AM	KKRC-AM	KKRC-AM
2 K1SD-AM	KPAT-FM	KELO-AM
3 KPAT-FM	KELO-AM	KPAT-FM
4 KXRB-AM	KXRB-AM	KLYX-FM
5 KELO-FM	KLYX-FM	KELO-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 396

	A/M '78	A/M '79	A/M '80
1 KELO-AM	KS00-AM	KELO-FM	
2 KS00-AM	KXRB-AM	KS00-AM	
3 KELO-FM	KELO-FM	KELO-AM	
4 KXRB-AM	KELO-AM	KIOV-FM	
5 K1SD-AM	KIOV-FM	KKRC-AM	

**F, 6-10am**

1 KS00-AM	KS00-AM	KELO-AM
2 KELO-AM	KELO-AM	KS00-AM
3 KELO-FM	KXRB-AM	KELO-FM
4 K1SD-AM	KKRC-AM	KIOV-FM
5 KXRB-AM	KELO-FM	KXRB-AM

**F, 3-7pm**

1 KELO-AM	KXRB-AM	KELO-FM
2 KS00-AM	KELO-FM	KELO-AM
3 KELO-FM	KELO-AM	KS00-AM
4 KXRB-AM	KPAT-FM	KIOV-FM
5 K1SD-AM	KS00-AM	KKRC-AM



# South Bend

METRO RANK

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## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80			
1	WRBR-FM	19.1	WRBR-FM	26.1	WNDU-FM(PA)	17.8
2	WSBT-AM	18.6	WSBT-AM	19.0	WSBT-AM(PA)	15.4
3	WWJY-FM	10.3	WWJY-FM	8.8	WRBR-FM(O)	14.8
4	WNDU-FM	8.0	WNDU-FM	8.0	WWJY-FM(O)	8.4
5	WYEZ-FM	7.0	WYEZ-FM	5.8	WYEZ-FM(O)	7.5
6	WLS-AM	5.8	WLS-AM	5.5	WHAQ-AM(C)	4.0
7	WNDU-AM	5.5	WNDU-AM	4.0	WGN-AM(P)	3.8
8	WJVA-AM	5.0	WHAQ-AM	2.8	WJVA-AM(C)	3.2
9	WHAQ-AM	3.8	WTCA-FM	2.8	WNDU-AM(P)	3.0
10	WTCA-AM	2.5	WJVA-AM	2.5	WLS-AM(O)	3.0
11	WGN-AM	2.0	WTCA-AM	2.0	WAOR-FM(A)	3.0
12	WTCA-FM	2.0	WBBH-AM	1.3	WTCA-AM(P)	2.4
13	WAOR-FM	1.3	WAOR-FM	1.0	WBBH-AM(O)	2.2
14	WBBH-AM	1.0	WHHE-FM	1.0	WFRN-FM(O)	1.6
15	WHHE-FM	0.8	WGN-AM	0.8	WLUP-FM(A)	1.6
16	WBMX-FM	0.8	WFRN-FM	0.8	WTCA-FM(C)	1.1
17			WCMR-AM	0.3	WHHE-FM(P)	0.5
18					WOWO-AM(P)	0.5

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80			
1	WRBR-FM	76	WRBR-FM	104	WNDU-FM	66
2	WSBT-AM	74	WSBT-AM	76	WSBT-AM	57
3	WWJY-FM	41	WWJY-FM	35	WRBR-FM	55
4	WNDU-FM	32	WNDU-FM	32	WWJY-FM	31
5	WYEZ-FM	28	WYEZ-FM	23	WYEZ-FM	28

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WWJY-FM	WWJY-FM	WRBR-FM
4	WNDU-AM	WNDU-FM	WWJY-FM
5	WLS-AM	WLS-AM	WYEZ-FM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WSBT-AM	WSBT-AM	WRBR-FM
3	WWJY-FM	WNDU-FM	WSBT-AM
4	WNDU-FM	WWJY-FM	WWJY-FM
5	WLS-AM	WYEZ-FM	WYEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 304

	A/M '78	A/M '79	A/M '80
1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WLS-AM	WRBR-FM
3	WNDU-AM	WSBT-AM	WLS-AM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WSBT-AM	WRBR-FM
3	WSBT-AM	WLS-AM	WTCA-AM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WLS-AM	WRBR-FM
3	WNDU-AM	WSBT-AM	WHAQ-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 784

	A/M '78	A/M '79	A/M '80
1	WRBR-FM	WRBR-FM	WNDU-FM
2	WNDU-FM	WNDU-FM	WRBR-FM
3	WSBT-AM	WSBT-AM	WSBT-AM
4	WLS-AM	WLS-AM	WAOR-FM
5	WWJY-FM	WJVA-AM	WLS-AM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WSBT-AM	WSBT-AM	WNDU-FM
3	WLS-AM	WNDU-FM	WSBT-AM
4	WNDU-FM	WLS-AM	WNDU-AM
5	WWJY-FM	WTCA-FM	WAOR-FM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WNDU-FM	WNDU-FM
3	WSBT-AM	WLS-AM	WSBT-AM
4	WWJY-FM	WSBT-AM	WAOR-FM
5	WLS-AM	WTCA-FM	WLS-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1005

	A/M '78	A/M '79	A/M '80
1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WWJY-FM	WNDU-FM	WRBR-FM
4	WYEZ-FM	WWJY-FM	WYEZ-FM
5	WNDU-FM	WYEZ-FM	WWJY-FM

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WNDU-FM	WNDU-FM	WRBR-FM
4	WYEZ-FM	WNDU-AM	WYEZ-FM
5	WWJY-FM	WWJY-FM	WGN-AM

M-F, 3-7pm

1	WSBT-AM	WRBR-FM	WNDU-FM
2	WWJY-FM	WSBT-AM	WSBT-AM
3	WRBR-FM	WNDU-FM	WRBR-FM
4	WYEZ-FM	WYEZ-FM	WWJY-FM
5	WLS-AM	WWJY-FM	WGN-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80			
1	WSBT-AM	917	WRBR-FM	946	WNDU-FM	800
2	WRBR-FM	853	WSBT-AM	891	WSBT-AM	796
3	WLS-AM	572	WLS-AM	588	WRBR-FM	747
4	WNDU-FM	534	WNDU-FM	576	WLS-AM	371
5	WNDU-AM	494	WWJY-FM	468	WWJY-FM	369

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WLS-AM	WLS-AM	WRBR-FM
4	WNDU-AM	WWJY-FM	WWJY-FM
5	WNDU-FM	WNDU-FM	WYEZ-FM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WSBT-AM	WSBT-AM	WRBR-FM
3	WLS-AM	WLS-AM	WSBT-AM
4	WWJY-FM	WNDU-FM	WWJY-FM
5	WNDU-FM	WWJY-FM	WYEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 304

	A/M '78	A/M '79	A/M '80
1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WLS-AM	WRBR-FM
3	WSBT-AM	WSBT-AM	WLS-AM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WSBT-AM	WRBR-FM
3	WSBT-AM	WLS-AM	WLS-AM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WNDU-FM
2	WLS-AM	WLS-AM	WRBR-FM
3	WNDU-AM	WSBT-AM	WSBT-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 784

	A/M '78	A/M '79	A/M '80
1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WNDU-FM	WNDU-FM
3	WLS-AM	WLS-AM	WLS-AM
4	WSBT-AM	WSBT-AM	WSBT-AM
5	WWJY-FM	WNDU-AM	WAOR-FM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WSBT-AM	WNDU-FM
3	WLS-AM	WLS-AM	WSBT-AM
4	WSBT-AM	WNDU-FM	WLS-AM
5	WNDU-AM	WNDU-AM	WNDU-AM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WNDU-FM	WNDU-FM
3	WLS-AM	WLS-AM	WLS-AM
4	WSBT-AM	WSBT-AM	WSBT-AM
5	WWJY-FM	WNDU-AM	WAOR-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1005

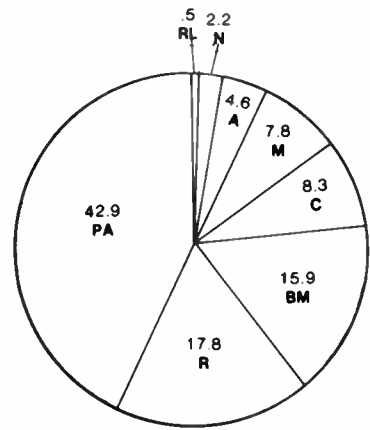
	A/M '78	A/M '79	A/M '80
1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WYEZ-FM	WNDU-FM	WRBR-FM
4	WNDU-FM	WWJY-FM	WWJY-FM
5	WNDU-AM	WLS-AM	WLS-AM

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WNDU-FM
3	WNDU-AM	WNDU-FM	WRBR-FM
4	WLS-AM	WLS-AM	WGN-AM
5	WNDU-FM	WNDU-AM	WLS-AM

M-F, 3-7pm

1	WSBT-AM	WSBT-AM	WNDU-FM
2	WRBR-FM	WRBR-FM	WSBT-AM
3	WWJY-FM	WNDU-FM	WRBR-FM
4	WLS-AM	WWJY-FM	WWJY-FM
5	WNDU-FM	WLS-AM	WYEZ-FM



### Format Legend

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

### Age Persons 12+ Share Trends by-Sunday, 6am-Midnight

POP(00): 2671

A/M '79	O/N '79	A/M '80			
KJRB-AM	16.4	KJRB-AM	15.5	KJRB-AM (M)	12.3
KHQ -FM	11.2	KEZE-FM	14.2	KHO -FM (M)	10.9
KREM-FM	10.4	KREM-FM	10.9	KEZE-FM (BM)	9.6
KHQ -AM	9.2	KHQ -AM	8.3	KXLY-FM (BM)	9.6
KGA -AM	9.0	KHO -FM	7.5	KREM-FM (A)	9.1
KZUN-FM	8.0	KGA -AM	7.0	KHO -AM (PA)	8.4
KXLY-FM	7.5	KXLY-FM	6.7	KGA -AM (C)	7.7
KREM-AM	5.0	KRFM-AM	4.7	KSP0-AM (M)	6.2
KEZE-FM	5.0	KDRK-FM	4.7	KDRK-FM (C)	5.4
KXLY-AM	3.5	KSP0-AM	4.1	KXXR-AM (BM)	4.0
KSP0-AM	3.5	KZUN-FM	3.4	KREM-AM (M)	3.2
KXXR-FM	2.5	KXLY-AM	3.1	KXLY-AM (PA)	3.2
KZUN-AM	2.2	KZUN-AM	1.8	KZUN-FM (C)	3.2
KEZE-AM	2.0	KXXR-AM	0.8	KZUN-AM (C)	1.5
KXXR-AM	0.7	KICN-FM	0.8	KICN-FM (RL)	0.7

### Average Persons Trends/Rankings

112+ 6am-Midnight POP(00): 2671

A/M '79	O/N '79	A/M '80			
1 KJRB-AM	66	KJRB-AM	60	KJRB-AM	50
2 KHQ -FM	45	KEZE-FM	55	KHQ -FM	44
3 KREM-FM	42	KREM-FM	42	KEZE-FM	39
4 KHQ -AM	37	KHQ -AM	32	KXLY-FM	39
5 KGA -AM	36	KHQ -FM	29	KREM-FM	37

6-10am

1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KHQ -AM	KJRB-AM
3 KGA -AM	KEZE-FM	KEZE-FM
4 KHQ -FM	KGA -AM	KGA -AM
5 KREM-FM	KREM-FM	KSP0-AM

3-7pm

1 KJRB-AM	KJRB-AM	KHO -FM
2 KHQ -FM	KEZE-FM	KJRB-AM
3 KREM-FM	KREM-FM	KREM-FM
4 KGA -AM	KHQ -FM	KXLY-FM
5 KHQ -AM	KHQ -AM	KGA -AM

18-34 6am-Midnight POP(00): 342

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHO -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KREM-FM
3 KREM-FM	KZUN-FM	KHO -FM

3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-AM	KREM-AM	KREM-FM

Adults 18-34 6am-Midnight POP(00): 959

A/M '79	O/N '79	A/M '80
1 KREM-FM	KREM-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KREM-FM
3 KJRB-AM	KHQ -FM	KJRB-AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZF-FM	KXLY-FM

6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KREM-FM	KREM-FM
3 KHQ -FM	KHQ -FM	KHQ -AM
4 KREM-AM	KREM-AM	KHO -FM
5 KGA -AM	KEZE-FM	KDRK-FM

3-7pm

1 KREM-FM	KREM-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KREM-FM
3 KJRB-AM	KHQ -FM	KJRB-AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZE-FM	KREM-AM

Adults 25-54 6am-Midnight POP(00): 1159

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KGA -AM	KGA -AM
2 KZUN-FM	KEZE-FM	KEZE-FM
3 KHQ -FM	KHQ -AM	KXLY-FM
4 KHQ -AM	KJRB-AM	KHO -AM
5 KGA -AM	KREM-FM	KHQ -FM

6-10am

1 KJRB-AM	KHQ -AM	KHQ -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KZUN-FM	KJRB-AM	KEZE-FM
4 KGA -AM	KEZE-FM	KJRB-AM
5 KHQ -FM	KREM-FM	KXLY-FM

3-7pm

1 KHQ -AM	KEZE-FM	KGA -AM
2 KZUN-FM	KGA -AM	KEZE-FM
3 KHQ -FM	KREM-FM	KXLY-FM
4 KJRB-AM	KHQ -AM	KHQ -FM
5 KGA -AM	KDRK-FM	KHO -AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2671

A/M '79	O/N '79	A/M '80			
1 KJRB-AM	1004	KJRB-AM	855	KJRB-AM	82.2
2 KHQ -FM	62.5	KHQ -AM	542	KHQ -FM	65.8
3 KHQ -AM	602	KHQ -FM	538	KHO -AM	55.5
4 KGA -AM	516	KREM-FM	505	KGA -AM	50.2
5 KREM-FM	491	KREM-AM	480	KREM-FM	47.6

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KHQ -AM	KHO -AM
3 KGA -AM	KREM-FM	KHO -FM
4 KREM-AM	KGA -AM	KGA -AM
5 KHQ -FM	KEZE-FM	KEZE-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KREM-FM	KHQ -FM
3 KHQ -FM	KHQ -FM	KHO -AM
4 KREM-AM	KEZE-FM	KGA -AM
5 KREM-FM	KREM-AM	KREM-FM

Teens M-S, 6am-Midnight POP(00): 342

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHQ -FM
3 KREM-FM	KREM-AM	KREM-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 959

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KREM-FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM
4 KREM-AM	KHO -FM	KRFM-AM
5 KHQ -AM	KXLY-AM	KHQ -AM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KREM-FM	KHO -FM
3 KHQ -FM	KREM-AM	KREM-AM
4 KREM-AM	KHQ -FM	KREM-FM
5 KHQ -AM	KXLY-AM	KHQ -AM

M-F, 3-7pm

1 KJRB-AM	KREM-FM	KHQ -FM
2 KREM-FM	KJRB-AM	KJRB-AM
3 KHQ -FM	KREM-AM	KREM-FM
4 KREM-AM	KHQ -FM	KREM-FM
5 KHQ -AM	KXLY-AM	KHQ -AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1159

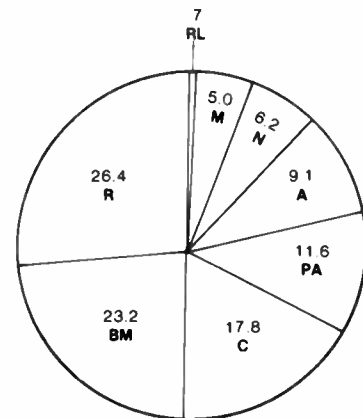
A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KGA -AM	KHQ -AM	KJRB-AM
4 KHQ -FM	KXLY-AM	KEZF-FM
5 KZUN-FM	KEZE-FM	KHQ -FM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KGA -AM	KHQ -AM	KJRB-AM
4 KZUN-FM	KEZE-FM	KEZF-FM
5 KHQ -FM	KXLY-AM	KHO -FM

M-F, 3-7pm

1 KHQ -AM	KJRB-AM	KGA -AM
2 KJRB-AM	KGA -AM	KHO -AM
3 KHQ -FM	KHQ -AM	KXLY-FM
4 KXLY-FM	KREM-FM	KJRB-AM
5 KGA -AM	KREM-AM	KHQ -FM



**Format Legend**

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

# Springfield-Chicopee-Holyoke

METRO RANK

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## A/M '80 Market Overview

There's a move to the FM band in the Springfield area, and that means that especially among young adults the standings were subject to change this year. While **WHYN-FM** remained number one overall, and was tops 25-54, Hartford AOR **WCCC-FM** was the new 18-34 leader.

Compared to the A/M '79 standings, **WCCC-FM** was up 70% 18-34, owning a 17 share. **WHYN** and **WHYN-FM**, which combined used to account for a 30 share of the 18-34 bracket, were down to a combined 23. **WHYN** was just under a 13, with **WHYN-FM** at 10. **WHYN** tried to maintain its position, advertising on TV and in the newspaper, plus giving away \$35,000 through an on-air promotion. However, the station's numbers — especially male numbers — eroded this sweep.

Another major FM factor in the young adult market was **WAQY**, which edged up to an 11 share of the young listeners. **WMAS-FM**, another AOR, was significant also; from a four share last spring, it registered more than a 12 share this book. With the strength of the AOR's and the FM rockers, it will be interesting to see what **WHYN** will do in the fall survey that will be taken for the first time this year.

While there may be some turmoil in the 18-34 demos, **WHYN-AM-FM** still ruled in the 25-54 adults. The stations combined last year for a 33 share in this target, and that was up this spring to more than a 35 share. **WMAS** was the only other double-digit station in this audience group, doubling its share up to a mid-12 figure.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4981

	A/M '78	A/M '79	A/M '80
1 WHYN-AM	21.7	WHYN-FM	16.5
2 WHYN-FM	14.5	WHYN-AM	12.6
3 WTIC-AM	6.0	WAQY-FM	7.3
4 WAQY-FM	5.3	WMAS-AM	6.6
5 WCCC-FM	5.3	WTIC-AM	6.0
6 WSPR-AM	4.3	WCCC-FM	5.9
7 WKSS-FM	3.9	WSPR-AM	5.8
8 WREB-AM	3.9	WREB-AM	4.0
9 WHMP-FM	3.7	WHMP-AM	3.4
10 WRCH-FM	3.7	WIXY-AM	3.1
11 WHMP-AM	3.0	WMAS-FM	2.6
12 WARE-AM	2.9	WRCH-FM	2.6
13 WTIC-FM	2.3	WHCN-FM	2.1
14 WIXY-AM	2.3	WHMP-FM	1.7
15 WMAS-FM	2.0	WKSS-FM	1.6
16 WHN'S-AM	1.6	WAFF-FM	1.3
17 WHCN-FM	1.2	WTTT-AM	1.2
18 WACE-AM	1.0	WACE-AM	1.1
19 WMAS-AM	1.0	WHN'S-AM	0.8
20 WBZ-AM	0.5	WBZ-AM	0.8
21 WXYZ-FM	0.5	WDRC-FM	0.7
22 WAFF-FM	0.5	WARE-AM	0.7
23 WTTT-AM	0.5	WTIC-FM	0.6
24 WDRC-FM	0.4	WVYZ-FM	0.6
25		WIOF-FM	0.6
26		WTIC-FM	0.4

## Average Persons Trends/Rankings

	A/M '78	A/M '79	A/M '80
1 WHYN-AM	181	WHYN-FM	148
2 WHYN-FM	121	WHYN-AM	113
3 WTIC-AM	50	WAQY-FM	65
4 WAQY-FM	44	WMAS-AM	59
5 WCCC-FM	44	WTIC-AM	54

	A/M '78	A/M '79	A/M '80
1 WHYN-AM		WHYN-FM	WHYN-FM
2 WHYN-FM		WHYN-AM	WHYN-AM
3 WTIC-AM		WTIC-AM	WMAS-AM
4 WSPR-AM		WSPR-AM	WMAS-FM
5 WAQY-FM		WAQY-FM	WTIC-AM

M-F, 3-7pm

1 WHYN-AM	WHYN-FM	WHYN-FM
2 WHYN-FM	WHYN-AM	WHYN-AM
3 WCCC-FM	WAQY-FM	WMAS-AM
4 WAQY-FM	WMAS-AM	WAQY-FM
5 WTIC-AM	WCCC-FM	WCCC-FM

Teens M-S, 6am-Midnight POP(00): 625

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WAQY-FM	WAQY-FM
2 WAQY-FM	WCCC-FM	WCCC-FM
3 WTIC-FM	WHYN-AM	WHYN-AM

M-F, 6-10am

1 WHYN-AM	WHYN-AM	WAQY-FM
2 WAQY-FM	WAQY-FM	WCCC-FM
3 WTIC-FM	WCCC-FM	WHYN-AM

M-F, 3-7pm

1 WHYN-AM	WAQY-FM	WAQY-FM
2 WAQY-FM	WCCC-FM	WHYN-AM
3 WTIC-FM	WHYN-AM	WCCC-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1809

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WHYN-AM	WCCC-FM
2 WCCC-FM	WHYN-FM	WHYN-AM
3 WAQY-FM	WAQY-FM	WMAS-FM
4 WHYN-FM	WCCC-FM	WAQY-FM
5 WMAS-FM	WSPR-AM	WHYN-FM

M-F, 6-10am

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WAQY-FM	WHYN-FM	WCCC-FM
3 WCCC-FM	WAQY-FM	WMAS-FM
4 WHYN-FM	WCCC-FM	WHYN-FM
5 WTIC-AM	WSPR-AM	WAQY-FM

M-F, 3-7pm

1 WHYN-AM	WHYN-FM	WCCC-FM
2 WCCC-FM	WHYN-AM	WAQY-FM
3 WHYN-FM	WCCC-FM	WHYN-AM
4 WAQY-FM	WAQY-FM	WMAS-FM
5 WMAS-FM	WSPR-AM	WHYN-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2162

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WHYN-FM	WHYN-FM
2 WHYN-FM	WHYN-AM	WHYN-AM
3 WHMP-FM	WSPR-AM	WMAS-AM
4 WTIC-AM	WMAS-AM	WMAS-FM
5 WREB-AM	WAQY-FM	WSPR-AM

M-F, 6-10am

1 WHYN-AM	WHYN-AM	WHYN-FM
2 WHYN-FM	WHYN-FM	WHYN-AM
3 WTIC-AM	WTIC-AM	WMAS-AM
4 WHMP-FM	WHMP-AM	WMAS-FM
5 WHMP-AM	WSPR-AM	WSPR-AM

M-F, 3-7pm

1 WHYN-AM	WHYN-FM	WHYN-FM
2 WHYN-FM	WHYN-AM	WHYN-AM
3 WIXY-AM	WMAS-AM	WMAS-AM
4 WHMP-FM	WSPR-AM	WMAS-FM
5 WTIC-AM	WAQY-FM	WSPR-AM

## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4981

A/M '78	A/M '79	A/M '80	
1 WHYN-AM	2545	WHYN-AM	2113
2 WHYN-FM	1258	WHYN-FM	1537
3 WAQY-FM	988	WAQY-FM	1150
4 WTIC-AM	960	WSPR-AM	951
5 WSPR-AM	837	WTIC-AM	929

M-F, 6-10am

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WHYN-FM	WHYN-FM	WHYN-AM
3 WTIC-AM	WTIC-AM	WAQY-FM
4 WAQY-FM	WAQY-FM	WMAS-AM
5 WSPR-AM	WCCC-FM	WMAS-FM

M-F, 3-7pm

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WHYN-FM	WHYN-FM	WHYN-FM
3 WAQY-FM	WAQY-FM	WAQY-FM
4 WTIC-AM	WCCC-FM	WMAS-AM
5 WCCC-FM	WMAS-AM	WCCC-FM

Teens M-S, 6am-Midnight POP(00): 625

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WAQY-FM	WAQY-FM
2 WAQY-FM	WHYN-AM	WHYN-AM
3 WTIC-FM	WCCC-FM	WCCC-FM

M-F, 6-10am

1 WHYN-AM	WCCC-FM	WAQY-FM
2 WAQY-FM	WAQY-FM	WCCC-FM
3 WTIC-FM	WHYN-AM	WHYN-AM

M-F, 3-7pm

1 WHYN-AM	WAQY-FM	WAQY-FM
2 WAQY-FM	WCCC-FM	WCCC-FM
3 WTIC-FM	WHYN-AM	WHYN-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1809

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WHYN-AM	WHYN-AM
2 WAQY-FM	WAQY-FM	WAQY-FM
3 WCCC-FM	WCCC-FM	WCCC-FM
4 WHYN-FM	WHYN-FM	WHYN-FM
5 WHMP-FM	WSPR-AM	WMAS-FM

M-F, 6-10am

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WAQY-FM	WAQY-FM	WHYN-FM
3 WCCC-FM	WCCC-FM	WCCC-FM
4 WHYN-FM	WHYN-FM	WMAS-FM
5 WTIC-AM	WSPR-AM	WHYN-FM

M-F, 3-7pm

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WCCC-FM	WCCC-FM	WAQY-FM
3 WAQY-FM	WHYN-FM	WCCC-FM
4 WHYN-FM	WHYN-FM	WMAS-FM
5 WMAS-FM	WSPR-AM	WHYN-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2162

A/M '78	A/M '79	A/M '80
1 WHYN-AM	WCCC-FM	WHYN-AM
2 WHYN-FM	WHYN-FM	WHYN-FM
3 WTIC-AM	WTIC-AM	WHYN-AM
4 WSPR-AM	WSPR-AM	WMAS-AM
5 WHMP-AM	WMAS-AM	WAQY-FM

M-F, 6-10am

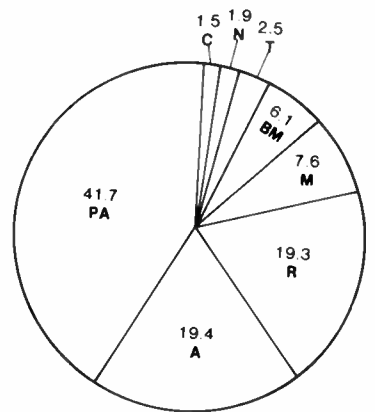
1 WHYN-AM	WHYN-AM	WHYN-AM
2 WHYN-FM	WHYN-FM	WHYN-AM
3 WTIC-AM	WTIC-AM	WHYN-AM
4 WHMP-AM	WSPR-AM	WMAS-AM
5 WAQY-FM	WMAS-AM	WTIC-AM

M-F, 3-7pm

1 WHYN-AM	WHYN-AM	WHYN-AM
2 WHYN-FM	WHYN-FM	WHYN-FM
3 WTIC-AM	WHYN-AM	WMAS-AM
4 WHMP-AM	WHMP-AM	WMAS-FM
5 WRCH-FM	WAQY-FM	WSPR-AM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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



# Springfield, MO

METRO RANK **144**

## Age Persons 12+ Share Trends Day-Sunday, 6am-Midnight POP(00): 1691

A/M '79		A/M '80	
1	KTTS-FM 22.6	1	KWTO-FM 22.4
2	KWTO-FM 21.0	2	KWTO-AM 16.3
3	KWTO-AM 13.7	3	KTTS-FM 13.8
4	KTXR-FM 11.3	4	KTXR-FM 11.8
5	KTTS-AM 10.9	5	KTTS-AM 9.3
6	KICK-AM 6.5	6	KCBX-AM 6.9
7	KCBX-AM 5.2	7	KRFG-FM 6.1
8	KBUG-AM 2.8	8	KICK-AM 4.1
9	KRFG-FM 2.8	9	KBUG-AM 2.4
10	KWFC-FM 1.6	10	KLJF-AM 2.0
11	KLJF-AM 0.4	11	KWFC-FM 1.2

## Average Persons Trends/Rankings

Age 12+  
6am-Midnight  
POP(00): 1691

A/M '79		A/M '80	
1	KTTS-FM 56	1	KWTO-FM 55
2	KWTO-FM 52	2	KWTO-AM 40
3	KWTO-AM 34	3	KTTS-FM 34
4	KTXR-FM 28	4	KTXR-FM 29
5	KTTS-AM 27	5	KTTS-AM 23

6-10am

1	KTTS-FM	1	KWTO-AM
2	KWTO-FM	2	KWTO-FM
3	KWTO-AM	3	KTTS-FM
4	KTTS-AM	4	KTTS-AM
5	KTXR-FM	5	KTXR-FM

3-7pm

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KWTO-AM
3	KWTO-AM	3	KTXR-FM
4	KTXR-FM	4	KTTS-FM
5	KTTS-AM	5	KTTS-AM

Teens  
6am-Midnight  
POP(00): 183

A/M '79		A/M '80	
1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KICK-AM
3	KWTO-AM	3	KWTO-AM

6-10am

1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KWTO-AM
3	KWTO-AM	3	KICK-AM

3-7pm

1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KICK-AM
3	KBUG-AM	3	KTTS-FM

Adults 18-34  
6am-Midnight  
POP(00): 665

A/M '79		A/M '80	
1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KWTO-AM
3	KWTO-AM	3	KRFG-FM
4	KRFG-FM	4	KTTS-FM
5	KICK-AM	5	KCBX-AM

M-F, 6-10am

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KWTO-AM
3	KWTO-AM	3	KTTS-FM
4	KTTS-AM	4	KCBX-AM
5	KICK-AM	5	KRFG-FM

M-F, 3-7pm

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KWTO-AM
3	KWTO-AM	3	KRFG-FM
4	KICK-AM	4	KICK-AM
5	KCBX-AM	5	KTTS-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 734

A/M '79		A/M '80	
1	KTTS-FM	1	KWTO-AM
2	KWTO-AM	2	KWTO-FM
3	KTTS-AM	3	KTTS-FM
4	KTXR-FM	4	KTTS-AM
5	KWTO-FM	5	KTXR-FM

M-F, 6-10am

1	KTTS-FM	1	KTTS-FM
2	KTTS-AM	2	KWTO-AM
3	KWTO-AM	3	KWTO-FM
4	KTXR-FM	4	KTTS-AM
5	KWTO-FM	5	KTXR-FM

M-F, 3-7pm

1	KTTS-FM	1	KWTO-AM
2	KWTO-AM	2	KTTS-FM
3	KTTS-AM	3	KWTO-FM
4	KTXR-FM	4	KTXR-FM
5	KWTO-FM	5	KTTS-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1691

A/M '79		A/M '80	
1	KWTO-FM 606	1	KWTO-FM 662
2	KWTO-AM 491	2	KWTO-AM 516
3	KTTS-FM 462	3	KTTS-FM 439
4	KTTS-AM 386	4	KTXR-FM 395
5	KICK-AM 344	5	KTTS-AM 394

M-F, 6-10am

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KWTO-AM
3	KWTO-AM	3	KTTS-FM
4	KTTS-AM	4	KTTS-AM
5	KICK-AM	5	KICK-AM

M-F, 3-7pm

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KTXR-FM
3	KWTO-AM	3	KWTO-AM
4	KICK-AM	4	KTTS-FM
5	KTXR-FM	5	KTTS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 183

A/M '79		A/M '80	
1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KICK-AM
3	KWTO-AM	3	KWTO-AM

M-F, 6-10am

1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KICK-AM
3	KWTO-AM	3	KWTO-AM

M-F, 3-7pm

1	KWTO-FM	1	KWTO-FM
2	KICK-AM	2	KICK-AM
3	KBUG-AM	3	KCBX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 665

A/M '79		A/M '80	
1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KICK-AM
3	KICK-AM	3	KWTO-AM
4	KWTO-AM	4	KTTS-FM
5	KTTS-AM	5	KCBX-AM

M-F, 6-10am

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KICK-AM
3	KWTO-AM	3	KWTO-AM
4	KICK-AM	4	KTTS-FM
5	KTTS-AM	5	KCBX-AM

M-F, 3-7pm

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KICK-AM
3	KWTO-AM	3	KWTO-AM
4	KICK-AM	4	KTTS-FM
5	KTTS-AM	5	KCBX-AM

M-F, 3-7pm

1	KWTO-FM	1	KWTO-FM
2	KTTS-FM	2	KICK-AM
3	KICK-AM	3	KWTO-AM
4	KWTO-AM	4	KRFG-FM
5	KRFG-FM	5	KCBX-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 734

A/M '79		A/M '80	
1	KTTS-FM	1	KWTO-FM
2	KWTO-AM	2	KWTO-AM
3	KTTS-AM	3	KTTS-FM
4	KTXR-FM	4	KTXR-FM
5	KTTS-FM	5	KTTS-AM

M-F, 6-10am

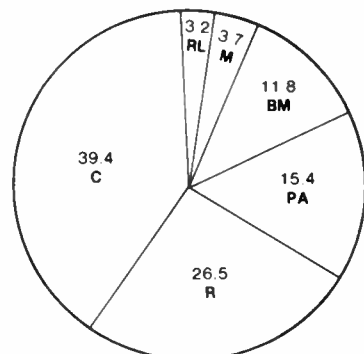
1	KTTS-FM	1	KWTO-FM
2	KWTO-AM	2	KWTO-AM
3	KTTS-AM	3	KTTS-FM
4	KWTO-FM	4	KTTS-AM
5	KCBX-AM	5	KICK-AM

M-F, 3-7pm

1	KTTS-FM	1	KWTO-FM
2	KWTO-AM	2	KTXR-FM
3	KTTS-AM	3	KWTO-AM
4	KWTO-FM	4	KTTS-FM
5	KTXR-FM	5	KICK-AM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Seattle-Everett-Tacoma

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M-F, 3-7pm

1	KJR -AM	1	KJR -AM
2	KZOK-FM	2	KISW-FM
3	KING-AM	3	KING-AM
4	KISW-FM	4	KZAM-FM
5	KIRO-AM	5	KZOK-FM
6	KYYX-FM	6	KIRO-AM
7	KTAC-AM	7	KPLZ-FM
8	KVI -FM	8	KYYX-FM
9	KZAM-FM	9	KNBQ-FM
10	KVI -AM	10	KPLZ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 7735

A/M '79		A/M '80	
1	KIRO-AM	1	KIRO-AM
2	KVI -AM	2	KOMO-AM
3	KOMO-AM	3	KING-AM
4	KJR -AM	4	KJR -AM
5	KING-AM	5	KVI -AM
6	KSEA-FM	6	KSEA-FM
7	KMPS-AM	7	KBRD-FM
8	KVI -FM	8	KEZX-FM
9	KING-FM	9	KZAM-FM
10	KZAM-FM	10	KMPS-AM

M-F, 6-10am

1	KIRO-AM	1	KIRO-AM
2	KVI -AM	2	KOMO-AM
3	KOMO-AM	3	KVI -AM
4	KJR -AM	4	KJR -AM
5	KING-AM	5	KSEA-FM
6	KSEA-FM	6	KING-AM
7	KZAM-FM	7	KIXI-FM
8	KMPS-AM	8	KMPS-AM
9	KMPS-FM	9	KING-FM
10	KTAC-AM	10	KEZX-FM

M-F, 3-7pm

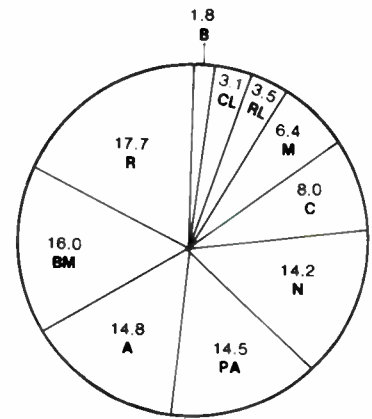
1	KIRO-AM	1	KIRO-AM
2	KVI -AM	2	KOMO-AM
3	KOMO-AM	3	KJR -AM
4	KJR -AM	4	KSEA-FM
5	KSEA-FM	5	KING-AM
6	KING-AM	6	KIXI-FM
7	KMPS-AM	7	KYYX-FM
8	KMPS-FM	8	KING-FM
9	KVI -FM	9	KING-FM
10	KZAM-FM	10	KMPS-FM

## Format Legend

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

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



# Steubenville-Weirton

METRO RANK

156

Average Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 1363

A/M '79	A/M '80
1 WWVA-AM 17.2	WRKY-FM (R) 13.0
2 WSTV-AM 13.3	WWVA-AM (C) 13.0
3 WRKY-FM 8.9	WSTV-AM (PA) 11.4
4 WEIR-AM 8.4	WEIR-AM (PA) 8.8
5 KDKA-AM 6.9	KDKA-AM (PA) 7.3
6 WPEZ-FM 5.9	WPEZ-FM (R) 6.2
7 WDVE-FM 5.4	WSHH-FM (BB) 4.7
8 WLIT-AM 3.0	WELA-FM (BB) 4.1
9 WOMP-FM 3.0	WDVE-FM (A) 3.1
10 WTRF-FM 3.0	WKWK-FM (R) 2.6
11 WSHH-FM 2.5	WJOI-FM (BB) 2.6
12 WAMO-FM 2.5	WOMP-FM (A) 2.1
13 WOMP-AM 2.0	WTRF-FM (BB) 2.1
14 WNEU-AM 2.0	WAMO-FM (R) 2.1
15 WOHI-AM 2.0	WPNT-FM (BB) 1.6
16 WELA-FM 1.5	WOHI-AM (PA) 1.6
17 WKWK-FM 1.5	WKKX-FM (R) 1.0
18 WJOI-FM 0.5	WKWK-AM (R) 1.0
19 KDKA-FM 0.5	WLIT-AM (PA) 1.0
20 WKWK-AM 0.5	WOMP-AM (R) 1.0
21	WKBN-FM (BB) 0.5

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1363

A/M '79	A/M '80
1 WWVA-AM 35	WRKY-FM 25
2 WSTV-AM 27	WWVA-AM 25
3 WRKY-FM 18	WSTV-AM 22
4 WEIR-AM 17	WEIR-AM 17
5 KDKA-AM 14	KDKA-AM 14

M-F, 6-10am

1 WWVA-AM	WWVA-AM
2 WSTV-AM	WSTV-AM
3 WFIR-AM	WEIR-AM
4 KDKA-AM	WRKY-FM
5 WPEZ-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WRKY-FM
2 WRKY-FM	WWVA-AM
3 WFIR-AM	KDKA-AM
4 WSTV-AM	WPEZ-FM
5 WPEZ-FM	WSHH-FM

Teens

M-S, 6am-Midnight

POP(00): 174

A/M '79	A/M '80
1 WPEZ-FM	WRKY-FM
2 WRKY-FM	WPEZ-FM
3 WFIR-AM	WFIR-AM

M-F, 6-10am

1 WEIR-AM	WFIR-AM
2 WPEZ-FM	WRKY-FM
3 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WPEZ-FM	WRKY-FM
2 WFIR-AM	WAMO-FM
3 WRKY-FM	WOMP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 427

A/M '79	A/M '80
1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WEIR-AM
4 WPEZ-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 6-10am

1 WEIR-AM	WRKY-FM
2 WWVA-AM	WEIR-AM
3 WPEZ-FM	WWVA-AM
4 WDVE-FM	WPEZ-FM
5 WRKY-FM	WDVE-FM

M-F, 3-7pm

1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WDVE-FM
4 WPEZ-FM	WEIR-AM
5 WOMP-FM	WWVA-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 642

A/M '79	A/M '80
1 WWVA-AM	WWVA-AM
2 WSTV-AM	WRKY-FM
3 WRKY-FM	WFIR-AM
4 WEIR-AM	WSTV-AM
5 KDKA-AM	WELA-FM

M-F, 6-10am

1 WWVA-AM	WEIR-AM
2 WSTV-AM	WWVA-AM
3 WEIR-AM	WSTV-AM
4 KDKA-AM	WRKY-FM
5 WRKY-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WWVA-AM
2 WRKY-FM	WRKY-FM
3 WEIR-AM	WEIR-AM
4 WSTV-AM	WELA-FM
5 WTRF-FM	WPEZ-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1363

A/M '79	A/M '80
1 WEIR-AM 445	WRKY-FM 452
2 WSTV-AM 419	WWVA-AM 360
3 WWVA-AM 413	WSTV-AM 356
4 WRKY-FM 314	WFIR-AM 354
5 KDKA-AM 311	KDKA-AM 247

M-F, 6-10am

1 WSTV-AM	WWVA-AM
2 WWVA-AM	WSTV-AM
3 WEIR-AM	WEIR-AM
4 KDKA-AM	WRKY-FM
5 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WEIR-AM	WRKY-FM
2 WWVA-AM	WWVA-AM
3 WRKY-FM	WEIR-AM
4 WSTV-AM	WSTV-AM
5 WPEZ-FM	KDKA-AM

Teens

M-S, 6am-Midnight

POP(00): 174

A/M '79	A/M '80
1 WPEZ-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WRKY-FM	WEIR-AM

M-F, 6-10am

1 WFIR-AM	WFIR-AM
2 WPEZ-FM	WRKY-FM
3 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WPEZ-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WRKY-FM	WOMP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 427

A/M '79	A/M '80
1 WRKY-FM	WRKY-FM
2 WFIR-AM	WFIR-AM
3 WPEZ-FM	WPEZ-FM
4 WDVE-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 6-10am

1 WEIR-AM	WRKY-FM
2 WPEZ-FM	WPEZ-FM
3 WRKY-FM	WEIR-AM
4 WDVE-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 3-7pm

1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WFIR-AM
4 WPEZ-FM	WDVE-FM
5 WWVA-AM	WWVA-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 642

A/M '79	A/M '80
1 WWVA-AM	WRKY-FM
2 WEIR-AM	WWVA-AM
3 WSTV-AM	WEIR-AM
4 WRKY-FM	WSTV-AM
5 KDKA-AM	KDKA-AM

M-F, 6-10am

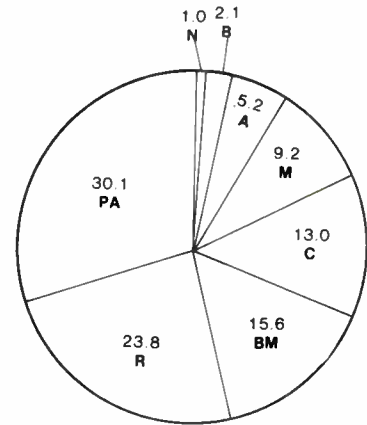
1 WWVA-AM	WWVA-AM
2 WEIR-AM	WEIR-AM
3 WSTV-AM	WRKY-FM
4 KDKA-AM	WSTV-AM
5 WRKY-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WRKY-FM
2 WEIR-AM	WWVA-AM
3 WRKY-FM	WEIR-AM
4 WSTV-AM	KDKA-AM
5 KDKA-AM	WPEZ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Stockton

METRO RANK **107**

verage Persons 12+ Share Trends  
Monday-Sunday, 6am-Midnight  
POP(00): 2658

A/M '78	A/M '79	A/M '80			
1 KJOY-AM	12.5	KJAX-FM	12.3	KRAK-AM (C)	13.6
2 KJAX-FM	11.0	KRAK-AM	10.4	KJAX-FM (BB)	9.6
3 KFRC-AM	10.4	KCBS-AM	8.1	KHOP-FM (PA)	8.2
4 KRAK-AM	8.9	KJOY-AM	7.8	KNBR-AM (PA)	7.2
5 KCBS-AM	6.3	KFRC-AM	6.7	KJOY-AM (M)	6.6
6 KNBR-AM	5.4	KNBR-AM	5.6	KCBS-AM (M)	5.9
7 KSTN-AM	4.8	KWIN-FM	5.6	KSTN-AM (M)	5.3
8 KWIN-FM	4.5	KSTN-AM	5.3	KGO-AM (M)	3.7
9 KHOP-FM	3.6	KHOP-FM	4.5	KSTN-FM (M)	3.2
10 KWG-AM	3.3	KSRT-FM	3.4	KSRT-FM (M)	2.7
11 KSRT-FM	3.0	KSTN-FM	2.8	KEWT-FM (M)	2.7
12 KCVR-AM	2.1	KWG-AM	2.5	KFRC-AM (M)	2.4
13 KTRB-AM	1.5	KEWT-FM	2.5	KWIN-FM (PA)	2.4
14 KEWT-FM	1.5	KQKK-FM	2.2	KWG-AM (M)	1.9
15 KKIS-AM	1.5	KGO-AM	1.7	KFBK-AM (M)	1.6
16 KOSO-FM	1.5	KFBK-AM	1.1	KZA-P-FM (A)	1.3
17 KEBR-FM	1.5	KFIV-AM	1.1	KTRB-AM (C)	1.3
18 KFBK-AM	1.5	KOSO-FM	1.1	KQKK-FM (M)	1.1
19 KGO-AM	1.2	KCVR-AM	0.8	KXOA-FM (A)	0.8
20 KSFO-AM	1.2	KTRB-AM	0.6	KOSO-FM (PA)	0.8
21 KWOD-FM	1.2			KCVR-AM (M)	0.8
22 KCTC-FM	0.9			KWOD-FM (PA)	0.5
23 KSFX-FM	0.6			KSOL-FM (M)	0.5
24				KFIV-AM (M)	0.5
25				KFMR-FM (M)	0.5

### Average Persons Trends/Rankings

total 12+  
M-S, 6am-Midnight  
POP(00): 2658

A/M '78	A/M '79	A/M '80			
1 KJOY-AM	42	KJAX-FM	44	KRAK-AM	51
2 KJAX-FM	37	KRAK-AM	37	KJAX-FM	38
3 KFRC-AM	35	KCBS-AM	29	KHOP-FM	31
4 KRAK-AM	30	KJOY-AM	28	KNBR-AM	27
5 KCBS-AM	21	KFRC-AM	24	KJOY-AM	25

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KJOY-AM	KCBS-AM	KCBS-AM
3 KRAK-AM	KJAX-FM	KNBR-AM
4 KCBS-AM	KJOY-AM	KJAX-FM
5 KJAX-FM	KSTN-AM	KHOP-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KJAX-FM	KRAK-AM
2 KFRC-AM	KJOY-AM	KHOP-FM
3 KJAX-FM	KRAK-AM	KJAX-FM
4 KRAK-AM	KFRC-AM	KSTN-AM
5 KSTN-AM	KNBR-AM	KNBR-AM

Teens  
M-S, 6am-Midnight  
POP(00): 346

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KJOY-AM	KFRC-AM	KHOP-FM
3 KHOP-FM	KHOP-FM	KSTN-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KJOY-AM
3 KHOP-FM	KFRC-AM	KSTN-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KFRC-AM	KJOY-AM
3 KSTN-AM	KHOP-FM	KSTN-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 898

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KWIN-FM	KHOP-FM
2 KFRC-AM	KFRC-AM	KSTN-AM
3 KRAK-AM	KJOY-AM	KJOY-AM
4 KWIN-FM	KHOP-FM	KJAX-FM
5 KSTN-AM	KSTN-AM	KRAK-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KWIN-FM	KRAK-AM
3 KRAK-AM	KJOY-AM	KFRC-AM
4 KSTN-AM	KSTN-AM	KSTN-AM
5 KNBR-AM	KRAK-AM	KNBR-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KFRC-AM	KHOP-FM
2 KFRC-AM	KHOP-FM	KJAX-FM
3 KSTN-AM	KWIN-FM	KSTN-AM
4 KWIN-FM	KJOY-AM	KSRT-FM
5 KRAK-AM	KQKK-FM	KJOY-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1194

A/M '78	A/M '79	A/M '80
1 KJAX-FM	KRAK-AM	KRAK-AM
2 KRAK-AM	KJAX-FM	KJAX-FM
3 KJOY-AM	KNBR-AM	KNBR-AM
4 KFRC-AM	KSTN-AM	KCBS-AM
5 KNBR-AM	KWIN-FM	KHOP-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KJAX-FM	KJAX-FM	KNBR-AM
3 KNBR-AM	KNBR-AM	KJAX-FM
4 KJOY-AM	KSTN-AM	KCBS-AM
5 KRAK-AM	KCBS-AM	KJOY-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJAX-FM	KJAX-FM	KRAK-AM
2 KRAK-AM	KRAK-AM	KJAX-FM
3 KJOY-AM	KNBR-AM	KNBR-AM
4 KFRC-AM	KCBS-AM	KEWT-FM
5 KNBR-AM	KJOY-AM	KCBS-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2658

A/M '78	A/M '79	A/M '80			
1 KJOY-AM	749	KJOY-AM	764	KJOY-AM	609
2 KFRC-AM	708	KFRC-AM	543	KRAK-AM	538
3 KJAX-FM	459	KSTN-AM	507	KHOP-FM	473
4 KRAK-AM	449	KNBR-AM	489	KSTN-AM	464
5 KSTN-AM	446	KRAK-AM	479	KCBS-AM	453

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KRAK-AM
2 KJOY-AM	KRAK-AM	KCBS-AM
3 KRAK-AM	KFRC-AM	KJOY-AM
4 KSTN-AM	KSTN-AM	KHOP-FM
5 KCBS-AM	KCBS-AM	KNBR-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KRAK-AM
2 KJOY-AM	KNBR-AM	KHOP-FM
3 KSTN-AM	KRAK-AM	KJOY-AM
4 KRAK-AM	KFRC-AM	KSTN-AM
5 KJAX-FM	KSTN-AM	KNBR-AM

Teens  
M-S, 6am-Midnight  
POP(00): 346

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KJOY-AM	KFRC-AM	KHOP-FM
3 KSTN-AM	KSTN-AM	KSTN-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KJOY-AM
3 KSTN-AM	KFRC-AM	KFRC-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KJOY-AM	KHOP-FM
2 KFRC-AM	KFRC-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KSTN-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 898

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KFRC-AM	KHOP-FM
2 KFRC-AM	KJOY-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KSTN-AM
4 KSRT-FM	KHOP-FM	KFRC-AM
5 KNBR-AM	KWIN-FM	KSRT-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KJOY-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KFRC-AM
4 KNBR-AM	KWIN-FM	KSTN-AM
5 KRAK-AM	KHOP-FM	KNBR-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KSTN-AM
3 KSTN-AM	KJOY-AM	KFRC-AM
4 KRAK-AM	KWIN-FM	KSRT-FM
5 KNBR-AM	KNBR-AM	KJOY-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1194

A/M '78	A/M '79	A/M '80
1 KRAK-AM	KNBR-AM	KRAK-AM
2 KJOY-AM	KRAK-AM	KNBR-AM
3 KFRC-AM	KJOY-AM	KJAX-FM
4 KJAX-FM	KFRC-AM	KJOY-AM
5 KNBR-AM	KSTN-AM	KCBS-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KRAK-AM	KNBR-AM	KNBR-AM
3 KJOY-AM	KSTN-AM	KJAX-FM
4 KJAX-FM	KJAX-FM	KCBS-AM
5 KNBR-AM	KFRC-AM	KJOY-AM

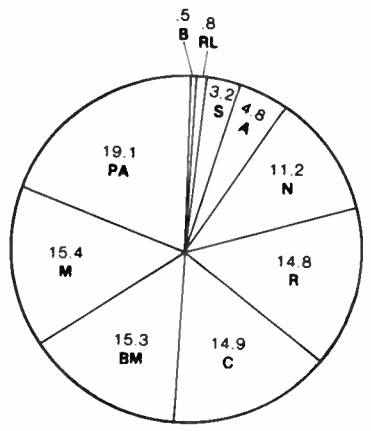
  

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KRAK-AM	KNBR-AM	KNBR-AM
3 KJAX-FM	KJAX-FM	KJAX-FM
4 KJOY-AM	KFRC-AM	KCBS-AM
5 KNBR-AM	KSTN-AM	KSTN-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Syracuse

METRO RANK

57

## A/M '80 Market Overview

In the overall market and the 25-54 demos, there was a stable story — **WSYR** and **WHEN** were 1-2, as they were when Arbitron last measured Syracuse. However, within the 18-34 target there was a shakeup. **WSYR-FM** surged to become the new kingpin, passing former leaders **WAQX** and **WNDR**.

In its first real AOR book, **WSYR-FM** skyrocketed into the young adult lead. The station used TV, busboards, billboards, weekly newspapers, and bumper stickers to spread the word. It also formed the "Rock 'n' Roll Air Force," and 15,000 people sent in for the ID cards. The former AOR pacesetter, **WAQX**, lost a third of its 18-34 share in the face of this blitz, ending up with a 8 share. **WNDR** was affected too, and slipped similarly, ending up tied with **WAQX** at the 8 share level.

The new number two 18-34 was P/A station **WHEN**. Strong in the 25-34 cell, **WHEN** added more than four shares to its previous 18-34 total to score in the upper-13 range. The **WHEN 25-34** and **35-44** strength helped the station do well in the 25-54 standings also. The station remained stable at a 13 share, second to the upper 14 figure of **WSYR**. **WSYR** was down two shares from its previous numbers in this demo, but the station was still the strongest 35+ force.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5287

A/M '79	O/N '79	A/M '80			
1 WSYR-AM	14.1	WSYR-AM	18.0	WSYR-AM (PA)	15.5
2 WHEN-AM	13.8	WHEN-AM	7.7	WHEN-AM (PA)	10.3
3 WNTQ-FM	7.4	WNDR-AM	7.1	WSYR-FM (A)	8.7
4 WEZG-FM	6.5	WAQX-FM	6.8	WNTQ-FM (BM)	6.7
5 WKFM-FM	5.4	WNTQ-FM	6.8	WEZG-FM (BM)	5.5
6 WNDR-AM	5.2	WOLF-AM	6.2	WAQX-FM (A)	5.4
7 WAOX-FM	5.2	WFBL-AM	6.1	WNDR-AM (D)	5.0
8 WOLF-AM	4.8	WEZG-FM	6.1	WKFM-FM (R)	4.8
9 WSYR-FM	4.0	WKFM-FM	4.8	WOLF-AM (R)	4.1
10 WFBL-AM	3.9	WSYR-FM	3.3	WSEN-FM (C)	4.1
11 WSEN-AM	3.4	WSOQ-AM	3.1	WFBL-AM (R)	3.8
12 WSOQ-AM	3.1	WSEN-AM	2.9	WONO-FM (BM)	2.5
13 WSEN-FM	2.7	WSEN-FM	2.7	WOUR-FM (A)	2.5
14 WSCP-AM	2.5	WONO-FM	2.2	WSEN-AM (C)	2.3
15 WMHR-FM	2.2	WKGW-FM	1.5	WSCO-AM (R)	1.8
16 WSGO-AM	2.2	WOUR-FM	1.5	WMHR-FM (RL)	1.6
17 WOUR-FM	1.6	WSCO-AM	1.5	WKGW-FM (R)	1.2
18 WSGO-FM	1.3	WOSC-AM	1.2	WSCO-AM (BM)	1.1
19 WKGW-FM	1.1	WMHR-FM	0.9	WSCP-AM (C)	0.9
20 WONO-FM	0.9	WNOZ-FM	0.7	WYRD-AM (R)	0.7
21 WIRQ-FM	0.8	WSCP-AM	0.6	WOSC-AM (PA)	0.6
22 WOSC-AM	0.6	WMCR-FM	0.5	WSCO-FM (R)	0.2
23 WMCR-FM	0.5	WSCO-FM	0.4		
24 WNCR-AM	0.5	WNCR-AM	0.2		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5287

A/M '79	O/N '79	A/M '80			
1 WSYR-AM	120	WSYR-AM	147	WSYR-AM	126
2 WHEN-AM	118	WHEN-AM	63	WHEN-AM	84
3 WNTQ-FM	63	WNDR-AM	58	WSYR-FM	71
4 WEZG-FM	55	WAQX-FM	56	WNTQ-FM	54
5 WKFM-FM	46	WNTQ-FM	56	WEZG-FM	45

M-F, 6-10am

1 WSYR-AM	WSYR-AM	WSYR-AM
2 WHEN-AM	WHEN-AM	WHEN-AM
3 WNDR-AM	WFBL-AM	WNDR-AM
4 WOLF-AM	WOLF-AM	WNTQ-FM
5 WNTQ-FM	WNDR-AM	WSYR-FM

M-F, 3-7pm

1 WSYR-AM	WSYR-AM	WSYR-AM
2 WHEN-AM	WHEN-AM	WHEN-AM
3 WNTQ-FM	WAQX-FM	WSYR-FM
4 WEZG-FM	WNTQ-FM	WNTQ-FM
5 WAOX-FM	WNDR-AM	WAQX-FM

Teens  
M-S, 6am-Midnight  
POP(00): 715

A/M '79	O/N '79	A/M '80
1 WOLF-AM	WOLF-AM	WAQX-FM
2 WHEN-AM	WAQX-FM	WSYR-FM
3 WKFM-FM	WFBL-AM	WKFM-FM

M-F, 6-10am

1 WOLF-AM	WOLF-AM	WAQX-FM
2 WHEN-AM	WFBL-AM	WSYR-FM
3 WFBL-AM	WAQX-FM	WOLF-AM

M-F, 3-7pm

1 WOLF-AM	WOLF-AM	WAQX-FM
2 WAQX-FM	WAQX-FM	WSYR-FM
3 WHEN-AM	WFBL-AM	WKFM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WAQX-FM	WSYR-FM
2 WKFM-FM	WNDR-AM	WHEN-AM
3 WAQX-FM	WHEN-AM	WNDR-AM
4 WNDR-AM	WFBL-AM	WAQX-FM
5 WSYR-FM	WKFM-FM	WKFM-FM

M-F, 6-10am

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WNDR-AM	WAQX-FM	WNDR-AM
3 WOLF-AM	WFBL-AM	WSYR-FM
4 WKFM-FM	WDR-AM	WKFM-FM
5 WAQX-FM	WOLF-AM	WOLF-AM

M-F, 3-7pm

1 WHEN-AM	WAQX-FM	WSYR-FM
2 WAQX-FM	WHEN-AM	WHEN-AM
3 WSYR-FM	WNDR-AM	WAQX-FM
4 WKFM-FM	WFBL-AM	WKFM-FM
5 WNDR-AM	WSYR-FM	WNDR-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2350

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WNTQ-FM	WNDR-AM	WNTQ-FM
4 WNDR-AM	WNTQ-FM	WEZG-FM
5 WEZG-FM	WEZG-FM	WNDR-AM

M-F, 6-10am

1 WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WNTQ-FM	WNDR-AM	WNDR-AM
4 WNDR-AM	WOLF-AM	WNTQ-FM
5 WFBL-AM	WFBL-AM	WKFM-FM

M-F, 3-7pm

1 WHEN-AM	WSYR-AM	WSYR-AM
2 WNTQ-FM	WHEN-AM	WHEN-AM
3 WSYR-AM	WNDR-AM	WNTQ-FM
4 WNDR-AM	WNTQ-FM	WEZG-FM
5 WEZG-FM	WEZG-FM	WKFM-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5287

A/M '79	O/N '79	A/M '80			
1 WHEN-AM	2075	WSYR-AM	1729	WSYR-AM	1774
2 WSYR-AM	1689	WHEN-AM	1408	WHEN-AM	1628
3 WOLF-AM	1115	WFBL-AM	1121	WSYR-FM	1069
4 WKFM-FM	961	WOLF-AM	1014	WFBL-AM	804
5 WNDR-AM	931	WNDR-AM	978	WAQX-FM	802

M-F, 6-10am

1 WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WOLF-AM	WFBL-AM	WSYR-FM
4 WFBL-AM	WOLF-AM	WNDR-AM
5 WNDR-AM	WNDR-AM	WOLF-AM

M-F, 3-7pm

1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WOLF-AM	WFBL-AM	WSYR-FM
4 WNDR-AM	WOLF-AM	WKFM-FM
5 WEZG-FM	WNDR-AM	WFBL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 715

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WOLF-AM	WAQX-FM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WKFM-FM	WAQX-FM	WFBL-AM

M-F, 6-10am

1 WHEN-AM	WOLF-AM	WAQX-FM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WFBL-AM	WHEN-AM	WHEN-AM

M-F, 3-7pm

1 WOLF-AM	WOLF-AM	WSYR-FM
2 WHEN-AM	WFBL-AM	WAQX-FM
3 WAQX-FM	WAQX-FM	WKFM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WKFM-FM	WNDR-AM	WNDR-AM
4 WNDR-AM	WKFM-FM	WAQX-FM
5 WAQX-FM	WOLF-AM	WKFM-FM

M-F, 6-10am

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WNDR-AM	WNDR-AM	WNDR-AM
4 WKFM-FM	WOLF-AM	WKFM-FM
5 WAQX-FM	WAQX-FM	WOLF-AM

M-F, 3-7pm

1 WHEN-AM	WFBL-AM	WHEN-AM
2 WOLF-AM	WNDR-AM	WSYR-FM
3 WAQX-FM	WHEN-AM	WKFM-FM
4 WNDR-AM	WAQX-FM	WAQX-FM
5 WKFM-FM	WOLF-AM	WNDR-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2350

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WNDR-AM	WNDR-AM	WNDR-AM
4 WNTQ-FM	WFBL-AM	WNTQ-FM
5 WEZG-FM	WOLF-AM	WKFM-FM

M-F, 6-10am

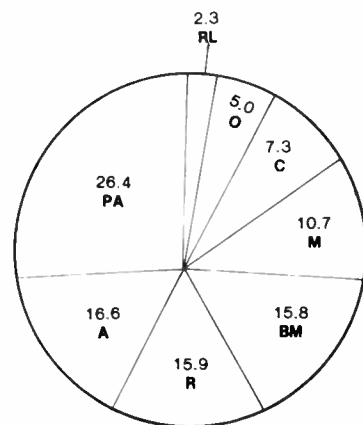
1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WNDR-AM	WHEN-AM	WNDR-AM
4 WNTQ-FM	WFBL-AM	WNTQ-FM
5 WFBL-AM	WOLF-AM	WKFM-FM

M-F, 3-7pm

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WSYR-AM	WSYR-AM
3 WNDR-AM	WNDR-AM	WKFM-FM
4 WNTQ-FM	WFBL-AM	WNDR-AM
5 WEZG-FM	WEZG-FM	WFBL-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Callahassee

METRO RANK **162**

## Share Persons Trends/Rankings Monday-Sunday, 6am-Midnight

POP(00): 1209

A/M '78	A/M '79	A/M '80
1 WGLF-FM 22.8	WBGM-FM 25.1	WANM-AM(AM) 20.5
2 WTNT-AM 14.2	WANM-AM 14.6	WBGM-FM(AM) 17.5
3 WANM-AM 14.2	WLVW-FM 13.5	WGLF-FM(AM) 14.0
4 WBGM-FM 8.6	WGLF-FM 10.5	WLVW-FM(AM) 1.7
5 WOVD-FM 7.4	WTNT-AM 8.2	WTNT-AM(C) 8.2
6 WONS-AM 6.2	WOVD-FM 8.2	WOVD-FM(A) 7.0
7 WLVW-FM 5.6	WTAL-AM 4.1	WPAP-FM(C) 5.3
8 WTAL-AM 3.7	WPAP-FM 2.9	WTAL-AM(PA) 4.1
9 WCVC-AM 3.1	WCVC-AM 1.8	WJAD-FM(PB) 0.6
0 WPAP-FM 2.5	WONS-AM 0.6	WKQE-AM(C) 0.6
1 WTUF-FM 1.2		WTUF-FM(AM) 0.6

## Average Persons Trends/Rankings

POP(00): 1209

A/M '78	A/M '79	A/M '80
1 WGLF-FM 37	WBGM-FM 43	WANM-AM 35
2 WTNT-AM 23	WANM-AM 25	WBGM-FM 30
3 WANM-AM 23	WLVW-FM 23	WGLF-FM 24
4 WBGM-FM 14	WGLF-FM 18	WLVW-FM 20
5 WOVD-FM 12	WTNT-AM 14	WTNT-AM 14

6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WTNT-AM	WGLF-FM
3 WANM-AM	WLVW-FM	WTNT-AM
4 WBGM-FM	WGLF-FM	WLVW-FM
5 WONS-AM	WANM-AM	WANM-AM

3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WANM-AM
2 WANM-AM	WANM-AM	WBGM-FM
3 WTNT-AM	WLVW-FM	WGLF-FM
4 WOVD-FM	WGLF-FM	WLVW-FM
5 WBGM-FM	WOVD-FM	WTNT-AM

Teens  
M-S, 6am-Midnight  
POP(00): 133

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WGLF-FM
2 WANM-AM	WGLF-FM	WBGM-FM
3 WONS-AM	WANM-AM	WANM-AM

6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WANM-AM	WANM-AM	WGLF-FM
3 WONS-AM	WGLF-FM	WANM-AM

3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WANM-AM
2 WANM-AM	WANM-AM	WGLF-FM
3 WONS-AM	WTAL-AM	WBGM-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 609

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOVD-FM	WGLF-FM	WANM-AM
3 WANM-AM	WOVD-FM	WGLF-FM
4 WONS-AM	WANM-AM	WOVD-FM
5 WTNT-AM	WLVW-FM	WLVW-FM

6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WGLF-FM	WGLF-FM
3 WANM-AM	WANM-AM	WANM-AM
4 WOVD-FM	WOVD-FM	WTNT-AM
5 WONS-AM	WTNT-AM	WOVD-FM

3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOVD-FM	WGLF-FM	WANM-AM
3 WANM-AM	WOVD-FM	WGLF-FM
4 WTNT-AM	WANM-AM	WOVD-FM
5 WONS-AM	WLVW-FM	WTNT-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 526

A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM
2 WANM-AM	WANM-AM	WLVW-FM
3 WBGM-FM	WLVW-FM	WTNT-AM
4 WGLF-FM	WTNT-AM	WANM-AM
5 WOVD-FM	WGLF-FM	WPAP-FM

6-10am

A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WTNT-AM
2 WBGM-FM	WTNT-AM	WBGM-FM
3 WGLF-FM	WLVW-FM	WLVW-FM
4 WANM-AM	WANM-AM	WPAP-FM
5 WLVW-FM	WGLF-FM	WGLF-FM

3-7pm

A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM
2 WBGM-FM	WANM-AM	WANM-AM
3 WANM-AM	WLVW-FM	WTNT-AM
4 WGLF-FM	WTNT-AM	WLVW-FM
5 WLVW-FM	WGLF-FM	WGLF-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1209

A/M '78	A/M '79	A/M '80
1 WGLF-FM 490	WBGM-FM 527	WBGM-FM 458
2 WTNT-AM 306	WGLF-FM 372	WGLF-FM 412
3 WOVD-FM 263	WTNT-AM 262	WANM-AM 262
4 WTAL-AM 256	WANM-AM 223	WTNT-AM 247
5 WANM-AM 231	WLVW-FM 211	WOVD-FM 216

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WGLF-FM	WGLF-FM
3 WANM-AM	WTNT-AM	WTNT-AM
4 WONS-AM	WLVW-FM	WANM-AM
5 WTAL-AM	WANM-AM	WLVW-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOVD-FM	WGLF-FM	WGLF-FM
3 WTNT-AM	WANM-AM	WANM-AM
4 WANM-AM	WLVW-FM	WTNT-AM
5 WBGM-FM	WTAL-AM	WLVW-FM

Teens  
M-S, 6am-Midnight  
POP(00): 133

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WGLF-FM
2 WANM-AM	WGLF-FM	WBGM-FM
3 WONS-AM	WANM-AM	WANM-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WGLF-FM
2 WONS-AM	WANM-AM	WBGM-FM
3 WANM-AM	WGLF-FM	WANM-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WGLF-FM
2 WANM-AM	WANM-AM	WBGM-FM
3 WONS-AM	WGLF-FM	WANM-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 609

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOVD-FM	WGLF-FM	WGLF-FM
3 WTAL-AM	WOVD-FM	WOVD-FM
4 WONS-AM	WANM-AM	WANM-AM
5 WTNT-AM	WTAL-AM	WTAL-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WONS-AM	WGLF-FM	WGLF-FM
3 WOVD-FM	WOVD-FM	WANM-AM
4 WANM-AM	WTAL-AM	WTNT-AM
5 WTAL-AM	WANM-AM	WOVD-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOVD-FM	WGLF-FM	WGLF-FM
3 WONS-AM	WOVD-FM	WANM-AM
4 WANM-AM	WANM-AM	WOVD-FM
5 WTAL-AM	WTNT-AM	WTNT-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 526

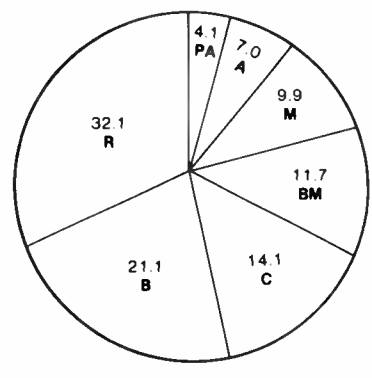
A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM
2 WGLF-FM	WGLF-FM	WTNT-AM
3 WBGM-FM	WTNT-AM	WGLF-FM
4 WTAL-AM	WLVW-FM	WLVW-FM
5 WANM-AM	WANM-AM	WPAP-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WTNT-AM
2 WBGM-FM	WTNT-AM	WBGM-FM
3 WGLF-FM	WLVW-FM	WPAP-FM
4 WANM-AM	WANM-AM	WLVW-FM
5 WONS-AM	WTAL-AM	WGLF-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM
2 WBGM-FM	WLVW-FM	WTNT-AM
3 WGLF-FM	WTNT-AM	WGLF-FM
4 WANM-AM	WANM-AM	WANM-AM
5 WLVW-FM	WGLF-FM	WLVW-FM



**Format Legend**

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

# Tampa-St. Petersburg

METRO RANK

24

## A/M '80 Market Overview

Of the seven top stations here, five fell into either the Beautiful Music or Country categories. AOR WQXM and contemporary WRBQ continued to lead in young adults.

It appears that Ed Winton's WWBA-FM may continue to be the top station here infinitely. Although down from the Fall and Winter sweeps, WWBA-FM was ahead of last spring's pace. The station uses no syndicator for music service or production. Advertising was concentrated on TV and billboards, with a larger budget than usual. WWBA-FM's strength was concentrated in the 45+ demos, the major portion of the Tampa market. WWBA-FM slipped in 25-54's from last spring's survey, from an 8 share down to a high-6 figure.

Beautiful Music competitor WJYW scored better 25-54 than WWBA-FM. WJYW was stable, comparing this spring to last, maintaining a mid-7 share. The station was in a state of flux, changing syndicators from Schulke to Bonneville, and gearing up for the O/N'80 survey. As a result, little effort was made for the

A/M '80 survey. With music changes likely, the fall results may be eventful for WWBA-FM and WJYW.

Like WWBA-FM, WFLA-FM, the other major BM factor in the market, use no outside syndicator. The station suffered a soft book, perhaps due to scarce external advertising on its behalf. WFLA-FM's share of the 25-54 audience slipped from just over a 6 share last spring to just under a 5.

The top two 25-54 stations were Country WQYK and Plough's WSUN. WQYK maintained its 11 share from spring to spring, while WSUN upped its 25-54 numbers from mid-7 to a 9 share. WSUN's improved fortunes may have been due to the station switching its drivetime personalities around, as well as a larger ad budget spent totally on TV.

The 18-34 picture still showed the same 1-2 stations as last spring. WQXM the AOR leader, was still on top, moving to over a 16 share. WRBQ made the biggest gains, however, adding more than four shares to register a mid-14 share. Most of the WRBQ gains were among young adult women, especially in middays and PM drive.

WOKF almost doubled its audience and scored a mid-10 share 18-34. Like WRBQ, the improvement for WOKF came from increases among women listeners, in midday and PM drive. WOKF evolved its format away from Dancemusique and into more traditional contemporary hit sound. Advertising for the station was less than in previous books, with billboards and some limited TV exposure.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 12657

A/M '79	O/N '79	J/F '80	A/M '80
1 WWBA-FM 9.3	WWBA-FM 12.6	WWBA-FM 13.9	WWBA-FM(OM) 10.8
2 WQYK-FM 7.9	WOXM-FM 8.4	WQYK-FM 7.8	WJYW-FM(OM) 7.4
3 WJYW-FM 7.7	WRBQ-FM 7.6	WFLA-FM 7.1	WSUN-AM(C) 6.8
4 WFLA-FM 6.9	WJYW-FM 7.3	WOXM-FM 6.9	WQXM-FM(A) 6.8
5 WFLA-AM 6.6	WFLA-FM 7.3	WJYW-FM 6.8	WRBQ-FM(M) 6.5
6 WOXM-FM 6.3	WSUN-AM 6.0	WRBQ-FM 6.4	WFLA-FM(OM) 6.2
7 WRBO-FM 5.8	WQYK-FM 6.0	WWBA-AM 5.9	WOYK-FM(C) 6.2
8 WWBA-AM 5.7	WDAE-AM 5.1	WSUN-AM 5.9	WOKF-FM(M) 5.8
9 WSUN-AM 5.7	WFLA-AM 4.2	WOKF-FM 4.7	WFLA-AM(PA) 5.4
10 WDAE-AM 4.5	WWBA-AM 3.7	WFLA-AM 4.6	WWBA-AM(OM) 4.3
11 WLCY-AM 4.0	WOKF-FM 3.7	WDAE-AM 3.7	WDAE-AM(PA) 3.7
12 WTMP-AM 3.9	WTMP-AM 3.7	WLCY-AM 3.1	WPLP-AM(M) 3.5
13 WYNF-FM 3.8	WLCY-AM 3.6	WYNF-FM 3.0	WLCY-AM(M) 3.1
14 WOKF-FM 3.4	WYNF-FM 3.5	WPLP-AM 2.1	WSRZ-FM(A) 2.5
15 WQSR-FM 2.3	WSRZ-FM 2.6	WTMP-AM 2.1	WYNF-FM(M) 2.4
16 WPLP-AM 1.7	WPLP-AM 2.4	WSRZ-FM 2.0	WTMP-AM(M) 2.3
17 WGUL-AM 1.6	WRXB-AM 1.1	WGUL-AM 1.7	WGUL-AM(OM) 1.8
18 WTAN-AM 1.6	WSOL-AM 1.1	WDUV-FM 1.2	WDUV-FM(OM) 1.1
19 WFLA-AM 0.9	WDUV-FM 0.8	WTAN-AM 1.0	WAZE-AM(PA) 0.8
20 WDUV-FM 0.8	WGUL-AM 0.8	WFLA-AM 0.9	WTAN-AM(PA) 0.7
21 WQOT-AM 0.5	WTAN-AM 0.7	WSST-AM 0.7	WRXB-AM(M) 0.7
22 WAZE-AM 0.5	WPLA-AM 0.7	WGTO-AM 0.4	WSOL-AM(M) 0.6
23 WSST-AM 0.4	WTIS-AM 0.4	WSST-AM(M) 0.6	WFLA-AM(C) 0.5
24 WGTO-AM 0.4	WAZE-AM 0.4	WPLA-AM 0.4	WLNQ-AM(M) 0.4
25 WLNQ-AM 0.4		WTIS-AM(M) 0.3	
26			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12657

A/M '79	O/N '79	J/F '80	A/M '80
1 WWBA-FM 202	WWBA-FM 248	WWBA-FM 291	WWBA-FM 222
2 WQYK-FM 171	WOXM-FM 165	WJYW-FM 164	WJYW-FM 153
3 WJYW-FM 168	WRBO-FM 150	WFLA-FM 148	WSUN-AM 141
4 WFLA-FM 149	WJYW-FM 144	WOXM-FM 145	WOXM-FM 141
5 WFLA-AM 144	WFLA-FM 143	WJYW-FM 142	WRBQ-FM 135
6 WOXM-FM 137	WSUN-AM 117	WRBQ-FM 134	WFLA-FM 129
7 WRBO-FM 127	WQYK-FM 117	WWBA-AM 124	WOYK-FM 128
8 WWBA-AM 125	WDAE-AM 101	WSUN-AM 123	WOKF-FM 120
9 WSUN-AM 124	WFLA-AM 82	WOKF-FM 99	WFLA-AM 111
10 WDAE-AM 98	WWBA-AM 73	WFLA-AM 97	WWBA-AM RR

M-F, 6-10am

1 WFLA-AM	WWBA-FM	WWBA-FM	WSUN-AM
2 WSUN-AM	WRBQ-FM	WFLA-AM	WWBA-FM
3 WWBA-FM	WSUN-AM	WOYK-FM	WFLA-AM
4 WQYK-FM	WFLA-AM	WSUN-AM	WFLA-FM
5 WFLA-FM	WFLA-FM	WFLA-FM	WRBO-FM
6 WDAE-AM	WJYW-FM	WRBO-FM	WJYW-FM
7 WWBA-AM	WOXM-FM	WQYK-FM	WQYK-FM
8 WJYW-FM	WQYK-FM	WWBA-AM	WOXM-FM
9 WRBO-FM	WDAE-AM	WOKF-FM	WDAE-AM
10 WQXM-FM	WLCY-AM	WJYW-FM	WDAE-AM

M-F, 3-7pm

1 WWBA-FM	WWBA-FM	WWBA-FM	WWBA-FM
2 WJYW-FM	WOXM-FM	WQYK-FM	WRBQ-FM
3 WFLA-FM	WRBQ-FM	WRBQ-FM	WJYW-FM
4 WQYK-FM	WQYK-FM	WJYW-FM	WOXM-FM
5 WRBO-FM	WJYW-FM	WOXM-FM	WQYK-FM
6 WQXM-FM	WSUN-AM	WFLA-FM	WSUN-AM
7 WFLA-AM	WDAE-AM	WFLA-FM	WFLA-FM
8 WSUN-AM	WFLA-FM	WWBA-AM	WOKF-FM
9 WLCY-AM	WOKF-FM	WFLA-AM	WFLA-FM
10 WDAE-AM	WLCY-AM	WFLA-AM	WLCY-AM

Teens

M-S, 6am-Midnight

POP(00): 1190

A/M '79	O/N '79	J/F '80	A/M '80
1 WQXM-FM	WOXM-FM	WRBQ-FM	WOXM-FM
2 WRBO-FM	WRBQ-FM	WOXM-FM	WOKF-FM
3 WLCY-AM	WYNF-FM	WOKF-FM	WRBO-FM

M-F, 6-10am

1 WRBO-FM	WOXM-FM	WRBQ-FM	WRBQ-FM
2 WLCY-AM	WRBQ-FM	WOXM-FM	WOXM-FM
3 WQXM-FM	WYNF-FM	WOKF-FM	WOKF-FM

M-F, 3-7pm

1 WLCY-AM	WOXM-FM	WRBO-FM	WOXM-FM
2 WRBQ-FM	WRBQ-FM	WOXM-FM	WRBQ-FM
3 WOXM-FM	WOKF-FM	WOKF-FM	WOKF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3244

A/M '79	O/N '79	J/F '80	A/M '80
1 WQXM-FM	WQYK-FM	WQXM-FM	WOXM-FM
2 WRBO-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
3 WTMP-AM	WSRZ-FM	WOKF-FM	WOKF-FM
4 WQYK-FM	WOKF-FM	WQYK-FM	WSRZ-FM
5 WYNF-FM	WYNF-FM	WLCY-AM	WQYK-FM
6 WQSR-FM	WYNF-FM	WSRZ-FM	WLCY-AM
7 WOKF-FM	WFLA-AM	WYNF-FM	WYNF-FM
8 WDAE-AM	WDAE-AM	WDAE-AM	WJYW-FM
9 WLCY-AM	WLCY-AM	WTMP-AM	WSUN-AM
10 WFLA-AM	WTMP-AM	WFLA-AM	WFLA-AM

M-F, 6-10am

1 WRBQ-FM	WRBO-FM	WQXM-FM	WOXM-FM
2 WQXM-FM	WOXM-FM	WRBQ-FM	WRBQ-FM
3 WDAE-AM	WFLA-AM	WOKF-FM	WOKF-FM
4 WFLA-AM	WLCY-AM	WQYK-FM	WLCY-AM
5 WTMP-AM	WOKF-FM	WQYK-FM	WFLA-AM
6 WQSR-FM	WSRZ-FM	WFLA-AM	WSRZ-FM
7 WLCY-AM	WYNF-FM	WSRZ-FM	WQYK-FM
8 WYNF-FM	WDAE-AM	WYNF-FM	WYNF-FM
9 WQYK-FM	WQYK-FM	WDAE-AM	WSUN-AM
10 WOKF-FM	WJYW-FM	WSUN-AM	WDAE-AM

M-F, 3-7pm

1 WQXM-FM	WOXM-FM	WOXM-FM	WRBQ-FM
2 WRBQ-FM	WRBQ-FM	WOXM-FM	WOXM-FM
3 WTMP-AM	WSRZ-FM	WOKF-FM	WOKF-FM
4 WDAE-AM	WOKF-FM	WYNF-FM	WQYK-FM
5 WYNF-FM	WDAE-AM	WLCY-AM	WSRZ-FM
6 WQYK-FM	WFLA-AM	WLCY-AM	WLCY-AM
7 WQSR-FM	WQYK-FM	WQYK-FM	WJYW-FM
8 WLCY-AM	WYNF-FM	WDAE-AM	WYNF-FM
9 WOKF-FM	WLCY-AM	WFLA-AM	WSUN-AM
10 WFLA-AM	WTMP-AM	WSUN-AM	WWBA-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4528

A/M '79	O/N '79	J/F '80	A/M '80
1 WQYK-FM	WRBQ-FM	WQYK-FM	WQYK-FM
2 WFLA-AM	WQYK-FM	WWBA-FM	WSUN-AM
3 WWBA-FM	WSUN-AM	WSUN-AM	WRBQ-FM
4 WJYW-FM	WJYW-FM	WJYW-FM	WJYW-FM
5 WSUN-AM	WSUN-AM	WRBQ-FM	WWBA-FM
6 WFLA-FM	WDAE-AM	WQXM-FM	WDAE-AM
7 WRBO-FM	WOXM-FM	WDAE-AM	WOKF-FM
8 WDAE-AM	WFLA-AM	WFLA-AM	WFLA-AM
9 WTMP-AM	WFLA-FM	WOKF-FM	WOXM-FM
10 WLCY-AM	WTMP-AM	WFLA-FM	WFLA-FM

M-F, 6-10am

1 WFLA-AM	WRBO-FM	WQYK-FM	WSUN-AM
2 WSUN-AM	WFLA-AM	WSUN-AM	WQYK-FM
3 WQYK-FM	WSUN-AM	WFLA-AM	WFLA-AM
4 WDAE-AM	WQYK-FM	WWBA-FM	WRBQ-FM
5 WFLA-FM	WWBA-FM	WRBQ-FM	WWBA-FM
6 WWBA-FM	WJYW-FM	WJYW-FM	WDAE-AM
7 WJYW-FM	WDAE-AM	WDAE-AM	WFLA-FM
8 WLCY-AM	WLCY-AM	WLCY-AM	WOKF-FM
9 WRBQ-FM	WFLA-FM	WFLA-FM	WJYW-FM
10 WTMP-AM	WOXM-FM	WOXM-FM	WLCY-AM

M-F, 3-7pm

1 WQYK-FM	WQYK-FM	WQYK-FM	WQYK-FM
2 WFLA-AM	WSUN-AM	WSUN-AM	WRBQ-FM
3 WSUN-AM	WRBQ-FM	WWBA-FM	WSUN-AM
4 WJYW-FM	WDAE-AM	WRBQ-FM	WJYW-FM
5 WWBA-FM	WWBA-FM	WJYW-FM	WOKF-FM
6 WDAE-AM	WQXM-FM	WDAE-AM	WWBA-FM
7 WFLA-FM	WJYW-FM	WFLA-AM	WDAE-AM
8 WRBO-FM	WFLA-AM	WOXM-FM	WFLA-AM
9 WLCY-AM	WFLA-FM	WYNF-FM	WSRZ-FM
10 WTMP-AM	WSRZ-FM	WOKF-FM	WOXM-FM



# Tampa-St. Petersburg

Continued

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 12657

	A/M '79	O/N '79	J/F '80	A/M '80
1	WWBA-FM 2470	WRBO-FM 2309	WRBO-FM 2118	WSUN-AM 2117
2	WFLA-AM 2286	WJYW-FM 1996	WSUN-AM 2023	WRBO-FM 2089
3	WSUN-AM 2166	WSUN-AM 1930	WFLA-AM 1914	WFLA-AM 2033
4	WRBO-FM 2084	WFLA-AM 1901	WFLA-FM 1741	WLCY-AM 1835
5	WQYK-FM 1932	WFLA-AM 1795	WQXM-FM 1710	WQXM-FM 1628
6	WLCY-AM 1795	WLCY-AM 1691	WQYK-FM 1662	WJYW-FM 1549
7	WFLA-FM 1730	WDAE-AM 1654	WJYW-FM 1627	WFLA-FM 1470
8	WDAE-AM 1709	WQYK-FM 1613	WLCY-AM 1419	WYNF-FM 1377
9	WJYW-FM 1658	WFLA-FM 1611	WOKF-FM 1413	WDAE-AM 1352
10	WQXM-FM 1611			

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WFLA-AM	WWBA-FM	WWBA-FM	WSUN-AM
2	WSUN-AM	WRBO-FM	WRBO-FM	WWBA-FM
3	WWBA-FM	WSUN-AM	WFLA-AM	WRBO-FM
4	WRBO-FM	WFLA-AM	WSUN-AM	WFLA-AM
5	WDAE-AM	WQXM-FM	WQXM-FM	WQXM-FM
6	WLCY-AM	WJYW-FM	WQYK-FM	WQYK-FM
7	WWBA-FM	WQYK-FM	WFLA-FM	WFLA-FM
8	WFLA-FM	WFLA-FM	WOKF-FM	WOKF-FM
9	WQXM-FM	WLCY-AM	WWBA-AM	WJYW-FM
10	WQYK-FM	WWBA-AM	WJYW-FM	WOKF-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WWBA-FM	WWBA-FM	WWBA-FM	WRBO-FM
2	WRBO-FM	WRBO-FM	WRBO-FM	WWBA-FM
3	WFLA-AM	WQXM-FM	WQXM-FM	WSUN-AM
4	WSUN-AM	WJYW-FM	WFLA-AM	WFLA-AM
5	WLCY-AM	WSUN-AM	WJYW-FM	WQXM-FM
6	WQXM-FM	WLCY-AM	WFLA-FM	WJYW-FM
7	WJYW-FM	WFLA-FM	WQYK-FM	WLCY-AM
8	WFLA-FM	WQYK-FM	WSUN-AM	WOKF-FM
9	WQYK-FM	WDAE-AM	WOKF-FM	WQYK-FM
10	WDAE-AM	WOKF-FM	WYNF-FM	WFLA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1190

	A/M '79	O/N '79	J/F '80	A/M '80
1	WRBO-FM	WRBO-FM	WRBO-FM	WRBO-FM
2	WLCY-AM	WQXM-FM	WQXM-FM	WQXM-FM
3	WYNF-FM	WLCY-AM	WYNF-FM	WYNF-FM

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WRBO-FM	WQXM-FM	WRBO-FM	WQXM-FM
2	WYNF-FM	WRBO-FM	WQXM-FM	WRBO-FM
3	WQXM-FM	WYNF-FM	WOKF-FM	WYNF-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WLCY-AM	WQXM-FM	WRBO-FM	WQXM-FM
2	WRBO-FM	WRBO-FM	WQXM-FM	WRBO-FM
3	WQXM-FM	WLCY-AM	WYNF-FM	WYNF-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3244

	A/M '79	O/N '79	J/F '80	A/M '80
1	WRBO-FM	WQXM-FM	WQXM-FM	WRBO-FM
2	WQXM-FM	WRBO-FM	WRBO-FM	WQXM-FM
3	WLCY-AM	WYNF-FM	WLCY-AM	WLCY-AM
4	WYNF-FM	WLCY-AM	WOKF-FM	WYNF-FM
5	WQSR-FM	WOKF-FM	WYNF-FM	WOKF-FM
6	WQYK-FM	WDAE-AM	WQYK-FM	WQYK-FM
7	WDAE-AM	WFLA-AM	WFLA-AM	WFLA-AM
8	WFLA-AM	WSRZ-FM	WFLA-AM	WSRZ-FM
9	WOKF-FM	WQYK-FM	WDAE-AM	WDAE-AM
10	WTMP-AM	WJYW-FM	WSUN-AM	WSUN-AM

**M-F, 6-10am**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WRBO-FM	WRBO-FM	WRBO-FM	WRBO-FM
2	WQXM-FM	WQXM-FM	WQXM-FM	WQXM-FM
3	WLCY-AM	WYNF-FM	WLCY-AM	WLCY-AM
4	WDAE-AM	WLCY-AM	WOKF-FM	WOKF-FM
5	WFLA-AM	WFLA-AM	WYNF-FM	WYNF-FM
6	WQSR-FM	WOKF-FM	WFLA-AM	WFLA-AM
7	WYNF-FM	WQYK-FM	WQYK-FM	WQYK-FM
8	WTMP-AM	WSRZ-FM	WSRZ-FM	WDAE-AM
9	WQYK-FM	WDAE-AM	WDAE-AM	WSRZ-FM
10	WOKF-FM	WSUN-AM	WSUN-AM	WSUN-AM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WRBO-FM	WQXM-FM	WQXM-FM	WRBO-FM
2	WQXM-FM	WRBO-FM	WRBO-FM	WQXM-FM
3	WLCY-AM	WLCY-AM	WOKF-FM	WOKF-FM
4	WQSR-FM	WOKF-FM	WLCY-AM	WLCY-AM
5	WDAE-AM	WYNF-FM	WYNF-FM	WQYK-FM
6	WYNF-FM	WSRZ-FM	WSRZ-FM	WYNF-FM
7	WQYK-FM	WFLA-AM	WFLA-AM	WSRZ-FM
8	WOKF-FM	WQYK-FM	WQYK-FM	WFLA-AM
9	WFLA-AM	WDAE-AM	WDAE-AM	WDAE-AM
10	WTMP-AM	WSUN-AM	WSUN-AM	WSUN-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4528

	A/M '79	O/N '79	J/F '80	A/M '80
1	WFLA-AM	WRBO-FM	WRBO-FM	WRBO-FM
2	WSUN-AM	WDAE-AM	WSUN-AM	WSUN-AM
3	WQYK-FM	WSUN-AM	WFLA-AM	WLCY-AM
4	WDAE-AM	WJYW-FM	WQYK-FM	WQYK-FM
5	WRBO-FM	WFLA-AM	WDAE-AM	WFLA-AM
6	WWBA-FM	WQYK-FM	WWBA-FM	WDAE-AM
7	WLCY-AM	WYNF-FM	WQYK-FM	WJYW-FM
8	WFLA-FM	WWBA-FM	WQXM-FM	WWBA-FM
9	WJYW-FM	WLCY-AM	WLCY-AM	WOKX-FM
10	WQXM-FM	WQXM-FM	WJYW-FM	WYNF-FM

**M-F, 6-10am**

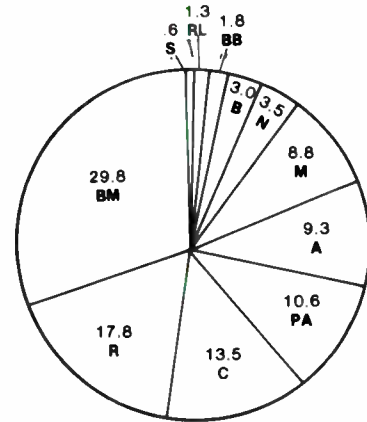
	A/M '79	O/N '79	J/F '80	A/M '80
1	WFLA-AM	WRBO-FM	WFLA-AM	WSUN-AM
2	WSUN-AM	WFLA-AM	WRBO-FM	WRBO-FM
3	WDAE-AM	WSUN-AM	WSUN-AM	WQYK-FM
4	WLCY-AM	WQYK-FM	WQYK-FM	WLCY-AM
5	WRBO-FM	WYNF-FM	WWBA-FM	WFLA-AM
6	WWBA-FM	WLCY-AM	WDAE-AM	WDAE-AM
7	WQYK-FM	WWBA-FM	WOKF-FM	WQXM-FM
8	WFLA-FM	WDAE-AM	WLCY-AM	WWBA-FM
9	WJYW-FM	WJYW-FM	WYNF-FM	WOKF-FM
10	WQXM-FM	WOKF-FM	WQXM-FM	WFLA-FM

**M-F, 3-7pm**

	A/M '79	O/N '79	J/F '80	A/M '80
1	WSUN-AM	WRBO-FM	WRBO-FM	WRBO-FM
2	WFLA-AM	WSUN-AM	WQYK-FM	WQYK-FM
3	WQYK-FM	WQYK-FM	WFLA-AM	WQYK-FM
4	WDAE-AM	WWBA-FM	WSUN-AM	WLCY-AM
5	WRBO-FM	WJYW-FM	WQXM-FM	WFLA-AM
6	WLCY-AM	WOKF-FM	WDAE-AM	WDAE-AM
7	WWBA-FM	WFLA-AM	WOKF-FM	WFLA-AM
8	WFLA-FM	WDAE-AM	WWBA-FM	WJYW-FM
9	WJYW-FM	WLCY-AM	WJYW-FM	WQXM-FM
10	WQXM-FM	WQXM-FM	WLCY-AM	WOKF-FM

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

# Terre Haute

METRO RANK **150**

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	21.4	WTHI-AM	16.7	WTHI-AM	18.7
2	WTHI-AM	18.9	WPFR-FM	16.2	WPFR-FM	18.2
3	WTHI-FM	13.1	WTHI-FM	15.3	WTHI-FM	15.3
4	WVTS-FM	8.7	WBOW-AM	14.4	WBOW-AM	12.9
5	WVTS-FM	7.3	WVTS-FM	6.5	WVTS-FM	10.0
6	WPFR-FM	4.9	WACF-FM	3.7	WBOO-FM	4.3
7	WACF-AM	4.9	WVTS-FM	2.8	WVTS-FM	3.3
8	WBOO-FM	4.4	WLS-AM	2.3	WACF-AM	2.9
9	WLS-AM	3.9	WBOO-FM	2.3	WVTS-FM	1.9
10	WACF-FM	1.5	WVTS-FM	2.3	WLS-AM	1.4
11	WVTS-FM	1.5	WACF-AM	2.3	WVTS-FM	1.0
12	WVTS-FM	1.0	WVTS-FM	1.9	WVTS-FM	1.0
13	WVTS-FM	0.5	WVTS-FM	1.9	WVTS-FM	1.0
14	WVTS-FM	0.5	WVTS-FM	0.9	WVTS-FM	1.0
15	WVTS-FM	0.5	WVTS-FM	0.5	WVTS-FM	1.0
16	WVTS-FM	0.5	WVTS-FM	0.5	WVTS-FM	1.0

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	4.4	WTHI-AM	3.6	WTHI-AM	3.9
2	WTHI-AM	3.9	WPFR-FM	3.5	WPFR-FM	3.8
3	WTHI-FM	2.7	WTHI-FM	3.3	WTHI-FM	3.2
4	WVTS-FM	1.8	WBOW-AM	3.1	WBOW-AM	2.7
5	WVTS-FM	1.5	WVTS-FM	1.4	WVTS-FM	2.1

**M-F, 6-10am**

1	WBOW-AM	WTHI-AM	WTHI-AM
2	WTHI-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WPFR-FM
4	WVTS-FM	WPFR-FM	WTHI-FM
5	WACF-AM	WVTS-FM	WVTS-FM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-FM	WTHI-AM	WTHI-AM
3	WTHI-AM	WTHI-FM	WTHI-AM
4	WVTS-FM	WBOW-AM	WBOW-AM
5	WPFR-FM	WACF-FM	WVTS-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 163

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WLS-AM	WVTS-FM

**M-F, 6-10am**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-AM	WBOW-AM	WBOW-AM
3	WPFR-FM	WTHI-AM	WVTS-FM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WLS-AM	WLS-AM	WVTS-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 503

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WBOO-FM	WVTS-FM	WTHI-AM
5	WPFR-FM	WACF-FM	WTHI-FM

**M-F, 6-10am**

1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WTHI-AM	WBOW-AM
3	WTHI-AM	WPFR-FM	WTHI-AM
4	WLS-AM	WVTS-FM	WVTS-FM
5	WBOO-FM	WACF-FM	WTHI-FM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WBOO-FM	WACF-FM	WTHI-AM
5	WPFR-FM	WVTS-FM	WTHI-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 581

	A/M '78	A/M '79	A/M '80
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WVTS-FM
5	WVTS-FM	WPFR-FM	WPFR-FM

**M-F, 6-10am**

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WBOO-FM
5	WVTS-FM	WVTS-FM	WPFR-FM

**M-F, 3-7pm**

1	WTHI-FM	WTHI-AM	WTHI-AM
2	WTHI-AM	WTHI-FM	WTHI-FM
3	WBOW-AM	WBOW-AM	WBOW-AM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WVTS-FM	WPFR-FM	WBOO-FM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	595	WBOW-AM	499	WTHI-AM	462
2	WTHI-AM	528	WTHI-AM	409	WPFR-FM	440
3	WTHI-FM	339	WTHI-FM	391	WBOW-AM	427
4	WVTS-FM	322	WPFR-FM	359	WTHI-FM	364
5	WPFR-FM	229	WVTS-FM	245	WVTS-FM	303

**M-F, 6-10am**

1	WBOW-AM	WBOW-AM	WTHI-AM
2	WTHI-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WPFR-FM
4	WVTS-FM	WPFR-FM	WTHI-FM
5	WVTS-FM	WVTS-FM	WVTS-FM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-AM	WTHI-AM	WTHI-AM
3	WTHI-FM	WBOW-AM	WTHI-FM
4	WVTS-FM	WTHI-AM	WBOW-AM
5	WPFR-FM	WVTS-FM	WVTS-FM

**Teens**  
**M-S, 6am-Midnight**  
POP(00): 163

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WLS-AM	WVTS-FM

**M-F, 6-10am**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WLS-AM	WBOW-AM	WBOW-AM
3	WVTS-FM	WLS-AM	WVTS-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
POP(00): 503

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WPFR-FM	WBOW-AM
3	WPFR-FM	WVTS-FM	WVTS-FM
4	WTHI-AM	WTHI-AM	WTHI-AM
5	WBOO-FM	WTHI-FM	WBOO-FM

**M-F, 6-10am**

1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WPFR-FM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WLS-AM	WVTS-FM	WTHI-AM
5	WBOO-FM	WLS-AM	WLS-AM

**M-F, 3-7pm**

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WVTS-FM	WVTS-FM
4	WBOO-FM	WTHI-AM	WTHI-AM
5	WPFR-FM	WLS-AM	WLS-AM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 581

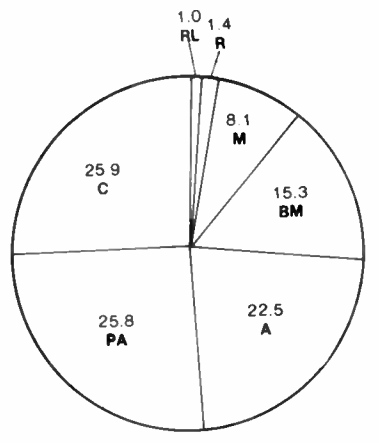
	A/M '78	A/M '79	A/M '80
1	WTHI-AM	WBOW-AM	WTHI-AM
2	WBOW-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WVTS-FM	WPFR-FM	WVTS-FM

**M-F, 6-10am**

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WVTS-FM	WVTS-FM	WBOW-FM

**M-F, 3-7pm**

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WTHI-FM	WTHI-AM
3	WTHI-FM	WBOW-AM	WBOW-AM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WVTS-FM	WPFR-FM	WBOO-FM



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

# Toledo

METRO RANK

51

## A/M'80 Market Overview

WIOT, the AOR fixture in Toledo, maintained its grasp on the lead in this market, even though there was erosion in the station's teen and adult shares. Former 25-54 leader BM WLQR slipped as well, failing to second among the adults in that demographic. WMHE and WTOD were significant in the 25-54 adults. Note: ESF was introduced to the market in this survey.

Superstars WIOT made more of an advertising effort this sweep, spending on TV and four large outdoor boards. On-air, the station added more news coverage, especially in the afternoons. Within the 18-34 audience WIOT got, for all its efforts, a slightly reduced share, down from an incredible 30 in the fall to a still commanding 27.

As in the O/N'79 survey, WMHE was the only other station besides WIOT to score a double digit share in the young adult target. WMHE remained stable at 15, and was the clear leader among persons 25-34. While not scoring in double digits, WOHO did have a positive book. The station spent all of its ad dollars on TV, and enhanced the personality aspect of its on-air approach. A healthy core of women 25-44 made WOHO a viable factor.

There were some changes in the 25-54 standings this sweep. Country WTOD shot up to become the new leader, with a mid-13 share this sweep, up from a number in the upper-9 range. Meanwhile, Beautiful Music fixture WLQR lost seven shares as it tumbled to a 12 this book. The WTOD rise and the WLQR drop are part of a pattern often seen when ESF is first implemented in a market.

WMHE's 25-44 strength kept the station in contention for the 25-54 lead, with an 11 share this sweep. WXEZ is also likely to be a factor in this demo, if this book is any indication. WXEZ changed format just before the sweep, going from automated TM Stereo rock to a Top 40/AOR fusion with a live staff. With E. Alvin Davis consulting, the station pulled healthy female numbers 25-54, enabling WXEZ to rise from a mid-4 share of this demo in the fall to a low-7 share this book. The WXEZ story will bear further watching as the format becomes more established in the Toledo market.

ON-AIR SURVEY SPOTS BROADCAST BY: WKLR-FM

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6453

A/M '79	O/N '79	A/M '80
1 WIOT-FM 16.6	WIOT-FM 19.7	WIOT-FM(A) 15.1
2 WLQR-FM 15.0	WLQR-FM 15.4	WLQR-FM(BM) 0.8
3 WSPD-AM 11.2	WSPD-AM 10.3	WSPD-AM(PA) 9.8
4 WOHO-AM 7.8	WTOD-AM 9.0	WTOD-AM(C) 9.2
5 WJR -AM 6.7	WMHE-FM 7.4	WMHE-FM(PA) 8.6
6 WTOD-AM 5.9	WJR -AM 5.6	WOHO-AM(O) 7.6
7 CKLW-AM 4.6	WOHO-AM 4.4	WXEZ-FM(O) 7.1
8 WXEZ-FM 4.2	WXEZ-FM 4.3	WJR -AM(PA) 5.9
9 WCWA-AM 3.7	WCWA-AM 4.3	WKLR-FM(B) 4.6
10 WMHE-FM 3.4	CKLW-AM 2.4	CKLW-AM(O) 2.3
11 WCXI-AM 1.5	WKLR-FM 1.9	WCWA-AM(PA) 1.3
12 WKLR-FM 1.2	WCXI-AM 0.8	WCXI-AM(C) 1.1
13 WVMO-FM 1.1	WVMO-FM 0.7	WVMO-FM(A) 0.7
14 WWWW-FM 1.0	WOHO-AM 0.7	WRWR-FM(PA) 0.7
15 WJYM-AM 1.0	WWWV-FM 0.6	WVMO-FM(PA) 0.6
16 WDEF-AM 0.6	WRWR-FM 0.6	WRIF-FM(A) 0.5
17 WFRO-FM 0.6	WRIF-FM 0.6	WWJ -AM(O) 0.4
18 WHND-AM 0.5	WWJ -AM 0.5	WABY-FM(A) 0.4
19 WRWR-FM 0.5	WXYZ-AM 0.5	WHFD-FM(PA) 0.4
20 WRIF-FM 0.4	WWJ -AM 0.5	
21 WJR -AM 0.4	WHND-AM 0.5	
22 WGOR-AM 0.4	WFQB-AM 0.4	
23	WFQB-FM 0.2	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6453

A/M '79	O/N '79	A/M '80
1 WIOT-FM 174	WIOT-FM 217	WIOT-FM 170
2 WLQR-FM 157	WLQR-FM 170	WLQR-FM 122
3 WSPD-AM 117	WSPD-AM 113	WSPD-AM 110
4 WOHO-AM 82	WTOD-AM 99	WTOD-AM 103
5 WJR -AM 70	WMHE-FM 82	WMHE-FM 97

**M-F, 6-10am**

1 WSPD-AM	WSPD-AM	WSPD-AM
2 WIOT-FM	WIOT-FM	WIOT-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 WLQR-FM	WCWA-AM	WLQR-FM
5 WCWA-AM	WTOD-AM	WMHE-FM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WLQR-FM
3 WSPD-AM	WTOD-AM	WMHE-FM
4 WOHO-AM	WSPD-AM	WSPD-AM
5 WTOD-AM	WMHE-FM	WXEZ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WXEZ-FM
3 CKLW-AM	WOHO-AM	WOHO-AM

**M-F, 6-10am**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WOHO-AM	WKLR-FM
3 CKLW-AM	WXEZ-FM	WOHO-AM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WXEZ-FM
3 CKLW-AM	WLQR-FM	WOHO-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2303

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WMHE-FM	WMHE-FM
3 WOHO-AM	WTOD-AM	WOHO-AM
4 CKLW-AM	WLQR-FM	WXEZ-FM
5 WXEZ-FM	WXEZ-FM	WKLR-FM

**M-F, 6-10am**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WMHE-FM	WMHE-FM
3 WCWA-AM	WCWA-AM	WOHO-AM
4 WLQR-FM	WSPD-AM	WKLR-FM
5 WSPD-AM	WOHO-AM	WXEZ-FM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WMHE-FM	WMHE-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 CKLW-AM	WXEZ-FM	WXEZ-FM
5 WXEZ-FM	WTOD-AM	WKLR-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 2902

A/M '79	O/N '79	A/M '80
1 WLQR-FM	WLQR-FM	WTOD-AM
2 WSPD-AM	WIOT-FM	WLQR-FM
3 WOHO-AM	WTOD-AM	WMHE-FM
4 WIOT-FM	WSPD-AM	WOHO-AM
5 WTOD-AM	WMHE-FM	WXEZ-FM

**M-F, 6-10am**

1 WSPD-AM	WLQR-FM	WOHO-AM
2 WLQR-FM	WSPD-AM	WSPD-AM
3 WOHO-AM	WCWA-AM	WTOD-AM
4 WCWA-AM	WIOT-FM	WLQR-FM
5 WIOT-FM	WOHO-AM	WMHE-FM

**M-F, 3-7pm**

1 WLQR-FM	WLQR-FM	WMHE-FM
2 WOHO-AM	WIOT-FM	WTOD-AM
3 WSPD-AM	WTOD-AM	WLQR-FM
4 WIOT-FM	WMHE-FM	WXEZ-FM
5 WTOD-AM	WSPD-AM	WSPD-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6453

A/M '79	O/N '79	A/M '80
1 WSPD-AM 1804	WIOT-FM 1842	WIOT-FM 1676
2 WIOT-FM 1741	WSPD-AM 1803	WSPD-AM 1635
3 WLQR-FM 1606	WLQR-FM 1616	WLQR-FM 1469
4 WOHO-AM 1464	WOHO-AM 1195	WOHO-AM 1395
5 WJR -AM 1228	WMHE-FM 1016	WMHE-FM 1255

**M-F, 6-10am**

1 WSPD-AM	WSPD-AM	WSPD-AM
2 WIOT-FM	WIOT-FM	WIOT-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 WLQR-FM	WOHO-AM	WMHE-FM
5 CKLW-AM	WJR -AM	WLQR-FM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WSPD-AM
3 WSPD-AM	WSPD-AM	WMHE-FM
4 WOHO-AM	WMHE-FM	WOHO-AM
5 CKLW-AM	WOHO-AM	WLQR-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WXEZ-FM	WXEZ-FM
3 WOHO-AM	WOHO-AM	WOHO-AM

**M-F, 6-10am**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WOHO-AM
3 CKLW-AM	WOHO-AM	WXEZ-FM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WXEZ-FM	WXEZ-FM
3 WOHO-AM	WOHO-AM	WOHO-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 2303

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WMHE-FM	WMHE-FM
3 WOHO-AM	WXEZ-FM	WOHO-AM
4 WXEZ-FM	WOHO-AM	WXEZ-FM
5 WLQR-FM	CKLW-AM	CKLW-AM

**M-F, 6-10am**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WMHE-FM	WMHE-FM
3 CKLW-AM	WOHO-AM	WOHO-AM
4 WXEZ-FM	WCWA-AM	WXEZ-FM
5 WCWA-AM	WXEZ-FM	WTOD-AM

**M-F, 3-7pm**

1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WMHE-FM	WMHE-FM
3 WLQR-FM	WXEZ-FM	WXEZ-FM
4 WMHE-FM	CKLW-AM	WOHO-AM
5 WOHO-AM	WOHO-AM	CKLW-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2902

A/M '79	O/N '79	A/M '80
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WSPD-AM	WSPD-AM
3 WOHO-AM	WOHO-AM	WOHO-AM
4 CKLW-AM	WIOT-FM	WMHE-FM
5 WTOD-AM	WTOD-AM	WTOD-AM

**M-F, 6-10am**

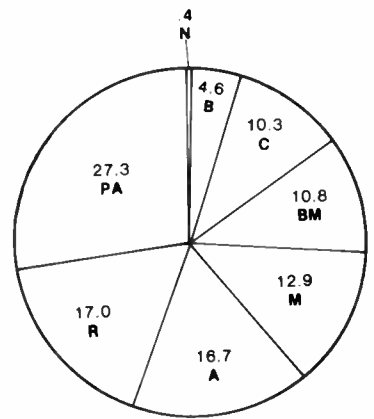
1 WSPD-AM	WLQR-FM	WSPD-AM
2 WLQR-FM	WSPD-AM	WMHE-FM
3 WOHO-AM	WOHO-AM	WLQR-FM
4 WCWA-AM	WCWA-AM	WMHE-FM
5 WTOD-AM	WIOT-FM	WTOD-AM

**M-F, 3-7pm**

1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WIOT-FM	WMHE-FM
3 WOHO-AM	WSPD-AM	WSPD-AM
4 WTOD-AM	WMHE-FM	WJR -AM
5 WIOT-FM	WTOD-AM	WOHO-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Topeka

METRO RANK

146

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	15.7	WIBW-AM	16.6
2 WIBW-AM	13.6	KDVV-FM	13.1
3 KTPK-FM	12.0	KSXT-FM	12.2
4 KSWT-FM	11.6	KTPK-FM	10.5
5 WIBW-FM	9.9	KEWI-AM	9.6
6 WREN-AM	9.9	WREN-AM	7.4
7 KYYS-FM	5.4	KYYS-FM	7.0
8 WDAF-AM	5.0	WIBW-FM	6.1
9 KTO-P-AM	4.5	WDAF-AM	4.8
10 KCMO-AM	1.2	KTO-P-AM	3.9
11 KDVV-FM	1.2	KCMO-AM	1.3
12 WHB-AM		WHB-AM	0.4

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	38	WIBW-AM	38
2 WIBW-AM	33	KDVV-FM	30
3 KTPK-FM	29	KSXT-FM	28
4 KSWT-FM	28	KTPK-FM	24
5 WIBW-FM	24	KEWI-AM	22

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		WIBW-AM	KDVV-FM
2 WIBW-AM		KDVV-FM	WREN-AM
3 WREN-AM		KTPK-FM	KTPK-FM
4 KTPK-FM		WREN-AM	WIBW-AM
5 KSWT-FM		KSXT-FM	KSXT-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KSWT-FM
2 KTPK-FM		KSXT-FM	KTPK-FM
3 KSWT-FM		KEWI-AM	KDVV-FM
4 WIBW-FM		WREN-AM	KTO-P-AM
5 WREN-AM		KTPK-FM	KEWI-AM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KYYS-FM	KYYS-FM
3 KYYS-FM		KEWI-AM	KLZR-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	KYYS-FM
3 KYYS-FM		WIBW-FM	WIBW-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KYYS-FM	KYYS-FM
3 KYYS-FM		KEWI-AM	WIBW-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KYYS-FM	KEWI-AM
3 KYYS-FM		KEWI-AM	KYYS-FM
4 KTPK-FM		WIBW-FM	KTO-P-AM
5 KSWT-FM		KTPK-FM	KTPK-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	KEWI-AM
3 KTPK-FM		KYYS-FM	KYYS-FM
4 KSWT-FM		KTPK-FM	KTO-P-AM
5 WREN-AM		KTO-P-AM	WREN-AM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		WIBW-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	KEWI-AM
3 KSWT-FM		KDVV-FM	KYYS-FM
4 KYYS-FM		KYYS-FM	KTO-P-AM
5 KTPK-FM		KTPK-FM	KSWT-FM

	A/M '78	A/M '79	A/M '80
1 KTPK-FM		KTPK-FM	KTPK-FM
2 KSWT-FM		WIBW-AM	KSXT-FM
3 WREN-AM		KSXT-FM	KTO-P-AM
4 WIBW-AM		WREN-AM	KDVV-FM
5 WIBW-FM		KEWI-AM	WREN-AM

	A/M '78	A/M '79	A/M '80
1 KTPK-FM		WIBW-AM	WREN-AM
2 KSWT-FM		KTPK-FM	KTPK-FM
3 WREN-AM		WREN-AM	KDVV-FM
4 WIBW-AM		KSXT-FM	KTO-P-AM
5 KEWI-AM		KEWI-AM	KSWT-FM

	A/M '78	A/M '79	A/M '80
1 KTPK-FM		WREN-AM	KTPK-FM
2 KSWT-FM		KTPK-FM	KSXT-FM
3 KEWI-AM		KSXT-FM	KTO-P-AM
4 WIBW-FM		WDAF-AM	KDVV-FM
5 WDAF-AM		KEWI-AM	WDAF-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	551	WIBW-AM	538
2 WIBW-AM	487	KEWI-AM	445
3 WREN-AM	443	KDVV-FM	398
4 WIBW-FM	423	WREN-AM	395
5 KTPK-FM	318	KSXT-FM	360

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		WIBW-AM	KDVV-FM
2 WREN-AM		KDVV-FM	KEWI-AM
3 WIBW-AM		KEWI-AM	WREN-AM
4 WIBW-FM		WREN-AM	KTPK-FM
5 KTPK-FM		KSXT-FM	KSXT-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KEWI-AM	KDVV-FM
2 WREN-AM		KDVV-FM	KEWI-AM
3 WIBW-FM		KSXT-FM	KSXT-FM
4 KTPK-FM		WREN-AM	KTPK-FM
5 KSWT-FM		WIBW-FM	KTO-P-AM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	WIBW-FM
3 KYYS-FM		WIBW-FM	KEWI-AM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	KYYS-FM
3 KYYS-FM		WIBW-FM	WIBW-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KDVV-FM	KDVV-FM
2 WIBW-FM		KEWI-AM	KEWI-AM
3 KYYS-FM		KYYS-FM	KYYS-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KEWI-AM	KDVV-FM
2 WIBW-FM		KDVV-FM	KEWI-AM
3 WREN-AM		WIBW-FM	WIBW-FM
4 KTPK-FM		KYYS-FM	KTO-P-AM
5 KYYS-FM		WIBW-AM	KTPK-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KEWI-AM	KDVV-FM
2 WIBW-FM		KDVV-FM	KEWI-AM
3 WREN-AM		KYYS-FM	KYYS-FM
4 KTPK-FM		WIBW-FM	KTO-P-AM
5 KYYS-FM		WREN-AM	KTPK-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		KEWI-AM	KDVV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 WREN-AM		KDVV-FM	WIBW-FM
4 KYYS-FM		KYYS-FM	KTO-P-AM
5 WDAF-AM		KTPK-FM	KTO-P-AM

## Adults 25-54

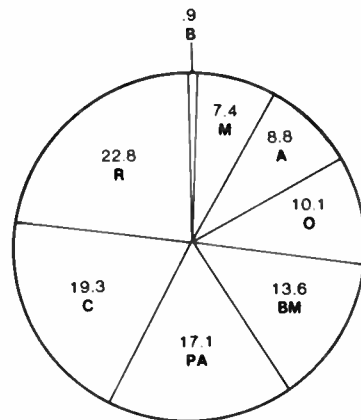
M-S, 6am-Midnight

POP(00): 716

	A/M '78	A/M '79	A/M '80
1 KTPK-FM		WIBW-AM	KTPK-FM
2 KEWI-AM		WREN-AM	KEWI-AM
3 WREN-AM		KTPK-FM	KDVV-FM
4 WIBW-AM		KSXT-FM	KTO-P-AM
5 WIBW-FM		KEWI-AM	KSWT-FM

	A/M '78	A/M '79	A/M '80
1 KTPK-FM		WREN-AM	WREN-AM
2 WREN-AM		WIBW-AM	KDVV-FM
3 KEWI-AM		KEWI-AM	KEWI-AM
4 WDAF-AM		KTPK-FM	KTO-P-AM
5 KSWT-FM		KSXT-FM	KTPK-FM

	A/M '78	A/M '79	A/M '80
1 KEWI-AM		WREN-AM	KTO-P-AM
2 KTPK-FM		KEWI-AM	KTPK-FM
3 KSWT-FM		KTPK-FM	KSXT-FM
4 WREN-AM		KSXT-FM	KDVV-FM
5 WIBW-FM		WIBW-FM	KEWI-AM



### Format Legend

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

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# Tucson

METRO RANK

74

## A/M '80 Market Overview

There was a new market leader this survey, as Country **KCUB** increased its share of the 25-54 audience significantly. **KWFM** added to its already strong portion of the 18-34 target, and became the new number two station. **AOR KWFM** had more than a 21 share 18-34, up slightly from the fall book. However, below **KWFM** there was some flux.

Both **KTKT-AM** and **KTKT-FM** increased their shares noticeably, each gaining more than four shares this sweep. **KTKT** picked up male listeners, while **KTKT-FM** added to its female audience.

The other new double-digit 18-34 station was **KRQQ**, which increased its young adult share slightly, to score in the low 10 range. While **KRQQ** was revising its music mix to appeal more to young adults, its teen numbers surged at the same time, and the station tied for first in that category with **KHYT**. It should be noted that **KHYT**, which had been a Dancemusic station, went to a more traditional Contemporary Hit Radio sound. The station got a technical boost too, when it began broadcasting 24 hours daily on February 28.

**KCUB** moved up to an 18 share 25-54, compared to a mid-11 share for **KJYK**, the runner-up. Advertising for **KCUB** consisted of a series of 10 TV spots tied into on-air giveaways (a car was given away). Also, the station promoted the idea of tying a yellow ribbon on car antennas until the Iranian hostage situation is resolved.

Among the Beautiful Music stations in town, **KJYK** got the upper hand over **KAIR**, last fall's market leader. **KAIR** slipped drastically in 25-54 and 35+ numbers.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KWFM-FM	12.1	KAIR-AM	9.8	KCUB-AM (C)	17.6
2	KTKT-AM	10.6	KCUB-AM	9.5	KWFM-FM (A)	9.4
3	KROQ-FM	8.1	KJYK-FM	9.1	KJYK-FM (BB)	8.3
4	KHYT-AM	8.1	KWFM-FM	9.0	KRQQ-FM (R)	8.2
5	KCUB-AM	7.2	KTKT-AM	8.8	KTKT-AM (R)	7.6
6	KAIR-AM	6.2	KTKT-FM	6.3	KAIR-AM (BB)	6.5
7	KJYK-FM	6.2	KRQQ-FM	5.7	KHYT-AM (R)	6.0
8	KCEE-FM	5.7	KCEE-AM	5.4	KTKT-FM (A)	5.5
9	KTUC-AM	5.6	KHYT-AM	5.1	KXEW-AM (S)	5.1
10	KMGX-AM	4.9	KIKX-AM	4.9	KTUC-AM (M)	4.5
11	KCEE-AM	4.5	KMGX-AM	4.6	KFLT-AM (PA)	3.9
12	KIKX-AM	4.0	KTUC-AM	4.1	KMGX-AM (PA)	3.5
13	KEVT-AM	3.7	KXEW-AM	3.4	KEVT-AM (S)	2.6
14	KFLT-AM	3.0	KEVT-AM	2.5	KCEE-AM (PA)	2.3
15	KNDE-FM	0.8	KFLT-AM	2.2	KIKX-AM (C)	1.4
16	KNLY-FM	0.5	KUPD-FM	0.5	KNIX-AM (C)	0.2
17			KJJJ-AM	0.3	KNIX-FM (C)	0.2
18			KFI-AM	0.3		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KWFM-FM	72	KAIR-AM	58	KCUB-AM	88
2	KTKT-AM	63	KCUB-AM	56	KWFM-FM	61
3	KROQ-FM	48	KJYK-FM	54	KJYK-FM	54
4	KHYT-AM	48	KWFM-FM	53	KRQQ-FM	53
5	KCUB-AM	43	KTKT-AM	52	KTKT-AM	49

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KCUB-AM	KCUB-AM	KJYK-FM
3	KROQ-FM	KAIR-AM	KTKT-AM
4	KWFM-FM	KJYK-FM	KAIR-AM
5	KJYK-FM	KMGX-AM	KTUC-AM

M-F, 3-7pm

1	KWFM-FM	KCUB-AM	KCUB-AM
2	KHYT-AM	KWFM-FM	KWFM-FM
3	KTKT-AM	KTKT-AM	KRQQ-FM
4	KRQQ-FM	KJYK-FM	KJYK-FM
5	KCUB-AM	KHYT-AM	KAIR-AM

Teens  
M-S, 6am-Midnight  
POP(00): 478

	A/M '79	O/N '79	A/M '80
1	KHYT-AM	KTKT-AM	KRQQ-FM
2	KTKT-AM	KTKT-FM	KHYT-AM
3	KROQ-FM	KHYT-AM	KTKT-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KRQQ-FM
2	KHYT-AM	KRQQ-FM	KHYT-AM
3	KRQQ-FM	KTKT-FM	KTKT-AM

M-F, 3-7pm

1	KHYT-AM	KTKT-AM	KRQQ-FM
2	KRQQ-FM	KHYT-AM	KHYT-AM
3	KTKT-AM	KTKT-FM	KTKT-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1410

	A/M '79	O/N '79	A/M '80
1	KWFM-FM	KWFM-FM	KWFM-FM
2	KTKT-AM	KRQQ-FM	KTKT-AM
3	KRQQ-FM	KHYT-AM	KTKT-FM
4	KHYT-AM	KTKT-AM	KRQQ-FM
5	KMGX-AM	KMGX-AM	KCUB-AM

M-F, 6-10am

1	KWFM-FM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KWFM-FM	KWFM-FM
3	KMGX-AM	KMGX-AM	KCUB-AM
4	KTKT-AM	KRQQ-FM	KRQQ-FM
5	KIKX-AM	KCUB-AM	KTKT-FM

M-F, 3-7pm

1	KWFM-FM	KWFM-FM	KWFM-FM
2	KTKT-AM	KHYT-AM	KRQQ-FM
3	KRQQ-FM	KRQQ-FM	KTKT-AM
4	KHYT-AM	KIKX-AM	KTKT-FM
5	KMGX-AM	KTKT-AM	KCUB-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1699

	A/M '79	O/N '79	A/M '80
1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTKT-AM	KAIR-AM	KJYK-FM
3	KWFM-FM	KJYK-FM	KTKT-AM
4	KRQQ-FM	KTKT-AM	KXEW-AM
5	KEVT-AM	KWFM-FM	KAIR-AM

M-F, 6-10am

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTUC-AM	KTKT-AM	KJYK-FM
3	KRQQ-FM	KAIR-AM	KTKT-AM
4	KCEE-AM	KIKX-AM	KXEW-AM
5	KTKT-AM	KMGX-AM	KAIR-AM

M-F, 3-7pm

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KWFM-FM	KJYK-FM	KJYK-FM
3	KTKT-AM	KWFM-FM	KEVT-AM
4	KAIR-AM	KTKT-AM	KWFM-FM
5	KMGX-AM	KIKX-AM	KAIR-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KTKT-AM	1251	KTKT-AM	853	KCUB-AM	941
2	KRQQ-FM	930	KAIR-AM	802	KTKT-AM	860
3	KMGX-AM	682	KRQQ-FM	761	KRQQ-FM	711
4	KWFM-FM	662	KCUB-AM	708	KTKT-FM	674
5	KCUB-AM	604	KTKT-FM	601	KAIR-AM	639

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KCUB-AM	KCUB-AM	KTKT-AM
3	KRQQ-FM	KAIR-AM	KRQQ-FM
4	KWFM-FM	KJYK-FM	KAIR-AM
5	KMGX-AM	KMGX-AM	KTUC-AM

M-F, 3-7pm

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KRQQ-FM	KAIR-AM	KTKT-AM
3	KWFM-FM	KCUB-AM	KRQQ-FM
4	KCUB-AM	KRQQ-FM	KWFM-FM
5	KAIR-AM	KTKT-FM	KTKT-FM

Teens  
M-S, 6am-Midnight  
POP(00): 478

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KHYT-AM	KTKT-FM	KHYT-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KHYT-AM	KTKT-FM	KHYT-AM

M-F, 3-7pm

1	KTKT-AM	KTKT-AM	KRQQ-FM
2	KRQQ-FM	KRQQ-FM	KTKT-AM
3	KHYT-AM	KTKT-FM	KHYT-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1410

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KWFM-FM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KTKT-FM
3	KWFM-FM	KTKT-AM	KWFM-FM
4	KMGX-AM	KMGX-AM	KRQQ-FM
5	KHYT-AM	KTKT-FM	KMGX-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KWFM-FM	KWFM-FM	KWFM-FM
3	KMGX-AM	KMGX-AM	KRQQ-FM
4	KRQQ-FM	KRQQ-FM	KTKT-FM
5	KCUB-AM	KTKT-FM	KCUB-AM

M-F, 3-7pm

1	KRQQ-FM	KWFM-FM	KWFM-FM
2	KWFM-FM	KTKT-AM	KTKT-FM
3	KTKT-AM	KTKT-FM	KTKT-AM
4	KMGX-AM	KRQQ-FM	KRQQ-FM
5	KHYT-AM	KMGX-AM	KCUB-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1699

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KCUB-AM	KCUB-AM
2	KRQQ-FM	KAIR-AM	KJYK-FM
3	KCUB-AM	KTKT-AM	KTKT-AM
4	KMGX-AM	KRQQ-FM	KRQQ-FM
5	KAIR-AM	KMGX-AM	KAIR-AM

M-F, 6-10am

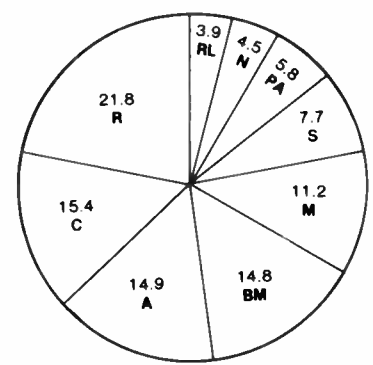
1	KCUB-AM	KTKT-AM	KCUB-AM
2	KTKT-AM	KCUB-AM	KTKT-AM
3	KMGX-AM	KAIR-AM	KJYK-FM
4	KTUC-AM	KMGX-AM	KAIR-AM
5	KAIR-AM	KJYK-FM	KRQQ-FM

M-F, 3-7pm

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTKT-AM	KAIR-AM	KJYK-FM
3	KRQQ-FM	KJYK-FM	KTKT-AM
4	KMGX-AM	KTKT-AM	KAIR-AM
5	KAIR-AM	KMGX-AM	KRQQ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Tulsa

METRO RANK

59

## A/M '80 Market Overview

The top two stations in this market, Country **KVOO** and P/A **KRMG**, flipfopped this sweep, with **KVOO** coming out on top in total persons and adults 25-54. Among young adults, AOR **KMOD** retained its title.

**KVOO** added about four shares to its 25-54 total to register a 24 share. The station scored impressive gains among the female audience, particularly in PM drive. **KRMG**, the leader last book, fell five shares 25-54, down to the 19 level. **KRMG** suffered defections among the male portion of its audience.

The other double-digit 25-54 station was Beautiful Music **KBEZ**. The station picked up two shares 25-54, climbing to the 13 share level, a rebound from a soft Fall book.

The 18-34 story still featured **KMOD** in the leading role. Almost 25% of the young adult audience was tuned to the station, up almost five shares from the Fall book. The additional audience came from young adult men.

Runner-up to **KMOD** was again **KRAV**, the rocker that leads in teens. **KRAV** was stable with a 17 share 18-34 again, and was the leading 25-34 station. The other double-digit stations 18-34 were 25-54 leaders **KVOO** and **KRMG**. Their 25-34 numbers helped them score mid-12 and mid-10 shares respectively.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	18.3	KRMG-AM 20.0
2 KVOO-AM	16.0	KVOO-AM 16.9
3 KBEZ-FM	12.8	KBEZ-FM 10.1
4 KRAV-FM	10.1	KMOD-FM 10.1
5 KWEN-FM	9.1	KRAV-FM 9.8
6 KELI-AM	6.8	KWEN-FM 7.1
7 KMOD-FM	4.7	KELI-AM 4.9
8 KTFX-FM	3.7	KTFX-FM 4.5
9 KAKC-AM	2.2	KGOW-FM 2.2
10 KREK-FM	2.0	KXO-AM 1.8
11 KFMJ-AM	1.4	KCFO-FM 1.7
12 KTOW-AM	1.4	KAKC-AM 1.5
13 KCFO-FM	1.4	KFMJ-AM 1.0
14 KKMA-FM	1.2	KXOJ-FM 0.9
15 KXO-AM	1.0	KOFM-FM 0.8
16 KXOJ-FM	1.0	KWPR-AM 0.5
17 KGOW-FM	0.3	KTOW-AM 0.3
18 KOLS-AM	0.3	KXOJ-AM
19 KXOJ-AM	0.1	

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	127	KRMG-AM 155
2 KVOO-AM	111	KVOO-AM 131
3 KBEZ-FM	89	KBEZ-FM 78
4 KRAV-FM	70	KMOD-FM 78
5 KWEN-FM	63	KRAV-FM 87
		KBEZ-FM 86

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KWEN-FM	KMOD-FM	KMOD-FM
5 KBEZ-FM	KWEN-FM	KBEZ-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KV00-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	VMOD-FM	KRAV-FM
4 KRAV-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KRAV-FM	KMOD-FM

Teens

M-S, 6am-Midnight

POP(00): 657

A/M '79	O/N '79	A/M '80
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KELI-AM	KRAV-FM	KMOD-FM
3 KRAV-FM	KMOD-FM	KWEN-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRAV-FM	KTFX-FM	KRAV-FM
2 KWEN-FM	KRAV-FM	KWEN-FM
3 KELI-AM	KWEN-FM	KMOD-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KRAV-FM	KRAV-FM	KMOD-FM
3 KELI-AM	KELI-AM	KWEN-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1859

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KMOD-FM	KMOD-FM
2 KRAV-FM	KRAV-FM	KRAV-FM
3 KVOO-AM	KRMG-AM	VV00-AM
4 KFLI-AM	KWEN-FM	KRMG-AM
5 KMOD-FM	KVOO-AM	KELI-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRAV-FM	KMOD-FM
2 KRAV-FM	KMOD-FM	KRMG-AM
3 KVOO-AM	KRMG-AM	KRAV-FM
4 KMOD-FM	KVOO-AM	KVOO-AM
5 KELI-AM	KWEN-FM	KELI-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KMOD-FM	KRAV-FM
2 KPAV-FM	KRAV-FM	KMOD-FM
3 KELI-AM	KRMG-AM	KV00-AM
4 KTFX-FM	KWEN-FM	KRMG-AM
5 KVOO-AM	KVOO-AM	KELI-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2539

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KVOO-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	KBEZ-FM	KBEZ-FM
4 KRAV-FM	KRAV-FM	KRAV-FM
5 KWEN-FM	KMOD-FM	KELI-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KWEN-FM	KBEZ-FM
5 KWEN-FM	KBEZ-FM	KELI-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KV00-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	KBEZ-FM	KBEZ-FM
4 KRAV-FM	KRAV-FM	KRAV-FM
5 KWEN-FM	KMOD-FM	KELI-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	1727	KRMG-AM 1869
2 KVOO-AM	1456	KV00-AM 1530
3 KRAV-FM	1092	KRAV-FM 1172
4 KFLI-AM	1066	KFLI-AM 949
5 KWEN-FM	877	KBEZ-FM 889
		KBEZ-FM 870

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KV00-AM	KV00-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KELI-AM	KMOD-FM	KFLI-AM
5 KWEN-FM	KBEZ-FM	KBEZ-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KV00-AM
2 KVOO-AM	KV00-AM	KRMG-AM
3 KELI-AM	KRAV-FM	KRAV-FM
4 KPAV-FM	KMOD-FM	KELI-AM
5 KWEN-FM	KFLI-AM	KBEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 657

A/M '79	O/N '79	A/M '80
1 KELI-AM	KRAV-FM	KRAV-FM
2 KPAV-FM	KTFX-FM	KWEN-FM
3 KWEN-FM	KELI-AM	KELI-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KRAV-FM	KRAV-FM	KWEN-FM
3 KFLI-AM	KMOD-FM	KMOD-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KELI-AM	KRAV-FM	KWEN-FM
2 KRAV-FM	KTFX-FM	KRAV-FM
3 KWEN-FM	KWEN-FM	KMOD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1859

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRAV-FM	KRAV-FM
2 KRAV-FM	KMOD-FM	KELI-AM
3 KELI-AM	KFLI-AM	KRMG-AM
4 KVOO-AM	KRMG-AM	KMOD-FM
5 KMOD-FM	KWEN-FM	KVOO-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRAV-FM	KRMG-AM
2 KPAV-FM	KMOD-FM	KRAV-FM
3 KELI-AM	KRMG-AM	KVOO-AM
4 KVOO-AM	KELI-AM	KELI-AM
5 KWEN-FM	KV00-AM	KMOD-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KMOD-FM	KRAV-FM
2 KELI-AM	KRAV-FM	KMOD-FM
3 KRAV-FM	KELI-AM	KELI-AM
4 KVOO-AM	KRMG-AM	KVOO-AM
5 KMOD-FM	KV00-AM	KRMG-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2539

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KV00-AM	KV00-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KELI-AM	KELI-AM

M-F, 6-10am

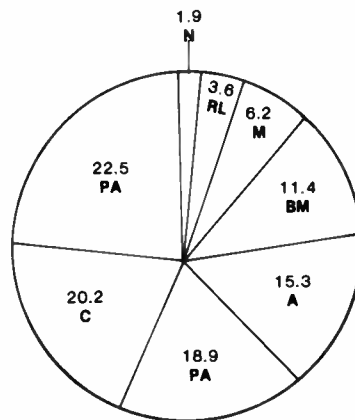
A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KV00-AM	KV00-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KMOD-FM	KELI-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KV00-AM	KV00-AM
3 KBEZ-FM	KRAV-FM	KRAV-FM
4 KRAV-FM	KBEZ-FM	KBEZ-FM
5 KFLI-AM	KELI-AM	KELI-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Utica-Rome

METRO RANK **108**

**Average Persons 12+ Share Trends**  
**Monday-Sunday, 6am-Midnight**  
 OP(00): 2639

	A/M '78	A/M '79	A/M '80
1	WIBX-AM 16.5	WIBX-AM 16.1	WIBQ-FM(BM) 12.7
2	WRUN-AM 12.3	WIBQ-FM 14.8	WIBX-AM(O) 10.7
3	WTOB-FM 10.0	WRUN-AM 9.7	WOUR-FM(A) 9.5
4	WKGW-FM 9.3	WTLB-AM 8.6	WKGW-FM(O) 9.3
5	WTLB-AM 8.7	WOUR-FM 8.2	WTLB-FM(O) 7.5
6	WOUR-FM 8.2	WTLB-FM 7.3	WRUN-AM(O) 6.8
7	WADR-AM 4.5	WKGW-FM 6.7	WTLB-AM(O) 5.9
8	WNTQ-FM 4.1	WADR-AM 6.7	WADR-AM(O) 4.3
9	WLFH-AM 4.1	WBVN-AM 2.6	WUTQ-AM(O) 3.9
10	WKAL-FM 2.8	WBVN-AM 2.2	WNTQ-FM(BM) 3.9
11	WTLB-FM 2.4	WRNY-AM 1.5	WSYR-FM(O) 3.4
12	WKAL-AM 1.5	WKAL-AM 1.3	WYUT-FM(O) 2.5
13	WALY-AM 1.5	WALY-AM 1.3	WSYR-AM(O) 2.3
14	WFBL-AM 1.3	WGY-AM 1.1	WRNY-AM(O) 1.8
15	WBVN-AM 1.1	WLFH-AM 1.1	WLFH-AM(PA) 1.6
16	WBVN-AM 1.1	WNTQ-FM 1.1	WGY-AM(PA) 1.1
17	WMCR-AM 1.1	WKAL-FM 0.9	WFBL-AM(O) 0.9
18	WMCR-FM 0.9	WFBL-AM 0.6	WMCR-AM(PA) 0.9
19	WSYR-AM 0.6	WHN-AM 0.4	WMCR-FM(PA) 0.7
20	WADR-AM 0.6	WADR-AM 0.4	WKAL-AM(PA) 0.5
21	WGY-AM 0.4	WSYR-AM 0.4	WSEN-AM(O) 0.5
22	WHEN-AM 0.4		WSEN-FM(O) 0.2

## Average Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
 OP(00): 2639

	A/M '78	A/M '79	A/M '80
1	WIBX-AM 7.6	WIBX-AM 7.5	WIBQ-FM 5.6
2	WRUN-AM 5.7	WIBQ-FM 6.9	WIBX-AM 4.7
3	WIBQ-FM 4.6	WRUN-AM 4.5	WOUR-FM 4.2
4	WKGW-FM 4.3	WTLB-AM 4.0	WKGW-FM 4.1
5	WTLB-AM 4.0	WOUR-FM 3.8	WTLB-FM 3.3

**M-F, 6-10am**

1	WIBX-AM	WIBX-AM	WIBX-AM
2	WRUN-AM	WTLB-AM	WIBQ-FM
3	WKGW-FM	WIBQ-FM	WTLB-FM
4	WTLB-AM	WRUN-AM	WRUN-AM
5	WOUR-FM	WADR-AM	WTLB-AM

**M-F, 3-7pm**

1	WIBX-AM	WIBX-AM	WIBQ-FM
2	WKGW-FM	WIBQ-FM	WIBX-AM
3	WRUN-AM	WRUN-AM	WKGW-FM
4	WIBQ-FM	WTLB-FM	WOUR-FM
5	WOUR-FM	WKGW-FM	WTLB-FM

**Teens**  
**M-S, 6am-Midnight**  
 OP(00): 352

	A/M '78	A/M '79	A/M '80
1	WRUN-AM	WTLB-FM	WOUR-FM
2	WTLB-AM	WOUR-FM	WTLB-FM
3	WOUR-FM	WRUN-AM	WSYR-FM

**M-F, 6-10am**

1	WTLB-AM	WRUN-AM	WTLB-FM
2	WRUN-AM	WOUR-FM	WOUR-FM
3	WOUR-FM	WTLB-FM	WRUN-AM

**M-F, 3-7pm**

1	WRUN-AM	WTLB-FM	WTLB-FM
2	WTLB-AM	WRUN-AM	WOUR-FM
3	WKGW-FM	WOUR-FM	WSYR-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
 OP(00): 846

	A/M '78	A/M '79	A/M '80
1	WOUR-FM	WTLB-AM	WOUR-FM
2	WKGW-FM	WOUR-FM	WKGW-FM
3	WRUN-AM	WKBW-FM	WRUN-AM
4	WTLB-AM	WRUN-AM	WTLB-AM
5	WIBX-AM	WIBQ-FM	WIBQ-FM

**M-F, 6-10am**

1	WOUR-FM	WTLB-AM	WOUR-FM
2	WRUN-AM	WRUN-AM	WKGW-FM
3	WKGW-FM	WKGW-FM	WTLB-AM
4	WIBX-AM	WOUR-FM	WRUN-AM
5	WTLB-AM	WIBX-AM	WTLB-FM

**M-F, 3-7pm**

1	WKGW-FM	WKGW-FM	WKGW-FM
2	WOUR-FM	WOUR-FM	WOUR-FM
3	WTLB-AM	WRUN-AM	WRUN-AM
4	WRUN-AM	WTLB-AM	WSYR-FM
5	WFBL-AM	WIBQ-FM	WTLB-AM

**Adults 25-54**  
**M-S, 6am-Midnight**  
 OP(00): 1158

	A/M '78	A/M '79	A/M '80
1	WIBX-AM	WIBX-AM	WKGW-FM
2	WRUN-AM	WTLB-AM	WIBQ-FM
3	WKGW-FM	WIBQ-FM	WIBX-AM
4	WIBQ-FM	WKGW-FM	WRUN-AM
5	WTLB-AM	WRUN-AM	WADR-AM

**M-F, 6-10am**

1	WIBX-AM	WIBX-AM	WIBX-AM
2	WRUN-AM	WTLB-AM	WIBQ-FM
3	WKGW-FM	WRUN-AM	WTLB-AM
4	WTLB-AM	WIBQ-FM	WRUN-AM
5	WIBQ-FM	WADR-AM	WKGW-FM

**M-F, 3-7pm**

1	WKGW-FM	WIBX-AM	WKGW-FM
2	WIBX-AM	WKGW-FM	WIBQ-FM
3	WRUN-AM	WIBQ-FM	WIBX-AM
4	WIBQ-FM	WRUN-AM	WADR-AM
5	WTLB-AM	WTLB-AM	WTLB-AM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
 POP(00): 2639

	A/M '78	A/M '79	A/M '80
1	WIBX-AM 1012	WIBX-AM 852	WIBX-AM 727
2	WTLB-AM 996	WRUN-AM 818	WRUN-AM 708
3	WRUN-AM 985	WTLB-AM 778	WIBQ-FM 679
4	WKGW-FM 590	WIBQ-FM 637	WTLB-AM 675
5	WIBQ-FM 478	WTLB-FM 464	WTLB-FM 575

**M-F, 6-10am**

1	WIBX-AM	WIBX-AM	WIBX-AM
2	WRUN-AM	WRUN-AM	WRUN-AM
3	WTLB-AM	WTLB-AM	WTLB-AM
4	WKGW-FM	WIBQ-FM	WIBQ-FM
5	WOUR-FM	WOUR-FM	WTLB-FM

**M-F, 3-7pm**

1	WRUN-AM	WRUN-AM	WIBQ-FM
2	WIBX-AM	WIBX-AM	WIBX-AM
3	WTLB-AM	WIBQ-FM	WRUN-AM
4	WKGW-FM	WTLB-AM	WTLB-FM
5	WOUR-FM	WTLB-FM	WKGW-FM

**Teens**  
**M-S, 6am-Midnight**  
 POP(00): 352

	A/M '78	A/M '79	A/M '80
1	WRUN-AM	WRUN-AM	WTLB-FM
2	WTLB-AM	WTLB-FM	WOUR-FM
3	WOUR-FM	WOUR-FM	WRUN-AM

**M-F, 6-10am**

1	WRUN-AM	WRUN-AM	WTLB-FM
2	WTLB-AM	WTLB-FM	WOUR-FM
3	WOUR-FM	WOUR-FM	WRUN-AM

**M-F, 3-7pm**

1	WRUN-AM	WTLB-FM	WTLB-FM
2	WTLB-AM	WRUN-AM	WOUR-FM
3	WKGW-FM	WOUR-FM	WSYR-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
 POP(00): 846

	A/M '78	A/M '79	A/M '80
1	WRUN-AM	WTLB-AM	WRUN-AM
2	WTLB-AM	WRUN-AM	WTLB-AM
3	WKGW-FM	WOUR-FM	WKGW-FM
4	WOUR-FM	WKGW-FM	WOUR-FM
5	WIBX-AM	WIBQ-FM	WTLB-FM

**M-F, 6-10am**

1	WRUN-AM	WTLB-AM	WRUN-AM
2	WOUR-FM	WRUN-AM	WTLB-AM
3	WTLB-AM	WOUR-FM	WOUR-FM
4	WKGW-FM	WKGW-FM	WOUR-FM
5	WIBX-AM	WIBQ-FM	WTLB-FM

**M-F, 3-7pm**

1	WRUN-AM	WRUN-AM	WKGW-FM
2	WOUR-FM	WTLB-AM	WRUN-AM
3	WTLB-AM	WOUR-FM	WOUR-FM
4	WKGW-FM	WKGW-FM	WTLB-AM
5	WIBX-AM	WIBQ-FM	WIBQ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
 POP(00): 1158

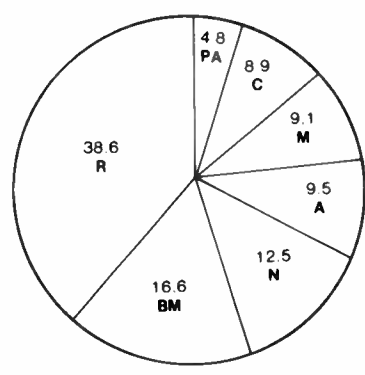
	A/M '78	A/M '79	A/M '80
1	WIBX-AM	WTLB-AM	WTLB-AM
2	WRUN-AM	WRUN-AM	WIBQ-FM
3	WTLB-AM	WIBX-AM	WIBX-AM
4	WKGW-FM	WIBQ-FM	WRUN-AM
5	WIBQ-FM	WKGW-FM	WKGW-FM

**M-F, 6-10am**

1	WIBX-AM	WTLB-AM	WIBX-AM
2	WRUN-AM	WIBX-AM	WTLB-AM
3	WTLB-AM	WRUN-AM	WIBQ-FM
4	WKGW-FM	WIBQ-FM	WRUN-AM
5	WIBQ-FM	WADR-AM	WKGW-FM

**M-F, 3-7pm**

1	WRUN-AM	WRUN-AM	WIBQ-FM
2	WIBX-AM	WIBQ-FM	WIBX-AM
3	WKGW-FM	WTLB-AM	WTLB-AM
4	WTLB-AM	WIBX-AM	WRUN-AM
5	WIBQ-FM	WKGW-FM	WKGW-FM



**Format Legend**

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

# Waco

METRO RANK

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### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	KWTX-FM 16.5	KWTX-FM 15.3	WACO-AM (R) 18.3
2	WACO-AM 13.3	KNFO-FM 14.3	KNFO-FM (PA) 11.2
3	KHOO-FM 12.8	WBAP-AM 12.7	KWTX-FM (M) 11.2
4	KRZI-AM 12.2	KWTX-AM 12.2	WBAP-AM (C) 10.1
5	KWTX-AM 11.7	KHOO-FM 10.6	KWTX-AM (PA) 9.5
6	WBAP-AM 10.1	WACO-AM 9.5	FRZI-AM (R) 7.7
7	KKIK-AM 4.3	KRZI-AM 7.4	KHOO-FM (C) 6.5
8	WFAA-AM 2.7	KKIK-AM 4.8	KKIK-AM (C) 4.7
9	KNFO-FM 1.6	KRLD-AM 2.1	KKDA-AM (R) 2.4
10	KRLD-AM 1.6	WFAA-AM 1.1	KSCS-FM (C) 1.8
11	KKD4-AM 1.1	KZEW-FM 1.1	KZEW-FM (A) 1.2
12	KTON-AM 1.1	KVIL-FM 1.1	KAFM-FM (PA) 1.2
13	KZEW-FM 0.5	KIXS-FM 0.5	KRLD-AM (R) 1.2
14	KAFM-FM 0.5	KOAX-FM 0.5	KIXS-FM (R) 1.2
15	KTON-FM	KIXS-AM	WFAA-AM (R) 1.2
16			KNO3-FM (R) 0.6
17			KMEZ-FM (R) 0.6

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	KWTX-FM 31	KWTX-FM 29	WACO-AM 31
2	WACO-AM 25	KNFO-FM 27	KNFO-FM 19
3	KHOO-FM 24	WBAP-AM 24	KWTX-FM 19
4	KRZI-AM 23	KWTX-AM 23	WBAP-AM 17
5	KWTX-AM 22	KHOO-FM 20	KWTX-AM 16

M-F, 6-10am

1	KWTX-FM	KWTX-AM	WACO-AM
2	KWTX-AM	KWTX-FM	KWTX-AM
3	WACO-AM	WBAP-AM	KWTX-FM
4	KHOO-FM	KHOO-FM	WBAP-AM
5	KRZI-AM	WACO-AM	KNFO-FM

M-F, 3-7pm

1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	KNFO-FM	KNFO-FM
3	KRZI-AM	WBAP-AM	KWTX-FM
4	WACO-AM	XHOO-FM	KHOO-FM
5	KWTX-AM	KWTX-AM	KWTX-AM

Teens  
M-S, 6am-Midnight  
POP(00): 161

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	KHOO-FM
3	KHOO-FM	WACO-AM	WACO-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KHOO-FM
2	KRZI-AM	WACO-AM	KNFO-FM
3	KHOO-FM	KRZI-AM	WACO-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KHOO-FM
2	WACO-AM	KRZI-AM	KNFO-FM
3	KHOO-FM	WACO-AM	WACO-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 456

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	WBAP-AM	KRZI-AM
3	KHOO-FM	KRZI-AM	WACO-AM
4	WBAP-AM	WACO-AM	KHOO-FM
5	KWTX-FM	KHOO-FM	WBAP-AM

M-F, 6-10am

1	KRZI-AM	KNFO-FM	KRZI-AM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	WBAP-AM	KNFO-FM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	WBAP-AM	WACO-AM
3	KHOO-FM	KRZI-AM	KHOO-FM
4	WBAP-AM	KHOO-FM	KRZI-AM
5	KKIK-AM	WACO-AM	KWTX-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 561

	A/M '78	A/M '79	A/M '80
1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	WBAP-AM	KWTX-FM
3	WBAP-AM	KHOO-FM	WBAP-AM
4	WACO-AM	KNFO-FM	KRZI-AM
5	KWTX-AM	KWTX-AM	KNFO-FM

M-F, 6-10am

1	KWTX-FM	WBAP-AM	WACO-AM
2	KHOO-FM	KHOO-FM	WBAP-AM
3	WACO-AM	KWTX-FM	KWTX-FM
4	KWTX-AM	KWTX-AM	KRZI-AM
5	WBAP-AM	KKIK-AM	KNFO-FM

M-F, 3-7pm

1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	WBAP-AM	KWTX-FM
3	WBAP-AM	KNFO-FM	WBAP-AM
4	WACO-AM	KHOO-FM	KNFO-FM
5	KRZI-AM	KWTX-AM	KRZI-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	WACO-AM 480	KWTX-AM 404	WACO-AM 505
2	KWTX-AM 400	WACO-AM 392	KNFO-FM 350
3	KRZI-AM 376	KWTX-FM 338	KWTX-AM 319
4	KWTX-FM 362	KRZI-AM 336	KRZI-AM 294
5	KHOO-FM 333	KNFO-FM 335	WBAP-AM 260

M-F, 6-10am

1	WACO-AM	KWTX-AM	WACO-AM
2	KWTX-AM	WACO-AM	KWTX-AM
3	KRZI-AM	WBAP-AM	KNFO-FM
4	KWTX-FM	KNFO-FM	KRZI-AM
5	KHOO-FM	KWTX-FM	KWTX-FM

M-F, 3-7pm

1	WACO-AM	KNFO-FM	WACO-AM
2	KRZI-AM	KWTX-FM	KNFO-FM
3	KWTX-FM	KRZI-AM	KRZI-AM
4	KHOO-FM	KWTX-AM	KWTX-FM
5	KWTX-AM	WACO-AM	KHOO-FM

Teens  
M-S, 6am-Midnight  
POP(00): 161

	A/M '78	A/M '79	A/M '80
1	WACO-AM	KRZI-AM	KNFO-FM
2	KRZI-AM	WACO-AM	KHOO-FM
3	KHOO-FM	KNFO-FM	WACO-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WACO-AM	KHOO-FM
3	WBAP-AM	KRZI-AM	WACO-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	KNFO-FM
3	KHOO-FM	WACO-AM	WACO-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 456

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	WBAP-AM	KRZI-AM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WBAP-AM	KRZI-AM
3	KHOO-FM	KRZI-AM	WACO-AM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 3-7pm

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WBAP-AM	WACO-AM
3	KHOO-FM	KRZI-AM	KRZI-AM
4	WBAP-AM	WACO-AM	KHOO-FM
5	KKIK-AM	KHOO-FM	KWTX-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 561

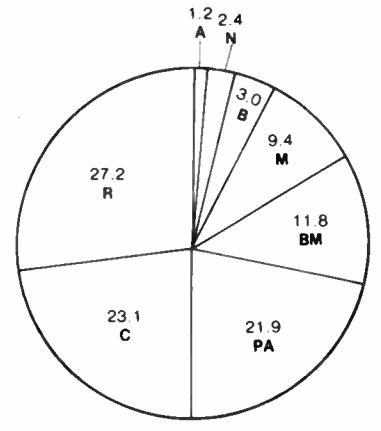
	A/M '78	A/M '79	A/M '80
1	KHOO-FM	WBAP-AM	WACO-AM
2	KWTX-FM	KWTX-FM	KRZI-AM
3	WACO-AM	KHOO-FM	WBAP-AM
4	WBAP-AM	KWTX-AM	KWTX-FM
5	KWTX-AM	KRZI-AM	KNFO-FM

M-F, 6-10am

1	KWTX-FM	WBAP-AM	WACO-AM
2	WACO-AM	KHOO-FM	KRZI-AM
3	KHOO-FM	KWTX-AM	WBAP-AM
4	KWTX-AM	KRZI-AM	KWTX-FM
5	WBAP-AM	KRZI-FM	KNFO-FM

M-F, 3-7pm

1	KHOO-FM	WBAP-AM	WACO-AM
2	KWTX-FM	KWTX-FM	KRZI-AM
3	WBAP-AM	KHOO-FM	WBAP-AM
4	WACO-AM	KWTX-AM	KWTX-FM
5	KRZI-AM	KRZI-AM	KNFO-FM



### Format Legend

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

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## A/M '80 Market Overview

What a difference a year makes! Last spring First Media's WPGC was the virtually unchallenged leader for the 12-34 audience. Since then, however, ABC's WRQX spent huge amounts of advertising dollars to promote itself, resulting in a tight race. As the the 25-54 audience, WMAL was still the preference, especially among persons 35+.

Last spring, prior to the massive WRQX media blitz, WPGC-AM-FM (fully simulcast during the AM's daytime operating hours) owned a mid-14 share of the 18-34 audience. This spring, after WRQX spent more than \$500,000 since the O/N '79 survey, WPGC-AM-FM was at the 12 share level. WRQX, in the same time period went from a mid-2 share of the young adults to almost a 10 share. Looking specifically at this survey, WRQX spent about \$150,000 on TV, relatively low after its fall and winter campaigns. The station also gave away a trip for two anywhere, all expenses paid. The only air change was a new midday personality hired prior to the start of the book. WPGC, on the other hand, maintained a low profile externally, using no outside advertising. On the air, however, the station gave away a total of \$50,000 in cash during a call-in contest. Musically, the station began to more selectively daypart its records.

There was a shift in popularity of the ethnic-oriented stations. WHUR, formerly the leader, lost more than one-third of its 18-34 audience since last spring, while NBC's WKYS more than doubled its figures to a 10 share.

On the AOR scene, the comer was WAVA. The station boosted its 18-34 share by 50% compared to last spring, while former leader WWDC-FM slipped 38% in the same time frame. WAVA mounted a significant direct mail campaign to apartment dwellers in the 18-34 demographic, offering program guides and an entry blank for a contest that would pay off in cash for a year. WAVA was also commercial-free on Sundays during the survey.

Longtime leader WMAL maintained its 10 share of the 25-54 demos and a 17 share of the 35-64 cell. Besides WPGC-AM-FM, the other stations that scored well behind WMAL 25-54 were WASH and WGAY-FM. Both stations slipped since the A/M '79 survey, but each still had a mid-6 share of the 25-54 audience.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 25371

	AM '79	ON '79	JF '80	AM '80
1	WPGC-AF	11.0	WMAL-AM	11.8
2	WMAL-AM	9.3	WPGC-AF	7.7
3	WGAY-FM	7.9	WQOK-FM	6.9
4	WQOK-FM	6.0	WASH-FM	6.5
5	WHUR-FM	5.9	WGAY-FM	6.4
6	WASH-FM	5.6	WHUR-FM	4.9
7	WWDC-FM	5.3	WRQX-FM	4.9
8	WJMD-FM	4.5	WJMD-FM	4.2
9	WTOP-AM	4.2	WTOP-AM	3.9
10	WOL -AM	3.3	WRC -AM	3.7
11	WMZQ-FM	3.0	WWDC-FM	3.2
12	WPIK-AM	3.0	WMZQ-FM	3.2
13	WAVA-FM	2.8	WKYS-FM	3.1
14	WGMS-FM	2.5	WAVA-FM	2.8
15	WRC -AM	2.5	WEZR-FM	2.3
16	WKYS-FM	2.4	WOL -AM	2.2
17	WRQX-FM	2.1	WYCB-AM	1.9
18	WHFS-FM	1.5	WGMS-FM	1.8
19	WWDC-FM	1.5	WXRA-FM	1.7
20	WUST-AM	1.5	WPIK-AM	1.6
21	WEZR-FM	1.3	WHFS-FM	1.2
22	WYCB-AM	1.3	WWDC-AM	1.1
23	WGAY-AM	0.8	WUST-AM	1.0
24	WEAM-AM	0.8	WGMS-AM	1.0
25	WXRA-FM	0.8	WGAY-AM	0.8
26	WGMS-AM	0.6	WFAX-AM	0.6
27	WXTR-FM	0.6	WEAM-AM	0.6
28	WLIF-FM	0.4	WFYS-FM	0.5
29	WEEL-AM	0.4	WYVV-FM	0.5
30	WVNX-AM	0.4	WLMD-AM	0.4
31	WYVV-FM	0.3	WXTR-FM	0.3
32	WSHD-AM	0.1	WPOC-FM	0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 25371

	AM '79	ON '79	JF '80	AM '80
1	WPGC-AF	466	WMAL-AM	508
2	WMAL-AM	396	WPGC-AF	332
3	WGAY-FM	334	WQOK-FM	297
4	WQOK-FM	253	WASH-FM	281
5	WHUR-FM	248	WGAY-FM	277
6	WASH-FM	237	WHUR-FM	211
7	WWDC-FM	224	WRQX-FM	209
8	WJMD-FM	191	WJMD-FM	179
9	WTOP-AM	177	WTOP-AM	170
10	WOL -AM	142	WRC -AM	160

### MF, 6-10am

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-AF
3	WGAY-FM	WTOP-AM	WASH-FM	WRQX-FM
4	WASH-FM	WQOK-FM	WTOP-AM	WTOP-AM
5	WTOP-AM	WASH-FM	WRQX-FM	WASH-FM
6	WHUR-FM	WGAY-FM	WRC -AM	WKYS-FM
7	WWDC-FM	WRC -AM	WKYS-FM	WRC -AM
8	WQOK-FM	WRQX-FM	WGAY-FM	WGAY-FM
9	WJMD-FM	WHUR-FM	WAVA-FM	WMZQ-FM
10	WOL -AM	WMZQ-FM	WJMD-FM	WAVA-FM

### MF, 3-7pm

1	WPGC-AF	WMAL-AM	WMAL-AM	WMAL-AM
2	WMAL-AM	WPGC-AF	WRQX-FM	WPGC-AF
3	WGAY-FM	WQOK-FM	WPGC-AF	WRQX-FM
4	WQOK-FM	WGAY-FM	WASH-FM	WKYS-FM
5	WASH-FM	WASH-FM	WKYS-FM	WGAY-FM
6	WJMD-FM	WRQX-FM	WGAY-FM	WQOK-FM
7	WWDC-FM	WRC -AM	WQOK-FM	WASH-FM
8	WHUR-FM	WJMD-FM	WAVA-FM	WAVA-FM
9	WTOP-AM	WKYS-FM	WJMD-FM	WJMD-FM
10	WMZQ-FM	WTOP-AM	WTOP-AM	WTOP-AM

### Teens

M-S, 6am-Midnight

POP(00): 3285

	AM '79	ON '79	JF '80	AM '80
1	WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2	WQOK-FM	WPGC-AF	WQOK-FM	WPGC-AF
3	WWDC-FM	WQOK-FM	WPGC-AF	WQOK-FM

### MF, 6-10am

1	WPGC-AF	WPGC-AF	WRQX-FM	WRQX-FM
2	WQOK-FM	WRQX-FM	WPGC-AF	WPGC-AF
3	WWDC-FM	WQOK-FM	WQOK-FM	WQOK-FM

### MF, 3-7pm

1	WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2	WQOK-FM	WQOK-FM	WQOK-FM	WQOK-FM
3	WWDC-FM	WPGC-AF	WPGC-AF	WPGC-AF

### Adults 18-34

M-S, 6am-Midnight

POP(00): 10424

	AM '79	ON '79	JF '80	AM '80
1	WPGC-AF	WASH-FM	WKYS-FM	WPGC-AF
2	WHUR-FM	WQOK-FM	WHUR-FM	WKYS-FM
3	WASH-FM	WPGC-AF	WPGC-AF	WRQX-FM
4	WWDC-FM	WHUR-FM	WAVA-FM	WAVA-FM
5	WQOK-FM	WRQX-FM	WASH-FM	WHUR-FM
6	WAVA-FM	WWDC-FM	WRQX-FM	WASH-FM
7	WOL -AM	WKYS-FM	WKYS-FM	WQOK-FM
8	WKYS-FM	WAVA-FM	WWDC-FM	WWDC-FM
9	WMAL-AM	WGAY-FM	WMAL-AM	WMZQ-FM
10	WHFS-FM	WMAL-AM	WMZQ-FM	WMAL-AM

### MF, 6-10am

1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-AF
2	WASH-FM	WQOK-FM	WASH-FM	WRQX-FM
3	WHUR-FM	WASH-FM	WAVA-FM	WKYS-FM
4	WWDC-FM	WMAL-AM	WKYS-FM	WASH-FM
5	WMAL-AM	WHUR-FM	WRQX-FM	WMAL-AM
6	WQOK-FM	WRQX-FM	WMAL-AM	WAVA-FM
7	WTOP-AM	WHUR-FM	WTOP-AM	WHUR-FM
8	WOL -AM	WKYS-FM	WQOK-FM	WMZQ-FM
9	WKYS-FM	WWDC-FM	WMZQ-FM	WWDC-FM
10	WAVA-FM	WAVA-FM	WTOP-AM	WQOK-FM

### MF, 3-7pm

1	WPGC-AF	WQOK-FM	WPGC-AF	WPGC-AF
2	WASH-FM	WPGC-AF	WKYS-FM	WKYS-FM
3	WWDC-FM	WASH-FM	WAVA-FM	WRQX-FM
4	WQOK-FM	WRQX-FM	WASH-FM	WAVA-FM
5	WHUR-FM	WQOK-FM	WRQX-FM	WQOK-FM
6	WAVA-FM	WHUR-FM	WHUR-FM	WWDC-FM
7	WOL -AM	WKYS-FM	WQOK-FM	WASH-FM
8	WMAL-AM	WAVA-FM	WMAL-AM	WMZQ-FM
9	WJMD-FM	WGAY-FM	WMZQ-FM	WHUR-FM
10	WHFS-FM	WMAL-AM	WWDC-FM	WMAL-AM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 13250

	AM '79	ON '79	JF '80	AM '80
1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WGAY-FM	WASH-FM	WASH-FM	WPGC-AF
3	WPGC-AF	WPGC-AF	WGAY-FM	WASH-FM
4	WASH-FM	WGAY-FM	WHUR-FM	WGAY-FM
5	WHUR-FM	WXRA-FM	WKYS-FM	WKYS-FM
6	WJMD-FM	WQOK-FM	WPGC-AF	WMZQ-FM
7	WMZQ-FM	WGMS-AM	WJMD-FM	WHUR-FM
8	WTOP-AM	WFYS-FM	WMZQ-FM	WJMD-FM
9	WPIK-AM	WGAY-AM	WRQX-FM	WRQX-FM
10	WQOK-FM	WKYS-FM	WTOP-AM	WAVA-FM

### MF, 6-10am

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3	WGAY-FM	WPGC-AF	WPGC-AF	WASH-FM
4	WASH-FM	WTOP-AM	WTOP-AM	WTOP-AM
5	WTOP-AM	WHUR-FM	WGAY-FM	WHUR-FM
6	WHUR-FM	WQOK-FM	WKYS-FM	WKYS-FM
7	WMZQ-FM	WGAY-FM	WGAY-FM	WGAY-FM
8	WJMD-FM	WRC -AM	WRC -AM	WMZQ-FM
9	WWDC-FM	WMZQ-FM	WRQX-FM	WRQX-FM
10	WPIK-AM	WJMD-FM	WMZQ-FM	WJMD-FM

### MF, 3-7pm

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WGAY-FM	WASH-FM	WASH-FM	WPGC-AF
3	WPGC-AF	WRQX-FM	WGAY-FM	WASH-FM
4	WASH-FM	WPGC-AF	WPGC-AF	WKYS-FM
5	WJMD-FM	WQOK-FM	WQOK-FM	WGAY-FM
6	WHUR-FM	WHUR-FM	WKYS-FM	WMZQ-FM
7	WMZQ-FM	WTOP-AM	WJMD-FM	WJMD-FM
8	WPIK-AM	WJMD-FM	WMZQ-FM	WTOP-AM
9	WTOP-AM	WKYS-FM	WRQX-FM	WAVA-FM
10	WQOK-FM	WXRA-FM	WTOP-AM	WRQX-FM



# Washington, D.C.

Continued from Page 227

R&R RATINGS REPORT/1980

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 25371

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF 6330	WVAL-AM 7137	WVAL-AM 6244	WVAL-AM 5340
2 WHAL-AM 5766	WPGC-AF 5125	WRQX-FM 4667	WRQX-FM 5196
3 WTOP-AM 3746	WASH-FM 4199	WPGC-AF 4289	WPGC-AF 4952
4 WGAY-FM 3731	WRQX-FM 4110	WTOP-AM 3654	WTOP-AM 3733
5 WDC-FM 3554	WTOP-AM 3677	WKYS-FM 3615	WKYS-FM 3515
6 WASH-FM 3472	WGAY-FM 3587	WEEK-FM 3425	WASH-FM 3317
7 WOOK-FM 3190	WEEK-FM 3550	WGAY-FM 3227	WEEK-FM 3182
8 WHUR-FM 2952	WDC-FM 3039	WASH-FM 3213	WGAY-FM 3157
9 WKYS-FM 2654	WHUR-FM 2958	WHUR-FM 3181	WHUR-FM 2830
10 WJMD-FM 2444	WRC-AM 2632	WRC-AM 2784	WDC-FM 2799

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WHAL-AM	WVAL-AM	WVAL-AM	WVAL-AM
2 WPGC-AF	WPGC-AF	WPGC-AF	WRQX-FM
3 WTOP-AM	WASH-FM	WRQX-FM	WRQX-FM
4 WASH-FM	WTOP-AM	WPGC-AF	WPGC-AF
5 WDC-FM	WEEK-FM	WKYS-FM	WASH-FM
6 WOOK-FM	WRQX-FM	WRC-AM	WKYS-FM
7 WGAY-FM	WGAY-FM	WASH-FM	WDC-FM
8 WHUR-FM	WRC-AM	WEEK-FM	WRC-AM
9 WKYS-FM	WDC-FM	WAVA-FM	WEEK-FM
10 WJMD-FM	WHUR-FM	WGAY-FM	WAVA-FM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WVAL-AM	WVAL-AM	WRQX-FM
2 WHAL-AM	WPGC-AF	WRQX-FM	WVAL-AM
3 WGAY-FM	WRQX-FM	WPGC-AF	WPGC-AF
4 WASH-FM	WASH-FM	WKYS-FM	WKYS-FM
5 WDC-FM	WEEK-FM	WEEK-FM	WEEK-FM
6 WOOK-FM	WGAY-FM	WAVA-FM	WTOP-AM
7 WTOP-AM	WTOP-AM	WTOP-AM	WASH-FM
8 WHUR-FM	WDC-FM	WASH-FM	WGAY-FM
9 WJMD-FM	WAVA-FM	WGAY-FM	WAVA-FM
10 WAVA-FM	WRC-AM	WHUR-FM	WDC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 3285

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WDC-FM	WPGC-AF	WPGC-AF	WPGC-AF
3 WRQX-FM	WEEK-FM	WEEK-FM	WEEK-FM

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WDC-FM	WPGC-AF	WPGC-AF	WPGC-AF
3 WOOK-FM	WEEK-FM	WEEK-FM	WEEK-FM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WOOK-FM	WPGC-AF	WEEK-FM	WPGC-AF
3 WDC-FM	WEEK-FM	WPGC-AF	WEEK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 10424

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WRQX-FM	WPGC-AF
2 WDC-FM	WPGC-AF	WPGC-AF	WRQX-FM
3 WASH-FM	WRQX-FM	WKYS-FM	WKYS-FM
4 WHUR-FM	WEEK-FM	WHUR-FM	WDC-FM
5 WOOK-FM	WDC-FM	WASH-FM	WAVA-FM
6 WKYS-FM	WHUR-FM	WEEK-FM	WEEK-FM
7 WAVA-FM	WVAL-AM	WAVA-FM	WHUR-FM
8 WHAL-AM	WAVA-FM	WDC-FM	WASH-FM
9 WRQX-FM	WKYS-FM	WVAL-AM	WHAL-AM
10 WTOP-AM	WTOP-AM	WHZQ-FM	WTOP-AM

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WPGC-AF	WPGC-AF
2 WASH-FM	WPGC-AF	WKYS-FM	WRQX-FM
3 WDC-FM	WEEK-FM	WRQX-FM	WKYS-FM
4 WHUR-FM	WRQX-FM	WAVA-FM	WASH-FM
5 WOOK-FM	WDC-FM	WASH-FM	WDC-FM
6 WHAL-AM	WVAL-AM	WVAL-AM	WVAL-AM
7 WKYS-FM	WHUR-FM	WHUR-FM	WAVA-FM
8 WAVA-FM	WKYS-FM	WEEK-FM	WHUR-FM
9 WTOP-AM	WTOP-AM	WDC-FM	WEEK-FM
10 WDC-FM	WAVA-FM	WTOP-AM	WTOP-AM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WPGC-AF	WPGC-AF
2 WASH-FM	WPGC-AF	WKYS-FM	WRQX-FM
3 WDC-FM	WEEK-FM	WRQX-FM	WKYS-FM
4 WHUR-FM	WDC-FM	WAVA-FM	WDC-FM
5 WAVA-FM	WRQX-FM	WASH-FM	WDC-FM
6 WOOK-FM	WHUR-FM	WHUR-FM	WEEK-FM
7 WKYS-FM	WAVA-FM	WEEK-FM	WEEK-FM
8 WDC-FM	WKYS-FM	WDC-FM	WHUR-FM
9 WHAL-AM	WDC-FM	WVAL-AM	WHAL-AM
10 WHFS-FM	WVAL-AM	WHZQ-FM	WHFS-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 13250

AM '79	ON '79	JF '80	AM '80
1 WHAL-AM	WVAL-AM	WVAL-AM	WVAL-AM
2 WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3 WGAY-FM	WPGC-AF	WGAY-FM	WASH-FM
4 WASH-FM	WGAY-FM	WPGC-AF	WTOP-AM
5 WTOP-AM	WTOP-AM	WTOP-AM	WRQX-FM
6 WHUR-FM	WHUR-FM	WKYS-FM	WGAY-FM
7 WKYS-FM	WEEK-FM	WHUR-FM	WRQX-FM
8 WOOK-FM	WRQX-FM	WHUR-FM	WJMD-FM
9 WDC-FM	WHZQ-FM	WHZQ-FM	WJMD-FM
10 WHZQ-FM	WJMD-FM	WEEK-FM	WRC-AM

M-F, 6-10am

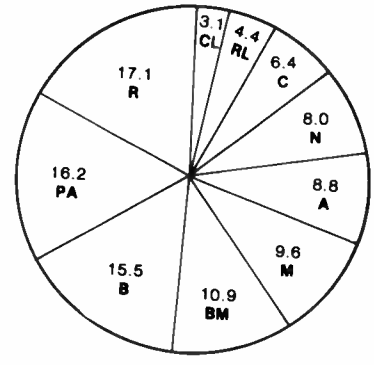
AM '79	ON '79	JF '80	AM '80
1 WHAL-AM	WVAL-AM	WVAL-AM	WVAL-AM
2 WPGC-AF	WASH-FM	WTOP-AM	WASH-FM
3 WASH-FM	WTOP-AM	WASH-FM	WPGC-AF
4 WTOP-AM	WPGC-AF	WPGC-AF	WTOP-AM
5 WGAY-FM	WGAY-FM	WGAY-FM	WKYS-FM
6 WHUR-FM	WHUR-FM	WKYS-FM	WKYS-FM
7 WKYS-FM	WEEK-FM	WRC-AM	WHUR-FM
8 WOOK-FM	WHZQ-FM	WHZQ-FM	WHZQ-FM
9 WHZQ-FM	WRC-AM	WRQX-FM	WGAY-FM
10 WDC-FM	WRQX-FM	WHZQ-FM	WRC-AM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WHAL-AM	WVAL-AM	WVAL-AM	WVAL-AM
2 WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3 WASH-FM	WGAY-FM	WGAY-FM	WASH-FM
4 WGAY-FM	WPGC-AF	WPGC-AF	WRQX-FM
5 WTOP-AM	WTOP-AM	WKYS-FM	WTOP-AM
6 WHUR-FM	WEEK-FM	WTOP-AM	WKYS-FM
7 WKYS-FM	WHZQ-FM	WRQX-FM	WGAY-FM
8 WJMD-FM	WHUR-FM	WHUR-FM	WHUR-FM
9 WHZQ-FM	WKYS-FM	WJMD-FM	WDC-FM
10 WOOK-FM	WRQX-FM	WHZQ-FM	WJMD-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



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

Data from MarketBuy Market™

# Waterloo-Cedar Falls

METRO RANK **164**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1135

	A/M '78	A/M '79	A/M '80			
1	KWWL-AM	32.5	KWWL-AM	33.3	KWWL-AM(PA)	27.6
2	KXFL-AM	15.3	KXFL-AM	15.4	KCNB-FM(B)	14.5
3	KFMW-FM	3.4	KFMW-FM	13.6	KXFL-AM(C)	13.1
4	KXEL-FM	9.6	KXEL-FM	11.1	KFMW-FM(BM)	1.0
5	KCFI-AM	6.4	KCFI-AM	6.2	WMT-AM(PA)	4.8
6	WMT-AM	4.5	KLFU-AM	3.7	KLFU-AM(PA)	4.8
7	KLEU-AM	3.8	WMT-AM	2.5	KCFI-AM(PA)	4.1
8	WHO-AM	2.5	WHO-AM	2.5	WHO-AM(R)	4.1
9	KOEL-FM	1.9	KQCR-FM	1.2	KOEL-FM(C)	2.8
10	KQCR-FM	1.3	KOEL-FM	1.2	KRNA-FM(B)	2.1
11					KQCR-FM(B)	2.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1135

	A/M '78	A/M '79	A/M '80			
1	KWWL-AM	51	KWWL-AM	54	KWWL-AM	40
2	KXFL-AM	24	KXEL-AM	25	KCNB-FM	21
3	KFMW-FM	21	KFMW-FM	22	KXEL-AM	19
4	KXFL-FM	15	KXEL-FM	18	KFMW-FM	16
5	KCFI-AM	10	KCFI-AM	10	WMT-AM	7

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KCNB-FM
4	KXFL-FM	KXFL-FM	KFMW-FM
5	WMT-AM	KCFI-AM	WMT-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KCNB-FM
3	KFMW-FM	KFMW-FM	KXFL-AM
4	KXFL-FM	KXEL-FM	KFMW-FM
5	KCFI-AM	KCFI-AM	WMT-AM

## Teens M-S, 6am-Midnight

POP(00): 151

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KLFU-AM	KRNA-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KCNB-FM
2	KXFL-FM	KXEL-FM	KWWL-AM
3	KLEU-AM	KLEU-AM	KXFL-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KXEL-AM	KLEU-AM	KFMW-FM

## Adults 18-34 M-S, 6am-Midnight

POP(00): 448

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-FM	KCNB-FM
3	KXEL-FM	KXEL-AM	KXEL-AM
4	KCFI-AM	KCFI-AM	KFMW-FM
5	KFMW-FM	KFMW-FM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-FM	KCNB-FM
3	KXEL-FM	KXEL-AM	KXEL-AM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KFMW-FM	KFMW-FM	KFMW-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-FM	KCNB-FM
3	KXFL-FM	KXEL-AM	KFMW-FM
4	KCFI-AM	KCFI-AM	KXEL-AM
5	KFMW-FM	KFMW-FM	KCFI-AM

## Adults 25-54 M-S, 6am-Midnight

POP(00): 498

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KCFI-AM	KCFI-AM	KCNB-FM
5	KXEL-FM	KXEL-FM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KXEL-FM	KXEL-FM	KCNB-FM
5	WMT-AM	KCFI-AM	KCFI-AM

M-F, 3-7pm

1	KXFL-AM	KWWL-AM	KWWL-AM
2	KWWL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KOEL-FM	KXEL-FM	KCNB-FM
5	KXEL-FM	KCFI-AM	WMT-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1135

	A/M '78	A/M '79	A/M '80			
1	KWWL-AM	758	KWWL-AM	774	KWWL-AM	663
2	KXFL-AM	341	KXEL-FM	341	KXEL-AM	313
3	KXFL-FM	288	KXEL-AM	341	KCNB-FM	301
4	KCFI-AM	240	KFMW-FM	258	KCFI-AM	179
5	KFMW-FM	223	KLFU-AM	222	KFMW-FM	166

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KXFL-FM	KCNB-FM
4	KCFI-AM	KFMW-FM	KFMW-FM
5	KFMW-FM	KCFI-AM	WMT-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-AM	KCNB-FM
3	KXEL-AM	KXEL-FM	KXEL-AM
4	KFMW-FM	KFMW-FM	KFMW-FM
5	KCFI-AM	KLEU-AM	KCFI-AM

## Teens M-S, 6am-Midnight

POP(00): 151

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KLFU-AM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KCFI-AM	KXEL-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KLFU-AM	KFMW-FM

## Adults 18-34 M-S, 6am-Midnight

POP(00): 448

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KLFU-AM	KCFI-AM
4	KXFL-AM	KXFL-AM	KXEL-AM
5	KLEU-AM	KCFI-AM	KQCR-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-FM	KCNB-FM
3	KXFL-FM	KXEL-AM	KXFL-AM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KLEU-AM	KLFU-AM	KFMW-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-FM	KXEL-FM	KCNB-FM
3	KXFL-AM	KXEL-AM	KXFL-AM
4	KCFI-AM	KLFU-AM	KCFI-AM
5	KLEU-AM	KCFI-AM	KQCR-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 498

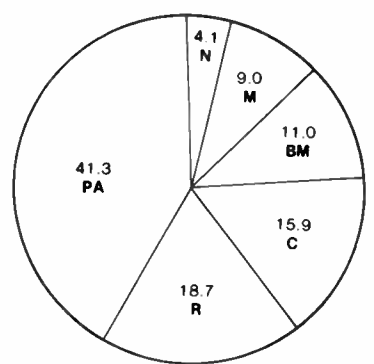
	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXFL-AM
3	KFMW-FM	KFMW-FM	KCFI-AM
4	KCFI-AM	KXEL-FM	KCNB-FM
5	KXEL-FM	KCFI-AM	KFMW-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXFL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KCFI-AM	KXEL-FM	KCFI-AM
5	KXEL-FM	KCFI-AM	KCNB-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXFL-AM
3	KFMW-FM	KFMW-FM	KCNB-FM
4	KCFI-AM	KXEL-FM	KFMW-FM
5	KXEL-FM	KCFI-AM	KCFI-AM



**Format Legend**

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

# West Palm Beach- Boca Raton

METRO RANK

68

## A/M '80 Market Overview

WEAT-FM and WIRK-FM, the leading stations among the bulk of the older-skewing (30% of the population is 65+) listeners, were again 1-2 in the market, but Black-formatted WPOM came out of nowhere to rank third.

Country WIRK-FM had a stable book, maintaining a 20 share of the 25-54 category, while runner-up WEAT-FM slipped three shares, down to a mid-12 figure. WEAT-FM was tops with the 35+ audience, however. WEAT-FM used an ad campaign scaled back from previous efforts and concentrated on TV spots. The Schulke-formatted station also used billboards and some newspaper ads.

As for the young adult population, WIRK-FM ranked as the most popular station, but two others worth noting were AOR WRMF and WPOM. WRMF was formerly WJNO-FM, and the station used its new identity to garner a 10 share of the young adult audience. At the same time, WPOM was surging into a vital position. The station rose from a one share 18-34 to more than 5, picking up teens as well in its drive.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4352

	A/M '79	O/N '79	A/M '80
1 WEAT-FM	17.6	WEAT-FM	16.9
2 WIRK-FM	9.0	WIRK-FM	13.2
3 WPOM-AM	7.7	WNJY-FM	5.2
4 WPBR-AM	6.6	WJNO-FM	4.6
5 WHYI-FM	6.4	WPBR-AM	4.1
6 WLYF-FM	4.8	WHYI-FM	4.0
7 WJNO-AM	4.1	WEAT-AM	3.9
8 WNGS-FM	3.5	WNGS-FM	3.0
9 WAXY-FM	3.5	WJNO-AM	3.0
10 WEAT-AM	3.2	WSHE-FM	3.0
11 WJNO-AM	2.9	WLYF-FM	2.9
12 WGMW-FM	2.6	WPOM-AM	2.5
13 WKQS-FM	2.1	WIRK-AM	2.2
14 WSRB-AM	2.1	WINZ-FM	2.2
15 WJOD-AM	2.0	WKQS-FM	2.2
16 WIRK-AM	1.8	WCKO-FM	1.9
17 WCKO-FM	1.8	WAIA-FM	1.9
18 WNWS-AM	1.7	WSBR-AM	1.9
19 WAIA-FM	1.5	WUWL-FM	1.6
20 WINZ-AM	1.5	WOAM-AM	1.5
21 WDBF-AM	1.5	WDBF-AM	1.5
22 WSWN-AM	1.2	WJOD-AM	1.3
23 WSHE-FM	0.9	WAXY-FM	1.3
24 WRBD-AM	0.9	WRBD-AM	1.2
25 WOAM-AM	0.6	WSWN-AM	1.2
26 WPIP-AM	0.5	WYOR-FM	1.2
27		WNWS-AM	0.9
28		WINZ-AM	0.7
29		WLIZ-AM	0.7
30		WCEZ-FM	0.7
31		WPIP-AM	0.6

### Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 4352

	A/M '79	O/N '79	A/M '80
1 WEAT-FM	115	WEAT-FM	114
2 WIRK-FM	59	WIRK-FM	89
3 WPOM-AM	50	WNJY-FM	35
4 WPBR-AM	43	WJNO-FM	31
5 WHYI-FM	42	WPBR-AM	28

**M-F, 6-10am**

1 WEAT-FM	WEAT-FM	WIRK-FM
2 WIRK-FM	WIRK-FM	WEAT-FM
3 WPOM-AM	WPBR-AM	WPBR-AM
4 WPBR-AM	WHYI-FM	WPOM-AM
5 WHYI-FM	WNJY-FM	WRMF-FM

**M-F, 3-7pm**

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WPOM-AM	WIRK-FM	WIRK-FM
3 WIRK-FM	WHYI-FM	WPOM-AM
4 WPBR-AM	WNJY-FM	WKQS-FM
5 WHYI-FM	WPBR-AM	WHYI-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 447

	A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WPOM-AM	
2 WPOM-AM	WCKO-FM	WRMF-FM	
3 WJNO-FM	WPOM-AM	WCKO-FM	

**M-F, 6-10am**

1 WHYI-FM	WCKO-FM	WPOM-AM
2 WPOM-AM	WHYI-FM	WRMF-FM
3 WIRK-AM	WNGS-FM	WIRK-AM

**M-F, 3-7pm**

1 WPOM-AM	WHYI-FM	WPOM-AM
2 WHYI-FM	WCKO-FM	WRMF-FM
3 WJNO-FM	WPOM-AM	WCKO-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1211

	A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM	WIRK-FM
2 WHYI-FM	WSHE-FM	WRMF-FM	WRMF-FM
3 WJNO-FM	WJNO-FM	WHYI-FM	WHYI-FM
4 WAXY-FM	WINZ-FM	WSHE-FM	WSHE-FM
5 WPOM-AM	WHYI-FM	WEAT-FM	WEAT-FM

**M-F, 6-10am**

1 WIRK-FM	WIRK-FM	WIRK-FM
2 WPOM-AM	WSHE-FM	WRMF-FM
3 WHYI-FM	WHYI-FM	WHYI-FM
4 WAXY-FM	WJNO-FM	WHYI-FM
5 WEAT-FM	WNGS-FM	WEAT-FM

**M-F, 3-7pm**

1 WJNO-FM	WSHE-FM	WIRK-FM
2 WHYI-FM	WIRK-FM	WHYI-FM
3 WIRK-FM	WJNO-FM	WSHE-FM
4 WAXY-FM	WINZ-FM	WEAT-FM
5 WPOM-AM	WEAT-AM	WPOM-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1719

	A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM	WEAT-FM
3 WPOM-AM	WJNO-FM	WPOM-AM	WPOM-AM
4 WAXY-FM	WNJY-FM	WKQS-FM	WKQS-FM
5 WEAT-AM	WPBR-AM	WIRK-AM	WIRK-AM

**M-F, 6-10am**

1 WIRK-FM	WEAT-FM	WIRK-FM
2 WEAT-FM	WIRK-FM	WEAT-FM
3 WPOM-AM	WIRK-AM	WPOM-AM
4 WJNO-AM	WPBR-AM	WIRK-AM
5 WEAT-AM	WNJY-FM	WRMF-FM

**M-F, 3-7pm**

1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WJNO-FM	WPBR-AM	WPOM-AM
4 WEAT-AM	WNJY-FM	WKQS-FM
5 WPBR-AM	WNGS-FM	WEAT-AM

### Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 4352

	A/M '79	O/N '79	A/M '80
1 WFAT-FM	1237	WEAT-FM	1290
2 WIRK-FM	738	WIRK-FM	764
3 WHYI-FM	551	WJNO-FM	537
4 WJNO-FM	512	WNGS-FM	498
5 WEAT-AM	507	WHYI-FM	485

**M-F, 6-10am**

1 WEAT-FM	WEAT-FM	WIRK-FM
2 WIRK-FM	WIRK-FM	WEAT-FM
3 WHYI-FM	WHYI-FM	WRMF-FM
4 WEAT-AM	WJNO-AM	WJNO-AM
5 WPBR-AM	WIRK-AM	WPBR-AM

**M-F, 3-7pm**

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WIRK-FM	WIRK-FM	WIRK-FM
3 WHYI-FM	WCKO-FM	WHYI-FM
4 WPOM-AM	WNGS-FM	WKQS-FM
5 WNGS-FM	WHYI-FM	WRMF-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 447

	A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM	
2 WJNO-FM	WCKO-FM	WHYI-FM	
3 WNGS-FM	WJNO-FM	WIRK-AM	

**M-F, 6-10am**

1 WHYI-FM	WHYI-FM	WNGS-FM
2 WNGS-FM	WCKO-FM	WHYI-FM
3 WIRK-AM	WJNO-FM	WPOM-AM

**M-F, 3-7pm**

1 WHYI-FM	WCKO-FM	WRMF-FM
2 WPOM-AM	WHYI-FM	WPOM-AM
3 WNGS-FM	WNGS-FM	WCKO-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1211

	A/M '79	O/N '79	A/M '80
1 WJNO-FM	WNGS-FM	WRMF-FM	
2 WHYI-FM	WIRK-FM	WIRK-FM	
3 WAXY-FM	WSHE-FM	WHYI-FM	
4 WIRK-FM	WJNO-FM	WSHE-FM	
5 WNGS-FM	WQAM-AM	WNGS-FM	

**M-F, 6-10am**

1 WIRK-FM	WIRK-FM	WRMF-FM
2 WAXY-FM	WSHE-FM	WIRK-FM
3 WJNO-FM	WNGS-FM	WSHE-FM
4 WHYI-FM	WHYI-FM	WHYI-FM
5 WIRK-AM	WINZ-FM	WIRK-AM

**M-F, 3-7pm**

1 WHYI-FM	WIRK-FM	WHYI-FM
2 WJNO-FM	WNGS-FM	WSHE-FM
3 WIRK-FM	WQAM-AM	WIRK-FM
4 WNGS-FM	WJNO-FM	WRMF-FM
5 WAXY-FM	WCKO-FM	WAXY-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1719

	A/M '79	O/N '79	A/M '80
1 WIRK-FM	WEAT-FM	WEAT-FM	WEAT-FM
2 WEAT-FM	WIRK-FM	WIRK-FM	WIRK-FM
3 WEAT-AM	WNGS-FM	WRMF-FM	WRMF-FM
4 WHYI-FM	WIRK-AM	WHYI-FM	WHYI-FM
5 WAXY-FM	WJNO-FM	WIRK-AM	WIRK-AM

**M-F, 6-10am**

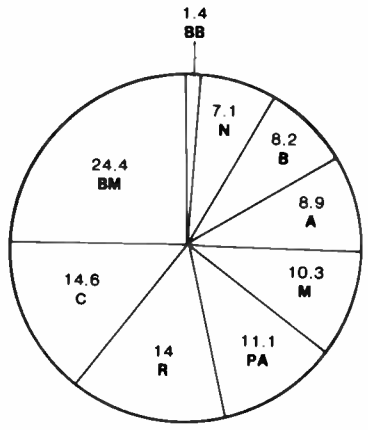
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WEAT-AM	WIRK-AM	WRMF-FM
4 WHYI-FM	WNGS-FM	WEAT-AM
5 WJNO-AM	WNJY-FM	WPOM-AM

**M-F, 3-7pm**

1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WEAT-AM	WNGS-FM	WPOM-AM
4 WHYI-FM	WIRK-AM	WEAT-AM
5 WJNO-FM	WPBR-AM	WHYI-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



# Wheeling

METRO RANK

149

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1537

	A/M '78	A/M '79	A/M '80
1	WWVA-AM 24.7	WWVA-AM 25.0	WWVA-AM (C) 27.1
2	WOMP-AM 14.3	WTRF-FM 13.6	WOMP-AM (M) 12.0
3	WKWK-AM 10.8	WKWK-AM 12.3	WKWK-AM (M) 10.7
4	WTRF-FM 10.0	WOMP-AM 11.8	WTRF-FM (M) 9.8
5	WOMP-FM 8.7	WOMP-FM 10.5	WKWK-FM (A) 8.4
6	WNEU-AM 7.4	WKWK-FM 4.8	WOMP-FM (A) 7.6
7	WCPI-FM 4.8	WNEU-AM (PA) 6.2	WNEU-AM (PA) 6.2
8	KDKA-AM 3.0	KDKA-AM 3.1	KDKA-AM (PA) 3.1
9	WKWK-AM 2.6	WCPI-FM 2.6	WCPI-FM (A) 3.1
10	WPEZ-FM 1.3	WSHH-FM 1.8	WPNT-FM (M) 1.3
11	WEIF-AM 1.3	WEIF-AM 1.8	WJOI-FM (PA) 1.3
12	WRKY-FM 1.3	WRKY-FM 0.9	WRKY-FM (A) 1.3
13	WDVE-FM 1.3	WJOI-FM 0.9	WDVE-FM (A) 0.9
14	WIOI-FM 0.4	WDVE-FM 0.4	WPEZ-FM (M) 0.4
15		WPEZ-FM 0.4	WEIF-AM (C) 0.4
16			WSHH-FM (M) 0.4
17			WGAR-AM (M) 0.4

## Average Persons Trends/Rankings

otal 12+  
S, 6am-Midnight  
OP(00): 1537

	A/M '78	A/M '79	A/M '80
1	WWVA-AM 57	WWVA-AM 57	WWVA-AM 61
2	WOMP-AM 33	WTRF-FM 31	WOMP-AM 27
3	WKWK-AM 25	WKWK-AM 28	WKWK-AM 24
4	WTRF-FM 23	WOMP-AM 27	WTRF-FM 22
5	WOMP-FM 20	WOMP-FM 24	WKWK-FM 19

M-F, 6-10am

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WOMP-AM	WKWK-AM	WKWK-AM
3	WKWK-AM	WOMP-AM	WOMP-AM
4	WTRF-FM	WOMP-FM	WKWK-FM
5	WOMP-FM	WTRF-FM	WTRF-FM

M-F, 3-7pm

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WTRF-FM	WTRF-FM	WTRF-FM
3	WOMP-FM	WKWK-AM	WKWK-AM
4	WKWK-AM	WOMP-FM	WKWK-FM
5	WNEU-AM	WOMP-AM	WOMP-FM

Teens  
S, 6am-Midnight  
OP(00): 178

	A/M '78	A/M '79	A/M '80
1	WKWK-AM	WOMP-FM	WOMP-FM
2	WOMP-FM	WKWK-AM	WKWK-FM
3	WCPI-FM	WWVA-AM	WKWK-AM

M-F, 6-10am

1	WKWK-AM	WOMP-FM	WOMP-FM
2	WOMP-FM	WKWK-AM	WKWK-AM
3	WWVA-AM	WWVA-AM	WKWK-FM

M-F, 3-7pm

1	WKWK-AM	WOMP-FM	WOMP-FM
2	WOMP-FM	WKWK-AM	WKWK-FM
3	WPEZ-FM	WNEU-AM	WKWK-AM

Adults 18-34  
S, 6am-Midnight  
POP(00): 466

	A/M '78	A/M '79	A/M '80
1	WOMP-FM	WWVA-AM	WWVA-AM
2	WNEU-AM	WKWK-AM	WKWK-FM
3	WKWK-AM	WOMP-FM	WKWK-AM
4	WWVA-AM	WKWK-FM	WOMP-FM
5	WCPI-FM	WNEU-AM	WNEU-AM

M-F, 6-10am

1	WKWK-AM	WKWK-AM	WWVA-AM
2	WOMP-FM	WWVA-AM	WKWK-AM
3	WWVA-AM	WOMP-FM	WKWK-FM
4	WNEU-AM	WKWK-FM	WOMP-FM
5	WCPI-FM	WNEU-AM	WNEU-AM

M-F, 3-7pm

1	WOMP-FM	WWVA-AM	WWVA-AM
2	WNEU-AM	WOMP-FM	WKWK-FM
3	WCPI-FM	WKWK-AM	WOMP-FM
4	WWVA-AM	WKWK-FM	WKWK-AM
5	WKWK-AM	WTRF-FM	WNEU-AM

Adults 25-54  
S, 6am-Midnight  
POP(00): 667

	A/M '78	A/M '79	A/M '80
1	WWVA-AM	WWVA-AM	WWVA-AM
2	WOMP-AM	WTRF-FM	WTRF-FM
3	WTRF-FM	WKWK-AM	WKWK-AM
4	WKWK-AM	WOMP-AM	WOMP-AM
5	WNEU-AM	WKWK-FM	WNEU-AM

M-F, 6-10am

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WOMP-AM	WKWK-AM	WKWK-AM
3	WKWK-AM	WTRF-FM	WOMP-AM
4	WTRF-FM	WOMP-AM	WTRF-FM
5	WOMP-FM	WKWK-FM	WKWK-FM

M-F, 3-7pm

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WTRF-FM	WTRF-FM	WTRF-FM
3	WCPI-FM	WKWK-AM	WKWK-AM
4	WNEU-AM	WOMP-FM	WNEU-AM
5	WKWK-AM	WKWK-FM	WKWK-FM

## Cume Persons Trends/Rankings

Total 12+  
S, 6am-Midnight  
POP(00): 1537

	A/M '78	A/M '79	A/M '80
1	WWVA-AM 694	WWVA-AM 694	WWVA-AM 714
2	WKWK-AM 504	WKWK-AM 482	WKWK-AM 449
3	WOMP-FM 378	WOMP-FM 372	WKWK-FM 336
4	WOMP-AM 339	WTRF-FM 328	WOMP-AM 304
5	WTRF-FM 314	WOMP-AM 288	WOMP-FM 304

M-F, 6-10am

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WOMP-AM	WOMP-AM	WOMP-AM
4	WOMP-FM	WOMP-FM	WKWK-FM
5	WTRF-FM	WTRF-FM	WOMP-FM

M-F, 3-7pm

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WOMP-FM	WTRF-FM	WTRF-FM
4	WTRF-FM	WOMP-FM	WKWK-FM
5	WNEU-AM	WOMP-AM	WNEU-AM

Teens  
S, 6am-Midnight  
POP(00): 178

	A/M '78	A/M '79	A/M '80
1	WOMP-FM	WOMP-FM	WOMP-FM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WWVA-AM	WNEU-AM	WKWK-FM

M-F, 6-10am

1	WKWK-AM	WOMP-FM	WKWK-AM
2	WOMP-FM	WKWK-AM	WOMP-FM
3	WWVA-AM	WWVA-AM	WKWK-FM

M-F, 3-7pm

1	WKWK-AM	WKWK-AM	WKWK-FM
2	WOMP-FM	WOMP-FM	WOMP-FM
3	WPEZ-FM	WTRF-FM	WKWK-AM

Adults 18-34  
S, 6am-Midnight  
POP(00): 466

	A/M '78	A/M '79	A/M '80
1	WKWK-AM	WKWK-AM	WKWK-AM
2	WOMP-FM	WWVA-AM	WWVA-AM
3	WNEU-AM	WOMP-FM	WKWK-FM
4	WCPI-FM	WCPI-FM	WOMP-FM
5	WWVA-AM	WKWK-FM	WNEU-AM

M-F, 6-10am

1	WOMP-FM	WKWK-AM	WKWK-AM
2	WKWK-AM	WWVA-AM	WWVA-AM
3	WNEU-AM	WOMP-FM	WKWK-FM
4	WWVA-AM	WNEU-AM	WOMP-FM
5	WCPI-FM	WKWK-FM	WNEU-AM

M-F, 3-7pm

1	WKWK-AM	WKWK-AM	WKWK-AM
2	WOMP-FM	WWVA-AM	WNEU-AM
3	WNEU-AM	WOMP-FM	WWVA-AM
4	WCPI-FM	WNEU-AM	WKWK-FM
5	WWVA-AM	WKWK-FM	WOMP-FM

## Adults 25-54 S, 6am-Midnight POP(00): 667

	A/M '78	A/M '79	A/M '80
1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WTRF-FM	WTRF-FM	WTRF-FM
4	WOMP-FM	WKWK-FM	WKWK-FM
5	WOMP-AM	WOMP-FM	WOMP-AM

M-F, 6-10am

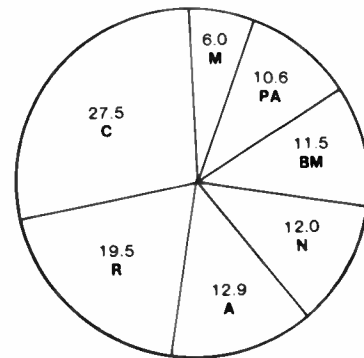
1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WOMP-AM	WTRF-FM	WOMP-AM
4	WOMP-FM	WOMP-AM	WNEU-AM
5	WTRF-FM	WKWK-FM	WTRF-FM

M-F, 3-7pm

1	WWVA-AM	WWVA-AM	WWVA-AM
2	WTRF-FM	WKWK-AM	WKWK-AM
3	WKWK-AM	WTRF-FM	WTRF-FM
4	WNEU-AM	WOMP-FM	WNEU-AM
5	WOMP-FM	WKWK-FM	WKWK-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Wichita

METRO RANK

88

## A/M '80 Market Overview

The top three stations remained in the lead in this survey, but there was some shuffling within the ranks. KFDI, runner-up in the last sweep, became the new leader. Country competitor KFH slipped from first to third, while Beautiful Music station KBRA moved third to second.

There were more stations scoring in double digits this sweep than last in 25-54 persons. KBRA was the new leader, increasing its share by 50% to a mid-15 figure. In middays and afternoon drive, KBRA boosted its female numbers considerably. Pop/Adult KARD was the new number two 25-54, up five shares to the mid-14 level. KARD's 25-34 strength also helped it score in double digits in the 18-34 demos.

KFDI and KFH, formerly the 25-54 leaders, were down several shares from their respective figures in the O/N '79 report. KFDI was in the mid-12 bracket, while KFH was esconced in the mid-11 range. KFH reverted to its A/M '79 levels, while KFDI continued to suffer slight erosion among its male listeners. Pop/Adult station KAKZ, formerly KAKE, slipped somewhat 25-54 this survey, dipping from a 12 share to a mid-10 figure.

There were four significant stations appealing to the 18-34 audience. KEYN-FM, second last book, became the leader with a high-17 share. KARD climbed to a 15 share this sweep, just ahead of former leader KICT's mid-14 share. KICT has the AOR market locked up. Finally, KFDI-FM's share rose 200% up to a mid-12 share this survey.

### Average Persons 12+ Share Trends

**Total 12+  
M-S, 6am-Midnight  
POP(00): 3270**

A/M '79	O/N '79	A/M '80			
1 KAKE-AM	12.4	KFH -AM	17.3	KFDI-AM (C)	13.3
2 KFDI-AM	12.2	KFDI-AM	12.7	KBRA-FM	13.3
3 KFH -AM	11.4	KBRA-FM	11.3	KFH -AM (C)	11.2
4 KICT-FM	11.2	KAKE-AM	9.8	KEYN-FM (M)	10.0
5 KLEO-AM	10.0	KEYN-FM	9.6	KARD-FM (PA)	9.4
6 KBRA-FM	9.6	KICT-FM	9.4	KICT-FM (A)	8.8
7 KEYN-FM	9.0	KARD-FM	7.3	KAKZ-AM (PA)	7.8
8 KARD-FM	6.8	KLEO-AM	5.4	KFDI-FM (C)	7.6
9 KEYN-AM	3.8	KEYN-AM	3.1	KGCS-FM (C)	3.9
10 KFDI-FM	3.8	KFDI-FM	2.9	KLEO-AM (M)	3.7
11 KDRB-FM	2.2	KSGL-AM	1.5	KEYN-AM (PA)	2.9
12 KSGL-AM	1.6	KSKU-FM	1.3	KSGL-AM (PA)	1.2
13 KOEZ-FM	0.8	KDRB-FM	0.8	KSKU-FM (A)	0.8
14 KSKU-FM	0.4	KOYY-FM	0.6	KOEZ-FM (M)	0.6
15		KOEZ-FM	0.6	KJRC-AM (M)	0.4
16		KOYY-AM	0.4	KOYY-AM (PA)	0.4

### Average Persons Trends/Rankings

**Total 12+  
M-S, 6am-Midnight  
POP(00): 3270**

A/M '79	O/N '79	A/M '80			
1 KAKE-AM	62	KFH -AM	83	KFDI-AM	68
2 KFDI-AM	61	KFDI-AM	61	KBRA-FM	68
3 KFH -AM	57	KBRA-FM	54	KFH -AM	57
4 KICT-FM	56	KAKE-AM	47	KEYN-FM	51
5 KLEO-AM	50	KEYN-FM	46	KARD-FM	48

**M-F, 6-10am**

1 KAKE-AM	KFH -AM	KFH -AM
2 KFH -AM	KFDI-AM	KFDI-AM
3 KFDI-AM	KAKE-AM	KAKZ-AM
4 KLEO-AM	KEYN-FM	KEYN-FM
5 KEYN-FM	KICT-FM	KARD-FM

**M-F, 3-7pm**

1 KICT-FM	KFH -AM	KBRA-FM
2 KFH -AM	KICT-FM	KFDI-AM
3 KLEO-AM	KFDI-AM	KICT-FM
4 KFDI-AM	KBRA-FM	KARD-FM
5 KAKE-AM	KEYN-FM	KFH -AM

**Teens  
M-S, 6am-Midnight  
POP(00): 425**

A/M '79	O/N '79	A/M '80
1 KLEO-AM	KEYN-FM	KICT-FM
2 KEYN-FM	KICT-FM	KEYN-FM
3 KICT-FM	KLEO-AM	KLEO-AM

**M-F, 6-10am**

1 KLEO-AM	KEYN-FM	KICT-FM
2 KEYN-FM	KICT-FM	KEYN-FM
3 KICT-FM	KLEO-AM	KLEO-AM

**M-F, 3-7pm**

1 KLEO-AM	KICT-FM	KICT-FM
2 KICT-FM	KEYN-FM	KEYN-FM
3 KEYN-FM	KLEO-AM	KLEO-AM

**Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1231**

A/M '79	O/N '79	A/M '80
1 KICT-FM	KICT-FM	KEYN-FM
2 KAKE-AM	KEYN-FM	KARD-FM
3 KEYN-FM	KARD-FM	KICT-FM
4 KLEO-AM	KAKE-AM	KFDI-FM
5 KFDI-FM	KLEO-AM	KAKZ-AM

**M-F, 6-10am**

1 KAKE-AM	KEYN-FM	KEYN-FM
2 KICT-FM	KAKE-AM	KAKZ-AM
3 KEYN-FM	KICT-FM	KICT-FM
4 KLEO-AM	KARD-FM	KARD-FM
5 KFDI-AM	KLEO-AM	KFDI-FM

**M-F, 3-7pm**

1 KICT-FM	KICT-FM	KICT-FM
2 KLEO-AM	KEYN-FM	KARD-FM
3 KAKE-AM	KARD-FM	KFDI-FM
4 KEYN-FM	KAKE-AM	KEYN-FM
5 KFDI-FM	KLEO-AM	KAKZ-AM

**Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1567**

A/M '79	O/N '79	A/M '80
1 KAKE-AM	KFH -AM	KBRA-FM
2 KFDI-AM	KFDI-AM	KARD-FM
3 KFH -AM	KAKE-AM	KFDI-AM
4 KARD-FM	KBRA-FM	KFH -AM
5 KBRA-FM	KARD-FM	KAKZ-AM

**M-F, 6-10am**

1 KAKE-AM	KFH -AM	KFH -AM
2 KFDI-AM	KFDI-AM	KAKZ-AM
3 KFH -AM	KAKE-AM	KFDI-AM
4 KARD-FM	KEYN-FM	KARD-FM
5 KBRA-FM	KARD-FM	KBRA-FM

**M-F, 3-7pm**

1 KAKE-AM	KFH -AM	KBRA-FM
2 KFDI-AM	KFDI-AM	KARD-FM
3 KFH -AM	KBRA-FM	KFH -AM
4 KARD-FM	KAKE-AM	KFDI-AM
5 KICT-FM	KEYN-FM	KAKZ-AM

### Cume Persons Trends/Rankings

**Total 12+  
M-S, 6am-Midnight  
POP(00): 3270**

A/M '79	O/N '79	A/M '80			
1 KLEO-AM	1026	KFH -AM	1063	KFH -AM	888
2 KAKE-AM	916	KAKE-AM	878	KFDI-AM	757
3 KFH -AM	881	KEYN-FM	782	KEYN-FM	754
4 KFDI-AM	785	KFDI-AM	729	KAKZ-AM	702
5 KEYN-FM	730	KBRA-FM	685	KLEO-AM	623

**M-F, 6-10am**

1 KAKE-AM	KFH -AM	KFH -AM
2 KLEO-AM	KAKE-AM	KFDI-AM
3 KFH -AM	KFDI-AM	KEYN-FM
4 KFDI-AM	KEYN-FM	KAKZ-AM
5 KEYN-FM	KLEO-AM	KLEO-AM

**M-F, 3-7pm**

1 KLEO-AM	KFH -AM	KFDI-AM
2 KAKE-AM	KEYN-FM	KEYN-FM
3 KFH -AM	KAKE-AM	KFH -AM
4 KFDI-AM	KBRA-FM	KICT-FM
5 KEYN-FM	KLEO-AM	KLEO-AM

**Teens  
M-S, 6am-Midnight  
POP(00): 425**

A/M '79	O/N '79	A/M '80
1 KLEO-AM	KEYN-FM	KEYN-FM
2 KEYN-FM	KLEO-AM	KLEO-AM
3 KICT-FM	KEYN-AM	KEYN-AM

**M-F, 6-10am**

1 KLEO-AM	KEYN-FM	KEYN-FM
2 KEYN-FM	KEYN-AM	KLEO-AM
3 KICT-FM	KLEO-AM	KICT-FM

**Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1231**

A/M '79	O/N '79	A/M '80
1 KLEO-AM	KEYN-FM	KEYN-FM
2 KEYN-FM	KAKE-AM	KARD-FM
3 KAKE-AM	KLEO-AM	KICT-FM
4 KICT-FM	KARD-FM	KLEO-AM
5 KEYN-AM	KICT-FM	KAKZ-AM

**M-F, 6-10am**

1 KEYN-FM	KEYN-FM	KEYN-FM
2 KLEO-AM	KAKE-AM	KICT-FM
3 KAKE-AM	KLEO-AM	KLEO-AM
4 KICT-FM	KARD-FM	KAKZ-AM
5 KEYN-AM	KICT-FM	KARD-FM

**M-F, 3-7pm**

1 KLEO-AM	KEYN-FM	KICT-FM
2 KICT-FM	KICT-FM	KEYN-FM
3 KAKE-AM	KAKE-AM	KLEO-AM
4 KEYN-FM	KLEO-AM	KARD-FM
5 KEYN-AM	KEYN-AM	KFDI-FM

**Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1567**

A/M '79	O/N '79	A/M '80
1 KAKE-AM	KFH -AM	KFDI-AM
2 KFDI-AM	KAKE-AM	KFH -AM
3 KFH -AM	KFDI-AM	KARD-FM
4 KLEO-AM	KARD-FM	KAKZ-AM
5 KEYN-FM	KBRA-FM	KBRA-FM

**M-F, 6-10am**

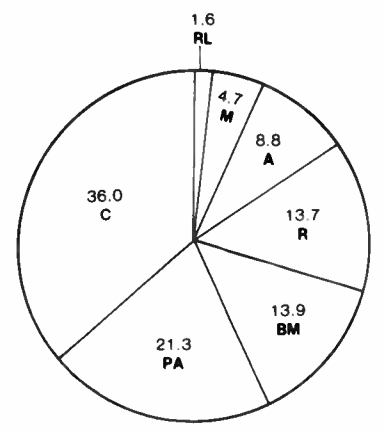
1 KAKE-AM	KFH -AM	KFH -AM
2 KFDI-AM	KAKE-AM	KFDI-AM
3 KFH -AM	KFDI-AM	KAKZ-AM
4 KLEO-AM	KARD-FM	KARD-FM
5 KEYN-FM	KBRA-FM	KEYN-FM

**M-F, 3-7pm**

1 KAKE-AM	KFH -AM	KFH -AM
2 KFDI-AM	KAKE-AM	KFH -AM
3 KLEO-AM	KBRA-FM	KARD-FM
4 KFH -AM	KFDI-AM	KBRA-FM
5 KEYN-FM	KEYN-FM	KAKZ-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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

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# Wichita Falls

METRO RANK **168**

## Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1076

	A/M '78	A/M '79	A/M '80
1 KLUR-FM	23.3	KLUR-FM	20.6
2 KTRN-AM	14.5	KTRN-AM	16.9
3 KNIN-AM	14.0	KBID-FM	13.8
4 KBID-FM	12.2	WBAP-AM	13.1
5 KWFT-AM	11.6	KNIN-AM	10.6
6 WBAP-AM	10.5	KWFT-AM	10.0
7 KNTQ-FM	9.3	KNTQ-FM	8.8
8 WF44-AM	0.6	WF44-AM	0.6

## Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1076

	A/M '78	A/M '79	A/M '80
1 KLUR-FM	40	KLUR-FM	33
2 KTRN-AM	25	KTRN-AM	27
3 KNIN-AM	24	KBID-FM	22
4 KBID-FM	21	WBAP-AM	21
5 KWFT-AM	20	KNIN-AM	17

M-F, 6-10am

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KWFT-AM	KTRN-AM	KWFT-AM
3 KNIN-AM	KWFT-AM	KNIN-AM
4 KTRN-AM	KBID-FM	KBID-FM
5 KBID-FM	KNIN-AM	KTRN-AM

M-F, 3-7pm

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KTRN-AM	KTRN-AM	KTRN-AM
3 KNIN-AM	KNTQ-FM	KNIN-AM
4 KBID-FM	KBID-FM	KNTQ-FM
5 WBAP-AM	WBAP-AM	WBAP-AM

Teens M-S, 6am-Midnight POP(00): 129

	A/M '78	A/M '79	A/M '80
1 KTRN-AM	KTRN-AM	KTRN-AM	KNTQ-FM
2 KNIN-AM	KNIN-AM	KNIN-AM	KTRN-AM
3 KNTQ-FM	KNTQ-FM	KNTQ-FM	KLUR-FM

M-F, 6-10am

1 KTRN-AM	KTRN-AM	KNTQ-FM
2 KNIN-AM	KNIN-AM	KTRN-AM
3 KNTQ-FM	KNTQ-FM	KLUR-FM

M-F, 3-7pm

1 KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNTQ-FM
3 KNTQ-FM	KNTQ-FM	KLUR-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 402

	A/M '78	A/M '79	A/M '80
1 KLUR-FM	KLUR-FM	KLUR-FM	KLUR-FM
2 KNIN-AM	KNTQ-FM	KNTQ-FM	KNTQ-FM
3 KTRN-AM	KBID-FM	KNIN-AM	KNIN-AM
4 KNTQ-FM	KTRN-AM	KTRN-AM	KTRN-AM
5 KBID-FM	KNIN-AM	WBAP-AM	WBAP-AM

M-F, 6-10am

1 KNIN-AM	KLUR-FM	KLUR-FM
2 KTRN-AM	KTRN-AM	KNIN-AM
3 KLUR-FM	KBID-FM	KNTQ-FM
4 KBID-FM	KNIN-AM	KTRN-AM
5 KNTQ-FM	WBAP-AM	KBID-FM

M-F, 3-7pm

1 KLUR-FM	KNTQ-FM	KLUR-FM
2 KNIN-AM	KLUR-FM	KNTQ-FM
3 KNTQ-FM	KBID-FM	KNIN-AM
4 KTRN-AM	WBAP-AM	KTRN-AM
5 KBID-FM	KTRN-AM	WBAP-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 478

	A/M '78	A/M '79	A/M '80
1 KLUR-FM	KLUR-FM	KLUR-FM	KLUR-FM
2 KBID-FM	KBID-FM	WBAP-AM	WBAP-AM
3 KNIN-AM	WBAP-AM	KNIN-AM	KNIN-AM
4 WBAP-AM	KTRN-AM	KBID-FM	KBID-FM
5 KTRN-AM	KNIN-AM	KTRN-AM	KTRN-AM

M-F, 6-10am

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KBID-FM	KBID-FM	KWFT-AM
3 KNIN-AM	WBAP-AM	KNIN-AM
4 KWFT-AM	KNIN-AM	KBID-FM
5 KTRN-AM	KTRN-AM	WBAP-AM

M-F, 3-7pm

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KBID-FM	WBAP-AM	KNIN-AM
3 KNIN-AM	KBID-FM	WBAP-AM
4 WBAP-AM	KTRN-AM	KWFT-AM
5 KTRN-AM	KNIN-AM	KTRN-AM

## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1076

	A/M '78	A/M '79	A/M '80
1 KNIN-AM	471	KTRN-AM	430
2 KTRN-AM	393	KNIN-AM	356
3 KLUR-FM	341	KLUR-FM	349
4 KBID-FM	293	KBID-FM	282
5 KWFT-AM	240	WBAP-AM	245

M-F, 6-10am

1 KNIN-AM	KTRN-AM	KLUR-FM
2 KTRN-AM	KLUR-FM	KWFT-AM
3 KBID-FM	KNIN-AM	KNIN-AM
4 KWFT-AM	KWFT-AM	KTRN-AM
5 KLUR-FM	KBID-FM	WBAP-AM

M-F, 3-7pm

1 KNIN-AM	KTRN-AM	KLUR-FM
2 KTRN-AM	KLUR-FM	KNIN-AM
3 KLUR-FM	KNIN-AM	KTRN-AM
4 KBID-FM	KNTQ-FM	KNTQ-FM
5 WBAP-AM	KBID-FM	WBAP-AM

Teens M-S, 6am-Midnight POP(00): 129

	A/M '78	A/M '79	A/M '80
1 KTRN-AM	KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM	KNTQ-FM
3 KNTQ-FM	KNTQ-FM	KNTQ-FM	KLUR-FM

M-F, 6-10am

1 KTRN-AM	KTRN-AM	KNTQ-FM
2 KNIN-AM	KNIN-AM	KTRN-AM
3 KNTQ-FM	KNTQ-FM	KLUR-FM

M-F, 3-7pm

1 KTRN-AM	KTRN-AM	KNTQ-FM
2 KNIN-AM	KNIN-AM	KTRN-AM
3 KNTQ-FM	KNTQ-FM	KNIN-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 402

	A/M '78	A/M '79	A/M '80
1 KNIN-AM	KTRN-AM	KLUR-FM	
2 KTRN-AM	KNIN-AM	KNIN-AM	
3 KNTQ-FM	KNTQ-FM	KTRN-AM	
4 KLUR-FM	WBID-FM	KNTQ-FM	
5 KBID-FM	KLUR-FM	WBAP-AM	

M-F, 6-10am

1 KNIN-AM	KTRN-AM	KLUR-FM
2 KTRN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KLUR-FM	KTRN-AM
4 KNTQ-FM	KNTQ-FM	KNTQ-FM
5 KLUR-FM	KBID-FM	WBAP-AM

M-F, 3-7pm

1 KNIN-AM	KNTQ-FM	KNIN-AM
2 KTRN-AM	KTRN-AM	KLUR-FM
3 KNTQ-FM	KBID-FM	KNTQ-FM
4 KLUR-FM	KLUR-FM	KTRN-AM
5 KBID-FM	KNIN-AM	WBAP-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 478

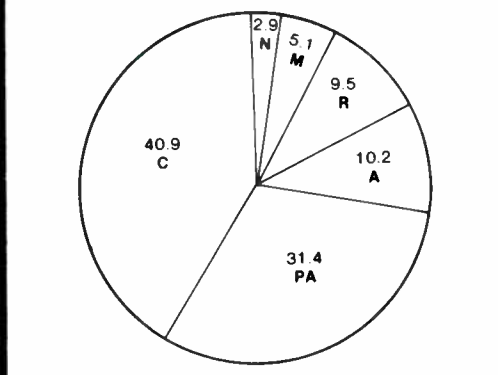
	A/M '78	A/M '79	A/M '80
1 KNIN-AM	KLUR-FM	KLUR-FM	KLUR-FM
2 KBID-FM	KTRN-AM	KTRN-AM	KNIN-AM
3 KLUR-FM	KNIN-AM	KTRN-AM	KTRN-AM
4 KTRN-AM	KBID-FM	WBAP-AM	WBAP-AM
5 WBAP-AM	WBAP-AM	KBID-FM	KBID-FM

M-F, 6-10am

1 KBID-FM	KLUR-FM	KLUR-FM
2 KNIN-AM	KNIN-AM	KWFT-AM
3 KTRN-AM	KBID-FM	KNIN-AM
4 KLUR-FM	KTRN-AM	WBAP-AM
5 WBAP-AM	WBAP-AM	KBID-FM

M-F, 3-7pm

1 KNIN-AM	KTRN-AM	KLUR-FM
2 KBID-FM	KLUR-FM	KNIN-AM
3 KLUR-FM	KNIN-AM	WBAP-AM
4 KTRN-AM	KBID-FM	KTRN-AM
5 WBAP-AM	WBAP-AM	KBID-FM





# Wilmington, DE

METRO RANK

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## A/M '80 Market Overview

The proximity of this market to Philadelphia means several of the top-ranked stations are based in Philly. However, the top three stations were Wilmington properties. **WSTW** remained atop the market, albeit with a reduced overall share. **WJBR** had a stable book overall, while **WSTW's** AM facility, **WDEL**, slipped in its 25-54 share.

**WSTW** runs the **TM Stereo Rock** automated format, and this time the station garnered a younger-skewing audience. **WSTW** increased its teen share — which was already dominant — but its adult figures slipped. The station's male numbers dropped 40%, while the female erosion was substantial but not quite as significant. **WSTW** advertised using newspaper, billboards, and busboards this survey, with the emphasis on billboards. The ad budget was larger than last year, but still did not stop the station from losing some of its adult audience. **WSTW** still had the lion's share of the young adults, however, with a mid-17 share, several shares ahead of Philadelphia's AOR **WIOQ**.

Beautiful Music **WJBR** increased its share of the 25-54 audience up to almost a 14. Meanwhile, **WDEL**, second among local stations in the 25-54 demos, lost one share and settled at the 8 share level. **WSTW**, which had a 14 share of the 25-54 group last year had that figure cut in half this sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 4332

	A/M '78	A/M '79	A/M '80
1 WDEL-AM	15.7	WSTW-FM	13.9
2 WJBR-FM	8.0	WJBR-FM	10.9
3 WAMS-AM	6.3	WDEL-AM	10.0
4 WFI-FM	5.4	WIOQ-FM	5.6
5 WDAS-FM	4.8	WMGK-FM	5.3
6 WIP-AM	4.4	WMHR-FM	5.2
7 WMGK-FM	4.3	WAMS-AM	4.8
8 WYSP-FM	4.1	WILM-AM	4.4
9 WCAU-FM	4.1	WIFI-FM	2.6
10 WILM-AM	3.0	KYW-AM	2.3
11 WIOQ-FM	2.9	WDS-D-FM	2.3
12 WFLN-FM	2.8	WIP-AM	2.0
13 WDBS-FM	2.5	WCAU-FM	2.0
14 WUSL-FM	2.3	WUSL-FM	1.8
15 KYW-AM	1.8	WCAU-FM	1.8
16 WDS-D-FM	1.7	WJBR-FM	1.5
17 WFSH-FM	1.7	WFLN-FM	1.5
18 WMHR-FM	1.5	WYSP-FM	1.4
19 WNRK-AM	1.5	WNRK-AM	1.4
20 WSTW-FM	1.5	WSNI-FM	1.4
21 WLIF-FM	1.5	WDVR-FM	1.4
22 WPEN-AM	1.4	WDBS-FM	1.2
23 WBAL-AM	1.2	WFSH-FM	1.1
24 WDVR-FM	1.1	WAS-AM	1.1
25 WPOC-FM	1.0	WPEN-AM	1.0
26 WSNI-FM	1.0	WFLN-FM	0.7
27 WDAS-AM	1.0	WPOC-FM	0.4
28 WKTK-FM	0.8	WFLN-FM	
29 WCAU-AM	0.7		
30 WSER-AM	0.7		
31 WJIC-AM	0.7		
32 WZZD-AM	0.6		
33 WFIL-AM	0.4		

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4332

	A/M '78	A/M '79	A/M '80
1 WDEL-AM	114	WSTW-FM	102
2 WJBR-FM	58	WJBR-FM	80
3 WAMS-AM	46	WDEL-AM	73
4 WFI-FM	39	WIOQ-FM	41
5 WDAS-FM	35	WMGK-FM	39

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WDEL-AM	WDEL-AM
2 WAMS-AM		WSTW-FM	WSTW-FM
3 WJBR-FM		WILM-AM	WJBR-FM
4 WDAS-FM		WJBR-FM	WAMS-AM
5 WIP-AM		WMGK-FM	WIOQ-FM

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	WSTW-FM
2 WFI-FM		WJBR-FM	WJBR-FM
3 WAMS-AM		WDEL-AM	WIOQ-FM
4 WJBR-FM		WAMS-AM	WDEL-AM
5 WYSP-FM		WIOQ-FM	WMHR-FM

### Teens

M-S, 6am-Midnight

POP(00): 573

	A/M '78	A/M '79	A/M '80
1 WFI-FM		WSTW-FM	WSTW-FM
2 WAMS-AM		WFI-FM	WYSP-FM
3 WDAS-FM		WAMS-AM	WMHR-FM

### M-F, 6-10am

1 WAMS-AM	WSTW-FM	WSTW-FM
2 WFI-FM	WAMS-AM	WAMS-AM
3 WDAS-FM	WFI-FM	WYSP-FM

### M-F, 3-7pm

1 WFI-FM	WSTW-FM	WSTW-FM
2 WAMS-AM	WFI-FM	WMHR-FM
3 WDAS-FM	WAMS-AM	WYSP-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1577

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	WSTW-FM
2 WYSP-FM		WIOQ-FM	WIOQ-FM
3 WAMS-AM		WMHR-FM	WMHR-FM
4 WMGK-FM		WAMS-AM	WUSL-FM
5 WIP-AM		WMGK-FM	WYSP-FM

### M-F, 6-10am

1 WDEL-AM	WSTW-FM	WSTW-FM
2 WAMS-AM	WMGK-FM	WIOQ-FM
3 WYSP-FM	WMHR-FM	WAMS-AM
4 WIP-AM	WIOQ-FM	WUSL-FM
5 WDAS-FM	WCAU-FM	WDEL-AM

### M-F, 3-7pm

1 WYSP-FM	WSTW-FM	WSTW-FM
2 WDEL-AM	WIOQ-FM	WIOQ-FM
3 WAMS-AM	WMHR-FM	WMHR-FM
4 WFI-FM	WAMS-AM	WYSP-FM
5 WMGK-FM	WCAU-FM	WMGK-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 2099

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	WJBR-FM
2 WJBR-FM		WJBR-FM	WDEL-AM
3 WIP-AM		WDEL-AM	WSTW-FM
4 WCAU-FM		WMGK-FM	WIOQ-FM
5 WFLN-FM		WILM-AM	WUSL-FM

### M-F, 6-10am

1 WDEL-AM	WDEL-AM	WDEL-AM
2 WIP-AM	WSTW-FM	WJBR-FM
3 WJBR-FM	WILM-AM	WAMS-AM
4 WFLN-FM	WMGK-FM	WNRK-AM
5 WNRK-AM	WJBR-FM	WUSL-FM

### M-F, 3-7pm

1 WDEL-AM	WSTW-FM	WJBR-FM
2 WJBR-FM	WMGK-FM	WSTW-FM
3 WIP-AM	WDEL-AM	WIOQ-FM
4 WAMS-AM	WJBR-FM	WUSL-FM
5 WFLN-FM	WAMS-AM	WDEL-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4332

	A/M '78	A/M '79	A/M '80
1 WDEL-AM	1339	WSTW-FM	1235
2 WAMS-AM	985	WDEL-AM	1123
3 WFI-FM	713	WJBR-FM	783
4 WJBR-FM	712	WAMS-AM	771
5 WMGK-FM	586	WILM-AM	658

### M-F, 6-10am

1 WDEL-AM	WSTW-FM	WSTW-FM
2 WAMS-AM	WDEL-AM	WDEL-AM
3 WJBR-FM	WILM-AM	WJBR-FM
4 WIP-AM	WJBR-FM	WIOQ-FM
5 WFI-FM	WAMS-AM	WAMS-AM

### M-F, 3-7pm

1 WDEL-AM	WSTW-FM	WSTW-FM
2 WAMS-AM	WDEL-AM	WJBR-FM
3 WFI-FM	WAMS-AM	WIOQ-FM
4 WJBR-FM	WJBR-FM	WDEL-AM
5 WIP-AM	WIOQ-FM	WYSP-FM

### Teens

M-S, 6am-Midnight

POP(00): 573

	A/M '78	A/M '79	A/M '80
1 WFI-FM		WSTW-FM	WSTW-FM
2 WAMS-AM		WFI-FM	WYSP-FM
3 WDAS-FM		WAMS-AM	WMHR-FM

### M-F, 6-10am

1 WAMS-AM	WSTW-FM	WSTW-FM
2 WFI-FM	WFI-FM	WYSP-FM
3 WDAS-FM	WAMS-AM	WIOQ-FM

### M-F, 3-7pm

1 WFI-FM	WSTW-FM	WSTW-FM
2 WAMS-AM	WAMS-AM	WYSP-FM
3 WDAS-FM	WFI-FM	WIOQ-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1577

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	WSTW-FM
2 WDEL-AM		WIOQ-FM	WIOQ-FM
3 WMGK-FM		WAMS-AM	WYSP-FM
4 WYSP-FM		WMHR-FM	WMHR-FM
5 WFI-FM		WDEL-AM	WAMS-AM

### M-F, 6-10am

1 WAMS-AM	WSTW-FM	WSTW-FM
2 WDEL-AM	WIOQ-FM	WIOQ-FM
3 WIP-AM	WAMS-AM	WAMS-AM
4 WIOQ-FM	WDEL-AM	WMHR-FM
5 WMGK-FM	WFI-FM	WYSP-FM

### M-F, 3-7pm

1 WAMS-AM	WSTW-FM	WSTW-FM
2 WYSP-FM	WIOQ-FM	WIOQ-FM
3 WIP-AM	WMHR-FM	WMHR-FM
4 WFI-FM	WAMS-AM	WYSP-FM
5 WMGK-FM	WCAU-FM	WAMS-AM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 2099

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WDEL-AM	WDEL-AM
2 WJBR-FM		WSTW-FM	WJBR-FM
3 WAMS-AM		WILM-AM	WSTW-FM
4 WIP-AM		WJBR-FM	WILM-AM
5 WMGK-FM		WAMS-AM	WIOQ-FM

### M-F, 6-10am

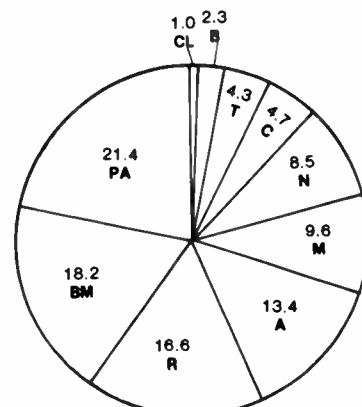
1 WDEL-AM	WDEL-AM	WDEL-AM
2 WIP-AM	WILM-AM	WJBR-FM
3 WJBR-FM	WSTW-FM	WSTW-FM
4 WMGK-FM	WAMS-AM	WAMS-AM
5 WAMS-AM	WIP-AM	WNRK-AM

### M-F, 3-7pm

1 WDEL-AM	WSTW-FM	WJBR-FM
2 WJBR-FM	WDEL-AM	WSTW-FM
3 WIP-AM	WILM-AM	WDEL-AM
4 WAMS-AM	WJBR-FM	WMGK-FM
5 WILM-AM	WAMS-AM	WIOQ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

# Wilmington, NC

METRO RANK

166

**verage Persons 12+ Share Trends**  
**Monday-Sunday, 6am-Midnight**  
 POP(00): 1103

A/M '79	A/M '80
1 WA4V-FM 18.4	WHSL-FM(9) 16.2
2 WWIL-AM 17.1	WWIL-AM(8) 14.7
3 WHSL-FM 14.6	WMFD-AM(PA) 13.2
4 WWQQ-FM 10.8	WA4V-FM(10) 10.3
5 WKLM-AM 9.5	WLCF-FM(PA) 8.2
6 WMFD-AM 7.6	WWQQ-FM(C) 8.8
7 WGNL-AM 6.3	WKLM-AM(C) 8.1
8 WLCF-FM 5.1	WPJC-FM(M) 5.1
9 WPJC-FM 3.8	WGNL-AM(7) 2.9
10 WDZD-FM 2.5	WDZD-FM(C) 2.2

## Average Persons Trends/Rankings

**Total 12+**  
**-S, 6am-Midnight**  
 OP(00): 1103

A/M '79	A/M '80
1 WA4V-FM 29	WHSL-FM 22
2 WWIL-AM 27	WWIL-AM 20
3 WHSL-FM 23	WMFD-AM 18
4 WWQQ-FM 17	WA4V-FM 14
5 WKLM-AM 15	WLCF-FM 12

**M-F, 6-10am**

1 WWIL-AM	WWIL-AM
2 WA4V-FM	WMFD-AM
3 WHSL-FM	WHSL-FM
4 WMFD-AM	WA4V-FM
5 WWQQ-FM	WWQQ-FM

**M-F, 3-7pm**

1 WA4V-FM	WHSL-FM
2 WHSL-FM	WMFD-AM
3 WWIL-AM	WWIL-AM
4 WWQQ-FM	WLCF-FM
5 WKLM-AM	WWQQ-FM

**Teens**  
**A-S, 6am-Midnight**  
 POP(00): 141

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WLCF-FM
3 WGNL-AM	WWIL-AM

**M-F, 6-10am**

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WLCF-FM
3 WGNL-AM	WMFD-AM

**M-F, 3-7pm**

1 WHSL-FM	WWIL-AM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WHSL-FM

**Adults 18-34**  
**M-S, 6am-Midnight**  
 POP(00): 385

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WMFD-AM	WLCF-FM
5 WGNL-AM	WWQQ-FM

**M-F, 6-10am**

1 WWIL-AM	WHSL-FM
2 WHSL-FM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WWQQ-FM	WLCF-FM
5 WGNL-AM	WA4V-FM

**M-F, 3-7pm**

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WGNL-AM	WLCF-FM
5 WMFD-AM	WWQQ-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
 POP(00): 524

A/M '79	A/M '80
1 WA4V-FM	WWIL-AM
2 WWIL-AM	WWQQ-FM
3 WKLM-AM	WHSL-FM
4 WWQQ-FM	WMFD-AM
5 WMFD-AM	WA4V-FM

**M-F, 6-10am**

1 WA4V-FM	WWIL-AM
2 WWIL-AM	WMFD-AM
3 WKLM-AM	WWQQ-FM
4 WWQQ-FM	WHSL-FM
5 WMFD-AM	WKLM-AM

**M-F, 3-7pm**

1 WA4V-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WKLM-AM	WWQQ-FM
4 WWQQ-FM	WWIL-AM
5 WMFD-AM	WKLM-AM

## Cume Persons Trends/Rankings

**Total 12+**  
**M-S, 6am-Midnight**  
 POP(00): 1103

A/M '79	A/M '80
1 WHSL-FM 328	WHSL-FM 321
2 WMFD-AM 246	WMFD-AM 279
3 WGNL-AM 229	WA4V-FM 216
4 WA4V-FM 226	WKLM-AM 202
5 WKLM-AM 212	WWIL-AM 191

**M-F, 6-10am**

1 WA4V-FM	WMFD-AM
2 WWIL-AM	WHSL-FM
3 WHSL-FM	WWIL-AM
4 WMFD-AM	WA4V-FM
5 WGNL-AM	WKLM-AM

**M-F, 3-7pm**

1 WHSL-FM	WHSL-FM
2 WA4V-FM	WMFD-AM
3 WMFD-AM	WWIL-AM
4 WGNL-AM	WA4V-FM
5 WWIL-AM	WLCF-FM

**Teens**  
**M-S, 6am-Midnight**  
 POP(00): 141

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WMFD-AM

**M-F, 6-10am**

1 WHSL-FM	WHSL-FM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WMFD-AM

**M-F, 3-7pm**

1 WHSL-FM	WLCF-FM
2 WGNL-AM	WHSL-FM
3 WWIL-AM	WMFD-AM

**Adults 18-34**  
**M-S, 6am-Midnight**  
 POP(00): 385

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WGNL-AM	WGNL-AM
4 WMFD-AM	WLCF-FM
5 WA4V-FM	WWIL-AM

**M-F, 6-10am**

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WMFD-AM	WWIL-AM
4 WGNL-AM	WLCF-FM
5 WA4V-FM	WGNL-AM

**M-F, 3-7pm**

1 WHSL-FM	WHSL-FM
2 WGNL-AM	WMFD-AM
3 WWIL-AM	WWIL-AM
4 WMFD-AM	WGNL-AM
5 WA4V-FM	WLCF-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
 POP(00): 524

A/M '79	A/M '80
1 WA4V-FM	WHSL-FM
2 WKLM-AM	WMFD-AM
3 WMFD-AM	WA4V-FM
4 WHSL-FM	WWQQ-FM
5 WWIL-AM	WKLM-AM

**M-F, 6-10am**

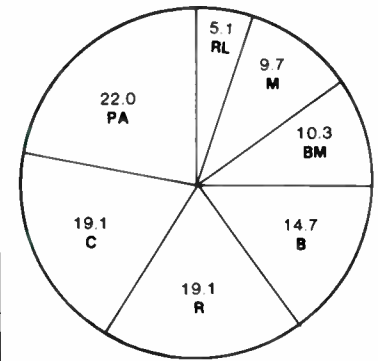
1 WA4V-FM	WMFD-AM
2 WWIL-AM	WWIL-AM
3 WMFD-AM	WHSL-FM
4 WKLM-AM	WWQQ-FM
5 WWQQ-FM	WKLM-AM

**M-F, 3-7pm**

1 WA4V-FM	WHSL-FM
2 WWQQ-FM	WMFD-AM
3 WKLM-AM	WA4V-FM
4 WMFD-AM	WWQQ-FM
5 WWIL-AM	WWIL-AM

## Format Penetration Chart

Based On Total Persons 12+  
 Average Quarter Hour Listening  
 Monday-Sunday 6am-Midnight



## Format Legend

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

# Worcester

METRO RANK

89

## A/M '80 Market Overview

The top four ranked stations remained in the order they've been in for the last few years. **WTAG** was tops overall and second in the 25-54 demo, scoring a 13 share, down slightly from last year's figure. The second ranked station 12+ was Beautiful Music **WSRS**, which increased its share of the 25-54 listenership to the mid-19 range. No other stations, either from Worcester or Boston, scored in double digits in the key 25-54 category.

The 18-34 bracket again featured AOR **WAAF** on top, but with a reduced share this spring. The station slipped four shares 18-34 to a still powerful 21 share. A new morning man was hired for **WAAF**, and the station promoted by using some TV, newspaper ads, billboards, and bumper stickers. The ad budget was slightly larger this survey than before. **WFTQ**, the top local contemporary station, lost a chunk of its young adults in this book.

**Arbitron** got back 30% more diaries in this survey than last year, so these estimates may be slightly more reliable than the A/M '79 data.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 WTAG-AM 18.4	WTAG-AM 15.9	WTAG-AM (PA) 16.4
2 WSRS-FM 12.7	WSRS-FM 15.4	WSRS-FM (PA) 16.0
3 WAAF-FM 10.3	WAAF-FM 13.7	WAAF-FM (PA) 12.5
4 WFTQ-AM 7.7	WFTQ-AM 7.8	WFTQ-AM (PA) 5.3
5 WBZ -AM 5.6	WNEB-AM 4.4	WORC-AM (PA) 2.6
6 WPJB-FM 4.7	WORC-AM 2.2	WNEB-AM (PA) 2.6
7 WROR-FM 4.5	WVBF-FM 2.2	QVBR-FM (D) 2.4
8 WNEB-AM 4.3	WESO-AM 2.2	WESO-AM (PA) 1.6
9 WEEI-FM 4.1	QVBR-FM 2.0	WARE-AM (PA) 1.6
10 WORC-AM 3.2	WARE-AM 1.9	WAQY-FM (PA) 0.8
11 WSSH-FM 2.8	WSSH-FM 0.9	WVBF-FM (PA) 0.6
12 WJIB-FM 2.6	WAQY-FM 0.7	WPRO-AM (PA) 0.4
13 WESO-AM 2.6		WHDH-AM (PA) 0.4
14 WBCN-FM 2.2		
15 WCOZ-FM 1.3		
16 WPRO-FM 0.9		
17 WESO-FM 0.9		
18 WHJY-FM 0.9		
19 WCRB-FM 0.6		
20 WVBF-FM 0.6		
21 WRKO-AM 0.4		
22 WARE-AM 0.4		

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3224			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM 9.8	WTAG-AM 8.6	WTAG-AM 8.3	
2 WSRS-FM 6.8	WSRS-FM 8.3	WSRS-FM 8.1	
3 WAAF-FM 5.5	WAAF-FM 7.4	WAAF-FM 6.3	
4 WFTQ-AM 4.1	WFTQ-AM 4.2	WFTQ-AM 2.7	
5 WBZ -AM 3.0	WNEB-AM 2.4	WORC-AM 1.3	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WTAG-AM	WTAG-AM	
2 WSRS-FM	WSRS-FM	WSRS-FM	
3 WFTQ-AM	WAAF-FM	WAAF-FM	
4 WBZ -AM	WFTQ-AM	WFTQ-AM	
5 WAAF-FM	WNEB-AM	WNEB-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WSRS-FM	WTAG-AM	
2 WSRS-FM	WAAF-FM	WTAG-AM	
3 WAAF-FM	WFTQ-AM	WAAF-FM	
4 WFTQ-AM	WFTQ-AM	WFTQ-AM	
5 WBZ -AM	WNEB-AM	WORC-AM	

Teens M-S, 6am-Midnight POP(00): 418			
A/M '78	A/M '79	A/M '80	
1 WPJB-FM	WAAF-FM	WAAF-FM	
2 WAAF-FM	WFTQ-AM	WFTQ-AM	
3 WFTQ-AM	WVBF-FM	WVBF-FM	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WPJB-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WFTQ-AM	
3 WAAF-FM	WAQY-FM	WTAG-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WPJB-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WFTQ-AM	
3 WAAF-FM	WVBF-FM	WVBF-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1035			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WSRS-FM	
3 WROR-FM	WSRS-FM	WFTQ-AM	
4 WEEI-FM	WTAG-AM	WTAG-AM	
5 WSRS-FM	WVBF-FM	WORC-AM	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WFTQ-AM	
3 WTAG-AM	WTAG-AM	WSRS-FM	
4 WBZ -AM	WSRS-FM	WTAG-AM	
5 WORC-AM	WNEB-AM	WORC-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WSRS-FM	
3 WROR-FM	WSRS-FM	WFTQ-AM	
4 WTAG-AM	WVBF-FM	WTAG-AM	
5 WSRS-FM	WTAG-AM	WORC-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 1413			
A/M '78	A/M '79	A/M '80	
1 WSRS-FM	WSRS-FM	WSRS-FM	
2 WTAG-AM	WTAG-AM	WTAG-AM	
3 WBZ -AM	WFTQ-AM	WAAF-FM	
4 WFTQ-AM	WAAF-FM	WFTQ-AM	
5 WEEI-FM	WNEB-AM	WORC-AM	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WTAG-AM	WSRS-FM	
2 WSRS-FM	WSRS-FM	WTAG-AM	
3 WBZ -AM	WFTQ-AM	WFTQ-AM	
4 WFTQ-AM	WAAF-FM	WAAF-FM	
5 WEEI-FM	WNEB-AM	WNEB-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WSRS-FM	WSRS-FM	
2 WSRS-FM	WTAG-AM	WTAG-AM	
3 WBZ -AM	WFTQ-AM	WAAF-FM	
4 WFTQ-AM	WAAF-FM	WFTQ-AM	
5 WEEI-FM	WNEB-AM	WORC-AM	

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3224					
A/M '78	A/M '79	A/M '80			
1 WTAG-AM 1244	WTAG-AM 1301	WTAG-AM 1115			
2 WSRS-FM 877	WSRS-FM 1026	WSRS-FM 957			
3 WAAF-FM 625	WAAF-FM 843	WAAF-FM 803			
4 WFTQ-AM 593	WFTQ-AM 679	WFTQ-AM 649			
5 WBZ -AM 545	WNEB-AM 506	WORC-AM 396			

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WTAG-AM	WTAG-AM	
2 WSRS-FM	WAAF-FM	WSRS-FM	
3 WFTQ-AM	WSRS-FM	WAAF-FM	
4 WBZ -AM	WFTQ-AM	WFTQ-AM	
5 WAAF-FM	WNEB-AM	WNEB-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WTAG-AM	WTAG-AM	
2 WSRS-FM	WSRS-FM	WSRS-FM	
3 WAAF-FM	WAAF-FM	WAAF-FM	
4 WFTQ-AM	WFTQ-AM	WFTQ-AM	
5 WBZ -AM	WNEB-AM	WORC-AM	

Teens M-S, 6am-Midnight POP(00): 418			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WPJB-FM	WFTQ-AM	WFTQ-AM	
3 WFTQ-AM	WVBF-FM	WVBF-FM	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WFTQ-AM	WAAF-FM	WAAF-FM	
2 WAAF-FM	WFTQ-AM	WFTQ-AM	
3 WPJB-FM	WVBF-FM	WTAG-AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1035			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WFTQ-AM	
3 WORC-AM	WTAG-AM	WSRS-FM	
4 WTAG-AM	WSRS-FM	WTAG-AM	
5 WROR-FM	WVBF-FM	WORC-AM	

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1 WFTQ-AM	WAAF-FM	WAAF-FM	
2 WAAF-FM	WFTQ-AM	WFTQ-AM	
3 WORC-AM	WTAG-AM	WTAG-AM	
4 WTAG-AM	WSRS-FM	WSRS-FM	
5 WBZ -AM	WVBF-FM	WORC-AM	

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1 WAAF-FM	WAAF-FM	WAAF-FM	
2 WFTQ-AM	WFTQ-AM	WFTQ-AM	
3 WTAG-AM	WTAG-AM	WSRS-FM	
4 WROR-FM	WSRS-FM	WTAG-AM	
5 WSRS-FM	WVBF-FM	WORC-AM	

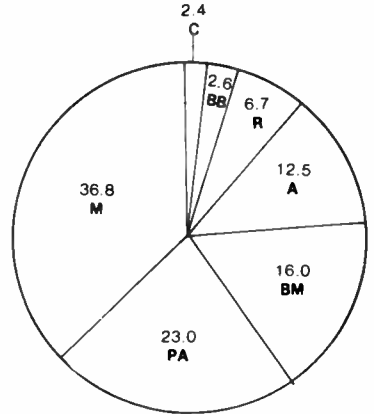
Adults 25-54 M-S, 6am-Midnight POP(00): 1413			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	WTAG-AM	WSRS-FM	
2 WSRS-FM	WSRS-FM	WTAG-AM	
3 WBZ -AM	WFTQ-AM	WFTQ-AM	
4 WFTQ-AM	WNEB-AM	WAAF-FM	
5 WORC-AM	WAAF-FM	WORC-AM	

M-F, 6-10am		
1 WTAG-AM	WTAG-AM	WTAG-AM
2 WSRS-FM	WSRS-FM	WSRS-FM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WAAF-FM	WAAF-FM
5 WORC-AM	WNEB-AM	WNEB-AM

M-F, 3-7pm		
1 WTAG-AM	WSRS-FM	WTAG-AM
2 WSRS-FM	WTAG-AM	WSRS-FM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WAAF-FM	WAAF-FM
5 WAAF-FM	WNEB-AM	WORC-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

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

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# Yakima

METRO RANK **161**

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 1267

	A/M '78	A/M '79	A/M '80
1 KUTI-AM	17.7	KUTI-AM 17.9	KUTI-AM(C) 19.5
2 KFFM-FM	16.7	KUEZ-FM 17.4	KIT -AM(PA) 17.1
3 KIT -AM	14.4	KFFM-FM 15.1	KFFM-FM(R) 13.7
4 KIT -AM	10.7	KIT -AM 13.8	KUEZ-FM(BM) 11.7
5 KUEZ-FM	9.8	KMWX-AM 11.5	KMWX-AM(PA) 9.3
6 KMWX-AM	9.3	KIT -FM 5.5	KATS-FM(A) 6.8
7 KOOT-AM	6.0	KBBO-AM 5.0	KENE-FM(C) 3.4
8 KREW-AM	2.3	KREW-AM 1.8	KBBO-AM(RL) 2.9
9 KBBO-AM	2.3	KENE-AM 1.4	KVGM-AM(PA) 2.0
10 KENE-AM	2.3	KYBO-FM 0.9	KREW-AM(PA) 1.0
11 KYRO-FM	2.3	KONA-AM 0.9	KENE-AM(C) 1.0
12 KGO -AM	0.5	KVGM-AM 0.5	KREW-FM(C) 1.0
13		KALE-AM 0.5	KYBO-FM(RL) 0.5
14		KREW-FM 0.5	KONA-AM(PA) 0.5

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1267

	A/M '78	A/M '79	A/M '80
1 KUTI-AM	38	KUTI-AM 39	KUTI-AM 40
2 KFFM-FM	36	KUEZ-FM 38	KIT -AM 35
3 KIT -AM	31	KFFM-FM 33	KFFM-FM 28
4 KIT -FM	23	KIT -AM 30	KUEZ-FM 24
5 KUEZ-FM	21	KMWX-AM 25	KMWX-AM 19

**A-F, 6-10am**

1 KIT -AM		KIT -AM	KIT -AM
2 KUTI-AM		KUTI-AM	KUTI-AM
3 KFFM-FM		KFFM-FM	KFFM-FM
4 KMWX-AM		KUEZ-FM	KMWX-AM
5 KIT -FM		KMWX-AM	KUEZ-FM

**A-F, 3-7pm**

1 KFFM-FM		KUEZ-FM	KFFM-FM
2 KMWX-AM		KFFM-FM	KMWX-AM
3 KUEZ-FM		KUTI-AM	KUTI-AM
4 KIT -FM		KMWX-AM	KUEZ-FM
5 KIT -AM		KIT -AM	KIT -AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 178

	A/M '78	A/M '79	A/M '80
1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KMWX-AM
3 KMWX-AM		KIT -FM	KATS-FM

**M-F, 6-10am**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KMWX-AM
3 KMWX-AM		KIT -FM	KATS-FM

**M-F, 3-7pm**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KIT -FM	KATS-FM
3 KMWX-AM		KMWX-AM	KMWX-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 411

	A/M '78	A/M '79	A/M '80
1 KFFM-FM		KFFM-FM	KFFM-FM
2 KMWX-AM		KUEZ-FM	KUTI-AM
3 KIT -FM		KMWX-AM	KMWX-AM
4 KOOT-AM		KIT -AM	KATS-FM
5 KUEZ-FM		KIT -FM	KIT -AM

**M-F, 6-10am**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KMWX-AM		KUEZ-FM	KATS-FM
3 KIT -FM		KMWX-AM	KIT -AM
4 KUTI-AM		KIT -FM	KMWX-AM
5 KOOT-AM		KIT -AM	KUTI-AM

**M-F, 3-7pm**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KMWX-AM		KUEZ-FM	KMWX-AM
3 KUEZ-FM		KMWX-AM	KATS-FM
4 KOOT-AM		KIT -FM	KUTI-AM
5 KIT -FM		KIT -AM	KIT -AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 553

	A/M '78	A/M '79	A/M '80
1 KUTI-AM		KUEZ-FM	KUTI-AM
2 KUEZ-FM		KUTI-AM	KIT -AM
3 KMWX-AM		KIT -AM	KMWX-AM
4 KFFM-FM		KMWX-AM	KUEZ-FM
5 KIT -AM		KFFM-FM	KFFM-FM

**M-F, 6-10am**

1 KUTI-AM		KIT -AM	KIT -AM
2 KIT -AM		KUTI-AM	KUTI-AM
3 KMWX-AM		KUEZ-FM	KMWX-AM
4 KUEZ-FM		KMWX-AM	KFFM-FM
5 KFFM-FM		KFFM-FM	KUEZ-FM

**M-F, 3-7pm**

1 KUEZ-FM		KUEZ-FM	KUTI-AM
2 KMWX-AM		KUTI-AM	KMWX-AM
3 KUTI-AM		KFFM-FM	KUEZ-FM
4 KFFM-FM		KMWX-AM	KIT -AM
5 KIT -AM		KIT -AM	KFFM-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 1267

	A/M '78	A/M '79	A/M '80
1 KMWX-AM	434	KIT -AM 495	KIT -AM 497
2 KIT -AM	395	KMWX-AM 414	KMWX-AM 363
3 KFFM-FM	385	KUEZ-FM 392	KFFM-FM 321
4 KUTI-AM	324	KFFM-FM 382	KUTI-AM 311
5 KIT -FM	297	KUTI-AM 333	KUEZ-FM 285

**M-F, 6-10am**

1 KIT -AM		KIT -AM	KIT -AM
2 KMWX-AM		KFFM-FM	KMWX-AM
3 KFFM-FM		KMWX-AM	KFFM-FM
4 KUTI-AM		KUTI-AM	KUTI-AM
5 KIT -FM		KUEZ-FM	KUEZ-FM

**M-F, 3-7pm**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KIT -AM
3 KMWX-AM		KUEZ-FM	KMWX-AM
4 KIT -AM		KUTI-AM	KUEZ-FM
5 KUEZ-FM		KIT -AM	KATS-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 178

	A/M '78	A/M '79	A/M '80
1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KMWX-AM
3 KMWX-AM		KIT -FM	KATS-FM

**M-F, 6-10am**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KMWX-AM
3 KMWX-AM		KUTI-AM	KATS-FM

**M-F, 3-7pm**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KIT -FM		KMWX-AM	KATS-FM
3 KMWX-AM		KIT -FM	KMWX-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 411

	A/M '78	A/M '79	A/M '80
1 KMWX-AM		KFFM-FM	KMWX-AM
2 KFFM-FM		KMWX-AM	KFFM-FM
3 KIT -FM		KUEZ-FM	KATS-FM
4 KOOT-AM		KIT -AM	KIT -AM
5 KIT -AM		KIT -FM	KUTI-AM

**M-F, 6-10am**

1 KFFM-FM		KFFM-FM	KFFM-FM
2 KMWX-AM		KMWX-AM	KMWX-AM
3 KIT -FM		KUEZ-FM	KATS-FM
4 KOOT-AM		KIT -AM	KIT -AM
5 KUTI-AM		KIT -FM	KUTI-AM

**M-F, 3-7pm**

1 KFFM-FM		KMWX-AM	KMWX-AM
2 KMWX-AM		KFFM-FM	KFFM-FM
3 KIT -FM		KUEZ-FM	KATS-FM
4 KOOT-AM		KIT -FM	KIT -AM
5 KIT -AM		KUTI-AM	KUTI-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 553

	A/M '78	A/M '79	A/M '80
1 KMWX-AM		KIT -AM	KIT -AM
2 KUEZ-FM		KUEZ-FM	KUTI-AM
3 KUTI-AM		KUTI-AM	KMWX-AM
4 KIT -AM		KMWX-AM	KUEZ-FM
5 KFFM-FM		KFFM-FM	KFFM-FM

**M-F, 6-10am**

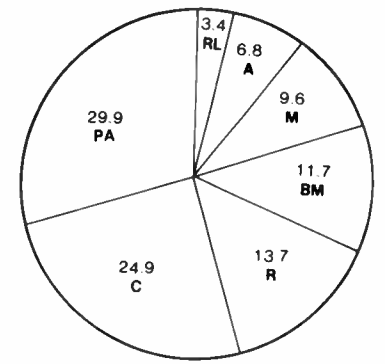
1 KMWX-AM		KIT -AM	KIT -AM
2 KUTI-AM		KUEZ-FM	KUTI-AM
3 KUEZ-FM		KMWX-AM	KMWX-AM
4 KIT -AM		KUTI-AM	KUEZ-FM
5 KFFM-FM		KFFM-FM	KFFM-FM

**M-F, 3-7pm**

1 KUEZ-FM		KUEZ-FM	KIT -AM
2 KMWX-AM		KMWX-AM	KMWX-AM
3 KUTI-AM		KUTI-AM	KUEZ-FM
4 KIT -AM		KFFM-FM	KUTI-AM
5 KFFM-FM		KIT -AM	KFFM-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

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

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# York

METRO RANK

100

## A/M '80 Market Overview

The team of **WSBA-AM & FM** continued to dominate the market and the 25-54 demos, but there was a vigorous new contender in the young adult marketplace. **WYCR**, which suffered a soft book last year, rebounded to reclaim the teen lead and show well in the 18-34 standings.

**WQXA** remained the top 18-34 station, but its share slipped from a mid-20 figure to a mid-18 number **WQXA's** average audience actually increased in this book, but not as much as the overall listening in the market. The **WQXA** survey effort was helped by an ad campaign that focused entirely on TV, as well as a \$10,000 cash giveaway on-air. However, the station lost its midday man to **WYCR** (where he became the new morning personality) and this may have turned off some listeners (the male numbers in midday were soft).

**WYCR** became the runner-up to **WQXA** by rebounding to numbers resembling the station's 1978 shares. The male audience especially came back to **WYCR** in droves. The station spent more on advertising this survey, delving into TV exclusively. Other than the new morning man who came aboard before the book, the on-air excitement on **WYCR** centered around a call-in contest which awarded mopeds, gift certificates, etc. All of this led to **WYCR** jumping from a mid-8 share to one in the mid-13 range.

The only other York station to score in double digits 18-34 was **WSBA**, which is also the top 25-54 station. **WSBA** slipped from 17 to a 15 share of this target, but still led the pack. The station spent most of its ad dollars on busboards and billboards, with about 25% of the budget going into TV. **WSBA-FM**, the leading Beautiful Music station, maintained the exact share earned last year, in the upper 12 range among the 25-54's.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2985					
A/M '78	A/M '79	A/M '80			
1 WSBA-FM	13.1	WSBA-AM	14.3	WSBA-AM(PA)	2.6
2 WYCR-FM	12.5	WQXA-FM	12.5	WQXA-FM(R)	9.9
3 WSBA-AM	11.0	WNOW-AM	11.6	WSBA-FM(BB)	9.7
4 WQXA-FM	7.4	WSBA-FM	10.7	WYCR-FM(R)	9.5
5 WZIX-AM	6.1	WYCR-FM	5.2	WNCE-FM(BB)	6.5
6 WNOW-AM	5.7	WNCE-FM	5.2	WNOW-AM(C)	5.9
7 WPOC-FM	5.3	WRHY-FM	4.5	WRHY-FM(A)	3.7
8 WHVR-AM	4.2	WZIX-AM	3.9	WHP-FM(BB)	3.4
9 WHP-FM	4.0	WPOC-FM	2.5	WRKZ-FM(C)	3.2
10 WIOV-FM	3.8	WHVR-AM	2.0	WHP-AM(PA)	3.0
11 WRHY-FM	3.0	WHP-AM	2.0	WPOC-FM(C)	3.0
12 WHP-AM	2.5	WSFM-FM	2.0	WZIX-AM(PA)	2.6
13 WNCE-FM	2.3	WIOV-FM	1.8	WHVR-AM(PA)	2.4
14 WCET-AM	1.9	WHP-FM	1.6	WIOV-FM(C)	2.0
15 WFRE-FM	1.7	WGCT-AM	1.4	WKBO-AM(R)	1.7
16 WFEC-AM	1.7	WGCB-FM	1.1	WGCT-AM(PA)	1.6
17 WSFM-FM	1.1	WTPA-FM	1.1	WYIF-FM(A)	1.6
18 WDAC-FM	1.1	WKBO-AM	1.1	WSFM-FM(R)	1.6
19 WBAL-AM	0.8	WLIF-FM	1.1	WCMB-AM(PA)	1.4
20 WGCB-FM	0.8	WHYL-FM	0.7	WDAC-FM(RL)	1.4
21 WTRR-FM	0.8	WDAC-FM	0.7	WFRE-FM(BB)	1.2
22 WKBO-AM	0.6	WFRE-FM	0.5	WGCB-FM(RL)	1.0
23 WLIF-FM	0.6			WLIF-FM(R)	1.0
24 WGCB-AM	0.6			WTPA-FM(BB)	0.8
25				WQVE-FM(R)	0.8
26				WBAL-AM(PA)	0.4
27				KYW-AM(R)	0.4

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2985					
A/M '78	A/M '79	A/M '80			
1 WSBA-FM	62	WSBA-AM	63	WSBA-AM	64
2 WYCR-FM	59	WQXA-FM	55	WQXA-FM	50
3 WSBA-AM	52	WNOW-AM	51	WSBA-FM	49
4 WQXA-FM	35	WSBA-FM	47	WYCR-FM	48
5 WZIX-AM	29	WYCR-FM	23	WNCE-FM	33

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WSBA-FM		WSBA-FM		WSBA-FM	
3 WYCR-FM		WQXA-FM		WYCR-FM	
4 WHVR-AM		WNOW-AM		WQXA-FM	
5 WQXA-FM		WNCE-FM		WNCE-FM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WSBA-AM	
2 WSBA-FM		WSBA-AM		WQXA-FM	
3 WSBA-AM		WNOW-AM		WSBA-FM	
4 WQXA-FM		WSBA-FM		WYCR-FM	
5 WZIX-AM		WZIX-AM		WNCE-FM	

Teens M-S, 6am-Midnight POP(00): 373					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WYCR-FM	
2 WQXA-FM		WYCR-FM		WQXA-FM	
3 WZIX-AM		WRHY-FM		WQVE-FM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WYCR-FM	
2 WQXA-FM		WYCR-FM		WQXA-FM	
3 WRHY-FM		WRHY-FM		WRHY-FM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WYCR-FM	
2 WZIX-AM		WYCR-FM		WQXA-FM	
3 WQXA-FM		WRHY-FM		WRKZ-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 995					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WQXA-FM	
2 WSBA-AM		WSBA-AM		WYCR-FM	
3 WQXA-FM		WYCR-FM		WSBA-AM	
4 WPOC-FM		WZIX-AM		WRHY-FM	
5 WZIX-AM		WRHY-FM		WNOW-AM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WQXA-FM	
2 WYCR-FM		WQXA-FM		WYCR-FM	
3 WZIX-AM		WYCR-FM		WSBA-AM	
4 WSBA-FM		WRHY-FM		WRHY-FM	
5 WPOC-FM		WZIX-AM		WZIX-AM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WQXA-FM	
2 WQXA-FM		WSBA-AM		WYCR-FM	
3 WSBA-AM		WZIX-AM		WRHY-FM	
4 WPOC-FM		WRHY-FM		WSBA-AM	
5 WZIX-AM		WYCR-FM		WZIX-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 1388					
A/M '78	A/M '79	A/M '80			
1 WSBA-FM		WSBA-AM		WSBA-AM	
2 WSBA-AM		WNOW-AM		WSBA-FM	
3 WYCR-FM		WSBA-FM		WYCR-FM	
4 WPOC-FM		WQXA-FM		WNOW-AM	
5 WHP-FM		WNCE-FM		WNCE-FM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WSBA-FM		WSBA-FM		WSBA-FM	
3 WHVR-AM		WNOW-AM		WYCR-FM	
4 WNOW-AM		WQXA-FM		WNOW-AM	
5 WYCR-FM		WNCE-FM		WQXA-FM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WSBA-FM		WSBA-AM		WSBA-AM	
2 WSBA-AM		WNOW-AM		WSBA-FM	
3 WYCR-FM		WSBA-FM		WYCR-FM	
4 WPOC-FM		WQXA-FM		WNCE-FM	
5 WQXA-FM		WZIX-AM		WQXA-FM	

## Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2985					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM	1034	WSBA-AM	1045	WSBA-AM	914
2 WYCR-FM	770	WQXA-FM	791	WQXA-FM	690
3 WSBA-FM	684	WSBA-FM	646	WYCR-FM	663
4 WZIX-AM	677	WNOW-AM	519	WSBA-FM	525
5 WQXA-FM	587	WYCR-FM	487	WNCE-FM	393

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WYCR-FM		WQXA-FM		WYCR-FM	
3 WSBA-FM		WSBA-FM		WQXA-FM	
4 WZIX-AM		WNOW-AM		WSBA-FM	
5 WQXA-FM		WYCR-FM		WNOW-AM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WSBA-AM	
2 WSBA-AM		WSBA-AM		WQXA-FM	
3 WSBA-FM		WSBA-FM		WYCR-FM	
4 WZIX-AM		WNOW-AM		WSBA-FM	
5 WQXA-FM		WYCR-FM		WNCE-FM	

Teens M-S, 6am-Midnight POP(00): 373					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WYCR-FM	
2 WQXA-FM		WYCR-FM		WQXA-FM	
3 WZIX-AM		WZIX-AM		WRHY-FM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WYCR-FM	
2 WQXA-FM		WYCR-FM		WQXA-FM	
3 WZIX-AM		WZIX-AM		WRHY-FM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WYCR-FM		WQXA-FM		WQXA-FM	
2 WQXA-FM		WYCR-FM		WYCR-FM	
3 WZIX-AM		WZIX-AM		WRKZ-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 995					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WQXA-FM		WQXA-FM	
2 WYCR-FM		WSBA-AM		WYCR-FM	
3 WZIX-AM		WYCR-FM		WSBA-AM	
4 WQXA-FM		WZIX-AM		WRHY-FM	
5 WSBA-FM		WRHY-FM		WZIX-AM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WQXA-FM	
2 WYCR-FM		WQXA-FM		WYCR-FM	
3 WZIX-AM		WYCR-FM		WSBA-AM	
4 WSBA-FM		WZIX-AM		WZIX-AM	
5 WPOC-FM		WRHY-FM		WRHY-FM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WQXA-FM		WQXA-FM	
2 WYCR-FM		WSBA-AM		WYCR-FM	
3 WZIX-AM		WYCR-FM		WSBA-AM	
4 WQXA-FM		WZIX-AM		WRHY-FM	
5 WSBA-FM		WRHY-FM		WZIX-AM	

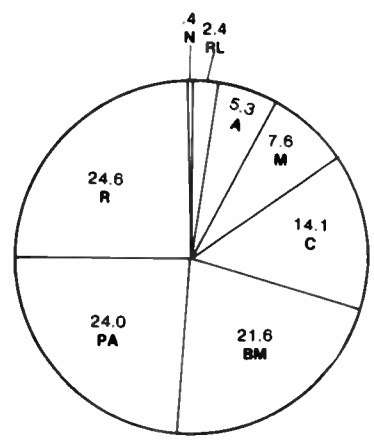
Adults 25-54 M-S, 6am-Midnight POP(00): 1388					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WSBA-FM		WSBA-FM		WYCR-FM	
3 WYCR-FM		WNOW-AM		WQXA-FM	
4 WZIX-AM		WQXA-FM		WSBA-FM	
5 WQXA-FM		WNCE-FM		WNOW-AM	

M-F, 6-10am					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WSBA-FM		WSBA-FM		WYCR-FM	
3 WHVR-AM		WNOW-AM		WYCR-FM	
4 WYCR-FM		WQXA-FM		WQXA-FM	
5 WZIX-AM		WYCR-FM		WNOW-AM	

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80			
1 WSBA-AM		WSBA-AM		WSBA-AM	
2 WSBA-FM		WSBA-FM		WYCR-FM	
3 WYCR-FM		WNOW-AM		WSBA-FM	
4 WZIX-AM		WQXA-FM		WQXA-FM	
5 WQXA-FM		WYCR-FM		WNCE-FM	

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

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

# Youngstown-Warren

METRO RANK

67

## A/M '80 Market Overview

There was considerable consistency in the results of this sweep and the A/M '79 report. The top seven stations 12+ were in the same order as at that time. There have been some shifts since the O/N '79 sweep, however.

**WKBN-FM** reclaimed first place, standing atop the 25-54 rankings as well as the 12+ scorecard. In the 18-34 demos, **WHOT** captured the top slot while surpassing **WYFM** and **WSRD**. There were four stations with double-digit shares of the 25-54 audience. Stable at a mid-16 share of the key sales target, **WKBN-FM** led **WKBN** and Talk radio **WBBW**, both of which had 12 shares. This represented an upswing for **WBBW** but more than a five-share drop or **WKBN**. The loss was more apparent among men and was evident in the midday time slot.

Contemporary **WYFM**, besides being a major 18-34 factor, had a 10 share of the 25-54 audience. The station's 25-34 numbers were best in the market (just ahead of **WHOT**) and enabled **WYFM** to record viable numbers in both major sales targets.

In the young adult universe, **WHOT** was the leader his sweep. Up one-third from the O/N '79 survey, **WHOT** received better female numbers in particular, with the midday time period being a key. The station used a more extensive ad campaign than before, merging TV, newspaper ads, busboards, and outdoor boards into a coordinated effort. The key contest was the "Hot Wheels Giveaway," a drawing for two new cars.

The AOR leader in Youngstown, **WSRD**, earned increased shares but maintained a low profile in so doing. Up more than four shares to a mid-17 figure, **WSRD** used no outside advertising or major on-air promotion this sweep.

**WYFM**, as mentioned earlier, had a good 25-34 score that enabled it to remain in double digits in young adults. **WYFM** slipped to a 16 share (down from 18) in this report, so it will be interesting to see how the station compares in its close battle with **WHOT** in the O/N '80 survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight				
POP(00): 4504				
A/M '79	O/N '79	A/M '80		
1 WKBN-FM	16.2	WBBW-AM	14.4	WKBN-FM (BB) 15.5
2 WBBW-AM	15.1	WKBN-FM	13.7	WBBW-AM (T) 14.2
3 WHOT-AM	11.6	WKBN-AM	11.2	WHOT-AM (M) 10.5
4 WYFM-FM	10.6	WYFM-FM	10.5	WYFM-FM (S) 9.6
5 WKBN-AM	8.6	WHOT-AM	8.9	WKBN-AM (PA) 9.5
6 WSRD-FM	5.1	WFMJ-AM	5.5	WSRD-FM (A) 7.5
7 WFMJ-AM	3.5	WSRD-FM	4.7	WFMJ-AM (PA) 4.2
8 WNIO-AM	2.6	WNIO-AM	4.4	WMMS-FM (A) 3.0
9 WPAR-FM	2.3	WHHH-AM	3.8	WQXK-FM (S) 2.2
10 WHHH-AM	2.1	WMMS-FM	3.1	WHHH-AM (PA) 1.9
11 WMMS-FM	2.1	WVIZ-FM	1.9	WWWE-AM (PA) 1.7
12 WWWE-AM	2.0	WWWE-AM	1.7	WDJQ-FM (S) 1.7
13 WWHM-FM	2.0	WDMT-FM	1.7	WNIO-AM (S) 1.4
14 WCFE-AM	1.2	WWHF-FM	1.3	WDMT-FM (PA) 1.1
15 WWIZ-FM	1.1	WTOF-FM	1.2	WPIC-AM (PA) 0.9
16 WSOM-FM	0.9	WPIC-AM	1.0	WWHF-FM (A) 0.9
17 WTCL-AM	0.9	WGCL-FM	0.4	KDKA-AM (PA) 0.9
18 WTOF-FM	0.8	WQOD-FM	0.4	WWIZ-FM (S) 0.9
19 WDMT-FM	0.6	WPAR-FM	0.9	WPAR-FM (PA) 0.9
20 WPIC-AM	0.5	WTCL-AM	0.7	WTCL-AM (PA) 0.7
21 WQOD-FM	0.5	WGAR-AM	0.6	WGAR-AM (PA) 0.6
22 WPAR-AM	0.3	WGCL-FM	0.4	WGCL-FM (S) 0.4

### Average Persons Trends/Rankings

Total 12+					
M-S, 6am-Midnight					
POP(00): 4504					
A/M '79	O/N '79	A/M '80			
1 WKBN-FM	107	WBBW-AM	99	WKBN-FM	108
2 WBBW-AM	100	WKBN-FM	94	WBBW-AM	99
3 WHOT-AM	77	WKBN-AM	77	WHOT-AM	73
4 WYFM-FM	70	WYFM-FM	72	WYFM-FM	67
5 WKBN-AM	57	WHOT-AM	61	WKBN-AM	66

M-F, 6-10am		
1 WBBW-AM	WBBW-AM	WBBW-AM
2 WHOT-AM	WKBN-AM	WHOT-AM
3 WKBN-FM	WHOT-AM	WKBN-AM
4 WKBN-AM	WKBN-FM	WKBN-AM
5 WYFM-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WYFM-FM	WYFM-FM	WHOT-AM
3 WBBW-AM	WBBW-AM	WYFM-FM
4 WHOT-AM	WKBN-AM	WSRD-FM
5 WBBW-AM	WHOT-AM	WBBW-AM

Teens		
M-S, 6am-Midnight		
POP(00): 602		
A/M '79	O/N '79	A/M '80
1 WYFM-FM	WYFM-FM	WYFM-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WSRD-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WGFT-AM	WKBN-AM	WBBW-AM

M-F, 3-7pm		
1 WYFM-FM	WYFM-FM	WSRD-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WYFM-FM

Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1474		
A/M '79	O/N '79	A/M '80
1 WHOT-AM	WYFM-FM	WHOT-AM
2 WYFM-FM	WHOT-AM	WSRD-FM
3 WSRD-FM	WSRD-FM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMMS-FM
5 WKBN-AM	WMMS-FM	WDJQ-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WKBN-AM	WKBN-AM	WSRD-FM
4 WKBN-FM	WBBW-AM	WMMS-FM
5 WSRD-FM	WSRD-FM	WKBN-AM

M-F, 3-7pm		
1 WHOT-AM	WYFM-FM	WSRD-FM
2 WYFM-FM	WSRD-FM	WHOT-AM
3 WSRD-FM	WHOT-AM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMMS-FM
5 WYFM-FM	WMMS-FM	WDJQ-FM

Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2112		
A/M '79	O/N '79	A/M '80
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WHOT-AM	WKBN-AM	WKBN-AM
3 WKBN-AM	WYFM-FM	WHOT-AM
4 WYFM-FM	WHOT-AM	WYFM-FM
5 WBBW-AM	WBBW-AM	WBBW-AM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WKBN-AM	WKBN-AM	WSRD-FM
4 WKBN-FM	WBBW-AM	WMMS-FM
5 WSRD-FM	WSRD-FM	WKBN-AM

M-F, 3-7pm		
1 WHOT-AM	WYFM-FM	WSRD-FM
2 WYFM-FM	WSRD-FM	WHOT-AM
3 WSRD-FM	WHOT-AM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMMS-FM
5 WYFM-FM	WMMS-FM	WDJQ-FM

Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2112		
A/M '79	O/N '79	A/M '80
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WHOT-AM	WKBN-AM	WKBN-AM
3 WKBN-AM	WBBW-AM	WBBW-AM
4 WYFM-FM	WYFM-FM	WYFM-FM
5 WBBW-AM	WNIO-AM	WHOT-AM

M-F, 6-10am		
1 WHOT-AM	WKBN-AM	WBBW-AM
2 WBBW-AM	WBBW-AM	WKBN-AM
3 WKBN-FM	WKBN-FM	WKBN-FM
4 WKBN-AM	WHOT-AM	WHOT-AM
5 WYFM-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WHOT-AM	WKBN-AM	WYFM-FM
3 WYFM-FM	WYFM-FM	WKBN-AM
4 WBBW-AM	WWIZ-FM	WHOT-AM
5 WKBN-AM	WBBW-AM	WBBW-AM

### Cume Persons Trends/Rankings

Total 12+					
M-S, 6am-Midnight					
POP(00): 4504					
A/M '79	O/N '79	A/M '80			
1 WHOT-AM	1429	WYFM-FM	1258	WHOT-AM	1287
2 WYFM-FM	1259	WKBN-AM	1247	WKBN-FM	1249
3 WKBN-FM	1193	WKBN-FM	1200	WYFM-FM	1181
4 WBBW-AM	1062	WBBW-AM	1158	WKBN-AM	1167
5 WKBN-AM	1005	WHOT-AM	1144	WBBW-AM	1133

M-F, 6-10am		
1 WHOT-AM	WBBW-AM	WBBW-AM
2 WBBW-AM	WKBN-AM	WHOT-AM
3 WKBN-FM	WHOT-AM	WKBN-AM
4 WKBN-AM	WYFM-FM	WKBN-FM
5 WYFM-FM	WKBN-FM	WYFM-FM

M-F, 3-7pm		
1 WHOT-AM	WYFM-FM	WKBN-FM
2 WYFM-FM	WKBN-FM	WHOT-AM
3 WKBN-FM	WHOT-AM	WYFM-FM
4 WBBW-AM	WKBN-AM	WSRD-FM
5 WSRD-FM	WBBW-AM	WKBN-AM

Teens		
M-S, 6am-Midnight		
POP(00): 602		
A/M '79	O/N '79	A/M '80
1 WYFM-FM	WYFM-FM	WYFM-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WSRD-FM

M-F, 6-10am		
1 WHOT-AM	WYFM-FM	WHOT-AM
2 WYFM-FM	WHOT-AM	WYFM-FM
3 WMMS-FM	WKBN-AM	WSRD-FM

M-F, 3-7pm		
1 WYFM-FM	WYFM-FM	WYFM-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WSRD-FM

### Adults 18-34

M-S, 6am-Midnight		
POP(00): 1474		
A/M '79	O/N '79	A/M '80
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WSRD-FM	WSRD-FM	WSRD-FM
4 WKBN-FM	WKBN-AM	WMMS-FM
5 WKBN-AM	WBBW-AM	WKBN-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WSRD-FM	WKBN-AM	WSRD-FM
4 WKBN-AM	WSRD-FM	WMMS-FM
5 WKBN-FM	WBBW-AM	WKBN-AM

M-F, 3-7pm		
1 WHOT-AM	WYFM-FM	WSRD-FM
2 WYFM-FM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMMS-FM
5 WMMS-FM	WMMS-FM	WKBN-AM

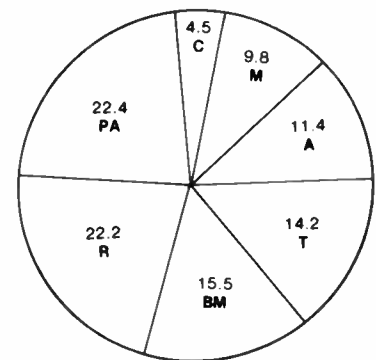
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2112		
A/M '79	O/N '79	A/M '80
1 WKBN-FM	WKBN-AM	WKBN-FM
2 WHOT-AM	WKBN-FM	WKBN-AM
3 WKBN-AM	WYFM-FM	WHOT-AM
4 WYFM-FM	WHOT-AM	WYFM-FM
5 WBBW-AM	WBBW-AM	WBBW-AM

M-F, 6-10am		
1 WHOT-AM	WKBN-AM	WKBN-AM
2 WKBN-FM	WBBW-AM	WHOT-AM
3 WKBN-AM	WHOT-AM	WKBN-FM
4 WBBW-AM	WKBN-FM	WMMS-FM
5 WFMJ-AM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-AM	WKBN-FM
2 WYFM-FM	WKBN-FM	WHOT-AM
3 WHOT-AM	WYFM-FM	WKBN-AM
4 WKBN-AM	WHOT-AM	WYFM-FM
5 WBBW-AM	WSRD-FM	WBBW-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

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



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