



RADIO & RECORDS

***RATINGS REPORT
& DIRECTORY***

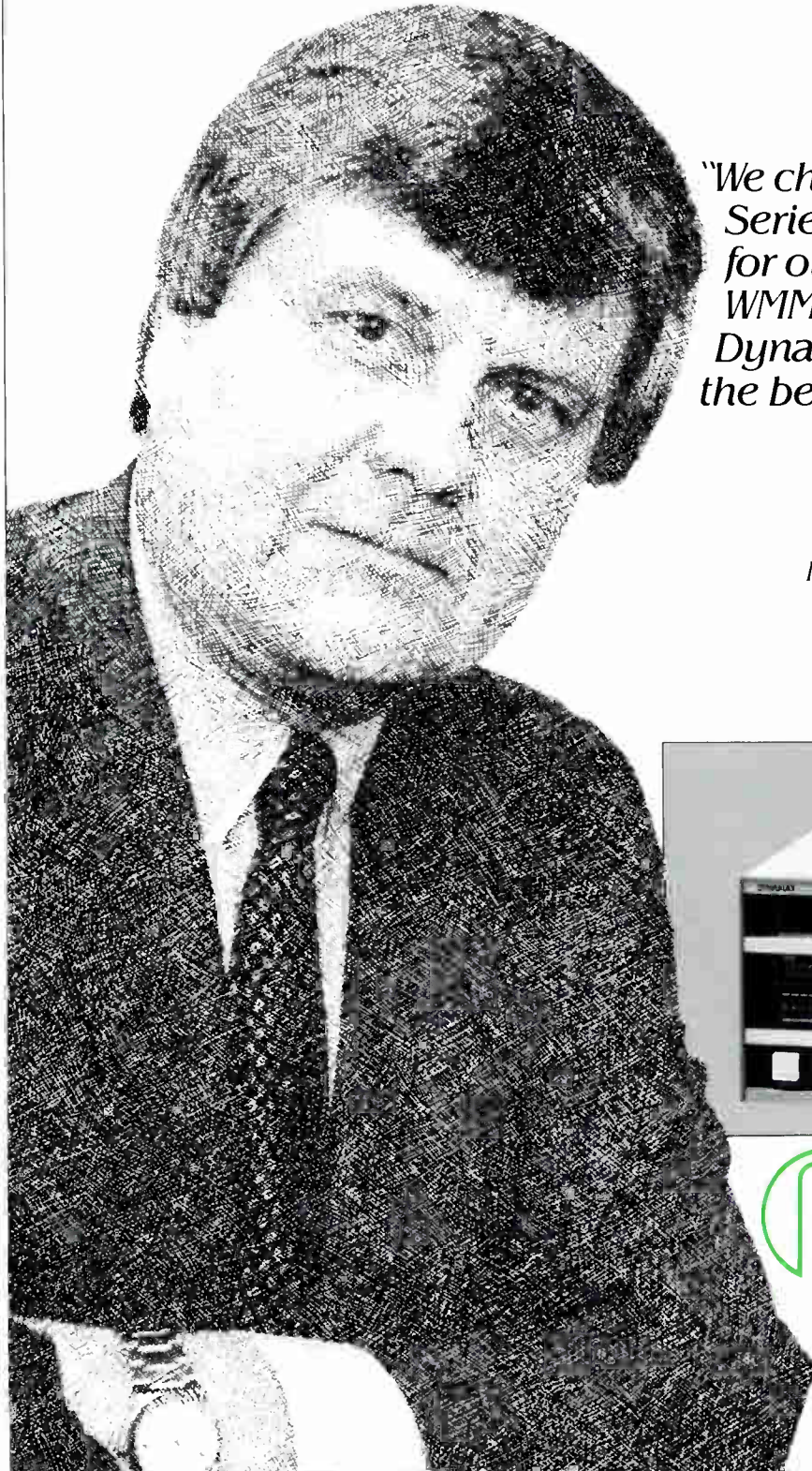


WESTWOOD ONE

***FALL '85 ARBITRON & BIRCH RESULTS FOR TOP 100 MARKETS — DRIVETIME DOMINATORS
NEW EQUIPMENT MANUFACTURERS, EXPANDED GROUP OWNERSHIP LISTINGS***

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The rep VS. the conglomerate.

By Jerry Schubert, President, Eastman Radio.



The selling of America's radio stations is in the throes of change. Most of the industry's major rep firms have caught the mergermania fever that is sweeping the business community.

They are fast becoming "Conglomerates" whose main selling efforts are packaging stations into so-called "networks."

Is the "Conglomerate" the future?

We wonder if the packaged or commodity approach to selling radio is indeed the way to go.

It's not that we're against networks. Eastman is a member of Supernet because it does provide some ease of buying advantages for agencies and can deliver some benefit in reaching specialized audiences.

But we try to keep the concept of a network in perspective. For at Eastman, we have reservations about the impact of this approach on the quality stations across the country. Stations that have more to sell.

As we see it, the faceless network will submerge the identities of the individual stations.

The faceless network will blur the competitive differences between stations.

The faceless network will make the sale on price, not value. (How do you sell value if, as in the case of one Conglomerate, you handle fifteen stations in one market?)

Eastman's view of the future.

With more network selling, we see the need for a rep firm to sell value, not just numbers.

We see the need for a firm to represent the best stations in all markets.

We see the need for a firm to train its people to know its markets, its stations and to know how to sell value instead of price.

Since that has always been our approach, we see Eastman as that firm.

Eastman. The largest independent Rep.

If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerate, Eastman is not only your best choice, it's your only choice.

Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



EASTMAN RADIO

CONTENTS

DIRECTORY

6

A comprehensive listing of radio-oriented companies and organizations.

Group Owners	6	Research Companies	52
Equipment Manufacturers	28	Consultant Firms	54
Jingle Producers	38	Media Brokers	58
TV Spot Producers	40	Networks	61
Record Companies	40	Program Suppliers	61
Rep Firms	48	Trade Associations	64

GLOSSARY

65

The terms of the radio ratings industry explained in English.

FORMULAS

67

An explanation of the most requested formulas used in ratings analysis.

FORMAT PREFERENCE CHARTS

70

A quick look at the top radio formats and how their overall numbers compare on both a national and regional basis.

FORMAT LEADERS

73

The top stations in each of the nine formats — and a national “all-format” section — ranked by both AQH and Cume, Monday-Sunday, 6am to midnight.

National All-Format	73	Country	76
Adult/Contemporary	74	Contemporary Hit Radio	75
Album-Oriented Rock	74	Big Band	77
Black/Urban	78	News/Talk	76
Beautiful Music/Easy Listening	78	Spanish	77

DRIVETIME DOMINATORS

80

Radio's top 25 morning and afternoon personalities and stations, ranked by both AQH and Cume estimates.

THE RATINGS INFORMATION GUIDE

88

A guide to R&R's comprehensive and exclusive method of presenting ratings information.

MARKET CHARTS

90

R&R's exclusive single-source approach to ratings data, including Arbitron one-year trends, Birch figures, rankings in four key demographics, rep and net affiliations, and more.

MARKET INDEX

176



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PUBLISHER: Dwight Case
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***WESTWOOD ONE
INCORPORATED***



***WESTWOOD ONE
RADIO NETWORKS***



***MUTUAL
BROADCASTING SYSTEM***

A BRAND NEW LOOK...



FOR A WINNING COMBINATION.

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Suite 2888
Seattle, WA 98101
(206) 624-2888
President: Barry Ackerley
Seattle KJR
Portland KSGO & KGON

Adams Communications

109 Bushaway Road
Suite 100
Wayzata, MN 55391
(612) 473-5434
President: Paul Brissette
St. Louis WRTH & KEZK
Memphis WDIA & WHRK
Grand Rapids WLAV-AM & FM

Affiliated Broadcasting

135 Morrissey Blvd.
P.O. Box 2337
Boston, MA 02107
(617) 929-3178,79
President: John Giuggio
Seattle KMPS-AM & FM
Phoenix KONC
Sacramento KRAK & KSKK
Jacksonville WOKV & WAIV
Fresno KFFE

Allegheny Mountain Network

P.O. Box 247
Tyrone, PA 16686
(814) 238-0792
President: Cary Simpson
Johnstown, PA WIYQ
Bellefonte, PA WBLF
Coudersport, PA WFRM-AM & FM
St. Mary's-Ridgway, PA WKBI-AM & FM
Tyrone-State College, PA WTRN & WGMR
Wellsboro, PA WNBT-AM & FM

All Pro Broadcasting

1710 E. 11th Street
Los Angeles, CA 90059
(213) 564-7951
President: Willie Davis
Los Angeles KACE
Houston KYOK
Seattle KQIN
Milwaukee WLUM & WAWA

American Media

66 Colonial Drive
East Patchogue, NY 11772
(516) 475-5200
President: Alan Beck
Long Island, NY WALK-AM & FM
Baltimore WLIF
San Antonio KSMG
Orlando WMGG

Anderson Stations

6535 West Jewell
Denver, CO 80226
(303) 922-5511
President: George Anderson
Denver KRKS
Newton, KS KJRG & KOEZ
Scott City, KS KFLA & KEZU
Columbus, NE KJSK & KLIR

Aries Communications

1623 Fifth Avenue
San Rafael, CA 94901
(415) 456-1510
President: Art Astor
San Francisco KTIM-AM & FM
Orange, CA KIK-FM

Bahakel Communications

P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434
President: Cy Bahakel
Chattanooga WDOE-AM & FM
Charleston, SC WPLY
Colorado Springs KILO
Lynchburg, VA WWOD & WKZZ
Waterloo, IA KXEL & KOKZ
Bowling Green, KY WLBK-AM & FM
Greenwood, MS WABG
Kingsport, TN WKIN & WZXY

Beach-Schmidt Group

2300 Hall
Box 817
Hays, KS 67601
(913) 625-2578
Executive VP: Bob Schmidt
Alliance, NE KCOW & KAAQ
Goodland, KS KLOE
Hays, KS KAYS
North Platte, NE KOOQ & KELN
Plainview, TX KVOP & KATX
St. Joseph, MO KFEQ

Beasley Broadcast Group

200 West Ash Street
Box 1355
Goldsboro, NC 27530
(919) 734-8003
President: George Beasley
Philadelphia WXTU
Cleveland WDMT
Mobile WMOO & WBLX
Augusta WGAC
Evansville WYNG
Charleston, WV WTIP & WVSR
Conway, SC WLAT & WYAV
Fayetteville, NC WFAI & WKML
Reidsville, NC WWMO
Kinston, NC WFTC & WRNS

Belo Broadcasting

Communications Center
Dallas, TX 75202
(214) 748-9631
President: Ward Huey
Dallas KRQX & KZEW
Denver KOA & KOAQ

John Blair & Co. (Owned Stations Division)

1290 Avenue of the Americas
New York, NY 10104
(212) 603-5000
Owned Stations Division President: Jim Hilliard
Boston WHDH & WZOU
Dallas KVIX & KVIL
Tampa WFLA & WPDS
Indianapolis WIBC & WNAP

Bloomington Broadcasting Corp.

236 Greenwood Avenue
Bloomington, IL 61702
(309) 829-1221
President: Timothy Ives
Grand Rapids WKLQ
Chattanooga WGOW & WSKZ
Johnson City, TN WJCW & WQUT
Bloomington, IL WJBC & WBNQ

Bonneville International

Broadcast House
Salt Lake City, UT 84180-1160
(801) 575-7500
President: Rodney Brady
New York WRFM
Los Angeles KBIG
Chicago WCLR
San Francisco KOIT AM & FM
Dallas KAAM & KZPS
Seattle KIRO & KSEA
Kansas City KMBZ & KMBR
Salt Lake City KSL

Booth American

333 West Fort St.
Detroit, MI 48226
(313) 965-3360
President: John Booth
Detroit WJLB
Cleveland WRMR & WLTF
Cincinnati WWNK-AM & FM
Toledo WTOD & WKLR
Saginaw WSGW & WIOG
South Bend, IN WZZP

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RADAR 32 is out...the results are in...and there's more great news from Mutual! In its first ratings report since being acquired by Westwood One, Mutual showed a phenomenal 25% increase in the all-important adult 25-54 demographic. This makes Mutual number one in audience growth and number three overall among the 18 measured networks. With a 51% increase in women and a number one ranking in upper-income men, Mutual's balance in the key 25-54 category is unparalleled. For innovation and information...it's the Mutual Broadcasting System. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

DIRECTORY

Radio Group Owners

Brill Media

420 Northwest 5th Street
Box 3353
Evansville, IN 47708
(812) 423-6200

President: Alan Brill

Duluth	WEBC & WAVC
Fargo-Moorhead, ND-MN	KQWB-AM & FM
Ephrata, PA	WIOV
Jefferson City, MO	KLIK & KTXY
Petersburg, VA	WPVA & WKHK
Reading, PA	WHUM

Broadcast Properties

1700 Kyle South
Suite 100
College Station, TX 77840
(409) 693-7356

President: Barry Turner

Boise	KIYS
Tyler, TX	KDOK & KEYP
Panama City, FL	WKSD & WPFM
Grand Junction, CO	KIIO & KVEE
Santa Fe, NM	KAFE & KKSS
Bryan-College Station, TX	KAGC & KKYS

Brown Broadcasting

9230 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 274-8411

VP: Michael Brown

San Diego	KGB & KPQP
Sacramento	KXOA-AM & FM
Salt Lake City	KKAT
Fresno	KYNO-AM & FM

Buckley Broadcasting

166 West Putnam Avenue
Greenwich, CT 06830
(203) 661-4307

President: Richard Buckley, Jr.

San Fernando (L.A.)	KGIL-AM & FM
San Francisco	KKHI-AM & FM
Hartford	WDRG-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced	KUBB
Monterey-Salinas	KWAV
Portland, ME	WYNZ-AM & FM

Capital Cities/ABC

24 East 51st Street
New York, NY 10022
(212) 421-9595

Radio President: James Arcara

New York	WABC & WPLJ
Los Angeles	KABC & KLOS
Chicago	WLS-AM & FM
San Francisco	KGO
Washington	WMAL & WRQX
Detroit	WJR & WHYT
Dallas	WBAP & KSCS
Atlanta	WKHX
Providence	WPRO-AM & FM

Capitol Broadcasting Co.

2619 Western Blvd.
Box 12000
Raleigh, NC 27605
(919) 821-8500

President: Jim Goodmon

Kansas City	KBEQ
San Antonio	KISS
Richmond, VA	WRNL & WRXL
Raleigh	WRAL
Huntington, WV	WKEE-AM & FM
Cocoa Beach, FL	WSTF
Shelby, NC	WXIK & WOHS

Capitol Broadcasting Corp.

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

President: Ken Johnson

Louisville	WRKA
Birmingham	WMJJ
Mobile	WKSJ-AM & FM
Statesville-Charlotte	WLVK
Charleston, WV	WCAW & WVAF
Statesville, NC	WDRV

Cariboo Central Interior Radio

1940 Third Avenue
Prince George, British Columbia V2M 1G7
(604) 564-2524

President: R.A. East

Burns Lake, BC	CFLD
Ft. St. James, BC	CIFJ
Fraser Lake, BC	CIFL
Granisle, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIBC
Quesnel, BC	CKCQ
Smithers, BC	CBFV
Vanderhoof, BC	CIVH
Williams Lake, BC	CKWL

Carlson Communications International

Box 7040
Salt Lake City, UT 84107
(801) 268-8181

President: Ralph J. Carlson

Salt Lake City	KRSP-AM & FM
Caldwell, ID	KLCI
Cottonwood, AZ	KSMK
Elko, NV	KRJC
Nampa, ID	KNPA

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51 West 52nd Street
New York, NY 10019
(212) 975-4321

President/Radio Division: Robert Hosking

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Los Angeles	KNX & KKHR
Chicago	WBBM-AM & FM
San Francisco	KCBS & KRQR
Philadelphia	WCAU-AM & FM
Boston	WHTT
Houston	KLTR
Washington	WLTT
Dallas	KTXQ
St. Louis	KMOX & KHTR
Tampa	WSUN & WYFN

Central Broadcasting Group

Box 1646
Richmond, IN 473375
(317) 962-6533

President: William Quigg

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Richmond, IN	WKBV & WRIA
Adrian, MI	WABJ & WQTE
Marion, IN	WBAT

Century Broadcasting

875 No. Michigan Avenue
Chicago, IL 60611
(312) 922-1000

President: Howard Grafman

Chicago	WAIT & WLOO
San Francisco	KMEL
Denver	KLSC
St. Petersburg	WLFF

CKO, Inc.

30 Carlton Street
Toronto, Ontario M5B 2E9
(416) 591-1222

President: Stan M. Stewart

Montreal, QB	CKO
Ottawa, ON	CKO-FM-1
Toronto, ON	CKO-FM-2
London, ON	CKO-FM-3
Vancouver, BC	CKO-FM-4
Calgary, AL	CKO-FM-5
Edmonton, AL	CKO-FM-6
Halifax, NS	CKO-FM-9

Clear Channel Communications

500 Two Republic Bank Plaza
175 East Houston Street
San Antonio, TX 78205
(512) 225-4231

President: L. Lowry Mays

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San Antonio	WOAI & KAJA
Oklahoma City	KTOK & KJYO
Tulsa	KBBJ & KMOD
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New Haven	WELI
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During the past 10 years, great radio programs and Westwood One have become synonymous. From concerts to countdowns, Westwood One produces more programs for more radio stations than anyone else in the business. Programs like *Scott Shannon's Rockin' America Top 30 Countdown*, *Encore with William B. Williams*, *Off The Record with Mary Turner*, *Future Hits*, *Special Edition with Sid McCoy*, *Dr. Demento*, *Line One*, words and music from the BBC – all proven winners with radio stations, advertisers and, of course, the national radio audience. WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

Radio Group Owners

Communications Investment Corp.

312 East South Temple
Salt Lake City, UT 84111
(801) 364-3561

Exec. VP: *Homer K. Peterson*

Salt Lake City	KALL & KLCY-FM
Boise	KGEM & KJOT
Idaho Falls, ID	KUPI & KQPI
Missoula, MT	KLCY & KYSS
Vernal, UT	KVEL & KUIN

Communications Properties, Inc.

One Dubuque Plaza
Dubuque, IA 52001
(319) 582-7570

President: *Philip Kelly*

Fargo, ND	KFGO & KRRZ
Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

Compass Communications

1100 Larkspur Landing Circle
Suite 315
Larkspur, CA 94939
(415) 461-8550

Albuquerque	KRKE-AM & FM
Wichita	KICT
Colorado Springs	KSSS & KUUU
Marina, CA	KBOQ
Salina, KS	KNNN

Community Pacific Broadcasting Corp.

933 N. Main Street
Salinas, CA 93906
(408) 422-7484

President: *Charles Banta*

Salinas, CA	KTOM-AM & FM
Modesto, CA	KFIV-AM & FM
Eugene, OR	KEED & KSND
Anchorage, AL	KASH-AM & FM
Gresham, OR	KRDR

Cox Communications

1400 Lake Hearn Drive NE
Atlanta, GA 30319
(404) 843-5000

President/Broadcasting Division:

Walter Liss, Jr.

Los Angeles	KFI & KOST
Chicago	WCKG
Philadelphia	WZGO
Miami	WIOD & WAIA
Atlanta	WSB-AM & FM
Charlotte	WSOC-AM & FM
Dayton	WHIO-AM & FM

Crawford Broadcasting

506 Bethlehem Pike
Fort Washington, PA 19034
(215) 628-3500

President: *Don Crawford*

Avalon (L.A.)	KBRT
Hammond (Chicago)	WYCA
Detroit	WMUZ
Dallas	KPBC
Buffalo	WDCX
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Davis-Weaver Broadcasting

P.O. Box 21248
San Jose, CA 95151
(408) 274-1170

President: *Philip C. Davis*

San Francisco	KLOK-FM
Santa Ana	KWIZ-AM & FM
San Jose	KLOK
Fresno	KFIG-AM & FM

DKM Broadcasting

6201 Powers Ferry Road
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Atlanta, GA 30339
(404) 955-8855

President: *Jim Wesley*

Atlanta	WAOK & WVEE
Baltimore	WCAO & WXYV
Cincinnati	WDJO & WUBE
Springfield, MO	KWTO-AM & FM
Lincoln	KFOR & KFRX
Oelwein, IA	KOEL-AM & FM
Salina, KS	KSAL & KYEZ

Donrey Media Group

Donrey House
920 Rogers Avenue
Fort Smith, AR 72901
(501) 785-7810

President: *Donald Reynolds*

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Newport Beach, CA	KOCM-FM
Reno	KOLO
Springdale, AR	KBRS
Delta, CO	KLDR
Grand Junction, CO	KEXO

Duffy Broadcasting

5949 Sherry Lane
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Lock Box 31
Dallas, TX 75225
(214) 361-2932

President: *Marty Greenberg*

Denver	KRZN & KMJI
Sacramento	KGMS & KSFM
San Antonio	KONO & KITV

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1875 Connecticut Avenue, NW
Washington, DC 20009
(202) 387-0661

President: *Roger Neuhoft*

Providence	WEAN & WWLI
New Haven	WAVZ & WKCI
Hershey, PA	WRKZ
Springfield, IL	WCVS & WFMB
State College, PA	WRSC & WQWK

Edens Broadcasting

840 N. Central Avenue
Phoenix, AZ 85004
(602) 258-8181

President: *Gary Edens*

Tampa	WRBQ-AM & FM
Phoenix	KOY & KQYT
Richmond	WRVA & WRVQ

Emmis Broadcasting

1099 N. Meridian Street
Suite 1197
Indianapolis, IN 46204
(317) 266-0100

President: *Jeff Smulyan*

New York	WHN & WAPP
Los Angeles	KPWR
Washington	WAVA
St. Louis	KSHE
Minneapolis	WLOL
Indianapolis	WENS

Entertainment Communications (Entercom)

Two Bala Plaza
Suite 908
Bala Cynwyd, PA 19004
(215) 667-1226

President: *Joe Field*

San Francisco	KITS
Houston	KLEF
Pittsburgh	WEPP & WDSY
Tacoma (Seattle)	KTAC & KBRD
Minneapolis	KMFY & WAYL
Tampa	WXCR

EZ Communications

10380 Democracy Lane
Fairfax, VA 22030
(703) 691-1900

President: *Alan Box*

Washington	WBMW
Miami	WHQT
Pittsburgh	WBZZ
St. Louis	KYKY
New Orleans	WEZB
Charlotte	WEZC
Richmond	WEZS

Family Stations

290 Hegenberger Road
Oakland, CA 94621
(415) 568-6200

President/GM: *Harold Camping*

San Francisco	KEAR
San Diego	KECR
Sacramento	KEBR
Buffalo	WBFR
Jacksonville	WJFR
Fresno	KFSR
Charleston, SC	WFCH
Johnstown, PA	TBA
Columbus, GA	WFRC
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Middle Island, NY	WFRS
Newark, NJ	WFME
Okeechobee, FL	WWFR
Shenandoah, IA	KYFR
Webster, NY	WFRW

NEWS

Do we have news for you...Mutual news! The only commercial radio network headquartered in Washington, D.C., Mutual is first on the national and international news scene with former White House press secretary Ron Nessen leading a distinguished group of reporters and news anchors. Plus viewpoints from Sens. Ted Kennedy and Bob Dole, entertainment news from Rona Barrett and more. As the only network broadcasting the news exclusively for radio, Mutual continues a 52-year tradition of excellence in 1986. **MUTUAL SALES OFFICES:** New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

Radio Group Owners

Federated Media

421 South 2nd Street
Elkhart, IN 46516
(219) 295-2500

President: John Dille III

Cincinnati	WCKY & WWEZ
Grand Rapids	WCUZ-AM & FM
Tulsa	KCMA
Ft. Wayne	WQHK & WMEE
Elkhart, IN	WTRC & WYEZ

First Media

Box 10239
Washington, DC 20018
(301) 441-3561

President: Glenn Potter

Boston	WKKT
Houston	KFMK
Seattle	KUBE
Washington, DC	WPGC & WCLY
Atlanta	WZGC
Chicago	WUSN
Phoenix	KOPA & KSLX
Provo-Salt Lake City	KDOT & KFMY

Forward Communications

1114 Grand Ave., Box 1088
Wausau, WI 54401
(715) 845-4211

President: Richard Dudley

Waterloo, IA	KWLO & KFMW
Great Bend, KS	KVGB-AM & FM
Kaukauna, WI	WKAU-AM & FM

Gannett Broadcasting Group

10155 Corporate Square
St. Louis, MO 63132
(314) 997-5594

President/Radio Division: Joe Dorton

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Chicago	WGCI-AM & FM
Detroit	WCZY-AM & FM
Houston	KKBQ-AM & FM
St. Louis	KUSA & KSD
Tampa	WDAE & WIQI
San Diego	KSDO-AM & FM

Guy Gannett Broadcasting Services

Box 1731
Northport Business Park
Portland, ME 04103
(207) 797-9330

President: Jean Gannett Hawley

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Pinellas Park (Tampa)	WPLP
Oklahoma City	KOFM
Cocoa Beach-Orlando	WRKT & WSSP
Davenport, IA	KKZX & WXLN

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Janesville, WI 53545
(608) 754-3311

President: M.W. Johnston

Huron, SD	KIJV & KURO
Janesville, WI	WCLO & WJVL
Rice Lake, WI	WJMC-AM & FM
West Bend, WI	WBKV-AM & FM
Wisconsin Rapids, WI	WFHR & WWRW

GHB Broadcasting

3008 Wadsworth Mill Place
Decatur, GA 30032
(404) 288-1480

President: George Buck, Jr.

Atlanta	WYZE
Charlotte	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery	WMGY
Columbus, GA	WIZY
Lobelville, TN	WIST

GO Radio

1020 E. Second Street
Webster City, IA 50595
(515) 832-1570

President: Glenn Olson

Creston, IA	KSIB & KITR
Kewanee, IL	WKEI & WJRE
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM

Golden West Broadcasters

5858 Sunset Blvd.
Box 710
Los Angeles, CA 90078
(213) 460-5672

President/Radio Division: Bill Ward

Los Angeles	KMPC & KUTE
Seattle	KVI & KPLZ

Great Scott Stations

Box 638
Pottstown, PA 19464
(215) 326-4000

President: Faye Scott

Albany-Troy, NY	WTRY & WPYX
Harrisburg	WHGB
Trenton	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WFEM
Georgetown, DE	WJWL & WSEA
New Castle, PA	WKST
Pottstown, PA	WPAZ
Yardley, PA	WCHR

Great Trails Broadcasting

4 South Main Street
Suite 200-202
Dayton, OH 45402
(513) 223-4822

President: Alexander Williams

Milwaukee	WBCS-AM & FM
Columbus, OH	WCOL & WXGT
Louisville	WCII & WDJX
Dayton	WING & WGTZ
Springfield, OH	WIZE

Greater Media

197 Turnpike Plaza Bldg.
P.O. Box 859
East Brunswick, NJ 08816
(201) 247-6161

President: Frank Kabela

Los Angeles	KRLA & KBZT
Philadelphia	WPEN & WMGK
Detroit	WHND & WMJC
Boston	WMEX & WMJX
Washington	WWRC & WGAY
Nassau-Suffolk	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

Group One Broadcasting

Box 1590
Akron, OH 44309
(216) 535-7831

President: Roger Berk, Sr.

Dallas	KMEZ-AM & FM
Denver	KLZ & KAZY
Dayton	WONE & WTUE
Akron	WAKR & WONE-FM

Hall Communications

Cuprak Road
Norwich, CT 06360
(203) 887-3511

President: Robert Hall

Providence	WMYS
Lancaster, PA	WLPA & WNCE
New Bedford, MA	WNBH
Burlington, VT	WJOY & WQCR
Lakeland-	WONN & WPCV
Winter Haven, FL	
Norwich, CT	WICH & WCTY

Harris Enterprises

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

VP: Robert Wells

Waco	WACO & KHOO
Topeka	KTOP & KDVV
Burlington, IA	KBUR & KGRS
Garden City, KS	KIUL
Grand Island, NE	KRGI-AM & FM
Joliet, IL	WJOL & WLLI
Leoti, KS	KWKR

CONCERTS

Nothing demonstrates Westwood One's commitment to quality like our concert division. With three mobile recording studios located in the West, Midwest and East – giving Westwood One and its featured artists complete control of the product from sound check to broadcast – Westwood One records more than 200 concerts a year, for all major formats. The *Superstar Concert Series*, *Live From Gilley's*, *In Concert*, *BBC Classic Concerts*, *Live From The Apollo*, the *Budweiser Concert Hour* – they're all part of Westwood One's sound of success! WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

Radio Group Owners

Hearst Broadcasting Group

400 Ardmore Blvd.
Pittsburgh, PA 15221
(412) 244-4444
VP/Hearst Corp. & GM/Broadcasting:
John Conomikes

Pittsburgh	WTAE & WHTX
Baltimore	WBAL & WIYY
Milwaukee	WISN & WLTV
San Juan, PR	WAPA

Hedberg Broadcasting Group

Box 528
Spirit Lake, IA 51360
(712) 336-5800

President: Paul Hedberg

Luverne, MN	KQAD & KLQL
Mankato, MN	KEEZ
Mason City, IA	KLSS-AM & FM
Morris, MN	KMRS & KKOK
Spirit Lake, IA	KUOO

Henry Broadcasting

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

President: Charlton Buckley

Denver	KVOD
Riverside- San Bernardino, CA	KFXM & KUDO
Portland	KYTE-AM & FM

Home News Publishing Co.

Box 551
New Brunswick, NJ 08901
(201) 246-5633

President: William Boyd

Stockton, CA	KWG
Santa Barbara, CA	KTYD
Danbury, CT	WINE & WRKI
Tracy, CA	KYBB
Kingsport, TN	WKPT & WTFM

Hubbard Broadcasting

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

President: Stan Hubbard

Cyprus Gardens- Ft. Lauderdale	WGTO
Minneapolis-St. Paul Albuquerque	KSTP-AM & FM KOB-AM & FM

Humber Valley Broadcasting

P.O. Box 570
Corner Brook, Newfoundland A2H 6E6
(709) 634-3111

President: Dr. Noel Murphy

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Labrador, NF	CFLN & FLC
Labrador, NF	CFLW
Port aux Basques, NF	CFGN
Ft. Andrews, NF	CFCV
St. Anthony, NF	CFNN
Stephenville, NF	CFSX

H & W Communications (dba Heftel Broadcasting)

1599 Kapiolal Blvd.
Honolulu, HI 96814
(808) 949-6131

President: Cecil Heftel

Los Angeles	KTNQ & KLVE
Chicago	WLUP
Cincinnati	WLLT
Indianapolis	WZPL
Honolulu	KSSK & KULA

Infinity Broadcasting

655 Madison Avenue
New York, NY 10021
(212) 750-6400

Radio Division President: Mel Karmazin

New York	WJIT & WXRK
Chicago	WJJD & WJMK
Philadelphia	WYSP
Boston	WBCN
Houston	KXYZ
San Diego	KCBQ-AM & FM
San Jose	KOME

Ingstad Broadcasting Group and Tom Ingstad Broadcasting

Box 1415
Grand Forks, ND 58206
(701) 775-0575

President: Tom Ingstad

Breckenridge, MN	KLTA & KBMW
Iowa City	KXIC & KKRQ
Rapid City, SD	KIMM & KGGG
Valley City, ND	KOVC & KKVC
Wadena, MN	KWAD & KKWS

Inner City Broadcasting

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

President: Pierre Sutton

New York	WLIB & WBLB
San Francisco	KRE & KBLX
Detroit	WKSG
San Antonio	KSJL

JACOR Communications

602 Main Street, Suite 601
Cincinnati, OH 45202
(513) 579-8240

President: Frank Wood

Atlanta	WPCH & WGST
Baltimore	WTOW
Cleveland	WBBG & WMJI
Cincinnati	WTSJ & WEBN
Toledo	WVOI
Georgetown, OH	WURD
Parkersburg, WV	WKYG & WXKX

JAG Communications

6 East 45th Street, Suite 1301
New York, N.Y. 10017
(212) 557-4450

Owner: John A. Gambling

Providence	WLKW-AM & FM
Norfolk	WLTY
Albany	WROW-AM & FM

Jefferson-Pilot Communications

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

President: Wallace Jorgenson

Miami	WNWS & WLYF
Atlanta	WQXI-AM & FM
San Diego	KSON-AM & FM
Denver	KIMN & KYGO
Charlotte	WBT & WBCY
Greensboro	WBIG
Richmond, VA	WWBT

Jesup Broadcasting Corp.

1250 W. Charlton St.
Milledgeville, GA 31061
(912) 452-0586

President: Gary Davidson

Camden, SC	WPUB-AM & FM
Jesup, GA	WLOP & WIFO
Kingtree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

Josephson Communications

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

Broadcast President: Ed Christian

Milwaukee	WMGF
Columbus, OH	WVVO & WSNY
Norfolk	WNOR-AM & FM
Rochester, NY	WZKC

Katz Broadcasting

Park City Plaza
Bridgeport, CT 06604
(203) 333-4800

President: Dick Ferguson

Atlanta-Galnesville	WYAY
Birmingham	WZZK-AM & FM
Orlando	WDBO & WWKA
Tulsa	KWEN
Syracuse	WSYR & WYYY
Bridgeport	WEZN
Worcester	WFTQ & WAAF

TALK

Larry King and Dr. Toni Grant – two of the best ways we know to introduce Mutual's talk show lineup. Larry King at 11: It's the difference between night and day! It's *King time*...prime time for your listeners with America's favorite talk show host. And now, Mutual brings you Dr. Toni Grant, radio's foremost psychologist, who you'll hear every night, Monday – Friday at 9 p.m. (EST), giving Mutual an eight-hour talk bloc second to none! Larry King, Dr. Toni Grant and *America In The Morning* with Jim Bohannon – can we talk? You *bet* we can. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

Radio Group Owners

Kaye-Smith Radio

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

President: Lester Smith

Seattle	KISW
Portland	KXL-AM & FM
Spokane	KJRB & KEZE

David Keister Stations

1639 Burton Lane
Martinsville, IN 46151
(317) 342-3394

President: David Keister

Lebanon, IN	WBCI
Connersville, IN	WIFE & WCNB
Martinsville, IN	WMCB & WCBK
Washington Court	WOFR & WCHO

Keymarket Group

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

Principals: Donald Alt, Kerby Confer, and Paul Rothfuss

Detroit	WLTJ
Houston	KMJQ
St. Louis	KMJM
Greenville, SC	WSSL-AM & FM
Baton Rouge	WKJN
Harrisburg	WNNK
Mobile-Pensacola	WIZD
Columbia, SC	WTCB
Jackson, MS	WJDX & WMSI
Atmore, AL	WSKR

King Broadcasting

333 Dexter Avenue North
Seattle, WA 98109
(206) 343-3000

President: Ancil Payne

San Francisco	KSFO & KYA
Seattle	KING-AM & FM
Portland	KGW & KINK

Knight Quality Group Stations

63 Bay State Road
Boston, MA 02215
(617) 262-1950

President: Scott Knight

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

Kuiper Stations

399 Garfield SW
Box 1808
Grand Rapids, MI 49501
(616) 456-9541

President: William E. Kuiper Sr.

Grand Rapids	WFUR-AM & FM
Kalamazoo, MI	WKPR
Muskegon Heights, MI	WKJR & WABM
Dowagiac, MI	WDOW-AM & FM

KWHK Broadcasting

525 N. Main Street
Hutchinson, KS 67501
(316) 663-4461

President: William Mitchell

Sante Fe, NM	KTRC
Hot Springs, AK	KBHS & KSPA
Hutchinson, KS	KWHK
Pocatello, ID	KZBQ-AM & FM

Legacy Broadcasting

6430 Sunset Blvd.
Suite 700
Los Angeles, CA 90028
(213) 469-9968

President: Carl Hirsch

Los Angeles	KJOI
Detroit	WLLZ
Minneapolis	KDWB-AM & FM
Denver	KHOW & KPKE

Lesso, Inc.

Box 11705
Wichita, KS 67202
(316) 267-0293

President: Larry Steckline

Alva, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSL5
Pratt, KS	KWLS & KGLS

LIN Broadcasting

1370 Avenue of the Americas
New York, NY 10019
(212) 765-1902

President: Donald Pels

Philadelphia	WFIL & WUSL
Houston	KILT-AM & FM
St. Louis	WIL-AM & FM
Milwaukee	WEMP & WMYX
Rochester, NY	WBBF & WMJQ

Linder Radio Group

Box 838
Willmar, MN 56201

President: Willard Linder

Mankato, MN	KTOE
Marshall, MN	KMHL & KKCK
Montevideo, MN	KDMA
Willmar, MN	KWLM & KQIC

Lotus Communications

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

President: Howard Kalmenson

Los Angeles	KWKW
Chicago	WTAQ
San Diego	KFSD
San Antonio	KXET & KXZL
Tucson	KTKT & KLPX
Fresno	KGST
Las Vegas	KENO & KOMP
Lubbock	KTEZ
Reno	KONE & KOZZ
Oxnard-Ventura, CA	KOXR
Wheaton, MD	WMDO

Malrite Communications Group

1200 Statter Office Tower
Cleveland, OH 44115
(216) 781-3010

Radio President: Gil Rosenwald

New York	WHTZ
Los Angeles	KLAC & KZLA
San Francisco	KNEW & KSAN
Houston	KSRR
Minneapolis	WDGY & KEEY
Cleveland	WHK & WMMS
Denver	KRXY-AM & FM

Marcom Media

804 Carolina Avenue
N. Augusta, GA 29841
(803) 278-4646

CEO: Marshall Magee

Augusta, GA	WZNY
Lufkin-Nacogdoches, TX	KIPR-AM & FM
Ottawa, KS	KOFO & KKKY
Russellville, KY	WRUS & WBVR
Tuscaloosa, AL	WRLX & WFFX
Wapakoneta-Lima, OH	WAXC

McKenna Radio Stations

c/o McKenna, Wilkinson & Klitner
1150 17th St. NW
Washington, DC 20036
(202) 861-2600

President: James McKenna

Minneapolis	KQRS-AM & FM
Harrisburg, PA	WCMB & WSFM
Madison, WI	WHIT
Middleton, WI	WWQM

Mesa Broadcasting

Room 1876
208 S. LaSalle Street
Chicago, IL 60604
(312) 346-7900

President: John W. Hough

Billings, MT	KOOK & KBIT
Grand Junction, CO	KQIL & KQIX
Cheyenne, WY	KUUY & KKAZ

BIG EVENTS

For the biggest events on radio, it's Westwood One...and only! That was true 10 years ago and remains true today. When major entertainment events are broadcast on the radio, chances are you'll hear them on Westwood One – stereo simulcasts, live concerts, rock festivals, exclusive interviews, major benefits and satellite broadcasts from around the world! Nothing builds an audience like big events. And nobody brings you more big events than Westwood One! WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

Radio Group Owners

Metromedia

1 Harmon Plaza
Secaucus, NJ 07094
(201) 348-3244

President/Radio Division: Carl Brazell

New York	WNEW-AM & FM
Los Angeles	KMET
Philadelphia	WIP & WMMR
Detroit	WOMC
Washington	WASH
Dallas	KRLD
Baltimore	WCBM
Tampa	WWBA

Metroplex Communications

1723 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

President: Norman Wain

Washington	WPXK-AM & FM
Miami	WHYI
Tampa	WNLT
Charlotte	WRKB & WJZR
Orlando	WORL & WJYO
Jacksonville	WPDQ & WFYV

Meyer Communications, Inc.

Box 3676
Springfield, MO 65808
(417) 887-3990

President: Kenneth Meyer

Springfield, MO	KTXR
Fulton, MO	KFAL
Kennett, MO	KBOA & KTMO
Lexington, MO	KLEX & KCAC

Mid America Media

6 Dearborn Square
Kankakee, IL 60901
(815) 937-2750

President: Leslie Small

Indianapolis	WIRE & WXTZ
Tulsa, OK	KBEZ
Davenport, IA	KRVR
Peoria, IL	WIRL & WSWT
Kankakee, IL	WKAN

Midwest Communications Stations

115 South Jefferson St.
Green Bay, WI 54301
(414) 435-3771

President: B.C. Wright

Des Moines	KIOA & KMGK
Duluth	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ

Mid-West Family Stations

Box 2058
Madison, WI 53701
(608) 271-1484

President: William Walker

Lansing, MI	WITL-AM & FM
Madison, WI	WTDY & WMGN
Rockford, IL	WKKN & WYFE
Springfield, IL	WMAY & WNNS
La Crosse, WI	WIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRX

Moffat Communications Limited

CKY Building, Third Floor
Polo Park
Winnipeg, Manitoba R3G 0L7
(204) 774-2461

President: Randy Moffat

Calgary, AL	CKXL & CHFM
Edmonton, AL	CHED
Hamilton, ON	CHAM
Moosejaw, SK	CHAB
Vancouver, BC	CKLG & CFOX
Winnipeg, MN	CKY & CITI

Moody Bible Institute of Chicago

(Moody Broadcasting Network)

820 North LaSalle Street
Chicago, IL 60610
(312) 329-4000

Broadcasting Division Manager: Robert Neff

Chicago	WMBI-AM & FM
Tampa	WGNB & WKES
Cleveland	WCRF
West Palm Beach	WRMB
Chattanooga	WMBW
Spokane	KMBI-AM & FM
Quad Cities	WDLM-AM & FM

Mortenson Broadcasting

333 West Vine Street
Vine Center, Suite 200
Lexington, KY 40507
(606) 252-1000

President: Jack Mortenson

Baltimore	WBGR
Cleveland	WSUM
Canton, OH	WTOF-AM & FM
Huntington, WV	WEMM
Erlanger, KY	WSAI
Versailles, KY	WJMM

Multimedia Broadcasting

140 West Ninth Street
Cincinnati, OH 45202
(513) 352-5000

Radio President: Paul Fiddick

Milwaukee	WEZW
Greenville, SC	WFBC-AM & FM
Shreveport	KEEL & KMBQ
Macon	WMAZ & WAYS
Asheville, NC	WWNC

Nationwide Communications

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

President: Clark Pollock

Baltimore	WPOC
Cleveland	WGAR-AM & FM
Phoenix	KZZP-AM & FM
San Jose	KWSS
Columbus, OH	WNCI
Sacramento	KZAP
Winston-Salem	WKZL
Orlando	WBJW-AM & FM
Tucson	KNST & KRQQ
Las Vegas	KMJJ & KLUC

NBC Radio Stations

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4501

President: Randy Bongarten

Sr. VP/Radio: Bob Mounty

New York	WNBC & WYNY
Chicago	WMAQ & WKQX
San Francisco	KNBR & KYUU
Boston	WJIB
Washington	WKYS

Newfoundland Broadcasting

Box 2020
St. John's, Newfoundland A1C 5S2
(709) 722-5015

President: G.W. Stirling

Argentia, NF	CFOZ
Bonavista, NF	CJOZ
Corner Brook, NF	CKOZ
Grand Falls, NF	CHOS
Marystown, NF	CIOZ
Red Rocks, NF	CKSS
St. John's, NF	CHOZ
Stephenville, NF	CIOS

NEWSystems Group, Inc.

1422 Chestnut Street
Philadelphia, PA 19102
(215) 563-2910

President/Radio Division: Chuck Schwartz

Atlanta	WBUS-FM
Cincinnati	WBLZ
Indianapolis	WMLF & WTLC
Oakland, CA	KDIA

Nininger Stations

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

President: W.L. Nininger

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

SPORTS

NFL Football. Notre Dame Football. Exclusive coverage of major college bowl game classics including the Sugar Bowl. U.S. Open tennis. Golf. Auto racing. Plus daily sports reports, commentaries and interviews with all of the leading players and personalities. Mutual covers the world of sports year-round for the largest group of radio network affiliates in the country! From the traditional to the exceptional, Mutual's live-via-satellite coverage sets the standard for radio sports. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000.



MUTUAL BROADCASTING SYSTEM

DIRECTORY

Radio Group Owners

Noalmark Broadcasting

202 West 19th Street
El Dorado, AR 71730
(501) 862-7777

President: William C. Nolan, Jr.

Fayetteville, AR	KKIX
El Dorado, AR	KELD & KAYZ
Hobbs, NM	KYKK & KZOR
Hot Springs, AR	KXOW & KACQ
Kilgore, TX	KOCA & KKTZ

Northwestern College Radio Network

3003 North Snelling Avenue
Roseville, MN 55113
(612) 636-4900

Executive Director/Radio Network:

Paul Ramseyer

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

Ogden Newspapers, Inc.

1500 Main Street
Wheeling, WV 26003

Radio Group VP: Robert Koon

Titusville, FL	WAMT & WAJX
North Myrtle Beach, SC	WGSN & WNMN
Punta Gorda, FL	WCCF & WQLM
Staunton, WV	WTON

Olympic Broadcasting

605 1st Avenue
Seattle, WA 98104
(206) 340-1496

President: Ivan Braiker

San Francisco	KKCY
Seattle	KXA-AM & FM
Las Vegas	KMZQ
Spokane	KZZU-AM & FM
Reno	KSRN-AM & FM
Anchorage, AK	KYAK & KGOT
Fairbanks, AK	KIAK & KQRZ

Ostrander-Wilson Stations

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

President: George Wilson

Seattle	KBLE
Phoenix	KASA & KMLE
Blaine, WA	KARI

Outlet Communications

Broadcast House
111 Dorrance Street
Providence, RI 02903
(401) 276-6200

VP/Radio: Joseph Chairs

Los Angeles	KIQQ
Philadelphia	WIOQ
Detroit	WQRS
Washington	WTOP & WTKS

Pacific Northwest Broadcasting

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

President: Charles Wilson

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

Pacific Foundation

5316 Venice Blvd.
Los Angeles, CA 90019
(213) 931-1625

Chairman: Jack O'Dell

New York	WBAI
Los Angeles	KPFK
San Francisco	KPFA & KPFB
Houston	KPFT
Washington	WPFW

Palmer Communications

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

President: William Ryan

Quad Cities	WOC & KIIK
Des Moines	WHO & KLYF
Tallahassee	WTNT-AM & FM
Naples, FL	WNOG & WCVU

Park Communications

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

President: Roy Park, Sr.

VP/Radio Operations: Bill Fowler

New York	WPAT-AM & FM
Seattle	KEZX
Minneapolis	KJJO-AM & FM
Portland	KWJJ-AM & FM
Richmond, VA	WTVR-AM & FM
Syracuse	WHEN & WRRB
Chattanooga	WDEF-AM & FM
Greenville, NC	WNCT-AM & FM
Yankton, SD	WNAX

Parker Communications, Inc.

The Cities Broadcasting Center
Butler Square
100 North 6th Street
Minneapolis, MN 55403
(612) 349-6500

President: John Parker

Minneapolis	KTCJ & KTCZ
Honolulu	KIKI & KMAI
Las Vegas	KXTZ
San Jose	KLZE

Price Broadcasting

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

President: John Price

Salt Lake City	KBUG & KCPX
Charleston, SC	WEZL
Wichita, KS	KKRD
Spokane	KGA & KDRK
Modesto, CA	KHYV & KBEE
Reno	KROW & KNEV
Wheeling, WV	WWVA & WOVM

Price Communications

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

President: Robert Price

San Francisco	KIOI
Detroit	WNIC-AM & FM
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WIRK-AM & FM
Buffalo	WWKB
Ft. Wayne	WOWO & WIOE
Madison	WIBA-AM & FM

Pyramid Broadcasting

99 Revere Beach Parkway
Medford, MA 02155
(617) 396-11430

President: Richard Balsbaugh

Philadelphia	WPGR & WSNI
Boston	WXKS-AM & FM
Pittsburgh	WPIT-AM & FM
Buffalo	WNYS-AM & FM
Rochester, NY	WPXY-AM & FM

Resort Broadcasters

121 Wyck Street
Suite 300
Richmond, VA 23225
(804) 276-9339

Ellek Seymour, President/CEO

Virginia Beach, VA	WVAB
Raleigh	WAKS-AM & FM
Charleston, SC	WLNB-AM & FM
Columbia, SC	WGAI & WWOK
Fayetteville, NC	WFLB
Wilmington, NC	WVBS-AM & FM
Ahoscie, NC	WRCS & WQDK
Cape Charles, VA	WWGH
Crewe, VA	WSVS-AM & FM
Dillion, SC	WDSC & WZNS
Ocean City, MS	WETT & WWTR
Ocean City, NJ	WDVR
Surfside Beach, SC	WYAK-AM & FM
Waynesville, NC	WHCC & WQNS

TOURS

What began on the *radio* continues on the *road*! Westwood One, the largest source of artist exposure on American radio, brings together radio, advertisers and artists with the perfect way to maximize national media advertising – tour sponsorships! In 1985, Westwood One became the first and only broadcast network to co-sponsor major rock tours – Foreigner with Coca Cola USA and Rick Springfield with Chewels Sugarless Gum. And now, kicking off 1986, we're sponsoring the Stevie Nicks U.S. tour with Sun Country Cooler! For innovation and entertainment...it's Westwood One. WESTWOOD ONE SALES OFFICES: Los Angeles (213) 204-5000 • Chicago (312) 938-0222 • New York (212) 682-4600.



WESTWOOD ONE RADIO NETWORKS

Radio Group Owners

RKO General

1440 Broadway
New York, NY 10018
(212) 764-7123

President/Radio Division: Jerry Lyman

New York	WOR & WRKS
Los Angeles	KRTH-AM & FM
Chicago	WFYR
San Francisco	KFRC
Boston	WRKO & WROR
Washington	WGMS-AM & FM
Ft. Lauderdale-Miami	WAXY
Memphis	WHBQ

Roden Stations

Box 3320
Jackson, MS 39207
(601) 948-1515

President: Zane Roden, Sr.

Jackson, MS	WOKJ & WJMI
Pensacola, FL	WBOP & WTKX
Gulfport, MS	WTAM & WGCM
Baldwyn, MS	WESE
Booneville, MS	WBIP-AM & FM
Tupelo, MS	WTUP

Rollins Communications

2170 Piedmont Road NE
Atlanta, GA 30324
(404) 888-2000

President: R. Randall Rollins

Director of Radio: Jim Nesbit

Los Angeles	KDAY
Chicago	WBEE
Norfolk	WRAP
Charleston, WV	WCHS & WBES
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President: David Roth

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Suite 201
Baltimore, MD 21204
(301) 825-5400

President: Stuart Frankel

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Camarillo, CA 93010
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San Diego	KTRZ
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San Antonio	KSLR
Tulsa	KCFO-AM & FM
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Radio Division President: Toney Brooks

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President: Don Seehafer

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(416) 967-5550

President: Rafe Engle

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(818) 845-4444

President: Stanley Gold

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Dallas	KMGC
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Atlanta	WFOX
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149 Penn Avenue
Scranton, PA 18501
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Easton, PA	WEEX & WQQQ

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Norfolk, VA 23504
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Norfolk	WPCE & WOWI
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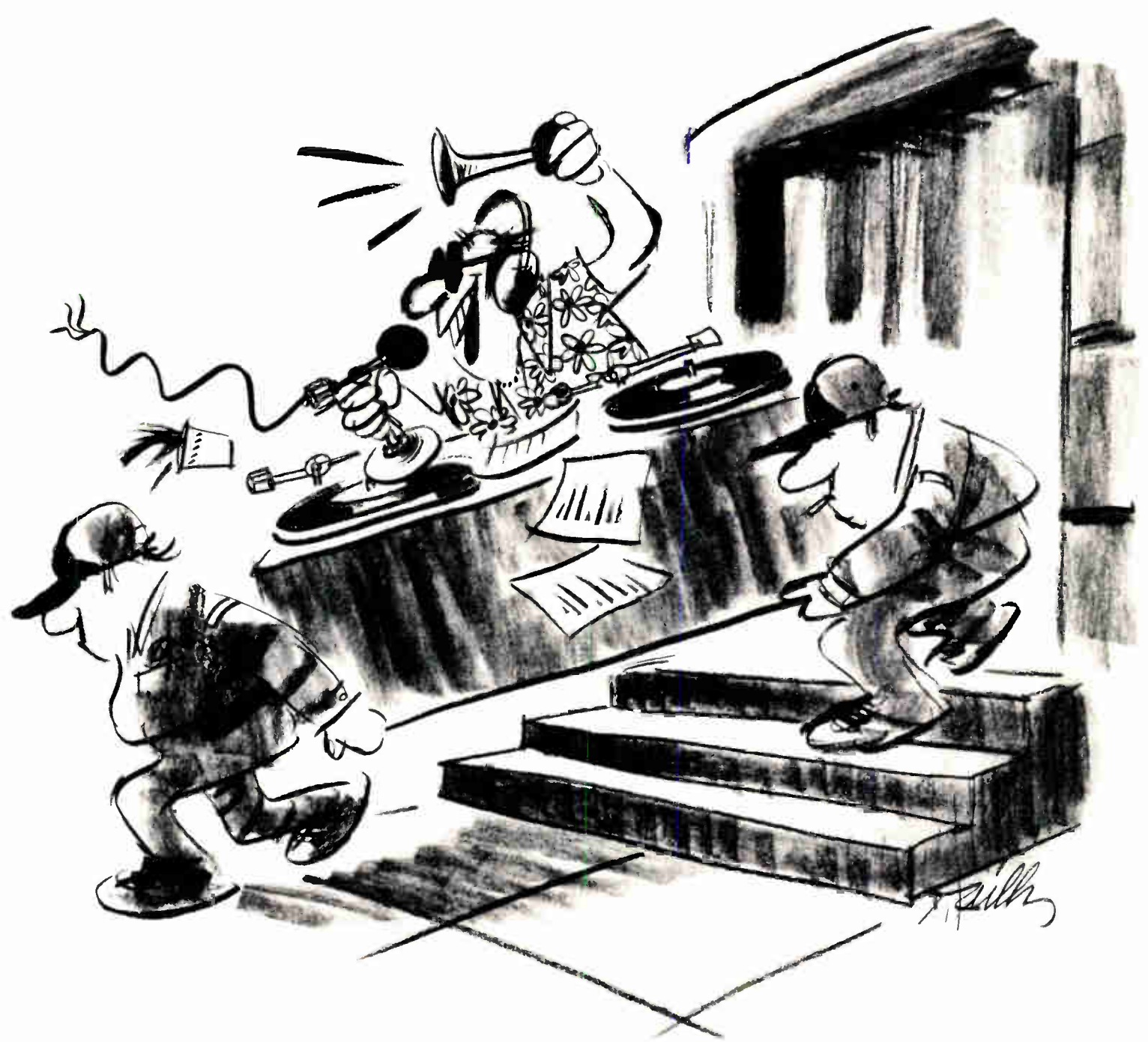
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B = Consoles: Production
C = Tape Deck (Reel to Reel)
D = Cart Decks
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F = Microphones
G = Equalizers
H = Compressors/Limiters
I = Audio Processors: On Air
J = Audio Processors: Production
K = Headphones
L = Effects/Reverbs, Digital Delay, etc.
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TRUTH...

OR
CONSEQUENCES.

If you haven't heard JBL's new generation of Studio Monitors, you haven't heard the "truth" about your sound.

TRUTH: A lot of monitors "color" their sound. They don't deliver truly flat response. Their technology is full of compromises. Their components are from a variety of sources, and not designed to precisely integrate with each other.

CONSEQUENCES: Bad mixes. Re-mixes. Having to "trash" an entire session. Or worst of all, no mixes because clients simply don't come back.

TRUTH: JBL eliminates these consequences by achieving a new "truth" in sound: JBL's remarkable new 4400 Series. The design, size, and materials have been specifically tailored to each monitor's function. For example, the 2-way 4406 6" Monitor is ideally designed for console or close-in listening. While the 2-way 8" 4408 is ideal for broadcast applications. The 3-way 10" 4410 Monitor captures maximum spatial detail at greater listening distances. And the 3-way 12" 4412 Monitor is mounted with a tight-cluster arrangement for close-in monitoring.

CONSEQUENCES: "Universal" monitors, those not specifically designed for a precise application or environment, invariably compromise technology, with inferior sound the result.

TRUTH: JBL's 4400 Series Studio Monitors achieve a new "truth" in sound with

an extended high frequency response that remains effortlessly smooth through the critical 3,000 to 20,000 Hz range. And even extends beyond audibility to 27 kHz, reducing phase shift within the audible band for a more open and natural sound. The 4400 Series' incomparable high end clarity is the result of JBL's use of pure titanium for its unique ribbed-dome tweeter and diamond surround, capable of withstanding forces surpassing a phenomenal 1000 G's.

CONSEQUENCES: When pushed hard, most tweeters simply fail. Transient detail blurs, and the material itself deforms and breaks down. Other materials can't take the stress, and crack under pressure.

TRUTH: The Frequency Dividing Network in each 4400 Series monitor allows optimum transitions between drivers in both amplitude and phase. The precisely calibrated reference controls let you adjust for personal preferences, room variations, and specific equalization.

CONSEQUENCES: When the interaction between drivers is not carefully orchestrated, the results can be edgy, indistinctive, or simply "false" sound.

TRUTH: All 4400 Studio Monitors feature JBL's exclusive Symmetrical Field Geometry magnetic structure, which dramatically reduces second harmonic

distortion, and is key in producing the 4400's deep, powerful, clean bass.

CONSEQUENCES: Conventional magnetic structures utilize non-symmetrical magnetic fields, which add significantly to distortion due to a nonlinear pull on the voice coil.

TRUTH: 4400 Series monitors also feature special low diffraction grill frame designs, which reduce time delay distortion. Extra-large voice coils and ultra-rigid cast frames result in both mechanical and thermal stability under heavy professional use.

CONSEQUENCES: For reasons of economics, monitors will often use stamped rather than cast frames, resulting in both mechanical distortion and power compression.

TRUTH: The JBL 4400 Studio Monitor Series captures the full dynamic range, extended high frequency, and precise character of your sound as no other monitors in the business. Experience the 4400 Series Studio Monitors at your JBL dealer's today.

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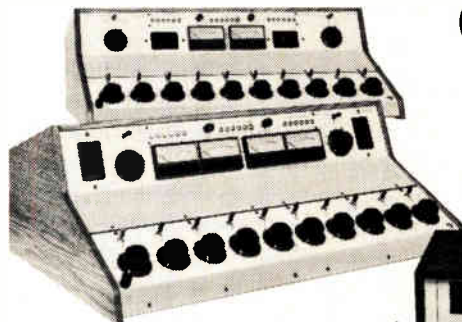
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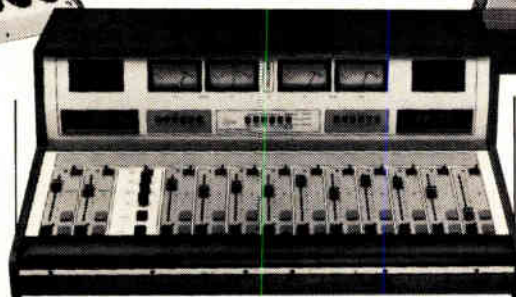
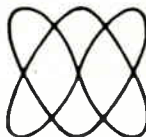
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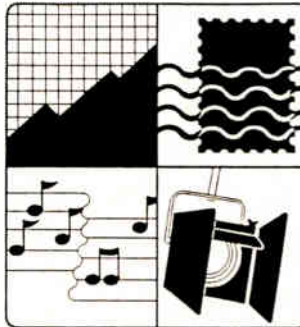
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Bermuda Dunes, CA 92201
(619) 345-2851
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Rick Lewis (AC)

Beverly Glen

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Los Angeles, CA 90028
(213) 469-1246 or (800) 421-3101
Ron Richardson (B/U)
Lauri Howes (AC)

Bosco

P.O. Box 2085
Canoga Park, CA 91306
(818) 993-0659
Pete Christleib (Jazz)

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19456 Ventura Blvd., 2nd Floor
Tarzana, CA 91356
(213) 705-1994
Larry Tollin (CHR, AC)

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Encino, CA 91316
(818) 708-0644
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North Hollywood, CA 91602
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Ronnie Jones (B/U, Jazz)
Tom Gorman (CHR)

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(212) 757-7470

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Capricorn

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(615) 321-0903
Phil Walden (Ctry)

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Placentia, CA 92663
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Kevin Sutter (AOR)
9255 Sunset Blvd., Suite 319
Los Angeles, CA 90069
(213) 550-0171
Steve Brack (B/U, AC)

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Tulsa, OK 74135
(918) 663-3883
Bob Smith (Ctry)

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Junious Taylor (B/U)
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Jack Lameier (Ctry)

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Sarah Sherill (Ctry)

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Concord, CA 94522
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Ellen Findlay (Jazz)

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(818) 508-1951
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Dick Whitehouse (Ctry)

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Santa Monica, CA 90403
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Nacogdoches, TX 75961
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Washington, DC 20018
(202) 269-6250
Maxx Kidd (B/U)

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(213) 938-5482
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(615) 383-6002
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Greg Peck (B/U)
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Doug Daniel (Jazz)
Brad Hunt (AOR)

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Primus Robinson (B/U)
Ray Gmeiner

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(212) 777-3200
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Mike Johnson (B/U)
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Jon Kirksey (AOR)
Maurice Warfield (B/U)
Polly Anthony (AC)

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(615) 742-4321
Rich Schwan (Ctry)

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Marko Babineau (AOR)
Don Wright (B/U, AC)

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Redding, CA 96099
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Beth Cummins (Jazz)

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San Diego, CA 92139
(619) 267-8828
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Dolores Gonzalez (B/U)
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Los Angeles, CA 90028
(213) 469-7205
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Sherman Oaks, CA 91403
(818) 906-3131
Saul Greenberg (Ctry)

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(615) 726-0300

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Joey Boy

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Los Angeles, CA 90028
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Jeanie Long (B/U)

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(415) 849-0442
Orrin Keepnews (Jazz)

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Lew Linet (AC)

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Vincent Adinolfi (AC)

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John Schoenberger (AOR)
Jheryl Busby (B/U)
Ricky Schultz (Jazz)
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Nashville, TN 37203
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Meadowlark/Sparrow

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(818) 709-6900
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Taylor Sparks (Ctry)

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Bob Greenberg (CHR, AOR, AC)

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Marc Kreiner (B/U)

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Frank Chackler (CHR)

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Noran

27 S. El Molino Avenue
Pasadena, CA 91101
(818) 449-9266
Tim Kenefick (Jazz)

Pablo

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Beverly Hills, CA 90210
(213) 274-9831
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Palo Alto

(inc. TBA, Tall Tree)
11026 Ventura Blvd., Suite 2
Studio City, CA 91604
(213) 877-5106
Don Graham (B/U, Jazz)

Pandisc

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(305) 687-3761
Joe Kolsky (B/U)

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Hackensack, NJ 07601
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Lenny Adams (B/U)

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Carol Peters (CHR, AC)
Gail Lee (AOR)

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Glendale, CA 91209
(818) 244-7276
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Rass

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Basil Marshall (B/U, Jazz)
Mike Becce (AC)
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Ray Harris (B/U)
Herb Trawick (AC)

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Atlanta, GA 30329
(404) 325-0832

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(212) 581-5398
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Tifton, GA 31794
(912) 382-6257
Gus Statiras (Jazz)

Steeplechase

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Pete Crawford (Jazz)

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Phyllis Kiper (Ctry)

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Nana Kirk (Jazz)

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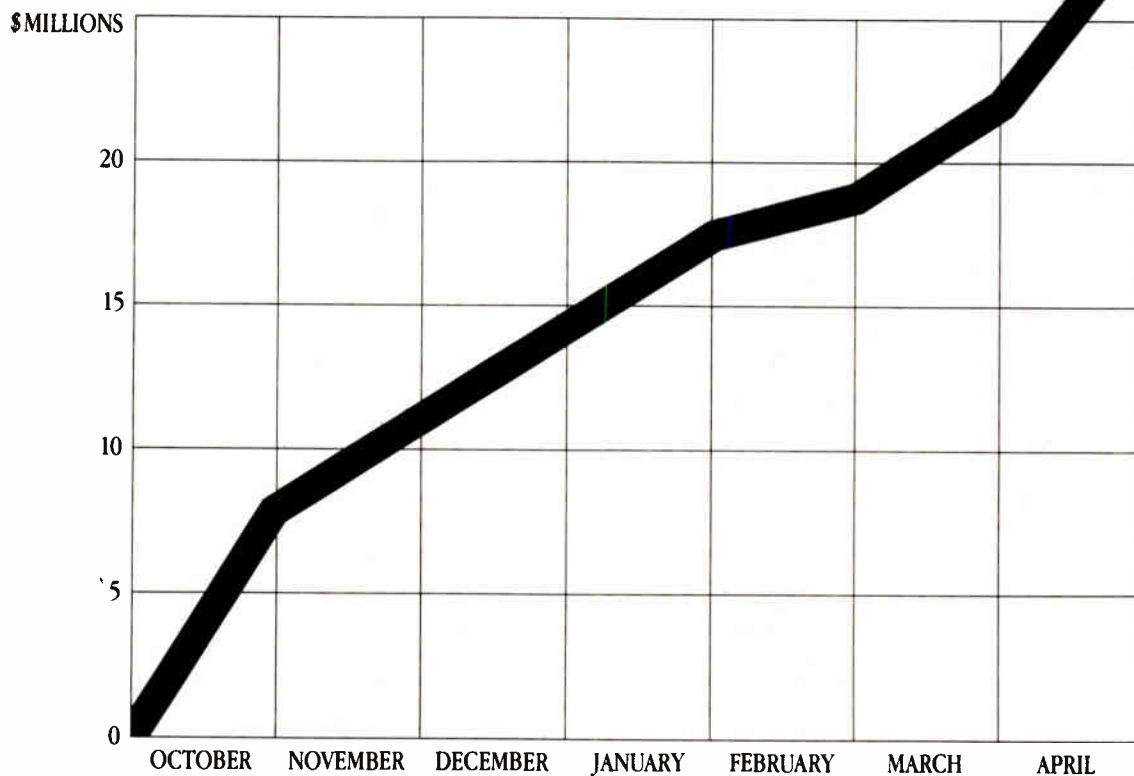
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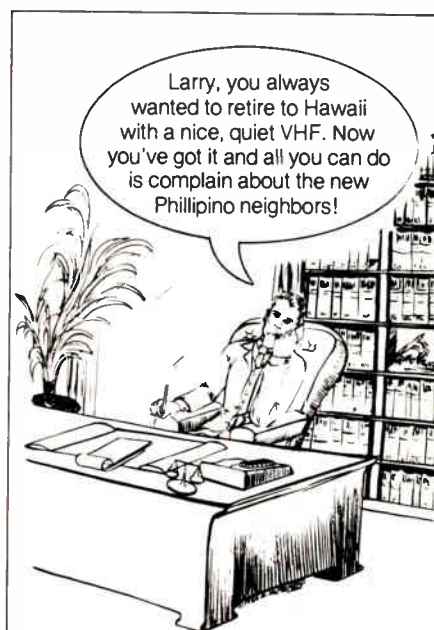
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GLOSSARY OF TERMS

Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for advertisers/agencies; microcomputer access for broadcasters.

Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

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 methods of evaluating radio stations' standings in a market over a period of time.

Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

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.

Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

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.

Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

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GLOSSARY OF TERMS

Daypart —

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

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.

Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

High Density Ethnic Areas —

Areas with high black or Hispanic population defined by Arbitron in markets with 15% or more total black or Hispanic population and at least one black or Hispanic-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBAs (High Density Black Area) or HDHAs (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 Monday-Friday 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

In-Tab Sample —

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

Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

Schedule Reach (Schedule Cume) —

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more upward weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

ARBITRON SURVEY FORMULAS

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports. Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

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

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

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

Formula:

TSL =

Average ¼ hour Audience X Quarter-Hours in Daypart

Cume Audience

Applications:

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

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

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

Formula:

Cume Audience

T/O = _____

Average ¼ hr Audience

Application:

- A) Compare Turnover Ratios of stations in the market.
- B) Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- C) Compare T/Os in different dayparts.

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

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

Formula:

Target Audience TSL

ETA = _____

Total Audience TSL

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

Applications:

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

ARBITRON SURVEY FORMULAS

Question: How can I determine the usable sample size for any demo in any market report?

Answer: Use the Page 3 data to determine the number of raw (unweighted) diaries used in each cell. The following formula applies.

Formula:

Percent of Unweighted in-tab
for whatever demo × metro in-tab total
= Sample Size for any age/sex cell

For example, Men 18-24 unweighted in-tab = 10%
×

1200 total metro diaries

1200 × 10% × 120

120 diaries were used to represent the listening of all the males 18-24 in the market.

[Page 3 now lists the in-tab figures by demo.]

Question: What percentage of listeners in one time period also listens to a station in another time period?

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

Percent Recycling =

Cume Audience listening to both of two time periods

—————
Cume Audience listening to one of the two time periods

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents

the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (weekends).
- Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- Compare recycling of target audience for a station vs. total audience.
- Compare recycling between stations.

Question: During which hours does a station best reach its listeners?

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

This formula can be used with both average audience figures and shares.

Formula:

Hour-By-Hour Index =

Mon-Fri Hour-By-Hour figure

—————
Mon-Fri 6am-Mid figure

Applications:

- Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- Compare with other stations in as much detail as desired.
- Compare index figures Men vs. Women.



OFF THE RECORD
with MARY TURNER

ARBITRON SURVEY FORMULAS

Question: How much of a station's audience listens only to that station?

Answer: Calculate percentage of Cumulative Audience that's exclusive.

Formula:

$$\text{Percent Exclusive} = \frac{\text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- Compare Percent Exclusive Cumes of various stations.
- Chart station's Percent Exclusive Cume over major dayparts.
- Compare Percent Exclusive Cumes demographically (Men 18+, for example).

Question: How does a specific station stack up against the market average of Away-From-Home listening?

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

Formula:

$$\text{AFH Listening Index} = \frac{\text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

Applications:

- Calculate AFH Listening Indexes for similarly-formatted stations.
- Determine difference (if any) between AM and FM station's AFH Listening Indexes.
- Compute AFH Listening Indexes for different dayparts and demographics.

Question: Which are the most available audiences during certain times of the day?

Answer: Chart the demographic share of the audience hour by hour.

Formula:

$$\text{Hour-By-Hour Demographic Share} = \frac{\text{Target Audience Avg. Listening for market}}{\text{Total Audience 12+ Avg. Listening}}$$

Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.

Applications:

- Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.



FUTURE HITS

with JOEL DENVER

FORMAT PREFERENCE CHARTS

Each radio market has its own individual audience composition. Because of this, listener format preference can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Preference Charts on this and the following pages outline listener format preference throughout the U.S. during the fall '85 book.

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

AC 24.0%

CHR 17.7%

Ctry 14.0%

B/EZ 11.6%

AOR 10.9%

B/U 8.0%

N/T 6.1%

BBnd 2.6%

Gold 1.7%

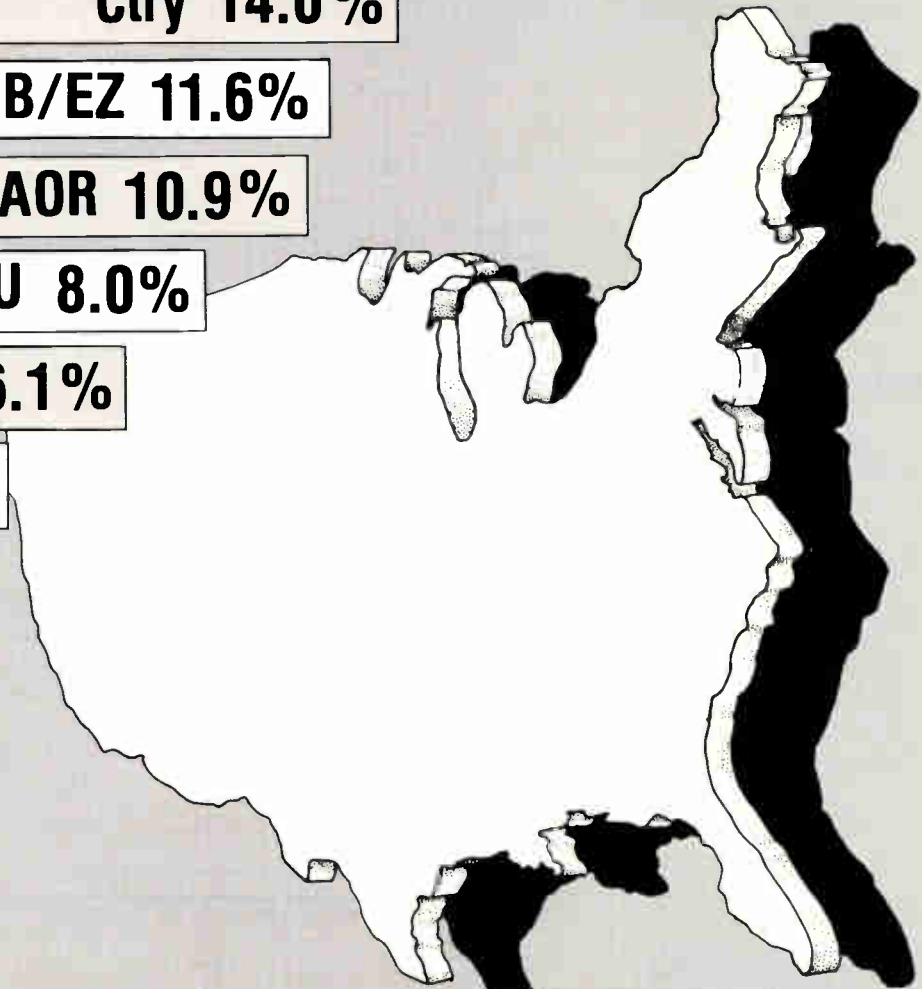
Span 1.2%

Rel .9%

Clas .7%

Misc .6%

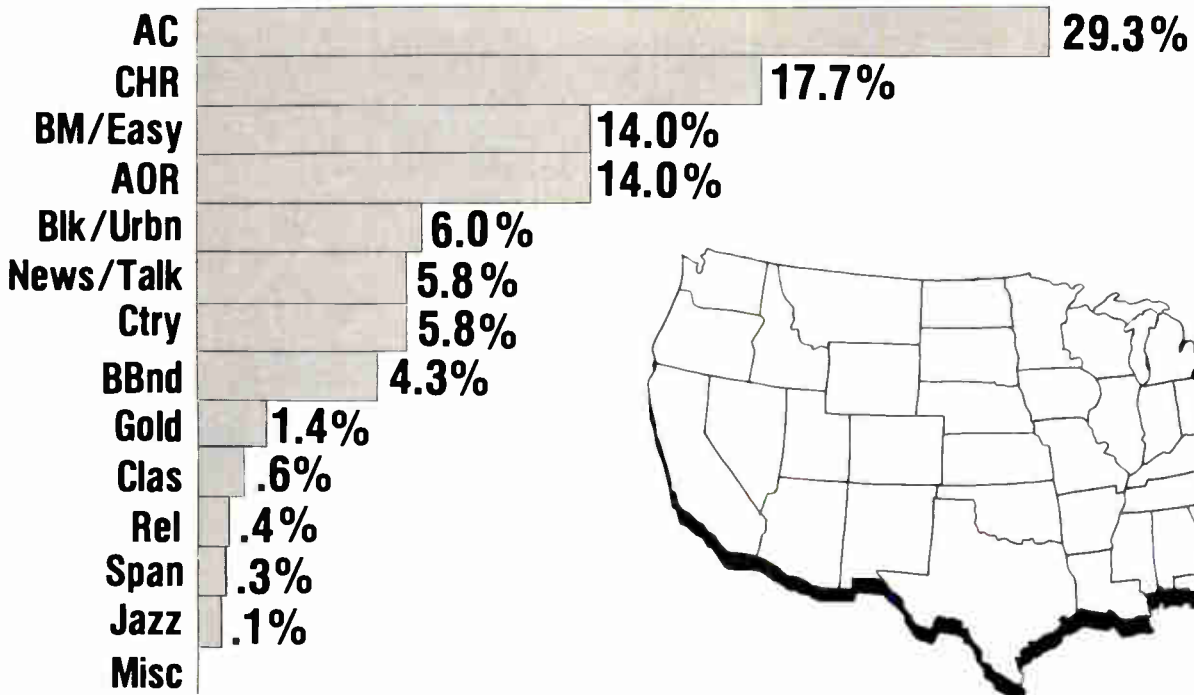
Jazz .1%



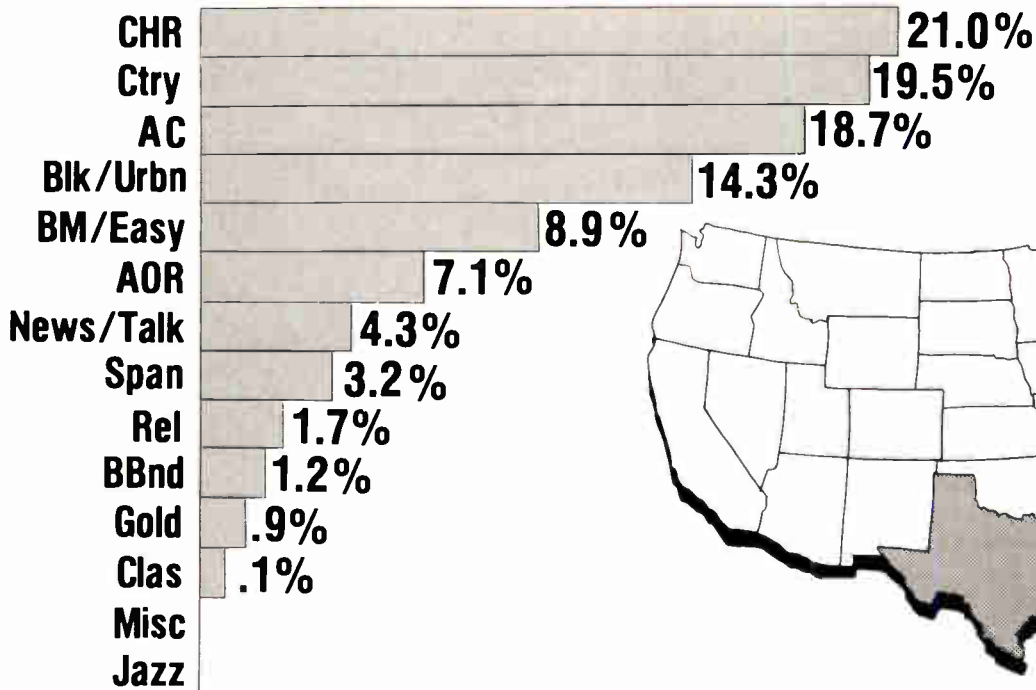
Format Legend

A C — Adult Contemporary, AOR — Album-Oriented Rock, BBnd — Big Band, B/U — Black/Urban Contemporary, B/EZ — Beautiful Music/Easy Listening, CHR — Contemporary Hit Radio, Clas — Classical, Ctry — Country, Gold — Oldies, Jazz — Jazz, Misc — Miscellaneous, News — News, N/T — News/Talk, Rel — Religious, Span — Spanish, Talk — Talk.

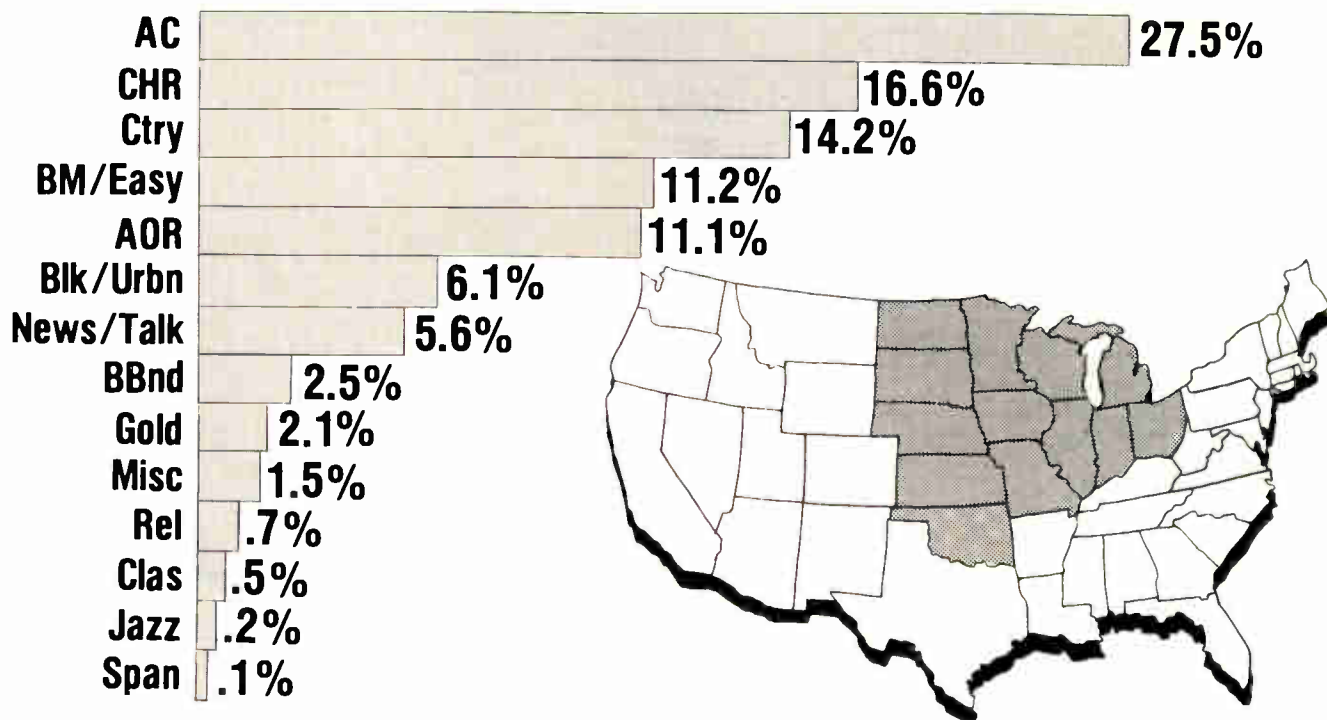
EAST



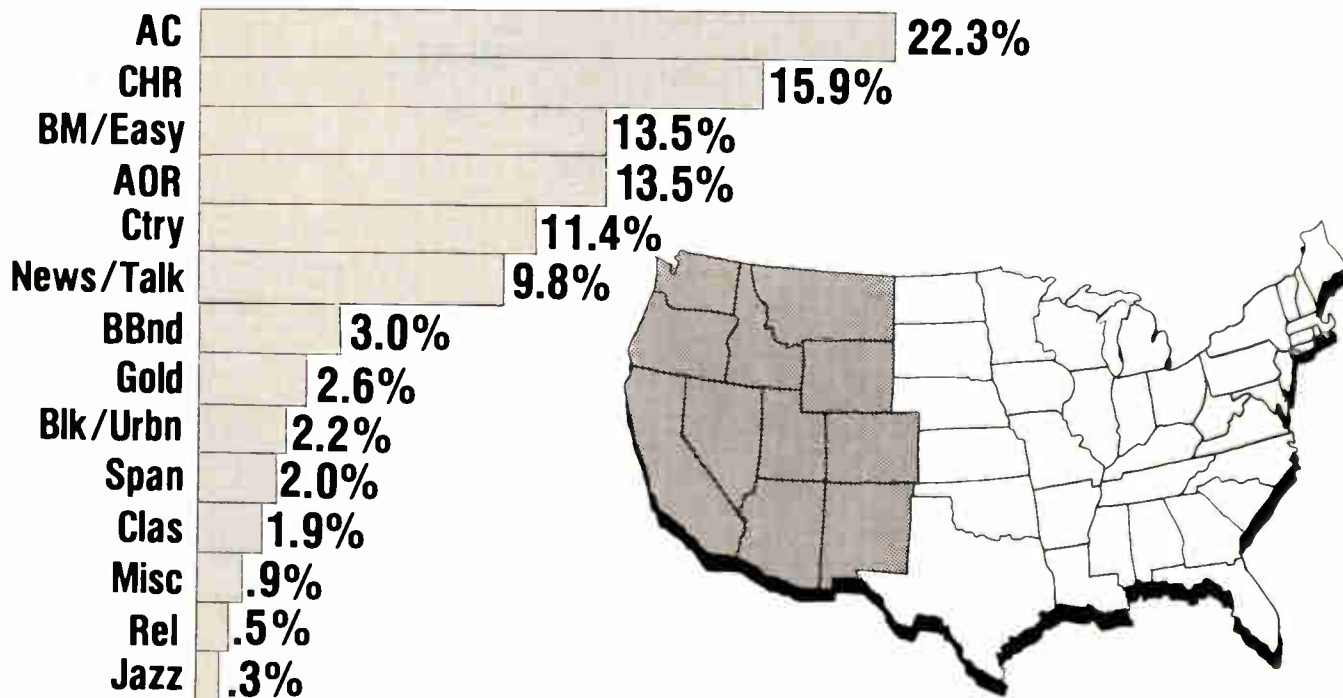
SOUTH



MIDWEST



WEST



FORMAT LEADERS

NATIONAL ALL-FORMAT

	AQH	CUME
1. KFAB/Omaha (AC)	26.8	1. WPLJ/New York (CHR) 2,583,600
2. WIVK-FM/Knoxville (Ctry)	26.7	2. WINS/New York (News) 2,494,000
3. WIOG/Saginaw-Bay City (CHR)	26.6	3. WHTZ/New York (CHR) 2,363,500
4. WKSJ-FM/Mobile (Ctry)	23.1	4. KIIS-FM/Los Angeles (CHR) 2,052,100
5. KMOX/St. Louis (Talk)	22.6	5. WCBS/New York (News) 1,996,000
6. WQUT/Johnson City (CHR)	22.4	6. WRKS/New York (B/U) 1,745,300
7. WXBQ/Johnson City (Ctry)	20.3	7. WBLS/New York (B/U) 1,608,200
8. WHBC/Canton (AC)	20.1	8. WOR/New York (Talk) 1,581,700
9. WCRZ/Flint (AC)	19.9	9. WLTW/New York (AC) 1,581,700
10. WICC/Bridgeport (AC)	19.6	10. WNEW-FM/New York (AOR) 1,574,100
11. WTQR/Greensboro (Ctry)	19.1	11. WYNY/New York (AC) 1,342,600
12. WSKZ/Chattanooga (CHR)	19.0	12. WABC/New York (Talk) 1,312,300
13. WVIC-FM/Lansing-East Lansing (CHR)	18.9	13. WGN/Chicago (Talk) 1,306,300
14. WCCO/Minneapolis-St. Paul (AC)	18.5	14. WNBC/New York (AC) 1,302,100
15. WTIC/Hartford (AC)	18.3	15. WXRK/New York (AOR) 1,183,700
16. KXLY-FM/Spokane (B/EZ)	17.8	16. KFWB/Los Angeles (News) 1,182,200
16. WCOS-FM/Columbia, SC (Ctry)	17.8	17. WPAT-FM/New York (B/EZ) 1,173,000
18. KSSN/Little Rock (Ctry)	17.7	18. KABC/Los Angeles (Talk) 1,141,500
19. KGBT/McAllen-Brownsville (Span)	16.8	19. WAPP/New York (CHR) 1,119,400
20. WYYY/Syracuse (AC)	16.6	20. KYW/Philadelphia (News) 1,100,100
21. KASE/Austin (Ctry)	16.3	21. WPIX/New York (AC) 1,075,800
22. WHOT-FM/Youngstown (CHR)	15.8	22. WRFM/New York (B/EZ) 1,074,500
23. KZZU-FM/Spokane (CHR)	15.6	23. WBBM/Chicago (News) 1,046,900
23. WUSY/Chattanooga (Ctry)	15.6	24. KNX/Los Angeles (News) 1,034,100
25. WHRK/Memphis (B/U)	15.5	25. KLOS/Los Angeles (AOR) 1,007,900



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FORMAT LEADERS

ADULT/CONTEMPORARY

	AQH		CUME
1. KFAB/Omaha-Council Bluffs	26.8	1. WLTW/New York	1,574,000
2. WHBC/Canton	20.1	2. WYNY/New York	1,342,600
3. WCRZ/Flint	19.9	3. WNBC/New York	1,302,100
4. WICC/Bridgeport	19.6	4. WPIX/New York	1,075,800
5. WCCO/Minneapolis-St. Paul	18.5	5. KOST/Los Angeles	914,100
6. WTIC/Hartford	18.3	6. WFYR/Chicago	762,800
7. WYYY/Syracuse	16.6	7. KIQQ/Los Angeles	696,700
8. WHAS/Louisville	15.3	8. WCCO/Minneapolis-St. Paul	683,800
9. WELI/New Haven	15.1	9. WCLR/Chicago	682,100
10. WIBC/Indianapolis	14.7	10. WLAK/Chicago	666,300
10. WRVA/Richmond	14.7	11. KDKA/Pittsburgh	642,900
12. KSSK/Honolulu	13.9	12. WBZ/Boston	627,700
13. WBEN/Buffalo	13.3	13. KMGJ/Los Angeles	606,100
14. WLAC-FM/Nashville	13.2	14. WMGK/Philadelphia	595,900
15. WIVY/Jacksonville	13.0	15. KBZT/Los Angeles	580,200
15. WMHE/Toledo	13.0	16. KYUU/San Francisco	578,100
17. KULA/Honolulu	12.7	17. WMAL/Washington	540,300
18. WSYR/Syracuse	12.4	18. KVIL/Dallas-Ft. Worth	524,500
19. WSGW/Saginaw-Bay City	12.0	19. WNIC-FM/Detroit	521,900
21. KDKA/Pittsburgh	11.9	20. KIOI/San Francisco	507,800
21. WKBN/Youngstown	11.9	21. KLTR/Houston	482,400
23. WFBC-FM/Greenville	11.7	21. WROR/Boston	482,400
24. KRUG/Tulsa	11.5	23. WHDH/Boston	478,200
24. WAKR/Akron	11.5	24. WSNJ/Philadelphia	476,200
		25. KFI/Los Angeles	471,000

AOR

	AQH		CUME
1. WLWQ/Columbus	15.1	1. WNEW-FM/New York	1,546,000
2. WIMZ-FM/Knoxville	14.7	2. WXRK/New York	1,183,700
3. WFBQ/Indianapolis	14.4	3. KLOS/Los Angeles	1,007,900
4. WAAF/Worcester	13.1	4. KMET/Los Angeles	868,700
5. WZZO/Allentown	12.6	5. WMMR/Philadelphia	825,500
6. KSHE/St. Louis	12.4	6. KROQ/Los Angeles	781,000
7. WWCK/Flint	12.3	7. WLUP/Chicago	667,900
8. WNOR-FM/Norfolk	11.8	8. WRIF/Detroit	606,900
9. WCMF/Rochester	11.7	9. WBCN/Boston	557,200
10. KLBJ-FM/Austin	11.6	10. WLLZ/Detroit	526,300
11. KEZO/Omaha-Council Bluffs	11.1	11. WWDC-FM/Washington	491,000
11. KLAQ/El Paso	11.1	12. WIOQ/Philadelphia	458,200
13. WAQX-AM & FM/Syracuse	11.0	13. WXRT/Chicago	433,600
14. WHJY/Providence (New Bedford Book)	10.8	14. WYSP/Philadelphia	428,500
15. KUPD/Phoenix	10.4	15. KSHE/St. Louis	410,800
16. WIOT/Toledo	10.2	16. KLOL/Houston	407,300
16. WLAV-FM/Grand Rapids	10.2	17. KSRR/Houston	403,100
18. KRSP-FM/Salt Lake City	9.9	18. KQRS-AM & FM/Minneapolis-St. Paul	377,400
19. WFYV/Jacksonville	9.8	19. KTXQ/Dallas-Ft. Worth	371,000
19. WKDF/Nashville	9.8	20. WDVE/Pittsburgh	355,600
19. WMMR/Philadelphia	9.8	21. WCKG/Chicago	347,900
22. WPYX/Albany-Schenectady	9.7	22. WKLS-FM/Atlanta	347,800
23. KATT-FM/Oklahoma City	9.5	23. KRQR/San Francisco	331,400
23. KOMP/Las Vegas	9.5	24. KFOG/San Francisco	301,500
25. KLPX/Tucson	9.3	25. WIYY/Baltimore	295,400

FORMAT LEADERS

CONTEMPORARY HIT RADIO

AQH		CUME	
1. WIOG/Saginaw-Bay City	26.6	1. WPLJ/New York	2,583,600
2. WQUT/Johnson City	22.4	2. WHTZ/New York	2,363,500
3. WSKZ/Chattanooga	19.0	3. KIIS-FM/Los Angeles	2,052,100
4. WVIC-FM/Lansing-East Lansing	18.9	4. WAPP/New York	1,119,400
5. WHOT-FM/Youngstown	15.8	5. WBBM-FM/Chicago	960,700
6. KZZU-FM/Spokane	15.6	6. KKHR/Los Angeles	821,400
7. WNNK/Harrisburg	15.3	7. WLS/Chicago	796,000
8. KHFI/Austin	15.1	8. WKQX/Chicago	728,900
8. KKXX/Bakersfield	15.1	9. WHYT/Detroit	701,900
10. WTIC-FM/Hartford	14.9	10. WLS-FM/Chicago	695,100
11. WMMS/Cleveland	14.5	11. WCZY-AM & FM/Detroit	672,000
12. KBFM/McAllen-Brownsville	14.3	12. WCAU-FM/Philadelphia	660,400
13. WAPI-FM/Birmingham	14.0	13. KKIQ-FM/Houston	628,100
14. WABB-FM/Mobile	13.7	14. KEGL/Dallas-Ft. Worth	526,100
15. KQMQ/Honolulu	13.5	15. KMEL/San Francisco	516,000
16. KKYK/Little Rock	13.1	16. WZGC/Atlanta	504,300
17. WSSZ/Charleston	12.4	17. WRQX/Washington	493,100
18. WRBQ-FM/Tampa-St. Petersburg	12.2	18. WXKS-FM/Boston	485,800
19. KQKQ/Omaha-Council Bluffs	12.1	19. WBZZ/Pittsburgh	482,100
20. WRVQ/Richmond	12.1	20. WHYI/Miami	461,900
21. KEZB/El Paso	12.0	21. WHTT/Boston	458,200
21. WPXY-FM/Rochester	12.0	22. WLOL/Minneapolis-St. Paul	455,100
23. KAYI/Tulsa	11.5	23. KIIS-FM/Los Angeles (Anaheim book)	453,700
23. WMC-FM/Memphis	11.5	24. KITS/San Francisco	451,000
25. WKRQ/Cincinnati	11.3	25. WQXI-FM/Atlanta	437,400

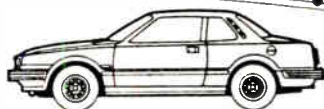
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Audi
Audiovox
Carver
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Concord
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Pioneer
Radio Shack
Saab

Sanyo
Sharp
Sherwood
Sparkomatic
Sunkyong
Toyota
Volkswagen



IN THE CAR



AT HOME

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1216 REMINGTON ROAD, SCHAUMBURG, IL 60195



FORMAT LEADERS

COUNTRY

	AQH		CUME
1. WIVK-FM/Knoxville	26.7	1. WHN/New York	889,000
2. WKSJ-FM/Mobile	23.1	2. KZLA/Los Angeles	879,800
3. WXBQ/Johnson City	20.3	3. WMAQ/Chicago	582,100
4. WTQR/Greensboro	19.1	4. WUSN/Chicago	512,100
5. WCOS-FM/Columbia, SC	17.8	5. KIKK-FM/Houston	475,000
6. KSSN/Little Rock	17.6	6. KSCS/Dallas-Ft. Worth	432,700
7. KASE/Austin	16.3	7. KPLX/Dallas-Ft. Worth	429,400
8. WUSY/Chattanooga	15.6	8. WBAP/Dallas-Ft. Worth	422,400
9. WZZK-FM/Birmingham	14.2	9. KSAN/San Francisco	402,900
10. WSM-FM/Nashville	14.0	10. KILT-FM/Houston	354,400
11. WESC-FM/Greenville	13.2	11. KLAC/Los Angeles	346,600
11. WRKZ/York	13.2	12. WWWW/Detroit	323,900
13. WSOC-FM/Charlotte	13.1	13. WKHX/Atlanta	308,400
14. WKCQ/Saginaw-Bay City	12.9	14. KNEW/San Francisco	299,600
15. KDRK/Spokane	12.4	15. KEEY/Minneapolis-St. Paul	288,700
15. WEZL/Charleston	12.4	16. KNIX-FM/Phoenix	278,700
17. KVOO/Tulsa	11.6	17. WIL-FM/St. Louis	275,100
18. KFDI/Wichita	11.5	18. WMZQ-FM/Washington	266,900
18. KWEN/Tulsa	11.5	19. WCXI-FM/Detroit	249,500
20. WAMZ/Louisville	11.4	20. WDAF/Kansas City	245,100
21. KFDI-FM/Wichita	11.3	21. WKQS/Miami	225,800
22. KUZZ/Bakersfield	11.2	22. WXTU/Philadelphia	244,100
23. WDAF/Kansas City	11.1	23. WPOC/Baltimore	230,500
24. WRKZ/Harrisburg	10.7	24. WQYK/Tampa	218,100
25. KFMS/Las Vegas	10.6	25. WSUN/Tampa	217,800

NEWS/TALK

	AQH		CUME
1. KMOX/St. Louis (Talk)	22.6	1. WINS/New York (News)	2,494,000
2. KIRO/Seattle (N/T)	10.9	2. WCBS/New York (News)	1,996,000
3. KTOK/Oklahoma City (N/T)	9.8	3. WOR/New York (Talk)	1,581,700
4. KMJ/Fresno (N/T)	9.6	4. WABC/New York (Talk)	1,312,300
4. WGN/Chicago (Talk)	9.6	5. WGN/Chicago (Talk)	1,306,300
6. KTAR/Phoenix (N/T)	9.3	6. KFWB/Los Angeles (News)	1,182,200
7. WBBW/Youngstown (N/T)	9.1	7. KABC/Los Angeles (Talk)	1,141,500
8. KGO/San Francisco (N/T)	9.0	8. KYW/Philadelphia (News)	1,034,100
9. KARN/Little Rock (N/T)	8.7	9. WBBM/Chicago (News)	1,046,900
10. KGO/San Francisco (San Jose Book) (N/T)	8.3	10. KNX/Los Angeles (News)	1,034,100
10. KXL/Portland (News)	8.3	11. KGO/San Francisco (N/T)	878,800
12. WQBK/Albany-Schenectady (Talk)	8.1	12. KCBS/San Francisco (N/T)	878,000
13. KCMO/Kansas City (N/T)	7.8	13. KMOX/ St. Louis (Talk)	854,900
14. KRLD/Dallas-Ft. Worth (News)	7.7	14. WWJ/Detroit (News)	585,600
15. WJNO/West Palm Beach (N/T)	7.6	15. KRLD/Dallas-Ft. Worth (News)	579,100
16. WCKY/Cincinnati (N/T)	7.2	16. KIRO/Seattle (N/T)	537,100
17. KYW/Philadelphia (News)	7.0	17. WCAU/Philadelphia (N/T)	534,800
17. WHJJ/Providence (N/T)	7.0	18. WEEI/Boston (News)	530,300
19. KFBK/Sacramento (N/T)	6.7	19. WMCA/New York (Talk)	491,500
20. KOA/Denver (Talk)	6.5	20. KTRH/Houston (News)	472,300
21. WNIR/Akron (Talk)	6.4	21. WIND/Chicago (Talk)	454,400
22. WKRK/Mobile (N/T)	6.3	22. WTOP/Washington (News)	406,000
23. KCBS/San Francisco (N/T)	6.2	23. WWDB/Philadelphia (Talk)	391,600
23. KLBJ/Austin (N/T)	6.2	24. WRKO/Boston (Talk)	346,600
23. WWL/New Orleans (N/T)	6.2	25. KOA/Denver (Talk)	346,400

FORMAT LEADERS

BIG BAND

	AQH		CUME
1. WMAS-FM/Springfield	10.3	1. WNEW/New York	977,100
2. WOKY/Milwaukee	7.9	2. KMPC/Los Angeles	749,200
3. WNJY/West Palm Beach	6.8	3. WJJD/Chicago	468,200
4. KGUY/Tucson	6.6	4. WPEN/Philadelphia	434,600
4. WAVZ/New Haven	6.6	5. CKLW/Detroit	385,000
6. WBBG/Cleveland	6.5	6. WAIT/Chicago	317,800
7. CKLW/Detroit	5.4	7. WOKY/Milwaukee	194,200
8. WPEN/Philadelphia	5.3	8. KIXI/Seattle	176,500
9. KLEO/Wichita	5.1	9. KMPC/Los Angeles (Anaheim book)	168,400
9. WDAE/Tampa-St. Petersburg	5.1	10. WDAE/Tampa	164,900
9. WEST/Allentown	5.1		

SPANISH

	AQH		CUME
1. KGBT/McAllen-Brownsville	16.8	1. WADO/New York	514,400
2. KWAC/Bakersfield	7.9	2. WSKQ/New York	361,200
3. KQXX/McAllen-Brownsville	7.7	3. KLVE/Los Angeles	348,300
4. KIWW/McAllen-Brownsville	7.2	4. KTNQ/Los Angeles	304,200
5. KCOR/San Antonio	7.0	5. WKDM/New York	270,900
6. KGST/Fresno	6.2	6. KSKQ/Los Angeles	249,100
7. KAMA/El Paso	5.8	7. WQBA/Miami	245,600
8. WQBA/Miami-Ft. Lauderdale	5.7	8. KWKW/Los Angeles	219,800
9. WCMQ-FM/Miami-Ft. Lauderdale	4.0	9. WCMQ-FM/Miami	195,000
10. WRHC/Miami-Ft. Lauderdale	2.9	10. WQBA-FM/Miami	176,400

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FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH		CUME	
1. WHRK/Memphis	15.5	1. WRKS/New York	1,745,300
2. WYLD-FM/New Orleans	14.7	2. WBLS/New York	1,608,200
3. WPLZ/Richmond	14.2	3. WBMX-FM/Chicago	929,300
4. WBLX/Mobile	13.8	4. WGCI-FM/Chicago	838,100
5. WWVZ/Charleston	12.7	5. WUSL/Philadelphia	581,200
6. WWDI/Columbia, SC	12.4	6. KJLH/Los Angeles	558,700
7. WPEG/Charlotte	12.1	7. WHUR/Washington	525,800
8. WENN-FM/Birmingham	10.6	8. WJLB/Detroit	508,400
8. WGOK/Mobile	10.6	9. KMJQ/Houston	495,800
10. WDZZ/Flint	10.1	10. WKYS/Washington	483,400
11. KMJQ/Houston	9.9	11. KSOL/San Francisco	473,500
12. WXOK/Baton Rouge	9.8	12. KDAY/Los Angeles	419,400
13. WVEE/Atlanta	8.9	13. WDAS-FM/Philadelphia	383,600
14. KKDA-FM/Dallas-Ft. Worth	8.7	14. KKDA-FM/Dallas-Ft. Worth	375,600
14. WTKL/Baton Rouge	8.7	15. KUTE/Los Angeles	371,500
16. WHUR/Washington	8.6	16. KBLX/San Francisco	360,400
17. WHYZ/Greenville	8.2	17. WVEE/Atlanta	329,100
18. WTLC/Indianapolis	8.0	18. WWRL/New York	326,400
19. WATV/Birmingham	7.6	19. WDJY/Washington	316,600
19. WOWI/Norfolk	7.6	20. KACE/Los Angeles	296,500
21. WJAX-FM/Jacksonville	7.5	21. WXYV/Baltimore	278,100
22. WDIA/Memphis	7.3	22. WJPC/Chicago	270,200
23. WPAL/Charleston	7.1	23. WHQT/Miami	260,900
24. WJLB/Detroit	6.9	24. WAMO-FM/Pittsburgh	225,900
24. WUSL/Philadelphia	6.9	25. KMJM/St. Louis	203,200

BEAUTIFUL MUSIC/EASY LISTENING

AQH		CUME	
1. KXLY-FM/Spokane	17.8	1. WPAT-FM/New York	1,173,000
2. WEZN/Bridgeport	15.1	2. WRFM/New York	1,074,500
2. WHIO-FM/Dayton	15.1	3. KBIG/Los Angeles	915,000
4. KXTZ/Las Vegas	13.4	4. KJOI/Los Angeles	860,900
5. WSRS/Worcester	13.0	5. WEAZ/Philadelphia	664,600
6. WFMZ/Allentown	12.8	6. WLOO/Chicago	658,400
7. WSSP/Orlando	12.7	7. WPAT/New York	558,700
8. WLKW-FM/Providence	12.5	8. KODA/Houston	473,500
9. KEZQ/Little Rock	12.4	9. WJOI/Detroit	464,800
10. WWBA/Tampa-St. Petersburg	11.7	10. WGAY/Washington	447,000
11. KKNG/Oklahoma City	11.4	11. WJIB/Boston	433,100
11. WEZO/Rochester	11.4	12. KABL-FM/San Francisco	365,900
11. WRCH/Hartford	11.4	13. WLIF/Baltimore	352,700
14. WLQR/Toledo	11.0	14. WLYF/Miami	352,800
15. KSFI/Salt Lake City	10.9	15. KOSI/Denver	348,200
16. KBEZ/Tulsa	10.8	16. KOIT/San Francisco	345,400
16. KJYK/Tucson	10.8	17. WPCH/Atlanta	325,800
18. WGER/Saginaw-Bay City	10.7	18. WSHH/Pittsburgh	310,900
18. WHBC-FM/Canton	10.7	19. KJQY/San Diego	298,400
20. WJYE/Buffalo	10.6	20. KMEZ-FM/Dallas	291,500
21. KOSI/Denver	10.5	21. WWBA/Tampa	289,900
21. WWEZ/Cincinnati	10.5	22. WDOK/Cleveland	275,800
23. WEAT-FM/West Palm Beach	10.4	23. KEZK/St. Louis	269,100
24. WXTZ/Indianapolis	10.2	24. KBAY/San Francisco	260,100
25. WMAS/Springfield	10.1	25. KBIG/Los Angeles (Anaheim book)	254,300

EASY LISTENING DOES IT AGAIN!

The results of the Fall '85 Arbitron Ratings survey conclusively demonstrate the continuing strength of the Easy Listening format.

CONGRATULATIONS TO THESE MARKET ACHIEVERS

These stations represent 82 percent of Bonneville's Easy Listening clients who ranked in the top 3 positions of their respective markets in the key 35-54 demographic.

KKJY	Albuquerque	WNCE	Lancaster
KBIG	Anaheim	KBIG	Los Angeles
KNIK	Anchorage	KTEZ	Lubbock
WROE	Appleton	WLYF	Miami
WPCH	Atlanta	KBEE	Modesto
KGFM	Bakersfield	WZLZ	Nashville
WLIF	Baltimore	WBYU	New Orleans
WJYE	Buffalo	WFOG	Norfolk
WHBC-FM	Canton	KKNG	Oklahoma City
WDEF	Chattanooga	KESY	Omaha
WLOO	Chicago	WSWT	Peoria
WWEZ	Cincinnati	WEAZ	Philadelphia
WQAL	Cleveland	WSHH	Pittsburgh
KRDO	Colorado Springs	KXL-FM	Portland
WHIO-FM	Dayton	KRVR	Quad Cities
WWLV	Daytona Beach	KNEV	Reno
KOSI	Denver	WLEZ	Rochester
WJOI	Detroit	KCTC	Sacramento
KPNW	Eugene	KSFI	Salt Lake City
WOOD-FM	Grand Rapids	KQXT	San Antonio
WHP-FM	Harrisburg	KJQY	San Diego
WRCH	Hartford	KCOZ	Shreveport
KUMU-FM	Honolulu	WLQR	Toledo
KODA	Houston	KJYK	Tucson
WXTZ	Indianapolis	WEAT-FM	West Palm Beach
WTFM	Johnson City	KOEZ	Wichita
KMBR	Kansas City	WFBN-FM	Youngstown
WEZK	Knoxville		



4080 COMMERCIAL AVENUE • NORTHBROOK, ILLINOIS 60062 • 1-800-631-1600

SOURCE: ARBITRON FALL 1985 ADULT 35-54 SHARE: Monday-Sunday
CUMULATIVE MARKET SUBJECT TO ADJUSTMENTS BASED ON AFB
STANDARDIZED MARKET

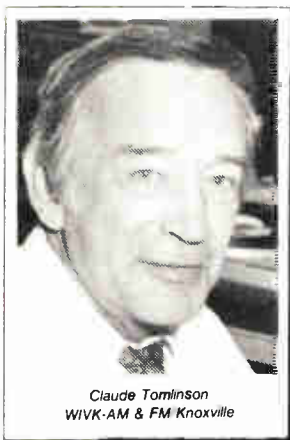
World Radio History

DRIVETIME DOMINATORS

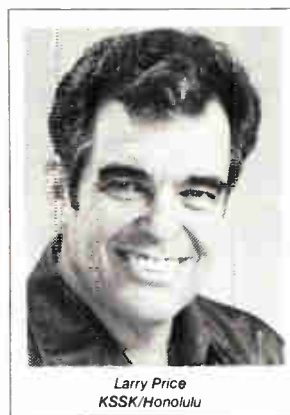
AM Drive/Top 25



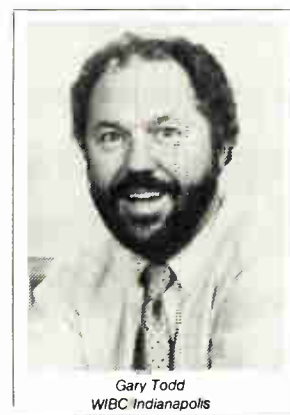
Wayne Gardner
WKSJ-FM Mobile



Claude Tomlinson
WIVK-AM & FM Knoxville



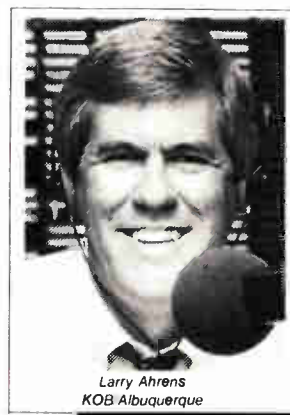
Larry Price
KSSK/Honolulu



Gary Todd
WBC Indianapolis



John Cigna
KDKA/Pittsburgh



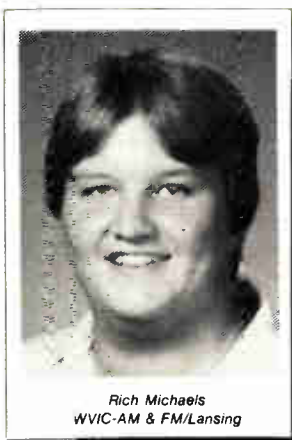
Larry Ahrens
KOB Albuquerque



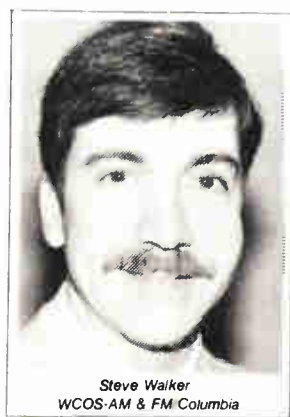
Liz Curtis
WHAS Louisville



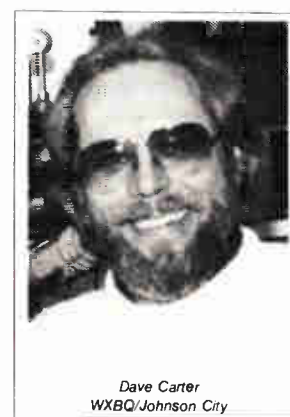
Aiden Aaroe
WRVA/Richmond



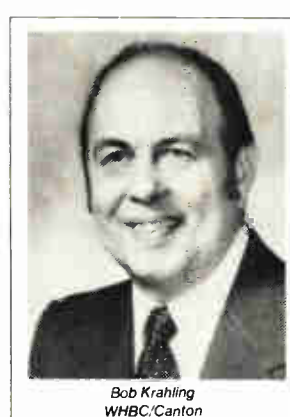
Rich Michaels
WVIC-AM & FM/Lansing



Steve Walker
WCOS-AM & FM Columbia



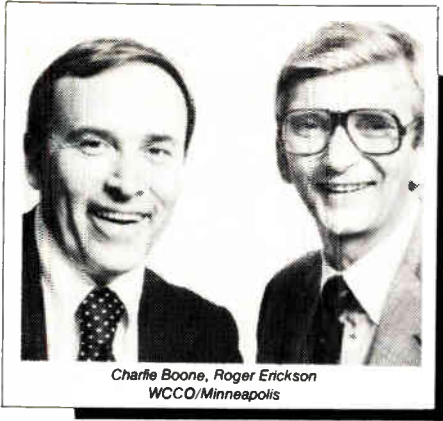
Dave Carter
WXBQ/Johnson City



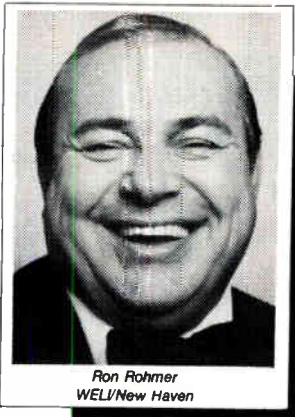
Bob Krahlung
WHBC/Canton

DRIVETIME DOMINATORS

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



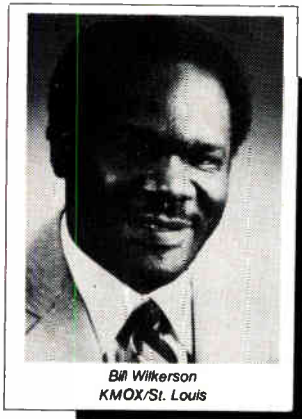
Charlie Boone, Roger Erickson
WCCO/Minneapolis



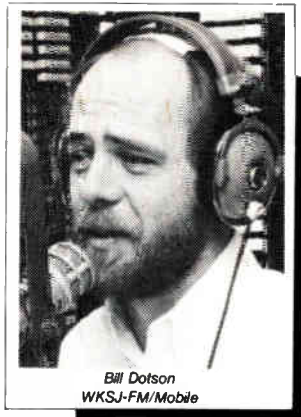
Ron Rohmer
WELI/New Haven



Michael W. Perry
KSSK/Honolulu



Bill Wilkerson
KMOX/St. Louis



Bill Dotson
WKSJ-FM/Mobile



Bob Hardy
KMOX/St. Louis



Bob Steele
WTIC/Hartford

1. **WIVK-AM & FM/Knoxville (Ctry) 33.5**
Claude Tomlinson
2. **KFAB/Omaha-Council Bluffs (AC) 32.0**
Don Cole, Walt Kavanagh, Kent Pavelka
3. **WTIC/Hartford (AC) 31.5**
Bob Steele
4. **WICC/Bridgeport (AC) 30.5**
Ed Flynn
5. **WKSJ-FM/Mobile (Ctry) 30.0**
Wayne Gardner & Bill Dotson
6. **KMOX/St. Louis (Talk) 29.5**
Bob Hardy, Rick Davis & Bill Wilkerson, Mike Murphy
7. **WHBC/Canton (AC) 29.3**
Bob Krahlung
8. **WCCO/Minneapolis (AC) 25.3**
Charlie Boone, Roger Erickson
9. **WRVA/Richmond (AC) 23.6**
Alden Aaroe
10. **WHAS/Louisville (AC) 22.4**
Wayne Perkey, Liz Curtis
11. **WDEF-AM & FM/Chattanooga (AC) 22.1**
Luther Massingil
11. **WVIC-AM & FM/Lansing (CHR) 22.1**
Rich Michaels
13. **KSSK/Honolulu (AC) 22.0**
Mike Perry & Larry Price
13. **WCOS-AM & FM/Columbia, SC (Ctry) 22.0**
Steve Walker
13. **WHOT-AM & FM/Youngstown (CHR) 22.0**
A.C. McCullough
16. **WIOG/Saginaw-Bay City (CHR) 21.9**
Dean Myers
17. **KOB/Albuquerque (AC) 21.8**
Larry Ahrens
18. **WQUT/Johnson City (CHR) 21.6**
Mark Potter
19. **WELI/New Haven (AC) 21.5**
Ron Rohmer
20. **KDKA/Pittsburgh (AC) 21.3**
John Cigna
21. **WIBC/Indianapolis (AC) 21.1**
Gary Todd
22. **WXBQ/Johnson City (Ctry) 21.0**
Dave Carter
23. **WFBQ/Indianapolis (AOR) 19.8**
Bob Kevoian, Tom Griswold
24. **WTQR/Greensboro (Ctry) 19.3**
Billy (Buck) Blevins
25. **WSYR/Syracuse (AC) 19.2**
Don Daver, Rick Gary

DRIVETIME DOMINATORS

AM Drive/Top 25



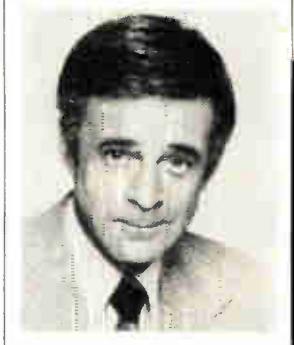
John Leisher
KFWB Los Angeles



Harry Harrison
WCBS-FM/New York



Shana
KLOS Los Angeles



Michael Jackson
KABC Los Angeles



Wally Phillos
WGN/Chicago



Don Imus
WNBC/New York



Jim Dunbar
KGO/San Francisco



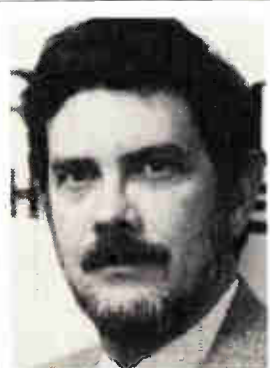
Rick Dees & Rachel Donahue
KIIS-AM & FM/Los Angeles



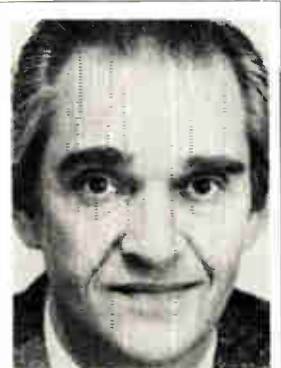
Scott Shamon
WHTZ/New York



Michael O'Neil
WINS/New York



Jim McGilfert
WINS New York



Paul Smith
WINS/New York



Jim Donnelly, Robert Vaughn
WCBG/New York



Jim Kerr
WPLJ/New York



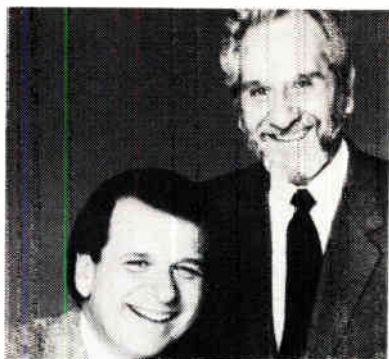
Ted Wygant
KGO San Francisco



Mark McEwen
WNEW-FM/New York

DRIVETIME DOMINATORS

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



Ken Minyard & Bob Arthur
KABC/Los Angeles



Felicia Middlebrooks
WBBM/Chicago



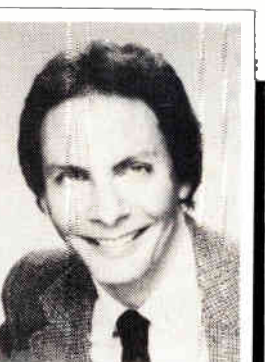
John R. & John A. Gambling
WOR/New York



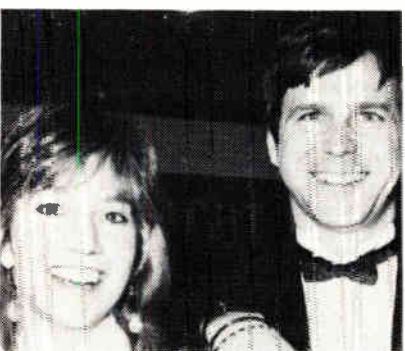
Bill Yeager
KYW/Philadelphia



Batt Johnson
WLTW/New York



Alan Colmes
WABC/New York



Lisa Glasberg, Richard Neer
WNEW-FM/New York

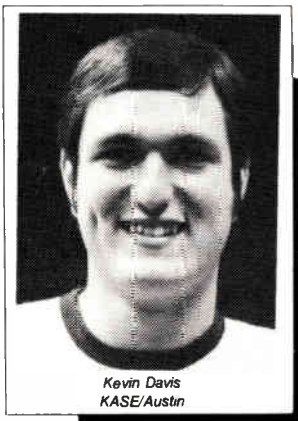


John DeBella
WMMR/Philadelphia

1. **WINS/New York (News) 1,778,200**
Paul Smith, Michael O'Neil & Jim McGiffert
2. **KIIS-AM & FM/Los Angeles (CHR) 1,461,600**
Rick Dees, Raechel Donahue, Charleye Wright
3. **WPLJ/New York (CHR) 1,430,400**
Jim Kerr
4. **WHTZ/New York (CHR) 1,359,600**
Scott Shannon
5. **WCBS/New York (News) 1,329,900**
Jim Donnelly & Robert Vaughn
6. **WOR/New York (Talk) 1,074,000**
John R. & John A. Gambling
7. **WRKS/New York (B/U) 981,700**
Chuck Leonard
8. **KYW/Philadelphia (News) 847,200**
Gene Scott, Bill Yeager, Harry Donohue
9. **WGN/Chicago (Talk) 835,600**
Wally Phillips
10. **WNBC/New York (AC) 825,500**
Don Imus
11. **KFWB/Los Angeles (News) 819,100**
Dan Avey, Charlie Brailer, John Leisher
12. **WNEW-FM/New York (AOR) 801,900**
Richard Neer, Mark McEwen, Lisa Glasberg
13. **WBSL/New York (B/U) 769,700**
Ken Webb
14. **WLTW/New York (AC) 706,000**
Batt Johnson, Phil Redo
15. **KABC/Los Angeles (Talk) 678,600**
Ken Minyard, Bob Arthur, Michael Jackson
16. **WBBM/Chicago (News) 674,600**
John Hultman, Felicia Middlebrooks
17. **KGO/San Francisco (Talk) 609,300**
Jim Dunbar, Ted Wygant
18. **KNX/Los Angeles (News) 603,200**
Dave Zorn, Jack Salvatore
19. **WCBS-FM/New York (Gold) 593,200**
Harry Harrison, Ron Lundry
20. **WMMR/Philadelphia (AOR) 570,700**
John DeBella, Mark Drucker
21. **KMOX/St. Louis (Talk) 567,300**
Bob Hardy, Rick Davis, Bill Wilkerson, Mike Murphy
22. **WABC/New York (Talk) 562,000**
Alan B. Colmes, Paul W. Smith
23. **KCBS/San Francisco (News) 542,500**
Valerie Coleman, Stan Bunger, Mike Pulsipher
24. **WRFM/New York (B/EZ) 527,600**
Jim Aylward
25. **KLOS/Los Angeles (AOR) 525,700**
Shana, Chuck Moshontz

DRIVETIME DOMINATORS

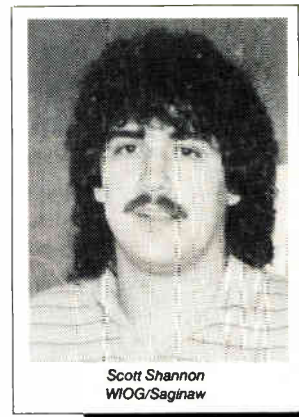
PM Drive/Top 25



Kevin Davis
KASE/Austin



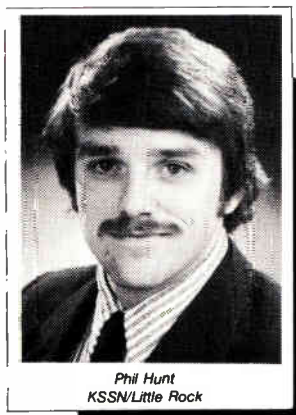
Bob Geims
K11K/Quad Cities



Scott Shannon
W10G/Saginaw



Shelley James
WCRZ/Flint



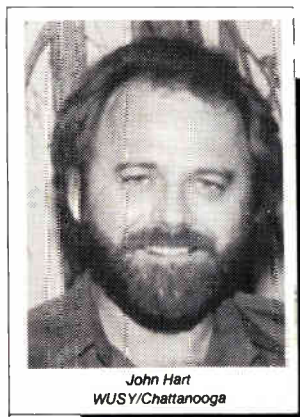
Phil Hunt
KSSN/Little Rock



J.J.
WKSJ-FM/Mobile



Bruce Band
WNNK/Harrisburg



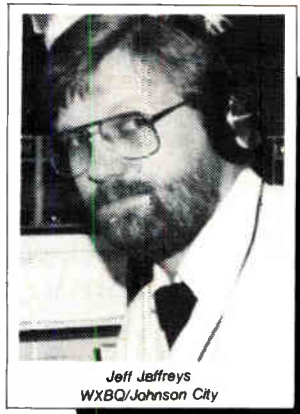
John Hart
WUSY/Chattanooga



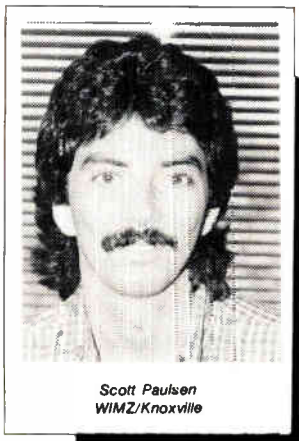
Dennis Stacey, Leslie Fram
WABB-FM/Mobile

DRIVETIME DOMINATORS

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



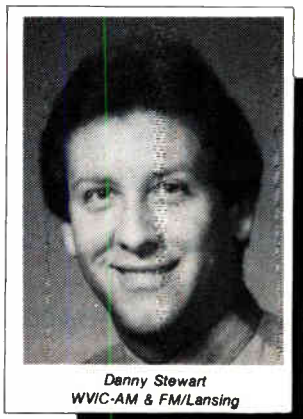
Jeff Jeffries
WXBQ/Johnson City



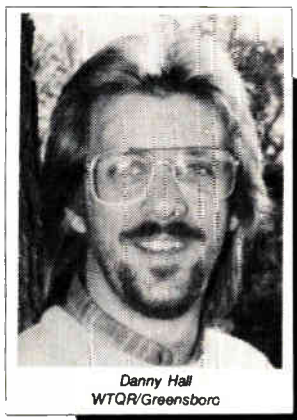
Scott Paulsen
WIMZ/Knoxville



Doug Enlow
WCOS-FM/Columbia, S.C.



Danny Stewart
WVIC-AM & FM/Lansing

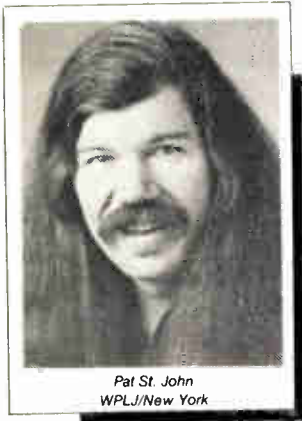


Danny Hall
WTQR/Greensboro

1. **WIVK-AM & FM/Knoxville (Ctry) 28.8**
Ed Brantley
2. **WIOG/Saginaw (CHR) 27.8**
Scott Shannon
3. **WKSJ-FM/Mobile (Ctry) 24.1**
J.J.
4. **WCRZ/Flint (AC) 23.3**
Shelley James
5. **WSKZ/Chattanooga (CHR) 22.0**
Mike Allison
6. **WQUT/Johnson City (CHR) 21.8**
Steve Taylor
7. **WXBQ/Johnson City (Ctry) 20.9**
Jeff Jeffries
8. **KZZU-FM/Spokane (CHR) 20.6**
Eric Funk
9. **KSSN/Little Rock (Ctry) 19.8**
Phil Hunt
10. **WTQR/Greensboro (Ctry) 19.7**
Danny Hall
11. **WVIC-AM & FM/Lansing (CHR) 19.4**
Danny Stewart
12. **KFAB/Omaha-Council Bluffs (AC) 19.2**
Gary Sadlemyer
13. **WHRK/Memphis (B/U) 18.6**
John Skywalker
14. **WCOS-FM/Columbia, SC (Ctry) 18.3**
Doug Enlow
14. **WIMZ-AM & FM/Knoxville (AOR) 18.3**
Scott Paulsen
16. **KXLY-FM/Spokane (B/EZ) 18.2**
Kerry O'Brien
16. **WNNK/Harrisburg (CHR) 18.2**
Bruce Bond
16. **WYYY/Syracuse (AC) 18.2**
Dr. Phil
19. **KKXX/Bakersfield (CHR) 18.0**
Dave Kamper
20. **WHOT-FM/Youngstown (CHR) 17.3**
Bob Popa
21. **KMOX/St. Louis (Talk) 17.2**
Ron Morgan
22. **WICC/Bridgeport (AC) 16.9**
Jim Buchanan, Tiny Markle
23. **KASE/Austin (Ctry) 16.6**
Kevin Davis
23. **WUSY/Chattanooga (Ctry) 16.6**
John Hart
25. **WAPI/Birmingham (CHR) 16.1**
Joe Madison, Jimbo Wood

DRIVETIME DOMINATORS

PM Drive/Top 25



Pat St. John
WPLJ/New York



Wes Richards
WRFM/New York



Ron O'Brien
KIS-AM-FM/Los Angeles



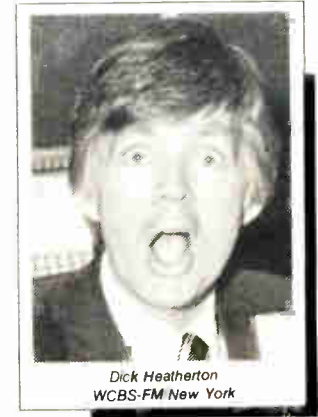
Carol Miller
WNEW-FM/New York



Tom Franklin and Ben Farnsworth
WCBS New York



Bob Grant
WABC/New York



Dick Heatherton
WCBS-FM New York



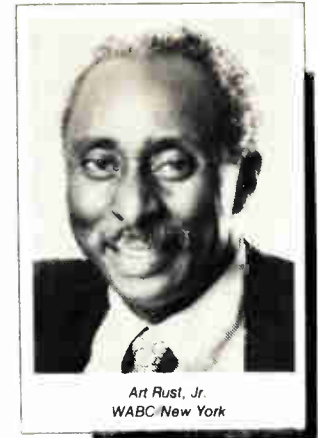
Bernard Metzger
WOR/New York



Freddie Snakeskin
KROQ/Los Angeles



Joe Bonadonna
WMMR Philadelphia



Art Rust, Jr.
WABC New York



Steve Roy
WLTW/New York



Geno Mitchellini
KLOS/Los Angeles



Shadow Stevens
WHTZ/New York



Scott Muni
WNEW-FM/New York

A Step-By-Step Manual For Using R&R's Unique Ratings Data Features

As you delve into the Fall 1985 Ratings Report you'll find that the information has been divided into two sections for your perusal. First are the market overviews — summaries of winners and circumstances which might have influenced the estimates in the relevant metro. After reading the highlights you can then turn to the second section — in-depth ratings breakouts to provide insights for broadcasters and advertisers alike.

Here are some guidelines on what you'll see as you read through this Ratings Report.

SHARE TRENDS

All stations in the top 50 markets earning a 1.0 share or better, and the top ten stations in markets 51-100 (according to the Fall '85 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the Fall '85 12+ share (highlighted) to the far right. The stations are ranked according to their total week, total persons, 12+ average quarter-hour share, top to bottom. Up to five surveys can be shown in the trends, which cover the previous year.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you zero in on the station's core strength. The first listing is the station's total week, total persons 12+ cum rank in the metro (all rankers are based on metro).

Four key demographic cells are then broken out for each station, with the top station in each demo highlighted. These demographic groups are teens (12-17) and adults 18-34, 18-49, and 25-54, the key advertising targets.

At the lower part of each page are more detailed breakdowns on the key adult demos. Top 10 stations are listed for men and women in the 18-34, 18-49, and 25-54 cells. All top 10 rankers are based on average quarter-hour persons, for the top 50 markets only.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the right of the adults 25-54 rankings contains numbers that demonstrate the relationship between audience turnover and daily time spent listening to each station. Based on total persons 12+, metro, these figures give a quick idea of how stations compare based on audience loyalty. Programming efforts of various stations and formats can be easily compared.

Understanding these numbers is not difficult. Remember, there is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL (minutes listened daily) the lower the turnover, or audience flux. That indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily from its listeners.

REP/NET INFORMATION

As a convenience for users of this report, we designate network and/or rep affiliations as listed in the Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in many of the markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the Fall '85 Birch quarterly.

FORMAT REACH CHART

The lower right corner of each top 50 market page offers a chart that shows format comparisons within each market. The formats are alphabetized for ready examination as you leaf through the report.

The format totals are arrived at by summing the total week, total persons 12+ average quarter-hour shares for all stations that qualified. All CHRs are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format.

NEW YORK #1

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.3	4.8	5.1	5.6	6.0	1	1	WPLJ 95.5	CHR	1	3	1	1	2	16/67	BLAIR	ABC-R	6.3
5.3	6.0	5.4	6.0	5.5	2	2	WRKS 98.7	B/U	5	1	4	6	9	12/91	REPUBLIC	US-1	7.5
5.9	5.7	6.0	5.9	5.5	2	2	WHTZ 100.3	CHR	3	2	3	3	4	16/67	EASTMAN		5.8
5.2	4.8	5.0	4.0	5.2	4	4	WOR 71.0	TALK	7	28	33	22	18	11/96	REPUBLIC	ABC-E	4.0
3.7	3.5	3.3	3.8	4.7	5	5	WBSL 107.5	B/U	6	5	5	2	3	13/84	MCGAVREN	ABC-F	5.7
3.0	3.0	3.1	3.0	4.5	6	6	WLTW 106.7	AC	8	17	6	5	1	13/82	MMR		2.9
4.8	4.2	4.2	4.0	4.5	6	6	WINS 101.0	NEWS	2	13	14	12	7	21/52	BLAIR/RAR	ABC-D	4.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WLTW	AC	15.0
2 WPLJ	2 WHTZ	2 WPLJ	2 WBSL	2 WPLJ	2 WPLJ	AOR	6.2
3 WHTZ	3 WRKS	3 WBSL	3 WLTW	3 WLTW	3 WBSL	BBnd	3.0
4 WRKS	4 WBSL	4 WHTZ	4 WHTZ	4 WBSL	4 WHTZ	Bik/Urbn	11.2
5 WBSL	5 WLTW	5 WRKS	5 WRKS	5 WCBS-FM	5 WRKS	BM/Easy	7.5
6 WXRK	6 WNEW-FM	6 WCBS-FM	6 WPIX	6 WNBC	6 WINS	CHR	14.2
7 WNBC	7 WPIX	7 WLTW	7 WNEW-FM	7 WHTZ	7 WPIX	Clas	2.9
8 WPIX	8 WYNY	8 WNBC	8 WCBS-FM	8 WINS	8 WBSL	Ctry	2.2
9 WLTW	9 WXRK	9 WXRK	9 WYNY	9 WPIX	9 WRFM	Gold	2.8
10 WCBS-FM	10 WSKQ	10 WPIX	10 WSKQ	10 WRKS	10 WYNY	N/T	16.9
						Span	4.8

Network Abbreviation Key

ABC-C	ABC Contemporary
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
ABC-T	ABC Talkradio
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
SHRDN	Sheridan
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-CLAYTON	Dora Clayton Agency, Inc.
EASTMAN	Eastman Radio, Inc.
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
R A LAZAR	R.A. Lazar & Co.
REPUBLIC	Republic Radio Sales
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli, Schutz & Peterson, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Co.
W & P	Weiss & Powell, Inc.

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.1	9.1	9.0	1	KIIS-FM 102.7	CHR	1	2	1	1	1	17/64	MCGAVREN	
5.3	6.8	6.8	2	KBIG 104.3	B/EZ	2	31	11	5	3	13/86	TORBET	
5.6	5.7	5.9	3	KABC 790	TALK	7	17	15	9	5	12/88	KATZ	ABC-I
4.2	4.3	5.9	3	KROQ 106.7	AOR	10	1	3	4	15	11/101	BLAIR	
4.6	4.7	5.7	5	KLOS 95.5	AOR	3	6	2	2	4	14/77	KATZ	ABC-R
3.8	3.3	4.9	6	KRTH 101.1	GOLD	5	16	4	3	2	15/70	REPUBLIC	US 2
5.1	4.9	3.9	7	KJOI 98.7	B/EZ	13	22	30	15	7	13/82	MMR	
4.7	3.2	3.6	8	KNX 1070	NEWS	4	27	16	13	9	22/50	CBS SPOT	CBS
3.8	4.3	3.4	9	KMPC 710	BBND	12	18	35	30	24	17/65	DURPETTI	
3.9	4.0	3.4	9	KKHR 93.1	CHR	6	3	7	8	23	22/50	CBS SPOT	
4.3	4.3	3.2	11	KOST 103.5	AC	11	12	6	6	6	19/58	CHRISTAL	
3.6	3.9	3.1	12	KMET 94.7	AOR	8	4	5	7	13	21/51	SELCOM	
1.9	2.5	2.5	13	KFWB 980	NEWS	9	29	29	23	22	25/43	BLAIR/RAR	NBC
2.1	1.6	2.4	14	KFI 640	AC	16	9	10	11	8	17/66	CHRISTAL	ABC-E
1.7	1.6	2.2	15	KFAC-FM 92.3	CLAS	22	35	34	19	14	13/81	MCGAVREN	
1.9	1.4	2.1	16	KIQQ 100.3	AC	14	25	13	14	16	22/49	MASLA	
1.0	1.0	2.1	16	KKGO 105.1	JAZZ	24	24	14	12	10	14/79	BLAIR/RAR	AP
--	--	2.0	18	KBZT 97.1	AC	17	21	8	10	11	20/55	MMR	
1.3	2.5	1.9	19	KZLA 93.9	CTRY	19	38	19	16	12	18/60	EASTMAN	
2.5	1.6	1.8	20	KMGG 105.9	AC	21	7	9	17	20	17/62	HNWH	
2.0	2.0	1.6	21	KNOB 97.9	AC	23	13	25	22	18	18/61	MASLA	
0.9	1.5	1.6	21	KIKF 94.3	CTRY	26	34	33	24	19	13/84		
1.3	1.8	1.4	23	KLAC 570	CTRY	25	26	32	31	26	18/59	EASTMAN	ABC-D
1.3	1.3	1.4	23	KEZY 95.9	CHR	15	5	12	20	32	31/35	ROSLIN	
0.6	0.9	1.3	25	KRLA 1110	GOLD	20	19	27	18	17	24/44	MMR	
0.8	1.2	1.2	26	KTNQ 1020	SPAN	33	32	21	25	21	11/102	CABALLERO	



Bud Furillo, Lisa Bowman and Tommy Hawkins
KABC/Los Angeles



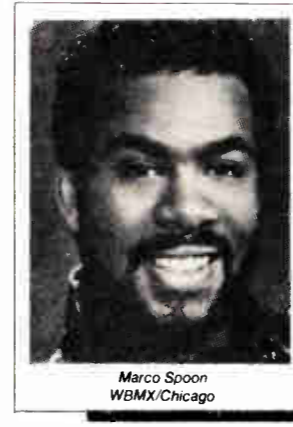
Steve O'Brien
WYNY/New York



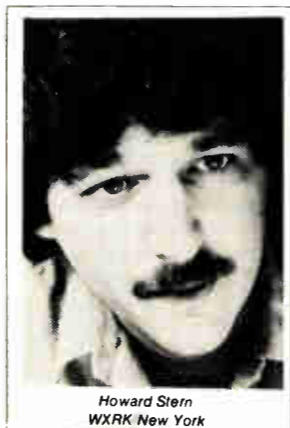
Dave Henderson
WINS New York



Bob Collins
WGN/Chicago



Marco Spoon
WBMM/Chicago



Howard Stern
WXRK New York



Joe Bohannon
WBMM-FM/Chicago

Cume Persons (12+, M-F, 3-7pm)

- 1. WPLJ/New York (CHR) 1,392,300**
Pat St. John, Fast Jimmy Roberts
- 2. WHTZ/New York (CHR) 1,371,500**
Shadow Stevens
- 3. KIIS-FM/Los Angeles (CHR) 1,042,300**
Big Ron O'Brien, Bruce Vidal
- 4. WRKS/New York (B/U) 1,027,300**
Carol Ford
- 5. WNEW-FM/New York (AOR) 894,900**
Scott Muni, Carol Miller
- 6. WINS/New York (News) 859,100**
Dave Henderson, Stan Z. Burns
- 7. WLTW/New York (AC) 850,100**
Steve Roy
- 8. WCBS/New York (News) 829,500**
Ben Farnsworth, Tom Franklin
- 9. WBLS/New York (B/U) 775,800**
Rickey Recardo
- 10. WPAT-AM & FM/New York (B/EZ) 771,800**
Ken Lamb
- 11. WOR/New York (Talk) 673,100**
Bernard Meltzer, Dick Oliver
- 12. KLOS/Los Angeles (AOR) 659,000**
Geno Mitchellini
- 13. WXRK/New York (AOR) 657,200**
Howard Stern
- 14. WABC/New York (Talk) 598,200**
Bob Grant, Art Rust Jr.
- 15. WYNY/New York (AC) 579,900**
Steve O'Brien, Shawn Burke
- 16. WBBM-FM/Chicago (CHR) 575,000**
Joe Bohannon, Paul Donovan
- 17. WAPP/New York (CHR) 571,500**
Rufus Hurt, Gary Spears
- 18. WBMX/Chicago (B/U) 570,900**
Marco Spoon
- 19. WCBS-FM/New York (Gold) 558,200**
Dick Heatherton, Bob Shannon
- 20. KROQ/Los Angeles (AOR) 525,000**
Freddie Snakeskin
- 21. WMMR/Philadelphia (AOR) 518,000**
Joe Bonadonna
- 22. WRFM/New York (B/EZ) 509,000**
Wes Richards
- 23. KABC/Los Angeles (Talk) 505,000**
Bud Furillo, Tommy Hawkins, Lisa Bowman
- 24. WGN/Chicago (Talk) 499,500**
Bob Collins, Chuck Swarski
- 25. WPIX/New York (AC) 498,900**
Gerri Latchford

Q. What do Katz, Christal, Blair, Republic, Durpetti & Associates, Weiss & Powell, Gannett Radio, NBC Radio network, RKO Radio, Group W Radio, Westwood One, Tapscan, Associated Press Radio and Don Beveridge have in common?

A. They are regularly reaching, influencing, persuading, communicating to and selling radio's top managers and decision-makers in the pages of

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ATLANTA #14

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.5	12.1	9.8	1	WZGC 92.9	CHR	1	1	4	4	6	15/73	TORBET	ABC-C	10.7
6.7	6.4	9.0	2	WKLS-FM 96.1	AOR	4	2	1	2	3	11/97	MASLA	ABC-R	9.5
8.5	11.0	8.9	3	WVEE 103.3	B/U	5	3	3	3	2	11/102	MCGAVREN	US1	12.9
9.9	9.2	8.9	3	WQXI-FM 94.1	CHR	2	6	2	1	1	14/77	BLAIR		8.3
9.0	6.5	7.4	5	WPCH 94.9	B/EZ	6	12	11	6	5	13/85	KATZ		6.8
7.2	6.3	6.7	6	WSB 750	AC	3	15	12	10	7	16/70	CHRISTAL	ABC-E	5.6
6.7	8.9	6.6	7	WKHX 101.5	CTRY	7	7	7	5	4	13/81	SELCOM		6.4
3.5	5.4	4.9	8	WSB-FM 98.5	AC	8	10	5	8	9	17/65	CHRISTAL	CBS-R	6.5
2.4	3.3	4.9	8	WYAY 106.7	CTRY	10	5	8	9	10	13/85	REPUBLIC		5.1
3.3	3.7	4.1	10	WFOX 97.1	AC	9	8	6	7	8	19/58	MMR		4.6
5.3	2.5	3.2	11	WARM 99.7	AC	11	11	9	11	12	18/61	EASTMAN		2.7
2.9	2.3	3.0	12	WAOK 1380	B/U	13	13	10	12	11	14/76	MCGAVREN	NBC	2.5
3.2	2.9	2.6	13	WGST 920	N/T	12	19	18	13	13	18/60	KATZ	CBS	1.9
1.9	1.7	2.1	14	WPLO 590	CTRY	15	14	16	14	14	15/71	SELCOM		1.6
1.3	1.2	1.5	15	WCNN 680	TALK	14	18	20	19	17	24/45	HNWH	ABC-T	1.3
1.2	1.6	1.3	16	WQXI 790	GOLD	16	16	14	15	15	21/51	BLAIR		.6
2.0	1.3	1.1	17	WIGO 1340	B/U	17	9	13	16	18	21/53	CITI MEDIA	ABC-D	1.4
1.3	1.6	1.1	17	WJYA-AF 1080 104.1	BBND	18	25	24	24	22	23/63	W&P	AP	.7

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	AC	18.9
2 WVEE	2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WQXI-FM	AOR	9.0
3 WQXI-FM	3 WZGC	3 WVEE	3 WZGC	3 WVEE	3 WPCH	BBnd	1.1
4 WZGC	4 WKLS-FM	4 WZGC	4 WSB-FM	4 WKHX	4 WKHX	Bik/Urbn	13.0
5 WFOX	5 WSB-FM	5 WKHX	5 WPCH	5 WPCH	5 WZGC	BM/Easy	7.4
6 WYAY	6 WFOX	6 WFOX	6 WKHX	6 WSB	6 WSB-FM	CHR	18.7
7 WSB-FM	7 WKHX	7 WYAY	7 WKLS-FM	7 WFOX	7 WFOX	Ctry	13.6
8 WKHX	8 WARM	8 WSB	8 WFOX	8 WZGC	8 WYAY	Gold	1.3
9 WAOK	9 WYAY	9 WPCH	9 WARM	9 WAOK	9 WSB	N/T	4.1
10 WARM	10 WPCH	10 WAOK	10 WYAY	10 WYAY	10 WARM		

BALTIMORE #16

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	10.1	9.9	8.7	1	WLIF 101.9	B/EZ	2	10	14	7	2	11/96	CHRISTAL		7.1
8.2	8.0	8.6	7.5	2	WBAL 1090	AC	3	12	24	13	6	13/85	HNWH	ABC-E	10.9
6.2	5.4	5.4	6.8	3	WXYV 102.7	B/U	6	3	2	1	1	11/96	MCGAVREN	NBC-S	8.5
4.4	6.7	7.4	6.7	4	WBSB 104.3	CHR	1	2	3	2	4	15/70	TORBET	ABC-C	7.2
8.0	5.9	6.9	5.6	5	WIYY 97.9	AOR	4	4	1	3	10	15/75	HNWH	ABC-R	7.4
5.8	6.0	5.4	5.6	5	WPOC 93.1	CTRY	7	11	9	4	3	11/96	EASTMAN	ABC-D	5.3
3.6	2.5	2.9	4.4	7	WCAO 600	CTRY	10	14	11	11	5	11/102	MCGAVREN	NBC	4.2
3.2	3.0	4.4	4.1	8	WFBR 1300	AC	8	21	18	14	12	14/77	REPUBLIC	NBC	3.1
4.2	3.2	4.8	3.9	9	WMKR 106.5	CHR	5	1	6	9	13	20/54	KATZ		5.2
4.9	3.1	2.9	3.5	10	WWIN-FM 95.9	B/U	11	7	5	6	9	13/84	MMR		2.4
3.9	3.7	3.3	3.2	11	WYST-FM 92.3	AC	9	15	7	5	7	17/65	MASLA	US1	3.3
2.5	4.5	3.3	3.1	12	WBGR 860	REL	22	35	25	12	8	6/194		UPI	3.0
3.3	2.3	2.5	3.0	13	WITH 1230	BBND	15	25	31	31	24	11/96	GROSKIN	MBS	2.3
1.2	1.6	2.1	2.6	14	WQSR 105.7	GOLD	12	20	8	8	11	16/69		CBS	1.8
1.7	1.9	2.3	2.5	15	WWDC-FM 101.1	AOR	14	9	4	10	15	15/72	CHRISTAL	US1	2.8
2.7	3.6	2.8	2.2	16	WEBB 1360	B/U	17	6	17	18	14	13/85	CITIMEDIA	SBN	2.2
3.0	3.4	3.1	2.1	17	WWIN 1400	B/U	13	5	12	17	21	19/58	MMR	NBN	2.4
3.8	3.1	2.5	1.5	18	WCBM 680	AC	19	22	28	21	18	17/63	KATZ		.8
1.4	1.0	1.0	1.5	18	WHUR 96.3	B/U	20	13	13	15	17	16/69	DURPETTI		1.4
1.0	1.1	0.7	1.4	20	WTOP 1500	NEWS	18	32	27	24	22	20/55	HNWH	CBS	.7
1.3	1.5	1.1	1.2	21	WRQX 107.3	CHR	16	8	15	19	23	24/44	BLAIR	ABC-C	1.6
0.7	1.0	0.8	1.1	22	WGRX 100.7	AOR	21	24	10	16	16	17/66	SELCOM		1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.3
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WXYV	1 WBSB	AOR	9.2
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WIYY	2 WPOC	BBnd	3.0
3 WWDC-FM	3 WIYY	3 WWDC-FM	3 WPOC	3 WLIF	3 WLIF	Blk/Urbn	16.1
4 WBSB	4 WMKR	4 WBSB	4 WYST-FM	4 WCAO	4 WXYV	BM/Easy	8.7
5 WWIN-FM	5 WYST-FM	5 WPOC	5 WLIF	5 WPOC	5 WBGR	CHR	11.8
6 WMKR	6 WWIN-FM	6 WWIN-FM	6 WWIN-FM	6 WBAL	6 WYST-FM	Ctry	10.0
7 WCAO	7 WQSR	7 WQSR	7 WMKR	7 WFBR	7 WBAL	Gold	
8 WPOC	8 WPOC	8 WCAO	8 WBGR	8 WBSB	8 WWIN-FM	N/T	1.4
9 WGRX	9 WLIF	9 WLIF	9 WIYY	9 WQSR	9 WCAO	Rel	3.1
10 WHFS	10 WWDC-FM	10 WYST-FM	10 WQSR	10 WYST-FM	10 WMKR		

BOSTON #7

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.1	8.9	8.3	7.4	8.6	1	WBZ 1030	AC	1	17	12	3	1	12/88	BLAIR/RAR	ABC-I	8.3
8.4	9.0	8.8	9.4	7.4	2	WBCN 104.1	AOR	2	5	1	1	2	13/85	TORBET		12.2
8.7	5.8	7.5	6.9	6.4	3	WHDH 850	AC	6	12	13	7	3	13/85	BLAIR		6.4
4.1	6.0	4.5	4.6	6.2	4	WJIB 98.9	B/EZ	8	24	22	16	9	12/91	MCGAVREN		5.2
4.9	5.8	6.7	5.3	5.2	5	WRKO 680	TALK	9	25	18	15	10	11/97	REPUBLIC	MBS	5.4
6.5	6.4	7.4	5.9	5.0	6	WXKS-FM 107.9	CHR	4	3	2	2	7	16/66	MMR		8.7
5.0	4.1	4.4	5.0	5.0	6	WEEI 590	NEWS	3	20	19	17	13	18/60	CBS SPOT	CBS	3.9
4.0	4.4	3.6	4.2	4.4	8	WROR 98.5	AC	5	6	4	4	5	19/58	REPUBLIC	US1	3.2
3.1	3.5	2.5	2.7	4.1	9	WSSH 99.5	AC	11	18	10	5	4	13/81	HNWH		3.6
5.8	5.5	4.8	4.7	3.6	10	WHTT 103.3	CHR	7	1	7	10	14	22/50	CBS-FM	CBS-R	5.1
3.3	3.0	2.8	3.7	3.3	11	WVBF 105.7	AC	12	8	6	6	6	16/68	MCGAVREN		2.2
3.9	1.4	1.0	2.1	3.1	12	WZLX 100.7	GOLD	14	11	3	8	11	14/77	CHRISTAL		2.3
2.3	1.8	2.4	2.0	2.9	13	WBOS 92.9	CTRY	16	9	15	11	8	10/106	KATZ	ABC-D	2.9
2.1	2.8	3.2	2.7	2.7	14	WZOU 94.5	CHR	10	2	11	13	16	22/49	BLAIR		3.3
1.6	1.3	1.7	1.6	2.5	15	WILD 1090	B/U	22	7	8	12	15	7/158		SBN	1.8
3.3	3.2	3.0	3.1	2.4	16	WMJX 106.7	AC	13	13	5	9	12	22/49	SELCOM		1.9
2.6	2.3	3.6	3.6	2.4	16	WAAF 107.3	AOR	15	4	9	14	20	17/	KATZ		3.7
1.5	2.0	1.6	2.0	2.1	18	WXKS 1430	BBND	20	26	28	26	24	9/119	MMR		1.6
1.1	1.1	0.4	0.7	1.4	19	WMRE 1510	BBND	21	27	21	21	23	13/85	MASLA		.4
1.3	1.2	0.9	1.3	1.1	20	WCGY 93.7	GOLD	18	15	14	18	19	20/55	MASLA		.8
1.2	1.5	1.3	1.1	1.1	20	WCRB 102.5	CLAS	17	22	24	23	17	24/45	DONOFRIO		.7
0.3	0.3	1.3	1.5	1.0	22	WMEX 1150	GOLD	19	31	20	19	18	20/55	EASTMAN	ABC-E	.6

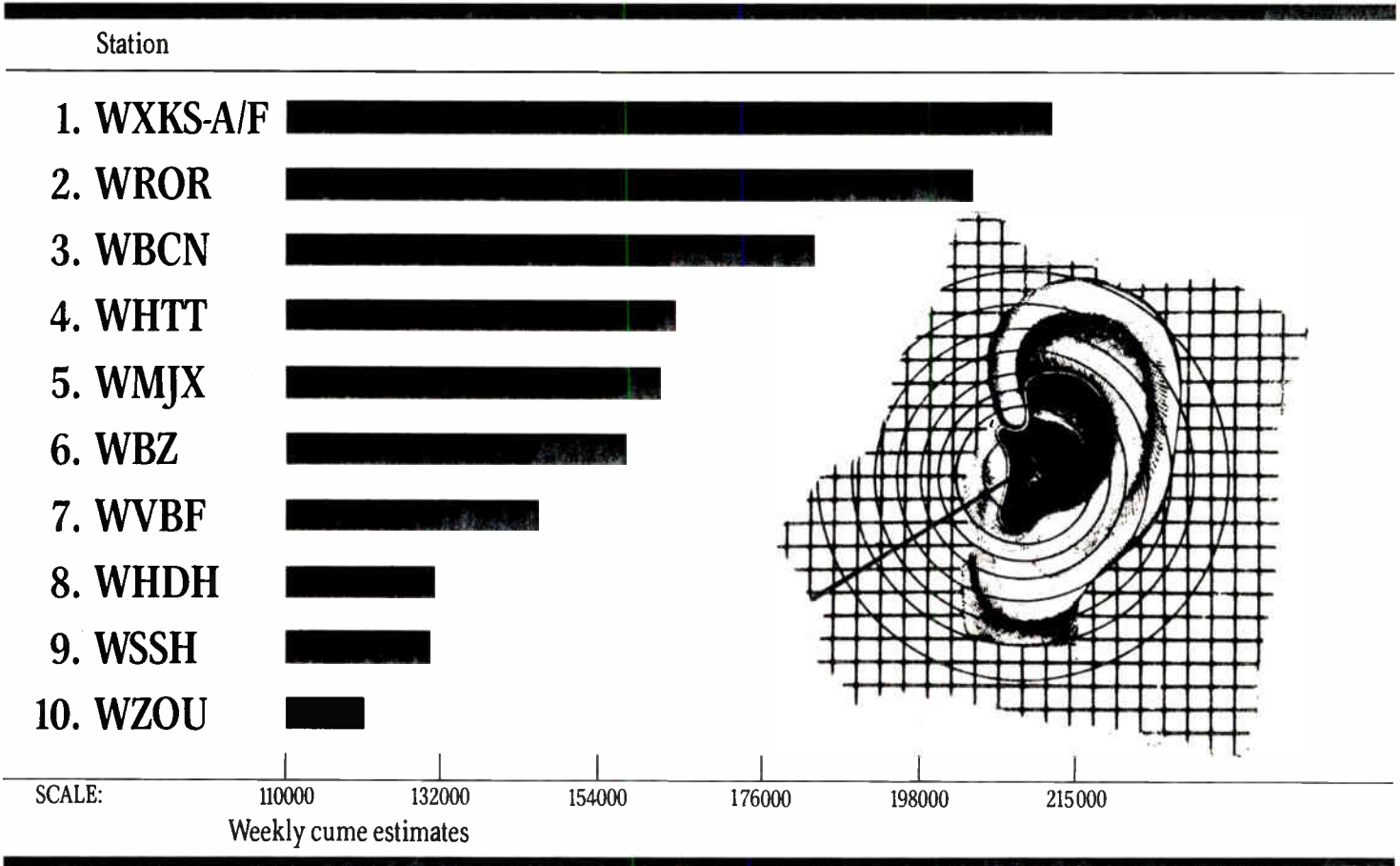
Continued on Page 97

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MAJOR MARKET RADIO SALES

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BIRMINGHAM #47

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.1	12.8	14.2	1	1	WZZK-FM 104.7	CTRY	2	5	4	2	1	9/110	KATZ		15.5
8.4	12.0	14.0	2	2	WAPI-FM 94.5	CHR	1	1	1	1	4	11/105	CHRISTAL	ABC-C	17.1
11.8	11.6	10.6	3	3	WENN-FM 107.7	B/U	5	2	2	3	3	10/105	SELCOM	NBN	10.4
8.3	11.1	9.0	4	4	WMJJ 96.5	AC	3	7	3	4	2	13/83	BLAIR	US1	12.3
6.5	2.2	7.6	5	5	WATV 900	B/U	9	4	7	5	6	7/152	W&P		2.8
1.9	2.1	5.8	6	6	WAPI 1070	AC	7	16	15	12	8	11/101	CHRISTAL	NBC	4.5
11.0	8.9	5.4	7	7	WKXX 106.9	CHR	4	3	5	6	7	22/50	MCGAVREN	ABC-D	7.2
2.4	4.0	4.8	8	8	WJLD 1400	B/U	10	18	8	9	12	11/100	MASLA	MBS	5.2
2.3	3.4	4.3	9	9	WLTB 99.5	CTRY	8	6	6	7	5	14/75	EASTMAN		2.8
6.1	5.2	3.9	10	10	WAGG 1320	REL	14	10	9	10	11	10/109	SELCOM	NBN	6.3
3.3	3.0	3.7	11	11	WERC 960	N/T	6	13	10	8	9	19/59	MCGAVREN		4.1
5.6	6.1	2.1	12	12	WVOK 690	CTRY	11	15	14	14	13	22/48	EASTMAN	CBS	.8
5.7	3.2	1.9	13	13	WZZK 610	CTRY	13	19	11	11	10	21/52	KATZ		.5
1.8	1.6	1.9	13	13	WDJC 93.7	REL	12	8	12	13	14	22/49	CRAWFORD		1.9

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WAPI-FM	1 WAPI-FM	1 WAPI-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	AC ██████████ 14.8 Bik/Urbn ██████████ 23.0 CHR ██████████ 19.4 Ctry ██████████ 22.5 N/T ██████████ 3.7 Rel ██████████ 5.8	
2 WMJJ-FM	2 WENN-FM	2 WZZK-FM	2 WAPI-FM	2 WAPI-FM	2 WMJJ-FM		
3 WENN-FM	3 WZZK-FM	3 WENN-FM	3 WENN-FM	3 WMJJ-FM	3 WATV		
4 WKXX-FM	4 WMJJ-FM	4 WMJJ-FM	4 WMJJ-FM	4 WENN-FM	4 WENN-FM		
5 WZZK-FM	5 WATV	5 WKXX-FM	5 WATV	5 WLTB-FM	5 WLTB-FM		
6 WLTB-FM	6 WLTB-FM	6 WLTB-FM	6 WLTB-FM	6 WKXX-FM	6 WAPI-FM		
7 WATV	7 WKXX-FM	7 WERC	7 WKXX-FM	7 WAPI	7 WKXX-FM		
8 WJLD	8 WJLD	8 WATV	8 WAGG	8 WERC	8 WAGG		
9 WERC	9 WAGG	9 WJLD	9 WJLD	9 WZZK	9 WAPI		
10 WAGG	10 WZZK	10 WZZK	10 WVOK	10 WJLD	10 WVOK		

ANAHEIM-SANTA ANA #19

Continued from Page 90

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
0.6	0.9	1.0	27	KWIZ 1480	AC	28	15	23	29	29	17/64	TORBET	
0.8	1.4	1.0	27	KUTE 101.9	B/U	27	36	17	21	25	18/60	DURPETTI	
2.1	0.9	1.0	27	KYMS 106.3	REL	32	8	18	27	35	14/77		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KRTH	1 KIIS-FM	AC	14.1
2 KROQ	2 KLOS	2 KROQ	2 KBIG	2 KLOS	2 KBIG	AOR	14.7
3 KIIS-FM	3 KRTH	3 KRTH	3 KOST	3 KIIS-FM	3 KRTH	BBnd	3.4
4 KMET	4 KOST	4 KIIS-FM	4 KRTH	4 KBIG	4 KOST	Blk/Urbn	1.0
5 KRTH	5 KKHR	5 KMET	5 KLOS	5 KABC	5 KBZT	BM/Easy	10.7
6 KKHR	6 KBZT	6 KABC	6 KKHR	6 KJOI	6 KFI	CHR	13.8
7 KOST	7 KMET	7 KBIG	7 KBZT	7 KNX	7 KABC	Clas	2.2
8 KMGG	8 KBIG	8 KJOI	8 KIQQ	8 KROQ	8 KIQQ	Ctry	4.9
9 KABC	9 KIQQ	9 KNX	9 KFI	9 KKGO	9 KLOS	Gold	6.2
10 KNAC	10 KKGO	10 KKGO	10 KKGO	10 KMET	10 KNOB	Jazz	2.1
						N/T	12.0
						Rel	1.0
						Span	1.2

BOSTON #7

Continued from Page 94

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WBZ	AC	29.2
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WROR	2 WBZ	2 WHDH	AOR	9.8
3 WAAF	3 WROR	3 WZLX	3 WBZ	3 WXKS-FM	3 WROR	BBnd	3.5
4 WZLX	4 WHTT	4 WBZ	4 WBCN	4 WVBF	4 WSSH	Blk/Urbn	2.5
5 WMJX	5 WMJX	5 WVBF	5 WSSH	5 WRKO	5 WVBF	BM/Easy	6.2
6 WVBF	6 WVBF	6 WROR	6 WHDH	6 WHDH	6 WBCN	CHR	11.3
7 WCGY	7 WSSH	7 WAAF	7 WVBF	7 WSSH	7 WJIB	Clas	1.1
8 WILD	8 WZLX	8 WHDH	8 WMJX	8 WROR	8 WXKS-FM	Ctry	2.9
9 WFNX	9 WILD	9 WSSH	9 WHTT	9 WBOS	9 WMJX	Gold	5.2
10 WHTT	10 WZOU	10 WRKO	10 WILD	10 WZLX	10 WBOS	N/T	10.2

BUFFALO-NIAGARA FALLS #35

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CJME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	9.6	13.3	1	WBEN 930	AC	1	9	12	4	1	14/82	EASTMAN	NBC	8.9
9.4	9.8	10.6	2	WJYE 96.1	B/EZ	3	14	11	7	3	11/95	BLAIR		6.6
7.4	5.6	7.3	3	WYRK 106.5	CTRY	9	11	8	3	2	11/100	MCGAVREN		7.2
5.7	7.4	6.6	4	WBUF 92.9	AC	7	10	2	1	4	15/71	MCGAVREN		8.9
4.9	6.2	6.5	5	WPHD 103.3	CHR	4	2	1	2	6	17/63	CBS	CBS-R	7.2
5.0	5.5	6.0	6	WWKB 1520	AC	5	13	9	9	5	18/62	BLAIR	ABC-D	5.1
6.6	5.5	5.9	7	WNYS-FM 104.1	CHR	6	1	5	5	9	18/61	MMR	ABC-C	5.1
8.1	6.9	4.9	8	WECK 1230	BBND	11	19	20	17	13	12/94	W&P	ABC-I	5.9
5.3	4.2	4.9	8	WGR 550	AC	8	18	13	10	7	19/56	KATZ	ABC-E	4.0
4.1	4.6	4.7	10	WBEN-FM 102.5	CHR	2	4	3	8	10	27/41	EASTMAN	ABC-C	5.8
7.2	5.1	4.5	11	WBLK 93.7	B/U	13	5	4	6	8	12/91	SELCOM	ABC-F	5.1
1.8	5.0	3.7	12	WKSE 98.5	CHR	10	3	6	11	11	19/56	HNWH		8.8
5.2	2.3	2.4	13	WGR -FM 96.9	AC	12	12	10	12	12	22/48	KATZ	NBC-S	2.7
0.8	0.9	2.4	13	WDCX 99.5	REL	17	8	17	14	14	7/146			2.2
--	2.6	2.2	15	CILQ 107.1	AOR	15	7	7	13	18	13/82			2.1
2.3	1.0	1.3	16	WUWU 107.7	AC	16	22	19	19	15	19/58			1.4
3.2	2.4	1.1	17	WYSL 1400	CHR	14	6	16	18	16	37/30	CBS		.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPHD	1 WBUF	1 WPHD	1 WBUF	1 WBEN	1 WBEN	AC 34.5
2 WBUF	2 WPHD	2 WBEN	2 WYRK	2 WYRK	2 WJYE	AOR 2.2
3 CILQ	3 WBEN	3 WYRK	3 WJYE	3 WPHD	3 WBUF	BBnd 4.9
4 WBLK	4 WKSE	4 WBUF	4 WNYS-FM	4 WJYE	4 WWKB	Blk/Urbn 4.5
5 WBEN	5 WNYS-FM	5 WBLK	5 WBEN	5 WBUF	5 WYRK	BM/Easy 10.6
6 WNYS-FM	6 WBLK	6 WGR	6 WBEN	6 WGR	6 WBLK	CHR 21.9
7 WYRK	7 WWKB	7 WNYS-FM	7 WWKB	7 WWKB	7 WNYS-FM	Ctry 7.3
8 WKSE	8 WYRK	8 WWKB	8 WBLK	8 WBLK	8 WGR	Rel 2.4
9 WGR-FM	9 WJYE	9 WBEN	9 WPHD	9 WBEN	9 WBEN	
10 WBEN	10 WGR-FM	10 CILQ	10 WKSE	10 WNYS-FM	10 WKSE	

CHARLOTTE-GASTONIA-ROCK HILL #40

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.8	12.6	13.1	1	WSOC-FM 103.7	CTRY	1	6	5	3	1	11/98	CHRISTAL	MBS	13.6
10.9	13.4	12.1	2	WPEG 97.9	B/U	4	2	1	1	3	9/117	HNWH	CBS-R	11.5
6.7	7.4	9.9	3	WEZC 104.7	AC	3	8	2	2	2	11/95	MMR		9.8
7.7	8.3	9.8	4	WROQ-FM 95.1	CHR	2	1	3	4	7	13/86	EASTMAN	US1	12.5
2.8	6.6	7.3	5	WLVK 96.9	CTRY	7	7	6	6	4	12/94	SELCOM		8.1
13.3	9.4	7.2	6	WBT 1110	AC	6	11	9	7	5	14/78	BLAIR	ABC-I	7.0
9.2	8.3	6.4	7	WBCY 107.9	CHR	5	4	4	5	6	17/63	BLAIR	ABC-F	6.6
6.0	5.6	6.0	8	WZXI 101.9	B/EZ	9	12	11	9	8	10/111	RKO		4.8
6.4	4.4	4.1	9	WJZR 99.7	CHR	8	3	7	8	9	17/65	TORBET		5.6
--	--	2.2	10	WXRC 95.7	AOR	13	5	8	10	18	9/89	SOUTHERN	NBC-S	
1.8	1.1	1.9	11	WGIV 1600	B/U	10	16	10	11	10	15/72	SELCOM	NBN	3.0
1.1	1.4	1.7	12	WQCC 1540	B/U	16	24	16	14	12	7/155	SAVALLI		.4
0.4	--	1.2	13	WWDM 101.3	B/U	14	9	12	12	17	14/79	HNWH	ABC-F	
--	--	1.0	14	WRDX 106.5	AC	15	19	14	13	11	13/82	SOUTHERN		
1.1	1.3	1.0	14	WLON 1050	CTRY	18	13	19	20	14	10/114	SOUTHERN		.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPEG	1 WEZC	1 WSOC-FM	1 WEZC	1 WSOC-FM	1 WEZC	AC
2 WROQ-FM	2 WPEG	2 WPEG	2 WPEG	2 WEZC	2 WPEG	AOR
3 WBCY	3 WROQ-FM	3 WROQ-FM	3 WSOC-FM	3 WLVK	3 WSOC-FM	Bik/Urbn
4 WEZC	4 WBCY	4 WEZC	4 WROQ-FM	4 WBT	4 WBT	BM/Easy
5 WSOC-FM	5 WSOC-FM	5 WLVK	5 WBCY	5 WPEG	5 WLVK	CHR
6 WXRC	6 WLVK	6 WBCY	6 WLVK	6 WBCY	6 WBCY	Ctry
7 WJZR	7 WJZR	7 WBT	7 WBT	7 WROQ-FM	7 WROQ-FM	
8 WLVK	8 WXRC	8 WXRC	8 WJZR	8 WZXI	8 WZXI	
9 WBT	9 WZXI	9 WJZR	9 WZXI	9 WGIV	9 WJZR	
10 WWDM	10 WBT	10 WZXI	10 WGIV	10 WJZR	10 WLON	

AC	17.1
AOR	2.2
Bik/Urbn	16.9
BM/Easy	6.0
CHR	20.3
Ctry	21.4

CHICAGO #3

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	11.4	9.7	9.3	9.6	1	1	WGN 720	TALK	1	17	15	7	1	13/85	CHRISTAL	ABC-I	9.7
5.6	6.8	5.4	5.8	6.5	2	2	WLOO 100.3	B/EZ	11	15	20	9	3	10/113	KATZ		3.5
6.1	4.7	6.1	5.5	5.4	3	3	WGCI-FM 107.5	B/U	6	3	2	1	2	13/85	MCGAVREN		6.5
4.8	5.2	4.5	4.5	5.3	4	4	WBMX 102.7	B/U	4	2	1	2	5	14/78	DURPETTI	ABC-F	7.0
4.5	4.4	4.9	4.5	4.8	5	5	WBBM 780	NEWS	2	19	21	18	15	19/58	CBS SPOT	CBS	6.6
4.6	5.0	4.2	4.4	4.4	6	6	WBBM-FM 96.3	CHR	3	1	8	13	19	19/57	CBS-FM	CBS-R	3.7
3.4	2.8	3.1	3.5	3.8	7	7	WLUP 97.9	AOR	12	4	3	3	13	16/69	MMR		5.7
2.9	2.5	3.4	2.9	3.6	8	8	WJJD 1160	BBND	20	16	30	27	20	10/109	MMR		3.1
4.6	3.3	3.3	2.5	3.6	8	8	WKQX 101.1	CHR	5	8	5	4	8	19/56	EASTMAN	NBC-S	3.5
3.2	3.2	3.2	3.9	3.5	10	10	WLAK 93.9	AC	13	13	13	10	7	16/66	CHRISTAL		3.3
4.1	3.2	2.8	3.5	3.4	11	11	WMAQ 670	CTRY	7	21	19	15	9	19/57	EASTMAN	NBC	3.4
1.7	1.9	2.9	3.1	3.2	12	12	WJMK 104.3	GOLD	15	18	7	5	4	16/69	MMR	US2	2.2
2.4	2.4	2.6	2.7	3.2	12	12	WXRT 93.1	AOR	18	23	4	6	6	13/84	SELCOM		3.3
2.7	2.4	2.5	2.8	3.2	12	12	WFYR 103.5	AC	9	9	6	8	11	20/54	REPUBLIC	US1	3.3
4.1	4.1	3.8	3.8	2.9	15	15	WCLR 101.9	AC	14	14	11	11	10	18/61	TORBET		2.8
2.7	3.4	2.9	2.8	2.8	16	16	WIND 560	TALK	16	26	24	22	18	15/70	BLAIR	MBS	4.1
3.2	2.7	3.6	4.3	2.8	16	16	WLS 890	CHR	10	6	9	12	14	23/48	HNWH	ABC-C	3.6
3.5	2.8	2.3	2.5	2.7	18	18	WLS-FM 94.7	CHR	8	5	10	14	16	25/44	MMR		3.1
2.7	2.9	3.3	3.2	2.4	19	19	WUSN 99.5	CTRY	19	12	16	16	12	16/69	SELCOM	ABC-D	2.1
2.0	1.9	1.7	1.8	1.8	20	20	WOJO 105.1	SPAN	26	27	17	20	17	9/124	CABALLERO		.5
3.3	2.9	2.3	1.6	1.7	21	21	WMET 95.5	AC	17	10	14	19	22	26/42	MCGAVREN		1.5
2.0	2.3	1.7	1.7	1.6	22	22	WAIT 820	BBND	23	33	36	31	29	14/75	KATZ		1.5
0.6	1.7	1.9	2.3	1.6	22	22	WCKG 105.9	AOR	21	11	12	17	24	18/60	KATZ		1.7
1.4	1.5	1.2	0.8	1.4	24	24	WJPC 950	B/U	22	7	18	21	23	17/65		NBN	.2
1.6	1.6	1.7	2.0	1.3	25	25	WFMT 98.7	CLAS	24	32	23	23	21	16/66	CMBS		1.7
1.0	1.0	1.1	1.4	1.2	26	26	WVON 1450	B/U	29	20	25	26	25	11/102			1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WLUP	1 WBMX	1 WLUP	1 WBMX	1 WGN	1 WGN	AC	11.3
2 WBMX	2 WGCI-FM	2 WLS	2 WGCI-FM	2 WLS	2 WCLR	AOR	7.0
3 WLS	3 WFYR	3 WBMX	3 WCLR	3 WJMK	3 WGCI-FM	BBnd	5.2
4 WXRT	4 WCLR	4 WGCI-FM	4 WFYR	4 WGCI-FM	4 WLAK	Blk/Urbn	13.3
5 WCKG	5 WLUP	5 WXRT	5 WLAK	5 WXRT	5 WLOO	BM/Easy	6.5
6 WGCI-FM	6 WLAK	6 WJMK	6 WKQX	6 WLUP	6 WBMX	CHR	13.5
7 WKQX	7 WKQX	7 WGN	7 WLS	7 WUSN	7 WFYR	Clas	1.3
8 WJMK	8 WJMK	8 WCKG	8 WJMK	8 WBBM	8 WKQX	Ctry	5.8
9 WCLR	9 WLS	9 WKQX	9 WGN	9 WLOO	9 WJMK	Gold	3.2
10 WGN	10 WBBM-FM	10 WUSN	10 WLUP	10 WBMX	10 WLS	N/T	17.2
						Span	1.8

CHICAGO #3

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	9.3	9.6	9.9	8.0	1	1	WGN 720	TALK	1	19	15	8	1	14/77	CHRISTAL	ABC-I	9.7
4.5	4.5	5.3	7.0	6.4	2	2	WBMX 102.7	B/U	4	2	1	1	7	12/87	DURPETTI	ABC-F	7.0
6.1	5.5	5.4	4.8	5.3	3	3	WGCI-FM 107.5	B/U	5	3	3	2	2	14/80	MCGAVREN		6.5
5.4	5.8	6.5	5.1	5.2	4	4	WLOO 100.3	B/EZ	13	23	19	14	6	11/101	KATZ		3.5
4.9	4.5	4.8	4.9	4.5	5	5	WBBM 780	NEWS	2	14	18	18	14	20/55	CBS SPOT	CBS	6.6
3.6	4.3	2.8	4.2	4.1	6	6	WLS 890	CHR	6	8	4	4	3	17/65	HNWH	ABC-C	3.6
3.1	3.5	3.8	3.5	4.0	7	7	WLUP 97.9	AOR	11	5	2	3	13	14/76	MMR		5.7
4.2	4.4	4.4	3.8	3.7	8	8	WBBM-FM 96.3	CHR	3	1	12	15	23	22/49	CBS-FM	CBS-R	3.7
3.2	3.9	3.5	3.4	3.4	9	9	WLAK 93.9	AC	12	18	10	11	8	17/65	CHRISTAL		3.3
3.8	3.8	2.9	2.6	3.3	10	10	WCLR 101.9	AC	10	12	8	7	5	18/61	TORBET		2.8
3.3	3.2	2.4	2.7	3.3	11	11	WUSN 99.5	CTRY	16	22	13	12	10	13/82	SELCOM	ABC-D	2.1
2.9	2.8	2.8	3.4	3.2	12	12	WIND 560	TALK	18	27	26	21	17	12/91	BLAIR	MBS	4.1
2.9	3.1	3.2	3.5	3.2	13	13	WJMK 104.3	GOLD	15	16	11	5	4	15/71	MMR	US2	2.2
3.3	2.5	3.6	3.6	3.2	14	14	WKQX 101.7	CHR	8	9	6	6	11	20/55	EASTMAN	NBC-S	3.5
3.4	2.9	3.6	3.0	3.2	15	15	WJJD 1160	BBND	17	28	27	25	21	13/86	MMR		3.1
2.5	2.8	3.2	2.8	3.1	16	16	WFYR 103.5	AC	7	6	7	9	9	21/51	REPUBLIC	US1	3.3
2.6	2.7	3.2	2.5	2.6	17	17	WXRT 93.7	AOR	20	21	5	10	12	14/76	SELCOM		3.3
2.8	3.5	3.4	2.8	2.6	18	18	WMAQ 670	CTRY	14	15	17	16	16	19/56	EASTMAN	NBC	3.4
1.7	1.7	1.6	2.0	2.2	19	19	WAIT 820	BBND	22	31	30	30	28	12/89	KATZ		1.5
2.3	2.5	2.7	2.5	2.0	20	20	WLS-FM 94.7	CHR	9	4	14	17	19	29/37	MMR		3.1
1.9	2.3	1.6	1.6	1.9	21	21	WCKG 105.9	AOR	21	10	9	13	18	15/71	KATZ		1.7
1.7	1.8	1.8	2.3	1.9	22	22	WOJO 105.1	SPAN	29	29	20	20	15	7/164	CABALLERO		.5
1.1	1.4	1.2	1.3	1.6	23	23	WVON 1450	B/U	28	13	23	23	24	10/113			1.2
2.3	1.6	1.7	1.7	1.6	24	24	WMET 95.5	AC	19	7	16	19	22	24/45	MCGAVREN		1.5
1.7	2.0	1.3	1.3	1.5	25	25	WFMT 98.7	CLAS	23	24	24	22	20	17/65	CMBS		1.7
0.9	0.7	0.7	0.5	1.0	26	26	WGCI 1390	B/U	25	17	25	26	25	20/55	MCGAVREN		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 WLUP	1 WBMX	1 WLUP	1 WBMX	1 WGN	1 WGN	AC	11.2
2 WBMX	2 WGCI-FM	2 WLS	2 WGCI-FM	2 WLS	2 WCLR	AOR	8.5
3 WLS	3 WFYR	3 WBMX	3 WCLR	3 WJMK	3 WGCI-FM	BBnd	5.4
4 WXRT	4 WCLR	4 WGCI-FM	4 WFYR	4 WGCI-FM	4 WLAK	Blk/Urbn	14.3
5 WCKG	5 WLUP	5 WXRT	5 WLAK	5 WXRT	5 WLOO	BM/Easy	5.2
6 WGCI-FM	6 WLAK	6 WJMK	6 WKQX	6 WLUP	6 WBMX	CHR	13.0
7 WKQX	7 WKQX	7 WGN	7 WLS	7 WUSN	7 WFYR	Clas	1.5
8 WJMK	8 WJMK	8 WCKG	8 WJMK	8 WBBM	8 WKQX	Ctry	5.9
9 WCLR	9 WLS	9 WKQX	9 WGN	9 WLOO	9 WJMK	Gold	3.2
10 WGN	10 WBBM-FM	10 WUSN	10 WLUP	10 WBMX	10 WLS	N/T	15.7
						Span	1.9

CINCINNATI #29

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.6	10.6	11.3	1	WKRQ 101.9	CHR	1	1	2	1	7	16/68	KATZ		10.0
6.0	9.4	10.5	2	WWEZ 92.5	B/EZ	5	7	12	9	4	10/107	CBS		10.5
8.7	7.4	8.2	3	WEBN 102.7	AOR	4	3	1	2	3	15/74	TORBET		9.8
6.5	10.3	7.8	4	WLW 700	AC	2	17	10	7	2	17/65	EASTMAN	ABC-I	7.4
4.6	4.2	7.8	4	WUBE 105.1	CTRY	8	5	6	3	1	11/95	MCGAVREN		11.8
6.5	5.5	7.2	6	WCKY 1530	N/T	7	14	14	11	9	12/87	CBS	CBS	4.4
10.3	9.6	6.8	7	WKRC 550	AC	3	11	11	8	6	19/58	KATZ	ABC-E	7.0
5.2	6.3	6.6	8	WBLZ 103.5	B/U	9	2	3	5	10	13/86	MASLA		7.5
7.4	6.6	6.2	9	WRRM 98.5	AC	6	6	4	4	5	15/73	BLAIR		4.5
4.3	5.1	4.2	10	WLLT 94.9	AC	10	9	5	6	8	17/63	HNWH		4.7
4.0	2.8	2.9	11	WSKS 96.5	AOR	12	4	7	13	14	18/61	EASTMAN	ABC-R	4.7
3.0	2.3	2.6	12	WCIN 1480	B/U	13	10	9	12	12	16/69	W&P	NBN	1.1
4.8	2.8	2.5	13	WWNK-FM 94.1	AC	11	8	8	10	13	23/47	MMR		3.6
4.4	1.9	1.6	14	WDJO 1230	GOLD	15	13	13	14	11	14/79	MCGAVREN	US2	1.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WEBN	1 WWEZ
2 WBLZ	2 WRRM	2 WUBE	2 WRRM	2 WUBE	2 WRRM
3 WKRQ	3 WEBN	3 WKRQ	3 WLLT	3 WLW	3 WKRQ
4 WRRM	4 WLLT	4 WBLZ	4 WEBN	4 WKRC	4 WKRC
5 WLLT	5 WBLZ	5 WLW	5 WWEZ	5 WRRM	5 WLW
6 WUBE	6 WUBE	6 WRRM	6 WUBE	6 WWEZ	6 WUBE
7 WSKS	7 WCIN	7 WKRC	7 WBLZ	7 WKRQ	7 WLLT
8 WLW	8 WSKS	8 WLLT	8 WKRC	8 WCKY	8 WEBN
9 WWNK-FM	9 WKRC	9 WWEZ	9 WLW	9 WLLT	9 WBLZ
10 WCIN	10 WWNK-FM	10 WCKY	10 WCIN	10 WBLZ	10 WCKY

AC	27.5
AOR	11.1
Bik/Urbn	9.2
BM/Easy	10.5
CHR	11.3
Ctry	7.8
Gold	1.6
N/T	7.2

CLEVELAND #22

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
10.9	12.8	11.0	12.2	14.5	1	1	WMMS 100.7	CHR	1	2	1	1	1	10/111	KATZ	NBC-S	18.2
6.8	7.5	7.7	6.9	8.2	2		WQAL 104.1	B/EZ	6	25	10	5	4	11/98	CHRISTAL		5.1
6.1	6.0	5.9	6.0	6.8	3		WMJI 105.7	AC	4	7	2	2	2	15/73	EASTMAN		6.9
7.6	8.1	9.1	6.3	6.7	4		WDOK 102.1	B/EZ	2	14	13	9	6	15/70	MCGAVREN		6.8
6.3	4.5	5.5	4.9	6.5	5		WBBG 126.0	BBND	10	22	26	21	16	9/117	EASTMAN		3.1
2.3	2.9	3.1	6.6	5.5	6		WWWE 110.0	AC	7	13	12	10	9	16/66	MCGAVREN	ABC-I	4.6
6.4	5.4	7.3	7.1	5.2	7		WLTF 106.5	AC	5	6	4	3	3	18/59	CHRISTAL	AP	7.3
5.7	5.2	6.0	5.1	5.1	8		WZAK 93.1	B/U	9	5	3	4	5	12/91	SELCOM	CBS-R	7.8
5.9	6.7	6.2	7.1	4.9	9		WGCL 98.5	CHR	3	1	5	7	10	21/53	MMR	ABC-F	5.8
4.6	5.2	3.4	4.3	4.5	10		WERE 130.0	N/T	8	11	18	15	11	16/68	MMR	CBS	4.2
4.2	4.0	4.2	3.5	4.3	11		WDMT 107.9	B/U	11	3	6	6	7	13/82	HNWH	US1	5.0
3.9	5.4	3.7	4.1	3.4	12		WGAR-FM 99.5	CTRY	13	10	8	8	8	14/80	BLAIR	ABC-E	3.1
3.1	2.2	1.6	2.3	2.6	13		WABQ 154.0	REL	20	24	17	18	13	9/128		SHRDN	1.0
2.2	2.1	1.3	2.4	2.1	14		WCLV 95.5	CLAS	14	17	16	16	14	17/65	CMBS		2.6
3.2	4.3	3.5	2.1	2.0	15		WRMR 85.0	B/EZ	16	19	20	13	12	15/70	CHRISTAL	AP	1.2
2.3	2.1	2.6	2.3	2.0	15		WRQC 92.3	CHR	12	4	9	14	18	24/44	MASLA	ABC-R	2.2
2.7	1.6	2.7	1.5	1.8	17		WHK 142.0	GOLD	15	12	11	12	15	20/55	KATZ	NBC	2.3
--	1.0	1.0	1.5	1.4	18		WONE-FM 97.5	AOR	21	8	7	11	17	11/98	MCGAVREN		2.3
2.3	2.1	1.7	1.8	1.1	19		WJMO 149.0	B/U	17	21	15	19	20	27/40	MASLA	NBN	.8
0.6	0.7	0.5	0.5	1.1	19		WKDD 96.5	CHR	19	9	14	17	19	20/54	KATZ		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.5
1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMJI	AOR	1.4
2 WMJI	2 WMJI	2 WMJI	2 WMJI	2 WMJI	2 WLTF	BBnd	6.5
3 WZAK	3 WLTF	3 WZAK	3 WLTF	3 WDOK	3 WMMS	Bik/Urbn	10.5
4 WONE-FM	4 WZAK	4 WLTF	4 WZAK	4 WQAL	4 WQAL	BM/Easy	16.9
5 WGCL	5 WDMT	5 WDMT	5 WQAL	5 WLTF	5 WZAK	CHR	22.5
6 WDMT	6 WGCL	6 WWWE	6 WGCL	6 WWWE	6 WDMT	Clas	2.1
7 WLTF	7 WQAL	7 WGCL	7 WDMT-FM	7 WGAR-FM	7 WDOK	Ctry	3.4
8 WWWE	8 WRQC	8 WQAL	8 WGAR-FM	8 WDMT	8 WGAR-FM	Gold	1.8
9 WGAR-FM	9 WGAR-FM	9 WGAR-FM	9 WDOK	9 WZAK	9 WGCL	N/T	4.5
10 WHK	10 WABQ	10 WDOK	10 WABQ	10 WONE-FM	10 WWWE	Rel	2.6

COLUMBUS #33

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
14.9	11.5	15.1	1	WLVQ 96.3	AOR	1	2	1	1	1	11/101	KATZ		20.6
9.2	11.1	10.5	2	WXGT 92.3	CHR	2	1	3	4	5	15/71	CHRISTAL		10.9
10.5	10.1	10.4	3	WTVN 610	AC	3	8	5	3	2	14/76	KATZ	ABC-E	7.9
9.7	12.6	9.7	4	WBNS-FM 97.1	B/EZ	6	13	9	7	4	11/99	BLAIR		6.5
7.5	10.8	9.6	5	WSNY 94.7	AC	4	7	2	2	3	14/76	MCGAVREN		9.5
6.1	4.9	5.3	6	WNCI 97.9	CHR	5	4	4	5	7	22/48	CHRISTAL	ABC-C	5.1
4.8	3.9	4.2	7	WRMZ 99.7	CTRY	8	9	8	6	6	13/86	TORBET	MBS	4.6
3.1	3.6	3.4	8	WMNI 920	CTRY	10	12	19	18	12	14/80	TORBET	MBS	3.0
1.1	1.9	3.4	8	WCKX 106.3	B/U	14	3	7	9	11	9/120	REGIONAL	NBN	2.7
2.6	2.7	3.3	10	WVKO 1580	B/U	12	6	6	8	10	11/101	MCGAVREN	SHRDN	2.4
2.9	2.2	3.2	11	WBNS 1460	AC	7	17	12	11	8	25/44	BLAIR	ABC-I	2.5
3.6	3.6	3.0	12	WHOK 95.5	CTRY	9	10	13	10	9	17/64		AP	3.5
2.1	3.1	1.5	13	WZZT 103.7	B/U	16	5	10	14	18	18/62	MASLA	CBS-R	2.3
1.4	0.7	1.5	13	WCLT-FM 100.3	AC	15	14	11	15	15	19/57		MBS	0.7
1.2	1.5	1.5	13	WLW 700	AC	13	18	14	16	14	21/64	EASTMAN	ABC-I	1.3
1.8	2.4	1.4	16	WRFD 880	REL	18	22	15	12	16	12/87	W&P		2.0
2.0	1.6	1.3	17	WBBY 103.9	JAZZ	17	16	16	13	13	19/58	TORBET	US2	2.2
2.2	0.8	1.1	18	WCOL 1230	N/T	11	15	17	17	17	33/33	CHRISTAL	CBS	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLVQ	1 WLVQ	1 WLVQ	1 WSNY	1 WLVQ	1 WSNY
2 WSNY	2 WSNY	2 WSNY	2 WLVQ	2 WTVN	2 WTVN
3 WXGT	3 WXGT	3 WTVN	3 WTVN	3 WSNY	3 WLVQ
4 WNCI	4 WNCI	4 WXGT	4 WXGT	4 WBNS-FM	4 WBNS-FM
5 WCKX	5 WTVN	5 WNCI	5 WNCI	5 WNCI	5 WXGT
6 WTVN	6 WVKO	6 WRMZ	6 WBNS-FM	6 WRMZ	6 WRMZ
7 WVKO	7 WRMZ	7 WBNS-FM	7 WRMZ	7 WXGT	7 WNCI
8 WRMZ	8 WBNS-FM	8 WCKX	8 WVKO	8 WHOK	8 WBNS
9 WZZT	9 WCKX	9 WVKO	9 WCKX	9 WBNS	9 WHOK
10 WLW	10 WBNS	10 WLW	10 WHOK	10 WLW	10 WVKO



DALLAS-FT. WORTH #10

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.2	9.3	7.5	10.6	1	1	KVIL 103.7	AC	3	7	1	1	1	10/107	BLAIR		11.8
6.7	7.8	7.4	8.3	8.7	2	2	KKDA-FM 104.5	B/U	7	2	2	2	2	9/	SELCOM	AP	9.7
8.0	7.8	6.8	6.7	7.7	3	3	KRLD 1080	NEWS	1	18	15	12	6	15/71	KATZ	CBS	7.4
5.2	6.7	5.8	6.6	6.3	4	4	KEGL 97.1	CHR	2	1	3	5	11	17/64	BLAIR	ABC-C	7.9
5.9	4.6	5.3	6.1	6.0	5	5	KPLX 99.5	CTRY	5	8	5	3	3	15/74	REPUBLIC	AP	7.2
6.9	6.3	7.4	6.1	5.9	6	6	WBAP 820	CTRY	6	13	13	7	4	15/75	BLAIR	ABC-I	5.8
4.4	5.3	4.7	5.0	5.9	6	6	KSCS 96.3	CTRY	4	6	9	4	5	15/72	BLAIR		5.6
6.3	5.3	5.3	5.4	5.4	8	8	KMEZ-FM 100.3	B/EZ	10	14	19	13	8	11/99	MCGAVREN		4.0
4.3	4.5	5.2	6.1	4.7	9	9	KTXQ 102.1	AOR	8	3	4	6	10	16/67	CHRISTAL	ABC-R	5.5
2.1	4.1	4.0	4.2	3.7	10	10	KTKS 106.1	CHR	9	4	7	10	12	20/55	HNWH		4.6
4.1	3.1	2.6	3.5	3.4	11	11	KMGC 102.9	AC	12	11	8	8	9	16/66	CHRISTAL		2.3
1.4	2.6	2.1	2.5	3.3	12	12	KLUV 98.7	GOLD	14	20	10	9	7	15/75	TORBET	US2	2.8
3.7	3.1	2.5	3.5	3.1	13	13	KQZY 105.3	B/EZ	15	23	20	17	14	12/90	BLAIR/RAR		1.9
2.9	3.8	4.3	4.1	3.1	13	13	KZEW 97.9	AOR	11	9	6	11	13	19/56	MMR	NBC-S	4.6
1.1	0.7	1.4	1.7	2.2	15	15	KESS 94.1	SPAN	20	17	14	14	15	8/131	CABALLERO		.7
4.5	3.1	3.7	2.5	2.0	16	16	KAFM 92.5	CHR	13	5	12	16	22	25/43	DURPETTI		2.6
2.5	2.5	3.0	2.3	2.0	16	16	KDLZ 107.5	B/U	16	10	11	15	16	16/69	DURPETTI	US1	1.6
--	0.6	1.7	0.7	1.3	18	18	KLTY 94.9	REL	18	12	16	18	18	15/71			2.4
0.8	1.0	1.1	0.7	1.2	19	19	KSSA 1270	SPAN	26	16	17	19	17	7/151	CABALLERO	UPI	---
1.5	1.4	1.2	1.3	1.2	19	19	WRR 101.1	CLAS	19	24	21	22	19	15/71	CMBS		.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.0
1 KKDA-FM	1 KVIL	1 KKDA-FM	1 KVIL	1 KVIL	1 KVIL	AOR	7.8
2 KTXQ	2 KKDA-FM	2 KVIL	2 KKDA-FM	2 KKDA-FM	2 KKDA-FM	Bk/Urbn	10.7
3 KEGL	3 KEGL	3 KPLX	3 KSCS	3 WBAP	3 KSCS	BM/Easy	8.5
4 KZEW	4 KTKS	4 KTXQ	4 KPLX	4 KPLX	4 KMEZ-FM	CHR	12.0
5 KPLX	5 KLUV	5 WBAP	5 KTKS	5 KRLD	5 KPLX	Clas	1.2
6 KVIL	6 KSCS	6 KEGL	6 KLUV	6 KTXQ	6 KLUV	Ctry	17.8
7 KMGC	7 KPLX	7 KRLD	7 KEGL	7 KSCS	7 KMGC	Gold	3.3
8 KSCS	8 KMGC	8 KSCS	8 KMGC	8 KZEW	8 WBAP	N/T	7.7
9 KTKS	9 KTXQ	9 KZEW	9 KMEZ-FM	9 KLUV	9 KRLD	Rel	1.3
10 WBAP	10 KZEW	10 KMGC	10 KTXQ	10 KMGC	10 KTKS	Span	3.4

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DAYTON #46

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.0	15.8	15.1	1	WHIO-FM 99.1	B/EZ	2	14	10	4	1	10/113	CHRISTAL		12.9
5.8	11.5	11.1	2	WGTZ 92.9	CHR	1	1	2	2	4	14/80	KATZ		15.3
11.5	9.9	8.7	3	WTUE 104.7	AOR	4	2	1	1	3	14/76	MCGAVREN		9.1
8.0	10.3	8.6	4	WHIO 1290	AC	3	10	15	11	7	16/70	CHRISTAL	CBS	7.1
6.5	3.2	6.4	5	WWSN 107.7	AC	5	9	3	3	2	14/78	EASTMAN	US1	6.8
6.1	7.9	6.0	6	WONE 980	CTRY	6	12	11	6	5	13/81	MCGAVREN	ABC-D	6.4
4.1	6.1	4.2	7	WYMJ 103.9	AC	8	6	5	5	6	17/64	REPUBLIC	US1	4.2
3.1	3.7	3.7	8	WBLZ 103.5	B/U	9	3	6	9	11	16/68	MASLA		7.9
2.6	2.2	3.7	8	WSKS 96.5	AOR	12	4	4	7	15	13/83	EASTMAN	ABC-R	3.0
4.2	2.8	3.6	10	WDAO 1210	B/U	13	8	8	8	10	12/93	EASTMAN	SHRDN	3.4
4.1	4.3	3.4	11	WING 1410	AC	7	13	9	10	9	23/47	KATZ	ABC-I	3.2
1.8	2.0	3.0	12	WLW 700	AC	10	18	12	14	12	19/56	EASTMAN	ABC-I	1.9
2.4	1.8	3.0	12	WBZI 95.3	CTRY	14	5	14	12	8	13/83		US2	1.7
3.6	2.8	2.5	14	WVUD 99.9	AC	11	7	7	13	13	23/47	MASLA	CBS-R	1.6
1.9	1.4	1.7	15	WBLY 1600	CTRY	16	15	21	19	16	11/100	DEVNEY	MBS	.9
0.6	0.7	1.4	16	WIZE 1340	AC	15	11	19	21	19	16/69	UNIREP	ABC-I	1.6

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	29.5
AOR	12.4
Blk/Urbn	7.3
BM/Easy	15.1
CHR	11.1
Ctry	7.7

DENVER-BOULDER #23

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ ADJ.	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	10.0	10.7	10.5	1	KOSI 101.1	B/EZ	1	11	9	5	1	13/85	BLAIR		11.3
4.1	6.8	7.7	7.3	2	KBPI 105.9	AOR	3	1	3	4	8	15/75	SELCOM		7.8
4.9	5.9	6.8	6.8	3	KMJI 100.3	AC	4	9	4	1	2	14/77	CHRISTAL		4.9
6.7	5.2	5.0	6.5	4	KOA 850	TALK	2	13	11	8	4	20/53	KATZ	CBS	7.4
4.5	5.5	5.5	5.9	5	KBCO-FM 97.3	AOR	6	8	2	2	3	14/79	MASLA		7.3
4.4	4.7	3.9	5.6	6	KAZY 106.7	AOR	10	7	1	3	7	12/91	MCGAVREN		4.2
4.7	5.4	5.7	4.9	7	KRXY-FM 107.5	CHR	5	3	5	6	12	18/59	MMR		5.2
7.2	6.3	4.6	4.0	8	KPKE 95.7	CHR	7	2	7	12	16	19/56	HNWH		6.2
4.2	5.7	4.0	4.0	8	KYGO 98.5	CTRY	11	14	10	7	5	14/76	BLAIR		5.0
3.9	2.9	3.8	3.7	10	KVOD 99.5	CLAS	12	22	16	13	6	15/74	REPUBLIC		2.9
3.2	4.0	3.7	3.3	11	KNUS 710	N/T	14	21	19	16	14	14/78	SELCOM	ABC-I	2.0
6.0	3.7	4.3	3.2	12	KOAQ 103.5	CHR	9	6	6	9	11	22/50	KATZ	CBS-R	5.2
5.9	3.9	3.6	3.1	13	KIMN 950	CHR	8	5	8	10	10	23/48	BLAIR	ABC-C	2.8
3.6	3.4	5.2	3.0	14	KHOW 630	AC	13	15	15	11	9	17/63	EASTMAN	US 1	3.0
3.8	3.8	3.1	3.0	14	KEZW 1430	BBND	15	25	27	24	20	14/78	BLAIR	MBS	2.0
1.9	1.4	2.4	2.7	16	KDKO 1510	B/U	18	4	14	15	17	12/90			2.9
3.6	2.8	2.4	2.4	17	KLZ 560	CTRY	16	19	23	18	15	16/67	MCGAVREN	ABC-I	3.9
2.5	1.6	1.5	2.1	18	KRZN 1150	GOLD	17	10	13	14	13	18/61	CHRISTAL		2.1
1.4	1.4	1.2	1.6	19	KDEN 1340	NEWS	19	26	24	26	25	17/63	SAVALLI	ABC-E	.9
0.9	1.0	0.7	1.5	20	KTCL 93.3	MISC	23	24	12	17	18	11/98			.5
0.7	0.7	0.8	1.1	21	KBRQ-FM 105.1	CTRY	24	23	20	20	19	13/84	TORBET	ABC-E	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KAZY	1 KMJI	1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KMJI	AC	9.8
2 KBPI	2 KBCO-FM	2 KAZY	2 KOSI	2 KOSI	2 KOSI	AOR	18.8
3 KBCO-FM	3 KAZY	3 KBPI	3 KBCO-FM	3 KOA	3 KYGO	BBnd	3.0
4 KMJI	4 KBPI	4 KMJI	4 KAZY	4 KMJI	4 KHOW	Bk/Urbn	2.7
5 KRXY-FM	5 KOAQ	5 KOSI	5 KOAQ	5 KVOD	5 KIMN	BM/Easy	10.5
6 KTCL	6 KRXY-FM	6 KOA	6 KBPI	6 KBPI	6 KOA	CHR	15.2
7 KPKE	7 KIMN	7 KVOD	7 KRXY-FM	7 KAZY	7 KBCO-FM	Clas	3.7
8 KOA	8 KPKE	8 KYGO	8 KIMN	8 KYGO	8 KOAQ	Ctry	7.5
9 KOAQ	9 KOSI	9 KRXY-FM	9 KYGO	9 KNUS	9 KAZY	Gold	2.1
10 KYGO	10 KDKO	10 KTCL	10 KHOW	10 KHOW	10 KVOD	Misc	1.5
						N/T	11.4

DETROIT #6

FBI '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ AOR	STATIONS	FORMAT	RANK					TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
									CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				
10.6	7.2	10.4	11.5	9.0	1	1	WJR 760	MISC	1	16	12	6	1	14/80	EASTMAN	ABC-I	9.2
5.8	5.6	6.3	8.3	6.9	2	2	WJLB 97.9	B/U	8	2	2	1	3	12/93	MMR		6.7
9.8	7.2	6.1	6.1	6.3	3	3	WJOI 97.1	B/EZ	9	14	17	13	6	12/92	CBS SPOT		3.7
5.8	5.6	4.9	5.0	6.2	4	4	WWJ 950	NEWS	5	22	18	17	11	15/73	CBS SPOT	CBS	5.3
3.9	5.0	5.5	4.5	5.4	5	5	WHYT 96.3	CHR	2	1	6	7	14	21/53	EASTMAN	ABC-C	6.8
0.8	4.0	5.2	4.8	5.4	5	5	CKLW 800	BBND	10	23	22	18	13	11/95	TORBET		3.7
4.7	5.1	5.9	5.5	5.3	7	7	WCZY-AF 1500 95.5	CHR	3	3	5	4	4	20/55	HNWH		4.7
5.6	6.6	6.0	7.0	4.9	8	8	WRIF 101.1	AOR	4	5	1	2	7	20/55	BLAIR	ABC-R	6.5
4.5	3.9	4.1	4.3	4.3	9	9	WNIC-FM 100.3	AC	7	7	4	3	2	19/57	KATZ		6.2
3.9	3.1	3.8	3.6	4.2	10	10	WLLZ 98.7	AOR	6	4	3	5	16	20/55	MCGAVREN	ABC-F	6.7
4.6	5.1	3.4	3.4	3.2	11	11	WXYT 1270	TALK	12	26	25	23	18	16/69	BLAIR	ABC-I	4.1
2.9	2.8	3.6	2.6	3.2	11	11	WWWW 106.7	CTRY	11	28	16	11	10	16/67	CHRISTAL	AP	3.3
3.8	3.8	3.7	3.4	3.1	13	13	WOMC 104.3	AC	13	13	8	9	5	16/68	KATZ	US2	3.1
1.7	3.3	2.5	2.3	3.1	13	13	WKSG 102.7	GOLD	17	21	7	8	8	13/81	MASLA	NBC-S	2.6
3.5	--	1.8	1.8	2.9	15	15	WLTI 93.1	AC	16	17	11	10	9	14/76	CHRISTAL		2.7
2.5	3.2	2.6	2.0	2.4	16	16	WJZZ 105.9	JAZZ	19	25	9	12	12	16/67	W&P		3.4
1.8	1.9	1.6	2.0	2.2	17	17	WCXI-FM 92.3	CTRY	18	11	13	15	15	18/61	DURPETTI	ABC-E	2.4
1.5	1.3	1.2	1.2	2.1	18	18	WQRS 105.1	CLAS	22	31	19	22	23	12/87	CMBS		1.1
1.1	1.5	2.9	2.2	2.0	19	19	WGPR 107.5	B/U	20	8	14	16	19	17/66	LAZAR	SHRDN	1.0
2.8	2.0	1.8	2.5	1.9	20	20	WDTX 99.5	MISC	15	6	10	14	22	22/48	REPUBLIC		2.4
3.7	2.7	2.4	1.8	1.5	21	21	WMJC 93.1	AC	14	10	15	19	17	28/39	MMR	US1	1.8
1.6	1.3	1.4	1.2	1.3	22	22	WCHB 1440	B/U	23	18	20	21	20	14/78	W&P	NBN	1.1
2.1	2.2	1.8	2.5	1.3	22	22	WCXI 1130	CTRY	21	27	27	24	24	21/52	DURPETTI	UPI	1.6
1.4	1.0	1.3	0.7	1.2	24	24	WHND 560	GOLD	27	15	21	20	21	12/93	MMR	US1	0.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WJR	1 WNIC-FM	1 WJR	1 WNIC-FM	AC	11.8
2 WLLZ	2 WJLB	2 WLLZ	2 WJLB	2 WLLZ	2 WJLB	2 WRIF	2 WJOI	2 WRIF	2 WJOI	AOR	9.1
3 WJLB	3 WHYT	3 WJLB	3 WCZY-FM	3 WJLB	3 WCZY-FM	3 WKSG	3 WJLB	3 WKSG	3 WJLB	BBnd	5.4
4 WKSG	4 WCZY-FM	4 WJR	4 WHYT	4 WJR	4 WHYT	4 WWWW	4 WOMC	4 WWWW	4 WOMC	Bik/Urbn	10.2
5 WCZY-FM	5 WRIF	5 WKSG	5 WLTI	5 WKSG	5 WLTI	5 WJZZ	5 WCZY-FM	5 WJZZ	5 WCZY-FM	BM/Easy	6.3
6 WJZZ	6 WOMC	6 WCZY-FM	6 WOMC	6 WCZY-FM	6 WOMC	6 WCZY-FM	6 WLTI	6 WCZY-FM	6 WLTI	CHR	10.7
7 WHYT	7 WLLZ	7 WJZZ	7 WJOI	7 WJZZ	7 WJOI	7 WJLB	7 WJR	7 WJLB	7 WJR	Clas	2.1
8 WNIC-FM	8 WDTX	8 WWWW	8 WRIF	8 WWWW	8 WRIF	8 WWJ	8 WHYT	8 WWJ	8 WHYT	Gold	6.7
9 WJR	9 WKSG	9 WOMC	9 WKSG	9 WOMC	9 WKSG	9 WOMC	9 WWWW	9 WOMC	9 WWWW	Jazz	4.3
10 WOMC	10 WLTI	10 WNIC-FM	10 WJR	10 WNIC-FM	10 WJR	10 WLLZ	10 CKLW	10 WLLZ	10 CKLW	Misc	2.4
										N/T	10.9
											9.4

GREENSBORO-WINSTON SALEM-HIGH POINT #49

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.7	16.8	19.1	1	WTQR 104.1	CTRY	1	7	1	1	1	10/108	MCGAVREN		15.3
6.9	5.6	9.3	2	WOJY 100.3	B/EZ	4	12	5	3	3	11/95	CHRISTAL		5.7
7.3	7.9	8.8	3	WMAG 99.5	AC	2	8	2	2	2	13/83	MMR	ABC-E	6.4
8.0	12.3	8.3	4	WKZL 107.5	CHR	3	1	3	4	5	14/80	KATZ	ABC-R	11.4
7.0	5.9	7.5	5	WSJS 600	AC	6	11	14	7	4	10/108	MCGAVREN	MBS	7.5
--	2.3	4.9	6	WKSI 98.7	CHR	5	2	6	6	7	20/55	EASTMAN		5.7
10.6	7.5	4.8	7	WQMG 97.1	B/U	7	6	4	5	6	12/93	HNWH	CBS-R	6.0
1.7	2.5	2.7	8	WAAA 980	B/U	11	9	7	8	8	11/101	W&P	NBN	3.1
1.7	2.8	2.3	9	WMFR 1230	B/EZ	14	16	21	19	18	11/96	MMR	ABC-E	2.5
6.3	5.6	2.1	10	WSEZ 93.1	AC	8	4	8	9	10	25/43	TORBET	US1	0.0
--	1.0	2.0	11	WWWI 94.5	CTRY	10	15	9	10	11	15/71	KATZ		1.2
1.7	1.3	1.9	12	WBIG 1470	BBND	13	27	27	29	20	14/79	BLAIR	CBS	2.7
1.2	2.0	1.7	13	WSMX 1500	REL	27	29	10	11	9	6/196		ABC-I	.8
4.1	2.3	1.6	14	WDCG 105.1	CHR	9	3	11	12	16	22/48	BLAIR	US1	2.7
1.7	1.2	1.6	14	WWMO 102.1	REL	12	21	18	17	12	17/62			1.1
--	--	1.5	16	WTHP 98.3	B/U	16	5	15	15	14	13/84			1.7
2.0	1.5	1.5	16	WHPE 95.5	REL	17	23	31	30	25	12/93			1.6
1.0	2.5	1.4	18	WEAL 1510	B/U	21	14	12	13	17	11/101	HNWH	SBN	1.8
1.4	1.4	1.3	19	WPCM 101.1	CTRY	15	22	17	14	13	15/71	MASLA		.7
3.0	1.9	1.1	20	WAIR 1340	B/U	20	13	13	16	15	15/71	TORBET		1.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTQR	1 WMAG	1 WTQR	1 WTQR	1 WTQR	1 WTQR	AC 18.4
2 WKZL	2 WOJY	2 WMAG	2 WMAG	2 WMAG	2 WOJY	BBnd 1.9
3 WMAG	3 WKZL	3 WKZL	3 WOJY	3 WOJY	3 WMAG	Blk/Urbn 11.5
4 WQMG	4 WQMG	4 WOJY	4 WKZL	4 WKZL	4 WSJS	BM/Easy 11.6
5 WKSI	5 WTQR	5 WQMG	5 WQMG	5 WSJS	5 WQMG	CHR 14.8
6 WOJY	6 WKSI	6 WKSI	6 WKSI	6 WQMG	6 WKSI	Ctry 22.4
7 WWWI	7 WAAA	7 WSJS	7 WAAA	7 WKSI	7 WKZL	Rel 4.8
8 WSEZ	8 WAIR	8 WWWI	8 WSJS	8 WWWI	8 WAAA	
9 WAAA	9 WEAL	9 WSEZ	9 WEAL	9 WWMO	9 WSMX	
10 WDCG	10 WSEZ	10 WAAA	10 WSEZ	10 WAAA	10 WSEZ	

HARTFORD-NEW BRITAIN #39

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
18.6	20.1	18.3	1	WTIC 1080	AC	2	9	7	2	2	11/96	KATZ	NBC	17.1
14.1	15.8	14.9	2	WTIC-FM 96.5	CHR	1	1	1	1	1	14/77	KATZ		19.9
9.4	12.0	11.4	3	WRCH 100.5	B/EZ	3	6	11	7	3	10/107	TORBET	ABC-D	4.6
5.1	4.2	6.0	4	WIOF 104.1	AC	7	5	4	3	4	13/81	EASTMAN	CBS-R	2.4
6.7	6.1	5.8	5	WHCN 105.9	AOR	5	3	2	4	5	15/71	MASLA	ABC-R	9.5
2.4	3.4	4.9	6	WKSS 95.7	CHR	4	2	5	6	8	20/55	MMR		6.9
5.5	3.5	4.8	7	WDRG-FM 102.9	AC	6	10	3	5	6	17/65	MCGAVREN		3.8
5.3	4.5	3.7	8	WRCQ 910	BBND	11	17	22	19	14	11/95	TORBET	ABC-E	2.2
4.1	3.7	3.6	9	WPOP 1410	NEWS	9	15	16	12	11	16/67	EASTMAN	CBS	3.6
4.7	3.4	3.0	10	WCCC-FM 106.9	AOR	8	4	6	8	10	23/47	SELCOM	ABC-C	8.4
2.7	2.4	2.8	11	WDRG 1360	AC	10	14	8	9	7	17/62	MCGAVREN		3.7
2.6	2.0	1.8	12	WWYZ 92.5	AC	12	16	9	10	9	21/51	CBS	US1	1.4
0.6	0.4	1.4	13	WKHT 1230	CTRY	16	24	21	13	13	10/112	P/W	MBS	0.4
0.8	1.0	1.1	14	WPLR 99.1	AOR	13	8	10	11	16	33/33	CHRISTAL		1.3
0.5	--	1.1	14	WCTY 97.7	CTRY	20	18	24	14	12	9/123	TORBET	ABC-F	0.2
1.3	0.6	1.0	16	WKND 1480	B/U	22	11	19	16	15	9/117	ROSLIN	NBN	2.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	AC	33.7
2 WHCN	2 WDRG-FM	2 WHCN	2 WTIC	2 WTIC-FM	2 WTIC	AOR	6.9
3 WCCC-FM	3 WIOF	3 WTIC	3 WIOF	3 WHCN	3 WIOF	BBnd	3.7
4 WKSS	4 WKSS	4 WIOF	4 WDRG-FM	4 WRCH	4 WRCH	Bik/Urbn	1.0
5 WIOF	5 WHCN	5 WCCC-FM	5 WKSS	5 WIOF	5 WDRG-FM	BM/Easy	11.4
6 WDRG-FM	6 WTIC	6 WDRG-FM	6 WRCH	6 WDRG-FM	6 WDRG	CHR	19.8
7 WTIC	7 WWYZ	7 WKSS	7 WHCN	7 WDRG	7 WWYZ	Ctry	2.5
8 WPLR	8 WDRG	8 WRCH	8 WWYZ	8 WCCC-FM	8 WHCN-FM	N/T	3.6
9 WDRG	9 WCCC-FM	9 WDRG	9 WDRG	9 WKSS	9 WKSS		
10 WAQY	10 WRCH	10 WPLR	10 WCCC-FM	10 WPOP	10 WKND		

HOUSTON-GALVESTON #8

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.4	9.5	9.3	10.2	9.9	1	KMJQ 102.1	B/U	2	2	1	1	2	9/122	CHRISTAL		11.0
9.2	8.5	8.1	7.8	8.6	2	KKBQ-FM 92.9	CHR	1	1	2	2	5	13/84	MCGAVREN	ABC-F	9.0
7.4	7.8	6.6	6.0	6.9	3	KODA 99.1	B/EZ	5	15	10	7	4	12/89	BLAIR/RAR		5.4
7.6	7.8	6.8	7.2	6.7	4	KIKK-FM 95.7	CTRY	4	8	7	5	3	13/87	TORBET		7.5
4.8	5.6	4.1	4.4	5.9	5	KFMK 97.9	AC	10	12	6	3	1	11/101	SELCOM		4.9
6.3	5.8	6.3	6.3	5.6	6	KLTR 93.7	AC	3	9	4	4	6	15/71	MMR		5.4
4.4	4.4	4.9	6.4	5.3	7	KTRH 740	NEWS	6	17	11	10	8	16/68	CBS SPOT	CBS	3.7
5.3	5.2	5.0	5.4	5.0	8	KSRR 96.5	AOR	8	4	3	6	9	14/76	HNWH	ABC-R	6.3
4.1	4.3	4.7	4.5	4.5	9	KILT-FM 100.3	CTRY	11	7	9	9	7	14/79	BLAIR		5.8
4.8	5.2	4.5	5.3	4.5	9	KLOL 101.1	AOR	7	6	5	8	11	16/68	CBS-FM		7.3
4.5	4.3	5.1	4.3	4.3	11	KQUE 102.9	AC	13	21	27	15	10	9/117	REPUBLIC	ABC-E	4.5
2.7	2.8	5.7	4.7	3.5	12	KRBE-FM 104.1	CHR	9	3	8	11	12	19/56	KATZ		5.3
3.7	4.2	3.7	3.3	3.2	13	KPRC 950	N/T	12	32	20	12	13	14/77	EASTMAN	NBC	3.1
2.6	1.9	1.8	2.3	1.9	14	KYOK 1590	B/U	14	5	19	21	19	15/72	MASLA	CBS-R	1.3
1.9	1.6	1.3	1.5	1.4	15	KILT 610	CTRY	15	19	26	19	15	17/66	BLAIR		.6
1.1	1.8	1.4	1.2	1.4	15	KLAT 1010	SPAN	20	26	12	13	14	11/96	CABALLERO		1.0
--	0.4	0.9	0.5	1.3	17	KXXX 106.5	SPAN	26	10	14	14	17	9/120	LOTUS		---
1.3	1.2	1.0	1.3	1.2	18	KXYZ 1320	SPAN	18	11	13	16	23	15/88	CABALLERO		.5
2.2	1.8	2.0	1.7	1.2	18	KLEF 94.5	CLAS	17	23	21	20	18	18/59	CMBS	CBS	1.5
0.8	0.7	1.3	0.9	1.2	18	KCOH 1430	B/U	22	22	23	24	22	12/94	ROSLIN	SHRDN	.7
1.2	1.1	0.9	0.9	1.0	21	KGOL 107.5	REL	19	16	17	18	21	17/65		UPI	.7
0.7	1.1	0.5	0.8	1.0	21	KEYH 850	SPAN	24	30	22	22	20	13/81	LOTUS		.3
0.6	0.5	1.0	0.7	1.0	21	KNUZ 1230	GOLD	27	25	18	17	16	12/92	REPUBLIC	ABC-D	.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KMJQ	1 KMJQ	1 KMJQ	1 KMJQ	1 KFMK	1 KIKK-FM	AC	15.8
2 KSRR	2 KKBQ-FM	2 KFMK	2 KKBQ-FM	2 KMJQ	2 KFMK	AOR	9.5
3 KKBQ-FM	3 KLTR	3 KKBQ-FM	3 KLTR	3 KTRH	3 KODA	Bik/Urbn	13.0
4 KLOL	4 KFMK	4 KSRR	4 KIKK-FM	4 KLTR	4 KKBQ-FM	BM/Easy	6.9
5 KFMK	5 KSRR	5 KLOL	5 KFMK	5 KKBQ-FM	5 KMJQ	CHR	12.1
6 KLTR	6 KLOL	6 KLTR	6 KODA	6 KLTR	6 KLTR	Clas	1.2
7 KIKK-FM	7 KRBE-FM	7 KTRH	7 KILT-FM	7 KIKK-FM	7 KILT-FM	Ctry	12.6
8 KRBE-FM	8 KIKK-FM	8 KIKK-FM	8 KLOL	8 KILT-FM	8 KQUE	Gold	1.0
9 KTRH	9 KILT-FM	9 KODA	9 KSRR	9 KSRR	9 KSRR	N/T	8.5
10 KODA	10 KODA	10 KILT-FM	10 KRBE-FM	10 KLOL	10 KRBE-FM	Rel	1.0
						Span	4.9

INDIANAPOLIS #36

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.0	15.4	14.7	1	WIBC 107.0	AC	1	5	5	3	2	12/94	BLAIR		13.9
11.3	15.5	14.4	2	WFBQ 94.7	AOR	2	2	1	1	3	11/96	KATZ	NBC-S	18.2
7.7	9.2	10.2	3	WXTZ 103.3	B/EZ	4	6	9	7	4	11/95	MMR		8.4
8.9	8.2	10.0	4	WFMS 95.5	CTRY	5	8	6	2	1	11/99	TORBET		10.7
11.1	8.3	9.6	5	WZPL 99.5	CHR	3	1	2	4	6	15/74	HNWH		10.5
8.8	8.3	8.0	6	WTLC 105.7	B/U	8	4	4	6	7	9/120	MCGAVREN	SBN	8.4
7.8	6.1	6.1	7	WENS 97.1	AC	6	7	3	5	5	16/68	CHRISTAL		4.9
3.2	4.4	4.5	8	WMLF 131.0	BBND	10	14	18	12	11	11/97	MCGAVREN	MBS	2.5
4.9	4.9	4.1	9	WNAP 93.1	CHR	7	3	7	9	10	22/48	BLAIR		5.3
1.3	2.6	3.4	10	WTPI 107.9	AC	11	10	8	8	8	13/81	REPUBLIC	AP	3.3
5.1	5.1	2.4	11	WIRE 143.0	GOLD	9	9	11	11	12	25/44	MMR	ABC-E	2.1
2.6	2.1	2.1	12	WNDE 126.0	AC	12	13	10	10	9	20/53	KATZ	ABC-I	1.7
1.2	1.3	1.0	13	WGRT 81.0	B/U	17	17	15	13	13	8/145	W&P	SBN	.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFMS	AC 26.3
2 WZPL	2 WENS	2 WZPL	2 WFMS	2 WFMS	2 WIBC	AOR 14.4
3 WTLC	3 WTLC	3 WFMS	3 WENS	3 WIBC	3 WXTZ	BBnd 4.5
4 WENS	4 WZPL	4 WIBC	4 WIBC	4 WZPL	4 WENS	Blk/Urbn 9.0
5 WIBC	5 WIBC	5 WENS	5 WTLC	5 WENS	5 WFBQ	BM/Easy 10.2
6 WFMS	6 WNAP	6 WTLC	6 WXTZ	6 WXTZ	6 WTLC	CHR 13.7
7 WNAP	7 WFMS	7 WTPI	7 WZPL	7 WTLC	7 WZPL	Ctry 10.0
8 WTPI	8 WXTZ	8 WXTZ	8 WTPI	8 WTPI	8 WTPI	Gold 2.4
9 WNDE	9 WTPI	9 WNAP	9 WNAP	9 WIRE	9 WNDE	
10 WIRE	10 WNDE	10 WNDE	10 WNDE	10 WNDE	10 WNAP	

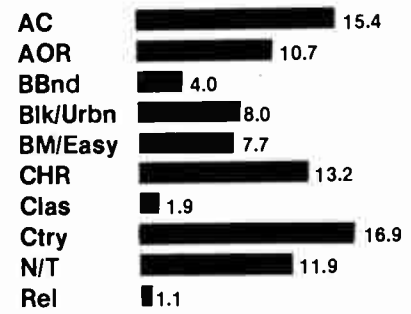
KANSAS CITY #27

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
11.4	10.5	10.7	11.1	1	WDAF 610	CTRY	2	9	15	1	1	12/94	KATZ	ABC-E	14.5
7.7	5.2	6.8	7.8	2	KCMO 810	N/T	1	14	12	10	4	18/60	MCGAVREN	CBS	5.7
7.5	7.8	8.5	7.7	3	KMBR 99.7	B/EZ	6	15	11	9	3	12/91	DURPETTI		6.5
6.7	8.9	7.1	7.0	4	KBEQ 104.3	CHR	3	1	3	6	10	18/59	REPUBLIC	ABC-C	9.2
4.7	4.5	4.7	6.1	5	KPRS 103.3	B/U	12	6	2	7	9	10/111	HNWH	NBN	5.6
6.3	5.1	6.4	6.0	6	KUDL 98.1	AC	4	8	4	3	2	17/64	CHRISTAL	AP	5.7
5.8	5.9	6.8	5.9	7	KYYS 102.1	AOR	5	4	1	2	8	17/65	KATZ	NBC-S	8.3
6.1	6.3	5.4	5.8	8	KFKF-FM 94.1	CTRY	7	12	6	5	5	14/75	SELCOM		4.5
6.5	5.4	6.0	5.2	9	KLSI 93.3	AC	8	11	5	4	6	16/69	SELCOM	ABC-D	6.0
4.4	4.0	3.2	4.2	10	WHB 710	AC	9	18	9	8	7	18/59	CHRISTAL		2.5
4.9	4.9	4.6	4.1	11	KMBZ 980	N/T	10	17	18	16	14	17/63	DURPETTI	ABC-I	3.8
3.7	3.9	3.4	4.0	12	KJLA 1190	BBND	15	24	19	17	12	11/97	W&P	MBS	2.9
3.8	3.8	4.6	3.5	13	KZZC 98.9	CHR	11	3	7	11	13	20/54	EASTMAN		5.2
1.3	1.5	1.8	2.9	14	KCFX 100.7	AOR	14	7	8	12	11	16/68	MMR	ABC-R	4.2
4.1	3.3	3.8	2.7	15	KBKC 94.9	CHR	13	2	14	14	17	22/50	MCGAVREN		2.8
2.7	3.4	2.3	1.9	16	KKCI 106.5	AOR	16	5	13	15	21	19/58	CBS SPOT	CBS-R	2.0
0.9	2.3	1.7	1.9	16	KXTR 96.5	CLAS	17	22	16	18	16	14/78	CMBS	US2	2.0
1.1	1.6	1.2	1.9	16	KCXL 1140	B/U	19	13	10	13	15	10/113	LAZAR		0.9
0.9	1.2	0.7	1.1	19	KEXS 1090	REL	20	23	23	23	19	14/78	KEYSTONE		0.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYYS	1 KUDL	1 KYYS	1 WDAF	1 WDAF	1 WDAF
2 KPRS	2 KPRS	2 KFKF	2 KLSI	2 KYYS	2 KMBR
3 KBEQ	3 KLSI	3 WDAF	3 KUDL	3 KFKF	3 KLSI
4 KUDL	4 KBEQ	4 KPRS	4 KMBR	4 KCMO	4 KUDL
5 KCFX	5 KZZC	5 WHB	5 KBEQ	5 WHB	5 KCMO
6 KFKF	6 KFKF	6 KBEQ	6 KFKF	6 KUDL	6 KFKF
7 KZZC	7 KYYS	7 KUDL	7 KPRS	7 KPRS	7 WHB
8 KKCI	8 KCXL	8 KCMO	8 KCMO	8 KLSI	8 KPRS
9 KCMO	9 KMBR	9 KLSI	9 WHB	9 KMBR	9 KBEQ
10 KLSI	10 WHB	10 KCFX	10 KYYS	10 KBEQ	10 KYYS



LOS ANGELES #2

FALL '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	9.7	9.0	8.8	8.2	1	KIIS-FM 102.7	CHR	1	2	1	1	1	17/65	MCGAVREN		12.1
5.9	5.8	6.3	8.3	6.0	2	KABC 790	TALK	3	32	24	11	5	13/85	KATZ	ABC-I	5.7
5.5	5.7	4.1	3.6	4.9	3	KJOI 98.7	B/EZ	10	27	21	9	8	12/91	MMR		4.3
3.7	4.2	3.6	4.4	4.8	4	KLOS 95.5	AOR	5	6	2	2	4	14/77	KATZ	ABC-R	6.7
4.8	5.1	4.4	4.2	4.7	5	KBIG 104.3	B/EZ	7	24	13	6	3	13/84	TORBET		3.4
2.5	2.9	3.1	3.1	3.9	6	KROQ 106.7	AOR	12	1	3	5	22	13/81	BLAIR		6.2
3.3	3.0	3.2	2.7	3.9	6	KFWB 980	NEWS	2	28	31	18	14	20/53	BLAIR/RAR	NBC	3.1
4.4	3.8	3.8	4.0	3.4	8	KOST 103.5	AC	8	9	4	4	6	18/60	CHRISTAL		4.9
3.1	3.5	3.5	4.2	3.4	8	KMPC 710	BBND	13	36	40	29	15	15/73	DURPETTI		2.0
2.8	2.9	2.5	2.5	3.3	10	KRTH 101.1	GOLD	6	16	5	3	2	19/58	REPUBLIC	US2	2.7
3.7	3.4	3.2	3.1	3.0	11	KNX 1070	NEWS	4	37	27	24	16	23/47	CBS-FM	CBS	2.8
2.0	1.9	2.1	2.1	2.6	12	KZLA 93.9	CTRY	19	23	17	12	9	12/88	EASTMAN		1.2
3.2	4.1	3.3	3.3	2.5	13	KMET 94.7	AOR	9	7	6	7	13	23/47	SELCOM		4.0
1.7	2.2	1.5	1.4	2.5	13	KIQQ 100.3	AC	14	18	9	8	7	18/59	MASLA		2.3
2.4	2.5	2.7	2.6	2.4	15	KKHR 93.1	CHR	11	4	11	17	29	23/47	CBS-FM		2.6
2.0	1.9	2.1	2.5	2.3	16	KJLH 102.3	B/U	18	5	7	15	23	16/66	ROSLIN		2.5
1.7	1.7	1.9	1.5	2.2	17	KDAY 1580	B/U	21	3	16	23	32	13/87	W&P	NBN	1.4
2.4	1.7	2.0	2.3	2.0	18	KTNQ 1020	SPAN	27	34	10	13	12	10/107	CABALLERO		1.1
1.5	1.7	2.4	2.0	2.0	18	KRLA 1110	GOLD	16	10	18	14	11	20/54	MMR		2.6
1.5	2.5	2.1	1.5	2.0	18	KBZT 97.1	AC	17	31	8	10	10	20/55	MMR		1.5
2.4	1.7	2.3	2.4	1.8	21	KMGG 105.9	AC	15	8	12	16	20	23/47	HNWH		1.2
1.6	2.0	1.6	1.7	1.6	22	KFI 640	AC	20	14	20	25	18	19/56	CHRISTAL	ABC-E	1.7
2.0	2.1	1.3	1.6	1.6	22	KLVE 107.5	SPAN	25	19	14	20	19	14/76	CABALLERO		1.4
1.2	1.4	1.1	1.3	1.6	22	KKGO 105.1	JAZZ	24	33	23	19	17	16/69	BLAIR/RAR	AP	1.6
1.0	1.1	1.0	1.2	1.6	22	KFAC-FM 92.3	CLAS	22	22	34	28	21	17/62	MCGAVREN		.7
1.5	1.4	1.5	1.6	1.5	26	KLAC 570	CTRY	26	35	37	31	27	15/72	EASTMAN	ABC-D	1.6
1.4	1.3	1.7	1.4	1.3	27	KWKW 1300	SPAN	35	41	26	26	24	11/98	LOTUS		1.1
0.4	0.6	1.5	2.1	1.3	27	KSKQ 1540	SPAN	32	11	19	21	26	13/84	CABALLERO		--
1.7	1.3	1.9	1.5	1.2	29	KUTE 101.9	B/U	23	29	15	22	25	21/52	DURPETTI		1.8
1.2	1.3	1.6	1.7	1.0	30	KACE 103.9	B/U	28	13	22	27	31	19/56	MASLA	AP	1.2

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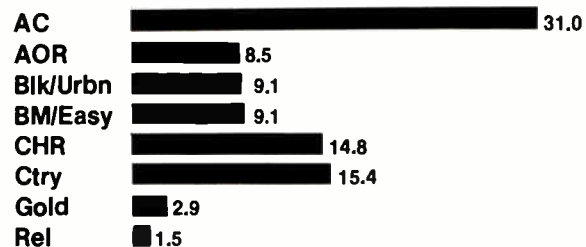
LOUISVILLE #44

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	15.1	12.4	15.3	1	WHAS 840	AC	1	7	5	1	1	12/87	CHRISTAL	ABC-I	12.7
11.4	11.1	14.0	11.4	2	WAMZ 97.5	CTRY	2	8	4	2	2	14/78	CHRISTAL		15.7
10.4	9.8	11.9	9.0	3	WLRS 102.3	CHR	3	1	3	5	4	17/64	SELCOM	ABC-R	9.3
3.5	3.9	5.0	8.9	4	WRKA 103.1	AC	4	6	2	3	3	14/75	BLAIR	ABC-D	8.1
10.3	11.2	8.6	8.5	5	WQMF 95.7	AOR	5	3	1	4	6	15/73	TORBET	NBC-S	10.1
7.8	9.1	5.6	7.7	6	WVEZ 106.9	B/EZ	8	12	12	11	7	11/99	KATZ		7.9
7.0	5.8	5.5	6.8	7	WAVG 970	AC	7	10	11	9	5	14/80	SELCOM	US2	3.3
5.7	4.7	4.1	5.8	8	WDJX 99.7	CHR	6	2	7	8	10	19/58	EASTMAN	CBS-R	6.8
8.3	6.2	8.4	4.9	9	WLOU 1350	B/U	12	4	8	7	8	13/85	MMR	NBN	4.4
5.1	3.5	4.3	4.2	10	WJYL 101.7	B/U	9	5	6	6	11	16/69	HNWH		4.9
5.0	5.4	4.5	4.0	11	WCII 1080	CTRY	10	11	10	12	12	16/67	EASTMAN	CBS	3.4
2.7	2.6	2.9	2.9	12	WAKY 790	GOLD	11	13	9	10	9	22/48	KATZ	MBS	2.1
1.4	1.7	1.3	1.5	13	WXLN 103.9	REL	14	9	13	13	13	16/67		ABC-C	2.7
2.2	1.9	2.0	1.4	14	WXVW 1450	B/EZ	13	14	16	16	16	22/49	KATZ	MBS	2.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQMF	1 WRKA	1 WQMF	1 WRKA	1 WHAS	1 WHAS
2 WLRS	2 WLRS	2 WHAS	2 WHAS	2 WAMZ	2 WRKA
3 WHAS	3 WAMZ	3 WAMZ	3 WAMZ	3 WQMF	3 WAMZ
4 WAMZ	4 WHAS	4 WLRS	4 WLRS	4 WAVG	4 WVEZ
5 WRKA	5 WDJX	5 WRKA	5 WDJX	5 WRKA	5 WLRS
6 WJYL	6 WJYL	6 WAVG	6 WJYL	6 WLRS	6 WDJX
7 WAKY	7 WLOU	7 WAKY	7 WLOU	7 WAKY	7 WAVG
8 WAVG	8 WQMF	8 WJYL	8 WVEZ	8 WLOU	8 WLOU
9 WLOU	9 WVEZ	9 WLOU	9 WQMF	9 WJYL	9 WJYL
10 WDJX	10 WCII	10 WCII	10 WAVG	10 WVEZ	10 WCII



MEMPHIS #50

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.7	12.9	15.5	1	WHRK 97.1	B/U	1	1	1	1	1	11/100	KATZ	US1
10.1	11.8	11.5	2	WMC-FM 99.7	CHR	2	3	2	2	2	14/78	BLAIR	ABC-C
6.3	7.6	8.9	3	WGKX 105.9	CTRY	7	5	6	4	4	12/93	HNWH	
7.2	6.7	7.7	4	WZXR 102.7	CHR	5	2	4	5	9	15/71	MCGAVREN	NBC-S
8.8	7.8	7.6	5	WRVR-FM 104.5	AC	3	7	3	3	3	17/64	CHRISTAL	
7.1	7.0	7.3	6	WDIA 1070	B/U	4	6	7	7	5	16/66	KATZ	AP
7.8	9.2	6.9	7	WMC 790	CTRY	8	12	12	9	7	14/78	BLAIR	ABC-I
7.3	7.4	6.1	8	KRNB 101.1	B/U	6	4	5	6	10	17/63	SELCOM	
--	6.2	6.0	9	WEZI 94.3	B/EZ	9	9	11	10	6	12/92	CHRISTAL	
6.1	6.9	5.2	10	WLOK 1340	B/U	10	8	8	8	8	13/83	MASLA	SBN
3.6	2.9	3.6	11	WHBQ 560	N/T	12	16	9	11	11	16/69	REPUBLIC	ABC-T
4.3	3.8	2.7	12	WREC 600	BBND	11	19	14	12	12	21/52	MCGAVREN	CBS
--	1.3	1.1	13	WXSS 1030	AC	15	10	13	15	14	17/62	BOLTON	
2.8	1.5	1.0	14	WRVR 680	AC	13	13	10	13	16	22/49	CHRISTAL	
2.2	1.5	1.0	14	KWAM 990	REL	14	14	16	14	13	21/51		
1.0	0.5	1.0	14	WMSO 630	REL	16	11	15	16	15	17/65		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHRK	1 WMC-FM	1 WHRK	1 WHRK	1 WHRK	1 WHRK	AC 8.7
2 WMC-FM	2 WHRK	2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WMC-FM	BBnd 2.7
3 WZXR	3 WRVR-FM	3 WZXR	3 WRVR-FM	3 WRVR-FM	3 WRVR-FM	Bik/Urbn 34.1
4 WGKX	4 WZXR	4 WGKX	4 WGKX	4 WGKX	4 WGKX	BM/Easy 6.0
5 KRNB	5 KRNB	5 WRVR-FM	5 WDIA	5 WMC	5 WDIA	CHR 19.2
6 WRVR-FM	6 WGKX	6 KRNB	6 WLOK	6 WEZI	6 WLOK	Ctry 15.8
7 WHBQ	7 WDIA	7 WMC	7 KRNB	7 WZXR	7 WEZI	N/T 3.6
8 WDIA	8 WLOK	8 WDIA	8 WZXR	8 WDIA	8 KRNB	Rel 2.0
9 WRVR	9 WXSS	9 WHBQ	9 WEZI	9 WHBQ	9 WZXR	
10 WLOK	10 WEZI	10 WEZI	10 WMC	10 KRNB	10 WMC	

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CLIME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	9.4	8.1	7.4	1	WLYF 101.5	B/EZ	3	18	15	11	5	9/117	BLAIR		5.5
4.8	5.7	5.7	5.7	2	WQBA 1140	SPAN	11	17	18	13	6	8/129	EASTMAN		6.6
3.8	4.8	6.3	5.6	3	WSHE 103.5	AOR	6	6	1	1	1	10/106	EASTMAN	ABC-R	6.8
9.4	6.6	7.3	5.1	4	WHYI 100.7	CHR	1	2	2	2	7	18/61	MCGAVREN	ABC-C	9.8
3.5	4.4	2.7	4.3	5	WAXY 105.9	AC	4	13	3	3	2	15/70	REPUBLIC	US1	4.3
4.9	2.7	3.5	4.2	6	WEDR 99.1	B/U	15	4	5	5	10	9/115	HNWH	NBN	2.3
5.6	4.4	4.0	4.2	6	WJQY 106.7	AC	10	21	11	7	3	12/93	MASLA		3.7
3.7	2.9	2.0	4.0	8	WCMQ-FM 92.1	SPAN	16	15	7	4	4	9/115	MMR		1.8
--	4.5	3.9	3.9	9	WHQT 105.1	B/U	8	5	4	6	12	13/83	MMR		5.4
3.7	3.3	3.3	3.9	9	WNWS 790	TALK	12	25	21	25	23	12/91	BLAIR		3.1
6.7	5.0	5.2	3.5	11	WINZ-FM 94.9	CHR	2	3	8	10	13	21/52	KATZ		5.4
2.5	3.7	3.1	3.4	12	WKQS 99.9	CTRY	13	7	12	9	9	13/85	HNWH	US2	3.8
3.2	3.0	3.5	3.4	12	WINZ 940	N/T	9	30	23	24	24	15/74	KATZ	CBS	4.5
4.0	3.9	3.4	3.3	14	WIOD 610	N/T	5	16	19	19	15	19/56	CHRISTAL	ABC-I	4.2
2.5	3.1	3.2	2.9	15	WLVE 93.9	AC	7	14	6	8	8	18/62	TORBET	MBS	3.3
2.9	2.5	3.1	2.9	15	WRHC 1550	SPAN	23	29	24	21	18	8/140	SAVALLI		2.9
1.2	1.3	2.7	2.5	17	WCMQ 1210	SPAN	27	22	22	15	11	7/154	MMR		.3
3.2	2.6	2.6	2.3	18	WAIA 97.3	AC	18	8	9	12	14	16/67	CHRISTAL		2.7
2.1	2.3	2.3	2.2	19	WQBA-FM 107.5	SPAN	19	9	14	16	16	16/69	EASTMAN		2.6
2.2	2.8	2.6	2.2	19	WTMI 93.1	CLAS	17	33	17	20	20	17/64	CMBS		2.4
--	--	--	2.0	21	WCJX 96.3	CHR	14	1	13	18	28	22/50			1.9
1.2	1.4	1.8	1.8	22	WAQI 710	N/T	21	34	26	23	22	13/82			2.0
1.8	1.4	1.3	1.8	22	WMXJ 102.7	AC	20	12	10	14	19	17/64	SELCOM	ABC-C	1.5
1.6	0.8	1.0	1.8	22	WSUA 1260	SPAN	24	23	16	17	17	12/88	CABALLERO		1.0
3.1	3.2	2.8	1.7	25	WOCN 1450	SPAN	25	19	28	22	21	12/92	LOTUS		.9
1.4	1.3	1.2	1.6	26	WKAT 1360	BBND	22	28	35	35	32	14/76	W&P	MBS	2.3
1.2	0.9	0.9	1.4	27	WQAM 560	CTRY	26	20	27	27	26	14/80	HNWH	NBC	.8
0.9	1.6	1.0	1.3	28	WFTL 1400	AC	28	27	33	32	35	12/90	ROSLIN	AP	.9
1.1	0.8	1.6	1.0	29	WMBM 1490	REL	30	32	30	26	25	11/96	MASLA	NBN	1.6

LOS ANGELES #2

Continued from Page 114

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	AC 11.3
2 KIIS-FM	2 KOST	2 KLOS	2 KOST	2 KRTH	2 KRTH	AOR 11.2
3 KROQ	3 KLOS	3 KRTH	3 KBIG	3 KLOS	3 KLOS	BBnd 3.4
4 KMET	4 KRTH	4 KROQ	4 KLOS	4 KABC	4 KABC	Blk/Urbn 6.7
5 KRTH	5 KROQ	5 KMET	5 KRTH	5 KJOI	5 KJOI	BM/Easy 9.6
6 KTNQ	6 KIQQ	6 KABC	6 KIQQ	6 KBIG	6 KBIG	CHR 10.6
7 KOST	7 KJLH	7 KJOI	7 KJLH	7 KZLA	7 KZLA	Clas 1.6
8 KBZT	8 KBIG	8 KTNQ	8 KZLA	8 KMET	8 KMET	Ctry 4.1
9 KJLH	9 KMET	9 KRLA	9 KJOI	9 KRLA	9 KRLA	Gold 5.3
10 KKHR	10 KKHR	10 KOST	10 KROQ	10 KBZT	10 KBZT	Jazz 1.6
						N/T 12.9
						Span 7.2

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

Continued from Page 118

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WSHE	1 WAXY	1 WSHE	1 WAXY	1 WSHE	1 WAXY	AC 16.8
2 WHQT	2 WHYI	2 WHYI	2 WCMQ-FM	2 WQBA	2 WJQY	AOR 5.6
3 WHYI	3 WSHE	3 WHQT	3 WHYI	3 WAXY	3 WCMQ-FM	BBnd 1.6
4 WEDR	4 WEDR	4 WEDR	4 WLVE	4 WKQS	4 WLYF	Blk/Urbn 8.1
5 WAXY	5 WLVE	5 WAXY	5 WJQY	5 WHYI	5 WLVE	BM/Easy 7.4
6 WKQS	6 WCMQ-FM	6 WKQS	6 WEDR	6 WJQY	6 WQBA	CHR 10.6
7 WLVE	7 WHQT	7 WJQY	7 WSHE	7 WLYF	7 WHYI	Ctry 4.8
8 WMXJ	8 WINZ-FM	8 WLVE	8 WHQT	8 WCMQ-FM	8 WCMQ	N/T 12.4
9 WINZ-FM	9 WAIA	9 WCMQ-FM	9 WAIA	9 WEDR	9 WKQS	Rel 1.0
10 WJQY	10 WJQY	10 WINZ-FM	10 WLYF	10 WHQT	10 WEDR	Span 20.8



MILWAUKEE-RACINE #25

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
12.0	12.3	9.7	1	WTMJ 620	AC	2	9	11	7	2	14/75	CHRISTAL	NBC	10.8
8.6	8.2	8.4	2	WQFM 93.3	AOR	3	1	1	1	12	11/96	SELCOM		9.2
5.7	7.4	8.3	3	WKTI 94.5	CHR	1	2	2	2	1	17/62	CHRISTAL	ABC-C	10.4
9.2	8.7	8.1	4	WEZW 103.7	B/EZ	4	12	9	6	3	11/97	MCGAVREN		5.7
6.8	6.7	7.9	5	WOKY 920	BBND	5	15	19	13	9	11/98	EASTMAN	CBS	7.0
5.3	5.6	6.4	6	WLUM 102.1	B/U	7	4	3	3	4	12/93	MASLA	CBS-R	5.0
3.8	3.5	5.0	7	WISN 1130	AC	6	14	16	11	7	17/64	KATZ	ABC-I	4.4
5.9	4.1	4.6	8	WMIL 106.1	CTRY	14	10	7	5	6	12/89	EASTMAN		6.0
1.1	1.9	4.1	9	WLTQ 97.3	AC	9	8	4	4	5	16/66	KATZ		2.2
3.6	3.2	4.0	10	WBCS-FM 102.9	CTRY	11	16	14	12	10	15/72	DURPETTI	ABC-D	4.4
5.1	4.6	3.3	11	WMYX 99.1	AC	12	7	5	8	8	18/60	BLAIR		2.6
2.8	3.6	2.8	12	WEMP 1250	GOLD	13	11	8	9	11	20/54	BLAIR	ABC-E	2.4
2.5	2.0	2.7	13	WNOV 860	B/U	17	5	10	14	15	11/97	W&P	NBN	2.5
3.2	3.6	2.4	14	WMGF 96.5	AC	10	13	6	10	13	26/42	MCGAVREN		3.7
2.4	4.0	2.4	14	WZUU-FM 95.7	CHR	8	3	12	16	17	30/37	REPUBLIC	US1	3.7
2.6	1.6	2.2	16	WFMR 98.3	CLAS	16	27	15	15	14	16/69	CMBS		2.0
1.6	1.4	1.6	17	WRKR 100.7	CHR	15	6	13	17	16	28/38	HNWH	ABC-C	2.8
0.9	0.8	1.5	18	WGN 720	TALK	19	23	21	21	20	13/84	CHRISTAL	NBC-S	1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQFM	1 WKTI	1 WQFM	1 WKTI	1 WTMJ	1 WKTI
2 WLUM	2 WLUM	2 WLUM	2 WLUM	2 WLUM	2 WEZW
3 WKTI	3 WMYX	3 WKTI	3 WEZW	3 WISN	3 WTMJ
4 WEMP	4 WQFM	4 WEMP	4 WLTQ	4 WEMP	4 WLTQ
5 WLTQ	5 WMIL	5 WMIL	5 WMYX	5 WKTI	5 WOKY
6 WTMJ	6 WMGF	6 WTMJ	6 WMIL	6 WLTQ	6 WMYX
7 WMIL	7 WEZW	7 WLTQ	7 WQFM	7 WQFM	7 WBCS-FM
8 WMGF	8 WMIL	8 WISN	8 WMGF	8 WMIL	8 WLUM
9 WNOV	9 WNOV	9 WMYX	9 WTMJ	9 WEZW	9 WMIL
10 WZUU-FM	10 WZUU-FM	10 WEZW	10 WBCS-FM	10 WMYX	10 WMGF

AC	24.5
AOR	8.4
BBnd	7.9
Blk/Urbn	9.1
BM/Easy	8.1
CHR	12.3
Clas	2.2
Ctry	8.6
Gold	2.8
N/T	1.5

MINNEAPOLIS-ST. PAUL #18

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ DEMO Share
21.4	22.5	18.5	1	WCCO 830	AC	1	7	9	4	2	12/89	CBS-SPOT	CBS	17.8
9.9	9.9	10.4	2	KSTP-FM 94.5	AC	3	4	2	1	1	14/80	CHRISTAL		8.2
6.5	7.1	9.0	3	KQRS-AF 1440 92.5	AOR	5	3	1	2	7	14/79	TORBET	ABC-R	10.7
8.5	9.4	8.6	4	WLOL 99.5	CHR	2	2	3	3	5	18/62	HNWH		8.7
7.4	7.0	7.0	5	WAYL 93.7	B/EZ	7	10	10	7	4	12/92	REPUBLIC		3.8
6.4	5.2	6.1	6	KEYE 102.1	CTRY	6	6	7	5	3	16/69	KATZ		6.7
5.2	7.0	5.5	7	KDWB-FM 101.3	CHR	4	1	6	9	13	24/46	MCGAVREN		8.9
3.7	2.7	4.0	8	KSTP 1500	TALK	10	14	12	12	10	15/70	CHRISTAL	ABC-I	4.2
3.7	3.7	3.8	9	WLTE 102.9	AC	8	8	4	6	6	18/59	CBS-FM	CBS-R	3.4
4.1	3.3	3.3	10	WDGY 1130	CTRY	11	12	11	11	9	17/65	KATZ	NBC	2.7
2.2	2.3	3.2	11	KJJO 104.1	GOLD	9	5	5	8	11	20/54	EASTMAN	ABC-E	3.8
3.2	4.2	2.7	12	KTCZ 97.1	AOR	12	15	8	10	8	16/69	SELCOM		3.2
0.8	2.1	2.0	13	KMGW 107.9	AC	14	11	14	13	12	20/55	MMR		1.3
1.3	1.6	1.5	14	KLBB 1400	BBND	15	18	17	18	15	13/83		ABC-D	1.6
0.9	0.9	1.0	15	KDWB 630	CHR	13	13	13	14	14	40/27	MCGAVREN		.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRS-FM	1 KSTP-FM	1 KQRS-FM	1 KSTP-FM	1 KSTP-FM	1 KSTP-FM	AC	34.7
2 KSTP-FM	2 WLOL	2 KSTP-FM	2 WLOL	2 WCCO	2 WCCO	AOR	11.7
3 WLOL	3 WLTE	3 WCCO	3 WCCO	3 KEYE	3 KEYE	BBnd	1.5
4 KJJO	4 KQRS-FM	4 WLOL	4 WLTE	4 WAYL	4 WAYL	BM/Easy	7.0
5 KDWB-FM	5 KDWB-FM	5 KEYE	5 KEYE	5 KQRS-FM	5 WLTE	CHR	15.1
6 KEYE	6 KEYE	6 KJJO	6 KQRS-FM	6 WLOL	6 WLOL	Ctry	9.4
7 KTCZ	7 KJJO	7 KTCZ	7 WAYL	7 KTCZ	7 WDGY	Gold	3.2
8 WCCO	8 KTCZ	8 WAYL	8 KDWB-FM	8 KSTP	8 KTCZ	N/T	4.0
9 KSTP	9 WCCO	9 KSTP	9 KTCZ	9 KJJO	9 KMGW		
10 WLTE	10 WAYL	10 KDWB-FM	10 WDGY	10 WDGY	10 KDWB-FM		

NASHVILLE #48

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	11.1	14.0	1	WSM -FM 95.5	CTRY	1	6	3	2	1	11/100	CHRISTAL		13.9
8.3	12.4	13.2	2	WLAC-FM 105.9	AC	2	4	1	1	2	11/100	BLAIR		9.9
10.2	9.6	9.8	3	WKDF 103.3	AOR	3	1	2	3	5	12/88	KATZ	ABC-E	16.2
6.3	7.4	8.6	4	WSIX-FM 97.9	CTRY	5	8	7	4	3	12/87	EASTMAN		5.4
10.2	8.1	8.0	5	WZEZ 92.9	B/EZ	8	11	9	7	4	10/104	TORBET		6.3
8.1	7.4	5.8	6	WQOK 92.1	B/U	9	5	4	5	8	13/86	HNWH		10.6
2.7	4.8	5.7	7	WYHY 107.5	CHR	4	3	5	6	9	19/56	MCGAVREN		6.6
7.2	6.2	5.3	8	WSM 650	CTRY	6	20	14	10	6	17/65	CHRISTAL	NBC	6.0
3.1	5.0	4.3	9	WVOL 1470	B/U	13	10	12	12	11	10/114	HNWH	NBN	2.3
4.1	4.2	4.1	10	WWKX 104.5	CHR	7	2	6	8	13	21/52	W&P	US1	5.2
3.3	3.4	2.8	11	WLAC 1510	TALK	11	14	13	14	14	16/68	BLAIR	CBS	2.0
5.6	5.6	2.8	11	WTMG 96.3	AC	12	7	11	9	7	16/69	SELCOM		2.1
0.5	0.9	2.5	13	WLRQ-FM 100.1	AC	10	9	8	11	10	19/58	REPUBLIC	US1	2.1
2.8	1.1	1.9	14	WKDA 1240	GOLD	15	16	10	13	12	13/80	KATZ	ABC-I	.6
1.9	1.4	1.7	15	WSIX 980	CTRY	14	15	15	15	15	18/60	EASTMAN	MBS	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WLAC-FM	1 WSM-FM	1 WLAC-FM	1 WSM-FM	1 WLAC-FM	AC 18.5
2 WLAC-FM	2 WSM-FM	2 WKDF	2 WSM-FM	2 WKDF	2 WSM-FM	AOR 9.8
3 WSM-FM	3 WKDF	3 WLAC-FM	3 WSIX-FM	3 WLAC-FM	3 WZEZ	Blk/Urban 10.1
4 WQOK	4 WQOK	4 WSIX-FM	4 WKDF	4 WSIX-FM	4 WSIX	BM/Easy 8.0
5 WYHY	5 WYHY	5 WQOK	5 WZEZ	5 WSM	5 WKDF	CHR 9.8
6 WWKX	6 WSIX-FM	6 WYHY	6 WQOK	6 WKDA	6 WQOK	Ctry 29.6
7 WSIX-FM	7 WZEZ	7 WWKX	7 WYHY	7 WZEZ	7 WYHY	Gold 1.9
8 WKDA	8 WVOL	8 WSM	8 WTMG	8 WTMG	8 WTMG	N/T 2.8
9 WLRQ-FM	9 WWKX	9 WTMG	9 WLRQ-FM	9 WQOK	9 WVOL	
10 WTMG	10 WLRQ-FM	10 WKDA	10 WVOL	10 WLRQ-FM	10 WSM	

NASSAU-SUFFOLK 12

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ.	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
4.9	3.8	6.2	1	WALK-AF 1370 97.5	AC	6	7	7	4	2	12/88	W&P	
3.9	5.7	6.1	2	WBLI 106.1	CHR	3	2	2	1	1	13/81	MASLA	
8.3	7.2	4.9	3	WHTZ 100.3	CHR	2	1	4	6	6	18/59	EASTMAN	
4.3	4.7	4.9	3	WNBC 660	AC	7	12	6	3	3	15/74	HNWH	NBC
3.9	5.2	4.7	5	WBAB 102.3	AOR	8	6	1	2	5	14/76		
3.4	4.5	4.4	6	WPLJ 95.5	CHR	1	4	3	5	9	22/49	BLAIR	ABC-R
5.0	4.6	4.1	7	WOR 710	TALK	9	26	27	30	21	14/76	REPUBLIC	ABC-E
4.1	3.8	3.9	8	WCBS 880	NEWS	5	34	19	18	15	20/55	CBS SPOT	CBS
3.2	3.5	3.8	9	WLTW 106.7	AC	12	19	8	7	4	14/78	MMR	
3.0	2.7	3.3	10	WINS 1010	NEWS	4	16	18	14	12	25/43	BLAIR/RAR	ABC-D
4.0	3.9	2.9	11	WNEW-FM 102.7	AOR	11	8	5	8	8	18/61	KATZ	NBC-S
2.2	4.3	2.8	12	WRFM 105.1	B/EZ	19	32	24	17	10	13/85	TORBET	
2.1	2.4	2.8	12	WGSM 740	AC	28	39	25	16	11	8/139	ROSLIN	
3.8	3.9	2.5	14	WCBS-FM 101.1	GOLD	10	24	14	9	7	23/48	CBS-FM	CBS-R
1.9	1.9	2.5	14	WRKS 98.7	B/U	16	5	9	13	29	16/69	REPUBLIC	US1
2.9	1.7	2.5	14	WCTO 94.3	B/EZ	25	20	29	24	22	10/113	ROSLIN	
2.1	1.5	2.5	14	WABC 770	TALK	14	25	23	21	19	19/56	BLAIR	ABC-I
3.4	3.7	2.3	18	WHLI 1100	BBND	30	18	38	38	26	7/148	ROSLIN	
2.4	1.1	2.2	19	WKJY 98.3	B/EZ	24	23	28	23	17	12/94	ROSLIN	
1.4	1.3	2.1	20	WBSL 107.5	B/U	22	10	11	12	16	13/81	MCGAVREN	ABC-F
2.2	1.9	2.0	21	WAPP 103.5	CHR	13	3	15	19	34	24/45	MCGAVREN	
2.1	2.1	1.9	22	WYNY 97.1	AC	15	13	10	10	14	21/51	HNWH	
2.2	0.6	1.9	22	WNEW 1130	BBND	23	21	30	28	25	13/80	KATZ	
2.2	2.9	1.9	22	WHN 1050	CTRY	17	15	26	20	18	21/52	MCGAVREN	MBS
1.7	1.0	1.7	25	WPIX 101.9	AC	21	27	13	11	13	18/61	CHRISTAL	
0.9	1.1	1.6	26	WQXR-AF 1560 96.3	CLAS	27	30	36	31	20	14/76	MCGAVREN	
1.5	1.8	1.3	27	WLIR 92.7	AOR	20	11	12	15	30	25/43	MASLA	

Continued on Page 124

1986 R&R RATINGS REPORT Vol. 1/123

NASSAU-SUFFOLK #12

Continued from Page 123

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
1.1	1.2	1.2	28	WMCA 570	TALK	29	33	35	36	35	17/62	ROSLIN	AP
1.7	2.1	1.1	29	WPAT-FM 93.1	B/EZ	26	35	31	27	23	20/54	CHRISTAL	
1.1	0.7	1.1	29	WXRK 92.3	AOR	18	9	16	22	31	34/31	TORBET	ABC-C
0.9	1.1	1.0	31	WGBB 1240	AC	31	28	22	26	24	17/64	ROSLIN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH
1 WBAB	1 WBLI	1 WBAB	1 WBLI	1 WNBC	1 WBLI	AC 22.3
2 WPLJ	2 WHTZ	2 WNBC	2 WALK-FM	2 WBAB	2 WALK-FM	AOR 10.0
3 WNBC	3 WPLJ	3 WPLJ	3 WLTW	3 WALK-FM	3 WLTW	BBnd 4.2
4 WNEW-FM	4 WALK-FM	4 WHTZ	4 WHTZ	4 WNEW-FM	4 WRFM	Bik/Urbn 4.6
5 WHTZ	5 WRKS	5 WNEW-FM	5 WPLJ	5 WBLI	5 WHTZ	BM/Easy 8.6
6 WBLI	6 WBAB	6 WCBS-FM	6 WPIX	6 WLTW	6 WPIX	CHR 17.4
7 WLTW	7 WNEW-FM	7 WBLI	7 WBAB	7 WCBS-FM	7 WNBC	Clas 1.6
8 WYNY	8 WLTW	8 WLTW	8 WNBC	8 WHTZ	8 WPLJ	Ctry 1.9
9 WCBS-FM	9 WBSL	9 WALK-FM	9 WYNY	9 WKJY	9 WGSM	Gold 2.5
10 WLIR-FM	10 WPIX	10 WYNY	10 WNEW-FM	10 WPLJ	10 WINS	N/T 15.0



ROCKIN' AMERICA

THE TOP 30 COUNTDOWN

with SCOTT SHANNON™

NEW ORLEANS #31

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
16.7	16.8	14.7	1	WYLD-FM 98.5	B/U	3	2	1	1	1	9/122	HNWH		19.5
10.9	12.4	10.5	2	WEZB 97.1	CHR	1	1	2	2	3	16/67	BLAIR	US1	14.7
6.8	4.9	7.2	3	WLTS 105.3	AC	7	6	3	3	2	12/92	SELCOM	CBS-R	4.4
6.8	8.0	6.9	4	WQUE-FM 93.3	CHR	2	3	5	4	5	19/56	EASTMAN		9.7
5.7	6.1	6.2	5	WRNO 99.5	CHR	5	5	4	5	8	15/72	MMR	ABC-F	6.2
7.0	5.9	6.2	5	WBYU 95.7	B/EZ	6	11	11	8	6	14/79	CHRISTAL		5.6
5.9	5.6	6.2	5	WWL 870	N/T	4	10	12	10	9	19/56	KATZ	CBS	5.2
5.6	5.7	5.9	8	WBOK 1230	REL	10	12	7	7	10	11/102		SHRDN	4.1
5.3	4.5	5.3	9	WAJY 101.9	AC	8	8	6	6	4	13/80	KATZ		4.7
6.3	4.2	4.8	10	WNOE-FM 101.1	CTRY	9	13	9	9	7	14/77	MCGAVREN	ABC-E	5.4
3.2	4.0	4.4	11	WSMB 1350	TALK	13	18	19	15	12	8/135	ROSLIN	ABC-I	2.3
1.6	3.0	3.1	12	WYLD 940	B/U	12	4	8	12	15	16/69	HNWH		2.9
1.5	1.3	2.5	13	WWIW 1450	BBND	15	16	20	20	20	10/114	M & C	ABC-D	1.1
3.3	3.6	2.4	14	WTIX 690	AC	11	7	10	11	11	24/44	CHRISTAL	MBS	1.5
2.7	3.2	2.3	15	WNOE 1060	CTRY	14	20	18	14	14	15/74	MCGAVREN	ABC-E	2.1
1.0	1.3	1.7	16	WYAT 990	GOLD	16	9	13	13	13	12/89	SELCOM	CBS-R	1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WLTS
2 WEZB	2 WLTS	2 WEZB	2 WLTS	2 WEZB	2 WYLD-FM
3 WRNO	3 WEZB	3 WRNO	3 WEZB	3 WQUE-FM	3 WBYU
4 WQUE-FM	4 WRNO	4 WQUE-FM	4 WBOK	4 WLTS	4 WBOK
5 WLTS	5 WQUE-FM	5 WLTS	5 WAJY	5 WWL	5 WAJY
6 WYLD	6 WBOK	6 WWL	6 WQUE-FM	6 WRNO	6 WEZB
7 WNOE-FM	7 WAJY	7 WAJY	7 WRNO	7 WAJY	7 WNOE-FM
8 WTIX	8 WYLD	8 WNOE-FM	8 WBYU	8 WNOE-FM	8 WQUE
9 WAJY	9 WBYU	9 WBYU	9 WNOE-FM	9 WBYU	9 WRNO
10 WWL	10 WNOE-FM	10 WTIX	10 WTIX	10 WSMB	10 WTIX

FORMAT REACH

AC	14.9
BBnd	2.5
Bik/Urbn	17.8
BM/Easy	6.2
CHR	23.6
Ctry	7.1
Gold	1.7
N/T	10.6
Rel	5.9

BORN TO ROCK



2,000,000 songs later, rock still lives at 102.7 WNEW-FM in New York.

Only 102.7 WNEW-FM has played 18 years straight of rock music — well over 2,000,000 songs.

We have the most loyal and dedicated rock audience in America, composed of everyone from the young cutting their teeth on rock, to their parents who grew up on rock. They all consistently cite WNEW-FM as a shaping influence in their lives. And our ratings prove it, again and again.

Our history speaks for itself. Our future is bright and powerful. To learn how you can be

part of it, contact Rosemary Arters, National Sales Manager, at 212-986-7000.



NEW YORK #1

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.3	4.8	5.1	5.6	6.0	1	WPLJ 95.5	CHR	1	3	1	1	2	16/67	BLAIR	ABC-R	6.3
5.3	6.0	5.4	6.0	5.5	2	WRKS 98.7	B/U	5	1	4	6	9	12/91	REPUBLIC	US 1	7.5
5.9	5.7	6.0	5.9	5.5	2	WHTZ 100.3	CHR	3	2	3	3	4	16/67	EASTMAN		5.8
5.2	4.8	5.0	4.0	5.2	4	WOR 710	TALK	7	28	33	22	18	11/96	REPUBLIC	ABC-E	4.0
3.7	3.5	3.3	3.8	4.7	5	WBSL 107.5	B/U	6	5	5	2	3	13/84	MCGAVREN	ABC-F	5.7
3.0	3.0	3.1	3.0	4.5	6	WLTW 106.7	AC	8	17	6	5	1	13/82	MMR		2.9
4.8	4.2	4.2	4.0	4.5	6	WINS 1010	NEWS	2	13	14	12	7	21/52	BLAIR/RAR	ABC-D	4.6
3.9	4.1	4.3	3.5	4.1	8	WNEW-FM 102.7	AOR	9	6	2	4	5	14/77	KATZ	NBC-S	4.7
3.9	3.6	3.5	3.6	3.6	9	WCBS 880	NEWS	4	22	19	21	16	21/51	CBS SPOT	CBS	4.1
3.0	3.3	3.6	2.6	3.4	10	WPAT-FM 93.1	B/EZ	15	35	26	18	13	13/84	CHRISTAL		2.6
3.2	3.8	3.0	3.5	3.1	11	WRFM 105.1	B/EZ	18	26	22	14	12	13/84	TORBET		1.8
3.0	2.9	2.7	2.9	3.0	12	WNEW 1130	BBND	19	25	34	24	19	12/89	KATZ		2.7

Continued on Page 128

ROCK LIVES IN NEW YORK AT



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WNEW-FM -- A Metromedia Station **M.I.**



IN CONCERT

NEW YORK #1

Continued from Page 127

WINTER '85 Fill #4	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE	
3.2	2.9	3.3	3.3	2.8	13	WCBS-FM 101.1	GOLD	11	19	10	7	6	18/61	CBS-FM	CBS-R	2.9
2.4	2.6	2.8	2.8	2.6	14	WABC 770	TALK	12	21	20	17	15	19/57	BLAIR	ABC-I	1.9
2.9	2.9	3.0	2.9	2.6	14	WNBC 660	AC	13	18	11	8	8	19/57	HNWH	NBC	1.8
2.3	2.4	1.6	1.6	2.3	16	WPIX 101.9	AC	17	16	8	9	10	18/61	CHRISTAL		1.5
2.5	2.2	3.1	2.8	2.2	17	WHN 1050	CTRY	20	15	25	19	21	15/73	MCGAVREN	MBS	2.2
2.8	2.3	2.0	2.5	2.1	18	WXRK 92.3	AOR	14	7	7	11	20	21/52	TORBET	ABC-C	2.8
2.4	2.2	2.4	2.1	2.0	19	WYNY 97.1	AC	10	11	9	10	11	25/43	HNWH		1.1
2.4	2.0	1.4	1.7	1.9	20	WADO 1280	SPAN	23	30	21	15	17	10/107			1.4
1.9	0.8	0.8	1.0	1.8	21	WSKQ 620	SPAN	26	12	13	13	14	8/143	CABALLERO		1.6
1.8	1.7	1.6	1.6	1.7	22	WAPP 103.5	CHR	16	4	12	16	26	25/44	MCGAVREN		2.3
1.3	1.7	1.6	1.6	1.7	22	WQXR-AF 1560 96.3	CLAS	21	47	35	26	24	18/62	MCGAVREN		1.6
1.0	1.4	1.1	1.0	1.2	24	WNCN 104.3	CLAS	24	41	30	28	23	16/70	CMBS	AP	1.2
--	0.7	0.8	0.8	1.1	25	WKDM 1380	SPAN	32	20	15	20	22	9/118	MASLA		.4
1.5	1.2	1.0	1.0	1.0	26	WMCA 570	TALK	25	33	42	39	39	18/60	ROSLIN	AP	1.5
0.7	0.8	0.8	1.0	1.0	26	WWRL 1600	REL	30	24	31	31	28	12/90	W&P	NBN	.9
1.6	1.6	1.8	1.5	1.0	26	WPAT 930	B/EZ	22	29	39	38	31	21/51	CHRISTAL		1.2
0.6	0.7	0.9	0.9	1.0	26	WBLI 106.1	CHR	30	8	18	23	25	14/80	MASLA		1.3
0.7	0.7	0.7	1.1	1.0	26	WALK-AF 1370 97.5	AC	30	13	27	26	27	13/72	W&P		.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WLTW	AC	15.0
2 WPLJ	2 WHTZ	2 WPLJ	2 WBLS	2 WPLJ	2 WPLJ	AOR	6.2
3 WHTZ	3 WRKS	3 WBLS	3 WLTW	3 WLTW	3 WBLS	BBnd	3.0
4 WRKS	4 WBLS	4 WHTZ	4 WHTZ	4 WBLS	4 WHTZ	Bk/Urbn	10.2
5 WBLS	5 WLTW	5 WRKS	5 WRKS	5 WCBS-FM	5 WRKS	BM/Easy	7.5
6 WXRK	6 WNEW-FM	6 WCBS-FM	6 WPIX	6 WNBC	6 WINS	CHR	14.2
7 WNBC	7 WPIX	7 WLTW	7 WNEW-FM	7 WHTZ	7 WPIX	Clas	2.9
8 WPIX	8 WYNY	8 WNBC	8 WCBS-FM	8 WINS	8 WCBS-FM	Ctry	2.2
9 WLTW	9 WXRK	9 WXRK	9 WYNY	9 WPIX	9 WRFM	Gold	2.8
10 WCBS-FM	10 WSKQ	10 WPIX	10 WSKQ	10 WRKS	10 WYNY	N/T	16.9
						Rel	1.0
						Span	4.8

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON #34

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	9.0	11.8	1	WNOR-FM 98.7	AOR	1	3	1	1	2	10/112	MCGAVREN	ABC-R	17.6
10.5	10.6	9.7	2	WFOG 92.9	B/EZ	4	9	11	7	4	10/110	MMR		6.5
8.3	7.2	8.7	3	WCMS-FM 100.5	CTRY	2	8	8	5	3	12/87	KATZ	ABC-E	9.2
7.5	7.1	7.6	4	WOWI 102.9	B/U	5	2	2	3	6	12/88	MCGAVREN	SHRDN	8.7
7.3	8.3	7.5	5	WLTY 95.7	AC	6	7	3	2	1	12/87	CHRISTAL		6.7
4.8	5.5	5.8	6	WWDE 101.3	AC	8	10	5	4	5	13/81	CBS SPOT	CBS-R	4.8
5.0	6.1	5.7	7	WMYK 93.7	B/U	7	5	4	6	7	16/67	EASTMAN	ABC-C	8.5
7.3	6.7	5.6	8	WNVZ 104.5	CHR	3	1	6	8	12	19/58	REPUBLIC		7.4
3.1	3.4	4.5	9	WRAP 850	B/U	10	4	9	12	10	14/75	SELCOM	NBN	3.4
4.7	4.4	4.3	10	WTAR 790	AC	9	12	13	11	8	17/62	CHRISTAL	CBS	3.2
4.0	4.6	4.0	11	WPCE 1400	REL	12	13	12	13	9	11/98	MCGAVREN	SHRDN	2.5
3.6	5.6	3.7	12	WRSR 97.3	CHR	11	6	7	9	14	16/67	BLAIR		3.6
3.4	2.2	3.3	13	WXRI 105.3	AC	13	11	10	10	11	13/81	MASLA		4.0
2.5	1.7	2.6	14	WNIS 1350	TALK	14	16	19	14	13	13/81	HNWH	ABC-T	1.9
0.7	1.8	1.8	15	WNRN 94.9	B/EZ	16	14	24	18	15	11/95	MASLA		.9
1.8	1.6	1.3	16	WTID 106.9	CTRY	15	17	15	16	17	16/66			1.8
1.1	0.8	1.0	17	WNOR 1230	GOLD	17	18	14	15	18	16/69	MCGAVREN	ABC-R	1.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	AC	20.9
2 WOWI	2 WNOR-FM	2 WOWI	2 WWDE	2 WCMS-FM	2 WFOG	AOR	11.8
3 WMYK	3 WOWI	3 WCMS-FM	3 WNOR-FM	3 WLTY	3 WCMS-FM	Blk/Urban	17.8
4 WWDE	4 WNVZ	4 WWDE	4 WCMS-FM	4 WFOG	4 WWDE	BM/Easy	11.5
5 WRSR	5 WMYK	5 WLTY	5 WOWI	5 WOWI	5 WOWI	CHR	9.3
6 WLTY	6 WWDE	6 WMYK	6 WMYK	6 WTAR	6 WPCE	Ctry	10.0
7 WCMS-FM	7 WRAP	7 WRSR	7 WFOG	7 WMYK	7 WMYK	Gold	1.0
8 WNVZ	8 WCMS-FM	8 WFOG	8 WNVZ	8 WWDE	8 WNOR-FM	N/T	2.6
9 WXRI	9 WRSR	9 WNVZ	9 WPCE	9 WXRI	9 WRAP	Rel	4.0
10 WRAP	10 WPCE	10 WTAR	10 WRAP	10 WNIS	10 WTAR		

OKLAHOMA CITY #42

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.6	10.7	11.4	1	KKNG 92.5	B/EZ	5	9	11	5	3	11/101	CHRISTAL		6.6
8.8	12.3	10.8	2	KZBS 98.9	AC	6	4	1	1	1	11/98	HNWH	AP	8.7
9.1	10.6	9.9	3	KXXY-FM 96.1	CTRY	7	8	3	3	2	11/100	MCGAVREN		8.9
11.8	7.2	9.8	4	KTOK 1000	N/T	1	11	8	8	7	14/77	BLAIR	ABC-I	7.5
9.8	11.6	9.5	5	KATT-FM 100.5	AOR	4	3	2	2	6	13/81	SELCOM	NBC-S	11.9
7.9	8.4	6.8	6	KJYO 102.7	CHR	3	1	6	7	11	19/56	BLAIR		8.4
6.9	7.4	6.4	7	KOFM 104.1	CHR	2	2	5	6	9	21/50	KATZ	ABC-C	10.2
4.5	3.8	6.0	8	KLTE 101.9	AC	9	5	4	4	4	15/71	MASLA		7.1
8.5	6.9	5.6	9	KEBC 94.7	CTRY	10	7	14	10	5	14/79	TORBET	ABC-E	7.8
2.3	2.3	4.9	10	WKY 930	CTRY	8	15	9	9	8	20/55	EASTMAN	ABC-E	3.7
1.4	1.7	3.0	11	KIMY 107.7	B/U	13	6	7	11	10	11/102	W&P		2.8
2.0	2.5	1.7	12	KJIL 104.9	REL	12	14	10	12	12	21/51	STARCOM	UPI	2.2
3.2	2.8	1.5	13	KOMA 1520	AC	11	10	16	14	13	28/39	KATZ	NBC	1.7
1.3	1.4	1.1	14	KKLR 92.7	AC	16	13	12	13	14	16/67			.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KXXY-FM	1 KZBS	AC 19.4
2 KZBS	2 KLTE	2 KZBS	2 KLTE	2 KZBS	2 KKNG	AOR 9.5
3 KXXY-FM	3 KOFM	3 KXXY-FM	3 KXXY-FM	3 KATT-FM	3 KXXY-FM	Blk/Urbn 3.0
4 KJYO	4 KATT-FM	4 KLTE	4 KKNG	4 KTOK	4 KLTE	BM/Easy 11.4
5 KLTE	5 KJYO	5 KTOK	5 KOFM	5 KLTE	5 KEBC	CHR 23.1
6 KOFM	6 KXXY-FM	6 KJYO	6 KATT-FM	6 KKNG	6 WKY	Ctry 20.4
7 KIMY	7 KIMY	7 KOFM	7 KJYO	7 KEBC	7 KOFM	N/T 9.8
8 KTOK	8 WKY	8 WKY	8 KEBC	8 WKY	8 KTOK	Rel 1.7
9 WWLS	9 KJIL	9 KKNG	9 WKY	9 KIMY	9 KJYO	
10 WKY	10 KKNG	10 KIMY	10 KIMY	10 KOFM	10 KJIL	

PHILADELPHIA #5

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.9	7.6	8.8	9.4	9.8	1 WMMR 93.3	AOR	2	3	1	1	1	11/98	KATZ	NBC-S	11.2
6.2	7.9	6.5	7.0	7.0	2 KYW 106.0	NEWS	1	12	11	8	7	21/52	BLAIR	NBC	7.3
6.7	6.5	7.5	7.9	6.9	3 WUSL 98.9	B/U	6	1	2	3	9	11/97	EASTMAN	ABC	8.2
8.3	6.3	7.9	6.2	6.5	4 WEAZ 107.1	B/EZ	3	21	17	12	6	13/81	MCGAVREN		6.6
5.0	6.8	4.4	4.7	5.3	5 WPEN 95.0	BBND	11	20	20	20	15	11/100	MMR	US2	5.3
5.8	5.5	5.3	5.1	5.2	6 WMGK 102.9	AC	5	8	5	2	2	15/71	MMR		4.5
3.4	4.2	3.6	3.2	4.6	7 WSNI 104.5	AC	8	9	6	4	3	14/79	SELCOM	US1	3.1
6.3	5.2	5.7	4.7	4.2	8 WCAU-FM 98.1	CHR	4	2	8	11	13	21/52	CBS	CBS-F	6.5
5.0	4.4	5.4	5.0	4.2	8 WDAS-FM 105.3	B/U	15	5	4	6	10	12/90	HNWH		5.1
4.5	4.3	3.4	4.1	4.1	10 WWDB 96.5	TALK	14	22	15	13	11	13/86	W&P	ABC-I	4.9
3.2	4.1	2.6	2.7	4.0	11 WKSZ 100.3	AC	13	15	9	7	5	13/81	MASLA		2.7
4.4	4.2	4.2	5.5	3.7	12 WCAU 121.0	N/T	7	11	16	17	14	19/57	CBS SPOT	CBS	3.2
3.7	4.1	3.4	3.1	3.7	12 WIOQ 102.1	AOR	9	10	3	5	4	16/66	MCGAVREN		2.7
3.7	3.9	3.5	2.5	3.7	12 WIP 61.0	AC	10	14	13	15	12	16/68	KATZ	ABC-D	3.1
3.7	2.6	3.3	3.2	3.3	15 WXTU 92.5	CTRY	18	17	12	10	8	10/111	BLAIR	MBS	3.5
2.9	3.2	3.0	3.1	3.0	16 WYSP 94.1	AOR	12	4	7	9	17	19/57	TORBET	ABC-R	5.5
2.4	2.3	2.9	3.0	2.0	17 WZGO 106.1	CHR	16	6	10	14	18	20/53	CHRISTAL	ABC-C	1.7
1.7	1.4	1.5	1.3	1.8	18 WFLN 95.7	CLAS	19	25	18	18	19	15/70	CMBS		1.8
1.9	2.3	2.1	2.1	1.7	19 WFIL 56.0	GOLD	17	19	14	16	16	20/54	EASTMAN	ABC-D	1.9
1.4	0.8	1.2	1.2	1.2	20 WHAT 134.0	B/U	20	16	21	21	21	15/75	W&P	SBN	--
1.1	1.3	1.3	1.4	1.0	21 WDAS 148.0	B/U	21	18	22	22	22	18/61	HNWH	NBN	--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMGK
2 WUSL	2 WUSL	2 WUSL	2 WMGK	2 WSNI	2 WKSZ
3 WIOQ	3 WIOQ	3 WMGK	3 WUSL	3 WMGK	3 WSNI
4 WYSP	4 WMGK	4 WSNI	4 WSNI	4 WIOQ	4 WEAZ
5 WDAS-FM	5 WDAS-FM	5 WIOQ	5 WDAS-FM	5 KYW	5 WIOQ
6 WMGK	6 WSNI	6 WDAS-FM	6 WKSZ	6 WUSL	6 KYW
7 WSNI	7 WCAU-FM	7 WYSP	7 WIOQ	7 WXTU	7 WXTU
8 KYW	8 WKSZ	8 KYW	8 WCAU-FM	8 WWDB	8 WMMR
9 WCAU-FM	9 WZGO	9 WXTU	9 WEAZ	9 WDAS-FM	9 WDAS-FM
10 WKSZ	10 WYSP	10 WKSZ	10 KYW	10 WEAZ	10 WUSL

AC	████████████████████	17.5
AOR	████████████████████	16.5
BBnd	████████████████	5.3
Blk/Urban	████████████████████	13.3
BM/Easy	████████████████	6.5
CHR	████████████████	6.2
Clas	██████████████	1.8
Ctry	██████████████	3.3
Gold	██████████████	1.7
N/T	████████████████████	14.8

PHOENIX #24

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CLUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	8.0	8.9	10.4	1	1	KNIX-FM 102.5	CTRY	3	7	8	2	1	10/112	KATZ		10.8
7.1	8.2	8.3	10.4	1	1	KUPD 97.9	AOR	4	2	1	1	3	10/109	MASLA		12.7
10.4	10.1	9.2	9.3	3	3	KTAR 620	N/T	1	13	12	9	5	14/80	CBS SPOT	ABC-I	9.6
8.0	6.0	5.9	7.1	4	4	KQYT 95.5	B/EZ	5	19	15	14	7	11/103	EASTMAN		4.3
5.8	6.7	5.9	6.7	5	5	KMEO-FM 96.9	B/EZ	6	17	13	7	6	11/98	MCGAVREN		5.7
6.0	6.7	7.6	6.2	6	6	KZZP-FM 104.7	CHR	2	1	3	5	11	18/62	MCGAVREN		11.1
3.8	4.5	3.9	5.9	7	7	KOOL-FM 94.5	GOLD	10	9	2	3	2	12/91	CHRISTAL	CBS	3.7
4.6	5.5	3.6	4.8	8	8	KOY 550	AC	11	16	18	11	8	14/78	EASTMAN	NBC	3.6
5.9	6.7	6.4	4.6	9	9	KKLT 98.7	AC	9	26	5	4	4	16/69	CBS SPOT		7.2
4.1	4.1	3.7	3.7	10	10	KDKB 93.3	AOR	7	5	4	6	10	20/54	BLAIR	NBC-S	4.6
5.3	5.0	5.3	3.4	11	11	KOPA-FM 100.7	CHR	8	4	6	10	12	21/52	SELCOM	ABC-C	3.7
2.6	2.8	2.2	3.3	12	12	KLFF 1360	BBND	14	25	27	25	21	9/119	MASLA		1.1
4.2	4.2	4.8	3.2	13	13	KLZI 99.9	AC	12	6	7	8	9	19/56	TORBET	US1	3.5
2.6	3.2	2.0	2.9	14	14	KUKQ 1060	B/U	13	3	9	12	13	12/88	MASLA		2.4
1.5	1.6	1.7	2.4	15	15	KNIX 1580	CTRY	15	10	17	16	14	12/88	KATZ		1.5
2.2	2.0	2.5	2.0	16	16	KSTM 107.1	AOR	18	12	10	13	16	11/97	W&P		2.6
2.8	1.6	2.9	1.9	17	17	KONC 101.5	CLAS	16	20	20	19	15	15/70	CMBS		2.3
1.3	--	0.7	1.7	18	18	KPHX 1480	SPAN	26	27	11	15	18	6/171	CABALLERO		.8
1.1	1.8	2.2	1.4	19	19	KOOL 960	AC	17	21	23	22	20	18/60	CHRISTAL	CBS	1.0
0.8	0.4	1.1	1.3	20	20	KRDS 1190	REL	22	8	14	17	22	12/92			2.0
1.9	0.8	0.8	1.3	20	20	KVVA 860	SPAN	25	18	16	18	17	8/128	LOTUS		--

Continued on Page 138

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PITTSBURGH #13

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.9	16.1	15.1	11.9	1	KDKA 1020	AC	1	6	7	5	1	15/71	BLAIR/RAR	NBC	11.8
8.8	8.8	9.8	9.2	2	WBZZ 93.7	CHR	2	1	2	2	3	15/73	BLAIR		11.8
7.9	7.5	8.1	8.4	3	WDVE 102.5	AOR	3	2	1	1	6	12/91	EASTMAN	NBC-S	12.1
9.7	11.0	9.4	7.8	4	WSHH 99.7	B/EZ	4	16	11	7	7	11/97	MMR		9.2
4.0	4.9	4.7	6.7	5	WAMO-FM 105.9	B/U	8	3	3	4	4	10/114	SELCOM	SBN	7.1
4.5	4.8	4.9	5.4	6	WWSW 94.5	AC	7	7	4	3	2	14/77	MCGAVREN	ABC-C	3.4
5.5	4.8	4.4	4.6	7	WHTX 96.1	CHR	5	5	5	6	5	18/59	KATZ	US1	4.6
3.9	4.7	2.8	4.3	8	WTKN 970	TALK	9	21	14	15	12	14/79	MCGAVREN	ABC-C	3.3
5.3	4.0	3.7	4.2	9	WTAE 1250	AC	6	12	13	8	8	20/55	KATZ	ABC-E	3.6
3.6	2.9	3.9	3.7	10	WJAS 1320	BBND	14	28	26	28	18	11/99	MMR	ABC-D	2.9
3.4	2.9	2.8	2.7	11	WDSY 107.9	CTRY	15	10	10	11	11	14/78	REPUBLIC	ABC-I	2.0
2.1	2.5	1.9	2.6	12	KQV 1410	NEWS	10	20	21	20	19	21/53	CHRISTAL	CBS	3.1
1.4	1.1	1.8	2.6	12	WECP 1080	CTRY	17	14	19	16	9	10/112	REPUBLIC	ABC-I	1.0
1.8	1.9	2.9	2.5	14	WYDD 104.7	CHR	11	4	8	12	15	21/50	MASLA	ABC-F	2.6
2.3	2.2	3.8	2.4	15	WPNT 92.9	AC	13	29	9	10	10	17/63	CHRISTAL		3.3
3.2	2.6	2.9	2.2	16	WHYW 96.9	AC	12	11	6	9	13	21/52	CHRISTAL		2.9
1.8	1.0	1.0	2.1	17	WMBS 590	AC	19	26	20	22	17	8/133		CBS	1.0
0.5	0.3	0.5	1.4	18	WAMO 860	JAZZ	20	24	17	13	14	10/113	SELCOM	SBN	.3
1.0	--	1.0	1.3	19	WWCL 100.7	AC	16	9	12	14	16	19/57	TORBET		1.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 KDKA	1 WBZZ	AC 29.5
2 WBZZ	2 WAMO-FM	2 WBZZ	2 WAMO-FM	2 WDVE	2 WWSW	AOR 8.4
3 WAMO-FM	3 WDVE	3 WWSW	3 WWSW	3 WWSW	3 KDKA	BBnd 3.7
4 KDKA	4 WWSW	4 KDKA	4 WHTX	4 WTAE	4 WAMO-FM	Blk/Urbn 6.7
5 WWSW	5 WHTX	5 WAMO-FM	5 WDVE	5 WBZZ	5 WSHH	BM/Easy 7.8
6 WYDD	6 WHYW	6 WHTX	6 WSHH	6 WHTX	6 WHTX	CHR 16.3
7 WHTX	7 WYDD	7 WTAE	7 KDKA	7 WAMO-FM	7 WTAE	Ctry 5.3
8 WHYW	8 WPNT	8 WYDD	8 WPNT	8 WSHH	8 WPNT	Jazz 1.4
9 WDSY	9 WSHH	9 WHYW	9 WHYW	9 WEEP	9 WEEP	N/T 6.9
10 WPNT	10 KDKA	10 WAMO	10 WDSY	10 WAMO	10 WDSY	

PORTLAND #30

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.0	7.8	8.9	9.8	1	KKRZ 100.3	CHR	1	1	2	2	8	12/88	KATZ	ABC-F	12.5
8.2	7.0	7.4	8.3	2	KXL -FM 95.5	B/EZ	6	20	17	10	5	10/111	MCGAVREN		6.0
3.9	5.5	5.6	8.0	3	KXL 750	NEWS	3	17	10	11	7	11/94	MCGAVREN	NBC	5.6
6.8	5.8	5.7	7.1	4	KINK 101.9	AOR	9	13	1	1	1	10/110	BLAIR		5.5
3.5	5.5	6.2	6.4	5	KGON 92.3	AOR	5	3	3	3	10	13/81	HNWH		9.2
5.7	6.5	10.1	6.3	6	KGW 620	AC	2	9	5	4	2	19/57	BLAIR	AP	6.3
6.0	8.9	8.1	6.3	6	KEX 1190	AC	4	14	9	9	6	14/76	KATZ	ABC-I	5.8
5.3	6.7	4.6	5.9	8	KKCW 103.3	AC	8	4	4	5	3	13/85	MASLA		5.0
3.3	4.3	4.0	4.8	9	KUPL-FM 98.5	CTRY	12	12	8	6	4	11/95	TORBET	ABC-D	5.3
6.4	5.3	4.8	4.6	10	KYTE 970	BBND	11	21	23	20	17	12/90	SELCOM	CBS	2.4
6.7	6.9	8.0	4.3	11	KMJK-FM 106.7	CHR	7	2	6	8	12	18/59	EASTMAN	ABC-C	--
4.3	3.8	3.0	3.6	12	KKLI 97.1	AC	10	11	7	7	9	17/64	CHRISTAL		5.0
4.6	3.2	2.6	2.8	13	KWJJ 1080	CTRY	13	19	13	12	11	17/62	EASTMAN	ABC-E	3.4
1.8	2.8	1.7	2.5	14	KWJJ-FM 99.5	CTRY	16	5	14	14	13	15/74	EASTMAN	ABC-E	1.9
4.1	2.4	2.3	2.3	15	KYTE-FM 101.1	CLAS	14	8	12	15	14	19/57	SELCOM		3.6
1.2	1.5	1.7	2.1	16	KPDQ-FM 93.7	REL	17	16	15	16	16	14/75			1.6
2.7	2.3	1.4	1.7	17	KKEY 1150	TALK	21	18	22	22	21	8/132		MBS	1.8
3.6	1.8	1.7	1.6	18	KSGO 1520	GOLD	15	15	11	13	15	23/47	HNWH		0.7
3.8	2.0	2.1	1.4	19	KKSN 910	CLAS	18	22	19	17	18	17/63	CMBS		1.6
0.5	0.4	0.6	1.2	20	KPDQ 800	REL	23	6	16	18	19	11/103			0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGON	1 KKRZ	1 KGON	1 KKRZ	1 KINK	1 KGW
2 KINK	2 KINK	2 KINK	2 KKCW	2 KUPL-FM	2 KKCW
3 KKRZ	3 KKCW	3 KKRZ	3 KINK	3 KGW	3 KINK
4 KGW	4 KMJK-FM	4 KGW	4 KGW	4 KKCW	4 KXL-FM
5 KKLI	5 KKLI	5 KKCW	5 KKLI	5 KGON	5 KEX
6 KMJK-FM	6 KGON	6 KUPL-FM	6 KUPL-FM	6 KKRZ	6 KKLI
7 KUPL-FM	7 KGW	7 KKLI	7 KMJK-FM	7 KXL	7 KUPL-FM
8 KKCW	8 KUPL-FM	8 KEX	8 KXL-FM	8 KEX	8 KXL
9 KEX	9 KEX	9 KXL	9 KEX	9 KXL-FM	9 KKRZ
10 KXL	10 KPDQ	10 KWJJ	10 KGON	10 KWJJ	10 KMJK-FM

AC	22.1
AOR	13.5
BBnd	4.6
BM/Easy	8.3
CHR	14.1
Clas	3.7
Ctry	10.1
Gold	1.6
N/T	9.7
Rel	3.3

PROVIDENCE-WARWICK-PAWTUCKET #26

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.1	12.6	12.5	1	WLKW-FM 101.5	B/EZ	3	15	15	9	3	8/81	CHRISTAL	ABC-I	10.7
9.5	11.6	9.3	2	WPRO-FM 92.3	CHR	1	1	2	2	2	16/68	BLAIR	ABC-C	10.3
9.8	9.8	9.2	3	WHJY 94.1	AOR	2	2	1	1	5	12/79	KATZ	ABC-R	11.8
3.7	3.2	7.2	4	WWLI 105.1	AC	5	11	4	3	1	12/92	MCGAVREN		7.2
6.1	7.4	7.0	5	WPRO 630	AC	4	8	6	4	4	15/74	BLAIR	ABC-D	5.9
5.4	6.4	7.0	5	WHJJ 920	N/T	6	29	12	11	7	11/102	KATZ	ABC-I	7.2
3.3	2.9	4.2	7	WBRU 95.5	AOR	7	6	3	5	6	15/71	SELCOM	CBS-R	4.4
3.5	2.8	3.9	8	WERI-FM 103.7	CHR	8	3	5	7	10	16/67	ROSLIN		4.6
3.5	3.0	3.1	9	WMYS 98.1	AC	10	10	8	6	9	15/70	TORBET		2.2
4.5	4.4	2.7	10	WSNE 93.3	AC	9	9	7	8	8	21/51	EASTMAN		3.7
3.4	2.2	1.9	11	WEAN 790	B/EZ	11	22	28	27	21	24/45	MCGAVREN	MBS	2.0
2.4	2.7	1.9	11	WBSM 1420	TALK	18	18	23	20	16	11/103	W&P	NBC	1.5
0.9	1.2	1.6	13	WBCN 104.1	AOR	17	16	9	10	11	13/84	TORBET		1.4
2.3	2.1	1.5	14	WLKW 990	BBND	19	35	35	36	35	12/91	CHRISTAL	ABC-I	.7
1.6	1.9	1.4	15	WXKS-FM 107.9	CHR	13	7	10	12	17	18/62	MMR		3.7
2.1	1.6	1.4	15	WHIM 1110	CTRY	16	33	20	13	12	15/73	MMR	MBS	1.7
1.8	1.2	1.3	17	WBZ 1030	AC	12	19	26	18	15	22/50	BLAIR	ABC-I	2.9
0.4	0.6	1.0	18	WARA 1320	AC	21	31	21	21	23	16/66	NE SPOT		.5
1.5	1.0	1.0	18	WHTT 103.3	CHR	14	4	17	22	32	25/49	CBS-FM	CBS-R	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WLKW-FM	1 WPRO-FM	AC 22.3
2 WBRU	2 WHJY	2 WWLI	2 WWLI	2 WHJY	2 WWLI	AOR 15.0
3 WPRO-FM	3 WWLI	3 WPRO-FM	3 WHJY	3 WWLI	3 WPRO	BBnd 1.5
4 WWLI	4 WBRU	4 WBRU	4 WPRO	4 WPRO-FM	4 WLKW-FM	BM/Easy 14.4
5 WERI-FM	5 WPRO	5 WPRO	5 WMYS	5 WPRO	5 WSNE	CHR 15.6
6 WBCN	6 WERI-FM	6 WERI-FM	6 WBRU	6 WBRU	6 WMYS	Ctry 1.4
7 WPRO	7 WSNE	7 WBCN	7 WSNE	7 WBCN	7 WHJJ	N/T 1.9
8 WSNE	8 WMYS	8 WMYS	8 WLKW-FM	8 WHJJ	8 WHJY	
9 WMYS	9 WXKS-FM	9 WSNE	9 WERI-FM	9 WSNE	9 WBRU	
10 WXKS-FM	10 WZOU	10 WLKW-FM	10 WHJJ	10 WMYS	10 WERI-FM	

RIVERSIDE-SAN BERNARDINO #38

FALL '84	SPRING '85	FALL '85	METRO RANK 12-ADN	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.7	6.8	8.6	1	KDUO 97.5	B/EZ	3	32	19	10	4	10/113	KATZ	
5.8	8.7	7.0	2	KGGI 99.1	AC	2	1	2	1	1	15/74	MCGAVREN	CBS-R
9.5	7.9	6.8	3	KIIS-FM 102.7	CHR	1	2	1	2	2	16/69	MCGAVREN	
5.1	4.7	4.5	4	KBIG 104.3	B/EZ	9	35	20	11	10	12/92	TORBET	
3.6	3.6	3.9	5	KLOS 95.5	AOR	5	7	3	3	7	15/70	KATZ	ABC-R
3.4	5.0	3.8	6	KFI 640	AC	4	11	8	5	5	19/57	CHRISTAL	ABC-E
3.2	4.3	3.6	7	KRTH 101.1	GOLD	6	16	4	4	3	16/68	REPUBLIC	US 2
3.3	3.8	3.1	8	KNX 1070	NEWS	8	31	28	24	19	17/63	CBS SPOT	CBS
4.6	3.1	3.0	9	KOST 103.5	AC	11	6	7	6	6	15/72	CHRISTAL	
1.3	3.6	2.9	10	KFXM 590	BBND	14	26	32	20	14	13/83	KATZ	ABC-E
3.3	1.5	2.7	11	KQLH 95.1	AC	13	12	9	9	8	15/71	TORBET	MBS
2.1	1.2	2.7	11	KCKC 1350	CTRY	15	17	14	15	12	12/90	HNWH	ABC-I
3.7	3.4	2.6	13	KMET 94.7	AOR	10	8	5	7	9	18/61	SELCOM	
2.3	2.7	2.5	14	KOLA 99.9	AOR	7	5	6	8	17	22/50	MASLA	ABC-R
2.8	1.2	2.2	15	KABC 790	TALK	18	34	33	23	21	12/92	KATZ	ABC-I
1.6	1.5	2.1	16	KCAL 1410	SPAN	29	10	13	12	11	8/137	LOTUS	UPI
2.0	2.4	1.9	17	KKHR 93.1	CHR	12	4	12	16	33	22/48	CBS SPOT	
0.9	1.5	1.9	17	KROQ 106.7	AOR	17	3	11	19	34	16/68	BLAIR	
1.1	1.4	1.5	19	KWDJ 92.7	CTRY	21	9	18	17	18	15/70	ROSLIN	MBS
1.4	0.7	1.5	19	KDIG 1240	CTRY	32	27	25	28	22	9/124	SELCOM	
1.5	1.2	1.4	21	KLAC 570	CTRY	22	25	24	21	16	15/70	EASTMAN	ABC-D
1.5	1.5	1.4	21	KCAL-FM 96.7	AOR	16	13	10	13	20	22/48	TORBET	NBC-S
1.9	1.2	1.3	23	KNTF 93.5	CTRY	23	20	31	18	15	14/76	HNWH	
0.8	1.8	1.3	23	KMPC 710	BBND	20	29	40	40	37	20/55	DURPETTI	
0.4	0.6	1.3	23	KRLA 1110	GOLD	19	19	15	14	13	20/55	MMR	
0.4	0.6	1.2	26	KJOI 98.7	B/EZ	31	18	16	22	35	12/88	MMR	
0.8	0.8	1.1	27	KFAC-FM 92.3	CLAS	25	24	41	38	28	17/63	MCGAVREN	
1.7	0.9	1.0	28	KPRO 1440	N/T	27	40	36	36	36	17/63		CBS

Continued on Page 138

1986 R&R RATINGS REPORT Vol. 1/137

PHOENIX #24

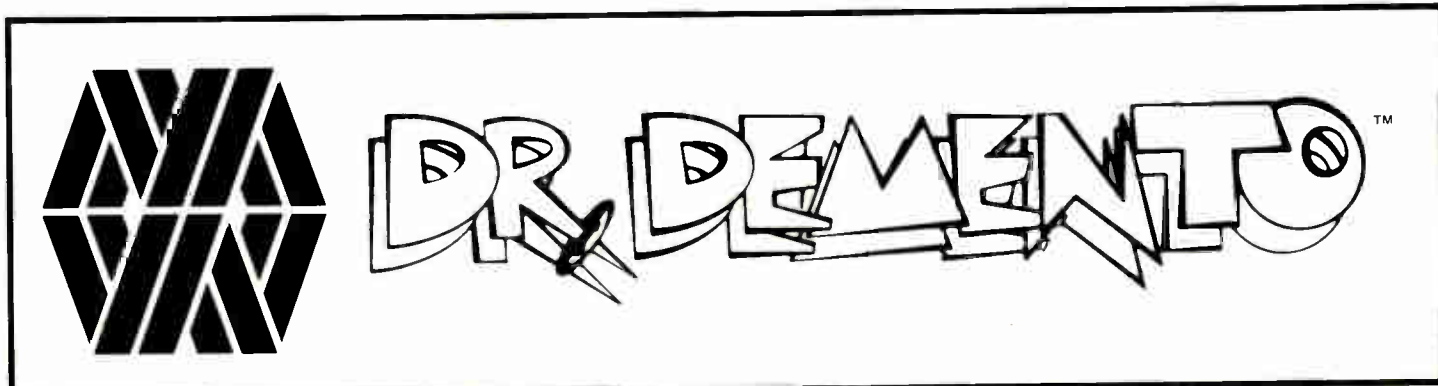
Continued from Page 132

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD	1 KUPD	1 KUPD	1 KUPD	1 KNIX-FM	1 KNIX-FM	AC 14.0
2 KOOL-FM	2 KKLK	2 KOOL-FM	2 KKLK	2 KOOL-FM	2 KKLK	AOR 16.1
3 KDKB	3 KZZP-FM	3 KNIX-FM	3 KNIX-FM	3 KUPD	3 KMEQ-FM	BBnd 3.3
4 KZZP-FM	4 KLZI	4 KDKB	4 KZZP-FM	4 KTAR	4 KOOL-FM	Blk/Urban 2.9
5 KOPA-FM	5 KOPA-FM	5 KZZP-FM	5 KMEQ-FM	5 KDKB	5 KUPD	BM/Easy 13.8
6 KKLK	6 KOOL-FM	6 KTAR	6 KLZI	6 KKLK	6 KQYT	CHR 9.6
7 KNIX-FM	7 KDKB	7 KKLK	7 KOOL-FM	7 KQYT	7 KTAR	Clas 1.9
8 KTAR	8 KNIX-FM	8 KOY	8 KOPA-FM	8 KOY	8 KLZI	Ctry 12.8
9 KSTM	9 KUKQ	9 KLZI	9 KDKB	9 KLZI	9 KOY	Gold 5.9
10 KUKQ	10 KSTM	10 KSTM	10 KOY	10 KMEQ-FM	10 KZZP-FM	N/T 9.3
						Rel 1.3
						Span 3.0

RIVERSIDE-SAN BERNARDINO #38

Continued from Page 137

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KIIS-FM	1 KLOS	1 KGGI	1 KRTH	1 KGGI	AC 16.5
2 KGGI	2 KGGI	2 KRTH	2 KIIS-FM	2 KIIS-FM	2 KIIS-FM	AOR 12.3
3 KMET	3 KQLH	3 KGGI	3 KOST	3 KGGI	3 KDUO	BBnd 4.2
4 KIIS-FM	4 KLOS	4 KIIS-FM	4 KQLH	4 KFI	4 KQLH	BM/Easy 14.3
5 KRTH	5 KOST	5 KMET	5 KFI	5 KMET	5 KOST	CHR 8.7
6 KOLA	6 KRTH	6 KFI	6 KLOS	6 KLOS	6 KFI	Clas 1.1
7 KFI	7 KCAL	7 KOLA	7 KDUO	7 KDUO	7 KCAL	Ctry 8.4
8 KCAL-FM	8 KFI	8 KRLA	8 KRTH	8 KRLA	8 KRTH	Gold 4.9
9 KROQ	9 KOLA	9 KOST	9 KCAL	9 KOST	9 KBIG	N/T 6.3
10 KOST	10 KKHR	10 KCAL-FM	10 KBIG	10 KLAC	10 KLOS	Span 2.1



ROCHESTER #41

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	12.5	12.0	1	WPXY-FM 97.9	CHR	1	1	2	3	5	14/78	MMR		11.8
8.8	11.2	11.7	2	WCMF 96.5	AOR	5	2	1	1	3	12/89	W&P		16.1
12.5	11.1	11.4	3	WEZO 101.3	B/EZ	3	7	7	5	2	13/83	KATZ	ABC-E	8.3
14.7	13.6	11.4	3	WVOR 100.5	AC	2	5	3	2	1	14/77	MCGAVREN		9.7
9.2	6.4	9.1	5	WHAM 1180	AC	6	9	8	8	6	14/79	MCGAVREN	CBS	7.7
8.2	7.7	6.9	6	WMJQ 92.5	CHR	4	4	4	4	4	21/52	EASTMAN	ABC-C	8.4
2.3	2.9	5.6	7	WDKX 103.9	B/U	10	3	5	7	8	9/115	W&P	NBN	8.9
2.3	2.5	5.3	8	WZKC 98.9	CTRY	7	14	6	6	7	15/75	TORBET		6.0
5.2	6.4	4.9	9	WYLF 95.1	BBND	9	18	16	11	10	12/88	MARKET 4		4.2
5.3	5.5	3.6	10	WBBF 950	N/T	8	10	9	9	11	19/57	EASTMAN	US2	2.5
4.5	3.6	3.1	11	WNYR 990	CTRY	11	12	11	10	9	14/77	KATZ	ABC-I	3.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WVOR	1 WVOR	AC 20.5
2 WPXY-FM	2 WVOR	2 WVOR	2 WVOR	2 WCMF	2 WEZO	AOR 11.7
3 WVOR	3 WCMF	3 WPXY-FM	3 WCMF	3 WEZO	3 WHAM	BBnd 4.9
4 WMJQ	4 WMJQ	4 WMJQ	4 WMJQ	4 WMJQ	4 WPXY-FM	Bik/Urbn 5.6
5 WDKX	5 WDKX	5 WZKC	5 WEZO	5 WPXY-FM	5 WMJQ	BM/Easy 11.4
6 WZKC	6 WZKC	6 WEZO	6 WZKC	6 WZKC	6 WCMF	CHR 18.9
7 WHAM	7 WEZO	7 WDKX	7 WDKX	7 WHAM	7 WZKC	Ctry 8.4
8 WBBF	8 WHAM	8 WHAM	8 WHAM	8 WDKX	8 WDKX	N/T 3.6
9 WEZO	9 WBBF	9 WNYR	9 WBBF	9 WNYR	9 WYLF	
10 WNYR	10 WPXY	10 WBBF	10 WYLF	10 WBBF	10 WNYR	

SACRAMENTO #32

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 1-2 ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.7	9.2	10.5	10.4	1	KSFM 102.5	CHR	1	2	2	1	1	15/74	MMR		15.4
4.6	5.1	5.9	8.9	2	KWOD 106.5	CHR	2	1	4	4	8	12/92		CBS-R	8.8
8.9	10.5	9.2	8.2	3	KCTC 96.1	B/EZ	5	18	12	7	3	12/91	CHRISTAL		8.4
8.2	8.4	9.0	7.7	4	KXOA-FM 107.9	AC	4	6	3	2	2	13/84	BLAIR		6.9
7.5	9.4	10.4	7.0	5	KZAP 98.5	AOR	3	3	1	3	4	15/73	MCGAVREN		10.8
4.7	5.1	5.7	6.7	6	KFBK 1530	N/T	6	15	10	8	6	14/77	KATZ	MBS	3.8
4.5	3.9	4.1	4.7	7	KXOA 1470	BBND	13	16	25	17	13	11/101	BLAIR	ABC-D	2.9
3.0	2.9	3.5	4.6	8	KRAK-FM 105.1	CTRY	9	9	7	5	5	12/92	EASTMAN		3.4
4.7	3.4	4.0	3.7	9	KHYL 101.1	AC	7	11	5	6	7	21/52	TORBET		3.2
4.3	5.2	5.0	3.4	10	KRAK 1140	CTRY	10	13	11	10	9	16/68	EASTMAN		6.0
4.9	3.4	4.4	3.3	11	KAER 92.5	CTRY	14	12	6	9	10	14/78	KATZ		2.9
4.4	3.7	2.9	3.0	12	KGNR 1320	BBND	8	19	21	13	11	20/55	CHRISTAL	ABC-I	3.0
2.5	3.3	2.0	2.4	13	KROY 96.9	AC	12	5	8	11	12	22/50	HNWH		3.0
3.9	4.2	2.8	2.0	14	KPOP 93.5	CHR	11	4	9	12	14	26/41	W&P	ABC-C	1.6
2.5	2.0	1.5	1.3	15	KGO 810	N/T	17	23	17	18	16	21/52	BLAIR	ABC-I	2.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	1 KZAP	1 KSFM	AC	13.8
2 KSFM	2 KSFM	2 KSFM	2 KSFM	2 KSFM	2 KXOA-FM	AOR	7.0
3 KWOD	3 KWOD	3 KXOA-FM	3 KWOD	3 KXOA-FM	3 KCTC	BBnd	7.7
4 KXOA-FM	4 KZAP	4 KWOD	4 KZAP	4 KFBK	4 KRAK	BM/Easy	8.2
5 KAER	5 KHYL	5 KFBK	5 KHYL	5 KRAK	5 KWOD	CHR	21.3
6 KHYL	6 KROY	6 KRAK	6 KCTC	6 KRAK	6 KHYL	Ctry	11.3
7 KPOP	7 KRAK	7 KHYL	7 KRAK	7 KHYL	7 KZAP	N/T	8.0
8 KFBK	8 KAER	8 KRAK	8 KAER	8 KCTC	8 KFBK		
9 KRAK	9 KPOP	9 KAER	9 KROY	9 KAER	9 KAER		
10 KRAK	10 KCTC	10 KROY	10 KRAK	10 KWOD	10 KRAK		

ST. LOUIS #15

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.6	20.9	19.7	22.0	22.6	1	KMOX 1120	TALK	1	6	2	2	1	11/97	CBS-SPOT	CBS	24.0
12.0	11.9	12.9	14.1	12.4	2	KSHE 94.7	AOR	2	1	1	1	2	10/111	KATZ		19.2
5.9	7.2	5.6	5.8	6.4	3	KEZK 102.5	B/EZ	5	26	16	9	6	13/87	MMR		5.1
5.8	6.2	6.7	5.0	6.3	4	WIL-FM 92.3	CTRY	4	5	6	4	3	13/84	BLAIR	ABC-E	3.8
7.6	7.0	6.2	6.3	5.8	5	KMJM 107.7	B/U	8	2	3	5	8	10/105	CHRISTAL		8.1
4.8	5.2	5.0	6.1	5.5	6	KSD 93.7	AC	7	8	4	3	4	13/81	MCGAVREN		4.8
3.9	4.3	3.5	3.4	4.5	7	KUSA 550	CTRY	9	13	9	6	5	13/86	MCGAVREN	MBS	3.6
4.8	4.5	4.8	5.9	3.9	8	KHTR 103.3	CHR	3	4	5	8	9	25/42	CBS-FM	CBS	4.4
4.1	3.1	4.3	3.3	3.6	9	WRTH 590	BBND	11	23	25	21	16	13/82	MMR	US2	1.6
4.3	3.8	4.9	3.9	3.4	10	KWK 106.5	CHR	6	3	8	10	12	22/48	EASTMAN		4.7
3.7	3.3	3.5	3.8	3.0	11	KYKY 98.1	AC	10	12	7	7	7	18/59	HNHW		2.6
2.6	2.5	2.0	1.7	2.0	12	KXOK 630	TALK	12	18	20	20	14	19/56	KATZ	ABC-T	1.9
1.9	2.0	1.7	2.0	1.7	13	KATZ 96.3	B/U	17	19	17	15	15	14/78	W&P	NBN	1.6
1.7	1.5	2.3	1.6	1.6	14	KADI 96.3	AC	13	9	10	12	11	23/48	MASLA	NBC-S	1.1
1.9	2.1	1.3	1.0	1.6	14	KGLD 1380	GOLD	14	17	12	11	10	18/61	EASTMAN		1.0
1.6	1.6	0.7	1.2	1.3	16	KLTH 97.1	AC	18	16	18	13	13	17/64	W&P		.7
1.4	1.4	1.4	1.0	1.3	16	WZEN 100.3	B/U	15	7	11	14	17	20/54	W&P	NBN	1.0
1.6	1.0	1.4	0.8	1.2	18	WESL 1490	B/U	16	10	15	17	18	20/54	LAZAR	SHRDN	.7
--	--	--	--	1.0	19	WKKX 104.1	CTRY	20	21	19	16	20	17/62	REPUBLIC		.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX
2 KMOX	2 KSD	2 KMOX	2 KSD	2 KSHE	2 KSD
3 KMJM	3 KMJM	3 WIL-FM	3 KMOX	3 KUSA	3 WIL-FM
4 WIL-FM	4 KHTR	4 KUSA	4 KMJM	4 WIL-FM	4 KEZK
5 KHTR	5 KYKY	5 KSD	5 WIL-FM	5 KSD	5 KSHE
6 KUSA	6 WIL-FM	6 KMJM	6 KHTR	6 KEZK	6 KYKY
7 KSD	7 KWK	7 KYKY	7 KYKY	7 KYKY	7 KMJM
8 KYKY	8 KMOX	8 KEZK	8 KEZK	8 KMJM	8 KHTR
9 KWK	9 KUSA	9 KHTR	9 KWK	9 KHTR	9 KUSA
10 KADI	10 WZEN	10 KGLD	10 KUSA	10 KGLD	10 KWK

FORMAT REACH

AC	11.4
AOR	12.4
BBnd	3.6
Bik/Urban	10.0
BM/Easy	6.4
CHR	7.3
Ctry	11.8
Gold	1.6
N/T	24.6

SAN ANTONIO #37

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	8.5	9.8	1	KQXT 101.9	B/EZ	2	11	11	4	2	9/119	BLAIR/RAR		8.4
8.2	9.6	9.3	2	KTFM 102.7	CHR	1	1	1	1	1	13/83	BLAIR		13.1
6.0	5.0	7.0	3	KCOR 1350	SPAN	14	12	12	6	5	8/143	KATZ		4.5
7.1	7.0	6.8	4	KISS 99.5	AOR	3	2	2	3	12	12/90	KATZ	NBC-S	9.7
6.3	5.2	5.9	5	KAJA 97.3	CTRY	6	10	3	2	3	12/89	HNWH		5.4
5.0	4.5	5.8	6	WOAI 1200	N/T	5	21	20	13	7	13/85	HNWH	CBS	2.8
--	5.3	4.7	7	KSMG 105.3	AC	8	9	4	5	4	15/71	SELCOM		4.3
2.7	4.4	4.2	8	KONO 860	AC	10	8	10	7	6	14/80	MMR	ABC-C	4.9
5.8	4.8	3.9	9	KBUC-FM 107.5	CTRY	12	13	15	15	9	14/79	EASTMAN		3.6
6.3	5.8	3.7	10	KKYX 680	CTRY	11	20	21	17	13	15/71	CHRISTAL	ABC-D	3.5
4.6	4.3	3.6	11	KITY 92.9	CHR	4	4	6	9	22	23/48	MMR	ABC-F	3.7
2.4	3.1	3.4	12	KSAQ 96.1	CHR	15	3	8	12	23	15/72	HNWH	MBS	3.9
3.3	4.4	3.2	13	KEDA 1540	SPAN	16	18	17	19	10	10/106	SELCOM		.7
6.4	3.2	3.1	14	KXZL 104.5	AOR	13	5	5	10	15	17/63	TORBET		3.3
6.4	4.6	3.1	14	KLLS 100.3	AC	9	15	9	8	8	19/57	CHRISTAL	UPI	3.5
4.8	4.4	2.9	16	KTSA 550	AC	7	7	14	14	14	24/44	BLAIR		6.0
1.1	1.7	2.4	17	KESI 106.7	AOR	19	17	7	11	11	10/104	MASLA	CBS	3.5
1.7	1.0	2.3	18	KBUC 1310	CTRY	21	27	19	21	19	9/117	EASTMAN		3.6
2.3	2.2	2.1	19	KAPE 1480	B/U	23	16	13	16	16	7/157	MASLA	CBS	2.3
1.8	2.2	2.0	20	KSJL 760	CHR	17	6	16	18	21	16/67	W&P	UPI	3.0
0.9	--	1.8	21	KRNN 930	N/T	18	24	22	22	18	15/72	REPUBLIC	ABC-I	.6
1.4	2.1	1.2	22	KSLR 630	REL	20	14	18	20	17	19/57			1.8
0.9	0.3	1.1	23	KXET 1250	SPAN	22	22	23	23	20	19/57	LOTUS		1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KSMG	1 KTFM
2 KTFM	2 KAJA	2 KTFM	2 KAJA	2 KAJA	2 KCOR
3 KAJA	3 KSMG	3 KAJA	3 KQXT	3 KONO	3 KQXT
4 KXZL	4 KLLS	4 KSMG	4 KCOR	4 KQXT	4 KAJA
5 KITY	5 KISS	5 KONO	5 KSMG	5 WOAI	5 KLLS
6 KSAQ	6 KESI	6 KQXT	6 KLLS	6 KISS	6 KSMG
7 KSMG	7 KQXT	7 KXZL	7 KISS	7 KISS	7 KTSA
8 KONO	8 KAPE	8 KITY	8 KESI	8 KEDA	8 KBUC-FM
9 KESI	9 KITY	9 KSAQ	9 KBUC-FM	9 KESI	9 KONO
10 KCOR	10 KXZL	10 KESI	10 KTSA	10 KCOR	10 WOAI

AC	14.9
AOR	12.3
Bik/Urban	2.1
BM/Easy	9.8
CHR	18.3
Ctry	15.8
N/T	7.8
Rel	1.2
Span	11.3

SAN DIEGO #20

WINTER '85 Feb-84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.0	9.7	7.8	8.0	9.4	1 KJQY 103.7	B/EZ	2	11	15	11	3	11/100	BLAIR/RAR		7.7
8.9	6.9	8.6	9.3	7.8	2 KGB 101.5	AOR	3	3	1	1	4	13/86	KATZ		8.3
5.3	6.5	6.2	5.9	7.6	3 KFMB-FM 100.7	AC	1	5	2	2	1	15/74	MCGAVREN		6.1
7.1	5.5	9.2	9.5	6.4	4 KFMB 760	AC	4	8	12	3	2	14/77	MCGAVREN	CBS	3.6
4.5	5.4	5.5	5.2	6.1	5 KSDO 1130	N/T	6	14	16	16	9	13/85	HNWH	ABC-I	4.7
5.7	6.1	5.4	6.3	4.8	6 KSDO-FM 102.9	CHR	5	1	8	12	16	18/59	HNWH		6.8
3.3	4.1	3.2	3.2	4.8	6 KPOP 1360	BBND	12	20	29	23	19	10/105	KATZ	NBC	4.8
4.8	4.2	6.1	6.1	4.5	8 XTRA-FM 91.1	AOR	7	2	3	6	17	16/66	MMR		7.0
2.3	3.0	2.8	3.2	4.5	8 KSON-FM 97.3	CTRY	8	17	9	4	5	13/80	BLAIR		5.7
4.1	4.8	4.0	3.3	4.5	8 XHRM 92.5	B/U	11	4	4	5	12	12/89	W&P	SHRDN	9.0
2.9	5.3	4.0	2.8	3.5	11 KLZZ-FM 106.5	AC	9	6	6	7	6	17/65	EASTMAN		2.9
3.6	3.6	3.7	3.3	3.0	12 KIFM 98.1	AC	10	10	7	8	7	19/58	CBS-FM	CBS-R	2.6
2.6	2.1	1.7	1.6	3.0	12 KCBQ-FM 105.3	CTRY	14	12	13	13	11	16/69	REPUBLIC		2.6
2.7	2.5	2.7	2.5	2.9	14 XTRA 690	GOLD	15	16	10	10	8	16/67	MMR		2.4
--	--	1.7	2.5	2.7	15 XHIT 90.3	AOR	19	25	5	9	15	15/71	CBS-R		2.4
2.6	2.7	3.6	2.8	2.6	16 KFSD 94.1	CLAS	16	28	20	17	13	17/63	CHRISTAL		2.2
3.5	3.1	2.2	2.8	2.6	16 KYXY 96.5	AC	17	22	14	14	10	16/66	TORBET		2.0
2.4	2.6	2.3	1.9	2.1	18 KWLTL 94.9	AC	18	13	11	15	14	20/54	CHRISTAL		2.6
1.8	1.8	1.6	2.4	1.6	19 KNX 1070	NEWS	20	24	26	25	22	23/48	CBS-R	CBS	2.3
--	1.3	0.9	0.8	1.4	20 KLZZ 600	AC	13	7	18	20	21	35/31	EASTMAN	AP	1.2
1.9	1.3	1.4	0.9	1.3	21 KCBQ 1170	CTRY	21	19	24	18	18	24/44	REPUBLIC		1.1
1.7	1.2	1.3	1.4	1.1	22 KEZL 102.1	AC	23	21	17	19	20	20/54	SELCOM	ABC-D	1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM
2 KFMB-FM	2 KGB	2 KFMB-FM	2 KLZZ-FM	2 KFMB	2 KFMB
3 XTRA-FM	3 KLZZ-FM	3 XTRA-FM	3 KGB	3 KFMB-FM	3 KJQY
4 XHIT	4 XHRM	4 KFMB	4 KSON-FM	4 KJQY	4 KSON-FM
5 XHRM	5 KIFM	5 KSON-FM	5 KFMB	5 KSON-FM	5 KLZZ-FM
6 KIFM	6 KWLTL	6 XHIT	6 KJQY	6 KSDO	6 KYXY
7 KSDO-FM	7 KSON-FM	7 XHRM	7 XHRM	7 KIFM	7 XTRA
8 KSON-FM	8 XTRA	8 KIFM	8 KYXY	8 XTRA	8 KFSD
9 XTRA	9 KSDO-FM	9 XTRA	9 KIFM	9 KLZZ-FM	9 KIFM
10 KLZZ-FM	10 KFMB	10 KSDO-FM	10 KSDO-FM	10 XHIT	10 KGB

FORMAT REACH

AC	27.7
AOR	15.0
BBnd	4.8
Bik/Urbn	4.5
BM/Easy	9.4
CHR	4.8
Clas	2.6
Ctry	5.8
Gold	2.9
N/T	7.7

SAN JOSE #28

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	8.5	8.8	8.3	1	KGO 810	N/T	2	35	15	5	2	13/85	BLAIR	ABC-I	8.0
6.3	5.4	5.6	6.7	2	KBAY 100.3	B/EZ	5	23	14	3	1	12/92	MMR		4.4
5.8	5.7	4.5	6.1	3	KWSS 94.5	CHR	1	1	1	1	8	18/60	MCGAVREN		8.3
4.4	3.6	4.2	5.3	4	KCBS 740	N/T	3	19	22	12	6	18/60	CBS SPOT	CBS	4.1
3.7	4.4	4.1	4.3	5	KYUU 99.7	AC	4	5	2	2	5	22/50	MCGAVREN		7.1
3.8	3.5	3.7	3.6	6	KSOL 107.7	B/U	8	2	6	10	17	19/56	MASLA	AP	4.6
4.0	2.9	3.9	3.4	7	KARA 105.7	AC	10	13	7	4	3	18/59	SELCOM		1.8
3.7	2.5	4.3	3.2	8	KIOI 101.3	AC	7	12	5	6	10	23/47	MMR		3.1
3.5	2.8	2.3	3.2	8	KSJO 92.3	AOR	9	7	3	7	22	21/51	HNWH		3.4
2.0	3.7	3.6	3.1	10	KSAN 94.9	CTRY	15	29	9	8	7	15/72	KATZ		2.1
2.2	3.4	3.4	3.1	10	KLOK 1170	AC	12	14	16	9	4	19/57	W&P		2.9
4.6	5.2	5.3	3.0	12	KOME 98.5	AOR	6	4	4	11	23	25/44	TORBET	ABC-R	6.7
1.6	2.8	2.8	2.9	13	KLZE 97.7	B/EZ	22	20	28	19	16	12/88	REPUBLIC		1.9
2.8	1.0	2.0	2.7	14	KOIT-FM 96.5	AC	14	25	13	16	11	17/62	TORBET		2.1
2.3	4.4	2.0	2.7	14	KEEN 1370	CTRY	20	40	21	14	9	14/79	MMR	UPI	1.8
1.8	1.6	1.3	2.3	16	KBLX 102.9	B/U	18	17	10	13	12	17/65	HNWH	SHRDN	2.2
3.4	1.6	1.7	2.2	17	KNTA 1430	SPAN	31	34	19	22	13	8/132	LOTUS		.1
1.5	2.0	3.0	2.1	18	KNBR 680	MISC	16	32	26	21	18	21/53	MCGAVREN	NBC	1.4
1.9	4.5	2.6	2.0	19	KEZR 106.5	AC	11	16	8	15	14	29/37	CHRISTAL		2.6
3.1	3.2	2.6	1.9	20	KLIV 1590	BBND	21	38	33	31	28	19/58	SELCOM		2.7
--	--	--	1.9	20	KATD 95.3	CHR	25	8	12	18	21	13/83			0.0
0.9	1.2	1.5	1.8	22	KITS 105.3	CHR	13	3	23	26	33	28/39	REPUBLIC		2.2
2.7	2.8	2.0	1.8	22	KFOG 104.5	AOR	23	21	11	17	15	19/57	SELCOM	NBC-S	2.4
1.7	1.3	1.9	1.4	24	KLOK-FM 103.7	AC	17	15	18	20	19	29/38	W&P		1.3
1.5	1.4	1.0	1.4	24	KFRC 610	CHR	19	11	20	23	29	28/39	REPUBLIC	US1	.9
1.3	1.1	0.6	1.4	24	KKHI-AF 1550 95.7	CLAS	26	24	36	30	27	19/58	HNWH		.9
2.8	1.1	1.0	1.3	27	KBRG 104.9	SPAN	33	9	25	28	25	12/88	WALLACE		1.1
1.2	1.3	0.9	1.2	28	KMEL 106.1	CHR	24	6	17	24	41	28/39	CHRISTAL		2.0
0.9	1.4	1.2	1.2	28	KABL-FM 98.1	B/EZ	29	31	39	29	26	16/69	CHRISTAL		.9

Continued on Page 148

1986 R&R RATINGS REPORT Vol. 1/145

SAN FRANCISCO #4

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	8.8	8.2	7.8	9.0	1	KGO 810	N/T	1	26	12	2	1	12/87	BLAIR	ABC-I	8.2
5.3	5.3	5.2	4.8	6.2	2	KCBS 740	N/T	2	18	18	10	5	18/61	CBS SPOT	CBS	4.2
4.0	3.4	4.4	3.8	4.5	3	KSOL 107.7	B/U	6	1	1	3	6	13/81	MASLA	AP	5.0
1.9	3.2	3.2	3.2	4.1	4	KSAN 94.9	CTRY	10	21	8	1	2	13/86	KATZ		1.6
3.0	3.3	3.5	3.4	3.6	5	KABL-FM 98.1	B/EZ	12	47	23	15	10	13/84	CHRISTAL		3.5
2.8	3.5	3.3	4.0	3.5	6	KIOI 101.3	AC	5	10	3	4	4	19/58	MMR		2.8
3.4	4.1	3.8	3.9	3.4	7	KYUU 99.7	AC	3	5	2	5	7	22/50	MCGAVREN		4.4
2.5	2.6	2.7	2.6	3.0	8	KBLX 102.9	B/U	13	12	5	6	3	15/71	HNWH	SHRDN	4.5
2.2	2.5	2.7	3.4	3.0	8	KMEL 106.1	CHR	4	2	6	9	24	22/49	CHRISTAL		5.0
2.4	2.1	2.0	2.7	2.8	10	KBAY 100.3	B/EZ	19	33	28	18	13	12/90	MMR		1.4
2.7	1.8	2.8	2.5	2.5	11	KOIT-FM 96.5	AC	14	25	11	11	8	17/62	TORBET		1.7
2.2	2.7	2.1	2.2	2.5	11	KRQR 97.3	AOR	15	8	4	7	12	17/64	CBS-FM	CBS	3.2
2.9	2.8	3.4	3.7	2.4	13	KNBR 680	MISC	8	24	19	13	11	23/47	MCGAVREN	NBC	1.8
2.6	2.7	2.7	3.0	2.3	14	KFOG 104.5	AOR	16	19	7	8	9	17/64	SELCOM	NBC-S	4.0
2.3	2.5	2.8	2.2	2.3	14	KNEW 910	CTRY	17	32	22	20	15	17/64	KATZ		2.3
1.9	2.3	1.9	1.9	2.2	16	KLOK-FM 103.7	AC	11	6	10	12	14	23/47	DURPETTI		2.7
2.0	2.4	2.5	2.7	2.2	16	KITS 105.3	CHR	7	3	13	16	29	27/41	REPUBLIC		2.4
1.9	1.7	1.7	2.2	2.1	18	KWSS 94.5	CHR	18	4	9	14	25	17/62	MCGAVREN		2.8
2.8	2.0	3.1	2.8	2.0	19	KABL 960	B/EZ	21	41	46	33	28	15/74	CHRISTAL		1.9
2.4	1.8	2.1	2.9	1.8	20	KSFO 560	AC	23	27	31	26	23	16/68	EASTMAN	US2	3.7
2.7	3.1	1.9	1.5	1.7	21	KFRC 610	CHR	9	7	16	17	22	32/34	REPUBLIC	US1	1.7
1.7	1.5	1.5	1.2	1.5	22	KDFC-FM 102.1	CLAS	27	34	24	25	16	15/73	CMBS		.7

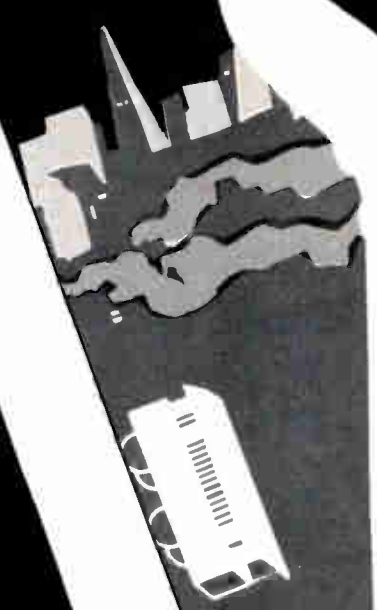
Continued on Page 148

THE BAY AREA'S #1 MUSIC STATION

KSOL 107.7 MORE MUSIC

*Source: San Francisco Arbitron Fall '85 Average Persons, M.S.A.,
Monday—Sunday 6 am—12 midnight

KSOL



#1 Music Station in San Francisco

There's a
music station
in the San
Francisco Bay
Area that
stands out
above the rest
—KSOL

107.7 FM—the
Bay Area's
most popular
music radio
station. As a
matter of fact,
KSOL is #1 in
two key cells
—#1 in teens,
and #1
in adults 18-34.

For more
music and
excellent
news and
public affairs
programming,
there's only
one station
that stands
out —KSOL
107.7 FM.



United Broadcasting Company
Corporate Offices/Bethesda

WJMO-AM
Cleveland

WRQC-FM
Cleveland

WYST-AM
Baltimore

WYST-FM
Baltimore

WDJY-FM
Washington, D.C.

WKDM-AM
New York

KALI-AM
Los Angeles

KSOL-FM
San Francisco

WINX-AM
Rockville

UNITED CABLE COMPANY OF NEW HAMPSHIRE

Represented Nationally by Jack Masla & Co

WJMO-AM/WRQC-FM Cleveland Heights, KALI-AM San Gabriel, KSOL-FM San Mateo

**Arbitron Fall '85 Average Persons, M.S.A. Mon.—Sun. 6 A.M.—12 midnight*

SAN FRANCISCO #4

Continued from Page 146

FALL '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
2.2	1.8	1.9	1.8	1.5	22		KKHI-AF 1550 95.7	CLAS	24	30	37	28	20	19/56	HNWH		2.3
1.8	1.3	1.0	1.2	1.3	24		KYA 93.3	GOLD	22	17	20	19	17	22/49	EASTMAN	AP	1.0
1.0	1.2	1.1	1.1	1.2	25		KLOK 1170	AC	25	20	27	23	19	20/53	DURPETTI		1.4
1.7	1.8	1.8	2.6	1.2	25		KOME 98.5	AOR	20	9	14	22	31	25/44	TORBET	ABC-R	2.5
1.3	1.0	1.1	1.0	1.2	25		KARA 105.7	AC	28	28	17	21	18	17/62	SELCOM		.8
1.3	0.9	0.8	1.3	1.1	28		KSJO 92.3	AOR	26	14	15	24	38	22/49	KATZ		.9
1.5	1.0	1.1	1.1	1.0	29		KJAZ 92.7	JAZZ	29	35	26	27	21	19/56	ROSLIN		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KRQR	1 KIOI	1 KSAN	1 KIOI	1 KGO	1 KGO	AC	14.6
2 KSOL	2 KYUU	2 KGO	2 KYUU	2 KSAN	2 KIOI	AOR	7.1
3 KFOG	3 KSOL	3 KSOL	3 KGO	3 KCBS	3 KBLX	Blk/Urbn	7.5
4 KMEL	4 KBLX	4 KFOG	4 KBLX	4 KFOG	4 KYUU	BM/Easy	8.4
5 KYUU	5 KMEL	5 KRQR	5 KSOL	5 KSOL	5 KSAN	CHR	9.0
6 KBLX	6 KLOK-FM	6 KBLX	6 KSAN	6 KBLX	6 KCBS	Clas	3.0
7 KSAN	7 KRQR	7 KIOI	7 KOIT-FM	7 KRQR	7 KOIT-FM	Ctry	6.4
8 KIOI	8 KOIT-FM	8 KYUU	8 KLOK-FM	8 KIOI	8 KBAY	Gold	1.3
9 KOME	9 KFOG	9 KCBS	9 KMEL	9 KNBR	9 KLOK-FM	Jazz	1.0
10 KGO	10 KWSS	10 KMEL	10 KCBS	10 KDFC	10 KABL-FM	Misc	2.4
						N/T	15.2

SAN JOSE #28

Continued from Page 145

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.4	1.0	1.2	1.2	28		KDFC-FM 102.1	CLAS	28	28	29	25	20	17/62	CMBS		.6
--	0.6	1.7	1.2	28		KAZA 1290	SPAN	36	10	32	38	37	11/98	CABALLERO		.6
0.7	0.4	0.6	1.0	32		KFAX 1100	REL	32	41	31	32	30	17/65			.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KSJO	1 KWSS	1 KSAN	1 KBAY	1 KGO	1 KBAY	AC	17.0
2 KWSS	2 KYUU	2 KARA	2 KWSS	2 KSAN	2 KLOK-FM	AOR	8.0
3 KYUU	3 KIOI	3 KGO	3 KIOI	3 KARA	3 KGO	BBnd	1.9
4 KOME	4 KSJO	4 KYUU	4 KLOK-FM	4 KCBS	4 KYUU	Blk/Urbn	5.9
5 KSOL	5 KEZR	5 KSJO	5 KYUU	5 KEEN	5 KIOI	BM/Easy	10.8
6 KSAN	6 KOME	6 KWSS	6 KARA	6 KBAY	6 KARA	CHR	12.4
7 KARA	7 KARA	7 KSOL	7 KGO	7 KYUU	7 KWSS	Clas	2.6
8 KFOG	8 KBLX	8 KCBS	8 KBLX	8 KWSS	8 KOIT	Ctry	3.1
9 KATD	9 KLOK-FM	9 KOME	9 KEZR	9 KBLX	9 NNTA	Misc	2.1
10 KEZR	10 KSOL	10 KEEN	10 KOIT	10 KIOI	10 KCBS	N/T	13.6
						Rel	1.0
						Span	4.7

SEATTLE-TACOMA #17

WINTER '85 Fall '84	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	8.3	10.2	10.1	10.9	1 KIRO 710	N/T	1	13	6	3	1	16/68	CBS SPOT	CBS	10.5
8.5	6.8	5.9	6.3	8.3	2 KOMO 1000	AC	2	10	11	4	2	17/63	KATZ	ABC-I	7.2
7.4	7.9	7.5	6.9	6.8	3 KUBE 93.3	CHR	3	4	1	1	3	15/70	MMR		6.6
5.4	6.5	6.1	7.3	6.2	4 KISW 99.9	AOR	4	3	2	2	8	12/87	MCGAVREN		8.1
6.6	5.9	5.0	4.8	5.1	5 KBRD 103.7	B/EZ	7	22	22	14	7	12/87	MCGAVREN		3.8
4.5	4.5	5.3	4.5	5.0	6 KSEA 100.7	B/EZ	5	25	17	15	9	13/82	CBS SPOT		2.9
4.6	3.8	3.5	5.1	5.0	6 KIXI 880	BBND	10	17	30	26	20	12/94	CHRISTAL		2.4
3.1	3.7	4.0	4.3	4.5	8 KMPS-FM 94.1	CTRY	11	8	10	7	5	13/86	MCGAVREN		7.2
4.4	3.5	4.1	2.9	4.4	9 KLSY-FM 92.5	AC	6	6	3	5	4	15/73	BLAIR	CBS-R	3.5
3.1	3.8	3.4	2.5	3.9	10 KING-FM 98.1	CLAS	14	19	19	11	10	13/82	BLAIR		3.3
4.4	4.5	3.9	4.7	3.8	11 KPLZ 101.5	CHR	8	1	8	10	21	17/65	DURPETTI		3.5
--	--	2.0	2.5	3.6	12 KMGI 107.7	AC	16	16	4	6	6	14/80	REPUBLIC		2.8
3.3	3.5	3.8	3.1	3.3	13 KNBQ 97.3	CHR	9	2	5	8	18	19/57	CHRISTAL		5.0
2.6	3.4	3.3	3.8	2.8	14 KRPM 106.1	CTRY	18	24	15	12	11	13/82	TORBET		3.0
2.5	2.7	2.3	2.6	2.2	15 KZOK 102.5	AOR	12	7	7	9	15	24/44	HNWH	NBC-S	2.4
3.0	3.0	2.5	1.8	1.9	16 KJR 950	AC	13	12	14	17	14	28/38	EASTMAN		1.8
1.2	1.8	3.2	2.4	1.9	16 KMPS 1300	CTRY	19	30	23	19	16	17/62	MCGAVREN		2.7
2.2	3.3	2.2	1.6	1.9	16 KEZX 98.9	AOR	21	27	9	13	13	15/71	EASTMAN	ABC-E	1.7
3.2	2.1	2.2	2.3	1.8	19 KVI 570	GOLD	15	28	16	16	12	28/39	DURPETTI	MBS	2.0
2.1	2.6	1.6	2.6	1.6	20 KCMS 105.3	REL	24	14	12	18	17	14/78	RADIO SPT	AP	2.7
1.9	2.1	1.9	1.8	1.4	21 KING 1090	NEWS	17	18	25	24	23	30/36	BLAIR	NBC	1.5
1.2	2.5	1.2	0.9	1.2	22 KQKT 96.5	AC	25	20	13	20	24	17/62	BLAIR		0.1
1.3	1.6	1.6	1.5	2.2	23 KIXI-FM 99.9	AC	20	21	24	23	19	26/41	CHRISTAL		1.4
1.8	1.2	1.2	1.6	1.0	24 KKFJ 1250	B/U	23	9	20	21	22	22/49	ROSLIN	AP	1.7
0.5	0.7	0.9	1.9	1.0	24 KHIT 106.9	CHR	22	5	21	25	30	28/39	W&P		1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	21.6
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KOMO	AOR	10.3
2 KUBE	2 KLSY-FM	2 KIRO	2 KLSY-FM	2 KOMO	2 KIRO	BBnd	5.0
3 KZOK	3 KMGI	3 KUBE	3 KMPS-FM	3 KISW	3 KUBE	Blk/Urbn	1.0
4 KIRO	4 KNBQ	4 KOMO	4 KMGI	4 KUBE	4 KLSY-FM	BM/Easy	10.1
5 KMGI	5 KMPS-FM	5 KLSY-FM	5 KOMO	5 KMPS-FM	5 KMGI	CHR	14.9
6 KLSY-FM	6 KISW	6 KZOK	6 KIRO	6 KLSY-FM	6 KMPS-FM	Clas	3.9
7 KNBQ	7 KEZX	7 KMGI	7 KSEA	7 KRPM	7 KBRD	Ctry	9.2
8 KPLZ	8 KOMO	8 KMPS-FM	8 KING-FM	8 KBRD	8 KSEA	Gold	1.8
9 KEZX	9 KPLZ	9 KNBQ	9 KNBQ	9 KMGI	9 KING-FM	N/T	12.3
10 KMPS-FM	10 KCMS	10 KRPM	10 KISW	10 KING-FM	10 KJR	Rel	1.6

TAMPA-ST. PETERSBURG #21

FALL '84	WINTER '85	SPRING '85	FALL '85	METRO RANK 12+ ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.2	11.5	12.4	12.2	1	WRBQ-FM 104.7	CHR	1	2	1	1	1	12/93	EASTMAN	ABC-F
13.3	12.9	14.5	11.7	2	WWBA 107.3	B/EZ	2	15	11	7	6	8/130	REPUBLIC	
6.7	7.5	7.0	8.2	3	WQYK 99.5	CTRY	4	6	7	4	3	9/121	KATZ	
6.8	5.9	7.0	7.6	4	WIQI 100.7	AC	3	5	3	2	2	11/100	MCGAVREN	
6.7	7.8	6.7	6.3	5	WYNF 94.9	AOR	7	3	2	3	4	10/105	CBS SPOT	ABC-R
6.5	4.3	5.3	5.8	6	WSUN 620	CTRY	5	12	12	8	5	13/85	CBS SPOT	ABC-E
5.2	4.8	5.7	5.1	7	WDAE 1250	BBND	9	13	18	16	12	11/99	MCGAVREN	ABC-I
4.3	4.3	4.9	4.8	8	WZNE 97.9	CHR	6	1	5	6	9	15/72	CHRISTAL	NBC-S
3.5	2.9	2.6	3.8	9	WNLT 95.7	AC	8	4	4	5	7	15/71	MMR	
2.1	3.8	3.1	3.7	10	WGUL 105.5	BBND	13	18	24	23	19	8/131	MASLA	MBS
4.0	3.8	3.4	3.3	11	WFLA 970	AC	10	17	17	14	11	16/68	BLAIR	NBC
3.5	3.0	3.0	2.9	12	WPLP 570	TALK	12	10	15	17	16	12/87	SELCOM	CBS
2.3	1.3	1.4	2.1	13	WPDS 93.3	AC	11	9	9	10	10	19/58	BLAIR	
3.8	3.2	2.5	1.9	14	WTMP 1150	B/U	17	7	8	9	8	12/89	HNWH	SHRDN
2.1	2.1	1.9	1.8	15	WDUV 103.3	B/EZ	14	20	20	20	18	17/65	SELCOM	MBS
1.1	1.5	0.6	1.6	16	WRXB 1590	B/U	18	8	6	11	17	9/127	LAZAR	NBN
1.4	1.1	--	1.3	17	WPSO 1500	AC	21	26	22	24	25	8/139	MASLA	MBS
1.4	1.5	1.3	1.1	18	WAVE 102.5	AC	16	19	10	12	14	22/50		CBS-R
--	0.7	1.5	1.0	19	WHBO 1040	GOLD	20	23	14	13	13	13/86		UPI

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WIQI	AC	19.2
2 WYNF	2 WIQI	2 WYNF	2 WIQI	2 WIQI	2 WRBQ-FM	AOR	6.3
3 WIQI	3 WYNF	3 WIQI	3 WYNF	3 WQYK	3 WQYK	BBnd	8.8
4 WNLT	4 WZNE	4 WQYK	4 WZNE	4 WYNF	4 WWBA	Bik/Urbn	3.5
5 WZNE	5 WNLT	5 WNLT	5 WQYK	5 WSUN	5 WNLT	BM/Easy	13.5
6 WAVE	6 WRXB	6 WSUN	6 WNLT	6 WNLT	6 WSUN	CHR	17.0
7 WTMP	7 WQYK	7 WZNE	7 WWBA	7 WWBA	7 WPDS	Ctry	14.0
8 WQYK	8 WPDS	8 WTMP	8 WRXB	8 WTMP	8 WZNE	Gold	1.0
9 WRXB	9 WTMP	9 WAVE	9 WPDS	9 WFLA	9 WYNF	N/T	2.9
10 WWBA	10 WWBA	10 WWBA	10 WTMP	10 WHBO	10 WTMP		

WASHINGTON #9

Fall '84	WINTER '85	SPRING '85	SUMMER '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.4	6.5	5.6	7.8	8.6	1	WHUR 96.3	B/U	2	5	3	1	1	12/91	DURPETTI		6.8
8.2	7.2	9.0	8.6	8.0	2	WGAY 99.5	B/EZ	6	13	15	6	2	11/99	MMR		5.1
9.7	7.6	6.4	6.7	7.1	3	WMAL 630	AC	1	20	14	7	4	15/73	MCGAVREN	ABC-I	7.0
7.3	8.0	7.1	7.5	7.0	4	WKYS 93.9	B/U	5	4	2	2	3	14/80	EASTMAN	NBC	8.0
5.8	5.9	6.8	6.5	6.5	5	WWDC-FM 101.1	AOR	4	3	1	3	6	15/73	CHRISTAL	US1	8.3
3.2	4.4	3.9	4.0	4.5	6	WTOP 1500	NEWS	8	17	17	14	11	17/62	HNWH	CBS	4.0
5.3	7.3	5.7	5.7	4.3	7	WRQX 107.3	CHR	3	7	5	5	9	22/48	BLAIR	ABC-C	5.4
4.6	3.5	3.9	3.9	4.0	8	WLTT 94.7	AC	7	14	6	4	5	20/54	CBS-FM		3.1
4.4	4.7	4.8	3.9	4.0	8	WAVA 105.1	CHR	9	6	4	8	13	20/54	HNWH	ABC-R	4.8
2.8	3.3	2.8	3.1	3.8	10	WDJY 100.3	B/U	10	1	7	13	15	16/67	MASLA	AP	4.0
4.3	3.6	4.6	4.1	3.5	11	WMZQ-FM 98.7	CTRY	14	18	12	12	7	15/72	CHRISTAL		3.9
4.1	3.4	3.8	3.8	3.4	12	WCLY & WPGC 95.5 1580	AC	11	8	9	9	8	18/59	TORBET		3.4
2.8	3.2	3.1	3.0	2.7	13	WASH 97.1	AC	12	15	10	10	10	21/52	KATZ	US1	2.4
2.1	2.2	2.0	2.3	2.7	13	WXTR-AF 1560 104.1	GOLD	15	11	11	11	12	16/66	MASLA		1.9
1.6	1.1	1.4	2.1	2.4	15	WBMW 106.7	CHR	13	2	13	18	19	22/49	BLAIR/RAR		3.5
3.3	3.2	3.2	2.1	2.7	16	WGMS-AF 570 103.5	CLAS	16	22	20	19	18	17/65	REPUBLIC	MBS	2.9
1.5	2.2	2.4	1.9	2.1	17	WWRC 980	B/EZ	18	26	27	25	22	15/83	MMR	NBC	2.1
2.8	2.9	3.1	2.7	1.9	18	WPKX-FM 105.9	CTRY	17	19	19	16	14	19/56	SELCOM		4.0
1.6	1.6	1.0	1.1	1.8	19	WHFS 99.1	AOR	20	21	8	15	18	12/87	MASLA	MBS	.8
1.0	0.7	1.2	1.1	1.5	20	WTKS 102.3	AC	19	23	18	17	16	17/65	HNWH		1.0
1.2	1.1	0.5	1.0	1.2	21	WOL 1450	B/U	21	9	16	20	20	17/66	ROSLIN	SHRDN	1.2
1.1	1.0	1.7	1.1	1.0	22	WYCB 1340	REL	23	28	22	21	21	13/81		SHRDN	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WHUR	1 WHUR	1 WHUR	AC 18.7
2 WHUR	2 WHUR	2 WHUR	2 WKYS	2 WWDC-FM	2 WGAY	AOR 8.3
3 WKYS	3 WRQX	3 WKYS	3 WRQX	3 WKYS	3 WMAL	BIK/Urbn 20.6
4 WAVA	4 WLTT	4 WAVA	4 WLTT	4 WGAY	4 WKYS	BM/Easy 10.1
5 WHFS	5 WWDC-FM	5 WLTT	5 WGAY	5 WMAL	5 WLTT	CHR 10.7
6 WDJY	6 WAVA	6 WMAL	6 WCLY	6 WLTT	6 WRQX	Clas 2.7
7 WXTR-FM	7 WDJY	7 WXTR-FM	7 WMAL	7 WTOP	7 WMZQ-FM	Ctry 5.4
8 WRQX	8 WCLY	8 WTOP	8 WASH	8 WCLY	8 WASH	Gold 2.7
9 WASH	9 WASH	9 WMZQ-FM	9 WDJY	9 WMZQ-FM	9 WCLY	N/T 4.5
10 WCLY	10 WBMW	10 WASH	10 WWDC-FM	10 WASH	10 WXTR-FM	Rel 1.0

AKRON #62

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.4	10.3	11.5	1	WAKR 1590	AC	1	12	7	6	1	13/85	MCGAVREN	MBS
10.0	9.9	9.9	2	WMMS 100.7	CHR	2	1	1	1	2	14/75	KATZ	NBC-S
10.7	9.5	7.9	3	WKDD 96.5	CHR	3	3	3	2	3	17/65	KATZ	
--	6.4	6.7	4	WONE-FM 97.5	AOR	8	9	2	3	7	10/111	MCGAVREN	
5.2	5.3	6.4	5	WNIR 100.1	TALK	9	10	10	8	4	10/112	KATZ	ABC-E
4.8	3.4	4.3	6	WMJI 105.7	AC	4	18	5	4	5	19/57	EASTMAN	
3.2	4.7	4.2	7	WLTF 106.5	AC	5	7	4	5	8	20/55	CHRISTAL	AP
3.0	3.2	4.2	7	WGAR-FM 99.5	CTRY	7	8	8	7	6	16/68	BLAIR	ABC-E
2.8	5.6	3.9	9	WDBN 94.9	B/EZ	13	26	17	12	10	12/88	MASLA	
5.7	5.2	3.8	10	WSLR 1350	CTRY	11	17	20	16	14	14/75	KATZ	ABC-E
2.6	2.1	3.8	10	WDOK 102.1	B/EZ	12	20	16	10	9	14/79	MCGAVREN	

ALBANY-SCHENECTADY-TROY #51

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	11.6	11.0	1	WGY 810	AC	1	8	6	5	4	14/75	CHRISTAL	NBC	9.9
5.5	8.4	9.8	2	WROW-FM 95.5	B/EZ	4	17	9	6	2	11/96	MMR	ABC-I	5.9
11.8	9.5	9.7	3	WPYX 106.5	AOR	3	2	1	1	1	13/81	MCGAVREN	ABC-R	12.5
8.3	6.8	8.1	4	WQBK 1300	TALK	7	18	10	12	10	10/113	HNWH	CBS	10.2
7.8	9.3	7.7	5	WGFM 99.5	CHR	2	1	2	3	8	20/55	CHRISTAL	NBC-S	9.2
6.4	5.7	6.5	6	WWOM 100.9	AC	6	4	3	2	3	15/73	BLAIR	US1	5.0
5.6	5.4	5.9	7	WFLY 92.3	CHR	5	3	4	4	5	18/59	EASTMAN	ABC-C	5.7
5.0	4.8	4.2	8	WGNA 107.7	CTRY	11	9	8	8	6	13/85	TORBET	ABC-E	5.2
6.8	3.3	4.1	9	WROW 590	AC	8	16	11	10	9	18/59	MMR	ABC-I	1.7
3.6	5.5	3.9	10	WQBK-FM 103.9	AOR	10	5	5	7	7	15/72	HNWH	CBS-R	6.8

ALBUQUERQUE #82

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.0	14.2	12.6	1	KOB 77.0	AC	1	11	7	3	2	12/88	CHRISTAL	ABC-I
16.3	16.7	11.1	2	KOB-FM 93.3	AC	2	4	1	1	1	12/88	CHRISTAL	
9.2	9.5	9.4	3	KNMQ 105.9	CHR	3	1	3	5	8	13/80	HNWH	ABC-C
6.4	10.2	7.9	4	KFMG 107.9	AOR	4	2	2	2	9	13/86	HNWH	ABC-C
8.3	6.9	7.1	5	KRST 92.3	CTRY	5	5	5	4	3	12/92	MCGAVREN	
5.9	5.6	6.8	6	KKJY 100.3	B/EZ	6	16	10	8	4	12/92	TORBET	
5.7	3.8	3.9	7	KRKE-FM 94.1	AOR	7	7	4	6	10	17/64	EASTMAN	NBC-S
--	--	3.6	8	KIVA 105.1	CHR	8	3	6	7	19	15/73		
3.4	3.8	3.2	9	KRZY 145.0	CTRY	11	13	14	10	7	13/81	MCGAVREN	
5.5	1.9	3.2	9	KHFM 96.3	CLAS	12	19	18	14	5	13/84	CMBS	

ALLENTOWN-BETHLEHEM-EASTON #60

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.9	13.5	12.8	1	WFMZ 100.7	B/EZ	3	19	13	6	3	10/107	TORBET		11.0
9.2	11.2	12.6	2	WZZO 95.1	AOR	1	2	1	1	1	12/88	BLAIR		12.0
9.7	8.5	9.7	3	WLEV 96.1	AC	4	6	2	2	2	13/83	KATZ		7.9
10.8	10.0	9.6	4	WQQQ 99.9	CHR	2	1	3	3	5	15/73	EASTMAN	ABC-C	11.5
8.1	6.1	6.3	5	WAEB-FM 104.1	AC	6	11	5	4	4	12/92	MCGAVREN	ABC-I	4.0
3.7	5.3	5.1	6	WEST 1400	BBND	8	9	21	13	15	8/139	KATZ	CBS	3.7
5.2	6.2	5.0	7	WAEB 79.0	AC	5	15	6	5	6	17/65	MCGAVREN	ABC-I	6.5
6.2	6.3	4.7	8	WKAP 132.0	BBND	7	14	20	14	9	13/81	EASTMAN	ABC-E	6.4
1.6	3.0	2.5	9	WEEX 123.0	CTRY	11	26	9	9	7	13/84	EASTMAN	MBS	1.7
3.7	3.4	2.5	9	WXKW 147.0	CTRY	9	23	15	8	8	15/73	MMR	NBC	2.6

AUSTIN #59

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.5	11.9	16.3	1	KASE 100.7	CTRY	2	2	3	3	1	9/115	KATZ		13.2
16.0	18.4	15.1	2	KHFI 98.3	CHR	1	1	2	2	3	13/84	CHRISTAL		21.6
8.0	13.6	11.6	3	KLBJ-FM 93.7	AOR	3	3	1	1	2	13/85	EASTMAN		16.6
5.3	6.4	6.9	4	KOKE 95.5	AC	4	4	4	4	4	17/63	SELCOM		6.9
4.7	5.8	6.2	5	KLBJ 590	N/T	6	16	6	6	7	14/75	EASTMAN	CBS	2.8
6.2	4.5	5.8	6	KPEZ 102.3	B/EZ	8	9	10	7	6	11/101	MCGAVREN		4.1
9.5	8.3	5.5	7	KEYI 103.5	AC	5	5	5	5	5	18/61	TORBET		8.4
4.2	4.5	3.7	8	KVET 1300	CTRY	7	11	7	8	8	20/54	KATZ	ABC-I	3.9
1.5	--	2.6	9	KOKE 1370	B/U	13	21	13	10	10	7/153	SELCOM		.6
0.9	0.9	1.6	10	KIXL 970	REL	11	14	9	9	9	16/70	CHRISTAL		.6

BAKERSFIELD #88

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.9	13.9	15.1	1	KKXX 107.9	CHR	1	1	1	1	1	13/84	KATZ		
13.9	13.4	11.2	2	KUZZ 970	CTRY	2	3	4	3	2	11/99	KATZ		
7.8	8.3	7.9	3	KWAC 1490	SPAN	6	8	2	2	3	7/165	LOTUS		
7.6	9.0	7.2	4	KGFM 101.5	B/EZ	4	20	20	6	5	10/106	SELCOM		
6.6	8.8	6.9	5	KQXR 94.1	CHR	3	2	3	4	8	16/68	HNWH	ABC-E	
5.0	3.9	4.3	6	KGEO 1230	GOLD	5	7	5	5	4	15/74	SELCOM	NBC	
--	2.2	3.1	7	KLLY 95.3	AC	9	5	6	7	6	13/82	TORBET	AP	
2.3	3.7	2.9	8	KERN 1410	N/T	8	16	27	19	18	16/66	HNWH	ABC-I	
3.1	2.4	2.1	9	KAFY 550	CTRY	7	14	11	9	9	25/43	BLAIR	ABC-D	
1.7	2.2	1.9	10	KPMC 1560	N/T	10	21	29	20	15	19/58	MASLA	CBS	
1.2	0.8	1.9	10	KOST 103.5	AC	16	25	9	8	7	11/96	CHRISTAL		

BATON ROUGE #78

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.2	9.6	11.1	1	WGGZ 98.1	CHR	2	1	2	2	6	15/73	KATZ	CBS-R	13.5
17.8	12.5	10.9	2	WFMF 102.5	CHR	1	2	1	1	4	17/64	BLAIR		13.6
6.6	9.5	10.4	3	WYNK-FM 101.5	CTRY	3	11	7	3	1	11/95	TORBET	ABC-E	13.5
5.2	11.0	10.2	4	WKJN 103.3	CTRY	5	6	8	4	2	10/108	EASTMAN		9.9
8.1	8.1	9.8	5	WXOK 1460	B/U	4	4	6	6	3	12/92	HNWH	NBN	6.0
8.6	8.3	8.7	6	WTKL 1260	B/U	8	3	3	5	5	9/123	W&P		6.6
7.7	9.1	6.2	7	KQXL 106.3	B/U	7	5	4	8	8	13/85	W&P	SHRDN	9.7
6.9	3.8	6.1	8	WQXY 100.7	AC	6	7	5	7	7	15/70	CHRISTAL		4.8
6.8	3.6	3.2	9	WJBO 1150	N/T	9	17	11	11	9	23/47	BLAIR	CBS	2.6
1.9	3.3	2.5	10	WXAM 910	BBND	11	15	17	13	12	15/73	CHRISTAL		1.8

BRIDGEPORT #90

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.8	13.5	19.6	1	WICC 600	AC	1	7	4	1	1	15/91	CHRISTAL	ABC-I	
14.8	16.4	15.1	2	WEZN 99.9	B/EZ	2	14	9	4	2	17/109	KATZ		
9.3	12.0	8.5	3	WKCI 101.3	CHR	3	1	2	2	3	11/65	MCGAVREN		
6.4	5.7	6.5	4	WPLR 99.1	AOR	5	4	1	3	5	10/84	CHRISTAL		
2.1	2.8	4.4	5	WCBS 880	NEWS	4	28	12	10	10	12/54	CBS SPOT	CBS	
2.0	2.5	4.4	5	WRKI 95.1	AOR	8	3	3	5	8	9/92	ROSLIN	NBC-S	
2.4	4.8	3.8	7	WRKS 98.7	B/U	9	2	6	8	7	13/84	REPUBLIC	US1	
7.1	4.0	3.7	8	WNBC 660	AC	6	23	7	6	4	15/49	HNWH	NBC	
3.8	1.9	3.0	9	WEBE 107.9	GOLD	7	15	5	7	6	23/62	ROSLIN		
0.7	1.6	2.6	10	WBLS 107.5	B/U	10	9	8	9	9	15/82	MCGAVREN	ABC-F	

CANTON #98

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
15.1	16.8	20.1	1	WHBC 1480	AC	1	6	6	1	1	11/94	CHRISTAL	ABC-E
14.9	14.2	10.7	2	WHBC-FM 94.1	B/EZ	2	9	9	8	2	13/85	CHRISTAL	
9.2	7.7	7.5	3	WDJQ 92.5	AC	3	2	1	2	4	15/73	HNWH	
8.1	6.5	6.4	4	WRQK 106.9	AOR	5	3	2	3	3	12/88	EASTMAN	US1
5.0	7.2	6.2	5	WKDD 96.5	CHR	4	1	3	4	7	17/63	KATZ	
5.7	5.7	5.5	6	WQXK 105.1	CTRY	8	20	7	7	5	13/86	MMR	ABC-D
2.4	2.6	4.1	7	WMJI 105.7	AC	7	14	5	5	6	17/65	EASTMAN	
5.9	4.8	4.1	7	WMMS 100.7	CHR	6	7	4	6	8	17/62	KATZ	NBC-S
2.4	2.6	3.6	9	WFAH 1310	AC	11	24	24	24	19	9/119	HNWH	ABC-I
2.6	2.4	2.6	10	WSLR 1350	CTRY	9	22	26	10	9	15/73	KATZ	ABC-E

CHARLESTON-NORTH CHARLESTON, SC #85

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.0	10.8	12.7	1	WWWZ 93.5	B/U	2	1	2	2	5	10/105	HNWH	SHRDN	16.8
16.5	15.3	12.4	2	WSSX 95.1	CHR	1	2	1	1	4	15/73	KATZ		15.5
13.5	11.9	10.2	3	WEZL 103.5	CTRY	3	6	7	4	1	12/87	BLAIR	NBC	11.1
9.4	9.5	8.0	4	WXTC 96.9	AC	4	9	3	3	2	14/79	MCGAVREN		6.0
6.5	10.0	7.1	5	WPAL 730	B/U	7	5	6	5	3	10/105	W&P	ABC-D	4.5
5.3	4.2	6.3	6	WKQB 107.5	CHR	5	3	5	8	10	14/79	REPUBLIC		9.6
3.2	3.8	6.3	6	WXLY 102.5	CTRY	8	8	8	7	6	11/94	TORBET	US1	6.9
--	4.8	4.9	8	WAVF 96.1	AC	6	7	4	6	7	17/64	MMR	US2	8.3
5.0	1.8	3.2	9	WCSC 1390	AC	9	17	9	9	12	15/73	MGGAVREN	ABC-E	1.3
3.9	3.5	3.2	9	WQIZ 810	REL	13	19	10	10	9	9/122	SELCOM	SHRDN	2.5
5.5	2.0	3.2	9	WMCJ 950	B/U	16	10	12	11	8	6/186	CLAYTON	US1	---

CHATTANOOGA #72

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
17.9	19.9	19.0	1	WSKZ 106.5	CHR	1	1	1	1	2	10/106	CHRISTAL	
10.8	16.2	15.6	2	WUSY 100.7	CTRY	2	3	2	2	1	9/115	HNWH	AP
11.2	9.0	9.1	3	WDEF-FM 92.3	B/EZ	3	19	7	5	3	13/85	KATZ	CBS
9.1	6.5	7.0	4	WDOD-FM 96.5	CTRY	4	5	5	4	4	13/81	TORBET	ABC-E
11.2	8.4	6.8	5	WJTT 94.3	B/U	5	2	3	3	5	12/92	MCGAVREN	CBS-R
9.4	6.7	6.3	6	WDEF 1370	AC	6	18	16	13	9	12/92	KATZ	CBS
5.0	2.0	3.8	7	WNOO 1260	B/U	12	7	6	7	8	7/161	MASLA	SHRDN
5.0	2.2	3.3	8	WDOD 1310	CTRY	8	12	20	9	7	15/71	TORBET	ABC-E
3.6	3.4	3.0	9	WGOW 1150	AC	7	8	8	6	6	17/65	CHRISTAL	
2.3	2.9	3.0	9	WOWE 105.5	AOR	9	4	4	8	13	13/83		NBC-S

COLUMBIA, SC #91

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
21.7	18.6	17.8	1	WCOS-FM 97.9	CTRY	1	7	2	1	1	11/103	MCGAVREN	ABC-I
9.1	9.1	12.4	2	WWDM 101.3	B/U	3	2	1	2	2	11/99	HNWH	ABC-F
15.1	13.9	8.7	3	WNOK-FM 104.7	CHR	2	3	3	3	5	18/61	KATZ	ABC-C
5.7	3.5	7.6	4	WCEZ 93.5	B/EZ	10	11	11	11	9	9/123	BLAIR	US2
0.6	3.7	7.3	5	WTCB 106.7	CTRY	6	6	5	4	3	14/78	EASTMAN	ABC-E
8.2	8.2	7.2	6	WZLD 96.7	CHR	4	1	4	5	11	18/59	W&P	
6.6	3.8	6.2	7	WOIC 1320	B/U	7	5	8	8	6	14/77	EASTMAN	NBC
4.6	6.1	6.0	8	WSCQ 100.1	AC	9	16	7	6	4	14/77	TORBET	CBS-R
9.0	5.8	5.9	9	WIS 560	AC	5	10	9	9	7	21/52	CHRISTAL	CBS
4.4	5.1	4.9	10	WDPN 103.1	B/U	8	4	6	7	8	18/62	UNIREP	MBS

EL PASO #81

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
4.4	10.1	12.0	1	1	KEZB 93.9	CHR	1	1	2	3	2	14/76	CHRISTAL	US1
10.6	13.8	11.1	2	2	KLAQ 95.5	AOR	3	2	1	1	6	12/92	HNWH	NBC-S
15.7	13.7	9.8	3	3	KAMZ 93.1	CHR	2	3	3	2	1	15/72	EASTMAN	
7.6	7.0	7.6	4	4	KHEY-FM 96.3	CTRY	4	7	4	4	4	13/84	KATZ	
10.5	8.0	6.4	5	5	KTSM-FM 99.9	B/EZ	10	16	10	8	8	11/103	HNWH	
3.3	2.9	6.3	6	6	KROD 600	GOLD	5	6	5	5	3	15/74	HNWH	
6.6	5.4	5.8	7	7	KAMA 750	SPAN	6	9	8	7	7	13/81	CABALLERO	
5.1	4.0	5.2	8	8	KHEY 690	CTRY	8	12	12	6	5	14/78	KATZ	ABC-I
3.0	2.3	4.0	9	9	KTSM 1380	N/T	11	15	16	14	13	11/96	HNWH	CBS
3.0	4.6	3.5	10	10	KFIM 92.3	CHR	9	4	7	10	12	20/54	MCGAVREN	

FLINT #94

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.6	15.4	19.9	1	1	WCRZ 107.9	AC	1	3	1	1	1	11/95	KATZ	ABC-F	23.1
11.9	11.8	12.3	2	2	WWCK 105.5	AOR	2	1	2	2	2	14/77	MCGAVREN	NBC	16.3
13.2	15.1	10.1	3	3	WDZZ 92.7	B/U	4	2	3	3	3	13/86	HNWH	SHRDN	11.8
6.5	7.3	6.8	4	4	WTRX 1330	AC	3	5	4	4	4	21/51	CHRISTAL	ABC-I	12.4
4.3	6.6	6.3	5	5	WGER 102.5	AC	7	10	7	6	7	12/91	MCGAVREN	AP	3.8
6.5	8.6	5.9	6	6	WJR 760	MISC	5	14	12	9	5	16/69	EASTMAN	ABC-I	5.1
6.5	5.8	4.2	7	7	WKMF 1470	CTRY	8	12	13	7	6	17/64	KATZ	ABC-E	3.8
5.3	3.5	4.0	8	8	WFDF 910	AC	6	11	11	8	8	20/53	HNWH	CBS	1.3
1.7	2.0	3.2	9	9	WWWS 107.1	B/U	11	8	5	5	9	15/74	MASLA	SHRDN	2.4
3.8	3.8	2.5	10	10	WTAC 600	CTRY	9	19	15	16	10	27/41	TORBET	MBS	3.6

FRESNO #73

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
9.4	8.5	9.6	1	KMJ 580	N/T	2	8	10	6	1	12/87	KATZ	NBC	11.2
9.3	11.7	7.5	2	KYNO-FM 95.7	CHR	1	2	2	2	3	20/55	BLAIR		12.0
11.1	9.1	7.4	3	KKDJ 105.9	AOR	7	4	1	1	10	10/103	W&P		10.8
1.8	4.9	7.3	4	KOJY 98.9	B/EZ	8	16	15	9	2	10/107	MMR		3.3
5.1	4.9	6.2	5	KGST 1600	SPAN	10	5	9	10	4	10/106	LOTUS		1.8
3.7	5.5	5.9	6	KBOS 94.9	CHR	3	1	6	5	14	16/66	DURPETTI	ABC-F	5.6
5.7	5.9	5.5	7	KMGX 103.7	CHR	4	3	3	4	12	16/68	REPUBLIC	US1	8.3
5.6	4.1	4.7	8	KKNU 102.7	AC	9	24	11	11	7	15/73	CHRISTAL		3.8
5.5	4.9	4.6	9	KFIG-FM 101.1	AC	5	6	4	3	5	18/61	TORBET		4.8
5.6	4.3	4.6	9	KNAX 97.9	CTRY	11	9	12	13	11	11/95	KATZ	MBS	3.8

GRAND RAPIDS #65

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.0	10.2	1	WLAV-FM 96.9	AOR	3	4	1	1	2	12/89	MMR	NBC-S	15.0
10.6	10.5	10.1	2	WCUZ-FM 101.3	CTRY	4	8	4	3	1	12/88	CHRISTAL	ABC-E	9.1
8.2	11.7	8.7	3	WGRD 97.9	CHR	1	1	3	4	7	17/65	BLAIR	ABC-C	9.3
12.0	8.0	8.7	3	WOOD-FM 105.7	B/EZ	2	11	7	6	5	15/71	KATZ	NBC	9.4
8.4	7.4	7.7	5	WLHT 95.7	AC	5	5	2	2	3	15/70	SELCOM		8.8
8.7	7.2	7.7	5	WOOD 1300	AC	6	14	10	7	6	15/74	KATZ	NBC	8.5
5.0	4.8	7.1	7	WMUS-FM 106.9	CTRY	10	10	6	5	4	9/122	HNWH		2.8
2.7	2.8	3.5	8	WFUR-FM 102.9	REL	11	21	17	17	12	15/73			3.4
4.0	8.0	3.4	9	WCUZ 1230	CTRY	9	12	11	10	9	19/58	CHRISTAL	ABC-I	2.8
4.0	3.2	3.3	10	WKLQ 94.5	CHR	7	2	5	8	11	28/39	EASTMAN		4.9

GREENVILLE-SPARTANBURG, SC #66

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.4	13.9	13.2	1	WESC-FM 92.5	CTRY	2	7	3	2	2	10/112	BLAIR	ABC-E
11.4	10.3	11.7	2	WFBC-FM 93.7	AC	1	6	1	1	1	13/81	KATZ	
9.8	7.8	8.3	3	WSPA-FM 98.9	B/EZ	5	10	12	8	5	11/96	MCGAVREN	
6.3	9.5	8.2	4	WHYZ 107.0	B/U	8	4	7	5	4	7/163	HNWH	ABC-C
9.0	7.3	8.0	5	WSSL-FM 100.5	CTRY	6	11	5	3	3	11/99	EASTMAN	US2
10.7	9.1	7.1	6	WANS-FM 107.3	CHR	3	2	2	4	6	18/61	TORBET	US1
4.5	6.1	6.6	7	WCKN 101.1	CHR	4	1	4	6	8	17/64		MBS
2.7	5.5	4.5	8	WKSF 99.9	CHR	7	3	6	7	11	17/64	MCGAVREN	
3.4	4.8	3.6	9	WASC 1530	B/U	16	5	9	9	7	6/195	W&P	ABC-C
4.9	3.2	2.9	10	WFBC 1530	GOLD	9	12	14	13	13	17/66	KATZ	NBC

HARRISBURG #71

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
--	18.7	15.3	1	WNNK 104.1	CHR	1	1	1	1	1	11/101	EASTMAN	AP
7.5	7.1	10.7	2	WRKZ 106.7	CTRY	2	12	6	2	2	10/107	MCGAVREN	ABC-E
10.6	11.9	9.9	3	WHP -FM 97.3	B/EZ	3	17	11	7	3	10/107	KATZ	
9.0	5.2	6.2	4	WSFM 99.3	AC	6	7	2	3	4	11/94	TORBET	US2
5.3	5.6	5.4	5	WQXA 105.7	CHR	4	2	4	4	6	17/62	KATZ	ABC-C
9.9	10.2	5.0	6	WHP 580	AC	5	13	13	10	8	16/68	KATZ	CBS
13.3	4.3	4.2	7	WTPA 93.5	AOR	9	3	3	5	10	12/94	SELCOM	ABC-R
2.4	3.1	3.8	8	WHTF 92.7	AOR	12	5	5	6	9	9/115	BLAIR	
4.1	2.5	3.5	9	WCMB 1460	CTRY	8	24	10	8	5	14/78	TORBET	ABC-D
7.7	3.1	3.3	10	WKBO 1230	AC	7	10	7	9	7	19/56	BLAIR	NBC

HONOLULU #53

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.1	16.6	13.9	1	KSSK 590	AC	2	11	4	2	1	12/87	EASTMAN	
10.2	8.7	13.5	2	KOMQ 93.1	CHR	3	1	2	3	5	11/95	SELCOM	AP
11.6	12.6	12.7	3	KULA 92.3	AC	1	2	1	1	2	14/79	EASTMAN	
6.6	8.1	8.0	4	KUMU-FM 94.7	B/EZ	4	9	9	5	3	14/79	TORBET	
11.1	9.5	7.7	5	KPOI 97.5	AOR	5	3	3	4	4	14/77	REPUBLIC	
2.8	3.3	4.6	6	KVH 990	NEWS	8	17	15	9	6	17/64	HNWH	ABC-I
4.5	4.9	4.5	7	KKUA 690	AC	6	4	5	6	10	23/47	SELCOM	AP
5.3	5.0	4.5	7	KCCN 1420	MISC	9	18	10	10	7	15/72	W&P	
6.7	5.4	4.0	9	KRTR 96.3	AC	7	5	6	7	8	21/52	HNWH	
1.7	4.0	3.5	10	KORL 650	B/EZ	13	14	16	13	11	14/78	WESTERN	UPI

JACKSONVILLE #55

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.2	15.4	13.0	1	WIVY 102.9	AC	1	2	1	1	1	14/79	TORBET		11.6
11.4	10.3	9.8	2	WFYV 104.5	AOR	2	3	2	2	6	12/89	MMR	NBC-S	12.2
11.7	10.3	9.5	3	WQIK-FM 99.1	CTRY	4	5	5	4	3	11/95	MCGAVREN		10.6
9.2	7.3	7.8	4	WAIV 96.9	AC	3	6	3	3	2	15/74	EASTMAN		7.8
8.4	9.7	7.5	5	WJAX-FM 95.1	B/U	6	1	4	7	8	12/88	W&P	ABC-C	7.0
4.7	2.8	5.9	6	WCRJ-FM 107.3	CTRY	7	9	7	5	4	13/84	KATZ	ABC-D	5.7
9.5	9.5	5.6	7	WLCS 96.1	AC	5	8	6	6	5	17/64	SELCOM		5.1
3.5	4.7	5.6	7	WZAZ 1400	B/U	8	11	9	8	7	10/114	LAZAR		3.5
2.2	3.4	2.6	9	WNFI 99.9	CHR	10	4	10	11	18	17/62	EASTMAN		3.5
2.8	1.9	2.6	9	WPDQ 1460	B/U	11	7	8	9	10	17/63	MMR	NBN	2.7

JOHNSON CITY-KINGSPORT-BRISTOL #89

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
21.9	24.2	22.4	1	WQUT 101.5	CHR	1	1	1	1	2	10/110	KATZ	US1
21.4	18.6	20.3	2	WXBQ 96.9	CTRY	2	3	2	2	1	10/108	MCGAVREN	ABC-I
9.2	7.0	9.5	3	WTFM 98.5	B/EZ	3	14	3	3	4	11/96	REPUBLIC	ABC-E
8.8	9.7	8.9	4	WJCW 910	CTRY	4	8	6	4	3	12/93	KATZ	CBS
1.5	3.2	3.2	5	WZXY 104.9	CHR	5	2	5	6	9	17/63	TORBET	NBC-S
2.5	0.5	2.6	6	WKIN 1320	CTRY	7	15	15	8	5	16/68	TORBET	AP
2.7	2.0	2.6	6	WZAP 690	REL	16	5	13	17	15	8/140	J.C. GATES	
2.2	1.5	2.3	8	WIKQ 94.9	AC	8	19	4	5	7	16/66	TN SPOT	
1.9	1.4	2.1	9	WBEJ 1240	CTRY	10	20	20	14	10	15/71		
1.0	1.5	1.9	10	WRGS 1370	B/EZ	22	30	30	9	6	7/152		US2

KNOXVILLE #68

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
21.6	23.3	26.7	1	WIVK-FM 107.7	CTRY	1	4	2	1	1	9/119	KATZ	ABC-E	25.2
15.8	17.5	14.7	2	WIMZ-FM 103.5	AOR	2	2	1	2	2	12/94	BLAIR	NBC-S	17.0
14.8	14.5	13.4	3	WEZK 97.5	B/EZ	4	6	5	4	4	10/114	CHRISTAL		12.7
8.0	6.7	9.0	4	WMYU 102.1	AC	3	3	3	3	3	15/70	MCGAVREN		12.2
7.7	8.2	7.6	5	WOKI 100.3	CHR	5	1	4	5	7	15/74	SELCOM	ABC-F	6.4
4.3	4.5	4.0	6	WIVK 850	CTRY	7	14	7	6	5	15/70	KATZ	ABC-E	4.3
5.7	2.6	3.4	7	WNOX 990	CTRY	6	8	10	8	6	21/52	EASTMAN	CBS	4.1
4.3	1.1	2.5	8	WBMK 1430	B/U	12	5	6	7	9	7/156	MASLA	SHRDN	1.4
1.0	1.8	1.7	9	WKGN 1340	B/U	10	9	8	10	11	16/68		MBS	1.3
0.6	1.6	1.5	10	WBZW 1040	B/EZ	17	12	21	19	19	8/134			---

LANSING-EAST LANSING #96

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.1	20.5	18.9	1	1	WVIC-FM 94.9	CHR	1	1	1	1	1	12/87	BLAIR		20.5
9.5	10.3	9.0	2		WITL-FM 100.7	CTRY	3	11	8	6	3	13/81	MCGAVREN	US2	12.7
7.6	5.6	8.8	3		WJIM-FM 97.5	B/EZ	5	14	11	9	5	11/100	TORBET	NBC	5.7
9.3	9.4	7.5	4		WFMK 99.9	AC	2	9	4	3	2	18/60	SELCOM	ABC-F	7.9
2.3	5.5	7.0	5		WMMQ 92.7	AOR	6	8	2	2	4	13/83	HNWH	CBS-R	11.6
9.3	8.4	6.6	6		WJXQ 106.1	CHR	4	2	3	4	9	18/61	CHRISTAL		6.3
7.2	5.6	5.1	7		WJR 760	MISC	7	15	15	10	8	16/69	EASTMAN	ABC-I	5.4
2.7	1.7	4.6	8		WXLA 1170	B/U	16	3	6	7	10	6/182	MICHIGAN		2.6
3.5	3.5	4.4	9		WIBM 94.1	GOLD	8	7	5	5	6	18/60	W&P	MBS	3.5
5.6	5.6	3.8	10		WILS-FM 101.7	AC	9	4	7	8	7	20/54	HNWH	US1	3.2

LAS VEGAS #75

FALL '84	SPRING '85	FALL '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	13.6	13.4	1	1	KXTZ 94.1	B/EZ	2	15	10	5	2	10/107	SELCOM	
10.4	7.4	10.6	2		KFMS 101.9	CTRY	3	5	4	2	1	11/99	KATZ	
11.2	12.4	10.2	3		KLUC 98.5	CHR	1	1	2	3	4	14/76	MCGAVREN	ABC-C
10.4	11.4	9.5	4		KOMP 92.3	AOR	4	2	1	1	5	11/95	CHRISTAL	
3.9	5.9	6.9	5		KMZQ 100.5	AC	5	7	3	4	3	11/98	MMR	MBS
5.6	5.4	5.0	6		KORK 920	MISC	10	11	19	18	12	12/92	EASTMAN	NBC
4.4	4.6	3.8	7		KDWN 720	N/T	8	13	16	14	10	17/65	BLAIR	
1.3	1.7	2.9	8		KYRK 97.1	B/U	7	3	6	8	15	24/45	EASTMAN	
4.0	3.3	2.7	9		KENO 1460	AC	11	19	7	7	7	17/62	CHRISTAL	
4.0	2.2	2.6	10		KVEG 1410	CTRY	12	18	12	12	6	18/61	KATZ	
3.5	1.8	2.6	10		KRAM 1340	CTRY	16	16	15	17	17	12/88	TORBET	
3.9	6.6	2.6	10		KUDO-FM 93.1	AC	9	6	5	6	13	24/44		

LITTLE ROCK-NORTH LITTLE ROCK #83

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.4	14.1	17.6	1	KSSN 95.7	CTRY	2	4	3	1	1	11/100	EASTMAN	ABC-E	20.2
14.0	18.0	13.1	2	KKYK 103.7	CHR	1	1	1	2	3	16/69	BLAIR		18.6
9.8	8.4	12.4	3	KEZQ 100.3	B/EZ	5	11	8	5	2	9/120	MMR		6.9
5.1	8.0	8.7	4	KARN 920	N/T	6	8	9	8	7	11/98	BLAIR	CBS	5.1
9.6	9.0	7.7	5	KMJX 105.1	AOR	4	3	2	3	5	15/71	HNWH	ABC-R	9.2
4.2	3.2	6.6	6	KHLT 94.1	AC	7	7	4	4	4	15/75	CHRISTAL	ABC-D	8.3
7.3	7.1	4.8	7	KLAZ-FM 98.5	AC	3	2	5	6	6	25/43			6.8
3.6	4.7	4.7	8	KLAZ 1250	B/U	9	6	6	7	8	13/81			2.4
3.2	4.8	4.1	9	KLRA 1010	CTRY	8	12	13	11	10	16/68	CHRISTAL		3.6
7.3	5.9	3.2	10	KWTD 106.3	B/U	10	5	7	9	9	16/66	ROSLIN	MBS	4.1

McALLEN-BROWNSVILLE #77

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.9	21.3	16.8	1	KGBT 1530	SPAN	2	5	4	2	1	9/119	KATZ		
7.9	14.3	14.3	2	KBFM 104.1	CHR	1	1	1	1	4	13/87	CHRISTAL	ABC-F	
9.3	9.9	9.9	3	KELT 94.5	AC	3	4	2	3	2	12/89	KATZ		
3.8	4.6	7.7	4	KQXX 98.5	SPAN	8	6	6	6	6	8/141	CABALLERO		
10.1	8.5	7.2	5	KIWW 96.1	SPAN	4	7	3	4	3	13/81	MCGAVREN		
4.9	4.4	6.8	6	KTXF 100.3	CTRY	7	9	5	5	5	10/111	EASTMAN		
7.9	6.5	6.1	7	KRIX 99.5	AOR	6	3	7	7	11	13/86	MMR	ABC-R	
9.5	7.9	5.9	8	KRGV 1290	CHR	5	2	8	8	10	16/67	BLAIR	US1	
5.3	3.8	5.2	9	KVLY 107.9	B/EZ	9	12	14	12	9	9/117	HNWH		
2.4	3.2	3.2	10	KIRT 1580	SPAN	12	14	15	9	7	10/110	CABALLERO		

MOBILE #87

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
16.5	15.1	23.1	1	WKSJ-FM 94.9	CTRY	1	5	1	1	1	8/129	BLAIR	ABC-E
15.3	11.9	13.8	2	WBLX 92.9	B/U	3	2	2	3	2	9/125	HNWH	US1
14.0	16.4	13.7	3	WABB-FM 97.5	CHR	2	1	3	2	3	11/95	CHRISTAL	ABC-F
9.4	11.6	10.6	4	WGOK 900	B/U	5	3	5	4	4	8/136	ROSLIN	SHRDN
6.2	4.7	6.3	5	WKRK 710	N/T	6	9	13	9	9	10/111	KATZ	CBS
6.3	7.5	5.3	6	WKRK-FM 99.9	CHR	4	4	4	5	5	18/65	KATZ	MBS
7.0	5.0	4.6	7	WLPR 96.1	B/EZ	7	16	9	8	7	12/91	MASLA	
2.3	4.3	3.5	8	WMOB 1360	REL	12	13	12	11	10	8/133		
6.7	4.6	3.2	9	WDLT 98.3	AC	8	7	7	7	6	17/64	SELCOM	CBS-R
--	1.7	2.9	10	WIZD-FM 104.1	AC	9	15	6	6	8	14/78	EASTMAN	

NEW BEDFORD #84

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.6	9.8	10.8	1	WHJY 94.1	AOR	1		1	1	3	12/92	KATZ	ABC-R
8.0	8.2	9.7	2	WLKW 101.5	B/EZ	4		14	4	2	8/136	CHRISTAL	ABC-I
9.4	7.0	8.6	3	WMYS 98.1	AC	2		2	2	1	13/84	TORBET	
7.5	8.2	5.9	4	WBSM 1420	N/T	6		19	11	9	10/106	W&P	NBC
6.8	7.9	4.9	5	WPRO-FM 92.3	CHR	3		3	3	8	23/48	BLAIR	ABC-C
2.0	3.0	3.5	6	WPRO 630	AC	8		10	9	5	16/68	BLAIR	ABC-D
0.9	1.4	3.4	7	WBRU 95.5	AOR	10		5	5	10	14/75	SELCOM	CBS-R
1.4	1.8	3.2	8	WARA 1320	AC	9		15	12	14	16/68	NE SPOT	
3.8	3.4	3.1	9	WSNE 93.3	AC	5		6	7	4	22/50	EASTMAN	
1.8	1.9	3.0	10	WXKS-FM 107.9	CHR	13		7	10	16	13/86	MMR	

NEW HAVEN-MERIDEN #80

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	8.7	15.1	1	WELI 96.0	AC	1	11	10	3	2	12/93	BLAIR		12.5
13.4	11.5	11.2	2	WKCI 101.3	CHR	2	2	1	1	1	15/73	MCGAVREN		14.5
6.6	5.0	6.6	3	WAVZ 1300	BBND	4	19	19	13	8	13/86	MCGAVREN	ABC-I	3.4
5.9	7.0	6.2	4	WPLR 99.7	AOR	3	3	2	2	4	16/68	CHRISTAL		9.6
5.2	7.3	5.8	5	WEZN 99.9	B/EZ	5	21	16	11	3	14/78	KATZ		1.5
4.3	4.6	5.8	5	WNHC 1340	B/U	11	4	3	4	9	10/107	SAVALLI	SHRDN	7.6
2.9	2.9	4.7	7	WKSS 95.7	CHR	7	1	4	7	14	16/69	MMR		7.3
4.2	2.9	3.6	8	WCBS 880	NEWS	6	15	11	12	11	21/51	CBS SPOT	CBS	3.0
2.8	3.1	3.2	9	WWYZ 92.5	AC	13	17	7	5	5	14/79	CBS-FM	US1	1.0
3.1	3.1	3.2	9	WRCH 100.5	B/EZ	14	18	23	14	12	13/87	TORBET	ABC-D	2.4

OMAHA-COUNCIL BLUFFS #69

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	
28.3	20.1	26.8	1	KFAB 1110	AC	1	5	5	2	1	11/100	CHRISTAL	NBC	
14.4	16.1	12.1	2	KQKQ 98.5	CHR	2	1	2	3	5	14/79	EASTMAN	ABC-F	
14.2	13.2	11.1	3	KEZO 92.3	AOR	4	3	1	1	3	11/95	BLAIR	ABC-R	
6.3	9.2	8.1	4	KGOR 99.9	AC	3	2	3	4	2	16/69	CHRISTAL	NBC	
5.4	7.4	8.0	5	KESY-FM 104.5	B/EZ	5	8	10	7	7	12/94	SELCOM		
4.5	5.9	7.3	6	KEFM 96.1	AC	6	4	4	5	4	12/88	MCGAVREN		
4.3	5.5	4.7	7	WOW -FM 94.1	CTRY	9	11	6	6	6	13/85	TORBET	ABC-E	
4.0	3.2	4.2	8	WOW 950	CTRY	8	10	9	9	9	17/64	TORBET	ABC-I	
1.0	3.1	3.0	9	KEDS 1490	GOLD	10	12	7	8	8	15/72	BLAIR	MBS	
5.5	3.9	2.3	10	KOIL 1290	AC	7	9	8	10	10	33/32	SELCOM	CBS-R	

ORLANDO #52

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
--	3.4	12.7	1	WSSP 104.1	B/EZ	5	18	12	7	4	8/132	HNWH		8.4
12.9	12.6	9.1	2	WJYO 107.7	AC	4	8	5	2	1	12/93	MCGAVREN		6.2
13.4	9.1	9.1	2	WWKA 92.3	CTRY	8	7	7	6	3	10/110	KATZ		9.9
8.8	12.0	9.0	4	WHLY 106.7	CHR	2	1	4	5	8	15/73	CHRISTAL		9.4
--	--	8.7	5	WSTF 101.1	AC	3	5	3	1	2	13/84	REPUBLIC		7.7
8.0	8.1	8.1	6	WBJW-FM 105.1	CHR	1	2	2	4	6	17/65	BLAIR	ABC-C	10.6
7.9	9.9	7.7	7	WDIZ 100.3	AOR	7	4	1	3	5	12/90	SELCOM	ABC-R	14.6
8.7	7.7	6.9	8	WDBO 580	AC	6	14	11	9	7	14/78	KATZ	ABC-I	6.2
4.2	3.7	4.8	9	WORL 1270	B/U	10	6	6	8	9	10/106	MCGAVREN		4.9
6.2	5.8	4.3	10	WKIS 740	N/T	9	9	15	12	12	15/72	EASTMAN	MBS	2.9

RALEIGH-DURHAM #63

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.0	6.5	10.7	1	WPTF 680	AC	2	19	8	5	3	12/91	MCGAVREN	NBC	9.6
12.0	12.5	10.5	2	WRAL 101.5	AC	1	5	1	1	1	13/84	KATZ		12.3
5.5	10.2	9.1	3	WFXC 107.1	AC	7	2	3	4	8	9/124	SELCOM		9.3
6.7	6.0	8.5	4	WRDU 106.1	AOR	4	4	2	3	4	12/88	MMR		8.5
9.6	6.6	7.0	5	WDCG 105.1	CHR	3	1	5	8	5	18/61	BLAIR	US1	8.9
3.6	2.7	6.5	6	WYLT 96.1	AC	6	7	4	2	2	15/71	CHRISTAL		5.4
4.7	4.5	5.3	7	WQDR 94.7	CTRY	8	8	7	6	7	14/76	MCGAVREN	ABC-E	7.3
3.8	5.2	5.0	8	WZZU 93.9	CHR	5	3	6	7	6	20/54	TORBET		4.7
2.2	2.8	3.5	9	WDUR 1490	B/U	10	6	10	10	9	13/87	SELCOM		1.8
4.7	3.5	3.3	10	WDNC 620	BBND	9	14	19	14	12	17/65	BLAIR	CBS	2.3

RICHMOND #54

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.9	11.5	14.7	1	WRVA 1140	AC	1	13	7	5	4	11/97	EASTMAN	NBC
10.5	11.4	14.2	2	WPLZ 99.3	B/U	4	1	2	1	2	9/121	MCGAVREN	US1
13.4	16.6	12.1	3	WRVQ 94.5	CHR	2	2	3	2	3	14/80	EASTMAN	ABC-C
9.7	11.4	9.9	4	WEZS 103.7	AC	3	5	4	3	1	14/80	BLAIR	
8.8	9.7	9.6	5	WRXL 102.1	AOR	5	3	1	4	5	11/101	KATZ	ABC-R
6.5	7.1	7.0	6	WTVR 98.1	CTRY	6	6	5	6	6	11/95	MMR	MBS
2.5	3.1	3.2	7	WPTH 1590	REL	13	17	13	12	11	7/161		
3.3	3.5	3.1	8	WRNL 910	CTRY	7	12	10	9	7	17/62	KATZ	ABC-I
--	--	2.7	9	WZZR 92.7	CHR	8	4	6	7	8	15/70		
4.7	3.7	2.7	9	WLEE 1480	B/EZ	10	18	18	16	15	15/72	HNWH	CBS

SAGINAW-BAY CITY-MIDLAND #99

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.6	19.4	26.6	1	WIOG 106.3	CHR	1	1	1	1	1	10/112	KATZ	ABC-C
12.6	15.7	12.9	2	WKCQ 98.1	CTRY	2	4	3	2	2	11/96	CHRISTAL	NBC
11.4	11.4	12.0	3	WSGW 790	AC	4	8	8	5	4	10/108	KATZ	ABC-I
11.8	10.1	10.7	4	WGER 102.5	B/EZ	5	14	6	4	5	11/100	MCGAVREN	AP
12.6	10.6	8.5	5	WHNN 96.1	AC	3	3	2	3	3	17/64	SELCOM	US1
7.6	5.9	4.3	6	WFXZ 1440	AOR	6	2	4	6	6	19/58	UNIREP	ABC-D
2.7	2.9	3.0	7	WWCK 105.5	AOR	8	6	5	7	9	15/74	MCGAVREN	NBC
3.4	2.6	2.7	8	WSAM 1400	GOLD	7	7	7	8	7	18/61	CHRISTAL	NBC
2.4	2.2	2.3	9	WJR 760	MISC	9	10	13	13	10	17/65	EASTMAN	ABC-I
0.5	0.3	1.8	10	WRCI 93.5	AC	14	15	10	9	8	10/106	P/W RADIO	

SAN DIEGO NORTH COUNTY #74

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.9	7.6	9.5	1	KJQY 103.7	B/EZ	2	7	22	19	8	11/98	BLAIR	
5.3	7.9	9.2	2	KFMB-FM 100.7	AC	1	3	1	1	1	15/72	MCGAVREN	
7.0	7.9	6.3	3	KFMB 760	AC	3	32	8	4	2	15/70	MCGAVREN	CBS
5.6	12.4	6.3	3	KGB 101.5	AOR	4	5	2	2	6	13/86	KATZ	
6.5	3.7	6.1	5	XTRA-FM 91.1	AOR	5	2	3	3	14	13/85	MMR	
2.9	3.2	5.0	6	KCBQ-FM 105.3	CTRY	6	6	5	5	4	14/79	REPUBLIC	
5.2	3.8	4.1	7	KEZL 102.1	AC	8	24	4	6	3	16/69	SELCOM	ABC-D
3.9	3.0	3.4	8	KNX 1070	NEWS	7	21	20	21	15	21/52	CBS-FM	CBS
4.7	2.4	3.2	9	KKOS 95.9	AC	9	10	6	7	7	15/72		
2.6	2.5	2.9	10	KCBQ 1170	CTRY	11	15	24	9	5	14/75	REPUBLIC	

SPOKANE #95

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.1	16.9	17.8	1	KXLY-FM 99.9	B/EZ	2	6	8	4	2	8/141	TORBET	
12.2	14.1	15.6	2	KZZU-FM 92.9	CHR	1	1	1	1	3	12/92	CHRISTAL	
11.8	12.6	12.4	3	KDRK 93.7	CTRY	3	5	3	2	1	9/127	EASTMAN	US 1
9.7	10.9	8.6	4	KEZE 105.7	AOR	6	3	2	3	4	10/109	MCGAVREN	
5.4	4.6	5.9	5	KXLY 920	N/T	5	11	13	10	7	15/70	TORBET	CBS
7.8	6.1	5.2	6	KGA 1510	CTRY	7	12	10	6	5	16/69	EASTMAN	ABC-I
8.5	7.5	5.0	7	KKPL-AF 630 96.1	AC	4	4	4	5	6	20/55	HNWH	
5.6	6.0	4.9	8	KLSN 590	AC	9	17	15	11	10	14/80	KATZ	NBC
0.9	0.3	3.5	9	KQSP 98.9	AC	11	7	5	7	8	14/79	BLAIR	
5.9	5.0	3.0	10	KISC 98.1	CHR	8	2	6	9	11	27/41	KATZ	NBC
3.7	2.6	3.0	10	KJRB 790	AC	10	9	7	8	9	16/67	MCGAVREN	ABC-C

SPRINGFIELD-CHICOPEE-HOLYOKE #70

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.0	8.5	10.3	1	WMAS-FM 94.7	BBND	2	5	1	1	1	12/87	MCGAVREN	
8.7	8.4	10.1	2	WMAS 1450	B/EZ	6	13	17	11	7	9/120		MBS
6.7	7.9	9.7	3	WRCH 100.5	B/EZ	7	14	11	7	4	9/118	TORBET	ABC-D
7.6	6.3	7.3	4	WHYN 560	AC	4	9	6	2	2	17/64	BLAIR	US1
9.0	10.1	7.1	5	WTIC-FM 96.5	CHR	1	1	3	5	6	18/59	KATZ	
8.7	7.5	6.8	6	WAQY 102.1	AOR	3	2	2	4	5	19/58	EASTMAN	ABC-C
9.9	9.2	6.4	7	WHFM 93.1	AC	5	7	5	3	3	17/65	MCGAVREN	CBS-R
2.8	2.9	4.4	8	WTIC 1080	AC	9	12	16	21	11	16/69	KATZ	NBC
2.3	4.8	4.0	9	WCCC-FM 106.9	AOR	8	6	4	6	8	18/61	SELCOM	ABC-C
1.5	2.9	2.8	10	WHMP-FM 99.3	CHR	11	3	9	8	9	16/68	MASLA	

SYRACUSE #61

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.9	15.6	16.6	1	WYYY 94.5	AC	1	3	1	1	1	12/88	KATZ		17.4
12.3	14.4	12.4	2	WSYR 570	AC	2	6	10	6	2	12/90	KATZ	NBC	9.9
8.2	10.2	11.0	3	WAQX-AF 1490 95.3	AOR	4	2	2	2	5	11/97	MMR	ABC-R	11.8
9.5	8.1	9.9	4	WNTQ 93.1	CHR	3	1	3	3	6	13/84	MCGAVREN		8.5
7.1	6.5	6.6	5	WURS-WEZG 1220 100.9	B/EZ	7	13	9	9	7	10/110	SELCOM		5.4
4.0	5.3	6.1	6	WRRB 107.9	CTRY	6	8	7	4	4	11/95	EASTMAN		7.1
7.5	4.9	5.8	7	WHEN 620	AC	5	10	6	5	3	20/55	EASTMAN	ABC-E	5.0
6.5	5.6	3.6	8	WFBL 1390	BBND	9	17	17	16	12	14/79	W&P	ABC-D	3.9
5.6	4.5	3.5	9	WKFM 104.7	AOR	8	4	4	7	10	18/59	CHRISTAL	ABC-F	3.5
2.0	1.9	2.9	10	WNDR 1260	GOLD	10	11	8	8	8	16/69	MCGAVREN	CBS	2.1

TOLEDO #67

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.5	12.2	13.0	1	WMHE 92.5	AC	1	1	2	1	1	12/88	CHRISTAL	ABC-F	12.7
11.9	10.6	11.0	2	WLQR 101.5	B/EZ	4	7	6	5	3	10/107	KATZ		9.1
11.2	9.9	10.2	3	WIOT 104.7	AOR	2	3	1	2	4	13/85	MCGAVREN		9.7
9.3	9.9	8.8	4	WSPD 1370	AC	3	6	7	6	6	15/74	KATZ	NBC	10.1
8.3	7.3	6.3	5	WKLR 99.9	CTRY	7	8	4	4	2	12/94	MMR	ABC-E	9.1
6.4	5.0	5.9	6	WWWM 105.5	AC	5	9	3	3	5	15/70	BLAIR		6.5
3.3	5.2	5.8	7	WTOD 1560	CTRY	11	24	9	8	8	8/136	MMR	ABC-I	4.8
7.8	6.7	4.7	8	WRQN 93.5	CHR	6	2	5	7	11	19/58	MASLA		8.0
4.9	4.6	4.1	9	WJR 760	MISC	8	16	12	9	7	16/67	EASTMAN	ABC-I	3.9
0.9	1.7	3.9	10	CKLW 800	BBND	13	20	21	14	12	11/102	TORBET		2.1

TUCSON #64

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.8	11.7	10.8	1	KJYK 94.9	B/EZ	5	12	13	8	4	9/126	SELCOM	
6.1	9.0	9.3	2	KLPX 96.1	AOR	2	3	1	1	2	13/85	TORBET	
4.2	7.4	9.2	3	KIIM 99.5	CTRY	4	6	2	2	1	11/102	KATZ	
11.8	13.3	7.2	4	KRQQ 93.9	CHR	1	1	3	3	8	18/62	MCGAVREN	
5.6	5.3	6.6	5	KGvy 1080	BBND	13	19	20	20	16	7/164	ROSLIN	AP
6.0	8.0	5.8	6	KWFM 92.9	AC	3	5	5	4	3	18/60	MMR	
8.1	3.5	5.1	7	KCUB 1290	CTRY	8	14	9	7	5	12/92	KATZ	
--	--	5.0	8	KUPD 97.9	CHR	12	4	4	5	12	10/107	MASLA	
7.5	4.7	4.9	9	KCEE 790	AC	7	9	8	6	6	12/87	MMR	
3.5	1.8	4.7	10	KNST 940	N/T	6	8	11	11	9	18/62	MCGAVREN	ABC-I

TULSA #56

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
14.1	12.6	11.6	1	KVOO 1170	CTRY	3	5	10	6	2	11/95	BLAIR		11.5
8.3	9.2	11.5	2	KRMG 740	AC	1	9	5	5	4	14/75	CHRISTAL	ABC-I	10.6
9.4	10.9	11.5	2	KAYI 106.9	CHR	2	1	4	4	7	13/83	TORBET	ABC-F	11.8
9.9	11.4	11.5	2	KWEN 95.5	CTRY	4	3	3	1	1	11/95	KATZ	AP	11.2
10.2	9.6	10.8	5	KBEZ 92.9	B/EZ	6	10	6	7	5	11/96	MMR		7.6
7.7	9.0	8.6	6	KMOD 97.5	AOR	7	2	1	3	6	12/90	MCGAVREN		11.2
9.7	7.8	8.1	7	KRAV 96.5	AC	5	7	2	2	3	15/72	SELCOM		8.0
3.8	6.6	5.4	8	KTFX 103.3	CTRY	8	8	9	8	8	15/72	HNWH		4.1
5.1	4.3	3.2	9	KGTO 1050	GOLD	11	14	8	9	9	11/100	SELCOM	US1	1.8
3.6	3.2	3.1	10	KCFO-FM 98.5	REL	9	6	7	10	10	14/75	W&P	ABC-D	6.4

WEST PALM BEACH-BOCA RATON #57

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.2	10.5	11.3	1	WRMF 97.9	AC	3	3	1	1	1	11/103	BLAIR	
14.4	13.0	10.4	2	WEAT-FM 104.5	B/EZ	1	15	22	12	7	12/91	KATZ	
8.5	7.1	7.6	3	WJNO 1230	N/T	4	30	11	6	4	11/96	BLAIR	ABC-E
12.5	9.8	6.9	4	WHYI 100.7	CHR	2	1	3	2	6	18/61	MCGAVREN	ABC-C
6.2	7.7	6.8	5	WNJY 94.3	BBND	5	17	12	13	10	12/93	EASTMAN	
6.0	4.2	5.5	6	WIRK 107.9	CTRY	6	7	4	3	2	11/96	CHRISTAL	
1.6	4.9	4.5	7	WSHE 103.5	AOR	7	6	2	4	5	11/99	EASTMAN	ABC-R
1.4	1.5	3.3	8	WIOD 610	N/T	11	21	21	15	8	13/86	CHRISTAL	ABC-I
2.5	1.8	3.2	9	WKGR 98.7	AOR	10	34	5	5	3	13/83	HNWH	US1
2.6	2.8	2.7	10	WLYF 101.5	B/EZ	12	25	26	14	13	14/75	BLAIR	

WICHITA #93

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	8.9	11.5	1	KFDI 107.0	CTRY	4	7	10	10	4	12/89	TORBET	ABC-E	11.0
12.6	15.2	11.3	2	KFDI-FM 101.3	CTRY	2	9	6	1	1	15/73	TORBET	ABC-E	14.0
8.7	13.5	10.1	3	KKRD 107.3	CHR	1	1	3	3	6	17/65	HNWH		11.5
7.8	5.4	8.4	4	KOEZ 92.3	B/EZ	7	16	12	8	5	11/97			6.2
10.0	10.3	7.8	5	KICT 91.5	AOR	8	4	1	2	2	11/99	KATZ	ABC-R	9.2
12.5	10.0	7.2	6	KEYN 103.7	CHR	3	2	2	4	7	22/50	MCGAVREN	US1	8.7
8.7	7.5	6.8	7	KFHH 133.0	CTRY	5	14	9	9	8	16/68	EASTMAN	CBS	6.2
5.6	4.6	5.3	8	KLZS 97.9	AC	11	6	7	7	9	13/82	EASTMAN		3.7
5.4	4.4	5.3	8	KQAM 141.0	GOLD	6	8	5	5	3	18/59	MCGAVREN	US1	3.7
6.1	4.7	5.1	10	KLEO 148.0	BBND	9	10	14	13	12	15/74		ABC-I	4.3
--	--	5.1	10	KXLK-FM 105.3	AC	12	15	4	6	10	13/85	BLAIR	US2	5.2

WILKES BARRE-SCRANTON #58

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	10.3	9.7	1	WKRZ-FM 98.5	CHR	1	1	2	1	2	15/74	KATZ		9.9
8.8	6.8	8.8	2	WARM 59.0	AC	2	5	7	4	1	14/75	EASTMAN	MBS	9.5
7.1	6.2	7.6	3	WEZX 107.1	AOR	4	3	1	2	4	10/108	SELCOM	ABC-R	9.6
9.9	7.9	6.9	4	WNAK 73.0	B/EZ	8	38	25	15	7	7/155	MASLA	NBC	8.8
7.2	7.4	5.8	5	WGBI-FM 101.3	AC	3	4	3	3	3	15/73	TORBET	CBS-R	4.7
6.0	6.4	5.2	6	WEJL 63.0	AC	10	13	18	16	6	8/143	SELCOM	ABC-I	4.5
5.8	4.3	5.0	7	WTLQ 102.3	CHR	5	2	4	6	9	14/76	MCGAVREN		3.5
3.2	4.1	4.9	8	WWSH 97.9	B/EZ	9	12	20	13	11	9/117			3.0
4.1	3.9	4.1	9	WMGS 92.9	B/EZ	7	9	5	5	5	14/79	EASTMAN		3.1
3.2	3.4	3.6	10	WARD 154.0	TALK	13	14	16	17	12	8/133	SAVALLI	AP	1.5

WILMINGTON #76

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.1	9.3	10.5	1	WSTW 93.7	CHR	1	5	1	1	1	14/76	EASTMAN	
9.7	10.9	10.5	1	WMMR 93.3	AOR	2	3	2	2	2	14/79	KATZ	NBC-S
8.7	5.8	8.8	3	WDEL 1150	AC	3	10	8	6	4	13/80	EASTMAN	NBC
5.2	6.4	6.5	4	WUSL 98.9	B/U	7	1	3	3	7	11/98	EASTMAN	ABC-F
7.4	8.6	4.8	5	WJBR-FM 99.5	B/EZ	5	7	11	4	3	18/61		
2.4	2.6	4.8	5	WEAZ 101.1	B/EZ	6	13	20	16	10	16/67	MCGAVREN	
3.3	3.0	4.3	7	WKSZ 100.3	AC	10	9	7	7	5	16/70	MASLA	
4.1	5.3	3.9	8	WCAU-FM 98.1	CHR	4	2	9	12	16	23/47	CBS-FM	CBS
3.5	3.0	3.7	9	WYSP 94.1	AOR	8	4	5	9	17	18/59	TORBET	ABC-R
4.0	3.0	3.6	10	WAMS 1380	CTRY	12	12	22	11	8	12/87	SELCOM	ABC-D

WORCESTER #97

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	14.0	13.1	1	WAAF 107.3	AOR	1	1	1	1	2	11/95	KATZ	
14.1	11.8	13.0	2	WSRS 96.1	B/EZ	3	9	8	2	1	10/108	BLAIR	
9.6	9.7	10.5	3	WTAG 580	AC	2	15	16	6	3	13/82	MCGAVREN	NBC
4.0	6.1	5.5	4	WFTQ 1440	AC	6	8	3	3	5	13/83	KATZ	ABC-I
5.6	5.2	5.0	5	WROR 98.5	AC	4	4	4	4	4	16/68	REPUBLIC	US1
3.9	3.9	4.8	6	WNEB 1230	BBND	11	27	21	20	18	10/104	KATTELL	CBS
6.4	5.2	4.3	7	WBZ 1030	AC	5	13	17	11	8	17/65	BLAIR/RAR	ABC-I
3.9	4.5	4.0	8	WBCN 104.1	AOR	9	6	2	5	7	15/72	TORBET	
5.6	4.8	3.7	9	WHTT 103.3	CHR	8	2	7	10	13	19/57	CBS-FM	CBS-R
2.4	3.2	3.5	10	WORC 1310	AC	10	21	15	9	6	17/63	MASLA	ABC-D

YORK #100

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.0	10.2	13.2	1	WRKZ 106.7	CTRY	3	6	3	1	1	10/111	MCGAVREN	ABC-E
11.1	8.5	10.6	2	WSBA 910	AC	2	24	9	5	4	15/74	EASTMAN	
7.6	10.3	10.2	3	WQXA 105.7	CHR	1	1	1	2	2	16/67	KATZ	ABC-C
8.4	8.8	9.0	4	WNCE 101.3	B/EZ	6	14	7	7	5	11/102	TORBET	NBC
8.4	10.5	7.5	5	WSBA-FM 103.3	AC	4	16	5	4	3	15/73	EASTMAN	
4.1	5.6	6.6	6	WYCR 98.5	CHR	5	2	4	6	7	16/66	HNWH	NBC-S
5.9	5.4	6.2	7	WHTF 92.7	AOR	7	5	2	3	6	12/90	BLAIR	
1.2	2.5	2.7	8	WOYK 1350	BBND	11	13	20	23	16	14/76	REPUBLIC	MBS
4.2	1.4	2.4	9	WOBG 1250	GOLD	14	17	18	13	9	11/96	KATZ	ABC-I
1.6	2.4	2.2	10	WGTY 107.7	CTRY	12	11	8	8	8	17/62	MARKET 4	MBS
2.2	2.0	2.2	10	WPOC 93.1	CTRY	13	26	12	12	10	13/80	EASTMAN	ABC-D
1.4	1.5	2.2	10	WIYY	AOR	20	7	6	9	17	9/119	BLAIR	ABC-R

YOUNGSTOWN-WARREN #79

FALL '84	SPRING '85	FALL '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.7	17.5	15.8	1	WHOT-FM 101.1	CHR	1	1	1	1	1	12/87	EASTMAN		22.3
10.8	9.6	12.1	2	WKBN-FM 98.9	B/EZ	3	10	8	4	3	10/106	KATZ		9.8
7.5	11.0	11.9	3	WKBN 570	AC	2	11	3	2	2	13/82	KATZ	CBS	12.1
8.3	6.8	9.1	4	WBBW 1240	N/T	5	17	14	9	7	9/118	MCGAVREN	ABC-E	5.8
9.2	8.1	6.9	5	WQXK 105.1	CTRY	6	5	10	5	4	11/102	MMR	ABC-D	6.5
7.5	6.8	5.6	6	WYFM 102.9	AC	4	7	2	3	5	18/61	BLAIR	ABC-C	7.1
4.2	4.7	4.9	7	WDMT 107.9	B/U	9	2	4	6	8	11/102	HNWH	US1	7.9
4.5	2.7	4.2	8	WHOT 1330	AC	8	8	5	7	6	14/77	EASTMAN		2.4
5.4	5.0	3.1	9	WFMJ 1390	AC	7	14	17	13	11	23/47	UNIREP	NBC	5.5
3.7	4.2	3.1	9	WMMS 100.7	CHR	10	3	6	8	9	16/69	KATZ	NBC-S	2.7

MARKET INDEX

Akron (62)	152	Harrisburg (71)	160	Portland (30)	135
Albany-Schenectady-Troy (51)	152	Hartford-New Britain (39)	110	Providence-Warwick-Pawtucket (26)	136
Albuquerque (82)	153	Honolulu (53)	161	Raleigh-Durham (63)	167
Allentown-Bethlehem (60)	153	Houston-Galveston (8)	111	Richmond (54)	168
Anaheim-Santa Ana (19)	90	Indianapolis (36)	112	Riverside-San Bernardino-Ontario (38)	137
Atlanta (14)	92	Jacksonville (55)	161	Rochester (41)	139
Austin (59)	154	Johnson City-Kingsport-Bristol (89)	162	Sacramento (32)	140
Bakersfield (88)	154	Kansas City (27)	113	Saginaw-Bay City (99)	168
Baltimore (16)	93	Knoxville (68)	162	St. Louis (15)	141
Baton Rouge (78)	155	Lansing-East Lansing (96)	163	Salt Lake City-Ogden (43)	142
Birmingham (47)	96	Las Vegas (75)	163	San Antonio (37)	143
Boston (7)	94	Little Rock-North Little Rock (83)	164	San Diego (20)	144
Bridgeport (90)	155	Los Angeles (2)	114	San Diego North (74)	169
Buffalo (35)	98	Louisville (44)	116	San Francisco (4)	146
Canton (98)	156	McAllen-Brownsville (77)	164	San Jose (28)	145
Charleston, SC (85)	156	Memphis (50)	117	Seattle-Tacoma (17)	149
Charlotte-Gastonia (40)	99	Miami-Ft. Lauderdale (11)	118	Spokane (95)	169
Chattanooga (72)	157	Milwaukee-Racine (25)	120	Springfield, MA (70)	170
Chicago (3)	100	Minneapolis-St. Paul (18)	121	Syracuse (61)	170
Cincinnati (29)	101	Mobile (87)	165	Tampa-St. Petersburg (21)	150
Cleveland (22)	102	Nashville-Davidson (48)	122	Toledo (67)	171
Columbia, SC (91)	157	Nassau-Suffolk (12)	123	Tucson (64)	171
Columbus (33)	103	New Bedford (84)	165	Tulsa (56)	172
Dallas-Ft. Worth (10)	104	New Haven-Meriden (80)	166	Washington, DC (9)	151
Dayton (46)	106	New Orleans (31)	125	West Palm Beach-Boca Raton (57)	172
Denver-Boulder (23)	107	New York (1)	127	Wichita (93)	173
Detroit (6)	108	Norfolk-Portsmouth-Newport News (34)	129	Wilkes Barre-Scranton (58)	173
El Paso (81)	158	Oklahoma City (42)	130	Wilmington (76)	174
Flint (94)	158	Omaha-Council Bluffs (69)	166	Worcester (97)	174
Fresno (73)	159	Orlando (52)	167	York (100)	175
Grand Rapids (65)	159	Philadelphia (5)	131	Youngstown-Warren (79)	175
Greensboro-Winston Salem (49)	109	Phoenix (24)	132		
Greenville-Spartanburg, SC (66)	160	Pittsburgh (13)	134		

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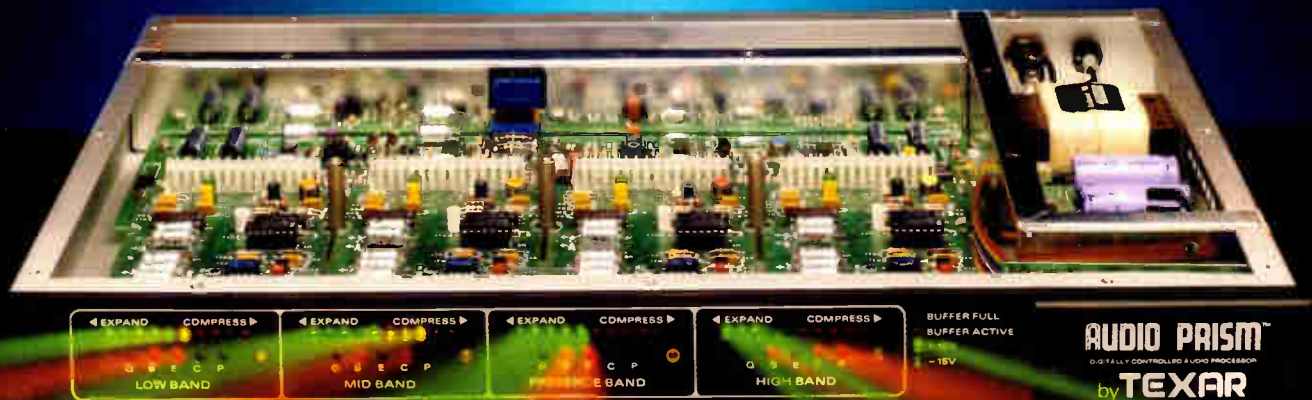
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