

AMERICAN RADIO

SPRING 1991



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Individual Market Reports for these markets in alphabetical order:

Akron	Denver	Manchester	San Diego
Albany-Schenectady	Des Moines	McAllen-Brownsville	San Francisco
Albuquerque	Detroit	Melbourne-Titus-Cocoa	San Jose
Allen-Bethlehem	Duluth	Memphis	Sarasota-Bradenton
Altoona	El Paso	Miami-Ft. Lauderdale	Savannah
Amarillo	Erie	Milwaukee	Seattle-Tacoma
Anchorage	Eugene	Minneapolis-St. Paul	Shreveport
Ann Arbor	Evansville	Mobile	Sioux Falls
Appleton-Oshkosh	Fargo	Modesto	South Bend
Asheville	Fayetteville, NC	Monmouth-Ocean	Spokane
	Flint		
Atlanta	Ft. Pierce	Montgomery	Springfield, MA
Atlantic City	Ft. Wayne	Nashville	Springfield, MO
Augusta, GA	Fresno	Nassau-Suffolk	Staubenville
Austin	Grand Rapids	New Haven	Stockton
Bakersfield	Green Bay	New Orleans	Syracuse
Baltimore	Greensboro-WS	New York	Tallahassee
Baton Rouge	Greenville, NC	Norfolk	Tampa-St. Pete
Binghamton	Greenville-Spart	Oklahoma City	Terre Haute
	Harrisburg	Omaha	Toledo
	Hartford	Orlando	Topeka
Birmingham	Honolulu	Oxnard-Ventura	Tucson
Bloomington, IL	Houston	Pensacola	Tulsa
Boise	Huntington, WV	Peoria	Utica-Rome
Boston	Huntsville	Philadelphia	Waco
Bridgeport	Indianapolis	Phoenix	Washington
Buffalo	Jackson, MS	Pittsburgh	Waterloo-CF
Canton	Jacksonville	Portland, ME	West Palm Beach
Casper	John City-Kingsport	Portland, OR	Wheeling
Cedar Rapids	Johnstown	Portsmouth-Dover, NH	Wichita
Charleston, SC	Kalamazoo	Providence	Wilkes Barre-Scranton
Charleston, WV		Pueblo	Wilmington, DE
Charlotte	Kansas City	Raleigh	Wilmington, NC
Chattanooga	Knoxville	Reno	Worcester
Chicago	Lakeland	Richmond	York
Cincinnati	Lancaster	Riverside-San Bern	Youngstown
Cleveland	Lansing	Roanoke-Lynchburg	
Colorado Springs	Las Vegas	Rochester	
Columbia	Lexington	Rockford	
Columbus, GA	Lincoln	Sacramento	
Columbus, OH	Little Rock	Saginaw-Bay City-Midland	
Corpus Christi	Los Angeles	St. Louis	
Dallas-Ft. Worth	Louisville	Salisbury-OC, MD	
Davenport-Moline	Lubbock	Salinas-Monterey-Santa Cruz	
Dayton	Macon	Salt Lake City	
Daytona Beach	Madison	San Antonio	

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1990 to Spring 1991. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 8.0, CHR	WPHR-F, +2.7, CHR	WQMX-F, -1.6, AC
Albany-Schenectady-Troy	WFLY-F, 10.1, CHR	WQBK-F, +2.8, AOR	WPYX-F, -4.0, AOR
Albuquerque	KRST-AF, 13.0, C	KRBL-F, +3.1, AOR	KKOB-F, -2.8, AC
Allentown-Bethlehem	WFMZ-F, 14.0, EZ	WAEB, +1.9, N/T	WAEB-F, -3.5, CHR
Altoona	WPRR-F, 15.2, CHR	WVAM, +3.2, C	WFBG, -3.3, MOR
Amarillo	KMML-F, 20.4, C	KIXZ, +6.0, BB	KAKS-F, -4.8, CHR
Anchorage	KGOT-F, 12.3, CHR	KATP-F, +6.0, AOR	KWHL-F, -3.5, AOR
Ann Arbor	KBFX-F, 12.3, AOR	KYMG-F, +4.0, AC	
Appleton-Oshkosh	WJR, 14.2, MOR	WIQB-F, +2.7, AOR	WHYT-F, -2.0, CHR
	WAPL-F, 15.5, AOR	WQLH-F, +3.5, AC	WIXX-F, -4.3, CHR
Asheville	WWNC, 20.1, C	WESC-F, +5.3, C	WWNC, -4.6, C
Atlanta	WVEE-F, 11.4, B	WYAY-F, +2.0, C	WVEE-F, -3.7, E
Atlantic City	WFPG-F, 13.5, EZ	WFPG-F, +3.0, EZ	WOND, -3.5, N/T
Augusta	WBBQ-AF, 23.0, CHR	WKXC-F, +5.3, C	WZNY-F, -2.6, AC
Austin	KASE-F, 13.4, C	KVET-F, +4.4, C	KBTS-F, -2.0, CHR
Bakersfield	KUZZ-F, 12.4, C	KERN, +2.6, N/T	KCWR, -3.6, C
Baltimore	WBAL, 9.0, N/T	WWIN-F, +1.9, B	WYST-F, -2.1, AC
Baton Rouge	WYNK-F, 15.2, C	WYNK-F, +4.1, C	KHOM-F, -3.0, AC
Binghamton	WAAL-F, 16.5, CHR	WKGB-F, +3.0, AOR	WAAL-F, -6.1, CHR
Birmingham	WZZK-AF, 18.2, C	WZZK-AF, +2.5, C	WAPI-F, -2.4, CHR
Blomington	WJBC, 25.9, MOR	WWCT-F, +4.1, AOR	WIHN-F, -3.4, AC
Boise	KCIX-F, 13.4, AC	KJOT-F, +2.0, AOR	KLCI-F, -1.9, AOR
Boston	WRKO, 7.3, N/T	WVBF-F, +1.7, AC	WCOJ-F, -2.6, J/NA
Bridgeport	WEZN-F, 15.6, AC	WEZN-F, +2.1, AC	WICC, -2.2, MOR
Buffalo-Niagara Falls	WYRK-F, 11.6, C	WYRK-F, +2.8, C	WKSE-F, -2.5, CHR
Canton	WHBC, 13.0, MOR	WHBC, +4.0, MOR	WHBC-F, -7.6, EZ
Casper	KTRS-F, 26.7, CHR	KTWO, +5.8, C	KTRS-F, -2.6, CHR
Cedar Rapids	WMT, 13.8, MOR	WMT -F, +4.5, AC	KKRQ-F, -5.9, AC
Charleston, SC	WEZL-F, 13.1, C	WDXZ-F, +3.4, B	WKQB-F, -5.9, ?
Charleston, WV	WQBE-F, 26.0, C	WCBS, +3.3, MOR	WVSR-F, -2.5, CHR
Charlotte	WPEG-F, 12.5, B	WTDR-F, +2.7, C	WGKL-F, -3.2, AC
Chattanooga	WUSY-F, 20.4, C	WKXJ-F, +3.5, AC	WSKZ-F, -6.2, CHR
Chicago	WGN, 8.2, N/T	WWBZ-F, +2.3, AOR	WYTZ-F, -1.5, CHR
Cincinnati	WLW, 12.1, MOR	WUBE-F, +2.7, C	WBNB-F, -2.7, AOR
Cleveland	WLTF-F, 9.9, AC	WNWV-F, +1.6, J/NA	WRMR, -1.3, BB
Colorado Springs	KKCS-F, 12.9, C	KKLI-F, +5.8, AC	KILO-F, -4.0, AOR
Columbia, SC	WCOS-F, 17.5, C	WCOS-F, +2.1, C	WYYS-F, -3.1, CHR
Columbus, GA	WGSY-F, 15.9, AC	WGSY-F, +4.5, AC	WVRK-F, -4.8, AOR
Columbus, OH	WNCI-F, 11.1, CHR	WWHT-F, +4.6, CHR	WNCI-F, -5.0, CHR
Corpus Christi	KOUL-F, 14.2, C	KLTG-F, +3.5, AC	KZFM-F, -4.5, CHR
Dallas-Ft. Worth	KSCS-F, 11.0, C	KSCS-F, +2.4, C	KHYI-F, -2.0, CHR
Davenport-Ri-Moline	WLLR-F, 16.1, C	WXLN-F, +2.6, AOR	WPXR-F, -1.7, CHR
Dayton	WHKO-F, 9.7, C	WVUD-F, +1.9, AC	WGTZ-F, -1.7, CHR
Daytona Beach	WWLV-F, 10.0, AC	WMMO-F, +1.8, AC	WPUL, -3.5, B
Denver	KYGO-F, 11.3, C	KYGO-F, +3.4, C	KRXY-AF, -3.3, CHR
Des Moines	KGGO-AF, 19.6, AOR	KGGO-AF, +3.9, AOR	KIOA, -2.6, AC
Detroit	WJR, 8.0, MOR	WWWW-F, +2.2, C	WLTJ-F, -2.0, AC
Duluth	KDAL, 15.8, MOR	KDAL, +3.7, MOR	KZIO-F, -3.2, CHR
El Paso	KHEY-F, 16.8, C	KHEY-F, +4.9, C	KAHA-AF, -5.1, SP
Erie	WJET-F, 17.3, CHR	WXTA-F, +4.7, C	WJET-F, -2.5, CHR
Eugene	KUGN-F, 14.1, C	KAVE-F, +3.9, AOR	KLCX-F, -2.7, AOR
Evansville	WYNG-F, 15.8, C	WSYZ-F, +3.3, CHR	WSTO-F, -3.1, CHR
Fargo	WDAY-F, 15.0, CHR	KFGO, +5.3, C	KQWB, -3.0, AC
Fayetteville, NC	WZFX-F, 20.9, B	WSTS-F, +3.7, REL	WQSM-F, -4.7, AC
Flint	WCRZ-F, 14.2, AC	WHNN-F, +5.4, AC	WKHF, -2.1, C
Fort Pierce, FL	WKGR-F, 15.4, AOR	WAVW-F, +5.3, C	WRMF-F, -7.0, AC
Fort Wayne	WAJI-F, 12.0, AC	WDJB-F, +6.9, CHR	WMEE-F, -8.1, CHR
Fresno	KMJ, 11.5, N/T	KQPW-F, +3.2, CHR	KBOS-F, -5.4, CHR
Grand Rapids	WGRD-F, 9.6, CHR	WOOD, +2.1, MOR	WLAV-F, -3.9, AOR
Green Bay	WIXX-F, 18.1, CHR	WQLH-F, +3.3, AC	WIXX-F, -5.9, CHR
Greensboro-WS	WTQR-F, 17.6, C	WTQR-F, +2.3, C	WKRR-F, -3.7, AOR
Greenville, NC	WRNS-F, 18.7, C	WQOW-F, +2.5, B	WHTF-F, -2.1, REL
Greenville-Spartanburg	WFSC-F, 15.4, C	WESC-F, +2.7, C	WSSL-AF, -10.4, C
Harrisburg	WNNK-AF, 13.3, CHR	WTPA-F, +4.2, AOR	WNNK-AF, -4.4, CHR
Hartford	WTIC, 16.2, MOR	WZMX-F, +4.6, AC	WTIC, -2.5, MOR
Honolulu	KIKI-F, 12.7, CHR	KCCN-F, +8.7, B	KQMQ-AF, -5.8, CHR
Houston	KILT-F, 9.5, C	KHMX-F, +2.4, AC	KLLO-F, -2.3, AOR
Huntington, WV	WTCR-AF, 29.2, C	WXVK-F, +1.6, AC	WKEE-F, -4.5, CHR
Huntsville	WDRM-F, 24.7, C	WAHR-F, +4.2, AC	WZYP-F, -2.7, CHR
Indianapolis	WIBC, 14.9, MOR	WFXF-F, +1.6, AOR	WFHS-F, -2.2, C
Jackson	WMSI-F, 18.2, C	WOAD, +3.8, REL	WJMI-F, -4.6, B
Jacksonville	WQIK-F, 13.7, C	WQIK-F, +5.0, C	WOKV-F, -3.2, N/T
John City-Kingsport	WXBQ-F, 22.7, C	WXBQ-F, +4.4, C	WQUT-F, -5.3, CHR
Johnstown	WGLU-F, 13.1, CHR	WKQS-F, +3.5, AC	WIYQ-F, -3.9, AC
Kalamazoo	WKFR-F, 13.8, CHR	WUBU-F, +2.8, B	WKFR-F, -4.5, CHR
Kansas City	KFKF-F, 11.2, C	KFKF-F, +3.4, C	KBEQ-F, -3.4, CHR
Knoxville	WIVK-F, 32.0, C	WEZK-F, +5.7, AC	WMYU-F, -5.3, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Lakeland	WPCV-F, 17.1, C	WPCV-F, +2.1, C	WFLZ-F, -4.7, CHR
Lancaster	WIOV-F, 12.3, C	WHTF-F, +2.6, AOR	WNCE-F, -5.3, EZ
Lansing	WITL-F, 17.6, C	WJXQ-F, +4.7, AOR	WVIC-AF, -3.6, CHR
Las Vegas	KFMS-AF, 8.9, C	KWNR-F, +2.8, C	KLUC-AF, -3.4, CHR
Lexington	WKQQ-F, 17.4, AOR	WKQQ-F, +3.7, AOR	WVLK-F, -3.9, C
Lincoln	KZKX-F, 11.6, C	KLDZ-F, +3.5, AC	KFRX-F, -6.2, CHR
Little Rock	KSSN-F, 20.1, C	KXIX-F, +2.8, C	KKYK-F, -3.1, CHR
Los Angeles	KOST-F, 6.1, AC	KRTH-F, +1.7, AC	KPWR-F, -1.6, CHR
Louisville	WAMZ-F, 19.5, C	WAMZ-F, +4.6, C	WDJX-AF, -4.7, CHR
Lubbock	KLLL-F, 25.4, C	KKCL-F, +3.3, AC	KZII-F, -4.2, CHR
Macon	WOEN-F, 19.5, C	WQBZ-F, +8.6, AOR	WAYS-F, -4.8, CHR
Madison	WIBA-F, 15.3, AOR	WIBA-F, +2.4, AOR	WTSO, -3.5, C
Manchester	WZIO-F, 16.4, AC	WOKQ-F, +3.7, C	WGIR-F, -2.1, AOR
McAllen-Brownsville	KTEX-F, 19.5, C	KTEX-F, +5.2, C	KBFM-F, -6.9, CHR
Melbourne-Titusville-Cocoa	WMMB, 11.0, MOR	WMMB, +3.7, MOR	WQOL-F, -10.3, AC
Memphis	WHRK-F, 12.0, B	WLRQ-F, +3.7, AC	WVRV-F, -1.8, AC
Miami-Ft. Lauderdale	WLYF-F, 8.9, EZ	KJMS-F, +1.1, B	WAQI, -1.9, SP
Milwaukee	WTHJ, 11.9, MOR	WFLC-F, +2.2, AC	WKTI-F, -2.4, CHR
Minneapolis-St. Paul	WCCO, 15.0, MOR	WHIL-F, +2.6, C	KQQL-F, -1.8, AC
Mobile	WKSJ-AF, 17.0, C	KSTP-F, +2.5, AC	WBLX-F, -2.6, B
Modesto	KHOP-F, 10.8, CHR	WKSJ-AF, +2.2, C	KLOC, -4.0, SP
Monmouth-Ocean	WKXW-F, 5.4, AC	KJSN-F, +1.6, AC	WPAT-AF, -1.5, EZ
Montgomery	WLWI-F, 21.2, C	WKXW-F, +2.7, AC	WZHT-F, -5.5, B
Nashville	WSIX-F, 12.2, C	WLWI-F, +3.6, C	WYHY-F, -2.6, CHR
Nassau-Suffolk	WALK-AF, 7.1, AC	WBRV-F, +1.8, C	WYNY-F, -1.5, C
New Haven	WKCI-F, 9.7, CHR	WDRE-F, +.6, C	WKCI-F, -2.4, CHR
New Orleans	WYLO-F, 10.7, B	WDRC-F, +3.0, AC	WYLO-F, -2.2, B
New York	WQUE-AF, 10.7, B	WNOE-F, +2.8, C	WHTZ-F, -1.0, CHR
Norfolk	WCBS-F, 5.2, AC	WYNY-F, +.9, C	WNVZ-F, -2.1, CHR
	WOWI-F, 8.2, B	WLTY-F, +2.2, AC	
Oklahoma City	KXXY-AF, 18.0, C	KRXO-F, +2.8, AOR	KKNG-F, -4.2, AC
Omaha	WOW -F, 11.9, C	WOW -F, +4.8, C	KESY-F, -4.2, AC
Orlando	WWKA-F, 9.4, C	WMMO-F, +7.2, AC	WOMX-AF, -2.9, CHR
Oxnard-Ventura	KHAY-F, 8.3, C	KRUZ-F, +3.6, EZ	KCAQ-F, -3.6, CHR
Pensacola	WBLX-F, 11.4, B	WRNE, +4.1, B	WAVH-F, -3.8, AC
Peoria	WWCT-F, 15.2, AOR	WWCT-F, +2.6, AOR	WIRL, -2.7, N/T
Philadelphia	WKZW-F, 15.2, CHR		
Phoenix	KYW, 8.7, N/T	KYW, +2.9, N/T	WOGL, -2.6, AC
Pittsburgh	KNIX-F, 10.4, C	KMLE-F, +2.0, C	KTAR, -1.9, N/T
Portland, ME	KDKA, 14.2, MOR	WMXP-F, +2.9, CHR	WAMO-F, -2.2, B
	WBLM-F, 13.2, AOR	WGAN, +3.3, MOR	WPOR-AF, -2.6, C
Portland, OR	KEX, 10.1, MOR	KUFO-F, +2.3, AOR	KXL -F, -1.6, AC
Portsmouth-Dover-Rochester,nh	WOKQ-F, 12.0, C	WMYF, +1.7, MOR	WSSH-F, -1.6, AC
Providence	WHJY-F, 7.8, AOR	WHJJ, +1.7, N/T	WPRO-F, -3.2, CHR
Pueblo	KCCY-F, 20.9, C	KKMG-F, +4.1, CHR	KRDO-F, -3.8, EZ
Raleigh	WROU-F, 9.3, AOR	WCLY, +2.3, REL	WDCG-F, -1.6, CHR
Reno	KWNZ-F, 14.4, CHR	KWNZ-F, +4.1, CHR	KRZQ-F, -4.8, AOR
Richmond	WRVA, 11.3, MOR	WDCK-F, +2.5, AC	WRVQ-F, -3.9, CHR
Riverside-San Bernardino	KGGI-F, 9.3, CHR	KWRP-F, +1.6, EZ	KQLZ-F, -1.8, AOR
Roanoke-Lynchburg	WXLK-F, 15.1, CHR	WROV-F, +2.6, AOR	WPVR-F, -3.2, EZ
Rochester	WCHF-F, 16.6, AOR	WBEE-F, +3.1, C	WVOR-F, -2.6, AC
Rockford	WZOK-F, 17.1, CHR	WJVL-F, +2.6, C	WZOK-F, -4.6, CHR
Sacramento	KFBK, 10.6, N/T	KRCX, +2.0, SP	KXOA-F, -3.0, AC
Saginaw-Bay City-Midland	WIOG-F, 15.0, CHR	WHNN-F, +3.4, AC	WIOG-F, -6.9, CHR
Salinas-Monterey-Santa Cruz	KDON-F, 11.7, CHR	KTOM-AF, +3.0, C	KHTX-F, -2.5, CHR
Salisbury-Oc, MO	WQHQ-F, 10.1, AC	WKHI-F, +2.5, CHR	WRKE-F, -3.7, CHR
Salt Lake City	KKAT-F, 13.9, C	KKAT-F, +5.4, C	KISN-F, -2.3, CHR
San Antonio	KCYF-F, 10.6, C	KXTN-F, +4.6, SP	KISS-F, -3.8, AC
San Diego	KSON-AF, 8.8, C	KSDO-F, +1.7, AOR	KKLQ-AF, -3.3, CHR
San Francisco	KGO, 7.8, N/T	KGO, +1.6, N/T	KOIT-AF, -1.3, AC
San Jose	KHQT-F, 7.1, C	KHQT-F, +1.9, C	KAZA, -1.9, C
Sarasota-Bradenton	WOUV-F, 17.9, EZ	WSUN, +2.5, C	WFLZ-F, -3.1, CHR
Savannah	WCHY-AF, 16.9, C	WBMQ, +2.8, N/T	WAEV-F, -2.4, AC
Seattle-Tacoma	KIRO, 9.4, N/T	KING-F, +1.8, CL	KMTT-F, -1.3, AOR
Shreveport	KMJJ-F, 17.3, B	KMJJ-F, +7.8, B	KLKL-F, -9.0, AC
Sioux Falls	KELO, 12.1, MOR	KTWB-F, +7.7, C	KPAT-F, -3.2, CHR
South Bend	WAOR-F, 13.9, AOR	WAOR-F, +5.1, AOR	WNOU, -4.1, AC
Spokane	KZZU-F, 14.4, CHR	KISC-F, +4.1, AC	KKZX-F, -1.9, AOR
Springfield, MA	WHYN-F, 8.8, AC	WPKX-F, +6.1, C	WWYZ-F, -2.9, C
Springfield, MO	KXUS-F, 15.6, AOR	KXUS-F, +5.9, AOR	KKHT-F, -4.1, CHR
St. Louis	KMOX, 18.6, N/T	WRTH, +1.3, BB	WKBQ-F, -1.7, CHR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Steubenville	WSTV, 12.8, N/T WRKY-F, 12.8, CHR	WSTV, +3.5, N/T WRKY-F, +3.5, CHR	WDMP-F, -3.9, CHR
Stockton	KBEE-F, 7.3, EZ	KWIN-F, +4.7, CHR	KDJK-F, -2.1, AOR
Syracuse	WYYY-F, 11.1, AC	WHHR-F, +1.6, REL	WSCP-AF, -3.5, C
Tallahassee	WTNT-F, 12.9, C	WHBX-F, +3.9, B	WANM, -4.9, B
Tampa-St. Petersburg	WWRM-F, 10.4, AC	WMTX-F, +2.3, AC	WRBQ-AF, -2.6, CHR
Terre Haute	WTHI-AF, 30.1, C	WTHI-AF, +2.7, C	WMGI-F, -5.4, AC
Toledo	WLOT-F, 12.0, AOR	WKKR-F, +2.3, AOR	WRQN-F, -3.4, CHR
Topeka	KMAJ-F, 17.0, AC	KLZR-F, +4.3, CHR	KPRS-F, -4.2, B
Tucson	KRQQ-F, 13.9, CHR	KLPX-F, +3.1, AOR	KRQQ-F, -6.2, CHR
Tulsa	KWEN-F, 18.1, C	KWEN-F, +7.1, C	KMOO-F, -3.6, AOR
Utica-Rome	WFRG-AF, 13.7, C	WFRG-AF, +4.4, C	WOUR-F, -1.8, AOR
Waco	KWTX-F, 13.1, CHR	WACO-F, +2.5, C	KWTX-F, -3.4, CHR
Washington	WPGC-F, 7.6, CHR	WWDC-F, +1.5, AOR	WGAY-F, -1.5, EZ
Waterloo-Cedar Falls	KOEL-F, 18.9, C	KWAY-F, +3.2, AC	KFMW-F, -4.2, CHR
West Palm Beach	WEAT-AF, 16.1, EZ	WKGR-F, +3.2, AOR	KRMF-F, -2.1, AC
Wheeling	WDMP-F, 15.9, CHR	WEEL-F, +4.3, AC	WDMP-F, -2.8, CHR
Wichita	KFDI-F, 15.5, C	KFDI-F, +4.5, C	KKRZ-F, -6.6, CHR
Wilkes Barre-Scranton	WKRZ-F, 15.7, CHR	WMGS-F, +1.0, AC	WKRZ-F, -1.4, CHR
Wilmington, DE	WSTW-F, 10.7, CHR	WDEL, +2.5, MOR	WXTU-F, -3.0, C
Wilmington, NC	WWQQ-F, 16.1, C	WWQQ-F, +2.5, C	WGNF-F, -4.3, AC
Worcester	WSRS-F, 12.6, AC	WORC, +1.7, C	WAAF-F, -1.7, AOR
York	WARM-F, 11.6, AC	WPOC-F, +1.8, C	WYCR-F, -5.5, CHR
Youngstown	WQXK-F, 11.2, C	WHOT, +2.8, BB	WKBN, -2.3, N/T

NATIONAL FM SHARE*

SPG 91	74.071%	SPG 83	62.291%
FAL 90	73.821%	FAL 82	60.571%
SPG 90	73.952%	SPG 82	58.870%
FAL 89	72.562%	FAL 81	58.651%
SPG 89	73.438%	SPG 81	57.353%
FAL 88	71.904%	OCT/NOV 80	56.116%
SPG 88	71.376%	APR/MAY 80	54.254%
FAL 87	70.605%	OCT/NOV 79	53.627%
SPG 87	71.835%	APR/MAY 79	50.887%
FAL 86	69.655%	OCT/NOV 78	50.698%
SPG 86	68.791%	APR/MAY 78	47.638%
FAL 85	67.109%	OCT/NOV 77	46.501%
SPG 85	66.549%	APR/MAY 77	44.428%
FAL 84	65.032%	OCT/NOV 76	43.818%
SPG 84	64.290%	APR/MAY 76	40.886%
FAL 83	63.058%		

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%
SPG 90 TO SPG 91:	0.161%

*Based on HSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(13 Feb 1991 - 16 Aug 1991)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WFYR-F	Chicago	From Summit to Major	\$ 19,000,000	LaRue
KTZR	Tucson	Sold by Bob Greenlee	975,000	
WEBQ,WQXT-F	Owego NY (Binghamton)		1,300,000	
WKXX-F	Jerseyville (St.Louis)	(THIS DEAL WAS CANCELLED)	3,176,000	CEA
KQXK,KCIZ-F	Springdale AR	Sold to Jim McCrudden	400,000	
KCMN	Colorado Spgs CO		450,000	
WRJQ	Appleton WI		110,000	
KNUS	Denver		900,000	Questcom
WWOE-F	Norfolk	From Edens to Force II	20,000,000 (E)	
WRVA,WRVQ-F	Richmond	From Edens to Force II	8,000,000 (E)	
			\$ 28,000,000	Blackburn
KOBN,KMEZ-F	Dallas	From Gilmore to Granum	9,400,000	Blackburn
KMEQ A/F	Phoenix	From Westinghouse to Bonneville	12,000,000	Star
WROW A/F	Augusta GA	Sale out of bankruptcy	150,000	
WUSQ A/F	Winchester VA	From Holt to Benchmark	3,650,000	MVP
WZNY-F	Augusta GA	From Arrow to Benchmark	5,000,000	LaRue
KUUB A/F	Bozeman		829,000	
KZBS-F	Oklahoma City	Sold to Degree	3,100,000	
WLLI,WGOL-F	Lynchburg		11abilities	
WVGO-F	Richmond	From Daytona to Benchmark	4,000,000	MVP
WOCB A/F	Cape Cod	Sale out of bankruptcy	902,000	
WGFX-F	Nashville	Sold by Capitol (Johnson)	3,500,000	Blackburn
KBFH-F	McAllen-Brownsville	Sold to May (Giordano) Bdcst by Encore	3,500,000	LaRue
WORC-F	Cape Cod	Sold out of bankruptcy to Starr	1,000,000 (E)	
WTTB,WGYL-F	Vero Beach FL	Sold out of bankruptcy to Starr	4,500,000 (E)	
			\$ 5,500,000	
KXXR-F	Kansas City	From Olympia to Ardman	2,600,000	MVP
KMMK-F	Las Vegas	Sold by Intermart	2,000,000	
KVEG	Las Vegas		225,000	
WONE,WTUE-F	Dayton	From Summit to Lakeshore (CANCELLED)	9,250,000	Mahlman
KHIT,KIIQ-F	Reno	From Paul Kagan to Radio Associates	1,000,000	
WPNT	Chicago	From Century to Diamond	650,000	
WBVR-F	Van Wert OH (Ft.Wayne)	From Caggiano to Southern Skies	2,775,000	Chaisson/Crisler
WREN	Topeka	Out of silence to Satellite Radio Network	20,000	
WOKJ	Jackson MS		35,000	
WQXB	Chattanooga		75,000	
KQAM,KEYN-F	Wichita	Sold to Clear Channel	2,100,000	
KGHL,KIOX-F	Billings		1,000,000	Media Services
WSGX	Sarasota		100,000	
WPTF,WQOR-F	Raleigh	Sold by Durham Life	9,000,000 (E)	
WQIZ,WKQB-F	Charleston SC		1,200,000	MVP
WOOO A/F	Grand Rapids	From United Artists to Bruce Holberg	10,100,000	CEA/Mahlman
KCVR,KWIN-F	Lodi CA (Stockton)		675,000	Media Services
WRBO	Pompano B. (West Palm)		500,000	
WKKO/WKXX-F	Ft. Valley (Macon)	Sold to Ken Woodfin	693,000	Thorburn
WNJR	Newark (NY)	Sold to Douglas	6,750,000	Gordon Sherman
KWFS-F	Wichita Falls	From Sun Group to American General	1,200,000	
KOEF,KMYI-F	Albuquerque		400,000 (E)	
WCLN A/F	Clinton NC	Sold to Willis	650,000	
WWCS	Pittsburgh	Sold by Universal	750,000	
KOGT	Orange TX		100,000	
WDLT-F	Mobile		879,000	
WFLT	Flint		225,000	
WRUS	Russellville	From Target to Tremont	11abilities	
WQFX	Gulfport MS		48,000	
WSFL A/F	New Bern NC	Sold to Beasley partnership	500,000	Tomlin
KAKS A/F	Canyon (Amarillo)		1,145,000	
WRXJ	Jacksonville	Sold by Hoker	425,000	
KIZN-F	Boise		650,000	
KAZN	Pasadena (LA)		7,500,000	
WKZL-F	Winston-Salem	From Nationwide to Vic Rumore	1,600,000	Kalil
WSPD, WLQR-F	Toledo	From Commonwealth to Stratford Research	4,000,000	Hepburn
KMCE	Rancho Cordova CA	Sold to Fuller-Jeffrey	1,314,000	
WCRJ-F	Jacksonville	From Hoker to Paxon	3,500,000	MVP
KGEO	Bakersfield	Sold to Atsenger	400,000	MVP
KGFM-F	Bakersfield		1,500,000	MVP
WKZZ-F	Lynchburg	From Bahakel to Coleman	450,000	
WLPZ,WWGT-F	Portland		1,100,000	New England
KRBL-F	Los Alamos (Albuquerque)		800,000	Fischer
WXXM-F	U.Arlington OH (Columbus)		2,500,000	Raymond
WAVA-F	Washington	From Emmis to Salem	20,000,000	MVP
KXOC A/F	Monterey CA		1,100,000	

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
WCUM	Bridgeport	75%	\$ 375,000	
WAVG	Louisville		425,000	Ed Hanson
KJLA	Kansas City		75,000	Media Services
WZTR-F	Milwaukee	From Myster to Shockley	4,900,000	Thoben-VanHuss
WHP A/F	Harrisburg	From Commonwealth to Dame Media	3,250,000	Hepburn
WTKN/WHVE-F	Sarasota/Tampa	From Susquehanna to Paxton	6,400,000	MVP
WOKN-F	Goldsboro NC	Sold to George Beasley's daughter	560,500	
WJYQ-F	Moncks (Charleston SC)		830,000	
WKXX-F	Jerseyville (St.Louis)	Sold (again)	1,856,000	
KMDY	Thousand Oaks CA		300,000	
KPNW A/F	Eugene	From Pacific Northwest to McCoy	2,500,000 (E)	
KPAY A/F	Chico CA	From Pacific Northwest to McCoy	<u>1,600,000 (E)</u>	
			\$ 4,100,000	Exline
KNOW	Minneapolis	Sold by Minnesota Public Radio	1,300,000	MVP
WIBX,WLZW-F	Utica		1,300,000	Foreman
WWCD-F	Grove City (Columbus OH)		2,000,000	Blackburn
KLVS	Lake Oswego (Portland OR)	From Tamarack to Crawford	450,000	Broadmark
WCCO,WLTE-F	Minneapolis	Sold to CBS	50,000,000 (E)	
KRMX-F	San Diego	From Sandusky to Anaheim	10,100,000	Stanfield
KVVA A/F	Phoenix	Sold to American Broadcast System	6,000,000 (E)	
KHUM-F	Ottawa (Topeka)	Sold to American Broadcast System	2,000,000	
KLDZ-F	Lincoln		1,100,000	Media Services
KAXX	Ventura CA	Sold to Douglas	910,000	Jorgenson, Chapin

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

STATION	MARKET	SHARE	GROUP FORMAT	OWNER	EST 1990 REVENUE	STATION	MARKET	SHARE	GROUP FORMAT	OWNER	EST 1990 REVENUE
1. WIVK-F	Knoxville	32.0	C		\$ 6,200,000	51. WCMF-F	Rochester	16.6	AOR		5,500,000
2. WTHI-AF	Terre Hte	30.1	C		1,200,000	52. WAAL-F	Binghamtn	16.5	CHR		1,650,000
3. WTCR-AF	Huntingtn	29.2	C		2,300,000	53. WZID-F	Manchestr	16.4	AC		1,700,000
4. KTRS-F	Casper	26.7	CHR		725,000	54. WTIC	Hartford	16.2	MOR		8,800,000
5. WQBE-F	ChristnWV	26.0	C		1,900,000	55. WEAT-AF	West Palm	16.1	EZ		3,300,000
6. WJBC	Bloomngtn	25.9	MOR		2,200,000	WLLR-F	Davenport	16.1	C		2,300,000
7. KLLL-F	Lubbock	25.4	C		NA	WKEE-F	Huntingtn	16.1	CHR		2,000,000
8. WDRM-F	Huntsvill	24.7	C		3,000,000	WWQQ-F	WlmngtnNC	16.1	C		700,000
9. WBBQ-AF	Augusta	23.0	CHR		3,500,000	59. WKML-F	Faytvill	16.0	C		2,000,000
10. WXBQ-F	John City	22.7	C		1,700,000	60. WBLX-F	Mobile	15.9	B		2,100,000
11. WLWI-F	Montgomry	21.2	C		2,800,000	WGSY-F	ColmbusGA	15.9	AC		1,100,000
12. WZFX-F	Faytvill	20.9	B		1,400,000	WOMP-F	Wheeling	15.9	CHR		NA
KCCY-F	Pueblo	20.9	C		NA	63. WYNG-F	Evansvill	15.8	C		1,800,000
14. WUSY-F	Chtnooga	20.4	C		2,800,000	KDAL	Duluth	15.8	MOR		650,000
KMML-F	Amarillo	20.4	C		1,000,000+	65. WKRZ-F	WilksBare	15.7	CHR		4,000,000
16. KSSN-F	Little Rk	20.1	C		4,300,000	66. WEZN-F	Brdgeport	15.6	AC		4,600,000
WWNC	Asheville	20.1	C		2,500,000	WFXA-F	Augusta	15.6	B		1,100,000
18. KGGO-AF	DesMoines	19.6	AOR		2,300,000	KXUS-F	SpringfdMO	15.6	AOR		1,600,000
19. WAMZ-F	Louisvill	19.5	C		5,000,000	KTWO	Casper	15.6	C		600,000
KTEX-F	Mc-Brown	19.5	C		NA	70. KFDI-F	Wichita	15.5	C		5,100,000
WDEN-F	Macon	19.5	C		3,000,000	WAPL-F	Appleton	15.5	AOR		2,400,000
22. WZHT-F	Montgomry	18.9	B		800,000	72. WESC-F	Grnvl-Sp	15.4	C		4,600,000
KOEL-F	Waterloo	18.9	C		800,000	WKGR-F	Ft.Pierce	15.4	AOR		NA
24. WRNS-F	GreenvlNC	18.7	C		NA	74. WIBA-F	Madison	15.3	AOR		2,600,000
25. KMOX	St. Louis	18.6	N/T		22,000,000	WSTO-F	Evansvill	15.3	CHR		2,100,000
26. WIKS-F	GreenvlNC	18.5	B		NA	76. WYNK-F	Btn Rouge	15.2	C		2,700,000
27. WZZK-AF	Brmngham	18.2	C		6,000,000	WWCT-F	Peoria	15.2	AOR		1,500,000
WMSI-F	Jackson	18.2	C		3,300,000	WKZW-F	Peoria	15.2	CHR		1,500,000
29. KWEN-F	Tulsa	18.1	C		3,000,000	KTTS-F	SpringfdMO	15.2	C		3,900,000
WIXX-F	Green Bay	18.1	CHR		2,600,000	WPRR-F	Altoona	15.2	CHR		750,000
31. KXXY-AF	Oklahoma	18.0	C		5,300,000	81. WXLK-F	Roanoke	15.1	CHR		3,300,000
WQUT-F	John City	18.0	CHR		2,000,000	WIKY-F	Evansvill	15.1	MOR		2,400,000
33. WDUV-F	Sarasota	17.9	EZ		NA	83. WCCO	Minn-St.P	15.0	MOR		22,000,000
34. WBNQ-F	Bloomngtn	17.8	CHR		1,400,000	WIOG-F	Saginaw	15.0	CHR		3,000,000
KQLT-F	Casper	17.8	AC		300,000	WDAY-F	Fargo	15.0	CHR		1,100,000
36. WTQR-F	Grnsbrows	17.6	C		4,900,000	86. WIBC	Indy	14.9	MOR		8,500,000
WITL-F	Lansing	17.6	C		3,400,000	WWDM-F	ColmbiaSC	14.9	B		2,400,000
38. WCOS-F	ColmbiaSC	17.5	C		3,100,000	88. WNBK	Binghamtn	14.8	MOR		1,125,000
39. WKQQ-F	Lexington	17.4	AOR		2,500,000	89. KRMD-F	Shreveprt	14.7	C		2,100,000
WKSF-F	Asheville	17.4	CHR		1,700,000	90. WXXC-F	Erie	14.6	AC		1,500,000++
41. KMJJ-F	Shreveprt	17.3	B		500,000	91. KFGO	Fargo	14.5	C		1,600,000
WJET-F	Erie	17.3	CHR		1,400,000	92. WKXC-F	Augusta	14.4	C		850,000
43. WPCV-F	Lakeland	17.1	C		2,900,000	KZZU-F	Spokane	14.4	CHR		1,800,000
WZOK-F	Rockford	17.1	CHR		2,400,000	KWNZ-F	Reno	14.4	CHR		NA
45. WKSJ-AF	Mobile	17.0	C		3,200,000	KVOC	Casper	14.4	C		450,000
KMAJ-F	Topeka	17.0	AC		1,300,000	96. WHAS	Louisvill	14.3	MOR		6,900,000
47. WCHY-AF	Savannah	16.9	C		2,050,000	97. KDKA	Pittsburg	14.2	MOR		9,000,000
48. KHEY-F	El Paso	16.8	C		3,200,000	WEZK-F	Knoxville	14.2	AC		1,500,000
WEAS-F	Savannah	16.8	B		1,150,000	WCRZ-F	Flint	14.2	AC		6,200,000
50. WRKT-F	Erie	16.7	AOR		870,000	WTFM-F	John City	14.2	AC		1,800,000

+ w/KIXZ

++ w/WRIE

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '90 RANK	ESTIMATED 1990 REVENUE
1. WCBS-F	New York	1482	AC	CBS	3	\$ 25,500,000
2. WRKS-F	New York	1424	B	Summit	1	13,300,000
3. WPAT-AF	New York	1405	EZ	Park	2	12,000,000
4. WOR	New York	1352	N/T	Buckley	5	18,000,000
5. WLTW-F	New York	1334	AC	Viacom	9	25,000,000
6. KOST-F	Los Angeles	1230	AC	Cox	8	33,000,000
7. WGN	Chicago	1212	N/T	Tribune Co	5	38,000,000
8. WINS	New York	1166	N/T	Westinghouse	7	26,700,000
9. WNSR-F	New York	1152	AC	Bonneville	15	19,500,000
10. WQHT-F	New York	1141	CHR	Emmis	11	14,300,000
11. WBLS-F	New York	1071	B	Inner City	14	12,900,000
12. WCBS	New York	1058	N/T	CBS	13	22,000,000
13. KLOS-F	Los Angeles	1023	AOR	Cap Cities/ABC	19	25,800,000
14. WHTZ-F	New York	1001	CHR	Malrite	4	20,200,000
15. WXRK-F	New York	978	AOR	Infinity	17	20,000,000
16. WFAN	New York	949	N/T	Emmis	16	23,000,000
17. KABC	Los Angeles	947	N/T	Cap Cities/ABC	23	39,500,000
18. WYNY-F	New York	945	C	Westwood One	28	10,100,000
19. KIIS-F	Los Angeles	902	CHR	Gannett	12	30,000,000
20. WNEW-F	New York	899	AOR	Westinghouse	9	19,600,000
21. WABC	New York	843	N/T	Cap Cities/ABC	26	15,800,000
22. WICI-F	Chicago	836	B	Gannett	18	16,000,000
23. KGO	San Francisco	831	N/T	Cap Cities/ABC	32	25,000,000
24. KKBTV-F	Los Angeles	796	B	Evergreen	49	7,700,000
25. KBIG-F	Los Angeles	794	AC	Bonneville	43	21,000,000
26. KMOX	St. Louis	793	N/T	CBS	22	22,000,000
27. WCCO	Minneapolis-St. Paul	762	MOR	CBS (P)	24	22,000,000
28. KRTH-F	Los Angeles	760	AC	Beasley	94	18,000,000
29. KYW	Philadelphia	757	N/T	Westinghouse	63	17,000,000
30. WJR	Detroit	737	MOR	Cap Cities/ABC	25	19,000,000
31. WBBM-F	Chicago	736	CHR	CBS	47	8,200,000
32. KSCS-F	Dallas-Ft. Worth	710	C	Cap Cities/ABC	52	11,800,000
33. WQCD-F	New York	693	J/NA	Tribune Co	36	8,800,000
34. WUSL-F	Philadelphia	670	B	Tak	31	10,600,000
35. WPLJ-F	New York	657	CHR	Cap Cities/ABC	27	9,200,000
36. WYSP-F	Philadelphia	634	AOR	Infinity	35	11,800,000
37. WNEW	New York	632	BB	Westwood One	30	9,600,000
38. KFI	Los Angeles	631	N/T	Cox	103	6,500,000
39. WMMR-F	Philadelphia	612	AOR	Westinghouse	21	16,600,000
40. KROQ-F	Los Angeles	601	AOR	Infinity	41	12,700,000
41. KNX	Los Angeles	600	N/T	CBS	39	24,500,000
42. KPWR-F	Los Angeles	595	CHR	Emmis	20	26,000,000
43. WVEE-F	Atlanta	585	B	Summit	34	12,500,000 (w/WAOK)
44. KDKA	Pittsburgh	584	MOR	Westinghouse	58	9,000,000
45. KILT-F	Houston	582	C	Westinghouse	80	13,500,000
46. KWKW	Los Angeles	567	SP	Lotus	57	8,000,000
47. KMEL-F	San Francisco	561	CHR	Century	60	11,600,000
48. WWBZ-F	Chicago	560	AOR	-----	335	3,500,000
KTWV-F	Los Angeles	560	J/NA	Westinghouse	38	16,800,000
50. WZOU-F	Boston	558	CHR	Ardman	55	7,300,000
51. WBAP	Dallas-Ft. Worth	556	MOR	Cap Cities/ABC	54	13,700,000
52. WVAZ-F	Chicago	553	B	Broadcast Partners	33	11,900,000
53. WBBM	Chicago	550	N/T	CBS	36	17,600,000
54. KFVB	Los Angeles	549	N/T	Westinghouse	42	19,300,000
55. KLVE-F	Los Angeles	545	SP	HefTel	40	19,000,000 (w/KTNQ)
56. KXEZ-F	Los Angeles	539	AC	Viacom	43	9,500,000
57. WYAY-F	Atlanta	534	C	New City	88	6,000,000
58. WRKO	Boston	530	N/T	Atlantic	67	12,900,000
59. WEAZ-F	Philadelphia	518	AC	-----	48	9,500,000
60. KLSX-F	Los Angeles	515	AOR	Greater Media	70	16,200,000
61. WDVE-F	Pittsburgh	511	AOR	Great American	70	6,000,000
62. KMPC	Los Angeles	510	BB	Golden West	50	16,000,000
63. WSKQ-F	New York	509	SP	SBS	51	NA
64. WLYF-F	Miami-Ft. Lauderdale	501	EZ	Jefferson Pilot	119	5,900,000
65. WLIT-F	Chicago	492	AC	Viacom	118	6,900,000
66. KCBS	San Francisco	481	N/T	CBS	81	15,700,000
67. WADO	New York	476	SP	Tichenor	79	NA
68. WIOQ-F	Philadelphia	475	CHR	EZ	62	5,600,000
69. WJJD	Chicago	474	BB	Infinity	123	4,200,000
70. WPEN	Philadelphia	473	BB	Greater Media	74	6,500,000
71. WQXR-AF	New York	472	CL	NY Times	61	5,400,000
72. KTNQ	Los Angeles	463	SP	HefTel	108	19,000,000 (w/KLVE-F)
73. WTQR-F	Greensboro-WS	462	C	New Market	113	4,900,000
WPGC-F	Washington	462	CHR	Cook Inlet	105	10,000,000
75. WSB -F	Atlanta	460	AC	Cox	110	12,600,000
WLUP-F	Chicago	460	AOR	HefTel	43	19,500,000
77. WWWW-F	Detroit	457	C	Shamrock	166	6,800,000 (w/WCXI)

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '90 RANK	1990 REVENUE					
78. WWDB-F	Philadelphia	455	N/T	Panache	162	\$ 4,400,000					
79. WJMK-F	Chicago	451	AC	Infinity	102	11,000,000					
80. WOGL-F	Philadelphia	450	AC	CBS	72	7,200,000					
WLIB	New York	450	B	Inner City	59	NA					
82. WXTU-F	Philadelphia	448	C	Beasley	53	6,600,000					
83. WJLB-F	Detroit	447	B	Booth/Genesis	75	11,000,000					
WBCN-F	Boston	447	AOR	Infinity	66	14,900,000					
85. WBZ	Boston	446	N/T	Westinghouse	87	10,200,000					
86. WCKG-F	Chicago	445	AOR	Cox	46	11,100,000					
KFRC	San Francisco	445	BB	Bedford	76	4,900,000					
88. KNBR	San Francisco	444	N/T	Susquehanna	64	13,000,000					
89. WMZQ-AF	Washington	443	C	Viacom	101	15,000,000					
90. WUSN-F	Chicago	441	C	Cook Inlet	69	7,000,000					
91. WFBQ-F	Indianapolis	438	AOR	Great American	85	10,200,000					
92. WXRT-F	Chicago	435	AOR	Diamond	98	7,300,000					
93. WLUP	Chicago	429	N/T	Heftel	97	7,900,000					
94. KIKK-F	Houston	427	C	Viacom	86	13,500,000					
95. KQLZ-F	Los Angeles	425	AOR	Westwood One	29	14,700,000					
96. KQRS-AF	Minneapolis-St. Paul	424	AOR	Cap Cities/ABC	99	9,600,000					
97. WMGK-F	Philadelphia	422	AC	Greater Media	131	7,200,000					
98. KEEY-F	Minneapolis-St. Paul	412	C	Malrite	119	7,000,000					
99. KVIL-AF	Dallas-Ft. Worth	410	AC	Infinity	114	21,500,000					
100. WXKS-F	Boston	405	CHR	Pyramid	77	15,100,000					
101. KODJ-F	Los Angel	403	151. WHQT-F	Miami-Ft.	324	KFKF-F	Knsas Cty	279	251. WPHR-F	Cleveland	242
102. WWJ	Detroit	401	KALI	Los Angel	324	202. WCSX-F	Detroit	278	WIL -F	St. Louis	242
KPLX-F	Dallas-FW	401	153. WWKA-F	Orlando	323	KRLD	Dallas-FW	278	WHUD-F	New York	242
104. KSHE-F	St. Louis	400	154. WPNT-F	Chicago	322	KPLZ-F	Seattle	278	WAQI	Miami-Ft.	242
105. WYXR-F	Philadelp	394	155. WKSZ-F	Philadelp	320	205. KSNF-F	San Fran	277	KEX	Prtlnd,OR	242
106. KMJQ-F	Houston	393	156. WZZK-AF	Brmngham	319	206. WLIF-AF	Baltimore	276	256. WYRK-F	Buffalo	239
107. WWRM-F	TampaSt.P	391	157. WDUV-F	TampaSt.P	318	207. WQUE-AF	New Orlns	275	257. WNCX-F	Cleveland	237
WSSH-F	Boston	391	KXXY-AF	Oklahoma	318	WLYF-F	West Palm	275	KOFC-AF	San Fran	237
109. WNUA-F	Chicago	390	159. WALK-F	New York	316	209. WEEI	Boston	271	259. WTVN	ColumbusO	236
110. WEGX-F	Philadelp	387	160. WMJI-F	Cleveland	315	WBX-F	Boston	271	WHRK-F	Memphis	236
111. WDAF	Knsas Cty	381	161. WTMJ	Milwaukee	314	211. WZAK-F	Cleveland	270	WFLC-F	Miami-Ft.	236
112. WAPW-F	Atlanta	380	162. WXYV-F	Baltimore	313	KKGO-F	Los Angel	270	KABL-AF	San Fran	236
KDWB-F	Minn-St.P	380	WFLN-F	Philadelp	313	213. WRQX-F	Washington	269	263. WFMZ-F	Philadelp	234
114. WLW	Cincinnati	379	164. KODA-F	Houston	312	WJZZ-F	Detroit	269	264. WSIX-F	Nashville	233
115. WNCN-F	New York	378	165. WIYY-F	Baltimore	310	WAVA-F	Washington	269	WHYI-F	Grnvl-Sp	233
116. WKQX-F	Chicago	377	166. WFMS-F	Indy	309	216. WMJX-AF	Boston	267	WMTX-F	TampaSt.P	233
117. KIRO	Seattle	376	167. WPOW-F	Miami-Ft.	308	217. WKRQ-F	Cincinnati	266	CKLW	Detroit	233
118. WPCF-F	Atlanta	375	WMMS-F	Cleveland	308	218. KMJM-F	St. Louis	265	268. WMMJ-F	Washington	232
119. WLTF-F	Cleveland	367	169. KSOL-F	San Fran	307	219. KEGF-F	Dallas-FW	264	KBCO-F	Denver	232
120. WLTE-F	Minn-St.P	366	170. WLS	Chicago	305	220. KOA	Denver	263	270. WNIB-F	Chicago	231
KNIX-F	Phoenix	366	KSON-AF	SanDiego	305	221. WPEG-F	Charlotte	262	WHKO-F	Dayton	231
122. WEOR-F	Miami-Ft.	362	172. WHDH	Boston	304	WCMF-F	Rochester	262	WHAS	Louisvill	231
123. WQYK-F	TampaSt.P	360	173. WZLX-F	Boston	303	223. WMIL-F	Milwaukee	261	KOSI-F	Denver	231
KTXQ-F	Dallas-FW	360	KKHJ	Los Angel	303	WIOG-F	Saginaw	261	KLAC	Los Angel	231
125. WTMX-F	Chicago	357	175. WDOO-F	Cleveland	302	225. WLTJ-F	Detroit	258	275. WMSI-F	Jackson	230
126. WFLZ-F	TampaSt.P	355	KZLA-F	Los Angel	302	226. KKAT-F	Salt Lake	257	WDRM-F	Huntsvill	230
KYGO-F	Denver	355	KHMX-F	Houston	302	227. WXYT	Detroit	256	KSD -F	St. Louis	230
128. WKLS-F	Atlanta	353	178. WBZZ-F	Pittsburg	301	WUSY-F	Chtnooga	256	KQUE-F	Houston	230
129. WMAQ	Chicago	351	WALK-AF	Nassau	301	WTIC-F	Hartford	256	KITS-F	San Fran	230
130. WGAY-F	Washington	350	180. WASH-F	Washington	300	KISW-F	Seattle	256	280. WQAL-F	Cleveland	229
WAMZ-F	Louisvill	350	KSTP-F	Minn-St.P	300	231. WLLZ-F	Detroit	254	281. KBAY-F	San Fran	227
132. WJOI-F	Detroit	349	182. WEZN-F	New York	299	232. WIOD	Miami-Ft.	253	282. WKIS-F	Miami-Ft.	226
133. WWSW-AF	Pittsburg	346	183. WKYS-F	Washington	297	233. WWDM-F	ColmbiaSC	252	WDRE-F	New York	226
WSKQ	New York	346	KKDA-F	Dallas-FW	297	WPLM-AF	Boston	252	KLDE-F	Houston	226
135. WTIC	Hartford	344	185. WAAF-F	Boston	295	KYYS-F	Knsas Cty	252	285. KFMB	SanDiego	225
WFOX-F	Atlanta	344	186. WKXW-F	New York	290	KJMF-F	Dallas-FW	252	286. WUBE-F	Cincinnati	224
KSSN-F	Little Rk	344	KRAK-F	Sacramnto	290	237. WNCI-F	ColumbusO	251	WTOP	Washington	224
138. KOIT-AF	San Fran	343	KLQL-F	Houston	290	238. WJHM-F	Orlando	250	KRQR-F	San Fran	224
KIOI-F	San Fran	343	189. WMAL	Washington	288	KUPD-F	Phoenix	250	289. WQIK-F	Jacksnvle	223
140. WRIF-F	Detroit	342	WESC-F	Grnvl-Sp	288	240. WUSA-F	TampaSt.P	249	290. WZGC-F	Atlanta	222
141. WOODS-F	Boston	340	KTRH	Houston	288	WNIC-F	Detroit	249	WXTB-F	TampaSt.P	222
142. WSB	Atlanta	337	192. WIBC	Indy	287	WBLI-F	New York	249	KJLH-F	Los Angel	222
143. WWDC-F	Washington	336	193. WPOC-F	Baltimore	286	243. WYNK-F	Btn Rouge	248	293. WWMX-F	Baltimore	221
144. WGAR-F	Cleveland	334	WKHX-F	Atlanta	286	244. WSM -F	Nashville	247	KKSF-F	San Fran	221
145. WKQI-F	Detroit	333	195. WYNF-F	TampaSt.P	285	WLTT-F	Washington	247	295. WSSL-AF	Grnvl-Sp	220
146. WHYT-F	Detroit	331	196. WOMC-F	Detroit	283	KMPS-AF	Seattle	247	WFLA	TampaSt.P	220
147. WEAT-AF	West Palm	330	197. KFBK	Sacramnto	282	247. KUPL-F	Prtlnd,OR	244	KYKY-F	St. Louis	220
148. WBAL	Baltimore	329	198. WYBF-F	Boston	280	KLUV-F	Dallas-FW	244	KRBE-F	Houston	220
149. WSOC-F	Charlotte	328	KWEN-F	Tulsa	280	KCYF-F	San Anton	244	299. WKBQ-F	St. Louis	219
WDAS-F	Philadelp	328	200. WKDM	New York	279	250. WYHY-F	Nashville	243	300. WBLI-F	Nassau	218

1.	WINS	New York	25841	51.	WLUP-F	Chicago	8829	101.	WEET	Boston	5918
2.	WCBS	New York	23734	52.	KHEL-F	San Fran	8791	102.	KTNQ	Los Ange	5899
3.	WCBS-F	New York	21551	53.	KMOX	St. Louis	8773	103.	KOIT-AF	San Fran	5896
4.	WTVZ-F	Los Ange	20570	54.	KBRB	San Fran	8717	104.	KSOQ-F	San Fran	5793
5.	KIIS-F	Los Ange	19781	55.	WKQX-F	Chicago	8644	105.	WJJD	Chicago	5751
6.	WLTV-F	New York	19218	56.	KXEZ-F	Los Ange	8592	106.	WYAY-FF	Atlanta	5733
7.	KOST-F	Los Ange	18783	57.	WNEW	New York	8565	107.	WLV	Cincinnati	5733
8.	WOL-F	New York	18015	58.	WGLL-F	Philadelphia	8484	108.	KPLX-F	Dallas-FW	5723
9.	WRKS-F	New York	17789	59.	WJMK-F	Chicago	8369	109.	WAVA-F	Washington	5702
10.	WFAN	New York	17429	60.	WNCN-F	New York	8222	110.	WBZZ-F	Pittsburg	5676
11.	WXRK-F	New York	17363	61.	KODJ-F	Los Ange	8143	111.	WXRT-F	Chicago	5651
12.	WPAT-AF	New York	17255	62.	KOKA	Pittsburg	8071	112.	WJLB-F	Detroit	5631
13.	WNBS-F	New York	17087	63.	WQXR-AF	New York	7994	113.	WJZQ-AF	Washington	5625
14.	WQHT-F	New York	16353	64.	WMBZ-F	Chicago	7987	114.	WRIF-F	Detroit	5599
15.	KYV	Philadelphia	15753	65.	WXXR-F	Philadelphia	7918	115.	WMMW-F	Detroit	5563
16.	WNEW-F	New York	15751	66.	WEAZ-F	Philadelphia	7906	116.	KIOI-F	San Fran	5533
17.	KRTH-F	Los Ange	15527	67.	KMPC	Los Ange	7859	117.	WSKG-F	New York	5494
18.	WOR	New York	15184	68.	WXXS-F	Boston	7783	118.	WZLX-F	Boston	5440
19.	KLOS-F	Los Ange	14983	69.	WBAP	Dallas-FW	7720	119.	WVDB-F	Philadelphia	5425
20.	WBLS-F	New York	14974	70.	WVAZ-F	Chicago	7368	120.	WYTZ-F	Chicago	5409
21.	WGN	Chicago	14920	71.	WUSL-F	Philadelphia	7321	121.	KRLD	Dallas-FW	5407
22.	WABC	New York	14530	72.	KILT-F	Houston	7194	122.	KEGL-F	Dallas-FW	5402
23.	KFWB	Los Ange	14110	73.	WKOK	Chicago	7110	123.	KHBS-F	Houston	5400
24.	KNX	Los Ange	13737	74.	WISN-F	Chicago	6987	124.	KTRH	Houston	5391
25.	KPMR-F	Los Ange	13192	75.	KLYE-F	Los Ange	6973	125.	WADO	New York	5382
26.	WBBM-F	Chicago	13093	76.	WBCH-F	Boston	6872	126.	WFOH-F	Atlanta	5347
27.	WBBM	Chicago	12493	77.	WZL	Boston	6863	127.	KKGO-F	Los Ange	5338
28.	KBIG-F	Los Ange	12380	78.	WSB -F	Atlanta	6816	128.	WCSC-F	Detroit	5305
29.	KABC	Los Ange	11957	79.	WHJ	Detroit	6815	129.	WLLZ-F	Detroit	5284
30.	KGO	San Fran	11408	80.	KWKW	Los Ange	6732	130.	WTOP	Washington	5273
31.	WYNY-F	New York	11150	81.	WPNT-F	Chicago	6686	131.	WDFX-F	Detroit	5273
32.	WYSP-F	Philadelphia	10411	82.	WGGC-F	Washington	6680	132.	KHMX-F	Houston	5262
33.	WJR	Detroit	10368	83.	WHYT-F	Detroit	6635	133.	WMJX-AF	Boston	5201
34.	WMHR-F	Philadelphia	10332	84.	WODS-F	Boston	6574	134.	KLAC	Los Ange	5199
35.	WQCD-F	New York	10211	85.	WQDF-F	Detroit	6521	135.	WRXQ-F	Washington	5194
36.	KCBS	San Fran	10146	86.	WMGK-F	Philadelphia	6487	136.	WSB	Atlanta	5162
37.	KCBS	San Fran	10047	87.	WLUP	Chicago	6412	137.	WASH-F	Washington	5115
38.	KLSX-F	Los Ange	9976	88.	KIKK-F	Houston	6310	138.	WBXX-F	Boston	5113
39.	WMAQ	Chicago	9918	89.	WLIT-F	Chicago	6298	139.	KKHJ	Los Ange	5105
40.	WEGX-F	Philadelphia	9772	90.	KIRO	Seattle	6284	140.	WMHS-F	Clleveland	5092
41.	WCCO	Min-St.P	9724	91.	KFRG	San Fran	6197	141.	KPLZ-F	Seattle	5084
42.	KROC-F	Los Ange	9455	92.	WXTU-F	Philadelphia	6131	142.	KKBQ-AF	Houston	5066
43.	WZOU-F	Boston	9386	93.	KQRS-AF	Min-St.P	6113	143.	WKSZ-F	Philadelphia	5059
44.	KTMY-F	Los Ange	9346	94.	KDWB-F	Min-St.P	6095	144.	WFBQ-F	Indy	5037
45.	KTLZ-F	Los Ange	9278	95.	WTMX-F	Chicago	6093	145.	WLS	Chicago	5024
46.	KSCS-F	Dallas-FW	9224	96.	WVEE-F	Pittsburg	6066	146.	KNIX-F	Phoenix	4995
47.	WCKG-F	Chicago	9160	97.	WAPW-F	Atlanta	6063	147.	WVEE-F	Atlanta	4991
48.	WDCI-F	Chicago	9088	98.	WWDG-F	Washington	6056	148.	WHDH	Boston	4978
49.	WIOQ-F	Philadelphia	9087	99.	WNUA-F	Chicago	6033	149.	WPCN-F	Atlanta	4932
50.	KFI	Los Ange	8994	100.	WSSH-F	Boston	6024	150.	KODA-F	Houston	4912

*Based on 12+ TSA Cume, Broadcast Week

*Based on 1/4 HR AVG, Broadcast Week, 12+

301.	WKDF-F	Nashville	217	351.	WHJY-F	Boston	198	404.	KLTR-F	Houston	180	450.	WQBE-F	Chrlstnwy	166	499.	KXTN-F	San Anton	156
303.	WGBH-F	Memphis	216	354.	KLIF	Dallas-FW	197	405.	KINT-F	Phonix	179	445.	WBR-F	Nashville	167	495.	KBSG-F	Seattle	157
305.	WGNS-F	Washington	212	357.	WGR-F	Cincinnati	198	406.	KINT-F	Phonix	179	446.	WBR-F	Nashville	167	496.	KBSG-F	Seattle	157
306.	WGBH-F	Memphis	216	358.	WGR-F	Cincinnati	198	407.	KINT-F	Phonix	179	447.	WBR-F	Nashville	167	497.	KBSG-F	Seattle	157
308.	WHIF-F	Phonix	213	359.	WGR-F	Cincinnati	198	408.	KINT-F	Phonix	179	448.	WBR-F	Nashville	167	498.	KBSG-F	Seattle	157
309.	WHIF-F	Phonix	213	360.	WGR-F	Cincinnati	198	409.	KINT-F	Phonix	179	449.	WBR-F	Nashville	167	499.	KBSG-F	Seattle	157
310.	WNOE-F	New Orleans	212	361.	WGR-F	Cincinnati	198	410.	KINT-F	Phonix	179	450.	WBR-F	Nashville	167	500.	KBSG-F	Seattle	157
311.	WNOE-F	New Orleans	212	362.	WGR-F	Cincinnati	198	411.	KINT-F	Phonix	179	451.	WBR-F	Nashville	167	501.	KBSG-F	Seattle	157
312.	WNOE-F	New Orleans	212	363.	WGR-F	Cincinnati	198	412.	KINT-F	Phonix	179	452.	WBR-F	Nashville	167	502.	KBSG-F	Seattle	157
313.	WNOE-F	New Orleans	212	364.	WGR-F	Cincinnati	198	413.	KINT-F	Phonix	179	453.	WBR-F	Nashville	167	503.	KBSG-F	Seattle	157
314.	WNOE-F	New Orleans	212	365.	WGR-F	Cincinnati	198	414.	KINT-F	Phonix	179	454.	WBR-F	Nashville	167	504.	KBSG-F	Seattle	157
315.	WNOE-F	New Orleans	212	366.	WGR-F	Cincinnati	198	415.	KINT-F	Phonix	179	455.	WBR-F	Nashville	167	505.	KBSG-F	Seattle	157
316.	WNOE-F	New Orleans	212	367.	WGR-F	Cincinnati	198	416.	KINT-F	Phonix	179	456.	WBR-F	Nashville	167	506.	KBSG-F	Seattle	157
317.	WNOE-F	New Orleans	212	368.	WGR-F	Cincinnati	198	417.	KINT-F	Phonix	179	457.	WBR-F	Nashville	167	507.	KBSG-F	Seattle	157
318.	WNOE-F	New Orleans	212	369.	WGR-F	Cincinnati	198	418.	KINT-F	Phonix	179	458.	WBR-F	Nashville	167	508.	KBSG-F	Seattle	157
319.	WNOE-F	New Orleans	212	370.	WGR-F	Cincinnati	198	419.	KINT-F	Phonix	179	459.	WBR-F	Nashville	167	509.	KBSG-F	Seattle	157
320.	WNOE-F	New Orleans	212	371.	WGR-F	Cincinnati	198	420.	KINT-F	Phonix	179	460.	WBR-F	Nashville	167	510.	KBSG-F	Seattle	157
321.	WNOE-F	New Orleans	212	372.	WGR-F	Cincinnati	198	421.	KINT-F	Phonix	179	461.	WBR-F	Nashville	167	511.	KBSG-F	Seattle	157
322.	WNOE-F	New Orleans	212	373.	WGR-F	Cincinnati	198	422.	KINT-F	Phonix	179	462.	WBR-F	Nashville	167	512.	KBSG-F	Seattle	157
323.	WNOE-F	New Orleans	212	374.	WGR-F	Cincinnati	198	423.	KINT-F	Phonix	179	463.	WBR-F	Nashville	167	513.	KBSG-F	Seattle	157
324.	WNOE-F	New Orleans	212	375.	WGR-F	Cincinnati	198	424.	KINT-F	Phonix	179	464.	WBR-F	Nashville	167	514.	KBSG-F	Seattle	157
325.	WNOE-F	New Orleans	212	376.	WGR-F	Cincinnati	198	425.	KINT-F	Phonix	179	465.	WBR-F	Nashville	167	515.	KBSG-F	Seattle	157
326.	WNOE-F	New Orleans	212	377.	WGR-F	Cincinnati	198	426.	KINT-F	Phonix	179	466.	WBR-F	Nashville	167	516.	KBSG-F	Seattle	157
327.	WNOE-F	New Orleans	212	378.	WGR-F	Cincinnati	198	427.	KINT-F	Phonix	179	467.	WBR-F	Nashville	167	517.	KBSG-F	Seattle	157
328.	WNOE-F	New Orleans	212	379.	WGR-F	Cincinnati	198	428.	KINT-F	Phonix	179	468.	WBR-F	Nashville	167	518.	KBSG-F	Seattle	157
329.	WNOE-F	New Orleans	212	380.	WGR-F	Cincinnati	198	429.	KINT-F	Phonix	179	469.	WBR-F	Nashville	167	519.	KBSG-F	Seattle	157
330.	WNOE-F	New Orleans	212	381.	WGR-F	Cincinnati	198	430.	KINT-F	Phonix	179	470.	WBR-F	Nashville	167	520.	KBSG-F	Seattle	157
331.	WNOE-F	New Orleans	212	382.	WGR-F	Cincinnati	198	431.	KINT-F	Phonix	179	471.	WBR-F	Nashville	167	521.	KBSG-F	Seattle	157
332.	WNOE-F	New Orleans	212	383.	WGR-F	Cincinnati	198	432.	KINT-F	Phonix	179	472.	WBR-F	Nashville	167	522.	KBSG-F	Seattle	157
333.	WNOE-F	New Orleans	212	384.	WGR-F	Cincinnati	198	433.	KINT-F	Phonix	179	473.	WBR-F	Nashville	167	523.	KBSG-F	Seattle	157
334.	WNOE-F	New Orleans	212	385.	WGR-F	Cincinnati	198	434.	KINT-F	Phonix	179	474.	WBR-F	Nashville	167	524.	KBSG-F	Seattle	157
335.	WNOE-F	New Orleans	212	386.	WGR-F	Cincinnati	198	435.	KINT-F	Phonix	179	475.	WBR-F	Nashville	167	525.	KBSG-F	Seattle	157
336.	WNOE-F	New Orleans	212	387.	WGR-F	Cincinnati	198	436.	KINT-F	Phonix	179	476.	WBR-F	Nashville	167	526.	KBSG-F	Seattle	157
337.	WNOE-F	New Orleans	212	388.	WGR-F	Cincinnati	198	437.	KINT-F	Phonix	179	477.	WBR-F	Nashville	167	527.	KBSG-F	Seattle	157
338.	WNOE-F	New Orleans	212	389.	WGR-F	Cincinnati	198	438.	KINT-F	Phonix	179	478.	WBR-F	Nashville	167	528.	KBSG-F	Seattle	157
339.	WNOE-F	New Orleans	212	390.	WGR-F	Cincinnati	198	439.	KINT-F	Phonix	179	479.	WBR-F	Nashville	167	529.	KBSG-F	Seattle	157
340.	WNOE-F	New Orleans	212	391.	WGR-F	Cincinnati	198	440.	KINT-F	Phonix	179	480.	WBR-F	Nashville	167	530.	KBSG-F	Seattle	157
341.	WNOE-F	New Orleans	212	392.	WGR-F	Cincinnati	198	441.	KINT-F	Phonix	179	481.	WBR-F	Nashville	167	531.	KBSG-F	Seattle	157
342.	WNOE-F	New Orleans	212	393.	WGR-F	Cincinnati	198	442.	KINT-F	Phonix	179	482.	WBR-F	Nashville	167	532.	KBSG-F	Seattle	157
343.	WNOE-F	New Orleans	212	394.	WGR-F	Cincinnati	198	443.	KINT-F	Phonix	179	483.	WBR-F	Nashville	167	533.	KBSG-F	Seattle	157
344.	WNOE-F	New Orleans	212	395.	WGR-F	Cincinnati	198	444.	KINT-F	Phonix	179	484.	WBR-F	Nashville	167	534.	KBSG-F	Seattle	157
345.	WNOE-F	New Orleans	212	396.	WGR-F	Cincinnati	198	445.	KINT-F	Phonix	179	485.	WBR-F	Nashville	167	535.	KBSG-F	Seattle	157
346.	WNOE-F	New Orleans	212	397.	WGR-F	Cincinnati	198	446.	KINT-F	Phonix	179	486.	WBR-F	Nashville	167	536.	KBSG-F	Seattle	157
347.	WNOE-F	New Orleans	212	398.	WGR-F	Cincinnati	198	447.	KINT-F	Phonix	179	487.	WBR-F	Nashville	167	537.	KBSG-F	Seattle	157
348.	WNOE-F	New Orleans	212	399.	WGR-F	Cincinnati	198	448.	KINT-F	Phonix	179	488.	WBR-F	Nashville	167	538.	KBSG-F	Seattle	157
349.	WNOE-F	New Orleans	212	400.	WGR-F	Cincinnati	198	449.	KINT-F	Phonix	179	489.	WBR-F	Nashville	167	539.	KBSG-F	Seattle	157
350.	WNOE-F	New Orleans	212	401.	WGR-F	Cincinnati	198	450.	KINT-F	Phonix	179	490.	WBR-F	Nashville	167	540.	KBSG-F	Seattle	157

151. WFLZ-F	TampaSt.P	4906	202. WHUR-F	Washington	4121	252. WALK-AF	Nassau	3605
152. KEEY-F	Minn-St.P	4901	203. WGAR-F	Cleveland	4108	253. WFMT-F	Chicago	3565
153. WDAS-F	Philadelp	4896	204. WBAL	Baltimore	4081	254. KKSF-F	San Fran	3556
154. WLYF-F	Miami-Ft.	4888	205. WTIC	Hartford	4071	255. KISW-F	Seattle	3539
155. WOMC-F	Detroit	4888	206. WJZZ-F	Detroit	4066	256. WHFS-F	Washington	3535
156. WLTE-F	Minn-St.P	4859	207. WHYI-F	Miami-Ft.	4048	257. KYKY-F	St. Louis	3527
157. KSHE-F	St. Louis	4857	208. KLUV-F	Dallas-FW	4045	258. WLIF-AF	Baltimore	3527
158. KSFO	San Fran	4853	209. KITS-F	San Fran	4044	259. WZZK-AF	Birmingham	3518
159. WKLS-F	Atlanta	4835	210. WKHX-F	Atlanta	4042	260. WNCX-F	Cleveland	3517
160. WWSW-AF	Pittsburg	4833	211. WKRQ-F	Cincinnati	4034	261. KXXY-AF	Oklahoma	3513
161. KZLA-F	Los Angel	4818	212. WLTT-F	Washington	4033	262. WYNF-F	TampaSt.P	3509
162. WLTF-F	Cleveland	4817	213. WCXR-F	Washington	4026	263. WBAB-F	New York	3488
163. KTXQ-F	Dallas-FW	4793	214. KOA	Denver	4021	264. KKRZ-F	Portland,OR	3487
164. WMIJ-F	Cleveland	4786	215. KYGO-F	Denver	4019	265. WIOG-F	Saginaw	3482
165. KVIL-AF	Dallas-FW	4764	216. KHYI-F	Dallas-FW	4017	266. KFBK	Sacramento	3482
166. WDAF	Kansas Cty	4727	217. WBLI-F	New York	4017	267. KKDA-F	Dallas-FW	3479
167. KLOL-F	Houston	4725	218. WXTR-F	Washington	4012	268. WEDR-F	Miami-Ft.	3478
168. KEX	Portland,OR	4712	219. WIVK-F	Knoxville	4008	269. WEZB-F	New Orleans	3473
169. KJLH-F	Los Angel	4701	220. WJZZ-F	Cleveland	3993	270. KSON-AF	San Diego	3473
170. WAAF-F	Boston	4673	221. WHQT-F	Miami-Ft.	3982	271. WNCI-F	Columbus,GA	3471
171. WFLN-F	Philadelp	4612	222. KSTP-F	Minn-St.P	3982	272. KFMB	San Diego	3443
172. KLIT-F	Los Angel	4609	223. WDRE-F	New York	3960	273. KFMB-F	San Diego	3440
173. WEZN-F	New York	4588	224. KRLA	Los Angel	3952	274. WDUV-F	TampaSt.P	3433
174. WWRM-F	TampaSt.P	4584	225. WFLC-F	Miami-Ft.	3936	275. KGB -F	San Diego	3424
175. WTQR-F	Grnsbrows	4556	226. WWKA-F	Orlando	3935	276. WIL -F	St. Louis	3419
176. KRQR-F	San Fran	4536	227. WIYY-F	Baltimore	3928	277. KALI	Los Angel	3413
177. KFRC-F	San Fran	4530	228. KSNAN-F	San Fran	3927	278. WAMZ-F	Louisville	3391
178. WPHR-F	Cleveland	4495	229. WVB-F	Boston	3905	279. KSSN-F	Little Rock	3388
179. WTIC-F	Hartford	4492	230. KFOG-F	San Fran	3879	280. KQQL-F	Minn-St.P	3381
180. WSOC-F	Charlotte	4489	231. WQYK-F	TampaSt.P	3837	281. KYYS-F	Kansas Cty	3381
181. KMJQ-F	Houston	4420	232. WPRO-F	Providence	3834	282. KZFX-F	Houston	3376
182. WNIC-F	Detroit	4403	233. WIP	Philadelphia	3834	283. WEAT-AF	Miami-Ft.	3373
183. WGAY-F	Washington	4396	234. KLXK-F	Minn-St.P	3828	284. KJNZ-F	Dallas-FW	3372
184. WPOW-F	Miami-Ft.	4325	235. KOMO	Seattle	3813	285. KUPD-F	Phoenix	3364
185. WPEN	Philadelphia	4317	236. KLOU-F	St. Louis	3809	286. WSM -F	Nashville	3361
186. WALK-F	New York	4287	237. KTAR	Phoenix	3791	287. KKKH-AF	San Fran	3349
187. WLTI-F	Detroit	4271	238. KLDE-F	Houston	3767	288. WBLI-F	Nassau	3340
188. WKXW-F	New York	4234	239. WNIB-F	Chicago	3727	289. WFMS-F	Indy	3334
189. WZGC-F	Atlanta	4227	240. WKSS-F	Hartford	3717	290. KBLX-AF	San Fran	3318
190. WJOI-F	Detroit	4217	241. WZPL-F	Indy	3711	291. WKTI-F	Milwaukee	3304
191. WKYS-F	Washington	4210	242. KXKL-AF	Denver	3708	292. WSHE-F	Miami-Ft.	3291
192. WTMJ	Milwaukee	4208	243. KSD -F	St. Louis	3694	293. CKLW	Detroit	3281
193. KABL-AF	San Fran	4197	244. WYHY-F	Nashville	3667	294. KDBQ-F	San Fran	3273
194. KUBE-F	Seattle	4196	245. KMPS-AF	Seattle	3646	295. WBSB-F	Baltimore	3273
195. WDOF-F	Cleveland	4171	246. WSKQ	New York	3636	296. WKDM	New York	3268
196. WMAL	Washington	4142	247. WRBQ-AF	TampaSt.P	3629	297. WHAS	Louisville	3264
197. WQAL-F	Cleveland	4133	248. WXYV-F	Baltimore	3624	298. WDRG-F	Hartford	3260
198. WKBQ-F	St. Louis	4127	249. WSTR-F	Atlanta	3623	299. WHKO-F	Dayton	3244
199. KKLQ-AF	San Diego	4126	250. WLIB	New York	3612	300. WPLM-AF	Boston	3244
200. KDFC-AF	San Fran	4121	251. WPOC-F	Baltimore	3605	301. WLW	Dayton	3243
						302. KZPS-F	Dallas-FW	3241
						303. KGGI-F	Riverside	3239
						304. WWHX-F	Baltimore	3227
						305. KBAY-F	San Fran	3223
						306. WKDF-F	Nashville	3206
						307. KZOK-F	Seattle	3205
						308. WESC-F	Grnvl-Sp	3193
						309. KOSI-F	Denver	3181
						310. WMXJ-F	Miami-Ft.	3176
						311. KEZK-F	St. Louis	3173
						312. KFKF-F	Kansas Cty	3164
						313. KRAK-F	Sacramento	3158
						314. WIOD	Miami-Ft.	3153
						315. KLTY-F	Dallas-FW	3153
						316. WQUE-AF	New Orleans	3146
						317. WUSA-F	TampaSt.P	3144
						318. KXRX-F	Seattle	3143
						319. WBAB-F	Nassau	3115
						320. KPRC	Houston	3105
						321. KFRG-F	Riverside	3092
						322. KBEQ-F	Kansas Cty	3091
						323. KOY -F	Phoenix	3082
						324. KSTP	Minn-St.P	3078
						325. KLRX-F	Dallas-FW	3067
						326. KLTR-F	Houston	3060
						327. WOGL	Philadelphia	3040
						328. WCKZ-F	Charlotte	3031
						329. WZAK-F	Cleveland	3028
						330. KSFH-F	Sacramento	3024
						331. WHJY-F	Boston	3008
						332. WQSR-F	Baltimore	3008
						333. KWEN-F	Tulsa	3005
						334. WSNY-F	Columbus,GA	3001

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1. KTRS-F	Casper	48.6	WHOT-F	Youngstown	31.5
2. WIVK-F	Knoxville	46.4	52. KTWO	Casper	31.4
3. WIXX-F	Green Bay	45.6	53. WZFX-F	Fayetteville, NC	31.2
4. WBNQ-F	Bloomington	45.5	54. KBFM-F	McAllen-Brownsville	31.1
5. WJBC	Bloomington	44.4	WKSF-F	Asheville	31.1
6. WBBQ-AF	Augusta	43.3	KRNQ-F	Des Moines	31.1
7. WQBE-F	Charleston, WV	43.0	57. KTEX-F	McAllen-Brownsville	31.0
8. WTHI-AF	Terre Haute	42.4	WXXC-F	Erie	31.0
9. WTCR-AF	Huntington, WV	41.9	WNTQ-F	Syracuse	31.0
10. KLLL-F	Lubbock	40.6	WRKY-F	Steubenville	31.0
11. WXBQ-F	John City-Kingsport	40.0	61. KWTX-F	Waco	30.8
12. WJET-F	Erie	38.7	62. KXXY-AF	Oklahoma City	30.7
13. WIOG-F	Saginaw-Bay City-Mid	38.6	WMEE-F	Fort Wayne	30.7
14. WDRM-F	Huntsville	38.2	KEX	Portland, OR	30.7
15. WOMP-F	Wheeling	37.9	65. KQLT-F	Casper	30.6
16. WAAL-F	Binghamton	37.2	KWEN-F	Tulsa	30.6
17. KSSN-F	Little Rock	36.9	KGGO-AF	Des Moines	30.6
WZOK-F	Rockford	36.9	WYYY-F	Syracuse	30.6
19. KMLL-F	Amarillo	36.1	KRQQ-F	Tucson	30.6
20. KMOX	St. Louis	35.9	70. WKFR-F	Kalamazoo	30.5
21. WWNC	Asheville	35.6	71. WZZK-AF	Birmingham	30.4
22. WDAY-F	Fargo	34.9	KZZU-F	Spokane	30.4
WSTO-F	Evansville	34.9	WDUV-F	Sarasota-Bradenton	30.4
WKRZ-F	Wilkes Barre-Scranto	34.9	WHAS	Louisville	30.4
25. WQUT-F	John City-Kingsport	34.6	WPXR-F	Davenport-Ri-Moline	30.4
WKZW-F	Peoria	34.6	76. WKSJ-AF	Mobile	30.3
27. WIBA-F	Madison	34.3	77. KPRR-F	El Paso	30.1
WZYP-F	Huntsville	34.3	WCMF-F	Rochester	30.1
29. WKEE-F	Huntington, WV	33.9	79. WAPL-F	Green Bay	30.0
WCCO	Minneapolis-St. Paul	33.9	WTQR-F	Greensboro-WS	30.0
KYW	Philadelphia	33.9	WTIC	Hartford	30.0
32. KCCY-F	Pueblo	33.6	82. WAYS-F	Macon	29.9
33. KOEL-F	Waterloo-Cedar Falls	33.5	83. WNNK-AF	Harrisburg	29.8
34. WLWI-F	Montgomery	33.3	WZID-F	Manchester	29.8
WNDU-F	South Bend	33.3	85. KRYS-AF	Corpus Christi	29.7
36. KTTS-F	Springfield, MO	32.9	86. WGLU-F	Johnstown	29.6
KFMW-F	Waterloo-Cedar Falls	32.9	87. KPAT-F	Sioux Falls	29.5
38. KOKZ-F	Waterloo-Cedar Falls	32.8	WMGI-F	Terre Haute	29.5
39. WLW	Cincinnati	32.3	WWQQ-F	Wilmington, NC	29.5
40. WUSY-F	Chattanooga	32.1	90. KGOT-F	Anchorage	29.4
KDKA	Pittsburgh	32.1	KZII-F	Lubbock	29.4
42. WHHY-F	Montgomery	32.0	KVOC	Casper	29.4
WXLK-F	Roanoke-Lynchburg	32.0	WMXE-F	Erie	29.4
44. WDEN-F	Macon	31.9	WRNS-F	Greenville, NC	29.4
WEZN-F	Bridgeport	31.9	WSRS-F	Worcester	29.4
46. KDAL	Duluth	31.8	WICC	Bridgeport	29.4
47. WVIC-AF	Lansing	31.7	97. KFDI-F	Wichita	29.3
WPRR-F	Altoona	31.7	KHEY-F	El Paso	29.3
49. WTFM-F	John City-Kingsport	31.6	99. WAMZ-F	Louisville	29.1
50. WMSI-F	Jackson	31.5	100. WAPL-F	Appleton-Oshkosh	28.9

	WQV-F	Fort Pierce, FL	28.9		WGIR-F	Manchester	26.3
102.	KQWB-F	Fargo	28.5	152.	WPXY-F	Rochester	26.2
	WCOS-F	Columbia, SC	28.5		WTIC-F	Hartford	26.2
	WEZK-F	Knoxville	28.5	154.	WAVC-F	Duluth	26.1
	KRMD-F	Shreveport	28.5		WVAF-AF	Charleston, WV	26.1
106.	KZIO-F	Duluth	28.4		WFGY-F	Altoona	26.1
107.	KQIZ-F	Amarillo	28.3		WNSN-F	South Bend	26.1
	KQKQ-F	Omaha	28.3	158.	WVLK-F	Lexington	26.0
109.	KQCR-F	Cedar Rapids	28.2		WGSY-F	Columbus, GA	26.0
110.	WIKY-F	Evansville	28.1		WAJI-F	Fort Wayne	26.0
	WMT	Cedar Rapids	28.1		WEZB-F	New Orleans	26.0
112.	KFGO	Fargo	28.0		WHBC	Canton	26.0
	WPCV-F	Lakeland	28.0		WROK	Rockford	26.0
114.	KHAK-AF	Cedar Rapids	27.9	164.	KFRX-F	Lincoln	25.9
	KMAJ-F	Topeka	27.9		WHWK-F	Binghamton	25.9
	WKCI-F	New Haven	27.9		KRST-AF	Albuquerque	25.9
117.	WESC-F	Greenville-Spartanbu	27.7	167.	WFLY-F	Albany-Schenectady-T	25.8
	WWCK-F	Flint	27.7		WFPG-F	Atlantic City	25.8
119.	WLAP-F	Lexington	27.6	169.	WPFR-F	Terre Haute	25.7
	KZFM-F	Corpus Christi	27.6		WYHY-F	Nashville	25.7
	WEAT-AF	West Palm Beach	27.6		KFAB	Omaha	25.7
	WPRO-F	Providence	27.6	172.	WVKS-F	Toledo	25.6
123.	WMYU-F	Knoxville	27.5	173.	WRVQ-F	Richmond	25.5
124.	WOLX-F	Madison	27.4	174.	KPXR-F	Anchorage	25.4
	WCRZ-F	Flint	27.4		KIIM-F	Tucson	25.4
	WJR	Ann Arbor	27.4		WLLR-F	Davenport-Ri-Moline	25.4
127.	WKCQ-F	Saginaw-Bay City-Mid	27.3		WZZP-F	South Bend	25.4
	WRVC-F	Huntington, WV	27.3	178.	WRKR-F	Kalamazoo	25.3
129.	WKQQ-F	Lexington	27.2		WHAM	Rochester	25.3
	WIKS-F	Greenville, MC	27.2		KHOP-F	Modesto	25.3
	KIKI-F	Honolulu	27.2		KUZZ-F	Bakersfield	25.3
	WYNK-F	Baton Rouge	27.2	182.	KXUS-F	Springfield, MO	25.2
133.	KQRS-AF	Minneapolis-St. Paul	27.1		KJYO-F	Oklahoma City	25.2
134.	WRKT-F	Erie	27.0		WKHI-F	Salisbury-Oc, MD	25.2
135.	WZHT-F	Montgomery	26.9		WKRQ-F	Cincinnati	25.2
	WMYI-F	Asheville	26.9		KSCS-F	Dallas-Ft. Worth	25.2
	KDWB-F	Minneapolis-St. Paul	26.9	187.	WVSR-F	Charleston, WV	25.1
138.	WYNG-F	Evansville	26.8		WGRD-F	Grand Rapids	25.1
	KOUL-F	Corpus Christi	26.8		KIRO	Seattle-Tacoma	25.1
	WMYI-F	Greenville-Spartanbu	26.8	190.	WGLF-F	Tallahassee	25.0
141.	WPOR-AF	Portland, ME	26.7		KKCS-F	Colorado Springs	25.0
	WOWO-AF	Fort Wayne	26.7				
143.	KWNZ-F	Reno	26.6				
	WCHY-AF	Savannah	26.6				
	WAPE-F	Jacksonville	26.6				
146.	WTMJ	Milwaukee	26.5				
	KRLB-F	Lubbock	26.5				
	WZEE-F	Madison	26.5				
149.	WBLM-F	Portland, ME	26.4				
150.	WKZO	Kalamazoo	26.3				

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WQHT-F	New York	1093
2.	WHTZ-F	New York	972
3.	KIIS-F	Los Angel	779
4.	WBBM-F	Chicago	719
5.	WPLJ-F	New York	602
6.	KPWR-F	Los Angel	561
7.	KMEL-F	San Fran	521
8.	WPGC-F	Washington	433
9.	WZOU-F	Boston	396
10.	WIOQ-F	Philadelp	386
11.	KDWB-F	Minn-St.P	338
12.	WXKS-F	Boston	335
13.	WAPW-F	Atlanta	316
14.	WEGX-F	Philadelp	309
15.	WHYT-F	Detroit	303
16.	WPOW-F	Miami-Ft.	277
17.	WBZZ-F	Pittsburg	244
18.	WBLI-F	New York	241
19.	WAVA-F	Washington	240
20.	WRQX-F	Washington	237
21.	WFLZ-F	TampaSt.P	234
22.	KPLZ-F	Seattle	233
	KEGL-F	Dallas-FW	233
24.	KKLQ-AF	SanDiego	208
25.	WNCT-F	ColumbusO	206
26.	KRBE-F	Houston	202
27.	WKRQ-F	Cincinnati	200

AOR/CLASSIC

1.	WXRK-F	New York	908
2.	WNEW-F	New York	850
3.	KLOS-F	Los Angel	746
4.	KROQ-F	Los Angel	523
5.	WYSP-F	Philadelp	483
6.	WMBZ-F	Chicago	480
7.	KLSX-F	Los Angel	463
8.	WMMR-F	Philadelp	452
9.	WLUP-F	Chicago	443
10.	WCKG-F	Chicago	427
11.	WXRT-F	Chicago	406
12.	KQRS-AF	Minn-St.P	381
13.	WDVE-F	Pittsburg	345
14.	WBGN-F	Boston	341
15.	KTXQ-F	Dallas-FW	330
16.	KQLZ-F	Los Angel	326
17.	KSHE-F	St. Louis	302
18.	WRIF-F	Detroit	294
19.	WIYY-F	Baltimore	271
	KLOL-F	Houston	271
21.	WKLS-F	Atlanta	269
22.	WWDC-F	Washington	248
23.	WFBQ-F	Indy	237
24.	WCSX-F	Detroit	235
25.	WLLZ-F	Oetroit	231
26.	WDRE-F	New York	226
27.	WZLX-F	Boston	224
28.	WCMF-F	Rochester	223
29.	KITS-F	San Fran	220
30.	KUPD-F	Phoenix	217
31.	WMMS-F	Cleveland	214
32.	KSD -F	St. Louis	212
33.	KGB -F	SanDiego	210
34.	KBCO-F	Denver	209
35.	WBAB-F	New York	205
36.	KISW-F	Seattle	204
37.	KRQR-F	San Fran	200

AC/OLDIES/SOFT ROCK

1.	WCBS-F	New York	1418
2.	WLTW-F	New York	1301
3.	WNSR-F	New York	1133
4.	KOST-F	Los Angel	1023
5.	KBIG-F	Los Angel	685
6.	KRTH-F	Los Angel	604
7.	KXEZ-F	Los Angel	507
8.	WLIT-F	Chicago	487
9.	WEAZ-F	Philadelp	442
10.	WJMK-F	Chicago	419
11.	KVIL-AF	Dallas-FW	396
12.	WSB -F	Atlanta	389
13.	WMGK-F	Philadelp	363
14.	WKQX-F	Chicago	351
15.	WTMX-F	Chicago	350
16.	WOGF-F	Philadelp	346
17.	WWRM-F	TampaSt.P	343
18.	KIOI-F	San Fran	336
19.	WYXR-F	Philadelp	335
20.	KODJ-F	Los Angel	322
21.	KOIT-AF	San Fran	316
	WKQI-F	Detroit	316
23.	WLTF-F	Cleveland	312
24.	WPNT-F	Chicago	310
25.	WLTE-F	Minn-St.P	309
26.	WALK-F	New York	305
27.	WALK-AF	Nassau	301
28.	WSSH-F	Boston	296
29.	KODA-F	Houston	295
30.	KHMX-F	Houston	285
31.	WFOX-F	Atlanta	279
32.	KSTP-F	Minn-St.P	274
33.	WWSW-AF	Pittsburg	270
34.	WKSZ-F	Philadelp	267
35.	WOMC-F	Detroit	262
36.	WASH-F	Washington	261
37.	WLTI-F	Detroit	250
38.	WODS-F	Boston	245
39.	WLIF-AF	Baltimore	242
40.	WNIC-F	Detroit	232
41.	WLTT-F	Washington	230
42.	WUSA-F	TampaSt.P	226
43.	KABL-AF	San Fran	225
	WMJI-F	Cleveland	225
45.	WVBF-F	Boston	224
46.	WFLC-F	Miami-Ft.	222
	WMJX-AF	Boston	222
48.	WDOK-F	Cleveland	216
49.	KLUV-F	Dallas-FW	214
50.	WWMX-F	Baltimore	208
51.	KYKY-F	St. Louis	207
52.	WMTX-F	TampaSt.P	205
53.	KLDE-F	Houston	200

MOR/VARIETY

1.	WJR	Detroit	536
2.	WCCO	Minn-St.P	525
3.	KDKA	Pittsburg	482
4.	WBAP	Dallas-FW	376
5.	WSB	Atlanta	292
6.	WTMJ	Milwaukee	273
7.	WIBC	Indy	265
8.	WTIC	Hartford	264

9.	WMAL	Washington	256
10.	WLW	Cincinnati	250
11.	KFMB	SanDiego	225
12.	KEX	PrtInd,OR	218
13.	WTWN	ColumbusO	200
14.	WHAS	Louisvill	185
15.	KOMO	Seattle	172
16.	WHAM	Rochester	155
17.	WRVA	Richmond	140
18.	KSSK	Honolulu	129
19.	WDBO	Orlando	104
20.	KRMG	Tulsa	102
	WGY	Albany	102

COUNTRY

1.	WYNY-F	New York	902
2.	KSCS-F	Dallas-FW	619
3.	KILT-F	Houston	506
4.	WVWW-F	Detroit	425
5.	WUSN-F	Chicago	409
6.	KIKK-F	Houston	376
7.	KPLX-F	Dallas-FW	350
8.	KEEY-F	Minn-St.P	339
9.	WMZQ-AF	Washington	338
10.	WXTU-F	Philadelp	318
11.	WYAY-F	Atlanta	315
12.	KYGO-F	Denver	311
13.	KSON-AF	SanDiego	305
14.	KNIX-F	Phoenix	302
15.	KZLA-F	Los Angel	272
16.	WIVK-F	Knoxville	271
17.	WAMZ-F	Louisvill	253
	KSAN-F	San Fran	253
19.	KFSN-F	Knsas Cty	246
20.	WPOC-F	Baltimore	243
21.	KXXY-AF	Oklahoma	242
22.	WZZK-AF	Birmingham	238
23.	WGAR-F	Cleveland	237
24.	WTQR-F	Grnsbrows	228
	KKAT-F	Salt Lake	228
26.	WDAF	Knsas Cty	226
27.	WMIL-F	Milwaukee	225
28.	WKHX-F	Atlanta	215
29.	WKIS-F	Miami-Ft.	206
30.	WYRK-F	Buffalo	200
	KRAK-F	Sacramnto	200
32.	WIL -F	St. Louis	199
33.	WFMS-F	Indy	195
34.	KMPS-AF	Seattle	194
35.	KMLE-F	Phoenix	192
36.	KWEN-F	Tulsa	191
37.	KCYF-F	San Anton	190
	KLAC	Los Angel	190
39.	KUPL-F	PrtInd,OR	188
40.	KTEX-F	Mc-Brown	184

BLACK/URBAN

1.	WRKS-F	New York	1373
2.	WBLS-F	New York	1046
3.	WGCI-F	Chicago	823
4.	KKBT-F	Los Angel	685
5.	WUSL-F	Philadelp	571
6.	WVAZ-F	Chicago	538
7.	WVEE-F	Atlanta	479
8.	WLIB	New York	448
9.	WJLB-F	Detroit	423

10.	KMJQ-F	Houston	372
11.	WEDR-F	Miami-Ft.	305
	KSOL-F	San Fran	305
13.	WXYV-F	Baltimore	301
14.	WHQT-F	Miami-Ft.	284
	WDAS-F	Philadelp	284
16.	WKYS-F	Washington	277
17.	KKDA-F	Dallas-FW	260
18.	KMJM-F	St. Louis	250
19.	KJMZ-F	Dallas-FW	242
20.	WMMJ-F	Washington	228
21.	WZAK-F	Cleveland	214
22.	KJLH-F	Los Angel	212
23.	WYLD-F	New OrLns	196
24.	WQUE-AF	New OrLns	195
25.	WPEG-F	Charlotte	186
26.	WHRK-F	Memphis	180
27.	WMXD-F	Detroit	178
28.	KGFJ	Los Angel	172
29.	WOWI-F	Norfolk	169
30.	WHUR-F	Washington	164
31.	WAMO-F	Pittsburg	154
32.	WOL	Washington	149
33.	WDIA	Memphis	146
34.	WWIN-F	Baltimore	142
35.	KPRS-F	Knsas Cty	135
36.	KCCN-F	Honolulu	133
37.	WTLC-F	Indy	132
38.	WIKS-F	GreenvINC	128
39.	WENN-F	Birmingham	127
40.	WJHM-F	Orlando	125
41.	WMYK-F	Norfolk	124
	KHYS-F	Houston	124
43.	WCDX-F	Richmond	122
44.	KKDA	Dallas-FW	121
45.	KJMS-F	Memphis	119
46.	KACE-F	Los Angel	110

BEAUTIFUL/EASY

1.	WPAT-AF	New York	1329
2.	WLYF-F	Miami-Ft.	470
3.	WJOI-F	Detroit	339
4.	WPCH-F	Atlanta	330
5.	WGAY-F	Washington	320
6.	WEAT-AF	West Palm	221
7.	WOUV-F	TampaSt.P	190
8.	KBAY-F	San Fran	181
	KEZK-F	St. Louis	181

NEWS/TALK

1.	WOR	New York	1237
2.	WINS	New York	1158
3.	WGN	Chicago	1015
4.	WCBS	New York	936
5.	KABC	Los Angel	847
6.	WFAN	New York	793
7.	WABC	New York	723
8.	KYW	Philadelp	689
9.	KMOX	St. Louis	675
10.	KGO	San Fran	666
11.	KFWB	Los Angel	518
12.	WBBM	Chicago	488
13.	KNX	Los Angel	449
14.	WRKO	Boston	425
15.	KCBS	San Fran	411
16.	KFI	Los Angel	389

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

			METRO SHARE					
TOP 40/CHR/CONTEMP								
1. KTRS-F	Casper	26.7	44. WKGB-F	Binghamtn	9.3	56. WMXE-F	Erie	9.4
2. WBBQ-AF	Augusta	23.0	46. KMJX-F	Little Rk	9.2	58. KITT-F	Shreveprt	9.4
3. WIXX-F	Green Bay	18.1	47. KOZZ-F	Reno	9.1	59. WSB -F	Atlanta	9.3
4. WQUT-F	John City	18.0	48. KNCN-F	CrpusChrs	9.1	60. KRVR-F	Davenport	9.2
5. WBNQ-F	Bloomngtn	17.8	49. WAAF-F	Worcester	9.1	61. KRBB-F	Wichita	9.1
6. WKSJ-F	Asheville	17.4	50. WIXV-F	Savannah	9.0	62. WALY-F	Altoona	9.1
7. WJET-F	Erie	17.3	51. KICT-F	Wichita	9.0	63. KYMG-F	Anchorage	9.0
8. WZOK-F	Rockford	17.1	52. KZEL-F	Eugene	9.0	64. WQLR-F	Kalamazoo	9.0
9. WAAL-F	Binghamtn	16.5	53. KYYS-F	Knsas Cty	9.0	65. WKMQ-F	Rockford	9.0
10. WKEE-F	Huntingtn	16.1	AC/OLDIES/SOFT ROCK			MOR/VARIETY		
11. WOHP-F	Wheeling	15.9	1. KQLT-F	Casper	17.8	1. WJBC	Bloomngtn	25.9
12. WKRZ-F	WilksBare	15.7	2. KMAJ-F	Topeka	17.0	2. WTIC	Hartford	16.2
13. WSTO-F	Evansvill	15.3	3. WZID-F	Manchestr	16.4	3. KDAL	Duluth	15.8
14. WPRR-F	Altoona	15.2	4. WGSY-F	ColmbusGA	15.9	4. WKY-F	Evansvill	15.1
15. WKZW-F	Peoria	15.2	5. WEZN-F	Bridgeport	15.6	5. WCCO	Minn-St.P	15.0
16. WXLK-F	Roanoke	15.1	6. WKKC-F	Erie	14.6	6. WTBC	Indy	14.9
17. WDAG-F	Fargo	15.0	7. WTFM-F	John City	14.2	7. WNBK	Binghamtn	14.8
18. WIOG-F	Saginaw	15.0	8. WZK-F	Knoxville	14.2	8. WHAS	Louisvill	14.3
19. KWNZ-F	Reno	14.4	9. WCRZ-F	Flint	14.2	9. KDKA	Pittsburg	14.2
20. KZZU-F	Spokane	14.4	10. KCIX-F	Boise	13.4	10. WJR	Ann Arbor	14.2
21. KRRN-F	DesMoines	14.2	11. KGBX-AF	SpringfMO	13.2	11. WMT	Cedar Rpd	13.8
AOR/CLASSIC			12. KISC-F	Spokane	13.2	12. WHBC	Canton	13.0
1. KGGG-AF	DesMoines	19.6	13. WFGY-F	Altoona	13.1	13. WICC	Bridgeport	12.9
2. WKQK-F	Lexington	17.4	14. WMT -F	Cedar Rpd	13.0	14. KELO	SiouxFals	12.1
3. WRKT-F	Erie	16.7	15. WKYE-F	Johnstown	12.9	15. WLW	Cincinnati	12.1
4. WCMF-F	Rochester	16.6	16. WMYI-F	Grnvl-Sp	12.8	16. WROK	Rockford	12.0
5. KXUS-F	SpringfMO	15.6	17. WNSN-F	South Bnd	12.8	17. WTMJ	Milwaukee	11.9
6. WAPL-F	Appleton	15.5	18. WSRF-F	Worcester	12.6	18. WHAM	Rochester	11.5
7. WKGR-F	Ft.Pierce	15.4	19. WVAF-AF	ChristnWV	12.4	19. WRVA	Richmond	11.3
8. WIBA-F	Madison	15.3	20. WAJI-F	Ft. Wayne	12.0	20. WHO	DesMoines	11.1
9. WUCT-F	Peoria	15.2	21. WMGI-F	Terre Hte	11.8	21. WMMB	Melbourne	11.0
10. WAOR-F	South Bnd	13.9	22. WKWK-F	Wheeling	11.6	22. WTVN	ColumbusO	10.8
11. WAPL-F	Green Bay	13.8	23. WARM-F	York	11.6	23. WKZO	Kalamazoo	10.7
12. KQWB-F	Fargo	13.6	24. WPEZ-F	Macon	11.3	24. KFOR	Lincoln	10.6
13. WFBQ-F	Indy	13.4	25. WKDQ-F	Evansvill	11.2	25. KSSK	Honolulu	10.5
14. WBLM-F	PrtInd,ME	13.2	26. WHNN-F	Saginaw	11.1	26. WSYR	Syracuse	10.2
15. WRKR-F	Kalamazoo	13.1	27. WYYY-F	Syracuse	11.1	27. KFAB	Omaha	10.2
16. WXLN-F	Davenport	13.0	28. WRVC-F	Huntingtn	11.1	28. KEX	PrtInd,OR	10.1
17. WTPA-F	Harrisbrg	12.4	29. WQLH-F	Green Bay	11.0	29. KRMG	Tulsa	9.6
18. KBFX-F	Anchorage	12.3	30. WLEV-F	Allentown	10.8	30. WDAY	Fargo	9.5
19. WIOT-F	Toledo	12.0	31. WSWT-F	Peoria	10.8	31. KBOB	Albuquerque	9.4
20. KEZO-AF	Omaha	11.8	32. WGLO-F	Peoria	10.8	32. WMBD	Peoria	9.4
21. WFSM-F	WlmngtnNC	11.7	33. WJBR-F	WlmngtnDE	10.6	33. WKLO	Waterloo	9.2
22. KLTX-F	Tucson	11.5	34. WHPA-F	Altoona	10.6	34. WTAG	Worcester	9.1
23. KQRS-AF	Minn-St.P	11.0	35. WBBG-F	Youngstwn	10.5	35. WGAN	PrtInd,ME	9.0
24. WKQZ-F	Saginaw	10.9	36. KUUL-F	Davenport	10.5	36. WSBT	South Bnd	9.0
25. WQBZ-F	Macon	10.8	37. WWRM-F	TampaSt.P	10.4	37. KSOO	SiouxFals	8.6
26. WUCT-F	Bloomngtn	10.8	38. WAYV-F	Atlantic	10.4	38. WPTF	Raleigh	8.6
27. WOUP-F	Utca-Rome	10.7	39. KELO-F	SiouxFals	10.3	39. WSGW	Saginaw	8.5
28. WGLF-F	Tallahass	10.6	40. KDAL-F	Duluth	10.3	40. WGY	Albany	8.3
29. WROV-F	Roanoke	10.6	41. KEZQ-F	Little Rk	10.2	41. WHYN	SpringfldMA	8.3
30. WXRK-F	Rockford	10.5	42. KLYF-F	DesMoines	10.1	42. KUGN	Eugene	8.1
31. WZZQ-F	Terre Hte	10.4	43. WQHQ-F	Salisbury	10.1	43. WJR	Detroit	8.0
32. WRXL-F	Richmond	10.3	44. KMGW-F	Casper	10.0	COUNTRY		
33. KQDS-AF	Duluth	10.2	45. WWLV-F	Dytna Bch	10.0	1. WIVK-F	Knoxville	32.0
34. KFMQ-AF	Lincoln	10.2	46. WOLX-F	Madison	9.9	2. WTHI-AF	Terre Hte	30.1
35. WDV-F	Pittsburg	10.2	47. KMGE-F	Eugene	9.9	3. WTCR-AF	Huntingtn	29.2
36. WJXQ-F	Lansing	10.1	48. WLTF-F	Cleveland	9.9	4. WQBE-F	ChristnWV	26.0
37. KRRO-F	SiouxFals	9.9	49. WMYI-F	Asheville	9.8	5. KLLF-F	Lubbock	25.4
38. KRNA-F	Cedar Rpd	9.9	50. KAMZ-F	El Paso	9.8	6. WDRM-F	Huntsvill	24.7
39. WZZO-F	Allentown	9.9	51. KSSK-F	Honolulu	9.7	7. WKBQ-F	John City	22.7
40. KFMX-F	Lubbock	9.8	52. WARM-F	Lancaster	9.7	8. WLWI-F	Montgomery	21.2
41. WEGW-F	Wheeling	9.5	53. WKQS-F	Johnstown	9.7	9. KCCY-F	Pueblo	20.9
42. WKLC-F	ChristnWV	9.4	54. WMYU-F	Knoxville	9.6	10. KMML-F	Amarillo	20.4
			55. KLTA-F	Fargo	9.5			
						11. WOKQ-F	Portsmouth	12.0
						12. WOW -F	Omaha	11.9
						13. WESC-F	Asheville	11.7
						14. KZXX-F	Lincoln	11.6
						15. WSSL-AF	Grnvl-Sp	11.6
						16. WYRK-F	Buffalo	11.6
						17. WSOC-F	Charlotte	11.4
						18. WKKO-F	Toledo	11.4
						19. WGTY-F	York	11.3
						20. KYGO-F	Denver	11.3

*Based on 12+ Metro Share, Broadcast week.

						CLASSICAL		
81. WQXK-F	Youngstwn	11.2	4. WKBN	Youngstwn	10.9	15. WBOW	Terre Hte	5.5
WKHK-F	Richmond	11.2	5. KFBK	Sacramnto	10.6	16. WINR	Binghamtn	5.2
KFKF-F	Knsas Cty	11.2	6. KGNC	Amarillo	10.2	17. WKMC	Altoona	5.1
84. WXCL-AF	Peoria	11.1	7. WIBX	Utca-Rome	9.9	18. CKLW	Toledo	5.0
85. KASH-F	Anchorage	11.0	8. KOH	Reno	9.5	RELIGION/GOSPEL		
WFMS-F	Indy	11.0	9. KIRO	Seattle	9.4	-----		
KSCS-F	Dallas-FW	11.0	10. WOC	Davenport	9.2	1. WOAD	Jackson	9.7
BLACK/URBAN			11. WBAL	Baltimore	9.0	2. WDDO	Macon	8.9
-----			13. KGO	Salinas	9.0	3. KOKA	Shreveprt	6.7
1. WZFX-F	Faytville	20.9	14. KYW	Philadelp	8.7	4. WLOK	Memphis	5.5
2. WZHT-F	Montgomery	18.9	15. WJNO	West Palm	8.5	WDAC-F	Lancaster	5.5
3. WIKS-F	GreenvINC	18.5	16. WGN	Chicago	8.2	6. WKZK	Augusta	5.0
4. KMJJ-F	Shreveprt	17.3	17. WWL	New Orlns	8.0	7. WSTS-F	Faytville	4.3
5. WEAS-F	Savannah	16.8	18. KCSJ	Pueblo	8.0	8. WMIT-AF	Asheville	4.2
6. WBLX-F	Mobile	15.9	19. WVOC	ColmbiaSC	7.9	9. WBOK	New Orlns	3.4
7. WFXA-F	Augusta	15.6	20. KGO	San Fran	7.8	10. KADI-F	SpringfDMO	3.3
8. WWDW-F	ColmbiaSC	14.9	21. WGIR	Manchestr	7.5	11. WIDU	Faytville	3.1
9. KOXL-F	Btn Rouge	14.1	22. WNIR-F	Akron	7.5	12. WFMF	Faytville	3.1
10. WDOZ-F	Flint	13.5	23. WRKO	Boston	7.3	13. WEMM-F	Huntingtn	3.0
11. WCKU-F	Lexington	12.6	24. WBEN	Buffalo	7.2	14. KLRG	Little Rk	2.9
12. WPEG-F	Charlotte	12.5	25. WHIO	Dayton	6.9	WEAM	ColmbusGA	2.9
13. WHRK-F	Memphis	12.0	26. KTOK	Oklahoma	6.9	WAGG	Brmngham	2.9
14. WJMI-F	Jackson	11.6	27. KMBZ	Knsas Cty	6.8	17. WEMM-F	ChrlstnWV	2.7
15. WBLX-F	Pensacola	11.4	28. KERN	Bkrsfield	6.8	18. WMMR-F	Atlanta	2.7
16. WVEE-F	Atlanta	11.4	29. KTAR	Phoenix	6.7	19. WZJY	ChrlstnSC	2.6
17. WAGH-F	ColmbusGA	11.0	30. KOA	Denver	6.6	20. WMHR-F	Syracuse	2.6
18. WSOX	Savannah	10.9	31. WAAV	WlmngtnNC	6.5	21. WJRX-F	Chtnooga	2.5
19. KCCN-F	Honolulu	10.9	32. WHJJ	Providenc	6.5	22. WFLT	Flint	2.5
20. WPGA-F	Macon	10.8	33. KARN	Little Rk	6.3	23. KLTY-F	Dallas-FW	2.5
21. WQUE-AF	New Orlns	10.7	34. WQAI	San Anton	6.3	24. WWIL	WlmngtnNC	2.4
22. WYLD-F	New Orlns	10.7	35. KNBR	Stockton	6.1	25. WCLY	Raleigh	2.3
23. WCDX-F	Richmond	9.9	36. KLBK	Austin	6.0	26. WTOO	Asheville	2.3
24. WJTT-F	Chtnooga	9.7	37. WPRO	Providenc	6.0	27. WNDC	Btn Rouge	2.3
25. WENN-F	Brmngham	9.7	38. WRCG	ColmbusGA	5.8	28. KCSP-F	Casper	2.2
26. WDIA	Memphis	9.7	39. WERC	Brmngham	5.8	29. WGTN	GreenvINC	2.2
27. WFXE-F	ColmbusGA	9.5	40. WFLA	Sarasota	5.7	30. WDJC-F	Brmngham	2.2
28. KIPR-F	Little Rk	8.9	41. WWJ	Detroit	5.7	31. KLTY-F	Waco	2.2
29. WHBX-F	Tallahass	8.7	42. KFI	Riverside	5.7	32. WFRN-F	South Bnd	2.2
30. WFHT-F	Tallahass	8.7	43. WBZ	Boston	5.4	33. WAAJ	Huntsvill	2.1
31. WXYV-F	Baltimore	8.6	44. KIDO	Boise	5.3	34. WETB	John City	2.1
32. WUSS	Atlantic	8.3	45. WFLA	TampaSt.P	5.3	35. WSVE	Jacksnvle	2.1
33. KKDA-F	Waco	8.3	46. KVOR	ClradoSpq	5.3	36. WGL	Jacksnvle	2.1
34. WOWI-F	Norfolk	8.2	47. WABE	Allentown	5.3	37. WOLC-F	Salisbury	2.1
35. WZFX-F	WlmngtnNC	8.1	48. WJBO	Btn Rouge	5.2	38. KPDQ-F	Prtlnd,OR	2.0
36. WOKS	ColmbusGA	8.1	49. KSOD	SanDiego	5.2	39. KOCV	Oklahoma	2.0
37. WJHM-F	Orlando	8.0	50. WLKK	Erie	5.1	40. WFUR-F	Gr Rapids	2.0
BEAUTIFUL/EASY			51. WOR	Monmouth-	5.1	SPANISH		
-----			52. KABC	Los Angel	5.1	-----		
1. WDUV-F	Sarasota	17.9	53. WTMA	ChrlstnSC	5.0	1. KGBT	Mc-Brown	13.8
2. WEAT-AF	West Palm	16.1	54. KNST	Tucson	5.0	2. KUNO	CrpusChrs	8.7
3. WFMZ-F	Allentown	14.0	55. WWWE	Cleveland	5.0	3. KXTN-F	San Anton	7.4
4. WFPG-F	Atlant:c	13.5	NOSTALGIA			4. KIWW-F	Mc-Brown	7.0
5. WHLG-F	Ft.Pierce	13.0	-----			5. KAMA-AF	El Paso	6.6
6. KTXR-F	SpringfDMO	11.9	1. KIXZ	Amarillo	7.9	6. KTRD	Oxnard-Vn	6.3
7. WEZY-F	Lakeland	11.7	2. WNAM	Appleton	7.9	7. KCOR	San Anton	5.8
8. WDEF-F	Chtnooga	10.7	3. WOKY	Milwaukee	7.5	8. KMIQ-F	CrpusChrs	5.3
9. WRSA-F	Huntsvill	9.5	4. WRD	Dytna Bch	7.4	9. KRMX	Pueblo	5.3
10. WPVR-F	Roanoke	9.3	5. KWTX	Waco	7.4	10. KWAC	Bkrsfield	5.1
11. KBEE-F	Modesto	9.2	6. WRDR-F	Atlantic	7.0	11. KBNA-AF	El Paso	4.9
NEWS/TALK			7. WEYZ	Erie	6.5	12. KQXX-F	Mc-Brown	4.6
-----			8. WYSN-F	Johnstown	6.3	13. KTLK	Lubbock	4.6
1. KMOX	St. Louis	18.6	9. KRNT	DesMoines	5.8	14. WAQI	Miami-Ft.	4.6
2. WSTV	Steubnvle	12.8	10. WWOK	Evansvill	5.7	15. KAFY	Bkrsfield	4.6
3. KMJ	Fresno	11.5	11. WNAM	Green Bay	5.7			
			12. KEEL	Shreveprt	5.7			
			13. WHOT	Youngstwn	5.6			
			14. WPEN	Philadelp	5.6			

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1. Lancaster	94.21%	1. Sioux Falls	61.17%
2. Salisbury-Oc, MD	92.61%	2. Stockton	62.41%
3. Fort Pierce, FL	91.67%	3. Duluth	62.69%
4. Huntington, WV	91.27%	4. Bloomington	62.94%
5. Greenville, NC	91.11%	5. San Francisco	65.04%
6. Greenville-Spartanburg	90.28%	6. St. Louis	65.07%
7. Augusta	90.02%	7. Altoona	65.32%
8. Knoxville	89.09%	8. Casper	65.38%
9. Lakeland	88.98%	9. Fresno	65.86%
10. Evansville	88.71%	10. Appleton-Oshkosh	66.03%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. Youngstown	19.6	1. Waco	14.3
2. York	19.3	2. Melbourne-Titusville-Cocoa	14.6
3. New York	19.2	3. Peoria	14.8
4. Miami-Ft. Lauderdale	19.2	4. Huntington, WV	14.8
5. Philadelphia	19.1	5. Eugene	14.9
6. Mcallen-Brownsville	19.0	6. Baton Rouge	15.1
7. Nassau-Suffolk	19.0	7. Springfield, MO	15.1
8. Monmouth-Ocean	18.9	8. Waterloo-Cedar Falls	15.2
9. Detroit	18.7	9. Ann Arbor	15.3
10. Providence	18.5	10. John City-Kingsport	15.3

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

SPG 91	17.04		
SPG 90	17.22	SPG 82	16.04
SPG 89	17.53	SPG 81	15.42
SPG 88	16.47	A/M 80	15.42
SPG 87	16.73	A/M 79	15.62
SPG 86	17.10	A/M 78	15.42
SPG 85	17.32	A/M 77	15.40
SPG 84	17.50	A/M 76	15.74
SPG 83	17.33		

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1. Monmouth-Ocean	69.7%	11. New Haven	50.1%
2. Ann Arbor	59.9%	12. Worcester	49.8%
3. Akron	56.7%	13. Oxnard-Ventura	48.8%
4. Bridgeport	56.2%	14. Portsmouth-Dover-Rochester,NH	48.4%
5. Stockton	55.0%	15. Riverside-San Bernardino	48.0%
6. Wilmington, DE	53.3%	16. Canton	46.9%
7. Daytona Beach	53.3%	17. Lakeland	45.3%
8. Manchester	52.9%	18. Sarasota-Bradenton	44.8%
9. Melbourne-Titusville-Cocoa	50.9%	19. Lancaster	44.5%
10. Steubenville	50.9%	20. York	41.1%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Ann Arbor	26.2%	10. Sioux Falls	19.0%
2. Salisbury-Oc,Md	24.5%	11. Kalamazoo	19.0%
3. Tallahassee	22.9%	12. Austin	18.9%
4. Bloomington	22.7%	13. Raleigh	18.9%
5. Lancaster	21.0%	14. Lansing	18.6%
6. Steubenville	20.8%	15. Fort Pierce, FL	18.3%
7. Waterloo-Cedar Falls	20.0%	16. Salinas-Monterey-Santa Cruz	18.1%
8. Jackson	19.6%	17. Madison	18.1%
9. Lakeland	19.3%	18. Jacksonville	17.9%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM --	FM --	TOTAL -----	% -----
AC/OLDIES/SOFT ROCK	199,000 (118)	4,753,400 (531)	4,952,400 (649)	21.76
AOR/CLASSIC	31,200 (22)	3,255,600 (295)	3,286,800 (317)	14.44
TOP 40/CHR/CONTEMP	11,900 (16)	2,753,800 (269)	2,765,700 (285)	12.15
COUNTRY	313,200 (151)	2,407,100 (262)	2,720,300 (413)	11.95
NEWS/TALK	2,501,900 (214)	69,300 (4)	2,571,200 (218)	11.30
BLACK/URBAN	338,400 (90)	1,618,300 (93)	1,956,700 (183)	8.60
MOR/VARIETY	877,000 (125)	10,700 (6)	887,700 (131)	3.90
NOSTALGIA	721,300 (142)	70,900 (13)	792,200 (155)	3.48
SPANISH	532,700 (81)	252,200 (27)	784,900 (108)	3.45
BEAUTIFUL/EASY	74,700 (23)	678,000 (74)	752,700 (97)	3.31
RELIGION/GOSPEL	269,800 (156)	176,800 (71)	446,600 (227)	1.96
JAZZ/NEW AGE	4,900 (6)	397,900 (41)	402,800 (47)	1.77
CLASSICAL	20,900 (9)	360,600 (34)	381,500 (43)	1.68
UNKNOWN/OTHERS	29,000 (36)	26,200 (29)	55,200 (65)	0.24
	5,925,900 (1189)	16,830,800 (1749)	22,756,700 (2938)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM --	FM --	COMBINED -----	SPG 90 -----	SPG 89 -----	SPG 88 -----	SPG 87 -----	SPG 86 -----	SPG 85 -----	SPG 84 -----	SPG 83 -----
AC/OLDIES/SOFT ROCK	3.36%	28.24%	21.76%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%
AOR/CLASSIC	0.53%	19.34%	14.44%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-
TOP 40/CHR/CONTEMP	0.20%	16.36%	12.15%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%	-
COUNTRY	5.29%	14.30%	11.95%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%
NEWS/TALK	42.22%	0.41%	11.30%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%
BLACK/URBAN	5.71%	9.62%	8.60%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%
MOR/VARIETY	14.80%	0.06%	3.90%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%
NOSTALGIA	12.17%	0.42%	3.48%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%
SPANISH	8.99%	1.50%	3.45%	3.41%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%
BEAUTIFUL/EASY	1.26%	4.03%	3.31%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%
RELIGION/GOSPEL	4.55%	1.05%	1.96%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%
JAZZ/NEW AGE	0.08%	2.36%	1.77%	1.62%	1.71%	1.28%	0.87%	-	-	-	-
CLASSICAL	0.35%	2.14%	1.68%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%	1.39%
UNKNOWN/OTHERS	0.49%	0.16%	0.24%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%

CHANGES SINCE SPRING 1990

	Changes in Format Share Since 1990	Changes in Format Share Since 1985	Changes in Format Share Since 1980	Change in 1/4 HR Totals	Change in # of Stations (91 vs. 90)
AC/OLDIES/SOFT ROCK	+ 17.1%	+ 36.8%	NA	+15.5%	+34 (+ 5.5%)
AOR/CLASSIC	+ 7.3%	+ 34.9%	NA	+ 5.8%	+25 (+ 8.6%)
TOP 40/CHR/CONTEMP	- 19.1%	- 31.5%	NA	-20.2%	-25 (- 8.1%)
COUNTRY	+ 8.3%	+ 6.8%	+ 16.5%	+ 6.8%	-25 (- 5.7%)
NEWS/TALK	+ 14.0%	+ 28.8%	+ 16.7%	+12.4%	+42 (+23.9%)
BLACK/URBAN	- 4.1%	+ 0.8%	- 11.9%	- 5.5%	- 3 (- 1.6%)
MOR/VARIETY	- 11.8%	- 44.4%	NA	-13.1%	-29 (-18.1%)
NOSTALGIA	+ 7.0%	- 13.4%	+443.9%	+ 5.5%	+16 (+11.5%)
SPANISH	+ 1.1%	+ 49.3%	+ 70.7%	- 0.3%	- 9 (- 7.7%)
BEAUTIFUL/EASY	- 46.6%	- 67.1%	- 78.8%	-47.4%	-54 (-35.8%)
RELIGION/GOSPEL	- 6.0%	- 1.9%	+ 58.3%	- 7.4%	- 6 (- 2.6%)
JAZZ/NEW AGE	+ 9.4%	- 11.5%	NA	+ 7.8%	+ 0 (+ 0.0%)
CLASSICAL	+ 3.0%	+ 22.4%	+ 32.0%	+ 1.5%	+ 3 (+ 7.5%)
UNKNOWN/OTHERS	- 42.0%	- 36.2%	- 66.3%	-42.9%	- 2 (- 3.0%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP		AOR/CLASSIC		AC/OLDSIES/SOFT ROCK		MOR/VARIETY	
(National Average: 12.15%)		(National Average: 14.44%)		(National Average: 21.76%)		(National Average: 3.90%)	
1. Waterloo-Cedar	31.8%	1. Ann Arbor	31.3%	1. Johnstown	42.7%	1. Bloomington	33.6%
2. Casper	30.8%	2. Worcester	29.1%	2. Manchester	39.7%	2. Sioux Falls	25.5%
3. Wilkes Barre-Sc	28.2%	3. Denver	28.3%	3. Altoona	37.6%	3. Waterloo-Cedar	23.0%
4. Bloomington	27.3%	4. Reno	28.0%	4. Nassau-Suffolk	36.9%	4. Lincoln	21.7%
5. Augusta	26.0%	5. Des Moines	27.0%	5. Orlando	34.9%	5. Ann Arbor	20.8%
6. Altoona	26.0%	6. Portland, ME	26.7%	6. Worcester	34.6%	6. Hartford	20.4%
7. Salisbury-Oc, MO	25.7%	7. San Jose	26.3%	7. Albany-Schenect	33.7%	7. Duluth	19.2%
8. Asheville	24.4%	8. Portsmouth-Dover	25.7%	8. Salisbury-Oc, MD	33.5%	8. Evansville	19.0%
9. John City-Kings	24.4%	9. Eugene	25.5%	9. Cleveland	33.4%	9. Pittsburgh	18.7%
10. Anchorage	24.1%	10. Minneapolis-St.	24.6%	10. Melbourne-Titus	33.2%	10. Binghamton	17.7%
COUNTRY		BLACK/URBAN		BEAUTIFUL/EASY		NEWS/TALK	
(National Average: 11.95%)		(National Average: 8.60%)		(National Average: 3.31%)		(National Average: 11.30%)	
1. Waco	41.0%	1. Columbus, GA	33.1%	1. Fort Pierce, FL	27.6%	1. Boston	24.7%
2. Knoxville	40.8%	2. Memphis	33.0%	2. Sarasota-Bradén	21.4%	2. Chicago	22.3%
3. Terre Haute	40.7%	3. Savannah	32.6%	3. West Palm Beach	20.2%	3. Providence	21.3%
4. Huntington, WV	39.2%	4. Tallahassee	31.0%	4. Atlantic City	17.3%	4. New York	20.7%
5. Asheville	38.7%	5. Mobile	29.4%	5. Allentown-Bethl	16.0%	5. St. Louis	19.9%
6. Lubbock	38.4%	6. Montgomery	29.2%	6. Lakeland	14.9%	6. San Francisco	18.7%
7. John City-Kings	38.1%	7. Charleston, SC	27.0%	7. San Jose	13.9%	7. Monmouth-Ocean	18.4%
8. Huntsville	36.0%	8. Baton Rouge	27.0%	8. Springfield, MO	13.3%	8. Stockton	17.8%
9. Wichita	34.8%	9. Greenville, NC	26.1%	9. Chattanooga	12.3%	9. Philadelphia	17.3%
10. Tulsa	34.7%	10. Fayetteville, NC	24.2%	10. Miami-Ft. Laud	11.7%	10. Youngstown	16.3%
NOSTALGIA		RELIGION/GOSPEL		SPANISH		CLASSICAL	
(National Average: 3.48%)		(National Average: 1.96%)		(National Average: 3.45%)		(National Average: 1.68%)	
1. Nassau-Suffolk	14.9%	1. Jackson	13.7%	1. McAllen-Brownsv	36.0%	1. Anchorage	7.1%
2. Wilkes Barre-Sc	14.0%	2. Macon	13.4%	2. Miami-Ft. Laud	21.0%	2. San Francisco	5.9%
3. Atlantic City	14.0%	3. Fayetteville, NC	13.1%	3. El Paso	19.9%	3. Salinas-Monterey	5.3%
4. Appleton-Oshkosh	9.3%	4. Memphis	12.3%	4. San Antonio	19.6%	4. Seattle-Tacoma	5.0%
5. Amarillo	9.1%	5. Shreveport	7.9%	5. Corpus Christi	19.6%	5. San Jose	4.8%
6. Waco	9.0%	6. Asheville	7.8%	6. Los Angeles	15.8%	6. Albuquerque	4.5%
7. Youngstown	9.0%	7. Lancaster	6.9%	7. Oxnard-Ventura	14.5%	7. Washington	4.2%
8. Terre Haute	8.6%	8. Charleston, WV	6.6%	8. Bakersfield	12.2%	8. Philadelphia	3.6%
9. Daytona Beach	8.6%	9. Birmingham	6.5%	9. Salinas-Monterey	11.7%	9. Denver	3.4%
10. Springfield, MA	8.4%	10. Little Rock	6.4%	10. Fresno	10.3%	10. San Diego	3.3%
JAZZ/NEW AGE							
(National Average: 1.77%)							
1. Spokane	7.6%						
2. San Francisco	6.4%						
3. Detroit	5.1%						
4. Ann Arbor	4.9%						
5. Sarasota-Bradén	4.8%						
6. Sacramento	4.6%						
7. Omaha	3.9%						
8. Anchorage	3.8%						
9. Orlando	3.6%						
10. San Diego	3.5%						

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

- 1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro
- 2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+
- 3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1990 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1991 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1990.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading hiller in the market and its estimated 1990 gross revenue. This data is extracted from the 1991 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN					12+ METRO					BIRCH		
		91	90	90	90	90	AVG.	1/4/CUME	RATING	90	90	SHARE	AQH	CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689		7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
 AC - Adult Contemporary
 O - Oldies (1955 to current)
 B - Black (audience predominatly black -- over 75%)
 U - Urban (majority of audience is non-white although a large segment is white)
 EZ - Easy Listening, Beautiful Music
 AOR - Album Oriented Rock, also includes Classic Rock
 CL - Classical
 C - Country
 T - Talk
 N - News
 SP - Hispanic/Spanish
 BB - Big Band/Nostalgia
 MOR/FS - Middle of the Road (MOR), Full Service, Variety
 J/NAC - Jazz, New Adult Contemp
 R - Religion, Christian, Christian Music
 G - Gospel
 E - Ethnic
 ?? - Other, Unknown
 SAC - Soft Adult Contemporary
 CL AOR - Classic Rock, Classic AOR

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 90: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
 OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

 WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
 WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
 WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
 WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
 WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

 MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
 MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
 MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
 MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
 MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	SPR 90	
				%	%
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, \$ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS	- Directional daytimer
DA-1	- Directional day and night - 1 pattern
DA-2	- Directional day and night - 2 patterns
DA-N	- Directional at night only
DA-D	- Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC	ABC	BRN	Business Radio Network
APR	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
NBN	National Black	UNISUP	Unistar (Super)
SRN	Sheridan	UNIULT	Unistar (Ultimate)
UPI	United Press International	UNIPWR	Unistar (Power)
SUN	Sun Radio Network	SMN	Satellite Music Network
		CNN	Cable News Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 68/542,700

Stations: 25/7
Diaries: 1021/531:1/56.3%
Sample Target: 980
% Below Line: 56.7
% Not Listed: 12.5

1990 Revenue: \$13,700,000
MH Inc.: \$30,618
Retail \$: 4.4 Btl
Pop per Station: 77,528
#1 Biller: WKDD-F \$3,700,000

MSA Rank/Pop: 76/654,000

Cleveland ADI

Average Person Ratings: 17.1

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F (CHR)	74/ 8.0	4.0	6.7	----	7.5	4.7	119/1917	1117/20.6	18.7	22.2	6.6	66	1045	WKDD-F
2. WNIR-F (T)	69/ 7.5	7.4	6.8	----	6.4	5.4	88/980	733/13.5	12.1	12.2	7.5	75	687	WNIR-F
3. WOOK-F (SAC)	64/ 6.9	6.9	5.5	----	5.4	4.8	87/1156	718/13.2	13.3	13.6	3.1	31	358	WOOK-F
4. WPHR-F (CHR)	59/ 6.4	4.1	5.1	----	3.7	3.9	78/1322	944/17.4	14.9	14.4	7.9	79	991	WPHR-F
5. WGAR-F (C)	56/ 6.0	4.5	5.3	----	4.9	4.0	93/1237	679/12.5	12.3	11.1	4.4	44	670	WGAR-F
6. WMJI-F (O/AC)	51/ 5.5	4.6	5.3	----	5.5	3.8	96/1324	739/13.6	14.7	12.7	3.5	35	613	WMJI-F
7. WONE-F (AOR)	48/ 5.2	6.3	7.7	----	6.2	4.8	91/1376	849/15.6	17.2	14.7	9.3	93	975	WONE-F
8. WAKR (MOR)	44/ 4.8	7.4	5.2	----	4.2	4.3	48/870	756/13.9	16.4	16.9	5.0	50	846	WAKR
9. WLTF-F (AC)	41/ 4.4	4.1	3.1	----	5.1	2.9	60/1038	635/11.7	10.4	14.5	3.1	31	490	WLTF-F
10. WMMS-F (AOR)	39/ 4.2	5.7	4.5	----	5.3	3.6	70/1220	699/12.9	14.7	14.4	5.7	57	797	WMMS-F
11. WZAK-F (B)	30/ 3.2	4.8	3.5	----	2.7	2.9	46/556	394/ 7.3	6.8	5.7	8.0	80	784	WZAK-F
WQMX-F (AC)	30/ 3.2	4.4	2.5	----	4.8	2.5	57/885	408/ 7.5	7.7	9.2	3.5	35	388	WQMX-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.68% (694 of 810) (SPG 90: 83.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WKDD-F>	1 WKDD-F>	1 WKDD-F>	1 WOOK-F	1 WNIR-F	1 WKDD-F	1 WNIR-F	1 WKDD-F	1 WPHR-F	1 WAKR
2 WKDD-F	2 WONE-F	2 WONE-F<	2 WMJI-F<	2 WKDD-F	2 WOOK-F	2 WNIR-F<	2 WOOK-F	2 WOOK-F	2 WNIR-F	2 WNIR-F
3	3 WGAR-F	3 WGAR-F<	3 WOOK-F<	3 WMJI-F	3 WAKR <	3 WAKR >	3 WKDD-F	3 WGAR-F	3 WKDD-F	3 WMJI-F
4	4 WMMS-F	4 WMJI-F	4 WGAR-F	4 WGAR-F	4 WMJI-F>	4 WOOK-F<	4 WGAR-F	4 WMJI-F<	4 WONE-F	4 WGAR-F>
5	5 WPHR-F	5 WOOK-F	5 WLTF-F	5 WLTF-F	5 WRMR	5 WMJI-F<	5 WONE-F	5 WPHR-F<	5 WOOK-F	5 WPHR-F
6	6	6	6 WMMS-F	6 WNIR-F	6 WGAR-F	6 WGAR-F	6	6 WONE-F	6	6 WNCX-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 WKDD-F	1 WKDD-F>	1 WKDD-F>	1 WKDD-F	1 WOOK-F	1 WKDD-F>	1 WKDD-F	1 WMMS-F	1 WMMS-F	1 WMMS-F
2 WPHR-F	2 WGAR-F	2 WGAR-F	2 WLTF-F	2 WLTF-F	2 WPHR-F	2 WONE-F	2 WONE-F	2 WKDD-F	2 WMJI-F
3 WONE-F>	3 WLTF-F	3 WLTF-F	3 WOOK-F	3 WKDD-F>	3 WNCX-F	3 WMMS-F	3 WKDD-F	3 WONE-F<	3 WKDD-F<
4 WLTF-F	4 WPHR-F	4 WOOK-F	4 WGAR-F	4 WMJI-F	4 WONE-F	4 WNCX-F	4 WGAR-F	4 WMJI-F	4 WGAR-F
WGAR-F	WONE-F	5 WZAK-F	5 WPHR-F	5 WGAR-F	5 WQAL-F	5 WGAR-F	5 WNIR-F	5 WGAR-F	5 WONE-F
6	6	6	6 WONE-F	6	6	6	6	6	6 WNIR-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	16.4	13.0	WHLO 640 Akron/Cleveland	0.8/3.1/ 16/ 393		
AOR/CLASSIC		125 (4)	125 (4)	15.4	18.6	WSLR 1350 Akron	1.4/4.5/ 19/ 350		
AC/OLDIES/SOFT ROCK		209 (5)	209 (5)	25.8	24.1				
MOR/VARIETY	44 (1)		44 (1)	5.4	4.8	WCLV-F 95.5 Cleveland	0.3/2.5/ 6/ 184		
COUNTRY	13 (1)	82 (2)	95 (3)	11.7	12.1	WHBC-F 94.1 Canton/Akron	1.9/3.7/ 65/1034		
BLACK/URBAN		36 (2)	36 (2)	4.4	3.1	WJMO-F 92.3 Cleveland Hghts	0.6/1.8/ 8/ 150		
BEAUTIFUL/EASY		18 (1)	18 (1)	2.2	6.3	WKNR 1220 Cleveland	0.5/2.0/ 8/ 167		
NEWS/TALK	24 (2)	69 (1)	93 (3)	11.5	10.7	WNCX-F 98.5 Cleveland	3.0/10.3/ 48/ 921		
NOSTALGIA	28 (1)		28 (1)	3.5	2.7	WNWV-F 107.3 Elyria/Cleveland	2.1/5.4/ 29/ 440		
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	2.1	WQAL-F 104.1 Cleveland	2.5/8.5/ 40/ 900		
SPANISH						WQXK-F 105.1 Salem/Youngstown	2.8/5.6/ 80/ 912		
CLASSICAL		3 (1)	3 (1)	0.4	1.1	WRHR 850 Cleveland	3.0/7.3/ 40/ 562		
JAZZ/NEW AGE		19 (1)	19 (1)	2.3	1.4	WRQK-F 106.9 Canton/Akron	1.1/4.8/ 64/ 910		
UNKNOWN/OTHERS						WWWE 1100 Cleveland	2.1/7.6/ 30/ 691		
	116 (6)	694 (19)	810 (25)						

RADIO STATIONS

WAKR	1590,	5 KW (DA-N)	MOR/Full Service	MBS, \$50.00	(Mc-Guild)	Ragan Henry
WHLO	640,	5 KW/500 W (DA-2)	Religion	ABC, \$14.00	(---)	Mortenson
WSLR	1350,	5 KW (DA-1)	Country	ABC, \$22.00	(Katz)	Barnstable
WKDD-F	96.5,	50 KW @ 441	CHR	\$73.00	(Katz)	Barnstable
WNIR-F	100.1,	3 KW @ 328	Talk	CBS, \$40.00	(K & P)	(KENT)
WONE-F	97.5,	12 KW @ 890	AOR	ABC, \$52.00	(Mc-Guild)	Ragan Henry
WQMX-F	94.0,	16 KW @ 878	AC	\$35.00	(Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 54/725,600

MSA Rank/Pop: 62/851,000

ADI # 53

Average Person Ratings: 16.9

Market TSL: 22.25 hours

Stations: 26/24

Diaries: 1150/631:1/57.5%

Sample Target: 1115

% Below Line: 1.5

% Not Listed: 15.7

1990 Revenue: \$21,900,000

HH Inc.: \$34,434

Retail \$: 7.4 Btl

Pop per Station: 30,233

#1 Biller: WPYX-F \$4,400,000

12+ METRO	/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WFLY-F (CHR)	124/10.1	8.6	10.2	7.4	7.6	9.1	152/2461	1870/25.8	22.5	22.3	13.0	153	1961
2. WGNA-F (C)	108/ 8.8	8.5	9.6	10.0	8.9	9.2	200/2337	1424/19.6	16.4	16.7	8.6	101	1013
3. WGY (FS)	102/ 8.3	8.9	7.4	8.4	9.7	8.3	127/2066	1483/20.4	16.8	22.2	7.2	85	1185
4. WKLI-F (AC)	98/ 8.0	7.6	7.5	7.9	8.5	7.8	110/1471	1278/17.6	17.9	18.3	5.7	67	1098
5. WROW-F (SAC)	86/ 7.0	9.1	10.9	7.9	9.4	8.7	110/1522	1111/15.3	17.0	15.5	7.1	84	885
6. WQBK-F (AOR)	84/ 6.9	5.9	3.3	4.4	4.1	5.1	96/1588	1319/18.2	10.1	13.8	9.9	117	1249
7. WGY -F (O)	76/ 6.2	5.5	5.9	4.8	5.2	5.6	132/2090	1321/18.2	17.2	19.3	4.1	48	1126
8. WPYX-F (CL AOR)	60/ 4.9	6.7	9.4	10.2	8.9	7.8	122/2212	1367/18.8	22.3	21.6	7.3	86	1595
9. WQBK (T)	37/ 3.0	3.9	3.6	3.8	4.0	3.6	39/593	558/ 7.7	8.0	9.3	3.0	35	471
10. WROW (SAC)	34/ 2.8	1.3	1.4	1.7	2.7	1.8	37/558	486/ 6.7	4.5	6.8	1.2	14	261
11. WVKZ-F (AOR)	32/ 2.6	2.5	3.0	3.0	1.6	2.8	46/824	655/ 9.0	8.5	5.6	5.1	60	772
12. WABY (BB)	31/ 2.5	2.9	1.8	2.5	2.0	2.4	31/353	341/ 4.7	4.5	4.9	1.1	13	194
13. WTRY (O)	26/ 2.1	2.5	3.3	3.9	3.5	3.0	30/552	489/ 6.7	8.4	9.4	2.5	30	571
14. WEGX-F (AOR)	25/ 2.0	1.1	0.5	1.5	1.1	1.3	37/577	342/ 4.7	2.9	4.2	1.3	15	292
15. WPTR (N/T)	23/ 1.9	2.9	1.3	1.6	1.3	1.9	25/610	554/ 7.6	4.6	5.9	1.3	15	438

12+ FM SHARE (METRO): 71.25% (736 of 1033) (SPG 90: 69.44%)

TEENS	13-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WFLY-F	1 WKLI-F	1 WKLI-F	1 WGY	1 WGY	1 WFLY-F	1 WFLY-F	1 WFLY-F	1 WGY >>
2	2 WKLI-F	2 WKLI-F	2 WQBK-F	2 WQBK-F	2 WGNA-F	2 WFLY-F	2 WKLI-F	2 WGNA-F	2 WGY	2 WGNA-F
3	3 WQBK-F	3 WQBK-F	3 WGNA-F	3 WQBK-F	3 WROW-F	3 WGNA-F	3 WGNA-F	3 WKLI-F	3 WKLI-F	3 WROW-F
4	4 WFLY-F	4 WGNA-F	4 WFLY-F	4 WFLY-F	4 WGY -F	4 WROW-F	4 WROW-F	4 WQBK-F	4 WPYX-F	4 WKLI-F
5	5 WGNA-F	5 WPYX-F	5 WGY -F	5 WGY -F	5 WKLI-F	5 WQBK-F	5 WQBK-F	5 WROW-F	5 WQBK-F	5
6	6 WGY -F	6 WGY -F	6 WPYX-F	6 WPYX-F	6 WQBK	6 WKLI-F	6 WGY -F	6 WGY	6 WGY -F	6
7	7	7	7 WGY	7 WGY	7 WGY	7	7 WGY	7	7 WGNA-F	7
				8 WROW-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 WFLY-F>	1 WFLY-F	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WFLY-F	1 WQBK-F	1 WQBK-F	1 WQBK-F	1 WQBK-F
2 WKLI-F	2 WKLI-F	2 WFLY-F	2 WFLY-F	2 WFLY-F	2 WVKZ-F	2 WPYX-F	2 WPYX-F	2 WFLY-F	2 WGNA-F
3 WQBK-F	3 WQBK-F	3 WQBK-F	3 WGY -F	3 WGNA-F	3 WPYX-F	3 WFLY-F	3 WKLI-F	3 WPYX-F	3 WPYX-F
4 WVKZ-F	4 WPYX-F	4 WGNA-F	4 WQBK-F	4 WROW-F	4 WQBK-F	4 WKLI-F	4 WFLY-F	4 WGNA-F	4 WFLY-F
5 WGY -F	5 WGY -F	5 WPYX-F	5 WGNA-F	5 WGY -F	5 WEGX-F	5 WGNA-F	5 WGNA-F	5 WGY -F	5 WGY -F
6	6 WGNA-F	6 WGY -F	6	6 WQBK-F	6	6 WVKZ-F	6	6 WKLI-F	6 WGY
7	7	7	7	7 WGY	7	7 WGY -F	7	7	7 WKLI-F

FORHATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	-----	-	%	-----	-----	-----	-----
TOP 40/CHR/CONTEMP		124 (1)	124 (1)	12.0	15.5	WCSS 1490 Amsterdam	0.7/1.2/ 11/ 110		
AOR/CLASSIC		201 (4)	201 (4)	19.5	18.5	WGNA 1460 Albany/Troy	0.7/2.9/ 11/ 251		
AC/OLDIES/SOFT ROCK	68 (3)	280 (5)	348 (8)	33.7	15.8	WHAZ 1330 Troy	0.3/1.5/ 4/ 109		
MOR/VARIETY	102 (1)		102 (1)	9.9	13.0	WHRL-F 103.1 Albany	1.3/3.6/ 17/ 266		
COUNTRY	10 (2)	111 (2)	121 (4)	11.7	12.0	WIZR 930 Johnstown	0.7/1.2/ 19/ 152		
BLACK/URBAN						WSHQ-F 103.5 Cobleski	0.3/1.7/ 32/ 389		
BEAUTIFUL/EASY					14.9	WSHZ-F 98.3 Rotterdam/Albny	1.3/4.3/ 16/ 360		
NEWS/TALK	60 (2)		60 (2)	5.8	6.3				
NOSTALGIA	53 (3)		53 (3)	5.1	2.4	WJIV-F 101.9 Cherry Valley	0.3/1.6/ 6/ 171		
RELIGION/GOSPEL	4 (1)	4 (1)	8 (2)	0.8	1.6	WMVI 1160 Mechanicville	1.1/1.1/ 18/ 102		
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		16 (1)	16 (1)	1.5					
UNKNOWN/OTHERS									
	297 (12)	736 (14)	1033 (26)						

ALBANY-SCHENECTADY-TROY

RADIO STATIONS

WABY	,	1400,	1 KW	,	Nostalgia	UNISUP	UNIULT, \$16.00	(Durpetti)	Bendat
WCKL	,	560,	1 KW (DAYS)	,	MOR		APR, \$10.00	(Savalli)	(CATSKILL)
WGY	,	810	50 KW	,	MOR/Full Service	CBS,	\$78.00	(Eastman)	Empire
WPTR	,	1540,	50 KW (DA-1)	,	News/Talk	ABC	HBS, \$21.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk	NBC	ABC, \$25.00	(Banner)	
WROW	,	590,	5 KW/1 KW (DA2)	,	See WROW-FM				
WTRY	,	980,	5 KW (DA-N)	,	Oldies	HBS	UNIULT, \$35.00	(Mc-Guild)	Merv Griffin
WGNA-F,		107.7,	13 KW @ 980	,	Country		UNIULT, \$54.00	(Katz)	Barnstable
WGY -F,		99.5,	15 KW @ 927	,	Oldies		ABC, \$38.00	(Eastman)	Empire
WHRL-F,		103.1,	1.5 KW @ 500	,	NAC/EZ		HBS, \$16.00	(---)	
WKLI-F,		100.9,	3 KW @ 300	,	AC		, \$61.00	(Durpetti)	Bendat
WPYX-F,		106.5,	16 KW @ 902	,	AOR		ABC, \$87.00	(Mc-Guild)	Merv Griffin
WQBK-F,		103.9,	3 KW @ 300	,	Classic AOR	CBS	UNIPWR, \$33.00	(Banner)	
WROW-F,		95.5,	12 KW @ 1023	,	EZ		ABC, \$43.00	(Christal)	Radio Terrace
WVKZ-F,		96.7,	3 KW @ 239	,	CHR/AOR	SMN	SOURCE, \$22.00	(Banner)	
WFLY-F,		92.3,	17 KW @ 850	,	CHR		ABC, \$50.00	(Torbet)	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/467,500

HSA Rank/Pop: 99/507,000

ADI # 51

Average Person Ratings: 18.0

Market TSL: 23.50 hours

Stations: 23/20

Diaries: 930/503:1/57.7%

Sample Target: 885

% Below Line: 6.9

% Not Listed: 12.0

1990 Revenue: \$18,000,000

HH Inc.: \$27,783

Retail \$: 4.0 Bil

Pop per Station: 23,375

#1 Biller: KKO 3,400,000

12+ ME TRD	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	109/13.0	18.3	16.7	----	12.4	12.0	166/1831	1210/25.9	28.6	23.6	14.5	119	1360	KRST-AF
2. KKO (FS)	79/ 9.4	9.3	8.9	----	10.7	6.9	112/1514	1030/22.0	23.1	22.2	7.0	60	834	KKO
3. KKSS-F (CHR)	62/ 7.4	7.0	7.7	----	10.1	5.5	74/1259	926/19.8	19.0	21.8	10.7	92	1230	KKSS-F
4. KKO-F (AC)	59/ 7.0	10.1	10.5	----	9.8	6.9	88/1365	953/20.4	23.8	23.6	8.6	74	847	KKO-F
5. KLSK-F (CL AOR)	56/ 6.7	5.7	3.7	----	3.6	4.0	85/1337	895/19.1	12.6	10.3	8.9	76	958	KLSK-F
6. KZKL-F (D)	46/ 5.5	4.4	7.8	----	7.0	4.4	49/726	647/13.4	19.9	16.9	4.4	38	605	KZKL-F
7. KZRR-F (AOR)	43/ 5.1	6.5	6.3	----	6.3	4.5	82/1203	727/15.4	14.3	15.7	6.4	55	792	KZRR-F
8. KRBL-F (AOR)	36/ 4.3	2.5	2.4	----	1.2	2.3	71/931	497/10.6	8.0	4.7	6.2	53	551	KRBL-F
9. KKJY-F (EZ)	34/ 4.0	4.4	3.9	----	4.9	3.1	45/718	499/10.7	10.2	11.0	4.2	36	411	KKJY-F
10. KHFM-F (CL)	33/ 3.9	4.0	2.7	----	2.4	2.7	46/600	400/ 8.6	7.6	5.9	2.2	19	367	KHFM-F
11. KXKS (SP)	28/ 3.3	0.8	1.6	----	2.0	1.4	28/168	158/ 3.4	2.9	2.8	3.3	28	291	KXKS
12. KMGA-F (SAC)	26/ 3.1	3.9	4.1	----	4.4	2.8	31/540	408/ 8.7	11.4	11.7	0.8	7	204	KMGA-F
13. KIDI-F (SP)	23/ 2.7	1.0	1.3	----	1.5	1.3	27/329	263/ 5.6	2.8	4.1	2.1	18	219	KIDI-F
14. KOLT-F (C)	21/ 2.5	3.1	2.3	----	2.7	2.0	67/852	508/10.9	8.1	7.3	2.6	22	357	KOLT-F
KDEF (BB)	21/ 2.5	1.5	1.1	----	1.5	1.3	29/243	219/ 4.7	4.5	3.4	0.7	6	145	KDEF

12+ FM SHARE (METRO): 79.05% (585 of 740) (SPG 90: 79.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRST-AF >>	1 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KKO	1 KKO	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >
2 KRBL-F	2 KZRR-F	2 KKO-F	2 KKO-F	2 KKO-F	2 KRST-AF >>	2 KRST-AF >	2 KKO	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >
3 KKO-F <	3 KLSK-F	3 KLSK-F	3 KLSK-F	3 KKO <	3 KKJY-F <	3 KKO-F	3 KLSK-F	3 KRBL-F	3 KLSK-F	3 KLSK-F
4	4 KLSK-F	4 KZRR-F	4 KZKL-F	4 KLSK-F >	4 KZKL-F <	4 KZRR-F >	4 KZKL-F	4 KKO	4 KKO	4 KRST-AF
5	5	5 KZKL-F	KKO	5 KZRR-F	5 KHFM-F	5 KRST-AF	KLSK-F	5 KKO-F	5 KHFM-F	5
6	6	6 KKO	6 KZRR-F	6	6 KXKS	6	6	6	6 KLSK-F	6

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 KRBL-F	1 KKO-F >	1 KKO-F >>	1 KRST-AF	1 KRST-AF	1 KRBL-F	1 KLSK-F	1 KLSK-F >	1 KLSK-F	1 KRST-AF <
2 KRST-AF	2 KRST-AF >	2 KRST-AF >	2 KKO-F >>	2 KKO-F >>	2 KZRR-F	2 KZRR-F <	2 KRST-AF	2 KRST-AF >	2 KLSK-F
3 KRST-AF >	3 KRBL-F	3 KZRR-F	3 KZKL-F	3 KKO	3 KRST-AF	3 KRST-AF >	3 KZRR-F	3 KZRR-F	3 KKO
4 KLSK-F	4 KZRR-F	4 KMGA-F	4 KRST-AF	4 KZKL-F	4 KLSK-F >	4 KRBL-F >	4 KIDI-F	4 KKO	4 KZRR-F
KKO-F	KAS-F	5 KAMX-F	5 KMGA-F	5 KMGA-F	5 KLSK-F	5 KRST-AF	5 KKO-F	5 KZKL-F	5 KZKL-F
KIDI-F	6	6	6	6	6	6	6	6 KRBL-F	6
								KAX-F	

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		62 (1)	62 (1)	8.4	13.4	KABQ	1350 Albuquerque	1.0/3.4/ 8/	181	
AOR/CLASSIC		149 (4)	149 (4)	20.1	13.0	KAMX-F	107.9 Albuquerque	2.3/7.8/ 27/	541	
AC/OLDIES/SOFT ROCK	8 (1)	158 (5)	166 (6)	22.4	25.7	KKIM	1000 Albuquerque	0.4/1.0/ 3/	75	
MOR/VARIETY	79 (1)		79 (1)	10.7	11.7	KMBA	1050 L Ranchs Dalbq	0.5/2.4/ 4/	121	
COUNTRY	4 (1)	126 (2)	130 (3)	17.6	16.6	KQEO	920 Albuquerque	1.0/3.2/ 8/	249	
BLACK/URBAN										
BEAUTIFUL/EASY		34 (1)	34 (1)	4.6	5.3	KBAC-F	98.1 Las Vegas/SntFe	1.7/5.0/ 24/	329	
NEWS/TALK	4 (1)		4 (1)	0.5	0.5	KBOM-F	106.7 Santa Fe/Albq	1.0/3.3/ 17/	263	
NOSTALGIA	21 (1)		21 (1)	2.8	1.7					
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.4					
SPANISH	36 (2)	23 (1)	59 (3)	8.0	5.1					
CLASSICAL		33 (1)	33 (1)	4.5	2.6					
JAZZ/NEW AGE					3.9					
UNKNOWN/OTHERS										
	155 (8)	585 (15)	740 (23)							

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 12.00 (Caballero)	
KDEF, 1150, 5 KW/500 W (DA-2), NOSTALGIA	, \$ 15.00 (Roslin)	
KKDB, 770, 50 KW (DA-2), MOR/FULL SER.	, \$ 62.00 (McGuill)	Fairmont
KQED, 920, 1 KW/500 W (DA-N), OLDIES	NBC, CNN, \$ 16.00 (Banner)	Spacecom
KRZY, 1450, 1 KW (DA-1), SEE KRST-F		
KXKS, 1190, 10 KW (DAYS), HISPANIC	UPI, APR, \$ 15.00 (Caballero)	

FM STATIONS

KAMX, 107.9, 23 KW @ 4131, AC	ABC, \$ 25.00 (HNWH)	Coastal
KHFM, 96.3, 20 KW @ 4130, CLASSICAL	, \$ 25.00 (CMBS)	
KIDI, 103.3, 21 KW @ 4186, HISPANIC	, \$ 13.00 (Katz)	
KIVA, 105.1, 100 KW @ 1936, CHR	, \$ 22.00 (Banner)	First City (SANTA FE)
KKJY, 100.3, 23 KW @ 4107, EZ	, \$ 20.00 (Torbet)	
KKDB, 93.3, 22 KW @ 4150, AC	, \$ 76.00 (McGuill)	Fairmont
KKSS, 97.3, 100 KW @ 1875, CHR	, \$ 23.00 (Durpetti)	Sun Group (SANTA FE)
		(SANTA FE)
KLSK, 104.1, 100 KW @ 1875, CL AOR	, \$ 28.00 (Banner)	
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 23.00 (Banner)	Spacecom
KMYI, 107.1, 25 KW @ 705, AC	, \$ 21.00 (Roslin)	(ARMJD)
KOLT, 105.9, 100 KW @ 1936, COUNTRY	MBS, \$ 20.00 (Christal)	(SANTA FE)
KRBL, 98.5, 23 KW @ 4130, AOR	, \$ 17.00 (Torbet)	(LOS ALAMOS)
KRST, 92.3, 22 KW @ 4160, COUNTRY	, \$ 65.00 (Katz)	Commonwealth
KZKL, 101.7, 3 KW @ 92, OLDIES	, \$ 35.00 (Christal)	(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 52.00 (Eastman)	Anchor

Miscellaneous: KFMG-F changes calls to KAMX-F and format from AOR to AC (Feb) . . . KDEF, KMYI-F sold for \$400,000 (e) . . .
 KRBL-F sold for \$800,000 (Fischer) . . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/584,900

MSA Rank/Pop: 71/687,000

Philadelphia ADI

Average Person Ratings: 17.9

Market SL: 23.75 hours

Stations: 35/15

Diaries: 1096/534:1/59.6%

Sample Target: 1000

% Below Line: 20.0

% Not Listed: 12.9

1990 Revenue: \$16,500,000

HH Inc.: \$33,734

Retail \$: 5.4 Bill

Pop per Station: 38,993

#1 Biller: WLEV-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	146/14.0	15.3	17.4	12.1	14.9	14.7	165/1563	1306/22.3	26.4	22.1	9.6	89	896	WFMZ-F
2. WLEV-F (AC)	113/10.8	13.6	13.9	12.7	11.8	12.8	123/1688	1439/24.6	27.1	23.7	12.6	117	1244	WLEV-F
3. WZZO-F (AOR)	104/ 9.9	9.1	10.9	12.5	12.4	10.6	124/1770	1398/23.9	22.4	21.8	14.9	138	1527	WZZO-F
4. WAEB-F (CHR)	72/ 6.9	6.9	6.7	7.3	10.4	6.9	80/1537	1276/21.8	21.4	24.8	9.3	86	1146	WAEB-F
5. WHXT-F (CHR)	69/ 6.6	5.9	6.4	6.5	7.2	6.3	85/1487	1147/19.6	20.7	21.2	8.2	76	1116	WHXT-F
6. WAEB (N/T)	55/ 5.3	7.2	4.3	4.7	3.4	5.4	56/708	688/11.8	13.8	11.7	4.3	40	489	WAEB
7. WXTU-F (C)	34/ 3.3	1.5	1.8	2.5	2.2	2.3	45/657	415/ 7.1	6.2	6.3	2.2	20	258	WXTU-F
WXXW (C)	34/ 3.3	3.2	3.6	7.2	4.4	4.3	35/473	457/ 7.8	8.7	9.6	3.7	34	271	WXXW
9. WYSP-F (CL AOR)	31/ 3.0	2.7	3.2	2.0	3.0	2.7	37/752	608/10.4	8.2	8.4	2.5	23	389	WYSP-F
WEST (BB)	31/ 3.0	4.1	3.4	5.1	4.0	3.9	34/249	223/ 3.8	7.2	6.5	1.5	14	159	WEST
11. WKAP (O)	25/ 2.4	2.3	0.9	1.0	1.4	1.6	26/471	460/ 7.9	3.6	3.3	1.6	15	257	WKAP
12. KYW (N)	20/ 1.9	1.3	1.3	0.9	0.9	1.3	21/494	422/ 7.2	8.8	5.1	1.5	14	427	KYW
13. WOR (T)	19/ 1.8	0.4	1.3	1.4	1.9	1.2	28/334	165/ 2.8	3.5	3.3	0.8	7	110	WOR
14. WLSP (MOR)	14/ 1.3	1.4	---	1.1	0.4	0.9	27/194	93/ 1.6	0.0	1.2				WLSP
WEEZ (O)	14/ 1.3	1.0	1.5	1.3	1.0	1.3	14/220	210/ 3.6	5.1	3.4	0.6	6	107	WEEZ

12+ FM SHARE (METRO): 73.87% (673 of 911) (SPG 90: 76.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHXT-F>> 1 WZZO-F>	1 WLEV-F<	1 WLEV-F<	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WZZO-F	1 WLEV-F
2 WAEB-F>	2 WLEV-F>	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WHXT-F	2 WZZO-F
3 WZZO-F	3 WAEB-F	3 WAEB-F>	3 WAEB-F	3 WFMZ-F<	3 WAEB >	3 WZZO-F	3 WZZO-F>	3 WLEV-F	3 WLEV-F	3 WAEB
4	4 WHXT-F	4 WHXT-F	4 WFMZ-F	4 WAEB-F>	4 WXXW	4 WAEB >	4 WAEB-F	4 WHXT-F	4 WFMZ-F	4 WFMZ-F
5	5 WYSP-F	5 WFMZ-F	5 WHXT-F	5 WAEB <	5 WAEB	5 WHXT-F<	5 WAEB	5 WAEB-F	5 WAEB-F	5
6	6	6	6	6 WHXT-F	6	6 WAEB-F>	6 WHXT-F	6	6	6
						7 WOGL-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 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WLEV-F>>	1 WLEV-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F
2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WAEB-F<	2 WAEB-F	2 WAEB-F>	2 WYSP-F	2 WLEV-F	2 WLEV-F>	2 WLEV-F>
WAEB-F	3 WAEB-F	3 WHXT-F	3 WZZO-F	3 WZZO-F	3 WHXT-F	3 WLEV-F	3 WYSP-F	3 WYSP-F	3 WYSP-F
4 WHXT-F	4 WHXT-F	4 WAEB-F>	4	4 WHXT-F	4 WYSP-F	4 WAEB-F>	4	4 WAEB-F	4 WFMZ-F
5	5	5	5	5 WFMZ-F	5 WMMR-F	5 WHXT-F	5	5 WFMZ-F	5
6	6	6	6	6 WAEB	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		156 (5)	156 (5)	17.1	20.2	WFMV-F 106.3	Blairstown	0.5/1.7/ 11/ 191	
AOR/CLASSIC		144 (3)	144 (3)	15.8	19.0	WHOL 1600	Allentown	0.3/1.5/ 3/ 87	
AC/OLDIES/ROCK	56 (4)	169 (9)	225 (13)	24.7	21.9	WRNJ 1000	Hackettstown	0.5/1.2/ 5/ 69	
MOR/VARIETY	14 (1)		14 (1)	1.5	1.7	WYNS 1160	Leighton/Altn	1.1/2.6/ 12/ 158	
COUNTRY	34 (1)	34 (1)	68 (2)	7.5	7.4				
BLACK/URBAN		4 (1)	4 (1)	0.4		WABC 770	New York	0.6/2.2/ 16/ 253	
BEAUTIFUL/EASY		146 (1)	146 (1)	16.0	17.4	WEAZ-F 101.1	Philadelphia	1.2/4.2/ 18/ 309	
NEWS/TALK	100 (4)	8 (1)	108 (5)	11.9	4.9	WFLN-F 95.7	Philadelphia	0.7/3.3/ 18/ 274	
NOSTALGIA	31 (1)		31 (1)	3.4	6.0	WIOQ-F 102.1	Philadelphia	0.8/3.3/ 9/ 213	
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	0.3	WKRZ-F 98.5	WilkesBarre/Scr	0.4/1.1/ 9/ 196	
SPANISH						WKSZ-F 100.3	Media	0.3/2.5/ 3/ 149	
CLASSICAL		7 (1)	7 (1)	0.8	1.1	WXXW-F 101.5	Trenton	0.6/1.6/ 19/ 263	
JAZZ/NEW AGE						WMGH-F 105.5	Tamaqua	0.3/1.1/ 23/ 315	
UNKNOWN/OTHERS		5 (1)	5 (1)	0.5		WMGK-F 102.9	Philadelphia	0.8/2.4/ 12/ 197	
	238 (12)	673 (23)	911 (35)			WMMR-F 93.3	Philadelphia	0.9/4.3/ 13/ 374	
						WOGL-F 98.1	Philadelphia	1.1/3.7/ 17/ 321	
						WRFY-F 102.5	Reading	0.3/2.5/ 22/ 403	
						WUSL-F 98.9	Philadelphia	0.4/1.7/ 5/ 127	
						WVDB-F 96.5	Philadelphia	0.8/1.8/ 8/ 142	
						WYCL-F 107.5	Boyertown	0.4/2.5/ 5/ 173	
						WYXR-F 104.5	Philadelphia	0.8/3.8/ 9/ 304	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	NEWS/TALK	MBS, CBS, \$ 25.00 (Katz)	CRB
WEEZ, 1230, 1 KW (DA-2)	OLDIES	SMW, \$ 13.00 (Christal)	Roth
WEST, 1400, 1 KW	NOSTALGIA	CBS, \$ 18.00 (McGuilld)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	NOSTALGIA/MOR	UNSUP, APR, \$ 14.00 (Durpetti)	Holt
WXXW, 1470, 5 KW (DA-N)	COUNTRY	ABC, \$ 19.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500, CHR		UNIPWR, \$ 47.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ/8TFL		\$ 50.00 (Torbet)	
WHXT-F, 99.9, 50 KW @ 446, CHR		\$ 40.00 (Christal)	Roth
WLEV-F, 96.1, 50 KW @ 500, AC		\$ 73.00 (McGuilld)	Zimmerman
WZZO-F, 95.1, 30 KW @ 631, AOR		\$ 59.00 (Durpetti)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York
Miscellaneous: WAEB - from AC to News/Talk . . .

ALTOONA

Arbitron Rank/Pop (12+): 223/110,100

HSA Rank/Pop: 275/131,600

ADI # 88 (w/Johnstown)

Average Person Ratings: 18.0

Market TSL: 23.75 hours

Stations: 12/9

Diaries: 577/191:1/59.6%

Sample Target: 580

% Below Line: 8.6

% Not Listed: 12.6

1990 Revenue: \$4,200,000

HH Inc.: \$26,587

Retail \$: 1.0 Btl

Pop per Station: 12,233

#1 Biller: WPRR-F \$750,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WPRR-F (CHR)	30/15.2	----	14.1	----	14.9	----	45/562	349/31.7	0.0	31.3			WPRR-F
2. WFGY-F (SAC)	26/13.1	----	11.0	----	12.8	----	86/1024	287/26.1	0.0	23.9			WFGY-F
3. WVAM (C)	25/12.6	----	9.4	----	10.6	----	26/266	233/21.2	0.0	22.3			WVAM
4. WHPA-F (AC)	21/10.6	----	9.4	----	6.9	----	26/297	225/20.4	0.0	20.7			WHPA-F
5. WALY-F (AC)	18/ 9.1	----	6.3	----	8.0	----	21/30R	196/17.8	0.0	19.3			WALY-F
6. WRTA (FS)	15/ 7.6	----	5.2	----	5.9	----	15/211	211/19.2	0.0	18.7			WRTA
7. WBXQ-F (CHR)	13/ 6.6	----	8.4	----	1.1	----	26/359	135/12.3	0.0	13.0			WBXQ-F
8. WKMC (BB)	10/ 5.1	----	7.3	----	4.3	----	11/156	122/11.1	0.0	12.5			WKMC
9. WFBG (FS)	10/ 5.1	----	8.4	----	7.4	----	13/293	227/20.6	0.0	25.5			WFBG

10.

12+ FM SHARE (METRO): 65.32% (113 of 173) (SPG 90: 63.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WHPA-F	1 WHPA-F	1 WVAM	1 WVAM	1 WPRR-F	1 WPRR-F>	1 WPRR-F>	1 WRTA >
2	2 WBXQ-F>	2 WHPA-F	2 WALY-F	2 WFGY-F	2 WFGY-F	2 WPRR-F	2 WHPA-F	2 WFGY-F	2 WVAM	2 WVAM
3	3 WALY-F	3 WPRR-F	3 WPRR-F	3 WALY-F	3 WHPA-F	3 WHPA-F	3 WFGY-F	3 WVAM	3 WBXQ-F	3 WHPA-F
4	4 WFGY-F	4 WFGY-F	4 WFGY-F	4 WPRR-F	4 WRTA	4 WFGY-F	4 WVAM	4 WALY-F	4 WRTA	4
5	5	5 WBXQ-F	5	5	5	5	5	5	5 WFGY-F	5

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 WPRR-F>>	1 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WHPA-F	1 WBXQ-F	1 WBXQ-F	1 WBXQ-F>	1 WPRR-F	1 WALY-F
2 WBXQ-F>>	2 WBXQ-F	2 WHPA-F	2 WHPA-F>	2 WFGY-F	2 WPRR-F>>	2 WPRR-F>	2 WPRR-F	2 WALY-F	2 WFGY-F
3	3 WHPA-F	3 WFGY-F	3 WALY-F	3 WPRR-F	3	3 WALY-F	3 WALY-F>	3 WBXQ-F	3 WPRR-F
4	4 WFGY-F	4 WALY-F	4 WFGY-F	4 WALY-F	4	4 WFGY-F	4 WFGY-F	4 WFGY-F	4 WHPA-F
5	5 WALY-F	5	5	5 WVAM	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		45 (3)	45 (3)	26.0	17.8		WGMR-F 101.1 Tyrone/St.Colge	0.5/2.9/ 26/ 414
AOR/CLASSIC		2 (1)	2 (1)	1.2	11.7			
AC/OLDIES/SOFT ROCK		65 (3)	65 (3)	37.6	20.2		WDVE-F 102.5 Pittsburgh	1.0/3.8/ 18/ 263
MOR/VARIETY	25 (2)		25 (2)	14.5	11.0		WLAK-F 103.5 Huntingdon	1.0/3.3/ 7/ 78
COUNTRY	25 (1)	1 (1)	26 (2)	15.0	11.7			
BLACK/URBAN								
BEAUTIFUL/EASY					12.9			
NEWS/TALK					6.1			
NOSTALGIA	10 (1)		10 (1)	5.8	8.6			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	60 (4)	113 (8)	173 (12)					

RADIO STATIONS

WFBG , 1290, 5 KW/1 KW (DA-N), MOR/AC	UNIPWR, \$27.00 (Christal)	
WKMC , 1370, 5 KW/38 W (DA-1), Nostalgia	CNN UNISUP, \$12.00 (Roslin)	(ROARING SPRING)
WRTA , 1240, 5 KW , Talk/MOR	SUN TALKNT, \$16.00 (---)	
WVAM , 1430, 5 KW/1 KW (DA-N), Country	ABC, \$19.00 (Torbet)	
WALY-F, 103.9, .3 KW @ 984 , AC	APR UNISUP, \$18.00 (Katz)	
WFGY-F, 98.1, 30 KW @ 1000 , SAC	CBS, \$25.00 (Christal)	Empire
WHPA-F, 104.9, .1 KW @ 1417 , AC	CNN, \$16.00 (Roslin)	(HOLLIDAYSBURG)
WPRR-F, 100.1, 6 KW @ 300 , CHR	CBS, \$26.00 (Torbet)	

WBXQ-F -- See Johnstown

Miscellaneous: WFBG-F to WFGY-F and format to SAC (May) . . .

AMARILLO

Arbitron Rank/Pop (12+): 179/161,000
 MSA Rank/Pop: 206/198,800
 ACI # 118
 Average Person Ratings: 16.5
 Market TSL: 22.06 hours

Stations: 13/13
 Diaries: 637/253:1/51.0%
 Sample Target: 580
 % Below Line: 0.0
 % Not Listed: 13.2

1990 Revenue: \$5,400,000
 MM Inc.: \$30,603
 Retail \$: 1.8 Btl
 Pop per Station: 12,384
 #1 Biller: KIXZ \$1,000,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL 90	SPG 90	Birch			
		90	90	89	89			RATING				Share	AQH	Cume	
1. KMML-F (C)	54/20.4	----	14.7	----	14.8	----	68/816	582/36.1	0.0	29.5		19.3	51	559	KMML-F
2. KQIZ-F (CHR)	28/10.6	----	11.2	----	14.8	----	52/761	456/28.3	0.0	29.3		14.4	38	492	KQIZ-F
3. KGNC (N/T)	27/10.2	----	9.7	----	7.6	----	50/636	330/20.5	0.0	18.5		6.4	17	318	KGNC
4. KIXZ (BB)	21/ 7.9	----	1.9	----	3.8	----	25/349	243/15.1	0.0	8.2		10.6	28	352	KIXZ
KATP-F (AOR)	21/ 7.9	----	1.9	----	2.3	----	26/309	237/14.7	0.0	6.7		8.0	21	282	KATP-F
6. KBUY-AF (C)	18/ 6.8	----	9.0	----	5.7	----	41/549	313/19.4	0.0	19.9		6.1	16	231	KBUY-AF
7. KMLT-F (SAC)	15/ 5.7	----	8.5	----	8.0	----	33/429	227/14.1	0.0	16.1		5.7	15	216	KMLT-F
KLSF-F (AC)	15/ 5.7	----	6.2	----	8.3	----	16/323	251/15.6	0.0	18.8		4.9	13	182	KLSF-F
KAKS-F (CHR)	15/ 5.7	----	10.5	----	7.6	----	22/401	294/18.3	0.0	22.9		8.3	22	365	KAKS-F
10. KPUR-F (O)	12/ 4.5	----	6.6	----	4.5	----	12/218	202/12.5	0.0	11.7		7.6	20	256	KPUR-F

12+ FM SHARE (METRO): 76.96% (177 of 230) (SPG 90: 80.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQIZ-F>>	1 KMML-F	1 KMML-F>	1 KMML-F>>	1 KMML-F>>	1 KMML-F>>	1 KMML-F>>	1 KMML-F>>	1 KMML-F>>	1 KQIZ-F>	1 KMML-F>
2 KAKS-F	2 KATP-F	2 KATP-F	2 KGNC	2 KGNC	2 KIXZ	2 KGNC >	2 KGNC >	2 KQIZ-F	2 KMML-F	2 KQIZ-F
3	3 KQIZ-F>	3 KQIZ-F	3 KBUY-AF	3 KBUY-AF	3 KGNC >	3 KQIZ-F	3 KQIZ-F<	3 KGNC	3 KATP-F	3 KMLT-F
4	4 KAKS-F	4 KGNC	4 KLSF-F	4 KLSF-F	4 KBUY-AF	4 KIXZ	4 KATP-F	4 KATP-F	4 KBUY-AF	4 KATP-F
5	5 KMLT-F	5	5 KATP-F	5 KATP-F	5	5 KATP-F	5	5	5 KGNC	5

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 KQIZ-F	1 KQIZ-F	1 KMML-F>	1 KMML-F>>	1 KMML-F>>	1 KQIZ-F	1 KMML-F	1 KMML-F>	1 KMML-F	1 KMML-F>
KAKS-F>>	KMML-F	2 KMLT-F	2 KQIZ-F>	2 KBUY-AF	KATP-F>	KATP-F>	2 KATP-F>	2 KATP-F	2 KGNC
3 KMML-F	3 KAKS-F	3 KBUY-AF	3 KBUY-AF	KMLT-F	3 KMML-F>	3 KQIZ-F	3 KLSF-F	3 KGNC >	3 KATP-F>
KATP-F	4 KATP-F	KQIZ-F	KMLT-F	KLSF-F	4 KMLT-F	4 KMLT-F	4 KMLT-F	4 KQIZ-F	4 KBUY-AF
5	5	KLSF-F	KLSF-F	5	5	KLSF-F	5	5 KBUY-AF	5
		KATP-F	KAKS-F			KGNC			

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS			METRO CUME TSA		
									SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	18.7	26.0	KPUR	1440	Amarillo	0.4/2.0/	2/	69
AOR/CLASSIC		21 (1)	21 (1)	9.1	7.9	KZIP	1310	Amarillo	1.1/2.7/	9/	93
AC/OLDIES/SOFT ROCK		42 (3)	42 (3)	18.3	18.1						
MOR/VARIETY											
COUNTRY	1 (1)	71 (2)	72 (3)	31.3	33.0						
BLACK/URBAN											
BEAUTIFUL/EASY											
NEWS/TALK	27 (1)		27 (1)	11.7	12.1						
NOSTALGIA	21 (1)		21 (1)	9.1							
RELIGION/GOSPEL											
SPANISH	4 (2)		4 (2)	1.7	2.8						
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS											
	53 (5)	177 (8)	230 (13)								

RADIO STATIONS

KGNC , 710, 10 KW (DA-2) ,	News/Talk	CBS, ABC, \$20.00	(Katz)	Stauffer
KIXZ , 940, 5 KW/1 KW (DA-2) ,	Nostalgia	ABC UNISUP, \$ NA	(Banner)	
KPUR , 1440, 5 KW/1 KW (DA-2) ,	Hispanic	\$11.00	(Lotus)	Holder
KAKS-F, 107.9, 100 KW @ 1322 ,	CHR	UNIPWR, \$20.00	(HNWH)	(CANYON)
KBUY-F, 94.1, 100 KW @ 1102 ,	Country	NBC MBS, \$23.00	(Banner)	Walton
KESE-F, 101.9, 100 KW @ 984 ,	AOR	\$12.00	(---)	Woods
KLSF-F, 96.9, 100 KW @ 1006 ,	AC	UNIULT, \$23.00	(Banner)	
KMLT-F, 97.9, 100 KW @ 1280 ,	Soft AC/EZ	UNISUP, \$24.00	(Katz)	Stauffer
KHML-F, 98.7, 100 KW @ 470 ,	Country	ABC UNISUP, \$30.00	(Banner)	
KPUR-F, 107.1, 3 KW @ 300 ,	Classic AOR/Oldies	USP/LT, \$17.00	(Eastman)	Holder
KQIZ-F, 93.1, 100 KW @ 700 ,	CHR	\$22.00	(Mc-Guild)	

Miscellaneous: KDWW-F to KBUY-F (Nov 90) . . . KESE to KATP-F and format from Country to AOR (Jul 90) . . . KIXZ from Country to Nostalgia . . . KAKS A/F sold for \$1,145,000 . . .

ANCHORAGE

Arbitron Rank/Pop (12+): 168/178,000

Stations: 16/16

1990 Revenue: \$9,600,000

HSA Rank/Pop: 199/222,000

Diaries: 636/280:1/54.1%

MM Inc.: \$42,140

No ADI

Sample Target: 580

Retail \$: 2.5 B11

Average Person Ratings: 16.9

% Below Line: 0.0

Pop per Station: 11,125

Market TSL: 22.75 hours

% Not Listed: 11.3

#1 Biller: KWHL-F \$1,400,000

		FAL		SPG		FAL		SPG		4 Book		12+ TSA		12+ METRO		FAL		SPG				Birch		Birch		Birch			
12+ METRO		1/4/SHARE		90		90		89		89		Avg.		1/4/CUME		CUME/CUME		RATING		90		90		Share		AQM		Cume	
1.	KGOT-F (CHR)	37/12.3	9.4	8.9	12.1	10.4	----	40/617				523/29.4		28.1	27.1							11.7	38	648	KGOT-F				
	KBFX-F (CL AOR)	37/12.3	14.1	9.9	8.1	3.2	----	42/485				435/24.4		25.5	19.1							14.2	46	492	KBFX-F				
3.	KASH-F (C)	33/11.0	9.8	7.3	6.8	8.7	----	35/406				326/18.3		18.9	15.6							10.8	35	306	KASH-F				
4.	KYMG-F (AC)	27/ 9.0	4.7	5.0	2.6	1.7	----	33/421				324/18.2		12.3	12.6							4.0	13	222	KYMG-F				
	KPXR-F (CHR)	27/ 9.0	9.8	12.2	13.4	11.8	----	29/529				452/25.4		24.9	29.5							10.2	33	383	KPXR-F				
6.	KWHL-F (AOR)	20/ 6.7	6.5	10.2	9.8	11.0	----	24/401				316/17.8		16.3	16.4							9.0	29	334	KWHL-F				
7.	KLEF-F (CL)	19/ 6.3	4.7	6.3	7.2	2.9	----	21/240				211/11.9		11.3	11.7							3.7	12	169	KLEF-F				
8.	KFQD (FS)	13/ 4.3	2.2	4.0	2.0	6.1	----	16/278				204/11.5		8.3	10.2							3.4	11	128	KFQD				
9.	KENI (N/T)	12/ 4.0	6.5	3.6	3.6	7.2	----	12/198				156/ 8.8		11.1	9.8							4.6	15	214	KENI				
10.	KNIK-F (J/NA)	10/ 3.3	3.3	4.6	2.9	3.8	----	11/159				136/ 7.6		8.4	12.2							2.8	9	203	KNIK-F				
11.	KYAK (C)	9/ 3.0	2.5	4.6	4.9	3.2	----	16/224				118/ 6.6		8.3	8.4							2.8	9	155	KYAK				
12.	KKLV-F (AC)	6/ 2.0	1.4	1.7	2.0	2.9	----	9/134				121/ 6.8		5.0	6.3							1.2	4	123	KKLV-F				
13.	KCFA (REL)	5/ 1.7	3.6	1.0	1.6	0.9	----	6/95				65/ 3.7		3.6	3.4							1.5	5	66	KCFA				
	KBYR (O)	5/ 1.7	2.5	2.0	2.0	0.9	----	5/82				69/ 3.9		8.0	5.7							0.9	3	151	KBYR				
15.	KKSD (T)	4/ 1.3	0.4	1.7	2.6	1.7	----	4/161				137/ 7.7		2.9	2.0							1.5	5	112	KKSD				
16.	KHAR (EZ)	2/ 0.7	2.9	2.6	2.6	4.0	----	4/110				82/ 4.6		6.1	3.8							2.8	9	95	KHAR				

12+ FH SHARE (METRO): 81.20% (216 of 266) (SPG 90: 78.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KBFX-F	1 KBFX-F	1 KBFX-F	1 KBFX-F	1 KASH-F	1 KGOT-F<	1 KBFX-F	1 KBFX-F	1 KPXR-F	1 KPXR-F>
2 KGOT-F	2 KYMG-F	2 KGOT-F	2 KYMG-F	2 KLEF-F	2 KASH-F	2 KGOT-F<	2 KGOT-F	2 KASH-F	2 KASH-F	2 KYMG-F
3	3 KASH-F	3 KASH-F	3 KASH-F	3 KASH-F	3 KYMG-F	3 KBFX-F	3 KYMG-F	3 KPXR-F	3 KGOT-F	KGOT-F
4	4 KWHL-F	4 KYMG-F	4 KGOT-F	4 KGOT-F	4 KFQD	4 KYMG-F	4 KASH-F	4 KASH-F	KBFX-F	KBFX-F
5	5 KYMG-F	5	5 KWHL-F	5 KLEF-F	5 KENI	5	5	5 KYMG-F	5 KYMG-F	5

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 KGOT-F>>	1 KGOT-F	1 KYMG-F	1 KYMG-F	1 KYMG-F>	1 KPXR-F>	1 KBFX-F>	1 KBFX-F>>	1 KBFX-F>	1 KBFX-F>
2 KPXR-F>	2 KYMG-F	2 KBFX-F	2 KGOT-F	2 KGOT-F	2 KWHL-F	2 KWHL-F	2 KWHL-F	2 KWHL-F	2 KASH-F
3 KYMG-F	3 KBFX-F	3 KGOT-F	3 KASH-F	3 KBFX-F	KBFX-F>	3 KGOT-F	KASH-F	3 KASH-F>	3 KWHL-F>
4 KASH-F>	4 KASH-F	4 KASH-F	4 KBFX-F	4 KASH-F	4 KGOT-F>	KASH-F	4 KGOT-F	4 KGOT-F	4 KLEF-F
5 KWHL-F	5 KPXR-F	5	5 KPXR-F	5 KLEF-F	5 KASH-F	5 KPXR-F	5	5 KPXR-F	5 KYMG-F

FORMATS	AM	FH	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQM/QUE
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	24.1	23.8		
AOR/CLASSIC		57 (2)	57 (2)	21.4	22.7		
AC/OLDIES/SOFT ROCK	5 (1)	33 (2)	38 (3)	14.3	17.8		
MOR/VARIETY	13 (1)		13 (1)	4.9			
COUNTRY	9 (1)	33 (1)	42 (2)	15.8	13.4		
BLACK/URBAN							
BEAUTIFUL/EASY	2 (1)		2 (1)	0.8	3.0		
NEWS/TALK	16 (2)		16 (2)	6.0	4.1		
NOSTALGIA					1.9		
RELIGION/GOSPEL	5 (1)		5 (1)	1.9	1.1		
SPANISH							
CLASSICAL		19 (1)	19 (1)	7.1	7.1		
JAZZ/NEW AGE		10 (1)	10 (1)	3.8	5.2		
UNKNOWN/OTHERS							
	50 (7)	216 (9)	266 (16)				

RADIO STATIONS

KBYR , 700,	10 KW	, Oldies	CBS, \$12.00	(Roslin)	
KCFA , 1020,	10 KW	, Religion	, \$10.00	(---)	
KENI , 550,	5 KW (DA-1)	, News/Talk	ABC NBC, \$16.00	(Durpetti)	
KFQD , 750,	50 KW	, AC	MBS, \$23.00	(Mc-Guild)	
KHAR , 590,	5 KW (DA-1)	, Nostalgia/EZ	, \$13.00	(Tacher)	
KKSD , 1080,	10 KW (DA-1)	, Talk	SMN ABC, \$11.00	(MHR)	Comm. Pacific
KYAK , 650,	50 KW (DA-1)	, Country	MBS, \$18.00	(Christal)	Olympia
KASH-F, 107.5,	100 KW @ -300	, Country	ABC E, \$25.00	(MHR)	Comm. Pacific
KBFX-F, 100.5,	25 KW @ 179	, Classic AOR	, \$27.00	(Durpetti)	
KEAG-F, 97.3,	100 KW @ 590	, Oldies/AC	, \$20.00	(---)	
KGOT-F, 101.3,	26 KW @ -70	, CHR	MBS, \$29.00	(Christal)	Olympia
KKLV-F, 104.1,	55 KW @ 61	, AC	APR, \$15.00	(Tacher)	
KLEF-F, 98.1,	25 KW @ -85	, Classical	, \$21.00	(CHBS)	
KNIK-F, 105.3,	51 KW @ 225	, Jazz/NAC	CBS, \$18.00	(Roslin)	
KPXR-F, 102.1,	25 KW @ 165	, CHR	, \$30.00	(Katz)	Tom Ingstad
KWHL-F, 106.5,	100 KW @ -99	, AOR	, \$33.00	(Mc-Guild)	
KYMG-F, 98.9,	100 KW @ 499	, AC	APR, \$17.00	(Banner)	

ANN ARBOR

Arbitron Rank/Pop (12+): 142/234,000

Stations: 23/4

1990 Revenue: NA

MSA Rank/Pop: 164/270,900

Diaries: 613/382:1/53.1%

HH Inc.: \$37,797

Detroit ADI

Sample Target: 645

Retail \$: 2.3 Bill

Average Person Ratings: 15.3

% Below Line: 59.9

Pop per Station: 58,500

Market TSL: 20.50 hours

% Not Listed: 26.2

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WJR (FS+)	51/14.2	11.4	13.4	----	12.0	----	51/641	641/27.4	25.6	25.8			WJR
2. WJLB-F (AOR)	31/ 8.6	5.3	5.9	----	7.1	----	31/482	482/20.6	16.0	20.8			WJLB-F
3. WCSX-F (CL AOR)	20/ 5.6	3.5	3.9	----	5.9	----	20/416	416/17.8	11.7	15.5			WCSX-F
4. WWW-F (C)	18/ 5.0	5.6	5.0	----	4.1	----	18/334	334/14.3	14.6	10.7			WWW-F
5. WHYT-F (CHR)	14/ 3.9	5.3	5.9	----	4.6	----	14/389	389/16.6	18.6	20.8			WHYT-F
6. WLLZ-F (AOR)	13/ 3.6	1.5	2.8	----	3.6	----	13/307	307/13.1	9.7	12.3			WLLZ-F
7. WRIF-F (AOP)	12/ 3.3	5.0	4.5	----	3.1	----	12/322	322/13.8	11.8	16.7			WRIF-F
8. WJLB-F (B)	12/ 3.3	6.1	3.1	----	4.6	----	12/258	258/11.0	10.6	7.1			WJLB-F
9. WCMC-F (O)	11/ 3.1	2.9	2.5	----	2.8	----	11/248	248/10.6	11.0	8.9			WCMC-F
10. WPZA (AC)	9/ 2.5	0.6	----	----	----	----	9/119	119/ 5.1	3.1	0.0			WPZA

12+ FM SHARE (METRO): 70.57% (187 of 265) (SPG 90: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WHYT-F >>	1 WJLB-F >	1 WJLB-F >	1 WJR	1 WJR >	1 WJR >>	1 WJR >>	1 WJR	1 WJLB-F	1 WJR >	1 WJR >>
2 WJLB-F	2 WCSX-F >	2 WCSX-F	2 WCSX-F	2 WCSX-F	2	2 WJLB-F >	2 WJLB-F >	2 WJR	2 WJLB-F	2 WJR >
3 WDFX-F	3 WRIF-F	3 WJR	3 WJLB-F	3 WJLB-F	3	3 WJLB-F	3 WCSX-F	3 WCSX-F	3 WHYT-F	3 WHYT-F
4	4 WLLZ-F	4 WWW-F	4 WCMC-F	4 WWW-F	4	4 WWW-F	4 WWW-F >	4 WWW-F >	4 WJLB-F	4 WJLB-F
5	5 WWW-F	5 WLLZ-F	5 WWW-F	5 WCMC-F	5	5 WCSX-F	5 WLLZ-F	5 WQRS-F	5 WCSX-F	5 WQRS-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 WJR	1 WJLB-F >>	1 WJLB-F >	1 WCSX-F >	1 WJLB-F	1 WJR
2 WJLB-F >	2 WJLB-F	2 WCMC-F	2 WCMC-F	2 WJLB-F	2 WRIF-F	2 WCSX-F	2 WRIF-F	2 WCSX-F	2 WCSX-F
3 WHYT-F	3 WCSX-F	3 WKQI-F	3 WJR	3 WCMC-F >	3 WJLB-F	3 WRIF-F	3 WJLB-F	3 WJLB-F	3 WJLB-F
4 WJLB-F	4 WHYT-F	4 WJR	4 WJLB-F	4 WWW-F	4 WHYT-F	4 WJLB-F >	4 WJLB-F >	4 WJLB-F	4 WWW-F
5 WJLB-F	5	5 WCSX-F	5 WCSX-F	5 WKQI-F	5 WCSX-F	5 WWW-F	5 WJR	5 WRIF-F	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		21 (2)	21 (2)	7.9	12.3	WAAM 1600 Ann Arbor/Ypsil	1.1/5.3/ 4/ 123
AOR/CLASSIC		83 (5)	83 (5)	31.3	23.5	WAMX-F 107.1 Ann Arbor	1.7/5.7/ 6/ 134
AC/OLDIES/ROCK	9 (1)	32 (5)	41 (6)	15.5	13.1		
MOR/VARIETY	55 (2)		55 (2)	20.8	20.8	CIMX-F 88.7 Windsor/Detroit	1.9/5.1/ 7/ 120
COUNTRY		18 (1)	18 (1)	6.8	6.9	CKLW 800 Windsor/Detroit	1.4/3.7/ 5/ 87
BLACK/URBAN		12 (1)	12 (1)	4.5	4.2	WDFX-F 99.5 Detroit	1.9/11.0/ 7/ 257
BEAUTIFUL/EASY					1.9	WJOI-F 97.1 Detroit	0.8/4.5/ 3/ 106
NEWS/TALK	9 (2)		9 (2)	3.4	3.8	WJZZ-F 105.9 Detroit	1.9/5.5/ 7/ 129
NOSTALGIA	5 (1)		5 (1)	1.9	1.2	WKQI-F 95.5 Detroit	1.9/13.6/ 7/ 318
RELIGION/GOSPEL					1.5	WLTJ-F 93.1 Detroit	1.4/7.0/ 5/ 164
SPANISH						WNIC-F 100.3 Dearborn/Detroit	1.7/9.1/ 6/ 212
CLASSICAL		8 (1)	8 (1)	3.0	5.0	WQRS-F 105.1 Detroit	2.2/6.3/ 8/ 147
JAZZ/NEW AGE		13 (2)	13 (2)	4.9	5.8	WWJ 950 Detroit	1.4/6.4/ 5/ 149
UNKNOWN/OTHERS						WXYT 1270 Detroit	1.1/2.6/ 4/ 62
	73 (6)	187 (17)	265 (23)				

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2)	MOR/EZ	MBS NBC, \$14.00 (Patt)
WJLB , 900, 500 W/250 W	Religion	\$10.00 (---)
WAMX-F, 107.1, 3 KW @ 260	Jazz/AC	\$20.00 (Mich. Spot) Domino's Pizza
WJLB-F, 102.9, 49 KW @ 500	AOR	ABC MBS, \$51.00 (Christal)

Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 135/260,300

MSA Rank/Pop: 148/316,000
ADI # 67 (w/Green Bay)
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 24/17
Diaries: 732/356:1/68.4%
Sample Target: 675
% Below Line: 16.7
% Not Listed: 15.5

1990 Revenue: \$8,100,000
HM Inc.: \$32,913
Retail \$: 2.5 Btl
Pop per Station: 15,311
#1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	67/15.5	15.2	15.1	15.6	16.0	----	162/1885	752/28.9	29.3	29.5	21.9	94	980	WAPL-F
2. WJAM (BB)	34/ 7.9	4.3	6.0	5.0	4.3	----	53/601	380/14.6	12.3	14.8	7.2	31	386	WJAM
3. WIXX-F (CHR)	32/ 7.4	11.6	11.7	10.9	8.9	----	145/2065	647/24.9	33.6	32.1	12.1	52	810	WIXX-F
WHBY (FS)	32/ 7.4	7.7	7.6	5.4	3.6	----	32/450	414/15.9	21.0	19.5	6.3	27	409	WHBY
5. WROE-F (SAC)	27/ 6.3	3.6	6.0	5.7	6.7	----	32/388	330/12.7	11.4	17.8	4.0	17	218	WROE-F
WMGV-F (CHR)	27/ 6.3	7.3	8.9	9.3	8.5	----	36/713	500/19.2	22.0	23.9	9.3	40	621	WMGV-F
7. WUSW-F (C)	21/ 4.9	5.0	3.0	3.6	4.9	----	27/374	247/ 9.5	9.9	8.8	4.0	17	293	WUSW-F
8. WQLH-F (SAC)	17/ 3.9	2.3	0.4	4.1	3.6	----	59/732	193/ 7.4	6.3	5.7	0.5	2	98	WQLH-F
9. WKFX-F (O)	16/ 3.7	2.5	3.0	2.7	3.8	----	30/532	240/ 9.2	9.1	10.4	3.3	14	204	WKFX-F
10. WOZZ-F (CL AOR)	15/ 3.5	2.5	3.2	2.0	1.2	----	37/583	272/10.4	10.0	9.3	4.9	21	303	WOZZ-F
11. WYNE (C)	13/ 3.0	7.3	5.2	4.5	4.7	----	17/241	167/ 6.4	11.2	10.9	3.7	16	166	WYNE
12. WGEE (C)	10/ 2.3	1.8	2.6	3.2	3.2	----	40/544	162/ 6.2	4.1	7.8	3.5	15	141	WGEE
13.														
14.														
15.														

12+ FM SHARE (METRO): 66.03% (241 of 365) (SPG 90: 61.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WJAM	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>>	1 WAPL-F>>
2 WMGV-F>	2 WIXX-F	2 WIXX-F	2 WROE-F	2 WROE-F	2 WHBY >	2 WHBY >	2 WROE-F	2 WIXX-F<	2 WMGV-F	2 WYNE
3 WAPL-F	3 WMGV-F	3 WROE-F	3 WHBY	3 WHBY	3 WROE-F	3 WJAM	3 WJAM	3 WIXX-F	3 WIXX-F	3 WOSH
4	4 WROE-F	4 WMGV-F	4 WIXX-F	4 WIXX-F	4 WUSW-F	4 WMGV-F	4 WHBY <	4 WROE-F	4 WHBY	4 WHBY
5	5 WOZZ-F	5 WKFX-F	5	5 WUSW-F	5	5	5 WIXX-F	5	5	5

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 WAPL-F	1 WAPL-F>	1 WAPL-F	1 WAPL-F	1 WROE-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WIXX-F>	2 WIXX-F	2 WQLH-F	2 WIXX-F	2 WMGV-F	2	2	2	2 WOZZ-F	2 WHBY
3 WROE-F	3 WMGV-F	3 WMGV-F	3 WROE-F	3 WAPL-F	3	3	3	3 WHBY	3 WOZZ-F
4 WMGV-F	4 WROE-F	4 WIXX-F	4 WMGV-F	4 WIXX-F	4	4	4	4 WKFX-F	4 WKFX-F
5 WKFX-F	5 WQLH-F	5 WUSW-F	5 WUSW-F	5 WUSW-F	5	5	5	5	5 WROE-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TDP 40/CHR/CONTEMP		59 (2)	59 (2)	16.2	23.4	WEMI-F	100.1	Neenah-Menasha	1.6/4.0/	7/ 139
AOR/CLASSIC		82 (2)	82 (2)	22.5	19.0	WFON-F	107.1	Fond Du Lac	1.2/4.7/	9/ 267
AC/OLDIES/ROCK	5 (1)	65 (4)	70 (5)	19.2	17.7	WLKE	690	Oshkosh	1.4/2.3/	12/ 84
MOR/VARIETY	43 (3)		43 (3)	11.8	12.8	WMBE	1530	Chilton	0.9/1.9/	4/ 55
COUNTRY	23 (2)	28 (3)	51 (5)	14.0	12.3	WOSH	1490	Oshkosh	1.9/6.3/	9/ 203
BLACK/URBAN					2.5	WPKR-F	99.5	Waupun	0.7/4.4/	24/ 323
BEAUTIFUL/EASY					0.5	WQWH	1050	Kaukauna	1.2/4.5/	10/ 206
NEWS/TALK	6 (2)		6 (2)	1.6	1.2	WRJQ	1570	Appleton	0.7/1.4/	3/ 55
NOSTALGIA	34 (1)		34 (1)	9.3	9.6					
RELIGION/GOSPEL		7 (1)	7 (1)	1.9	1.0	WBBH	780	Chicago	0.7/2.6/	4/ 90
SPANISH						WGN	720	Chicago	0.7/3.4/	5/ 154
CLASSICAL						WJLW-F	95.9	DePere/GreenBay	0.9/1.5/	25/ 307
JAZZ/NEW AGE						WTHJ	620	Milwaukee	0.7/2.6/	10/ 234
UNKNOWN/OTHERS	13 (3)		13 (3)	3.6						
	124 (12)	241 (12)	365 (24)							

RADIO STATIONS

WHBY , 1230, 1 KW	MOR/Full Service	CBS, \$25.00	(Eastman)	Woodward
WJAM , 1280, 5 KW/1 KW (DA-1),	Nostalgia	ABC UNISUP, \$16.00	(Torbet)	
WOSH , 1490, 1 KW	MOR	CNN NBC, \$14.00	(Mc-Guild)	Midwest Family
WQWH , 1050, 1 KW/500 W (DA-2),	Oldies	UNISUP UNILTY, \$10.00	(HNWH)	
WRJQ , 1570, 1 KW (DAYS)	Polka/Ethnic	, \$11.00	(---)	
WYNE , 1150, 5 KW (DA-2)	Country	ABC, \$19.00	(Chrital)	Fox Valley
WAPL-F, 105.7, 100 KW @ 410 ,	AOR	, \$49.00	(Eastman)	Woodward
WKFX-F, 104.9, 1 KW @ 480 ,	Oldies	, \$16.00	(KatZ)	WinCom
WMGV-F, 103.9, 6 KW @ 355 ,	CHR	SOURCE, \$27.00	(Mc-Guild)	Midwest Family
WOZZ-F, 93.5, 50 KW @ 500 ,	C1 AOR	SMN, \$14.00	(HNWH)	
WROE-F, 94.3, 3 KW @ 330 ,	EZ/Soft AC	APR, \$20.00	(Chrital)	Fox Valley
WUSW-F, 96.7, 3 KW @ 293 ,	Country	UNISUP UNILTY, \$15.00	(Torbet)	

Other ranked stations -- See Green Bay Miscellaneous: WOZZ - from AC to Classic AOR . . . WRJQ sold for \$110,000 . . .

Arbitron Rank/Pop (12+):	12/2,347,800
Stations:	21/20
Dates:	2079/1129:1/5:52.0%
HM Inc.:	\$36,639
1990 Revenue:	\$114,000,000
MSA Rank/Pop:	9/2,870,000
Sample Target:	1935
Below line:	0.5
% Not listed:	10.7
Pop per Station:	117,350
#1 Bldg:	WSB
Market TSL:	23.25 hours

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FORMATS	AM	FM	TOTAL	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP	316 (1)	316 (1)	316 (1)	8.4	11.7	WGKA 1190	Atlanta
AOR/CLASSIC	460 (2)	460 (2)	460 (2)	12.3	11.6	WIGO 1340	Atlanta
AC/OLDIES/SOFT ROCK	812 (3)	812 (3)	812 (3)	20.2	20.2	WKHX 590	Atlanta
MOR/VARIETY	292 (1)	292 (1)	292 (1)	7.8	7.4	WQXI 790	Atlanta
COUNTRY	3 (1)	530 (2)	533 (3)	14.2	12.1		
BLACK/URBAN	31 (1)	586 (2)	617 (3)	16.5	17.6	WVFJ-F 93.3	Manchester
BEAUTIFUL/EASY	330 (1)	330 (1)	330 (1)	8.8	9.0		
NEWS/TALK	185 (2)	185 (2)	185 (2)	4.9	4.6		
NOSTALGIA	36 (1)	36 (1)	36 (1)	1.0	1.2		
RELIGION/GOSPEL	113 (1)	20 (1)	133 (2)	3.6	3.8		
SPANISH	30 (1)		30 (1)	0.8	0.5		
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
690 (8)	----		3744 (20)				
3054 (12)			----				

[illegible][illegible]

FORMATS	AM	FM	TOTAL	SPG 90	OTHER RATED STATIONS	METRO CUME TSA	
	---	---	---	%	---	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	53 (3)	53 (3)	53 (3)	26.6	WSKY	1230 Asheville	1.1/6.8/ 3/ 111
AOR/CLASSIC	8 (2)	8 (2)	8 (2)	3.7			
AC/OLDIES/SOFT ROCK	3 (1)	42 (3)	45 (4)	18.5	WKCF-F	Gaston/A/Chrlt	0.8/4.6/ 29/ 413
MOR/VARIETY	53 (1)	31 (1)	84 (2)	38.7	WKCF-F	Hickory	1.1/2.6/ 11/ 139
BLACK/URBAN				38.3			
COUNTRY							
NEWS/TALK				5.0			
BEAUTIFUL/EASY							
RELIGION/GOSPEL	10 (1)	10 (1)	10 (1)	4.6			
SPANISH	7 (2)		17 (3)	4.1			
CLASSICAL							
JAZZ/NEW AGE				1.4			
UNKNOWN/OTHERS							
	73 (5)	144 (10)	217 (15)				

[illegible]

OTHER RANKED STATIONS -- See Greenville or Charlotte

ATLANTA

RADIO STATIONSAM STATIONS

WAOK,	1380,	5 KW	,	Gospel/Black	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP, \$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, \$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM					
WNIV,	970,	5 KW (DAYS, DA)	,	Religion	, \$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB,	750,	50 KW	,	Full Service	APR, \$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	,	CHR	, \$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	,	Oldies	, \$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	,	Country	, \$179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	,	AOR	, \$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	,	EZ	CBS, \$169.00	(Eastman)	Jacor
WSB,	98.5,	100 KW @ 1022	,	AC	, \$220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022	,	AC	, \$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	,	Black	SOURCE, \$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218 -- Simulcast with WYAY (licensed to LaGrange)					
WYAY,	106.7,	100 KW @ 1400	,	Country	, \$170.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	,	Classic AOR	, \$149.00	(MNWH)	Cook Inlet

ATLANTIC CITY

Arbitron Rank/Pop (12+): 162/186,000

Stations: 27/10
Diaries: 657/283:1/45.8%
Sample Target: 580
% Below Line: 27.2
% Not Listed: 16.8

1990 Revenue: \$7,000,000
HH Inc.: \$32,647
Retail \$: 3.2 Bil
Pop per Station: 18,600
#1 Biller: WAYV-F \$2,500,000

MSA Rank/Pop: 150/319,000
Philadelphia ADI
Average Person Ratings: 17.6
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WFGP-F (EZ/SAC)	44/13.5	11.4	10.5	10.0	8.8	----	49/557	479/25.8	27.8	22.5			WFGP-F
2. WAYV-F (AC)	34/10.4	9.0	8.7	10.0	14.4	----	43/591	462/24.8	21.7	23.8			WAYV-F
3. WUSS (B)	27/ 8.3	7.8	6.5	7.9	5.6	----	27/235	233/15.9	12.4	11.7			WUSS
4. WRDR-F (BB)	23/ 7.0	8.1	6.8	6.5	3.8	----	23/207	200/10.8	12.2	8.7			WRDR-F
5. WXTU-F (C)	17/ 5.2	3.6	6.8	2.9	4.4	----	21/219	175/ 9.4	7.3	11.2			WXTU-F
6. WMID (BB)	15/ 4.6	5.4	5.3	5.3	6.2	----	29/278	163/ 8.8	12.8	11.0			WMID
7. WZXL-F (AOR)	11/ 3.4	3.9	2.8	6.5	4.4	----	27/395	201/10.8	11.0	10.5			WZXL-F
WMGM-F (CHR)	11/ 3.4	4.8	5.3	5.3	7.6	----	17/294	190/10.2	16.1	16.3			WMGM-F
9. WBSS-F (CHR)	10/ 3.1	----	0.6	2.1	2.1	----	18/324	201/10.8	0.0	5.7			WBSS-F
WUSL-F (B)	10/ 3.1	1.8	2.2	1.8	2.6	----	11/157	146/ 7.8	4.7	0.0			WUSL-F
WMID-F (CL AOR)	10/ 3.1	5.7	2.8	3.2	3.8	----	13/266	197/10.6	14.7	10.0			WMID-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 80.15% (218 of 272) (SPG 90: 75.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAYV-F>>	1 WAYV-F>	1 WAYV-F>	1 WFGP-F>	1 WFGP-F>	1 WFGP-F>	1 WFGP-F>	1 WFGP-F>	1 WFGP-F>	1 WUSS	1 WMID >
2 WUSL-F	2 WUSS >	2 WFGP-F>	WAYV-F>>	2 WAYV-F>	2 WRDR-F>	2 WAYV-F>	2 WAYV-F>>	2 WAYV-F>	WRDR-F>	2 WUSS
WEGX-F	3 WFGP-F	3 WUSS >	3 WZXL-F	3 WUSS	3 WXTU-F	3 WRDR-F>>	3 WRDR-F	3 WUSS >	3 WMID	3 WOND
4	4 WZXL-F	4 WZXL-F	WMID-F	4 WXTU-F	4 WUSS	4 WUSS	4 WUSS	4 WMID	WAYV-F	WAYV-F
5	WUSL-F	WBSS-F	5	5 WZXL-F	WMID-F	5	WMID-F	5 WRDR-F	5 WFGP-F	5

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 WAYV-F>>	1 WAYV-F>	1 WAYV-F>	1 WAYV-F>	1 WFGP-F>	1 WUSS >	1 WAYV-F>	1 WZXL-F>	1 WAYV-F>	1 WFGP-F>
2 WUSL-F	2 WUSL-F	2 WUSL-F	2 WFGP-F>>	2 WAYV-F>	2 WAYV-F>	2 WUSS	WAYV-F>	2 WUSS	WAYV-F
WMHR-F	WUSS	WUSS	3 WUSL-F	3 WUSS	3 WKSZ-F	3 WZXL-F	3 WMHR-F>	WFGP-F	3 WMID-F
WUSS	WFGP-F	WFGP-F	WUSS	4	WBSS-F	4 WBSS-F	4 WYSP-F	4 WZXL-F	4 WZXL-F
WFGP-F	5	5	5	5	5	5	WMID-F	WMID-F	WXTU-F
							WFGP-F		
							WBSS-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		31 (4)	31 (4)	11.4	9.6	WFGP 1450	Atlantic City	0.9/5.1/	3/ 101
AOR/CLASSIC		32 (4)	32 (4)	11.8	13.0	WOND 1400	Pleasantv1/At1Ct	1.8/6.3/	9/ 161
AC/OLDIES/SOFT ROCK		48 (6)	48 (6)	17.6	18.1				
MOR/VARIETY						KYW 1060	Philadelphia	0.6/5.9/	4/ 142
COUNTRY		17 (1)	17 (1)	6.3	8.1	WEAZ-F 101.1	Philadelphia	0.3/3.9/	1/ 97
BLACK/URBAN	27 (1)	10 (1)	37 (2)	13.6	16.7	WEGX-F 106.1	Philadelphia	0.6/3.5/	2/ 76
BEAUTIFUL/EASY	3 (1)	44 (1)	47 (2)	17.3	15.6	WIOQ-F 102.1	Philadelphia	2.4/7.3/	8/ 142
NEWS/TALK	9 (3)	2 (1)	11 (4)	4.0	2.6	WIP 610	Philadelphia	0.3/2.7/	2/ 68
NOSTALGIA	15 (1)	23 (1)	38 (2)	14.0	14.4	WKSZ-F 100.3	Media	2.1/4.4/	7/ 97
RELIGION/GOSPEL		6 (1)	6 (1)	2.2		WKTU-F 98.3	Ocean City	1.8/6.8/	14/ 248
SPANISH						WMGK-F 102.9	Philadelphia	0.6/2.7/	4/ 63
CLASSICAL		5 (1)	5 (1)	1.8	1.9	WMHR-F 93.3	Philadelphia	2.1/10.0/	11/ 278
JAZZ/NEW AGE						WGLF-F 98.1	Philadelphia	0.9/3.9/	6/ 96
UNKNOWN/OTHERS						WSLT-F 106.3	Ocean Cty/Smrs	1.5/5.8/	13/ 189
						WVDB-F 98.5	Philadelphia	0.6/4.4/	6/ 100
						WYSP-F 94.1	Philadelphia	1.2/4.8/	5/ 116
						WYXR-F 104.5	Philadelphia	0.3/2.3/	1/ 51
	54 (6)	218 (21)	272 (27)						

RADIO STATIONS

WFGP	, 1450,	1 KW	-- See WFGP-FM						
WMID	, 1340,	1 KW	, Nostalgia	NBC TALKNT, \$15.00	(Banner)				
WOND	, 1400,	1 KW	, Talk	ABC MBS, \$14.00	(Mc-Guild)				
WUSS	, 1490,	1 KW/250 W	, Black	NBN, \$15.00	(Katz)				
WAYV-F	, 95.1,	50 KW @ 330	, Contemp/AC	, \$40.00	(Katz)	Ragan Henry			
WFGP-F	, 96.9,	50 KW @ 390	, EZ/Soft AC	, \$34.00	(Eastman)	Hartstone/Dickstein			
WMGM-F	, 103.7,	50 KW @ 395	, CHR	, \$23.00	(Mc-Guild)				
WMID-F	, 99.3,	3 KW @ 290	, CL AOR	, \$18.00	(Banner)				
WRDR-F	, 104.9,	3 KW @ 280	, Nostalgia	APR, \$12.00	(---)	(EGG HARBOR)			
WSLT-F	, 106.3,	3 KW @ 326	, Classical	UPI, \$20.00	(Groskin)	(OCEAN CITY)			
WZXL-F	, 100.7,	38 KW @ 330	, AOR	, \$15.00	(Durpetti)	(WILDWOOD)			
Other ranked stations -- see Philadelphia									

AUGUSTA

Arbitron Rank/Pop (12+): 109/333,400

Stations: 14/12
 Diaries: 822/406:1/50.5%
 Sample Target: 770
 % Below Line: 1.9
 % Not Listed: 11.6

1990 Revenue: \$9,600,000
 HH Inc.: \$29,543
 Retail \$: 2.8 Bil
 Pop per Station: 27,783
 #1 Biller: WBBQ-AF \$3,500,000

MSA Rank/Pop: 118/410,000

ADI # 110

Average Person Ratings: 17.3

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WBBQ-AF (CHR)	133/23.0	21.5	23.1	----	25.3	----	166/1888	1445/43.3	41.0	41.7	21.0	112	1642
2. WFXA-F (B)	90/15.6	13.1	14.6	----	13.7	----	105/969	830/24.9	20.0	23.0	21.4	126	970
3. WKXC-F (C)	83/14.4	15.6	9.1	----	8.1	----	114/1025	763/22.9	23.7	16.1	14.4	85	693
4. WZNY-F (AC)	45/ 7.8	9.6	10.4	----	10.5	----	69/1068	823/24.7	22.1	24.9	8.0	47	699
5. WRXR-F (AOR)	33/ 5.7	6.1	6.5	----	8.8	----	35/524	444/13.3	12.9	13.7	8.0	47	552
6. WCNA-F (EZ)	31/ 5.4	3.0	4.5	----	4.4	----	32/293	272/ 8.2	8.8	8.4	2.4	14	195
7. WKZK (G)	29/ 5.0	3.5	4.2	----	2.5	----	29/225	222/ 6.7	4.9	6.1	4.1	24	161
8. WOPW-F (AOR)	25/ 4.3	4.7	6.7	----	5.6	----	25/479	437/13.1	10.9	13.7	6.3	37	505
9. WGAC (BB)	17/ 2.9	4.6	3.2	----	2.6	----	18/259	249/ 7.5	9.3	8.5	2.4	14	218
10.													

12+ FM SHARE (METRO): 90.02% (460 of 511) (SPG 90: 88.43%)

TEENS	16-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WFXA-F	1 WBBQ-F
2 WBBQ-AF	2 WFXA-F	2 WFXA-F	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WFXA-F	2 WBBQ-AF	2 WFXA-F
3	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F
4	4 WRXR-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WRXR-F	4
5	5 WZNY-F	5 WRXR-F	5	5	5 WFXA-F	5	5	5	5	5

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 WFXA-F	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF
2 WBBQ-AF	2 WFXA-F	2 WFXA-F	2 WFXA-F	2 WKXC-F	2 WFXA-F	2 WFXA-F	2 WFXA-F	2 WFXA-F	2 WFXA-F
3 WOPW-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WKXC-F
4 WKXC-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WRXR-F	4 WRXR-F	4 WKZK	4 WRXR-F	4 WRXR-F
5 WZNY-F	5 WOPW-F	5	5	5	5	5	5 WKXC-F	5	5 WZNY-F
WRXR-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	5 (1)	128 (1)	133 (2)	26.0	25.7	WAJY-F 102.7 New Ellenton	1.0/5.0/ 6/ 172
AOR/CLASSIC		58 (2)	58 (2)	11.4	7.3	WMTZ-F 94.3 Martinez	1.4/6.2/ 8/ 225
AC/OLDIES/SOFT ROCK		59 (3)	59 (3)	11.5	14.6		
MOR/VARIETY					4.7	WCOS-F 97.5 Columbia	0.3/1.6/ 4/ 109
COUNTRY		85 (2)	85 (2)	16.6	18.7	WWDH-F 101.3 Sumter	1.6/4.0/ 31/ 382
BLACK/URBAN		99 (2)	99 (2)	19.4	18.3		
BEAUTIFUL/EASY		31 (1)	31 (1)	6.1	5.0		
NEWS/TALK							
NOSTALGIA	17 (1)		17 (1)	3.3			
RELIGION/GOSPEL	29 (1)		29 (1)	5.7	5.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	51 (3)	460 (11)	511 (14)				

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR/BIG BAND
 WKZK, 1600, 500 W (DAYS), GOSPEL

CBS, \$ 14.00 (Roslin)
 SBN, \$ 11.00 (Clayton)

WBBQ-F, 104.3, 100 KW @ 1003, CHR
 WCNA-F, 98.3, 1.4 KW @ 484, EZ
 WFXA-F, 103.1, 3 KW @ 300, BLACK
 WOPW-F, 102.3, 3 KW @ 328, CHR/DANCE
 WKXC-F, 95.5, 23 KW @ 728, COUNTRY

ABC, \$ 75.00 (Eastman)
 APR, \$ 14.00 (---) (CLEARWATER, SC)
 CBS, ABC, \$ 25.00 (Katz) Davis
 UNIULT, \$ 22.00 (Republic) HVS
 MBS, \$ 20.00 (McGuilid) (AIKEN, SC)

WMTZ-F, 94.3, 3 KW @ 300, OLDIES/AC
 WRDW-F, 96.7, 1 KW @ 515, BLACK
 WRXR-F, 56.3, 25 KW @ 900, AOR
 WZNY-F, 105.7, 100 KW @ 1167, AC

CNN, \$ 13.00 (K & P) (MARTINEZ)
 \$ 9.00 (K & P) (WRENS)
 ABC, \$ 21.00 (HNWH) (AIKEN, SC)
 APR, UNIPWR, \$ 48.00 (Christal) Sunny

Miscellaneous: WOPW-F - From CHR/Dance to AOR . . . WRDW A/F sold out of bankruptcy for \$150,000 . . . WZNY-F sold from Arrow to Benchmark for \$5,000,000 (LaRue) . . .

AUSTIN

Arbitron Rank/Pop (12+): 61/636,000

Stations: 21/17
Diaries: 1098/579:1/53.3%
Sample Target: 1050
% Below Line: 3.2
% Not Listed: 18.9

1990 Revenue: \$24,000,000
HH Inc.: \$31,525
Retail \$: 6.4 Btl
Pop per Station: 37,411
#1 Biller: KASE-F \$4,700,000

MSA Rank/Pop: 66/762,000

ADI # 71

Average Person Ratings: 15.9

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	135/13.4	12.2	15.8	19.8	14.5	15.3	184/1916	1350/21.2	26.7	28.6	14.4	151	1493	KASE-F
2. KLBJ-F (AOR)	82/ 8.1	7.0	9.0	8.6	9.4	8.2	92/1489	1269/20.0	20.3	22.7	9.0	94	1445	KLBJ-F
3. KKMJ-F (SAC)	74/ 7.3	8.5	8.3	6.4	7.6	7.6	88/1364	1175/18.5	18.2	17.7	6.4	67	860	KKMJ-F
4. KHFI-F (CHR)	74/ 7.3	7.6	7.9	7.6	8.6	7.6	82/1348	1203/18.9	19.7	20.1	6.6	69	1365	KHFI-F
5. KPEZ-F (CL AOR)	71/ 7.0	5.1	5.5	5.7	5.0	5.8	77/1156	1072/16.9	14.2	14.2	5.5	58	859	KPEZ-F
6. KLBJ (N/T)	61/ 6.0	6.5	3.8	4.3	5.0	5.2	71/1128	987/15.5	14.1	13.8	3.7	39	876	KLBJ
7. KBTS-F (CHR)	55/ 5.4	7.1	7.0	8.6	7.4	7.0	91/1930	1204/18.9	23.1	23.2	8.6	90	1570	KBTS-F
8. KGSR-F (AOR)	47/ 4.7	4.8	3.3	2.1	2.2	3.7	47/713	671/10.6	7.9	8.1	3.9	41	562	KGSR-F
9. KVET-F (C)	44/ 4.4	3.7	3.8	---	---	3.0	51/804	692/10.9	11.9	0.0	6.6	69	683	KVET-F
10. KLTD-F (O)	41/ 4.1	2.0	1.6	2.2	2.8	2.5	60/940	593/ 9.3	7.3	8.4	3.4	36	357	KLTD-F
11. KEYI-F (AC)	33/ 3.3	4.5	4.0	4.0	4.4	4.0	35/870	777/12.2	12.1	14.9	4.2	44	683	KEYI-F
12. KHOW (BB)	17/ 1.7	2.5	0.8	1.3	0.5	1.6	18/280	239/ 3.8	1.9	1.5	2.7	28	477	KHOW
13. KATG-F (C)	17/ 1.7	1.1	0.9	1.5	1.2	1.3	22/465	282/ 4.4	5.7	5.9	1.0	10	259	KATG-F
14. KTXZ (SP)	14/ 1.4	1.6	1.6	1.6	1.6	1.5	15/140	122/ 1.9	3.3	2.9	1.1	12	207	KTXZ
15. KXTN-F (SP)	11/ 1.1	---	---	---	---	0.3	13/181	152/ 2.4	0.0	0.0				KXTN-F
16. KVET (C)	11/ 1.1	1.1	1.6	3.6	2.7	1.9	15/239	176/ 2.8	6.9	8.4	0.8	8	207	KVET

12+ FM SHARE (METRO): 84.00% (688 of 819) (SPG 90: 83.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F
2 KHFI-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KLBJ-F	2 KKMJ-F	2 KPEZ-F	2 KHFI-F	2 KLBJ-F
3 KASE-F	3 KPEZ-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F	3 KLBJ >	3 KLBJ	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3
4	4 KHFI-F	4 KHFI-F	4 KPEZ-F	4 KPEZ-F	4 KLTD-F	4 KKMJ-F	4 KHFI-F	4 KHFI-F	4 KPEZ-F	4
5	5 KBTS-F	5 KKMJ-F	5 KGSR-F	5 KGSR-F	5 KVET-F	5 KHFI-F	5 KPEZ-F	5 KLBJ-F	5 KBTS-F	5
6	6 KGSR-F	6 KGSR-F	6 KLTD-F	6 KLTD-F	6	6	6 KLBJ	6	6 KGSR-F	6

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 KHFI-F	1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KPEZ-F	1 KPEZ-F	1 KLBJ-F	1 KPEZ-F	1 KLBJ-F
2 KBTS-F	2 KASE-F	2 KGSR-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KASE-F	2 KLBJ-F	2 KASE-F
3 KASE-F	3 KBTS-F	3 KLBJ-F	3 KHFI-F	3 KGSR-F	3 KHFI-F	3 KASE-F	3 KPEZ-F	3 KASE-F	3 KPEZ-F
4 KLBJ-F	4 KLBJ-F	4 KHFI-F	4 KBTS-F	4 KLTD-F	4 KASE-F	4 KHFI-F	4 KGSR-F	4 KLBJ	4 KLBJ
5 KKMJ-F	5 KGSR-F	5 KEYI-F	5 KLBJ-F	5 KLBJ-F	5 KLBJ	5 KGSR-F	5 KVET-F	5 KHFI-F	5 KGSR-F
6	6 KKMJ-F	6 KPEZ-F	6 KGSR-F	6	6 KBTS-F	6 KLBJ	6	6 KGSR-F	6 KVET-F
7	7 KEYI-F	7 KBTS-F							7 KLTD-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		133 (3)	133 (3)	16.2	19.4	KIXL	970	Del Valle/Austn	0.4/2.8/	4/ 187
AOR/CLASSIC		200 (3)	200 (3)	24.4	18.6	KTAE	1260	Taylor	0.7/1.1/	9/ 129
AC/OLDIES/SOFT ROCK		148 (3)	148 (3)	18.1	22.4					
MOR/VARIETY						KSAH	720	Universal City	1.0/1.2/	10/ 101
COUNTRY	18 (2)	196 (3)	214 (5)	26.1	22.0	KTFM-F	102.7	San Antonio	0.4/1.2/	4/ 82
BLACK/URBAN						WOAI	1200	San Antonio	0.7/3.0/	26/ 403
BEAUTIFUL/EASY					1.5					
NEWS/TALK	72 (3)		72 (3)	8.8	8.4					
NOSTALGIA	17 (1)		17 (1)	2.1	0.6					
RELIGION/GOSPEL										
SPANISH	24 (2)	11 (1)	35 (3)	4.3	3.2					
CLASSICAL										
JAZZ/NEW AGE					2.6					
UNKNOWN/OTHERS					1.3					
	131 (8)	688 (13)	819 (21)							

RADIO STATIONS

KLBJ , 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$36.00	(Eastman)
KTXZ , 1560,	2.5 KW (DA-2),	Hispanic	UNIULT, \$13.00	(---)
KVET , 1300,	5 KW/1 KW (DA-2),	Country	ABC, \$25.00	(Katz)
KATG-F, 94.7,	100 KW @ 1257 ,	Country	\$21.00	(Durpetti)
KBTS-F, 93.3,	100 KW @ 1949 ,	CHR	\$58.00	(Christal)
KEYI-F, 103.5,	100 KW @ 1257 ,	AC	\$50.00	(Banner)
KGSR-F, 107.1,	46 KW @ 516 ,	AOR	\$25.00	(Mc-Guild)
KVET-F, 98.1,	100 KW @ 702 ,	Country	\$45.00	(NA)
KKMJ-F, 95.5,	100 KW @ 1001 ,	Soft AC	\$75.00	(MHR)
KLBJ-F, 93.7,	97 KW @ 1050 ,	AOR	\$68.00	(Eastman)
KLTD-F, 99.1,	19 KW @ 1814 ,	Oldies	UNIULT, \$24.00	(Torbet)
KPEZ-F, 102.3,	3 KW @ 300 ,	Classic AOR	\$35.00	(Christal)
KHFI-F, 96.7,	100 KW @ 951 ,	CHR	\$29.00	(Banner)
KASE-F, 100.7,	100 KW @ 1190 ,	Country	\$100.00	(Katz)
				(LULING)
				Booth/Genesis (KILLEEN)
				Degree (SAN MARCOS)
				Beasley (BASTROP)
				Spur Austin
				Tremont
				Shamrock-Lynett (LAMPASAS)
				Clear Channel
				Rusk (GEORGETOWN)

Miscellaneous: KFON to KKMJ and format from Talk to AC (simulcast with FM) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 95/366,900
MSA Rank/Pop: 91/544,000
ADI # 142
Average Person Ratings: 16.1
Market TSL: 22.00 hours

Stations: 29/23
Diaries: 803/457:1/47.6%
Sample Target: 790
% Below Line: 5.1
% Not Listed: 15.3

1990 Revenue: \$14,700,000
MM Inc.: \$34,834
Retail \$: 3.3 Bill
Pop per Station: 15,952
#1 Biller: KUZZ-AF \$3,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	B'rch Share	Birch AQH	Birch Cume	
1. KUZZ-F (C)	73/12.4	16.3	14.4	----	12.9	10.8	79/1118	930/25.3	22.8	21.4	16.9	98	944	KUZZ-F
2. KXXX-F (CHR)	68/11.5	13.9	13.8	----	13.6	9.8	70/919	881/24.0	24.8	25.8	17.0	99	1112	KXXX-F
3. KERN (N/T)	40/ 6.8	7.3	5.7	----	4.2	4.9	40/619	575/15.7	11.4	10.5	4.6	27	435	KERN
4. KGFM-F (EZ)	36/ 6.1	6.0	6.4	----	8.0	4.6	37/457	434/11.8	12.6	12.8	4.3	25	457	KGFM-F
5. KKBB-F (CL AOR)	33/ 5.6	4.3	3.4	----	5.1	3.3	35/467	411/11.2	9.9	10.3	7.2	42	526	KKBB-F
6. KWAC (SP)	30/ 5.1	6.3	5.6	----	5.1	4.3	31/317	291/ 7.9	9.3	7.2	3.3	19	489	KWAC
7. KERN-F (O)	29/ 4.9	3.3	5.2	----	3.4	3.3	30/487	466/12.7	10.5	10.1	4.0	23	487	KERN-F
8. KAFY (SP)	27/ 4.6	4.7	5.9	----	6.7	3.8	27/290	273/ 7.4	8.9	7.2	4.3	20	256	KAFY
9. KLLY-F (AC)	21/ 3.6	5.2	3.0	----	1.6	2.9	22/429	393/10.7	9.2	5.4	3.3	19	283	KLLY-F
10. KCWR (C)	18/ 3.1	3.5	4.6	----	6.7	2.8	29/381	277/ 7.5	9.1	12.1	5.3	31	504	KCWR
11. KNZR (N/T)	16/ 2.7	2.2	1.5	----	0.7	1.6	17/333	290/ 7.9	6.8	3.2	1.4	8	255	KNZR
12. KBOS-F (CHR)	13/ 2.2	1.7	1.3	----	2.1	1.3	38/646	144/ 3.9	3.7	6.3	2.6	15	368	KBOS-F
13. KJWI-F (CL)	13/ 2.2	1.3	2.1	----	1.6	1.4	14/236	209/ 5.7	5.7	5.1	1.4	8	120	KJWI-F
14. KRAB-F (AOR)	12/ 2.0	1.6	3.0	----	2.7	1.6	12/213	213/ 5.8	8.1	8.5	3.6	21	435	KRAB-F
15.														

12+ FM SHARE (METRO): 68.14% (340 of 499) (SPG 90: 64.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 <KXXX-F>	1 KXXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KXXX-F	1 KUZZ-F
2	2 KKBB-F	2 KXXX-F	2 KERN	2 KERN	2 KGFM-F	2 KXXX-F	2 KXXX-F	2 KXXX-F	2 KUZZ-F	2 KERN
3	3 KUZZ-F	3 KKBB-F	3 KXXX-F	3 KXXX-F	3 KERN	3 KERN	3 KERN	3 KERN-F	3 KAFY	3 KAFY
4	4 KAFY	4 KERN-F	4 KERN-F	4 KERN-F	4 KWAC	4 KWAC	4 KGFM-F	4 KGFM-F	4 KNZR	4 KWAC
5	5 KERN-F	5 KERN	5 KAFY	5 KLLY-F	5 KCWR	5 KKBB-F	5 KWAC	5 KKBB-F	5 KGFM-F	5 KXXX-F
6	6 KERV-F	6	6	6 KGFM-F	6	6	6	6	6	6

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 KXXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KKBB-F	1 KKBB-F	1 KAFY	1 KUZZ-F	1 KUZZ-F
2 KUZZ-F	2 KXXX-F	2 KXXX-F	2 KXXX-F	2 KXXX-F	2 KXXX-F	2 KXXX-F	2 KUZZ-F	2 KXXX-F	2 KERN
3 KKBB-F	3 KKBB-F	3 KWAC	3 KKBB-F	3 KLLY-F	3 KBOS-F	3 KUZZ-F	3 KXXX-F	3 KKBB-F	3 KGFM-F
4 KAFY	4 KAFY	4 KLLY-F	4 KAFY	4 KWAC	4 KUZZ-F	4 KBOS-F	4 KERN	4 KERN	4 KERN-F
5	5	5 KERN	5 KLLY-F	5 KERN-F	5	5 KAFY	5 KERN	5 KERN-F	5 KXXX-F
6	6	6 KAFY	6 KERN-F	6 KAFY	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/FTG/AQH/CUME
TOP 40/CHR/CONTEMP		92 (3)	92 (3)	18.4	18.3	KCHT-F 99.3	Bakersfield 1.9/4.6/ 11/ 169
AOR/CLASSIC		48 (3)	48 (3)	9.6	9.1	KDNO-F 98.5	Delano 0.3/1.3/ 11/ 223
AC/OLDIES/ROCK	8 (1)	62 (5)	70 (6)	14.0	11.7	KERI 1180	Wasco 0.5/2.5/ 4/ 119
MOR/VARIETY					6.8	KGEO 1230	Bakersfield 1.4/6.1/ 8/ 223
COUNTRY	18 (1)	79 (3)	97 (4)	19.4	23.5	KHIS-F 96.5	Bakersfield 0.7/4.3/ 4/ 159
BLACK/URBAN						KERV-F 102.3	Kernville 1.2/2.5/ 9/ 118
BEAUTIFUL/EASY		36 (1)	36 (1)	7.2	9.3	KMYX-F 103.9	Taft 0.3/2.0/ 6/ 112
NEWS/TALK	45 (4)		65 (4)	13.0	0.8	KSUV-F 102.9	Bakersfield 0.7/2.2/ 5/ 90
NOSTALGIA					0.4	KTIE-F 107.1	Bakersfield 0.7/3.6/ 4/ 133
RELIGION/GOPEL	3 (1)	6 (2)	9 (3)	1.8	1.9	KVLI 1140	Lake Isabella 1.4/1.3/ 8/ 46
SPANISH	57 (2)	4 (1)	61 (3)	12.2	14.8		
CLASSICAL		13 (1)	13 (1)	2.6	1.9	KFSO-F 92.9	Visalia 0.5/1.5/ 26/ 497
JAZZ/NEW AGE						KLOS-F 95.5	Los Angeles 0.5/2.3/ 9/ 154
UNKNOWN/OTHERS	3 (1)		8 (1)	1.6	1.6	KMJ 580	Fresno 1.0/2.7/ 34/ 427
	159 (10)	340 (19)	499 (29)			KMMA-F 107.5	Hanford 0.3/2.2/ 8/ 224
						KNX 1070	Los Angeles 0.5/1.6/ 10/ 179

RADIO STATIONS

KAFY, 970, 1 KW @ 1310, OLDIES, UPI, \$ 20.00 (Caballero)
KERN, 1410, 1 KW @ 1280, EZ/BLFL, NEWS/TALK, ABC TALKNT, \$ 20.00 (Christal)
KGEO, 1230, 1 KW @ 164, CLASSICAL, CBS UNISUP, \$ 16.00 (McGuild)
KCWR, 550, 5 KW @ DA-2: -- SEE KUZZ-F
KWAC, 1490, 1 KW @ 584, CHR, \$ 28.00 (Lotus)
KERN-F, \$4.1, 5 KW @ 1310, OLDIES, UNISUP, \$ 24.00 (Christal)
KGFM-F, \$01.5, 5 KW @ 1280, EZ/BLFL, UNISUP, \$ 29.00 (McGuild)
KJWI-F, \$2.1, 3 KW @ 164, CLASSICAL, \$ 21.00 (CMBS)
KKBB-F, \$7.7, 3 KW @ 328, CLASSIC AOR, \$ 30.00 (Eastman)
KXXX-F, \$05.3, 35 KW @ 584, CHR, \$ 34.00 (Banner)
KLLY-F, \$5.3, 2 KW @ 394, AC, APR, \$ 20.00 (HNNH)
KRAB-F, \$06.3, 2 KW @ 374, AOR, UNISUP, \$ 15.00 (Durpetti)
KUZZ-F, \$07.9, 6 KW @ 1358, COUNTRY, \$ 59.00 (Katz)
KHIS-F, \$6.5, 50 KW @ 500, RELIGION, \$ N/A (---)
KTIE-F, \$07.1, 3 KW @ 160, ??, \$ N/A (K & P)

Miscellaneous: KGEO sold to Atsinger for \$400,000 (MVP) . . . KGFM-F sold for \$1,500,000 (HVP) . . .

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,019,800

Stations: 35/20

1990 Revenue: \$62,300,000

MSA Rank/Pop: 17/2,400,000

Diaries: 1899/1064:1/49.7%

HH Inc.: \$36,013

ADI # 22

Sample Target: 1830

Retail \$: 18.0 Bil

Average Person Ratings: 17.2

% Below Line: 14.4

Pop per Station: 100,990

Market TSL: 22.75 hours

% Not Listed: 11.5

#1 Biller: WBAL \$10,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WBAL (N/T)	313/ 9.0	8.6	6.8	9.0	8.8	8.4	329/4081	3771/18.7	17.8	21.0	6.3	234	3407	WBAL
2. WXYV-F (B)	301/ 8.6	9.6	8.1	9.5	8.2	9.0	313/3624	3389/16.8	15.9	16.0	10.6	395	4003	WXYV-F
3. WIYY-F (AOR)	271/ 7.8	7.3	6.8	7.6	6.7	7.4	310/3928	3382/16.7	15.3	15.8	9.4	349	3694	WIYY-F
4. WPOC-F (C)	243/ 7.0	5.8	7.4	5.4	6.8	6.4	286/3605	3109/15.4	13.7	13.1	7.4	274	2633	WPOC-F
5. WLIF-AF (SAC)	242/ 6.9	8.1	8.7	6.9	6.5	7.7	276/3527	3196/15.8	18.2	14.8	5.4	192	1942	WLIF-AF
6. WWMX-F (AC)	208/ 6.0	5.1	6.6	5.4	6.1	5.8	221/3227	3000/14.9	17.7	16.5	4.7	176	2749	WWMX-F
7. WQSR-F (O)	197/ 5.7	4.5	5.7	4.9	5.0	5.2	207/3008	2804/13.9	14.2	11.6	3.8	142	1965	WQSR-F
8. WWIN-F (B)	142/ 4.1	3.3	3.3	2.5	2.2	3.3	142/1914	1914/ 9.5	7.6	5.4	3.4	127	1662	WWIN-F
9. WBSB-F (CHR)	141/ 4.0	5.0	5.0	6.8	5.8	5.2	169/3273	2822/14.0	15.5	18.9	4.0	150	3261	WBSB-F
10. WHFS-F (AOR)	111/ 3.2	2.3	2.7	2.9	2.4	2.8	115/1740	1656/ 8.2	7.0	7.7	3.9	143	1760	WHFS-F
11. WCBM (T)	100/ 2.9	3.6	3.2	3.2	3.0	3.2	103/1251	1180/ 5.8	5.6	6.0	2.4	88	990	WCBM
12. WGRX-F (CL AOR)	87/ 2.5	2.0	2.6	2.4	1.8	2.4	125/2324	1777/ 8.8	8.9	7.3	3.7	137	1918	WGRX-F
13. WITH (BB)	73/ 2.1	2.7	2.3	1.8	2.2	2.2	73/742	742/ 3.7	5.4	4.4	1.2	45	637	WITH
14. WWIN (G)	55/ 1.6	1.8	0.7	1.1	1.5	1.3	55/908	908/ 4.5	3.4	4.4	2.3	85	1111	WWIN
15. WRBS-F (G)	54/ 1.6	0.9	1.9	1.3	1.3	1.4	55/839	773/ 3.8	4.0	2.9	2.3	87	975	WRBS-F
WBGR (REL)	54/ 1.6	1.3	2.2	2.4	2.9	1.9	54/618	611/ 3.0	4.0	4.3	2.1	78	854	WBGR
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 76.62% (2363 of 3084) (SPG 90: 74.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIYY-F	1 WIYY-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WBAL	1 WBAL	1 WLIF-AF	1 WXYV-F	1 WXYV-F	1 WXYV-F
2 WXYV-F	2 WXYV-F	2 WIYY-F	2 WXYV-F	2 WQSR-F	2 WLIF-AF	2 WXYV-F	2 WBAL	2 WIYY-F	2 WBAL	2 WBAL
3 WBSB-F	3 WWMX-F	3 WWMX-F	3 WQSR-F	3 WXYV-F	3 WPOC-F	3 WIYY-F	3 WXYV-F	3 WWMX-F	3 WIYY-F	3 WLIF-F
4	4 WHFS-F	4 WQSR-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WPOC-F	4 WWMX-F	4 WPOC-F	4 WWIN-F	4 WWIN-F
5	5 WPOC-F	5 WPOC-F	5 WIYY-F	5 WLIF-AF	5 WXYV-F	5 WLIF-AF	5 WQSR-F	5 WBAL	5 WPOC-F	5 WPOC-F
6	6 WGRX-F	6 WWIN-F	6 WWIN-F	6 WBAL	6 WWMX-F	6 WQSR-F	6 WPOC-F	6 WLIF-AF	6 WCBM	6 WIYY-F
7	7 WWIN-F	7 WHFS-F	WBAL	7 WIYY-F	7 WCBM	7 WWMX-F	7 WIYY-F	7 WQSR-F	7 WWMX-F	7
	8 WBSB-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 WXYV-F	1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WQSR-F
2 WIYY-F	2 WIYY-F	2 WWMX-F	2 WWMX-F	2 WLIF-AF	2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WBAL
3 WHFS-F	3 WWMX-F	3 WIYY-F	3 WWIN-F	3 WXYV-F	3 WGRX-F	3 WHFS-F	3 WHFS-F	3 WQSR-F	3 WPOC-F
4 WWMX-F	4 WBSB-F	4 WBSB-F	4 WIYY-F	4 WPOC-F	4 WHFS-F	4 WWMX-F	4 WWMX-F	4 WBAL	4 WIYY-F
5 WWIN-F	5 WPOC-F	5 WLIF-AF	5 WBSB-F	5 WQSR-F	5	5 WGRX-F	5 WPOC-F	5 WWMX-F	5 WXYV-F
6 WBSB-F	6 WWIN-F	6 WPOC-F	6 WQSR-F	6 WWIN-F	6	6 WPOC-F	6 WQSR-F	6 WPOC-F	6 WWMX-F
7	7 WPOC-F	7 WWIN-F	7 WLIF-AF	7 WBSB-F	7	7	7	7 WHFS-F	7 WHFS-F
			8 WPOC-F						

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		211 (3)	211 (3)	6.8	9.9	WCAO 600 Baltimore	1.3/3.4/ 46/ 733		
AOR/CLASSIC		532 (5)	532 (5)	17.3	14.3	WHYY-F 103.1 Grasonv1/Bltmor	0.4/1.5/ 16/ 343		
AC/OLOIES/SOFT ROCK	13 (2)	751 (8)	764 (10)	24.8	18.6	WYST 1010 Baltimore	0.1/0.3/ 3/ 70		
MOR/VARIETY	19 (1)		19 (1)	0.6	0.3	WYST-F 92.3 Baltimore	1.2/5.1/ 44/1089		
COUNTRY	45 (1)	260 (2)	305 (3)	9.9	10.2				
BLACK/URBAN		518 (4)	518 (4)	16.8	15.7	WASH-F 97.1 Washington	0.6/2.2/ 26/ 538		
BEAUTIFUL/EASY		23 (1)	23 (1)	0.7	8.9	WAVA-F 105.1 Arlington/Wash	0.5/3.0/ 26/ 786		
NEWS/TALK	462 (3)		462 (3)	15.0	14.4	WGAY-F 99.5 Washington	0.7/1.8/ 25/ 394		
NOSTALGIA	73 (1)		73 (1)	2.4	2.5	WGMS-F 103.5 Washington	0.4/1.1/ 14/ 247		
RELIGION/GOSPEL	109 (2)	54 (1)	163 (3)	5.3	4.8	WHUR-F 96.3 Washington	1.5/5.6/ 54/1193		
SPANISH						WKYS-F 93.9 Washington	0.7/2.5/ 28/ 568		
CLASSICAL		14 (1)	14 (1)	0.5	0.4	WLTT-F 94.7 Bethesda/Washg	0.4/1.1/ 17/ 292		
JAZZ/NEW AGE						WMAL 630 Washington	0.5/1.1/ 20/ 260		
UNKNOWN/OTHERS						WMZQ-F 98.7 Washington	0.5/1.7/ 31/ 509		
	721 (10)	2363 (25)	3084 (35)			WPGC-F 95.5 Morningside	1.5/7.0/ 54/1505		
						WRQX-F 107.3 Washington	0.7/3.8/ 24/ 891		
						WTOP 1500 Washington	1.4/4.7/ 52/1013		
						WDOC-F 101.1 Washington	1.4/7.1/ 63/1678		
						WXTR-F 104.1 Waldorf/Wshngtn	0.4/1.0/ 16/ 259		

BALTIMORE

RADIO STATIONSAM STATIONS

WBAL, 1030, 50 KW (DA-N1) , NEWS/TALK
 WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL/RELIGION
 WCAO, 690, 5 KW (DA-1) , COUNTRY
 WCBM, 680, 10 KW/5 KW (DA-2) , TALK

WFBB, 1350, 5 KW/1.7 KW (DA-1), BLACK
 WITH, 1230, 1 KW , NOSTALGIA
 WWIN, 1400, 1 KW , GOSPEL
 WYST, 1010, 1 KW (DAYS) , OLDIES

CBS, \$ 135.00 (HNWH)
 NBN, \$ 45.00 (Roslin)
 NBC, \$ 52.00 (Mc-Guild)
 ABC, \$ 48.00 (Katz)

Hearst
 Mortenson
 Summit

SBN, \$ 33.00 (Roslin)
 MBS, \$ 38.00 (---)
 , \$ 32.00 (Durpetti)
 APR, \$ 30.00 (MMR)

Ragan Henry
 United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR
 WGRX, 100.7, 16 KW @ 861, CLASSIC AOR

WIVY, 97.9, 13 KW @ 946, AOR
 WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC
 WPOC, 93.1, 16 KW @ 860, COUNTRY

WQSR, 105.7, 50 KW @ 492, OLDIES
 WRBS, 95.1, 50 KW @ 500, RELIGION
 WWIN, 95.9, 3 KW @ 300, URBAN/CHR
 WWMX, 106.5, 7 KW @ 1217, AC
 WXYV, 102.7, 50 KW @ 437, BLACK
 WYST, 92.3, 10 KW @ 560, AC

ABC, \$ 135.00 (Banner)
 ABC, \$ 55.00 (Durpetti)

Scrpps-Howard
 Shamrock-Lynett
 (WESTMINSTER)

ABC, \$ 117.00 (HNWH)
 , \$ 168.00 (Christal)
 , \$ 110.00 (Banner)

Hearst
 Infinity
 Nationwide

, \$ 102.00 (MMR)
 , \$ 20.00 (---)
 , \$ 60.00 (Durpetti)
 , \$ 170.00 (Katz)
 , \$ 138.00 (McGuird)
 APR, \$ 66.00 (MMR)

Sconnix
 Ragan Henry
 Capitol-Goodman
 Summit
 United

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/431,900

Stations: 18/13
Diaries: 876/493:1/49.7%
Sample Target: 885
% Below Line: 10.9
% Not Listed: 13.2

1990 Revenue: \$12,200,000
MH Inc.: \$28,134
Retail \$: 4.0 Btl
Pop per Station: 33,223
#1 Biller: WYNK-AF \$2,700,000

MSA Rank/Pop: 92/543,000

ADI # 94

Average Person Ratings: 15.1

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WYNK-F (C)	99/15.2	13.0	17.4	13.0	11.1	14.6	248/2892	1174/27.2	27.0	24.9	17.9	136	1177
2. KQXL-F (B)	92/14.1	12.1	14.1	10.1	12.4	12.6	127/1201	843/19.5	21.5	20.3	19.3	146	1343
3. WFHF-F (CHR)	68/10.4	12.1	8.1	11.1	11.3	10.4	110/1679	1037/24.0	25.3	26.0	10.4	79	1212
4. WXOK (B)	48/ 7.4	9.7	8.4	9.2	9.9	8.7	59/790	666/15.7	16.3	15.1	6.7	51	710
5. WGGZ-F (O)	46/ 7.0	5.3	4.8	5.5	5.3	5.7	80/1302	631/14.6	19.4	19.8	5.8	44	515
6. WTGE-F (AOR)	38/ 5.8	3.9	4.0	5.8	6.0	4.9	60/1198	727/16.8	12.8	15.6	5.5	42	563
7. WJBO (N/T)	34/ 5.2	5.1	5.5	3.7	3.5	4.9	38/635	532/12.3	15.4	9.4	3.3	25	383
8. WKJN-F (C)	33/ 5.1	4.1	5.0	4.8	4.8	4.8	79/1268	581/13.5	13.2	13.9	5.5	42	631
9. WCKW-F (AOR)	22/ 3.4	3.7	3.4	3.0	2.9	3.4	64/1059	489/11.3	10.0	9.5	4.7	36	515
10. KDEA-F (SAC)	20/ 3.1	1.7	1.8	2.0	1.2	2.2	54/815	278/ 6.4	4.2	4.3	0.9	7	145
11. WNDC (G)	15/ 2.3	4.0	2.3	1.7	1.6	2.6	15/188	188/ 4.4	5.3	4.3	2.9	22	258
12. WQUE-F (B)	13/ 2.0	1.6	2.4	0.7	0.7	1.7	40/634	208/ 4.8	4.4	1.6	1.5	11	173
13. KHOM-F (O)	11/ 1.7	3.3	5.0	5.9	4.7	4.0	61/959	307/ 7.1	13.2	14.2	2.2	17	294
KIEZ-F (EZ)	11/ 1.7	1.4	3.1	2.7	2.8	2.2	11/215	165/ 3.8	5.5	5.7	1.1	8	133

12+ FM SHARE (METRO): 81.83% (464 of 567) (SPG 90: 74.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHF-F>>	1 KQXL-F	1 KQXL-F	1 WYNK-F	1 WYNK-F	1 WYNK-F>	1 WYNK-F>	1 WYNK-F	1 WYNK-F<	1 KQXL-F>>	1 WYNK-F>
2 KQXL-F	2 WYNK-F	2 WYNK-F>	2 KQXL-F>	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WYNK-F	2 KQXL-F
3	3 WFHF-F	3 WFHF-F	3 WGGZ-F	3 WGGZ-F	3 WJBO	3 WFHF-F>	3 WFHF-F	3 WFHF-F>	3 WFHF-F>	3 WFHF-F
4	4 WTGE-F>	4 WGGZ-F<	4 WXOK	4 WXOK	4 WGGZ-F	4 WGGZ-F<	4 WGGZ-F	4 WGGZ-F	4 WXOK	4 WJBO
5	5 WXOK	5 WTGE-F	5 WFHF-F	5 WFHF-F	5 WXOK	5 WJBO	5 WJBO	5 WTGE-F	5 WJBO	5 WXOK
6	6	6 WXOK	6 WKJN-F	6 WTGE-F	6	6 WJBO	6	6	6	6
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 KQXL-F>	1 KQXL-F	1 WYNK-F	1 KQXL-F	1 WYNK-F		1 KQXL-F	1 WYNK-F	1 WYNK-F	1 KQXL-F<	1 WYNK-F
2 WFHF-F>	2 WFHF-F	WFHF-F	2 WYNK-F	2 KQXL-F		2 WYNK-F>	KQXL-F>	2 KQXL-F>	2 WYNK-F>>	2 KQXL-F>
3 WTGE-F	3 WYNK-F	KQXL-F>	3 WFHF-F>	3 WFHF-F		WFHF-F>>	3 WTGE-F	3 WTGE-F	3 WTGE-F	3 WTGE-F
4 WYNK-F	4 WXOK	4 WXOK	4 WXOK	4 WXOK		4 WGGZ-F	4 WFHF-F	4 WCKW-F	WGGZ-F>	WGGZ-F
WXOK	WTGE-F	5 WTGE-F	5 WGGZ-F	5 WGGZ-F		5	5 WCKW-F	5 WKJN-F	5 WKJN-F	5 WJBO
6	6	6	6	6 WKJN-F		6	6	6 WXOK	WFHF-F	6 WKJN-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS			METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----			SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		68 (1)	68 (1)	12.0	18.9	WTKL	1260	Baton Rouge		0.5/2.6/	10/	138
AOR/CLASSIC		60 (2)	60 (2)	10.6	3.3	WXLT-F	94.1	McComb		0.9/4.4/	9/	274
AC/OLDIES/SOFT ROCK		88 (5)	88 (5)	15.5	13.5	WYNK	1380	Baton Rouge		0.5/2.2/	5/	160
MOR/VARIETY												
COUNTRY	3 (1)	132 (2)	135 (3)	23.8	21.2	KTDY-F	99.9	Lafayette		0.8/3.6/	29/	678
BLACK/URBAN	48 (1)	105 (2)	153 (3)	27.0	26.0							
BEAUTIFUL/EASY	3 (1)	11 (1)	14 (2)	2.5	6.2							
NEWS/TALK	34 (1)		34 (1)	6.0	5.3							
NOSTALGIA												
RELIGION/GOSPEL	15 (1)		15 (1)	2.6	5.6							
SPANISH												
CLASSICAL												
JAZZ/NEW AGE												
UNKNOWN/OTHERS												
	-----	-----	-----									
	103 (5)	464 (13)	567 (18)									

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	Talk	CBS TALKNT, \$20.00	(HNWH)	Jenne
WLUX , 1550, 5 KW (DAYS)	Religion	, \$10.00	(---)	Swaggart
WNDC , 910, 1 KW (DA-1)	Gospel	, \$12.00	(Eastman)	
WTKL , 1260, 1 KW (DAYS)	EZ	NBC, \$13.00	(In House)	
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	NBC, \$20.00	(Banner)	
KIEZ-F, 96.3, 3 KW @ 328	EZ	, \$15.00	(---)	(BRUSLY)
KQXL-F, 106.5, 50 KW @ 484	Black	SBN ABC, \$25.00	(Banner)	(NEW ROADS)
WFHF-F, 102.5, 100 KW @ 1250	CHR	UNIPWR, \$46.00	(HNWH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	Oldies	CBS, ABC , \$39.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1003	Country	MBS, \$44.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 690	AOR	ABC, \$32.00	(Eastman)	
WXL-F, 94.1, 100 KW @ 983	Soft AC	, \$14.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1500	Country	ABC, \$64.00	(Katz)	Narragansett

Miscellaneous: WGGZ-F - From CHR to Oldies (March) . . .

BINGHAMTON

Arbitron Rank/Pop (12+): 147/221,600

MSA Rank/Pop: 169/264,000

ADI # 134

Average Person Ratings: 16.4

Market TSL: 21.75 hours

Stations: 13/11

Diaries: 743/298:1/57.5%

Sample Target: 735

% Below Line: 1.4

% Not Listed: 16.2

1990 Revenue: \$7,300,000

HH Inc.: \$33,274

Retail \$: 2.0 Bill

Pod per Station: 20,145

#1 Biller: WAAL-F \$1,650,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WAAL-F (CHR)	50/16.5	18.6	22.6	----	19.5	----	101/1469	824/37.2	40.4	42.3	28.0	104	892
2. WMBF (FS)	54/14.8	10.3	14.9	----	15.9	----	59/612	550/24.8	18.6	25.1	9.7	36	486
3. WHWK-F (C)	51/14.0	15.1	14.7	----	15.1	----	111/1043	574/25.9	24.2	20.8	15.1	56	600
4. WKGB-F (CL AOR)	34/ 9.3	8.0	6.3	----	6.0	----	39/518	419/18.9	14.6	12.9	12.9	48	536
5. WMXW-F (SAC)	26/ 7.1	5.1	5.7	----	1.9	----	30/487	407/18.4	14.3	13.3	3.8	14	197
WMRV-F (AC)	26/ 7.1	9.4	9.2	----	10.7	----	35/645	487/22.0	24.9	21.0	5.9	22	402
7. WINR (BR)	19/ 5.2	5.7	4.1	----	5.5	----	23/336	267/12.0	9.0	11.9	4.9	18	187
8. WQXT-F (O)	17/ 4.7	4.0	3.5	----	3.6	----	17/302	295/13.3	13.2	12.2	2.2	8	223
9. WFNE (O)	7/ 1.9	2.9	1.4	----	2.7	----	7/168	162/ 7.3	7.6	7.9	0.8	3	70
10. WVR-AM (AC)	6/ 1.7	0.6	0.8	----	0.6	----	10/122	64/ 2.9	2.5	1.9			

12+ FM SHARE (METRO): 73.44% (224 of 305) (SPG 90: 73.58%)

TFENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F	1 WAAL-F	1 WAAL-F	1 WHWK-F	1 WHWK-F	1 WMBF	1 WMBF	1 WAAL-F	1 WAAL-F	1 WAAL-F	1 WMBF
2	2 WKGB-F	2 WKGB-F	2 WAAL-F	2 WAAL-F	2 WHWK-F	2 WAAL-F	2 WMBF	2 WHWK-F	2 WMBF	2 WAAL-F
3	3 WHWK-F	3 WHWK-F	3 WKGB-F	3 WHWK-F	3 WINR	3 WHWK-F	3 WHWK-F	3 WMBF	3 WHWK-F	3 WMBF
4	4 WMRV-F	4 WMRV-F	4 WMXW-F	4 WKGB-F	4 WMXW-F	4	4 WMRV-F	4 WKGB-F	4 WKGB-F	4 WQXT-F
5	5	5	5 WMRV-F	5 WMBF	5	5	5	5	5	5

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 WAAL-F	1 WAAL-F	1 WHWK-F	1 WAAL-F	1 WHWK-F	1 WKGB-F	1 WKGB-F	1 WKGB-F	1 WKGB-F	1 WHWK-F
2 WMRV-F	2 WMRV-F	2 WAAL-F	2 WHWK-F	2 WMXW-F	2 WAAL-F	2 WAAL-F	2 WAAL-F	2 WHWK-F	2 WKGB-F
3 WKGB-F	3 WHWK-F	3 WMXW-F	3 WMRV-F	3 WAAL-F	3 WMRV-F	3 WHWK-F	3 WHWK-F	3 WAAL-F	3 WAAL-F
4 WMXW-F	4 WMXW-F	4 WMRV-F	4 WMXW-F	4 WMRV-F	4 WHWK-F	4 WMRV-F	4 WMBF	4	4 WQXT-F
5	5 WKGB-F	5 WKGB-F	5	5	5	5 WMBF	5	5	5 WMBF

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	19.7	27.0		
AOR/CLASSIC		34 (1)	34 (1)	11.1	7.2	WPCX-F 106.9 Auburn	0.5/1.4/ 16/ 160
AC/OLDIES/SOFT ROCK	8 (2)	77 (5)	85 (7)	27.9	25.2	WYXL-F 97.3 Ithaca	0.8/3.2/ 8/ 182
MOR/VARIETY	54 (1)		54 (1)	17.7	18.2		
COUNTRY		53 (2)	53 (2)	17.4	17.0		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	19 (1)		19 (1)	6.2	4.7		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.6		
	81 (4)	224 (9)	305 (13)				

RADIO STATIONS

WFNE, 1430, 5 KW (DA-N)	OLDIES	ABC, \$ 12.00 (Banner)	Command
WINR, 680, 1 KW/500 W (DA-2)	NOSTALGIA	CBS, \$ 14.00 (Roslin)	
WMBF, 1290, 5 KW (DA-N)	MOR/FULL SER.	NBC, \$ 25.00 (Katz)	Stoner
WRSO, 1360, 5 KW/500 W (DA-2)	OLDIES	ABC, \$ 11.00 (Durbetti)	Regional
WAAL-F, 99.1, 7 KW @ 1090, CHR		ABC, \$ 37.00 (Durbetti)	Regional
WHWK-F, 98.1, 10 KW @ 950, COUNTRY		\$ 33.00 (Katz)	Stoner
WKGB-F, 92.5, 6 KW @ 531, AOR		\$ 17.00 (HWH)	(SUSQUEHANNA, PA)
WMRV-F, 105.7, 35 KW @ 570, AC		\$ 30.00 (Banner)	Command
WMXW-F, 103.3, .4 KW @ 850, SOFT AC		\$ 15.00 (---)	(VESTAL)
WQXT-F, 101.7, 1 KW @ 558, OLDIES		\$ 12.00 (Torbet)	(OWEGO)

Miscellaneous: WEBO, WQXT-F sold for \$1,300,000 . . .

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/775,600

Stations: 24/18
 Diaries: 1168/664:1/53.4%
 Sample Target: 1155
 % Below Line: 4.9
 % Not Listed: 10.7

1990 Revenue: \$24,700,000
 HM Inc.: \$27,025
 Retail \$: 7.0 Bill
 Pop per Station: 43,088
 #1 Biller: WZZK-AF \$6,000,000

MSA Rank/Pop: 58/942,000

ADI # 47

Average Person Ratings: 16.9

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ MFTRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	238/18.2	16.9	17.0	16.0	15.7	17.0	319/3518	2361/30.4	31.7	28.6	17.1	211	2209	WZZK-AF
2. WENN-F (B)	127/ 9.7	11.7	10.6	11.9	12.0	11.0	169/1755	1248/16.1	18.4	17.4	13.6	177	1516	WFNN-F
3. WZRR-F (CL AOR)	117/ 8.9	7.4	9.4	7.6	7.9	8.3	153/1824	1255/16.2	19.2	16.1	11.3	147	1483	WZRR-F
4. WMJJ-F (AC)	115/ 8.8	8.6	9.6	9.2	7.9	9.1	139/2050	1576/20.3	18.0	17.4	7.7	100	1441	WMJJ-F
5. WERC (N/T)	76/ 5.8	8.9	5.4	6.0	6.1	6.5	80/1169	1103/14.2	11.2	12.5	6.9	90	951	WERC
WAPI-F (CHR)	76/ 5.8	8.1	7.7	10.0	8.2	7.9	119/2324	1329/17.1	19.4	22.4	7.0	91	1619	WAPI-F
7. WKXX-F (CHR)	75/ 5.7	5.1	4.9	5.7	5.1	5.3	110/1874	1225/15.8	15.1	15.3	8.2	107	1538	WKXX-F
8. WATV (B)	66/ 5.0	4.7	4.9	4.8	5.9	4.8	66/744	744/ 9.6	9.8	9.8	2.7	35	480	WATV
9. WAPI (BB)	51/ 3.9	3.4	4.8	3.4	4.8	3.9	54/832	780/10.1	11.3	10.4	3.2	42	628	WAPI
10. WJLD (B)	43/ 3.3	2.2	3.2	2.7	2.6	2.8	43/621	618/ 8.0	8.0	6.7	2.2	29	353	WJLD
11. WAGG (G)	38/ 2.9	2.5	3.0	3.5	4.2	3.0	42/470	449/ 5.8	5.2	5.9	1.6	21	180	WAGG
12. WDJC-F (REL)	29/ 2.2	2.4	2.8	4.1	3.8	2.9	43/928	646/ 8.3	7.6	10.0	3.8	50	880	WDJC-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 71.88% (841 of 1170) (SPG 90: 69.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKXX-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WENN-F	1 WENN-F
2 WAPI-F	2 WZZK-AF	2 WZRR-F	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WMJJ-F	2 WZRR-F	2 WENN-F	2 WZZK-AF	2 WATV
3 WENN-F	3 WENN-F	3 WMJJ-F	3 WZRR-F	3 WZRR-F	3 WMJJ-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WKXX-F	3 WZZK-F
4 WZRR-F	4 WMJJ-F	4 WENN-F	4 WENN-F	4 WATV	4 WATV	4 WATV	4 WZRR-F	4 WZRR-F	4 WZRR-F	4
5	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WENN-F	5 WENN-F	5 WKXX-F	5 WAPI-F	5
6	6 WKXX-F	6	6	6 WERC	6 WENN-F	6 WERC	6	6 WAPI-F	6 WMJJ-F	6

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 WENN-F	1 WZZK-AF	1 WMJJ-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZRR-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF
2 WZRR-F	2 WENN-F	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F	2 WZRR-F	2 WZZK-AF	2 WZZK-AF	2 WZRR-F	2 WZRR-F
3 WAPI-F	3 WZRR-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WMJJ-F	3 WMJJ-F
4 WZZK-AF	4 WMJJ-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WKXX-F	4 WMJJ-F	4 WMJJ-F	4 WENN-F	4 WENN-F
5 WKXX-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WKXX-F	5	5 WERC	5 WERC
6	6	6	6	6 WAPI-F	6	6 WAPI-F	6	6 WAPI-F	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		176 (4)	176 (4)	15.0	16.6	WAYE 1220 Birmingham	0.7/3.0/ 9/ 235
AOR/CLASSIC		117 (1)	117 (1)	10.0	8.6	WCRL 1570 Oneonta	0.3/1.2/ 4/ 95
AC/OLDIES/SOFT ROCK	23 (1)	127 (2)	150 (3)	12.8	10.1	WFHK 1430 Pell City	0.5/1.1/ 7/ 98
MOR/VARIETY						WKLD-F 97.7 Oneonta	0.9/1.7/ 12/ 138
COUNTRY	19 (2)	231 (2)	250 (4)	21.4	19.4	WVOK 690 Birmingham	1.8/7.0/ 31/ 828
BLACK/URBAN	109 (2)	153 (2)	262 (4)	22.4	22.4		
BEAUTIFUL/EASY		4 (1)	4 (1)	0.3	0.6	WHMA-F 100.5 Anniston/Gadsdn	0.4/1.8/ 93/ 925
NEWS/TALK	76 (1)		76 (1)	6.5	6.6	WOFN-F 103.7 Gadsden/Annistn	0.3/1.0/ 79/1062
NOSTALGIA	51 (1)		51 (1)	4.4	5.2	WRSB-F 96.9 Decatur/Hntsvle	0.3/0.8/ 40/ 383
RELIGION/GOSPEL	47 (2)	29 (1)	76 (3)	6.5	10.4	WTUG-F 92.9 Tuscaloosa	2.0/3.3/ 65/ 672
SPANISH						WTXT-F 98.1 Fayette	0.3/1.2/ 51/ 680
CLASSICAL						WZBQ-F 102.5 Jasper	1.6/5.6/ 55/1079
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)	4 (1)	8 (2)	0.7			
	329 (10)	841 (14)	1170 (24)				

RADIO STATIONS

WAGG , 1320, 5 KW (DAYS)	Gospel	SBN, \$ 30.00 (HNWH)	
WAPI , 1070, 50 KW/5 KW (DA-N)	Nostalgia	NBC, \$ 27.00 (Christal)	Dittman
WATV , 900, 1 KW	Black	ARC, \$ 30.00 (Banner)	
WAYE , 1220, 1 KW (DAYS)	Gospel	UNIULT, \$ 15.00 (---)	Willis
WERC , 960, 5 KW (DA-N)	News/Talk	ABC, \$ 42.00 (Banner)	Sun Group
WJLD , 1400, 1 KW	Black	SMN,MBS, \$ 21.00 (K & P)	
WVOK , 690, 50 KW/30 W	Country	CBS, \$ 19.00 (Eastman)	Dick
WZZK , 610, 5 KW/1 KW(DA-N)	--- See WZZK-F		
WAPI-F, 94.5, 100 KW @ 1214	CHR	ABC, \$ 74.00 (Christal)	Dittman
WDJC-F, 93.7, 100 KW @ 1007	Religion	, \$ 22.00 (Crawford)	Crawford
WENN-F, 107.7, 100 KW @ 1037	Black	SBN, \$ 55.00 (HNWH)	
WBHM-F, 106.9, 100 KW @ 1150	Country	ABC, \$ 40.00 (Mc-Guild)	Sun Group
WMJJ-F, 96.5, 100 KW @ 1026	AC	CBS, \$109.00 (Banner)	Capitol Johnson
WZRR-F, 99.5, 100 KW @ 870	Classic AOR	, \$ 60.00 (Eastman)	Dick
WZZK-F, 104.7, 100 KW @ 1300	Country	, \$140.00 (Katz)	NewCity

Miscellaneous: WKXX to WBHM-F and CHR to Country (June) . . .

BLOOMINGTON

Arbitron Rank/Pop (12+): 225/107,500

MSA Rank/Pop: 285/125,000
Peoria ADI

Average Person Ratings: 17.2

Market TSL: 22.25 hours

Stations: 14/4

Diaries: 597/180:1/60.9%

Sample Target: 580

% Below line: 24.3

% Not Listed: 22.7

1990 Revenue: \$4,700,000

HH Inc.: \$35,159

Retail \$: 0.8 Bill

Pop per Station: 26,875

#1 Biller: WJBC \$2,200,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WJBC (MOP/FS)	48/25.9	----	26.1	----	26.1	----	55/541	477/44.4	0.0	46.8	28.5	43	455	WJBC
2. WBNO-F (CHR)	33/17.8	----	18.9	----	19.0	----	42/640	489/45.5	0.0	40.7	23.2	35	506	WBNO-F
3. WWCT-F (ADP)	20/10.8	----	6.7	----	5.4	----	26/305	253/23.5	0.0	15.6	11.3	17	218	WWCT-F
4. WRXZ-F (C)	10/ 5.4	----	3.3	----	4.3	----	13/259	211/19.6	0.0	8.4	6.6	10	154	WRXZ-F
5. WSWT-F (SAC)	7/ 3.8	----	6.1	----	5.4	----	13/168	110/10.2	0.0	9.6	2.0	3	49	WSWT-F
WIHN-F (AC)	7/ 3.8	----	7.2	----	10.3	----	7/158	148/13.8	0.0	15.6	4.0	6	102	WIHN-F
7. WKZW-F (CHR)	5/ 2.7	----	5.0	----	6.0	----	11/321	207/19.3	0.0	19.4	3.3	5	247	WKZW-F
8. WGLO-F (AC)	4/ 2.2	----	2.2	----	----	----	7/130	81/ 7.5	0.0	9.0	1.3	2	92	WGLO-F
9.														
10.														

12+ FM SHARE (METRO): 62.94% (90 of 143) (SPG 90: 61.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNO-F	1 WBNO-F	1 WBNO-F	1 WJBC	1 WJBC	1 WJBC	1 WJBC	1 WJBC	1 WJBC	1 WBNO-F	1 WJBC
2	2 WWCT-F	2 WWCT-F	2 WBNO-F	2 WBNO-F	2	2 WBNO-F	2 WBNO-F	2 WBNO-F	2 WJBC	2 WBNO-F
3	3 WRXZ-F	3 WJBC	3 WWCT-F	3 WWCT-F	3	3 WWCT-F	3 WWCT-F	3 WWCT-F	3 WWCT-F	3
4	4 WJBC	4 WRXZ-F	WRXZ-F	WRXZ-F	4	4	4	4 WRXZ-F	4	4

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 WBNO-F	1 WBNO-F	1 WBNO-F	1 WBNO-F	1 WJBC	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WJBC
2 WWCT-F	2 WWCT-F	2 WJBC	2 WJBC	2 WBNO-F	2 WBNO-F	2 WBNO-F	2 WBNO-F	2 WBNO-F	2 WWCT-F
3 WFXZ-F	3 WRXZ-F	3 WSWT-F	3 WWCT-F	3 WSWT-F	3	3	3 WRXZ-F	3 WJBC	3 WRXZ-F
4	WJBC	4	4 WSWT-F	4	4	4	4	4 WRXZ-F	WBNO-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	27.3	29.9			
AOR/CLASSIC		21 (2)	21 (2)	14.7	8.2	WGN 720 Chicago	1.6/10.1/ 16/ 274	
AC/OLDIES/ROCK	1 (1)	20 (4)	21 (5)	14.7	13.6	WKIO-F 92.5 Urbana/Champaign	0.5/1.9/ 4/ 48	
MOR/VARIETY	48 (1)		48 (1)	33.6	32.0	WLRW-F 94.5 Champaign/Urb.	0.5/4.5/ 2/ 71	
COUNTRY		10 (1)	10 (1)	7.0	4.8	WLS 890 Chicago	0.5/5.0/ 6/ 100	
BLACK/URBAN						WLUP 1000 Chicago	0.5/4.3/ 3/ 70	
BEAUTIFUL/EASY					7.5	WSOY-F 102.9 Decatur	1.1/3.4/ 4/ 76	
NEWS/TALK	4 (2)		4 (2)	2.8	3.4			
NOSTALGIA								
RELIGION/GOSPEL					0.7			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	53 (4)	90 (10)	143 (14)					

RADIO STATIONS

WJBC, 1230, 1 KW	. HOR/FULL SERVICE	ABC, \$ 50.00 (McGill)	Bloomington
WBNO-F, 101.5, 50 KW @ 460, CHR		, \$ 40.00 (McGill)	Bloomington
WIHN-F, 96.7, 3 KW @ 300, AC		UNIULT, \$ 20.00 (---)	
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		ABC, \$ 12.00 (Rosl)	Keister (LEROY)

OTHER RANKED STATIONS: See Peoria

Miscellaneous: WMLA-F to WRXZ-F (Aug 90) . . .

BOISE

Arbitron Rank/Pop (12+): 139/240,300

Stations: 15/15

1990 Revenue: \$8,300,000

MSA Rank/Pop: 202/302,000

Diaries: 668/360:1/57.3%

MM Inc.: \$29,101

ADJ # 135

Sample Target: 655

Retail \$: 2.0 Bill

Average Person Ratings: 15.8

% Below Line: 0.0

Pop per Station: 16,020

Market TSL: 21.50 hours

% Not Listed: 16.1

#1 Biller: KCIX-F \$2,100,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	51/13.4	14.0	12.2	----	19.6	----	62/672	551/22.9	20.6	23.5	8.1	34	465	KCIX-F
2. KFXD-F (CHR)	38/10.0	9.9	9.9	----	9.4	----	53/682	490/20.4	23.1	21.7	11.5	48	624	KFXD-F
3. KQFC-F (C)	37/ 9.7	12.0	9.4	----	6.1	----	66/722	429/17.9	19.4	17.4	11.2	47	507	KQFC-F
4. KJOT-F (AOR)	34/ 8.9	9.4	6.9	----	10.2	----	38/517	386/16.1	17.2	13.2	14.6	61	553	KJOT-F
5. KLTB-F (O)	29/ 7.6	2.9	6.3	----	4.1	----	37/550	414/17.2	12.3	15.9	3.8	16	300	KLTB-F
6. KBOI (FS)	25/ 6.6	6.1	6.9	----	8.9	----	44/662	410/17.1	16.6	17.7	7.6	32	398	KBOI
7. KIDO (N/T)	20/ 5.3	7.6	5.1	----	5.3	----	26/436	355/14.8	12.2	12.3	6.0	25	332	KIDO
8. KHEZ-F (EZ)	20/ 5.3	4.1	6.6	----	5.1	----	31/463	294/12.2	9.7	12.0	4.1	17	202	KHEZ-F
9. KIZN-F (C)	19/ 5.0	5.0	4.3	----	2.8	----	32/469	305/12.7	9.2	10.7	4.3	18	227	KIZN-F
10. KLCI-F (AOR)	14/ 3.7	3.8	5.6	----	5.6	----	16/352	284/11.8	11.0	13.2	4.3	18	341	KLCI-F
11. KGFH (BB)	12/ 3.2	3.5	3.3	----	3.1	----	12/205	148/ 6.2	6.2	8.1	0.7	3	97	KGFH
12. KZMG-F (AC)	9/ 2.4	2.3	3.8	----	6.6	----	15/410	245/10.0	11.5	11.3	5.7	24	351	KZMG-F
13. KBXL-F (EZ)	6/ 1.6	2.3	2.8	----	2.0	----	11/213	163/ 6.8	6.0	7.8	2.1	9	137	KBXL-F
14.														
15.														

12+ FM SHARE (METRO): 80.56% (257 of 319) (SPG 90: 77.68%)

TFENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KCIX-F	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KQFC-F	1 KBOI <	1 KCIX-F>	1 KCIX-F	1 KFXD-F>	1 KFXD-F>
2 KJOT-F	2 KJOT-F	2 KJOT-F	2 KLTB-F	2 KQFC-F	2 KCIX-F	2 KCIX-F	2 KQFC-F	2 KJOT-F	2 KJOT-F	2 KIDO
3	3 KFXD-F>	3 KLTB-F	3 KQFC-F	3 KLTB-F	KBOI	3 KQFC-F	3 KJOT-F	3 KFXD-F	3 KIZN-F	3 KLTB-F
4	4 KLCI-F	4 KFXD-F	4 KJOT-F	4 KJOT-F	4 KHEZ-F	4 KFXD-F	4 KLTB-F	4 KQFC-F	4 KLTB-F	4
5	5	5 KQFC-F	5 KBOI	5 KBOI	5 KLTB-F	5 KJOT-F	5 KIDO	5 KLTB-F	5 KCIX-F	5

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 KFXD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F>	1 KFXD-F	1 KJOT-F>>	1 KJOT-F>	1 KJOT-F	1 KJOT-F<
2 KIZN-F	2 KFXD-F>	2 KQFC-F	2 KQFC-F	2 KQFC-F>	2 KJOT-F>>	2 KCIX-F	2 KCIX-F>	2 KCIX-F	2 KCIX-F
3 KCIX-F	3 KQFC-F	KLCI-F	KFXD-F>	3 KLTB-F	3 KIZN-F	3 KFXD-F>	3 KLCI-F	3 KLTB-F>	3 KLTB-F
4	4 KLCI-F	4 KLTB-F	4 KLTB-F	4 KBOI	KCIX-F	4 KLCI-F	4 KLTB-F	4 KFXD-F	4 KQFC-F
5	KIZN-F	5	5 KIZN-F	5 KHEZ-F	5	5 KLTB-F	5 KIDO	5 KQFC-F	5 KBOI

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		38 (1)	38 (1)	11.9	11.0	KBGN	1060
AOR/CLASSIC		48 (2)	48 (2)	15.0	13.8	KFXD	580
AC/OLDIES/ROCK		89 (3)	89 (3)	27.9	26.3	Caldwell/Boise	
MOR/VARIETY	25 (1)		25 (1)	7.8	8.2	Nampa	
COUNTRY		56 (2)	56 (2)	17.6	16.4		
BLACK/URBAN							
BEAUTIFUL/EASY		26 (2)	26 (2)	8.2	10.5		
NEWS/TALK	20 (1)		20 (1)	6.3	5.6		
NOSTALGIA	12 (1)		12 (1)	3.8	3.7		
RELIGION/GOSPEL	5 (2)		5 (2)	1.6	3.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.1		
	62 (5)	257 (10)	319 (15)				

RADIO STATIONS

KBOI, 670, 50 KW (DA-N)	MOR/FULL SER.	MBS,ABC, \$	23.00 (Katz)	Pacific NW
KGFH, 1140, 10 KW (DA-2)	NOSTALGIA	UNISUP UNILT, \$	13.00 (MMR)	
KIDO, 630, 5 KW (DA-2)	NEWS/TALK	NBC, \$	16.00 (Christal)	Sundance
KBXL-F, 94.1, 40 KW @ 2574, EZ		\$	12.00 (---)	(CALDWELL)
KCIX-F, 105.9, 49 KW @ 2700, AC		APR, \$	42.00 (McGuilld)	
KFXD-F, 94.9, 49 KW @ 2694, CHR		\$	23.00 (Roslin)	(NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588, EZ		NBC, \$	14.00 (Eastman)	John Price (CALDWELL)
KIZN-F, 92.3, 44 KW @ 2500, COUNTRY		ABC, \$	15.00 (Durpetti)	Pacific Telecom
KJOT-F, 105.1, 53 KW @ 2588, AOR		ABC, \$	22.00 (MMR)	
KLCI-F, 96.9, 44 KW @ 2520, AOR	UNILT UNISUP	\$	15.00 (K & P)	(NAMPA)
KLTB-F, 104.3, 52 KW @ 2579, OLDIES		\$	21.00 (Christal)	Sundance
KQFC-F, 97.9, 47 KW @ 2500, COUNTRY		ABC, \$	24.00 (Katz)	Pacific NW
KZMG-F, 93.1, 50 KW @ 2600, AC		\$	15.00 (Durpetti)	(NEW PLYMOUTH)

Miscellaneous: KIZN-F sold for \$650,000 . . .

BOSTON

Arbitron Rank/Pop ('2+): 9/3,195,600

MSA Rank/Pop: 10/3,740,000

ADI # 6

Average Person Ratings: 18.1

Market TSL: 23.75 hours

Stations: 39/34

Diaries: 2427/1317:1/49.0%

Sample Target: 2300

% Below Line: 2.1

% Not Listed: 11.8

1990 Revenue: \$120,500,000

HH Inc.: \$35,763

Retail \$: 33.9 Bill

Pop per Station: 93,988

#1 Biller: WXXS-F \$15,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WRKO (T)	425/ 7.3	7.0	7.9	7.0	6.9	7.3	530/7110	5699/17.8	15.8	15.3	6.2	346	3880	WRKO
2. WZOU-F (CHR)	396/ 6.8	6.9	7.2	6.9	7.4	6.9	558/9386	6461/20.2	20.8	19.9	10.0	557	7912	WZOU-F
3. WBCN-F (AOR)	341/ 5.9	4.7	5.2	5.8	7.1	5.4	447/6872	5061/15.8	14.6	16.3	6.6	370	4912	WBCN-F
4. WXXS-F (CHR)	335/ 5.8	6.7	5.7	7.0	7.2	6.3	405/7783	6186/19.4	18.3	20.4	7.0	3926	977	WXXS-F
5. WBZ (T)	312/ 5.4	6.5	5.3	5.1	5.9	5.6	446/6863	4736/14.8	15.0	14.7	5.6	310	3759	WBZ
6. WSSH-F (SAC)	296/ 5.1	4.4	4.1	4.1	3.6	4.4	391/6024	4373/13.7	12.1	9.8	4.7	263	2599	WSSH-F
7. WHDH (T)	267/ 4.6	4.2	4.0	3.7	3.9	4.1	304/4978	4230/13.2	13.1	12.3	3.5	195	2762	WHDH
8. WODS-F (O)	245/ 4.2	4.2	5.8	4.8	4.1	4.8	340/6574	4627/14.5	12.6	11.9	4.2	236	2876	WODS-F
9. WEEI (N/T)	238/ 4.1	5.9	4.0	3.8	3.4	4.4	271/5918	5147/16.1	14.1	13.3	3.3	186	4393	WEEI
10. WZLX-F (CL AOR)	224/ 3.9	3.4	3.1	4.9	3.9	3.8	303/5440	3989/12.5	10.4	11.2	4.7	260	3581	WZLX-F
WVEF-F (AC)	224/ 3.9	3.0	2.4	2.0	2.2	2.8	280/3905	3098/ 9.7	8.1	7.2	3.5	198	2247	WVEF-F
12. WMJX-AF (AC)	222/ 3.8	4.6	4.9	5.2	4.0	4.6	267/5201	4385/13.7	15.1	13.2	3.4	190	2907	WMJX-AF
13. WBXX-F (AC)	197/ 3.4	2.5	2.5	3.2	2.6	2.9	271/5113	3778/11.8	9.4	11.0	3.2	179	3192	WBXX-F
14. WXXS (BB)	162/ 2.8	2.0	1.9	2.0	1.5	2.2	163/1821	1770/ 5.5	3.8	3.7	1.5	84	809	WXXS
15. WAAF-F (AOR)	129/ 2.2	1.6	2.0	1.7	1.8	1.9	295/4673	2426/ 7.6	7.4	6.5	3.9	215	2707	WAAF-F
16. WFLM-AF (BB)	127/ 2.2	2.2	1.7	1.4	1.6	1.9	252/3244	1743/ 5.5	4.4	4.5	1.8	93	1412	WFLM-AF
17. WCOJ-F (J/NA)	118/ 2.0	2.0	2.9	3.8	4.6	2.7	150/2412	1818/ 5.7	8.4	9.9	2.3	126	1913	WCOJ-F
18. WCRB-F (CL)	109/ 1.9	2.1	2.1	2.1	1.6	2.0	160/2795	1957/ 6.1	7.0	6.7	1.8	98	1691	WCRB-F
19. WFNX-F (AOR)	108/ 1.9	1.7	1.5	1.5	2.0	1.6	120/2109	1894/ 5.9	5.9	5.8	2.1	119	1635	WFNX-F
20. WBOS-F (AC)	107/ 1.8	2.0	1.7	2.4	2.0	2.0	142/2797	2064/ 6.5	6.5	7.0	1.7	95	1728	WBOS-F
21. WILD (B)	89/ 1.5	1.7	2.0	2.1	2.2	1.8	91/958	940/ 2.9	3.1	3.3	1.8	98	1896	WILD
22. WCGY-F (AOR)	82/ 1.4	1.3	1.4	1.8	1.4	1.5	115/2373	1745/ 5.5	4.8	4.5	2.0	110	1575	WCGY-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 66.98% (3424 of 5112) (SPG 90: 70.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 WZOU-F >>	1 WBCN-F <	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WRKO	1 WBZ	1 WRKO	1 WZOU-F	1 WZOU-F	1 WBZ >>
2 WXXS-F	2 WXXS-F	2 WXXS-F	2 WXXS-F	2 WODS-F	2 WBZ	2 WEEI <	2 WBCN-F	2 WRKO >	2 WRKO >	2 WRKO >>
3 WAAF-F	3 WZOU-F	3 WZOU-F	3 WZOU-F	3 WXXS-F <	3 WHDH <	3 WRKO	3 WSSH-F	3 WBCN-F	3 WHDH	3 WHDH >>
4	4 WZLX-F >	4 WZLX-F	4 WZLX-F	4 WZLX-F <	4 WSSH-F	4 WHDH <	4 WXXS-F	4 WXXS-F	4 WBZ	4 WEEI
5	5 WBMX-F	5 WODS-F	5 WBMX-F <	5 WRKO <	5 WEEI <	5 WBCN-F <	5 WODS-F	5 WSSH-F	5 WXXS-F <	5 WHJX-F
6	6 WMJX-AF	6 WMJX-AF	6 WVB-F	6 WSSH-F	6 WODS-F	6 WZOU-F <	6 WMJX-AF <	6 WHDH	6 WMJX-AF	6 WSSH-F
7	7 WAAF-F	7 WBMX-F	7 WMJX-AF	7 WXXS <	7 WXXS-F	7 WZOU-F	7 WVB-F	7 WAAF-F	7 WODS-F <	7 WODS-F <
8	8	8	8	8 WVB-F	8 WVB-F	8	8 WZLX-F	8 WODS-F	8 WBCN-F	8 WXXS-F
							8 WVB-F			9 WCRB-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 WXXS-F	1 WXXS-F >	1 WXXS-F >>	1 WXXS-F >	1 WXXS-F <	1 WBCN-F	1 WBCN-F >	1 WBCN-F	1 WBCN-F >	1 WBCN-F >
2 WZOU-F >>	2 WZOU-F >	2 WBMX-F	2 WZOU-F <	2 WSSH-F	2 WZLX-F	2 WZLX-F >	2 WZLX-F >	2 WZLX-F >	2 WZLX-F
3 WBCN-F	3 WBCN-F <	3 WZLX-F	3 WSSH-F	3 WBMX-F	3 WAAF-F	3 WZOU-F	3 WZOU-F	3 WZOU-F <	3 WRKO
4 WZLX-F	4 WZLX-F	4 WBCN-F	4 WMJX-AF	4 WMJX-AF <	4 WXXS-F >	4 WXXS-F	4 WXXS-F	4 WRKO	4 WODS-F >
5 WSSH-F <	5 WBMX-F <	5 WVB-F <	5 WBMX-F	5 WVB-F	5 WZLX-F	5 WAAF-F	5 WBOS-F	5 WODS-F	5 WBZ
6 WMJX-AF	6 WMJX-AF	6 WZOU-F	6 WVB-F <	6 WODS-F >	6 WRKO	6 WFNX-F	6 WCGY-F	6 WXXS-F	6 WBMX-F
7 WAAF-F	7	7 WMJX-AF	7 WODS-F <	7 WBZ	7	7 WRKO	7	7	7 WVB-F
		WILD	8 WBCN-F			WBOS-F			

BOSTON

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOH/CUME
-----	--	--	-----	-	-	-----	-----
TOP 40/CHR/CONTEMP		731 (2)	731 (2)	14.3	17.5	WBOQ-F 104.9 Gloucester	0.3/1.1/ 21/ 420
AOR/CLASSIC		903 (6)	903 (6)	17.7	19.0	WCAV-F 97.7 Brockton	0.4/1.5/ 31/ 593
AC/OLDIES/SOFT ROCK	27 (2)	1344 (9)	1371 (11)	26.8	22.1	WCCM 800 Lawrence	0.3/0.9/ 20/ 304
MOR/VARIETY	57 (2)		57 (2)	1.1	7.5	WESX 1230 Salem	0.5/1.2/ 30/ 372
COUNTRY		85 (3)	85 (3)	1.7	2.3	WEZE 1260 Boston	0.3/1.6/ 19/ 523
BLACK/URBAN	89 (1)		89 (1)	1.7	2.5	WJDA 1300 Quincy	0.5/1.3/ 27/ 424
BEAUTIFUL/EASY					6.3	WLYT-F 92.5 Haverhill/Bstn	0.3/2.0/ 39/1113
NEWS/TALK	1262 (5)		1262 (5)	24.7	15.9	WRCA 1330 Waltham/Boston	0.3/0.6/ 16/ 182
NOSTALGIA	172 (2)	117 (1)	289 (3)	5.7	3.4	WROL 950 Boston	0.8/2.4/ 50/ 855
RELIGION/GOSPEL	65 (2)		65 (2)	1.3	0.6	WSSH 1510 Boston	0.4/1.1/ 24/ 432
SPANISH							
CLASSICAL		126 (2)	126 (2)	2.5	2.2	WCTK-F 98.1 New Bedford	0.5/1.4/104/1483
JAZZ/NEW AGE		118 (1)	118 (1)	2.3		WHJY-F 94.1 Providence	0.3/2.0/198/3008
UNKNOWN/OTHERS	16 (1)		16 (1)	0.3	0.8	WOKQ-F 97.5 Dover/Portsmouth	0.6/2.0/195/2467
	-----	-----	-----			WLI-F 105.1 Providence	0.3/0.9/193/2490
	1688 (15)	3424 (24)	5112 (39)			WXLO-F 104.5 Fitchburg	0.4/1.4/104/1655

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,CNN, \$ 138.00 (N/A)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKKU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNILT, \$ 30.00 (HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	ABC BRN, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNILT, \$ 178.00 (Katz)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNILT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	, \$ 80.00 (Katz)	Ackerly
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (Durpetti)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WOODS, 103.3, 16 KW @ 887, OLDIES	CBS, \$ 165.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNILT, \$ 45.00 (N/A)	(PLYMOUTH)
WBHX, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Katz)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WROR to WBHX (Feb) . . . WBZ - FS to Talk (March) . . . WEEI - News to Sports (July) . . .

BRIDGEPORT

Arbitron Rank/Pop (12+): 94/370,800
 MSA Rank/Pop: 64/827,000
 New York ADI
 Average Person Ratings: 18.3
 Market TSL: 24.25 hours

Stations: 35/5
 Diaries: 842/440:1/49.7%
 Sample Target: 820
 % Below Line: 56.2
 % Not Listed: 14.0

1990 Revenue: \$21,300,000
 HH Inc.: \$52,365
 Retail \$: 8.9 Bill
 Poo per Station: 74,160
 #1 Biller: WEEB-F \$4,700,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WEZN-F (SAC)	106/15.6	15.4	13.5	15.7	16.6	----	106/1183	1183/31.9	31.3	27.9			WEZN-F
2. WICC (FS)	88/12.9	13.4	15.1	11.0	10.3	----	88/1090	1090/29.4	30.3	30.7			WICC
3. WKCI-F (CHR)	68/10.0	9.6	9.8	9.8	9.3	----	68/891	891/24.0	22.9	27.6			WKCI-F
4. WEEB-F (AC)	60/ 8.8	8.0	8.5	9.1	8.6	----	60/704	704/19.0	19.2	20.7			WEEB-F
5. WPLR-F (AOR)	41/ 6.0	6.1	6.0	7.6	7.0	----	41/597	597/16.1	16.7	17.0			WPLR-F
6. WFAH (T)	27/ 4.0	3.7	4.0	3.3	2.9	----	27/512	512/13.8	12.7	14.6			WFAH
7. WCBS (N)	22/ 3.2	2.7	2.4	3.3	2.7	----	22/460	460/12.4	13.9	12.2			WCBS
8. WEFX-F (CHR)	20/ 2.9	3.4	2.0	1.3	0.8	----	20/343	343/ 9.3	9.3	7.0			WEFX-F
9. WRKS-F (B)	15/ 2.2	2.1	2.7	1.7	1.3	----	15/219	219/ 5.9	4.9	5.3			WRKS-F
10. WQHT-F (CHR)	14/ 2.1	2.8	1.6	2.4	2.4	----	14/288	288/ 7.8	7.3	6.1			WQHT-F
WABC (T)	14/ 2.1	1.6	1.0	1.2	1.1	----	14/189	189/ 5.1	4.3	3.3			WABC
12.													
13.													
12+ FM SHARE (METRO): 68.72% (402 of 585) (SPG 90: 64.15%)													

NOTE: In the Fall '90 edition of American Radio we printed the ratings report for Fairfield County. I believe the information for Fairfield County is more interesting and relevant. However, one station strongly objected and Arbitron has not made the Fairfield County report available to me. Thus we are printing the information for Bridgeport.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ FVE	OVERNIGHT
1 WKCI-F>> 1 WKCI-F	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WICC	1 WICC >	1 WEZN-F>	1 WEZN-F>	1 WKCI-F	1 WICC >
2 WEFX-F	2 WPLR-F	2 WKCI-F<	2 WEEB-F	2 WEEB-F	2 WEZN-F>>	2 WEZN-F>	2 WEEB-F>	2 WICC	2 WICC	2 WCBS >
3 WQHT-F	WEEB-F	3 WEEB-F	3 WKCI-F>	3 WKCI-F	3 WEEB-F	3 WKCI-F	3 WKCI-F	3 WKCI-F<	3 WEZN-F	3 WPLR-F
4	4 WEZN-F	4 WPLR-F	4 WICC	4 WKCI-F>	4 WCBS	4 WEEB-F	4 WICC	4 WEEB-F>	4 WPLR-F	WELI
5	5	5 WICC	5 WPLR-F	5 WPLR-F	5 WFAH	5 WFAH	5 WPLR-F	5 WPLR-F	5	5
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 WKCI-F>> 1 WEEB-F	1 WEEB-F>	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WPLR-F>>	1 WPLR-F<	1 WKCI-F>	1 WPLR-F	1 WEZN-F<	
2 WQHT-F	2 WKCI-F	2 WEZN-F	2 WEEB-F>	2 WEEB-F	2 WRKS-F	2 WKCI-F>>	2 WPLR-F>	WKCI-F	2 WKCI-F	
WEEB-F	3 WEZN-F>	3 WKCI-F>	3 WKCI-F	3 WICC >	WEFX-F	3 WEEB-F	3 WEEB-F	3 WEZN-F	3 WFAH	
4 WPLR-F	4 WPLR-F	4 WPLR-F	4 WICC	4 WKCI-F	4 WQHT-F	WEZN-F	4 WEZN-F>	4 WFAH	4 WPLR-F	
WEZN-F	5	5	5	5	WKCI-F	5 WEFX-F	5 WFAH	5 WEEB-F	5 WICC	

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		116 (6)	116 (6)	19.8	15.1	WADS	690	Ansonia	0.3/1.9/	2/ 70
AOR/CLASSIC		60 (4)	60 (4)	10.3	13.1	WCUM	1450	Bridgeport	0.4/1.4/	3/ 53
AC/OLDIES/ROCK		181 (7)	181 (7)	30.9	28.3	WFIF	1500	Milford	0.6/1.7/	4/ 63
MOR/VARIETY	90 (2)		90 (2)	15.4	18.8					
COUNTRY		19 (2)	19 (2)	3.2	4.2	WALK-F	97.5	Patchogue	0.4/3.6/	3/ 133
BLACK/URBAN		17 (2)	17 (2)	2.9	4.9	WAVZ	1300	New Haven	0.7/1.5/	5/ 57
BEAUTIFUL/EASY		3 (1)	3 (1)	0.5		WBLI-F	106.1	Patchogue	0.9/3.7/	6/ 136
NEWS/TALK	74 (4)		74 (4)	12.6	10.9	WBLS-F	107.5	New York	0.3/1.8/	2/ 67
NOSTALGIA	10 (2)		10 (2)	1.7	4.9	WCBS-F	101.1	New York	0.4/2.8/	3/ 102
RELIGION/GOSPEL	4 (1)		4 (1)	0.7		WDRC-F	102.9	Hartford	0.4/3.9/	3/ 146
SPANISH	3 (1)		3 (1)	0.5		WELI	960	New Haven	0.3/2.6/	2/ 97
CLASSICAL		2 (1)	2 (1)	0.3		WGSF	740	Huntington	0.7/1.9/	5/ 71
JAZZ/NRW AGE		4 (1)	4 (1)	0.7		WHTZ-F	100.3	Newark/New York	0.3/2.5/	2/ 94
UNKNOWN/OTHERS	2 (1)		2 (1)	0.3		WKSS-F	95.7	Hartford-Heridn	0.9/3.7/	6/ 136
	163 (11)	402 (24)	585 (35)			WNEW-F	102.7	New York	0.4/2.6/	3/ 97
						WOR	710	New York	1.6/4.7/	11/ 174
						WPAT-F	93.1	Paterson	0.4/1.5/	3/ 55
						WQCD-F	101.9	New York	0.6/1.5/	4/ 56
						WQQO-F	96.7	Stamford	0.6/1.6/	4/ 59
						WQXR-F	96.3	New York	0.3/1.3/	2/ 57
						WRCH-F	100.5	New Britain/Hrt	0.3/1.4/	2/ 51
						WRKI-F	95.1	Brookfield	1.5/8.8/	10/ 327
						WVYZ-F	92.5	Waterbury/Hrtfd	1.8/4.6/	12/ 169
						WXRK-F	92.3	New York	0.9/3.2/	6/ 119
						WYNY-F	103.5	Lk Success/NY	1.0/4.4/	7/ 162

RADIO STATIONS

WAOS , 690, 1 KW (DAYS) , Ethnic APR, \$ 14.00 (---)
 WCUM , 1450, 1 KW , Hispanic , \$ 15.00 (---)
 WDJZ , 1530, 5 KW (DAYS, DA) , Nostalgia APR, \$ 19.00 (K & P)
 WICC , 600, 1 KW/500W (DA-2) , MOR/Full Service , \$ 70.00 (Banner) HL/WIN

WEZN-F, 99.9, 25 KW @ 680 , Soft AC , \$103.00 (Katz) NewCity
 WEEB-F, 107.9, 50 KW @ 483 , AC , \$115.00 (Banner) ML/WIN (WESTPORT)
 WEFX-F, 95.9, 3 KW @ 300 , Classic AOR , \$ 49.00 (Christal) CRB (NORWALK)
 WRKI-F, 95.1, 50 KW @ 500 , AOR , \$ 70.00 (Eastman) Home News (BROOKFIELD)

Other ranked stations - See New York, Hartford or New Haven
 Miscellaneous: WCUM sold (75%) for \$375,000 . . .

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,200
 MSA Rank/Pop: 55/1,190,000 (Buffalo)
 ADI # 38
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 26/20
 Diaries: 1314/757:1/54.5%
 Sample Target: 1355
 % Below Line: 4.7
 % Not Listed: 9.4

1990 Revenue: \$30,300,000
 HH Inc.: \$27,650
 Retail \$: 8.2 Bill
 Pop per Station: 49,760
 #1 Biller: WBEN \$4,400,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WYRK-F (C)	200/11.6	9.6	8.4	8.7	8.8	9.6	239/2296	1901/19.1	16.7	16.7	8.4	149	1357	WYRK-F
2. WKSE-F (CHR)	141/ 8.2	8.0	6.9	7.6	10.7	7.7	152/2596	2269/22.8	23.2	26.0	12.1	216	3162	WKSE-F
3. WGR -F (AOR)	126/ 7.3	8.0	6.9	6.6	7.3	7.2	180/2528	1838/18.5	20.0	18.7	9.0	160	2064	WGR -F
4. WBEN (N/T)	123/ 7.2	9.6	7.8	5.6	8.3	7.6	137/2159	2016/20.3	21.0	21.2	7.8	139	1558	WBEN
5. WJYE-F (SAC)	122/ 7.1	7.4	10.6	10.9	7.1	9.0	126/1951	1840/18.5	22.6	18.7	9.2	164	1780	WJYE-F
6. WHTT-F (O)	113/ 6.6	7.1	7.6	6.2	6.1	6.9	126/2035	1807/18.2	19.0	16.0	6.2	111	1249	WHTT-F
7. WBUF-F (AC)	111/ 6.5	3.9	6.6	6.9	7.5	6.0	126/1803	1546/15.5	14.8	15.2	4.6	82	1186	WBUF-F
8. WBLK-F (B)	106/ 6.2	6.1	5.9	7.0	4.4	6.3	109/1230	1161/11.7	11.4	9.0	9.2	164	1400	WBLK-F
9. WUFX-F (AOR)	97/ 5.6	5.6	5.6	6.1	5.3	5.7	100/1780	1592/16.0	16.4	15.0	6.2	110	1505	WUFX-F
10. WGR (N/T)	83/ 4.8	4.2	4.5	3.0	2.8	4.1	88/1728	1541/15.5	21.1	11.2	2.4	42	1015	WGR
11. WMJQ-F (CHR/AOR)	80/ 4.7	6.3	5.8	6.6	6.5	5.8	156/2792	1711/17.2	20.5	21.5	6.6	117	1859	WMJQ-F
12. WECK (BB)	62/ 3.6	3.0	3.1	4.3	4.4	3.5	62/820	820/ 8.2	7.6	8.6	2.3	41	565	WECK
13. WEZQ-F (EZ)	25/ 1.5	1.1	1.5	1.2	1.2	1.3	29/548	439/ 4.4	4.6	4.1	0.4	8	282	WEZQ-F
14.														
15.														

12+ FM SHARE (METRO): 76.48% (1190 of 1556) (SPG 90: 74.65%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F	1 WYRK-F	1 WYRK-F	1 WYRK-F	1 WYRK-F	1 WYRK-F	1 WYRK-F>	1 WYRK-F	1 WKSE-F	1 WBEN >>
2 WMJQ-F	2 WKSE-F	2 WGR -F	2 WHTT-F>	2 WHTT-F	2 WBEN	WBEN >	2 WJYE-F	2 WKSE-F	2 WBLK-F<	2 WYRK-F>>
3 WBLK-F	3 WUFX-F	3 WHTT-F	3 WJYE-F	3 WBUF-F	3 WJYE-F	3 WKSE-F	3 WBUF-F	3 WGR -F	3 WYRK-F<	3 WBLK-F
4 WGR -F	4 WYRK-F	4 WKSE-F	WGR -F<	4 WJYE-F	4 WHTT-F	4 WGR -F	4 WBEN <	4 WJYE-F<	4 WGR -F	4 WHTT-F
5 WUFX-F	5 WBLK-F	5 WUFX-F	5 WBUF-F	5 WGR -F	5 WBUF-F	5 WHTT-F	5 WGR -F	5 WUFX-F	5 WGR	WGR -F
6	6 WMJQ-F<	6 WJYE-F	6 WUFX-F	6 WUFX-F	6 WFCK	6 WGR <	6 WHTT-F	6 WBUF-F	6 WBEN	6 WGR
7	7 WBUF-F	7 WBLK-F	7 WBLK-F	7 WBLK-F	7 WGR	7 WBUF-F	7 WUFX-F	7 WHTT-F	7	7
8	8	8 WBLK-F	8 WKSE-F	8	8	8 WBLK-F	8 WKSE-F	8	8	8

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 WKSE-F>>	1 WKSE-F>	1 WBUF-F	1 WKSE-F	1 WHTT-F<	1 WGR -F>>	1 WGR -F>	1 WGR -F<	1 WGR -F	1 WYRK-F>
2 WMJQ-F	2 WBUF-F	2 WKSE-F<	2 WYRK-F<	2 WBUF-F	2 WUFX-F	2 WUFX-F>	2 WUFX-F>	2 WUFX-F	2 WHTT-F>
3 WGR -F	3 WYRK-F	3 WBLK-F	3 WBUF-F	3 WYRK-F	3 WBLK-F	3 WYRK-F	3 WYRK-F>	3 WUFX-F	3 WGR -F<
4 WYRK-F	4 WMJQ-F	4 WYRK-F	4 WHTT-F<	4 WJYE-F	4 WKSE-F>	4 WBLK-F<	4 WHTT-F	4 WHTT-F>	4 WUFX-F>
5 WUFX-F	5 WBLK-F	5 WHTT-F	5 WJYE-F	5 WKSE-F	5 WYRK-F	5 WKSE-F	5 WGR	5 WBLK-F	5 WBEN
6	6 WGR -F	6 WMJQ-F	6 WBLK-F<	6 WBLK-F	6	6	6 WKSE-F	6 WKSE-F<	6 WGR
7 WJYE-F	7 WUFX-F	7 WUFX-F	7 WMJQ-F	7	7	7	7	7 WJYE-F<	7 WBUF-F
8 WBLK-F	8 WJYE-F	8 WGR -F	8 WGR -F	8	8	8	8	8 WGR	8 WBEN

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		226 (3)	226 (3)	14.5	18.9	WDCX-F 99.5	Buffalo 0.7/2.9/ 22/ 489
AOR/CLASSIC	15 (1)	264 (5)	279 (6)	17.9	15.7	WHTT 1120	Buffalo 0.3/1.7/ 6/ 174
AC/OLOIES/SOFT ROCK	13 (2)	346 (3)	359 (5)	23.1	16.8	WLVL 1340	Lockport 0.4/1.6/ 7/ 156
MOR/VARIETY	23 (1)		23 (1)	1.5	11.0	WUFO 1080	Amherst 0.8/2.2/ 13/ 217
COUNTRY	10 (1)	200 (1)	210 (2)	13.5	10.2	WKWB 1520	Buffalo 1.4/5.7/ 26/ 628
BLACK/URBAN	13 (1)	106 (1)	119 (2)	7.6	6.0	WXBK 1400	Buffalo 0.9/4.0/ 15/ 412
BEAUTIFUL/FASY		25 (1)	25 (1)	1.6	7.8	WXRL 1300	Lancaster/Buf 0.6/3.2/ 11/ 346
NEWS/TALK	230 (3)		230 (3)	14.8	5.0		
NOSTALGIA	62 (1)		62 (1)	4.0	5.8	CFNY-F 102.1	Brampton ON 1.3/4.7/ 22/ 464
RELIGION/GOSPEL		12 (1)	12 (1)	0.8	1.5	CHTZ-F 97.7	St. Catharines 0.8/4.5/ 14/ 463
SPANISH						CHUM-F 104.5	Toronto 0.3/1.4/ 6/ 169
CLASSICAL						CILQ-F 107.1	Toronto 0.3/1.5/ 5/ 159
JAZZ/NEW AGE					1.3	CJFT 530	Ft. Erie ON 1.3/3.0/ 24/ 313
UNKNOWN/OTHERS		11 (1)	11 (1)	0.7		CJFT-F 101.1	Ft.Erie Ontario 0.6/1.5/ 16/ 192
	366 (10)	1190 (16)	1556 (26)				

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS CNN, \$ 80.00	(Eastman)	
WECH,	1230,	1 KW	, Nostalgia	NBS UNISUP, \$ 28.00	(Durpetti)	Williams
WXB,	1400,	1 KW	, Oldies	, \$ 20.00	(Torbet)	Metroplex
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F			
WUFC,	1080,	1 KW (DAYS)	, Black	SBN, \$ 18.00	(Roslin)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN, \$ 35.00	(HNWH)	Price
WXFL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS, \$ 24.00	(---)	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400, Black		CBS, \$ 40.00	(Durpetti)	
WEZO-F,	107.7,	12 KW @ 800, EZ		UNIPWR, \$ 32.00	(---)	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580, AC		, \$ 80.00	(McGuld)	Lincoln
WDCX-F,	99.5,	110 KW @ 640, Religion		, \$ 21.00	(---)	Crawford
WGR-F,	96.9,	16 KW @ 890, AOR		, \$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390, Oldies		, \$ 60.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475, EZ/Soft AC		UNISUP, \$ 58.00	(Durpetti)	Williams
WKSE-F,	98.5,	46 KW @ 420, CHR		ABC, \$ 57.00	(HNWH)	Price
WMJD-F,	102.5,	110 KW @ 1340, CHR		SOURCE, \$ 52.00	(Eastman)	
WUFY-F,	103.3,	49 KW @ 340, Classic AOR		CBS, \$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390, Country		, \$ 68.00	(McGuld)	Stoner

CANTON

Arbitron Rank/Pop (12+): 107/335,200

Stations: 30/8
 Diaries: 711/471:1/55.2%
 Sample Target: 770
 % Below Line: 46.9
 % Not Listed: 13.9

1990 Revenue: \$8,200,000
 HH Inc.: \$28,884
 Retail \$: 2.6 Btl
 Per oer Station: 41,900
 #1 Biller: WHBC \$2,200,000

MSA Rank/Pop: 122/406,000

Cleveland ADI

Average Person Ratings: 17.9

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WHBC (FS)	78/13.0	14.8	9.0	9.9	11.6	----	79/915	872/26.0	28.6	23.4			WHBC
2. WQXX-F (C)	61/10.2	9.2	11.1	6.9	9.0	----	102/902	622/18.6	15.3	16.9			WQXX-F
3. WRQK-F (AOR)	53/ 8.8	7.4	8.5	7.6	4.6	----	81/818	576/17.2	16.5	16.3			WRQK-F
4. WHBC-F (EZ/SAC)	46/ 7.7	11.9	15.3	12.7	14.7	----	61/1030	681/20.3	23.0	22.6			WHBC-F
5. WONE-F (AOR)	22/ 3.7	4.7	3.7	4.9	4.6	----	43/542	327/ 9.8	10.3	9.0			WONE-F
6. WNIR-F (T)	20/ 3.3	2.3	2.3	2.9	4.1	----	23/281	220/ 6.6	4.6	5.0			WNIR-F
WMJI-F (O/AC)	20/ 3.3	1.8	2.2	2.4	2.3	----	24/360	288/ 8.6	7.9	9.3			WMJI-F
WKDD-F (CHR)	20/ 3.3	4.1	6.8	7.1	6.2	----	35/658	452/13.5	15.5	18.9			WKDD-F
WDJQ-F (CHR)	20/ 3.3	5.0	8.0	10.1	8.1	----	33/825	486/14.5	14.6	20.9			WDJQ-F
10. WQMX-F (AC)	16/ 2.7	2.5	2.7	3.3	2.3	----	27/465	262/ 7.8	6.5	6.5			WQMX-F
WDOF-F (SAC)	16/ 2.7	2.7	2.3	1.7	1.1	----	16/295	280/ 8.4	8.2	7.4			WDOF-F
12. WMMS-F (AOR)	15/ 2.5	1.1	1.5	1.7	2.9	----	20/347	253/ 7.5	4.8	5.5			WMMS-F
WNPQ-F (CHR)	15/ 2.5	3.2	2.5	2.3	2.4	----	35/474	269/ 8.0	8.3	7.9			WNPQ-F
14.													
15.													

12+ FM SHARE (METRO): 77.52% (400 of 516) (SPG 90: 84.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WRQK-F>>	1 WRQK-F	1 WHBC-F	1 WQXX-F	1 WHBC >>	1 WHBC >>	1 WHBC <	1 WQXX-F<	1 WRQK-F	1 WHBC <
2 WNPQ-F>	2 WQXX-F	2 WHBC-F<	2 WQXX-F>	2 WHBC-F>	2 WQXX-F>	2 WQXX-F	2 WHBC-F<	2 WRQK-F	2 WHBC >	2 WRQK-F
3 WZAK-F	3 WONE-F	3 WQXX-F>	3 WRQK-F>	3 WRQK-F	3 WHBC-F	WHBC-F>	3 WQXX-F>	3 WHBC	3 WQXX-F	3
4 WHBC-F>	4 WONE-F	4 WMJI-F	WHBC	4 WMJI-F	4	4 WRQK-F	4 WRQK-F	4 WHBC-F	4	4
5	5 WKDD-F	5 WMJI-F	WHBC	5 WMJI-F	5	5	5	5	5	5

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 WRQK-F>>	1 WRQK-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WRQK-F>>	1 WRQK-F>>	1 WRQK-F>	1 WRQK-F>	1 WQXX-F
2 WPHR-F	2 WHBC-F>	2 WQXX-F>	2 WQXX-F>	2 WQXX-F>	2 WONE-F>	2 WONE-F	2 WQXX-F	2 WQXX-F	2 WRQK-F>
WKDD-F	3 WQXX-F>	3 WQXX-F	WRQK-F>	3 WHBC	3 WQXX-F>	3 WQXX-F	3 WONE-F	3 WONE-F	3 WHBC-F
WDOF-F	4 WQXX-F	WMJI-F	4 WDJQ-F	4 WDJQ-F	4 WPHR-F	4	4 WNCX-F	4 WHBC-F	4 WMJI-F
WHBC-F	WDOF-F	WDOF-F	5 WHBC	5	5	5	5 WMMS-F	5 WMMS-F	5
	WDJQ-F	6 WZAK-F					6 WKDD-F	WMJI-F	
							WGAR-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		76 (5)	76 (5)	14.7	21.0	WDPN	1310	Alliance	2.3/4.1/ 17/	172
AOR/CLASSIC		99 (4)	99 (4)	19.2	16.8	WTIG	990	Massillion	0.8/2.2/ 5/	93
AC/OLDIES/ROCK		60 (5)	60 (5)	11.6	9.5	WTOF-F	98.1	Canton/Akron	0.7/4.9/ 9/	275
MOR/VARIETY	78 (1)		78 (1)	15.1	11.7					
COUNTRY	7 (2)	78 (4)	85 (6)	16.5	16.8	WGAR-F	99.5	Cleveland	1.3/4.4/ 15/	314
BLACK/URBAN		14 (1)	14 (1)	2.7	1.7	WHLO	640	Akron/Cleveland	1.0/3.4/ 12/	255
BEAUTIFUL/EASY		46 (1)	46 (1)	8.9	17.7	WHOT-F	101.1	Youngstown	1.2/4.3/ 21/	359
NEWS/TALK	4 (1)	20 (1)	24 (2)	4.7	3.2	WJER-F	101.7	Dover-NewPhilly	0.3/1.1/ 11/	257
NOSTALGIA	21 (2)		21 (2)	4.1	0.9	WNCX-F	98.5	Cleveland	1.5/6.4/ 13/	263
RELIGION/GOSPEL	6 (1)	4 (1)	10 (2)	1.9	0.7	WNWV-F	107.3	Flyria/Cleveland	0.5/2.4/ 3/	89
SPANISH						WPHR-F	107.9	Cleveland	2.3/8.1/ 15/	335
CLASSICAL						WDAL-F	104.1	Cleveland	1.0/4.8/ 8/	221
JAZZ/NEW AGE		3 (1)	3 (1)	0.6		WQKT-F	104.5	Wooster	0.8/4.1/ 26/	494
UNKNOWN/OTHERS						WRMR	850	Cleveland	1.2/2.2/ 12/	161
						WSLR	1350	Akron	0.3/2.5/ 5/	100
	116 (7)	400 (23)	516 (30)			WTUZ-F	99.9	Urlichsville	0.7/1.1/ 33/	299
						WWWE	1100	Cleveland	0.7/3.6/ 10/	227
						WZAK-F	93.1	Cleveland	2.3/4.6/ 14/	154

RADIO STATIONS

WDPN, 1310, 1 KW/18 W (DA-1), NOSTALGIA
 WHBC, 1480, 5 KW (DA-N), MOR/FULL SER.

ABC, \$ 13.00 (HNWH)
 ABC, \$ 55.00 (Christal)

(ALLIANCE)

WDJQ-F, 92.5, 50 KW @ 500, CHR
 WHBC-F, 94.1, 46 KW @ 515, EZ/SAC
 WNPQ-F, 95.9, 1.6 KW @ 400, CHR
 WRQK-F, 106.9, 28 KW @ 340, AOR
 WTOF-F, 98.1, 36 KW @ 570, RELIGION

, \$ 40.00 (HNWH)
 ABC, \$ 36.00 (Christal)
 , \$ 15.00 (Regional)
 UNISUP, \$ 31.00 (Eastman)
 , \$ 15.00 (---)

(NEW PHILADELPHIA)

Mortenson

OTHER RANKED STATIONS -- See Akron & Cleveland

Miscellaneous: WFAH changes to WDPN . . .

CASPER

Arbitron Rank/Pop (12+): 260/52,300

MSA Rank/Pop: 349/61,300

ADI # 193

Average Person Ratings: 17.2

Market TSL: 23.25 hours

Stations: 6/6

Diaries: 615/85:1/56.1%

Sample Target: 580

% Below Line: 0.0

% Not Listed: 13.3

1990 Revenue: \$2,200,000

MW Inc.: \$27,343

Retail \$: 0.5 Bill

Pop per Station: 8,716

#1 Biller: KTRS-F \$725,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQW	Birch Cume
1. KTRS-F (CHR)	24/26.7	----	29.3	----	48.9	----	34/363	254/48.6	0.0	50.4			KTRS-F
2. KQLT-F (O)	16/17.8	----	17.4	----	11.4	----	17/212	160/30.6	0.0	31.3			KQLT-F
3. KTWO (C)	14/15.6	----	9.8	----	11.4	----	26/280	164/31.4	0.0	22.9			KTWO
4. KVOC (C)	13/14.4	----	14.1	----	17.0	----	13/165	154/29.4	0.0	32.0			KVOC
5. KMGW-F (AC)	9/10.0	----	8.7	----	-----	----	9/132	124/23.7	0.0	25.0			KMGW-F
6. KCSP-F (REL)	2/ 2.2	----	-----	-----	-----	----	5/52	35/ 6.7	0.0	0.0			KCSP-F

12+ FM SHARE (METRO): 65.38% (51 of 78) (SPG 90: 68.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F	1 KTRS-F>>	1 KTRS-F>	1 KTRS-F	1 KQLT-F	1 KTWO	1 KTRS-F>	1 KTRS-F>	1 KTRS-F>	1 KTRS-F>	1 KTRS-F
2	2 KQLT-F	2 KQLT-F>	2 KQLT-F>	2 KTRS-F>	2 KVOC	2 KTWO	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KTRS-F>
3	3 KMGW-F	3	3 KMGW-F	3 KTWO	3 KQLT-F	3 KQLT-F	3 KMGW-F	3 KTWO	3 KVOC	3

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 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KTRS-F	1 KQLT-F
2 KVOC	2 KQLT-F	2 KQLT-F>	2 KQLT-F>	2 KQLT-F	2 KVOC	2 KQLT-F	2 KQLT-F	2 KQLT-F	2 KTRS-F>
KMGW-F	KMGW-F	3 KMGW-F	KMGW-F	3 KVOC	KTWO	3	3 KMGW-F>	3	3 KTWO
KCSP-F	4	4	4	KTWO	KQLT-F	4	4 KTWO	4	4
				KMGW-F					

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		24 (1)	24 (1)	30.8	36.0		
AOR/CLASSIC							
AC/OLDIES/SOFT ROCK		25 (2)	25 (2)	32.1	10.7		
MOR/VARIETY							
COUNTRY	27 (2)		27 (2)	34.6	29.3		
BLACK/URBAN							
BEAUTIFUL/EASY					21.3		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOspel		2 (1)	2 (1)	2.6	2.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	27 (2)	51 (4)	78 (6)				

RADIO STATIONS

KTWO	1030.	50 KW (OA-2)	Country/FS	CBS, \$15.00 (Katz)
KUYO	830.	10 KW (DAYS)	Religion	\$ 6.00 (---)
KVOC	1230.	1 KW	Country	ABC, \$16.00 (Fastman)
KMGW-F	94.5.	63 KW @ 1910	AC	\$13.00 (---)
KQLT-F	103.7.	59 KW @ 1909	Oldies/AC	\$15.00 (McGuire)
KTRS-F	95.5.	93 KW @ 1920	CHR	ABC, \$21.00 (Torbet)

Miscellaneous: KQLT-F - From EZ to Oldies/AC . . . KTWO - reclassified as FS/Country

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 194/140,600
 MSA Rank/Pop: 227/171,300
 ADI # R1 (w/Waterloo & Dubuque)
 Average Person Ratings: 18.0
 Market TSL: 23.50 hours

Stations: 16/10
 Diaries: 641/219:1/62.4%
 Sample Target: 605
 % Retn Line: 10.3
 % Not Listed: 13.0

1990 Revenue: \$7,800,000
 HH Inc.: \$32,202
 Retail \$: 1.5 Bill
 Pop per Station: 14,060
 #1 Biller: WMT \$2,100,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUMF RATING		FAL		Birch		
		90	90	89	89			90	90	90	90	Share	AQH	Cume
1. WMT (FS)	35/13.8	----	16.0	----	16.4	----	102/1037	395/28.1	0.0	27.7		12.9	30	308 WMT
2. WMT -F (AC)	33/13.0	----	8.5	----	10.9	----	58/631	330/23.5	0.0	20.2		9.9	23	316 WMT -F
3. KHAK-AF (C)	32/12.7	----	15.6	----	17.3	----	83/936	392/27.9	0.0	27.5		19.0	38	405 KHAK-AF
4. KRNA-F (AOR)	25/ 9.9	----	7.5	----	11.4	----	60/796	276/19.6	0.0	14.7		10.8	25	320 KRNA-F
KQCR-F (CHR)	25/ 9.9	----	10.8	----	8.6	----	40/644	396/28.2	0.0	29.1		13.8	32	478 KQCR-F
6. KKQF-F (D)	22/ 8.7	----	14.6	----	5.0	----	65/765	341/24.3	0.0	28.2		8.6	20	226 KKQF-F
7. KMRY (BB)	12/ 4.7	----	4.2	----	2.7	----	13/154	146/10.4	0.0	7.6		1.3	3	89 KMRY
8. KFMW-F (CHR)	10/ 4.0	----	4.2	----	3.6	----	32/622	194/13.8	0.0	13.2		3.9	9	180 KFMW-F
9. KCRG (C)	8/ 3.2	----	1.4	----	2.3	----	10/257	162/11.5	0.0	12.3		2.6	6	140 KCRG
10. KFMH-F (AOR)	6/ 2.4	----	----	----	----	----	13/213	89/ 6.3	0.0	0.0		3.0	7	113 KFMH-F

12+ FM SHARE (METRO): 71.36% (157 of 220) (SPG 90: 72.13%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ FVE	OVERNIGHT
1 KQCR-F>>	1 KRNA-F>	1 WMT -F<	1 WMT -F	1 WMT -F	1 WMT >	1 WMT >	1 WMT -F>	1 WMT -F	1 KHAK-AF	1 WMT
2 KOKZ-F	2 WMT -F	2 KHAK-AF<	2 KHAK-AF<	2 KHAK-AF	2 KHAK-AF	2 KHAK-AF	2 KHAK-AF<	2 KHAK-AF	2 KQCR-F	2 KHAK-F
3	3 KQCR-F	3 KRNA-F	3 KKQF-F	3 KKQF-F	3 WMT -F>	3 WMT -F	3 WMT	3 KRNA-F	3 WMT >	3
4	4 KHAK-AF	4 KKQF-F	4 KRNA-F>	4 KRNA-F	4 KMRY	4 KRNA-F	4 KRNA-F<	KQCR-F<	4 WMT -F	4
5	5 KKQF-F	5 KQCR-F	5 KQCR-F	5	5 KKQF-F	5 KQCR-F	5 KKQF-F	5 WMT	5 WMT	5

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 KQCR-F	1 KQCR-F	1 WMT -F	1 WMT -F	1 WMT -F>	1 KRNA-F>>	1 KRNA-F>>	1 KRNA-F>	1 KRNA-F	1 KHAK-AF
2 KHAK-AF	2 KRNA-F	2 KQCR-F	2 KQCR-F	2 KHAK-AF	2 KHAK-AF	2 WMT -F	2 WMT -F	2 KHAK-AF	2 WMT -F
KRNA-F>>	3 WMT -F	3 KRNA-F>	3 KHAK-AF>	3 KQCR-F	KFMW-F	3 KKQF-F	KKQF-F>>	3 WMT -F	3 KKQF-F
4 KFMW-F	4 KHAK-AF	4 KKQF-F>	4 KRNA-F	4 KKQF-F	KFMH-F>	4 KHAK-AF	4 KHAK-AF	4 KKQF-F	4 KRNA-F
5	5	5 KHAK-AF	5 KKQF-F	5 WMT	5 WMT -F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	17.7	19.1	KTOF-F 104.5 Cedar Rapids	0.8/4.9/ 3/ 127
AOR/CLASSIC		31 (2)	31 (2)	14.1	8.7		
AC/OLDIES/SOFT ROCK		55 (2)	55 (2)	25.0	26.8	KOEL-F 92.3 Oelwein	0.4/3.8/ 29/ 345
MOR/VARIETY	38 (2)		38 (2)	17.3	19.1	KOKZ-F 105.7 Waterloo/CR	1.6/11.6/ 19/ 468
COUNTRY	13 (3)	30 (2)	43 (5)	19.5	19.7	KXEL 1540 Waterloo	0.8/2.6/ 13/ 133
BLACK/URBAN						WHO 1040 Des Moines	1.2/4.5/ 24/ 346
BEAUTIFUL/EASY							
NEWS/TALK					0.5		
NOSTALGIA	12 (1)		12 (1)	5.5	4.9		
RELIGION/GOSPEL		2 (1)	2 (1)	0.9	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	63 (6)	157 (10)	220 (16)				

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N) , COUNTRY ABC , \$ 10.00 (K & P)
 KHAK, 1360, 1 KW , SEE KHAK-F
 KMRY, 1450, 1 KW (DA-1) , NOSTALGIA SMN , \$ 13.00 (Christal)
 WMT, 600, 5 KW (DA-N) , MOR/FULL SFR. CRS.MBS, \$ 40.00 (Katz)

KHAK-F, 98.1, 100 KW @ 485. COUNTRY ABC , \$ 40.00 (Christal)
 KKQF-F, 100.7, 100 KW @ 532. OLDIES ABC , \$ 28.00 (Banner) Ingstad (IOWA CITY)
 KQCR-F, 102.9, 100 KW @ 350. CHR , \$ 22.00 (HNNH)
 KRNA-F, 93.9, 100 KW @ 590. AOR UPI , \$ 30.00 (Roslin) (IOWA CITY)
 KTOF-F, 104.5, 100 KW @ 550. RELIGION , \$ 10.00 (---)
 WMT-F, 96.5, 100 KW @ 540. AC ABC. MBS, \$ 28.00 (Katz)

OTHER RANKED STATIONS -- See Waterloo

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/420,800

MSA Rank/Pop: 94/518,000

AOT # 106

Average Person Patings: 17.5

Market TSL: 23.00 hours

Stations: 22/20

Diaries: 950/443:1/49.6%

Sample Target: 855

% Below Line: 1.8

% Not Listed: 13.3

1990 Revenue: \$10,600,000

HH Inc.: \$27,801

Retail \$: 3.4 Bill

Pos per Station: 21,040

#1 Biller: WFZL-F \$2,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WFZL-F (C)	96/13.1	12.7	12.5	----	13.5	9.6	117/1215	1022/24.3	24.0	20.4	14.9	114	1124	WFZL-F
2. WSSX-F (CHR)	65/ 8.8	7.7	7.1	----	8.3	5.9	66/1114	1005/23.9	20.9	22.6	10.8	84	1132	WSSX-F
3. WDXZ-F (B)	49/ 6.7	6.9	4.9	----	3.3	4.6	62/671	538/12.8	9.0	8.5	11.2	87	783	WDXZ-F
4. WAVF-F (AOR)	42/ 5.7	6.6	8.0	----	5.9	5.1	43/669	635/15.1	14.6	14.7	8.2	64	760	WAVF-F
5. WSUY-F (AC)	41/ 5.6	5.3	4.2	----	2.8	3.8	42/579	550/13.1	10.5	6.0	4.6	36	422	WSUY-F
6. WWMZ-F (B)	39/ 5.3	5.5	3.8	----	7.0	3.7	42/719	637/15.1	10.7	17.4	5.3	41	581	WWMZ-F
7. WXLV-F (O)	38/ 5.2	4.1	4.2	----	4.0	3.4	41/559	482/ 0.0	12.0	11.7	3.2	25	307	WXLV-F
8. WXTG-F (AC)	37/ 5.0	4.4	5.9	----	4.4	3.8	49/789	654/15.5	13.7	14.9	3.9	30	375	WXTG-F
9. WTMA (N/T)	37/ 5.0	6.1	6.9	----	2.5	4.5	38/526	492/11.7	12.8	7.1	4.2	33	438	WTMA
10. WUJM-F (B)	31/ 4.2	3.2	4.4	----	5.5	3.0	32/561	529/12.6	11.0	11.9	3.7	29	641	WUJM-F
11. WPAL (B)	30/ 4.1	6.4	3.0	----	6.6	3.4	35/450	430/10.2	9.0	12.8	2.7	21	327	WPAL
12. WMCJ (B)	23/ 3.1	2.2	3.2	----	1.0	2.1	23/96	96/ 2.3	2.4	2.4	0.4	3	61	WMCJ
13. WYBB-F (CL AOR)	22/ 3.0	2.5	2.2	----	3.7	1.9	23/533	501/11.9	8.8	9.8	5.5	43	549	WYBB-F
14. WZJY (G)	19/ 2.6	2.0	3.2	----	1.8	2.0	19/171	171/ 4.1	3.9	3.3	2.2	17	163	WZJY
15. WVVU (T)	16/ 2.2	0.9	----	----	----	0.8	16/155	155/ 3.7	0.0	0.0	----	----	----	WVVU
16. WMGL-F (J/NA)	13/ 1.8	2.5	2.9	----	2.5	1.8	13/306	306/ 7.3	8.7	8.3	2.6	20	315	WMGL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.96% (503 of 637) (SPG 90: 83.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVF	OVERNIGHT
1 WSSX-F>	1 WDXZ-F	1 WFZL-F	1 WFZL-F>	1 WFZL-F>	1 WFZL-F>	1 WFZL-F>	1 WFZL-F>	1 WFZL-F	1 WDXZ-F	1 WDXZ-F
2 WWMZ-F	2 WSSX-F	2 WSSX-F	2 WXLV-F	2 WXLV-F	2 WSUY-F	2 WSSX-F>	2 WTMA	2 WSSX-F	2 WWMZ-F	2 WFZL-F>
3 WDXZ-F	3 WAVF-F	3 WDXZ-F	3 WSSX-F	3 WSSX-F	3 WXLV-F	3 WAVF-F	3 WSSX-F	3 WDXZ-F	3 WFZL-F	3 WWMZ-F
4 WUJM-F	4 WFZL-F>	4 WAVF-F	4 WXTG-F	4 WXTG-F	4 WTMA	4 WXLV-F	4 WSUY-F	4 WAVF-F	4 WSSX-F>	4 WPAL
5	5 WXTG-F	5 WXTG-F	5 WSUY-F	5 WSUY-F	5 WMCJ	5 WXTG-F	5 WXTG-F	5 WSUY-F	5 WAVF-F	5
6	6 WWMZ-F	6 WXLV-F	6 WAVF-F	6 WAVF-F	6	6 WSUY-F	6 WXLV-F	6	6	6
						7 WTMA				

WOM 13-24	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 WDXZ-F>	1 WDXZ-F	1 WSSX-F	1 WFZL-F	1 WFZL-F>	1 WFZL-F	1 WAVF-F	1 WAVF-F>	1 WFZL-F	1 WFZL-F
2 WSSX-F>	2 WSSX-F>	2 WDXZ-F	2 WSSX-F	2 WSUY-F	2 WSSX-F	2 WSSX-F	2 WDXZ-F	2 WAVF-F>	2 WAVF-F
3 WAVF-F	3 WXTG-F	3 WXTG-F	3 WDXZ-F	3 WSSX-F	3 WDXZ-F	3 WDXZ-F	3 WWMZ-F	3 WSSX-F	3 WXLV-F
4 WZJY	4 WFZL-F	4 WFZL-F	4 WXTG-F	4 WXTG-F>	4 WAVF-F>	4 WDXZ-F	4 WSSX-F	4 WXLV-F	4 WTMA
5 WFZL-F	5 WUJM-F	5 WUJM-F	5 WSUY-F	5 WXLV-F	5 WWMZ-F	5 WWMZ-F	5 WYBB-F	5 WXTG-F	5 WXTG-F
6	6	6 WWMZ-F	6	6	6	6 WYBB-F	6 WXTG-F	6 WWMZ-F	6 WSSX-F
		WSUY-F					WUJM-F		
							WFZL-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		71 (2)	71 (2)	11.1	17.7	WJYQ-F 105.5 Moncks Corner	1.1/2.3/ 8/ 96
AOR/CLASSIC		64 (2)	64 (2)	10.0	11.0	WKQB-F 107.5 St. George	0.7/2.0/ 11/ 313
AC/OLDIES/SOFT ROCK		116 (3)	116 (3)	18.2	12.7	WJZ 810 St. George	1.2/1.5/ 22/ 138
MOR/VARIETY						WTUA-F 105.9 St. Stephens	0.5/1.3/ 9/ 125
COUNTRY		103 (2)	103 (2)	16.2	16.3		
BLACK/URBAN	53 (2)	119 (3)	172 (5)	27.0	28.9	WHLZ-F 92.5 Manning	1.0/2.9/ 46/ 448
BEAUTIFUL/EASY					3.8	WHTK-F 99.7 Pt. Royal	0.8/4.8/ 23/ 462
NEWS/TALK	53 (2)		53 (2)	8.3	2.8		
NOSTALGIA							
RELIGION/GOSPEL	28 (2)		28 (2)	4.4	4.9		
SPANISH							
CLASSICAL		8 (1)	8 (1)	1.3			
JAZZ/NEW AGE		13 (1)	13 (1)	2.0	0.9		
UNKNOWN/OTHERS		9 (2)	9 (2)	1.4	0.9		
	134 (6)	503 (16)	637 (22)				

CHARLESTON, SC

RADIO STATIONS

WPAL	,	730,	1 KW/100 W	,	Black	NBN ABC, \$19.00	(Roslin)	
WGIZ	,	810,	5 KW (DAYS)	,	Gospel	SRN, \$12.00	(Eastman)	
WTMA	,	1250,	5 KW/1 KW	,	News/Talk	ABC TALKNT, \$14.00	(Katz)	
WZJY	,	1480,	1 KW (DAYS)	,	Gospel	CNN UNILT, \$10.00	(---)	
WAVF-F,	96.1,	100 KW @	538	,	AOR	, \$37.00	(Christal)	
WDXZ-F,	104.5,	28 KW @	656	,	Black	, \$20.00	(K & P)	(MT PLEASANT)
WEZL-F,	103.5,	100 KW @	661	,	Country	MBS, \$60.00	(Banner)	Apollo
WKQB-F,	107.5,	100 KW @	984	,	CHR	, \$40.00	(Eastman)	(ST GEORGE)
WJYQ-F,	105.5,	1 KW @	469	,	Classical	, \$15.00	(CBS)	(MONCKS CORNER)
WMGL-F,	101.7,	6 KW @	300	,	Jazz/NAC	ABC, \$15.00	(Roslin)	(Ravenal)
WSSX-F,	95.1,	100 KW @	360	,	CHR	, \$34.00	(Katz)	Faircom
WSUY-F,	100.7,	3 KW @	300	,	AC	UNISUP, \$18.00	(Katz)	
WUJM-F,	94.3,	1.4 KW @	480	,	Black	MBS, \$23.00	(Christal)	Jones-Eastern
WWNZ-F,	93.5,	1.1 KW @	460	,	Black	SRN, \$30.00	(HNWH)	(GOOSE CREEK)
WXLV-F,	102.5,	100 KW @	550	,	Oldies	SMN UNILT, \$31.00	(Eastman)	(SUMMERVILLE)
WXTG-F,	96.9,	100 KW @	1770	,	AC	, \$45.00	(Mc-Guid)	
WYBB-F,	98.1,	50 KW @	479	,	Classic AOR	, \$19.00	(Durpett)	Martin (FOLLY BCH)

WWDM-F -- See Columbia

Miscellaneous: WQIZ, WKQB-F sold for \$1,200,000 (MVP) . . . WJYQ-F sold for \$830,000 . . .

CHARLESTON, WV

Arbitror Rank/Pop (12+): 149/216,600
 MSA Rank/Pop: 173/261,000
 ADI # 48 (w/Huntington)
 Average Person Ratings: 15.7
 Market TSL: 21.25 hours

Stations: 13/12
 Diaries: 640/338:1/52.6%
 Sample Target: 645
 % Below Line: 2.7
 % Not Listed: 10.0

1990 Revenue: \$8,900,000
 HH Inc.: \$26,764
 Retail \$: 2.0 Bill
 Poo per Station: 18,050
 #1 Biller: WQBE-AF \$1,900,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL R9	SPG R9	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	88/26.0	29.2	24.0	----	19.4	----	166/1814	931/43.0	40.8	33.4	24.6	83	858	WQBE-F
2. WVAF-AF (AC)	42/12.4	15.7	13.7	----	14.9	----	65/923	566/26.1	39.3	32.9	13.7	43	728	WVAF-AF
3. WWSR-F (CHR)	40/11.8	8.5	14.3	----	14.3	----	57/848	543/25.1	21.8	28.1	12.8	43	712	WWSR-F
4. WKLC-F (AOR)	32/ 9.4	9.6	10.5	----	9.8	----	81/1104	449/20.7	20.2	20.1	11.9	40	585	WKLC-F
5. WCHS (FS)	25/ 7.4	4.7	4.1	----	4.5	----	31/466	326/15.1	15.1	13.3	8.0	27	413	WCHS
6. WLZT-F (O)	24/ 7.1	7.6	7.6	----	5.3	----	42/641	334/15.4	19.5	18.0	6.2	21	324	WLZT-F
7. WBES-F (EZ)	18/ 5.3	5.8	5.8	----	6.6	----	18/177	161/ 7.4	11.5	10.5	4.2	14	182	WBES-F
8. WVNS-F (SAC)	10/ 2.9	4.1	2.9	----	5.8	----	12/257	213/ 9.8	9.8	9.3	3.9	13	193	WVNS-F
9. WEMM-F (REL)	9/ 2.7	0.9	1.5	----	0.8	----	18/395	119/ 5.5	2.2	5.4	2.7	9	131	WEMM-F
10. WSCW (REL)	6/ 1.8	0.6	0.9	----	2.1	----	6/97	74/ 3.4	2.4	2.0	0.3	1	53	WSCW
WQBE (C)	6/ 1.8	0.6	1.5	----	1.1	----	6/145	129/ 6.0	4.6	4.9	3.0	10	120	WQBE
12. WJYP-F (REL)	5/ 1.5	1.5	2.9	----	2.1	----	9/159	108/ 5.0	6.6	6.5	1.8	6	100	WJYP-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.89% (265 of 305) (SPG 90: 88.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>>	1 WQBE-F<	1 WQBE-F<	1 WQBE-F>>	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>	1 WQBE-F>>
2 WQBE-F>	2 WKLC-F	2 WKLC-F<	2 WVAF-AF	2 WVAF-AF>	2 WCHS	2 WVAF-AF>	2 WVAF-AF	2 WWSR-F	2 WWSR-F>	2 WEMM-F
3 WVAF-AF	3 WWSR-F>	3 WVAF-AF	3 WLZT-F<	3 WWSR-F	3 WVAF-AF	3 WKLC-F<	3 WCHS	3 WKLC-F<	3 WKLC-F	3 WVAF-F
4 WLZT-F	4 WVAF-AF	4 WWSR-F	4 WWSR-F	4 WLZT-F	4 WBES-F	4 WWSR-F	4 WWSR-F	4 WVAF-AF	4 WVAF-AF	4 WWSR-F
5	5	5	5 WKLC-F	5 WKLC-F	5	5	5	5	5	5

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 WWSR-F	1 WQBE-F	1 WQBE-F	1 WQBE-F>	1 WQBE-F>	1 WKLC-F>>	1 WKLC-F>>	1 WKLC-F	1 WQBE-F	1 WQBE-F>>
2 WQBE-F	2 WWSR-F	2 WVAF-AF	2 WWSR-F	2 WVAF-AF	2 WWSR-F	2 WQBE-F>	2 WQBE-F>>	2 WKLC-F>	2 WKLC-F
3 WKLC-F>	3 WVAF-AF>	3 WWSR-F>	3 WVAF-AF>	3 WWSR-F	3 WQBE-F	3 WVAF-AF	3 WVAF-AF	3 WVAF-AF	3 WVAF-AF
4 WVAF-AF	4 WKLC-F	4 WLZT-F	4 WKLC-F	4 WLZT-F	4 WWSR-F	4 WWSR-F	4 WWSR-F	4 WLZT-F	4 WWSR-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUMF TSA TSA SHARE/RTG/AQH/CUMF
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	13.1	16.5		
AOR/CLASSIC		32 (1)	32 (1)	10.5	11.7		
AC/OLDIES/SOFT ROCK	3 (1)	73 (3)	76 (4)	24.9	22.3		
MOR/VARIETY	25 (1)		25 (1)	8.2	4.5		
COUNTRY	6 (1)	88 (1)	94 (2)	30.8	32.7		
BLACK/URBAN							
BEAUTIFUL/EASY		18 (1)	18 (1)	5.9	6.5		
NEWS/TALK							
NOSTALGIA							
RELIGION/COSPEL	5 (1)	14 (2)	20 (3)	6.6	5.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	40 (4)	265 (9)	305 (13)				

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), AC SEE WVAF-F
 WCHS, 580, 5 KW (DA-N), MOR MBS CBS, \$ 17.00 (Eastman)
 WQBE, 950, 5 KW/1 KW (DA-N), SEE WQBE-F

WBES-F, 94.5, 3 KW @ 328, EZ ABC, \$ 16.00 (K & P) (DUNBAR)
 WJYP-F, 102.9, 3 KW @ 300, RELIGION, \$ 10.00 (---)
 WKLC-F, 105.1, 4 KW @ 1665, AOR SOURCE, ABC, \$ 26.00 (HNWH) CLU
 WLZT-F, 107.3, 23 KW @ 640, OLDIES, \$ 19.00 (Ourpetti) Martin
 WQBE-F, 97.5, 50 KW @ 500, COUNTRY ABC, \$ 43.00 (McGuldi) (MIAMI)
 WVAF-F, 93.9, 50 KW @ 490, AC ABC, \$ 34.00 (Banner) Niniger
 WVNS-F, 96.1, 50 KW @ 360, OLDIES ABC, \$ 17.00 (---) Capitol-Johnson
 WWSR-F, 102.7, 50 KW @ 420, CHR UNIPWR, \$ 36.00 (Katz) Ardman

Miscellaneous: WCAW - changes to AC and simulcasted with FM . . .

CHARLOTTE

Abitron Rank/Pop (12+): 41/944,300

MSA Rank/Pop: 43/1,140,000

ADI # 31

Average Person Ratings: 15.8

Market TSL: 21.00 hours

Stations: 23/18

Diaries: 1311/720:1/49.4%

Sample Target: 1250

% Below Line: 3.0

% Not Listed: 15.5

1990 Revenue: \$33,200,000

HH Inc.: \$31,722

Retail \$: 8.7 Bil

Pop per Station: 52,461

#1 Biller: WSOC-AF \$6,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WPEG-F (B)	186/12.5	10.9	12.3	11.6	11.7	11.8	262/2381	1668/17.7	17.6	17.4	17.6	273	1898
2. WSOC-F (C)	170/11.4	15.2	12.3	14.4	13.1	13.3	328/4489	2291/24.3	24.3	25.1	15.6	243	2101
3. WRFX-F (AOR)	124/ 8.3	6.6	7.6	7.5	7.8	7.5	181/2522	1842/19.5	16.8	15.7	7.3	113	1773
4. WCKZ-F (CHR)	108/ 7.3	7.5	6.6	7.5	8.9	7.2	190/3031	1729/18.3	18.6	21.0	12.5	194	2174
5. WTDR-F (C)	93/ 6.2	5.8	4.4	4.7	3.5	5.3	192/1854	1024/10.8	9.5	8.3	4.8	74	874
6. WEZC-F (SAC)	90/ 6.0	3.8	7.2	4.7	5.6	5.4	158/2343	1435/15.2	12.4	13.3	3.8	59	896
7. WBT (FS)	90/ 6.0	6.7	5.7	4.8	6.7	5.8	106/1395	1222/12.9	13.4	13.1	3.6	56	919
8. WMXC-F (AC)	77/ 5.2	4.1	4.8	5.6	6.3	4.9	130/1934	1320/14.0	12.8	14.5	4.4	69	977
9. WBT -F (AC)	74/ 5.0	5.7	5.4	4.6	3.9	5.2	166/2966	1586/16.8	14.5	13.3	4.1	63	1059
10. WWMG-F (O)	72/ 4.8	4.3	5.0	5.0	4.4	4.8	114/1789	1073/11.4	12.2	10.8	2.6	41	922
11. WXRC-F (AOR)	46/ 3.1	2.5	1.8	1.9	2.1	2.3	87/1387	730/ 7.7	5.9	5.9	2.7	42	542
12.													
13.													

12+ FM SHARE (METRO): 87.84% (1105 of 1258) (SPG 90: 88.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPEG-F<	1 WPEG-F	1 WPEG-F	1 WRFX-F<	1 WSOC-F	1 WSOC-F>	1 WRFX-F	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WPEG-F>>
2 WCKZ-F	2 WRFX-F	2 WRFX-F	2 WPEG-F<	2 WRFX-F	2 WBT	2 WSOC-F	2 WPEG-F	2 WPEG-F	2 WCKZ-F	2 WSOC-F
3	3 WCKZ-F	3 WSOC-F>	3 WSOC-F>	WPEG-F>	3 WEZC-F	3 WPEG-F>	3 WEZC-F	3 WCKZ-F	3 WBT	3 WEZC-F
4	4 WSOC-F	4 WCKZ-F	4 WWMG-F<	4 WWMG-F<	4 WPEG-F	4 WBT	4 WRFX-F	4 WRFX-F	4 WSOC-F	4 WBT
5	5 WTDR-F	5 WTDR-F	5 WMXC-F	5 WMXC-F	5 WWMG-F	5 WFZC-F	5 WMXC-F	5 WTDR-F	5 WBT -F	5
6	6 WBT -F	WMXC-F	6 WTDR-F	6 WTDR-F	6 WTDR-F	6 WCKZ-F	6 WWMG-F<	6 WMXC-F	6 WTDR-F	6
7	7 WMXC-F	7	7	7	7	7	7	7	7	7

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 WPEG-F	1 WPEG-F>	1 WPEG-F	1 WPEG-F>	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F
2 WCKZ-F	2 WCKZ-F	2 WMXC-F	2 WSOC-F<	2 WSOC-F	2 WRFX-F>	2 WPEG-F>	2 WPEG-F	2 WPEG-F	2 WSOC-F
3 WBT -F>	3 WBT -F<	3 WRFX-F	3 WMXC-F	3 WMXC-F	3 WXRC-F>	3 WCKZ-F	3 WCKZ-F	3 WSOC-F>	3 WPEG-F
4 WTDR-F	4 WRFX-F	4 WSOC-F	4 WBT -F<	4 WEZC-F	4 WSOC-F	4 WXRC-F	4 WTDR-F	4 WCKZ-F<	4 WWMG-F
WRFX-F	5 WMXC-F	5 WBT -F	5 WRFX-F	5 WWMG-F<	WCKZ-F>	WSOC-F	WSOC-F	5 WTDR-F<	5 WTDR-F
6	6 WSOC-F<	6 WTDR-F	WCKZ-F	6 WRFX-F	6 WTDR-F	6 WTDR-F	6 WXRC-F	6 WWMG-F<	6 WBT
7	7 WTDR-F	7 WCKZ-F	7 WTDR-F	7 WTDR-F	7	7	7	7 WXRC-F	7 WCKZ-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER	RATFD STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	-	-			SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		108 (1)	108 (1)	8.6	15.0	WGIV	1600	Charlotte	1.2/3.3/	18/	310
AOR/CLASSIC		175 (3)	175 (3)	13.9	12.1	WGKL-F	95.1	Hickory	0.8/4.4/	28/	843
AC/OLDIES/SOFT ROCK		338 (6)	338 (6)	26.9	25.1	WGSP	1310	Charlotte	1.5/2.4/	23/	236
MOR/VARIETY	95 (2)		95 (2)	7.6	7.7	WIXE	1190	Monroe	0.5/1.0/	9/	116
COUNTRY	7 (1)	285 (4)	292 (5)	23.2	20.9	WMAF	1060	Monroe/Pageland	0.5/0.9/	7/	84
BLACK/URBAN	18 (1)	186 (1)	204 (2)	16.2	14.5	WRDX-F	106.5	Salisbury/Chrlt	0.9/2.5/	31/	380
BEAUTIFUL/EASY					0.6	WSAT	1280	Salisbury	0.3/1.2/	5/	115
NEWS/TALK											
NOSTALGIA						WFGW	1010	Black Mountain	0.3/0.0/	0/	0
RELIGION/GOSPEL	26 (2)	13 (1)	39 (3)	3.1	2.9	WFHX-F	105.7	Statesville	1.1/3.7/	74/	1318
SPANISH						WKRR-F	92.3	Asheboro	0.3/2.5/	63/	865
CLASSICAL						WMIT-F	106.9	Black Mountain	0.9/5.2/	40/	836
JAZZ/NEW AGE						WTOR-F	104.1	Winston-Salem	0.4/1.5/	113/	1495
UNKNOWN/OTHERS	7 (1)		7 (1)	0.6	1.3						
	153 (7)	1105 (16)	1258 (23)								

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	NEWS/TALK/MOR	CBS , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC		\$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC , \$ 50.00 (HNWH)		Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIULT , \$ 45.00 (Katz)		Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNIPWR , \$ 69.00 (Katz)		Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC	\$ 74.00 (MMR)		FZ
WRFX-F, 106.5, 100 KW @ 1003, AOR	\$ 95.00 (McGuld)		Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC	\$ 24.00 (Southern)		(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	\$ 125.00 (Ourpett1)		Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	\$ 46.00 (Christal)		Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	CBS , \$ 51.00 (Christal)		Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1020, AOR	ABC , \$ 25.00 (N/A)		(HICKORY)
WGKL-F, 95.1, 100 KW @ 1542, OLDIES	SMN , \$ 45.00 (Torbet)		

Miscellaneous: WZZG changes to WGKL and format from CHR to Oldies . . .

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/364.700

Stations: 19/19

1990 Revenue: \$12,100,000

MSA Rank/Pop: 107/443,000

Diaries: 841/434:1/53.5%

HH Inc.: \$27,424

ADI # 84

Sample Target: 800

Retail \$: 3.0 Bill

Average Person Ratings: 16.4

% Below Line: 0.0

Pod per Station: 19,194

Market %SL: 21.75 hours

% Not Listed: 13.0

#1 Biller: WUSY-F \$2,800,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WUSY-F (C)	122/20.4	19.8	19.7	14.6	17.7	18.6	256/2477	1170/32.1	31.3	24.6	19.2	125	1197
2. WDEF-F (E2)	54/10.7	11.0	9.3	11.1	10.2	10.5	76/974	743/20.4	18.8	18.8	7.1	46	538
3. WJTT-F (B)	58/ 9.7	9.2	9.3	7.1	8.0	8.8	60/571	514/14.1	11.0	11.9	15.3	100	790
4. WLMX-AF (AC)	52/ 8.7	6.5	7.3	9.5	7.2	8.0	56/720	640/17.5	17.5	18.7	7.7	49	715
5. WSKZ-F (CHR)	45/ 7.5	9.6	10.3	11.6	13.7	9.8	101/1631	769/21.1	22.9	26.8	9.5	62	1106
6. WNOO (B)	25/ 4.2	2.6	5.2	4.5	3.3	4.1	25/222	220/ 6.0	6.7	6.9	2.5	16	209
7. WFXS-F (CL AOR)	22/ 3.7	3.0	4.7	5.0	2.8	4.1	25/402	342/ 9.4	10.2	8.8	6.4	42	526
8. WKXJ-F (AC)	21/ 3.5	0.8	---	---	---	1.1	28/293	183/ 5.0	0.0	0.0	3.2	21	221
9. WSGC-F (O)	20/ 3.3	3.3	2.9	3.1	2.8	3.2	23/407	318/ 8.7	9.6	7.5	3.1	20	288
10. WDOO-F (C)	20/ 3.3	6.7	6.5	5.3	6.7	5.4	39/1005	561/15.4	16.5	16.4	6.0	39	415
11. WDEF (FS)	17/ 2.8	2.5	2.1	3.1	3.2	2.6	17/219	208/ 5.7	7.1	8.9	0.8	5	166
12. WJRX-F (REL)	15/ 2.5	3.4	1.0	---	---	1.7	16/227	185/ 5.1	2.3	0.0	2.1	14	262
13.													
14.													
15.													

12+ FM SHARE (METRO): 86.18% (449 of 521) (SPG 90: 81.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F
2 WKXJ-F	2 WJTT-F	2 WLMX-AF	2 WLMX-AF	2 WLMX-AF	2 WDEF-F	2 WDEF-F	2 WLMX-AF	2 WJTT-F	2 WJTT-F	2 WDEF-F
3 WSKZ-F	3 WSKZ-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WLMX-AF	3 WLMX-AF	3 WDEF-F	3 WLMX-AF	3 WFXS-F	3 WJTT-F
4	4 WLMX-AF	4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4 WNOO	4 WJTT-F	4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4
5	5 WFXS-F	5 WFXS-F	5 WFXS-F	5 WDEF-F	5 WDEF	5 WSKZ-F	5 WJTT-F	5 WDEF-F	5 WKXJ-F	5
			6 WDEF-F						6 WLMX-AF	

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 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F
2 WSKZ-F	2 WJTT-F	2 WJTT-F	2 WLMX-AF	2 WLMX-AF	2 WJTT-F	2 WFXS-F	2 WFXS-F	2 WSKZ-F	2 WLMX-AF
3 WLMX-AF	3 WLMX-AF	3 WLMX-AF	3 WJTT-F	3 WJTT-F	3 WSKZ-F	3 WSKZ-F	3 WSKZ-F	3 WLMX-AF	3 WSKZ-F
4 WJTT-F	4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4 WDEF-F	4 WFXS-F	4 WJTT-F	4 WLMX-AF	4 WJTT-F	4 WJTT-F
5 WSGC-F	5	5	5	5	5 WKXJ-F	5 WLMX-AF	5 WJTT-F	5 WFXS-F	5 WFXS-F
WKXJ-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
TOP 40/CHR/CONTEMP		45 (1)	45 (1)	8.6	15.8	WBDX-F	102.7	Trenton/Ch'noog	1.8/6.4/	12/ 297
AOR/CLASSIC		22 (1)	22 (1)	4.2	3.3	WDOO	1310	Chattanooga	1.2/5.0/	7/ 185
AC/OLDIES/SOFT ROCK	1 (1)	103 (4)	104 (5)	20.0	11.6	WFLI	1070	Lookout Mountn	1.3/3.6/	9/ 184
MOR/VARIETY	17 (1)		17 (1)	3.3	3.7	WGOW	1150	Chattanooga	1.3/5.5/	8/ 202
COUNTRY	2 (1)	142 (2)	144 (3)	27.6	33.8	WMOC	1450	Chattanooga	0.7/1.9/	4/ 68
BLACK/URBAN	25 (1)	58 (1)	83 (2)	15.9	13.1	WQCH	1590	Lafayette	0.3/2.3/	5/ 111
BEAUTIFUL/EASY		64 (1)	64 (1)	12.3	11.8					
NEWS/TALK	8 (1)		8 (1)	1.5	2.5					
NOSTALGIA	7 (1)		7 (1)	1.3						
RELIGION/GOSPEL	12 (2)	15 (1)	27 (3)	5.2	4.4					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	72 (8)	449 (11)	521 (19)							

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	MOR/FULL SER.	CBS, NBC	\$ 25.00 (MMR)	Park
WDOO, 1310, 5 KW (DA-N)	NOSTALGIA	UNIULT	\$ N/A (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	RELIGION	ABC	\$ 12.00 (---	Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	TALK	SUN, MBS	\$ 16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (OAYS)	BLACK	SBN	\$ 14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1130, FZ		ABC	\$ 35.00 (MMR)	Park
WDOO-F, 96.5, 100 KW @ 1076, COUNTRY		UNIULT	\$ 36.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR			\$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		CBS	\$ 20.00 (HNNH)	(REDBANK)
WKXJ-F, 97.3, 27 KW @ 616, AC			\$ 20.00 (Roslin)	
WLMX-F, 105.5, 3 KW @ 262, AC		ABC	\$ 45.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES			\$ 17.00 (---	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR			\$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		NBC	\$ 56.00 (Kat2)	

Miscellaneous: WDOO changes from Country to Nostalgia . . . WDXB sold for \$75,000 . . .

CHICAGO

Arbitron Rank/Pop (12+): 3/6,769,100

Stations: 35/35

1990 Revenue: \$232,900,000

MSA Rank/Pop: 3/8,240,000

Diaries: 3277/2066:1/49.9%

MM Inc.: \$33,675

ADI # 3

Sample Target: 3310

Retail \$: 61.0 Bill

Average Person Ratings: 18.3

% Below Line: 0.0

Poo oer Station: 193.402

Market TSL: 23.75 hours

% Not Listed: 12.3

#1 Biller: WGN \$38,000,000

		12+ METRO												
12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WGN (T/FS)	1015/ 8.2	7.8	9.3	8.2	8.0	8.4	1212/14920	11949/17.7	20.1	18.7	8.0	952	10609	WGN
2. WGBI-F (B)	823/ 6.6	7.4	7.2	7.9	7.7	7.3	836/9088	8873/13.1	13.9	14.1	9.4	1125	12727	WGBI-F
3. WBBM-F (CHR)	719/ 5.8	6.9	6.2	5.2	4.4	6.0	736/13093	12562/18.6	18.2	15.2	8.7	1040	14938	WBBM-F
4. WVAZ-F (B/AC)	538/ 4.3	4.8	4.5	4.4	5.2	4.5	553/7368	7095/10.5	9.9	10.1	6.7	797	6369	WVAZ-F
5. WBBM (N/T)	488/ 3.9	5.2	4.4	4.1	4.6	4.4	550/12493	10910/16.1	16.7	17.1	3.9	465	9092	WBBM
6. WLIT-F (SAC)	487/ 3.9	3.5	3.2	2.6	2.9	3.3	492/6298	6151/ 9.1	8.8	8.0	2.0	339	3273	WLIT-F
7. WWBZ-F (AOR)	480/ 3.9	1.4	1.4	1.8	1.6	2.1	560/7987	7156/10.6	6.6	6.4	4.1	489	5864	WWBZ-F
8. WJJD (BB)	448/ 3.6	2.4	3.7	3.1	2.7	3.2	474/5751	5292/ 7.8	7.1	6.5	2.4	288	3545	WJJD
9. WLUP-F (AOR)	443/ 3.6	3.5	4.2	4.8	4.5	4.0	460/8829	8630/12.7	13.0	13.0	3.6	426	8000	WLUP-F
10. WCKG-F (CL AOR)	427/ 3.4	3.9	4.1	4.8	4.4	4.1	445/9160	8625/12.7	13.2	13.2	4.5	531	8314	WCKG-F
11. WJMK-F (O)	419/ 3.4	2.8	3.1	3.4	3.0	3.2	451/8369	7806/11.5	11.2	10.3	2.0	240	4471	WJMK-F
12. WUSN-F (C)	409/ 3.3	3.8	4.0	2.8	3.4	3.5	441/6987	6539/ 9.7	9.0	9.1	4.7	558	6899	WUSN-F
13. WXRT-F (AOR)	406/ 3.3	3.6	2.8	2.7	3.3	3.1	435/5651	5288/ 7.8	7.1	8.0	3.2	385	5931	WXRT-F
14. WLUP (T)	383/ 3.1	2.7	2.6	2.1	2.9	2.6	429/6412	5630/ 8.3	7.2	8.0	3.2	384	4321	WLUP
15. WNUA-F (J/NA)	381/ 3.1	2.3	2.3	3.2	2.6	2.7	390/6033	5826/ 8.6	6.9	8.0	3.2	385	5219	WNUA-F
16. WKQX-F (AC)	351/ 2.8	2.8	2.8	3.2	3.5	2.9	377/8644	8288/12.2	11.6	12.1	2.3	272	5657	WKQX-F
17. WTMX-F (AC)	350/ 2.8	2.5	2.9	2.6	3.2	2.7	357/6093	5876/ 8.7	9.1	9.3	1.5	176	3015	WTMX-F
18. WMAQ (N)	311/ 2.5	4.5	2.7	2.4	2.2	3.0	351/9918	8680/12.8	11.8	10.9	3.0	353	6982	WMAQ
19. WPNT-F (AC)	310/ 2.5	1.3	2.3	2.1	3.1	2.0	322/6686	6506/ 9.6	6.9	9.0	0.9	106	2193	WPNT-F
20. WLS (T)	229/ 1.8	2.5	2.2	2.3	2.0	2.2	305/5024	3491/ 5.2	7.0	5.6	2.6	304	3229	WLS
21. WNIB-F (CL)	225/ 1.8	1.4	1.2	1.9	1.3	1.6	231/3727	3607/ 5.3	4.6	5.2	1.1	130	2149	WNIB-F
22. WOJO-F (SP)	203/ 1.6	1.1	1.4	1.5	1.9	1.4	203/2467	2455/ 3.6	2.9	3.8	0.8	98	2410	WOJO-F
23. WYTZ-F (CMR)	159/ 1.3	1.6	2.1	2.6	2.8	1.9	169/5409	5070/ 7.5	9.9	11.8	1.9	221	6445	WYTZ-F
24. WFMT-F (CL)	131/ 1.1	1.5	0.9	1.4	1.5	1.2	139/3565	3378/ 5.0	4.1	5.1	1.3	157	2381	WFMT-F
25. WJPC-F (SAC)	106/ 0.9	0.5	0.4	0.6	0.5	0.6	106/2156	2156/ 3.2	2.5	2.2	0.3	35	755	WJPC-F
26. WYCA-F (REL)	86/ 0.7	0.5	0.6	0.7	0.3	0.6	88/1421	1404/ 2.1	1.4	1.0	0.6	69	1358	WYCA-F
27. WTAQ (SP)	85/ 0.7	0.4	0.4	0.7	0.5	0.6	85/839	839/ 1.2	0.9	1.3				WTAQ
28. WIND (SP)	83/ 0.7	0.9	0.8	0.9	0.6	0.8	96/1431	1321/ 2.0	2.0	1.4	0.6	70	1338	WIND
29. WAIT (EZ)	83/ 0.7	0.5	0.7	---	0.5	0.5	89/1235	1149/ 1.7	0.9	0.9				WAIT
30. WGCI (B/O)	81/ 0.7	1.1	0.5	0.5	0.3	0.7	81/1785	1785/ 2.6	2.3	1.7	0.4	48	795	WGCI

12+ FM SHARE (METRO): 69.46% (7563 of 10888) (SPG 90: 70.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WBBM-F>	1 WICI-F	1 WICI-F	1 WICI-F<	1 WVAZ-F<	1 WGN >>	1 WGN >	1 WGN <	1 WGN <	1 WICI-F	1 WGN >>
2 WICI-F>>	2 WBBM-F	2 WBBM-F	2 WVAZ-F	2 WICI-F	2 WJJD	2 WICI-F	2 WLIT-F	2 WICI-F	2 WBBM-F	2 WICI-F>>
3 WYTZ-F	3 WWBZ-F<	3 WLUP-F<	3 WJMK-F<	3 WLIT-F<	WBBM	3 WICI-F	3 WBBM-F	3 WGN	3 WBBM	>>
4 WWBZ-F	4 WXRT-F<	4 WVAZ-F<	4 WLIT-F<	4 WJMK-F<	4 WLIT-F	4 WBBM-F	4 WBBM-F	4 WVAZ-F	4 WVAZ-F	4 WMAQ >>
5	5 WLUP-F	5 WWBZ-F<	5 WLUP-F	5 WGN	5 WUSN-F	5 WLUP-F	5 WVAZ-F	5 WLUP <	5 WWBZ-F	5 WVAZ-F
6	6 WCKG-F<	6 WXRT-F	6 WCKG-F<	6 WCKG-F<	6 WJMK-F<	6 WJJD	WJJD	6 WWBZ-F	6 WLUP <	6 WLS >>
7	7 WVAZ-F	6 WCKG-F	7 WXRT-F	7 WXRT-F	7 WMAQ	7 WMAQ <	WCKG-F<	7 WLIT-F<	7 WPNT-F	7 WJJD <
8	8 WLUP	8 WJMK-F	8 WNUA-F<	8 WLUP-F<	8 WVAZ-F<	8 WLIT-F	8 WWBZ-F<	8 WCKG-F	8 WMAQ	8 WLIT-F
9	9	9 WLUP	9 WLUP	9 WNUA-F	9 WNUA-F	9 WKQX-F	9 WUSN-F	9 WUSN-F	9 WNUA-F	9
10	10	WLIT-F	10 WKQX-F	10 WLUP	10	10 WVAZ-F	WLUP	10 WXRT-F	10	10
								WJMK-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 WBBM-F	1 WICI-F>	1 WICI-F>	1 WICI-F>	1 WLIT-F	1 WWBZ-F	1 WLUP-F<	1 WXRT-F	1 WLUP-F	1 WXRT-F<
2 WICI-F	2 WBBM-F	2 WVAZ-F	2 WVAZ-F<	WICI-F	2 WBBM-F<	2 WXRT-F<	2 WLUP-F	2 WXRT-F<	2 WLUP <
3 WWBZ-F>	3 WWBZ-F	3 WKQX-F	3 WLIT-F	3 WVAZ-F>	3 WICI-F>	3 WWBZ-F	3 WLUP	3 WWBZ-F	3 WLUP-F<
4 WKQX-F	4 WKQX-F<	4 WTMX-F<	4 WBBM-F	4 WJMK-F	4 WLUP-F>	4 WICI-F<	4 WVAZ-F<	4 WICI-F	4 WCKG-F
5 WTMX-F<	5 WVAZ-F	5 WXRT-F	5 WKQX-F	5 WKQX-F<	5 WCKG-F	5 WBBM-F	5 WCKG-F<	5 WCKG-F<	5 WGN <
6 WYTZ-F	6 WTMX-F	6 WCKG-F	6 WTMX-F	6 WTMX-F	6 WXRT-F	6 WLUP	6 WCI-F<	6 WLUP <	6 WVAZ-F<
7 WXRT-F	7 WXRT-F<	7 WLUP-F	7 WPNT-F	7 WUSN-F	7 WLUP	7 WCKG-F	7 WBBM-F<	7 WBBM-F	7 WJMK-F
8 WLUP-F<	8 WCKG-F<	8 WBBM-F	WJMK-F	WNUA-F<	8	8 WVAZ-F	8 WWBZ-F	8 WJMK-F	8 WNUA-F
9 WPNT-F	9 WLUP-F	9 WPNT-F	9 WWBZ-F	9 WPNT-F	9	9	9	9 WVAZ-F	9 WICI-F
10 WCKG-F	10 WPNT-F	WLIT-F	10 WNUA-F	WGN	10	10	10	10 WNUA-F	10 WBBM-F

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSR	TSR
-----	--	--	-----	-	-	-----	-----	SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		878 (2)	878 (2)	8.1	8.4	WJPC	950 Chicago/Lansing	0.1/0.5/	16/	311
AOR/CLASSIC		1756 (4)	1756 (4)	16.1	13.5	WKD-F	95.9 Aurora/Naprvl	0.4/0.9/	53/	660
AC/CLOIES/SOFT ROCK	16 (1)	2023 (6)	2039 (7)	18.7	17.2	WOPA	1200 Chicago	0.3/0.9/	39/	615
MOR/VARIETY						WVON	1450 Chicago	0.5/1.0/	64/	644
COUNTRY		409 (1)	409 (1)	3.8	3.8	WYLL-F	106.7 Des Plaines/Chi	0.5/1.5/	60/	1164
BLACK/URBAN	145 (2)	1361 (2)	1506 (4)	13.8	16.1					
BEAUTIFUL/EASY	83 (1)		83 (1)	0.8	4.3					
NEWS/TALK	2426 (5)		2426 (5)	22.3	22.5					
NOSTALGIA	448 (1)		448 (1)	4.1	3.4					
RELIGION/GOSPEL		143 (2)	143 (2)	1.3	0.9					
SPANISH	168 (2)	203 (1)	371 (3)	3.4	3.7					
CLASSICAL		356 (2)	356 (2)	3.3	3.0					
JAZZ/NEW AGE		381 (1)	381 (1)	3.5	3.4					
UNKNOWN/OTHERS	39 (1)	53 (1)	92 (2)	0.8						
-----	-----	-----	-----	-----	-----					
	3325 (13)	7563 (22)	10888 (35)							

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 260.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, GOSPEL/BLACK	SBN, \$ N/A (McGuird)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz)	Tichenor
WJJO, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 88.00 (Katz)	Infinity
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	NBN, \$ 45.00 (---)	
WLS, 890, 50 KW	, TALK	ABC, \$ 85.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 130.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NFWS	CNN NBC, \$ 130.00 (Group W)	Westinghouse
WSBC, 1240, 1 KW	, RELIGION/ETHNIC	, \$ 18.00 (---)	
WVON, 1450, 1 KW	, BLACK	MBS, \$ 46.00 (Roslin)	
WXEZ, 820, 50 KW/1 KW (DA-N)	, EZ	MBS, \$ N/A (---)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		CBS, \$ 150.00 (CBS)	CBS
WCKG, 105.9, 3 KW @ 1575, CLASSIC AOR		, \$ 164.00 (Katz)	
WFMT, 98.7, 15 KW @ 1174, CLASSICAL		, \$ 100.00 (HNWH)	
WWBZ, 103.5, 6 KW @ 1548, AOR	ABC	UNIPWR, \$ 106.00 (Eastman)	
WGCI, 107.5, 33 KW @ 605, BLACK		, \$ 230.00 (McGuird)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 210.00 (Katz)	Infinity
WKQX, 101.1, 6 KW @ 1174, AC/CONTEMP		SOURCE, \$ 200.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 215.00 (Christal)	Viacom
WLNR, 106.3, 2 KW @ 297, AC		, \$ 40.00 (---)	(LANSING)
WLUP, 97.9, 6 KW @ 1174, AOR		, \$ 300.00 (MMR)	Evergreen
WHIB, 97.1, 8 KW @ 1190, CLASSICAL		, \$ 105.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1174, JAZZ/NAC		, \$ 120.00 (Durpetti)	Pyramid
WOJO, 105.1, 6 KW @ 1170, HISPANIC		, \$ 95.00 (Katz Misp)	Tichenor
WTHX, 101.9, 4 KW @ 1561, AC		, \$ 140.00 (McGuird)	Bonneville
WUSN, 99.5, 6 KW @ 1174, COUNTRY		, \$ 155.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1174, BLACK AC		UPI, \$ 185.00 (Durpetti)	Broadcast Partners
WXEZ, 100.3, 7 KW @ 1174, EZ		MBS, \$ 175.00 (---)	Century
WXRT, 93.1, 7 KW @ 1308, AOR		, \$ 160.00 (CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR		ABC, \$ 158.00 (Banner)	Cap. Cities/ABC
WYSY, 107.9, 22 KW @ 734, AC		, \$ 55.00 (N/A)	(AURORA)

Miscellaneous: WLNR-F to WJPC-F (April) . . . WFYR to WWBZ-F (April) and format from SAC to AOR. . . WFYR was sold from Summit to Major for \$19,000,000 (LaRue) . . . WPNT sold from Century to Diamond for \$650,000 . . .

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,190,800

Stations: 23/20

1990 Revenue: \$55,000,000

MSA Rank/Pop: 30/1,730,000

Diaries: 1450/821:1/51.1%

HH Inc.: \$32,910

ADI # 30

Sample Target: 1410

Retail \$: 13.2 Bill

Average Person Ratings: 17.3

% Below Line: 2.2

Pop per Station: 59,540

Market TSL: 22.75 hours

% Not Listed: 11.3

#1 Biller: WLW \$13,700,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ MFTRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WLW (FS/1)	250/12.1	12.0	11.2	15.0	12.1	12.6	379/5733	3848/32.3	29.8	32.0	12.3	267	3713	WLW
2. WKRO-F (CHR)	200/ 9.7	10.3	9.8	8.9	10.4	9.7	266/4034	2997/25.2	23.2	27.4	10.3	223	3516	WKRO-F
3. WUBE-F (C)	154/ 7.5	7.1	5.3	3.8	4.8	5.9	224/2378	1537/12.4	13.0	11.0	4.6	100	1644	WUBE-F
4. WEBN-F (AOR)	153/ 7.4	7.7	9.7	11.0	10.1	8.9	217/2995	2246/18.9	21.8	22.7	9.3	203	2644	WEBN-F
5. WGRR-F (O)	139/ 6.7	5.3	5.5	5.8	7.6	5.8	198/2970	2024/17.0	13.4	16.0	4.7	102	1411	WGRR-F
6. WNNK-F (AC)	115/ 5.6	4.7	5.4	4.7	5.2	5.1	147/2312	1901/16.0	15.7	13.5	5.5	119	1602	WNNK-F
7. WWEZ-F (SAC)	114/ 5.5	4.6	7.1	6.1	7.0	5.8	129/1921	1607/13.5	15.0	14.7	4.5	97	1108	WWEZ-F
8. WRRM-F (AC)	105/ 5.1	4.6	4.8	4.8	4.5	4.8	122/1927	1724/14.5	14.1	11.6	2.9	63	1021	WRRM-F
9. WOFX-F (CL AOR)	93/ 4.5	3.9	3.0	5.3	3.7	4.2	126/2290	1761/14.8	12.2	11.3	4.6	100	1739	WOFX-F
WIZF-F (B)	93/ 4.5	6.1	7.2	7.5	5.3	6.3	95/1321	1214/10.2	10.9	8.8	8.6	186	1704	WIZF-F
11. WMLX (BB)	73/ 3.5	3.3	3.0	1.8	2.3	2.9	74/718	704/ 5.9	3.4	2.5	1.9	42	270	WMLX
12. WZRZ-F (AOR)	70/ 3.4	2.9	1.9	1.9	2.5	2.5	99/1420	1015/ 8.5	6.1	5.7	6.0	130	1972	WZRZ-F
13. WCKY (N/T)	66/ 3.2	4.3	4.5	3.3	4.4	3.8	78/1136	965/ 8.1	10.2	10.1	3.4	73	842	WCKY
14. WKRC (FS)	57/ 2.8	5.9	4.6	5.0	4.9	4.6	70/1731	1347/11.3	16.0	13.8	3.8	83	1252	WKRC
15. WCIN (B)	37/ 1.8	1.3	----	----	0.4	0.8	38/540	534/ 4.5	0.0	1.5	1.0	22	412	WCIN

12+ FM SHARE (METRO): 71.51% (1308 of 1829) (SPG 90: 70.34%)

TFFNS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRO-F >>	1 WEBN-F	1 WEBN-F <	1 WLW	1 WLW	1 WLW >	1 WLW	1 WLW <	1 WKRO-F	1 WLW >>	1 WLW
2 WZRZ-F	2 WKRO-F >	2 WKRO-F	WGRR-F <	2 WGRR-F	2 WUBE-F <	2 WKRO-F	2 WUBE-F	2 WLW	2 WKRO-F >	2 WIZF-F
3 WIZF-F	3 WNNK-F	3 WLW <	3 WEBN-F	3 WEBN-F	3 WGRR-F	3 WEBN-F <	3 WKRO-F	3 WEBN-F	3 WNNK-F	3 WGRR-F
4	4 WOFX-F	4 WGRR-F	4 WUBE-F	4 WUBE-F	4 WWEZ-F	4 WUBE-F >	WGRR-F	4 WGRR-F <	4 WIZF-F	4 WEBN-F
5	5 WUBE-F <	5 WUBE-F	5 WRRM-F <	5 WRRM-F	5 WMLX	5 WGRR-F	5 WRRM-F <	5 WUBE-F	5 WEBN-F	5 WZRZ-F
6	6 WLW	6 WNNK-F	6 WNNK-F	6 WKRO-F <	6	6 WKRC <	6 WEBN-F	6 WNNK-F	6	6 WKRO-F
7	7 WRRM-F	7 WRRM-F	WKRO-F	7 WNNK-F	7	7 WRRM-F <	7 WNNK-F	7 WIZF-F	7	7
8	8 WIZF-F <	8 WOFX-F	8 WOFX-F	8 WOFX-F	8	8 WIZF-F	8	8	8	8
9 WZRZ-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 WKRO-F >>	1 WKRO-F	1 WNNK-F	1 WKRO-F	1 WRRM-F	1 WKRO-F	1 WEBN-F >	1 WEBN-F >	1 WEBN-F	1 WLW
2 WNNK-F	2 WNNK-F >	2 WRRM-F	2 WNNK-F	2 WNNK-F	2 WNNK-F	2 WKRO-F <	2 WLW >	2 WLW >	2 WEBN-F
3 WZRZ-F	3 WEBN-F <	3 WEBN-F	3 WRRM-F	3 WKRO-F	3 WZRZ-F	3 WLW	3 WUBE-F	3 WGRR-F	3 WGRR-F
4 WIZF-F	4 WRRM-F	4 WKRO-F	4 WGRR-F	4 WGRR-F	4 WUBE-F	4 WUBE-F	4 WOFX-F	4 WUBE-F	4 WUBE-F >
5 WEBN-F	5 WIZF-F	5 WOFX-F	5 WUBE-F	5 WUBE-F	5 WOFX-F	5 WZRZ-F	5 WKRO-F	5 WOFX-F	5 WOFX-F
6	6 WOFX-F	6 WUBE-F	6 WEBN-F	6 WEBN-F <	6	6 WOFX-F	6 WZRZ-F	6 WKRO-F	6 WKRO-F
7	7	7 WIZF-F	7 WIZF-F <	7 WLW	7	7	7 WGRR-F	7	7
8	8	8	8 WOFX-F	8 WIZF-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	%	SPG 90			OTHER RATED STATIONS			METRO CUME	TSA	TSA
-----	--	--	-----	-	-				-----			SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		200 (1)	200 (1)	10.9	12.2	WAKW-F	93.3	Cincinnati				1.1/4.0/	29/	607
AOR/CLASSIC		323 (4)	323 (4)	17.7	11.7	WAQZ-F	107.1	Milford				0.3/2.2/	12/	273
AC/DOLBYES/SOFT ROCK	15 (1)	480 (5)	495 (6)	27.1	24.9	WNOP	740	Newport				0.7/1.5/	14/	182
MOR/VARIETY	316 (3)		316 (3)	17.3	18.8	WOXY-F	97.7	Oxford/Cincinnati				0.3/1.2/	13/	243
COUNTRY		190 (3)	190 (3)	10.4	8.9	WSAI	1360	Cincinnati				0.7/3.7/	22/	595
BLACK/URBAN	37 (1)	93 (1)	130 (2)	7.1	5.7									
BEAUTIFUL/EASY					7.5	WHKO-F	99.1	Dayton/Springfield				0.6/2.4/	99/	1348
NEWS/TALK	66 (1)		66 (1)	3.6	4.8	WPFB	910	Middletown				0.4/1.2/	26/	276
NOSTALGIA	73 (1)		73 (1)	4.0	2.5	WPFB-F	105.9	Middletown				1.1/2.4/	54/	784
RELIGION/GOSPEL		22 (1)	22 (1)	1.2	1.4									
SPANISH														
CLASSICAL					0.4									
JAZZ/NEW AGE	14 (1)		14 (1)	0.8	1.1									
UNKNOWN/OTHERS														
	-----	-----	-----											
	521 (8)	1308 (15)	1829 (23)											

CINCINNATI

RADIO STATIONSAM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	, \$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	News/Talk	CBS NBC, \$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC, \$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC, \$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	CNN, \$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNCP,	740,	1 KW (Days, DA)	Jazz/Variety	, \$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	Oldies	, \$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM			

FM STATIONS

WZRZ,	96.5,	31 KW @ 810	, AOR	UNIPWR, \$ 48.00	(Eastman)	(HAMILTON)
WFBN,	102.7,	16 KW @ 905	, AOR	, \$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	, Oldies	, \$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466	, Black	ABC, \$ 35.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 874	, CHR	ABC, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	, Cl AOR	, \$ 69.00	(MMR)	Hoker (FAIRFIELD)
WAQZ,	107.1,	3 KW @ 300	, Contemporary	, \$ 33.00	(K & P)	(HILFORD)
WRRM,	98.5,	18 KW @ 808	, AC	, \$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	, Country	CBS, \$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905	, EZ	, \$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	, AC	, \$ 77.00	(MMR)	Booth

Miscellaneous: WZRQ to WZRZ (in January in response to WKRQ suit) . . . WRBZ to WAQZ and format from NAC to Contemporary (May)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,753,100

Stations: 23/20

1990 Revenue: \$55,500,000

MSA Rank/Pop: 26/1,840,000

Diaries: 1752/1001:1/52.1%

MM Inc.: \$29,425

ADI # 11

Sample Target: 1725

Retail \$: 14.2 Btl

Average Person Ratings: 17.9

% Below Line: 2.5

Pop per Station: 87,655

Market TSL: 23.50 hours

% Not Listed: 10.7

#1 Biller: WLTF-F \$8,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WLTF-F (AC)	312/ 9.9	8.7	10.8	7.5	10.4	9.2	367/4817	3822/21.8	21.9	22.4	6.7	201	2440
2. WGAR-F (C)	237/ 7.6	7.4	7.5	6.5	6.9	7.3	334/4108	2705/15.4	15.9	13.6	9.1	275	2686
3. WMJI-F (O/AC)	225/ 7.2	7.4	6.8	7.1	7.1	7.1	315/4786	3352/19.1	16.6	17.8	6.2	185	2062
4. WDOO-F (SAC)	216/ 6.9	6.7	7.1	6.4	6.5	6.8	302/4171	2948/16.8	16.9	16.3	6.1	184	2339
5. WZAK-F (B)	214/ 6.8	7.2	7.3	8.8	6.9	7.5	270/3028	2366/13.5	13.9	12.7	8.9	268	2787
WMMS-F (AOR)	214/ 6.8	8.8	6.8	9.3	7.6	7.9	308/5092	3528/20.1	17.3	20.4	8.8	266	3826
7. WQAL-F (AC)	183/ 5.8	4.5	4.4	5.3	5.7	5.0	229/4133	3241/18.5	11.4	14.2	3.7	111	2054
8. WNCX-F (CL AOR)	180/ 5.7	4.4	5.2	6.7	5.3	5.5	237/3517	2423/13.8	12.6	13.5	5.8	173	2339
9. WWWE (N/T)	157/ 5.0	5.0	4.0	4.8	5.1	4.7	206/3993	3072/17.5	14.3	15.1	4.1	122	2016
10. WPHR-F (CHR)	140/ 4.5	5.6	5.2	5.6	4.8	5.2	242/4495	2762/15.8	15.8	15.0	7.7	231	3340
11. WRMR (BB)	137/ 4.4	5.1	4.0	5.3	5.7	4.7	183/2122	1519/ 8.7	8.8	10.7	3.9	118	1558
12. WJMO-F (B/CHR)	109/ 3.5	2.7	3.5	3.2	4.1	3.2	119/2388	2203/12.6	12.7	12.5	5.4	161	3031
13. WNWV-F (J/NA)	96/ 3.1	2.7	2.4	1.3	1.5	2.4	118/1780	1359/ 7.8	8.3	5.0	4.2	127	1204
14. WCLV-F (CL)	63/ 2.0	2.1	2.2	1.5	1.7	2.0	76/1444	1221/ 7.0	6.7	5.9	3.1	94	1541
15. WERE (N/T)	62/ 2.0	2.9	2.4	3.3	2.0	2.7	63/1221	1170/ 6.7	6.4	6.8	1.6	49	1050
16. WHK (N/T)	53/ 1.7	1.5	1.8	1.2	1.2	1.5	55/1080	1009/ 5.8	5.6	4.5	1.1	34	688
17. WJMO (B)	43/ 1.4	1.1	1.8	1.4	1.8	1.4	44/708	700/ 4.0	3.7	4.7	0.7	21	708
WABQ (G)	43/ 1.4	1.6	1.4	0.9	1.0	1.3	43/575	575/ 3.3	2.5	1.9	0.2	7	129
19.													
20.													

12+ FH SHARE (MFTRO): 79.66% (2233 of 2803) (SPG 90: 78.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WNCX-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WGAR-F	1 WMJI-F<	1 WLTF-F>	1 WLTF-F>	1 WZAK-F>	1 WWWE
2 WZAK-F	2 WMMS-F	2 WMJI-F	2 WMJI-F>	2 WMJI-F>	2 WLTF-F	2 WLTF-F	2 WDOO-F<	2 WGAR-F	2 WWWE <	2 WZAK-F<
3	3 WLTF-F	3 WMMS-F	3 WMMS-F<	3 WGAR-F	WDOO-F	3 WMMS-F	3 WGAR-F	3 WZAK-F	3 WLTF-F	3 WHK
4	4 WZAK-F	4 WNCX-F	4 WGAR-F<	4 WDOO-F<	4 WMJI-F	4 WGAR-F	4 WQAL-F<	4 WPHR-F	4 WPHR-F	4 WMMS-F>>
5	5 WQAL-F	5 WZAK-F	5 WQAL-F	5 WMMS-F	5 WRMR	5 WDOO-F>	5 WNCX-F	5 WMMS-F<	5 WMMS-F	5 WGAR-F
6	6 WJMO-F<	6 WQAL-F	6 WNCX-F<	6 WQAL-F	6 WWWE	6 WQAL-F<	6 WMMS-F	6 WMJI-F<	6 WNCX-F<	6 WERE <
7	7 WMJI-F	7 WGAR-F	7 WZAK-F<	7 WZAK-F	7	7 WZAK-F	WMJI-F	7 WQAL-F	7 WMJI-F	7 WDOO-F
			8 WDOO-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 WLTF-F>	1 WLTF-F>	1 WLTF-F	1 WLTF-F>	1 WLTF-F>	1 WNCX-F	1 WNCX-F<	1 WMMS-F	1 WMMS-F	1 WMJI-F>
2 WZAK-F	2 WQAL-F	2 WQAL-F	2 WQAL-F	2 WQAL-F	2 WMMS-F>	2 WMMS-F>	2 WNCX-F>	2 WNCX-F<	2 WMMS-F
3 WJMO-F<	3 WZAK-F	3 WNCX-F	3 WZAK-F	3 WMJI-F	3 WZAK-F>	3 WZAK-F>	3 WMJI-F	3 WMJI-F>	3 WGAR-F
4 WMMS-F<	4 WNCX-F<	4 WZAK-F	4 WMJI-F	4 WDOO-F	4 WJMO-F	4 WMJI-F	4 WZAK-F	4 WZAK-F<	4 WNCX-F
5 WQAL-F	5 WMMS-F	5 WMMS-F	5 WGAR-F<	5 WZAK-F	5 WLTF-F	5 WLTF-F	5	5 WGAR-F	5 WLTF-F
6 WPHR-F>	6 WJMO-F	6 WMJI-F	6 WMMS-F<	6 WGAR-F	6	6 WJMO-F	6	6 WLTF-F	6 WDOO-F
7 WGAR-F	7 WPHR-F	7 WJMO-F	7 WDOO-F	7	7	7	7	7 WDOO-F	7

FORHATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED	STATIONS	METRO CUME	TSA	TSA
									SHARE/RTG/AQH/CUMF		
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	5.7	6.4	WEOL	930	Elyria	0.6/2.2/ 25/	427	
AOR/CLASSIC		417 (3)	417 (3)	14.9	15.1	WKMR	1220	Cleveland	0.9/2.9/ 27/	692	
AC/OLDIES/ROCK		936 (4)	936 (4)	33.4	26.9						
MOR/VARIETY	20 (1)		20 (1)	0.7	0.6	CKLW	800	Windsor	1.1/3.6/ 48/	863	
COUNTRY		237 (1)	237 (1)	8.5	8.7	WKOD-F	96.5	Akron/Canton	0.7/5.0/131/	2665	
BLACK/URBAN	43 (1)	323 (2)	366 (3)	13.1	14.5	WONE-F	97.5	Akron/Cleveland	0.7/3.9/125/	2222	
BEAUTIFUL/EASY					6.8						
NEWS/TALK	291 (4)		291 (4)	10.4	9.1						
NOSTALGIA	173 (2)		173 (2)	6.2	7.1						
RELIGION/GOSPEL	43 (1)		43 (1)	1.5	1.1						
SPANISH											
CLASSICAL		63 (1)	63 (1)	2.2	1.9						
JAZZ/NEW AGE		96 (1)	96 (1)	3.4	1.7						
UNKNOWN/OTHERS											
	570 (9)	2233 (14)	2803 (23)								

CLFVELAND

RADIO STATIONS

AM STATIONS

WABO, 1540, 1 KW (Days)	, Religion	SBN, \$ 20.00	(---)	
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, \$ 50.00	(Mc-Guild)	Metroplex
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC UNISUP, \$ NA	(---)	
WHK, 1420, 5 KW (DA-N)	, Business News	BRN TALKNT, \$ 35.00	(Katz)	Malrite
WJMO, 1490, 1 KW	, Black	ABC, \$ 30.00	(MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, Nostalgia	APP UNISUP, \$ 44.00	(MMR/Espanol)	
WWWF, 1100, 50 KW	, News/Talk	CBS ABC, \$ 80.00	(Christal)	Booth

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 55.00	(HNWH)	
WOCK, 102.1, 12 KW @ 1005	, Soft AC	, \$ 70.00	(MMR/Espanol)	
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$ 80.00	(HNWH)	Nationwide
WJMO, 92.5, 27 KW @ 235	, CHR/Urban	ABC, \$ 50.00	(MMR)	United
WLTF, 106.5, 11 KW @ 1060	, AC	APR, \$140.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 900	, Oldies/AC	, \$110.00	(Eastman)	Legacy
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$160.00	(Katz)	Malrite
WPCX, 98.5, 16 KW @ 961	, Classic AOR	ABC CBS, \$ 85.00	(Mc-Guild)	Metroplex
WWNV, 107.3, 50 KW @ 466	, Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)
WFHR, 107.9, 16 KW @ 892	, CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman
WQAL, 104.1, 11 KW @ 1060	, Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win
WZAK, 93.1, 27 KW @ 623	, Black	CBS, \$ 80.00	(Durpetti)	Zapis

Miscellaneous: WGAR to WKNR and format from Country to Sports (1990) . . . WMJI-F reclassified as Oldies/AC . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 108/334,400

Stations: 21/17

1990 Revenue: \$10,400,000

MSA Rank/Pop: 117/406,000

Diaries: 799/418:1/58.9%

MM Inc.: \$29,615

ADJ # 99 (w/Pueblo)

Sample Target: 760

Retail \$: 2.9 Bil

Average Person Ratings: 16.9

% Below Line: 6.0

Pop per Station: 19,670

Market TSL: 22.25 hours

% Not Listed: 14.0

#1 Biller: KKCS-AF \$1,600,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F (C)	73/12.9	14.9	14.2	----	10.9	10.5	109/1199	835/25.0	26.8	18.1	13.6	80	751	KKCS-F
2. KKM-F (CHR)	48/ 8.5	7.5	6.3	----	8.4	5.6	68/899	636/19.0	13.4	18.0	14.7	86	683	KKM-F
3. KRDO-F (E7)	46/ 8.1	5.7	5.3	----	6.5	4.8	61/760	509/15.2	13.5	16.8	3.4	20	286	KRDO-F
4. KKLI-F (SAC)	45/ 8.0	6.6	6.5	----	2.2	5.3	56/769	588/17.6	13.5	7.8	5.1	30	467	KKLI-F
5. KKF-F (CL AOR)	36/ 6.4	7.1	7.7	----	6.2	5.3	46/674	545/16.3	16.2	15.0	8.9	52	520	KKF-F
6. KVUU-F (AC)	33/ 5.8	5.2	4.4	----	7.4	3.8	41/666	475/14.2	15.1	17.0	6.0	35	371	KVUU-F
12. KIKX-F (CHR)	33/ 5.8	4.2	7.5	----	8.5	4.8	50/826	617/18.5	18.1	23.2	4.6	27	526	KIKX-F
8. KATH-F (AOR)	32/ 5.7	4.2	5.6	----	7.2	3.9	54/768	502/15.0	13.6	19.9	6.5	38	568	KATH-F
9. KVOR (N/T)	30/ 5.3	5.5	4.7	----	4.4	3.9	31/385	365/10.9	12.9	11.6	4.6	27	324	KVOR
KSPZ-F (AC)	30/ 5.3	7.8	6.0	----	7.0	4.8	37/652	508/15.2	14.4	18.1	6.5	38	458	KSPZ-F
11. KOA (N/T)	27/ 4.8	4.2	4.2	----	2.2	3.3	48/614	364/10.9	12.5	8.5	3.1	18	323	KOA
12. KILO-F (AOR)	19/ 3.4	6.2	4.9	----	7.4	3.6	26/510	380/11.4	13.1	16.7	4.8	28	455	KILO-F
13. KCMN (BR)	8/ 1.4	1.4	1.2	----	0.7	1.0	8/127	125/ 3.7	2.9	3.0	0.9	5	136	KCMN
14. KHII-F (C)	6/ 1.1	1.0	1.6	----	1.3	0.9	7/146	113/ 3.4	4.3	4.5	0.7	4	88	KHII-F

12+ FM SHARE (METRO): 83.37% (406 of 487) (SPG 90: 84.75%)

TFFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KRDO-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKM-F	1 KOA
2 KIKX-F	2 KKM-F	2 KKLI-F	2 KKF-F	2 KKF-F	KKCS-F	2 KRDO-F	2 KRDO-F	2 KKM-F	2 KKCS-F	2 KSPZ-F
3	KATH-F	3 KKF-F	3 KKLI-F	3 KLI-F	3 KVOR	3 KVOR	3 KKLI-F	3 KKLI-F	3 KSPZ-F	KKCS-F
4	4 KKF-F	4 KKM-F	4 KVUU-F	4 KSPZ-F	4 KKLI-F	4 KVUU-F	4 KKM-F	4 KRDO-F	4 KIKX-F	4 KRDO-F
5	5 KKLI-F	5 KVUU-F	5 KSPZ-F	5 KRDO-F	5 KOA	5 KKF-F	5 KKF-F	5 KKF-F	5 KKLI-F	5
6	6 KIKX-F	6 KATH-F	6 KKM-F	6 KKM-F	6 KSPZ-F	6 KKLI-F	6 KATH-F	6 KIKX-F	6 KRDO-F	6
7	7 KVUU-F	7 KSPZ-F	7	7 KKM-F	7	7 KKM-F	7 KVUU-F	7	KATH-F	7

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 KKLI-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KATH-F	1 KATH-F	1 KKF-F	1 KKCS-F	1 KKCS-F
2 KKM-F	2 KKM-F	2 KVUU-F	2 KKLI-F	2 KVUU-F	2 KIKX-F	2 KKF-F	2 KKCS-F	2 KKF-F	2 KKF-F
3 KVUU-F	3 KVUU-F	3 KKM-F	3 KVUU-F	3 KRDO-F	3 KKM-F	3 KKCS-F	3 KKM-F	3 KATH-F	3 KKLI-F
4 KIKX-F	4 KKLI-F	4 KKF-F	4 KKM-F	4 KKLI-F	4 KKCS-F	4 KKM-F	4	4 KKLI-F	4 KSPZ-F
5 KKCS-F	5 KKF-F	5	5 KSPZ-F	5 KKM-F	5 KKLI-F	5 KIKX-F	5	5 KKM-F	5 KILO-F
KATH-F	6 KIKX-F	6	6	6 KSPZ-F	KKF-F	6 KKLI-F	6	KIKX-F	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUMF
TOP 40/CHR/CONTEMP		81 (2)	81 (2)	16.6	27.8	KKCS 1460	Colorado Sprngs 0.4/1.6/ 5/ 80
AOR/CLASSIC	2 (1)	87 (3)	89 (4)	18.3	16.0	KRDO 1240	Colorado Sprngs 0.7/4.8/ 4/ 169
AC/OLOIES/STOCK ROCK	4 (1)	111 (4)	115 (5)	23.6	21.8	KSSS 740	Colorado Sprngs 0.9/4.5/ 5/ 170
MOR/VARIETY					0.4	KWYD 1580	Colorado Sprngs 0.5/1.9/ 3/ 62
COUNTRY	2 (1)	79 (2)	81 (3)	16.6	16.6		
BLACK/URBAN						KLZ 560	Denver 0.4/2.2/ 2/ 77
BEAUTIFUL/EASY		46 (1)	46 (1)	9.4	7.5	KRYT-F 107.9	Pueblo 0.5/1.4/ 20/ 332
NEWS/TALK	62 (3)		62 (3)	12.7	7.5	KVOD-F 99.5	Denver/Boulder 0.4/1.8/ 4/ 76
NOSTALGIA	8 (1)		8 (1)	1.6	0.8		
RELIGION/GOSPEL	3 (1)		3 (1)	0.6			
SPANISH							
CLASSICAL		2 (1)	2 (1)	0.4			
JAZZ/NEW AGE					1.5		
UNKNOWN/OTHERS							
	81 (8)	406 (13)	487 (21)				

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	NOSTALGIA	CNN, UNISUP	\$ 14.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	OLOIES		\$ 13.00 (HNNH)	
KSSS, 740, 3.5KW/1.5 KW(OA-2)	TALK	NBC	\$ 20.00 (McGuilid)	Lakoduk
KVOR, 1300, 5 KW/1 KW	NEWS/TALK	ABC CBS	\$ 23.00 (Katz)	
KHII-F, 105.5, 60W @ 2230	COUNTRY	SMN	\$ 18.00 (K & P)	(SECURITY)
KATH-F, 100.7, 13 KW @ 2123	AOR		\$ 22.00 (Banner)	Surrey (PUEBLO)
KIKX-F, 102.7, 100 KW @ 2000	CHR		\$ 37.00 (Banner)	
KILO-F, 93.9, 83 KW @ 2110	AOR		\$ 36.00 (Eastman)	Bahakel
KKFM-F, 98.1, 71 KW @ 2290	CLASSIC AOR	ABC	\$ 32.00 (Christal)	Citadel
KKLI-F, 106.3, 71 W @ 1988	SOFT AC		\$ 15.00 (Torbet)	Tippie
KKMG-F, 98.9, 70 KW @ 2300	CHR		\$ 26.00 (Banner)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2010	BTFL/EZ		\$ 30.00 (HNNH)	
KSPZ-F, 92.9, 72 KW @ 2130	AC/OLOIES	UNISUP	\$ 31.00 (Katz)	
KVUU-F, 99.9, 96 KW @ 2000	AC		\$ 39.00 (McGuilid)	Lakoduk (PUEBLO)
KKCS-F, 101.9, 79 KW @ 2080	COUNTRY		\$ 40.00 (Torbet)	
KOA -- See Denver				

Miscellaneous: KBZE changes to KHII and format from NAC to Country . . . KCMN sold for \$450,000 . . .

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/384,700
MSA Rank/Pop: 105/465,000
ADI # 82
Average Person Ratings: 17.1
Market TSL: 23.25 hours

Stations: 18/15
Diaries: 802/480:1/50.2%
Sample Target: 810
% Below Line: 1.1
% Not Listed: 13.8

1990 Revenue: \$14,100,000
HH Inc.: \$32,602
Retail \$: 3.5 Bill
Poo per Station: 25,646
#1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WCOS-F (C)	115/17.5	17.1	14.8	----	15.4	12.4	215/1994	1096/28.5	25.8	31.1	13.9	101	1081	WCOS-F
2. WMDM-F (B)	98/14.9	17.7	16.5	----	17.7	12.3	252/2086	841/21.9	23.7	23.0	21.3	155	1219	WMDM-F
3. WNOK-F (CHR)	71/10.8	8.4	11.5	----	9.5	7.7	125/1546	903/23.5	25.2	23.2	10.1	73	961	WNOK-F
4. WVOC (N/T)	52/ 7.9	7.3	5.8	----	6.2	5.3	63/716	612/15.9	18.6	15.0	6.7	49	495	WVOC
5. WMFX-F (CL AOR)	42/ 6.4	6.0	6.1	----	7.2	4.6	51/669	588/15.3	16.4	18.1	10.5	76	775	WMFX-F
6. WTCE-F (AC)	40/ 6.1	6.7	6.0	----	6.2	4.7	70/1067	596/15.1	15.7	16.1	4.7	34	433	WTCE-F
7. WOMG-F (O)	40/ 6.1	4.9	3.1	----	4.3	3.5	43/595	543/14.1	9.8	10.1	3.6	26	396	WOMG-F
8. WAAS-F (AC)	27/ 4.1	3.9	6.4	----	4.4	3.6	27/487	464/12.1	10.7	10.7	3.7	27	401	WAAS-F
9. WYVS-F (CHR)	17/ 2.6	3.1	3.0	----	5.7	2.2	17/462	428/11.1	9.5	12.3	3.3	24	374	WYVS-F
10. WSCQ-F (SAC)	17/ 2.6	2.4	2.7	----	4.1	1.9	18/339	323/ 8.4	7.7	10.7	1.9	14	184	WSCQ-F
11. WOIC (B)	17/ 2.6	2.1	2.8	----	2.8	1.9	17/195	189/ 4.9	7.3	7.5	1.4	10	139	WOIC
12. WTGH (G)	11/ 1.7	3.1	3.6	----	2.1	2.1	11/235	230/ 6.0	6.8	6.0	3.7	6	124	WTGH
13. WKWG-F (B)	10/ 1.5	1.6	2.8	----	1.2	1.5	10/211	154/ 4.0	6.7	3.9	1.1	8	147	WKWG-F
14.														
15.														

12+ FM SHARE (METRO): 85.36% (484 of 567) (SPG 90: 87.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F>>	1 WMDM-F	1 WMDM-F	1 WCOS-F	1 WCOS-F	1 WCOS-F>>	1 WCOS-F>	1 WCOS-F>	1 WCOS-F	1 WMDM-F>	1 WMDM-F
2 WMDM-F	2 WNOK-F>	2 WCOS-F	2 WMDM-F>	2 WMDM-F>	2 WVOC	2 WMDM-F	2 WNOK-F>	2 WMDM-F	2 WNOK-F>	2 WCOS-F>
3	3 WCOS-F>	3 WNOK-F>	3 WMFX-F	3 WMFX-F>	3 WOMG-F	3 WNOK-F	3 WMDM-F	3 WNOK-F>	3 WCOS-F	3 WVOC
4	4 WMFX-F	4 WMFX-F	4 WNOK-F	4 WOMG-F	4 WMDM-F	4 WVOC	4 WVOC	4 WMFX-F	4 WVOC	4
5	5	5 WMDM-F	5 WOMG-F	5 WNOK-F	5 WTCB-F	5 WMFX-F	5 WTCB-F	5 WVOC	5 WMFX-F	5

WOM 13-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MFN 18-24	MFN 18-34	MFN 25-34	MFN 18-49	MFN 25-54
1 WMDM-F>>	1 WMDM-F>	1 WMDM-F>	1 WMDM-F>	1 WCOS-F	1 WNOK-F	1 WVOC	1 WMFX-F	1 WCOS-F	1 WCOS-F>
2 WNOK-F>	2 WNOK-F	2 WCOS-F	2 WCOS-F	2 WMDM-F>	2 WMDM-F>>	2 WNOK-F	2 WMDM-F	2 WMDM-F	2 WMDM-F
3 WTCB-F	3 WCOS-F>	3 WNOK-F	3 WNOK-F>	3 WOMG-F	3 WMFX-F	3 WMFX-F	3 WCOS-F>	3 WNOK-F	3 WMFX-F>
4 WCOS-F	4 WMFX-F	4 WMFX-F	4 WOMG-F	4 WNOK-F	4 WCOS-F	4 WCOS-F	4 WNOK-F	4 WMFX-F	4 WVOC
5	5 WAAS-F	5 WAAS-F	5 WTCB-F	5 WTCB-F	5	5	5 WVOC	5 WVOC	5 WOMG-F
	6 WTCB-F								

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		92 (4)	92 (4)	16.2	18.2	WCOS	1400 Columbia	0.2/1.3/ 2/	88	
AOR/CLASSIC		42 (1)	42 (1)	7.4	8.1	WQXL	1470 Columbia	0.3/2.1/ 2/	81	
AC/OLDIES/ROCK		124 (4)	124 (4)	21.9	16.4					
MOR/VARIETY						WBBQ-F	104.3 Augusta	0.3/2.2/ 6/	131	
COUNTRY	1 (1)	118 (2)	119 (3)	21.0	18.5	WCKZ-F	101.9 Gastonia/Chrltt	0.3/1.5/ 7/	162	
BLACK/URBAN	17 (1)	108 (2)	125 (3)	22.0	24.5	WSOC-F	103.7 Charlotte	0.5/1.3/ 3/	64	
BEAUTIFUL/EASY					5.0					
NEWS/TALK	52 (1)		52 (1)	9.2	7.0					
NOSTALGIA										
RELIGION/GOSPEL	13 (2)		13 (2)	2.3	2.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	83 (5)	484 (13)	567 (18)							

RADIO STATIONS

WOIC, 1520, 5 KW/2.5KW (DA-N), BLACK, \$ 14.00 (Katz), Voyager
 WTGH, 620, 1 KW/125 W (DA-1), GOSPEL, SBN, \$ 12.00 (---), Willis
 WVOC, 560, 5 KW (DA-N), NEWS/TALK, CNN CBS, \$ 26.00 (Banner)
 WAAS-F, 93.5, 1.6 KW @ 443, AC, \$ 32.00 (Banner)
 WCOS-F, 97.9, 10C KW @ 984, COUNTRY, ABC, \$ 70.00 (McGuld)
 WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR, SOURCE, \$ 45.00 (Durdetti)
 WNOK-F, 104.7, 100 KW @ 1004, CHR, ABC, \$ 46.00 (Katz)
 WOMG-F, 103.1, 3 KW @ 300, OLDIES, MBS, \$ 25.00 (Schubert)
 WSCQ-F, 100.1, 3 KW @ 330, SOFT AC, CBS, \$ 23.00 (Eastman)
 WTCB-F, 106.7, 10C KW @ 787, AC, APR, \$ 41.00 (Christal)
 WMDM-F, 101.3, 10C KW @ 1322, Black, UNIPWR, \$ 55.00 (HNWH)
 WYVS-F, 96.7, 2.2 KW @ 384, CHR, \$ 27.00 (---), Universal

Miscellaneous: WCEZ to WAAS-F and format from EZ to AC . . .

COLUMBUS, GA

Arbitron Rank/Pop (12+): 152/209,600

MSA Rank/Pop: 179/247,100
ADI # 119

Average Person Ratings: 16.6

Market TSL: 22.25 hours

Stations: 13/11
Diaries: 634/331:1/47.3%
Sample Target: 610
% Below Line: 1.7
% Not Listed: 8.61990 Revenue: \$7,400,000
HM Inc.: \$27,577
Retail \$: 1.6 Bll
Pop per Station: 19,054
#1 Biller: WSTH-AF \$1,400,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WGSY-F (AC)	55/15.9	----	11.4	----	15.3	----	81/760	546/26.0	0.0	22.9	10.9	39	656	WGSY-F
2. WCGQ-F (CHR)	47/13.5	----	11.1	----	11.9	----	68/958	515/24.6	0.0	22.5	13.1	47	664	WCGQ-F
3. WSTH-F (C)	43/12.4	----	14.1	----	13.8	----	95/1057	507/24.2	0.0	27.1	10.9	39	448	WSTH-F
4. WAGH-F (B)	38/11.0	----	10.9	----	7.6	----	46/618	486/23.2	0.0	22.5	15.1	54	699	WAGH-F
5. WFXE-F (B)	33/ 9.5	----	8.2	----	11.0	----	40/670	518/24.7	0.0	21.8	9.2	33	523	WFXE-F
6. WOKS (B)	28/ 8.1	----	10.1	----	10.7	----	28/314	306/14.6	0.0	13.7	4.2	15	528	WOKS
7. WVRK-F (AOR)	24/ 6.9	----	11.7	----	6.1	----	48/714	302/14.4	0.0	18.5	18.7	67	450	WVRK-F
8. WRCG (T)	20/ 5.8	----	3.5	----	4.9	----	22/274	225/10.7	0.0	7.5	2.0	7	182	WRCG
9. WEAM (G)	10/ 2.9	----	0.8	----	----	----	10/87	87/ 4.2	0.0	4.5	1.1	4	150	WEAM
10. WPNX (C)	7/ 2.0	----	0.5	----	----	----	13/111	61/ 2.9	0.0	2.7	0.6	2	58	WPNX
11. WVFJ-F (REL)	6/ 1.7	----	2.4	----	1.5	----	12/216	97/ 4.6	0.0	5.3	2.2	8	132	WVFJ-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.50% (252 of 317) (SPG 90: 81.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F	1 WGSY-F	1 WGSY-F>	1 WGSY-F>	1 WGSY-F	1 WSTH-F>	1 WGSY-F	1 WGSY-F>	1 WGSY-F<	1 WCGQ-F	1 WRCG
2	2 WCGQ-F	2 WAGH-F<	2 WSTH-F	2 WSTH-F>	2 WGSY-F	2 WCGQ-F	2 WSTH-F	2 WCGQ-F	2 WAGH-F>	2 WAGH-F>
3	3 WAGH-F	3 WCGQ-F<	3 WFXE-F	3 WAGH-F	3 WOKS	3 WSTH-F	3 WCGQ-F<	3 WSTH-F	3 WFXE-F	3 WCGQ-F
4	4 WFXE-F	4 WFXE-F	4 WAGH-F	4 WFXE-F	4 WRCG	4 WAGH-F<	4 WFXE-F	4 WAGH-F	4 WGSY-F	4
5	5 WVRK-F	5 WSTH-F	5 WVRK-F	5 WVRK-F	5	5 WFXE-F	5 WRCG	5	5	5
		6 WVRK-F		WCGQ-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 WCGQ-F	1 WGSY-F	1 WGSY-F>>	1 WGSY-F>>	1 WGSY-F>	1 WAGH-F	1 WVRK-F	1 WVRK-F	1 WVRK-F<	1 WSTH-F
2 WFXE-F>	2 WFXE-F	2 WFXE-F	2 WFXE-F	2 WSTH-F>	2 WCGQ-F	2 WCGQ-F	2 WGSY-F	2 WGSY-F	2 WGSY-F
3 WGSY-F	3 WCGQ-F	3 WAGH-F	3 WCGQ-F	3 WAGH-F	3 WVRK-F>	3 WAGH-F	3 WCGQ-F>>	3 WAGH-F	3 WVRK-F
4 WAGH-F>>	4 WAGH-F	4 WVRK-F	4 WAGH-F	4 WFXE-F	4 WGSY-F	4 WGSY-F>	4 WSTH-F	4 WCGQ-F	4 WFXE-F
5 WSTH-F	5	WCGQ-F	5 WSTH-F	5 WCGQ-F	5 WFXE-F	5 WFXE-F	5 WFXE-F	5 WSTH-F	5 WAGH-F
							WAGH-F	WFXE-F	

FORMATS	AH	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	14.8	12.8		
AOR/CLASSIC		24 (1)	24 (1)	7.6	13.4	WJIZ-F 96.3 Albany	0.9/2.1/ 30/ 262
AC/OLDIES/SOFT ROCK		55 (1)	55 (1)	17.4	13.1	WZHT-F 105.7 Troy/Mtgmry	0.9/5.3/ 31/ 353
MOR/VARIETY							
COUNTRY	7 (1)	43 (1)	50 (2)	15.8	17.1		
BLACK/URBAN	28 (1)	77 (4)	105 (5)	33.1	35.2		
BEAUTIFUL/EASY							
NEWS/TALK	20 (1)		20 (1)	6.3	4.7		
NOSTALGIA							
RELIGION/GOSPEL	10 (1)	6 (1)	16 (2)	5.0	3.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	65 (4)	252 (9)	317 (13)				

RADIO STATIONS

WOKS , 1340, 1 KW (OA-1)	Black	SBN NBN, \$17.00	(Katz)	Davis
WRCG , 1420, 5 KW (OA-N)	Talk	CBS, \$13.00	(Christal)	
WAGH-F, 98.3, 3 KW @ 328	Black	\$17.00	(K & P)	(FT. MITCHELL)
WCGQ-F, 107.3, 100 KW @ 1011	CHR	ABC, \$33.00	(Christal)	
WFXE-F, 104.9, 3 KW @ 290	Black	ABC, \$30.00	(Katz)	Davis
WGSY-F, 100.1, 3 KW @ 300	AC	\$31.00	(Torbet)	Woodfin
WSTH-F, 106.1, 100 KW @ 981	Country	ABC NBC, \$35.00	(Mc-Guild)	
WVRK-F, 102.9, 100 KW @ 1520	AOR	ABC UNIPWR, \$26.00	(Mc-Guild)	
WVFJ-F, 93.3, 100 KW @ 1000	Religion	\$10.00	(Regional)	(MANCHESTER)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,123,500

Stations: 26/23

1990 Revenue: \$42,000,000

MSA Rank/Pop: 35/1,360,000

Diaries: 1419/792:1/54.2%

HH Inc.: \$27,661

ADI # 34

Sample Target: 1365

Retail \$: 10.9 Bill

Average Person Ratings: 16.5

% Below Line: 2.6

Pop per Station: 48,847

Market TSL: 21.75 hours

% Not Listed: 13.4

#1 Biller: WNCI-F \$9,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WNCI-F (CHF)	206/11.1	11.7	10.9	11.0	16.1	11.2	251/3471	2682/23.9	26.6	28.2	11.2	213	3321
2. WTVN (FS)	200/10.8	9.4	8.5	9.8	10.2	9.6	236/2629	2155/19.2	18.4	17.9	5.8	111	1511
3. WSNY-F (AC)	158/ 8.5	9.2	10.8	8.1	9.9	9.1	180/3001	2491/22.2	24.2	21.6	7.5	143	2118
4. WLWQ-F (AOF)	146/ 7.9	7.3	8.3	8.4	7.1	8.0	175/2470	2083/18.5	18.3	16.0	9.8	186	2470
5. WHCK-F (C)	126/ 6.8	6.1	5.9	4.6	5.1	5.8	203/2429	1604/14.3	13.1	9.6	5.9	113	1423
6. WBNS-F (SAC)	110/ 5.9	5.8	4.8	5.2	5.1	5.4	123/1767	1497/13.3	13.7	13.0	5.1	96	1301
7. WCCL-F (O)	88/ 4.7	5.0	4.2	5.7	6.4	4.9	118/1846	1527/13.6	13.8	17.4	5.1	96	1238
8. WMGG-F (CL AOR)	87/ 4.7	5.7	4.4	5.3	5.4	5.0	101/1787	1502/13.4	12.7	10.7	6.6	125	1662
9. WWHT-F (CHR)	86/ 4.6	2.2	---	0.8	---	1.9	89/1225	1135/10.1	0.0	0.0	5.8	111	1820
10. WWCD-F (AOP)	53/ 2.9	1.2	1.5	0.5	---	1.5	55/667	625/ 5.6	2.8	0.0	1.4	27	487
11. WVKO (B)	50/ 2.7	3.3	4.4	4.9	4.2	3.8	50/794	794/ 7.1	7.3	7.4	4.1	77	749
12. WCLT-F (C)	46/ 2.5	2.6	2.5	1.7	2.0	2.3	107/1214	546/ 4.9	4.9	4.9	1.7	32	455
13. WMHI (C)	38/ 2.0	1.9	1.7	3.0	1.7	2.2	39/523	517/ 4.6	4.0	3.7	2.6	50	576
14. WBNS (BB)	32/ 1.7	3.6	4.1	3.0	1.2	3.1	32/609	585/ 5.2	11.6	4.5	2.1	39	1205
15. WLW (FS)	30/ 1.6	1.7	2.9	2.7	2.4	2.2	56/1182	641/ 5.7	8.1	6.7	2.2	41	724
16. WTLT-F (REL)	29/ 1.6	1.5	1.1	1.4	0.9	1.4	32/508	482/ 4.3	3.6	2.7			
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 76.38% (1229 of 1609) (SPG 90: 74.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WLWQ-F	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WTVN	1 WTVN	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F
2 WWHT-F	2 WNCI-F	2 WLWQ-F	2 WSNY-F	2 WSNY-F	2 WBNS-F	2 WNCI-F	2 WSNY-F	2 WTVN	2 WTVN	2 WTVN
3	3 WSNY-F	3 WSNY-F	3 WLWQ-F	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WLWQ-F	3 WSNY-F	3 WHOK-F
4	4 WMGG-F	4 WTVN	4 WTVN	4 WLWQ-F	4 WNCI-F	4 WLWQ-F	4 WLWQ-F	4 WSNY-F	4 WWHT-F	4 WMGG-F
5	5 WWHT-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WBNS-F	5 WHOK-F	5 WLWQ-F	5 WNCI-F
6	6 WHOK-F	6 WMGG-F	6 WCOL-F	6 WCOL-F	6 WCOL-F	6 WBNS-F	6 WHOK-F	6 WWHT-F	6 WHOK-F	6
7	7 WWCD-F	7 WCOL-F	7	7	7	7	7 WCOL-F	7 WBNS-F	7 WMGG-F	7
							8 WCOL	8 WCOL	8 WCOL	
							9 WCOL	9 WCOL		

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 WWHT-F	1 WNCI-F	1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WNCI-F
2 WNCI-F	2 WSNY-F	2 WLWQ-F	2 WNCI-F	2 WNCI-F	2 WMGG-F	2 WNCI-F	2 WNCI-F	2 WNCI-F	2 WTVN
3 WSNY-F	3 WLWQ-F	3 WNCI-F	3 WTVN	3 WTVN	3 WNCI-F	3 WMGG-F	3 WMGG-F	3 WMGG-F	3 WLWQ-F
4 WLWQ-F	4 WWHT-F	4 WHOK-F	4 WLWQ-F	4 WHOK-F	4 WHOK-F	4 WHOK-F	4 WWCD-F	4 WHOK-F	4 WHOK-F
5 WMGG-F	5 WMGG-F	5 WWHT-F	5 WWHT-F	5 WLWQ-F	5 WCOL-F	5 WWCD-F	5 WHOK-F	5 WTVN	5 WCOL-F
6 WWCD-F	6 WHOK-F	6	6 WHOK-F	6 WCOL-F	6	6	6 WTVN	6 WCOL-F	6 WSNY-F
7 WCOL-F	7	7	7 WCOL-F	7	7	7	7	7 WSNY-F	7 WMGG-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		292 (2)	292 (2)	18.1	25.7	WBBY-F 103.9 Westerville	1.2/4.8/ 23/ 575
AOR/CLASSIC		286 (3)	286 (3)	17.8	13.8	WCKX-F 106.3 London/Columbus	1.2/4.6/ 22/ 517
AC/OLDS/SOFT ROCK	15 (2)	373 (4)	388 (6)	24.1	16.2	WCLT 1430 Newark	0.4/1.0/ 9/ 130
MOR/VARIETY	238 (3)		238 (3)	14.8	15.3	WCOL 1230 Columbus	0.4/0.0/ 0/ C
COUNTRY	38 (1)	190 (4)	228 (5)	14.2	10.8	WLOH 1320 Lancaster	0.4/1.6/ 8/ 182
BLACK/URBAN	50 (1)	22 (1)	72 (2)	4.5	6.8	WRFO 880 Columbus/Wrthgt	0.4/2.8/ 13/ 396
BEAUTIFUL/EASY					5.6	WRZR-F 103.1 Johnstown/Climbs	0.8/3.5/ 17/ 434
NEWS/TALK						WXXM-F 98.9 Columbus	0.9/5.0/ 17/ 587
NOSTALGIA	32 (1)		32 (1)	2.0	2.9		
RELIGION/GOSPEL	7 (1)	29 (1)	36 (2)	2.2	1.5	WKKJ-F 93.3 Chillicothe	0.4/0.7/ 42/ 481
SPANISH						WHRN-F 106.9 Marion	0.5/0.9/ 67/ 630
CLASSICAL							
JAZZ/NEW AGE		22 (1)	22 (1)	1.4	1.5		
UNKNOWN/OTHERS		15 (1)	15 (1)	0.9			
	380 (9)	1229 (17)	1609 (26)				

COLUMBUS, OH

RADIO STATIONSAM STATIONS

WRNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	Oldies	, \$ 30.00	(Crystal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	, \$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC, \$119.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356	, Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS,	97.1,	20 KW @ 780	, EZ/SAC	CBS, \$ 68.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328	, Black	NBN, \$ 25.00	(N/A)	(LONDON)
WHOK,	95.5,	50 KW @ 492	, Country	APR, \$ 46.00	(Crystal)	
WLVO,	96.3,	18 KW @ 753	, AOR	, \$133.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783	, Classic AOR	, \$ 64.00	(Eastman)	
WNCI,	97.9,	175 KW @ 560	, CHR	APR, \$155.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753	, AC	, \$153.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753	, Oldies	RAORAD UNIPWR, \$ 70.00	(Crystal)	Great Trails
WRZR,	103.1,	1.6 KW @ 445	, AOR	SMN, \$ 26.00	(---)	US Radio(JOHNSTOWN)
WXMX,	98.9,	3 KW @ 328	, Soft AC	CNN, \$ 24.00	(Eastman)	

Miscellaneous: WXLF to WRZR and format from Oldies to AOR (May) . . . WXMX-F sold for \$2,500,000 (Raymond) . . .
 WWCD-F sold for \$2,000,000 (Blackburn) . . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 131/284,100

MSA Rank/Pop: 137/361,000

ADI # 122

Average Person Ratings: 17.4

Market TSL: 23.00 hours

Stations: 19/18

Diaries: 780/364; 1/47.6%

Sample Target: 715

% Below Line: 0.4

% Not Listed: 11.0

1990 Revenue: \$8,300,000

HH Inc.: \$27,776

Retail \$: 2.3 Bil

Pop per Station: 15,783

#1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4 SHARE	FAL 90	SPG 90	FAI 89	SPG 89	4 Book Avg.	12+ TSA 1/4 CUME	12+ HFTRO CUME/CUME RATING	FAI 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KOUL-F (C)	70/14.2	13.8	11.7	14.3	12.8	----	90/1069	762/26.8	26.2	22.5	13.9	90	944
2. KZFM-F (CHR)	60/12.2	14.6	16.7	13.9	13.0	----	74/1092	785/27.6	26.9	31.6	16.5	107	1178
3. KRYS-AF (C)	53/10.7	13.4	10.6	7.5	9.4	----	102/1265	845/29.7	29.6	22.8	16.0	96	996
4. KNCN-F (AOR)	45/ 9.1	8.2	6.9	8.8	8.6	----	52/694	524/18.4	17.1	17.7	13.3	86	851
5. KUNO (SP)	43/ 8.7	8.8	7.9	6.9	9.3	----	47/362	347/12.2	12.7	11.0	3.7	24	335
6. KLTG-F (D)	41/ 8.3	4.0	4.8	7.1	3.1	----	47/568	449/15.8	11.2	12.1	4.8	31	415
7. KMXR-F (AC)	29/ 5.9	6.0	7.5	5.2	5.3	----	33/612	445/15.7	13.3	16.3	5.9	38	467
8. KMIQ-F (SP)	26/ 5.3	4.0	2.7	2.3	----	----	27/345	325/11.4	6.4	7.2	2.8	18	305
9. KCCT (SP)	17/ 3.4	4.8	4.6	4.2	3.7	----	20/338	283/10.0	6.8	10.1	2.5	16	250
10. KWVS-F (AC)	12/ 2.4	2.8	2.7	2.3	2.7	----	15/178	132/ 4.6	5.3	6.3	1.4	9	187
11. KCGR-F (CL AOR)	10/ 2.0	1.0	4.0	4.4	7.0	----	11/236	221/ 7.8	5.0	15.6	1.5	10	142
12. KSIX (EZ)	8/ 1.6	1.8	1.5	1.9	2.3	----	10/184	143/ 5.0	5.1	6.1	0.8	5	109
13. KCFA (REL)	8/ 1.6	1.2	1.5	2.1	1.4	----	17/155	102/ 3.6	3.0	4.0	0.9	6	115
14.													
15.													

12+ FM SHARE (METRO): 78.59% (345 of 439) (SPG 90: 77.99%)

TENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KNCN-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KZFM-F	1 KMXR-F
2 KRYS-AF	2 KZFM-F	2 KLTG-F	2 KLTG-F	2 KLTG-F	2 KUNO	2 KRYS-AF	2 KLTG-F	2 KZFM-F	2 KNCN-F	2 KRYS-F
3 KNCN-F	3 KOUL-F	3 KNCN-F	3 KRYS-AF	3 KRYS-AF	3 KRYS-AF	3 KUNO	3 KRYS-AF	3 KRYS-AF	3 KOUL-F	3 KUNO
4	4 KRYS-AF	4 KZFM-F	4 KNCN-F	4 KZFM-F	4 KLTG-F	4 KZFM-F	4 KNCN-F	4 KLTG-F	4 KRYS-AF	4
5	5 KMXR-F	5 KRYS-AF	5 KZFM-F	5 KZFM-F	5	5	5 KZFM-F	5 KNCN-F	5 KUNO	5
6	6	6	6 KMXR-F	6 KMXR-F	6	6	6 KUNO	6	6	6

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 KRYS-AF	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KNCN-F	1 KNCN-F	1 KNCN-F	1 KNCN-F	1 KLTG-F
2 KOUL-F	2 KMXR-F	2 KMXR-F	2 KRYS-AF	2 KZFM-F	2 KZFM-F	2 KZFM-F	2 KZFM-F	2 KLTG-F	2 KNCN-F
3 KZFM-F	3 KZFM-F	3 KZFM-F	3 KZFM-F	3 KZFM-F	3 KOUL-F	3 KRYS-AF	3 KMIQ-F	3 KOUL-F	3 KOUL-F
4 KNCN-F	4 KRYS-AF	4 KLTG-F	4 KMXR-F	4 KRYS-AF	4 KRYS-AF	4 KOUL-F	4 KRYS-AF	4 KZFM-F	4 KRYS-AF
5	5	5 KNCN-F	5 KLTG-F	5 KMXR-F	5	5 KMIQ-F	5 KMXR-F	5 KRYS-AF	5 KMIQ-F
6	6	6	6	6 KUNO	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	13.7	23.2	KDAE	1590
AOR/CLASSIC		55 (2)	55 (2)	12.5	7.7	KEYS	1440
AC/OLDIES/ROCK		82 (3)	82 (3)	18.7	19.0	WOAI	1200
MOR/VARIETY							
COUNTRY	6 (2)	122 (3)	128 (5)	29.2	25.1	San Antonio	0.4/1.4/ 4/ 02
BLACK/URBAN							
BEAUTIFUL/EASY	14 (2)		14 (2)	3.2	3.3		
NEWS/TALK	6 (2)		6 (2)	1.4			
NOSTALGIA							
RELIGION/GOSPEL	8 (1)		8 (1)	1.8	1.6		
SPANISH	60 (2)	26 (1)	86 (3)	19.6	20.1		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	94 (9)	345 (10)	439 (19)				

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC	\$ 21.00 (Caballero)
KCTA, 1330, 50 KW (DAYS), RELIGION		\$ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2), EZ	UNISUP, UNILT	\$ 13.00 (McGuill)
KEYS, 1440, 1 KW (DA-N), OLDIES	CNN, UNISUP	\$ 15.00 (Banner)
KSIX, 1230, 1 KW, EZ	CBS, MBS	\$ 12.00 (---)
KUNO, 1400, 1 KW, HISPANIC		\$ 29.00 (Katz)
KCGR-F, 105.5, 2 KW @ 360, OLDIES	ABC	\$ 19.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		\$ 17.00 (Lotus)
KLTG-F, 96.5, 97 KW @ 956, OLDIES		\$ 21.00 (McGuill)
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC		\$ 14.00 (Caballero)
KMXR-F, 93.9, 100 KW @ 840, AC	NBC	\$ 24.00 (Christal)
KNCN-F, 101.3, 100 KW @ 380, AOR		\$ 28.00 (Torbet)
KOUL-F, 103.7, 100 KW @ 943, COUNTRY	APR	\$ 30.00 (McGuill)
KRYS-F, 99.1, 100 KW @ 932, COUNTRY		\$ 16.00 (Banner)
KWVS-F, 97.5, 100 KW @ 1000, JAZZ/AC/VARIETY		\$ 16.00 (Durpetti)
KZFM-F, 95.5, 100 KW @ 640, CHR		\$ 35.00 (Banner)

DALLAS-FT. WORTH

Arditron Rank/Pop (12+): 8/3,200,600

Stations: 31/31

1990 Revenue: \$135,000,000

MSA Rank/Pop: 12/3,860,000 (Dallas)

Diaries: 2281/1403:1/46.2%

HH Inc.: \$34,930

ADI # 7

Sample Target: 2310

Retail \$: 35.0 Btl

Average Person Ratings: 17.6

% Below Line: 0.0

Pod per Station: 103,245

Market TSL: 23.00 hours

% Not Listed: 7.8

#1 Biller: KVIL-AF \$21,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	619/11.0	9.1	10.0	8.3	8.6	9.6	710/9224	8055/25.2	20.9	19.3	11.0	642	6423	KSCS-F
2. KVIL-AF (AC)	396/ 7.0	6.9	8.5	6.9	6.6	7.3	410/4764	4571/14.3	15.4	13.4	5.1	284	3527	KVIL-AF
3. WBAP (FS/C)	376/ 6.7	6.2	4.5	5.8	5.8	5.8	556/7720	5337/16.7	11.5	15.2	4.3	247	3874	WBAP
4. KPLX-F (C)	350/ 6.2	6.6	7.4	7.2	7.4	6.8	401/5723	5006/15.6	14.9	15.4	7.2	420	4897	KPLX-F
5. KTXQ-F (AOR)	330/ 5.9	5.4	5.4	4.9	4.4	5.4	360/4793	4316/13.5	12.9	11.3	6.4	369	4358	KTXQ-F
6. KKDA-F (B)	260/ 4.6	5.7	5.3	5.8	5.7	5.3	297/3479	3024/ 9.4	9.6	11.3	7.0	407	3674	KKDA-F
7. KJMJ-F (B)	242/ 4.3	4.0	2.7	3.7	4.6	3.7	252/3372	3152/ 9.8	10.3	13.1	4.9	283	3833	KJMJ-F
8. KEGL-F (CHR)	233/ 4.1	4.4	4.2	3.4	3.9	4.0	264/5402	4577/14.3	14.4	13.5	4.9	286	4643	KEGL-F
9. KRLD (N/T)	228/ 4.1	5.5	4.9	5.4	4.2	5.0	278/5407	4425/13.8	16.8	13.7	4.0	230	4322	KRLD
10. KLUV-F (O)	214/ 3.8	2.4	2.8	3.4	3.5	3.1	244/4045	3596/11.2	9.1	11.0	2.0	118	2340	KLUV-F
11. KLIF (T)	173/ 3.1	3.1	2.5	2.1	2.0	2.7	197/2630	2350/ 7.3	6.5	5.6	3.1	183	2024	KLIF
12. KHYI-F (CHR)	151/ 2.7	3.1	4.0	4.9	4.7	3.7	162/4017	3686/11.5	14.3	16.7	3.8	220	4495	KHYI-F
13. KLRX-F (SAC)	150/ 2.7	2.1	1.1	2.0	1.4	2.0	164/3067	2889/ 9.0	5.0	5.5	2.0	117	1410	KLRX-F
14. KZPS-F (CL AOR)	147/ 2.6	3.3	3.3	3.0	3.6	3.0	175/3241	2732/ 8.5	9.3	8.8	3.0	176	3172	KZPS-F
15. KLTU-F (REL)	141/ 2.5	2.4	3.4	3.3	2.4	2.9	163/3153	2730/ 8.5	6.5	5.8	2.8	162	2390	KLTU-F
16. KRSR-F (AC)	126/ 2.2	1.5	2.3	2.1	1.7	2.0	142/2542	2275/ 7.1	7.1	6.0	1.6	94	1432	KRSR-F
17. KOAT-F (J/NA)	123/ 2.2	2.4	2.5	3.1	3.1	2.5	130/2064	1901/ 5.9	7.7	8.0	3.2	186	2262	KOAT-F
18. KKDA (B)	121/ 2.2	2.6	3.0	1.4	2.3	2.3	125/1634	1548/ 4.8	4.8	4.3	2.9	170	1169	KKDA
19. KDGE-F (AOR)	113/ 2.0	2.0	2.1	2.0	1.7	2.0	125/1969	1738/ 5.4	6.1	4.9	3.3	193	3000	KDGE-F
20. WRR -F (CL)	107/ 1.9	2.5	2.1	2.0	2.4	2.1	108/2250	2182/ 6.8	5.9	5.8	1.4	82	1723	WRR -F
21. KMEZ-F (SAC)	103/ 1.8	1.9	2.1	2.3	3.4	2.0	109/1577	1533/ 4.8	5.8	6.7	1.4	84	961	KMEZ-F
22. KDMX-F (AC)	98/ 1.7	1.4	1.3	2.4	2.4	1.7	102/2226	2050/ 6.4	6.1	7.5	1.5	88	2177	KDMX-F
23. KHVN (G)	97/ 1.7	1.7	1.9	1.8	1.9	1.8	116/1481	1420/ 4.4	3.6	4.0	1.3	78	960	KHVN
24. KAAH (BB)	85/ 1.5	1.9	1.7	2.3	1.8	1.9	87/1284	1233/ 3.9	4.5	4.3	1.0	61	1069	KAAH
25. KESS (SP)	71/ 1.3	2.2	1.3	1.2	0.8	1.5	71/784	765/ 2.4	2.3	2.1	0.9	53	728	KESS

12+ FM SHARE (METRO): 75.68% (3920 of 5180) (SPG 90: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KEGL-F	1 KTXQ-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP	1 KLIF
2 KSCS-F	2 KSCS-F	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 WBAP	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KKDA-F	2 WBAP
3 KHYI-F	3 KKDA-F	3 KTXQ-F	3 KTXQ-F	3 KTXQ-F	3 KVIL-AF	3 WBAP	3 KTXQ-F	3 KPLX-F	3 KSCS-F	3 KSCS-F
4 KJMJ-F	4 KJMJ-F	4 KPLX-F	4 KPLX-F	4 KPLX-F	4 KRLD	4 KPLX-F	4 KPLX-F	4 KTXQ-F	4 KJMJ-F	4 KRLD
5	5 KPLX-F	5 KKDA-F	5 WBAP	5 WBAP	5 KPLX-F	5 KRLD	5 WRAP	5 WBAP	5 KTXQ-F	5 KVIL-F
6	6 KEGL-F	6 WBAP	6 KLUV-F	6 KLUV-F	6 KLUV-F	6 KTXQ-F	6 KLUV-F	6 KEGL-F	6 KPLX-F	6 KKDA-F
7	7 KZPS-F	7 KLUV-F	7 KKDA-F	7 KKDA-F	7	7 KKDA-F	7 KLIF	7 KKDA-F	7 KEGL-F	7 KTXQ-F
8	8	8 KJMJ-F	8	8	8	8 KKWM-AF	8 KJMJ-F	8 KJMJ-F	8	8 KJMJ-F
9	9	9	9	9	9	9	9 KKWM-AF	9 KKWM-AF	9	9 KPLX-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 KSCS-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KSCS-F
2 KPLX-F	2 KPLX-F	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KJMJ-F	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KTXQ-F
3 KKDA-F	3 KVIL-AF	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KKDA-F	3 KKDA-F	3 WBAP	3 WBAP
4 KEGL-F	4 KEGL-F	4 KLTU-F	4 KLUV-F	4 KLUV-F	4 KKDA-F	4 KZPS-F	4 WBAP	4 KKDA-F	4 KVIL-AF
5 KJMJ-F	5 KJMJ-F	5 KRSR-F	5 KKDA-F	5 KLTU-F	5 KZPS-F	5 KJMJ-F	5 KZPS-F	5 KZPS-F	5 KKDA-F
6 KHYI-F	6 KKDA-F	6 KEGL-F	6 KJMJ-F	6 KEGL-F	6 KEGL-F	6 KDGE-F	6 KDGE-F	6 KLUV-F	6 KLIF
7	7 KLTU-F	7 KJMJ-F	7 KEGL-F	7 KLRX-F	7 KDGE-F	7 WBAP	7 KJMJ-F	7 KJMJ-F	7 KRLD
8	8 KRSR-F	8 KDMX-F	8	8	8	8 KEGL-F	8	8 KVIL-AF	8

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	-----	-	-	-----	-----	-----	-----
TDP 40/CHR/CONTEMP		384 (2)	384 (2)	7.4	9.3	KFJZ 870 Ft. Worth/Dalls	0.9/1.4/ 52/ 445		
AOR/CLASSIC		590 (3)	590 (3)	11.4	10.5	KJZY-F 99.1 Denton/Dallas	0.5/1.6/ 27/ 556		
AC/O.DIES/SDFT ROCK	13 (1)	1074 (6)	1087 (7)	21.0	17.0	KSSA 1600 Plano	0.4/1.3/ 24/ 431		
MOR/VARIETY	376 (1)		376 (1)	7.3		KSSA-F 106.9 McKinney/Plano	0.1/0.4/ 4/ 151		
COUNTRY		969 (2)	969 (2)	18.7	23.7	KUII 1190 Dallas	0.4/2.3/ 20/ 754		
BLACK/URBAN	121 (1)	502 (2)	623 (3)	12.0	13.8				
BEAUTIFUL/FASY					3.6				
NEWS/TALK	421 (3)		421 (3)	8.1	6.8				
NOSTALGIA	85 (1)		85 (1)	1.6	1.9				
RELIGION/GOSPEL	97 (1)	141 (1)	238 (2)	4.6	5.5				
SPANISH	147 (3)	4 (1)	151 (4)	2.9	2.0				
CLASSICAL		107 (1)	107 (1)	2.1	2.6				
JAZZ/NEW AGE		149 (2)	149 (2)	2.9	3.3				
UNKNOWN/OTHERS									
	-----	-----	-----						
	1260 (11)	3920 (20)	5180 (31)						

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	\$ 45.00	(Durpetti)	Bonneville
KESB,	1270,	5 KW (DA-1)	,	Hispanic	,	\$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	\$ 31.00	(Lotus Hispanic)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNISUP,	\$ 35.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black	APR,	\$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	\$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),	,	Religion	,	\$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	\$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W (DA-N),	,	Religion	,	\$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	,	Country Full Service	ABC,	\$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KMYI,	94.9,	33 KW @ 1510	,	CHR	,	\$115.00	(MMR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	\$146.00	(Christal)	Sandusky
KJMZ,	100.3,	100 KW @ 1280	,	Black	UNIPWR,	\$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	\$159.00	(Katz)	
KLRX,	97.9,	100 KW @ 1680	,	Soft AC	,	\$ 85.00	(Katz)	Cox
KLTV,	94.1,	100 KW @ 1590	,	Religion	ABC UNISUP,	\$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	\$118.00	(MMR)	TK
KCDU,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNISUP,	\$100.00	(Mc-Guild)	Granum
KDMX,	102.9,	100 KW @ 134R	,	AC	,	\$103.00	(Christal)	Nationwide
KOAJ,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	\$ 98.00	(HNVH)	Gannett
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	\$230.00	(Eastman)	Susquehanna
KRSR,	105.1,	100 KW @ 1560	,	Soft AC	,	\$104.00	(Group W)	Westinghouse
KSCS,	96.1,	100 KW @ 1680	,	Country	,	\$190.00	(Banner)	Cap Cities/ABC
KTXD,	102.1,	100 KW @ 1320	,	AOR	CBS,	\$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	,	AC	,	\$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	\$100.00	(Durpetti)	Bonneville
WRR,	101.1,	100 KW @ 134R	,	Classical	APR,	\$ 70.00	(MBS)	City of Dallas
KDGF,	94.5,	100 KW @ 1896	,	AOR	,	\$ 50.00	(K & P)	(GAINESVILLE)

Miscellaneous: KMGC to KDMX and Soft AC to AC (May) . . . KKWM to KLRX and AOR to SAC (Jan) . . . KMEZ to KCDU and format from EZ to Classic AOR (June) . . . KDBN, KMEZ-F sold from Gilmore to Granum for \$9,400,000 (Blackburn) . . .

DAVENPORT-RI-HOLINE

Arbitron Rank/Pop (12+): 120/297,900

Stations: 15/13
Diaries: 840/355:1/57.6%
Sample Target: 760
% Below Line: 4.4
% Not Listed: 11.5

1990 Revenue: \$9,600,000
HM Inc.: \$31,040
Retail \$: 2.6 Btl
Pop per Station: 22,915
#1 Biller: WLLR-F \$2,300,000

MSA Rank/Pop: 135/366,000
ADI # 78
Average Person Ratings: 16.0
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WLLR-F (C)	77/16.1	17.8	15.5	17.1	12.2	----	137/1519	758/25.4	28.3	28.8	16.9	72	806
2. WLLR-F (AOR)	62/13.0	10.8	10.4	14.4	11.1	----	108/1215	694/23.3	23.6	23.5	17.6	75	1059
3. WPXR-F (CHR)	59/12.4	11.5	14.1	17.1	16.4	----	125/1755	905/30.4	27.5	29.9	17.9	76	998
4. KUUL-F (O)	50/10.5	10.4	10.2	9.4	10.7	----	109/1517	712/23.9	22.1	24.9	9.9	42	643
5. WOC (N/T)	44/ 9.2	9.5	9.0	9.2	10.0	----	53/709	505/17.0	18.9	16.4	5.9	25	480
KRVR-F (SAC)	44/ 9.2	8.5	7.4	6.7	8.5	----	56/794	555/18.6	16.2	16.7	8.9	38	311
7. KMJC-F (AC)	22/ 4.6	4.3	4.6	5.0	7.3	----	32/598	393/13.2	10.8	9.7	3.5	15	205
8. KFMM-F (AOR)	16/ 3.4	1.7	4.2	1.3	2.1	----	26/356	190/ 6.4	5.9	7.4	2.1	9	256
9. WGN (T)	13/ 2.7	1.7	1.4	1.0	1.3	----	34/530	189/ 6.3	4.1	4.8	0.7	3	69
10. WKBF (C)	12/ 2.5	4.6	3.4	3.5	3.6	----	15/253	167/ 5.6	8.0	8.4	1.6	7	86
11. WKEI (BB)	8/ 1.7	----	1.8	0.4	0.8	----	8/130	100/ 3.4	0.0	3.5	1.2	5	61
12. WMT (FS)	8/ 1.7	1.1	1.0	0.4	0.6	----	27/340	110/ 3.7	3.3	5.1	1.2	5	60
13.													
14.													
15.													

12+ FM SHARE (METRO): 79.62% (336 of 422) (SPG 90: 79.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WLLR-F>>	1 WLLR-F	1 KUUL-F	1 KUUL-F<	1 WLLR-F	1 WLLR-F>	1 WLLR-F>	1 WLLR-F	1 WPXR-F>	1 WLLR-F
2	2 WPXR-F>	2 WLLR-F	2 WLLR-F	2 WLLR-F	2 WOC	2 WOC <	2 WLLR-F	2 WLLR-F<	2 WLLR-F	2 WLLR-F
3	3 WLLR-F>	3 KUUL-F<	WLLR-F>	3 WLLR-F	3 KUUL-F	3 WLLR-F	3 KRVR-F	3 WPXR-F	3 WLLR-F>	3 WKEI
4	4 KRVR-F	4 WPXR-F	4 KRVR-F	4 KRVR-F	4 KRVR-F	4 WPXR-F	4 KUUL-F	4 KUUL-F	4 KUUL-F	4
5	5 KMJC-F	5 KRVR-F	5 WPXR-F	5 WPXR-F	5	KUUL-F	5 WOC	5 KRVR-F	5 WOC	5

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 WPXR-F	1 WLLR-F	1 WLLR-F	1 WPXR-F	1 WLLR-F<	1 WLLR-F>	1 WLLR-F>>	1 WLLR-F>>	1 WLLR-F>	1 WLLR-F
2 WLLR-F>>	2 WPXR-F>	KRVR-F	2 WLLR-F	2 KRVR-F<	2 WPXR-F	2 WPXR-F	2 WLLR-F	2 WLLR-F	2 KUUL-F
3 KRVR-F	3 WLLR-F>	3 WLLR-F	3 WLLR-F	3 KUUL-F>	3 WLLR-F>>	WLLR-F>	KFMM-F	3 KUUL-F>	3 WLLR-F>
4	4 WLLR-F	4 WPXR-F	4 WLLR-F	4 WPXR-F	4 KFMM-F	4 KFMM-F	4 WPXR-F>	4 WPXR-F	4 WOC
5	5	KUUL-F	KUUL-F	5 WLLR-F	5	5	5 KMJC-F	5 KFMM-F	KFMM-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	14.0	16.4	KQCS-F 93.5	Bettendorf 0.8/2.8/ 5/ 97
AOR/CLASSIC		78 (2)	78 (2)	18.5	17.4	WGEN-F 104.9	Geneseo 0.4/1.8/ 2/ 78
AC/OLDIES/SOFT ROCK		118 (4)	118 (4)	28.0	17.4	WLLR 1230	Holine/Dvnport 0.2/3.5/ 3/ 123
HOR/VARIETY	8 (1)		8 (1)	1.9	1.2		
COUNTRY	13 (2)	77 (1)	90 (3)	21.3	23.2		
BLACK/URBAN					8.7		
BEAUTIFUL/EASY					12.2		
NEWS/TALK	57 (2)		57 (2)	13.5	2.1		
NOSTALGIA	8 (1)		8 (1)	1.9	1.4		
RELIGION/GOSPEL		4 (1)	4 (1)	0.9			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	86 (6)	336 (9)	422 (15)				

RADIO STATIONS

WKBF , 1270, 5 KW (DA-N)	Country	CBS, \$ 18.00 (Mc-Guild)
WOC , 1420, 5 KW (DA-2)	News/Talk	NBC ABC, \$ 30.00 (Christal)
KFMM-F, 99.7, 50 KW @ 470	AOR	\$ 15.00 (---)
KMJC-F, 96.1, 100 KW @ 981	AC	UNIPWR, \$ 21.00 (Eastman)
KRVR-F, 106.5, 60 KW @ 210	EZ	\$ 22.00 (Banner)
WLLR-F, 96.9, 50 KW @ 500	AOR	SOURCE, UNIPWR, \$ 37.00 (Katz)
KUUL-F, 103.7, 100 KW @ 1190	Oldies	UNIULT, \$ 31.00 (Christal)
WLLR-F, 101.3, 50 KW @ 500	Country	\$ 50.00 (HNNH)
WPXR-F, 98.9, 39 KW @ 900	CHR	ABC, \$ 35.00 (Mc-Guild)
		(MUSCATINE)
		Arrow (CLINTON)
		Comm. Service
		Goodrich
		Sconnix
		Roth

DAYTON

Arbitron Rank/Pop (12+): 47/813,100

Stations: 23/18

1990 Revenue: \$22,300,000

MSA Rank/Pop: 54/944,000

Diaries: 1146/709:1/52.9%

MM Inc.: \$31,515

ADI # 52

Sample Target: 1180

Retail \$: 6.9 Bill

Average Person Ratings: 16.8

% Below Line: 9.1

Pop per Station: 45,172

Market TSL: 22.25 hours

% Not Listed: 13.8

#1 Biller: WGTZ-F \$3,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F (C)	133/ 9.7	10.5	8.5	8.5	8.1	9.3	231/3244	1858/22.9	17.9	16.9	8.9	116	1209	WHKO-F
2. WGTZ-F (CHR)	126/ 9.2	8.5	9.1	11.0	10.9	9.4	165/2680	1974/24.3	25.3	25.1	11.4	149	2244	WGTZ-F
3. WTUE-F (AOR)	117/ 8.5	6.0	9.7	7.4	7.3	7.9	137/1979	1541/19.0	19.2	17.8	9.5	125	1624	WTUE-F
4. WHIO (B/T)	95/ 6.9	8.8	7.0	8.6	6.5	7.8	99/1389	1274/15.7	17.0	16.0	7.6	99	1376	WHIO
5. WWSN-F (AC)	91/ 6.6	7.5	6.5	7.4	6.6	7.0	110/1313	1140/14.0	13.9	15.4	5.9	77	1070	WWSN-F
6. WVUD-F (5AC)	89/ 6.5	5.0	6.0	4.6	4.6	5.5	93/1327	1253/15.4	13.1	9.2	5.0	66	740	WVUD-F
7. WAZU-F (AOR)	79/ 5.8	4.6	6.0	5.0	5.8	5.3	125/1801	1236/15.2	13.9	12.5	7.6	100	1297	WAZU-F
8. WLW (FS)	75/ 5.5	6.8	5.9	6.2	5.9	6.1	211/3243	1230/15.1	13.1	13.3	6.3	82	812	WLW
9. WDAO (R)	62/ 4.5	4.5	3.5	5.0	4.3	4.4	62/668	656/ 8.1	6.0	7.2	3.7	49	668	WDAO
10. WYMJ-F (C)	61/ 4.5	5.5	5.7	3.5	5.8	4.8	65/1172	1070/13.2	12.7	12.2	4.3	56	733	WYMJ-F
11. WONE (C)	55/ 4.0	3.3	3.4	3.0	4.2	3.4	62/786	634/ 7.8	8.0	7.3	2.4	31	637	WONE
12. WPFB-F (C)	34/ 2.5	1.3	1.7	2.6	1.6	2.0	62/997	434/ 5.3	4.8	3.4	3.2	42	431	WPFB-F
WCLR-F (EZ)	34/ 2.5	3.4	3.7	2.9	3.0	3.1	50/656	463/ 5.7	8.1	6.8	2.1	28	381	WCLR-F

14.
15.

12+ FM SHARE (METRO): 72.12% (851 of 1180) (SPG 90: 70.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WTUE-F	1 WWSN-F<	1 WHKO-F	1 WHIO	1 WHIO	1 WTUE-F<	1 WGTZ-F<	1 WGTZ-F	1 WHKO-F>>
2	2 WGTZ-F<	2 WHKO-F	2 WHKO-F	2 WWSN-F	2 WHKO-F>	2 WHKO-F	2 WHKO-F	2 WHKO-F	2 WLW	2 WHIO >
3	3 WAZU-F	3 WWSN-F	3 WTUE-F>	3 WTUE-F>	3 WVUD-F<	3 WGTZ-F<	3 WVUD-F	3 WTUE-F	3 WAZU-F<	3 WGTZ-F
4	4 WHKO-F	4 WGTZ-F	4 WGTZ-F	4 WGTZ-F	4 WWSN-F<	4 WTUE-F>	4 WWSN-F	4 WVUD-F	4 WHKO-F	4 WYMJ-F
5	5 WWSN-F	5 WAZU-F	5 WVUD-F	5 WVUD-F	5 WLW <	5 WWSN-F	5 WGTZ-F	5 WAZU-F<	5 WHIO >	5
6	6 WVUD-F	6 WVUD-F	6 WYHJ-F<	6 WLW <	6 WONE	6	6	6 WWSN-F	6 WTUE-F	6
			7 WLW	7 WYHJ-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 WAZU-F	1 WGTZ-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WHKO-F<
2 WGTZ-F>	2 WWSN-F	WGTZ-F>	2 WGTZ-F	2 WHKO-F<	2 WAZU-F>	2 WAZU-F	2 WHKO-F	2 WHKO-F	2 WTUE-F
3 WTUE-F	3 WHKO-F	3 WHKO-F	3 WVUD-F	3 WGTZ-F<	3 WLW	3 WHKO-F	3 WAZU-F	3 WLW <	3 WLW
WHKO-F	4 WAZU-F	4 WVUD-F	WHKO-F	4 WVUD-F>	WGTZ-F	4 WLW	4 WAZU-F	4 WAZU-F	4 WWSN-F
WDAO	5 WVUD-F	5 WTUE-F	5 WTUE-F	5 WTUE-F>	5 WZRZ-F	5 WGTZ-F	5 WGTZ-F	5 WWSN-F	5 WYHJ-F<
6 WWSN-F	WTUE-F	6	6 WDAO	6 WYHJ-F	WHKO-F	6	6 WWSN-F	6 WYHJ-F	6 WAZU-F
WVUD-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONF/EMP		135 (2)	135 (2)	11.4	12.8	WDJK-F	95.3 Xenia/Dayton	0.7/2.6/ 10/	229
AOR/CLASSIC		233 (4)	233 (4)	19.7	15.3	WFCJ-F	93.7 Miamisburg/Datn	1.2/4.2/ 21/	517
AC/OLDIES/SOFT ROCK	16 (1)	254 (5)	270 (6)	22.9	24.6	WING	1410 Dayton	1.2/4.4/ 17/	369
MOR/VARIETY	75 (1)		75 (1)	6.4	15.7	WIZE	1340 Springfield	1.3/2.7/ 22/	257
COUNTRY	55 (1)	179 (3)	234 (4)	19.8	18.4	WKSJ-F	101.7 Urbana/Spngfld.	0.9/2.0/ 27/	369
BLACK/URBAN	62 (1)		62 (1)	5.3	5.1	WPFB	910 Middletown	0.6/1.8/ 27/	320
BEAUTIFUL/EASY		34 (1)	34 (1)	2.9	4.9				
NEWS/TALK	95 (1)		95 (1)	8.1		WGRR-F	103.5 Hamilton/Cinci	0.4/1.7/ 58/	847
NOSTALGIA	26 (2)		26 (2)	2.2	2.2	WOFX-F	94.9 Fairfield	1.5/5.8/ 47/	1019
RELIGION/GOSPEL		16 (1)	16 (1)	1.4	0.9	WWEZ-F	92.5 Cincinnati	0.6/2.2/ 24/	490
SPANISH						WZRZ-F	96.5 Hamilton	1.2/4.5/ 42/	678
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	329 (7)	851 (16)	1180 (23)						

RADIO STATIONS

WDAO, 1210,	1 KW (Days)	, Black	SBN, \$ 25.00	(N/A)	
WHIO, 1290,	5 KW (DA-N)	, Full Service	CBS, \$ 70.00	(Durpetti)	Cox
WING, 1410,	5 KW (DA-N)	, Oldies	SHN NBC, \$ 30.00	(Katz)	Great Trails
WONE, 980,	5 KW (DA-N)	, Country	ABC, \$ 43.00	(Mc-Guild)	Summit
WAZU-F, 102.9,	50 KW @ 492	, AOR	ABC, \$ 44.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7,	50 KW @ 476	, EZ	, \$ 22.00	(Regional)	(PIQUA)
WFCJ-F, 93.7,	50 KW @ 492	, Religion	, \$ 15.00	(---)	(MIAMISBURG)
WGTZ-F, 92.9,	40 KW @ 551	, CHR	UNIPWR, \$ 68.00	(Katz)	Great Trails
WHKO-F, 99.1,	50 KW @ 1060	, Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F, 105.9,	34 KW @ 593	, Country	, \$ 20.00	(Roslin)	(MIDDLETOWN)
WTUE-F, 104.7,	50 KW @ 500	, AOR	, \$ 77.00	(Mc-Guild)	Summit
WVUD-F, 99.9,	50 KW @ 500	, Soft AC	ABC, \$ 40.00	(Torbet)	Univ. of Dayton
WWSN-F, 107.7,	50 KW @ 420	, AC	, \$ 70.00	(Eastman)	Stoner
WYHJ-F, 103.9,	1.2 KW @ 522	, Oldies	, \$ 37.00	(Eastman)	

Miscellaneous: WONE,WTUE-F sold from Summit to Lakeshore (CANCELLED) for \$9,250,000 (Mahlman) . . .

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/323,700
MSA Rank/Pop: 138/349,700
Orlando ADI
Average Person Ratings: 16.7
Market TSL: 22.50 hours

Stations: 23/7
Diaries: 792/409:1/49.0%
Sample Target: 735
% Below Line: 53.3
% Not Listed: 14.2

1990 Revenue: NA
MM Inc.: \$29,915
Retail \$: 2.7 Bll
Pop per Station: 46,242
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WWLV-F (SAC)	54/ 10.0	9.3	12.6	17.9	13.6	----	67/932	629/19.4	20.1	20.9			WWLV-F
2. WWKA-F (C)	42/ 7.7	8.0	10.8	6.4	9.9	----	115/1275	528/16.3	17.0	18.9			WWKA-F
3. WOCL-F (O)	40/ 7.4	5.6	7.4	8.0	7.4	----	75/893	473/14.6	12.2	15.9			WOCL-F
WJHM-F (B)	40/ 7.4	7.9	6.0	6.8	10.1	----	90/833	477/14.7	15.2	13.4			WJHM-F
WROD (BB)	40/ 7.4	7.2	6.4	6.3	3.9	----	46/561	397/12.3	14.3	11.1			WROD
6. WGNE-F (C)	36/ 6.6	9.1	7.2	2.9	1.0	----	36/437	437/13.5	12.4	14.1			WGNE-F
7. WDIZ-F (AOR)	34/ 6.3	4.0	5.0	4.6	4.3	----	49/678	472/14.6	11.6	12.2			WDIZ-F
8. WHTQ-F (AOR)	30/ 5.5	4.2	7.2	8.2	6.0	----	50/732	447/13.8	12.1	13.9			WHTQ-F
9. WNDB (T)	21/ 3.9	3.3	3.2	3.2	4.1	----	21/314	299/ 9.2	7.8	7.2			WNDB
10. WMGF-F (SAC)	20/ 3.7	4.7	5.2	5.2	5.1	----	55/677	329/10.2	10.1	11.3			WMGF-F
11. WSTF-F (AC)	19/ 3.5	3.1	2.2	4.3	3.7	----	31/594	324/10.0	9.0	9.8			WSTF-F
12. WOMX-F (CHR/AC)	16/ 3.0	4.0	3.4	3.0	5.7	----	21/504	327/10.1	10.2	10.5			WOMX-F
13. WNFI-F (CHR)	12/ 2.2	3.0	1.8	3.4	2.9	----	16/476	316/ 9.8	10.4	7.9			WNFI-F
14.													
15.													

12+ FM SHARE (METRO): 80.86% (376 of 465) (SPG 90: 80.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-F	1 WHTQ-F	1 WDIZ-F	1 WOCL-F	1 WOCL-F	1 WWLV-F	1 WWLV-F<	1 WWLV-F>	1 WWLV-F	1 WJHM-F>>	1 WGNE-F
WJHM-F	WDIZ-F	2 WOCL-F	2 WDIZ-F	2 WWLV-F	2 WROD	2 WWKA-F	2 WWKA-F	2 WJHM-F<	2 WWLV-F	2 WROD >
3	3 WJHM-F>	WJHM-F	3 WHTQ-F	3 WDIZ-F	3 WWKA-F	3 WGNE-F	3 WOCL-F<	3 WOCL-F	3 WGNE-F	3 WMGF-F
4	4 WOCL-F	WHTQ-F>	WWLV-F	4 WGNE-F	4 WOCL-F	4 WROD	4 WOCL-F<	4 WDIZ-F	4 WWKA-F	4 WJHM-F
5	WGNE-F	5 WWLV-F	5 WGNE-F	5 WWKA-F	5 WGNE-F	5 WROD	5	5	5	5 WDIZ-F
		6 WGNE-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 WJHM-F>>	1 WJHM-F>>	1 WOCL-F	1 WJHM-F	1 WWLV-F	1 WDIZ-F>>	1 WHTQ-F	1 WHTQ-F	1 WDIZ-F	1 WHTQ-F
2 WMGF-F	2 WOCL-F	WDIZ-F	2 WOCL-F	2 WOCL-F	2 WHTQ-F	WDIZ-F	2 WDIZ-F>>	2 WHTQ-F>	2 WHTQ-F
WHTQ-F	WHTQ-F	WWLV-F	3 WGNE-F	3 WGNE-F	3 WJHM-F	3	3 WSTF-F	3 WOCL-F	3 WWKA-F
WNFI-F	WDIZ-F	4 WJHM-F	4 WGNE-F	4 WJHM-F	4	4	4 WGNE-F	4 WWKA-F	4 WOCL-F>
5	WNFI-F	WGNE-F	5	5 WMGF-F	5	5	5	5 WJHM-F	5 WSTF-F
								WGNE-F	6 WGNE-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		35 (3)	35 (3)	7.5	5.9	WPUL 1590 S. Daytona	1.7/4.0/ 9/ 129		
AOR/CLASSIC		66 (3)	66 (3)	14.2	13.8	WSBB 1230 New Smyrna Bch	0.7/2.8/ 4/ 90		
AC/OLDIES/SOFT ROCK		152 (6)	152 (6)	32.7	16.7				
MOR/VARIETY	11 (2)		11 (2)	2.4	0.7	WDBO 580 Orlando	1.3/5.9/ 23/ 294		
COUNTRY		78 (2)	78 (2)	16.8	20.3	WFYV-F 104.5 Jacksonville	0.4/1.7/ 2/ 55		
BLACK/URBAN	9 (1)	40 (1)	49 (2)	10.5	12.6	WLOQ-F 103.1 Winter Pk/Orlnd	0.4/1.4/ 3/ 71		
BEAUTIFUL/EASY					18.1	WMMO-F 98.9 Orlando	1.8/4.6/ 12/ 199		
NEWS/TALK	21 (1)		21 (1)	4.5	3.6	WTLN-F 95.3 Apopka/Orlando	0.6/1.6/ 3/ 51		
NOSTALGIA	40 (1)		40 (1)	8.6	7.9	WTRR 1400 Sanford/Orlando	1.5/2.5/ 8/ 81		
RELIGION/GOSPEL		3 (1)	3 (1)	0.6		WXXL-F 106.7 Leesburg	1.3/4.7/ 10/ 346		
SPANISH						WZTU-F 104.1 Cocoa Beach	1.7/6.4/ 15/ 373		
CLASSICAL									
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	0.5				
UNKNOWN/OTHERS	8 (1)		8 (1)	1.7					
	89 (6)	376 (17)	465 (23)						

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N)	, Talk	CBS ABC, \$20.00 (Torbat)	Root
WPUL , 1590, 1 KW (DAYS)	, Black	SMN SBN, \$15.00 (K & P)	
WROD , 1340, 1 KW	, Nostalgia	ABC UNILUT, \$22.00 (Regional)	
WNFI-F, 99.9, 100 KW @ 1249	, CHR	ABC UNISUP, \$56.00 (Katz)	(PALATKA)
WWLV-F, 94.5, 100 KW @ 1470	, EZ/Btcl	, \$30.00 (Torbat)	Root

Other ranked stations -- See Orlando or Melbourne

DENVER

Arbitron Rank/Pop (12+): 24/1,596,500
 MSA Rank/Pop: 27/1,930,000
 ADI # 19
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 33/33
 Diaries: 1637/975:1/52.2%
 Sample Target: 1640
 % Below Line: 0.0
 % Not Listed: 10.5

1990 Revenue: \$70,000,000
 HH Inc.: \$33,625
 Retail \$: 15.0 Bill
 Pop per Station: 48,378
 #1 Biller: KOA \$11,600,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	311/11.3	7.1	8.3	8.6	7.9	8.8	355/4019	3313/20.8	15.8	16.2	10.8	314	3186	KYGO-F
2. KBCO-F (AOR)	209/ 7.6	6.4	5.1	5.0	5.7	6.0	232/2716	2385/14.7	13.7	14.3	6.6	191	2363	KBCO-F
3. KOSI-F (SAC)	188/ 6.8	7.4	6.0	6.7	6.1	6.7	231/3181	2637/16.5	15.3	15.7	4.6	135	1857	KOSI-F
4. KOA (N/T)	182/ 6.6	9.6	7.9	7.5	6.2	7.9	263/4021	2782/17.4	24.7	19.5	7.1	208	2568	KOA
5. KBPI-F (AOR)	155/ 6.0	6.2	5.6	6.5	6.3	6.1	205/2895	2311/14.5	15.0	13.3	8.7	255	2860	KBPI-F
6. KXKL-AF (O)	156/ 5.7	5.7	4.7	7.0	6.7	5.8	208/3708	2801/17.5	15.4	18.1	6.8	184	2607	KXKL-AF
7. KQKS-F (CHR)	129/ 4.7	5.4	5.7	5.3	6.0	5.3	141/2734	2380/14.9	16.0	16.9	8.7	255	2894	KQKS-F
8. KHOW-AF (AC)	122/ 4.5	5.2	5.8	5.2	6.5	5.2	149/2720	2258/14.1	16.2	17.0	3.1	76	1583	KHOW-AF
9. KAZY-F (AOR)	119/ 4.3	2.7	3.5	3.9	3.7	3.6	142/2382	1875/11.7	12.5	12.0	2.9	84	1579	KAZY-F
10. KXLT-F (AC)	112/ 4.1	4.8	5.6	6.1	4.1	5.2	120/2097	1978/12.4	11.3	11.3	3.0	88	1264	KXLT-F
11. KRFX-F (CI AOR)	106/ 3.8	5.2	5.0	3.7	3.4	4.4	123/2435	1862/11.7	13.7	11.5	5.3	155	1780	KRFX-F
12. KRXY-AF (CHR)	94/ 3.4	4.1	4.3	5.5	6.7	4.3	101/2277	2036/12.8	15.0	19.5	5.3	156	2449	KRXY-AF
13. KVOO-F (CL)	84/ 3.0	2.2	3.5	2.4	2.8	2.8	92/1254	1158/ 7.3	8.6	7.2	2.4	71	928	KVOO-F
14. KEZW (E2)	76/ 2.8	2.7	3.5	3.3	3.6	3.1	79/856	812/ 5.1	7.0	6.3	1.7	49	684	KEZW
15. KHIH-F (J/NA)	63/ 2.3	3.9	2.6	1.6	2.4	2.6	79/1276	1153/ 7.2	7.2	6.2	2.1	62	1164	KHIH-F
16. KTCL-F (AOR)	41/ 1.5	1.6	1.8	1.3	0.5	1.5	61/1080	704/ 4.4	4.5	3.0	2.9	86	704	KTCL-F
17. KYGO (C)	40/ 1.4	1.7	2.1	1.6	1.8	1.7	68/1106	733/ 4.6	5.1	4.7	2.4	71	814	KYGO
KRZN (BE)	40/ 1.4	1.2	0.5	0.6	0.7	0.9	52/801	581/ 3.6	1.6	2.4	0.5	15	285	KRZN
KLZ (ACR)	40/ 1.4	0.9	1.4	1.1	1.3	1.2	57/719	426/ 2.7	1.9	2.8	0.6	18	306	KLZ
20. KYBG (T)	38/ 1.4	2.2	1.8	1.8	1.9	1.8	46/806	741/ 4.6	6.0	0.0	1.5	45	785	KYBG

12+ F+ SHARE (METRO): 76.67% (1896 of 2473) (SPG 90: 75.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBCO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F
2	2 KYGO-F	2 KBCO-F	2 KBCO-F	2 KBCO-F	2 KOA	2 KOA	2 KOSI-F	2 KBCO-F	2 KQKS-F	2 KOA >>
3	3 KBPI-F	3 KBPI-F	3 KXKL-AF	3 KXKL-AF	3 KOSI-F	3 KBCO-F	3 KBCO-F	3 KOSI-F	3 KBPI-F	3 KXKL-F
4	4 KAZY-F	4 KXKL-AF	4 KOSI-F	4 KOSI-F	4 KXKL-AF	4 KHOW-AF	4 KOA	4 KBPI-F	4 KBCO-F	4 KOSI-F
5	5 KRFX-F	5 KOSI-F	5 KXLT-F	5 KHOW-AF	5 KHOW-AF	5 KOSI-F	5 KBPI-F	5 KXKL-AF	5 KXLT-F	5 KXLT-F
6	6 KXLT-F	6 KAZY-F	6 KRFX-F	6 KXLT-F	6 KEZW	6 KXKL-AF	6 KAZY-F	6 KQKS-F	6 KOSI-F	6
7	7 KXKL-AF	7 KXLT-F	7 KBPI-F	7 KRFX-F	7	7 KQKS-F	7 KXKL-AF	7 KOA	7 KXKL-AF	7
8	8	8 KRFX-F	8 KHOW-AF	8 KBPI-F	8	8	8	8	8	8

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 KQKS-F	1 KBCO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KBPI-F>>	1 KBPI-F	1 KBCO-F	1 KBCO-F	1 KBCO-F
2 KBPI-F>	2 KYGO-F	2 KBCO-F	2 KBCO-F	2 KOSI-F	2 KAZY-F	2 KAZY-F	2 KYGO-F	2 KYGO-F	2 KYGO-F
3 KBCO-F	3 KXLT-F	3 KOSI-F	3 KOSI-F	3 KXKL-AF	3 KYGO-F	3 KBCO-F	3 KYGO-F	3 KBPI-F	3 KXKL-AF
4 KAZY-F	4 KBPI-F	4 KXKL-AF	4 KXKL-AF	4 KXKL-AF	4 KRXY-AF	4 KYGO-F	4 KRFX-F	4 KAZY-F	4 KAZY-F
5 KRXY-AF	5 KXKL-AF	5 KRFX-F	5 KXLT-F	5 KHOW-AF	5 KHIH-F	5 KRFX-F	5 KBPI-F	5 KXKL-AF	5 KBPI-F
6 KXLT-F	6 KRXY-AF	6 KOSI-F	6 KHOW-AF	6 KHOW-AF	6	6 KXLT-F	6 KXLT-F	6 KRFX-F	6 KRFX-F
7 KRFX-F	7 KRFX-F	7 KRXY-AF	7 KBPI-F	7	7	7	7	7	7
8 KQKS-F	8 KQKS-F								KOA

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP	4 (1)	219 (2)	223 (3)	9.0	14.1	KBNO	1220	Denver	0.8/1.4/ 21/ 216
AOR/CLASSIC	40 (1)	659 (6)	699 (7)	28.3	25.6	KDEN	1340	Denver	1.2/2.4/ 32/ 387
AC/OLDIES/ROCK	29 (2)	549 (4)	578 (6)	23.4	17.5	KDHT-F	92.5	Greeley	0.7/3.5/ 25/ 697
NOR/VARIETY					2.6	KDKO	1510	Littleton/Denve	0.4/2.0/ 10/ 326
COUNTRY	40 (1)	311 (1)	351 (2)	14.2	10.9	KFRR	1150	Englewood/Dnvr	0.5/1.1/ 15/ 170
BLACK/URBAN	10 (1)		10 (1)	0.4	0.5	KJME	1390	Denver	0.7/1.6/ 18/ 259
BEAUTIFUL/EASY	76 (1)		76 (1)	3.1	6.8	KLTT	800	Brighton	0.3/1.4/ 11/ 243
NEWS/TALK	262 (4)		262 (4)	10.6	10.3	KNUS	710	Denver	0.4/2.3/ 10/ 403
NOSTALGIA	40 (1)		40 (1)	1.6	4.0	KRKS	990	Denver	0.5/1.7/ 14/ 298
RELIGION/GOSPEL	22 (2)		22 (2)	0.9	0.8	KYBG-F	92.1	Castle Rock	0.4/1.2/ 12/ 224
SPANISH	54 (3)		54 (3)	2.2	1.1				
CLASSICAL		84 (1)	84 (1)	3.4	3.2				
JAZZ/NEW AGE		63 (1)	63 (1)	2.5	2.7				
UNKNOWN/OTHERS		11 (1)	11 (1)	0.4					
	577 (17)	1896 (16)	2473 (33)						

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK	, \$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, SAC	MBS NBC, \$ 170.00 (Banner)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$ 55.00 (McGuil)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	BRN ABC, \$ 34.00 (---)	
KOA, 850, 50 KW	, NEWS/TALK	ABC CBS, \$ 150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION	, \$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F		
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES	, \$ 37.00 (---)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F		
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$ 25.00 (Banner)	Century
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F		

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC, \$ 85.00 (McGuil)	Summit
KBCO, 97.3, 100 KW @ 1541, AOR	, \$ 160.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE, \$ 90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ	, \$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR	, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS, \$ 64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR	, \$ 84.00 (Katz)	Cap Cities/ABC
KHOW, 95.7, 100 KW @ 1608, SOFT AC	MBS, \$ 67.00 (Banner)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR	, \$ 44.00 (McGuil)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL	, \$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES	, \$ 140.00 (Durpetti)	Shamrock
KXLT, 100.3, 100 KW @ 330, AC	, \$ 86.00 (Christal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ	NBC APR, \$ 30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY	UNIULT, \$ 107.00 (CBS)	Jeff-Pilot

Miscellaneous: KHOW - from FS to SAC . . . KSVY to KHOW-F in Feb . . . KNUS sold for \$900,000 (Questcom) . . .

DES MOINES

Arbitron Rank/Pcp (12+): 111/327,800

MSA Rank/Pcp: 123/398,000
ADI # 66

Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 11/11
Diaries: 785/418:1/58.6%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 10.9

1990 Revenue: \$13,500,000
HM Inc.: \$31,632
Retail \$: 3.5 Bil
Pop per Station: 29,800
#1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KGGO-AF (AOR)	101/19.6	13.7	12.2	----	15.7	11.4	181/2028	1002/30.6	25.3	26.0	22.0	118	1054
2. KRNO-F (CHR)	73/14.2	16.3	15.3	----	13.8	11.4	138/2065	1019/31.1	32.1	27.7	15.0	85	1065
KJJY-F (C)	73/14.2	12.1	10.9	----	11.0	9.3	115/1373	815/24.9	19.7	20.1	13.6	77	726
4. WHO (FS)	57/11.1	12.9	15.0	----	11.3	9.8	176/2460	755/23.0	28.9	25.9	11.3	64	827
5. KLYF-F (AC)	52/10.1	9.1	9.2	----	9.8	7.1	105/1358	623/19.0	19.2	21.5	7.3	41	533
6. KRNT (BB)	30/ 5.8	6.4	5.9	----	5.7	4.5	39/574	438/13.4	15.6	16.3	3.7	21	417
7. KIOA-F (O)	29/ 5.6	5.8	4.8	----	5.9	4.1	55/984	436/13.3	13.1	14.7	5.3	30	425
8. KDMG-F (CL AOR)	23/ 4.5	3.6	3.5	----	5.3	2.9	26/417	322/10.1	12.4	14.4	5.7	32	384
9. KEZT-F (SAC)	16/ 3.1	6.0	5.7	----	4.3	3.7	37/611	368/11.2	11.0	11.9	1.6	9	182
10. KIOA (O)	5/ 1.0	2.0	3.0	----	3.6	1.5	24/505	189/ 5.8	9.5	10.0	1.2	7	145

12+ FM SHARE (METRO): 79.30% (364 of 459) (SPG 90: 72.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNO-F>>	1 KGGO-AF>>	1 KGGO-AF>	1 KGGO-AF>	1 KGGO-AF	1 WHO	1 KGGO-AF	1 KGGO-AF>	1 KGGO-AF	1 KRNO-F<	1 WHO >>
2 KGGO-AF	2 KRNO-F>	2 KRNO-F	2 KLYF-F	2 KJJY-F	2 KJJY-F>	2 KJJY-F<	2 KJJY-F<	2 KJJY-F	2 KGGO-AF	2 KGGO-F
3	3 KJJY-F	3 KLYF-F	3 KJJY-F	3 KLYF-F	3 KLYF-F<	3 WHO	3 KLYF-F	3 KRNO-F>	3 WHO >	3 KJJY-F
4	4 KLYF-F	4 KJJY-F>	4 KRNO-F	4 KRNO-F	4 KRNT	4 KRNO-F<	4 KRNO-F	4 WHO	4 KJJY-F	4
5	5 KIOA-F	5 KIOA-F	5 KIOA-F	5 KIOA-F	5	5 KLYF-F	5 WHO	5 KLYF-F	5 KIOA-F	5
				6 WHO						

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 KRNO-F	1 KGGO-AF	1 KGGO-AF	1 KRNO-F	1 KLYF-F	1 KGGO-AF>>>1	KGGO-AF>>>1	KGGO-AF>>>1	KGGO-AF>>>1	KGGO-AF>>>1
2 KGGO-AF>>>2	KRNO-F>	2 KLYF-F>	2 KGGO-AF	2 KJJY-F	2 KRNO-F>>>2	KRNO-F>	2 KRNO-F>	2 KJJY-F>	2 KJJY-F>
3 KJJY-F>	3 KLYF-F>	3 KRNO-F	KLYF-F>	3 KGGO-AF	3 KJJY-F	3 KJJY-F	3 KDMG-F	3 KRNO-F>	3 KIOA-F
4 KLYF-F	4 KJJY-F>	KJJY-F>	4 KJJY-F	KRNO-F	4	4 KOMG-F	4 KIOA-F	4 KIOA-F	4 KRNO-F
KIOA-F	5 KIOA-F>	5 KIOA-F>	5		5	5 KIOA-F	5 KJJY-F	5 KDMG-F	KDMG-F
									6 WHO
									KLYF-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		73 (1)	73 (1)	15.9	21.8				
AOR/CLASSIC	3 (1)	121 (2)	124 (3)	27.0	17.4				
AC/OLDIES/SOFT ROCK	5 (1)	97 (3)	102 (4)	22.2	20.8				
MOR/VARIETY	57 (1)		57 (1)	12.4	12.6				
COUNTRY		73 (1)	73 (1)	15.9	15.3				
BLACK/URBAN									
BEAUTIFUL/EASY					4.8				
NEWS/TALK									
NOSTALGIA	30 (1)		30 (1)	6.5	6.3				
RELIGION/GOSPEL					0.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	95 (4)	364 (7)	459 (11)						

RADIO STATIONS

KIOA, 94D, 10 KW @ 745, OLDIES	ABC, \$ 25.00 (Banner)	Midwest
KRNT, 135D, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga
WHO, 104D, 50 KW, FULL SER/TALK	ABC, \$ 64.00 (Christal)	Palmer
KDMG-F, 102.3, 10W KW @ 745, CL AOR	UNIPWR, \$ 22.00 (HNWH)	Valley (PELLA)
KIOA-F, 95.3, 10W KW @ 1063, OLDIES	\$ 27.00 (Banner)	Midwest
KEZT-F, 104.1, 10W KW @ 1009, EZ	\$ 20.00 (HNWH)	(AMES)
KGGO-F, 94.9, 10W KW @ 1066, AOR	SOURCE, \$ 57.00 (Eastman)	Stoner
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	\$ 40.00 (McGuild)	Fuller-Jeffrey
KLYF-F, 100.3, 10W KW @ 1700, SOFT AC	\$ 42.00 (Christal)	Palmer
KRNO-F, 102.5, 10W KW @ 1248, CHR	ABC, \$ 41.00 (Katz)	Saga

Miscellaneous: KDMG-F - reclassified as C1 AOR . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,589,100
MSA Rank/Pop: 5/4,660,000
ADI # 8
Average Person Ratings: 18.7
Market TSL: 21.25 hours

Stations: 34/32
Diaries: 2540/1413:1/50.6%
Sample Target: 2440
% Below Line: 0.6
% Not Listed: 8.2

1990 Revenue: \$118,400,000
HH Inc.: \$34,932
Retail \$: 35.5 Btl
Pop per Station: 112,159
#1 Biller: WJR \$19,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WJR (FS)	536/ 8.0	8.3	7.8	8.9	8.5	8.3	737/10368	7536/21.0	20.9	21.6	7.0	456	6350	WJR
2. WWW-F (C)	425/ 6.3	5.1	4.8	4.0	4.1	5.1	457/5563	4931/13.7	11.5	10.5	5.1	331	3849	WWW-F
3. WJLB-F (B)	423/ 6.3	7.2	7.2	7.3	6.7	7.0	447/5631	5165/14.4	14.1	13.8	8.8	575	7070	WJLB-F
4. WWJ (N)	385/ 5.7	5.9	6.0	5.1	4.6	5.7	401/6815	6380/17.8	19.7	18.0	3.6	234	4887	WWJ
5. WJOI-F (E2/SAC)	339/ 5.1	5.4	4.6	4.8	3.8	5.0	349/4217	3971/11.1	10.7	10.2	2.1	137	1982	WJOI-F
6. WKQI-F (AC)	316/ 4.7	3.9	3.5	4.1	4.8	4.1	333/6521	5999/16.7	14.7	15.9	4.5	296	4962	WKQI-F
7. WHYT-F (CHR)	303/ 4.5	4.2	4.9	5.3	5.1	4.7	331/6635	5925/16.5	18.4	18.2	7.3	479	7934	WHYT-F
8. WRIF-F (AOR)	294/ 4.4	3.7	3.9	3.9	3.4	4.0	342/5599	4635/12.9	11.6	11.3	4.7	309	3850	WRIF-F
9. WOMC-F (O)	262/ 3.9	2.9	3.6	3.9	3.2	3.6	283/4888	4414/12.3	11.1	10.7	3.3	216	2887	WOMC-F
10. WJZZ-F (J)	256/ 3.8	3.4	4.4	4.1	4.0	3.9	269/4066	3856/10.7	10.7	9.2	4.8	313	4042	WJZZ-F
11. WXYT (T)	250/ 3.7	4.5	3.2	3.6	3.9	3.8	256/2936	2805/ 7.8	7.9	8.1	3.7	242	2748	WXYT
12. WLTJ-F (SAC)	250/ 3.7	5.1	4.3	3.9	5.7	4.3	258/4271	4029/11.2	11.0	12.9	3.3	216	2477	WLTJ-F
13. WCSX-F (CL AOR)	235/ 3.5	4.1	3.4	3.1	3.0	3.5	278/5323	4509/12.6	12.3	10.0	4.4	288	4366	WCSX-F
14. WNIC-F (AC)	232/ 3.5	3.8	4.1	3.7	3.7	3.8	249/4403	4067/11.3	12.3	11.0	3.2	208	3006	WNIC-F
15. WLLZ-F (AOR)	231/ 3.4	3.7	3.8	3.6	4.3	3.6	254/5305	4709/13.1	12.6	12.6	5.9	388	5662	WLLZ-F
16. WDFX-F (CHR)	195/ 2.9	3.6	2.8	4.0	3.1	3.3	206/5273	4909/13.7	13.1	12.3	4.6	303	5667	WDFX-F
17. CKLW (BB)	182/ 2.7	2.5	3.3	2.9	2.3	2.8	233/3281	2574/ 7.2	8.2	8.1	2.9	187	1993	CKLW
18. WMXD-F (B)	178/ 2.7	1.7	2.0	1.6	0.5	2.0	183/2770	2667/ 7.4	6.2	2.8	2.9	188	2599	WMXD-F
19. WQRS-F (CL)	115/ 1.7	2.0	2.0	1.5	2.2	1.8	128/2356	2144/ 6.0	5.6	6.2	1.8	116	1838	WQRS-F
20. WCXI (C)	97/ 1.4	0.9	1.5	1.5	1.0	1.3	103/1487	1331/ 3.7	4.0	3.4	1.4	89	1134	WCXI
21. WGPR-F (B)	89/ 1.3	1.2	1.5	1.9	2.1	1.5	93/2045	1950/ 5.4	6.1	6.5	1.5	99	1974	WGPR-F
22. WNUZ-F (REL)	79/ 1.2	0.6	0.9	0.6	1.4	0.8	82/1105	980/ 2.7	3.0	3.7	1.1	69	1080	WNUZ-F
23. WQBH (B)	75/ 1.1	1.0	0.9	1.1	1.0	1.0	75/1163	1157/ 3.2	2.8	3.2	0.5	34	595	WQBH
24. WXCD-F (J/NA)	56/ 0.8	1.8	1.8	1.9	2.0	1.6	58/1679	1638/ 4.6	7.1	7.2	1.1	74	1525	WXCD-F
25. WCHB (B)	55/ 0.8	0.8	0.3	0.5	0.6	0.6	56/901	858/ 2.4	1.3	2.2	0.3	19	359	WCHB
26. WMTG (B)	54/ 0.8	1.0	1.1	1.3	1.6	1.0	55/975	943/ 2.6	3.3	4.1	0.5	33	537	WMTG
27.														
28.														
29.														
30.														

12+ FM SHARE (METRO): 71.60% (4399 of 6144) (SPG 90: 72.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F	1 WRIF-F	1 WRIF-F	1 WWW-F	1 WWW-F	1 WJR >	1 WJR >	1 WJOI-F	1 WWW-F	1 WJLB-F	1 WJR >>
2 WJLB-F	2 WJLB-F	2 WWW-F	2 WKQI-F	2 WKQI-F	2 WWJ	2 WWJ	2 WJR	2 WJR	2 WJR >	2 WWJ >>
3 WDFX-F	3 WLLZ-F	3 WJLB-F	3 WOMC-F	3 WOMC-F	3 WJOI-F	3 WKQI-F	3 WWW-F	3 WJLB-F	3 WJZZ-F	3 WJZZ-F
4	4 WCSX-F	4 WKQI-F	4 WCSX-F	4 WJR <	4 WWW-F	4 WWW-F	4 WWJ	4 WHYT-F	4 WHYT-F	4 WWW-F
5	5 WKQI-F	5 WCSX-F	5 WJZZ-F	5 WCSX-F	5 WXYT	5 WJLB-F	5 WLTJ-F	5 WWJ	5 WWJ	5 WJLB-F
6	6 WWW-F	6 WLLZ-F	6 WJLB-F	6 WJZZ-F	6 CKLW <	6 WRIF-F	6 WXYT	6 WJOI-F	6 WWW-F	6 WNIC-F
7	7 WHYT-F	7 WOMC-F	7 WRIF-F	7 WJLB-F	7 WLTJ-F	7 WLLZ-F	7 WKQI-F	7 WKQI-F	7 WXYT	7 WJOI-F
8	8 WNIC-F	8 WJZZ-F	8 WLLZ-F	8 WLTJ-F	8 WJZZ-F	8 WHYT-F	8 WJLB-F	8 WOMC-F	8 WDFX-F	8 WKQI-F
						9 WNIC-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 WKQI-F	1 WJLB-F	1 WWW-F		1 WRIF-F	1 WRIF-F	1 WCSX-F	1 WRIF-F	1 WWW-F
2 WKQI-F	2 WKQI-F	2 WJLB-F	2 WKQI-F	2 WKQI-F		2 WLLZ-F	2 WCSX-F	2 WRIF-F	2 WCSX-F	2 WCSX-F
3 WHYT-F	3 WNIC-F	3 WNIC-F	3 WNIC-F	3 WJLB-F		3 WWW-F	3 WLLZ-F	3 WLLZ-F	3 WWW-F	3 WRIF-F
4 WNIC-F	4 WHYT-F	4 WJZZ-F	4 WWW-F	4 WOMC-F		4 WJLB-F	4 WJLB-F	4 WOMC-F	4 WLLZ-F	4 WJR
5 WDFX-F	5 WMXD-F	5 WWW-F	5 WLTJ-F	5 WNIC-F		5 WCSX-F	5 WWW-F	5 WJLB-F	5 WOMC-F	5 WLLZ-F
6 WRIF-F	6 WLLZ-F	6 WCSX-F	6 WOMC-F	6 WLTJ-F		6 WDFX-F	6 WOMC-F	6 WWW-F	6 WJZZ-F	6 WJZZ-F
7 WLLZ-F	7 WDFX-F	7 WMXD-F	7 WHYT-F	7 WJZZ-F		7 WHYT-F	7 WHYT-F	7	7 WJLB-F	7 WOMC-F
8 WMXD-F	8 WWW-F	8 WHYT-F	8 WJZZ-F	8 WJOI-F		8	8	8	8 WKQI-F	8 WKQI-F

DETROIT

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		519 (3)	519 (3)	8.4	14.9	CIMX-F 88.7 Windsor/Detroit	0.6/2.8/ 56/1236
AOR/CLASSIC		822 (5)	822 (5)	13.4	12.5	CKMR-F 93.9 Windsor	0.6/2.8/ 43/1165
AC/OLDIES/SGFT ROCK	35 (1)	1098 (5)	1133 (6)	18.4	18.5	WEXL 1340 Royal Oak	0.3/1.1/ 18/ 403
MOR/VARIETY	536 (1)		536 (1)	8.7	9.7	WHND 560 Monroe/Detroit	0.5/1.5/ 36/ 584
COUNTRY	97 (1)	425 (1)	522 (2)	8.5	5.6	WKMM 1440 Inkster	0.5/1.8/ 37/ 672
BLACK/URBAN	184 (3)	690 (3)	874 (6)	14.2	13.2	WUFL 1030 Sterling Hghts	0.3/0.9/ 22/ 334
BEAUTIFUL/EASY		339 (1)	339 (1)	5.5	4.2		
NEWS/TALK	635 (2)		635 (2)	10.3	9.3	WIOG-F 102.5 Bay City/Flint	0.3/1.1/121/1952
NOSTALGIA	182 (1)		182 (1)	3.0	2.5	WIQB-F 102.9 Ann Arbor	0.3/1.1/ 76/1419
RELIGION/GOSPEL	76 (3)	79 (1)	155 (4)	2.5	1.9		
SPANISH							
CLASSICAL		115 (1)	115 (1)	1.9	2.4		
JAZZ/NEW AGE		312 (2)	312 (2)	5.1	4.4		
UNKNOWN/OTHERS					0.8		
	-----	-----	-----				
	1745 (12)	4399 (22)	6144 (34)				

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UNIULT APR, \$ 50.00 (Eastman)	Shamrock
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (McGuild)	
WHND, 560, 500 W (DAYS, DA), OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW, FULL SERVICE	ABC, \$ 260.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SMN, \$ N/A (McGuild)	
WQBH, 1400, 1 KW, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$ 155.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N), TALK	NBC CHN, \$ 75.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 170.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	, \$ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, AC	, \$ 132.00 (HNWH)	Brdcst. Partners
WXCD, 102.7, 50 KW @ 500, JAZZ/NAC	MBS, \$ 80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	, \$ 160.00 (Group W)	Westinghouse
WLTJ, 93.1, 26 KW @ 668, SOFT AC	, \$ 90.00 (Crystal)	Viacom
WMUZ, 103.5, 50 KW @ 465, RELIGION	, \$ 40.00 (---)	Crawford
WMXD, 92.3, 21 KW @ 700, AC/URBAN	, \$ 70.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 168.00 (McGuild)	Fairmont
WQMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC, \$ 110.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Eastman)	Shamrock
CKMR, 93.9, 100 KW @ 655, OLDIES	, \$ 65.00 (Banner)	

Miscellaneous: WKQI-F - reclassified as AC . . . WKSG to WXCD-F - from Oldies to Jazz/NAC (May) . . .

DULUTH

Arbitron Rank/Pop (12+): 200/129,500
 MSA Rank/Pop: 186/238,100
 ADI # 125
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 12/11
 Diaries: 598/217:1/64.2%
 Sample Target: 580
 % Below Line: 0.9
 % Not Listed: 17.5

1990 Revenue: \$6,700,000
 HH Inc.: \$29,123
 Retail \$: 1.7 Bil
 Pop per Station: 11,772
 #1 Biller: KZIO-F \$900,000

		FAL		SPG		FAL		SPG		4 Book		12+ TSA		12+ METRO		CUME/CUME		FAL		SPG				Birch		Birch		Birch	
12+ METRO		1/4/SHARE		90		90		89		89		Avg.		1/4/CUME		RATING		90		90				Share		AQH		Cume	
1. KDAL (FS)		37/15.8		----	12.1	----	8.7	----					53/571	412/31.8		0.0	26.9							10.8	29	315	KDAL		
2. WAVC-F (C)		30/12.8		----	12.1	----	4.3	----					63/663	338/26.1		0.0	22.7							17.1	46	369	WAVC-F		
3. KZIO-F (CHR)		27/11.5		----	14.7	----	9.7	----					38/524	368/28.4		0.0	33.3							15.2	41	510	KZIO-F		
4. KDAL-F (SAC)		24/10.3		----	9.9	----	6.4	----					30/460	319/24.6		0.0	24.1							7.8	21	324	KDAL-F		
5. KQDS-AF (AOR)		24/10.2		----	8.2	----	7.4	----					29/514	318/24.6		0.0	19.8							16.0	42	441	KQDS-AF		
6. WAKX-F (O)		15/ 6.4	----	7.3	----	9.0	----					35/487	288/22.2		0.0	20.3								5.9	16	296	WAKX-F		
7. WDSM (C)		12/ 5.1	----	5.2	----	4.1	----					19/382	238/18.4		0.0	15.7								4.8	13	213	WDSM		
8. KXTP (BB)		11/ 4.7	----	6.5	----	3.3	----					13/201	171/13.2		0.0	14.6								2.6	7	77	KXTP		
9. WEBC (N/T)		10/ 4.3	----	3.4	----	2.6	----					17/255	167/12.9		0.0	13.5								4.8	13	193	WEBC		
10. WTBX-F (CHR)		2/ 0.9	----	----	----	8.7	----					48/549	50/ 3.9		0.0	0.0												WTBX-F	
11. WWJC (REL)		1/ 0.4	----	3.4	----	1.0	----					6/106	52/ 4.0		0.0	4.9												WWJC	
12.																													
13.																													
14.																													
15.																													

12+ FM SHARE (METRO): 62.69% (121 of 193) (SPG 90: 62.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>> 1 KQDS-AF	1 KQDS-AF<	1 WAVC-F	1 WAVC-F<	1 KOAL >	1 KDAL >	1 WAVC-F	1 KQDS-AF	1 KOAL <	1 KXTP	
2 KQDS-AF	2 KZIO-F>	2 KDAL-F<	2 KDAL-F	2 WAVC-F>	2 WAVC-F	2 KDAL	2 WAVC-F<	2 KZIO-F	2 KQDS-F	
3	3 KDAL-F	3 KZIO-F	3 KQDS-AF	3 KDAL	3 KDAL-F	3 KZIO-F	3 KDAL-F	3 KQDS-AF	3 WAVC-F	
4	4 WAVC-F	4 WAVC-F	4 KZIO-F	4 KQDS-AF	4 WDSM	4 KDAL-F	4 KZIO-F<	4 KDAL-F	4 KDAL-F	
5	5 WAKX-F	5	5 KDAL	5 KZIO-F	KXTP	5 KQDS-AF	5 KQDS-AF	5 KDAL	5	

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 KZIO-F>> 1 KZIO-F>	1 KZIO-F	1 KZIO-F	1 KZIO-F	1 WAVC-F	1 KQDS-AF>>1 KQDS-AF>>1 KQDS-AF	1 KQDS-AF>	1 KQDS-AF>	1 WAVC-F	
2 KQDS-AF	2 KDAL-F>	2 KDAL-F>	2 KDAL-F>	2 KOAL-F	2 KZIO-F>> 2 WAVC-F	2 WAVC-F>	2 WAVC-F>	2 KDAL-F	
KDAL-F>	3 KQDS-AF>	3 KQDS-AF>	3 WAVC-F	3 KZIO-F	3 KZIO-F>	3 WAKX-F	3 KDAL-F	3 KQDS-AF	
4 WAKX-F	4 WAKX-F	4 WAVC-F>	4 KQDS-AF	4 KDAL	4	4 WAKX-F	4 KZIO-F	4 KDAL-F	
5	5	5 WAKX-F	5 WAKX-F	5	5	5	5	5	

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME TSA TSA
								SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	15.0	17.6			
AOR/CLASSIC	1 (1)	23 (1)	24 (2)	12.4	9.8			
AC/OLDIES/SOFT ROCK		39 (2)	39 (2)	20.2	20.7			
MOR/VARIETY	37 (1)		37 (1)	19.2	14.5			
COUNTRY	12 (1)	30 (1)	42 (2)	21.8	21.2			
BLACK/URBAN								
BEAUTIFUL/EASY								
NEWS/TALK	10 (1)		10 (1)	5.2	4.1			
NOSTALGIA	11 (1)		11 (1)	5.7	7.8			
RELIGION/GOSPEL	1 (1)		1 (1)	0.5	4.1			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	72 (6)	121 (6)	193 (12)					

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	MOR/Full Service	CBS, \$24.00	(Katz)	Shockley
KXTP , 970, 1 KW	Nostalgia	ABC UNISUP, \$13.00	(K & P)	
WDSM , 710, 10 KW/5 KW (DA-N)	Country	NBC, \$16.00	(Torbet)	
WEBC , 560, 5 KW (DA-N)	Talk	ABC UNISUP, \$14.00	(Mc-Guild)	Brill
WWJC , 850, 10 KW (DAYS)	Religion	\$ 8.00	(---)	
KDAL-F, 95.7, 100 KW @ 833	Soft AC	\$27.00	(Katz)	Shockley
KQDS-F, 94.9, 100 KW @ 730	AOR	ABC, \$21.00	(HNWH)	
KZIO-F, 102.5, 100 KW @ 600	CHR	ABC, \$26.00	(Torbet)	
WAKX-F, 98.9, 100 KW @ 600	Oldies/AC	\$19.00	(K & P)	
WAVC-F, 105.1, 100 KW @ 700	Country	UNIULT, \$25.00	(Crystal)	Brill

Miscellaneous Comments: St. Louis North county has now been deleted from this Arbitron Metro . . . This has worked to exclude about 5 stations from the rating book and has cleaned this market up . . . Because of the change, share comparisons with previous rating periods are misleading . . .

EL PASO

Arbitron Rank/Pop (12+): 79/465,100

Stations: 22/17

1990 Revenue: \$13,000,000

MSA Rank/Pop: 85/600,000

Diaries: 868/536:1/52.2%

HM Inc.: \$26,336

AOT # 104

Sample Target: 885

Retail \$: 3.6 Btl

Average Person Ratings: 18.3

% Below Line: 3.6

Pop per Station: 27,358

Market TSL: 24.25 hours

% Not Listed: 12.0

#1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	143/16.8	15.0	13.7	14.3	11.9	14.9	160/1621	1363/29.3	27.7	21.5	17.6	147	1203	KHEY-F
2. KPRR-F (CHR)	105/12.4	10.5	11.5	13.7	14.6	12.0	111/1560	1399/30.1	27.7	33.6	13.3	111	1263	KPRR-F
3. KAMZ-F (AC)	83/ 9.8	10.5	7.6	9.0	5.1	9.2	90/1051	993/21.4	20.6	17.5	13.0	108	1260	KAMZ-F
4. KLAQ-F (AOR)	64/ 7.5	11.3	10.2	11.2	9.3	10.1	90/1129	873/18.8	23.8	23.0	12.1	101	971	KLAQ-F
5. KAMA-AF (SP)	56/ 6.6	6.1	9.1	7.4	11.7	7.3	64/893	794/17.1	22.8	30.2	5.8	33	604	KAMA-AF
6. KOFX-F (CL AOR)	44/ 5.2	5.0	4.3	5.7	6.3	5.1	54/894	661/14.2	11.9	17.8	4.8	40	508	KOFX-F
7. KTSM-F (SAC)	43/ 5.1	5.5	5.8	5.6	5.3	5.5	55/717	591/12.7	13.0	15.5	3.4	28	459	KTSM-F
8. KBNA-AF (SP)	42/ 4.9	6.2	7.2	6.8	6.5	6.3	47/785	713/15.3	17.2	15.1	3.2	22	458	KBNA-AF
9. KEZB-F (AC)	39/ 4.6	3.5	4.4	4.3	5.5	4.2	49/1008	807/17.4	17.4	19.8	4.0	33	668	KEZB-F
10. KRDD (BB)	30/ 3.5	2.5	4.0	1.8	2.8	3.0	33/682	543/11.7	11.2	8.7	2.2	18	285	KRDD
11. KTSM (N/T)	27/ 3.2	4.6	3.0	4.0	2.5	3.7	28/399	394/ 8.5	5.4	6.9	4.6	38	332	KTSM
12. KHEY (C)	17/ 2.0	3.2	2.5	2.9	2.1	2.7	20/344	292/ 6.3	9.4	8.4	1.0	8	258	KHEY
14. KEZB (SP)	17/ 2.0	1.2	1.4	2.4	1.3	1.8	17/181	181/ 3.9	3.5	4.1	0.4	3	72	KEZB

14.

15.

12+ FM SHARE (METRO): 79.41% (594 of 748) (SPG 90: 77.94%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>>	1 KHEY-F>>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>>	1 KHEY-F>	1 KPRR-F>	1 KHEY-F>>
2 KAMZ-F	2 KLAQ-F<	2 KPRR-F	2 KAMZ-F	2 KAMZ-F	2 KAMA-AF	2 KPRR-F	2 KPRR-F	2 KPRR-F	2 KAMZ-F	2 KTSM-F
3	3 KPRR-F	3 KLAQ-F	3 KPRR-F	3 KAMA-AF	3 KTSM-F	3 KAMZ-F	3 KAMZ-F	3 KHEY-F	3 KHEY-F	3 KROD
4	4 KAMZ-F>	4 KAMZ-F	4 KOFX-F	4 KPRR-F<	4 KAMZ-F	4 KAMA-AF>	4 KAMA-AF	4 KAMZ-F	4 KLAQ-F	4 KAMZ-F
5	5 KOFX-F	5 KOFX-F	5 KAMA-AF<	5 KOFX-F	5 KTSM	5 KLAQ-F	5 KLAQ-F<	5 KOFX-F	5 KEZB-F	5 KEZB-F
6	6	6	6 KLAQ-F	6 KLAQ-F	6 KBNA-AF	6	6 KOFX-F	6	6	6

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 KPRR-F>	1 KHEY-F>	1 KHEY-F>>	1 KHEY-F>	1 KHEY-F>>	1 KLAQ-F>	1 KHEY-F<	1 KHEY-F>	1 KHEY-F	1 KHEY-F>>
2 KHEY-F>	2 KPRR-F>	2 KPRR-F	2 KPRR-F	2 KAMA-AF	2 KPRR-F	2 KLAQ-F>	2 KLAQ-F>	2 KLAQ-F	2 KLAQ-F
3 KAMZ-F	3 KAMZ-F>	3 KAMZ-F	3 KAMZ-F	3 KAMZ-F	3 KHEY-F>>	3 KPRR-F	3 KAMZ-F	3 KPRR-F	3 KAMZ-F
4 KLAQ-F	4 KLAQ-F	4 KEZB-F	4 KAMA-AF	4 KPRR-F	4 KAMZ-F	4 KAMZ-F	4 KOFX-F	4 KAMZ-F	4 KOFX-F
5	5 KEZB-F	5 KBNA-AF	5 KEZB-F	5 KEZB-F	5 KOFX-F	5 KOFX-F	5 KPRR-F	5 KOFX-F	5 KPRR-F
6	6 KOFX-F	6 KAMA-AF	6 KOFX-F	6 KBNA-AF	6	6	6	6	6 KAMA-AF

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		105 (1)	105 (1)	14.0	21.9	KELP 1590 El Paso	0.5/3.1/ 5/ 158
AOR/CLASSIC		108 (2)	108 (2)	14.4	10.2	KVIV 1340 El Paso	0.4/1.2/ 4/ 63
AC/OLDIES/ROCK		165 (3)	165 (3)	22.1	21.4		
MOR/VARIETY						XEJ 970 Ciudad Juarez	0.7/2.3/ 6/ 105
COUNTRY	17 (1)	143 (1)	160 (2)	21.4	15.2	XHIM-F 105.1 Ciudad Juarez	1.4/3.5/ 12/ 165
BLACK/URBAN						XHMZ-F 107.5 Ciudad Juarez	0.5/2.2/ 4/ 103
BEAUTIFUL/EASY					5.8	XHPX-F 98.3 Ciudad Juarez	0.5/2.2/ 4/ 101
NEWS/TALK	27 (1)		27 (1)	3.6	2.8	XROK 800 Ciudad Juarez	0.6/3.3/ 6/ 167
NOSTALGIA	30 (1)		30 (1)	4.0			
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.4		
SPANISH	76 (6)	73 (5)	149 (11)	19.9	21.4		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	154 (10)	594 (12)	748 (22)				

RADIO STATIONS

KAMA,	750.	10 KW/1 KW (DA-2),	HISPANIC			\$ 28.00 (Eastman)	Pinnacle
KBNA,	920.	1 KW/500 W (DA-N),	SEE KBNA-F				
KHEY,	690.	10 KW (DA-2)	COUNTRY	ABC,		\$ SEE FM (Katz)	Ragan Henry
KROD,	600.	5 KW (DA-2)	NOSTALGIA	ABC,		\$ 17.00 (HNWH)	
KTSM,	1380.	5 KW/500 W	TALK/NEWS	TALKNT CBS,		\$ 19.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1189	AC			\$ 32.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1088	HISPANIC			\$ 35.00 (Katz Hsp)	Tichenor
KEZB-F,	93.9,	100 KW @ 1207	AC	ABC,		\$ 30.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1388	COUNTRY			\$ 65.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1388	AOR	UNIPWR ABC,		\$ 40.00 (HNWH)	
KAMA-F,	94.7,	61 KW @ 981	HISPANIC			\$ 27.00 (N/A)	
KOFX-F,	92.3,	100 KW @ 1860	CL AOR	UNIPWR,		\$ 30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190	CHR			\$ 39.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	EZ	NBC CBS,		\$ 27.00 (HNWH)	

Miscellaneous: KLIO to KAMA-F (Feb) and format from AC to Hispanic . . . KEZB - reclassified as AC . . . KOFX - reclassified as Classic AOR (Feb) . . .

ERIE

Arbitron Rank/Pop (12+): 144/229,700

Stations: 12/10
Diaries: 717/320:1/62.0%
Sample Target: 645
% Below Line: 1.9
% Not Listed: 12.7

1990 Revenue: \$6,100,000
HH Inc.: \$31,966
Retail \$: 1.8 Bll
Pop per Station: 22,970
#1 Biller: WXXC \$1,500,000

HSA Rank/Pop: 160/281,000

ADI # 139

Average Person Ratings: 16.2

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	64/17.3	17.9	19.8	19.4	24.5	----	70/995	888/38.7	34.7	37.9	18.1	69	888	WJET-F
2. WRKT-F (AOR)	62/16.7	17.0	14.7	14.2	----	----	73/682	620/27.0	25.4	24.1	17.1	65	624	WRKT-F
3. WXXC-F (AC)	54/14.6	15.0	15.5	13.7	13.5	----	59/822	713/31.0	32.1	28.2	13.4	51	653	WXXC-F
4. WXTA-F (C)	37/10.0	4.3	5.3	2.4	0.5	----	41/468	395/17.2	9.9	11.3	5.2	20	354	WXTA-F
5. WMXE-F (AC)	35/ 9.4	6.1	9.9	8.9	11.5	----	43/838	676/29.4	21.0	25.0	9.4	36	661	WMXE-F
6. WEYZ (BB)	24/ 6.5	8.4	8.6	8.6	10.4	----	24/350	338/14.7	12.9	15.4	6.8	26	307	WEYZ
7. WLKK (T)	19/ 5.1	2.6	2.8	2.2	4.4	----	19/290	275/12.0	6.7	10.2	6.3	24	287	WLKK
8. WZPR-F (C)	10/ 2.7	3.7	3.3	3.8	6.0	----	50/574	163/ 7.1	7.1	8.0	2.6	10	195	WZPR-F
9. WRIE (O)	8/ 2.2	3.7	2.8	2.7	5.8	----	9/197	186/ 8.1	10.0	9.5	0.5	2	100	WRIE
10. WRQO-F (EZ)	5/ 1.3	1.4	1.8	3.5	4.7	----	9/197	83/ 3.6	5.8	5.7	1.8	7	136	WRQO-F
11. WCTL-F (REL)	4/ 1.1	2.0	1.3	3.2	2.2	----	6/92	75/ 3.3	4.0	4.3	1.0	4	101	WCTL-F
12.														
13.														
14.														
15.														

12+ FH SHARE (METRO): 83.64% (271 of 324) (SPG 90: 82.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WXTA-F	1 WJET-F>	1 WJET-F<	1 WJET-F<	1 WRKT-F	1 WRKT-F>
2	2 WJET-F>	2 WJET-F	2 WXXC-F	2 WXXC-F	WXXC-F>	2 WXXC-F	2 WRKT-F	2 WRKT-F	2 WJET-F>	2 WXXC-F
3	3 WMXE-F	3 WXXC-F>	3 WJET-F>	3 WJET-F>	3 WEYZ >	3 WRKT-F>	3 WXXC-F>	3 WXXC-F>	3 WXXC-F	3 WMXE-F
4	4 WXXC-F	4 WMXE-F	4 WMXE-F	4 WMXE-F	4 WLKK	4 WXTA-F	4 WMXE-F	4 WXTA-F	4 WXTA-F	4 WJET-F
5	5	5	5	5 WXTA-F	WJET-F	5 WMXE-F	5 WXTA-F	5 WMXE-F	5 WMXE-F	5

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 WJET-F>>	1 WJET-F>>	1 WJET-F	1 WJET-F	1 WXXC-F	1 WRKT-F	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>
2 WMXE-F	2 WXXC-F	2 WXXC-F	2 WXXC-F>	2 WJET-F>	2 WJET-F>>	2 WJET-F>	2 WMXE-F	2 WJET-F>	2 WXXC-F
3 WXXC-F	3 WMXE-F	3 WRKT-F	3 WMXE-F	3 WXTA-F	3 WMXE-F	3 WMXE-F>	WJET-F>	3 WXXC-F	3 WMXE-F
4 WRKT-F	4 WRKT-F	4 WMXE-F	4 WRKT-F	WRKT-F	4	4 WXXC-F	4 WXXC-F	WMXE-F	WJET-F
5	5	5	5	5 WMXE-F	5	5	5	5	5

FORMATS	AM	FH	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (1)	64 (1)	19.8	34.4		
ADR/CLASSIC		62 (1)	62 (1)	19.1	17.1	CKLW 800 Windsor	0.5/2.3/ 7/ 143
AC/OLDIES/SOFT ROCK	8 (1)	89 (2)	97 (3)	29.9	21.2		
MOR/VARIETY					0.6		
COUNTRY		47 (2)	47 (2)	14.5	13.2		
BLACK/URBAN							
BEAUTIFUL/EASY		5 (1)	5 (1)	1.5	2.1		
NEWS/TALK	19 (1)		19 (1)	5.9			
NOSTALGIA	26 (2)		26 (2)	8.0	10.0		
RELIGION/GOSPEL		4 (1)	4 (1)	1.2	1.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	53 (4)	271 (8)	324 (12)				

RADIO STATIONS

WEYZ , 1450, 5 KW (DA-2)	, Nostalgia	ABC, \$16.00 (Katz)	Burbach
WLKK , 1400, 1 KW	, Talk	SMN, \$10.00 (Roslin)	
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, \$12.00 (Christal)	
WMXE-F, 103.7, 50 KW @ 500	, AC	ABC, \$26.00 (Katz)	Burbach
WCTL-F, 106.3, 3 KW @ 300	, Religion	, \$ 6.00 (---)	(UNION CITY)
WJET-F, 102.3, .5 KW @ 670	, CHR	, \$32.00 (Banner)	Myron Jones
WRKT-F, 100.9, 3 KW @ 262	, AOR	, \$25.00 (Eastman)	(NORTH EAST)
WXXC-F, 99.9, 50 KW @ 500	, AC	, \$39.00 (Christal)	
WXTA-F, 97.9, 6 KW @ 500	, Country	UNIULT, \$17.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 588	, Country	ABC E, \$16.00 (Crawford)	(HEADVILLE)
WRQO-F, 97.1, 50 KW @ 500	, EZ	APR, \$14.00 (---)	(ASHTABULA, OH)

Miscellaneous: WCKC-F, WMXE-F From CHR to AC (Apr) . . .

EUGENE

Arbitron Rank/Pop (12+): 146/223,900

Stations: 16/14
Diaries: 757/296:1/57.2%
Sample Target: 655
% Below Line: 2.4
% Not Listed: 16.5

1990 Revenue: \$7,500,000
HH Inc.: \$26,747
Retail \$: 2.1 Bil
Pop per Station: 15,992
#1 Biller: KUGN-AF \$2,300,000

MSA Rank/Pop: 161/270,000

ADI # 121

Average Person Ratings: 14.9

Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F (C)	47/14.1	15.6	14.3	14.0	16.6	----	50/549	471/21.0	21.3	18.7	11.7	39	377	KUGN-F
2. KMGE-F (AC)	33/ 9.9	12.9	8.4	9.1	8.5	----	39/554	453/20.2	21.8	17.3	6.0	20	472	KMGE-F
3. KZEL-F (ADR)	30/ 9.0	7.8	9.9	6.1	7.3	----	35/643	423/18.9	16.5	20.3	6.6	22	338	KZEL-F
4. KSND-F (CHR)	29/ 8.7	9.0	9.9	10.0	9.0	----	40/592	449/20.1	19.9	22.1	16.2	54	577	KSND-F
5. KUGN (FS)	27/ 8.1	6.6	8.1	7.9	8.5	----	28/425	411/18.4	17.9	16.7	7.8	26	346	KUGN
6. KLCX-F (ADR)	20/ 6.0	7.5	8.7	8.2	6.4	----	51/578	275/12.3	13.4	14.5	7.8	26	288	KLCX-F
7. KPNW (FS/N/T)	18/ 5.4	5.4	4.3	6.1	4.7	----	34/498	291/13.0	17.2	12.1	5.4	18	227	KPNW
8. KPNW-F (SAC)	16/ 4.8	4.5	6.5	7.9	7.0	----	40/649	319/14.2	15.1	17.0	4.8	16	295	KPNW-F
9. KAVE-F (ADR)	15/ 4.5	2.1	0.6	----	1.2	----	15/293	279/12.5	8.4	3.6	3.9	13	302	KAVE-F
10. KEED (C)	11/ 3.3	2.4	1.9	2.7	0.6	----	11/140	140/ 6.3	7.0	4.7	1.8	6	113	KEED
11. KXKO (O)	7/ 2.1	----	1.2	2.7	1.5	----	7/117	117/ 5.2	0.0	5.1	1.2	4	82	KXKO
12. KHPE-F (REL)	6/ 1.8	----	1.2	----	----	----	13/231	83/ 3.7	0.0	2.1	0.6	2	51	KHPE-F
KHNN (ADR)	6/ 1.8	----	----	----	----	----	9/72	55/ 2.5	0.0	0.0	0.6	2	51	KHNN
KDUK (BB)	6/ 1.8	0.6	4.0	3.6	2.9	----	7/170	157/ 7.0	4.0	9.7	0.3	1	91	KDUK

12+ FM SHARE (METRO): 71.22% (198 of 278) (SPG 90: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ ADM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KZEL-F>	1 KMGE-F<	1 KMGE-F	1 KUGN-F	1 KUGN-F	1 KUGN-F<	1 KUGN-F	1 KUGN-F>	1 KSND-F>	1 KUGN
2	2 KSND-F	2 KZEL-F	2 KUGN-F	2 KUGN-F	2 KUGN	2 KUGN	2 KMGE-F	2 KSND-F	2 KUGN-F>	2 KLCX-F>
3	3 KLCX-F	3 KUGN-F>	3 KZEL-F>	3 KZEL-F>	3 KPNW	3 KMGE-F	3 KZEL-F	3 KMGE-F>	3 KUGN	3 KHNN
4	4 KUGN-F	4 KLCX-F	4 KLCX-F	4 KPNW-F	4 KMGE-F>	4 KSND-F	4 KPNW-F	4 KZEL-F	4 KMGE-F	4 KZEL-F
5	5 KMGE-F	5 KSND-F	5	5 KLCX-F	5 KPNW-F	5 KPNW	5 KPNW	5	5	5 KEED

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 KSND-F>>	1 KSND-F	1 KMGE-F	1 KMGE-F>	1 KUGN-F	1 KLCX-F	1 KZEL-F	1 KZEL-F>	1 KZEL-F>	1 KZEL-F>
2 KMGE-F>	2 KMGE-F	2 KZEL-F	2 KUGN-F	2 KMGE-F>>	2 KZEL-F	2 KLCX-F	2 KUGN-F	2 KUGN-F	2 KUGN-F
3 KZEL-F>	3 KZEL-F	3 KUGN-F>	3 KSND-F>	3 KZEL-F	3 KSND-F	3 KUGN-F>	3 KLCX-F>	3 KLCX-F	3 KMGE-F
4 KLCX-F	4 KUGN-F	4 KSND-F	4 KZEL-F	4 KPNW-F	4 KAVE-F>>	4 KAVE-F	4 KMGE-F	4 KMGE-F	4 KLCX-F
5 KHNN	5	5 KPNW-F	5	5	5 KUGN-F	5	5 KHPE-F	5 KAVE-F	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TDP 40/CHR/CONTEMP		29 (1)	29 (1)	10.4	12.2	KORE 1050 Springfld/Eug.	1.5/5.5/ 5/ 131
AOR/CLASSIC	6 (1)	65 (3)	71 (4)	25.5	22.8		
AC/OLDIES/SOFT ROCK	7 (1)	49 (2)	56 (3)	20.1	22.1	KFAT-F 106.1 Corvallis	0.6/2.1/ 23/ 330
MOR/VARIETY	45 (2)		45 (2)	16.2	15.2		
COUNTRY	11 (1)	49 (2)	60 (3)	21.6	19.8		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	6 (1)		6 (1)	2.2	4.9		
RELIGION/GOSPEL	5 (1)	6 (1)	11 (2)	4.0	3.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	80 (7)	198 (9)	278 (16)				

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	\$ 13.00 (McGuil)	Pacific Telecom
KEED, 1600, 5 KW/1 KW (DA-N), COUNTRY	\$ 10.00 (MMR)	Comm. Pacific
KKXO, 1450, 1 KW, OLDIES	\$ 11.00 (Eastman)	
KPNW, 1120, 50 KW (DA-N), MOR/AC	\$ 17.00 (Katz)	Pacific NW
KUGN, 590, 5 KW/1 KW (DA-N), MOR/FULL SER.	\$ 27.00 (Torbet)	
KLCX-F, 104.7, 62 KW @ 2326, AOR	\$ 24.00 (McGuil)	Pacific Telecom
KMGE-F, 94.5, 100 KW @ 1299, AC	\$ 28.00 (Eastman)	
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC	\$ 26.00 (Katz)	Pacific NW
KSND-F, 93.1, 100 KW @ 984, CHR	\$ 32.00 (MMR)	Comm. Pacific
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	\$ 39.00 (Torbet)	
KAVE-F, 95.3, 1.5 KW @ 400, AOR	\$ 13.00 (---)	(CRESWELL)
KZEL-F, 96.1, 43 KW @ 870, ADR	\$ 27.00 (Christal)	

Miscellaneous: KZAM to KAVE and Oldies to AOR (1990) . . . KPNW A/F sold from Pacific Northwest to McCoy for \$2,500,000 (e) (Exline) . . .

EVANSVILLE

Arbitron Rank/Pop (12+): 141/235,200

MSA Rank/Pop: 158/285,000

ADI # 93

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 13/11
Diaries: 747/315:1/60.6%
Sample Target: 665
% Below Line: 6.7
% Not Listed: 13.2

1990 Revenue: \$10,900,000
HM Inc.: \$30,062
Retail \$: 2.0 Bill
Pop per Station: 21,381
#1 Biller: WIKY-AF \$2,400,000

12+ METRO	1/4 SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WYNG-F (C)	66/15.8	12.0	13.5	----	16.2	----	91/943	631/26.8	23.3	20.1			WYNG-F
2. WSTO-F (CHR)	64/15.3	18.9	18.4	----	22.1	----	148/1876	822/34.9	40.3	39.1			WSTO-F
3. WIKY-F (FS)	63/15.1	17.9	17.2	----	19.3	----	92/1104	661/28.1	33.3	29.5			WIKY-F
4. WKDQ-F (AC)	47/11.2	14.3	12.7	----	11.9	----	80/1076	549/23.3	28.0	26.0			WKDQ-F
5. WRBT-F (AOR)	27/ 6.5	4.9	5.1	----	----	----	45/681	358/15.2	15.7	12.9			WRBT-F
6. WBKR-F (C)	25/ 6.0	3.3	4.2	----	6.0	----	104/1334	381/16.2	10.7	12.8			WBKR-F
7. WWOK (BB)	24/ 5.7	7.4	7.8	----	1.2	----	25/245	218/ 9.3	11.5	12.8			WWOK
8. WSYZ-F (CHR)	14/ 3.3	----	----	----	----	----	22/321	217/ 9.2	0.0	0.0			WSYZ-F
9. WGBF-F (AOR)	13/ 3.1	4.9	4.4	----	6.2	----	27/430	255/10.8	11.8	10.9			WGBF-F
10. WSON (BB)	6/ 1.4	1.8	1.7	----	2.6	----	8/125	102/ 4.3	4.5	4.4			WSON
WIKY (FS)	6/ 1.4	1.0	3.4	----	2.4	----	7/145	134/ 5.7	5.9	9.1			WIKY
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 88.71% (322 of 363) (SPG 90: 84.45%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WSTO-F>>	1 WSTO-F>	1 WSTO-F	1 WKDQ-F	1 WKDQ-F<	1 WYNG-F<	1 WYNG-F	1 WYNG-F<	1 WSTO-F	1 WSTO-F>	1 WIKY-F>
2	2 WRBT-F	2 WKDQ-F>	2 WSTO-F<	2 WYNG-F<	2 WIKY-F>>	2 WIKY-F	2 WIKY-F	2 WYNG-F	2 WYNG-F	2 WBKR-F
3	3 WKDQ-F>	3 WYNG-F<	3 WYNG-F	3 WIKY-F	3 WKDQ-F	3 WSTO-F	3 WKDQ-F	3 WSTO-F	3 WIKY-F	3 WYNG-F
4	4 WGBF-F	4 WIKY-F	WIKY-F	4 WSTO-F	4 WWOK	4 WKDQ-F	4 WSTO-F	4 WKDQ-F	4 WKDQ-F	4 WSTO-F
5	5	5 WRBT-F	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	HEN 18-24	HEN 18-34	HEN 25-34	HEN 18-49	HEN 25-54
1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WIKY-F<	1 WSTO-F>	1 WSTO-F	1 WRBT-F>	1 WKDQ-F	1 WYNG-F<
2 WRBT-F	2 WKDQ-F	2 WKDQ-F>	2 WKDQ-F	2 WKDQ-F	2 WSYZ-F	2 WRBT-F>	2 WYNG-F	2 WSTO-F	2 WKDQ-F
3 WSYZ-F>	3 WRBT-F>	3 WIKY-F	3 WIKY-F	3 WYNG-F	3 WGBF-F>	3 WKDQ-F	WSTO-F	3 WYNG-F	3 WRBT-F
4 WKDQ-F	4 WIKY-F	4 WRBT-F	4 WYNG-F	WSTO-F	4 WBKR-F	WGBF-F	WKDQ-F	WRBT-F	4 WIKY-F
5	5	5 WBKR-F	5	5	WKDQ-F	5 WSYZ-F	5 WGBF-F	5	5 WSTO-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-		-----	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	21.5	20.1	WVHI	1330	Evansville	1.2/3.0/	5/ 77
AOR/CLASSIC		40 (2)	40 (2)	11.0	4.8					
AC/OLDIES/SOFT ROCK		47 (1)	47 (1)	12.9	20.4	WRUL-F	97.3	Carmi	0.7/2.7/	17/ 263
MOR/VARIETY	6 (1)	63 (1)	69 (2)	19.0	22.5					
COUNTRY		94 (3)	94 (3)	25.9	20.4					
BLACK/URBAN										
BEAUTIFUL/EASY										
NEWS/TALK										
NOSTALGIA	30 (2)		30 (2)	8.3	10.5					
RELIGION/GOSPEL	5 (1)		5 (1)	1.4	1.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	41 (4)	322 (9)	363 (13)							

RADIO STATIONS

WIKY, 1400, 1 KW SEE WIKY-F
WSON, 860, 500 W , NOSTALGIA SMN, \$ 10.00 (---) (HENDRICKSON,KY)
WWOK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA UNISUP UNIULT, \$ 14.00 (Katz)
WGBF-F, 103.1, 1.7 KW @ 440, AOR ABC,SOURCE, \$ 17.00 (Katz) (HENRICKSON, KY)
WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER. MBS, \$ 55.00 (Christal) South Central
WKDQ-F, 99.5, 100 KW @ 500, AC ABC, \$ 39.00 (McGUILD) (HENRICKSON, KY)
WRBT-F, 94.9, 50 KW @ 420, CL AOR , \$ 15.00 (---) (MOUNT CARMEL, IL)
WSTO-F, 96.1, 100 KW @ 1000, CHR UNISUP UNIULT, \$ 48.00 (Banner) (OWENSBORO)
WYNG-F, 105.3, 50 KW @ 500, COUNTRY UNIULT, \$ 40.00 (MNWH) Pinnacle

WBKR-F, See Owensboro in 1991 Small Market Edition...

FARGO

Arbitron Rank/Pop (12+): 204/127,400

MSA Rank/Pop: 248/148,900

ADI # 108

Average Person Ratings: 17.3

Market SL: 22.50 hours

Stations: 11/9

Diaries: 659/193:1/63.6%

Sample Target: 580

% Below Line: 4.1

% Not Listed: 14.1

1990 Revenue: \$6,900,000

HH Inc.: \$29,541

Retail \$: 1.3 Bill

Pop per Station: 14,155

#1 Biller: KFGO \$1,600,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WDAY-F (CHR)	33/15.0	----	13.1	----	18.0	----	57/864	445/34.9	0.0	37.4	10.1	77	1150
2. KFGO (C)	32/14.5	----	9.2	----	11.6	----	79/891	357/28.0	0.0	19.4	5.5	42	496
3. KQWB-F (AOR)	30/13.6	----	15.5	----	18.5	----	47/625	363/28.5	0.0	30.5	6.8	52	861
4. KVOX-F (C)	27/12.3	----	11.6	----	10.7	----	44/527	300/23.5	0.0	23.3	6.4	49	746
5. WDAY (FS)	21/ 9.5	----	10.0	----	9.4	----	45/639	307/24.1	0.0	26.4	4.5	34	661
KLTA-F (AC)	21/ 9.5	----	11.2	----	9.4	----	31/568	297/23.3	0.0	24.1	3.8	29	566
7. KKDL-F (AC)	8/ 3.6	----	-----	-----	-----	-----	23/325	142/11.1	0.0	0.0	4.7	36	480
KFGO-F (AC)	8/ 3.6	----	6.0	----	5.2	----	16/334	182/14.3	0.0	17.2	1.3	10	287
9. KVOX (BB)	5/ 2.3	----	4.8	----	0.4	----	13/189	104/ 8.2	0.0	11.1	0.7	5	55
10. KQWE (O)	3/ 1.4	----	4.4	----	3.9	----	6/169	99/ 7.8	0.0	13.1	0.7	5	68

12+ FM SHARE (METRO): 67.72% (128 of 189) (SPG 90: 66.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F>	1 KQWB-F	1 KVOX-F	1 KVOX-F<	1 KFGO >	1 KFGO	1 KQWB-F<	1 KQWB-F	1 WDAY-F	1 KQWB-F
2	2 WDAY-F>	2 KVOX-F<	KLTA-F	2 KLTA-F	2 WDAY >	2 WDAY-F	2 KVOX-F<	2 WDAY-F	2 KQWB-F	2 KVOX-F
3	3 KVOX-F	3 WDAY-F	3 KQWB-F	3 KFGO	3 KVOX-F	3 WDAY <	3 KFGO	3 KVOX-F	3 KFGO >	3 WDAY
4	KLTA-F	4 KLTA-F	4 WDAY-F	4 KQWB-F	4	4 KVOX-F	4 WDAY-F	4 KFGO	4 WDAY	KFGO
5	5	5	KFGO	5 WDAY-F	5	5 KQWB-F	KLTA-F<	5	5	5
						6 KLTA-F	6 WDAY			

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 WDAY-F>>	1 WDAY-F	1 KLTA-F>	1 KVOX-F	1 KVOX-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F
2 KQWB-F>>	2 KLTA-F	2 KVOX-F	2 WDAY-F	2 KLTA-F	2 WDAY-F>	2 WDAY-F>	2 KLTA-F	2 WDAY-F	2 KLTA-F
3 KVOX-F>	3 KVOX-F	3 WDAY-F>	3 KLTA-F>	3 WDAY-F>	3 KVOX-F	3 KVOX-F	3 WDAY-F>	KVOX-F	KFGO
4 KLTA-F	KQWB-F	4 KQWB-F	4 KQWB-F	4 KFGO	4	4 KLTA-F	4 KVOX-F	4 KLTA-F	4 WDAY
KFGO-F	5	5	5	5	5	5	5	5	KVOX-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	17.5	15.3		
AOR/CLASSIC		30 (1)	30 (1)	15.9	18.1		
AC/OLDIES/SOFT ROCK	3 (1)	38 (4)	41 (5)	21.7	25.1	KBRF-F 103.3 Fergus Falls	0.5/4.6/ 11/ 257
MOR/VARIETY	21 (1)		21 (1)	11.1	11.6		
COUNTRY	32 (1)	27 (1)	59 (2)	31.2	24.2		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	5 (1)		5 (1)	2.6	5.6		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	61 (4)	128 (7)	189 (11)				

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	ABC, \$	36.00 (CBS)	
KQWB, 1550, 10 KW/5 KW (DA-N)	, OLDIES	UNISUP, UNIPWR, \$	12.00 (HNWH)	Brill
KVOX, 1250, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC, SMN, \$	11.00 (Torbet)	
WDAY, 970, 5 KW (DA-N)	, MOR/FUL SER.	NBC, MBS, \$	22.00 (Katz)	Forum
KFGO-F, 101.9, :00 KW @ 986, AC		ABC, \$	18.00 (CBS)	
KKDL-F, 95.1, :00 KW @ 280, OLDIES		, \$	14.00 (N/A)	(DETROIT LAKES, MN)
KLTA-F, 105.1, :00 KW @ 710, AC		, \$	24.00 (Christal)	Ingstad
KQWB-F, 98.7, :00 KW @ 580, AOR		UNIPWR, \$	24.00 (HNWH)	Brill
KVOX-F, 95.9, :00 KW @ 440, COUNTRY		ABC, \$	25.00 (Torbet)	
WDAY-F, 93.7, :00 KW @ 1050, CHR		, \$	25.00 (Katz)	Forum

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 124/294,200

MSA Rank/Pop: 172/265,000

Raleigh ADI
Average Person Ratings: 16.6
Market TSL: 22.50 hours

Stations: 21/13
Diaries: 807/365:1/46.8%
Sample Target: 725
% Below Line: 11.0
% Not Listed: 13.9

1990 Revenue: \$7,100,000
HH Inc.: \$28,045
Retail \$: 1.7 Bill
Pop per Station: 22,630
#1 Biller: WKML-F \$2,000,000

12+ METRO															
12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90		Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	102/20.9	19.3	23.6	----	17.6	----	190/1684	919/31.2	32.0	35.0		30.3	241	2029	WZFX-F
2. WKML-F (C)	78/16.0	16.2	14.5	----	17.8	----	173/1570	688/23.4	23.2	25.7		16.1	128	1176	WKML-F
3. WQSM-F (AC)	40/ 8.2	11.6	12.9	----	13.7	----	62/887	608/20.7	19.3	27.7		7.4	59	674	WQSM-F
4. WMXF-F (CHR)	39/ 8.0	7.5	4.8	----	3.2	----	58/942	561/19.1	17.2	10.4		5.7	45	775	WMXF-F
5. WRCQ-F (CL AOR)	23/ 4.7	6.9	7.1	----	5.2	----	27/562	388/13.2	12.8	12.8		9.2	73	531	WRCQ-F
6. WSTS-F (G)	21/ 4.3	3.0	0.6	----	1.5	----	40/383	157/ 5.3	6.2	1.9		3.1	25	269	WSTS-F
7. WFNC (N/T)	20/ 4.1	4.9	5.3	----	4.3	----	20/238	217/ 7.4	9.2	9.7		3.5	28	326	WFNC
8. WTRG-F (O)	15/ 3.1	1.6	2.6	----	0.6	----	26/347	199/ 6.8	5.0	7.6		1.9	15	230	WTRG-F
WIDU (G)	15/ 3.1	4.3	3.0	----	4.1	----	15/144	138/ 4.7	8.0	5.1		3.1	25	286	WIDU
WFMO (REL)	15/ 3.1	1.2	1.4	----	----	----	17/117	72/ 2.4	2.0	2.5		0.6	5	55	WFMO

12+ FM SHARE (METRO): 85.27% (359 of 421) (SPG 90: 86.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVF	OVERNIGHT
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>	1 WZFX-F<	1 WKML-F	1 WKML-F>>	1 WZFX-F	1 WKML-F<	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>>
2 WMXF-F	2 WKML-F>	2 WKML-F>	2 WKML-F>	2 WZFX-F>	2 WZFX-F	2 WKML-F>>	2 WZFX-F>	2 WKML-F>	2 WKML-F>	2 WMXF-F>
3	3 WMXF-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F	3 WFNC <	3 WQSM-F>	3 WMXF-F<	3 WMXF-F>	3 WKML-F
4	4 WRCQ-F	4 WMXF-F	4 WMXF-F	4 WMXF-F	4 WSTS-F	4 WQSM-F>	4 WMXF-F>	4 WQSM-F>	4 WQSM-F	4
5	WQSM-F	5 WRCQ-F	5 WTRG-F	5 WTRG-F	5 WFNC	5 WMXF-F	5 WSTS-F	5 WRCQ-F	5	5
					6 WFMO					

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 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>	1 WKML-F>	1 WZFX-F	1 WKML-F>
2 WKML-F>	2 WKML-F>	2 WMXF-F>	2 WKML-F>	2 WKML-F>	2 WMXF-F	2 WKML-F>	2 WZFX-F>	2 WKML-F>	2 WZFX-F
3 WRCQ-F	3 WMXF-F>	WKML-F>	3 WQSM-F	3 WQSM-F	WKML-F	3 WQSM-F	3 WQSM-F	3 WQSM-F>	3 WQSM-F>
WMXF-F	4 WRCQ-F	4 WQSM-F	4 WMXF-F	4 WMXF-F	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4 WMXF-F	4 WTRG-F
5	5 WQSM-F	5 WRCQ-F	5	5	WQSM-F	WMXF-F	5 WMXF-F	5 WRCQ-F	5
					6 WZZU-F				

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS			METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----			SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		55 (3)	55 (3)	13.1	18.8	WFAI	1230	Fayetteville	0.6/2.4/	3/	77
AOR/CLASSIC		30 (3)	30 (3)	7.1	9.5	WQQR-F	105.7	Elizabethtown	0.4/1.7/	9/	151
AC/OLDIES/SOFT ROCK		67 (5)	67 (5)	15.9	8.1	WTSB	580	Lumberton	0.8/1.1/	4/	32
MOR/VARIETY	3 (1)		3 (1)	0.7	5.9	WYRU	1160	Red Springs	1.0/2.6/	7/	98
COUNTRY		84 (2)	84 (2)	20.0	18.3						
BLACK/URBAN		102 (1)	102 (1)	24.2	26.5	WDCG-F	105.1	Durham/Raleigh	1.6/8.4/	16/	384
BEAUTIFUL/EASY						WKRR-F	92.3	Asheboro/Greens	0.6/3.9/	4/	169
NEWS/TALK	20 (1)		20 (1)	4.8		WQDR-F	94.7	Raleigh	1.2/5.3/	23/	416
NOSTALGIA					1.4	WRAL-F	101.5	Raleigh	1.6/7.9/	20/	514
RELIGION/GOSPEL	34 (3)	21 (1)	55 (4)	13.1	8.8	WRDU-F	106.1	Wilson	0.8/2.9/	14/	215
SPANISH						WYLT-F	96.1	Raleigh	0.4/2.0/	3/	95
CLASSICAL						WZZU-F	93.9	Burlington	1.6/3.8/	13/	256
JAZZ/NEW AGE											
UNKNOWN/OTHERS	5 (1)		5 (1)	1.2	2.7						
	62 (6)	359 (15)	421 (21)								

RADIO STATIONS

WFNC, 640, 10KW/1 KW, NEWS/TALK, CBS, \$ 20.00 (Katz), Cape Fear
WIDU, 1600, 1 KW/25 W, GOSPEL, \$ 8.00 (HNWH)
WFAI, 1230, 1 KW, NOST., UNISUP, UNIULT, \$ 10.00 (N/A)

WKML-F, 95.7, 100 KW @ 1054, COUNTRY, UNIULT, \$ 50.00 (---), Beasley (LUMBERTON)
WQSM-F, 98.1, 100 KW @ 850, AC, \$ 47.00 (Katz), Cape Fear
WRCQ-F, 103.5, 50 KW @ 500, CLASSIC AOR, ABC, \$ 15.00 (---), (DUNN)
WMXF-F, 96.5, 100 KW @ 850, CHR, NBC, \$ 10.00 (McGuilid)
WSTS-F, 100.9, 3 KW @ 300, GOSPEL, UNIULT, \$ 9.00 (Southern), (FAIRMONT)
WZFX-F, 100.9, 100 KW @ 984, BLACK, SBN, \$ 38.00 (HNWH), Joyner

OTHER RANKED STATIONS -- See Raleigh

FLINT

Arbitron Rank/Pop (12+): 105/346,100
MSA Rank/Pop: 111/432,000
ADI # 59 (w/Saginaw)
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 23/9
Diaries: 873/396:1/49.9%
Sample Target: 855
% Below Line: 36.5
% Not Listed: 12.8

1990 Revenue: \$10,500,000
HH Inc.: \$29,125
Retail \$: 3.5 Bill
Pop per Station: 38,455
#1 Biller: WCRZ-F \$6,200,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	85/14.2	14.9	15.9	18.2	14.9	----	97/1095	950/27.4	27.8	28.4	11.9	82	826	WCRZ-F
2. WDZZ-F (B)	81/13.5	10.5	10.6	12.7	12.6	----	82/724	705/20.4	18.5	18.0	18.0	124	1058	WDZZ-F
3. WWCK-F (CHR)	63/10.5	11.9	10.9	11.1	10.0	----	77/1181	971/27.7	23.9	27.2	14.9	103	1074	WWCK-F
4. WIOG-F (CHR)	52/ 8.7	7.0	9.9	9.4	13.0	----	98/1400	819/23.7	23.0	27.1	11.7	81	935	WIOG-F
5. WHNN-F (O)	37/ 6.2	4.0	0.8	1.0	0.8	----	60/807	574/16.6	12.4	4.7	5.5	38	409	WHNN-F
6. WJR (FS)	32/ 5.3	5.9	5.4	7.6	7.5	----	58/669	443/12.8	16.2	14.7	5.4	37	507	WJR
7. WFDF (BB)	29/ 4.8	8.2	6.5	6.2	5.9	----	36/422	336/ 9.7	12.6	12.8	4.6	32	307	WFDF
8. WKQF-F (C)	28/ 4.7	5.1	3.8	3.8	3.6	----	48/731	469/13.6	12.4	10.0	2.6	18	282	WKQF-F
9. WKMF (C)	22/ 3.7	3.7	5.8	3.7	5.9	----	22/273	273/ 7.9	7.4	9.3	2.5	17	217	WKMF
10. WCSX-F (CL AOR)	15/ 2.5	1.9	1.1	0.6	1.0	----	17/293	243/ 7.0	5.1	3.7	2.5	17	196	WCSX-F
WFLT (REL)	15/ 2.5	4.9	4.6	1.1	2.6	----	15/215	215/ 6.2	6.1	4.8	3.0	21	179	WFLT
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.16% (414 of 523) (SPG 90: 69.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F	1 WDZZ-F<	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F<	1 WCRZ-F>	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F
2 WDZZ-F>>	2 WWCK-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F<	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F	2 WWCK-F>	2 WCRZ-F>
3 WIOG-F	3 WIOG-F<	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WFDF	3 WWCK-F	3 WWCK-F	3 WWCK-F	3 WCRZ-F<	3 WFDF
4	4 WCRZ-F	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WJR	4 WJR	4 WIOG-F	4 WIOG-F	4 WIOG-F>	4 WWCK-F
5	5	5 WHNN-F	5 WWCK-F	5 WWCK-F	5 WHNN-F	5 WIOG-F	5 WHNN-F	5 WHNN-F	5 WJR	5
						6 WFDF				

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 WWCK-F	1 WWCK-F<	1 WIOG-F	1 WCRZ-F>	1 WCRZ-F>>	1 WWCK-F	1 WDZZ-F	1 WDZZ-F>	1 WDZZ-F	1 WDZZ-F<
2 WDZZ-F>>	2 WDZZ-F<	2 WCRZ-F	2 WDZZ-F	2 WDZZ-F	2 WIOG-F	2 WWCK-F	2 WWCK-F	2 WCRZ-F	2 WCRZ-F>
3 WCRZ-F>	3 WCRZ-F	3 WWCK-F	3 WWCK-F	3 WIOG-F	3 WDZZ-F>	3 WIOG-F>	3 WIOG-F	3 WIOG-F	3 WHNN-F
4 WIOG-F	4 WIOG-F	4 WDZZ-F	4 WIOG-F>	4 WHNN-F	4 WHNN-F	4 WCRZ-F	4 WRIF-F	4 WWCK-F	4 WIOG-F
5	5	5	5 WHNN-F	5 WWCK-F	5 WCRZ-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WJR
							WCRZ-F		6 WWCK-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		115 (2)	115 (2)	22.0	24.3	WGMZ-F 101.7 Tuscola	0.5/2.7/ 7/ 136		
AOR/CLASSIC		40 (4)	40 (4)	7.6	6.5	WTAC 600 Flint/Saginaw	0.7/3.2/ 4/ 123		
AC/OLDIES/ROCK		127 (4)	127 (4)	24.3	20.3	WWGZ-F 103.1 Lapeer	0.3/1.2/ 6/ 8C		
MOR/VARIETY	32 (1)		32 (1)	6.1	13.6				
COUNTRY	22 (1)	33 (2)	55 (3)	10.5	12.9	WJOI-F 97.1 Detroit	0.5/1.8/ 3/ 80		
BLACK/URBAN		91 (3)	91 (3)	17.4	13.6	WJZZ-F 105.9 Detroit	0.8/1.6/ 5/ 61		
BEAUTIFUL/EASY		3 (1)	3 (1)	0.6	2.0	WKQZ-F 93.3 Midland/Saginaw	1.3/3.0/ 13/ 134		
NEWS/TALK	7 (1)		7 (1)	1.3	1.1	WLLZ-F 98.7 Detroit	0.8/3.6/ 7/ 178		
NOSTALGIA	29 (1)		29 (1)	5.5		WOWE-F 98.9 Vassar	0.5/3.8/ 3/ 135		
RELIGION/GOSPEL	19 (2)		19 (2)	3.6	5.6	WRIF-F 101.1 Detroit	2.0/6.1/ 15/ 282		
SPANISH						WTLZ-F 107.1 Saginaw	1.2/5.4/ 7/ 186		
CLASSICAL						WWJ 950 Detroit	1.2/5.2/ 12/ 306		
JAZZ/NEW AGE		5 (1)	5 (1)	1.0		WWW-F 106.7 Detroit	0.8/3.4/ 13/ 228		
UNKNOWN/OTHERS									
	109 (6)	414 (17)	523 (23)						

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2), AOR SMN, \$ 14.00 (Crystal)
WFDF, 910, 5 KW/1 KW (DA-N), NOSTALGIA CBS, \$ 20.00 (HNWH)
WFLT, 1420, 500 W/144 W, RELIGION MBS, \$ 11.00 (P/W)
WKMF, 1470, 5 KW/1 KW (DA-N), COUNTRY, \$ 23.00 (Katz) Faircom

WCRZ-F, 107.9, 50 KW @ 330, AC, \$ 67.00 (Katz) Faircom
WDZZ-F, 92.7, 3 KW @ 256, CHR, \$ 40.00 (HNWH)
WWCK-F, 105.5, 3 KW @ 328, CHR, NBC, \$ 35.00 (Crystal)

OTHER RANKED STATIONS -- See Detroit or Saginaw
Miscellaneous: WFLT sold for \$225,000 . . .

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 156/199,500
MSA Rank/Pop: 187/229,700
ADI # NA
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 20/10
Diaries: 763/261:1/51.4%
Sample Target: 715
% Below Line: 40.9
% Not Listed: 18.3
1990 Revenue: NA
HH Inc.: \$31,238
Retail \$: 1.7 Bil
Pop per Station: 19,950
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WKGR-F (CL AOR)	79/15.4	15.1	12.4	14.7	9.9	----	88/666	591/20.3	22.1	18.8	17.4	76	647 WKGR-F
2. WHLG-F (EZ)	67/13.0	17.6	16.2	13.8	11.4	----	69/460	454/15.6	22.4	20.8	9.2	40	435 WHLG-F
3. WOJV-F (CHR)	59/11.5	8.4	13.6	12.9	19.8	----	64/929	841/28.9	24.0	30.2	15.8	69	842 WOJV-F
4. WAVV-F (C)	45/ 8.8	7.0	3.5	2.9	3.1	----	45/379	372/12.8	13.1	8.1	6.6	29	301 WAVV-F
5. WGYL-F (EZ)	34/ 6.6	4.2	3.2	3.5	2.5	----	34/369	369/12.7	7.1	4.0	4.3	19	357 WGYL-F
6. WIRK-F (C)	26/ 5.1	7.0	4.4	4.1	3.7	----	27/250	233/ 8.0	10.9	11.3	3.4	15	225 WIRK-F
7. WQOL-F (O)	26/ 5.1	3.1	2.4	3.2	3.1	----	30/379	339/11.6	6.6	8.8	4.6	20	319 WQOL-F
8. WZZR-F (CHR)	17/ 3.3	4.2	6.5	7.1	8.3	----	19/465	431/14.8	17.5	20.1	5.7	25	552 WZZR-F
9. WEAT-F (EZ)	15/ 2.9	5.6	7.4	8.2	9.6	----	20/224	204/ 6.9	10.1	12.4	3.0	13	148 WEAT-F
10. WSWN (B)	9/ 1.8	0.6	2.1	----	----	----	10/162	151/ 5.2	5.0	6.3	----	----	WSWN
11. WRMF-F (AC)	8/ 1.6	5.0	8.6	4.1	3.1	----	11/176	159/ 5.5	11.1	12.2	1.4	6	149 WRMF-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 91.67% (385 of 420) (SPG 90: 71.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOJV-F>>	1 WKGR-F>	1 WKGR-F>>	1 WKGR-F>>	1 WKGR-F>>	1 WHLG-F>>	1 WKGR-F<	1 WKGR-F>	1 WKGR-F>	1 WOJV-F>	1 WAVV-F
2 WZZR-F>	2 WOJV-F>>	2 WOJV-F>	2 WOJV-F>	2 WAVV-F	2 WAVV-F	2 WHLG-F	2 WHLG-F	2 WHLG-F	2 WHLG-F	2 WHLG-F
3 WKGR-F	3 WEAT-F	3 WQOL-F	3 WQOL-F	3 WOJV-F	3 WKGR-F	3 WOJV-F>	3 WOJV-F	3 WOJV-F>	3 WKGR-F	3 WKGR-F
4 WAVV-F	4 WAVV-F	4 WAVV-F	4 WAVV-F	4 WQOL-F	4 WGYL-F	4 WAVV-F<	4 WAVV-F>	4 WAVV-F	4 WGYL-F	4 WGYL-F
5	5 WQOL-F	5	5	5	5	5 WGYL-F	5 WGYL-F	5 WGYL-F	5 WAVV-F	5

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 WOJV-F>>	1 WOJV-F>>	1 WKGR-F>	1 WOJV-F	1 WKGR-F	1 WKGR-F	1 WKGR-F>>	1 WKGR-F>>	1 WKGR-F>>	1 WKGR-F>>
2 WKGR-F	2 WKGR-F>>	2 WOJV-F>>	2 WKGR-F>	2 WOJV-F	WZZR-F>	2 WOJV-F	2 WOJV-F>	2 WOJV-F	2 WAVV-F
3	3 WQOL-F	3 WQOL-F	3 WQOL-F	3 WAVV-F	3 WKKA-F	3 WZZR-F	3 WZZR-F	3 WIRK-F	3 WIRK-F
4	4	4 WRMF-F	4 WAVV-F	4 WQOL-F	WOJV-F	4 WAVV-F	4 WAVV-F	4 WAVV-F	4 WQOL-F
5	5	5	5	5	WAVV-F	5	5	5 WQOL-F	5 WOJV-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	18.1			WAXE 1370 Vero Beach/FtPr	0.8/2.8/ 4/ 82
AOR/CLASSIC		79 (1)	79 (1)	18.8			WIRA 1400 Ft.Pierce	1.2/3.0/ 6/ 88
AC/OLDIES/SOFT ROCK	4 (1)	36 (3)	40 (4)	9.5			WJNX 1330 Ft.Pierce	0.4/2.0/ 2/ 58
MOR/VARIETY	6 (1)		6 (1)	1.4			WSTU 1450 Stuart	0.8/2.5/ 4/ 74
COUNTRY		76 (3)	76 (3)	18.1			WTTB 1490 Vero Beach	1.0/2.6/ 5/ 75
BLACK/URBAN	9 (1)	2 (1)	11 (2)	2.6				
BEAUTIFUL/EASY		116 (3)	116 (3)	27.6			WEDR-F 99.1 Miami/Ft.Ldrdle	0.4/2.5/ 2/ 72
NEWS/TALK	12 (3)		12 (3)	2.9			WIOD 610 Miami	1.0/1.4/ 5/ 42
NOSTALGIA	4 (1)		4 (1)	1.0			WOLL-F 94.3 Riviera Beach	0.4/2.4/ 3/ 72
RELIGION/GOSPEL							WWKA-F 92.3 Orlando	1.0/1.9/ 5/ 59
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	35 (7)	385 (13)	420 (20)					

RADIO STATIONS

WIRA, 1400, 1 KW, Nostalgia, NBC UNISUP, \$13.00 (Mc-Guild)
WJNX, 1330, 5 KW/1 KW (DA-2), News/Talk, CBS, \$ NA (Banner) Fairbanks
WSTU, 1450, 1 KW, AC, ABC, \$14.00 (---) (STUART)

WAVV-F, 101.7, 6 KW @ 330, Country, ABC, \$19.00 (Roslin)
WQOL-F, 103.7, 2.6 KW @ 500, AC, CNN, \$17.00 (---) (VERO BEACH)
WGYL-F, 93.5, 1.3 KW @ 490, EZ, , \$16.00 (---)
WHLG-F, 102.3, 3 KW @ 300, EZ, APR, \$27.00 (---)
WZZR-F, 92.7, 50 KW @ 500, CHR, , \$26.00 (Katz) CRB

Other ranked stations -- see West Palm Beach

FORT WAYNE

Arbitron Rank/Pop (12+): 121/297,400

MSA Rank/Pop: 127/369,000

ADI # '01

Average Person Ratings: 17.0

Market TSL: 22.25 hours

Stations: 18/14
Diaries: 746/399:1/56.6%
Sample Target: 725
% Below Line: 4.9
% Not Listed: 15.4

1990 Revenue: \$11,900,000
HH Inc.: \$31,658
Retail \$: 3.0 Bill
Pop per Station: 21,242
#1 Biller: WMEF-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WAJI-F (AC)	61/12.0	12.6	11.2	13.7	12.5	----	94/1377	773/26.0	24.9	23.6	9.6	53	505
2. WMEF-F (C-R)	60/11.8	11.6	19.9	19.8	23.4	----	149/2134	912/30.7	31.2	40.2	13.6	75	1050
3. WBTU-F (C)	44/ 8.7	9.9	6.2	8.8	6.7	----	144/1579	526/17.7	18.5	13.7	8.5	47	485
4. WDJB-F (C-R)	35/ 6.9	3.1	-----	-----	-----	----	44/756	507/17.0	10.1	0.0	9.8	54	554
WBVR-F (CL ADR)	35/ 6.9	6.5	9.1	9.0	9.6	----	95/1666	624/21.0	18.7	24.3	7.1	39	582
6. WOWO-AF (FS)	34/ 6.7	8.4	10.2	8.8	8.8	----	92/1738	794/26.7	25.5	28.3	7.1	30	602
7. WXKE-F (ADR)	29/ 5.7	6.5	8.7	7.4	7.7	----	44/698	456/15.3	15.1	17.0	6.5	36	573
WJFX-F (B)	29/ 5.7	7.3	3.7	-----	-----	----	29/293	289/ 9.7	10.2	6.9	7.6	42	305
9. WQHK (C)	25/ 4.9	3.6	5.2	6.8	5.2	----	32/426	321/10.8	8.6	10.3	3.5	19	332
10. WJLT-F (O)	24/ 4.7	3.6	3.7	4.9	5.8	----	27/406	327/11.0	7.4	9.1	2.5	14	199
11. WGL (N/T)	23/ 4.5	3.2	4.8	4.1	3.3	----	25/380	302/10.0	8.7	10.8	3.5	19	298
12.													
13.													
14.													

12+ FM SHARE (METRO): 78.79% (338 of 429) (SPG 90: 76.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 WDJB-F	1 WMEF-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WBTU-F	1 WMEF-F	1 WAJI-F	1 WAJI-F	1 WMEF-F	1 WMEF-F
2 WMEF-F	2 WAJI-F	2 WMEF-F	2 WMEF-F	2 WMEF-F	2 WAJI-F	2 WAJI-F	2 WMEF-F	2 WMEF-F	2 WJFX-F	2 WBTU-F
3 WJFX-F	3 WXKE-F	3 WBVR-F	3 WXKE-F	3 WBTU-F	3 WOWO-AF	3 WBTU-F	3 WBTU-F	3 WBVR-F	3 WDJB-F	3 WAJI-F
4 WBVR-F	4 WXKE-F	4 WBTU-F	4 WBTU-F	4 WXKE-F	4 WQHK	4 WOWO-AF	4 WBVR-F	4 WBTU-F	4 WBVR-F	4 WJFX-F
5 WDJB-F	5 WBTU-F	5 WJLT-F	5 WJLT-F	5 WJLT-F	5	5 WDJB-F	5 WXKE-F	5 WDJB-F	5 WAJI-F	5
6	6	6 WDJB-F	6 WBVR-F	6 WBVR-F	6	6 WQHK	6 WOWO-AF	6 WXKE-F	6	6

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 WAJI-F	1 WMEF-F	1 WMEF-F	1 WMEF-F	1 WAJI-F	1 WBVR-F	1 WXKE-F	1 WXKE-F	1 WAJI-F	1 WAJI-F
2 WMEF-F	2 WAJI-F	2 WAJI-F	2 WAJI-F	2 WMEF-F	2 WMEF-F	2 WMEF-F	2 WMEF-F	2 WXKE-F	2 WXKE-F
3 WJFX-F	3 WBVR-F	3 WBVR-F	3 WBVR-F	3 WJLT-F	3 WDJB-F	3 WBVR-F	3 WAJI-F	3 WMEF-F	3 WMEF-F
4 WBVR-F	4 WJFX-F	4 WJLT-F	4 WJLT-F	4 WBTU-F	4 WAJI-F	4 WDJB-F	4 WDJB-F	4 WBVR-F	4 WBVR-F
5 WDJB-F	5 WDJB-F	5 WXKE-F	5 WBTU-F	5 WBVR-F	5 WXKE-F	5 WAJI-F	5 WBVR-F	5 WDJB-F	5
6	6	6	6 WJFX-F	6	6	6	6 WBTU-F	6 WBTU-F	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	22.1	26.9		
AOR/CLASSIC		64 (2)	64 (2)	14.9	9.9	CKLW 800 Windsor	0.8/3.5/ 18/ 254
AC/OLDIES/ROCK		85 (2)	85 (2)	19.8	27.4	WJR 760 Detroit	0.8/2.1/ 6/ 166
MOR/VARIETY	37 (3)	4 (1)	41 (4)	9.6	12.8	WLW 700 Cincinnati	0.6/2.3/ 24/ 414
COUNTRY	25 (1)	44 (1)	69 (2)	16.1	13.0	WMRI-F 106.9 Marion	2.8/7.4/ 36/ 580
BLACK/URBAN		29 (1)	29 (1)	6.8			
BEAUTIFUL/EASY		14 (1)	14 (1)	3.3	2.9		
NEWS/TALK	23 (1)		23 (1)	5.4	5.5		
NOSTALGIA	4 (1)		4 (1)	0.9	1.1		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE	2 (1)	3 (1)	5 (2)	1.2			
UNKNOWN/OTHERS					0.4		
	91 (7)	338 (11)	429 (18)				

RADIO STATIONS

WGL, 1250, 2.3KW/1 KW (DA-2), NEWS/TALK CNN, TALKNT, \$ 15.00 (---)
WOWO, 1190, 50 KW (DA-N), MOR/FULL SER. CBS, \$ 35.00 (McGuill)
WQHK, 1380, 5 KW (DA-2), COUNTRY ABC, \$ 24.00 (Christal)

WAJI-F, 95.1, 39 KW @ 680, AC, \$ 50.00 (Katz) Sarkes-Tarzian
WBTU-F, 93.3, 50 KW @ 469, COUNTRY HBS, \$ 27.00 (Eastman) (KENDALVILLE)
WBVR-F, 98.9, 40 KW @ 453, OLDIES/CLASSIC ABC UNIPWR, \$ 25.00 (Eastman) (VAN WERTON)
WDJB-F, 106.3, 3 KW @ 300, CHR, \$ 16.00 (---) (COLUMBIA CITY)
WJLT-F, 101.7, 3 KW @ 328, EZ/ROCK AC, \$ 23.00 (Banner) Fairfield

WJFX-F, 107.9, 2.5 KW @ 350, URBAN, \$ N/A (---) (NEW HAVEN)
WMEF-F, 97.3, 36 KW @ 689, CHR ABC, \$ 70.00 (Christal) Federated
WOWO-F, 103.1, 3 KW @ 300, SEE WOWO-A
WXKE-F, 103.9, 3 KW @ 328, AOR SOURCE, \$ 25.00 (HNNH)

Miscellaneous: WJFX reclassified as Urban . . . WEZV-F to WJLT and from SAC to Oldies . . . WBVR-F sold from Caggiano to Southern Skies for \$2,775,000 (Chaisson/Crisler) . . .

FRESNO

Arbitron Rank/Pop (12+): 69/520,500

Stations: 27/25
Diaries: 965/539:1/47.4%
Sample Target: 935
% Below Line: 1.2
% Not Listed: 13.6

1990 Revenue: \$20,000,000
HH Inc.: \$35,174
Retail \$: 4.4 Bill
Pop per Station: 20,820
#1 Biller: KMJ \$3,200,000

MSA Rank/Pop: 80/638,000

ADI # 62

Average Person Ratings: 16.5

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KMJ (N/T)	99/11.5	15.0	12.7	9.5	10.3	12.2	156/1805	1111/21.3	22.6	19.7	7.4	63	945 KMJ
2. KNAX-F (C)	84/ 9.8	8.5	10.9	8.4	6.7	9.4	116/1134	931/17.9	17.8	14.3	13.9	118	991 KNAX-F
3. KJOI-F (SAC)	57/ 6.6	6.8	5.8	4.1	5.8	5.8	87/1088	690/13.3	11.5	12.7	4.8	41	445 KJOI-F
4. KFRE (C)	41/ 4.8	3.8	3.8	3.7	2.6	4.0	107/1259	444/ 8.5	8.4	8.7	3.1	26	416 KFRE
KBOS-F (CHR)	41/ 4.8	5.5	9.6	9.9	10.2	7.4	78/1617	742/14.3	20.9	21.8	7.5	64	1101 KBOS-F
6. KFSO-F (O)	39/ 4.5	5.2	3.9	3.6	7.2	4.3	71/1261	643/12.4	12.0	16.1	4.7	40	742 KFSO-F
7. KQPW-F (CHR)	36/ 4.2	4.4	2.5	1.2	1.0	3.1	67/1204	596/11.5	6.1	4.2	8.4	71	875 KQPW-F
8. KJFX-F (CL AOR)	35/ 4.1	3.2	2.9	5.2	2.8	3.8	36/692	525/10.1	10.5	9.4	6.1	52	600 KJFX-F
9. KRZR-F (AOR)	33/ 3.8	3.5	3.6	3.1	3.9	3.5	45/789	532/10.2	9.8	11.7	3.8	32	498 KRZR-F
10. KKDJ-F (AOR)	32/ 3.7	2.4	3.8	4.0	5.1	3.5	63/909	523/10.0	10.8	11.7	4.5	38	550 KKDJ-F
11. KTHT-F (SAC)	30/ 3.5	4.0	3.8	6.1	4.2	4.3	39/911	657/12.6	9.9	11.2	3.4	29	655 KTHT-F
12. KGST (SP)	29/ 3.4	3.7	3.1	3.1	2.0	3.3	30/365	344/ 6.6	7.0	4.8	2.1	18	510 KGST
13. KEZL-F (J/NA)	26/ 3.0	1.8	2.5	1.6	2.6	2.2	27/354	326/ 6.3	6.4	5.8	2.8	24	287 KEZL-F
14. KEYQ (BB)	25/ 2.9	2.8	1.6	1.4	2.0	2.2	30/349	298/ 5.7	4.1	5.3	1.5	13	176 KEYQ
15. KYNO (O)	20/ 2.3	0.6	1.0	1.5	1.9	1.4	24/426	354/ 6.8	3.5	6.6	1.4	12	223 KYNO
KSKS-F (AC)	20/ 2.3	2.0	2.7	2.8	3.5	2.5	42/938	406/ 7.8	8.1	11.3	1.7	14	396 KSKS-F
17. KFIG-F (AC)	19/ 2.2	2.0	1.8	2.3	1.8	2.1	20/499	448/ 8.6	6.5	8.4	1.2	10	336 KFIG-F
18. KXMX-F (SP)	18/ 2.1	0.6	1.2	2.8	1.5	1.7	18/231	224/ 4.3	3.5	3.0	1.2	10	231 KXMX-F
19. KOQO (SP)	17/ 2.0	1.5	2.8	2.2	1.1	2.1	17/200	182/ 3.5	4.2	1.9	2.1	18	259 KOQO
20. KXEX (SP)	12/ 1.4	0.9	1.5	0.6	1.6	1.1	12/208	189/ 3.6	4.2	3.5	1.9	16	172 KXEX

12+ FM SHARE (METRO): 65.86% (488 of 741) (SPG 90: 70.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F>>	1 KNAX-F>	1 KNAX-F>	1 KNAX-F>	1 KNAX-F>	1 KMJ >>	1 KMJ >	1 KMJ	1 KMJ	1 KNAX-F	1 KNAX-F
2 KBOS-F>	2 KJFX-F	2 KMJ	2 KMJ >	2 KMJ >	2 KNAX-F	2 KNAX-F>	2 KNAX-F>	2 KNAX-F>	2 KQPW-F<	2 KMJ >
3 KRZR-F	3 KKDJ-F	3 KJOI-F	3 KFSO-F	3 KFSO-F	3 KJOI-F	3 KJOI-F	3 KJOI-F	3 KJOI-F	3 KMJ	3 KJOI-F
4 KTHT-F	4 KRZR-F<	4 KJFX-F<	4 KJFX-F	4 KJOI-F	4 KFRE	4 KFRE	4 KFSO-F<	4 KFSO-F<	4 KRZR-F<	4
5	5 KBOS-F	5 KFSO-F	5 KJOI-F	5 KJFX-F	5 KEYQ	5 KBOS-F	5 KFRE	5 KBOS-F	5 KJOI-F	5
6	6 KJOI-F	6	6 KKDJ-F	6 KKDJ-F	6 KFSO-F	6	6 KKDJ-F	6 KQPW-F	6 KTHT-F	6
				KEZL-F					KBOS-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 KTHT-F	1 KNAX-F>	1 KNAX-F>>	1 KNAX-F>	1 KNAX-F>	1 KRZR-F	1 KJFX-F	1 KJFX-F	1 KMJ	1 KMJ >
KJOI-F>	2 KJOI-F	2 KFSO-F	2 KJOI-F>	2 KJOI-F	KNAX-F>	2 KKDJ-F	2 KKDJ-F>	2 KJFX-F	2 KJFX-F
3 KQPW-F	3 KBOS-F	3 KBOS-F	3 KFSO-F	3 KFSO-F	3 KKDJ-F	3 KRZR-F	3 KRZR-F	3 KKOJ-F	3 KKDJ-F
KNAX-F	4 KTHT-F	4 KJOI-F	4 KBOS-F	4 KMJ >	4 KJFX-F	4 KNAX-F	4 KMJ	4 KRZR-F	4 KFSO-F
5 KOQO	5 KFIG-F	5 KGST	5 KTHT-F	5 KBOS-F	KBOS-F	5 KMJ	5 KGST	5 KNAX-F	5 KNAX-F
KFIG-F	6 KQPW-F	6 KSKS-F	6	6 KEZL-F	6 KQPW-F	6 KBOS-F	6 KNAX-F	6 KFSO-F	6 KRZR-F
KBOS-F	KOQO	KFIG-F	7	7	7	7	7	7	KEZL-F
	KFSO-F								

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	10.4	15.8	KFIG 1430 Fresno	0.1/1.1/ 1/ 56
AOR/CLASSIC		100 (3)	100 (3)	13.5	13.6	KKAM 1340 Fresno	0.5/2.1/ 4/ 118
AC/OLDIES/ROCK	21 (2)	173 (7)	194 (9)	26.2	21.4	KMAK-F 100.3 Orange Cove	0.6/1.8/ 6/ 149
MOR/VARIETY					0.6	KMMA-F 107.5 Hanford/Fresno	0.5/3.9/ 13/ 427
COUNTRY	41 (1)	89 (2)	130 (3)	17.5	13.0	KSEQ-F 97.1 Visalia	0.5/2.2/ 27/ 472
BLACK/URBAN					2.8		
BEAUTIFUL/EASY					6.5	KJUG-F 106.7 Tulare	0.6/3.0/ 88/1024
NEWS/TALK	108 (3)		108 (3)	14.6	11.6	KNBR 680 San Francisco	0.6/2.3/ 8/ 269
NOSTALGIA	25 (1)		25 (1)	3.4	2.3		
RELIGION/GOSPEL		5 (1)	5 (1)	0.7	1.3		
SPANISH	58 (3)	18 (1)	76 (4)	10.3	8.2		
CLASSICAL							
JAZZ/NEW AGE		26 (1)	26 (1)	3.5	2.9		
UNKNOWN/OTHERS							
	253 (10)	488 (17)	741 (27)				

FRESNO

RADIO STATIONS

KEYO	,	980,	500 W/48 W	,	Nostalgia	UNISUP UNIL7,	\$18.00	(CBS)	Americom
KFRE	,	940,	50 KW (DA-2)	,	Country	ABC UNISUP,	\$26.00	(HNWH)	First Sierra
KGST	,	1600,	5 KW (DA-N)	,	Hispanic		\$28.00	(Lotus Hispanic)	Lotus
KKAM	,	1340,	1 KW	,	News	CNN,	\$21.00	(CBS)	
KMJ	,	580,	5 KW	,	News/Talk	TALKNT NBC,	\$56.00	(Katz)	Henry
KOQO	,	790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F					
KXEX	,	1550,	5 KW/2.5 KW (DA-2)	Hispanic			\$20.00	(SBS)	
KYNO	,	1300,	5 KW/1 KW (DA-N)	Oldies		CNN SMN,	\$18.00	(Banner)	Brown
KBOS-F,		54.7,	17 KW @ 847	,	CHR	ABC,	\$37.00	(CBS)	(TULARE)
KFIG-F,		101.1,	50 KW @ 310	,	AC		\$30.00	(Torbet)	
KFSO-F,		52.9,	18 KW @ 847	,	Oldies		\$41.00	(CBS)	Americom (VISALIA)
KSKS-F,		53.7,	68 KW @ 1912	,	AC		\$33.00	(Katz)	Henry
KJFX-F,		95.7,	18 KW @ 850	,	Classic AOR		\$33.00	(Banner)	Brown
KJUI-F,		98.9,	19 KW @ 820	,	EZ		\$30.00	(MHR)	
KKDJ-F,		105.9,	2.4 KW @ 1960	,	AOR		\$50.00	(Durpetti)	
KNAX-F,		97.9,	48 KW @ 312	,	Country	ABC,	\$46.00	(HNWH)	First Sierra
KCPW-F,		101.9,	2 KW @ 1948	,	CHR/Dance	ABC,	\$25.00	(Mc-Guild)	Group III
KRZR-F,		103.7,	50 KW @ 500	,	AOR		\$27.00	(Christal)	Olympia (HANFORD)
KTHI-F,		102.7,	50 KW @ 500	,	Soft AC		\$31.00	(Christal)	
KXMX-F,		92.1,	25 KW @ 312	,	Hispanic	UPI,	\$22.00	(Katz Hisp)	(MADERA)
KMHA-F,		107.5,	21 KW @ 783	,	AOR/AC	UNIPWR,	\$30.00	(Eastman)	Liggett (HANFORD)
KEZL-F,		96.7,	25 KW @ 300	,	Jazz/NAC		\$21.00	(K & P)	(FOWLER)

Miscellaneous: KZZF-F to KMHA (April) and format from CHR to AC . . . KKAM - from Black to News . . .
 KFYE to KSKS (March) . . . KQZR is now pure AOR . . .

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/547,300

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 15.9
Market TSL: 20.75 hours

Stations: 22/18
Diaries: 1107/494:1/62.9%
Sample Target: 970
% Below Line: 8.0
% Not Listed: 17.3

1990 Revenue: \$24,400,000
MH Inc.: \$34,367
Retail \$: 5.8 Bill
Pop per Station: 30,405
#1 Biller: WCUZ-AF \$4,000,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WGRD-F (CHR)	84/ 9.6	9.7	9.1	11.2	11.5	9.9	127/2291	1372/25.1	25.2	28.4	11.1	99	1434	WGRD-F
2. WCUZ-F (C)	77/ 8.8	8.1	6.3	6.4	6.8	7.4	120/1643	1036/18.9	16.5	15.1	6.9	62	762	WCUZ-F
3. WOOD-F (EZ)	70/ 8.0	9.1	9.1	8.7	10.0	8.7	125/1918	1073/19.6	19.5	21.3	7.6	68	974	WOOD-F
4. WODJ-F (O)	64/ 7.3	4.5	9.5	6.5	6.5	6.9	101/1632	954/17.4	18.2	15.8	5.3	47	728	WODJ-F
5. WOOD (FS)	63/ 7.2	5.3	5.3	3.3	5.1	5.3	67/931	826/15.1	13.7	12.4	5.9	53	599	WOOD
6. WKLQ-F (AOR)	59/ 6.8	9.2	8.2	9.4	5.9	8.4	94/1699	953/17.4	15.9	19.4	14.2	127	1425	WKLQ-F
7. WLHT-F (AC)	56/ 6.4	8.3	6.8	8.0	6.3	7.4	82/1281	906/16.6	14.5	17.1	6.5	58	692	WLHT-F
8. WMUS-F (C)	40/ 4.6	5.2	4.4	3.8	2.7	4.5	103/1311	619/11.3	12.2	8.4	4.9	44	601	WMUS-F
9. WJFM-F (CL AOR)	34/ 3.9	3.6	2.4	5.0	2.6	3.7	80/1635	699/12.8	9.4	9.2	3.4	30	583	WJFM-F
10. WYXX-F (AC)	27/ 3.1	1.8	2.0	1.5	2.9	2.1	28/484	454/ 8.3	7.7	7.5	1.5	13	253	WYXX-F
11. WSNX-F (CHR)	25/ 2.9	2.5	3.5	4.0	3.5	3.2	87/1624	617/11.3	13.4	10.8	3.9	35	626	WSNX-F
12. WLAV-F (AOR)	25/ 2.9	5.2	3.9	5.2	6.8	4.3	46/989	497/ 9.1	10.3	15.4	4.1	37	778	WLAV-F
13. WFUR-F (REL)	17/ 2.0	2.1	3.3	2.4	2.0	2.5	24/543	394/ 7.2	7.9	8.1	1.0	9	245	WFUR-F
14. WYXX-F (AC)	16/ 1.8	2.0	1.8	1.5	3.4	1.8	32/658	432/ 7.9	7.6	7.5	1.6	14	334	WYXX-F
15.														

12+ FM SHARE (METRO): 82.92% (597 of 720) (SPG 90: 83.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F	1 WGRD-F<	1 WODJ-F	1 WODJ-F	1 WOOD-F	1 WOOD	1 WCUZ-F	1 WGRD-F	1 WGRD-F>	1 WCUZ-F>
2 WSNX-F	2 WGRD-F>	2 WKLQ-F	2 WLHT-F	2 WCUZ-F	2 WOOD	2 WCUZ-F	2 WOOD-F	2 WCUZ-F	2 WKLQ-F<	2 WOOD
3	3 WJFM-F	3 WODJ-F<	3 WKLQ-F	3 WLHT-F	3 WCUZ-F	3 WOOD-F<	3 WGRD-F	3 WOOD-F<	3 WODJ-F	3 WOOD-F
4	4 WLHT-F>	4 WLHT-F	4 WCUZ-F	4 WKLQ-F	4 WODJ-F	4 WODJ-F	4 WGRD-F	4 WLHT-F	4 WOOD-F	4 WLHT-F
5	5 WLAV-F	5 WCUZ-F	5 WGRD-F	5 WMUS-F	5	5 WLHT-F	5 WODJ-F	5 WLHT-F<	5 WOOD	5 WKLQ-F
6	6 WCUZ-F	6 WJFM-F	6 WMUS-F	6 WGRD-F	6	6 WKLQ-F	6 WKLQ-F	6 WOOD <	6 WCUZ-F	6
7	7	7	7	7 WOOD-F	7	7	7 WOOD	7 WKLQ-F	7	7

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 WGRD-F>>	1 WGRD-F	1 WLHT-F	1 WGRD-F	1 WLHT-F<	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F	1 WODJ-F
2 WLHT-F>	2 WLHT-F>	2 WGRD-F	2 WLHT-F>	2 WCUZ-F	2 WLAV-F	2 WJFM-F	2 WJFM-F	2 WODJ-F>	2 WKLQ-F
3 WKLQ-F	3 WKLQ-F	3 WKLQ-F	3 WCUZ-F	3 WODJ-F	3 WGRD-F>	3 WLAV-F	3 WCUZ-F>	3 WJFM-F<	3 WCUZ-F
4	4 WJFM-F	4 WJFM-F	4 WODJ-F	4 WGRD-F	4 WJFM-F>	4 WGRD-F	4 WLAV-F	4 WGRD-F	4 WMUS-F
5	5 WSNX-F	5 WMUS-F	5 WKLQ-F	5 WOOD-F	5 WLAV	5 WCUZ-F	5 WMUS-F	5 WLAV-F	5 WLHT-F
6	6 WMUS-F	6 WSNX-F	6 WOOD-F	6 WMUS-F	6	6 WODJ-F	6 WODJ-F	6 WLHT-F	6 WJFM-F
7	7	7 WODJ-F	7	7 WKLQ-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	15.1	24.6	WGHN-F 92.1	Grand Haven	1.7/2.0/	16/ 141
AOR/CLASSIC	7 (1)	118 (3)	125 (4)	17.4	8.6	WHTC 1450	Holland	1.4/2.8/	18/ 235
AC/OLDIES/SOFT ROCK		136 (3)	136 (3)	18.9	23.2	WJQK-F 99.3	Zeeland/Holland	1.7/5.7/	20/ 399
MOR/VARIETY	79 (3)	15 (1)	94 (4)	13.1	8.7	WKWM 1140	Kentwood/GrRpd	0.6/2.0/	7/ 125
COUNTRY	28 (2)	117 (2)	145 (4)	20.1	15.0	WLAV 1340	Grand Rapids	0.8/2.1/	7/ 140
BLACK/URBAN	5 (1)		5 (1)	0.7	1.7	WWJQ 1260	Zeeland/Holland	0.5/1.9/	4/ 108
BEAUTIFUL/EASY		70 (1)	70 (1)	9.7	11.8				
NEWS/TALK					1.5	WJR 760	Detroit	0.5/1.3/	8/ 189
NOSTALGIA						WMUS 1090	Muskegon/GrRpd	0.1/0.5/	5/ 79
RELIGION/GOSPEL	4 (1)	32 (2)	36 (3)	5.0	4.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	123 (8)	597 (14)	720 (22)						

RADIO STATIONS

WCUZ , 1230,	1 KW	-- See WCUZ-FM							
WKWM , 1140,	5 KW (DAYS, DA)	Black	SBN, \$16.00	(Patt)					
WOOD , 1300,	5 KW (DA-N)	MOR/Full Service	NBC, \$54.00	(Katz)					
WCUZ-F, 101.3,	50 KW @ 420	Country	ABC, \$75.00	(Christal)	Federated				
WFUR-F, 102.9,	48 KW @ 510	Religion	, \$15.00	(---)	Kuiper				
WGRD-F, 97.9,	13 KW @ 590	CHR	, \$42.00	(Durpetti)	Regional				
WJFM-F, 93.7,	320 KW @ 780	CL AOR	CBS, \$36.00	(Torbet)	Fetzer				
WKLQ-F, 94.5,	50 KW @ 500	AOR	ABC, \$44.00	(Eastman)	Bloomington				
WLAV-F, 96.9,	50 KW @ 500	AOR	SMN, \$62.00	(MMR)	Adams				
WLHT-F, 95.7,	41 KW @ 554	AC	, \$66.00	(Eastman)	Liggett				
WODJ-F, 107.3,	50 KW @ 492	Oldies	UNIULT, \$40.00	(Banner)	Goodrich(GREENVILLE)				
WOOD-F, 105.7,	265 KW @ 810	EZ	, \$57.00	(Katz)					
WYXX-F, 96.1,	50 KW @ 492	Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)				
WMUS-F, 106.9,	50 KW @ 480	Country	ABC, \$39.00	(HNWH)	(MUSKEGON)				
WSNX-F, 104.5,	50 KW @ 360	CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)				

Miscellaneous: WOOD A/F sold from United Artists to Bruce Holberg for \$10,100,000 (CEA/Mahlan) . . .

GREEN BAY

Arbitron Rank/Pop (12+): 184/158,300

HSA Rank/Pop: 208/193,000
ADI # 67 (w/Appleton)
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 14/7
Diaries: 621/255:1/66.2%
Sample Target: 550
% Below Line: 28.4
% Not Listed: 12.1

1990 Revenue: \$8,300,000
HM Inc.: \$30,872
Retail \$: 1.7 Bil
Pop per Station: 22,614
#1 Biller: WIXX-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WIXX-F (CHR)	51/18.1	----	24.0	----	25.3	----	163/2368	722/45.6	0.0	50.4	28.8	77	792 WIXX-F
2. WAPL-F (AOR)	39/13.8	----	18.1	----	14.3	----	170/2028	475/30.0	0.0	32.8	16.9	45	608 WAPL-F
3. WQLH-F (SAC)	31/11.0	----	7.7	----	9.2	----	61/828	373/23.6	0.0	18.7	5.6	15	300 WQLH-F
4. WGEE (C)	24/ 8.5	----	8.7	----	8.4	----	51/669	292/18.4	0.0	22.0	10.9	29	332 WGEE
5. WNFL (FS)	20/ 7.1	----	5.2	----	6.6	----	26/335	276/17.4	0.0	17.3	5.6	15	216 WNFL
WDUZ (FS)	20/ 7.1	----	5.6	----	9.9	----	21/311	269/17.0	0.0	16.1	4.5	12	208 WDUZ
7. WNAH (BB)	16/ 5.7	----	2.8	----	1.1	----	55/645	163/10.3	0.0	7.5	2.6	7	115 WNAH
8. WJLW-F (C)	14/ 5.0	----	4.2	----	7.3	----	42/384	209/13.2	0.0	12.4	3.7	10	182 WJLW-F
9. WKFX-F (O)	11/ 3.9	----	4.9	----	4.0	----	31/539	205/13.0	0.0	12.0	4.5	12	138 WKFX-F
10. WHET-F (CHR)	8/ 2.8	----	-----	-----	-----	-----	19/355	159/10.0	0.0	0.0	1.5	4	132 WHET-F
WOZZ-F (CL AOR)	8/ 2.8	----	0.7	----	-----	-----	35/585	150/ 9.5	0.0	4.9	1.9	5	73 WOZZ-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 66.94% (166 of 248) (SPG 90: 72.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F	1 WIXX-F<	1 WIXX-F<	1 WQLH-F	1 WQLH-F	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WIXX-F>>	1 WGEE >
2 WAPL-F	2 WIXX-F>>	2 WAPL-F>	2 WAPL-F	WIXX-F	WGEE	2 WAPL-F	2 WAPL-F	2 WAPL-F>	2 WNFL >	2 WAPL-F
3	3 WQLH-F	3 WQLH-F>	3 WQLH-F>	3 WAPL-F>	3 WNFL	3 WQLH-F	3 WQLH-F>	3 WQLH-F>	3 WAPL-F	3 WNFL
4	4 WOZZ-F	4 WDUZ	4 WDUZ	4 WDUZ	4 WNAH	4 WGEE	4 WGEE	4 WJLW-F	4	4
5	WDUZ	5	5	5	5 WDUZ	5	5	5 WGEE	5	5

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 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>	1 WQLH-F	1 WAPL-F>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WAPL-F>>	2 WAPL-F>	2 WAPL-F>	2 WQLH-F>	WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>	2 WIXX-F>	2 WQLH-F
3 WHET-F	3 WQLH-F	WQLH-F>>	3 WAPL-F>	3 WDUZ	3 WKFX-F	3 WOZZ-F	3 WOZZ-F	3 WQLH-F	WIXX-F>
4	4	4 WDUZ	4 WDUZ	4 WAPL-F	WJLW-F	4 WKFX-F	4	4 WKFX-F	4 WKFX-F
5	5	5	5	WGEE	WDUZ	WDUZ	5	5 WDUZ	WDUZ

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	23.8	28.5		
AOR/CLASSIC		47 (2)	47 (2)	19.0	21.5	WAUN-F 92.7	Kewaunee 1.4/3.0/ 10/ 145
AC/OLDIES/ROCK	1 (1)	42 (2)	43 (3)	17.3	22.7	WQWM 1050	Kaukauna 0.4/2.6/ 10/ 203
MOR/VARIETY	40 (2)		40 (2)	16.1	6.6	WYNE 1150	Kimberly 0.4/2.3/ 19/ 275
COUNTRY	25 (2)	14 (1)	39 (3)	15.7	15.7		
BLACK/URBAN					1.2		
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	16 (1)		16 (1)	6.5	3.3		
RELIGION/GOSPEL					0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	1.6			
	82 (6)	166 (8)	248 (14)				

RADIO STATIONS

WDUZ , 1400, 1 KW , MOR	ABC, \$18.00 (Mc-Guild)	
WGEE , 1360, 5 KW (DA-N) , Country	ABC, \$24.00 (Banner)	Midwest
WNFL , 1440, 5 KW/1 KW (DA-2), Full Service	ABC NBC, \$20.00 (Katz)	WinCom
WIXX-F, 101.1, 100 KW @ 1080 , CHR	, \$56.00 (Banner)	Midwest
WJLW-F, 95.9, 3 KW @ 308 , Country	MBS, \$15.00 (K & P)	(DE PERE)
WQLH-F, 98.5, 100 KW @ 500 , Soft AC	ABC, \$20.00 (Mc-Guild)	

Other rated stations -- See Appleton-Oshkosh

Miscellaneous: WNFL - reclassified as Full Service

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/792,600

Stations: 31/25

1990 Revenue: \$23,300,000

MSA Rank/Pop: 56/942,000

Diaries: 1230/644:1/55.1%

MH Inc.: \$26,025

ADI # 49

Sample Target: 1155

Retail \$: 7.5 B11

Average Person Ratings: 16.4

% Below Line: 4.9

Pop per Station: 31,704

Market TSL: 21.75 hours

% Not Listed: 11.1

#1 Biller: WTQR-F \$4,900,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	228/17.6	19.9	15.0	18.6	15.3	17.8	462/4556	2378/30.0	29.5	27.9	17.9	243	2526	WTQR-F
2. WKRR-F (CL ADR)	106/ 8.2	8.8	9.4	10.6	11.9	9.3	186/2443	1481/18.7	18.1	19.9	13.3	181	1956	WKRR-F
3. WJMH-F (B/CHR)	87/ 6.7	6.3	6.5	7.7	7.3	6.8	141/2161	1256/15.8	17.6	16.4	10.7	146	1703	WJMH-F
4. WQMG-F (B)	81/ 6.2	5.7	5.2	5.2	6.0	5.6	97/1446	1045/13.2	11.8	12.2	7.9	107	1219	WQMG-F
5. WSJS (FS)	75/ 5.8	5.6	5.1	4.6	4.7	5.3	80/996	939/11.8	11.3	11.0	5.0	68	937	WSJS
6. WMAG-F (AC)	67/ 5.2	5.4	6.3	3.6	6.7	5.1	114/1497	1022/12.9	12.2	14.7	4.0	55	818	WMAG-F
7. WWWB-F (AC)	66/ 5.1	4.5	5.0	4.8	5.6	4.8	103/1522	948/12.0	12.7	12.9	3.8	52	769	WWWB-F
8. WKZL-F (CHR)	62/ 4.8	5.1	4.5	3.9	5.7	4.6	83/1669	1164/14.7	15.1	16.5	4.8	65	1269	WKZL-F
9. WMQX-F (O)	57/ 4.4	2.5	4.3	4.7	3.4	4.0	110/1743	989/12.5	11.5	10.6	2.2	30	589	WMQX-F
10. WWSI-F (CHR)	47/ 3.6	4.5	4.6	4.0	4.7	4.2	112/2063	1019/12.9	13.2	15.5	5.1	70	1171	WWSI-F
11. WAAA (B)	34/ 2.6	1.3	1.1	1.0	1.5	1.5	34/296	296/ 3.7	3.9	2.9	1.5	21	342	WAAA
12. WFMX-F (C)	29/ 2.2	1.3	1.8	1.6	0.7	1.7	60/1052	541/ 6.8	5.2	4.1	0.4	6	254	WFMX-F
13. WPCN-F (C)	23/ 1.8	1.8	2.1	2.5	1.5	2.0	70/1165	420/ 5.3	5.7	4.6	1.3	18	336	WPCN-F
14. WMFR (BB)	21/ 1.6	1.6	2.4	1.7	1.2	1.8	21/281	281/ 3.5	2.8	3.0	1.2	16	224	WMFR
15. WWGL-F (G)	19/ 1.5	0.5	1.4	1.9	1.0	1.3	26/430	258/ 3.3	5.3	2.8	0.7	10	229	WWGL-F

12+ FM SHARE (METRO): 82.50% (952 of 1154) (SPG 90: 87.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F
2 WKZL-F	2 WTQR-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS	2 WSJS	2 WKRR-F	2 WQMG-F	2 WQMG-F	2 WQMG-F
3 WWSI-F	3 WQMG-F	3 WQMG-F	3 WQMG-F	3 WMAG-F	3 WMAG-F	3 WKRR-F	3 WMAG-F	3 WJMH-F	3 WJMH-F	3 WMQX-F
4 WQMG-F	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WWWB-F	4 WWWB-F	4 WMAG-F	4 WWWB-F	4 WQMG-F	4 WKRR-F	4 WJMH-F
5 WKRR-F	5 WKZL-F	5 WMAG-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WQMG-F	5 WQMG-F	5 WWWB-F	5	5
6	6 WWWB-F	6 WWWB-F	6 WJMH-F	6 WQMG-F	6	6 WJMH-F	6 WJMH-F	6 WMAG-F	6	6

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 WQMG-F	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WKRR-F	1 WKRR-F	1 WKRR-F	1 WTQR-F	1 WTQR-F
2 WKZL-F	2 WTQR-F	2 WKRR-F	2 WQMG-F	2 WMAG-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WKRR-F	2 WKRR-F
3 WKRR-F	3 WQMG-F	3 WWWB-F	3 WMAG-F	3 WWWB-F	3 WJMH-F	3 WJMH-F	3 WQMG-F	3 WJMH-F	3 WMQX-F
4 WWSI-F	4 WJMH-F	4 WJMH-F	4 WKRR-F	4 WKRR-F	4 WQMG-F	4 WQMG-F	4 WJMH-F	4 WQMG-F	4 WJMH-F
5 WJMH-F	5 WWWB-F	5 WMAG-F	5 WWWB-F	5 WQMG-F	5 WKZL-F	5	5	5 WMQX-F	5 WQMG-F
6 WTQR-F	6 WKZL-F	6 WQMG-F	6 WKZL-F	6 WJMH-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	9.4	12.1	WGLD 1320 Greensboro	0.7/1.7/ 9/ 138		
AOR/CLASSIC		118 (3)	118 (3)	10.2	13.8	WHPE-F 95.5 High Point	1.4/3.4/ 25/ 478		
AC/OLDIES/ROCK		230 (6)	230 (6)	19.9	20.3	WKEW 1400 Greensboro	0.8/2.6/ 11/ 205		
MOR/VARIETY	75 (1)		75 (1)	6.5		WKRR 1260 Ashboro	0.3/1.1/ 4/ 87		
COUNTRY	4 (1)	286 (4)	290 (5)	25.1	20.1	WLXN 1440 Lexington	0.4/1.1/ 5/ 84		
BLACK/URBAN	47 (2)	172 (3)	219 (5)	19.0	18.4	WQMG 1510 Greensboro	1.0/1.9/ 13/ 149		
BEAUTIFUL/EASY					3.3	WSMX 1500 Winston-Salem	0.8/1.3/ 10/ 114		
NEWS/TALK	11 (1)		11 (1)	1.0	5.3	WTHP-F 98.3 Thomasville	0.8/1.9/ 10/ 157		
NOSTALGIA	41 (4)		41 (4)	3.6	2.3	WTNC 790 Thomasville	1.1/1.7/ 14/ 132		
RELIGION/GOSPEL	24 (2)	37 (2)	61 (4)	5.3	3.9	WTOB 1380 Winston-Salem	0.5/1.5/ 6/ 115		
SPANISH						WWMY-F 94.5 Eden	1.4/5.4/ 34/ 648		
CLASSICAL									
JAZZ/NEW AGE						WPEG-F 97.9 Concord	0.3/1.0/ 51/ 414		
UNKNOWN/OTHERS					0.6	WRDX-F 106.5 Salisbury/Chrlt	0.9/2.5/ 26/ 332		
						WROV-F 96.3 Martinsville	0.4/1.6/ 43/ 488		
						WSOC-F 103.7 Charlotte	0.5/2.4/ 60/1008		
						WZZU-F 93.9 Burlington	0.5/2.4/ 51/ 963		
	202 (11)	952 (20)	1154 (31)						

GREENSBORO-WS

RADIO STATIONS

WAAA	,	98G,	1 KW/69 W	,	Black	NBN, \$17.00	(---)	
WMFR	,	123G,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Christal)	Voyager
WSJS	,	60G,	5 KW (DA-2)	,	MOR/Full Service	NBC MBS, \$44.00	(Mc-Guild)	New Market
WHPE-F,	95.5,	100 KW @	522	,	Religion	, \$14.00	(---)	
WJMH-F,	102.1,	66 KW @	1165	,	Black/Urban	, \$50.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,	92.3,	100 KW @	1288	,	Classic AOR	, \$70.00	(Katz)	Dick
WKSI-F,	98.7,	100 KW @	1035	,	CHR	, \$42.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @	500	,	CHR	ABC, \$45.00	(Banner)	
WMAG-F,	99.5,	100 KW @	1500	,	AC	, \$77.00	(Christal)	Voyager
WMQX-F,	93.1,	100 KW @	1099	,	Oldies	, \$39.00	(Ourpetti)	Guild
WPCM-F,	101.1,	100 KW @	1176	,	Country	MBS, \$23.00	(---)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @	1234	,	Black	CBS, \$40.00	(Banner)	
WTQR-F,	104.1,	100 KW @	1420	,	Country	MBS, \$94.00	(Mc-Guild)	New Market
WWMY-F,	94.5,	100 KW @	982	,	EZ	UNIULT, \$25.00	(Katz)	Ragan Henry (EDEN)
WWWB-F,	100.3,	100 KW @	1035	,	AC	UNISUP UNIULT, \$46.00	(MHR)	Mann
WWGL-F,	94.1,	100 KW @	485	,	Religion	, \$17.00	(---)	(LEXINGTON)

Miscellaneous: WKZL-F sold from Nationwide to Vic Rumore for \$1,600,000 (Kali) . . .

GREENVILLE, NC

Arbitron Rank/Pop (12+): 83/420,000

Stations: 23/19
Diaries: 893/470:1/56.8%
Sample Target: 855
% Below Line: 6.1
% Not Listed: 16.9

1990 Revenue: NA
HH Inc.: \$26,510
Retail \$: 3.1 Btl
Pop per Station: 22,105
#1 Biller: NA

MSA Rank/Pop: NA

ADI # 105
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WRNS-F (C)	129/18.7	17.5	16.7	----	17.2	13.2	173/1912	1236/29.4	24.5	26.2			WRNS-F
2. WIKS-F (B)	128/18.5	16.8	18.6	----	18.7	13.5	159/1668	1144/27.2	27.3	27.9			WIKS-F
3. WDLX-F (AC)	55/ 8.0	7.2	7.1	----	8.5	5.6	83/1240	780/18.6	20.3	20.2			WDLX-F
4. WNCT-F (EZ)	40/ 5.8	5.3	6.8	----	4.9	4.5	74/792	457/10.9	12.8	9.6			WNCT-F
5. WZYC-F (AOR)	29/ 4.2	6.8	4.2	----	4.8	3.8	35/588	516/12.3	11.2	12.6			WZYC-F
6. WKOO-F (O)	27/ 3.9	5.0	6.5	----	4.9	3.8	34/446	340/ 8.1	11.8	9.6			WKOO-F
7. WRHT-F (CHR)	22/ 3.2	2.6	3.2	----	0.8	2.3	22/349	349/ 8.3	6.9	3.2			WRHT-F
8. WQDW-F (B)	17/ 2.5	3.2	1.0	----	----	1.7	17/242	242/ 5.8	2.8	0.0			WQDW-F
9. WXQR-F (AOR)	16/ 2.3	1.6	2.6	----	3.1	1.6	16/206	195/ 4.6	5.8	4.5			WXQR-F
10. WRDU-F (AOR)	15/ 2.2	1.4	2.0	----	3.5	1.4	84/879	248/ 5.9	4.6	6.9			WRDU-F
WGTM (G)	15/ 2.2	1.3	1.0	----	----	1.1	26/348	148/ 3.5	3.4	0.0			WGTM
WVYV-F (AC)	15/ 2.2	1.7	1.4	----	1.1	1.3	19/452	406/ 9.7	4.2	2.9			WVYV-F

13.

14.

15.

12+ FM SHARE (METRO): 91.11% (523 of 574) (SPG 90: 94.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WIKS-F<	1 WRNS-F	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>	1 WRNS-F	1 WIKS-F>>	1 WRNS-F
2	2 WRNS-F>	2 WRNS-F>	2 WHITE-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>>	2 WRNS-F>	2 WIKS-F
3	3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WIKS-F	3 WDLX-F	3 WDLX-F	3 WDLX-F	3 WRHT-F<	3 WGTM
4	4 WZYC-F	4	4 WKOO-F	4 WKOO-F	4	4	4 WNCT-F	4 WNCT-F	4 WDLX-F	4

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 WIKS-F>>	1 WIKS-F>	1 WIKS-F	1 WIKS-F	1 WRNS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WRNS-F	1 WRNS-F>>
2 WRNS-F	2 WRNS-F>	2 WRNS-F>	2 WRNS-F>	2 WIKS-F	2 WRNS-F>	2 WRNS-F>	2 WRNS-F>	WIKS-F>>	2 WIKS-F>>
3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WDLX-F	3 WZYC-F	3 WDLX-F	3 WDLX-F
4 WVYV-F	4	4 WKOO-F	4	4 WKOO-F	4 WZYC-F	4 WZYC-F	4 WRDU-F	4 WZYC-F	4 WZYC-F
WRQR-F	5	5	5	5 WNCT-F	5	5	WDLX-F	5	5 WKOO-F
WRHT-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
TOP 40/CHR/CONTEMP		22 (1)	22 (1)	3.8	10.1		WELS	1010 Kinston	0.4/1.7/	3/	71
AOR/CLASSIC		60 (3)	60 (3)	10.5	13.4		WHITE-F	103.7 Willmstn/Grnvl	0.4/1.6/	6/	149
AC/OLDIES/ROCK	7 (1)	118 (5)	125 (6)	21.8	15.9		WJCV	1290 Jacksonville	0.7/1.5/	5/	63
MOR/VARIETY					1.0		WJNC	1240 Jacksonville	1.0/2.1/	7/	92
COUNTRY		132 (2)	132 (2)	23.0	23.8		WKGK-F	102.9 Kinston	0.4/1.1/	3/	78
BLACK/URBAN	5 (1)	145 (2)	150 (3)	26.1	25.2		WNOS	1450 New Bern	0.9/1.4/	6/	60
BEAUTIFUL/EASY		40 (1)	40 (1)	7.0	5.8		WOOW	1340 Greenville	0.7/2.7/	5/	112
NEWS/TALK	10 (1)		10 (1)	1.7	0.8		WRQR-F	94.3 Farmville/Grnvl	1.7/2.4/	13/	121
NOSTALGIA	6 (1)		6 (1)	1.0			WRRF	930 Washington	1.4/2.6/	12/	136
RELIGION/GOSPEL	20 (2)	3 (1)	23 (3)	4.0	2.0						
SPANISH							WKTC-F	96.9 Tarboro/Rky Mnt	0.4/3.5/	46/	819
CLASSICAL							WTRG-F	100.7 Rky Mount/Raleg	1.3/6.6/	67/	972
JAZZ/NEW AGE					0.7						
UNKNOWN/OTHERS	3 (1)	3 (1)	6 (2)	1.0	1.3						
	51 (7)	523 (16)	574 (23)								

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 10.00 (---)	(KINSTON)
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, \$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1780, AC	ABC, \$ 31.00 (Banner)	(WASHINGTON)	
WHITE-F, 103.7, 50 KW @ 330, BLACK	, \$ 13.00 (McGuild)	(WILLIAMSTON)	
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC, UNIULT, \$ 37.00 (HNWH)	(NEW BERN)	
WKOO-F, 98.7, 100 KW @ 978, OLDIES	MBS, \$ 17.00 (Eastman)	(JACKSONVILLE)	
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC, \$ 21.00 (MMR)	Park (WASHINGTON)	
WQDW-F, 97.7, 3 KW @ 248, BLACK (?)	, \$ 12.00 (Republic)	(KINSTON)	
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, \$ 39.00 (McGuild)	Pinnacle (KINSTON)	
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, \$ 18.00 (Eastman)	(NEW BERN)	
WXQR-F, 105.5, 3 KW @ 300, AOR	ABC, \$ 13.00 (TN)	(JACKSONVILLE)	
WZYC-F, 103.3, 100 KW @ 593, AOR	ABC, \$ 16.00 (Christal)	(NEWPORT)	

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WDLX - from CHR to AC . . . WSFL A/F sold to Beasley partnership for \$500,000 (Tomlin) . . .

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/646,200

HSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 28/21
Diaries: 1134/570:1/49.6%
Sample Target: 1065
% Below Line: 6.6
% Not Listed: 12.3

1990 Revenue: \$21,300,000
HM Inc.: \$26,955
Retail \$: 4.7 Bll
Pop per Station: 30,771
#1 Biller: WESC-AF \$4,600,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WESC-F (C)	174/15.4	13.0	11.7	11.9	12.7	13.0	288/3193	1793/27.7	24.4	23.1	11.1	129	1212 WESC-F
2. WMYI-F (AC)	144/12.8	12.4	10.9	11.1	12.9	11.8	233/2875	1731/26.8	25.9	24.6	10.7	125	1371 WMYI-F
3. WSSL-AF (C)	130/11.6	11.1	22.2	21.0	22.0	16.5	220/2664	1573/24.3	44.8	41.8	14.1	165	1605 WSSL-AF
4. WROQ-F (AOR)	76/ 6.7	6.1	6.3	5.2	6.0	6.1	106/1426	957/14.8	14.6	13.1	11.2	131	1095 WROQ-F
5. WSPA-F (SAC)	73/ 6.5	6.4	5.5	5.8	8.3	6.1	131/1557	944/14.6	10.6	13.4	3.9	46	749 WSPA-F
6. WLWZ-F (B)	68/ 6.0	6.6	5.7	8.1	5.6	6.6	73/809	700/10.8	9.4	9.9	9.1	106	975 WLWZ-F
7. WFBC-F (AC)	68/ 6.0	5.6	7.8	6.6	5.0	6.5	95/1504	953/14.7	17.1	12.6	4.0	47	614 WFBC-F
8. WBBO-F (CHR)	46/ 4.1	2.3	1.7	1.4	1.4	2.4	69/1144	635/ 9.8	3.8	3.6	5.3	62	946 WBBO-F
9. WCKZ-F (B)	25/ 2.2	2.1	3.9	3.1	3.1	2.8	56/884	390/ 6.0	8.8	6.9	3.3	38	567 WCKZ-F
10. WMMH-F (AC)	20/ 1.8	4.4	8.1	8.2	9.4	5.6	27/764	543/ 8.4	17.5	22.9	2.4	28	577 WMMH-F
11. WPEG-F (B)	19/ 1.7	2.0	---	---	---	0.9	27/289	206/ 3.2	0.0	0.0	2.2	26	308 WPEG-F
12. WSPA (FS)	19/ 1.7	1.7	1.6	2.1	1.3	1.8	22/344	296/ 4.6	5.2	4.8	1.4	16	272 WSPA
13. WHYZ (B)	18/ 1.6	2.3	1.9	1.8	1.4	1.9	18/212	204/ 3.2	3.7	3.5	1.4	16	248 WHYZ
14. WFBC (N/T)	17/ 1.5	2.0	2.7	2.1	1.6	2.1	17/247	237/ 3.7	6.1	3.7	2.3	27	362 WFBC
15.													

12+ FM SHARE (METRO): 90.28% (892 of 988) (SPG 90: 89.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLWZ-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WESC-F	1 WESC-F	1 WESC-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-F
2 WBBO-F	2 WSSL-AF	2 WSSL-AF	2 WESC-F	2 WESC-F	2 WSSL-AF	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WESC-F	2 WESC-F
3 WSSL-AF	3 WROQ-F	3 WESC-F	3 WSSL-AF	3 WSSL-AF	3 WMYI-F	3 WSSL-AF	3 WSSL-AF	3 WSSL-AF	3 WLWZ-F	3 WMYI-F
4 WROQ-F	4 WESC-F	4 WROQ-F	4 WFBC-F	4 WFBC-F	4 WSPA-F	4 WSPA-F	4 WSPA-F	4 WROQ-F	4 WMYI-F	4 WLWZ-F
5	5 WLWZ-F	5 WFBC-F	5 WROQ-F	5 WROQ-F	5 WFBC-F	5 WROQ-F	5 WROQ-F	5 WSPA-F	5 WBBO-F	5
6	6 WBBO-F	6 WLWZ-F	6	6 WSPA-F	6	7 WLWZ-F	6 WFBC-F	6 WFBC-F	7 WFBC-F	6
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 WMYI-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WMYI-F		1 WROQ-F	1 WROQ-F	1 WMYI-F	1 WROQ-F	1 WMYI-F
2 WSSL-AF	2 WSSL-AF	2 WSSL-AF	2 WSSL-AF	2 WESC-F		2 WSSL-AF	2 WMYI-F	2 WROQ-F	2 WMYI-F	2 WESC-F
3 WESC-F	3 WESC-F	3 WESC-F	3 WESC-F	3 WSSL-AF		3 WMYI-F	3 WSSL-AF	3 WSSL-AF	3 WSSL-AF	3 WSSL-AF
4 WROQ-F	4 WROQ-F	4 WPEG-F	4 WFBC-F	4 WFBC-F		4 WLWZ-F	4 WLWZ-F	4 WFBC-F	4 WESC-F	4 WROQ-F
5 WBBO-F	5 WLWZ-F	5 WROQ-F	5	5		5 WESC-F	5 WBBO-F	5 WBBO-F	5 WFBC-F	5 WFBC-F
6 WLWZ-F	6 WBBO-F	6 WLWZ-F	6	6		7 WFBC-F	6 WESC-F	6 WLWZ-F	6 WLWZ-F	6 WSPA-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		54 (2)	54 (2)	5.5	4.2	WASC 1530	Spartanburg 1.2/2.4/ 13/ 173
AOR/CLASSIC		76 (1)	76 (1)	7.7	6.7	WESC 660	Greenville 0.3/2.1/ 8/ 207
AC/OLDIES/ROCK		317 (6)	317 (6)	32.1	21.6	WMUU 1260	Greenville 0.4/0.9/ 5/ 56
MOR/VARIETY	19 (1)		19 (1)	1.9	1.4	WMUU-F 94.5	Greenville 1.2/5.3/ 22/ 461
COUNTRY	5 (2)	309 (3)	314 (5)	31.8	28.4	WORD 910	Spartanburg 0.3/1.7/ 3/ 112
BLACK/URBAN	31 (2)	112 (3)	143 (5)	14.5	7.9	WPJM 800	Greer 0.7/1.8/ 8/ 117
BEAUTIFUL/EASY	5 (1)	14 (1)	19 (2)	1.9	10.2	WRIX 1020	Homeland Park 0.7/1.2/ 10/ 118
NEWS/TALK	20 (2)		20 (2)	2.0	1.8	WRIX-F 103.1	HondaPath/Ander 0.6/2.2/ 8/ 163
NOSTALGIA					3.4		
RELIGION/GOSPEL	16 (2)	4 (1)	20 (3)	2.0	1.8	WBFM-F 98.1	Seneca 0.5/2.0/ 8/ 175
SPANISH						WFOX-F 97.1	Gainsville 0.4/2.3/ 25/ 506
CLASSICAL						WKSF-F 99.9	Asheville/Hndrs 0.7/3.8/ 88/1388
JAZZ/NEW AGE					1.6	WMIT-F 106.9	Black Mountain 0.4/1.4/ 26/ 432
UNKNOWN/OTHERS		6 (1)	6 (1)	0.6	0.5	WMMG-F 96.1	Shelby 0.7/2.1/ 15/ 302
	96 (10)	892 (18)	988 (28)				

RADIO STATIONS

WFBC , 1330, 5 KW (DA-N) , News/Talk	NBC SUN, \$23.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW (DAYS,DA) , Black	, \$25.00 (K & P)	
WPJM , 800, 1 KW (DAYS) , Nostalgia	ABC, \$19.00 (Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N) , MOR	CBS, \$24.00 (Mc-Guild)	
WMMH-F, 107.3, 100 KW @ 1010 , SAC	ABC, \$50.00 (Chrystal)	Degree (ANDERSON)
WBBO-F, 93.3, 93 KW @ 2030 , CHR	, \$25.00 (Torbet)	(FOREST CITY)
WROQ-F, 101.1, 100 KW @ 986 , AOR	ABC, \$45.00 (Durpetti)	ABS (ANDERSON)
WFBC-F, 93.7, 100 KW @ 1850 , AC	ABC, \$65.00 (Katz)	Multimedia
WESC-F, 92.5, 100 KW @ 2000 , Country	ABC, \$95.00 (Banner)	
WLWZ-F, 103.9, 3 KW @ 328 , Black	, \$32.00 (HNWH)	Voyager
WMUU-F, 94.5, 100 KW @ 1200 , EZ	APR, \$18.00 (---)	
WHYZ-F, 102.5, 20 KW @ 1782 , AC	, \$88.00 (Eastman)	AmCom (HNDRSNVLE)
WSPA-F, 98.9, 100 KW @ 1910 , EZ	, \$40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1241 , Country	UNIPWR, \$44.00 (Mc-Guild)	Capstar (GRAY COURT)

Miscellaneous: WCKN to WROQ in Feb and format ato AOR . . . WANS to WMMH in Feb and format from CHR to SAC . . .
WBBO-F From NAC to CHR (Feb) . . .

HARRISBURG

Arbitron Rank/Pop (12+): 74/502,000

Stations: 27/15
Diaries: 933/538:1/59.5%
Sample Target: 925
% Below Line: 17.3
% Not Listed: 11.9

1990 Revenue: \$14,600,000
HH Inc.: \$34,026
Retail \$: 5.4 Btl
Pop per Station: 33,466
#1 Biller: WNNK-AF \$5,700,000

MSA Rank/Pop: 87/597,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 17.5
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WNNK-AF (CHR)	117/13.3	15.4	13.3	14.2	17.7	14.0	146/1959	1496/29.8	28.5	34.0	16.7	102	1364	WNNK-AF
2. WTPA-F (AOR)	109/12.4	7.6	7.8	7.6	8.2	8.9	164/1621	979/19.5	15.4	14.7	15.2	95	821	WTPA-F
3. WRKZ-F (C)	84/ 9.5	6.2	6.7	7.8	7.1	7.6	181/2064	873/17.4	15.3	13.6	7.1	44	633	WRKZ-F
4. WWKL-F (O)	63/ 7.2	7.1	7.3	7.6	6.3	7.3	108/1445	737/14.7	15.5	12.1	8.3	52	452	WWKL-F
5. WHP (FS)	47/ 5.3	6.9	5.9	6.0	6.6	6.0	56/785	600/12.0	14.7	14.3	5.3	33	385	WHP
6. WIMX-F (AC)	44/ 5.0	5.1	5.0	5.8	3.0	5.2	54/698	554/11.0	12.9	11.5	5.3	33	493	WIMX-F
WHYL-F (C)	44/ 5.0	2.5	4.8	2.4	3.0	3.7	45/433	391/ 7.8	7.1	6.4	2.4	15	345	WHYL-F
8. WQXA-F (CHR)	40/ 4.5	6.0	4.8	8.0	4.1	5.8	106/1815	678/13.5	13.8	12.3	8.3	52	655	WQXA-F
9. WHYL (BB)	33/ 3.8	3.3	3.8	3.5	3.7	3.6	40/593	391/ 7.8	7.6	6.9	3.4	21	259	WHYL
10. WHP -F (EZ)	28/ 3.2	2.3	2.7	2.5	2.9	2.7	35/582	446/ 8.9	8.7	11.2	2.2	14	213	WHP -F
11. WNCE-F (EZ)	26/ 3.0	4.1	4.3	3.2	6.9	3.7	108/1442	409/ 8.1	10.0	11.9	2.6	16	182	WNCE-F
12. WLBR (FS)	20/ 2.3	2.5	2.7	2.9	4.1	2.6	22/355	326/ 6.5	6.7	8.2				WLBR

12+ FM SHARE (METRO): 84.13% (652 of 775) (SPG 90: 79.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF>>1 WTPA-F>>1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WRKZ-F	1 WNNK-AF	1 WNNK-AF	1 WTPA-F	1 WTPA-F	1 WRKZ-F
2 WQXA-F	2 WNNK-AF>>2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WWKL-F	2 WTPA-F	2 WTPA-F	2 WNNK-AF	2 WNNK-AF	2 WTPA-F
3	3 WIMX-F	3 WWKL-F	3 WWKL-F	3 WWKL-F	3 WNNK-AF	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WLBR
4	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WHP	4 WWKL-F	4 WWKL-F	4 WQXA-F	4 WQXA-F	4 WHYL-F
5	5 WQXA-F	5 WIMX-F	5 WIMX-F	5 WIMX-F	5 WHYL-F	5 WHP	5 WIMX-F	5	5 WWKL-F	5

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 WNNK-AF>>1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WTPA-F>>1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F
2 WTPA-F	2 WTPA-F	2 WTPA-F	2 WTPA-F	2 WWKL-F	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WWKL-F
3 WIMX-F	3 WIMX-F	3 WRKZ-F	3 WWKL-F	3 WRKZ-F	3 WRKZ-F	3	3 WHTF-F	3 WWKL-F	3 WNNK-AF
4 WQXA-F	4 WQXA-F	4 WIMX-F	4 WIMX-F	4 WIMX-F	4 WQXA-F	4	4 WWKL-F	4	4 WRKZ-F
5	5 WRKZ-F	5	5 WRKZ-F	5 WTPA-F	5	5	5 WIMX-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	5 (1)	178 (6)	183 (7)	23.6	25.7	WCMB 1460 Harrisburg	0.8/3.1/ 8/ 196
AOR/CLASSIC		133 (3)	133 (3)	17.2	13.6	WKBO 1230 Harrisburg	1.3/4.9/ 12/ 262
AC/OLDIES/SOFT ROCK	7 (1)	121 (4)	128 (5)	16.5	18.1	WUFM-F 100.1 Lebanon	0.7/3.3/ 7/ 194
MOR/VARIETY	67 (2)	10 (1)	77 (3)	9.9	13.3	WYGL-F 100.5 Elizabeth/Selin	1.1/2.3/ 20/ 241
COUNTRY		141 (4)	141 (4)	18.2	13.6		
BLACK/URBAN						WARM-F 103.3 York	0.9/5.0/146/1832
BEAUTIFUL/EASY		54 (2)	54 (2)	7.0	8.0	WDAC-F 94.5 Lancaster	1.7/4.0/ 61/ 892
NEWS/TALK	11 (1)		11 (1)	1.4	1.1	WGRX-F 100.7 Westmstr/Balt.	0.9/3.2/ 36/ 589
NOSTALGIA	33 (1)		33 (1)	4.3	4.3	WGTY-F 107.7 Gettysburg	0.7/2.6/ 85/ 738
RELIGION/GOSPEL		15 (1)	15 (1)	1.9	2.0	WHTF-F 92.7 Starview	1.8/7.3/ 73/1251
SPANISH						WIKZ-F 95.1 Chambersbrg/Hgrs	1.1/1.9/ 10/ 105
CLASSICAL						WIOV-F 105.1 Ephrata/Lncstr	0.8/1.6/ 86/ 902
JAZZ/NEW AGE						WLAN-F 96.9 Lancaster	0.6/2.9/ 48/1111
UNKNOWN/OTHERS					0.4	WRFY-F 102.5 Reading	0.3/1.4/ 36/ 610
	123 (6)	652 (21)	775 (27)			WYCR-F 98.5 York/Hanover	0.9/3.3/ 58/1176

RADIO STATIONS

WCMB , 1460, 5 KW (DA-N)	Oldies	NBC UNISUP, \$15.00	(Eastman)
WHP , 580, 5 KW (DA-N)	MOR/Full Service	CBS NBC, \$34.00	(MMR)
WHYL , 960, 5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00	(---)
WLBR , 1270, 5 KW/1 KW (DA-2)	MOR	ABC, \$17.00	(K & P)
WHYL-F, 102.3, 3 KW @ 328	Country	CNN, \$88.00	(---)
WIMX-F, 99.3, 3 KW @ 328	AC	UNIPWR, \$34.00	(Mc-Guild)
WNNK-F, 104.1, 22 KW @ 725	CHR	APR, \$101.00	(Christal)
WRKZ-F, 106.7, 14 KW @ 928	Country	ABC, \$80.00	(Torbet)
WTPA-F, 93.5, 1 KW @ 620	AOR	ABC, \$31.00	(Banner)
WWKL-F, 94.9, 25 KW @ 700	Oldies	UNIULT, \$37.00	(Katz)
WHP -F, 97.3, 17 KW @ 840	Soft AC	CBS, \$32.00	(MMR)
			Commonwealth (CARLISLE)
			Keymarket Zimmerman (HERSHEY)
			Barnstable Commonwealth

Other ranked stations -- See York or Lancaster

Miscellaneous: WHP A/F sold from Commonwealth to Dame Media for \$3,250,000 (Hepburn) . . .

HARTFORD

Arbitror Rank/Pop (12+): 40/990,800
 MSA Rank/Pop: 44/1,130,000
 AFI # 23 (w/New Haven)
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 25/14
 Diaries: 1370/723:1/52.0%
 Sample Target: 1295
 % Below Line: 15.5
 % Not Listed: 16.2

1990 Revenue: \$39,800,000
 HH Inc.: \$42,925
 Retail \$: 10.4 Bil
 Pop per Station: 70,771
 #1 Biller: WTIC \$8,800,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WTIC (FS)	264/16.2	15.0	14.8	17.2	18.7	15.8	344/4071	2976/30.0	30.6	30.3	15.3	234	2871
2. WTIC-F (CHR)	144/ 8.8	9.3	9.0	10.2	8.3	9.3	256/4492	2594/26.2	26.3	26.7	11.9	183	2971
3. WRCH-F (EZ/SAC)	128/ 7.8	6.6	8.0	8.0	7.5	7.6	193/2773	1652/16.7	19.0	17.9	4.6	70	821
4. WWYZ-F (C)	92/ 5.6	6.7	8.4	6.8	6.8	6.9	198/2669	1271/12.8	17.6	13.7	6.3	97	1323
WHCN-F (AOR)	92/ 5.6	5.5	6.7	6.0	5.8	5.9	152/2799	1635/16.5	17.9	16.2	5.9	90	1702
6. WKSS-F (CHR)	89/ 5.4	6.1	5.4	6.1	7.4	5.8	189/3717	1884/19.0	16.7	21.9	6.2	95	2193
7. WCCC-F (AOR)	88/ 5.4	6.1	4.7	4.7	6.2	5.2	130/2735	1661/16.8	16.7	16.2	7.2	111	1910
8. WZMX-F (AC)	75/ 4.6	2.8	1.5	---	---	2.2	105/1883	1266/12.8	6.2	0.0	2.4	37	720
9. WDRC-F (O)	70/ 4.3	5.3	5.9	5.7	6.3	5.3	170/3260	1537/15.5	14.5	15.8	4.4	68	1207
10. WIOF-F (SAC)	69/ 4.2	4.3	5.3	6.3	5.8	5.0	106/2062	1207/12.2	15.8	15.3	3.0	46	454
11. WPOP (N/T)	45/ 2.8	3.9	2.9	2.0	1.5	2.9	50/988	844/ 8.5	9.2	7.0	4.0	61	899
12. WAQY-F (AOR)	34/ 2.1	1.8	1.9	2.1	2.3	2.0	117/2193	840/ 8.5	7.9	7.3	1.7	26	511
13. WPLR-F (AOR)	29/ 1.8	1.9	1.3	1.6	1.5	1.6	128/2019	712/ 7.2	7.9	6.9	1.7	26	675
14.													

12+ FM SHARE (METRO): 71.80% (983 of 1369) (SPG 90: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F
2 WKSS-F	2 WHCN-F	2 WHCN-F	2 WHCN-F	2 WRCH-F	2 WRCH-F	2 WTIC-F	2 WRCH-F	2 WRCH-F	2 WTIC-F	2 WTIC-F
3 WCCC-F	3 WCCC-F	3 WRCH-F	3 WTIC-F	3 WTIC-F	3 WWYZ-F	3 WCCC-F	3 WHCN-F	3 WTIC-F	3 WKSS-F	3 WPOP-F
4	4 WKSS-F	4 WCCC-F	4 WTIC	4 WHCN-F	4 WDRC-F	4 WRCH-F	4 WWYZ-F	4 WWYZ-F	4 WCCC-F	4 WDRC-F
5	5 WWYZ-F	5 WKSS-F	5 WDRC-F	5 WWYZ-F	5 WTIC-F	5 WHCN-F	5 WZMX-F	5 WHCN-F	5 WRCH-F	5 WKSS-F
6	6 WZMX-F	6 WZMX-F	6 WZMX-F	6 WDRC-F	6 WIOF-F	6	6 WTIC-F	6 WKSS-F	6	6
7	7 WRCH-F	7 WDRC-F	7	7 WZMX-F	7	7	7 WIOF-F	7 WZMX-F	7	7
		8 WTIC		8 WIOF-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 WKSS-F	1 WTIC-F	1 WRCH-F	1 WTIC-F	1 WRCH-F	1 WCCC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F
2 WTIC-F	2 WKSS-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WTIC-F	2 WCCC-F	2 WCCC-F	2 WCCC-F	2 WTIC-F
3 WCCC-F	3 WRCH-F	3 WHCN-F	3 WKSS-F	3 WTIC-F	3 WHCN-F	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WWYZ-F
4 WWYZ-F	4 WHCN-F	4 WZMX-F	4 WZMX-F	4 WIOF-F	4 WKSS-F	4 WKSS-F	4 WPLR-F	4 WWYZ-F	4 WCCC-F
5 WHCN-F	5 WZMX-F	5 WIOF-F	5 WHCN-F	5 WZMX-F	5 WAQY-F	5 WPLR-F	5 WKSS-F	5 WTIC	5 WRCH-F
6 WZMX-F	6 WCCC-F	6 WCCC-F	6 WDRC-F	6 WDRC-F	6	6	6 WWYZ-F	6 WDRC-F	6 WDRC-F
7	7	7	7 WTIC-F	7	7	7	7	7 WKSS-F	7 WTIC-F
			8 WIOF-F						

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		258 (4)	258 (4)	18.8	19.8	WDRC 1360 Hartford	0.6/3.5/ 11/ 386
AOR/CLASSIC		263 (6)	263 (6)	19.2	19.3	WLVH 1230 Manchester	0.9/1.3/ 14/ 135
AC/OLDIES/ROCK	10 (1)	232 (5)	242 (6)	17.7	17.3	WMMW 1470 Meriden	0.9/1.5/ 22/ 214
MOR/VARIETY	279 (2)		279 (2)	20.4	22.1	WNEZ 910 New Britain/Hrt	0.7/1.7/ 16/ 214
COUNTRY		102 (2)	102 (2)	7.5	7.9		
BLACK/URBAN					0.7	WAAF-F 107.3 Worcester	0.6/1.5/ 60/1087
BEAUTIFUL/EASY		128 (1)	128 (1)	9.3	9.3	WFAN 660 New York	1.6/5.0/ 79/1410
NEWS/TALK	71 (2)		71 (2)	5.2	3.3	WHYN-F 93.1 Springfield	0.6/2.7/100/1511
NOSTALGIA	12 (1)		12 (1)	0.9		WILI-F 98.3 Willimantic	0.4/1.8/ 23/ 480
RELIGION/GOSPEL						WKCI-F 101.3 Hamden	1.1/6.1/122/2380
SPANISH	14 (1)		14 (1)	1.0	0.3	WMAS-F 94.7 Springfield	0.6/2.8/ 89/1330
CLASSICAL						WPKX-F 97.9 Enfield	0.6/2.1/ 64/ 813
JAZZ/NEW AGE						WVRX-F 103.7 Westerly/Prvdnc	0.7/2.2/ 53/1057
UNKNOWN/OTHERS							
	366 (7)	983 (18)	1369 (25)				

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, SEE WDRC-F		
WKND, 1410, 500 W (DAYS,DA)	, BLACK	SBN, \$ 20.00 (---)	
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST.	, \$ 25.00 (Banner)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC, \$ 42.00 (Eastman)	Merv Griffin
WRYM, 840, 1 KW (DAYS)	, HISPANIC	, \$ 20.00 (Caballero)	
WTIC, 1060, 50 KW (DA-N)	, MOR/FULL SER.	NBC, \$ 190.00 (CBS)	Chase
WCCC-F, 106.9, 23 KW @ 730, AOR		ABC, SOURCE, \$ 41.00 (Durpetti)	
WDRC-C, 102.9, 20 KW @ 805, OLDIES		, \$ 120.00 (McGuld)	Buckley
WIOF-F, 104.1, 18 KW @ 836, AC		CBS, \$ 68.00 (Eastman)	Merv Griffin (WATERBURY)
WHCN-F, 105.9, 16 KW @ 867, AOR		, \$ 71.00 (Christal)	Beck-Ross
WKSS-F, 95.7, 17 KW @ 877, CHR		APR, \$ 62.00 (MMR)	Precision
WZMX-F, 93.7, 21 KW @ 780, AC		, \$ N/A (Torbet)	
WRCH-F, 100.5, 8 KW @ 1250, EZ/ROCK		, \$ 60.00 (Banner)	
WTIC-F, 96.5, 20 KW @ 812, CHR		, \$ 170.00 (CBS)	Chase
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		UNILT, \$ 58.00 (Banner)	(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/705,900

Stations: 25/25

1990 Revenue: \$21,000,000

MSA Rank/Pop: 63/860,000

Diaries: 1187/595:1/59.7%

HH Inc.: \$42,864

No AOI

Sample Target: 1095

Retail \$: 7.9 B11

Average Person Ratings: 17.4

% Below Line: 0.0

Pop per Station: 28,236

Market TSL: 23.50 hours

% Not Listed: 6.8

#1 Biller: KSSK \$4,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KIKI-F (CHR)	156/12.7	9.3	9.9	8.2	9.3	10.0	156/1918	1918/27.2	22.6	22.7	14.8	175	1934
2. KCCN-F (E)	133/10.9	9.2	6.7	6.4	2.2	8.3	133/1551	1551/22.0	15.2	4.7	12.3	145	1333
3. KSSK (FS)	129/10.5	11.5	10.3	9.4	10.1	10.4	129/1539	1539/21.8	21.5	21.4	8.4	99	1180
4. KSSK-F (AC)	119/ 9.7	9.2	10.6	6.9	7.5	9.1	119/1736	1736/24.6	23.5	20.1	9.0	106	1310
5. KUMU-AF (EZ)	108/ 8.8	8.3	9.4	10.6	11.1	9.3	108/1239	1239/17.6	18.3	18.8	5.1	55	613
6. KQMQ-AF (CHR)	81/ 6.6	8.7	9.3	12.3	12.4	9.2	81/1714	1714/24.3	27.3	32.5	10.0	107	1854
7. KRTR-AF (AC)	66/ 5.4	5.8	7.8	6.6	7.6	6.4	66/1180	1180/16.7	19.2	20.2	4.8	53	731
8. KPOI-F (AOR)	63/ 5.1	5.7	4.4	6.7	5.4	5.5	63/931	931/13.2	11.2	14.5	6.4	76	1063
9. KGU (N/T)	47/ 3.8	2.9	3.5	2.9	2.4	3.3	47/760	760/10.8	10.9	6.8	4.9	58	855
10. KHFX-F (CL AOR)	43/ 3.5	4.8	4.6	4.7	4.4	4.4	43/625	625/ 8.9	9.2	9.4	4.6	54	621
11. KIKI (O)	40/ 3.3	3.6	2.3	2.3	3.0	2.9	40/561	561/ 7.9	7.9	7.4	1.6	19	685
12. KHVH (N/T)	39/ 3.2	2.3	3.1	2.4	2.8	2.8	39/740	740/10.5	10.8	8.8	3.3	39	702
13. KCCN (E)	28/ 2.3	3.9	3.0	4.6	4.7	3.5	28/499	499/ 7.1	6.4	11.7	3.0	36	483
14. KDEO-F (C)	24/ 2.0	1.3	1.7	2.5	1.6	1.9	24/392	392/ 5.6	4.6	6.7	1.4	16	316
15. KHHH-F (J/NA)	20/ 1.6	1.2	0.9	1.4	2.3	1.3	20/345	345/ 4.9	4.1	6.6	1.1	13	230

12+ FM SHARE (METRO): 68.48% (782 of 1142) (SPG 90: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AWD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KIKI-F>	1 KIKI-F>	1 KSSK-F<	1 KSSK-F	1 KSSK	1 KSSK	1 KSSK <	1 KIKI-F	1 KIKI-F>>	1 KSSK
2 KCCN-F	2 KCCN-F>	2 KCCN-F	2 KCCN-F	2 KCCN-F	2 KUMU-AF	2 KSSK-F>	2 KCCN-F<	2 KCCN-F	2 KUMU-AF	2 KCCN-F<
3 KQMQ-AF	3 KQMQ-AF	3 KSSK-F	3 KSSK	3 KSSK	3 KSSK-F	3 KIKI-F	3 KUMU-AF<	3 KSSK	3 KRTR-AF<	3 KSSK-F>
4	4 KSSK-F<	4 KSSK	4 KIKI-F	4 KUMU-AF	4 KCCN-F>	4 KSSK-F<	4 KUMU-AF	4 KQMQ-AF<	4 KQMQ-AF	4 KZOO
5	5 KPOI-F	5 KQMQ-AF	5 KUMU-AF	5 KIKI-F	5 KGU	5 KQMQ-AF	5 KIKI-F	5 KSSK-F>	5 KCCN-F	5 KIKI-F
6	6 KRTR-AF	6	6 KRTR-AF<	6 KRTR-AF<	6	6 KUMU-AF	5	6 KQMQ-AF	6	6
			7 KQMQ-AF	7 KQMQ-AF						

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 KIKI-F>>	1 KIKI-F>	1 KIKI-F>	1 KIKI-F	1 KSSK <	1 KIKI-F>>	1 KIKI-F	1 KCCN-F	1 KCCN-F	1 KCCN-F
2 KQMQ-AF	2 KSSK-F	2 KSSK-F	2 KSSK-F	2 KSSK-F	2 KCCN-F	2 KCCN-F	2 KUMU-AF	2 KIKI-F	2 KUMU-AF
3 KSSK-F	3 KQMQ-AF	KCCN-F	3 KCCN-F<	3 KCCN-F	3 KPOI-F>	3 KPOI-F>	3 KPOI-F	3 KSSK-F	KSSK-F
4 KPOI-F	KCCN-F	4 KQMQ-AF	4 KSSK <	4 KIKI-F	4 KQMQ-AF	4 KQMQ-AF	4 KIKI-F	4 KPOI-F	4 KSSK >
5 KCCN-F	5 KRTR-AF	5 KRTR-AF	5 KQMQ-AF	5 KQMQ-AF	5 KDEO-F>	5 KUMU-AF	5 KSSK	5 KSSK	5 KRTR-AF
6 KRTR-AF	6 KSSK	KSSK	6	6 KUMU-AF	6 KHFX-F	KHFX-F	KHFX-F	6 KUMU-AF	6 KPOI-F
	7	7	7	7 KRTR-AF	7	7	7 KRTR-AF	7	7
							KSSK-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP	12 (1)	225 (2)	237 (3)	20.8	22.9	KAIM 870 Honolulu	0.3/1.8/ 4/ 128
AOR/CLASSIC		106 (2)	106 (2)	9.3	10.3	KDEO 940 Waipahu	0.7/2.7/ 8/ 193
AC/OLDIES/ROCK	47 (2)	178 (2)	225 (4)	19.7	19.0	KISA 1540 Honolulu	0.4/1.3/ 5/ 91
MOR/VARIETY	129 (1)		129 (1)	11.3	10.6	KLHT 1040 Honolulu	0.3/1.0/ 4/ 71
COUNTRY	8 (1)	24 (1)	32 (2)	2.8	2.6	KNDI 1270 Honolulu	0.3/1.1/ 4/ 79
BLACK/URBAN	58 (5)	133 (1)	191 (6)	16.7	9.4	KOHO 1170 Honolulu	0.7/2.2/ 9/ 153
BEAUTIFUL/EASY	12 (1)	96 (1)	108 (2)	9.5	11.7	KZOO 1210 Honolulu	1.0/2.1/ 12/ 145
NEWS/TALK	86 (2)		86 (2)	7.5	5.5		
NOSTALGIA					0.9		
RELIGION/GOSPEL	8 (2)		8 (2)	0.7	3.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		20 (1)	20 (1)	1.8	2.4		
UNKNOWN/OTHERS					0.9		
	360 (15)	782 (10)	1142 (25)				

RADIO STATIONS

KCCN	1420, 5 KW	Ethnic	\$21.00	(Roslin)
KDEO	940, 10 KW	-- See KDEO-FM		
KGU	760, 10 KW	Talk	ABC CBS, \$20.00	(Banner)
KHVH	990, 5 KW	News	NBC ABC, \$26.00	(HNWH)
KIKI	830, 10 KW	Oldies	UNISUP UNILUT, \$21.00	(Christal)
KSSK	590, 7.5 KW/5 KW	MOR/Full Service	\$80.00	(Eastman)
KAIM-F	95.5, 100 KW @ -24	Religion	\$11.00	(---)
KCCN-F	100.3, 100 KW @ 2000	Ethnic	\$19.00	(K & P)
KDEO-F	102.7, 61 KW @ 1893	Country	MBS, \$24.00	(K & P)
KHFX-F	105.1, 100 KW @ 1965	Classic AOR	\$25.00	(MHR)
KHHH-F	98.5, 100 KW @ -279	Jazz/NAC	SMN, \$24.00	(HNWH)
KIKI-F	93.9, 100 KW @ -143	CHR	\$40.00	(Christal)
KPOI-F	97.5, 83 KW @ 46	AOR	\$41.00	(Banner)
KQMQ-F	93.1, 54 KW @ -119	CHR	\$64.00	(Katz)
KRTR-F	96.3, 75 KW @ 2140	AC	\$30.00	(Katz)
KSSK-F	92.3, 100 KW @ 1950	AC	\$35.00	(Eastman)
KUMU-F	94.7, 100 KW @ 78	EZ/Btfl	\$48.00	(Banner)

HOUSTON

Arbitron Rank/Pop (12-): 10/2,966,300

MSA Rank/Pop: B/3,700,000

ADI # 10

Average Person Ratings: 18.0

Market TSL: 23.50 hours

Stations: 32/31

Diaries: 2271/1306:1/47.0%

Sample Target: 2220

% Below Line: 0.4

% Not Listed: 11.4

1990 Revenue: \$124,000,000

HM Inc.: \$33,870

Retail \$: 26.5 Bill

Pop per Station: 95,687

#1 Biller: KIKK-AF \$13,500,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KILT-F (C)	506/ 9.5	7.5	7.5	8.6	7.3	8.3	582/7194	6317/21.3	17.3	18.3	6.6	380	4440
2. KIKK-F (C)	376/ 7.0	8.2	8.4	7.5	7.7	7.8	427/6310	5495/18.5	18.7	18.0	10.0	562	5742
3. KMJQ-F (B)	372/ 7.0	6.6	7.9	7.2	7.8	7.2	393/4420	4120/13.9	13.6	14.1	7.1	397	4758
4. KODA-F (SAC)	295/ 5.5	5.3	4.4	4.0	4.0	4.8	312/4912	4673/15.8	12.7	11.5	4.2	237	2776
5. KHMJ-F (AC)	255/ 5.3	4.2	6.6	3.8	2.9	5.0	302/5262	4952/16.7	17.9	10.2	5.3	297	4129
6. KLOL-F (AOR)	271/ 5.1	5.3	5.9	6.2	7.4	5.6	290/4725	4240/14.3	16.1	15.3	7.6	427	4754
7. KTRH (N/T)	235/ 4.4	5.4	5.2	5.9	4.6	5.2	288/5391	4696/15.8	15.4	14.9	4.0	222	3662
8. KQUE-F (BB)	203/ 3.8	4.6	3.3	4.1	3.3	3.9	230/2642	2445/ 8.2	6.8	7.4	3.0	171	1713
9. KRBE-F (CHR)	202/ 3.8	3.3	2.7	3.9	4.4	3.4	220/5400	4938/16.3	13.2	15.7	4.2	236	4817
10. KLDE-F (O)	200/ 3.7	3.2	5.0	3.3	3.6	3.8	226/3767	3531/11.9	11.6	10.7	2.9	165	1998
11. KKBQ-AF (CHR)	193/ 3.6	4.6	4.2	4.7	5.2	4.3	205/5066	4752/16.0	18.1	17.7	4.6	261	5019
12. KBXX-F (CHR)	190/ 3.6	2.3	2.0	2.9	3.4	2.7	199/2970	2779/ 9.4	6.9	10.7	3.3	183	2596
13. KZFX-F (CL AOR)	188/ 3.5	3.5	2.8	4.2	3.7	3.5	193/3376	3203/10.8	9.7	10.4	4.5	254	2698
14. KLTR-F (AC)	177/ 3.3	3.5	3.9	3.5	4.4	3.5	180/3060	2978/10.0	12.3	12.8	2.8	158	2118
15. KPRC (T)	164/ 3.1	2.6	2.4	2.3	2.5	2.6	169/3105	2967/10.0	7.7	7.8	2.4	135	1817
16. KHYS-F (B)	124/ 2.3	2.9	2.4	3.1	3.6	2.7	186/2879	2321/ 7.8	7.7	9.5	2.5	142	2990
17. KJZS-F (J)	96/ 1.8	0.8	-----	-----	-----	0.6	105/1601	1462/ 4.9	0.0	0.0	2.2	124	1331
18. KLAT (SP)	90/ 1.7	2.4	2.3	1.5	2.0	2.0	90/990	990/ 3.3	4.5	3.6	1.7	94	1334
19. KMCB-F (REL)	76/ 1.4	1.0	0.6	0.9	1.3	1.0	78/1009	991/ 3.3	2.7	3.4	1.0	54	776
20. KEYH (SP)	66/ 1.2	0.5	0.5	0.4	0.5	0.7	68/526	493/ 1.7	1.6	1.2	0.9	53	648
21. KQKQ-F (SP)	65/ 1.2	2.2	1.7	1.4	1.5	1.6	65/1088	1085/ 3.7	3.7	3.6	1.5	87	1362
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 80.99% (3829 of 4728) (SPG 90: 80.84%)

TEENS	*8-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 KRBE-F	1 KMJQ-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KMJQ-F	1 KILT-F
2 KBXX-F	2 KLOL-F	2 KMJQ-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KIKK-F
3 KKBQ-AF	3 KILT-F	3 KIKK-F	3 KMJQ-F	3 KODA-F	3 KTRH	3 KTRH	3 KLOL-F	3 KIKK-F	3 KMJQ-F	3 KPRC
4 KMJQ-F	4 KIKK-F	4 KLOL-F	4 KODA-F	4 KMJQ-F	4 KQUE-F	4 KTRH	4 KHMJ-F	4 KHMJ-F	4 KBXX-F	4 KMJQ-F
5	5 KHMJ-F	5 KHMJ-F	5 KHMJ-F	5 KHMJ-F	5 KODA-F	5 KMJQ-F	5 KMJQ-F	5 KHMJ-F	5 KIKK-F	5 KPRC
6	6 KZFX-F	6 KODA-F	6 KLOL-F	6 KLOL-F	6 KPRC	6 KHMJ-F	6 KQUE-F	6 KLOL-F	6 KRBE-F	6 KKBQ-F
7	7 KKBQ-AF	7 KZFX-F	7 KLDE-F	7 KLDE-F	7 KLOE-F	7 KODA-F	7 KLOL-F	7 KZFX-F	7	7 KLOL-F
8	8	8	8 KZFX-F	8	8	8	8	KTRH	8	KHMJ-F
								KRBE-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 KMJQ-F	1 KILT-F	1 KILT-F	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KILT-F	1 KILT-F
2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KMJQ-F	2 KMJQ-F	2 KILT-F	2 KLOL-F	2 KLOL-F
3 KRBE-F	3 KHMJ-F	3 KODA-F	3 KMJQ-F	3 KODA-F	3 KILT-F	3 KILT-F	3 KMJQ-F	3 KMJQ-F	3 KMJQ-F
4 KHMJ-F	4 KIKK-F	4 KLOL-F	4 KLOL-F	4 KMJQ-F	4 KZFX-F	4 KZFX-F	4 KZFX-F	4 KZFX-F	4 KIKK-F
5 KILT-F	5 KODA-F	5 KHMJ-F	5 KHMJ-F	5 KHMJ-F	5 KKBQ-AF	5 KKBQ-AF	5 KIKK-F	5 KIKK-F	5 KZFX-F
6 KKBQ-AF	6 KLTR-F	6 KLTR-F	6 KLOL-F	6 KLOL-F	6 KBXX-F	6 KIKK-F	6 KHMJ-F	6 KHMJ-F	6 KLOE-F
7 KHYS-F	7	7	7 KLDE-F	7 KLTR-F	7 KHYS-F	7 KHMJ-F	7 KRBE-F	7 KLOE-F	7 KODA-F
8 KODA-F	8	8	8	8	8 KRBE-F	8	8	8 KODA-F	8 KHMJ-F
KBXX-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP	10 (1)	575 (3)	585 (4)	12.4	14.0	KCOH 1430 Houston	0.9/2.6/ 46/ 764
AOR/CLASSIC		459 (2)	459 (2)	9.7	13.3	KIKK 650 Pasadena	0.8/1.9/ 44/ 607
AC/OLDIES/ROCK		957 (4)	957 (4)	20.2	12.9	KILT 610 Houston	0.6/3.4/ 38/1169
MOR/VARIETY						KLVL 1480 Pasadena/Houston	0.3/1.6/ 16/ 472
COUNTRY	75 (2)	902 (3)	977 (5)	20.7	17.9	KSEV 700 Tomball/Houston	1.0/2.8/ 51/ 842
BLACK/URBAN	99 (2)	496 (2)	595 (4)	12.6	15.0	KWMJ 1360 Baytown	0.6/2.0/ 31/ 580
BEAUTIFUL/EASY					4.5	KXYZ 1320 Houston	0.8/2.5/ 45/ 749
NEWS/TALK	450 (3)		450 (3)	9.5	8.0	KYOK 1590 Houston	1.0/3.3/ 53/ 986
NOSTALGIA		203 (1)	203 (1)	4.3	3.7	KYST 920 Texas Cty/Houst	0.3/0.8/ 17/ 239
RELIGION/GOSPEL	11 (1)	76 (1)	107 (2)	2.3	2.8		
SPANISH	234 (5)	65 (1)	299 (6)	6.3	6.8	KYKR-F 93.3 Pt.Arthur/Bmnt	0.4/1.3/ 58/ 886
CLASSICAL							
JAZZ/NEW AGE		96 (1)	96 (1)	2.0			
UNKNOWN/OTHERS					1.2		
	899 (14)	3829 (18)	4728 (32)				

HOUSTON

RADIO STATIONSAM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN, \$ 47.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 44.00 (SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$ N/A (Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F		
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Eastman)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 60.00 (Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC, MBS, \$ 180.00 (CBS)	Jacor (P)
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 63.00 (Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 47.00 (McGuilld)	Noble

FH STATIONS

KBXX, 97.9, 100 KW @ 1920, CHR	, \$ 160.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION	, \$ 30.00 (---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY	, \$ 215.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY	, \$ 185.00 (Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, CHR	, \$ 170.00 (McGuilld)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES	UNIULT, \$ 90.00 (Durpetti)	Entercom
KLQL, 101.1, 100 KW @ 1920, AOR	SOURCE, \$ 190.00 (CBS)	Jacor (P)
KLTR, 93.7, 100 KW @ 1720, AC	CBS, \$ 140.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK	, \$ 190.00 (Mc-Guilld)	Noble
KHMX, 96.5, 100 KW @ 1920, ADULT CHR	, \$ 85.00 (Mc-Guilld)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ	, \$ 160.00 (MMR)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA	ABC, \$ 81.00 (Banner)	
KRBE, 104.1, 100 KW @ 1920, CHR	, \$ 135.00 (Eastman)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL	, \$ 49.00 (CHBS)	
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR	, \$ 133.00 (Katz)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC	, \$ N/A (Banner)	(CONROE)
KQKQ, 106.5, 100 KW @ 709, HISPANIC	, \$ N/A (Caballero)	

KHYS-F -- See Beaumont

Miscellaneous: KFMK to KBXX and format from Oldies to CHR . . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 133/268,400

MSA Rank/Pop: 148/327,000
ADI # 48 (w/Charleston)
Average Person Ratings: 14.8
Market TSL: 20.25 hours

Stations: 20/17
Diaries: 736/365:1/58.0%
Sample Target: 715
% Below Line: 9.6
% Not Listed: 16.4

1990 Revenue: \$6,800,000
HH Inc.: \$23,741
Retail \$: 2.1 Bill
Pop per Station: 15,788
#1 Biller: WTCR-AF \$2,300,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	116/29.2	30.1	30.9	29.8	29.6	----	168/1681	1125/41.9	44.2	44.1	30.2	140	1396	WTCR-AF
2. WKEE-F (CHR)	64/16.1	18.2	20.6	22.6	18.7	----	95/1512	911/33.9	34.9	34.5	23.2	111	1141	WKEE-F
3. WRVC-F (AC)	44/11.1	10.2	11.4	13.2	12.0	----	91/1373	734/27.3	22.1	23.6	5.2	25	394	WRVC-F
4. WKLC-F (AOR)	22/ 5.5	5.5	4.7	5.9	5.8	----	54/765	347/12.9	12.7	11.2	5.0	43	461	WKLC-F
5. WEMH-F (REL)	12/ 3.0	5.5	5.4	2.8	4.6	----	21/515	263/ 9.8	10.4	14.5	5.2	25	381	WEMH-F
6. WAEZ-AF (AC)	10/ 2.6	1.2	1.6	2.5	4.4	----	18/294	202/ 7.5	6.5	5.1	0.4	2	74	WAEZ-AF
7. WPAY-F (C)	10/ 2.5	2.5	1.8	1.8	2.3	----	55/780	197/ 7.3	11.2	9.3	2.3	11	278	WPAY-F
WXVK-F (AC)	10/ 2.5	0.7	0.9	----	----	----	10/219	204/ 7.6	4.1	3.8				WXVK-F
9.														
10.														

12+ FM SHARE (METRO): 91.27% (303 of 332) (SPG 90: 91.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>
2	2 WKEE-F>	2 WKEE-F>	2 WRVC-F>	2 WRVC-F>	2 WRVC-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2
3	3 WRVC-F>	3 WRVC-F>	3 WKEE-F>	3 WKEE-F>	3 WKEE-F>	3 WRVC-F>	3 WRVC-F>	3 WRVC-F>	3 WKLC-F>	3
4	4 WKLC-F>	4 WKLC-F>	4	4	4 WEMH-F>	4	4	4	4 WRVC-F>	4

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 WKEE-F>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2 WTCR-AF>	2 WKEE-F>	2 WKEE-F>	2 WRVC-F>	2 WRVC-F>	2 WKLC-F>	2 WKLC-F>	2 WRVC-F>	2 WRVC-F>	2 WRVC-F>
3 WKVC-F>	3 WRVC-F>	3 WRVC-F>>	3 WRVC-F>	3 WKEE-F>	3 WKEE-F>	3 WKEE-F>	3 WKLC-F>	3 WKEE-F>	3 WKEE-F>
4 WKLC-F>	4 WKLC-F>	4 WKLC-F>	4	4	4	4 WRVC-F>	4 WKEE-F>	4 WKLC-F>	4 WKLC-F>
5 WKLC-F>	5 WKVC-F>	5	5	5	5	5	5 WGR-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (1)	64 (1)	19.3	24.1	WCHI-F 92.7	Ashland 1.0/4.4/ 4/ 121
AOR/CLASSIC		28 (2)	28 (2)	8.4	6.0	WGOH 1370	Grayson 1.0/2.1/ 5/ 69
AC/OLDIES/SOFT ROCK	5 (2)	69 (5)	74 (7)	22.3	16.8	WIRO 1230	Ironton 1.0/2.9/ 4/ 77
MOR/VARIETY					1.8	WKEE 800	Huntington 1.0/4.4/ 4/ 119
COUNTRY	12 (2)	118 (2)	130 (4)	39.2	39.9	WLGC-F 105.5	Greenup 1.8/4.8/ 13/ 244
BLACK/URBAN						WMLV-F 107.1	Greenup 1.3/3.4/ 8/ 117
BEAUTIFUL/EASY		12 (2)	12 (2)	3.6	0.8	WRVC 930	Huntington 1.5/6.5/ 6/ 195
NEWS/TALK	6 (1)		6 (1)	1.8		WTCV 1520	Greenup 0.5/1.5/ 2/ 41
NOSTALGIA						WUGO-F 102.3	Grayson 0.5/2.0/ 3/ 61
RELIGION/GOSPEL	2 (1)	12 (1)	14 (2)	4.2	7.6	WGTR-F 101.5	Gallipolis 1.5/4.3/ 21/ 348
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.8		
UNKNOWN/OTHERS	4 (1)		4 (1)	1.2	1.0		
	29 (7)	303 (13)	332 (20)				

RADIO STATIONS

WKEE , 800, 5 KW/185 W (DA-2),	Oldies	UNIULT CNN, \$12.00	(Durpett1)	Adventure
WTCR , 1420, 5 KW/500 W (DA-N),	--- See WTCR-F			
WRVC , 930, 5 KW/1 KW	--- See WRVC-F			
WAEZ-F, 106.3, 300 W @ 981	Oldies	UNIULT MBS, \$10.00	(---)	(MILTON)
WEMH-F, 107.9, 50 KW @ 500	Religion	, \$16.00	(---)	Mortenson
WKEE-F, 100.5, 53 KW @ 560	CHR	ABC, \$40.00	(Durpett1)	Adventure
WRVC-F, 93.7, 100 KW @ 742	AC	NBC, \$25.00	(Banner)	
WTCR-F, 103.3, 50 KW @ 492	Country	ABC, \$50.00	(Katz)	CRB
WXVK-F, 97.1, 3 KW @ 328	AC	, \$15.00	(---)	(COAL GROVE, OH)

WKLC -- See Charleston, WV

HUNTSVILLE

Arbitron Rank/Pop (12+): 106/338,200

MSA Rank/Pop: 182/356,000 (e)
ADI # 80 (w/Decatur)
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 19/14
Diaries: 866/390:1/59.1%
Sample Target: 760
% Below Line: 4.7
% Not Listed: 13.5

1990 Revenue: \$9,900,000
HH Inc.: \$31,600
Retail \$: 2.8 B11
Pop per Station: 24,157
#1 Biller: WDRM-AF \$3,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F (C)	143/24.7	25.2	22.6	----	23.1	18.1	230/2209	1293/38.2	37.2	35.3	26.7	155	1258	WDRM-F
2. WZYP-F (CHR)	78/13.5	17.6	17.2	----	16.2	12.1	144/1943	1159/34.3	37.3	38.4	18.4	107	1215	WZYP-F
3. WRSA-F (EZ)	55/ 9.5	11.8	6.5	----	10.5	6.9	84/833	575/17.0	13.2	18.2	5.5	32	507	WRSA-F
4. WAHR-F (AC)	46/ 8.0	6.1	5.3	----	3.8	4.8	61/713	577/17.1	11.6	10.4	5.5	32	565	WAHR-F
5. WTAK (AOR)	39/ 6.7	2.9	7.2	----	6.7	4.2	40/321	311/ 9.2	7.0	8.0	3.4	20	194	WTAK
6. WEUP (B)	37/ 6.4	5.0	5.3	----	4.2	4.2	38/400	362/10.7	9.3	8.0	5.2	30	459	WEUP
7. WBHP (C)	22/ 3.8	5.0	6.0	----	4.9	3.7	22/327	327/ 9.7	11.3	9.0	4.0	23	272	WBHP
8. WENN-F (B)	17/ 2.9	4.0	2.9	----	4.9	2.5	32/377	213/ 6.3	8.6	9.7	4.8	28	459	WENN-F
9. WHVK-F (C)	13/ 2.2	4.2	5.5	----	3.2	3.0	22/463	291/ 8.6	14.5	11.3	7.1	41	412	WHVK-F
10. WAAJ (REL)	12/ 2.1	0.9	1.2	----	----	1.0	14/129	98/ 2.9	2.9	0.0				WAAJ

12+ FM SHARE (METRO): 75.20% (376 of 500) (SPG 90: 75.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WDRM-F
2 WEUP	2 WZYP-F>	2 WZYP-F>	2 WAHR-F	2 WAHR-F	2 WRSA-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F>	2 WZYP-F>>	2 WRSA-F
3 WDRM-F	3 WTAK >	3 WAHR-F	3 WZYP-F>	3 WZYP-F>	3 WAHR-F>	3 WRSA-F>	3 WRSA-F	3 WRSA-F	3 WRSA-F	3 WZYP-F
4	4 WAHR-F	4 WTAK >	4 WTAK	4 WRSA-F	4 WBHP	4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WEUP	4
5	5 WEUP	5 WEUP	5 WEUP	5 WTAK	5	5	5	5	5 WAAJ	5

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 WZYP-F>	1 WDRM-F<	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WTAK	1 WDRM-F	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>
2 WDRM-F>>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F	2 WAHR-F	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WTAK	2 WZYP-F
3 WENN-F	3 WAHR-F>	3 WAHR-F	3 WAHR-F>	3 WZYP-F>	3 WDRM-F>>	WTAK	3 WTAK >	3 WZYP-F>	WTAK
WEUP	4 WEUP	4	4 WEUP	4 WRSA-F	4 WEUP	4	4 WENN-F	4 WAHR-F	4 WAHR-F
5	5	5	5	5 WEUP	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		80 (2)	80 (2)	16.0	18.7	WAVD 1400	Decatur 0.3/2.5/ 2/ 114
AOR/CLASSIC	39 (1)	6 (2)	45 (3)	9.0	8.2	WKGL 1450	Huntsville 0.7/3.8/ 5/ 138
AC/OLDIES/SOFT ROCK		54 (2)	54 (2)	10.8	10.3	WNDA-F 95.1	Huntsville 1.0/4.0/ 7/ 169
MOR/VARIETY						WQLT-F 107.3	Florence/HusSho 1.4/8.6/ 41/ 666
COUNTRY	22 (1)	158 (3)	180 (4)	36.0	31.2	WVNN 770	Athens/Huntsville 1.4/6.9/ 9/ 270
BLACK/URBAN	37 (1)	17 (1)	54 (2)	10.8	14.1		
BEAUTIFUL/EASY		55 (1)	55 (1)	11.0	11.7	WKDF-F 103.3	Nashville 0.7/1.4/ 35/ 362
NEWS/TALK	8 (1)		8 (1)	1.6	2.4	WQEN-F 103.7	Gadsden/Annstn 0.3/1.7/ 23/ 394
NOSTALGIA						WQSB-F 105.1	Albertville/Gdsdn 0.3/1.6/ 45/ 448
RELIGION/GOSPEL	12 (1)	6 (1)	18 (2)	3.6	2.4	WZRR-F 99.5	Birmingham 0.3/2.5/ 16/ 264
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	6 (2)		6 (2)	1.2	1.0		
	124 (7)	376 (12)	500 (19)				

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 29.00 (Katz)	
WDKT, 1360, 1 KW/128 W	BLACK	\$ 12.00 (---)	
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (---)	
WTAK, 1000, 10 KW (DAYS,DA)	AOR	\$ 16.00 (Regional)	
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC BRN, \$ (Christal)	(ATHENS)
WAHR-F, 99.1, 100 KW @ 985, AC		NBC, \$ 27.00 (Torbet)	
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		\$ 53.00 (HNWH)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 981, AOR		ABC, \$ 15.00 (Christal)	(TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 110, RELIGION		\$ 11.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES		ABC, \$ 13.00 (Torbet)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 994, EZ		CBS, \$ 20.00 (---)	
WZYP-F, 104.3, 100 KW @ 1118, CHR		ABC, \$ 50.00 (Christal)	(ATHENS)

Miscellaneous: WKQD to WHVK-F and format from AC to Country (March) . . .

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,032,200

MSA Rank/Pop: 40/1,260,000

ADI # 26

Average Person Ratings: 17.2

Market TSL: 22.75 hours

Stations: 20/18

Diaries: 1648/626:1/53.9%

Sample Target: 1575

% Below Line: 0.8

% Not Listed: 9.0

1990 Revenue: \$50,300,000

HH Inc.: \$32,434

Retail \$: 11.4 Bill

Pop per Station: 57,344

#1 Biller: WFBQ-F \$10,200,000

12+ METRO	I/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WIBC (FS)	265/14.9	13.4	13.1	11.0	15.2	13.1	287/2967	2493/24.2	25.1	23.8	12.4	225	2103
2. WFBQ-F (AOR)	237/13.4	10.6	10.2	14.3	15.2	12.1	438/5037	2675/25.9	22.6	26.9	12.6	228	3065
3. WFMS-F (C)	195/11.0	13.1	13.3	11.8	13.2	12.3	309/3334	2225/21.6	23.6	21.7	13.1	237	2393
4. WZPL-F (CHR)	184/10.4	11.6	10.4	12.7	11.4	11.3	266/3711	2566/24.9	24.5	26.6	13.5	245	2554
5. WTLC-F (B)	132/ 7.4	9.2	8.1	9.0	6.6	8.4	141/1447	1346/13.0	12.7	12.9	10.7	194	2203
6. WENS-F (AC)	131/ 7.4	8.0	7.8	8.3	6.1	7.9	170/2761	2065/20.0	19.9	17.6	6.6	119	1802
7. WTPI-F (SAC)	112/ 6.3	7.3	6.3	5.3	5.7	6.3	126/1694	1376/13.3	14.3	11.9	6.8	123	1204
8. WKLR-F (O)	105/ 5.9	5.5	5.5	5.5	6.6	5.6	159/2622	1554/15.1	15.4	15.4	5.1	93	1592
9. WFXF-F (AOR)	83/ 4.7	4.1	5.8	3.2	3.1	4.4	104/1892	1323/12.8	15.2	7.9	5.0	91	1173
10. WTUX (BB)	67/ 3.8	3.0	3.2	3.5	2.5	3.4	74/779	647/ 6.3	5.8	5.8	1.6	29	518
11. WNDE (T)	27/ 1.5	1.5	1.3	1.9	1.1	1.5	30/608	547/ 5.3	4.9	5.2	1.9	35	346
12. WXIR-F (REL)	16/ 0.9	0.5	0.9	1.1	0.7	0.9	17/315	280/ 2.7	2.6	3.1	0.8	15	320
13. WSYW-F (CL)	13/ 0.7	0.5	0.8	1.3	0.5	0.8	14/207	195/ 1.9	2.9	1.9	0.4	7	241
14. WPZZ-F (REL)	12/ 0.7	0.7	0.7	----	0.8	0.5	12/187	179/ 1.7	2.1	3.3			
15.													

12+ FM SHARE (METRO): 76.64% (1237 of 1614) (SPG 90: 77.64%)

TEENS	13-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F>	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WIBC <	1 WZPL-F>	1 WIBC >>
2 WTLC-F	2 WZPL-F>	2 WZPL-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WIBC >	2 WIBC	2 WFBQ-F	2 WIBC	2 WZPL-F
3 WFBQ-F	3 WENS-F<	3 WENS-F<	3 WENS-F	3 WIBC	3 WTPI-F	3 WFMS-F	3 WFMS-F	3 WZPL-F<	3 WENS-F	3 WTLC-F<
4	4 WTLC-F<	4 WFMS-F	4 WKLR-F	4 WENS-F<	4 WFBQ-F<	4 WZPL-F>	4 WZPL-F<	4 WFMS-F>	4 WTLC-F	4 WENS-F<
5	5 WFXF-F	5 WTLC-F	5 WTPI-F<	5 WTPI-F	5 WTUX	5 WTLC-F	5 WENS-F	5 WENS-F	5 WFMS-F<	5 WFMS-F
6	6 WFMS-F	6 WTPI-F	6 WZPL-F<	6 WKLR-F	6 WKLR-F	6 WENS-F<	6 WTPI-F<	6 WTLC-F	6 WFBQ-F>	6
7	7	7 WIBC <	7 WTLC-F<	7 WTLC-F	7 WENS-F	7 WTPI-F	7 WKLR-F	7 WTPI-F<	7 WTPI-F	7
8	8	8 WFXF-F	8 WIBC	8 WZPL-F	8	8	8	8 WKLR-F	8	8
			9 WFXF-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 WZPL-F>>	1 WZPL-F<	1 WFBQ-F>	1 WZPL-F	1 WIBC	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WENS-F<	2 WFBQ-F	2 WENS-F<	2 WFBQ-F	2 WTPI-F	2 WZPL-F>	2 WFXF-F	2 WFXF-F>	2 WFMS-F	2 WFMS-F>
3 WFBQ-F>	3 WENS-F>	3 WZPL-F	3 WENS-F	3 WFBQ-F<	3 WTLC-F	3 WZPL-F	3 WTLC-F	3 WTLC-F<	3 WIBC
4 WKLR-F	4 WTLC-F	4 WTLC-F	4 WKLR-F	4 WENS-F<	4 WFXF-F	4 WTLC-F>	4 WENS-F	4 WFXF-F	4 WTLC-F<
5 WTLC-F	5 WFMS-F	5 WFMS-F	5 WTPI-F<	5 WFMS-F<	5 WFMS-F>	5 WENS-F<	5 WZPL-F	5 WZPL-F	5 WKLR-F<
6 WFMS-F	6 WKLR-F	6 WIBC	6 WFMS-F	6 WZPL-F	6 WENS-F	6 WFMS-F	6 WFMS-F	6 WENS-F	6 WFXF-F
7 WFXF-F	7 WFXF-F	7 WKLR-F	7 WIBC	7 WKLR-F	7	7	7 WTPI-F	7 WKLR-F	7 WENS-F
8	8	8 WFXF-F	8 WTLC-F	8 WTLC-F	8	8	8	8 WIBC <	8 WTPI-F
		9 WTPI-F						9 WTPI-F	

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 91
TOP 40/CHR/CONTEMP		184 (1)	184 (1)	11.4	13.8	WBRI	1500 Indianapolis	0.3/0.8/ 7/	91
AOR/CLASSIC	3 (1)	330 (3)	333 (4)	20.6	16.3	WFXF	1430 Indianapolis	0.2/0.8/ 4/	138
AC/OLDIES/SOFT ROCK		348 (3)	348 (3)	21.6	23.2	WSYW	810 Indianapolis	0.1/0.5/ 1/	56
MOR/VARIETY	273 (2)		273 (2)	16.9	16.8	WTTS-F	92.3 Bloomington	0.6/4.0/ 45/	1072
COUNTRY		202 (2)	202 (2)	12.5	15.1				
BLACK/URBAN		132 (1)	132 (1)	8.2	7.1	WKKG-F	101.5 Columbus	0.4/1.9/100/	1018
BEAUTIFUL/EASY					0.8	WLW	700 Cincinnati	0.5/2.4/ 35/	666
NEWS/TALK	27 (1)		27 (1)	1.7	1.2				
NOSTALGIA	67 (1)		67 (1)	4.2	2.6				
RELIGION/GOSPEL	6 (1)	28 (2)	34 (3)	2.1	2.5				
SPANISH									
CLASSICAL	1 (1)	13 (1)	14 (2)	0.9	0.5				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	377 (7)	1237 (13)	1614 (20)						

INDIANAPOLIS

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS, DA) , RELIGION	, \$ 20.00 (---	
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC TALKNT, \$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS, \$ 34.00 (Katz)	Great American
WNTS, 1590, 5 KW/500 W (DA-2), RELIGION	, \$ 22.00 (---	
WSYW, 810, 250 W (DAYS) , RAP	UPI ABC, \$ 15.00 (CMBS)	Universal
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP, \$ 30.00 (MMR)	Panache
WXTZ, 1430, 1 KW (DA-N) , EZ	ABC UNISUP, \$ 30.00 (Christal)	WIN/ML
WENS-F, 97.1, 23 KW @ 739, AC	, \$ 100.00 (McGuilid)	Emmis
WFBQ-F, 94.7, 41 KW @ 900, AOR	SOURCE, \$ 160.00 (Katz)	Great American
WFMS-F, 95.5, 13 KW @ 990, COUNTRY	, \$ 115.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1022, OLDIES	, \$ 107.00 (Durpetti)	Sconnix
WFXF-F, 103.3, 18 KW @ 840, CL AOR	ABC, \$ 49.00 (Banner)	ML/WIN
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN NBN, \$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 604, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 450, BLACK	, \$ 58.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 762, SOFT AC	, \$ 58.00 (Torbet)	Mystar
WXIR-F, 96.3, 3 KW @ 290, RELIGION	, \$ 15.00 (---	(PLAINFIELD)
WZPL-F, 99.5, 13 KW @ 990, CHR	APR, \$ 88.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1090, CHR	, \$ 34.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

JACKSON

Arbitron Rank/Pop (12+): 115/324,600

HSA Rank/Pop: 121/406,000

ADI # 86

Average Person Ratings: 18.1

Market TSL: 24.00 hours

Stations: 18/18

Diaries: 805/403:1/47.7%

Sample Target: 760

% Below Line: 0.0

% Not Listed: 19.6

1990 Revenue: \$11,400,000

HM Inc.: \$28,902

Retail \$: 3.0 Bill

Pop per Station: 18,033

#1 Biller: WMSI-F \$3,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F (C)	107/18.2	16.9	17.5	----	16.9	13.1	230/2408	1021/31.5	28.7	26.3	13.9	84	1013	WMSI-F
2. WJMI-F (B)	68/11.6	14.2	15.1	----	16.2	10.2	120/1405	764/23.5	22.6	28.1	19.9	120	1120	WJMI-F
3. WOAD (G/E)	57/ 9.7	7.7	7.5	----	5.9	6.2	60/534	489/15.1	15.7	11.2	6.1	37	449	WOAD
4. WTYX-F (C)	33/ 5.6	3.8	4.4	----	6.2	3.5	70/977	532/16.4	16.8	17.3	2.8	17	389	WTYX-F
WOHT-F (CHR)	33/ 5.6	4.5	5.4	----	5.9	3.9	60/976	549/16.9	14.7	17.1	5.6	34	553	WOHT-F
6. WLIN-F (EZ)	29/ 4.9	3.4	3.2	----	3.7	2.9	35/497	372/11.5	9.2	8.3	4.0	24	404	WLIN-F
7. WSTZ-F (AOR)	28/ 4.8	8.5	7.3	----	6.7	5.2	46/651	389/12.0	12.8	10.8	10.3	62	495	WSTZ-F
8. WKXI-F (E)	27/ 4.6	2.5	2.4	----	2.8	2.4	58/709	451/13.9	8.1	10.2	2.6	16	418	WKXI-F
9. WJDX-F (AC)	25/ 4.3	3.2	3.1	----	4.0	2.7	46/765	451/13.9	14.0	9.6	4.0	24	480	WJDX-F
10. WKXI (E)	18/ 3.1	4.5	5.4	----	6.4	3.3	19/343	300/ 9.2	15.7	16.6	5.6	34	521	WKXI
11. WSLI (T)	12/ 2.0	2.3	1.4	----	1.8	1.4	13/277	247/ 7.6	5.3	5.7	1.0	6	255	WSLI
12. WJNT (T)	10/ 1.7	1.3	3.2	----	1.7	1.5	10/224	207/ 6.4	7.4	3.7	1.7	10	220	WJNT
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.96% (364 of 473) (SPG 90: 75.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMI-F	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WJMI-F	1 WJMI-F
2 WOHT-F	2 WMSI-F	2 WJMI-F	2 WTYX-F	2 WOAD	2 WOAD	2 WJMI-F	2 WOAD	2 WMSI-F	2 WMSI-F	2 WMSI-F
3	3 WSTZ-F	3 WTYX-F	3 WJMI-F	3 WTYX-F	3 WLIN-F	3 WOAD	3 WLIN-F	3 WOAD	3 WOHT-F	3 WKXI-F
4	4 WJDX-F	4 WSTZ-F	4 WOAD	4 WJMI-F	4 WTYX-F	4 WTYX-F	4 WJMI-F	4 WTYX-F	4 WKXI-F	4
5	5 WOHT-F	5 WOAD	5 WJDX-F	5	5	5 WJDX-F	5 WTYX-F	5 WOHT-F	5 WOAD	5
	WKXI-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 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F	1 WJMI-F	1 WJMI-F	1 WSTZ-F	1 WMSI-F	1 WMSI-F
2 WMSI-F	2 WJMI-F	2 WJDX-F	2 WJMI-F	2 WOAD	2 WOHT-F	2 WSTZ-F	WJMI-F	WJMI-F	2 WJMI-F
3 WSTZ-F	3 WJDX-F	3 WOAD	3 WTYX-F	3 WTYX-F	3 WSTZ-F	3 WMSI-F	3 WMSI-F	3 WSTZ-F	3 WSTZ-F
4 WOHT-F	4 WOAD	4 WJMI-F	4 WOAD	4 WJDX-F	4 WMSI-F	4 WOHT-F	4 WKXI-F	4 WTYX-F	4 WOAD
WKXI-F	5 WSTZ-F	5	5 WJDX-F	5 WJMI-F	5	5 WKXI-F	5 WJDX-F	5 WKXI-F	5 WTYX-F
	WKXI-F								WKXI-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	7.0	14.2	WHJT-F 93.5	Clinton/Jackson	1.4/4.4/ 8/ 163
AOR/CLASSIC		28 (1)	28 (1)	5.9	7.9	WIIN-F 98.7	Vicksburg	1.0/5.9/ 16/ 361
AC/OLDIES/ROCK	1 (1)	58 (2)	59 (3)	12.5	10.0	WJDS 620	Jackson	0.2/2.9/ 1/ 99
MOR/VARIETY						WJXN 1450	Jackson	0.5/2.5/ 3/ 81
COUNTRY		113 (2)	113 (2)	23.9	22.6	WMGO 1370	Canton	0.7/1.8/ 4/ 57
BLACK/URBAN	18 (1)	95 (2)	113 (3)	23.9	26.6	WZRX 1590	Jackson	0.7/2.2/ 4/ 72
BEAUTIFUL/EASY		29 (1)	29 (1)	6.1	4.3			
NEWS/TALK	25 (3)		25 (3)	5.3	2.0			
NOSTALGIA					0.8			
RELIGION/GOSPEL	57 (1)	8 (1)	65 (2)	13.7	10.2			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	8 (2)		8 (2)	1.7	1.4			
	109 (8)	364 (10)	473 (18)					

RADIO STATIONS

WJDS , 620, 5 KW/1 KW (DA-N), Soft AC	ABC MBS, \$15.00	(Mc-Guild)	Capstar
WJNT , 1180, 50 KW/5 KW (DA-2), Talk	APR, \$14.00	(---)	
WKXI , 1300, 5 KW/1 KW , Black	UNISUP SBN, \$16.00	(Banner)	Opus
WOAD , 1400, 1 KW , Gospel/Black	ABC, \$15.00	(Durpett1)	Holt
WSLI , 930, 5 KW (DA-N), Talk	TALKNT MBS, \$ NA	(Eastman)	
WJMI-F, 99.7, 38 KW @ 1060 , Black	ABC CBS, \$45.00	(Durpett1)	Holt
WLIN-F, 101.7, 3 KW @ 300 , EZ	UNIULT, \$15.00	(Regional)	(GLUCKSTADT)
WKXI-F, 107.5, 100 KW @ 951 , Black	, \$15.00	(Eastman)	(MAGEE)
WMSI-F, 102.9, 100 KW @ 1800 , Country	ABC, \$70.00	(Mc-Guild)	Capstar
WOHT-F, 95.5, 130 KW @ 1058 , CHR	UNIPWR, \$23.00	(HNWH)	Jenne
WJDX-F, 96.3, 100 KW @ 1415 , AC	, \$32.00	(---)	Spur
WSTZ-F, 106.7, 100 KW @ 1064 , AOR	UNISUP, \$33.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1117 , Oldies	ABC, \$44.00	(Banner)	Opus

Miscellaneous: WJMW-F to WKXI and format from AC to Black (May) . . . WOKJ sold for \$35,000 . . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 49/800,700

Stations: 23/22
Diaries: 1179/679:1/46.2%
Sample Target: 1145
% Below Line: 0.4
% Not Listed: 17.9

1990 Revenue: \$24,500,000
HH Inc.: \$31,680
Retail \$: 7.4 Bil
Pop per Station: 36,395
#1 Biller: WAPE-F \$4,600,000

MSA Rank/Pop: 57/947,000

ADI # 56

Average Person Ratings: 16.4

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WQIK-F (C)	179/13.7	11.4	11.3	9.9	8.7	11.6	223/2360	1851/23.1	20.5	15.4	10.7	149	1476
2. WAPE-F (CHR)	133/10.2	9.5	11.3	11.5	12.8	10.6	151/2413	2130/26.6	24.3	26.9	13.9	193	2643
3. WFVY-F (AOR)	94/ 7.2	9.5	7.7	6.4	8.9	7.7	106/1409	1274/15.9	15.6	17.7	11.4	158	1696
4. WIVY-F (AC)	93/ 7.1	5.4	5.6	5.2	5.7	5.8	98/1565	1459/18.2	14.9	15.0	5.4	75	1154
5. WEJZ-F (SAC)	85/ 6.5	6.4	8.1	8.8	8.6	7.5	93/1633	1497/18.7	19.1	17.6	6.3	87	797
6. WKQL-F (O)	82/ 6.3	4.5	7.6	8.5	6.7	6.7	88/1436	1263/15.8	17.8	15.2	5.5	76	1127
7. WHJX-F (B)	77/ 5.9	7.4	6.5	5.8	5.4	6.4	106/1250	936/11.7	11.5	10.3	8.5	118	1184
8. WCRJ-F (C)	66/ 5.0	5.7	4.6	5.5	3.6	5.2	76/1186	1022/12.8	9.1	8.8	3.6	50	971
9. WOKV (N/T)	46/ 3.5	4.5	4.1	5.0	2.4	4.3	48/729	676/ 8.4	10.0	6.5	4.3	60	714
10. WZAZ-F (B)	44/ 3.4	3.1	2.9	3.6	3.8	3.3	47/689	637/ 8.0	6.6	10.2	3.1	43	980
11. WAIA-F (CL AOR)	37/ 2.8	1.9	0.5	----	----	1.3	41/710	660/ 8.2	1.7	0.0	4.1	57	732
12. WSVE (G)	28/ 2.1	1.9	2.3	2.2	2.4	2.1	28/227	223/ 2.8	3.4	4.3	1.0	14	309
13. WZAZ (B)	27/ 2.1	1.2	2.6	2.4	3.1	2.1	27/320	320/ 4.0	5.8	5.4	1.7	24	515
14. WCGL (G)	27/ 2.1	2.8	2.5	1.6	2.9	2.3	27/292	292/ 3.6	4.3	4.9	1.1	15	225

12+ FH SHARE (METRO): 84.09% (904 of 1075) (SPG 90: 83.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F
2 WFVY-F	2 WFVY-F	2 WAPE-F	2 WIVY-F	2 WIVY-F	2 WKQL-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WFVY-F	2 WOKV
3 WHJX-F	3 WIVY-F	3 WFVY-F	3 WAPE-F	3 WKQL-F	3 WEJZ-F	3 WIVY-F	3 WEJZ-F	3 WIVY-F	3 WHJX-F	3 WHJX-F
4	4 WQIK-F	4 WIVY-F	4 WKQL-F	4 WAPE-F	4 WOKV	4 WEJZ-F	4 WFVY-F	4 WFVY-F	4 WQIK-F	4 WZAZ
5	5 WHJX-F	5 WKQL-F	5 WFVY-F	5 WEJZ-F	5 WIVY-F	5 WKQL-F	5 WIVY-F	5 WHJX-F	5 WIVY-F	5 WCRJ-F
6	6 WEJZ-F	6 WHJX-F	6 WEJZ-F	6 WFVY-F	6 WCRJ-F	6 WFVY-F	6 WKQL-F	6 WEJZ-F	6 WCRJ-F	6
7	7 WCRJ-F	7 WEJZ-F	7 WHJX-F	7	7	7 WCRJ-F	7 WOKV	7 WKQL-F	7 WEJZ-F	7

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 WAPE-F>>	1 WAPE-F	1 WIVY-F	1 WAPE-F	1 WIVY-F	1 WFVY-F	1 WFVY-F	1 WFVY-F	1 WFVY-F	1 WQIK-F
2 WHJX-F	2 WIVY-F	2 WAPE-F	2 WQIK-F	2 WQIK-F	2 WQIK-F	2 WAPE-F	2 WAPE-F	2 WQIK-F	2 WFVY-F
3 WQIK-F	3 WQIK-F	3 WQIK-F	3 WIVY-F	3 WEJZ-F	3 WHJX-F	3 WQIK-F	3 WQIK-F	3 WAPE-F	3 WAPE-F
4 WCRJ-F	4 WHJX-F	4 WHJX-F	4 WKQL-F	4 WKQL-F	4 WAPE-F	4 WIVY-F	4 WIVY-F	4 WAIA-F	4 WKQL-F
5 WFVY-F	5 WCRJ-F	5 WEJZ-F	5 WEJZ-F	5 WAPE-F	5 WAIA-F	5 WHJX-F	5 WAIA-F	5 WKQL-F	5 WOKV
6 WIVY-F	6 WEJZ-F	6 WCRJ-F	6 WHJX-F	6	6 WEJZ-F	6 WEJZ-F	6 WEJZ-F	6 WHJX-F	6 WIVY-F
								7 WIVY-F	7 WCRJ-F

FORMATS	AM	FH	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		138 (2)	138 (2)	12.8	15.9	WAOC 1420 St Augustine	0.5/0.9/ 7/ 70
AOR/CLASSIC		131 (2)	131 (2)	12.2	15.1	WFOY 1240 St. Augustine	0.5/1.2/ 9/ 130
AC/OLDIES/ROCK		265 (4)	265 (4)	24.7	27.8	WJAX 1220 Jacksonville	0.5/1.4/ 7/ 120
MOR/VARIETY						WOKV-F 100.7 Brunswick	0.3/2.0/ 4/ 180
COUNTRY	6 (1)	245 (2)	251 (3)	23.3	15.4	WPDQ 690 Jacksonville	0.8/3.3/ 16/ 329
BLACK/URBAN	27 (1)	121 (2)	148 (3)	13.8	15.0	WQIK 1320 Jacksonville	0.5/2.5/ 8/ 231
BEAUTIFUL/EASY	6 (1)		6 (1)	0.6		WROS 1050 Jacksonville/Daytona	0.5/2.0/ 6/ 158
NEWS/TALK	57 (2)	4 (1)	61 (3)	5.7	3.0	WSOS-F 105.5 St Augustine	0.4/1.5/ 5/ 118
NOSTALGIA	7 (1)		7 (1)	0.7	0.8		
RELIGION/GOSPEL	61 (3)		61 (3)	5.7	7.0	WNFI-F 99.9 Palatka	0.4/2.3/ 13/ 279
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	7 (1)		7 (1)	0.7			
	171 (10)	904 (13)	1075 (23)				

RADIO STATIONS

WCGL , 1360, 5 KW (DAYS)	Gospel	SBN, \$ 15.00	(K & P)
WOKV , 600, 5 KW (DA-N)	News/Talk	ABC CBS, \$ 25.00	(HMR)
WSVE , 1280, 5 KW (DAYS)	Gospel	NBN UNIPWR, \$ 13.00	(Republic)
WZAZ , 1400, 1 KW	Black	CBS, \$ 14.00	(K & P)
WAIA-F, 93.3, 50 KW @ 500	Classic AOR		(ST. MARY)
WAPE-F, 95.1, 100 KW @ 984	CHR		(HNWH) Evergreen
WCRJ-F, 107.3, 100 KW @ 705	Country		(Banner) Hoker
WEJZ-F, 96.1, 100 KW @ 984	Soft AC	UNISUP, \$ 47.00	(Katz) Renda
WFVY-F, 104.5, 100 KW @ 1014	AOR	NBC, \$ 74.00	(Christal) Metroplex
WHJX-F, 101.5, 100 KW @ 1863	Black	ABC, \$ 30.00	(Durpetti) (BRUNSWICK, GA)
WOKV-F, 100.7, 36 KW @ 1463	News/Talk	ABC, \$ 36.00	(---) Osborn (BRUNSWICK, GA)
WIVY-F, 102.9, 100 KW @ 1014	AC	APR, \$ 62.00	(Durpetti) Taylor
WKQL-F, 96.9, 100 KW @ 1013	Oldies		(HMR) EZ
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC, \$ 98.00	(Eastman) Jacor
WZAZ-F, 92.7, 1.3 KW @ 497	Black	CBS, \$ 21.00	(K & P) (GREEN COVE SPGS)

Miscellaneous: WIOI-F to WOKV-F and it now simulcasts WOKV-AM . . . WRXJ sold by Hoker for \$425,000 . . . WCRJ-F sold from Hoker to Paxon for \$3,500,000 (MVP) . . .

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/378,400

MHA Rank/Pop: 109/454,000

ADI # 87

Average Person Ratings: 15.3

Market TSL: 20.25 hours

Stations: 23/17

Diaries: 888/426:1/60.8%

Sample Target: B20

% Below Line: 7.8

% Not Listed: 12.8

1990 Revenue: \$10,100,000

HH Inc.: \$27,034

Retail \$: 2.6 Bill

Pop per Station: 22,258

#1 Biller: WQUT-F \$2,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WXBQ-F (C)	131/22.7	19.3	17.9	----	18.3	15.0	177/2335	1515/40.0	34.0	31.9	21.5	131	1288	WXBQ-F
2. WQUT-F (CHR)	104/18.0	20.0	16.5	----	23.3	13.6	136/1947	1309/34.6	34.0	38.4	22.5	137	1539	WQUT-F
3. WTFM-F (AC)	82/14.2	11.9	18.4	----	12.7	11.1	114/1639	1195/31.6	30.9	28.5	16.7	102	953	WTFM-F
4. WUSJ-F (C)	34/ 5.9	6.6	5.1	----	4.2	4.4	36/508	447/11.8	11.3	10.6	4.4	27	310	WUSJ-F
5. WIMZ-F (AOR)	25/ 4.3	3.8	4.1	----	3.5	3.0	45/625	372/ 9.8	9.1	7.1	6.4	39	527	WIMZ-F
WJCW (W/T)	25/ 4.3	6.0	3.6	----	3.7	3.5	25/447	423/11.2	10.0	10.6	2.1	13	233	WJCW
7. WZXY-F (CHR)	17/ 2.9	2.1	1.9	----	3.1	1.7	17/321	307/ 8.1	6.8	9.9	2.6	16	343	WZXY-F
8. WIVK-F (C)	12/ 2.1	1.8	1.9	----	1.6	1.4	51/493	168/ 4.4	4.4	3.0	2.8	17	282	WIVK-F
WKPT (EZ)	12/ 2.1	2.5	2.2	----	2.4	1.7	14/281	255/ 6.7	6.7	6.9	2.1	13	292	WKPT
WFHG (O)	12/ 2.1	1.2	2.6	----	1.6	1.5	13/219	188/ 5.0	5.9	5.2	0.3	2	59	WFHG
WETB (G)	12/ 2.1	2.3	2.2	----	1.7	1.6	16/199	165/ 4.4	4.1	3.9	2.5	15	138	WETB
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.74% (417 of 504) (SPG 90: 78.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>>
2	2 WXBQ-F>	2 WQUT-F	2 WTFM-F	2 WTFM-F	2 WTFM-F>	2 WQUT-F	2 WTFM-F	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>
3	3 WTFM-F>	3 WTFM-F	3 WQUT-F	3 WQUT-F	3 WUSJ-F	3 WTFM-F>>	3 WQUT-F>>	3 WTFM-F	3 WTFM-F>	3 WTFM-F
4	4 WIMZ-F	4	4	4	4 WQUT-F	4 WJCW	4 WUSJ-F	4	4 WIMZ-F	4
									5 WUSJ-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 WXBQ-F	1 WQUT-F	1 WQUT-F>	1 WXBQ-F	1 WXBQ-F<	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F	1 WXBQ-F>>
2 WQUT-F>>	2 WXBQ-F	2 WTFM-F	2 WTFM-F<	2 WTFM-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>>	2 WQUT-F	2 WTFM-F
3 WZXY-F	3 WTFM-F>>	3 WXBQ-F>	3 WQUT-F	3 WQUT-F	3 WIMZ-F	3 WTFM-F	3 WTFM-F>	3 WTFM-F>	WQUT-F
WTFM-F	4 WIMZ-F	4 WIMZ-F	4	4	WZXY-F	4 WIMZ-F	4 WIMZ-F	4 WIMZ-F	4

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%		-----	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CON-TEMP		123 (3)	123 (3)	24.4	31.0	WBBJ	1230 Abingdon	0.5/1.6/ 3/	72	
AOR/CLASSIC		25 (1)	25 (1)	5.0	3.9	WBEJ	1240 Elizabethton	0.5/3.3/ 3/	123	
AC/OLDIES/ROCK	16 (2)	90 (3)	106 (5)	21.0	15.8	WEMB	1420 Erwin	0.7/1.6/ 4/	59	
MOR/VARIETY						WEYE-F	104.3 Surgoinsville	1.0/1.9/ 6/	90	
COUNTRY	15 (5)	177 (3)	192 (8)	38.1	39.3	WKIN	1320 Kingsport	0.5/1.7/ 3/	66	
BLACK/URBAN						WPOI	1490 Bristol, TN	0.3/1.8/ 2/	69	
BEAUTIFUL/EASY	12 (1)		12 (1)	2.4	2.8	WRGS	1370 Rogersville	0.7/1.9/ 4/	92	
NEWS/TALK	25 (1)		25 (1)	5.0		WZAP	690 Bristol	0.9/3.6/ 13/	287	
NOSTALGIA					1.0					
RELIGION/GOSPEL	19 (3)	2 (1)	21 (4)	4.2	6.3	WFGW	1010 Black Mountain	0.3/0.0/ 0/	0	
SPANISH						WHIT-F	106.9 Black Mountain	0.3/2.6/ 10/	271	
CLASSICAL						WMYU-F	102.1 Sevierville	0.3/2.0/ 6/	203	
JAZZ/NEW AGE						WOKI-F	100.3 Oak Ridge/Knoxv	0.3/1.9/ 21/	396	
UNKNOWN/OTHERS										
	87 (12)	417 (11)	504 (23)							

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) ,	N/T/Full Service	CBS	MBS, \$18.00	(Katz)	Bloomington (JOHNSN CTY)
WKPT , 1400, 1 KW ,	EZ	ABC	\$13.00	(Eastman)	Home News (KINGSPORT)
WFHG , 980, 5 KW/1 KW (DA-N) ,	Oldies	ABC SMN	\$12.00	(Mc-Guild)	Nininger (BRISTOL, VA)
WQUT-F, 101.5, 100 KW @ 1497 ,	CHR	CBS	\$48.00	(Katz)	Bloomington (JOHNSN CTY)
WTFM-F, 98.5, 100 KW @ 1260 ,	AC	ABC	\$38.00	(Eastman)	Home News (KINGSPORT)
WUSJ-F, 99.3, 3 KW @ 328 ,	Country	NBC	\$17.00	(Durpetti)	(ELIZABETHTOWN)
WXBQ-F, 96.9, 67 KW @ 2240 ,	Country	ABC	\$42.00	(Mc-Guild)	Nininger (BRISTOL, VA)
WZXY-F, 104.5, 1.4 KW @ 480 ,	CHR	SMN	\$16.00	(Banner)	Bahakel (KINGSPORT)

WIMZ-F -- See Knoxville

Miscellaneous: WJCW reclassified as Full Service . . .

JOHNSTOWN

Arbitron Rank/Pop (12+): 153/209,500

Stations: 26/12

1990 Revenue: \$5,000,000

MSA Rank/Pop: 176/252,000

Diaries: 737/284:1/67.4%

HM Inc.: \$23,464

ADI # 88 (w/Altoona)

Sample Target: 645

Retail \$: 1.3 Btl

Average Person Ratings: 16.7

% Below Line: 22.0

Pop per Station: 17,458

Market TSL: 22.25 hours

% Not Listed: 17.7

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WGLU-F (CHR)	46/13.1	14.4	15.2	----	13.9	----	50/693	620/29.6	28.4	27.7			WGLU-F
2. WKYE-F (AC)	45/12.9	10.8	12.6	----	12.3	----	49/716	513/24.5	26.3	26.4			WKYE-F
3. WKQS-F (AC)	34/ 9.7	7.9	6.2	----	4.3	----	37/459	421/20.1	17.7	12.8			WKQS-F
4. WYSN-F (BB)	22/ 6.3	7.3	6.4	----	6.7	----	24/311	284/13.6	14.3	11.7			WYSN-F
5. WJAC (FS)	18/ 5.1	5.0	5.4	----	7.8	----	20/379	347/16.6	17.4	15.2			WJAC
6. WDVE-F (AOR)	15/ 4.3	7.6	4.6	----	6.1	----	34/511	281/13.4	15.6	12.2			WDVE-F
7. WFRB-F (C)	11/ 3.1	2.1	1.8	----	1.9	----	17/200	142/ 6.8	6.0	4.9			WFRB-F
WFGY-F (SAC)	11/ 3.1	1.8	1.8	----	1.6	----	36/477	172/ 8.2	4.8	4.7			WFGY-F
9. WVSC-F (AC)	9/ 2.6	3.1	3.1	----	1.3	----	9/208	208/ 9.9	9.8	8.8			WVSC-F
WVSC (C)	9/ 2.6	3.1	2.6	----	3.5	----	9/149	144/ 6.9	7.2	7.5			WVSC

12+ FM SHARE (METRO): 86.11% (248 of 288) (SPG 90: 79.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WKYE-F<	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>	1 WKYE-F	1 WGLU-F	1 WGLU-F>>	1 WKQS-F
2	2 WKYE-F	2 WGLU-F	2 WKQS-F>	2 WKQS-F>	2 WYSN-F	2 WGLU-F	2 WKQS-F	2 WKYE-F	2 WDVE-F	WGLU-F
3	3 WKQS-F>	3 WKQS-F	3 WGLU-F	3 WGLU-F	3 WKQS-F	3 WKQS-F	3 WGLU-F>	3 WKQS-F>	3 WKYE-F	3 WVSC-F
4	4 WDVE-F	4	4	4	WJAC	4	4 WYSN-F	4 WYSN-F	5 WYSN-F	WJAC

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 WGLU-F>>	1 WGLU-F>	1 WKYE-F>	1 WGLU-F<	1 WKYE-F>	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKQS-F
2 WKYE-F	2 WKYE-F>	2 WKQS-F	2 WKYE-F>	2 WKQS-F	2 WDVE-F>>	2 WGLU-F	2 WKQS-F>>	2 WKQS-F	2 WKYE-F>>
WBXQ-F	3 WKQS-F>	3 WGLU-F	3 WKQS-F	3 WGLU-F	3 WKYE-F	3 WDVE-F	3 WDVE-F	3 WGLU-F	3 WGLU-F
4	4 WBXQ-F	4	4	4	4	WKQS-F	WGLU-F	4 WDVE-F	4

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (4)	60 (4)	20.8	19.3	WADJ 1330 Somerset	0.9/3.1/ 4/ 70
AOR/CLASSIC		17 (2)	17 (2)	5.9	7.2	WBXQ-F 94.3 Cresson	2.0/6.6/ 10/ 192
AC/OLDIES/SOFT ROCK		123 (9)	123 (9)	42.7	39.5	WYQ-F 99.1 Ebensburg/Jnstn	2.3/9.4/ 11/ 259
MOR/VARIETY	26 (4)		26 (4)	9.0	11.0	WKXU-F 105.7 Portage/Jhnstwn	1.4/3.8/ 5/ 80
COUNTRY	9 (1)	21 (3)	30 (4)	10.4	10.7	WNTJ 1490 Johnstown	1.4/6.0/ 5/ 126
BLACK/URBAN							
BEAUTIFUL/EASY		5 (1)	5 (1)	1.7	4.0	KDKA 1020 Pittsburgh	0.9/3.7/ 11/ 226
NEWS/TALK	5 (1)		5 (1)	1.7		WALY-F 103.9 Bellwood/Altna	0.6/2.1/ 4/ 66
NOSTALGIA		22 (1)	22 (1)	7.6	7.2	WBZZ-F 93.7 Pittsburgh	1.4/5.8/ 11/ 214
RELIGION/GOSPEL						WDSY-F 107.9 Pittsburgh	1.4/4.2/ 12/ 174
SPANISH						WEZE-F 104.7 Pittsburgh	1.4/2.1/ 6/ 66
CLASSICAL						WFRB 560 Frostburg/Cumbr	0.6/2.2/ 2/ 46
JAZZ/NEW AGE						WKGO-F 106.1 Cumberland	0.6/1.7/ 3/ 80
UNKNOWN/OTHERS					1.2	WLTJ-F 92.9 Pittsburgh	0.6/4.6/ 4/ 140
						WHYG-F 96.9 Braddock	0.6/3.3/ 3/ 144
						WSHH-F 99.7 Pittsburgh	1.7/2.5/ 8/ 143
						WWSW-F 94.5 Pittsburgh	1.7/3.7/ 18/ 234
	40 (6)	248 (20)	288 (26)				

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1), MOR	CNN, UNISUP, \$ 9.00 (Roslin)	(SOMERSET)
WCRO, 1230, 1 KW (DA-1), AC	SMM, ABC I, \$ 8.00 (Republic)	
WJAC, 850, 10 KW (DA-1), MOR/OLDIES	NBC, UNISUP, \$ 20.00 (McGuld)	
WKQS, 1490, 1 KW, TALK	CBS, \$ 12.00 (Banner)	
WVSC, 990, 10 KW/100W (DA-1), COUNTRY	ABC, \$ 7.00 (Regional)	(SOMERSET)
WBXQ-F, 94.3, .4 KW @ 958, CLASSIC AOR	ABC, \$ 17.00 (Roslin)	(CRESSON)
WGLU-F, 92.1, .3 KW @ 1000, CHR	SOURCE, \$ 27.00 (Christal)	
WYQ-F, 99.1, 50 KW @ 500, OLDIES	SMM, \$ 12.00 (Dome)	(EBENSBURG)
WKQS-F, 96.5, 50 KW @ 490, EZ	CBS, \$ 17.00 (Banner)	
WKYE-F, 95.5, 57 KW @ 1060, AC	UNISUP, UNIPWR, \$ 30.00 (McGuld)	
WVSC-F, 97.7, 3 KW @ 270, AC	ABC, UNISUP, \$ 8.00 (Regional)	(SOMERSET)
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA/EZ	CNN, UNISUP, \$ 11.00 (Roslin)	(CENTRAL CITY)

OTHER RANKED STATIONS: See Pittsburgh

Miscellaneous: WKQS changes to WNTJ and format to Talk . . .

KALAMAZOO

Arbitron Rank/Pop (12+): 163/184,100

Stations: 22/10

1990 Revenue: \$8,500,000

MSA Rank/Pop: 195/221,000

Diaries: 653/282:1/53.0%

HH Inc.: \$35,566

ADI # 37 (w/Grand Rapids)

Sample Target: 645

Retail \$: 1.8 Bill

Average Person Ratings: 15.8

% Below Line: 19.0

Pop per Station: 18,410

Market TSL: 21.00 hours

% Not Listed: 19.0

#1 Biller: WKFR-F \$2,200,000

12- METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WKFR-F (CHR)	40/13.8	15.0	18.3	19.9	19.4	----	74/997	562/30.5	35.6	38.0	19.5	60	681 WKFR-F
2. WRKR-F (CL AOR)	38/13.1	14.3	14.9	11.4	15.6	----	67/763	465/25.3	24.0	23.7	15.3	47	539 WRKR-F
3. WKZO (FS)	31/10.7	8.8	8.8	7.2	9.3	----	45/751	484/26.3	23.6	26.0	7.1	22	383 WKZO
4. WNNW-F (C)	27/ 9.3	11.9	7.8	15.0	9.3	----	53/721	384/20.9	20.0	16.8	14.3	44	404 WNNW-F
5. WQLR-F (SAC)	26/ 9.0	5.8	8.1	7.2	7.6	----	29/397	290/15.8	16.0	16.8	7.1	22	237 WQLR-F
6. WOOD-F (EZ)	14/ 4.8	5.1	4.7	2.9	4.2	----	41/652	227/12.3	11.7	13.7	3.6	11	184 WOOD-F
7. WUBU-F (B)	8/ 2.8	-----	-----	-----	-----	----	9/104	84/ 4.6	0.0	0.0	1.6	5	91 WUBU-F
WKLQ-F (AOR)	8/ 2.8	1.7	2.0	2.3	1.7	----	16/405	152/ 8.3	5.4	8.9	1.3	4	134 WKLQ-F
9. WJFM-F (CL AOR)	7/ 2.4	3.1	3.7	3.6	3.5	----	29/520	197/10.7	12.8	15.4	1.6	5	162 WJFM-F
WBXX-F (CHR)	7/ 2.4	3.7	0.7	0.3	-----	----	9/261	179/ 9.7	10.2	4.5	4.9	15	260 WBXX-F

12+ FM SHARE (METRO): 82.13% (193 of 235) (SPG 90: 83.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F>	1 WRKR-F	1 WRKR-F>	1 WRKR-F	1 WKZO >	1 WKZO	1 WRKR-F<	1 WKFR-F	1 WKZO	1 WKZO >>
2 WBXX-F	2 WKFR-F>	2 WKFR-F	2 WQLR-F	2 WQLR-F	2 WNNW-F>	2 WKFR-F	2 WKFR-F>	2 WRKR-F>	WKFR-F	2 WRKR-F
3	3 WQLR-F>	3 WQLR-F>	3 WKFR-F	3 WNNW-F	3 WQLR-F>	3 WRKR-F>	3 WNNW-F	3 WQLR-F	3 WRKR-F>	WKFR-F
4	4 WKLQ-F	4 WNNW-F	4 WNNW-F	WKFR-F	4 WKFR-F	4 WQLR-F	4 WKZO	4 WNNW-F	4 WQLR-F	4
5	5	5	5	5	5	5 WNNW-F	5	5 WNNW-F	5 WQLR-F	5

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 WKFR-F>>	1 WKFR-F	1 WRKR-F	1 WKFR-F<	1 WQLR-F>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>>	1 WKFR-F>>	1 WKFR-F>
2 WBXX-F	2 WRKR-F>	2 WQLR-F	2 WQLR-F	2 WKFR-F	2 WKLQ-F	2 WKFR-F	2 WKFR-F>	2 WKFR-F	2 WNNW-F>
WRKR-F	3 WQLR-F>	3 WKFR-F>>	3 WRKR-F>>	3 WRKR-F>	WKFR-F	3 WKLQ-F	3 WOOD-F	3 WNNW-F	3 WKFR-F
4 WLHT-F	4 WBXX-F	4 WOOD-F	4 WNNW-F	4 WOOD-F	4	4	4 WKLQ-F	4 WQLR-F	4 WQLR-F
5	5	WNNW-F	5	WNNW-F	5	5	WJFM-F	5	5 WKZO
							WQLR-F		
							WNNW-F		

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		51 (3)	51 (3)	21.7	28.3	WHEZ 1560 Portage	1.0/4.0/ 3/ 73
AOR/CLASSIC		55 (5)	55 (5)	23.4	20.3	WKMI 1360 Kalamazoo	1.0/6.1/ 6/ 181
AC/OLDIES/ROCK	3 (1)	38 (5)	41 (6)	17.4	11.4	WKPR 1420 Kalamazoo	0.7/2.5/ 2/ 46
MOR/VARIETY	34 (2)		34 (2)	14.5	11.0	WQSN 1470 Kalamazoo/Portage	0.7/5.3/ 3/ 119
COUNTRY	2 (1)	27 (1)	29 (2)	12.3	11.0		
BLACK/URBAN		8 (1)	8 (1)	3.4		WGN 720 Chicago	0.3/1.5/ 3/ 63
BEAUTIFUL/EASY		14 (1)	14 (1)	6.0	16.0	WGRD-F 97.9 Grand Rapids	1.4/9.9/ 31/ 562
NEWS/TALK	1 (1)		1 (1)	0.4		WIBM-F 94.1 Jackson	0.3/4.1/ 15/ 191
NOSTALGIA						WJXQ-F 106.1 Jackson	0.3/2.3/ 2/ 64
RELIGION/GOSPEL	2 (1)		2 (1)	0.9	2.1	WLAV-F 96.9 N. Muskegon	0.3/3.9/ 5/ 230
SPANISH						WLHT-F 95.7 Grand Rapids	1.0/1.8/ 8/ 136
CLASSICAL						WODJ-F 107.3 Greenvl/grd rap	1.4/3.7/ 11/ 219
JAZZ/NEW AGE						WYXX-F 96.1 Holland	1.4/3.9/ 11/ 164
UNKNOWN/OTHERS							
	42 (6)	193 (16)	235 (22)				

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	UNISUP, UNILT	, \$ 10.00 (Christal)	(PORTAGE)
WKMI, 1360, 5 KW/1 KW (DA-2),	AC/FS	ABC	, \$ 14.00 (Katz)	
WKPR, 1420, 1 KW (DAYS)	, RELIGION		, \$ 7.00 (---)	Kuiper
WKZO, 590, 5 KW (DA-N)	, MOR/FULL SER.	CBS, MBS	, \$ 26.00 (---)	Fitzer
WQSN, 1470, 500 W/1 KW	, COUNTRY		, \$ 11.00 (Banner)	Fairfield
WKFR-F, 1013.3, 50 KW @ 483, CHR		UNIPWR	, \$ 50.00 (Katz)	(BATTLE CREEK)
WNNW-F, 98.5, 50 KW @ 500, COUNTRY		ABC	, \$ 32.00 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600, SOFT AC			, \$ 30.00 (Banner)	Fairfield
WRKR-F, 107.7, 50 KW @ 486, CLASSIC AOR			, \$ 36.00 (HNNH)	(PORTAGE)
WUBU-F, 96.5, 33 KW @ 300, BLACK			, \$ 12.00 (---)	

OTHER RATED STATIONS -- See Grand Rapids

KANSAS CITY

Arbitron Rank/Pop (12+): 26/1,316,300

MSA Rank/Pop: 29/1,600,000

ADI # 29

Average Person Ratings: 16.7

Market TSL: 22.00 hours

Stations: 24/23

Diaries: 1491/883:1/49.5%

Sample Target: 1485

% Below Line: 0.4

% Not Listed: 7.8

1990 Revenue: \$42,900,000

HH Inc.: \$35,265

Retail \$: 12.6 Btl

Pop per Station: 57,230

#1 Biller: WDAF \$5,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KFKF-F (C)	246/11.2	9.7	9.2	7.8	7.8	9.5	279/3164	2677/20.3	17.9	16.4	11.9	252	2283
2. WDAF (C)	226/10.3	14.1	12.1	11.0	10.7	11.9	381/4727	2866/21.8	21.4	21.5	12.4	264	2537
3. KYYS-F (AOR)	199/ 9.0	7.1	7.9	8.3	5.8	8.1	252/3381	2417/18.4	15.6	15.0	11.1	235	2925
4. KMBZ (N/T)	150/ 6.8	3.4	4.4	6.4	5.5	5.3	163/2687	2440/18.5	14.3	15.4	3.6	77	1650
5. KPRS-F (B)	135/ 6.1	6.1	7.3	5.5	7.8	6.3	149/1590	1376/10.5	10.0	11.9	8.5	181	1694
6. KCMO (N/T)	107/ 4.9	4.7	5.9	5.6	5.8	5.3	143/2296	1740/13.2	17.3	14.9	3.7	78	1146
7. KRVK-F (AOR)	104/ 4.7	2.5	3.6	5.1	3.8	4.0	119/2188	1797/13.7	11.3	12.6	2.3	48	1125
8. KBEQ-F (CHR)	104/ 4.7	5.2	5.1	6.8	8.1	5.4	134/3091	2456/18.7	17.6	22.2	5.7	120	2722
9. KMBR-F (SAC)	100/ 4.5	6.0	5.3	4.3	4.8	5.0	121/2016	1626/12.4	12.0	11.3	1.9	41	802
10. KUDL-F (AC)	86/ 3.9	4.0	2.9	4.1	5.8	3.7	95/2094	1772/13.5	11.6	14.6	2.8	59	1285
11. KCFX-F (CL AOR)	85/ 3.9	4.8	6.1	4.8	3.4	4.9	131/2251	1671/12.7	18.9	10.1	5.8	124	1781
12. KCMO-F (O)	83/ 3.8	5.3	4.8	5.2	5.1	4.8	116/2151	1560/11.9	13.0	12.0	3.6	77	1433
13. KXXR-F (CHR)	81/ 3.7	3.4	4.4	3.0	4.6	3.6	87/1842	1574/12.0	11.9	12.5	5.1	109	2153
14. KLSI-F (AC)	67/ 3.0	5.3	3.9	4.0	3.2	4.1	76/1595	1398/10.6	10.3	10.0	3.4	73	1272
15. KXTR-F (CL)	61/ 2.8	2.2	2.9	2.1	2.2	2.5	72/1064	919/ 7.0	7.1	5.8	2.4	50	620
16. WMB (O)	51/ 2.3	1.8	2.1	1.8	1.2	2.0	77/1427	945/ 7.2	7.0	5.4	1.4	30	569
17. KPRT (G)	30/ 1.4	2.2	1.0	1.8	1.5	1.6	30/362	362/ 2.8	2.6	3.2	1.2	25	455
18. KNHN (N/T)	30/ 1.4	2.5	0.7	0.4	----	1.3	31/709	678/ 5.2	4.9	0.0			

12+ FM SHARE (METRO): 67.62% (1372 of 2029) (SPG 90: 67.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KXXR-F	1 KYYS-F	1 KYYS-F	1 KFKF-F	1 KFKF-F	1 WDAF	1 WDAF	1 KFKF-F	1 KFKF-F	1 KMBZ	1 WDAF
2 KBEQ-F	2 KFKF-F	2 KFKF-F	2 KYYS-F	2 KYYS-F	2 KMBZ	2 KFKF-F	2 KYYS-F	2 KYYS-F	2 KPRS-F	2 KFKF-F
3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KRVK-F	3 WDAF	3 KFKF-F	3 KYYS-F	3 WDAF	3 WDAF	3 KYYS-F	3 KMBZ
4	4 KCFX-F	4 KRVK-F	4 WDAF	4 KRVK-F	4 KCMO	4 KCMO	4 KRVK-F	4 KPRS-F	4 KFKF-F	4 KCMO
5	5 KBEQ-F	5 WDAF	5 KPRS-F	5 KPRS-F	5 KMBR-F	5 KMBR-F	5 KCMO	5 KMBZ	5 WDAF	5 KYYS-F
6	6 KRVK-F	6 KCFX-F	6 KUDL-F	6 KCMO-F	6 KCMO-F	6 KMBZ	6 KMBR-F	6 KBEQ-F	6 KXXR-F	6 KPRS-F
7	7 KUDL-F	7	7 KCMO-F	7 KUDL-F	7	7 KRVK-F	7 KPRS-F	7	7 KBEQ-F	7
8	8	8	8 KCFX-F	8	8	8 KMBR-F	8	8	8	8

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 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KYYS-F	1 KYYS-F	1 KYYS-F	1 KYYS-F	1 KYYS-F
2 KYYS-F	2 KYYS-F	2 KPRS-F	2 KYYS-F	2 KYYS-F	2 KPRS-F	2 KCFX-F	2 KCFX-F	2 KCFX-F	2 WDAF
3 KPRS-F	3 KPRS-F	3 KYYS-F	3 KPRS-F	3 KUDL-F	3 KFKF-F	3 KPRS-F	3 KPRS-F	3 KFKF-F	3 KRVK-F
4 KXXR-F	4 KUDL-F	4 KUDL-F	4 KUOL-F	4 WDAF	4 KCFX-F	4 KFKF-F	4 KFKF-F	4 WDAF	4 KFKF-F
5 KBEQ-F	5 KLSI-F	5 KRVK-F	5 KPRS-F	5 KPRS-F	5 KBEQ-F	5 KBEQ-F	5 WDAF	5 KRVK-F	5 KCFX-F
6 KCFX-F	6 KBEQ-F	6 KRVK-F	6 KBEQ-F	6 KRVK-F	6 KXXR-F	6 KRVK-F	6 KRVK-F	6 KPRS-F	6 KMBZ
7	7 KRVK-F	7	7	7 KCMO-F	7	7 KXXR-F	7 KBEQ-F	7	7 KPRS-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		185 (2)	185 (2)	9.1	13.5	KBEA	1480 Mission/KnsCty	0.5/1.2/ 10/	152	
AOR/CLASSIC	13 (1)	388 (3)	401 (4)	19.8	14.5	KBZR	1030 Blue Sprg/KCty	0.6/1.9/ 13/	294	
AC/OLDIES/SOFT ROCK	51 (1)	336 (4)	387 (5)	19.1	18.7	KCCV	760 Overland Park	1.1/2.8/ 28/	455	
MOR/VARIETY					5.9	KCFM-F	107.3 Lexington	0.5/2.0/ 30/	535	
COUNTRY	226 (1)	267 (3)	493 (4)	24.3	20.1	KIDZ	1510 Independence	0.7/1.6/ 16/	218	
BLACK/URBAN	15 (1)	135 (1)	150 (2)	7.4	8.4					
BEAUTIFUL/EASY					5.1	KMZU-F	100.7 Carrollton	0.4/0.9/ 45/	486	
NEWS/TALK	287 (3)		287 (3)	14.1	6.1					
NOSTALGIA					2.0					
RELIGION/GOSPEL	65 (3)		65 (3)	3.2	5.3					
SPANISH										
CLASSICAL		61 (1)	61 (1)	3.0	2.3					
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	657 (10)	1372 (14)	2029 (24)							

KANSAS CITY

AM STATIONS

KCCV,	760,	6 KW/(DA'S)	,	Religion		\$ 18.00	(---)	Bott
KCMO,	810,	50 KW/5 KW (DA-2)	,	Talk/News	CBS MBS,	\$ 84.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	,	Religion		\$ 20.00	(---)	Marsh
KJLA,	1190,	5 KW/250 W (DA-N)	,	Nostalgia	MBS UNISUP,	\$ 30.00	(Roslin)	
KMBZ,	980,	5 KW (DA-2)	,	N/T/Full Service	NBC,	\$ 65.00	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	,	Gospel	MBS,	\$ 22.00	(Eastman)	
KNHN,	1340,	1 KW	,	Talk	CNN UNISUP,	\$ 21.00	(---)	
WDAF,	610,	5 KW	,	Country	ABC,	\$100.00	(Katz)	Great American
WHB,	710,	10 KW/5 KW (DA-2)	,	Oldies	APR,	\$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987	,	CHR	ABC,	\$ 86.00	(CBS)	Noble
KCFX,	100.7	100 KW @ 833	,	Classic AOR	UNIPWR,	\$ 59.00	(MHR)	Hoker
KCMO,	94.9,	100 KW @ 1057	,	Oldies		\$ 50.00	(Mc-Guild)	Gannett
KFKF,	94.1,	100 KW @ 995	,	Country		\$ 95.00	(HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 1065	,	AC		\$ 67.00	(MHR)	Apollo
KMBR,	99.7,	100 KW @ 988	,	EZ	UNIULT,	\$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 995	,	Black	SBN ABC,	\$ 50.00	(Eastman)	
KRVK,	98.9,	100 KW @ 1057	,	AOR	ABC,	\$ 47.00	(HNWH)	Journal Co
KUDL,	98.1,	100 KW @ 995	,	AC	APR,	\$ 63.00	(Christal)	Shamrock
KXTR,	96.5,	100 KW @ 984	,	Classical	UNIULT,	\$ 40.00	(CMBS)	
KXXR,	106.5,	100 KW @ 981	,	CHR/DANCE		\$ 62.00	(Banner)	Olympia
KYYS,	102.1,	100 KW @ 1000	,	AOR	SOURCE,	\$ 80.00	(Katz)	Great American

Miscellaneous: KXXR-F sold from Olympia to Ardman for \$2,600,000 (HVP) . . . KJLA sold for \$75,000 (Media Services) . . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/515,600

MSA Rank/Pop: 85/612,000

ADI # 64

Average Person Ratings: 16.4

Market TSL: 22.00 hours

Stations: 18/18

Diaries: 967/533:1/52.1%

Sample Target: 945

% Below Line: 0.0

% Not Listed: 9.0

1990 Revenue: \$14,600,000

HH Inc.: \$28,176

Retail \$: 4.8 Bil

Pop per Station: 28,644

#1 Biller: WIVK-AF \$6,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F (C)	271/32.0	29.8	35.4	32.4	29.9	32.4	468/4008	2391/46.4	55.0	47.9	29.1	277	2362	WIVK-F
2. WEZK-F (SAC)	120/14.2	13.4	11.8	8.7	8.5	12.0	158/2020	1470/28.5	24.0	17.0				WEZK-F
3. WMYU-F (AC)	81/ 9.6	11.5	10.5	11.9	14.9	10.9	117/1913	1416/27.5	26.7	31.4	9.5	90	1254	WMYU-F
4. WIMZ-AF (AOR)	80/ 9.4	8.1	10.0	9.9	10.6	9.4	138/2015	1132/22.0	20.4	22.4	14.0	132	1374	WIMZ-AF
5. WOKI-F (CHR)	77/ 9.1	10.9	9.5	12.1	12.8	10.4	200/2663	1055/20.5	21.3	26.8	12.0	114	1433	WOKI-F
6. WQBB (BB)	33/ 3.9	4.0	4.1	2.4	1.6	3.6	33/306	282/ 5.5	3.6	2.2	2.2	21	191	WQBB
7. WWZZ-F (AOR)	32/ 3.8	2.9	0.6	1.7	1.8	2.3	37/379	357/ 6.9	3.5	6.8	4.1	39	518	WWZZ-F
8. WIVK (C)	18/ 2.1	2.8	3.4	2.8	2.3	2.8	23/487	316/ 6.1	0.0	0.0	3.5	33	430	WIVK
9.														

12+ FM SHARE (METRO): 89.09% (686 of 770) (SPG 90: 88.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WIMZ-AF>	2 WEZK-F	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F	2 WEZK-F>>	2 WEZK-F>	2 WOKI-F	2 WMYU-F>
3 WIMZ-AF	3 WOKI-F<	3 WIMZ-AF	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WIMZ-AF<	3 WMYU-F	3 WIMZ-AF	3 WIMZ-AF	3 WOKI-F
4 WEZK-F	WEZK-F	4 WMYU-F	4 WIMZ-AF>	4 WIMZ-AF>	4 WQBB	4 WMYU-F	4 WIMZ-AF	4 WMYU-F	4 WEZK-F	4 WEZK-F
5	5 WMYU-F>	5 WOKI-F	5 WOKI-F	5 WOKI-F	5	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WMYU-F	5
	6 WWZZ-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 WOKI-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>		1 WIMZ-AF	1 WIVK-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>
2 WMYU-F	2 WMYU-F	2 WEZK-F	2 WEZK-F	2 WEZK-F		2 WIVK-F	2 WIMZ-AF>	2 WIMZ-AF>	2 WIMZ-AF	2 WEZK-F
3 WIMZ-AF	3 WOKI-F<	3 WMYU-F	3 WMYU-F>	3 WMYU-F>>		3 WWZZ-F	3 WWZZ-F	3 WEZK-F>	3 WEZK-F>	3 WIMZ-AF>
4 WIVK-F>	4 WEZK-F<	4 WIMZ-AF	4 WOKI-F	4 WOKI-F		4 WOKI-F>	4 WEZK-F	4 WWZZ-F	4 WWZZ-F	4 WMYU-F
5 WEZK-F	5 WIMZ-AF	5 WOKI-F	5 WIMZ-AF	5 WIMZ-AF		5 WEZK-F	5 WOKI-F	5 WMYU-F	5 WMYU-F	5
								6 WOKI-F	6 WOKI-F	

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER	RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	10.0	14.2		WGAP	1400 Maryville	1.2/3.1/ 10/ 165
AOR/CLASSIC	1 (1)	111 (2)	112 (3)	14.5	13.8		WGAP-F	95.7 Maryville	0.1/2.2/ 2/ 131
AC/OLDIES/SOFT ROCK		201 (2)	201 (2)	26.1	17.7		WJBZ-F	96.3 Seymour/Knoxvll	1.3/2.4/ 14/ 141
MOR/VARIETY					0.6		WKXV	900 Knoxville	0.6/1.9/ 5/ 97
COUNTRY	35 (3)	279 (4)	314 (7)	40.8	36.8		WNOX-F	99.3 Jeff Cty/Knoxvll	0.5/1.5/ 6/ 115
BLACK/URBAN							WRJZ	620 Knoxville	1.2/6.3/ 11/ 394
BEAUTIFUL/EASY					9.4		WYFC-F	95.3 Clinton/Knoxvll	0.8/1.6/ 11/ 135
NEWS/TALK					1.0				
NOSTALGIA	33 (1)		33 (1)	4.3	2.4				
RELIGION/GOSPEL	15 (2)	18 (2)	33 (4)	4.3	3.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	84 (7)	686 (11)	770 (18)						

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F, 93.1, 3 KW @ 328	, AOR	, \$15.00	(---)	(KARNs)
WEZK-F, 97.5, 100 KW @ 1298	, SAC/EZ	UNISUP, \$37.00	(Durpetti)	South Central
WIMZ-F, 103.5, 100 KW @ 1720	, AOR	SOURCE, \$65.00	(Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970	, Country	ABC, \$116.00	(Katz)	Dick
WKNF-F, 94.3, 1.8 KW @ 514	, Soft AC	UNISUP UNILT, \$16.00	(---)	(OAK RIDGE)
WMYU-F, 102.3, 15 KW @ 1979	, AC	UNIPWR, \$73.00	(Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000	, CHR	ABC CBS, \$35.00	(HNNH)	(OAK RIDGE)

Miscellaneous: WCKS to WWZZ (Dec) . . .

LAKELAND

Arbitron Rank/Pop (12+): 102/350,200

Stations: 31/7
Diaries: 764/458:1/49.3%
Sample Target: 770
% Below Line: 45.3
% Not Listed: 19.3

1990 Revenue: \$6,800,000
HH Inc.: \$27,528
Retail \$: 2.7 Btl
Pop per Station: 50,028
#1 Biller: WPCV-F \$2,930,000

MSA Rank/Pop: 116/418,000
Tampa ADI
Average Person Ratings: 16.4
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WPCV-F (C)	98/17.1	17.7	15.0	----	14.1	----	108/1122	982/28.0	25.5	22.5			WPCV-F
2. WEZY-F (EZ)	67/11.7	9.3	9.8	----	13.8	----	70/676	587/16.8	19.2	19.0			WEZY-F
3. WFLZ-F (CHR)	50/ 8.7	9.5	13.4	----	7.1	----	66/936	778/22.2	22.6	22.9			WFLZ-F
4. WYNF-F (AOR)	42/ 7.3	4.6	8.8	----	8.0	----	44/526	478/13.6	10.3	14.0			WYNF-F
5. WQYK-F (C)	17/ 3.0	5.1	3.4	----	3.6	----	17/279	257/ 7.3	10.1	5.8			WQYK-F
6. WJHM-F (B)	15/ 2.6	2.3	2.9	----	3.2	----	15/245	245/ 7.0	3.0	6.1			WJHM-F
7. WRBC-F (CHR)	14/ 2.4	3.5	3.4	----	7.0	----	15/479	417/11.6	11.8	13.4			WRBC-F
8. WXTB-F (AOR)	13/ 2.3	1.2	1.4	----	----	----	13/182	179/ 5.1	2.8	3.2			WXTB-F
WONN (BB)	13/ 2.3	3.0	2.1	----	2.0	----	13/133	133/ 3.8	5.9	5.1			WONN
10. WUSA-F (AC)	12/ 2.1	1.8	0.9	----	----	----	12/164	162/ 4.6	4.9	3.6			WUSA-F

12+ FM SHARE (METRO): 88.98% (412 of 463) (SPG 90: 90.77%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ ADM	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WYNF-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F
2	2 WPCV-F	2 WYNF-F	2 WYNF-F	2 WYNF-F	2 WEZY-F	2 WEZY-F	2 WEZY-F	2 WEZY-F	2 WFLZ-F	2 WYNF-F
3	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F	3	3 WYNF-F	3 WFLZ-F	3 WFLZ-F	3 WYNF-F	3 WXXL-F
4	4	4 WEZY-F	4 WEZY-F	4 WEZY-F	4	4 WFLZ-F	4 WYNF-F	4 WYNF-F	4 WEZY-F	4 WRBQ-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 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WYNF-F	1 WYNF-F	1 WYNF-F	1 WPCV-F	1 WPCV-F
2 WYNF-F	2 WFLZ-F	2 WYNF-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WPCV-F	2 WPCV-F	2 WYNF-F	2 WYNF-F
3 WXXL-F	3 WYNF-F	3 WFLZ-F	3 WYNF-F	3 WEZY-F	3 WXXL-F	3 WFLZ-F	3 WXTB-F	3 WFLZ-F	3 WFLZ-F
WPCV-F	4	4	4 WEZY-F	4	WPCV-F	4 WXTB-F	4 WFLZ-F	4	4 WEZY-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	-----	SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		81 (4)	81 (4)	17.5	10.1	WNNR	1360 Lakeland	1.2/3.0/	7/	104
AOR/CLASSIC		69 (4)	69 (4)	14.9	14.8	WLKF	1430 Lakeland	1.6/3.6/	9/	133
AC/OLDIES/ROCK	8 (2)	48 (7)	56 (9)	12.1	24.9	WWAB	1330 Lakeland	0.7/3.6/	4/	125
MOR/VARIETY						WWBF	1130 Bartow/Lk Wales	0.9/2.3/	5/	81
COUNTRY	7 (2)	123 (3)	130 (5)	28.1	23.8					
BLACK/URBAN	4 (1)	15 (1)	19 (2)	4.1	4.7	WDIZ-F	100.3 Orlando	0.5/4.5/	3/	176
BEAUTIFUL/EASY		69 (2)	69 (2)	14.9	12.7	WOUV-F	103.3 Bradenton	0.3/2.5/	3/	102
NEWS/TALK	12 (2)		12 (2)	2.6	2.1	WFLA	970 Tampa	0.5/1.5/	4/	53
NOSTALGIA	20 (2)		20 (2)	4.3	3.0	WGTO	540 Pine Hills/Orl.	0.5/2.3/	3/	81
RELIGION/GOSPEL						WHTQ-F	96.5 Orlando	1.9/5.5/	11/	205
SPANISH						WHVE-F	102.5 Sarasota/Tampa	1.2/4.1/	8/	179
CLASSICAL						WHGF-F	107.7 Mnt. Dora	0.5/3.1/	3/	115
JAZZ/NEW AGE		7 (1)	7 (1)	1.5	2.4	WHMO-F	98.9 Orlando	0.5/2.0/	3/	70
UNKNOWN/OTHERS					1.5	WMTX-F	95.7 Clearwater/Tmpa	0.7/4.0/	5/	150
	51 (9)	412 (22)	463 (31)			WOCL-F	105.9 DeLand	1.6/5.4/	9/	209
						WOMX-F	105.1 Orlando	1.0/5.0/	6/	188
						WQYK	1010 Seffner/Tampa	0.7/1.9/	4/	66
						WSTF-F	101.1 Cocoa Beach	1.7/6.4/	10/	223
						WSUN	620 St. Pete/Tampa	0.5/2.2/	5/	109
						WWKA-F	92.3 Orlando	1.4/4.5/	8/	159
						WWRH-F	107.3 St. Pete/Tampa	1.2/5.5/	8/	207
						WXXL-F	106.7 Leesburg/Orlido.	1.9/7.6/	11/	273

RADIO STATIONS

WGTO, 540, 50 KW	(DA-2), OLDIES	UNIULT, \$	N/A (---)		
WLKF, 1430, 5 KW/1 KW	(DA-2), TALK	ABC, TALKNT, \$	14.00 (Banner)	Root	
WONN, 1230, 1 KW	, NOSTALGIA	NBC, UNISUP, \$	17.00 (Torbet)	Hall	
WEZY-F, 94.1, 100 KW @ 430	EZ/BTFL		\$ 50.00 (Banner)	Root	
WPCV-F, 97.5, 100 KW @ 1017	COUNTRY		\$ 70.00 (Torbet)	Hall	

OTHER RANKED STATIONS -- See Tampa or Orlando...

LANCASTER

Arbitron Rank/Pop (12+): 104/346,900
 MSA Rank/Pop: 112/420,000
 ADI # 45 (w/York & Harrisburg)
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 26/6
 Diaries: 761/456:1/58.0%
 Sample Target: 770
 % Below Line: 44.5
 % Not Listed: 21.0

1990 Revenue: \$6,900,000
 HH Inc.: \$33,808
 Retail \$: 3.6 B11
 Pop per Station: 57,816
 #1 Biller: WLAN-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WIOV-F (C)	70/12.3	8.2	10.0	8.8	8.2	----	80/801	652/18.8	18.4	17.8	7.5	40	638	WIOV-F
2. WARM-F (SAC)	55/ 9.7	8.6	10.4	8.3	9.8	----	135/1568	745/21.5	19.6	19.2	9.6	51	732	WARM-F
3. WNCE-F (EZ)	50/ 8.8	11.2	14.1	9.7	11.8	----	89/1084	626/18.0	21.5	21.5	7.3	39	424	WNCE-F
4. WLAN-F (CHR)	38/ 6.7	8.0	9.1	11.1	12.3	----	45/991	778/22.4	21.4	26.8	7.9	42	859	WLAN-F
5. WHTF-F (AOR)	37/ 6.5	7.0	3.9	5.1	4.2	----	58/925	520/15.0	13.4	9.7	8.4	45	457	WHTF-F
6. WRKZ-F (C)	35/ 6.2	3.6	4.8	7.0	7.4	----	92/1187	492/14.2	10.6	10.6	3.0	16	307	WRKZ-F
7. WDAC-F (REL)	31/ 5.5	7.2	6.8	8.6	8.5	----	48/705	473/13.6	11.7	12.5	6.9	37	541	WDAC-F
8. WQXA-F (CHR)	21/ 3.7	5.5	5.4	4.4	4.3	----	69/1116	447/12.9	11.3	15.7	7.5	40	579	WQXA-F
9. WWKL-F (O)	20/ 3.5	2.7	2.9	2.5	----	----	57/777	308/ 8.9	9.3	7.9	2.4	13	258	WWKL-F
10. WRFY-F (CHR)	18/ 3.2	2.3	1.6	1.6	2.2	----	20/352	295/ 8.5	6.5	6.0	1.7	9	143	WRFY-F

12+ FM SHARE (METRO): 94.21% (423 of 449) (SPG 90: 94.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WIOV-F	1 WIOV-F	1 WIOV-F	1 WIOV-F	1 WARM-F	1 WIOV-F
2 WQXA-F	2 WARM-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WNCE-F	2 WARM-F	2 WNCE-F	2 WARM-F	2 WIOV-F	2 WARM-F
3	3 WIOV-F	3 WHTF-F	3 WHTF-F	3 WNCE-F	3 WARM-F	3 WNCE-F	3 WARM-F	3 WNCE-F	3 WQXA-F	3
4	4 WLAN-F	4 WLAN-F	4 WHTF-F	4 WDAC-F	4 WHTF-F	4 WRKZ-F	4 WHTF-F	4 WHTF-F	4 WLAN-F	4
5	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WDAC-F	5 WRKZ-F	5 WLAN-F	5 WDAC-F	5
6	6	6	6	6 WLAN-F	6	6 WLAN-F	6 WLAN-F	6	6	6

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 WQXA-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WHTF-F	1 WHTF-F	1 WHTF-F	1 WHTF-F	1 WHTF-F
WHTF-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WLAN-F	2 WLAN-F	2 WRKZ-F	2 WLAN-F	WARM-F
WIOV-F	3 WRFY-F	3 WRFY-F	3 WNCE-F	3 WNCE-F	3 WARM-F	3 WIOV-F	3 WLAN-F	3 WARM-F	WIOV-F
4 WRKZ-F	4 WRKZ-F	WNCE-F	4 WRKZ-F	4 WRKZ-F	WIOV-F	4 WRKZ-F	WIOV-F	4 WIOV-F	4 WWKL-F
WRFY-F	WQXA-F	5 WRKZ-F	5 WHTF-F	5 WRFY-F	5 WRFY-F	WARM-F	5	5	WLAN-F
WARM-F	WNCE-F	WLAN-F	6	WLAN-F	6	6	6	6	6
WDAC-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		82 (4)	82 (4)	18.3	22.3	WLAN 1390 Lancaster	0.9/4.6/ 6/ 167
AOR/CLASSIC		61 (5)	61 (5)	13.6	9.3	WLPA 1490 Lancaster	0.4/5.1/ 2/ 178
AC/OLDIES/ROCK	5 (1)	89 (5)	94 (6)	20.9	19.7		
MOR/VARIETY	12 (2)		12 (2)	2.7	2.6	KYW 1060 Philadelphia	0.5/4.5/ 4/ 188
COUNTRY		105 (2)	105 (2)	23.4	18.0	WFLN-F 95.7 Philadelphia	0.4/1.6/ 3/ 74
BLACK/URBAN		3 (1)	3 (1)	0.7	0.4	WHP 580 Harrisburg	0.9/2.0/ 12/ 232
BEAUTIFUL/EASY		50 (1)	50 (1)	11.1	17.6	WHYL 960 Carlisle/Hrsbrg	0.7/2.7/ 15/ 247
NEWS/TALK	5 (2)		5 (2)	1.1	1.7	WIYY-F 97.9 Baltimore	0.5/2.1/ 12/ 188
NOSTALGIA	4 (1)		4 (1)	0.9		WMGK-F 102.9 Philadelphia	0.4/1.2/ 2/ 41
RELIGION/GOSPEL		31 (1)	31 (1)	6.9	8.2	WMHR-F 93.3 Philadelphia	0.4/2.3/ 3/ 98
SPANISH						WOGL-F 98.1 Philadelphia	0.9/3.1/ 5/ 114
CLASSICAL		2 (1)	2 (1)	0.4		WSBA 910 York	1.2/2.9/ 42/ 584
JAZZ/NEW AGE						WTPA-F 93.5 Mechncsbrg/Hrsb	1.6/5.2/ 57/ 655
UNKNOWN/OTHERS						WUSL-F 98.9 Philadelphia	0.5/2.3/ 3/ 85
	26 (6)	423 (20)	449 (26)			WXCY-F 103.7 Havre de Grace	1.2/1.5/ 7/ 66
						WYCR-F 98.5 York/Hanover	0.9/7.5/ 41/ 851
						WYSP-F 94.1 Philadelphia	1.8/3.8/ 13/ 161

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), OLDIES, \$ 10.00 (HNWH), Peoples
 WLPA, 1490, 1 KW, TALK (?), CNN MBS, \$ 12.00 (Torbet), Hall
 WDAC-F, 94.5, 19 KW @ 810, RELIGION, \$ 34.00 (Savalli)
 WIOV-F, 105.1, 50 KW @ 500, COUNTRY, ABC, \$ 36.00 (Banner), Brill
 WLAN-F, 96.9, 50 KW @ 500, CHR, ABC, \$ 48.00 (HNWH), Peoples
 WNCE-F, 101.3, 7 KW @ 1293, EZ, NBC, \$ 40.00 (Torbet), Hall

OTHER RANKED STATIONS -- See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 100/357,000

Stations: 21/14

1990 Revenue: \$13,000,000

MSA Rank/Pop: 110/436,000

Diaries: 800/446:1/52.6%

HM Inc.: \$32,649

ADI # 103

Sample Target: 820

Retail \$: 3.5 Bill

Average Person Ratings: 17.2

% Below Line: 10.0

Pop per Station: 25,500

Market TSL: 22.50 hours

% Not Listed: 18.6

#1 Biller: WITL-AF \$3,400,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WITL-F (C)	108/17.6	13.4	18.3	14.7	15.3	16.0	149/1749	1059/29.7	31.0	23.4	14.9	92	851	WITL-F
2. WVIC-AF (CHR)	81/13.2	14.6	13.3	13.0	16.8	13.5	146/2056	1132/31.7	30.9	39.0	14.4	89	1070	WVIC-AF
3. WJXQ-F (AOR)	62/10.1	7.6	6.1	8.2	5.4	8.0	106/1113	610/17.1	12.4	14.5	12.0	74	731	WJXQ-F
4. WJIM-F (SAC)	43/ 7.0	8.1	8.7	7.8	7.3	7.9	47/768	588/16.5	17.1	15.4	5.7	35	436	WJIM-F
5. WJR (FS)	35/ 5.7	4.6	3.8	4.2	5.9	4.5	96/1164	438/12.3	10.8	12.4	5.0	31	456	WJR
6. WFMK-F (AC)	31/ 5.1	8.5	5.6	7.7	7.5	6.7	72/1031	520/14.6	16.9	21.0	6.1	38	562	WFMK-F
7. WGOR-F (CHR)	29/ 4.7	3.7	5.3	5.7	5.7	4.8	36/776	572/16.0	15.8	18.1	6.5	40	677	WGOR-F
8. WIBM-F (O)	28/ 4.6	5.9	5.1	4.5	3.4	5.0	61/1240	618/17.3	16.6	15.1	4.4	27	482	WIBM-F
9. WMMQ-F (CL AOR)	19/ 3.1	4.9	2.4	3.7	4.2	3.5	23/521	405/11.3	10.0	15.6	4.9	30	558	WMMQ-F
10. WILS (B)	11/ 1.8	1.5	1.7	2.3	1.8	1.8	13/204	186/ 5.2	4.8	3.9	3.4	21	330	WILS
11. WLWY-F (AC)	10/ 1.6	1.5	2.6	2.8	2.6	2.1	11/291	219/ 6.1	11.5	9.3	1.5	9	139	WLWY-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.97% (434 of 499) (SPG 90: 87.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 WVIC-AF>>>1 WJXQ-F<	1 WVIC-AF	1 WITL-F	1 WITL-F>	1 WITL-F>>	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WVIC-AF	1 WITL-F>
2 WGOR-F	2 WVIC-AF>	2 WJXQ-F<	2 WVIC-AF	2 WVIC-AF	2 WJR <	2 WVIC-AF>	2 WVIC-AF	2 WVIC-AF	2 WITL-F	2 WJXQ-F>
3	3 WITL-F	3 WITL-F>	3 WJXQ-F>	3 WJXQ-F>	3 WJIM-F>	3 WJXQ-F>	3 WJXQ-F>	3 WJXQ-F>	3 WJR	3 WJR
4	4 WGOR-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WIBM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F
5	5 WFMK-F	5 WFMK-F	5 WIBM-F	5 WIBM-F	5	5 WJR	5 WFMK-F	5 WIBM-F	5 WJIM-F	5
6	6	6	6	6 WFMK-F	6	6	6	6	6 WIBM-F	6

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 WVIC-AF	1 WVIC-AF	1 WVIC-AF	1 WVIC-AF	1 WITL-F>>	1 WJXQ-F>	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F
2 WJXQ-F	2 WJXQ-F>	2 WJXQ-F	2 WITL-F>	2 WVIC-AF	2 WVIC-AF	2 WVIC-AF>	2 WVIC-AF>	2 WVIC-AF	2 WITL-F
3 WGOR-F>>	3 WITL-F	3 WJXQ-F	3 WITL-F>	3 WJIM-F	3 WJXQ-F>	3 WITL-F>	3 WITL-F>	3 WITL-F>	3 WVIC-AF>>
4 WFMK-F	4 WGOR-F	4 WFMK-F	4 WJIM-F	4 WFMK-F	4 WJIM-F>>	4 WMMQ-F	4	4 WMMQ-F	4 WIBM-F
5	5 WFMK-F	5	5 WFMK-F	5 WJXQ-F	5	5 WGOR-F	5	5 WJIM-F	5 WJIM-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	3 (1)	112 (3)	115 (4)	23.0	27.8	WITL 1010 Lansing	0.7/2.7/ 4/ 124
AOR/CLASSIC		88 (4)	88 (4)	17.6	12.0	WJIM 1240 Lansing	1.0/5.5/ 6/ 210
AC/OLDIES/ROCK		120 (5)	120 (5)	24.0	17.1	WXLA 1180 Dimondale/Lnsng	1.0/3.1/ 6/ 111
MOR/VARIETY	35 (1)		35 (1)	7.0	7.1		
COUNTRY	4 (1)	110 (2)	114 (3)	22.8	19.9	WCUZ-F 101.3 Grand Rapids	0.3/1.8/ 31/ 372
BLACK/URBAN	17 (2)		17 (2)	3.4	2.8	WIOG-F 102.5 Bay City/Flint	0.8/3.5/ 56/ 622
BEAUTIFUL/EASY		4 (1)	4 (1)	0.8	12.4	WJFM-F 93.7 Gr Rapids/Klmzo	0.7/2.3/ 21/ 350
NEWS/TALK	6 (1)		6 (1)	1.2	1.0	WOOD-F 107.3 Greenl/GrRpd	1.3/3.9/ 26/ 476
NOSTALGIA						WOOD-F 105.7 Grand Rapids	0.7/3.6/ 22/ 388
RELIGION/GOSPEL						WRIF-F 101.1 Detroit	0.5/1.7/ 9/ 272
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	65 (3)	434 (15)	499 (21)				

RADIO STATIONS

WILS , 1320, 5 KW, 1 KW (DA-3),	Black	ABC, \$14.00	(Christal)	MacDonald
WJIM , 1240, 1 KW	Talk	NBC, \$12.00	(Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 55W	AC	, \$41.00	(Eastman)	Liggett
WGOR-F, 92.1, 3 KW @ 30W	CHR	CBS, \$21.00	(HNWH)	(ST. JOHNS)
WIBM-F, 94.1, 40 KW @ 55W	Oldies	UNIULT, \$28.00	(MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 62W	Country	ABC, \$54.00	(Banner)	
WJIM-F, 97.5, 28 KW @ 44W	EZ/Soft	, \$28.00	(Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 490	AOR	ABC, \$26.00	(Durpett1)	(JACKSON)
WLWY-F, 101.7, 3 KW @ 15W	AC	ABC, \$24.00	(Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 46W	Classic AOR	SOURCE NBC, \$25.00	(HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 48 KW @ 50W	CHR	UNIPWR, \$65.00	(Katz)	Goodrich

Miscellaneous: WKKP changes to WLWY (April) . . .

LAS VEGAS

Arbitron Rank/Pop (12+): 59/640,300

Stations: 25/24

1990 Revenue: \$22,700,000

MSA Rank/Pop: 72/670,000

Diaries: 938/683:1/46.9%

HH Inc.: \$31,781

ADI # 91

Sample Target: 960

Retail \$: 5.4 B11

Average Person Ratings: 17.4

% Below Line: 0.4

Pop per Station: 26,679

Market TSL: 22.75 hours

% Not Listed: 15.0

#1 Biller: KFMS-AF \$3,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AOH	Birch Cume	
1. KFMS-AF (C)	99/ 8.9	8.7	13.4	11.8	10.0	10.7	102/1181	1127/17.6	20.0	19.7	10.7	119	1044	KFMS-AF
2. KLUC-AF (CHR)	90/ 8.1	9.0	8.6	11.0	11.5	9.2	90/1609	1592/24.9	22.6	26.2	10.7	120	1413	KLUC-AF
3. KXTZ-F (EZ)	82/ 7.4	6.7	8.9	7.3	9.1	7.6	83/808	787/12.3	13.2	14.0	3.8	44	474	KXTZ-F
4. KKLZ-F (CL AOR)	73/ 6.5	5.4	5.6	6.4	5.0	6.0	73/873	869/13.6	13.7	13.3	7.5	86	821	KKLZ-F
5. KOMP-F (AOR)	71/ 6.4	4.4	4.6	5.5	7.2	5.2	71/907	903/14.1	11.8	13.1	8.0	91	1020	KOMP-F
6. KMZQ-F (AC)	62/ 5.6	7.0	5.0	6.3	4.4	6.0	62/758	758/11.8	15.1	12.8	4.5	52	710	KMZQ-F
7. KUDA-F (O)	59/ 5.3	4.9	5.1	5.4	3.9	5.2	61/955	930/14.5	14.4	10.8	3.8	43	750	KUDA-F
8. KWNR-F (C)	52/ 4.7	3.9	3.6	0.7	1.9	3.2	52/649	634/ 9.9	9.2	7.9	4.2	48	639	KWNR-F
9. KRLV-F (SAC)	52/ 4.7	4.0	3.4	2.9	2.4	3.8	53/711	708/11.1	9.5	9.1	3.3	38	554	KRLV-F
10. KMMK-F (AC)	50/ 4.5	4.2	2.6	2.6	2.8	3.5	50/550	548/ 8.6	6.4	7.5	1.8	21	469	KMMK-F
11. KYRK-F (CHR)	44/ 3.9	4.7	5.1	5.8	5.6	4.9	46/1037	1008/15.7	16.0	16.6	7.0	80	1219	KYRK-F
12. KDOWN (T)	42/ 3.8	2.8	2.0	2.1	2.6	2.7	45/645	604/ 9.4	5.5	6.2	1.7	19	331	KDOWN
13. KJUL-F (BB)	34/ 3.0	1.8	1.0	2.0	1.6	2.0	38/431	384/ 6.0	3.2	4.3	1.4	16	324	KJUL-F
14. KEYV-F (J/NA)	28/ 2.5	1.7	3.0	2.1	3.0	2.3	28/435	435/ 6.8	7.6	8.5	3.1	36	446	KEYV-F
15. KORK (BB)	27/ 2.4	4.1	2.3	4.2	3.3	3.3	27/364	362/ 5.7	6.2	6.4	5.0	57	405	KORK
16. KNUU (N/T)	24/ 2.2	3.3	2.1	2.1	2.0	2.4	24/459	458/ 7.2	6.2	7.7	2.5	29	364	KNUU
17. KRRI-F (O)	19/ 1.7	1.3	2.0	1.2	1.5	1.5	19/433	402/ 6.3	5.7	4.9	1.8	21	341	KRRI-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 85.02% (806 of 948) (SPG 90: 83.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KLUC-AF	1 KOMP-F	1 KKLZ-F	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KLUC-AF	1 KOWN
2 KYRK-F	2 KKLZ-F	2 KOMP-F	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF	2 KLUC-AF	2 KXTZ-F	2 KLUC-AF	2 KOMP-F	2 KOMP-F
3	3 KLUC-AF	3 KKLZ-F	3 KUDA-F	3 KUDA-F	3 KUDA-F	3 KXTZ-F	3 KKLZ-F	3 KKLZ-F	3 KKLZ-F	3 KMMK-F
4	4 KMZQ-F	4 KFMS-AF	4 KMZQ-F	4 KMZQ-F	4 KWNR-F	4 KKLZ-F	4 KLUC-AF	4 KMZQ-F	4 KYRK-F	4 KNUU
5	5 KFMS-AF	5 KMZQ-F	5 KOMP-F	5 KWNR-F	5 KRLV-F	5 KOMP-F	5 KMZQ-F	5 KXTZ-F	5 KXTZ-F	5 KFMS-F
6	6 KMMK-F	6 KUDA-F	6 KLUC-AF	6 KOMP-F	6 KDOWN	6	6 KOMP-F	6 KOMP-F	6	6
7	7	7 KMMK-F	7 KWNR-F	7 KLUC-AF	7	7	7 KUDA-F	7	7	7

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 KLUC-AF	1 KLUC-AF	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KKLZ-F	1 KKLZ-F
2 KOMP-F	2 KMZQ-F	2 KLUC-AF	2 KLUC-AF	2 KFMS-AF	2 KKLZ-F	2 KKLZ-F	2 KKLZ-F	2 KOMP-F	2 KFMS-AF
3 KMZQ-F	3 KOMP-F	3 KKLZ-F	3 KMMK-F	3 KLUC-AF	3 KLUC-AF	3 KFMS-AF	3 KFMS-AF	3 KFMS-AF	3 KOMP-F
4 KMMK-F	4 KKLZ-F	4 KOMP-F	4 KFMS-AF	4 KRLV-F	4 KYRK-F	4 KLUC-AF	4 KUDA-F	4 KUDA-F	4 KUDA-F
5 KYRK-F	5 KMMK-F	5 KMMK-F	5 KOMP-F	5 KXTZ-F	5	5 KUDA-F	5	5 KLUC-AF	5 KWNR-F
6	6	6	6 KRLV-F	6 KMMK-F	6	6	6	6 KWNR-F	6
			7 KUDA-F						

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	132 (2)	134 (3)	14.1	20.8	KDOL	1280 Henderson/LosVg	0.8/2.0/ 9/	126	
AOR/CLASSIC	7 (1)	144 (2)	151 (3)	15.9	16.5	KENO	1460 Las Vegas	0.5/1.0/ 6/	64	
AC/OLDIES/ROCK	6 (1)	246 (6)	252 (7)	26.6	23.2	KMTW	1340 Las Vegas	0.6/1.9/ 7/	121	
MOR/VARIETY						KROL	870 Laughlin/E LV	0.9/4.1/ 11/	266	
COUNTRY	11 (1)	140 (2)	151 (3)	15.9	12.2	KVEG	840 North Las Vegas	0.4/2.0/ 4/	130	
BLACK/URBAN										
BEAUTIFUL/EASY		82 (1)	82 (1)	8.6	11.1	KZUL-F	105.1 Lake Havasu Cty	0.4/1.4/ 32/	305	
NEWS/TALK	80 (4)		80 (4)	8.4	6.4					
NOSTALGIA	27 (1)	34 (1)	61 (2)	6.4	4.0					
RELIGION/GOSPEL					1.6					
SPANISH	9 (1)		9 (1)	0.9						
CLASSICAL										
JAZZ/NEW AGE		28 (1)	28 (1)	3.0	3.7					
UNKNOWN/OTHERS					0.4					
	142 (10)	806 (15)	948 (25)							

LAS VEGAS

RADIO STATIONS

KDWN	,	720,	50 KW (DA-N)	,	Talk	,	\$18.00	(Roslin)	
KMTW	,	1340,	1 KW	,	AOR	SMN,	\$13.00	(Banner)	
KNUU	,	970,	5 KW/500 W (DA-2),		News/Talk	MBS CBS,	\$17.00	(---)	
KORK	,	920,	5 KW/500 W (DA-2),		Nostalgia	ABC,	\$19.00	(Banner)	Anchor
KEYV-F,		93.1,	25 KW @ 3724	,	Jazz/NAC	,	\$28.00	(HNWH)	
KFMS-F,		101.9,	100 KW @ 1180	,	Country	,	\$64.00	(Katz)	
KJUL-F,		104.3,	25 KW @ 3724	,	Nostalgia	UNISUP UNILTY,	\$18.00	(CBS)	
KKLZ-F,		96.3,	100 KW @ 1176	,	Classic AOR	,	\$35.00	(Banner)	
KMMK-F,		103.5,	100 KW @ 1152	,	AC/Rock	CNN UNISUP,	\$23.00	(Schubert)	
KLUC-F,		98.5,	100 KW @ 1180	,	CHR	UPI,	\$63.00	(Mc-Guild)	Nationwide
KMZQ-F,		100.5,	100 KW @ 1104	,	AC	,	\$35.00	(Eastman)	Commonwealth (HENDERSON)
KOMP-F,		92.3,	100 KW @ 1520	,	AOR	,	\$38.00	(Christal)	Lotus
KRLV-F,		106.5,	100 KW @ 1155	,	Soft AC	CBS,	\$26.00	(MMR)	
KRRI-F,		105.5,	4 KW @ 1588	,	Oldies	NBC,	\$17.00	(Torbet)	(BOULDER CITY)
KUDA-F,		107.5,	25 KW @ 3724	,	Oldies	,	\$31.00	(CBS)	Americom-Quinn
KWNR-F,		95.5,	100 KW @ 1160	,	Country	UNILTY,	\$21.00	(Torbet)	
KXTZ-F,		94.1,	100 KW @ 1210	,	EZ	,	\$45.00	(Durpetti)	Parker (HENDERSON)
KYRK-F,		97.1,	100 KW @ 1919	,	CHR	,	\$31.00	(Banner)	Anchor

Miscellaneous: KJUL-F - from SAC to Nostalgia . . . KLTN changes to KMMK and from AC to AC/Rock . . . KMMK-F sold by Intermarkt for \$2,000,000 . . . KVEG sold for \$225,000 . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BR - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

LEXINGTON

Arbitron Rank/Pop (12+): 125/291,800

Stations: 15/13
Diaries: 728/401:1/52.9%
Sample Target: 705
% Below Line: 2.0
% Not Listed: 14.5

1990 Revenue: \$13,000,000
HH Inc.: \$30,100
Retail \$: 3.1 Bil
Pop per Station: 22,446
#1 Biller: WVLK-F \$2,800,000

MSA Rank/Pop: 13R/353,000

ADI # 70

Average Person Ratings: 15.8

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WKQQ-F (AOR)	8D/17.4	15.4	13.7	11.9	14.0	----	147/1692	794/27.2	28.5	25.9	17.1	86	1001 WKQQ-F
2. WVLK-F (C)	60/13.0	17.3	16.9	18.1	19.9	----	205/2287	759/26.0	32.7	29.1	15.5	78	871 WVLK-F
WLAP-F (CHR)	60/13.0	16.0	16.2	13.6	16.1	----	134/1982	806/27.6	29.2	33.9	17.5	88	1246 WLAP-F
4. WCKU-F (B)	5R/12.6	9.7	11.5	9.0	9.1	----	64/681	520/17.8	13.6	16.7	14.9	75	609 WCKU-F
5. WVLK (FS)	3D/ 6.5	6.1	6.6	8.2	6.6	----	34/557	416/14.3	19.2	14.6	3.2	16	316 WVLK
6. WTKT-F (O)	24/ 5.2	3.8	4.7	5.5	1.7	----	31/548	442/15.1	14.9	13.7	5.4	27	528 WTKT-F
WCOZ-F (SAC)	24/ 5.2	4.6	5.1	3.1	4.9	----	34/546	374/12.8	12.3	14.6	4.6	23	232 WCOZ-F
8. WHRS (BB)	13/ 2.8	2.1	1.3	0.4	----	----	13/70	65/ 2.2	3.7	2.8	1.0	5	94 WHRS
9. WLAP (O)	9/ 2.0	2.1	2.6	2.3	3.4	----	15/418	226/ 7.7	6.1	8.1	1.4	7	170 WLAP
10. WLFX-F (AC)	7/ 1.5	1.3	1.9	1.4	2.3	----	11/283	225/ 7.7	6.7	9.6	2.0	10	194 WLFX-F
WJMM-F (REL)	7/ 1.5	1.7	1.9	3.3	1.9	----	9/251	175/ 6.0	8.0	8.4	2.0	10	134 WJMM-F
WCGW (G)	7/ 1.5	1.7	1.5	2.7	1.1	----	11/155	76/ 2.6	2.1	2.9	2.4	12	139 WCGW

12+ FM SHARE (METRO): 81.22% (320 of 394) (SPG 90: 82.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F	1 WKQQ-F>>	1 WKQQ-F>	1 WKQQ-F>	1 WKQQ-F	1 WVLK-F>	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WCKU-F	1 WVLK-F
2 WCKU-F>	2 WLAP-F	2 WLAP-F	2 WCKU-F	2 WCKU-F<	2 WVLK >	2 WVLK-F	2 WLAP-F	2 WLAP-F	2 WKQQ-F	2 WLAP-F
3 WKQQ-F	WCKU-F>	3 WCKU-F	3 WLAP-F	3 WVLK-F<	3 WTKT-F	3 WLAP-F	3 WVLK-F	3 WVLK-F	3 WLAP-F>	WKQQ-F
4	4 WVLK-F	4 WVLK-F	4 WVLK-F	4 WLAP-F	WLAP-F	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WVLK-F	4 WCKU-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 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WLAP-F	1 WLAP-F<	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>
2 WLAP-F	2 WCKU-F<	2 WCKU-F	2 WCKU-F<	2 WCKU-F	2 WLAP-F	2 WLAP-F	2 WCKU-F	2 WVLK-F	2 WVLK-F
3 WCKU-F>	3 WLAP-F	3 WLAP-F>	3 WKQQ-F>	3 WVLK-F	3 WVLK-F	3 WCKU-F	3 WLAP-F	3 WLAP-F	3 WCKU-F
4 WCOZ-F	4	4 WVLK-F	4 WVLK-F	4 WKQQ-F	4 WCKU-F	4 WVLK-F	4 WVLK-F	WCKU-F	4 WLAP-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	15.2	18.6	WLXG	1300 Lexington	1.3/4.5/ 7/ 140
AOR/CLASSIC		80 (1)	80 (1)	20.3	15.7			
AC/OLDIES/SOFT ROCK	9 (1)	55 (3)	64 (4)	16.2	17.6	WHAS	840 Louisville	1.1/5.4/ 51/ 919
MOR/VARIETY	39 (3)		39 (3)	9.9	10.0	WLW	700 Cincinnati	0.9/3.7/ 12/ 303
COUNTRY		60 (1)	60 (1)	15.2	19.4			
BLACK/URBAN		58 (1)	58 (1)	14.7	13.2			
BEAUTIFUL/EASY								
NEWS/TALK	6 (1)		6 (1)	1.5				
NOSTALGIA	13 (1)		13 (1)	3.3	1.5			
RELIGION/GOSPEL	7 (1)	7 (1)	14 (2)	3.6	3.9			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	74 (7)	320 (8)	394 (15)					

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), OLDIES	UNUILT, \$ 16.00 (Durpetti)	Trumper
WCGW, 770, 1 KW (DAYS), GOSPEL	, \$ 10.00 (---)	Mortenson
WLXG, 1300, 2.5 KW/1KW (DA-N), TALK	NBC, ABC, \$ 12.00 (HNWH)	Martin
WVLK, 590, 5 KW/1 KW (DA-2), MOR/FULL SER.	ABC, \$ 36.00 (Katz)	Bluegrass
WCKU-F, 102.5, 2 KW @ 350, BLACK	, \$ 19.00 (Torbet)	(NICHOLASVILLE)
WCOZ-F, 96.7, 1.5 KW @ 470, SOFT AC	UNISUP, \$ 20.00 (HNWH)	Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 300, RELIGION	, \$ 15.00 (---)	Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR	, \$ 51.00 (Christal)	Village
WLAP-F, 94.5, 100 KW @ 660, CHR	, \$ 55.00 (Durpetti)	Trumper
WLFX-F, 100.1, 1.4 KW @ 460, AC	, \$ 16.00 (Durpetti)	(WINCHESTER)
WTKT-F, 103.1, 3 KW @ 300, OLDIES	, \$ 20.00 (Eastman)	(GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 845, COUNTRY	, \$ 62.00 (Katz)	Bluegrass

LINCOLN

Arbitron Rank/Pop (12+): 167/179,500

Stations: 18/12

1990 Revenue: \$8,500,000

MSA Rank/Pop: 196/213,030

Diaries: 581/309:1/60.2%

MM Inc.: \$35,589

ADI # 95

Sample Target: 580

Retail \$: 1.6 Bil

Average Person Ratings: 16.9

% Below Line: 9.9

Pop per Station: 14,958

Market TSL: 22.25 hours

% Not Listed: 14.9

#1 Biller: KFOR \$2,000,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KZKX-F (C)	35/11.6	8.8	8.8	----	9.3	----	55/615	400/22.3	20.3	16.7	14.4	42	469
2. KFOR (FS)	32/10.6	13.9	12.5	----	11.4	----	33/449	399/22.2	33.2	26.0	8.9	26	451
3. KFMQ-AF (AOR)	31/10.2	7.1	8.8	----	12.0	----	49/570	404/22.5	18.8	19.5	10.6	29	407
4. KTGL-F (CL AOR)	24/ 7.9	6.8	10.5	----	6.8	----	36/470	349/19.4	18.2	21.2	8.9	26	329
5. KLDZ-F (O)	23/ 7.6	5.1	4.1	----	9.3	----	27/374	303/16.9	15.7	11.0	4.1	12	164
6. KEZG-F (SAC)	21/ 6.9	9.5	6.4	----	4.3	----	32/412	282/15.7	20.6	13.3	5.5	16	190
7. KFRX-F (CHR)	20/ 6.6	7.5	12.8	----	12.7	----	26/615	465/25.9	25.5	29.3	7.2	21	483
8. KLIN (FS/T)	14/ 4.6	4.1	5.1	----	3.1	----	14/249	228/12.7	12.3	13.9	6.2	18	262
9. KKNB-F (CHR)	12/ 4.0	4.4	4.7	----	3.4	----	24/479	267/14.9	19.9	15.0	5.8	17	365
10. KFAB (FS)	10/ 3.3	4.4	2.0	----	3.4	----	38/544	218/12.1	17.2	10.5	3.1	9	162
KHAT (BB)	10/ 3.3	1.7	0.7	----	0.3	----	12/100	75/ 4.2	2.6	0.0	1.7	5	70
12. KEFM-F (AC)	7/ 2.3	1.4	1.4	----	1.9	----	8/208	154/ 8.6	9.1	6.2	2.1	6	96
13. WOW (C)	6/ 2.0	0.7	1.4	----	----	----	15/283	114/ 6.4	5.1	3.8	1.0	3	53
KMXA-F (AC)	6/ 2.0	6.1	3.7	----	4.9	----	6/136	133/ 7.4	12.6	13.4	3.1	9	108

12+ FM SHARE (METRO): 70.93% (183 of 258) (SPG 90: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 KFRX-F	1 KFMQ-AF	1 KFMQ-AF	1 KFMQ-AF	1 KZKX-F	1 KFOR	1 KFOR	1 KFMQ-AF	1 KFMQ-AF	1 KTGL-F	1 KTGL-F
2 KKNB-F	2 KTGL-F	2 KZKX-F	2 KZKX-F	2 KLOZ-F	2 KZKX-F	2 KZKX-F	2 KEZG-F	2 KZKX-F	2 KZKX-F	2 KFAB
3	3 KZKX-F	3 KLOZ-F	3 KLDZ-F	3 KFMQ-AF	3 KEZG-F	3 KFMQ-AF	3 KZKX-F	3 KFOR	3 KFOR	3 KZKX-F
4	4 KLDZ-F	4 KTGL-F	4 KTGL-F	4 KEZG-F	4 KLIN	4 KTGL-F	4 KLOZ-F	4 KTGL-F	4 KFMQ-AF	4 KFOR
5	5 KFRX-F	5 KEZG-F	5 KEZG-F	5 KTGL-F	5 KHAT	5 KEZG-F	5 KFOR	5 KLDZ-F	5 KFAB	5
6	6	6 KFRX-F	6	6	6	6 KHAT-AF	6 KHAT-AF	6 KFRX-F	6 KFRX-F	6
								7 KEZG-F	7 KHAT-AF	
								8 KHAT-AF		

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 KZKX-F	1 KZKX-F	1 KTGL-F	1 KZKX-F	1 KEZG-F	1 KFMQ-AF	1 KFMQ-AF	1 KFMQ-AF	1 KFMQ-AF	1 KFMQ-AF
2 KFMQ-AF	2 KTGL-F	2 KLDZ-F	2 KEZG-F	2 KZKX-F	2 KZKX-F	2 KTGL-F	2 KTGL-F	2 KTGL-F	2 KZKX-F
3 KTGL-F	3 KLDZ-F	3 KFRX-F	3 KLDZ-F	3 KLDZ-F	3 KLDZ-F	3 KZKX-F	3 KZKX-F	3 KLOZ-F	3 KTGL-F
4	4 KFRX-F	4 KZKX-F	4 KTGL-F	4 KFRX-F	4 KTGL-F	4 KLDZ-F	4 KLDZ-F	4 KZKX-F	4 KLDZ-F
5	5 KEZG-F	5 KEZG-F	5 KFRX-F	5 KFOR	5 KFRX-F	5 KFRX-F	5 KKNB-F	5	5
							6 KFRX-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		33 (3)	33 (3)	12.8	21.4		SHARE/RTG/AQH/CUME
AOR/CLASSIC	3 (1)	56 (3)	59 (4)	22.9	25.6	KEZO-F 92.3 Omaha	1.3/9.6/ 10/ 246
AC/OLOIES/ROCK		57 (4)	57 (4)	22.1	18.3	KQKQ-F 98.5 Council Bluffs	0.3/6.5/ 4/ 160
MOR/VARIETY	56 (3)		56 (3)	21.7	22.1	WOW -F 94.1 Omaha/Cncl Blfs	0.7/3.0/ 9/ 138
COUNTRY	6 (1)	37 (2)	43 (3)	16.7	11.5		
BLACK/UREAN							
BEAUTIFUL/EASY					1.1		
NEWS/TALK							
NOSTALGIA	10 (1)		10 (1)	3.9			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	75 (6)	183 (12)	258 (18)				

RADIO STATIONS

KFOR, 1240, 1 KW	MOR/FULL SER.	ABC, \$ 37.00 (Katz)	May
KHAT, 1530, 5 KW (DAYS)	NOSTALGIA	\$ 15.00 (Ourpetti)	Tate
KLIN, 1400, 1 KW	MOR/NOST.	MBS, CBS, \$ 17.00 (---)	
KEZG-F, 137.3, 100 KW @ 550, SOFT AC	CBS, MBS, \$ 18.00 (---)		
KFMQ-F, 121.9, 100 KW @ 150, AOR	\$ 24.00 (Banner)	Midwest	
KFRX-F, 102.7, 100 KW @ 500, CHR	\$ 30.00 (Katz)	May	
KMXA-F, 106.3, 3 KW @ 145, AC	UNIPWR, \$ 15.00 (Ourpetti)	Tate	
KKNB-F, 104.1, 31 KW @ 620, CHR	\$ 15.00 (---)		(CRETE)
KLDZ-F, 95.1, 50 KW @ 240, OLOIES	UNIPWR, UNILT, \$ 25.00 (Christal)	Kempff	
KTGL-F, 92.9, 100 KW @ 800, CLASSIC AOR	\$ 24.00 (K & P)		(BEATRICE)
KZKX-F, 96.9, 100 KW @ 610, COUNTRY	ABC, \$ 24.00 (HNWH)		(SEWARD)

Miscellaneous: KLMS changes to KFMQ and simulcasts with FM . . . KHAT-F to KMXA-F (1990) . . . KLDZ-F sold for \$1,100,000 (Media Services) . . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/423,400

MSA Rank/Pop: 97/523,000

AOI # 57

Average Person Ratings: 17.8

Market TSL: 23.50 hours

Stations: 21/21
Diaries: 867/488:1/50.9%
Sample Target: 865
% Below Line: 0.0
% Not Listed: 10.6

1990 Revenue: \$14,800,000
HH Inc.: \$30,766
Retail \$: 4.2 Btl
Pop per Station: 20,161
#1 Biller: KSSN-F \$4,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	151/20.1	21.0	24.2	----	20.1	16.3	344/3388	1561/36.9	40.0	34.6	23.5	176	1574	KSSN-F
2. KEZQ-F (SAC)	77/10.2	9.9	7.3	----	8.0	6.8	110/1274	831/19.6	17.5	16.6	7.2	54	568	KEZQ-F
3. KMJX-F (AOR)	69/ 9.2	10.7	10.6	----	8.1	7.6	124/1274	771/18.2	17.5	17.3	11.6	87	947	KMJX-F
4. KIPR-F (B)	67/ 8.9	6.5	9.1	----	8.3	6.1	142/1133	605/14.3	13.7	14.2	14.2	106	850	KIPR-F
5. KARN (N/T)	47/ 6.3	8.2	6.3	----	5.5	5.2	51/653	550/13.0	15.8	12.6	4.0	30	504	KARN
6. KOLL-F (O)	43/ 5.7	4.3	6.5	----	7.9	4.1	86/1262	612/14.5	15.9	15.5	4.0	30	459	KOLL-F
7. KURB-AF (CHR)	39/ 5.2	4.7	4.9	----	6.3	3.7	76/1566	797/18.8	16.7	20.2	6.4	48	890	KURB-AF
8. KKYK-F (CHR)	32/ 4.3	5.3	4.4	----	7.4	3.5	50/1261	720/17.0	18.2	27.1	4.8	36	725	KKYK-F
9. KHLT-F (AC)	32/ 4.3	5.0	4.6	----	6.3	3.5	48/815	532/12.6	13.4	16.5	3.9	29	463	KHLT-F
10. KLRG (G)	22/ 2.9	3.2	3.8	----	2.8	2.5	24/221	196/ 4.6	5.9	3.3	2.9	22	199	KLRG
11. KXIX-F (C)	21/ 2.8	1.3	----	----	----	1.0	25/476	384/ 9.1	0.0	0.0	3.7	28	388	KXIX-F
12. KAKI-AF (BB)	19/ 2.5	2.2	1.1	----	0.8	1.5	20/170	137/ 0.0	1.2	1.4	0.3	2	42	KAKI-AF
13. KMZX-F (B)	16/ 2.1	2.1	2.6	----	1.7	1.7	20/327	251/ 5.9	5.5	6.2	3.1	23	321	KMZX-F
14.														
15.														

12+ FM SHARE (METRO): 81.99% (551 of 672) (SPG 90: 84.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KIPR-F	1 KSSN-F
2 KURB-AF	2 KMJX-F	2 KMJX-F	2 KMJX-F	2 KEZQ-F<	2 KEZQ-F	2 KEZQ-F	2 KMJX-F>	2 KMJX-F<	2 KSSN-F	2 KEZQ-F>
3 KSSN-F	3 KIPR-F>	3 KIPR-F	3 KEZQ-F	3 KMJX-F	3 KARN	3 KARN	3 KMJX-F	3 KEZQ-F	3 KMJX-F	3 KOLL-F
4 KMJX-F	4 KURB-AF	4 KEZQ-F	4 KOLL-F	4 KOLL-F	4 KOLL-F	4 KOLL-F	4 KMJX-F	4 KARN <	4 KIPR-F	4 KEZQ-F>
5 KKYK-F	5 KEZQ-F	5 KOLL-F	5 KIPR-F	5 KIPR-F	5	5 KIPR-F	5 KIPR-F<	5 KOLL-F	5 KURB-AF	5
6	6	6	6 KHLT-F	6	6	6	6 KOLL-F	6	6	6

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 KMJX-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F<	1 KMJX-F>	1 KSSN-F>	1 KSSN-F>
KIPR-F>	2 KIPR-F	2 KIPR-F	2 KEZQ-F<	2 KEZQ-F>	2 KIPR-F>	2 KMJX-F>	2 KSSN-F>	2 KMJX-F>	2 KMJX-F>
3 KSSN-F	3 KMJX-F	3 KURB-AF	3 KIPR-F	3 KIPR-F	3 KMJX-F	3 KIPR-F	3 KIPR-F	3 KOLL-F	3 KOLL-F>
4 KURB-AF	4 KURB-AF	KEZQ-F	4 KMJX-F	4 KOLL-F	4 KURB-AF	4	4 KHLT-F	4 KIPR-F>	4 KEZQ-F
5 KHLT-F	5 KKYK-F	5 KKYK-F>	5 KURB-AF	5 KHLT-F	KXIX-F	5	KEZQ-F	5 KEZQ-F	5 KIPR-F
6 KKYK-F	6 KEZQ-F	6 KMJX-F	KHLT-F	6 KURB-AF	6	6	6 KOLL-F	6	6 KHLT-F
			7 KOLL-F	KKYK-F					KARN

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	69 (2)	71 (3)	10.6	15.6	KAAY	1090 Little Rock	0.8/3.9/	9/	278
AOR/CLASSIC		69 (1)	69 (1)	10.3	9.2	KBIS	1010 Little Rock	1.7/4.8/	16/	252
AC/OLDIES/SOFT ROCK		152 (3)	152 (3)	22.6	16.1	KGHT	880 Sheridan	0.4/1.9/	3/	105
MOR/VARIETY						KITA	1440 Little Rock	0.5/3.7/	4/	155
COUNTRY		175 (3)	175 (3)	26.0	23.2	KLRA-F	96.5 England	0.4/1.0/	4/	71
BLACK/URBAN		83 (2)	83 (2)	12.4	11.3	KMTL	760 Sherwood/Lt1Rck	1.1/2.9/	10/	165
BEAUTIFUL/EASY					9.1					
NEWS/TALK	60 (2)		60 (2)	8.9	7.8					
NOSTALGIA	16 (1)	3 (1)	19 (2)	2.8						
RELIGION/GOSPEL	43 (5)		43 (5)	6.4	6.7					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS					1.0					
	121 (9)	551 (12)	672 (21)							

RADIO STATIONS

KARN, 920, 5 KW (DA-2), NEWS/TALK	CBS, \$ 32.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N), BUSINESS TALK	BRN NBC, \$ 18.00 (Christal)	Signal
KITA, 1440, 5 KW/50 W, RELIGION	\$ 13.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N), GOSPEL	NBN, \$ 13.00 (McGuild)	Willis
KEZQ-F, 100.3, 44 KW @ 1369, EZ/SOFT AC	CBS, \$ 37.00 (McGuild)	
KHLT-F, 94.1, 100 KW @ 1602, AC	\$ 38.00 (Christal)	
KIPR-F, 92.3, 100 KW @ 938, BLACK	\$ 25.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1510, CHR	\$ 49.00 (Banner)	Shepard
KMJX-F, 105.1, 81 KW @ 1054, AOR	ABC, \$ 40.00 (HNNH)	
KMZX-F, 106.3, 2.5 KW @ 353, BLACK	NBN, \$ 18.00 (K & P)	Willis (LANOKE)
KOLL-F, 94.9, 100 KW @ 1844, OLDIES	UNIPWR, \$ 36.00 (McGuild)	(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY	ABC, \$ 90.00 (Katz)	South. Skies
KURB-F, 98.5, 100 KW @ 1285, CHR/URBAN	SOURCE, \$ 34.00 (Eastman)	GHB (Buck)

Miscellaneous: KZOU A/F changes to KURB A/F and format from CHR to Urban/CHR (May) . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,400,500

MSA Rank/Pop: 1/12,100,000

ADI # 2

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 40/40

Diaries: 4222/2227:1/48.9%

Sample Target: 3835

% Below Line: 0.0

% Not Listed: 11.3

1990 Revenue: \$417,000,000

HH Inc.: \$42,203

Retail \$: 95.0 Bill

Pop per Station: 235,012

#1 Biller: KABC \$39,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KOST-F (AC)	1023/ 6.1	5.7	5.5	6.6	6.2	6.0	1230/18783	15791/16.8	16.4	16.5	4.6	725	10732
2. KABC (T)	847/ 5.1	4.3	4.3	4.9	4.3	4.7	947/11957	10536/11.2	9.4	10.5	4.6	719	9842
3. KIIS-F (CHR)	779/ 4.7	4.6	5.0	4.9	5.7	4.8	902/19781	16969/17.8	18.1	19.4	6.2	970	17172
4. KLOS-F (AOR)	746/ 4.5	4.0	4.6	4.1	4.1	4.3	1023/14983	11100/11.8	11.8	11.8	6.3	985	13904
5. KKB-T-F (B)	685/ 4.1	3.6	3.5	3.0	3.1	3.5	796/10146	8648/ 9.2	7.4	6.7	6.6	1040	9271
KBIG-F (AC)	685/ 4.1	3.5	3.8	3.5	3.0	3.7	794/12380	10652/11.3	10.3	9.4	2.5	393	5604
7. KRTH-F (O)	604/ 3.6	2.8	1.9	2.4	1.9	2.7	760/15527	12172/12.9	8.1	8.2	2.3	364	8874
8. KPWR-F (CHR)	561/ 3.4	3.5	4.5	4.3	5.0	3.9	595/13192	11961/12.7	13.6	15.7	5.0	792	14055
9. KWKW (SP)	560/ 3.4	3.1	3.3	3.6	3.2	3.3	567/6732	6627/ 7.0	6.0	5.8	3.1	494	4683
10. KROQ-F (AOR)	523/ 3.1	2.9	3.2	3.4	3.1	3.2	501/9455	7957/ 8.5	8.3	7.9	4.4	694	9867
11. KFVB (N)	518/ 3.1	4.3	2.9	3.1	3.3	3.3	549/14110	13001/13.8	12.9	13.3	2.9	452	8925
12. KXEZ-F (SAC)	507/ 3.0	3.2	3.0	3.1	3.4	3.1	539/8592	7721/ 8.2	7.4	7.3	1.2	193	3108
13. KLVF-F (SP)	471/ 2.8	3.1	3.7	2.8	3.1	3.1	545/6973	6195/ 6.6	7.3	7.1	3.4	540	5693
14. KTWV-F (J/NA)	464/ 2.8	2.9	3.0	3.0	3.1	2.9	560/9346	7978/ 8.5	7.9	8.5	3.5	551	6711
15. KLSX-F (CL AOR)	463/ 2.8	2.1	2.2	2.3	2.6	2.3	515/9976	8606/ 9.2	8.0	8.1	3.1	490	8209
16. KNX (N)	449/ 2.7	4.0	3.2	2.6	2.8	3.1	600/13737	10587/11.3	11.5	10.4	2.9	457	8337
17. KTNQ (SP)	443/ 2.7	2.7	2.3	2.3	2.3	2.5	463/5899	5501/ 5.9	5.3	5.9	2.3	354	4193
18. KMPC (BB)	428/ 2.6	2.4	2.8	2.5	3.0	2.6	510/7859	6439/ 6.8	7.2	6.6	2.0	309	4615
19. KFI (T)	389/ 2.3	2.4	1.9	1.7	1.4	2.1	631/8994	6177/ 6.6	6.0	5.1	2.8	440	5631
20. KQLZ-F (AOR)	326/ 2.0	3.0	2.7	3.5	3.3	2.8	425/9278	7011/ 7.5	9.3	9.7	2.6	416	7263
21. KALI (SP)	324/ 1.9	1.2	1.7	1.0	1.4	1.5	324/3413	3413/ 3.6	3.7	3.4	1.0	165	2171
22. KODJ-F (O)	322/ 1.9	1.6	1.7	2.3	2.0	1.9	403/8143	6391/ 6.8	5.9	6.8	1.4	213	4472
23. KKHJ (SP)	277/ 1.7	2.3	2.5	1.7	0.9	2.0	303/5105	4822/ 5.1	5.4	3.2	1.5	243	2666
24. KZLA-F (C)	272/ 1.6	2.8	2.5	1.6	2.7	2.1	302/4818	4283/ 4.6	5.2	5.8	1.6	258	3756
25. KKG-F (CL)	240/ 1.4	1.3	1.3	1.4	1.3	1.3	270/5338	4689/ 5.0	4.3	4.5	1.3	208	2660
26. KJLH-F (B)	212/ 1.3	1.1	0.9	1.1	1.7	1.1	222/4701	4606/ 4.9	4.3	5.5	1.8	277	5424
27. KLAC (C)	190/ 1.1	0.8	0.9	0.9	1.3	0.9	231/5199	4298/ 4.6	3.1	4.4	0.6	100	1699
28. KRLA (O)	180/ 1.1	0.6	0.8	1.0	1.1	0.9	195/3952	3634/ 3.9	3.2	3.9	0.8	129	1972
29. KSKQ-F (SP)	175/ 1.0	0.8	0.6	1.2	1.0	0.9	181/2813	2710/ 2.9	2.2	2.8	0.3	54	1000
30. KGFJ (B/O)	172/ 1.0	0.6	1.0	0.7	0.9	0.8	173/2212	2205/ 2.3	2.2	2.3	0.8	130	1570

12+ FM SHARE (METRO): 66.26% (9813 of 14810) (SPG 90: 67.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 KIIS-F>	1 KLOS-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KLOS-F	1 KOST-F	1 KOST-F	1 KABC	1 KABC >>
2 KKB-T-F	2 KOST-F	2 KLOS-F>	2 KLOS-F	2 KLOS-F	2 KOST-F<	2 KABC	2 KBIG-F	2 KIIS-F	2 KOST-F	2 KFVB >>
3 KPWR-F>	3 KKB-T-F	3 KKB-T-F	3 KBIG-F<	3 KBIG-F<	3 KFVB	3 KOST-F<	3 KABC <	3 KKB-T-F	3 KIIS-F<	3 KOST-F
4 KROQ-F	4 KROQ-F<	4 KBIG-F	4 KRTH-F	4 KRTH-F	4 KNX	4 KIIS-F	4 KRTH-F	4 KBIG-F	4 KKB-T-F>	4 KKB-T-F>>
5	5 KIIS-F	5 KIIS-F<	5 KWKW	5 KWKW <	5 KMPC	5 KFVB	5 KLOS-F	5 KLOS-F	5 KROQ-F<	5 KNX >>
6	6 KPWR-F	6 KRTH-F	6 KTWV-F	6 KTWV-F	6 KXEZ-F	6 KNX	6 KKB-T-F	6 KPWR-F	6 KPWR-F	6 KFI
7	7 KBIG-F	7 KROQ-F	7 KLSX-F	7 KKB-T-F	7 KRTH-F	7 KTNQ	7 KXEZ-F	7 KRTH-F	7 KWKW	7 KZLA-F<
8	8 KLVF-F	8 KWKW	8 KKB-T-F	8 KLSX-F	8 KBIG-F	8 KBIG-F	8 KXEZ-F	8 KTWV-F	8 KNX	8 KIIS-F<
9	9 KLSX-F	9 KLSX-F<	9 KTNQ <	9 KLVF-F	9 KFI <	9 KKB-T-F	9 KIIS-F	9 KABC <	9 KTWV-F	9 KTWV-F
10	10 KQLZ-F	10 KPWR-F	10 KLVF-F	10 KABC	10 KWKW	10	KFI	10 KROQ-F	10 KTNQ	10 KJLH-F
		KLVE-F	11 KIIS-F		KTWV-F				KLSX-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 KKB-T-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KROQ-F>	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>
2 KOST-F	2 KKB-T-F	2 KBIG-F>	2 KBIG-F	2 KBIG-F>	2 KLOS-F	2 KROQ-F	2 KLSX-F<	2 KOST-F	2 KOST-F
3 KIIS-F	3 KBIG-F	3 KLOS-F<	3 KKB-T-F	3 KRTH-F	3 KQLZ-F	3 KOST-F	3 KOST-F	3 KROQ-F<	3 KRTH-F
4 KPWR-F>	4 KIIS-F	4 KKB-T-F	4 KIIS-F	4 KWKW <	KOST-F<	4 KLSX-F<	4 KROQ-F	4 KLSX-F	4 KLSX-F
5 KLVF-F<	5 KLVF-F	5 KLVF-F<	5 KRTH-F	5 KKB-T-F<	5 KIIS-F	5 KQLZ-F<	5 KPWR-F<	5 KRTH-F	5 KABC
6 KROQ-F	6 KPWR-F	6 KIIS-F>	6 KLVF-F	6 KTWV-F	6 KPWR-F	6 KPWR-F<	6 KWKW	6 KPWR-F	6 KWKW
7 KBIG-F	7 KLOS-F	7 KTWV-F	7 KWKW	7 KLVF-F	7 KKB-T-F	7 KIIS-F	7 KQLZ-F	7 KWKW	7 KTWV-F
8 KLOS-F	8 KROQ-F	8 KRTH-F<	8 KLOS-F	8 KIIS-F	8 KNAC-F	8 KKB-T-F	8 KKB-T-F	8 KIIS-F	8 KTNQ
9 KLSX-F	9 KWKW	9 KTNQ	9 KPWR-F	9 KTNQ <	9 KLSX-F	9 KWKW	9 KIIS-F	9 KKB-T-F	9 KROQ-F
10 KALI	10 KLSX-F	10 KJLH-F	10 KTWV-F	10 KLOS-F	10 KLVF-F	10 KBIG-F	10 KBIG-F	10 KQLZ-F	10 KPWR-F
			11 KTNQ						KLVE-F

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
-----	--	--	-----	-	-	-----	-----
TOP 40/CHR/CONTEMP		1458 (3)	1458 (3)	9.8	16.0	KACE-F 103.9 Inglewood	0.7/2.7/113/2539
AOR/CLASSIC		2199 (5)	2199 (5)	14.8	11.9	KEZY-F 95.9 Anaheim	0.7/2.3/123/2271
AC/OLDIES/SOFT ROCK	180 (1)	3297 (6)	3477 (7)	23.5	17.2	KFSG-F 96.3 Los Angeles	0.3/1.2/ 66/1431
MOR/VARIETY						KGIL 1260 San Fernando	0.3/1.3/ 53/1271
COUNTRY	190 (1)	272 (1)	462 (2)	3.1	4.4	KIEV 870 Glendale	0.4/1.7/ 74/1723
BLACK/URBAN	172 (1)	1007 (3)	1179 (4)	8.0	8.2	KKLA-F 99.5 Los Angeles	0.7/2.3/140/2679
BEAUTIFUL/EASY					3.8	KLIT-F 101.9 Glendale	0.9/4.2/193/4609
NEWS/TALK	2326 (6)		2326 (6)	15.7	13.5	KMAX-F 107.1 Arcadia/LosAngl	0.3/1.4/ 54/1382
NOSTALGIA	428 (1)		428 (1)	2.9	3.3	KNAC-F 105.5 Long Beach/LA	0.8/2.6/163/2742
RELIGION/GOSPEL		230 (3)	230 (3)	1.6	1.8	KSKQ 1540 Los Angeles	0.6/2.5/ 99/2363
SPANISH	1701 (5)	646 (2)	2347 (7)	15.8	14.1		
CLASSICAL		240 (1)	240 (1)	1.6	1.5		
JAZZ/NEW AGE		464 (1)	464 (1)	3.1	3.5		
UNKNOWN/OTHERS					0.9		
	4997 (15)	9813 (25)	14810 (40)				

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC, \$ 420.00 (Katz)	Cap Cities/ABC
KALT, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)	United (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	, BUS. NEWS	NBN, UNIPWR, \$ 80.00 (Roslin)	(SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS, \$ 110.00 (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	CNN NBC, \$ 305.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK	APR, TALKNT, \$ 60.00 (HNWH)	Buckley (SAN FERNANDO)
KIEV, 870, 10 KW/1 KW (DA-2)	, TALK	UNISUP UNIULT, \$ 55.00 (---)	(GLENDALE)
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC, \$ 115.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	NBC, \$ 220.00 (Banner)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00 (CBS)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$ 80.00 (MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)	SBS
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	, \$ 155.00 (Caballero)	HefTel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 100.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK	APR, UNIULT, \$ 80.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 300.00 (CBS)	Bonneville
KFSG, 96.3, 54 KW @ 480, RELIGION	APR, \$ 25.00 (---)	
KIIS, 102.7, 8 KW @ 2960, CHR	, \$ 520.00 (McGuilid)	Gannett
KJLH, 102.3, 2.2 KW @ 338, BLACK	, \$ 110.00 (Roslin)	(COMPTON)
KKBT, 92.3, 43 KW @ 2910, URBAN	, \$ 160.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2887, CLASSICAL	APR, \$ 125.00 (CMBS)	
KLIT, 101.9, 2.4 KW @ 2848, SOFT AC	, \$ 100.00 (Banner)	Golden West (GLENDALE)
KLOS, 95.5, 63 KW @ 3129, AOR	ABC, \$ 400.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3002, CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, HISPANIC	, \$ 175.00 (Caballero)	HefTel
KMAX, 107.1, 3 KW @ -44, RELIGION/ETHNIC	, \$ 60.00 (---)	Douglas (ARCADIA)
KNAC, 105.5, 1 KW @ 453, AOR	ABC, \$ 120.00 (Durpetti)	(LONG BEACH)
KCBS, 93.1, 29 KW @ 3498, OLDIES	CBS, \$ 190.00 (CBS)	CBS
KOST, 103.5, 13 KW @ 3100, AC	, \$ 475.00 (Christal)	
KPWR, 105.9, 72 KW @ 770, CHR	, \$ 430.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3004, AOR	SOURCE, \$ 300.00 (Durpetti)	Westwood One
KROQ, 106.7, 6 KW @ 1387, AOR	, \$ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3133, OLDIES	UNIULT, \$ 375.00 (Banner)	Beasley
KSKQ, 97.9, 79 KW @ 410, HISPANIC	, \$ 120.00 (SBS)	SBS
KTWV, 94.7, 58 KW @ 2831, JAZZ/NAC	, \$ 300.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1180, SOFT AC/EZ	, \$ 250.00 (Torbet)	Viacom
KZLA, 93.9, 49 KW @ 720, COUNTRY	, \$ 225.00 (Eastman)	Malrite

Miscellaneous: KODJ changes to KCBS-F . . . KAZN sold for \$7,500,000 . . .

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,800

MSA Rank/Pop: 52/968,000

ADI # 46

Average Person Ratings: 16.4

Market TSL: 21.75 hours

Stations: 20/17

Diaries: 1274/621:1/51.7%

Sample Target: 1260

% Below Line: 1.2

% Not Listed: 12.0

1990 Revenue: \$27,000,000

HH Inc.: \$30,273

Retail \$: 7.5 Bill

Pop per Station: 46,576

#1 Biller: WHAS \$6,900,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WAMZ-F (C)	253/19.5	17.1	20.8	16.7	14.9	18.5	350/3391	2307/29.1	30.8	25.1	19.7	263	2390
2. WHAS (FS)	185/14.3	17.3	15.0	12.8	15.7	14.9	231/3264	2404/30.4	30.8	32.7	13.2	177	2081
3. WDJX-AF (CHR)	117/ 9.0	7.3	7.5	7.9	13.7	7.9	166/2639	1827/23.1	21.0	28.6	10.6	141	1889
4. WQMF-F (AOR)	101/ 7.8	8.4	6.4	7.0	7.0	7.4	151/2052	1426/18.0	15.7	15.3	13.9	186	1601
5. WGZB-F (B)	87/ 6.7	6.3	6.3	5.6	4.3	6.2	95/875	801/10.1	9.1	6.8	10.8	145	1255
6. WVEZ-F (SAC)	84/ 6.5	7.6	7.0	8.3	7.9	7.3	95/1381	1106/14.0	16.1	17.6	3.8	51	818
7. WZKS-F (CHR)	65/ 5.0	3.9	3.4	4.3	1.1	4.2	69/1196	1119/14.1	12.4	2.4	6.7	89	1341
8. WRKA-F (O)	64/ 4.9	6.9	6.7	4.8	5.6	5.8	69/1444	1356/17.1	15.5	15.7	4.3	58	1032
9. WLRS-F (AC)	44/ 3.4	2.8	3.8	5.5	6.6	3.9	44/934	896/11.3	12.8	15.8	3.2	43	808
10. WLOU (B)	35/ 2.7	3.7	3.1	4.3	4.3	3.5	37/557	537/ 6.8	6.6	7.3	1.8	24	557
11. WAVG (O)	27/ 2.1	2.3	0.9	1.6	1.9	1.7	31/576	524/ 6.6	5.1	6.4	0.7	9	266
12. WXXV (BB)	20/ 1.5	2.3	2.9	2.5	2.7	2.3	21/278	273/ 3.4	4.8	5.9	0.7	9	276
13. WKKY (C)	15/ 1.2	0.7	1.0	2.1	1.4	1.3	18/407	305/ 3.9	3.8	4.0	0.2	3	76
14. WLLV (G)	15/ 1.2	1.0	0.6	1.5	1.1	1.1	15/225	221/ 2.8	2.4	2.0	1.3	18	207

12+ FM SHARE (METRO): 72.33% (R26 of 1142) (SPG 90: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WHAS	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WHAS
2 WGZB-F>	2 WQMF-F>	2 WQMF-F>	2 WHAS	2 WHAS	2 WHAS	2 WAMZ-F>	2 WHAS	2 WHAS	2 WHAS	2 WAMZ-F>
3 WZKS-F	3 WDJX-AF	3 WHAS	3 WQMF-F	3 WQMF-F	3 WVEZ-F	3 WQMF-F	3 WVEZ-F	3 WDJX-AF	3 WGZB-F	3 WGZB-F
4 WQMF-F	4 WGZB-F	4 WDJX-AF	4 WRKA-F	4 WVEZ-F	4 WRKA-F	4 WDJX-AF	4 WQMF-F	4 WVEZ-F	4 WDJX-AF	4 WRKA-F
5	5 WVEZ-F	5 WVEZ-F	5 WDJX-AF	5 WRKA-F	5	5 WGZB-F	5 WDJX-AF	5 WQMF-F	5 WQMF-F	5 WQMF-F
6	6 WZKS-F	6 WGZB-F	6 WGZB-F	6 WDJX-AF	6	6 WVEZ-F	6	6 WGZB-F	6 WZKS-F	6 WDJX-F
7	7	7 WRKA-F	7 WZKS-F	7 WGZB-F	7	7	7	7	7	7
				8 WZKS-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 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WQMF-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F	
2 WVEZ-F	2 WDJX-AF	2 WZKS-F	2 WZKS-F	2 WHAS	2 WDJX-AF	2 WAMZ-F>	2 WAMZ-F>	2 WQMF-F	2 WHAS	
3 WDJX-AF>	3 WVEZ-F	3 WDJX-AF	3 WDJX-AF	3 WZKS-F	3 WAMZ-F>	3 WDJX-AF	3 WHAS	3 WHAS	3 WQMF-F	
4 WGZB-F>	4 WZKS-F	4 WVEZ-F	4 WZKS-F	4 WVEZ-F	4 WGZB-F	4 WHAS	4 WGZB-F	4 WDJX-AF	4 WRKA-F	
5 WQMF-F	5 WGZB-F	5 WGZB-F	5 WGZB-F	5 WDJX-AF	5	5 WDJX-AF	5 WQMF-F	5 WGZB-F	5 WGZB-F	
6 WLRS-F	6 WLRS-F	6 WLRS-F	6 WHAS	6 WRKA-F	6	6	6 WRKA-F	6 WRKA-F	6 WDJX-AF	
7	7 WQMF-F	7	7	7	7	7	7 WZKS-F	7	7 WVEZ-F	

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP	1 (1)	181 (2)	182 (3)	15.9	22.3	WFIA 900 Louisville	0.5/2.1/ 8/ 167
AOR/CLASSIC		106 (2)	106 (2)	9.3	7.7	WTMT 620 Louisville	0.5/2.5/ 9/ 233
AC/OLDIES/SOFT ROCK	27 (1)	192 (3)	219 (4)	19.2	16.9		
MOR/VARIETY	185 (1)		185 (1)	16.2	17.3	WKQQ-F 98.1 Lexington	0.4/1.0/ 30/ 418
COUNTRY	22 (2)	260 (2)	282 (4)	24.7	19.0	WLW 700 Cincinnati	0.3/1.1/ 16/ 304
BLACK/URBAN	35 (1)	87 (1)	122 (2)	10.7	9.5	WVLF-F 92.9 Lexington	0.5/0.7/ 46/ 408
BEAUTIFUL/EASY					1.6		
NEWS/TALK	4 (1)		4 (1)	0.4			
NOSTALGIA	20 (1)		20 (1)	1.8	3.0		
RELIGION/GOSPEL	22 (2)		22 (2)	1.9	2.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	316 (10)	826 (10)	1142 (20)				

RADIO STATIONS

WAVG	970.	5 KW (DA-N)	Oldies	NBC JNISUP, \$ 22.00	(Durpetti)	Radio One
WDJX	1080.	10 KW/1 KW (DA-2)	-- simulcast with WDJX-F			
WHAS	840.	50 KW	MOR/Full Service	ABC, \$110.00	(Christal)	Clear Channel
WLOU	1350.	5 KW/500 W (DA-N)	Black	SBN, \$ 25.00	(---)	Johnson
WKKY	790.	5 KW/1 KW (DA-2)	Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz
WXXV	1450.	1 KW	Nostalgia	SMN JNISUP, \$ 25.00	(K & P)	
WAMZ-F	97.5.	100 KW @ 500	Country	\$ 90.00	(Christal)	Clear Channel
WDJX-F	99.7	24 KW @ 715	CHR	APR, \$ 70.00	(Eastman)	Stoner
WGZB-F	96.5.	3 KW @ 300	Black	CNN, \$ 22.00	(---)	(CORYDON)
WLRS-F	102.3.	3 KW @ 285	AC	UNIPWR, \$ 40.00	(Durpetti)	Radio One
WLSY-F	101.7.	1.4 KW @ 415	EZ	UNILT, \$ 25.00	(Banner)	
WQMF-F	95.7.	34 KW @ 580	AOR	\$ 54.00	(HNWH)	
WRKA-F	103.1.	3 KW @ 275	Oldies	\$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F	106.9.	25 KW @ 670	AC	JNISUP, \$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F	103.9.	1 KW @ 490	CHR	\$ 22.00	(MMR)	

Miscellaneous: WAVG sold for \$425,000 (Ed Henson) . . .

LUBBOCK

Arbitron Rank/Pop (12+): 164/183,200

Stations: 16/15

1990 Revenue: \$6,800,000

MSA Rank/Pop: 189/226,000

Diaries: 612/299:1/51.4%

HH Inc.: \$27,735

ADI # 150

Sample Target: 580

Retail \$: 1.9 B11

Average Person Ratings: 16.8

% Below Line: 1.3

Pop per Station: 12,213

Market TSL: 22.25 hours

% Not Listed: 10.1

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	78/25.4	22.2	24.3	18.7	18.9	----	141/1334	743/40.6	33.9	36.6	24.8	84	726	KLLL-F
2. KZII-F (CHR)	33/10.7	13.5	14.9	14.0	12.5	----	57/786	538/29.4	24.5	31.0	13.6	46	668	KZII-F
3. KFMX-F (AOR)	30/ 9.8	13.5	8.1	7.8	10.6	----	46/589	406/22.2	17.2	18.6	18.9	64	567	KFMX-F
4. KRLB-F (AC/CHR)	26/ 8.5	8.1	9.7	13.1	16.7	----	35/722	486/26.5	24.4	31.0	7.1	24	605	KRLB-F
5. KTEZ-F (SAC)	25/ 8.1	4.7	9.1	5.9	6.4	----	29/349	257/14.0	10.8	18.5	5.6	19	277	KTEZ-F
6. KKCL-F (O)	19/ 6.2	4.0	2.9	2.8	3.2	----	21/331	272/14.8	10.3	9.2	6.2	21	267	KKCL-F
7. KTLK (SP)	14/ 4.6	1.0	1.6	1.9	----	----	16/125	108/ 5.9	2.7	3.1	1.5	5	80	KTLK
8. KLIK-F (C)	13/ 4.2	4.4	2.6	4.0	5.1	----	23/461	273/14.9	12.1	9.2	3.2	11	217	KLIK-F
9. KFYD (C)	12/ 3.9	6.1	2.3	6.2	6.1	----	23/314	166/ 9.1	18.3	9.4	2.4	8	148	KFYD
10. KXTQ (SP)	5/ 1.6	2.4	1.0	3.4	1.3	----	19/198	94/ 5.1	3.7	3.9	1.8	6	95	KXTQ
KJAK-F (REL)	5/ 1.6	3.0	1.3	2.2	0.6	----	9/137	97/ 5.3	6.9	5.1	2.1	7	135	KJAK-F

12+ FH SHARE (METRO): 84.06% (232 of 276) (SPG 90: 83.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KLLL-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F	1 KLLL-F>
2 KLLL-F>	2 KFMX-F	2 KFMX-F>>	2 KTEZ-F	2 KTEZ-F	2 KTEZ-F	2 KFMX-F<	2 KTEZ-F	2 KFMX-F	2 KZII-F	2 KTLK
3 KRLB-F	3 KZII-F	3 KZII-F<	3 KRLB-F	3 KRLB-F	3 KRLB-F	3 KRLB-F	3 KKCL-F	3 KZII-F	3 KFMX-F	3
4	4 KRLB-F	4 KTEZ-F	4 KFMX-F	4 KFMX-F	4 KFMX-F	4 KZII-F	4 KRLB-F<	4 KTEZ-F<	4 KTEZ-F>	4
5	5 KTEZ-F	5 KRLB-F	5 KZII-F	5 KZII-F	5	5	5 KFMX-F	5 KRLB-F	5 KRLB-F	5

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 KLLL-F>	1 KLLL-F>	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>	1 KFMX-F>>	1 KFMX-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>
2 KZII-F>	2 KZII-F>	2 KZII-F	2 KZII-F	2 KTEZ-F	2 KZII-F	2 KLLL-F>>	2 KFMX-F>>	2 KFMX-F>	2 KFMX-F>
3 KTEZ-F	3 KTEZ-F	KRLB-F	KTEZ-F	KRLB-F>	3 KZII-F>	3 KZII-F>	3 KTLK	3 KZII-F	3 KTEZ-F
4 KFMX-F>	4 KRLB-F	4 KTEZ-F>	4 KRLB-F	4 KZII-F	4	4 KTLK	KTEZ-F	4 KTEZ-F	4 KKCL-F
5 KTLK	5 KFMX-F	5 KFMX-F	5	5	5	KRLB-F	KRLB-F	KKCL-F	5

FORMATS	AM	FH	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	12.0	27.5	KCAS	1050 Slaton	0.7/2.4/	2/	56
AOR/CLASSIC		30 (1)	30 (1)	10.9	10.9	KFMX	1340 Lubbock	1.3/3.2/	5/	70
AC/OLDIES/SOFT ROCK		73 (4)	73 (4)	26.4	13.4	KLLL	1590 Lubbock	1.0/4.4/	3/	97
MOR/VARIETY						KLSC-F	104.7 Lamesa	1.0/3.1/	8/	148
COUNTRY	15 (2)	91 (2)	106 (4)	38.4	34.1					
BLACK/URBAN					3.3	KGNC	710 Amarillo	1.3/2.3/	17/	189
BEAUTIFUL/EASY	2 (1)		2 (1)	0.7						
NEWS/TALK	4 (1)		4 (1)	1.4						
NOSTALGIA	4 (1)		4 (1)	1.4	4.0					
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.4					
SPANISH	19 (2)		19 (2)	6.9	5.4					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	44 (7)	232 (9)	276 (16)							

RADIO STATIONS

KFYD, 790, 5 KW/1 KW (DA-2), COUNTRY
 KJBY, 580, 500 W/387 W, BLACK/DANCE
 KLFY, 1420, 500 W, HISPANIC
 KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC

CBS, \$ 15.00 (Torbet)
 \$ 12.00 (Christal)
 \$ 11.00 (Caballero)
 \$ 10.00 (Caballero)

Seaton
 Dowe
 Adams

KFMX-F, 94.5, 100 KW @ 818, AOR
 KJAK-F, 92.7, 100 KW @ 584, RELIGION
 KRLB-F, 99.5, 100 KW @ 817, CHR/AC
 KKCL-F, 98.1, 50 KW @ 300, OLDIES
 KLIK-F, 93.7, 100 KW @ 736, COUNTRY

ABC, \$ 27.00 (Katz)
 \$ 9.00 (---)
 ABC, \$ 35.00 (Christal)
 NBC, \$ 14.00 (Banner)
 \$ 19.00 (Banner)

(SLATON)
 Dowe
 Amer. General (LORENZO)
 Adams

KLLL-F, 96.3, 100 KW @ 850, COUNTRY
 KLSC-F, 104.7, 100 KW @ 980, OLDIES
 KTEZ-F, 101.1, 100 KW @ 750, SOFT AC
 KZII-F, 102.5, 100 KW @ 817, CHR

MBS, \$ 44.00 (Eastman)
 ABC, \$ 10.00 (Republic)
 UNISUP, \$ 26.00 (HNNH)
 \$ 30.00 (Torbet)

Pinnacle
 (LAMESA)
 Lotus
 Seaton

MAOISON

Arbitron Rank/Pop (12+): 139/241,000										MSA Rank/Pop: 155/297,000										Average Person Ratings: 17.3										Market TSL: 23.50 hours									
Stations: 16/14										Diaries: 104/342:1/47.5%										Retail \$: 2.0 Btl										Pop per Station: 17,214									
1990 Revenue: \$8,600,000										HM Inc.: \$31,259										# Btl/er: WDN-AF \$3,000,000																			
12+ METRO										12+ METRO										12+ METRO										12+ METRO									
1/4/SHARE										1/4/SHARE										1/4/SHARE										1/4/SHARE									
FAL										FAL										FAL										FAL									
SPG										SPG										SPG										SPG									
90										90										90										90									
90										90										90										90									
CUM										CUM										CUM										CUM									
1/4/CUM										1/4/CUM										1/4/CUM										1/4/CUM									
12+ TSA										12+ TSA										12+ TSA										12+ TSA									
4 Book										4 Book										4 Book										4 Book									
Avg.										Avg.										Avg.										Avg.									
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MANCHESTER

Arbitron Rank/Pop (12+): 176/163,500

Stations: 30/7
Diaries: 587/278:1/51.6%
Sample Target: 580
% Below Line: 52.9
% Not Listed: 10.6

1990 Revenue: \$7,200,000
HH Inc.: \$43,575
Retail \$: 2.7 Bil
Pop per Station: 23,357
#1 Biller: WGIR-F \$2,600,000

MSA Rank/Pop: 243/354,000
Boston ADI
Average Person Ratings: 17.9
Market TSL: 23.50 hours

12+ METRO	I/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WZID-F (SAC/EZ)	48/16.4	18.8	17.5	15.6	11.0	----	79/817	487/29.8	30.1	32.0	18.3	41	379
2. WGIR-F (AOR)	25/ 8.5	7.3	10.6	13.2	11.3	----	70/1099	430/26.3	23.4	29.3	10.7	24	394
3. WGIR (N/T)	22/ 7.5	5.9	5.8	4.1	8.1	----	29/476	250/15.3	15.0	17.4	4.5	10	240
4. WOKQ-F (C)	20/ 6.8	6.9	3.1	6.8	3.5	----	62/834	252/15.4	14.1	12.2	8.0	18	246
5. WZOU-F (CHR)	18/ 6.1	3.5	3.1	2.0	2.9	----	34/629	317/19.4	14.3	13.0	5.8	13	276
6. WSSH-F (SAC)	16/ 5.5	5.6	6.2	4.7	5.5	----	41/681	273/16.7	17.8	18.4	3.1	7	106
7. WHOB-F (CHR)	16/ 5.5	5.9	5.5	6.1	8.7	----	28/525	274/16.8	16.2	16.7	5.4	12	234
8. WBCN-F (AOR)	10/ 3.4	2.1	2.4	4.1	3.5	----	22/379	138/ 8.4	9.1	10.0	4.5	10	97
9. WAAF-F (AOR)	10/ 3.4	1.7	3.4	2.7	0.6	----	19/435	218/13.3	7.5	8.4	7.1	16	162
10. WODS-F (O)	9/ 3.1	2.1	3.4	5.1	2.6	----	14/351	166/10.2	9.5	9.6	2.7	6	101

12+ FM SHARE (METRO): 84.35% (221 of 262) (SPG 90: 83.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZOU-F	1 WGIR-F
2 WHOB-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WHOB-F	2 WZID-F
3 WAAF-F	3 WHOB-F	3 WHOB-F	3	3 WOKQ-F	3 WOKQ-F	3 WGIR-F	3 WOKQ-F	3 WZOU-F	3 WAAF-F	3 WHOB-F
4	4 WBCN-F	4 WSSH-F	4	4 WSSH-F	4 WGIR-F	4 WZOU-F	4 WGIR-F	4 WOKQ-F	4 WGIR-F	4
5	5 WAAF-F	5 WBCN-F	5	5 WGIR-F	5 WSSH-F	5 WOKQ-F	5	5 WSSH-F	5 WZID-F	5

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 WHOB-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F	1 WAAF-F	1 WBCN-F	1 WBCN-F	1 WGIR-F	1 WZID-F
2 WZID-F	2 WHOB-F	2 WGIR-F	2 WHOB-F	2 WGIR-F	2 WSSH-F	2 WGIR-F	2 WGIR-F	2 WBCN-F	2 WGIR-F
3 WZOU-F	3 WGIR-F	3 WSSH-F	3 WGIR-F	3 WSSH-F	3 WCGY-F	3 WAAF-F	3 WZID-F	3 WZID-F	3 WBCN-F
4 WGIR-F	4	4 WOKQ-F	4 WZOU-F	4 WOKQ-F	4 WBCN-F	4 WCGY-F	4	4 WCDJ-F	4 WCDJ-F
5	5	5 WLYT-F	5	5	5 WGIR-F	5 WZID-F	5	5	5 WGIR-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	14.9	11.3	WDER 1320 Derry	1.0/2.1/ 4/ 95		
AOR/CLASSIC		56 (7)	56 (7)	21.4	25.1	WFEA 1370 Manchester	1.7/6.1/ 6/ 135		
AC/OLDIES/SOFT ROCK	5 (1)	99 (12)	104 (13)	39.7	22.7	WJYY-F 105.5 Concord/Mchstr	0.7/3.7/ 18/ 229		
MOR/VARIETY					2.8	WMDK-F 92.1 Peterborough	0.7/1.8/ 3/ 83		
COUNTRY		20 (1)	20 (1)	7.6	3.6				
BLACK/URBAN						WBMX-F 98.5 Boston	0.7/4.3/ 8/ 203		
BEAUTIFUL/EASY					25.5	WBOS-F 92.9 Brookline/Bostn	0.7/2.3/ 3/ 99		
NEWS/TALK	33 (4)		33 (4)	12.6	8.9	WBZ 1030 Boston	1.4/4.0/ 12/ 277		
NOSTALGIA						WCDJ-F 96.9 Boston	2.4/4.3/ 14/ 163		
RELIGION/GOSPEL	3 (1)		3 (1)	1.1		WCGY-F 93.7 Lawrence/Boston	1.7/9.1/ 16/ 321		
SPANISH						WFNX-F 101.7 Lynn	0.7/2.0/ 6/ 83		
CLASSICAL						WHDH 850 Boston	0.3/2.6/ 1/ 62		
JAZZ/NEW AGE		7 (1)	7 (1)	2.7		WHOM-F 94.9 Mt.Wash/Portlnd	1.0/5.7/ 21/ 364		
UNKNOWN/OTHERS						WLYT-F 92.5 Haverhill/Bostn	1.4/6.1/ 8/ 225		
	41 (6)	221 (24)	262 (30)			WMJX-F 106.7 Boston	0.3/2.0/ 6/ 152		
						WNNH-F 99.1 Henniker/Concd	2.0/6.9/ 37/ 406		
						WRKO 680 Boston	2.0/7.6/ 16/ 324		
						WVBF-F 105.7 Framingham/Bstn	0.7/1.7/ 20/ 179		
						WXS-F 107.9 Medford/Boston	1.7/8.4/ 22/ 360		
						WXLO-F 104.5 Fitchburg	1.4/5.6/ 13/ 202		
						WZLX-F 100.7 Boston	0.7/4.3/ 11/ 218		

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	NBC, TALKNT	, \$ 18.00 (Katz)	Sunshine
WGIR, 610, 5 KW/1 KW (DA-2)	, NEWS/TALK	ABC	, \$ 35.00 (Banner)	Knight
WKBR, 250, 5 KW (DA-2)	, MOR/VARIOUS	CBS	, \$ 14.00 (S. Katz)	
WGIR-F, 101.1, 10 KW @ 920, AOR			, \$ 67.00 (Banner)	Knight
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC			, \$ 24.00 (Eastman)	Empire (CONCORD)
WZID-F, 95.7, 14 KW @ 926, EZ			, \$ 46.00 (Katz)	Sunshine
WHOB-F, 106.3, 3 KW @ 328, CHR			, \$ 30.00 (McGuilld)	(NASHUA)

OTHER RANKED STATIONS -- See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/496,300

Stations: 20/18

1990 Revenue: \$12,800,000

MSA Rank/Pop: 119/664,000 (McAllen)

Diaries: 957/519:1/49.6%

MM Inc.: \$21,897

ADI # 113

Sample Target: 915

Retail \$: 3.3 Bil

Average Person Ratings: 19.0

% Below Line: 1.0

Pop per Station: 27,572

Market TSL: 25.50 hours

% Not Listed: 12.8

#1 Biller: KGBT \$2,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KTEX-F (C)	184/19.5	18.5	17.3	16.3	14.3	17.9	210/1808	1540/31.0	29.6	26.0	21.6	214	1577
2. KGBT (SP)	130/13.8	15.1	12.1	14.3	14.6	13.8	146/1357	1220/24.6	22.7	25.2	10.3	102	1140
3. KBFM-F (CHR)	105/11.1	13.1	14.0	17.4	18.0	13.9	110/1654	1543/31.1	32.2	33.5	12.4	123	1495
4. KIWW-F (SP)	66/ 7.0	8.0	7.5	6.6	9.2	7.3	72/1251	1087/21.9	17.2	22.3	8.5	84	1106
5. KELT-F (AC)	64/ 6.8	5.7	6.2	6.6	4.9	6.3	67/1002	932/18.8	15.3	14.9	7.3	72	859
6. KVLV-F (O)	52/ 5.5	4.9	6.8	5.5	4.4	5.7	54/727	670/13.5	12.0	10.5	5.9	58	694
7. KRGV-F (CHR)	50/ 5.3	3.7	2.8	2.6	2.7	3.6	53/702	670/13.5	8.9	7.6	6.5	64	887
8. KQXX-F (SP)	43/ 4.6	3.3	4.5	4.4	6.6	4.2	44/491	482/ 9.7	8.6	14.0	2.3	23	379
9. KURV (T)	26/ 2.8	1.8	1.9	2.5	1.5	2.3	26/343	336/ 6.8	4.6	4.3	1.2	12	225
10. KVJY (EZ)	21/ 2.2	2.2	1.8	1.0	---	1.8	27/197	166/ 3.3	3.0	0.0	0.8	8	101
KBOR-F (SP)	21/ 2.2	1.2	1.2	0.9	0.7	1.4	21/448	430/ 8.7	4.3	5.1	2.1	21	265
12. KBOR (SP)	18/ 1.9	2.5	4.0	2.7	2.9	2.8	18/266	266/ 5.4	9.3	8.7	2.2	22	210
13. KRGE (CHR)	12/ 1.3	0.1	0.6	1.3	0.7	0.8	12/177	177/ 3.6	3.5	3.0	0.8	8	166
14. KIRT (SP)	11/ 1.2	1.9	1.9	3.1	2.4	2.0	12/306	267/ 5.4	5.7	6.5	1.5	15	303
15.													

12+ FM SHARE (METRO): 72.33% (596 of 824) (SPG 90: 72.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KGBT >	1 KTEX-F	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KTEX-F>>
2 KRGV-F	2 KBFM-F	2 KBFM-F<	2 KVLV-F	2 KGBT	2 KTEX-F>	2 KGBT >	2 KGBT >	2 KGBT >	2 KBFM-F>	2 KGBT >>
3 KTEX-F	3 KELT-F>	3 KELT-F	3 KGBT	3 KVLV-F	3 KIWW-F>	3 KBFM-F>	3 KELT-F	3 KBFM-F>	3 KIWW-F	3 KBFM-F
4	4 KRGV-F	4 KGBT <	4 KIWW-F	4 KIWW-F	4 KVLV-F<	4 KELT-F<	4 KBFM-F	4 KELT-F	4 KGBT	4 KIWW-F
5	5 KVLV-F	5 KVLV-F	5 KELT-F	5 KELT-F	5 KQXX-F	5 KIWW-F	5 KVLV-F	5 KRGV-F	5 KRGV-F	5
6	6	KIWW-F	6 KBFM-F	6	6	6	6	6	6	6

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 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>
2 KBFM-F	2 KBFM-F<	2 KELT-F	2 KBFM-F	2 KGBT >	2 KBFM-F>	2 KBFM-F	2 KVLV-F	2 KELT-F	2 KVLV-F<
3 KRGV-F	3 KELT-F	3 KGBT	3 KGBT	3 KVLV-F	3 KELT-F>	3 KELT-F>	KELT-F	3 KVLV-F	3 KGBT
4 KELT-F>	4 KRGV-F	4 KVLV-F	4 KELT-F	4 KIWW-F	4 KRGV-F	4 KIWW-F	4 KBFM-F	KIWW-F	4 KIWW-F
5 KIWW-F	5 KGBT	KBFM-F>	5 KVLV-F	5 KBFM-F	5 KIWW-F	5 KVLV-F	5 KIWW-F	KBFM-F	5 KELT-F
6	6 KVLV-F	6 KQXX-F	KIWW-F	6	6	KRGV-F	6 KGBT	6 KGBT	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	12 (1)	155 (2)	167 (3)	20.3	20.3	KJAV-F	104.9	Alamo/McAllen	0.4/1.4/	4/ 70
AOR/CLASSIC					3.0	KVTY-F	105.5	Mission	0.4/2.9/	4/ 142
AC/OLDIES/ROCK		116 (2)	116 (2)	14.1	6.4					
MOR/VARIETY						KTRH	740	Houston	0.5/1.3/	8/ 106
COUNTRY	1 (1)	187 (2)	188 (3)	22.8	16.5	XEMS	1490	Matamoros	0.4/1.7/	4/ 83
BLACK/URBAN										
BEAUTIFUL/EASY	21 (1)		21 (1)	2.5	4.9					
NEWS/TALK	31 (2)		31 (2)	3.8	1.7					
NOSTALGIA										
RELIGION/GOSPEL		4 (1)	4 (1)	0.5						
SPANISH	163 (4)	134 (4)	297 (8)	36.0	47.2					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	228 (9)	596 (11)	824 (20)							

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	HISPANIC	\$ 20.00 (Caballero)	
KGBT, 1530,	50 KW/10 KW (DA-N),	HISPANIC	\$ 45.00 (Katz)	Tichenor
KIRT, 1580,	1 KW/300 W	HISPANIC	\$ 16.00 (Caballero)	
KURV, 710,	1 KW (DA-1)	TALK	ABC, CNN, \$ 11.00 (---)	
KBFM-F, 104.1,	100 KW @ 998, CHR	ABC	\$ 45.00 (Banner)	
KBOR-F, 106.2,	.5 KW @ 633, SEE KBOR-A			
KELT-F, 94.5,	100 KW @ 1158, AC		\$ 30.00 (Katz)	
KVTY-F, 105.3,	3 KW @ 285, RELIGION		\$ 15.00 (---)	
KIWW-F, 96.1,	100 KW @ 987, HISPANIC		\$ 31.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5,	100 KW @ 1202, HISPANIC		\$ 24.00 (Caballero)	
KRGV-F, 99.5,	100 KW @ 1037, AOR	UNIPWR ABC	\$ 23.00 (Torbet)	First City
KTEX-F, 100.3,	100 KW @ 1125, COUNTRY	ABC	\$ 45.00 (Christal)	Tate
KJAV-F, 104.9,	3 KW @ 260, HISPANIC		\$ 11.00 (In House)	
KVLV-F, 107.9,	100 KW @ 790, OLDIES		\$ 23.00 (Torbet)	Tippie

Miscellaneous: KRIX to KRGV in Feb and from AOR to CHR . . . KITM to KVTY in March and from Hispanic to Religion . . . KBFM-F sold to May (Giordano) Broadcast by Encore for \$3,500,000 (LaRue) . . .

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 96/366,600

Stations: 23/8
Diaries: 830/442:1/56.7%
Sample Target: 770
% Below Line: 50.9
% Not Listed: 16.8

1990 Revenue: NA
HH Inc.: \$31,542
Retail \$: 2.8 Bill
Pop per Station: 45,825
#1 Biller: NA

MSA Rank/Pop: 115/414,000

Orlando ADI

Average Person Ratings: 4.6

Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WMMB (FS)	59/11.0	8.9	7.3	----	5.2	----	60/508	489/13.3	12.8	10.4			WMMB
2. WKKA-F (C)	54/10.1	11.3	10.9	----	10.7	----	101/1314	748/20.4	20.4	18.3			WKKA-F
3. WHTQ-F (AOR)	41/ 7.6	7.1	10.3	----	9.4	----	71/1057	594/16.2	16.5	18.3			WHTQ-F
4. WLRQ-F (SAC)	38/ 7.1	4.5	3.4	----	4.1	----	40/567	543/14.8	10.2	11.0			WLRQ-F
5. WZTU-F (AC)	29/ 5.4	8.6	12.0	----	20.1	----	38/619	410/11.2	18.5	22.4			WZTU-F
6. WHKR-F (C)	26/ 4.9	2.6	3.2	----	----	----	26/260	255/ 7.0	5.8	6.9			WHKR-F
7. WOMX-F (CHR/AC)	23/ 4.3	5.0	7.9	----	7.0	----	35/845	511/13.9	16.5	23.3			WOMX-F
8. WAOA-F (CHR)	22/ 4.1	4.7	2.3	----	1.5	----	23/460	438/11.9	9.2	8.5			WAOA-F
9. WSTF-F (AC)	20/ 3.7	4.9	8.4	----	6.4	----	41/852	509/13.9	16.3	19.1			WSTF-F
10. WOCL-F (D)	19/ 3.5	5.0	3.8	----	4.4	----	60/823	353/ 9.6	10.1	7.9			WOCL-F
WJHM-F (B)	19/ 3.5	2.8	2.1	----	2.8	----	58/797	316/ 8.6	6.8	3.7			WJHM-F
WOIZ-F (AOR)	19/ 3.5	2.4	3.4	----	2.6	----	54/892	409/11.2	10.9	11.7			WOIZ-F
13. WGNF-F (C)	18/ 3.4	1.6	0.9	----	0.9	----	55/596	160/ 4.4	3.2	3.6			WGNF-F
14. WGGD-F (D)	16/ 3.0	4.2	3.8	----	2.6	----	16/320	320/ 8.7	9.8	9.9			WGGD-F
15.													

12+ FM SHARE (METRO): 83.63% (373 of 446) (SPG 90: 87.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WOMX-F	1 WHTQ-F>	1 WHTQ-F	1 WLRQ-F	1 WLRQ-F	1 WMMB >	1 WKKA-F	1 WMMB >	1 WKKA-F<	1 WHTQ-F	1 WMMB
2 WJHM-F	2 WLRQ-F	2 WLRQ-F	2 WHTQ-F	2 WKKA-F	2 WKKA-F>	WMMB	2 WKKA-F	2 WMMB	2 WKKA-F	2 WHTQ-F
3 WHTQ-F	3 WKKA-F	3 WKKA-F	3 WKKA-F	3 WHTQ-F	3 WHKR-F	3 WDBO	3 WHTQ-F<	3 WHTQ-F>	3 WOMX-F	3 WGNF-F
4 WAOA-F	4 WOIZ-F	4	4 WAOA-F	4 WHKR-F	4 WLRQ-F	4 WLRQ-F	4 WLRQ-F	4 WLRQ-F	4 WMMB	4 WAOA-F
5	5 WOMX-F	5	5	5	5	5 WHTQ-F	5 WHKR-F	5	5 WLRQ-F	5 WLRQ-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 WKKA-F	1 WHTQ-F	1 WHTQ-F	1 WLRQ-F	1 WLRQ-F>	1 WHTQ-F>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F
WOMX-F>>	2 WKKA-F	WLRQ-F	2 WLRQ-F	2 WKKA-F	2 WZTU-F	2 WOIZ-F	2 WOIZ-F	2 WKKA-F	2 WKKA-F
3 WHTQ-F	WOMX-F	3 WAOA-F>	3 WAOA-F	WAOA-F	3 WOIZ-F>	3 WZTU-F	WLRQ-F>	WLRQ-F	3 WHKR-F
4	4 WLRQ-F	4 WZTU-F	4 WHTQ-F	4 WSTF-F	4 WSTF-F	4 WLRQ-F	4 WKKA-F	4 WOIZ-F	4 WLRQ-F
5	WAOA-F	WSTF-F	5	5	5	5	WSTF-F	5 WOCL-F	5
							WGGD-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	-----	SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		48 (3)	48 (3)	10.8	9.5	WTAI	1560 Melbourne	1.3/2.2/ 7/	84	
AOR/CLASSIC		60 (2)	60 (2)	13.5	16.0	WWHL	1350 Cocoa/Melbourne	0.4/2.1/ 2/	82	
AC/OLDIES/ROCK		148 (9)	148 (9)	33.2	27.5	WKWO	860 Cocoa/Melbourne	0.6/1.5/ 3/	60	
MOR/VARIETY	6 (2)		61 (2)	13.7	2.4					
COUNTRY		98 (3)	98 (3)	22.0	18.2	WDBO	580 Orlando	0.4/1.8/ 11/	257	
BLACK/URBAN	3 (1)	19 (1)	22 (2)	4.9	2.4	WMOF-F	107.7 Mount Dora	1.1/4.1/ 26/	488	
BEAUTIFUL/EASY					14.1	WMO-F	98.9 Orlando	0.6/2.5/ 12/	249	
NEWS/TALK	7 (1)		7 (1)	1.6	1.3	WQOL-F	103.7 Vero Beach	1.7/5.2/ 20/	346	
NOSTALGIA					8.6	WHLV-F	94.5 Daytona Beach	1.5/3.7/ 61/	762	
RELIGION/GOSPEL						WXXL-F	106.7 Leesburg	0.6/3.1/ 10/	264	
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4						
	73 (5)	373 (18)	446 (23)							

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N) , MOR
WMMB, 1240, 1 KW , NDST./MOR

SUN , \$ 15.00 (K & P)
MBS ABC , \$ 22.00 (Torbet)

Elyria-Lorain

WAOA-F, 107.1, 100 KW @ 500, AC , \$ 19.00 (McGuild)
WGGD-F, 102.3, 3 KW @ 240, OLDIES , \$ 21.00 (Torbet)
WHKR-F, 102.7, 6 KW @ 300, COUNTRY , \$ 20.00 (K & P)
WLRQ-F, 99.3, 1 KW @ 488, SOFT AC , \$ 23.00 (Eastman)
WGNF-F, 99.1, 50 KW @ 500, COUNTRY , \$ 21.00 (Banner)

Sage

OTHER RANKED STATIONS -- See Orlando

MEMPHIS

Arbitron Rank/Pop (12+): 43/895,100

MSA Rank/Pop: 49/989,000

AOI # 39

Average Person Ratings: 16.8

Market TSL: 22.50 hours

Stations: 24/22
Diaries: 1250/716:1/51.8%
Sample Target: 1230
% Below Line: 0.7
% Not Listed: 10.3

1990 Revenue: \$29,000,000
HH Inc.: \$23,401
Retail \$: 7.0 Bil
Pop per Station: 40,686
#1 Biller: WGKX-F \$5,900,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WHRK-F (B)	180/12.0	13.5	14.0	12.8	12.4	13.1	236/2676	2147/24.0	25.6	22.4	16.1	240	3063
2. WGKX-F (C)	147/ 9.8	10.4	10.0	10.2	10.9	10.1	216/2782	1842/20.6	19.1	22.1	12.2	181	1696
3. WOIA (B)	146/ 9.7	9.7	10.0	9.4	9.2	9.7	174/2284	1817/20.3	19.9	19.2	10.5	157	1412
4. WEGR-F (AOR)	120/ 8.0	11.2	8.8	9.4	8.1	9.4	175/2081	1455/16.3	15.7	14.0	11.5	171	1530
5. WMC -F (CHR)	119/ 7.9	6.8	8.4	8.7	8.1	7.9	170/2583	1847/20.6	21.1	22.7	8.7	130	1474
KJMS-F (B)	119/ 7.9	4.1	5.4	5.1	6.8	5.6	127/1791	1554/17.4	18.2	17.6	7.9	118	1672
7. WRVR-F (AC)	104/ 6.9	9.1	8.0	8.5	8.7	8.1	124/1997	1535/17.1	18.7	19.7	5.7	85	970
8. WLOK (G)	82/ 5.5	5.5	5.4	5.5	4.5	5.5	83/1122	1113/12.4	9.7	9.7	5.5	82	933
9. KPVR-F (O)	72/ 4.8	4.9	6.2	4.1	4.0	5.0	126/1939	1290/14.4	18.2	12.5	4.3	64	1157
10. WEZI-F (SAC)	51/ 3.4	3.4	2.5	3.9	4.6	3.3	52/848	816/ 9.1	7.3	10.0	1.1	17	455
11. WREC (BB)	41/ 2.7	2.2	3.2	1.7	2.4	2.5	54/791	667/ 7.5	8.2	6.1	1.4	21	604
12. WMC (N/T)	40/ 2.7	4.1	2.7	3.9	2.9	3.3	44/727	654/ 7.3	8.1	8.0	1.7	25	471
13.													
14.													
15.													

12+ FM SHARE (METRO): 70.27% (948 of 1349) (SPG 90: 72.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WGKX-F	1 WGKX-F	1 WGKX-F<	1 WGKX-F	1 WGKX-F<	1 WHRK-F	1 WHRK-F>	1 KJMS-F
2 KJMS-F<	2 WEGR-F	2 WEGR-F	2 WRVR-F<	2 WRVR-F	2 WOIA >	2 WHRK-F	2 WOIA <	2 WEGR-F	2 KJMS-F>	2 WHRK-F>>
3 WMC -F	3 KJMS-F	3 WGKX-F	3 WOIA <	3 WOIA	3 WRVR-F	3 WEGR-F	3 WRVR-F	3 WGKX-F<	3 WEGR-F	3 WGKX-F
4	4 WMC -F	4 WMC -F	4 WMC -F	4 WMC -F	4 WLOK	4 WMC -F<	4 WHRK-F<	4 KJMS-F<	4 WGKX-F<	4 WOIA
5	5 WOIA	5 WOIA <	5 WEGR-F	5 WEGR-F	5 KPVR-F	5 WOIA	5 WEGR-F	5 WMC -F	5 WLOK <	5 WEGR-F
6	6 WGKX-F	6 KJMS-F	6 WHRK-F	6 WHRK-F	6	6 WRVR-F	6 WMC -F	6 WRVR-F	6 WMC -F<	6 WLOK
7	7 WRVR-F	7 WRVR-F	7 KPVR-F	7 KPVR-F	7	7	7	7	7 WOIA	7
			8 KJMS-F	8 KJMS-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 WHRK-F	1 WHRK-F	1 WMC -F	1 WHRK-F	1 WOIA		1 WHRK-F>	1 WEGR-F<	1 WEGR-F>	1 WEGR-F<	1 WGKX-F
2 KJMS-F	2 WEGR-F<	2 WEGR-F<	2 WMC -F	2 WGKX-F<		2 WEGR-F	2 WHRK-F>	2 WHRK-F	2 WHRK-F	2 WEGR-F
3 WEGR-F>	3 KJMS-F	3 WHRK-F<	3 WOIA	3 WRVR-F		3 KJMS-F>>	3 KJMS-F>	3 KJMS-F	3 WGKX-F	3 WRVR-F
4 WMC -F	4 WMC -F	4 WOIA	4 KJMS-F	4 WMC -F>		4 WMC -F	4 WMC -F	4 WGKX-F	4 KJMS-F	4 WHRK-F
5 WOIA	5 WOIA >	5 WGKX-F	5 WRVR-F	5 WHRK-F		5 WOIA	5 WGKX-F	5 WMC -F	5 WRVR-F	5 WOIA
6	6 WGKX-F	6 KJMS-F	6 WGKX-F	6 KPVR-F		6	6 WRVR-F	6 WRVR-F	6 WMC -F	6 KPVR-F
7	7 WRVR-F	7 WRVR-F	7 WEGR-F	7 KJMS-F		7	7	7	7 WOIA	7 KJMS-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	9.3	13.4	KFTH-F 107.1	Marion/Memphis 1.3/4.0/ 20/ 390
AOR/CLASSIC		120 (1)	120 (1)	8.9	9.0	KHLS-F 96.3	Blytheville 0.4/1.1/ 6/ 143
AC/OLDIES/ROCK	7 (1)	227 (3)	234 (4)	17.3	11.1	KWAM 990	Memphis 0.9/4.1/ 16/ 429
MOR/VARIETY						WBPP 1480	Memphis 0.9/2.0/ 14/ 181
COUNTRY	10 (1)	158 (3)	168 (4)	12.5	12.5	WCRV 640	Collierville 1.2/3.8/ 27/ 446
BLACK/URBAN	146 (1)	299 (2)	445 (3)	33.0	32.9	WGSF 1210	Arlington/Hphs 0.3/1.3/ 5/ 116
BEAUTIFUL/EASY					5.1	WHBQ 560	Memphis 0.7/2.8/ 14/ 391
NEWS/TALK	50 (2)		50 (2)	3.7	3.3	WMPS 1380	Hillington 1.0/2.9/ 15/ 261
NOSTALGIA	41 (1)		41 (1)	3.0	2.7	WNWZ 1430	Germantown/Hphs 0.7/2.8/ 10/ 254
RELIGION/GOSPEL	147 (6)	19 (1)	166 (7)	12.3	10.2	WODZ 680	Memphis 0.5/2.2/ 7/ 216
SPANISH							
CLASSICAL						KFIN-F 107.9	Jonesboro 0.3/0.8/102/ 876
JAZZ/NEW AGE						KJBR-F 101.9	Jonesboro 0.4/1.0/ 32/ 544
UNKNOWN/OTHERS							
	401 (12)	948 (12)	1349 (24)				

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	UNIULT, \$ 20.00 (Ourpett1)	Rivers
WOIA, 1070, 50 KW/5 KW (DA-2), BLACK	CBS, \$ 39.00 (McGuilid)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES	ABC, APR, \$ 20.00 (Roslin)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBN, SBN, \$ 24.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK	ABC, NBC, \$ 35.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	CBS, \$ 30.00 (McGuilid)	New Market
WXSS, 1030, 50 KW/ 1 KW(DA-2), BLACK/GOSPEL	SMN, NBN, \$ 20.00 (---)	Willis
KJMS-F, 101.1, 100 KW @ 450, BLACK	NBC, \$ 37.00 (Durpett1)	Rivers
KPVR-F, 98.1, 100 KW @ 1270, OLDIES	, \$ 60.00 (CBS)	Diamond (OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 900, AOR	UNIPWR, \$ 57.00 (McGuilid)	New Market
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR, \$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	, \$ 105.00 (Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC, \$ 75.00 (McGuilid)	Ragan Henry
WMC-F, 99.7, 300 KW @ 908, CHR	SOURCE, \$ 96.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, \$ 100.00 (MMR)	Keymarket

Miscellaneous: KHUL changes to KJMS in March . . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,767,100

Stations: 36/32

1990 Revenue: \$106,000,000

MSA Rank/Pop: 25/3,180,000 (Miami)

Diaries: 2853/970:1/48.0%

MH Inc.: \$33,612

ADI # 16

Sample Target: 2640

Retail \$: 27.5 811

Average Person Ratings: 19.2

% Below Line: 3.1

Pop per Station: 86,471

Market TSL: 25.25 hours

% Not Listed: 8.5

#1 Biller: WHQT-F \$10,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQM	Birch Cume
1. WLYF-F (EZ)	470/ 8.9	8.3	8.1	6.8	6.9	8.0	501/4888	4473/16.2	15.9	14.5	6.5	293	2504
2. WEDR-F (B)	305/ 5.7	5.8	6.2	5.5	5.0	5.8	362/3478	2906/10.5	11.1	8.4	7.0	318	3096
3. WHQT-F (B)	284/ 5.3	4.6	4.1	5.5	7.1	4.9	324/3982	3508/12.7	11.5	14.6	7.4	336	4333
4. WPOW-F (CHR)	277/ 5.2	5.8	4.9	4.8	5.3	5.2	308/4325	3760/13.6	12.1	13.6	7.7	349	4290
5. WAQI (SP)	242/ 4.6	6.1	4.4	5.0	6.5	5.0	242/2104	2074/ 7.5	7.4	8.6	2.9	130	1137
6. WFLC-F (AC)	222/ 4.2	3.3	4.4	4.0	2.0	4.0	236/3936	3596/13.0	12.2	8.9	4.2	188	2795
7. WIOD (N/T)	212/ 4.0	5.3	5.1	5.3	3.3	4.9	253/3153	2680/ 9.7	14.4	9.9	3.8	170	2237
8. WKIS-F (C)	206/ 3.9	4.0	4.2	3.6	3.7	3.9	226/2940	2610/ 9.4	8.7	9.1	3.1	142	2061
9. WZTA-F (CL AOR)	193/ 3.6	2.2	3.0	2.5	2.2	2.8	205/2924	2582/ 9.3	8.2	5.9	3.6	164	2347
10. WXDJ-F (SP)	185/ 3.5	3.7	3.4	4.0	3.6	3.7	186/1869	1849/ 6.7	6.2	6.8	2.7	121	1253
11. WHYI-F (CHR)	175/ 3.3	3.5	3.6	3.8	4.0	3.5	213/4048	3416/12.3	12.0	13.9	3.7	168	3100
12. WSHE-F (AOR)	174/ 3.3	2.6	3.2	3.3	2.9	3.1	201/3291	2737/ 9.9	9.3	8.0	5.0	226	3230
13. WJQY-F (SAC)	163/ 3.1	2.8	3.6	3.8	3.9	3.3	180/2582	2321/ 8.4	9.5	10.2	3.6	161	1906
14. WINZ (N/T)	157/ 3.0	3.6	2.7	2.8	3.3	3.0	167/2679	2384/ 8.6	8.7	10.1	2.1	97	1651
15. WQBA (SP)	153/ 2.9	3.8	3.6	3.7	4.2	3.5	154/1534	1512/ 5.5	6.5	6.3	1.8	81	783
17. WMRZ (BB)	153/ 2.9	2.0	1.3	3.1	3.4	2.3	176/1782	1583/ 5.7	4.0	10.3	1.9	86	1033
18. WMXJ-F (O)	138/ 2.6	3.1	3.6	3.1	3.4	3.1	160/3176	2772/10.0	10.4	10.3	2.6	116	1858
19. WTMJ-F (CL)	134/ 2.5	2.7	2.5	2.8	2.3	2.6	151/2558	2146/ 7.8	6.7	7.9	3.0	137	1699
20. WLVE-F (J/NA)	123/ 2.3	2.1	2.5	2.4	2.5	2.3	139/2186	1906/ 6.9	7.4	9.2	3.3	149	1910
21. WAXY-F (AC/O)	110/ 2.1	2.0	2.1	2.6	3.0	2.2	116/2601	2293/ 8.3	8.2	10.9	2.7	122	2023
22. WQBA-F (SP)	99/ 1.9	1.5	1.7	1.6	1.8	1.7	106/1730	1589/ 5.7	4.9	5.4	2.3	102	1132
23. WEAT-AF (EZ)	97/ 1.9	3.0	3.2	2.4	2.6	2.6	319/3373	1164/ 4.2	8.2	7.6	1.1	48	682
24. WQFE (SP)	85/ 1.6	----	2.1	0.5	0.4	1.0	91/888	832/ 3.0	2.5	1.4	1.6	71	647
25. WCMQ (SP)	52/ 1.0	2.2	0.6	1.0	0.8	1.2	52/754	754/ 2.7	2.1	2.1	0.4	20	236

12+ FM SHARE (METRO): 73.17% (3553 of 4856) (SPG 90: 71.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F>>	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F>	1 WLYF-F	1 WLYF-F>>	1 WLYF-F>	1 WHQT-F	1 WIOD
2 WHQT-F>	2 WPOW-F	2 WHQT-F	2 WZTA-F	2 WEAT-AF	2 WAQI	2 WAQI <	2 WAQI	2 WPOW-F<	2 WPOW-F	2 WEDR-F>>
3 WEDR-F	3 WHQT-F	3 WFLC-F	3 WHQT-F	3 WLYF-F<	3 WIOD	3 WEDR-F	3 WFLC-F	3 WEDR-F	3 WEDR-F	3 WHQT-F
4	4 WFLC-F	4 WZTA-F<	4 WFLC-F	4 WHQT-F<	4 WMRZ	4 WHQT-F<	4 WHQT-F	4 WHQT-F<	4 WIOD >	4 WLYF-F>>
5	5 WZTA-F<	5 WPOW-F	5 WLYF-F	5 WFLC-F	5 WQBA	5 WIOD	5 WFLC-F	5 WFLC-F	5 WLYF-F	5 WKIS-F
6	6 WSHE-F	6 WSHE-F	6 WMXJ-F	6 WKIS-F	6 WKIS-F	6 WQBA	6 WKIS-F<	6 WZTA-F	6 WFLC-F	6 WJNO <
7	7 WHYI-F	7 WLYF-F	7 WXDJ-F<	7 WMXJ-F<	7 WINZ	7 WJQY-F<	7 WZTA-F	7 WAQI	7 WAQI	7 WINZ
8	8	8 WHYI-F	8 WLVE-F	8 WZTA-F	8 WXDJ-F	8 WKIS-F	8 WQOJ-F	8	8	8 WAQI

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 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WPOW-F>	1 WPOW-F	1 WZTA-F>	1 WZTA-F	1 WZTA-F
2 WPOW-F	2 WFLC-F	2 WFLC-F	2 WFLC-F	2 WEDR-F	2 WSHE-F	2 WSHE-F<	2 WEDR-F	2 WEDR-F	2 WEDR-F
3 WHQT-F	3 WHQT-F	3 WHQT-F	3 WHQT-F	3 WXDJ-F	3 WHQT-F	3 WZTA-F<	3 WSHE-F	3 WPOW-F<	3 WHQT-F
4 WFLC-F	4 WHYI-F<	4 WZTA-F	4 WLYF-F	4 WFLC-F	4 WEDR-F>	4 WEDR-F	4 WHQT-F	4 WSHE-F	4 WKIS-F<
5 WHYI-F	5 WPOW-F	5 WHYI-F	5 WQOJ-F<	5 WHQT-F	5 WHYI-F	5 WHQT-F>	5 WPOW-F	5 WHQT-F	5 WSHE-F
6 WSHE-F	6 WZTA-F	6 WLVE-F	6 WHYI-F	6 WMXJ-F	6 WFLC-F	6 WFLC-F	6 WFLC-F	6 WFLC-F	6 WFLC-F
7	7 WSHE-F	7 WPOW-F	7 WPOW-F	7 WJQY-F	7	7 WHYI-F	7 WLVE-F	7	7 WIOD
8	8	8 WAXY-F	8 WMXJ-F	8	8	8	8 WHYI-F	8	8 WLVE-F

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----
TOP 40/CHR/CONTEMP		452 (2)	452 (2)	9.3	10.1	WAVS 1170 Davie/Miami	0.6/1.4/ 34/ 407	
AOR/CLASSIC		367 (2)	367 (2)	7.6	7.7	WEXY 1520 Wilton Mhrs/FL	0.5/1.2/ 25/ 357	
AC/OLDIES/SOFT ROCK	32 (1)	664 (5)	696 (6)	14.3	15.0	WFTL 1400 Ft.Lauderdale	0.9/3.0/ 52/ 903	
MOR/VARIETY						WMBH 1490 Miami Beach	0.6/1.7/ 30/ 470	
COUNTRY		206 (1)	206 (1)	4.2	4.6	WQAM 560 Miami/Ft. Ldrd1	0.6/3.3/ 38/1032	
BLACK/URBAN	30 (1)	589 (2)	619 (3)	12.7	14.4	WRFM 830 Hialeah	0.6/0.6/ 32/ 191	
BEAUTIFUL/EASY	3 (1)	564 (2)	567 (3)	11.7	9.1	WRTQ-F 98.3 Goulds/Miami	0.6/2.3/ 33/ 657	
NEWS/TALK	466 (5)		466 (5)	9.6	10.3	WNNN 980 Pompano Beach	0.3/1.4/ 19/ 519	
NOSTALGIA	153 (1)		153 (1)	3.2				
RELIGION/GOSPEL	24 (1)		24 (1)	0.5	2.4	WEAT 850 West Palm Beach	0.1/0.0/ 0/ 0	
SPANISH	565 (5)	454 (4)	1019 (9)	21.0	23.2	WJNO 1230 West Palm Beach	0.6/1.7/150/1742	
CLASSICAL		134 (1)	134 (1)	2.8	2.5	WRMF-F 97.9 West Palm Beach	0.6/2.8/146/2218	
JAZZ/NEW AGE		123 (1)	123 (1)	2.5	0.8			
UNKNOWN/OTHERS	30 (1)		30 (1)	0.6				
	1303 (16)	3553 (20)	4856 (36)					

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW/25 KW (DA-2),	Hispanic	, \$ 68.00	(Caballero)	
WCMQ, 1210, 25 KW/2.5 KW (DA-2),	Hispanic MOR	, \$ 50.00	(SBS)	SBS
WFTL, 1400, 1 KW	Talk	CNN UNISUP, \$ 38.00	(Roslin)	
WINZ, 940, 50 KW/25 KW (DA-N),	News/Talk	CNN CBS, \$ 72.00	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	News/Talk	MBS, \$130.00	(Christal)	Cox
WMBH, 1490, 1 KW	Gospel	NBN, \$ 28.00	(K & P)	
WMRZ, 790, 25 KW	Nostalgia	ABC, \$ 70.00	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	Hispanic	, \$ 35.00	(Lotus)	
WQAM, 560, 5 KW/1 KW	Country	NBC SMN, \$ 33.00	(HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	Hispanic Full Service	, \$130.00	(Katz Hisp.)	Tichenor
WRHC, 1150, 10 KW/500 W (DA-2)	Hispanic	, \$ 43.00	(---)	Omar Valliant
WSUA, 1290, 5 KW (DA-2)	Hispanic	, \$ 38.00	(Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	Religion/Ethnic	, \$ 30.00	(---)	Evergreen

FM STATIONS

WAXY, 105.9, 100 KW @ 1020	AC/Oldies	, \$109.00	(Eastman)	Ackerly
WCMQ, 92.3, 31 KW @ 620	Hispanic/Soft AC	, \$ 75.00	(SBS)	SBS
WEDR, 99.1, 70 KW @ 165	Black	CBS, \$ 68.00	(McGuild)	Rivers
WFLC, 97.3, 98 KW @ 800	AC	, \$145.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 1006	Urban/CHR	, \$135.00	(MMR)	EZ
WHYI, 100.7, 100 KW @ 1006	CHR	, \$125.00	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 984	Soft AC	UNISUP, \$140.00	(Katz)	Tak
WKIS, 99.9, 100 KW @ 984	Country	UNIPWR, \$ 96.00	(HNWH)	Sunshine Wireless
WLVE, 93.9, 96 KW @ 1006	AC/Jaz/NAC	, \$138.00	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 810	EZ	, \$104.00	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006	Oldies	, \$	(Durpetti)	
WPOW, 96.5, 100 KW @ 1006	CHR	SOURCE, \$178.00	(HNWH)	Beasley
WQBA, 107.5, 96 KW @ 1006	Hispanic AC	, \$ 85.00	(Katz Hisp.)	Tichenor
WSHE, 103.5, 100 KW @ 1006	AOR	, \$ 92.00	(Schubert)	TK
WTMI, 93.1, 96 KW @ 1006	Classical	, \$ 83.00	(CHBS)	Marlin
WXDJ, 95.7, 100 KW @ 980	??	, \$ 57.00	(Caballero)	
WZTA, 94.9, 96 KW @ 1006	Classic AOR	, \$ 70.00	(Katz)	Guy Gannett

Miscellaneous: WIOD - reclassified as News/Talk . . .

MILWAUKEE

Arbitron Rank/Pop (12+): 27/1,302,400

Stations: 26/23

1990 Revenue: \$44,400,000

MSA Rank/Pop: 34/1,400,000

Diaries: 1445/901:1/55.7%

MM Inc.: \$31,752

ADI # 28

Sample Target: 1495

Retail \$: 11.1 Bill

Average Person Ratings: 17.6

% Below Line: 2.0

Pop per Station: 56,626

Market TSL: 23.25 hours

% Not Listed: 9.6

#1 Biller: WTMJ \$8,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WTMJ (FS)	273/11.9	9.4	10.3	11.4	11.6	10.8	314/4208	3446/26.5	25.8	28.2	9.8	218	2610 WTMJ
2. WMIL-F (C)	225/ 9.8	6.8	8.6	6.5	7.2	7.9	261/2741	2282/17.5	17.2	14.6	7.6	168	1704 WMIL-F
3. WOKY (BB)	173/ 7.5	7.4	5.2	6.9	7.6	6.8	180/2001	1913/14.7	11.1	14.8	6.5	145	1633 WOKY
4. WLUM-F (CHR)	167/ 7.3	8.0	9.5	9.3	7.1	8.5	174/2911	2748/21.1	23.0	20.7	13.4	298	3748 WLUM-F
5. WKTI-F (CHR)	150/ 6.5	6.3	7.5	8.6	8.9	7.2	178/3304	2823/21.7	23.9	28.7	8.3	184	3215 WKTI-F
6. WKLM-F (CL AOR)	113/ 4.9	7.3	6.5	7.5	7.0	6.6	143/2221	1915/14.7	15.3	16.8	7.0	155	1702 WKLM-F
7. WMYX-F (AC)	112/ 4.9	4.6	4.6	3.3	4.2	4.3	124/1893	1648/12.7	14.2	11.8	3.6	79	1203 WMYX-F
8. WEZW-F (EZ)	111/ 4.8	5.2	6.0	4.1	3.5	5.0	122/1759	1578/12.1	11.7	10.7	3.2	71	917 WEZW-F
9. WLZR-F (AOR)	110/ 4.8	5.5	4.5	4.5	5.2	4.8	146/2145	1771/13.6	13.1	14.8	6.2	138	2115 WLZR-F
10. WZTR-F (O)	99/ 4.3	3.8	4.0	4.1	3.8	4.1	118/2207	1871/14.4	12.3	12.5	3.7	82	1561 WZTR-F
11. WISN (N/T)	85/ 3.7	5.2	3.6	2.9	3.1	3.8	96/1530	1268/ 9.7	10.6	9.1	3.6	79	1111 WISN
12. WQFM-F (ADR)	75/ 3.3	3.1	2.7	3.2	4.2	3.1	120/2191	1676/12.9	11.7	14.6	4.7	104	1219 WQFM-F
13. WLTQ-F (SAC)	74/ 3.2	3.9	4.0	4.1	4.5	3.8	86/1502	1404/10.8	13.1	11.8	2.5	55	1146 WLTQ-F
14. WFMR-F (CL)	68/ 3.0	1.7	2.4	2.6	2.3	2.4	68/844	844/ 6.5	7.1	6.2	2.4	53	692 WFMR-F
15. WMVP (B)	41/ 1.8	1.8	2.3	1.7	2.1	1.9	41/625	625/ 4.8	4.7	5.2	1.7	38	590 WMVP
16. WBZN-AF (J/NA)	35/ 1.5	1.8	1.8	2.1	1.8	1.8	44/695	604/ 4.6	6.5	5.7	2.2	49	783 WBZN-AF
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 66.70% (1382 of 2072) (SPG 90: 66.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WKLM-F	1 WMIL-F	1 WMIL-F	1 WMIL-F	1 WTMJ >	1 WTMJ	1 WMIL-F	1 WTMJ >	1 WMIL-F	1 WMIL-F
2 WLZR-F	2 WLUM-F	2 WKTI-F	2 WKTI-F	2 WKTI-F	2 WOKY <	2 WMIL-F	2 WTMJ	2 WLUM-F	2 WTMJ >>	2 WTMJ >>
3 WKTI-F	3 WLZR-F	3 WKLM-F	3 WKLM-F	3 WTMJ	3 WMIL-F>	3 WKTI-F	3 WOKY >	3 WLUM-F	3 WMIL-F>	3 WLUM-F
4	4 WKTI-F	4 WLUM-F	4 WZTR-F	4 WMYX-F	4 WEZW-F>	4 WOKY	4 WKLM-F	4 WOKY <	4 WKTI-F	4 WRJN
5	5 WMIL-F	5 WZTR-F	5 WMYX-F	5 WZTR-F	5 WISN	5 WLUM-F	5 WEZW-F	5 WISN <	5 WMYX-F	5 WKTI-F
6	6 WMYX-F	6 WMYX-F	6 WTMJ <	6 WKLM-F	6 WZTR-F	6 WLZR-F	6 WKTI-F	6 WKTI-F	6 WLZR-F	6 WOKY
7	7 WQFM-F	7 WLZR-F	7 WLUM-F	7 WLTQ-F	7 WKTI-F	7 WKLM-F	7 WMYX-F	7 WMYX-F	7 WZTR-F	7
			8 WLTQ-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 WLUM-F>	1 WMYX-F	1 WMYX-F	1 WKTI-F	1 WKTI-F	1 WLZR-F>	1 WLZR-F	1 WKLM-F	1 WMIL-F	1 WMIL-F>
2 WKLM-F	2 WKTI-F	2 WKTI-F>	2 WMYX-F	2 WMYX-F	2 WLUM-F>	2 WKLM-F	2 WQFM-F	2 WLZR-F	2 WZTR-F
3 WMIL-F	3 WKLM-F	3 WKLM-F	3 WMIL-F	3 WMIL-F	3 WKLM-F	3 WLUM-F	3 WLZR-F	3 WKLM-F	3 WTMJ
4 WKTI-F	4 WLUM-F>	4 WLTQ-F	4 WLUM-F	4 WLTQ-F	4 WMIL-F	4 WQFM-F	4 WMIL-F	4 WZTR-F	4 WKLM-F
5 WQFM-F	5 WMIL-F	5 WMVP	5 WKLM-F	5 WTMJ	5 WQFM-F>	5 WMIL-F>	5 WLUM-F	5 WLUM-F	5 WLZR-F
6 WLZR-F	6 WMVP	6 WLUM-F	6 WLTQ-F	6 WEZW-F	6 WKTI-F	6 WZTR-F	6 WZTR-F	6 WQFM-F	6 WKTI-F
7 WMYX-F	7 WLZR-F	7 WMIL-F	7	7 WKLM-F	7	7 WKTI-F	7 WKTI-F>	7 WKTI-F	7 WQFM-F
	9 WQFM-F						8 WTMJ		8 WISN

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		326 (3)	326 (3)	15.7	18.0	WBWI-F 92.5 West Bend	0.3/1.1/ 15/ 244
AOR/CLASSIC		298 (3)	298 (3)	14.4	17.9	WEMP 1250 Milwaukee	1.3/4.2/ 32/ 614
AC/OLDIES/SOFT ROCK	52 (2)	285 (3)	337 (5)	16.3	15.0	WNOV 860 Milwaukee	0.9/3.7/ 21/ 478
MOR/VARIETY	273 (1)		273 (1)	13.2	13.6	WRJN 1400 Racine	1.0/2.5/ 23/ 364
COUNTRY		233 (2)	233 (2)	11.2	7.9		
BLACK/URBAN	62 (2)		62 (2)	3.0	4.1	WBBM 780 Chicago	0.6/3.2/ 14/ 506
BEAUTIFUL/EASY		111 (1)	111 (1)	5.4	3.8	WGN 720 Chicago	1.1/3.2/ 43/ 735
NEWS/TALK	123 (3)		123 (3)	5.9	5.9	WJZQ-F 95.1 Kenosha	0.4/1.8/ 23/ 570
NOSTALGIA	173 (1)		173 (1)	8.3	8.4		
RELIGION/GOSPEL	5 (1)	28 (1)	33 (2)	1.6			
SPANISH							
CLASSICAL		68 (1)	68 (1)	3.3	2.5		
JAZZ/NEW AGE	2 (1)	33 (1)	35 (2)	1.7	2.0		
UNKNOWN/OTHERS					1.0		
	690 (11)	1382 (15)	2072 (26)				

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS , \$ 37.00 (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	TALK	ABC, MBS , \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT , \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN , \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS , \$ 50.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC , \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WKKV, 100.7, 50 KW @ 500, BLACK AC	UNIPWR , \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL	, \$ 41.00 (CMBS)	(HENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR	, \$ 115.00 (McGuilld)	Saga
WKTI, 94.5, 16 KW @ 911, CHR	SOURCE , \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC , \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	CBS, UNPWR , \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC , \$ 65.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT , \$ 78.00 (CBS)	Sundance
WHYX, 99.1, 50 KW @ 448, AC	CBS , \$ 58.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC , \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 50.00 (Durpetti)	Mystar

Miscellaneous: WBZN to WKKV-F and from NAC to Black AC (July) . . . WZTR-F sold from Mystar to Shockley for \$4,900,000 (Thoben-VanHuss) . . .

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,999,600

MSA Rank/Pop: 16/2,430,000

ADI # 13

Average Person Ratings: 17.5

Market TSL: 22.75 hours

Stations: 22/19

Diaries: 1907/1049:1/58.9%

Sample Target: 1810

% Below Line: 1.0

% Not Listed: 13.2

1990 Revenue: \$77,000,000

HH Inc.: \$35,952

Retail \$: 21.2 Bll

Pop per Station: 105,242

#1 Biller: WCCO \$22,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WCCO (FS)	525/15.0	17.2	15.2	16.9	16.3	16.1	762/9724	6788/33.9	36.3	35.0	14.0	505	6679	WCCO
2. KQRS-AF (AOR)	381/11.0	10.1	10.1	10.9	10.3	10.5	424/6113	5410/27.1	25.9	23.8	14.6	501	5754	KQRS-AF
3. KEEY-F (C)	339/ 9.7	10.5	9.3	7.2	9.3	9.2	412/4901	4182/20.9	17.7	16.3	8.4	302	3412	KEEY-F
4. KDWB-F (CHR)	338/ 9.7	7.5	6.6	7.0	7.5	7.7	300/6095	5374/26.9	21.0	24.6	11.8	426	5766	KDWB-F
5. WLTE-F (SAC)	309/ 8.9	8.5	8.7	7.5	8.1	8.4	366/4859	4175/20.9	20.7	19.5	5.9	213	2685	WLTE-F
6. KSTP-F (AC)	274/ 7.9	6.4	6.1	6.5	5.4	6.7	300/3982	3516/17.6	16.9	15.5	5.8	210	2865	KSTP-F
7. KLXX-F (CL AOR)	144/ 4.1	4.6	4.9	5.0	5.7	4.7	162/3828	3521/17.6	16.9	14.6	3.4	124	3296	KLXX-F
8. KSTP (N/T)	129/ 3.7	3.3	3.6	2.3	2.6	3.2	143/3078	2735/13.7	10.1	8.2	3.1	112	1969	KSTP
9. KQQL-F (O)	128/ 3.7	4.2	4.4	4.4	5.5	4.2	195/3381	2505/12.5	12.2	14.3	3.7	133	1911	KQQL-F
10. KTCZ-F (AOR)	120/ 3.4	3.1	3.6	3.5	3.3	3.4	126/2066	1916/ 9.6	9.8	10.4	4.7	168	2068	KTCZ-F
11. KLBB (BB)	94/ 2.7	1.7	2.0	2.5	2.2	2.2	94/979	973/ 4.9	4.3	5.2	1.4	49	626	KLBB
12. KJJO-F (AOR)	61/ 1.7	1.6	2.1	1.9	1.6	1.8	70/1539	1313/ 6.6	6.3	6.2	3.2	114	1673	KJJO-F
13. WMIN (BB)	52/ 1.5	1.2	1.1	1.5	0.9	1.3	64/1031	900/ 4.5	3.5	2.9	0.4	16	487	WMIN
14. KMZZ (AOR)	39/ 1.1	0.8	0.5	----	----	0.6	42/559	485/ 2.4	2.3	0.0	1.4	51	777	KMZZ
15.														

12+ FM SHARE (METRO): 70.30% (2130 of 3030) (SPG 90: 72.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F >>	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 KEEY-F <	1 WCCO >>	1 WCCO >	1 KQRS-AF >	1 WCCO >	1 WCCO >	1 WCCO >>
2	2 KDWB-F >	2 KEEY-F >	2 KEEY-F <	2 KQRS-AF <	2 WLTE-F >	2 KQRS-AF >	2 WLTE-F >	2 KEEY-F <	2 KDWB-F >	2 KQRS-F >>
3	3 KEEY-F >	3 KSTP-F >	3 KSTP-F >	3 WCCO <	3 KEEY-F <	3 KEEY-F <	3 WCCO <	3 KQRS-AF <	3 KQRS-AF <	3 KEEY-F >
4	4 KSTP-F >	4 WLTE-F >	4 WLTE-F >	4 WLTE-F <	4 KSTP-F >	4 KSTP-F >	4 KEEY-F >	4 KDWB-F >	4 KSTP >	4 KSTP-F >
5	5 KLXX-F >	5 KDWB-F >	5 WCCO >	5 KSTP-F >	5 KLBB >	5 KDWB-F >	5 KSTP-F >	5 WLTE-F >	5 KEEY-F >	5 WLTE-F >
6	6 WLTE-F >	6 WCCO >	6 KTCZ-F >	6 KTCZ-F >	6 KSTP >	6 WLTE-F >	6 KDWB-F >	6 KSTP-F >	6 WLTE-F >	6 KDWB-F >
7	7	7 KLXX-F >	7 KDWB-F <	7 KQQL-F >	7	7	7	7	7	7
			8 KQQL-F >	8 KDWB-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 KDWB-F >>	1 KDWB-F >	1 WLTE-F >	1 WLTE-F >	1 WLTE-F >	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >
2 KQRS-AF >	2 WLTE-F >	2 KEEY-F >	2 KDWB-F <	2 KSTP-F >	2 KDWB-F >	2 KEEY-F >	2 KEEY-F >	2 KEEY-F >	2 WCCO >
3 WLTE-F >	3 KQRS-AF <	3 KSTP-F >	3 KSTP-F >	3 KEEY-F >	3 KLXX-F >	3 KLXX-F >	3 WCCO >	3 WCCO >	3 KEEY-F >
4 KSTP-F >	4 KSTP-F >	4 KQRS-AF >	4 KEEY-F >	4 WCCO >	4 KEEY-F >	4 KDWB-F >	4 KLXX-F >	4 KSTP-F >	4 KSTP-F >
5 KLXX-F >	5 KEEY-F >	5 KDWB-F >	5 KQRS-AF >	5 KDWB-F >	5 KMZZ >	5 KSTP-F >	5 KSTP-F >	5 KLXX-F >	5 KSTP <
6 KEEY-F >	6 KLXX-F >	6 KTCZ-F >	6 WCCO >	6 KQRS-AF >	6	6 WCCO >	6 KTCZ-F >	6 KTCZ-F >	6 KTCZ-F >
7 KJJO-F >	7 KTCZ-F >	7 KLXX-F >	7 KQQL-F <	7 KQQL-F >	7	7	7	7 KDWB-F >	7 WLTE-F >
			8 KLXX-F >						

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		350 (2)	350 (2)	11.6	15.3	KDWB	630 St. Paul	0.7/3.3/ 31/	793	
AOR/CLASSIC	48 (2)	697 (4)	745 (6)	24.6	17.6	KTCJ	690 Minneapolis	0.3/0.6/ 11/	149	
AC/OLDIES/SOFT ROCK	24 (1)	711 (3)	735 (4)	24.3	29.4	WDGY	1130 Minneapolis	0.5/3.7/ 19/	873	
MOR/VARIETY	525 (1)		525 (1)	17.3	18.8	WIXX-F	107.1 New Richmond	0.3/0.5/ 16/	174	
COUNTRY		362 (3)	362 (3)	11.9	11.1					
BLACK/URBAN						KCLD-F	104.7 St. Cloud	0.3/0.8/ 65/	974	
BEAUTIFUL/EASY		10 (1)	10 (1)	0.3		KNXR-F	97.5 Rochester	0.3/0.9/ 50/	694	
NEWS/TALK	146 (2)		146 (2)	4.8	3.8	WMJO-F	98.1 St. Cloud	0.4/1.2/ 70/	800	
NOSTALGIA	146 (2)		146 (2)	4.8	3.5					
RELIGION/GOSPEL										
SPANISH										
CLASSICAL										
JAZZ/NEW AGE	11 (1)		11 (1)	0.4	0.5					
UNKNOWN/OTHERS										
	900 (9)	2130 (13)	3030 (22)							

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent
KLBB, 1400, 1 KW, NOSTALGIA	ABC UNISUP, \$ 30.00 (Roslin)	
KSTP, 1500, 50 KW (DA-N), NEWS/JAZZ	ABC, \$ 48.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	Parker
KMZZ, 980, 5 KW (DA-1), EZ	UNIULT, \$ 21.00 (HNWH)	Entercom
WCCO, 830, 50 KW, MOR/FULL SER.	CBS,UNISUP, \$ 310.00 (CBS)	
KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 44.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent
KEEY, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite
KJJQ, 104.1, 100 KW @ 1070, AOR	CBS, \$ 65.00 (MMR)	Park
KLXK, 93.7, 50 KW @ 822, CL AOR	UNIULT, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR	ABC, \$ 178.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES	, \$ 70.00 (Ourpett1)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Eastman)	Parker
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)	

Miscellaneous: WOGY to KFAN in Aug and format to Sports . . . KNOW sold by Minnesota Public Radio for \$1,300,000 (MVP) . . .
WCCO,WLTE-F sold to CBS for \$50,000 (e) . . .

MOBILE

Arbitron Rank/Pop (12+): 89/396,900

Stations: 21/18
 Diaries: 874/454:1/47.9%
 Sample Target: 820
 % Below Line: 5.8
 % Not Listed: 11.4

1990 Revenue: \$11,000,000
 HH Inc.: \$27,432
 Retail \$: 3.2 Bill
 Pop per Station: 22,050
 #1 Biller: WKSJ-AF \$3,230,000

HSA Rank/Pop: 101/494,000
 ADI # 55 (w/Pensacola)
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-AF (C)	115/7.0	13.3	16.0	----	14.8	11.6	135/1481	1204/30.3	30.4	26.2	13.4	101	960	WKSJ-AF
2. WBLX-F (B)	107/15.9	17.4	17.2	----	18.5	12.6	196/1771	974/24.5	24.4	26.3	27.9	211	1364	WBLX-F
3. WGOK (B)	46/ 6.8	5.1	5.3	----	5.0	4.3	46/513	501/12.6	12.0	12.3	2.8	21	376	WGOK
WABB-F (CHR)	46/ 6.8	9.5	10.8	----	8.6	6.8	86/1507	753/19.0	24.8	21.2	9.1	69	1114	WABB-F
5. WGCX-F (AOR)	40/ 5.9	6.1	5.2	----	6.6	4.3	71/857	495/12.5	10.8	13.3	9.9	75	347	WGCX-F
6. WAVH-F (D)	38/ 5.6	4.0	5.6	----	4.6	3.8	69/1191	550/13.9	13.8	13.2	5.9	45	530	WAVH-F
7. WKRQ-F (AC)	36/ 5.3	7.3	5.0	----	5.3	4.4	75/1340	678/17.1	15.8	14.1	5.9	45	624	WKRQ-F
8. WKRQ (N/T)	33/ 4.9	6.1	3.4	----	5.2	3.6	34/490	473/11.9	8.4	11.9	4.9	37	368	WKRQ
9. WMEZ-F (EZ)	19/ 2.8	2.7	4.0	----	3.3	2.4	55/779	304/ 7.7	7.4	7.0	1.8	14	198	WMEZ-F
WZEW-F (AOR)	19/ 2.8	2.4	1.9	----	1.9	1.8	20/344	322/ 8.1	4.5	5.7	3.2	24	413	WZEW-F
WOLT-F (SAC)	19/ 2.8	4.0	2.7	----	2.6	2.4	19/395	391/ 9.9	8.3	8.6	1.6	12	238	WOLT-F
12. WXBW-F (C)	14/ 2.1	2.0	2.5	----	1.9	1.6	55/872	219/ 5.5	5.0	3.9	0.4	3	230	WXBW-F
13. WMOB (REL)	12/ 1.8	2.1	0.6	----	0.7	1.1	12/130	122/ 3.1	2.4	2.6	1.1	8	115	WMOB
WBLX (B)	12/ 1.8	1.8	1.9	----	2.4	1.4	15/296	230/ 5.8	5.2	6.0	2.0	15	193	WBLX

12+ FM SHARE (METRO): 79.77% (477 of 598) (SPG 90: 79.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F<	1 WBLX-F>>	1 WBLX-F
2 WABB-F	2 WGCX-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WGOK	2 WBLX-F>	2 WBLX-F	2 WKSJ-AF>>	2 WKSJ-AF>	2 WKSJ-F>>
3	3 WKSJ-AF	3 WGCX-F	3 WAVH-F	3 WAVH-F	3 WKRQ	3 WKRQ	3 WGOK >	3 WGCX-F	3 WABB-F	3 WKRQ
4	4 WAB3-F>	4 WABB-F<	4 WKRQ-F	4 WGOK <	4 WBLX-F<	4 WABB-F	4 WAVH-F<	4 WGCX-F	4 WABH-F	4 WABH-F
5	5 WKRQ-F	5 WAVH-F	5 WGCX-F	5 WKRQ-F	5 WAVH-F	5 WKRQ-F	5 WKRQ-F	5 WKRQ-F	5 WGOK	5 WKRQ-F
					6 WGCX-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 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF
2 WGCX-F	2 WKSJ-AF	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F	2 WGCX-F	2 WGCX-F>	2 WGCX-F	2 WKSJ-AF>	2 WBLX-F>
WABB-F	3 WKRQ-F	3 WZEW-F	3 WKRQ-F	3 WGOK	3 WABB-F>	3 WKSJ-AF>	3 WKSJ-AF>	3 WGCX-F>	3 WGCX-F
4 WKRQ-F	WABB-F	WKRQ-F	4 WABB-F	WAVH-F	4 WKSJ-AF>	4 WABB-F	4 WAVH-F	4 WAVH-F	4 WAVH-F
5 WMMV-F	5 WGCX-F	WGOK	5 WAVH-F	5 WKRQ-F	5 WZEW-F	5	5	WABB-F	5
		6 WABB-F							

FORHATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		52 (2)	52 (2)	8.7	12.4	WABB 1480 Mobile	0.4/2.8/	3/ 124
AOR/CLASSIC		59 (2)	59 (2)	9.9	9.4	WBHY 840 Mobile	0.4/2.6/	3/ 105
AC/OLDIES/ROCK		93 (3)	93 (3)	15.6	13.9	WLPR 960 Prichard/Mobile	1.2/3.4/	9/ 137
MOR/VARIETY					1.3	WMMV-F 105.5 Bay Hinet/Mob	1.6/3.9/	12/ 173
COUNTRY	4 (1)	125 (2)	129 (3)	21.6	18.9	WZBA-F 104.9 Moss Point	1.6/2.8/	12/ 167
BLACK/URBAN	58 (2)	118 (2)	176 (4)	29.4	27.9			
BEAUTIFUL/EASY		19 (1)	19 (1)	3.2	3.7	WJLQ-F 100.7 Pensacola	0.9/5.9/	55/ 981
NEWS/TALK	36 (2)		36 (2)	6.0	5.7			
NOSTALGIA	8 (1)		8 (1)	1.3	2.4			
RELIGION/GOSPEL	15 (2)		15 (2)	2.5	4.5			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS		11 (1)	11 (1)	1.8				
	121 (8)	477 (13)	598 (21)					

RADIO STATIONS

WBLX ,	660,	22 KW/1 KW (OA-2) ,	Black		\$12.00	(---)	
WGOK ,	900,	1 KW/500 W (DA-2) ,	Black		SBN, \$15.00	(Roslin)	
WKRQ ,	710,	1 KW/500 W (DA-N) ,	News/Talk		CBS MBS, \$27.00	(Katz)	
WLPR ,	960,	2.5 KW/1 KW (DA-2) ,	Nostalgia		SMN, \$14.00	(---)	
WABB-F,	97.5,	100 KW @ 1350	, CHR	SUN UPI,	\$53.00	(Christal)	Dittman
WAVH-F,	96.1,	100 KW @ 1142	, Oldies	UNISUP,	\$29.00	(Durpetti)	
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC,	\$50.00	(HNWH)	
WOLT-F,	98.3,	5 KW @ 300	, Soft AC	UNISUP,	\$19.00	(K & P)	
WGCX-F,	104.1,	100 KW @ 1555	, AOR	ABC UNIPWR,	\$31.00	(MMR)	(ATHORE)
WKRQ-F,	99.9,	100 KW @ 1755	, AC	MBS,	\$30.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 430	, Country	ABC,	\$89.00	(Banner)	
WMMV-F,	105.5,	2.6 KW @ 357	, Black		\$14.00	(---)	(BAY HINETTE)
WZEW-F,	92.1,	3 KW @ 288	, AOR	CNN,	\$16.00	(---)	(FAIRHOPE)

WMEZ, WX3M -- See Pensacola
 Miscellaneous: WOLT-F sold for \$879,000 . . .

MODESTO

Arbitron Rank/Pop (12+): 123/296,000

Stations: 28/15
Diaries: 724/409:1/46.5%
Sample Target: 695
% Below Line: 18.3
% Not Listed: 15.8

1990 Revenue: \$10,800,000
HH Inc.: \$32,820
Retail \$: 2.5 Bill
Pop per Station: 19,733
#1 Biller: KHOP-F \$2,200,000

MSA Rank/Pop: 133/368,000
ADI # 21 (w/Stockton)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KHOP-F (CMR)	52/10.8	9.7	13.9	12.8	13.9	----	105/1727	750/25.3	21.1	26.5	14.4	66	867 KHOP-F
2. KBEE-F (EZ)	44/ 9.2	10.5	11.1	9.8	10.6	----	115/1389	553/18.7	17.8	16.4	6.6	30	402 KBEE-F
3. KMIX-F (C)	39/ 8.1	14.6	9.3	6.6	8.4	----	51/779	479/16.2	19.4	15.4	8.7	40	396 KMIX-F
4. KJSN-F (SAC)	32/ 6.7	5.4	5.1	3.0	3.3	----	34/434	360/12.2	15.0	13.1	5.7	26	297 KJSN-F
5. KVFX-F (CL AOR)	26/ 5.4	4.1	4.6	4.6	2.6	----	52/669	304/10.3	9.5	9.8	6.8	31	518 KVFX-F
6. KOSO-F (AC)	22/ 4.6	5.2	3.6	5.0	5.3	----	50/822	348/11.8	12.1	10.0	3.9	18	444 KOSO-F
7. KTRB (C)	20/ 4.2	7.1	3.6	5.0	4.4	----	46/484	256/ 8.6	9.2	6.6	4.1	19	179 KTRB
8. KOJK-F (AOR)	20/ 4.2	6.7	7.5	8.0	11.2	----	50/740	363/12.3	14.3	15.5	8.3	38	483 KOJK-F
9. KNBR (T)	16/ 3.3	1.9	3.4	2.7	2.2	----	65/1013	251/ 8.5	6.0	9.8	5.0	23	262 KNBR
10. KABX-F (O)	15/ 3.1	1.5	2.0	3.2	3.5	----	30/492	212/ 7.2	6.6	6.7	2.0	9	151 KABX-F
11. KUBB-F (C)	14/ 2.9	1.7	1.8	2.1	1.8	----	82/858	195/ 6.6	4.9	6.4	2.6	12	202 KUBB-F
12. KMJ (N/T)	13/ 2.7	----	1.2	0.5	----	----	20/266	84/ 2.8	0.0	2.7	0.4	2	76 KMJ
13. KRAK (C)	11/ 2.3	1.9	1.4	1.4	1.5	----	38/487	123/ 4.2	3.7	2.8	2.0	9	103 KRAK
14. KCBS (N/T)	11/ 2.3	2.6	1.8	3.4	2.6	----	45/799	210/ 7.1	6.2	5.9	1.5	7	173 KCBS
15. KLOC (SP)	10/ 2.1	3.9	6.1	6.8	2.4	----	17/247	123/ 4.2	5.9	7.4	1.5	7	86 KLOC

12+ FM SHARE (METRO): 74.75% (302 of 404) (SPG 90: 75.47%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KHOP-F>	1 KHOP-F	1 KJSN-F	1 KJSN-F	1 KBEE-F>	1 KHOP-F	1 KBEE-F<	1 KHOP-F>	1 KHOP-F>	1 KNBR
2	2 KVFX-F	2 KMIX-F	2 KMIX-F	2 KMIX-F	2 KMIX-F	2 KBEE-F	2 KMIX-F	2 KBEE-F	2 KVFX-F	2 KVFX-F
3	KJSN-F	KJSN-F	3 KVFX-F	3 KVFX-F	3 KTRB	3 KMIX-F	3 KJSN-F	3 KVFX-F<	3 KMJ	KHOP-F
4	4 KMIX-F	4 KVFX-F	4 KHOP-F	4 KHOP-F	4 KJSN-F	4 KJSN-F	4 KHOP-F	4 KBEE-F	KVFX-F	4 KOJK-F
5	KOJK-F	5 KOJK-F	5 KOJK-F	5 KOSO-F	5 KNBR	5	5 KVFX-F	5 KOSO-F	KDJK-F	5

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 KHOP-F>>	1 KHOP-F	1 KJSN-F	1 KHOP-F	1 KJSN-F	1 KHOP-F>>	1 KHOP-F	1 KVFX-F>	1 KVFX-F	1 KVFX-F
2 KJSN-F>>	2 KJSN-F>	2 KHOP-F>	2 KJSN-F	2 KMIX-F	2 KMJ >	2 KVFX-F>	2 KOJK-F>	KHOP-F	2 KMIX-F
3 KMIX-F	3 KMIX-F	3 KOSO-F	3 KMIX-F	3 KOSO-F	3 KMIX-F>	3 KMIX-F	3 KMIX-F	3 KMIX-F	KDJK-F
KDJK-F	KDJK-F	KMIX-F	KHOP-F>	KHOP-F>	4 KVFX-F	KOJK-F>	KHOP-F	4 KOJK-F	4 KUBB-F
5	5 KOSO-F	KOJK-F	5 KVFX-F	5 KVFX-F	KLOC	5 KMJ	5	5 KUBB-F	KJSN-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CMR/CONTEMP		57 (3)	57 (3)	14.1	18.2	KAMB-F 101.5	Merced 1.9/5.7/ 16/ 313
AOR/CLASSIC		46 (2)	46 (2)	11.4	14.2	KMIX 1390	Turlock/Modesto 0.4/4.3/ 11/ 196
AC/OLDIES/SOFT ROCK		88 (7)	88 (7)	21.8	16.7	KNTD-F 95.9	Livingston 1.5/1.8/ 10/ 155
MOR/VARIETY					4.0	KOOK 970	Modesto 0.8/2.5/ 6/ 124
COUNTRY	33 (3)	53 (2)	86 (5)	21.3	18.6		
BLACK/URBAN	3 (1)		3 (1)	0.7		KCIV-F 99.9	Mt. Bullion 1.0/3.5/ 7/ 142
BEAUTIFUL/EASY		44 (1)	44 (1)	10.9	13.0	KFRC 610	San Francisco 1.0/2.1/ 24/ 291
NEWS/TALK	47 (4)		47 (4)	11.6	4.5	KGO 810	San Francisco 1.5/2.2/ 24/ 368
NOSTALGIA	5 (1)		5 (1)	1.2	0.5	KLBS 1330	Los Banos 0.6/1.2/ 4/ 71
RELIGION/GOSPEL		14 (2)	14 (2)	3.5	2.8	KHEL-F 106.1	San Francisco 0.4/3.1/ 24/ 478
SPANISH	10 (1)		10 (1)	2.5	7.5	KQPW-F 101.9	Fresno 0.6/1.3/ 22/ 355
CLASSICAL						KSGO-F 100.9	Tracy 1.7/4.5/ 33/ 528
JAZZ/NEW AGE						KSKS-F 93.7	Fresno 0.4/3.3/ 11/ 334
UNKNOWN/OTHERS	4 (1)		4 (1)	1.0		KSNN-F 104.7	Los Banos/Merced 0.4/1.8/ 9/ 310
	102 (11)	302 (17)	404 (28)				

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC, \$ 20.00 (Lotus)
KMIX, 1390, 5 KW (DA-2), SEE KMIX-F
KOOK, 970, 1 KW (DA-2), OLDIES
KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY

ABC, \$ N/A (Eastman) John Price
NBC, \$ 19.00 (Banner)

KABX-F, 97.5, 50 KW @ 493, OLDIES, \$ 20.00 (Christal)
KAMB-F, 101.5, 50 KW @ 390, RELIGION, \$ N/A (---)
KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL, \$ 27.00 (Eastman) John Price
KOJK-F, 95.1, 32 KW @ 602, AOR, \$ 40.00 (Eastman)
KHOP-F, 104.1, 50 KW @ 500, CMR, \$ 42.00 (McGuilid) Fuller Jeffrey

(MERCED)
(MERCED)
John Price
Fuller Jeffrey
Comm. Pacific
(TRULOCK)
(PATTERSON)
Buckley
(MANTECA)

KJSN-F, 102.3, 3 KW @ 380, SOFT AC, UNIPWR, \$ 27.00 (MHR)
KMIX-F, 98.3, 2 KW @ 380, COUNTRY, MBS, \$ 31.00 (Durpetti)
KOSO-F, 93.1, 3 KW @ 1790, AC, APR, \$ 32.00 (Katz)
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY, UNISUP, \$ 18.00 (McGuilid)
KVFX-F, 96.7, 3 KW @ 328, CLASSIC AOR, UNISUP, \$ 17.00 (Banner)

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/838,000

Stations: 43/8

1990 Revenue: NA

MSA Rank/Pop: 49/996,300

Diaries: 982/853:1/51.5%

HH Inc.: \$47,806

New York ADI

Sample Target: 1000

Retail \$: 8.5 Bil

Average Person Ratings: 18.9

% Below Line: 69.7

Pop per Station: 104,750

Market TSL: 24.75 hours

% Not Listed: 8.8

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WKXW-F (O/T)	85/ 5.4	4.0	2.7	0.9	1.1	----	85/1032	1032/12.3	10.8	8.3	3.3	47	639
2. WXRK-F (CL AOR)	82/ 5.2	5.7	5.3	5.1	4.8	----	82/1409	1409/16.8	14.1	14.7	5.8	83	1606
3. WOR (T)	81/ 5.1	3.3	2.7	5.5	4.2	----	31/928	928/11.1	8.9	8.0	5.3	76	1061
4. WADB-F (EZ)	80/ 5.1	5.5	5.6	3.3	2.8	----	30/918	918/11.0	10.6	10.2	3.9	55	683
5. WYNY-F (C)	71/ 4.5	2.9	3.6	2.5	3.2	----	71/778	778/ 9.3	6.8	6.0	2.1	30	588
WOBM-F (AC)	71/ 4.5	5.6	4.0	7.0	8.0	----	71/1122	1122/13.4	14.1	12.5	4.4	63	967
7. WNEW-F (AOR)	67/ 4.2	5.8	4.9	5.6	4.5	----	37/1151	1151/13.7	13.6	11.4	5.4	77	1309
8. WPAT-A (EZ)	65/ 4.1	6.0	5.6	5.0	6.6	----	65/821	821/ 9.8	11.7	11.2	3.6	51	605
9. WPLJ-F (CHR)	64/ 4.0	3.1	3.4	4.6	4.4	----	64/1271	1271/15.2	13.7	15.8	2.8	40	1320
10. WABC (T)	63/ 4.0	2.3	2.4	3.3	3.0	----	63/868	868/10.4	8.0	8.0	6.5	93	818
11. WJRZ-F (CHR)	61/ 3.9	2.9	3.3	1.9	3.2	----	61/802	802/ 9.6	7.6	8.7	3.3	47	804
12. WCBS (N)	55/ 3.5	3.2	2.8	2.4	3.4	----	55/1234	1234/14.7	13.7	11.2	2.4	34	1032
13. WJLK-F (AC)	49/ 3.1	3.4	3.2	2.5	3.2	----	49/835	835/10.0	9.0	9.8	2.6	37	636
14. WCBS-F (O)	45/ 2.8	2.9	3.1	3.1	3.2	----	45/730	730/ 8.7	8.3	9.8	1.3	18	711
15. WFAN (T)	44/ 2.8	3.3	2.9	4.1	3.9	----	44/906	906/10.8	11.4	10.0	2.2	31	554

12+ FM SHARE (METRO): 76.04% (1098 of 1444) (SPG 90: 80.19%)

NOTE: Monmouth-Ocean's Metro and TSA are the same

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPLJ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WADB-F	1 WXRK-F	1 WKXW-F	1 WABC	1 WPLJ-F	1 WABC-F
2 WHTZ-F	2 WNEW-F	2 WKXW-F	2 WKXW-F	2 WKXW-F	2 WOR	2 WDR	2 WYNY-F	2 WKXW-F	2 WNEW-F	2 WOBN-F
3 WQHT-F	3 WPLJ-F	3 WNEW-F	3 WNEW-F	3 WYNY-F	3 WPAT-AF	3 WADB-F	3 WABC	3 WYNY-F	3 WKXW-F	3 WOR
4 WJRZ-F	4 WJRZ-F	4 WJRZ-F	4 WYNY-F	4 WNEW-F	4 WOBN-F	4 WCBS	4 WADB-F	4 WPAT-AF	4 WFAN	4 WCBS
5	5 WKXW-F	5 WYNY-F	5 WCBS-F	5 WOBN-F	5	5 WKXW-F	5 WOBN-F	5 WXRK-F	5 WOR	5 WFAN
6	6	6	6	6	6	6 WOBN-F	6 WOR	6	6	6 WABC
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 WQHT-F	1 WPLJ-F	1 WPLJ-F	1 WPLJ-F	1 WOBN-F		1 WNEW-F	1 WXRK-F	1 WXRK-F	1 WYNY-F	1 WXRK-F
2 WJRZ-F	2 WXRK-F	2 WXRK-F	2 WKXW-F	2 WKXW-F		2 WPLJ-F	2 WNEW-F	2 WNEW-F	2 WKXW-F	2 WKXW-F
3 WPLJ-F	3 WJRZ-F	3 WOBN-F	3 WXRK-F	3 WXRK-F		3 WXRK-F	3 WJRZ-F	3 WKXW-F	3 WYNY-F	3 WYNY-F
4 WYNY-F	4 WQHT-F	4 WNEW-F	4 WOBN-F	4 WJLK-F		4 WJRZ-F	4 WKXW-F	4 WJRZ-F	4 WYNY-F	4 WNEW-F
5 WHTG-F	5 WKXW-F	5 WKXW-F	5 WJRZ-F	5 WPLJ-F		5 WHTZ-F	5 WPLJ-F	5 WYNY-F	5 WCBS-F	5 WCBS-F
6 WMMR-F	6	6	6	6 WZVU-F		6	6	6 WMMR-F	6 WJRZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-----	-----	-----	-----	SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		211 (6)	211 (6)	14.6	15.0	WHTG-F	106.3	Eatontown	1.2/3.4/	19/ 284
AOR/CLASSIC		216 (5)	216 (5)	15.0	16.1	WJLK	1310	Asbury Park	0.6/1.9/	10/ 157
AC/OLDIES/ROCK	12 (2)	375 (10)	387 (12)	26.8	27.0	WOBN	1160	Lakewood	1.1/3.4/	17/ 282
MOR/VARIETY						WZVU-F	107.1	Long Branch	2.1/7.1/	33/ 593
COUNTRY	17 (1)	77 (2)	94 (3)	6.5	5.5					
BLACK/URBAN		27 (2)	27 (2)	1.9	1.1	KYW	1060	Philadelphia	0.8/1.2/	12/ 102
BEAUTIFUL/EASY	6 (1)	139 (2)	145 (3)	10.0	14.3	WAYV-F	95.1	Atlantic City	0.6/1.6/	9/ 130
NEWS/TALK	265 (6)		265 (6)	18.4	13.8	WBLS-F	107.5	New York	0.7/2.6/	11/ 215
NOSTALGIA	46 (2)	8 (1)	54 (3)	3.7	4.0	WFPG-F	96.9	Atlantic City	0.4/1.9/	7/ 158
RELIGION/GOSPEL					0.4	WHLI	1100	Hempstead/GrdnC	0.8/2.1/	12/ 180
SPANISH						WHTZ-F	100.3	Newark/New York	2.7/10.4/	42/ 873
CLASSICAL		22 (2)	22 (2)	1.5	1.7	WINS	1010	New York	0.6/3.1/	10/ 261
JAZZ/NEW AGE		23 (1)	23 (1)	1.6	1.1	WIOQ-F	102.1	Philadelphia	0.6/2.6/	9/ 221
UNKNOWN/OTHERS						WLTW-F	106.7	New York	1.9/7.7/	30/ 642
	346 (12)	1098 (31)	1444 (43)			WMMR-F	93.3	Philadelphia	2.3/7.2/	37/ 604
						WNCN-F	104.3	New York	0.8/3.6/	12/ 303
						WNEW	1130	New York	2.1/5.3/	34/ 441
						WNSR-F	105.1	New York	2.2/7.4/	35/ 618
						WGL	1210	Philadelphia	0.1/0.0/	2/ 91
						WGL-F	98.1	Philadelphia	0.7/1.8/	11/ 154
						WPAT	930	Paterson	0.4/0.0/	0/ 0
						WPST-F	97.5	Trenton/Phila.	0.3/2.8/	5/ 235
						WQCD-F	101.9	New York	1.5/5.7/	23/ 477
						WQHT-F	97.1	New York	1.9/7.1/	30/ 596
						WQXR-F	96.3	New York	0.6/2.8/	10/ 232
						WRDR-F	104.9	Egg Harbor	0.5/1.1/	8/ 93
						WRKS-F	98.7	New York	1.0/3.3/	16/ 277
						WXTU-F	92.5	Philadelphia	0.4/1.4/	6/ 117
						WYSP-F	94.1	Philadelphia	0.7/3.4/	11/ 281

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES

UNIULT, \$ N/A (Katz)

WADB-F, 95.9, 3 KW @ 300, EZ/BTFL

\$ N/A (---)

WHTG-F, 106.3, 3 KW @ 233, AOR

\$ N/A (Banner)

WJLK-F, 94.3, 1.3 KW @ 499, AC

UNIULT, \$ N/A (Ourpetti)

WJRZ-F, 100.1, 1.6 KW @ 450, CHR

ABC, UNISUP, \$ 47.00 (Durpetti)

WOBN-F, 92.1, 1.4 KW @ 496, AC

\$ N/A (Katz)

WZVU-F, 107.1, 3 KW @ 232, AC

UNISUP, \$ N/A (Katz)

MONTGOMERY

Arbitron Rank/Pop (12+): 136/251,600

MSA Rank/Pop: 153/310,000

ADI # 107

Average Person Ratings: 17.4

Market TSL: 23.25 hours

Stations: 13/13
Diaries: 646/389:1/51.8%
Sample Target: 665
% Below Line: 0.0
% Not Listed: 11.8

1990 Revenue: \$9,400,000
HH Inc.: \$27,810
Retail \$: 2.1 Bill
Pop per Station: 19,353
#1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F (C)	93/21.2	16.2	17.6	15.5	17.2	----	131/1295	839/33.3	32.7	27.7	17.5	79	905	WLWI-F
2. WZHT-F (B)	83/18.9	22.5	24.4	19.2	11.5	----	148/1226	677/26.9	27.3	28.7	28.8	130	908	WZHT-F
3. WHHY-F (CHR)	61/13.9	11.5	10.8	11.7	13.4	----	80/1293	805/32.0	28.9	29.3	10.2	46	718	WHHY-F
4. WSYA-F (AC)	39/ 8.9	9.4	8.4	6.8	14.3	----	47/834	535/20.9	19.2	19.8	7.1	32	478	WSYA-F
5. WXVI (B)	30/ 6.8	7.0	4.8	7.3	5.3	----	30/304	299/11.9	11.1	10.9	5.5	25	243	WXVI
6. WAFX-F (CL AOR)	29/ 6.6	8.5	5.7	10.8	9.3	----	44/523	367/14.6	14.9	11.5	11.1	50	399	WAFX-F
7. WBAM-F (O)	20/ 4.6	4.5	5.1	5.2	7.5	----	37/769	397/15.8	17.8	14.0	3.5	16	288	WBAM-F
8. WACV (T)	10/ 2.3	2.8	2.2	1.2	0.9	----	10/199	185/ 7.4	5.9	5.1	2.2	10	121	WACV
9. WLWI (BB)	7/ 1.6	1.6	1.5	2.1	1.5	----	9/190	133/ 5.3	6.1	4.8	2.0	9	161	WLWI
10.														

12+ FM SHARE (METRO): 85.27% (330 of 387) (SPG 90: 81.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>> 1 WZHT-F>	1 WZHT-F>	1 WZHT-F>	1 WLWI-F>	1 WLWI-F>	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WLWI-F>	1 WZHT-F>>	1 WZHT-F>
2 WHHY-F> 2 WHHY-F>	2 WLWI-F>	2 WZHT-F>	2 WHHY-F>	2 WHHY-F>	2 WHHY-F>	2 WHHY-F>	2 WHHY-F>	2 WZHT-F>	2 WLWI-F>	2 WLWI-F>
3 WLWI-F> 3 WHHY-F>	3 WLWI-F>	3 WHHY-F>	3 WHHY-F>	3 WZHT-F>	3 WZHT-F>	3 WZHT-F>	3 WZHT-F>	3 WSYA-F>	3 WHHY-F>	3 WHHY-F>
4 WSYA-F> 4 WSYA-F>	4 WSYA-F>	4 WSYA-F>	4 WSYA-F>	4 WSYA-F>	4 WXVI>	4 WSYA-F>	4 WZHT-F>	4 WZHT-F>	4 WZHT-F>	4 WZHT-F>
5 WZHT-F> 5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-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 WZHT-F>> 1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F>	1 WZHT-F>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F>	1 WLWI-F>	1 WLWI-F>>
2 WSYA-F> 2 WHHY-F>	2 WHHY-F>	2 WHHY-F>>	2 WHHY-F>	2 WHHY-F>	2 WLWI-F>	2 WLWI-F>	2 WHHY-F>	2 WZHT-F>	2 WHHY-F>
3 WLWI-F> 3 WSYA-F>	3 WSYA-F>	3 WSYA-F>	3 WLWI-F>	3 WLWI-F>	3 WZHT-F>	3 WZHT-F>	3 WZHT-F>	3 WZHT-F>	3 WZHT-F>
4 WZHT-F> 4 WLWI-F>	4 WLWI-F>	4 WLWI-F>	4 WSYA-F>	4 WSYA-F>	4 WZHT-F>	4 WZHT-F>	4 WZHT-F>	4 WZHT-F>	4 WZHT-F>
5 WXVI> 5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>	5 WZHT-F>

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	61 (1)	65 (2)	16.8	13.8	WAPZ	1250	0.9/2.0/	4/	59
AOR/CLASSIC		29 (1)	29 (1)	7.5	6.5	WHHY	1440	0.9/3.7/	4/	94
AC/OLDIES/SOFT ROCK		59 (2)	59 (2)	15.2	17.0	WLNE-F	96.1	1.1/6.1/	6/	163
MOR/VARIETY						WMGY	800	0.5/2.4/	3/	66
COUNTRY		93 (1)	93 (1)	24.0	20.0					
BLACK/URBAN	30 (1)	83 (1)	113 (2)	29.2	33.3					
BEAUTIFUL/EASY		5 (1)	5 (1)	1.3						
NEWS/TALK	10 (1)		10 (1)	2.6	2.5					
NOSTALGIA	7 (1)		7 (1)	1.8						
RELIGION/GOSPEL	6 (2)		6 (2)	1.6	7.0					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	57 (6)	330 (7)	387 (13)							

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN, \$ 12.00 (Roslin)	Woods
WAPZ, 1250, 5 KW/80 W, GOSPEL	NBN, \$ 9.00 (---)	
WXVI, 1600, 5 KW/1 KW, BLACK	SBN, \$ 12.00 (McGuilid)	
WZTN, 1000, 5 KW (DAYS, DA), GOSPEL	\$ 10.00 (---)	
WBAM-F, 98.9, 100 KW @ 730, OLDIES	UNIULT, \$ 25.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 670, CHR	ABC, \$ 41.00 (Banner)	
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS, \$ 63.00 (Katz)	Colonial
WSYA-F, 103.3, 28 KW @ 290, AC	UNIPWR, \$ 30.00 (McGuilid)	Magic
WAFX-F, 95.3, 50 KW @ 230, CLASSIC AOR	\$ 25.00 (Torbet)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1802, BLACK	ABC, \$ 31.00 (McGuilid)	(TROY)

NASHVILLE

Arbitron Rank/Pop (12+): 46/830,500

MSA Rank/Pop: 47/994,000
ADI # 32

Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 25/23
Diaries: 1268/655:1/51.1%
Sample Target: 1180
% Below Line: 2.6
% Not Listed: 10.9

1990 Revenue: \$33,000,000
HH Inc.: \$33,040
Retail \$: 8.3 B11
Pop per Station: 36,108
#1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F (C)	176/12.2	11.2	11.6	11.5	12.7	11.6	233/2891	2037/24.5	19.2	20.3	11.5	170	1917	WSIX-F
2. WYHY-F (CHR)	142/ 9.9	10.4	11.4	12.0	12.5	10.9	243/3667	2137/25.7	25.7	25.9	12.3	50	861	WYHY-F
3. WSM -F (C)	129/ 9.0	8.3	9.9	8.8	7.4	9.0	247/3361	1878/22.6	19.4	15.7	10.3	152	1909	WSM -F
4. WLAC-F (AC)	114/ 7.9	7.4	7.7	6.7	8.2	7.4	161/2512	1727/20.8	17.8	19.5	9.4	138	2077	WLAC-F
5. WZEE-F (SAC)	112/ 7.8	8.1	6.8	7.7	8.8	7.6	140/1745	1352/16.3	14.3	17.1	3.4	50	861	WZEE-F
6. WKDF-F (AOR)	109/ 7.6	6.9	6.1	8.4	9.1	7.3	217/3206	1758/21.2	17.2	18.9	11.6	171	1824	WKDF-F
7. WQQK-F (B)	87/ 6.0	7.5	7.5	6.6	6.3	6.9	90/1253	1149/13.8	13.1	12.8	10.0	147	1885	WQQK-F
8. WRMX-F (O)	73/ 5.1	3.8	5.8	4.4	3.4	4.8	97/1237	878/10.6	11.5	9.2	3.3	48	786	WRMX-F
9. WGFX-F (CL AOR)	66/ 4.6	4.4	4.1	5.3	4.4	4.6	85/1722	1332/16.0	13.0	14.9	6.0	88	1270	WGFX-F
10. WSM (C)	62/ 4.3	3.8	3.2	3.5	3.3	3.7	103/1531	927/11.2	7.6	10.5	1.6	24	528	WSM
11. WVOL (B)	44/ 3.1	2.4	1.6	2.5	2.3	2.4	45/454	444/ 5.3	3.8	6.3	1.4	21	421	WVOL
12. WLAC (N/T)	36/ 2.5	5.1	4.0	2.7	2.8	3.6	38/545	519/ 6.2	9.7	5.9	2.9	42	635	WLAC
13. WBVR-F (C)	32/ 2.2	1.1	1.4	1.3	0.4	1.5	167/1776	498/ 6.0	4.5	2.7	0.9	13	284	WBVR-F
14.														
15.														

12+ FM SHARE (METRO): 84.79% (1087 of 1282) (SPG 90: 85.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WKDF-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WSIX-F	1 WYHY-F	1 WSM -F
2 WQQK-F	2 WYHY-F	2 WKDF-F<	2 WSM -F<	2 WSM -F	2 WSM -F	2 WYHY-F	2 WZEE-F	2 WYHY-F	2 WLAC-F	2 WQQK-F
3 WKDF-F	3 WSIX-F	3 WYHY-F	3 WZEE-F	3 WZEE-F	3 WZEE-F	3 WSM -F	3 WSM -F	3 WSM -F	3 WQQK-F	3 WSM
4 WLAC-F	WLAC-F>	4 WLAC-F	4 WLAC-F	4 WLAC-F	4 WSM <	4 WKDF-F	4 WLAC-F<	4 WLAC-F<	4 WSM -F	4 WLAC-F
5	5 WGFX-F	5 WSM -F	5 WRMX-F	5 WRMX-F	5 WRMX-F	5 WZEE-F<	5 WKDF-F	5 WZEE-F<	5 WKDF-F	5 WYHY-F<
6	6 WQQK-F	6 WZEE-F	6 WKDF-F	6 WKDF-F	6	6 WLAC-F	6 WYHY-F	6 WKDF-F	6 WSIX-F	6 WKDF-F
7	7	7 WRMX-F<	7 WYHY-F	7	7	7	7	7	7	7
		8 WQQK-F								
		9 WGFX-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 WYHY-F>	1 WYHY-F	1 WLAC-F>	1 WLAC-F<	1 WSIX-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F>	1 WSIX-F	1 WSIX-F>
2 WSIX-F	WLAC-F	2 WYHY-F	2 WYHY-F	2 WLAC-F	2 WYHY-F	2 WSIX-F	2 WSIX-F	2 WKDF-F>	2 WKDF-F
3 WKDF-F	3 WSIX-F>	3 WSIX-F>	3 WSIX-F	3 WZEE-F	3 WLAC-F>	3 WYHY-F	3 WGFX-F	3 WGFX-F	3 WSM -F
4 WQQK-F	4 WKDF-F	4 WSM -F	4 WZEE-F	4 WYHY-F	4 WGFX-F	4 WGFX-F	4 WYHY-F>	4 WSM -F<	4 WRMX-F<
5 WLAC-F	5 WQQK-F	5 WZEE-F	5 WSM -F	5 WSM -F	5 WQQK-F	5 WLAC-F>	5 WLAC-F	5 WRMX-F	5 WZEE-F
6	6 WSM -F	6 WKDF-F	6 WQQK-F	6 WRMX-F	6 WSIX-F	6 WQQK-F	6 WQQK-F	6 WYHY-F	6 WGFX-F>
7	7	7	7 WRMX-F	7	7	7	7	7 WQQK-F<	7 WQQK-F
			WKDF-F					8 WZEE-F	
								WLAC-F	

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		142 (1)	142 (1)	11.1	14.7	WAMB-F	106.7 Nashville	0.3/3.5/ 24/ 311
AOR/CLASSIC		192 (3)	192 (3)	15.0	16.0	WENO	760 Nashville	0.7/1.6/ 10/ 142
AC/OLDIES/ROCK		299 (3)	299 (3)	23.3	13.7	WKDA	1240 Nashville	0.4/2.4/ 6/ 200
MOR/VARIETY					1.1	WMDB	880 Nashville	0.6/2.9/ 10/ 262
COUNTRY	65 (2)	354 (6)	419 (8)	32.7	28.7	WNQM	1300 Nashville	0.4/0.9/ 6/ 94
BLACK/URBAN	52 (2)	87 (1)	139 (3)	10.8	10.9	WRLT-F	100.1 Franklin/Nshvl.	1.2/3.2/ 17/ 275
BEAUTIFUL/EASY					9.9	WWTN-F	99.7 Manchester	0.6/2.3/ 9/ 202
NEWS/TALK	42 (2)		42 (2)	3.3	3.1	WYCF-F	102.9 Shelbyville	0.6/3.6/ 34/ 644
NOSTALGIA	20 (1)	4 (1)	24 (2)	1.9	1.9			
RELIGION/GOSPEL	16 (2)		16 (2)	1.2		WGSQ-F	94.7 Cookeville	0.4/1.0/ 77/ 659
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS		9 (1)	9 (1)	0.7				
	195 (9)	1087 (16)	1282 (25)					

NASHVILLE

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	HBS , \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) , N/T/REL.	CBS , \$ 40.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA) , BLACK	, \$ 17.00 (---	
WSIX, 980, 5 KW (DA-N) , VARIETY	, \$ N/A (McGuild)	Capstar
WSM , 650, 50 KW , COUNTRY	NBC , \$ 46.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN , \$ 23.00 (MMR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , \$ 48.00 (Banner)	Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , \$ 94.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 90.00 (Durpetti)	Fairmont
WQOK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 38.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 826, AC/OLOIES	, \$ 43.00 (McGuild)	Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$ 100.00 (---)	Capstar
WSM-F , 95.5, 100 KW @ 1286, COUNTRY	, \$ 80.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR	, \$ 87.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, \$ 50.00 (HNWH)	South Central

Miscellaneous: WGFX-F sold by Capitol (Johnson) for \$3,500,000 (Blackburn) . . .

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,246,700

MSA Rank/Pop: 11/2,670,000

New York ADI

Average Person Ratings: 19.0

Market TSL: 24.50 hours

Stations: 40/12

Diaries: 1759/1277:1/51.8%

Sample Target: 1735

% Below Line: NA

% Not Listed: NA

1990 Revenue: \$34,000,000

HH Inc.: \$57,897

Retail \$: 28.0 Bil

Pop per Station: 187,225

#1 Biller: WALK-AF \$8,500,000

12+ METRO	1/4/SHARE	WIN				SPG	4 Book	12+ TSA	12+ METRO		SPG	Birch	Birch	Birch
		91	90	90	90				CUME/CUME	RATING		Share	AQH	Cume
1. WALK-AF (AC)	301/ 7.1	5.4	7.2	6.7	7.0	6.6			3605/16.0	14.0	13.7	4.5	164	3080
2. WBLI-F (CHR)	218/ 5.1	5.6	4.4	4.9	4.7	5.0			3340/14.9	10.9	13.0	4.7	175	2718
3. WBAB-F (AOR)	199/ 4.7	3.9	4.5	5.2	4.3	4.6			3115/13.9	13.3	11.7	6.0	224	3408
4. WYNY-F (C)	138/ 3.2	3.2	3.5	2.4	3.7	3.1			1667/ 7.4	7.8	8.3	2.2	82	1335
5. WKJY-F (AC)	131/ 3.1	2.4	3.0	2.6	3.3	2.8			1654/ 7.4	7.1	8.3	2.0	74	1014
6. WHLI (BB)	130/ 3.1	3.4	2.2	3.9	2.6	3.2			1036/ 4.6	3.1	4.3	1.6	61	728
7. WCTO-F (SAC)	111/ 2.6	2.1	1.8	2.6	3.0	2.3			1241/ 5.5	5.5	5.4	1.4	51	889
8. WDRE-F (AOR)	97/ 2.3	2.0	1.9	2.0	1.7	2.0			1592/ 7.1	6.0	5.6	3.0	113	1369
9. WGSM (BB)	89/ 2.1	2.6	2.6	1.4	1.9	2.2			816/ 3.6	3.0	3.4	0.7	26	401
10. WRCN-F (AOR)	33/ 0.8	0.7	0.8	1.0	1.1	0.8			698/ 3.1	2.9	2.5	1.0	39	591
11. WLIX (REL)	24/ 0.6	----	0.4	----	0.3	0.3			375/ 1.7	0.8	0.7			
12.														
13.														
14.														

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

(SPG 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WALK-AF	1 WALK-F>
2 WDRE-F	2 WBLI-F	2 WBAB-F	2 WBAB-F	2 WBLI-F<	2 WHLI	2 WBLI-F	2 WBAB-F<	2 WBLI-F	2 WBLI-F	2 WCTO-F
3	3 WDRE-F<	3 WBLI-F>	3 WBLI-F>	3 WBAB-F>	3 WBLI-F	3 WBAB-F>	3 WBLI-F	3 WBAB-F>	3 WDRE-F	3 WBLI-F>
4	4 WALK-AF<	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F>	4 WKJY-F	4 WBAB-F	4 WBAB-F
5	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5
					6 WCTO-F		6 WCTO-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 WBLI-F	1 WBLI-F	1 WBAB-F	1 WALK-AF>	1 WALK-AF>	1 WBAB-F>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WALK-AF
2 WDRE-F	2 WBAB-F	2 WBLI-F	2 WBLI-F>	2 WBLI-F>	2 WDRE-F>	2 WDRE-F<	2 WALK-AF	2 WALK-AF>	2 WBAB-F>
3 WALK-AF	3 WKJY-F	3 WYNY-F	3 WKJY-F	3 WKJY-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBLI-F
4 WKJY-F	4 WALK-AF	4 WKJY-F	4 WBAB-F>	4 WYNY-F<	4	4 WALK-AF	4 WKJY-F	4 WYNY-F	4 WYNY-F>
5	5 WDRE-F	5 WALK-AF	5 WYNY-F	5 WBAB-F	5	5 WYNY-F<	5	5 WDRE-F	5 WKJY-F
						6 WKJY-F			

OTHER RATED STATIONS METRO SHARE/CUME RATING

See New York for more about the following stations:

WABC	2.7/ 8.0	WNSR-F	3.6/11.7
WBLI-F	1.5/ 4.4	WOR	3.8/ 9.0
WCBS	4.1/15.4	WPAT	.2/ 1.3
WCBS-F	5.4/16.6	WPAT-F	2.6/ 6.5
WEZN-F	1.5/ 6.2	WPLJ-F	1.8/13.7
WFAN	3.2/12.2	WPLR-F	.6/ 2.5
WFME-F	.5/ 1.0	WQCD-F	1.7/ 5.6
WHTZ-F	4.2/16.8	WQHT-F	3.1/10.4
WINS	2.1/13.2	WQXR	.1/ .7
WLIB	.5/ 1.1	WQXR-F	1.1/ 3.3
WLTW-F	3.2/10.1	WRKS-F	2.1/ 5.3
WNCN-F	1.4/ 4.0	WSKO-F	.3/ .9
WNEW	.6/ 2.5	WYNY-F	.3/ .9
WNEW-F	2.5/ 9.5	WXRK-F	3.5/12.4

RADIO STATIONS

WGSM	, 740,	25 KW (DAYS, DA)	, Nostalgia/MOR	UNISUP/ULT,	\$ 47.00 (MMR)	Greater Media
WHLI	, 1100,	10 KW (DAYS, DA)	, Nostalgia	, \$ 48.00 (Katz)		Barnstable
WLIX	, 540,	250 W (DAYS)	, Religion	, \$ 25.00 (---)		
WALK-F,	97.5,	45 KW @ 530	, AC	, \$160.00 (Durpett1)		American
WBAB-F,	102.3,	3 KW @ 268	, AOR	, \$140.00 (MMR)		Noble
WBAZ-F,	101.7,	6 KW @ 231	, Soft AC	UNISUP, \$ 30.00 (---)		
WBLI-F,	106.1,	25 KW @ 492	, CHR	, \$111.00 (Katz)		Beck-Ross
WCTO-F,	94.3,	3 KW @ 300	, EZ/Btfl	, \$ 55.00 (MMR)		Greater Media
WDRE-F,	92.7,	1 KW @ 521	, AOR	, \$ 64.00 (Katz)		
WKJY-F,	98.3,	3 KW @ 328	, Soft AC	, \$ 70.00 (Katz)		New Barnstable
WRCN-F,	103.9,	1.5 KW @ 466	, AOR	, \$ 40.00 (McGuilid)		
WVHB-F,	107.1,	3 KW @ 300	, CHR	SOURCE, \$ 25.00 (Roslin)		

NEW HAVEN

Arbitron Rank/Pop (12+): 90/394,800

Stations: 28/6
Diaries: 782/505:1/47.1%
Sample Target: 820
% Below Line: 50.1
% Not Listed: 14.9

1990 Revenue: \$15,800,000
HH Inc.: \$41,735
Retail \$: 4.5 Bil
Pop per Station: 65,800
#1 Biller: WKCI-F \$7,400,000

MSA Rank/Pop: 95/526,000
ADI # 23 (w/Hartford)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

12+ METRO	FAL 1/4/SHARE	SPG 90	FAL 90	SPG 89	4 Book 89	12+ TSA Avg.	1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WKCI-F (CHR)	68/ 9.7	10.9	12.1	14.7	13.3	----	174/2650	1102/27.9	26.0	27.7	9.6	69	1112 WKCI-F
2. WPLR-F (AOR)	58/ 8.3	7.9	7.2	9.0	7.0	----	136/1857	685/17.4	18.1	20.0	10.6	76	1027 WPLR-F
3. WELI (FS)	53/ 7.6	8.4	9.2	9.9	10.2	----	56/878	736/18.6	21.2	17.8	5.6	40	639 WELI
4. WEZN-F (SAC)	52/ 7.4	6.0	7.3	5.2	6.4	----	169/2099	629/15.9	14.1	16.0	3.8	27	353 WEZN-F
5. WDRC-F (O)	48/ 6.9	4.6	3.9	4.6	6.4	----	85/1341	561/14.2	13.5	11.2	4.6	33	359 WDRC-F
6. WKSS-F (CHR)	39/ 5.6	4.6	4.6	2.9	3.7	----	82/1557	703/17.8	14.3	14.1	6.7	48	938 WKSS-F
7. WWYZ-F (C)	38/ 5.4	5.8	5.0	3.5	4.0	----	95/1245	477/12.1	10.1	10.2	6.0	43	422 WWYZ-F
8. WEBE-F (AC)	27/ 3.9	3.3	3.6	3.1	3.0	----	92/1263	432/10.9	8.5	9.9	2.1	15	247 WEBE-F
9. WCBS (N)	25/ 3.6	3.5	1.7	3.2	2.4	----	52/1061	413/10.5	12.6	8.1	2.8	20	411 WCBS
10. WFAN (T)	23/ 3.3	3.8	3.7	3.4	2.2	----	62/1127	412/10.4	10.8	8.8	4.3	31	422 WFAN
WAVZ (BB)	23/ 3.3	4.9	5.2	3.8	4.9	----	27/380	318/ 8.1	8.4	8.6	2.9	21	276 WAVZ
12. WYBC-F (?)	21/ 3.0	3.0	2.2	2.0	1.2	----	22/348	334/ 8.5	7.7	7.0	3.2	23	326 WYBC-F
WNHC (B)	21/ 3.0	2.7	3.7	3.1	3.3	----	22/346	306/ 7.8	6.0	8.0	4.2	30	265 WNHC

12+ FM SHARE (METRO): 70.03% (416 of 594) (SPG 90: 66.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AWD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>> 1 WPLR-F>	1 WPLR-F	1 WKCI-F	1 WDRC-F<	1 WELI >	1 WELI <	1 WEZN-F	1 WKCI-F	1 WKCI-F	1 WEZN-F>	
2 WKSS-F>> 2 WKCI-F>	2 WDRC-F	2 WKCI-F	2 WKCI-F>	2 WDRC-F	2 WKCI-F<	2 WKCI-F	2 WPLR-F	2 WKSS-F	2 WPLR-F>	
3 WPLR-F>> 3 WKSS-F>	3 WDRC-F>	3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WPLR-F	3 WPLR-F	3 WEZN-F	3 WDRC-F	3 WELI	
4	4 WEZN-F	4 WKSS-F<	4 WWYZ-F	4 WKCI-F	4 WFAN	4 WDRC-F	4 WWYZ-F	4 WPLR-F	4 WKSS-F	
5	5 WEBC-F	5 WEZN-F<	5 WEZN-F	5 WWYZ-F	5 WEZN-F	5 WELI	5 WDRC-F	5 WEZN-F	5	
6	6	6 WWYZ-F	6	6	6	6	6	6	6	

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 WKSS-F>	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WDRC-F
2 WPLR-F	2 WKSS-F>	2 WEZN-F	2 WKSS-F	2 WDRC-F	2 WKSS-F	2 WEZN-F	2 WEZN-F	2 WDRC-F	2 WPLR-F
3 WKCI-F>>	3 WPLR-F>	3 WEBE-F	3 WPLR-F	3 WEZN-F	3 WKCI-F	3 WKCI-F>	3 WFAN	3 WKCI-F>	3 WKCI-F
4 WYBC-F	4 WEZN-F	4 WKSS-F	4 WDRC-F	4 WELI	4 WEZN-F	4 WFAN	4 WKCI-F	4 WFAN	4 WWYZ-F
5	5 WEBC-F	5 WWYZ-F	5 WEZN-F	5 WWYZ-F	5	5	5 WWYZ-F	5 WWYZ-F	5 WFAN
6	6	6 WNHC	6	6 WNHC	6	6	6 WEBE-F	6 WEZN-F	6 WEZN-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		114 (4)	114 (4)	19.2	21.1		0.7/2.8/ 24/ 335
AOR/CLASSIC		79 (4)	79 (4)	13.3	11.5	WABC 770 New York	0.7/2.8/ 11/ 213
AC/OLDIES/ROCK		147 (5)	147 (5)	24.7	21.4	WBLS-F 107.5 New York	0.6/3.1/ 19/ 500
MOR/VARIETY	69 (3)		69 (3)	11.6	12.8	WCCC-F 106.9 Hartford	0.7/1.2/ 13/ 131
COUNTRY		38 (1)	38 (1)	6.4	6.1	WFIF 1500 Milford	1.9/8.0/ 58/ 961
BLACK/URBAN	21 (1)	11 (2)	32 (3)	5.4	5.8	WHCN-F 105.9 Hartford	0.9/2.5/ 95/1212
BEAUTIFUL/EASY		6 (1)	6 (1)	1.0	3.1	WICC 600 Bridgeport	1.7/9.1/ 36/ 807
NEWS/TALK	60 (4)		60 (4)	10.1	7.9	WIOF-F 104.1 Waterbury	1.0/3.3/ 22/ 412
NOSTALGIA	23 (1)		23 (1)	3.9	5.9	WOR 710 New York	0.4/2.0/ 19/ 392
RELIGION/GOSPEL	5 (1)		5 (1)	0.8	1.6	WQHT-F 97.1 New York	0.9/6.3/ 34/ 677
SPANISH						WRCH-F 100.5 New Britain/Hrt	0.6/1.8/ 28/ 702
CLASSICAL						WRKI-F 95.1 Brookfield	0.9/2.9/ 23/ 386
JAZZ/NEW AGE		21 (1)	21 (1)	3.5	0.3	WRKS-F 98.7 New York	1.4/3.7/ 58/ 797
UNKNOWN/OTHERS						WTIC-F 1080 Hartford	0.6/5.8/ 25/ 780
	178 (10)	416 (18)	594 (28)			WTIC-F 96.5 Hartford	1.1/6.0/ 34/ 677
						WZMX-F 93.7 Hartford	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOST. UNISUP, ABC, \$ 32.00 (McGuilld) Noble
WELI, 960, 5 KW (DA-N), MOR/FULL SER. \$ 66.00 (Eastman) Clear Channel
WNHC, 1340, 1 KW, BLACK \$ 18.00 (HNNH)
WKCI-F, 101.3 10 KW @ 1070, CHR \$ 156.00 (McGuilld) Noble
WPLR-F, 99.1, 14 KW @ 950, AOR \$ 84.00 (Eastman) Southern Starr
WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS \$ 20.00 (---)

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 36/1,061,900

MSA Rank/Pop: 38/1,310,000

ADI # 36

Average Person Ratings: 17.3

Market TSL: 23.00 hours

Stations: 25/24

Diaries: 1680/632:1/49.4%

Sample Target: 1575

% Below Line: 0.3

% Not Listed: 9.3

1990 Revenue: \$31,100,000

HH Inc.: \$26,730

Retail \$: 9.6 Bil

Pop per Station: 44,245

#1 Biller: WWL \$5,700,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	T2+ 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	196/10.7	11.1	13.3	11.8	12.9	11.7	209/2609	2284/21.5	20.9	21.5	12.6	237	2600	WYLD-F
2. WQUE-AF (B)	195/10.7	10.4	10.4	10.2	10.0	10.4	275/3146	2243/21.1	24.6	24.8	14.5	262	2668	WQUE-AF
3. WEZB-F (CHR)	171/ 9.3	8.5	9.2	9.1	11.2	9.0	207/3473	2764/26.0	24.7	27.7	9.4	176	2515	WEZB-F
4. WNOE-F (C)	150/ 8.2	7.2	7.5	5.3	5.4	7.1	212/2550	1577/14.9	13.1	12.5	8.4	157	1511	WNOE-F
5. WWL (N/T)	147/ 8.0	10.9	8.1	7.2	5.4	8.6	200/2782	2029/19.1	23.7	16.0	7.3	136	1504	WWL
6. WLMG-F (AC)	117/ 6.4	5.0	5.6	5.8	5.9	5.7	140/1944	1652/15.6	14.0	14.7	5.0	94	928	WLMG-F
7. WLTS-F (AC)	93/ 5.1	6.7	5.7	4.8	5.3	5.6	110/1776	1419/13.4	15.1	12.7	5.3	100	1456	WLTS-F
8. WCKW-F (CL AOR)	74/ 4.0	3.3	4.3	3.3	4.6	3.7	120/1882	1206/11.4	11.1	10.5	4.7	88	1350	WCKW-F
9. WMXZ-F (AC)	69/ 3.8	2.4	2.7	3.7	3.3	3.2	76/1674	1408/13.3	9.7	10.8	3.1	59	882	WMXZ-F
KQLD-F (O)	59/ 3.8	4.0	4.7	4.5	3.5	4.3	84/1458	1208/11.4	11.4	9.9	2.5	47	855	KQLD-F
11. WBOK (G)	52/ 3.4	4.1	3.1	5.2	3.7	3.9	58/784	725/ 6.8	5.8	6.6	2.3	44	462	WBOK
12. WBYU (EZ)	50/ 3.3	3.5	3.4	4.9	3.9	3.8	61/736	710/ 6.7	6.9	6.6	1.9	35	451	WBYU
13. WRNO-F (AOR)	44/ 2.4	4.0	3.5	3.6	3.6	3.4	51/1142	834/ 7.9	11.8	12.1	6.5	121	1101	WRNO-F
14. WYLD (REL)	34/ 1.9	1.2	1.5	1.9	2.4	1.6	51/637	483/ 4.5	4.6	4.8	2.5	46	442	WYLD
15. KNOK-F (J/NA)	31/ 1.7	1.1	0.9	1.8	0.7	1.4	31/440	440/ 4.1	2.9	1.9	1.5	30	273	KNOK-F
16. KHOM-F (D)	26/ 1.4	1.4	1.6	1.9	2.3	1.6	92/1306	633/ 6.0	6.6	6.5	1.2	23	527	KHOM-F
17. WNOE (C)	24/ 1.3	0.6	0.7	0.7	1.1	0.8	27/509	367/ 3.5	3.0	3.3	0.3	5	173	WNOE
18. WSMB (T)	21/ 1.1	1.1	0.8	1.4	1.7	1.1	23/391	347/ 3.3	3.4	4.2	1.3	18	224	WSMB
19. KGLA (SP)	20/ 1.1	0.3	0.6	0.6	0.8	0.7	20/74	74/ 0.7	0.8	1.1				KGLA
20.														

12+ FM SHARE (METRO): 74.28% (1236 of 1664) (SPG 90: 74.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WQUE-AF	1 WQUE-AF	1 WYLD-F	1 WYLD-F	1 WWL	1 WEZB-F	1 WWL	1 WQUE-AF	1 WYLD-F	1 WYLD-F
2 WQUE-AF	2 WYLD-F	2 WYLD-F	2 WQUE-AF	2 WQUE-AF	2 WNOE-F	2 WWL	2 WQUE-AF	2 WYLD-F	2 WQUE-AF	2 WBOK
3 WYLD-F	3 WEZB-F	3 WEZB-F	3 WNOE-F	3 WLMG-F	3 WLMG-F	3 WQUE-AF	3 WLMG-F	3 WEZB-F	3 WEZB-F	3 WWL
4	4 WCKW-F	4 WNOE-F	4 WLMG-F	4 WLMG-F	4 WYLD-F	4 WNOE-F	4 WNOE-F	4 WWL	4 WNOE-F	4 WNOE-F
5	5 WNOE-F	5 WLMG-F	5 WEZB-F	5 WEZB-F	5 WBYU	5 WYLD-F	5 WYLD-F	5 WNOE-F	5	5
6	6 WLTS-F	6 WLTS-F	6 WWL	6 WWL	6 WQUE-AF	6 WLMG-F	6 WLTS-F	6 WLMG-F	6	6
7	7 WLMG-F	7 WWL	7 KQLD-F	7 WLTS-F	7 KQLD-F	7 WLTS-F	7 WEZB-F	7	7	7
8	8	8 KQLD-F	8	8 KQLD-F	8 WLTS-F	8	8	8	8	8

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 WQUE-AF	1 WQUE-AF	1 WYLD-F	1 WQUE-AF	1 WYLD-F	1 WQUE-AF	1 WQUE-AF	1 WYLD-F	1 WYLD-F	1 WWL
2 WEZB-F	2 WYLD-F	2 WQUE-AF	2 WYLD-F	2 WQUE-AF	2 WEZB-F	2 WYLD-F	2 WCKW-F	2 WEZB-F	2 WYLD-F
3 WYLD-F	3 WEZB-F	3 WLTS-F	3 WEZB-F	3 WLMG-F	3 WCKW-F	3 WCKW-F	3 WQUE-AF	3 WQUE-AF	3 WNOE-F
4 WMXZ-F	4 WLTS-F	4 WEZB-F	4 WLMG-F	4 WNOE-F	4 WYLD-F	4 WEZB-F	4 WEZB-F	4 WCKW-F	4 WEZB-F
5 WLTS-F	5 WMXZ-F	5 WNOE-F	5 WLTS-F	5 WLTS-F	5 WRNO-F	5 WNOE-F	5 WNOE-F	5 WWL	5 WQUE-AF
6	6 WNOE-F	6 WLMG-F	6 WNOE-F	6 WEZB-F	6 WNOE-F	6 WRNO-F	6 WWL	6 WNOE-F	6 WCKW-F
7	7 WLMG-F	7 WMXZ-F	7 WMXZ-F	7 WBOK	7	7 WLMG-F	7 WLMG-F	7 WLMG-F	7 WLMG-F
8	8	8	8	8 KQLD-F	8	8	8	8	8 KQLD-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
TOP 40/CHR/CONTEMP		171 (1)	171 (1)	10.3	12.2	WADU	830 Norco/Kenner	0.8/2.3/ 17/	309	
AOR/CLASSIC		118 (2)	118 (2)	7.1	8.9	WSHO	800 New Orleans	0.3/1.0/ 6/	131	
AC/OLDIES/SOFT ROCK	18 (1)	380 (6)	398 (7)	23.9	22.2	WTIX	690 New Orleans	0.9/3.1/ 17/	411	
MOR/VARIETY						WYAT	990 New Orleans	1.0/2.7/ 19/	294	
COUNTRY	24 (1)	150 (1)	174 (2)	10.5	7.1					
BLACK/URBAN	5 (1)	386 (2)	391 (3)	23.5	24.9	WGGZ-F	98.1 Baton Rouge	0.3/1.0/ 34/	567	
BEAUTIFUL/EASY	75 (2)		75 (2)	4.5	1.0					
NEWS/TALK	184 (3)		184 (3)	11.1	8.9					
NOSTALGIA					5.6					
RELIGION/GOSPEL	102 (3)		102 (3)	6.1	7.5					
SPANISH	20 (1)		20 (1)	1.2	0.8					
CLASSICAL										
JAZZ/NEW AGE		31 (1)	31 (1)	1.9	0.7					
UNKNOWN/OTHERS										
	428 (12)	1236 (13)	1664 (25)							

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT, \$	24.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN, \$	30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F			
WSHB, 1350, 5 KW (DA-2)	, TALK	ABC, \$	25.00 (In House)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$	22.00 (---)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC, \$	60.00 (CBS)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	CBS, UNISP, \$	20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$	20.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES	UNISUP, NBC, \$	30.00 (Torbet)	(HOUHA)
KQLD, 106.7, 100 KW @ 983, OLDIES	ABC, \$	35.00 (McGuilid)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE, \$	39.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR	, \$	100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC	, \$	55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC	CBS, \$	60.00 (Durpetti)	
WMXZ, 95.7, 100 KW @ 984, AC	, \$	44.00 (Eastman)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC, \$	50.00 (McGuilid)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR	, \$	76.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC UNIPWR, \$	51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK	ABC, \$	61.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,151,200

Stations: 44/42

1990 Revenue: \$335,600,000

MSA Rank/Pop: 2/15,400,000

Diaries: 6663/2124:1/50.5%

HH Inc.: \$41,370

ADI # 1

Sample Target: 4200

Retail \$:115.9 B11

Average Person Ratings: 19.2

% Below Line: 1.0

Pop per Station: 336,933

Market TSL: 25.00 hours

% Not Listed: 10.5

#1 Biller: WINS \$26,700,000

12+ METRO	:/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WCBS-F (O)	418/ 5.2	5.0	5.0	5.1	4.6	5.1	1482/21551	20554/14.5	13.4	12.7	4.3	1129	13668	WCBS-F
2. WRKS-F (B)	1373/ 5.1	5.8	5.6	5.5	5.1	5.5	1424/17789	16882/11.9	11.7	11.4	7.5	1945	19375	WRKS-F
3. WPAT-AF (EZ)	1329/ 4.9	5.0	5.7	4.4	5.2	5.0	1405/17255	16448/11.6	13.4	11.6	3.3	725	9127	WPAT-AF
4. WLTW-F (AC)	1301/ 4.8	5.0	5.1	5.1	4.1	5.0	1334/19218	18666/13.2	13.0	12.1	4.4	1146	11955	WLTW-F
5. WOR (T)	1237/ 4.6	4.3	3.9	4.0	3.9	4.2	1352/15184	13662/ 9.7	9.5	9.7	3.6	940	11190	WOR
6. WINS (N)	1158/ 4.3	5.7	4.4	4.4	4.3	4.7	1166/25841	25531/18.0	18.8	18.1	4.4	1153	22035	WINS
7. WNSR-F (AC)	1133/ 4.2	4.2	3.5	3.7	3.7	3.9	1152/17087	16633/11.8	10.6	10.9	3.5	901	11767	WNSR-F
8. WQHT-F (CHR)	1093/ 4.0	3.7	4.1	4.2	4.0	4.0	1141/16353	15278/10.8	10.9	10.2	5.2	1361	16395	WQHT-F
9. WBLS-F (B)	1046/ 3.8	4.1	4.0	3.7	3.8	3.9	1071/14974	14519/10.3	9.6	9.7	5.4	1412	14328	WBLS-F
10. WHTZ-F (CHR)	972/ 3.6	3.6	4.7	4.8	4.6	4.2	1001/20570	19941/14.1	15.5	16.2	4.0	1043	21756	WHTZ-F
11. WCBS (N)	936/ 3.4	4.4	3.6	3.6	3.6	3.8	1058/23734	20879/14.8	14.5	13.7	2.7	698	14631	WCBS
12. WXRK-F (CL AOR)	908/ 3.3	3.2	3.5	3.3	3.4	3.3	978/17363	16167/11.4	11.2	11.5	3.5	905	16100	WXRK-F
13. WYNY-F (C)	902/ 3.3	2.5	2.7	2.5	2.4	2.8	945/11150	10349/ 7.3	6.9	6.6	2.1	540	7865	WYNY-F
14. WNEW-F (AOR)	850/ 3.1	2.8	3.2	4.1	3.9	3.3	899/15751	14593/10.3	10.2	11.0	4.3	1125	14952	WNEW-F
15. WFAN (T)	793/ 2.9	2.3	2.7	3.1	3.3	2.8	949/17429	14568/10.3	9.3	10.1	3.3	852	11302	WFAN
16. WABC (T)	723/ 2.7	2.6	3.4	2.6	2.6	2.8	843/14530	12710/ 9.0	8.7	8.5	2.6	679	9092	WABC
17. WQCD-F (J/NA)	662/ 2.4	2.3	2.0	2.1	2.3	2.2	693/10211	9705/ 6.9	6.4	6.3	2.9	754	9383	WQCD-F
18. WPLJ-F (CHR)	602/ 2.2	2.0	2.2	2.5	2.6	2.2	657/18015	16547/11.7	11.6	12.6	2.3	611	15734	WPLJ-F
19. WNEW (BB)	578/ 2.1	1.7	1.8	1.9	2.4	1.9	632/8565	7860/ 5.6	5.8	5.8	1.4	383	5921	WNEW
20. WSKQ-F (SP)	507/ 1.9	2.1	1.6	2.2	2.1	2.0	509/5494	5461/ 3.9	3.4	3.9	1.2	325	5114	WSKQ-F
21. WADO (SP)	476/ 1.8	2.2	1.6	1.9	1.7	1.9	476/5382	5382/ 3.8	2.8	3.0	1.4	372	3530	WADO
22. WQXR-AF (CL)	445/ 1.7	1.3	1.5	1.4	1.8	1.5	472/7994	7438/ 5.3	4.6	5.4	1.5	379	5005	WQXR-AF
23. WLIB (B/T)	448/ 1.6	1.5	1.5	1.5	1.9	1.5	450/3612	3601/ 2.5	2.4	3.4	1.5	395	2256	WLIB
24. WNCN-F (CL)	366/ 1.3	1.5	1.4	1.3	1.6	1.4	378/8222	7819/ 5.5	4.4	5.3	1.7	444	6361	WNCN-F
25. WSKQ (SP)	346/ 1.3	1.3	1.5	1.7	1.3	1.5	346/3636	3631/ 2.6	2.7	2.4	1.0	260	3259	WSKQ
26. WALK-F (AC)	305/ 1.1	0.9	1.1	1.0	1.1	1.0	316/4287	3965/ 2.8	2.4	2.4	0.6	169	3587	WALK-F
27. WKDH (SP)	279/ 1.0	0.8	1.0	1.0	0.8	0.9	279/3268	3263/ 2.3	1.8	1.9				WKDH
28.														
29.														
30.														

12+ FM SHARE (METRO): 67.64% (16453 of 24326) (SPG 90: 66.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WRKS-F	1 WRKS-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS >	1 WLTW-F	1 WLTW-F<	1 WRKS-F>	1 WOR >>
2 WRKS-F	2 WQHT-F	2 WCBS-F<	2 WLTW-F	2 WLTW-F	2 WOR	2 WXRK-F	2 WCBS-F	2 WCBS-F	2 WBLS-F<	2 WINS >>
3 WHTZ-F>>	3 WXRK-F	3 WLTW-F<	3 WNSR-F	3 WNSR-F	3 WCBS-F	3 WOR <	3 WPAT-AF	3 WPAT-AF	3 WQHT-F<	3 WCBS
4 WPLJ-F	4 WNEW-F	4 WNSR-F	4 WXRK-F	4 WXRK-F	4 WINS	4 WCBS	4 WNSR-F	4 WNSR-F	4 WOR	4 WBLS-F
5 WBLS-F	5 WNSR-F<	5 WXRK-F<	5 WNEW-F	5 WBLS-F<	5 WLTW-F<	5 WCBS-F	5 WRKS-F	5 WQHT-F	5 WFAN >	5 WRKS-F>>
6	6 WBLS-F	6 WBLS-F<	6 WBLS-F	6 WNEW-F	6 WCBS	6 WRKS-F	6 WOR <	6 WNSR-F	6 WNSR-F<	6 WABC >>
7	7 WHTZ-F	7 WQHT-F	7 WRKS-F	7 WRKS-F	7 WYNY-F<	7 WHTZ-F<	7 WNEW-F	7 WABC	7 WPAT-AF	7 WLTW-F>>
8	8 WLTW-F	8 WNEW-F	8 WQCD-F	8 WYNY-F	8 WABC	8 WLTW-F	8 WQHT-F	8 WHTZ-F<	8 WQCD-F	8 WFAN
9	9 WPLJ-F	9 WHTZ-F	9 WYNY-F	9 WQCD-F<	9 WNEW	9 WPAT-AF	9 WYNY-F	9 WOR	9 WLTW-F	9 WCBS-F>>
10	10 WCBS-F	10 WQCD-F	10 WHTZ-F	10 WINS	10 WNSR-F	10 WFAN	10 WHTZ-F	10 WNEW-F	10 WHTZ-F	10 WPAT-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 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F<	1 WLTW-F	1 WRKS-F<	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WCBS-F>
2 WQHT-F>	2 WQHT-F	2 WNSR-F	2 WLTW-F	2 WNSR-F	2 WQHT-F	2 WNEW-F	2 WNEW-F>	2 WCBS-F	2 WXRK-F<
3 WHTZ-F	3 WNSR-F	3 WLTW-F	3 WNSR-F	3 WCBS-F	3 WXRK-F>	3 WQHT-F	3 WFAN	3 WNEW-F	3 WNEW-F<
4 WNSR-F	4 WHTZ-F<	4 WQHT-F<	4 WBLS-F	4 WRKS-F	4 WBLS-F	4 WRKS-F	4 WBLS-F<	4 WFAN	4 WFAN
5 WBLS-F	5 WLTW-F<	5 WNEW-F	5 WQHT-F<	5 WBLS-F>	5 WHTZ-F<	5 WBLS-F	5 WNSR-F	5 WRKS-F<	5 WLTW-F<
6 WPLJ-F>	6 WBLS-F	6 WBLS-F	6 WHTZ-F	6 WHTZ-F	6 WNEW-F	6 WFAN	6 WQHT-F	6 WNSR-F	6 WNSR-F
7 WLTW-F	7 WNEW-F	7 WHTZ-F	7 WNSR-F	7 WYNY-F	7 WPLJ-F>	7 WNSR-F	7 WLTW-F	7 WYNY-F	7 WYNY-F
8 WXRK-F	8 WPLJ-F	8 WXRK-F	8 WQCD-F	8 WPAT-AF	8 WNSR-F	8 WHTZ-F	8 WRKS-F<	8 WLTW-F	8 WQCD-F
9 WNEW-F	9 WXRK-F	9 WPLJ-F	9 WPLJ-F	9 WINS <	9 WCBS-F	9 WCBS-F<	9 WYNY-F	9 WBLS-F	9 WINS
10 WQCD-F	10 WCBS-F	10 WCBS-F	10 WNEW-F	10 WQHT-F	10 WFAN	10 WPLJ-F	10 WCBS-F	10 WQCD-F	10 WBLS-F

NEW YORK

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME	TSA
-----	--	--	-----	-	-	-----	-----	SHARE/RTG/AQH/CUME	-----
TOP 40/CHR/CONTEMP		2908 (4)	2908 (4)	12.0	13.3	WBAB-F	102.3	Babylon	0.8/2.4/205/3488
AOR/CLASSIC		2279 (5)	2279 (5)	9.4	10.7	WBLI-F	106.1	Patchogue	0.9/2.7/249/4017
AC/OLDIES/SOFT ROCK		4524 (7)	4524 (7)	18.6	16.1	WCTO-F	94.3	Smithtown	0.4/0.9/115/1340
MOR/VARIETY					0.3	WUHA-F	105.5	Dover	0.3/1.3/ 93/1959
COUNTRY		902 (1)	902 (1)	3.7	2.7	WDRE-F	92.7	Garden City/NY	0.8/2.8/226/3960
BLACK/URBAN	448 (1)	2419 (2)	2867 (3)	11.8	12.1	WFME-F	94.7	Newark	0.5/1.5/153/2341
BEAUTIFUL/EASY	231 (1)	1197 (2)	1428 (3)	5.9	6.7	WQSM	740	Huntington	0.3/0.6/ 96/1007
NEWS/TALK	4847 (5)	178 (1)	5025 (6)	20.7	19.7	WHLI	1100	Hempstead	0.6/1.1/175/1656
NOSTALGIA	831 (3)		831 (3)	3.4	3.4	WHUD-F	100.7	Peekskill	0.4/1.0/242/2736
RELIGION/GOSPEL	340 (3)	141 (1)	481 (4)	2.0	1.9	WKJY-F	98.3	Hempstead	0.6/1.4/150/2000
SPANISH	1101 (3)	507 (1)	1608 (4)	6.6	6.4	WNJR	1430	Newark	0.5/1.3/132/1899
CLASSICAL	75 (1)	736 (2)	811 (3)	3.3	3.8	WWDJ	970	Hackensack	0.3/1.0/ 73/1385
JAZZ/NEW AGE		662 (1)	662 (1)	2.7	2.5	WWRN	1600	New York	0.5/1.1/137/1594
UNKNOWN/OTHERS					0.4				
	7873 (17)	16453 (27)	24326 (44)			WEZN-F	99.9	Bridgeport	0.4/1.5/299/4588
						WKXW-F	101.5	Trenton	0.7/1.9/290/4234

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC, \$250.00	(Banner)	Cap Cities/ABC
WADO, 1280,	5 KW (DA-1)	, Hispanic	, \$140.00	(Katz Hisp)	Tichenor
WCBS, 880,	50 KW	, News	CBS, \$360.00	(CBS)	CBS
WEVO, 1050,	50 KW (DA-1)	, Big Band/Ethnic	UNISUP, \$ 80.00	(Groskin)	
WFAN, 660,	50 KW	, Sports Talk	NBC UNIPWR, \$260.00	(HNWH)	Emmis
WINS, 1010,	50 KW (DA-1)	, News	ABC, \$400.00	(Group W)	Westinghouse
WKDM, 1380,	5 KW (DA-1)	, Hispanic	, \$ 85.00	(Katz)	United
WLIB, 1190,	10 KW (Oays, DA)	, Black News/Talk	SBN, \$ 90.00	(Mc-Guild)	Inner City
WMCA, 570,	5 KW (DA-1)	, Religion	, \$ NA	(---)	Saleva
WNEW, 1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC, \$150.00	(Eastman)	Westwood One
WOR, 710,	50 KW (DA-1)	, Talk	ABC UNISUP, \$250.00	(Mc-Guild)	Buckley
WPAT, 930,	5 KW (DA-2)	, EZ	, \$ NA	(MMR)	Park
WQXR, 1560,	50 KW (DA-2)	, Classical	UNISUP, \$ NA	(MMR)	New York Times
WSKQ, 620,	5 KW (DA-2)	, Hispanic	, \$100.00	(SBS)	SBS
WWDJ, 970,	5 KW (DA-2)	, Religion	, \$ 40.00	(---)	
WWRN, 1600,	5 KW (DA-2)	, Gospel	MBS NBN, \$ 45.00	(K & P)	
WZRC, 1480,	5 KW (DA-2)	, AOR	SMN, \$ NA	(Torbet)	Infinity

FM STATIONS

WBLS, 107.1,	5.4 KW @ 1223	, Black	ABC, \$320.00	(Mc-Guild)	Inner City
WCBS, 101.1,	7 KW @ 1327	, Oldies	CBS, \$475.00	(CBS)	CBS
WHTZ, 100.3,	7.8 KW @ 1223	, CHR	, \$400.00	(Christal)	Malrite
WFME, 94.7,	38 KW @ 570	, Religion	, \$ NA	(---)	Family (NEWARK)
WHUD, 100.7,	50 KW @ 500	, Btfl/EZ	, \$100.00	(Katz)	(PEEKSKILL)
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC	, \$425.00	(Katz)	Viacom
WNCN, 104.3,	7.8 KW @ 1223	, Classical	CNN UNISUP, \$175.00	(CMBS)	GAF
WNEW, 102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR, \$340.00	(Group W)	Westinghouse
WNSR, 105.1,	7.8 KW @ 1223	, AC	UNIPWR, \$279.00	(Mc-Guild)	Bonneville
WPAT, 93.1,	5.4 KW @ 1418	, Btfl/EZ	, \$220.00	(MMR)	Park
WPLJ, 95.5,	6.8 KW @ 1335	, CHR	ABC, \$240.00	(Katz)	Cap Cities/ABC
WQCD, 101.9,	5.4 KW @ 1418	, Jazz	UNISUP, \$255.00	(Christal)	Tribune Co.
WQHT, 97.1,	6.7 KW @ 1346	, CHR/Dance	, \$240.00	(HNWH)	Emmis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	UNISUP, \$160.00	(MMR)	New York Times
WRKS, 98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR, \$275.00	(Durpetti)	Summit
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic	, \$100.00	(SBS)	SBS
WXRK, 92.3,	7.8 KW @ 1223	, Classic AOR	ABC, \$310.00	(Torbet)	Infinity
WYNY, 103.5,	5.8 KW @ 1390	, Country	NBC MBS, \$200.00	(MMR)	Westwood One

Miscellaneous: WNJR sold to Douglas for \$6,750,000 (Gordon Sherman) . . .

NORFOLK

Arbitron Rank/Pop (12+): 33/1,151,600
 MSA Rank/Pop: 33/1,390,000
 ADI # 42
 Average Person Ratings: 17.9
 Market TSL: 23.75 hours

Stations: 27/25
 Diaries: 1563/737:1/53.3%
 Sample Target: 1380
 % Below Line: 0.8
 % Not Listed: 9.0

1990 Revenue: \$31,700,000
 HH Inc.: \$34,700
 Retail \$: 10.6 Bill
 Pop per Station: 46,054
 #1 Biller: WNOR-AF \$4,600,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	169/ 8.2	10.9	13.1	9.4	9.0	10.4	195/2722	2300/20.0	19.5	16.2	12.7	270	2562	WOWI-F
2. WCMS-AF (C)	167/ 8.1	9.1	8.2	9.2	7.1	8.6	207/2516	2047/17.8	16.1	14.3	7.3	147	1366	WCMS-AF
3. WNOR-F (AOR)	151/ 7.3	6.8	6.7	8.6	8.9	7.4	161/2062	1873/15.9	16.4	18.2	9.3	197	2622	WNOR-F
4. WWDE-F (AC)	146/ 7.1	5.9	5.9	6.4	5.0	6.3	155/1917	1814/15.8	15.0	13.7	4.7	100	1573	WWDE-F
5. WFOG-F (EZ)	140/ 6.8	7.3	5.5	6.8	8.2	6.6	152/1800	1625/14.1	11.0	14.8	3.8	81	1230	WFOG-F
6. WAFX-F (CL AOR)	128/ 6.2	5.2	7.6	8.3	7.5	6.8	185/2403	1797/15.6	16.2	17.2	7.0	148	2488	WAFX-F
7. WNVZ-F (CHR)	126/ 6.1	6.9	6.4	6.2	8.2	6.4	139/2508	2202/19.1	18.9	19.4	6.4	136	2618	WNVZ-F
8. WLTY-F (D)	125/ 6.1	5.1	5.1	2.8	3.9	4.8	131/1812	1607/14.0	11.9	10.3	4.8	102	1140	WLTY-F
9. WMYK-F (B)	124/ 6.0	4.9	4.6	5.2	5.2	5.2	159/1879	1407/12.2	10.6	12.2	6.3	133	1390	WMYK-F
10. WJQI-F (SAC)	112/ 5.4	4.9	5.9	6.5	5.3	5.7	116/1632	1564/13.6	12.3	14.4	5.4	114	1106	WJQI-F
11. WMXN-F (AC)	88/ 4.3	4.6	3.4	2.9	2.6	3.8	98/1709	1463/12.7	10.3	7.0	3.9	82	1028	WMXN-F
12. WGH -F (C)	86/ 4.2	2.2	1.4	2.5	3.3	2.6	105/1259	1048/ 9.1	5.3	13.3	2.3	49	619	WGH -F
13. WTAR (BB)	54/ 2.6	2.8	3.2	2.9	2.4	2.9	56/878	818/ 7.1	7.7	6.4	2.3	49	763	WTAR
14. WNIS (H/T)	51/ 2.5	3.3	2.3	2.7	2.8	2.7	55/739	703/ 6.1	6.2	7.5	2.4	50	562	WNIS
15. WKEZ-F (C)	32/ 1.6	1.3	1.3	1.4	1.5	1.4	63/741	457/ 4.0	4.0	3.6	2.6	56	579	WKEZ-F
16. WTZR-F (AOR)	30/ 1.5	1.6	1.7	1.9	1.8	1.7	30/461	441/ 3.8	3.9	3.2	3.7	79	670	WTZR-F
17. WPCE (G)	29/ 1.4	2.6	1.9	1.9	2.6	1.9	30/469	454/ 3.9	4.1	4.0	2.0	43	552	WPCE
18. WBSK (B)	27/ 1.3	1.7	1.5	2.1	2.2	1.6	27/538	534/ 4.6	3.8	4.9	1.0	21	319	WBSK
19. WKSX-F (REL)	26/ 1.3	----	0.8	0.4	0.8	0.6	39/539	433/ 3.8	2.8	1.6	1.2	25	341	WKSX-F
20.														

12+ FM SHARE (METRO): 88.38% (1658 of 1876) (SPG 90: 86.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOWI-F	1 WNOR-F	1 WNOR-F	1 WWDE-F	1 WWDE-F	1 WCMS-AF	1 WCMS-AF	1 WNOR-F	1 WCMS-AF	1 WOWI-F	1 WOWI-F
2 WNVZ-F	2 WOWI-F	2 WWDE-F	2 WLTY-F	2 WLTY-F	2 WFOG-F	2 WWDE-F	2 WFOG-F	2 WOWI-F	2 WNVZ-F	2 WLTY-F
3	3 WAFX-F	3 WOWI-F	3 WNOR-F	3 WNOR-F	3 WWDE-F	3 WNOR-F	3 WWDE-F	3 WNOR-F	3 WMYK-F	3 WMYK-F
4	4 WNVZ-F	4 WAFX-F	4 WMYK-F	4 WMYK-F	4 WLTY-F	4 WOWI-F	4 WCMS-AF	4 WWDE-F	4 WWDE-F	4 WCMS-F
5	5 WWDE-F	5 WLTY-F	5 WAFX-F	5 WJQI-F	5 WMYK-F	5 WLTY-F	5 WAFX-F	5 WNVZ-F	5 WLTY-F	5 WFOG-F
6	6 WJQI-F	6 WMYK-F	6 WJQI-F	6 WAFX-F	6 WTAR	6 WFOG-F	6 WLTY-F	6 WNOR-F	6 WNOR-F	6 WAFX-F
7	7 WMYK-F	7 WJQI-F	7 WOWI-F	7 WCMS-AF	7	7	7 WJQI-F	7 WMYK-F	7 WJQI-F	7
8	8 WMXN-F	8	8 WCMS-AF	8	8	8	8	8 WAFX-F	8	8

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 WOWI-F	1 WOWI-F	1 WJQI-F	1 WWDE-F	1 WWDE-F	1 WNOR-F	1 WNOR-F	1 WNOR-F	1 WNOR-F	1 WNOR-F
2 WNVZ-F	2 WWDE-F	2 WWDE-F	2 WOWI-F	2 WJQI-F	2 WOWI-F	2 WAFX-F	2 WAFX-F	2 WAFX-F	2 WAFX-F
3 WNOR-F	3 WJQI-F	3 WOWI-F	3 WJQI-F	3 WLTY-F	3 WAFX-F	3 WOWI-F	3 WOWI-F	3 WOWI-F	3 WCMS-AF
4 WWDE-F	4 WNVZ-F	4 WMXN-F	4 WMYK-F	4 WMYK-F	4 WNVZ-F	4 WNVZ-F	4 WMYK-F	4 WLTY-F	4 WLTY-F
5 WMXN-F	5 WNOR-F	5 WLTY-F	5 WLTY-F	5 WOWI-F	5 WTZR-F	5 WMYK-F	5 WCMS-AF	5 WMYK-F	5 WMYK-F
6 WAFX-F	6 WMXN-F	6 WNOR-F	6 WNVZ-F	6 WCMS-AF	6 WGH -F	6 WGH -F	6 WWDE-F	6 WWDE-F	6 WWDE-F
7 WMYK-F	7 WAFX-F	7 WMYK-F	7 WNOR-F	7 WFOG-F	7	7	7 WJQI-F	7 WNVZ-F	7
WJQI-F	8 WMYK-F	8 WAFX-F	8 WMXN-F	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		126 (1)	126 (1)	6.7	13.1	WMBG	740 Williamsburg	0.4/0.6/ 9/ 66		
AOR/CLASSIC		309 (3)	309 (3)	16.5	20.4	WPFX	1490 Hampton	0.3/1.0/ 7/ 120		
AC/OLDIES/SOFT ROCK	7 (1)	482 (5)	489 (6)	26.1	19.0	WPMH	1010 Portsmouth	0.3/1.3/ 7/ 153		
MOR/VARIETY					2.7	WTJZ	1270 Newport News	0.4/1.3/ 8/ 190		
COUNTRY	9 (1)	276 (3)	285 (4)	15.2	9.5	WZAM	1110 Norfolk	0.8/1.7/ 18/ 202		
BLACK/URBAN	27 (1)	293 (2)	320 (3)	17.1	18.1					
BEAUTIFUL/EASY		140 (1)	140 (1)	7.5	9.1	WOCK-F	96.5 Williamsburg	0.5/1.7/ 23/ 393		
NEWS/TALK	51 (1)		51 (1)	2.7	3.1	WXRI-F	107.7 Windsor	0.3/0.9/ 7/ 133		
NOSTALGIA	63 (2)		63 (2)	3.4						
RELIGION/GOSPEL	61 (4)	26 (1)	87 (5)	4.6	5.1					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOW/OTHERS		6 (1)	6 (1)	0.3						
	218 (10)	1658 (17)	1876 (27)							

NORFOLK

AM STATIONS

WBSK	, 1350,	5 KW/1 KW (DA-2)	, Black	NBN ABC, \$ 30.00	(Mc-Guild)	Ragan Henry
WNIS	, 850,	5 KW/1 KW (DA-2)	, News/Talk	NBC ABC, \$ 37.00	(MMR)	Sinclair
WPCE	, 1400,	1 KW	, Gospel	SBN UNIULT, \$ 25.00	(Mc-Guild)	Willis
WTAR	, 790,	5 KW (DA-1)	, News/Talk	CBS UNISUP, \$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX	, 106.9,	100 KW @ 937	, Classic AOR	, \$ 61.00	(CBS)	Radio Ventures (P)
WCMS	, 100.5,	50 KW @ 500	, Country	ABC, \$ 95.00	(Eastman)	
WFOG	, 92.9,	50 KW @ 484	, EZ	UNIULT, \$ 65.00	(MHR)	Sunshine Wireless
WGH	, 97.3,	74 KW @ 400	, Country	ABC UNISUP, \$ 40.00	(Durpetti)	Susquehanna
WJQI	, 94.9,	50 KW @ 500	, Soft AC	UNISUP, \$ 45.00	(HNWH)	Coleman
WKEZ	, 94.1,	50 KW @ 500	, Country	UNIULT, \$ 36.00	(Roslin)	Eure
WLTY	, 95.7,	40 KW @ 881	, Oldies	, \$ 69.00	(Katz)	Landmark
WMYK	, 93.7,	100 KW @ 940	, Black	ABC, \$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR	, 98.7,	46 KW @ 520	, AOR	SOURCE, \$100.00	(Mc-Guild)	Saga
WNVZ	, 104.5,	50 KW @ 480	, CHR	, \$ 70.00	(Banner)	Wilks-Schwartz
WTZR	, 92.1,	2 KW @ 421	, AOR	ABC, \$ 25.00	(K & P)	(MOYOCK)
WOWI	, 102.9,	50 KW @ 470	, Black	SBN UNIPWR, \$ 57.00	(Mc-Guild)	Ragan Henry
WUDE	, 101.3,	50 KW @ 500	, AC	CBS, \$ 84.00	(Christal)	Edens
WMXN	, 105.3,	50 KW @ 500	, AC	MBS ABC, \$ 40.00	(Katz)	ML/Win

Miscellaneous: WTAR - from Nostalgia to News/Talk (July) . . . WUDE-F sold from Edens to Force II for \$20,000,000 (e)
(Blackburn) . . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 48/802,900

MSA Rank/Pop: 53/978,000
AOI # 40

Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 19/18
Otaries: 1198/670:1/50.0%
Sample Target: 1190
% Below Line: 0.4
% Not Listed: 7.4

1990 Revenue: \$23,400,000
HH Inc.: \$26,669
Retail \$: 7.8 Bll
Pop per Station: 44,605
#1 Biller: KXXY-AF \$5,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	242/18.0	15.7	17.1	14.9	16.0	16.4	318/3513	2463/30.7	28.8	27.6	18.1	236	2160	KXXY-AF
2. KJYO-F (CHR)	132/ 9.8	9.0	7.3	9.6	7.5	8.9	164/2466	2022/25.2	22.1	21.6	13.1	179	2303	KJYO-F
3. KATT-F (AOR)	112/ 8.4	11.1	10.2	10.2	9.2	10.0	159/2156	1403/17.5	19.5	17.6	13.2	180	1931	KATT-F
4. KR XO-F (CL AOR)	108/ 8.1	6.9	7.3	5.7	5.3	7.0	142/1550	1142/14.2	14.4	11.9	7.6	104	1519	KR XO-F
5. KMGL-F (AC)	102/ 7.6	6.2	7.0	6.9	7.4	6.9	131/1702	1329/16.6	14.8	15.6	4.8	56	777	KMGL-F
6. KEBC-F (C)	99/ 7.4	6.9	6.8	5.3	6.8	6.6	167/2295	1391/17.3	17.4	16.3	6.2	84	1203	KEBC-F
7. KTOK (N/T)	93/ 6.9	8.0	7.2	4.9	5.5	6.8	102/1528	1347/16.8	20.5	13.4	4.4	60	1274	KTOK
8. KOQL-F (O)	76/ 5.7	5.4	4.4	5.1	4.8	5.2	94/1593	1171/14.6	12.6	14.3	3.7	51	1017	KOQL-F
9. WKY (EZ)	66/ 4.9	3.9	4.8	6.5	3.8	5.0	84/1103	850/10.6	10.0	8.8	2.8	38	557	WKY
10. KKNG-F (SAC)	51/ 3.8	5.0	4.9	5.9	8.0	4.9	59/1328	1005/12.5	12.3	18.3	3.5	47	919	KKNG-F
11. KZBS-F (CHR)	48/ 3.6	4.2	5.9	5.8	7.5	4.9	56/1550	1296/16.1	14.4	18.3	5.9	80	1557	KZBS-F
12. KQCV (REL)	27/ 2.0	1.1	1.6	0.9	0.7	1.4	30/298	231/ 2.9	3.3	1.9	1.2	16	198	KQCV
13. KTNT-F (J)	26/ 1.9	2.5	2.4	2.1	0.6	2.2	26/459	437/ 5.4	5.6	2.7	3.2	44	410	KTNT-F
14. KOMA (O)	25/ 1.9	2.2	2.3	3.7	3.6	2.5	56/883	483/ 6.0	7.5	8.4	2.9	39	624	KOMA
15.														

12+ FM SHARE (METRO): 80.92% (1005 of 1242) (SPG 90: 80.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F>>
2 KATT-F	2 KATT-F	2 KR XO-F<	2 KR XO-F	2 KR XO-F<	2 KTOK	2 KTOK	2 KMGL-F<	2 KJYO-F	2 KXXY-AF	2 KTOK
3	3 KR XO-F>	3 KATT-F	3 KMGL-F	3 KMGL-F	3 KEBC-F	3 KR XO-F	3 KR XO-F	3 KATT-F	3 KATT-F>	3 KATT-F<
4	4 KJYO-F	4 KMGL-F	4 KOQL-F	4 KOQL-F	4 WKY	4 KJYO-F	4 KATT-F	4 KR XO-F<	4 KEBC-F	4 KZBS-F>
5	5 KMGL-F	5 KJYO-F	5 KJYO-F	5 KJYO-F	5 KMGL-F	5 KEBC-F<	5 KJYO-F	5 KMGL-F	5 KGL-F	5 KEBC-F
6	6 KOQL-F<	6 KOQL-F	6 KATT-F	6 KATT-F	6 KKNG-F	6 KMGL-F	6 KTOK	6 KEBC-F<	6 KR XO-F<	6
7	7 KZBS-F	7	7	7 KEBC-F	7	KATT-F	7 KOQL-F	7 KTOK	7 KTOK	7

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 KJYO-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KR XO-F	1 KR XO-F>	1 KXXY-AF	1 KXXY-AF
2 KXXY-AF	2 KJYO-F	2 KMGL-F	2 KMGL-F	2 KMGL-F	2 KXXY-AF	2 KATT-F	2 KXXY-AF	2 KR XO-F	2 KR XO-F>
3 KATT-F>	3 KMGL-F	3 KJYO-F<	3 KJYO-F	3 KOQL-F	3 KR XO-F	3 KXXY-AF>>	3 KATT-F>>	3 KATT-F>>	3 KATT-F
4 KMGL-F	4 KATT-F>	4 KOQL-F	4 KOQL-F	4 KJYO-F>	4 KJYO-F>	4 KJYO-F>	4 KEBC-F	4 KJYO-F	4 KTOK
5 KZBS-F>	5 KOQL-F	5 KR XO-F	5 KATT-F	5 KEBC-F	5 KZBS-F	5 KEBC-F	5 KQCV	5 KOQL-F<	5 KOQL-F<
6 KEBC-F	6 KR XO-F	KATT-F	6 KZBS-F	6 KR XO-F	6	6	6 KOQL-F	6 KMGL-F	6 KMGL-F<
7	7 KZBS-F	7	7	7 KEBC-F	7	7	KJYO-F	7	7 KEBC-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	14.5	16.6	KNTL-F	104.9	Bethny/OK City	1.1/2.2/ 15/ 197
AOR/CLASSIC		220 (2)	220 (2)	17.7	16.7	KTLV	1220	Midwest Cty/OK	0.4/1.2/ 6/ 101
AC/OLDIES/SOFT ROCK	25 (1)	229 (3)	254 (4)	20.5	17.8	WWLS	640	Moore/Norman	0.7/2.9/ 10/ 387
MOR/VARIETY	5 (1)		5 (1)	0.4	0.4				
COUNTRY	6 (1)	335 (2)	341 (3)	27.5	29.7	KRMG	740	Tulsa	0.4/1.3/ 15/ 229
BLACK/URBAN					1.4				
BEAUTIFUL/EASY	66 (1)		66 (1)	5.3	8.8				
NEWS/TALK	102 (2)		102 (2)	8.2	6.0				
NOSTALGIA									
RELIGION/GOSPEL	33 (2)	15 (1)	48 (3)	3.9	1.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		26 (1)	26 (1)	2.1					
UNKNOWN/OTHERS					0.7				
	237 (8)	1005 (11)	1242 (19)						

OKLAHOMA CITY

RADIO STATIONS

KOMA	,	1520,	50 KW (DA-N)	,	Oldies	CBS, \$35.00	(CBS)	Diamond
KPRW	,	1140,	1 KW (DAYS)	,	Business News	SBN, \$22.00	(Banner)	Surrey
KQCV	,	800,	250 W (DAYS)	,	Religion	, \$15.00	(---)	Bott
KTDK	,	1000,	5 KW (DA-2)	,	News/Talk	ABC MBS, \$57.00	(Christal)	Clear Channel
KXXY	,	1340,	1 KW	,	See KXXY-F			
WKY	,	930,	5 KW (DA-N)	,	Country	, \$32.00	(Torbet)	Gaylord
KATT-F,		100.5,	100 KW @ 1188	,	AOR	SOURCE, \$65.00	(Banner)	Surrey
KEBC-F,		94.7,	100 KW @ 1387	,	Country	ABC, \$40.00	(Katz)	
KJYO-F,		102.7,	100 KW @ 985	,	CHR	, \$54.00	(Christal)	Clear Channel
KKNG-F,		92.5,	100 KW @ 984	,	EZ	, \$44.00	(Torbet)	Wilks-Schwartz
KOQL-F,		101.9,	100 KW @ 1387	,	Oldies	, \$40.00	(Katz)	Entercom
KMGL-F,		104.1,	100 KW @ 1363	,	AC	, \$40.00	(Eastman)	Renda
KNTL-F,		104.9,	3 KW @ 300	,	Religion	APR ABC, \$18.00	(In House)	CBN (BETHANY)
KRXO-F,		107.7,	100 KW @ 990	,	Classic AOR	, \$63.00	(CBS)	Diamond
KXXY-F,		96.1,	100 KW @ 1167	,	Country	MBS, \$100.00	(Mc-Guild)	Newmarket
KZBS-F,		98.0,	100 KW @ 1100	,	CHR	APR, \$38.00	(HNWH)	

Miscellaneous: KLTE-F to KOCL-F and format from AC to Oldies . . . KZBS-F sold to Degree for \$3,100,000 . . .

OMAHA

Arbitron Rank/Pop (12+): 73/504,500
HSA Rank/Pop: 82/523,000
ADI # 73
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 16/13
Diaries: 941/536:1/57.8%
Sample Target: 935
% Below Line: 2.6
% Not Listed: 12.5

1990 Revenue: \$20,100,000
HM Inc.: \$35,758
Retail \$: 4.8 Bill
Pop per Station: 38,807
#1 Biller: WOW -AF \$3,600,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WOW -F (C)	100/11.9	10.8	9.0	7.2	7.1	9.7	146/1474	996/19.7	16.6	15.2	7.7	155	1913	WOW -F
2. KEZO-AF (AOR)	99/11.8	13.7	12.1	13.1	15.2	12.7	143/1702	1112/22.0	20.9	27.0	6.9	133	1597	KEZO-AF
3. KQKQ-F (CHR)	87/10.3	9.5	11.5	11.1	13.7	10.6	102/1813	1430/28.3	29.4	33.3	6.8	137	2284	KQKQ-F
4. KFAB (FS)	86/10.2	13.4	14.6	12.3	12.0	12.6	154/2296	1296/25.7	35.6	26.2	6.9	138	2233	KFAB
5. KEFM-F (AC)	71/ 8.4	8.6	7.5	7.1	8.4	7.9	88/1386	1033/20.5	19.7	21.4	5.2	105	1256	KEFM-F
6. KGOR-F (O)	66/ 7.8	6.5	6.8	5.9	5.8	6.8	95/1432	1009/20.0	16.5	18.2	4.7	95	1214	KGOR-F
7. KESY-F (SAC/EZ)	57/ 6.8	10.4	7.8	12.2	11.0	9.3	80/1095	830/15.5	17.5	20.4	2.6	50	864	KESY-F
8. WOW (C)	45/ 5.3	5.2	5.1	4.7	4.0	5.1	102/1336	553/11.0	12.0	10.1	4.9	98	1775	WOW
9. KXKT-F (CHR)	36/ 4.3	3.5	4.9	4.9	4.4	4.4	58/1356	940/18.6	13.9	14.7	4.5	91	1786	KXKT-F
10. KKVU-F (J/NA)	29/ 3.4	2.6	3.9	1.9	----	3.0	29/302	283/ 5.6	8.5	0.0	1.8	37	527	KKVU-F
11. KKR (N/T)	25/ 3.0	2.8	2.4	2.8	2.0	2.8	27/457	429/ 8.5	7.7	6.4	1.2	24	425	KKR
12. KOIL (O)	15/ 1.8	1.6	1.7	3.9	2.2	2.3	21/443	339/ 6.7	6.6	6.7	0.4	9	288	KOIL
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.42% (564 of 738) (SPG 90: 75.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQKQ-F	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB	1 KFAB	1 KEZO-AF	1 KEZO-AF	1 KQKQ-F	1 KEFM-F
2 KXKT-F	2 KQKQ-F	2 KQKQ-F	2 KGOR-F	2 WOW -F	2 WOW -F	2 WOW -F	2 WOW -F	2 WOW -F	2 KFAB	2 KFAB
3	3 KEFM-F	3 KEFM-F	3 KEFM-F	3 KGOR-F	3 KESY-F	3 KEZO-AF	3 KQKQ-F	3 KQKQ-F	3 WOW -F	3 WOW -F
4	4 WOW -F	4 WOW -F	4 WOW -F	4 KEFM-F	4 KGOR-F	4 KEFM-F	4 KESY-F	4 KEFM-F	4 KEZO-AF	4 WOW
5	5 KGOR-F	5 KGOR-F	5 KQKQ-F	5	5 WOW	5 KQKQ-F	5 KEFM-F	5 KGOR-F	5 WOW	5 KKR
6	6	6	6	6	6	6 KGOR-F	6 KGOR-F	6 KESY-F	6 KXKT-F	6
									6 KGOR-F	
									6 KEFM-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 KQKQ-F	1 KQKQ-F	1 KEZO-AF	1 KQKQ-F	1 KEFM-F		1 KQKQ-F	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF
2 KEZO-AF	2 KEZO-AF	2 KQKQ-F	2 KEFM-F	2 WOW -F		2 KEZO-AF	2 KQKQ-F	2 WOW -F	2 WOW -F	2 WOW -F
3 KEFM-F	3 KEFM-F	3 KEFM-F	3 KEZO-AF	3 KQKQ-F		3 WOW -F	3 WOW -F	3 KEFM-F	3 KGOR-F	3 KGOR-F
4 WOW -F	4 WOW -F	4 WOW -F	4 KGOR-F	4 KGOR-F		4 KXKT-F	4 KEFM-F	4 KQKQ-F	4 KQKQ-F	4 KEFM-F
5 KXKT-F	5 KKVU-F	5 KKVU-F	5 WOW -F	5 KEZO-AF		5 KGOR-F	5 KGOR-F	5 KGOR-F	5 KEFM-F	5 KFAB
6	6 KGOR-F	6 KGOR-F	6 KESY-F	6 KESY-F		6	6	6	6	6 KESY-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		123 (2)	123 (2)	16.7	20.0		
AOR/CLASSIC	3 (1)	113 (3)	116 (4)	15.7	18.8	KFMQ-F 101.9	1.5/6.2/ 79/1112
AC/OLDIES/ROCK	15 (1)	194 (3)	209 (4)	28.3	18.3	KTGL-F 92.9	0.5/1.3/ 44/ 641
MOR/VARIETY	86 (1)		86 (1)	11.7	14.1	KZXX-F 96.9	0.6/2.0/ 79/ 856
COUNTRY	45 (1)	105 (2)	150 (3)	20.3	12.8		
BLACK/URBAN					1.1		
BEAUTIFUL/EASY					12.7		
NEWS/TALK	25 (1)		25 (1)	3.4	2.2		
NOSTALGIA							
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		29 (1)	29 (1)	3.9			
UNKNOWN/OTHERS							
	174 (5)	564 (11)	738 (16)				

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, \$ 80.00 (Christal)	Henry
KKR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (CA-N)	, OLDIES	CBS UNIVL, \$ 24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC, \$ N/A (Torbet)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459, BLACK		, \$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442, AC		, \$ 40.00 (McGuilid)	
KESY-F, 104.5, 100 KW @ 1087, EZ/SOFT AC		ABC, \$ 35.00 (Durpetti)	
KEZO-F, 92.3, 100 KW @ 1212, AOR		, \$ 67.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227, OLDIES		NBC, UNIPWR, \$ 44.00 (Christal)	Henry
KKVU-F, 105.9, 6 KW @ 300, JAZZ/NAC		, \$ 23.00 (---)	(BELLEVUE)
KQKQ-F, 98.5, 100 KW @ 1174, CHR		, \$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247, CHR		, \$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC, \$ 70.00 (Torbet)	Great Empire

ORLANDO

Abitron Rank/Pop (12+): 42/899,000

Stations: 28/23
Diaries: 1289/697:1/50.3%
Sample Target: 1200
% Below Line: 6.1
% Not Listed: 9.3

1990 Revenue: \$46,200,000
HM Inc.: \$32,809
Retail \$: 10.6 811
Pop per Station: 39,086
#1 Biller: WWKA-F \$6,600,000

HSA Rank/Pop: 46/1,070,000

ADI # 25

Average Person Ratings: 17.4

Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	147/ 9.4	12.1	9.6	8.7	9.6	9.9	323/3935	1754/19.5	18.7	18.4	10.1	150	1355	WWKA-F
2. WJHM-F (B)	125/ 8.0	8.9	8.3	11.4	8.9	9.1	250/2787	1391/15.5	15.3	16.5	14.8	219	1594	WJHM-F
3. WMMO-F (AC)	113/ 7.2	6.2	7.2	0.6	----	5.3	131/1561	1199/13.3	14.8	0.0	7.3	109	1388	WMMO-F
4. WDBO (FS)	104/ 6.7	8.0	7.2	5.0	6.6	6.7	132/1721	1346/15.0	13.6	12.8	5.3	79	1059	WDBO
5. WOMX-AF (CHR/AC)	98/ 6.3	4.8	5.5	5.7	9.2	5.6	150/2890	1701/18.9	18.8	23.5	4.0	60	1456	WOMX-AF
WSTF-F (AC)	98/ 6.3	5.0	6.4	8.5	8.6	6.6	161/2773	1451/16.1	14.7	19.9	5.1	76	1111	WSTF-F
7. WOCL-F (O)	94/ 6.0	6.4	4.8	8.0	7.9	6.3	202/2796	1360/15.1	12.6	17.5	5.2	77	1337	WOCL-F
8. WDIZ-F (AOR)	78/ 5.0	4.4	5.7	5.6	5.2	5.2	155/2585	1341/14.9	13.8	13.2	6.8	101	1483	WDIZ-F
9. WXXL-F (CHR)	76/ 4.9	3.7	3.9	2.7	3.8	3.8	101/2133	1408/15.7	12.3	15.8	5.7	85	1370	WXXL-F
10. WHTQ-F (AOR)	72/ 4.6	5.5	5.6	6.7	6.6	5.6	174/2645	1130/12.6	13.0	14.8	6.7	100	1446	WHTQ-F
11. WMGF-F (SAC)	67/ 4.3	4.1	3.2	3.8	3.3	3.8	134/1890	956/10.6	10.7	11.3	3.7	55	845	WMGF-F
12. WZTU-F (AC)	54/ 3.5	4.0	4.8	5.7	6.1	4.5	102/1765	921/10.2	9.9	13.5	2.2	32	457	WZTU-F
13. WWLV-F (SAC)	52/ 3.3	3.7	2.3	3.6	2.3	3.2	130/1790	678/ 7.5	8.5	6.9	2.6	38	502	WWLV-F
14. WLOQ-F (J)	51/ 3.3	2.8	3.2	2.9	3.5	3.0	56/987	874/ 9.7	8.3	9.2	3.5	52	761	WLOQ-F
15. WNNZ (N/T)	43/ 2.8	3.6	3.9	3.4	3.4	3.4	48/795	598/ 6.7	8.4	8.3	2.8	42	777	WNNZ

12+ FM SHARE (METRO): 84.12% (1192 of 1417) (SPG 90: 85.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WMMO-F	1 WMMO-F	1 WMMO-F	1 WMMO-F	1 WWKA-F	1 WWKA-F	1 WMMO-F	1 WWKA-F<	1 WJHM-F>	1 WDBO >>
2 WOMX-AF	2 WHTQ-F<	2 WJHM-F	2 WOCL-F	2 WWKA-F<	2 WDBO	2 WDBO	2 WWKA-F	2 WJHM-F	2 WDBO	2 WJHM-F>>
3 WXXL-F	3 WJHM-F	3 WOMX-AF<	3 WSTF-F	3 WOCL-F	3 WOCL-F>	3 WSTF-F	3 WSTF-F	3 WMMO-F	3 WXXL-F	3 WMMO-F<
4	4 WOMX-AF	4 WSTF-F	4 WWKA-F	4 WSTF-F	4 WWLV-F<	WJHM-F	4 WOCL-F<	4 WOMX-AF<	4 WOMX-AF	4 WWKA-F
5	5 WDIZ-F	5 WDIZ-F<	5 WJHM-F	5 WJHM-F<	5 WSTF-F	5 WDIZ-F<	5 WDBO	5 WOCL-F	5 WHTQ-F	5
6	6 WXXL-F	6 WOCL-F	6 WDIZ-F<	6 WOMX-AF	6 WMMO-F	6 WOCL-F<	6 WJHM-F	6 WSTF-F	6 WMMO-F	6
7	7 WSTF-F	7 WWKA-F<	7 WOMX-AF	7 WDIZ-F	7	7 WMMO-F	7 WDIZ-F	7 WHTQ-F	7 WWKA-F	7
		8 WHTQ-F				8 WOMX-AF				

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 WJHM-F>	1 WJHM-F	1 WSTF-F	1 WMMO-F	1 WSTF-F<	1 WHTQ-F>	1 WHTQ-F	1 WMMO-F	1 WDIZ-F	1 WMMO-F
2 WXXL-F	2 WSTF-F	2 WMMO-F	2 WSTF-F	2 WWKA-F	2 WDIZ-F	2 WDIZ-F>	2 WDIZ-F	2 WMMO-F<	2 WDIZ-F
3 WOMX-AF>	3 WMMO-F	3 WOMX-AF	3 WJHM-F	3 WMMO-F	3 WOMX-AF	3 WMMO-F	3 WHTQ-F>	3 WHTQ-F	3 WOCL-F
4 WMMO-F	4 WOMX-AF>	4 WJHM-F>	4 WOMX-AF	4 WOCL-F	4 WXXL-F>	4 WXXL-F	4 WXXL-F	4 WOCL-F<	4 WWKA-F
5 WMGF-F	5 WXXL-F	5 WWKA-F	5 WOCL-F<	5 WOMX-AF	5 WJHM-F	5 WOMX-AF	5 WJHM-F	5 WOMX-AF	5 WDBO
6 WSTF-F	6 WWKA-F	6	6 WWKA-F	6 WJHM-F	6 WMGF-F	6 WJHM-F	6 WOMX-AF	6 WJHM-F	6 WSTF-F<
7	7 WMGF-F	7	7	7	7	7	7	7 WDBO	7 WHTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	1 (1)	178 (3)	179 (4)	12.6	14.3	WAJL 1190 Pinecastle	0.5/1.3/ 10/ 126
AOR/CLASSIC		150 (2)	150 (2)	10.6	12.9	WGTO 540 Pine Hills/Orln	1.1/3.0/ 29/ 448
AC/OLDIES/ROCK	17 (1)	478 (6)	495 (7)	34.9	22.4	WMOO 990 Orlando	0.6/1.8/ 10/ 196
MOR/VARIETY	104 (1)		104 (1)	7.3	7.2	WONQ 1140 Orlando	1.4/1.6/ 23/ 152
COUNTRY	10 (1)	176 (3)	186 (4)	13.1	13.0	WTLN 1520 Apopka/Orlando	0.3/0.9/ 5/ 82
BLACK/URBAN		125 (1)	125 (1)	8.8	9.7	WTLN-F 95.3 Apopka/Orlando	1.5/4.5/ 26/ 452
BEAUTIFUL/EASY		10 (1)	10 (1)	0.7	9.2	WTRR 1400 Sanford/Orlando	0.4/1.1/ 16/ 181
NEWS/TALK	43 (1)		43 (1)	3.0	4.6	WXTD 1600 Winter Garden	0.5/1.5/ 8/ 151
NOSTALGIA							
RELIGION/GOSPEL	13 (2)	24 (1)	37 (3)	2.6	1.2	WEZY-F 94.1 Lakeland	0.6/2.0/ 80/ 860
SPANISH	30 (2)		30 (2)	2.1	1.0	WFLZ-F 93.3 Tampa	0.3/1.4/ 73/ 997
CLASSICAL						WGNE-F 98.1 Titusville	0.5/2.7/ 65/ 848
JAZZ/NEW AGE		51 (1)	51 (1)	3.6	3.8	WPCV-F 97.5 Winter Haven/Lk	1.3/3.5/122/1467
UNKNOWN/OTHERS	7 (1)		7 (1)	0.5	0.6		
	225 (10)	1192 (18)	1417 (28)				

ORLANDO

RADIO STATIONS

WDBO	,	580,	5 KW (DA-N)	,	MOR/Full Service	ABC, \$ 51.00	(Katz)	New City
WHOO	,	990,	50 KW/5 KW (DA-N),		See WHOO-F			
WPRD	,	1440,	5 KW/1 KW (DA-N),		Children's Radio	IND UNILT, \$ 20.00	(MHR)	Metroplex
WWNZ	,	740,	5 KW/1 KW (DA-N),		News/Talk	CBS MBS, \$ 40.00	(Christal)	Guy Gannett
WDIZ-F,		100.3,	100 KW @ 1186	,	AOR	ABC, \$ 90.00	(MHR)	Shamrock-Lynett
WHTQ-F,		96.5,	100 KW @ 1598	,	AOR	SOURCE, \$ 75.00	(Schubert)	TK
WJHM-F,		101.9,	28 KW @ 1584	,	Black/Urban	, \$ 62.00	(HNWH)	Beasley (DYINA BCH)
WMGF-F,		107.7,	100 KW @ 1584	,	Soft AC	NBC, \$ 71.00	(MHR)	Metroplex
WLOQ-F,		103.1,	2.6 KW @ 350	,	Jazz	, \$ 50.00	(Banner)	
WMMO-F,		98.9,	38 KW @ 500	,	AC	, \$ 50.00	(Eastman)	
WOCL-F,		105.9,	100 KW @ 1584	,	Oldies	APR, \$ 90.00	(Christal)	American (DELAND)
WOMX-F,		105.1,	100 KW @ 1310	,	AC	, \$ 86.00	(Mc-Guild)	Nationwide
WZTU-F,		104.1,	100 KW @ 1598	,	AC	, \$ 68.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F,		101.1,	100 KW @ 1598	,	AC	, \$108.00	(Banner)	(COCOA BEACH)
WWKA-F,		92.3,	100 KW @ 1341	,	Country	, \$140.00	(Katz)	New City
WXXL-F,		106.7,	100 KW @ 801	,	CHR	, \$ 60.00	(Durpetti)	Taylor (LEESBURG)

Miscellaneous: WSSP-F to WZTU-F in May and from EZ to AC . . . WOMX reclassified as AC (July) . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road. (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 117/317,300

MSA Rank/Pop: 75/683,000

L.A. ADI

Average Person Ratings: 17.4

Market TSL: 23.25 hours

Stations: 36/12

Diaries: 733/433:1/50.2%

Sample Target: 760

% Below Line: 48.8

% Not Listed: 12.7

1990 Revenue: \$10,100,000

HH Inc.: \$46,538

Retail \$: 4.7 Bil

Pop per Station: 26,441

#1 Biller: KHAY-F \$1,900,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KHAY-F (C)	46/ 8.3	7.9	8.0	----	7.6	----	77/855	529/16.7	14.5	15.2	7.9	38	441	KHAY-F
2. KCAQ-F (CHR)	36/ 6.5	7.4	10.1	----	11.1	----	49/958	620/19.5	19.5	23.8	10.0	48	779	KCAQ-F
3. KTRO (SP)	35/ 6.3	6.2	5.4	----	4.4	----	44/459	370/11.7	10.0	9.6	6.8	33	579	KTRO
4. KRUZ-F (EZ)	33/ 6.0	3.3	2.4	----	4.2	----	69/767	347/10.9	6.1	7.1	2.1	10	208	KRUZ-F
5. KBBY-F (AC)	28/ 5.1	4.4	5.6	----	4.9	----	31/342	236/ 7.4	12.0	11.8	5.0	24	291	KBBY-F
6. KLOS-F (AOR)	27/ 4.9	6.3	5.8	----	4.1	----	83/1159	457/14.4	13.8	13.0	7.1	34	487	KLOS-F
7. KNX (N)	22/ 4.0	2.5	3.6	----	3.2	----	48/932	446/14.1	11.0	12.5	2.9	14	261	KNX
8. KKB-T (B)	20/ 3.6	2.6	2.0	----	0.5	----	28/316	235/ 7.4	6.8	5.5	5.0	24	280	KKB-T
9. KBIG-F (AC)	20/ 3.6	4.2	3.2	----	3.4	----	33/556	270/ 8.5	8.9	7.0	2.1	10	171	KBIG-F
10. KRTH-F (O)	17/ 3.1	0.7	1.0	----	3.4	----	31/777	294/ 9.3	6.0	6.7	3.5	17	237	KRTH-F
11. KZTR-AF (CL AOR)	16/ 2.9	3.0	3.0	----	2.9	----	19/307	222/ 7.0	7.8	8.3	1.9	9	251	KZTR-AF
12. KTYD-F (CL AOR)	15/ 2.7	2.5	1.8	----	2.3	----	47/715	244/ 7.7	7.3	6.4	1.0	5	149	KTYD-F
13. KVEN (N/T)	14/ 2.5	2.8	3.4	----	2.8	----	18/337	229/ 7.2	8.4	9.5	4.6	22	242	KVEN
14. KLVE-F (SP)	13/ 2.4	1.8	1.2	----	0.9	----	24/233	170/ 5.4	3.6	3.4	1.7	8	122	KLVE-F
KOXR (SP)	13/ 2.4	3.3	3.8	----	4.1	----	15/241	220/ 6.9	7.7	8.4	2.9	14	219	KOXR

12+ FM SHARE (METRO): 72.46% (350 of 483) (SPG 90: 75.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KCAQ-F>> 1 KLOS-F<	1 KTRO	1 KBBY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KCAQ-F>	1 KHAY-F>
2 KKB-T-F 2 KCAQ-F	2 KLOS-F	2 KBBY-F	2 KBBY-F	2 KRUZ-F>	2 KRUZ-F>	2 KTRO	2 KBBY-F	2 KCAQ-F	2 KKB-T-F	2 KNX
KIIS-F 3 KTRO >	2 KBBY-F	KHAY-F<	3 KLOS-F	3 KBBY-F	3 KLOS-F	3 KRUZ-F	3 KRUZ-F>	3 KRUZ-F>	3 KRUZ-F	3 KABC
KTRO 4 KZTR-AF	4 KCAQ-F	4 KTRO	KTRO	4 KNX	4 KCAQ-F<	4 KTRO >	4 KLOS-F	4 KLOS-F	4 KLOS-F	4 KTRO
5 5 KLVE-F	5 KHAY-F	5 KBIG-F	5 KBIG-F	5 KVEN	5 KNX	5 KRTH-F	5 KBBY-F	5 KTRO	5 KTRO	5
6 6	6	6	6	6	6	6	6	6	6	6

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 KTRO >> 1 KTRO >	1 KRTH-F	1 KTRO	1 KBBY-F	1 KBBY-F	1 KCAQ-F>>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KHAY-F
2 KBIG-F 2 KCAQ-F	KLOS-F	2 KBBY-F	2 KTRO	2 KTRO	2 KZTR-AF	2 KCAQ-F	2 KZTR-AF	2 KZTR-AF	2 KLOS-F>
KCAQ-F> 3 KLOS-F	KKB-T-F	3 KBIG-F	3 KRUZ-F	3 KRUZ-F	KTYD-F 3 KZTR-AF	KTRO	3 KHAY-F	3 KHAY-F	3 KBBY-F
4 KOST-F KBIG-F	KTRO	4 KRTH-F	KRTH-F	KRTH-F	KLOS-F 4 KTYD-F	4 KHAY-F	4 KZTR-AF	4 KZTR-AF	4 KZTR-AF
KLVE-F 5 KLVE-F	KCAQ-F	KKB-T-F	KBIG-F	KBIG-F	5 KTRO	5 KTYD-F	5 KTRO	5 KTRO	5 KTRO
KLOS-F 6	6 KLVE-F	KOXR	KHAY-F	KHAY-F	6	6	KLVE-F	KLVE-F	6
KIIS-F KBIG-F	KHAY-F	KBBY-F	KBBY-F	KBBY-F			KLSX-F	KLSX-F	
KOXR KHAY-F	KBBY-F						KCAQ-F	KCAQ-F	
KKUR-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		58 (4)	58 (4)	12.0	19.8	KOAR-F 98.3	Oxnard/Ventura	0.7/3.0/	9/ 202
AOR/CLASSIC	1 (1)	77 (6)	78 (7)	16.1	13.4	KKUR-F 105.5	Ojai/Ventura	1.4/6.9/	8/ 219
AC/OLDIES/ROCK	7 (1)	84 (7)	91 (8)	18.8	19.1	KOGO 1590	Ventura	1.3/3.5/	7/ 141
MOR/VARIETY						KXBS-F 96.7	Santa Paula/Ven	1.1/4.9/	6/ 188
COUNTRY		46 (1)	46 (1)	9.5	9.2	KABC 790	Los Angeles	1.1/4.0/	17/ 372
BLACK/URBAN		20 (1)	20 (1)	4.1	2.3	KOB -F 93.7	Santa Barbara	0.5/1.3/	17/ 316
BEAUTIFUL/EASY		33 (1)	33 (1)	6.8	3.2	KFI 640	Los Angeles	2.0/5.6/	37/ 401
NEWS/TALK	56 (5)		56 (5)	11.6	10.1	KIIS-F 102.7	Los Angeles	2.0/9.0/	28/ 685
NOSTALGIA	12 (1)		12 (1)	2.5	2.3	KKGO-F 105.1	Los Angeles	0.7/2.2/	9/ 202
RELIGION/GOSPEL		4 (1)	4 (1)	0.8	2.5	KLSX-F 97.1	Los Angeles	1.3/5.0/	12/ 432
SPANISH	57 (3)	13 (1)	70 (4)	14.5	13.8	KMOY 850	Thousand Oaks	0.5/2.9/	5/ 228
CLASSICAL		7 (2)	7 (2)	1.4	1.6	KMPC 710	Los Angeles	2.2/5.5/	33/ 510
JAZZ/NEW AGE		8 (1)	8 (1)	1.7	2.5	KODJ-F 93.1	Los Angeles	1.1/4.3/	12/ 449
UNKNOWN/OTHERS						KOST-F 103.5	Los Angeles	0.9/4.6/	16/ 453
	133 (11)	350 (25)	483 (36)			KPWR-F 105.9	Los Angeles	0.5/4.4/	10/ 399
						KQLZ-F 100.3	Los Angeles	1.4/6.7/	18/ 512
						KROQ-F 106.7	Pasadena	0.9/2.7/	24/ 382
						KSBL-F 101.7	Carpinteria	0.4/1.5/	21/ 337
						KTNQ 1020	Los Angeles	1.6/3.3/	9/ 117
						KTWV-F 94.7	Los Angeles	1.4/5.5/	24/ 488

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2), HISPANIC, \$ 20.00 (Lotus) Lotus
 KTRO, 1520, 10 KW/1 KW (DA-2), HISPANIC, \$ 20.00 (Katz Hsp.)
 KVEN, 1450, 1 KW, TALK, ABC, TALKNT, \$ 23.00 (Radio Time)
 KBBY-F, 95.1, 28 KW @ 100, AC, UNISUP, UNIULT, \$ 32.00 (Katz)
 KCAQ-F, 104.7, 3 KW @ 1580, CHR, \$ 34.00 (McGuilid)
 KOAR-F, 98.3, 3 KW @ 72, RELIGION, \$ 11.00 (---) Salem
 KHAY-F, 100.7, 39 KW @ 1210, COUNTRY, \$ 38.00 (Radio Time)
 KKUR-F, 105.5, 115 W @ 1240, AC, \$ 14.00 (Banner) Eric/Chandler
 KXBS-F, 96.7, 100 W @ 1500, OLDIES, \$ 15.00 (HNWH)
 KZTR-F, 95.9, 400 W @ 720, CLASSIC AOR, \$ 15.00 (Durpetti)
 OTHER RANKED STATIONS: See Los Angeles
 Miscellaneous: KAXX sold to Douglas for \$910,00 (Jorgenson, Chapin) . . .

PENSACOLA

Arbitron Rank/Pop (12+): 119/299,700

MSA Rank/Pop: 130/363,000

ADI # 55 (w/Mobile)

Average Person Ratings: 17.2

Market TSL: 22.50 hours

Stations: 20/12
Diaries: 774/387:1/49.7%
Sample Target: 725
% Below Line: 33.7
% Not Listed: 12.2

1990 Revenue: \$8,000,000
HH Inc.: \$30,030
Retail \$: 2.2 Bill
Pop per Station: 24,975
#1 Biller: WOWW-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA :/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	59/11.4	13.2	12.3	9.9	7.7	----	83/712	484/16.1	18.7	18.0	19.3	101	810	WBLX-F
2. WOWW-F (C)	55/10.7	14.2	11.7	9.7	10.7	----	80/871	561/18.7	23.8	20.6	9.2	48	736	WOWW-F
3. WJLQ-F (CHR)	39/ 7.6	7.8	7.1	5.4	5.8	----	48/807	592/19.8	21.4	19.2	6.3	33	717	WJLQ-F
4. WXBH-F (C)	37/ 7.2	7.4	7.9	9.3	9.7	----	52/786	521/17.4	17.1	16.4	10.3	54	556	WXBH-F
WCOA (FS)	37/ 7.2	6.4	6.3	6.0	6.5	----	39/400	380/12.7	12.6	12.6	6.9	36	555	WCOA
6. WTKX-F (AOR)	34/ 6.6	6.6	5.2	6.2	8.1	----	45/647	461/15.4	13.6	14.3	7.6	40	485	WTKX-F
7. WMEZ-F (EZ)	31/ 6.0	6.2	6.5	10.1	7.1	----	46/664	437/14.6	16.0	15.5	2.3	12	216	WMEZ-F
8. WKRG-F (AC)	29/ 5.6	4.2	3.5	3.3	3.2	----	37/715	458/15.3	10.1	11.1	4.4	23	311	WKRG-F
9. WGCX-F (AOR)	22/ 4.3	3.2	3.8	4.5	4.6	----	34/479	263/ 8.8	7.5	10.9	4.8	25	391	WGCX-F
10. WRNE (B)	2-/ 4.1	----	----	0.4	0.6	----	21/168	164/ 5.5	0.0	0.0	1.3	7	86	WRNE
11. WAVH-F (O)	19/ 3.7	7.4	7.5	5.2	6.3	----	24/572	434/14.5	16.0	18.5	2.9	15	339	WAVH-F
WABB-F (CHR)	19/ 3.7	3.8	5.0	5.6	7.1	----	38/730	412/13.7	15.4	15.9	8.5	45	484	WABB-F
13. WWSF-F (CHR)	17/ 3.3	4.6	5.4	4.1	2.4	----	42/744	332/11.1	12.5	12.4	2.1	11	280	WWSF-F
14.														
15.														

12+ FM SHARE (METRO): 84.33% (382 of 453) (SPG 90: 90.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WOWW-F>	1 WOWW-F	1 WOWW-F	1 WOWW-F>	1 WOWW-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>
2 WABB-F>	2 WJLQ-F	2 WOWW-F	2 WBLX-F	2 WBLX-F	2 WCOA	2 WBLX-F	2 WBLX-F	2 WOWW-F	2 WXBH-F	2 WCOA >
3 WXBH-F	3 WTKX-F	3 WTKX-F	3 WJLQ-F	3 WJLQ-F	3 WMEZ-F	3 WCOA	3 WCOA	3 WJLQ-F	3 WCOA	3 WXBH-F
4	4 WGCX-F	4 WJLQ-F	4 WKRG-F	4 WKRG-F	4 WXBH-F	4 WMEZ-F	4 WMEZ-F	4 WTKX-F	4 WJLQ-F	4 WTKX-F
5	5 WOWW-F	5 WKRG-F	5 WTKX-F	5 WXBH-F	5 WBLX-F	5 WXBH-F	5 WXBH-F	5 WXBH-F	5	5
6	6	6	6 WXBH-F	6 WTKX-F	6	6 WJLQ-F	6 WJLQ-F	6	6	6

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 WBLX-F>	1 WBLX-F>	1 WOWW-F	1 WBLX-F	1 WOWW-F>	1 WBLX-F	1 WTKX-F	1 WJLQ-F	1 WBLX-F	1 WOWW-F
2 WWSF-F	2 WJLQ-F	2 WBLX-F	2 WOWW-F	2 WBLX-F	2 WTKX-F>	2 WBLX-F	2 WGCX-F	2 WTKX-F	2 WBLX-F
3 WJLQ-F>	3 WOWW-F	3 WJLQ-F	3 WJLQ-F	3 WKRG-F	3 WGCX-F	3 WJLQ-F	3 WTKX-F>	3 WGCX-F	3 WGCX-F
4 WMEZ-F	4 WWSF-F	4 WXBH-F	4 WKRG-F	4 WJLQ-F	4 WJLQ-F	4 WGCX-F	4 WOWW-F	4 WOWW-F	4 WTKX-F
WBSR	WXBH-F	5 WKRG-F	5 WXBH-F	5 WXBH-F	5 WCOA	5	5 WKRG-F	5 WJLQ-F	5 WXBH-F
6	6	6 WTKX-F	6 WTKX-F	6	6	6	6	6	6 WJLQ-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		79 (4)	79 (4)	17.4	20.2	WBSR 1450	Pensacola 0.6/1.5/ 3/ 45
AOR/CLASSIC		56 (2)	56 (2)	12.4	10.4	WHYM 610	Pensacola 1.0/2.4/ 5/ 73
AC/OLDIES/ROCK		48 (2)	48 (2)	10.6	12.8	WSWL 790	Pensacola 0.6/4.9/ 3/ 169
MOR/VARIETY	37 (1)		37 (1)	8.2	7.2		
COUNTRY		97 (3)	97 (3)	21.4	22.7	WKSJ-F 94.9	Mobile/Pensacol 1.0/3.1/ 45/ 427
BLACK/URBAN	21 (1)	59 (1)	80 (2)	17.7	14.2	WKSM-F 99.5	Ft. Walton/Pnsc 0.8/4.5/ 25/ 450
BEAUTIFUL/EASY		31 (1)	31 (1)	6.8	7.5		
NEWS/TALK	3 (1)		3 (1)	0.7			
NOSTALGIA	2 (1)	12 (1)	14 (2)	3.1	2.9		
RELIGION/GOSPEL	5 (1)		5 (1)	1.1	2.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.7			
	71 (6)	382 (14)	453 (20)				

RADIO STATIONS

WCOA , 1370 , 5 KW (DA-2)	MOR/Full Service	SUN MBS, \$20.00	(Mc-Guild)	Muniz
WHYM , 610, 500 W (DAYS)	Religion	UPI, \$ 8.00	(---)	Swaggert
WJLQ-F, 100.7, 100 KW @ 1555	CHR	ABC, \$28.00	(Mc-Guild)	Muniz
WMEZ-F, 94.1, 100 KW @ 1328	EZ	ABC, \$30.00	(Torbet)	
WOWW-F, 107.3, 100 KW @ 1428	Country	UNILT, \$40.00	(Katz)	Sun Group
WTKX-F, 101.5, 100 KW @ 493	AOR	CBS, \$29.00	(Durpetti)	Holt
WXBH-F, 102.7, 100 KW @ 1328	Country	MBS, \$23.00	(Torbet)	(MILTON)

Other ranked stations -- See Mobile

PEORIA

Arbitron Rank/Pop (12+): 132/280,600

Stations: 16/12
Diaries: 726/386:1/57.8%
Sample Target: 735
% Below Line: 5.5
% Not Listed: 13.3

1990 Revenue: \$8,200,000
HM Inc.: \$36,451
Retail \$: 2.4 Bill
Pop per Station: 23,383
#1 Biller: WWCT-F \$1,500,000

MSA Rank/Pop: 144/346,000

ADI # 111

Average Person Ratings: 14.8

Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WWCT-F (AOR)	63/15.2	13.6	12.6	13.5	15.8	----	94/1117	664/23.7	26.8	21.0	20.8	91	838	WWCT-F
WKZW-F (CHR)	63/15.2	15.4	16.6	16.0	14.9	----	88/1523	970/34.6	30.7	35.0	16.2	71	1029	WKZW-F
3. WXCL-AF (C)	46/11.1	11.5	11.0	11.1	11.5	----	50/687	600/21.4	21.9	25.7	13.2	48	582	WXCL-AF
4. WSWT-F (SAC)	45/10.8	13.1	12.9	14.7	13.8	----	62/905	620/22.1	23.9	22.1	9.2	40	421	WSWT-F
WGLO-F (AC)	45/10.8	10.3	10.6	6.2	4.0	----	56/912	686/24.4	20.4	22.5	10.5	46	580	WGLO-F
6. WMBD (MOR/FS)	39/ 9.4	6.7	8.9	9.6	10.4	----	40/611	570/20.3	17.9	19.9	8.5	37	401	WMBD
7. WTAZ-F (T)	12/ 2.9	2.3	2.0	2.4	4.0	----	12/236	217/ 7.7	7.7	9.0	1.6	7	272	WTAZ-F
8. WQEZ-F (EZ)	10/ 2.4	1.8	2.0	2.8	3.6	----	10/130	117/ 4.2	6.1	8.4	0.7	3	106	WQEZ-F
WIRL (T)	10/ 2.4	5.1	5.1	4.5	4.9	----	10/380	321/11.4	14.6	13.7	4.3	19	421	WIRL

12+ FM SHARE (METRO): 77.22% (278 of 360) (SPG 90: 74.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WMBD	1 WMBD	1 WSWT-F	1 WWCT-F	1 WKZW-F	1 WMBD
2	2 WKZW-F	2 WKZW-F	2 WGLO-F	2 WGLO-F	2 WXCL-AF	2 WKZW-F	2 WWCT-F	2 WKZW-F	2 WWCT-F	2 WWCT-F
3	3 WSWT-F	3 WGLO-F	3 WXCL-AF	3 WXCL-AF	3 WGLO-F	3 WXCL-AF	3 WGLO-F	3 WGLO-F	3 WMBD	3 WKZW-F
4	4 WGLO-F	4 WSWT-F	4 WKZW-F	4 WSWT-F	4 WSWT-F	4 WWCT-F	4 WKZW-F	4 WSWT-F	4 WXCL-AF	4 WXCL-AF
5	5	5 WXCL-AF	5 WSWT-F	5 WKZW-F	5	5 WSWT-F	5 WXCL-AF	5 WXCL-AF	5 WBZM-AF	5

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 WWCT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WSWT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F	1 WWCT-F
WKZW-F	2 WKZW-F	2 WSWT-F	2 WKZW-F	WGLO-F	2 WKZW-F	2 WKZW-F	2 WXCL-AF	2 WGLO-F	2 WGLO-F
3 WSWT-F	3 WSWT-F	3 WKZW-F	3 WSWT-F	3 WXCL-AF	3 WBNQ-F	3 WXCL-AF	3 WSWT-F	3 WKZW-F	3 WXCL-AF
4 WGLO-F	4 WGLO-F	4 WGLO-F	4 WGLO-F	WWCT-F	4 WSWT-F	4 WSWT-F	4 WKZW-F	4 WXCL-AF	4
5	5	5 WXCL-AF	5	5 WKZW-F	5	5	WGLO-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		70 (2)	70 (2)	19.4	20.6	WCRI-F 98.5 Eureka	0.5/2.0/ 3/ 71
AOR/CLASSIC		63 (1)	63 (1)	17.5	14.3	WPEO 1020 Peoria	0.5/2.9/ 4/ 124
AC/OLDIES/ROCK		90 (2)	90 (2)	25.0	21.6		
MOR/VARIETY	48 (2)	2 (1)	50 (3)	13.9	11.0	WBNQ-F 101.5 Bloomington/Nrm	1.7/7.9/ 42/ 734
COUNTRY	15 (1)	31 (1)	46 (2)	12.8	12.5	WGN 720 Chicago	1.0/4.6/ 30/ 500
BLACK/URBAN						WJBC 1230 Bloomington	2.2/2.4/ 57/ 549
BEAUTIFUL/EASY		10 (1)	10 (1)	2.8	14.5	WLS 890 Chicago	0.7/3.8/ 8/ 230
NEWS/TALK	17 (3)	12 (1)	29 (4)	8.1	4.0		
NOSTALGIA							
RELIGION/GOSPEL	2 (1)		2 (1)	0.6	1.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	82 (7)	278 (9)	360 (16)				

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, TALK	MBS, ABC, \$ 25.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS, \$ 34.00 (Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (---)	
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC, \$ N/A (Banner)	Kelly
WQEZ-F, 94.3, 3 KW @ 300, EZ		, \$ 14.00 (Roslin)	(CHILLICOTHE)
WGLO-F, 95.5, 25 KW @ 640, AZ		, \$ 20.00 (Durpetti)	(PEKIN)
WKZW-F, 93.3, 40 KW @ 548, CHR		, \$ 40.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 480, EZ		ABC, \$ 27.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK		ABC, TALKNT, \$ 12.00 (---)	(MORTON)
WWCT-F, 105.7, 36 KW @ 570, AOR		SOURCE, \$ 37.00 (HNWH)	
WXCL-F, 104.9, 3 KW @ 326, COUNTRY		UNIPWR, \$ 30.00 (Banner)	Kelly

Miscellaneous: WIRL - from AC to Talk . . . WBZM changes to WQEZ (March) . . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,155,600

MSA Rank/Pop: 4/4,940,000

ADI # 4

Average Person Ratings: 19.1

Market TSL: 25.00 Hours

Stations: 30/24

Diaries: 2615/1589:1/49.9%

Sample Target: 2595

% Below Line: 3.6

% Not Listed: 10.6

1990 Revenue: \$142,000,000

HH Inc.: \$37,692

Retail \$: 38.4 Bill

Pop per Station: 173,150

#1 Biller: KYW \$17,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQM	Birch Cume
1. KYW (N)	689/ 8.7	8.8	8.8	7.9	5.8	8.6	757/15753	14080/33.9	28.0	26.1	6.8	531	10297
2. WUSL-F (B)	571/ 7.2	6.1	6.7	7.0	6.8	6.8	670/7321	5823/14.0	12.7	12.8	10.8	840	7262
3. WYSP-F (CL AOR)	483/ 6.1	5.7	5.8	6.8	6.4	6.7	634/10411	7479/18.0	16.9	17.5	7.6	590	7511
4. WMMR-F (AOR)	452/ 5.7	5.4	7.6	7.9	8.2	6.7	612/10332	7194/17.3	18.8	20.6	8.1	635	8816
5. WPEN (BB)	445/ 5.6	6.9	5.5	5.2	5.2	5.8	473/4317	3982/ 9.6	9.9	10.2	5.3	411	3645
6. WEAZ-F (SAC/EZ)	442/ 5.6	5.5	5.8	5.5	6.1	5.6	518/7906	6429/15.5	15.0	15.3	3.2	251	3238
7. WIOQ-F (CHR)	386/ 4.9	5.2	4.8	5.5	5.1	5.1	475/9087	7264/17.5	15.9	17.6	6.6	512	7715
8. WWOB-F (T)	385/ 4.8	4.1	4.8	3.7	3.1	4.3	455/5425	4414/10.6	9.6	8.1	4.5	352	4307
9. WMGK-F (AC)	363/ 4.6	4.2	5.0	3.3	3.9	4.3	422/6487	5361/12.9	13.4	12.5	3.3	254	3586
10. WOGL-F (O)	346/ 4.4	3.9	4.7	5.3	4.6	4.6	450/8484	6568/15.8	13.9	13.3	3.4	268	3480
11. WYXR-F (AC)	335/ 4.2	3.6	3.6	3.0	2.9	3.6	394/7918	6422/15.5	10.9	10.7	3.1	245	4460
12. WXTU-F (C)	318/ 4.0	5.4	4.2	4.3	4.8	4.5	448/6131	4215/10.1	10.8	10.6	4.1	321	3704
13. WEGX-F (CHR)	309/ 3.9	4.2	3.7	4.5	4.9	4.7	387/9772	7536/18.1	14.9	18.2	4.7	364	7901
14. WDAS-F (B)	284/ 3.6	3.7	3.5	3.8	4.3	3.7	328/4896	4301/10.3	8.2	10.1	5.5	432	4839
15. WKSZ-F (AC)	267/ 3.4	3.0	3.7	3.2	4.0	3.3	320/5059	4117/ 9.9	11.2	11.6	2.5	192	2921
16. WFLN-F (CL)	253/ 3.2	2.6	2.3	2.5	3.1	2.7	313/4612	3604/ 8.7	8.1	7.7	2.2	168	2215
17. WIP (T)	158/ 2.0	2.4	3.2	1.9	2.3	2.4	182/3834	3207/ 7.7	11.0	7.4	2.3	177	2346
18. WOGL (O)	86/ 1.1	0.5	0.6	2.9	3.7	1.3	99/3040	2575/ 6.2	3.3	12.1	0.7	53	1906
19. WDAS (G)	68/ 0.9	1.1	0.7	1.4	1.0	1.0	70/1682	1621/ 3.9	2.2	3.5	1.2	97	1407
20.													

12+ FM SHARE (METRO): 77.13% (5480 of 7105) (SPG 90: 77.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WUSL-F	1 WYSP-F	1 WYSP-F	1 KYW	1 KYW	1 KYW	1 WEAZ-F	1 WUSL-F	1 WUSL-F	1 KYW
2 WUSL-F	2 WYSP-F	2 WUSL-F	2 WMMR-F	2 WYSP-F	2 WPEN	2 WYSP-F	2 WMMR-F	2 KYW	2 WIOQ-F	2 WWOB-F
3 WEGX-F	3 WMMR-F	3 WMMR-F	3 WUSL-F	3 WMMR-F	3 WEAZ-F	3 WUSL-F	3 WPEN	3 WYSP-F	3 KYW	3 WUSL-F
4	4 WYXR-F	4 WYXR-F	4 WMGK-F	4 WEAZ-F	4 WWOB-F	4 WMMR-F	4 WYSP-F	4 WIOQ-F	4 WWOB-F	4 WYXR-F
5	5 WIOQ-F	5 WMGK-F	5 WYXR-F	5 WUSL-F	5 WXTU-F	5 WWOB-F	5 WMGK-F	5 WMMR-F	5 WEGX-F	5 WDAS-F
6	6 WDAS-F	6 WOGL-F	6 WOGL-F	6 WMGK-F	6 WOGL-F	6 WPEN	6 WKSZ-F	6 WEAZ-F	6 WYSP-F	6 WDAS-F
7	7 WEGX-F	7 WEAZ-F	7 KYW	7 WOGL-F	7 WMGK-F	7 WMGK-F	7 WUSL-F	7 WWOB-F	7 WDAS-F	7
8	8	8 KYW	8 WEAZ-F	8 WYXR-F	8	8	8 WYXR-F	8 WPEN	8	8

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 WEAZ-F	1 WMMR-F	1 WMMR-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
2 WIOQ-F	2 WYSP-F	2 WYXR-F	2 WMGK-F	2 WMGK-F	2 WYSP-F	2 WYSP-F	2 WMMR-F	2 WMMR-F	2 WMMR-F
3 WYSP-F	3 WYXR-F	3 WDAS-F	3 WEAZ-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 KYW
4 WEGX-F	4 WIOQ-F	4 WYSP-F	4 WYXR-F	4 KYW	4 WIOQ-F	4 WIOQ-F	4 WYXR-F	4 WYXR-F	4 WOGL-F
5 WYXR-F	5 WMMR-F	5 WMGK-F	5 WYSP-F	5 WOGL-F	5	5 WYXR-F	5 WDAS-F	5 KYW	5 WYXR-F
6 WMMR-F	6 WDAS-F	6 WMMR-F	6 WMMR-F	6 WYXR-F	6	6 WDAS-F	6 KYW	6 WOGL-F	6 WXTU-F
7 WKSZ-F	7 WMGK-F	7	7 WDAS-F	7 WDAS-F	7	7	7	7 WXTU-F	7 WUSL-F
8	8	8	8 WOGL-F	8 WKSZ-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		784 (4)	784 (4)	11.0	11.9	WEAZ	560 Philadelphia	0.4/2.0/ 33/ 964
AOR/CLASSIC		974 (3)	974 (3)	13.7	16.1	WHAT	1340 Philadelphia	0.8/2.4/ 65/1012
AC/OLDIES/SOFT ROCK	139 (3)	1853 (7)	1992 (10)	28.0	17.9	WNAP	1110 Norristown	0.4/1.0/ 36/ 469
MOR/VARIETY					0.4	WPGR	1540 Philadelphia	0.3/0.6/ 23/ 268
COUNTRY		318 (1)	318 (1)	4.5	5.7	WZZD	990 Philadelphia	0.3/1.5/ 30/ 676
BLACK/URBAN	65 (1)	855 (2)	920 (3)	12.9	12.2			
BEAUTIFUL/EASY		58 (1)	58 (1)	0.8	7.6	WFMZ-F	100.7 Allentown	0.7/1.7/234/2365
NEWS/TALK	847 (2)	385 (1)	1232 (3)	17.3	16.3	WJBR-F	99.5 Wilmington	0.5/1.8/ 2/ 124
NOSTALGIA	445 (1)		445 (1)	6.3	5.7	WKXW-F	101.5 Trenton	0.8/2.3/145/1918
RELIGION/GOSPEL	129 (3)		129 (3)	1.8	2.1	WPST-F	97.5 Trenton/Phily	0.7/3.1/168/2429
SPANISH						WSTW-F	93.7 Wilmington	0.4/2.1/137/2228
CLASSICAL		253 (1)	253 (1)	3.6	3.5	WZZO-F	95.1 Bethlehem/Allnt	0.5/1.1/180/2415
JAZZ/NEW AGE								
UNKNOWN/OTHERS					0.7			
	1625 (10)	5480 (20)	7105 (30)					

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse
WGL, 1210, 50 KW , OLDIES	CBS, \$ 105.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	NBN, \$ 45.00 (McGuild)	Unity
WHAT, 1340, 1 KW , BLACK	, \$ 42.00 (K & P)	
WIP , 610, 5 KW (DA-1) , SPORTS/TALK	MBS, \$ 59.00 (Katz)	
WPN, 950, 5 KW (DA-N) , NOSTALGIA	UNIULT, \$ 140.00 (HMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	, \$ 30.00 (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 (Gospel)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 80.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuild)	
WEGX, 106.1, 22 KW @ 740, CHR	ABC, \$ 140.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, \$ 96.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, \$ 120.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 170.00 (HNWH)	
WMGK, 102.9, 9 KW @ 1180, AC	, \$ 175.00 (HMR)	Greater Media
WMHR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse
WGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 120.00 (CBS)	CBS
WYXR, 104.5, 16 KW @ 873, AC	, \$ 152.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 190.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 865, TALK	ABC, \$ 90.00 (Banner)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, \$ 110.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC, \$ 185.00 (Torbet)	Infinity

WAAF -- SEE WORCESTER

Miscellaneous: WSNF-F to WYXR (Jan) . . .

PHOENIX

Arbitron Rank/Pop (12+): 22/1,786,000

MSA Rank/Pop: 19/2,180,000

AD: # 20

Average Person Ratings: 16.3

Market TSL: 21.25 hours

Stations: 26/26

Diaries: 1758/1016:1/55.5%

Sample Target: 1695

% Below Line: 0.0

% Not Listed: 7.6

1990 Revenue: \$72,300,000

HH Inc.: \$32,545

Retail \$: 17.0 Bill

Pop per Station: 68,692

#1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cumo	
1. KNIX-F (C)	302/10.4	10.5	11.0	9.8	9.1	10.4	366/4995	4173/23.4	22.6	20.4	10.2	317	3636	KNIX-F
2. KUPD-F (AOR)	217/ 7.4	5.3	6.4	6.7	6.7	6.4	250/3364	2919/16.3	15.0	14.4	7.5	234	2497	KUPD-F
3. KTAR (N/T)	196/ 6.7	10.6	8.8	7.6	8.6	8.4	203/3791	3622/20.3	21.6	20.5	7.3	225	2658	KTAR
4. KMLE-F (C)	192/ 6.6	5.6	4.3	5.1	4.6	5.4	214/2653	2481/13.9	9.2	9.6	6.9	214	1804	KMLE-F
5. KKLT-F (AC)	162/ 5.6	5.7	6.2	5.5	5.1	5.8	179/2877	2603/14.6	15.9	13.5	2.2	67	1477	KKLT-F
6. KSLX-F (CL AOR)	143/ 4.9	3.8	4.7	5.4	3.5	4.7	169/2727	2443/13.7	12.1	11.0	3.5	109	1783	KSLX-F
7. KOY -F (CHR)	139/ 4.8	4.2	4.0	4.7	4.7	4.4	149/3082	2803/15.7	15.8	16.6	6.2	192	3598	KOY -F
8. KKFR-F (CHR)	135/ 4.6	4.9	4.1	4.1	4.2	4.4	152/2989	2676/15.0	11.8	13.0	6.9	213	3146	KKFR-F
9. KFYI (N/T)	132/ 4.5	4.5	3.2	3.8	2.9	4.0	145/1857	1688/ 9.5	8.1	7.3	4.0	124	1575	KFYI
10. KOY (BB)	124/ 4.3	3.5	2.1	2.8	3.1	3.2	129/1709	1599/ 9.0	6.1	7.7	2.6	80	1041	KOY
11. KMEO-F (SAC)	117/ 4.0	3.8	5.6	3.9	5.4	4.3	119/1770	1708/ 9.6	10.2	12.2	1.4	42	840	KMEO-F
12. KVRV-F (AC)	100/ 3.4	3.3	3.8	4.3	3.1	3.7	105/2766	2610/14.6	14.8	14.6	4.3	133	2790	KVRV-F
13. KMXX-F (AC)	97/ 3.3	2.8	3.0	3.9	4.4	3.3	104/2079	1890/10.6	10.3	9.7	4.0	123	1260	KMXX-F
14. KESZ-F (AC)	95/ 3.3	3.3	4.4	4.4	4.2	3.8	97/1777	1741/ 9.7	11.4	9.3	2.5	79	854	KESZ-F
15. KOOL-F (O)	88/ 3.0	3.7	2.8	2.7	4.3	3.0	100/1862	1703/ 9.5	9.0	13.0	3.5	107	1210	KOOL-F
KDKB-F (AOR)	88/ 3.0	3.4	3.1	3.3	4.5	3.2	102/2194	1993/11.2	10.9	11.2	4.2	130	1760	KDKB-F
17. KONC-F (CL)	69/ 2.4	1.4	1.4	0.7	1.6	1.5	69/936	921/ 5.2	3.5	4.1	0.7	21	511	KONC-F
18. KGRX-F (AOR)	62/ 2.1	1.4	1.4	0.4	0.7	1.3	85/994	823/ 4.6	3.6	3.1	2.9	89	776	KGRX-F
19. KLFF (BB)	44/ 1.5	2.2	2.4	2.3	1.5	2.1	45/773	763/ 4.3	4.1	4.1	1.9	58	514	KLFF
20. KUKQ (AOR)	43/ 1.5	1.3	1.0	2.0	1.7	1.5	43/604	604/ 3.4	3.5	4.0	2.9	90	1083	KUKQ
KOOL (O)	43/ 1.5	1.4	1.5	1.5	2.1	1.5	46/820	772/ 4.3	3.7	5.3	2.4	73	767	KOOL
22. KXAM (BB)	41/ 1.4	0.5	0.6	0.8	0.6	0.6	45/540	518/ 2.9	1.9	1.8	0.5	15	268	KXAM
23.														
24.														
25.														

12+ FM SHARE (METRO): 74.49% (2006 of 2693; (SPG 90: 71.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKFR-F<	1 KUPD-F>	1 KUPD-F<	1 KNIX-F>	1 KNIX-F>	1 KNIX-F	1 KTAR	1 KNIX-F>	1 KNIX-F>	1 KUPD-F	1 KTAR
2 KOY -F>>	2 KMLE-F<	2 KNIX-F	2 KMLE-F<	2 KMLE-F	2 KTAR >	2 KNIX-F>	2 KUPD-F	2 KUPD-F	2 KNIX-F	2 KFYI >>
3 KUPD-F	3 KSLX-F	3 KMLE-F	3 KSLX-F<	3 KSLX-F	3 KOY <	3 KUPD-F>	3 KMLE-F	3 KMLE-F	3 KMLE-F	3 KNIX-F
4	4 KNIX-F	4 KSLX-F	4 KUPD-F	4 KUPD-F<	4 KFYI	4 KFYI <	4 KKLT-F	4 KKLT-F	4 KMLE-F	4 KUPD-F
5	5 KKFR-F<	5 KKLT-F	5 KKLT-F	5 KKLT-F	5 KKLT-F<	5 KMLE-F	5 KSLX-F	5 KSLX-F	5 KTAR	5 KMLE-F
6	6 KOY -F<	6 KMXX-F<	6 KMXX-F	6 KTAR <	6 KMEO-F<	6 KKFR-F<	6 KTAR <	6 KOY -F	6 KKLT-F<	6 KESZ-F
7	7 KDMB-F	7 KVRV-F	7	7 KMXX-F	7 KMLE-F	7 KKLT-F<	7 KOY	7 KTAR	7 KOY -F	7
8	8	8	8	8	8	8 KOY -F	8	8	8	8
		KKFR-F								
		KESZ-F								
		KDKB-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 KUPD-F	1 KUPD-F	1 KKLT-F<	1 KNIX-F	1 KNIX-F>		1 KUPD-F>>	1 KUPD-F>>	1 KUPD-F	1 KUPD-F	1 KNIX-F>
2 KVRV-F	2 KMLE-F	2 KUPD-F	2 KMLE-F	2 KKLT-F<		2 KGRX-F<	2 KSLX-F<	2 KDKB-F	2 KNIX-F	2 KUPD-F
KOY -F	3 KVRV-F	3 KNIX-F	3 KKLT-F	3 KMLE-F		3 KKFR-F	3 KDKB-F	3 KNIX-F<	3 KSLX-F	3 KMLE-F<
4 KMLE-F>	4 KOY -F<	4 KMXX-F	4 KESZ-F	4 KESZ-F		4 KOY -F>	4 KNIX-F<	4 KSLX-F	4 KMLE-F	4 KSLX-F
5 KNIX-F	5 KNIX-F	5 KSLX-F	5 KUPD-F	5 KMXX-F<		5 KSLX-F	5 KGRX-F	5 KMLE-F>	5 KDKB-F	5 KTAR
6 KKFR-F	6 KKLT-F	6 KMXX-F	6 KMXX-F<	6 KMEO-F		6 KMLE-F	6 KMLE-F	6 KGRX-F	6 KGRX-F	6 KDKB-F>
KESZ-F	7 KSLX-F<	7 KESZ-F	7 KVRV-F	7 KSLX-F<		7 KNIX-F	7	7	7 KTAR	7 KMXX-F
8 KKLT-F	8 KMXX-F	8	8	8 KOOL-F		8 KDKB-F	8	8	8	8
		9 KVRV-F								
		10 KKFR-F								

PHOENIX

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		274 (2)	274 (2)	10.2	12.8	KCWW 1580 Tempe/Phoenix	0.4/1.9/ 11/ 389
AOR/CLASSIC	43 (1)	510 (4)	553 (5)	20.5	17.5	KMEO 740 Phoenix	0.9/2.9/ 27/ 538
AC/OLDIES/SOFT ROCK	43 (1)	659 (6)	702 (7)	26.1	21.3	KPHX 1480 Phoenix	0.4/1.2/ 13/ 267
MOR/VARIETY						KVVA 860 Phoenix	0.5/1.5/ 26/ 347
COUNTRY	11 (1)	494 (2)	505 (3)	18.8	16.4		
BLACK/URBAN							
BEAUTIFUL/EASY	26 (1)		26 (1)	1.0	6.6		
NEWS/TALK	328 (2)		328 (2)	12.2	12.4		
NOSTALGIA	209 (3)		209 (3)	7.8	5.6		
RELIGION/GOSPEL					0.5		
SPANISH	27 (2)		27 (2)	1.0	4.5		
CLASSICAL		69 (1)	69 (1)	2.6	1.7		
JAZZ/NEW AGE					0.7		
UNKNOWN/OTHERS							
	687 (11)	2006 (15)	2693 (26)				

AM STATIONS

KFYI , 910, 5 KW (DA-N) , News/Talk	CBS, \$ 49.00 (Durpetti)	Broadcast Group
KLFF , 1360, 5 KW/1 KW (DA-N), Nostalgia	NBC, \$ 31.00 (---)	
KOOL , 960, 5 KW (DA-N) , Oldies	SMN, \$ NA (HNWH)	Adams
KOY , 550, 5 KW/1 KW , Nostalgia	UNISUP UNILUT, \$ 40.00 (Christal)	Edens
KPHX , 1480, 1 KW/500W (DA-2), Hispanic	, \$ 26.00 (Caballero)	
KSUN , 1400, 1 KW , Hispanic	, \$ 25.00 (Caballero)	
KTAR , 620, 5 KW (DA-N) , News/Talk	ABC, \$175.00 (CBS)	Pulitzer
KUKQ , 1060, 5 KW/500 W (DA-N), AOR	, \$ 27.00 (Banner)	
KVVA , 860, 1 KW (DA-N) , Hispanic	, \$ 25.00 (Lotus)	
KXEG , 1010, 1 KW/250 W , Religion	, \$ 10.00 (---)	Mid-America Gospel

FM STATIONS

KDKB , 93.3, 100 KW @ 1540 , AOR	, \$ 65.00 (Torbet)	Sandusky
KESZ , 99.9, 100 KW @ 1674 , AC	, \$ 68.00 (Banner)	
KGRX , 100.3, 90 KW @ 2047 , Jazz/NAC	ABC UNIPWR, \$ 35.00 (Roslin)	(GLOBE)
KKFR , 92.3, 100 KW @ 1647 , CHR	, \$ 70.00 (Durpetti)	Broadcast Group
KKLT , 98.7, 100 KW @ 1788 , AC	, \$108.00 (CBS)	Pulitzer
KMEO , 96.9, 100 KW @ 1560 , EZ	, \$ 97.00 (Group W)	Bonneville
KMLE , 107.9, 100 KW @ 1736 , Country	, \$ 68.00 (Eastman)	Shamrock
KHXX , 101.5, 100 KW @ 1740 , AC	, \$ 70.00 (MMR)	EZ
KNIX , 102.5, 100 KW @ 1620 , Country	, \$215.00 (Katz)	Buck Owens
KONC , 106.3, 2.5 KW @ 324 , Classical	NBC, \$ 37.00 (CHBS)	(SUN CITY)
KOOL , 94.5, 100 KW @ 1655 , Oldies	, \$111.00 (HNWH)	Adams
KDY , 95.5, 100 KW @ 1570 , CHR	, \$ 88.00 (Christal)	Edens
KSLX , 100.7, 100 KW @ 1840 , Classic AOR	, \$ 80.00 (Eastman)	Cook Inlet
KVVA , 107.1, 2.5 KW @ 320 , Hispanic	, \$ 30.00 (Lotus)	(APACHE JUNCTION)
KVRY , 104.7, 100 KW @ 1550 , AC	, \$120.00 (Mc-Guild)	Nationwide
KUPD , 97.9, 100 KW @ 1620 , AOR	, \$ 90.00 (Banner)	

Miscellaneous: KZZP to KVRY and format from CHR to AC . . . KMEO A/F sold from Westinghouse to Bonneville for \$12,000,000 (Star) . . . KVVA A/F sold to American Broadcast System for \$6,000,000 (e) . . .

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,951,300
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 32/30
 Diaries: 1936/1008:1/56.5%
 Sample Target: 1850
 % Below Line: 0.8
 % Not Listed: 9.8

1990 Revenue: \$54,400,000
 HH Inc.: \$30,643
 Retail \$: 14.0 Btl
 Pop per Station: 65,043
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KDKA (FS)	482/14.2	13.3	14.9	14.2	13.2	14.1	584/8071	6268/32.1	32.5	33.2	13.0	429	6498 KDKA
2. WOVE-F (AOR)	345/10.2	8.6	8.8	9.7	9.8	9.3	511/6066	3990/20.4	19.3	19.3	11.5	381	4016 WOVE-F
3. WWSW-AF (O)	270/ 8.0	8.3	8.1	6.4	7.7	7.7	346/4833	3698/19.0	19.6	19.8	7.4	225	3002 WWSW-AF
4. WBZZ-F (CHR)	244/ 7.2	7.9	6.9	8.6	8.4	7.7	301/5676	4363/22.4	16.7	24.1	9.0	299	4999 WBZZ-F
5. WLTJ-F (SAC)	177/ 5.2	4.5	3.9	5.0	3.8	4.7	193/2589	2193/11.2	10.6	10.5	2.4	78	1260 WLTJ-F
6. WAMO-F (B)	154/ 4.5	5.1	5.2	5.8	6.7	5.2	170/2507	2201/11.3	11.0	12.8	10.1	333	2875 WAMO-F
7. WXP-F (CHR)	153/ 4.5	3.8	3.2	2.2	1.6	3.4	181/2991	2523/12.9	10.5	7.5	5.0	164	2729 WXP-F
8. WDSY-F (C)	148/ 4.4	4.2	4.7	4.9	5.8	4.6	206/2654	2007/10.3	10.1	11.8	4.1	136	1769 WDSY-F
9. WTAE (T)	146/ 4.3	4.9	5.4	5.0	5.7	4.9	148/2421	2317/11.9	15.2	12.9	3.3	110	1456 WTAE
10. WSHH-F (SAC)	142/ 4.2	6.5	5.2	5.1	5.5	5.3	173/2968	2370/12.1	14.8	14.2	4.4	147	1881 WSHH-F
11. WHTX-F (AC)	135/ 4.0	4.1	3.5	2.8	3.7	3.6	146/2305	2068/10.6	11.3	10.1	2.8	94	1456 WHTX-F
12. WEZE-F (EZ/SAC)	122/ 3.6	2.6	4.1	3.3	2.9	3.4	144/1779	1403/ 7.2	6.9	6.8	2.0	65	851 WEZE-F
13. WJAS (BB)	121/ 3.6	3.7	4.0	3.5	3.9	3.7	122/1683	1614/ 8.3	8.0	8.3	2.0	65	851 WJAS
14. WMYG-F (CL AOR)	119/ 3.5	2.7	3.7	4.6	4.2	3.6	145/2664	2203/11.3	10.2	12.9	4.6	151	1895 WMYG-F
15. KQV (N)	52/ 1.5	2.3	1.7	1.8	1.9	1.8	54/1337	1293/ 6.6	6.0	7.3	1.5	51	1043 KQV
16. WMBS (FS)	40/ 1.2	1.1	1.2	1.1	1.0	1.2	42/395	327/ 1.7	2.2	2.0	0.3	10	319 WMBS
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 68.32% (2090 of 3059) (SPG 90: 69.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WOVE-F>>	1 WOVE-F>	1 WOVE-F	1 WWSW-AF	1 KDKA >>	1 KDKA >	1 WOVE-F	1 WOVE-F	1 KDKA >>	1 KDKA >>
2 WXP-F	2 WBZZ-F	2 WWSW-AF	2 WWSW-AF	2 WOVE-F	2 WWSW-AF	2 WOVE-F	2 WWSW-AF	2 KDKA	2 WOVE-F	2 WOVE-F>
3 WAMO-F	3 WXP-F	3 WBZZ-F	3 WLTJ-F	3 KDKA <	3 WLTJ-F	3 WBZZ-F	3 KDKA	3 WWSW-AF	3 WBZZ-F	3 WDSY-F
4	4 WMYG-F	4 WLTJ-F	4 WBZZ-F	4 WLTJ-F	4 WTAE	4 WWSW-AF	4 WBZZ-F	4 WBZZ-F	4 WAMO-F	4 WWSW-F
5	5 WWSW-AF	5 WXP-F	5 KDKA <	5 WBZZ-F	5 WSHH-F	5 WLTJ-F	5 WLTJ-F	5 WXP-F	5 WWSW-AF	5 WMYG-F
6	6 WAMO-F	6 WAMO-F	6 WHTX-F	6 WHTX-F	6 WJAS	6 WHTX-F	6 WSHH-F	6 WXP-F	6 WXP-F	6 WAMO-F
7	7	7 WHTX-F	7	7	7 WEZE-F	7 WTAE	7 WTAE	7 WSHH-F	7	7

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 WOVE-F	1 WOVE-F	1 WBZZ-F	1 WBZZ-F	1 WWSW-AF	1 WOVE-F>>	1 WOVE-F>>	1 WOVE-F>>	1 WOVE-F>>	1 WOVE-F>
2 WBZZ-F	2 WBZZ-F	2 WOVE-F	2 WOVE-F	2 WLTJ-F	2 WBZZ-F	2 WMYG-F	2 WWSW-AF	2 WWSW-AF	2 WWSW-AF
3 WXP-F	3 WXP-F	3 WAMO-F	3 WWSW-AF	3 WBZZ-F	3 WXP-F	3 WWSW-AF	3 WMYG-F	3 KDKA <	3 KDKA >
4 WMYG-F	4 WAMO-F	4 WWSW-AF	4 WLTJ-F	4 KDKA	4 WMYG-F	4 WXP-F	4 WXP-F	4 WBZZ-F	4 WDSY-F
5 WAMO-F	5 WMYG-F	5 WLTJ-F	5 WAMO-F	5 WSHH-F	5 WAMO-F	5	5	5 WMYG-F	5 WHTX-F
6	6 WWSW-AF	6 WMYG-F	6 WXP-F	6 WAMO-F	6	6	6 WHTX-F	6 WHTX-F	6 WMYG-F
7	7 WLTJ-F	7 WXP-F	7 WSHH-F	7 WOVE-F	7	7	7 WDSY-F	7	7 WTAE

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		445 (5)	445 (5)	14.5	12.3	WBCW 1530 Jeanette	0.3/0.6/ 11/ 127
AOR/CLASSIC		464 (2)	464 (2)	15.2	15.4	WBVP 1230 Beaver Falls	0.3/1.2/ 10/ 252
AC/OLDIES/SOFT ROCK	29 (1)	705 (5)	734 (6)	24.0	17.7	WCVI 1340 Connellsville	0.4/0.9/ 14/ 181
MOR/VARIETY	572 (6)		572 (6)	18.7	15.6	WCXJ 1550 Braddock/Pitts	0.3/0.7/ 11/ 134
COUNTRY	11 (1)	174 (3)	185 (4)	6.0	7.8	WEPP 1080 Pittsburgh	0.4/1.6/ 17/ 408
BLACK/URBAN		154 (1)	154 (1)	5.0	7.4	WELA-F 104.3 E Liverpool	0.4/0.6/ 54/ 549
BEAUTIFUL/EASY		122 (1)	122 (1)	4.0	9.3	WESA-F 98.3 Charleroi	0.3/1.4/ 10/ 286
NEWS/TALK	210 (3)		210 (3)	6.9	8.3	WHJB 620 Greensburg/Pitt	0.5/1.9/ 17/ 407
NOSTALGIA	121 (1)		121 (1)	4.0	4.3	WIXZ 1360 McKeesport/Pitt	0.3/1.4/ 11/ 299
RELIGION/GOSPEL	26 (2)	26 (1)	52 (3)	1.7	1.4	WPIT 730 Pittsburgh	0.4/2.0/ 16/ 427
SPANISH						WPIT-F 101.5 Pittsburgh	0.8/3.7/ 40/ 989
CLASSICAL					0.4	WSSZ-F 107.1 Greensburg/Pitt	0.6/2.6/ 21/ 548
JAZZ/NEW AGE						WYTK-F 95.3 Washington	0.4/1.2/ 15/ 280
UNKNOWN/OTHERS						WRKY-F 103.5 Steubenville	0.4/1.7/ 47/ 925
	969 (14)	2090 (18)	3059 (32)			WVAQ-F 101.9 Morgantown	0.5/1.0/ 99/ 997

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	,	Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV,	1410,	5 KW (DA-2)	,	Business News	CBS UNIULT, \$ 41.00	(---)	
WEPP,	1080,	50 KW (Days, DA)	,	Oldies	UNIPWR BRN, \$ NA	(Durpetti)	Entercom
WJAS,	1320,	5 KW (DA-N)	,	Nostalgia	UNISUP CNN, \$ 40.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	,	MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	,	Religion	, \$ NA	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	,	News/Talk	ABC MBS, \$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	,	See WWSW-FM			
WVJZ,	860,	1 KW (Days, DA)	,	??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO,	105.9,	72 KW @ 430	,	Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547	,	CHR	, \$147.00	(Banner)	EZ
WDSV,	107.9,	50 KW @ 500	,	Country	UNIPWR, \$ 57.00	(Durpetti)	Entercom
WDVE,	102.5,	55 KW @ 816	,	AOR	SOURCE, \$109.00	(Christal)	Great American
WEZE,	104.7,	50 KW @ 500	,	EZ	, \$ 40.00	(---)	
WHTX,	96.1,	50 KW @ 500	,	AC	ABC, \$ 88.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 894	,	Soft AC	, \$ 54.00	(Torbet)	
WXP,	100.7,	50 KW @ 492	,	CHR/Dance	ABC, \$ 40.00	(Durpetti)	Signature
WYMG,	96.9,	45 KW @ 162	,	Rock AC	ABC, \$ 60.00	(MMR)	
WPIT,	101.5,	48 KW @ 505	,	Religion	, \$ NA	(---)	Pyramid
WSSH,	99.7,	11 KW @ 927	,	Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 810	,	Oldies	ABC, \$128.00	(Mc-Guild)	Shamrock

Miscellaneous: WEEP - from Oldies to Business News . . . WYMG - from Classic AOR to Rock/AC . . . WWSW sold by Universal for \$750,000

PORTLAND, ME

Arbitron Rank/Pop (12+): 156/201,400

WSA Rank/Pop: 183/240,000

ADI # 74

Average Person Ratings: 16.5

Market TSL: 21.75 hours

Stations: 19/17

Diaries: 594/339:1/54.7%

Sample Target: 590

% Below Line: 3.0

% Not Listed: 13.5

1990 Revenue: \$10,200,000

HH Inc.: \$35,573

Retail \$: 3.2 Bil

Pop per Station: 11,847

#1 Biller: WPOR-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WBLM-F (AOR)	44/13.2	12.8	15.2	12.6	9.9	----	135/1736	531/26.4	27.2	30.4	21.3	68	740
2. WPOR-AF (C)	43/12.9	14.7	15.5	14.1	16.6	----	107/1343	537/26.7	26.3	26.0	17.0	49	407
3. WGAN (FS)	30/ 9.0	6.1	5.7	5.5	3.6	----	35/530	389/19.3	16.8	12.9	5.6	18	315
4. WMGX-F (CL AOR)	26/ 7.8	10.4	9.2	10.7	10.5	----	49/797	418/20.8	20.1	21.3	7.8	25	387
5. WHOM-F (SAC)	23/ 6.9	4.0	4.1	3.7	5.4	----	91/1124	291/14.4	11.5	13.9	2.5	8	198
6. WTHT-F (CHR)	21/ 6.3	4.0	4.7	4.0	6.3	----	57/954	377/18.7	14.8	12.8	9.4	30	409
7. WYNZ-AF (O)	19/ 5.7	6.1	3.1	8.6	9.6	----	24/444	311/15.4	12.9	12.2	3.8	12	173
8. WKZS-F (AC)	19/ 5.7	6.4	5.7	5.2	3.9	----	69/977	336/16.7	16.0	16.4	3.4	11	276
9. WLAM (BB)	15/ 4.5	4.0	4.1	----	----	----	23/323	148/ 7.3	8.5	7.8	2.2	7	97
10. WWGT-F (CHR)	11/ 3.3	3.4	5.7	4.0	5.4	----	17/442	263/13.1	12.9	15.5	1.9	6	285
11. WCLZ-F (J/NA)	10/ 3.0	2.1	3.5	4.6	1.8	----	24/344	140/ 7.0	7.7	9.9	3.1	10	165
12. WBZ (N/T)	6/ 1.8	1.2	0.6	0.9	1.2	----	16/327	120/ 6.0	4.7	4.2	0.9	3	75
13. WXGL-F (O)	6/ 1.8	1.5	2.2	1.2	1.8	----	22/426	106/ 5.3	5.9	5.2	1.9	6	79
14. WPKM-F (CL)	6/ 1.8	1.8	1.9	2.8	1.5	----	7/183	134/ 6.7	6.3	7.5	1.9	6	79

12+ FM SHARE (METRO): 78.82% (227 of 288) (SPG 90: 84.53%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F>>	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F	1 WBLM-F	1 WPOR-AF>	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F	1 WGAN >>
2 WBLM-F>	2 WMGX-F>>	2 WMGX-F	2 WMGX-F	2 WPOR-AF	2 WGAN <	2 WBLM-F	2 WBLM-F	2 WPOR-AF	2 WGAN	2 WBZ >
3 WWGT-F	3 WTHT-F	3 WPOR-AF>	3 WPOR-AF	3 WMGX-F>	3 WHOM-F	3 WGAN >	3 WGAN	3 WMGX-F	3 WPOR-AF	3 WPOR-F
4	WKZS-F	4 WKZS-F	4 WKZS-F	4 WKZS-F	4 WYNZ-AF	4 WMGX-F	4 WMGX-F	4 WTHT-F	4 WTHT-F	4
5	5 WGAN	5 WGAN	5 WGAN	5 WYNZ-AF	5 WLAM	5 WHOM-F	5	5 WKZS-F	5	5

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 WTHT-F	1 WMGX-F	1 WMGX-F	1 WMGX-F	1 WPOR-AF	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>
WMGX-F	2 WBLM-F	2 WBLM-F>	2 WPOR-AF	2 WMGX-F	2 WTHT-F	2 WMGX-F>	2 WMGX-F>	2 WMGX-F	2 WPOR-AF
WKZS-F	3 WKZS-F	3 WPOR-AF	3 WKZS-F	3 WKZS-F	3	3 WGAN	3 WGAN	3 WPOR-AF	3 WMGX-F>
WBLM-F>	4 WTHT-F	4 WKZS-F>	4 WBLM-F	4 WCLZ-F	4	4	4	4 WGAN	4 WGAN
5 WWGT-F	5 WPOR-AF	5 WWGT-F	5 WTHT-F	5 WBLM-F	5	5	5	5	5 WYNZ-AF

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		32 (2)	32 (2)	11.1	12.5	WKRH-F 105.9 Bath	0.6/2.1/ 11/ 213
ACR/CLASSIC	3 (1)	74 (3)	77 (4)	26.7	19.6	WLPZ 1440 Westbrook/Port.	0.9/3.6/ 5/ 90
AC/OLDIES/SOFT ROCK	5 (1)	62 (4)	67 (5)	23.3	24.2		
MOR/VARIETY	30 (1)		30 (1)	10.4	7.5	WTOS-F 105.1 Skowhegan	1.2/3.3/ 25/ 384
COUNTRY	2 (1)	41 (1)	43 (2)	14.9	18.5		
BLACK/URBAN							
BEAUTIFUL/EASY					4.9		
NEWS/TALK	6 (1)		6 (1)	2.1	0.4		
NOSTALGIA	15 (1)		15 (1)	5.2	4.9		
RELIGION/GOSPEL					0.8		
SPANISH							
CLASSICAL		6 (1)	6 (1)	2.1	2.3		
JAZZ/NEW AGE		10 (1)	10 (1)	3.5	4.2		
UNKNOWN/OTHERS		2 (1)	2 (1)	0.7	0.4		
	61 (6)	227 (13)	288 (19)				

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR/FULL SER.	NBC ABC, \$ 19.00 (Katz)	Saga
WLAM, 870, 10 KW/1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 14.00 (HNWH)	
WBLM-F, 102.9, 100 KW @ 1460, AOR		, \$ 55.00 (McGuilld)	Fuller-Jeffrey
WCLZ-F, 98.9, 48 KW @ 400, JAZZ/NAC		, \$ 20.00 (Christal)	
WHOM-F, 94.9, 48 KW @ 3760, SAC		, \$ 47.00 (Christal)	Barnstable (MT.WASHINGTON)
WKZS-F, 99.9, 30 KW @ 650, AC		UNISUP, \$ 34.00 (HNWH)	(AUBURN)
WMGX-F, 93.1, 50 KW @ 440, CL AOR		, \$ 38.00 (Katz)	Saga
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL		, \$ 20.00 (CMBS)	
WPOR-F, 101.9, 33 KW @ 607, COUNTRY		ABC, \$ 60.00 (McGuilld)	
WTHT-F, 107.5, 35 KW @ 606, CHR		UNIPWR, \$ 26.00 (Banner)	Beacon (LEWISTON)
WWGT-F, 97.9, 16 KW @ 900, CHR		, \$ 25.00 (Christal)	Porter
WXGL-F, 93.9, 27 KW @ 640, OLDIES		, \$ 21.00 (Torbet)	(LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES		UNISUP, UNIULT, \$ 22.00 (Eastman)	Buckley

Miscellaneous: WHOM reclassified as Soft AC . . . WMGX-F from Oldies/AC to Classic AOR . . . WKZN changes to WLAM . . . WLPZ,WWGT-F sold for \$1,100,000 (New England) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,366,200

MSA Rank/Pop: 42/1,430,000

ADI # 27

Average Person Ratings: 15.8

Market TSL: 21.00 hours

Stations: 24/22

Diaries: 1512/904:1/55.2%

Sample Target: 1505

% Below Line: 0.7

% Not Listed: 12.9

1990 Revenue: \$48,400,000

HH Inc.: \$32,021

Retail \$: 11.6 Bill

Pop per Station: 62,100

#1 Biller: KKCW-F \$7,000,000

										12+ METRO						
12+ METRO		1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 90	SPG 90		Birch Share	Birch AQH	Birch Cume	
1.	KEX (FS)	218/10.1	10.1	8.6	6.2	8.8	8.8	242/4712	4197/30.7	20.8	24.9		9.4	207	4394	KEX
2.	KKRZ-F (CHR)	198/ 9.2	7.3	8.1	10.1	8.9	8.7	211/3487	3180/23.3	20.3	22.2		10.1	223	3603	KKRZ-F
3.	KUPL-F (C)	188/ 8.7	8.7	9.1	8.5	9.0	8.8	244/2530	2129/15.6	15.7	14.8		8.0	177	2042	KUPL-F
4.	KINK-F (AOR)	176/ 8.2	6.7	5.9	6.7	6.2	6.9	180/2244	2137/15.6	13.7	14.2		7.3	162	1876	KINK-F
5.	KKCW-F (AC)	153/ 7.1	7.1	7.6	8.0	7.0	7.4	159/1952	1826/13.4	17.1	17.9		6.0	132	1620	KKCW-F
6.	KUFO-F (AOR)	150/ 7.0	4.7	5.5	6.3	4.7	5.9	163/2239	1973/14.4	13.1	12.1		8.5	187	2156	KUFO-F
7.	KKSJ-F (O)	106/ 4.9	6.4	6.3	4.4	5.6	5.5	140/2419	1974/14.4	16.4	13.7		4.3	95	1880	KKSJ-F
8.	KXL (N/T)	93/ 4.3	4.9	5.5	4.0	5.6	4.7	103/1852	1591/11.6	12.6	13.6		4.8	106	1363	KXL
9.	KGON-F (AOR)	90/ 4.2	3.1	4.1	4.0	4.9	3.8	112/1988	1709/12.5	10.6	12.0		6.3	140	2157	KGON-F
10.	KKSN (BB)	68/ 3.2	2.1	3.0	4.2	4.1	3.1	72/916	846/ 6.2	6.3	8.6		2.1	47	501	KKSN
11.	KXYQ-F (CHR)	63/ 2.9	3.5	3.6	5.0	4.3	3.8	90/2298	1708/12.5	12.7	14.7		3.4	76	1923	KXYQ-F
	KXL -F (SAC)	63/ 2.9	3.7	4.5	3.8	4.5	3.7	74/1310	1131/ 8.3	11.0	10.2		3.1	69	882	KXL -F
	KWJJ-F (C)	63/ 2.9	2.9	3.0	3.0	2.5	3.0	70/1298	1144/ 8.4	7.2	7.6		2.0	45	757	KWJJ-F
14.	KGW (N/T)	61/ 2.8	3.2	2.7	1.7	2.4	2.6	67/1232	1075/ 7.9	6.7	8.0		2.7	60	1267	KGW
15.	KMXI-F (AC)	51/ 2.4	2.0	1.3	2.2	1.6	2.0	56/1072	997/ 7.3	6.7	7.4		2.3	51	884	KMXI-F
16.	KPDQ-F (REL)	43/ 2.0	1.3	1.8	1.3	1.3	1.6	46/653	597/ 4.4	5.2	4.9		2.1	47	641	KPDQ-F
17.	KUPL (C)	21/ 1.0	1.3	1.3	0.9	1.1	1.1	26/438	399/ 2.9	3.6	3.8		1.0	21	439	KUPL
18.	KZRC (AOR)	20/ 0.9	0.6	1.1	1.4	0.7	1.0	21/275	244/ 1.8	1.5	1.8		1.1	1	62	KZRC
19.																
20.																

12+ FM SHARE (METRO): 72.29% (1359 of 1880) (SPG 90: 69.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F	1 KINK-F	1 KINK-F	1 KINK-F	1 KEX	1 KEX	1 KUPL-F	1 KKRZ-F	1 KEX	1 KINK-F
2	2 KKRZ-F	2 KUFO-F	2 KKCW-F	2 KKCW-F	2 KEX	2 KUPL-F	2 KUFO-F	2 KUFO-F	2 KKRZ-F	2 KEX
3	3 KINK-F	3 KKRZ-F	3 KEX	3 KKCW-F	3 KXL	3 KINK-F	3 KKCW-F	3 KUPL-F	3 KINK-F	3 KKCW-F
4	4 KKCW-F	4 KKCW-F	4 KUPL-F	4 KUPL-F	4 KINK-F	4 KKRZ-F	4 KINK-F	4 KEX	4 KUFO-F	4 KGW
5	5 KGON-F	5 KUPL-F	5 KUFO-F	5 KUFO-F	5 KKSJ-F	5 KKSJ-F	5 KEX	5 KKCW-F	5 KKCW-F	5 KUPL-F
6	6 KEX	6 KEX	6 KKSJ-F	6 KKSJ-F	6 KKSJ	6 KXL	6 KKRZ-F	6 KKCW-F	6 KUPL-F	6 KKRZ-F
7	7 KUPL-F	7 KKSJ-F	7 KGON-F	7 KGON-F	7 KKCW-F	7	7 KKSJ-F	7 KKSJ-F	7	7
		8 KGON-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 KKRZ-F>>	1 KKRZ-F	1 KINK-F	1 KKCW-F	1 KKCW-F	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KINK-F
2 KUFO-F	2 KKCW-F	2 KKCW-F	2 KKRZ-F	2 KINK-F	2 KKRZ-F>>	2 KINK-F	2 KINK-F	2 KKRZ-F	2 KUFO-F
3 KKCW-F	3 KINK-F	3 KKRZ-F	3 KINK-F	3 KUPL-F	3 KEX	3 KKRZ-F	3 KGON-F	3 KEX	3 KEX
4 KUPL-F	4 KUFO-F	4 KUFO-F	4 KUPL-F	4 KEX	4 KXYQ-F	4 KGON-F	4 KEX	4 KGON-F	4 KGON-F
5 KXYQ-F	5 KUPL-F	5 KEX	5 KKSJ-F	5 KKSJ-F	5 KMXI-F	5 KEX	5 KKRZ-F	5 KKRZ-F	5 KKSJ-F
6	6 KXYQ-F	6 KMXI-F	6 KUFO-F	6 KKRZ-F	6 KGON-F	6 KKCW-F	6 KKCW-F	6 KUPL-F	6 KUPL-F
7	7	7 KEX	7 KKSJ-F	7 KUFO-F	7	7 KXYQ-F	7	7 KKSJ-F	7 KKCW-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		261 (2)	261 (2)	13.9	14.8	KBBT 970 Portland	0.5/1.9/ 12/ 276
AOR/CLASSIC	20 (1)	416 (3)	436 (4)	23.2	20.8	KFXJ 1520 Oregon City	0.4/1.4/ 8/ 196
AC/OLOIES/ROCK		373 (4)	373 (4)	19.8	14.2	KPDQ 800 Portland	0.2/1.7/ 4/ 239
MOR/VARIETY	218 (1)		218 (1)	11.6	9.9	KWJJ 1080 Portland	0.8/3.6/ 20/ 594
COUNTRY	38 (2)	266 (4)	304 (6)	16.2	15.8		
BLACK/URBAN					0.5	KFAT-F 106.1 Corvallis	0.4/1.0/ 29/ 408
BEAUTIFUL/EASY					6.3	KRKT-F 99.9 Albany/Corvallis	0.3/1.0/ 25/ 404
NEWS/TALK	162 (3)		162 (3)	8.6	8.9		
NOSTALGIA	68 (1)		68 (1)	3.6	4.6		
RELIGION/GOSPEL	4 (1)	43 (1)	47 (2)	2.5	3.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	11 (1)		11 (1)	0.6	0.6		
	521 (10)	1359 (14)	1880 (24)				

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, MOR/FULL SFR.	ABC, \$ 86.00 (Katz)	Great American
KGW, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 33.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F		
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$ 63.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 23.00 (Torbet)	First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR		, \$ 85.00 (Eastman)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		, \$ 110.00 (MMR)	King
KKCW, 103.3, 100 KW @ 1654, AC		, \$ 120.00 (Durpetti)	Trumper
KKRZ, 100.3, 100 KW @ 1433, CHR		ABC, \$ 100.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1266, OLDIES		UNIULT, \$ 64.00 (Christal)	Heritage
KMXI, 106.7, 100 KW @ 997, AC	ABC, SOURCE	, \$ 48.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$ 20.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 50.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY		APR, \$ 70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC, \$ 44.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 990, EZ/SAC		UNISUP, \$ 57.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC, \$ 52.00 (Torbet)	First Cities (SALEM)

Miscellaneous: KMJK to KMXI . . . KESI to KBBT (May) and from EZ to AOR . . . KGW - now simulcasting w/ KINK-F . . . KLVS sold from Tamarack to Crawford for \$450,000 (Broadmark) . . .

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 110/332,500

Stations: 40/9
Diaries: 813/409:1/54.7%
Sample Target: 750
% Below Line: 48.4
% Not Listed: 12.4

1990 Revenue: \$8,800,000
HH Inc.: \$40,005
Retail \$: 3.8 B11
Pop per Station: 36,944
#1 Biller: WOKQ-F \$2,900,000

MSA Rank/Pop: 141/349,000

Boston ADI

Average Person Ratings: 17.8

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WOKQ-F (C)	71/12.0	13.6	12.0	9.2	9.1	----	104/1012	720/21.7	25.9	26.3			WOKQ-F
2. WHEB-F (AOR)	48/ 8.1	8.2	8.6	11.1	6.3	----	53/764	632/19.0	15.2	18.7			WHEB-F
3. WERZ-F (CHR)	39/ 6.6	6.1	7.5	6.9	5.3	----	44/697	627/18.9	16.1	16.8			WERZ-F
4. WSSH-F (SAC)	31/ 5.2	8.0	6.8	5.5	7.9	----	32/463	457/13.7	19.7	15.9			WSSH-F
5. WRKO (T)	26/ 4.4	4.9	3.0	3.4	4.6	----	30/400	322/ 9.7	10.7	8.7			WRKO
6. WTSN (FS)	24/ 4.1	3.7	2.6	3.2	3.3	----	24/316	316/ 9.5	8.9	8.4			WTSN
7. WBCN-F (AOR)	20/ 3.4	3.3	3.3	3.4	2.4	----	20/348	348/10.5	7.9	8.6			WBCN-F
8. WCQL-F (O)	18/ 3.0	2.6	3.1	3.2	1.2	----	23/406	316/ 9.4	7.6	8.0			WCQL-F
9. WHOM-F (SAC/EZ)	14/ 2.4	3.1	4.0	3.0	3.8	----	40/575	234/ 7.0	10.1	9.4			WHOM-F
WBZ (T)	14/ 2.4	3.3	2.8	5.9	4.1	----	20/368	295/ 8.9	9.1	11.4			WBZ
WBLM-F (AOR)	14/ 2.4	0.9	1.6	0.5	----	----	71/726	241/ 7.2	5.0	6.3			WBLM-F
WHEM-F (AC)	14/ 2.4	1.9	2.6	1.5	2.6	----	14/254	232/ 7.0	5.6	6.4			WHEM-F

13.

14.

15.

12+ FM SHARE (METRO): 82.63% (428 of 518) (SPG 90: 86.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F	1 WHEB-F>	1 WTSN <
2 WZOU-F>	2 WERZ-F>	2 WOKQ-F	2 WHEB-F>	2 WHEB-F	2 WSSH-F	2 WTSN	2 WHEB-F<	2 WBCN-F	2 WOKQ-F	2 WOKQ-F>>
3 WHEB-F	3 WBCN-F>	3 WERZ-F>	3 WERZ-F	3 WSSH-F<	3 WRKO	3 WHEB-F	3 WERZ-F	3 WERZ-F	3 WSSH-F	3 WBZ
4	4 WXS-F	4 WBCN-F	4 WSSH-F	4 WERZ-F	4 WTSN	4 WERZ-F	4 WSSH-F	4 WSSH-F	4 WRKO	4 WBOQ-F
5	5 WBLM-F	5 WCQL-F	5 WCQL-F	5 WCQL-F	5	5	5 WRKO	5 WRKO	5 WERZ-F	5

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 WHEB-F	1 WHEB-F<	1 WERZ-F	1 WERZ-F	1 WOKQ-F>	1 WHEB-F>>	1 WHEB-F>	1 WHEB-F>	1 WHEB-F>	1 WOKQ-F
2 WERZ-F>	2 WERZ-F>>	2 WOKQ-F	2 WOKQ-F	2 WHEB-F	2 WBLM-F	2 WBCN-F>	2 WBCN-F>>	2 WBCN-F	2 WHEB-F>
3 WLYT-F>	3 WXS-F	3 WXS-F	3 WHEB-F>	3 WSSH-F	3 WBCN-F	3 WERZ-F	3 WZLX-F	3 WOKQ-F>	3 WBCN-F>
4 WOKQ-F>	4 WLYT-F	4 WHOM-F>	4 WSSH-F	4 WHEB-F	4 WERZ-F>	4 WZLX-F	4	4 WGIR-F	4 WSSH-F
5 WXS-F	5 WOKQ-F	5 WBLM-F	5	5 WCQL-F	5 WGIR-F	5 WGIR-F	5	5 WRKO	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		68 (4)	68 (4)	13.1	15.1	WCDQ-F 92.1 Sanford	1.0/3.8/ 8/ 260
AOR/CLASSIC		133 (9)	133 (9)	25.7	26.1	WMYF 1540 Exeter	1.7/2.4/ 10/ 80
AC/OLDIES/SOFT ROCK		124 (12)	124 (12)	23.9	23.2	WZNN 930 Rochester/Prtsm	0.3/3.4/ 2/ 128
MOR/VARIETY	34 (2)		34 (2)	6.6	7.7		
COUNTRY		80 (2)	80 (2)	15.4	14.1	WAAF-F 107.3 Worcester/Bostn	1.5/3.9/ 9/ 150
BLACK/URBAN						WBMX-F 98.5 Boston	1.4/6.0/ 8/ 198
BEAUTIFUL/EASY		11 (1)	11 (1)	2.1	7.3	WBOQ-F 104.9 Gloucester	0.5/2.0/ 3/ 66
NEWS/TALK	56 (6)		56 (6)	10.8	5.1	WBOS-F 92.9 Brookline/Bostn	1.0/2.8/ 6/ 92
NOSTALGIA						WCDJ-F 96.9 Boston	0.7/1.7/ 4/ 57
RELIGION/GOSPEL						WCGY-F 93.7 Lawrence/Boston	1.7/7.6/ 10/ 253
SPANISH						WCRB-F 102.5 Waltham/Boston	0.5/1.5/ 3/ 49
CLASSICAL		6 (2)	6 (2)	1.2	1.0	WEET 590 Boston	0.8/5.4/ 7/ 206
JAZZ/NEW AGE		4 (1)	4 (1)	0.8		WFNX-F 101.7 Lynn	0.7/1.4/ 4/ 46
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	0.4	WGIR 610 Manchester	0.3/1.3/ 2/ 42
	90 (8)	428 (32)	518 (40)			WGIR-F 101.1 Manchester	2.0/9.6/ 22/ 403
						WHDH 850 Boston	1.2/5.1/ 10/ 214
						WHOB-F 106.3 Nashua	0.5/3.0/ 3/ 99
						WKNE-F 103.7 Keene	0.3/1.6/ 2/ 54
						WLYT-F 92.5 Haverhill/Bstn	1.9/7.2/ 11/ 257
						WMGX-F 93.1 Portland	0.5/1.5/ 15/ 229
						WODS-F 103.3 Boston	1.7/7.3/ 13/ 278
						WPOR-F 101.9 Portland	1.5/1.5/ 27/ 379
						WVBF-F 105.7 Framingham/Bstn	0.8/2.3/ 5/ 78
						WXS-F 107.9 Medford/Boston	2.2/7.0/ 14/ 262
						WXLO-F 104.5 Fitchburg	0.3/1.8/ 2/ 61
						WZID-F 95.7 Manchester	1.9/4.8/ 12/ 211
						WZLX-F 100.7 Boston	1.7/3.8/ 10/ 128
						WZOU-F 94.5 Boston	2.2/8.5/ 13/ 333
						WZPK-F 103.7 Berlin	0.3/1.3/ 10/ 168

RADIO STATIONS

WZNN, 930, 5 KW (OA-2)	, NOSTALGIA CBS, UNISUP	\$ 14.00 (Christal)	
WTSN, 1270, 5 KW (OA-2)	, MOR/FULL SER. ABC	\$ 21.00 (Torbet)	
WCDQ-F, 92.1, 1 KW @ 526, CL AOR	, \$ 13.00 (Roslin)		(SANFORD, ME)
WCGI-F, 95.3, 1.5 KW @ 467, OLDIES	, \$ 16.00 (Katz)		Sunshine
WERZ-F, 107.1, 2.5 KW @ 356, CHR	, \$ 41.00 (McGuilld)		Precision
WHEB-F, 100.3, 50 KW @ 400, AOR	UPI, \$ 60.00 (Banner)		Knight
WWEM-F, 96.7, 3 KW @ 300, AC	, \$ 19.00 (Christal)		
WOKQ-F, 97.5, 50 KW @ 492, COUNTRY	, \$ 78.00 (McGuilld)		Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710, AC	UNIPWR, \$ 38.00 (Eastman)		(HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston or Portland

Miscellaneous: WKOS to WWEM-F (July 90) . . . WKOS to WJNN (July 90) . . .

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,274,400

MSA Rank/Pop: 59/918,000

AOI # 44

Average Person Ratings: 18.5

Market TSL: 24.75 hours

Stations: 44/26

Diaries: 1462/872:1/51.6%

Sample Target: 1460

% Below Line: 17.5

% Not Listed: 9.5

1990 Revenue: \$27,200,000

HH Inc.: \$34,562

Retail \$: 7.0 Bll

Pop per Station: 49,015

#1 Biller: WPRO-F \$4,700,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WHJY-F (AOR)	183/ 7.8	5.8	7.8	9.5	7.2	7.7	203/2760	2265/17.8	16.9	19.0	8.0	183	2270	WHJY-F
2. WPRO-F (CHR)	176/ 7.5	9.1	9.6	12.0	10.7	9.6	189/3834	3519/27.6	27.2	29.2	11.7	268	3702	WPRO-F
3. WWLI-F (SAC)	168/ 7.1	9.2	8.4	9.8	6.9	8.6	188/2559	2239/17.6	16.7	15.0	5.8	133	1557	WWLI-F
4. WHJJ (N/T)	152/ 6.5	6.2	6.1	4.7	4.8	5.9	154/1794	1773/13.9	14.4	11.6	4.8	109	1134	WHJJ
5. WPRO (T)	142/ 6.0	4.9	5.9	5.9	5.6	5.7	144/2172	2126/16.7	16.3	14.9	3.8	87	1391	WPRO
6. WSNE-F (AC)	137/ 5.8	5.3	5.2	5.3	5.3	5.4	145/2141	1948/15.3	14.1	14.7	5.2	120	1460	WSNE-F
7. WWBB-F (O)	132/ 5.6	4.4	5.9	5.4	6.7	5.3	141/1991	1842/14.5	14.9	17.1	3.6	83	1752	WWBB-F
8. WWRX-F (CL AOR)	105/ 4.5	4.4	3.5	2.5	3.1	3.7	146/2484	1586/12.4	9.9	9.7	4.5	103	1089	WWRX-F
9. WPLM-F (BB)	85/ 3.6	3.7	4.0	3.8	3.9	3.8	153/1701	1057/ 8.3	8.0	8.2	2.3	53	797	WPLM-F
10. WWKX-F (CMR)	72/ 3.1	2.8	2.6	3.7	4.4	3.0	73/1437	1376/10.8	9.0	10.4	4.1	93	1558	WWKX-F
11. WBRU-F (AOR)	71/ 3.0	2.7	1.7	1.9	2.8	2.3	77/1431	1251/ 9.8	7.6	8.0	3.4	78	904	WBRU-F
12. WCTK-F (C)	69/ 2.9	3.7	3.5	3.0	4.0	3.3	96/1060	790/ 6.2	7.4	8.8	2.3	52	696	WCTK-F
13. WFHN-F (CHR)	60/ 2.5	2.1	2.9	2.1	2.5	2.4	67/759	600/ 4.7	5.1	4.6	5.1	117	737	WFHN-F
14. WLKW (EZ)	48/ 2.0	2.5	2.4	0.7	1.0	1.9	48/761	746/ 5.9	4.6	3.6	1.7	38	648	WLKW
15. WHIM (C)	42/ 1.8	3.2	2.2	2.9	2.8	2.5	45/552	544/ 4.3	3.9	5.1	1.3	29	316	WHIM

12+ FM SHARE (METRO): 71.56% (1525 of 2131) (SPG 90: 76.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJJ	1 WPRO	1 WWLI-F	1 WHJJ	1 WPRO-F	1 WHJJ >>
2 WWKX-F	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WHJY-F	2 WWLI-F	2 WPRO-F	2 WHJY-F	2 WWRX-F	2 WHJY-F	2 WPRO >>
3	3 WWRX-F	3 WSNE-F	3 WSNE-F	3 WSNE-F	3 WPRO	3 WHJJ <	3 WHJJ <	3 WWLI-F	3 WWKX-F	3 WWLI-F
4	4 WSNE-F	4 WWRX-F	4 WWBB-F	4 WWBB-F	4 WWBB-F	4 WWLI-F	4 WSNE-F	4 WPRO-F	4 WWRX-F	4 WPRO-F
5	5 WBRU-F	5 WWLI-F	5 WPRO-F	5 WPRO-F	5 WPLM-F	5 WHJY-F	5 WWBB-F	5 WSNE-F	5 WSNE-F	5 WBZ <
6	6	6 WWBB-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WPRO-F	6 WWBB-F	6	6 WPLM-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 WPRO-F	1 WPRO-F	1 WSNE-F	1 WPRO-F	1 WWLI-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F
2 WSNE-F	2 WSNE-F	2 WWLI-F	2 WSNE-F	2 WSNE-F	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F
3 WHJY-F	3 WHJY-F	3 WPRO-F	3 WWLI-F	3 WWBB-F	3 WBRU-F	3 WBRU-F	3 WPRO-F	3 WPRO-F	3 WWBB-F
4 WWKX-F	4 WWLI-F	4 WHJY-F	4 WWBB-F	4 WPRO-F	4 WPRO-F	4 WPRO-F	4 WWBB-F	4 WSNE-F	4 WSNE-F
5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WHJY-F	5 WHJY-F	5 WFHN-F	5	5 WSNE-F	5 WBRU-F	5 WPRO-F
6	6	6	6	6	6	6	6	6 WSNE-F	6 WWLI-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		355 (5)	355 (5)	16.7	16.0	WADK	1540 Newport	0.6/0.9/ 13/	118	
AOR/CLASSIC		433 (6)	433 (6)	20.3	17.8	WALE	990 Providence	1.4/3.4/ 32/	430	
AC/OLDIES/SOFT ROCK		536 (9)	536 (9)	25.2	25.4	WARV	1590 Warwick/Prvdnce	0.3/1.0/ 8/	164	
MOR/VARIETY	8 (1)		8 (1)	0.4	2.6	WBMS	1420 New Bedford	1.2/2.3/ 30/	309	
COUNTRY	42 (1)	69 (1)	111 (2)	5.2	7.5	WHTB	1400 Fall River	0.4/0.8/ 10/	103	
BLACK/URBAN	12 (1)		12 (1)	0.6	4.8	WJFO-F	97.3 New Bedford	0.4/1.1/ 10/	138	
BEAUTIFUL/EASY	48 (1)		48 (1)	2.3	2.6	WNBH	1340 New Bedford	0.5/1.8/ 12/	231	
NEWS/TALK	453 (10)		453 (10)	21.3	14.3	WNRI	1380 Woonsocket	0.3/1.3/ 7/	171	
NOSTALGIA	12 (1)	85 (1)	97 (2)	4.6	4.3	WOTB-F	100.3 Middletown/Prov	0.5/2.4/ 12/	313	
RELIGION/GOSPEL	8 (1)		8 (1)	0.4		WPJB-F	102.7 Narragansett	0.4/1.3/ 12/	208	
SPANISH						WRCP	1290 Providence	0.5/0.8/ 12/	97	
CLASSICAL		18 (1)	18 (1)	0.8	0.7	WWON	1240 Woonsocket	0.3/0.8/ 8/	107	
JAZZ/NEW AGE		19 (2)	19 (2)	0.9	1.2					
UNKNOWN/OTHERS	23 (2)	10 (1)	33 (3)	1.5	2.8	WAAF-F	107.3 Worcester/Bstn	1.1/4.0/ 49/	978	
						WBCN-F	104.1 Boston	1.1/4.0/111/	1347	
						WBHX-F	98.5 Boston	0.6/2.5/ 40/	700	
						WBOS-F	92.9 Brookline/Bstn	0.5/2.3/ 25/	628	
						WBZ	1030 Boston	1.4/4.3/ 78/	1093	
						WCDJ-F	96.9 Boston	0.3/1.6/ 20/	433	
						WCRB-F	102.5 Waltham/Boston	0.8/3.0/ 26/	550	
						WEEL	590 Boston	0.3/2.0/ 35/	815	
						WFAN	660 New York	0.5/1.4/ 27/	459	
						WHOH	850 Boston	0.7/2.4/ 44/	787	
						WHJX-F	106.7 Boston	0.4/1.7/ 32/	760	
						WODS-F	103.3 Boston	1.5/5.6/ 84/	1574	
						WRKO	680 Boston	1.0/2.6/ 75/	911	
						WVBF-F	105.7 Framington	0.9/2.8/ 66/	903	
						WXXS-F	107.9 Medford/Boston	0.6/3.7/ 46/	1063	
						WZLX-F	100.7 Boston	0.8/3.8/ 54/	1025	
						WZOU-F	94.5 Boston	1.4/6.3/ 97/	1638	

PROVIDENCE

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS) , COUNTRY
 WHJJ, 920, 5 KW (DA-N) , NEWS/TALK
 WPRO, 630, 5 KW (DA-N) , NEWS/TALK

CBS , \$ 24.00 (Durpetti)
 NBC , \$ 51.00 (Katz)
 ABC , \$ 70.00 (Banner)

Merv Griffin
 Capital Cities/ABC

WBRU-F, 95.5, 20 KW @ 440, AOR
 WCTK-F, 98.1, 47 KW @ 510, COUNTRY
 WHJY-F, 94.1, 50 KW @ 440, AOR
 WPRO-F, 92.3, 39 KW @ 553, CHR
 WSNE-F, 93.3, 30 KW @ 619, AC
 WWBB-F, 101.5, 14 KW @ 950, OLDIES
 WWXX-F, 106.3, 1 KW @ 518, BLACK
 WWLI-F, 105.1, 50 KW @ 500, SOFT AC
 WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR

APR , \$ 44.00 (MMR)
 , \$ 30.00 (Torbet)
 , \$ 90.00 (Katz)
 ABC , \$ 107.00 (Banner)
 , \$ 71.00 (Eastman)
 , \$ 62.00 (McGuild)
 UNIPWR , \$ 39.00 (Christal)
 , \$ 69.00 (McGuild)
 CNN , \$ 40.00 (Durpetti)

Hall (NEW BEDFORD,MA)
 Merv Griffin
 Capital Cities/ABC
 Beck-Ross
 Wilks-Schwartz
 Zimmerman

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MSA Rank/Pop: 283/125,900
ADI # 99 (w/Colorado Springs)
Average Person Ratings: 17.7
Market TSL: 24.00 hours

Stations: 16/5
Diaries: 564/187:1/57.3%
Sample Target: 580
% Below Line: 39.0
% Not Listed: 15.0

1990 Revenue: \$3,400,000
HH Inc.: \$21,414
Retail \$: 0.8 Btl
Pop per Station: 21,100
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1.	KCCY-F (C)	39/20.9	----	18.2	----	14.3	----	41/411	355/33.6	0.0	28.7	25.1	46	389	KCCY-F
2.	KKMG-F (CHR)	16/ 8.6	----	4.5	----	4.4	----	64/889	181/17.2	0.0	13.5	11.5	21	295	KKMG-F
3.	KRYT-F (O)	15/ 8.0	----	10.8	----	9.3	----	19/335	213/20.2	0.0	22.7	6.6	12	195	KRYT-F
4.	KCSJ (N/T)	15/ 8.0	----	6.3	----	9.9	----	23/322	193/18.3	0.0	16.1	3.3	6	149	KCSJ
5.	KATH-F (AOR)	13/ 7.0	----	3.4	----	4.9	----	53/757	157/14.9	0.0	17.5	6.0	11	178	KATH-F
6.	KRDO-F (EZ)	11/ 5.9	----	9.7	----	9.9	----	58/748	145/13.7	0.0	14.9	2.2	4	89	KRDO-F
7.	KRMX (SP)	10/ 5.3	----	4.0	----	0.5	----	10/81	66/ 6.3	0.0	6.5	6.6	12	97	KRMX
8.	KKCS-F (C)	7/ 3.7	----	1.7	----	1.1	----	107/1172	98/ 9.3	0.0	8.3	2.2	4	81	KKCS-F
	KGHF (BB)	7/ 3.7	----	4.5	----	1.1	----	13/186	133/12.6	0.0	8.7	2.7	5	102	KGHF
10.	KIKX-F (CHR)	6/ 3.2	----	4.5	----	6.6	----	50/824	119/11.3	0.0	17.8	4.4	8	237	KIKX-F

12+ FM SHARE (METRO): 77.99% (124 of 159) (SPG 90: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMGM-F>>	1 KCCY-F	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KKMGM-F	1 KCSJ >
2 KIXX-F>	2 KATH-F>	2 KRYT-F	2 KRYT-F	2 KRYT-F	2 KCSJ >	2 KCSJ >>	2 KCSJ	2 KATH-F	2 KCCY-F>	2 KCCY-F>>
3 KATH-F	3 KKMGM-F	3 KATH-F	3	3	3 KRDO-F	3 KATH-F	3 KRDO-F	3 KRYT-F	3 KATH-F	3 KOA
KCCY-F	KRYT-F	4 KKMGM-F	4	4	KRYT-F	KGHF	4 KRYT-F	KRMX KCSJ	4 KRYT-F	KATH-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 KKM-F	1 KCCY-F>	1 KRYT-F	1 KCCY-F>>	1 KCCY-F>						1 KATH-F>>	1 KATH-F	1 KATH-F	1 KCCY-F>	1 KCCY-F>					
KATH-F	2 KKM-F	KCCY-F>	2 KKM-F	2 KRYT-F						2 KCCY-F>>	2 KCCY-F>>	KCCY-F>	2 KATH-F	2 KRYT-F>					
KCCY-F>>	KATH-F	3 KVVU-F	KRYT-F	3						3 KKM-F	3 KKFM-F	3 KKFM-F>	KRYT-F>	3 KKFM-F					
4 KRDO-F	4 KRYT-F	4 KCLI-F	4	4						KILO-F	KRYT-F	4 KRYT-F	4 KKCS-F	4 KKCS-F					
KIKX-F	5	5	5	5						KRYT-F	5	KRYT-F	5	KATH-F					
KRMX										KRMX		KCSJ							

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS			METRO CUME	TSA
	--	--	----	--	--	-----			SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		22 (2)	22 (2)	13.8	15.3					
AOR/CLASSIC		22 (3)	22 (3)	13.8	12.0	KILO-F	93.9	Colorado Sprngs	2.1/10.7/	25/ 512
AC/OLDIES/SOFT ROCK		23 (4)	23 (4)	14.5	22.7	KKFM-F	96.5	Colorado Sprngs	2.7/8.8/	44/ 669
MOR/VARIETY						KKLI-F	106.3	Widefield/CoSpng	2.7/11.4/	55/ 763
COUNTRY		46 (2)	46 (2)	28.9	23.3	KOA	850	Denver	1.6/6.7/	44/ 541
BLACK/URBAN						KSPZ-F	92.9	Colorado Sprngs	0.5/5.3/	37/ 640
BEAUTIFUL/EASY		11 (1)	11 (1)	6.9	11.3	KVUU-F	99.9	Pueblo	1.1/9.0/	40/ 663
NEWS/TALK	18 (2)		18 (2)	11.3	10.0					
NOSTALGIA	7 (1)		7 (1)	4.4						
RELIGION/GOSPEL					0.7					
SPANISH	10 (1)		10 (1)	6.3	4.7					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	35 (4)	124 (12)	159 (16)							

KCSJ	, 590,	1 KW (OA-2)	, News/Talk	MBS, CBS,	\$17.00	(Eastman)	McCoy
KGHF	, 1350,	5 KW/1 KW (OA-N)	, Oldies	NBC, MBS,	\$12.00	(Eastman)	
KRMX	, 690,	250 KW (DAYS)	, Hispanic		\$11.00	(Lotus)	
KCCY-F	, 97.9,	100 KW @ ?	, Country	ABC,	\$25.00	(McGuilld)	McCoy
KGRQ-F	, 107.1,	3 KW @ 338	, Classic AOR	MBS,	\$11.00	(Eastman)	
KRYT-F	, 107.9,	100 KW @ 240	, Oldies	UNISUP UNILT,	\$20.00	(Eastman)	

Other ranked stations -- See Colorado Springs

RALEIGH

Arbitron Rank/Pop (12+): 63/601,900

MSA Rank/Pop: 70/707,000

ADI # 33

Average Person Ratings: 15.9

Market TSL: 21.25 hours

Stations: 23/19

Diaries: 1100/547:1/53.9%

Sample Target: 1000

% Below Line: 3.5

% Not Listed: 18.9

1990 Revenue: \$26,900,000

HM Inc.: \$34,902

Retail \$: 6.7 Bll

Pop per Station: 3,678

#1 Biller: WRDU-F \$5,100,000

12+ METRO	1/4 SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WRDU-F (CL AOR)	89/ 9.3	7.4	9.0	12.3	10.4	9.5	214/2568	1130/18.8	19.3	20.0	12.4	121	1589
2. WPTF (FS)	83/ 8.6	8.5	6.7	6.2	6.6	7.5	123/1546	913/15.2	15.2	14.6	6.2	60	968
3. WQOK-F (B)	72/ 7.5	11.1	10.7	9.0	8.0	9.6	134/1930	983/16.3	17.7	14.3	15.0	146	1361
4. WRAL-F (AC)	67/ 7.0	6.7	7.2	6.2	7.4	6.8	143/2822	1233/20.5	19.4	18.7	6.6	64	952
5. WDCG-F (CHR)	66/ 6.9	7.9	7.0	5.9	8.5	6.9	127/2450	1201/20.0	19.9	21.4	9.6	93	1226
6. WQDR-F (C)	60/ 6.3	6.3	7.0	7.0	6.9	6.7	147/2116	776/12.9	13.1	13.6	7.5	73	915
7. WTRG-F (O)	49/ 5.1	3.0	5.4	3.6	5.9	4.3	155/2595	879/14.6	15.6	13.4	4.4	43	692
8. WYLT-F (SAC)	48/ 5.0	4.6	4.9	5.0	4.0	4.9	71/1362	809/13.4	13.3	11.9	3.7	36	555
9. WFXC-F (B)	45/ 4.7	4.1	5.5	6.3	4.8	5.2	52/848	673/11.2	10.7	10.9	3.8	37	596
10. WLE (B)	28/ 2.9	3.2	2.4	1.6	1.8	2.5	29/369	342/ 5.7	6.5	4.2	2.3	22	405
11. WZZU-F (AOR)	26/ 2.7	3.2	2.7	2.4	3.0	2.8	70/1658	594/ 9.9	10.7	11.6	4.4	43	0
12. WNNF-F (J/NA)	23/ 2.4	1.2	2.0	1.4	3.4	1.8	29/446	351/ 5.8	5.4	6.2	2.4	23	377
13. WCLY (G)	22/ 2.3	-----	1.7	-----	-----	1.0	22/145	145/ 2.4	0.0	0.0	0.8	8	111
14. WDNC (BB)	20/ 2.1	2.4	1.3	2.1	2.2	2.0	22/456	374/ 6.2	4.2	5.4	1.0	10	386
15. WKIX (BB)	16/ 1.7	2.2	1.4	0.9	0.3	1.5	25/295	191/ 3.2	5.0	2.6	0.6	6	161

12+ FM SHARE (METRO): 76.64% (597 of 779) (SPG 90: 83.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WPTF	1 WPTF	1 WPTF	1 WRDU-F	1 WQOK-F	1 WQOK-F
2 WDCG-F	2 WQOK-F	2 WRAL-F	2 WTRG-F	2 WQDR-F	2 WQDR-F	2 WRDU-F	2 WRDU-F	2 WRAL-F	2 WRDU-F	2 WFXC-F
3	3 WDCG-F	3 WQOK-F	WRAL-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WQOK-F	3 WDCG-F	3 WQDR-F
4	4 WRAL-F	4 WDCG-F	4 WQOK-F	4 WTRG-F	4 WTRG-F	4 WQOK-F	4 WDCG-F	4 WDCG-F	4 WPTF	4 WRDU-F
5	5 WFXC-F	5 WTRG-F	5 WQDR-F	5 WFXC-F	5 WYLT-F	5 WQDR-F	5 WQDR-F	5 WPTF	5 WFXC-F	5 WPJL
6	6 WZZU-F	6 WQDR-F	6 WFXC-F	6 WQOK-F	6	6 WDCG-F	6 WYLT-F	6 WQDR-F	6	6

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 WRAL-F	1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WTRG-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F
2 WDCG-F	2 WRAL-F	2 WQOK-F	2 WRDU-F	2 WRAL-F	2 WDCG-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQDR-F
3 WQOK-F	WQOK-F	WFXC-F	WQOK-F	3 WFXC-F	3 WYLT-F	3 WDCG-F	3 WZZU-F	3 WQDR-F	3 WQOK-F
4 WRDU-F	WDCG-F	4 WDCG-F	4 WDCG-F	4 WRDU-F	WQOK-F	4 WZZU-F	4 WPTF	4 WRAL-F	4 WRAL-F
5 WZZU-F	5 WFXC-F	5 WRAL-F	5 WTRG-F	WQDR-F	WQDR-F	WQDR-F	WDCG-F	WDCG-F	WPTF
WFXC-F	6	6	WTRG-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS			METRO CUME	TSA	TSA
	--	--	----	-	-	-	-----			SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		66 (1)	66 (1)	8.5	14.2	WCAS-F	104.3	Tarboro		0.9/3.0/	27/	662
AOR/CLASSIC		120 (3)	120 (3)	15.4	13.6	WKTC-F	96.9	Tarboro/Rcky Mt		0.9/4.1/	68/	1197
AC/OLDIES/SOFT ROCK		173 (4)	173 (4)	22.2	23.4	WPJL	1240	Raleigh		0.9/1.7/	9/	100
MOR/VARIETY	83 (1)		83 (1)	10.7	8.2	WSRC	1410	Durham		0.4/1.8/	4/	132
COUNTRY		75 (2)	75 (2)	9.6	11.8							
BLACK/URBAN	28 (1)	131 (4)	159 (5)	20.4	18.4	WJMH-F	102.1	Reidsville		0.7/2.9/	29/	512
BEAUTIFUL/EASY					0.5	WKRR-F	92.3	Asheboro/Greens		0.5/3.7/	38/	829
NEWS/TALK						WPCM-F	101.1	Burlington		1.6/4.8/	49/	762
NOSTALGIA	36 (2)		36 (2)	4.6	2.7	WQMG-F	97.1	Greensboro		0.7/1.9/	15/	295
RELIGION/GOSPEL	35 (3)		35 (3)	4.5	2.9							
SPANISH												
CLASSICAL												
JAZZ/NEW AGE		23 (1)	23 (1)	3.0	4.2							
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2								
	182 (7)	597 (16)	779 (23)									

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 23.00 (Christal)
WDUR, 1490, 1 KW, GOSPEL	NBN, \$ 16.00 (Eastman)
WLE, 570, 500 W/55 W, BLACK	SBN, \$ 18.00 (Spec Mkts)
WPTF, 680, 50 KW (DA-N), MOR/FULL SER.	ABC, CNN, \$ 65.00 (McGuilid)
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC, \$ 60.00 (Christal)
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	\$ 32.00 (Eastman)
WNNF-F, 103.9, 1.5 KW @ 451, JAZZ/NAC	\$ 27.00 (Banner)
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC, UNIULT, \$ 70.00 (McGuilid)
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 42.00 (Durpetti)
WRAL-F, 101.5, 100 KW @ 1889, AC	\$ 96.00 (Katz)
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, \$ 97.00 (MHR)
WTRG-F, 100.7, 100 KW @ 1967, OLDIES	NBC CBS, \$ 50.00 (HNWH)
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNTPWR, \$ 45.00 (CBS)
WZZU-F, 93.9, 100 KW @ 1269, CHR	ABC, \$ 37.00 (Torbet)

Pinnacle
Durham Life
Pinnacle
(FUQUAY)
Durham Life
Ragan Henry (S BOSTON)
Capitol-Goodman
Voyager
Capitol-Johnson (ROCKY MOUNT)
Universal
Village (BURLINGTON)

Miscellaneous: WPTF, WQDR-F sold by Durham Life for \$9,000,000 (E) . . .

RENO

Arbitron Rank/Pop (12+): 137/250,300

MSA Rank/Pop: 171/250,000

ADI # 117

Average Person Ratings: 18.0

Market TSL: 24.50 hours

Stations: 19/19
Diaries: 640/391:1/52.4%
Sample Target: 655
% Below Line: 0.0
% Not Listed: 11.3

1990 Revenue: \$9,500,000
HM Inc.: \$33,182
Retail \$: 2.4 B11
Pop per Station: 13,173
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KWNZ-F (CHR)	65/14.4	12.7	10.3	10.8	11.7	----	82/894	665/26.6	28.1	28.3	18.6	78	723
2. KBUL-F (C)	45/10.0	6.4	8.0	6.3	4.6	----	61/679	460/18.4	17.5	16.5	10.5	44	435
3. KOH (N/T)	43/ 9.5	9.1	7.6	5.3	4.4	----	55/569	422/16.9	15.7	14.8	6.7	28	410
4. KOZZ-F (AOR)	41/ 9.1	6.8	10.3	8.4	6.4	----	58/756	521/20.8	19.1	19.4	10.5	44	440
5. KRNO-F (SAC)	37/ 8.2	8.2	10.1	8.9	8.7	----	45/621	466/18.6	19.0	20.4	9.8	41	394
6. KODS-F (O)	28/ 6.2	10.7	9.2	9.9	7.6	----	39/608	429/17.1	21.5	17.1	6.0	25	355
7. KKMR-F (AOR)	21/ 4.7	2.3	3.9	1.7	2.8	----	21/271	256/10.2	7.3	8.7	2.1	9	193
8. KTHX-F (AOR)	19/ 4.2	4.8	2.8	5.1	7.8	----	26/299	223/ 8.7	10.1	10.8	3.3	14	238
KRZQ-F (AOR)	19/ 4.2	5.0	9.0	4.8	7.1	----	25/385	316/12.6	13.4	15.1	5.2	22	305
KNEV-F (EZ)	19/ 4.2	8.0	5.3	8.7	9.0	----	24/400	289/11.5	13.4	11.2	5.2	22	240
11. KROW (C)	13/ 2.9	4.3	6.0	4.8	3.9	----	24/423	234/ 9.3	11.1	11.4	1.2	5	90
12. KZAK-F (AOR)	12/ 2.7	2.3	1.4	1.4	2.3	----	19/236	161/ 6.4	5.4	5.3	5.0	21	198
13. KQLO (BB)	10/ 2.2	1.4	1.1	1.7	2.8	----	14/222	169/ 6.8	4.6	3.7	1.7	7	141
14. KIIQ-F (C)	9/ 2.0	4.3	2.5	7.0	3.2	----	20/379	214/ 8.1	10.8	9.5	1.4	6	201
15. KPLY (T)	6/ 1.3	----	2.1	2.2	0.7	----	6/118	117/ 4.7	0.0	4.5	0.5	2	59

12+ FM SHARE (METRO): 79.75% (319 of 400) (SPG 90: 78.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KWNZ-F	1 KWNZ-F	1 KOZZ-F	1 KOZZ-F<	1 KOH	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F>	1 KWNZ-F>	1 KOH >>
2	2 KOZZ-F>	2 KOZZ-F	2 KRNO-F<	2 KBUL-F	2 KBUL-F>	2 KOH	2 KOH	2 KOZZ-F	2 KOH	2 KWNZ-F
3	3 KRZQ-F	3 KRNO-F>	3 KWNZ-F	3 KRNO-F	3 KRNO-F	3 KBUL-F<	3 KOZZ-F<	3 KBUL-F	3 KOZZ-F	3
4	KRNO-F	4 KBUL-F	4 KBUL-F	4 KWNZ-F	4 KODS-F	4 KRNO-F	4 KRNO-F<	4 KRNO-F	4 KBUL-F	4
5	5	5 KODS-F	5 KKMR-F	5 KODS-F	5 KNEV-F	5 KOZZ-F	5 KBUL-F	5 KOH	5 KTHX-F	5
				KKMR-F				6 KODS-F	6 KRNO-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 KWNZ-F>>	1 KWNZ-F>>	1 KWNZ-F	1 KWNZ-F	1 KRNO-F	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F>>	1 KOZZ-F>	1 KOZZ-F>
2 KRNO-F>>	2 KRNO-F>	2 KOZZ-F	2 KRNO-F>	2 KWNZ-F	2 KZAK-F	2 KWNZ-F	2 KTHX-F	2 KWNZ-F	2 KBUL-F
3 KRZQ-F	3 KOZZ-F	KBUL-F	3 KBUL-F>	KBUL-F>	3 KRZQ-F>	3 KRZQ-F	3 KWNZ-F	3 KOH	3 KOH
4	KBUL-F	4 KRNO-F>	4 KOZZ-F	4 KOZZ-F	4 KOZZ-F>>	4 KZAK-F	4 KRZQ-F	4 KKMR-F	4 KKMR-F
5	5	5 KTHX-F	5 KODS-F	5 KODS-F	5	5 KTHX-F	5 KOH	5 KTHX-F	5 KTHX-F
6	6	6 KKMR-F	6	6		6	6 KKMR-F	6 KODS-F	6 KODS-F
							KBUL-F		

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		65 (1)	65 (1)	16.3	14.2	KCBN 1230 Reno	0.7/3.2/ 3/ 86
AOR/CLASSIC		112 (5)	112 (5)	28.0	20.9	KONE 1450 Reno	0.9/3.2/ 4/ 81
AC/OLDIES/ROCK		65 (2)	65 (2)	16.3	26.1	KPTL 1300 Carson City	0.4/3.2/ 3/ 91
MOR/VARIETY	2 (1)		2 (1)	0.5		KZSR-F 92.9 Reno	0.9/2.8/ 7/ 120
COUNTRY	17 (2)	54 (2)	71 (4)	17.8	18.4		
BLACK/URBAN							
BEAUTIFUL/EASY		19 (1)	19 (1)	4.8	5.7		
NEWS/TALK	52 (3)		52 (3)	13.0	8.2		
NOSTALGIA	10 (1)		10 (1)	2.5	2.2		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					4.2		
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0			
	81 (7)	319 (12)	400 (19)				

RENO

RADIO STATIONS

KOH	, 630,	5 KW/1 KW (DA-N),	News/Talk	CBS ABC, \$24.00	(Katz)	
KONE	, 1450,	1 KW	Country	, \$11.00	(HNWH)	Lotus
KPLY	, 1270,	5 KW (DA-1)	Talk	ABC MBS, \$12.00	(Durpetti)	(SPARKS)
KQLO	, 920,	5 KW/1 KW (DA-N),	Nostalgia	, \$11.00	(McGuild)	Pacific Telecom
KROW	, 780,	50 KW (DA-1)	Country	ABC, \$20.00	(Eastman)	John Price
KBUL-F,	98.1,	76 KW @ 2275	, Country	MBS, \$23.00	(Durpetti)	(CARSON CITY)
KIIQ-F,	104.5,	25 KW @ 2930	, Country	SMN, \$15.00	(Christal)	
KZAK-F,	100.1,	.8 KW @ 2956	, AOR	, \$13.00	(Eastman)	(INCLINE VILLAGE)
KNEV-F,	95.5,	59 KW @ 2270	, EZ	, \$21.00	(Eastman)	John Price
KODS-F,	103.7,	6 KW @ 2965	, Oldies	, \$30.00	(CBS)	Americom-Quinn (CARNELIAN BAY)
KOZZ-F,	105.7,	75 KW @ 2120	, AOR	SOURCE, \$34.00	(HNWH)	Lotus
KRNO-F,	106.9,	70 KW @ 2214	, Soft AC	, \$38.00	(Torbet)	Roth
KKMR-F,	100.9,	1 KW @ 800	, Classic AOR	, \$19.00	(K & P)	(SPARKS)
KRZQ-F,	96.5,	.9 KW @ 2965	, AOR	, \$27.00	(MMR)	(TAHOE CITY)
KTHX-F,	101.7,	1.3 KW @ 425	, AOR	, \$18.00	(Katz)	
KWNZ-F,	97.3,	87 KW @ 2112	, CHR	, \$32.00	(McGuild)	Pacific Telecom (CARSON CTY)

Miscellaneous: KPLY - from Oldies to Talk . . . KQLO - reclassified as Nostalgia . . . KROI-F to KKMR (Oct) and from Jazz/NAC to Classic AOR . . . KFSY-F to KTHX (Dec) and from AC to AOR . . . KLKT-F to KZAK-F (Sep) and from AC to AOR . . . KHIT, KIIQ-F sold from Paul Kagan to Radio Associates for \$1,000,000 . . .

RICHMOND

Arbitron Rank/Pop (12+): 55/722,200

MSA Rank/Pop: 61/861,000

ADI # 60

Average Person Ratings: 17.1

Market TSL: 22.50 hours

Stations: 22/19

Diaries: 1338/540:1/53.3%

Sample Target: 1105

% Below Line: 2.0

% Not Listed: 10.7

1990 Revenue: \$28,300,000

HH Inc.: \$36,708

Retail \$: 7.3 Bil

Pop per Station: 38,010

#1 Biller: WRVA \$5,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WRVA (FS)	140/11.3	11.7	12.2	12.5	11.5	11.9	157/1873	1675/23.2	22.9	27.4	8.6	107	1473	WRVA
2. WKHK-F (C)	139/11.2	9.7	9.7	9.5	9.7	10.0	159/1685	1517/21.0	17.9	18.6	8.1	100	1238	WKHK-F
3. WRXL-F (AOR)	128/10.3	9.8	12.5	8.7	10.3	10.3	140/1642	1426/19.7	21.6	20.1	14.6	181	2203	WRXL-F
4. WCDX-F (B)	122/ 9.9	9.1	9.9	11.7	10.9	10.1	133/1384	1255/17.4	16.9	16.8	15.7	194	1493	WCDX-F
5. WRVQ-F (CHR)	120/ 9.7	9.6	10.5	9.5	13.6	9.8	146/2204	1838/25.5	24.0	29.2	9.7	120	2122	WRVQ-F
6. WTVR-F (EZ)	91/ 7.4	6.6	6.8	8.0	5.9	7.2	105/1133	966/13.4	14.9	13.1	4.4	55	843	WTVR-F
7. WMXB-F (AC)	84/ 6.8	6.0	5.3	7.3	4.8	6.4	95/1381	1208/16.7	15.1	15.1	7.2	89	1160	WMXB-F
8. WPLZ-F (B)	75/ 6.1	8.2	6.8	5.8	5.9	6.7	110/1472	1090/15.0	14.2	13.2	8.6	106	1309	WPLZ-F
9. WOCK-F (O)	44/ 3.6	2.9	2.1	1.7	1.1	2.6	53/992	853/11.8	6.3	4.8	2.5	31	562	WOCK-F
10. WVGO-F (O)	41/ 3.3	3.7	4.5	3.7	3.2	3.8	55/1013	825/11.4	11.7	12.1	2.7	34	593	WVGO-F
11. WGCY (REL)	18/ 1.5	0.8	1.2	0.7	----	1.0	18/244	226/ 3.1	2.7	0.0				WGCY
12. WANT (B)	17/ 1.4	1.6	1.2	0.9	1.1	1.3	17/246	228/ 3.2	4.0	4.0	0.6	7	137	WANT
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.28% (876 of 1105) (SPG 90: 78.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRVA	1 WRVA	1 WRXL-F	1 WRXL-F	1 WCDX-F	1 WRVA
2 WCDX-F	2 WCDX-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WTVR-F	2 WKHK-F	2 WKHK-F	2 WKHK-F	2 WRVA	2 WKHK-F
3 WPLZ-F	3 WRVQ-F	3 WRVQ-F	3 WCDX-F	3 WKXB-F	3 WKHK-F	3 WRXL-F	3 WTVR-F	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F
4 WRXL-F	4 WKHK-F	4 WKHK-F	4 WKXB-F	4 WCDX-F	4 WKXB-F	4 WRVQ-F	4 WRVQ-F	4 WCDX-F	4 WCDX-F	4 WCDX-F
5	5 WKXB-F	5 WKXB-F	5 WRVQ-F	5 WRVQ-F	5 WVGO-F	5 WCDX-F	5 WKXB-F	5 WRVA	5 WRXL-F	5 WRXL-F
6	6 WPLZ-F	6 WPLZ-F	6 WPLZ-F	6 WRVA	6	6	6 WRVQ-F	6 WKXB-F	6	6
								7 WTVR-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 WRVQ-F	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WKHK-F	1 WRVQ-F	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRXL-F
2 WPLZ-F	2 WRVQ-F	2 WKHK-F	2 WCDX-F	2 WCDX-F	2 WCDX-F	2 WCDX-F	2 WKXB-F	2 WCDX-F	2 WKHK-F
3 WCDX-F	3 WKHK-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WRXL-F	3 WRVQ-F	3 WPLZ-F	3 WRVQ-F	3 WKXB-F
4 WKHK-F	4 WPLZ-F	4 WKXB-F	4 WKXB-F	4 WKXB-F	4	4 WKXB-F	4 WCDX-F	4 WKHK-F	4 WRVA
5 WRXL-F	5 WKXB-F	5 WRXL-F	5 WPLZ-F	5 WRXL-F	5	5 WPLZ-F	5 WKHK-F	5 WKXB-F	5 WPLZ-F
6	6 WRXL-F	6 WPLZ-F	6 WRXL-F	6 WTVR-F	6	6 WKHK-F	6 WRVQ-F	6 WPLZ-F	6 WCDX-F
		7 WOCK-F	7 WOCK-F						

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		120 (1)	120 (1)	10.9	15.8	WCLM 1450	Highland/Rchmd	0.8/1.5/ 10/	111
AOR/CLASSIC		142 (2)	142 (2)	12.9	13.0	WDYL-F 92.1	Chester/Richmd	0.6/2.7/ 7/	200
AC/OLDIES/SOFT ROCK	7 (1)	175 (4)	182 (5)	16.5	11.3	WFTH 1590	Richmond	0.6/1.6/ 11/	120
MOR/VARIETY	140 (1)		140 (1)	12.7	13.3	WLEE 1320	Richmond	0.8/2.2/ 10/	157
COUNTRY	14 (1)	139 (1)	153 (2)	13.8	12.2	WRNL 910	Richmond	0.6/2.0/ 8/	169
BLACK/URBAN	17 (1)	202 (3)	219 (4)	19.8	21.1	WTVR 1380	Richmond	0.4/2.4/ 5/	177
BEAUTIFUL/EASY		91 (1)	91 (1)	8.2	6.8	WXGI 950	Richmond	1.1/3.1/ 17/	242
NEWS/TALK	10 (1)		10 (1)	0.9					
NOSTALGIA	5 (1)		5 (1)	0.5	1.6	WAFX-F 106.9	Suffolk/Norfolk	1.1/3.9/ 25/	371
RELIGION/GOSPEL	26 (2)	7 (1)	33 (3)	3.0	2.9	WMYK-F 93.7	Elizabeth City	0.5/1.5/ 10/	171
SPANISH						WOWI-F 102.9	Norfolk	0.4/1.4/ 14/	247
CLASSICAL									
JAZZ/NEW AGE	10 (1)		10 (1)	0.9					
UNKNOWN/OTHERS					1.9				
	229 (9)	876 (13)	1105 (22)						

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT, \$ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLOIES	MBS, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SFR.	CBS, \$ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	, \$ 44.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT, \$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 77.00 (Banner)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	UNIPWR, \$ 55.00 (McGuilid)	Paco-Jon
WOCK-F, 96.5, 50 KW @ 492,	OLDIES	, \$ 30.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 322,	AOR	, \$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 5 KW @ 840,	EZ	ABC, \$ 42.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1234,	AOR	ABC, \$ 38.00 (Torbet)	

Miscellaneous: WVGO-F - from Oldies to AOR (Aug) . . . WQSF-F to WOCK (Oct) and format from SAC to Oldies . . . WRVA,WRVQ-F sold from Edens to Force II for \$8,000,000 (e) (Blackburn) . . . WVGO-F sold from Daytona to Benchmark for \$4,000,000 (MVP) . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 32/1,187,700
 MSA Rank/Pop: 15/2,440,000
 LA ADI
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 42/17
 Diaries: 1396/851:1/49.4%
 Sample Target: 1355
 % Below Line: 48.0
 % Not Listed: 13.1

1990 Revenue: \$19,300,000
 HH Inc.: \$36,090
 Retail \$: 16.3 Bil
 Pop per Station: 69,844
 #1 Biller: KGGI-F \$4,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	193/ 9.3	6.7	7.5	8.8	8.2	8.1	216/3239	2717/22.9	21.8	20.9	9.2	176	2553	KGGI-F
2. KFRG-F (C)	174/ 8.3	6.8	7.6	6.2	8.0	7.2	207/3092	2399/20.2	14.9	13.1	11.4	218	1789	KFRG-F
3. KFI (T)	118/ 5.7	5.6	5.3	4.3	5.0	5.2	175/1930	1348/11.3	11.8	11.0	5.1	98	990	KFI
4. KLOS-F (AOR)	106/ 5.1	5.0	4.7	6.3	5.1	5.3	173/2406	1491/12.6	11.1	11.4	6.4	123	1556	KLOS-F
5. KOST-F (AC)	105/ 5.0	4.9	6.0	5.4	4.9	5.3	180/2422	1550/13.1	14.5	13.8	4.3	83	1426	KOST-F
6. KDUO-F (EZ)	94/ 4.5	6.5	7.0	8.1	5.8	6.5	140/1669	1150/ 9.7	12.3	11.8	4.3	82	915	KDUO-F
7. KRTH-F (O)	83/ 4.0	4.4	3.8	2.9	2.5	3.8	106/2295	1464/12.3	10.4	9.6	3.4	66	1104	KRTH-F
8. KCAL-F (AOR)	74/ 3.5	3.1	3.5	3.4	3.5	3.4	92/1428	938/ 7.9	7.6	9.3	6.6	126	1606	KCAL-F
9. KKBT-F (B)	65/ 3.1	1.7	1.1	1.3	2.5	1.9	79/1153	831/ 7.0	4.1	4.7	3.3	63	709	KKBT-F
10. KNX (N)	58/ 2.8	4.5	2.4	1.7	2.6	2.8	75/1600	1078/ 9.1	9.3	9.4	2.8	53	986	KNX
11. KIIS-F (CHR)	53/ 2.5	2.8	3.9	3.2	3.0	3.1	87/2070	1281/10.8	14.3	12.6	3.3	64	1471	KIIS-F
12. KCKC (C)	48/ 2.3	1.6	2.6	2.0	1.4	2.1	48/495	495/ 4.2	3.7	3.2	1.7	33	390	KCKC
13. KBIG-F (AC)	44/ 2.1	1.5	1.6	2.5	1.8	1.9	67/1065	701/ 5.9	6.4	6.5	1.4	26	432	KBIG-F
14. KRSO (BB)	40/ 1.9	1.5	1.2	1.4	0.8	1.5	46/490	413/ 3.5	3.1	3.3	0.8	15	306	KRSO
15. KROQ-F (AOR)	39/ 1.9	1.7	1.8	2.5	2.1	2.3	51/1056	716/ 6.0	4.1	4.5	3.2	62	713	KROQ-F
KODJ-F (O)	39/ 1.9	1.7	2.2	2.2	2.0	2.0	65/1163	685/ 5.8	6.4	5.8	1.1	22	452	KODJ-F
17. KTWV-F (J/NA)	36/ 1.7	1.8	1.3	2.4	2.9	1.8	54/680	524/ 4.4	3.7	6.4	1.3	24	658	KTWV-F
18. KQLZ-F (AOR)	34/ 1.6	4.0	4.6	3.5	3.4	3.4	72/1620	956/ 8.0	10.5	9.7	3.4	66	1480	KQLZ-F
KABC (T)	34/ 1.6	1.2	0.9	1.5	1.2	1.2	84/951	416/ 3.5	2.3	4.4	1.1	21	401	KABC
KWRP-F (EZ)	34/ 1.6	1.0	0.6	---	---	0.8	45/383	266/ 2.2	1.3	0.0	1.5	29	338	KWRP-F

12+ FM SHARE (METRO): 73.88% (1338 of 1811) (SPG 90: 78.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F>	1 KGGI-F>	1 KGGI-F<	1 KFRG-F	1 KFRG-F	1 KLOS-F	1 KFRG-F	1 KGGI-F	1 KGGI-F>>	1 KWRP-F
2	2 KLOS-F	2 KLOS-F	2 KFRG-F	2 KGGI-F	2 KFI	2 KGGI-F<	2 KGGI-F	2 KFRG-F	2 KOST-F	2 KFI
3	3 KCAL-F	3 KFRG-F	3 KLOS-F	3 KOST-F	3 KDUO-F>	3 KFRG-F	3 KFI	3 KFI	3 KFRG-F	3 KFRG-F<
4	4 KFRG-F	4 KOST-F	4 KOST-F	4 KLOS-F	4 KNX	4 KFI	4 KOST-F	4 KKBT-F<	4 KKBT-F	4 KNX
5	5 KOST-F<	5 KFI	5 KFI	5 KFI	5 KOST-F	5 KDUO-F	5 KDUO-F	5 KOST-F	5 KIIS-F	5 KCKC
6	6 KKBT-F	6 KCAL-F	6 KRTH-F	6 KRTH-F	6 KRTH-F	6	6	6 KDUO-F	6 KFI	6

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 KGGI-F>>	1 KGGI-F>>	1 KGGI-F>	1 KGGI-F>	1 KGGI-F<	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KLOS-F>	1 KFRG-F<
2 KROQ-F	2 KOST-F	2 KFRG-F	2 KFRG-F<	2 KFRG-F	2 KROQ-F	2 KGGI-F<	2 KCAL-F	2 KGGI-F<	2 KLOS-F
3 KOST-F	3 KOST-F	3 KOST-F	3 KOST-F	3 KOST-F>	3 KGGI-F	3 KCAL-F>	3 KGGI-F>	3 KFI	3 KFI
4 KKBT-F	4 KFRG-F	4 KKBT-F>	4 KLOS-F<	4 KFI	4 KIIS-F	4 KFRG-F	4 KRTH-F	4 KFRG-F	4 KGGI-F<
5 KLOS-F	5 KLOS-F	5 KLOS-F	5 KKBT-F	5 KRTH-F	5 KFI	5 KOST-F	5 KCAL-F	5 KOST-F	5 KRTH-F<
6 KCAL-F	6	6 KCAL-F	6	6	6 KFRG-F	6	6 KKBT-F	6 KRTH-F	6 KCAL-F
7 KQLZ-F	7	7	7	7	7 KCAL-F	7	7 KFRG-F	7	7
KIIS-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		263 (3)	263 (3)	14.5	18.5	KBON-F	103.9 Lake Arrowhead	0.6/3.8/ 12/	471
AOR/CLASSIC		271 (5)	271 (5)	15.0	13.0	KCAL	1410 Redlands	1.5/2.1/ 32/	266
AC/OLDIES/SOFT ROCK	10 (1)	342 (9)	352 (10)	19.4	22.9	KOIF	1440 Riverside/SB	1.3/2.4/ 27/	290
MOR/VARIETY					1.3	KHSJ	1320 Hemet	0.8/1.5/ 17/	174
COUNTRY	70 (2)	199 (3)	269 (5)	14.9	7.2	KHYE-F	105.7 Hemet	0.5/1.5/ 10/	182
BLACK/URBAN	8 (1)	65 (1)	73 (2)	4.0	3.4	KLFE	1240 S Bernardino/Fv	0.3/1.7/ 6/	202
BEAUTIFUL/EASY		128 (2)	128 (2)	7.1	9.5	KHEN	1290 San Bernardino	0.4/2.4/ 10/	330
NEWS/TALK	223 (4)		223 (4)	12.3	11.9	KOLA-F	99.9 San Bernardino	1.4/5.5/ 30/	745
NOSTALGIA	86 (3)		86 (3)	4.7	2.6	KQLH-F	92.7 Riverside	0.3/2.3/ 7/	366
RELIGION/GOSPEL	12 (2)		12 (2)	0.7	0.7	KWRM	1370 Corona/Riversid	0.3/1.0/ 6/	135
SPANISH	58 (2)	18 (1)	76 (3)	4.2	4.2				
CLASSICAL		16 (1)	16 (1)	0.9		KBRT	740 Avalon	0.3/0.8/ 6/	99
JAZZ/NEW AGE		36 (1)	36 (1)	2.0	4.7	KFWB	980 Los Angeles	0.6/4.6/ 27/	942
UNKNOWN/OTHERS	6 (1)		6 (1)	0.3		KKGO-F	105.1 Los Angeles	0.8/2.6/ 21/	459
	473 (16)	1338 (26)	1811 (42)			KLAC	570 Los Angeles	1.1/3.2/ 33/	629
						KLSX-F	97.1 Los Angeles	0.9/4.7/ 39/	868
						KLVE-F	107.5 Los Angeles	0.9/2.2/ 47/	492
						KMPC	710 Los Angeles	1.4/4.4/ 41/	768
						KPWR-F	105.9 Los Angeles	0.8/3.8/ 21/	713
						KRLA	1110 Pasadena	0.5/1.7/ 10/	217
						KRZE-F	93.5 Ontario	0.6/1.9/ 21/	334
						KXEZ-F	98.7 Los Angeles	0.5/2.2/ 21/	586
						KZLA-F	93.9 Los Angeles	0.7/2.2/ 17/	343

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC	, \$ 23.00 (Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY	ABC, \$ 32.00 (HNWH)	
KDIF, 1440, 1 KW, HISPANIC	UPI, \$ 25.00 (Katz Hisp.)	
KHEN, 1290, 5 KW (DA-2), BLACK	, \$ 16.00 (McGuild)	American
KRSD, 590, 1 KW (DA-2), NOSTALGIA	NBC, TALKNT, \$ 25.00 (Katz)	Henry
KBON-F, 103.9, .4 KW @ 2540, OLDIES	, \$ 26.00 (HNWH)	
KCAL-F, 96.7, 2 KW @ 376, AOR	, \$ 53.00 (Torbet)	Anaheim
KDUO-F, 97.5, 72 KW @ 1570, EZ	, \$ 65.00 (Katz)	Henry
KFRG-F, 95.1, 50 KW @ 320, COUNTRY	ABC, \$ 89.00 (MMR)	Tremont
KGGI-F, 99.1, 3 KW @ 1530, CHR	, \$ 16.00 (McGuild)	American
KHYF-F, 105.7, .2 KW @ 1024, COUNTRY	ABC, \$ 16.00 (Western)	
KNTF-F, 93.5, 3 KW @ -165, COUNTRY	, \$ 29.00 (---)	
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)	
KWOJ-F, 92.7, 3 KW @ 300, COUNTRY	MBS, \$ 32.00 (Banner)	

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 93/373,600

MSA Rank/Pop: 192/380,000 (Roanoke)

ADI # 69

Average Person Ratings: 16.6

Market TSL: 22.25 hours

Stations: 21/17

Diaries: 921/405:1/59.3%

Sample Target: 810

% Below Line: 4.5

% Not Listed: 14.1

1990 Revenue: \$13,400,000

HH Inc.: \$31,409

Retail \$: 3.2 B11

Pop per Station: 21,976

#1 Biller: WXLK-F \$3,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	94/15.1	16.3	19.3	----	17.4	12.7	208/2714	1194/32.0	34.7	35.2			WXLK-F
2. WYYD-F (C)	83/13.3	12.1	12.1	----	12.0	9.4	125/1358	854/22.9	22.2	20.9			WYYD-F
3. WROV-F (AOR)	66/10.6	8.1	7.5	----	8.0	6.6	122/1281	709/19.0	17.9	16.1			WROV-F
4. WPVR-F (EZ)	58/ 9.3	10.6	10.6	----	12.5	7.6	104/1164	629/16.8	21.0	22.0			WPVR-F
5. WSLQ-F (AC)	50/ 8.0	7.9	8.3	----	7.4	6.1	117/1641	683/18.3	19.4	16.9			WSLQ-F
6. WJLM-F (C)	27/ 4.3	3.9	3.8	----	4.8	3.0	28/490	451/12.1	7.8	8.1			WJLM-F
7. WFIR (FS)	27/ 4.3	5.1	3.3	----	2.8	3.2	30/415	348/ 9.3	8.5	8.3			WFIR
8. WSLC (C)	25/ 4.0	3.9	3.2	----	4.3	2.8	34/344	290/ 7.8	8.0	8.7			WSLC
9. WJJS (B)	21/ 3.4	3.1	3.2	----	2.6	2.4	22/241	227/ 6.1	5.6	5.6			WJJS
10. WGOL-F (O)	17/ 2.7	1.9	3.0	----	3.2	1.9	17/253	232/ 6.2	8.6	6.7			WGOL-F
11. WJMH-F (B)	14/ 2.3	1.9	2.9	----	2.0	1.8	37/552	163/ 4.4	4.7	4.7			WJMH-F
12. WTOY (B)	12/ 1.9	1.9	2.1	----	1.7	1.5	12/148	148/ 4.0	3.3	4.4			WTOY
13.													
14.													
15.													

12+ FM SHARE (METRO): 82.21% (439 of 534) (SPG 90: 82.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WROV-F>	1 WROV-F<	1 WROV-F<	1 WYYD-F	1 WYYD-F	1 WXLK-F	1 WYYD-F	1 WXLK-F	1 WXLK-F>	1 WYYD-F>
2	2 WXLK-F	2 WXLK-F<	2 WYYD-F	2 WROV-F	2 WPVR-F>	2 WYYD-F>	2 WROV-F	2 WYYD-F	2 WYYD-F	2 WXLK-F
3	3 WSLQ-F<	3 WYYD-F	3 WXLK-F<	3 WXLK-F<	3 WXLK-F	3 WROV-F	3 WXLK-F	3 WROV-F	3 WPVR-F	3 WSLQ-F
4	4 WYYD-F	4 WSLQ-F>	4 WSLQ-F	4 WSLQ-F	4 WFIR	4 WPVR-F	4 WSLQ-F	4 WPVR-F	4 WROV-F>	4 WPVR-F
5	5	5 WJLM-F	5	5	5 WSLQ-F	5 WSLQ-F	5 WPVR-F	5 WSLQ-F	5 WFIR	5

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 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F	1 WXLK-F<	1 WXLK-F	1 WROV-F>>	1 WROV-F>>	1 WROV-F>	1 WROV-F>
2 WROV-F	2 WROV-F	2 WSLQ-F	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WSLQ-F>	2 WYYD-F>	2 WYYD-F>
3 WYYD-F>	3 WSLQ-F	3 WROV-F	3 WSLQ-F>	3 WSLQ-F>	3 WROV-F>	3 WXLK-F	3 WYYD-F	3 WXLK-F	3 WSLQ-F
4 WQOK-F	4 WYYD-F	4 WYYD-F>>	4 WROV-F>	4 WPVR-F	4 WJJS >	4 WSLQ-F>	4 WXLK-F	4 WSLQ-F>	4 WXLK-F
WJMH-F	5	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WZST-F	5 WJJS	5 WJJS	5 WJLM-F	5 WJLM-F
WSLQ-F					WJLM-F				
WGOL-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		103 (3)	103 (3)	19.3	20.6	WBLT	1350 Bedford	0.3/1.3/	2/	47
AOR/CLASSIC		66 (1)	66 (1)	12.4	9.0	WKZZ-F	100.1 Lynchburg	0.5/2.5/	3/	102
AC/OLDIES/SOFT ROCK	8 (1)	69 (3)	77 (4)	14.4	15.7	WROV	1240 Roanoke	1.3/5.0/	10/	210
MOR/VARIETY	27 (1)		27 (1)	5.1	1.4	WTTX-F	107.1 Appomattox	0.5/1.4/	5/	76
COUNTRY	25 (1)	114 (3)	139 (4)	26.0	24.9	WXYU-F	101.7 Lynchburg/Ronke	0.6/3.0/	5/	144
BLACK/URBAN	33 (2)	26 (3)	59 (5)	11.0	9.0	WZST-F	102.7 Lynchburg	1.0/5.0/	8/	258
BEAUTIFUL/EASY		58 (1)	58 (1)	10.9	14.0					
NEWS/TALK					3.1	WFLO-F	95.7 Farmville	0.3/1.0/	16/	218
NOSTALGIA					0.7	WQMG-F	97.1 Greensboro	0.6/1.7/	9/	277
RELIGION/GOSPEL		3 (1)	3 (1)	0.6	1.6	WQOK-F	97.5 S.Boston/Ralgh.	1.3/3.7/	24/	362
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4						
	95 (6)	439 (15)	534 (21)							

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, NEWS/TALK	CBS, \$	15.00 (Christal)		
WJJS, 1320,	1 KW/24 W	, BLACK	ABC, UNISUP, \$	15.00 (K & P)	(LYNCHBURG;	
WROV, 1240,	1 KW	, OLDIES	ABC, \$	13.00 (HNWH)	Joyner	
WSLC, 610,	5 KW/1 KW (DA-2),	C/FULL SER.	NBC, \$	23.00 (Katz)	Mel Wheeler	
WGOL-F, 98.3,	3 KW @ 241,	OLDIES	UNISUP, UNILT, \$	13.00 (Roslin)	(LYNCHBURG)	
WJLM-F, 93.5,	3 KW @ -83,	COUNTRY	MBS, UNILT, \$	16.00 (Torbet)	(SALEM)	
WKZZ-F, 100.1,	.7 KW @ 6-5,	AC	UNIPWR, CBS, \$	13.00 (Banner)	Bahakel (LYNCHBURG)	
WPVR-F, 94.9,	100 KW @ 1980,	EZ	, \$	34.00 (Christal)		
WROV-F, 96.3,	14 KW @ 2077,	AOR	ABC, \$	31.00 (HNWH)	Joyner (MARTINSVILLE)	
WSLQ-F, 99.1,	200 KW @ 1990,	AC	ABC, \$	40.00 (Katz)	Mel Wheeler	
WXLK-F, 92.3,	93 KW @ 2050,	CHR	UNIPWR, \$	82.00 (Torbet)	Coleman	
WXYU-F, 101.7,	3 KW @ 290,	COUNTRY	SMN, ABC, \$	10.00 (K & P)	(LYNCHBURG)	
WYYD-F, 107.9,	21 KW @ 1764,	COUNTRY	MBS, \$	38.00 (Eastman)	(AMHURST)	

Miscellaneous: WLLL, WGOL-F sold for liabilities . . . WKZZ-F sold from Bahakel to Coleman for \$450,000 . . .

ROCHESTER

Arbitron Rank/Pop (12+): 45/830,800
 HSA Rank/Pop: 51/995,000
 ADI # 72
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 16/13
 Diaries: 1293/642:1/55.4%
 Sample Target: 1200
 % Below Line: 2.0
 % Not Listed: 13.1

1990 Revenue: \$26,100,000
 HH Inc.: \$36,263
 Retail \$: 8.0 Bil
 Pop per Station: 63,907
 #1 Biller: WCMF-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WCMF-F (AOR)	223/16.6	16.2	15.5	16.0	15.1	16.1	262/2933	2497/30.1	25.4	27.3	19.0	287	2843
2. WBEE-F (C)	168/12.5	10.5	10.6	10.7	9.4	11.1	212/2125	1668/20.1	17.9	18.4	11.3	171	1315
3. WHAM (FS)	155/11.5	15.0	10.0	9.9	8.9	11.6	171/2260	2100/25.3	23.4	19.0	14.9	226	2212
4. WPXY-F (CHR)	140/10.4	9.5	10.5	11.8	12.5	10.6	146/2290	2176/26.2	26.6	29.3	10.9	165	2476
5. WVOR-F (AC)	115/ 8.6	8.1	7.6	7.5	11.2	8.0	121/2062	1911/23.0	22.4	25.2	7.4	112	1422
6. WKLY-F (O)	89/ 6.6	4.9	5.5	6.1	6.0	5.8	105/1652	1402/16.9	15.7	17.8	4.1	62	918
7. WRMM-AF (SAC)	84/ 6.3	6.8	6.1	7.3	7.1	6.6	88/1834	1750/21.1	19.2	20.6	4.9	72	1030
8. WDKX-F (B)	58/ 4.3	4.6	4.9	6.1	4.4	5.0	59/683	668/ 8.0	8.0	9.9	9.6	145	1321
9. WBBF (BB)	51/ 3.8	2.2	2.2	2.8	2.1	2.8	51/625	625/ 7.5	4.5	6.0	1.3	19	487
10. WZSH-F (SAC/EZ)	43/ 3.2	3.6	4.5	4.6	5.2	4.0	59/834	650/ 7.8	11.1	10.5	1.7	26	510

12+ FM SHARE (METRO): 80.53% (939 of 1166) (SPG 90: 85.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WHAM
2 WCMF-F	2 WPXY-F>	2 WVOR-F<	2 WVOR-F<	2 WVOR-F	2 WBEE-F>	2 WHAM	2 WHAM	2 WBEE-F<	2 WBEE-F<	2 WBEE-F
3	3 WBEE-F	3 WPXY-F	3 WBEE-F	3 WBEE-F	3 WVOR-F>	3 WBEE-F	3 WBEE-F	3 WPXY-F<	3 WPXY-F	3 WCMF-F>
4	4 WVOR-F	4 WBEE-F	4 WKLY-F	4 WKLY-F<	4 WBBF	4 WVOR-F<	4 WVOR-F	4 WHAM	4 WHAM	4 WDKX-F
5	5 WKLY-F<	5 WKLY-F	5 WHAM	5 WHAM	5 WKLY-F	5 WPXY-F>	5 WPXY-F	5 WVOR-F>	5 WDKX-F<	5 WVOR-F<
6	6 WRMM-AF	6 WRMM-AF	6 WRMM-AF<	6 WRMM-AF	6 WRMM-AF	6 WKLY-F	6 WRMM-AF	6 WKLY-F<	6 WRMM-AF	6 WPXY-F
7	7	7	7 WPXY-F	7	7	7	7	7 WRMM-AF	7	7

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 WCMF-F	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-F>>	2 WPXY-F>	2 WPXY-F	2 WPXY-F	2 WBEE-F	2 WPXY-F>	2 WPXY-F	2 WKLY-F	2 WHAM	2 WHAM
3 WRMM-AF>	3 WRMM-AF	3 WBEE-F	3 WVOR-F	3 WRMM-AF	3 WBEE-F>	3 WKLY-F	3 WVOR-F	3 WBEE-F	3 WBEE-F
4 WDKX-F	4 WBEE-F	4 WRMM-AF	4 WRMM-AF	4 WCMF-F	4 WRMM-AF	4 WHAM	4 WHAM	4 WVOR-F	4 WVOR-F<
5 WVOR-F	5 WVOR-F	5 WVOR-F	5 WBEE-F>	5 WPXY-F<	5 WKLY-F	5 WBEE-F	5 WBEE-F	5 WKLY-F	5 WKLY-F
6	6 WDKX-F	6 WKLY-F	6 WKLY-F	6 WKLY-F	6 WHAM	6 WVOR-F	6	6 WPXY-F	6
7	7	7 WDKX-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		140 (1)	140 (1)	12.0	17.0	WKQG 1280 Rochester	0.4/2.0/ 5/ 164
AOR/CLASSIC		234 (2)	234 (2)	20.1	17.6	WWWG 1460 Rochester	0.6/2.7/ 8/ 222
AC/OLDIES/SOFT ROCK	6 (2)	330 (2)	336 (6)	28.8	28.4		
MOR/VARIETY	155 (1)		155 (1)	13.3	10.3	WJQF 102.5 Buffalo	0.8/4.0/ 40/ 726
COUNTRY		177 (2)	177 (2)	15.2	13.4	WPCX-F 106.9 Auburn	0.7/0.8/ 39/ 373
BLACK/URBAN		58 (1)	58 (1)	5.0	5.9	WYLF 850 Penn Yan	0.5/1.2/ 15/ 181
BEAUTIFUL/EASY					6.0		
NEWS/TALK							
NOSTALGIA	58 (2)		58 (2)	5.0			
RELIGION/GOSPEL	8 (1)		8 (1)	0.7			
SPANISH							
CLASSICAL					0.4		
JAZZ/NEW AGE					0.9		
UNKNOWN/OTHERS							
	227 (6)	939 (10)	1166 (16)				

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuilld)	Lincoln
WBEE-F, 92.5, 50 KW @ 500, COUNTRY		UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450, AOR		\$ 100.00 (Torbat)	Stoner
WDKX-F, 103.9, 1 KW @ 536, BLACK		\$ 30.00 (Williams)	
WKLY-F, 98.9, 37 KW @ 564, OLDIES		\$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399, CHR		\$ 75.00 (MNR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640, SOFT AC	ABC	\$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482, AC		\$ 99.00 (McGuilld)	Lincoln
WZSH-F, 95.1, 10 KW @ 994, EZ		\$ 28.00 (Banner)	(BRISTOL CENTER)

Miscellaneous: WPXY-A to WKQG (Feb) and format from CHR to Oldies . . .

ROCKFORD

Arbitron Rank/Pop (12+): 143/232,900

MSA Rank/Pop: 157/286,000

ADI # 136

Average Person Ratings: 16.8

Market TSL: 22.15 hours

Stations: 22/9

Diaries: 734/317:1/55.8%

Sample Target: 645

% Below Line: 22.8

% Not Listed: 15.3

1990 Revenue: \$8,200,000

HH Inc.: \$33,524

Retail \$: 2.1 B11

Pop per Station: 25,877

#1 Biller: WZOK-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WZOK-F (CHR)	67/17.1	19.5	21.7	----	18.0	----	121/1620	859/36.9	39.7	41.8	22.6	83	1008	WZOK-F
2. WROK (FS)	47/12.0	9.2	11.0	----	12.8	----	51/675	605/26.0	25.4	28.8	12.2	45	664	WROK
3. WRRX-F (CL AOR)	41/10.5	14.4	8.9	----	7.8	----	57/637	461/19.8	23.6	16.9	13.0	48	632	WRRX-F
4. WKMQ-F (O)	35/ 9.0	9.5	10.7	----	15.9	----	47/650	513/22.0	22.0	20.7	5.7	21	339	WKMQ-F
5. WRWC-F (SAC)	25/ 6.4	8.7	7.4	----	3.9	----	43/638	375/16.1	17.3	17.7	6.3	23	221	WRWC-F
6. WGN (T)	23/ 5.9	4.1	6.1	----	5.2	----	67/818	310/13.3	13.4	14.8	6.8	25	327	WGN
7. WJVL-F (C)	21/ 5.4	4.3	2.8	----	1.6	----	54/677	221/ 9.5	9.3	9.4	2.7	10	214	WJVL-F
8. WRRR (BB)	15/ 3.8	2.4	1.3	----	3.7	----	16/193	180/ 7.7	6.2	5.0	1.9	7	86	WRRR
9. WSJY-F (EZ)	11/ 2.8	2.2	1.8	----	2.3	----	30/375	170/ 7.3	7.8	6.1	3.5	13	166	WSJY-F
10. WBBM (N)	8/ 2.0	0.8	0.5	----	1.3	----	12/380	192/ 8.2	6.6	7.1	1.6	6	246	WBBM
11. WQFL-F (REL)	7/ 1.8	1.9	3.3	----	3.4	----	13/249	167/ 7.2	5.6	8.1	3.0	11	227	WQFL-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 67.07% (222 of 331) (SPG 90: 70.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F>>>	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WROK >	1 WROK	1 WZOK-F>	1 WZOK-F>	1 WZOK-F>	1 WROK
2 WRRX-F>>>	2 WRRX-F	2 WRRX-F	2 WKMQ-F	2 WKMQ-F	2 WKMQ-F	2 WZOK-F>	2 WROK	2 WRRX-F>	2 WRRX-F>	2 WKMQ-F
3 WKMQ-F>	3 WKMQ-F>	3 WKMQ-F>	3 WRRX-F	3 WRRX-F	3 WGN	3 WRRX-F	3 WRRX-F	3 WKMQ-F	3 WGN	3 WGN
4 WRWC-F	4 WRWC-F	4 WRWC-F	4 WRWC-F	4 WRWC-F	4 WZOK-F	4 WKMQ-F	WKMQ-F	4 WROK	4 WROK	4
				5 WROK	WRWC-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 WZOK-F>>>	1 WZOK-F>>>	1 WZOK-F>>>	1 WZOK-F>>>	1 WZOK-F>		1 WRRX-F	1 WRRX-F>>>	1 WRRX-F>>>	1 WRRX-F>>>	1 WRRX-F>
2 WRRX-F>>>	2 WRRX-F>	2 WRWC-F	2 WKMQ-F	2 WRWC-F		2 WZOK-F	2 WZOK-F	2 WZOK-F>	2 WZOK-F	2 WKMQ-F>
3 WKMQ-F	3 WKMQ-F	3 WRRX-F	3 WRWC-F	WKMQ-F>		3	3	3 WKMQ-F	3 WKMQ-F>	3 WJVL-F
4	4 WRWC-F	WKMQ-F	4 WRRX-F	4 WROK		4	4	4	4 WJVL-F	WZOK-F
									WROK	5 WROK

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		71 (3)	71 (3)	21.5	26.4	WBEL 1380 South Beloit	0.5/1.3/ 10/ 172
AOR/CLASSIC		44 (2)	44 (2)	13.3	10.6	WKKN 1150 Rockford	0.8/3.4/ 4/ 108
AC/OLDIES/ROCK		60 (2)	60 (2)	18.1	22.2		
MOR/VARIETY	49 (2)		49 (2)	14.8	13.1	WBBM-F 96.3 Chicago	0.5/2.7/ 3/ 82
COUNTRY	3 (1)	21 (1)	24 (2)	7.3	7.3	WDEK-F 92.5 Dekalb	0.5/6.0/ 27/ 420
BLACK/URBAN		5 (1)	5 (1)	1.5		WEKZ-F 93.7 Monroe	0.8/1.8/ 10/ 151
BEAUTIFUL/EASY		14 (2)	14 (2)	4.2	3.0	WGCI-F 107.5 Chicago	1.3/3.8/ 6/ 102
NEWS/TALK	39 (5)		39 (5)	11.8	11.9	WIND 560 Chicago	0.8/1.6/ 3/ 42
NOSTALGIA	15 (1)		15 (1)	4.5	1.5	WLS 890 Chicago	0.8/4.9/ 10/ 222
RELIGION/GOSPEL		7 (1)	7 (1)	2.1	4.0	WLUP 1000 Chicago	0.5/3.7/ 13/ 242
SPANISH	3 (1)		3 (1)	0.9		WMAQ 670 Chicago	0.8/5.1/ 12/ 281
CLASSICAL						WBBZ-F 103.5 Chicago	0.8/1.4/ 16/ 133
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	109 (10)	222 (12)	331 (22)				

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1), COUNTRY	MBS, \$ 13.00 (Christal)	Midwest Family
WROK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER.	ABC, \$ 36.00 (McGuilid)	
WRRR, 1330, 1 KW/91 W (DA-1), NOSTALGIA	SMN, \$ 10.00 (Katz)	
WKMQ-F, 95.3, 1 KW @ 515, OLDIES	\$ 30.00 (HNWH)	Midwest Family
WQFL-F, 100.9, 3 KW @ 300, RELIGION	UPI, \$ 10.00 (---)	
WRWC-F, 103.1, 1 KW @ 525, AC	UNISUP, \$ 18.00 (K & P)	
WRRX-F, 104.9, 3 KW @ 300, AOR	SOURCE, \$ 21.00 (Katz)	
WZOK-F, 97.5, 50 KW @ 433, CHR	\$ 45.00 (McGuilid)	
WJVL-F, 99.9, 11 KW @ 502, COUNTRY	\$ 14.00 (---)	Gazette (JANESVILLE WI)

OTHER RATED STATIONS: See Chicago or Madison

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,236,400
 MSA Rank/Pop: 32/1,480,000
 ADI # 21
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 32/23
 Diaries: 1513/817:1/52.4%
 Sample Target: 1410
 % Below Line: 6.6
 % Not Listed: 12.9

1990 Revenue: \$56,000,000
 HH Inc.: \$37,407
 Retail \$: 11.8 Bil
 Pop per Station: 53,756
 #1 Biller: KRAK-AF \$9,800,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KFBK (N/T)	219/10.6	12.4	8.8	9.8	9.4	10.4	282/3482	2772/22.4	20.9	19.3	10.9	225	2538 KFBK
2. KRAK-F (C)	200/ 9.7	10.1	8.9	7.2	8.3	9.0	290/3158	2236/18.1	16.8	18.6	9.5	195	2045 KRAK-F
3. KRXQ-F (AOR)	143/ 6.9	7.9	6.5	8.4	8.7	7.4	161/2011	1693/13.7	13.7	14.5	9.7	200	2292 KRXQ-F
4. KSFH-F (CHR)	138/ 6.7	7.3	7.3	5.7	7.4	6.8	175/3024	2265/18.3	17.1	19.1	11.2	231	2628 KSFH-F
5. KVMX-F (AC)	102/ 4.9	4.7	5.2	4.9	4.4	4.9	111/1967	1713/13.9	11.1	12.1	4.0	82	1314 KVMX-F
6. KHYL-F (O)	100/ 4.8	3.4	4.4	4.8	4.8	4.4	151/2065	1521/12.3	11.9	12.3	4.8	98	1276 KHYL-F
7. KXOA-F (AC)	95/ 4.6	7.2	7.5	6.5	7.6	6.4	123/2156	1761/14.2	18.4	19.2	4.3	89	1176 KXOA-F
8. KQPT-F (J/NA)	83/ 4.0	3.4	4.3	4.5	3.2	4.1	91/1265	1116/ 9.0	10.2	9.7	5.1	104	1236 KQPT-F
9. KSEG-F (CL AOR)	79/ 3.8	4.7	3.3	3.1	3.1	3.7	97/1515	1212/ 9.8	10.4	14.2	5.9	121	1530 KSEG-F
KGBY-F (SAC)	79/ 3.8	3.7	3.5	3.6	4.8	3.7	86/1447	1219/ 9.9	10.8	11.9	2.5	51	914 KGBY-F
11. KZAP-F (AOR)	71/ 3.4	3.1	4.6	6.2	5.2	4.3	105/2158	1517/12.3	13.4	13.5	4.8	99	1816 KZAP-F
12. KWOD-F (CHR)	69/ 3.3	2.7	2.9	3.0	3.0	3.0	99/2236	1486/12.0	11.5	12.0	3.9	80	2040 KWOD-F
13. KRCX (SP)	68/ 3.3	1.4	1.9	0.7	1.3	1.8	81/530	320/ 2.6	1.6	1.9	0.5	11	191 KRCX
14. KCTC (BB)	58/ 2.8	2.2	1.6	1.5	2.3	2.0	58/906	849/ 6.9	6.3	5.8	1.4	29	422 KCTC
15. KRAK (C)	50/ 2.4	3.3	2.5	3.1	3.4	2.8	122/1689	748/ 6.0	6.3	6.2	1.2	24	504 KRAK

12+ FM SHARE (METRO): 68.35% (1231 of 1801) (SPG 90: 70.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFH-F>>	1 KRXQ-F	1 KRAK-F	1 KFBK	1 KFBK	1 KFBK >	1 KFBK >	1 KFBK <	1 KRAK-F	1 KSFH-F>	1 KFBK >>
2 KRXQ-F	2 KRAK-F>	2 KRXQ-F	2 KRAK	2 KRAK-F	2 KRAK-F>	2 KRAK-F>	2 KRAK-F>	2 KFBK	2 KRXQ-F>	2 KGO
3 KWOD-F	3 KSFH-F	3 KFBK	3 KRXQ-F	3 KRXQ-F<	3 KVMX-F	3 KSFH-F	3 KRXQ-F	3 KSFH-F	3 KWOD-F<	3 KHYL-F
4	4 KSEG-F	4 KSFH-F<	4 KHYL-F	4 KHYL-F	4 KXOA-F	4 KRXQ-F	4 KXOA-F	4 KRXQ-F	4 KRAK-F<	4 KRAK-F
5	5 KZAP-F	5 KHYL-F<	5 KXOA-F	5 KXOA-F	5 KVMX-F	5 KHYL-F<	5 KVMX-F	5 KHYL-F<	5 KVMX-F	5 KSFH-F<
6	6 KGBY-F<	6 KXOA-F	6 KVMX-F<	6 KVMX-F	6 KHYL-F<	6 KXOA-F	6 KVMX-F	6 KXOA-F<	6	6 KVMX-F
7	7 KWOD-F	7	7 KSFH-F<	7 KSFH-F	7 KCTC	7 KHYL-F	7	7 KHYL-F	7	7 KRCX
8	8	8	8 KQPT-F<	8 KQPT-F	8	8	8	8	8	8 KCTC
			9 KSEG-F						9	9 KXOA-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 KWOD-F	1 KRXQ-F	1 KRXQ-F	1 KXOA-F	1 KVMX-F<	1 KRAK-F>	1 KRAK-F	1 KRXQ-F	1 KRAK-F<	1 KFBK
2 KRXQ-F	2 KGBY-F	2 KHYL-F	2 KVMX-F<	2 KXOA-F<	2 KRXQ-F>	2 KRXQ-F>	2 KRAK-F	2 KRXQ-F	2 KRAK-F<
3 KGBY-F	3 KVMX-F	3 KVMX-F	3 KRAK-F	3 KRAK-F	3 KSFH-F	3 KSEG-F<	3 KFBK	3 KFBK	3 KRXQ-F
4 KSFH-F	4 KWOD-F	4 KGBY-F	4 KGBY-F<	4 KHYL-F	4 KSEG-F	4 KSFH-F	4 KSEG-F	4 KSEG-F	4 KHYL-F
5 KRAK-F>	5 KRAK-F	5 KZAP-F	5 KRXQ-F	5 KFBK >	5 KZAP-F	5 KFBK	5 KSFH-F>	5 KSFH-F<	5 KSEG-F
6 KVMX-F	6 KXOA-F	6 KXOA-F	6 KHYL-F	6 KRXQ-F	6 KWOD-F	6 KZAP-F	6 KZAP-F	6 KZAP-F	6 KZAP-F
7 KXOA-F	7 KHYL-F	7 KSEG-F	7 KSFH-F<	7 KGBY-F	7	7	7	7 KHYL-F	7 KSFH-F
8	8 KSFH-F	8 KRAK-F	8 KFBK	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		207 (2)	207 (2)	11.5	15.3	KFIA 710 Carmichael	0.7/2.1/ 16/ 351
AOR/CLASSIC		319 (6)	319 (6)	17.7	15.9	KLCQ-F 105.5 Davis/Sacramento	0.4/1.9/ 12/ 306
AC/OLDIES/SOFT ROCK	51 (3)	381 (5)	432 (8)	24.0	25.9	KLIQ-F 102.1 Shingle Sp/Scrmn	1.0/2.3/ 30/ 424
MOR/VARIETY					1.7	KOWL 1490 So Lake Tahoe	0.1/0.3/ 4/ 56
COUNTRY	50 (1)	200 (1)	250 (2)	13.9	13.4	KRLT-F 93.9 So Lake Tahoe	0.3/0.8/ 6/ 111
BLACK/URBAN						KSAC 1240 Sacramento	0.4/1.4/ 9/ 169
BEAUTIFUL/EASY		7 (1)	7 (1)	0.4	3.3	KSHJ 1380 Sacramento	0.9/3.1/ 19/ 405
NEWS/TALK	280 (3)		280 (3)	15.5	14.3	KXOA 1470 Sacramento	1.4/3.7/ 28/ 461
NOSTALGIA	94 (2)		94 (2)	5.2	2.1		
RELIGION/GOSPEL	15 (1)	21 (1)	36 (2)	2.0	1.3	KBEE-F 103.3 Modesto/Stocktn.	0.3/0.6/ 63/ 797
SPANISH	68 (1)	7 (1)	75 (2)	4.2	1.5	KFRC 610 San Francisco	1.7/4.7/ 78/1080
CLASSICAL	9 (1)		9 (1)	0.5	0.8	KGO 810 San Francisco	1.7/4.6/100/1559
JAZZ/NEW AGE		83 (1)	83 (1)	4.6	3.6	KNBR 680 San Francisco	1.3/4.7/ 97/1747
UNKNOWN/OTHERS	3 (1)	6 (1)	9 (2)	0.5	0.8	KOZZ-F 105.7 Reno	0.4/0.6/ 58/ 698
						KRQR-F 97.3 San Francisco	0.4/1.3/ 38/ 592
						KSFO 560 San Francisco	0.2/1.1/ 14/ 413
						KSTN-F 107.3 Stockton	0.3/0.6/ 26/ 334
						KYA -F 93.3 San Francisco	0.2/0.2/ 9/ 158
	570 (13)	1231 (19)	1801 (32)				

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ	UNIULT UNISUP, \$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR, \$120.00	(Group W)	Westinghouse
KFIA	,	710,	10 KW/250 W(DA-2),	,	Religion	, \$ 24.00	(---)	
KRAK	,	1140,	50 KW (DA-2)	,	Country	, \$ 66.00	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	, \$ 36.00	(Katz Hsp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Classical	UNIULT, \$ 27.00	(CMBS)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Business News	, \$ 30.00	(Banner)	Brown

FM STATIONS

KGBY	,	92.5,	50 KW @ 462	,	AC	, \$ 62.00	(Group W)	Westinghouse
KHYL	,	101.1,	37 KW @ 567	,	Oldies	, \$ 50.00	(Eastman)	Parker (AUBURN)
KQPT	,	100.5,	115 KW @ 328	,	Jazz/NAC	SOURCE, \$ 80.00	(CBS)	Duchossois
KRAK	,	105.1,	50 KW @ 500	,	Country	, \$111.00	(Katz)	EZ
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR	ABC, \$ 48.00	(Christal)	Great American
KRXQ	,	93.7,	25 KW @ 325	,	AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM	,	102.5,	50 KW @ 500	,	CHR	, \$ 85.00	(MMR)	Booth/Genesis
							(WOODLAND)	
KWOD	,	106.5,	50 KW @ 410	,	CHR	CBS ABC, \$ 54.00	(HNWH)	
KXOA	,	107.9,	50 KW @ 403	,	AC	, \$135.00	(Banner)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC/EZ	, \$ 75.00	(Christal)	Tribune Co.
KZAP	,	98.5,	50 KW @ 500	,	AOR	, \$ 96.00	(Mc-Guild)	Nationwide

Miscellaneous: KAER to KGBY-F (Feb) and from Country to AC . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 112/327,500

Stations: 21/12
 Diaries: 827/396:1/57.7%
 Sample Target: 780
 % Below Line: 9.2
 % Not Listed: 13.6

1990 Revenue: \$10,700,000
 HH Inc.: \$30,637
 Retail \$: 2.9 Btl
 Pop per Station: 27,291
 #1 Biller: WIOG-F \$3,000,000

MSA Rank/Pop: 120/408,000

ADI # 59 (w/Flint)

Average Person Ratings: 17.9

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WIOG-F (CHR)	88/15.0	19.2	18.5	----	21.9	13.2	261/3482	1265/38.6	38.5	43.1	21.0	132	1595
2. WKQZ-F (C)	72/12.3	9.9	9.9	----	12.0	8.0	133/1800	895/27.3	19.6	26.4	9.2	58	739
3. WHNN-F (O)	65/11.1	10.9	15.1	----	7.7	9.3	166/2110	810/24.7	29.6	21.5	13.8	87	943
4. WKQZ-F (AOR)	64/10.9	12.3	8.6	----	8.2	7.9	122/1198	708/21.6	16.8	17.6	13.8	87	777
5. WSGW (FS)	50/ 8.5	12.3	9.7	----	10.0	7.6	59/786	629/19.2	20.6	19.8	8.6	54	688
6. WGER-F (SAC)	46/ 7.8	7.1	10.2	----	7.1	6.3	48/556	512/15.6	19.0	16.8	6.2	39	475
7. WTLZ-F (B)	41/ 7.0	5.7	6.1	----	7.7	4.7	48/559	395/12.1	9.6	10.6	8.4	53	466
8. WKCK-F (CHR)	16/ 2.7	0.7	1.8	----	0.3	1.3	89/1478	267/ 8.0	4.6	2.7	1.4	9	219
9. WFDF (BB)	13/ 2.2	1.3	2.2	----	2.6	1.4	51/595	158/ 4.8	4.9	5.4	1.1	7	93
10. WKNX (BB)	10/ 1.7	1.7	1.3	----	1.8	1.2	14/191	121/ 3.7	3.1	4.4	1.6	10	148

12+ FM SHARE (METRO): 82.25% (417 of 507) (SPG 90: 78.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F	1 WKQZ-F<	1 WKQZ-F<	1 WHNN-F<	1 WKQZ-F	1 WIOG-F	1 WKQZ-F<	1 WIOG-F>	1 WIOG-F>	1 WKQZ-F
2 WKCK-F	2 WIOG-F>>	2 WIOG-F	2 WHNN-F	2 WKQZ-F	2 WHNN-F	2 WKQZ-F	2 WHNN-F<	2 WKQZ-F<	2 WKQZ-F	2 WTLZ-F
3 WTLZ-F	3 WKQZ-F	3 WHNN-F	3 WIOG-F	3 WKQZ-F	3 WSGW	3 WKQZ-F<	3 WIOG-F	3 WHNN-F	3 WTLZ-F<	3 WKQZ-F
4	4 WTLZ-F	4 WKQZ-F>	4 WKQZ-F	4 WIOG-F	4 WGER-F	4 WHNN-F	4 WKQZ-F	4 WKQZ-F	4 WSGW	4 WIOG-F
5	5 WHNN-F	5 WTLZ-F	5 WGER-F	5 WGER-F	5	5 WSGW	5 WGER-F	5 WGER-F<	5 WKQZ-F	5

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 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WHNN-F	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F>
2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WHNN-F	2 WGER-F	2 WIOG-F>	2 WIOG-F>	2 WIOG-F>	2 WIOG-F<	2 WKQZ-F
3 WTLZ-F	3 WHNN-F	3 WHNN-F>	3 WGER-F	3 WIOG-F	3 WKQZ-F	3 WKQZ-F	3 WSGW	3 WKQZ-F<	3 WHNN-F
4 WKQZ-F	4 WTLZ-F	4 WTLZ-F	4 WKQZ-F<	4 WKQZ-F	4 WTLZ-F>	4 WTLZ-F	4 WTLZ-F	4 WHNN-F>	4 WIOG-F
5 WHNN-F	5 WGER-F	5 WTLZ-F	5 WTLZ-F	5 WTLZ-F	5 WHNN-F	5	5 WKQZ-F	5 WTLZ-F	5 WSGW
6 WGER-F	6	6 WKQZ-F	6 WKQZ-F	6 WKQZ-F	6	6	6	6 WSGW	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		106 (3)	106 (3)	20.9	25.3	WKFK-F	100.5 Carrollton	0.5/4.2/	5/	150
AOR/CLASSIC		64 (1)	64 (1)	12.6	10.5	WMJT-F	100.9 Pinconning	0.3/2.4/	3/	104
AC/OLDIES/ROCK	12 (2)	125 (6)	137 (8)	27.0	12.4	WSAM	1400 Saginaw	1.2/5.4/	7/	204
MOR/VARIETY	55 (2)	55 (2)	55 (2)	10.8	16.2	WXOX	1250 Bay City	0.9/4.6/	7/	191
COUNTRY		74 (2)	74 (2)	14.6	15.7					
BLACK/URBAN		48 (3)	48 (3)	9.5	8.7	WCFX-F	95.3 Clare/MtPisnt	0.3/2.0/	21/	277
BEAUTIFUL/EASY					9.2	WCRZ-F	107.9 Flint	0.3/2.6/	97/	1146
NEWS/TALK						WDZZ-F	92.7 Flint	0.5/3.0/	74/	730
NOSTALGIA	23 (2)		23 (2)	4.5	2.1	WJR	760 Detroit	0.9/6.4/	78/	1122
RELIGION/GOSPEL						WOWE-F	98.9 Vassar	0.7/2.5/	7/	190
SPANISH						WSTD-F	96.9 Standish	1.2/2.0/	19/	212
CLASSICAL						WWWW-F	106.7 Detroit	0.3/1.7/	6/	196
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	90 (6)	417 (15)	507 (21)							

RADIO STATIONS

WKNX, 1210, 10 KW	NOSTALGIA	APR, \$ 10.00 (Patt)	
WSAM, 1400, 1 KW (DA-2)	OLDIES	ABC, \$ 12.00 (Christal)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), MOR/FULL SER.	NBC, MBS, \$ 38.00 (Katz)		Booth
WGER-F, 106.3, 3 KW @ 325, EZ/SOFT AC	MBS, \$ 30.00 (McGuilld)		
WHNN-F, 96.1, 100 KW @ 1020, AC	UNIULT, \$ 43.00 (Eastman)		Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR	ABC, SOURCE, \$ 75.00 (Katz)		Booth
WKQZ-F, 98.1, 50 KW @ 492, COUNTRY	ABC, \$ 42.00 (Christal)		MacDonald
WKQZ-F, 93.3, 38 KW @ 600, CHR	UNIPWR ABC, \$ 33.00 (Banner)		
WTLZ-F, 107.1, 5 KW @ 400, BLACK	SBN, \$ 22.00 (Roslin)		

WJR - See Detroit, WFDF - See Flint

ST. LOUIS

Arbitron Rank/Pop (12+): 16/2,056,200

Stations: 30/30

1990 Revenue: \$71,800,000

MSA Rank/Pop: 14/2,490,000

Diaries: 1892/10A7:1/54.5%

HH Inc.: \$35,186

ADI # 18

Sample Target: 1850

Retail \$: 18.1 Bil

Average Person Ratings: 17.6

% Below Line: 0.0

Pop per Station: 68,540

Market TSL: 23.00 hours

% Not Listed: 6.1

#1 Biller: KMOX \$22,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	B'rch Share	B'rch AQH	B'rch Cume
1. KMOX (T)	675/18.6	20.4	16.6	17.0	19.3	18.1	793/8773	7378/35.9	34.7	37.1	18.4	734	7671 KMOX
2. KSHE-F (AOR)	302/ 8.3	8.1	7.2	8.2	8.7	7.9	400/4857	3942/19.2	18.1	19.9	1.4	457	4839 KSHE-F
3. KMJM-F (B)	250/ 6.9	6.9	6.9	6.7	7.0	6.8	265/2673	2470/12.0	11.0	11.8	9.2	367	3391 KMJM-F
4. KSD -F (CL AOR)	212/ 5.9	5.8	6.7	4.2	4.9	5.7	230/3694	3384/16.5	17.1	14.6	5.9	237	3982 KSD -F
5. KYKY-F (AC)	207/ 5.7	5.0	6.3	6.6	6.1	5.9	220/3527	3256/15.8	18.0	18.3	4.1	165	3188 KYKY-F
6. WIL -F (C)	199/ 5.5	6.8	5.9	5.7	6.4	6.0	242/3419	2782/13.5	12.6	13.7	6.3	252	2874 WIL -F
7. WKBQ-F (CHR)	187/ 5.2	4.8	5.0	6.8	6.9	5.4	219/4127	3654/17.8	17.9	18.9	5.9	235	4238 WKBQ-F
8. KEZK-F (EZ)	181/ 5.0	5.0	7.9	6.8	5.5	6.2	199/3173	2772/13.5	16.5	13.0	2.6	105	1622 KEZK-F
9. KLOU-F (O)	164/ 4.5	3.8	4.2	3.7	3.5	4.1	190/3809	3344/16.3	14.5	12.0	3.5	141	2485 KLOU-F
10. WKXX-F (C)	92/ 2.5	2.6	3.3	2.3	2.4	2.7	114/1538	1250/ 6.1	8.9	7.0	4.2	169	1866 WKXX-F
11. KHTK-F (CHR)	84/ 2.3	1.5	2.0	2.9	2.9	2.2	88/1918	1803/ 8.8	8.6	8.9	3.4	136	2211 KHTK-F
12. WFXB-F (AC)	78/ 2.2	1.8	1.7	1.6	1.5	1.8	78/1674	1630/ 7.9	6.7	6.5	1.8	70	996 WFXB-F
13. WEW (BB)	74/ 2.0	1.8	1.8	2.0	1.5	1.9	82/818	756/ 3.7	3.3	3.8	0.9	36	302 WEW
14. KFUF-F (CL)	70/ 1.9	1.9	2.0	2.0	1.9	2.0	74/1425	1319/ 6.4	7.1	5.8	1.8	70	996 KFUF-F
15. KATZ (B)	68/ 1.9	2.1	2.1	2.1	1.6	2.0	68/992	992/ 4.8	4.1	4.4	1.1	42	876 KATZ
16. WRTH (BB)	64/ 1.8	1.6	1.7	0.9	0.5	1.5	65/896	869/ 4.2	4.1	3.3	1.1	44	508 WRTH
17. KRJY-F (SAC)	64/ 1.8	2.1	1.9	2.4	1.8	2.0	66/1269	1212/ 5.9	6.7	7.0	1.8	73	840 KRJY-F
18. KUSA (C)	58/ 1.6	1.8	1.8	1.2	1.3	1.6	90/1315	740/ 3.6	6.0	5.8	1.2	49	634 KUSA
19. KFXB-F (AC)	51/ 1.4	0.8	0.9	1.1	0.7	1.0	72/1701	1315/ 6.4	5.4	4.6	0.9	36	808 KFXB-F
20. KXOK (B)	50/ 1.4	0.6	0.7	0.7	0.6	0.9	53/738	638/ 3.1	3.7	3.1	0.7	27	521 KXOK

12+ FM SHARE (METRO): 65.07% (2211 of 3398) (SPG 90: 68.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F	2 KSD -F	2 KMOX	2 KSHE-F>	2 KSHE-F	2 KEZK-F	2 KSD -F<	2 KSHE-F	2 KSHE-F	2 KMJM-F>	2 KMJM-F>>
3 KHTK-F	3 KMJM-F	3 KSD -F	3 KSD -F<	3 KYKY-F<	3 WIL -F	3 KSHE-F	3 KEZK-F<	3 KYKY-F	3 KSHE-F	3 KSHE-F
4	4 KYKY-F	4 KMJM-F	4 KYKY-F	4 KSD -F	4 KLOU-F	4 KMJM-F<	4 KYKY-F	4 KSD -F<	4 WKBQ-F>	4 WKBQ-F>
5	5 WKBQ-F>	5 KYKY-F>	5 KMJM-F	5 KMJM-F<	5	5 WIL -F	5 KSD -F	5 WKBQ-F	5 WIL -F	5 KSD -F
6	6 WIL -F<	6 KLOU-F<	6 KLOU-F	6 KLOU-F<	6	6 KYKY-F	6 WIL -F	6 KMJM-F<	6 KYKY-F	6
7	7 KMOX	7 WIL -F	7 WIL -F	7 WIL -F	7	7 KEZK-F	7 KLOU-F<	7 WIL -F	7 KSD -F	7
		8 WKBQ-F					8 KMJM-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 KMJM-F	1 KMJM-F	1 KYKY-F	1 KYKY-F	1 KYKY-F<	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KMOX
2 WKBQ-F>	2 KYKY-F	2 KSD -F	2 KMJM-F	2 KMOX >	2 KSD -F>	2 KSD -F>	2 KSD -F>	2 KMOX	2 KSHE-F>
3 KSHE-F	3 KSD -F	3 KMJM-F	3 KMOX	3 KLOU-F<	3 KMJM-F>	3 KMJM-F>	3 KMJM-F	3 KSD -F>	3 KSD -F>
4 KSD -F	4 WKBQ-F	4 KSHE-F	4 KSD -F<	4 KMJM-F	4 WKBQ-F>>	4 KMOX <	4 KMOX	4 KMJM-F>	4 WIL -F
5 KYKY-F>	5 KSHE-F>	5 WIL -F	5 WKBQ-F	5 KEZK-F<	5	5 KYKY-F	5 KYKY-F>	5 WIL -F<	5 KMJM-F
6 WIL -F	6 WIL -F	6 WKBQ-F	6 KLOU-F<	6 WIL -F	6	6 WKBQ-F	6 WIL -F	6 KLOU-F<	6 KLOU-F
7	7	7	7 KSHE-F	7 KSD -F	7	7 WIL -F	7	7 KYKY-F	7
			8 WIL -F						

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		271 (2)	271 (2)	8.0	10.5	KATZ-F 100.3	Alton 1.0/4.9/ 37/1025
AOR/CLASSIC		514 (2)	514 (2)	15.1	14.7	KEZK 590	Wood River/St.L 1.0/3.3/ 37/ 722
AC/OLDIES/SOFT ROCK	13 (1)	564 (5)	577 (6)	17.0	15.3	KGLD 1380	St. Louis 0.4/1.7/ 15/ 370
MOR/VARIETY	51 (2)		51 (2)	1.5	2.0	KIRL 1460	St. Charles/StL 0.5/1.3/ 19/ 271
COUNTRY	58 (1)	291 (2)	349 (3)	10.3	11.3	KSIV 1320	Clayton/St. L. 0.6/1.6/ 21/ 338
BLACK/URBAN	118 (2)	250 (1)	368 (3)	10.8	11.6	WBGZ 1570	Alton 0.7/1.1/ 25/ 218
BEAUTIFUL/EASY	36 (1)	181 (1)	217 (2)	6.4	6.0	WCBW-F 104.9	Columbia/St. L. 0.9/3.1/ 35/ 686
NEWS/TALK	675 (1)		675 (1)	19.9	21.5	WESL 1490	E. St. Louis 0.9/2.4/ 33/ 484
NOSTALGIA	138 (2)		138 (2)	4.1	2.2	WGNU 920	Granite City 0.6/1.6/ 20/ 337
RELIGION/GOSPEL	73 (3)	33 (1)	106 (4)	3.1	3.0	WIBV 1260	Belleville 0.9/2.8/ 31/ 619
SPANISH							
CLASSICAL		70 (1)	70 (1)	2.1	2.1		
JAZZ/NEW AGE		37 (1)	37 (1)	1.1			
UNKNOWN/OTHERS	25 (1)		25 (1)	0.7			
	1187 (14)	2211 (16)	3398 (30)				

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 40.00 (K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	UNISUP UNIULT, \$ 34.00 (Katz)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$ 327.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (McGuild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 26.00 (---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	UNIULT ABC, \$ 31.00 (Torbet)	
WESL, 1490, 1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$ 25.00 (K & P)	Willis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$ 27.00 (---)	
WRTH, 1430, 5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$ N/A (Banner)	Heritage

FM STATIONS

KATZ, 100.3, 50 KW @ 490, BLACK	NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5, 100 KW @ 1026, EZ	UNIULT, \$ 91.00 (MMR)	Adams
KFUO, 99.1, 100 KW @ 1026, CLASSICAL	NBC, \$ 47.00 (CMBS)	
KHTK, 97.1, 100 KW @ 560, CHR	, \$ 40.00 (Torbet)	
KLOU, 103.3, 100 KW @ 920, OLDIES	CBS, \$ 80.00 (CBS)	CBS
KMJM, 107.7, 100 KW @ 1026, BLACK	, \$ 97.00 (McGuild)	Noble
KRJY, 96.3, 100 KW @ 552, SOFT AC	NBC UNISUP, \$ 47.00 (Banner)	
KSD, 93.7, 100 KW @ 860, CLASSIC AOR	, \$ 100.00 (McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1026, AOR	, \$ 154.00 (HNWH)	Emmis
KFXB, 105.7, 100 KW @ 1376, AC	SOURCE, \$ N/A (Durpetti)	(ST. GENEVIEVE)
KYKY, 98.1, 90 KW @ 1026, AC	, \$ 129.00 (MMR)	EZ
WCBW, 104.9, 2 KW @ 400, RELIGION	, \$ 20.00 (---)	Universal
WIL, 92.3, 100 KW @ 984, COUNTRY	ABC, \$ 76.00 (Banner)	Heritage
WKBQ, 106.5, 90 KW @ 1026, CHR	, \$ 69.00 (Katz)	Chase
WKKX, 104.1, 39 KW @ 500, COUNTRY	, \$ 40.00 (Torbet)	(JERSEYVILLE, IL)
WFXB, 101.1, 44 KW @ 525, AC	, \$ 40.00 (Torbet)	

Miscellaneous: KSTZ-F to KFXB-F and WSNL-F to WFXB-F (May): these stations are currently simulcasting an AC format . . .
 WKKX-F sold for \$3,176,000 (this deal was cancelled) (CEA) . . . WKKX-F sold (again) for \$1,856,000 . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/501,200

Stations: 29/19

1990 Revenue: \$12,600,000

MSA Rank/Pop: 132/602,000 (Salinas)

Diaries: 949/528:1/49.1%

HH Inc.: \$39,277

ADI # 109

Sample Target: 925

Retail \$: 4.3 Bil

Average Person Ratings: 16.7

% Below Line: 29.1

Pop per Station: 26,378

Market TSL: 23.00 hours

% Not Listed: 18.1

#1 Biller: KDON-F \$1,900,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KDON-F (CHR)	98/11.7	11.1	10.4	11.7	11.9	11.2	106/1189	1125/22.4	22.4	24.8	14.5	110	1414
2. KTON-AF (C)	80/ 9.6	7.1	6.0	5.8	6.6	7.1	80/802	796/15.9	11.7	13.0	7.4	50	572
3. KGO (T)	75/ 9.0	8.6	7.2	7.2	6.8	8.0	80/933	878/17.5	17.1	14.9	7.5	57	770
4. KUFX-F (CL AOR)	55/ 6.6	2.6	3.8	3.7	4.0	4.2	58/768	712/14.2	12.3	14.1	5.9	45	714
5. KWAV-F (AC)	41/ 4.9	4.5	4.2	3.9	5.2	4.4	42/721	701/14.0	13.1	12.3	4.5	34	490
6. KBAY-F (EZ)	35/ 4.2	3.4	4.5	3.4	3.3	3.9	38/434	422/ 8.4	9.9	8.7	3.3	25	263
7. KCTY (SP)	32/ 3.8	2.9	2.0	2.6	1.8	2.8	32/255	255/ 5.1	4.0	3.5	2.2	17	247
8. KMBY-F (AOR)	27/ 3.2	3.5	5.0	5.7	4.2	4.3	27/536	534/10.7	11.6	12.6	4.9	37	615
9. KTGE (SP)	26/ 3.1	3.5	1.5	2.6	1.6	2.7	26/243	243/ 4.8	3.6	3.4	2.2	17	203
10. KBOQ-F (CL)	25/ 3.0	2.2	5.3	4.0	4.1	3.6	25/409	409/ 8.2	8.5	9.3	3.7	28	355
11. KHIP-F (O)	23/ 2.8	2.6	2.1	2.6	2.3	2.5	28/413	364/ 7.3	7.1	7.1	1.4	11	270
12. KDBQ-F (AC)	20/ 2.4	4.8	5.2	1.3	2.2	3.4	24/475	436/ 7.9	11.2	6.8	4.5	34	348
KOCN-F (AC)	20/ 2.4	1.9	2.0	3.6	3.7	2.5	20/395	395/ 7.9	7.1	9.3	3.2	24	282
14. KNBR (FS)	18/ 2.2	1.2	1.0	2.0	2.3	1.6	18/375	372/ 7.4	4.5	8.0	1.2	9	231
KCBS (N/T)	18/ 2.2	3.3	2.9	2.2	2.7	2.7	18/389	382/ 7.6	9.2	8.4	2.8	21	292
KLFA-F (SP)	18/ 2.2	1.9	2.0	2.3	0.9	2.1	18/195	195/ 3.9	2.0	1.6	1.0	6	30
17. KXDC-F (J/NA)	15/ 1.8	2.0	2.2	2.5	2.4	2.1	15/170	170/ 3.3	6.0	5.3	1.8	14	185
18.													
19.													
20.													

12+ FM SHARE (METRO): 68.57% (469 of 684) (SPG 90: 73.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F	1 KTON-AF	1 KTON-AF>	1 KGO	1 KDON-F	1 KTON-AF	1 KDON-F	1 KDON-F	1 KGO >>
2	2 KUFX-F>	2 KUFX-F	2 KUFX-F	2 KUFX-F	2 KTON-AF>	2 KGO	2 KDON-F	2 KTON-AF>	2 KGO >	2 KUFX-F
3	3 KMBY-F	3 KTON-AF>	3 KDON-F	KGO	3 KBAY-F>	3 KTON-AF>	3 KGO >	3 KGO	3 KWAV-F>	3 KCTY
4	4 KTON-AF	4 KWAV-F	4 KGO	4 KDON-F	4 KWAV-F	4 KUFX-F	4 KUFX-F>	4 KUFX-F	4 KUFX-F	4
5	KCTY <	5 KGO	5 KWAV-F	5	KBOQ-F	5 KWAV-F	5 KWAV-F	5 KBAY-F	KNBR	5
	6 KWAV-F						6 KCTY			

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 KDON-F>>	1 KDON-F>	1 KDON-F	1 KDON-F>	1 KTON-AF	1 KDON-F>>	1 KDON-F	1 KUFX-F>	1 KUFX-F	1 KTON-AF<
2 KWAV-F	2 KLFA-F	2 KLFA-F	2 KTON-AF	2 KWAV-F	2 KUFX-F>	2 KUFX-F>	2 KTON-F	2 KTON-F>	2 KUFX-F
3 KLFA-F	3 KWAV-F	3 KBOQ-F	KWAV-F>	KDON-F	3 KTGE >	3 KMBY-F	3 KTON-AF	3 KTON-AF	3 KGO >
4 KUFX-F	4 KUFX-F	KWAV-F	4 KUFX-F	4 KGO	4 KMBY-F	4 KTGE	KMBY-F>	4 KMBY-F	4 KMBY-F
5	KCTY	KCTY	KLFA-F	5 KCTY	5	5 KTON-AF	5 KCTY	5 KGO	KDON-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	14.9	20.6	KHTX-F 107.5	Freedom 0.5/3.2/ 4/ 162
ADP/CLASSIC		95 (4)	95 (4)	13.9	9.8	KKMC 880	Gonzales/Sal. 0.6/1.6/ 5/ 80
AC/OLDIES/SOFT ROCK	5 (1)	104 (4)	109 (5)	15.9	15.5	KLAU 1540	Capitola/Mont. 0.6/2.5/ 5/ 125
MOR/VARIETY	18 (1)		18 (1)	2.6	3.3	KSCO 1080	Santa Cruz/Mntr 1.3/4.2/ 11/ 212
COUNTRY	15 (1)	65 (1)	80 (2)	11.7	11.4		
BLACK/URBAN						KAZA 1290	Gilroy 0.5/1.8/ 4/ 93
BEAUTIFUL/EASY		35 (1)	35 (1)	5.1	7.4	KFRG 610	San Francisco 0.6/1.8/ 6/ 158
NEWS/TALK	104 (3)		104 (3)	15.2	11.3	KOME-F 98.5	San Jose/San Fr 0.8/3.3/ 7/ 164
NOSTALGIA	5 (1)		5 (1)	0.7	2.3	KSJO-F 92.3	San Jose 0.7/3.9/ 17/ 241
RELIGION/GOSPEL	5 (1)		5 (1)	0.7	1.1		
SPANISH	62 (3)	18 (1)	80 (4)	11.7	8.7		
CLASSICAL	1 (1)	35 (2)	36 (3)	5.3	5.3		
JAZZ/NEW AGE		15 (1)	15 (1)	2.2	2.6		
UNKNOWN/OTHERS					0.7		
	215 (12)	469 (16)	684 (28)				

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KOHY	,	1340,	1 KW	Nostalgia		MBS UNISUP, \$13.00	(Radio Time)	(WATSONVILLE)
KTGE	,	1570,	250 W/8 W	Hispanic		,	\$12.00	(Katz Hisp.)
KTOM	,	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	,	92.7,	1 KW @ 567	Classical		,	\$24.00	(Durpetti)
KDON-F	,	102.5,	19 KW @ 2270	CHR		,	\$33.00	(Christal) Henry
KHIP-F	,	93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	\$17.00	(Eastman)	(HOLLISTER)
KLFA-F	,	93.9,	5 KW @ 703	Hispanic		,	\$12.00	(Caballero) (KING CITY)
KMBY-F	,	107.1,	.9 KW @ 604	AOR		,	\$31.00	(HNWH)
KDCN-F	,	104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	\$25.00	(Torbet)	
KHTX-F	,	107.5,	3 KW @ 335	CHR	SMN,	\$18.00	(Katz)	
KRAY-F	,	103.9,	3 KW @ -135	Hispanic		,	\$23.00	(Lotus)
KTOM-F	,	100.7,	1 KW @ 2420	Country	ABC,	\$37.00	(MMR)	Comm. Service
KWAV-F	,	96.9,	18 KW @ 2450	AC	APR,	\$41.00	(HNWH)	Buckley
KXDC-F	,	101.7	.8 KW @ 591	EZ		,	\$15.00	(---)

Miscellaneous: KPIG-F changes to KHTX in April and format from Country to CHR . . . KXDC A/F sold for \$1,100,000 . . .

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 150/216,000

MSA Rank/Pop: NA
ADI # NA

Average Person Ratings: 17.4

Market TSL: 23.00 hours

Stations: 20/19
Diaries: 637/339:1/52.5%
Sample Target: 610
% Below Line: 3.5
% Not Listed: 24.51990 Revenue: NA
HH Inc.: \$29,991
Retail \$: 2.1 Bill
Pop per Station: 11,368
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WQHQ-F (AC)	38/10.1	----	8.2	----	9.9	----	47/574	467/21.6	0.0	17.2	6.4	23	326
2. WKHI-F (CHR)	36/ 9.6	----	7.1	----	12.5	----	43/629	544/25.2	0.0	18.0	8.6	31	612
3. WICO-F (C)	30/ 8.0	----	6.0	----	9.9	----	32/355	309/14.3	0.0	10.6	7.8	28	399
4. WGMD-F (AC)	27/ 7.2	----	6.8	----	5.3	----	27/240	214/ 9.9	0.0	11.7	3.6	13	220
5. WOCQ-F (CHR)	26/ 6.9	----	4.7	----	10.9	----	30/498	450/20.8	0.0	15.9	13.9	50	610
6. WZBH-F (AOR)	24/ 6.4	----	7.7	----	4.8	----	42/442	302/14.0	0.0	13.1	13.3	48	436
7. WSBY-F (O)	20/ 5.3	----	6.0	----	-----	----	20/269	269/12.5	0.0	10.1	3.6	13	260
8. WDSO-F (C)	13/ 3.5	----	3.6	----	2.4	----	55/573	220/10.2	0.0	6.9	3.9	14	201
9. WRKE-F (CHR)	11/ 2.9	----	6.6	----	4.3	----	11/206	206/ 9.5	0.0	11.4	4.2	15	320
10. WDVH-F (EZ)	9/ 2.4	----	5.5	----	2.7	----	10/122	115/ 5.3	0.0	9.2	3.0	11	137
11. WWTR-F (AOR)	8/ 2.1	----	1.6	----	2.9	----	8/158	158/ 7.3	0.0	4.1	1.9	7	181
WOLC-F (REL)	8/ 2.1	----	2.2	----	2.4	----	10/216	154/ 7.1	0.0	8.1	3.9	14	161
13. WJDY (B)	6/ 1.6	----	4.9	----	5.1	----	6/211	211/ 9.8	0.0	8.0	2.2	8	195
WICO (C)	6/ 1.6	----	0.8	----	1.3	----	7/76	57/ 2.6	0.0	3.0	0.8	3	87
15.													

12+ FM SHARE (METRO): 92.61% (263 of 294) (SPG 90: 88.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WZBH-F<	1 WQHQ-F>	1 WQHQ-F	1 WQHQ-F	1 WGMD-F<	1 WGMD-F	1 WQHQ-F>	1 WKHI-F<	1 WOCQ-F	1 WOCQ-F
2 WOCQ-F	2 WQHQ-F	2 WZBH-F	2 WICO-F	2 WICO-F	2 WICO-F	2 WKHI-F<	2 WQHQ-F<	2 WQHQ-F	2 WKHI-F	2 WICO-F
3	3 WKHI-F	WKHI-F	3 WZBH-F	3 WZBH-F	3 WQHQ-F>	3 WICO-F	3 WICO-F	3 WICO-F	3 WQHQ-F>	WGMD-F
4	4 WOCQ-F	4 WICO-F	4 WKHI-F	4 WKHI-F	4 WSBY-F	4 WQHQ-F	WGMD-F	4 WZBH-F	4 WZBH-F	4
5	5	5 WOCQ-F	5 WSBY-F	5 WSBY-F	5	5	5 WZBH-F	5 WOCQ-F	5 WSBY-F	5

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 WQHQ-F	1 WQHQ-F	1 WQHQ-F>	1 WQHQ-F>	1 WQHQ-F>	1 WZBH-F	1 WZBH-F>>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F
WKHI-F>	2 WKHI-F	2 WOCQ-F	2 WOCQ-F	2 WOCQ-F	2 WWTR-F	2 WQHQ-F	2 WOCQ-F	2 WICO-F	WICO-F>
3 WOCQ-F>	3 WOCQ-F>	WKHI-F>	WKHI-F	WKHI-F	WQHQ-F>	3 WOCQ-F	WICO-F>	3 WQHQ-F	3 WSBY-F
4 WRKE-F>>	4 WRKE-F	4 WRKE-F>	4	4 WSBY-F	4 WKHI-F>	WKHI-F	4 WQHQ-F	4 WKHI-F	WQHQ-F
5	5	5	5	WICO-F	5 WOCQ-F	5	WKHI-F	5 WSBY-F	5 WKHI-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	25.7	24.1	WAFB-F 97.7	Miford/Dover 1.3/3.1/ 12/ 238
AOR/CLASSIC		32 (2)	32 (2)	11.3	12.2	WDMV 540	Pocomoke City 0.8/1.9/ 4/ 51
AC/OLDIES/SOFT ROCK		95 (5)	95 (5)	33.5	23.7	WECY-F 98.3	Seaford 1.3/4.4/ 5/ 94
MOR/VARIETY					0.7	WLVW 960	Salisbury 0.8/4.1/ 3/ 89
COUNTRY	9 (2)	43 (2)	52 (4)	18.3	13.7	WXPZ-F 101.3	Milford 0.8/2.8/ 9/ 157
BLACK/URBAN	6 (1)		6 (1)	2.1	6.5	WYUS 930	Milford 0.8/2.0/ 4/ 70
BEAUTIFUL/EASY		9 (1)	9 (1)	3.2	16.2		
NEWS/TALK	3 (1)		3 (1)	1.1			
NOSTALGIA	3 (1)		3 (1)	1.1			
RELIGION/GOSPEL		11 (2)	11 (2)	3.9	2.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	21 (5)	263 (15)	284 (20)				

RADIO STATIONS

WJOY, 1470, 5 KW (DAYS, DA) , BLACK CBS, \$ 14.00 (Roslin)
WLVW, 960, 5 KW (DA-2) , MOR/FULL SERVICE APR MBS, \$ N/A (Banner) HVS

WDVH-F, 105.5, 2 KW @ 407, EZ, \$ 17.00 (Republic)
WGMD-F, 92.7, 3 KW @ 300, BTFL/EZ, \$ N/A (---) (REHOBOTH BEACH, DE)
WICO-F, 94.3, 3 KW @ 300, COUNTRY, \$ 32.00 (Torbet) Prettyman
WKHI-F, 99.9, 50 KW @ 319, CHR, \$ N/A (---)
WQHQ-F, 104.7, 33 KW @ 610, AC, MBS, \$ N/A (Banner) HVS

WOCQ-F, 103.9, 2 KW @ 328, CHR, ABC, UNIPWR, \$ N/A (K & P)
WOLC-F, 102.5, 25 KW @ 500, RELIGION, \$ N/A (---) (PRINCESS ANN)
WRKE-F, 101.7, 3 KW @ 328, CHR, NBC, \$ N/A (Banner) (OCEANVIEW, DE)
WSBY-F, 98.9, 6 KW @ 360, OLDIES, CBS, \$ N/A (---)
WZBH-F, 93.5, 11 KW @ 528, AOR, \$ N/A (Roslin) Great Scott (GEORGETOWN, DE)

WDSO-F -- See Wilmington

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,006,900

Stations: 29/29

1990 Revenue: \$31,900,000

MSA Rank/Pop: 45/1,080,000

Diaries: 1405/717:1/59.1%

HH Inc.: \$29,410

ADI # 41

Sample Target: 1315

Retail \$: 7.1 Bill

Average Person Ratings: 16.3

% Below Line: 0.0

Pop per Station: 34,720

Market TSL: 21.75 hours

% Not Listed: 7.5

#1 Biller: KKAT-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KKAT-F (C)	228/13.9	11.1	7.6	9.3	8.5	10.5	257/2806	2483/24.7	17.2	19.8	14.6	243	2361
2. KSFI-F (SAC/EZ)	144/ 8.8	9.0	8.3	6.7	8.1	8.2	176/2357	1977/19.6	19.4	16.8	5.1	85	1300
3. KSOP-AF (C)	125/ 7.6	5.3	5.6	4.8	5.6	5.8	168/2072	1636/16.2	13.2	15.9	5.0	75	1202
4. KLZX-F (CL AOR)	109/ 6.7	7.1	8.4	6.2	7.8	7.1	116/1457	1336/13.3	15.7	14.9	8.9	148	1670
5. KBER-F (AOR)	104/ 6.4	4.6	4.2	6.7	4.0	5.5	113/1597	1439/14.3	11.8	11.4	6.9	115	1506
6. KSL (FS)	86/ 5.3	8.3	9.6	6.4	6.8	7.4	108/2167	1802/17.9	25.9	20.3	4.0	67	1995
7. KISN-F (CHR)	64/ 3.9	5.7	4.6	7.3	6.2	5.4	84/1912	1494/14.8	15.9	18.6	5.3	88	1492
8. KJQN-F (AOR)	61/ 3.7	3.7	4.1	4.0	4.1	3.9	68/1153	1060/10.5	9.8	10.0	4.9	81	1186
9. KCPX-F (AC)	61/ 3.7	2.2	3.8	5.3	5.4	3.8	69/1312	1145/11.4	13.1	17.1	4.2	70	1128
10. KRSP-F (AOR)	55/ 3.4	3.3	2.9	5.1	4.2	3.7	76/1340	1072/10.6	11.2	12.8	4.6	76	1549
11. KALL (FS)	49/ 3.0	2.4	3.0	2.6	2.6	2.8	52/937	911/ 9.0	8.7	7.5	3.7	61	502
12. KZHT-F (CHR)	46/ 2.8	2.6	3.3	3.0	3.5	2.9	48/1014	960/ 9.5	12.1	9.1	4.0	66	1059
13. KUTQ-F (CHR)	46/ 2.8	2.4	2.0	2.7	2.0	2.5	48/1235	1142/11.3	8.3	8.1	2.1	35	929
14. KBCK-F (C)	42/ 2.6	1.6	1.8	1.5	1.7	1.9	44/464	442/ 4.4	3.9	4.2	1.4	24	360
15. KDYL (BB)	38/ 2.3	3.2	2.2	2.5	3.1	2.5	38/440	440/ 4.4	4.0	4.7	1.3	22	407
16. KMGR-F (AC)	37/ 2.3	2.8	3.7	3.9	3.3	3.2	37/780	753/ 7.5	9.8	9.3	1.4	23	537
17. KLCY-F (AC)	34/ 2.1	1.6	2.6	1.9	2.1	2.0	54/1149	762/ 7.6	7.8	7.7	2.7	45	703
18. KTKK (T)	27/ 1.6	1.7	3.1	1.2	2.1	1.9	28/444	428/ 4.3	4.3	5.0	1.2	20	343
19. KRPN-F (O)	24/ 1.5	0.4	0.9	0.7	1.0	0.9	29/453	344/ 3.4	2.8	2.6	1.9	31	283
20. KISN (CHR)	23/ 1.4	0.7	1.2	1.2	1.3	1.1	23/776	694/ 6.9	6.0	6.8	0.8	13	403
21. KBZN-F (J/NA)	22/ 1.3	1.6	1.1	1.8	0.7	1.5	22/497	464/ 4.6	3.9	2.9	1.5	25	384
22. KCNR (N)	21/ 1.3	4.0	0.5	0.1	0.1	1.5	21/491	481/ 4.8	2.0	0.7	1.1	19	681
23.													
24.													
25.													

12+ FM SHARE (METRO): 81.24% (1230 of 1514) (SPG 90: 77.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSOP-F
2 KKAT-F	2 KBER-F	2 KLZX-F	2 KLZX-F	2 KSFI-F	2 KKAT-F	2 KLZX-F	2 KSFI-F	2 KSFI-F	2 KBER-F	2 KBER-F
3 KBER-F	3 KLZX-F	3 KSFI-F	3 KSFI-F	3 KLZX-F	3 KSL	3 KSL	3 KSOP-AF	3 KSOP-AF	3 KSFI-F	3 KSL
4 KZHT-F	4 KSOP-AF	4 KBER-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KJQN-F	4 KKAT-F
5 KJQN-F	5 KJQN-F	5 KSOP-AF	5 KBER-F	5 KBER-F	5 KALL	5 KSOP-AF	5 KBER-F	5 KLZX-F	5 KSOP-AF	5 KTKK
6	6 KISN-F	6	6 KCPX-F	6 KSL	6 KLZX-F	6 KALL	6 KCPX-F	6 KCPX-F	6 KRSP-F	6 KLZX-F
				KCPX-F	7 KBCK-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 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F
2 KBER-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KBER-F	2 KLZX-F	2 KLZX-F	2 KLZX-F	2 KLZX-F
3 KJQN-F	3 KSOP-AF	3 KCPX-F	3 KSOP-AF	3 KSOP-AF	3 KRSP-F	3 KLZX-F	3 KBER-F	3 KBER-F	3 KSOP-AF
4 KSOP-AF	4 KCPX-F	4 KSOP-AF	4 KCPX-F	4 KCPX-F	4 KJQN-F	4 KRSP-F	4 KSOP-AF	4 KSOP-AF	4 KBER-F
5 KZHT-F	5 KISN-F	5 KISN-F	5 KLZX-F	5 KSL	5 KISN-F	5 KJQN-F	5 KJQN-F	5 KSFI-F	5 KSFI-F
6 KSFI-F	6 KBER-F	6 KMGR-F	KISN-F	KLZX-F	6 KLZX-F	6 KSOP-AF	KISN-F	6 KRSP-F	6
7 KRSP-F	7 KLZX-F	KLZX-F							
KISN-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP	23 (1)	156 (3)	179 (4)	11.8	18.1	KFAM 700	N Salt Lake City 0.4/1.9/ 6/ 192
AOR/CLASSIC		329 (4)	329 (4)	21.7	22.0	KLO 1430	Ogden 0.8/1.8/ 13/ 191
AC/OLDIES/ROCK	27 (2)	321 (7)	348 (9)	23.0	18.0	KQOL-F 106.5	Spanish Frk/SL 0.9/2.1/ 14/ 218
MOR/VARIETY	135 (2)		135 (2)	8.9	7.4	KSOS-F 106.9	Brigham/St.Lk. 0.7/2.7/ 16/ 382
COUNTRY	7 (1)	388 (3)	395 (4)	26.1	18.0	KUTR 1320	Salt Lake City 0.9/3.4/ 14/ 343
BLACK/URBAN						KZOL-F 96.1	Provo/Salt Lake 0.5/4.7/ 9/ 494
BEAUTIFUL/EASY	6 (1)	14 (1)	20 (2)	1.3	9.5		
NEWS/TALK	48 (2)		48 (2)	3.2	2.3		
NOSTALGIA	38 (1)		38 (1)	2.5	3.4		
RELIGION/GOSPEL					0.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		22 (1)	22 (1)	1.5	0.8		
UNKNOWN/OTHERS							
	284 (10)	1230 (19)	1514 (29)				

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, FS	ABC MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570, 5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160, 50 KW	, Full Service	CNN CBS, \$80.00	(CBS)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC NBC, \$23.00	(K & P)	
KUTR, 1320, 5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600, 5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK, 105.7, 14 KW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1, 26 KW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7, 40 KW @ 2933	, AC	, \$60.00	(MMR)	John Price
KISN, 97.1, 26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5, 100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KLCY, 94.1, 40 KW @ 3063	, AC	ABC, \$47.00	(Eastman)	Hatch
KUTQ, 99.5, 40 KW @ 2953	, CHR	NBC, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3, 26 KW @ 3740	, Classic AOR	ABC, \$42.00	(Chrystal)	Citadel
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)
KRPN, 107.9, 67 KW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5, 26 KW @ 3740	, AOR	ABC, \$59.00	(Durpetti)	
KSFI, 100.3, 26 KW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3, 25 KW @ 3640	, Country	, \$48.00	(MMR)	
KSOS, 106.9, 68 KW @ 2369	, AC	, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9, 48 KW @ 2799	, CHR	, \$32.00	(Katz)	(PROVO)
KZOL, 96.1, 55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

Miscellaneous: KALL reclassified as Full Service . . . KLVV-F to KUTQ-F . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,072,700

Stations: 29/29

1990 Revenue: \$40,000,000

MSA Rank/Pop: 36/1,350,000

Diaries: 1331/806:1/51.2%

HH Inc.: \$29,279

ADI # 43

Sample Target: 1325

Retail \$: 9.0 Bill

Average Person Ratings: 16.6

% Below Line: 0.0

Pop per Station: 36,989

Market TSL: 22.25 hours

% Not Listed: 7.7

#1 Biller: KCYY-F/KKYX \$7,000,000

12+ METRO	1/4/SHARE	WIN 91	FAI 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	F:L 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	190/10.6	12.4	10.9	8.9	12.6	10.7	244/2970	2369/22.1	25.0	22.3	12.8	245	2256	KCYY-F
2. KTFM-F (CHR)	165/ 9.2	10.1	9.0	7.3	7.2	8.9	172/2721	2510/23.4	21.8	18.9	15.8	302	2894	KTFM-F
3. KXTN-F (SP)	132/ 7.4	3.9	1.5	1.9	2.8	3.7	156/1637	1298/12.1	4.3	6.0	6.4	123	1674	KXTN-F
4. WOAI (N/T)	112/ 6.3	6.2	6.1	5.4	4.9	6.0	167/2461	1737/16.2	14.3	13.3	4.4	85	1496	WOAI
5. KCOR (SP)	103/ 5.8	3.6	5.4	4.9	5.2	4.9	105/981	951/ 8.9	8.5	8.0	2.8	54	567	KCOR
6. KAJA-F (C)	95/ 5.3	6.0	8.4	6.5	5.5	6.6	116/1709	1450/13.5	18.9	15.1	3.8	73	1045	KAJA-F
7. KQXT-F (AC)	93/ 5.2	5.6	4.9	5.0	3.9	5.2	105/1476	1315/12.3	11.6	9.5	4.3	83	1080	KQXT-F
8. KSAQ-F (AOR)	92/ 5.2	4.8	4.3	4.7	4.0	4.8	96/1485	1420/13.2	14.7	13.0	5.8	110	1778	KSAQ-F
9. KZEP-F (CL AOR)	87/ 4.9	5.6	5.9	5.8	4.0	5.6	94/1216	1170/10.9	14.2	10.1	4.9	94	1042	KZEP-F
10. KSMG-F (AC)	79/ 4.4	4.8	4.2	6.0	5.0	4.8	89/1474	1294/12.1	12.9	14.9	5.2	99	867	KSMG-F
11. KKYX (C)	76/ 4.3	4.2	4.3	4.3	4.2	4.3	186/2056	1032/ 9.6	9.4	10.4	3.5	66	707	KKYX
12. KONO-AF (AC)	58/ 3.2	2.0	4.1	3.8	5.2	3.3	71/1538	1280/11.9	11.8	16.1	2.7	29	449	KONO-AF
13. KSRR-F (AC)	58/ 3.2	3.1	3.4	5.9	4.8	3.9	65/1589	1402/13.1	13.8	14.9	4.3	82	1507	KSRR-F
14. KMHX-F (SAC)	53/ 3.0	2.5	3.7	4.0	3.9	3.3	56/914	871/ 8.1	10.5	9.7	2.1	41	769	KMHX-F
15. KTSA (N/T)	50/ 2.8	3.3	3.4	3.9	4.1	3.3	68/1153	840/ 7.8	8.4	6.8	2.0	39	695	KTSA
16. KSAM (SP)	28/ 1.6	0.6	1.4	1.2	1.3	1.2	28/458	402/ 3.7	2.1	2.8	1.2	22	271	KSAM
17. KSLR (REL)	22/ 1.2	1.4	1.0	1.0	1.3	1.1	28/475	331/ 3.1	3.6	4.3	0.9	17	451	KSLR
18. KCHL (G)	22/ 1.2	0.7	0.6	1.4	1.3	1.0	22/213	213/ 2.0	0.9	1.8	1.4	26	313	KCHL
19. KISS-F (O)	21/ 1.2	2.2	2.2	2.8	5.0	2.1	34/796	618/ 5.8	8.8	13.2	0.5	9	339	KISS-F
20. KEDA (SP)	21/ 1.2	2.2	2.4	1.2	1.6	1.8	27/372	323/ 3.0	4.5	4.5	1.9	37	552	KEDA

12+ FM SHARE (METRO): 67.84% (1118 of 1648) (SPG 90: 64.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ ADM	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F<	1 KCYY-F<	1 WOAI	1 KCYY-F<	1 KCYY-F>	1 KCYY-F<	1 KTFM-F	1 KCYY-F<
2 KSRR-F	2 KSAQ-F	2 KTFM-F<	2 KXTN-F	2 KXTN-F	2 KCYY-F	2 KTFM-F	2 KTFM-F	2 KTFM-F>	2 KCYY-F<	2 KCOR
3 KCYY-F	3 KTFM-F	3 KXTN-F<	3 KZEP-F	3 KZEP-F<	3 KXTN-F<	3 WOAI >	3 KQXT-F<	3 KXTN-F	3 KXTN-F	3 WOAI
4 KSAQ-F	4 KZEP-F>	4 KZEP-F	4 KTFM-F	4 KTFM-F	4 KCOR	4 KQXT-F	4 KAJA-F	4 KAJA-F	4 KSAQ-F	4 KTSA
5	5 KAJA-F	5 KSAQ-F	5 KSMG-F<	5 KQXT-F<	5 KRIO-F<	5 KAJA-F<	5 WOAI	5 KQXT-F<	5 KCOR <	5
6	6 KXTN-F<	6 KSMG-F	6 KQXT-F<	6 KSMG-F<	6 KKYX	6 KZEP-F<	KAJA-F	6 WOAI >	6	6
7	7 KSMG-F	KAJA-F	7 KAJA-F	7 KAJA-F	7	7 KXTN-F	7 KZEP-F	KSAQ-F	7 KQXT-F	7
				8 WOAI			KCOR			

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 KTFM-F	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F	1 KSAQ-F>>	1 KSAQ-F	1 KZEP-F>>	1 KCYY-F<	1 KZEP-F
2 KCYY-F>	2 KTFM-F	2 KAJA-F	2 KTFM-F<	2 KXTN-F	2 KCYY-F>	2 KZEP-F>	2 KCYY-F	2 KZEP-F	2 KCYY-F
3 KSAQ-F	3 KAJA-F	3 KTFM-F<	3 KXTN-F	3 KAJA-F	3 KTFM-F	3 KCYY-F	3 KSAQ-F	3 KSAQ-F>	3 KXTN-F
4 KAJA-F	4 KXTN-F>	4 KXTN-F>	4 KAJA-F	4 KTFM-F<	KSRR-F>	4 KTFM-F	4 KTFM-F	4 KTFM-F<	4 WOAI <
5 KSRR-F	5 KSAQ-F	5 KSMG-F	5 KSMG-F<	5 KQXT-F	5 KSLR	5 KSMG-F	5 KSMG-F	5 KXTN-F>	5 KTFM-F<
6 KXTN-F	6 KZEP-F	6 KSMG-F	6 KQXT-F	6 KSMG-F	KSJL	6	6	6 KONO-AF	6 KONO-AF
7	KSMG-F	KQXT-F	7 KCOR	7 KMHX-F	7	7	7	KSMG-F	7 KSMG-F
				KCOR					

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		165 (1)	165 (1)	10.0	18.3	KBUC 830 Cibola/San Anto	0.7/1.7/ 12/	195	
AOR/CLASSIC	12 (1)	179 (2)	191 (3)	11.6	9.6	KFHM 1160 San Antonio	0.4/1.4/ 7/	154	
AC/OLOIES/ROCK	30 (2)	338 (6)	368 (8)	22.3	16.0	KGNB 1420 New Braunfels	0.4/1.2/ 7/	143	
MOR/VARIETY					4.4	KISS 930 Terrilli Hills	0.3/1.1/ 14/	167	
COUNTRY	84 (2)	304 (3)	388 (5)	23.5	24.0	KRIO-F 94.1 Florasville	1.1/2.3/ 28/	333	
BLACK/URBAN						KSJL 760 San Antonio	0.7/2.3/ 30/	434	
BEAUTIFUL/EASY					4.2	KWED 1580 Seguin	0.4/1.1/ 8/	118	
NEWS/TALK	162 (2)		162 (2)	9.8	5.2	KZVE 1310 San Antonio	1.1/2.7/ 20/	309	
NOSTALGIA	7 (1)		7 (1)	0.4					
RELIGION/GOSPEL	44 (2)		44 (2)	2.7	1.4				
SPANISH	191 (6)	132 (1)	323 (7)	19.6	14.9				
CLASSICAL									
JAZZ/NEW AGE					1.4				
UNKNOWN/OTHERS					0.5				
	530 (16)	1118 (13)	1648 (29)						

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS,DA) , ??		, \$ 24.00 (McGuld)	
KCOR, 1350, 5 KW (DA-N) , HISPANIC		, \$ 69.00 (Katz)	Tichenor
KEDA, 1540, 5 KW/1 KW (DA-N), HISPANIC		, \$ 26.00 (Caballero)	
KKYX, 680, 50 KW/10 KW(DA-N), COUNTRY	ABC	, \$ 50.00 (Katz)	New City
KONO, 860, 5 KW/1 KW , OLDIES	NBC, UNIULT	, \$ 29.00 (Christal)	Booth/Genesis
KSAH, 720, 10 KW/1 KW (DA-2), HISPANIC		, \$ 22.00 (Caballero)	
KSJL, 760, 50 KW/1 KW (DA-1), AOR	SMN, NBC	, \$ 16.00 (Eastman)	Inner City
KSLR, 630, 5 KW (DA-2) , RELIGION		, \$ 17.00 (---	Salem
KTSA, 550, 5 KW (DA-N) , MOR/NOSTALGIA	CNN ABC	, \$ 28.00 (Banner)	
KXTN, 1310, 5 KW/280 W(DA-1), HISPANIC		, \$ 26.00 (Lotus)	TK
WDAI, 1200, 50 KW , NEWS/TALK	CBS	, \$ 84.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 984, COUNTRY		, \$ 59.00 (Christal)	Clear Channel
KCYY, 100.3, 100 KW @ 984, COUNTRY		, \$ 95.00 (Katz)	New City
KONO, 101.1, 100 KW @ 620, OLDIES	NBC	, \$ 24.00 (Christal)	Waldon (FREDICKSBURG)
KISS, 99.5, 100 KW @ 1111, OLDIES	ABC	, \$ 57.00 (MMR)	Adams
KSRN, 92.9, 100 KW @ 1016, AC		, \$ 53.00 (Christal)	Booth/Genesis
KMMX, 106.7, 100 KW @ 1016, SOFT AC		, \$ 55.00 (McGuld)	
KQXT, 101.9, 100 KW @ 672, EZ		, \$ 52.00 (Group W)	Westinghouse
KSAQ, 96.1, 100 KW @ 481, AOR	NBC CBS,	, \$ 42.00 (Eastman)	Inner City
KSHG, 105.3, 100 KW @ 1249, OLDIES		, \$ 61.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 672, CHR		, \$ 60.00 (Banner)	
KZEP, 104.5, 100 KW @ 662, CLASSIC AOR	MBS	, \$ 54.00 (HNWH)	Lotus
KZVE, 107.5, 100 KW @ 1470, HISPANIC		, \$ 42.00 (Schubert)	TK

Miscellaneous: KFAN-F to KONO-F (Feb) and from AOR to Oldies . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Verv soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,139,600
 MSA Rank/Pop: 13/2,540,000
 AOI # 24
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 36/32
 Diaries: 1994/1073:1/50.0%
 Sample Target: 1830
 % Below Line: 3.2
 % Not Listed: 9.7

1990 Revenue: \$93,000,000
 HH Inc.: \$41,672
 Retail \$: 20.0 B11
 Pop per Station: 66,862
 #1 Biller: KFMB \$10,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KSON-AF (C)	305/ 8.8	6.1	7.5	6.5	7.5	7.2	305/3473	3473/16.2	14.2	15.7	4.7	248	2772	KSON-AF
2. KFMB (FS)	225/ 6.5	5.1	4.0	5.6	6.7	5.3	225/3443	3443/16.1	11.9	16.5	5.6	202	2490	KFMB
3. KGB -F (AOR)	210/ 6.0	4.9	6.0	4.9	7.1	5.4	210/3424	3424/16.0	15.3	15.6	6.7	239	2944	KGB -F
4. KKLQ-AF (CHR)	208/ 6.0	7.3	7.7	9.1	9.3	7.5	208/4126	4126/19.3	20.2	21.8	8.8	308	4447	KKLQ-AF
5. KJQY-F (SAC)	195/ 5.6	4.9	6.0	5.2	4.4	5.4	195/2704	2704/12.6	12.4	9.5	2.4	87	1394	KJQY-F
6. XTRA-F (AOR)	189/ 5.4	4.4	5.7	5.1	4.8	5.2	189/2911	2911/13.6	14.4	14.1	7.8	279	2960	XTRA-F
7. KFMB-F (AC)	188/ 5.4	5.7	4.8	6.6	4.8	5.6	188/3440	3440/16.1	13.0	15.8	4.9	177	2615	KFMB-F
8. KSDO (H/T)	180/ 5.2	5.9	6.6	5.4	5.7	5.8	180/2319	2319/10.8	11.6	11.2	4.6	165	2610	KSDO
9. KPOP (BB)	156/ 4.5	4.1	3.4	3.7	3.4	3.9	156/1659	1659/ 7.8	6.7	6.7	3.1	111	1354	KPOP
10. KSDO-F (CL AOR)	145/ 4.2	3.3	2.7	2.6	2.5	3.2	145/2283	2283/10.7	8.8	8.2	3.0	108	1745	KSDO-F
11. KYXY-F (AC)	126/ 3.6	4.3	3.9	3.0	3.7	3.7	126/2511	2511/11.7	10.8	10.4	2.6	94	1415	KYXY-F
12. KIFM-F (J/NA)	111/ 3.2	3.6	3.6	3.5	4.0	3.5	111/2071	2071/ 9.7	10.7	9.1	3.9	140	2128	KIFM-F
13. KFSD-F (CL)	105/ 3.0	3.7	2.9	3.6	3.0	3.3	105/1534	1534/ 7.2	7.6	7.3	2.0	71	1174	KFSD-F
14. KGMG-F (AOR)	90/ 2.6	1.9	3.1	1.9	2.1	2.4	90/1243	1243/ 5.8	6.9	5.4	3.0	106	1547	KGMG-F
15. KCBQ-F (O)	88/ 2.5	2.8	3.1	3.6	3.6	3.0	88/1783	1783/ 8.3	9.2	10.3	2.7	96	1255	KCBQ-F
16. XMTZ-F (CHR)	85/ 2.4	2.6	3.1	2.9	1.9	2.8	85/2018	2018/ 9.4	10.7	7.7	5.4	192	3799	XMTZ-F
17. KRMX-F (AC)	61/ 1.7	1.1	1.7	2.2	3.0	1.7	61/1488	1488/ 7.0	5.7	9.4	0.4	16	553	KRMX-F
18. XHRM-F (B)	58/ 1.7	0.8	0.9	1.6	1.1	1.3	58/1225	1225/ 5.7	4.5	6.2	3.0	106	1513	XHRM-F
19. KCBQ (O)	51/ 1.5	0.9	1.5	1.5	1.4	1.4	51/986	986/ 4.6	3.6	3.6	1.9	67	875	KCBQ
20. KNX (N)	44/ 1.3	2.6	1.4	1.4	1.4	1.7	44/960	960/ 4.5	5.5	5.8	2.2	78	992	KNX
XEMO (SP)	44/ 1.3	0.5	0.9	0.8	1.0	0.9	44/495	495/ 2.3	1.9	2.2	0.9	31	407	XEMO

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 70.63% (2224 of 3149) (SPG 90: 72.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>1 KGB -F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KFMB <	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KFMB >	1 KSON-F>>
2 XTRA-F	2 XTRA-F<	KGB -F	2 KGB -F	2 KGB -F	2 KSON-AF	2 KFMB-F	2 KSDO	2 KFMB <	2 KKLQ-AF	2 KGB -F
3 XMTZ-F	3 KKLQ-AF	3 KFMB-F<	3 KFMB-F	3 KFMB <	3 KSDO <	3 KSDO <	3 KJQY-F	3 KKLQ-AF	XTRA-F	3 KYXY-F
4	4 KSON-AF	4 XTRA-F<	4 KSDO-F	4 KFMB-F	4 KPOP	4 KFMB	KGB -F	XTRA-F	4 KSON-AF	4 KPOP
5	5 KFMB-F	5 KKLQ-AF	5 KFMB	5 KJQY-F<	5 KJQY-F>	5 KKLQ-AF	5 KSDO-F	5 KGB -F	5 KJQY-F	5 KJQY-F
6	6 KSDO-F	6 KSDO-F	6 KJQY-F	6 KSDO-F	6 KFSD-F	KJQY-F	6 KPOP	6 KJQY-F<	6 KFMB-F	6 KFI
7	7 KGMG-F	7	7 KIFM-F	7 KYXY-F<	7	7 KGB -F	7	7 KSDO-F	7	7 KSDO <
				8 KIFM-F				KFMB-F		8 KKLQ-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 KKLQ-AF>	1 KFMB-F	1 KSON-AF	1 KSON-AF	1 KSON-AF>	1 XTRA-F	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F
2 XTRA-F	2 KSON-AF<	2 KFMB-F>	2 KFMB-F>	2 KFMB-F	KGB -F	2 XTRA-F	2 KSDO-F	2 XTRA-F	2 KSON-AF
3 KFMB-F>	3 KKLQ-AF>	3 KKLQ-AF	3 KKLQ-AF	3 KJQY-F	3 KKLQ-AF	3 KSDO-F<	3 KSON-AF	3 KSDO-F	3 KSDO-F
4 KSON-AF	4 XTRA-F	KYXY-F	4 KYXY-F	4 KYXY-F	4 KGMG-F>	4 KKLQ-AF	XTRA-F>	4 KSON-AF	4 KFMB
KGB -F>	5 KGB -F<	5 KGB -F	KJQY-F>	5 KFMB	5 XMTZ-F<	5 KGMG-F<	5 KKLQ-AF	5 KKLQ-AF	5 XTRA-F
6 XMTZ-F	6 KYXY-F	6 KJQY-F	6 XTRA-F	6 KKLQ-AF	6 KSDO-F	6 KSON-AF	KFMB-F	6 KGB <	6 KSDO <
7 KRMX-F	7 KJQY-F	KIFM-F	7 KGB -F	KIFM-F	7 KSON-AF	7	7 KGMG-F	7 KGMG-F	7 KIFM-F
KJQY-F		8 XTRA-F							
KGMG-F									

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	23 (1)	270 (2)	293 (3)	9.3	10.8	KCEO	1000 Vista	0.4/1.9/ 13/	404	
AOR/CLASSIC	22 (1)	648 (5)	670 (6)	21.3	22.0	KGMG	1320 Oceanside	0.6/1.0/ 22/	223	
AC/OLDIES/ROCK	51 (1)	678 (6)	729 (7)	23.2	19.1	KKOS-F	95.9 Carlsbad	0.6/1.9/ 20/	396	
MOR/VARIETY	225 (1)		225 (1)	7.1	7.3	KOWF-F	92.1 Escondido/SD	0.4/1.7/ 14/	362	
COUNTRY	31 (1)	288 (2)	319 (3)	10.1	8.8	KPRZ	1210 San Marcos/SO	0.4/2.1/ 14/	459	
BLACK/URBAN		58 (1)	58 (1)	1.8	1.3	KSPA	1450 Escondido/SO	0.9/1.2/ 30/	253	
BEAUTIFUL/EASY					4.8	XHFG-F	107.3 Tijuana	0.3/1.3/ 11/	268	
NEWS/TALK	343 (7)		343 (7)	10.9	9.9	XHKY-F	95.7 Tijuana/SD	0.6/1.5/ 22/	322	
NOSTALGIA	186 (2)		186 (2)	5.9	3.7	XLTN-F	104.5 Tijuana	0.9/3.1/ 33/	667	
RELIGION/GOSPEL					0.3	XTRA	690 Tijuana	1.1/5.0/ 39/	1066	
SPANISH	44 (1)	66 (3)	110 (4)	3.5	2.4					
CLASSICAL		105 (1)	105 (1)	3.3	3.2	KABC	790 Los Angeles	0.3/1.4/ 11/	300	
JAZZ/NEW AGE		111 (1)	111 (1)	3.5	4.3	KFI	640 Los Angeles	1.2/3.4/ 42/	738	
UNKNOWN/OTHERS					2.1	KLOS-F	95.5 Los Angeles	0.4/1.6/ 14/	351	
	925 (15)	2224 (21)	3149 (36)							

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-4)	, Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	, Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, News/Talk	ABC, \$130.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2)	, Talk	MBS, \$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	, Oldies	UNIULT, \$ 85.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620	, AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641	, Classical	, \$ 75.00	(HNWH)	Lotus
KGB,	101.5,	50 KW @ 500	, AOR	, \$170.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980	, Classic AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640	, Jazz	, \$ 86.00	(CBS)	
KJQY,	103.7,	36 KW @ 578	, EZ	, \$ 90.00	(MMR)	Westinghouse
KKLQ,	106.5,	50 KW @ 440	, CHR	, \$175.00	(Christal)	Edens
KRMX,	94.9,	22 KW @ 702	, AC	, \$ 80.00	(Eastman)	
KHLO,	107.1,	3 KW @ 300	, Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617	, Classic AOR	, \$ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440	, Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540	, AC	, \$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 350	, Black	ABC, \$ 48.00	(---)	(TIJUANA)
XLTN,	104.5,	57 KW @ 677	, Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 688	, AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KKYY-F to KRMX (Feb) . . . KRMX-F sold from Sandusky to Anaheim for \$10,100,000 (Stanfield) . . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,088,700
 MSA Rank/Pop: 28/4,760,000
 ADI # 5
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 47/46
 Diaries: 4219/1206:1/48.8%
 Sample Target: 2860
 % Below Line: 0.4
 % Not Listed: 12.5

1990 Revenue: \$183,600,000
 HH Inc.: \$45,752
 Retail \$: 39.0 B11
 Pop per Station: 110,623
 #1 Biller: KGO \$25,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	666/ 7.8	8.9	8.3	7.0	6.2	8.0	831/11408	8933/17.6	19.5	15.3	8.6	736	8143	KGO
2. KMEL-F (CHR)	521/ 6.1	6.2	5.2	5.3	5.4	5.7	561/8791	7911/15.5	13.3	13.9	8.5	726	10015	KMEL-F
3. KCBS (N/T)	411/ 4.8	6.7	4.7	4.8	4.3	5.3	481/10047	8603/16.9	15.5	13.5	4.3	373	6892	KCBS
4. KFRC (BB)	370/ 4.3	4.5	5.3	4.9	4.6	4.8	445/6197	5081/10.0	10.5	10.7	2.8	244	3803	KFRC
5. KIOI-F (AC)	336/ 3.9	2.9	3.4	3.8	3.2	3.5	343/5533	5305/10.4	10.3	10.6	3.1	268	4982	KIOI-F
6. KNBR (N/T)	321/ 3.8	2.4	2.6	5.1	4.6	3.5	444/8717	6440/12.7	9.8	13.0	3.2	271	4449	KNBR
7. KOIT-AF (AC)	316/ 3.7	3.2	4.4	3.8	5.0	3.8	343/5896	5464/10.8	11.3	12.7	2.8	216	2919	KOIT-AF
8. KSOL-F (B)	305/ 3.6	2.9	2.5	3.2	3.2	3.0	307/5793	5638/11.1	9.1	8.5	4.2	357	6357	KSOL-F
9. KSAN-F (C)	253/ 3.0	3.2	3.1	2.5	3.0	3.0	277/3927	3759/ 7.4	7.0	7.0	2.8	239	3777	KSAN-F
10. KDFC-AF (CL)	231/ 2.7	1.9	2.9	2.1	2.6	2.4	237/4121	4035/ 7.9	7.1	7.4	1.4	113	1722	KDFC-AF
11. KABL-AF (AC)	225/ 2.6	2.9	3.1	2.6	2.1	2.8	236/4197	3976/ 7.8	7.4	8.0	1.4	99	1747	KABL-AF
12. KITS-F (AOR)	220/ 2.6	3.1	3.0	2.9	1.5	2.9	230/4044	3843/ 7.6	7.4	5.0	2.4	203	3649	KITS-F
13. KKSF-F (J/NA)	217/ 2.5	2.3	2.3	2.0	2.4	2.3	221/3556	3464/ 6.8	6.1	6.5	2.8	240	2355	KKSF-F
14. KKHI-AF (CL)	207/ 2.4	2.3	1.8	1.7	2.3	2.0	209/3349	3300/ 6.5	5.9	6.5	2.0	134	1758	KKHI-AF
15. KRQR-F (AOR)	200/ 2.3	2.9	2.2	3.3	2.6	2.7	224/4536	4163/ 8.2	7.4	8.5	3.4	289	3611	KRQR-F
16. KFRC-F (AC)	186/ 2.2	1.9	2.6	2.8	2.7	2.4	193/4530	4283/ 8.4	8.3	9.2	1.9	162	2743	KFRC-F
17. KBAY-F (EZ)	181/ 2.1	1.9	2.1	1.8	2.0	2.0	227/3223	2714/ 5.3	4.4	4.3	1.4	119	1287	KBAY-F
18. KSFO (AC)	176/ 2.1	1.4	2.2	3.4	2.7	2.3	188/4853	4483/ 8.8	7.6	9.4	1.9	161	2489	KSFO
19. KBLX-AF (J/NA)	168/ 2.0	2.3	2.4	2.2	1.8	2.2	175/3318	3175/ 7.1	6.7	5.4	2.8	239	2929	KBLX-AF
20. KHQT-F (CHR)	162/ 1.9	1.4	1.3	1.9	1.4	1.6	163/2606	2575/ 5.1	3.6	4.2	2.4	202	2454	KHQT-F
21. KFOG-F (AOR)	158/ 1.9	2.3	2.1	3.2	2.6	2.4	160/3879	3725/ 7.3	8.1	7.8	1.9	165	3570	KFOG-F
22. KSJO-F (AOR)	140/ 1.6	1.6	1.2	1.5	1.5	1.5	158/2784	2533/ 5.0	4.9	4.8	2.3	197	2350	KSJO-F
23. KDBQ-F (AC)	132/ 1.6	1.6	1.3	---	---	1.1	162/3273	2748/ 5.4	4.9	0.0	1.3	109	2041	KDBQ-F
24. KOME-F (AOR)	127/ 1.5	1.3	1.6	1.6	1.5	1.5	137/2820	2656/ 5.2	4.7	4.7	1.8	152	2689	KOME-F
25. KARA-F (AC)	112/ 1.3	0.9	1.1	1.0	0.9	1.1	113/1819	1691/ 3.3	3.2	2.5	0.8	69	1169	KARA-F
26. KNEW (C)	99/ 1.2	1.0	1.5	1.1	1.1	1.2	102/1812	1750/ 3.4	3.2	3.0	0.7	63	1298	KNEW
27. KBRG-F (SP)	98/ 1.1	1.4	1.2	1.1	1.3	1.2	98/1082	1074/ 2.1	2.1	2.4	1.2	101	1290	KBRG-F
28. KDIA (B)	95/ 1.1	0.9	1.7	1.1	1.9	1.2	95/1357	1353/ 2.7	3.0	3.5	1.3	113	1195	KDIA
29. KYA -F (AC)	94/ 1.1	1.4	1.5	1.5	1.7	1.4	106/2448	2302/ 4.5	5.2	5.3				KYA -F
KUFX-F (AOR)	94/ 1.1	0.8	0.6	0.7	0.8	0.8	154/2815	1970/ 3.9	2.7	3.5	0.9	77	1322	KUFX-F
31. KJAZ-F (J/NA)	93/ 1.1	1.3	0.9	0.9	1.3	1.0	93/1732	1698/ 3.3	2.9	3.1	0.8	65	2037	KJAZ-F
32.														
33.														
34.														
35.														

12+ FM SHARE (METRO): 65.04% (4860 of 7472) (SPG 90: 62.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>>	1 KMEL-F>>	1 KMEL-F	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >	1 KMEL-F	1 KGO	1 KGO >>
2 KSOL-F	2 KIOI-F<	2 KGO	2 KMEL-F<	2 KOIT-AF<	2 KFRC <	2 KCBS	2 KFRC <	2 KGO >	2 KMEL-F	2 KNBR >>
KHQT-F	3 KITS-F<	3 KIOI-F	3 KOIT-AF	3 KIOI-F	3 KCBS >	3 KMEL-F>	3 KOIT-AF<	3 KCBS	3 KNBR	3 KCBS >>
4	4 KSOL-F	4 KOIT-AF	4 KIOI-F	4 KMEL-F	4 KNBR	4 KIOI-F	4 KMEL-F<	4 KFRC <	4 KSOL-F>	4 KBLX-F>>
5	5 KRQR-F	5 KSOL-F	5 KSAN-F	5 KSAN-F	5 KOIT-AF	5 KFRC <	5 KIOI-F	5 KOIT-AF	5 KSFO	5 KBAY-F
6	6 KSJO-F<	6 KSAN-F<	6 KNBR	6 KNBR	6 KDFC-AF	6 KNBR	6 KCBS <	6 KSOL-F	6 KIOI-F	6 KMEL-F
7	7 KOME-F	7 KITS-F<	7 KKSF-F<	7 KCBS	7 KKHI-AF	7 KOIT-AF	7 KSAN-F	7 KIOI-F	7 KOFC-AF	7 KKSF-F
8	8 KGO	8 KRQR-F	8 KCBS	8 KKSF-F	8 KABL-AF	8 KSAN-F	8 KABL-AF	8 KNBR	8 KCBS	8 KDIA <
9	9	9	9	9	9	9	9	9	9	9 KIOI-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 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KMEL-F	1 KOME-F	1 KMEL-F>	1 KMEL-F	1 KMEL-F<	1 KMEL-F<	1 KGO
2 KSOL-F	2 KIOI-F	2 KIOI-F	2 KIOI-F	2 KIOI-F<	2 KITS-F	2 KITS-F	2 KRQR-F	2 KGO	2 KNBR
3 KIOI-F>	3 KSOL-F>	3 KGO	3 KOIT-AF	3 KGO <	3 KSOL-F<	3 KRQR-F	3 KITS-F	3 KNBR	3 KCBS
4 KITS-F	4 KOIT-AF	4 KSOL-F	4 KSOL-F<	4 KOIT-AF	4 KSJO-F>	4 KSJO-F	4 KFOG-F<	4 KITS-F	4 KSAN-F
KHQT-F	KGO	5 KOIT-AF	5 KGO >	5 KMEL-F>	5 KOME-F	KOME-F	5 KOME-F	5 KRQR-F	5 KRQR-F
6 KBRG-F	6 KITS-F	6 KSAN-F	6 KBLX-AF<	6 KSOL-F<	6 KBRG-F<	6 KFOG-F	6 KSJO-F	6 KSAN-F	6 KMEL-F
7 KFOG-F	7 KSAN-F	7 KOBQ-F<	7 KSAN-F	7 KBLX-AF	7 KRQR-F	7 KSOL-F	7 KFOG-F	7 KFOG-F	7 KKSF-F
8 KOME-F	8 KHQT-F	8 KBLX-AF	8	8 KBLX-AF	8 KSAN-F	8	8 KDBQ-F<	8 KIOI-F<	8 KIOI-F
KEZR-F	9	9 KRQR-F	9	9	9 KIOI-F	9	9 KNBR	9 KCBS	9 KFOG-F
10	10	10 KFRC-F	10	10	10 KHQT-F	10	10 KCBS	10	10

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME	TSA	TSA
---	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME	---	---
TDP 40/CHR/CONTEMP		683 (2)	683 (2)	9.1	14.3	KEEN 1370 San Jose	0.6/1.4/ 55/ 738		
AOR/CLASSIC		991 (7)	991 (7)	13.3	9.3	KEZR-F 106.5 San Jose	1.0/3.4/ 93/1766		
AC/OLDIES/SOFT ROCK	321 (4)	1447 (9)	1768 (13)	23.7	18.9	KFAX 1100 San Francisco	0.5/1.7/ 45/ 907		
MOR/VARIETY					5.1	KIQI 1010 San Francisco	0.9/2.1/ 79/1144		
COUNTRY	188 (3)	325 (2)	513 (5)	6.9	5.4	KLOK 1170 SanJose/SanFran	0.4/1.7/ 34/ 935		
BLACK/URBAN	95 (1)	305 (1)	400 (2)	5.4	5.7	KOFY 1050 San Mateo/SF	0.6/2.3/ 50/1265		
BEAUTIFUL/EASY		181 (1)	181 (1)	2.4	4.7	KRTY-F 95.3 Los Gatos	0.8/2.0/ 75/1134		
NEWS/TALK	1398 (3)		1398 (3)	18.7	11.9	KXFX-F 101.7 Santa Rosa	0.6/1.3/ 52/ 673		
NOSTALGIA	370 (1)		370 (1)	5.0	5.9	KZST-F 100.1 Santa Rosa	0.6/1.2/ 55/ 627		
RELIGION/GOSPEL	44 (1)		44 (1)	0.6	1.3				
SPANISH	110 (2)	98 (1)	208 (3)	2.8	5.3	KRAK 1140 Sacramento	0.4/1.1/150/2076		
CLASSICAL	76 (2)	362 (2)	438 (4)	5.9	5.5				
JAZZ/NEW AGE	10 (1)	468 (3)	478 (4)	6.4	6.1				
UNKNOWN/OTHERS					0.6				
	2612 (18)	4860 (28)	7472 (46)						

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	JNISUP, \$ N/A (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 230.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	
KEST, 1450, 1 KW	, TALK/RELIGION	, \$ 40.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 70.00 (Katz)	Bedford
KGO, 810, 50 KW	, NEWS/TALK	ABC, \$ 340.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 58.00 (Caballero)	
KNBR, 680, 50 KW	, FULL SERVICE	NBC, \$ 189.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (McGuird)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 105.00 (MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 960, EZ/SOFT AC	UNISUP, \$ 150.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1290, JAZZ/URBAN	, \$ 130.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300, HISPANIC	, \$ 55.00 (Katz Hsp)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050, CLASSICAL	, \$ 79.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1452, AOR	SOURCE, \$ 110.00 (Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1162, AC	, \$ 175.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200, CHR/AOR	UNIPWR ABC, \$ 140.00 (HNWH)	Entercom
KKHI, 95.7, 7 KW @ 1290, CLASSICAL	, \$ 77.00 (HNWH)	Buckley
KJAZ, 92.7, 2 KW @ 397, JAZZ	, \$ 80.00 (K & P)	(ALAMEDA)
KKSF, 103.7, 8 KW @ 1470, JAZZ/NAC	, \$ 147.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1290, CHR	, \$ 190.00 (Christal)	Century
KDBK, 98.9, 6 KW @ 1355, AC	, \$ 70.00 (Katz)	Viacom
KOIT, 96.5, 33 KW @ 1410, SOFT AC	, \$ 175.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100, ADR	CBS, \$ 150.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1207, COUNTRY	, \$ 160.00 (McGuird)	Malrite
KSOL, 107.7, 9 KW @ 1162, BLACK	APR, \$ 135.00 (MMR)	United
KFRC, 99.7, 45 KW @ 1241, OLDIES	, \$ 100.00 (Schubert)	Bedford
KYA, 93.3, 50 KW @ 492, OLDIES	UNIPWR, \$ 95.00 (Christal)	King

Miscellaneous: KXXX to KFRC-F (march) and format from CHR to Oldies . . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,229,100

Stations: 44/16

1990 Revenue: \$30,600,000

MSA Rank/Pop: 31/1,470,000

Diaries: 1553/791:1/48.3%

HH Inc.: \$51,455

San Francisco ADI

Sample Target: 1470

Retail \$: 12.6 Bill

Average Person Ratings: 16.7

% Below Line: 0.0

Pop per Station: 76,818

Market TSL: 22.00 hours

% Not Listed: 55.5

#1 Biller: KOME-F \$5,800,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	147/ 7.1	5.5	5.4	7.7	5.2	6.4	163/2596	2155/17.5	14.1	13.8	8.8	185	2140	KHQT-F
2. KBAY-F (EZ)	127/ 6.2	6.3	7.2	5.8	6.5	6.4	212/2903	1691/13.8	13.4	12.3	3.4	71	658	KBAY-F
3. KARA-F (O)	98/ 4.8	3.1	4.2	3.9	3.6	4.0	111/1710	1374/11.2	10.8	9.1	3.0	63	797	KARA-F
4. KSJO-F (AOR)	96/ 4.7	4.8	3.6	3.9	3.5	4.3	143/2445	1547/12.6	11.5	11.6	5.9	124	1591	KSJO-F
5. KEZR-F (AC)	82/ 4.0	4.7	3.8	4.2	3.7	4.2	93/1711	1458/11.9	11.9	11.5	3.3	70	1442	KEZR-F
6. KOME-F (AOR)	80/ 3.9	3.4	5.1	4.6	3.9	4.3	130/2611	1507/12.3	11.2	11.2	5.2	108	1341	KOME-F
7. KRTY-F (C)	68/ 3.3	2.2	1.3	2.6	1.7	2.3	75/1126	989/ 8.0	5.2	5.2	2.1	44	715	KRTY-F
8. KUFX-F (CL AOR)	65/ 3.2	2.9	2.3	2.6	3.2	2.8	143/2584	1407/11.4	9.1	12.5	3.2	67	1044	KUFX-F
9. KDFC-F (CL)	37/ 1.8	1.0	1.6	0.8	1.3	1.3	121/2117	788/ 6.4	6.0	5.8	0.9	18	377	KDFC-F
10. KEEN (C)	34/ 1.7	1.6	3.4	1.2	2.5	2.0	53/707	503/ 4.1	5.5	3.7	1.5	31	405	KEEN
11. KAZA (SP)	24/ 1.2	1.0	1.7	1.4	3.1	1.3	29/345	264/ 2.1	2.0	2.8	0.9	18	277	KAZA
12. KLOK (SP)	20/ 1.0	0.9	0.8	1.7	1.1	1.1	27/713	410/ 3.3	2.8	3.6	1.4	29	440	KLOK
13. KNTA (SP)	16/ 0.8	1.2	1.1	1.6	0.9	1.2	21/310	271/ 2.2	2.7	2.2	0.5	11	258	KNTA
14. KLIV (T)	13/ 0.6	1.1	1.4	1.6	1.2	1.2	14/356	303/ 2.5	3.4	3.5	0.7	15	280	KLIV
15. KSJX (?)	2/ 0.1	----	0.1	----	0.1	0.1	6/167	113/ 0.9	0.4	0.3				KSJX

12+ FM SHARE (METRO): 87.34% (800 of 916) (SPG 90: 77.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F	1 KSJO-F	1 KARA-F	1 KBAY-F<	1 KBAY-F>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>>	1 KBAY-F
2	2 KOME-F	2 KHQT-F	2 KBAY-F	2 KARA-F	2 KARA-F>	2 KBAY-F	2 KARA-F	2 KBAY-F>	2 KBAY-F	2 KUFX-F
3	3 KHQT-F	3 KOME-F	3 KEZR-F	3 KEZR-F	3 KEZR-F	3 KSJO-F	3 KSJO-F	3 KSJO-F	3 KSJO-F	3 KSJO-F
4	4 KUFX-F	4 KEZR-F<	4 KSJO-F	4 KSJO-F	4 KEEN	4 KARA-F<	4 KHQT-F<	4 KEZR-F	4 KOME-F	4 KNTA
5	5 KEZR-F	5 KARA-F	5 KRTY-F	5 KRTY-F	5 KDFC-F	5 KOME-F<	5 KEZR-F	5 KARA-F	5 KEZR-F	5
				KOME-F		6 KEZR-F			6 KDFC-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 KHQT-F>	1 KHQT-F>	1 KRTY-F	1 KHQT-F<	1 KARA-F		1 KSJO-F>	1 KSJO-F	1 KOME-F	1 KSJO-F>	1 KSJO-F
2 KEZR-F	2 KEZR-F	2 KHQT-F	2 KEZR-F<	2 KBAY-F		2 KHQT-F	2 KOME-F>	2 KSJO-F>	2 KOME-F	2 KOME-F
3 KOME-F	3 KOME-F<	3 KARA-F	3 KARA-F>	3 KEZR-F		3 KUFX-F	3 KUFX-F	3 KUFX-F>	3 KUFX-F	3 KBAY-F>
4 KSJO-F>	4 KARA-F	4 KEZR-F	4 KBAY-F	4 KHQT-F		KOME-F	4 KHQT-F	4 KRTY-F	4 KHQT-F	4 KUFX-F
5 KUFX-F	5 KSJO-F	5 KBAY-F	5 KRTY-F	5 KRTY-F		5	5	5	5 KBAY-F	5 KRTY-F
		KRTY-F								KARA-F

OTHER RATED STATIONS METRO SHARE/CUME RTG

See San Francisco for more about the following stations:

KABL-F	1.1/ 3.5	KKSF-F	1.5/ 3.7
KBLX-F	.9/ 3.1	KHEL-F	2.0/ 7.7
KBRG-F	2.4/ 4.2	KNBR	3.6/11.5
KCBS	3.9/14.1	KNEW	.3/ 1.0
KDBK-F	.5/ 2.9	KOFY	.7/ 2.2
KDBQ-F	1.5/ 4.9	KOIT	.2/ 1.2
KFAX	.5/ 2.1	KOIT-F	2.4/ 8.2
KFOG-F	.5/ 4.2	KRQR-F	.3/ 3.9
KFRC	1.7/ 5.2	KSAN-F	2.0/ 6.6
KFRC-F	1.8/ 7.7	KSFO	.8/ 5.2
KGO	7.9/17.5	KYA -F	1.1/ 5.0
KIOI-F	2.5/ 8.6	KSOL-F	1.5/ 5.5
KITS-F	2.4/ 7.9		
KKHI	.2/ .5	KDON-F	.7/ 2.6
KKHI-F	1.9/ 5.5		

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	HISPANIC	CRC, \$ 35.00 (Caballero)	
KEEN, 1370,	5 KW (DA-2)	COUNTRY	UPI, \$ 40.00 (MMR)	
KLIV, 1590,	5 KW (DA-N)	NOSTALGIA	, \$ 40.00 (Eastman)	Empire
KLOK, 1170,	5 KW (DA-2)	HISPANIC	, \$ 38.00 (Katz Hisp)	
KNTA, 1430,	1 KW (DA-1)	HISPANIC	, \$ 39.00 (Lotus)	
KSJX, 1500,	10 KW .5 KW (DA-2)	AOR	, \$ 25.00 (Durpetti)	Narragansett
KARA-F, 105.7,	50 KW @ 497	OLDIES	, \$ 85.00 (Eastman)	Empire
KBAY-F, 100.3,	14 KW @ 2582	EZ/BTFL	, \$ 85.00 (MMR)	
KEZR-F, 106.5,	50 KW @ 430	AC	, \$ 69.00 (Christal)	
KHQT-F, 97.7,	1.6 KW @ 449	CHR	, \$ 55.00 (HNWH)	Anaheim
KOME-F, 98.5,	12 KW @ 881	AOR	, \$100.00 (Torbet)	Infinity
KRTY-F, 95.3,	.4 KW @ 860	COUNTRY	UNISUP UNILT, \$ 45.00 (Durpetti)	Crown
KSJO-F, 92.3,	50 KW @ 467	AOR	ABC, \$ 65.00 (Durpetti)	Narragansett
KUFX-F, 94.5,	1.5 KW @ 2580	CL AOR	, \$ 70.00 (Katz)	
KDBQ-F, 99.1,	1 KW @ 2618	AC	ABC, \$ 70.00 (Katz)	Viacom

Miscellaneous: KWSS to KUFX (March) and format from CHR to Classic AOR . . . KARA-F reclassified as Oldies . . .

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 84/418,000
 MSA Rank/Pop: 162/465,000 (Sarasota)
 Tampa ADI
 Average Person Ratings: 16.1
 Market TSL: 21.75 hours

Stations: 28/11
 Diaries: 902/463:1/54.7%
 Sample Target: 840
 % Below Line: 44.8
 % Not Listed: 16.4

1990 Revenue: \$7,600,000
 HH Inc.: \$29,838
 Retail \$: 4.4 Bill
 Pop per Station: 38,000
 #1 Biller: NA

12+ METRO	1/4 SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4 CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WDUV-F (EZ)	120/17.9	17.1	19.1	----	22.2	----	124/1374	127D/30.4	26.7	29.7			WDUV-F
2. WYNF-F (AOR)	52/ 7.7	10.1	8.1	----	8.8	----	54/757	669/16.0	15.6	13.0			WYNF-F
3. WWRM-F (SAC)	41/ 6.1	6.9	6.0	----	4.1	----	41/631	624/14.9	16.1	13.1			WWRM-F
4. WSRZ-F (AC)	39/ 5.8	4.4	3.7	----	7.5	----	39/616	616/14.7	9.9	10.7			WSRZ-F
5. WFLA (N/T)	38/ 5.7	3.4	3.6	----	3.5	----	39/479	460/11.0	6.8	7.1			WFLA
6. WFLZ-F (CHR)	30/ 4.5	9.3	7.6	----	5.7	----	43/683	546/13.1	17.3	14.2			WFLZ-F
7. WSUN (C)	29/ 4.3	3.1	1.8	----	3.6	----	29/465	451/10.8	8.3	6.7			WSUN
8. WCTQ-F (C)	28/ 4.2	1.4	2.5	----	4.1	----	36/389	322/ 7.7	4.6	4.9			WCTQ-F
9. WHVE-F (J/NA)	27/ 4.0	3.7	3.6	----	3.1	----	28/443	394/ 9.4	9.4	10.0			WHVE-F
10. WXTB-F (AOR)	26/ 3.9	2.1	1.5	----	0.8	----	26/301	301/ 7.2	6.4	4.8			WXTB-F

12+ FM SHARE (METRO): 76.51% (430 of 562) (SPG 90: 78.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F	1 WDUV-F<
2	2 WXTB-F>	2 WSRZ-F>	2 WSRZ-F>	2 WSRZ-F>	2 WWRM-F	2 WYNF-F>	2 WFLA	2 WYNF-F	2 WFLZ-F	2 WFLA >
3	3 WFLZ-F>	3 WXTB-F	3 WWRM-F	3 WWRM-F	3 WFLA	3 WFLA	3 WWRM-F	3 WSRZ-F	3 WYNF-F	3 WSUN
4	4 WSRZ-F	4 WWRM-F	4 WHVE-F	4 WDUV-F	4 WSRZ-F	4 WWRM-F	4 WSRZ-F	4 WWRM-F	4 WXTB-F	4
5	5 WHVE-F	5 WHVE-F	5 WMTX-F	5 WMTX-F	5 WSUN	5 WSUN	5 WYNF-F	5	5 WSUN	5
6	6	6	6	6 WHVE-F	6	6 WSRZ-F	7 WHVE-F	6	6	6

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 WXTB-F>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F	1 WWRM-F	1 WXTB-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>
2 WYNF-F	2 WXTB-F>	2 WWRM-F	2 WWRM-F	2 WSRZ-F	2 WYNF-F>	2 WXTB-F>	2 WFLA	2 WSRZ-F	2 WSRZ-F>
3 WFLZ-F>	3 WFLZ-F>	3 WMTX-F	3 WSRZ-F	3 WYNF-F	3 WFLZ-F>>	3 WFLZ-F	3 WHVE-F	3 WXTB-F	3 WFLA >
4 WHVE-F>	4 WMTX-F	4 WDUV-F	4 WMTX-F	4 WDUV-F	4 WSRZ-F	4	4 WXTB-F	4 WFLZ-F	4 WHVE-F
5 WSRZ-F	5 WHVE-F	5 WCTQ-F	5 WHVE-F	5 WMTX-F	5	5	5 WFLZ-F	5 WFLA	5
6	6 WDUV-F	6	6	6 WHVE-F	6	6	6 WSRZ-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP	2 (1)	45 (3)	47 (4)	8.4	19.8	WAHR 1320 Venice/Sarasota	2.1/5.0/ 15/ 212	
AOR/CLASSIC		78 (2)	78 (2)	13.9	11.6	WBRO 1420 Bradenton	1.5/4.0/ 10/ 169	
AC/OLDIES/ROCK		115 (6)	115 (6)	20.5	16.9	WEEJ-F 100.1 Pt. Charlotte	0.7/2.7/ 20/ 262	
MOR/VARIETY	22 (2)		22 (2)	3.9		WENG 1530 Englewood	0.7/1.6/ 7/ 78	
COUNTRY	29 (1)	45 (2)	74 (3)	13.2	3.4	WKXY 930 Sarasota	0.6/1.6/ 4/ 65	
BLACK/URBAN						WQSA 1220 Sarasota/Bradnt	0.7/3.9/ 5/ 162	
BEAUTIFUL/EASY		120 (1)	120 (1)	21.4	23.2	WSPB 1450 Sarasota/Bradnt	0.6/2.6/ 4/ 107	
NEWS/TALK	55 (3)		55 (3)	9.8	9.1			
NOSTALGIA	10 (2)		10 (2)	1.8	11.6	WINK-F 96.9 Fort Myers	1.6/6.2/ 24/ 509	
RELIGION/GOSPEL	6 (2)		6 (2)	1.1		WKII 1090 Pt. Charl	1.2/1.9/ 60/ 297	
SPANISH						WMTX-F 95.7 Clearwater/TmDa	2.8/9.9/ 19/ 414	
CLASSICAL	4 (1)		4 (1)	0.7		WQYK-F 99.5 St. Petersburg	2.5/4.8/ 17/ 201	
JAZZ/NEW AGE		27 (1)	27 (1)	4.8	4.4	WRBQ 1380 St. Petersburg	0.3/0.0/ 0/ 0	
UNKNOWN/OTHERS	4 (1)		4 (1)	0.7		WRBQ-F 104.7 Tampa	0.6/5.8/ 7/ 248	
	132 (13)	430 (15)	562 (28)			WRFA 820 Largo	0.4/1.2/ 6/ 73	
						WTIS 1110 Tampa/St.Pete	0.4/1.2/ 4/ 72	
						WTKN 570 Pinellas Pk/Imp	1.0/5.7/ 7/ 238	
						WUSA-F 100.7 Tampa	0.6/3.9/ 4/ 164	
						WYUU-F 92.5 Safety Harbor	1.0/5.0/ 7/ 207	

RADIO STATIONS

WAHR , 1320, 5 KW/1 KW (DA-2), Nostalgia , WBC UNISUP, \$18.00 (K & P)
 WBRO , 1420, 2.5 KW/1 KW (DA-2), Talk , SUN ABC, \$16.00 (Christal)
 WCTQ-F, 92.1, 3.3 KW @ 295 , Country , NBC, \$18.00 (Torbet)
 WDUV-F, 103.3, 100 KW @ 576 , Btfl/EZ , MBS, \$70.00 (Christal)
 WSRZ-F, 106.3, 3 KW @ 300 , AC , \$40.00 (Eastman) Wilks-Schwartz

Other ranked stations -- See Tampa

Miscellaneous: WSRZ-F reclassified as AC . . . WSGX sold for \$100,000 . . .

SAVANNAH

Arbitron Rank/Pop (12+): 148/219,000

MSA Rank/Pop: 175/253,000

ADI # 102

Average Person Ratings: 16.8

Market TSL: 22.25 hours

Stations: 15/14

Diaries: 648/338:1/51.5%

Sample Target: 610

% Below Line: 0.8

% Not Listed: 14.9

1990 Revenue: \$9,300,000

HH Inc.: \$29,760

Retail \$: 1.8 Btl

Pop per Station: 15,642

#1 Biller: WCHY-AF \$2,050,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WCHY-AF (C)	62/16.9	9.8	15.1	----	15.7	----	161/1360	582/26.6	21.5	23.7	15.9	54	628	WCHY-AF
2. WEAS-F (B)	62/16.8	16.3	18.3	----	18.3	----	69/653	512/23.4	25.4	26.2	23.2	82	780	WEAS-F
3. WSOK (B)	40/10.9	10.0	12.1	----	10.5	----	46/362	335/15.3	15.8	19.0	7.9	28	206	WSOK
4. WZAT-F (CHR)	33/ 9.0	6.9	9.2	----	10.5	----	69/1149	501/22.9	22.9	20.2	11.3	40	555	WZAT-F
WIXV-F (AOR)	33/ 9.0	12.9	11.3	----	8.9	----	57/862	403/18.4	18.6	16.8	12.2	43	464	WIXV-F
6. WJCL-F (SAC)	19/ 5.2	7.4	4.6	----	7.8	----	31/459	300/13.7	13.5	11.3	2.5	9	229	WJCL-F
7. WAEV-F (AC)	17/ 4.6	8.3	7.0	----	8.6	----	48/817	383/17.5	21.6	19.7	5.9	21	283	WAEV-F
8. WGCO-F (O)	15/ 4.1	3.4	2.2	----	----	----	41/522	229/10.5	11.2	6.3	4.0	14	279	WGCO-F
9. WBMQ (T)	12/ 3.3	4.3	0.5	----	0.5	----	16/191	134/ 6.1	7.2	1.4	2.0	7	153	WBMQ
10. WLOW-F (BB)	10/ 2.7	4.9	2.4	----	1.1	----	30/352	148/ 6.8	6.9	5.5	1.1	4	139	WLOW-F

12+ FM SHARE (METRO): 82.43% (258 of 313) (SPG 90: 81.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WEAS-F>>	1 WEAS-F>	1 WEAS-F	1 WCHY-AF<	1 WCHY-AF	1 WCHY-AF	1 WCHY-AF	1 WCHY-AF>	1 WCHY-AF	1 WEAS-F>>	1 WCHY-F>
2 WZAT-F	2 WIXV-F	2 WCHY-AF>	2 WEAS-F>	2 WEAS-F>	2 WSOK >>	2 WEAS-F<	2 WEAS-F	2 WEAS-F>	2 WIXV-F	2 WEAS-F
3	3 WCHY-AF	3 WIXV-F>	3 WIXV-F	3 WIXV-F	3 WJCL-F>	3 WSOK >	3 WSOK	3 WZAT-F<	3 WCHY-AF	3 WSOK
4	4 WZAT-F	4 WZAT-F>	4 WZAT-F	4 WSOK	4 WLOW-F	4 WZAT-F	4 WJCL-F	4 WIXV-F	4 WZAT-F	4
5	5	5 WAEV-F	5 WSOK	5 WZAT-F	WEAS-F	5 WIXV-F	5 WIXV-F	5 WSOK	5 WSOK	5
			6 WAEV-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 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WCHY-AF	1 WCHY-AF>
2 WCHY-AF	2 WIXV-F	2 WIXV-F	2 WCHY-AF>	2 WCHY-AF>	2 WIXV-F>	2 WIXV-F>	2 WIXV-F>	2 WEAS-F<	2 WIXV-F
WZAT-F	3 WCHY-AF	3 WAEV-F	3 WIXV-F	3 WSOK	3 WCHY-AF>	3 WCHY-AF	3 WCHY-AF	3 WIXV-F>	WEAS-F>
WIXV-F>>	4 WAEV-F	4 WCHY-AF	4 WZAT-F	4 WJCL-F	4 WZAT-F	4 WZAT-F	WZAT-F>	4 WZAT-F	4 WZAT-F
5 WAEV-F	5 WZAT-F	5 WSOK	WSOK	WAEV-F	WBMQ	5	5 WGCO-F	5 WBMQ	5 WBMQ

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	11.5	10.9	WEAS 900 Savannah	0.5/3.1/ 2/ 67
AOR/CLASSIC		36 (2)	36 (2)	11.5	12.7	WHTK-F 99.7 Pt. Royal	0.8/4.6/ 16/ 328
AC/OLOIES/SOFT ROCK		53 (4)	53 (4)	16.9	13.6	WYKZ-F 98.7 Beaufort	0.5/6.8/ 19/ 407
MOR/VARIETY							
COUNTRY	1 (1)	61 (1)	62 (2)	19.8	16.9	WFXH-F 106.1 Hilton Head	0.8/2.4/ 6/ 153
BLACK/URBAN	40 (1)	62 (1)	102 (2)	32.6	34.7		
BEAUTIFUL/EASY					5.1		
NEWS/TALK	12 (1)		12 (1)	3.8	0.6		
NOSTALGIA		10 (1)	10 (1)	3.2	3.3		
RELIGION/GOSPEL	2 (1)		2 (1)	0.6	2.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	55 (4)	258 (11)	313 (15)				

RADIO STATIONS

WIZA , 1450, 1 KW	, Gospel	ABC, \$ 8.00 (---)	Interurban
WSOK , 1400, 1 KW	, Black/Gospel	SBN, \$18.00 (Banner)	Opus
WAEV-F, 97.3, 100 KW @ 992	, AC	ABC, \$33.00 (Banner)	Opus
WCHY-F, 94.1, 100 KW @ 1320	, Country	ABC, \$42.00 (Christal)	Roth
WEAS-F, 93.1, 100 KW @ 310	, Black	, \$25.00 (Durpetti)	Interurban
WGCO-F, 98.3, 100 KW @ 650	, Oldies	CNN, \$19.00 (Schubert)	(JESUP)
WIXV-F, 95.5, 100 KW @ 857	, AOR	, \$30.00 (Katz)	
WJCL-F, 96.5, 100 KW @ 1160	, EZ	UNIPWR UNILT, \$21.00 (HNWH)	Lewis
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, \$13.00 (K & P)	(BLUFFTON, SC)
WYKZ-F, 98.7, 100 KW @ 710	, AC	, \$20.00 (Banner)	(BEAUFORT)
WZAT-F, 102.1, 100 KW @ 1321	, CHR	ABC, \$34.00 (Mc-Guild)	Gulf Atlantic

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,214,300
 MSA Rank/Pop: 23/2,450,000 (Seattle)
 AOI # 15
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 31/30
 Diaries: 1898/1167:1/53.7%
 Sample Target: 1890
 % Below Line: 0.3
 % Not Listed: 10.1

1990 Revenue: \$88,600,000
 MH Inc.: \$37,172
 Retail \$: 21.0 Bill
 Pop per Station: 73,810
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	WTN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KIRO (N/T)	326/ 9.4	11.4	8.7	10.2	9.5	9.9	376/6284	5556/25.1	24.3	24.4	8.9	301	4977 KIRO
2. KPLZ-F (CHR)	233/ 6.7	6.0	7.0	6.9	6.7	6.7	278/5084	4415/19.9	18.0	19.1	9.3	315	4542 KPLZ-F
3. KISW-F (AOR)	204/ 5.9	3.6	3.8	4.8	5.0	4.5	256/3539	3026/13.7	9.5	11.8	5.3	179	2865 KISW-F
4. KMPS-AF (C)	194/ 5.6	7.8	6.3	6.8	6.3	6.6	247/3646	2970/13.4	13.2	12.3	7.5	230	2648 KMPS-AF
5. KXRX-F (AOR)	184/ 5.3	3.6	4.5	4.5	5.0	4.5	213/3143	2662/12.0	10.0	11.5	5.9	198	2869 KXRX-F
6. KUBE-F (CHR)	176/ 5.1	4.8	5.2	5.2	6.1	5.1	201/4196	3872/17.5	17.5	17.6	5.9	199	3862 KUBE-F
7. KOMO (FS)	172/ 5.0	5.7	5.5	5.2	4.7	5.3	187/3813	3358/15.2	18.8	13.0	4.2	142	2810 KOMO
8. KLSY-AF (AC)	159/ 4.6	3.0	4.8	4.6	3.8	4.3	177/2934	2685/12.1	12.7	10.6	4.2	140	1687 KLSY-AF
9. KING-F (CL)	156/ 4.5	3.9	4.2	3.9	2.7	4.1	162/2655	2522/11.4	9.8	9.2	2.9	99	1971 KING-F
10. KRPM-F (C)	148/ 4.3	3.1	4.4	2.7	3.1	3.6	187/2614	2101/ 9.5	10.1	7.8	2.5	85	1178 KRPM-F
11. KIXI (BB)	146/ 4.2	3.2	3.0	4.0	3.9	3.6	157/2118	1922/ 8.7	7.3	7.9	2.2	73	992 KIXI
12. KZOK-F (CL AOR)	113/ 3.3	3.2	3.8	5.2	4.3	3.9	127/3205	2897/13.1	10.8	13.8	3.8	129	2433 KZOK-F
13. KBSG-F (O)	111/ 3.2	3.1	4.0	2.8	3.2	3.3	157/2650	2116/ 9.6	10.2	10.6	4.0	135	1337 KBSG-F
14. KEZX-F (EZ)	88/ 2.5	1.1	0.9	1.5	1.4	1.5	107/1425	1147/ 5.2	2.7	4.5	0.9	30	392 KEZX-F
15. KLTZ-F (SAC)	86/ 2.5	3.1	2.7	2.1	3.1	2.6	99/2007	1796/ 8.1	8.0	7.9	2.1	72	1337 KLTZ-F
16. KWMX-F (AC)	85/ 2.5	1.5	1.6	2.6	2.9	2.0	97/1619	1418/ 6.4	5.5	6.7	0.8	27	547 KWMX-F
17. KMTT-F (AOR)	84/ 2.4	3.0	3.2	3.5	3.7	3.0	101/2029	1711/ 7.7	7.5	8.2	2.4	81	953 KMTT-F
18. KKNW-F (J/NA)	77/ 2.2	3.5	2.1	1.7	1.9	2.4	79/1410	1313/ 5.9	5.8	4.9	3.3	110	1725 KKNW-F
19. KING (N/T)	71/ 2.1	3.6	2.9	3.0	2.3	2.9	83/1777	1506/ 6.8	7.4	6.3	2.5	86	1518 KING
20. KMGF-F (AC)	66/ 1.9	2.5	2.6	2.5	1.9	2.4	73/1602	1474/ 6.7	6.9	6.6	1.7	57	1132 KMGF-F
21. KCMS-F (REL)	60/ 1.7	1.7	1.4	1.2	1.6	1.5	66/1194	947/ 4.3	3.5	4.4	3.5	119	818 KCMS-F
22. KVI (O)	42/ 1.2	1.3	1.4	1.3	1.6	1.3	44/1062	923/ 4.2	5.5	4.7	0.7	22	529 KVI
23. KCIS (REL)	36/ 1.0	0.7	0.6	0.5	0.6	0.7	38/547	516/ 2.3	2.1	2.3	0.4	13	399 KCIS
24. KJR (O)	26/ 0.8	1.1	1.2	1.1	1.1	1.1	26/1081	1013/ 4.6	5.4	4.7	1.4	48	1230 KJR
25.													

12+ FM SHARE (METRO): 71.40% (2217 of 3105) (SPG 90: 68.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KISW-F	1 KISW-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KISW-F	1 KIRO	1 KIRO >	1 KIRO >>
2	2 KXRX-F>	2 KXRX-F	2 KISW-F	2 KISW-F	2 KOMO <	2 KPLZ-F	KIRO	2 KPLZ-F<	2 KPLZ-F>	2 KISW-F>>
3	3 KUBE-F	3 KIRO	3 KXRX-F	3 KXRX-F<	3 KIXI	KOMO <	3 KXRX-F	3 KUBE-F	3 KLSY-AF	3 KOMO
4	4 KPLZ-F>	4 KUBE-F<	4 KLSY-AF	4 KLSY-AF	4 KING-F	4 KMPS-AF	4 KPLZ-F<	4 KXRX-F	4 KUBE-F	4 KRPM-F>>
5	5 KZOK-F	5 KPLZ-F<	5 KMPS-AF<	5 KMPS-AF	5 KMPS-AF	5 KISW-F<	5 KMPS-AF<	KISW-F	5 KISW-F	5 KPLZ-F
6	6 KLSY-AF<	6 KLSY-AF<	6 KBSG-F	6 KBSG-F	6 KRPM-F	6 KXRX-F	6 KIXI <	6 KMPS-AF	6 KZOK-F	6
7	7 KMPS-AF	7 KMPS-AF	7 KZOK-F<	7 KUBE-F	7 KEZX-F	KUBE-F	7 KOMO	7 KOMO	KRPM-F	7
8	8	8	8 KUBE-F	KRPM-F	8	8	8	8	8	8
9	9	9	9 KRPM-F	9	9	9	9	9	9	9
10	10	10	KOMO	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 KPLZ-F	1 KUBE-F	1 KUBE-F	1 KLSY-AF	1 KLSY-AF>	1 KISW-F>	1 KISW-F<	1 KXRX-F	1 KISW-F	1 KIRO
2 KUBE-F>	2 KPLZ-F	2 KLSY-AF	2 KUBE-F	2 KIRO <	2 KXRX-F	2 KXRX-F>>	2 KISW-F>	2 KXRX-F	2 KXRX-F
3 KXRX-F	3 KLSY-AF	3 KISW-F>	3 KPLZ-F	3 KMPS-AF	3 KPLZ-F>	3 KPLZ-F	3 KIRO	3 KIRO >	3 KISW-F<
4 KLSY-AF	4 KISW-F<	4 KLTZ-F	4 KMPS-AF	4 KING-F<	4 KUBE-F	4 KZOK-F	4 KZOK-F>	4 KZOK-F	4 KBSG-F<
KMPS-AF>	5 KXRX-F<	KKNW-F	5 KISW-F<	5 KUBE-F	5 KZOK-F>	5 KUBE-F	5 KMTT-F	5 KMPS-AF<	5 KMPS-AF<
6 KZOK-F	6 KMPS-AF	6 KMPS-AF	6 KWMX-F	6 KISW-F	6 KMPS-AF>	6 KIRO	6 KUBE-F	6 KPLZ-F	6 KZOK-F
KWMX-F	7 KRPM-F	KRPM-F	7 KXRX-F	7 KWMX-F	7 KZOK	7	KPLZ-F	7 KUBE-F	7 KRPM-F
8 KRPM-F	KLTZ-F	KPLZ-F	KRPM-F	KRPM-F	8	8	KBSG-F	8	8
9 KISW-F	9	9 KZOK-F	9	KPLZ-F	9	9	9 KMPS-AF	9	9
KCMS-F	10	KXRX-F	10	KOMO	10	10	10	10	10
		KING-F		KLTZ-F					

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQM/CUME	TSA TSA
TOP 40/CHR/CONTEMP		409 (2)	409 (2)	13.2	14.3	KGW	820 Burien/Seattle	0.3/1.8/ 13/ 436	
AOR/CLASSIC	20 (1)	585 (4)	605 (5)	19.5	17.5	KKFX	1250 Seattle	0.4/1.9/ 15/ 421	
AC/OLOIES/SOFT ROCK	70 (3)	517 (6)	587 (9)	18.9	19.6	KRPH	770 Seattle/Tacoma	0.1/0.7/ 3/ 179	
MOR/VARIETY	172 (1)		172 (1)	5.5	5.2	KZOK	1590 Seattle	0.6/2.0/ 20/ 443	
COUNTRY	20 (2)	325 (2)	345 (4)	11.1	11.6				
BLACK/URBAN	15 (1)		15 (1)	0.5		KXXO-F	96.1 Olympia	0.3/1.1/ 43/ 608	
BEAUTIFUL/EASY		88 (1)	88 (1)	2.8	4.1				
NEWS/TALK	397 (2)		397 (2)	12.8	13.1				
NOSTALGIA	146 (1)		146 (1)	4.7	4.3				
RELIGION/GOSPEL	48 (2)	60 (1)	108 (3)	3.5	3.2				
SPANISH									
CLASSICAL		156 (1)	156 (1)	5.0	3.1				
JAZZ/NEW AGE		77 (1)	77 (1)	2.5	2.1				
UNKNOWN/OTHERS					2.0				
	888 (13)	2217 (18)	3105 (31)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W, RELIGION, \$ 25.00 (---)
 KCIS, 630, 5 KW/2.5 KW (DA-2), RELIGION, UPI, \$ 38.00 (---)
 KING, 1090, 50 KW (DA-2), TALK, CNN ABC, \$ 60.00 (MHR)
 KIRO, 710, 50 KW (DA-N), NEWS/TALK, CBS, \$ 260.00 (Torbet)
 KIXI, 880, 50 KW/10 KW (DA-2), NOSTALGIA, UNISUP UNILT, \$ 54.00 (CBS)
 KJR, 950, 5 KW (DA-1), OLDIES, \$ 55.00 (HNWH)
 KKFX, 1250, 5 KW (DA-N), BLACK, ABC, \$ 38.00 (HNWH)
 KLSY, 1540, 5 KW (DA-N), SEE KLSY-F
 KMPS, 1300, 5 KW (DA-N), SEE KMPS-F
 KOHO, 1000, 50 KW (DA-N), FULL SERVICE, ABC, \$ 130.00 (Katz)
 KVI, 570, 5 KW, OLDIES, \$ 50.00 (Banner)

FM STATIONS

KHTT, 103.7, 100 KW @ 1670, AC/ROCK, \$ 70.00 (Eastman)
 KBSG, 97.3, 55 KW @ 2393, OLDIES, \$ 92.00 (Torbet)
 KCHS, 105.3, 115 KW @ 720, RELIGION, UPI, \$ 47.00 (Radio Spot)
 KEZX, 98.9, 100 KW @ 1110, EZ, ABC, \$ 60.00 (Durpetti)
 KING, 98.1, 100 KW @ 698, CLASSICAL, \$ 68.00 (MHR)
 KISW, 99.9, 100 KW @ 1148, AOR, \$ 98.00 (McGuild)
 KLSY, 92.5, 58 KW @ 2342, AC, APR ABC, \$ 75.00 (Banner)
 KLTx, 95.7, 100 KW @ 1178, SOFT AC, \$ 62.00 (HNWH)
 KMGI, 107.7, 100 KW @ 1194, AC, UNISUP, \$ 64.00 (CBS)
 KMPS, 94.1, 100 KW @ 1194, COUNTRY, APR, \$ 140.00 (McGuild)
 KKNW, 106.9, 100 KW @ 819, JAZZ/NAC, \$ 70.00 (Banner)
 KPLZ, 101.5, 100 KW @ 1200, CHR, \$ 123.00 (Durpetti)
 KRPH, 106.1, 32 KW @ 2342, COUNTRY, \$ 67.00 (Christal)
 KWMX, 100.7, 100 KW @ 736, AC, \$ 60.00 (Torbet)
 KUBE, 93.3, 100 KW @ 1290, CHR, \$ 160.00 (MHR)
 KXRX, 96.5, 100 KW @ 1223, CLASSIC AOR, \$ 95.00 (Katz)
 KZOK, 102.5, 100 KW @ 1157, AOR, \$ 67.00 (Eastman)

Miscellaneous: KSEA-F changes to KWMX (April) and from SAC to aC . . . KBRD-F changes to KBRD (April) and from EZ to Rock AC . . .

SHREVEPORT

Arbitron Rank/Pop (12+): 113/326,500
 Stations: 14/13
 1990 Revenue: \$8,800,000
 HHI Inc.: \$25,952
 Retail \$: 2.6 B11
 Pop per Station: 25,115
 #111er: KRMD-AF \$2,100,000
 Market TSL: 23.25 hours
 Average Person Ratings: 17.3
 % Not Listed: 11.0
 Sample Target: 770
 Below Line: 6.0
 % Not Listed: 11.0

12+ METRO 1/4/SHARE 91 WIN FAL SUM SPG 4 Book 12+ TSA CUME/CUME RATING 90 FAL SPG 90 Share B11ch B11ch Cume

1. KMJ-F (B)	98/17.3	15.1	13.4	9.5	11.4	104/80.4	682/20.9	20.6	17.0	20.7	121	935	KMJ-F
2. KRMD-F (C)	83/14.7	16.8	14.6	13.3	11.5	137/157.3	932/28.5	27.0	23.2	20.4	119	1031	KRM-F
3. KITT-F (AC)	53/9.4	5.9	5.6	7.5	5.2	103/124.8	567/17.4	16.2	15.9	5.5	32	325	KITT-F
4. KOKA (G)	38/6.7	7.3	5.8	5.7	4.9	38/37.8	367/11.2	11.1	11.6	4.5	26	325	KOKA
5. KRAL-F (AOR)	36/6.4	5.0	8.1	4.7	4.9	63/98.1	455/13.9	13.8	10.7	9.6	56	589	KRAL-F
KLKL-F (O)	36/6.4	8.6	10.1	15.4	6.3	41/58.6	475/14.5	19.4	22.4	5.3	31	420	KLKL-F
7. KTUX-F (CHR)	34/6.0	7.8	6.9	8.3	5.2	72/118.0	556/17.0	15.9	19.6	7.2	42	672	KTUX-F
8. KEEL (BB)	32/5.7	8.0	5.5	5.6	4.8	45/65.5	430/13.2	12.9	12.1	4.8	28	352	KEEL
9. KVKI-F (AC)	28/4.9	6.3	7.9	7.2	4.8	35/67.9	495/15.2	20.5	16.4	4.3	25	509	KVKI-F
10. KMKH-F (C)	26/4.6	6.1	4.2	5.7	3.7	46/78.3	453/13.9	11.4	13.5	4.5	26	435	KMKH-F
11. KMKH (C)	25/4.4	3.1	6.3	3.6	3.5	36/51.8	336/10.3	10.9	11.2	2.9	17	249	KMKH

12+ FM SHARE (METRO): 78.17% (394 of 504) (SPG 90: 79.80%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AHD 12+ MID 12+ PHD 12+ EVE OVERNIGHT

1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>	1 KMJ-F>
2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>	2 KRMD-F>
3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>	3 KITT-F>
4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>	4 KTUX-F>
5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>	5 KRAL-F>
6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>	6 KKL-F>

FORMATS AM FM TOTAL % % SPG 90 METRO CUME TSA SHARE/RTG/AGH/CUME

TOP 40/CHR/CONTEMP	34 (1)	34 (1)	6.7	9.2	KASO	1240	Midday	0.7/2.8/ 4/ 104
AOR/CLASSIC	36 (1)	36 (1)	7.1	5.2	KFO	1300	Shreveport	0.4/1.8/ 2/ 68
AC/OLDIES/SOFT ROCK	117 (3)	117 (3)	29.2	17.2	KRMD	1340	Shreveport/Bssr	1.6/4.0/ 12/ 164
MOR/VARIETY	38 (3)	109 (2)	147 (5)	29.2	27.2			
BLACK/URBAN	98 (1)	98 (1)	19.4	27.8				
BEAUTIFUL/EASY	32 (1)	32 (1)	6.3	6.2				
NEWS/TALK	40 (2)	40 (2)	7.9	7.2				
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								

RADIO STATIONS

KEEL	710	50 KM/5 W (DA-2)	Nostalgia	ABC UNISUP, \$27.00 (Katz)	Multimedia
KOKA	980	5 KM/80 W	Gospel	SBN NBC, \$18.00 (HMMH)	
KLKL-F	92.1	3 KM @ 301	Oldies	ABC, \$36.00 (Katz)	Multimedia (BENTON)
KITT-F	93.7	100 KM @ 1010	AC	SBN, \$29.00 (McGulid)	Sun Group
KMJ-F	100.1	3 KM @ 300	Black	ABC, \$29.00 (Katz)	Multimedia
KRM-F	101.1	100 KM @ 1120	Country	SBN, \$29.00 (Katz)	Multimedia
KRAL-F	98.1	100 KM @ 1328	AOR	ABC, \$29.00 (Katz)	Multimedia
KTUX-F	98.9	100 KM @ 1328	CHR	ABC, \$29.00 (Katz)	Multimedia
KVKI-F	96.5	100 KM @ 797	AC	ABC, \$29.00 (Katz)	Multimedia
KMKH-F	94.5	100 KM @ 320	Country	ABC, \$29.00 (Katz)	Multimedia

Miscellaneous: KDS-F changes to KLKL (Feb) and from Black to Oldies . . .

SOUTH BEND

Arbitron Rank/Pop (12+): 155/202,600

MSA Rank/Pop: 178/244,100

ADI # 85

Average Person Ratings: 18.1

Market TSL: 23.75 hours

Stations: 17/11

Diaries: 646/314:1/52.8%

Sample Target: 645

% Below Line: 7.9

% Not Listed: 4.4

1990 Revenue: \$7,600,000

HH Inc.: \$30,216

Retail \$: 2.0 B11

Pop per Station: 18,418

#1 Biller: WNDU-F \$1,600,000

12+ METRO	1/4 SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4 CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WAOR-F (AOR)	81/13.9	----	8.8	----	8.4	----	93/996	494/24.4	0.0	20.8	15.6	54	618
2. WNSN-F (AC)	47/12.8	----	11.3	----	12.1	----	130/1576	528/26.1	0.0	25.7	11.6	40	577
3. WNDU-F (CHR)	39/10.7	----	13.7	----	14.3	----	107/1823	674/33.3	0.0	37.4	13.9	48	814
4. WGTC-F (C)	37/10.1	----	6.6	----	-----	----	72/807	360/17.8	0.0	12.2	9.0	31	392
5. WZZP-F (CHR)	34/ 9.3	----	10.7	----	10.5	----	54/1094	515/25.4	0.0	29.2	9.5	33	649
6. WSBT (FS)	33/ 9.0	----	12.4	----	18.1	----	37/544	416/20.5	0.0	21.1	9.5	33	508
7. WYEZ-F (SAC)	29/ 7.9	----	8.8	----	11.3	----	66/1028	477/23.5	0.0	16.9	8.7	30	374
8. WGN (T)	13/ 3.6	----	1.6	----	-----	----	30/467	153/ 7.6	0.0	5.1	2.6	9	118
9. WFRN-F (REL)	8/ 2.2	----	2.5	----	3.0	----	32/569	159/ 7.8	0.0	5.2	2.9	10	141
10. WLLJ (B)	6/ 1.6	----	0.8	----	-----	----	13/129	53/ 2.6	0.0	2.3	0.9	3	39
11. WNDU (O)	5/ 1.4	----	5.5	----	6.2	----	6/234	189/ 9.3	0.0	11.2	1.2	4	145
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 80.29% (281 of 350) (SPG 90: 74.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AND	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZZP-F	1 WAOR-F>>	1 WAOR-F	1 WNSN-F	1 WNSN-F>	1 WSBT	1 WSBT	1 WNSN-F	1 WAOR-F>	1 WAOR-F	1 WGTC-F>
2 WNDU-F	2 WNSN-F<	2 WNSN-F>	2 WAOR-F	2 WAOR-F	2 WGTC-F	2 WNSN-F	2 WAOR-F	2 WNSN-F	2 WZZP-F>	2 WNSN-F
3	3 WNDU-F	3 WNDU-F	3 WNDU-F	3 WGTC-F	3 WNSN-F	3 WGTC-F	3 WYEZ-F<	3 WNDU-F	3 WNDU-F	WAOR-F
4	4 WZZP-F	4 WZZP-F	4 WGTC-F	4 WNDU-F	4 WYEZ-F	4 WNDU-F<	4 WSBT	4 WZZP-F	4 WGTC-F	4
						5 WZZP-F	5 WNDU-F	WGTC-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 WNDU-F>	1 WNSN-F	1 WNSN-F>	1 WNSN-F	1 WNSN-F>>	1 WAOR-F>>	1 WAOR-F>>	1 WAOR-F>>	1 WAOR-F>>	1 WAOR-F>
2 WZZP-F	2 WNDU-F>	2 WNDU-F>	2 WNDU-F>	2 WGTC-F	2 WZZP-F	2 WZZP-F	2 WNSN-F>	2 WNSN-F	2 WNSN-F>
WNSN-F	3 WZZP-F	3 WZZP-F	3 WZZP-F	3 WNDU-F	WNSN-F	WNSN-F	3 WZZP-F	3 WNDU-F	3 WGTC-F
4 WAOR-F>>	4 WAOR-F	WAOR-F>	4 WGTC-F	4 WYEZ-F	4	4 WNSN-F	WNDU-F	4 WZZP-F	4 WYEZ-F
5 WGTC-F	5	5 WYEZ-F	5 WYEZ-F	5 WZZP-F	5	5	5	5 WGTC-F	WNDU-F
		WGTC-F	WAOR-F						

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		75 (3)	75 (3)	21.4	28.4	WAMJ 1580 South Bend	0.5/2.8/ 5/	114	
AOR/CLASSIC		81 (1)	81 (1)	23.1	10.9				
AC/OLDIES/SOFT ROCK	5 (1)	80 (3)	85 (4)	24.3	21.1	WBBM 780 Chicago	0.8/3.2/ 7/	246	
MOR/VARIETY	33 (1)	33 (1)	33 (1)	9.4	14.4	WIRX-F 107.1 St. Joseph/BnHb	0.5/3.4/ 40/	479	
COUNTRY		37 (1)	37 (1)	10.6	7.7	WLS 890 Chicago	1.1/4.3/ 18/	350	
BLACK/URBAN	6 (1)	6 (1)	6 (1)	1.7	1.0	WLUP 1000 Chicago	0.8/2.5/ 9/	172	
BEAUTIFUL/EASY					10.2	WZOW-F 97.7 Goshen/Elkhart	1.1/5.7/ 20/	414	
NEWS/TALK	25 (5)		25 (5)	7.1	3.5				
NOSTALGIA									
RELIGION/GOSPEL		8 (1)	8 (1)	2.3	2.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	69 (8)	281 (9)	350 (17)						

RADIO STATIONS

WAMJ , 1580, 1 KW/500 W	, Talk	MBS, ABC, \$ 10.00 (Patt)	
WNDU , 1490, 1 KW	, Oldies	ABC, \$ 20.00 (Mc-Guild)	Notre Dame
WSBT , 960, 5 KW (DA-N)	, MOR/Full Service	CBS, \$ 28.00 (Katz)	Schurz
WAOR-F, 95.3, 3 KW @ 300	, AOR	ABC, \$ 19.00 (Roslin)	(NILES, MI)
WFRN-F, 104.7, 50 KW @ 460	, Religion	MBS, \$ 14.00 (HNWH)	(ELKHART)
WGTC-F, 102.3, 12 KW @ 400	, Country	ABC, \$ 25.00 (Banner)	(NEW CARLISLE)
WNDU-F, 92.9, 12 KW @ 880	, CHR	, \$ 42.00 (Mc-Guild)	Notre Dame
WNSN-F, 101.5, 13 KW @ 970	, AC	UNISUP, \$ 35.00 (Katz)	Schurz
WYEZ-F, 100.7, 50 KW @ 500	, EZ	, \$ 30.00 (Christal)	Federated (ELKHART)
WZZP-F, 103.9, 3 KW @ 328	, CHR	, \$ 33.00 (MHR)	Booth

SPOKANE

Arbitron Rank/Pop (12+): 101/350,800

Stations: 18/18
Diaries: 820/423:1/57.7%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 11.8

1990 Revenue: \$10,900,000
HH Inc.: \$27,026
Retail \$: 2.9 Bill
Pop per Station: 19,488
#1 Biller: KGA/KDRK-F \$2,200,000

MSA Rank/Pop: 130/359,000

ADI # 77

Average Person Ratings: 16.2

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 91	FAI 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KZZU-F (CHR)	82/14.4	11.2	14.7	----	15.0	10.1	103/1373	1065/30.4	24.7	29.2	18.5	110	1016
2. KISC-F (AC)	75/13.2	11.0	10.0	----	9.1	8.6	96/1165	774/22.1	18.3	17.7	7.7	46	648
3. KDRK-F (C)	58/10.2	11.9	9.8	----	8.1	8.0	99/1078	708/20.2	19.0	16.8	11.4	68	686
4. KEZE-F (AOR)	43/ 7.6	7.9	8.3	----	7.6	5.9	70/880	609/17.4	16.5	14.2	12.1	72	630
5. KXLY-F (SAC)	39/ 6.9	8.3	6.7	----	8.4	5.5	57/764	510/14.5	14.6	15.3	5.2	31	452
6. KEYF-F (J)	38/ 6.7	3.6	2.9	----	3.0	3.3	51/688	480/13.7	8.4	9.6	5.2	31	429
7. KXLY (N/T)	27/ 4.8	6.5	6.0	----	5.1	4.3	33/501	397/11.3	14.8	13.7	6.2	37	565
8. KKZX-F (CL AOR)	27/ 4.8	5.4	5.7	----	6.7	4.0	40/583	471/13.4	11.1	12.6	4.9	29	540
9. KKPL-F (SAC)	25/ 4.4	3.2	3.5	----	4.4	2.8	38/583	398/11.3	12.6	12.2	3.2	19	329
10. KAQQ (BB)	22/ 3.9	2.2	3.1	----	5.1	2.3	35/392	250/ 7.1	6.8	8.2	1.5	9	112
11. KGA (C)	18/ 3.2	4.5	5.5	----	4.9	3.3	41/517	311/ 8.9	8.9	11.4	3.2	19	208
12. KTRW (C)	12/ 2.1	1.6	2.8	----	3.4	1.6	15/221	178/ 5.1	5.1	6.3	1.8	11	110
13. KJRB (T)	11/ 1.9	2.3	2.2	----	2.0	1.6	13/275	220/ 6.3	6.0	6.3	1.2	7	176
14. KCDA-F (AC)	9/ 1.6	3.1	2.2	----	1.3	1.7	10/169	160/ 4.6	5.0	4.9	1.2	7	112
15. KAAR-F (O)	7/ 1.2	3.2	1.9	----	2.5	1.6	7/210	181/ 5.2	7.4	7.1	1.3	8	263

12+ FM SHARE (METRO): 80.44% (403 of 501) (SPG 90: 75.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F	1 KISC-F	1 KISC-F>	1 KISC-F>	1 KDRK-F	1 KISC-F<	1 KISC-F	1 KZZU-F	1 KZZU-F>	1 KZZU-F
2	2 KISC-F	2 KZZU-F>	2 KZZU-F	2 KDRK-F<	2 KXLY-F<	2 KZZU-F>	2 KZZU-F	2 KISC-F	2 KISC-F	2 KDRK-F
3	3 KEZE-F>	3 KEZE-F	3 KEYF-F	3 KISC-F<	3 KDRK-F>	3 KDRK-F>	3 KDRK-F	3 KDRK-F	3 KDRK-F	3 KXLY-F
4	4 KKZX-F	4 KDRK-F	KDRK-F	4 KEYF-F>	4 KEYF-F>	4 KEZE-F<	4 KEZE-F	4 KXLY-F	4 KXLY-F	4 KEZE-F
5	5 KDRK-F	5 KEYF-F	5 KEZE-F	5 KEZE-F	5 KXLY <	5 KEYF-F	5 KEYF-F	6 KEZE-F	6 KEZE-F	5
					6 KAQQ	6 KXLY	6 KXLY-F	6 KEYF-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 KZZU-F>>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KISC-F>>	1 KEZE-F	1 KEZE-F	1 KEZE-F>	1 KEZE-F	1 KDRK-F
2 KEZE-F	2 KISC-F>	2 KZZU-F>	2 KZZU-F>	2 KZZU-F	2 KZZU-F	2 KZZU-F	2 KZZU-F>	2 KISC-F	2 KEZE-F
3 KISC-F>>	3 KEZE-F	3 KKPL-F	3 KDRK-F	3 KDRK-F	KKZX-F	3 KKZX-F	3 KISC-F	3 KZZU-F	KEYF-F
4 KXLY-F	4 KDRK-F	KDRK-F	4 KEYF-F	4 KEYF-F	4 KISC-F>	KISC-F>	4 KKZX-F	4 KDRK-F	4 KISC-F
KKZX-F	5	5 KKZX-F	5 KKPL-F	5 KKPL-F	5 KDRK-F	5 KDRK-F	5 KDRK-F	5 KKZX-F<	5 KZZU-F
KDRK-F			6 KEZE-F					6 KEYF-F	

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	16.4	17.1	KEYF 1050	Dishman/Spokane 0.4/1.5/ 3/ 67
AOR/CLASSIC		70 (2)	70 (2)	14.0	16.3	KHDL 630	Opportunity/Spk 0.5/3.9/ 3/ 163
AC/OLOIES/SOFT ROCK		155 (5)	155 (5)	30.9	22.5	KVNI 1080	Coeur D Alene 0.5/2.5/ 3/ 92
MOR/VARIETY					1.0		
COUNTRY	30 (2)	58 (1)	88 (3)	17.6	18.6		
BLACK/URBAN					9.6		
BEAUTIFUL/EASY					5.8		
NEWS/TALK	41 (3)		41 (3)	8.2	5.8		
NOSTALGIA	22 (1)		22 (1)	4.4			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL		38 (1)	38 (1)	7.6	3.5		
JAZZ/NEW AGE					1.0		
UNKNOWN/DTHERS	5 (2)		5 (2)				
	98 (8)	403 (10)	501 (18)				

RADIO STATIONS

KAQQ , 590, 5 KW	Nostalgia	UNISUP CNN, \$16.00	(Katz)	Home News
KGA , 1510, 50 KW (DA-N)	Country	ABC, \$ NA	(Eastman)	John Price
KJRB , 790, 5 KW (DA-N)	Talk	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970, 5 KW/1 KW (DA-N)	Country	UNIULT, \$17.00	(Christal)	Highsmith
KXLY , 920, 5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3, 1.3 KW @ 485	Oldies	, \$15.00	(---)	(MEDICAL LAKE)
KCOA-F, 103.1, 2 KW @ 1535	AC	UNISUP UNIULT, \$10.00	(Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2380	Country	, \$50.00	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 843	Jazz/NAC	, \$18.00	(---)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910	AOR	UNIPWR, \$33.00	(Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2031	AC	, \$39.00	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380	SAC	UNISUP, \$23.00	(Banner)	(OPPORTUNITY)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$28.00	(Banner)	
KXLY-F, 99.9, 37 KW @ 2998	EZ	, \$30.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080	CHR	, \$38.00	(Christal)	Highsmith

Miscellaneous: KKPL reclassified as Soft AC . . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/506,400

HSA Rank/Pop: 88/596,000

ADI # 9R

Average Person Ratings: 17.8

Market TSL: 23.75 hours

Stations: 29/16

Diaries: 1022/495:1/54.3%

Sample Target: 935

% Below Line: 29.1

% Not Listed: 14.3

1990 Revenue: \$11,400,000

HH Inc.: \$34,910

Retail \$: 4.7 Bil

Pop per Station: 31,650

#1 Biller: NA

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	79/ 8.8	9.5	10.4	8.5	9.4	9.3	86/1211	1097/21.7	23.2	25.0	7.9	65	953	WHYN-F
2. WMAS-F (AC)	77/ 8.6	6.9	7.8	7.6	7.8	7.7	78/1047	1018/20.1	18.8	18.0	7.1	58	661	WMAS-F
3. WHYN (FS)	75/ 8.3	6.7	7.3	7.7	7.4	7.5	75/1080	1065/21.0	15.9	18.1	5.0	41	648	WHYN
4. WTIC-F (CHR)	73/ 8.1	7.1	5.6	7.5	8.0	7.1	74/1098	1063/21.0	19.4	22.0	9.0	74	1233	WTIC-F
5. WAQY-F (AOR)	69/ 7.7	7.8	8.4	10.1	9.0	8.5	83/1280	1157/22.8	21.6	24.7	10.8	89	1216	WAQY-F
6. WPKX-F (C)	55/ 6.1	8.0	7.5	1.8	----	5.8	55/611	594/11.7	11.5	0.0	9.3	76	795	WPKX-F
7. WMAS (BB)	44/ 4.9	4.6	5.6	4.8	6.0	5.0	44/483	483/ 9.5	10.0	12.2	6.2	51	387	WMAS
8. WAAF-F (AOR)	34/ 3.8	3.4	3.6	2.1	2.7	3.2	35/591	566/11.2	9.9	10.1	6.2	51	603	WAAF-F
9. WRCH-F (SAC)	28/ 3.1	2.5	3.8	3.4	4.1	3.2	28/477	468/ 9.2	8.8	11.0	1.7	14	292	WRCH-F
10. WDRC-F (O)	22/ 2.4	3.5	2.1	1.9	2.3	2.5	22/501	501/ 9.9	9.3	7.4	2.8	23	336	WDRC-F
WREB (T)	22/ 2.4	1.6	1.9	1.5	3.2	1.9	22/223	218/ 4.3	3.3	4.0	0.5	4	85	WREB
12. WCCC-F (AOR)	21/ 2.3	2.5	2.6	3.3	3.1	2.7	22/594	566/11.2	9.3	10.2	2.8	23	550	WCCC-F
WSPR (T)	21/ 2.3	2.5	2.6	3.5	2.2	2.7	25/387	359/ 7.1	7.5	6.8	2.4	20	327	WSPR
14.														
15.														

12+ FM SHARE (METRO): 70.00% (539 of 770) (SPG 90: 67.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WHYN-F	1 WHYN-F	1 WHYN	1 WHYN	1 WHYN-F	1 WHAS-F	1 WTIC-F	1 WAAF-F
2 WAAF-F>	2 WTIC-F>	2 WTIC-F>	2 WMAS-F	2 WMAS-F	2 WHYN-F	2 WHYN-F	2 WHYN-F	2 WAQY-F	2 WHYN	2 WHYN
3 WAQY-F	3 WMAS-F	3 WHYN-F	3 WPKX-F	3 WPKX-F	3 WMAS-F	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WAQY-F	3 WAQY-F
4	4 WHYN-F	4 WMAS-F	4 WHYN	4 WHYN	4 WMAS	4 WMAS-F	4 WPKX-F	4 WPKX-F	4 WAAF-F	4
5	5 WAAF-F	5 WPKX-F	5 WAQY-F	5 WAQY-F	5 WPKX-F	5 WAQY-F	5 WAQY-F	5 WHYN-F	5 WMAS-F	5
6	6 WPKX-F	6 WHYN	6 WTIC-F	6 WTIC-F	6	6	6 WHYN	6 WHYN	6	6

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 WTIC-F>>	1 WTIC-F	1 WMAS-F	1 WTIC-F	1 WHYN-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>	1 WAQY-F
2 WMAS-F	2 WMAS-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WAAF-F>	2 WAAF-F	2 WPKX-F>	2 WPKX-F	2 WHYN-F
3 WAQY-F	3 WAQY-F	3 WTIC-F	3 WHYN-F	3 WHYN	3 WHYN-F>	3 WPKX-F	3 WAAF-F	3 WHYN-F	3 WPKX-F
4	4 WHYN-F	4 WAQY-F	4 WHYN	4 WPKX-F	4 WTIC-F	4 WHYN-F	4 WTIC-F	4 WTIC-F	4 WHYN
5	5	5	5 WAQY-F	5 WTIC-F	5 WCCC-F	5 WTIC-F	5 WHCN-F	5 WAAF-F	5 WMAS-F
6	6	6	6 WPKX-F	6	6 WPKX-F	6	6 WHYN	6	6 WTIC-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATED STATIONS	METRO CUME TSA
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	13.1	14.4	WACE	730 Chicopee	0.6/2.4/ 5/ 137
AOR/CLASSIC		142 (5)	142 (5)	18.4	18.8	WARE	1250 Ware	0.4/1.7/ 4/ 86
AC/OLDIES/SOFT ROCK		213 (5)	213 (5)	27.7	26.6	WHMP	1400 Northampton	1.0/4.5/ 10/ 261
MOR/VARIETY	100 (4)		100 (4)	13.0	13.5	WHMP-F	99.3 Northampton	1.2/8.1/ 17/ 503
COUNTRY		66 (2)	66 (2)	8.6	6.9	WIXY	1600 East Longmeadow	1.6/3.6/ 14/ 90
BLACK/URBAN						WNNZ	640 Westfield	1.3/4.2/ 12/ 229
BEAUTIFUL/EASY		11 (1)	11 (1)	1.4	5.6	WRNX-F	100.9 Amherst/Nrthmpt	0.4/1.6/ 5/ 94
NEWS/TALK	61 (4)		61 (4)	7.9	6.3	WTTT	1430 Amherst	0.8/2.2/ 8/ 125
NOSTALGIA	65 (3)		65 (3)	8.4	7.1			
RELIGION/GOSPEL	5 (1)		5 (1)	0.6	0.9	WFAN	660 New York	0.7/1.8/ 6/ 91
SPANISH						WHCN-F	105.9 Hartford	1.6/4.9/ 14/ 250
CLASSICAL						WIOF-F	104.1 Waterbury	0.8/2.8/ 7/ 144
JAZZ/NEW AGE						WKSS-F	95.7 Hartford	1.9/8.8/ 17/ 444
UNKNOWN/OTHERS		6 (1)	6 (1)	0.8		WRSI-F	95.3 Greenfield	0.7/2.0/ 13/ 218
						WSRS-F	96.1 Worcester	1.2/3.9/ 15/ 243
						WTIC	1080 Hartford	1.3/5.3/ 12/ 296
						WVYZ-F	92.5 Waterbury	1.2/3.8/ 17/ 246
	231 (12)	539 (17)	770 (29)					

RADIO STATIONS

WHMP, 1400, 1 KW	MOR	NBC, \$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	MOR/FULL SER.	ABC, \$ 39.00 (McGuld)	Wilks-Schwartz
WMAS, 1450, 1 KW	NOSTALGIA	MBS, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	OLDIES	UNILT, CBS, \$ 18.00 (Eastman)	
WREB, 930, 500 W (DAYS)	TALK	\$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	TALK	MBS, APR, \$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC, \$ 60.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 322, CHR		\$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES		\$ 65.00 (McGuld)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		\$ 54.00 (Banner)	Lappin
WPKX-F, 97.9, 1.1 KW @ 500, COUNTRY		\$ NA (Durpetti)	

OTHER RANKED STATIONS -- See Hartford

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 158/200,400

MSA Rank/Pop: 184/236,200

ADI # 83

Average Person Ratings: 15.1

Market TSL: 20.25 hours

Stations: 13/12

Diaries: 648/309:1/60.8%

Sample Target: 590

% Below Line: 1.0

% Not Listed: 10.6

1990 Revenue: \$10,200,000

HM Inc.: \$28,621

Retail \$: 2.2 Btl

Pop per Station: 16,700

#1 Biller: KTTS-AF \$3,900,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KXUS-F (AOR)	47/15.6	----	9.7	----	11.9	----	62/802	506/25.2	0.0	20.1	16.6	57	511	KXUS-F
2. KTTS-F (C)	46/15.2	----	17.3	----	17.6	----	114/1520	660/32.9	0.0	32.1	22.1	76	814	KTTS-F
3. KGBX-AF (AC)	40/13.2	----	9.7	----	-----	-----	39/575	440/22.0	0.0	18.4	10.2	33	501	KGBX-AF
4. KTXR-F (EZ)	36/11.9	----	9.0	----	10.6	----	65/918	445/22.2	0.0	20.5	6.7	23	414	KTXR-F
KKHT-F (CHR)	36/11.9	----	16.0	----	26.7	----	71/1075	498/24.9	0.0	27.8	14.2	49	582	KKHT-F
6. KTTS (C)	17/ 5.6	----	6.3	----	4.6	----	19/309	218/10.9	0.0	14.2	4.9	17	282	KTTS
7. KLTO-F (AC)	11/ 3.6	----	7.0	----	4.9	----	12/214	189/ 9.4	0.0	14.0	2.3	8	201	KLTO-F
8. KADI-F (REL)	10/ 3.3	----	-----	-----	-----	-----	11/185	176/ 8.8	0.0	0.0	7.0	24	233	KADI-F
KWTO (FS/C)	10/ 3.3	----	6.0	----	5.8	----	27/458	160/ 8.0	0.0	12.0	5.8	20	493	KWTO
10. KTOZ-F (C)	8/ 2.6	----	2.7	----	1.5	----	11/248	181/ 9.0	0.0	4.8	2.0	7	134	KTOZ-F
11. KTOZ (BB)	6/ 2.0	----	2.0	----	1.2	----	8/107	101/ 5.0	0.0	2.6				KTOZ
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.30% (233 of 270) (SPG 90: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MTD	12+ PHD	12+ EVE	OVERNIGHT
1 KKHT-F>>	1 KXUS-F>>	1 KXUS-F	1 KGBX-AF>	1 KGBX-AF	1 KTXR-F	1 KTTS-F	1 KXUS-F<	1 KXUS-F	1 KXUS-F>	1 KTTS-F
2 KXUS-F	2 KKHT-F	2 KGBX-AF>	2 KXUS-F	2 KTTS-F	2 KTTS-F>	2 KGBX-AF>	2 KGBX-AF<	2 KGBX-AF	2 KKHT-F	2
3	3 KGBX-AF	3 KTTS-F	3 KTTS-F>	3 KXUS-F	3 KGBX-AF	3 KKHT-F	3 KTXR-F	3 KTTS-F	3 KTTS-F	3
4	4 KTTS-F	4 KKHT-F	4 KTXR-F	4 KTXR-F	4 KTTS	4 KXUS-F<	4 KTTS-F	4 KKHT-F	4 KTXR-F	4
5	5	5	5 KKHT-F	5	5	5 KTXR-F	5	5 KTXR-F	5 KGBX-AF	5

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 KXUS-F	1 KXUS-F	1 KGBX-AF>	1 KGBX-AF	1 KGBX-AF	1 KXUS-F>>	1 KXUS-F>>	1 KXUS-F>	1 KXUS-F>	1 KGBX-AF
2 KKHT-F>>	2 KGBX-AF	2 KXUS-F>	2 KXUS-F	2 KTTS-F>	2 KKHT-F>>	2 KKHT-F	2 KTTS-F>	2 KGBX-AF>	KXUS-F
3 KGBX-AF	3 KKHT-F>	3 KTTS-F	3 KTTS-F<	3 KXUS-F	3 KLTO-F	3 KTTS-F>	3 KGBX-AF	3 KTTS-F	3 KTTS-F
KLTO-F	4 KTTS-F	4 KKHT-F	4 KKHT-F	4 KTXR-F	4	4 KGBX-AF	4 KKHT-F	4 KKHT-F	4 KTXR-F
KADI-F	5	5	5	5 KKHT-F	5	5	5	5	5

FORMATS	AH	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		36 (1)	36 (1)	13.3	18.3		
AOR/CLASSIC		47 (1)	47 (1)	17.4	12.2	KMOZ-F 102.9	Harrison/Brnsn 1.0/3.9/ 54/ 481
AC/OLDIES/SOFT ROCK	4 (1)	47 (2)	51 (3)	18.9	19.0		
MOR/VARIETY	10 (1)		10 (1)	3.7			
COUNTRY	17 (1)	57 (3)	74 (4)	27.4	36.9		
BLACK/URBAN							
BEAUTIFUL/EASY		36 (1)	36 (1)	13.3	10.3		
NEWS/TALK							
NOSTALGIA	6 (1)		6 (1)	2.2	2.3		
RELIGION/GOSPEL		10 (1)	10 (1)	3.7	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	37 (4)	233 (9)	270 (13)				

RADIO STATIONS

KTOZ, 1060, 500 W (DAYS)	NOSTALGIA	SMN UNISUP	\$ 10.00 (---)	
KTTS, 1250, 5 KW (DA-N)	COUNTRY	ABC	\$ 17.00 (Torbet)	Great Empire
KWTO, 560, 5 KW (DA-N)	COUNTRY/FS	ABC	\$ 20.00 (Banner)	Cole
KADI-F, 99.5, 6 KW @ 300, RELIGION		CNN	\$ 10.00 (---)	(REPUBLIC)
KGBX-F, 105.9, 50 KW @ 500, AC			\$ 22.00 (Katz)	Borders (BOLIVAR)
KKHT-F, 98.7, 100 KW @ 600, CHR		ABC	\$ 46.00 (Banner)	Cole
KLTO-F, 96.5, 1.6 KW @ 453, AC			\$ 17.00 (K & P)	(SPARTA)
KTOZ-F, 104.9, 50 KW @ 492, COUNTRY		SMN, UNILT	\$ 10.00 (---)	(MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 659, COUNTRY		ABC	\$ 58.00 (Torbet)	Great Empire
KTXR-F, 101.5, 100 KW @ 1150, EZ		NBC	\$ 28.00 (McGuilld)	(GREENFIELD)
KXUS-F, 97.3, 100 KW @ 480, AOR		ABC	\$ 40.00 (Roslin)	Demaree

STEUENVILLE

Arbitron Rank/Pop (12+): 209/124,100

MSA Rank/Pop: 257/145,300
ADI # 137 (w/Wheeling)
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 22/3
Diaries: 613/202:1/56.2%
Sample Target: 580
% Below Line: 50.9
% Not Listed: 20.8

1990 Revenue: \$1,800,000
HH Inc.: \$26,877
Retail \$: 0.7 Bil
Pop per Station: 41,366
#1 Biller: WRKY-F \$700,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WSTV (N/T)	29/12.8	----	9.3	----	8.4	----	29/202	202/16.3	0.0	16.4			WSTV
WRKY-F (CHR)	29/12.8	----	9.3	----	11.2	----	29/385	385/31.0	0.0	31.3			WRKY-F
3. WELA-F (C)	16/ 7.1	----	4.2	----	3.3	----	16/142	142/11.4	0.0	10.2			WELA-F
4. WOVE-F (AOR)	12/ 5.3	----	4.6	----	7.5	----	12/199	199/16.0	0.0	13.3			WOVE-F
5. WSHH-F (SAC)	11/ 4.9	----	4.2	----	4.7	----	11/145	145/11.7	0.0	7.4			WSHH-F
6. WWSW-F (O)	9/ 4.0	----	6.0	----	5.6	----	9/177	177/14.3	0.0	16.3			WWSW-F
7. WWVA (C)	8/ 3.5	----	6.5	----	3.7	----	8/147	147/11.8	0.0	15.6			WWVA
WOMP-F (CHR)	8/ 3.5	----	7.4	----	12.6	----	8/194	194/15.6	0.0	17.5			WOMP-F
9. WEGW-F (AC)	7/ 3.1	----	2.8	----	----	----	7/114	114/ 9.2	0.0	9.0			WEGW-F
KDKA (FS)	7/ 3.1	----	0.9	----	2.8	----	7/134	134/10.8	0.0	9.0			KDKA
11. WKWK-F (AC)	6/ 2.7	----	2.3	----	5.6	----	6/120	120/ 9.7	0.0	8.6			WKWK-F
WEIR (FS)	6/ 2.7	----	3.2	----	1.4	----	6/150	150/12.1	0.0	10.2			WEIR
13.													
14.													
15.													

NOTE: Steubenville's Metro and TSA are the same

12+ FM SHARE (METRO): 72.07% (129 of 179) (SPG 90: 74.01%)

TFENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKY-F>>	1 WRKY-F>	1 WRKY-F>>	1 WRKY-F>	1 WRKY-F>	1 WSTV >>	1 WSTV	1 WSTV	1 WRKY-F	1 WRKY-F	1 WSHH-F
2 WOMP-F	2 WOVE-F>	2 WOVE-F	2 WWSW-F>	2 WWSW-F	2 WELA-F	2 WRKY-F>	2 WRKY-F>	2 WSTV >	2 WSTV	2 WSTV
WOVE-F	3 WEGW-F	3 WWSW-F	3 WELA-F	3 WELA-F	3 WRKY-F	3 WELA-F>	3 WELA-F	3 WOVE-F	3 WWSW-F	3 KDKA
4	4 WAMO-F	4	WOVE-F	4	4 WSHH-F	4 WOVK-F	4	4	4 WEIR	4
	WOMP-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 WRKY-F>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F	1 WRKY-F>>	1 WRKY-F>	1 WOVE-F	1 WOVE-F>>	1 WRKY-F	1 WRKY-F
2 WOMP-F	2 WOMP-F	2 WWSW-F	2	2 WELA-F	2 WOVE-F>>	2 WRKY-F>>	2 WELA-F	2 WOVE-F>	2 WWSW-F
WBZZ-F>>	WBZZ-F	WFGW-F	3	3 WWSW-F	3	3 WFGW-F	WEGW-F	3 WWSW-F	WOVE-F
4	4	4	4	WSHH-F	4	4	WSTV	4 WEGW-F	4 WELA-F
							WRKY-F		

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (4)	43 (4)	24.0	25.4				
AOR/CLASSIC		14 (2)	14 (2)	7.8	7.3	WAMO-F 105.9	Pittsburgh	1.8/5.9/	4/ 73
AC/OLDIES/SOFT ROCK		36 (5)	36 (5)	20.1	16.4	WBZZ-F 93.7	Pittsburgh	1.8/11.4/	4/ 142
MOR/VARIETY	13 (2)		13 (2)	7.3	5.1	WDJQ-F 92.5	Alliance/Canton	0.9/2.7/	2/ 33
COUNTRY	8 (1)	25 (3)	33 (4)	18.4	20.9	WEEL-F 95.7	Shadyside/Whlmg	2.2/6.0/	5/ 75
BLACK/URBAN		4 (1)	4 (1)	2.2	6.2	WHLX-F 105.5	Bethlehem/Wheel	3.4/3.9/	1/ 48
BEAUTIFUL/EASY		1 (1)	1 (1)	0.6	5.1	WLTJ-F 92.9	Pittsburgh	1.3/5.3/	3/ 66
NEWS/TALK	29 (1)		29 (1)	16.2	11.3	WHYG-F 96.9	Braddock	0.9/4.8/	2/ 60
NOSTALGIA					1.7	WVOK-F 98.7	Wheeling	2.2/8.9/	5/ 111
RELIGION/GOSPEL		1 (1)	1 (1)	0.6	0.6	WPIT-F 101.5	Pittsburgh	0.4/1.6/	1/ 20
SPANISH						WQKK-F 105.1	Salem/Youngstown	1.8/3.7/	4/ 46
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		5 (1)	5 (1)	2.8					
	50 (4)	129 (18)	179 (22)						

RADIO STATIONS

WEIR, 1430, 1 KW (OA-2) , MOR CBS, \$ 14.00 (HNNH) (WEIRTON, WV)
WSTV, 1340, 1 KW , NEWS/TALK MBS, TALKNT, \$ 26.00 (Regional) Associated
WRKY-F, 103.5, 16 KW @ 88C, CHR , \$ 30.00 (Regional) Associated
WELA-F, 104.3, 50 KW @ 335, COUNTRY SMN, \$ 14.00 (---) (E. LIVERPOOL, OH)

OTHER RANKED STATIONS: See Wheeling or Pittsburgh

STOCKTON

Arbitron Rank/Pop (12+): 87/402,500
 MSA Rank/Pop: 104/487,000
 Sacramento ADI
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 32/9
 Diaries: 845/476:1/52.4%
 Sample Target: 820
 % Below Line: 55.0
 % Not Listed: 15.9

1990 Revenue: \$8,100,000
 HH Inc.: \$33,548
 Retail \$: 3.0 Btl
 Pop per Station: 44,722
 #1 Biller: KFMR-F \$1,200,000

12+ METRO	1/4/SHARE	FAI 90	SPG 90	FAI 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KBEE-F (E7)	47/ 7.3	8.2	6.5	5.9	3.8	----	47/509	509/12.6	14.8	11.5	4.5	26	292	KBEE-F
2. KWIN-F (CHR)	44/ 6.9	5.9	2.2	2.0	3.6	----	44/678	678/16.8	14.4	9.6	9.3	54	833	KWIN-F
3. KNBR (T)	39/ 6.1	2.8	3.1	6.2	4.6	----	39/522	522/13.0	8.8	10.8	3.1	18	370	KNBR
4. KHOP-F (CHR)	39/ 6.1	7.4	7.3	6.8	10.4	----	39/731	731/18.2	17.3	21.4	7.9	46	635	KHOP-F
5. KCBS (H/T)	27/ 4.2	3.6	4.4	2.9	3.9	----	27/410	410/10.2	10.7	10.3	2.9	17	323	KCBS
6. KFMR-F (C)	27/ 4.2	4.9	3.3	3.4	3.1	----	27/414	414/10.3	12.3	8.2	5.2	30	487	KFMR-F
7. KOSO-F (AC)	26/ 4.0	2.4	1.1	1.6	2.5	----	26/328	328/ 8.1	6.4	5.6	2.2	13	244	KOSO-F
8. KRAK (C)	25/ 3.9	5.4	5.3	5.7	5.6	----	25/366	366/ 9.1	9.9	9.0	3.4	20	286	KRAK
9. KWG (O)	24/ 3.7	2.7	3.6	2.8	4.1	----	24/309	309/ 7.7	6.6	8.6	3.8	22	378	KWG
10. KJOY-F (SAC)	23/ 3.6	3.3	4.5	5.5	4.8	----	23/381	381/ 9.5	8.0	8.8	3.1	18	244	KJOY-F
11. KMEL-F (CHR)	20/ 3.1	5.2	3.9	4.4	4.3	----	20/338	338/ 8.4	10.9	8.4	5.0	29	460	KMEL-F
12. KVFX-F (CL ACR)	19/ 3.0	2.2	2.8	1.3	0.8	----	19/281	281/ 7.0	6.2	6.4	5.2	30	362	KVFX-F
13. KFRC (BB)	17/ 2.6	1.7	2.5	2.3	5.4	----	17/192	192/ 4.8	3.9	5.7	2.1	12	196	KFRC
KSTN-F (SP)	17/ 2.6	2.4	3.9	2.8	1.2	----	17/210	210/ 5.2	5.5	6.9	1.9	11	221	KSTN-F
KSGO-F (O)	17/ 2.6	2.1	1.9	3.1	3.6	----	17/343	343/ 8.5	5.0	7.1	2.8	16	185	KSGO-F

NOTE: Stockton's Metro and TSA are the Same.
 12+ FM SHARE (METRO): 62.41% (337 of 540) (SPG 90: 62.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KFMR-F	1 KWIN-F	1 KOSO-F	1 KFMR-F	1 KBEE-F	1 KNBR	1 KBEE-F	1 KBEE-F	1 KWIN-F	1 KWIN-F
2 KWIN-F	2 KHOP-F	2 KHOP-F	2 KBEE-F	2 KOSO-F	2 KNBR	2 KHOP-F	2 KWIN-F	2 KWIN-F	2 KNBR	2 KGO
3 KMEL-F	3 KOSO-F	3 KOSO-F	3 KWIN-F	3 KBEE-F	3 KCBS	3 KWG	3 KHOP-F	3 KMEL-F	3 KRAK	3 KRAK
4	4 KVFX-F	4 KWG	4 KNBR	4 KNBR	4 KRAK	4 KWIN-F	4 KHOP-F	4 KNBR	4 KBEE-F	4 KFMR-F
5	5 KMEL-F	5 KSGO-F	5 KHOP-F	5 KHOP-F	5 KFMR-F	5 KBEE-F	5 KWIN-F	5 KJOY-F	5 KHOP-F	5 KCBS
6	6	6 KJOY-F	6 KWG	6 KWIN-F	6 KWG	6	6 KJOY-F	6	6	6 KNBR

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 KHOP-F	1 KHOP-F	1 KOSO-F	1 KOSO-F	1 KOSO-F	1 KWIN-F	1 KWIN-F	1 KVFX-F	1 KWIN-F	1 KNBR
2 KWIN-F	2 KOSO-F	2 KHOP-F	2 KHOP-F	2 KFMR-F	2 KRAK	2 KHOP-F	2 KWIN-F	2 KCBS	2 KBEE-F
3 KSTN-F	3 KWIN-F	3 KWIN-F	3 KJOY-F	3 KJOY-F	3 KHOP-F	3 KVFX-F	3 KHOP-F	3 KVFX-F	3 KVFX-F
4 KMEL-F	4 KJOY-F	4 KVFX-F	4 KWIN-F	4 KHOP-F	4 KHVL-F	4 KMEL-F	4 KNBR	4 KNBR	4 KRAK
5 KJOY-F	5 KSTN-F	5 KJOY-F	5 KWG	5 KWG	5 KRAK	5 KMEL-F	5 KHOP-F	5 KWIN-F	5 KWIN-F
6	6	6 KFMR-F	6 KFMR-F	6 KSGO-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		111 (4)	111 (4)	20.6	19.6	KCVR 1570	2.2/3.5/ 14/ 139
AOR/CLASSIC		40 (4)	40 (4)	7.4	10.9	KJAX 1280	1.6/3.4/ 10/ 136
AC/OLDIES/ROCK	27 (2)	77 (5)	104 (7)	19.3	16.6	KSTN 1420	1.7/5.2/ 11/ 211
MOR/VARIETY					4.0		
COUNTRY	32 (2)	37 (2)	69 (4)	12.8	15.0	KBLX-F 102.9	0.5/1.3/ 3/ 56
BLACK/URBAN					0.6	KDJK-F 95.1	0.9/4.6/ 6/ 184
BEAUTIFUL/EASY		47 (1)	47 (1)	8.7	8.9	KFBK 1530	0.8/1.8/ 5/ 74
NEWS/TALK	96 (5)		96 (5)	17.8	9.1	KGO 810	2.3/5.3/ 15/ 212
NOSTALGIA	17 (1)		17 (1)	3.1	3.2	KHYL-F 101.1	1.4/2.0/ 9/ 82
RELIGION/GOSPEL					0.6	KLOC 920	0.9/1.8/ 6/ 71
SPANISH	31 (3)	17 (1)	48 (4)	8.9	10.9	KQPT-F 100.5	0.8/2.4/ 5/ 96
CLASSICAL						KRAK-F 105.1	1.6/4.0/ 10/ 162
JAZZ/NEW AGE		8 (2)	8 (2)	1.5	0.8	KRQR-F 97.3	0.8/1.5/ 5/ 61
UNKNOWN/OTHERS						KSFO 560	0.5/2.0/ 3/ 80
	203 (13)	337 (19)	540 (32)			KTRB 860	1.1/2.9/ 7/ 117
						KMOD-F 106.5	1.2/6.6/ 8/ 267
						KYA -F 93.3	0.3/0.9/ 2/ 36
						KZAP-F 98.5	1.6/3.8/ 10/ 154

RADIO STATIONS

KCVR , 1570, 5 KW/500 W (DA-2),	Hispanic	\$14.00	(Lotus)
KJAX , 1280, 1 KW (DA-N)	Talk	\$10.00	(Christal)
KSTN , 1420, 5 KW/1KW (DA-2)	Hispanic	\$15.00	(---)
KWG , 1230, 1 KW	Oldies	\$17.00	(Katz)
KFMR-F, 100.1, 3 KW @ 285	Country	\$24.00	(CBS)
KJOY-F, 99.3, 2.3 KW @ 330	Soft AC	\$23.00	(Christal)
KSTN-F, 107.3, 8 KW @ 1614	Hispanic	\$18.00	(---)
KWIN-F, 97.7, 3 KW @ 300	CHR	\$21.00	(MMR)
KSGO-F, 100.9, 3 KW @ 328	Oldies	\$20.00	(Katz)

Other ranked stations -- See Sacramento, Modesto or San Francisco

Miscellaneous: KCVR,KWIN-F sold for \$675,000 (Media Services) . . .

SYRACUSE

Arbitron Rank/Pop (12+): 67/545,100
MSA Rank/Pop: 79/656,000
ADI # 68
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 25/20
Diaries: 989/551:1/58.8%
Sample Target: 970
% Below Line: 6.0
% Not Listed: 15.9

1990 Revenue: \$19,300,000
HH Inc.: \$33,946
Retail \$: 5.0 Btl
Pop per Station: 27,255
#1 Biller: WYYY-F \$5,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WYYY-F (AC)	104/11.1	12.1	10.4	12.3	12.8	11.5	117/1967	1667/30.6	26.8	30.0	11.6	106	1390 WYYY-F
2. WNTQ-F (CHR)	101/10.7	9.3	11.1	9.4	9.7	10.1	123/2088	1692/31.0	26.0	26.3	13.0	118	1866 WNTQ-F
3. WSYR (FS)	96/10.2	14.3	9.8	8.8	9.3	10.8	103/1377	1239/22.7	23.9	21.9	9.3	85	1241 WSYR
4. WKFM-F (CL AOR)	77/ 8.2	5.7	7.9	8.3	7.9	7.5	101/1511	1020/18.7	20.2	20.8	8.1	74	1284 WKFM-F
5. WAQX-F (AOR)	63/ 6.7	7.7	6.8	6.6	7.6	6.9	68/1167	1028/18.9	16.4	17.0	9.2	84	1368 WAQX-F
6. WRHP-F (EZ)	59/ 6.3	7.7	5.6	4.0	7.1	6.2	77/852	677/12.4	11.3	12.5	4.0	36	298 WRHP-F
7. WFZG-F (SAC)	46/ 4.9	1.7	2.1	2.5	3.4	2.8	48/632	585/10.7	8.4	8.6	2.1	19	330 WFZG-F
8. WSEN-AF (O)	42/ 4.4	4.1	4.6	4.2	3.7	4.3	50/993	850/15.6	12.6	13.2	4.0	33	528 WSEN-AF
9. WPCX-F (C)	33/ 3.5	2.3	3.9	2.2	3.2	3.0	81/855	383/ 7.0	8.4	4.8	3.8	35	352 WPCX-F
10. WMHR-F (REL)	24/ 2.6	1.1	1.3	2.3	1.0	1.8	32/366	248/ 4.5	2.7	3.6	2.4	22	283 WMHR-F
WHEN (FS)	24/ 2.6	2.5	4.9	3.3	3.1	3.3	27/661	577/10.6	12.4	10.4	2.3	21	445 WHEN
12. WNDR (C)	23/ 2.4	1.6	1.4	2.6	1.4	2.0	23/277	267/ 4.9	4.1	5.3	1.3	12	197 WNDR
WFBL (BB)	23/ 2.4	2.1	2.2	2.5	2.8	2.3	24/341	287/ 5.3	5.3	7.1	2.2	20	254 WFBL
14. WSCP-AF (C)	18/ 1.9	2.2	3.2	4.4	5.4	2.9	20/205	192/ 3.5	4.8	6.2	1.2	10	192 WSCP-AF
15.													

12+ FM SHARE (METRO): 75.35% (596 of 791) (SPG 90: 77.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 WNTQ-F >>	1 WNTQ-F	1 WYYY-F	1 WYYY-F >	1 WYYY-F >	1 WSYR >	1 WSYR	1 WYYY-F >	1 WNTQ-F	1 WNTQ-F >	1 WSYR >>
2	2 WKFM-F	2 WNTQ-F	2 WKFM-F	2 WKFM-F	2 WRHP-F	2 WYYY-F <	2 WKFM-F	2 WYYY-F	2 WSYR	2 WYYY-F <
3	3 WAQX-F <	3 WKFM-F >	3 WNTQ-F	3 WNTQ-F	3 WYYY-F >	3 WNTQ-F >	3 WNTQ-F <	3 WSYR	3 WAQX-F	3 WSEN-F
4	4 WYYY-F	4 WAQX-F >	4 WSEN-AF	4 WSEN-AF	4 WSEN-AF	4 WKFM-F <	4 WSYR	4 WKFM-F	4 WYYY-F <	WNTQ-F
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR <	5 WFZG-F	5 WAQX-F	5 WRHP-F	5 WAQX-F	5 WKFM-F	5
6	6	6 WFZG-F	6 WEZG-F	6 WAQX-F	6	6	6 WAQX-F	6 WRHP-F	6	6

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 WNTQ-F >>	1 WNTQ-F	1 WYYY-F	1 WYYY-F	1 WYYY-F >	1 WAQX-F	1 WKFM-F	1 WKFM-F >	1 WKFM-F >	1 WKFM-F
2 WYYY-F	2 WYYY-F >	2 WNTQ-F >>	2 WNTQ-F >>	2 WNTQ-F >	2 WNTQ-F	2 WAQX-F >	2 WAQX-F >	2 WYYY-F <	2 WYYY-F
3 WAQX-F	3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WEZG-F	3 WKFM-F >	3 WNTQ-F	3 WYYY-F	3 WAQX-F	3 WSEN-AF
4 WKFM-F	4 WKFM-F >	4 WEZG-F	4 WEZG-F	4 WSYR >	4 WYYY-F >>	4 WYYY-F >	4 WSEN-AF	4 WNTQ-F	4 WAQX-F
5	5 WEZG-F	5 WAQX-F	5 WAQX-F	5 WSEN-AF WKFM-F	5 WEZG-F	5 WSEN-AF	WNTQ-F	5 WSEN-AF	5 WPCX-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER	RATIO STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	13.1	12.5	WGES-F	105.5 Oswego	0.9/2.8/ 9/ 171	
AOR/CLASSIC		147 (3)	147 (3)	18.6	20.1	WOLF	1490 Syracuse	1.5/3.5/ 14/ 190	
AC/OLDIES/ROCK	3 (1)	204 (5)	207 (6)	26.2	26.2	WGO	1440 Oswego	0.3/0.8/ 5/ 60	
MOR/VARIETY	120 (2)		120 (2)	15.2	14.9	WVOA-F	105.1 DeRuyter/Syracus	0.3/1.2/ 4/ 112	
COUNTRY	25 (2)	55 (3)	80 (5)	10.1	11.3	WXRA	1200 North Syracuse	0.7/1.0/ 7/ 65	
BLACK/URBAN	14 (1)		14 (1)	1.8					
BEAUTIFUL/EASY		59 (1)	59 (1)	7.5	8.5	WFRG-F	96.1 Rome/Utica	0.6/1.6/ 37/ 431	
NEWS/TALK						WOUR-F	96.9 Utica	0.7/3.0/ 25/ 378	
NOSTALGIA	33 (3)		33 (3)	4.2	5.2	WHCK-F	107.3 Utica	0.3/2.8/ 14/ 373	
RELIGION/GOSPEL		24 (1)	24 (1)	3.0	1.2	WUUU-F	102.5 Rome/Utica	0.7/2.4/ 15/ 315	
SPANISH									
CLASSICAL		3 (1)	3 (1)	0.4					
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	195 (9)	596 (16)	791 (25)						

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	NOSTALGIA	CNN, UNISUP	\$ 18.00 (Crystal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	MOR/AC	ABC	\$ 30.00 (MHR)	Park
WNDR, 1260, 5 KW (DA-N)	COUNTRY	ABC, UNISUP	\$ 16.00 (McGuill)	Osborn
WSYR, 570, 5 KW (DA-2)	MOR/FULL SER.	MBS NBC	\$ 70.00 (Katz)	New City
WXRA, 1200, 1 KW	NOSTALGIA		\$ 15.00 (Eastman)	Levite
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	\$ 42.00 (Banner)	Atlantic Ventures
WKFM-F, 104.7, 50 KW @ 492, CLASSIC AOR			\$ 44.00 (Crystal)	Wilks-Schwartz
WHHR-F, 102.9, 20 KW @ 782, RELIGION			\$ 12.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR			\$ 51.00 (McGuill)	Osborn
WRHP-F, 107.9, 50 KW @ 500, EZ		ABC	\$ 37.00 (MHR)	Park
WSCP-F, 101.7, 2.5 KW @ 365, COUNTRY		UNISUP	\$ 20.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 200, OLDIES		CBS, UNISUP	\$ 33.00 (HNWH)	Ruckley
WYYY-F, 94.5, 100 KW @ 650, AC			\$ 110.00 (Katz)	NewCity
WEZG-F, 100.9, 3 KW @ 165, SOFT AC		UNISUP	\$ 29.00 (Eastman)	Levite
WPCX-F, 106.9, 45 KW @ 530, COUNTRY		SMN	\$ 19.00 (Market 4)	(AUBURN)

TALLAHASSEE

Arbitron Rank/Pop (12+): 171/172,400

Stations: 14/13

1990 Revenue: \$7,500,000

MHA Rank/Pop: 187/230,200

Diaries: 576/299:1/49.7%

HH Inc.: \$31,000

ADI # 116

Sample Target: 580

Retail \$: 1.7 Bill

Average Person Ratings: 18.0

% Below Line: 0.6

Pop per Station: 13,261

Market TSL: 23.00 hours

% Not Listed: 22.9

#1 Biller: WTNT-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AOH	Birch Cume	
1. WTNT-F (C)	40/12.9	----	14.3	----	12.3	----	83/1031	430/24.9	0.0	25.9	10.8	31	404	WTNT-F
2. WGLF-F (AOR)	33/10.6	----	12.5	----	16.0	----	47/607	431/25.0	0.0	24.4	14.2	41	499	WGLF-F
3. WHBX-F (B)	27/ 8.7	----	4.8	----	4.5	----	36/319	248/13.1	0.0	13.3	6.6	19	240	WHBX-F
WFHT-F (URB/CHR)	27/ 8.7	----	11.0	----	4.8	----	50/635	389/22.6	0.0	22.0	17.0	49	539	WFHT-F
5. WBGM-F (AC)	23/ 7.4	----	7.7	----	10.4	----	26/487	363/21.1	0.0	21.6	7.3	21	362	WBGM-F
6. WANM (B)	20/ 6.5	----	11.4	----	13.4	----	20/251	216/12.5	0.0	18.6	4.5	13	270	WANM
7. WHKX-F (C)	19/ 6.1	----	2.9	----	-----	----	25/238	192/11.1	0.0	9.5	5.2	15	159	WHKX-F
8. WMLO-F (EZ)	15/ 4.8	----	3.7	----	6.7	----	23/288	192/11.1	0.0	11.0	4.2	12	237	WMLO-F
9. WUMX-F (AC)	12/ 3.9	----	8.1	----	11.5	----	16/437	339/19.7	0.0	28.0	6.3	18	372	WUMX-F
10. WTAL (N/T)	8/ 2.6	----	1.8	----	1.5	----	8/94	86/ 5.0	0.0	6.1	2.1	6	101	WTAL

12+ FM SHARE (METRO): 85.36% (204 of 239) (SPG 90: 83.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHT-F>>	1 WGLF-F>	1 WGLF-F	1 WTNT-F	1 WTNT-F	1 WTNT-F>>	1 WTNT-F	1 WGLF-F<	1 WTNT-F	1 WFHT-F>	1 WFHT-F>
2 WTNT-F	2 WFHT-F	2 WTNT-F	2 WGLF-F	2 WGLF-F	2 WMLO-F	2 WGLF-F>	2 WTNT-F<	2 WGLF-F	2 WHBX-F	2 WTNT-F
3	3 WHBX-F	3 WHBX-F	3 WHBX-F	3 WHBX-F	3 WBGM-F	3 WFHT-F	3 WHBX-F	3 WBGM-F	3 WTNT-F	3
4	4 WHKX-F	4 WBGM-F	4 WBGM-F	4 WBGM-F	4 WHBX-F	4 WBGM-F	4 WBGM-F	4 WFHT-F	4 WHKX-F	4
					5 WANM			5 WHBX-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 WHBX-F	1 WFHT-F	1 WFHT-F	1 WBGM-F	1 WTNT-F>	1 WHKX-F	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F>	1 WTNT-F
WGLF-F	2 WGLF-F	2 WGLF-F	2 WTNT-F	2 WBGM-F	WGLF-F>>	2 WHKX-F>	2 WTNT-F	2 WTNT-F	WGLF-F>
WFHT-F	3 WHBX-F	3 WTNT-F	3 WHBX-F	3 WHBX-F	3 WFHT-F	3 WHBX-F	3 WMLO-F	3 WHBX-F	3 WHBX-F
WBGM-F	4 WBGM-F	4 WHBX-F	4 WGLF-F	4 WFHT-F	4 WUMX-F	4 WTNT-F	4 WHBX-F	4 WHKX-F	4
WANM >>	WANM	5	6 WANN	6 WANN	5 WHKX-F	5 WHKX-F	5 WBGM-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUMF TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP					10.7	WCVC 1330 Tallahassee	1.6/2.4/ 6/	47
AOR/CLASSIC		33 (1)	33 (1)	13.8	15.9	WNLS 1270 Tallahassee	0.6/3.7/ 2/	64
AC/OLDIES/ROCK		37 (3)	37 (3)	15.5	19.6	WSNI-F 107.1 Thomasville	1.9/7.3/ 14/	209
MOR/VARIETY								
COUNTRY		59 (2)	59 (2)	24.7	18.2	WGWD-F 100.7 Gretna	0.6/3.3/ 2/	65
BLACK/URBAN	20 (1)	54 (2)	74 (3)	31.0	28.5			
BEAUTIFUL/EASY		15 (1)	15 (1)	6.3	4.7			
NEWS/TALK	8 (1)		8 (1)	3.3	2.3			
NOSTALGIA								
RELIGION/GOSPEL	5 (1)		5 (1)	2.1				
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	2 (1)	6 (1)	8 (2)	3.3				
	35 (4)	204 (10)	239 (14)					

RADIO STATIONS

WANM , 1070, 10 KW (DAYS)	Black	SBN, \$19.00 (Banner)
WTAL , 1450, 1 KW (DA-1)	Talk	CBS ABC, \$11.00 (P/W)
WBGM-F, 98.9, 100 KW @ 365	AC	ABC, \$30.00 (Katz)
WFHT-F, 101.7, 3 KW @ 328	Black	\$17.00 (McGuld)
WGLF-F, 104.1, 100 KW @ 440	AOR	\$26.00 (Banner)
WMLO-F, 104.9, 47 KW @ 505	EZ	NBC CNN, \$22.00 (Eastman)
WHKX-F, 99.9, 3 KW @ 328	Country	\$12.00 (---)
WUMX-F, 103.1, 3 KW @ 300	AC	\$25.00 (MMR)
WHBX-F, 95.9, 3 KW @ 300	Black	SMN, \$17.00 (Katz)
WTNT-F, 94.9, 100 KW @ 840	Country	ABC, \$31.00 (Christal)

HVS
(QUINCY)
(HAVANNA)
(LAFAYETTE)

Dolcom

Miscellaneous: WTMG to WHBX-F (Mar) and from Oldies to Black . . . WQHI to WHKX-F (Oct) and from AC to Country . . . WTHZ to WUMX-F (Jan) and from CHR to AC . . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,846,000
 MSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 17.9
 Market TSL: 24.00 hours

Stations: 28/24
 Diaries: 1829/1009:1/50.8%
 Sample Target: 1725
 % Below Line: 8.6
 % Not Listed: 10.7

1990 Revenue: \$58,500,000
 MH Inc.: \$29,615
 Retail \$: 17.2 Btl
 Pop per Station: 76,916
 #1 Biller: WRBQ-AF \$9,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WWRM-F (SAC)	343/10.4	10.8	10.5	7.4	9.0	9.8	391/4584	3706/20.1	21.6	18.3	7.4	210	2286
2. WQYK-F (C)	321/ 9.7	8.9	9.6	9.1	7.8	9.3	360/3837	3319/18.0	15.2	14.5	11.4	322	2940
3. WFLZ-F (CHR)	234/ 7.1	5.5	7.4	8.3	8.3	7.1	355/4906	3200/17.3	17.6	18.1	11.8	335	4322
4. WUSA-F (AC)	226/ 6.8	6.1	8.0	6.2	7.3	6.8	249/3144	2775/15.0	17.2	15.6	7.1	200	2513
5. WMTX-F (AC)	205/ 6.2	3.5	3.9	5.0	3.9	4.7	233/2955	2389/12.9	10.4	10.6	6.6	188	2015
6. WDUV-F (E2)	190/ 5.7	5.5	6.0	5.5	4.9	5.7	318/3433	1949/10.6	11.5	9.8	2.6	73	1096
7. WYNF-F (AOR)	183/ 5.5	5.9	5.1	6.2	6.8	5.7	285/3509	2191/11.9	11.1	13.2	6.6	188	1932
8. WXTB-F (AOR)	181/ 5.5	4.6	3.0	4.7	4.5	4.4	222/2636	2154/11.7	7.0	10.4	6.0	171	1915
9. WFLA (N/T)	176/ 5.3	7.4	4.7	5.8	4.2	5.3	220/2935	2396/13.0	10.5	8.2	5.6	158	2014
10. WGUL-AF (BB)	161/ 4.9	4.4	4.7	5.2	6.1	4.8	162/1564	1533/ 8.3	9.3	8.1	3.4	55	749
11. WRBQ-AF (CHR)	153/ 4.7	6.5	6.3	6.0	7.3	5.9	177/3629	2855/15.5	21.2	20.0	6.2	170	3589
12. WYUU-F (O)	124/ 3.8	3.5	4.1	3.6	3.4	3.3	132/2056	1821/ 9.9	9.6	9.3	3.7	105	1414
13. WSUN (C)	105/ 3.2	2.8	2.3	2.4	1.9	2.7	147/2047	1455/ 7.9	7.2	6.5	1.5	43	897
14. WLVU-F (BB)	64/ 1.9	1.4	2.4	1.2	1.9	1.7	65/578	533/ 2.9	4.2	4.2	0.6	16	327
15. WHVF-F (J/NA)	61/ 1.8	2.2	2.0	3.2	3.0	2.3	99/1846	1228/ 6.7	6.1	7.7	3.1	89	1413

12+ FM SHARE (METRO): 81.90% (2417 of 2951) (SPG 90: 83.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F<	1 WMTX-F	1 WMTX-F<	1 WQYK-F	1 WWRM-F	1 WQYK-F<	1 WWRM-F>	1 WWRM-F	1 WFLZ-F	1 WQYK-F>>
2 WXTB-F	2 WYNF-F	2 WYNF-F<	2 WQYK-F	2 WWRM-F<	2 WQYK-F	2 WWRM-F	2 WQYK-F	2 WQYK-F	2 WQYK-F	2 WFLA <
3 WRBQ-AF	3 WMTX-F	3 WQYK-F	3 WYNF-F	3 WMTX-F<	3 WDUV-F	3 WYNF-F	3 WUSA-F	3 WFLZ-F	3 WXTB-F	3 WTKN
4	4 WFLZ-F	4 WUSA-F	4 WUSA-F	4 WUSA-F	4 WUSA-F	4 WMTX-F	4 WMTX-F	4 WUSA-F	4 WWRM-F	4 WWRM-F
5	5 WQYK-F	5 WXTB-F	5 WWRM-F	5 WYNF-F	5 WGUL-AF	5 WFLA <	5 WDUV-F	5 WMTX-F	5 WSUN	5 WUSA-F
6	6 WRBQ-AF	6 WFLZ-F	6 WYUU-F	6 WYUU-F	6 WFLA	6 WUSA-F	WFLA	6 WXTB-F	6 WDUV-F	6
7	7 WUSA-F	7 WWRM-F	7 WFLZ-F	7 WFLZ-F	7	7 WFLZ-F	7 WYNF-F	7 WDUV-F	7	7

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 WXTB-F>	1 WMTX-F	1 WMTX-F	1 WMTX-F	1 WUSA-F	1 WXTB-F>	1 WYNF-F	1 WYNF-F>	1 WYNF-F>	1 WYNF-F
2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WWRM-F	2 WYNF-F	2 WXTB-F>	2 WXTB-F>	2 WQYK-F<	2 WQYK-F>
3 WQYK-F	3 WXTB-F<	3 WWRM-F	3 WWRM-F	3 WMTX-F	3 WMTX-F	3 WMTX-F	3 WQYK-F	3 WXTB-F	3 WMTX-F
4 WMTX-F	4 WRBQ-AF<	4 WUSA-F	4 WFLZ-F<	4 WQYK-F	4 WFLZ-F	4 WFLZ-F	4 WMTX-F	4 WMTX-F	4 WYUU-F
5 WRBQ-AF>	5 WQYK-F	5 WRBQ-AF	5 WQYK-F	5 WFLZ-F	5 WRBQ-AF>	5 WQYK-F	5 WFLZ-F	5 WYUU-F	5 WXTB-F
6 WYNF-F	6 WWRM-F<	6 WQYK-F	6 WRBQ-AF	6 WYUU-F<	6 WUSA-F	6 WRBQ-AF	6 WHVF-F	6 WFLZ-F	6 WWRM-F<
7	7 WUSA-F	7	7 WYUU-F	7 WRBQ-AF	7	7	WFLA	7 WUSA-F<	7 WFLA

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	385 (2)	387 (3)	13.1	17.8	WDAE 1250 Tampa	0.3/1.9/ 11/ 383
AOR/CLASSIC		364 (2)	364 (2)	12.3	12.8	WFNS 910 Plant City	0.4/1.5/ 16/ 345
AC/OLDIES/SOFT ROCK	11 (1)	898 (4)	909 (5)	30.8	26.8	WLVU 1470 Dunedin	0.3/0.6/ 11/ 119
MOR/VARIETY						WQBN 1300 Temple Terrace	0.6/0.9/ 20/ 182
COUNTRY	157 (3)	343 (2)	500 (5)	16.9	10.1	WQYK 1010 Seffner/Tampa	1.2/2.8/ 42/ 619
BLACK/URBAN	54 (2)		54 (2)	1.8	0.7	WRMD 680 St Petersburg	0.4/0.7/ 12/ 132
BEAUTIFUL/EASY		200 (2)	200 (2)	6.8	5.6	WRXB 1590 St Pete Bch/Tam	0.8/1.1/ 30/ 244
NEWS/TALK	209 (2)		209 (2)	7.1	7.7	WTKN 570 Pinellas Park/T	1.0/5.1/ 39/1195
NOSTALGIA	70 (2)	166 (2)	236 (4)	8.0	12.3	WTMP 1150 Tampa	0.8/2.3/ 29/ 464
RELIGION/GOSPEL							
SPANISH	31 (2)		31 (2)	1.1	0.4	WEZY-F 94.1 Lakeland	0.3/0.8/ 81/ 840
CLASSICAL						WPCV-F 97.5 Wntr Havn/Lkln	0.7/1.7/141/1610
JAZZ/NEW AGE		61 (1)	61 (1)	2.1	3.5		
UNKNOWN/OTHERS					0.5		
	534 (13)	2417 (15)	2951 (28)				

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2), TALK	CBS ABC, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F		
WHBO, 1040, 5 KW (DAYS), OLDIES	, \$ 37.00 (MMR)	Metroplex
WRMD, 680, 1 KW (DAYS), HISPANIC	, \$ 27.00 (Lotus)	
WQYK, 1010, 50 KW/5 KW (DA-2), SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2), SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2), BLACK	NBN ABC, \$ 25.00 (K & P)	
WSUN, 620, 10 KW (DA-N), NEWS/TALK	NBC, \$ 60.00 (Durpett1)	Cox
WTKN, 570, 5 KW/4.5 KW (DA-2) TALK	MBS BRN, \$ 44.00 (---)	Susquehanna
WTHP, 1150, 5 KW/4.5 KW (DA-2), BLACK	SBN UNIPWR, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP, \$ 47.00 (K & P)	Marcocci
WLVU, 106.3, 3 KW @ 300, NOST/ETHNIC	, \$ 30.00 (---)	
WNL1, 95.7, 100 KW @ 606, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC	, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC	, \$ 90.00 (Durpett1)	Cox
WXTB, 97.9, 100 KW @ 599, AOR	ABC, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR	CBS, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNILUL, \$ 47.00 (Banner)	Entercom
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC	, \$ 64.00 (---)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ	MBS, \$ 60.00 (Christal)	(BRADFENTON)

Miscellaneous: WLFF to WRMD (March) and format from Nostalgia to Hispanic . . . WDAE is now AC . . . WTKN/WHVE-F sold from Susquehanna to Paxton for \$6,400,000 (MVP) . . .

TERRE HAUTE

Arbitron Rank/Pop (12+): 170/172,800
HSA Rank/Pop: 277/131,700
ADI # 133
Average Person Ratings: 16.7
Market TSL: 22.75 hours

Stations: 16/13
Diaries: 662/261:1/62.1%
Sample Target: 580
% Below Line: 1.0
% Not Listed: 15.9

1990 Revenue: \$4,200,000
HM Inc.: \$26,993
Retail \$: 1.6 Bill
Pop per Station: 13,292
#1 Biller: WTHI-F \$1,200,000

12+ METRO	1/4/SHARE	FAI 90	SPG 90	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WTHI-AF (C)	87/30.1	----	27.4	----	28.2	----	121/1133	732/42.4	0.0	42.6			WTHI-AF
2. WPFR-F (CHR)	34/11.8	----	11.6	----	11.4	----	43/661	444/25.7	0.0	24.0			WPFR-F
WMGI-F (AC)	34/11.8	----	17.2	----	10.1	----	42/624	509/29.5	0.0	31.5			WMGI-F
4. WZZQ-F (ADR)	30/10.4	----	13.0	----	15.1	----	45/677	394/22.8	0.0	23.2			WZZQ-F
5. WBOW (BB)	16/ 5.5	----	4.9	----	6.4	----	17/205	196/11.3	0.0	11.6			WBOW
6. WCBH-F (AC)	12/ 4.2	----	2.5	----	1.7	----	31/405	139/ 8.0	0.0	8.0			WCBH-F
7. WSDM-F (SAC)	6/ 2.1	----	1.1	----	0.3	----	8/108	86/ 5.0	0.0	3.4			WSDM-F
WACF-F (C)	6/ 2.1	----	2.5	----	2.7	----	10/210	115/ 6.7	0.0	7.1			WACF-F
9. WKZI (C)	5/ 1.7	----	1.1	----	1.0	----	9/123	48/ 2.8	0.0	2.7			WKZI
WAXI-F (BB/EZ)	5/ 1.7	----	2.8	----	4.4	----	10/124	89/ 5.2	0.0	5.2			WAXI-F

12+ FM SHARE (METRO): 88.07% (214 of 243) (SPG 90: 87.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVF	OVERNIGHT
1 WPFR-F>>	1 WTHI-AF	1 WTHI-AF>	1 WTHI-AF	1 WTHI-AF>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-F>>
2 WZZQ-F	WZZQ-F	2 WMGI-F	2 WMGI-F>>	2 WMGI-F>	2 WMGI-F	2 WMGI-F	2 WMGI-F	2 WZZQ-F	2 WPFR-F	2 WZZQ-F
WMGI-F	3 WPFR-F>	3 WZZQ-F	3 WZZQ-F>	3 WZZQ-F>	3 WBOW	3 WPFR-F	3 WZZQ-F	3 WMGI-F>	3 WMGI-F	WPFR-F
4	4 WMGI-F	4 WPFR-F	4 WPFR-F	4 WPFR-F	4	4 WZZQ-F	4 WPFR-F	4 WPFR-F	4 WZZQ-F	4 WMGI-F
5	5 WCBH-F	5	5	5	5	5	5 WBOW	5	5	5

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 WPFR-F>	1 WPFR-F	1 WZZQ-F	1 WTHI-AF	1 WTHI-AF>	1 WZZQ-F	1 WZZQ-F	1 WTHI-AF	1 WTHI-AF>>	1 WTHI-AF>>
2 WTHI-AF>	2 WTHI-AF	2 WTHI-AF	2 WMGI-F	2 WMGI-F>>	2 WTHI-AF>	2 WTHI-AF>>	WZZQ-F>	2 WZZQ-F	2 WMGI-F>
3 WZZQ-F	3 WZZQ-F>	WMGI-F	3 WPFR-F>	3 WZZQ-F	3 WPFR-F>>	3 WPFR-F	3 WMGI-F>>	3 WMGI-F>	3 WZZQ-F>>
WCBH-F	4 WMGI-F	4 WPFR-F>>	4 WZZQ-F	WPFR-F	4 WCBH-F>	4 WMGI-F>	4 WPFR-F	4 WPFR-F	4 WPFR-F
5	5 WCBH-F	5 WCBH-F	5	5	5 WMGI-F	5 WCBH-F	WCBH-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUMF TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	14.0	13.0	WPRS	1440 Paris	1.4/5.7/ 6/ 147
AOR/CLASSIC		30 (1)	30 (1)	12.3	14.6	WWVR-F	105.5 W.Terre Haute	0.3/4.0/ 2/ 73
AC/OLDIES/SOFT ROCK		52 (3)	52 (3)	21.4	22.0			
MOR/VARIETY	5 (2)		5 (2)	2.1	3.1	WGN	720 Chicago	0.3/1.7/ 2/ 86
COUNTRY	7 (2)	92 (3)	99 (5)	40.7	34.6	WIAI-F	99.1 Danville/Chmpgn	0.3/1.6/ 10/ 99
BLACK/URBAN						WIBC	1070 Indianapolis	0.3/2.8/ 3/ 122
BEAUTIFUL/EASY					1.2			
NEWS/TALK	1 (1)		1 (1)	0.4	2.0			
NOSTALGIA	16 (1)	5 (1)	21 (2)	8.6	8.7			
RELIGION/GOSPEL		1 (1)	1 (1)	0.4	0.8			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	29 (6)	214 (10)	243 (16)					

RADIO STATIONS

WBOW , 1230. , 1 KW	Nostalgia	ABC, \$13.00	(Christal)	Contemp. Media
WPRS , 1440. , 1 KW/250 W	MOR/Nostalgia	ABC, \$ 9.00	(---)	(PARIS, IL)
WACF-F, 98.5, 50 KW @ 500	Country	ABC, \$10.00	(---)	(PARIS, IL)
WAXI-F, 104.9, 1 KW @ 440	Nostalgia/EZ	NBC SMN, \$ 8.00	(Regional)	(ROCKVILLE)
WCBH-F, 104.3, 25 KW @ 500	Classic AOR	UNIULT, \$12.00	(---)	(CASEY, IL)
WMGI-F, 100.7, 50 KW @ 500	AC	CBS, \$25.00	(Eastman)	
WPFR-F, 102.7, 50 KW @ 500	CHR	, \$21.00	(K & P)	
WTHI-F, 99.9, 50 KW @ 490	Country	UNIULT, \$36.00	(Katz)	
WZZQ-F, 107.5, 28 KW @ 670	AOR	ABC UNIPWR, \$22.00	(Christal)	Contemp. Media

Miscellaneous: WPFR-F is currently silent (as of Aug 91) . . .

TOLEDO

Arbitron Rank/Pop (12+): 71/507,700
MSA Rank/Pop: 83/620,000
ADI # 63
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 21/15
Diaries: 1006/505:1/51.4%
Sample Target: 1065
% Below Line: 11.3
% Not Listed: 14.5

1990 Revenue: \$14,000,000
HH Inc.: \$31,175
Retail \$: 4.8 Btl
Pop per Station: 33,846
#1 Biller: WTOD/WKCO-F \$3,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	104/12.0	10.2	12.6	14.7	13.1	12.4	157/2149	1264/24.9	22.0	25.4	13.6	114	1632	WIOT-F
2. WKCO-F (C)	99/11.4	10.0	10.9	8.0	9.9	10.1	125/1431	993/19.6	21.0	18.3	9.4	79	773	WKCO-F
3. WWM-F (AC)	77/ 8.9	8.8	7.8	8.4	8.5	8.5	83/1261	1037/20.4	20.2	18.3	5.8	49	689	WWM-F
4. WVK-F (CHR)	71/ 8.2	9.4	8.4	7.4	10.0	8.3	108/2248	1299/25.6	27.4	30.7	8.5	71	1203	WVK-F
5. WRQN-F (CHR)	70/ 8.1	9.5	9.6	8.6	11.5	9.0	83/1579	1237/24.4	26.8	28.4	11.8	99	1449	WRQN-F
6. WSPD (FS)	57/ 6.6	7.7	7.2	5.5	6.0	6.8	75/850	659/13.0	15.0	15.5	7.5	63	810	WSPD
7. WLQR-F (SAC)	52/ 6.0	8.5	7.8	8.9	8.8	7.8	82/1331	918/18.1	16.4	17.6	4.8	40	625	WLQR-F
8. CKLW (BB)	43/ 5.0	3.5	3.5	3.7	3.3	3.9	69/900	449/ 8.8	7.8	8.7	3.7	31	318	CKLW
9. WJR (FS)	30/ 3.5	4.4	4.7	5.4	4.0	4.5	102/1455	606/11.9	11.0	11.0	4.3	36	416	WJR
WVOI (B)	30/ 3.5	2.6	2.4	2.8	1.8	2.8	30/362	362/ 7.1	6.5	4.9	4.3	36	401	WVOI
11. WTOD (C)	23/ 2.7	2.7	3.6	2.6	2.1	2.9	28/460	318/ 6.3	6.1	6.8	1.5	13	159	WTOD
12. WKKR-F (CL AOR)	20/ 2.3	2.7	3.0	2.7	---	2.7	49/929	535/10.5	8.1	0.0	3.7	31	553	WKKR-F
13. WCWA (O)	14/ 1.6	1.4	1.1	2.3	1.6	1.6	14/250	232/ 4.6	6.1	5.7	1.5	13	153	WCWA
14.														
15.														

12+ FM SHARE (METRO): 72.03% (533 of 740) (SPG 90: 76.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVK-F	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F<	1 WKCO-F	1 WKCO-F>	1 WKCO-F>	1 WKCO-F	1 WIOT-F	1 WIOT-F	1 WIOT-F
2 WRQN-F>	2 WRQN-F	2 WWM-F	2 WKCO-F<	2 WWM-F<	2 WSPD	2 WIOT-F	WIOT-F	2 WKCO-F	2 WSPD	2 WSPD >>
3 WIOT-F	3 WVK-F<	3 WKCO-F	3 WWM-F	3 WIOT-F>	3 CKLW	3 WRQN-F	3 WWM-F	3 WVK-F	3 WVK-F	3 WWM-F
4	4 WWM-F>	4 WRQN-F<	4 WVK-F	4 WWM-F	4 WVK-F	4 WWM-F	4 WVK-F	4 WWM-F	4 WRQN-F<	4 WLQR-F
5	5 WKCO-F	5 WVK-F	5 WRQN-F	5 WRQN-F	5 WLQR-F	5 WVK-F<	5 WRQN-F	5 WRQN-F	5 WWM-F<	5
6	6	6	6 WLQR-F	WLQR-F	6	6 WSPD <	WLQR-F	6	6 WKCO-F	6
						7 WLQR-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 WRQN-F	1 WRQN-F	1 WVK-F	1 WWM-F	1 WKCO-F>		1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WWM-F	2 WWM-F<	2 WRQN-F	2 WRQN-F<	2 WWM-F		2 WRQN-F	2 WRQN-F	2 WWM-F	2 WWM-F	2 WKCO-F<
3 WIOT-F	3 WVK-F	3 WKCO-F	3 WVK-F	3 WVK-F		3 WVK-F	3 WVK-F	3 WKKR-F	3 WKCO-F	3 WWM-F
4 WVK-F>>	4 WIOT-F	4 WWM-F>	WKCO-F>	4 WRQN-F		4 WVOI	4 WKKR-F	WRQN-F	4 WVK-F	4 WVK-F
5	5 WKCO-F	5 WIOT-F	5 WIOT-F	WLQR-F		5 WKCO-F	5 WWM-F	5 WLQR-F	WRQN-F	5 WRQN-F
6	6	6 WLQR-F	6 WLQR-F	6		6	WKCO-F	6 WVK-F	6	WLQR-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		146 (3)	146 (3)	19.7	24.5	WFOB	1430	Fostoria	0.6/2.1/ 10/ 170
AOR/CLASSIC		124 (2)	124 (2)	16.8	15.8	WMTR-F	96.1	Archbold/Wauson	1.5/2.5/ 13/ 135
AC/OLDIES/ROCK	19 (2)	146 (4)	165 (6)	22.3	15.1	WRED-F	95.7	Gibsonburg	0.2/1.5/ 13/ 162
MOR/VARIETY	92 (3)		92 (3)	12.4	11.9	WWM	1470	Toledo	0.6/3.4/ 6/ 215
COUNTRY	23 (1)	110 (3)	133 (4)	18.0	15.1				
BLACK/URBAN	30 (1)	7 (1)	37 (2)	5.0	3.6	WJLB-F	97.9	Detroit	0.8/3.0/ 11/ 184
BEAUTIFUL/EASY					10.1	WKXA-F	100.5	Findlay	0.6/1.3/ 26/ 378
NEWS/TALK						WOTF-F	95.3	Adrian	1.0/1.5/ 13/ 240
NOSTALGIA	43 (1)		43 (1)	5.8	3.8	WTWR-F	98.3	Monroe/Toledo	0.5/3.5/ 10/ 330
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	207 (8)	533 (13)	740 (21)						

RADIO STATIONS

WCWA , 1230,	1 KW	, Oldies	MBS CBS, \$18.00	(Eastman)	Reams
WWM , 1470,	1 KW (DA-2)	, See WWM-F			
WSPD , 1370,	5 KW (DA-N)	, MOR/Full Service	NBC, \$33.00	(MHR)	Commonwealth
WTOD , 1560,	5 KW (OAYS, DA)	, Country	ABC, \$ NA	(Katz)	Booth
WVOI , 1520,	1 KW (DA-2)	, Black	SBN UNIPWR, \$18.00	(Regional)	
WIOT-F, 104.7,	50 KW @ 540	, AOR	SOURCE, \$62.00	(Eastman)	Reams
WKCO-F, 99.9,	50 KW @ 500	, Country	ABC, \$70.00	(Katz)	Booth
WLQR-F, 101.5,	19 KW @ 807	, EZ/Soft AC	, \$40.00	(MHR)	Commonwealth
WRQN-F, 93.5,	2 KW @ 401	, CHR	, \$33.00	(Banner)	ABS (BOWLING GREEN)
WVK-F, 92.5,	50 KW @ 480	, CHR	ABC, \$53.00	(McGuilld)	Noble
WKKR-F, 94.5,	30 KW @ 640	, CL AOR	ABC, \$ NA	(HNWH)	(PORT CLINTON)
WWM-F, 105.5,	2 KW @ 390	, AC	, \$43.00	(Durpetti)	
WJR, CKLW -- See Detroit					

Miscellaneous: WOHO to WWM and now simulcasting with FM . . . WSPD, WLQR-F sold from Commonwealth to Stratford Research for \$4,000,000 (Hepburn) . . .

TOPEKA

Arbitron Rank/Pop (12+): 165/182,400

MSA Rank/Pop: 231/164,900

ADI # 143

Average Person Ratings: 16.1

Market TSL: 21.50 hours

Stations: 22/10

Diaries: 625/292:1/60.6%

Sample Target: 580

% Below Line: 23.8

% Not Listed: 15.6

1990 Revenue: \$6,000,000

HH Inc.: \$32,360

Retail \$: 1.3 Bil

Pop per Station: 18,240

#1 Biller: KMAJ-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KMAJ-F (AC)	50/17.0	----	13.1	----	17.7	----	73/802	509/27.9	0.0	20.4	13.9	39	475	KMAJ-F
2. KTPK-F (C)	40/13.6	----	17.0	----	13.3	----	60/744	404/22.1	0.0	26.2	12.1	34	325	KTPK-F
3. KLZR-F (CHR)	21/ 7.1	----	2.8	----	3.2	----	31/476	232/12.7	0.0	10.2	6.4	18	252	KLZR-F
KDVV-F (AOR)	21/ 7.1	----	9.0	----	7.9	----	37/625	330/18.1	0.0	19.7	8.9	25	407	KDVV-F
5. WIBW-F (C)	19/ 6.5	----	8.0	----	9.5	----	43/738	344/18.9	0.0	27.2	8.2	23	320	WIBW-F
WIBW (FS)	19/ 6.5	----	5.9	----	6.6	----	35/518	300/16.4	0.0	16.0	3.9	11	263	WIBW
7. WDAF (C)	12/ 4.1	----	4.5	----	7.3	----	65/677	182/10.0	0.0	10.0	3.6	10	164	WDAF
8. KYYS-F (ADR)	9/ 3.1	----	3.5	----	5.7	----	16/409	176/ 9.6	0.0	12.1	3.2	9	174	KYYS-F
9. KTOP (BB)	8/ 2.7	----	1.0	----	2.2	----	8/124	124/ 6.8	0.0	6.2	1.4	4	108	KTOP
10. KPRS-F (B)	7/ 2.4	----	6.6	----	1.6	----	8/132	105/ 5.8	0.0	9.9	5.4	15	251	KPRS-F
KCMO (N/T)	7/ 2.4	----	1.4	----	1.3	----	17/264	81/ 4.4	0.0	4.9	0.7	2	106	KCMO
12. KMAJ (AC)	6/ 2.0	----	2.1	----	1.3	----	6/180	174/ 9.5	0.0	8.5	3.9	11	99	KMAJ
KHUM-F (SAC)	6/ 2.0	----	5.9	----	5.1	----	10/248	159/ 8.7	0.0	13.4	1.1	3	132	KHUM-F
14.														
15.														

12+ FM SHARE (METRO): 79.03% (196 of 248) (SPG 90: 82.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLZR-F>> 1 KMAJ-F>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>	1 KMAJ-F>> 1 KMAJ-F>>
2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>	2 KMAJ-F> 2 KDVV-F>
3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>	3 KPRS-F 3 KLZR-F>
KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F	KTPK-F 4 WIBW-F
KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-F	KDVV-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 KMAJ-F	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KLZR-F	1 KLZR-F	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F>
KDVV-F>	2 KDVV-F>	2 KDVV-F>	2 KDVV-F>	2 KDVV-F>	2 KDVV-F	2 KMAJ-F	2 KLZR-F	2 KLZR-F	2 KLZR-F
3 KLZR-F	3 WIBW-F	3 WIBW-F	3 KDVV-F>	3 WIBW-F	3 KYYS-F>	3 KDVV-F	3 KMAJ-F	3 KMAJ-F>	3 KMAJ-F>
WIBW-F	4 KLZR-F	KTPK-F	4 WIBW-F	KDVV-F	4 WIBW-F	4 KYYS-F	4 KDVV-F	4 KDVV-F	4 KDVV-F
5	KTPK-F	5	5	5	KMAJ-F	5 KMAJ-F	5 KMAJ-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		22 (2)	22 (2)	8.9	13.0	KMKF-F 101.5	Manhattan	1.7/5.6/	31/ 402
AOR/CLASSIC		39 (5)	39 (5)	15.7	15.9	KZOC-F 92.9	Osage City/Top.	1.4/2.7/	9/ 221
AC/OLDIES/SOFT ROCK	6 (1)	62 (4)	68 (5)	27.4	24.4	KBEQ-F 104.3	Kansas City	0.3/3.9/	5/ 187
MOR/VARIETY	19 (1)	19 (1)	19 (1)	7.7	0.4	KCFX-F 101.1	Harrisvnl/KsCty	1.0/3.8/	28/ 234
COUNTRY	12 (1)	64 (4)	76 (5)	30.6	33.3	KCMD-F 94.9	Kansas City	1.7/6.8/	18/ 288
BLACK/URBAN		7 (1)	7 (1)	2.8	7.7	KFKF-F 94.1	Kansas City	0.3/2.1/	10/ 173
BEAUTIFUL/EASY						KMBR-F 99.7	Kansas City	0.3/3.2/	2/ 112
NEWS/TALK	7 (1)		7 (1)	2.8	4.1	KRVK-F 98.9	Leavenworth/KC	0.3/3.3/	4/ 151
NOSTALGIA	8 (1)		8 (1)	3.2	1.2	KXTR-F 96.5	Kansas City	0.7/1.6/	7/ 75
RELIGION/GOSPEL									
SPANISH									
CLASSICAL		2 (1)	2 (1)	0.8					
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	52 (5)	196 (17)	248 (22)						

RADIO STATIONS

KMAJ, 1440, 5 KW/1 KW (DA-2), SEE KMAJ-F									
KTOP, 1490, 1 KW									
WIBW, 580, 5 KW (DA-N)									
KDVV-F, 100.3, 100 KW @ 986, AOR									
KHUM-F, 95.7, 99 KW @ 986, SOFT AC									
KMAJ-F, 107.7, 100 KW @ 1214, AC									
KTPK-F, 106.9, 100 KW @ 1209, COUNTRY									
WIBW-F, 97.3, 100 KW @ 1217, CHR									
KLZR-F, 105.9, 100 KW @ 771, CHR									

OTHER RANKED STATIONS -- See Kansas City

Miscellaneous: WIBW-F - from CHR to Country . . . KEMI to KMAJ - now AC (Sep 90) . . . WREN sold out of silence to Satellite Radio Network for \$20,000 . . . KHUM-F sold to Amer. Bdcst. System for \$2,000,000 . . .

TUCSON

Arbitron Rank/Pop (12+): 65/567,500

MSA Rank/Pop: 77/666,000

AD1 # 79
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 23/20
Diaries: 1009/557:1/57.2%
Sample Target: 980
% Below Line: 4.4
% Not Listed: 14.4

1990 Revenue: \$17,000,000
MH Inc.: \$26,940
Retail \$: 4.3 Btl
Pop per Station: 28,125
#1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KRQQ-F (CHR)	130/13.9	14.8	15.1	16.8	20.1	15.1	149/2054	1723/30.6	32.6	36.4	17.2	164	2097
2. KIIM-F (C)	123/13.2	13.8	14.2	13.4	13.5	13.6	141/164R	1426/25.4	25.7	25.4	19.3	184	1502
3. KLPX-F (ADR)	107/11.5	11.9	7.6	9.9	8.4	10.2	115/1392	1265/22.5	19.7	19.3	13.9	132	1717
4. KWFM-AF (O)	80/ 8.6	8.7	8.2	10.1	7.3	8.9	88/1629	1329/23.6	20.8	20.7	5.5	47	1069
5. KKLD-F (AC)	72/ 7.7	8.8	7.2	7.6	7.4	7.8	78/1130	994/17.7	17.4	15.7	8.1	77	799
6. KNST (H/T)	47/ 5.0	4.4	5.9	3.6	3.2	4.7	48/720	710/12.6	15.6	10.6	3.4	32	437
7. KGVY (BB)	31/ 3.3	2.0	3.9	3.0	4.5	3.0	32/267	244/ 4.3	4.0	5.5	1.1	10	123
8. KXEW (SP)	27/ 2.9	2.2	2.3	2.6	1.6	2.5	27/313	310/ 5.5	4.6	3.2	1.3	12	265
9. KCUB (C)	26/ 2.8	2.0	3.6	2.4	1.2	2.7	26/359	356/ 6.3	6.8	0.0	1.6	15	264
10. KQTL (SP)	21/ 2.3	2.4	4.5	2.7	2.1	3.0	28/276	229/ 4.1	5.4	3.3	1.6	15	236
11. KGRX-F (ADR)	20/ 2.1	1.1	1.3	----	----	1.1	29/300	212/ 3.8	1.3	0.0	1.1	10	142
12. KQYT-F (EZ)	19/ 2.0	2.0	1.7	3.8	3.6	2.4	19/256	248/ 4.4	4.8	8.1	0.5	5	76
13. KMRR (BB)	16/ 1.7	2.6	2.0	2.3	4.0	2.2	16/281	281/ 5.0	4.8	8.4	1.4	13	215
14.													
15.													

12+ FM SHARE (METRO): 72.93% (582 of 798) (SPG 90: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F	1 KWFM-AF	1 KIIM-F	1 KIIM-F	1 KRQQ-F	1 KRQQ-F	1 KRQQ-F	1 KRQQ-F	1 KNST
2 KLPX-F>>	KLPX-F>	KLPX-F>	KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KIIM-F	2 KLPX-F	2 KLPX-F	2 KIIM-F	2 KWFM-AF
3 3 KKLD-F>	3 KWFM-AF	3 KRQQ-F	3 KLPX-F	3 KNST	3 KLPX-F	3 KIIM-F	3 KIIM-F	3 KIIM-F	3 KLPX-F	3 KIIM-F
4 4 KIIM-F>	KIIM-F	4 KRQQ-F	4 KIIM-F	4 KRQQ-F	4 KKLD-F	4 KWFM-AF	4 KKLD-F	4 KWFM-AF	4 KKLD-F	4 KQYT-F
5 5 KWFM-AF	5 KKLD-F	5 KKLD-F	5 KKLD-F	5 KRQQ-F	5 KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KKLD-F	KLPX-F
6 6	6	6	6	6	6	6	6	6	6	6
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 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KIIM-F>		1 KLPX-F>	1 KLPX-F>>	1 KLPX-F>>	1 KLPX-F>	1 KLPX-F
2 KLPX-F>	2 KLPX-F>	2 KIIM-F>	2 KIIM-F>	2 KRQQ-F>		2 KRQQ-F>>	2 KRQQ-F>	2 KRQQ-F>	2 KRQQ-F>	2 KWFM-AF
3 KGRX-F>	3 KIIM-F>	3 KKLD-F>	3 KLPX-F>	3 KKLD-F>		3 KGRX-F>	3 KKLD-F>	3 KWFM-AF>	3 KWFM-AF>	3 KIIM-F>
4 KKLD-F>	4 KKLD-F>>	4 KLPX-F>	4 KKLD-F>	4 KWFM-AF>		4 KKLD-F>	4 KIIM-F>	4 KKLD-F>	4 KIIM-F>	4 KRQQ-F>
KIIM-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KLPX-F		5 KUPD-F>	5 KWFM-AF	KIIM-F	5 KKLD-F>	5 KKLD-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		130 (1)	130 (1)	16.3	24.4	KBTR-F 103.1 Oracle	0.9/2.6/ 12/ 158
AOR/CLASSIC		142 (3)	142 (3)	17.8	12.9	KGMS-F 97.1 Greenvalley/Tcs	0.6/1.9/ 6/ 117
AC/OLDIES/ROCK	4 (1)	148 (2)	152 (3)	19.0	17.2	KJYK 1490 Tucson	1.4/4.7/ 13/ 271
MOR/VARIETY						KTKT 990 Tucson	1.0/6.3/ 12/ 421
COUNTRY	26 (1)	129 (2)	155 (3)	19.4	17.1	KTUC 1400 Tucson	0.6/3.5/ 6/ 200
BLACK/URBAN						KTZR 1450 Tucson	1.2/3.3/ 11/ 186
BEAUTIFUL/EASY		19 (1)	19 (1)	2.4	4.2	KVDI 690 Tucson	0.5/1.3/ 5/ 71
NEWS/TALK	62 (3)		62 (3)	7.8	7.0		
NOSTALGIA	47 (2)	8 (1)	55 (3)	6.9	9.9	KNIX-F 102.5 Phoenix	0.6/1.4/ 26/ 377
RELIGION/GOSPEL	5 (1)	6 (1)	11 (2)	1.4	1.0	KUPD-F 97.9 Tempe/Phoenix	1.6/6.1/ 23/ 487
SPANISH	59 (3)		59 (3)	7.4	6.0		
CLASSICAL							
JAZZ/NEW AGE					0.5		
UNKNOWN/OTHERS	13 (1)		13 (1)	1.6			
	216 (12)	582 (11)	798 (23)				

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F
KGVY, 1080, 1 KW (DAYS), NOSTALGIA
KCUB, 1290, 1 KW, SEE KIIM-F
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA
KJYK, 1490, 1 KW (DA-1), CONTEMP
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC
KTKT, 990, 10 KW/1 KW (DA-N), TALK
KTUC, 1400, 1 KW, TALK
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC

APR, \$ 20.00 (K & P)
SMN, \$ 19.00 (Eastman)
NBC, \$ 15.00 (Christal)
ABC, MBS, \$ 30.00 (McGuill)
\$ 18.00 (Caballero)
CNN, UNISUP, \$ 18.00 (HNNH)
CBS, CNN, \$ 17.00 (Roslin)
CRC, \$ 15.00 (Lotus)

KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY
KKLD-F, 94.9, 95 KW @ 1952, AC
KLPX-F, 96.1, 97 KW @ 1952, AOR
KQYT-F, 92.1, 1.8KW @ 406, EZ/BTFL
KRQQ-F, 93.7, 94 KW @ 2032, CHR
KWFM-F, 92.9, 93 KW @ 2036, OLDIES
KXMG-F, 98.3, 3 KW @ 202, HISPANIC

SMN, \$ 17.00 (Republic)
\$ 60.00 (Katz)
\$ 43.00 (Christal)
\$ 40.00 (HNNH)
\$ 16.00 (Banner)
\$ 75.00 (McGuill)
\$ 50.00 (MMR)
\$ 15.00 (Lotus)
(ORACLE)
Duhossols
Lotus
(GREEN VALLEY)
Nationwide
American
(MARANA)

Miscellaneous: KTRZ sold by Bob Greenlee for \$975,000 . . .

TULSA

Arbitron Rank/Pop (12+): 60/639,900
MSA Rank/Pop: 69/746,000
ADI # 58
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 20/20
Diaries: 1067/600:1/55.9%
Sample Target: 1065
% Below Line: 0.0
% Not Listed: 8.6

1990 Revenue: \$20,100,000
MH Inc.: \$26,033
Retail \$: 5.4 Bill
Pop per Station: 31,995
#1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	WIN				SPG	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL 90	SPG 90	Birch			
		91	90	90	90								Share	AQH	Cume	
1. KWEN-F (C)	191/18.1	13.4	13.9	11.3	11.0	14.2	280/3005	1961/30.6	25.3	22.1			16.2	173	1648	KWEN-F
2. KRMG (FS)	102/ 9.6	13.0	8.3	10.9	9.5	19.4	121/1664	1343/21.0	18.1	19.6			8.5	91	1153	KRMG
3. KMOD-F (AOR)	94/ 8.9	8.9	8.1	10.5	12.5	9.1	135/1633	1128/17.6	18.2	19.7			10.6	114	1208	KMOD-F
4. KMYZ-F (CHR)	79/ 7.5	6.4	7.3	10.3	7.7	7.9	115/1763	1178/18.4	19.2	20.1			10.1	108	1327	KMYZ-F
5. KVOO (C)	67/ 6.3	5.3	8.3	5.4	6.3	5.3	103/1284	704/11.0	12.0	13.3			6.4	69	807	KVOO
6. KBEZ-F (SAC)	63/ 6.0	6.5	6.5	7.7	8.2	6.7	77/1103	822/12.8	14.2	14.6			4.9	52	597	KBEZ-F
KAYI-F (CHR)	63/ 6.0	6.0	6.0	6.4	6.7	5.1	103/1673	1122/17.5	17.9	17.6			9.7	104	1259	KAYI-F
8. KQLL-AF (O)	48/ 4.5	3.8	3.5	5.4	4.5	4.3	66/1093	862/13.5	12.2	11.4			2.3	25	463	KQLL-AF
9. KTHK-F (CL AOR)	43/ 4.1	3.3	4.4	----	----	3.0	51/875	770/12.0	9.0	0.0			4.8	51	556	KTHK-F
10. KVOO-F (C)	42/ 4.0	4.5	4.6	3.6	4.2	4.2	58/1146	713/11.1	12.2	12.3			3.5	37	587	KVOO-F
11. KRAV-F (AC)	38/ 3.6	3.7	4.6	4.1	5.1	4.0	57/996	763/11.9	12.5	12.7			3.3	35	656	KRAV-F
12. KTFX-F (C)	35/ 3.3	3.7	1.7	1.8	1.7	2.6	80/1072	561/ 8.8	6.5	5.1			2.0	21	358	KTFX-F
13. KQMJ-F (AC)	19/ 1.8	2.3	3.6	3.4	3.4	2.8	25/586	419/ 6.5	9.1	11.4			0.7	7	204	KQMJ-F
14. KGTO (BB)	17/ 1.6	0.5	0.1	----	0.1	0.6	17/151	151/ 2.4	0.3	0.3			0.9	10	166	KGTO
15.																

12+ FM SHARE (METRO): 78.16% (755 of 966) (SPG 90: 78.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>>	1 KWEN-F>	1 KWEN-F
2 KAYI-F>	2 KMOD-F>	2 KMOD-F>	2 KMOD-F>	2 KMOD-F	2 KRMG	2 KRMG	2 KRMG	2 KMOD-F	2 KMYZ-F	2 KMOD-F>
3 KWEN-F	3 KMYZ-F>	3 KMYZ-F<	3 KRMG	3 KRC	3 KVOO	3 KMOD-F	3 KMOD-F	3 KMYZ-F	3 KAYI-F>	3 KRMG
4	4 KTHK-F<	4 KRMG	4 KQLL-AF>	4 KQLL-AF>	4 KBEZ-F	4 KVOO	4 KBEZ-F	4 KRMG	4 KMOD-F	4 KVOO
5	5 KAYI-F<	5 KQLL-AF	5 KTHK-F	5 KTHK-F	5 KQLL-AF	5 KMYZ-F	5 KMYZ-F	5 KAYI-F	5 KRMG	5 KRAV-F
6	6 KRAV-F	6	6	6	6	6	6	6	6	6

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 KWEN-F	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F	1 KMOD-F>	1 KMOD-F>>	1 KMOD-F	1 KMOD-F
2 KMYZ-F>>	2 KMYZ-F	2 KMOD-F>	2 KMYZ-F	2 KQLL-AF	KMYZ-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KWEN-F
3 KRAV-F	3 KMOD-F	3 KMYZ-F	3 KMOD-F	KRMG	3 KMOD-F>	3 KTHK-F	3 KTHK-F	3 KRMG	3 KRMG
KAYI-F	4 KRAV-F	4 KRAV-F	4 KQLL-AF	KBEZ-F	4 KAYI-F>	4 KMYZ-F	4 KRMG	4 KTHK-F	4 KTHK-F<
5 KMOD-F	KAYI-F	KAYI-F	5 KRAV-F	5 KMOD-F	5 KTHK-F	5 KRMG	5 KRAV-F	5 KMYZ-F<	5 KQLL-AF
6	6	6 KQLL-AF	6	6	KRAV-F	6 KAYI-F	6	6 KQLL-AF	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		142 (2)	142 (2)	14.7	16.2	KAKC	1300 Tulsa	1.3/2.8/ 14/ 180		
AOR/CLASSIC		152 (3)	152 (3)	15.7	15.4	KCFO	970 Tulsa	0.9/2.2/ 12/ 181		
AC/OLDIES/SOFT ROCK	1 (1)	167 (4)	168 (5)	17.4	15.6	KCMA-F	92.1 Broken Arrow	1.2/3.9/ 17/ 305		
MOR/VARIETY	102 (1)	13 (1)	115 (2)	11.9	11.1	KTOW-F	102.3 Sand Springs	1.4/4.4/ 15/ 297		
COUNTRY	67 (1)	268 (3)	335 (4)	34.7	26.5	KXOJ-F	100.9 Sapulpa/Tulsa	1.2/3.2/ 14/ 273		
BLACK/URBAN					2.0					
BEAUTIFUL/EASY					9.2					
NEWS/TALK	14 (1)		14 (1)	1.4						
NOSTALGIA	17 (1)		17 (1)	1.8						
RELIGION/GOSPEL	10 (1)		10 (1)	1.0	2.5					
SPANISH										
CLASSICAL		13 (1)	13 (1)	1.3	1.5					
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	211 (6)	755 (14)	966 (20)							

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK, \$ 15.00 (---)
 KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION, \$ 12.00 (---)
 KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER., ABC, \$ 56.00 (Katz)
 KVOO, 1170, 50 KW (DA-N), COUNTRY, UNILUT NBC, \$ 50.00 (Durpetti)
 KAYI-F, 106.9, 100 KW @ 1005, CHR, ABC, \$ 44.00 (MMR)
 KBEZ-F, 92.9, 100 KW @ 1318, EZ, \$ 32.00 (Eastman)
 KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL, \$ 20.00 (CMBS)
 KMOD-F, 97.5, 100 KW @ 1327, CL AOR, \$ 70.00 (Christal)
 KMYZ-F, 104.5, 70 KW @ 1130, CHR, ABC, \$ 33.00 (Torbet)
 KRAV-F, 96.5, 100 KW @ 1327, AC, UNISUP, \$ 37.00 (Torbet)
 KTFX-F, 103.3, 100 KW @ 1278, COUNTRY, \$ 26.00 (---)
 KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR, \$ NA (---)
 KQLL-F, 106.1, 100 KW @ 1321, OLDIES, \$ 31.00 (Christal)
 KQMJ-F, 99.5, 100 KW @ 1400, AC, SMN, \$ NA (Schubert)
 KVOO-F, 98.5, 100 KW @ 1226, COUNTRY, NBC UNILUT, \$ N/A (Durpetti)
 KWEN-F, 95.5, 100 KW @ 1327, COUNTRY, \$ 68.00 (Katz)

Salem
NewCity
Great Empire
Naragansett (MUSKOGEE)
WIN/HL
Clear Channel
Shamrock-Lynette (PAYOR)
(OKMULGEE)
Federated (OWASSO)
(HENRYETTA)
Great Empire
NewCity

UTICA-ROME

Arbitron Rank/Pop (12+): 133/264,900

Stations: 26/16
Diaries: 690/384:1/54.9%
Sample Target: 695
% Below Line: 7.4
% Not Listed: 14.1

1990 Revenue: \$8,000,000
HM Inc.: \$29,119
Retail \$: 2.1 Bill
Pop per Station: 16,556
#1 Biller: WOUR-F \$1,400,000

MSA Rank/Pop: 152/317,000

ADI # 159

Average Person Ratings: 17.9

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WFRG-AF (C)	65/13.7	11.6	9.3	9.5	15.5	----	71/671	573/21.6	20.1	20.4	12.8	52	509
2. WOUR-F (AOR)	51/10.7	8.9	12.5	9.9	13.7	----	62/737	595/22.5	18.0	24.2	16.3	69	810
3. WIBX (N/T)	47/ 9.9	6.5	7.1	8.8	8.1	----	48/571	542/20.5	15.7	19.2	6.6	28	386
4. WRCK-F (CHR)	46/ 9.7	12.9	10.7	10.5	10.1	----	54/830	647/24.4	26.3	21.8	16.8	71	837
5. WKGW-F (AC)	35/ 7.4	7.6	7.1	7.0	5.4	----	42/562	464/17.5	16.5	16.8	7.1	30	369
6. WUUU-F (D)	29/ 6.1	8.0	7.8	10.1	7.2	----	35/538	447/16.9	16.2	16.9	5.9	25	287
7. WLZW-F (SAC)	24/ 5.1	6.9	5.8	5.0	4.3	----	28/429	385/14.5	15.1	14.3	3.8	16	230
8. WKLL-F (CL AOR)	24/ 5.1	5.1	5.1	-----	-----	----	28/403	324/12.2	13.4	14.7	5.9	25	319
9. WLFH (C)	14/ 2.9	2.2	1.8	2.6	1.9	----	14/140	116/ 4.4	5.4	5.9	2.1	9	138
10. WUTQ (BB/EZ)	11/ 2.3	2.0	3.3	2.6	1.5	----	11/125	125/ 4.7	3.7	5.2	2.4	10	78
11. WTLB (O)	8/ 1.7	0.9	2.2	3.0	3.9	----	9/239	217/ 8.2	6.8	6.5	0.7	3	128
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 73.77% (301 of 408) (SPG 90: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F	1 WFRG-AF	1 WFRG-AF	1 WFRG-AF>	1 WFRG-AF	1 WOUR-F	1 WRCK-F>	1 WIBX
2	2 WRCK-F	2 WFRG-AF	2 WFRG-AF	2 WOUR-F	2 WOUR-F	2 WIBX	2 WOUR-F	2 WFRG-AF	2 WOUR-F>	2 WOUR-F
3	3 WKLL-F	3 WRCK-F	3 WUUU-F	3 WUUU-F	3 WUUU-F	3 WRCK-F	3 WIBX	3 WRCK-F	3 WIBX	3 WFRG-F
4	4 WFRG-AF	4 WUUU-F	4 WKGW-F	4 WKGW-F	4 WKGW-F	4 WOUR-F	4 WKGW-F	4 WIBX	4 WFRG-AF	4
5	5 WKGW-F	5 WKGW-F	5 WRCK-F	5	5	5	5	5 WKGW-F	5 WKGW-F	5
6	6	6 WKLL-F	6	6	6	6	6	6	6	6

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 WRCK-F>	1 WRCK-F	1 WKGW-F	1 WRCK-F	1 WKGW-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F
2 WOUR-F	2 WOUR-F	2 WOUR-F	2 WKGW-F	2 WUUU-F	2 WKLL-F>	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF>>
3 WKLL-F>	3 WKGW-F>	3 WFRG-AF	3 WOUR-F	3 WFRG-AF	3 WRCK-F>	3 WKLL-F>	3 WLZW-F	3 WKLL-F	3 WUUU-F>
4 WKGW-F>	4 WKLL-F>	4 WUUU-F	4 WUUU-F	4 WRCK-F	4 WFRG-AF	4 WLZW-F	4 WKLL-F	4 WUUU-F	4 WLZW-F
5 WNTQ-F	5 WFRG-AF	5 WRCK-F>	5 WFRG-AF	5 WOUR-F	5 WUUU-F	5 WKGW-F	5	5 WRCK-F	5 WKLL-F
6 WLZW-F	6 WUUU-F	6 WKLL-F	6	6	6 WKGW-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUMF	TSA	TSA
TOP 40/CHR/CONTEMP		55 (3)	55 (3)	13.5	13.7	WADR	148D Remsen	0.8/1.9/ 4/	79	
AOR/CLASSIC		79 (4)	79 (4)	19.4	21.9	WBRV	900 Booneville	1.5/2.4/ 11/	132	
AC/OLDIES/ROCK	8 (1)	98 (6)	106 (7)	26.0	30.4	WIBQ-F	93.5 Remsen	0.6/2.5/ 4/	99	
MOR/VARIETY	8 (2)		8 (2)	2.0	0.8	WRUN	1150 Utica/Rome	1.1/6.9/ 6/	195	
COUNTRY	28 (4)	62 (1)	90 (5)	22.1	13.4					
BLACK/URBAN						WAQX-F	95.7 Manlius/Syracuse	0.4/2.5/ 13/	208	
BEAUTIFUL/EASY		5 (1)	5 (1)	1.2	2.3	WGY	810 Schenectady/Alb	0.8/2.8/ 27/	426	
NEWS/TALK	52 (2)		52 (2)	12.7	8.2	WKFM-F	104.7 Fulton/Syracuse	0.4/3.1/ 6/	168	
NOSTALGIA	11 (1)		11 (1)	2.7	7.7	WMCR-F	106.3 Oneida	0.4/1.4/ 3/	48	
RELIGION/GOSPEL					1.5	WNTQ-F	93.1 Syracuse	1.5/4.3/ 21/	336	
SPANISH						WNYP-F	99.9 Cortland	0.4/1.5/ 2/	39	
CLASSICAL						WRHP-F	107.9 Syracuse	1.1/3.1/ 7/	126	
JAZZ/NEW AGE						WSHQ-F	103.5 Cobleski	0.4/2.7/ 37/	325	
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5		WSYR	570 Syracuse	0.8/4.4/ 14/	298	
	107 (10)	301 (16)	408 (26)			WYYY-F	94.5 Syracuse	1.1/3.3/ 9/	248	

RADIO STATIONS

WIBX, 950, 5 KW (DA-1), NEWS/TALK
WTLB, 1310, 5 KW/500 W (DA-2), OLDIES
WUTQ, 1550, 1 KW/3 W, EZ/NOST.

CBS, MBS, \$ 25.00 (McGuill)
ABC, UNISUP, \$ 14.00 (Eastman)
CNN, UNISUP, \$ 13.00 (Durpetti)

H & O
Bendat

WFRG-F, 96.1, 7 KW @ 600, COUNTRY
WKGW-F, 104.3, 100 KW @ 500, AC
WKLL-F, 94.9, 50 KW @ 280, CLASSIC AOR
WLZW-F, 98.7, 25 KW @ 660, SOFT AC
WOUR-F, 96.9, 16 KW @ 800, AOR
WRCK-F, 107.3, 50 KW @ 500, CHR
WUUU-F, 102.5, 27 KW @ 650, OLDIES
WYUT-F, 92.7, 3 KW @ 300, NOSTALGIA

\$ 28.00 (Christal)
UNIPWR, \$ 22.00 (Banner)
\$ 14.00 (---)
CBS UNISUP, \$ 20.00 (McGuill)
ABC, \$ 35.00 (Durpetti)
ABC, \$ 23.00 (Eastman)
UNISUP, MBS, \$ 26.00 (HNWH)
UNISUP, UNILT, \$ 14.00 (K & P)

Arrow
Peoples
(FRANKFORT)
Bendat
H & O
(HERKINER)

Miscellaneous: WIBX, WLZW-F sold for \$1,300,000 (Foreman) . . .

WACO

Arbitron Rank/Pop (12+): 180/160,600

MSA Rank/Pop: 211/191,100

ADI # 97

Average Person Ratings: 14.3

Market TSL: 19.50 hours

Stations: 18/9

Diaries: 568/283:1/49.3%

Sample Target: 580

% Below Line: 22.7

% Not Listed: 17.9

1990 Revenue: \$6,300,000

HH Inc.: \$25,924

Retail \$: 1.4 Bil

Pop per Station: 17,844

#1 Biller: KWTX-AF \$1,300,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KWTX-F (CHR)	30/13.1	----	16.5	----	19.5	----	51/1001	494/30.8	0.0	33.8			KWTX-F
2. WACO-F (C)	28/12.2	----	9.7	----	5.3	----	48/747	311/19.4	0.0	21.4			WACO-F
3. KNFO-F (C)	20/ 8.7	----	8.6	----	8.1	----	52/765	371/23.1	0.0	19.4			KNFO-F
4. KKDA-F (B)	19/ 8.3	----	6.5	----	8.9	----	27/315	207/12.9	0.0	11.0			KKDA-F
KJNE-F (C)	19/ 8.3	----	8.2	----	8.1	----	28/343	265/16.5	0.0	19.6			KJNE-F
6. KWTX (BB)	17/ 7.4	----	7.2	----	9.3	----	23/304	203/12.6	0.0	14.8			KWTX
7. WBAP (FS/C)	11/ 4.8	----	5.0	----	2.8	----	42/621	232/14.4	0.0	12.0			WBAP
8. WACO (C)	10/ 4.4	----	3.2	----	6.1	----	13/217	153/ 9.5	0.0	10.7			WACO
9. KZPS-F (CL AOR)	8/ 3.5	----	3.6	----	1.2	----	10/182	122/ 7.6	0.0	6.3			KZPS-F
10. KEYR-F (AC)	7/ 3.1	----	1.1	----	----	----	8/175	144/ 9.0	0.0	6.5			KEYR-F

12+ FM SHARE (METRO): 76.06% (143 of 188) (SPG 90: 74.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 WACO-F>	1 WACO-F>	1 WACO-F	1 WACO-F	1 WACO-F<	1 KWTX-F	1 KWTX-F>	1 KWTX-F>
2 KKDA-F	2 KNFO-F	2 WACO-F	2 KWTX-F	2 KNFO-F	2 KWTX >	2 KWTX-F>	2 KWTX-F>	2 WACO-F	2 KKDA-F	2 WBAP
3	3 KKDA-F	3 KNFO-F	3 KKDA-F	3 KWTX-F	3 KJNE-F	3 KWTX	3 KNFO-F	3 KNFO-F	3 WACO-F	3 KKDA-F
4	4 KZPS-F	4 KKDA-F	4 KNFO-F	4 KKDA-F	4 WBAP	4 KJNE-F	4 KJNE-F	4 KJNE-F	4 KWTX	4
5	KJNE-F	5	5	5	KNFO-F	5	5	5	KNFO-F	5

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 KWTX-F>>	1 KWTX-F>>	1 KKDA-F	1 KWTX-F>>	1 WACO-F	1 KWTX-F	1 KNFO-F	1 KZPS-F	1 WACO-F	1 WACO-F>
2 KKDA-F	2 KKDA-F	KWTX-F	2 KKDA-F	KWTX-F	KNFO-F>>	2 KWTX-F	WACO-F	2 KNFO-F	2 KNFO-F
3	3 KJNE-F>	KJNE-F>	KJNE-F	KJNE-F	3 KZPS-F>>	3 KZPS-F	KNFO-F>	3 KWTX-F>	3 WBAP
4	4 KEYR-F	4 KEYR-F	4 WACO-F	4 KKDA-F	4	4 WACO-F	4 KWTX-F	4 KZPS-F	4 KKDA-F
5	5	5	5	KNFO-F	5	5	5	KKDA-F	5

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	17.6	23.9	KBBW	1010 Waco-Marlin	1.3/6.3/ 8/ 205		
ADR/CLASSIC		8 (1)	8 (1)	4.3	4.5	KRZI	1580 Waco	0.9/5.5/ 2/ 105		
AC/OLDIES/ROCK	2 (1)	10 (2)	12 (3)	6.4	4.1					
MOR/VARIETY	11 (1)		11 (1)	5.9		KBTS-F	93.3 Killeen	1.3/8.8/ 36/ 802		
COUNTRY	10 (1)	67 (3)	77 (4)	41.0	44.1	KKDA	730 Grand Prairie	0.4/2.4/ 2/ 60		
BLACK/URBAN	1 (1)	19 (1)	20 (2)	10.6	8.1	KLTO-F	98.9 Lampasas	0.4/1.8/ 21/ 345		
BEAUTIFUL/EASY						KLTY-F	94.1 Ft.Worth/Dallas	2.2/5.8/ 7/ 165		
NEWS/TALK	1 (1)		1 (1)	0.5	1.4	KLUV-F	98.7 Dallas/Ft.Worth	1.3/4.3/ 12/ 150		
NOSTALGIA	17 (1)		17 (1)	9.0	9.0	KRLD	1080 Dallas	0.4/6.6/ 8/ 275		
RELIGION/GOSPEL	3 (1)	5 (1)	8 (2)	4.3	2.7					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		1 (1)	1 (1)	0.5	0.9					
UNKNOWN/OTHERS					1.4					
	45 (7)	143 (11)	188 (18)							

RADIO STATIONS

KRZI	, 1580,	1 KW/500 W	, Oldies	UNISUP	UNIULT, \$10.00	(Roslin)	
KWTX	, 1230,	1 KW	, Nostalgia/MOR	SMN,	\$18.00	(Banner)	
WACO	, 1460,	1 KW (DA-N)	, Country	ABC,	\$14.00	(Christal)	Sun Group/Sage
KJNE-F,	102.5,	100 KW @ 550	, Country	,	\$27.00	(Banner)	(HILLSBORO)
KNFO-F,	95.5,	85 KW @ 1073	, Country	UNIPWR,	\$30.00	(Katz)	
KWTX-F,	97.5,	100 KW @ 1569	, CHR	,	\$26.00	(Banner)	
WACO-F,	99.9,	100 KW @ 452	, Country	ABC,	\$27.00	(Christal)	Sun Group/Sage

Other ranked stations -- See Dallas or Austin

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,211,700
MSA Rank/Pop: 6/3,820,000
ADI # 9
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 35/30
Diaries: 2541/1264:1/49.6%
Sample Target: 2260
% Below Line: 2.6
% Not Listed: 13.5

1990 Revenue: \$153,000,000
HH Inc.: \$48,038
Retail \$: 34.4 Bill
Pop per Station: 107,056
#1 Biller: WMZQ-AF \$15,000,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	433/ 7.6	7.3	8.1	7.5	6.8	7.6	462/6680	5987/18.6	17.8	17.1	12.2	712	7291	WPGC-F
2. WMZQ-AF (C)	338/ 5.9	4.9	6.5	6.6	6.3	6.0	443/5625	4514/14.1	13.6	14.1	4.8	273	3269	WMZQ-AF
3. WGAY-F (EZ)	320/ 5.6	6.9	6.8	5.9	7.1	6.3	350/4396	3965/12.3	14.1	14.1	4.2	243	2816	WGAY-F
4. WKYS-F (B)	277/ 4.9	5.3	4.8	6.6	4.8	5.4	297/4210	3816/11.9	10.1	12.6	6.4	376	3872	WKYS-F
5. WASH-F (SAC)	261/ 4.6	4.5	3.5	5.1	4.2	4.4	300/5115	4481/14.0	10.7	11.3	4.3	254	3323	WASH-F
6. WMAL (FS)	256/ 4.5	4.4	4.6	5.1	5.1	4.7	288/4142	3785/11.8	13.9	11.8	4.0	237	3048	WMAL
7. WWDC-F (AOR)	248/ 4.4	3.1	4.3	4.3	2.9	4.0	336/6056	4529/14.1	13.2	11.2	3.9	226	3947	WWDC-F
8. WAVA-F (CHR)	240/ 4.2	3.8	4.0	3.6	5.1	3.9	269/5702	4840/15.1	15.7	17.1	5.2	302	5689	WAVA-F
9. WRQX-F (CHR/AC)	237/ 4.2	4.8	3.0	3.3	3.2	3.8	269/5194	4421/13.8	12.5	13.2	3.1	179	3520	WRQX-F
10. WLTT-F (AC)	230/ 4.0	4.1	3.0	3.5	3.3	3.7	247/4033	3741/11.6	11.0	10.9	3.0	173	2019	WLTT-F
11. WMMJ-F (B)	228/ 4.0	3.5	4.0	2.5	3.3	3.5	232/2260	2158/ 6.7	6.8	7.5	3.3	195	2076	WMMJ-F
12. WGMS-F (CL)	193/ 3.4	3.0	2.7	3.1	3.3	3.0	212/2917	2609/ 8.1	7.6	8.4	2.0	118	1683	WGMS-F
13. WTOP (N/T)	190/ 3.3	6.5	3.5	3.7	3.8	4.3	224/5284	4579/14.3	15.7	16.0	4.0	232	4860	WTOP
14. WCXR-F (CL AOR)	173/ 3.0	2.9	3.7	4.3	3.9	3.5	200/4026	3603/11.2	11.9	11.4	3.3	195	2944	WCXR-F
15. WJTR-F (O)	172/ 3.0	2.6	2.8	2.4	2.8	2.7	211/4012	3382/10.5	9.2	9.7	2.4	140	2902	WJTR-F
16. WHUR-F (B)	164/ 2.9	3.2	3.3	3.6	3.9	3.3	200/4121	3597/11.2	11.1	12.2	4.0	237	2857	WHUR-F
17. WOL (B/T)	149/ 2.6	1.5	2.1	1.3	2.0	1.9	153/1421	1376/ 4.3	3.4	4.1	1.3	76	712	WOL
18. WHFS-F (AOR)	149/ 2.6	2.1	2.3	2.6	2.9	2.4	195/3535	2788/ 8.7	7.1	7.6	2.5	146	2620	WHFS-F
19. WWRC (T)	141/ 2.5	2.4	2.1	2.1	2.2	2.3	148/1928	1778/ 5.5	5.3	6.3	2.0	116	1270	WWRC
20. WJFK-F (AOR)	104/ 1.8	1.5	2.0	2.0	1.9	1.8	116/2708	2480/ 7.7	6.9	7.9	2.5	145	2208	WJFK-F
21. WJZE-F (J)	65/ 1.1	1.9	1.6	1.0	1.1	1.4	69/1647	1560/ 4.9	4.9	5.3	2.0	119	1485	WJZE-F
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 81.76% (4025 of 4923) (SPG 90: 80.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F	1 WPGC-F	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F	1 WPGC-F<	1 WGAY-F	1 WPGC-F>	1 WPGC-F>	1 WMAL >>
2 WAVA-F	2 WKYS-F<	2 WKYS-F<	2 WASH-F<	2 WASH-F	2 WMZQ-AF<	2 WMAL	2 WPGC-F<	2 WGAY-F<	2 WKYS-F	2 WKYS-F
3	3 WWDC-F	3 WMZQ-AF	3 WLTT-F<	3 WLTT-F<	3 WMAL >	3 WMZQ-AF	3 WMZQ-AF<	3 WMZQ-AF<	3 WAVA-F<	3 WPGC-F
4	4 WRQX-F	4 WWDC-F<	4 WMMJ-F<	4 WMMJ-F	4 WTOP <	4 WKYS-F<	4 WASH-F<	4 WASH-F	4 WHUR-F<	4 WASH-F
5	5 WHFS-F<	5 WASH-F<	5 WKYS-F	5 WKYS-F	5 WGMS-F<	5 WWDC-F<	5 WLTT-F	5 WMMJ-F	5 WMZQ-AF<	5 WTOP
6	6 WAVA-F	6 WLTT-F<	6 WPGC-F	6 WPGC-F	6 WMMJ-F	6 WGAY-F<	6 WKYS-F<	6 WLTT-F<	6 WMMJ-F	6 WMZQ-F<
7	7 WCXR-F	7 WRQX-F<	7 WWDC-F	7 WWDC-F	7 WASH-F	7 WTOP	7 WWDC-F	7 WRQX-F	7 WASH-F	7 WHUR-F<
8	8	8 WMMJ-F	8 WRQX-F	8	8	8	8	8	8	8 WMMJ-F WGAY-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 WPGC-F>>	1 WPGC-F>	1 WKYS-F	1 WPGC-F	1 WMMJ-F<	1 WWDC-F>	1 WWDC-F>	1 WWDC-F	1 WWDC-F>	1 WWDC-F<
2 WRQX-F	2 WKYS-F	2 WPGC-F<	2 WMMJ-F	2 WMZQ-AF	2 WRQX-F	2 WHFS-F<	2 WKYS-F	2 WMZQ-AF<	2 WMZQ-AF
3 WKYS-F	3 WRQX-F>	3 WRQX-F	WKYS-F	WASH-F<	3 WPGC-F	3 WPGC-F	3 WHFS-F	3 WPGC-F<	3 WASH-F
4 WAVA-F	4 WASH-F<	4 WLTT-F<	4 WASH-F<	4 WLTT-F	4 WAVA-F	4 WKYS-F	4 WCXR-F<	4 WHFS-F<	4 WCXR-F<
5 WWDC-F	5 WLTT-F<	5 WASH-F	5 WLTT-F	5 WKYS-F	5 WHFS-F>	5 WCXR-F	5 WPGC-F>	5 WCXR-F<	5 WLTT-F
6 WHFS-F	6 WAVA-F	6 WMMJ-F	6 WMZQ-AF	6 WPGC-F	6 WKYS-F	6 WRQX-F	6 WMZQ-AF	6 WKYS-F	6 WKYS-F
7	7 WMMJ-F<	7 WAVA-F<	7 WRQX-F	7 WRQX-F	7 WCXR-F	7 WAVA-F	7	7 WRQX-F	7 WPGC-F<
8	8 WMZQ-AF	8 WMZQ-AF	8	8	8	8	8	8	8 WOL WHFS-F

WASHINGTON

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	-----	-	-	-----	-----	-----	-----
TOP 40/CHR/CONTEMP		927 (4)	927 (4)	18.8	18.1	WFRE-F 99.9	Frederick	0.7/1.1/	59/ 773
AOR/CLASSIC		749 (6)	749 (6)	15.2	14.2	WGMS 570	Bethesda	0.2/1.2/	14/ 408
AC/OLDIES/SOFT ROCK		663 (3)	663 (3)	13.5	11.8	WHDO 1540	Wheaton	0.5/0.7/	29/ 230
MOR/VARIETY	256 (1)		256 (1)	5.2	6.3	WPGC 1580	Morningside	0.3/1.5/	17/ 469
COUNTRY	33 (2)	350 (2)	383 (4)	7.8	8.6	WQSI 820	Frederick	0.4/0.6/	24/ 261
BLACK/URBAN	149 (1)	669 (3)	818 (4)	16.6	17.2	WWDC 1260	Washington	0.6/2.0/	34/ 678
BEAUTIFUL/EASY		360 (2)	360 (2)	7.3	9.3	WYCB 1340	Washington	0.7/1.9/	37/ 607
NEWS/TALK	331 (2)		331 (2)	6.7	6.9	WZYQ-F 103.9	Braddck Hts/Frd	0.3/1.0/	17/ 350
NOSTALGIA	33 (1)		33 (1)	0.7	0.8				
RELIGION/GOSPEL	37 (1)	17 (1)	54 (2)	1.1	2.3	WFLS-F 93.3	Fredericksburg	0.6/1.5/	75/1033
SPANISH	29 (1)		29 (1)	0.6		WGRX-F 100.7	Westmnstr/Bltmr	0.3/1.2/	52/1122
CLASSICAL	13 (1)	193 (1)	206 (2)	4.2	4.0	WIYY-F 97.9	Baltimore	1.0/3.6/	134/2528
JAZZ/NEW AGE		65 (1)	65 (1)	1.3		WPOC-F 93.1	Baltimore	0.4/1.2/	101/1666
UNKNOWN/OTHERS	17 (1)	32 (1)	49 (2)	1.0	0.4	WRBS-F 95.1	Baltimore	0.3/0.8/	33/ 546
	898 (11)	4025 (24)	4923 (35)						

RADIO STATIONSAM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, Black	, \$ 30.00	(Group W)	Westinghouse
WDCT, 1310, 5 KW/500 W	, Religion	, \$ 28.00	(---)	Marsh
WFAX, 1220, 5 KW (DAYS)	, Religion	, \$ 20.00	(---)	
WMAL, 630, 5 KW (DA-2)	, Full Service	ABC, \$200.00	(Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, Hispanic	, \$ 35.00	(Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	NBN UNIULT, \$ 49.00	(K & P)	Almic
WTOP, 1500, 50 KW (DA-2)	, News	CBS MBS, \$174.00	(CBS)	Chase
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 44.00	(Christal)	
WWRG, 980, 5 KW (DA-N)	, Talk	ABC, \$ 60.00	(MMR)	
WYCB, 1340, 1 KW	, Gospel	SBN, \$ 40.00	(---)	

FM STATIONS

WASH, 97.1, 28 KW @ 686	, AC	UNISUP, \$111.00	(HNWH)	Chase
WAVA, 105.1, 41 KW @ 541	, CHR	, \$158.00	(HNWH)	Emmis
WCXR, 105.9, 28 KW @ 648	, Classic AOR	, \$164.00	(Group W)	Westinghouse
WJZE, 100.3, 50 KW @ 331	, Jazz	APR, \$ 75.00	(Mc-Guild)	United
WGAY, 99.5, 21 KW @ 770	, EZ	, \$190.00	(MMR)	Greater Media
WGMS, 103.5, 46 KW @ 510	, Classical	MBS, \$130.00	(Durpetti)	Verstandig
WHFS, 99.1, 47 KW @ 360	, AOR	APR, \$ 60.00	(Banner)	Duchossois
				(ANNAPOLIS)
WHUR, 96.3, 24 KW @ 670	, Black	, \$104.00	(Durpetti)	Howard Univ.
WJFK, 106.7, 22 KW @ 730	, Classic AOR	ABC, \$ 80.00	(Torbet)	Infinity
WKYS, 93.9, 25 KW @ 707	, Black	, \$192.00	(Banner)	Albimar
WLTT, 94.7, 22 KW @ 744	, AC	, \$164.00	(CBS)	CBS
WMHJ, 102.3, 1.4 KW @ 480	, Black Oldies	ABC MBS, \$ 70.00	(K & P)	Almic
WMZQ, 98.7, 50 KW @ 490	, Country	, \$255.00	(Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$160.00	(Banner)	Cook Inlet
WRQX, 107.3, 36 KW @ 590	, CHR/AC	ABC, \$117.00	(Katz)	Cap Cities/ABC
WWDC, 101.1, 32 KW @ 760	, AOR	UNIPWR, \$180.00	(Christal)	
WXTR, 104.1, 50 KW @ 500	, Oldies	, \$140.00	(Mc-Guild)	Radio Ventures

Miscellaneous: WDJY-F to WJZE and from Black to Jazz . . . WAVA-F sold from Emmis to Salem for \$20,000,000 (MVP) . . .

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 213/121,400

MSA Rank/Pop: 256/146,400

ADI # 81 (w/Cedar Rapids & Dubuque)

Average Person Ratings: 15.2

Market TSL: 20.25 hours

Stations: 15/8

Diaries: 623/195:1/63.9%

Sample Target: 580

% Below Line: 15.7

% Not Listed: 20.0

1990 Revenue: \$3,900,000

HH Inc.: \$33,784

Retail \$: 1.0 Bil

Pop per Station: 15,175

#1 Biller: KFMW-F \$1,100,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUMF/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. KOEL-F (C)	35/18.9	----	20.0	----	14.0	----	96/1028	407/33.5	0.0	31.4	21.4	39	359	KOEL-F
2. KFMW-F (CHR)	24/13.0	----	17.2	----	19.2	----	56/895	400/32.9	0.0	35.5	16.5	30	463	KFMW-F
3. KOKZ-F (CHR)	23/12.4	----	12.2	----	15.0	----	42/831	398/32.8	0.0	33.0	15.9	29	368	KOKZ-F
4. KWLO (FS)	17/ 9.2	----	6.1	----	8.9	----	24/312	232/19.1	0.0	20.1	6.6	12	176	KWLO
5. KWAY-F (AC)	10/ 5.4	----	2.2	----	3.7	----	11/170	122/10.0	0.0	10.8	4.4	8	151	KWAY-F
6. WMT (FS)	8/ 4.3	----	5.0	----	2.3	----	59/546	110/ 9.1	0.0	9.2	3.3	6	99	WMT
7. WHO (FS)	7/ 3.8	----	2.2	----	2.8	----	36/580	132/10.9	0.0	8.1	2.7	5	114	WHO
8. KRNA-F (AOR)	6/ 3.2	----	2.8	----	2.3	----	16/229	98/ 8.1	0.0	6.2	3.8	7	113	KRNA-F
9.														
10.														

12+ FM SHARE (METRO): 72.97% (108 of 148) (SPG 90: 71.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F>>	1 KFMW-F>	1 KFMW-F<	1 KOEL-F>	1 KOEL-F>>	1 KOEL-F>>	1 KOEL-F>	1 KOEL-F>	1 KOEL-F	1 KOKZ-F>	1 KOEL-F
2	2 KOKZ-F>	2 KOEL-F>	2 KWLO	2 KWLO	2 KWLO >	2 KWLO	2 KFMW-F	2 KFMW-F	2 KOEL-F	2 KFMW-F
3	3 KOEL-F	3 KOKZ-F	3 KFMW-F>	3 KFMW-F>	3 KWAY-F	3 KFMW-F	3 KWLO	3 KOKZ-F>	3 KFMW-F	3 WHO
4	4 KWLO	4 KWLO	4 KWAY-F	4 KWAY-F	4	4 KOKZ-F	4 KOKZ-F	4 KWLO	4	4 KWAY-F
5	5	5	5 KOKZ-F	5	5	5	5	5	5	5

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 KOKZ-F	1 KFMW-F>	1 KFMW-F	1 KFMW-F	1 KOEL-F>	1 KFMW-F>>	1 KFMW-F	1 KWLO	1 KOEL-F	1 KOEL-F>>
KFMW-F>>	2 KOKZ-F>	2 KOEL-F>	2 KOEL-F	2 KWAY-F	2 KOKZ-F>	2 KOKZ-F>	2 KOKZ-F	2 KFMW-F	2 KWLO
3 KGGO-F	3 KOEL-F>	3 KWLO	3 KOKZ-F	3 KWLO	3 KRNA-F>	3 KRNA-F	3 KOEL-F	3 KOKZ-F	3 KFMW-F
KWAY-F	4 KWLO	4 KWAY-F	4 KWAY-F	4 KFMW-F	4 KGGO-F>>	4 KWLO	4 KFMW-F>	4 KRNA-F	4
KOEL-F	KWAY-F	KOKZ-F	5 KWLO	5	5 KOEL-F	5 KOEL-F	5 WHO	5 KWLO	5
							KRNA-F		

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		47 (2)	47 (2)	31.8	37.5	KCFI 1250	Cedar Falls/wtr 1.6/5.5/ 3/ 72
AOR/CLASSIC		9 (2)	9 (2)	6.1	3.5	KGCI-F 97.7	Grandy Ctr 2.2/5.0/ 11/ 127
AC/OLDIES/SOFT ROCK		17 (4)	17 (4)	11.5	11.8	KXEL 1540	Waterloo 1.6/7.3/ 17/ 226
MOR/VARIETY	34 (4)		34 (4)	23.0	10.4	KGGO-F 94.9	Oes Moines 1.6/2.3/ 8/ 184
COUNTRY	6 (2)	35 (1)	41 (3)	27.7	34.0	KKRQ-F 100.7	IA City/Cdr.Rps 0.5/6.2/ 13/ 247
BLACK/URBAN						KOEL 950	Oelwein 1.1/5.3/ 37/ 486
BEAUTIFUL/EASY						WMT -F 96.5	Cedar Rapids/IC 1.1/3.2/ 12/ 182
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL					2.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	40 (6)	108 (9)	148 (15)				

RADIO STATIONS

KCFI, 1250, 500 W (DA-2)	, COUNTRY	ABC, \$ 8.00 (Roslin)	
KWLO, 1330, 5 KW (DA-2)	, AC	NBC, \$ 16.00 (McGuild)	Park
KXEL, 1540, 50 KW (DA-N)	, COUNTRY	ABC, \$ 13.00 (Eastman)	Bahakel
KFMW-F, 107.9, 100 KW @ 1804, CHR		UNIPWR, \$ 24.00 (McGuild)	Park
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY		ABC, \$ 22.00 (Banner)	(OELWEIN)
KOKZ-F, 105.7, 100 KW @ 1403, CHR		ABC, \$ 19.00 (Eastman)	Bahakel
KWAY-F, 99.3, 3 KW @ 180, AC		, \$ 10.00 (P/W)	(WAVERLY)

OTHER RANKED STATIONS -- See Des Moines or Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 52/783,400

MSA Rank/Pop: 60/885,000

ADI # 50

Average Person Ratings: 17.4

Market TSL: 23.25 hours

Stations: 37/16

Diaries: 1109/706:1/49.7%

Sample Target: 1125

% Below Line: 29.7

% Not Listed: 9.5

1990 Revenue: \$25,000,000

HH Inc.: \$37,540

Retail \$: 8.3 Bill

Pop per Station: 48,962

#1 Builer: WRMF-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Brk Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	221/16.1	13.6	14.1	14.4	16.2	14.5	330/3367	2166/27.6	24.8	26.9	8.4	94	1334	WEAT-AF
2. WJNO (N/T)	116/ 8.5	8.9	8.4	8.8	6.7	8.6	151/1762	1264/16.1	15.8	13.9	8.6	101	929	WJNO
3. WRMF-F (AC)	108/ 7.9	8.3	8.5	8.9	10.0	8.4	151/2172	1417/18.1	18.3	18.0	9.9	116	1094	WRMF-F
4. WKGR-F (CL AOR)	94/ 6.9	4.7	4.0	4.0	3.7	4.3	176/1816	1034/13.2	9.6	9.3	7.4	86	913	WKGR-F
5. WOVV-F (CHR)	75/ 5.5	5.1	3.6	2.6	4.6	4.2	129/1815	1100/14.0	10.8	12.1	6.4	75	1211	WOVV-F
6. WIRK-F (C)	71/ 5.2	6.4	6.3	6.4	6.9	6.1	105/1317	898/11.5	10.0	13.8	6.1	71	786	WIRK-F
7. WEDR-F (B)	59/ 4.3	3.5	3.1	2.9	1.8	3.3	133/1584	573/ 7.3	6.1	2.9	3.9	46	553	WEDR-F
8. WHQT-F (B)	39/ 2.9	3.2	3.3	3.5	3.6	3.2	132/1706	467/ 6.0	6.4	7.0	3.9	45	670	WHQT-F
9. WIOD (N/T)	36/ 2.6	2.1	1.7	1.7	2.4	2.0	139/1849	434/ 5.5	6.2	5.8	1.5	18	310	WIOD
WHYI-F (CHR)	36/ 2.6	1.4	1.8	2.2	1.7	2.0	120/2248	594/ 7.6	7.0	7.5	2.0	23	526	WHYI-F
11. WPOW-F (CHR)	31/ 2.3	2.6	1.8	1.2	1.3	2.4	94/1578	555/ 7.1	7.3	4.6	3.0	35	603	WPOW-F
WOLL-F (O)	31/ 2.3	1.5	4.2	2.5	3.6	2.4	33/570	478/ 6.1	9.1	8.4	2.4	28	459	WOLL-F
13. WLYF-F (EZ)	29/ 2.1	1.7	2.3	1.1	0.8	1.8	275/2718	408/ 5.2	7.5	3.9	0.9	11	282	WLYF-F
14. WNGS-F (SAC)	28/ 2.0	2.0	2.6	1.9	2.5	2.1	30/535	492/ 6.3	7.4	6.5	0.9	10	264	WNGS-F
15. WYFX (B)	26/ 1.9	0.9	1.5	0.8	1.4	1.5	30/507	371/ 4.7	3.9	3.1	2.4	28	261	WYFX
16. WDBF (BB)	25/ 1.8	1.7	1.1	2.4	0.7	1.8	26/351	327/ 4.2	2.8	1.7	0.5	6	91	WDBF

12+ FM SHARE (METRO): 77.04% (953 of 1237) (SPG 90: 77.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WKGR-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF
2 WEDR-F	2 WRMF-F	WKGR-F	2 WKGR-F	2 WKGR-F	2 WJNO	2 WJNO	2 WRMF-F	2 WJNO	2 WEDR-F	2 WJNO
3 WHQT-F	WOVV-F	3 WOVV-F	3 WJNO	3 WIRK-F	3 WIRK-F	3 WRMF-F	3 WRMF-F	3 WJNO	3 WKGR-F	3 WKGR-F
4	4 WEDR-F	4 WEDR-F	WIRK-F	4 WJNO	4 WRMF-F	4 WKGR-F	4 WKGR-F	4 WKGR-F	4 WOVV-F	4 WIRK-F
5	5 WHQT-F	5 WJNO	5 WEDR-F	5 WEDR-F	5	WIRK-F	5 WIRK-F	5 WOVV-F	5 WKGR-F	5

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 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WRMF-F
WOVV-F	2 WOVV-F	2 WEDR-F	2 WKGR-F	2 WKGR-F	2 WOVV-F	2 WOVV-F	2 WRMF-F	2 WRMF-F	WKGR-F
3 WHQT-F	3 WEDR-F	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WHQT-F	3 WRMF-F	3 WJNO	3 WOVV-F	3 WJNO
4 WSHE-F	4 WHYI-F	4 WHYI-F	4 WEDR-F	4 WEAT-AF	4 WSHE-F	4 WEDR-F	4 WZTA-F	4 WJNO	4 WIRK-F
5 WHYI-F	WKGR-F	WKGR-F	5 WHYI-F	5 WNGS-F	WEDR-F	5 WHQT-F	WEDR-F	5 WEDR-F	5 WOLL-F
WKGR-F									
7 WEDR-F									

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		142 (3)	142 (3)	11.5	13.0	WPBG 1290	West Palm Beach	0.3/1.0/ 4/	84
AOR/CLASSIC		130 (3)	130 (3)	10.5	9.8	WPBR 1340	Palm Beach	0.8/3.0/ 11/	232
AC/OLDIES/SOFT ROCK	8 (2)	217 (7)	225 (9)	18.2	23.8	WPOM 1600	Riviera Bch/WPl	0.7/1.3/ 10/	104
MOR/VARIETY					0.8	WSBR 740	Boca Rtn/WPlmBc	0.4/2.8/ 11/	467
COUNTRY		87 (2)	87 (2)	7.0	9.0	WSWN 900	Belle Glade	0.4/1.8/ 16/	329
BLACK/URBAN	42 (3)	98 (2)	140 (5)	11.3	7.2				
BEAUTIFUL/EASY	3 (1)	247 (2)	250 (3)	20.2	19.1	WAXY-F 105.9	Ft. Lauderdale	0.4/3.9/ 66/	128C
NEWS/TALK	181 (6)		181 (6)	14.6	15.1	WFLC-F 97.3	Miami/Ft.Laud.	0.9/4.0/108/	1835
NOSTALGIA	45 (2)		45 (2)	3.6		WFTL 1400	Ft. Lauderdale	0.3/1.1/ 50/	779
RELIGION/GOSPEL						WINZ 940	Miami	0.7/3.8/ 81/	1533
SPANISH	5 (1)	5 (1)	10 (2)	0.8	0.7	WJQY-F 106.7	Ft. Lauderdale	1.0/3.1/107/	1384
CLASSICAL		15 (1)	15 (1)	1.2	0.9	WKIS-F 99.9	Boca Raton	1.2/3.9/167/	2014
JAZZ/NEW AGE		12 (1)	12 (1)	1.0		WLVE-F 93.9	Miami Beach	0.9/3.3/ 71/	1049
UNKNOWN/OTHERS					0.5	WHRZ 790	South Miami	1.5/2.0/128/	1144
	284 (15)	953 (22)	1237 (37)			WMXJ-F 102.7	Pompano Beach	1.4/5.1/ 99/	1845
						WQAM 560	Miami/Ft.Laudrd	0.3/1.3/ 15/	461
						WQBA-F 107.5	Miami	0.4/1.2/ 19/	265
						WSHE-F 103.5	Ft.Lauderdale	1.6/5.7/123/	1998
						WTHI-F 93.1	Miami/Ft.Lordle	1.1/5.0/ 62/	1329
						WFE 670	Miami	0.4/0.7/ 9/	100
						WZTA-F 94.9	Miami Beach	1.0/4.1/129/	1645

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2), SEE WEAT-F
WJNO, 1230, 1 KW, NEWS/TALK
WPBR, 1340, 1 KW, TALK
WPOM, 1600, 1 KW (DA-1), BLACK
WYFX, 1040, 25 KW/1 KW (DA-2), BLACK

CBS, AEC, \$ 55.00 (Banner)
MBS, ARC, \$ 19.00 (Eastman)
SEN, \$ 23.00 (Roslin)
SEN, \$ 18.00 (K & P)

WEAT-F, 104.3, 56 KW @ 1250, EZ
WIRK-F, 107.9, 100 KW @ 340, COUNTRY
WKGR-F, 98.7, 100 KW @ 1380, AOR
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES
WOVV-F, 95.5, 100 KW @ 982, CHR
WRMF-F, 97.9, 100 KW @ 1350, AC

ABC, \$ 60.00 (HNWH)
UPI, \$ 43.00 (Christal)
\$ 30.00 (Eastman)
\$ 37.00 (Katz)
SCURCE, \$ 40.00 (McGuild)
\$ 115.00 (Banner)

Taylor Price
(FORT PIERCE)
Lappin
(FORT PIERCE)
Fairbanks

Miscellaneous: WRBD sold for \$500,000 . . .

WHEELING

Arbitron Rank/Pop (12+): 192/145,100

Stations: 13/10

1990 Revenue: \$7,400,000

MSA Rank/Pop: 231/168,900

Diaries: 646/225:1/63.0%

HH Inc.: \$24,962

ADI # 137 (w/Steubenville)

Sample Target: 610

Retail \$: 1.1 Bill

Average Person Ratings: 16.0

% Below Line: 3.9

Pop per Station: 14,510

Market TSL: 21.50 hours

% Not Listed: 15.9

#1 Biller: NA

12+ METRO	FAL 1/4/SHARE	SPG 90	FAL 90	SPG 89	4 Book 89	12+ TSA Avg.	1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F (CHR)	37/15.9	----	18.7	----	23.6	----	58/1002	550/37.9	0.0	37.9	21.8	54	549	WOMP-F
2. WOYK-F (C)	33/14.2	----	12.4	----	12.6	----	56/659	359/24.7	0.0	23.2	18.1	45	414	WOYK-F
3. WKWK-F (AC)	27/11.6	----	10.8	----	8.9	----	33/432	289/19.9	0.0	19.5	8.9	22	264	WKWK-F
4. WEGW-F (CL AOR)	22/ 9.5	----	10.0	----	8.5	----	31/466	331/22.8	0.0	21.1	13.3	33	325	WEGW-F
5. WWVA (C)	21/ 9.1	----	11.6	----	12.6	----	42/653	328/22.6	0.0	25.0	8.5	21	434	WWVA
6. WHLX-F (EZ)	18/ 7.8	----	8.7	----	0.4	----	23/269	165/11.4	0.0	14.4	4.8	12	163	WHLX-F
7. WOMP (N/T)	11/ 4.7	----	3.7	----	6.1	----	13/185	153/10.5	0.0	11.1	2.4	6	166	WOMP
8. WEEL-F (O)	10/ 4.3	----	----	----	----	----	17/234	145/10.0	0.0	0.0	4.0	10	162	WEEL-F
9. WOVE-F (AOR)	6/ 2.6	----	2.1	----	2.0	----	21/318	94/ 6.5	0.0	5.9	4.0	10	130	WOVE-F
10. WBBB (BB)	4/ 1.7	----	4.1	----	4.5	----	4/90	80/ 5.5	0.0	9.1	1.2	3	43	WBBB
11. WKWK (O)	3/ 1.3	----	2.9	----	2.0	----	3/115	98/ 6.8	0.0	8.7	1.6	4	65	WKWK
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.00% (156 of 195) (SPG 90: 74.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F	1 WOMP-F	1 WOYK-F	1 WOYK-F	1 WOYK-F	1 WWVA	1 WOMP-F	1 WOYK-F<	1 WOMP-F	1 WOYK-F
2 WKWK-F	2 WKWK-F	2 WKWK-F<	2 WOMP-F	2 WOMP-F<	2 WWVA	WOMP-F	2 WKWK-F	2 WOMP-F>	2 WOYK-F>	2 WKWK-F
3	3 WEGW-F	3 WOYK-F	3 WKWK-F	3 WKWK-F	3 WHLX-F>	3 WKWK-F	3 WOYK-F	3 WKWK-F	3 WKWK-F	3 WEGW-F
4	4 WOYK-F	4 WEGW-F	4 WEGW-F	4 WEGW-F	4 WOMP	4 WOYK-F	4 WHLX-F	4 WEGW-F	4 WEGW-F	4

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 WKWK-F>>	1 WKWK-F>	1 WKWK-F>	1 WKWK-F>	1 WKWK-F	1 WEGW-F	1 WOMP-F	1 WOMP-F	1 WOMP-F	1 WOYK-F
2 WOMP-F>>	2 WOMP-F	2 WOYK-F	2 WOMP-F	2 WOYK-F	2 WOMP-F>>	2 WEGW-F>	2 WOYK-F	2 WEGW-F	2 WOMP-F
3 WOYK-F	3 WOYK-F	WOMP-F>	3 WOYK-F>	3 WOMP-F>	3	3 WOYK-F>>	3 WEGW-F>>	3 WOYK-F>	3 WEGW-F>
4	4 WEGW-F	4 WEGW-F	4 WEGW-F	4 WEGW-F	4	4 WOVE-F	4 WOVE-F	4 WKWK-F	4 WKWK-F
5	5	5 WEEL-F	5	5	5	WKWK-F	WKWK-F	5	WEEL-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		38 (2)	38 (2)	19.5	21.9		
AOR/CLASSIC		28 (2)	28 (2)	14.4	2.3	WKWK-F 103.5	0.4/9.0/ 33/ 535
AC/OLDIES/ROCK	3 (1)	39 (3)	42 (4)	21.5	29.8	WWSW-F 94.5	0.9/5.9/ 15/ 276
MOR/VARIETY							
COUNTRY	21 (1)	33 (1)	54 (2)	27.7	27.0		
BLACK/URBAN							
BEAUTIFUL/EASY		18 (1)	18 (1)	9.2	10.2		
NEWS/TALK	11 (1)		11 (1)	5.6	4.2		
NOSTALGIA	4 (1)		4 (1)	2.1	4.7		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	39 (4)	156 (9)	195 (13)				

RADIO STATIONS

WBBB, 1600, 5 KW/33 W	, NOSTALGIA	UNISUP, UNISUP, \$17.00	(Christal)	Burbach
WKWK, 1400, 1 KW	, OLOIES	UNISUP, UNISUP, \$16.00	(HNWH)	CR
WOMP, 1290, 1 KW/33 W	, NEWS/TALK	UNISUP, ABC, \$19.00	(Katz)	Baum
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	NBC, \$47.00	(McGuilid)	Osborn
WEEL-F, 95.7, 6 KW @ 300, OLDIES		SMN, \$10.00	(---)	(SHADYSIDE OH)
WEGW-F, 107.5, 16 KW @ 879, CL AOR		, \$26.00	(Christal)	Burbach
WHLX-F, 105.5, 3 KW @ 313, EZ		, \$ NA	(Roslin)	(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420, AC		MBS, ABC, \$21.00	(HNWH)	CR
WOMP-F, 100.5, 48 KW @ 500, CHR		UNIPWR, \$50.00	(Katz)	Baum
WOYK-F, 98.7, 50 KW @ 390, COUNTRY		, \$32.00	(McGuilid)	Osborn

Miscellaneous: WEGW-F reclassified as Classic AOR . . .

WICHITA

Arbitron Rank/Pop (12+): 88/399,600
 MSA Rank/Pop: 102/458,000
 ADI # 61
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 19/18
 Diaries: 903/442:1/55.8%
 Sample Target: 830
 % Below Line: 0.6
 % Not Listed: 11.4

1990 Revenue: \$17,400,000
 HH Inc.: \$35,665
 Retail \$: 3.4 Btl
 Pop per Station: 22,200
 #1 Biller: KFDI-AF \$5,100,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. KFDI-F (C)	102/15.5	11.0	9.4	----	11.0	9.0	130/1611	1172/29.3	21.9	21.7	9.6	66	981
2. KRBB-F (AC)	60/ 9.1	4.7	6.1	----	7.1	5.0	70/821	646/16.2	13.5	11.7	7.4	51	577
3. KICT-F (AOR)	59/ 9.0	7.2	7.1	----	7.1	5.8	86/1073	763/19.1	15.4	14.7	7.4	51	525
4. KFDI (C)	52/ 7.9	7.3	7.4	----	6.7	5.7	78/981	574/14.4	14.2	16.0	7.7	53	707
5. KZSN-F (C)	48/ 7.3	12.9	10.8	----	8.6	7.8	87/1185	793/19.8	18.4	18.4	11.5	79	855
KEYN-F (O)	48/ 7.3	6.5	6.9	----	6.6	5.2	53/849	651/16.3	17.6	16.6	6.0	41	492
7. KKRD-F (CHR)	44/ 6.7	8.7	11.6	----	13.3	6.8	59/1260	932/23.3	22.6	27.2	10.6	9	1097
8. KOEZ-F (EZ)	32/ 4.9	4.0	4.9	----	7.9	3.5	40/641	503/12.6	10.4	11.1	1.9	13	293
9. KRZZ-F (AOR)	30/ 4.6	5.2	6.4	----	4.8	4.1	37/753	607/15.2	14.6	10.7	8.9	61	617
10. KNSS (T)	22/ 3.3	4.2	4.1	----	3.8	2.9	25/480	434/10.9	10.1	10.0	2.6	18	302
11. KBUZ-F (B)	19/ 2.9	4.8	3.8	----	2.8	2.9	27/346	275/ 6.9	9.7	6.9	8.9	61	444
12. KYQQ-F (CHR)	18/ 2.7	1.3	0.5	----	1.4	1.1	32/496	331/ 8.3	5.3	4.8	3.6	25	483
13. KXLK-F (AC)	16/ 2.4	3.0	5.5	----	4.5	2.7	26/555	421/10.5	12.1	11.3	2.2	15	315
14. KQAM (BB)	14/ 2.1	1.7	2.2	----	0.3	1.5	16/263	224/ 5.6	7.1	4.8	1.9	13	165
15.													

12+ FM SHARE (METRO): 82.33% (480 of 563) (SPG 90: 84.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVF	OVERNIGHT
1 KKRD-F>	1 KICT-F	1 KRBB-F	1 KFDI-F	1 KFDI-F>	1 KFDI-F>	1 KFDI-F>	1 KFDI-F	1 KFDI-F>	1 KFDI-F>	1 KFDI-F>
2 KYQQ-F	2 KRBB-F>	KFDI-F<	2 KRBB-F<	2 KEYN-F<	2 KFDI >	2 KFDI	2 KRBB-F	2 KRBB-F	2 KICT-F>	2 KNSS
3 KICT-F	3 KKRD-F	3 KICT-F	3 KEYN-F>	3 KRBB-F	3 KOEZ-F	3 KRBB-F	3 KICT-F	3 KICT-F	3 KKRD-F	KFDI
4 KBUZ-F	4 KRZZ-F	4 KEYN-F	4 KZSN-F	4 KZSN-F	4 KEYN-F	4 KKRD-F	4 KEYN-F	4 KZSN-F<	4 KZSN-F	4 KZSN-F
5	5 KZSN-F	5 KZSN-F<	KICT-F	5 KICT-F	5 KZSN-F	5 KICT-F<	5 KFDI	5 KEYN-F	5 KNSS	KXLK-F
6	6 KEYN-F	6 KKRD-F	6	6	6 KRBB-F	6 KZSN-F	6 KZSN-F	6	6 KBUZ-F	6
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 KKRD-F	1 KRBB-F>	1 KRBB-F>>	1 KRBB-F>	1 KRBB-F		1 KICT-F>>	1 KICT-F>>	1 KICT-F>	1 KICT-F	1 KFDI-F>
2 KRBB-F>	2 KKRD-F>	2 KZSN-F>	2 KKRD-F	2 KFDI-F>		2 KRZZ-F	2 KRZZ-F	2 KRZZ-F	2 KFDI-F	2 KEYN-F>
3 KICT-F>	3 KZSN-F	3 KKRD-F	3 KFDI-F	3 KZSN-F		KRBB-F	3 KEYN-F	3 KEYN-F>	3 KEYN-F>	3 KICT-F>
4 KZSN-F	4 KICT-F>	4 KEYN-F	4 KZSN-F	4 KEYN-F		4 KZSN-F	4 KRBB-F	4 KXLK-F	4 KRZZ-F	4 KZSN-F
KRZZ-F	5 KRZZ-F	5	5 KEYN-F	5 KKRD-F		KKRD-F	5 KZSN-F	KFDI-F	5 KZSN-F	5 KRZZ-F
6	6	6	6 KICT-F	6		6	KFDI-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUMF
TOP 40/CHR/CONTEMP		62 (2)	62 (2)	10.6	14.9	KFH 1330 Wichita	0.9/5.4/ 11/ 314
AOR/CLASSIC		89 (2)	89 (2)	15.3	13.4	KJRG 950 Newton	3.3/2.3/ 6/ 193
AC/OLDIES/SOFT ROCK	6 (1)	124 (3)	130 (4)	22.3	24.0	KSGI 900 Wichita	0.9/4.4/ 8/ 209
MOR/VARIETY						KZSN 1480 Wichita	0.2/2.7/ 1/ 103
COUNTRY	53 (2)	150 (2)	203 (4)	34.8	30.8		
BLACK/URBAN		19 (1)	19 (1)	3.3	3.1	KTCM-F 100.3 Kingman	0.6/1.6/ 10/ 198
BEAUTIFUL/EASY		32 (1)	32 (1)	5.5	8.9		
NEWS/TALK	22 (1)		22 (1)	3.8	4.3		
NOSTALGIA	14 (1)		14 (1)	2.4			
RELIGION/GOSPEL	8 (2)		8 (2)	1.4	0.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7			
	103 (7)	480 (12)	583 (19)				

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ANC, \$ 40.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW, TALK	MBS, ABC, \$ 18.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP, UNILUT, \$ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SRN, \$ 17.00 (---)	(EL DORADO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	ABC, MBS, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	AEC, \$ 38.00 (McGuill)	Lakoduk
KKRD-F, 107.3, 100 KW @ 860, CHR	, \$ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNILUT, \$ 26.00 (---)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, \$ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	, \$ 32.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, \$ 25.00 (Durpetti)	
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, \$ 18.00 (K & P)	(DERBY)
KXLK-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies (HUTCHINSON)

Miscellaneous: KQAM, KEYN-F sold to Clear Channel for \$2,100,000 . . .

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/631,200

MSA Rank/Pop: 68/740,000

AD1 # 54

Average Person Ratings: 17.7

Market TSL: 23.75 hours

Stations: 42/30
Diaries: 1110/569:1/58.6%
Sample Target: 1050
% Below Line: 8.9
% Not Listed: 14.5

1990 Revenue: \$15,700,000

HH Inc.: \$28,134

Retail \$: 5.6 Bill

Pop per Station: 21,040

#1 Biller: WKRZ-F \$4,000,000

12+ METRO	1/4/SHARF	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ HETRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQM	Birch Cume
1. WKRZ-F (CHR)	175/15.7	15.6	15.0	17.9	17.1	16.0	196/2705	2205/34.9	33.7	33.3	19.7	193	2445 WKRZ-F
2. WEZX-F (AOR)	88/ 7.9	7.1	8.7	6.1	7.5	7.4	90/1047	1005/15.9	16.7	11.7	12.7	124	1067 WEZX-F
3. WARM (FS)	68/ 6.1	7.4	6.0	6.6	7.5	6.5	72/1053	941/14.9	16.4	18.2	5.1	50	876 WARM
4. WMGS-F (AC)	59/ 5.3	4.0	5.1	4.8	4.3	4.8	74/954	828/13.1	12.4	10.2	3.5	34	597 WMGS-F
5. WNAK (BB)	48/ 4.3	5.6	4.3	5.3	4.5	4.9	48/397	397/ 6.3	8.9	8.0	3.5	34	309 WNAK
6. WEJL (BB)	46/ 4.1	3.9	5.4	4.2	3.4	4.4	50/511	488/ 7.7	8.3	6.9	1.6	16	408 WEJL
7. WDLS-F (C)	38/ 3.4	4.8	4.3	4.2	3.5	4.2	40/519	478/ 7.6	7.8	5.2	4.7	46	433 WDLS-F
8. WWSH-F (EZ)	34/ 3.0	2.8	2.5	2.7	3.1	2.8	49/631	496/ 7.9	6.9	8.6	2.2	22	402 WWSH-F
9. WSGD-F (O)	30/ 2.7	3.3	2.1	2.3	2.8	2.6	38/604	497/ 7.9	7.0	4.9	2.3	23	409 WSGD-F
10. WGBI-F (AC)	29/ 2.6	3.2	3.3	3.6	2.4	3.2	41/679	549/ 8.7	8.0	7.9	2.9	28	442 WGBI-F
11. WTLQ-F (CHR)	28/ 2.5	2.4	2.6	2.2	3.6	2.4	28/602	602/ 9.5	10.0	10.9	3.1	30	788 WTLQ-F
12. WBAX (BB)	25/ 2.2	3.1	1.6	2.0	2.3	2.2	25/349	349/ 5.5	5.1	4.4	0.9	9	219 WBAX
13. WZZO-F (AOR)	21/ 1.9	1.7	1.7	1.5	1.8	1.8	30/488	264/ 4.2	3.7	4.3	2.7	26	402 WZZO-F
14. WILK (T)	21/ 1.9	2.2	1.7	1.9	1.0	1.9	21/425	407/ 6.4	6.8	5.2	2.0	20	353 WILK
15. WSBG-F (CHR)	20/ 1.8	1.2	0.9	0.9	1.3	1.2	24/312	269/ 4.3	3.1	3.8	1.1	11	234 WSBG-F
16. WYOS-F (O)	18/ 1.6	1.7	1.4	2.0	2.5	1.7	18/403	403/ 6.4	3.5	6.1	0.5	5	146 WYOS-F
17. WHLM-F (CHR)	17/ 1.5	1.8	1.5	2.2	2.5	1.8	24/497	278/ 4.4	4.8	5.1	2.2	22	352 WHLM-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 69.56% (665 of 956) (SPG 90: 69.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WARM 2 WKRZ-F	1 WKRZ-F> 2 WARM >	1 WKRZ-F>> 2 WEZX-F	1 WKRZ-F>> 2 WEZX-F>	1 WKRZ-F> 2 WEZX-F>	1 WKRZ-F> 2 WARM
2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WKRZ-F 3 WNAK	2 WARM > 3 WEZX-F>	2 WEZX-F> 3 WMGS-F	2 WEZX-F> 3 WMGS-F	2 WEZX-F> 3 WARM	2 WARM 3 WILK >
3 WTLQ-F 3 WMGS-F	3 WMGS-F 3 WMGS-F>	3 WMGS-F> 3 WMGS-F>	3 WMGS-F> 3 WMGS-F>	3 WMGS-F> 3 WMGS-F>	3 WNAK 4 WEJL	3 WEZX-F> 4 WMGS-F>	3 WMGS-F 4 WARM	3 WMGS-F 4 WEJL	3 WARM 4 WTLQ-F	3 WILK > 4 WSGD-F
4 4 WTLQ-F	4 WTLQ-F 4 WSGD-F	4 WSGD-F 4 WSGD-F	4 WSGD-F 4 WSGD-F	4 WSGD-F 4 WSGD-F	4 WEJL 5 WNAK	4 WMGS-F> 5 WEJL	4 WARM 5 WNAK	4 WEJL 5 WNAK	4 WTLQ-F 5 WNAK	4 WSGD-F 5 WEZX-F
5 5 WZZO-F	5 WGBI-F 5 WGBI-F	5 WGBI-F 5 WGBI-F	5 WGBI-F 5 WGBI-F	5 WGBI-F 5 WGBI-F	5 WMGS-F 6 WNAK	5 WEJL 6 WNAK	5 WEJL 6 WNAK	5 WNAK 6 WNAK	5 WNAK 6 WNAK	5 WNAK 6 WNAK
6 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK	6 WNAK 6 WNAK

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 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F>> 1 WKRZ-F>>	1 WKRZ-F 1 WEZX-F	1 WEZX-F 1 WEZX-F>	1 WEZX-F> 1 WEZX-F>	1 WEZX-F> 1 WKRZ-F	1 WKRZ-F> 1 WKRZ-F>
2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WEZX-F>	2 WEZX-F> 2 WKRZ-F>>	2 WKRZ-F>> 2 WKRZ-F>>	2 WKRZ-F>> 2 WKRZ-F>>	2 WKRZ-F>> 2 WKRZ-F>>	2 WKRZ-F>> 2 WKRZ-F>>
3 WTLQ-F> 3 WMGS-F	3 WMGS-F 3 WEZX-F>	3 WEZX-F> 3 WEZX-F>	3 WEZX-F> 3 WEZX-F>	3 WEZX-F> 3 WEZX-F>	3 WZZO-F 3 WZZO-F>	3 WZZO-F> 3 WZZO-F>	3 WZZO-F> 3 WZZO-F>	3 WZZO-F> 3 WZZO-F>	3 WZZO-F> 3 WZZO-F>
4 WLEV-F 4 WTLQ-F>	4 WTLQ-F> 4 WTLQ-F>	4 WTLQ-F> 4 WTLQ-F>	4 WTLQ-F> 4 WTLQ-F>	4 WTLQ-F> 4 WTLQ-F>	4 WMGS-F 4 WMGS-F	4 WMGS-F 4 WMGS-F	4 WMGS-F 4 WMGS-F	4 WSGD-F 4 WSGD-F	4 WSGD-F 4 WSGD-F
5 WWSH-F 5 WBSG-F	5 WBSG-F 5 WBSG-F	5 WBSG-F 5 WBSG-F	5 WBSG-F 5 WBSG-F	5 WBSG-F 5 WBSG-F	5 WTLQ-F 5 WTLQ-F	5 WTLQ-F 5 WTLQ-F	5 WTLQ-F 5 WTLQ-F	5 WTLQ-F 5 WTLQ-F	5 WTLQ-F 5 WTLQ-F
6 WBSG-F 6 WHLM-F	6 WHLM-F 6 WHLM-F	6 WHLM-F 6 WHLM-F	6 WHLM-F 6 WHLM-F	6 WHLM-F 6 WHLM-F	6 WBSG-F 6 WBSG-F	6 WBSG-F 6 WBSG-F	6 WBSG-F 6 WBSG-F	6 WBSG-F 6 WBSG-F	6 WBSG-F 6 WBSG-F
7 WMGS-F 7 WGBI-F	7 WGBI-F 7 WGBI-F	7 WGBI-F 7 WGBI-F	7 WGBI-F 7 WGBI-F	7 WGBI-F 7 WGBI-F	7 WBSG-F 7 WBSG-F	7 WBSG-F 7 WBSG-F	7 WBSG-F 7 WBSG-F	7 WBSG-F 7 WBSG-F	7 WBSG-F 7 WBSG-F

FORMATS	AM	FM	TOTAL	%	SPG 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	8 (1)	262 (7)	270 (8)	28.2	26.8	WARD 1550 Pittston	0.5/3.5/ 6/ 218
AOR/CLASSIC		121 (4)	121 (4)	12.7	11.5	WAZL 1490 Hazleton	0.7/1.8/ 14/ 158
AC/OLOIES/STO ROCK		171 (9)	171 (9)	17.9	21.3	WBNE-F 95.9 Benton	0.9/1.8/ 11/ 132
MOR/VARIETY	93 (4)		93 (4)	9.7	10.8	WCDL 1440 Carbondale	0.9/1.6/ 15/ 126
COUNTRY	16 (2)	60 (3)	76 (5)	7.9	6.5	WCNR 930 Bloomsburg	1.1/2.4/ 12/ 165
BLACK/URBAN						WEMR 1460 Tunkhannock	0.4/1.2/ 6/ 121
BEAUTIFUL/EASY	8 (1)	51 (3)	59 (4)	6.2	6.2	WICK 1400 Scranton	0.7/2.6/ 8/ 162
NEWS/TALK	32 (3)		32 (3)	3.3	4.0	WJMW 550 Bloomsburg	0.4/1.1/ 5/ 85
NOSTALGIA	134 (5)		134 (5)	14.0	11.9	WPCN 960 Mount Pocono	0.4/0.8/ 5/ 77
RELIGION/GOSPEL					1.0	WQEQ-F 103.1 Freeland/Hzlttn	0.7/2.3/ 9/ 172
SPANISH						WVPO 840 Stroudsburg	1.4/2.1/ 16/ 134
CLASSICAL						WVWL-F 104.9 Scranton/WB	0.9/3.0/ 10/ 191
JAZZ/NEW AGE						WXPX 1300 W Hazleton	0.4/1.6/ 5/ 98
UNKNOWN/OTHERS						WYMK-F 107.7 Tunkhannock	0.6/1.7/ 8/ 114
	291 (16)	665 (26)	956 (42)			WAEB-F 104.1 Allentown	0.4/3.2/ 18/ 432
						WAVT-F 101.9 Pottsville	0.4/1.6/ 55/ 864
						WFAN 660 New York	0.4/1.3/ 5/ 102
						WFHV-F 106.3 Blairstown	0.4/1.1/ 6/ 89
						WFMZ-F 100.7 Allentown	1.1/2.4/ 20/ 217
						WHXT-F 99.9 Easton/Allentwn	1.2/4.7/ 18/ 423
						WILQ-F 105.1 Williamsport	1.1/3.4/ 43/ 523
						WKS-F 102.7 Williamsport	0.4/1.6/ 53/ 651
						WLEV-F 96.1 Easton	0.7/3.5/ 12/ 319
						WQEZ-F 100.9 Milton/Lawsbrg	0.4/1.6/ 14/ 249
						WPOH-F 101.5 Poughkeepsie	0.4/1.6/ 6/ 113

WILKES BARRE-SCRANTON

RADIO STATIONS

WARD ,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC,	\$13.00	(Savalli)	
WARM ,	590,	5 KW (DA-2)	, MOR/Full Service	NBC,	\$42.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW	, Nostalgia	CNN UNISUP,	\$15.00	(Torbet)	
WEJL ,	630,	500 W (OAYS)	, Nostalgia/MOR	ABC UNISUP,	\$19.00	(Christal)	Shamrock-Lynett
WGBI ,	910,	1 KW/500 W	, Country	CBS,	\$13.00	(Torbet)	
WICK ,	1400,	1 KW	, EZ	ABC,	\$13.00	(Roslin)	
WILK ,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC,	\$16.00	(Katz)	Keymarket
WNAK ,	730,	1 KW/38 W	, Nostalgia	NBC,	\$25.00	(K & P)	
WOLS-F,	93.7,	.8 KW @ 679	, Country	UNIULT UNISUP,	\$15.00	(---)	
WYOS-F,	92.1,	.7 KW @ 552	, Oldies	CNN UNISUP,	\$17.00	(Torbet)	
WEZX-F,	107.1,	.2 KW @ 1267	, AOR	ABC,	\$37.00	(Christal)	Shamrock-Lynett
WGBI-F,	101.3,	7 KW @ 1110	, AC	CBS,	\$22.00	(Torbet)	
WHLN-F,	106.5,	36 KW @ 579	, AC	UNIULT,	\$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	9 KW @ 1172	, CHR	,	\$65.00	(---)	Keymarket
WMGS-F,	92.9,	5 KW @ 1383	, AC	,	\$42.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	.6 KW @ 764	, CHR	APR,	\$16.00	(Mkt 4)	(STROUDSBERG)
WSDQ-F,	94.3,	.5 KW @ 770	, Oldies	,	\$17.00	(Eastman)	Sage (CARBONDALE)
WVDL-F,	104.9,	.3 KW @ 1093	, Soft AC	ABC,	\$18.00	(Roslin)	
WTLQ-F,	102.3,	3 KW @ 71	, CHR	ABC,	\$23.00	(Eastman)	
WWSH-F,	97.9,	20 KW @ 729	, EZ	,	\$23.00	(K & P)	(HAZLETON)

Miscellaneous: WWRB to WTLQ-F (June) . . . WEAY to WYOS-F (April) . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* R - Black (audience predominately black - over 75%)	N - News	*
* RB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/487,000

MSA Rank/Pop: 89/580,000

Philadelphia ADI

Average Person Ratings: 17.5

Market TSL: 22.75 hours

Stations: 33/7

Diaries: 875/557:1/49.3%

Sample Target: 90%

% Below Line: 53.3

% Not Listed: 11.3

1990 Revenue: \$10,300,000

HH Inc.: \$38,447

Retail \$: 4.7 Btl

Pop per Station: 69,571

#1 Biller: WJBR-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WSTW-F (CHR)	91/10.7	9.7	10.0	11.0	9.2	----	104/1210	1049/21.5	22.9	24.0			WSTW-F
2. WJBR-F (AC)	90/10.6	9.1	9.0	9.4	7.8	----	101/1089	971/19.9	20.0	17.6			WJBR-F
3. WOEL (FS)	57/ 6.7	4.7	4.2	6.5	6.4	----	57/720	698/14.3	11.3	15.2			WOEL
4. WMMR-F (AOR)	50/ 5.9	7.0	6.9	5.8	8.8	----	50/884	869/17.8	16.2	18.2			WMMR-F
5. WUSL-F (B)	48/ 5.6	6.6	7.5	5.0	7.5	----	48/645	591/12.1	14.2	13.4			WUSL-F
6. WILM (N/T)	34/ 4.0	3.7	3.6	3.7	4.1	----	34/493	488/10.0	10.8	11.2			WILM
7. WYSP-F (CL AOR)	31/ 3.6	5.4	3.7	4.9	3.4	----	34/649	608/12.5	15.8	13.5			WYSP-F
8. WEGX-F (CHR)	30/ 3.5	3.7	4.0	3.0	4.0	----	31/731	684/14.0	14.8	14.3			WEGX-F
9. WIOQ-F (CHR)	29/ 3.4	3.6	4.6	3.6	3.2	----	29/626	554/11.4	14.0	14.5			WIOQ-F
10. WOGL-F (O)	26/ 3.0	2.5	2.3	1.9	3.6	----	27/591	580/11.9	8.7	9.3			WOGL-F
11. WKSZ-F (AC)	23/ 2.7	2.9	3.4	4.0	2.5	----	23/474	462/ 9.5	9.2	10.4			WKSZ-F
12. WIYY-F (AOR)	21/ 2.5	2.4	0.9	1.7	0.8	----	23/304	237/ 4.9	5.3	2.7			WIYY-F
WEAZ-F (SAC)	21/ 2.5	1.9	2.4	2.6	3.3	----	24/481	434/ 8.9	7.7	6.8			WEAZ-F
14. WDSO-F (C)	20/ 2.3	2.0	2.7	1.9	2.5	----	60/613	303/ 6.2	5.3	6.3			WDSO-F
15.													

12+ FM SHARE (METRO): R1.77% (619 of 757) (SPG 90: 84.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WSTW-F	1 WSTW-F	1 WUSL-F	1 WWOB-F
2 WEGX-F	2 WMMR-F	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WDEL	2 WSTW-F	2 WJBR-F	2 WJBR-F	2 WEGX-F	2 WUSL-F
3 WUSL-F	3 WUSL-F	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WILM	3 WOEL	3 WMMR-F	3 WOEL	3 WIOQ-F	3 WILM
4	4 WJBR-F	4 WUSL-F	4	4 WOGL-F	4	4 WILM	4 WDEL	4 WMMR-F	4 WOEL	4
5	5 WYSP-F	5 WYSP-F	5	5 WUSL-F	5	5 WMMR-F	5	5 WUSL-F	5 WJBR-F	5

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 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WYSP-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WJBR-F
2 WIYY-F	2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WUSL-F	2 WYSP-F	2 WSTW-F	2 WSTW-F	2 WMMR-F
3 WEGX-F	WJBR-F	3 WUSL-F	3	3	3 WMMR-F	3 WSTW-F	3 WYSP-F	3 WYSP-F	WSTW-F
4 WUSL-F	4 WIYY-F	WMMR-F	4	4	4 WSTW-F	4 WUSL-F	4 WJBR-F	4 WJBR-F	4 WYSP-F
5 WBSB-F	5 WMMR-F	5	5	5	5 WDEL	5 WJBR-F	5 WUSL-F	5 WUSL-F	5 WOGL-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		162 (4)	162 (4)	21.4	22.6	WJBR 1290	Wilmington	0.1/1.4/	1/ 67
AOR/CLASSIC		102 (3)	102 (3)	13.5	12.9	WNRK 1260	Newark/Elkton	1.1/2.6/	9/ 125
AC/OLDIES/ROCK	1 (1)	196 (9)	197 (10)	26.0	19.7				
MOR/VARIETY	66 (2)		66 (2)	8.7	4.7	KYW 1060	Philadelphia	0.9/6.2/	8/ 307
COUNTRY		48 (4)	48 (4)	6.3	11.9	WBSB-F 104.3	Baltimore	1.4/3.1/	26/ 346
BLACK/URBAN		78 (3)	78 (3)	10.3	10.5	WDAS-F 105.3	Philadelphia	2.1/7.0/	18/ 339
BEAUTIFUL/EASY					3.7	WFLN-F 95.7	Philadelphia	2.1/5.7/	18/ 280
NEWS/TALK	49 (3)	15 (1)	64 (4)	8.5	8.6	WIP 610	Philadelphia	0.8/3.6/	7/ 184
NOSTALGIA	19 (1)		19 (1)	2.5	3.3	WLIF-F 101.9	Baltimore	0.6/1.3/	5/ 67
RELIGION/GOSPEL	3 (1)		3 (1)	0.4		WMGK-F 102.9	Philadelphia	1.4/6.4/	12/ 325
SPANISH						WPEN 950	Philadelphia	2.2/3.5/	19/ 169
CLASSICAL		18 (1)	18 (1)	2.4	2.4	WPOC-F 93.1	Baltimore	0.5/1.3/	4/ 80
JAZZ/NEW AGE						WQSR-F 105.7	Catonsville	0.4/1.5/	4/ 100
UNKNOWN/OTHERS						WVCH 740	Chester/Philly	0.4/1.0/	3/ 56
	138 (8)	619 (25)	757 (33)			WVOB-F 96.5	Philadelphia	1.8/5.9/	15/ 286
						WMMX-F 106.5	Baltimore	0.4/1.9/	3/ 92
						WXCX-F 103.7	Havre de Grace	0.7/2.6/	6/ 135
						WXTU-F 92.5	Philadelphia	2.1/7.5/	18/ 390
						WXYV-F 102.7	Baltimore	1.4/2.0/	12/ 154
						WYXR-F 104.5	Philadelphia	1.5/6.4/	13/ 318

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW, OLDIES, ABC, \$ 11.00 (K & P)
WDEL, 1150, 5 KW (DA-2), MOR/FULL SER., APR, \$ 36.00 (Eastman)
WILM, 1450, 1 KW, NEWS/TALK, CBS, MBS, \$ 30.00 (Savalli)

WJBR-F, 99.5, 50 KW @ 500, AC, APR, UNIPWR, \$ 75.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 490, CHR/AC, \$ 71.00 (Eastman)
WDSO-F, 94.7, 50 KW @ 492, COUNTRY, \$ 24.00 (Roslin) (DOVER)

WILMINGTON, NC

Arbitron Rank/Pop (12+): 191/145,700
 MSA Rank/Pop: 296/119,500
 ADI # 146
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 17/12
 Diaries: 712/205:1/51.9%
 Sample Target: 580
 % Below Line: 14.5
 % Not Listed: 16.5

1990 Revenue: \$4,300,000
 HH Inc.: \$26,269
 Retail \$: 1.1 B11
 Pop per Station: 12,141
 #1 Biller: WGNI-F \$1,000,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WWQQ-F (C)	40/16.1	----	13.6	----	11.3	----	50/568	430/29.5	0.0	22.5	14.6	35	395	WWQQ-F
2. WFSM-F (AOR)	29/11.7	----	9.6	----	13.4	----	31/331	284/19.5	0.0	18.8	12.1	29	393	WFSM-F
3. WZFX-F (B)	20/ 8.1	----	8.8	----	8.4	----	36/417	244/16.7	0.0	16.9	13.3	32	303	WZFX-F
WVBS-F (CHR)	20/ 8.1	----	10.4	----	14.2	----	24/466	328/22.2	0.0	30.9	6.3	15	362	WVBS-F
WGNI-F (AC)	20/ 8.1	----	12.4	----	10.9	----	28/412	288/19.8	0.0	22.4	11.3	27	313	WGNI-F
6. WAAV (N/T)	16/ 6.5	----	4.4	----	3.3	----	17/219	179/12.3	0.0	9.4	3.8	9	128	WAAV
7. WKOO-F (D)	12/ 4.8	----	4.8	----	0.8	----	24/264	156/10.7	0.0	16.3	6.3	15	181	WKOO-F
WMNX-F (AC)	12/ 4.8	----	6.0	----	6.7	----	16/278	221/15.2	0.0	10.9	4.2	10	193	WMNX-F
9. WMFD (BB)	11/ 4.4	----	2.8	----	0.4	----	11/99	90/ 6.2	0.0	2.0	1.7	4	78	WMFD
10. WBMS (B)	9/ 3.6	----	4.0	----	8.4	----	9/135	132/ 9.1	0.0	10.7	4.2	10	177	WBMS
11. WWIL (G)	6/ 2.4	----	2.4	----	0.4	----	7/106	99/ 6.8	0.0	7.2	1.3	3	103	WWIL
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.74% (163 of 207) (SPG 90: 83.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WFSM-F>>	1 WFSM-F	1 WWQQ-F	1 WWQQ-F>	1 WWQQ-F>>	1 WWQQ-F>	1 WWQQ-F	1 WWQQ-F	1 WZFX-F>	1 WFSM-F
2 WZFX-F>	2 WZFX-F	2 WWQQ-F>	2 WFSM-F	2 WFSM-F	2 WAAV	2 WFSM-F<	2 WFSM-F>	2 WFSM-F>	2 WWQQ-F	WAAV
3 WFSM-F	3 WVBS-F	3 WZFX-F	3 WGNI-F	3 WGNI-F	3 WMFD	3 WGNI-F	3 WGNI-F	3 WVBS-F<	WVBS-F	3 WWQQ-F
WBMS	4 WWQQ-F	WDZD-F	4 WZFX-F	4 WZFX-F	WGNI-F	4 WAAV	4 WAAV	4 WZFX-F	WFSM-F	4
								WGNI-F	5 WAAV	

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 WFSM-F>	1 WFSM-F>	1 WFSM-F	1 WWQQ-F	1 WWQQ-F>	1 WFSM-F>>	1 WFSM-F>>	1 WFSM-F>	1 WFSM-F>	1 WWQQ-F
2 WVBS-F>	2 WZFX-F	2 WZFX-F	2 WFSM-F	2 WGNI-F>	2 WZFX-F	2 WZFX-F	2 WZFX-F	2 WWQQ-F	WFSM-F>
3 WZFX-F	3 WWQQ-F	WMNX-F	WGNI-F	3 WZFX-F	WVBS-F>	3 WVBS-F	3 WWQQ-F	3 WZFX-F	3 WZFX-F
WWQQ-F	WVBS-F	WGNI-F>	4 WZFX-F	WFSM-F	4 WWQQ-F	4 WWQQ-F	WVBS-F>>	4 WVBS-F	4 WKOO-F
5	WMNX-F	5 WWQQ-F	5 WMNX-F	WMNX-F	WWIL	5	5	5 WGNI-F	5 WVBS-F
					WGNI-F				WGNI-F

FORMATS	AM	FM	TOTAL	%	SPG 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		22 (2)	22 (2)	10.6	13.5	WCCA-F 106.3	Shallotte/Wlmng	1.6/5.8/	5/ 91
ADR/CLASSIC		29 (1)	29 (1)	14.0	11.5	WDZD-F 93.5	Shallotte/Wlmgt	0.8/3.4/	2/ 50
AC/OLDIES/SOFT ROCK		45 (4)	45 (4)	21.7	28.4	WMT 1180	Carolina Beach	0.8/2.3/	2/ 33
MOR/VARIETY					5.3				
COUNTRY		43 (3)	43 (3)	20.8	19.7	WBPR-F 97.7	Georgetown/Mrt1	0.8/1.8/	7/ 92
BLACK/URBAN	9 (1)	20 (1)	29 (2)	14.0	15.4	WDLX-F 93.3	Washington	0.4/1.4/	1/ 24
BEAUTIFUL/EASY		4 (1)	4 (1)	1.9	3.4	WRNS-F 95.1	Kinston	0.4/2.1/	6/ 92
NEWS/TALK	16 (1)		16 (1)	7.7					
NOSTALGIA	11 (1)		11 (1)	5.3					
RELIGION/GOSPEL	8 (2)		8 (2)	3.9	2.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	44 (5)	163 (12)	207 (17)						

RADIO STATIONS

WAAV , 980, 5 KW (DA-N)	, MOR/Talk	NBC, \$12.00	(Katz)	(LELAND)
WBMS , 1340, 1 KW	, Black	NBN, \$10.00	(Roslin)	
WMFD , 630, 1 KW (DA-2)	, EZ (?)	CBS, \$ 8.00	(Banner)	
WWIL , 1490, 1 KW	, Gospel	SBN, \$ 8.00	(---)	
WDZD-F, 93.5, 3 KW @ 300	, Country	MBS, \$12.00	(---)	(SHALLOTTE)
WGNI-F, 102.7, 100 KW @ 981	, AC	, \$27.00	(Katz)	Cape Fear
WMFD-F, 97.3, 100 KW @ 600	, AC	CBS, \$17.00	(banner)	
WFSM-F, 107.5, 50 KW @ 482	, Classic AOR	, \$21.00	(Mc-Guild)	(SOUTHPORT)
WVBS-F, 99.9, 100 KW @ 510	, CHR	MBS, \$19.00	(Christal)	Jones-Eastern
WWQQ-F, 101.3, 40 KW @ 545	, Country	ABC D, \$23.00	(---)	HVS

WKOO -- See Greenville, NC

WORCESTER

Arbitron Rank/Pop (12+): 98/359,900
 MSA Rank/Pop: 114/418,000
 Boston ADI
 Average Person Ratings: 18.1
 Market TSL: 24.50 hours

Stations: 30/5
 Diaries: 815/442:1/50.5%
 Sample Target: 780
 % Below Line: 49.8
 % Not Listed: 15.8

1990 Revenue: \$11,000,000
 HH Inc.: \$38,503
 Retail \$: 4.0 Bill
 Pop per Station: 71,980
 #1 Biller: WAAF-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 90	SPG 90	FAL 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F (SAC)	82/12.6	15.1	11.9	13.1	11.2	----	120/1564	1057/29.4	27.1	25.2	6.4	66	1095	WSRS-F
2. WAAF-F (AOR)	59/ 9.1	8.0	10.8	10.8	14.9	----	121/1425	734/20.4	20.7	24.8	15.7	161	1608	WAAF-F
WTAG (FS)	59/ 9.1	8.0	8.4	7.9	7.4	----	64/882	816/22.7	18.6	19.7	5.7	58	796	WTAG
4. WXLO-F (AC)	46/ 7.1	6.9	5.6	8.0	4.1	----	64/901	647/18.0	15.8	16.3	7.4	76	842	WXLO-F
5. WZOU-F (AOR)	44/ 6.8	7.1	7.2	7.4	6.1	----	77/1170	736/20.5	18.6	20.2	10.6	109	1198	WZOU-F
6. WBZ (T)	28/ 4.3	3.8	4.4	3.3	4.5	----	65/899	454/12.6	8.8	10.9	4.1	42	584	WBZ
7. WZLX-F (CL AOR)	24/ 3.7	3.9	4.4	2.0	3.1	----	37/618	343/ 9.5	9.7	9.9	5.0	51	725	WZLX-F
8. WNEB (BB)	19/ 2.9	4.7	4.1	5.0	4.0	----	19/208	196/ 5.4	7.4	7.2	1.4	14	237	WNEB
9. WOODS-F (O)	18/ 2.8	4.7	3.3	4.2	5.0	----	35/602	338/ 9.4	10.8	10.8	3.3	34	338	WOODS-F
WCRB-F (CL)	18/ 2.8	2.2	1.4	1.4	0.8	----	26/361	206/ 5.7	4.6	2.9	1.1	11	238	WCRB-F
WBCN-F (AOR)	18/ 2.8	3.0	1.9	2.8	2.5	----	35/624	323/ 9.0	8.0	7.6	3.2	33	738	WBCN-F
12. WBXX-F (AC)	17/ 2.6	2.2	2.3	1.4	2.6	----	38/619	414/11.5	9.4	8.9	1.6	16	378	WBXX-F
WORC (C)	17/ 2.6	0.9	0.9	1.7	2.8	----	20/278	232/ 6.4	5.1	4.1	1.4	14	434	WORC

12+ FM SHARE (METRO): 73.86% (404 of 547) (SPG 90: 74.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F	1 WAAF-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WTAG <	1 WSRS-F>>	1 WSRS-F	1 WAAF-F	1 WTAG >
2 WZOU-F	2 WZOU-F	2 WAAF-F	2 WXLO-F	2 WXLO-F	2 WTAG >>	2 WSRS-F	2 WAAF-F	2 WAAF-F	2 WTAG >	2 WBZ >>
3	3 WXLO-F	3 WXLO-F	3 WAAF-F	3 WAAF-F	3 WBZ	3 WAAF-F	3 WXLO-F	3 WZOU-F	3 WZOU-F	3 WSRS-F
4	4 WZLX-F	4 WZOU-F	4 WZLX-F	4 WTAG	4 WXLO-F	4 WXLO-F	4 WTAG	4 WXLO-F	4 WBZ	4 WAAF-F
5	5 WSRS-F	5 WZLX-F	5 WBCN-F	5 WZLX-F	5 WNEB	5 WZOU-F	5 WZOU-F	5 WTAG	5 WSRS-F	5 WOODS-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 WZOU-F	1 WZOU-F	1 WXLO-F	1 WSRS-F	1 WSRS-F	1 WAAF-F	1 WAAF-F	1 WBCN-F	1 WAAF-F	1 WSRS-F
2 WAAF-F	2 WAAF-F	2 WAAF-F	2 WXLO-F	2 WXLO-F	2 WZOU-F	2 WBCN-F	2 WAAF-F	2 WSRS-F	2 WBCN-F
3 WXLO-F	3 WXLO-F	3 WSRS-F	3 WZOU-F	3	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WXLO-F	3 WXLO-F
4 WSRS-F	4 WSRS-F	4 WZLX-F	4 WAAF-F	4	4 WAQY-F	4 WXLO-F	4 WXLO-F	4 WZLX-F	4 WTAG
5	5	5 WZOU-F	5	5	5 WXLO-F	5 WZOU-F	5	5 WBCN-F	5 WAAF-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		14 (2)	14 (2)	2.6	12.1				
AOR/CLASSIC		159 (8)	159 (8)	29.1	23.3				
AC/OLDIES/SOFT ROCK		189 (9)	189 (9)	34.6	18.5	WAQY-F	102.1	Springfield	0.6/1.5/ 22/ 260
MOR/VARIETY	62 (2)		62 (2)	11.3	15.5	WBOS-F	92.9	Brookline/Bston	0.6/2.8/ 11/ 231
COUNTRY	17 (1)	15 (2)	32 (3)	5.9	4.1	WBRU-F	95.5	Providence	0.3/2.5/ 4/ 157
BLACK/URBAN						WCTK-F	98.1	New Bedford	0.5/2.0/ 8/ 148
BEAUTIFUL/EASY						WESO	970	Southbridge	0.5/1.3/ 16/ 104
NEWS/TALK	45 (3)		45 (3)	8.2	2.3	WHDH	850	Boston	0.5/2.4/ 4/ 126
NOSTALGIA	19 (1)	9 (1)	28 (2)	5.1	6.4	WHJY-F	94.1	Providence	0.8/3.6/ 6/ 177
RELIGION/GOSPEL						WMJX-F	106.7	Boston	1.2/3.9/ 20/ 320
SPANISH						WPLH-F	99.1	Plymouth/Bos.	1.4/3.7/ 10/ 163
CLASSICAL		18 (1)	18 (1)	3.3	1.6	WPRO-F	92.3	Providence	0.5/4.0/ 4/ 253
JAZZ/NEW AGE						WQVR-F	100.1	Southbridge	1.8/3.7/ 19/ 231
UNKNOWN/OTHERS						WRKO	680	Boston	2.2/4.5/ 26/ 253
	143 (7)	404 (23)	547 (30)			WSSH-F	99.5	Lowell/Boston	0.9/5.7/ 17/ 423
						WVBF-F	105.7	Framingham/Bstn	0.9/3.5/ 13/ 209
						WBB-F	101.5	Providence	0.3/1.5/ 4/ 108
						WKKX-F	106.3	Woonsocket/Prvdnc	0.5/2.1/ 3/ 89
						WXS-F	107.9	Medford/Boston	1.7/8.3/ 19/ 464

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AOR	ABC, UNIWR, \$	NA (Katz)	Zapis
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, \$	19.00 (Savalli)	
WORC, 1310, 5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP, \$	14.00 (Kattell)	
WTAG, 580, 5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT, \$	42.00 (Banner)	Knight
WAAF-F, 107.3, 19 KW @ 823, AOR/CHR		UNIPWR, \$	95.00 (Katz)	Zapis
WSRS-F, 96.1, 17 KW @ 863, EZ/SOFT AC		, \$	75.00 (Banner)	Knight
WXLO-F, 104.5, 37 KW @ 670, AC		APR, \$	45.00 (McGuilld)	

OTHER RANKED STATIONS -- See Boston

YORK

Arbitron Rank/Pop (12+): 103/347,000

Stations: 30/10

1990 Revenue: \$12,800,000

Diaries: 761/456:1/62.4%

HH Inc.: \$32,405

MSA Rank/Pop: 113/415,000

Sample Target: 770

Retail \$: 3.4 Bill

ADI # 45 (w/York & Lancaster)

% Below Line: 41.1

Pop per Station: 34,700

Average Person Ratings: 19 3

% Not Listed: 11.5

#1 Biller: WARM-F \$3,500,000

Market TSL: 25.00 hours

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume
1. WARM-F (SAC)	78/11.6	11.9	11.2	9.2	10.9	11.0	146/1811	819/23.6	22.9	22.4	7.6	46	510
2. WGTY-F (C)	76/11.3	10.5	9.3	10.1	10.2	10.3	85/738	593/17.1	12.9	15.1	8.1	49	491
3. WQXA-F (CHR)	45/ 6.7	5.7	5.6	4.4	6.6	5.6	102/1741	619/17.8	15.3	18.0	7.5	45	615
4. WYCR-F (CHR)	42/ 6.3	9.6	8.6	9.2	11.8	8.4	58/1176	732/21.1	22.2	29.4	10.1	61	881
5. WTPA-F (AOR)	40/ 6.0	3.6	3.6	3.0	4.5	4.1	162/1598	402/11.6	9.0	7.6	6.5	39	421
6. WRKZ-F (C)	37/ 5.5	8.5	7.1	8.9	6.1	7.5	158/1847	477/13.7	14.0	14.4	8.0	48	527
WSBA (FS)	37/ 5.5	6.0	7.4	5.5	8.2	6.1	44/610	494/14.2	18.7	18.4	6.5	39	575
8. WNCE-F (EZ)	29/ 4.3	4.1	4.6	6.4	5.9	4.8	107/1417	365/10.5	10.9	13.8	3.8	23	254
9. WGRX-F (CL AOR)	27/ 4.0	3.6	3.3	4.2	4.2	3.8	36/589	385/11.1	12.0	12.6	5.3	32	461
10. WNNK-F (CHR)	21/ 3.1	2.0	1.2	0.5	1.6	1.7	143/1928	305/ 8.8	5.5	6.0	1.8	11	250
11. WWKL-F (O)	19/ 2.8	2.8	3.3	5.2	2.7	3.5	106/1407	300/ 8.6	6.8	6.5	2.8	17	192
12. WHTF-F (AOR)	17/ 2.5	2.3	2.1	3.7	2.4	2.7	72/1232	343/ 9.9	8.7	8.3	2.7	16	302
13.													
14.													
15.													

12+ FM SHARE (METRO): 88.05% (523 of 594) (SPG 90: 83.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WYCR-F	1 WTPA-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WGTY-F	1 WGTY-F	1 WARM-F
2 WQXA-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WARM-F	2 WYCR-F	2 WRKZ-F
3	3 WARM-F	3 WTPA-F	3 WTPA-F	3 WRKZ-F	3 WSBA	3 WSBA	3 WTPA-F	3 WYCR-F	3 WQXA-F	3 WGTY-F
4	4 WQXA-F	4 WQXA-F	4 WRKZ-F	4 WTPA-F	4 WRKZ-F	4 WQXA-F	4 WRKZ-F	4 WTPA-F	4 WARM-F	4 WYCR-F
5	5 WGRX-F	5 WYCR-F	WYCR-F	WYCR-F	5 WNCE-F	5 WTPA-F	5 WNCE-F	5 WQXA-F	5	5

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 WYCR-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WGTY-F
2 WQXA-F	2 WGTY-F	2 WWKL-F	2 WGTY-F	2 WGTY-F	2 WQXA-F	2 WQXA-F	2 WGTY-F	2 WGTY-F	2 WARM-F
3 WGTY-F	3 WYCR-F	3 WGTY-F	3 WYCR-F	3 WRKZ-F	3 WGRX-F	3 WGTY-F	3 WYCR-F	3 WQXA-F	3 WTPA-F
4 WARM-F	4 WGRX-F	4 WGRX-F	4 WNNK-F	4 WNNK-F	4 WHTF-F	4 WHTF-F	4 WHTF-F	4 WARM-F	4 WRKZ-F
5 WTPA-F	5 WQXA-F	5 WNNK-F	5 WQXA-F	5 WYCR-F	5 WYCR-F	5 WGRX-F	5 WRKZ-F	5 WHTF-F	5 WPOC-F
6 WNNK-F		WYCR-F							WQXA-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS			METRO CUME TSA TSA	SHARE/RTG/AQH/CUMF
-----	--	--	-----	-	-	-	-----	-----	-----	-----	-----
TOP 40/CHR/CONTEMP		112 (4)	112 (4)	18.9	23.7	WGET	1320	Gettysburg	0.9/3.7/	6/	129
AOR/CLASSIC		98 (4)	98 (4)	16.5	14.3	WHVR	1280	Hanover	1.3/4.0/	9/	145
AC/OLDIES/SOFT ROCK	3 (1)	121 (5)	124 (6)	20.9	17.1	WOYK	1350	York	0.4/3.9/	4/	152
MOR/VARIETY	48 (3)		48 (3)	8.1	14.4	WKKU	1250	York	0.7/3.0/	5/	128
COUNTRY	8 (2)	132 (4)	140 (6)	23.6	20.1						
BLACK/URBAN						WBAL	1090	Baltimore	0.4/3.0/	5/	141
BEAUTIFUL/EASY		51 (4)	51 (4)	8.6	7.7	WDAC-F	94.5	Lancaster	1.3/4.3/	58/	836
NEWS/TALK	3 (1)		3 (1)	0.5	0.7	WFRE-F	99.9	Frederick	1.2/3.2/	13/	141
NOSTALGIA	9 (1)		9 (1)	1.5	0.5	WHP	580	Harrisburg	0.7/3.1/	55/	778
RELIGION/GOSPEL		9 (1)	9 (1)	1.5	1.4	WHP -F	97.3	Harrisburg	0.7/2.8/	35/	582
SPANISH						WHYL	960	Carlisle/Hrsbrg	0.4/2.4/	40/	572
CLASSICAL						WIMX-F	99.3	Harrisburg	1.3/3.1/	52/	690
JAZZ/NEW AGE						WIOV-F	105.1	Ephrata/Lancast	0.4/2.5/	80/	819
UNKNOWN/OTHERS						WITY-F	97.9	Baltimore	2.1/4.2/	17/	216
						WLAN-F	96.9	Lancaster	0.6/4.8/	48/	1090
						WLIF-F	101.9	Baltimore	1.2/3.4/	8/	140
						WPOC-F	93.1	Baltimore	2.4/5.0/	16/	216
						WMMD-F	104.7	Hagerstown	1.3/3.9/	11/	180
						WMX-F	106.5	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90
						WYZZ-F	97.9	Baltimore	1.0/2.6/	7/	90

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (In House)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC, \$ 10.00 (HNNH)	
WSBA, 910, 5 KW/1 KW (DA-2), MOR/FULL SER.	\$ 48.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	\$ 66.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS, \$ 30.00 (In House)	(GETTYSBURG)
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE, \$ 28.00 (McGUILD)	
WQXA-F, 105.7, 25 KW @ 704, CHR	\$ 32.00 (Durpetti)	
WYCR-F, 98.5, 11 KW @ 926, CHR	\$ 43.00 (HNNH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 85/417,900

MSA Rank/Pop: 100/504,000
ADI # 89

Average Person Ratings: 19.6
Market TSL: 25.50 hours

Stations: 22/15
Diaries: 891/469:1/53.7%
Sample Target: 895
% Below Line: 7.9
% Not Listed: 10.1

1990 Revenue: \$11,000,000
HH Inc.: \$29,417
Retail \$: 3.4 Btl
Pop per Station: 27,860
#1 Biller: WHOT-F \$2,500,000

12+ METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	Birch Share	Birch AQH	Birch Cume	
1. WQXK-F (C)	92/11.2	10.6	8.7	9.5	10.6	10.0	139/1405	878/21.0	17.7	17.2	10.1	75	667	WQXK-F
2. WHOT-F (CHR)	90/11.0	13.1	10.2	14.3	11.1	12.1	146/2196	1315/31.5	31.4	32.4	14.0	104	1393	WHOT-F
3. WKBN (N/T)	89/10.9	9.4	10.9	8.4	13.2	9.9	111/1082	762/18.2	23.1	21.5	10.2	76	792	WKBN
4. WBBG-F (O)	86/10.5	8.8	8.9	10.7	8.8	9.7	104/1275	944/22.6	18.8	20.5	8.7	65	962	WBBG-F
5. WKBN-F (SAC)	64/ 7.8	7.7	9.0	9.8	8.6	8.6	89/1293	878/21.0	19.0	22.2	9.8	73	761	WKBN-F
6. WNCD-F (AOR)	63/ 7.7	7.5	7.9	8.1	9.1	7.8	73/961	791/18.9	16.1	15.8	12.5	93	815	WNCD-F
7. WHOT (BB)	46/ 5.6	3.7	4.2	4.0	2.8	4.4	46/469	436/10.4	10.6	7.9	4.6	34	408	WHOT
8. WYFM-F (AC)	45/ 5.5	5.6	6.8	5.2	6.1	5.8	112/1154	643/15.4	17.4	15.3	3.5	26	521	WYFM-F
9. WPHR-F (CHR)	29/ 3.5	4.2	3.6	2.5	1.5	3.4	35/703	564/13.5	13.1	7.2	5.2	39	645	WPHR-F
10. WBBW (N/T)	26/ 3.2	2.7	2.9	2.8	4.0	2.9	28/513	452/10.8	12.2	11.5	2.3	17	247	WBBW
11. WSOM (BB)	20/ 2.4	2.2	2.0	1.4	1.7	2.0	33/363	232/ 5.6	6.0	5.1	0.5	4	72	WSOM
12. WRKU-F (AOR)	17/ 2.1	1.4	2.0	1.4	1.1	1.7	65/581	117/ 2.8	3.9	3.7	0.9	7	145	WRKU-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 70.65% (520 of 736) (SPG 90: 71.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WNCD-F	1 WBBG-F	1 WBBG-F	1 WBBG-F>	1 WKBN	1 WKBN	1 WBBG-F<	1 WQXK-F	1 WQXK-F	1 WKBN >
2 WPHR-F>>	2 WHOT-F>	2 WHOT-F	2 WHOT-F	2 WHOT-F	2 WQXK-F	2 WHOT-F	2 WQXK-F	2 WKBN <	2 WHOT-F>	2 WBBG-F
3 WNCD-F	3 WYFM-F	3 WNCD-F>	3 WYFM-F	3 WQXK-F	3 WBBG-F>	3 WQXK-F	3 WKBN	3 WHOT-F	3 WNCD-F	3 WNCD-F<
4	4 WBBG-F	4 WYFM-F	4 WNCD-F	4 WKBN-F	4 WKBN-F<	4 WBBG-F	4 WKBN-F	4 WBBG-F>	4 WKBN	4 WQXK-F
5	5 WQXK-F	5 WQXK-F	5 WQXK-F	5 WYFM-F	5 WHOT	5	5 WNCD-F	5 WNCD-F<	5 WBBG-F	5
6	6 WKBN-F	6 WKBN-F	6 WKBN-F	6 WNCD-F	6	6	6	6 WKBN-F	6	6

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 WNCD-F	1 WHOT-F	1 WYFM-F>	1 WBBG-F<	1 WBBG-F>	1 WNCD-F>>	1 WNCD-F>	1 WNCD-F	1 WBBG-F<	1 WBBG-F>
2 WHOT-F>	2 WYFM-F	2 WHOT-F	2 WHOT-F	2 WHOT-F<	2 WPHR-F>	2 WHOT-F>	2 WHOT-F>	2 WNCD-F	2 WQXK-F
3 WPHR-F>	3 WNCD-F>	3 WBBG-F	3 WYFM-F	3 WKBN-F<	3 WRKU-F	3 WRKU-F	3 WBBG-F	3 WHOT-F>	3 WHOT-F
4 WQXK-F	4 WQXK-F	4 WNCD-F	4 WNCD-F<	4 WYFM-F<	4 WQXK-F	4 WBBG-F>	4 WRKU-F	4 WQXK-F	4 WNCD-F>
5 WYFM-F	5 WKBN-F	5 WKBN-F	5 WKBN-F	5 WQXK-F	5 WHOT-F>	5 WPHR-F	5 WKBN-F>	5	5 WKBN-F
6 WNRB	6 WBBG-F	6 WQXK-F	6 WQXK-F	6	6 WONE-F	6 WQXK-F	6 WYFM-F	6	6 WYFM-F

FORMATS	AM	FM	TOTAL	%	SPG 90	%	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQM/CUME
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	16.2	15.1	WAXF-F	95.9	Sharpsville	0.4/1.9/ 8/ 149
AOR/CLASSIC		105 (5)	105 (5)	14.3	13.8	WGFT	1500	Youngstown	1.5/3.0/ 12/ 125
AC/OLOIES/SOFT ROCK	6 (1)	195 (3)	201 (4)	27.3	18.0	WNRB	1540	Niles	1.5/3.8/ 12/ 163
MOR/VARIETY					2.6	WRRO	1440	Warren	0.7/3.6/ 6/ 181
COUNTRY		92 (1)	92 (1)	12.5	12.6				
BLACK/URBAN	12 (1)		12 (1)	1.6	0.6	WDVE-F	102.5	Pittsburgh	0.9/4.5/ 36/ 612
BEAUTIFUL/EASY		3 (1)	3 (1)	0.4	10.5	WHBC-F	94.1	Canton/Akron	0.4/1.6/ 11/ 122
NEWS/TALK	120 (3)		120 (3)	16.3	21.2	WMMS-F	100.7	Cleveland	1.5/5.2/ 13/ 260
NOSTALGIA	66 (2)		66 (2)	9.0	4.1	WONE-F	97.5	Akron/Cleveland	0.7/3.8/ 7/ 219
RELIGION/GOSPEL	12 (1)	3 (1)	15 (2)	2.0	1.5	WTOF-F	98.1	Canton/Akron	0.4/1.8/ 5/ 145
SPANISH						WWWE	1100	Cleveland	0.6/1.9/ 6/ 139
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4					
	216 (8)	520 (14)	736 (22)						

RADIO STATIONS

WBBW , 1240, 1 KW (DA-1) ,	Talk	ABC, \$23.00	(Christal)	H & D
WHOT , 1390, 5 KW/1 KW (DA-2) ,	Nostalgia	UNISUP UNILUT, \$19.00	(Mc-Guild)	Myron Jones
WKBN , 570, 5 KW (DA-N) ,	News/Talk	CBS, \$35.00	(Katz)	
WBBG-F, 93.3, 50 KW @ 280 ,	Oldies	ABC, \$45.00	(Christal)	H & D
WHOT-F, 101.1, 24 KW @ 711 ,	CHR	, \$61.00	(Mc-Guild)	Myron Jones
WKBN-F, 98.9, 6 KW @ 1370 ,	EZ/Soft AC	UNISUP, \$39.00	(Katz)	
WNCD-F, 106.1, 3 KW @ 328 ,	Classic AOR	, \$34.00	(Torbet)	(NILES)
WQXK-F, 105.1, 88 KW @ 430 ,	Country	UNILUT, \$42.00	(Banner)	Legend (SALEM)
WYFM-F, 102.9, 26 KW @ 455 ,	AC	ABC, \$36.00	(Durpetti)	Regional (SHARON)

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