

A M E R I C A N   R A D I O

WINTER 1986 SUPPLEMENT

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## INTRODUCTION

This is the fifth annual Winter Supplement to American Radio. Data was gathered from the Winter 1986 Arbitron sweeps (January 9 - April 2, 1986).

The next edition of American Radio will be issued in August. It will be the "Spring 86" edition and it will cover over 170 markets.

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## INDEX

### ARBITRON INDIVIDUAL MARKET REPORTS (in alphabetical order)

Atlanta	Detroit	New York	Salt Lake City
Baltimore	Houston	Philadelphia	San Diego
Boston	Kansas City	Phoenix	San Francisco
Chicago	Los Angeles	Pittsburgh	San Jose
Cleveland	Louisville	Portland, OR	Seattle
Dallas-Fort Worth	Miami	Sacramento	Tampa-St. Pete
Denver	Minneapolis-St. Paul	St. Louis	Washington

ATLANTA

Arbitron Rank/Pop (12+): 15/2,015,200

MSA Rank/Pop: 11/2,388,100

ADI # 15

Average Person Ratings: 17.2

Market TSL: 22.6 hours

Stations: 24/24

Diaries: 2286/882:1/47.7%

Sample Target: 1690

Standard Error: .419

% Below Line: 0

% Not Listed: 11.2

1985 Revenue: \$75,400,000

HH Inc.: \$32,228

Retail \$: 17.0 Bil

Pop per Station: 83,967

#1 Biller: WQXI A/F

\$12,600,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WKLS-F	364/10.5	9.0	---	6.4	---	1. WKLS-F	427/4727	1. WZGC-F	4868/24.2	25.0	29.6
2. WVEE-F	341/ 9.8	8.9	---	11.0	---	2. WPCH-F	380/4596	2. WQXI-F	4034/20.0	21.7	24.0
3. WPCH-F	330/ 9.5	7.4	---	6.5	---	3. WZGC-F	363/6075	3. WKLS-F	3804/18.9	17.3	15.5
4. WZGC-F	294/ 8.5	9.8	---	12.1	---	4. WVEE-F	354/3993	4. WVEE-F	3659/18.2	16.3	19.4
5. WQXI-F	244/ 7.0	8.9	---	9.2	---	5. WKHX-F	306/3960	5. WPCH-F	3509/17.4	16.2	13.7
6. WKHX-F	216/ 6.2	6.6	---	8.9	---	6. WQXI-F	289/4596	6. WSB-F	3137/15.6	14.0	16.2
7. WSB	192/ 5.5	6.7	---	6.3	---	7. WYAY-F	268/3297	7. WSB	3129/15.5	18.0	18.1
8. WSB-F	188/ 5.4	4.9	---	5.4	---	8. WSB	218/3668	8. WKHX-F	2930/14.5	15.3	18.1
9. WYAY-F	158/ 4.6	4.9	---	3.3	---	9. WFOX-F	210/3533	9. WFOX-F	2269/11.3	13.1	10.8
10. WFOX-F	123/ 3.6	4.1	---	3.7	---	10. WSB-F	203/3687	10. WYAY-F	1971/ 9.8	10.6	7.9
11. WGST	109/ 3.1	2.6	---	2.9	---	11. WEKS-F+	117/1494	11. WGST	1844/ 9.2	8.2	9.2
12. WAOK	103/ 3.0	3.0	---	2.3	---	12. WGST	111/1890	12. WARM-F	1737/ 8.6	9.8	9.6
13. WARM-F	84/ 2.4	3.2	---	2.5	---	13. WAOK	105/1641	13. WAOK	1614/ 8.0	7.4	6.3
14. WEKS-F+	72/ 2.1	1.1	---	1.6	---	14. WARM-F	94/1971	14. WEKS-F+	1107/ 5.5	N/A	4.
15. WCNN	48/ 1.4	1.5	---	1.2	---	15. WCNN	53/1200	15. WCNN	1071/ 5.3	6.2	6.0
16. WPLO	41/ 1.2	2.1	---	1.7	---	16.		16. WPLO	886/ 4.4	5.5	4.7
17. WQXI	40/ 1.2	1.3	---	1.6	---	17.		17. WQXI	678/ 3.4	4.6	4.5
18. WBUS-F	36/ 1.0	.8	---	---	---	18.		18. WIGO	640/ 3.2	3.9	N/A
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 80.28% (2467 of 3073) (WIN 85: N/A)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZGC-F	1. WKLS-F	1. WKLS-F	1. WQXI-F	1. WPCH-F	1. WPCH-F	1. WVEE-F	1. WPCH-F	1. WKLS-F	1. WVEE-F	1. WKLS-F
2. WKLS-F	2. WVEE-F	2. WVEE-F	2. WQXI-F	2. WKHX-F	2. WKLS-F	2. WKLS-F	2. WKLS-F	2. WVEE-F	2. WZGC-F	2. WVEE-F
3. WVEE-F	3. WQXI-F	3. WQXI-F	3. WKLS-F	3. WVEE-F	3. WSB	3. WQXI-F	3. WVEE-F	3. WPCH-F	3. WKLS-F	3. WZGC-F
4.	4. WZGC-F	4. WZGC-F	4. WPCH-F	4. WKLS-F	4. WVEE-F	4. WZGC-F	4. WQXI-F	4. WZGC-F	4. WPCH-F	4. WPCH-F
5.	5. WSB-F	5. WPCH-F	5. WKHX-F	5. WKHX-F	5. WQXI-F	5. WSP	5. WKHX-F	5. WQXI-F	5. WQXI-F	5. WKHX-F
6.	6. WFOX-F	6. WSB-F	6. WSB-F	6. WSB-F	6. WYAY-F	6. WPCH-F	6. WSB-F	6. WKHX-F	6. WSB-F	6. WSB
7.	7. WKHX-F	7. WKHX-F	7. WZGC-F	7. WYAY-F	7. WSB-F	7. WKHX-F	7. WZGC-F	7. WSB-F	7. WSB	7. WSB-F
8.	8.	8.	8. WFOX-F	8. WZGC-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9. WYAY-F	9. WFOX-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVEE-F	1. WVEE-F	1. WQXI-F	1. WVEE-F	1. WPCH-F		1. WKLS-F	1. WKLS-F	1. WKLS-F	1. WKLS-F	1. WKLS-F
2. WKLS-F	2. WQXI-F	2. WVEE-F	2. WQXI-F	2. WQXI-F		2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WVEE-F
3. WZGC-F	3. WKLS-F	3. WFOX-F	3. WPCH-F	3. WVEE-F		3. WZGC-F	3. WZGC-F	3. WQXI-F	3. WQXI-F	3. WQXI-F
4. WQXI-F	4. WZGC-F	4. WKLS-F	4. WZGC-F	4. WKHX-F		4.	WVEE-F	4. WSB-F	4. WKHX-F	WKHX-F
5. WSB-F	5. WSB-F	5. WPCH-F	5. WKLS-F	WSB-F		5.	WSB-F	5. WYAY-F	5. WZGC-F	5. WPCH-F
6.	6. WFOX-F	6. WSB-F	6. WSB-F	6. WZGC-F		6.	WYAY-F	6. WKHX-F	6. WYAY-F	6. WSB-F
7.	7. WPCH-F	7. WZGC-F	7. WFOX-F	7. WFOX-F		7.	WKHX-F	7. WZGC-F	7. WSB-F	7. WYAY-F
8.	8.	8.	8.	8.		8.	8.	8. WFOX-F	8.	8.
9.	9.	9.	9.	9.		9.	9.	9.	9.	9.
10.	10.	10.	10.	10.		10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	WIN 85	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		538 (2)	538 (2)	17.5		WGKA	1190	Atlanta	.6/1.2
AOR		364 (1)	364 (1)	11.8		WGUN	1010	Atlanta	.4/1.6
AC/OLDIES/SOFT ROCK	40 (1)	395 (3)	435 (4)	14.2		WIGO	1340	Atlanta	.4/3.2
MOR/VARIETY	192 (1)		192 (1)	6.2		WJGA-F	92.1	Jackson	.6/1.6
						WYZE	1480	Atlanta	.5/1.3
COUNTRY	41 (1)	374 (2)	415 (3)	13.5					
BLACK/URBAN	141 (4)	466 (4)	607 (8)	19.8					
BTFL MUSIC/EZ		330 (1)	330 (1)	10.7					
NEWS/TALK	157 (2)		157 (2)	5.1					
NOSTALGIA									
RELIGION/GOSPEL	14 (1)		14 (1)	0.5					
SPANISH									
CLASSICAL	21 (1)		21 (1)	0.7					
UNKNOWN/OTHERS									
			3073 (24)						

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW	(DAYS), RELIGION		\$ 24.00 (----)	Forus	Don Stone
WAOK, 1380, 5 KW	(DA-N), BLACK	NBC,NBN,	\$ 60.00* (Mc-Guild)	DKM	Rik Rogers
WCNN, 680, 50 KW/10 KW	(DA-N), TALK	ABC-T,	\$ 45.00* (HNWH)		Charles Smithga
WFOM, 1230, 1 KW	, RELIGION		\$ 12.00 (Bolton)		Ray Hemphill
WGKA, 1190, 5 KW	(DAYS), CLASSICAL		\$ 30.00 (CMBS)		Eathel Holley
WGST, 920, 5 KW/1 KW	, NEWS	CBS,MBS,	\$ 90.00* (Katz)	Jacor	John Lauer
WGUN, 1010, 50 KW	(DAYS), RELIGION		\$ 20.00 (----)	Rivers	William Bie
WIGO, 1340, 1 KW	, BLACK	ABC-D,	\$ 60.00 (----)	Brunson	Neil McElhany
WKLS, 970, 5 KW	(DAYS), AOR		\$ NM (Katz)	Taft	Tom Connolly
WPLO, 590, 5 KW	(DA-N), COUNTRY		\$ 68.00* (Select)	Cap Cities/ABC	Norm Schrut
WQXI, 790, 5 KW/1KW	(DA-N), OLDIES		\$ N/A (Blair)	Jeff-Pilot	Gerald Blum
WSB, 750, 50 KW	, MOR	ABC-I,ABC-E,	\$170.00* (Christal)	Cox	Michael Faherty
WYZE, 1480, 5 KW	(DAYS), BLACK		\$ 14.00 (----)	Buck	James Swanger

FM STATIONS

WARM, 99.7, 100 KW @ 1000, AC			\$150.00* (Eastman)	Susquehanna	
WEKS, 104.1, 100 KW @ 1690, BLACK			\$ 55.00* (Durpetti)	Trans World	
WFOX, 97.1, 100 KW @ 1566, AC			\$160.00 (MMR)	Shamrock	(GAINESVILLE) Martin Sherry
WKHX, 101.5, 100 KW @ 900, COUNTRY			\$169.00* (Select)	Cap Cities/ABC	(MARIETTA) Norm Schrut
WKLS, 96.1, 100 KW @ 950, AOR		ABC-R,	\$185.00* (Katz)	Taft	Tom Connolly
WPCH, 94.9, 100 KW @ 987, BTFL MUS			\$179.00* (Katz)	Jacor	John Lauer
WQXI, 94.1, 100 KW @ 914, CONTEMP/AC			\$340.00 (Blair)	Jeff-Pilot	Gerald Blum
WSB, 98.5, 100 KW @ 919, AC		CBS-R,	\$160.00* (Christal)	Cox	Michael Faherty
WVEE, 103.3, 100 KW @ 450, URBAN		US1,	\$170.00* (Mc-Guild)	DKM	Rik Rogers
WYAY, 106.7, 100 KW @ 967, COUNTRY			\$140.00* (Republic)	Katz	(GAINESVILLE) Bob Green
WZGC, 92.9, 100 KW @ 910, CHR		ABC-C,	\$220.00* (Torbet)	First Media	Paul Nugent
WBUS, 96.7, 3 KW @ 300, BLACK			\$ N/A (Masla)	New Systems	(NEWNAN)

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,919,500

MSA Rank/Pop: 14/2,263,900  
ADI # 21

Average Person Ratings: 18.3  
Market TSL: 24.2 hours

Stations: 33/20  
Diaries: 1987/966:1/52.2%  
Sample Target: 1700  
Standard Error: .458  
% Below Line: 13.7  
% Not Listed: 9.3

1985 Revenue: \$46,600,000  
HH Inc.: \$29,642  
Retail \$: 14.2 Bil  
Pop per Station: 95,975  
#1 Biller: WBSB-F  
\$6,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/ RATING	FAL 85	SPG 85
1. WBAL	370/10.5	7.5	---	8.6	8.0	1. WBAL	394/4281	1. WBAL	3945/20.6	17.9	19.4
2. WLIF-F	353/10.0	8.7	---	9.9	10.1	2. WLIF-F	369/3769	2. WBSB-F	3521/18.3	19.3	20.5
3. WPOC-F	270/ 7.7	5.6	---	5.4	6.0	3. WPOC-F	304/3069	3. WLIF-F	3474/18.1	18.4	17.8
4. WXYV-F	233/ 6.6	6.8	---	5.4	5.4	4. WBSB-F	247/4034	4. WXYV-F	2844/14.8	14.5	14.4
5. WBSB-F	211/ 6.0	6.7	---	7.4	6.7	5. WXYV-F	241/2974	5. WIYY-F	2766/14.4	15.4	17.3
6. WIYY-F	195/ 5.6	5.6	---	6.9	5.9	6. WIYY-F	210/3001	6. WPOC-F	2603/13.6	12.0	11.7
7. WWIN-F	128/ 3.6	3.5	---	2.9	3.1	7. WMKR-F	134/2652	7. WMKR-F	2404/12.5	14.7	15.1
8. WMKR-F	126/ 3.6	3.9	---	4.8	3.2	8. WCAO	129/1698	8. WWIN-F	1828/ 9.5	8.5	8.6
9. WYST-F	126/ 3.6	3.2	---	3.3	3.7	9. WWIN-F	128/1828	9. WYST-F	1742/ 9.1	10.0	9.9
10. WBGR	115/ 3.3	3.1	---	3.3	4.5	10. WYST-F	127/1846	10. WWDC-F	1605/ 8.4	6.9	6.6
11. WCAO	112/ 3.2	4.4	---	2.9	2.5	11. WBGR	115/ 983	11. WFBR	1519/ 7.9	11.0	14.1
12. WFBR	97/ 2.8	4.1	---	4.4	3.0	12. WWDC-F	107/1930	12. WCAO	1490/ 7.8	8.7	8.4
13. WITH	93/ 2.6	3.0	---	2.5	2.3	13. WFBR	97/1529	13. WQSR-F	1304/ 6.8	7.8	7.0
14. WWDC-F	89/ 2.5	2.5	---	2.3	1.9	14. WITH	93/1063	14. WWIN	1170/ 6.1	7.3	N/A
15. WHUR-F	65/ 1.9	1.5	---	1.0	1.0	15. WHUR-F	73/1003	15. WITH	1056/ 5.5	6.3	N/A
16.						16.		16.			
17.						17.		17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 68.07% (2170 of 3188) (WIN 85: 63.65%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMKR-F	1. WXYV-F	1. WXYV-F	1. WLIF-F	1. WLIF-F	1. WLIF-F	1. WBAL	1. WLIF-F	1. WLIF-F	1. WBAL	1. WLIF-F
2. WBSB-F	2. WIYY-F	2. WIYY-F	2. WPOC-F	2. WPOC-F	2. WBAL	2. WPOC-F	2. WBAL	2. WBAL	2. WXYV-F	2. WPOC-F
3. WXYV-F	3. WBSB-F	3. WPOC-F	3. WBSB-F	3. WBAL	3. WPOC-F	3. WLIF-F	3. WPOC-F	3. WPOC-F	3. WLIF-F	3. WBAL
4. WIYY-F	4. WPOC-F	4. WBSB-F	4. WYST-F	4. WBSB-F	4. WCAO	4. WBSB-F	4. WIYY-F	4. WXYV-F	4. WIYY-F	4. WXYV-F
5.	5. WWIN-F	5. WLIF-F	5. WIYY-F	5. WYST-F	5. WBGR	5. WXYV-F	5. WXYV-F	5. WIYY-F	5. WBSB-F	5. WBSB-F
6.	6. WWDC-F	6. WYST-F	6. WXYV-F	6. WIYY-F	6. WFBR	6. WIYY-F	6. WBSB-F	6. WBSB-F	6. WWIN-F	6. WIYY-F
7.	7. WYST-F	7. WWIN-F	7. WWIN-F	7. WXYV-F	7. WXYV-F	7. WCAO	7. WYST-F	7. WMKR-F	7. WMKR-F	7. WYST-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXYV-F	1. WXYV-F	1. WBSB-F	1. WXYV-F	1. WLIF-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F
2. WBSB-F	2. WBSB-F	2. WXYV-F	2. WLIF-F	2. WPOC-F	2. WXYV-F	2. WXYV-F	2. WWDC-F	2. WPOC-F	2. WPOC-F
3. WMKR-F	3. WWIN-F	3. WWIN-F	3. WBSB-F	3. WBAL	3. WPOC-F	3. WPOC-F	3. WYST-F	3. WXYV-F	3. WYST-F
4. WIYY-F	4. WIYY-F	4. WYST-F	4. WPOC-F	4. WBSB-F	4. WBSB-F	4. WWDC-F	4. WXYV-F	4. WBSB-F	4. WBSB-F
5. WHUR-F	5. WMKR-F	5. WIYY-F	5. WYST-F	5. WXYV-F	5. WWDC-F	5. WBSB-F	5. WBSB-F	5. WWDC-F	5. WLIF-F
6. WWDC-F	6. WYST-F	6. WPOC-F	6. WWIN-F	6. WYST-F	6. WMKR-F	6. WWIN-F	6. WPOC-F	6. WYST-F	6. WWIN-F
7.	7. WPOC-F	7. WBGR	7. WIYY-F	7. WWIN-F	7.	7. WYST-F	7. WWIN-F	7. WWIN-F	7. WBAL
8.	8.	8.	8.	8. WBGR	8.	8.	8.	8.	8. WXYV-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		409 (4)	409 (4)	12.8	12.8	WBMD	750	Baltimore	.3/1.2
AOR		371 (4)	371 (4)	11.6	11.0	WCBM	680	Baltimore	1.4/4.6
AC/OLDIES/SOFT ROCK	49 (1)	247 (5)	296 (6)	9.3	8.7	WEBB	1360	Baltimore	1.8/5.2
MOR/VARIETY	479 (3)		479 (3)	15.0	12.4	WGRX-F	100.7	Westminster	1.3/3.9
COUNTRY	112 (1)	300 (2)	412 (3)	12.9	10.2	WQSR-F	105.7	Catonville	1.9/6.8
BLACK/URBAN	120 (2)	426 (3)	546 (5)	17.1	23.8	WRBS-F	95.1	Baltimore	.8/2.3
BTFL MUSIC/EZ		377 (2)	377 (2)	11.8	11.7	WWIN	1400	Baltimore	1.6/6.1
NEWS/TALK	39 (1)		39 (1)	1.2	4.6	See Washington for the frequency and city of license for the following stations:			
NOSTALGIA	93 (1)		93 (1)	2.9	2.5	WASH-F	.4/1.7	WMAL	.3/1.2
RELIGION/GOSPEL	126 (2)	29 (1)	155 (3)	4.9	1.9	WAVA-F	.8/3.0	WMZQ-F	.9/1.8
SPANISH						WGAY-F	.7/1.5	WCLY-F	.5/2.1
CLASSICAL		11 (1)	11 (1)	0.3	0.4	WGMS-F	.3/1.3	WRQX-F	1.3/5.3
UNKNOWN/OTHERS						WHFS-F	1.1/3.0	WTOP	1.1/4.0
			3188 (33)			WLTT-F	.7/2.6		

### RADIO STATIONS

#### AM STATIONS

WBAL, 1090, 50 KW	(DA-N), TALK/NEWS	ABC-E, \$ 93.00* (HNWN)	Hearst	Dave Barrett
WBGR, 860, 2.5 KW	(DAYS,DA), GOSPEL/BLACK	UPI, \$ 35.00 (Roslin)	Mortenson	Don Brooks
WBMD, 750, 1 KW	(DAYS), RELIGION	, \$ 12.00 (----)		Carl Brenner
WCAO, 600, 5 KW	(DA-1), COUNTRY	NBC, \$ 65.00 (Mc-Guild)	DKM	Owen Weber
WCBM, 680, 10 KW/5 KW	(DA-2), SOFT AC	, \$ 60.00 (Katz)	Resort (P)	Bud Stiker
WEBB, 1360, 5 KW	(DAYS), BLACK	SBN, \$ 34.00 (----)		Dorothy Brunson
WFBR, 1300, 5 KW	(DA-1), MOR	CBS,NBC-T, \$ 85.00 (Republic)		Harry Shriver
WITH, 1230, 1 KW	, NOSTALGIA	MBS, \$ 38.00 (Groskin)	Robinson	Fred Shulte
WJRO, 1590, 1 KW	(DA-2), BTFL (?)	, \$ 12.00 (----)		George Dietrich
WTOW, 1570, 5 KW	(DAYS), RELIGION	, \$ 23.00 (----)		
WWIN, 1400, 1 KW	, BLACK	NBN, \$ 38.00* (MMR)		Shelton Earp
WYST, 1010, 1 KW	(DAYS), OLDIES	, \$ N/A (Masla)	United	John Columbus

#### FM STATIONS

WBSB, 104.3, 50 KW @ 422, CHR	ABC-C, \$125.00* (Torbet)	Scripps-Howard	Jim Fox
WGRX, 100.7, 50 KW @ 500, AOR	, \$ 52.00 (Select)	Shamrock Comm.(WESTMINSTER)	B. Hopkinson
WIYY, 97.9, 11 KW @ 950, AOR	ABC-R, \$110.00* (HNWH)	Hearst	Dave Barrett
WLIF, 101.9, 14 KW @ 961, BTFL/EZ	, \$100.00* (Christal)	American	Winnie Brugman
WMKR, 106.5, 29 KW @ 620, CHR	, \$ 90.00 (Katz)	S + F	Stu Frankel
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC-D, \$104.00 (Eastman)	Nationwide	Dave Fuellhart
WQSR, 105.7, 50 KW @ 245, OLDIES	CBS-R, \$ 30.00 (----)		Carl Brenner
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 15.00 (----)		J. Bissett
WWIN, 95.9, 3 KW @ 300, BLACK	, \$ 62.00* (MMR)		Shelton Earp
WXYV, 102.7, 50 KW @ 400, URBAN	Source, \$ 90.00* (Mc-Guild)	DKM	Owen Weber
WYST, 92.3, 10 KW @ 560, AC	USI, \$ 80.00* (Masla)	United	John Columbus

#### MISCELLANEOUS COMMENTS

For other stations see Washington

BOSTON

Arbitron Rank/Pop (12+): 7/3,143,200

Stations: 31/28  
Diaries: 2336/1346:1/39.2%  
Sample Target: 2170  
Standard Error: .418  
% Below Line: 4.8  
% Not Listed: 13.5

1985 Revenue: \$88,600,000  
HH Inc.: \$35,512  
Retail \$: 27.2 Bil  
Pop per Station: 112,257  
#1 Biller: WBCN-F  
\$13,500,000

MSA Rank/Pop: 6/3,678,200  
ADI # 6

Average Person Ratings: 18.5  
Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	FAL 85	SPG 85
1. WRKO	446/7.6	5.2	5.3	6.7	5.8	1. WBZ	579/8498	1. WBZ	5423/17.3		20.0	19.2
2. WJIB-F	412/7.0	6.2	4.6	4.5	6.0	2. WRKO	529/5557	2. WXKS-F	5300/16.9		15.5	17.5
3. WBCN-F	398/6.8	7.4	9.4	8.8	9.0	3. WBCN-F	509/7326	3. WBCN-F	5248/16.7		17.7	17.7
4. WBZ	390/6.7	8.6	7.4	8.3	8.9	4. WJIB-F	478/5372	4. WEEI	5067/16.1		16.9	14.6
5. WXKS-F	375/6.4	5.0	5.9	7.4	6.4	5. WXKS-F	432/6750	5. WJIB-F	4490/14.3		13.8	12.7
6. WHDH	327/5.6	6.4	6.9	7.5	5.8	6. WAAF-F	387/5558	6. WHDH	4432/14.1		15.2	18.2
7. WZLX-F	293/5.0	3.1	2.1	1.0	1.4	7. WSSH-F	363/5237	7. WRKO	4377/13.9		11.0	15.8
8. WEEI	262/4.5	5.0	5.0	4.4	4.1	8. WHDH	340/4773	8. WROR-F	4102/13.1		15.3	13.8
9. WSSH-F	247/4.2	4.1	2.7	2.5	3.5	9. WZLX-F	336/4636	9. WHTT-F	3882/12.4		14.6	17.6
10. WAAF-F	195/3.3	2.4	3.6	3.6	2.3	10. WEEI	283/5976	10. WZLX-F	3606/11.5		8.1	6.0
11. WROR-F	194/3.3	4.4	4.2	3.6	4.4	11. WROR-F	281/6078	11. WSSH-F	3550/11.3		10.3	8.5
12. WVBF-F	176/3.0	3.3	3.7	2.8	3.0	12. WHTT-F	272/6239	12. WZOU-F	3488/11.1		11.0	12.4
13. WHTT-F	164/2.8	3.6	4.7	4.8	5.5	13. WZOU-F	247/5446	13. WMJX-F	2969/ 9.4		9.9	10.8
14. WZOU-F	155/2.6	2.7	2.7	3.2	2.8	14. WBOS-F	217/2887	14. WVBF-F	2795/ 8.9		9.9	9.9
15. WBOS-F	150/2.6	2.9	2.0	2.4	1.8	15. WVBF-F	216/3324	15. WAAF-F	2675/ 8.5		7.7	8.2
16. WMJX-F	146/2.5	2.4	3.1	3.0	3.2	16. WHJY-F	206/2643	16. WBOS-F	2071/ 6.6		5.6	6.0
17. WILD	124/2.1	2.5	1.6	1.7	1.3	17. WMJX-F	180/3814	17. WCRB-F	1935/ 6.2		5.0	4.2
18. WCRB-F	99/1.7	1.1	1.1	1.3	1.5	18. WCRB-F	138/2563	18. WILD	1202/ 3.8		3.2	3.0
19. WXKS	99/1.7	2.1	2.0	1.6	2.0	19. WILD	124/1202	19. WXKS	1131/ 3.6		3.6	3.8
20. WFNX-F	53/ .9	.8	.9	.6	.6	20. WGIR-F	111/1740	20. WFNX-F	1005/ 3.2		2.9	1.8
21. WPLM-F	51/ .9	.9	1.3	.8	.9	21. WXKS	103/1226	21. WPLM-F	974/ 3.1		3.1	2.9
22. WJDA	50/ .9	---	---	1.0	---	22. WPLM-F	101/1773	22. WCGY-F	872/ 2.8		4.2	3.9
23.						23.		23.				
24.						24.		24.				
25.						25.		25.				

12+ FM SHARE (METRO): 63.14% (3197 of 5063) (WIN 85: 62.34%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTT-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WJIB-F	1. WBZ	1. WJIB-F	1. WRKO	1. WBZ	1. WJIB-F
2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WZLX-F	2. WZLX-F	2. WRKO	2. WEEI	2. WRKO	2. WBCN-F	2. WRKO	2. WXKS-F
3. WZOU-F	3. WZLX-F	3. WZLX-F	3. WXKS-F	3. WBZ	3. WBZ	3. WRKO	3. WBCN-F	3. WJIB-F	3. WBCN-F	3. WBCN-F
4. WAAF-F	4. WAAF-F	4. WBZ	4. WBZ	4. WSSH-F	4. WHDH	4. WHDH	4. WZLX-F	4. WXKS-F	4. WXKS-F	4. WRKO
5. WBCN-F	5. WMJX-F	5. WSSH-F	5. WSSH-F	5. WXKS-F	5. WSSH-F	5. WBCN-F	5. WXKS-F	5. WHDH	5. WHTT-F	5. WHDH
6. WROR-F	6. WVBF-F	6. WROR-F	6. WROR-F	6. WROR-F	6. WEEI	6. WXKS-F	6. WHDH	6. WZLX-F	6. WAAF-F	6. WZLX-F
7. WZLX-F	7. WROR-F	7. WVBF-F	7. WVBF-F	7. WHDH	7. WBOS-F	7. WJIB-F	7. WSSH-F	7. WSSH-F	7. WJIB-F	7. WSSH-F
8.	8.	8. WAAF-F	8.	8.	8.	8. WROR-F	8.	8.	8. WHDH	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXKS-F	2. WXKS-F	1. WXKS-F	1. WXKS-F	1. WSSH-F	1. WAAF-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F
2. WBCN-F	2. WBCN-F	2. WZLX-F	2. WBCN-F	2. WBZ	2. WBCN-F	2. WZLX-F	2. WZLX-F	2. WZLX-F	2. WZLX-F
3. WZLX-F	3. WZLX-F	3. WBCN-F	3. WSSH-F	3. WHDH	3. WXKS-F	3. WAAF-F	3. WILD	3. WXKS-F	3. WRKO
4. WVBF-F	4. WVBF-F	4. WVBF-F	4. WVBF-F	4. WVBF-F	4. WZLX-F	4. WXKS-F	4. WXKS-F	4. WAAF-F	4. WXKS-F
5. WMJX-F	5. WROR-F	5. WROR-F	5. WROR-F	5. WXKS-F	5. WZOU-F	5.	5.	5. WRKO	5. WEEI
6. WROR-F	6. WMJX-F	6. WMJX-F	6. WZLX-F	6. WROR-F	6.	6.	6.	6. WBZ	6. WBZ
7. WAAF-F	7. WSSH-F	7. WBZ	7. WBZ	7. WJIB-F	7.	7.	7.	7. WEEI	7. WHDH
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	WIN 85	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		694 (3)	694 (3)	13.7	16.6	WCAP	980	Lowell	.5/1.2
AOR		985 (6)	985 (6)	19.5	14.1	WCGY-F	93.7	Lawrence	.7/2.8
AC/OLDIES/SOFT ROCK	21 (1)	806 (5)	827 (6)	16.3	18.9	WESX	1230	Salem	.6/1.5
MOR/VARIETY	830 (5)		830 (5)	16.4	18.4	WEZE	1260	Boston	.3/1.0
COUNTRY		150 (1)	150 (1)	3.0	3.3	WMEX	1150	Boston	.4/2.1
BLACK/URBAN	124 (1)		124 (1)	2.4	1.5	WMRE	1510	Boston	.6/2.3
BTFL MUSIC/EZ		412 (1)	412 (1)	8.1	7.1	WROL	950	Boston	.5/2.2
NEWS/TALK	708 (2)		708 (2)	14.0	11.2	WGIR-F	101.1	Manchester, N.H.	.3/1.2
NOSTALGIA	132 (2)	51 (1)	183 (3)	3.6	4.5	WHJY-F	94.1	Providence	.5/1.6
RELIGION/GOSPEL	51 (2)		51 (2)	1.0	2.3				
SPANISH									
CLASSICAL		99 (1)	99 (1)	2.0	1.8				
UNKNOWN/OTHERS					0.4				
			5063 (31)						

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW	(DA-1), MOR	ABC-I,	\$260.00* (Select)	Westinghouse	Bill Hartman
WDLW, 1330, 5 KW	(DA-2), COUNTRY	,	\$ 40.00 (----)		Bill McCarthy
WEEL, 590, 5 KW	(DA-1), NEWS	CBS,	\$107.50 (CBS)		Bill Kindler
WEZE, 1260, 5 KW	(DA-N), RELIGION	MBS,	\$ 20.00 (----)		Ed Cochrane
WHDH, 850, 50 KW	(DA-2), MOR	,	\$245.00 (Blair)	Blair	Al Brady Law
WILD, 1090, 5 KW	(DAYS), BLACK	SBN,	\$ 40.00 (Masla)		Kendell Nash
WKOX, 1200, 10 KW	(DA-N), MOR	,	\$ 23.00 (Mc-Guild)	Fairbanks (FARMINGTON)	Barry Sims
WMEX, 1150, 5 KW	(DA-2), OLDIES	ABC-E,	\$ 60.00 (Eastman)	Greater Media	
WMRE, 1510, 50 KW	(DA-2), NOSTALGIA	,	\$ 50.00 (Masla)		Carol Lowenstein
WRKO, 680, 50 KW	(DA-2), TALK	MBS,NBC,NBC-T,	\$140.00* (Republic)	RKO	Dan Griffin
WROL, 950, 5 KW	(DAYS), RELIGION	,	\$ N/A (----)		Ken Carter
WXXS, 1430, 5 KW/1 KW	(DA-N), NOSTALGIA	,	\$ 55.00 (MMR)	Pyramid	

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR		,	\$330.00* (Torbet)	Infinity	Tony Berardini
WBOS, 92.9, 14 KW @ 860, COUNTRY		ABC-D,	\$ 85.00* (Katz)	Sconnix	Bob Abernethy
WCGY, 93.7, 50 KW @ 403, OLDIES		,	\$ 40.00* (Masla)	Gowdy (LAWRENCE)	John Bassett
WCRB, 102.5, 11 KW @ 920, CLASSICAL		,	\$ 74.00 (----)		Dave MacNeill
WHRB, 95.3, 3 KW @ 110, CLASSICAL/JAZZ		,	\$ 25.00 (Roslin)		Grace Jeon
WHTT, 103.3, 12 KW @ 890, CHR		CBS-R,	\$158.00* (CBS)	CBS	
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ		,	\$170.00 (Mc-Guild)	NBC	Charles Pickering
WLYT, 92.5, 50 KW @ 350, AC		,	\$ 35.00 (----)	(HAVERHILL)	Jane Gould
WMJX, 106.7, 12 KW @ 900, AC		,	\$125.00* (Eastman)	Greater Media	
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		,	\$ 44.00 (Kadetsky)	(PLYMOUTH)	Jane Day
WROR, 98.5, 8 KW @ 1191, AC		USI,	\$170.00* (Republic)	RKO	Joe Kelly
WSSH, 99.5, 32 KW @ 600, SOFT AC		,	\$130.00* (HNWH)	(LOWELL)	Arnold Lerner
WVBF, 105.7, 11 KW @ 954, AC		,	\$128.00* (Mc-Guild)	Fairbanks	Ken Spitzer
WXXS, 107.9, 21 KW @ 710, CHR		,	\$255.00 (MMR)	Pyramid	R. Balsbaugh
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR		,	\$150.00* (Christal)	First Media	D. Meszaros
WZOU, 94.5, 5 KW @ 1140, CHR		,	\$100.00* (Blair)	Blair	Al Brady Law
WFNX, 101.7, 3 KW @ 170, AOR		,	\$ 40.00 (----)	(LYNN)	Steve Mindich

WAAF - See Worcester

WGIR - See Manchester

CHICAGO

Arbitron Rank/Pop (12+): 3/6,592,000

Stations: 35/35

1985 Revenue: \$169,000,000

MSA Rank/Pop: 3/6,125,100

Diaries: 3365/1959:1/45.6%

HH Inc.: \$34,138

ADI # 3

Sample Target: 3120

Retail \$: 46.1 Bill

Average Person Ratings: 18.0

Standard Error: .348

Pop per Station: 188,343

Market TSL: 23.5 hours

% Below Line: 0

#1 Biller: WGN

% Not Listed: 10.1

\$32,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	FAL 85	SPG 85
1. WGN	1154/9.7	8.0	9.9	9.6	9.3	1. WGN	1423/16215	1. WGN	13141/19.9		19.8	23.2
2. WGCI-F	760/6.4	5.3	4.8	5.4	5.5	2. WBBM	796/14171	2. WBBM	12323/18.7		15.9	17.1
3. WBBM	718/6.1	4.5	4.9	4.8	4.5	3. WGCI-F	761/ 9882	3. WBBM-F	10215/15.5		14.6	15.8
4. WLOO-F	690/5.8	5.2	5.1	6.5	5.8	4. WLOO-F	711/ 6641	4. WGCI-F	9804/14.9		12.7	13.0
5. WBMX-F	661/5.6	6.4	7.0	5.3	4.5	5. WBMX-F	664/ 9779	5. WBMX-F	9621/14.6		14.1	14.0
6. WLUP-F	552/4.7	4.0	3.5	3.8	3.5	6. WLS	577/11475	6. WKQX-F	8128/12.3		11.1	13.1
7. WLAK-F	415/3.5	3.4	3.4	3.5	3.9	7. WLUP-F	569/ 8311	7. WLUP-F	7941/12.0		10.1	11.3
8. WJMK-F	404/3.4	3.2	3.5	3.2	3.1	8. WMAQ	531/ 9984	8. WLAK-F	7281/11.0		10.1	10.7
9. WBBM-F	396/3.3	3.7	3.8	4.4	4.4	9. WLAK-F	433/ 7482	9. WLS	7143/10.8		12.1	11.9
10. WKQX-F	391/3.3	3.2	3.6	3.6	2.5	10. WJMK-F	414/ 6060	10. WYTZ-F	6642/10.1		10.5	12.4
11. WCLR-F	381/3.2	3.3	2.6	2.9	3.8	11. WBBM-F	408/10923	11. WCLR-F	6634/10.1		10.3	9.8
12. WJJD	370/3.1	3.2	3.0	3.6	2.9	12. WKQX-F	402/ 8341	12. WLOO-F	6418/ 9.7		10.0	11.8
13. WXRT-F	336/2.8	2.6	2.5	3.2	2.7	13. WCLR-F	396/ 6944	13. WFYR-F	6176/ 9.4		11.6	12.0
14. WLS	326/2.7	4.1	4.2	2.8	4.3	14. WJJD	386/ 5298	14. WMAQ	5925/ 9.0		8.8	12.5
15. WUSN-F	316/2.7	3.3	2.7	2.4	3.2	15. WXRT-F	347/ 4266	15. WJMK-F	5845/ 8.9		8.8	9.7
16. WMAQ	298/2.5	2.6	2.8	3.4	3.5	16. WUSN-F	325/ 4332	16. WJJD	4965/ 7.5		7.1	6.8
17. WAIT	268/2.3	2.2	2.0	1.6	1.7	17. WAIT	316/ 4348	17. WCKG-F	4499/ 6.8		5.3	5.4
18. WYTZ-F	262/2.2	2.0	2.5	2.7	2.5	18. WYTZ-F	276/ 7353	18. WMET-F	4481/ 6.8		6.8	8.2
19. WCKG-F	260/2.2	1.9	1.6	1.6	2.3	19. WCKG-F	268/ 4597	19. WUSN-F	4259/ 6.5		7.8	7.2
20. WFYR-F	241/2.0	3.1	2.8	3.2	2.8	20. WFYR-F	247/ 6420	20. WXRT-F	4098/ 6.2		6.6	7.8
21. WFMT-F	204/1.7	1.5	1.3	1.3	2.0	21. WFMT-F	207/ 3089	21. WAIT	3714/ 5.6		4.8	4.3
22. WVON	176/1.5	1.6	1.3	1.2	1.4	22. WVON	176/ 1599	22. WFMT-F	3015/ 4.6		4.6	4.1
23. WOJO-F	157/1.3	1.9	2.3	1.8	1.8	23. WOJO-F	157/ 1626	23. WNIB-F	2446/ 3.7		3.1	2.9
24. WMET-F	140/1.2	1.6	1.7	1.7	1.6	24. WMET-F	140/ 4546	24. WJPC	2128/ 3.2		4.1	4.5
25. WIND**	113/1.0	3.2	3.4	2.8	2.8	25. WIND**	113/ 1479	25. WGCI	1726/ 2.6		3.3	2.8

12+ FM SHARE (METRO): 65.18% (6953 of 10668) (WIN 85: 63.09%)

\*\* WIND was determined by Arbitron to have engaged in a special station activity during the rating period

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MIO	12+ PMD	12+ EVE	SAT MID
1. WBBM-F	1. WLUP-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN	1. WGN	1. WLOO-F	1. WGN	1. WBMX-F	1. WLOO-F
2. WBBM-F	2. WGCI-F	2. WLUP-F	2. WJMK-F	2. WGN	2. WLOO-F	2. WBBM	2. WGN	2. WGCI-F	2. WGCI-F	2. WGCI-F
3. WGCI-F	3. WGMX-F	3. WBMX-F	3. WGN	3. WJMK-F	3. WBBM	3. WLUP-F	3. WGCI-F	3. WLOO-F	3. WBBM	3. WGN
4. WYTZ-F	4. WXRT-F	4. WJMK-F	4. WBMX-F	4. WBBM	4. WLAK-F	4. WGCI-F	4. WBBM	4. WBMX-F	4. WGN	4. WBMX-F
5. WLUP-F	5. WKQX-F	5. WKQX-F	5. WLUP-F	5. WBMX-F	5. WJMK-F	5. WLOO-F	5. WCLR-F	5. WLUP-F	5. WBBM-F	5. WLUP-F
6.	6. WCKG-F	6. WGN	6. WKQX-F	6. WKQX-F	6. WGCI-F	6. WLS	6. WLUP-F	6. WBBM	6. WLOO-F	6. WJMK-F
7.	7. WJMK-F	7. WXRT-F	7. WCLR-F	7. WCLR-F	7. WUSN-F	7. WBMX-F	7. WLAK-F	7. WBBM-F	7. WLUP-F	7. WKQX-F
8.	8. WCLR-F	8. WCLR-F	8. WXRT-F	8. WLUP-F	8. WCLR-F	8. WKQX-F	8. WJMK-F	8. WJMK-F	8. WMAQ	8. WLAK-F
9.	9. WLS	9. WLS	9. WBBM	9. WLOO-F	9. WMAQ	9. WCLR-F	9. WBMX-F	9. WLAK-F	9. WLAK-F	9. WJJD
10.	10. WLAK-F	10. WLAK-F	WLS	10. WLAK-F	10. WJJD	10. WLAK-F	10. WJJD	10. WXRT-F	10. WJMK-F	10. WBBM
1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WGN	
2. WLUP-F	2. WLUP-F	2. WXRT-F	2. WCLR-F	2. WGN	2. WBMX-F	2. WBMX-F	2. WGCI-F	2. WBMX-F	2. WGCI-F	2. WGCI-F
3. WBBM-F	3. WKQX-F	3. WKQX-F	3. WKQX-F	3. WCLR-F	3. WCKG-F	3. WCKG-F	3. WGCI-F	3. WXRT-F	3. WGCI-F	3. WJMK-F
4. WBMX-F	4. WBMX-F	4. WJMK-F	4. WBMX-F	4. WJMK-F	4. WGCI-F	4. WXRT-F	4. WCKG-F	4. WCKG-F	4. WJMK-F	4. WBBM
5. WKQX-F	5. WXRT-F	5. WBMX-F	5. WGN	5. WLAK-F	5. WXRT-F	5. WCKG-F	5. WBMX-F	5. WCKG-F	5. WCKG-F	5. WLUP-F
6. WCLR-F	6. WCLR-F	6. WLUP-F	6. WLUP-F	6. WKQX-F	6. WLS	6. WJMK-F	6. WJMK-F	6. WXRT-F	6. WXRT-F	6. WBMX-F
7. WYTZ-F	7. WFYR-F	7. WCLR-F	7. WLAK-F	7. WBMX-F	7. WYTZ-F	7. WLS	7. WKQX-F	7. WLS	7. WLS	7. WLOO-F
8. WLAK-F	8. WBBM-F	8. WFYR-F	8. WJMK-F	8. WXRT-F	8.	8. WKQX-F	8. WLS	8. WGN	8. WGN	8. WLS
9. WFYR-F	9. WLAK-F	9. WLAK-F	9. WXRT-F	9. WLOO-F	9.	9.	9. WCLR-F	9. WKQX-F	9. WKQX-F	9. WXRT-F
10.	10. WJMK-F	10. WLS	10. WFYR-F	10. WUSN-F	10.	10.	10. WLAK-F	10. WBBM	10. WBBM	10. WKQX-F

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	326 (1)	1049 (3)	1375 (4)	12.9	18.1	WAUR-F	107.9	Aurora	.4/1.1
AOR		1148 (3)	1148 (3)	10.8	6.8	WCFL	1000	Chicago	.7/2.6
AC/OLDIES/SOFT ROCK		1704 (7)	1704 (7)	16.0	17.0	WGCI	1390	Chicago	.5/2.6
MOR/VARIETY	1201 (2)		1201 (2)	11.3	10.6	WJOB	1230	Hammond	.4/1.3
COUNTRY	298 (1)	316 (1)	614 (2)	5.8	7.3	WJPC	950	Chicago	.9/3.2
BLACK/URBAN	342 (3)	1421 (2)	1763 (5)	16.5	14.3	WLNR-F	106.3	Lansing	.7/1.8
BTFL MUSIC/EZ		690 (1)	690 (1)	6.5	6.3	WNIB-F	97.1	Chicago	.3/3.7
NEWS/TALK	718 (1)		718 (1)	6.7	7.9	WVFX-F	103.1	Highland Park	.4/1.2
NOSTALGIA	638 (2)		638 (2)	6.0	5.0	WYCA-F	92.3	Hammond	.7/1.2
RELIGION/GOSPEL	79 (1)	80 (1)	159 (2)	1.5	1.7	WYEN-F	106.7	Des Plaines	.3/1.4
SPANISH	113 (1)	157 (1)	270 (2)	2.5	2.0				
CLASSICAL		302 (2)	302 (2)	2.8	3.0				
UNKNOWN/OTHERS		86 (2)	86 (2)	0.8	----				

10668 (35)

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$210.00*	(CBS)	CBS	Gregg Peterson
WCFL, 1000, 50 KW	(DA-2), RELIGION	, \$ 68.00	(----	Statewide	John Cummata
WCZE, 820, 5 KW/1KW	(DA-N), SOFT AC	ABC-E, \$ 70.00	(Katz)	Century	Al Wilson
WGCI, 1390, 5 KW	(DA-2), BLACK	, \$ N/A	(Mc-Guild)	Gannett	Marv Dyson
WGN, 720, 50 KW	, VARIETY/TALK	ABC-I, \$285.00*	(Christal)	Tribune Co	Wayne Vriesman
WIND, 560, 5 KW	(DA-2), SPANISH	, \$ 80.00*	(Katz)	Tichenor	Chuck Brooks
WJJD, 1160, 50 KW/10 KW	(DA-2), NOSTALGIA	, \$130.00*	(MMR)	Infinity	Harvey Pearlman
WJPC, 950, 1 KW/5 KW	(DA-N), BLACK	NBN, \$ 90.00*	(----		Charles Mootry
WLS, 890, 50 KW	, CHR	ABC-C, \$200.00*	(HNWH)	Cap Cities/ABC	Jeff Trumper
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$165.00*	(Eastman)		Mike Lonkeke
WSBC, 1240, 1 KW	, ETHNIC	, \$ 22.00	(----		Dan Lee
WBMX, 1490, 1 KW/250 W	, BLACK	, \$ 38.00	(Durpetti)		Sid Schneider
WVON, 1450, 1 KW/250 W	(DA-N), BLACK	, \$ 54.00	(Roslin)		Wes South

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		CBS-R, \$150.00*	(CBS)	CBS	Wayne Jefferson
WBMX, 102.7, 6 KW @ 1170, BLACK		ABC-F, \$145.00*	(Durpetti)		Kernie Anderson
WCKG, 105.9, 4 KW @ 1575, AOR		, \$ N/A	(Katz)	Cox	Marc Morgan
WCLR, 101.9, 5 KW @ 1520, SOFT AC		, \$165.00*	(Torbet)	Bonneville	Chet Redpath
WFMT, 98.7, 16 KW @ 1167, CLASSICAL		, \$144.00	(CMBS)		Rich Marschner
WFYR, 103.5, 4 KW @ 1548, AC		US1, \$140.00*	(Republic)	RKO	Dick Rakovan
WGCI, 107.5, 33 KW @ 600, URBAN		, \$180.00*	(Mc-Guild)	Gannett	Marv Dyson
WJMK, 104.3, 19 KW @ 820, OLDIES		US2, \$150.00*	(MMR)	Infinity	Harvey Pearlman
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC		Source, \$180.00	(Eastman)	NBC	Michael Donovan
WLAK, 93.9, 5 KW @ 1581, SOFT AC		, \$170.00*	(Christal)	Viacom	Michael Murphy
WLOO, 100.3, 6 KW @ 1167, BTFL/EZ		, \$240.00	(Katz)	Century	Harvey Wittenburg
WLUP, 97.9, 6 KW @ 1170, AOR		, \$160.00*	(MMR)	H & W	Jim de Castro
WMET, 95.5, 6 KW @ 1170, AC		, \$100.00*	(Mc-Guild)		Bob Gould
WNIB, 97.1, 8 KW @ 1196, CLASSICAL		, \$ 85.00	(----		Sonia Florian
WOJO, 105.1, 6 KW @ 1174, SPANISH		, \$ 81.00	(Caballero)		Athera Sofios
WUSN, 99.5, 6 KW @ 1170, COUNTRY		ABC-D, \$150.00*	(Masla)	First Media	Drew Horowitz
WXRT, 93.1, 7 KW @ 1310, AOR		, \$125.00*	(Select)		Seth Mason
WYZT, 94.7, 6 KW @ 1170, CHR		ABC-R, \$115.00*	(HNWH)	Cap Cities/ABC	Jeff Trumper

MISCELLANEOUS COMMENTS

After the rating period WAIT changed calls to WCZE and format to Soft AC...

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,548,600

MSA Rank/Pop: 21/1,858,800  
ADI # 11

Average Person Ratings: 17.6  
Market TSL: 23.5 hours

Stations: 25/21  
Diaries: 1709/906:1/55.3%  
Sample Target: 1640  
Standard Error: .479  
% Below Line: 3.2  
% Not Listed: 8.4

1985 Revenue: \$43,000,000  
HH Inc.: \$29,718  
Retail \$: 11.6 Bil  
Pop per Station: 73,743  
#1 Biller: WMMS-F  
\$6,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WMMS-F	380/13.9	14.5	12.2	11.0	12.8	1. WMMS-F	608/7491	1. WMMS-F	4073/26.3	24.6	22.2
2. WQAL-F	235/ 8.6	8.2	6.9	7.7	7.5	2. WQAL-F	315/3387	2. WMJI-F	2915/18.8	17.4	17.0
3. WMJI-F	209/ 7.7	6.8	6.0	5.9	6.0	3. WMJI-F	297/4760	3. WGCL-F	2600/16.8	17.4	20.3
4. WDOK-F	203/ 7.4	6.7	6.3	9.1	8.1	4. WDOK-F	281/3547	4. WQAL-F	2396/15.5	15.7	15.1
5. WBBG	151/ 5.5	6.5	4.9	5.5	4.5	5. WGCL-F	247/5064	5. WDOK-F	2381/15.4	17.8	15.6
6. WLTF-F	149/ 5.5	5.2	7.1	7.3	5.4	6. WLTF-F	212/3910	6. WLTF-F	2333/15.1	16.6	17.9
7. WERE	133/ 4.9	4.5	4.3	3.4	5.2	7. WWWE	185/2837	7. WWWE	1930/12.5	15.7	11.7
8. WWWE	132/ 4.8	5.5	6.6	3.1	2.9	8. WKDD-F	178/2698	8. WZAK-F	1785/11.5	10.6	12.6
9. WDMT-F	131/ 4.8	4.3	3.5	4.2	4.0	9. WGAR-F	166/2466	9. WERE	1723/11.1	12.6	11.2
10. WGCL-F	119/ 4.4	4.9	7.1	6.2	6.7	10. WBBG	157/1731	10. WDMT-F	1710/11.0	9.7	10.7
11. WZAK-F	115/ 4.2	5.1	5.1	6.0	5.2	11. WDMT-F	156/2188	11. WBBG	1553/10.0	10.4	11.3
12. WGAR-F	100/ 3.7	3.4	4.1	3.7	5.4	12. WERE	141/1842	12. WGAR-F	1394/ 9.0	8.0	9.1
13. WCLV-F	64/ 2.3	2.1	2.4	1.3	2.1	WZAK-F	141/2260	13. WRQC-F	1345/ 8.7	8.4	10.7
14. WJMO	55/ 2.0	1.1	1.8	1.7	2.1	14. WDBN-F	119/1241	14. WJMO	968/ 6.3	5.3	5.2
WRQC-F	55/ 2.0	2.0	2.3	2.6	2.1	15. WONE-F	112/1752	15. WCLV-F	958/ 6.2	6.1	5.4
16. WHK	52/ 1.9	1.8	1.5	2.7	1.6	16. WCLV-F	78/1204	16. WHK	863/ 5.4	6.4	8.4
17. WRMR	51/ 1.9	2.0	2.1	3.5	4.3	17. WHK	68/1182	17. WRMR	773/ 5.0	5.4	8.2
18. WABQ	46/ 1.7	2.6	2.3	1.6	2.2	18. WRMR	60/ 887	18.			
19.						WRQC-F	60/1494	19.			
20.						20. WJMO	55/ 968	20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 73.54% (1840 of 2502) (WIN 85: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WGCL-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WDOK-F	2. WMJI-F	2. WQAL-F	2. WMJI-F	2. WDMT-F	2. WQAL-F
3. WDMT-F	3. WLTF-F	3. WLTF-F	3. WLTF-F	3. WLTF-F	3. WMJI-F	3. WQAL-F	3. WDOK-F	3. WDOK-F	3. WZAK-F	3. WDOK-F
4. WZAK-F	4. WDMT-F	4. WQAL-F	4. WQAL-F	4. WQAL-F	4. WBBG	4. WDOK-F	4. WMJI-F	4. WQAL-F	4. WERE	4. WMJI-F
WRQC-F	5. WZAK-F	5. WZAK-F	5. WZAK-F	5. WDOK-F	5. WERE	5. WERE	5. WLTF-F	5. WLTF-F	5. WQAL-F	5. WBBG
6.	6. WGCL-F	6. WDMT-F	6. WDOK-F	6. WGAR-F	6. WGAR-F	6. WWWE	6. WBBG	6. WBBG	6. WWWE	6. WZAK-F
7.	7.	7. WGCL-F	7. WGAR-F	7. WZAK-F	7. WLTF-F	7. WGAR-F+	7. WWWE	7. WDMT-F	7. WGCL-F	7. WGCL-F
8.	8.	8.	8.	8.	8.	8. WLTF-F	8.	8.	8.	8. WLTF-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMJI-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	
2. WGCL-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WMMS-F	2. WDMT-F	2.	2. WMJI-F	2.	2. WMJI-F	
3. WDMT-F	3. WLTF-F	3. WLTF-F	3. WLTF-F	3. WQAL-F	3. WMJI-F	3.	3. WLTF-F	3.	3. WLTF-F	
4. WLTF-F	4. WZAK-F	4. WZAK-F	4. WZAK-F	4. WLTF-F	4. WZAK-F	4.	4.	4.	4. WQAL-F	
5. WZAK-F	5. WDMT-F	5. WQAL-F	5. WQAL-F	5. WDOK-F	5. WGCL-F	5.	5.	5.	5. WGAR-F	
6. WMJI-F	6. WGCL-F	6. WGCL-F	6. WGCL-F	6. WZAK-F	6.	6.	6.	6.	6. WWWE	
7.	7.	7. WQAL-F	WDMT-F	7.	7.	7.	7.	7.	7. WHK	
8.	8.	8.	8.	8.	8.	8.	8.	8.	WZAK-F	
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		202 (4)	202 (4)	8.1	10.7	WBKC	1460	Painesville	.3/1.6
AOR		421 (2)	421 (2)	16.8	14.6	WELW	1330	Willoughby	.5/1.0
AC/OLDIES/SOFT ROCK	52 (1)	358 (2)	410 (3)	16.4	13.9	WGAR	1220	Cleveland	.7/3.9
MOR/VARIETY	9 (1)		9 (1)	0.4	4.0				
COUNTRY	19 (1)	100 (1)	119 (2)	4.8	7.2	WBEA-F	107.3	Elyria	.3/2.5
BLACK/URBAN	101 (2)	246 (2)	347 (4)	13.9	14.4	WDBN-F	94.9	Medina	.4/1.4
BTFL MUSIC/EZ		449 (3)	449 (3)	17.9	17.8	WKDD-F	96.5	Akron	.7/4.3
NEWS/TALK	265 (2)		265 (2)	10.6	10.1	WONE-F	97.5	Akron	1.5/4.0
NOSTALGIA		202 (2)	202 (2)	8.1	4.8				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL		64 (1)	64 (1)	2.6	2.2				
UNKNOWN/OTHERS	14 (1)		14 (1)	0.6	0				
			2502 (25)						

### RADIO STATIONS

#### AM STATIONS

WABQ, 1540, 1 KW	(DAYS),	GOSPEL/BLACK	SBN, \$ 30.00	(----		Mike Gallagher
WBBG, 1260, 5 KW	(DA-2),	NOSTALGIA	, \$ 70.00*	(Eastman)	Jacor	Connie Edelman
WELW, 1330, 500 W	(DAYS,DA),	BTFL/ETHNIC	, \$ 18.00	(----		Howard Sullivan
WERE, 1300, 5 KW	(DA-1),	NEWS/TALK	MBS,CBS, \$ 60.00	(MMR)		Kim Colebrook
WGAR, 1220, 50 KW	(DA-N),	COUNTRY	ABC-E, \$ NM	(Blair)	Nationwide	Harold Hinson
WHK, 1420, 5 KW	(DA-N),	OLDIES	NBC, \$ 52.00*	(Katz)	Malrite	Bill Smith
WJMO, 1490, 1 KW	,	BLACK	NBN, \$ 35.00*	(Masla)	United	Curtis Shaw
WRMR, 850, 10 KW/5 KW	(DA-2),	NOST/MOR	APR, \$ 50.00	(Christal)	Booth	Roger Turner
WWWE, 1100, 50 KW	,	NEWS/TALK	ABC-I,NBC-T, \$ 84.00*	(Mc-Guild)		Art Caruso

#### FM STATIONS

WCLV, 95.5, 27 KW @ 640,	CLASSICAL	, \$ 58.00	(CMBS)			C.K. Patrick
WDMT, 107.9, 70 KW @ 390,	URBAN	US1, \$ 65.00*	(HNWH)		Beasley	Bill Becker
WDOK, 102.1, 9 KW @ 1000,	BTFL/EZ	, \$ 82.00*	(Mc-Guild)			Art Caruso
WGAR, 99.5, 50 KW @ 500,	COUNTRY	ABC-E, \$ 78.00	(Blair)		Nationwide	Harold Hinson
WGCL, 98.5, 40 KW @ 600,	CHR	ABC-F, \$ 95.00	(MMR)			Kim Colebrook
WLTF, 106.5, 11 KW @ 1060,	AC	APR, \$107.00*	(Christal)		Booth	Roger Turner
WMJI, 105.7, 27 KW @ 900,	AC	, \$116.00*	(Eastman)		Jacor	Connie Edelman
WMMS, 100.7, 32 KW @ 600,	AOR/CHR	Source, \$150.00*	(Katz)		Malrite	Bill Smith
WQAL, 104.1, 8 KW @ 1060,	BTFL/EZ	, \$ 90.00*	(Christal)			Walt Tiburski
WRQC, 92.3, 27 KW @ 234,	CHR	ABC-R, \$ 56.00	(Masla)			Zemira Jones
WZAK, 93.1, 28 KW @ 620,	URBAN	CBS-R, \$ 90.00	(Select)		TransWorld	Xen Zapis

American Radio Winter 86, Copyright 1986

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 10/2,882,400

MSA Rank/Pop: Dal - 13/2,263,900  
FW - 40/1,149,300  
ADI # 8

Average Person Ratings: 17.1  
Market TSL: 22.8 hours

Stations: 27/27  
Diaries: 2509/1149:1/43.9%  
Sample Target: 2200  
Standard Error: .394  
% Below Line: 0  
% Not Listed: 6.5

1985 Revenue: \$107,600,000  
HH Inc.: \$34,257  
Retail \$: 25.3 Bil  
Pop per Station: 106,756  
#1 Biller: KVIL-F  
\$22,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	FAL 85	SPG 85
1. KVIL-F	443/9.1	10.6	7.5	9.3	10.2	1. WBAP	618/7822	1. KRLD	5066/17.6	20.8	17.9	
2. KKDA-F	423/8.7	8.7	8.3	7.4	7.8	2. KRLD	465/6510	2. KVIL-F	4778/16.6	18.2	19.7	
3. KRLD	356/7.2	7.7	6.7	6.8	7.8	3. KKDA-F	458/3982	3. KEGL-F	4672/16.2	18.3	16.7	
4. KPLX-F	340/6.9	6.0	6.1	5.3	4.6	4. KVIL-F	457/5018	4. KSCS-F	4202/14.6	15.0	12.5	
5. WBAP	322/6.5	5.9	6.1	7.4	6.3	5. KPLX-F	387/4601	5. WBAP	4026/14.0	14.7	14.7	
6. KMEZ-F	314/6.4	5.4	5.4	5.3	5.3	6. KSCS-F	333/5100	6. KPLX-F	3956/13.7	14.9	11.6	
7. KSCS-F	271/5.5	5.9	5.0	4.7	5.3	7. KMEZ-F	329/3781	7. KTXQ-F	3742/13.0	12.9	14.4	
8. KEGL-F	255/5.2	6.3	6.6	5.8	6.7	8. KEGL-F	291/5383	8. KKDA-F	3538/12.3	13.0	12.4	
9. KTXQ-F	252/5.1	4.7	6.1	5.2	4.5	9. KTXQ-F	268/4140	9. KMEZ-F	3422/11.9	10.1	11.6	
10. KZEW-F	216/4.4	3.1	4.1	4.3	3.8	10. KZEW-F	260/3471	10. KMGC-F	3217/11.2	9.4	8.8	
11. KMGC-F	186/3.8	3.4	3.5	2.6	3.1	11. KMGC-F	192/3368	11. KTKS-F	3095/10.7	12.6	12.2	
12. KLUV-F	164/3.3	3.3	2.5	2.1	2.6	12. KLUV-F	185/3166	12. KZEW-F	2981/10.3	10.1	11.4	
13. KTKS-F	158/3.2	3.7	4.2	4.0	4.1	13. KTKS-F	177/3381	13. KLUV-F	2794/ 9.7	8.1	8.0	
14. KQZY-F	143/2.9	3.1	3.5	2.5	3.1	14. KQZY-F	148/2465	14. KQZY-F	2295/ 8.0	6.4	6.2	
15. KHVN	136/2.8	.8	1.7	.5	.3	15. KHVN	136/ 820	15. KZPS-F	1908/ 6.6	8.5	11.9	
16. KDLZ-F	84/1.7	2.0	2.3	3.0	2.5	16. KRQX	90/1585	16. KDLZ-F	1474/ 5.1	5.2	7.4	
17. KLTY-F	74/1.5	1.3	.7	1.7	.6	17. KDLZ-F	84/1474	17. KRQX	1035/ 3.6	3.8	4.2	
18. KRQX	69/1.4	.8	1.4	1.1	1.4	18. KLTY-F	83/1222	18. KLTY-F	939/ 3.3	3.3	N/A	
19. KZPS-F	62/1.3	2.0	2.5	3.7	3.1	19. KZPS-F	72/2138	19. WRR-F	919/ 3.2	3.1	3.6	
20. KFJZ	61/1.2	.9	1.1	.7	1.7	20. WRR-F	62/1004	20. KAAM	807/ 2.8	---	2.5	
21. WRR-F	55/1.1	1.2	1.3	1.2	1.4	21.		21. KHVN	799/ 2.8	1.6	1.1	
22. KSSA	49/1.0	1.2	.7	1.1	1.0	22.		22. KLIF	755/ 2.6	2.3	3.5	
23. KESS-F	45/ .9	2.2	1.7	1.4	.7	23.		23. KFJZ	599/ 2.1	1.6	1.4	
24. KLIF	41/ .8	.8	.8	.9	.7	24.		24. KESS-F	578/ 2.0	3.0	N/A	
25. KAAM	30/ .6	---	.8	1.1	1.0	25.		25. KKDA	431/ 1.5	1.7	N/A	

12+ FM SHARE (METRO): 75.91% (3495 of 4604) (WIN 85: 74.36%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEGL-F	1. KKDA-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KKDA-F	1. KKDA-F
2. KKDA-F	2. KVIL-F	2. KKDA-F	2. KKDA-F	2. KPLX-F	2. KMEZ-F	2. WBAP	2. KMEZ-F	2. KKDA-F	2. KEGL-F	2. KPLX-F
3. KTKS-F	3. KZEW-F	3. KPLX-F	3. KPLX-F	3. KKDA-F	3. KRLD	3. KRLD	3. KPLX-F	3. KPLX-F	3. KMEZ-F	3. KMEZ-F
4. KTXQ-F	4. KTXQ-F	4. KZEW-F	4. WBAP	4. WBAP	4. WBAP	4. KKDA-F	4. KRLD	4. KMEZ-F	4. KTXQ-F	4. KSCS-F
5. KSCS-F	5. KPLX-F	5. KTXQ-F	5. KSCS-F	5. KSCS-F	5. KPLX-F	5. KPLX-F	5. KKDA-F	5. KRLD	5. KVIL-F	5. KVIL-F
6. KPLX-F	6. KMGC-F	6. KSCS-F	6. KLUV-F	6. KLUV-F	6. KSCS-F	6. KSCS-F	6. WBAP	6. WBAP	6. KRLD	6. KTXQ-F
7.	7. KEGL-F	7. KMGC-F	7. KMGC-F	7. KRLD	7. KQZY-F	7. KTXQ-F	7. KSCS-F	7. KSCS-F	7. KDLZ-F	7. KEGL-F
8.	8. KSCS-F	8. WBAP	8. KRLD	8. KMGC-F	8. KKDA-F	8. KEGL-F	8. KTXQ-F	8. KTXQ-F	8. KSCS-F	8. KRLD
9.	9.	9.	9.	9. KMEZ-F	9.	9.	9.	9.	9.	9. WBAP
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDA-F	1. KKDA-F	1. KKDA-F	1. KVIL-F	1. KVIL-F	1. KZEW-F	1. KZEW-F	1. KZEW-F	1. KZEW-F	1. KPLX-F
2. KVIL-F	2. KVIL-F	2. KVIL-F	2. KKDA-F	2. KKDA-F	2. KTXQ-F	2. KTXQ-F	2. KKDA-F	2. KKDA-F	2. WBAP
3. KEGL-F	3. KPLX-F	3. KPLX-F	3. KPLX-F	3. KPLX-F	3. KKDA-F	3. KKDA-F	3. KTXQ-F	3. KTXQ-F	3. KVIL-F
4. KPLX-F	4. KSCS-F	4. KSCS-F	4. KSCS-F	4. KSCS-F	4. KEGL-F	4. KPLX-F	4. KPLX-F	4. KVIL-F	4. KRLD
5. KTXQ-F	5. KMGC-F	5. KLUV-F	5. KLUV-F	5. KMGC-F	5. KTKS-F	5. KVIL-F	5. KLUV-F	5. KPLX-F	5. KKDA-F
6. KSCS-F	6. KTXQ-F	6. KMGC-F	6. KLUV-F	6. KLUV-F	6. KRQX	6. KMGC-F	6. KVIL-F	6. WBAP	6. KZEW-F
7. KTKS-F	7. KEGL-F	7. KLTY-F	7. KEGL-F	7. KMEZ-F	7. KMGC-F	7. KEGL-F	7. WBAP	7. KRLD	7. KMEZ-F
8. KZEW-F	8. KLUV-F	8. KTXQ-F	8. KTXQ-F	8. WBAP	8. KDLZ-F	8. WBAP	8. KMGC-F	8. KMGC-F	8. KLUV-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9. KSCS-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP AOR		475 (3)	475 (3)	10.3	14.9	KKDA	730	Grand Prairie	.5/1.5
AC/OLDIES/SOFT ROCK MOR/VARIETY	69 (1)	798 (3)	867 (4)	18.8	20.4	KPBC	1040	Dallas	.4/1.4
COUNTRY	322 (1)	611 (2)	933 (3)	20.3	18.1				
BLACK/URBAN	25 (1)	512 (2)	537 (3)	11.7	12.6				
BTFL MUSIC/EZ		457 (2)	457 (2)	9.9	9.2				
NEWS/TALK	397 (2)		397 (2)	8.6	8.4				
NOSTALGIA	91 (2)		91 (2)	2.0	1.8				
RELIGION/GOSPEL	156 (2)	74 (1)	230 (3)	5.0	2.1				
SPANISH	49 (1)	45 (1)	94 (2)	2.0	1.8				
CLASSICAL		55 (1)	55 (1)	1.2	1.5				
UNKNOWN/OTHERS					0.3				
			4604 (27)						

### RADIO STATIONS

#### AM STATIONS

KAAM, 1310, 5 KW	(DA-N),	NOSTALGIA		\$ 45.00*	(Durpetti)	Bonneville	Bill Steding
KFJZ, 870, 250 W	(DAYS),	NOSTALGIA	ABC-E,ABC-D,	\$ 65.00	(----)		Dave Button
KKDA, 730, 500 W	(DAYS),	BLACK	APR,	\$ N/A	(Select)		Hymen Childs
KLIF, 1190, 50 KW/5 KW	(DA-2),	TALK	NBC,	\$ 55.00*	(Eastman)	Susquehanna	Dan Halyburton
KMEZ, 1480, 5 KW/1 KW	(DA-2),	BTFL/EZ		\$ N/A	(Mc-Guild)	Group One	Chet Maxwell
KPBC, 1040, 1 KW	(DAYS),	RELIGION		\$ 47.00	(----)	Crawford	Bill MacCormick
KRLD, 1080, 50 KW	(DA-N),	NEWS	CBS,	\$210.00	(Katz)	Metromedia	Ed Wodka
KRQX, 570, 5 KW	(DA-2),	OLDIES	CBS-R,	\$ 65.00	(MMR)	Belo	Gene Boivin
KMIA, 1540, 50 KW/1 KW	(DA-2),	RELIGION		\$ 40.00	(----)	Command	Alberto Soto
KHVN, 970, 1 KW	(DAYS),	GOSPEL	NBN,	\$ N/A	(Durpetti)	Earl Graves	Gary Lewis
KSSA, 1270, 5 KW	(DA-1),	SPANISH	UPI,	\$ 63.00	(Caballero)	Founders	Al Brooks
KSKY, 660, 10 KW	(DAYS),	RELIGION		\$ 20.00	(Sky)	Sky	Bill Simmons
KVIX, 1150, 1 KW	(DAYS,DA),	AC		\$ N/A	(Blair)	Blair	Dave Spence
KWJS, 1360, 5 KW		RELIGION		\$ 25.00*	(----)	Universal	Jack Rubito
WBAP, 820, 50 KW		COUNTRY	ABC-I,	\$190.00*	(Blair)	ABC/Cap Cities	Warren Potash

#### FM STATIONS

KDLZ, 107.5, 100 KW @ 445,	BLACK	US1,	\$ 85.00*	(Durpetti)	Earl Graves	Bill Chatman
KEGL, 97.1, 98 KW @ 1460,	CHR	ABC-C,	\$140.00*	(Select)	Sandusky	Norm Rau
KESS, 94.1, 100 KW @ 1585,	SPANISH		\$ 98.00	(Caballero)		Mark Rodriguez
KKDA, 104.5, 100 KW @ 1585,	URBAN	APR,	\$170.00*	(Select)		Hymen Childs
KLUV, 98.7, 100 KW @ 1585,	OLDIES/AC	US2,	\$ 90.00	(Republic)	TK	Steve Dinetz
KMEZ, 100.3, 100 KW @ 1280,	BTFL/EZ		\$157.00*	(Mc-Guild)	Group One	Chet Maxwell
KLTY, 94.9, 100 KW @ 1140,	RELIGION		\$ N/A	(----)		
KMGC, 102.9, 100 KW @ 1572,	AC		\$125.00*	(Christal)	Shamrock	Ross Reagan
KPLX, 99.5, 100 KW @ 1680,	COUNTRY	APR,	\$200.00*	(Eastman)	Susquehanna	Dan Halyburton
KQZY, 105.3, 100 KW @ 1560,	SOFT AC		\$100.00*	(Select)	Westinghouse	Ted Jordan
KSCS, 96.3, 100 KW @ 1680,	COUNTRY		\$190.00*	(Blair)	Cap Cities/ABC	Warren Potash
KTKS, 106.1, 100 KW @ 480,	CHR		\$ 95.00*	(HNWH)	Gannett	John Hare
KTXQ, 102.1, 100 KW @ 1420,	AOR	ABC-R,	\$120.00*	(CBS)	CBS	Clint Culp
KVIL, 103.7, 100 KW @ 1470,	AC		\$400.00	(Torbet)	Blair	Dave Spence
KZEW, 97.9, 100 KW @ 1680,	AOR	Source,	\$170.00*	(MMR)	Belo	Gene Boivin
KZPS, 92.5, 100 KW @ 1685,	CHR		\$125.00*	(Durpetti)	Bonneville	Bill Steding
WRR, 101.1, 100 KW @ 600,	CLASSICAL		\$ 75.00	(CMBS)	City of Dallas	M. Loewenthal

DENVER

Arbitron Rank/Pop (12+): 23/1,545,700

Stations: 27/25  
Diaries: 1875/824:1/46.4%  
Sample Target: 1490  
Standard Error: .460  
% Below Line: 1.9  
% Not Listed: 9.4

1985 Revenue: \$58,400,000  
HH Inc.: \$33,190  
Retail \$: 14.0 Bil  
Pop per Station: 61,828  
#1 Biller: KOA  
\$7,400,000

MSA Rank/Pop: 27/1,627,100  
ADI # 19  
Average Person Ratings: 16.6  
Market TSL: 22.0

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME/ RATING	FAL 85	SPG 85
1. KOSI-F	247/9.6	10.5	---	10.7	10.0	1. KOSI-F	298/3480	1. KOSI-F	2915/18.9		22.5	20.5
2. KBPI-F	185/7.2	7.3	---	7.7	6.8	2. KBPI-F	232/3398	2. KBPI-F	2652/17.2		17.9	20.8
3. KBCO-F	173/6.7	5.9	---	5.5	5.5	3. KOA	213/3565	3. KOA	2634/17.0		22.4	14.9
4. KMJI-F	169/6.6	6.8	---	6.8	5.9	4. KBCO-F	192/2340	4. KPKE-F	2396/15.5		13.2	15.1
5. KOA	154/6.0	6.5	---	5.0	5.2	5. KMJI-F	191/2601	5. KMJI-F	2362/15.3		16.3	15.1
6. KYGO-F	137/5.3	4.0	---	4.0	5.7	6. KYGO-F	170/2516	6. KRXY-F	2127/13.8		15.2	16.2
7. KPKE-F	133/5.2	4.0	---	4.6	6.3	7. KOAQ-F	151/2586	7. KBCO-F	2107/13.6		13.9	12.9
8. KRXY-F	124/4.8	4.9	---	5.7	5.4	8. KPKE-F	148/2778	8. KOAQ-F	2088/13.5		11.6	15.0
9. KOAQ-F	107/4.2	3.2	---	4.3	3.7	9. KRXY-F	140/2483	9. KIMN	1900/12.3		12.0	12.8
10. KIMN	104/4.0	3.1	---	3.6	3.9	10. KIMN	131/2447	10. KYGO-F	1898/12.3		9.6	10.5
11. KNUS	97/3.8	3.3	---	3.7	4.0	11. KHOW	116/1857	11. KHOW	1419/ 9.2		8.9	10.1
12. KEZW	95/3.7	3.0	---	3.1	3.8	12. KNUS	114/1504	12. KAZY-F	1379/ 8.9		11.2	11.9
13. KHOW	94/3.7	3.0	---	5.2	3.4	13. KAZY-F	108/1670	13. KNUS	1269/ 8.2		7.8	7.8
14. KAZY-F	88/3.4	5.6	---	3.9	4.7	14. KLZ	107/1527	14. KVOD-F	1250/ 8.1		9.1	10.0
15. KVOD-F	81/3.1	3.7	---	3.8	2.9	15. KEZW	97/1207	15. KEZW	1192/ 7.7		7.0	7.5
16. KLZ	59/2.3	2.4	---	2.4	2.8	16. KVOD-F	83/1301	16. KLZ	914/ 5.9		6.6	7.7
17. KDKO	57/2.2	2.7	---	2.4	1.4	17. KIL0-F	79/ 981	17. KDEN	728/ 4.7		4.7	4.3
18. KBRQ-F	54/2.1	.8	---	1.6	2.5	18. KDKO	59/ 509	18. KRZN	703/ 4.5		6.4	4.7
19.						19. KBRQ-F	59/ 695	19. KBRQ-F	652/ 4.2		2.9	5.0
20.						20.		20.				
21.						21.		21.				
22.						22.		22.				
23.						23.		23.				
24.						24.		24.				
25.						25.		25.				

12+ FM SHARE (METRO): 66.90% (1560 of 2332) (WIN 85: 66.59%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRXY-F	1. KBCO-F	1. KBCO-F	1. KMJI-F	1. KOSI-F	1. KOSI-F	1. KOA	1. KOSI-F	1. KOSI-F	1. KBPI-F	1. KOSI-F
2. KBPI-F	2. KBPI-F	2. KMJI-F	KBCO-F	2. KMJI-F	2. KOA	2. KOSI-F	2. KMJI-F	2. KMJI-F	2. KOA	2. KBCO-F
3. KPKE-F	3. KMJI-F	3. KBPI-F	3. KOSI-F	3. KBCO-F	3. KYGO-F	3. KIMN	3. KBCO-F	3. KBCO-F	3. KOSI-F	3. KMJI-F
4. KDKO	4. KPKE-F	4. KOSI-F	4. KIMN	4. KYGO-F	4. KMJI-F	4. KBPI-F	4. KBPI-F	4. KBPI-F	4. KRXY-F	4. KBPI-F
5.	5. KAZY-F	5. KOAQ-F	5. KYGO-F	5. KHOW	5. KHOW	5. KHOW	5. KYGO-F	5. KYGO-F	5. KMJI-F	5. KYGO-F
6.	6. KOAQ-F	6. KYGO-F	6. KHOW	6. KIMN	6. KNUS	6. KPKE-F	6. KOA	6. KRXY-F	6. KYGO-F	6. KPKE-F
7.	7. KRXY-F	7. KIMN	KOAQ-F	7. KOA	7. KEZW	7. KBCO-F	7. KOAQ-F	7. KPKE-F	7. KPKE-F	7. KOAQ-F
8.	8.	8. KAZY-F	8.	8.	8.	8.	8.	8.	8.	8. KRXY-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBPI-F	1. KBCO-F	1. KBCO-F	1. KMJI-F	1. KOSI-F	1. KBPI-F	1. KBCO-F	1. KBCO-F	1. KBCO-F	1. KBCO-F
2. KPKE-F	2. KBPI-F	2. KMJI-F	2. KBCO-F	2. KMJI-F	2. KPKE-F	2. KBPI-F	2. KMJI-F	2. KBPI-F	2. KOSI-F
3. KOAQ-F	KMJI-F	3. KIMN	3. KOSI-F	3. KBCO-F	3. KAZY-F	3. KAZY-F	3. KAZY-F	3. KMJI-F	KMJI-F
4. KBCO-F	4. KOAQ-F	4. KBPI-F	4. KBPI-F	4. KIMN	4. KBCO-F	4. KMJI-F	4. KNUS	4. KAZY-F	4. KYGO-F
5. KRXY-F	5. KPKE-F	5. KOAQ-F	5. KHOW	5. KHOW	5. KMJI-F	5. KPKE-F	KOSI-F	5. KOSI-F	5. KOA
6. KMJI-F	KRXY-F	6. KRXY-F	6. KIMN	KOAQ-F	6. KBRQ-F	6. KYGO-F	KPKE-F	6. KYGO-F	6. KAZY-F
7. KAZY-F	7.	7. KOSI-F	7.	7. KOA	7. KYGO-F	7. KOSI-F	7. KYGO-F	7. KPKE-F	KNUS
8. KYGO-F	8.	8. KPKE-F	8.	8.	8.	8.	8.	8.	8.
9. KDKO	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	114 (2)	257 (2)	371 (4)	15.9	20.9	KADX-F	92.1	Castle Rock	.7/2.3
AOR	6 (1)	490 (5)	496 (6)	21.3	19.4	KBCO	1190	Boulder	.2/1.5
AC/OLDIES/SOFT ROCK	34 (1)	276 (2)	310 (3)	13.3	8.0	KBRQ	1280	Denver	.9/2.4
MOR/VARIETY	102 (2)		102 (2)	4.4	4.5	KDEN	1340	Denver	1.2/4.7
COUNTRY	81 (2)	191 (2)	272 (4)	11.7	13.2	KLSC	1090	Aurora	.3/2.7
BLACK/URBAN	57 (1)		57 (1)	2.4	3.7	KRXY	1600	Lakewood	.4/2.3
BTFL MUSIC/EZ		247 (1)	247 (1)	10.6	10.8	KRZN	1150	Englewood	1.3/4.5
NEWS/TALK	283 (3)		283 (3)	12.1	11.4	KTCL-F	93.3	Fort Collins	1.1/2.3
NOSTALGIA	95 (1)		95 (1)	4.1	4.1	KILO-F	93.9	Colorado Springs	.6/1.3
RELIGION/GOSPEL					0.9				
SPANISH					0				
CLASSICAL		81 (1)	81 (1)	3.5	3.1				
UNKNOWN/OTHERS		18 (1)	18 (1)	0.8	0				
			2332 (27)						

### RADIO STATIONS

#### AM STATIONS

KBNO, 1220, 1 KW	(DAYS), SPANISH		\$ 34.00	(Caballero)		Edward Romero
KBRQ, 1280, 5 KW	(DA-2), COUNTRY	ABC-E,	\$ 39.00	(Torbet)	Great Empire	Frank Gunn
KDEN, 1340, 1 KW	, NEWS/TALK	ABC-E,NBC,	\$ 40.00	(Savalli)		Doug Stephens
KDKO, 1510, 10 KW/5 KW	(DA-1), BLACK		\$ 55.00	(----)	Sterling Rec.	Calvin Booker
KEZW, 1430, 5 KW	(DA-N), NOSTALGIA	MBS,	\$ 56.00*	(Select)	Westinghouse	Dick McMahon
KHOW, 630, 5 KW	(DA-N), MOR	US1,	\$110.00	Eastman)	Legacy	Steve Keeney
KIMN, 950, 5 KW	(DA-N), CHR	ABC-C,	\$100.00*	(Blair)	Jeff-Pilot	
KLZ, 590, 5 KW	(DA-N), COUNTRY	ABC-I,	\$ N/A	(Mc-Guild)	Group One	Marv Rosenberg
KLSC, 1090, 50 KW/500W	(DA-2), MOR		\$ 40.00	(P/W)	Century	Dee Thompson
KNUS, 710, 5 KW	(DA-1), TALK	ABC-T,ABC-I,	\$ 70.00*	(Select)	Sandusky	Toney Brooks
KOA, 850, 50 KW	, NEWS/TALK	CBS,	\$130.00	(Katz)	Belo	Lee Larsen
KPPL, 1390, 5 KW	(DAYS), BLACK/URBAN		\$ 35.00	(Roslin)		Denny Workman
KQXI, 1550, 10 KW	(DAYS), RELIGION		\$ 16.00	(----)	Mid-Amer. Gospel	George Spicer
KRKS, 990, 5 KW	(DAYS), RELIGION		\$ 12.00	(----)		Roger Anderson
KRXY, 1600, 5 KW	(DA-N), CHR/TALK		\$ N/A	(MMR)	Malrite	Dave Habisch
KRZN, 1150, 5 KW/1 KW	(DA-2), OLDIES		\$ 37.00*	(Christal)	Duffy	Craig McKee

#### FM STATIONS

KAZY, 106.7, 100 KW @ 960,	AOR	APR,	\$ 80.00*	(Mc-Guild)	Group One	Marv Rosenberg
KADX, 92.1, .7 KW @ 620,	JAZZ		\$ 28.00*	(Roslin)	(CASTLE ROCK)	Ray Mineo
KBCO, 97.3, 100 KW @ 1541,	AOR		\$125.00	(Masla)	(BOULDER)	Ray Skibitsky
KBPI, 105.9, 100 KW @ 900,	AOR		\$111.00*	(Select)	Sandusky	Toney Brooks
KBRQ, 105.1, 100 KW @ 175,	COUNTRY	ABC-E,	\$ 60.00*	(Torbet)	Great Empire	Frank Gunn
KMJI, 100.3, 100 KW @ 500,	AC		\$115.00*	(Christal)	Duffy	Craig McKee
KOAQ, 103.5, 100 KW @ 1061,	AC	CBS-R,	\$ 90.00*	(Katz)	Belo	Lee Larson
KOSI, 101.1, 100 KW @ 790,	BTFL/EZ		\$128.00*	(Select)	Westinghouse	Lee Stuart
KPKE, 95.7, 100 KW @ 725,	CHR		\$ 89.00*	(HNWH)	Legacy	Steve Kenney
KRXY, 107.5, 100 KW @ 670,	CHR		\$105.00*	(MMR)	Malrite	Dave Habisch
KVOD, 99.5, 100 KW @ 380,	CLASSICAL		\$ 75.00*	(Republic)	Henry	Jim Teeson
KYGO, 98.5, 100 KW @ 720,	COUNTRY		\$ 88.00*	(Blair)	Jeff-Pilot	

DETROIT

Arbitron Rank/Pop (12+): 6/3,568,300

MSA Rank/Pop: 5/4,259,600

Average Person Ratings: 18.6

Market TSL: 24.5 hours

Stations: 30/27

Diaries: 2731/1308:1/52.8%

Sample Target: 2310

Standard Error: .386

% Below Line: 6.2%

% Not Listed: 7.7%

1985 Revenue: \$82,000,000

HH Inc.: \$31,686

Retail \$: 27.5 Bil

Pop per Station: 132,159

#1 Biller: WJR

\$15,300,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	RATING	FAL 85	SPG 85
1. WJLB-F	634/9.6	6.9	8.3	6.3	5.6	1. WJR	762/9712	1. WCZY-F	7015/19.7		18.8	18.6
2. WJR	529/8.0	9.0	11.5	10.4	7.2	2. WJLB-F	655/6076	2. WJR	6810/19.1		21.7	27.4
3. WJOI-F	488/7.4	6.3	6.1	6.1	7.2	3. WJOI-F	502/5263	3. WHYT-F	6532/18.3		19.7	20.7
4. WCZY-F	385/5.8	5.2	5.4	5.5	4.8	4. CKLW	455/4730	4. WWJ	6079/17.0		16.4	14.8
5. WWJ	373/5.6	6.2	5.0	4.9	5.6	5. WCZY-F	413/7419	5. WJLB-F	5652/15.8		14.2	14.8
6. CKLW	338/5.1	5.4	4.8	5.2	4.0	6. WWJ	385/6372	6. WNIC-F	5356/15.0		14.6	16.0
7. WHYT-F	291/4.4	5.4	4.5	5.5	5.0	7. WRIF-F	352/6359	7. WRIF-F	5140/14.4		17.0	16.4
8. WRIF-F	291/4.4	4.9	7.0	6.0	6.6	8. WHYT-F	302/6877	8. WLLZ-F	5050/14.2		14.7	15.1
9. WLLZ-F	275/4.1	4.2	3.6	3.8	3.1	9. WLLZ-F	296/5673	9. WJOI-F	4980/14.0		13.0	13.8
10. WNIC-F	257/3.9	4.3	4.3	4.1	3.9	10. WNIC-F	265/5520	10. WMJC-F	3859/10.8		7.5	9.1
11. WLTI-F**	225/3.4	2.9	1.8	1.8	2.8	11. WLTI-F**	241/2959	11. CKLW	3789/10.6		10.8	11.0
12. WXYT	214/3.2	3.2	3.4	3.4	5.1	12. WXYT	220/2855	12. WOMC-F	3449/ 9.7		8.8	11.6
13. WWW-F	192/2.9	3.2	2.6	3.6	2.8	13. WWW-F	200/2870	13. WDTX-F	3138/ 8.8		7.5	8.2
14. WMJC-F	186/2.8	1.5	1.8	2.4	2.7	14. WDTX-F	197/3505	14. WLTI-F	2761/ 7.7		7.4	6.6
15. WOMC-F	181/2.7	3.1	3.4	3.7	3.8	15. WMJC-F	195/4160	15. WXYT	2754/ 7.7		8.9	9.5
16. WDTX-F	172/2.6	1.9	2.5	1.8	2.0	16. WDTX-F	195/3811	16. WWW-F	2584/ 7.2		9.1	9.4
17. WKSG-F	160/2.4	3.1	2.3	2.5	3.3	17. WKSG-F	160/2485	17. WKSG-F	2462/ 6.9		7.4	8.6
18. WJZZ-F	142/2.1	2.4	2.0	2.6	3.2	18. WJZZ-F	151/2495	18. WJZZ-F	2221/ 6.2		6.8	6.5
19. WCXI-F	126/1.9	2.2	2.0	1.6	1.9	19. WCXI-F	137/2136	19. WGPR-F	1961/ 5.5		5.9	6.5
20. WCXI	103/1.6	1.3	2.5	1.8	2.2	20. WQRS-F	122/1861	20. WCXI-F	1927/ 5.4		4.8	4.6
21. WGPR-F	99/1.5	2.0	2.2	2.9	1.5	21. WCXI	120/1587	21. WQRS-F	1467/ 4.1		4.7	4.1
22. WQRS-F	94/1.4	2.1	1.2	1.2	1.3	22. WGPR-F	99/1961	22. WCXI	1351/ 3.8		4.8	4.6
23. WCHB	85/1.3	1.3	1.2	1.4	1.3	23. WCHB	91/1261	23. WCHB	1209/ 3.4		3.3	3.7
24. WQBH	81/1.2	.8	.9	.9	1.3	24. WQBH	86/1445	24. WQBH	1200/ 3.4		3.1	3.4
25. WMUZ-F	51/ .8	.7	.9	.8	.6	25. WQBH	81/1200	25. WMUZ-F	894/ 2.5		2.8	2.8

12+ FM SHARE (METRO): 70.45% (4318 of 6129) (WIN 85: 68.83%)

\*\* WLTI-F was determined by Arbitron to have engaged in a "special station activity."

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJR	1. WJR	1. WJOI-F	1. WJLB-F	1. WJLB-F	1. WJLB-F
2. WHYT-F	2. WRIF-F	2. WRIF-F	2. WJOI-F	2. WJOI-F	2. WJOI-F	2. WWJ	2. WJR	2. WJOI-F	2. WHYT-F	2. WJR
3. WCZY-F	3. WLLZ-F	3. WCZY-F	3. WLTI-F	3. WJR	3. WJLB-F	3. WCZY-F	3. WJLB-F	3. WCZY-F	3. WNIC-F	3. WJOI-F
4. WLLZ-F	4. WCZY-F	4. WNIC-F	4. WCZY-F	4. WLTI-F	4. WWJ	4. WJLB-F	4. CKLW	4. WJR	4. WJR	4. CKLW
5. WRIF-F	5. WNIC-F	5. WLLZ-F	5. WJR	5. WCZY-F	5. CKLW	5. WJOI-F	5. WCSY-F	5. CKLW	5. WCZY-F	5. WHYT-F
6. WDTX-F	6. WKSG-F	6. WLTI-F	6. WRIF-F	6. WNIC-F	6. WWW-F	6. WLLZ-F	6. WRIF-F	6. WLLZ-F	6. WRIF-F	6. WCZY-F
7.	7. WDTX-F	7. WJOI-F	7. WNIC-F	7. WRIF-F	7. WLTI-F	7. CKLW	7. WLTI-F	7. WWJ	7. WLLZ-F	7. WRIF-F
8.	8. WHYT-F	8. WJR	8. WOMC-F	8. WOMC-F	8. WXYT	8. WNIC-F+	8. WXYT	8. WRIF-F	8. WWJ	8. WWJ
9.	9. WLTI-F	9. WHYT-F	9. WKSG-F	9. WMJC-F	9. WCZY-F	9. WHYT-F	9. WWJ	9. WHYT-F	9. WJOI-F	9. WXYT
10.	10. WMJC-F	10. WMJC-F	10. WMJC-F	10. WWJ	10. WCXI-F	10. WRIF-F	10. WNIC-F	10. WNIC-F+	10. WXYT	10. WMJC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WLLZ-F	1. WRIF-F	1. WRIF-F	1. WJLB-F	1. WJLB-F
2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WJOI-F	2. WRIF-F	2. WLLZ-F	2. WJLB-F	2. WRIF-F	2. WJR
3. WCZY-F	3. WCZY-F	3. WCZY-F	3. WCZY-F	3. WLTI-F	3. WJLB-F	3. WJLB-F	3. WKSG-F	3. WLLZ-F	3. WRIF-F
4. WHYT-F	4. WOMC-F	4. WOMC-F	4. WJOI-F	4. WNIC-F	4. WCZY-F	4. WKSG-F	4. WLLZ-F	4. WCZY-F	4. WJOI-F
5. WDTX-F	5. WDTX-F	5. WLTI-F	5. WOMC-F	5. WCZY-F	5. WDTX-F	5. WCZY-F	5. WLTI-F	5. WJR	5. WWJ
6. WLLZ-F	6. WRIF-F	6. WRIF-F	6. WLTI-F	6. WOMC-F	6. WHYT-F	6. WHYT-F	6. WJR	6. WLTI-F	6. WWW-F
7. WMJC-F	7. WHYT-F	7. WMJC-F	7. WHYT-F	7. WJR	7. WNIC-F	7. WLTI-F	7. WJZZ-F	7. WKSG-F	7. WLTI-F
8. WRIF-F	8. WMJC-F	8. WKSG-F	8. WMJC-F	8. WMJC-F	8.	8. WDTX-F	8. WCZY-F	8. WWJ	8. WKSG-F
9. WOMC-F	9. WLTI-F	9. WDTX-F	9. WDTX-F	9. WHYT-F	9.	9. WNIC-F	9. WWW-F	9. WNIC-F	9. WCZY-F
10. WWW-F	10. WKSG-F	10. WJZZ-F	10. WRIF-F	10. WRIF-F	10.	10.	10. WWJ	10. WJOI-F	10. WMJC-F

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		848 (3)	848 (3)	13.8	10.6	WEXL	1360	Royal Oak	.4/1.0
AOR		594 (3)	594 (3)	9.7	10.9	WHND	560	Monroe	.7/2.4
AC/OLDIES/SOFT ROCK	68 (2)	1009 (5)	1077 (7)	17.6	18.6	WNIC	1310	Dearborn	.3/1.7
MOR/VARIETY	529 (1)		529 (1)	8.6	7.8				
COUNTRY	103 (1)	318 (2)	421 (3)	6.9	7.5	WIQB-F	102.9	Ann Arbor	.4/1.5
BLACK/URBAN	166 (2)	733 (2)	899 (4)	14.7	16.9	CKEZ-F	93.9	Windsor, ONT	.6/2.0
BTFL MUSIC/EZ		529 (2)	529 (2)	8.6	8.8				
NEWS/TALK	587 (2)		587 (2)	9.6	11.6				
NOSTALGIA	338 (1)		338 (1)	5.5	4.3				
RELIGION/GOSPEL		51 (1)	51 (1)	0.8	1.3				
SPANISH									
CLASSICAL		94 (1)	94 (1)	1.5	1.4				
UNKNOWN/OTHERS	25 (1)	142 (1)	167 (2)	2.7	0.4				
6129 (30)									

### RADIO STATIONS

#### AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UPI, \$ 85.00* (Durpetti)	John Risher
WCZY, 1500, 50 KW/5 KW (DA-2), CHR	, \$ N/A (HNWH)	Lee Douglas
WHND, 560, 500 W (DAYS, DA), OLDIES	US1, \$ N/A (MMR)	Gannett Greater Media (MONROE)
WJR, 760, 50 KW, MOR	ABC-I, \$185.00 (Eastman)	Cap Cities/ABC
WNIC, 1310, 5 KW (DA-2), AC	, \$ N/A (Katz)	Price (DEARBORN)
WQBH, 1400, 1 KW/250 W, BLACK	, \$ 60.00 (Roslin)	Martha J. Steinberg
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$130.00* (CBS)	Lee Leicinger
WXYT, 1270, 5 KW (DA-N), TALK	MBS, NBC, \$100.00* (Select)	Chuck Fritz
WCAR, 1090, 250 W/500 W (DA-2), ETHNIC	, \$ 25.00 (----)	(LIVONIA) Jack Bailey
WCHB, 1440, 1 KW, BLACK	NBN, \$ 40.00 (Weiss)	(INKSTER) Wendell Cox
CKLW, 800, 50 KW (DA-2), NOSTALGIA	, \$ 85.00* (Christal)	(WINDSOR) Gary Mercer

#### FM STATIONS

WCXI, 92.3, 22 KW @ 742, COUNTRY	ABC-E, \$ 85.00* (Durpetti)	John Risher
WCZY, 95.5, 100 KW @ 430, CHR	, \$155.00* (HNWH)	Gannett Lee Douglas
WDTX, 99.5, 7 KW @ 754, CONTEMP	CBS-R, \$100.00* (Republic)	Lorraine Golden
WGPR, 107.5, 50 KW @ 360, BLACK	SBN, \$ 80.00 (Lazar)	Tinicia Gregory
WHYT, 96.3, 50 KW @ 480, CHR	ABC-C, \$115.00* (Eastman)	Cap Cities/ABC Maureen Hathaway
WJLB, 97.9, 50 KW @ 490, BLACK	, \$108.00* (MMR)	Booth Verna Green
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	, \$135.00* (CBS)	Lee Leicinger
WJZZ, 105.9, 22 KW @ 724, JAZZ	, \$ 75.00 (Weiss)	Robert Bass
WKSG, 102.7, 50 KW @ 410, OLDIES	Source, \$100.00* (Masla)	Inner City (MT. CLEMENS) Joe Buys
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F, \$115.00* (Mc-Guild)	Mike Solan
WLTJ, 93.1, 20 KW @ 500, SOFT AC	, \$ 85.00* (Christal)	Keymarket Jeff Sleete
WMJC, 94.7, 10 KW @ 950, AC	US1, \$ 90.00* (MMR)	Greater Media Dick Yankus
WMUZ, 103.5, 50 KW @ 295, RELIGION	, \$ 40.00 (----)	Crawford
WNIC, 100.3, 50 KW @ 400, AC	, \$140.00* (Katz)	Price (DEARBORN)
WOMC, 104.3, 190 KW @ 416, AC	US2, \$120.00* (Katz)	Metromedia Elaine Baker
WQRS, 105.1, 50 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	Burt Rosenthal
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R, \$150.00* (Blair)	M. Alexander
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR, \$108.00* (Christal)	Shamrock Phil Lamka

HOUSTON

Arbitron Rank/Pop (12+): 8/2,955,200

Stations: 29/29  
Diaries: 2158/1369:1/43.1%  
Sample Target: 2030  
Standard Error: .456  
% Below Line: 0  
% Not Listed: 10.2

1985 Revenue: \$115,800,000  
HH Inc.: \$34,910  
Retail \$: 25.1 Bil  
Pop per Station: 101,903  
#1 Biller: KIKK A/F  
\$14,800,000

MSA Rank/Pop: 8/3,377,600  
ADI # 10  
Average Person Ratings: 18.5  
Market TSL: 24.3 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KMJQ-F	479/8.8	9.9	10.2	9.3	9.5	1. KMJQ-F	524/4791	1. KKBQ-F	5544/18.9	21.3	22.0
2. KIKK-F	418/7.7	6.7	7.2	6.8	7.8	2. KIKK-F	472/5590	2. KIKK-F	4822/16.3	16.1	15.7
3. KODA-F	395/7.2	6.9	6.0	6.6	7.8	3. KODA-F	436/4657	3. KRBE-F	4546/15.4	12.8	17.6
4. KILT-F	345/6.3	4.5	4.5	4.7	4.3	4. KILT-F	378/4913	4. KLTR-F	4544/15.4	16.3	17.2
5. KFMK-F	340/6.2	5.9	4.4	4.1	5.6	5. KKBQ-F	350/5897	5. KSRR-F	4516/15.3	13.6	14.8
6. KKBQ-F	338/6.2	8.6	7.8	8.1	8.5	6. KFMK-F	349/4199	6. KMJQ-F	4456/15.1	16.8	16.9
7. KLTR-F	299/5.5	5.6	6.3	6.3	5.8	7. KTRH	340/5307	7. KODA-F	4319/14.6	16.0	13.6
8. KRBE-F	264/4.8	3.5	4.7	5.7	2.8	8. KLTR-F	306/4679	8. KILT-F	4260/14.4	12.0	11.5
9. KSRR-F	257/4.7	5.0	5.4	5.0	5.2	9. KRBE-F	291/5079	9. KLLOL-F	4202/14.2	13.8	14.2
10. KQUE-F	256/4.7	4.3	4.3	5.1	4.3	10. KQUE-F	279/2488	10. KTRH	4184/14.2	16.0	15.0
11. KTRH	252/4.6	5.3	6.4	4.9	4.4	11. KSRR-F	275/5105	11. KFMK-F	3980/13.5	12.2	12.8
12. KLLOL-F	235/4.3	4.5	5.3	4.5	5.2	12. KLLOL-F	260/4611	12. KPRC	2605/ 8.8	8.7	9.5
13. KPRC	189/3.5	3.2	3.3	3.7	4.2	13. KPRC	195/2712	13. KQUE-F	2280/ 7.7	7.7	9.2
14. KJYY-F	108/2.0	1.2	1.7	2.0	1.8	14. KJYY-F	119/1864	14. KJYY-F	1641/ 5.6	4.2	4.9
15. KXYZ	89/1.6	1.2	1.3	1.0	1.2	15. KXYZ	89/1122	15. KYOK	1484/ 5.0	5.4	5.5
16. KYOK	80/1.5	1.9	2.3	1.8	1.9	16. KYOK	81/1507	16. KILT	1291/ 4.4	4.6	4.3
17. KILT	65/1.2	1.4	1.5	1.3	1.6	17. KILT	79/1505	17. KXYZ	1122/ 3.8	3.5	1.8
18. KLAT	57/1.0	1.4	1.2	1.4	1.8	18. KLAT	57/ 769	18. KGOL-F	1053/ 3.6	3.3	3.0
19. KHCB-F	53/1.0	.8	.6	.7	.6	19. KHCB-F	53/ 765	19. KKBQ	896/ 3.0	4.5	5.1
20. KEYH	49/ .9	1.0	.8	.5	1.1	20. KEYH	49/ 622	20. KLAT	769/ 2.6	3.1	N/A
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 80.10% (3924 of 4899) (WIN 85: 77.90%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKBQ-F	1. KMJQ-F	1. KMJQ-F	1. KFMK-F	1. KFMK-F	1. KIKK-F	1. KIKK-F+	1. KODA-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F
2. KMJQ-F	2. KLTR-F	2. KFMK-F	2. KIKK-F	2. KIKK-F	2. KODA-F	2. KKBQ-F+	2. KFMK-F	2. KIKK-F	2. KRBE-F	2. KODA-F
3. KRBE-F	3. KSRR-F	3. KIKK-F	3. KMJQ-F	3. KMJQ-F	3. KILT-F	3. KILT-F+	3. KIKK-F	3. KILT-F	3. KKBQ-F	3. KIKK-F
4. KLLOL-F	4. KFMK-F	4. KLTR-F	4. KLTR-F	4. KILT-F	4. KFMK-F	4. KMJQ-F	4. KODA-F	4. KLLOL-F	4. KLLOL-F	4. KILT-F
5. KSRR-F	5. KKBQ-F	5. KILT-F	5. KILT-F	5. KLTR-F	5. KQUE-F	5. KTRH	5. KILT-F	5. KFMK-F	5. KSRR-F	5. KKBQ-F
6.	6. KILT-F	6. KKBQ-F	6. KODA-F	6. KODA-F	6. KTRH	6. KODA-F	6. KLTR-F	6. KKBQ-F+	6. KTRH	6. KLTR-F
7.	7. KRBE-F	7. KSRR-F	7. KKBQ-F	7. KKBQ-F	7. KPRC	7. KFMK-F	7. KQUE-F	7. KLTR-F	7. KODA-F	7. KLLOL-F
8.	8. KLLOL-F	8. KRBE-F	8. KSRR-F	8. KTRH	8. KMJQ-F	8. KQUE-F	8. KKBQ-F	8. KRBE-F	8. KPRC	8. KFMK-F
9.	9.	9.	9.	9. KSRR-F	9.	9.	9.	9.	9.	9. KRBE-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KFMK-F	10. KSRR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJQ-F	1. KMJQ-F	1. KFMK-F	1. KMJQ-F	1. KIKK-F	1. KSRR-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KFMK-F
2. KMBQ-F	2. KLTR-F	2. KLTR-F	2. KIKK-F	2. KFMK-F	2. KMJQ-F	2. KSRR-F	2. KLTR-F	2. KFMK-F	2. KMJQ-F
3. KLTR-F	3. KFMK-F	3. KMJQ-F	3. KFMK-F	3. KILT-F	3. KRBE-F	3. KLLOL-F	3. KSRR-F	3. KSRR-F	3. KIKK-F
4. KILT-F	4. KKBQ-F	4. KIKK-F	4. KLTR-F	4. KMJQ-F	4. KLLOL-F	4. KLTR-F	4. KFMK-F	4. KLTR-F	4. KLTR-F
5. KIKK-F	5. KIKK-F	5. KKBQ-F	5. KILT-F	5. KODA-F	5. KKBQ-F	5. KRBE-F	5. KLLOL-F	5. KILT-F	5. KILT-F
6. KRBE-F	6. KILT-F	6. KILT-F	6. KKBQ-F	6. KLTR-F	6. KILT-F	6. KILT-F	6. KILT-F	6. KIKK-F	6. KSRR-F
7. KLLOL-F	7. KRBE-F	7. KRBE-F	7. KRBE-F	7. KKBQ-F	7. KLTR-F	7. KFMK-F	7. KKBQ-F	7. KLLOL-F	7. KODA-F
8. KFMK-F	8. KLLOL-F	8. KSRR-F	8. KODA-F	8. KQUE-F	8. KFMK-F	8. KKBQ-F	8. KRBE-F	8. KRBE-F	8. KTRH
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	79 (2)	602 (2)	681 (4)	13.9	13.3	KCOH	1430	Houston	.8/2.2
AOR		492 (2)	492 (2)	10.0	11.4	KGOL-F	107.5	Lake Jackson	.9/3.6
AC/OLDIES/SOFT ROCK MOR/VARIETY	33 (1)	639 (2)	672 (3)	13.7	13.8	KIKK	650	Pasadena	.7/2.2
						KJOU-F	106.9	Conroe	.6/2.0
						KKBQ	790	Houston	.7/3.0
COUNTRY	102 (2)	763 (2)	865 (4)	17.7	16.0	KNUZ	1230	Houston	.6/1.9
BLACK/URBAN	125 (2)	479 (1)	604 (3)	12.3	13.2	KRBE	1070	Houston	.8/2.4
BTFL MUSIC/EZ		395 (1)	395 (1)	8.1	8.5	KXXK-F	106.5	Galveston	.6/1.6
NEWS/TALK	441 (2)		441 (2)	9.0	9.3	KYND-F	92.1	Seabrook	.5/1.7
NOSTALGIA		256 (1)	256 (1)	5.2	4.7				
RELIGION/GOSPEL		131 (3)	131 (3)	2.7	2.6				
SPANISH	195 (3)	31 (1)	226 (4)	4.6	5.3				
CLASSICAL		108 (1)	108 (1)	2.2	1.9				
UNKNOWN/OTHERS		28 (1)	28 (1)	0.6	0				
			4899 (29)						

### RADIO STATIONS

#### AM STATIONS

KCOH, 1430, 1 KW	(DAYS), BLACK	NBN, SBN, \$ 59.00	(Roslin)	Mike Petrizzo
KEYH, 850, 10 KW	(DAYS, DA), SPANISH	, \$ 45.00*	(Lotus)	Dave Armstrong
KIKK, 650, 250 W	(DAYS), COUNTRY	, \$ N/A	(Torbet)	Nick Trigony
KILT, 610, 5 KW	(DA-2), COUNTRY	, \$ 90.00*	(Blair)	Dickie Rosenfeld
KKBQ, 790, 5 KW	(DA-2), CHR	ABC-F, \$ 90.00*	(Mc-Guild)	Jay Cook
KLAT, 1010, 5 KW	(DA-2), SPANISH	, \$ 96.00	(Caballero)	Ricardo Castillo
KLVL, 1480, 1 KW/500 W	(DA-N), SPANISH	, \$ 30.00	(----)	Felix Morales
KNUZ, 1230, 1 KW	, OLDIES	ABC-D, \$ N/A	(Republic)	Larry Swikard
KPRC, 950, 5 KW	(DA-N), NEWS/TALK	NBC, \$140.00*	(Eastman)	George Stokes
KRBE, 1070, 10 KW/5 KW	(DA-2), OLDIES	, \$ 65.00*	(Katz)	John Dew
KTRH, 740, 50 KW	(DA-1), NEWS	CBS, MBS, \$170.00*	(CBS)	Fran Sharp
KXYZ, 1320, 5 KW	(DA-N), SPANISH	, \$ 77.50	(Caballero)	Hugo Cadelago
KYOK, 1590, 5 KW	(DA-N), BLACK	CBS-R, \$ 54.00	(----)	Don Rosette

#### FM STATIONS

KFMK, 97.9, 100 KW @ 1920, AC		, \$240.00	(MMR)	First Media (LAKE JACKSON)	Dan Mason
KGOL, 107.5, 100 KW @ 986, RELIGION		UPI, \$ 60.00	(----)		
KIKK, 95.7, 100 KW @ 2049, COUNTRY		, \$250.00*	(Torbet)	Viacom	Nick Trigony
KILT, 100.3, 100 KW @ 1920, COUNTRY		, \$170.00*	(Blair)	LIN	Dickie Rosenfeld
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC-F, \$270.00*	(Mc-Guild)	Gannett	Jay Cook
KJYY, 94.5, 100 KW @ 1970, SOFT AC		, \$100.00*	(----)	Entercom	Steve Shepard
KL0L, 101.1, 100 KW @ 1949, AOR		, \$158.00*	(CBS)		Jesse Jones
KLTR, 93.7, 100 KW @ 1779, AC		, \$180.00	(CBS)	CBS	Miles Sexton
KMJQ, 102.1, 100 KW @ 1720, URBAN		, \$200.00*	(Christal)	Keymarket	
KODA, 99.1, 100 KW @ 2048, BTFL/EZ		, \$240.00*	(Select)	Westinghouse	Dave Pearlman
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E, \$129.00*	(Republic)		Ken Grant
KRBE, 104.1, 100 KW @ 1920, CHR		, \$175.00*	(Katz)	Lake Huron	John Dew
KSRR, 96.5, 100 KW @ 2000, AOR		ABC-R, \$195.00	(HNWH)	Malrite	John Cravens

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,219,400

Stations: 25/24  
Diaries: 1587/768:1/55.4%  
Sample Target: 1360  
Standard Error: .488  
% Below Line: 0.5  
% Not Listed: 4.7

1985 Revenue: \$37,100,000  
HH Inc.: \$33,068  
Retail \$: 10.4 Bil  
Pop per Station: 50,808  
#1 Biller: WDAF  
\$6,000,000

MSA Rank/Pop: 29/1,478,400  
ADI # 30  
Average Person Ratings: 16.5  
Market TSL: 21.8 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	FAL 85	SPG 85
1. WDAF	232/11.6	11.1	---	10.7	10.5	1. WDAF	396/4994	1. WDAF	2729/22.4		20.1	21.0
2. KBEQ-F	180/ 9.0	7.0	---	7.1	8.9	2. KBEQ-F	220/3216	2. KBEQ-F	2584/21.2		20.1	23.1
3. KFKE-F	162/ 8.1	5.8	---	5.4	6.3	3. KYYS-F	219/3017	3. KFKE-F	1977/16.2		13.2	13.2
4. KMBR-F	162/ 8.1	7.7	---	8.5	7.8	4. KMBR-F	205/2443	4. KCMO	1934/15.9		22.1	19.6
5. KYYS-F	144/ 7.2	5.9	---	6.8	5.9	5. KFKE-F	171/2236	5. KYYS-F	1923/15.8		15.5	17.1
6. KCMO	108/ 5.4	7.8	---	6.8	5.2	6. KCMO	151/2676	6. KMBR-F	1862/15.3		14.5	16.3
7. KUDL-F	104/ 5.2	6.0	---	6.4	5.1	7. WHB	135/2461	7. KUDL-F	1833/15.0		15.7	15.1
8. KCFX-F	97/ 4.8	2.9	---	1.8	1.5	8. KCFX-F	126/1983	8. KMBZ	1639/13.4		11.1	11.6
9. KPRS-F	96/ 4.8	6.1	---	4.7	4.5	9. KUDL-F	123/2177	9. KZZC-F	1519/12.5		10.9	14.9
10. KMBZ	93/ 4.6	4.1	---	4.6	4.9	10. KZZC-F	117/2532	10. WHB	1480/12.1		12.2	12.0
11. WHB	85/ 4.2	4.2	---	3.2	4.0	11. KMBZ	101/1881	11. KCFX-F	1414/11.6		7.2	7.2
12. KLSI-F	70/ 3.5	5.2	---	6.0	5.4	12. KPRS-F	101/1257	12. KBKC-F	1383/11.3		9.3	8.5
13. KZZC-F	70/ 3.5	3.5	---	4.6	3.8	13. KBKC-F	93/1831	13. KLSI-F	1382/11.3		12.8	14.2
14. KJLA	69/ 3.4	4.0	---	3.4	3.9	14. KJLA	80/ 862	14. KPRS-F	1159/ 9.5		9.4	10.6
15. KBKC-F	66/ 3.3	2.7	---	3.8	3.3	15. KLSI-F	74/1474	15. KJLA	749/ 6.1		7.0	8.1
16. KXTR-F	48/ 2.4	1.9	---	1.7	2.3	16. KXTR-F	53/ 729	16. KXTR-F	624/ 5.1		4.1	5.2
17.						17.		17.				
18.						18.		18.				
19.						19.		19.				
20.						20.		20.				
21.						21.		21.				
22.						22.		22.				
23.						23.		23.				
24.						24.		24.				
25.						25.		25.				

12+ FM SHARE (METRO): 63.72% (1219 of 1913) (WIN 85: 62.37%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBEQ-F	1. KYYS-F	1. KFKE-F	1. KFKE-F	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. KBEQ-F	1. WDAF
2. KBKC-F	2. KBEQ-F	2. KBEQ-F	2. WDAF	2. KFKE-F	2. KMBR-F	2. KFKE-F	2. KMBR-F	2. KMBR-F	2. KYYS-F	2. KBEQ-F
3. KYYS-F	3. KUDL-F	3. KYYS-F	3. KMBR-F	3. KMBR-F	3. KFKE-F	3. KMBR-F	3. KFKE-F	3. KFKE-F	3. KMBZ	3. KFKE-F
4. KZZC-F	4. KCFX-F	4. WDAF	4. KUDL-F	4. KUDL-F	4. KCMO	4. KBEQ-F	4. KBEQ-F	4. KMBR-F	4. KFKE-F	4. KMBR-F
5. KPRS-F	5. KFKE-F	5. KUDL-F	5. KCFX-F	5. KBEQ-F	5. WHB	5. KCMO	5. KYYS-F	5. KYYS-F	5. WDAF	5. KPRS-F
6.	6. KPRS-F	6. KCFX-F	6. KBEQ-F	6. KCFX-F	6. KMBZ	6. KMBZ	6. KCMO	6. KUDL-F	6. KCFX-F	6. KYYS-F
7.	7. KLSI-F	7. KMBR-F	WHB	WHB	7. KJLA	7. KYYS-F	7. KUDL-F	7. KCFX-F	7. KMBR-F	7. KCFX-F
8.	WDAF	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBEQ-F	1. KBEQ-F	1. KLSI-F	1. KBEQ-F	1. KFKE-F	1. KYYS-F	1. KYYS-F	1. KBEQ-F	1. KYYS-F	1. WDAF
2. KUDL-F	2. KUDL-F	2. KUDL-F	2. KFKE-F	2. WDAF	2. KFKE-F	2. KBEQ-F	2. KCFX-F	2. KFKE-F	2. KFKE-F
3. KYYS-F	3. KCFX-F	3. KCFX-F	3. KUDL-F	3. KMBR-F	3. KBEQ-F	3. KCFX-F	3. KYYS-F	3. WDAF	3. KMBR-F
4. KBKC-F	4. KFKE-F	KFKE-F	4. WDAF	4. KLSI-F	4. KPRS-F	4. KFKE-F	4. KUDL-F	4. KBEQ-F	4. KCFX-F
5. KZZC-F	KYYS-F	5. KBEQ-F	5. KLSI-F	5. KUDL-F	5. KCFX-F	5. KUDL-F	5. WDAF	5. KCFX-F	5. KBEQ-F
6. KCFX-F	6. KLSI-F	6. WHB	KCFX-F	6. WHB	6.	6.	6. KFKE-F	6. KMBR-F	6. KYYS-F
7. KPRS-F	7.	7. KPRS-F	7. KMBR-F	7. KBEQ-F	7.	7. KPRS-F	7.	7. KUDL-F	7. KUDL-F
8. KFKE-F	8.	8. KYYS-F	KYYS-F	8.	8.	8.	8.	8.	8. WHB
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		316 (3)	316 (3)	16.5	15.2	KBSM	1030	Blue Springs, MO	.6/1.9
AOR		251 (3)	251 (3)	13.1	12.1	KCCV	1510	Independence	.9/2.0
AC/OLDIES/SOFT ROCK	97 (2)	184 (3)	281 (5)	14.7	15.4	KCKM	1340	Kansas City, KS	.4/1.2
MOR/VARIETY						KCNW	1380	Fairway, KS	.6/1.4
COUNTRY	241 (2)	162 (1)	403 (3)	21.1	21.5	KCXL	1140	Liberty, MO	1.1/2.3
BLACK/URBAN	22 (1)	96 (1)	118 (2)	6.2	4.7	KEXS	1090	Excelsior Spgs., MO	.9/2.5
BTFL MUSIC/EZ		162 (1)	162 (1)	8.5	8.3	KKCI-F	106.5	Liberty	.5/2.3
NEWS/TALK	201 (2)		201 (2)	10.5	10.7	KPRT	1590	Kansas City	.7/2.5
NOSTALGIA	69 (1)		69 (1)	3.6	4.2	KLZR-F	105.9	Lawrence, KS	.5/2.3
RELIGION/GOSPEL	64 (4)		64 (4)	3.3	5.4				
SPANISH									
CLASSICAL		48 (1)	48 (1)	2.5	2.4				
			1913 (25)						

### RADIO STATIONS

#### AM STATIONS

KBEA, 1480,	1 KW/500 W (DA-N),	NEWS			\$ 14.00 (P/W)		Bob Ingram
KCCV, 1510,	10 KW (DAYS),	RELIGION			\$ 22.00 (----)	Bott	Richard Bott
KCMO, 810,	50 KW/5 KW (DA-N),	NEWS/TALK	MBS,CBS,		\$ 90.00* (Mc-Guild)	Summit	Dan Wastler
KCNW, 1380,	5 KW (DAYS),	RELIGION			\$ 16.00 (----)	Universal	Andy Willoughby
KCXL, 1140,	500 W (DAYS),	BLACK			\$ N/A (Lazar)		Chuck Moore
KKFK, 1340,	1 KW/250 W	COUNTRY			\$ N/A (Select)	Sconnix	Tom Bresnahan
KJLA, 1190,	5 KW/250 W (DA-N),	NOSTALGIA	MBS,		\$ 43.00 (Weiss)		Chip Osborn
KMBZ, 980,	5 KW (DA-N),	NEWS/TALK	ABC-I,NBC-T,		\$ 69.00* (Durpetti)	Bonneville	Linda McFadden
KPRT, 1590,	1 KW (DAYS),	GOSPEL	MBS,		\$ 30.00 (HNWH)		John Carter
WDAF, 610,	5 KW	COUNTRY	ABC-E,		\$105.00* (Katz)	Taft	Mike Costello
WHB, 710,	10 KW/5 KW (DA-2),	AC	UPI,		\$ 60.00* (Christal)	Shamrock	Bob Zuroweste

#### FM STATIONS

KBEQ, 104.3,	100 KW @ 984,	CHR	ABC-C,		\$ 70.00 (Republic)	Capitol-WRAL	Don Peterson
KBKC, 94.9,	100 KW @ 1057,	CHR			\$ 54.00* (Mc-Guild)	Summit	Dan Wastler
KKFK, 94.1,	100 KW @ 465,	COUNTRY			\$ 60.00* (Select)	Sconnix	Tom Bresnahan
KKCI, 106.5,	100 KW @ 850,	SOFT AC	CBS-R,		\$ 45.00* (CBS)	Transcom	
KLSI, 93.3,	100 KW @ 428,	AC	ABC-D,		\$ 72.00* (Select)	Sandusky	Stephen Dinkel
KMBR, 99.7,	100 KW @ 950,	BTFL/EZ			\$ 81.00* (Durpetti)	Bonneville	Linda McFadden
KPRS, 103.3,	100 KW @ 450,	BLACK	NBN,		\$ 63.00* (HNWH)		John Carter
KUDL, 98.1,	100 KW @ 550,	AC	APR,		\$ 80.00* (Christal)	Shamrock	Bob Zuroweste
KXTR, 96.5,	100 KW @ 546,	CLASSICAL	US2,		\$ 38.00 (CMBS)		Roger Ingram
KYYS, 102.1,	100 KW @ 1013,	AOR	Source,		\$ 84.00* (Katz)	Taft	Herndon Hasty
KZZC, 98.9,	100 KW @ 988,	CHR			\$ 40.00* (Eastman)		M. Wodlinger
KCFX, 100.7,	100 KW @ 847,	CLASSIC AOR	ABC-R,		\$ 45.00* (MMR)	(HARRISONVILLE)	Bill Newman

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,429,500

Stations: 41/41  
Diaries: 4078/2067:1/42.2%  
Sample Target: 3440  
Standard Error: .317  
% Below Line: 0  
% Not Listed: 9.3

1985 Revenue: \$247,200,000  
HH Inc.: \$36,089  
Retail \$: 71.3 Bil  
Pop per Station: 205,598  
#1 Biller: KIIS A/F  
\$34,000,000

MSA Rank/Pop: 2/7,962,100  
ADI # 2  
Average Person Ratings: 18.0  
Market TSL: 23.7 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	FAL 85	SPG 85
1. KIIS-F	1120/7.4	8.2	8.8	9.0	9.7	1. KIIS-F	1264/21033	1. KIIS-F	18595/22.1		24.3	23.9
2. KABC	921/6.1	6.0	8.3	6.3	5.8	2. KABC	989/12384	2. KABC	11457/13.6		13.5	14.9
3. KJOI-F	782/5.1	4.9	3.6	4.1	5.7	3. KBIG-F	895/10817	3. KFWB	11132/13.2		14.0	12.6
4. KBIG-F	769/5.1	4.7	4.2	4.4	5.1	4. KJOI-F	853/ 9193	4. KOST-F	10270/12.2		10.8	10.6
5. KPWR-F	666/4.4	1.8	2.4	2.3	1.7	5. KOST-F	792/12106	5. KNX	10058/11.9		12.3	11.6
6. KROQ-F	650/4.3	3.9	3.1	3.1	2.9	6. KPWR-F	707/10808	6. KPWR-F	9987/11.8		7.2	7.0
7. KOST-F	625/4.1	3.4	4.0	3.8	3.8	7. KRTH-F	706/11292	7. KRTH-F	9440/11.2		10.9	9.2
8. KIQQ-F	587/3.9	2.5	1.4	1.5	2.2	8. KROQ-F	701/10031	8. KLOS-F	9276/11.0		12.0	10.2
9. KRTH-F	567/3.7	3.3	2.5	2.5	2.9	9. KLOS-F	664/12343	9. KBIG-F	9187/10.9		10.9	10.3
10. KFWB	506/3.3	3.9	2.7	3.2	3.0	10. KNX	654/12427	10. KROQ-F	8939/10.6		9.3	8.5
11. KLOS-F	500/3.3	4.8	4.4	3.6	4.2	11. KIQQ-F	638/ 8319	11. KMET-F	8568/10.2		10.3	10.8
12. KNX	497/3.3	3.0	3.1	3.2	3.4	12. KMET-F	617/10450	12. KJOI-F	8566/10.2		10.2	9.0
13. KMET-F	481/3.2	2.5	3.3	3.3	4.1	13. KFWB	514/11436	13. KIQQ-F	7543/ 8.9		8.3	8.0
14. KMPC	444/2.9	3.4	4.2	3.5	3.5	14. KMPC	498/ 7359	14. KKHR-F	7383/ 8.8		9.7	10.0
15. KTNQ	329/2.2	2.0	2.3	2.0	1.7	15. KFI	469/ 8040	15. KMPC	6377/ 7.6		8.9	9.4
16. KJLH-F	311/2.0	2.3	2.5	2.1	1.9	16. KTNQ	341/ 3696	16. KJLH-F	5851/ 6.9		6.6	5.7
17. KZLA-F	293/1.9	2.6	2.1	2.1	1.9	17. KZLA-F	313/ 4682	17. KFI	4966/ 5.9		5.6	5.5
18. KRLA	256/1.7	2.0	2.0	2.4	1.7	18. KJLH-F	313/ 5970	18. KRLA	4743/ 5.6		7.0	7.4
19. KFI	247/1.6	1.6	1.7	1.6	2.0	19. KRLA	285/ 5240	19. KBZT-F	4742/ 5.6		6.9	7.0
20. KKHR-F	247/1.6	2.4	2.6	2.7	2.5	20. KKHR-F	280/ 8662	20. KZLA-F	4198/ 5.0		5.7	5.9
21. KBZT-F	245/1.6	2.0	1.5	2.1	2.5	21. KBZT-F	264/ 5205	21. KLAC	4128/ 4.9		4.1	5.5
22. KLVE-F	227/1.5	1.6	1.6	1.3	2.1	22. KLAC	257/ 4746	22. KKG0-F	3788/ 4.5		4.3	3.8
23. KLAC	220/1.4	1.5	1.6	1.5	1.4	23. KLVE-F	229/ 3557	23. KDAY	3776/ 4.5		5.0	5.9
24. KUTE-F	207/1.4	1.2	1.5	1.9	1.3	24. KUTE-F	228/ 3909	24. KUTE-F	3677/ 4.4		4.4	5.1
25. KKG0-F	206/1.4	1.6	1.3	1.1	1.4	25. KKG0-F	221/ 4217	25. KFAC-F	3662/ 4.3		4.8	4.0

12+ FM SHARE (METRO): 66.99% (9232 of 13781) (WIN 85: 66.37%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KROQ-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KABC	1. KIIS-F	1. KBIG-F	1. KIIS-F	1. KROQ-F	1. KIIS-F
2. KIIS-F	2. KPWR-F	2. KRTH-F	2. KRTH-F	2. KRTH-F	2. KBIG-F	2. KABC	2. KABC	2. KROQ-F	2. KIIS-F	2. KJOI-F
3. KPWR-F	3. KROQ-F	3. KOST-F	3. KOST-F	3. KIQQ-F	3. KJOI-F	3. KNX	3. KIIS-F	3. KBIG-F	3. KOST-F	3. KPWR-F
4. KDAY	4. KLOS-F	4. KPWR-F	4. KIQQ-F	4. KOST-F	4. KIQQ-F	4. KFWB	4. KJOI-F	4. KJOI-F	4. KPWR-F	4. KABC
5. KKHR-F	5. KMET-F	5. KMET-F	5. KABC	5. KABC	5. KNX	5. KBIG-F	5. KIQQ-F	5. KPWR-F	5. KABC	5. KBIG-F
6. KJLH-F	6. KOST-F	6. KLOS-F	6. KBIG-F	6. KBIG-F	6. KMPC	6. KJOI-F	6. KRTH-F	6. KABC	6. KJOI-F	6. KROQ-F
7. KLOS-F	7. KRTH-F	7. KROQ-F	7. KMET-F	7. KJOI-F	7. KIIS-F	7. KIQQ-F	7. KOST-F	7. KIQQ-F	7. KBIG-F	7. KOST-F
8. KMET-F	8. KIQQ-F	8. KIQQ-F	8. KLOS-F	8. KMET-F	8. KFWB	8. KOST-F	8. KPWR-F	8. KOST-F	8. KLOS-F	8. KRTH-F
9. KOST-F	9. KBIG-F	9. KBIG-F	9. KPWR-F	9. KPWR-F	9. KOST-F	9. KROQ-F	9. KROQ-F	9. KRTH-F	9. KMET-F	9. KMET-F
10.	10. KJLH-F	10. KABC	10. KTNQ	10. KLOS-F	10. KRTH-F	10. KPWR-F	10. KMET-F	10. KMET-F	10. KRTH-F	10. KLOS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KROQ-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KIQQ-F	2. KROQ-F	2. KLOS-F	2. KRTH-F	2. KLOS-F	2. KRTH-F
3. KPWR-F	3. KPWR-F	3. KPWR-F	3. KBIG-F	3. KBIG-F	3. KLOS-F	3. KMET-F	3. KMET-F	3. KRTH-F	3. KABC
4. KOST-F	4. KROQ-F	4. KRTH-F	4. KPWR-F	4. KOST-F	4. KPWR-F	4. KROQ-F	4. KLOS-F	4. KMET-F	4. KMET-F
5. KKHR-F	5. KBIG-F	5. KIQQ-F	5. KIQQ-F	5. KJOI-F	5. KMET-F	5. KRTH-F	5. KROQ-F	5. KROQ-F	5. KLOS-F
6. KBIG-F	6. KIQQ-F	6. KBIG-F	6. KRTH-F	6. KRTH-F	6. KRTH-F	6. KPWR-F	6. KPWR-F	6. KABC	6. KIQQ-F
7. KJLH-F	7. KRTH-F	7. KLVE-F	7. KROQ-F	7. KPWR-F	7. KOST-F	7. KOST-F	7. KIQQ-F	7. KPWR-F	7. KJOI-F
8. KLOS-F	8. KLOS-F	8. KMET-F	8. KJOI-F	8. KABC	8. KKHR-F	8. KIQQ-F	8. KABC	8. KIQQ-F	8. KOST-F
9. KIQQ-F	9. KJLH-F	9. KLOS-F	9. KJLH-F	9. KTNQ	9. KOST-F	9. KTNQ	9. KOST-F	9. KOST-F	9. KTNQ
10. KACE-F	10. KMET-F	10. KBZT-F	10. KABC	10. KZLA-F	10. KTNQ	10. KABC	10. KTNQ	10. KTNQ	10. KBIG-F KZLA-F



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	67 (1)	1459 (3)	1526 (4)	11.1	17.1	KACE-F	103.9	Inglewood	.9/3.7
AOR		1728 (4)	1728 (4)	12.5	12.5	KALI	1430	San Gabriel	.8/2.9
AC/OLDIES/SOFT ROCK MOR/VARIETY	610 (3)	2223 (6)	2833 (9)	20.6	16.2	KBRT	740	Avalon	.4/1.2
					1.3	KDAY	1580	Santa Monica	1.3/4.5
COUNTRY	220 (1)	293 (1)	513 (2)	3.7	3.5	KEZY-F	95.9	Anaheim	.6/1.9
BLACK/URBAN	323 (2)	1324 (4)	1647 (6)	12.0	8.8	KFAC-F	92.3	Los Angeles	1.1/4.3
BTFL MUSIC/EZ		1551 (2)	1551 (2)	11.3	11.7	KFSG-F	96.3	Los Angeles	.4/1.2
NEWS/TALK	2007 (4)		2007 (4)	14.6	13.9	KGfJ	1230	Los Angeles	.8/2.5
						KIEV	870	Glendale	.5/3.2
NOSTALGIA	444 (1)		444 (1)	3.2	3.8	KIIS	1150	Los Angeles	.4/2.9
RELIGION/GOSPEL	58 (1)	55 (1)	113 (2)	0.8	1.8	KNAC-F	105.5	Long Beach	.6/1.8
SPANISH	820 (4)	227 (1)	1047 (5)	7.6	7.6	KNOB-F	97.9	Long Beach	1.0/3.6
CLASSICAL		166 (1)	166 (1)	1.2	1.4	KRTH	930	Los Angeles	.7/2.7
UNKNOWN/OTHERS		206 (1)	206 (1)	1.5	0.4	KSKQ	1540	Los Angeles	1.2/2.8
						KWIZ-F	96.7	Santa Ana	.3/1.4
						KWKW	1300	Pasadena	1.3/3.0
13781 (41)									

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW	(DA-N), TALK/NEWS	ABC-T,ABC-I,	\$330.00 (Katz)	Cap Cities/ABC	George Green
KALI, 1430, 5 KW	(DA-2), SPANISH	,	\$ N/A (Masla)	United	Raul Ortal
KDAY, 1580, 50 KW	(DA-2), BLACK	NBN,	\$100.00 (Roslin)	Rollins	Ed Kerby
KFI, 640, 50 KW	, AC	ABC-E,	\$185.00* (Christal)	Cox	Don Dalton
KFWB, 980, 5 KW	, NEWS	NBC,	\$260.00* (Select)	Westinghouse	
KGfJ, 1230, 1 KW	, BLACK	SBN,	\$ N/A (HNWH)	Inner City	Bill Shearer
KIEV, 870, 5 KW/1 KW	(DA-N), TALK	,	\$110.00* (----)		Ron Beaton
KIIS, 1150, 5 KW	(DA-N), CHR	,	\$ N/A (Mc-Guild)	Gannett	Wally Clark
KLAC, 570, 5 KW	(DA-N), COUNTRY	ABC-D,	\$135.00* (Eastman)	Malrite	Norm Epstein
KMPC, 710, 50 KW/10 KW	(DA-N), NOSTALGIA	,	\$210.00 (Durpetti)	Golden West	Bill Ward
KNX, 1070, 50 KW	, NEWS	CBS,	\$270.00 (CBS)	CBS	George Nicholas
KRTH, 930, 5 KW	(DA-N), OLDIES	US1,	\$ N/A (Republic)	RKO	Ron Thompson
KSKQ, 1540, 50 KW/10 KW	(DA-D), SPANISH	,	\$ 90.00* (Caballero)	Spanish Bdest	Raul Alarcon, Jr.
KTNQ, 1020, 50 KW	(DA-2), SPANISH	,	\$ 80.00* (Caballero)	H & W	Ken Wolt
KRLA, 1110, 50 KW/10 KW	(DA-2), OLDIES	,	\$140.00* (MMR)	Greater Media	Bob Moore
KBRT, 740, 10 KW	(DAYS,DA), RELIGION	,	\$ 50.00* (----)	Crawford	Doyle Sneed
KWKW, 1300, - 5 KW/1 KW	(DA-2), SPANISH	,	\$ 85.00 (Lotus)	Lotus	Jim Kalmenson

FM STATIONS

KACE, 103.9, 1.6 KW @ 390,	BLACK	APR,	\$ 60.00* (Masla)	All-Pro	Jim Blakely
KBIG, 104.3, 105 KW @ 2890,	BTFL/EZ	,	\$260.00* (Torbet)	Bonneville	Kari Winston
KBZT, 97.1, 55 KW @ 770,	AC	,	\$200.00* (MMR)	Greater Media	Bob Moore
KFAC, 92.3, 39 KW @ 2835,	CLASSICAL	,	\$205.00 (Mc-Guild)		Ed Argow
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR,	\$ N/A (----)		Alan Bowles
KGIL, 94.3, 3 KW @ -80,	SOFT AC	,	\$ 55.00 (HNWH)	Buckley (SAN FERNANDO)	R. McGeary
KIIS, 102.7, 8 KW @ 2790,	CHR	,	\$550.00* (Mc-Guild)	Gannett	Wally Clark
KIQQ, 100.3, 5 KW @ 3060,	SOFT AC	,	\$181.00 (Select)	Outlet	Tom Mosher
KJLH, 102.3, 3 KW @ 300,	BLACK	,	\$ 70.00* (Weiss)	(COMPTON)	Jim Maddox
KJOI, 98.7, 75 KW @ 1180,	BTFL/EZ	,	\$240.00* (MMR)	Noble	Bob Griffith
KKGO, 105.1, 18 KW @ 2900,	JAZZ	APR,	\$ N/A (Select)		Saul Levine
KKHR, 93.1, 54 KW @ 2870,	CHR	CBS-R,	\$170.00* (CBS)	CBS	Bob Nelson
KLOS, 95.5, 63 KW @ 3129,	AOR	ABC-R,	\$300.00* (Katz)	Cap Cities/ABC	Bill Sommers
KLVE, 107.5, 34 KW @ 2800,	SPANISH	,	\$ N/A (Caballero)	H & W	Ken Wolt
KMET, 94.7, 58 KW @ 2835,	AOR	,	\$270.00* (Blair)	Metromedia	Howard Bloom
KOST, 103.5, 13 KW @ 3100,	AC	,	\$230.00* (Christal)	Cox	Don Dalton
KPWR, 105.9, 72 KW @ 770,	URBAN/CHR	,	\$250.00* (HNWH)	Emmis	Phil Newmark
KNOB, 97.9, 79 KW @ 420,	SOFT AC	,	\$ 94.00 (Masla)	(LONG BEACH)	John Banoczi
KRTH, 101.1, 51 KW @ 3130,	AC	US2,	\$190.00* (Republic)	RKO	Pat Norman
KUTE, 101.9, .7 KW @ 2848,	URBAN/AC	,	\$100.00* (Durpetti)	Golden West	Bill Ward
KZLA, 93.9, 49 KW @ 720,	COUNTRY	,	\$130.00* (Eastman)	Malrite	Norm Epstein

MISCELLANEOUS COMMENTS

Excellent book for Soft AC... KPWR off to a great start... It is a bit sad to see the calls KHJ disappear... KFAC sold for \$34,000,000 and KROQ for \$45,000,000...

LOUISVILLE

Arbitron Rank/Pop (12+): 43/796,100

MSA Rank/Pop: 49/954,500

ADI # 49

Average Person Ratings: 15.3

Market TSL: 20.6 hours

Stations: 17/17

Diaries: 1333/597:1/48.0%

Sample Target: 1200

Standard Error: .529

% Below Line: 0

% Not Listed: 7.1

1985 Revenue: \$17,900,000

HH Inc.: \$28,837

Retail \$: 5.7 Bil

Pop per Station: 46,829

#1 Biller: WHAS

\$4,200,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85
1. WHAS	151/12.4	15.3	---	12.4	15.1
2. WAMZ-F	149/12.2	11.4	---	14.0	11.1
3. WRKA-F	108/ 8.8	8.9	---	5.0	3.9
4. WQMF-F	107/ 8.8	8.5	---	8.6	11.2
5. WVEZ-F	92/ 7.5	7.7	---	5.6	9.1
6. WLRS-F	89/ 7.3	9.0	---	11.9	9.8
7. WAVG	88/ 7.2	6.8	---	5.5	5.8
8. WDJX-F	76/ 6.2	5.8	---	4.1	4.7
9. WJYL-F	63/ 5.2	4.2	---	4.3	3.5
WLOU	63/ 5.2	4.9	---	8.4	6.2
11. WAKY	45/ 3.7	2.9	---	2.9	2.6
12. WCII	33/ 2.7	4.0	---	4.5	5.4
13. WXVW	29/ 2.4	1.4	---	2.0	1.9
14.					
15.					
16.					
17.					
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19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WAMZ-F	276/2987
2. WHAS	225/3684
3. WDJX-F	154/2188
4. WQMF-F	144/2131
5. WVEZ-F	113/1418
6. WRKA-F	108/1387
7. WLRS-F	92/1843
8. WAVG	88/1274
9. WJYL-F	65/ 887
10. WLOU	64/ 660
11. WAKY	55/ 875
12. WCII	33/ 637
13. WXVW	29/ 420
14.	
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22.	
23.	
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25.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	85	85
1. WHAS	2527/31.7	28.4	28.4
2. WAMZ-F	1861/23.4	23.6	21.1
3. WLRS-F	1747/21.9	22.6	27.1
4. WQMF-F	1442/18.1	18.8	18.7
5. WRKA-F	1373/17.2	19.0	16.6
6. WDJX-F	1361/17.1	16.1	16.7
7. WVEZ-F	1203/15.1	12.4	12.7
8. WAVG	1194/15.0	13.7	13.4
9. WJYL-F	872/11.0	9.8	9.3
10. WAKY	761/ 9.6	9.5	10.5
11. WLOU	653/ 8.2	9.2	11.2
12. WCII	589/ 7.4	9.7	9.4
13. WXVW	420/ 5.3	4.7	4.4
14.			
15.			
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22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 61.50% (698 of 1135) (WIN 85: 57.98%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDJX-F	1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS	1. WHAS	1. WAMZ-F	1. WAMZ-F	1. WHAS	1. WAMZ-F
2. WLRS-F	2. WRKA-F	2. WRKA-F	2. WRKA-F	2. WRKA-F	2. WHAS	2. WAMZ-F	2. WRKA-F	2. WHAS	2. WAMZ-F	2. WHAS
3. WQMF-F	3. WAMZ-F	3. WQMF-F	3. WHAS	3. WRKA-F	3. WVEZ-F	3. WRKA-F	3. WVEZ-F	3. WQMF-F	3. WQMF-F	3. WQMF-F
4. WLOU	4. WLRS-F	4. WHAS	4. WQMF-F	4. WQMF-F	4. WAVG	4. WQMF-F	4. WQMF-F	4. WRKA-F	4. WLRS-F	4. WJYL-F
5. WAMZ-F	5. WJYL-F	5. WLRS-F	5. WJYL-F	5. WVEZ-F	5. WRKA-F	5. WAVG	5. WHAS	5. WLRS-F	5. WAVG	5. WVEZ-F
6.	6. WDJX-F	6. WJYL-F	6. WVEZ-F	6. WJYL-F	6. WAKY	6. WVEZ-F	6. WLRS-F	6. WVEZ-F	6. WDJX-F	6. WRKA-F
7.	7.	7.	7. WLRS-F	7.	7.	7.	7.	7.	7.	7. WLRS-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLRS-F	1. WRKA-F	1. WRKA-F	1. WAMZ-F	1. WAMZ-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WAMZ-F
2. WRKA-F	2. WAMZ-F	2. WAMZ-F	2. WRKA-F	2. WHAS	2. WAMZ-F	2. WRKA-F	2. WRKA-F	2. WAMZ-F	2. WHAS
3. WDJX-F	3. WLRS-F	3. WHAS	3. WHAS	3. WRKA-F	3. WLRS-F	3. WAMZ-F	3. WHAS	3. WRKA-F	3. WRKA-F
4. WAMZ-F	4. WDJX-F	4. WLRS-F	4. WLRS-F	4. WVEZ-F	4. WJYL-F	4.	4. WAMZ-F	4. WHAS	4. WQMF-F
5. WQMF-F	5. WQMF-F	5. WJYL-F	5. WDJX-F	5. WLRS-F	5.	5.	5. WJYL-F	5. WJYL-F	5. WJYL-F
6.	6. WJYL-F	6. WDJX-F	6. WVEZ-F	6. WAVG	6.	6.	6. WDJX-F	6. WLRS	6. WAKY
7.	7.	7. WQMF-F	7. WJYL-F	7.	7.	7.	7. WLRS-F	7.	7.
8.	8.	8. WLOU	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		165 (2)	165 (2)	14.5	15.3	WOGS	1290	New Albany, IN	.5/1.7
AOR		107 (1)	107 (1)	9.4	11.8	WFIA	900	Louisville	.8/1.9
AC/OLDIES/SOFT ROCK	45 (1)	108 (1)	153 (2)	13.5	6.8	WTMT	620	Louisville	1.0/1.8
MOR/VARIETY	239 (2)		239 (2)	21.1	22.1	WXLN-F	103.9	Louisville	1.1/3.4
COUNTRY	45 (2)	149 (1)	194 (3)	17.1	18.6				
BLACK/URBAN	69 (2)	63 (1)	132 (3)	11.6	10.2				
BTFM MUSIC/EZ		92 (1)	92 (1)	8.1	9.6				
NEWS/TALK									
NOSTALGIA	29 (1)		29 (1)	2.6	2.0				
RELIGION/GOSPEL	10 (1)	14 (1)	24 (2)	2.1	3.7				
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS									
			1135 (17)						

RADIO STATIONS

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), OLDIES	MBS, \$ 45.00* (Katz)	Federal	Joe McDevitt
WAVG, 970, 5 KW (DA-2), MOR	US2, NBC-T, \$ 43.00 (Select)		Ed Henson
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	CBS, \$ 80.00 (Eastman)	Great Trails	Tom Perryman
WDGS, 1290, 500 W/1 KW (DA-2), BLACK	NBN, \$ 20.00 (Masla)		Archie Dale
WFIA, 900, 1 KW (DAYS), RELIGION	, \$ 14.00 (----)		Ricnard Lee
WHAS, 840, 50 KW, MOR	ABC-I, \$ 95.00* (Christal)		Bob Scherer
WLLV, 1240, 1 KW/250 W, GOSPEL(?)	, \$ 17.00 (Roslin)		Tom Duffy
WLOU, 1350, 5 KW/500 W (DA-N), BLACK	NBN, \$ 50.00 (MMR)		Charles Mootry
WTMT, 620, 500 (DA-2), COUNTRY	, \$ 17.00 (Masla)		Lee Stinson
WXVW, 1450, 1 KW, NOSTALGIA	MBS, \$ 34.00 (Regional)		Charles Jenkins

FM STATIONS

WAMZ, 97.5, 100 KW @ 505, COUNTRY	, \$110.00* (Christal)		Bob Scherer
WDJX, 99.7, 20 KW @ 720, CHR	CBS-R, \$ 80.00* (Eastman)	Great Trails	Tom Perryman
WJYL, 101.7, 3 KW @ 300, URBAN	, \$ 40.00* (----)	Inter-Urban	
WLRS, 102.3, 3 KW @ 300, CHR	ABC-R, \$ 50.00 (Select)		Louisa Henson
WQMF, 95.7, 34 KW @ 580, AOR	Source, \$ 70.00 (Torbet)		John Page Otting
WRKA, 103.1, 3 KW @ 300, AC	ABC-D, \$ 60.00* (Blair)	Capital-Johnson	
WVEZ, 106.9, 25 KW @ 670, SOFT AC	, \$ 55.00* (Katz)	Federal	Joe McDevitt
WXLN, 103.9, 3 KW @ 300, RELIGION	ABC-C, \$ 18.00 (----)		Ricnard Lee

MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,557,000

MSA Rank/Pop: MIA-24/1,774,000  
 FT L-42/1,120,500  
 ADI # 14

Average Person Ratings: 20.5  
 Market TSL: 27.0 hours

Stations: 35/34  
 Diaries: 2887/886:1/41.8%  
 Sample Target: 2510  
 Standard Error: .391  
 % Below Line: 0.4  
 % Not Listed: 5.3

1985 Revenue: \$83,500,000  
 HH Inc.: \$29,381  
 Retail \$: 22.8 Bil  
 Pop per Station: 75,206  
 #1 Biller: WHYI-F  
 \$8,700,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WLYF-F	467/8.9	7.4	---	8.1	9.4	1. WLYF-F	499/4520	1. WHYI-F	4714/18.4	18.1	22.3
2. WSHE-F	314/6.0	5.6	---	6.3	4.8	2. WSHE-F	389/3714	2. WLYF-F	4025/15.7	13.8	16.3
3. WQBA	301/5.7	5.7	---	5.7	5.7	3. WHYI-F	346/5635	3. WINZ-F	3632/14.2	14.7	19.1
4. WHYI-F	299/5.7	5.1	---	7.3	6.6	4. WQBA	305/2129	4. WAXY-F	3087/12.1	13.5	11.7
5. WINZ	217/4.1	3.4	---	3.5	3.0	5. WINZ	225/3058	5. WSHE-F	3056/12.0	11.5	12.8
6. WAXY-F	211/4.0	4.3	---	2.7	4.4	WAXY-F	225/3342	6. WINZ	2856/11.2	10.0	10.6
7. WEDR-F	201/3.8	4.2	---	3.5	2.7	7. WJQY-F	220/2697	7. WLVE-F	2564/10.0	10.4	10.8
8. WJQY-F	200/3.8	4.2	---	4.0	4.4	8. WHQT-F	208/2657	8. WHQT-F	2420/ 9.5	10.2	10.9
9. WCMQ-F	187/3.6	4.0	---	2.0	2.9	9. WEAT-F	205/2129	9. WJQY-F	2386/ 9.3	9.8	9.6
10. WKQS-F	183/3.5	3.4	---	3.1	3.7	10. WEDR-F	201/1961	10. WIOD	2341/ 9.2	12.9	10.4
11. WINZ-F	181/3.5	3.5	---	5.2	5.0	11. WKQS-F	196/2280	11. WNWS	2232/ 8.7	9.3	9.4
WAQI	181/3.5	1.8	---	1.8	1.4	12. WAQI	188/1397	12. WQBA	2103/ 8.2	9.6	8.2
13. WHQT-F	173/3.3	3.9	---	3.9	4.5	13. WCMQ-F	187/1848	13. WKQS-F	2021/ 7.9	8.8	7.2
14. WRHC	167/3.2	2.9	---	3.1	2.5	14. WINZ-F	185/3824	14. WEDR-F	1961/ 7.7	8.0	7.9
15. WNWS	162/3.1	3.9	---	3.3	3.3	15. WIOD	179/2720	15. WCJX-F	1947/ 7.6	8.8	----
16. WIOD	161/3.1	3.3	---	3.4	3.9	16. WNWS	172/2466	16. WCMQ-F	1848/ 7.2	7.6	4.9
17. WQBA-F	141/2.7	2.2	---	2.3	2.3	17. WRHC	167/1323	17. WAIA-F	1812/ 7.1	7.4	9.3
18. WLVE-F	132/2.5	2.9	---	3.2	3.1	18. WQBA-F	142/1581	18. WMXJ-F	1700/ 6.6	6.1	4.9
19. WAIA-F	119/2.3	2.3	---	2.6		19. WLVE-F	139/2811	19. WTMI-F	1543/ 6.0	7.4	6.5
20. WTMI-F	113/2.2	2.2	---	2.6	2.8	20. WAIA-F	137/2104	20. WQBA-F	1535/ 6.0	6.9	6.4
21. WMXJ-F	109/2.1	1.8	---	1.3	1.4	21. WTMI-F	134/1785	21. WAQI	1357/ 5.3	4.8	7.3
22. WKAT	99/1.9	1.6	---	1.2	1.3	22. WMXJ-F	120/2095	22. WRHC	1232/ 4.8	4.5	4.3
23. WCMQ	89/1.7	2.5	---	2.7	1.3	23. WCJX-F	114/2386	23. WKAT	1182/ 4.6	4.7	3.8
24. WCJX-F	80/1.5	2.0	---	---	---	24. WKAT	102/1228	24. WFTL	933/ 3.6	3.2	2.7
25. WFTL	75/1.4	1.3	---	1.0	1.6	25. WCMQ	89/ 723	25. WQAM	885/ 3.5	3.7	2.8

12+ FM SHARE (METRO): 63.37% (3149 of 4969) (WIN 85: 64.79%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYI-F	1. WSHE-F	1. WSHE-F	1. WAXY-F	1. WAXY-F	1. WLYF-F	1. WQBA	1. WLYF-F	1. WLYF-F	1. WINZ	1. WLYF-F
2. WCJX-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WLYF-F	2. WQBA	2. WLYF-F	2. WSHE-F	2. WSHE-F	2. WHYI-F	2. WSHE-F
WEDR-F	3. WAXY-F	3. WAXY-F	3. WSHE-F	3. WHYI-F	3. WAQI	3. WHYI-F	3. WQBA	3. WHYI-F	3. WSHE-F	3. WHYI-F
WHQT-F	4. WHQT-F	4. WEDR-F	4. WCMQ-F	4. WCMQ-F	4. WJQY-F	4. WINZ	4. WJQY-F	4. WQBA	4. WLYF-F	4. WEDR-F
5. WSHE-F	5. WEDR-F	5. WCMQ-F	5. WLYF-F	5. WSHE-F	5. WCMQ-F	5. WSHE-F	5. WHYI-F	5. WJQY-F	5. WHQT-F	5. WKQS-F
6. WINZ-F	6. WINZ-F	6. WHQT-F	6. WJQY-F	6. WJQY-F	6. WRHC	6. WAXY-F	6. WAXY-F	6. WAXY-F	6. WEDR-F	6. WQBA
7.	7. WLVE-F	7. WLYF-F	7. WKQS-F	7. WKQS-F	7. WKQS-F	7. WAQI	7. WRHC	7. WKQS-F	7. WCMQ-F	7. WCMQ-F
8.	8. WMXJ-F	8. WJQY-F	8. WEDR-F	8. WQBA	8. WIOD	8. WIOD	8. WKQS-F	8. WINZ-F	8. WQBA	8. WAXY-F
9.	9.	9.	9. WLVE-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WLYF-F	1. WSHE-F	1. WSHE-F	1. WSHE-F	1. WSHE-F	1. WSHE-F
2. WSHE-F	2. WSHE-F	2. WLVE-F	2. WAXY-F	2. WCMQ-F	2. WHQT-F	2. WHYI-F	2. WAXY-F	2. WAXY-F	2. WAXY-F
3. WHQT-F	3. WEDR-F	3. WAXY-F	3. WCMQ-F	3. WHYI-F	3. WEDR-F	3. WAXY-F	3. WHYI-F	WHYI-F	3. WKQS-F
4. WEDR-F	4. WHQT-F	4. WEDR-F	4. WJQY-F	4. WAXY-F	4. WHYI-F	4. WHQT-F	4. WCMQ-F	4. WEDR-F	4. WHYI
5. WAXY-F	5. WAXY-F	5. WSHE-F	5. WEDR-F	5. WJQY-F	5. WINZ-F	5. WEDR-F	5. WKQS-F	5. WHQT-F	5. WQBA
WAIA-F	6. WLVE-F	6. WINZ-F	WSHE-F	6. WLVE-F	6.	6. WINZ-F	6. WMXJ-F	6. WKQS-F	6. WCMQ-F
7. WMXJ-F	7. WMXJ-F	7. WMXJ-F	7. WLVE-F	7. WEDR-F	7.	7.	7. WLVE-F	7. WINZ-F	7. WLYF-F
8. WINZ-F	WINZ-F	WCMQ-F	8. WHQT-F	8. WKQS-F	8.	8.	WEDR-F	8. WCMQ-F	8. WIOD
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		560 (3)	560 (3)	11.3	12.3	WBSS	980	Pompano Beach	.3/1.2
AOR		314 (1)	314 (1)	6.3	5.1	WEXY	1520	Oakland Park	.7/1.4
AC/OLDIES/SOFT ROCK MOR/VARIETY	18 (1)	771 (5)	789 (6)	15.9	12.6	WMBM	1490	Miami Beach	.8/2.0
					2.0	WOCN	1450	Miami	1.0/2.3
						WQAM	560	Miami	1.3/3.5
COUNTRY	66 (1)	183 (1)	249 (2)	5.0	4.9	WRBD	1470	Pompano Beach	.9/2.7
BLACK/URBAN	48 (1)	392 (3)	440 (4)	8.9	8.9	WTHM-F	98.3	Goulds	.3/1.3
BTFL MUSIC/EZ		488 (2)	488 (2)	9.8	15.4	WVCG	1080	Coral Gables	.6/1.4
NEWS/TALK	540 (3)		540 (3)	10.9	12.3	WSUA	1260	Miami	1.4/3.1
NOSTALGIA	174 (2)		174 (2)	3.5	2.7	WEAT-F	104.5	West Palm Beach	.4/1.5
RELIGION/GOSPEL	111 (3)		111 (3)	2.2	1.3				
SPANISH	863 (6)	328 (2)	1191 (8)	24.0	19.7				
CLASSICAL		113 (1)	113 (1)	2.3	3.0				
UNKNOWN/OTHERS									
			4969 (35)						

### RADIO STATIONS

#### AM STATIONS

WAQI, 710, 50 KW	(DA-2), SPANISH				\$ N/A (----)			
WCMQ, 1210, 25 KW/2.5 KW	(DA-2), SPANISH				\$ N/A (MMR)			Herb Dolgoff
WINZ, 940, 50 KW/25 KW	(DA-2), NEWS				CBS, \$105.00* (Katz)	Guy Gannett		Gary Lawrence
WIOD, 610, 10 KW	(DA-2), NEWS/TALK				NBC,ABC-I, \$ 95.00* (Christal)	Cox		
WKAT, 1360, 10 KW/1 KW	(DA-2), NOSTALGIA				ABC-D, \$ 50.00 (P/W)			Howard Premer
WLQY, 1320, 5 KW	(DA-2), NOSTALGIA				\$ 45.00* (----)		(HOLLYWOOD)	
WMBM, 1490, 1 KW	GOSPEL				NBN, \$ 40.00 (Masla)			Ed Margolis
WNWS, 790, 25 KW	(DA-2), NEWS/TALK				ABC-E, \$ 80.00 (Blair)	Jeff-Pilot		Dennis Collins
WOCN, 1450, 1 KW	SPANISH				\$ 55.00* (Lotus)			Maria Perez-Roura
WQAM, 560, 5 KW/1 KW	COUNTRY				NBC, \$ 60.00* (HNWH)	Sunshine		Jeff Greenhawt
WQBA, 1140, 50 KW/10 KW	(DA-2), SPANISH				\$ 120.00* (Eastman)	Susquehanna		George Hyde
WRBD, 1470, 5 KW/2.5 KW	BLACK				NBN, \$ 43.00 (Select)	Sconnix		Jim Butler
WRHC, 1550, 10 KW/500 W	(DA-2), SPANISH				\$ 85.00* (Savalli)			Salavador Lew
WSUA, 1260, 5 KW	(DA-2), SPANISH				\$ 55.00 (Caballero)			Enrique Landin
WVCG, 1080, 50 KW/10 KW	(DA-2), RELIGION				\$ 30.00 (----)	Statewide		Tony Lupo

#### FM STATIONS

WAIA, 97.3, 98 KW @ 790, AC					\$ 95.00* (Christal)			
WAXY, 105.9, 100 KW @ 1049, AC/OLDIES					US1, \$130.00* (Republic)	RKO		Doug Donoho
WCJX, 96.3, 100 KW @ 1006, CHR					\$ N/A (Weiss)	Beasley		
WCMQ, 92.3, 3 KW @ 300, SPANISH					\$ 70.00* (MMR)			Herb Dolgoff
WEDR, 99.1, 70 KW @ 175, BLACK					NBN, \$ 93.00* (----)	Rivers		Jerry Rushin
WHQT, 105.1, 100 KW @ 600, URBAN/CHR					ABC-F, \$105.00* (MMR)	EZ		Chuck Goldmark
WHYI, 100.7, 100 KW @ 1000, CHR					ABC-C, \$160.00* (Mc-Guild)	Metroplex		Dave Ross
WINZ, 94.9, 96 KW @ 1010, CHR					\$ 126.00* (Katz)	Guy Gannett		Gary Lawrence
WJQY, 106.7, 100 KW @ 1024, SOFT AC					\$ 125.00* (Masla)	Amaturo		Skip Schmidt
WKQS, 99.9, 100 KW @ 930, COUNTRY					US2, \$ 74.00* (HNWH)	Sunshine		Jeff Greenhawt
WLVE, 93.9, 96 KW @ 1006, AC					MBS, \$ 90.00* (Torbet)	Gilmore		Dean Goodman
WLYF, 101.5, 100 KW @ 813, BTFL/EZ					\$ 135.00* (Blair)	Jeff-Pilot		Dennis Collins
WMXJ, 102.7, 100 KW @ 345, AC					ABC-C, \$ 70.00* (Select)	Sconnix		Jim Butler
WQBA, 107.5, 100 KW @ 500, SPANISH					\$ 65.00* (Eastman)	Susquehanna		George Hyde
WSHE, 103.5, 100 KW @ 600, AOR					Source,ABC-R, \$130.00* (Eastman)	TK		Charles Bortnick
WTMI, 93.1, 96 KW @ 1006, CLASSICAL					\$ 68.00* (CMBS)	Tanger		Sam Rosenblatt

#### MISCELLANEOUS COMMENTS

WSUA was flagged for a special station activity...

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,843,600  
 MSA Rank/Pop: 15/2,240,700  
 ADI # 16  
 Average Person Ratings: 16.8  
 Market TSL: 21.9 hours

Stations: 19/19  
 Diaries: 2383/7741:1/57.0%  
 Sample Target: 1660  
 Standard Error: .402  
 % Below Line: 0  
 % Not Listed: 12.9

1985 Revenue: \$58,300,00  
 HH Inc.: \$35,403  
 Retail \$: 16.3 Bil  
 Pop per Station: 97,032  
 #1 Biller: WCCO  
 \$16,200,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WCCO	557/18.0	18.5	---	22.5	---	1. WCCO	809/10026	1. WCCO	6736/36.5	37.2	41.6
2. KSTP-F	341/11.0	10.4	---	9.9	---	2. KSTP-F	415/ 5252	2. KSTP-F	4379/23.8	23.1	23.4
3. KQRS-F+	262/ 8.5	9.0	---	7.1	---	3. KQRS-F+	314/ 4477	3. WLOL-F	4286/23.2	24.7	25.7
4. WAYL-F	244/ 7.9	7.0	---	7.0	---	4. WAYL-F	285/ 2885	4. KQRS-F+	3453/18.7	20.5	18.2
5. WLOL-F	227/ 7.3	8.6	---	9.4	---	5. WLOL-F	269/ 4986	5. KDWB-F	3430/18.6	21.4	21.7
6. KEEY-F	184/ 5.9	6.1	---	5.2	---	6. KEEY-F	230/ 3273	6. KEEY-F	2668/14.5	15.7	13.1
7. KDWB-F	182/ 5.9	5.5	---	7.0	---	7. KDWB-F	224/ 4239	7. WAYL-F	2432/13.2	13.5	13.9
8. KTCZ-F	139/ 4.5	2.7	---	4.2	---	8. KTCZ-F	140/ 1854	8. KSTP	1848/10.0	10.1	9.1
9. KJJO-F	99/ 3.2	3.2	---	2.3	---	9. KJJO-F	118/ 2146	9. KTCZ-F	1807/ 9.8	6.9	9.7
10. KSTP	96/ 3.1	4.0	---	2.7	---	10. WLTE-F	101/ 2106	10. KJJO-F	1793/ 9.7	10.6	6.5
11. KMGW-F	88/ 2.8	2.0	---	2.1	---	11. KSTP	100/ 2060	11. WLTE-F	1712/ 9.3	11.4	11.3
12. WLTE-F	81/ 2.6	3.8	---	3.7	---	12. KMGW-F	92/ 1352	12. WDGY	1382/ 7.5	9.0	10.5
13. WDGY	71/ 2.3	3.3	---	3.3	---	13. WDGY	91/ 1891	13. KMGW-F	1329/ 7.2	6.7	6.3
14. KLBB	46/ 1.5	1.5	---	1.6	---	14. KLBB	46/ 605	14. KDWB	1154/ 6.3	6.7	5.3
15. KDWB	36/ 1.2	1.0	---	.9	---	15. KDWB	45/ 1488	15. KLBB	605/ 3.3	3.2	3.3
16.						16.		16.			
17.						17.		17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 68.13% (1836 of 2695) (WIN 85: N/A)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDWB-F	1. KQRS-F+	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. WLOL-F	2. KSTP-F	2. KQRS-F+	2. WCCO	2. WCCO	2. KSTP-F	2. KSTP-F	2. WAYL-F	2. KSTP-F	2. KQRS-F+	2. KSTP-F
3. KQRS-F	3. WLOL-F	3. WCCO	3. KEEY-F	3. KEEY-F	3. WAYL-F	3. WLOL-F	3. KSTP-F	3. KQRS-F+	3. KDWB-F	3. WAYL-F
4.	4. KTCZ-F	4. WLOL-F	4. WAYL-F	4. WAYL-F	4. KEEY-F	4. KQRS-F+	4. KQRS-F+	4. KDWB-F+	4. WLOL-F	4. KEEY-F
5.	5. KDWB-F	5. KEEY-F	5. WLOL-F	5. WLOL-F	5. KMGW-F	5. KDWB-F+	5. KEEY-F	5. WAYL-F	5. KTCZ-F	5. KQRS-F+
6.	6. KEEY-F	6. KTCZ-F	6. KTCZ-F	6. KTCZ-F	6. WDGY	6. WAYL-F	6. WLOL-F	6. WLOL-F	6. KSTP	6. WLOL-F
7.	7. KJJO-F	7. KDWB-F	7. KQRS-F+	7. KQRS-F+	7. KSTP	7. KEEY-F	7. KTCZ-F	7. KEEY-F	7. WAYL-F	7. KDWB-F
8.	WCCO	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLOL-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. KQRS-F+	1. KQRS-F+	1. KSTP-F	1. KQRS-F+	1. KSTP-F
2. KQRS-F+	2. WLOL-F	2. WLOL-F	2. WLOL-F	2. WCCO	2. KTCZ-F	2. KSTP-F	2. KQRS-F+	2. KSTP-F	2. WCCO
3. KDWB-F	3. KQRS-F+	3. KTCZ-F	3. WCCO	3. WAYL-F	3. WLOL-F	3. KTCZ-F	3. KTCZ-F	3. WCCO	3. KQRS-F+
4. KSTP-F	4. KDWB-F	4. WLOL-F	4. KEEY-F	4. KEEY-F	4. KDWB-F	4. WLOL-F	4. WLOL-F	4. KTCZ-F	4. KEEY-F
5. KEEY-F	5. KTCZ-F	5. WCCO	5. KQRS-F+	5. WLOL-F	5. KJJO-F	5. KJJO-F	5. KEEY-F	5. KEEY-F	5. WAYL-F
6. KTCZ-F	6. KEEY-F	6. KEEY-F	6. WAYL-F	6. KMGW-F	6.	6. KDWB-F	6. WCCO	6. WLOL-F	6. KTCZ-F
7.	7. WLTE-F	7. KDWB-F	7. KDWB-F	7. KTCZ-F	7.	7. KEEY-F	7. KSTP	7. KJJO-F	7. KSTP
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	36 (1)	409 (2)	445 (3)	16.5		KJJO	950	St. Louis Park	.4/1.8
AOR	11 (1)	390 (2)	401 (3)	14.9		KMFY	980	Richfield	.5/2.1
AC/OLDIES/SOFT ROCK	11 (1)	609 (4)	620 (5)	23.0		KTCJ	690	Minneapolis	.5/ .9
MOR/VARIETY	572 (2)		572 (2)	21.2					
COUNTRY	71 (1)	184 (1)	255 (2)	9.5					
BLACK/URBAN									
BTFL MUSIC/EZ		244 (1)	244 (1)	9.1					
NEWS/TALK	96 (1)		96 (1)	3.6					
NOSTALGIA	46 (1)		46 (1)	1.7					
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS	16 (1)		16 (1)	0.6					
			2695 (19)						

### RADIO STATIONS

#### AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), CHR					\$ N/A (Mc-Guild)		Louis Brown
KJJO, 950, 1 KW (DA-2), OLDIES	ABC-E,				\$ N/A (Eastman)	Park	Mike Waggoner
KLBB, 1400, 1 KW, NOSTALGIA	ABC-D,				\$ 37.00 (Roslin)		Bruce Markman
KMFY, 980, 5 KW (DA-1), MOR					\$ N/A (Republic)	Entercom	Peg Dempsey
KQRS, 1440, 5 KW/500 W (DA-N), AOR					\$ N/A (Torbet)	Cap Cities/ABC	Mark Steinmetz
KSTP, 1500, 50 KW (DA-N), NEWS/TALK	ABC-I, NBC-T, ABC-T,				\$ 65.00* (Christal)	Hubbard	Scott Meier
KTCJ, 690, 500 W (DAYS), JAZZ					\$ N/A (Select)	Parker	Judy Balch
KUXL, 1570, 2.5 KW (DAYS), RELIGION					\$ 17.00 (Radio Spot)	Universal	John McCoolley
WCCO, 830, 50 KW, MOR	CBS,				\$ 220.00 (CBS)		Clay Kaufman
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY					\$ 70.00* (Katz)	Malrite	Gary Swartz
WMIN, 1010, 250 W (DAYS, DA), VARIETY					\$ 18.00 (Pates)		Greg Borgen
WTCN, 1220, 5 KW (DAYS), OLDIES					\$ 18.00 (----)	(STILLWATER)	Doug Macleod
WUTC, 1280, 5 KW (DA-N), WEATHER					\$ 25.00 (Masla)		Sam Sherwood

#### FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR					\$ 85.00* (Mc-Guild)		Lou Buron
KEEY, 102.1, 100 KW @ 820, COUNTRY					\$ 105.00* (Katz)	Malrite	Gary Swartz
KJJO, 104.1, 98 KW @ 1050, OLDIES	ABC-E,				\$ 55.00* (Eastman)	Park	Mike Waggoner
KQRS, 92.5, 50 KW @ 822, AOR	ABC-R,				\$ 95.00* (Torbet)	Cap Cities/ABC	Mike Steinmetz
KMGW, 107.9, 57 KW @ 400, SOFT AC					\$ 45.00* (MMR)	Sunbelt	
KSTP, 94.5, 100 KW @ 1250, AC					\$ 150.00* (Christal)	Hubbard	John Mayasich
KTCZ, 97.1, 100 KW @ 285, AOR					\$ 70.00* (Select)	Parker	Judy Balch
WAYL, 93.7, 50 KW @ 822, BTFL/EZ					\$ 85.00* (Republic)	Entercom	Peg Dempsey
WLOL, 99.5, 50 KW @ 844, CHR					\$ 130.00* (HNWH)	Emmis	Stuart Layne
WLTE, 102.9, 100 KW @ 1304, AC	CBS-R,				\$ 75.00* (CBS)		Rand Gottlieb

#### MISCELLANEOUS COMMENTS

This is the first Winter book for this market.

NEW YORK

Arbitron Rank/Pop (12+): 1/13,859,000

Stations: 41/41  
Diaries: 4399/3151:1/40.5%  
Sample Target: 4000  
Standard Error: .323  
% Below Line: 0  
% Not Listed: 10.6

1985 Revenue: \$226,500,000  
HH Inc.: \$31,053  
Retail \$: 87.2 Bil  
Pop per Station: 338,046  
#1 Biller: WINS  
\$21,000,000

MSA Rank/Pop: 1/8,311,600  
ADI # 1  
Average Person Ratings: 19.7  
Market TSL: 25.5 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85
1. WHTZ-F**1669/6.1	5.5	5.9	6.0	5.7	1. WHTZ-F**1728/25582	1. WPLJ-F	25355/18.3	18.6	17.4	
2. WRKS-F 1515/5.6	5.5	6.0	5.4	6.0	2. WOR 1600/19282	2. WHTZ-F**24825/17.9	17.1	17.6		
3. WPLJ-F 1511/5.5	6.0	5.6	5.1	4.8	3. WPLJ-F 1584/26743	3. WINS 24793/17.9	18.0	17.0		
4. WOR 1404/5.2	5.2	4.0	5.0	4.8	4. WRKS-F 1539/17310	4. WCBS 19755/14.3	14.4	13.7		
5. WINS 1282/4.7	4.5	4.0	4.2	4.2	5. WINS 1290/25216	5. WOR 17145/12.4	11.4	11.2		
6. WBLS-F 1096/4.0	4.7	3.8	3.3	3.5	6. WCBS 1121/22284	6. WRKS-F 16694/12.0	12.6	12.1		
7. WLTW-F 1026/3.8	4.5	3.0	3.1	3.0	7. WBLS-F 1119/15064	7. WNEW-F 15742/11.4	11.2	11.3		
8. WCBS-F 1011/3.7	3.6	3.6	3.5	3.6	8. WLTW-F 1051/14762	8. WCBS-F 15078/10.9	9.5	10.2		
9. WNEW-F 996/3.7	4.1	3.5	4.3	4.1	9. WPAT-F 1039/11061	9. WBLS-F 14589/10.5	11.6	9.2		
10. WRFM-F 957/3.5	3.1	3.5	3.0	3.8	10. WNEW-F 1038/16290	10. WLTW-F 14234/10.3	11.4	8.1		
11. WPAT-F 944/3.5	3.4	2.6	3.6	3.3	11. WRFM-F 985/11806	11. WABC 13492/ 9.7	9.5	10.9		
12. WCBS-F 936/3.4	2.8	3.3	3.3	2.9	12. WCBS-F 978/15872	12. WXRK-F 12740/ 9.2	8.5	9.6		
13. WNEW 792/2.9	3.0	2.9	2.7	2.9	13. WNEW 852/10906	13. WYNY-F 11547/ 8.3	9.7	9.3		
14. WXRK-F 761/2.8	2.1	2.5	2.0	2.3	14. WXRK-F 844/13976	14. WRFM-F 11419/ 8.2	7.8	7.4		
15. WABC 759/2.8	2.6	2.8	2.8	2.6	15. WABC 828/15070	15. WNBC 11056/ 8.0	9.4	10.5		
16. WHN 608/2.2	2.2	2.8	3.1	2.2	16. WHN 699/ 9895	16. WAPP-F 10557/ 7.6	8.1	9.0		
17. WNBC 532/2.0	2.6	2.9	3.0	2.9	17. WNBC 695/13826	17. WPAT-F 10475/ 7.6	8.5	8.2		
18. WYNY-F 505/1.9	2.0	2.1	2.4	2.2	18. WYNY-F 523/12410	18. WNEW 9951/ 7.2	7.0	6.7		
19. WADO 483/1.8	1.9	1.7	1.4	2.0	19. WPIX-F 501/10017	19. WPIX-F 9600/ 6.9	7.8	6.7		
20. WPIX-F 474/1.7	2.3	1.6	1.6	2.4	20. WADO 483/ 3716	20. WHN 8320/ 6.0	6.4	9.5		
21. WSKQ 473/1.7	1.8	1.0	.8	.8	21. WSKQ 473/ 3416	21. WQXR-F+ 7361/ 5.3	5.1	4.6		
22. WAPP-F 428/1.6	1.7	1.6	1.6	1.7	22. WQXR-F+ 452/ 7949	22. WPAT 6193/ 4.5	4.0	4.7		
23. WQXR-F+ 427/1.6	1.7	1.6	1.6	1.7	23. WAPP-F 446/11118	23. WNCN-F 6164/ 4.4	3.7	3.6		
24. WNCN-F 356/1.3	1.2	1.0	1.1	1.4	24. WNCN-F 374/ 6474	24. WMCA 5673/ 4.1	3.5	3.3		
25. WKDM 355/1.3	1.1	.8	.8	.7	25. WPAT 356/ 6423	25. WADO 3716/ 2.7	3.7	---		

12+ FM SHARE (METRO): 60.29% (14689 of 24364) (WIN 85: 60.95%)

\*\* WHTZ-F was determined by Arbitron to have engaged in a "special station activity" during the rating period

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRKS-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WINS	1. WINS	1. WHTZ-F	1. WHTZ-F	1. WRKS-F	1. WHTZ-F
2. WHTZ-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WRFM-F	2. WOR	2. WLTW-F	2. WRKS-F	2. WBLS-F	2. WPLJ-F
3. WPLJ-F	3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WLTW-F	3. WOR	3. WCBS	3. WPLJ-F	3. WPLJ-F	3. WHTZ-F	3. WOR
4. WBLS-F	4. WNEW-F	4. WBLS-F	4. WLTW-F	4. WCBS-F	4. WCBS	4. WHTZ-F	4. WRKS-F	4. WOR	4. WPLJ-F	4. WRKS-F
5. WAPP-F	5. WBLS-F	5. WNEW-F	5. WBLS-F	5. WBLS-F	5. WCBS-F	5. WPLJ-F	5. WCBS-F	5. WPAT-F+	5. WNEW-F	5. WBLS-F
6. WNEW-F	6. WXRK-F	6. WLTW-F	6. WRKS-F	6. WRKS-F	6. WLTW-F	6. WRKS-F	6. WRFM-F	6. WLTW-F	6. WABC	6. WPAT-F
7. WXRK-F	7. WLTW-F	7. WCBS-F	7. WNEW-F	7. WINS	7. WNEW	7. WNBC	7. WNEW-F	7. WXRK-F	7. WINS	7. WLTW-F
8.	8. WYNY-F	8. WXRK-F	8. WINS	8. WNEW-F	8. WPAT-F	8. WBLS-F	8. WOR	8. WNEW-F	8. WRFM-F	8. WNEW-F
9.	9. WPIX-F	9. WINS	9. WXRK-F	9. WXRK-F	9. WABC	9. WXRK-F	9. WPAT-F	9. WABC	9. WLTW-F	9. WRFM-F
10.	10. WCBS-F	10. WPIX-F	10. WNBC	10. WCBS	10. WNBC	10. WNEW-F	10. WINS	10. WRFM-F	10. WCBS	10. WNEW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTZ-F	1. WHTZ-F	1. WPLJ-F	1. WHTZ-F	1. WHTZ-F	1. WRKS-F	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WNEW-F
2. WPLJ-F	2. WPLJ-F	2. WHTZ-F	2. WPLJ-F	2. WPLJ-F	2. WNEW-F	2. WXRK-F	2. WHTZ-F	2. WXRK-F	2. WCBS-F
3. WRKS-F	3. WRKS-F	3. WBLS-F	3. WRKS-F	3. WLTW-F	3. WXRK-F	3. WRKS-F	3. WHTZ-F	3. WHTZ-F	3. WHTZ-F
4. WBLS-F	4. WBLS-F	4. WRKS-F	4. WLTW-F	4. WRKS-F	4. WBLS-F	4. WHTZ-F	4. WPLJ-F	4. WRKS-F	4. WXRK-F
5. WNEW-F	5. WLTW-F	5. WLTW-F	5. WBLS-F	5. WBLS-F	5. WPLJ-F	5. WPLJ-F	5. WBLS-F	5. WPLJ-F	5. WINS
6. WLTW-F	6. WNEW-F	6. WPIX-F	6. WCBS-F	6. WCBS-F	6. WHTZ-F	6. WBLS-F	6. WRKS-F	6. WBLS-F	6. WPLJ-F
7. WPIX-F	7. WPIX-F	7. WSKQ	7. WPIX-F	7. WINS	7. WBAB-F	7. WAPP-F	7. WCBS-F	7. WCBS-F	7. WLTW-F
8. WYNY-F	8. WSKQ	8. WNEW-F	8. WNEW-F	8. WPIX-F	8. WAPP-F	8. WCBS-F	8. WLTW-F	8. WINS	8. WNBC
9. WAPP-F	9. WYNY-F	9. WYNY-F	9. WINS	9. WSKQ	9. WYNY-F	9. WLTW-F	9. WAPP-F	9. WLTW-F	9. WBLS-F
10. WLIR-F	10. WCBS-F	10. WCBS-F	10. WYNY-F	10. WOR	10. WLIR-F	10. WYNY-F	10. WINS	10. WNBC	10. WCBS



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP AOR		3812 (4)	3812 (4)	15.6	17.0	WALK-F+	97.5	Patchogue	.8/1.8
AC/OLDIES/SOFT ROCK MOR/VARIETY	558 (2)	3134 (5)	3692 (7)	15.2	16.4	WBAB-F	102.3	Babylon	.7/2.5
				----	0.9	WBLI-F	106.1	Patchogue	.7/1.9
COUNTRY	608 (1)		608 (1)	2.5	2.4	WEVD-F	97.9	New York	.4/1.5
BLACK/URBAN	829 (3)	2611 (2)	3440 (5)	14.1	12.3	WFME-F	94.7	Newark	.4/1.2
BTFL MUSIC/EZ	344 (1)	2008 (3)	2352 (4)	9.7	11.8	WHLI	1100	Hempstead	1.0/1.1
NEWS/TALK	4739 (5)		4739 (5)	19.5	18.2	WHUD-F	100.7	Peekskill	.4/1.1
NOSTALGIA		1059 (2)	1059 (2)	4.3	4.3	WJIT	1480	New York	.7/1.3
RELIGION/GOSPEL	330 (1)	122 (1)	452 (2)	1.9	1.9	WLIB	1190	New York	.9/2.1
SPANISH	1148 (3)		1148 (3)	4.7	4.5	WLIR-F	92.7	Garden City	.8/2.3
CLASSICAL	60 (1)	723 (2)	783 (3)	3.2	3.5	WMCA	570	New York	1.0/4.1
UNKNOWN/OTHERS		107 (1)	107 (1)	0.4	----	WNJR	1430	Newark	.9/1.6
						WPAT	930	Paterson	1.3/4.5
						WWRL	1600	New York	1.2/2.1
			24364 (41)						

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I,	\$210.00*	(Blair)	Cap Cities/ABC	Jim Haviland
WADO, 1280, 5 KW	(DA-1), SPANISH	, \$150.00	(----			N. Laveryne
WCBS, 880, 50 KW	, NEWS	CBS,	\$375.00	(CBS)	CBS	Jim McQuade
WHN, 1050, 50 KW	(DA-1), COUNTRY	MBS,	\$260.00	(Mc-Guild)	Emmis	Pat McNally
WINS, 1010, 50 KW	(DA-1), NEWS	ABC-D,	\$330.00*	(Select)	Westinghouse	John Waugaman
WJIT, 1480, 5 KW	(DA-2), SPANISH	, \$121.00	(Caballero)		Infinity	Frank Flores
WKDM, 1380, 5 KW	(DA-1), SPANISH	, \$ NA	(Masla)		United	J. Schweighardt
WLIB, 1190, 10 KW	(DAYS,DA), BLACK NEWS/TALK	, \$100.00	(Mc-Guild)		Inner City	Charles Warfield
WMCA, 570, 5 KW	(DA-1), TALK	APR,MBS,NBC-T,	\$120.00*	(Roslin)	Straus	Carey Davis
WNBC, 660, 50 KW	, AC	NBC,	\$325.00*	(HNWH)	NBC	John Hayes
WNEW, 1130, 50 KW	(DA-N), NOSTALGIA	, \$244.00	(Katz)		Metromedia	
WNYM, 1330, 5 KW	(DA-1), RELIGION	, \$ 50.00*	(----		Salem	J. DeYoung
WOR, 710, 50 KW	(DA-1), TALK	US2,ABC-E,	\$270.00*	(Republic)	RKO	Lee Simonson
WPAT, 930, 5 KW	(DA-2), BTFL/EZ	, \$125.00	(Christal)		Park	Gene Hobicorn
WSKQ, 620, 5 KW	(DA-2), SPANISH	, \$130.00	(Caballero)		Spanish Bdcst.	Adriano Garcia
WWDJ, 970, 5 KW	(DA-2), RELIGION	, \$ 40.00	(----			Joe Battaglia
WWRL, 1600, 5 KW	(DA-2), GOSPEL	, \$ 90.00	(Weiss)		Unity	Vince Sandero

FM STATIONS

WAPP, 103.5, 5.8 KW @ 1390	, CHR	, \$225.00	(Mc-Guild)	Emmis	Pat McNally	
WBLS, 107.5, 5.4 KW @ 1241	, BLACK	SBN,ABC-F,	\$350.00	(Mc-Guild)	Inner City	Charles Warfield
WCBS, 101.1, 4.6 KW @ 1300	, OLDIES	CBS-R,	\$300.00*	(CBS)	CBS	Nancy Widman
WEVD, 97.9, 7.6 KW @ 1220	, ETHNIC	, \$ 60.00	(----			Tom Bird
WHTZ, 100.3, 7.8 KW @ 1220	, CHR	, \$440.00*	(Eastman)	Malrite	Dean Thacker	
WLTW, 106.7, 7.6 KW @ 1220	, SOFT AC	, \$370.00*	(MMR)	Viacom	George Wolfson	
WNCN, 104.3, 7.6 KW @ 1220	, CLASSICAL	APR,	\$150.00	(CMBS)	GAF	Matthew Field
WNEW, 102.7, 7.8 KW @ 1220	, AOR	Source,	\$280.00*	(Katz)	Metromedia	M. Kakoyiannis
WNSR, 105.1, 7.8 KW @ 1220	, SOFT AC	, \$240.00*	(Torbet)	Bonneville		Mark Bench
WPAT, 93.1, 5.3 KW @ 1420	, BTFL/EZ	, \$125.00	(Christal)	Park	Gene Hobicorn	
WPIX, 101.9, 5.3 KW @ 1420	, AC	, \$190.00*	(Christal)	Tribune Co.		
WPLJ, 95.5, 7.2 KW @ 1335	, CHR	ABC-R,	\$450.00*	(Blair)	Cap Cities/ABC	Joe Parish
WQXR, 96.3, 7.8 KW @ 1220	, CLASSICAL	, \$175.00	(Mc-Guild)	New York Times		Warren Bodow
WRKS, 98.7, 7.8 KW @ 1250	, URBAN	US1,	\$270.00*	(Republic)	RKO	Barry Mayo
WXRK, 92.3, 5.4 KW @ 1200	, AOR	ABC-R,	\$230.00*	(Torbet)	Infinity	Tom Chiusano
WYNY, 97.1, 7.2 KW @ 1300	, AC	, \$270.00*	(HNWH)	NBC		John Irwin
WHUD, 100.7, 50 KW @ 500	, BTFL	, \$ 65.00	(Masla)		(PEEKSKILL)	Steve Petrone
WFME, 94.7, 38 KW @ 570	, RELIGION	, \$ N/A	(----		Family	Art Thompson

MISCELLANEOUS COMMENTS

WHTZ is one of the few stations to have an "up" book while being flagged... WRFM changed calls to WNSR in April. They also dropped BTFL/EZ for Soft AC...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,013,000

MSA Rank/Pop: 4/4,766,400

ADI # 4

Average Person Ratings: 19.2

Market TSL: 25.0 hours

Stations: 26/23

Diaries: 2920/1374:1/49.2%

Sample Target: 2440

Standard Error: .377

% Below Line: 1.5

% Not Listed: 9.8

1985 Revenue: \$95,500,000

HH Inc.: \$31,708

Retail \$: 28.6 Bil

Pop per Station: 174,478

#1 Biller: KYW

\$15,200,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WMMR-F	743/9.7	9.8	9.4	8.8	7.6	1. WMMR-F	968/11706	1. KYW	11235/28.0	27.4	26.3
2. KYW	619/8.0	7.0	7.0	6.5	7.9	2. WEAZ-F	821/ 8871	2. WMMR-F	8199/20.4	20.6	18.7
3. WUSL-F	572/7.4	6.9	7.9	7.5	6.5	3. KYW	701/12942	3. WCAU-F	6729/16.8	16.5	19.2
4. WEAZ-F	561/7.3	6.5	6.2	7.9	6.3	4. WUSL-F	627/ 6504	4. WEAZ-F	6641/16.5	16.6	16.1
5. WMGK-F	390/5.1	5.2	5.1	5.3	5.5	5. WMGK-F	440/ 7074	5. WMGK-F	5899/14.7	14.8	14.7
6. WPEN	387/5.0	5.3	4.7	4.4	6.8	6. WWDB-F	430/ 5159	6. WUSL-F	5633/14.0	14.5	16.1
7. WWDB-F	360/4.7	4.1	4.1	3.4	4.3	7. WPEN	413/ 4360	7. WCAU	5015/12.5	13.3	15.1
8. WKSZ-F	324/4.2	4.0	2.7	2.6	4.1	8. WCAU-F	403/ 8671	8. WSNI-F	4219/10.5	11.9	11.2
9. WCAU-F	324/4.2	4.2	4.7	5.7	5.2	9. WKSZ-F	369/ 5088	9. WKSZ-F	4115/10.3	10.2	7.6
10. WDAS-F	300/3.9	4.2	5.0	5.4	4.4	10. WSNI-F	355/ 5462	10. WWDB-F	4080/10.2	9.8	7.6
11. WCAU	286/3.7	3.7	5.5	4.2	4.2	WXTU-F	355/ 4035	11. WYSP-F	4065/10.1	10.7	11.6
12. WSNI-F	282/3.7	4.6	3.2	3.6	4.2	12. WYSP-F	345/ 6684	12. WPEN	3966/ 9.9	10.8	9.5
13. WIP	279/3.6	3.7	2.5	3.5	3.9	13. WCAU	327/ 6036	13. WIOQ-F	3771/ 9.4	11.4	10.7
14. WXTU-F	276/3.6	3.3	3.2	3.3	2.6	14. WIP	310/ 4217	14. WIP	3696/ 9.2	11.0	10.0
15. WIOQ-F	216/2.8	3.7	3.1	3.4	4.1	15. WDAS-F	308/ 3848	15. WZGO-F	3682/ 9.2	7.7	8.6
16. WYSP-F	215/2.8	3.0	3.1	3.0	3.2	16. WIOQ-F	277/ 4985	16. WDAS-F	3677/ 9.2	9.6	12.2
17. WZGO-F	173/2.2	2.0	3.0	2.9	2.3	17. WFLN-F	218/ 3496	17. WXTU-F	2852/ 7.1	6.1	6.1
18. WFLN-F	164/2.1	1.8	1.3	1.5	1.4	18. WZGO-F	181/ 4263	18. WFLN-F	2714/ 6.8	5.4	5.0
19. WFIL	114/1.5	1.7	2.1	2.1	2.3	19. WFIL	146/ 2947	19. WFIL	2319/ 5.8	6.4	7.4
20. WHAT	91/1.2	1.2	1.2	1.2	.8	20. WJBR-F	137/ 2049	20. WDAS	1688/ 4.2	3.3	NA
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 72.14% (5007 of 6941) (WIN 85: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WUSL-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WEAZ-F	1. KYW	1. WMMR-F	1. WMMR-F	1. WUSL-F	1. WUSL-F
2. WCAU-F	2. WUSL-F	2. WUSL-F	2. WMGK-F	2. WMGK-F	2. KYW	2. WMMR-F	2. WEAZ-F	2. WEZA-F	2. WMMR-F	2. WEAZ-F
3. WMMR-F	3. WDAS-F	3. WMGK-F	3. WSNI-F	3. WEAZ-F	3. WPEN	3. WUSL-F	3. WMGK-F	3. WUSL-F	3. WEAZ-F	3. WMMR-F
4.	4. WMGK-F	4. WDAS-F	4. WUSL-F	4. KYW	4. WXTU-F	4. WEAZ-F	4. WPEN	4. KYW	4. WWDB-F	4. KYW
5.	5. WSNI-F	5. WSNI-F	5. KYW	5. WSNI-F	5. WMGK-F	5. WIP	5. WKSZ-F	5. WPEN	5. WDAS-F	5. WCAU-F
6.	6. WIOQ-F	6. WIOQ-F	6. WKSZ-F	6. WUSL-F	6. WWDB-F	6. WCAU	6. KYW	6. WMGK-F	6. WCAU-F	6. WPEN
7.	7. WYSP-F	7. KYW	7. WEAZ-F	7. WXTU-F	7. WKSZ-F	7. WPEN	7. WUSL-F	7. WCAU-F	7. KYW	7. WMGK-F
8.	8. WCAU-F	8. WKSZ-F	WDAS-F	8. WKSZ-F	8. WCAU	8. WWDB-F	8. WWDB-F	8. WKSZ-F	8. WCAU	8. WWDB-F
9.	9. WZGO-F	9. WEAZ-F	WXTU-F	9. WDAS-F	9. WIP	9. WSNI-F	9. WSNI-F	9. WSNI-F	9. WKSZ-F	9. WDAS-F
10.	10. WKSZ-F	10. WCAU-F	10. WIOQ-F	10. WIOQ-F	10.	10. WMGK-F	10. WXTU-F	10. WWDB-F	10. WYSP-F	10. WXTU-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WUSL-F	1. WUSL-F	1. WUSL-F	1. WUSL-F	1. WMGK-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WMMR-F	2. WMMR-F	2. WMMR-F	2. WMGK-F	2. WEAZ-F	2. WUSL-F	2. WUSL-F	2. WSNI-F	2. WUSL-F	2. KYW	
3. WMGK-F	3. WMGK-F	3. WMGK-F	3. WMMR-F	3. WKSZ-F	3. WYSP-F	3. WYSP-F	3. WIOQ-F	3. WYSP-F	3. WXTU-F	
4. WDAS-F	4. WDAS-F	4. WSNI-F	4. WKSZ-F	4. WUSL-F	4. WDAS-F	4. WDAS-F	4. WDAS-F	4. WDAS-F	4. WSNI-F	
5. WCAU-F	5. WSNI-F	5. WIOQ-F	5. WDAS-F	5. WSNI-F	5.	5. WIOQ-F	5. WYSP-F	5. WSNI-F	5. WMGK-F	
6. WSNI-F	6. WCAU-F	6. WDAS-F	6. WSNI-F	KYW	6.	6. WSNI-F	6. WUSL-F	6. WIOQ-F	6. WWDB-F	
WYSP-F	7. WIOQ-F	7. WCAU-F	7. WEAZ-F	7. WMMR-F	7.	7.	7.	7. WMGK-F	7. WIOQ-F	
8. WIOQ-F	8.	8. WKSZ-F	WCAU-F	8. WDAS-F	8.	8.	8.	8. KYW	8. WEAZ-F	
9.	9.	9.	9. KYW	9.	9.	9.	9.	9. WXTU-F	9.	
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		529 (3)	529 (3)	7.6	8.5	WCOJ	1420	Coatesville, PA	.4/1.2
AOR		1174 (3)	1174 (3)	16.9	16.1	WDAS	1480	Philadelphia	1.1/4.2
AC/OLDIES/SOFT ROCK	114 (1)	1021 (4)	1135 (5)	16.4	18.2	WZZD	990	Philadelphia	.5/1.7
MOR/VARIETY	308 (2)		308 (2)	4.4	4.5				
COUNTRY		276 (1)	276 (1)	4.0	2.8	WJBR-F	99.5	Wilmington	.7/2.6
BLACK/URBAN	178 (2)	872 (2)	1050 (4)	15.1	14.0	WKXW-F	101.5	Trenton	.3/1.0
BTFL MUSIC/EZ		611 (2)	611 (2)	8.8	8.0	WPST-F	97.5	Trenton	.4/2.8
NEWS/TALK	905 (2)	360 (1)	1265 (3)	18.2	17.7				
NOSTALGIA	387 (1)		387 (1)	5.6	7.4				
RELIGION/GOSPEL	42 (1)		42 (1)	0.6	1.0				
SPANISH									
CLASSICAL		164 (1)	164 (1)	2.4	1.8				
UNKNOWN/OTHERS									
			6941 (26)						

### RADIO STATIONS

#### AM STATIONS

KYW , 1060, 50 KW	(DA-1), NEWS	NBC, \$283.00	(Select)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$180.00	(CBS)	CBS	Allan Serxner
WDAS, 1480, 5 KW/1 KW	(DA-2), BLACK	NBN, \$ 60.00*	(HNWH)	Unity	Cody Anderson
WDVT, 900, 1 KW	(DAYS,DA), TALK	MBS, \$ 43.00	(----)		Jon Harmelin
WFIL, 560, 5 KW	(DA-2), OLDIES	ABC-D, \$ 90.00*	(Eastman)	LIN	Bruce Holberg
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 64.00	(Weiss)		Art Camiolo
WIP , 610, 5 KW	(DA-1), MOR	ABC-E, \$150.00*	(Katz)	Metromedia	Michael Craven
WPEN, 950, 5 KW	(DA-N), NOSTALGIA	US2, \$170.00*	(MMR)	Greater Media	Larry Wexler
WPGR, 1540, 50 KW	(DAYS,DA), OLDIES	, \$ 75.00*	(Select)	Pyramid	Michael Marder
WTEL, 860, 10 KW	(DAYS,DA), SPANISH & RELIGION	, \$ 23.00	(Caballero)		George Hopkinson
WYIS, 690, 1 KW	(DAYS,DA), SPANISH	, \$ 35.00	(Lotus)	(PHOENIXVILLE)	Jose Rivera
WZZD, 990, 50 KW/10 KW	(DA-2), RELIGION	, \$ 45.00	(----)		Jennifer Lear

#### FM STATIONS

WCAU, 98.1, 13 KW @ 1000, CHR	CBS-R, \$219.00	(CBS)	CBS	Vince Benedict
WDAS, 105.3, 3 KW @ 870, BLACK	, \$140.00*	(HNWH)	Unity	Cody Anderson
WEAZ, 101.1, 13 KW @ 1010, BTFL/EZ	, \$310.00	(Mc-Guild)		Jim DeCaro
WFLN, 95.7, 50 KW @ 490, CLASSICAL	, \$ 85.00	(CMBS)		Harry Haas
WIOQ, 102.1, 30 KW @ 650, AOR	, \$190.00*	(Mc-Guild)	Outlet	Joseph Chairs
WKSZ, 100.3, 35 KW @ 600, AC	, \$155.00*	(Masla)	(MEDIA)	Dan Lerner
WMGK, 102.9, 50 KW @ 300, AC	, \$215.00*	(MMR)	Greater Media	Larry Wexler
WMMR, 93.3, 25 KW @ 670, AOR	Source, \$375.00*	(Katz)	Metromedia	Michael Craven
WSNI, 104.5, 13 KW @ 1008, AC	US 1, \$160.00*	(Select)	Pyramid	Michael Marder
WUSL, 98.9, 18 KW @ 830, URBAN	ABC-F, \$165.00*	(Eastman)	LIN	Bruce Hollberg
WWDB, 96.5, 18 KW @ 850, TALK	ABC-I, \$129.00	(Weiss)		Art Camiolo
WXTU, 92.5, 50 KW @ 500, COUNTRY	MBS, \$100.00	(Blair)	Beasley	Charlie Jones
WYSP, 94.1, 16 KW @ 900, AOR	ABC-R, \$160.00*	(Torbet)	Infinity	Ken Stevens
WZGO, 106.1, 23 KW @ 740, CHR	ABC-C, \$120.00*	(Christal)		Don Kidwell

PHOENIX

Arbitron Rank/Pop (12+): 24/1,489,800

MSA Rank/Pop: 25/1,743,400  
ADI # 22

Average Person Ratings: 16.9  
Market TSL: 22.3 hours

Stations: 27/27  
Diaries: 1521/979:1/51.5%  
Sample Target: 1460  
Standard Error: .506  
% Below Line: 0  
% Not Listed: 5.0

1985 Revenue: \$55,200,000  
HH Inc.: \$28,601  
Retail \$: 12.0 Bil  
Pop per Station: 55,178  
#1 Biller: KTAR  
\$7,200,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	RATING	FAL 85	SPG 85
1. KNIX-F	275/11.1	10.4	---	8.9	8.0	1. KNIX-F	317/3661	1. KNIX-F	3106/21.1		19.0	16.0
2. KZZP-F	220/ 8.9	6.2	---	7.6	6.7	2. KUPD-F	264/2873	2. KZZP-F	3082/21.0		19.7	20.5
3. KTAR	208/ 8.4	9.3	---	9.2	10.1	3. KZZP-F	248/3450	3. KTAR	2932/19.9		22.7	19.5
4. KQYT-F	208/ 8.4	7.1	---	5.9	6.0	4. KQYT-F	236/2357	4. KUPD-F	2286/15.6		18.8	17.6
5. KUPD-F	188/ 7.6	10.4	---	8.3	8.2	5. KTAR	221/3198	5. KQYT-F	2101/14.3		13.5	13.4
6. KME0-F	153/ 6.2	6.7	---	5.9	6.7	6. KME0-F	158/1929	6. KKL T-F	2037/13.9		12.9	16.5
7. KKL T-F	131/ 5.3	4.6	---	6.4	6.7	7. KKL T-F	148/2327	7. KME0-F	1767/12.0		13.5	11.6
8. KOOL-F	103/ 4.2	5.9	---	3.9	4.5	8. KDKB-F	132/2171	8. KLZI-F	1690/11.5		11.3	13.6
9. KDKB-F	97/ 3.9	3.7	---	3.7	4.1	9. KOOL-F	108/1754	9. KOOL-F	1677/11.4		12.7	10.4
10. KSLX-F	83/ 3.3	3.4	---	5.3	5.0	10. KSLX-F	96/1455	10. KDKB-F	1590/10.8		13.3	13.3
11. KOY	83/ 3.3	4.8	---	3.6	5.5	11. KOY	87/1633	11. KOY	1496/10.2		12.0	11.2
12. KLZI-F	81/ 3.3	3.2	---	4.8	4.2	12. KLZI-F	82/1739	12. KSLX-F	1356/ 9.2		12.9	17.8
13. KUKQ	68/ 2.7	2.9	---	2.0	3.2	13. KUKQ	72/ 967	13. KUKQ	916/ 6.2		6.4	5.9
14. KLFF	57/ 2.3	3.3	---	2.2	2.8	14. KLFF	57/ 898	14. KLFF	876/ 6.0		5.4	N/A
15. KSTM-F	55/ 2.2	2.0	---	2.5	2.0	15. KSTM-F	55/ 605	15. KKFR-F	811/ 5.5		3.7	7.7
16. KNIX	49/ 2.0	2.4	---	1.7	1.6	16. KNIX	53/ 928	16. KNIX	793/ 5.4		5.4	5.5
17. KOOL	48/ 1.9	1.4	---	2.2	1.8	17. KOOL	49/ 743	17. KOOL	708/ 4.8		4.4	N/A
18. KVVA	44/ 1.8	1.3	---	.8	.8	18. KVVA	48/ 464	18. KAMJ-F	686/ 4.7		5.2	6.7
19. KAMJ-F	42/ 1.7	1.9	---	2.9	1.6	19. KAMJ-F	46/ 830	19. KSTM-F	596/ 4.1		4.0	5.7
20. KPHX	40/ 1.6	1.7	---	.7	---	20. KKFR-F	43/ 951	20. KFYI	468/ 3.2		3.4	5.3
21.						21.		21.				
22.						22.		22.				
23.						23.		23.				
24.						24.		24.				
25.						25.		25.				

12+ FM SHARE (METRO): 70.87% (1669 of 2355) (WIN 85: N/A %)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZP-F	1. KUPD-F	1. KNIX-F	1. KNIX-F	1. KNIX-F	1. KNIX-F	1. KNIX-F	1. KNIX-F	1. KNIX-F+	1. KZZP-F	1. KNIX-F
2. KUPD-F	2. KZZP-F	2. KUPD-F	2. KKL T-F	2. KKL T-F	2. KQYT-F	2. KTAR	2. KQYT-F	2. KZZP-F	2. KNIX-F	2. KZZP-F
3. KUKQ	3. KKL T-F	3. KZZP-F	3. KOOL-F	3. KQYT-F	3. KTAR	3. KZZP-F+	3. KME0-F	3. KQYT-F	3. KTAR	3. KUPD-F
4.	4. KNIX-F	4. KKL T-F	KUPD-F	4. KOOL-F	4. KME0-F	4. KUPD-F	4. KTAR	4. KTAR	4. KUPD-F	4. KQYT-F
5.	5. KDKB-F	5. KDKB-F	5. KQYT-F	5. KUPD-F	5. KLFF	5. KQYT-F	5. KKL T-F	5. KUPD-F	5. KQYT-F	5. KME0-F
6.	6. KOOL-F	6. KOOL-F	6. KSLX-F	6. KTAR	6. KKL T-F	6. KME0-F+	6. KZZP-F	6. KME0-F	6. KOY	6. KTAR
7.	KSLX-F	7. KSLX-F	7. KZZP-F	7. KSLX-F	KOOL-F	7. KOOL-F	7. KUPD-F	7. KKL T-F	7. KKL T-F	7. KDKB-F
8.	8.	8.	8.	8. KZZP-F	8.	8. KKL T-F	8.	8.	8.	8. KKL T-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZP-F	1. KKL T-F	1. KKL T-F	1. KNIX-F	1. KNIX-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KNIX-F
2. KUPD-F	2. KZZP-F	2. KNIX-F	2. KKL T-F	2. KKL T-F	2. KDKB-F	2. KDKB-F	2. KSTM-F	2. KNIX-F	2. KTAR
3. KNIX-F	3. KNIX-F	3. KOOL-F	3. KZZP-F	3. KQYT-F	3. KZZP-F	3. KZZP-F	3. KOOL-F	3. KDKB-F	3. KUPD-F
4. KKL T-F	4. KUPD-F	4. KUPD-F	4. KUPD-F	4. KME0-F	4. KNIX-F	4. KSTM-F	4. KDKB-F	4. KZZP-F	4. KOOL-F
5. KLZI-F	5. KSLX-F	5. KSLX-F	5. KLZI-F	5. KOOL-F	5. KLZI-F	5. KNIX-F	5. KSLX-F	5. KOOL-F	5. KSTM-F
6. KQYT-F	6. KOY	6. KQYT-F	6. KOY	6. KQYT-F	6.	6. KOOL-F	6. KKL T-F	6. KSTM-F	KDKB-F
7. KSLX-F	7. KLZI-F	7. KSLX-F	7. KLZI-F	7. KLZI-F	7.	7. KSLX-F	7. KTAR	7. KTAR	7. KKL T-F
8. KOOL-F	8.	8. KOOL-F	8.	8.	8.	8. KZZP-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	9 (1)	220 (1)	229 (2)	9.7	13.4	KFLR	1230	Phoenix	.8/1.5
AOR	6 (1)	423 (4)	429 (5)	18.2	15.0	KFYI	910	Phoenix	.9/3.2
AC/OLDIES/SOFT ROCK		348 (4)	348 (4)	14.8	16.1	KKFR-F	92.3	Glendale	1.3/5.5
MOR/VARIETY	83 (1)		83 (1)	3.5	7.6	KMEO	740	Phoenix	.5/2.9
COUNTRY	49 (1)	275 (1)	324 (2)	13.8	13.4	KOPA	1440	Scottsdale	.2/1.3
BLACK/URBAN	68 (1)		68 (1)	2.9	3.3	KRDS	1190	Tolleson	.8/2.2
BTFL MUSIC/EZ	13 (1)	361 (2)	374 (3)	15.9	14.1	KZZP	1310	Mesa	.4/2.2
NEWS/TALK	231 (2)		231 (2)	9.8	10.5				
NOSTALGIA	105 (2)		105 (2)	4.5	2.9				
RELIGION/GOSPEL	38 (2)		38 (2)	1.6	1.1				
SPANISH	84 (2)		84 (2)	3.6	0.9				
CLASSICAL		42 (1)	42 (1)	1.8	1.7				
UNKNOWN/OTHERS									
			2355 (27)						

### RADIO STATIONS

#### AM STATIONS

KASA, 1540, 10 KW (DAYS,DA), RELIGION	, \$ 8.00 (----)	Ostrander-Wilson	George Boucher
KFYI, 910, 5 KW (DA-N), NEWS/TALK	ABC-E, \$ 40.00 (MMR)		Fred Weber
KHEP, 1280, 1 KW (DAYS), RELIGION	, \$ 18.00 (----)		Herm Gebert
KLFF, 1360, 5 KW/1 KW (DA-N), NOSTALGIA	, \$ 45.00 (Masla)		Dewey Hopper
KMEO, 740, 1 KW (DAYS,DA), BTFL/EZ	, \$ N/A (Select)	Westinghouse	Mike Burnette
KNIX, 1580, 50 KW/10 KW (DA-N), COUNTRY	, \$ N/A (Katz)	Buck Owens	Mike Owens
KNTS, 1510, 10 KW (DAYS), TALK	ABC-I, \$ 26.00 (----)		Bob Baker
KOOL, 960, 5 KW (DA-N), NOSTALGIA	CBS, \$ 44.00* (Christal)		Tom Chauncey
KOPA, 1440, 5 KW (DAYS), CLASSIC AOR	, \$ N/A (Select)	First Media	
KOY, 550, 5 KW/1 KW, MOR	NBC, \$100.00* (Eastman)	Edens	Michael Horne
KPHX, 1480, 1 KW/500 W (DA-2), SPANISH	, \$ 35.00 (Cabellero)		Freddy Morales
KRDS, 1190, 5 KW/250 W (DA-2), RELIGION	, \$ 22.00 (----)	Interstate	Gordon Marcy
KTAR, 620, 5 KW (DA-N), NEWS/TALK	MBS,ABC-I, \$129.00* (CBS)	Pulitzer	Johnny Andrews
KUKQ, 1060, 5 KW/500 W (DA-N), URBAN	, \$ 35.00 (Masla)		Lloyd Melton
KVVA, 860, 1 KW (DA-N), SPANISH	, \$ 30.00* (Lotus)		Bob Feinman
KXEG, 1010, 1 KW/250 W, RELIGION	, \$ 10.00 (----)	Mid Amer. Gospel	George Spicer
KZZP, 1310, 5 KW/500 W (DA-N), CHR	, \$ N/A (Mc-Guild)	Nationwide	Mickey Franko

#### FM STATIONS

KDKB, 93.3, 100 KW @ 1550, AOR	Source, \$100.00* (Blair)	Sandusky	Tommy Vasocu
KKFR, 92.3, 100 KW @ 880, AC	ABC-C, \$ 60.00* (MMR)		Fred Weber
KKLT, 98.7, 115 KW @ 1650, AC	, \$ 95.00* (CBS)	Pulitzer	Johnny Andrews
KLZI, 99.9, 100 KW @ 1680, AC	US1, \$ 78.00 (Torbet)	TransCom	Rene Evans
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ	, \$104.00* (Select)	Westinghouse	Mike Burnette
KMLE, 107.9, 100 KW @ 877, RELIGION	, \$ 15.00 (----)	Ostrander-Wilson (CHANDLER)	Donna Phelps
KMZK, 106.3, 3 KW @ 97, ?	, \$ 35.00 (Masla)	(SUN CITY)	Steve Rich
KNIX, 102.5, 100 KW @ 1610, COUNTRY	, \$111.00* (Katz)	Buck Owens	Mike Owens
KOOL, 94.5, 100 KW @ 1620, OLDIES	CBS-R, \$ 79.00* (Christal)		Tom Chauncey
KQYT, 95.5, 100 KW @ 1550, BTFL/EZ	, \$103.00* (Eastman)	Edens	Bob Bolinger
KSLX, 100.7, 100 KW @ 1700, CLASSIC AOR	, \$ 80.00* (Select)	First Media	
KUPD, 97.9, 100 KW @ 1620, AOR	, \$108.00* (Masla)		Lloyd Melton
KSTM, 107.1, 2 KW @ 405, AOR	, \$ 45.00 (Weiss)	(APACHE JUNCTION)	Chuck Artigue
KZZP, 104.7, 100 KW @ 1550, CHR	, \$130.00* (Mc-Guild)	Nationwide	Mickey Franko
KAMJ, 101.5, 100 KW @ 1740, SOFT AC	, \$ 65.00* (----)	Affiliated	Doug Berle

PITTSBURGH

Arbitron Rank/Pop (12+): 13/2,021,300  
 MSA Rank/Pop: 16/2,178,300  
 AD # 12  
 Average Person Ratings: 19.0  
 Market TSL: 25.2 hours

Stations: 31/30  
 Diaries: 1934/1045:1/57.5%  
 Sample Target: 1760  
 Standard Error: .462  
 % Below Line: 0.4  
 % Not Listed: 8.9

1985 Revenue: \$42,000,000  
 HH Inc.: \$28,759  
 Retail \$: 11.9 Bil  
 Pop per Station: 67,377  
 #1 Biller: KDKA  
 \$12,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KDKA	652/16.9	11.9	---	15.1	16.1	1. KDKA	773/9059	1. KDKA	7325/36.2	31.8	34.8
2. WSHH-F	306/ 8.0	7.8	---	9.4	11.0	2. WDVE-F	423/5464	2. WBZZ-F	4086/20.2	23.9	24.8
3. WBZZ-F	284/ 7.4	9.2	---	9.8	8.8	3. WSHH-F	387/4140	3. WDVE-F	3499/17.3	17.6	17.2
4. WDVE-F	279/ 7.3	8.4	---	8.1	7.5	4. WBZZ-F	375/5330	4. WSHH-F	3229/16.0	15.4	16.9
5. WAMO-F	213/ 5.5	6.7	---	4.7	4.9	5. WWSW-F	238/3247	5. WHTX-F	3082/15.2	14.8	16.6
6. WHTX-F	182/ 4.7	4.6	---	4.4	4.8	6. WAMO-F	228/2152	6. WTAE	2551/12.6	14.5	12.9
7. WWSW-F	178/ 4.6	5.4	---	4.9	4.8	7. WPNT-F	200/2569	7. WWSW-F	2375/11.7	13.4	13.8
8. WJAS	154/ 4.0	3.7	---	3.9	2.9	8. WHTX-F	192/3455	8. WAMO-F	1961/ 9.7	11.2	11.1
9. WTKN	149/ 3.9	4.3	---	2.8	4.7	9. WJAS	158/1677	9. WYDD-F	1933/ 9.6	9.2	8.8
10. WTAE	147/ 3.8	4.2	---	3.7	4.0	10. WTKN	153/1818	10. WPNT-F	1915/ 9.5	7.2	9.0
11. WPNT-F	138/ 3.6	2.4	---	3.8	2.2	11. WTAE	151/2661	11. WTKN	1735/ 8.6	10.2	8.2
12. WYDD-F	116/ 3.0	2.5	---	2.9	1.9	12. WDSY-F	136/1851	12. WJAS	1614/ 8.0	7.1	7.6
13. WDSY-F	99/ 2.6	2.7	---	2.8	2.9	13. WYDD-F	133/2504	13. KQV	1575/ 7.8	9.3	7.3
14. WMYG-F	84/ 2.2	2.2	---	2.9	2.6	14. WMYG-F	100/1681	14. WMYG-F	1465/ 7.2	8.0	8.8
15. KQV	81/ 2.1	2.6	---	1.9	2.5	15. WEEP	82/ 847	15. WDSY-F	1355/ 6.7	6.6	6.2
16. WEEP	66/ 1.7	2.6	---	1.8	1.1	KQV	82/1629	16. WWCL-F	832/ 4.1	4.4	3.7
17. WWCL-F	52/ 1.4	1.3	---	1.0	---	17. WWCL-F	77/1161	17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 58.52% of (2050 of 3503) (WIN 85: 58.07%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBZZ-F	1. WDVE-F	1. WDVE-F	1. WHTX-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WBZZ-F	2. WBZZ-F	2. WWSW-F	2. WHTX-F	2. WSHH-F	2. WBZZ-F	2. WSHH-F	2. WDVE-F	2. WDVE-F	2. WSHH-F
3. WAMO-F	3. WAMO-F	3. WAMO-F	3. KDKA	3. WSHH-F	3. WTAE	3. WHTX-F	3. WDVE-F	3. WSHH-F	3. WBZZ-F	3. WBZZ-F
4. WYDD-F	4. WHTX-F	4. WHTX-F	4. WBZZ-F	4. WWSW-F	4. WJAS	4. WSHH-F	4. WWSW-F	4. WBZZ-F	4. WTKN	4. WDVE-F
5.	5. WWSW-F	5. WWSW-F	5. WAMO-F	5. WBZZ-F	5. WWSW-F	5. WDVE-F	5. WBZZ-F	5. WAMO-F	5. WAMO-F	5. WJAS
6.	6. WYDD-F	6. KDKA	6. WDVE-F	6. WAMO-F	6. WHTX-F	6. WTAE	6. WWSW-F	6. WSHH-F	6. WSHH-F	6. WAMO-F
7.	7. WPNT-F	7. WPNT-F	7. WSHH-F	7. WPNT-F	7. WTKN	7. WAMO-F	7. WPNT-F	7. WPNT-F	7. WTAE	7. WWSW-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBZZ-F	1. WBZZ-F	1. WHTX-F	1. WBZZ-F	1. KDKA	1. WDVE-F	1. WDVE-F	1. WDVE-F	1. WDVE-F	1. WWSW-F
2. WDVE-F	2. WAMO-F	2. WAMO-F	2. WHTX-F	2. WSHH-F	2. WBZZ-F	2. WAMO-F	2. WAMO-F	2. WWSW-F	2. KDKA
3. WAMO-F	3. WDVE-F	3. WBZZ-F	3. WAMO-F	3. WHTX-F	3. WAMO-F	3. WBZZ-F	3. WWSW-F	3. WBZZ-F	3. WHTX-F
4. WYDD-F	4. WHTX-F	4. WWSW-F	4. KDKA	4. WBZZ-F	4. WMYG-F	4. WWSW-F	4. WHTX-F	4. WAMO-F	4. WDVE-F
5. WPNT-F	5. WPNT-F	5. WPNT-F	5. WDVE-F	5. WWSW-F	5. WYDD-F	5. WYDD-F	5. WBZZ-F	5. KDKA	5. WAMO-F
6. WHTX-F	6. WWSW-F	6. WDVE-F	6. WSHH-F	6. WAMO-F	6. WYDD-F	6. WMYG-F	6. WYDD-F	6. WHTX-F	6. WTAE
7.	7. WYDD-F	7. KDKA	7. WPNT-F	7. WPNT-F	7.	7. WHTX-F	7. KDKA	7. WYDD-F	7. WBZZ-F
8.	8.	8.	8. WWSW-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		297 (2)	297 (2)	8.5	16.0	WAMO	860	Pittsburgh	.9/1.6
AOR		395 (2)	395 (2)	11.3	10.2	WASP	1130	Brownsville	.7/1.2
AC/OLDIES/SOFT ROCK		682 (7)	682 (7)	19.5	10.9	WBVP	1230	Beaver Falls	.6/1.3
MOR/VARIETY	880 (6)		880 (6)	25.1	24.1	WEDO	810	McKeesport	.3/1.7
						WESA	940	Charleroi	.2/ .6
COUNTRY	142 (4)	126 (2)	268 (6)	7.7	7.3	WESA-F	98.3	Charleroi	.9/2.7
BLACK/URBAN	35 (1)	213 (1)	248 (2)	7.1	5.7	WHJB	620	Greensburg	.8/2.7
BTFL MUSIC/EZ		306 (1)	306 (1)	8.7	12.0	WIXZ	1360	McKeesport	.5/1.6
NEWS/TALK	230 (2)		230 (2)	6.6	7.8	WMBS	590	Uniontown	1.0/3.3
						WPIT	730	Pittsburgh	.3/1.2
NOSTALGIA	154 (1)		154 (1)	4.4	4.5	WPIT-F	101.5	Pittsburgh	.8/3.0
RELIGION/GOSPEL	12 (1)	31 (1)	43 (2)	1.2	1.1	WKKS-F	106.7	Beaver Falls	.4/1.0
SPANISH						WYTK-F	95.3	Washington	.7/1.3
CLASSICAL									
UNKNOWN/OTHERS					0.5	WVAQ-F	101.9	Morgantown, WV	.3/1.3
				3503 (31)					

### RADIO STATIONS

#### AM STATIONS

KDKA, 1020, 50 KW	MOR	NBC,	\$200.00	(Select)	Westinghouse	Rick Starr
KQV, 1410, 5 KW	(DA-2), NEWS	MBS,CBS,	\$ 50.00	(Christal)		Robert Dickey
WAMO, 860, 1 KW	(DAYS,DA), BLACK	SBN,	\$ N/A	(Masla)	Sheridan	Roger Fairfax
WBVP, 1230, 1 KW	(DA-1), MOR	ABC-I,	\$ 18.00*	(Dome)	(BEAVER FALLS)	
WEDO, 810, 1 KW	(DAYS), RELIGION	,	\$ 15.00	(----)	(MCKEESPORT)	
WEPP, 1080, 50 KW	(DAYS,DA), COUNTRY	ABC-I,	\$ 58.00*	(Republic)	Entercom	Peter Casella
WHJB, 620, 2.5 KW/500 W	(DA-2), COUNTRY	MBS,	\$ 22.00	(Dome)	(GREENSBURG)	Norm Slemenda
WJAS, 1320, 5 KW	(DA-N), NOSTALGIA	ABC-D,	\$ 45.00*	(MMR)	New Systems	
WKPA, 1150, 1 KW	(DAYS,DA), NOSTALGIA	,	\$ 21.00	(Roslin)	(NEW KENSINGTON)	Joe Falsetti
WPIT, 730, 5 KW	(DAYS), RELIGION	,	\$ 28.00*	(----)	Pyramid	M. Komichak
WTAE, 1250, 5 KW	(DA-N), MOR/AC	US2,ABC-E,	\$135.00	(Katz)	Hearst	Richard White
WTKN, 970, 5 KW	(DA-2), TALK	ABC-T,ABC-C,	\$100.00*	(Mc-Guild)	Shamrock	Diane Sutter

#### FM STATIONS

WAMO, 105.9, 72 KW @ 440,	BLACK	SBN,	\$ 75.00*	(Masla)	Sheridan	Roger Fairfax
WBZZ, 93.7, 41 KW @ 547,	CHR	,	\$150.00*	(Blair)	EZ	Tex Meijer
WDSY, 107.9, 50 KW @ 500,	COUNTRY	ABC-I,	\$ 80.00*	(Republic)	Entercom	Peter Casella
WDVE, 102.5, 55 KW @ 820,	AOR	Source,	\$135.00*	(Eastman)	Taft	Bob Schutt
WHTX, 96.1, 50 KW @ 500,	AC/CONTEMP	US1,	\$110.00*	(Katz)	Hearst	Richard White
WMYG, 96.9, 15 KW @ 530,	AC	,	\$ 75.00*	(Christal)	Benno	Stu Cohen
WPIT, 101.5, 19 KW @ 520,	RELIGION	,	\$ 28.00*	(----)	Pyramid	M. Komichak
WPNT, 92.9, 47 KW @ 890,	SOFT AC	,	\$ 65.00*	(Weiss)		Carol Larkin
WSHH, 99.7, 11 KW @ 930,	BTFL/EZ	,	\$100.00*	(MMR)		Tony Renda
WWCL, 100.7, 20 KW @ 500,	AC	,	\$ 35.00*	(Torbet)	(NEW KENSINGTON)	Steve Godofsky
WWKS, 106.7, 47 KW @ 520,	AC	ABC-F,	\$ N/A	(Dome)	(BEAVER FALLS)	
WWSW, 94.5, 50 KW @ 810,	AC	ABC-C,	\$115.00*	(Mc-Guild)	Shamrock	Diane Sutter
WYDD, 104.7, 50 KW @ 500,	AOR	ABC-F,	\$ 55.00*	(Roslin)		Norm Slemenda

#### MISCELLANEOUS COMMENTS

Nice recovery for KDKA...WHTX now classified as AC...

PORTLAND, OR

Arbitron Rank/Pop (12+): 30/1,124,600

MSA Rank/Pop: 41/1,144,800  
ABI # 26

Average Person Ratings: 16.8

Market TSL: 22.2 hours

Stations: 24/24  
Diaries: 1652/681:1/56.2%  
Sample Target: 1320  
Standard Error: .478  
% Below Line: 0  
% Not Listed: 8.2

1985 Revenue: \$32,800,000  
HH Inc.: \$28,110  
Retail \$: 8.5 Bil  
Pop per Station: 46,858  
#1 Biller: KGW  
\$4,900,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KKRZ-F	187/ 9.9	9.8	---	8.9	7.8	1. KKRZ-F	249/3480	1. KKRZ-F	2619/23.3	20.2	19.7
2. KEX	150/ 8.0	6.3	---	8.1	8.9	2. KEX	179/2348	2. KGW	2422/21.5	20.1	23.9
3. KINK-F	123/ 6.5	7.1	---	5.7	5.8	3. KXL -F	175/1817	3. KMJK-F+	1991/17.7	13.4	16.6
4. KGW	119/ 6.3	6.3	---	10.1	6.5	4. KXL	149/1802	4. KEX	1800/16.0	15.0	19.8
5. KXL	118/ 6.3	8.0	---	5.6	5.5	5. KGW	146/2972	5. KINK-F	1739/15.5	11.7	12.2
6. KXL -F	115/ 6.1	8.3	---	7.4	7.0	KINK-F	146/2166	6. KGON-F	1645/14.6	14.2	15.5
7. KGON	113/ 6.0	6.4	---	6.2	5.5	7. KKCW-F	145/2074	7. KKCW-F	1524/13.6	12.6	10.1
8. KKCW-F	99/ 5.3	5.9	---	4.6	6.7	8. KGON-F	138/2138	8. KXL	1402/12.5	15.4	11.5
KMJK-F+	99/ 5.3	4.6	---	8.0	7.3	9. KMJK-F+	137/2513	9. KUPL-F	1247/11.1	9.2	7.6
10. KUPL-F	82/ 4.4	4.8	---	4.0	4.3	10. KUPL-F	101/1630	10. KXL -F	1232/11.0	13.5	11.6
KYTE	82/ 4.4	4.6	---	4.8	5.3	11. KYTE	99/1104	11. KWJJ	1061/ 9.4	8.1	8.7
12. KWJJ	74/ 3.9	2.8	---	2.6	3.2	12. KCLI-F	86/1335	12. KCLI-F	1025/ 9.1	10.2	9.0
13. KWJJ-F	61/ 3.2	2.5	---	1.7	2.8	13. KWJJ	83/1228	13. KWJJ-F	984/ 8.7	8.1	8.7
14. KCLI-F	60/ 3.2	3.6	---	3.0	3.8	14. KYTE-F	77/1310	14. KYTE-F	975/ 8.7	7.4	7.2
15. KYTE-F	57/ 3.0	2.3	---	2.3	2.4	15. KWJJ-F	72/1209	15. KYTE	865/ 7.7	9.3	8.0
16. KSGO	45/ 2.4	1.6	---	1.7	1.8	16.		16. KSGO	764/ 6.8	6.3	6.8
17. KKSJN	41/ 2.2	1.4	---	2.1	2.0	17.		17. KKSJN	607/ 5.4	4.1	N/A
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 59.97% (1038 of 1731) (WIN 85: 59.31%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRZ-F	1. KKRZ-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KEX	1. KEX	1. KEX	1. KKRZ-F	1. KKRZ-F	1. KKRZ-F
2. KMJK-F+	2. KGON-F	2. KKRZ-F	2. KGW	2. KGW	2. KXL	2. KKRZ-F	2. KKRZ-F	2. KGON-F	2. KXL	2. KINK-F
3.	3. KINK-F	3. KGON-F	3. KKRZ-F	3. KEX	3. KGW	3. KGW	3. KXL-F	3. KEX	3. KMJK-F+	3. KEX
4.	4. KMJK-F+	4. KGW	4. KKCW-F	4. KKCW-F	4. KXL-F	4. KXL	4. KGON-F	4. KXL-F	4. KGON-F	4. KGON-F
5.	5. KCLI-F	5. KKCW-F	5. KEX	5. KKRZ-F	5. KYTE	5. KINK-F	5. KINK-F	5. KINK-F	5. KINK-F	5. KYTE
6.	6. KKCW-F	6. KEX	6. KGON-F	6. KCLI-F	6. KKCW-F	6. KXL-F	6. KKCW-F	6. KMJK-F	6. KINK-F	6. KUPL-F
7.	7. KGW	7. KMJK-F+	7. KCLI-F	7. KGON-F	7. KWJJ	7. KMJK-F+	7. KWJJ	7. KGW	7. KEX	7. KKCW-F
8.	8.	8.	8.	8.	8. KINK-F	8.	8.	8.	8. KXL-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKRZ-F	1. KKRZ-F	1. KINK-F	1. KKRZ-F	1. KINK-F	1. KGON-F	1. KGON-F	1. KGON-F	1. KGON-F	1. KINK-F
2. KMJK-F+	2. KINK-F	2. KKRZ-F	2. KGW	2. KGW	2. KKRZ-F	2. KKRZ-F	2. KINK-F	2. KINK-F	2. KGON-F
3. KGON-F	3. KMJK-F+	3. KMJK-F+	3. KKRZ-F	3. KKRZ-F	3. KMJK-F	3. KINK-F	3. KCLI-F	3. KKRZ-F	3. KEX
4. KKCW-F	4. KKCW-F	4. KKCW-F	4. KKCW-F	4. KKCW-F	4. KINK-F	4. KCLI-F	4. KKRZ-F	4. KGW	4. KGW
5. KINK-F	5. KGON-F	5. KGW	5. KEX	5. KEX	5.	5. KMJK-F+	5. KGW	5. KEX	5. KKCW-F
6. KUPL-F	6. KGW	6. KCLI-F	6. KXL-F	6. KXLF	6.	6. KGW	6. KWJJ-F	6. KSGO	6. KKRZ-F
7.	7. KCLI-F	7.	7. KUPL-F	7. KUPL-F	7.	7. KSGO	7. KEX	7. KKCW-F	7. KCLI-F
8.	8. KUPL-F	8.	8. KCLI-F	8. KCLI-F	8.	8. KWJJ-F	8. KKCW-F	8.	8.
9.	9.	9.	9.	9. KMJK-F+	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	5 (1)	281 (2)	286 (3)	16.5	16.4	KKEY	1150	Portland	.7/2.2
AOR		254 (3)	254 (3)	14.7	12.2	KPDQ	800	Portland	.9/2.2
AC/OLDIES/SOFT ROCK	164 (2)	159 (2)	323 (4)	18.7	20.7	KPDQ-F	93.7	Portland	1.5/5.0
MOR/VARIETY	150 (1)		150 (1)	8.7	9.6	KUPL	1330	Portland	1.0/2.8
COUNTRY	103 (3)	143 (2)	246 (5)	14.2	12.2	KVAN	1550	Vancouver, WA	.6/1.5
BLACK/URBAN						KXYQ-F	105.1	Salem	1.0/2.9
BTFL MUSIC/EZ		115 (1)	115 (1)	6.6	7.5				
NEWS/TALK	131 (2)		131 (2)	7.6	8.4				
NOSTALGIA	82 (1)		82 (1)	4.7	5.7				
RELIGION/GOSPEL	17 (1)	29 (1)	46 (2)	2.7	2.1				
SPANISH									
CLASSICAL	41 (1)	57 (1)	98 (2)	5.7	4.7				
UNKNOWN/OTHERS					0.4				
			1731 (24)						

### RADIO STATIONS

#### AM STATIONS

KAAR, 1480,	1 KW/2.5 KW	(DA-N),	OLDIES	,	\$ 20.00*	(Roslin)	(VANCOUVER)	Steve Feder
KCNR, 1410,	5 KW	(DAYS),	??	,	\$ ?	(----)		
KEX, 1190,	50 KW	(DA-1),	MOR	ABC-I,	\$ 80.00	(Katz)	Taft	Dave Milner
KGW, 620,	5 KW	(DA-N),	AC	APR,	\$160.00	(Blair)	King	Alan Mason
KKEY, 1150,	5 KW	(DAYS, DA),	TALK	MBS,	\$ 38.00*	(----)		Ralph Weagant
KKSN, 910	5 KW	(DA-2),	CLASSICAL	,	\$ 48.00	(CMBS)		Bill Failing
KMJK, 1290,	5 KW	(DA-2),	CHR	APR,ABC-C,	\$ N/A	(Eastman)	Ives	Victor Ives
KPDQ, 800,	1 KW	(DAYS, DA),	RELIGION	,	\$ 25.00	(----)		John Davis
KRDR, 1230,	1 KW	,	COUNTRY	,	\$ 24.00	(----)	Comm Pacific	Don Coss
KSGO, 1520,	50 KW/10 KW	(DA-1),	OLDIES	,	\$ 41.00*	(HNWH)	Ackerly	Dan Hern
KUPL, 1330,	5 KW	(DA-1),	COUNTRY	MBS,	\$ N/A	(Torbet)	Scripps-Howard	Ed Hardy
KVAN, 1550,	10 KW	(DA-N),	COUNTRY	APR,	\$ 20.00	(Moore)	Capps	(VANCOUVER) Ron Hughes
KWJJ, 1080,	50 KW/10 KW	(DA-2),	COUNTRY	ABC-E,	\$ 60.00*	(Eastman)	Park	Ray Mirabella
KXL, 750,	50 KW/10 KW	(DA-1),	NEWS/TALK	NBC,NBC-T,	\$ 84.00*	(Mc-Guild)	Kaye-Smith	Ray Watson
KYTE, 970,	5 KW	(DA-1),	NOSTALGIA	CBS,	\$ 60.00*	(Select)	Henry	

#### FM STATIONS

KGON, 92.3,	100 KW @ 920,	AOR	,	\$ 70.00*	(HNWH)	Ackerly	Dan Hern
KINK, 101.9,	100 KW @ 1611,	AOR	,	\$130.00	(Blair)	King	Stan Mak
KKCW, 103.3,	100 KW @ 1654,	AC	,	\$ 96.00	(Select)	Fairwest	Ron Saito
KKLI, 97.1,	100 KW @ 1200,	AC	,	\$ 64.00	(Christal)		Bill Failing
KKRZ, 100.3,	100 KW @ 920,	CHR	US1,ABC-F,	\$110.00*	(Katz)	Taft	Dave Crawl
KMJK, 106.7,	100 KW @ 877,	CHR	APR,ABC-C,	\$ 80.00*	(Eastman)	Ives	Victor Ives
KPDQ, 93.7,	100 KW @ 247,	RELIGION	,	\$ 27.00	(----)		John Davis
KUPL, 98.5,	100 KW @ 1100,	COUNTRY	ABC-D,	\$ 80.00	(Torbet)	Scripps-Howard	Ed Hardy
KWJJ, 99.5,	100 KW @ 920,	COUNTRY	ABC-E,	\$ 65.00*	(Eastman)	Park	Ray Mirabella
KXL, 95.5,	100 KW @ 920,	BTFL/EZ	,	\$ 90.00*	(Mc-Guild)	Kaye-Smith	Ray Watson
KYTE, 101.1,	100 KW @ 1635,	CLASSICAL	,	\$ 60.00*	(Select)	Henry	

SACRAMENTO

Arbitron Rank/Pop (12+): 33/1,064,100

Stations: 28/22  
Diaries: 1385/768:1/46.5%  
Sample Target: 1240  
Standard Error: .524  
% Below Line: 5.6  
% Not Listed: 12.6

1985 Revenue: \$37,000,000  
HH Inc.: \$29,275  
Retail \$: 8.0 Bil  
Pop per Station: 48,368  
#1 Biller: KXOA-F  
\$6,000,000

MSA Rank/Pop: 37/1,246,800  
ADI # 20  
Average Person Ratings: 16.8  
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KSFM-F	195/10.9	10.4	---	10.5	9.2	1. KSFM-F	244/3563	1. KSFM-F	2739/25.7	25.4	25.6
2. KCTC-F	189/10.6	8.2	---	9.2	10.5	2. KCTC-F	233/2460	2. KCTC-F	1952/18.3	16.4	18.0
3. KFBK	130/ 7.3	6.7	---	5.7	5.1	3. KFBK	202/2631	3. KWOD-F	1894/17.8	17.6	18.5
4. KZAP-F	123/ 6.9	7.0	---	10.4	9.4	4. KRAK	168/2031	4. KFBK	1834/17.2	15.9	12.8
5. KXOA-F	114/ 6.4	4.7	---	4.1	3.9	5. KZAP-F	159/2349	5. KXOA-F	1717/16.1	16.7	19.5
6. KWOD-F	106/ 5.9	8.9	---	5.9	5.1	6. KWOD-F	150/2613	6. KZAP-F	1668/15.7	17.5	18.6
7. KRAK-F	97/ 5.4	4.6	---	3.5	2.9	7. KXOA-F	133/1948	7. KHYL-F	1351/12.7	13.0	11.3
8. KRAK	93/ 5.2	3.4	---	5.0	5.2	8. KRAK-F	132/1609	8. KRAK-F	1149/10.8	9.2	9.1
9. KXOA	78/ 4.4	4.7	---	4.1	3.9	9. KGO	107/1293	9. KRAK	1003/ 9.4	9.1	10.5
10. KAER-F	70/ 3.9	3.3	---	4.4	3.4	10. KXOA	83/ 803	10. KGNR	993/ 9.3	9.9	9.6
11. KHYL-F	66/ 3.7	3.7	---	4.0	3.4	11. KAER-F	80/1109	11. KAER-F	961/ 9.0	7.7	10.0
12. KGNR	47/ 2.6	3.0	---	2.9	3.7	12. KHYL-F	79/1596	12. KROY-F	793/ 7.5	8.8	6.6
13. KPOP-F	37/ 2.1	2.0	---	2.8	4.2	13. KCBS	74/1172	13. KPOP-F	783/ 7.4	8.8	11.9
14. KGO	36/ 2.0	1.3	---	1.5	2.0	14. KNBR	63/1086	14. KXOA	744/ 7.0	8.5	7.7
15. KROY-F	30/ 1.7	2.4	---	2.0	3.3	15. KGNR	57/1159	15. KGO	456/ 4.3	4.7	4.5
16.						16.		16.			
17.						17.		17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 67.33% (1049 of 1558) (WIN 85: 68.82%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWOD-F	1. KSFM-F	1. KSFM-F	1. KXOA-F	1. KCTC-F	1. KCTC-F	1. KSFM-F+	1. KCTC-F	1. KCTC-F	1. KSFM-F	1. KSFM-F
2. KSFM-F	2. KZAP-F	2. KZAP-F	2. KSFM-F	2. KXOA-F	2. KFBK	2. KFBK	2. KSFM-F	2. KSFM-F	2. KWOD-F	2. KCTC-F
3.	3. KXOA-F	3. KXOA-F	3. KCTC-F	3. KSFM-F	3. KRAK-F	3. KCTC-F	3. KZAP-F	3. KXOA-F	3. KFBK	3. KZAP-F
4.	4. KWOD-F	4. KCTC-F	4. KRAK-F	4. KRAK-F	4. KRAK	4. KXOA-F	4. KXOA-F	4. KZAP-F	4. KCTC-F	4. KWOD-F
5.	5. KHYL-F	5. KRAK-F	5. KZAP-F	5. KZAP-F	5. KXOA-F	5. KRAK	5. KFBK	5. KWOD-F	5. KZAP-F	5. KXOA-F
6.	6. KRAK-F	6. KHYL-F	6. KHYL-F	6. KFBK	6. KAER-F	6. KZAP-F	6. KRAK-F	6. KRAK-F	6. KRAK-F	6. KRAK
7.	7.	7.	7.	7.	7.	7. KRAK-F	7.	7. KFBK	7. KXOA-F	7. KAER-F
8.	8.	8.	8.	8.	8.	8.	8.	8. KRAK	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
11.										
12.										
13.										
14.										
15.										
16.										
17.										
18.										
19.										
20.										
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24.										
25.										

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSFM-F	1. KSFM-F	1. KSFM-F	1. KSFM-F	1. KXOA-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KCTC-F
2. KWOD-F	2. KXOA-F	2. KXOA-F	2. KXOA-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2. KSFM-F
3. KZAP-F	3. KZAP-F	3. KZAP-F	3. KCTC-F	3. KCTC-F	3. KWOD-F	3. KHYL-F	3. KXOA-F	3. KXOA-F	3. KZAP-F
4.	4. KWOD-F	4. KHYL-F	4. KZAP-F	4. KRAK-F	4. KPOP-F	4. KXOA-F	4. KHYL-F	4. KCTC-F	4. KRAK-F
5.	5. KHYL-F	5. KRAK-F	5. KRAK-F	5. KAER-F	5.	5. KWOD-F	5. KFBK	5. KRAK-F	5. KXOA-F
6.	6. KRAK-F	6. KWOD-F	6. KWOD-F	6. KFBK	6.	6.	6. KRAK-F	6. KRAK	6. KRAK
7.	7.	7.	7.	7.	7.	7.	7.	7. KHYL-F	7. KFBK
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	32 (2)	307 (3)	339 (5)	21.8	22.3	KAHI	950	Auburn	.3/1.5
AOR		190 (3)	190 (3)	12.2	10.5	KFIA	710	Carmichael	1.3/3.8
AC/OLDIES/SOFT ROCK		180 (2)	180 (2)	11.6	17.0	KHWY	1030	Folsom	.3/1.6
MOR/VARIETY	22 (2)		22 (2)	1.4	6.5	KRCX	1110	Roseville	.8/1.0
COUNTRY	99 (2)	177 (3)	276 (5)	17.7	12.9	KSAC	1240	Sacramento	.6/2.4
BLACK/URBAN						KSMJ	1380	Sacramento	1.1/3.8
BTFL MUSIC/EZ		195 (2)	195 (2)	12.5	12.5	KTHU	590	Tahoe Valley	.3/1.6
NEWS/TALK	182 (3)		182 (3)	11.7	8.4	KYLO-F	105.5	Davis	.6/1.4
NOSTALGIA	131 (3)		131 (3)	8.4	5.9	KBEE-F	103.3	Modesto	.3/1.1
RELIGION/GOSPEL	23 (1)		23 (1)	1.5	1.4	KCBS	740	San Francisco	.9/2.6
SPANISH	14 (1)		14 (1)	0.9	1.7	KFRC	610	San Francisco	.7/4.2
CLASSICAL						KEML-F	106.1	San Francisco	.3/1.2
UNKNOWN/OTHERS	6 (1)		6 (1)	0.4	0.8	KNBR	680	San Francisco	.6/2.4
			1558 (28)						

### RADIO STATIONS

#### AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS/TALK	APR, NBC, \$ 80.00 (Katz)	McClatchy	Rick Eytcheson
KFIA, 710, 10 KW/250 W (DA-2), RELIGION	, \$ 26.00 (----)	(CARMICHAEL)	Jamie Clark
KGNR, 1320, 5 KW (DA-2), NOSTALGIA	ABC-I, \$ 60.00* (Christal)	Tribune Co.	Bob Henley
KHWY, 1030, 50 KW/1 KW (DA-2), COUNTRY	, \$ 22.00 (Torbet)	(FOLSOM)	George Sepulveda
KJAY, 1430, 500 W (DAYS,DA), RELIGION	, \$ 23.00 (----)		Jack Powell
KRAK, 1140, 50 KW (DA-2), COUNTRY	, \$ 100.00* (Durpetti)	Affiliated	Ron Dowling
KRCX, 1100, 5 KW/500 W (DA-2), SPANISH	, \$ 40.00 (Lotus)	Fuller-Jeffrey (ROSEVILLE)	Ramsey Elliott
KSAC, 1240, 1 KW, MOR	, \$ 25.00* (----)		Richard Irwin
KSMJ, 1380, 5 KW, CHR	, \$ 30.00 (MMR)	Duffy	Jerry McKenna
KXOA, 1470, 5 KW/1 KW (DA-2), NOSTALGIA	ABC-D, \$ 65.00 (Blair)	Brown	Phil Melrose

#### FM STATIONS

KAER, 92.5, 50 KW @ 449, AC	, \$ 77.50 (Katz)	McClatchy	Rick Eytcheson
KCTC, 96.1, 45 KW @ 520, BTFL/EZ	, \$ 105.00* (Christal)	Tribune Co.	Bob Henley
KHYL, 101.1, 36 KW @ 567, OLDIES/AC	, \$ 55.00* (Torbet)	(AUBURN)	Ken Cunningham
KPOP, 93.5, 3 KW @ 300, AOR	, \$ 50.00* (Weiss)	Fuller-Jeffrey	Bill Cloutier
KRAK, 105.1, 50 KW @ 500, COUNTRY	, \$ 78.00* (Durpetti)	Affiliated	Ron Dowling
KROY, 96.9, 50 KW @ 500, CLASSIC AOR	US1 Source, \$ 47.00 (HNWH)		Ted Atkins
KSFM, 102.5, 50 KW @ 500, CHR	, \$ 95.00* (MMR)	Duffy (WOODLAND)	Jerry McKenna
KWOD, 106.5, 50 KW @ 310, CHR	US2, CBS-R, \$ 78.00* (Select)		Ed Stolz
KXOA, 107.9, 50 KW @ 420, AC	, \$ 110.00* (Blair)	Brown	Phil Melrose
KZAP, 98.5, 50 KW @ 495, AOR	, \$ 85.00* (Mc-Guild)	Nationwide	Tom Weidle

ST. LOUIS

Arbitron Rank/Pop (12+): 14/1,981,700

MSA Rank/Pop: 12/2,385,300

ADI # 18

Average Person Ratings: 17.0

Market TSL: 22.5 hours

Stations: 25/25

Diaries: 2008/987:1/57.8%

Sample Target: 1740

Standard Error: .437

% Below Line: 0

% Not Listed: 7.1

1985 Revenue: \$49,500,000

HH Inc.: \$31,639

Retail \$: 15.8 Bil

Pop per Station: 79,268

#1 Biller: KMOX

\$18,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KMOX	591/17.5	22.6	22.0	19.7	20.9	1. KMOX	671/7563	1. KMOX	6586/33.2	43.1	38.3
2. KSHE-F	425/12.6	12.4	14.1	12.9	11.9	2. KSHE-F	504/5417	2. KSHE-F	4522/22.8	20.7	22.6
3. KEZK-F	289/ 8.6	6.4	5.8	5.6	7.2	3. KEZK-F	320/3494	3. KEZK-F	3172/16.0	13.6	14.5
4. KMJM-F	211/ 6.3	5.8	6.3	6.2	7.0	4. WIL-F	229/3149	4. KHTR-F	3168/16.0	16.9	18.4
5. WIL-F	180/ 5.3	6.3	5.0	6.7	6.2	5. KMJM-F	223/2219	5. KWK-F	2905/14.7	13.0	16.9
6. KSD-F	167/ 4.9	5.5	6.1	5.0	5.2	6. KUSA	214/3384	6. KYKY-F	2558/12.9	9.5	10.4
7. KYKY-F	149/ 4.4	3.0	3.8	3.5	3.3	7. KSD-F	201/2842	7. KSD-F	2511/12.7	12.6	13.1
8. KWK-F	141/ 4.2	3.4	3.9	4.9	3.8	8. KHTR-F	178/3880	8. WIL-F	2406/12.1	13.9	14.0
9. KHTR-F	141/ 4.2	3.9	5.9	4.8	4.5	9. KWK-F	161/3321	9. KMJM-F	2061/10.4	10.3	12.3
10. KUSA-F	125/ 3.7	4.5	3.4	3.5	4.3	10. KYKY-F	153/2676	10. KUSA	1896/ 9.6	9.7	9.8
11. WRTH	109/ 3.2	3.6	3.3	4.3	3.1	11. WRTH	111/1459	11. WRTH	1431/ 7.2	8.1	8.8
12. WMRY-F	76/ 2.3	.8	1.5	1.3	.6	12. WMRY-F	81/1187	12. KADI-F	1410/ 7.1	6.4	7.7
13. WESL	62/ 1.8	1.2	.8	1.4	1.0	13. KADI-F	65/1513	13. KXOK	1326/ 6.7	6.6	N/A
14. KADI-F	61/ 1.8	1.6	1.6	2.3	1.5	14. KATZ	63/ 986	14. WMRY-F	1159/ 5.8	2.8	3.8
15. KATZ	61/ 1.8	1.7	2.0	1.7	2.0	15. WZEN-F	62/ 886	15. WKKX-F	1015/ 5.1	3.0	---
16. WZEN-F	56/ 1.7	1.3	1.0	1.4	1.4	16. WESL	62/ 726	16. KGLD	961/ 4.8	4.8	5.5
17. KXOK	50/ 1.5	2.0	1.7	2.0	2.5	17. WKKX-F	62/1209	17. KATZ	947/ 4.8	4.1	5.1
18. KGLD	46/ 1.4	1.6	1.0	1.3	2.1	18. KXOK	57/1661	18. WZEN-F	871/ 4.4	4.3	5.1
19. WKKX-F	42/ 1.2	1.0	---	---	---	19. KGLD	46/985	19. KLTH-F	739/ 3.7	3.8	3.1
20. WIL	41/ 1.2	.7	1.2	1.1	1.2	20. WIL	41/621	20. WESL	726/ 3.7	4.2	N/A
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 64.39% (2020 of 3137) (WIN 85: 58.32%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KSHE-F	1. KSHE-F	1. KMOX
2. KWK-F	2. KMJM-F	2. KMOX	2. KSHE-F	2. KSHE-F	2. KEZK-F	2. KSHE-F	2. KSHE-F	2. KMOX	2. KMOX	2. KSHE-F
3. KHTR-F	3. KYKY-F	3. KMJM-F	3. KYKY-F	3. KEZK-F	3. WIL-F	3. WIL-F	3. KEZK-F	3. KEZK-F	3. KMJM-F	3. KEZK-F
4. KMJM-F	4. KSD-F	4. KYKY-F	4. KSD-F	4. KYKY-F	4. KUSA	4. KEZK-F	4. KSD-F	4. KMJM-F	4. KEZK-F	4. WIL-F
5.	5. KHTR-F	5. KSD-F	5. KEZK-F	5. WIL-F	5. WRTH	5. KSD-F	5. KYKY-F	5. WIL-F	5. KWK-F	5. KWK-F
6.	6. WMRY-F	6. KEZK-F	6. WIL-F	6. KSD-F	6. KSD-F	6. KUSA	6. KMJM-F	6. KSD-F	6. KHTR-F	6. KMJM-F
7.	7. KWK-F	7. WIL-F	7. KMJM-F	7. KMJM-F	7. KYKY-F	7. KMJM-F	7. WIL-F	7. KYKY-F	7. KSD-F	7. WRTH
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSHE-F	1. KSHE-F	1. KYKY-F	1. KSHE-F	1. KMOX-X	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX
2. KMJM-F	2. KYKY-F	2. KSHE-F	2. KMOX	2. KEZK-F	2. KMJM-F	2. KMJM-F	2. WMRY-F	2. KMOX	2. KSHE-F
3. KHTR-F	3. KMJM-F	3. KMJM-F	3. KSD-F	3. KYKY-F	3. WMRY-F	3. WMRY-F	3. KYKY-F	3. KMJM-F	3. WIL-F
4. KSD-F	4. KSD-F	4. KSD-F	4. KYKY-F	4. KSD-F	4. KWK-F	4.	4. KMOX	4. WIL-F	4. KEZK-F
5. KWK-F	5. KHTR-F	5. KEZK-F	5. KMJM-F	5. WIL-F	5.	5.	5. KSD-F	5. WMRY-F	5. KYKY-F
6. KYKY-F	6. KEZK-F	6. KHTR-F	6. KEZK-F	6. KMJM-F	6.	6.	6. KMJM-F	6. KYKY-F	6. KUSA
7. KEZK-F	7. KWK-F	7. WMRY-F	7. KHTR-F	7. KSHE-F	7.	7.	7. WIL-F	7.	7. KMJM-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. KSD-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		282 (2)	282 (2)	9.0	8.8	KFUO-F	99.1	Clayton	.6/2.8
AOR		501 (2)	501 (2)	16.0	12.5	KLTH-F	97.1	Florissant	1.0/3.7
AC/OLDIES/SOFT ROCK MOR/VARIETY	46 (1)	411 (4)	457 (5)	14.6	14.5	WCBW-F	104.9	Columbia, IL	.8/2.0
						WEW	770	St. Louis	.7/1.3
						WIBV	1260	Belleville, IL	.3/1.7
COUNTRY	176 (3)	222 (2)	398 (5)	12.7	12.8				
BLACK/URBAN	123 (2)	267 (2)	390 (4)	12.4	12.6				
BTFL MUSIC/EZ		289 (1)	289 (1)	9.2	7.6				
NEWS/TALK	641 (2)		641 (2)	20.4	24.7				
NOSTALGIA	131 (2)		131 (2)	4.2	4.3				
RELIGION/GOSPEL		28 (1)	28 (1)	0.9	1.0				
SPANISH									
CLASSICAL		20 (1)	20 (1)	0.6	0.8				
UNKNOWN/OTHERS					0.5				
			3137 (25)						

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N), BLACK	NBN, \$ N/A (Masla)	Unity	Tim McReynolds
KGLD, 1380, 5 KW/1 KW (DA-2), OLDIES	, \$ 34.00 (Eastman)		Steve Butler
KIRL, 1460, 5 KW/500 W (DA-N), RELIGION	, \$ 19.00 (Market 4)		Bill White
KMOX, 1120, 50 KW, TALK/VARIETY	CBS, \$250.00* (CBS)	CBS	Bob Hyland
KSIV, 1320, 5 KW (DAYS), RELIGION	, \$ 22.00 (----)	Bott	Richard Bott
KSTL, 690, 1 KW (DAYS), RELIGION	, \$ 16.00 (----)		W. Haverstick
KUSA, 550, 5 KW (DA-N), COUNTRY	ABC-D, \$ 80.00* (Mc-Guild)	Gannett	Merrell Hansen
KXEN, 1010, 50 KW (DAYS, DA), RELIGION	, \$ 12.00 (Schwartz)		Bernie Harville
KXOK, 630, 5 KW (DA-2), NEWS/TALK	MBS,ABC-I, \$ 55.00* (Katz)		Ron Grubbs
WESL, 1490, 1 KW, BLACK	SBN, \$ 30.00 (Sazar)		Wendall Hensen
WEW, 770, 1 KW (DAYS), NOSTALGIA	, \$ N/A (----)		Charles Stanley
WIL, 1430, 5 KW (DA-2), COUNTRY	ABC-E, \$ 40.00* (Blair)	LIN	Craig Magee
WRTH, 590, 1 KW (DA-1), NOSTALGIA	NBC, \$ 68.00* (MMR)	Blair	John Gutbrod

FM STATIONS

KADI, 96.3, 100 KW @ 650, CONTEMP/AC	US1,Source, \$ 38.00 (Masla)		Richard Miller
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	, \$110.00* (MMR)	Adams	John Gutbrod
KFUO, 99.1, 100 KW @ 557, CLASSICAL	, \$ 55.00* (CMBS)		
KHTR, 103.3, 100 KW @ 1212, CHR	CBS-R, \$130.00* (CBS)	CBS	Bob Fulstone
KLTH, 97.1, 100 KW @ 560, SOFT AC	, \$ 65.00 (Weiss)		Craig Hodgson
KMJM, 107.7, 100 KW @ 575, URBAN	, \$105.00* (Christal)	Key Market	Linda O'Connor
KSD, 93.7, 100 KW @ 850, AC	, \$120.00* (Mc-Guild)	Gannett	Merrell Hansen
KSHE, 94.7, 100 KW @ 500, AOR	, \$150.00* (Katz)	Emmis	John Beck
KWK, 106.5, 39 KW @ 592, CHR	, \$ 76.00 (Eastman)		Steve Butler
WCBW, 104.9, 3 KW @ 235, RELIGION	, \$ 18.00 (Radio Spot)		Curt Whipple
WIL, 92.3, 100 KW @ 510, COUNTRY	ABC-E, \$100.00* (Blair)	LIN	Craig Magee
WMRY, 101.1, 50 KW @ 320, AOR	, \$ 40.00 (----)		Brian Krueger
WZEN, 100.3, 50 KW @ 495, BLACK	NBN, \$ 55.00 (Weiss)	Unity	Bob Miller
WKKZ, 104.1, 43 KW @ 536, COUNTRY	, \$ NM (Republic)	(JERSEYVILLE, IL)	Bob Backman

SALT LAKE CITY

Arbitron Rank/Pop (12+): 44/808,400

MSA Rank/Pop: 44/1,043,200

ADI # 39

Average Person Ratings: 15.7

Market TSL: 20.7 hours

Stations: 27/27

Diaries: 1480/546:1/53.7%

Sample Target: 1090

Standard Error: .500

% Below Line: 0

% Not Listed: 7.0

1985 Revenue: \$27,500,000

HH Inc.: \$28,272

Retail \$: 5.5 Bil

Pop per Station: 29,941

#1 Biller: KSL

\$4,700,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KSFI-F	154/12.1	10.9	---	10.1	---	1. KSFI-F	206/2477	1. KSL	1934/23.9	25.7	23.5
2. KRSP-F	114/ 9.0	9.9	---	9.4	---	2. KSL	173/3169	2. KSFI-F	1667/20.6	21.5	20.8
3. KSL	110/ 8.7	10.4	---	7.2	---	3. KRSP-F	169/2232	3. KRSP-F	1646/20.4	18.9	17.7
4. KSOP-F	89/ 7.0	3.7	---	3.3	---	4. KSOP-F	134/1693	4. KCPX-F	1420/17.6	17.7	21.0
5. KKAT-F	76/ 6.0	4.0	---	3.4	---	5. KISN-F	105/1724	5. KISN-F	1193/14.8	12.1	16.7
6. KCPX-F	74/ 5.8	6.2	---	9.5	---	6. KKAT-F	100/1566	6. KKAT-F	1102/13.6	10.0	8.8
7. KISN-F	65/ 5.1	4.4	---	3.3	---	7. KCPX-F	98/1926	7. KSOP-F	1084/13.4	10.2	12.4
8. KALL	60/ 4.7	3.7	---	4.7	---	8. KLCY-F	85/1242	8. KALL	1026/12.7	13.8	12.5
9. KLCY-F	54/ 4.2	5.5	---	6.8	---	9. KALL	61/1063	9. KLCY-F	829/10.3	13.2	15.0
10. KTKK	35/ 2.8	2.9	---	1.4	---	10. KFMY-F	43/1159	10. KLTQ-F	671/ 8.3	9.7	8.5
11. KLTQ-F	34/ 2.7	3.6	---	4.2	---	KMGR-F	43/ 610	11. KLUB	602/ 7.4	6.8	9.9
12. KBUG	31/ 2.4	3.9	---	3.4	---	KLRZ-F	43/ 929	12. KDAB-F	597/ 7.4	7.4	9.2
13. KCGL-F	30/ 2.4	1.8	---	1.9	---	13. KTKK	38/ 342	13. KFMY-F	590/ 7.3	8.0	9.1
14. KLUB	29/ 2.3	1.5	---	3.9	---	KLTQ-F	38/ 786	14. KZAN-F	560/ 6.9	7.7	---
15. KDYL	28/ 2.2	.7	---	1.9	---	15. KZAN-F	37/ 731	15. KBUG	554/ 6.9	8.8	9.6
16. KUTR	27/ 2.1	.9	---	.2	---	16. KBUG	35/ 681	16. KLRZ-F	497/ 6.1	8.5	8.8
KZAN-F	27/ 2.1	3.6	---	2.5	---	17. KLUB	32/ 734	17. KDYL	459/ 5.7	4.4	7.3
18. KMGR-F	24/ 1.9	2.7	---	.6	---	18. KCGL-F	31/ 527	18. KCGL-F	457/ 5.7	4.0	4.8
19. KDAB-F	22/ 1.7	2.2	---	2.6	---	19. KUTR	31/ 468	19. KUTR	396/ 4.9	2.5	1.4
20. KLRZ-F	18/ 1.4	1.9	---	2.5	---	20. KDYL	29/ 479	20. KRSP	373/ 4.6	3.8	5.2
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 68.87% (814 of 1182) (WIN 85: N/A)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCPX-F	1. KRSP-F	1. KRSP-F	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSL	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSFI-F
2. KRSP-F	2. KISN-F	2. KSOP-F	2. KSL	2. KSL	2. KSL	2. KALL	2. KRSP-F	2. KRSP-F	2. KRSP-F	2. KRSP-F
3. KCGL-F	3. KSOP-F	3. KSFI-F	KSOP-F	KSOP-F	3. KSOP-F	3. KSFI-F	3. KSOP-F	3. KSL	3. KSL	3. KSOP-F
4.	4. KCPX-F	4. KKAT-F	4. KRSP-F	4. KALL	4. KKAT-F	4. KRSP-F	4. KSL	4. KSOP-F	4. KCPX-F	4. KCPX-F
5.	5. KKAT-F	5. KSL	5. KALL	5. KKAT-F	5. KALL	5. KKAT-F	5. KKAT-F	5. KCPX-F	5. KISN-F	5. KSL
6.	6. KLCY-F	6. KISN-F	6. KKAT-F	6. KRSP-F	6. KTKK	6. KSOP-F	6. KALL	6. KKAT-F	6. KKAT-F	6. KKAT-F
7.	7. KALL	7. KLCY-F	7.	7. KLCY-F	7.	7. KCPX-F	7. KISN-F	7. KISN-F	7. KLUB	7.
8.	8.	8.	8.	8.	8.	8.	KLCY-F	8.	KSOP-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F	1. KISN-F	1. KISN-F	1. KISN-F	1. KSFI-F		1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KSL
2. KISN-F	2. KRSP-F	2. KLCY-F	2. KSFI-F	2. KSOP-F		2. KCPX-F	2. KSOP-F	2. KSOP-F	2. KSL	2. KRSP-F
3. KCPX-F	3. KCPX-F	3. KALL	3. KSOP-F	3. KKAT-F		3. KISN-F	3. KKAT-F	3. KALL	3. KKAT-F	3. KSOP-F
4. KSOP-F	4. KLCY-F	4. KMGR-F	4. KRSP-F	4. KISN-F		4. KSOP-F	4. KALL	4. KBUG	4. KSOP-F	4. KALL
5. KKAT-F	5. KSOP-F	KRSP-F	5. KKAT-F	5. KLCY-F		5. KCGL-F	5. KCPX-F	5. KKAT-F	5. KALL	5. KKAT-F
6.	6. KKAT-F	KSFI-F	6. KLCY-F	6. KSL		6.	6. KISN-F	6. KSL	6.	6. KLCY-F
7.	7.	7.	7. KCPX-F	7.		7.	7.	7. KDAB-F	7.	7. KBUG
8.	8.	8.	8.	8.		8.	8.	KLCY-F	8.	8.
9.	9.	9.	9.	9.		9.	9.	9.	9.	9.
10.	10.	10.	10.	10.		10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		202 (6)	202 (6)	17.1		KFAM	700	Salt Lake City	.8/2.9
AOR		144 (2)	144 (2)	12.2		KJQN-F	95.5	Ogden	.6/1.8
AC/OLDIES/SOFT ROCK	134 (4)	112 (3)	246 (7)	20.8		KFMY-F	96.1	Provo	1.3/7.3
MOR/VARIETY	110 (1)		110 (1)	9.3		KRGO-F	107.9	Roy	.8/2.2
COUNTRY	14 (1)	192 (3)	206 (4)	17.4		KRPN	1550	West Valley City	.6/1.9
BLACK/URBAN						KRSP	1060	Salt Lake City	1.3/4.6
BTFL MUSIC/EZ	10 (1)	154 (1)	164 (2)	13.9		KSOP	1370	Salt Lake City	1.1/3.9
NEWS/TALK	35 (1)		35 (1)	3.0					
NOSTALGIA	57 (2)		57 (2)	4.8					
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS	8 (1)	10 (1)	18 (2)	1.5					
			1182 (27)						

### RADIO STATIONS

#### AM STATIONS

KALL, 910,	5 KW/1 KW	(DA-N),	AC	NBC,ABC-I,	\$ 60.00	(Eastman)	Hatch	Bennie Williams
KBBX, 1600,	5 KW/1 KW	(DA-N),	RELIGION	,	\$ 6.00	(----)	Mid American Gospel	Robert Dobbs
KBUG, 1320,	5 KW	(DA-1),	OLDIES	,	\$ 48.00	(Katz)	John Price	Terry Schmidt
KDYL, 1280,	5 KW/500 W	(DA-N),	NOSTALGIA	MBS,APR,	\$ 25.00	(Blair)		Craig Hanson
KFAM, 700,	50 KW/1 KW	(DA-1),	BTFL/EZ	UPI,	\$ 24.00	(Radio Time)		Dave Williams
KLAF, 1230,	1 KW	,	?	,	\$ 20.00	(Torbet)	Trans Com	Chris Kampmuir
KLUB, 570,	5 KW	(DA-1),	NOSTALGIA	NBC,	\$ 38.00*	(Mc-Guild)		Eric Stenberg
KRPN, 1550,	10 KW/500W	,	?	,	\$ 20.00	(Christal)		Gene Guthrie
KRSP, 1060,	10 KW/1 KW	(DA-N),	OLDIES	,	\$ 28.00*	(Select)		Alan Hague
KSL, 1160,	50 KW/	,	MOR	CBS,	\$100.00*	(MMR)	Bonneville	Tom Glade
KSOP, 1370,	5 KW/500 W	(DA-N),	COUNTRY	,	\$ 30.00	(MMR)		Greg Hilton
KTKK, 630,	1 KW/500 W	(DA-2),	TALK	ABC-T,	\$ 18.00	(----)		Stan Bush
KUTR, 860,	50 KW	(DAYS),	AC	,	\$ 33.00*	(Republic)	Sunrise	Dick Elliot

#### FM STATIONS

KCGL, 105.5,	500 W @ 650,	AOR	,	\$ 25.00	(----)	Mid American Gospel	Richard Rees
KCPX, 98.7,	27 KW @ 2932,	CHR	,	\$ 80.00*	(Katz)	John Price	Terry Schmidt
KFMY, 96.1,	55 KW @ 2620,	CHR	,	\$ 40.00*	(Roslin)	First Media	Gene Manning
KISN, 97.1,	26 KW @ 3650,	CONTEMP	CBS-R,	\$ 60.00*	(Mc-Guild)		Eric Stenberg
KLCY, 94.1,	24 KW @ 3030,	AC	US1,	\$ 75.00*	(Eastman)	Hatch	Bennie Williams
KLTQ, 93.3,	26 KW @ 3660,	AC	,	\$ 50.00*	(Republic)	Sunrise	Dick Elliot
KLRZ, 94.9,	48 KW @ 2780,	CHR	,	\$ 40.00	(Christal)		B. Eric Rhoads
KKAT, 101.9,	26 KW @ 3740,	COUNTRY	,	\$ 45.00*	(Torbet)	Brown	Dennis Gwiazdom
KMGR, 107.5,	45 KW @ 2850,	AC	,	\$ 44.00*	(Torbet)	Trans Com	Chris Kampmeier
KRSP, 103.5,	28 KW @ 3630,	AOR	,	\$ 79.00*	(Select)		Alan Hague
KSFI, 100.3,	26 KW @ 3740,	BTFL/EZ	,	\$ 75.00*	(Blair)		Craig Hanson
KSOP, 104.3,	25 KW @ 3650,	COUNTRY	,	\$ 58.00*	(MMR)		Greg Hilton
KZAN, 97.9,	26 KW @ 3770,	COUNTRY	,	\$ 25.00	(Christal)		
KDAB, 101.1,	25 KW @ 3740,	CONTEMP	,	\$ 30.00	(Torbet)	Albimar	

SAN DIEGO

Arbitron Rank/Pop (12+): 20/1,791,300

Stations: 28.20  
Diaries: 1754/1021:1/42.4%  
Sample Target: 1610  
Standard Error: .478  
% Below Line: 22.1  
% Not Listed: 8.8

1985 Revenue: \$57,400,000  
HH Inc.: \$32,875  
Retail \$: 13.2 Bil  
Pop per Station: 89,565  
#1 Biller: KFMB  
\$9,000,000

MSA Rank/Pop: 18/2,101,800  
ADI # 26  
Average Person Ratings: 17.3  
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KJQY-F	299/9.7	9.4	8.0	7.8	9.7	1.		1. KFMB-F	3160/17.6	18.3	19.0
2. KSDO	204/6.6	6.1	5.2	5.5	5.4	2.		2. KJQY-F	2911/16.3	16.7	15.4
3. KGB-F	182/5.9	7.8	9.3	8.6	6.9	3.		3. KSDO-F	2656/14.8	14.5	16.7
4. KFMB-F	181/5.9	7.6	5.9	6.2	6.5	4.		4. XTRA-F	2601/14.5	12.1	14.1
5. XHRM-F	176/5.7	4.5	3.3	4.0	4.8	5.		5. KGB-F	2491/13.9	16.2	16.2
6. XTRA-F	170/5.5	4.5	6.1	6.1	4.2	6.		6. KSDO	2439/13.6	12.7	12.4
7. KPQP	156/5.1	4.8	3.2	3.2	4.1	7.		7. KFMB	2236/12.5	14.7	23.3
8. KFMB	147/4.8	6.4	9.5	9.2	5.5	8.		8. KIFM-F	1693/ 9.5	9.1	9.3
9. KSDO-F	133/4.3	4.8	6.3	5.4	6.1	9.		9. XHRM-F	1692/ 9.4	8.9	9.3
10. KIFM-F	115/3.7	3.0	3.3	3.7	3.6	10.		10. XTRA	1603/ 8.9	7.6	8.2
11. KWLTF	112/3.7	2.1	---	2.3	2.6	11.		11. KWLTF	1565/ 8.7	6.8	8.8
12. KSON-F	101/3.3	4.5	3.2	2.8	3.0	12.		12. KLZZ-F	1483/ 8.3	9.5	9.4
13. XTRA	96/3.1	2.9	2.5	2.7	2.5	13.		13. KSON-F	1482/ 8.3	9.9	7.4
14. KYXY-F	94/3.1	2.6	2.8	2.2	3.1	14.		14. KFSD-F	1391/ 7.8	7.4	6.3
15. KFSD-F	92/3.0	2.6	2.8	3.6	2.7	15.		15. KYXY-F	1360/ 7.6	6.9	7.2
16. KLZZ-F	91/3.0	3.5	2.8	4.0	5.3	16.		16. XHIT-F	1334/ 7.4	6.6	6.5
17. KCBQ-F	84/2.7	3.0	1.6	1.7	2.1	17.		17. KPQP	1334/ 7.4	8.0	7.2
18. KNX	65/2.1	1.6	2.4	1.6	1.8	18.		18. KCBQ-F	1213/ 6.8	7.6	4.7
19. XHIT-F	56/1.8	2.7	2.5	1.7	1.2	19.		19. KNX	1109/ 6.2	6.1	6.3
20. KGMG-F	46/1.5	1.1	1.4	1.3	1.2	20.		20. KCBQ	796/ 4.4	5.2	5.1
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 71.53% (2002 of 2799) (WIN 85: 70.54%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. XHRM-F	1. KGB -F	1. KGB -F	1. KFMB-F	1. KJQY-F	1. KJQY-F	1. KSDO	1. KJQY-F	1. KJQY-F	1. KJQY-F	1. KJQY-F
2. XTRA-F	2. XTRA-F	2. KFMB-F	2. KIFM-F	2. KFMB-F	2. KPQP	2. KJQY-F	2. KSDO	2. KGB -F	2. KIFM-F	2. XHRM-F
3. KSDO-F	3. KFMB-F	3. XTRA-F	3. KFMB	3. KIFM-F	3. KSDO	3. KFMB	3. KPQP	3. KSDO	3. XHRM-F	3. XTRA-F
4. KGB -F	4. XHRM-F	4. XHRM-F	4. KJQY-F	4. KFMB	4. KFMB	4. KFMB-F	4. KFMB-F	4. KFMB	4. KGB -F	4. KPQP
5. KFMB-F	5. KIFM-F	5. KIFM-F	5. KGB -F	5. XTRA	5. KYXY-F	5. KGB -F	5. KFMB	5. XHRM-F	5. KSDO	5. KGB -F
6.	6. KWLTF	6. KWLTF	6. XTRA	6. KGB -F	6. KSON-F	6. XHRM-F	6. KGB -F	6. XTRA-F	6. XTRA-F	6. KFMB-F
7.	7. KSDO-F	7. KFMB	7. KWLTF	7. KSDO	7. KCBQ-F	7. XTRA-F	7. XTRA-F	7. KSDO-F	7. KFMB-F	7. KSDO-F
8.	8.	8.	8.	8.	KFMB-F	8. KCBQ-F+	8.	8.	8.	8.
9.	9.	9.	9.	9.	KFSD-F	9. KLZZ-F+	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. KSON-F+	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KJQY-F	1. XTRA-F	1. KGB -F	1. KGB -F	1. KGB -F	1. KIFM-F
XHRM-F	2. XHRM-F	2. KIFM-F	2. KJQY-F	2. KFMB-F	2. KGB -F	2. XTRA-F	2. KIFM-F	2. XTRA-F	2. XTRA
3. KSDO-F	3. KWLTF	3. KWLTF	3. XHRM-F	3. KYXY-F	3. XHRM-F	3. XHRM-F	3. KFMB-F	3. KIFM-F	3. KJQY-F
4. KGB -F	4. KIFM-F	4. KLZZ-F	4. KWLTF	4. KFMB	4. KLZZ-F	4. KFMB-F	4. XTRA	4. KFMB-F	4. KFMB-F
XTRA-F	5. KSDO-F	5. KSDO-F	KYXY-F	KWLTF	5. KSDO-F	5. KIFM-F	5. XTRA-F	5. XHRM-F	KGB -F
6. KYXY-F	6. KLZZ-F	KSON-F	6. KSDO-F	6. KIFM-F	6. XHIT-F	6. XTRA	6. XHIT-F	6. XTRA	6. KFMB
7. KWLTF	XTRA-F	7. XTRA-F	7. KLZZ-F	7. KSDO	7. KLZZ-F	7. KWLTF	7. KWLTF	7. KFMB	7. KSDO
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		314 (2)	314 (2)	11.2	20.6	KCBQ	1170	San Diego	1.3/4.4
AOR		479 (5)	479 (5)	17.1	13.5	KKOS	1000	Vista	.3/1.7
AC/OLDIES/SOFT ROCK	145 (3)	440 (5)	585 (8)	20.9	17.1	KKOS-F	95.9	Carlsbad	.9/2.2
MOR/VARIETY	147 (1)		147 (1)	5.3	5.9	KLZZ	600	San Diego	1.1/4.2
						KSON	1240	San Diego	1.0/3.6
COUNTRY	71 (2)	185 (2)	256 (4)	9.1	7.6				
BLACK/URBAN		176 (1)	176 (1)	6.3	6.4	KFI	640	Los Angeles	.5/2.8
BTFL MUSIC/E2		299 (1)	299 (1)	10.7	10.4	KLOS-F	95.5	Los Angeles	.8/2.6
NEWS/TALK	269 (2)		269 (2)	9.6	8.2	XLTN-F	104.5	Tijuana	.6/1.2
NOSTALGIA	156 (1)		156 (1)	5.6	6.2				
RELIGION/GOSPEL					1.2				
SPANISH		17 (1)	17 (1)	0.6	0				
CLASSICAL		92 (1)	92 (1)	3.3	2.8				
UNKNOWN/OTHERS	9 (1)		9 (1)	0.3	0				
			2799 (28)						

### RADIO STATIONS

#### AM STATIONS

KCBQ, 1170, 50 KW/5 KW	(DA-2), COUNTRY		\$ 55.00* (Torbet)	Eric/Chandler	Charlie Och
KFMB, 760, 5 KW	(DA-N), MOR	CBS,	\$145.00* (Mc-Guild)	Midwest TV	Paul Palmer
KLZZ, 600, 5 KW	(DA-1), AC	APR,MBS,	\$ N/A (Eastman)	SBI	Don Walker
KMJC, 910, 5 KW	(DA-2), RELIGION		\$ 30.00 (Gates)		Richard Bartel
KMLQ, 1000, 2.5 KW/250 W	(DA-2), NOSTALGIA		\$ 50.00 (----)		Gene Alfred
KOWN, 1450, 1 KW			\$ 35.00 (Western)	(ESCONDIDO)	Tim Curtin
KPQP, 1360, 5 KW/1 KW		NBC,	\$ 68.00 (Katz)	Brown	Tom Baker
KSDQ, 1130, 10 KW	(DA-2), NEWS/TALK	ABC-I,NBC-T,	\$115.00 (HNWH)	Gannett	Jim Price
KSON, 1240, 1 KW		MBS,	\$ 58.00* (Blair)	Jeff-Pilot	Clarke Brown
XTRA, 690, 50 KW	(DA-2), OLDIES		\$ 65.00* (MMR)	Noble (TIJUANA)	Norm Feuer

#### FM STATIONS

KCBQ, 105.3, 29 KW @ 620,	COUNTRY		\$ 65.00* (Torbet)	Eric/Chandler	Charlie Och
KFMB, 100.7, 30 KW @ 620,	CONTEMP		\$140.00 (Mc-Guild)	Midwest TV	Paul Palmer
KFSD, 94.1, 100 KW @ 641,	CLASSICAL		\$ 79.00* (Christal)	Lotus	Hal Rosenberg
KGB, 101.5, 50 KW @ 577,	AOR		\$134.00* (Katz)	Brown	Tom Baker
KGMG, 102.1, 10 KW @ 980,	OLDIES/CLASSIC	MBS,	\$NA (Select)	(OCEANSIDE)	Larry Shushan
KIFM, 98.1, 28 KW @ 640,	AC/Jazz	CBS-R,	\$ 90.00* (CBS)		
KJQY, 103.7, 36 KW @ 650,	BTFL/EZ		\$130.00* (Select)	Westinghouse	Chris Claus
KKOS, 95.9, 3 KW @ 300,	AC		\$ 56.00 (----)	(CARLSBAD)	John Oehrlein
KLZZ, 106.5, 50 KW @ 442,	AC		\$ 80.00* (Eastman)	SBI	Don Walker
KOWN, 92.1, 270 KW @ 1020,	?		\$ 35.00 (Western)	(ESCONDIDO)	Tim Curtin
KSDQ, 102.9, 2 KW @ 1840,	CHR		\$105.00* (HNWH)	Gannett	Jim Price
KSON, 97.3, 50 KW @ 445,	COUNTRY		\$ 66.00* (Blair)	Jeff-Pilot	Clarke Brown
KWLT, 94.9, 2 KW @ 1850,	AC		\$ 75.00* (Christal)	Sandusky	
KYXY, 96.5, 41 KW @ 540,	AC		\$ 92.00* (Torbet)		Ed Denker
XHRM, 92.5, 50 KW @ 600,	BLACK	SBN,	\$ 85.00 (Weiss)	(TIJUANA)	Darryl Cox
XTRA, 91.1, 100 KW @ 1000,	AOR		\$ 94.00* (MMR)	Noble	Norm Feuer
XHIT, 90.3, 100 KW @ 1000,	AOR		\$ 60.00* (CBS)	Unidyne	(TIJUANA) Bruce Walton

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,912,600

MSA Rank/Pop: SF-28/1,519,100  
 ADI #5 Oak-19/1,903,600  
 Average Person Ratings: 16.5  
 Market TSL: 22 hours

Stations: 48/45  
 Diaries: 4087/1202:1/46.2%  
 Sample Target: 2260  
 Standard Error: .321  
 % Below Line: 1.8  
 % Not Listed: 12.4

1985 Revenue: \$142,000,000  
 HH Inc.: \$36,465  
 Retail \$: 31.4 Bil  
 Pop per Station: 109,169  
 #1 Biller: KGO  
 \$17,500,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KGO	617/7.6	9.0	7.8	8.2	8.8	1. KGO	799/ 9949	1. KCBS	8756/17.8	17.9	15.0
2. KCBS	540/6.6	6.2	4.8	5.2	5.3	2. KCBS	647/10643	2. KGO	8096/16.5	17.9	18.0
3. KSOL-F	375/4.6	4.5	3.8	4.4	3.4	3. KSOL-F	376/ 4743	3. KYUU-F	5612/11.4	11.8	11.1
4. KABL-F	345/4.2	3.6	3.4	3.5	3.3	4. KABL-F	356/ 4373	4. KIOI-F	5442/11.1	10.3	10.6
5. KMEL-F	265/3.3	3.0	3.4	2.7	2.5	5. KNBR	327/ 6086	5. KMEL-F	5262/10.7	10.5	11.0
6. KYUU-F	264/3.2	3.4	3.9	3.8	4.1	6. KSFM-F	287/ 4199	6. KSOL-F	4680/ 9.5	9.6	10.3
7. KBLX-F	261/3.2	3.0	2.6	2.7	2.6	7. KMEL-F	284/ 5774	7. KNBR	4614/ 9.4	8.9	10.8
8. KSAN-F	240/3.0	4.1	3.2	3.2	3.2	8. KBLX-F	272/ 3406	8. KABL-F	4178/ 8.5	7.4	7.8
9. KNBR	237/2.9	2.4	3.7	3.4	2.8	9. KYUU-F	266/ 5657	9. KLOK-F	3965/ 8.1	8.2	7.2
10. KLOK-F	226/2.8	2.2	1.9	1.9	2.3	10. KOIT-F	236/ 4299	10. KOIT-F	3953/ 8.0	7.0	6.6
11. KOIT-F	224/2.8	2.5	2.5	2.8	1.8	11. KLOK-F	229/ 4048	11. KSAN-F	3740/ 7.6	8.2	7.9
12. KIOI-F	219/2.7	3.5	4.0	3.3	3.5	12. KIOI-F	222/ 5534	12. KITS-F	3574/ 7.3	9.2	9.8
13. KFOG-F	191/2.4	2.3	3.0	2.7	2.7	13. KWSS-F	219/ 3573	13. KFRC	3393/ 6.9	8.7	9.7
14. KRQR-F	176/2.2	2.5	2.2	2.1	2.7	14. KRAK	212/ 2692	14. KBLX-F	3321/ 6.8	7.3	6.7
15. KDFC-F+	168/2.1	1.5	1.4	1.8	2.0	15. KBAY-F	203/ 2849	15. KFOG-F	3134/ 6.4	6.1	6.8
16. KWSS-F	166/2.0	2.1	2.2	1.7	1.7	16. KFOG-F	194/ 3257	16. KRQR-F	2993/ 6.1	6.7	5.8
17. KNEW	165/2.0	2.3	2.2	2.8	2.5	17. KRQR-F	184/ 3261	17. KYA -F	2834/ 5.8	4.6	3.0
18. KABL	162/2.0	2.0	2.8	3.1	2.0	18. KFRC	171/ 4352	18. KKHI-F+	2721/ 5.5	4.5	5.8
19. KKHI-F+	160/2.0	1.5	1.8	1.9	1.8	19. KDFC-F+	169/ 2757	19. KDFC-F+	2679/ 5.5	N/A	4.9
20. KBAY-F	159/2.0	2.8	2.7	2.0	2.1	20. KNEW	168/ 2573	20. KWSS-F	2670/ 5.4	5.9	5.3
21. KITS-F	142/1.7	2.2	2.7	2.5	2.4	21. KABL	164/ 2486	21. KNEW	2476/ 5.0	6.1	6.4
22. KFRC	141/1.7	1.7	1.5	1.9	3.1	22. KKHI-F+	163/ 2819	22. KABL	2431/ 4.9	4.6	6.1
23. KSFO	136/1.7	1.8	2.9	2.1	1.8	23. KSFO	151/ 2216	23. KBAY-F	2294/ 4.7	5.3	4.8
24. KJAZ-F	127/1.6	1.0	1.1	1.1	1.0	24. KITS-F	143/ 3624	24. KOME-F	2128/ 4.3	4.8	4.8
25. KYA -F	121/1.5	1.3	1.2	1.0	1.3	25. KJAZ-F	129/ 1674	25. KSFO	1958/ 4.0	4.6	7.3

12+ FM SHARE (METRO): 64.09% (4564 of 7121) (WIN 85: 59.99%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMEL-F	1. KSOL-F	1. KSOL-F	1. KGO	1. KGO	1. KGO	1. KCBS-F	1. KGO	1. KCBS	1. KGO	1. KGO
2. KSOL-F	2. KBLX-F	2. KBLX-F	KBLX-F	2. KBLX-F	2. KCBS	2. KGO	2. KCBS	2. KGO	2. KSOL-F	2. KSOL-F
3. KITS	3. KRQR-F	3. KYUU-F	3. KOIT-F	3. KCBS	3. KABL-F	3. KABL-F+	3. KABL-F	3. KSOL-F	3. KBLX-F	3. KABL-F
4. KWSS-F	4. KYUU-F	4. KGO	KSAN-F	4. KOIT-F	4. KNBR	4. KNBR	4. KSOL-F	4. KABL-F	4. KMEL-F	4. KBLX-F
5. KLOK-F	5. KFOG-F	5. KIOI-F	5. KCBS	5. KSAN-F	5. KOIT-F	5. KYUU-F	5. KSAN-F	5. KYUU-F	5. KNBR	5. KLOK-F
6. KYUU-F	6. KLOK-F	6. KOIT-F	6. KYUU-F	6. KNBR	6. KSAN-F	6. KMEL-F	6. KOIT-F	6. KMEL-F	6. KABL-F	6. KIOI-F
7. KIOI-F	KMEL-F	7. KSAN-F	KNBR	7. KYUU-F	7. KBAY-F	7. KSAN-F	7. KBLX-F	7. KBLX-F	7. KCBS	7. KYUU-F
8. KIOI-F	KIOI-F	8. KFOG-F	8. KIOI-F	8. KIOI-F	8. KDFC-F+	8. KSOL-F	8. KIOI-F	8. KSAN-F	8. KJAZ-F	8. KCBS
9. KSAN-F	9. KSAN-F	KLOK-F	9. KSOL-F	9. KABL-F	9. KNEW	9. KLOK-F	9. KLOK-F	9. KLOK-F	9. KYUU-F	9. KOIT-F
10. KWSS-F	10. KWSS-F	10. KNBR	10. KFOG-F	10. KSOL-F	KJAZ-F	10. KSFO	10. KYUU-F	10. KIOI-F	10. KRQR-F	KMEL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSOL-F	1. KSOL-F	1. KBLX-F	1. KSOL-F	1. KOIT-F	1. KSOL-F	1. KRQR-F	1. KBLX-F	1. KGO	1. KGO
2. KMEL-F	2. KLOK-F	2. KIOI-F	2. KYUU-F	2. KGO	2. KRQR-F	2. KSOL-F	2. KRQR-F	2. KRQR-F	2. KCBS
3. KLOK-F	3. KIOI-F	3. KLOK-F	3. KIOI-F	3. KBLX-F	3. KOME-F	3. KFOG-F	3. KFOG-F	3. KBLX-F	3. KNBR
4. KYUU-F	4. KYUU-F	4. KSAN-F	4. KBLX-F	4. KSAN-F	KMEL-F	4. KBLX-F	4. KGO	4. KFOG-F	4. KBLX-F
5. KIOI-F	5. KBLX-F	KSOL-F	KOIT-F	KYUU-F	5. KFOG-F	5. KMEL-F	5. KSOL-F	5. KSOL-F	5. KSAN-F
6. KWSS-F	6. KMEL-F	KYUU-F	6. KLOK-F	KIOI-F	6. KSJO-F	6. KOME-F	6. KNBR	6. KNBR	6. KFOG-F
7. KFRC	7. KSAN-F	7. KFOG-F	7. KSAN-F	7. KABL-F	7. KYUU-F	7. KYUU-F	7. KICY-F	7. KCBS	7. KABL-F
8. KITS-F	8. KFRC	8. KOIT-F	8. KGO	8. KLOK-F	8. KWSS-F	8. KGO	8. KCBS	8. KYUU-F	8. KYUU-F
9. KBLX-F	9. KWSS-F	9. KYA -F	9. KMEL-F	9. KSOL-F	9. KBLX-F	9. KIOI-F	KYUU-F	9. KSAN-F	9. KOIT-F
10. KRQR-F	10. KOIT-F	KCBS	10. KABL-F	10. KCBS	10. KLOK-F	10. KSJO-F	10. KMEL-F	10. KMEL-F	10. KRQR-F

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	141 (1)	978 (8)	1119 (9)	15.7	12.4	KARA-F	105.7	Santa Clara	.7/3.2
AOR		568 (4)	568 (4)	8.0	11.2	KATD-F	95.3	Los Gatos	.6/1.7
AC/OLDIES/SOFT ROCK		1000 (8)	1000 (8)	14.0	15.6	KBRG-F	104.9	Fremont	.7/1.4
MOR/VARIETY	321 (2)		321 (2)	4.5	4.6	KDIA	1310	Oakland	1.2/3.5
COUNTRY	268 (3)	240 (1)	508 (4)	7.1	8.3	KEEN	1370	San Jose	.8/1.6
BLACK/URBAN	129 (2)	725 (3)	854 (5)	12.0	9.0	KEZR-F	106.5	San Jose	.7/2.8
BTFL MUSIC/EZ	162 (1)	599 (3)	761 (4)	10.7	12.1	KFAX	1100	San Francisco	.4/1.5
NEWS/TALK	1157 (2)		1157 (2)	16.2	16.5	KIQI	1010	San Francisco	1.0/1.4
NOSTALGIA	206 (2)		206 (2)	2.9	3.4	KKCY-F	98.9	San Francisco	1.1/2.8
RELIGION/GOSPEL	33 (1)		33 (1)	0.5	1.2	KLIV	1590	San Jose	.9/2.2
SPANISH	84 (1)	55 (1)	139 (2)	2.0	1.2	KLOK	1170	San Jose	1.0/3.9
CLASSICAL	56 (2)	272 (2)	328 (4)	4.6	4.4	KLZE-F	97.7	Los Altos	1.2/2.4
UNKNOWN/OTHERS		127 (1)	127 (1)	1.8	---	KOME-F	98.5	San Jose	1.4/4.3
			7121 (48)			KRE	1400	Berkeley	.4/2.0
						KREO-F	92.9	Healdsburg	.6/1.6
						KSJO-F	92.3	San Jose	1.1/3.7
						KTIM-F	100.9	San Rafael	.4/1.1
						KZST-F	100.1	Santa Rosa	.3/1.0
						KDON-F	102.5	Salinas	.5/1.5
						KRAK	1140	Sacramento	.5/1.3
						KSFM-F	102.5	Sacramento	.6/1.4

### RADIO STATIONS

#### AM STATIONS

KABL, 960, 5 KW	(DA-1), BTFL/EZ	, \$150.00 (Christal)	Shamrock	Mike Grinse
KCBS, 740, 50 KW	(DA-2), NEWS	CBS, \$200.00 (CBS)	CBS	Ray Barnett
KEST, 1450, 1 KW	, RELIGION	, \$ 37.00 (---)	Universal	Alan Schultz
KFAX, 1100, 50 KW	(DA-1), RELIGION	, \$ 30.00 (---)	Salem	Tom Wallace
KFRC, 610, 5 KW	, CHR	US1, \$130.00* (Republic)	RKO	Jim Smith
KDIA, 1310, 5 KW	(DA-1), BLACK	, \$ N/A (Select)	New Systems	Earnest James
KGO, 810, 50 KW	(DA-1), TALK/NEWS	ABC-I, \$295.00 (Blair)	Cap Cities/ABC	Mike Luckoff
KIQ1, 1010, 10 KW/500 W	(DA-1), SPANISH	, \$ 54.00 (Cabellero)		Rene DeLaRosa
KNBR, 680, 50 KW	, MOR/AC	NBC, \$190.00 (McGuild)	NBC	William Dwyer
KNEW, 910, 5 KW	(DA-N), COUNTRY	, \$100.00* (Katz)	Malrite	Steve Edward
KOFY, 1050, 1 KW	(DAYS), SPANISH	, \$ 38.00 (Lotus)	(SAN MATEO)	Rolando Orel
KOIT, 1260, 5 KW/1 KW	, SOFT AC	, \$ N/A (Torbet)	Bonneville	Chuck Tweedle
KRE, 1400, 1 KW/250 W	, BLACK	SBN, \$ N/A (HNWH)	Inner City	Harvey Stone
KSFO, 560, 5 KW	(DA-N), NOSTALGIA	US2, \$110.00* (Eastman)	King	Jim Kime

#### FM STATIONS

KABL, 98.1, 100 KW @ 940,	BTFL/EZ	, \$150.00 (Christal)	Shamrock	Mike Grinsell
KBLX, 102.9, 7 KW @ 1285,	URBAN/AC	SBN, \$120.00* (HNWH)	Inner City	Harvey Stone
KDFC+, 102.1, 33 KW @ 1360,	CLASSICAL	, \$ 50.00 (CMBS)		Ed Davis
KFOG, 104.5, 8 KW @ 1454,	AOR	Source, \$135.00* (Select)	Susquehanna	Tony Salvadore
KIOI, 101.3, 125 KW @ 1220,	AC	, \$200.00 (MMR)	Price	Bill Gilreath
KITS, 105.3, 15 KW @ 1200,	CHR	, \$120.00* (Republic)	Entercom	Ed Krampf
KJAZ, 92.7, 2 KW @ 550,	JAZZ	, \$ N/A (Roslin)		Ian Epstein
KKCY, 98.9, 4 KW @ 1450,	URBAN/AOR	, \$100.00* (Select)	Olympic	Bruce Blevins
KKHI+, 95.7, 9 KW @ 1473,	CLASSICAL	, \$ 85.00* (HNWH)	Buckley	Jim Hickey
KLOK, 103.7, 8 KW @ 1470,	AC/CONTEMP	, \$ 80.00 (Durpetti)	Davis Weaver	Bill Weaver
KMEL, 106.1, 69 KW @ 1240,	CHR	, \$115.00* (Christal)	Century	P. Williams
KOIT, 96.5, 33 KW @ 1410,	SOFT AC	, \$ 95.00* (Torbet)	Bonneville	Chuck Tweedle
KRQR, 97.3, 82 KW @ 1100,	AOR	CBS-R, \$135.00* (CBS)	CBS	Rod Colarco
KSAN, 94.9, 35 KW @ 1290,	COUNTRY	, \$155.00* (Katz)	Malrite	Steve Edwards
XSOL, 107.7, 5 KW @ 1590,	URBAN	APR, \$148.00* (Masla)	United	Ken Shubat
KYA, 93.3, 31 KW @ 593,	OLDIES	APR, \$ N/A (Eastman)	King	Jim Kime
KYUU, 99.7, 45 KW @ 1240,	CONTEMP/AC	, \$170.00* (Mc-Guild)	NBC	Terry DeVoto

SAN JOSE

Arbitron Rank/Pop (12+): 28/1,164,700

Stations: 43/16  
Diaries: 1489/782:1/45.3%  
Sample Target: 1200  
Standard Error: .514  
% Below Line: N/A  
% Not Listed: N/A

1985 Revenue: \$24,500,000  
HH Inc.: \$40,841  
Retail \$: 10.3 Bil  
Pop per Station: 72,794  
#1 Biller: KBAY-F  
\$4,300,000

MSA Rank/Pop: 31/1,396,200  
San Francisco AD1  
Average Person Ratings: 16.6  
Market TSL: 21.9 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KWSS-F	118/6.1	6.1	---	4.5	5.7	1. KWSS-F	206/3389	1. KWSS-F	1977/17.0	17.0	14.9
2. KBAY-F	108/5.6	6.7	---	5.6	5.4	2. KBAY-F	193/2554	2. KBAY-F	1447/12.4	12.1	12.5
3. KLZE-F	91/4.7	2.9	---	2.8	2.8	3. KOME-F	114/2117	3. KOME-F	1348/11.6	11.4	11.7
4. KOME-F	75/3.9	3.0	---	5.3	5.2	4. KLZE-F	95/1155	4. KSJO-F	1326/11.4	10.3	9.9
5. KSJO-F	69/3.6	3.2	---	2.3	2.8	5. KSJO-F	86/1761	5. KARA-F	1301/11.2	9.6	10.8
6. KLOK	56/2.9	3.1	---	3.4	3.4	6. KLOK	78/1809	6. KEZR-F	1135/ 9.7	9.0	11.2
7. KARA-F	49/2.5	3.4	---	3.9	2.9	7. KDFC-F+	69/1298	7. KLOK	1125/ 9.7	8.9	9.8
8. KEZR-F	49/2.5	2.0	---	2.6	4.5	8. KLIV	62/ 934	8. KLZE-F	1053/ 9.0	5.6	6.6
9. KATD-F	46/2.4	1.9	---	---	---	9. KEEN	59/ 743	9. KATD-F	794/ 6.8	3.9	---
10. KLIV	42/2.2	1.9	---	2.6	3.2	10. KARA-F	55/1636	10. KLIV	580/ 5.0	5.6	6.3
11. KEEN	35/1.8	2.7	---	2.0	4.4	11. KEZR-F	55/1338	11. KDFC-F+	548/ 4.7	3.1	4.4
12. KDFC-F+	35/1.8	1.6	---	1.8	1.5	12. KAZA	48/ 307	12. KEEN	518/ 4.4	5.8	5.7
13. KAZA	28/1.5	1.2	---	1.7	.6	13. KATD-F	47/ 855	13. KHHT-F	392/ 3.4	3.7	4.3
14. KNTA	27/1.4	2.2	---	1.7	1.6	14. KNTA	31/ 286	14. KNTA	241/ 2.1	2.7	2.6
15. KHHT	15/ .8	.6	---	1.0	1.2	15. KHHT	16/ 429	15. KAZA	202/ 1.7	2.0	2.0
16.						16.		16.			
17.						17.		17.			
18.						18.		18.			
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

NOTE: San Jose is part of the San Francisco metro.  
Only stations above the line in the rating book are ranked.

12+ FM SHARE: N/A (WINTER 85: N/A %)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KWSS-F	1. KLZE-F	1. KWSS-F	1. KWSS-F	1. KWSS-F
2. KATD-F	2. KOME-F	2. KOME-F	2. KLZE-F	2. KLZE-F	2. KLZE-F	2. KBAY-F	2. KWSS-F	2. KLZE-F	2. KBAY-F	2. KBAY-F
3. KSJO-F	3. KSJO-F	KBAY-F	3. KWSS-F	3. KARA-F	3. KLOK	3. KLOK	3. KBAY-F	3. KBAY-F	3. KOME-F	3. KLZE-F
4. KOME-F	4. KARA-F	4. KSJO-F	4. KARA-F	4. KWSS-F	4. KEEN	4. KLZE-F	4. KOME-F	4. KOME-F	4. KSJO-F	4. KSJO-F
5. KLOK	5. KATD-F	5. KLZE-F	5. KEZR-F	5. KEZR-F	KLIV	5. KOME-F	5. KSJO-F	5. KSJO-F	5. KLZE-F	5. KOME-F
6.	6. KEZR-F	6.	6.	KLOK	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KBAY-F
2. KSJO-F	2. KSJO-F	2. KLOK	2. KBAY-F	2. KLZE-F	2. KSJO-F	2. KSJO-F	2. KWSS-F	2. KWSS-F	2. KLZE-F
3.	3. KLOK	3. KARA-F	3. KLOK	3. KLOK	3. KWSS-F	3. KWSS-F	3. KARA-F	3. KSJO-F	3. KARA-F
4.	4. KOME-F	KEZR-F	4. KLZE-F	4. KEZR-F	4. KATD-F	4. KARA-F	KSJO-F	4. KBAY-F	4. KWSS-F
5.	5. KEZR-F	5. KOME-F	5. KEZR-F	5. KWSS-F	5.	KATD-F	5. KHHT	5. KARA-F	5. KOME-F
6.	KARA-F	KBAY-F	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	WIN 85	OTHER RATED STATIONS/METRO	SHARE	& CUME	RATING
					%				
TOP 40/CHR/CONTEMP						KABL .6/ 2.5			KKHI-F .9/ 3.8
AOR						KABL-F 2.1/ 3.7			KLOK-F 1.9/ 6.9
AC/OLDIES/SOFT ROCK						KBLX-F 2.5/ 6.0			KMEL-F 1.8/ 6.5
MOR/VARIETY						KBRG-F 1.1/ 2.5			KNBR 2.4/ 7.6
COUNTRY						KCBS 5.4/13.3			KNEW .8/ 1.8
BLACK/URBAN						KFAX .7/ 2.0			KOFY .5/ 1.0
BTFL MUSIC/EZ						KFOG-F 1.6/ 4.5			KOIT-F 2.3/ 6.8
NEWS/TALK						KFRC .6/ 4.0			KRQR-F .3/ 2.3
NOSTALGIA						KGO 7.5/15.6			KSAN-F 2.5/ 7.6
RELIGION/GOSPEL						KIOI-F 2.6/11.5			KSFO .7/ 2.6
SPANISH						KIQI .4/ 1.3			KSOL-F 5.2/ 9.5
CLASSICAL						KITS-F 1.5/ 6.0			KYA -F 1.0/ 3.6
UNKNOWN/OTHERS									KYUU-F 3.9/13.6
						See San Francisco for more information on the above stations.			
						KDON-F 102.5		Salinas	.6/ 2.3

RADIO STATIONS

AM STATIONS

KAZA, 1290, 5 KW	(DAYS, DA),	SPANISH	, \$ 51.00	(Caballero)	(GILROY)	A. Rodriguez
KEEN, 1370, 5 KW	(DA-2),	COUNTRY	UPI, \$ 55.00	(MMR)		Chris Snell
KHTT, 1500, 10 KW/5 KW	(DA-2),	OLDIES	APR, \$ 32.50	(Katz)	Narragansett	G. Rodriguez
KLIV, 1590, 5 KW	(DA-N),	NOSTALGIA	, \$ 40.00	(Select)	Empire	V. Lopopolo
KLOK, 1170, 50 KW/5 KW	(DA-2),	MOR/AC	, \$ 60.00	(Weiss)	Davis/Weaver	Phil Davis
KNTA, 1430, 1 KW	(DA-N),	SPANISH	, \$ 34.00	(Lotus)	Tamarack	Gene Hogan

FM STATIONS

KARA-F, 105.7, 50 KW @ 500, AC	, \$ 58.00	(Select)	Empire	Bob Kieve
KATD-F, 95.3, 370 W @ 860, CHR	, \$ 40.00	(Roslin)		Alice Shockley
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ	, \$ 90.00	(MMR)		Steve Snell
KEZR-F, 106.5, 50 KW @ 430, AC	, \$ 82.00	(Christal)		John Levitt
KBRG-F, 104.9, 3 KW @ 300, SPANISH	, \$ 48.00	(---)	(FREMONT)	Ricardo Helmi
KLZE-F, 97.7, 3 KW @ ?, BTFL/EZ	, \$ 35.00	(Republic)		
KOME-F, 98.5, 13 KW @ 880, AOR	ABC-R, \$144.00	(Torbet)	Infinity	Jim Hardy
KSJO-F, 92.3, 50 KW @ 68, AOR	, \$130.00*	(Katz)	Narragansett	G. Rodriguez
KWSS-F, 94.5, 1.1 KW @ 2580, CHR	, \$100.00*	(Mc-Guild)	Nationwide	Palmer Pyle

See San Francisco for other stations.

SEATTLE/TACOMA

Arbitron Rank/Pop (12+): 17/1,882,900

Stations: 30/30  
Diaries: 1678/1122:1/46.7%  
Sample Target: 1670  
Standard Error: .472  
% Below Line: 0  
% Not Listed: 8.8

1985 Revenue: \$71,000,000  
HH Inc.: \$32,083  
Retail \$: 15.0 Bil  
Pop per Station: 62,763  
#1 Biller: KIRO  
\$14,000,000

MSA Rank/Pop: SEA - 26/1,707,800

TAC - 92/523,500

ADI # 13

Average Person Ratings: 16.1

Market TSL: 21.2 hours

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. KIRO	280/9.2	10.9	10.1	10.2	8.3	1. KIRO	335/5790	1. KIRO	4584/24.3	28.5	24.9
2. KOMO	220/7.3	8.3	6.3	5.9	6.8	2. KBRD-F	255/2728	2. KOMO	3667/19.5	23.3	16.4
3. KUBE-F	209/6.9	6.8	6.9	7.5	7.9	3. KOMO	249/4249	3. KUBE-F	3143/16.7	17.0	19.5
4. KBRD-F	200/6.6	5.1	4.8	5.0	5.9	4. KUBE-F	223/3566	4. KSEA-F	2202/11.7	10.7	10.9
5. KSEA-F	163/5.4	5.0	4.5	5.3	4.5	5. KISW-F	217/2875	5. KBRD-F	2133/11.3	10.3	9.6
6. KISW-F	141/4.7	6.2	7.3	6.1	6.5	6. KSEA-F	213/2657	6. KPLZ-F	2051/10.9	10.3	10.9
7. KIXI	135/4.5	5.0	5.1	3.5	3.8	7. KIXI	168/1948	7. KISW-F	2051/10.9	12.6	12.6
8. KLSY-F	132/4.4	4.4	2.9	4.1	3.5	8. KING-F	161/1988	8. KNBQ-F	1787/ 9.5	10.2	11.8
9. KING-F	125/4.1	3.9	2.5	3.4	3.8	9. KMG I-F	157/2216	9. KLSY-F	1778/ 9.4	10.7	9.3
10. KMPS-F	102/3.4	4.5	4.3	4.0	3.7	10. KRPM-F	149/1601	10. KMG I-F	1683/ 8.9	8.0	5.9
KPLZ-F	102/3.4	3.8	4.7	3.9	4.5	11. KLSY-F	148/2154	11. KING-F	1627/ 8.6	8.4	8.2
12. KMG I-F	100/3.3	3.6	2.5	2.0	---	12. KMPS-F	141/1447	12. KZOK-F	1529/ 8.1	8.8	8.6
13. KRPM-F	96/3.2	2.8	3.8	3.3	3.4	13. KPLZ-F	132/2549	13. KVI	1500/ 8.0	8.3	8.2
14. KNBQ-F	83/2.7	3.3	3.1	3.8	3.5	14. KEZX-F	100/1353	14. KIXI	1434/ 7.6	9.4	8.2
15. KEZX-F	79/2.6	1.9	1.6	2.2	3.3	15. KNBQ-F	94/2038	15. KING	1422/ 7.6	6.7	6.4
16. KZOK-F	72/2.4	2.2	2.6	2.3	2.7	16. KING	78/1713	16. KJR	1273/ 6.8	8.6	9.2
17. KING	65/2.1	1.4	1.8	1.9	2.1	17. KZOK-F	76/1752	17. KEZX-F	1100/ 5.8	4.6	5.2
18. KVI	58/1.9	1.8	2.3	2.2	2.1	18. KJR	73/1472	18. KMPS-F	1100/ 5.8	9.2	7.8
19. KJR	55/1.8	1.9	1.8	2.5	3.0	19. KHIT-F	69/1454	19. KRPM-F	1064/ 5.7	6.0	6.1
20. KCMS-F	54/1.8	1.6	2.6	1.6	2.6	20. KVI	67/1707	20. KIXI-F	903/ 4.8	5.0	5.4
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 62.87% (1737 of 2763) (WIN 85: 64.79%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPLZ-F	1. KUBE-F	1. KUBE-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO	1. KOMO	1. KIRO	1. KIRO	1. KBRD-F
2. KUBE-F	2. KISW-F	2. KISW-F	2. KUBE-F	2. KOMO	2. KBRD-F	2. KOMO	2. KBRD-F	2. KUBE-F	2. KLSY-F	2. KUBE-F
3. KISW-F	3. KLSY-F	3. KLSY-F	3. KOMO	3. KUBE-F	3. KOMO	3. KUBE-F	3. KIRO	3. KSEA-F	3. KBRD-F	3. KSEA-F
4. KNBQ-F	4. KMG I-F	4. KIRO	4. KMG I-F	4. KBRD-F	4. KSEA-F	4. KMPS-F+	4. KSEA-F	4. KOMO	4. KUBE-F	4. KIXI
5. KHIT-F	5. KZOK-F	5. KOMO	5. KLSY-F	5. KING-F	5. KIXI	5. KBRD-F	5. KUBE-F	5. KING-F	5. KING-F	5. KIRO
6. KKFX	6. KEZX-F	6. KMG I-F	6. KING-F	7. KLSY-F	6. KING-F	6. KLSY-F	6. KIXI	6. KISW-F	6. KISW-F	6. KOMO
7.	7. KPLZ-F	7. KEZX-F	7. KISW-F	7. KMG I-F	7. KRPM-F	7. KISW-F	7. KISW-F	7. KPLZ-F	7. KOMO	7. KLSY-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KSEA-F	1. KUBE-F	1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO
2. KLSY-F	2. KLSY-F	2. KMG I-F	2. KLSY-F	2. KLSY-F	2. KISW-F	2. KUBE-F	2. KUBE-F	2. KUBE-F	2. KOMO
3. KISW-F	3. KMG I-F	3. KLSY-F	3. KSEA-F	3. KOMO	3. KPLZ-F	3. KZOK-F	3. KIRO	3. KIRO	3. KISW-F
KPLZ-F	4. KISW-F	4. KEZX-F	4. KMG I-F	4. KIRO	4. KZOK-F	4. KMG I-F	4. KZOK-F	4. KZOK-F	4. KUBE-F
5. KKFX	5. KEZX-F	5. KNBQ-F	5. KOMO	5. KBRD-F	5. KNBQ-F	5. KIRO	5. KMG I-F	5. KOMO	5. KRPM-F
KRPM-F	6. KKFX	6. KCMS-F	6. KBRD-F	6. KMG I-F	6. KEZX-F	6. KPLZ-F	6. KOMO	6. KMG I-F	6. KING-F
7. KEZX-F	7. KCMS-F	7. KKFX	7. KING-F	7. KUBE-F	7. KMPS-F	7. KEZX-F	7. KEZX-F	7. KEZX-F	7. KZOK-F
8.	8. KNBQ-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	17 (1)	424 (4)	541 (5)	18.9	18.4	KBLE	1050	SEATTLE	.4/1.3
AOR		292 (3)	292 (3)	10.2	13.4	KCIS	630	EDMONOS	1.0/3.4
AC/OLDIES/SOFT ROCK	113 (2)	281 (4)	394 (6)	13.8	14.3	KGNW	1150	SEATTLE	1.2/2.6
MOR/VARIETY	241 (2)		241 (2)	8.4	7.3	KHIT-F	106.9	BREMERTON	1.0/4.7
COUNTRY	46 (1)	198 (2)	244 (3)	8.5	10.4	KIXI-F	95.7	SEATTLE	1.0/4.8
BLACK/URBAN	49 (1)		49 (1)	1.7	1.3	KJET	1590	SEATTLE	.6/2.2
BTFL MUSIC/EZ		363 (2)	363 (2)	12.7	11.1	KKFX	1250	SEATTLE	1.6/3.9
NEWS/TALK	345 (2)		345 (2)	12.1	11.1	KMPS	1300	SEATTLE	1.5/3.8
NOSTALGIA	135 (1)		135 (1)	4.7	4.1	KQKT-F	96.5	SEATTLE	.7/2.5
RELIGION/GOSPEL	80 (3)	54 (1)	134 (4)	4.7	4.1	KTAC	850	TACOMA	.7/2.5
SPANISH									
CLASSICAL		125 (1)	125 (1)	4.4	4.1				
UNKNOWN/OTHERS					0.3				
			2863 (30)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW	(DAYS), RELIGION	, \$ 30.00 (----)	George Bowcher
KCIS, 630, 5 KW/2.5 KW	(DA-N), RELIGION	UPI, APR, \$ 45.00 (----)	Bob Powers
KING, 1090, 50 KW	(DA-2), NEWS/TALK	NBC, \$ 60.00* (Blair)	Tim Davidson
KIRO, 710, 50 KW	(DA-N), NEWS/TALK	CBS, NBC-T, \$160.00* (CBS)	Joseph Abel
KIXI, 880, 50 KW/1 KW	(DA-2), NOSTALGIA	, \$ 70.00 (Christal)	Gordon Stenback
KJET, 1590, 5 KW	(DA-N), CHR	Source, \$ N/A (----)	Gale Johnson
KJR, 950, 5 KW	(DA-N), AC	, \$ 90.00 (Eastman)	Kevin Cooney
KKFX, 1250, 5 KW	(DA-N), BLACK	APR, \$ 40.00 (Roslin)	Ron Lien
KLSY, 1540, 5 KW	(DA-N), AC	CBS-R, \$ N/A (Blair)	
KMPS, 1300, 5 KW	(DA-N), COUNTRY	UPI, \$ 65.00* (Mc-Guild)	Fred Schumacher
KOMO, 1000, 50 KW	(DA-N), MOR	ABC-I, \$150.00* (Katz)	Rich Robertson
KVI, 570, 5 KW	, AC/OLDIES	MBS, \$ 60.00* (Select)	Shannon Sweatte
KXA, 770, 1 KW	, AC	, \$ N/A (----)	Olympic

FM STATIONS

KBRD, 103.7, 100 KW @ 1675, BTFL/EZ	, \$100.00* (Republic)	Entercom	Harold Greenbur
KCMS, 105.3, 115 KW @ 721, RELIGION	UPI, APR, \$ 45.00 (----)		Bob Powers
KEZX, 98.9, 100 KW @ 1070, AOR	ABC-E, \$ 85.00 (Eastman)	Park	Dave Littrell
KHIT, 106.9, 30 KW @ 86, CHR	, \$ 45.00 (Weiss)	(BREMERTON)	
KING, 98.1, 100 KW @ 850, CLASSICAL	, \$ 85.00* (Blair)	King	Bob Gallucci
KISW, 99.9, 100 KW @ 1200, AOR	, \$120.00* (Mc-Guild)	Kaye-Smith	Steve West
KIXI, 95.7, 100 KW @ 1150, AC	, \$ 70.00 (Christal)		Gordon Stenback
KLSY, 92.5, 100 KW @ 1100, AC	CBS-R, \$ 95.00* (Blair)	Sandusky	
KMGI, 107.7, 63 KW @ 1200, SOFT AC	, \$ 75.00* (Republic)	Sunbelt	Ralph Heyward
KMPS, 94.1, 100 KW @ 1165, COUNTRY	UPI, \$ 80.00* (Mc-Guild)	Affiliated	Fred Schumacher
KNBQ, 97.3, 100 KW @ 700, CHR	, \$ 77.00 (Christal)		Jack Bankson
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 90.00* (Select)	Golden West	Shannon Sweatte
KQKT, 96.5, 81 KW @ 1200, AC/OLDIES	, \$ 60.00 (Select)	Behan	Steve Jacobs
KRPM, 106.1, 100 KW @ 700, COUNTRY	, \$ 58.00* (Torbet)	Olympic	Gary Taylor
KSEA, 100.7, 100 KW @ 730, BTFL/EZ	, \$ 95.00* (CBS)	Bonneville	Larry Adams
KUBE, 93.3, 100 KW @ 300, CHR	, \$115.00 (MMR)	First Media	Michael O'Shea
KZOK, 102.5, 100 KW @ 1165, AOR	Source, \$ 75.00* (HNWH)	SRO	Gale Johnson

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,637,900

MSA Rank/Pop: 22/1,851,600

ADI # 17

Average Person Ratings: 17.9

Market TSL: 24.1 hours

Stations: 24/22

Diaries: 1862/880:1/50.6%

Sample Target: 1530

Standard Error: .472

% Below Line: 5.0

% Not Listed: 10.5

1985 Revenue: \$44,800,000

HH Inc.: \$26,334

Retail \$: 12.2 Bil

Pop per Station: 74,450

#1 Biller: WRBQ A/F

\$10,300,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WWBA-F	381/13.0	11.7	---	14.5	12.9	1. WRBQ-F	449/5583	1. WRBQ-F	4643/28.3	25.8	26.6
2. WRBQ-F	366/12.5	12.2	---	12.4	11.5	2. WWBA-F	430/3423	2. WWBA-F	2926/17.9	17.7	22.4
3. WQYK-F	231/ 7.9	8.2	---	7.0	7.5	3. WYNF-F	319/3227	3. WIQI-F	2276/13.9	14.9	15.8
4. WIQI-F	178/ 6.1	7.6	---	7.0	5.9	4. WQYK-F	269/2725	4. WQYK-F	2276/13.9	13.3	12.9
5. WYNF-F	161/ 5.5	6.3	---	6.7	7.8	5. WDUV-F	263/2279	5. WYNF-F	2041/12.5	11.6	12.3
6. WSUN	145/ 4.9	5.8	---	5.3	4.3	6. WIQI-F	207/2632	6. WKRL-F	1983/12.1	13.2	14.9
7. WDAE	132/ 4.5	5.1	---	5.7	4.8	7. WSUN	207/2594	7. WSUN	1796/11.0	13.3	12.0
WKRL-F	132/ 4.5	4.8	---	4.9	4.3	8. WPDS-F	159/2177	8. WFLA	1595/ 9.7	9.4	9.0
9. WGUL-F	113/ 3.9	3.7	---	3.1	3.8	9. WKRL-F	144/2210	9. WNLT-F	1528/ 9.3	10.6	8.6
10. WFLA	106/ 3.6	3.3	---	3.4	3.8	10. WDAE	136/1317	10. WPDS-F	1311/ 8.0	7.3	5.5
11. WNLT-F	100/ 3.4	3.8	---	2.6	2.9	11. WFLA	128/1853	11. WDAE	1251/ 7.6	10.1	9.4
12. WPDS-F	89/ 3.0	2.1	---	1.4	1.3	12. WGUL-F	113/ 907	12. WGUL-F	907/ 5.5	5.6	4.9
13. WDUV-F	82/ 2.8	1.8	---	1.9	2.1	13. WNLT-F	111/1737	13. WDUV-F	890/ 5.4	5.5	6.0
14. WRXB	63/ 2.1	1.6	---	.6	1.5	14. WAVE-F	80/1139	14. WTMP	855/ 5.2	4.2	4.3
15. WTMP	60/ 2.0	1.9	---	2.5	3.2	15. WHBO	67/ 660	15. WPLP	766/ 4.7	6.5	6.1
16. WHBO	53/ 1.8	1.0	---	1.5	.7	16.		16. WAVE-F	748/ 4.6	4.3	4.2
17. WPLP	50/ 1.7	2.9	---	3.0	3.0	17.		17. WRBQ	678/ 4.1	4.5	4.2
WAVE-F	50/ 1.7	1.1	---	1.3	1.5	18.		18. WRXB	631/ 3.9	2.5	2.0
19.						19.		19.			
20.						20.		20.			
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 72.94% (1914 of 2624) (WIN 85: 71.09%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WWBA-F	1. WRBQ-F+	1. WWBA-F	1. WRBQ-F	1. WRBQ-F	1. WWBA-F
2. WYNF-F	2. WYNF-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WQYK-F	2. WWBA-F	2. WRBQ-F	2. WWBA-F	2. WWBA-F	2. WRBQ-F
3. WKRL-F	3. WKRL-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WRBQ-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WYNF-F	3. WQYK-F
4. WRXB	4. WIQI-F	4. WYNF-F	4. WKRL-F	4. WWBA-F	4. WIQI-F	4. WIQI-F	4. WIQI-F	4. WYNF-F	4. WQYK-F	4. WYNF-F
5. WTMP	5. WQYK-F	5. WKRL-F	5. WNLT-F	5. WKRL-F	5. WSUN	5. WSUN	5. WSUN	5. WIQI-F	5. WFLA	5. WSUN
6.	6. WNLT-F	6. WNLT-F	6. WYNF-F	6. WNLT-F	6. WDAE	6. WFLA	6. WDAE	6. WSUN	6. WIQI-F	6. WKRL-F
7.	7. WPDS-F	7. WPDS-F	7. WPDS-F	7. WSUN	7. WPDS-F	7. WYNF-F	7. WYNF-F	7. WDAE	7. WKRL-F	7. WGUL-F
8.	8.	8.	8.	8.	8. WNLT-F	8.	8. WGUL-F	8.	8.	8. WDAE
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F
2. WYNF-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WRBQ-F	2. WYNF-F	2. WYNF-F	2. WYNF-F	2. WQYK-F	2. WQYK-F
3. WNLT-F	3. WNLT-F	3. WPDS-F	3. WQYK-F	3. WQYK-F	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WQYK-F	3. WIQI-F	3. WIQI-F
4. WKRL-F	WYNF-F	4. WAVE-F	4. WNLT-F	4. WWBA-F	4. WQYK-F	4. WQYK-F	4. WQYK-F	4. WKRL-F	4. WYNF-F	4. WYNF-F
5. WPDS-F	5. WKRL-F	5. WKRL-F	5. WPDS-F	5. WPDS-F	5. WRBQ	5.	5. WNLT-F	5. WIQI-F	5. WKRL-F	5. WKRL-F
6. WIQI-F	WPDS-F	6. WNLT-F	6. WKRL-F	6. WNLT-F	6.	6.	6. WIQI-F	6. WNLT-F	6. WSUN	6. WSUN
7.	7.	WRXB	7. WYNF-F	7. WKRL-F	7.	7.	7.	7.	7. WNLT-F	7. WNLT-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WWBA-F	8. WWBA-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	33 (1)	366 (1)	399 (2)	15.2	18.6	WLFF	680	St. Petersburg	1.3/2.0
AOR		293 (2)	293 (2)	11.2	8.8	WLWU-F	106.3	Holiday	.5/1.0
AC/OLDIES/SOFT ROCK	53 (1)	417 (4)	470 (5)	17.9	13.8	WPSO	1500	New Port Richey	.5/1.1
MOR/VARIETY	17 (1)		17 (1)	0.6	4.9	WRBQ	1380	St. Petersburg	1.1/4.1
COUNTRY	145 (1)	231 (1)	376 (2)	14.3	13.5	WTAN	1340	Clearwater	.6/1.7
BLACK/URBAN	123 (2)		123 (2)	4.7	5.3	WXCR-F	92.1	Safety Harbor	.6/2.6
BTFL MUSIC/EZ		463 (2)	463 (2)	17.6	19.2				
NEWS/TALK	156 (2)		156 (2)	5.9	3.4				
NOSTALGIA	183 (3)	113 (1)	296 (4)	11.3	11.0				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL		17 (1)	17 (1)	0.6	1.5				
UNKNOWN/OTHERS		14 (1)	14 (1)	0.5	0				
			2624 (24)						

### RADIO STATIONS

#### AM STATIONS

WAMA, 860, 500 W	(DA-1), SPANISH		\$ 20.00 (Caballero)		Victor Lanz
WCBF, 1010 50 KW/5 KW	(DA-2), RELIGION		\$ 13.00 (----)	Sudbrink	Wes Howard
WDAE, 1250 5 KW	(DA-N), NOSTALGIA	ABC-I, \$ 77.00*	(Mc-Guild)	Gannett	Jim Mulla
WFLA, 970 5 KW	(DA-2), NEWS/TALK	NBC,NBC-T, \$ 65.00*	(Blair)	Blair	Jed Duvall
WHBO, 1040 5 KW	(DAYS), OLDIES	UPI, \$ 37.00	(MMR)		Bob Stoehr
WLFF, 680 1 KW	(DAYS), NOSTALGIA		\$ 36.00 (----)	Century	Sheldon Grafman
WPLP, 570 1 KW	(DA-2), TALK/NEWS	MBS,CBS, \$ 45.00	(Katz)	Guy Gannett	Tim Williams
WPSO, 1500 250 W	(DAYS), NOSTALGIA	MBS, \$ 18.00	(Masla)		Carl Marcocci
WRBQ, 1380 5 KW	(DA-N), CHR	ABC-F, \$ N/A	(Eastman)	Edens	Mike Osterhaut
WRXB, 1590 5 KW/1 KW	(DA-2), BLACK	NBN, \$ 40.00	(Lazar)		Eugene Danzey
WSUN, 620 10 KW	(DA-N), COUNTRY	US2,ABC-E, \$ 85.00*	(CBS)	CBS	Shawn Portman
WTAN, 1340 1 KW	(DA-N), MOR		\$ 25.00 (----)		Rod Brosig
WTIS, 1110 10 KW	(DAYS, DA), RELIGION		\$ 17.00* (----)	Forus	Linda Voth
WTMP, 1150 5 KW/2.5 KW	(DA-2), BLACK	SBN, \$ 45.00	(HNWH)		
WTYM, 1300 5 KW/1 KW	(DA-2), SPANISH		\$ 28.00 (----)	Associated	Monroe Berkman
WYOU, 1550 10 KW	(DAYS), SPANISH		\$ N/A (Lotus)		Victor Marrero

#### FM STATIONS

WGUL, 105.5, 3 KW @ 300	, NOSTALGIA	MBS, \$ 53.00*	(Masla)		Carl Marcocci
WIQI, 100.7, 100 KW @ 503	, AC		\$ 115.00* (Mc-Guild)	Gannett	Jim Mulla
WKRL, 97.9, 100 KW @ 639	, CLASSIC AOR	Source, \$ 85.00*	(Christal)	Sandusky	Don Hibbits
WNLT, 95.7, 100 KW @ 507	, AC		\$ 80.00* (MMR)	Metroplex	Jon Pinch
WPDS, 93.3, 100 KW @ 930	, AC		\$ 62.00* (Blair)	Blair	Jed Duvall
WQYK, 99.5, 100 KW @ 550	, COUNTRY		\$ 109.00* (Katz)	Lake Huron	Bill Hill
WRBQ, 104.7, 100 KW @ 555	, CHR	ABC-F, \$ 155.00*	(Eastman)	Edens	Michael Osterhout
WWBA, 107.3, 100 KW @ 649	, BTFL/EZ		\$ 140.00* (Republic)	Metromedia	Bill Burns
WXCR, 92.1, 1.7 KW @ 400	, CLASSICAL	UPI, \$ 45.00	(CMBS)	Entercom	
WYNF, 94.9, 100 KW @ 1460	, AOR	ABC-R, \$ 105.00*	(CBS)	CBS	George Sosson

WAVE, WDUV - See Sarasota

WASHINGTON

Arbitron Rank/Pop (12+): 9/2,905,500

Stations: 33/30

1985 Revenue: \$110,000,000

MSA Rank/Pop: 7/3,440,500

Diaries: 2340/1242:1/45.8%

HH Inc.: \$40,037

ADI # 9

Sample Target: 2050

Retail \$: 25.1 Bill

Average Person Ratings: 17.6

Standard Error: .428

Pop per Station: 96,850

Market TSL: 22.8 hours

% Below Line: 1.4

#1 Biller: WMAL

% Not Listed: 12.2

\$14,000,000

12+ METRO	1/4/SHARE	FAL 85	SUM 85	SPG 85	WIN 85	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WGAY-F	367/7.2	8.0	8.6	9.0	7.2	1. WGAY-F	417/4682	1. WKYS-F	4842/16.7	16.6	15.3
2. WHUR-F	344/6.7	8.6	7.8	5.6	6.5	2. WWDC-F	397/5809	2. WHUR-F	4826/16.6	18.1	14.9
3. WKYS-F	338/6.6	7.0	7.5	7.1	8.0	3. WHUR-F	392/5369	3. WRQX-F	4662/16.0	17.0	17.5
4. WMAL	338/6.6	7.1	6.7	6.4	7.6	4. WMAL	359/5047	4. WMAL	4628/15.9	18.6	15.8
5. WWDC-F	258/5.0	6.5	6.5	6.8	5.9	5. WKYS-F	351/5110	5. WAVA-F	4203/14.5	13.9	16.8
6. WMZQ-F	256/5.0	3.5	4.1	4.6	3.6	6. WMZQ-F	325/4224	6. WWDC-F	4174/14.4	16.9	16.1
7. WTOP	238/4.7	4.5	4.0	3.9	4.4	7. WRQX-F	280/5743	7. WTOP	4088/14.1	14.0	13.0
8. WRQX-F	227/4.4	4.3	5.7	5.7	7.3	8. WTOP	257/4574	8. WGAY-F	4024/13.8	15.4	18.5
9. WLTT-F	220/4.3	4.0	3.9	3.9	3.5	9. WLTT-F	254/4331	9. WLTT-F	3727/12.8	14.0	12.8
10. WCXR-F	209/4.1	1.9	2.7	3.1	2.9	10. WAVA-F	249/5044	10. WDJY-F	3322/11.4	10.9	11.2
11. WAVA-F	208/4.1	4.0	3.9	4.8	4.7	11. WCXR-F	245/3156	11. WMZQ-F	3267/11.2	9.2	10.6
12. WDJY-F	192/3.8	3.8	3.1	2.8	3.3	12. WDJY-F	213/3606	12. WCLY-F	3023/10.4	10.6	11.5
13. WGMS-F+	180/3.5	2.7	2.1	3.2	3.2	13. WGMS-F+	201/2697	13. WBMW-F	2664/ 9.2	9.4	7.2
14. WCLY-F	156/3.0	3.2	3.7	3.5	3.3	14. WCLY-F	180/3488	14. WCXR-F	2659/ 9.2	6.5	6.9
15. WWRC	138/2.7	2.1	1.9	2.4	2.2	15. WBMW-F	169/3141	15. WGMS-F+	2365/ 8.1	7.9	8.7
16. WBMW-F	124/2.4	2.4	2.1	1.4	1.1	16. WWRC	151/2031	16. WASH-F	2263/ 7.8	10.1	11.1
17. WXTR-F	106/2.1	2.7	2.3	2.0	2.2	17. WXTR-F	124/2294	17. WXTR-F	1920/ 6.6	8.0	6.9
18. WASH-F	85/1.7	2.7	3.0	3.1	3.2	18. WASH-F	108/2709	18. WWRC	1830/ 6.3	5.5	7.2
19. WTKS-F	80/1.6	1.5	1.1	1.2	.7	19. WHFS-F	89/1084	19. WTKS-F	1295/ 4.5	4.3	3.7
20. WHFS-F	64/1.3	1.8	1.1	1.0	1.6	20. WTKS-F	88/1429	20. WYCB	1013/ 3.5	2.5	N/A
21.						21.		21.			
22.						22.		22.			
23.						23.		23.			
24.						24.		24.			
25.						25.		25.			

12+ FM SHARE (METRO): 77.65% (3488 of 4492) (WIN 85: 77.54%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAVA-F	1. WKYS-F	1. WHUR-F	1. WHUR-F	1. WHUR-F	1. WMAL	1. WMAL	1. WGAY-F	1. WGAY-F	1. WHUR-F	1. WGAY-F
2. WBMW-F	2. WWDC-F	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WGAY-F	2. WKYS-F	2. WHUR-F	2. WKYS-F	2. WKYS-F	2. WKYS-F
3. WDJY-F	3. WHUR-F	3. WWDC-F	3. WLTT-F	3. WLTT-F	3. WMZQ-F	3. WTOP	3. WKYS-F	3. WMAL	3. WDJY-F	3. WMZQ-F
4. WRQX-F	4. WLTT-F	4. WLTT-F	4. WWDC-F	4. WMAL	4. WHUR-F	4. WWDC-F	4. WLTT-F	4. WCXR-F	4. WAVA-F	4. WMAL
5. WKYS-F	5. WCXR-F	5. WCXR-F	5. WMZQ-F	5. WGAY-F	5. WGMS-F+	5. WGAY-F	5. WMZQ-F	5. WRQX-F	5. WWDC-F	5. WCXR-F
6. WHUR-F	6. WAVA-F	6. WMZQ-F	6. WMAL	6. WMZQ-F	6. WTOP	6. WMZQ-F+	6. WMAL	6. WHUR-F	6. WGAY-F	6. WWDC-F
7. WWDC-F	7. WRQX-F	7. WRQX-F	7. WCXR-F	7. WWDC-F	7. WWRC	7. WHUR-F	7. WWIX-F	7. WWDC-F	7. WRQX-F	7. WGMS-F+
8.	8. WDJY-F	8. WAVA-F	8. WGAY-F	8. WRQX-F	8. WKYS-F	8. WRQX-F	8. WCXR-F	8. WMZQ-F	8. WCXR-F	8. WHUR-F
9.	9. WMZQ-F	9. WDJY-F	9. WCLY-F	9. WCXR-F	9. WCLY-F	9. WAVA-F	9. WTOP	9. WLTT-F	9. WTOP	9. WAVA-F
10.	10. WCLY-F	10. WMAL	10. WRQX-F	10. WCLY-F	10. WRQX-F	10. WLTT-F	10. WRQX-F	10. WTOP	10. WMZQ-F	10. WDJY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WWDC-F
2. WCXR-F	2. WLTT-F	2. WLTT-F	2. WHUR-F	2. WHUR-F	2. WKYS-F	2. WHUR-F	2. WCXR-F	2. WHUR-F	2. WHUR-F
3. WHUR-F	3. WHUR-F	3. WHUR-F	3. WLTT-F	3. WLTT-F	3. WHUR-F	3. WKYS-F	3. WHUR-F	3. WKYS-F	3. WMZQ-F
4. WLTT-F	4. WCXR-F	4. WRQX-F	4. WRQX-F	4. WMAL	4. WDJY-F	4. WCXR-F	4. WLTT-F	4. WCXR-F	4. WCXR-F
5. WAVA-F	5. WRQX-F	5. WCLY-F	5. WCXR-F	5. WGAY-F	5. WAVA-F	5. WDJY-F	5. WDJY-F	5. WMZQ-F	5. WTOP
6. WWDC-F	6. WAVA-F	6. WCXR-F	6. WCLY-F	6. WRQX-F	6. WCXR-F	6. WAVA-F	6. WAVA-F	6. WAVA-F	6. WKYS-F
7. WRQX-F	7. WCLY-F	7. WMZQ-F	7. WGAY-F	7. WMZQ-F	7. WRQX-F	7. WLTT-F	7. WKYS-F	7. WDJY-F	7. WGAY-F
8. WDJY-F	8. WWDC-F	8. WAVA-F	8. WMZQ-F	8. WCLY-F	8. WMZQ-F	8. WRQX-F	8. WHFS-F	8. WLTT-F	8. WLTT-F
9. WBMW-F	9. WDJY-F	9. WASH-F	9. WMAL	9. WGMS-F+	9. WBMW-F	9. WHFS-F	9. WMZQ-F	9. WTOP	9. WMAL
10. WMZQ-F	10. WMZQ-F	10. WWDC-F	10. WAVA-F	10. WCXR-F	10. WXTR-F	10. WMZQ-F	10. WCLY-F	10. WMAL	10.

FORMATS	AM	FM	TOTAL	WIN 85		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		559 (3)	559 (3)	12.4	14.7	WFMD	930	Frederick	.5/1.3
AOR		547 (4)	547 (4)	12.2	8.8	WFRE-F	99.9	Frederick	.8/1.5
AC/OLDIES/SOFT ROCK	4 (1)	647 (5)	651 (6)	14.5	13.8	WMZQ	1390	Arlington	.7/1.8
MOR/VARIETY	365 (2)		365 (2)	8.1	9.0	WNTR	1050	Silver Spring	.7/1.5
COUNTRY	38 (1)	256 (1)	294 (2)	6.5	7.8	WOL	1450	Washington	.8/3.1
BLACK/URBAN	39 (1)	890 (4)	929 (5)	20.7	21.1	WPGC	1580	Morningside, MD	.1/ .4
BTFL MUSIC/EZ		406 (2)	406 (2)	9.0	9.9	WUST	1120	Washington	.6/1.6
NEWS/TALK	273 (2)		273 (2)	6.1	5.9	WWDC	1260	Washington	.4/1.9
NOSTALGIA	160 (2)		160 (2)	3.6	3.9	WYCB	1340	Washington	1.2/3.5
RELIGION/GOSPEL	96 (2)	32 (1)	128 (3)	2.8	1.5	WFSI-F	107.9	Annapolis	.6/1.4
SPANISH						WIYY-F	97.9	Baltimore	.3/1.9
CLASSICAL	29 (1)	151 (1)	180 (2)	4.0	3.5	WXVY-F	102.7	Baltimore	.3/1.7
UNKNOWN/OTHERS									
			4492 (33)						

RADIO STATIONS

AM STATIONS

WDCT , 1310, 5 KW/500 W	(DA-2), RELIGION				\$ 26.00 (----)	Universal	Steve Kovach
WFAX , 1220, 5 KW	(DAYS), RELIGION				\$ 20.00 (----)		Mitchell Miller
WMAL , 630, 5 KW	(DA-2), MOR			ABC-1,	\$230.00 (Mc-Guild)	Cap Cities/ABC	Fred Weinstein
WMDO , 1540, 5 KW	(DAYS), SPANISH				\$ 57.00 (Lotus)	Lotus	Allan Klamer
WMZQ , 1390, 5 KW	(DA-2), COUNTRY				\$ N/A (Christal)	Viacom	Frank Byrne
WNTR , 1050, 1 KW/500 W	, TALK				\$ 35.00 (PW)		Gary Portmess
WOL , 1450, 1 KW	, BLACK				\$ 40.00 (Roslin)		Catherine Hughes
WTOP , 1500, 50 KW	(DA-2), NEWS			MBS,CBS,	\$120.00* (HNWH)	Outlet	Michael Douglas
WUST , 1120, 1 KW	(DAYS), RELIGION			NBN,	\$ 23.00 (----)		Perry Walders
WWDC , 1260, 5 KW	(DA-N), NOSTALGIA			NBC,NBC-T,	\$ 48.00* (Christal)		Goff Lebar
WWRC , 980, 5 KW	(DA-N), NOSTALGIA			SBN,	\$ 80.00* (MMR)	Greater Media	Ted Dorf
WYCB , 1340, 1 KW	, GOSPEL				\$ 50.00 (----)		Karen Jackson
WCXR , 730, 5 KW	(DAYS,DA), URBAN				\$ 35.00* (Select)	Metroplex	Bill Sherard

FM STATIONS

WASH , 97.1, 23 KW @ 690,	AC			US1,	\$150.00 (Katz)	Metromedia	Tom Darney
WAVA , 105.1, 50 KW @ 500,	CHR			ABC-R,	\$130.00* (HNWH)	Emmis	Alan Goodman
WBMW , 106.7, 23 KW @ 731,	CHR				\$ 85.00* (Select)	CHR	Peter Ferrara
WCXR , 105.9, 50 KW @ 500,	CLASSIC AOR				\$110.00* (Select)	Metroplex	Bill Sherard
WDJY , 100.3, 40 KW @ 330,	BLACK			APR,	\$ 90.00* (Masla)	United	Carl Myers
WGAY , 99.5, 21 KW @ 780,	BTFL/EZ				\$215.00* (MMR)	Greater Media	Ted Dorf
WGMS+ , 103.5, 20 KW @ 435,	CLASSICAL			MBS,	\$130.00* (Republic)	RKO	Michael Ferrel
WHUR , 96.3, 24 KW @ 669,	BLACK				\$129.00* (Weis)	Howard Univ.	N. Wadkins
WKYS , 93.9, 50 KW @ 485,	URBAN			NBC,	\$225.00 (Eastman)	NBC	Bart Walsh
WLTT , 94.7, 21 KW @ 780,	AC				\$180.00* (CBS)	CBS	Jim Keating
WMZQ , 98.7, 50 KW @ 490,	COUNTRY				\$160.00* (Christal)	Viacom	Frank Byrne
WCLY+ , 95.5, 50 KW @ 496,	AC				\$145.00* (Torbet)	First Media	Jeanne Oates
WRQX , 107.3, 50 KW @ 410,	CHR			ABC-C,	\$190.00* (Blair)	Cap Cities/ABC	Ernest Fears
WTKS , 102.3, 1 KW @ 480,	SOFT AC				\$ 55.00* (CBS)	Outlet	Michael Douglass
WWDC , 101.1, 50 KW @ 500,	AOR			US1,	\$145.00* (Christal)		Goff Lebar
WXTR , 104.1, 50 KW @ 500,	OLDIES				\$ 95.00 (Masla)	(LA PLATA)	Bill Dalton
WHFS , 99.1, 50 KW @ 390,	AOR			MBS,	\$ 50.00* (Masla)	(ANNAPOLIS)	George Cuccia





